

Selling on Walmart Canada: An Overview

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The Canadian Opportunity

Walmart Canada offers US sellers access to 40+ million consumers with less marketplace competition. The platform is growing rapidly and represents a prime expansion opportunity.

- 400+ Walmart stores provide built-in brand recognition
- Lower seller competition compared to Walmart US
- Growing eCommerce adoption among Canadian consumers
- Geographic proximity makes fulfillment logistics manageable

Getting Started

Expanding to Canada requires a separate marketplace application and account setup.

- Apply at marketplace.walmart.ca
- Provide Canadian-specific business documentation
- Set up a separate Seller Center account for Canada
- Configure pricing in Canadian Dollars
- Plan your cross-border fulfillment strategy