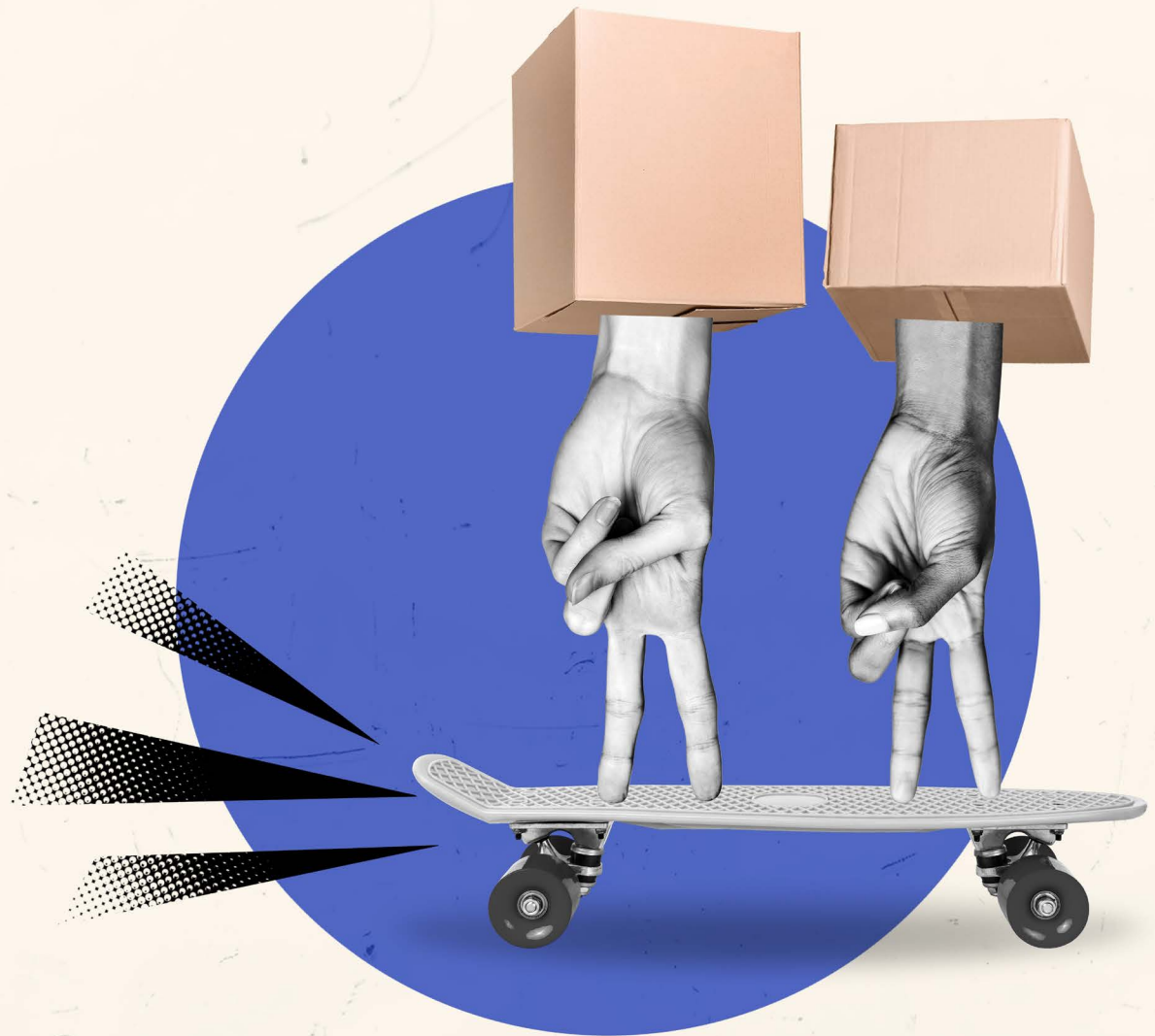




EXPAND YOUR
BUSINESS TO
50 NEW
MARKETPLACES

2024 EDITION



WELCOME TO OUR MARKETPLACES GUIDE

Ecommerce continues to grow, despite (or perhaps because of) the turbulence of global events. The forthcoming UK general election and the ongoing conflicts in Ukraine and the Middle East, coupled with the pervasive cost-of-living crisis, have created an atmosphere of economic uncertainty. Amid these challenges, the demand for marketplace selling as a strategic route to market remains robust and is, indeed, growing.

In this guide, we explore a range of new entrants into the marketplace sector. Major players such as B&Q, Boots, and Wayfair are making significant strides, joined now by Tesco's newly relaunched marketplace, which relaunched shortly before we went to press, making this a bumper edition of slightly more than 50 entrants.

Within the ebook you'll discover various marketplaces – both domestic and international – that can help you extend your reach, showcase your products to fresh audiences and establish new sales channels. Selecting the right marketplace is crucial, given the time and resources required to integrate and launch successfully. Our goal is to help streamline this process with a curated selection of marketplaces that align with your product offerings.

MARKETPLACES YOU'LL FIND IN THIS GUIDE

In the UK, eBay and Amazon continue to dominate as the top marketplaces. However, in this 2024 edition of our guide, we feature a diverse array of other platforms. These include specialised party supplies, recycled or upcycled products and even single-manufacturer marketplaces. If you find just one marketplace that aligns well with your business needs, then this guide has achieved its purpose. MULTI-

CHANNEL & MULTI-COUNTRY

Expanding your business across multiple channels and countries can offer substantial benefits. Diversifying across platforms not only mitigates risk but also increases the complexity of operations. Fortunately, a range of tools and services can assist with this complexity – from marketplace connectors that streamline order downloading and shipping, to multi-channel management solutions that allow for seamless control of various marketplace and webstore platforms from a single interface. When it comes to selling internationally, the added layers of customs, taxes, language barriers and currency differences can be daunting. However, the core skills required to manage sales on any single marketplace are transferable across platforms and regions. With the right technology solutions, the question isn't whether you can manage these platforms but rather if there are buyers on them who would be interested in your products.

FIND THE LATEST MARKETPLACES ON CHANNELX

Over the past decade and a half, ChannelX has consistently provided valuable insights and tips, often sourced directly from our readers. If there's a marketplace you're curious about that we haven't covered, we encourage you to reach out – we're always delighted to spread the word and explore new opportunities. We continue to delve into the potential of new marketplaces daily on ChannelX and we hope this guide complements our work and helps you discover a new platform to grow your business.



Chris Dawson
CO-FOUNDER & EDITOR
CHANNELX

channelx.world



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A WORD FROM OUR SPONSOR: LINNWORKS

In 2024, the dominance of marketplaces in the ecommerce sector is undeniable. With 51% of consumers expressing a preference for online marketplaces over traditional retail outlets for their purchases (Linnworks' State of Commerce Ops Report), it's evident that this trend is not just a passing phase but a pivotal shift in consumer behaviour. Yet this shift presents a growing challenge among ecommerce retailers: the complexity of establishing and maintaining a presence across these varied marketplaces.

At its core, Linnworks excels in bridging the gap between retailers and hundreds of global marketplaces, facilitating seamless integration with leading platforms such as Amazon, eBay, Walmart, Wayfair, and many more. This capability is not merely about expanding market reach; it's about enhancing operational efficiency and capitalising on the vast opportunities presented by a multichannel selling strategy.

But why is this connectivity so crucial? For companies eyeing significant growth, particularly those surpassing the £10M annual revenue mark, diversifying their marketplace presence is not just beneficial—it's imperative. Our data underscores a compelling narrative: higher revenue companies are not limiting themselves to one or two marketplaces. They are expanding their horizon to at least four, recognising that this strategy is key not only for growth but also for ensuring stability in an increasingly volatile market.

But marketplace connectivity is merely the tip of the iceberg. True efficiency lies in creating a seamless link between every component of your supply chain—connecting marketplaces with warehouses, warehouses with inventory, and inventory with shipping couriers, all within a singular platform. This holistic integration is vital. It transforms a collection of isolated operations into a cohesive, smoothly functioning system. By centralising management in one platform, businesses can ensure real-time visibility, optimise operations, and respond more swiftly to market demands. It's about unifying all the disparate elements of your supply chain to operate as one efficient, integrated whole.

Take Life Interiors, a valued customer of Linnworks, with marketplace presence on more than 40 platforms. Such an extensive operation would be overwhelming, if not unmanageable, without the right tools at disposal. Yet with Linnworks, Life Interiors reduced order processing time by 40%, order discrepancies by 25%, and overselling by 30%. This achievement underscores the power of Linnworks in transforming the complexities of marketplace management into a streamlined, efficient process.

To sum up, 2024 is a year where connectivity takes centre stage in ecommerce. In this interconnected marketplace environment, Linnworks stands out with its Connected CommerceOps solution, empowering businesses with the necessary tools to efficiently manage multichannel sales. By leveraging Linnworks, businesses can achieve not only growth and diversification but also ensure stability and resilience in a competitive and fluctuating ecommerce marketplace.



Georgia Leybourne
CMO, Linnworks

www.linnworks.com





Connect Your Commerce Ops



Connect your website, marketplaces and couriers with access to **100+** integrations.



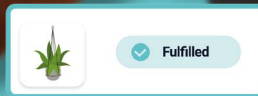
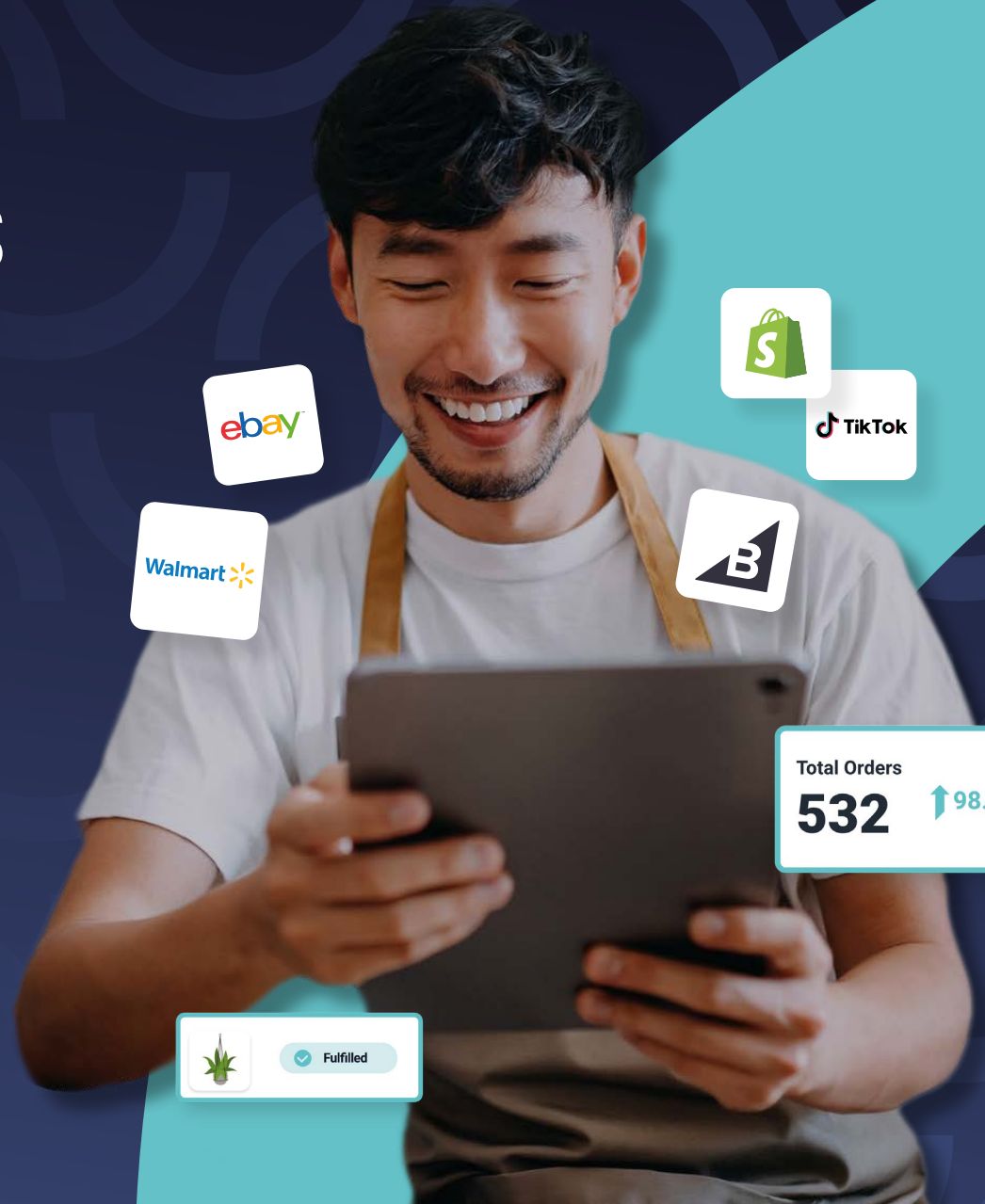
Automate time-consuming processes like listings, order management and shipping.



Centralise orders, inventory, warehousing and shipments into a single source of truth.

Want to see Linnworks in action?
Speak to us today at linnworks.com

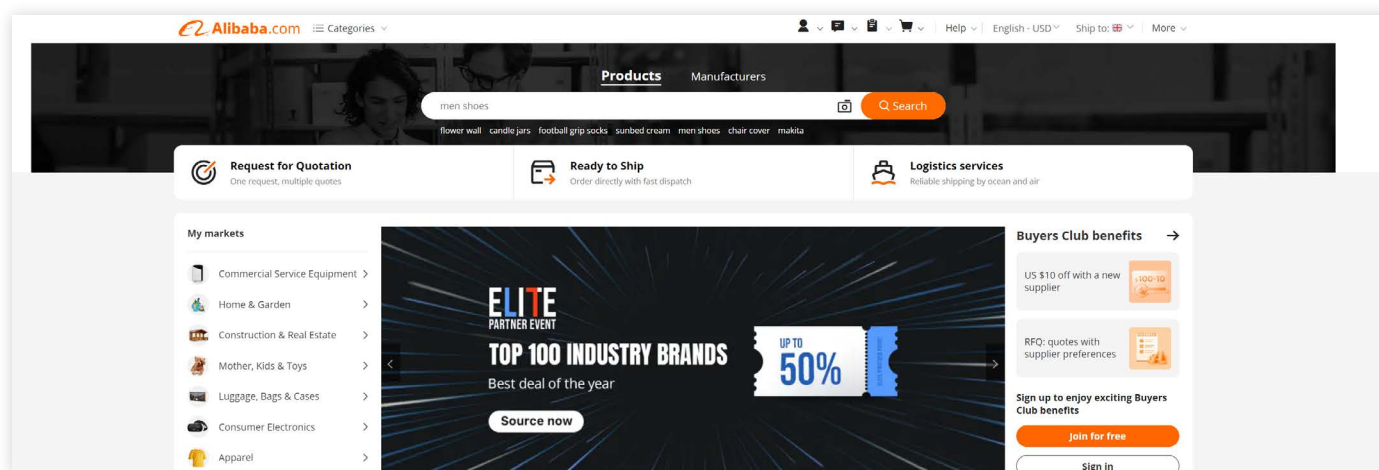
Ready. Steady. Grow. Connected CommerceOps™





www.alibaba.com

START SELLING >



MARKETPLACE OVERVIEW

Launched in 1999, Alibaba.com is a leading platform for global business-to-business (B2B) e-commerce that serves buyers and suppliers from more than 200 countries and regions around the world. It is engaged in services covering various aspects of commerce, including providing businesses with tools that help them reach a global audience for their products and helping buyers discover products, find suppliers and place orders online fast and efficiently. Alibaba.com is part of Alibaba International Digital Commerce Group.

SELLER REGISTRATION AND REQUIREMENTS

Alibaba has multiple types of selling packages and plans to choose from. Follow a few easy steps to register for an Alibaba.com seller account and get your business verification process started. You can also choose to have a dedicated account manager who will help you through the process.

Business verification is a critical component of Alibaba.com seller membership as it establishes the validity of your company's status and authorised contact person. Business verification helps buyers trust you

and want to do business with you compared with seller accounts that did not go through a business verification.

PRODUCT LISTINGS AND FULFILMENT

When uploading products onto the marketplace you can either upload them individually, or streamline the process with the bulk upload tool. As you post products, the intelligent posting system uses AI to suggest ways to optimise each listing based on how the Alibaba.com algorithm works and what buyers are searching for on the site.

On Alibaba.com, you get a multi-page store dedicated entirely to your business, where you can create a unique digital identity to help your brand stand out and showcase your goods. After listing your products, you will begin receiving inquiries from potential buyers. Alibaba.com lets you own the relationship with your customers through back and forth messaging. Alibaba.com offers a selection of seller plans which can be found [here](#).

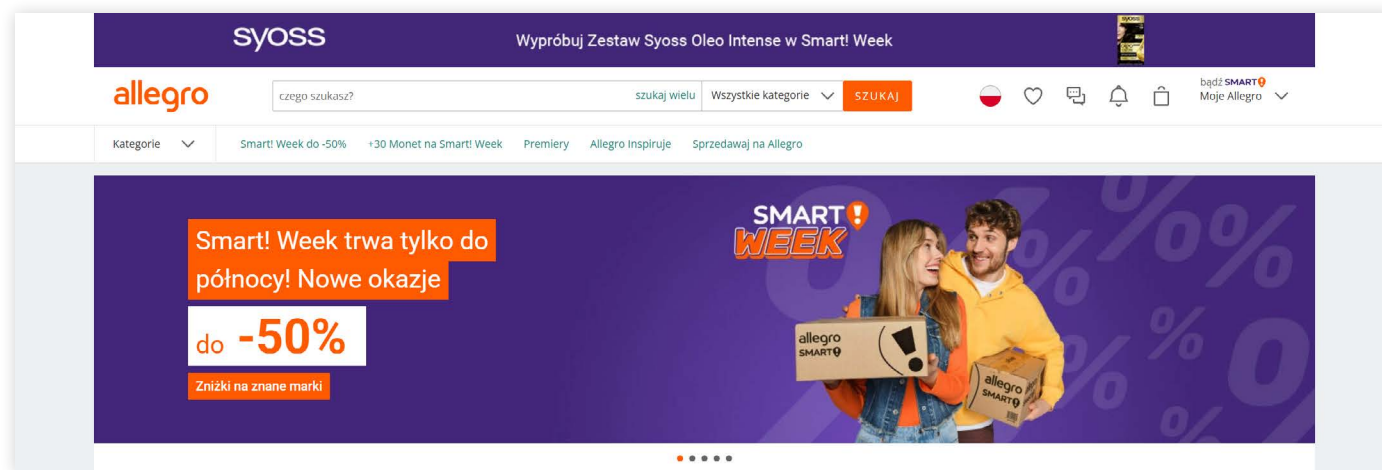
OUR TAKE ON ALIBABA

A defined ecommerce strategy is essential to the longevity and success of a brand. And that strategy, increasingly, should be global. Selling on Alibaba means reaching more than 903m active buyers in 200+ countries and regions, including the United States, Europe, Middle East, South East Asia and more. British SMEs would do well to take note and consider the global export opportunities at play as they develop a growth strategy that will boost the bottom line, reach new markets and help them to stay on the front foot in an ever-changing landscape. For sellers, international trade can be an important step in a business's long-term growth and Alibaba can provide a foundation for this step.

allegro

www.allegro.pl

START SELLING >



MARKETPLACE OVERVIEW

Allegro is the biggest online marketplace in Poland and one of the largest ecommerce websites in Europe.

Some 80% of online shoppers choose Allegro first, with 90% of clients regularly shopping on the marketplace.

The platform is the most popular search engine for purchases in the Poland with more than 1.5 billion searches per month across 14 categories.

Poland is a country of nearly 40m people and is an attractive, fast-growing market. In fact, Poland is one of the fastest developing European ecommerce markets.

Currently, more than 140,000 merchants sell on the Allegro marketplace, to nearly 20m active buyers. The number of offers listed on the platform is also growing –with more than 200m offers listed.

SELLER REGISTRATION AND REQUIREMENTS

Registering on Allegro is easy. To sign up just go to allegro.pl, click on “My Allegro->Create An Account” and follow the instructions.

You then need to set up a PayU account, the wallet service that collects all your Allegro takings. You don’t need a Polish bank account because PayU funds can be remitted to a UK bank account.

The process to register is easy so you don’t need to be accredited or approved. You can sell new goods in most verticals.

PRODUCT LISTINGS AND FULFILMENT

It’s worth noting that Allegro is entirely in Polish so one real benefit you can enjoy is having a native Polish speaker in your business. Indeed, language is probably the biggest barrier to selling on Allegro.

You’ll need to produce listings in Polish and also provide customer service in the language. The listing design is customisable and

not on a catalogue basis. Free shipping is highly recommended. You’ll also want to consider logistics as Brexit hasn’t helped matters here – ideally you’ll want to look at fulfilment out of a warehouse in Europe to speed up deliveries and ensure you can ship with the minimum of customs paperwork and duty charges.

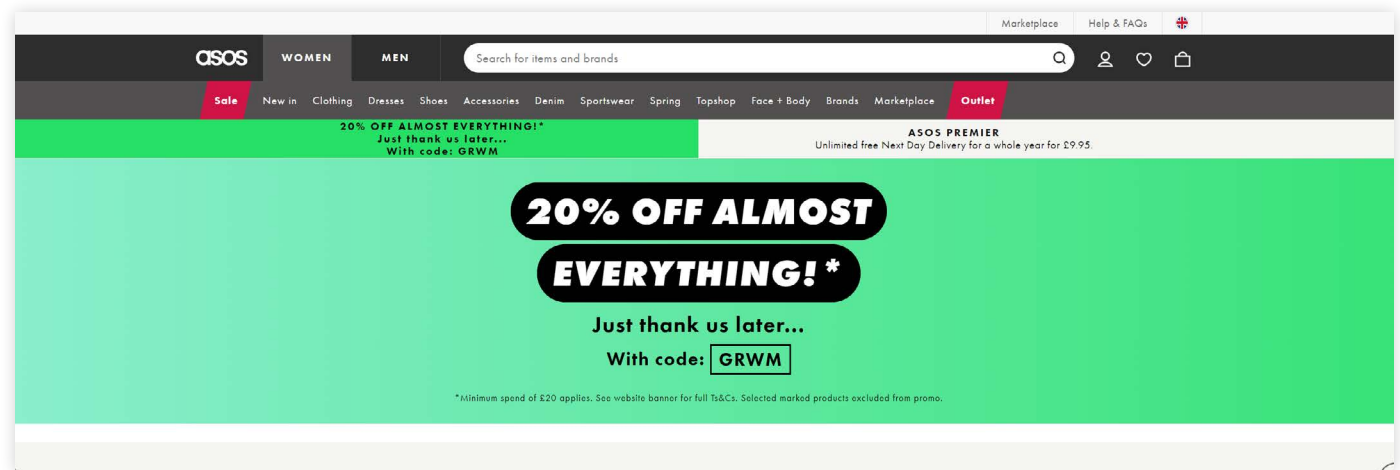
OUR TAKE ON ALLEGRO

If you want to sell to Poland, then Allegro is the primary choice. And as a UK seller, with ready access to Polish talent who can help, it is a realistic option. The relative weakness of Sterling will help, as does the close links between the UK and Poland. Postage, fulfilment and returns do represent an ongoing challenge, but nothing is insurmountable.

ASOS

marketplace.asos.com

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MARKETPLACE OVERVIEW

ASOS, which stands for As Seen On Screen, is a well known fashion and accessories retailer based in London. It also offers a marketplace site that's open to merchants who sell clothing that complements their own lines and products.

The ASOS Marketplace launched in 2010 with 20 sellers and since then, they say, it has become the leading online platform for independent brands and vintage boutiques selling online. It's now home to more than 850 brands from around the world and more than 130,000 products.

SELLER REGISTRATION AND REQUIREMENTS

You'll need an ASOS Marketplace account to apply for a boutique. Sign in when applying or create an account. You must be selling either your own designs or a true vintage collection (Y2K or older) and you will need a Business PayPal account to launch. You should try to offer international shipping and ASOS require a high standard of customer service as detailed in their Boutiques Standards Guide.

PRODUCT LISTINGS AND FULFILMENT

ASOS LOVES seeing great photography on its marketplace. Shoppers get inspired by beautiful imagery, plus it helps to build your brand identity and emphasises how amazing your product is too. Boutiques must also follow the ASOS Marketplace Photography Guide, which requires all products to be shot on a person and in natural daylight.

The default period a listing is live on ASOS Marketplace is 120 days, but this becomes longer for listings where at least one unit has sold. Your item will be eligible for Clearance once it has been live for 120 days and expired.

The maximum delivery time for items is 20 days. Orders must be shipped within two days of payment clearance in line with Boutique standards. Made-to-order and custom-made items must be shipped within five working days.

OUR TAKE ON ASOS

Anecdotally, two aspects of the ASOS marketplace come up when it becomes a topic of conversation. The first relates to registration and getting set up on the marketplace: by all accounts ASOS is a hard outlet to get registered on. Registration can be an involved process and ASOS is picky about who it approves as sellers. This is evidence clearly pointing to the fact that this isn't a sales channel that will be open to everyone.

