

HOW TO START SELLING ON AMAZON IN JAPAN

Expand to Japan

Your journey to successful selling on Amazon in Japan

Whether you are new to selling globally or a seasoned exporter, Amazon makes selling internationally simpler and easier.

Get started today with this step-by-step guide and enjoy selling in Japan with Amazon!



Prepare to sell

- 1 [Learn about the growth opportunity in Japan](#) and how customers are shopping on Amazon.co.jp
- 2 [Learn about the different products](#) you can sell in Japan on Amazon and understand which categories are restricted or require approval.
- 3 [Understand tax and regulation requirements](#) when you start selling

Register and list

NEW TO SELLING ON AMAZON?

- 4 [Understand how Amazon's Japan selling account works](#) and learn what information you need to provide during registration.
- 5 [Complete account verification](#) and understand the documents required to pass

ALREADY HAVE AN AMAZON SELLER ACCOUNT?

- OR
- 4 [Learn how to link your existing Amazon account](#) and manage your product offerings across different marketplaces with a single seller account.
 - 6 [Understand the listing tools available in Japan](#) and learn more about how Build International Listings (BIL) helps you manage your listings

Ship and fulfill

WITH SELF-FULFILLMENT

- 7 [Understand fulfillment options in Japan](#) and choose between Fulfillment by Amazon or self-fulfillment for your products.
- 8 [Understand international fulfillment requirements](#), including import and export regulations

WITH FULFILLMENT BY AMAZON

- 9 [Send inventory to a Japan Amazon fulfillment center](#), complying with package and customs duty requirements.

WITH SELF FULFILLMENT

- 9 [Fulfill international customers' orders](#) and provide a great customer experience with prompt delivery

Manage your business

- 10 [Manage customer support](#), and either provide a local address for returns or offer a refund for international shipping. (FBA manages fulfillment and returns questions.)
- 11 [Promote your products to grow sales](#) to customers in Japan

Prepare to sell

1. Learn about the growth opportunity in Japan and how customers are shopping on Amazon.co.jp.

When you sell on Amazon in Japan, you can reach millions of customers and make your products easier to find and easier to buy for Japan customers. Start selling and grow your customer reach globally. Japan has a population of 128 million¹ people and 72% of Japanese shoppers make purchases online.² This makes Japan a perfect marketplace to grow your reach.



You too can benefit from this growth by selling in Japan. Tap into our world-class logistics, tools, and customer service—including Fulfillment by Amazon—to simplify the process, so you can focus on your business.

[See how companies like yours are making Amazon part of their success story globally.](#)

Things to know before you get started: Just like in the US, you can choose between two selling plans that enable you to sell in Japan. [Use the Amazon fee calculator in Japan](#) to estimate your average fee charges and potential revenues.

- The Basic plan is for those who sell fewer than 35 items per month. You pay Amazon a fee only when you sell something.
- The Professional plan is for those who sell more than 35 items per month. You pay a fixed monthly fee.

2. Learn about the different products you can sell in Japan and understand which categories are restricted or require approval.



Make sure you're allowed to sell the product. Understand your distribution rights. Also, be aware that Japan safety and compliance regulations differ from those in other geographic regions.

[Learn which product categories are open to start selling in Amazon's Japan store.](#)

Eligible product categories and restrictions

Customers trust that they can always buy with confidence on Amazon. It is your responsibility to make sure that you and your products comply with all applicable laws and with Amazon's policies concerning [Category, Product and Content Restrictions](#). If you have questions about your products' compliance or your legal obligations in Japan, we advise you to consult with one of our [external solution providers](#). Research current [best sellers on amazon.co.jp](#) or get the list of [recommended products](#) that has been translated from Amazon.com in English to Amazon.co.jp in Japanese for you to sell on Amazon.co.jp.

