



Introduction to Amazon Store

Chapter 4

Amazon Global Selling is a program that allows you to sell your products internationally through Amazon. At present Amazon has 20 stores across the world, providing you with direct access to millions of customers. With this course, you will learn what Amazon Global Selling is, how to select target store and features of stores available to Selling Partners. This includes the current development of retail sale and e-commerce and buying habits. With this information, Sellers can decide which store to sell in based on their export cross-border e-commerce business.

Contents

4. <u>Introduction to Europe Store</u>	3
4.1 <u>Introduction to the UK Store</u>	4
4.2 <u>Introduction to France Store</u>	8
4.3 <u>Introduction to Germany Store</u>	12
4.4 <u>Introduction to Italy Store</u>	18
4.5 <u>Introduction to Spain Store</u>	22
4.6 <u>Introduction to the Netherlands Store</u>	24
4.7 <u>Introduction to Sweden Store</u>	26
4.8 <u>Introduction to Poland Store</u>	28

There are nine chapters in this course. If you wish to learn about other chapters, please look for them under [Related Topics](#).

4. Introduction to Europe Stores

Europe is one of the world's most economically-developed regions. At present Amazon has 8 stores in Europe with 28 fulfillment centers. After you open an account for Europe Stores, you will be able to use the same account to begin selling in 8 European countries. It is so convenient.

- 4.1 [Introduction to the UK Store](#)
- 4.2 [Introduction to France Store](#)
- 4.3 [Introduction to Germany Store](#)
- 4.4 [Introduction to Italy Store](#)
- 4.5 [Introduction to Spain Store](#)
- 4.6 [Introduction to the Netherlands Store](#)
- 4.7 [Introduction to Sweden Store](#)
- 4.8 [Introduction to Poland Store](#)

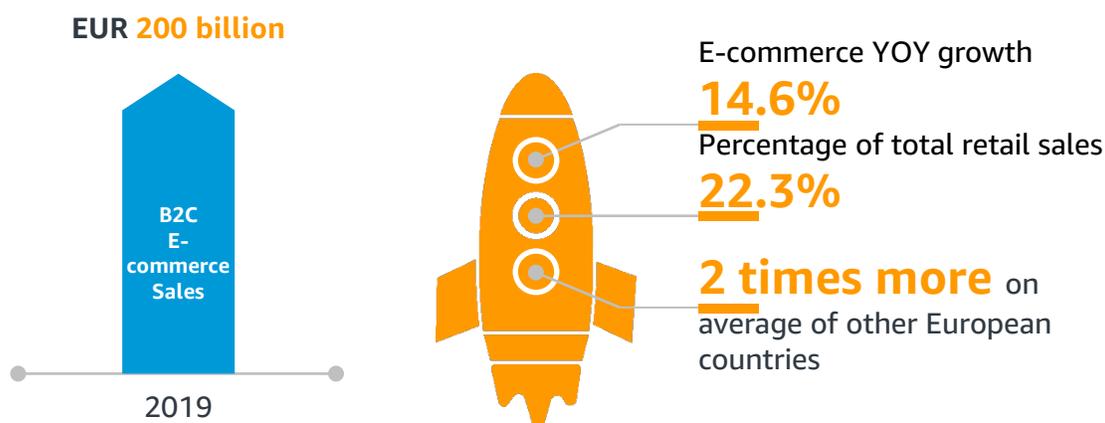
4.1 Introduction to the UK Store

Retail economy and e-commerce development in the UK

The UK is a major trading nation, and is also a global financial center, playing a central role in the 5-trillion US Dollar economic body of western Europe.

Highly-developed e-commerce infrastructure enables e-commerce sales in the UK to experience rapid growth for several years running. At the end of 2019, B2C e-commerce sales in the UK exceeded EUR 200 billion, a growth of 14.6% compared to the preceding year, reaching a record high in recent years¹. In 2019 e-commerce sales in the UK constituted 22.3% of total retail sales. This is on average 2 times that of other EU nations². Both e-commerce penetration rate and e-commerce sales as a percentage of total retail sales in the UK are the highest globally, higher than the two e-commerce powerhouses, US and China.

UK's B2C e-commerce is of substantial scale and enjoys rapid growth (2019 data)



Sources (Foreign language only)

1. [Ecommerce Foundation UK E-Commerce Report 2019, Sohu.com](#)

2. [eMarketer, May 2019, Sohu.com](#)

British Consumers

The UK has a staggering Internet penetration rate (95%) and e-commerce penetration rate (87%). Although it only has a population of approximately 66 million – which is vastly lower than that of the US – e-commerce shoppers in the UK spend significantly more than those in the US and other EU nations. In 2015, the average online purchases made by UK shoppers amounted to EUR 2,515.

Sale of apparels and sports products makes up more than 70% of e-commerce sales, best among all categories. This is followed by home furnishing items and toy (second), then tourism and vacation products (third)¹.