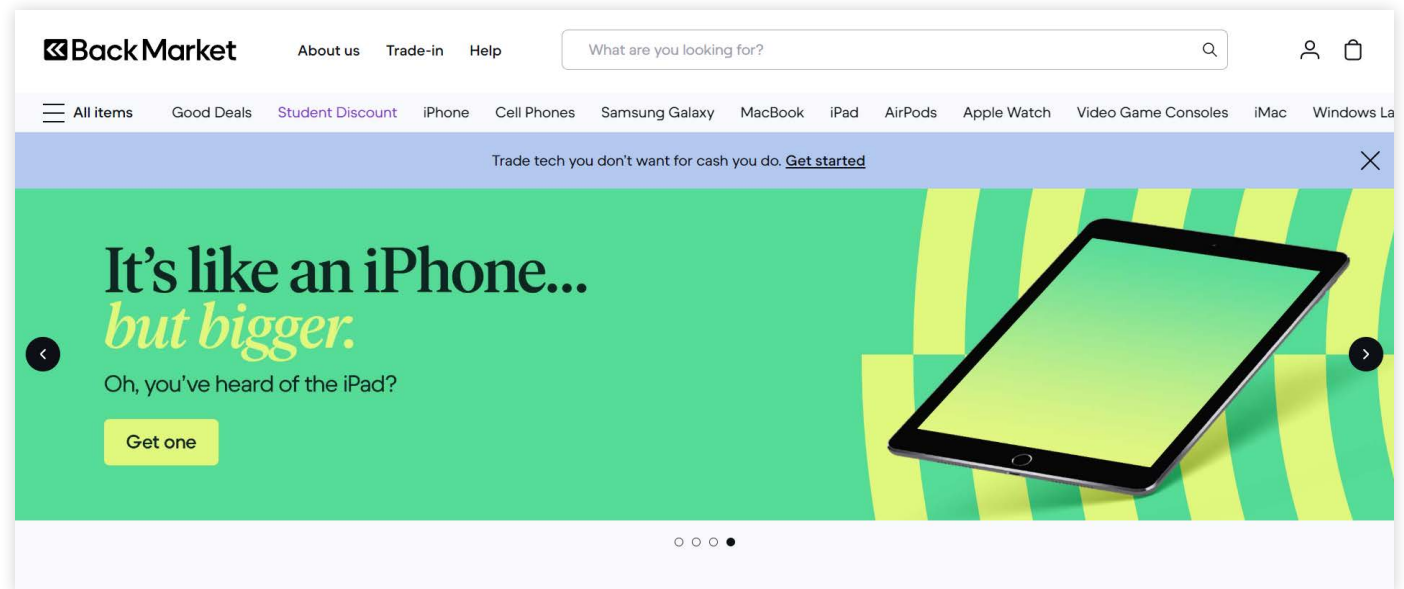
Secondly, returns on ASOS are reportedly very high indeed, but that's true of online fashion sales in general. Shoppers like to buy multiple apparel items to make sure they fit or suit them and send back the ones they don't want. That makes the returns service you offer important and, potentially, a serious line item to consider when business planning.

At the crux of the attraction of ASOS is brand recognition – it is a respected and effective organisation beloved by consumers and, if you're approved, it could very easily become an essential and lucrative sales channel for merchants in that vertical.

Back Market

www.backmarket.com

START SELLING >



MARKETPLACE OVERVIEW

Back Market is a global marketplace for refurbished devices. Launched in 2014 in France, the marketplace partners with trusted refurbishers who clean, test and certify the quality of items before they are sold. Britain has proved to be one of Back Market's fastest growing territories offering significant business opportunities for refurbishers and a ready pool of potential buyers. With 1500 resellers worldwide, Back Market works with brands directly, including the OEM manufacturers. Big industrial refurbishers and pure trade-in players use Back Market as a sales channel.

SELLER REGISTRATION AND REQUIREMENTS

Any interested seller can head over Back Market's [seller portal](#) and fill out the registration form. You'll need to provide some basic info such as your business name, contact details and email address. You'll need to gather business licences and tax IDs eventually too.

During the onboarding process you'll create a profile with brand logo and biog.

Back Market charges a standard 10% sales commission. Plus, you'll need to pay a security deposit before you can activate your listings. This ensures the platform can reimburse buyers if needed. With more than 1,500 registered sellers, it's easy to get lost in the crowd. High-quality pictures are key and honesty about the condition of products as well as staying competitive is essential. Dynamic pricing and seasonal discounts can make a difference.

You only need to ship on business days but orders placed after 1pm should be shipped out the next business day and orders for large devices (such as TVs) should be shipped within two business days. You can also print delivery notes directly from the platform. Back Market has partnered with APIs such as SellerCloud,

ChannelAdvisor, ChannelEngine, Shipstation, Linnworks, Wholcell io and Shoppingfeed.

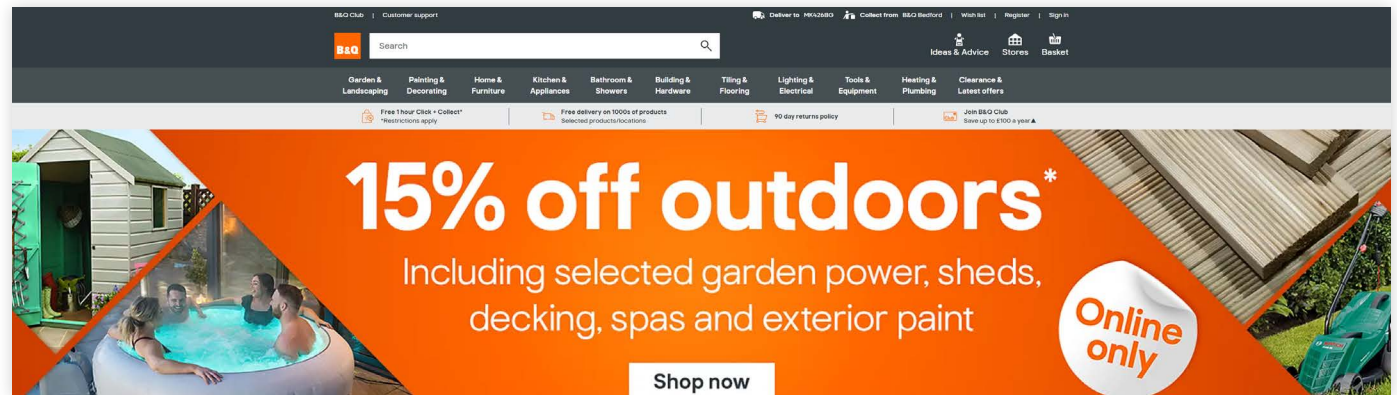
OUR TAKE ON BACK MARKET

Consumers are keener than ever to buy refurbished tech. They are more and more aware of their footprint but less familiar with the impact of their devices. New players are emerging in this market making it a worthwhile area to keep tabs on. We are also likely to see a rise in smaller-sized electronics such as coffee makers and other kitchen items. The market opportunity for refurb had another level of growth after Brexit, where consumers were used to renewing every two years. The market size is big in the UK and the marketplace is a real viable sales channel.



www.diy.com

START SELLING >



MARKETPLACE OVERVIEW

B&Q, founded in 1969, is the largest home improvement and garden center retailer in Europe. It sells products such as pressure washers, tiles and garden furniture across its 300+ stores and through diy.com which gets 24 million monthly visitors. It is part of Kingfisher plc, the international home improvement company, operating 1,400 stores in eight European countries.

B&Q set up a marketplace in 2022 that's open to merchants selling products which complement their own lines. In its first year it added 340,000 products to its online assortment and it has created partnerships with 400 third party sellers across 18 categories such as lighting, power tools, wallpaper and small domestic appliances.

Ecommerce sales penetration soared to 17.4% in FY 22/23, up from 16.3%. The B&Q marketplace alone generated £154m in gross sales, with marketplace participation hitting 38% in January 2024. A robust year-on-year increase of 6.4% brought total ecommerce sales to a whopping £2.3bn.

SELLER REGISTRATION AND REQUIREMENTS

You need to apply to become a merchant on [diy.com](https://www.diy.com). First follow some easy steps after clicking on the 'Become a B&Q Verified Seller' tab at the bottom of the [diy.com](https://www.diy.com) homepage. You then progress on

to filling out a short questionnaire where you provide your business details, a run-down of your business operations and a contact person. B&Q then reviews and assesses your application against a range of criteria to ensure you meet its 'high bar for customer experience'. You need to go through an onboarding process as well, aided by a marketplace business development representative, sign up to the T&Cs and pass required merchant and product checks. B&Q says that the set-up process typically takes less than five days. When you go live, an account manager will be there to provide support and Guidance.

PRODUCT LISTINGS AND FULFILMENT

B&Q has partnered with marketplace platform Mirakl, the industry's leading enterprise marketplace. Any approved seller can then create their stores on Mirakl in a few easy steps. [Sell across hundreds of marketplaces \(mirakl.com\)](https://www.mirakl.com) B&Q says that to support sellers already operating on several marketplaces it has built integrations with aggregators such as Shopify, Magento, Linnworks and many more.

B&Q does not provide any fulfilment service so sellers will be expected to fulfil all products directly to the customer. It expects sellers to dispatch their products within two days of receiving the order from the customer. When it comes to product listings sellers are not allowed to sell the same first party products sold by B&Q. Sellers have to

agree with B&Q the specific categories/subcategories/products that they can sell on its marketplace. For more information visit [General FAQs - UK - Merchants Hub by Kingfisher Sites](#).

OUR TAKE ON B&Q

B&Q's marketplace is transforming the home improvement sector in the UK. Since launching, it has become one of the fastest growing marketplaces in the UK and already a marketplace leader in the DIY and home categories.

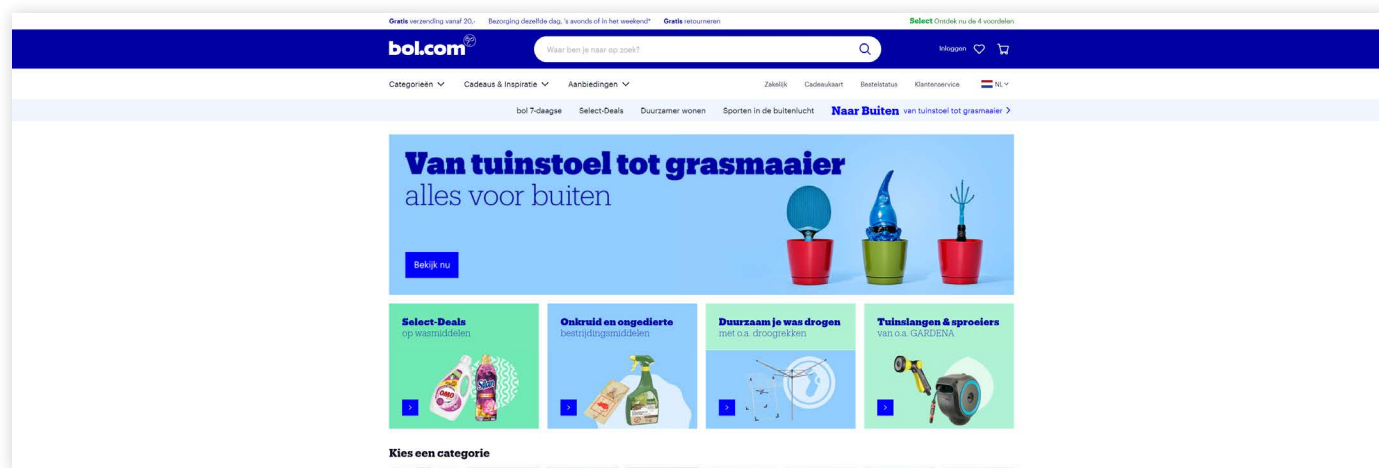
Encouraged by B&Q's success, Kingfisher is set to launch new ecommerce marketplaces in France and Poland. The goal is to achieve a 30% sales penetration, with a third of that representing high-margin marketplace gross sales.

The sector is fairly defensive, which means that no matter the economic weather there is demand from people wanting to spruce up their homes or gardens either to sell, improve the value of their home, feed their DIY habits or just to relax.

bol.com

www.bol.com

START SELLING >



MARKETPLACE OVERVIEW

Bol.com is the big and famous online retailer for books, toys and electronics and surpasses Amazon in those fields in Holland. It started out as a purely online bookshop, but Bol.com is now the biggest marketplace for a wide range of products in the Netherlands and Belgium. It has a strong brand presence and is very well respected among Dutch and Belgian consumers. It has a very popular mobile app.

The retailer says it enjoys custom from 13m customers selling more than 34m products. The platform had a turnover of €2.9B in 2023 and is home to more than 51,000 sellers.

As a seller you can also enjoy benefits from internal advertising possibilities, get help in content optimisation from the Bol team and use the affiliate marketing programme to drive additional sales and revenues.

SELLER REGISTRATION AND REQUIREMENTS

To sell on Bol.com all product content needs to be in Dutch and all products need to have an EAN or ISBN code. You'll be required to

provide Dutch-speaking customer service, offer free returns in 30 days and ensure delivery time is maximum eight working days.

You'll need to have a VAT number from an EU country, be registered at a Chamber of Commerce in the EU and have a European IBAN bank account number. For non-Belgian and non-Dutch companies, they must reach €1M of income via Bol.com in the first year.

PRODUCT LISTINGS AND FULFILMENT

Listing your items is also easy. All Bol.com needs for all products is a Global Trade Item Number (GTIN). So if you have a GTIN, there is no need to manually translate your listing – Bol does that for you. There are also no fixed monthly fees for your Bol.com account and you only pay for each item which is sold.

You can also plug into Bol.com's distribution network in the Netherlands to help with fulfilment. Bol.com handles all payments and disburses them to sellers. Quite a number of multi-channel marketplace providers already serve Bol.com, so switching on this marketplace via them (and hopefully tapping into their expertise too)

is an easy way to start selling.

OUR TAKE ON BOL.COM

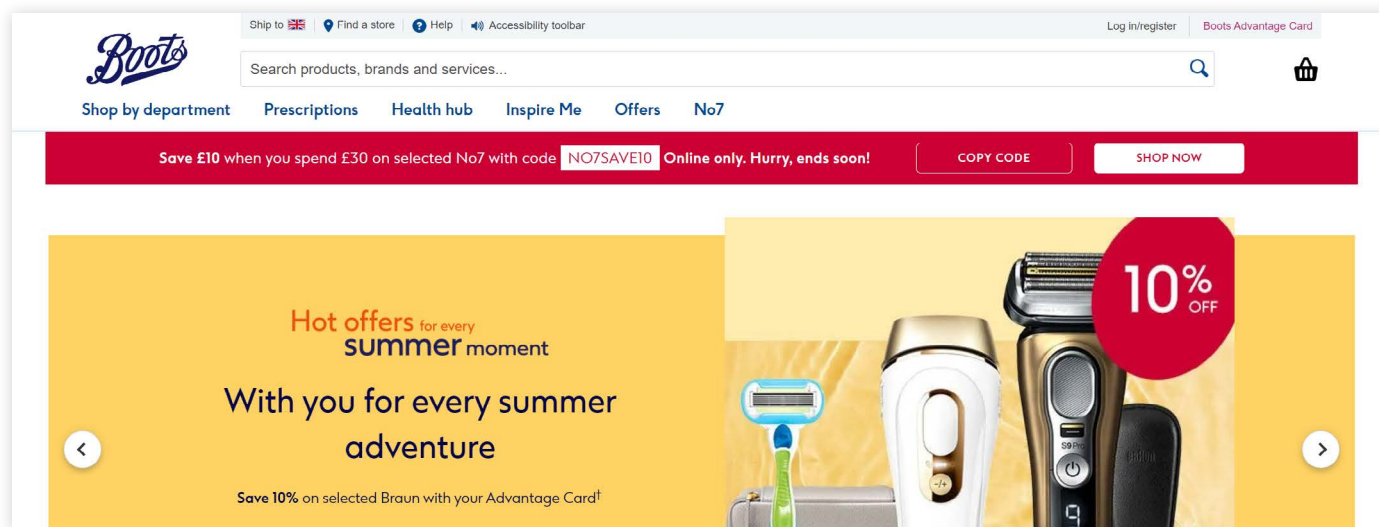
Trading with Belgium and Holland is an easy proposition for UK sellers. Shipping is straight forward and efficient. But most importantly both the Dutch and Belgians are adept at trading with the UK. Not only is English widely used but they know how long shipping takes. Neither are the biggest countries in the world but they are good shoppers when it comes to UK goods and they like a lot of things our nation has to sell.

What are the downsides? You're going to need to have a proven track record and a GTIN-based listings approach but that is scarcely a problem for any serious and committed ecommerce merchant.



www.boots-uk.com

START SELLING >



MARKETPLACE OVERVIEW

Boots is the largest health and beauty retailer in the UK whose history stretches back to the mid-1800s when it opened an herbalist store in Nottingham.

Today it has more than 2,100 health and beauty stores across the UK, with 4,300 registered pharmacists and more than 1,200 Boots beauty specialists. There are more than 500 beauty, skincare and haircare brands available. It is also the UK's number-one most visited health and beauty website, with 16.3m active Boots Advantage Card members.

In 2022 the group announced its online marketplace for sellers, with Mirakl technology offering sellers access to millions of monthly visitors to [boots.com](https://www.boots.com) and the App. The plans were postponed in 2023 and are still currently on hold.

SELLER REGISTRATION AND REQUIREMENTS

Boots says it wants to work with hundreds of new suppliers and

established brands of any size on its new marketplace. There's a focus on beauty, health, baby and wellness brands and since January 2023, the company has launched nearly 7,000 new lines from top beauty brands. Boots uses RangeMe, a third party site, to manage new product submissions and here (<https://www.rangeme.com/boots>) you can create a free profile and showcase products.

PRODUCT LISTINGS AND FULFILMENT

Marketplace products are seamlessly integrated with its existing product range on boots.com. Powered by Mirakl – the enterprise marketplace SaaS platform – Boots says new and emerging brands 'benefit from Boots' reputation as one of the most trusted and respected brands in the UK, and the potential for future store listings'.

OUR TAKE ON BOOTS

The potential for third party sellers is clear. It is a well-established,

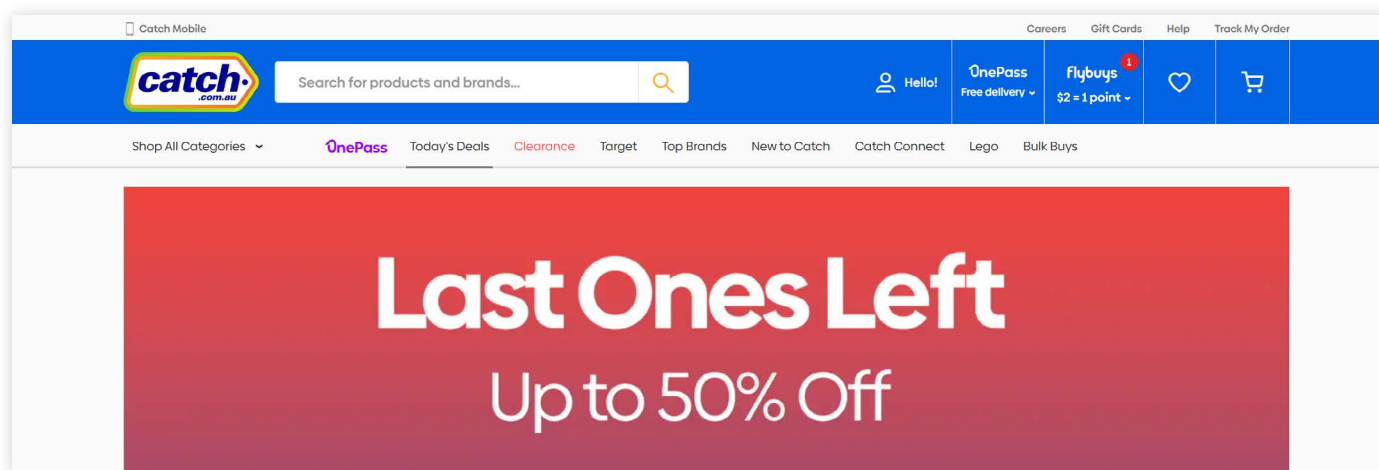
well-known brand and one which is performing strongly.

Boots delivered a strong performance in the first quarter of last year and ended 2023 with an eleventh consecutive quarter of market share growth and retail sales up by 9.8%, on top of an 8.7% increase in the prior year. Digital sales now contribute 19.2% of total retail sales, with boots.com sales growing 17.5%. Use of the Boots App continues to grow and it now has 7.2m active users. This could be an exciting opportunity for sellers in this sector. When it does eventually launch it will be one to keep a close eye on.



www.catch.com.au

START SELLING >



MARKETPLACE OVERVIEW

Catch.com.au is one of the biggest Australian online retailers in its own right and in 2017 it opened an online marketplace for third party (3P) merchants to market their goods on.

Catch says it has 3m active customers, 2.5m+ product listings and a dynamic website that engages shoppers with daily new events and exciting deals. Its approved sellers also receive the benefit of hands-on account management, seller support and tailor-made promotional opportunities.

Catch.com.au is Australia's favourite online shopping destination and offers over 1 million products both directly and through our Marketplace across a wide range of consumer categories including fashion, accessories, sportswear, home decor, health & lifestyle products, groceries and everything in-between. By building fulfilling relationships with suppliers, developing a world-class IT platform and investing in our supply chain, Catch.com.au consistently delivers results in a competitive landscape.

– Catch.com.au

SELLER REGISTRATION AND REQUIREMENTS

You will need to register to join up and prove that you have online selling experience and permission to sell any branded items in your inventory.

All new sellers undergo a screening process and are approved only if they meet the eligibility criteria and Catch values which you can find out about [here](#).

One thing worth bearing in mind, that has advantages, is that Catch.com.au only wants one seller per SKU so they are very keen to find merchants vending products not already available.

PRODUCT LISTINGS AND FULFILMENT

You can add your products to the catalogue, once approved, using a CSV flat file or the API. In order maintain a high seller rating, Catch says that it is imperative that sellers provide prompt and clear responses to customer service queries and should respond to any questions or queries within a minimum of two business days.

Fulfilment of orders is made by merchants. Commission vary by category from 10–25% and that comes on top of a monthly seller subscription of AUS \$49.99. Your orders on Catch.com.au become “Payable” based on a seven-day cycle.

OUR TAKE ON CATCH

Australia is a compelling market on several levels. Obviously, it is English-speaking and there are strong ties between it and the UK. That said, its distance offers a challenge and there is the issues of the GST (goods and sales tax) which can mean that merchants importing into Australia are liable for an additional levy. None of that is insurmountable and the opportunity that shoppers down under offer shouldn't be dismissed.

Catch.com.au has the merit of being a well known with a dedicated following but its reputation as a cheap and cheerful, discounting selling arena may well discourage many serious merchants. If you are interested in selling to Australia, the first stop to test your products out on is probably still better being eBay.



cazaar.co.uk

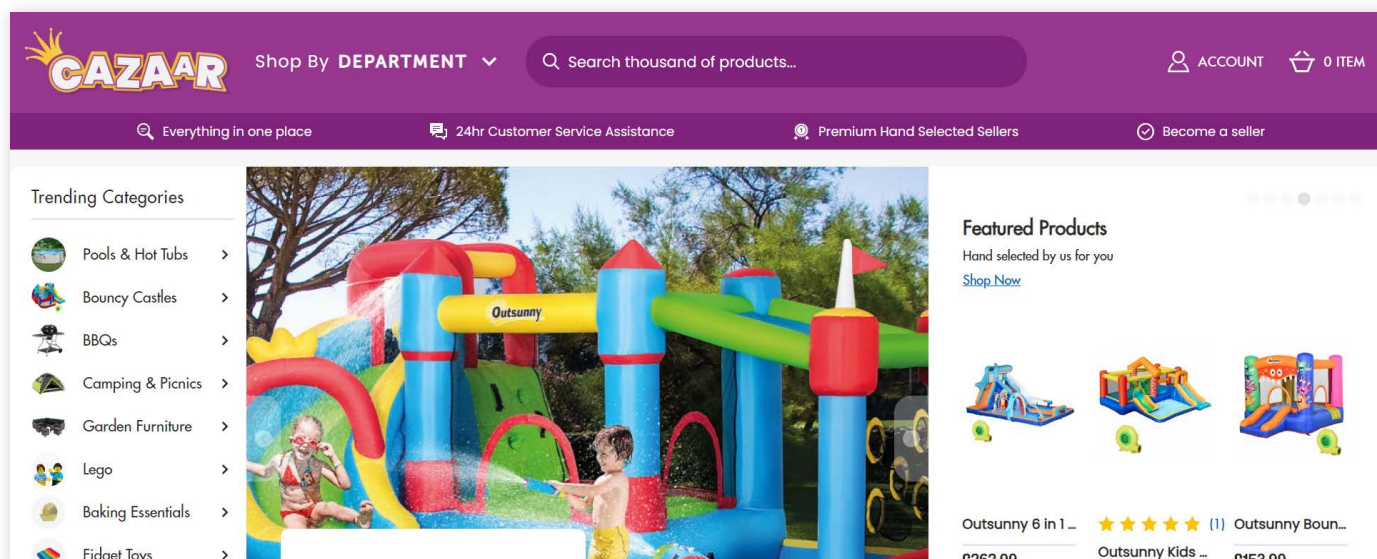
START SELLING >

MARKETPLACE OVERVIEW

Cazaar is a relatively new dedicated self-styled “marketplace for all things fun”.

Initially focused on party supplies, it has now expanded into a comprehensive platform offering a wide array of products, such as swimming pools, air conditioning units, pet supplies, toys, party decorations, costumes, gifts, alcohol and merchandise. It has an impressive catalogue exceeding 550,000 items and continually growing, sourced from carefully selected UK-based sellers.