3. Understand tax and regulation requirements when you start selling.



Tariff and duty rates system

It is the seller's responsibility to comply with all [Japanese customs laws and regulations](#), including applicable duty and tax requirements. Any goods imported into Japan are subject to the Import Consumption Tax. Some goods are subject to customs duties. The harmonized classification schedule in the Customs Tariff Law sets forth both the classification and the corresponding customs duty rate of particular products. The amount of consumption tax payable on imported goods is calculated on the basis of the customs value of the goods plus customs duty payable and, where applicable, other excise taxes payable.

Handling Consumption Tax

As all services provided by Amazon Japan G.K. are deemed to be transactions conducted in Japan, the services are subject to the Japanese consumption tax.

However, Sellers residing outside Japan may not be subject to the consumption tax on transactions with respect to the Selling on Amazon Services and the advertising service (sponsored products). This is decided based on the company address indicated in the Seller account information of the setup menu and its address information registered on the Seller Central. [Learn more about consumption tax](#) (Japan Seller Central login required).

Tax Solution Providers: As part of our commitment to help sellers expand their business to Japan, Amazon is working with international tax advisors to offer special discounted rates for Amazon sellers who are expanding their business into the Japan Marketplace. Connect with a tax expert in the [Solution Provider Network](#).

Other resources

- [Japan Tax and Regulatory Considerations](#)
- The Customs duty rates can be found at [webTarriff](#)
- [Outline of Tariff and Duty Rates System](#)
- [Japan National Tax Agency](#)

Important: Information on this page does not constitute tax, legal, or other professional advice and must not be used as such. You should consult your professional adviser if you have any questions.

Register and list

4. Understand how Amazon's Japan selling account works and learn what information you need to provide during registration.

New to selling on Amazon?

Selling on Amazon is an efficient and effective way to reach millions of potential new customers. A simple five- step process makes it easy to get started:

- 1 Register your seller account
- 2 Upload your listings
- 3 Customers see and buy your products
- 4 Deliver your products to the customers
- 5 Receive your payments



Already have an Amazon seller account?

The first step to sell in another region is to create a seller account within that region. If you have a Professional Seller account in one region, you can easily expand to Japan through [Linked Accounts on your Sell Globally page on Seller Central](#), and manage your business from one page. After you complete registration, your existing seller account will be linked to your new seller account in the new region.

[Learn about Amazon tools and services that can help you manage, sell, and fulfill your products globally.](#)

What you'll need for registration

- Credit card
- Phone number (in order to also receive PIN verification)
- Company registration details - Company name, Business email address, Business license Primary Contact Person Information.
- Beneficial Owner Information
- Bank account information to receive sales (Currently, Amazon supports JP and U.S. bank accounts)
- UPC/ EPN for your products

[Register your account now.](#)



Do I need a Japanese business entity or bank account?

No. You can keep using your US business entity and bank account. Amazon Currency Converter for sellers helps you convert to your preferred local currency.

Account Settings

You can manage your account information in Seller Central in Account settings. To access your Account settings, click Settings in the upper-right corner of Seller Central. Click Account Info to see details about seller and business information, add listing status, modify selling plans, edit listing status, add charge & deposit methods, and more. After registration [take a quick tour of Seller Central](#), the portal that puts you in command of your Amazon seller account.

5. Complete account verification and understand the documents required to pass

Seller Identity Verification

After you register but before you start selling, Amazon will verify your identity with the Seller Identity Verification process (SIV). Sellers need to complete SIV at registration and provide documents to verify the primary contact person. This is the person who has access to the Selling on Amazon payment account, provides the registration information on behalf of the account holder (the registered seller), and initiates transactions such as disbursements and refunds. Actions taken by the primary contact person are deemed to be taken by the account holder. Required documentation includes:

A document proving national identity (Typically a passport or driver's license and birth certificate for US citizens)

Document must meet the following requirements:

- ✓ Submit a scanned color copy of both sides of your government issued national ID.
- ✓ Copies should be legible.
- ✓ If you submit a document other than your passport, it must be in one of the following languages: Chinese, English, French, German, Italian, Japanese, Portuguese, or Spanish. If it is not in one of these languages, please provide a notarized translation of your document into one of these languages.
- ✓ The name on the national ID should match the name on your registered Amazon account.
- ✓ The national ID should not be expired.