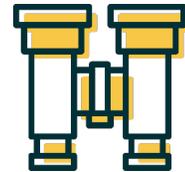
Top category of Items sold via e-commerce in 2018



Apparels and sports products



Home furnishing items and toys



Tourism and vacation products



Event tickets



Traveling arrangements (car rental etc.)



Movies and music

Sources (Foreign language only)

1. [Office for National Statistics, 2018 UK Internet Access Report, 100ec.cn](#)

Some features of British consumers:



Relatively high requirements for their home environment

According to the Office for National Statistics, home furnishing items ranked second among e-commerce sales. This is because the British are more likely than most to redecorate their homes, thus driving the sale of all types of home furnishing products.



More Internet shopping

On average British consumers make 6 online shopping purchases monthly, with male shoppers as likely to purchase online as female shoppers. In addition, 27% of male shoppers and 25% of female shoppers make at least one online purchase per week. In terms of age, the mainstay of online shoppers consists of those aged 25-34, purchasing online at least 8 times a month. Geographically, shoppers in London are the most active, making an average of 7 online purchases monthly. ¹



Strong purchasing power

British consumers have high confidence in online retail; per capita spending by British consumers on overseas portals is relatively high. Furthermore, British consumers, in particular those well-versed in social media, have great interest in novelties, and are willing to try new things. Therefore Sellers need to design attractive and unique product information for products which are best if proprietary in nature. They need to pay great attention to product detail page in order to attract target customers in a sector that is approaching maturity.



High requirements for online purchase experience

The character and behavior characteristics of British consumers mean that while they enjoy items that are value-for-money, they also have high demands for the presentation and quality of the products. Furthermore, they have high demands for services such as order fulfillment.

Nearly 65% of cross-border online shoppers interviewed said the greatest factors that would affect their decision were fulfillment and duration for acceptance of returns/replacement. 75% of shoppers thought shopping would be even more convenient if such information was clear and available before payment. 70% of shoppers also said they would buy products again from Sellers which provided a good fulfillment experience. ²

Although the majority of online shoppers come from London and Southeast England, it would still be important to provide fulfillment services that cover the entire nation to be successful in the UK. In addition, Sellers should clearly spell out the order fulfillment process and information on returns and replacement. This is to give buyers an unforgettable online shopping experience.

Sources (Foreign language only)

1. [EmpathyBroker Survey for UK Consumers, Cifnews.com](#)
2. [IMRG Survey Report, ZAKER NEWS](#)

Amazon UK's Product Policies

Restricted products: [Click here](#)

Items which need additional approval: [Click here](#)



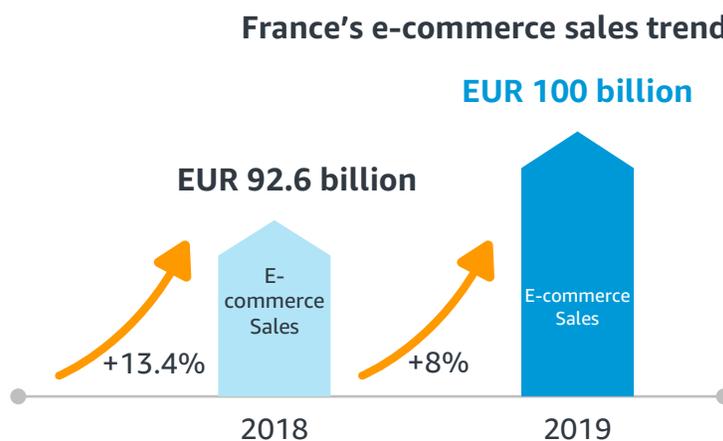
Summary on UK

1. Third largest e-commerce country globally in terms of sales, but with per capita consumption far exceeding that in the US and other EU nations.
2. Willing to try new things, and have high requirements for quality while also seeking value-for-money products.
3. Great attention on apparels, and has high requirements for home environment.
4. Extremely high requirements for their online shopping experience, especially for fulfilment needs.

4.2 Introduction to France Store

Retail economy and e-commerce development in France

France is in western Europe with a land area of 552,000 square kilometers. As of January 1, 2020, France has a total population of over 67 million people¹. France is economically developed and is one of the core nations in the European Union. France is one of the major consumer in Europe and also an important e-commerce player. E-commerce retail industry performed extremely well in France in 2018, with sales reaching EUR 92.6 billion, with a year-on-year growth of 13.4%. In 2019 e-commerce sales exceeded EUR 100 billion (about \$123.5 billion) for the first time. Mobile sales also increased year-on-year by 22%².



E-commerce penetration rate in France was 75% as at the end of 2018. Internet coverage and e-commerce penetration rate in France are relatively as low compared to the UK and other developed nations in the European Union (such as Germany)³. That said, Internet coverage in France (especially in agricultural areas) continues to increase as the French government invests in its infrastructure. This is one reason for bustling growth of e-commerce business in France.

