



A complete list of  
online marketplaces  
across the globe

# Introduction

Whether you're looking to sell domestically or internationally, online marketplaces have the potential to help you expand your reach, test new markets and ultimately grow your business across the globe.

Throughout this guide, we have compiled relevant information about some of the most popular marketplaces worldwide, including the countries each marketplace is present in, their commission structure and other relevant seller fees.

## Global

- 4 Amazon
- 5 eBay
- 6 Etsy
- 7 Fruugo

## United Kingdom

- 9 Game
- 10 Not On The High Street
- 11 Folksy
- 12 OnBuy.com

## Europe

- 14 Allegro
- 15 Cdiscount
- 16 fnac
- 17 La Redoute
- 18 Otto
- 19 PriceMinister
- 20 real.de
- 21 bol.com
- 22 Coolshop
- 23 eMag
- 24 Fyndiq
- 25 Okazii.ro
- 26 spartoo

## United States

- 28 Newegg
- 29 Sears
- 30 Walmart
- 31 Wish
- 32 Zibbet

## Asia Pacific

- 34 Alibaba
- 35 JD Worldwide
- 36 Flipcart
- 37 Koala.com
- 38 Rakuten
- 39 Tmall Global
- 40 Trade Me
- 41 AliExpress
- 42 Catch.Com.au
- 43 Gittigidiyor
- 44 Lazada
- 45 Qoo10
- 46 Shopee

## Latin-America

- 48 Mercado Libre
- 49 Linio

Online Marketplaces

# Global



While many of the marketplaces listed throughout this guide sell into multiple international markets, there are a number of sites that have a truly global presence.

If you are already selling on one or more of these marketplaces domestically, these platforms are set up to allow you to easily scale up your business in new

regions by opening your business to new markets within their platform.

Do keep in mind, however, that the commission rates and additional fees listed below may differ from country to country, even for the same marketplace, so you need to check the local trading fees and conditions for each marketplace.



Commission:  
**7-15%**



Active Users:  
**310m worldwide**



Monthly Fee:  
**\$39.99** (check local currency)

Amazon is the biggest marketplace in the world and operates [14 worldwide marketplaces](#). Thanks to its global presence, increasing popularity and extensive reach, Amazon is a great marketplace to list your products on.

Amazon has been one of the big winners during 2020, with global revenue growth of over 33% in the second quarter of 2020. With the biggest customer base in the world, it not only provides sellers with access to one of the world's biggest marketplaces, but also a presence on one of the world's biggest search platforms for ecommerce.

Amazon also operates a highly successful fulfilment service, [Fulfilment by Amazon \(FBA\)](#), which enables merchants to reach the marketplace's most active and loyal customer base – over 150 million Amazon Prime subscribers.

If you're planning on expanding your Amazon business, ensuring that you have the infrastructure in place to scale without error is crucial. We've covered [everything you need to know here](#).



Commission:  
**7-11%**



Active Users:  
**182m worldwide**



Monthly Fee:  
**\$7.95** (check local currency)

Similar to Amazon, [eBay](#) has a worldwide presence with 23 international sites, a huge customer base of 182 million users worldwide, and a significant number of tools and resources available to help online retailers successfully grow their business.

eBay also offers various programmes for scale up your business for international selling, which you can [learn more about here](#).

Their fulfilment service, [eBay Global Shipping Programme \(GSP\)](#), also enables sellers to sell easily to international customers, without the hassle and risk of dealing with the processes that come from cross-border selling.

eBay sellers also have the option to open an eBay Shop to benefit from better branding opportunities and selling, merchandising and promotional tools.

Already selling on eBay and keen to sell more? [Take a look at these eBay seller tips](#).

# Etsy



Commission:  
**5%**



Active Users:  
**45m**



Monthly Fee:  
**None**

With a global presence and active user base, [Etsy](#) is a fantastic platform to list on if you sell unique designs, handmade products or vintage goods. Etsy has almost doubled its revenue since 2017 and has a loyal and growing customer base.

In fact, with over 45 million shoppers worldwide, serviced by around 2.5 million sellers, this niche marketplace really does offer a huge opportunity for business growth.

So, what is there to know about selling on Etsy?

To start with you should note that while there is no monthly membership fee, there is a charge of \$0.20 per listing, as well as a 5% commission charged on each item sold (also known as a transaction fee).

Keep in mind that there is also 5% shipping transaction fee and if you're accepting payments through Etsy Payments, then there is an additional fee for this ([country specific](#)) which is a % of the total sale price and flat fee per order. Etsy also charge a 15% offsite ad fee which you only pay when you make a sale.



Commission:  
**15%**

Currently operating in 46 different countries and providing the ability to translate your product listings into 28 languages, [Fruugo](#) is still expanding and has become a popular choice for sellers looking to reach international markets. In fact, 85% of sales on the platform are cross-border.

