



## A Guide to selling on the Amazon UK

### Description

The world's leading eCommerce market, [Amazon UK](#) alone, stands to make \$12.84bn in sales and receive 579.5 million visitors by 2020 (Statista).

Brands and sellers should consider tapping into Amazon's various marketplaces for more than just accelerating revenue growth. You can also test the market for your products on the world's most popular commerce platform without spending too much money on creating a website and managing inventory alone.

So how do you commence? What are the costs, and how do you list products?

### **1. First, let's start with selling plans-**

Sellers are divided into two principal categories: Basic/Individual, and Professional.

1. Basic plan sellers only have to pay a commission and a referral fee per item sold if they sell less than 35 items per month.
2. Professional sellers, on the other hand, can sell higher volumes. They can sell multiple products and will have access to bulk listing tools.

## 2. Complete the registration process



## 3. get the European access

The UK offers you access to more customers than just those on Amazon.co.uk. Your products can be listed on all five European marketplaces at the same time with just a click, including:

- Amazon France (Amazon.FR)
- Amazon Germany (Amazon.DE)
- Amazon Italy (Amazon.IT)
- Amazon Spain (Amazon.ES)

## 4. All about VAT requirements

VAT registration in the UK depends on where your business is located. If you are selling items from your UK warehouse to consumers based in the EU, you will need to register for VAT if your business is outside the EU.

Please note that you might also be required to register for VAT in other EU countries. Several factors may affect this, such as your business's location, fulfilment model, and sales volume. Understanding VAT requirements and how to comply with them will lead to seamless Amazon selling. Learn more about it here.

## 5. Know your product categories' compliance

Make sure you cover subjects as.

- Marking and Labels – for example, the CE marking, which is the manufacturer's declaration that the product meets EU standards for health, safety, and environmental protection. It's primarily relevant for electrical products.
- Packaging and Packaging Waste – legislation specifies the product recycling responsibility for packaging materials.

**Products that you can sell on Amazon U.K.**

Categories with no permission required	Categories that are prohibited
<ul style="list-style-type: none"><li>• Books</li><li>• Films, Music, and Games</li><li>• Electronics and Computers</li><li>• Home, Garden, Pets, and DIY</li><li>• Toys</li><li>• Clothes and Shoes</li><li>• Jewelry and accessories</li><li>• Sports and Outdoors</li><li>• Food and Grocery</li><li>• Health and Beauty</li><li>• Car and Motorbike</li></ul>	<ul style="list-style-type: none"><li>• Illegal drugs</li><li>• Guns and ammunition</li><li>• High strength alcohol (70% ABV+)</li><li>• Real fur clothing</li><li>• Lottery Tickets</li><li>• Prescription medication</li><li>• Tobacco</li><li>• Used Clothing</li><li>• Photo processing</li><li>• Gift cards and gift certificates</li><li>• Magazine and newspaper subscriptions</li></ul>

## 6. Best Selling Product categories to sell on Amazon U.K.

## The Best-Selling Product Categories on Amazon UK

- Home and Garden
- Health
- Nutrition
- Hair Care
- Cosmetics
- Skincare
- Apparel and accessories
- Home Décor
- Pet
- Toys
- Supplements

## 7. Shipping and Fulfilling – What Options Are Available When Selling to the UK?

The most popular method for fulfillment that sellers prefer is Amazon FBA. Amazon. Your FBA account will help you manage customer service, handle returns, and ensure that your products reach your customers (you also get to be a Prime certified seller).

**In Europe, Amazon FBA offers three options:**

1. European Fulfillment Network (EFN) – Amazon’s fulfillment centers can store your products and distribute them across Europe.
2. Multi-Country Inventory (MCI) – Deliver your Amazon FBA stock across multiple European Amazon distribution centers.
3. Pan-European FBA – This option allows you to ship your products to one of Amazon’s fulfillment centers, and Amazon will handle distribution across Europe when needed.

## 8. Start Listing Your Products

Global Trade Item Numbers (GTINs) are typically required for most products, such as a UPC, an ISBN, or an EAN. Amazon uses these IDs to identify the specific item you are selling. Adding a new product to Amazon may require you to purchase a UPC or request an exemption.

