

Shoe Size Standards and FAQs

Standardization of shoe sizes is part of a larger initiative to improve the overall shopping experience through ingestion of consistent and accurate data. Amazon is updating our shoe size standards allowing us to display a clean and well-organized dropdown list of available sizes on our website, providing a better shopping experience for customers. These standards will become enforced for all Shoe products on **May 30, 2019**. Shoe sizes which do not meet the standards outlined below may be removed from display on detail pages after May 30. This applies to newly created ASINs as well as existing ASINs. Therefore, we highly encourage all selling partners to begin adopting the new standards as soon as possible. Additionally, we recommend spending time reviewing the standards outlined below and the provided [Frequently Asked Questions](#).

To ensure your shoe sizes display properly on the website, we request you include the following information for each shoe size you submit:

Shoe Size Requirements

- **Target Gender** [*Required*]: Select the gender for which the product is intended for.
 - Examples: Male, Female, Unisex
- **Age Range Description** [*Required*]: Select the age range for which the product is intended for.
 - Examples: Adult, Big Kid, Little Kid, Toddler, Infant
- **Footwear Size System** [*Required*]: The footwear size system is used to display marketplace-specific shoe sizes to customers on-site.
 - Examples: In the US, only US shoe sizes will be displayed on the website.
- **Footwear Age Group** [*Required*]: Select the age group for which the shoe size is intended for.
 - Examples: Adult, Big Kid, Little Kid, Toddler, Infant
- **Footwear Gender** [*Conditionally Mandatory*]: Select the gender for which the shoe size is intended for.
 - Examples: Women, Men
 - Notes:
 - The value selected may or may not be equal to Target_Gender selection.
 - This selection becomes required when Footwear Age Group is equal to Adult.
- **Footwear Size Class** [*Required*]: Select the class of shoe size representation.
 - Examples: Numeric - will display values such as 7, 7.5, 8
 - Numeric Range – will display values such as 7-8, 8.5-9
 - Alpha - will display values such as One-Size, Small, X-Large
 - Alpha Range – will display values such as Small-Medium, Medium-Large
 - Age - will display values such as 6 Months, 2 Years
 - Age Range – will display values such as 6-12 Months, 2-3 Years
- **Footwear Width** [*Required*]: Select the applicable shoe width.
 - Examples: Medium, Wide, X-Narrow

- **Footwear Size [Required]:** Select the applicable shoe size.
 - Examples: 8, 8.5, Small, 6 Months
 - Notes:
 - The values displayed are dependent on the value selected in Footwear Size Class. For example, if Numeric was selected in Footwear Size Class, then only numeric values such as 7, 7.5, 8 will be displayed in Footwear Size.

- **Footwear To Size [Conditionally Mandatory]:** Select the ending shoe range value. This will be concatenated with the previous Footwear Size selection to build a range. For example, if you want to list a product as 8-9, you would select Footwear Size value as “8” and Footwear To Size value as “9”. Amazon will concatenate these values as “8-9”.
 - Examples: 8-9, Small-Medium, 3-6 Months
 - Notes:
 - This selection becomes required when Footwear Size Class is equal to Numeric Range, Alpha Range, or Age Range.
 - Populate this field only if you are listing a product with a shoe size range.
 - The value selected in Footwear To Size must be greater than the value selected in Footwear Size. For example, we will allow “10-11” (where “10” was selected as the Footwear Size and “11” was selected as the Footwear To Size). We will reject values such as “6-5” (where “6” was selected as the Footwear Size and “5” was selected as the Footwear To Size).

- **For Adult Unisex products [Conditionally Mandatory]:** Provide the opposite gender values for all of the information listed above.
 - Examples: 8 US Women/6 US Men, Large Women/Medium Men
 - Notes:
 - This selection becomes required when Target Gender is equal to Unisex and Footwear Age Group is equal to Adult.
 - This selection is intended to capture the gender specific equivalent shoe size information. Therefore, if Women is selected in the first set of shoe size information, Men should be selected in the second set of shoe size information (and vice versa).