While the marketplace doesn't charge a monthly fee or listing fee, it does charge a flat 15% commission on each sale, as well as a 2.35% funds processing fee. Fruugo supports sellers with automatic currency conversion too, so the risk sits with Fruugo, not with you.



Active Users:  
**25m worldwide**

Fruugo is a great fit for retailers across most industries, with product categories ranging from clothing to home & garden, right through to health and beauty and consumer electronics.



Monthly Fee:  
**None**



Online Marketplaces

# United Kingdom

The UK is one of the world's largest eCommerce markets, with a value of approximately **£180 billion**, making it one well worth targeting.

Below, we have outlined some of the UK's biggest online marketplaces, including a number of key Amazon and eBay alternatives, each of which we believe will give you the exposure and reach you need to sell to UK consumers.



# GAME

---



Commission:  
**6-15%**

If you sell products in either the gaming, media, computer hardware or toys and collectables sector, you should definitely consider selling on [GAME Marketplace](#).

What's also great is that there are no set-up costs, listing fees or subscription fees, and the only charges are their commission rates which are competitively priced.



Active Users:  
**4m worldwide**

Despite still being a relatively new marketplace, the GAME brand itself is huge in the UK, supporting its marketplaces rapid growth.

They also provide dedicated support during your on-boarding process, not to mention extra promotion of your products through their own marketing activities.



Membership Fee:  
**None**

In fact, they have already seen a 250% year-on-year increase in sales and are processing 12,000 orders each month from more than 250 retailers, so it really is an Amazon alternative worth considering.



Commission:  
**25%**



Active Users:  
**2m worldwide**



Monthly Fee:  
**None**

Additional Fees:  
**One-off joining  
fee of £199**

Sellers on [Not On The High Street](#) can benefit from a global reach, with the site getting over 39 million unique visitors every year. While there is an application process for selling on the marketplace, if you are successful you will face less competition.

Sellers are required to fulfil their own orders when selling on Not On The High Street.

While there are no paid merchandising opportunities on Not On The High Street, the marketplace does invest heavily in TV and press advertising, as well as various other marketing campaigns, helping to keep your business in the public eye.



Commission:  
**6%**

If you're looking for selling sites similar to Etsy, then British marketplace [Folksy](#) could be a great alternative.

While commission rates are 6% for both, it is worth noting that there is a £5 subscription cost for the latter plan, although with this option the £0.15 listing fee is waived.



Active Users:  
**250,000**

With over 250,000 buyers visiting the site every month, Folksy is in fact a worthwhile option for sellers of handmade goods and craft supplies.

Regardless of which plan you opt for, there are a number of benefits to selling on Folksy, including the option to personalise your shop page and set up your own URL, promotional options and dedicated support.



Monthly Fee:  
**£0-5**

Now with regards to cost and fees, sellers have two options; a pay-as-you-go Basic account, suitable for sellers with a low stock quantity, or Folksy Plus, better suited to frequent sellers or those with a larger inventory.



Commission:  
**5-9%**

Since launching in 2016, [OnBuy](#) has become one of the fastest growing online marketplaces in the UK.

That's not all though.



Active Users:  
**6m+**

With a product catalogue covering almost every category, from health & beauty and clothing, right through to car parts, technology and collectables, there's a good chance that OnBuy could be a great fit for your online business if you're looking to increase your sales.

OnBuy have partnered up with PayPal to offer PayPal Seller Protection, which will cover you if you have any issues with eligible orders.



Monthly Fee:  
**From £19**

In fact, the marketplace offers some lucrative benefits for sellers, including immediate payments (where the funds are released to your PayPal account as soon as you dispatch an item), risk-free selling for Standard sellers (OnBuy will waive the monthly subscription fee if you don't make £500 that month) and product promotion through Google Shopping, Bing Shopping and other external marketing channels at no extra cost to your business.

When it comes to pricing, the marketplace offers two account packages; Standard (£19 per month excluding VAT) and Partner (£39 per month excluding VAT).

Commission rates are also [incredibly competitive](#), with consumer electronics incurring a 5% fee, and everything else a 9% commission fee.