Each product listing contains the following information:

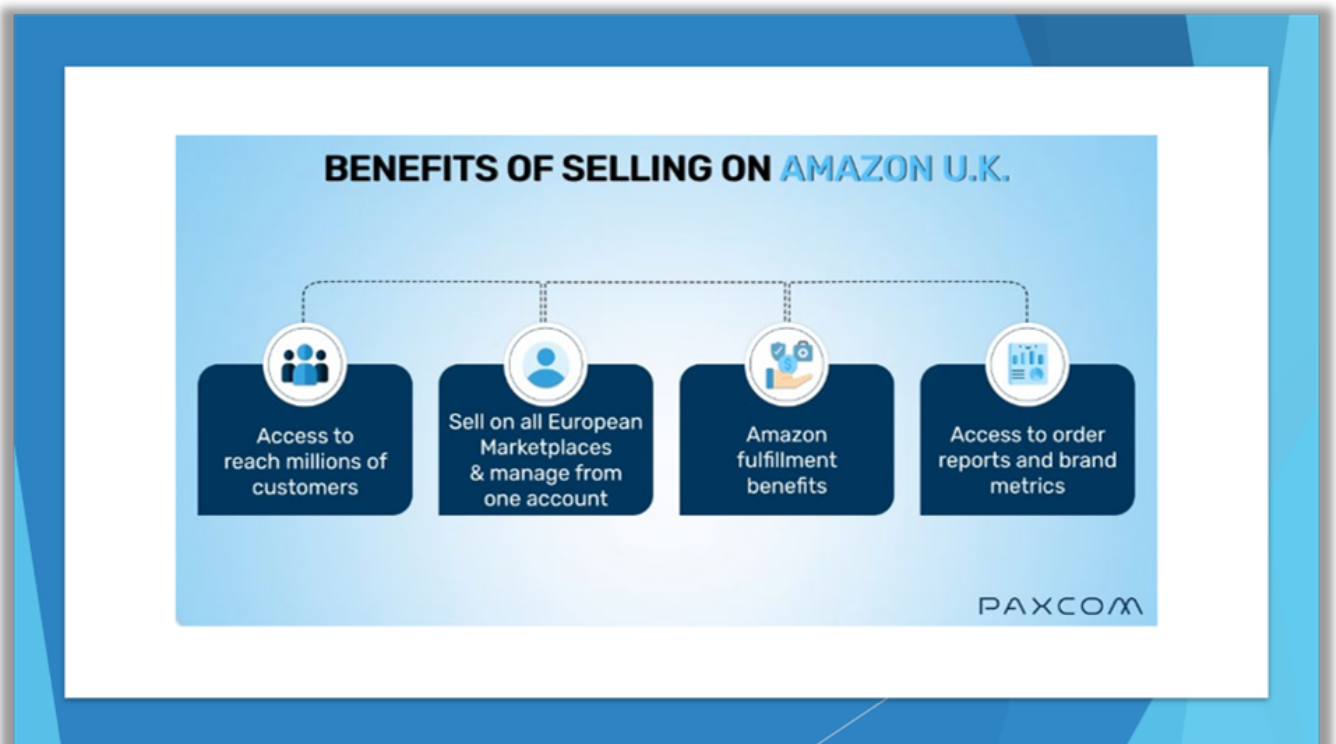
- SKU
- Product title
- Product description and bullet points
- Product images
- [A+ content](#) / enhanced content
- Search terms and relevant keywords

## 9. Pricing your products on Amazon

In determining the price of your product, you need to think about the product's demand and condition. Additionally;

- Take a look at your competitors' pricing and see what they are offering.
- Establish your prices according to the product demand, your referral fees, delivery costs, etc.

When setting the price of your products, you should think about both your profit margins and how much the customer feels they are worth.



## Final Words

Amazon's market share continues to rise rapidly as eCommerce gains traction worldwide. However, selling on Amazon UK presents some challenges, especially now that the UK has part of the EU.

Choosing the right shipping and fulfillment method, registering for VAT, and complying with laws and regulations are just a few of the challenges you might be facing.

Paxcom has worked with some of the top companies globally to help them realise their online retail potential. We can assist you with your journey to selling on Amazon UK. Several of Paxcom's services, like eCommerce promotion management, content and design, building brand shops, eCommerce advertising, and custom data analytics, are used by brands in this region to increase sales and reach.

We can assist with more details at – [info@paxcom.net](mailto:info@paxcom.net)