



Global Store: International Expansion Simplified

Take Your Business Global — Starting Today!

Unlock millions of new customers in 14+ destinations with Amazon’s Global Store.

14+

AVAILABLE DESTINATIONS

5–8

DAYS SHIPPING

100M+

CUSTOMERS WORLDWIDE

750K

SELLERS WW

\$5B Annual Cross-Border Sales¹

ABOUT THE PROGRAM

With your selection already in Amazon’s fulfillment centers, you can focus on growth while we manage the rest. No new operations to set up, no extra overhead— just the freedom to build your brand into the next big thing globally while Amazon powers your worldwide success story.

“Participating in the program was a smooth and straightforward process. It allowed us to generate additional sales and test the Canadian market efficiently, paving the way for future growth with Canada FBA. We are now seeing substantial growth in Canada.”

— Amy Ferber, Co-Founder, She’s Birdie

Reach 14+ Destinations and 100M+ customers



KEY BENEFITS

- Reach Millions of New Customers**
Access more than 100M+ customers worldwide and expand your brand’s presence across global marketplaces instantly.
- Preserve Your Margins**
Amazon’s automated pricing tools align international prices with source prices, maintaining consistent profit margins.
- No Tax Requirement**
No need to file taxes when expanding through Global Store — Amazon handles all international tax compliance.
- Hands-off-the-wheel Shipping & Returns**
Amazon handles all international logistics right to the customer’s doorstep for a frictionless experience.
- Zero Incremental Fees to US FBA**
Expand internationally with no additional FBA fees on top of what you already pay in the US.
- No Active Management Needed**
No new resources to hire and no day-to-day management — Amazon runs the international operations for you.
- Quick Demand Signals**
Test international demand and get quick signals before investing more heavily across borders.
- No Account Health Risk**
Only compliant selection is cross-listed, so expansion never puts your Account Health at risk.

NEW FEATURES 2026

1

Gather global demand signals with a brand new Global Store dashboard

2

Run global Ads, Deals and Sponsored Campaigns

3

Manage your business with new Order and Product Status Reports

Find us at the Amazon Global Store Booth 218 Pavilion • September 22–24

New experience available to 100% of sellers by end of 2026

Questions? Reach us at: global-store@amazon.com