

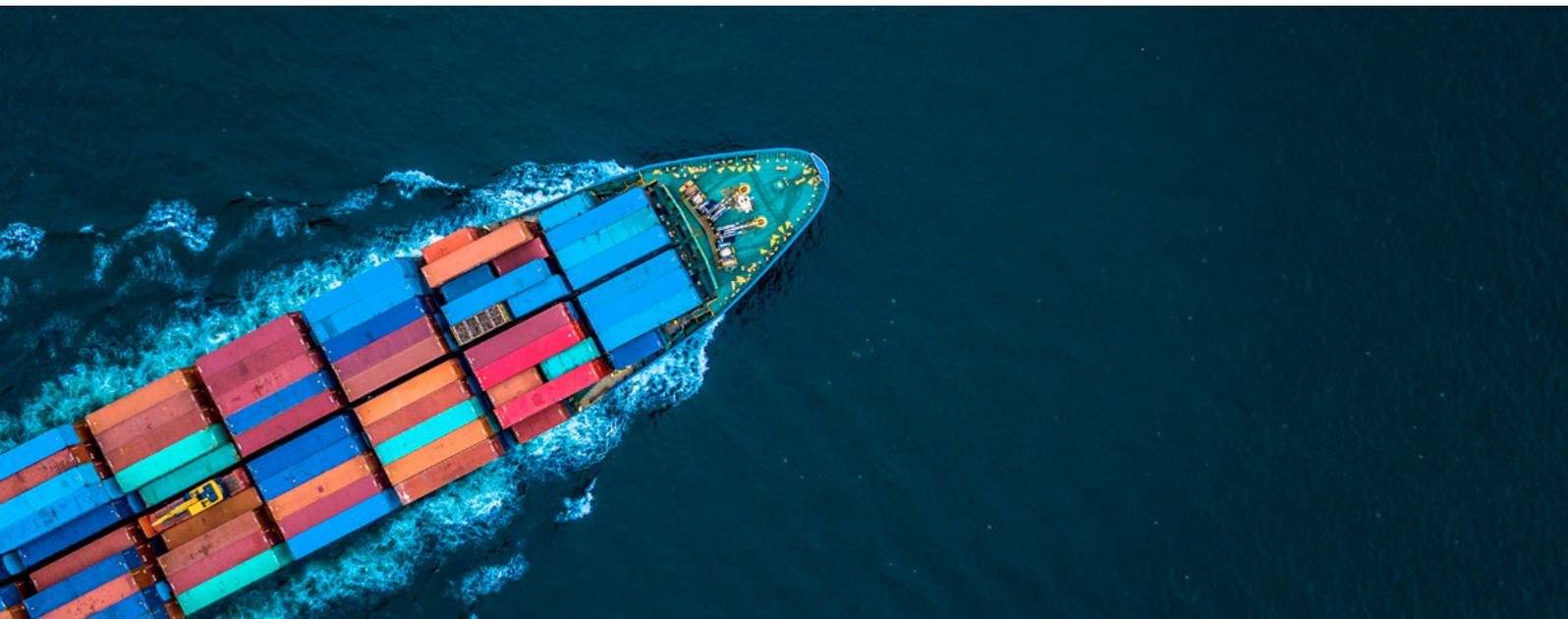
# Selling to international markets using Amazon

Amazon currently operates 12 marketplaces around the world: amazon.com (US), amazon.ca (Canada), amazon.mx (Mexico), amazon.es (Spain), amazon.fr (France), amazon.co.uk (UK), amazon.de (Germany), amazon.it (Italy), amazon.jp (Japan), amazon.cn (China), amazon.in (India) and amazon.com.au (Australia).

“One of Amazon’s unique selling points is the sheer scale of its operational footprint and, therefore, **the audience of buyers that it attracts.**”

One of Amazon’s unique selling points is the sheer scale of its operational footprint and, therefore, the audience of buyers that it attracts. That audience is measured in the billions and is spread across more than 180 different countries and it is this audience that attracts many Amazon sellers to start selling outside of their ‘home’ Amazon platform.

And it’s not as difficult as you might think. For example, sellers within the EU can list their products on all 5 Amazon sites within the EU from one single account – and Amazon will automatically help you with things like local taxes for example.



# The benefits of Amazon Global Selling

For many the benefits are obvious:

## — Reach more potential customers

The single biggest reason to sell on Amazon's international marketplaces is to get your products in front of more potential buyers and to drive more sales. The audience is massive – in the billions – and in many cases you can access this audience from your existing account.

