

In ecommerce, value speaks louder than trust

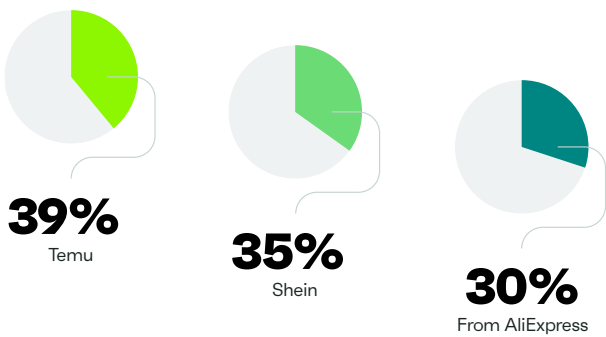
Canadian shopper deep dive

We surveyed 1,000 Canadians to learn more about how they shop online and what they think about major global and Chinese marketplaces like Amazon, Etsy, AliExpress, as well as newer Chinese players like Temu and Shein.

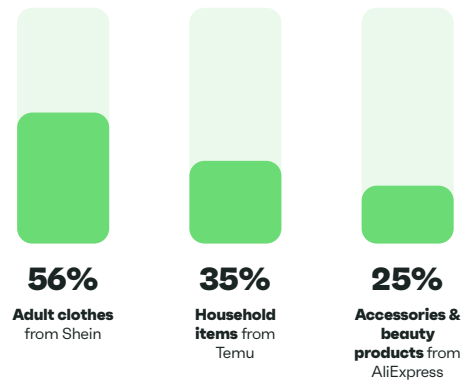
The data clearly indicates that Chinese marketplaces like Temu and Shein are becoming go-to destinations for Canadian shoppers.

It's clear that they offer something that Canadians find valuable. Whether it's competitive pricing, unique product offerings, or both, these marketplaces are not just another option – Chinese marketplaces are becoming a mainstay in Canadian online shopping.

Which Chinese marketplaces do Canadians shop on?



What do Canadians buy on Chinese marketplaces?



55%

of Canadians have shopped at Chinese marketplaces in the past year.

1 in 10

shop on these platforms at least once a week.

Only 3.5%

said they trust Temu, but **39%** still shop there.

Canadian opinions:

Amazon

★ Rating: **8.4** out of 10

Likes:

♥ **63%** Easy delivery

♥ **59%** Good pricing

♥ **56%** Ease of purchase

Dislikes:

✖ **42%** Too expensive

✖ **20%** Lacks local goods

✖ **18%** Lacks special deals

VS

Temu

★ Rating: **6.6** out of 10

Likes:

♥ **32%** Wide assortment

♥ **52%** Low prices

♥ **30%** Easy shopping process

Dislikes:

✖ **27%** Poor quality

✖ **25%** Long delivery times

✖ **17%** Lacks local goods

The gender gap

Canadian women consistently rate Chinese marketplaces more favorably than men.



How do Canadians rate Chinese marketplaces?



Discover how online shopping trends are evolving globally

Explore the insights from our [global survey](#) and see how shopping behaviors are changing in the US, UK, Canada, and Australia. From the rise of Chinese marketplaces to the factors driving customer loyalty, our report offers a detailed look at the latest ecommerce trends.

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