



A Complete List Of Online Marketplaces



Introduction

Whether you're looking to grow your business domestically or internationally, online marketplaces are often great channels to sell on in order to expand your reach and also assess new markets.

Throughout this guide, we have compiled relevant information about some of the most popular marketplaces worldwide, including essential information about each channel - number of active users, seller fees, product categories, fulfilment options, marketing opportunities and the countries each marketplace is present in.



Product Categories



Electronics



Homeware



Health & Beauty



Vehicle Parts &
Accessories



Clothing & Accessories



Food & Beverage



Toys & Games



Sports



Baby



Jewellery



Tablets



Gaming Consoles



Electrical Appliances



Handbags



Consumer Accessories



Memorabilia

Global Marketplaces



While many of the marketplaces listed throughout this guide sell into multiple international markets, there are a number of sites that have a global presence.

In fact, there's a chance you may already be selling on one or more of these marketplaces domestically, which would make the process of expanding internationally even easier.

Do keep in mind, however, that the commission rates and additional fees listed below may differ from country to country, even for the same marketplace, so you will need to familiarise yourself with this before making any decisions.



Product Categories



Commission Structure: 5-20% (Category Dependent)

Active Users: 304 Million

Monthly Fee: £0-25

Additional Fees: Potential variable closing fee

Fulfilment Options

Amazon sellers have the option to either fulfil their orders themselves, or through Amazon's fulfilment service, FBA. Sellers can choose to use FBA only for certain products, in turn benefiting from a Prime eligible status and outsourced fulfilment & customer service. Sellers can also use FBA to ship orders from other channels.



Key Benefits

Thanks to Amazon's extensive reach and recognisable brand, merchants are able to access a huge potential customer base. What's also great is the ease in which sellers can sell into new, international markets.

Marketing Opportunities

Amazon Sponsored Products is an advertising programme that allows you promote your listings by bidding on relevant keywords. Your ads will then be eligible to appear in a range of placements across the site and you will only be charged on a cost-per-click basis.

Additional Information

In addition to Amazon's commission rates (Referral Fees), sellers can either pay a monthly subscription fee of £25 with a Pro Seller Account, or alternatively pay 75p for each item that is sold as a Basic Seller. When selling books, music, videos or DVDs, sellers will also incur a variable closing fee.



Product Categories



Commission Structure: 7-11% (Category Dependent)

Active Users: 167 Million

Monthly Fee: None

Additional Fees: Insertion fee & optional shop subscription

Fulfilment Options

eBay sellers have the option to fulfil their orders independently, or through eBay's Global Shipping Programme (eBay GSP). Sellers using the programme are required to pick, pack and ship their parcel to eBay's Global Shipping Centre following an international order, where eBay will then handle the international fulfilment and customer service.



Key Benefits

eBay is a great marketplace thanks to its worldwide presence, huge customer base and various of tools and resources for supporting domestic and international growth. The marketplace also offers various programmes for international

Marketing Opportunities

Sellers have access to a suite of marketing tools; Promote Your Listings (choose specific listings, select your rate and only pay when a shopper clicks your ad and makes a purchase), Promotions Manager (provide your customers with exclusive offers and savings from your eBay shop) & Markdown Manager (run specific sales on your store).

Additional Information

eBay sellers have the option to open an eBay Shop (fees starting from £19.99), allowing them to benefit from better branding opportunities and merchandising tools.



Product Categories



Commission Structure: 3.5%

Active Users: 25 Million

Monthly Fee: None

Additional Fees: \$0.20 per listing

Fulfilment Options

Sellers are required to fulfil their own orders when selling on the Etsy marketplace.

Key Benefits

Sellers can benefit from Etsy Payment, an easy-to-use and secure payment system which accepts a wide range of payment methods, including credit and debit cards, PayPal, Google Wallet, Apple Pay and even Etsy Gift Cards.



Marketing Opportunities

Etsy offers two paid advertising options to help sellers promote their listings on the site: Promoted Listings and Google Shopping. Promoted Listings enable sellers to promote specific products within relevant search results on the website and in the app. Etsy sellers can also optimise and manage Google Shopping campaigns through Etsy.

