

START SELLING IN AMAZON EUROPEAN MARKETPLACES

Ready to Sell Checklist

9 steps to successfully expand in Europe

Prepare to sell

- 1 **Learn about Amazon's five European Marketplaces** (Amazon.co.uk, Amazon.fr, Amazon.de, Amazon.it, and Amazon.es) and how you can sell your products with one single account across all of Europe
- 2 **Learn about the different products** that you can sell in Europe on Amazon and understand which categories are restricted or requires approval.
- 3 **Understand how VAT works** and the regulation requirements in Europe.
- 4 **Understand fulfillment options** in Europe and choose between Fulfillment by Amazon (FBA) or Self-Fulfillment for your products.
- 5 **Understand international fulfillment requirements**, including import / export regulations.

Register and start selling

New to Sell on Amazon?

- 6 **Understand how Amazon's European selling account works** and learn what information you need to provide during the registration.
 - 6 **Learn how to link your existing Amazon account** and manage your products offerings across different marketplaces with one single seller account.
- OR**
- 7 **Understand the listing tools available in Europe** and learn more about how Build International Listing (BIL) and Translate Your Products help you manage your listings across Amazon's five European marketplaces.

Manage your business

With Self Fulfillment

- 8 **Fulfill International customers' orders** and provide a great customer experience with prompt delivery.
- 9 **Manage customer support** in the local language and provide a local address for returns or offer a refund for international shipping.

With Fulfillment by Amazon

- 8 **Send inventory to an Amazon fulfillment European center** in compliance with package and custom duty requirements. experience with prompt delivery.
- 9 **Manage customer support** only for non-fulfillment customer questions (FBA manages fulfillment and returns questions).for returns or offer a refund for international shipping.

OR

1: Introduction to selling in Europe

Amazon has established marketplaces in five European countries: Amazon.co.uk, Amazon.fr, Amazon.de, Amazon.it, and Amazon.es. By the end of 2018¹, it will be possible for you to reach more than 340 million customers in up to 27 countries throughout Europe. With a European Unified Account, you can sell in multiple marketplaces from a single account, simplifying listing, pricing, fulfillment, and payments.

Amazon gives you state-of-the-art logistics, and powerful tools to help you comply with tax and product regulations, and create effective listings in more than 30 product categories.

See how companies like yours are making Amazon part of their success stories.

Things to know before you get started:

Selling plans

You can choose between two selling plans that enable you to sell in all five EU marketplaces:

- The Basic plan is for those who sell fewer than 35 items per month. You pay Amazon a fee only when you sell something.
- The Professional plan is for those who sell more than 35 items per month. You pay a fixed monthly fee.

Use the [Amazon fee calculator](#) to estimate your average fee charges and potential revenues.

¹Estimated based on eMarketer online buyers, April 2017



Managing European taxes (VAT)

Before you start selling in EU, you need to learn about Value Added Tax (VAT), a tax on consumer expenditure. VAT is collected on business transactions, imports and goods that move between EU countries.

If you store or sell goods to customers in an EU country, you may be required to register for VAT in that country. While each Amazon seller is solely responsible to be VAT compliant, Amazon can provide resources and tools for your VAT registrations and filings in EU countries. This includes providing contact information for third-party tax advisory services with pre-negotiated discounted rates. [Use this tool](#) to help determine where you need to be registered for VAT.

*A fiscal representative is a local legal entity or individual (varies by jurisdiction) responsible for representing non-EU-based sellers to tax authorities. Fiscal representatives are held jointly liable with sellers for the payment of VAT.

Need help with VAT? Use VAT Services on Amazon

VAT Services on Amazon helps you spend more time on your business and less on VAT. Starting at only €400 per country per year, VAT Services on Amazon enables you to complete VAT registration, filing, and submission in Seller Central, the portal that puts you in command of your Amazon seller account.