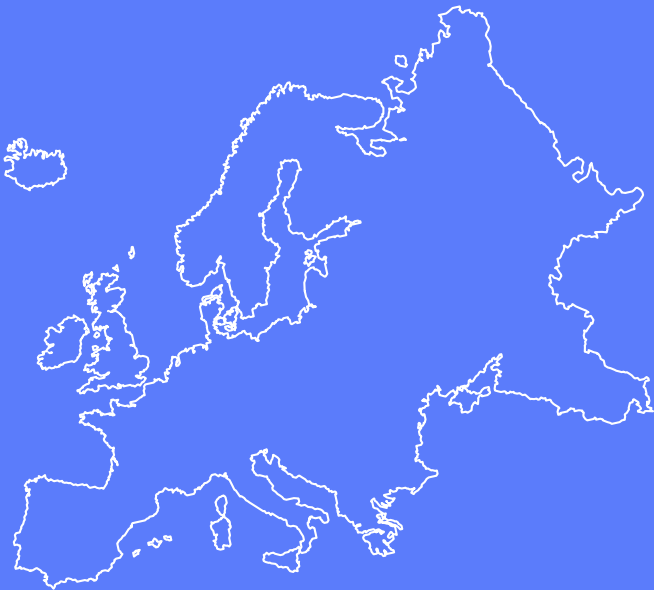
Keep in mind that a [PayPal payment fee](#) of 1.9%-3.4% will also apply, as well as a 20p fee per transaction.

Online Marketplaces

# Europe

Thanks to the UK's close proximity to mainland Europe, it is relatively simple for sellers to target European customers and ship to these markets.

What's also great is that there are various marketplaces, both niche and general, available to you to sell on, each offering an extensive reach across the continent.



# allegro

---



Commission:  
**2-10%**

As one of the top online marketplaces in Eastern Europe and the fifth largest in Europe as a whole, [Allegro](#) is a great site to sell on if you looking to expand in this market.

Ultimately, there are a number of benefits to selling on Allegro, including marketing and advertising support, a dedicated support agent, as well as their dedicated seller Brand Zone.



Active Users:  
**14m**

Operating from Poland, Allegro has more than 14 million customers, 90% of which regularly purchase from the marketplace.

It is worth noting, however, that all listings must be translated into Polish, which may come at an additional cost to your business.



Monthly Fee:  
**None**

That's not all though.

Thanks to its close proximity to additional Eastern Europe markets, it also makes it a great option for growth in this region.

# Cdiscount



Commission:  
**5-20%**



Active Users:  
**7.7m**



Monthly Fee:  
**€39.99**

[Cdiscount](#) is one of the most visited eCommerce websites in France, with around 11 million unique visitors to the site every month.

Overall, the marketplace offers a wide range of products in over 40 different categories, including fashion, shoes & accessories, consumer electronics, entertainment and sports equipment, making it a great platform for any retailer looking to expand their business in the French market.

Cdiscount also has a well-developed distribution network, with over 18,500 pickup points throughout the country, as well as their own fulfilment service, Cdiscount Fulfilment, and competitive fees and lucrative payment terms.



Commission:  
**8-12%**



Active Users:  
**10m**



Monthly Fee:  
**€39.99**

[Fnac](#) is another great French marketplace and, similar to sites such as eBay and Amazon, it allows retailers to list products within a wide range of categories including consumer electronics, media products, sports and leisure equipment and home appliances.

With upwards of 20 million unique visitors to the site every month, as well as a number of other seller benefits, including sales and marketing assistance and technical support, it really is a marketplace you should be considering.

To help you successfully sell into France, we have [outlined some key facts and best practices for selling in this market](#).



# La Redoute



Commission:

**8-20%** (Category Dependent)



Active Users:

**11m**



Monthly Fee:

**€49.90**

[La Redoute](#) is France's most popular fashion and home website, with an additional presence in over 26 countries worldwide. Sellers have full control of product pricing, delivery times and delivery costs, and can also provide customers with multiple payment options including credit cards, private cards, e-carte bleue or PayPal.

Sellers are required to fulfil their own orders when selling on La Redoute. Keep in mind that the marketplace requires all sellers to provide parcel tracking.

The marketplace offers various promotional tools including an email newsletter, dedicated in-shop banners and 'flash' sales.

Sellers on La Redoute's marketplace, LaRedoute.fr, also have the opportunity to create their own shop. There are certain requirements, however, including the need to provide local language customer service, supply an EAN as a product identifier and provide pricing in Euros.



Commission:  
**15-50%**

After Amazon, [OTTO](#) is the second biggest eCommerce company in Germany, selling more than two million products from over 5,000 sellers.

For more information and best practices for selling into the Germany eCommerce market, [take a look at this handy guide here](#).



Active Users:  
**9m**

As a specialist fashion and lifestyle marketplace, OTTO is an incredibly popular selling site to consider if you sell in either of these verticals. What's also great about OTTO, is that while their main focus is on the German and French markets, they do in fact have a global presence, selling into over 20 different countries.



Membership Fee:  
**None**

# PriceMinister



Commission:  
**4-22%**



Active Users:  
**9m**



Monthly Fee:  
**None**

Part of the Rakuten group, [PriceMinister](#) is another incredibly popular marketplace in France. Specifically, the site welcomes over 10 million active users every month and boasts 22 million members.

