

Amazon Global Selling



Reference Guide

AMERICAS

WHAT DO YOU NEED TO SELL ON AMAZON INTERNATIONALLY?

	Business License for the Country	Tax Identity Information	Bank Account	Credit Card	Business Name, Address & Contact	Government Issued ID (main account holder)	UPC/EAN	Translated Content	Other
United States Amazon.com	✓	✓	✓	✓	✓	✓	✓	X	
Canada Amazon.ca	✓	✓	✓	✓	✓	✓	✓	X	Can sign up from your US account.
Mexico Amazon.com.mx	X	✓	✓	✓	✓	✓	✓	✓	Can sign up from your US account.
Brazil Amazon.com.br	✓	✓	✓	✓	TBD	TBD	✓	✓	Need valid (CPF or CNPJ) tax identity information.

WHY SELL INTERNATIONALLY?

Advantages

Obstacles

Canada One of the easier countries to enter. May be eligible for remote fulfillment using US FBA inventory.

Taxes can be complicated if selling FBA.

Mexico Seller Support is available in English. May be eligible for remote fulfillment using US FBA inventory.

For FBA, an importer is needed.

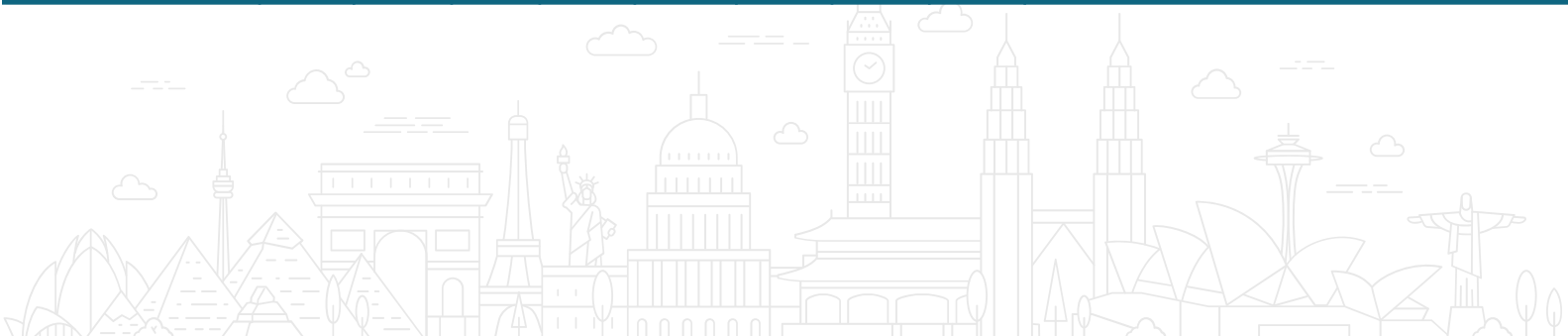
Brazil A new marketplace with low competition.

There are limited categories available & no FBA.

EUROPE

WHAT DO YOU NEED TO SELL ON AMAZON INTERNATIONALLY?

	Business License for the Country	Tax Identity Information	Bank Account	Credit Card	Business Name, Address & Contact	Government Issued ID (main account holder)	UPC/EAN	Translated Content	Other
UK Amazon.co.uk	✓	✓	✓	✓	✓	✓	✓	✓	Company's owner's information needed if it is different from the main user.
Germany Amazon.de	✓	✓	✓	✓	✓	✓	✓	✓	Company's owner's information needed if it is different from the main user.
Spain Amazon.es	✓	✓	✓	✓	✓	✓	✓	✓	Company's owner's information needed if it is different from the main user.
France Amazon.fr	✓	✓	✓	✓	✓	✓	✓	✓	Company's owner's information needed if it is different from the main user.
Italy Amazon.it	✓	✓	✓	✓	✓	✓	✓	✓	Company's owner's information needed if it is different from the main user.
Netherlands Amazon.nl	✓	✓	✓	✓	✓	✓	✓	✓	Provide customer service in the local language, including VAT invoice requests.
Poland Amazon.pl	✓	✓	✓	✓	✓	✓	✓	✓	Company's owner's information needed if it is different from the main user.
Sweden Amazon.se	✓	✓	✓	✓	✓	✓	✓	✓	Company's owner's information needed if it is different from the main user.
Turkey Amazon.com.tr	✓	✓	✓	✓	✓	✓	✓	TBD	A Turkish Tax ID is required.