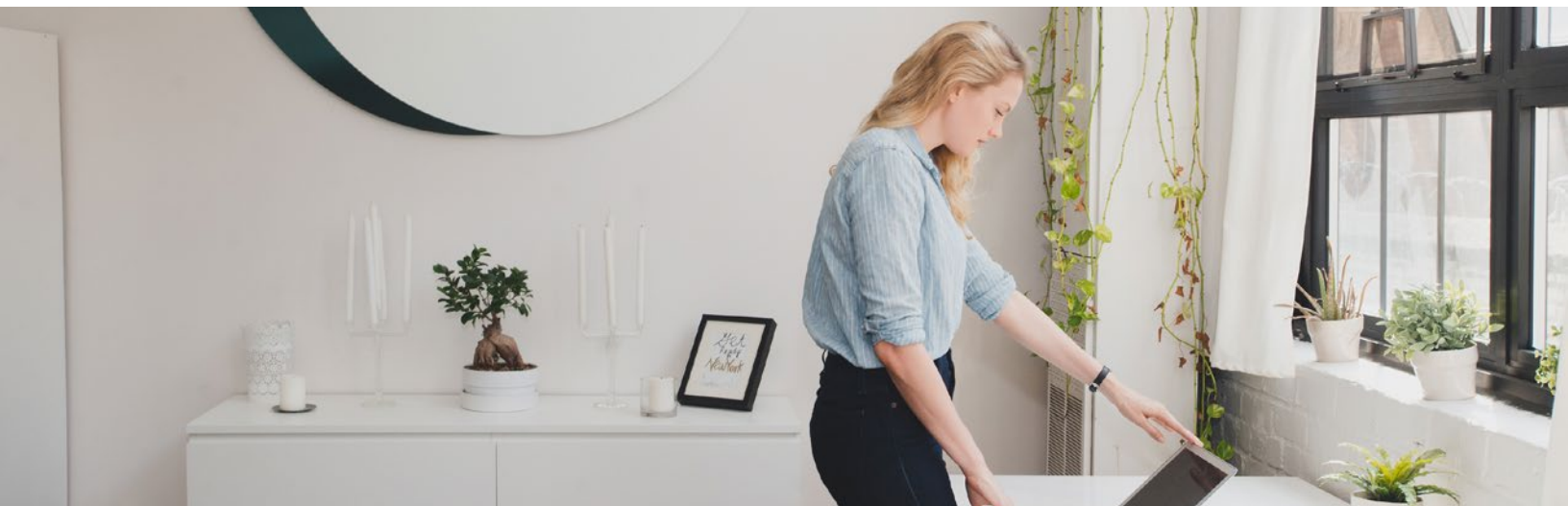
Amazon works with a third-party global tax service vendor to provide this service in the United Kingdom, Germany, France, Italy, Spain, Poland and the Czech Republic. Currently, non-EU-based sellers are supported for VAT registration and filings in the UK, Germany and the Czech Republic, countries that do not require fiscal representation*. VAT Services for other countries that require fiscal representation will be available soon.

The time it takes to become VAT registered can vary. To avoid delays, we recommend that you start the process as soon as you register your EU seller account.

Required documentation

Documents that may be required for your VAT Registration include:

- Articles of Association for your business.
- Letter from your bank confirming that you hold an account with them.
- Power of Attorney to your tax advisor, if you are using one. Additional documents such as Proof of Address and government-issued IDs for company owners may also be required in some countries.



For more information, visit our [VAT Knowledge Centre](#), a collection of resources that can help you understand VAT, and simplify compliance across Europe.

[Get answers](#) to frequently asked questions about VAT. If you need professional support on VAT in countries where Amazon VAT Service is not yet active, we recommend that you [consult a third-party service provider](#).

Eligible product categories and restrictions

Customers trust that they can always buy with confidence on Amazon. It is your responsibility to make sure that you and your products comply with all applicable laws and with Amazon's policies concerning [Category, Product and Content Restrictions](#).

Deliver your products to the customers

You can ship and fulfill the products you sell on Amazon from your own local inventory, or you can choose Fulfillment By Amazon (FBA).

Note that if you choose to manage your own shipping, you are responsible for the customer experience from shipping to returns. Your service should include prompt delivery and customer support in the language of each marketplace where you are active.