Each element of information provided above must match to a valid value (see [Valid Shoe-Size Inputs](#) section below) and must adhere to the field level conditional requirements. Below is a comprehensive list of requirements:

Attribute Description	Attribute Requirement Definition
Target Gender	<ul style="list-style-type: none"> • target_gender is required on all submissions
Age Range Description	<ul style="list-style-type: none"> • age_range_description is required on all submissions
Footwear Size System	<ul style="list-style-type: none"> • When marketplace_id = 1 footwear_size.size_system = us_footwear_size_sytem
Footwear Age Group	<ul style="list-style-type: none"> • footwear_size.age_group is required on all submissions • footwear_age_group must equal the value selected in age_range_description
Footwear Gender	<ul style="list-style-type: none"> • footwear_size.gender is required on all Adult submissions
Footwear Size Class	<ul style="list-style-type: none"> • When footwear_size.age_group = adult only show footwear_size.size_class values numeric, numeric range, alpha, alpha range • When footwear_size.size_class = alpha or alpha range, only show alpha size values

	<ul style="list-style-type: none"> When footwear_size.size_class = numeric or numeric range, only show numeric size values When footwear_size.age_group = infant, toddler, little_kid, big_kid show footwear_size.size_class values numeric, numeric range, alpha, alpha range, age, and age range
Footwear Width	<ul style="list-style-type: none"> footwear_size.width is required on all submissions
Footwear Size	<ul style="list-style-type: none"> When footwear_size.age_group = infant and footwear_size.size_class = age or age range, only show months values When footwear_size.age_group = toddler and footwear_size.size_class = age or age range, show all age values (months and years) When footwear_size.age_group = little_kid, big_kid and footwear_size.size_class = age or age range, only show years values
Footwear To Size	<ul style="list-style-type: none"> When footwear_size.size_class = numeric range, alpha range, or age range, the footwear_size.to_size attribute becomes required When a shoe is sized as a range there are specific values which are not valid in the footwear_size.to_size field based on the value provided in the footwear_size.size field. For example, if footwear_size.size is equal to 8, then footwear_size.to_size must be greater than 8.
For Adult Unisex products	<ul style="list-style-type: none"> When target_gender.value = unisex and footwear_size.age_group = adult then one footwear_size.size is required for both footwear_size.gender values The actual footwear size for a given pair of shoes must either be all ranges or all exact sizes When target_gender.value = unisex and footwear_size.age_group = adult the size class must be the same for both variants

Errors

When you upload a shoe product, if the required sizing information is missing or the sizing information is incorrect or inadequate, one or more of the following may result:

- The size is rejected and the template submission or 1 by 1 submission fails. A related error message appears in your processing report.
- The ASIN is no longer buyable.

To correct the error, resubmit with the required information included as described above. Below is a list of applicable error messages specific to footwear_size:

Applies when: Footwear Size System = US Footwear Size System Footwear Age Group = Adult Target Gender = Unisex	"You may not provide conflicting/inconsistent `class` values in attribute `footwear_size` for `unisex` products."
Applies when: Footwear Size System = US Footwear Size System Footwear Size is greater than or equal to Footwear To Size	"The value of `size` must be less than the value of `to_size` in attribute `footwear_size`."

Website Display

Using the separate fields that exist for each of the individual footwear size elements, they will be automatically combined into a customer friendly format once the required sizing information has been provided. This value will be published to the **size_name** attribute and displayed on-site. See [Valid Shoe-Size Inputs](#) section for examples of received values and the corresponding published size_name values.

Valid Shoe-Size Inputs

The links below provide lists of valid values for size_name in addition to the footwear size elements and additional attributes used to construct the valid size. Use the column labeled Valid Values to view all size values that are considered valid. You can select a value in the Valid Values column to see which footwear size elements and Target Gender and Age Range Description were used to generate that valid value. Or, you can start from the Target Gender column, and moving from left to right, populate applicable values in each column to see the valid value that will be generated based on the elements you've selected.