As with several of the other French marketplaces, PriceMinister-Rakuten does extend its reach beyond France, with 6% of their customer base coming from countries including Belgium, Switzerland and Canada.

With regards to its product offering, the marketplace covers almost every type of product category, making it a direct competitor of eBay.fr. There are also a number of benefits to sellers, including the ability to brand and customise your store, as well as access to both marketing tools and a consultant with expertise in your industry.



Commission:  
**5.9-12.5%**



Active Users:  
**2.6m**



Monthly Fee:  
**From €19.95**

With over 2.6 million customers, [Real.de](https://www.real.de) (formally known as Hitmeister) is one of the most popular marketplaces in Germany, with a product catalogue covering everything from electronics, right through to clothing & accessories and DIY goods.

In addition to its recognition in the German eCommerce market, another benefit to selling on Real.de is that they don't charge listing fees.

That's not all though.

The marketplace also provides their customers with exceptional customer service (which is a great reflection on your own business), as well as legal seller protection and various payment options.



Commission:  
**6-17%**

As one of the most popular marketplaces in the Netherlands, [Bol.com](https://www.bol.com) is one worth setting your sights on if you're looking to reach Dutch consumers.

What's also great about selling on Bol.com, is that you only pay commission on items sold and there is no set up or monthly fees.



Active Users:  
**8m**

In fact, with 8 million active customers across not only the Netherlands, but also Belgium, Bol.com is a great Amazon alternative in the Benelux region, with a product catalogue spanning everything from books to household goods, right through to health and beauty.

The site also offers an optional advertising programme to increase brand awareness and conversions.



Monthly Fee:  
**None**



Commission:  
**4-15%**



Active Users:  
**2m**



Monthly Fee:  
**None**

Since launching in Denmark in 2003, [Coolshop](#) have expanded to six additional European countries, including Sweden, Norway, Finland, Germany, the Netherlands and the UK.

In addition to its European reach, Coolshop is also one of the most competitive marketplaces on the continent, with commission rates starting from as low as 4%, with no monthly membership fee.

That's not the only reason to consider them though.

The marketplace is also doing its best to eliminate some of the more common cross-border barriers that are stopping sellers from expanding internationally.

As an example, the site allows you to list your products in English with only one price, where they will then calculate the currency for each additional market and deal with machine translation.

Now while this doesn't necessarily mean you'll get the best exchange rate possible, it does offer flexibility which allows you to expand into new markets relatively easily.

In addition to this, you do also get support and guidance of a dedicated account manager.



Commission:  
**7-25%**



Active Users:  
**Unknown**



Monthly Fee:  
**None**

As one of the largest marketplaces in Romania, Hungary, Bulgaria and to a lesser extent, Poland, [eMAG](#) has a huge presence across most of Eastern Europe, making it a worthwhile option if you're looking to reach these markets.

As with many other European marketplaces, eMAG is also removing some of the common barriers associated with selling to this part of the world, for example by offering free translation to the top 100 sellers.

That's not all though.

eMAG also operate their own logistics service and are currently subsidising the cost of shipping products to their centralised warehouses.

What's more is that they will also subsidise the cost of sending the products back to you if it doesn't work out.

With this option, you will also be able to offer your customers cash on delivery, which is a standard method of payment in these countries.



Commission:  
**15%**

As one of the few marketplaces available in Sweden, [Fyndiq](#) offers a great opportunity to reach what can only be described as an incredibly lucrative market.

That said, there are no listing, set up or monthly fees when selling on the marketplace, just a flat 15% commission charged on each product sold.



Active Users:  
**1.6m**

Unlike more traditional marketplace set ups, Fyndiq is a flash sale site, meaning that they are the seller of record for your products. The downside to this is that they control the sales, in turn giving you a lot less access to the information.

It also offers a low barrier to selling into the Nordic region, by allowing sellers to list in English and by handling all customer service enquiries in Swedish.



Monthly Fee:  
**None**

For more information about the Swedish eCommerce market, [have a read of this](#).





Commission:  
**2.6-6%**



Active Users:  
**3m**



Monthly Fee:  
**None**

Similar to eMAG, [Okazii.ro](https://www.okazii.ro) is a popular marketplace in Romania with over 3 million monthly visitors, making it one to research if you're looking to expand into this market.

Several other benefits to selling on Okazii include the ability to set up shop in a matter of minutes, take advantage of affordable advertising options and save up to 50% on courier rates.

While there is no membership fee, you will need to pay a listing fee of €0.01 – your first 100 listings are free – as well as a trading commission fee which is category dependent and ranges between 2% and 6.6%.

# spartoo



Commission:  
**15-20%**



Active Users:  
**450m**



Monthly Fee:  
**£35**

Headquartered in Grenoble in France, [Spartoo](#) operates in 30 European countries. The company offers customer service in 12 languages and operates a standard marketplace drop-ship model.