With FBA, you just send your inventory to one of our European fulfillment centers and we will pick, pack and ship your products. We will also handle customer service in the language of the marketplace, and process any refund and return requests. Many Amazon sellers use FBA because it enables them to focus on growing their business rather than on fulfillment. [See how FBA can help you quickly scale your business](#) from selling in one country to selling across Europe.

Using FBA in Europe is a similar process once your items are in Amazon's warehouses, but getting the items to those warehouses in Europe has some unique differences than the process in the US. Amazon's Solution Provider Network has a list of third-party providers that other Amazon Sellers have used to ship their inventory into the EU. [Click here](#) to view some providers on our Solution Provider Network.

2: Registration

If you're already a seller on another Amazon marketplace, please go to [Grow your business in Europe](#) below.

New to selling on Amazon?

Selling on Amazon is an efficient and effective way to reach millions of potential new customers. A [simple five- step process](#) makes it easy to get started:

- 1 Register your seller account
- 2 Upload your listings
- 3 Customers see and buy your products
- 4 Deliver your products to the customers
- 5 Receive your payments

Account registration documents

You need to provide the following information when you register your new EU seller account:

- Credit card
- Phone number (in order to also receive PIN verification)
- Company registration details (Company name, Business email address, Business license
Primary Contact Person Information)
- Beneficial Owner Information
- Bank account information to receive sales
- UPC/ EPN for your products
- VAT number, required if you meet the guidelines in the previous section: [Managing European taxes \(VAT\)](#)
- Important: products for sale in Europe must have barcodes. You can [purchase barcodes here](#).

See [Appendix 1](#) for additional information about registering to sell in the EU marketplaces.

[Register your account now](#). You will be asked to define your source marketplace, which can be any of the five marketplaces.

After registration [Take a quick tour of Seller Central](#), the portal that puts you in command of your Amazon seller account.



Grow your business in Europe

The first step to sell in another region is to create a seller account within that region. If you have a Professional Seller account in one region, you can easily expand to the EU through [Linked Accounts on your Sell Globally page on Seller Central](#), and manage your business from one page. After you complete registration, your existing seller account will be linked to your new seller account in the new region.

During registration, you will be asked to define your source marketplace, which can be any of the five EU marketplaces. With an [EU Unified Account](#), your inventory can be managed as a single pool available to all the marketplaces on which you choose to offer your products for sale. The default is all five EU marketplaces. Your orders will be managed in a single place, so selling in Europe will feel just like selling in the marketplace where you originally registered. Watch this video about Amazon tools and services that can help you [manage, sell, and fulfill your products globally](#).

Seller Identity Verification

After you register but before you start selling, Amazon will verify your identity with the Seller Identity Verification process (SIV). Sellers need to complete SIV at registration and provide documents to verify the primary contact person. This is the person who has access to the Selling on Amazon payment account, provides the registration information on behalf of the account holder (the registered seller), and initiates transactions such as disbursements and refunds. Actions taken by the primary contact person are deemed to be taken by the account holder. Required documentation includes:

- Passport or driver's license and birth certificate (US citizens only)
- Proof of address, verified by utility bill, rent receipt, bank statement, cable TV bill, or credit card statement

After you pass SIV and started selling on Amazon EU, Amazon is obligated by EU laws to run an additional verification on your personal and business information called the Amazon Payments Europe verification process. You will receive notification when this verification is needed. Typical documents required from you include passport, proof of address, business license and bank statements.



Prohibited seller activities

There are guidelines about [prohibited seller activities and actions](#). Failure to comply with these guidelines can result in cancellation of listings, suspension from use of Amazon tools and reports, and the removal of selling privileges.

Product compliance

Your products and listings must comply with all laws and regulations within your marketplaces, and with Amazon policies, including our [category, product and content restrictions](#). If you have questions about your products' compliance or your legal obligations in the EU marketplaces, we advise you to consult with one of our external solution providers. [See Appendix 2 for more details. Register your EU account now.](#)

3: Account Settings

You can manage your account information in Seller Central in Account settings. To access your Account settings, click Settings in the upper-right corner of Seller Central. Click Account Info to see details about seller and business information, add listing status, modify selling plans, edit listing status, add charge and deposit methods, and more.