Additional Information

Sellers can expand their brand with a custom Pattern website. This specifically gives you two shops in one (your Etsy store and Pattern site), as well as a custom URL and beautiful design.

[Learn more about how you can get more from your Etsy store here.](#)



Product Categories



Commission Structure: 15%

Active Users: 25 Million

Monthly Fee: None

Additional Fees: 2.35% fund processing fee

Fulfilment Options

Sellers are required to fulfil their own orders when selling on Fruugo.

Key Benefits

Fruugo's customer base spans 32 different countries and has the ability to automatically translate product listings into 11 languages, convert currency and provide localised international customer service making it an extremely popular marketplace for sellers looking to reach international markets.



Marketing Opportunities

While Fruugo don't currently offer any paid advertising programmes, they do actively market their seller's products through a wide range of targeted email campaigns, as well as on global comparison search engines and Google Shopping in more than 20 countries.

Additional Information

Sellers are only required to supply product information in their own domestic currency and language, as Fruugo's automatic translation technology will handle will localise these listings across 11 different languages and currencies.

UK Online Marketplaces



With a value of £133 billion, the UK is one of the world's largest eCommerce markets, making it a great option for expansion.

In fact, in addition to expanding internationally, there are great opportunities for sellers looking to increase their reach domestically, simply by selling on new UK marketplaces.

In this section, we have listed some of the key UK marketplaces worth considering, along with some important information about each that you should be aware of.



Product Categories



Commission Structure: Zero

Active Users: 10 Million

Monthly Fee: None

Additional Fees: None

Fulfilment Options

Sellers are required to fulfil their own orders when selling on the Flubit marketplace.



Key Benefits

The biggest advantage to selling on Flubit is that there are no charges for selling on the marketplace. Instead, sellers provide their most competitive price for a product and Flubit determines the price the buyer will pay. This means that the seller still gets the price they ask for and the customer still secures a cheaper price than they would on Amazon, Argos,

Marketing Opportunities

Flubit run their own marketing campaigns targeting certain product categories, which in turn boost sales for products within that category. As Flubit is operated by SKU Cloud, sellers will also get additional exposure across their five other channels.

GAME



Product Categories



Commission Structure: 6-15% (Category Dependent)

Active Users: 4 Million

Monthly Fee: None

Additional Fees: None

Fulfilment Options

Sellers are required to fulfil their own orders when selling on the GAME marketplace.

GAME

Key Benefits

GAME provides one-to-one support during the on-boarding process, making it as easy as possible for merchants. All customers go through a thorough Fraud Check Process, eliminating any potential risks.

Marketing Opportunities

Sellers on the GAME Marketplace often benefit from additional product exposure on GAME's homepage, deals page, newsletter, Google Shopping and social media channels.



Product Categories



Commission Structure: 25%

Active Users: 2 Million

Monthly Fee: None

Additional Fees: One-off joining fee of £199

Fulfilment Options

Sellers are required to fulfil their own orders when selling on Not On The High Street.



Key Benefits

Sellers on Not On The High Street can benefit from a global reach, with the site getting over 39 million unique visitors every year. While there is an application process for selling on the marketplace, if you are successful you will face less competition.

Marketing Opportunities

While there are no paid merchandising opportunities on Not On The High Street, the marketplaces does invest heavily in TV and press advertising, as well as various other marketing campaigns, helping to keep your business in the public eye.

European Marketplaces



Thanks to the UK's close proximity to mainland Europe, it is relatively simple for UK sellers to target European customers and ship to these markets.

What's also great is that there are various marketplaces, both niche and general, available to you to sell on, each offering an extensive reach across the continent.



Product Categories



Commission Structure: 2-10% (Category Dependent)

Active Users: 9 Million

Annual Fee: None

Additional Fees: None

Fulfilment Options

Sellers are required to fulfil their own orders when selling on Allegro.

Marketing Opportunities

Allegro offers various promotional options, including featuring, highlighting, bolding and promotion on the product category pages, as well as their daily deals and brand zone.



Key Benefits

Allegro is the largest eCommerce site in Poland, with over 9 million registered users and 18 million visitors to the site each month. Thanks to its close proximity to other Eastern European markets, it is also a great option for growth in this region. Sellers on the marketplace also have access to a dedicated support agent, as well as a brand zone, which offers support and assistance.

