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A retailer's guide to cross-border shipping in a tariff-heavy market

What changed, what it means for your business, and what to do about it.

SECTION ONE

What changed

01 US de minimis exemption: gone — no duty-free entry under $800

02 New US tariffs on select Canadian goods, up to 50%

03 Canadian reciprocal tariffs now in effect

04 Customs documentation requirements tightened on both sides

SECTION TWO

What it means for your business

01

Small-volume, cross-border shipping is no longer close to free

02

The cost hits both directions — US-to-Canada and Canada-to-US

03

This isn't temporary; plan for it to stay this way

SECTION THREE

What to do about it

START WHERE YOU ARE

Standing up a warehouse in every market you sell into isn't realistic before you've tested demand there — and it doesn't have to be the first move.

DIRECT INJECTION

Get US orders into regional postage networks at lower rates.

DUTY DRAWBACK

Claim it on anything that crosses back over the border.

EU EXPANSION

Expand through smarter shipping rates, not a new fulfillment footprint.

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GoBolt helps brands ship smarter across Canada & the US and into Europe. If you want to talk through what this looks like for your business, send us a message.

Let's Talk →