Two-Step Verification

Go through [the account safety two-step verification \(2SV\)](#). This is your best protection against unauthorized access to your seller account, even if your password is stolen and especially if you use the same password across multiple sites. Once you have enabled Two-Step Verification, when you access your account, you will first enter your Seller Central user name and password. Then, you will be prompted to enter a security code. This code is sent via text message to your SMS-enabled phone, received through a voice call, or obtained from an authenticator app, which does not require cell service. It has been mandatory for all sellers worldwide since November 1, 2017.



4: Create your listings

Build International Listings

When you registered to sell in any of the Amazon European marketplaces, your account was automatically enabled to sell on all five EU marketplaces. However, you only need to create listings in your source marketplace. [The Build International Listings tool](#) will automatically synchronize eligible listings in the remaining four marketplaces from your source marketplace, saving you considerable time and effort.

Build International Listings works within a region where there are multiple marketplaces, such as Europe and North America, and across regions when you have connected them using Linked Accounts. If you already have an Amazon seller account in non-EU marketplaces, use Build International Listings to synchronize your listings in EU marketplaces. [See this important information](#) about eligible products.



Listing in small batches or in bulk

You can list a small number of products using [the Add-a-Product tool](#), or you can use inventory files to [list your products in bulk](#). [Inventory file templates](#) let you to add or edit product listings in bulk. You can create a template to suit your specific requirements and list different types of products across multiple categories using one template.

Translate your products

To sell in all EU five marketplaces, you need to translate your products into the languages of the local marketplaces. You have two options to translate your products: Use BIL if your products exist in target marketplace, or the TYP (Translate Your Product) tool.

If you use BIL, your product (ASINs) will be automatically synchronized in all marketplaces where the product already exists without requiring additional translation. If your product does not exist in a marketplace, you need to create your product page in the source marketplace and then, if eligible for translation, it will be automatically translated by our system.

You can also use the Translate Your Products tool. This enables you to create product offers in multiple European marketplaces by having your product titles and descriptions translated, checked and validated by native speakers. You will be charged per-word fees for the translation of ASINs. Before a translation order can be processed, we provide an estimate of our time and cost requirements for your pre-approval. Translate Your Products currently supports translations from and into English, French, German, Italian and Spanish. [See more information](#) about translation.

High quality detail page and images

High-quality listings make it easier for customers to find, evaluate, and purchase your products. High-quality listings begin with basic information: images, brands and descriptions. Detailed information, such as size, manufacturer part number and material type, can also help customers find your listings.

For step-by-step instructions on improving your listing quality, see [Enhance your listings](#).

Remember the images you choose to upload for your product will affect customer buying choices, so quality matters. Choose images that are clear, easy to understand, information-rich and attractively presented. Main images should be on a white background. If you need help with imaging services for the EU marketplace, contact our [third-party providers](#).

Winning the Buy Box

The Buy Box is the box on a product detail page where customers can begin the purchasing process by adding items to their shopping carts. A key feature of the Amazon website is that the same product can be sold by several sellers. To give customers the best possible shopping experience, sellers must meet performance-based requirements to be eligible to compete for Buy Box placement. Since seller performance requirements can vary by category and are subject to change, we do not disclose specific targets needed to become an eligible seller. See [how the Amazon Buy Box works](#), how it can increase your sales, and how you can become eligible to win it.

5: Deliver your products to the customer

You can ship and fulfill products you sell on Amazon:

- From your own local inventory
- Through Fulfillment By Amazon (FBA)

Watch this video about the three international FBA services in Europe that make cross-border sales much easier to manage: Pan-European FBA, European Fulfillment Network FBA, and Multi-Country Inventory FBA.