Additional Information

In order to be successful when selling on the Allegro marketplace, sellers are required to offer customer service in the local language. It is also recommended that sellers use a native speaker and avoid machine translation when translating product listings.

Product Categories



Commission Structure: 5-20% (Category Dependent)

Active Users: 7.7 Million

Monthly Fee: €39

Additional Fees: None

Fulfilment Options

Sellers can choose to fulfil their products themselves, or through Cdiscount Fulfilment. By opting for the latter, sellers can benefit from logistics expertise, increased product visibility, complete activity tracking and access to the customer loyalty programme.



Key Benefits

Cdiscount is one of the largest marketplaces in France, with around 11 million unique visitors each month, making it a great option for selling to the French market. The marketplace also offers competitive commission rates, as well as secure and guaranteed payments. Customers also able to pay for their purchases in 4 instalments, without impacting the seller.

Marketing Opportunities

The Pole Position Program (PPP) is a promotional service offered to Cdiscount sellers to maximise communication on the site. Cdiscount will adapt the solution package to meet your objectives and you are even able to control your costs with a cost-per-click model. Sellers can also benefit from enhanced media exposure, thanks to Cdiscount's regular social campaigns, and TV, radio & newspaper advertising, which boosts the brand's visibility and improves seller success.



Additional Information

While the Cdiscount marketplace is only currently in French, all sellers have access to multi-lingual support. With regards to commission, it's also worth keeping in mind that a minimum fee of €0.50 will be charged if the commission total is lower than €0.50 excluding tax.

[Find out everything you need to know about selling on Cdiscount in our free marketplace focus guide.](#)



Product Categories



Commission Structure: 8-12% (Category Dependent)

Active Users: 20 Million

Monthly Fee: €39.90

Additional Fees: None

Fulfilment Options

Sellers are required to fulfil their own orders when selling on the FNAC marketplace.



Key Benefits

As one of the most visited sites in France, not to mention highly recognisable brands, FNAC is a great marketplace to sell both new and used products on. Sellers can also benefit from no listing fees, secure payment methods & exceptional product visibility.

Marketing Opportunities

FNAC sellers have the opportunity to take advantage of promotion on the home page and banners, visibility in email, social and SEO campaigns, as well as visibility in FNAC's physical stores.

[Learn more about selling into the French market here.](#)

Product Categories



Commission Structure: 8-20% (Category Dependent)

Active Users: 11 Million

Monthly Fee: €49.90

Additional Fees: None

Fulfilment Options

Sellers are required to fulfil their own orders when selling on La Redoute. Keep in mind that the marketplace requires all sellers to provide parcel tracking.

La Redoute

Key Benefits

La Redoute is France's most popular fashion and home website, with an additional presence in over 26 countries worldwide. Sellers have full control of product pricing, delivery times and delivery costs, and can also provide customers with multiple payment options including credit cards, private cards, e-carte bleue or PayPal.

Marketing Opportunities

The marketplace offers various promotional tools including an email newsletter, dedicated in-shop banners and 'flash' sales.

Additional Information

Sellers on La Redoute's marketplace, LaRedoute.fr, also have the opportunity to create their own shop. There are certain requirements, however, including the need to provide local-language customer service, supply an EAN as a product identifier and provide pricing in Euros.



Product Categories



Commission Structure: 15-50% (Category Dependent)

Active Users: 9 Million

Monthly Fee: None

Additional Fees: One-off €10,000 registration fee

Fulfilment Options

Sellers can either fulfil their products independently, or use OTTO's fulfilment service.

Key Benefits

After Amazon, OTTO is the second biggest eCommerce company in Germany, with 9 million active customers. Sellers also have access to both specific product and process experts.



Marketing Opportunities

OTTO offer various advertising and communications services, including on-site advertisement, social media, a customer newsletter and branded online areas. Sellers are required to negotiate fees with OTTO.

Additional Information

Sellers on OTTO are required to have a minimum of 100 products, previous experience selling online and the ability to translate content into German.

