

# Europe 101: How does Amazon USA differ from Amazon EU?



## Europe 101:

**How does Amazon USA differ from Amazon EU?**

EU Product Research

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**Why Should You Sell on AMAZON EU?**

- You don't need to be in Europe to sell products there.
- Importing & Sales Tax:
  - Straightforward to set up
  - Gives you an advantage over other sellers
- The EU Market has **double** the number of potential customers than the USA.
- E-commerce is still in the growth phase in Europe. The Market is increasing dramatically each year.

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**How AMAZON EU Works**

- 5 EU Marketplaces – 1 Seller account
- Register for VAT in one country and hold all your inventory there.
  - Amazon UK Advantages
- Only import into one country and (currently) one fulfillment center. This reduces costs.
- Amazon takes care of the European Distribution for you
- You take care of the Listings and Customer Service

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## Europe 101: How does Amazon USA differ from Amazon EU?

### Your EU SELLER Account

- Access to 5 Amazon marketplaces and 26 Countries
- Seller account is in English
- Amazon handles Fulfillment

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### Your EU SELLER Account

- Live Tour

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### The BIG Takeaways:

**Don't book any tickets to the UK:** No need to visit the UK to start selling (unless you want to, of course)

**Access Everywhere:** You only need one seller account to access the entire EU market

**Very Similar to the USA :** Simply select marketplace at the top

**Set Languages to English:** No need to learn any French!

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