In 2016 Internet coverage in France grew by 1.54%, and in 2017 it grew by 0.4%. The year-on-year growth rate in 2018 was 1.51%⁴.

Amazon opened a store in France in August 2000..

Sources (Foreign language only)

1. French Statistics Institute (Insee), European Times
2. French Ecommerce Association (FEVAD) Report 2018, qq.com
3. eCommerce Foundation, Ebrun.com
4. French Ecommerce Association (FEVAD), Sohu.com

French Consumers

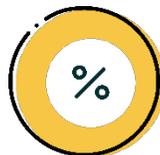
In 2018, per capita Internet consumption in France was EUR 2,126. In 2019 this grew to EUR 2,346¹. France has a global reputation for its fashion, cuisine and art. As such the French possess strong ethnic and national pride. They also embrace freedom, individuality, and are not obsessed with luxury products. Instead they pay greater attention to product design, aesthetics, popular trends, and usage.



Per capita Internet
consumption

EUR 2,346

More than 20% of annual consumption in France took place during the holiday period². Shopping in France is highly seasonal and is heavily influenced by major festivals. The French mainly shop for fashion, electronics and media, food and personal care, home furnishing and electric appliances, toys and some DIY items. Compared to other English-speaking countries which have a fairly mature environment, cross-border online shopping in France is still rapidly developing. Demand for 3C electronics and fashion - traditionally sold by Selling Partners - remain robust. At the same time, health, beauty care products and car accessories are also showing signs of vitality.



Consumption during
holidays exceed

20%

Sources (Foreign language only)

1. eCommerce Foundation, Ebrun.com
2. [French Ecommerce Association \(FEVAD\), Zgchdh.cn](http://French Ecommerce Association (FEVAD), Zgchdh.cn)

Competition in the fashion industry is, to say the least, intense in many countries. Having said that, fashion is and always will be closely identified with the French culture and international image. It is therefore an important product category in France.

Even during difficult periods in the French economy, the nation's fashion industry continued to grow steadily.

According to the latest report of France's fashion association, the industry outperformed other high-value industries like aviation and automotive production.

In terms of timing, year-end peak season promotion in France showed the greatest results.

According to French e-commerce association FEVAD, French online shoppers typically spend a lot of money shopping during Black Friday, Cyber Monday and before Christmas. Sales revenue in November and December 2017 increased by 17.5%. Black Friday's sales performance was stellar, with a growth rate as high as 69%¹.

During 2018 Q4 shoppers spent more than EUR 20 billion (about \$22.1 billion), with sales revenue on Black Friday reaching EUR 1.7 billion².



2018 Black Friday sales

EUR 1.7 billion

Sources (Foreign language only)

1. [French Ecommerce Association \(FEVAD\), Cifnews.com](#)

2. [French Ecommerce Association \(FEVAD\), Cifnews.com](#)

Amazon France's Product Policies

Restricted products: [Click here](#)

Items which need additional approval: [Click here](#)



Summary on France

1. France's e-commerce industry is still growing rapidly compared to that of the U.S. and UK.
2. Industries like fashion, toys and games are the higher performing ones.
3. Strong seasonal purchasing, with the fourth quarter (in particular Black Friday) being particularly important.

4.3 Introduction to Germany Store

Retail economy and e-commerce development in Germany

Germany is in the mid-western area of Europe. Its population in 2018 was about 83 million, 17 million more than that of the UK¹, making it the most populous nation in the European Union.

Germany also has a large migrant population. Its 12 million international immigrants constitute 5% of 244 million immigrants globally, making it the second largest nation for migrants².

Germany has a highly-developed economy. It is the world's third largest exporting nation and the largest economic body in EU. The principal language in Germany is German. Internet coverage in Germany is 83% and per capita GDP is \$46,300³. There are 52 million online shoppers in Germany⁴, making it the largest nation in Europe in terms of Internet usage.

The large population, good infrastructure and generally high standard of living make it a strong e-commerce power in the region.



Highest in European Union
83 million



Internet coverage
83%



Per capita GDP
\$46,300



Online shoppers
52 million

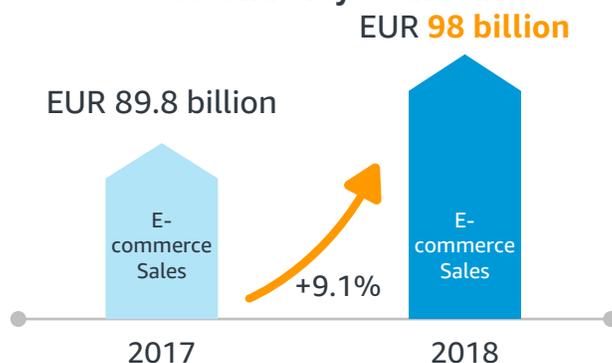
Sources (Foreign language only)

1. 2018 Data from Federal Statistical Office of Germany, Xinhuanet.com
2. International Migration Report, 2015 Revision, Jianshu.com
3. 2019 Data from Federal Statistical Office of Germany, Finance.sina.com.cn
4. Ecommerce Foundation, Germany E-commerce Market Report 2017

Like in many countries, the growth speed of e-commerce businesses in Germany far exceeds that of physical shops.

