

Amazon seller

You buy or make products and sell them on Amazon.ca, often stored and shipped by Amazon. Fees take a big cut.

TYPICAL INCOME

\$2,500

a year, varies widely

INCOME RANGE

\$0 to \$125k

most to the successful few

TIME TO QUALIFY

1 to 4 years

after high school

DEMAND

Moderate

job outlook

LICENCE NEEDED

No

anyone can do it

WHERE YOU WORK

From home or a small warehouse, with stock in Amazon's Canadian warehouses and suppliers in Canada or abroad

How you get there

- 1 Learn how Amazon fees work** 1 month
Amazon's free Seller University and its fee calculator. Know your profit per unit first.
- 2 Pick a model** 1 month
Arbitrage, wholesale from brands, or your own private label product.
- 3 Research and source** 2 to 4 months
Find steady demand on Amazon.ca, order samples, and plan 2 to 4 months for a factory order and freight.
- 4 Launch and run ads** 3 to 6 months
Ship stock to an Amazon warehouse in Canada and watch your numbers daily.
- 5 Grow, expand to the US, or stop** 1 to 4 years
One North American account lets you list on Amazon.com too, but selling into the US brings its own tax and customs work.

Pros and cons

- + Shoppers already on Amazon.ca, plus access to the US from one account
- + Amazon handles storage, shipping and returns with FBA (Fulfilled by Amazon)
- + Often fewer competing sellers than on the US site
- Fees and ads take a large share of every sale
- A smaller market, so fewer sales per product
- Your cash sits in stock for months

Optional boosts

Retail arbitrage. Online arbitrage. Wholesale. Private label.

Good to know

The CRA can see your sales

Since the 2024 tax year, online marketplaces report sellers to the CRA (Canada Revenue Agency) once they pass 30 sales or \$2,800 in a year. Selling a few personal items stays under that line.

Faster than you might think, for some

In Jungle Scout's survey, 22% of active sellers were profitable within 3 months and 58% within a year. Those who never got there mostly quit and did not answer.

Where these numbers come from

Jungle Scout: How much money do Amazon sellers make (survey of 1,064 active sellers)
Amazon.ca: Selling plans and pricing
Canada Revenue Agency: Reporting rules for digital platform operators, who is affected
Canada Revenue Agency: Find out if you need to register for the GST/HST

Numbers checked October 2026. Pay figures are typical full-time annual amounts in Canadian dollars, based on Government of Canada Job Bank wage data and published salary grids. They vary by province, employer and experience. Tuition is for domestic students. Sources, links and the click-through version: <https://career.help/ca/careers/amazon-seller>



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