

FBA Subscribe & Save

FBA Subscribe & Save ~~allows~~ lets Amazon customers ~~to~~ sign up for ~~regular~~ recurring, scheduled deliveries of products ~~that~~ they use frequently.

Subscribers ~~receive up to 15% off their Subscribe & Save orders, as well as free shipping.~~ As an FBA seller, you can apply to include your eligible FBA offers in Amazon's Subscribe & Save program. get a base discount on their deliveries, which is funded by you as the seller. Customers who receive [five for Amazon.fr and three for Amazon.it and Amazon.es] or more subscriptions in a delivery reach tiered status, unlocking additional savings on all products in their delivery. (See **How base discounts and tiered status work** below.)

~~When a customer chooses to subscribe to a product delivery, they choose the product, how many they want delivered and how often. They receive a 5% discount per subscription until they have 5 subscriptions delivered each month, after which they will receive a 15% discount on their entire order.~~

~~For~~ To learn more information about the customer program, see [Subscribe & Save benefits](#), check out [Subscribe & Save](#).

~~The discount is applied to the selling price that you set for the products you offer as subscriptions, and is deducted from your revenue. Amazon FBA then picks, packs, and ships your Subscribe & Save order.~~

Important: ~~FBA sellers who want to participate~~ participating in Subscribe & Save must meet certain eligibility requirements outlined later in this article. ~~All participating sellers are subject to the [FBA Subscribe & Save Seller Terms and Conditions](#)~~ By participating in Subscribe & Save, you agree to the program's terms and conditions. Amazon reserves the right to change the conditions of the Subscribe & Save program, including eligibility requirements and discounts.

~~What does the FBA Subscribe & Save detail page look like?~~

- ~~• The buybox will default to Subscribe & Save and display to the customer how many more deliveries they need to meet a higher discount threshold.~~
- ~~• If customers require your products straight away, they can select "One-time Purchase" in the buybox.~~
- ~~• In order for your Subscribe & Save offer to appear on the detail page you need to be winning the Buy Box. For more information see [How the Buy Box works](#)~~

~~Why should I use Subscribe & Save as a seller?~~

- ~~1. Subscribe & Save's subscription model is particularly useful in marketing brands because it facilitates repeat purchases of the same product, which in turn may lead to increased loyalty.~~
- ~~2. FBA Subscribe & Save sellers have access to a [forecasting report](#) which looks at 8-week unit demand from subscriptions. This can ultimately help your business improve inventory planning.~~
- ~~3. Your products are automatically added to the Subscribe & Save Storefront so there is the possibility of increased visibility when customers browse specifically for Subscribe & Save enabled ASINs.~~

Eligibility requirements

~~If you are eligible, you can participate in Subscribe & Save by enabling the program in your account settings. Eligibility criteria include your sales history and seller performance metrics, among other factors. To participate in the program, you must, at a minimum, have an FBA account that:~~

- ~~• Is in good standing~~
- ~~• Has a feedback rating. Effective December 14, 2020, enrollment of 4.7 or higher new products is limited to brand owners. Any product enrolled before December 14 remains eligible for Subscribe & Save. For information on registering brands, visit Amazon Brand Registry.~~

~~Has been~~If the option to enable Subscribe & Save does not appear in your settings and you believe that you have eligible, replenishable items, contact Selling Partner Support.

Amazon uses the following criteria to determine product eligibility:

- Fulfillment history and in-stock rate
- Sales performance
- Product category
- Average selling in FBA for price

Seller-funding requirements

You can choose from three months base funding options: 0%, 5%, or 10%. Subscribers who receive [five for Amazon.fr and three for Amazon.it and Amazon.es] or more subscriptions in a delivery reach tiered status, and Amazon will fund an additional 5% discount. You can update funding and manage your selection on the Manage Products page.

The new funding structure applies to all of your Subscribe & Save items, including those already enrolled and new selections. All subscriptions created before December 14, 2020, will continue to be funded per the previous category-specific fee structure.

- **Note:** Starting on December 14, 2020 eligible, replenishable items will be automatically enrolled at a 0% base discount and Amazon will fund the 5% tier discount. With this change, there is no cost to you and you will no longer have to manually enroll products in Subscribe & Save to benefit from the program. If you don't want to take advantage of automatic enrollment, you can opt out at any time by clicking on "Opt out of automatic enrollment" on the Manage Products page.

Eligible product categories and How base discounts and tiered status work

The base discount and funding information below applies to all subscriptions created after December 14, 2020. Five or more subscriptions in a delivery unlocks tiered status, meaning additional savings for customers.