Bank account or credit card statement

Document must meet the following requirements:

- ✓ Submit a scanned color copy of both sides of your government issued national ID.
- ✓ Scan or take a picture of the original document in color using your mobile device. If you are downloading a statement from online, it must be in PDF format. Do not submit in Excel format or a screenshot.
- ✓ Your document must be in one of the following languages: Chinese, English, French, German, Italian, Japanese, Portuguese, or Spanish. If it is not in one of these languages, provide a notarized translation of your document into one of these languages.
- ✓ The name of the point of contact or company mentioned on the statement should either match the point of contact name or business name provided during registration.
- ✓ The address on the bank account statement should match the address on your registered Amazon account.
- ✓ Document should be legible and must have been issued within the past 180 days. Documents must not be password protected. Please do not provide a photo of your credit card or debit card.

Two-Step Verification

Go through [the account safety two-step verification](#) (2SV). This is your best protection against unauthorized access to your seller account, even if your password is stolen and especially if you use the

same password across multiple sites. Once you have enabled Two- Step Verification, when you access your account, you will first enter your Seller Central user name and password. Then, you will be prompted to enter a security code. This code is sent via text message to your SMS-enabled phone, received through a voice call, or obtained from an authenticator app, which does not require cell service. It has been mandatory for all sellers worldwide since November 1, 2017.

Getting through account verification

Pre-Submission Checklist:

1. Name, Address, Phone Number, Email Address must match the details listed on the supporting documents with [Name of Shop Representative](#) & [Business Address](#) listed on Seller Central. For example, "Jane Doe" and "Jane A. Doe" may be considered a mismatch, as may be "Main St." and "Main Street."
2. The legal entity name in Seller Central must EXACTLY match the [legal entity](#) listed in the business license.
3. Provide scanned copies (no screenshots): Please note that we only support documents in .pdf, .png, .gif format. Photo screenshots are NOT accepted.
4. Complete Documents with ALL pages Included: Scan all pages of the supporting documents and submit them. If there are blank pages in the supporting documents, include the blank pages in the submission.

Avoid these common mistakes:

- Submitting repeated appeals without providing sufficient lead time for Amazon to get back to you. Before you receive a response, please do not submit repeated appeals or send your appeal through other channels as your repeated appeals may be identified as spams and delay our response to you.
- Submitting an incomplete, illegible, altered or a screenshot image of your documents. Avoid altering your document in any way, including adding remark, watermark or annotation on the documents.
- Submitting post-dated or invalid type of document

Once you submit, send an email to alliance@amazon.co.jp and attach the supporting documents. This is to notify Amazon Seller Performance Team to review your case for account reinstatement.

[Get more guidance](#) on how to provide the required documents post account registration for the account enforcement appeal process (if applicable).

6. Understand the listing tools available in Japan and learn more about how Build International Listings (BIL) helps you manage your listings

Build International Listings

The [Build International Listings](#) tool helps you create and update offers from a single source marketplace to one or more target marketplaces. You save time and effort by managing offers in one marketplace. From that source marketplace, the tool will update eligible offers and prices in the target marketplaces based on settings that you specify and currency exchange rates.

Build International Listings works across regions when you have connected them by [linking accounts](#) and performs the following automated tasks:

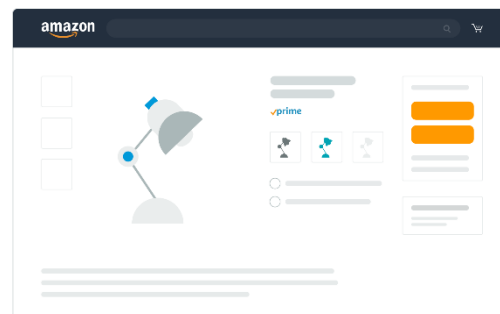
- Creates offers from a source marketplace to a target marketplace where the same ASINs already exist in both marketplaces.
- Synchronizes the offer prices in target marketplaces based on the price you set in the source marketplace and your price rules.
- Adjusts prices periodically to reflect currency conversion fluctuations in the target marketplaces'

currencies. The frequency of these updates may vary from daily to weekly. These updates will not show changes of less than 1%.