- **Notes:** Target Gender and Age Range Description are existing attributes that drive conditional requirements and must be populated.
 - The Footwear Size attributes are listed twice to capture Unisex Adult sizes.
 - Values in Red which state "OR" are not the official values, can be either/or. This is applicable to Target Gender & Footwear Gender.

List of commonly used valid US shoe sizes (we recommend you use this list due to the volume of shoe sizes listed in the comprehensive shoe size list): https://s3.amazonaws.com/amazon-fashion-seller-documentation/Commonly_Used_valid_us_shoe_sizes.xlsx

Comprehensive list of valid US shoe sizes: https://s3.amazonaws.com/amazon-fashion-seller-documentation/Comprehensive_valid_us_shoe_sizes.xlsx

Shoe Width

Shoe Widths can vary depending on the brand, retailer, or country, and the same width designation can mean something different for Men's Shoes than it does for Women's Shoes. For example, a "B" width for Women is Medium, but a "B" width for Men is Narrow while a "3A" width for Women is Extra Narrow [XN], but an Extra Extra Narrow [XXN] width for Men.

Amazon no longer uses alpha-numeric width designations and instead leverages its own universal width scale, ranging from 3X-Narrow to 3X-Wide, with intelligible values that can be easily understood by the end customer.

Accepted Shoe Width Values:

- 3X-Narrow
- XX-Narrow
- X-Narrow
- Narrow
- Medium
- Wide
- X-Wide
- XX-Wide

- 3X-Wide

Unisex Sizing

If your shoe is a valid unisex-adult shoe style (For example: Converse All Star), you may give it a unisex size value (format example: 9 Women/7 Men) to allow customers to find it in both the Women's and Men's departments. You should not attempt to give unisex sizes to non-unisex brands/styles with the intent of increasing product discovery. Doing so erodes the customer experience and damages customer trust. All unisex size entries will be audited and invalidated if they are misrepresented as unisex.

Note: Unisex sizes values will always lead with the Women's size ahead of the Men's size and will be provided in the required unisex sizing format highlighted in the Valid Shoe-Size Inputs section above.

Frequently Asked Questions

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1. At a high-level, what is changing?

Amazon will standardize shoe size inputs to facilitate a more consistent customer experience. Selling Partner contributions containing a shoe size that does not follow the guidelines of the marketplace are now at-risk of having offers removed from Amazon. If a contribution is suppressed due to an invalid shoe size, you will need to re-submit the contribution with a valid US shoe size to make the offer visible.

2. When will these changes take place?

The existing size_name attribute will be removed on May 30, 2019 and the footwear_size attributes will become required across all 1P listing experiences (Excel templates, 1 by 1). On this date, Amazon will begin enforcing valid values and shoe sizes which do not meet our standards may be removed from display on detail pages. This applies to newly created ASINs as well as existing ASINs. Additionally, these changes will also take place in other Market Places throughout 2019/2020.

3. Why is Amazon now enforcing the shoe size guidelines?

Amazon believes that customers are entitled to shop in sizes they understand. Unintelligible sizes clutter the size dropdown and lead to duplicate products. Also, products with clean sizes are discoverable via size and width browse refinements and show better sales conversion compared to products with size defects. Amazon is committed to helping Selling Partners meet this data quality bar by providing detailed guidelines during all steps of the listing process.

4. How does this benefit my business?

Standardized sizing improves the customer's shopping discovery and purchasing experience. We found ASINs with a valid size name had a higher percentage of Glance Views (GV) compared to ASINs with non-valid size names. We observed a similar trend in regards to OPS.

5. What are the customer benefits of standardized shoe sizes?

Only the sizes a customer is familiar with based on geographical location will appear in the shoe size dropdown. Additionally, when browsing on Amazon, customers will find that additional selection is now available when filtering search results using the left-hand navigation tools. For example, previously when you selected options like "shoe size", only a limited amount of results appeared. With Amazon's standardization of shoe size, customers will be able to easily find the exact shoe they are looking for within Amazon's vast selection.

