



# Compliant sizes for Shoes in Amazon EU

## Why it is important to provide compliant sizes for Shoes?

Customers suffer from:

- Ambiguous / inconsistent / wrong sizes
- Poor fits

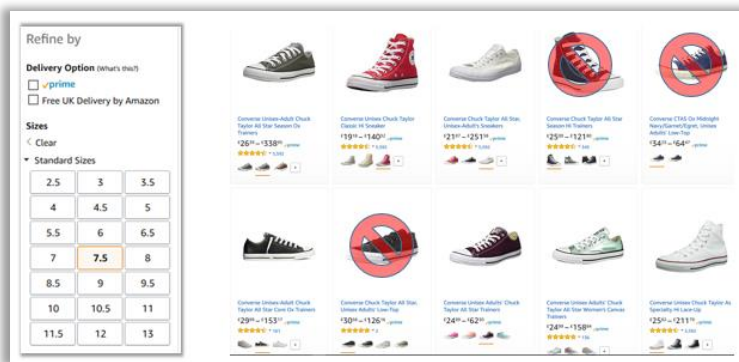


Customers:

- Struggle with online purchase of Shoes
- Often return Shoes they bought online



Products with poor sizes are not discoverable:



Often, customers refine their search using size filters.

If products do not follow Amazon syntax of compliant sizes, they are simply hidden from search pages.

## Shoe SIZE attributes

Attribute	Required?*	Usage	Valid values
<i>size_name</i>	required	<ul style="list-style-type: none"> <li>• Shown in Product Detail Page / size dropdown</li> <li>• Used to create size variations</li> <li>• Used in browse refinement filters</li> </ul>	Details are provided below
<i>size_map</i>	required	<ul style="list-style-type: none"> <li>• Used in browse refinement filters</li> </ul>	Check the inventory template
<i>shoe_width</i>	optional		Check the inventory template

\*Size attributes must be filled only for Child ASINs, but NOT for Parent ASINs.

This document explains how to provide valid *size\_name* values for Shoes in EU Marketplaces as this is the most important size attribute for Shoes. You will find a list of valid values for *size\_map* and *shoe\_width* in the corresponding inventory templates for your products.

## Compliant Shoe sizes in EU marketplaces (UK, DE, FR, IT and ES)

We require **only LOCAL** size value in *size\_name* attribute:

- Only **UK Shoe sizes in UK**
- Only **EU Shoe sizes in DE, FR, IT and ES**

Do not provide US, BR, JP, CN, Asian or other sizes for EU Marketplaces.

Do not provide sizes from different countries together in *size\_name*.

Do not provide shoe width in *size\_name* in case it is Normal / Medium.

BUT: Child ASIN titles must provide both LOCAL and MANUFACTURER/LABEL size (essential for Fulfilled by Amazon products).



