

Getting started with Pan-European FBA is easy



Ensure you have an Amazon European seller account

Use a single account to create and manage FBA offers on Amazon European marketplaces.



Confirm which products are eligible

Use the Pan-European FBA inventory management page to check eligibility status and review your products for local compliance.



Enroll products in Pan-European FBA

Enable Pan-European FBA in Seller Central. You only need to do this once and you can start enrolling your products.



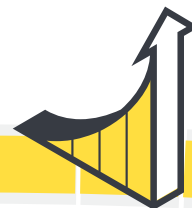
Create offers or ASINs

Before enrolling a product, it must have an active FBA offer in each Amazon European marketplace.



Ship it and leverage Amazon's demand forecast

Send products to the Amazon European fulfillment center(s) in the country of your choice and let Amazon distribute them to meet expected demand.



Watch it sell

Focus on growing your business while selling from one inventory pool with no additional cross-border fulfillment fees.