The marketplace primarily sells footwear and was originally modelled on American company Zappos. Spartoo also carries ready-to-wear fashion for men and women.

Spartoo will only work with sellers of a minimum size. 250 SKUs are required to sell on the platform but, in return, the marketplace offers a one-stop option for those looking to access Europe's huge but traditionally fragmented online fashion market.

The monthly membership fee is £35 and commission is 15-20% but the marketplace does not charge fees for listings or one-off registration.

Online Marketplaces

# United States



The US is the second largest market in the world for online sellers (after China), with online sales projected to increase by 18% in 2020 to reach over \$709 billion.

The global pandemic has accelerated the shift online for US consumers, with online sales growing

three times faster than offline sales.

Global marketplaces like Amazon and eBay are a significant driver of this ecommerce growth, so offer an entry point for international sellers to gain access to the lucrative US market.



Commission:  
**9-15%**

[Newegg](#) is another marketplace worth considering, thanks to its significant presence across the US.

If you're selling from outside the US, Newegg even provide a shortcut for expanding into this market, thanks to their cross-border fulfilment service and customer service.



Active Users:  
**25m**

While the marketplace predominantly focuses on computer hardware, it does also sell products from categories such as consumer electronics, gaming, apparel, sporting equipment, and even homeware.

In addition to this, you will have the chance to work with a Newegg marketing or category manager who can help with promotional activities to help boost your sales on the marketplace.



Monthly Fee:  
**None**

As a Newegg seller, you can expect competitive commission fees, ranging from 9-15%, depending on your product's category.

For more information about selling on Newegg, we would recommend that you [take a look at their FAQs here](#).



Commission:  
**8-20%**

If you are looking to reach a US customer base, [Sears](#) is a great alternative to selling on eBay and Amazon.

If you're an international merchant wanting to sell on the Sears marketplace, there are certain requirements you will need to meet.



Active Users:  
**16m**

In fact, like both marketplaces, Sears has an extensive product offering, selling everything from fitness equipment, clothing and jewellery, right through to tools and kitchen appliances.

These include having a US-based warehouse ([this can include a third-party fulfilment service, whether that be Fulfilled by Sears or an alternative](#)), a US-based business address (this can be through a partner), a US bank account (again, this can be through a partner such as Payoneer or World First) and a valid US tax ID.



Monthly Fee:  
**\$39.99**

Now with regards to the cost of selling on Sears, they do charge a monthly fee of \$39.99.

Like other marketplaces, Sears do also operate their own fulfilment service, Fulfilled by Sears. With this option, sellers benefit from 24/7 customer support, as well as flexible payment terms thanks to their pay-as-you-go pricing model.



Commission:  
**8-15%**



Active Users:  
**110m**



Monthly Fee:  
**None**

[Walmart](#) is one of the largest marketplaces in the US, with as many as 110 million unique monthly visitors.

Although the Walmart marketplace has historically only been available to US-based sellers, they are beginning to open the doors to sellers in the UK, Canada and China. That said, this is still by invitation-only.

So, what does it take to sell on Walmart?

The marketplace specifically looks for reputable brands and retailers that offer exceptional customer service, a wide product assortment, reliable fulfilment and competitive pricing.

Do keep in mind, however, that there are certain requirements for successful international sellers. These include having a US entity (including a US W9 tax ID and mailing address), the ability to ship from a US warehouse (excluding FBA) and an international returns address.



Commission:  
**15%**

As the sixth largest eCommerce company worldwide, with over 300 million customers, the extent of [Wish.com](https://www.wish.com)'s reach can't be ignored.

Other benefits to selling on Wish.com include the option to boost product visibility with paid campaigns, and



Active Users:  
**80m**

In fact, with no registration, subscription or listing fees, Wish merchants only pay when they make a sale.

Wish also operates its own warehousing and logistics service, Fulfilment by Wish, where you can ship products to customers in both the US and Europe.



Monthly Fee:  
**None**

Specifically, the marketplace operates a revenue share pricing model, where they pay you a percentage of your order total. This is typically around 85%.



Commission:  
**None**

US-based Etsy alternative, [Zibbet](#), is another site to consider if you sell handmade goods, fine art, vintage goods or craft supplies.

Regardless of which account you opt for, there are no listing fees, nor are there any transaction fees, making this one of the most competitively priced marketplaces in the US, if not worldwide.



Active Users:  
**Unknown**

Zibbet specifically offers three seller accounts; Starter, Pro and Unlimited, with the former starting at only \$4 per month and the latter option costing \$20 per month.

While you can create a free custom domain with each account type, with an Unlimited account you are also able to fully customise it with your branding, remove Zibbet's own branding and create coupons and discounts.



