

Marketplace News, Information & Ideas | June 2025



Welcome to Seller Source, your monthly view into what's happening on the Walmart Marketplace Canada. You'll find information on new features, tips on how to drive your business and general reminders of what's coming up.

[Marketplace Learn](#)

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[Seller Center](#)

News | Updates | Reminders

Create Support Cases
in Seller Center






Quarterly Seller Opinion Survey



As a valued member of our seller community, your insights are crucial. Your feedback has helped redesign the Seller Center UI, optimized processes, and improve seller education through the launch of Marketplace Learn. And to continuously shape the future of our Marketplace, we need your input again.

Our shorter, quarterly survey will be sent within the next two weeks. Please share your thoughts to guide us toward greater changes once you receive the survey.

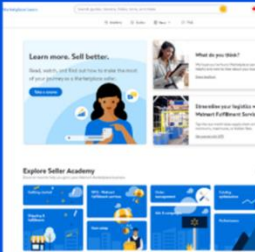


Marketplace Learn

Your new one-stop-shop for everything Walmart Marketplace Canada.

[Check it out](#)

All Seller Help guides and FAQs now automatically redirect to Marketplace Learn.



The screenshot shows the Marketplace Learn interface with various sections: "Learn more. Sell better.", "What do you think?", "Explore Seller Academy", and "Discover your topics with Personalized Recommendations".

**Reminder - Update Holiday
Closures for Victoria Day**

Victoria Day is on Monday, May 19, 2025, and most sellers and carriers in Canada **will not** be operational. If this applies to you, enter holiday closure dates in the [Additional Days Off calendar](#) in your **Shipping Profile** to ensure accurate **Expected Delivery Dates (EDD)**. The Additional Days Off calendar ensures the Expected Ship Date (ESD) excludes non-fulfillment days on all new orders.

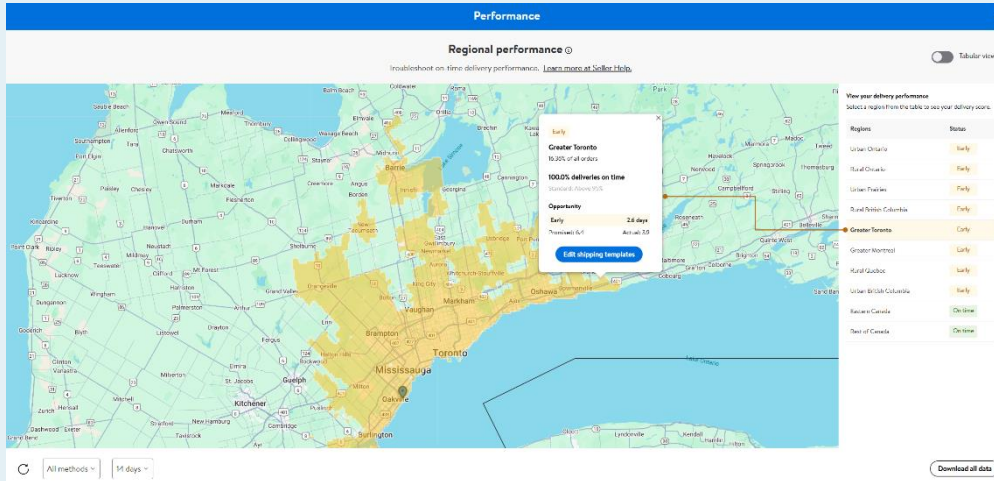


Enhanced Regional Performance User Interface in Seller Center

We've enhanced the [Regional Performance](#) user interface (UI) in Seller Center. The new map experience is more user-friendly and helps you to quickly identify areas needing action. Please follow our recommendations to update your shipping templates.

What's Changing?

- Redesigned map experience for better compatibility with all Canadian shipping regions.
- Added an "**Edit Shipping templates**" button for "**Early**" and "**Late**" regions so that you can act quickly.