Compliant *size\_name* values for UK Shoes

Size type	Specific?	Valid syntax formula	Restrictions	Compliant <i>size_name</i> value examples
Regular size	Adults (incl. young adults)	<b>X UK</b>	X from {1, 1.5, 2, 2.5, 3, 3.5, ... , 17, 17.5, 18, 18.5, 19}	1 UK      2.5 UK 1.5 UK    14.5 UK 2 UK      15 UK
	Children (incl. Babies, Toddlers, Juniors, Infants)	<b>X UK Child</b>	X from {0, 0.5, 1, 1.5, 2, 2.5, ... , 11, 11.5, 12, 12.5, 13}	0 UK Child    1.5 UK Child 0.5 UK Child    12 UK Child 1 UK Child    12.5 UK Child
Size Range (e.g. for flip flops)	Adults (incl. young adults)	<b>X/Y UK</b>	$1 \leq X < Y \leq 19$ X and Y from {1, 1.5, 2, 2.5, 3, ... , 17, 17.5, 18, 18.5, 19}	1/1.5 UK    13/13.5 UK 1/2 UK      13/14 UK 1/2.5 UK    13/15 UK 1/3 UK      14.5/15 UK 1.5/2 UK    14/15 UK
	Children (incl. Babies, Toddlers, Juniors, Infants)	<b>X/Y UK Child</b>	$0 \leq X < Y \leq 13$ X and Y from {0, 0.5, 1, 1.5, 2, 2.5, ... 11, 11.5, 12, 12.5, 13}	0/1 UK Child    11/12 UK Child 0.5/1 UK Child    12/12.5 UK Child 0.5/2 UK Child    12/13 UK Child 1/1.5 UK Child    12.5/13 UK Child
Size Range (e.g. for flip flops)	Children and Adults	<b>X UK Child/Y UK</b>	$0 \leq X < Y \leq 19$ X from 0, 0.5, 1, 1.5, 2, 2.5, ... 11, 11.5, 12, 12.5, 13} Y from {1, 1.5, 2, 2.5, 3, 3.5, ... 17.5, 18, 18.5, 19}	11.5 UK Child/1 UK 12 UK Child/1 UK 13 UK Child/2 UK
Gender specific sizes (e.g. for Crocs brand)	Unisex Adults	<b>X UK Men/ Y UK Women</b>	X and Y from {1, 1.5, 2, 2.5, 3, 3.5, ... , 17.5, 18, 18.5, 19}	10 UK Men/ 9.5 UK Women 10.5 UK Men/ 9 UK Women 4 UK Men/ 3 UK Women
Baby Age / Age Range (e.g. for baby shoe socks)	Babies and toddlers	<b>1 Month</b> <b>X Months</b>	X from {3, 6, 9, 12, 15, 18,24}	1 Month      12 Months 3 Months    15 Months 6 Months    18 Months 9 Months    24 Months
		<b>X-Y Months</b> <b>A-B Years</b>	$X < Y$ X and Y from {0, 3, 6, 9, 12, 15, 18, 21, 24} <b>Y-X=3 or 6 or 9 or 12</b>  $A < B$ A and B from {2, 3, 4, 5, 6} <b>B-A=1</b>	0-3 Months    15-18 Months 0-6 Months    18-21 Months 0-9 Months    18-24 Months 3-6 Months    21-24 Months 3-9 Months    2-3 Years 12-15 Months    3-4 Years 12-18 Months    4-5 Years 12-24 Months    5-6 Years
Magnitude/ Magnitude Range (e.g. for slippers)	-	only values from the valid values list	-	One Size      Medium 3X-Small      Large XX-Small      X-Large X-Small      XX-Large Small          3X-Large  XX-Small/X-Small    Small/Medium X-Small/Small      Medium/Large XX-Small/Small      Large/X-Large

It is also allowed to add Shoe Width into *size\_name*, but only in case it is not equal to Medium.

Only valid Shoe Width values are allowed: 3X-Narrow, XX-Narrow, X-Narrow, Narrow, Wide, X-Wide, XX-Wide, 3X-Wide.

Valid *size\_name* examples: 4 UK Narrow, 5 UK Child Wide, 14/15 UK X-Wide, 3-6 Months X-Narrow, 4-5 Years XX-Wide.

Compliant *size\_name* values for DE, FR, IT and ES (but not for UK) Shoes

Size type	Valid syntax formula	Restrictions	Compliant <i>size_name</i> value examples			
Regular size	<b>X EU</b>	X from {15, 15.5, 16, 16.5, 17,... , 56, 56.5, 57} <b>OR</b> X from {15 1/9, 15 1/3, 15 2/3, ..., 56 1/9, 56 1/3, 56 2/3}	15 EU 15.5 EU 16 EU 16.5 EU 17 EU 17.5 EU 18 EU	38 EU 53.5 EU 54 EU 54.5 EU 55 EU 55.5 EU 56 EU	38 1/9 EU 38 1/3 EU 38 2/3 EU 45 1/9 EU 46 1/3 EU 47 2/3 EU 55 1/3 EU	
Size Range (e.g. for flip flops)	<b>X/Y EU</b>	$15 \leq X < Y \leq 57$	15/15.5 EU 15/16 EU 15/17 EU	16/17.5 EU 16.5/19.5 EU 36/37 EU	38.5/40 EU 42/42.5 EU 42.5/43 EU	
Baby Age / Age Range (e.g. for baby shoe socks)	<b>DE: X Monate</b> <b>FR: X mois</b> <b>IT: X mesi</b> <b>ES: X meses</b>	X from {3, 6, 9, 12, 15, 18, 24}	<b>DE:</b> 1 Monate 3 Monate 6 Monate 9 Monate 12 Monate	<b>FR:</b> 1 mois 3 mois 6 mois 18 mois 24 mois	<b>IT:</b> 1 mesi 3 mesi 6 mesi 9 mesi 12 mesi	<b>ES:</b> 1 meses 3 meses 6 meses 18 meses 24 meses
	<b>DE: X-Y Monate</b> <b>A-B Jahre</b> <b>FR: X-Y mois</b> <b>A-B ans</b> <b>IT: X-Y mesi</b> <b>A-B anni</b> <b>ES: X-Y meses</b> <b>A-B años</b>	X < Y X and Y from {0, 3, 6, 9, 12, 15, 18, 21, 24} Y-X=3 or 6 or 9 or 12  A < B A and B from {2, 3, 4, 5, 6} B-A=1	<b>DE:</b> 3-6 Monate 6-9 Monate 18-21 Monate 12-24 Monate 2-3 Jahre 5-6 Jahre	<b>FR:</b> 0-3 mois 12-15 mois 12-18 mesi 21-24 mois 18-24 mois 3-4 ans 4-5 ans	<b>IT:</b> 0-9 mesi 3-9 mesi 12-18 mesi 15-18 mesi 2-3 anni 5-6 anni	<b>ES:</b> 0-6 meses 9-12 meses 15-18 meses 18-21 meses 3-4 años 4-5 años
Magnitude/ Magnitude Range (e.g. for slippers)	only values from the valid values list	-	3X-Small XX-Small X-Small Small Medium XX-Small/X-Small X-Small/Small XX-Small/Small	Large X-Large XX-Large 3X-Large	<b>FR only:</b> Taille unique Talla única	<b>IT only:</b> Taglia unica <b>DE only:</b> Einheitsgröße  Small/Medium Medium/Large Large/X-Large