In comparison, e-commerce retail sales in Germany grew 9.1% in 2018 to EUR 98.0 billion (about \$116.0 billion). In Europe this would have exceeded sales in France, second only to that of the UK².

In 2018 e-commerce sales revenue in Germany was second only to the UK



There are two driving factors for the growth in Germany's e-commerce industry. The first one is the increase in per capita expenditure of e-commerce users. In 2018 average spending of e-commerce users rose by 7% over the previous year. The second factor is an increase in the number of new e-commerce users - there is a rapid increase in the number of buyers aged 60 years old and above (11%)³.

Sellers can leverage the advantages offered by Amazon, and use Amazon FBA to obtain more traffic when selling on Amazon's Germany store.

Sources (Foreign language only)

1. [Gfk, Germany Retail Industry Report Feb.2019, Kchuhai.com](#)

2. [HDE, Kchuhai.com](#)

3. [German Retailers Association Report 2018, Kchuhai.com](#)

German Consumers

The average spending of German shoppers on e-commerce stores in 2017 was EUR 1,515¹. The following are some of the characteristics of German online shoppers:



1. Consumer habit

47% of German online shoppers like to buy books, movies, music and games; 43% will buy clothes, and 41% will buy consumer electronic products. It is noteworthy that in 2017, 61% of German consumers said they bought at least one book using a mobile device².

47%

Online purchase of books, movies, music and games



43%

Online shopping for clothes



41%

Online shopping for consumer electronics products



Sources (Foreign language only)

1. [Ecommerce Foundation 2017](#)

2. [Ecommerce Foundation 2017, 199IT](#)



2. Product description is very important¹

With high expectations placed on quality of product, the return rates are higher in Germany than other countries in Europe.

This is not because the German are hard to please, but because of strict regulatory protection of consumer rights. Another factor is consumer behavior; many shoppers like to buy a product in multiple colors and sizes, and would return those that they less desire after trying them out.

Therefore anyone entering German e-commerce sector must have clearly-written product detail page, product pricing and return policy. It is extremely important to have a local address to receive returned products. This would not only attract potential customers, but would also control the cost of returned products.

70%

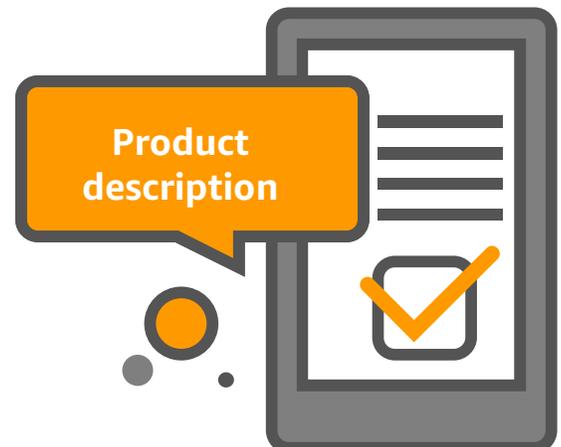
German shoppers will conduct some research, including reading other shoppers' comments, before purchasing large-ticket items

80%

German shoppers will read through the sales and after-sales service clauses before making a purchase

26%

German shoppers like to use their mobile phones to browse the prices of a product in different shops



Sources (Foreign language only)

1. [Ecommerce Foundation 2017, 199IT](#)



3. Very high requirements for fulfillment service¹

In Germany, customers have very high standards for distribution charges, speed and the range of distribution modes. They also want to be able to intervene during the fulfillment process, for example changing the delivery address and time. As the industry develops rapidly, consumers' expectations for order fulfillment is also higher.

90%

Like to have products delivered to their homes

83%

Will decide whether to buy a product based on Seller's fulfillment rating

55%

Feel that the standard delivery period (3-5 days) should be free of charge¹



Sources (Foreign language only)

1. [French Lengow Survey Report, Cifnews.com](#)

Amazon Germany's Product Policies

Restricted products: [Click here](#)

Items which need additional approval: [Click here](#)