Monthly Fee:  
**\$5-20**



Online Marketplaces

# Asia Pacific



Asia-Pacific remains the world's largest eCommerce market, due to expanding middle classes, increasing mobile and internet adoption and improved infrastructure and logistics networks.

Below, we have highlighted some of the largest marketplaces across this region, certainly worth considering as part of your expansion plans.



Commission:  
**0-2%**



Active Users:  
**726m**



Annual Fee:  
**From \$1399**

[Alibaba](#) is the world's biggest online eCommerce company and the leading platform for global wholesale trade.

While Alibaba is more commonly used by the eCommerce community to purchase stock, if you're a wholesaler looking to sell on the marketplace then you will need to

be aware of the four types of membership packages available.

To start with there is a free basic option, however this understandably comes with its limitation – the lowest possible priority ranking and a limit of 50 product postings. While each of the three Gold Supplier Membership Packages on Alibaba come with authentication and verification – helping you to establish trust amongst buyers – the Premium Package offers 1st priority ranking, unlimited product posting, a customised website and personalised customer service, amongst other benefits.

With the Gold Membership Package, Alibaba sellers also have the option to invest in additional promotional activity.

What are the Alibaba Membership Fees?

The annual cost of selling on Alibaba ranges from \$1,399 for a Gold Supplier Basic Package, \$2,999 for a Gold Supplier Standard Package and \$5,999 for a Gold Supplier Premium Package.

While there is no charge for Trade Assurance – that being Alibaba.com's order protection service, there are some service fees you will be charged following a sale.

These include a payment processing fee, which is dependent on the payment method and varies from a flat \$15 fee per transaction, to a percentage of the sale.

In addition to this, there is a service fee of 1-2% for order amounts exceeding \$5,000. Anything less than this and the service fee (commission) is waived.



Commission:  
**2-10%**



Active Users:  
**387m**



Annual Fee:  
**\$1000**

[JD Worldwide](#) is China's second largest eCommerce site, offering a relatively simple way for international merchants to sell into the Chinese market.

The site specifically operates two separate models; a reseller model and a platform (marketplace) mode.

With the first option, JD Worldwide will purchase your inventory from you and resell it to Chinese consumers. Alternatively, with the platform model, you have the option to host your products on JD.com and pay a commission on each sale you make – 2-8% depending on your product's category.

Now while you will be charged a \$1,000 USD annual fee for selling on JD Worldwide, the good news is that you don't need to have a legal entity or bank account in China in order to sell into the country.

The marketplace also provides you with marketing support to boost product visibility, as well as access to the company's nationwide logistics network.



Commission:  
**5-25%**



Active Users:  
**100m**



Monthly Fee:  
**None**

With the Indian eCommerce market growing at a rapid rate, it is certainly worth focusing your attention on the country's largest online marketplace, [Flipkart](#).

So, what do you need to know about selling on Flipkart?

To start with it's worth noting just how broad the site's offering is, with product categories ranging from electronics and sports equipment, right through to fashion and homeware. In fact, the marketplace has over 65% market share in many of them.

Getting started selling on Flipkart is relatively easy for international sellers, with the only real requirement being that you have a local address for handling returns.

In terms of promotional activity, keep in mind that as a seller you will have the option to pay for merchandising packages for additional brand exposure.



Commission:  
**2-10%**

[Kaola.com](https://www.kaola.com) is another Chinese marketplace providing global merchants with access to China's vast eCommerce market.

One of the benefits of selling through the Kaola marketplace is that the entry requirements are lower than several other Chinese marketplaces, for example Tmall.



Active Users:  
**30m**

Similar to JD Worldwide, the site's commission structure ranges from 2-10% and incurs a \$1,000 USD annual fee.

That's not the only reason though.



Annual Fee:  
**\$1000**

So, what can you sell on Kaola?

While the marketplace places a big focus on food and high-end products, they do also sell products across categories such as cosmetics, apparel and baby goods.

They are also well known for processing payments quickly, which is a plus for the majority of online businesses.



Commission:  
**3.5-5.5%**



Active Users:  
**111m**



Monthly Fee:  
**JPY 50,000**

Not only is [Rakuten](#) the leading eCommerce platform in Japan, it is also the fourth largest marketplace in the world, offering a wide range of products.

Not only is Rakuten the leading eCommerce platform in Japan, it is also the fourth largest marketplace worldwide.

In fact, over 80% of the entire population shop on Rakuten, making it a great option for entry into the Japanese eCommerce market.

Unlike many other marketplaces, Rakuten does in fact operate as an online shopping mall, providing you as a merchant with your own shopping space that can be designed with your own branding.

There are other advantages to selling on Rakuten though, including the fact that

you are able to carry out CRM activities to nurture first time buyers into repeat customers, and that you have access to a dedicated eCommerce consultant to help you improve your performance on the marketplace.