It is also allowed to add Shoe Width into *size\_name*, but only in case it is not equal to Medium. Only valid Shoe Width values are allowed:

DE Marketplace	FR Marketplace	IT Marketplace	ES Marketplace
3X-Schmal	3X-Étroit	3X-Stretta	3X-Estrecho
XX-Schmal	XX-Étroit	XX-Stretta	XX-Estrecho
X-Schmal	X-Étroit	X-Stretta	X-Estrecho
Schmal	Étroit	Stretta	Estrecho
Weit	Large	Larga	Ancho
X-Weit	X-Large	X-Larga	X-Ancho
XX-Weit	XX-Large	XX-Larga	XX-Ancho
3X-Weit	3X-Large	3X-Larga	3X-Ancho

## Valid *size\_name* examples:

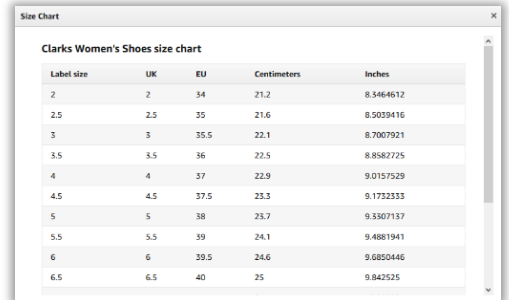
**DE:** 36 EU Schmal, 37.5 EU Weit, 36/37 EU X-Schmal, 6-12 Monate X-Weit, 3-4 Jahre 3X-Schmal  
**FR:** 36 EU Étroit, 37.5 EU Large, 36/37 EU X-Étroit, 6-12 mois X-Large, 3-4 ans 3X-Étroit  
**IT:** 36 EU Stretta, 37.5 EU Larga, 36/37 EU X-Stretta, 6-12 mesi X-Larga, 3-4 anni 3X-Stretta  
**ES:** 36 EU Estrecho, 37.5 EU Ancho, 36/37 EU X-Estrecho, 6-12 meses X-Ancho, 3-4 años 3X-Estrecho

## Recommendations on how to reduce product returns because of poor sizes

If you follow the correct syntax for *size\_name* values for your EU Shoes, but customers still often return your products because of wrong size or poor fit, we recommend you to make sizing information on your product detail pages as accurate and visible to customers as possible. Follow the following recommendations:

1. Use the last **alternate image to show a size mapping chart**, accurate and specific for your brand / product
  - a. Include foot measurements
  - b. Must be applicable worldwide (images are not marketplace specific)
2. Use **bullet points and/or product description to provide important sizing details:**

Manufacturer label size, shoe width, heel height, shaft diameter, foot measurements and size mappings; answer the question: does it fit high-arched feet? Or is it designed for low instep feet?
3. If you are a [Brand Registered Seller](#), provide **brand specific size mapping chart for all departments you sell** (by reaching out to Amazon Seller Support).



Label size	UK	EU	Centimeters	Inches
2	2	34	21.2	8.3464572
2.5	2.5	35	21.6	8.5039416
3	3	35.5	22.1	8.7007921
3.5	3.5	36	22.5	8.8582725
4	4	37	22.9	9.0157529
4.5	4.5	37.5	23.3	9.1732333
5	5	38	23.7	9.3307137
5.5	5.5	39	24.1	9.4881941
6	6	39.5	24.6	9.6850446
6.5	6.5	40	25	9.842525