Summary on Germany

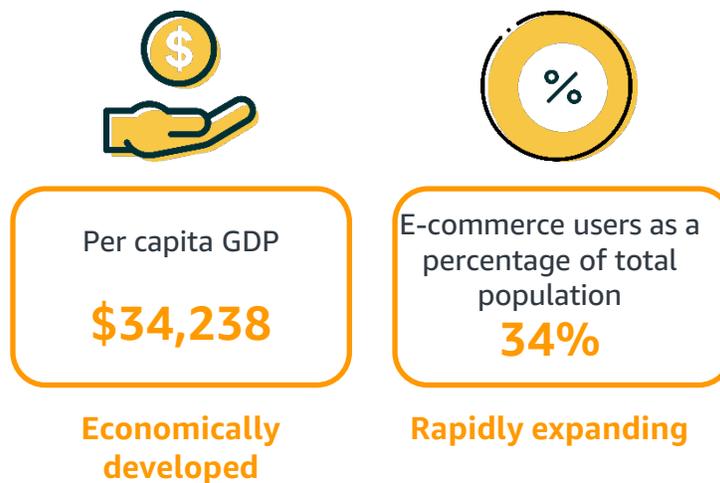
1. German economy is ranked number one in Europe. Its e-commerce industry is second only to that of the UK, and there is significant room for growth.
2. Attention to detail in the product description.
3. High expectations for order fulfillment and other services.

4.4 Introduction to Italy Store

Retail economy and e-commerce development in Italy

Italy is one of four major economic bodies in Europe, boasting a GDP of \$2.0714 trillion in 2018. It is also ranked 7th globally, after the US, China, Japan, Germany, UK and France. Per capita GDP is about \$34,238. However there is a significant disparity in economic development among various regions in Italy, in particular between the North and South of Italy. More than 98% of Italian enterprises are small and medium enterprises, giving the nation the sobriquet “nation of small and medium enterprises”¹.

In 2019 Italy had a total population of 60.39 million (22.8% of which were aged 65 years and above)². Of the above population, about 21 million - equivalent to 34% of Italy's population - are Internet shoppers. In contrast, although the UK has about the same population (66 million) as Italy, over 57 million people in the UK buy products online. This is almost 87% of the British population³.



Sources (Foreign language only)

1. Italian National Bureau of Statistics, China's Ministry of Commerce
2. Italian National Bureau of Statistics, China's Ministry of Commerce
3. Ecommerce Foundation *UK E-commerce Report 2019*, Cifnews.com

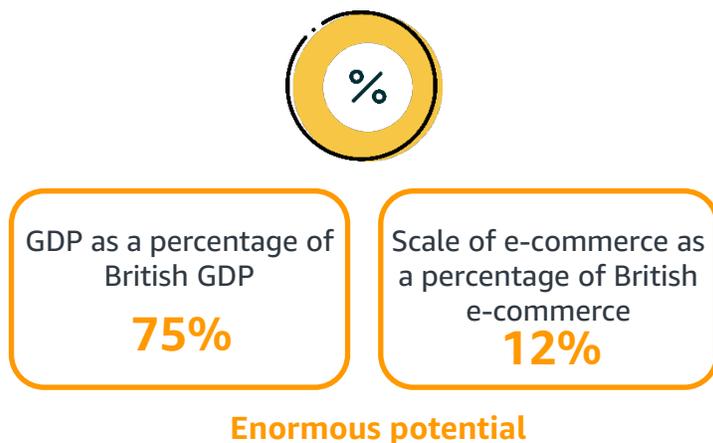
Such a large disparity in the number of online shoppers is in large part because of the high Internet coverage. Internet coverage in the UK is as high as 92.6%, while in Italy it is only 65%¹. In addition, Italy has the slowest network speed in Europe, and not all households can have access to the Internet. The situation is especially severe in mountainous regions. Fortunately, the situation is rapidly improving.

As Internet coverage gathers pace, so has e-commerce business in Italy in recent years.

2018 saw a record high for e-commerce growth. Italy is now one of few European nations with a relatively active e-commerce activities and a remarkable growth rate². Italian e-commerce in 2017 had a value of EUR 21.7 billion, an increase of 17.33% from 2016. In 2018 this continued to grow to EUR 23.1 billion³.

Despite Italy having a GDP of about 75%⁴ that of the UK, the sales revenue of e-commerce businesses is significantly lower than that of the UK, indicating great potential of growth.

Amazon opened a store in Italy in 2010, and the following year, we offered Prime member services to Italian customers. Today Amazon is one of Italy's most well-known e-commerce stores.



Sources (Foreign language only)

1. Cifnews.com
2. [E-commerce Business Analysis Report of Amazon Italy, Chinanews.com](#)
3. [Ecommerce Foundation 2018, Crosspie.com](#)
4. [Italian National Bureau of Statistics, Office of Statistics, China's Ministry of Commerce](#)

Italian Consumers

Italy is located in Southern Europe. Italians are typically thrifty with a penchant for trendiness. Italians also pay a lot of attention to living in comfort.

According to a report by Cuponation, apparels and accessories made up 39% of sales in 2016's and 2017's Black Friday, making it the category with the highest sales. Electronic products came in second, making up 17% of sales. Beauty and health products made up 6%, while book, music, games and travel items each made up 5%¹.

In 2016 Netcomm (Italy's e-commerce association) also announced the three most popular product categories in e-commerce. They were namely fashion, home furnishing items and technological products like computers and smart phones².