Fulfillment by Amazon (FBA)

[Fulfillment by Amazon](#) (FBA) helps you increase your domestic and global online sales, and enhance customer satisfaction, by giving you access to Amazon's world-class fulfillment resources. When you sign up to sell on Amazon you are automatically registered for FBA:

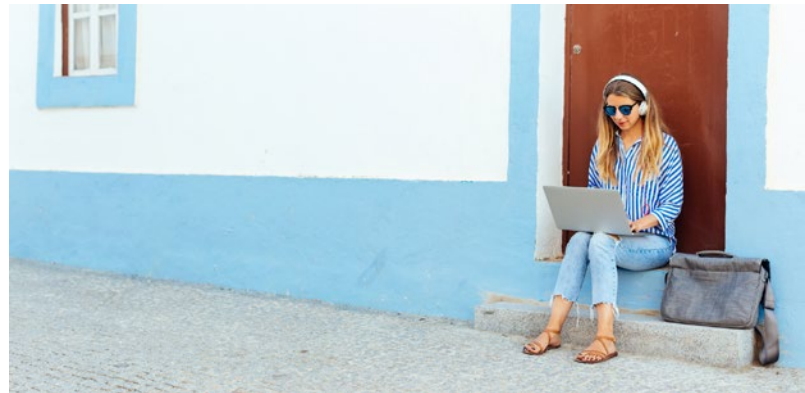
- Select the Fulfillment by Amazon option when you list products
- Send your products to an Amazon fulfillment center
- Your products are enabled with Prime delivery options
- We pick, pack and ship your products directly to customers throughout Europe

The benefits of using FBA include:

- Increase your sales: When you join FBA, your offers become more visible and more competitive. Your eligible products qualify for [Amazon Prime](#), and [FREE Delivery](#).

- **Sell internationally:** List your inventory from one single seller account and we dispatch your products to customers throughout the EU
- **Benefit from Amazon's 24/7 customer service:** With FBA, Amazon's acclaimed 24/7 customer service is available in the local language you are selling in
- **Fulfill orders from other channels:** You manage your inventory through a simple online user interface and can direct us to return the inventory at any time
- **Keep selling even when you take a break:** Thanks to the FBA vacation settings, you can carry on selling even when you are on holiday

Read our [Frequently Asked Questions](#) about FBA.



FBA Export

FBA Export enables you to fulfill orders of eligible products to postal addresses outside your source marketplace, making your offers available to EU and worldwide customers. They can purchase them from your source marketplace where you have listed your offers in your source-marketplace language.

For example, a Netherlands-based customer can purchase a Germany-based seller's offer on the German-language Amazon.de if the seller has activated FBA Export on their Germany source marketplace. [Learn more about FBA Export.](#)

FBA fee structure

With FBA, there are no minimum requirements or setup charges, and no subscription fees. You only pay fulfillment and storage fees for the services you use.

a. FBA Pan-EU

The Pan-European FBA program enables you to fulfill offers in all European marketplaces

from one inventory pool without incurring per-unit cross-border fulfillment fees. The main benefits of using the PAN-EU program are:

- **Easier inventory management:** Send products to the Amazon European fulfillment center(s) in the country of your choice and let Amazon distribute them to meet expected demand.
- **Low fulfillment costs:** Amazon distributes your products across Europe at no additional cost. You only pay the local fulfillment fee for the customer's marketplace. In contrast, when you sell to customers of other marketplaces via the European Fulfillment Network (EFN), you will pay a cross-border fee for each order shipped.
- **Reach millions of Prime customers:** You can sell your products in all five Amazon European marketplaces with Prime eligibility.
- **Provide fast, reliable deliveries:** With your products stored closer to customers, you can trust Amazon to quickly fulfill and deliver your orders.
- **Rely on Amazon's trusted, 24/7 support:** Amazon provides customer support in the local language of the five European Amazon marketplaces, handling customer inquiries, returns, and refunds, freeing you to focus on your business.



You can track your Pan-European FBA offers using the standard reports and tools in Seller Central.