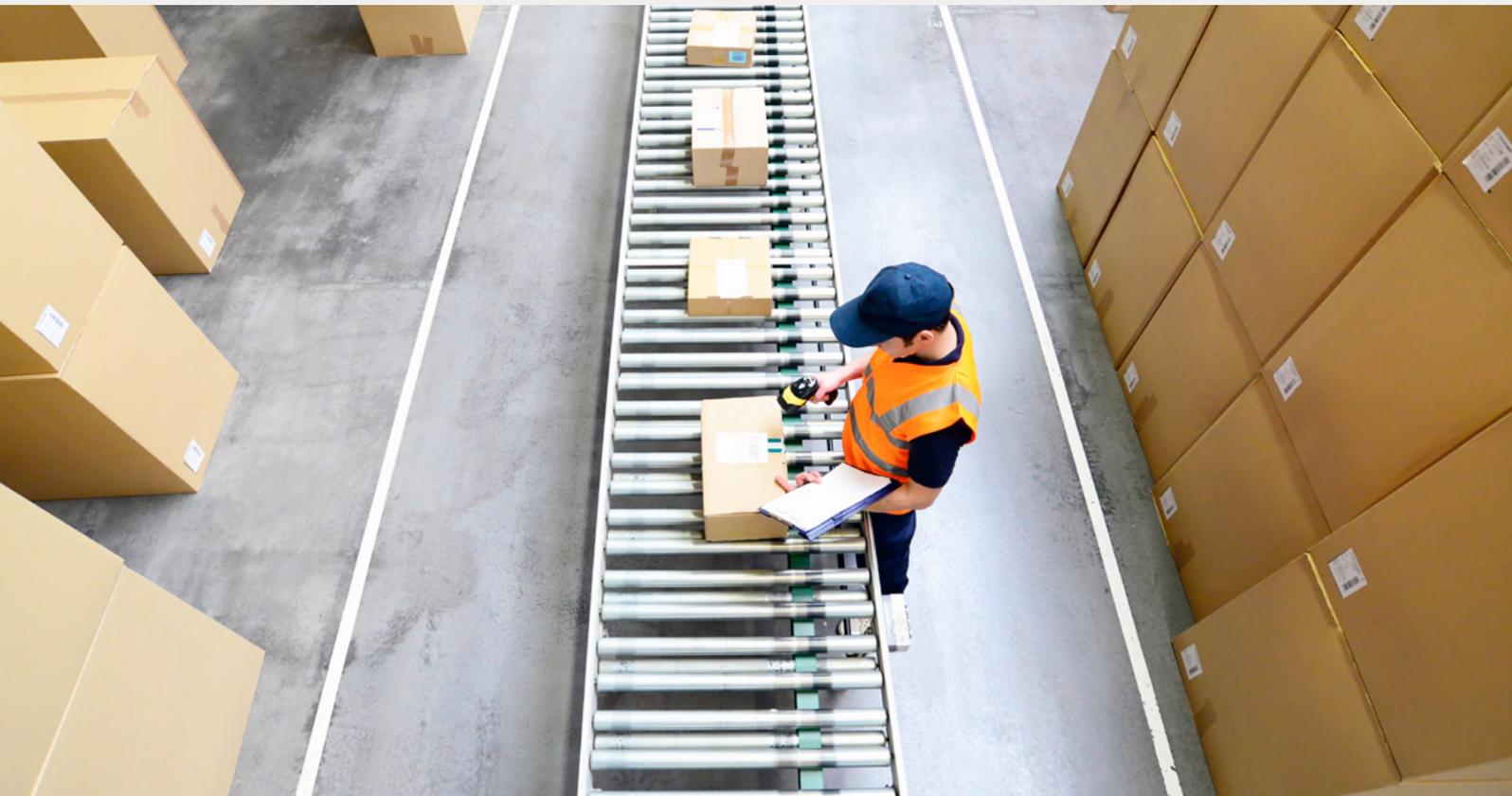
## — Efficiencies of scale

Another key benefit of Amazon is that it is relatively straightforward and low-cost to launch your business in a new market. Most of the infrastructure and software systems that you've set-up for your home market can be used and be useful overseas.

## — Amazon fulfilment network

Amazon is keen to make it easy for sellers to take on new markets and start listing on new marketplaces and offers a number of tools and incentives to encourage new sellers to take the plunge. Take FBA for example; Amazon offers a Pan-European FBA service which will ship to any of the 5 EU Amazon marketplaces from the UK and will charge you only at the local shipping rate. It also offers Prime too in all those EU marketplaces that you list product on.

Whilst there are benefits of expanding your Amazon seller business into new markets, it is not an enterprise that is completely devoid of risk. However, with a clear plan and some careful consideration, it can be very rewarding. To help you cover all the bases, we've pulled together a list of considerations to think about before you take the plunge.



# 1. Language

Fears around listing products and doing business in different languages is the most commonly cited barrier to selling overseas, though in reality it can be overcome quite quickly. Amazon provides a few options that can help:

- **Seller Central Language Switcher** helps you to manage all your operations in English (or your native language) meaning that you always have a familiar, consistent interface to work with.
- **The European marketplaces account** gives you access to five European Amazon marketplaces from one account. It means you can manage prices and promotions across the different markets easily from one place.
- **The 'Build International Listings'** feature will automatically create local language versions of product listings from your home site across the international sites. It will also adjust for foreign exchange movements and reflect any price changes you make in your home country.

It is good practice to get these checked by a third party translations agency or at the very least a native speaker – the internet is full of examples where a simple 'pair of trainers' on a listing in the UK becomes an advert for two personal trainers in Asia or the US.