- Adds or deletes offers in the target marketplaces when you make changes to eligible ASINs in the source marketplace.

Listing in small batches or in bulk

You can list a small number of products using [the Add-a-Product tool](#), or you can use inventory files to [list your products in bulk](#). Inventory file templates let you to add or edit product listings in bulk. You can create a template to suit your specific requirements and list different types of products across multiple categories using one template.



High quality detail page and images

High-quality listings make it easier for customers to find, evaluate, and purchase your products. High-quality listings begin with basic information: images, brands and descriptions. Detailed information, such as size, manufacturer part number and material type, can also help customers find your listings. For step-by-step instructions on improving your listing quality, see [Enhance your listings](#).

Winning the Buy Box

The Buy Box is the box on a product detail page where customers can begin the purchasing process by adding items to their shopping carts. A key feature of the Amazon website is that the same product can be sold by several sellers. To give customers the best possible shopping experience, sellers must meet performance-based requirements to be eligible to compete for Buy Box placement. Since seller performance requirements can vary by category and are subject to change, we do not disclose specific targets needed to become an eligible seller. See [how the Amazon Buy Box works](#), how it can increase your sales, and how you can become eligible to win it.

Ship and fulfill

7. Understand fulfillment options in Japan and choose between Fulfillment by Amazon or self-fulfillment for your products.

Deliver your products to the customers

You can ship and fulfill the products you sell on Amazon from your own local inventory, or you can choose Fulfillment By Amazon (FBA). Note that if you choose to manage your own shipping, you are responsible for the customer experience from shipping to returns. Your service should include prompt delivery and customer support in the language of each store where you are active.

With FBA, you just send your inventory to one of our Japan fulfillment centers and we will pick, pack and ship your products. We will also handle customer service in the language of the store, and process any refund and return requests. Many Amazon sellers use FBA because it enables them to focus on growing their business rather than on fulfillment.

Fulfillment by Amazon (FBA)

[Fulfillment by Amazon](#) (FBA) helps you increase your domestic and global online sales, and enhance customer satisfaction, by giving you access to Amazon's world-class fulfillment resources. When you sign up to sell on Amazon you are automatically registered for FBA:

- Select the Fulfillment by Amazon option when you list products
- Send your products to an Amazon fulfillment center
- Your products are enabled with Prime delivery options
- We pick, pack and ship your products directly to customers throughout Japan

The benefits of using FBA in Japan include:

- Increase your sales: When you join FBA, your offers become more visible and more competitive. Your eligible products qualify for [Amazon Prime](#) and [FREE Delivery to customers in Japan](#).



- Benefit from Amazon's 24/7 customer service: Customers get Amazon's trusted customer service and returns. With FBA, Amazon's acclaimed 24/7 customer service is available in the local language you are selling in
- Our services let your business grow quickly in Japan. Our fulfillment centers are built with your inventory in mind, and there's no minimum for the number of products you send. We handle the details to save you time, so you can focus on your business. You can even fulfill orders from other channels with [multi-channel fulfilment](#)- you manage your inventory through a simple online user interface and can direct us to return the inventory at any time
- Keep selling even when you take a break: Thanks to the FBA vacation settings, you can carry on selling even when you are on holiday

FBA fees in Japan

With FBA in Japan, there are no minimum requirements or setup charges, and no subscription fees. You only pay fulfillment and storage fees for the services you use.

- Get an overview of [FBA fees](#) for order fulfillment and related services in Japan.
- Use the [FBA revenue calculator](#) to estimate your fees for specific items using active listings on Amazon.

