

Requirements and Restrictions

Products in some categories or stores are restricted and pages cannot be created for them at this time, and we ask merchants not to list restricted products until the appropriate store is available. Listing restricted products is prohibited and we will remove product pages found to be in violation; we may also take steps to close a seller's account.

Note: If you are a newly registered seller, it might take 90 minutes or more after registering before you are able to list products for sale on Amazon.

Product restrictions

The following product lines and stores are restricted to pre-approved sellers only at this time: Automotive

Merchants must adhere to Amazon rules for the creation of new product detail pages. You can review our page creation rules in our [Policies](#) section.

Duplicate product pages are not allowed. This includes products listed on our other Amazon web sites. When you submit product details, Amazon will check to see if a matching page already exists in our catalogue. If it does, that product will not be eligible for new page creation. Sellers should determine whether we already offer a product before attempting to create a new page.

Product identifiers

We require standard product identifiers for most stores: For Baby Products, Camera & Photo, Computer & Video Games, Electronics, Home, Kitchen & Garden, Music, Software, Tools & Hardware, Toys & Games, and Video & DVD, your product must have a UPC or EAN. You are not required to provide an ISBN when creating a page in our Books store, but if an ISBN is available for the title, the ISBN should be used when creating the page. You can read more about ISBNs, UPCs and EANs [here](#).

To request approval to sell in these stores, click [here](#).