

Apparel Size Standardization Seller Guide

The Amazon logo, consisting of the word "amazon" in a bold, lowercase, sans-serif font, with a curved orange arrow underneath it pointing from the letter 'a' to the letter 'z'.

Apparel Size Standardization

Amazon is standardizing apparel sizes to improve the overall customer shopping experience through consistent and accurate data. Amazon has introduced new Apparel Size Standards, which set sizes based on industry standards. These new attributes will only allow you to select values from a standardized list. Standardized size values will enable customers to view consistent sizes across apparel products, thereby providing an enhanced browse and search experience.

New attribute name	Requirement	Examples
Target Gender	Required: Gender for which the product is intended.	Female, Male, Unisex
Age Range Description	Required: Age range for which the product is intended.	Adult, Big Kid, Little Kid, Toddler, Infant
Apparel Size System	Required: The apparel size system is used to display country-specific apparel sizes to customers on the site.	US (only option)
Apparel Size Class	Required: Select the class of apparel size representation.	Age, Alpha, and Numeric
Apparel Size Body type	Conditionally mandatory: Select the applicable body type.	Regular, Plus, Big, Husky
Apparel Size Height Type	Conditionally mandatory: Select the applicable height type.	Petite, Regular, Short, Tall, Extra Tall
Apparel Size Value	Required: Select the applicable apparel size.	4, Small, 3X-Large, 6 Months, One Size
Apparel Size to Value	Optional: If providing a range of sizes for a product, select the ending apparel size range value here. Valid selection here should be greater than Apparel Size Value.	6, Medium, 4X-Large, 12 Months

Requirement definitions:

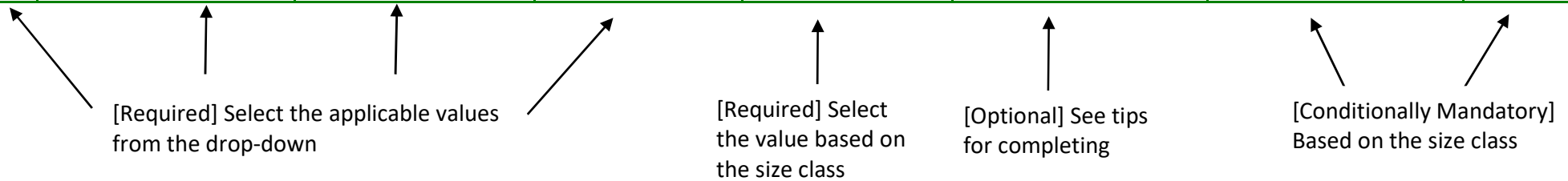
Required: You must select a value for the designated attribute in order to list the product.

Conditionally mandatory: You may be required to select a value depending on previous selections for attributes or product type. For example, for pants and shirts, Body Type is required for adults, but when Age Range description is Toddler, Body Type is not required.

Optional: You are not required to select a value for this field.

Populating Template Attributes: Apparel Size

Target Gender	Age Range Description	Apparel Size System	Apparel Size Class	Apparel Size Value	Apparel Size To Range	Apparel Size Body Type	Apparel Size Height Type
target_gender	age_range_description	apparel_size_system	apparel_size_class	apparel_size	apparel_size_to	apparel_body_type	apparel_height_type
Male	Adult	US	Alpha	Small	Medium	Regular	Tall
Female	Big Kid	US	Numeric	4		Regular	Regular
Unisex	Adult	US	Alpha	XX-Large		Big	Extra Tall
Female	Adult	US	Numeric	16	18	Plus	Regular
Male	Infant	US	Age	3 Months	6 Months		

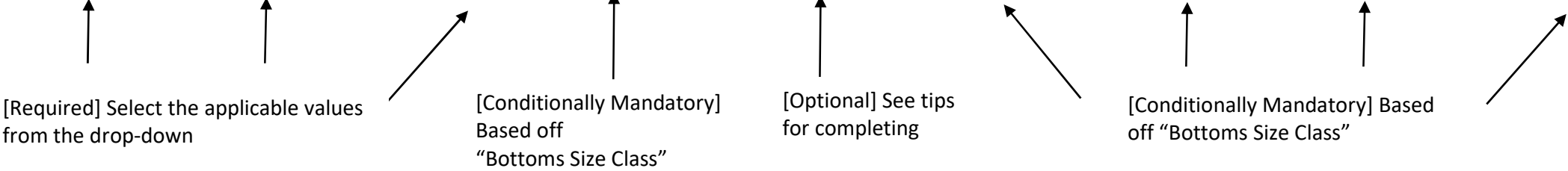


Tips for completing:

- Work from **left to right** to ensure accurate selection & that all conditionally mandatory columns are populated.
- “Target Gender” and “Age Range Description” columns are required to correctly provide a specific set of values for the size related attributes.
- Must use drop-down selections so template will not run into errors.
- “Size to range” is an optional attribute for sizes that are displayed to customers in a range-format, like the below example for size X-Small-Small in bottoms. This is also commonly used with children clothing, example “3-6 Months”.
- In case of body type, height type to be not shown in customer facing sizes, use “Regular” as default.
- Refer to [comprehensive list of sizes](#) for valid granular values to be filled in for a desired size.
- Only fill in the attributes that are applicable for a given size class.

Populating Template Attributes: Bottoms Size

Target Gender	Age Range Description	Bottoms Size System	Bottoms Size Class	Bottoms Size Value	Bottoms Size To Range	Waist Size Value	Inseam Size Value	Bottoms Body Type	Bottoms Height Type
target_gender	age_range_description	bottoms_size_system	bottoms_size_class	bottoms_size	bottoms_size_to	bottoms_waist_size	bottoms_inseam_size	bottoms_body_type	bottoms_height_type
Female	Adult	US	Alpha	X-Small					
Male	Adult	US	Numeric	2	4				
Female	Adult	US	Waist			30			Regular
Unisex	Adult	US	Waist Inseam			30	32		



Applicable Attributes based off a Size Class

Size Class	Applicable Attributes
Age	Size Value, Size To Range
Alpha	Size Value, Size To Range, Body Type, Height Type
Numeric	Size Value, Size To Range, Body Type, Height Type
Waist	Waist Size Value, Height Type
Waist Inseam	Waist Size Value, Inseam Size Value, [Optionally - Body Type, Height Type]
Cup Band	Cup Size Value, Cup to Size Value, Band Size Value, Band Size To Value, [Optionally - Size Value, Size To Range]
Neck Sleeve	Neck Size, Neck Size To Value, Sleeve Length Value, Sleeve Length To Value

New Attributes & Size Examples

Granular Size Attributes

Attribute Name	Sub-Attribute Labels									
apparel_size	Apparel Size System	Apparel Size Class	Apparel Size Value	Apparel Size To Range	Apparel Size Body Type	Apparel Size Height Type				
shirt_size	Shirt Size System	Shirt Size Class	Shirt Size Value	Shirt Size To Range	Neck Size Value	Neck Size To Value	Sleeve Length Value	Sleeve Length To Value	Shirt Body Type	Shirt Height Type
bottoms_size	Bottoms Size System	Bottoms Size Class	Bottoms Size Value	Bottoms Size To Range	Waist Size Value	Inseam Size Value	Bottoms Body Type	Bottoms Height Type		
shapewear_size	Shapewear Size System	Shapewear Size Class	Shapewear Size Value	Shapewear Size To Range	Cup Size Value	Cup Size To Value	Band Size Value	Band Size To Value	Shapewear Body Type	Shapewear Height Type
skirt_size	Skirt Size System	Skirt Size Class	Skirt Size Value	Skirt Size To Range	Waist Size Value	Skirt Body Type	Skirt Height Type			
headwear_size	Headwear Size System	Headwear Size Class	Headwear Size Value	Headwear Size To Range						

Size Examples

Product Type	Target Gender	Age Range Description	Apparel Size System	Apparel Size Class	Apparel Size Value	Apparel Size Value To Range	Apparel Size Body Type	Apparel Size Height Type	Detail page size value
DRESS	Male	Big Kid	US	Age	10 Years	12 Years			10-12 Years
DRESS	Female	Adult	US	Alpha	Large	X-Large	Plus	Petite	Large-X-Large Plus Petite
DRESS	Male	Adult	US	Numeric	65	66	Regular	Short	65-66 Short
SWEATER	Male	Infant	US	Age	Preemie				Preemie
SWEATER	Male	Adult	US	Alpha	One Size		Regular	Regular	One Size
SWEATER	Female	Adult	US	Alpha	Small	Medium	Regular	Short	Small-Medium Short
SWEATER	Male	Adult	US	Numeric	65	66	Big	Short	65-66 Big Short
COAT	Female	Adult	US	Alpha	XX-Small	X-Small	Plus	Petite	XX-Small-X-Small Plus Petite
COAT	Male	Adult	US	Numeric	6		Big	Tall	6 Big Tall
COAT	Male	Big Kid	US	Numeric	10	12	Husky	Short	10-12 Husky Short

