





Pricing

Standard selling fees

Our standard selling fees provide you with access to a package of Amazon tools and services. They're divided into two basic types: selling plan fees and referral fees.

In addition to selling fees, you might have added costs if you use certain optional tools and programs like Fulfillment by Amazon (FBA) or Amazon Ads. Ultimately, you get to control the cost of selling in the Amazon store by selecting the programs, tools, and services that are right for your business.



-  Selling plans
-  Referral fees
-  Helpful resources
-  Other fees

Selling plans

We offer two selling plans so you can choose the right package of tools and services for the right price. Each plan also provides you with access to a specific group of optional programs and tools.

Most sellers select our Professional selling plan because it provide them with a larger set of benefits that helps them manage and grow their businesses. But if you don't plan to sell more than 40 items per month, an Individual plan is a great option. There's no need to worry about selecting the right plan: you can switch or cancel anytime.

Subscription	Individual \$0.99 / item sold	Professional \$39.99 / month
Tools and services included		
Access Seller University trainings and Help pages	✓	✓

Get help from Seller Support	✓	✓
List products one at a time	✓	✓
Manage inventory one product at a time	✓	✓
Manage seller-fulfilled orders	✓	✓
Set static prices	✓	✓
Use tools like the Revenue Calculator, Amazon Seller App, and Service Provider Network	✓	✓
Add multiple users to your account		✓
Apply to sell restricted products		✓
Build your brand with enhanced product pages, a digital store, and other tools ¹		✓
Compete to be the Featured Offer		✓
Create promotions and coupons		✓
Integrate selling apps with SP-API		✓
List products in bulk		✓
Manage inventory in bulk		✓
Participate in programs like Global Selling, Local Selling, and Renewed		✓
Set dynamic prices		✓
Set your own shipping fees for non-media products ²		✓
Use B2B tools to engage business customers		✓
Use business reports to track sales, inventory, and orders		✓

Access to optional programs

Note: these programs involve additional costs. (links to new page)

Store inventory and ship customer orders using Fulfillment by Amazon (FBA)	✓	✓
Advertise your products and brands using Amazon Ads		✓
Create Lightning and 7-Day Deals		✓
Get paid in your local currency with Amazon Currency Converter		✓

Level up brand protection with Transparency



Participate in programs like Amazon Lending, Customer Service by Amazon, and Strategic Account Services



Ship ocean freight with Amazon Global Logistics



Sign up for Individual

Sign up for Professional

¹ Requires you to enroll your brand in Amazon Brand Registry

² Media products include books, music, video, and DVD

New Seller Incentives

Sell more with the New Seller Guide

Ready to sell with Amazon? Get started with the New Seller Guide, a set of brand, logistics, pricing, and promotional services backed by data science and designed to fuel the growth of new sellers.

Sellers who use the New Seller Guide during their first 90 days generate approximately **6x more first-year sales** on average.¹ They can also take advantage of over **\$50,000** in New Seller Incentives.

[Learn more](#)

¹Amazon internal data, FY2023, US store



Referral fees

Referral fees vary by product category. For every item sold, you'll pay a percentage of the total price or a minimum amount, whichever is greater.¹

Product category

Amazon Device Accessories

45%

Appliances - Compact

· 15% for the portion of the total sales price up to \$300.00, and
· 8% for any portion of the total sales price greater than \$300.00

Appliances - Full-size	8%
Automotive and Powersports	12%
Base Equipment Power Tools	12%
Baby Products	<ul style="list-style-type: none"> · 8% for products with a total sales price of \$10.00 or less, and · 15% for products with a total sales price greater than \$10.00
Backpacks, Handbags, and Luggage	15%
Beauty, Health, and Personal Care	<ul style="list-style-type: none"> · 8% for products with a total sales price of \$10.00 or less, and · 15% for items with a total sales price greater than \$10.00
Business, Industrial, and Scientific Supplies	12%
Clothing and Accessories	<ul style="list-style-type: none"> · 5% for products with a total sales price of \$15.00 or less · 10% for products with a total sales price greater than \$15.00 and less than or equal to \$20.00 · 17% for products with a total sales price greater than \$20.00
Computers	8%
Consumer Electronics ²	8%
Electronics Accessories ³	<ul style="list-style-type: none"> · 15% for the portion of the total sales price up to \$100.00, and · 8% for any portion of the total sales price greater than \$100.00
Eyewear	15%
Fine Art	<ul style="list-style-type: none"> · 20% for the portion of Sales Proceeds up to \$100 (with a minimum Referral Fee of \$1.00); · 15% for any portion of Sales Proceeds greater than \$100 up to \$1,000; · 10% for any portion of Sales Proceeds greater than \$1,000 up to \$5,000; and · 5% for any portion of Sales Proceeds greater than \$5,000
Footwear	15%
Furniture	<ul style="list-style-type: none"> · 15% for the portion of the total sales price up to \$200.00, and · 10% for any portion of the total sales price greater than \$200.00