Popular products by category for Italian e-commerce businesses



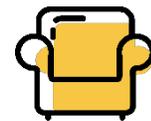
Apparels and accessories



Electronic products



Beauty and health



Home furnishing items

According to a report published by Ecommerce Foundation, Italian consumers cared most about free fulfillment and delivery cost. Unlike German and British consumers, they are more willing to tolerate longer delivery time in exchange for lower delivery charges.

In other aspects, Italian consumers were most concerned about the following: Free return of products (91%), detailed product description (90%), and absence of hidden expenses (90%)³.

Moreover, product information presented in Italian language would be more popular. Further, a shop's reputation is important, as many Italians were more willing to select shops with better ratings.

Sources (Foreign language only)

1. [Cuponation, Cifnews.com](#)

2. [Netcomm, Cifnews.com](#)

3. [Ecommerce Foundation, E8t.com](#)

Amazon Italy's Product Policies

Restricted products: [Click here](#)

Items which need additional approval: [Click here](#)



Summary on Italy

1. Economically developed but relatively low e-commerce penetration rate and sales revenue, thus great potential.
2. Apparels, home furnishing items, electronic products, beauty and health products are more popular.
3. Greater attention to delivery cost.

4.5 Introduction to Spain Store

Retail economy and e-commerce development in Spain

Spain is located in Southwestern Europe, on the Iberian Peninsula. It is one of the core countries in Southern Europe, boasting a GDP of \$1.43 trillion in 2018. Spain has a population of about 46.72 million, giving it a per capita GDP of about \$30,502¹.

Spain have an Internet coverage of 85% and e-commerce penetration rate of about 63%, relatively low compared to other developed nations such as the UK².

Total e-commerce sales in Spain in 2018 was EUR 27.96 billion, a year-on-year growth of 17% from 2017.



Spanish Consumers

In 2019 Spanish Internet users spent on average EUR 1,304, which is an increase of EUR 200 from 2018³. It is understood that Spanish consumers' preference for online shopping is mainly because they get to enjoy direct home delivery service. Other reasons include being able to shop for products at any time and at lower prices.

Sources (Foreign language only)

1. Spanish Statistical Office, Sohu.com
2. Ecommerce Foundation, Cifnews.com
3. SEMrush Spain, Dsb.cn

Amazon Spain's Product Policies

Classification, products and restriction on contents: [Click here](#)

Items which need additional approval: [Click here](#)



Summary on Spain

1. Low e-commerce penetration rates mean significant room for growth.
2. Spanish consumers like value-for-money products and have great demand for 3C, apparel and outdoor products.
3. Globally there are 437 million people whose native language is Spanish. Spanish e-commerce businesses can reach these native speakers.

4.6 Introduction to the Netherlands Store

Retail economy and e-commerce development in the Netherlands

The Netherlands is one of the most digitally savvy nations in the European Union¹. In 2018 there were 17 million people in the Netherlands, and together they chalked up an online expenditure of EUR 23.7 billion. Per capita online expenditure of the Dutch people is EUR 1,400, 273% higher than the Italians, and 138% higher than the Spanish².

Netherlands consumers also like to shop for products that offer free delivery. The majority of online shops in the Netherlands offer free delivery. Sellers can consider offering free delivery services to shoppers to enhance the appeal of their products.



Summary on Amazon Netherlands

On January 15, 2020 Amazon opened up the Netherlands store to global Sellers for registration. The products covered by the Netherlands store include digital electronic products, computers, sports and outdoor products, tools, toys, kitchen equipment and home furnishing items, cosmetics and personal care items, apparels, shoes and boots.

For shoppers on Amazon Netherlands store, purchases that exceed EUR 20 would allow them to enjoy free next-day fulfillment service for FBA products.

Prime members on the Netherlands store do not need any minimum purchase to enjoy next-day fulfillment service for millions of products. Amazon launched Prime membership program in the Netherlands in 2017, offering quick and free fulfillment service for millions of products to Prime members.

Sources:

- <https://www.statista.com/topics/4909/e-commerce-in-the-netherlands/>
- <https://wearesocial-net.s3.amazonaws.com/wp-content/uploads/2018/01/DIGITAL-IN-2018-021-AVERAGE-ECOMMERCE-REVENUES-PER-USER-V1.00.png>

Amazon Dutch' s Product Policies

Restricted products: [Click here](#)

Items which need additional approval: [Click here](#)



Summary on the Netherlands

1. Per capita e-commerce expenditure as high as EUR 1,400 annually.
2. Amazon offers powerful FBA service capability.
3. Netherlands store offered to Selling Partners in 2020, giving them many opportunities.