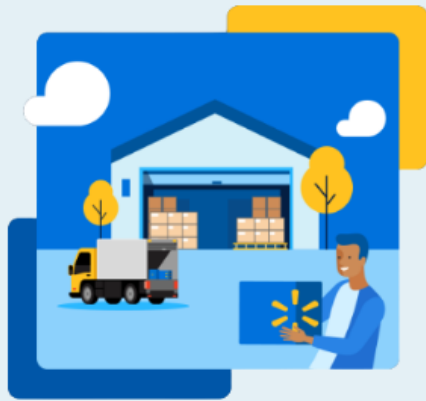
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Reminder - Potential Canada Post Strike

A potential labor disruption at Canada Post (CPC) may begin as early as **May 22, 2025**, which could significantly impact ground and air shipments. Domestic and International sellers can no longer use **CPC/USPS/CNPOST/Lettermail** for last-mile delivery. This option has been removed from Seller Center for sellers until further notice.

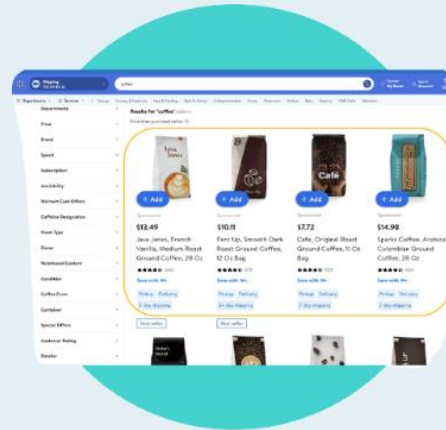
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Walmart Fulfillment Services (WFS) Promos

During these uncertain times, fulfill your orders conveniently and reliably with WFS.

- New sellers get **free storage** and **10% off the fulfillment fee** until **July 31, 2025**.
- Get **50% off Walmart preferred Carrier (WPC)** parcel while shipping your inventory to WFS fulfillment centers, until **June 30, 2025**.
- **100% off removal/disposal fee**, so you can remove your inventory at no cost, until **July 31, 2025**.



Sponsored Product CPC Price Drop

Want to increase visibility, reach more customers, and grow your brand presence effectively? Check out Walmart Connect for **Sponsored Product ads**.

Also, we've reduced our cost-per-click (CPC) floor and daily spend for Sponsored Product Ads until **June 30, 2025**.

- The minimum bid is now **\$0.40 CAD**, down from **\$0.80**.
- The daily spend minimum is **\$20 CAD**, down from **\$50**.

- Maintain a WFS penetration of **85%+** to get **50%** off the storage fee and **15%** off the fulfillment fee in the following month, until **July 31, 2025**.

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Please note that these rates are subject to change.


Questions? Contact your Account Manager or the [Walmart Connect Canada Ad Support](#) team.

[LEARN MORE](#) 

Select the Correct Carrier for Accurate Tracking

Select the correct **country** and **Carrier** for Walmart.ca orders. Do not use **Canada Post** if shipped with another carrier. Use **OtherCarrier** if your carrier isn't listed. This ensures transparency and maintains customer trust.

Shipped From Country

Choose a Country 

Carrier

☐ Canada Post ☐ FedEx ☐ UPS ☐ 17track ☐ More Carriers

Tracking number

Cancel

Mark as shipped



Reduce Your Transit Times to Boost Sales Conversion

Ensure accurate shipping settings and maintain a 3-day buffer between Click to Promise (CTP) and Click to Deliver (CTD) to boost sales conversion.

We have updated our shipping templates, effective April 15, to ensure faster delivery for our customers. **The new maximum transit times are 7 days for Canada FCs, 13 days for International FCs, and 3 days for Express. API sellers** should remove the “**minTransitTime**” attribute from requests, as it will automatically be set to zero.

Enforcement of these limits will begin on **May 15**.



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About Walmart

Walmart Canada helps Canadians save money and live better. Quality products at everyday low prices – that’s the promise Sam Walton made when he started Walmart and it’s as true today more than 50 years later. We believe in innovation and

continue to grow by adding new services like pickup, online grocery, and mobile app shopping. Walmart.ca is visited by more than 1.5 million Canadians daily, who can choose from millions of items sold by Walmart and third-party sellers to fit their needs. We make sure their service experience is as amazing as it is in our stores around the world.