Do, however, keep in mind that there are different fees and selling criteria for sellers in the US, compared to those in other countries.

Typically, you can expect to pay a registration fee of ¥60,000, a monthly fixed fee starting at ¥50,000 (payable every six months), commission on each item sold varying from 3.5-5.5%, a system enhancement charge of 0.1% and a card payment fee of 4%.

For specific details about Rakuten's pricing model, [have a read of this](#).

# Tmall 天猫



Commission:  
**2-5%**



Active Users:  
**500m**



Annual Fee:  
**From \$5000**

Alibaba-owned [Tmall Global](#) is an incredibly popular eCommerce site in China, providing consumers in this market with a platform to easily purchase international brands – anything from clothing to homeware.

Unlike many of Alibaba's other sites, including Tmall, AliExpress and Taobao, Tmall Global offers easy entry into the Chinese eCommerce market.

More specifically, international merchants are able to sell on the marketplace without the need for a Chinese business licence or physical presence in the country. That said, the site does set the bar high with regards to the brands it accepts, and you can typically expect to wait four to eight months to be approved.

So, assuming you're successful, how much does it cost to sell on Tmall Global?

The marketplace's fees can be split into three categories; a refundable deposit ranging between \$8,000 and \$25,000 (depending on your chosen store format and trademark status), an annual service fee of \$5,000-10,000 (dependent on product category) and a 2-5% commission on every sale.



Commission:  
**7.9%**

With over 75% of all domestic web traffic, [Trade Me](#) is the number one marketplace in New Zealand, making it an ideal platform for reaching consumers in this market.

The process of getting started selling on Trade Me is a relatively simple one and the marketplace fees are also incredibly straightforward.



Active Users:  
**3.9m**

But what can you sell on Trade Me?

To give you an idea, there is no monthly membership fee, and you can expect to pay a flat 7.9% commission (success fee) on each item sold, along with a listing fee that varies depending on what it is you sell and type of listing. Low volume sellers with basic listings won't have to pay a listing fee.



Monthly Fee:  
**None**

The site itself includes new and used goods across a range of product categories, including clothing, health & beauty, home & living, sports equipment and toys & models.





Commission:  
**5-8%**

Unlike Alibaba, which is the Alibaba Group's platform for global wholesale trade, [AliExpress](#) is the same company's retail marketplace selling smaller quantities of wholesale products.

Similar to most marketplaces – wholesale or retail – sellers on AliExpress are charged a commission fee ranging from 5-8% of the transaction total.



Active Users:  
**60m**

If you're a wholesaler looking to sell on AliExpress, keep in mind that there are certain requirements. These include the need for a business Alipay account and an agent or brand management with appropriate documentation. You will also need to agree to the pay an annual technical service fee.

Do also keep in mind that Aliexpress charge fee upwards of \$1,500, for sellers wanting to create or change their store. This has been introduced in a bit to reduce the number of scammers or bad suppliers getting away from poor ratings.



Monthly Fee:  
**None**

Once you have been approved as a seller on AliExpress, you will be able to create your own branded shop on the site.

Alternatively, rather than buying low-volume wholesale stock you can also consider dropshipping with AliExpress, meaning that you purchase a product from a supplier only once it's sold and have it dispatched directly from the supplier's warehouse.

But besides from the technical service fee, what else does it cost to sell on AliExpress?



Commission:  
**8-25%**



Active Users:  
**1.2m**



Monthly Fee:  
**AU\$49.99**

Previously known as Catch of the Day, [Catch.com.au](https://www.catch.com.au) has since rebranded and opened up their Australian marketplace to third-party sellers.

In fact, with over 1 million active customers and a selection of more than 7 million products across a range of product categories, Catch is an ideal platform if you're looking to sell into the Australian eCommerce market.

The marketplace does, however, remain focused on offering discounted prices and it's also worth being aware that there are some brand restrictions on products they sell themselves, for example Ugg and Under Armour.



Commission:  
**6-17%**



Active Users:  
**28m**



Monthly Fee:  
**From 69 TL**

Founded in 2001, eBay-owned [GittiGidiyor](#) has since become Turkey's largest eCommerce marketplace, with more than 60 million monthly visits and close to 19 million registered users.

GittiGidiyor offer sellers five store subscription options; Basic, Pro, Mega, Mega+ and Special, with monthly prices starting from 69 Turkish Lira (around £10 per month at time of writing).

In addition to a monthly fee, sellers are also charged commission on each item sold, with rates ranging from 6-17%.



Commission:  
**None**

[Lazada](#) is the leading online marketplace in Southeast Asia, with dedicated marketplaces across Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam.

Instead, sellers must pay a new shipping fee which can be viewed here (Note: delete link), as well as a 2% payment gateway fee.