[Learn more about selling in Germany here.](#)



Product Categories



Commission Structure: 5-22% (Category Dependent)

Active Users: 10 Million

Monthly Fee: From £34

Additional Fees: None

Fulfilment Options

Sellers are required to fulfil their own orders when selling on Pixmania.



Key Benefits

Pixmania is another popular marketplace in France, attracting around 8 million visitors each month looking for hi-tech goods. By listing on this marketplace, sellers can in fact reach customers from 13 additional European countries. Sellers can also benefit from the site's ultra-secure payment system and 46 payment options for their customers.

Additional Information

Pixmania will provide sellers with translated content for products that are included in their large multilingual database. Sellers will be required to provide translated information for products that are not in this database.

Product Categories



Commission Structure: 4-22% (Category Dependent)

Active Users: 22 Million

Monthly Fee: None

Additional Fees: None

Fulfilment Options

Sellers are required to fulfil their own orders when selling on PriceMinister.

Key Benefits

PriceMinister, part of the Rakuten group, boasts 22 million member, with 9 million active monthly customers. The marketplace itself extends beyond France, with around 6% of its customer base coming from Belgium, Switzerland and Canada.



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Marketing Opportunities

Sellers are able to customise their store through PriceMinister's Super Boutique, while also having access to marketing tools and support. The site's Make a Wish feature further allows sellers to cross-sell and upsell products, by alerting the customer when a relevant product is available.

Additional Information

Requirements include being able to ship to France, manage returns in Europe, offer English-speaking customer service, as well as having a French bank account and a VAT number to adhere to local sales tax requirements.



Product Categories



Commission Structure: 9.9-12.5% (Category Dependent)

Active Users: 2.6 Million

Monthly Fee: From €39.95

Additional Fees: None

Fulfilment Options

Sellers are required to fulfil their own orders when selling on Real.de.

Key Benefits

Aside from the 2.6 million active customer base, Real.de (formally Hitmeister) is also a popular marketplace across Germany due to the fact they don't charge listing fees, they provide exceptional customer service, and they offer legal seller protection and various payment options.



Marketing Opportunities

Real.de sellers can choose from three different marketing packages, in addition to benefiting from the marketplace's own marketing activities across various platforms.

Additional Information

For an additional €9.95 per month, sellers can include a link from their Real.de account to their own online shop, providing additional exposure.



Product Categories



Commission Structure: 15-20% (Category Dependent)

Active Users: 450 Million

Annual Fee: From £35

Additional Fees: None

Fulfilment Options

Sellers are required to fulfil their own orders when selling on the Spartoo marketplace. It is, however, a requirement that all sellers provide parcel tracking.



Key Benefits

Spartoo has an extensive reach across Europe, operating in 30 European countries, making it an ideal choice for fashion sellers looking to expand across the continent. In fact, Spartoo enables sellers to sell into all of the countries they are present in through a one-click solution.

Marketing Opportunities

While Spartoo don't offer any merchandising opportunities, the marketplace does invest heavily in its own online marketing, which in turn benefits their merchants.

US Marketplaces



The US is the second largest market in the world for online sellers, making it a lucrative market for UK retailers wanting to sell overseas.

While the US may not be as geographically close as mainland Europe, one of the key benefits of selling in this market is that there are no language barriers.

Below, you will find some of the biggest marketplaces in the US.



Product Categories



Commission Structure: 12%

Active Users: 30 Million

Monthly Fee: None

Additional Fees: None

Fulfilment Options

Newegg sellers can fulfil their orders themselves, or alternatively use Shipped-By-Newegg which will enable sellers to store their stock in Newegg's US fulfilment centre, where the marketplace will then pick, pack and dispatch orders at an additional fee.



Key Benefits

Newegg provides international sellers with a great opportunity, and fewer barriers, to reach the US market. While the marketplace specialises in the technology vertical, they do sell products across a much wider range of categories making it an ideal fit for many retailers.

Marketing Opportunities

Sellers can take advantage of various merchandising opportunities, including banner ads, exposure on the Hot Deals page, as well as segmented email campaigns.

Additional Information

All sellers will have a dedicated category manager and merchandiser. International sellers also benefit from a lower commission rate per transaction, of only 12%.