While the platform hosts some large retailers, niche sellers are finding rapid success as the broad audience helps their products gain visibility. Cazaar.co.uk has experienced exceptional growth, with sales surpassing initial projections and achieving a 500% increase from May 2022 to May 2023. The beginning of 2024 also saw a remarkable 400% sales surge, attributed to deliberate product line expansion and significant advertising investments. These strategies have not only broadened their customer base but also significantly enhanced their market presence.



To maintain quality and reliability, Cazaar collaborates with UK-based sellers, ensuring customers can trust their purchases and support small businesses. This close partnership guarantees prompt delivery and exceptional customer service.

Cazaar has worked closely with its sellers to ensure smooth operations from signup to order fulfillment. Using its in-house web development team, the platform has been optimised to meet sellers’ needs, including full integration with Shopify for effortless product publishing. The list of supported platforms continues to grow, now including Linnworks, WordPress and more.

SELLER REGISTRATION AND REQUIREMENTS

Cazaar is now accepting invitations for certain product categories. However, due to high expectations of delivery time, customer service and product quality new sellers are asked to fill out a [form](#) for review. Once on board, sellers are part of Cazaar’s marketing ads including social ads, billboards, radio ads and content marketers and a budget goes towards promoting products

on Google, optimised by industry professionals. To apply for an account or check out more information go to <https://seller.cazaar.co.uk/>

OUR TAKE ON CAZAAR

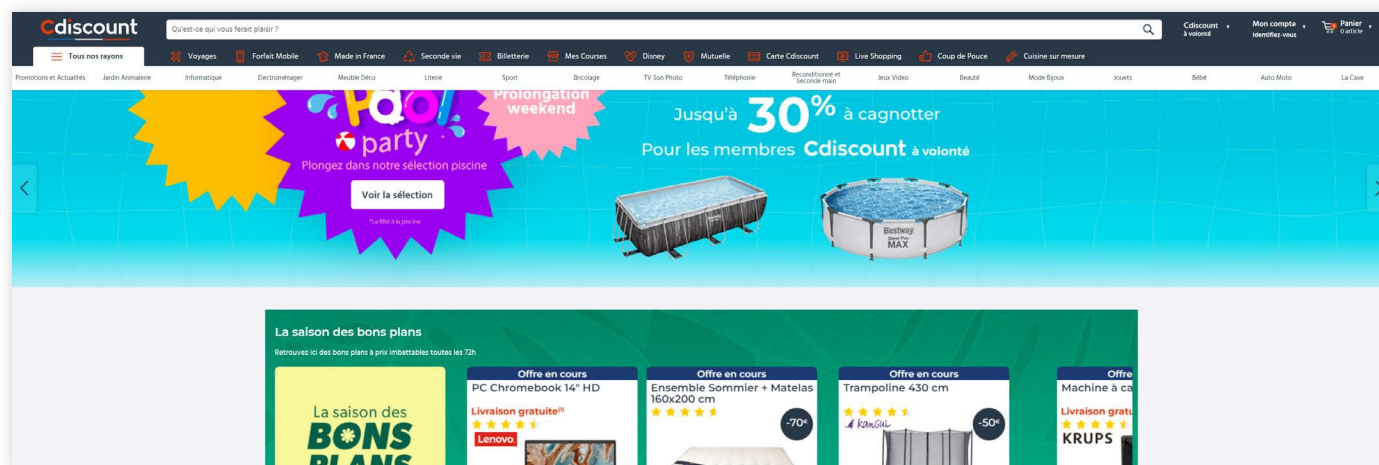
Cazaar’s journey is a great example of how innovative thinking and aggressive marketing strategies can lead to significant growth. Though still a niche marketplace, now is an ideal time to join. With a curated selection of trusted retailers and brands, you won’t be overwhelmed by competitors.

Cdiscount

N'ÉCONOMISEZ PAS VOTRE PLAISIR.

www.cdiscount.com

START SELLING >



MARKETPLACE OVERVIEW

Cdiscount is France's largest ecommerce player. Starting life as a discount online retailer, Cdiscount has 10.2m active customers, two million "Cdiscount à Volonté" subscribers and enjoys more than 23m unique visitors per month. Cdiscount's marketplace was launched in 2011 and has been experiencing strong growth rate ever since.

Cdiscount sells the full gamut of goods, new and refurbished, but it is particularly well known for electronics and tech products and is popular with tech-savvy shoppers looking for good prices. The company has 540,000 sqm of warehouse space.

SELLER REGISTRATION AND REQUIREMENTS

You must apply to become a seller on Cdiscount. There's no registration fee or listing fees. There is a monthly cost of €39.99 to sellers but there is no term commitment. Sales commission is charged dependent on category at between 5% and 20%. Payment is taken by the marketplace and disbursed to sellers every ten days in Euros. All you need to do is fill out our registration form and provide the supporting documents that will be requested.

PRODUCT LISTINGS AND FULFILMENT

You can list your items on Cdiscount using the API, uploading a CSV file or using its listing tools. As a big player in the ecommerce field it is also integrated with many of the multichannel software providers in the industry.

Sellers can fulfil their own order, tracking is mandatory, or you can use Cdiscount's Octopia fulfilment service which offers Storage, wrapping and dispatch of your products, Returns and customers relations management, and management of your Cdiscount orders and of all your sales platforms. The network has 22,000 pickup points across France for click and collect. It also takes in charge external orders in more than 20 countries. To get more prominence for your listings on Cdiscount you can try out the Cdiscount Ads which can help sellers to increase traffic, strengthen customer loyalty and receive more product reviews.

A set of communication solutions allow sellers on Cdiscount Marketplace to gain visibility, both on the entire store and on selected products. It also proposes Premium Subscriptions giving access to visibility products, more data, logistics discounts or

services and for the top four granting an account manager to help merchants develop their business.

OUR TAKE ON CDISCOUNT

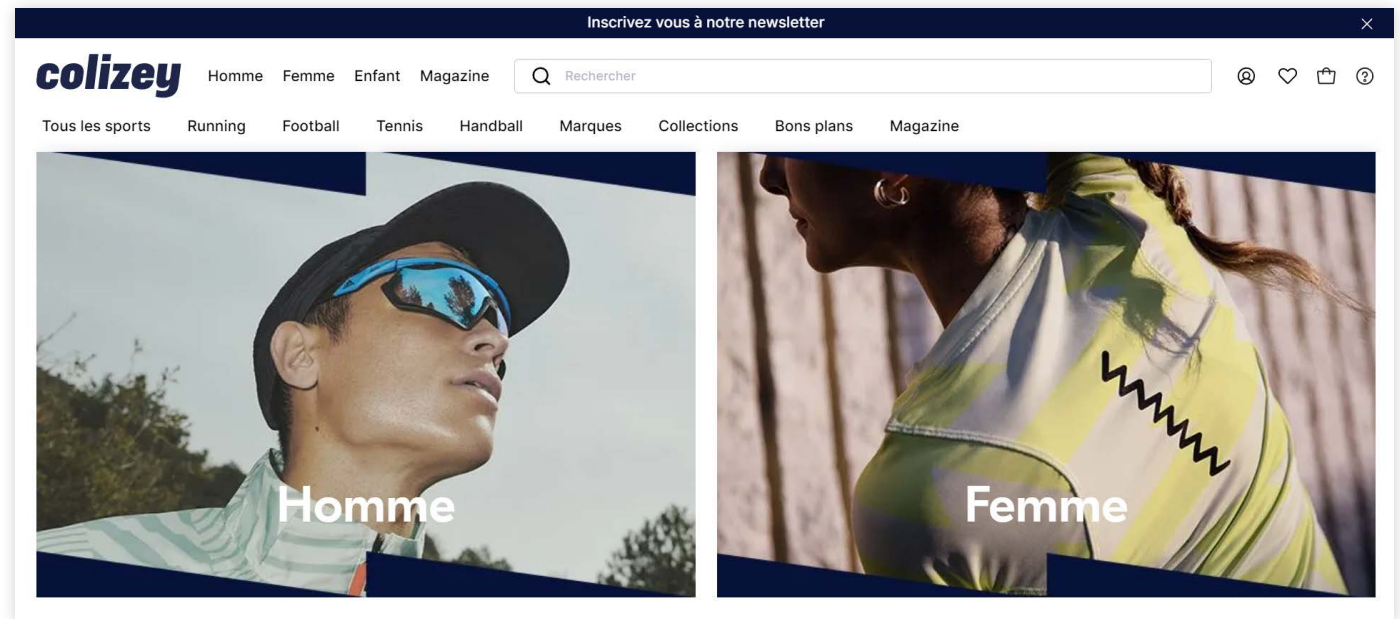
If you're a UK seller, looking to get a toehold in Europe, then Cdiscount is a marketplace that's seriously worth considering. It's one of the most important websites in France and has a dedicated following of shoppers and also strong brand recognition there, even if it's almost entirely unknown here. It's also notable that very few UK merchants trade on there so it can be good opportunity to outsmart your competition. And the barriers to entry are not strict and the costs are reasonable.

You will likely need to get someone on your team who is proficient at French because you'll need to offer listings and customer service in French but that's not an insurmountable hurdle.

colizey

colizey.fr

START SELLING >



MARKETPLACE OVERVIEW

Colizey is the first French marketplace 100% dedicated to sporting goods and equipment. It supports 27 different sports categories, including running, football and cycling and offers more than 500 hand-picked brands, with advice written by athletes for athletes and a dedicated customer service team. It has more than 200 sellers and over 150,000 products listed currently.

SELLER REGISTRATION AND REQUIREMENTS

To start selling on Colizey you need to access the Partner Portal and fill out a registration form. Companies must sell only sports-related products and all communication is in French. Colizey also requires prices to be submitted in euros so currency conversion must be in place. Response

time must be no longer than 48 hours. There's no setup fee but a monthly fee of €35 and 15% commission.

PRODUCT LISTING AND FULFILMENT

Colizey's product listings and product pages are designed to comply with the European Omnibus Law on pricing transparency. With that in mind, the site doesn't rely on partner sellers' discounted prices but instead calculates the lowest price recorded over the past 30 days, regardless of the seller listing the product. This improves transparency and clarity and results in a smoother overall shopping experience.

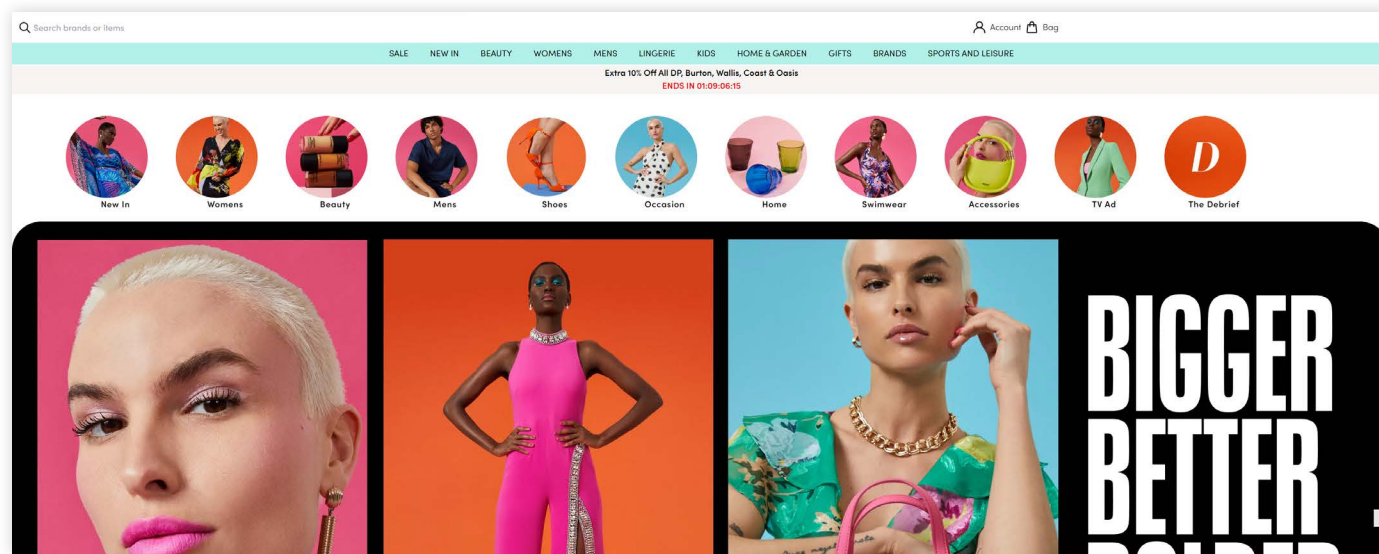
OUR TAKE ON COLIZEY

This marketplace is making huge leaps with a very particular consumer set. The returns are big and it presents a big opportunity for brands to showcase themselves against very well-known sporting brands.

Debenhams

www.debenhams.com

START SELLING >



MARKETPLACE OVERVIEW

Debenhams describes itself as the 'Great British digital department store' selling a range of products such as fashion, beauty and homeware. The company, with huge brand recognition in the UK, was founded by William Clark in 1778 as a single store in London. It grew to around 178 stores across the UK, Ireland and Denmark before becoming an online only store in 2021 following its acquisition by fast-fashion firm the Boohoo Group.

At the time, Debenhams had approximately 300m UK website visits, from those aged between 16 to 65 and over, per year making it a top-10 retail site in the UK by traffic. It is the number two retailer of skincare products in the UK and has the largest market share in make-up products.

Debenhams launched its Mirakl powered marketplace in October 2021 and has 1,500 brands on it including well-known names such as Monsoon and Ben Sherman.

SELLER REGISTRATION AND REQUIREMENTS

Debenhams says it is open to all categories and product types as well as UK orientated

brands, retailers, re-sellers, partners, and aggregators of all different sizes. Although it is anchored in fashion, home and beauty it is also looking for sellers in adjacent categories such as sportswear, toys, gaming, health, wellness and nutrition. It sees the marketplace growing in time from its three core categories to up to seven.

The sign-up process is refreshingly personable – just email its chief executive Daniel Finley at dan@debenhams.com to find out more.

PRODUCT LISTINGS AND FULFILMENT

Debenhams wants to make it as easy as possible for sellers to start listing their products on its marketplace. Indeed, it states, that its fastest partner has gone live in just two hours, although it typically takes between 10 and 14 days. It works with all the big and small integrators and those brands with no tech set up at all. It has partner, marketing and advertising programmes which includes getting brands on TV ahead of special events such as Christmas or Easter as well as sponsored spots on the site.

OUR TAKE ON DEBENHAMS

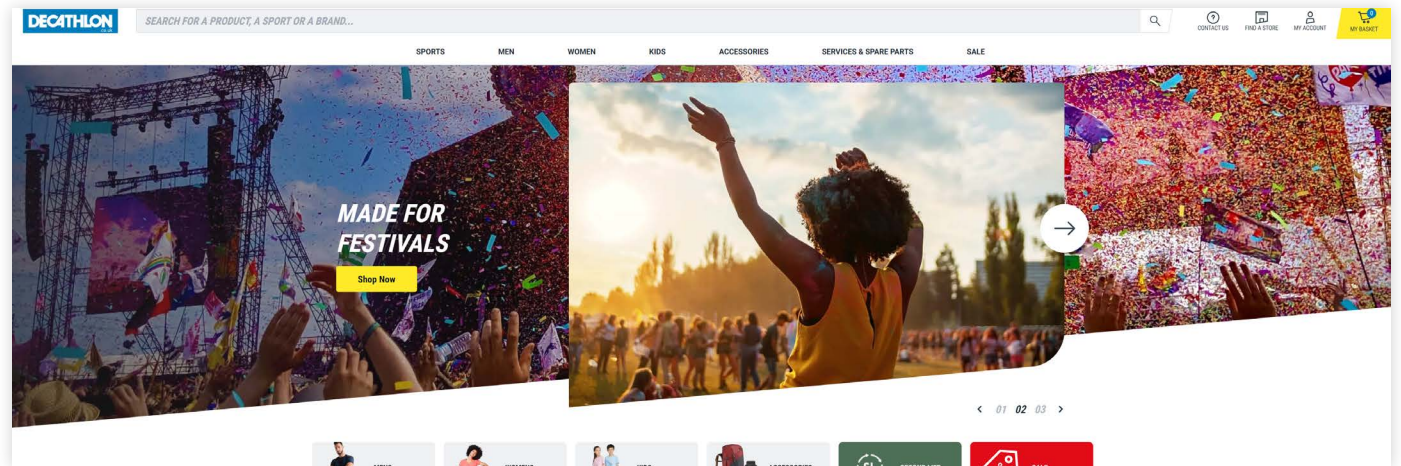
Debenhams is an iconic UK brand. So much so that there was huge sadness when it disappeared from the high street after being battered by the pandemic. But it is back up and running as a dedicated marketplace combining the strengths of its past and heritage with a clear ambition to be the best digital department store in the UK.

This could be a great opportunity for sellers either directly involved in fashion, beauty and homeware or related categories. Unlike other retailers, with many other strings to their bow such as stores, Debenhams' sole focus is on its marketplace. It is the oldest, specialist marketplace around!



www.decathlon.co.uk

START SELLING >



MARKETPLACE OVERVIEW

Founded in 1976 Decathlon is a well-known international sports retailer who launched an online marketplace in the UK in 2021, allowing health and sport brands to sell to a wider audience of customers.

Their platform welcomes 30 million yearly unique visitors, 70 million yearly visits and had over £100 million in online revenue in 2020. They are also integrated in a future proof omnichannel strategy.

We make access and enjoyment to sport possible. We aim to cover our sports users' needs for over 70 sports. We combine the strength of our inhouse brands and partner brands (such as yourselves) to offer sports users the best technical sports pricings across the UK and Europe.

-Decathlon

SELLER REGISTRATION AND REQUIREMENTS

To become a seller you can register [here](#). You'll need to meet a few requirements to be considered for this marketplace but once you're in you'll be in front of a highly qualified sports audience.

- You'll need to offer sports products or services.
- Have the capacity to fulfil and ship your orders in the UK.
- Supply product information in English.
- Give second Level Customer Service. (Decathlon offer First level)
- Share the Decathlon spirit.

PRODUCT LISTINGS AND FULFILMENT

To sell on the Decathlon marketplace there £40 monthly subscription fee and commission rates dependant on the category your products fall under. Find out more [here](#).

Decathlon offer a variety of services to their partners.

- Account management and marketing boost packages.
- In-store product showrooming and seller /product reviews.

- The chance to sell in our 6 other European markets if you wish: Belgium, the Netherlands, Germany, Spain, Italy and Poland and access 620 million sport users. (2nd Phase).

- Brand insights Report (2nd Phase).
- Fulfilment by Decathlon (2nd Phase).

OUR TAKE ON DECATHLON

Decathlon has a great reputation and huge presence within the sports sector and can provide brands selling within this niche huge potential for growth.

If you can get yourself established on Decathlons marketplace you're onto a winner. Your products will be sitting alongside their in-house range, you'll have unbeatable support and you'll have the chance to further capitalise on evolving consumer demand.

We definitely recommend sports brands to take a look.

DOUGLAS

www.douglas.de

START SELLING >



MARKETPLACE OVERVIEW

Douglas is an international success story selling a wide mix of health and beauty items across cosmetics, skincare, hair care and perfume in multiple countries in Europe. Founded in Germany in 1910, Douglas operates a network of 2,000 bricks-and-mortar stores as well as online sites including Douglas.de.

In 2019, the retailer, which considers itself a digital first business, became the first beauty retailer in Europe to incorporate a marketplace solution into its ecommerce platform.

Douglas utilises the Mirakl platform which has since been implemented by other retailers in the health and beauty space as well as those selling across other product categories.

In the first half of 2024, group sales (net) rose by 9.3% to around €2.5 billion euros: store sales (net) up 8.6% and ecommerce sales (net) up 10.7%. The company is also expanding in other areas. In 2022, Douglas acquired Dutch online pharmacy Disapo, expanding its business further into the health sector and adding to the Douglas partner program.

SELLER REGISTRATION AND REQUIREMENTS

Douglas operates a closed and selective marketplace, so its partner program is not open to every brand. They carefully select partners who can apply through a [form on the corporate website](#).

PRODUCT LISTINGS AND FULFILMENT

The Douglas marketplace began with a select few highly curated trading partners and 10,000 products. In its first year, this expanded to more than 100,000 items for sale. Today, the retailer works with more than 200 partners, 3,000 brands and offers more than 200,000 SKUs across its marketplaces in Germany, Austria, the Netherlands, Poland, France and Italy. What, in 2019, the company called “a key strategic pillar of our platform strategy and an enabler for achieving sustainable success,” is proving its worth and is a model that Douglas plans to expand to new international markets.

Today, more than every tenth ecommerce order on the Douglas marketplace contains a partner product. The company also offers marketing services to brands enabling them to maximise the opportunity of the Douglas partner programme and its retail

operations. Product testers, targeted messages through the use of Douglas’ first party data, social ads, user generated content and on-site campaigns can all be run with Douglas Marketing Services’ advertising solutions.

Douglas is also at the forefront of merchandising the beauty category in ways that resonate with consumers. Content such as videos and livestreaming inspire and teach customers about different beauty brands, product application and techniques, as well as giving the retailer an opportunity to interact with customers in real-time.

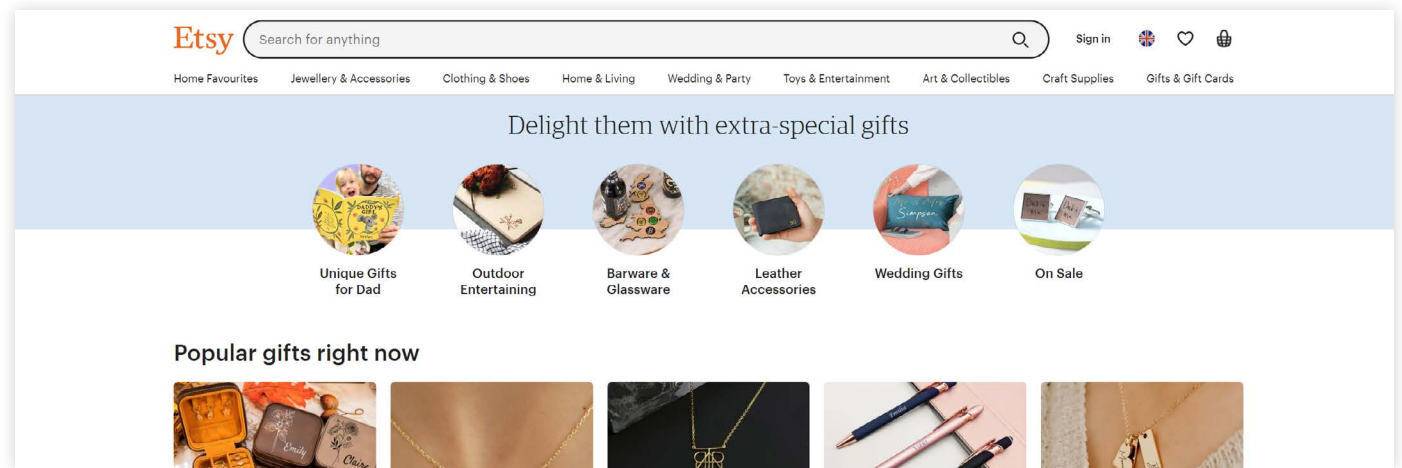
OUR TAKE ON DOUGLAS

If you want to sell in Germany and you are in the health and beauty sector, then Douglas could be a good opportunity for you. Germany is a huge economy with millions of sophisticated consumers and a liking for British brands. The only challenge is getting approved by Douglas – as partners have to go through a careful selection process. The website also does not appear to have an English translation option, which could hinder your application.

Etsy

www.etsy.com

START SELLING >



MARKETPLACE OVERVIEW

Etsy is well known and a major player in the handmade and vintage arena with a marketplace that is strong on visuals, offering curated collections and suggestions and commanding a loyal and passionate following. In the UK it has a decent network of sellers who host regular meet-ups and also host offline craft fairs.

In the fourth quarter of 2023, Etsy demonstrated resilience amid challenging market conditions. It achieved a record revenue of \$842.3m, marking a 4.3% increase YoY. By the end of 2023, Etsy's community included 96m active buyers and 9m active sellers worldwide. Etsy is also embarking on several exciting initiatives to bolster its position in the market. Among these is the launch of Gift Mode™, aimed at making Etsy the go-to destination for gifting.

SELLER REGISTRATION AND REQUIREMENTS

It's easy to get registered and you don't need to be accredited or approved by the marketplace. But you do need to provide and build fantastic, beautiful listings and construct a shop front. Look at Etsy and you'll see that listings are quirky and warm and often laced with personal stories about the products for sale.

PRODUCT LISTINGS AND FULFILMENT

Once you're registered, you'll need to build your store. You can find out all about that [here](#). Etsy doesn't offer any fulfilment itself and you make your own despatches on your own terms. Tracking isn't compulsory. Payments are taken through their own payments system and disbursed to you, or you can offer PayPal or even take cheques or money orders.

Etsy charges a £0.16 listing fee and listings are active for four months, or until they sell. There is a 6.5% transaction fee and a 4%+ £0.20 payment processing fee. Etsy also charges a 15% offsite ads fee. Etsy pays to advertise your items across the web through offsite ads. You only pay a fee when you make a sale from one of those ads.