6. What are the customer benefits of standardized shoe widths?

Amazon has taken customer feedback and standardized shoe widths from alpha-numerical values that are commonly unknown to a simplified word-based representation. For example, "E" for men's shoe represented "Wide" while "E" for a women's shoe represented "Extra Wide". Looking at the top customer FAQs, we found that customers not only didn't understand the value "E", but also didn't have the industry knowledge that width values are gender specific. Now all variations will now consistently be represented as values such as "Wide" or "Narrow" to avoid confusion around the meaning of alpha-numeric values. See [Shoe Width](#) section above.

7. Will this affect existing ASINs?

Yes, updates to existing ASINs will be rejected if they do not meet the new shoe size standards. For example, if you have a contribution with a non-valid shoe size and you try to make a pricing update after May 30, 2019, your pricing update will be rejected and contribution removed from the detail page. Therefore, we strongly recommend updating all of your existing shoe size values to conform to our guidelines prior to May 30.

8. How will this impact Excel (item set-up) templates?

Instead of providing a shoe size value through free-form text columns, Amazon will provide a series of drop-downs with valid values to help guide Selling Partners to provide standardized sizes. For example, an attribute dropdown may ask if the shoe size is for an "Adult" or "Toddler". Once you have selected an option, the corresponding attribute dropdowns will consolidate to a limited list only applicable to your previous selection. The details of this logic have been provided in the FAQ below.

9. What are the field level conditional requirements configured within the Excel (item set-up) templates and 1 by 1 experiences?

All ASIN submissions must adhere to the field level conditional requirements. Below is a comprehensive list of requirements:

Attribute Description	Attribute Requirement Definition
Target Gender	<ul style="list-style-type: none"> target_gender is required on all submissions
Age Range Description	<ul style="list-style-type: none"> age_range_description is required on all submissions
Footwear Size System	<ul style="list-style-type: none"> When marketplace_id = 1 footwear_size.size_system = us_footwear_size_sytem
Footwear Age Group	<ul style="list-style-type: none"> footwear_size.age_group is required on all submissions footwear_age_group must equal the value selected in age_range_description
Footwear Gender	<ul style="list-style-type: none"> footwear_size.gender is required on all Adult submissions
Footwear Size Class	<ul style="list-style-type: none"> When footwear_size.age_group = adult only show footwear_size.size_class values numeric, numeric range, alpha, alpha range When footwear_size.size_class = alpha or alpha range, only show alpha size values When footwear_size.size_class = numeric or numeric range, only show numeric size values When footwear_size.age_group = infant, toddler, little_kid, big_kid show footwear_size.size_class values numeric, numeric range, alpha, alpha range, age, and age range
Footwear Width	<ul style="list-style-type: none"> footwear_size.width is required on all submissions
Footwear Size	<ul style="list-style-type: none"> When footwear_size.age_group = infant and footwear_size.size_class = age or age range, only show months values When footwear_size.age_group = toddler and footwear_size.size_class = age or age range, show all age values (months and years) When footwear_size.age_group = little_kid, big_kid and footwear_size.size_class = age or age range, only show years values
Footwear To Size	<ul style="list-style-type: none"> When footwear_size.size_class = numeric range, alpha range, or age range, the footwear_size.to_size attribute becomes required When a shoe is sized as a range there are specific values which are not valid in the footwear_size.to_size field based on the value provided in the footwear_size.size field. For example, if footwear_size.size is equal to 8, then footwear_size.to_size must be greater than 8.
For Adult Unisex products	<ul style="list-style-type: none"> When target_gender.value = unisex and footwear_size.age_group = adult then one footwear_size.size is required for both footwear_size.gender values The actual footwear size for a given pair of shoes must either be all ranges or all exact sizes When target_gender.value = unisex and footwear_size.age_group = adult the size class must be the same for both variants

10. What are normalization rules and why do they exist?

Normalization rules automatically re-format size_name values when possible. To make things easier for Selling Partners, we apply normalization rules to sizes that do not conform to our size format standard to disambiguate sizing for the end customer and eliminate duplicates. For example, if the shoe size “7 B (M) US” was previously submitted to Amazon’s US marketplace, it has been automatically converted to “7” and is now not at risk of being removed since the value matches to a valid size_name value.

