

Amazon Outlet

Turn excess inventory into opportunity



Take a proactive approach and optimize your inventory with Amazon Outlet. We've made it easy to get started with new tools that can automatically identify products eligible for markdowns, closeouts, and overstock deals.

Customers shop the Outlet page (amazon.com/outlet) for markdowns and deals on overstock and clearance products. Featuring products on Outlet can help you boost sales, improve cash flow, optimize inventory levels, and reduce total storage fees. Amazon helps drive customers to the Outlet page through direct emails and ads, including on Amazon's homepage.

77%

of those surveyed saw an increase in unit sales after listing their products on Outlet.¹

How it works

Outlet offers are discounted products featured on [amazon.com/outlet](https://www.amazon.com/outlet). Discounts vary based on factors that include current demand and pricing. There are two types of offers. **Outlet deals** are limited-time promotional offers. Items are featured for a period fixed by Amazon, usually two weeks, on the Amazon Outlet page. **Outlet sales** are regular sales promotions created through a price reduction. Amazon selects sales to feature on Outlet based on factors that include customer demand and product star rating.

How to create an Outlet deal

1. Go to the [Manage Excess Inventory](#) page.
2. Select **Create Outlet deal** from the drop-down menu to the right. The option will appear only for eligible products.
3. In the pop-up window, enter your price after reviewing the maximum Outlet deal price recommended.
4. Review the start and end date of your Outlet deal. Click **Submit**.

How to create a sale for Outlet

1. Go to the [Manage Excess Inventory](#) page.
2. Select **Create sale** from the drop-down menu to the right. The option will appear only for eligible products.
3. In the pop-up window, enter your sale price after reviewing the recommended sale price.
4. Edit the proposed start and end date of your Outlet sale. Click **Submit**.

The details

- Outlet may be used only for offers of excess inventory currently available for sale and in Amazon fulfillment centers.
- We may require a lower deal price based on the current demand for your product.
- Outlet deal submissions will be reviewed on a first-come, first-served basis. An Outlet submission does not guarantee acceptance.
- Running an Outlet deal or sale may affect the ASIN's eligibility and pricing for other Amazon deals such as Lightning Deals and Deal of the Day.

For more information

Go to [amazon.com/outlet-program](https://www.amazon.com/outlet-program) (sign-in required)