OUR TAKE ON ETSY

It looks like Etsy has given sellers a fantastic platform to bring their businesses online. Etsy is in pole position to be a key global player in ecommerce in the craft, homemade and craft sector which is absolutely enormous. It certainly has scope for international expansion. Overall, Etsy's performance in 2023 reflects its ability

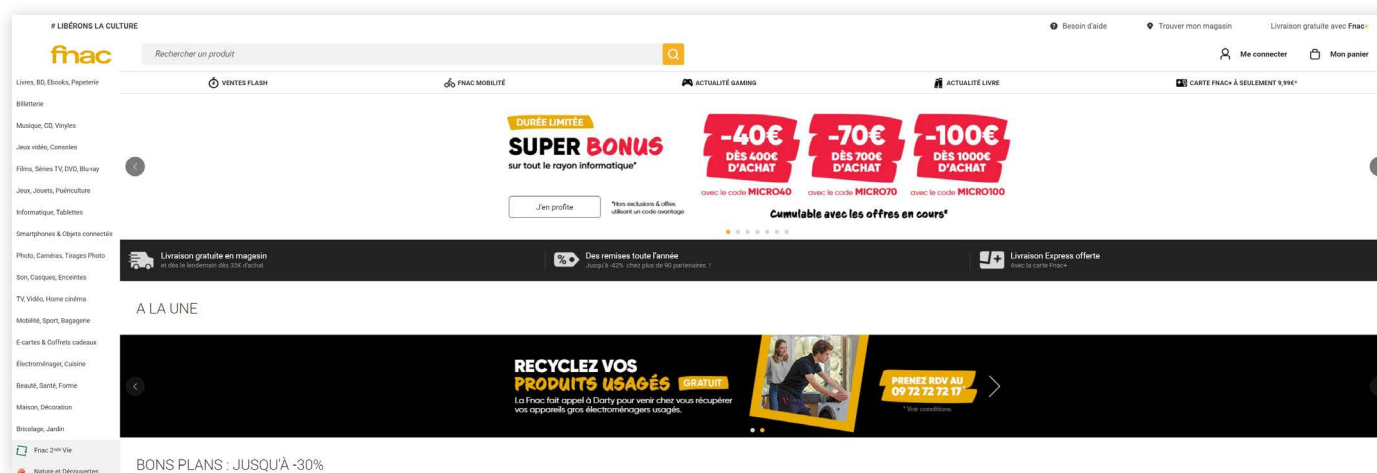
to navigate market fluctuations while continuing to grow its revenue and active user base.

The loyal following of sellers and shoppers are keen that Etsy should retain its homely and honest vibe that has been crucial to its development thus far. There is nothing to say that as a company grows that it must become more anonymous or less attractive but that is certainly what happened to eBay. If Etsy is to flourish, it must jealously guard that undefinable Etsy thing that makes it such a joy to shop on.



www.fnac.com

START SELLING >



MARKETPLACE OVERVIEW

Fnac is a French retailer founded in 1954 and one of France's best known high-street retailers that specialises in media sales such as books, CDs, DVDs and also games, photography and ticket sales. It's also worth remembering that Amazon and eBay aren't as dominant in France as in the UK and several marketplaces, including Fnac (pronounced fernack), enjoy huge success and popularity.

Trading in four European countries: France, Belgium, Portugal and Spain, the marketplace has over 36m shoppers and boasts more than 27m unique visitors each month. It's home to more than 4000 retailers and stocks more than 40m items including technology, home and garden, books, sports and baby products.

SELLER REGISTRATION AND REQUIREMENTS

Fnac pride themselves on great service and customer satisfaction so you'll need to meet certain criteria to sell on their marketplace. The ability to communicate proficiently in French is vital on Fnac. Not only should listings be in French but the site and help is also in the language and you'll need to provide customer support in French too.

You'll need to be VAT compliant, able to respect Fnac's quality charter as well as respond to customer enquiries within 24 hours.

Sales commissions range between 7% and 15% depending on product category. The subscription of €49.99 per month bags you a VendeurPro account. There is also a management fee ("frais de gestion" in French) of between €0.49 – €1.49 depending on value of what you're selling.

PRODUCT LISTINGS AND FULFILMENT

Fnac is integrated with a variety of multichannel marketplace management software companies, including Linnworks, so it is relatively easy to integrate your existing inventory with the marketplace via one of those services.

You can fulfil items yourself and utilise Fnac's network of nearly 200 outlets for click and collect. Fnac emphasises the importance of decent photography when it comes to showcasing your wares.

OUR TAKE ON FNAC

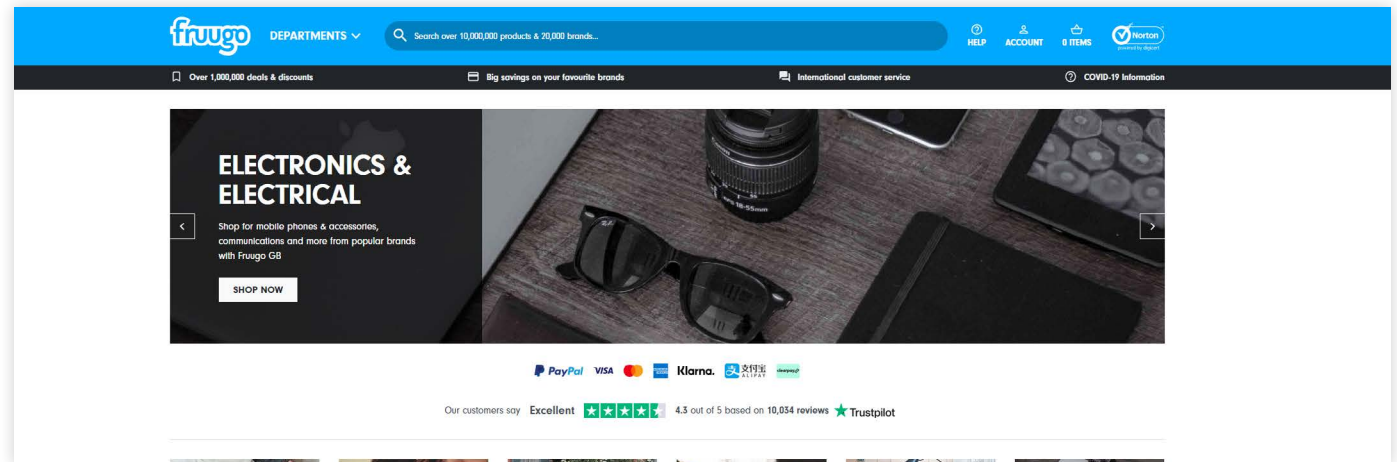
France is a big ecommerce opportunity and Fnac is a key player. France has a very well established ecommerce market and aside from the different languages, the countries share many similarities, with similar-sized populations and economies. Selling in another country means ticking several essential boxes, including offering payments in local currency, localised alternative payment methods, guaranteed duty and tax calculation, returns, and localised welcome and checkout.

Brexit has unfortunately created some challenges when selling to EU countries. Getting products to France is not as simple as it once was but if you manage to find your way over these hurdles, Fnac is definitely a marketplace to consider if you are looking to sell in the country.



www.fruugo.co.uk

START SELLING >



MARKETPLACE OVERVIEW

Fruugo is a global marketplace with dedicated websites for 42 countries including the UK, most of Europe, parts of Asia and also Australia and New Zealand. It offers services in 28 languages and 31 currencies – and the focus is on seller ease.

At the most basic level, if you have a compatible product feed, then you can easily make your goods available. Fruugo takes care of listing translations, payment processing and most customer support. However, you may sometimes have to deal with a customer query.

The company says of its own offering: “Fruugo simplifies buying products from around the world. Our mission is to provide great choice and the freedom to shop safely wherever you are, from wherever you want, through one global marketplace.”

SELLER REGISTRATION AND REQUIREMENTS

Any business who is registered in one of the 42 countries can sell on Fruugo. Once you’ve passed a preliminary screening you’ll be asked to provide more detailed information. Please be aware some products are

prohibited from sale on Fruugo, these can be seen on the [Prohibited Products List](#).

You must be willing to ship internationally. But don’t worry because you can make your choices about the countries and regions you’re willing to send your goods to. You’ll need solid product data including GTINs and MPNs so that your goods can be effectively catalogued. You can list new goods across most normal verticals and they do like sellers to have a good range of SKUs.

PRODUCT LISTINGS AND FULFILMENT

There are two ways to manage orders on Fruugo; either through the Fruugo merchant Centre or alternatively via our Order API interface which provides an automated experience managing orders within your own system.

Fruugo’s plugins and some of their partners have Order API pre-built as part of the integration. Check out partners [here](#) & E-commerce Plugins [here](#). There are no monthly, listing, or marketing fees for all products listed. You’ll need to list your products excluding VAT or

sales tax. Seller fees run at around 15% plus 2.35% for payment processing.

If you want to find out more about selling on this marketplace, and get in contact, find out more [here](#).

OUR TAKE ON FRUUGO

If you already sell online, are willing to ship internationally, have a decent array of goods and have a product feed that can be easily plugged in, then you should be thinking about Fruugo.

That they take most of the strain out of internationalising your listings is a huge plus. And because you pay no fees until you make a sale, it’s also low risk. What is less clear is the extent to which getting involved is a game changer for retailers. But the anecdotal evidence we hear is encouraging. Greater consumer awareness from buyers is certainly desirable, though.

GROUPON

www.groupon.com

START SELLING >

MARKETPLACE OVERVIEW

Groupon was founded in 2008, developing from The Point, a platform designed to bring people together to achieve collective goals. Chicago-based Groupon evolved into a site dedicated to promoting local businesses by offering limited-time deals. Groupon's quirky sense of humor and great deals helped it expand to other cities and gain a loyal customer base.

Groupon's momentum grew rapidly. By the end of 2009, Groupon was operating in 28 US cities, and by the following spring, it had reached international markets including Germany, France, Italy, Spain, the UK, Switzerland and Belgium. Today, Groupon continues to innovate with new features that cater to the growing demand for experiential gifts and support for local businesses. Recent upgrades include personalised gift vouchers, flexible gift cards and hassle-free management options, making Groupon an ideal platform for both customers looking for unique gifts and businesses seeking to attract new customers.

SELLER REGISTRATION AND REQUIREMENTS

Interested parties fill out a [form](#), create a merchant account and build a deal with the campaign manager. Merchant Center is Groupon's merchant portal containing a comprehensive toolkit with insights on all sales metrics in one place. Merchants are able to create fine-tuned offerings that boost the brand and drive customer loyalty. The toolkit includes self-service tools to create and edit campaigns, fully integrated booking capabilities, an intuitive invoicing system, insight into user activities, access to real-time data and the ability to view and respond to customer feedback.

OUR TAKE ON GROUPON

Groupon has responded to a notable increase in gifting demand. The platform's strategic focus on gifting and local commerce not only benefits customers with a wide variety of giftable deals and easy-to-use digital delivery options but also helps businesses maintain steady revenue and attract new clientele year-round. As

Groupon continues to evolve, it remains committed to enhancing the local commerce landscape and ensuring satisfaction for both its users and merchant partners.



global.jd.com

START SELLING >



MARKETPLACE OVERVIEW

JD.com or Jingdong Mall is the second largest business-to-consumer (B2C) ecommerce site in China. JD is China's largest retailer and has more than 569m active customers, 20m of those users are part of the premium membership programme. More than 90% of orders are made on a mobile device and JD.com serves more than 1bn Chinese households.

JD's ultimate vision is to become the most trusted company in the world while its mission is to be powered by technology for a more productive and sustainable world. In 2019 JD launched JoyBuy.com aiming to provide consumers around the world with an innovative and robust ecommerce platform through close cooperation with domestic suppliers in China.

SELLER REGISTRATION AND REQUIREMENTS

You can sign up as a seller directly on JD.com, however you will need to navigate the Chinese legal system and deal with local translations yourself. Specifically, before entering the Chinese market, you must register your trademark with the Chinese Trademark Office. Commissions clock in at 2–8% on sales and there's an annual \$1.5k membership fee.

You'll also need to provide a refundable \$15k deposit as a seller.

You are paid every 30 days in US dollars. Interestingly, JD.com can also integrate with a WeChat store, which can offer a powerful online combination for UK brands. You can make your listings via an API, CSV/spreadsheet upload or the content management system.

PRODUCT LISTINGS AND FULFILMENT

You'll need to provide product details in Chinese to participate and that will likely require outside help. As the DIT advises: "Brands need to engage the services of a third-party, trusted partner to handle translations, imagery, optimised descriptions, customer service and return handling. A marketing budget must be set aside to encourage greater brand engagement, as it's essential for brands to raise awareness in China."

You can fulfil yourself or use JD.com's services. With its advanced nationwide self-operated logistics system and its global supply chain capabilities present in more than 50 countries, JD.com enables local

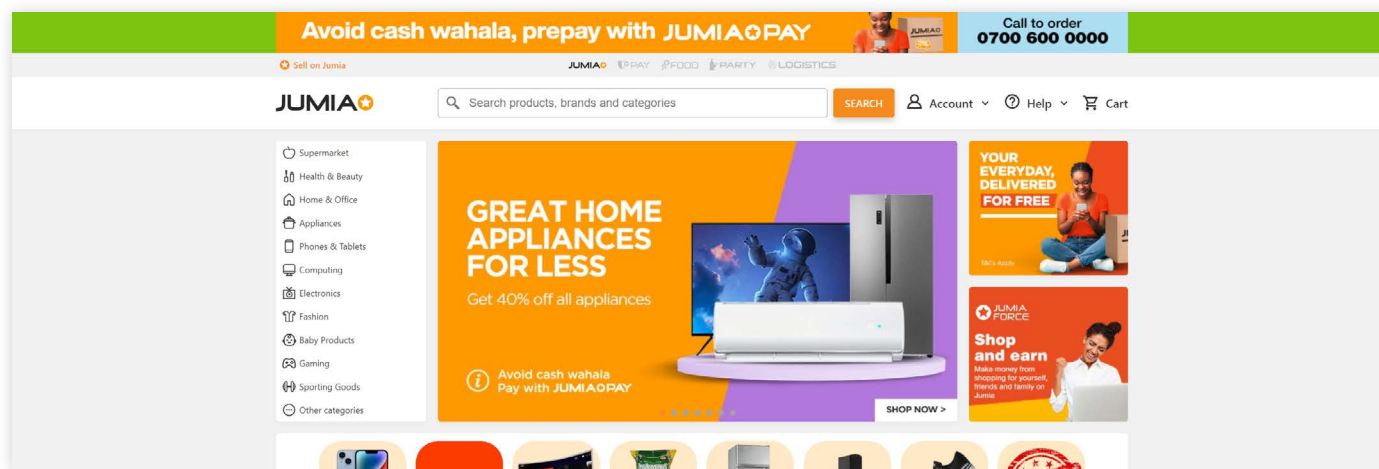
and foreign businesses to reach China's vast and growing consumer market more easily than ever. To further facilitate cross-border trade, JD.com has also developed a new business model aimed at helping foreign companies leverage newly enrolled policies – JD Worldwide. You'll need a local address to handle returns.

OUR TAKE ON JD.COM

JD.com is a big player in China that has global ambitions and it's already expanded into Europe. So it's well worth considering, although not likely an obvious opportunity for small sellers because of the upfront deposit and the listing requirements. Even then, third party guidance from a specialist is well advised.

www.jumia.com.ng

START SELLING >



MARKETPLACE OVERVIEW

Established in 2012, Jumia.com is the number-one retailer in Africa. It offers more than 100,000 products across multiple categories including electronics, fashion, home and living, health and beauty, books and much more. In 2023, more than 64,000 active sellers, including local African companies and entrepreneurs, have partnered with Jumia to attract millions of consumers

Jumia is hugely popular in Africa. And, it often seems, we don't write and think about Africa enough, despite it being a continent with a burgeoning population of nearly one billion people.

Jumia is a leading online marketplace available in Algeria, Cameroon, Egypt, Ghana, Ivory Coast, Kenya, Morocco, Rwanda, Senegal, Tanzania, Tunisia, Uganda, South Africa and Zando.

PRODUCT LISTINGS AND FULFILMENT

The seller fees payable vary from between 2.5-20% depending on the category and vertical. Electricals are a very popular sector and attract bigger commissions.

When you are registered, all the management of your online store is done via the Seller Center. With this portal you have access to all the information you need to manage your sales, add products, update your product information, have an overview of actual sales, etc. It is a one-stop shop to facilitate the management of your sales account on Jumia.

Pretty much everything you need to know about selling and fulfilling on Jumia can be found in the [Jumia University Youtube channel](#) or at the [Jumia Seller Hub](#).

Jumia offers you two main solutions to deliver your orders:

1. [Prepare and drop off your packages to our VDO stations](#). This means that you take care of the storage of your products, you are responsible for packing the orders, you bring your orders to our VDO stations and we only take care of the delivery to the customers.
2. [Subscribe to Jumia Express service](#). Ship your products to Jumia so that we take in charge of their inventory and make them quickly

available for sale. Then, with each order, Jumia packages and ships the product directly to the customer.

OUR TAKE ON THE JUMIA

It's a good time to start thinking about Africa and its online retail potential. It's not the most obvious option yet. And it is also understood that Africa is a new horizon in ecommerce that will be worth considering in the years to come. Maybe an early entry to gain a foothold may be a wise move?



www.kaufland.de

START SELLING >

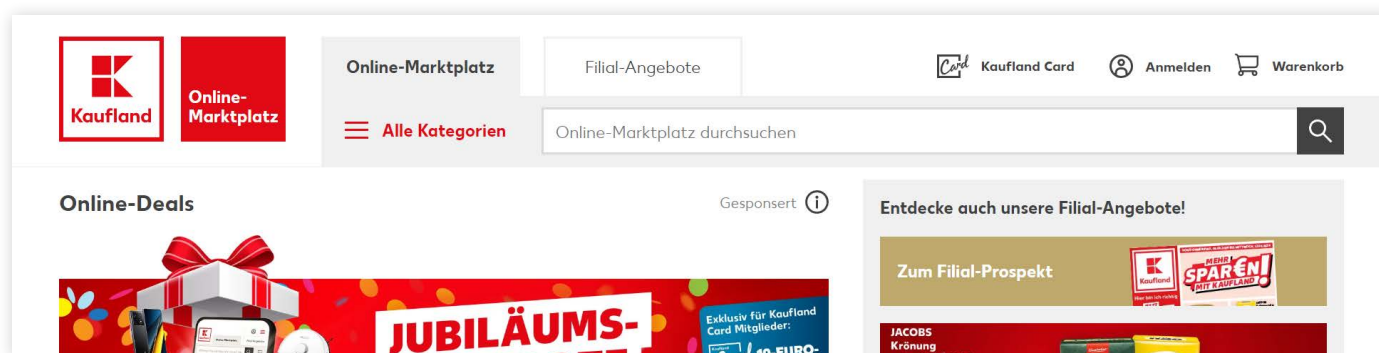
MARKETPLACE OVERVIEW

Kaufland is a well-known huge hypermarket chain in Germany selling a wide range of 5,000+ products such as food, power drills, garden furniture and Apple AirPods. It has 1,300 stores across eight countries and 32m visitors per month to the Kaufland.de website. It has three country specific marketplaces – Germany, Slovakia and the Czech Republic where you can list your products. However, you only have to register once - www.kaufland.de/seller-signup/en/

SELLER REGISTRATION AND REQUIREMENTS

Selling on Kaufland, is pretty straightforward. Unlike OTTO, you don't need to have a German business entity, though German product data is necessary. You can easily open up an account if you're selling on one of the International Marketplace Network partner marketplaces (Cdiscount, eMAG, or ePrice). The basic requirements to sell on the marketplace are:

- Ebook Commissioning Brief
- a registered business seller
- ensuring customer service communication in German (at least in writing)
- providing product content in German, offering products that have an official EAN code (GTIN)



- being able to ship products to Germany and handle returns.
- being registered through VAT OSS or VAT in Germany

PRODUCT LISTINGS AND FULFILMENT

A seller has four different options for listing products on the Kaufland marketplace:

1. Via software partners: You can connect to the marketplace with a software partner. It works with more than 70 software and middleware providers. You can find an overview [here](#). This way you can automatically import your product and offer data from your shop to the platform.
2. Via its open API: In addition, you can also connect via its open API by building your own integration from your system to its platform.
3. Via CSV upload: A third option is to list via CSV files. For this, you can use its CSV file templates to directly insert your product and offer data for multiple EANs and import the files via the seller portal.
4. Manually: Last but not least, you can also list your products manually in the seller portal.

Kaufland commission ranges from 7% (tech) to 16% (jewellery), 13% (bikes/e-bikes) and pets and camping at 15%.

The total cost of selling on Kaufland.de is calculated based on the monthly fees and commission from successful sales. At the time of writing, a monthly subscription fee is €39.95 and includes features such as setting unlimited product listings, diverse marketing or personal support. For an additional €10 per month, you can link your online store to the Kaufland.de seller account.

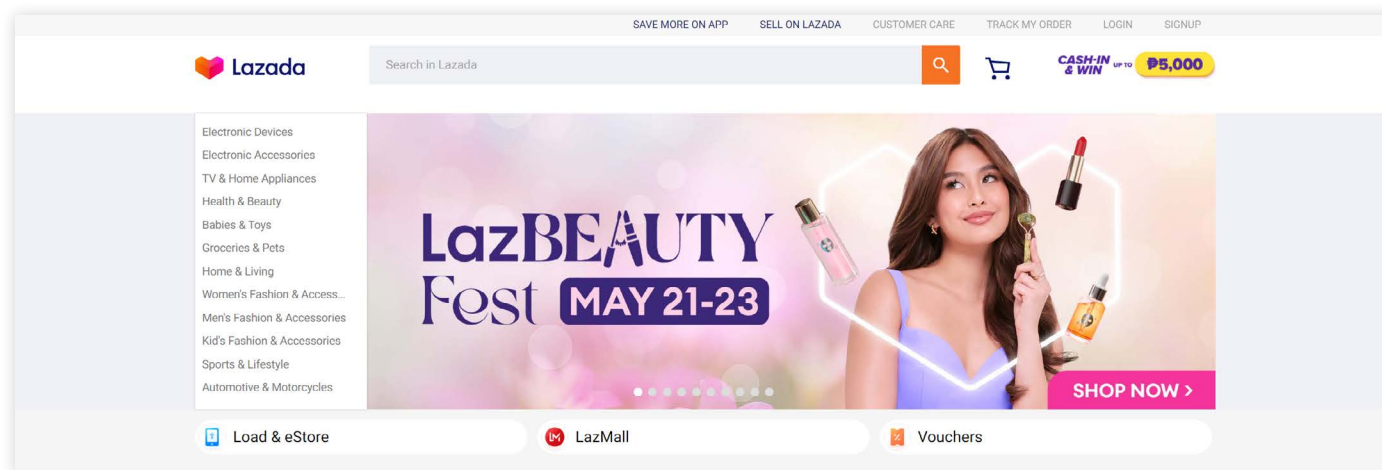
OUR TAKE ON KAUF LAND

This is a huge, well-known German company with a large domestic consumer base. It looks friendly to UK sellers with an English translation on its marketplace website and is comparatively easy to get registered. German cultural tastes aren't that different from those at home particularly around basic items for the home and the garden. Slovakia and the Czech Republic may be slightly more unknown so perhaps get established on the German site first and then consider branching out further. One potential downside could be having to offer a German language customer service but in today's global world it shouldn't be too hard to find a German-speaking employee to cover this.



www.lazada.com

START SELLING >



MARKETPLACE OVERVIEW

Lazada is the leading shopping and selling destination in Southeast Asia with dedicated marketplaces in Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam. It claims to Lazada has 400,000 sellers and 3,000 brands serving 560m consumers in the region through its marketplace platform, supported by a wide range of tailored marketing, data, and service solutions. Lazada claims that by 2030, it will serve 300m customers on its site. It was founded in 2012, offers more than 300m SKUs to shoppers and is owned by Alibaba. It's keen to attract sellers from outside of the region and that offers an opportunity to international merchants.

SELLER REGISTRATION AND REQUIREMENTS

You can apply to start selling online and it's good to know that Lazada has dedicated here in the UK that can help. Registration is free. There are no monthly or listing fees: sellers are charged commissions only when they make a sale. Commissions depend on the product category, ranging from 3% to 12%, including payment fees.

There's a whole host of information on selling into the Lazada

marketplace in its 'University' section, which you can find [here](#).

PRODUCT LISTINGS AND FULFILMENT

As with other marketplaces of its type, you administer your own listings and high quality photography of your products is particularly important. It offers management tools of inventory in its Seller Center. You can upload products in a variety of ways including single and mass uploads and an API for bulk volumes. Some familiar third-party marketplace tools are already integrated, including Neteven.

International sellers are required to use the LGS (Lazada Global Shipping) service for order fulfilment. But how you get your consignments into the LGS service is up to you. Merchants can use any delivery service to transport goods to a Lazada Sortation Center. Payments are dealt with by the marketplace and disbursed to you. One of the benefits of this is you can more easily take payments in locally accepted methods including cash on delivery. That's commonplace in many parts the world and wouldn't otherwise be available using European couriers.