[Learn how to get started with FBA in Japan.](#)

8. Understand international fulfillment requirements, including import and export regulations.

Getting your products to Japan

Using FBA in Japan is a similar process once your items are in Amazon's warehouses, but getting the items to those warehouses in Japan has some unique differences than the process in the US. Amazon's [Solution Provider Network](#) has a list of third-party providers that other Amazon Sellers have used to ship their inventory into Japan.

Regardless of which fulfillment method you choose, shipping to Japan involves certain requirements. Two of the most important ones are providing an importer of record (IOR) and using delivery duty paid (DDP). These largely involve who is responsible for paying fees such as import duties and taxes.

Importer of record: An IOR is required to sell in Japan. The IOR is the entity responsible for paying import duties and taxes, ensuring that your imports comply with local laws and regulations. Note that neither Amazon nor its fulfillment centers can serve as the IOR for FBA shipments. Learn more about important requirements for Japan [here](#).

Disclaimer: Information on this slide does not constitute tax, legal, or other professional advice and must not be used as such. You should consult your professional advisers if you have any questions.

9.

Send inventory to a Japan Amazon fulfillment center, complying with package and customs duty requirements. (With FBA)

Fulfill international customers' orders and provide a great customer experience with prompt delivery (With self-fulfillment)

Preparing products for FBA

To ensure a safe and efficient selling environment and satisfying Customer experiences, FBA sellers are required to comply with clear guidelines for selecting, preparing, and shipping products to Amazon. Learn about:

- [Inventory requirements](#) for listing, preparing and sending your FBA inventory to Amazon fulfillment centers.
- [Preparing your products](#) for shipment to Amazon fulfillment centers
- [FBA product restrictions](#) to know what is acceptable for the Amazon fulfillment process
- [Shipping and routing requirements](#) when sending inventory to FBA

A-to-Z Guarantee

The A-to-Z Guarantee is designed to handle situations where a customer either never received a product or received a product that differs from what the customer ordered or expected.

In order to avoid claims and chargebacks, follow these best practices:

- Respond promptly to customer emails
- Refund proactively
- Describe products accurately and provide clear images
- Ship with care
- Confirm dispatches and provide tracking information
- Promptly cancel any out-of-stock orders
- Confirm appointments
- Complete all the tasks as outlined on the detail page of a listed service
- Fix the buyer's service quality issues: Offer to remedy a situation by fixing a buyer's quality issue free of charge

[Learn more about how to manage orders in Japan.](#)

Manage your business

10. Manage customer support in the local language and either provide a local address for returns or offer a refund for international shipping. (FBA manages fulfillment and returns questions.)

Customer support

Local language customer support: When you choose to fulfill customer orders yourself, it's not just the picking, packing, and shipping to customers that you'll need to handle; Amazon also requires that you handle customer support.

Timely responses: Customers expect prompt, helpful service when they have questions or concerns about your products. To maintain a healthy seller scorecard, you should have customer service specialists who understand your products, that know where the customer's product is and when it will be delivered, and who will be able to respond quickly (within 24 hours) to customer e-mail contacts in the local language. This may be challenging when selling in stores that are in different time zones from your place of business, as the time differences will shorten the timeframe in which you can respond to customers during your regular business hours.

Customer support for Fulfillment by Amazon: When you use FBA, Amazon will provide 24-hour customer support on your behalf in the local language of the relevant store. For many sellers, this feature of FBA is critical to selling in international stores successfully. With local language customer support already included in FBA, you can provide your customers with Amazon's world-class customer service, and you can focus on growing and managing your business.

Customer returns

When listing in an international store and fulfilling items on your own, you must either provide customers with a local return address within the country of their Amazon store website or offer them free shipment for returns. This is a requirement to sell on Amazon's stores.