[Pan-European FBA](#) becomes active for a product after you create an FBA offer in all the Amazon European marketplaces as required on the **Pan-European FBA Manage Your Inventory** page in your Seller account, and enroll the ASIN in Pan-European FBA.

Pan-EU FBA fee structure:

- **Fulfillment fees.** For ASINs enrolled in Pan-European FBA, you pay only the fulfillment fee for the marketplace where the order is placed, no matter where the inventory is stored in the Amazon European Fulfillment Network.
- **Storage fees.** Pan-European FBA ASINs will incur monthly storage fees and may incur long-term storage fees if units remain in inventory for 6 months or more.
- **Removal fees.** For removals (return of inventory to you) from the Pan-European FBA Inventory Pool ordered to an address in the country of your home marketplace, we will charge local removal fees applicable to your home marketplace, regardless of where the inventory is located at the time of the removal order.

b. FBA EFN

The European Fulfillment Network (EFN) allows sellers with a European marketplace account, who have also registered for FBA, to store their inventory in their local FBA fulfillment center. This enables orders from multiple European marketplaces to be fulfilled from the same local inventory pool. When selling through EFN, sellers must localize their source marketplace offers to other Amazon European marketplaces to enable local customers to purchase them in their local language.

For example, a Germany-based customer can purchase an Italian seller's offer listed on the German-language Amazon.de once the seller has registered their FBA Italy-based products on the Germany marketplace. The order is then shipped to the customer from the seller's local Italian fulfillment center.

See [frequently asked questions about EFN](#)

c. FBA Multi-country Inventory

Multi-country Inventory (MCI) enables you to dispatch your FBA inventory to Amazon

fulfillment centers in multiple countries of your choice across Europe. With MCI:

- Your customers receive faster, local delivery when your products are located in fulfillment centers close to where they live.
- Your listings qualify for accelerated shipping options including Amazon Prime 1-Day Delivery, FREE Delivery and Next-Day Delivery (where available).
- You save on transportation costs when you send inventory in bulk to local fulfillment centers rather than dispatching individual orders across borders.

[Learn more about MCI.](#)



Preparing products for FBA

To ensure a safe and efficient selling environment and satisfying Customer experiences, FBA sellers are required to comply with clear guidelines for selecting, preparing, and shipping products to Amazon. Learn about:

- [Inventory requirements](#) for listing, preparing and sending your FBA inventory to Amazon fulfillment centres.
- [Preparing your products](#) for shipment to Amazon fulfillment centers
- [Packaging requirements](#) for various types of products
- [FBA product restrictions](#) to know what is acceptable for the Amazon fulfillment process
- [Shipping and routing requirements](#) when sending inventory to FBA

You can also consult with our [third-party providers](#) who offer FBA international shipping service.

Seller-fulfilled shipping

If you choose to ship your orders to Amazon customers yourself, please watch this video about seller-fulfilled shipping. You will be responsible for the customer experience from shipping to returns. You must be able to provide customer support in the local language of each marketplace you sell in.

A-to-Z Guarantee

The A-to-Z Guarantee is designed to handle situations where a customer either never received a product or received a product that differs from what the customer ordered or expected.

In order to avoid claims and chargebacks, follow these best practices:

- Respond promptly to customer emails
- Refund proactively
- Describe products accurately and provide clear images
- Ship with care
- Confirm dispatches and provide tracking information
- Promptly cancel any out-of-stock orders
- Confirm appointments
- Complete all the tasks as outlined on the detail page of a listed service
- Fix the buyer's service quality issues: Offer to remedy a situation by fixing a buyer's quality issue free of charge

See how to [prevent an A-to-Z Guarantee claim](#).

6: Promote your products

Advertising on Amazon is an easy way for you to promote your listings. Ads appear prominently where customers will see them, such as on the first page of search results or product detail pages. You place bids on relevant keywords, and if your bid wins and your ad matches the search, your ad gets displayed to shoppers. These targeted ads can help you increase sales by showcasing your products to a wider audience.