OUR TAKE ON LAZADA

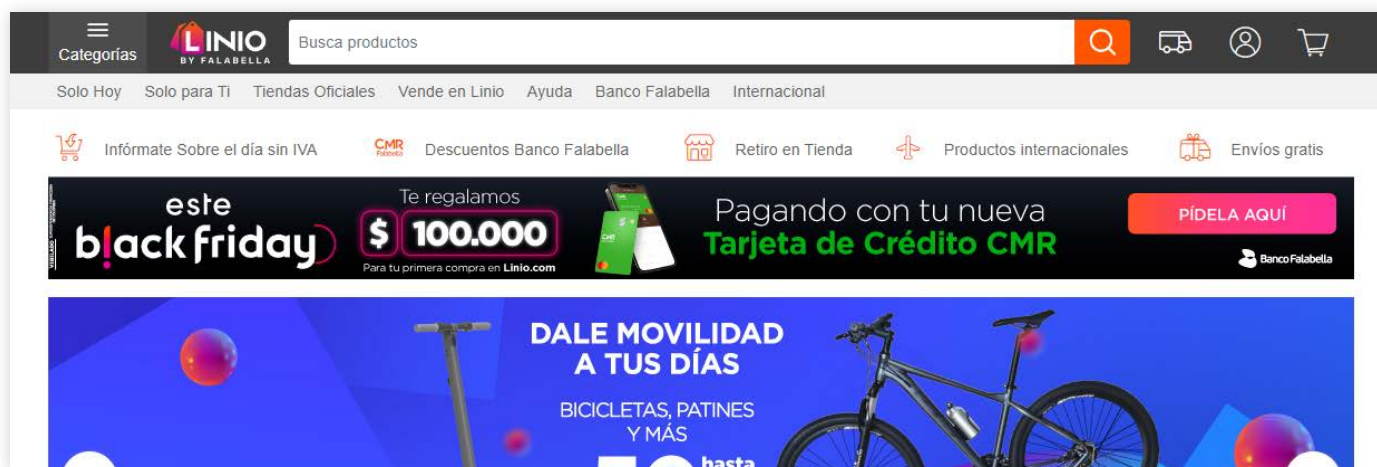
There's a lot to like about Lazada, it has an enviable reach and reputation in a region of the world that is enjoying significant ecommerce growth and it's very much in the lead as a marketplace in the area. But it also offers difficulties including language. Your decision to start selling there will depend on the products you sell and margins.

As a merchant, your first step must be to assess the opportunity of the marketplace, work out whether your products are a good fit and will offer profit and a respectable margin and then test the waters with some experimental lines. But the anecdotal evidence suggests it could be a hard nut to crack.



www.linio.com

START SELLING >



MARKETPLACE OVERVIEW

Linio is the biggest ecommerce platform in Latin America, the fastest growing ecommerce region in the world. The marketplace has nine years of operation under its belt and a presence in four countries. It gives sellers access to a market of more than 163m people, has 24m visits per month and 20m downloads of its iOS+ Android apps. The countries served by Linio are Mexico, Colombia, Chile and Peru. Linio sells more than 10m products from a gang of more than 8.8k professional sellers and brands.

SELLER REGISTRATION AND REQUIREMENTS

Firstly you'll have to fill out the sign-up form, accept Linio's terms and conditions and make sure that none of your products are restricted and can be sold within the region. Once the marketplace has received your application, you will be contacted by one of its international inbound analysts. Next, you will start the onboarding process, where Linio will guide and train your team to manage the sellers' platform, Seller Center. Finally, once the products are listed and your Payoneer information is properly linked to your account, you will be ready to start selling.

No knowledge of Spanish is needed to sell in Latin America on Linio

Marketplace. Linio ecommerce platform is completely in English.

PRODUCT LISTINGS AND FULFILMENT

You will have access to your own online platform called Seller Center, where you can add products, change prices, and update inventory. Seller Center is in English and easy to use. Linio recommends that each seller offer a postal and express shipping option for all products. As a Linio seller, you may also have access to a diverse range of preferential shipping rates from the best carriers in the industry. They also have a dedicated local staff of ecommerce logistics professionals to help you find the best way to sell and ship your products in Latin America.

Fees are taken on sales only with commissions varying between 7% and 15%. You can upload your inventory via the API or using CSV flat files. You'll need to translate your listing details to help buyers.

OUR TAKE ON LINIO

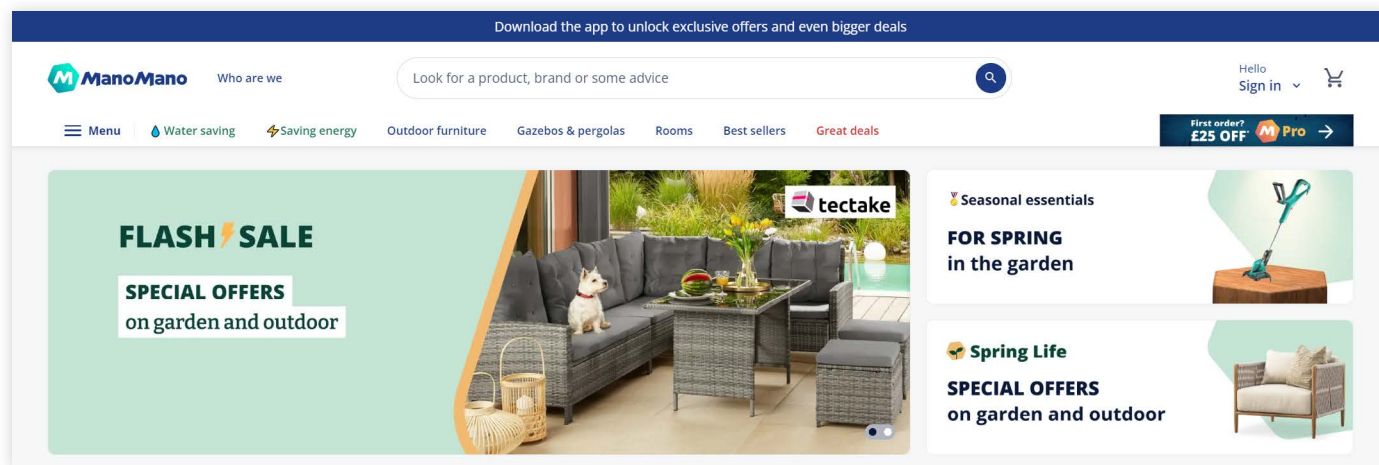
Ecommerce is taking off all over the world but we don't often consider selling in Central and South America here on ChannelX. Linio has been going for nine years and continues to grow swiftly, and the region is a fast developing market with more than 160m internet users. And this is a market that is only going to expand in the years to come so it could be well worth exploring so you can get in on the ground floor. Fulfilment from Europe is probably the biggest headache and Brexit hasn't made the situation any brighter in that regard.

Linio is definitely one to keep an eye on if you are looking at expanding into Latin America. Rumours say that improved trade agreements are on the cards for the future.



www.manomano.co.uk

START SELLING >



MARKETPLACE OVERVIEW

ManoMano is a European online marketplace specialising in DIY & gardening supplies. ManoMano say that sellers will have selective and quality traffic from both regular DIY enthusiasts and DIY professionals.

ManoMano is currently operating in France, the UK, Belgium, Spain, Italy and Germany, has more than 7m active customers and works with 3,600 sellers. It doesn't compete with sellers and sells no goods itself, merely hosts the marketplace.

SELLER REGISTRATION AND REQUIREMENTS

You must apply to sell on the marketplace and it is rumoured that there is a strictness in who's allowed onboard to maintain high standards. It's not explicit about what the requirements are to qualify. But you can find out more [on this page and apply](#).

There is no application fee. But there is a month subscription of €35 (excluding VAT) to sell on the marketplace but you can cancel at any time. You will also need to pay commissions on each sale. Commissions on sales vary on goods sold depending on category.

PRODUCT LISTINGS AND FULFILMENT

ManoMano is integrated with a number of the multichannel software providers including Lengow and ChannelAdvisor, so if you're using such a system then it's relatively easy to get your goods onto ManoMano after you're approved. Sellers can fulfil orders by themselves or use ManoMano's fulfilment options.

Payments are processed using Adyen (which powers payments on eBay) and funds are held in escrow until shoppers are satisfied. Sellers must offer returns and refunds with a 14-day window.

OUR TAKE ON MANOMANO

Since launch ManoMano has developed a significant presence. ManoMano is at the forefront of the personal DIY market and encourages individuals to take on their own DIY challenges. The marketplace not only offers all the tools needed, but also shares supporting advice through a Manodvisor service, and regularly publishes DIY and home improvement guides on its blog.

With DIY being one of the biggest trends seen over the pandemic,

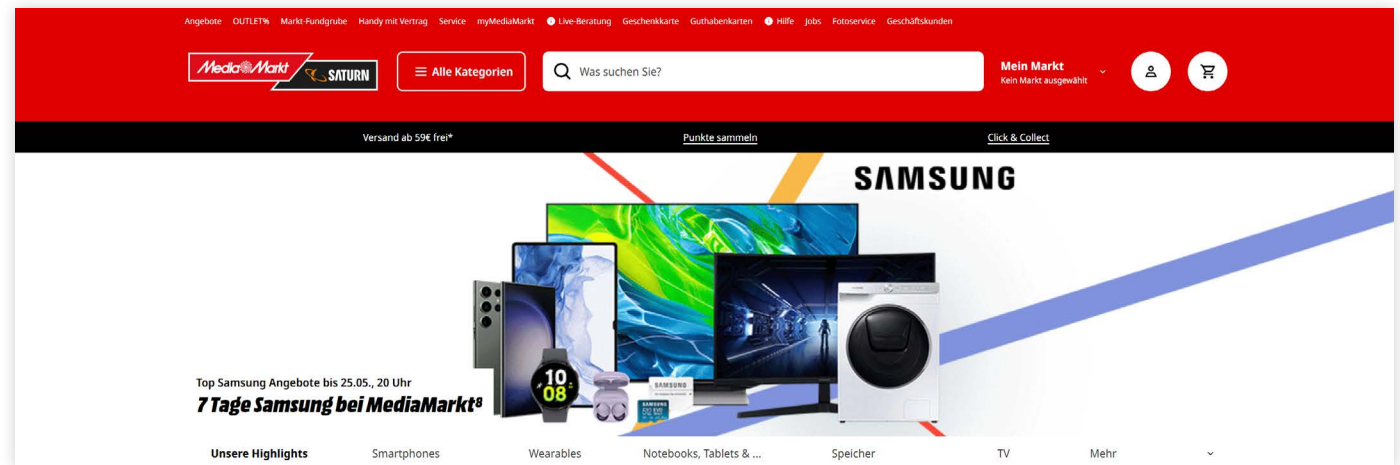
the demand for home projects saw a huge uptake in trends such as home offices, outdoor bars and upcycling old furniture. To ensure Living and Home were able to deal with this demand, whilst also sustaining their growth into the DIY sector, its dedicated ManoMano Account Manager worked closely with the wider team by constantly offering marketing support and advice in terms of advertising products that would match current market trends and become best sellers for the business.

It does seem increasingly likely that specialist marketplaces honed to specific verticals, and expertly curated, are the future. The future for ManoMano looks bright.



www.mediamarkt.de

START SELLING >



MARKETPLACE OVERVIEW

MediaMarkt is a German multinational chain of consumer electronics stores with a European footprint of more than 1,000 stores including Belgium and Poland. Its MediaMarkt marketplace gives sellers the opportunity to offer their product range on mediamarkt.de and to take advantage of one of the strongest brands and millions of visitors across the continent.

SELLER REGISTRATION AND REQUIREMENTS

The marketplace will be open to European sellers meeting the following criteria:

- You are based in the EU.
- You have a commercial and tax registration within the EU.
- You have a bank account within the EU.
- You operate your own logistics network or use that of a service provider to deliver directly to end customers.

- You send from a warehouse within the EU and receive returns there.
- You can offer end customers a German-speaking customer service that is very easy to reach.
- Your products all have an EAN.
- You can meet MediaMarkt requirements for product descriptions.

If you are interested in selling on MediaMarkt you can [sign up here](#) so long as you meet the above criteria.

PRODUCT LISTINGS AND FULFILMENT

Costs are a monthly basic fee of €39, and a commission depending on the product range for every sale made via the MediaMarkt Marketplace. Sellers will be responsible for shipping as there are no fulfilment options offered and you can expect remittances 21 days after the customer payment is verified.

There are several options for connecting to mediamarkt.de: maintenance via the back office, CSV file, Excel template and a complete connection via an API interface. There are also a growing number of third party multichannel management partners (Plentymarkets, effectconnect and channelengine), so you may well be able to use the tools you're already familiar with.

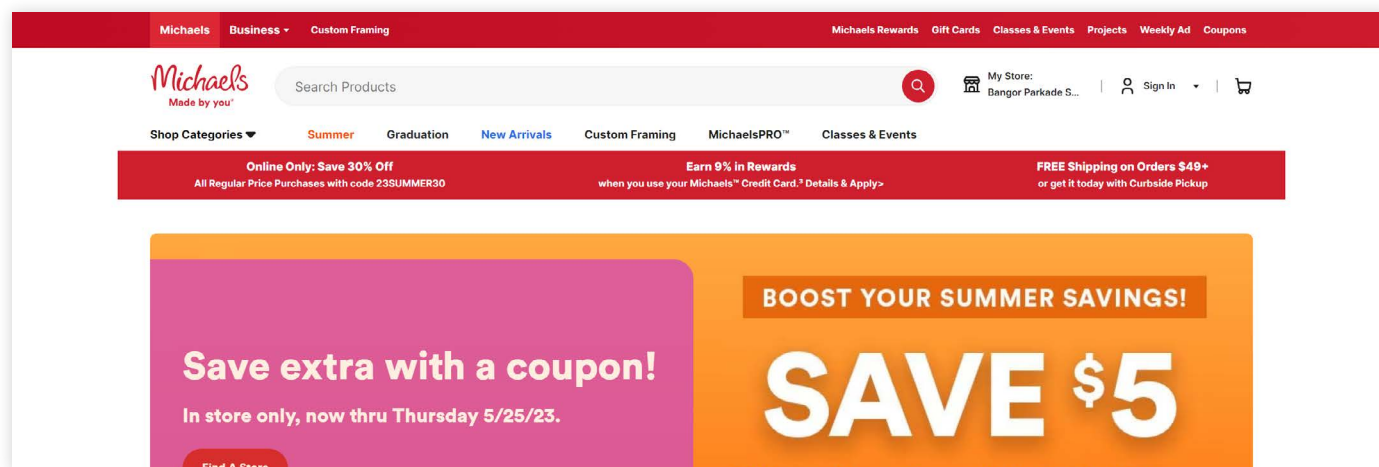
OUR TAKE ON MEDIAMARKT

There's clearly acres of potential in the MediaMarkt marketplace and its range of consumer electronics from laptops to gaming consoles and washing machines. It is an established brand and boasts customers not only in economic powerhouse Germany but throughout Europe. There could be difficulties around the language particularly the criteria around needing a German speaking customer service. But in today's global remote working world that isn't completely out of reach. Europe is waiting.

Michaels®

www.micheals.com

START SELLING >



MARKETPLACE OVERVIEW

Michaels, the largest specialty arts and crafts retailer in North America, launched its new online marketplace in February 2023. It has a new integration partnership with CommerceHub and support by ChannelAdvisor, which CommerceHub bought last year.

The new specialty arts and crafts marketplace provides Michaels.com customers with a vast, curated assortment of over 750,000 new items selected to meet the expectations for quality, creativity, and inspiration that Michaels has delivered on for fifty years. Michaels is planning to add new sellers in categories including arts and crafts supplies, candle and soapmaking, leather and woodwork, baking, tools and tech, yarn, stitchery, kids, toys, education, journaling, seasonal products and more.

SELLER REGISTRATION AND REQUIREMENTS

To quickly and easily scale its marketplace product assortment, Michaels has created a full-service Seller Portal. It is leveraging CommerceHub's marketplace solutions including supplier onboarding tools and APIs that can streamline the connection of tens of thousands of brands on its network to the new marketplace. Additionally, CommerceHub and ChannelAdvisor generate awareness and

engagement across their network of brands with marketing capabilities that support ongoing expansion of curated sellers.

Michaels says it is focusing on curation and forgoing subscription or listing fees in favour of a standard commission rate.

PRODUCT LISTINGS AND FULFILMENT

Login to your storefront and navigate to listing management. Click on Listing Management to get started.

- Listing Management: From Listing Management, there are two ways to create listings: Bulk Import or Create Listing.
- Bulk import: Multiple products can be created and uploaded at one time using an Excel template.
- Create a Listing: This allows for a single product listing to be created via a step-by-step process.

Variants can only be added during the initial item setup not after a listing has been published.

Sellers are allowed to use Amazon's MCF to ship inventory out in unbranded boxes from Amazon fulfilment centers. However, they are not allowed to use Amazon Logistics to do so. Tracking and delivery must be from one of the following carriers: UPS, USPS, FedEx, or DHL.

OUR TAKE ON MICHEALS

This is a well-established brand in a huge economic marketplace. We like its emphasis on

curating sellers rather than imposing subscription or listing fees. Its product range is quite

niche but there should be enough cultural ties between the US and the UK for merchants in

the arts and crafts sector to make quite the splash.



www.noon.com

START SELLING >

MARKETPLACE OVERVIEW

Noon is the Middle East's leading homegrown online marketplace. Established to cater to a wide array of consumer needs, Noon offers a vast array of products, including electronics, fashion, homeware, kids' products, books, sports and health essentials, beauty products, and groceries. Noon stands out for its extensive product range, flexible payment plans and its user-friendly shopping app.

The marketplace's robust infrastructure features the region's largest last-mile fleet, with thousands of vehicles serving more than 450 cities across the Middle East. Noon has also strengthened its market position through strategic acquisitions, such as the recent purchase of Namshi, an upmarket fashion portal with more than 1,200 brands. This acquisition will boost Noon's offerings in the fashion sector and solidify its presence in the region.

SELLER REGISTRATION AND REQUIREMENTS

Noon uses its large customer database and advanced marketing tools to provide sellers with good access to millions of engaged consumers across the region. Sellers can make the most of Noon's end-to-end solutions, such as the Noon Express (Fulfilled by Noon) service, which ensures fast delivery and high customer satisfaction.

Registering as a seller on Noon is straightforward and requires companies to create a Noon customer account, then a Seller Store, uploading trading licence or commercial registration documents, as well as passports and residence ID. Once the seller account is set up, choose your selling model and connect your warehouse if using Fulfilled by Partner (FBP). You can then start listing your products on the platform.

PRODUCT LISTINGS AND FULFILMENT

Noon offers comprehensive support through its Seller Lab portal and marketing tools to enhance product visibility and brand awareness. Additionally, sellers can manage pricing structures using Noon's Seller Station to boost sales performance.

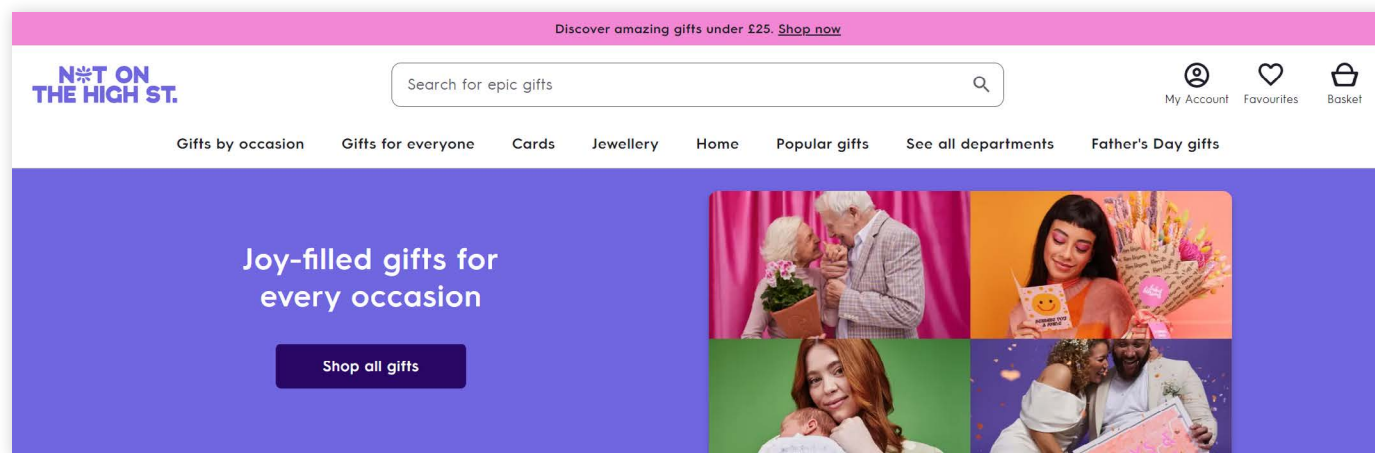
OUR TAKE ON NOON

Noon offers a relatively easy-to-navigate registration process and robust support tools. It's a great way to effectively reach a broad audience and drive sales growth in the competitive Middle Eastern ecommerce market.

NOT ON THE HIGH ST.

www.notonthehighstreet.com

START SELLING >



MARKETPLACE OVERVIEW

Not On The High Street is a successful online marketplace for creative businesses in the UK. Founded in 2006 it is now home to 7.4m sellers. In its own words:

From jewellery makers and engravers to chocolatiers and artisan bakers, meet the creative entrepreneurs bringing thoughtful, unique gifts to the nation. And we're not just about gifts – these brilliant small businesses also create original homeware and much, much more that make treating yourself a joy

SELLER REGISTRATION AND REQUIREMENTS

To register you'll need to fill out an application and wait for approval. At this moment in time the platform is accepting only UK sellers however, in the future they expect to begin expanding to include international sellers. You can register your interest [here](#).

Not On The High Street carefully hand-pick the sellers on their platform and part of their application process requires applicants to send images of their products. You'll need to wait at least seven days to hear a

response to your application.

If you are accepted onto the marketplace you are not obligated to join.

PRODUCT LISTINGS AND FULFILMENT

Not On The High Street makes it clear that high quality and well lit photography will maximise your sales on the platform. Images of products on mannequins or with black backgrounds do not work as well. There are no listing fees for the marketplace but there is a one-off joining fee.

OUR TAKE ON NOT ON THE HIGHSTREET

Not On The High Street is a carefully curated marketplace and for that reason they pick the businesses they work with very carefully.

If you are a creative who can offer this marketplace something

unique, then it is definitely a platform you should consider.

Not On The High Street also offers large-scale advertising campaigns, dedicated affiliate programs and a series of in-person events. It also supports the small businesses on its platform through featured collaborations and success stories.

The fact that the site is careful about who it onboards means that sellers get a huge customer base and a lot less competition than some of the other options such as Etsy.

OnBuy.com

www.onbuy.com

START SELLING >

OnBuy.com

Search for products, brands and more

Sign in Basket

Shop all Popular Health & Beauty Home, Garden & Pets Electronics & Technology

30 day returns Trustpilot Excellent 4.5 out of 5 OnBuy Protection

Green fingers at the ready!
Dig into our gardening supplies

Shop Now

OnBuy.com is the UK's most trusted marketplace - here's why you'll love us

POPULAR Our sellers have a fantastic range of over 35 million products, from toys and tech to beauty and homeware

OB You're in safe hands with our trusted sellers, a secure checkout and 180-day OnBuy Protection

We come well recommended, with over 59,000 independent reviews from verified customers

MARKETPLACE OVERVIEW

OnBuy is the fastest-growing marketplace in the world, with thousands of sellers and millions of products. Thanks to its reasonable selling fees and immediate payment by PayPal, sellers will enjoy risk-free selling and access to millions of buyers with no competition from OnBuy.

OnBuy's concept is simple: low fees for sellers mean savings for buyers, whatever they're purchasing. While competitive prices have proven key to OnBuy's growth, buyers can compare this factor and beyond - OnBuy allows buyers to compare shipping cost, shipping times, seller reviews, warranty, and whether the seller offers free returns.

OnBuy is experiencing meteoric growth and embarked on its worldwide scale-up in 2022. It now has country-specific localised sites in more than 150 countries, which gives it the widest reach of any marketplace.

SELLER REGISTRATION AND REQUIREMENTS

To sign up with OnBuy, simply register and once you're approved, your dedicated account manager will be in touch to welcome you on board. You'll need to connect your PayPal business account and

there's a standard charge of £19 per month or £39 per month as a partner, which enables priority seller support, exclusive marketing opportunities and account growth support. Further information about selling on the marketplace can be found [here](#).

PRODUCT LISTINGS AND FULFILMENT

OnBuy has thousands of product categories spanning everything from pet supplies and homeware to beauty and toys. Sellers can manage all their own listings through OnBuy's fully functional Seller Control Panel, as well as benefiting from feed systems, channel integrations and the OnBuy API. They're already integrated with ChannelAdvisor, Linnworks, StoreFeeder, Mintsoft, 247Commerce and Royal Mail Click & Drop.

OnBuy's partnership with PayPal brings robust buyer and seller protection while putting the seller in control of the transaction - OnBuy never holds the sellers' money. It also integrates with a huge number of channel management systems and fulfilment providers.