11. I noticed my size and sort order changed, why is this?

To improve the customer experience within the shoe size dropdown on Detail Pages, Amazon updated the sorting algorithm used on the dropdown. The new sorting logic was deployed on November 21, 2018 in the US marketplace.

12. What are the acceptable shoe sizes for each marketplace?

See [Valid Shoe-Size Inputs](#) section for a comprehensive list of valid values for all attributes related to footwear size in addition to the valid size_name values displayed on-site.

13. Why is the shoe size displayed on the website different from the size information I submitted?

To improve the customer experience, Amazon standardizes shoe sizes displayed on our website to eliminate duplicate sizes and standardize the way sizes are displayed. Having accurate shoe size information and a clean Detail Page helps build customer confidence and increases conversion. Here is how the shoe size standards work:

If two sellers have listings for the same size and style of men's shoe but each provides a different size_name value for that shoe, one being "10 M US" and the other "10 D," Amazon's shoe size standardization logic will convert both sizes to "10". As a result, only one version of the shoe size 10 will be listed in the size drop-down, and both seller's offers will be associated to the size 10 shoe.

14. Is it possible to switch the sizes to show in a different country standard (e.g., US sizes in UK)?

Only the sizes local to the marketplace you are shopping in are displayed in the shoe size dropdown. For example, in the US a customer will view US sizes and in the UK, a customer will view UK sizes. If you would like to show a shoe size conversion and you are a brand registered brand, you can submit a size chart by contacting your Vendor Manager. Size charts are displayed when a customer clicks on the Size Chart link on the Detail Page.

15. Will the product and product packaging match what appears on Amazon's website?

If the selling partner does not use the local size system (in the US, it must be a US size system), the product and product packaging will show the converted size. For example, a UK brand will show the converted US sizes on-site which may not match the shoe size listed on the product and product packaging. Therefore, it is highly recommended that you submit a size chart so customers can view your shoe size conversion. If you would like to show a shoe size conversion and you are a brand registered brand, you can submit a size chart by contacting your Vendor Manager. Size charts are displayed when a customer clicks on the Size Chart link on the Detail Page.

16. What if I want to list my product in multiple Market Places (MPs)?

You must provide local sizes for each marketplace you intend to sell in. Therefore, if you'd like to sell in the US, EU, and UK, you'll need to provide three separate custom excel templates (or preferred ingestion method) for each locale.

17. Why can't Amazon translate my provided size into other MPs?

Amazon recognizes that translation of sizes is brand specific. For example, Brand X may state that shoe size 36.5 EU translates to a 6.5 US, while Brand Y may state that 36.5 EU translates to a 6 US. Due to the inconsistency between Brand size mappings, and in order to ensure customers receive an accurate product, Amazon will not translate sizes across MPs. Therefore, it is highly recommended that you submit a size chart so customers can view your shoe size conversion. If you would like to show a shoe

size conversion and you are a brand registered brand, you can submit a size chart by contacting your Vendor Manager. Size charts are displayed when a customer clicks on the Size Chart link on the Detail Page.

18. What if my size doesn't exist in the template drop down values?

If you feel that you have a valid use-case where your size isn't an available option in the template drop down, then you can submit a request to Amazon support to have your size added to the template. The Amazon support team will validate the use-case is valid and pass the request on to internal Catalog teams to approve and have valid values updated. Non-valid use cases include requesting a new market place value which doesn't apply to the specified marketplace will be automatically rejected. For example, submitting a request to add "37 EU" to the US list of valid values will not be acceptable. Additionally, requests which are outside of MP standards. For example, submitting a request to add size "68". And, formatting preference requests will also be automatically rejected. For example, submitting a request to changing "7 " to "7.0 US" or updating the shoe size name sort order will not be accepted.