We have two effective advertising solutions: Sponsored Products for promoting individual listings, and Headline Search Ads to help registered brand owners to promote their brand and product portfolio. Both solutions are designed to:

- Help you increase sales
- Help customers find what they're looking for
- Get your products discovered
- Control your costs. You pay only for the clicks your ads receive. Campaign reports track your ads' performance, so you can measure Return on Investment, and adjust your bids and budget to optimize results.

How to get started

- Log in to Seller Central and click on the Advertising tab
- Choose the products you want to advertise
- Decide how much you'll bid for clicks and set an overall budget
- In just a few minutes, you can launch your first campaign

[Get answers](#) about Sponsored Products, Headline Search Ads, costs, keywords, and more.

Raise your visibility with Sponsored Products

Sponsored Products is a pay-per-click advertising solution that enables you to promote your products with keyword-targeted ads that appear in highly visible placements on Amazon. You select the products to advertise, and choose your keywords, or let Amazon optimize your ads with automatic targeting. You control what you spend and can easily measure your ads' performance.



Watch this step-by-step video on how to [create your first Sponsored Products campaign](#).

See how to [track and improve the performance of your campaigns](#).

Lightning Deals for Brand Owners

[Lightning Deals](#) are flash sales that feature products for several hours on our popular Amazon Deals page. Lightning Deals are a great way to clear out overstock or end-of-season inventory, and attract new customers with promotional prices.

EBC for Brand Owners

The Enhanced Brand Content (EBC) feature enables brand owners to change the product descriptions of branded ASINs. Use this tool to describe your product features in a distinctive way by including a unique brand story, enhanced images and text placements. Adding EBC to your product detail pages can result in more traffic, higher conversion rates, and increased sales. [See how to create Enhanced Brand Content](#).

Register your brand

You can protect your registered trademarks on Amazon through Amazon Brand Registry to create a more accurate and trusted experience for customers. Amazon Brand Registry gives you access to powerful brand-management tools, including proprietary text and image search, predictive automation based on your reports of suspected intellectual property rights violations, and increased authority over product listings with your brand name. [See how to get started now.](#)

Amazon shopping events in Europe

There are times of the year when customers shop for specific types of products on Amazon. These events are a great opportunity for you to take advantage of Amazon's promotional efforts and reach new customers. Use the [EU holiday selling calendar](#) to make the most of these peak shopping periods.

Advertising-solution providers in Europe

Third-party advertising specialists on [Amazon's Solution Provider Network](#) can help you optimize your marketing to get the greatest return from your advertising budget.

Selling Coach

[Learn about how to use Selling Coach](#) to help increase sales. As we identify opportunities, we will alert you through Amazon Selling Coach and on the Business Reports page.

Solution Provider Network

Find third-party solution providers in [Amazon's Solution Provider Network](#) that can help facilitate your expansion into European marketplaces by providing support on a wide range of issues from Advertising Optimization to Tax Advising.

7: Seller performance

Monitor and improve your performance

We strongly encourage you to monitor your performance regularly on the Customer Metrics page of your seller account. This tool provides data on all of your performance metrics so you can easily see if you are meeting our selling targets.

[Check out Seller University](#) for a wealth of information about selling on Amazon, our policies for sellers, and the tools, products, and services that can help you swiftly grow your business.



Appendix 1:

Additional information for Sellers registering to sell in Amazon EU marketplaces

- **Primary Contact Person:** The Primary Point of Contact is the individual running the day-to-day business and disbursing the funds from the Seller Central account.
- **Beneficial Owner Information:** Beneficial owners of the company with 25% or more ownership must be added to the Seller Central account. In some cases you may be asked to add anyone with 20% or more ownership to the account.
- ***First (including middle names) and Surname fields:** Please enter your first name and all middle names in the First Name field, and enter your last name in the Surname field. The complete legal name must be entered exactly as it appears on the supporting identity document.