The full list of customer facing size examples are available on [Seller Central](#)

Attribute Specific Size Examples

Apparel Size

Product Type	Target Gender	Age Range Description	Apparel Size System	Apparel Size Class	Apparel Size Value	Apparel Size Value To Range	Apparel Size Body Type	Apparel Size Height Type	Detail page size value
DRESS	Male	Big Kid	US	Age	10 Years	12 Years			10-12 Years
SWEATER	Female	Adult	US	Alpha	Small	Medium	Regular	Short	Small-Medium Short
COAT	Male	Adult	US	Numeric	6		Big	Tall	6 Big Tall

Bottoms Size

Product Type	Target Gender	Age Range Description	Bottoms Size System	Bottoms Size Class	Bottoms Size Value	Bottoms Size To Range	Waist Size Value	Inseam Size Value	Bottoms Body Type	Bottoms Height Type	Detail page size value
PANTS	Female	Adult	US	Waist Inseam			24	30			24W x 30L
SHORTS	Male	Adult	US	Waist			30			Tall	30 Tall
OVERALL	Female	Big Kid	US	Alpha	Medium	Large			Regular	Regular	Medium-Large

Skirt Size

Product Type	Target Gender	Age Range Description	Skirt Size System	Skirt Size Class	Skirt Size Value	Skirt Size To Range	Waist Size Value	Skirt Body Type	Skirt Height Type	Detail page size value
SKIRT	Female	Infant	US	Age	3 Months	6 Months				3-6 Months
SKIRT	Female	Adult	US	Waist			32		Short	32 Short

Shirt Size

Product Type	Target Gender	Age Range Description	Shirt Size System	Shirt Size Class	Shirt Size Value	Shirt Size To Range	Neck Size Value	Neck Size To Value	Sleeve Length Value	Sleeve Length To Value	Shirt Body Type	Shirt Height Type	Detail page size value
SHIRT	Male	Adult	US	Neck Sleeve			19		34	35	Regular	Regular	19" Neck 34"-35" Sleeve
SHIRT	Female	Adult	US	Numeric	8	10					Plus	Petite	8-10 Plus Petite

Shapewear Size

Product Type	Target Gender	Age Range Description	Shapewear Size System	Shapewear Size Class	Shapewear Size Value	Shapewear Size To Range	Cup Size Value	Cup Size To Value	Band Size Value	Band Size To Value	Shapewear Body Type	Shapewear Height Type	Detail page size value
BRA	Female	Adult	US	Cup Band			A	B	32				32A/B
SWIMWEAR	Male	Big Kid	US	Alpha	Small								Small
CORSET	Female	Adult	US	Cup Band			C	DD	36	38			36-38C/DD

Headwear Size

Product Type	Target Gender	Age Range Description	Headwear Size System	Headwear Size Class	Headwear Size Value	Headwear Size To Range	Detail page size value
HAT	Unisex	Adult	US	Alpha	One Size		One Size
HAT	Female	Little Kid	US	Numeric	0	2	0-2

The full list of customer facing size examples are available on [Seller Central](#)

Drop-Down Value Examples

Age	Alpha	Numeric	Waist	Inseam	Cup	Band	Neck	Sleeve
Preemie	One Size	0	22	0	AA	28	12	26
0 Months	6X-Small	0	23	1	A	30	12.5	27
3 Months	5X-Small	1	24	2	B	32	13	28
6 Months	4X-Small	2	25	3	C	34	13.5	29
9 Months	3X-Small	3	..	4	D	36	14	30
12 Months	XX-Small	4	..	5	DD	38	14.5	31
15 Months	X-Small	5	62	6	DDD	40	15	32
18 Months	Small	6	63	7	DDDD	42	15.5	33
24 Months	Medium	7	64	8	E	44	16	34
1 Year	Large	8	65	9	F	46	16.5	35
2 Years	X-Large	9	66	10	FF	48	17	36
3 Years	XX-Large	10	1X	11	G	50	17.5	37
4 Years	3X-Large	11	2X	12	GG	52	18	38
5 Years	4X-Large	12	..	13	H	54	18.5	39
6 Years	5X-Large	13	..	14	HH	56	19	40
7 Years	6X-Large	14	10X	15	I	58	19.5	41
8 Years	7X-Large	15	6X-Small	16	J		20	42
9 Years	8X-Large	16	5X-Small	17	JJ		20.5	
10 Years	9X-Large	17	K		21	
11 Years	10X-Large	L		21.5	
12 Years	1X	..	Small	37	M		22	
13 Years	2X	..	Medium	38	N		22.5	
14 Years	3X	59	Large	39			23	
15 Years	4X	60	X-Large	40			23.5	
16 Years	5X	61	..	41			24	
17 Years	6X	62	7X-Large	42				
18 Years	7X	63	8X-Large	43				
	8X	64	9X-Large	44				
	9X	65	10X-Large	45				
	10X	66						

