

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.



What changed

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- 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
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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



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.

SEE IT IN PRACTICE

One DTC brand facing the same pressure switched to this model and **cut shipping costs by 35%** — with order delivery holding at 3 days flat.

[Read the case study →](#)



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 →](#)