

Creating Bilingual Listings for Canada

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Language Requirements

Canada's bilingual nature means your listings need to be accessible to both English and French-speaking customers.

- Quebec's language laws require French-language product information
- Walmart.ca supports bilingual listings in English and French
- Product packaging shipped to Quebec must include French labeling
- Safety and usage instructions must be available in both languages

Translation Best Practices

Quality translations are essential for Canadian market success.

- Use professional human translators rather than machine translation
- Ensure translations are culturally appropriate for Quebec consumers
- Research French Canadian keywords separately from English keywords
- Have native French speakers review translations for accuracy and natural flow
- Consider Quebec-specific terminology which may differ from European French