Seller funded at 0%

[Four for Amazon.fr and two for Amazon.it and Amazon.es] subscriptions on the same delivery date earns customers no discount. [Five for Amazon.fr and three for Amazon.it and Amazon.es] or more subscriptions on the same delivery date earns a 5% discount (funded by Amazon)).

Seller funded at 5%

[Four for Amazon.fr and two for Amazon.it and Amazon.es] subscriptions on the same delivery date earns customers a 5% discount. [Five for Amazon.fr and three for Amazon.it and Amazon.es] or more subscriptions on the same delivery date earns a 5% discount (funded by you), plus an additional 5% discount (funded by Amazon)—unlocking customer savings of 10%.

Seller funded at 10%

[Four for Amazon.fr and two for Amazon.it and Amazon.es] subscriptions on the same delivery date earns customers a 10% discount. [Five for Amazon.fr and three for Amazon.it and Amazon.es] or more subscriptions on the same delivery date earns a 10% discount (funded by you), plus an additional 5% discount (funded by Amazon)—unlocking customer savings of 15%.

For all subscriptions created before December 14, 2020, the following product category fee structure applies:

Product category	Discount for customers receiving deliveries for [1-4 for Amazon.fr and 1-2 for Amazon.it and Amazon.es] product subscriptions on the same delivery day in the same month*	Discount for customers receiving deliveries for [5 for Amazon.fr and 3 for Amazon.it and Amazon.es] or more product subscriptions on the same delivery day in the same month*
Beauty	5%	15% for FR 10% for IT and ES
Grocery	5%	15% for FR 10% for IT and ES
Baby Products	5%	15% for FR 10% for IT and ES
Health & Personal Care	5%	15% for FR 10% for IT and ES
Pet Supplies	5%	15% for FR 10% for IT and ES
Consumer Electronics	5%	15% for FR 10% for IT and ES
Home Improvement	5%	15% for FR 10% for IT and ES
Kitchen	5%	15% for FR 10% for IT and ES
Lawn & Garden	5%	15% for FR 10% for IT and ES
PC	5%	15% for FR 10% for IT and ES
Sports	5%	15% for FR 10% for IT and ES
Home	5%	15% for FR 10% for IT and ES
Office Products	5%	15% for FR 10% for IT and ES

Product category	Discount for customers receiving deliveries for [1-4 for Amazon.fr and 1-2 for Amazon.it and Amazon.es] product subscriptions on the same delivery day in the same month*	Discount for customers receiving deliveries for [5 for Amazon.fr and 3 for Amazon.it and Amazon.es] or more product subscriptions on the same delivery day in the same month*
Automotive	5%	15% for FR 10% for IT and ES
Musical Instruments & DJ	5%	15% for FR 10% for IT and ES
BISS	5%	15% for FR 10% for IT and ES
Camera	5%	15% for FR 10% for IT and ES

*For customers to receive the discount they can subscribe to any offer available in the program and are not just limited to your available inventory.

~~Case Example 1: If a customer subscribes to 3 of your products and 2 products from other sellers/Amazon, they will reach the 15% discount providing they arrive on the same delivery day in the same month~~

~~Case example 2: If a customer subscribes to one of your offers selecting a quantity of 5 this only counts as 1 Subscription.~~

Seller coupons and promotional discounts are added to Subscribe & Save discounts. For example, if you run a Lightning Deal on a product in Subscribe & Save, you must provide the program discount in addition to the deal price.

Subscribe & Save orders

There are two types of Subscribe & Save orders: sign-up orders and replenishment orders.

- **Sign-up orders**- are the customer's initial order subscribing to a product in the Subscribe & Save program. In order for your Subscribe & Save offer to appear for a product, your offer must be the Buy Box offer. For more information, see [How the Buy Box Works](#).
- **Replenishment orders**- are automatically created according to the frequency set by the customer. Subscribe & Save customers can set deliveries at monthly intervals, from one to six months.

You can view your Subscribe & Save orders in the ~~Transaction View~~ [Transaction View](#) of the ~~Payments report~~ [Payments report](#) page.