Gift Cards	20%
Grocery and Gourmet	<ul style="list-style-type: none"> · 8% for products with a total sales price of \$15.00 or less, and · 15% for products with a total sales price greater than \$15.00
Home and Kitchen	15%
Jewelry	<ul style="list-style-type: none"> · 20% for the portion of the total sales price up to \$250.00, and · 5% for any portion of the total sales price greater than \$250.00
Lawn and Garden	15%
Lawn Mowers and Snow Throwers	<ul style="list-style-type: none"> · 15% for products with a total sales price of up to \$500.00, and · 8% for products with a total sales price greater than \$500.00
Mattresses	15%
Media - Books, DVD, Music, Software, Video	15% ⁴
Musical Instruments and AV Production	15%
Office Products	15%
Pet Supplies	15%, except 22% for veterinary diets
Sports and Outdoors	15%
Tires	10%
Tools and Home Improvement	15%
Toys and Games	15%
Video Games and Gaming Accessories	15%
Video Game Consoles	8%
Watches	<ul style="list-style-type: none"> · 16% for the portion of the total sales price up to \$1,500.00 · 3% for any portion of the total sales price greater than \$1,500.00

Note: A product's fee category may not be the same as the category that appears to customers in the Amazon store.

¹ An item's total price includes its list price, as well as shipping costs and any gift-wrapping charges.

² Certain cell phone devices may require approval. Learn more about selling cell phones and cell phone accessories.

³ Bundles containing both a camera device and accessory products are classified under the Electronics Accessories category. For a detailed, searchable list of products in each category, refer to our fee category guidelines.

⁴ In addition to the referral fee, media items incur a closing fee \$1.80 per item.

⁵ The Everything Else category is available to sellers for products that do not clearly fit within existing categories. Do not list items in the Everything Else category that appropriately fall within another category.

Amazon jargon:

ASIN

Every product in the Amazon store is automatically assigned an ASIN, or Amazon Standard Identification Number. This is different from the product's GTIN and SKU. If you don't have a GTIN for a product, you can try to match an offer to an existing product detail page using its ASIN instead.

Helpful resources

Getting paid and paying fees

Selling fees are usually deducted from your Amazon sales, but they can also be charged to the credit card associated with your selling account.

[Watch how to get an Amazon payment report](#)

Estimating fees

If you're a current seller, you can view fee estimates for your products on the Manage Inventory page. Look for the **Estimated fee per unit sold** column.

[View fee estimates](#)

Other selling fees

In some cases, you may pay additional fees for specific services, including the following:

Closing fees

Rental book service fees

High-volume listing fees

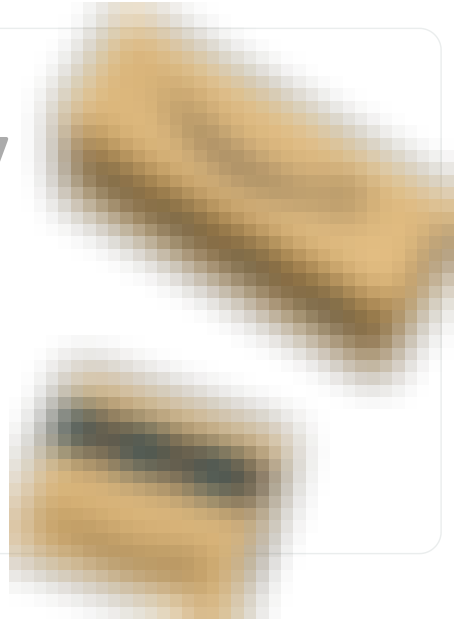
Refund administration fee

Start selling today

Put your products in front of the millions of customers who search Amazon.com every day.

Sign up

\$39.99 a month + selling fees



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Tools

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