EUROPE

WHY SELL INTERNATIONALLY?

Advantages

Obstacles

UK ¹	Can be used as a gateway for the rest of EU.	Businesses need a tax ID / business license to sell FBA from within the country.
Germany ¹	Can be used as a gateway for the rest of EU.	Businesses need a tax ID / business license to sell FBA from within the country.
Spain ¹	Can be used as a gateway for the rest of EU.	Businesses need a tax ID / business license to sell FBA from within the country.
France ¹	Can be used as a gateway for the rest of EU.	Businesses need a tax ID / business license to sell FBA from within the country.
Italy	Can be used as a gateway for the rest of EU.	Businesses need a tax ID / business license to sell FBA from within the country.
Netherlands	Can be used as a gateway for the rest of EU.	Businesses need a tax ID / business license to sell FBA from within the country.
Poland	Ability to utilize the Pan-European FBA program.	May be subject to Polish / Swedish VAT if storing FBA within the country
Sweden	Ability to utilize the Pan-European FBA program.	May be subject to Polish / Swedish VAT if storing FBA within the country
Turkey	A new marketplace with low competition.	There are limited categories available.

¹ EU listing can be linked, European Fulfillment Network ² New Marketplace



ASIA-PACIFIC

WHAT DO YOU NEED TO SELL ON AMAZON INTERNATIONALLY?

	Business License for the Country	Tax Identity Information	Bank Account	Credit Card	Business Name, Address & Contact	Government Issued ID (main account holder)	UPC/EAN	Translated Content	Other
Japan Amazon.co.jp	X	X	✓	✓	✓	✓	✓	✓	
India Amazon.in	✓	✓	✓	✓	✓	✓	✓	✓	Sellers must have a registered business entity in India; can ask for an invitation.
Australia Amazon.com.au	X	X	✓	✓	✓	✓	✓	✓	
Singapore Amazon.sg	✓	✓	✓	✓	✓	✓	✓	X	Singapore GST registration number required.

WHY SELL INTERNATIONALLY?

Advantages

Japan Amazon is Japan's leading online retailer. With the 3rd largest economy in the world, this marketplace grants access to millions of customers. Amazon receives 624 million visits (Dec 2022).

India Population size provides a large audience for sellers.

Australia² A newer marketplace with low competition. Australian shoppers can only purchase products through the Australian Amazon website, which has about a tenth of the range of products as the U.S. site.

Singapore Official language is English, no translation needed.

Obstacles

Sellers will need an importer of record.

Need an invitation to sell in India.

This is a newer marketplace and FBA just got started.

There are limited categories available.

¹ EU listing can be linked, European Fulfillment Network ² New Marketplace

MIDDLE EAST

WHAT DO YOU NEED TO SELL ON AMAZON INTERNATIONALLY?

	Business License for the Country	Tax Identity Information	Bank Account	Credit Card	Business Name, Address & Contact	Government Issued ID (main account holder)	UPC/EAN	Translated Content	Other
United Arab Emirates Amazon.ae	X	✓	✓	✓	✓	✓	✓	X	Need to use a different email than your US account.
Egypt Amazon.eg	X	✓	✓	✓	✓	✓	✓	X	Requires EGY Tax Registration Number (TRN), a copy of your Tax Card or VAT certificate, and Trade License (if you are an owner) or a Power of Attorney (only if you are a legal representative).
Saudi Arabia Amazon.sa	X	✓	✓	✓	✓	✓	✓	X	Need to use a different email than your US account.

WHY SELL INTERNATIONALLY?

Advantages

United Arab Emirates Large existing customer base. Amazon acquired Souq.com, which was an English-Arabic language ecommerce platform. Amazon.ae is now the largest ecommerce platform in the Arab world.

Egypt New marketplace where Amazon is investing in growth for international sellers.

Saudi Arabia Tap into this growing marketplace with a unique audience.

Obstacles

Restricted product categories, such as Sexual Wellness, Supplements, Grocery and Gourmet Food, etc. that are not allowed in the marketplace. There is no definitive list at this time.

Marketplace is still young, buyers are in the adoption phase of purchasing from Amazon's website.

May face stronger competition from local sellers that had first-mover advantage.