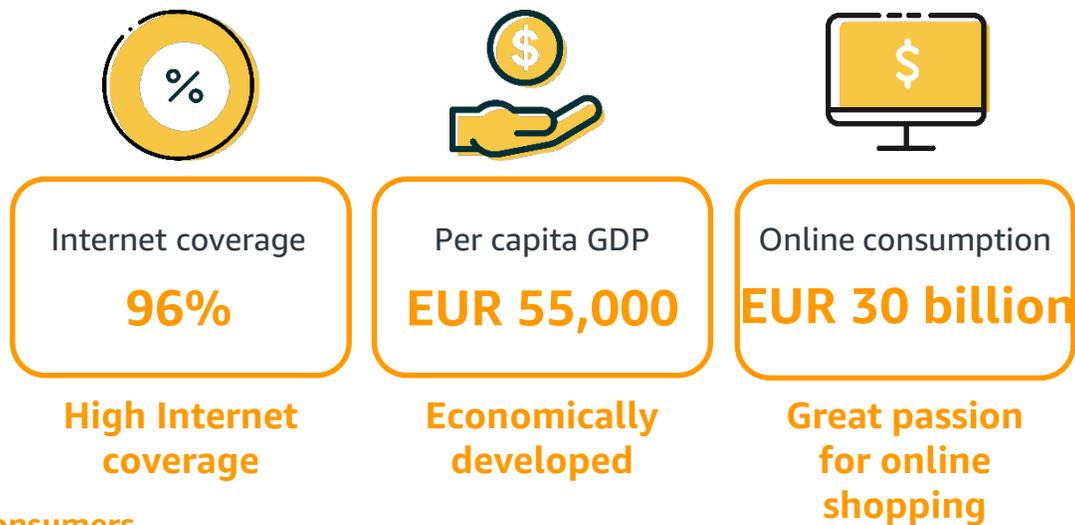
4.7 Introduction to Sweden Store

Summary on Swedish e-commerce and Amazon Sweden

Sweden is situated on the Scandinavian Peninsula in Northern Europe, with the largest land mass among countries in the region. In 2019 the per capita GDP in Sweden was EUR 55,000, some 20% higher than that of the European Union¹.

Sweden is also one of the countries in the EU with the fastest growth in e-commerce. Sweden has a population of about 10 million and a high Internet coverage of 96%. The penetration rate for e-commerce users in 2020 was 76%.

On August 27, 2020 Amazon opened up Sweden store to global Sellers for registration.



Swedish Consumers

▲ Swedish shoppers pay greatest attention to price, convenience and selection. According to a report by Nordic E-commerce on a survey of Swedish consumers on distribution of products bought from foreign e-commerce companies, China was ranked third, after the UK and Germany respectively.

▲ Studies have shown that 61% of Swedish customers like to shop online for personal and health care products, followed by fashion products. 59% of Swedish customers shop online for shoes and apparels. Construction materials, home furniture and toys are also some of the e-commerce categories with rapid growth rate².

Sources:

1. https://data.worldbank.org/indicator/NY.GDP.PCAP.PP.CD?locations=EU&most_recent_value_desc=true

Amazon Sweden's Product Policies

Restricted products: [Click here](#)

Items which need additional approval: [Click here](#)



Summary on Sweden

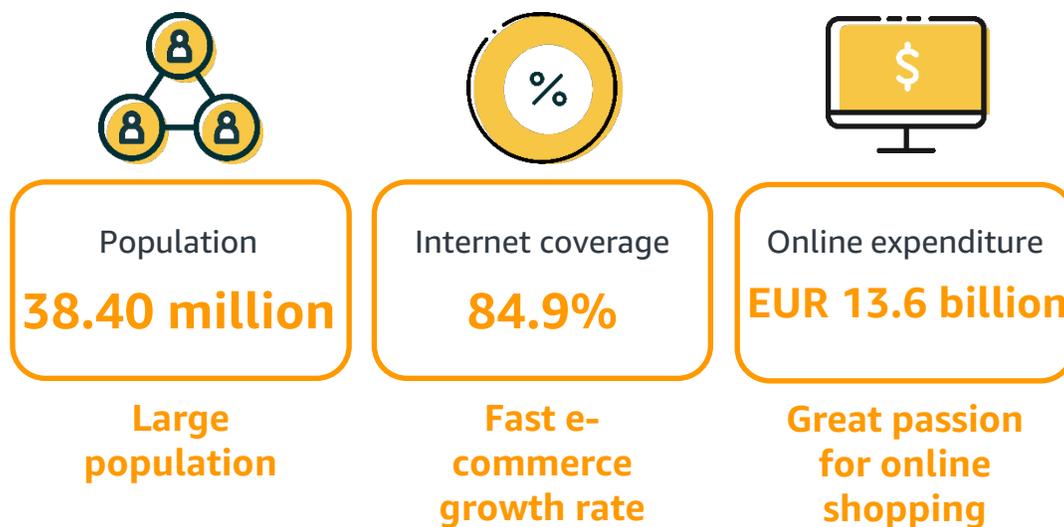
1. One of Northern Europe's largest economic bodies, with a per capita GDP of EUR 55,000 annually
2. Amazon offers powerful FBA service capability.