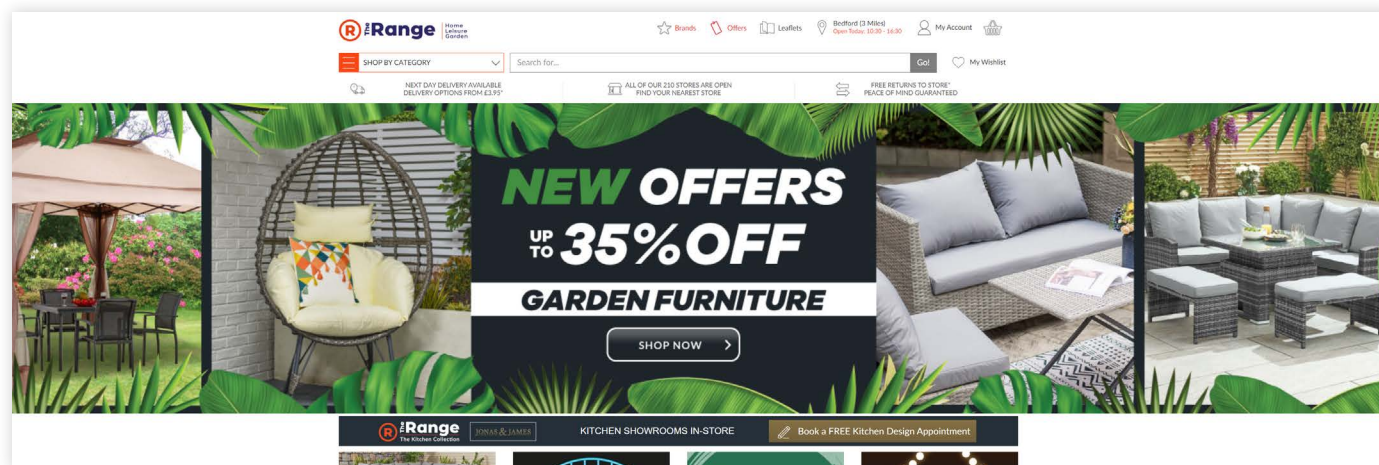
OUR TAKE ON ONBUY

We've said so many times over the years that there is a gap in the market for a forward-thinking and aggressive online marketplace. Enter OnBuy - helping to take small traders and introduce them to national audiences, as well as taking large companies and putting them in a level playing field with everyone else.



www.therange.co.uk

START SELLING >



MARKETPLACE OVERVIEW

The Range opened their first store in Plymouth in 1989 and are now the fastest growing retailer in the UK.

They stock over 65,000 products across 16 different departments, from Homewares and Furniture to DIY and Art Supplies. Their aim being to bring customers great quality products at the most competitive prices.

With over 180 stores across the UK and Ireland and 15 million weekly customers, The Range is already a trusted UK brand and so a fantastic opportunity for marketplace sellers.

SELLER REGISTRATION AND REQUIREMENTS

There is a form to fill out and sellers will need to be approved. The Range say their favourite sellers have a compelling product lineup and competitive pricing. You'll be fast and reliable when it comes to fulfilling your orders, and offer stellar customer service.

The marketplace is looking to sell a wide array of products on The Range Plus. There are a small number of limitations and prohibited items.

PRODUCT LISTINGS AND FULFILMENT

Once you are approved to sell you can load your products via the Range Plus system - it's fast and will demonstrate how they present our products to customers.

Products can be uploaded via a straightforward form or spreadsheet. It's super simple, even for beginners.

If you use sales software or a web service that integrates with marketplace APIs, we'll work with you to synchronise all of your details for rapid product loads.

There are two ways to sell to customers. The retail method will allow you to set the customer's price and pay a fee to The Range.

Alternatively, the wholesale method allows you to offer a price to sell to The Range, and they'll set the customer's price. If you choose retail, the fee rate will depend on the selling category that the item falls into.

For fulfilment, The Range Plus team will help set up your delivery methods that will be shown to customers.

OUR TAKE ON THE RANGE

The Range have been building a superior marketplace that promotes professionalism, quality and positive customer experiences.

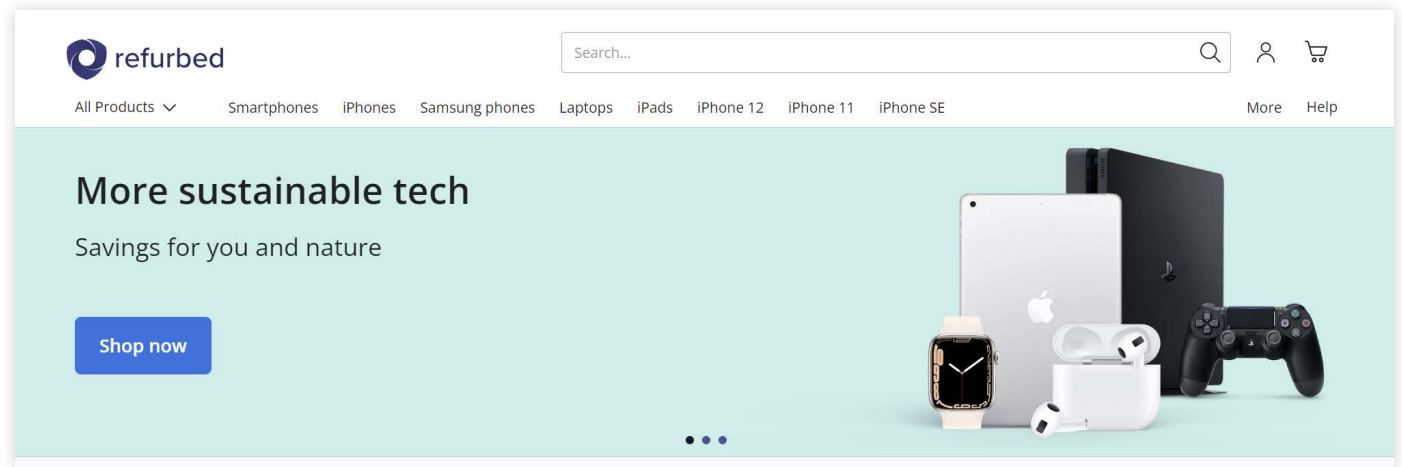
They will provide support to marketplace partners from day one, enabling them to connect their products to the right customers and maximise sales.

This is a unique opportunity to sell alongside a highly recognised UK retailer so if you have products in the home, leisure and gardens sectors you'll want to check out The Range Marketplace.



www.refurbed.ie

START SELLING >



MARKETPLACE OVERVIEW

Having helped set up the Certified Refurbished Program at Amazon, Kilian Kaminski became disillusioned with the marketplace's approach which ultimately led him to set up the refurbished marketplace along with Peter Windischhofer and Jurgen Riedl.

Refurbed is a [marketplace that offer like new devices](#) which have been professionally regenerated for the conscious consumer. Only professional refurbishers are able to sell on the site and these will be businesses turning over hundreds if not thousands of items per day – often specialising in a very tight vertical – maybe a particular manufacturer's smartphone or laptops from one specific vendor.

Specialising is key to success, often only a couple of components may need to be replaced when refurbishing a device and being able to bulk buy in massive quantities keeps costs down for businesses. Quality devices often come from large companies so often it will be large quantities of the same model, but companies set up for refurbishing these devices need a robust route to market to resell at scale and that's where refurbed comes in.

Operating in 13 countries, including Austria, Germany, Italy, France, Sweden, the Netherlands, Denmark and Ireland, refurbed has more than 1m users per year.

SELLER REGISTRATION AND REQUIREMENTS

In order to sell on refurbed, you must:

- Have an EU entity with a valid EU VAT registration certificate.
- Be able to provide great product quality & customer service.
- Undergo an internal document review before going live.

The first step is reaching out to the sales team by filling in Refurbed's [contact form](#). Once it receives the request, one of its sales experts will get in touch to guide sellers through the refurbed onboarding process.

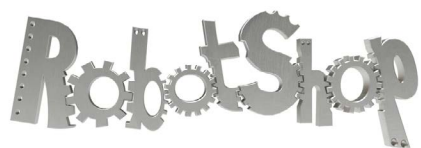
PRODUCT LISTINGS AND FULFILMENT

Sellers can connect directly with Refurbed's API or the following integrators it supports such as JTL Store, Shoppingfeed, Channel Engine, Sellermania and Plentymarkets.

You can sell refurbished products in the consumer electronics category: phones, tablets, laptops, smartwatches, desktops, cameras, audio, monitors, TVs, household appliances, kitchen appliances, printers/scanners and gaming consoles.

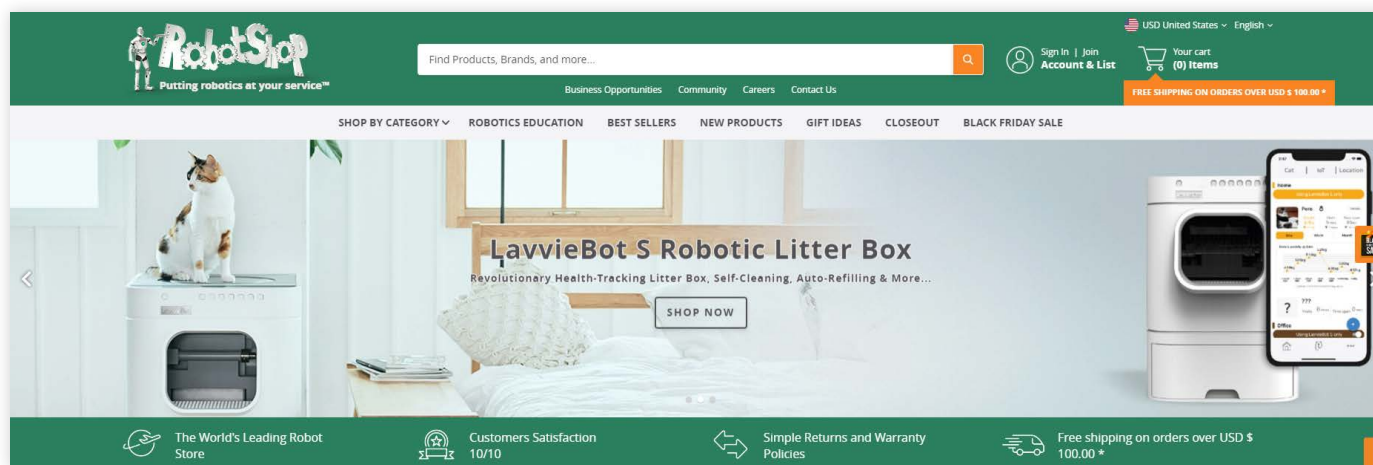
OUR TAKE ON REFURBISHED

We like the business model and the commitment to sustainability by reducing electronic waste. It has great coverage across Europe and a wide range of electronics categories. The application and integration process seems straightforward. There are lots of opportunities here for merchants particularly those looking to get greener.



www.robotshop.com

START SELLING >



MARKETPLACE OVERVIEW

RobotShop was founded in 2003 and specialises in robotics technology and offer a wide range of products and services in this sector.

RobotShop is the world's largest robotics marketplace with 10 dedicated websites for customers in the USA, Canada, France, UK, Germany, Spain, Netherlands, Belgium and the rest of Europe.

We strongly believe that robotics can improve our lives, improve our environment and the world we live in; even improve the human race itself. It begins with robotics in education, then robotics in our homes, in all services and all industries, under water, in the field, in the air, in space and even inside our bodies. Robotics is everywhere and all sciences lead to better technologies and better robots: better humans. We, the RobotShop Team, are at the beginning of the innovation chain; we are the ones making this technology available to individuals worldwide. In every box that we ship, in every piece of technology that we develop or help develop, there is something that helps increase the pleasure, knowledge, liberty or security of a human being.

RobotShop

SELLER REGISTRATION AND REQUIREMENTS

It is quick and easy to sign up to the RobotShop Marketplace. Fill out the application form online and once they have approved your application, you will receive login information to your optimized seller portal. RobotShop's in-house onboarding staff will help you setup your store and add your products. You will be ready to sell your products within minutes.

There are no membership fees and/or listing fees. The only fees charged is 13% commission on all orders placed through the marketplace.

PRODUCT LISTINGS AND FULFILMENT

You will create your product listings either via the RobotShop API, Importing a flat file or listing manually in the vendor portal. The in-house onboarding team will provide tips for good content.

As RobotShop is a global platform you can sell in the following available currencies; US Dollars (\$), Canadian Dollars (\$), Euros (€) and Sterling (£).

You will handle all customer service inquiries as well as technical support for your products through the RobotShop Marketplace messaging system.

You will be able to select your shipping companies as well as shipping fees based on the weight of your products.

OUR TAKE ON ROBOTSHOP

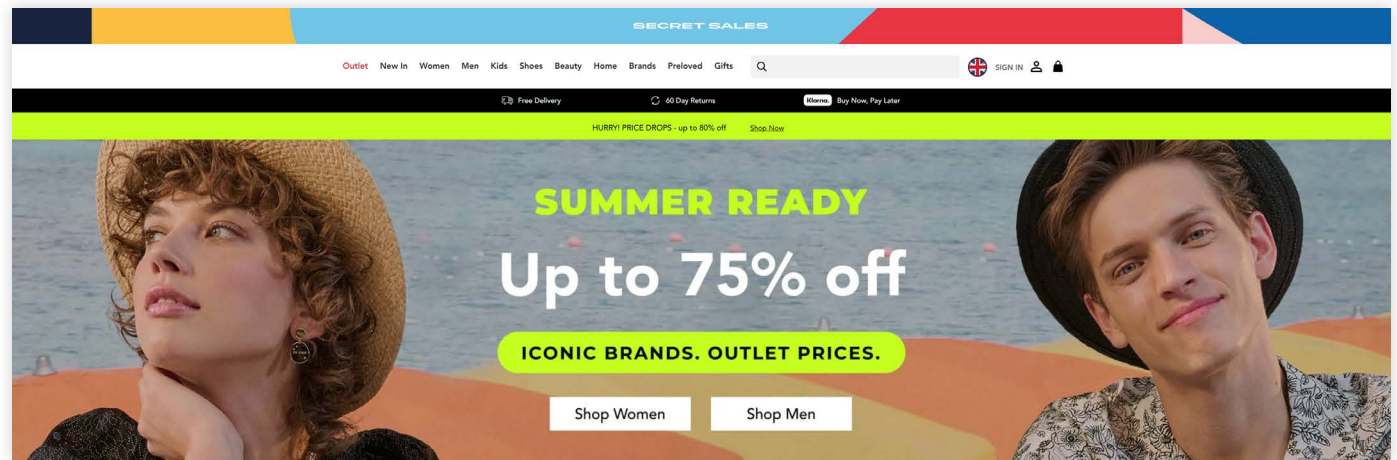
Sellers of robotics technology including robot parts, robots and kits, robotics education, robot toys, domestic robots, professional robots and more, will definitely want to check this marketplace out.

With the demand for tech advancements growing, the marketplace is certainly a place for sellers looking to expand their horizons.

SECRET SALES

www.secretsales.com

START SELLING >



MARKETPLACE OVERVIEW

Secret Sales began life as a flash-sales retailer in 2007 but it pivoted under new ownership in 2020. It is the leading premium non-full-price marketplace for fashion, sportswear and beauty brands and has cemented itself as one of the fastest growing fashion ecommerce platforms in Europe. The company reported 85% sales growth for 2023 after adding 250 new brands and retailers to its platform.

This was in part driven by the business' international expansion into the Netherlands and Belgium in 2022, where the company experienced 40% month-on-month compound sales growth.

Significant partners include well-known premium brands such as Dolce & Gabbana, PUMA, Kurt Geiger, Ted Baker and G Star, and retailers such as The Hut Group, Monnier Paris and most recently ASOS.

Since launching in the Netherlands and Belgium a couple of years ago, Secret Sales has more than doubled its international inventory in the two new territories to 1,129 brands.

LISTINGS, FULFILMENT AND PAYMENTS

A new Secret Sales fulfilment service was launched in 2022 to support brands requiring a UK distribution centre. It said this was aimed at solving logistics challenges for those wanting to partner with the fashion marketplace, but who found that geographical location or technical infrastructure prevented them from fulfilling orders directly to consumers in the UK.

Fulfilment by Secret Sales (FBSS) enables brands without a local warehouse in the UK, or the ability to ship from continental Europe in a commercially viable and timely way, to trade alongside more than 1,600 brands that use the platform's core business model of digitally connecting non full price inventory and shipping via their own distribution centres. It handles picking, packing and direct-to-consumer shipping via 24 or 48 hour tracked services, as well as returns.

Secret Sales aims to gradually roll out a fulfilment service in each country it trades in, to solve similar challenges.

OUR TAKE ON THE SECRET SALES

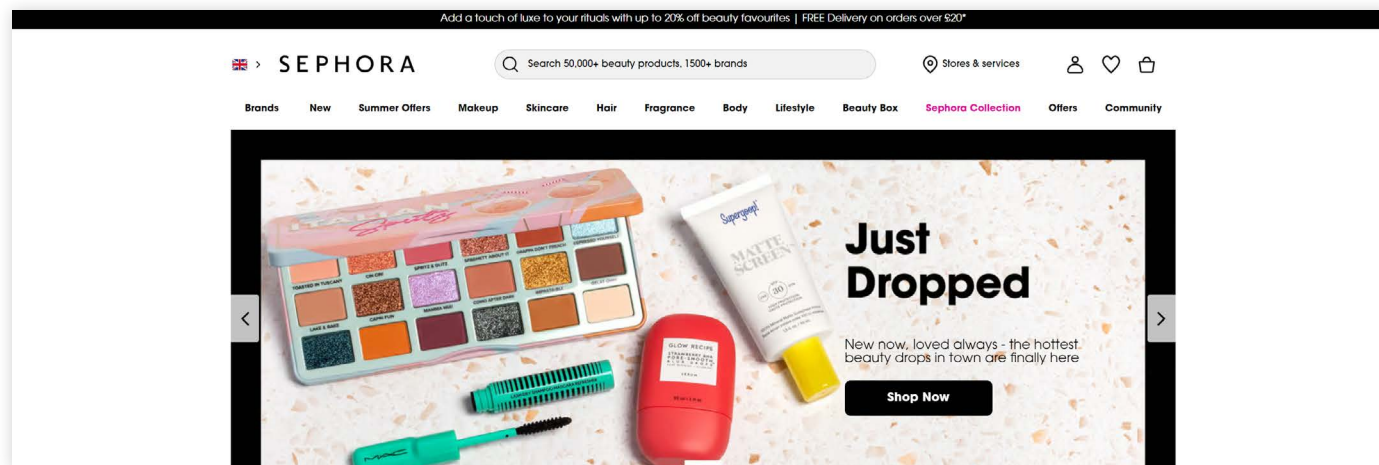
Secret Sales is fast becoming a well-known growth story across

Europe. It has exceptional, premium brands on the site such as Kurt Geiger and ASOS but there is also space there for smaller sellers to make an impression. We are also fans of its strong sustainability angle and its fight against clothing waste.

SEPHORA

www.sephora.co.uk

START SELLING >



MARKETPLACE OVERVIEW

Prestige beauty retailer Sephora was founded in France in 1969. Now owned by LVMH Moët Hennessy Louis Vuitton, the company has a network of more than 2,700 shops in 35 markets. Sephora also sells online via more than 30 ecommerce sites, through mobile apps and social media networks.

Sephora is going through a period of expansion, particularly in Asia and Latin America, and in the UK where it acquired beauty marketplace Feelunique in 2021. It officially entered the UK market in 2022, redirecting customers from Feelunique to a UK domain for Sephora. The company has also opened a bricks-and-mortar store in London's Westfield shopping centre.

Its first UK store offers a curated selection of products from 135 brands including some that are exclusive to Sephora UK. These include Makeup by Mario, GXVE by Gwen Stefani, One/Size by Patrick Starr, Vegamour, Skinfix, Commodity and Sephora's own collection.

The bricks-and-mortar store is also debuting brands in physical retail for the first time in the UK, including Tarte, Glow Recipe, Supergoop!,

Danessa Myricks and Kosas. Alongside these is an expansive assortment of brands known and sold via its website and app, including Fenty Beauty, Drunk Elephant, Iliia, Milk Makeup, JVN, REM Beauty, Gisou, Dior, Tom Ford and Jo Malone.

Sephora has a high profile in the beauty industry and is well-known by consumers. In 2023, Interbrand's annual Best Global Brands report said Sephora's worth reached a brand value of \$6.3bn (£5bn), up 15%.

SELLER REGISTRATION AND REQUIREMENTS

Sellers interested in Sephora should head to its website and click on the link 'Becoming a Supplier'. This will take them through to a RangeMe page. On this they can create a free profile to highlight their brands products and company information.

OUR TAKE ON SEPHORA

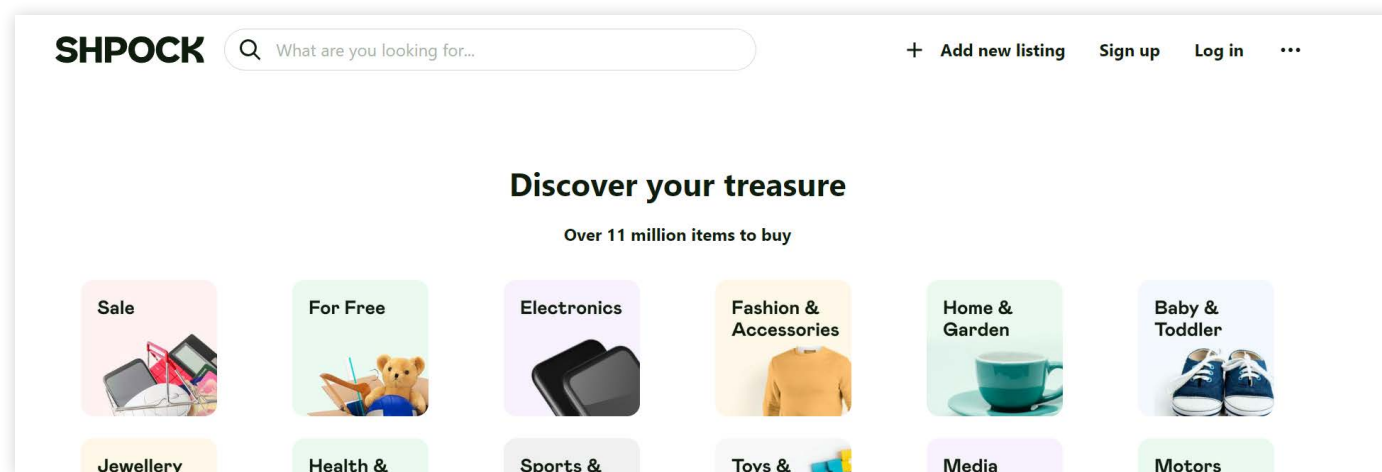
Sephora is a huge brand across Europe and the US where there is high recognition of the products it sells. If you are a merchant in

this category, then there are plenty of opportunities to grow your business through Sephora. What we would like to see is a lot more upfront information on what is required of sellers, how to get their products listed on the site and fulfilment options.

SHPOCK

www.shpock.com

START SELLING >



MARKETPLACE OVERVIEW

Shpock are a mobile centric online marketplace that started out as a local-only boot sale platform. More recently they began rebranding Shpock into a UK-wide transactional marketplace. Buyer protection, secure delivery, and payment within the app now mean that users can buy and sell securely to anyone across the country.

Shpocks+ is for professional businesses who want to sell their products to millions of Shpock users. They boast over 10 million active users and 100 million product searches.

SELLER REGISTRATION AND REQUIREMENTS

To sell on Shpock+ you'll need to set up an account and pay a monthly fee depending on your needs and contract term. Your first 30 days are free and you don't need a credit card to take part in the trial.

You are eligible for Shpock+ Shops if you are a registered business in UK, Germany, or Austria.

On Shpock+ Shops you can sell anything from electronics to fashion. The

three categories that are excluded are cars, property and jobs.

After you purchase a plan or sign up for the trial, you will be guided through a very straightforward onboarding process. You'll also have access to an exclusive support team.

PRODUCT LISTINGS AND FULFILMENT

Shpock users can interact with you either via Shpock or directly reach out to you. On Shpock the users can either ask a question or make an offer. A question will become public on your product screen only after you have answered it. Once you receive an offer you can either accept it or make a counter offer. Afterwards you can discuss with the customer the payment and shipment details. You can define how Shpock users reach out directly to you by choosing to display your phone number, email, website and physical shop address.

As a Shpock+ Shop, you have the choice to set a minimum asking price or to sell your products at a fixed price.

Any package entitles you to a Store front, a defined number of Bestseller Slots and an unlimited number of products displayed in the shop. The Store front is displayed on the most visited screens on the Shpock app and website. Immediately next to the Store front two randomly picked Bestseller products will be displayed

OUR TAKE ON SHPOCK

Since Shpock is no longer a local-only boot sale upstart and have millions of active users across the UK and Europe it's definitely a marketplace for sellers to check out. Shpock+ gives merchants a range of features not available to a user just trying to sell for some extra cash.

In the digital era where practically everyone has a mobile device in their pocket, Shpock can put businesses right in front of huge potential.



www.smatch.com

START SELLING >

MARKETPLACE OVERVIEW

Hamburg-based startup Smatch aims to tackle the issue of overstock in the fashion industry through its international B2B fashion marketplace. While currently focused on the textile sector, Smatch plans to expand into other verticals. The platform enables brands and retailers to anonymously and discreetly sell their excess stock. Sellers provide product details and specify preferences regarding the type of sale, including the target audience and preferred regions and distribution channels. This approach allows sellers to actively manage their brand and margins.

Retailers, outlets, or wholesalers set their search preferences and receive immediate notifications when suitable goods that match their marketing criteria become available. Smatch offers technical solutions to facilitate

transactions, such as payment terms of up to 90 days, data interfaces, and logistics planning.

SELLER REGISTRATION AND REQUIREMENTS

Prospective sellers on Smatch must complete an initial application form. Smatch uses a transparent auction process to secure the best possible prices for merchandise. Sellers have full visibility into the auction status at any time and can release the sale via Smatch's secure payment system.

SELLER REGISTRATION AND REQUIREMENTS

Smatch's international network includes wholesalers, retailers, selected off-price stores, chains and multi-brand outlets, ensuring that sellers find the perfect partner according to their preferences.

This comprehensive network and process help sellers achieve optimal prices and manage their overstock effectively.