As you consider how your customers will return items that they purchase from you, please keep the following options in mind:

- Using Fulfillment by Amazon: When you choose FBA, Amazon will handle local returns on your behalf for FBA orders in that store, so you don't have to worry about providing a local return address.
- Implementing restocking fees and offering partial refunds: In certain situations, it might be appropriate to charge the customer a restocking fee or offer a partial refund on the product being returned. Restocking fees or partial refunds must comply with Amazon's policies on returns.
- Engaging a third-party International Returns Provider: We have created a list of returns providers that can accept returns in your customers' countries. Depending on your sales volume and unit

price, international returns providers may offer solutions that reduce the costs you incur when customers in other countries return your products. For example, some providers will consolidate returns and ship them back to you or ship them to another customer.

Monitor and improve your performance

We strongly encourage you to monitor your performance regularly on the Customer Metrics page of your seller account. This tool provides data on all of your performance metrics so you can easily see if you are meeting our selling targets.

[Check out Seller University](#) for a wealth of information about selling on Amazon, our policies for sellers, and the tools, products, and services that can help you swiftly grow your business.

11. Promote your products to grow sales to customers in Japan

Raise your visibility with Sponsored Products

Advertising on Amazon is an easy way for you to promote your listings. Ads appear prominently where customers will see them, such as on the first page of search results or product detail pages. You place bids on relevant keywords, and if your bid wins and your ad matches the search, your ad gets displayed to shoppers. These targeted ads can help you increase sales by showcasing your products to a wider audience.

We have two effective advertising solutions: Sponsored Products for promoting individual listings, and Headline Search Ads to help registered brand owners to promote their brand and product portfolio. Both solutions are designed to:

- Help you increase sales
- Help customers find what they're looking for
- Get your products discovered
- Control your costs. You pay only for the clicks your ads receive. Campaign reports track your ads' performance, so you can measure Return on Investment, and adjust your bids and budget to optimize results.



How to get started

- Log in to Seller Central and click on the Advertising tab
- Choose the products you want to advertise
- Decide how much you'll bid for clicks and set an overall budget
- In just a few minutes, you can launch your first campaign

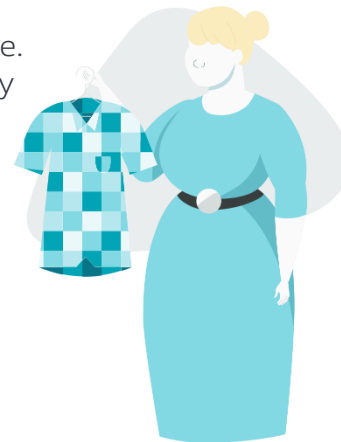
Watch this step-by-step video on how to [create your first Sponsored Products campaign](#).

Setup Amazon Points on your offers

Amazon Points is a payment method for eligible items on the Amazon.co.jp website. Amazon buyers earn Points by purchasing items with Point offerings, and then they can redeem the Points they earn on other eligible items.

Sellers have the option to offer Amazon Points on any of their listed offers. Points accumulate at the rate of one yen for every Amazon Point redeemed.

Refer to the [Seller Guide \(English\)](#) for an overview of the feature and how to offer Amazon Points or learn more [here](#).



Register your brand

You can protect your registered trademarks on Amazon through Amazon Brand Registry to create a more accurate and trusted experience for customers. Amazon Brand Registry gives you access to powerful brand-management tools, including proprietary text and image search, predictive automation based on your reports of suspected intellectual property rights violations, and increased authority over product listings with your brand name. [See how to get started now.](#)

Lightening Deals for Brand Owners

[Lightning Deals are flash sales](#) that feature products for several hours on our popular Amazon Deals page. Lightning Deals are a great way to clear out overstock or end-of-season inventory, and attract new customers with promotional prices.

EBC for Brand Owners

The Enhanced Brand Content (EBC) feature enables brand owners to change the product descriptions of branded ASINs. Use this tool to describe your product features in a distinctive way by including a unique brand story, enhanced images and text placements. Adding EBC to your product detail pages can result in more traffic, higher conversion rates, and increased sales. [See how to create Enhanced Brand Content](#)