Note – Amazon requires you to offer local language customer support for all markets that you operate in and is a big benefit of using FBA as Amazon takes care of the customer service on your behalf.

## 2. Stock management

If you start selling in additional markets, you need to be prepared for the impact on your stock management controls – you don't want to end up being unable to fulfil orders through lack of stock. The Pan-European FBA service can be particularly helpful here as it means you can ship stock to a UK warehouse and Amazon will fulfil orders from all five EU marketplaces at local rates from there.

## 3. Local regulations and taxes

This is important. Every country has its own legal, tax and customs arrangements covering sales of products to consumers. As with your home marketplace, you should take some time to investigate the local laws and regulations in all markets that you are selling in – and it is your responsibility to ensure that you are fully compliant. Some things to consider include: tax, customs, intellectual property rights, export duty and controls, marking and labels, environment, health and safety, and product compliance.

## 4. Product compatibility

There might be some differences between what you can sell on Amazon in one market versus another. Similarly, some products will come in formats or have features that won't work or apply in some markets – the most obvious example is the plug fitting on electrical items. Make sure what you are selling is appropriate and compatible for the market. Sizing charts are another area to pay close attention to. For example, a size 10 men's shoe in the UK would be a 44.5 in Europe, an 11 in the US and 28.5 in Japan.

## 5. Working in multiple currencies

Selling across multiple Amazon marketplaces will more than likely mean having to operate across different currencies. This needn't be too complicated and, in fact, Amazon has some tools that will take some of the strain. The Build International Listing feature can automatically price your products on international sites based on the price you set in your home market and can even adjust for currency fluctuations in the market.

## 6. Costs and margins

New markets offer a huge opportunity but it's important to be aware the associated impact of these new markets on costs (and therefore margin). You will need to factor these in your selling price. For example:

- Shipping to overseas customers can increase fulfilment costs
- International returns will be more expensive than domestic returns
- Costs for moving and sending inventory will also increase
- Translation support – for product listings and/or customer service
- Conversion costs of repatriating overseas sales back to your 'home' currency
- Taxes and duties applicable in each new market

Please note that Amazon.in and Amazon.cn have unique registration and selling requirements for sellers based outside India and China, respectively. Please see the India marketplace page and China marketplace page on this site for additional information.



## 7. International fulfilment

If your stock is stored in a different country than the marketplace used by the customer to place the order then you will need to ship the product internationally to the customer. Naturally, this is more expensive and usually more time consuming than sending domestically. However, you need to pay attention to the entire shipping process – including customs payments, etc – so that the customer doesn't experience any unnecessary delays that may affect their experience, and your ratings.

## 8. Managing currency transfers

For UK-based sellers, selling overseas introduces exchange rates and currency transfers to the list of things to consider. For all businesses trading overseas, exchange rate movements pose a potential risk as whilst an exchange rate move in your favour could double your margins, a move the other way could halve them – or worse. Finding the right time to repatriate sales generated overseas back to your home bank account and currency is crucial, and WorldFirst's new World Account platform is uniquely setup to help international Amazon sellers manage their overseas sales and maximise margins.

“WorldFirst's new **World Account** platform is uniquely setup to help international Amazon sellers **manage their overseas sales and maximise margins.**”

What's next? Some useful resources.

[Amazon – Get ready to sell worldwide](#)

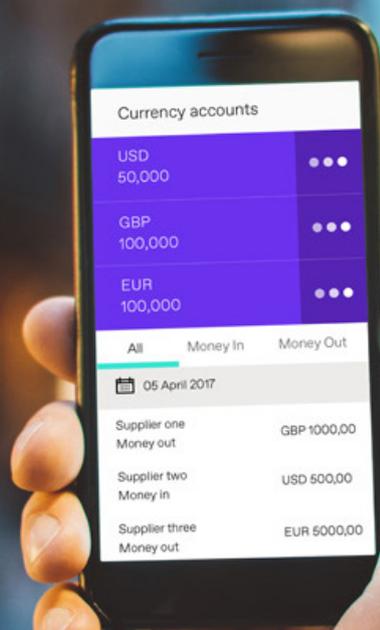
[8 top-tips for selling internationally on Amazon](#)

[World Account – a multi-currency platform for global sellers](#)

# About WorldFirst

We're WorldFirst, experts in moving money around the world. As a fast growing FinTech business, we specialise in making foreign exchange simple, fast and fuss free for people and businesses with global ambitions. By combining best in-class technology with award-winning customer service, we've helped over 120,000 people, small businesses and online sellers transfer over £60bn since 2004. Our clients never stop. And neither do we.

We operate all over the world and have over 600 employees based in 6 offices across London, Amsterdam, Hong Kong, Singapore, Tokyo and Sydney.



**WORLD  
FIRST**

— [ukpartnerships@worldfirst.com](mailto:ukpartnerships@worldfirst.com)  
— 020 7801 2388

World First UK Limited is registered in England and Wales as a Limited Company: No 05022388 and is authorised by the Financial Conduct Authority, FRN:900508, under the Electronic Money Regulations 2011 for the issuing of electronic money. Registered office address: Millbank Tower, 21-24 Millbank, London SW1P 4QP.