OUR TAKE ON SMATCH

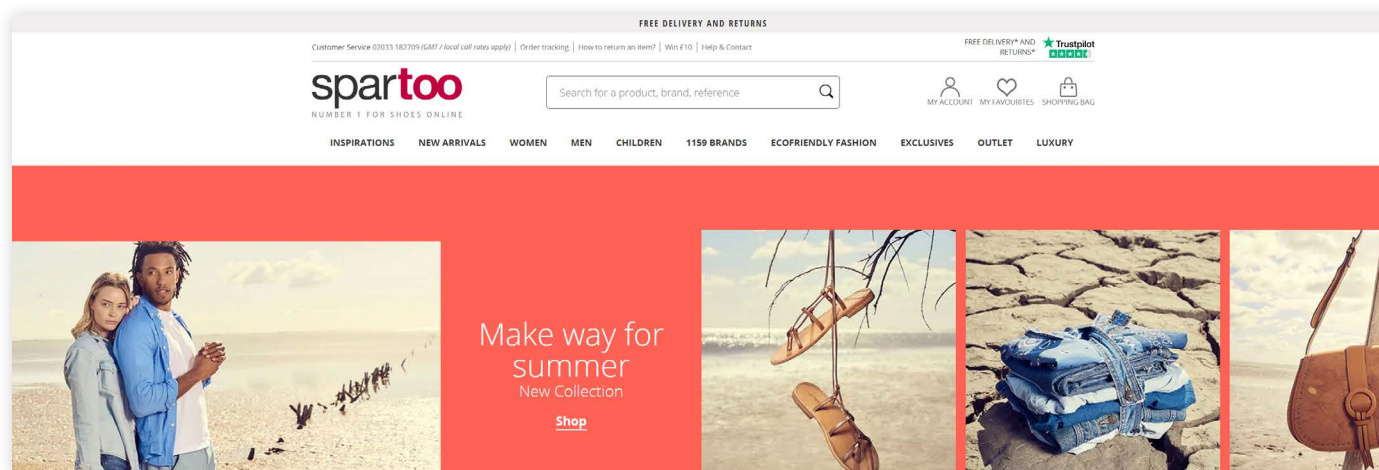
Smatch automatically optimises the trading process of excess inventory. Support is good and the anonymity makes it a no-brainer for brands with excess stock.

spartoo

FASHION FROM HEAD TO TOE

www.spartoo.co.uk

START SELLING >



MARKETPLACE OVERVIEW

Spartoo is a French marketplace based in Grenoble that has a presence in over 25 countries including Belgium, Czechia, Denmark, Finland, France, Germany, Greece, Hungary, Italy, Netherlands, Poland, Portugal, Slovakia, Spain, Sweden, China and the United Kingdom. It claims to have more than 14m unique visitors per month throughout Europe.

Spartoo started off as a pure-play shoes and footwear online retailer in 2006 but then started offering its own online marketplace opportunities to third party sellers in 2014. And, although relatively unknown in the UK, this is very much a household name in France and elsewhere in Europe. Brands such as Converse, FitFlop, Lacoste and Timberland are already active on the site.

SELLER REGISTRATION AND REQUIREMENTS

Registration on Spartoo is by application and you'll need to offer a minimum of 250 SKUs to make the grade. Spartoo urges retailers to contact them via the form [here](#) indicating your full name, company, website, available product types, courier service used, brands,

contact email address, phone number. You can make enquiries to marketplaceuk@spartoo.com.

Spartoo claim to offer merchants:

1. Visibility of products and your company brand
2. A reliable platform managed by an established company and brand
3. Low risk of fraud payment for the partner
4. Options to extend the offer to other European countries where Spartoo has a presence

PRODUCT LISTINGS AND FULFILMENT

You can upload your inventory using the API, their backend listing facility or using CSV files. There are no listing fees but a monthly fee applies and there are commission fees ranging between 15% and 20% of the final sales price. Sellers fulfil orders themselves, parcel

tracking is required as standard and sellers must offer a local returns address in country. Payments are disbursed in sterling every 35 days.

Spartoo doesn't offer much in the way of on-site promotional options so to find profile and prominence you need to optimise your titles, images and descriptions rather like you do on eBay.

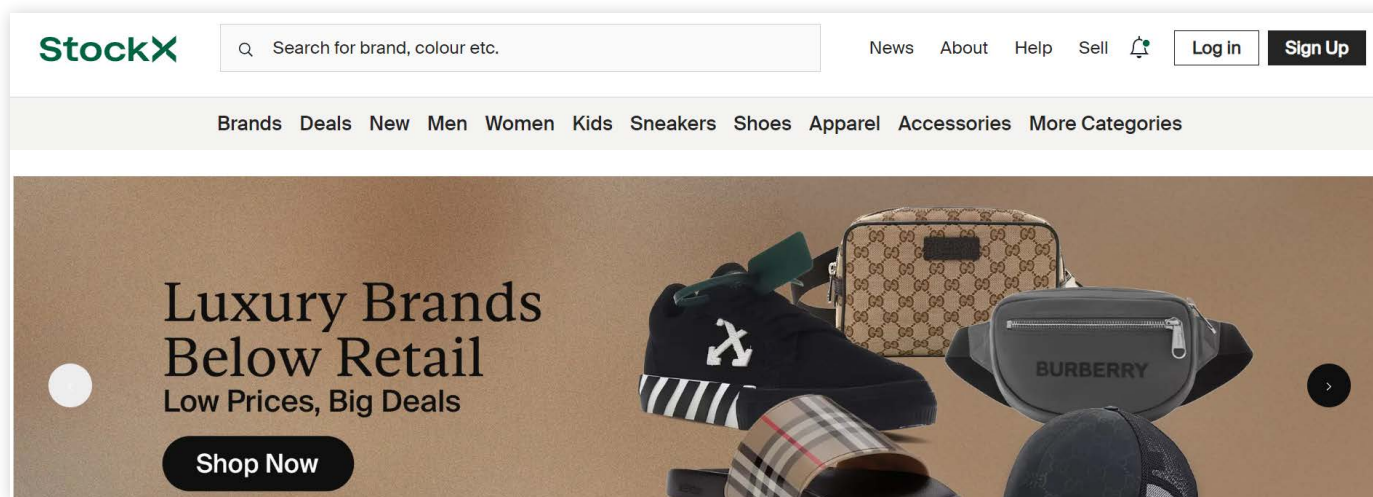
OUR TAKE ON SPARTOO

Spartoo is a big marketplace that's hugely popular across Europe and particularly important if you sell in the realms of footwear and clothing. If you're doing decent volume in the UK or elsewhere and want to expand then it's well worth exploring. They have a huge customer base and, if you can ship effectively overseas, there's a lot to like. That said, by all accounts, they are a discerning venue and getting accreditation can be tricky. But that shouldn't discourage you from having a go. If you are a reasonably big footwear or clothing retailer you stand a good chance, not least if you are based in the UK because Spartoo is looking to expand here.

StockX

stockx.com

START SELLING >



MARKETPLACE OVERVIEW

StockX is an online marketplace primarily known for buying and selling high-end trainers, alongside other exclusive branded items such as apparel, accessories, electronics, collectibles and trading cards. Its head office is in Detroit, US, but StockX also operates drop-off points in Hong Kong, London, New York City and Tokyo.

StockX puts an emphasis on robust verification and transparent pricing so its millions of customers across 200 countries can easily find and secure their most coveted items. Since its inception in 2016, the company's verification experts have reviewed more than 55 million items and turned down over \$600 million worth of products that fail to meet its stringent requirements. StockX also leverages technology for its brand protection, using radio frequency identification (RFID) scanning for verification and advanced machine learning models, alongside expert third-party fraud models, as part of its review processes.

SELLER REGISTRATION AND REQUIREMENTS

Interested sellers click on a [link](#), search for and select the relevant product, set an Ask or Sell Now price, and select their preferred currency

and payment method. Everything is done anonymously and, unlike some other marketplaces, StockX doesn't require sellers to upload their own photos. Once an item is sold, the seller has to ship it within two working days to StockX, where it is verified before being shipped on to the buyer complete with label.

Sellers pay a fee that is a percentage of the sum they sell an item for according to StockX's [tier system](#) – meaning the more items they sell, the lower the fee. Last year, StockX expanded access to their range of seller tools – StockX Pro, Scout and StockX Developers, which enable sellers to access features such as cross-platform selling, inventory management and bulk selling to tailor their sales approach.

OUR TAKE ON STOCKX

StockX has long strived to provide the strictest safeguards for the selling of high-end items and continues to lead the way on brand verification and authenticity. In 2023 alone, its systems protected buyers by rejecting over 325,000 products, totalling a value of more than [\\$82 million](#).

Buyers also benefit from its transparent pricing, with any extra fees or import taxes listed alongside the purchase price. Last year, the marketplace also introduced its StockX Buyer Promise, which has seen partial or full refunds paid out where required.

Superdrug ☆

www.superdrug.com

START SELLING >

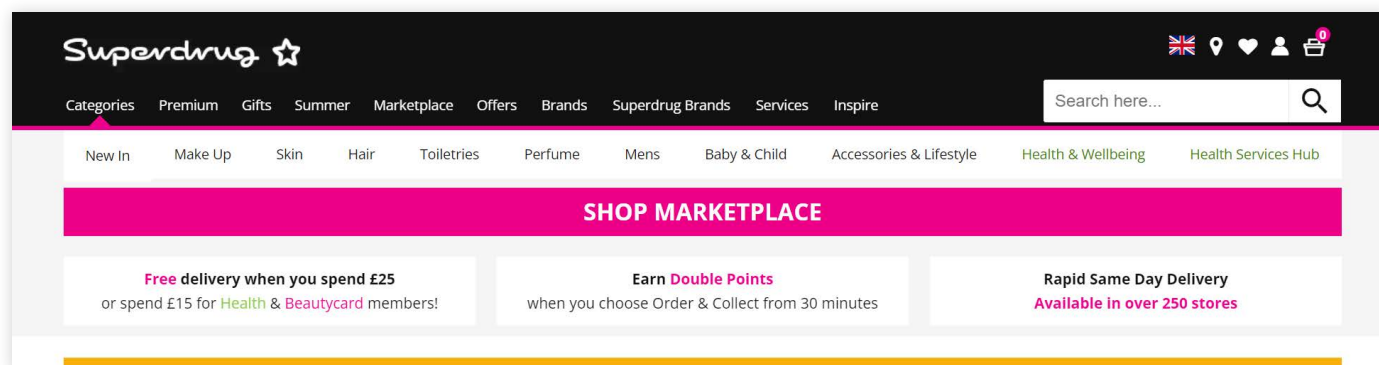
MARKETPLACE OVERVIEW

Superdrug is the UK's second biggest health and beauty retailer with over 830 stores across the UK and Ireland.

The Superdrug Marketplace went live in November 2022. With over 300 partners at launch, the Superdrug Marketplace was the first high-street health and beauty retailer to launch an online marketplace.

Brands already trading on the marketplace include businesses offering a range of hair, skincare, makeup, oral, Baby, and nutrition and sanitary products:

- Nature Spell: A London-based hair and skincare brand passionate about making effective beauty accessible for all. They utilise natural ingredients to deliver formulations with real skin benefits.
- Amphora Aromatics: A family-owned company specialising in essential oils, aromatherapy products and bodycare.
- Jecca Blac: A vegan, cruelty free makeup brand that create products for all makeup wearers, regardless of gender, identity, sexuality or ethnicity.
- Truthbrush: A female-owned oral care company shaking up the industry with their vegan and sustainable dental products.



- OPV Beauty: An ethical beauty brand on a mission to create beauty products for all skin tones and ethnicities.
- TotsBots: An award-winning reusable nappy brand that champions quality baby care and sustainability in one.
- Popmask: A female-founded wearable accessories brand offering everything from hair essentials to self-care staples.
- Grace & Green: A biodegradable period care company offering a natural, organic and ethically sourced product range.
- Nutrivita: A leading nutrition brand with a goal to create a healthier world with their range of nutritional products and health and wellbeing accessories.

SELLER REGISTRATION AND REQUIREMENTS

If you would like to sell on the Superdrug Marketplace contact marketplace@uk.aswatson.com.

Additionally, as Superdrug Marketplace is powered by Mirakl, you can connect using most multichannel management solutions and [Mirakl Connect](#).

PRODUCT LISTINGS AND FULFILMENT

The Superdrug Marketplace is a commission-based model, sellers pay a commission on sale and a monthly fixed fee. Marketplace fulfilment and returns will be handled by the marketplace seller.

While there is considerable marketplace promotion on the site, along with a marketplace tab on the menu bar, it appears that relevant marketplace products are also returned in search results alongside products sold directly by Superdrug. Marketplace products are clearly marked both in search and on the item page so buyers know that they will be purchasing from a third-party brand.

Any package entitles you to a storefront, a defined number of bestseller slots and an unlimited number of products displayed in the shop. The storefront is displayed on the most visited screens on the Shpock app and website. Immediately next to the storefront two randomly picked bestseller products will be displayed

OUR TAKE ON SUPERDRUG

Since This is a well-known and well-established brand in the UK. It is in a sector which is traditionally defensive - even in the harshest economic conditions people still want to look and feel good. If you are a merchant in this category, despite the commission-based model, the opportunity could be huge.



www.temu.com

START SELLING >

MARKETPLACE OVERVIEW

Chinese online marketplace Temu is known for offering ultra-low prices by connecting consumers directly to manufacturers. One of the world's newest and most downloaded shopping apps, earlier this year it indicated it will open its door to US and UK sellers for the first time. Temu keeps prices low by not shipping goods until they are sold, thereby cutting down the multiple shipping stages seen on other e-commerce platforms, resulting in cost savings for sellers and low prices for buyers.

SELLER REGISTRATION AND REQUIREMENTS

Temu currently requires sellers to have a registered business on the Chinese mainland or Hong Kong, although hopes to expand on this requirement later in the year. So, at present, prospective sellers need an account with Chinese e-commerce platform Pinduoduo or contact Temu

directly on seller@temu.com to request an invitation code. Once a seller is approved, which may require additional documentation, they can then set up their online store through Temu's seller portal. Sellers on the marketplace are subject to fees such as commission and a fulfilment fee if they use the Temu Direct service.

OUR TAKE ON TEMU

Temu is something of a shopping phenomenon, having already experienced massive global growth, so this is a marketplace that many retailers should at least consider selling on. Given it particularly attracts buyers looking for lower cost items that they're willing to wait for, sellers with items that are relatively lightweight and easy to ship are really poised to benefit – particularly ahead

of the busy Christmas season when buyers tend to plan ahead. But with Temu expecting to open its doors to US and European brands later this year, it is worth remembering that merchants selling white-label or unbranded items already on the platform may struggle to gain traction. Meanwhile, higher-end brands should start strategising how they could sell higher-value and quality products on a platform known for being cut-price.

TESCO

www.tesco.com

START SELLING >

Showing 1 to 24 of 10000 items | Show 48 per page

Filter by: New (10184) Offers & Clubcard Prices (279)

Sort by: Relevance

11 Categories | 261 Brands | Lifestyle & Dietary | Tesco and Marketplace

Reserve a slot for either home delivery or collection

Grocery basket empty
Products you add to your basket will appear here

Product listings shown:

- Mr Black Cold Brew Coffee Liqueur, 70cl
- CÎROC Summer Citrus Vodka, 70cl
- Casamigos Mezcal, 70cl
- OHS 2 x Safari Print Collapsible Clothes Toy Storage Organiser Cubes, 27x27cm

MARKETPLACE OVERVIEW

Tesco Marketplace has made significant comeback after its previous closure in 2018. This new iteration of the marketplace debuts with approximately 9,000 products spanning diverse categories, including home and garden, pets, toys, and DIY.

Several prominent UK marketplace retailers are already part of roster, featuring names such as Trojan, Charles Bentley, Online Home Shop, Rinkit, and MH Star. These offerings are available for purchase on both Tesco.com and the Tesco app.

The marketplace aims to complement Tesco's extensive product lines by introducing new items that shoppers might expect to find at Tesco but aren't available in their regular stock. The initial launch with 9,000 products is just the beginning – with the addition of new sellers, the number of marketplace offerings is expected to expand rapidly, potentially surpassing Tesco's own inventory.

SELLER REGISTRATION AND REQUIREMENTS

Tesco Marketplace is designed as a carefully curated platform, selecting sellers based on product variety and service quality. Unlike more open

marketplaces, Tesco is selective about who can sell on its platform, ensuring a high standard of offerings and customer service.

Tesco Marketplace purchases must be checked out and paid for separately from regular Tesco shopping but the transactions still earn Clubcard points. However, marketplace items come with additional delivery charges as they are shipped directly from the sellers. Standard delivery fees are up to £3 for orders under £50, and £6 for Express Delivery. Larger items requiring specialist handling can incur charges up to £10 for standard specialist delivery.

OUR TAKE ON TESCO

The relaunch of Tesco Marketplace is an exciting one, particularly for marketplace retailers. Tesco's immense reach and solid position in British retail make this a highly attractive platform for sellers. Historically, the previous version of the Tesco Marketplace was a significant sales channel for many retailers, some of whom sourced stock specifically to cater to Tesco's audience.

There have been some teething pains, such as the presence of out-

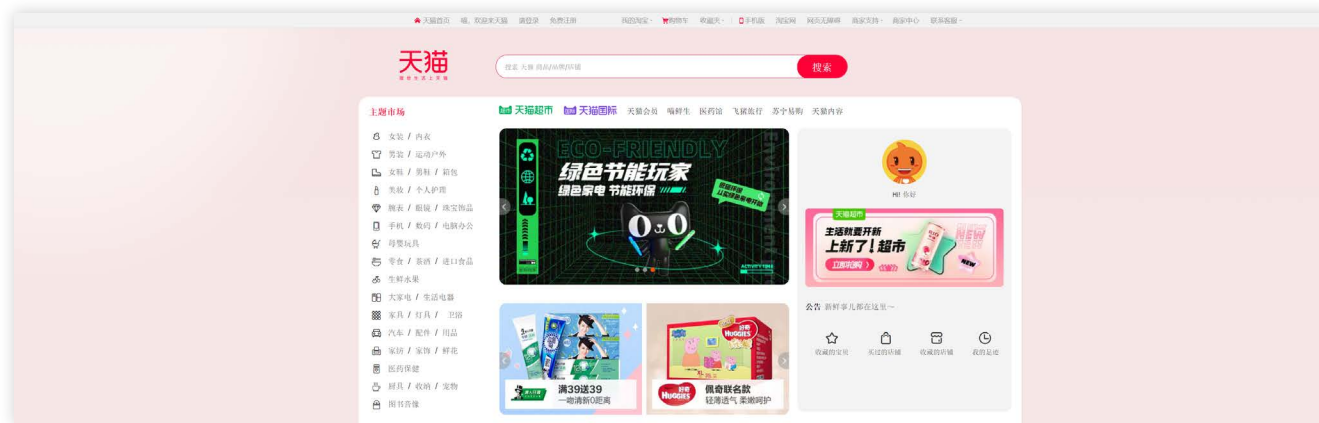
of-stock items on the marketplace. Addressing these minor issues will be crucial for maintaining customer trust and satisfaction.

Overall, the marketplace's strategy to vastly increase product selection aligns well with consumer expectations, promising to fill gaps in Tesco's existing product range. As Tesco continues to add new sellers, we anticipate a rapid growth in the number of available products. While the platform is currently selective and controlled, the potential for explosive growth is high given Tesco's established customer base and robust infrastructure. This relaunch positions Tesco Marketplace as a formidable player.



www.tmall.com

START SELLING >



MARKETPLACE OVERVIEW

Tmall is one of the Alibaba ecommerce outlets in China and offers a huge online selling opportunity. Launched in 2014, the purpose of Tmall Global was to make it easier for merchants outside China to get their goods to the burgeoning ecommerce shopping population in China. Specifically, it means that a merchant based outside China doesn't need to create a specific legal entity and can fulfil goods from outside of China.

And most notably, as you would expect of the world's most populous country, the scale of Tmall is staggering and it currently boasts 800m buyers, buying from more than 150,000 merchants.

SELLER REGISTRATION AND REQUIREMENTS

Firstly you will need to prove that you are a valid copyright holder or authorised seller for your goods. And then crucial aspects of the Tmall Global experience require you to create a unique store front where you can offer your goods for sale and also generate product listings that will site within your store. There are different store types (Flagship Store, Flagship Store (Marketplace), Authorized Store, Specialty Store) and to

open one merchants must submit a \$25,000 security deposit.

To find out full details of the marketplace from them and full details (in English of how to register), you can find full details [here](#). But as the marketplace is keen to point out in its blurb, Tmall is an open platform with a self-service onboarding system and generally does not involve itself with store establishment. But you can request assistance from the Tmall Global business development team at the link above.

You can examine the full fees schedule on [this page](#) but as is typical there is a commission fee on successful sales, which varies per category but mostly seems to be 5%. And there is also an annual subscription charge payable to keep your storefront up and running. Again that varies by category but \$5k-\$10k USD seems to be the norm on Tmall Global.

FULFILMENT AND PAYMENTS

Payments are processed via their in-house Alipay system and the fee there is 1% of the sale price and any additional postage costs. You can choose to fulfil yourself from wherever you are based in

the world or you can use Tmall's increasing fulfilment system, which comes at a cost but can be done from within China making for faster delivery.

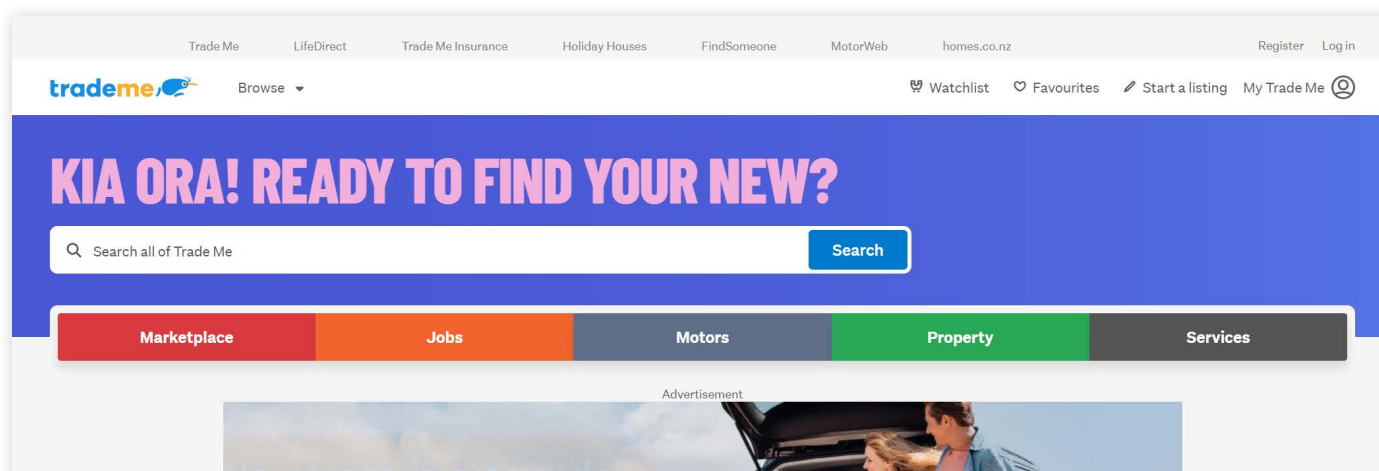
OUR TAKE ON THE TMALL GLOBAL

Tmall is an expensive but effective way of accessing the Chinese online selling community. But it will likely only be suitable for bigger merchants selling recognised brands who have established expertise in selling online.



www.trademe.co.nz

START SELLING >



MARKETPLACE OVERVIEW

Trade Me was established in 1999 by Sam Morgan and acquired by Apax Partners in 2001. It is the most popular online shopping destination in New Zealand and doesn't just offer the sales of goods, but also excels at motors, dating too and home buying. Trade Me has just over 5m members and roughly 8m active listings at any one time. In 2023, Trade Me purchased 51% stake in vehicle software company Autograb.

SELLER REGISTRATION AND REQUIREMENTS

If you want to start selling on Trade Me in New Zealand, they're keen to hear from UK sellers. The DIT (Department for International Trade) has negotiated a discount on fees. You can enjoy a 15% reduction in commission from 9.85% gross (including payment fees) to 8.37%. Find out more [here](#).

PRODUCT LISTINGS AND FULFILMENT

The marketplace works rather more like eBay than Amazon, which means you can prosper by creating and honing your own listings. But they do want to accredit overseas sellers. Trade Me says it wants to work

with sellers who have solid ecommerce expertise already and seeks to attract sellers generating approximately £125,000 to £200,000 a year on existing marketplaces. Sellers in New Zealand are free to sell goods without hindrance.

You can make your listings via the API, a content management system and spreadsheet/CSV upload. Sellers manage fulfilment without marketplace interference.

There are no monthly subs or listing fees: you just pay for sold listings through success fees and payment processing. Disbursement is every 30 days.

As a seller outside of NZ, you'll need to make sure you're adept at despatching to New Zealand if you're keen to hook up with Trade Me. Find out more in their [shipping guide](#).

Trade Me is integrated with many of the multi-channel software providers so it isn't terribly hard to start listing and selling there. Have a look at the handy [selling guide here](#).