~~Subscribe & Save program requirements~~

~~Only eligible products can be included in the Subscribe & Save program. Products must be offered through FBA and you must maintain an in-stock percentage of at least 85%.~~

~~For eligible offers, the Subscribe & Save discount is applied to your price for the product on the day the order is placed. The discount amount is up to 15%, depending on the total number of products the buyer has subscribed to and the product category of the offer. The discount applies to the selling price that you set for the products you offer as subscriptions and is deducted from your revenue. FBA picks, packs, and ships your Subscribe & Save order.~~

~~**Note:** Amazon Family customers receive a flat 20% discount on nappies regardless of the number of subscriptions.~~

~~Coupons and promotions~~

~~Any coupons or promotions you offer also apply to your Subscribe & Save products. For example, if you run a promotion offering a 20% discount on a product that is also available through Subscribe & Save, that discount will be added to existing subscriptions and will result in a total discount greater than 20% for subscriptions.~~

Seller performance metrics

~~In tandem with normal seller [Seller performance](#) checks on your account, we monitor the following for [SnS performance reviews](#) are ongoing in order to [protect the ensure a positive Amazon](#) customer experience:~~

- ~~1. [Cancellations on replenishment orders due. When evaluating performance, we consider such things as your ability to out-of-stock](#)~~
- ~~2. [Price Increase on replenishment orders](#)~~
- ~~3. [Good standing as a seller](#)~~

~~If your performance on [FBA maintain inventory levels sufficient to meet customer demand, customer feedback, and Subscribe & Save falls below expectations](#) order cancellations. Poor performance metrics may result in relation to the points above, we will send performance notification emails (please ensure your [notification preferences](#) in Seller Central are updated). Failure to resolve these issues can lead to **(1)** [the suspension of new subscriptions \(the SnS buybox will disappear automatically on the detail page\)](#), **(2)** [Cancellations of existing subscriptions, your Subscribe & Save offers](#) or **(3)** [removal your suspension](#) from the [Subscribe & Save](#) program.~~

~~For tips on managing your Subscribe & Save offers, see [Manage products](#).~~

Additional resources

- [Subscribe & Save dashboard](#)
- [Manage Subscribe & Save](#)
- [Performance report](#)
- [Forecasting report](#)

FBA Subscribe & Save Terms and Conditions

The English version of these terms and conditions is the definitive legal version. Translations into other languages are available for your ease of reference only.

These terms and conditions supplement the ~~Amazon Services Business Solutions Agreement~~ Amazon Services Europe Business Solutions Agreement including the Fulfillment by Amazon Service Terms, and govern your participation in the FBA Subscribe & Save program (the "Program"). By participating in the program, you agree to these terms and conditions.

1. Seller eligibility

You must meet the eligibility requirements described in the ~~Program Help page~~ Program help page to participate in the ~~Program~~ program.

2. Product enrollment, availability, and withdrawal

(a) ~~You will~~ Amazon may, but is not obligated to, enroll in the Program only products included in the Eligible product categories and discounts section of the Program Help page. Your Products in the Program if they are eligible. Either You or Amazon may cancel the ~~enrollment~~ enrolment of Your Products in the Program at any time; Any cancellation of Your Products' enrolment in the Program may take up to 14 days to process.

(b) Only products that meet the eligibility requirements in the Program help page may be enrolled in the Program. Amazon determines a product's eligibility for any reason; the Program based on criteria set forth in the Program help page

~~(bc)~~ You will fulfill all orders for Your Products through the Program using the Fulfillment by Amazon Service.

~~(ed)~~ If you offer a product through the Program, you will also offer that product on Amazon to customers who do not use Subscribe & Save.

~~(d) You may withdraw Your Products from the Program at any time. To help ensure a great Subscribe & Save customer experience, Amazon may continue to fulfill Subscribe & Save orders with Your Products for up to six months after the date on which any of Your Products included in those orders are withdrawn from the Program.~~

3. Customer discounts and pricing

(a) You ~~authorize Amazon agree to~~ fund any discount ~~each for customer subscriptions on products offered in the Program by the amounts indicated in the seller-funding requirements section of the Program help page, as applicable. Amazon may choose to offer customers an additional discount on any product you offer~~ offered through the Program ~~by the amount in the Eligible product categories section in the Program Help page. The discount corresponds to: (1) the product category that Your Product belongs to and (2) the aggregate number of Subscribe & Save subscriptions (including Subscribe & Save subscriptions for products sold by other sellers) that are active for that customer in a given month. Each time a customer submits a Subscribe & Save order for one of Your Products,~~ Amazon. These discounts will apply this discount be applied to the price of Your Product at the time of the order.

(b) You may combine discounts associated with other Amazon programs (for example, Amazon Family) and promotional discounts you offer on Your Products. These discounts will be added to the applicable Program discount for each of Your Products.

4. Order fulfillment and cancellation

Customer orders for Subscribe & Save products may be allocated at Amazon's discretion to one or more sellers. Your participation in the Program does not guarantee that any Subscribe & Save order will be placed with you. Customers may cancel Subscribe & Save subscriptions at any time.

Last updated ~~July 30, 2018~~December 14, 2020