4.8 Introduction to Poland Store

E-commerce in Poland

Poland is in Central Europe and has a population of 38.40 million people¹, making it the fifth largest nation in Europe. Poland's GDP in 2019 was \$595.86 billion², putting it the third fastest-growing economy in Europe.

Internet coverage in Poland is as high as 84.9%³, and its double-digit growth rate means that it is one of the fastest-growing countries for e-commerce in Europe¹. According to a 2021 survey, 55.6% of the Polish population are used to online shopping. Total online expenditure is expected to reach \$13.55 billion⁴ in 2021.



Summary on Amazon Poland

Amazon opened a store in Poland in 2014. Hitherto it has set up 9 modernized operation centers in the country.

On January 27, 2021 Amazon opened up Poland store to global Sellers for registration.

Sources:

1. <https://www.jpmorgan.com/europe/merchant-services/insights/reports/poland>
2. <https://data.worldbank.org.cn/indicator/NY.GDP.MKTP.CD?locations=PL>
3. <https://data.worldbank.org.cn/indicator/IT.NET.USER.ZS?end=2019&start=1990&view=chart>
4. Statista

Amazon Poland's Product Policies

Restricted products: [Click here](#)

Items which need additional approval: [Click here](#)



Summary on the Poland

1. Poland has a population of 38.40 million people and enjoys fast economic growth rate
2. 9 FBA fulfillment centers with mature service system

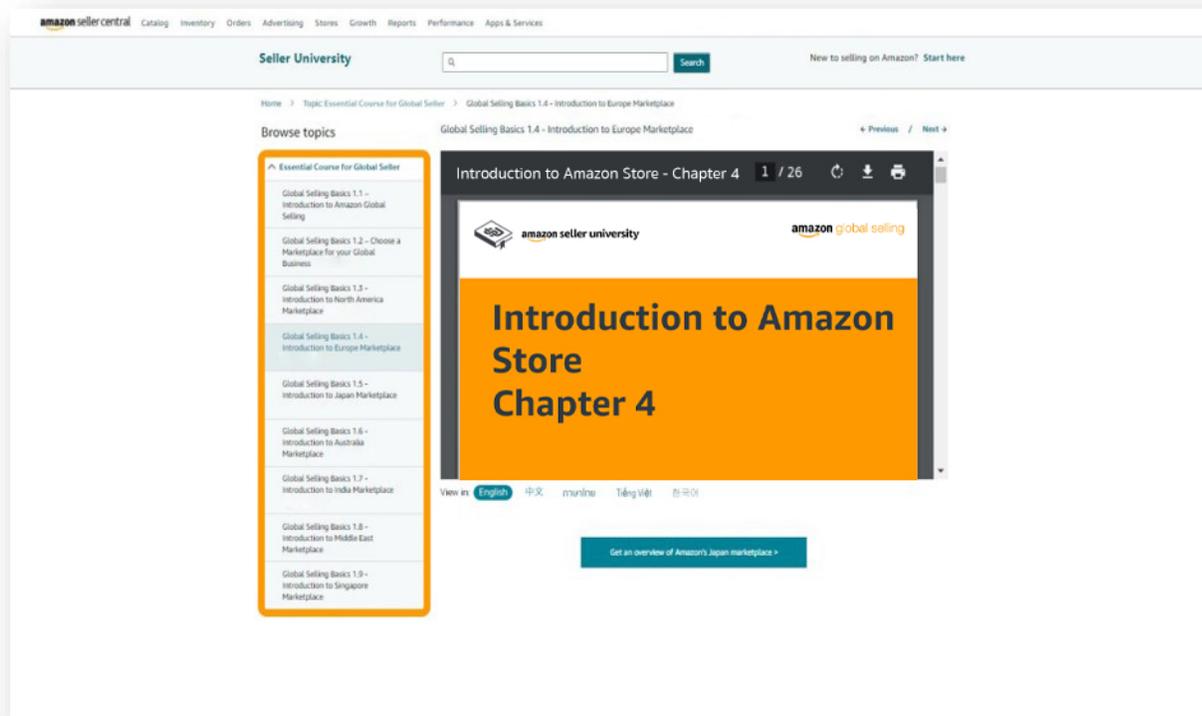
Related Topics

Introduction to Amazon Store

- Introduction to Amazon Global Selling
- Choose a Store for Your Global Business
- Introduction to North America Stores (U.S./Canada/Mexico)
- Introduction to Europe Stores (UK/France/Germany/Italy/Spain/the Netherlands/Sweden/Poland)
- Introduction to Japan Store
- Introduction to Australia Store
- Introduction to India Store
- Introduction to the Middle East Store
- Introduction to Singapore Store

Paths: Amazon Seller Central > Performance > Seller University > Search course name

Quick links: Amazon Seller University [North America Stores](#), [Europe Stores](#), [Japan Store](#)



Learn more about related courses:

- To learn more about Amazon programs and resources, search “Amazon Programs”