Body Type Body Type Applicable Conditions	
Husky	(Male) + (Big Kid or Little Kid) + (Numeric)
Regular	(Male or Female or Unisex) + (Adult or Big Kid or Little Kid) + (Alpha or Numeric)
Plus	(Female) + (Adult or Big Kid or Little Kid) + (Alpha or Numeric)
Big	(Male) + (Adult) + (Alpha or Numeric)
<i>Body type conditions w.r.t - "Target Gender", "Age Range Description" & "Size Class" values</i>	
Height Type Height Type Applicable Conditions	
Petite	(Female) + (Adult) + (Alpha or Numeric)
Short	(Male) + (Adult) + (Alpha or Numeric)
Regular	(Male or Female or Unisex) + (Adult) + (Alpha or Numeric)
Tall	(Male) + (Adult) + (Alpha or Numeric)
Extra Tall	(Male) + (Adult) + (Alpha or Numeric)
<i>Height type conditions w.r.t - "Target Gender", "Age Range Description" & "Size Class" values</i>	

FAQs & Resources

Why is Amazon now enforcing the apparel size guidelines?

Amazon believes that customers are entitled to shop in sizes they understand. Unintelligible sizes clutter the size drop-down and lead to duplicate products. In addition, products with clean sizes are discoverable via size-specific browse refinements and show better sales conversion compared to products with size defects. Amazon is committed to helping you meet this data quality bar by providing detailed guidelines during all steps of the listing process.

How does this benefit my business?

Standardized sizing improves the customer's shopping discovery and purchasing experience. We found that ASINs with a valid size name had a higher percentage of Glance Views (the number of times a Product Detail Page is viewed) compared to ASINs with non-valid size names. We observed a similar trend with regards to Ordered Product Sales (OPS).

What are the customer benefits of standardized apparel sizes?

Only the sizes a customer is familiar with based on geographical location will appear in the apparel size drop-down. Additionally, when browsing on Amazon stores, customers will find that additional selection is now available when filtering search results using the left-hand navigation tools. For example, previously when you selected options like apparel size, only a limited number of results appeared. With Amazon's standardization of apparel size, customers will easily be able to find the exact apparel they are looking for within Amazon's selection.

Do I need to use the standardized attributes for listing updates as well?

Yes, updating existing ASINs will also require the use of new standardized apparel size attributes after enforcement for sizing related changes. It is mandatory to submit the values of "Target Gender" and "Age Range Description" during apparel size related listing updates; even for the cases where these are already present and not changing for a given ASIN.

Will the existing "size" attribute still be available for listing experience?

Post the enforcement of new attributes, we will remove the existing "size" attribute from the listing experiences. During the transition phase when both existing size attribute and new standardized apparel size attributes are available, the values submitted through the standardized apparel size attributes will take precedence to generate the customer facing size value.

FAQs & Resources

When will the listing experience change go into effect?

The apparel size changes are available as optional experience across product types as per the schedule to the right. The attributes will be made mandatory starting Feb'22 2021.

Have additional questions?

Visit Seller Central for the full list of FAQs and additional resources on apparel size standardization

- [Apparel Product Listing Experience](#)
- [Apparel Size Standards](#)
- [Frequently Asked Questions](#)
- [MWS Forum Announcement](#)
- [Comprehensive list of US apparel size valid values](#)

Product Type	3P - 1x1 & Feeds Optional	3P - XSD
DRESS, SWEATER	Aug 31 - Sept 07, 2020	September 7, 2020
COAT, TUNIC, KURTA	Sept 10 - Sept 15, 2020	September 7, 2020
SHIRT	Sept 17 - Sept 23, 2020	September 28, 2020
PANTS, SHORTS, OVERALLS, SOCKS, UNDERPANTS, SWEATSHIRT, PAJAMAS	Sept 29 - Oct 5, 2020	October 7, 2020
SWIMWEAR, BRA, CORSET, UNDERGARMENT_SLIP, HAT, SKIRT, SUIT	Oct 23 - Oct 30, 2020	October 30, 2020
ROBE, TIGHTS, BLAZER, TRACK_SUIT, VEST, SALWAR_SUIT_SET	Dec 02 - Dec 10, 2020	December 10, 2020