

Global selling

Sell worldwide with Amazon

Access hundreds of millions of customers around the world with Amazon Global Selling

Already selling on Amazon.com?

Expand internationally

New to Amazon?

Get started

Global selling

Overview

Guide

North America

Europe

Japan

Australia

India

Singapore

Middle East



Reach

Accelerate your international sales using the power of Amazon's global brand

With over 200 million paid Prime members globally and hundreds of millions of worldwide active customer accounts, you can leverage Amazon's global scale using Amazon's state-of-the-art international logistics capabilities.

Grow

Grow and diversify your

sales

Reduce low sales periods by taking advantage of peak seasons in other countries.



Where to expand

Americas

Expand in the Americas

Use your current selling account and a suite of tools and programs to reach customers in Canada, Mexico, and Brazil.

[Learn about expanding to Canada](#)

[Learn about expanding Latin America](#)

Europe

Expand to Europe

With just one account you can reach customers across **28 different countries** shopping in Amazon's European stores.

[Learn about expanding to Europe](#)

Asia-Pacific

Expand to the Asia-Pacific

Be part of the world's third-largest economy by selling in Japan or benefit from a growing customer base by selling in Australia.

[Learn about expanding to India](#)

[Learn about expanding to Japan](#)

[Learn about expanding to Australia](#)

[Learn about expanding to Singapore](#)

Middle East

Expand to the Middle East

Be among the first to expand to our emerging marketplaces like the Middle East.

[Learn about expanding to the Middle East](#)

See how customers shop Amazon stores around the world:

Europe

 [Amazon.co.uk](#)

 [Amazon.de](#)

 [Amazon.es](#)

Asia-Pacific

 [Amazon.co.jp](#)

 [Amazon.in](#)

 [Amazon.com.au](#)

Middle East

 [Amazon.ae](#)

 [Amazon.eg](#)

 [Amazon.sa](#)

Americas

 [Amazon.com](#)

 [Amazon.ca](#)

 [Amazon.com.mx](#)

 Amazon.fr

 Amazon.sg

 Amazon.com.br

 Amazon.it

 Amazon.nl

 Amazon.pl

 Amazon.se

 Amazon.com.tr

Learn how to expand globally

Watch presentations from Amazon Accelerate

Video 30:02

Expand to Established Amazon Stores

Learn about reaching customers in Europe, Japan, Canada, and elsewhere.

Video 24:43

Expand to Emerging Amazon Stores

Learn about reaching customers in Australia, Mexico, Brazil, and elsewhere.

See how other sellers operate worldwide

Plugable



01/03



Selling across Europe boosted my Amazon sales.



Bernie Thompson

Plugable | Redmond, WA – Expanded in 2011

SELLS IN:

North America, Europe, Japan, Australia

[Read full case study](#)

[View all case studies](#)

Get ready for global selling

Yes, you can do it—and we're here to help. Learn how to expand successfully.

Get started

[English](#) [United States](#) [Feedback](#)

Sell with Amazon

- Sell online
- How to sell on Amazon
- How much does it cost?
- Product ideas
- What is dropshipping
- Sell books online

Selling Programs

- Fulfillment by Amazon
- Amazon Advertising
- Global selling
- Amazon Business
- Black Business Accelerator
- More programs

Amazon for Brands

- Online store builder
- Amazon Brand Registry
- Brand management
- Product reviews
- Customer Behavior Analytics
- A+ Content

Resources

- Selling Partner Blog
- Seller University
- Seller Central Help
- Accelerate Seller Event
- Seller FAQs
- More ways to make money

Tools

- Login to your seller account
- Amazon Seller App
- Seller Central
- Selling Partner Appstore
- Find products to sell
- Revenue calculator