Required Business Documents:

- **Business registration extract:** Please upload your business registration/formation document, for example: Articles of Incorporation, Articles of Organization, Fictitious Name Statement for Sole Proprietorships, or any other equivalent document.
- The business registration extract must have a business registration date listed that matches the registration date entered in the Seller Central account.
- **Business Statutes or Bylaws:** Certificate of Good Standing/Existence
- **Operating Agreement:** If the business registration documents do not outline a share allotment for the owners, please obtain this from your state.
- If your state does not issue this, please send an email to: seller-verification-enquiry@amazon.com informing them that your state does not issue a formal document, but that you will draft and upload a statement confirming the ownership information.
- **Business utility bill or bank statement:** Upload a bank statement or utility bill such as gas, electric, internet, telephone. You can black out account balances, but all other information, including the statement date, must be legible. The business name and address on the utility bill or bank statement must match the business name and address entered in Seller Central.

- Please read the performance notification email closely to review instructions before uploading any additional documents. When emailing the Seller Verification team, you must use the email address used to register the UK Seller Central account. The Seller Verification team will not respond to email addresses that differ from the address used to register the account.
- **Important:** The Seller Verification team will email the Point of Contact on the account if additional documents are needed, so be sure to include that email address.

Appendix 2:

Product compliance guidelines for consumables products

Product Category	Guidance
General	<ul style="list-style-type: none"> • Your products should meet the expectations of Amazon's customers and must comply with the applicable laws. This may require having some or all labelling of your product in the official language of the marketplace you are selling in. • We provide a list of third-party solution providers that can help you with product compliance and labelling requirements. • Consult with an advisor to determine which legal requirements pertain to your products.
Health and Personal Care	<ul style="list-style-type: none"> • Pharmaceuticals and cosmetics are subject to various regulations in Europe, including special labelling and packaging requirements. Please consult third-party solution providers who can help you with these requirements. • Pharmaceuticals can be sold over-the-counter in the DE and UK marketplaces, but they cannot be sold over-the-counter in FR, IT and ES. • Pharmaceuticals are highly regulated and have very strict importation requirements. Consult with your compliance specialist or one of our third-party solution providers before attempting to import pharmaceuticals.

Product Category**Guidance**

Beauty

- **Cosmetics** are subject to various regulations in Europe, including special labelling and packaging requirements. Please consult third-party solution providers who can help you with these requirements.
- Most cosmetics are required to have EU representatives (known as the “responsible person”) in Europe, and may be subject to registration and licensing requirements. Please consult with your compliance specialist or one of our third-party solutions providers before attempting to import cosmetics

Personal Care
Appliances

- [UK Only] Make sure that your products are compliant with the **plug and sockets regulations** in the UK. It can be a criminal offence to sell an electrical appliance in the UK that doesn’t comply with these regulations.
- If your product is considered a **medical device**, you may be subject to the European Medical Devices Directive.
- Medical devices require notification to the local authorities and require the seller to have a representative in the EU in order to distribute products in Europe. Please consult with your compliance specialist or one of our third-party solution providers before attempting to import medical devices.

Baby

- [UK Only] Make sure that your products are compliant with the **plug and sockets regulations** in the UK. It can be a criminal offence to supply in the UK an electrical appliance that doesn’t comply with these regulations.
- [UK Only] If your baby products contain **upholstery components**, make sure they meet UK specified ignition resistance levels and are suitably labelled.

Product Category**Guidance**

Grocery

- The sale of foodstuff is highly regulated and some countries may require you to hold licenses. Consult with an advisor about which legal requirements pertain to your products.
- There are certain requirements for the sale of **organic, nutraceuticals, food supplements** or good-for-you products that you should comply with before selling. For example, you may have to display certifying logos, comply with health-claim legislation and have an EU representative. Consult with an advisor about which legal requirements pertain to your products.
- The sale of **coffee** is subject to special import taxes in DE. Consult with an advisor about the tax implications of selling your coffee products in the EU.

Wine, Beer and Spirits

- Some countries have special levies on the sale of **alcoholic** products that are likely to be triggered by cross-border selling. Consult with an advisor about the tax implications of selling your products cross-border. We provide a list of third-party tax solution providers who can help you.
- You may need to display and collect bottling deposits for your products. Consult with an advisor about the legal requirements for your products.