

fulfillment by 



Get started with Pan-European FBA

Registration guide

> Registration readiness

1. Get an Amazon European seller account

With one Amazon seller account in Europe, you can create and manage offers on five marketplaces—Amazon.co.uk, Amazon.fr, Amazon.de, Amazon.it, and Amazon.es. Ensure that you add Fulfillment by Amazon (FBA) to your Selling on Amazon account.

[Start selling today](#)

2. Confirm which products are eligible for Pan-European FBA

If you can sell a product on each Amazon Europe marketplace, it's likely eligible for Pan-European FBA. You can view the status of your eligible Pan-European FBA products at any time in the Pan-European Status column of the Pan-European Eligible ASIN Report, which is available on the [Pan-European FBA Inventory](#) page.

3. Create ASINs for the products

To sell a product available on the Amazon catalog, you need to match your product to the existing ASIN. However, if your product is not in the Amazon catalog, you will have to create a new ASIN.

4. Enable Pan-European FBA

Enable Pan-European FBA in your Fulfillment by Amazon Settings in Seller Central.

Note: To enable Pan-European FBA, you must be eligible to sell in each Amazon European marketplace – Amazon.co.uk, Amazon.de, Amazon.fr, Amazon.it, and Amazon.es.

This feature is active on each new Amazon Europe selling account.

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5. Create FBA offers on the same FNSKU across all Amazon European marketplaces

Fulfillment Network SKU, or FNSKU, is an ID that Amazon uses to identify a unique product and associated seller sent to an Amazon fulfillment center. You have to create an active FBA offer for it in each of the five Amazon European marketplaces, from the same inventory pool with identical labelling type (i.e., inventory cannot be labelled in one marketplace and stickerless in another).

6. Enroll your product in the Pan-European FBA program

You must enroll an eligible ASIN in the Pan-European FBA program from the [Pan-European FBA Inventory](#) page to start receiving Pan-European FBA benefits on the product.

7. Ship it to us

Send your Pan-European FBA ASINs to the Amazon European fulfillment center(s) in the country of your choice. We will position it across our European fulfillment centers—at no extra cost—to get it as close to customers as possible.

8. Watch it sell

Manage and track your Pan-European FBA offers using all standard reports and tools in Seller Central.

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Why should I use Pan-European FBA to fulfill my products?

Pan-European FBA helps you expand across Europe by giving you access to Amazon's fulfillment expertise and acclaimed customer service in local languages. With simultaneous exposure in all of Amazon's European marketplaces, your products become visible and easily accessible to millions of potential customers across Europe, while you benefit from only paying local fulfillment fees, less effort, and decreased logistical complexity.

Orders placed on Amazon and fulfilled with Pan-European FBA are eligible for trusted fast and low-cost delivery options to attract Amazon's most loyal customers across Europe. Ship your products to one of Amazon's European fulfillment centers and let Amazon handle the logistics, from allocating inventory across fulfillment centers near customers to fulfilling orders for you—allowing you to scale, ensuring fast and reliable delivery, and saving you valuable time.

Do Pan-European FBA products qualify for Prime?

Yes, all orders will be eligible for Prime in all five European marketplaces.

Is Pan-European FBA a better choice than other programs?

Our Pan-European FBA program combines the ease and simplicity of EFN, which allows you to sell internationally with minimal effort, with the advantage provided by Multi-Country Inventory (MCI) of placing inventory close to your customers and offering you the local fulfillment fee structure.

Pan-European FBA can help you to make more money and grow faster at lower cost:

- Compete in all five Amazon European marketplaces and pay only the local FBA Fulfillment Fees of the marketplace from which a customer orders products you enrolled into Pan-European FBA, with fast delivery and lower costs due to no per-unit cross-border Fulfillment Fees for the European Fulfillment Network.
- Amazon places inventory enrolled in Pan-European FBA in fulfillment centers close to customers based on anticipated demand. By taking advantage of Amazon's demand prediction algorithms, you will reduce the complexity of managing inventory and benefit from the local inbound costs, when compared to selling through MCI.

At the same time, you can continue to sell some products through EFN, while taking advantage of the ease, efficiency, and lower cost of Pan-European FBA for other products.

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What are the fees for using Pan-European FBA to fulfill my products?

