

CROSS-BORDER AT A GLANCE

Canada Cross-Border Shopping Trends

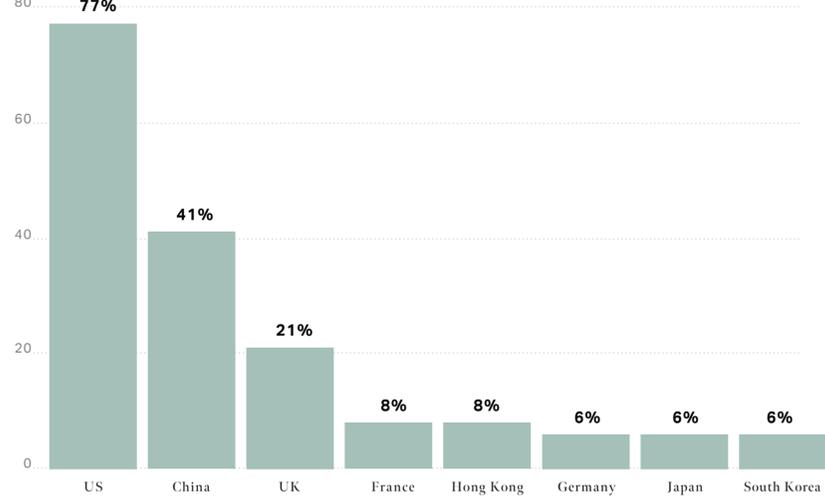
What are some of the preferences and expectations of Canadian cross-border shoppers? And what barriers to shopping do they face?



87%

of shoppers have made a cross-border purchase, up from 83% in 2019.

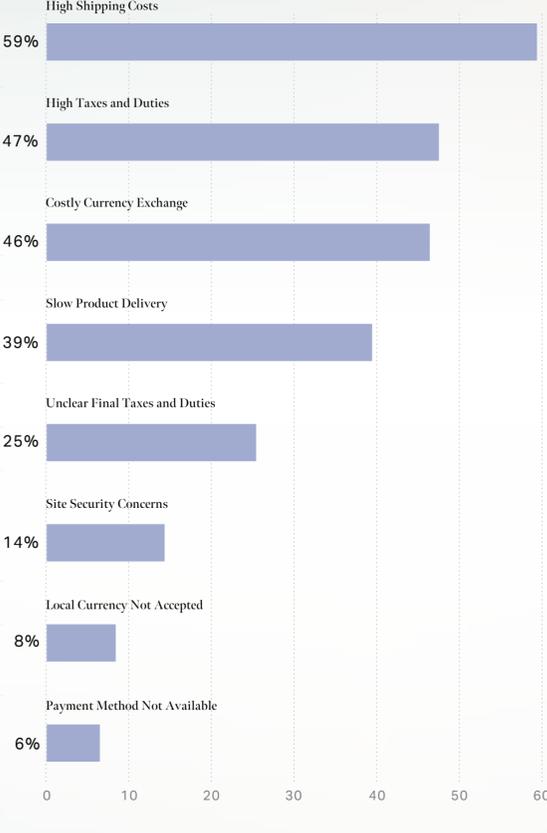
Which are the top countries Canadian shoppers buy from?



Looking at Canadian cross-border shopping trends:



Top barriers for Canadian cross-border e-commerce shoppers:



59%

of Canadian cross-border shoppers said expensive shipping is the biggest barrier to purchasing cross border.

47%

of Canadian cross-border shoppers stated high taxes and duties as the second largest concern.

Post-pandemic online shopping frequency of Canadian shoppers:



75%

I am shopping more often online post-pandemic

24%

I'm shopping about the same amount online

1%

I'm shopping less often online

Canadian shoppers' expectations of their future shopping frequency:



34%

I expect I will shop online more often than I do now

58%

I expect I will shop online about the same as I do now

8%

I expect I will shop online less often than I do now

Canadian shoppers' expectation of delivery times post-pandemic:



61%

I expect delivery times to be slower

14%

I expect delivery times to be faster

25%

I expect delivery times to stay about the same



Does your website use Flow?

Remove the friction from the cross-border shopping experience

To learn more about how to boost conversions on your cross-border e-commerce website, contact us today at hello@flow.io and speak with a Flow expert.

The 8 countries analyzed in our international research study include: Australia, Canada, China, France, Germany, Japan, United Kingdom, United States. The analysis contained in this infographic describing comparisons between 2021 and 2019 data examines behaviors and expectations of Canadian apparel shoppers only.

All data contained in this infographic originates from proprietary studies commissioned by Flow Commerce.

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Source: Canada: Market Guide to Cross-Border Best Practices, 2021, Flow Commerce.