OUR TAKE ON TRADE ME

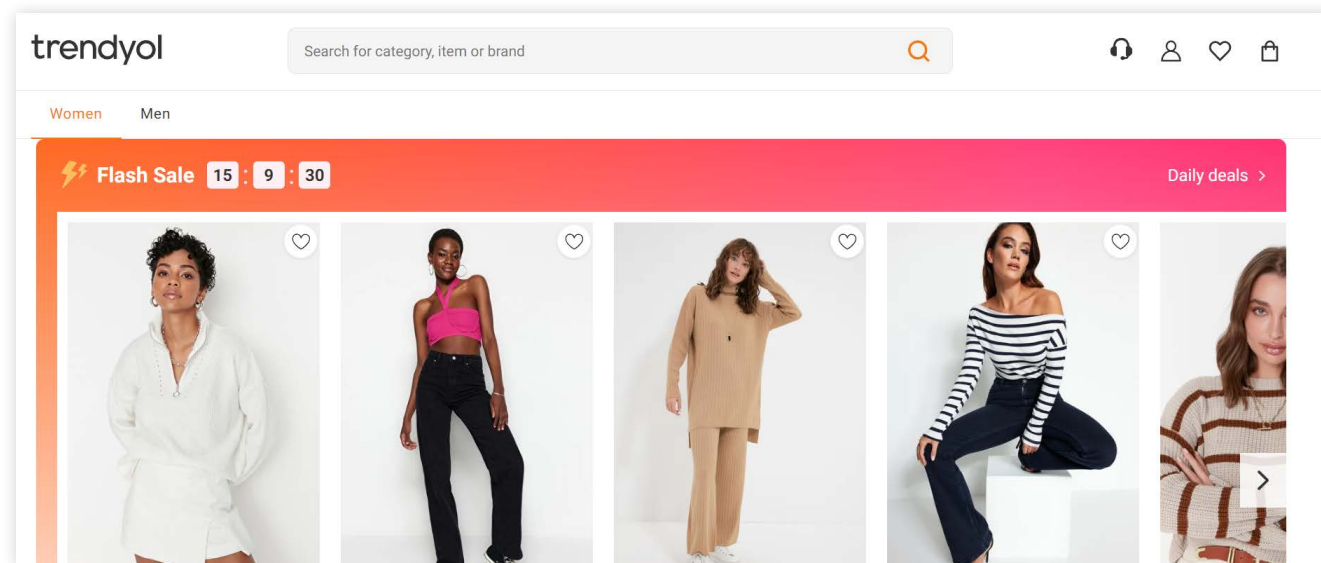
Trade Me represents an interesting opportunity. Not only is it the key ecommerce player in New Zealand, where Amazon and eBay have largely failed to penetrate, the country offers a sophisticated and affluent clientele that are well aware that they are relatively remote.

Kiwis expect that delivery will take time and are generally realistic, from everything we hear. They broadly embrace the selection they get from shopping online and don't expect that overseas purchases will be arriving on the next day.

trendyol

www.trendyol.com

START SELLING >



MARKETPLACE OVERVIEW

Trendyol is a Turkish ecommerce platform offering a wide range of products, from fashion and lifestyle items to household appliances and sports equipment. It's one of the top five ecommerce companies in the EMEA region, delivering more than 1.5m packages daily to 30m customers.

Trendyol emphasises "giving back to the community" by supporting the digitisation of its 250,000 sellers, empowering local manufacturers and advocating for women's participation in the digital economy and production. Through its platform Trendyol Tech it manages a fast-growing logistics network Trendyol Express. Trendyol Go provides instant food and grocery delivery services, while Dolap is a platform for pre-owned goods, contributing to a circular economy and sustainability. Trendyol has offices in Amsterdam, Berlin, Ankara, Istanbul, İzmir and Luxembourg. More than 50,000 female entrepreneurs have launched

their ecommerce businesses with Trendyol, emphasising the company's commitment to a positive impact on both people and the planet.

SELLER REGISTRATION AND REQUIREMENTS

To become a seller on Trendyol, prospective sellers must complete an application form with details such as product categories, number of brands and connection preferences. Trendyol promotes a fair and ethical marketplace. Sellers are expected to engage in fair and transparent pricing practices, avoiding deceptive or misleading tactics.

PRODUCT LISTING AND FULFILMENT

Trendyol charges a commission fee for each item sold, based on the relevant product category's commission rate. The platform integrates with Channel Advisor and TradeByte. Once an agreement is

reached between Trendyol and the seller, the seller signs a contract with ChannelAdvisor. Trendyol then creates a seller ID and access token, which are shared with the integration team and the seller. The seller uses these IDs to log into the ChannelAdvisor panel and completes the product mapping process. Products are then exported and go live on Trendyol.

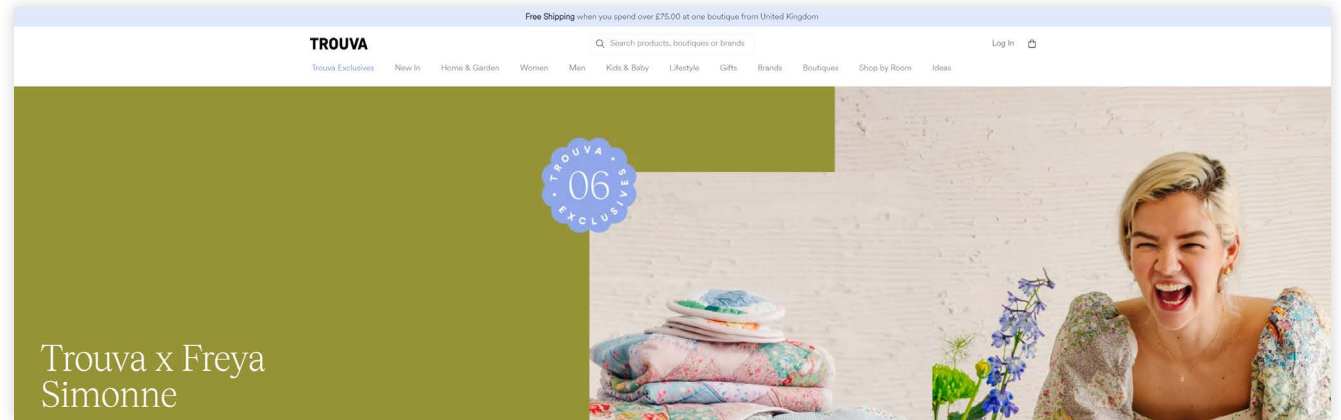
OUR TAKE ON TRENDYOL

Trendyol is Turkey's fastest-growing online fashion and beauty platform and has room to grow rapidly. Worth keeping a close eye on.

TROUVA

www.trouva.com

START SELLING >



MARKETPLACE OVERVIEW

Trouva is an exclusive shopping website that specialises in beautiful and high-end homewares, objets d'arts, clothing and gifts. It is a curated marketplace with a team making sure that the range they offer is current and responds to the trends of discerning shoppers. This isn't a bargain basement marketplace full of tat, that's for sure. But it does seem to fulfil a valid niche, even if it so far lacks brand name recognition. Take a look and you'll see the kind of items it likes. You can search in the usual way or let the site help you find something you want to buy with its curated guides and inspiration. Trouva has 1.5m visits every month and more than 800 independent boutiques in 13 countries.

According to Trouva 80% of boutiques receive an order within two days of going live, with 95% of sales on Trouva coming from customers outside of their area.

SELLER REGISTRATION AND REQUIREMENTS

Trouva says it seeks boutiques with a bricks and mortar shop, with fixed opening hours and does not accept applications from online-only shops. It wants outlets and good-quality products with a distinctive, cohesive

style. It seems like Trouva is highly selective, seeking "boutiques selling brands (or making products) that are as interesting and unique as its customers. If you already have an established brick-and-mortar shop, Trouva can help you reach a global audience on their platform.

You can find and fill in the application form on [this page](#).

If you're interested to see the sales potential your shop could have on Trouva.com check out [this calculator](#).

PRODUCT LISTINGS AND FULFILMENT

Trouva will help you create a winning listing. It expects top-notch imagery, fulfilment can be undertaken by the merchant but Trouva also offers global shipping at discounted rates covering the majority of the cost so you can ship products anywhere in the world for the same flat rate, with options for express shipping at no extra charge to you. There are also a bespoke system that allows you to confirm an order and book a courier to pick up parcels directly from your boutique.

You'll also have access to Trouva's in-house support team every day of the week.

OUR TAKE ON TROUVA

There is no doubt that Trouva is a beautiful website selling beautiful things. But it's clearly keen to retain control and the cache of being a smartly curated website. It also boasts a strong social media presence on all the usual channels, including the likes of Pinterest too, and that's a smart move for pretty objects

It's hard to make a judgement about how successful Trouva is and if it works for sellers, but if you're trendy shop with fantastic goods already for sale in your offline shop then it could be a good fit. Although it does appear to be rather picky.

Vestiaire Collective

Vestiaire Collective

START SELLING >

Search by brand, article... **Vestiaire Collective** [Sell an item](#) [Sign in](#) [Sign up](#)

[New In](#) [Designers](#) [Women](#) [Men](#) [We Love](#) [Vintage](#) [Bags](#) [Watches & Jewellery](#) [Children](#) [Express Delivery](#) [Direct Shipping](#) [Sale](#) [Inside](#)

Zero Selling Fees

Sell with us, we're offering no fees on over 4000 brands.

[Find out more](#) →

25,000+ Items Added Every Day

MARKETPLACE OVERVIEW

Vestiaire Collective is a global peer-to-peer resale platform for high-end but second-hand fashion items. Launched in 2009 and originally only available in France, it now boasts [11m members across 80 countries](#) and more than 30,000 new items are added to the site each day. With a focus on sustainability, late last year it banned a second round of fast fashion brands – including Abercrombie & Fitch, H&M and Mango, among others – according to its expertly-developed definition as part of a three-year plan to ban them from the platform altogether. The company also prides itself on having a [strict quality and authenticity verification system](#).

SELLER REGISTRATION AND REQUIREMENTS

Interested sellers sign up via the 'sell an item' [link](#) and list said item with a clear description that outlines any flaws and well-lit photos. They must

strictly comply with the company's [Catalogue Rules](#), which include details on which brands and types of items can be listed. There are three types of shipping available: authenticated shipping, where products are sent to a verification centre before being shipped on to the buyer; direct shipping, where sellers send direct to buyer, generally without undergoing verification by the marketplace's experts; and express delivery, which means the item is in stock at the Vestiaire Collective and has already been checked for quality and authenticity.

OUR TAKE ON THE VESTIAIRE COLLECTIVE

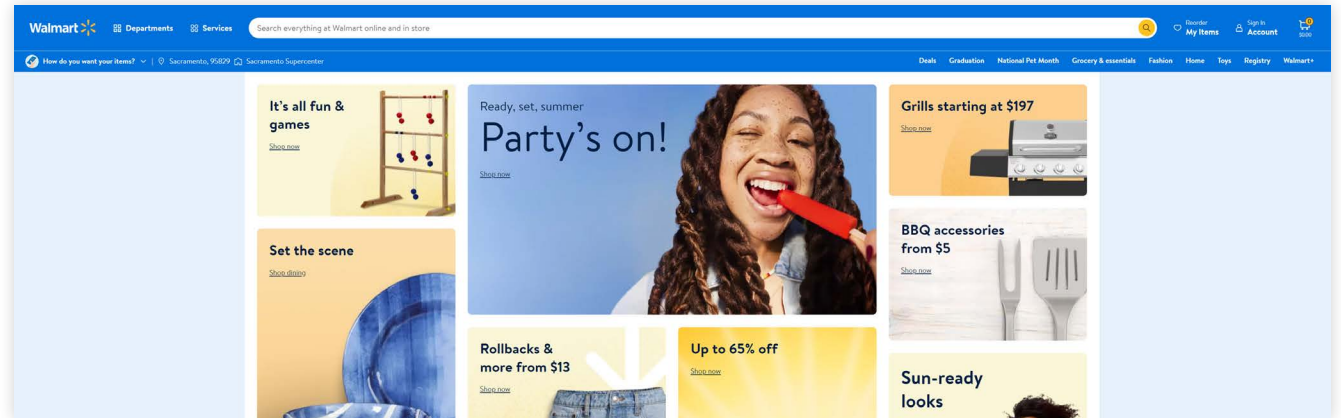
The pre-owned fashion sector has seen rapid growth in recent years – a trend driven by a greater consumer emphasis on sustainability alongside a growing demand for social shopping and online communities, and one further accelerated by the COVID-19

pandemic. Indeed, it is forecast that the value of the second-hand sector will be worth more than \$60bn by 2025. As such, it is the ideal time for luxury second-hand fashion retailers to capitalise on the circular economy trend through a marketplace such as Vestiaire Collective, which comes with the added kudos of having its brands verified.



www.walmart.com

START SELLING >



MARKETPLACE OVERVIEW

Walmart is a huge US based retailer operating approximately 10,500 stores and clubs in 20 countries and ecommerce websites in 20 countries. It sells a wide range of products from groceries to electronics, beauty, home furniture and games.

The company beat quarterly earnings and revenue estimates in 2024 and said it made gains with high-income shoppers, reporting ecommerce growth of 22% for its US business.

It is now looking for trusted UK sellers with a history of ecommerce success and catalogue that complies with Walmart's US Marketplace Prohibited Products Policy in the following priority categories:

- Fashion
- Entertainment
- Toys
- Seasonal
- Home

- Hardlines
- Outdoors
- Equipment for hunting, sports, and camping, and more.

SELLER REGISTRATION AND REQUIREMENTS

There are no setup, subscription, or monthly fees. It simply deducts a reasonable referral fee once a sale occurs on our site.

To become a seller, you will need to have a US Tax ID Number (TIN) or be incorporated in: Canada, China, Germany, Hong Kong, India, Japan, Mexico, Singapore, South Korea, Taiwan or UK.

It says that you can start [selling](#) in just a few minutes after sharing a few details about your business. You also need to read the Marketplace terms and conditions before creating your account.

PRODUCT LISTINGS AND FULFILMENT

Walmart Fulfilment Services offers an end-to-end ecommerce fulfilment experience with no signup or monthly subscription fees. You can ship and store any amount of inventory you choose, without minimums or maximums.

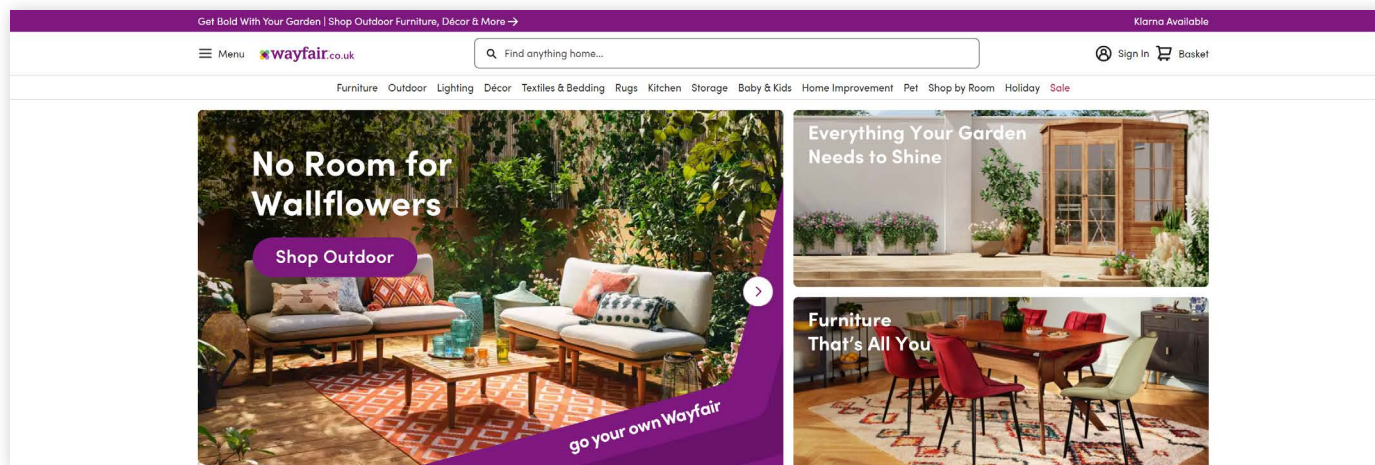
OUR TAKE ON WALMART

Walmart has huge brand recognition both in the US and across Europe. It says it reaches over 100m unique Walmart.com visitors a month. Its ecommerce business is thriving and the setup process also appears to be fairly easy for merchants to follow. The light fees structure is another real plus.



www.wayfair.co.uk

START SELLING >



MARKETPLACE OVERVIEW

Online retailer Wayfair, founded in 2002, sells furniture and home goods including rugs. It has 22million active customers across the US, UK, Canada and Germany and recently posted annual revenues of \$12.3bn. The Boston based group says it has 85% brand recognition in Canada and 77% in the UK.

SELLER REGISTRATION AND REQUIREMENTS

You can apply by logging on to sell.wayfair.co.uk. You will have to provide some business information mainly your name and location and how your business operates. It also asks questions such as can you dropship and if you are able to accept returns.

It has a scheme called Partner Home where Wayfair offers to help sellers manage their catalogue, fulfil orders, get paid and capitalise on insights. It also offers specialised support teams and learning and development resources such as online videos and live webinars.

PRODUCT LISTINGS AND FULFILMENT

Wayfair doesn't charge partners fees or take a cut from their sales. It operates on the wholesale cost model, meaning it pays its suppliers the base cost of their items, and it then sets a retail price that it says is fair and competitive'. It recommends that its partners sell their full catalogue of home goods on Wayfair.

Its CastleGate Fulfilment program, which has 16 fulfilment centres across four countries, is available to partners that have finished onboarding and started selling. It claims that CastleGate delivers in as little as two days to 97% of Wayfair customers.

Sellers are then advised to work with their account management team to determine if they are eligible for Wayfair's end-to-end supply chain services, including consolidation, ocean freight, and drayage.

Sellers can also get access to performance marketing tools, which helps them secure ads in premium real estate on-site.

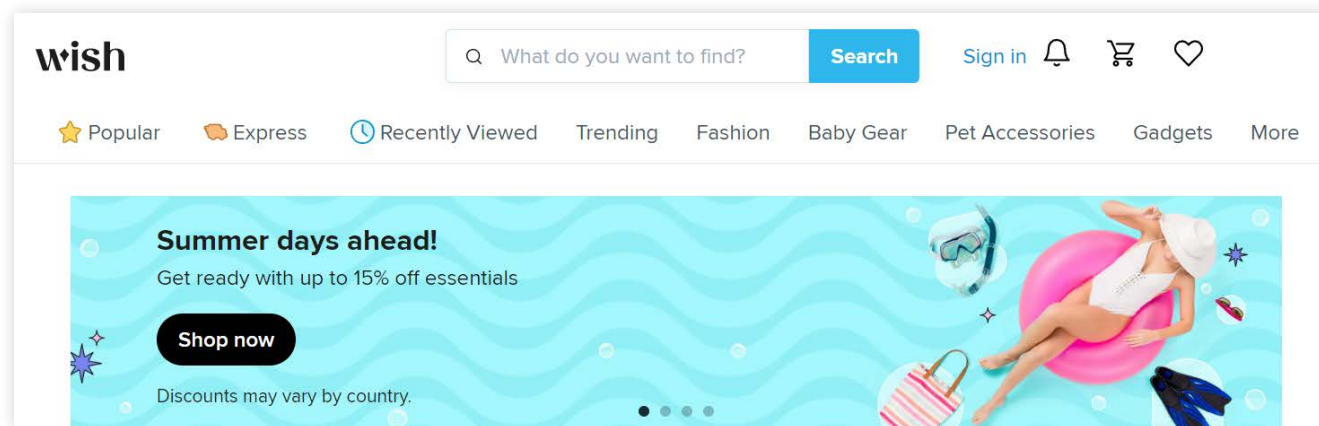
OUR TAKE ON WAYFAIR

We like the online only focus of Wayfair and its international reach. We also like the ease of signing up and its extensive fulfilment options. Another plus is offering up extra resources such as training. That shows real commitment and interest in their sellers.

wish

www.wish.com

START SELLING >



MARKETPLACE OVERVIEW

Wish is one of the largest cross-border ecommerce marketplaces. Wish enables you to reach more than 100+ countries of consumers around the world. For the last three years, Wish has been the most downloaded global shopping app.

Predominantly dealing with clothes and accessories, but also allowing the sale of homewares and other goods, everything happens on the app. It claims to have 300m items available and 107m monthly active users. In particular, the idea centres on bargain prices and deep discounts that catch the eye of shoppers. The Wish marketplace is best suited to sellers of high margin consumer goods who can sell and ship in bulk.

As it says: "Wish is an ecommerce platform that lets users shop millions of products at deep discounts on their mobile phone. We have over 300 million users across the world, from Russia to Brazil to the United States to the far corners of the globe, and they love our product. We are the sixth largest ecommerce company in the world and we're shooting for #1."

SELLER REGISTRATION AND REQUIREMENTS

You can apply to sell on Wish using the link below. Sellers can fulfil their own sales and must provide tracking information to the marketplace. Wish have also recently introduced [Wish Parcel](#), a logistics programme designed to provide easy, inexpensive, and trustworthy shipping options for anyone shipping packages.

Goods must be shipped in five days or Wish will cancel the order and refund the shopper. Payments are made to the Wish marketplace and disbursed to sellers minus selling fees owed. There is no registration fee, subscription or listing fees but a sales commission is payable.

If you want to find out more about selling on Wish then [check out this page](#).

PRODUCT LISTINGS AND FULFILMENT

High-quality photography is essential for attracting shoppers. You will need to upload your own images, descriptions and product details to the site. Wish is also integrated with a number of multi-channel management tools, including Linnworks, so the easiest way

to get your full inventory onto the marketplace is by using such a tool.

OUR TAKE ON WISH

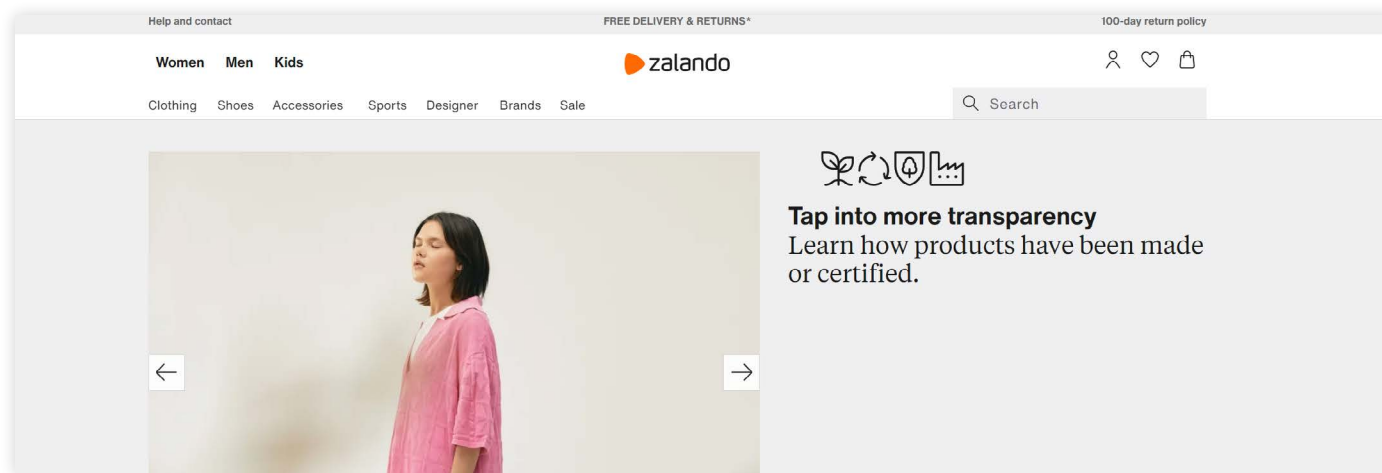
Wish is huge. The numbers speak for themselves and it's massively popular and successful, not least with those all-important millennials who have significant spending power. The product range is already astonishing but, from a European perspective, there's still great potential to get involved as a seller.

If you're interested in selling on Wish, check out our free Watch on Demand masterclass delivered by Alan Small, Head of Business Development Europe for Wish. [Click here to start watching](#).



www.zalando.com

START SELLING >



MARKETPLACE OVERVIEW

Zalando is a massive retail phenomenon in Europe. It delivers to customers in 25 European markets. The latest figures state 50m active buyers and 4000+ brands and retailers. From the Zalando website:

We are evolving from simply a fashion retailer to an online platform. Through numerous different channels and by offering a diverse array of services, Zalando already connects all the major players in the fashion industry – from end customers, through retailers, brands, stylists and factories, to advertisers.

One distinctive aspect of Zalando is personalisation. The site uses its knowledge of previous purchases to recommend and curate selections to promote and entice shoppers to return and buy more. Zalando considers customer satisfaction as a critical aspect to their business success.

SELLER REGISTRATION AND REQUIREMENTS

In order to launch on the Zalando platform partners must set up an EU entity. Partners from non-EU countries can apply for the partner programme.

Partners should ensure that they comply with all the customs requirements when goods are entering the EU, and take care of customs clearance and customs duty. Post-Brexit UK-based partners need to have an EORI number. Partners also need to have a warehouse location within the EU for returns.

PRODUCT LISTINGS AND FULFILMENT

There are two different fulfilment options to manage your warehousing, shipments and returns. You can either ship directly from your own European warehouses or sign up for Zalando Fulfilment Solutions.

At this point in time onboarding through manual integration (via Product Feed, Excel Sheet) is not possible. You can choose to develop a direct connection between your stock and Zalando's API. The development process is fully owned by you as a partner at no additional cost from Zalando.

Commission fees range between 5-25% depending on the retail value and category sold. Find out more [here](#).

OUR TAKE ON ZALANDO

Zalando is a massive player in Europe, especially Germany, when it comes to fashion and accessories. And it is approaching the challenge by being different from Amazon. The elegant and curated fashion sites are price sensitive but the site doesn't aim for low pricing as standard. So if you have great products to sell, you can also command good prices, especially if you have something that Zalando itself doesn't sell.

If you have a SKU that Zalando sells itself, you're competing with it and they will give their own goods prominence, even if you're cheaper. So originality and exclusivity is a good way of getting cut through and making sales.



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