Standard Selling on Amazon fees apply for each marketplace on which an ASIN is listed. The following fees apply to Pan-European FBA inventory.

- **Fulfillment Fees:** For ASINs enrolled in Pan-European FBA, you will 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 12 months or more.
- **Removal fees:** For removals (return of inventory to you) from your Pan-European FBA inventory ordered to an address in the country of your home marketplace, we will charge local removal fees applicable to your home marketplace, regardless where the inventory is located at the time of the removal order.

For information about fees, please see the [Fulfillment by Amazon Pricing](#) page.

What am I agreeing to when I enroll in the Pan-European FBA program?

By enabling the Pan-European FBA program, you are allowing Amazon to place and store your inventory closer to your customers, at fulfillment centers located in the UK, Germany, France, Spain, Italy, Poland, and the Czech Republic. See the Pan-European FBA Program Policy for details.

How does inventory placement work?

Choose the country to which you wish to ship Pan-European FBA ASINs. Amazon then automatically allocates inventory to other European fulfillment centers based on proximity of anticipated demand to speed up deliveries to customers. If there is a fluctuation in market demand, Amazon will redirect inventory at no extra cost to you.

This helps inventory be as close to customers as possible. You can still keep track of orders and inventory availability without the need to plan and shuffle inventory manually, or pay per unit cross-border fulfillment fees. Amazon handles inventory management and delivery logistics, allowing you to save valuable time and focus on growing your business.



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How quickly will products be delivered to the customer compared to EFN or MCI?

Amazon places inventory enrolled in Pan-European FBA in fulfillment centers close to the customer based on anticipated demand. Unlike EFN, orders of Pan-European FBA offers will often not require cross-border shipping, and if they do, they will be fulfilled from the closest fulfillment center that has inventory available, allowing Amazon to quickly deliver orders to customers.

Amazon's inventory management also automatically transfers inventory to fulfillment centers with higher demand, making it easier to keep inventory close to the customer, speeding up the delivery process.

Can I use other FBA programs after I enable Pan-European FBA?

You can continue to sell some products through EFN, while taking advantage of the ease, efficiency, and lower cost of Pan-European FBA for other products.

How does the language translation process work?

In order to enroll a product in Pan-European FBA, you need to create a listing in all five European marketplaces. In Seller Central, you can use the listings tool to search the Amazon catalog to see if your product already exists in the desired language. If it does, you can simply create a listing against that product description.

If the product doesn't exist in the catalogue of a marketplace, you will need to provide translations yourself when creating an ASIN, or you can use our [Translate Your Products](#) translation service.

VAT

Enrollment into the Pan-European FBA program will trigger additional VAT obligations in multiple jurisdictions and may trigger other reporting requirements such as Intrastat. You will be responsible for the collection and payment of your taxes, as well as the filing of all relevant returns and VAT invoicing.

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While we are committed to helping sellers, we do not provide tax advisory or compliance services. Please contact a tax advisor if you have any questions about taxes or need assistance with your tax returns. We have created a list of third-party tax advisors solely as a resource for our sellers. To learn more, see [External Tax Advisors](#). Amazon does not endorse the services of any tax advisor.

For more information on VAT, see our [Taxes & Regulations](#) overview.

How do customer returns work?

If a customer wants to return a product, we will direct the customer to our online Returns Support Center.

Amazon will process customer returns and refunds of product in accordance with our returns policy in the Amazon Services Europe Business Solutions Agreement. Orders will be returned for storage to a fulfillment center assigned for returns to the marketplace where the order was placed, and may then be moved to another fulfillment center based on market demand.

How do I know when my inventory has moved and where?

If you enable Pan-European FBA you will be able to access a Cross Border Inventory Movement Report in your Seller Central account. The report contains information pertaining to sales, returns, refunds, and fulfillment center movements that impact inventory in an Amazon European fulfillment center. Based on this report, Pan-European FBA sellers will be able to track information including sales and ASINs movement, inventory departure dates, and inventory destination countries.

How does customer service work?

Amazon provides 24-hour customer support on your behalf in the local language of the relevant marketplace. For many sellers, this feature of FBA is critical to selling in international marketplaces successfully. With local language customer support, you can give your customers access to Amazon's world-class customer service, and you can focus on growing and managing your business.

Customer inquiries related to product specifications and other non-shipping related questions, such as VAT invoice requests, will be passed on to you.