Active Users:  
**23m**

Perhaps the biggest benefit to selling on Lazada, in addition to the site's 23 million active customers, is the fact that since July 2018, sellers are no longer required to pay commission rates on any sales, nor do they need to pay a sign-up fee.

The marketplace is also dedicated to helping sellers get more from the platform, by going as far as creating an online Lazada University portal, with guidance and video support at all stages of the selling journey, from getting started on Lazada, to streamlining operations, right through to maximising sales.



Monthly Fee:  
**None**



Commission:  
**7-12%**



Active Users:  
**3m**



Monthly Fee:  
**None**

Similar to Lazada, [Qoo10](#) is another online marketplace with a presence across Southeast Asia, with sites specifically in Singapore, Japan, Indonesia, Malaysia, China and Hong Kong. In addition to this, there is a global US version of the site.

When it comes to selling on Qoo10, there are no listing fees and only a variable service (commission fee) ranging from 7-12%.

Unlike many other marketplace's commission models, the percentage in which a seller is charged is dependent on their seller grade (Power, Good or Normal), and the price of the item.

The site itself lists products across a range of categories, from fashion to beauty & diet, right through to homeware and food & baby goods.

Sellers also have the option to promote their products across the marketplace, for example by offering coupons, discounted prices and on-site promotions.



Commission:  
**None**



Active Users:  
**200m**



Monthly Fee:  
**None**

[Shopee](#) is a mobile-only platform with a strong emphasis on social selling. It is one of the leading ecommerce marketplaces in Southeast Asia and its most popular categories are beauty, fashion and home and lifestyle.

Shopee operates tailored platforms in Singapore, Taiwan, Thailand, Indonesia, Malaysia, Vietnam, South Korea and the Philippines. It also provides support in five languages, including English.

The marketplace has over 7 million sellers across its platforms. Orders can be fulfilled via the Fulfilled by Shopee programme (FBS) although this is an invitation-only service and typically available to high-volume sellers and well-known brands.

There is no monthly fee but a 2% transaction fee (+VAT) is charged to sellers on all successfully completed orders.

Online Marketplaces

# Latin-America

Latin America is one of the world's fastest growing eCommerce markets, with countries such as Brazil, Mexico and Argentina each growing at a rate of 20% year-on-year.

As well as having extensive reach across Central and South America, these marketplaces also provide a great opportunity to capitalise on the market's growth, as well as the overall consumer preference for international brands.





Commission:  
**16-17.5%**



Active Users:  
**51m**



Monthly Fee:  
**None**

As the leading eCommerce site across most of Latin America, [Mercado Libre](#) – also known as Mercado Livre in certain countries – is an ideal marketplace if you’re looking to expand into these various markets.

In fact, by selling through their Mercado Libre Cross-Border Trade programme, a single account will allow you to easily sell in Mexico, Brazil, Chile and Argentina.

While you can either use your own logistics or take advantage of the marketplace’s partner carriers (if you’re based in China or the US), you do also have the option to fulfil your Mexican orders using their local fulfilment service.

That’s not all though.

With regards to other cross-border barriers, it’s worth noting that the site also provides an automatic translation tool for titles, descriptions and customer communications.

So, what does it cost to sell on Mercado Libre?

While there are no listing fees, there is a flat commission rate of 17.5% for selling in Mexico and 16% for Brazil, Argentina, Columbia and Chile.

The marketplace also operates a safety payment system, MercadoPago, which offers consumers a range of payment methods.

Learn more about [selling in Brazil here](#).





Commission:  
**7-15%**

With over 3 million products across 60 different categories, Linio is one of the largest online marketplaces in Latin America.

They also offer telephone support, free returns and fast delivery times, as well as incredibly competitive commission rates. You can learn more about [selling on Linio here](#).



Active Users:  
**20m**

In fact, despite being a Mexican marketplace, Linio has a presence in Argentina, Chile, Columbia, Ecuador, Panama, Peru and Venezuela, reaching a total of 300 million consumers.



Monthly Fee:  
**None**

One of the advantages to selling on Linio is the fact they offer seven different payment options, making it a popular choice amongst Latin American consumers who tend to have very different payment preferences from one country to the next.

# One Platform. Total Commerce Control.

Linnworks empowers brands to connect commerce everywhere, so they don't miss any opportunity to grow revenues wherever their customers are.

## LINNWORKS TOTAL COMMERCE SOLUTION



### Grow. Now.

With multichannel capability  
to transact with your  
customers everywhere



### Automate. Now.

With seamlessly connected  
business systems for scalability



### Be in Control. Now.

With centralised data,  
processes & decisions

Find out how Linnworks can grow your business

[www.linnworks.com](http://www.linnworks.com) | [info@linnworks.com](mailto:info@linnworks.com) | UK +44 20 3322 7375 | US +1 347 391 2804