Product Categories



Commission Structure: 5-15% (Category Dependent)

Active Users: 4 Million +

Monthly Fee: None

Additional Fees: None

Fulfilment Options

Sellers are required to fulfil their own orders when selling on Jet.

Key Benefits

Jet has become one of the fastest growing marketplaces in the US, making it a lucrative option for sellers wanting to expand into this market. One of Jet's unique selling points is that it incentivises customers by enabling them to save by buying more. This in itself helps to increase sales.



Marketing Opportunities

Sellers may benefit from merchandising, promotion and advertisement of their products at the discretion of Jet themselves.

Additional Information

Merchants are also able to sell wholesale to Jet. Keep in mind that in order to sell on Jet, sellers need to apply to become a retail partner, which can be a lengthy process in itself. Currently, merchants must also possess a US Business Tax ID Number (or a valid US SSN Number if the seller is a sole proprietor).

sears



Product Categories



Commission Structure: 6.5-14.5% (Category Dependent)

Active Users: Millions

Annual Fee: From \$39.99

Additional Fees: 2.5% interchange fee

Fulfilment Options

Sellers on the Sears marketplace have the option to fulfil their orders themselves, or alternatively use Fulfilled By Sears, their end-to-end order fulfilment service. With the latter option, sellers can benefit from 24/7 customer support, as well as flexible payment terms thanks to their pay-as-you-go pricing model. Specifically, sellers only pay for what they store and ship.



Key Benefits

Sears is a rapidly growing marketplace with a great presence across the US, making it an ideal fit for any retailer looking to expand into this market. Sellers can also benefit from increased product exposure, thanks to their online and in-store presence, with customers able to view your products on Sears.com, Sears mobile and Sears Kiosks within their physical stores.

Marketing Opportunities

There are some great advertising opportunities available through Sears, including display ads, featured product ads and brand showcases. Specifically, there are two packages available to sellers – Silver and Gold.

Additional Information

Something else worth keeping in mind is that if a seller's sales are lower than \$400 per month, the fee will be waived.



Asia-Pacific Marketplaces

Asia-Pacific remains the world's largest eCommerce market, due to expanding middle classes, increasing mobile and internet adoption and improved infrastructure and logistics networks.

Below, we have highlighted some of the largest marketplaces across this region, certainly worth considering as part of your expansion plans.



Product Categories



Commission Structure: 2-10% (Category Dependent)

Active Users: 188 Million

Monthly Fee: \$1,000

Additional Fees: 0.85% additional fee if the JD shipping service is used

Fulfilment Options

Sellers can either fulfil their products themselves, or utilise JD Worldwide's global shipping and warehousing solutions, in order to ensure products are delivered quickly and with ease.



Key Benefits

As the second largest B2C eCommerce site in China, with 188 million active customers, JD Worldwide is an ideal channel for reaching the Chinese market. What's also beneficial is that you don't actually need to have a physical presence, legal entity or bank account in China, in order to sell on the marketplace.

Marketing Opportunities

Sellers on JD can benefit from increased traffic thanks to the marketplace's enhanced digital marketing activities.

Additional Information

JD Worldwide operates two separate models – the reseller model and the platform (marketplace) model. With the first option, JD Worldwide will purchase your inventory from you and resell it to Chinese consumers and with the latter option, you can host your products on their platform and pay a commission on each sale you make (2-10% depending on your product category).

Flipkart



Product Categories



Commission Structure: 5-25% (Category Dependent)

Active Users: 75 Million

Monthly Fee: None

Additional Fees: None

Fulfilment Options

Sellers are required to fulfil their products through Flipkart Fulfilment. This service does, however, offer fulfilment centre space at a very low cost, faster delivery of your products, a quality check of your products and high-quality packaging.

Flipkart



Key Benefits

In addition to being the country's largest online marketplace, Flipkart also has a fast-growing logistics network which ensures smooth pick-up and delivery of your products, promising an exceptional customer experience.

Flipkart also offer faster payments, meaning you get your profits within 7-15 business days after dispatching an order.

Marketing Opportunities

Flipkart's Product Listing Ads enable sellers to increase visibility amongst relevant customers, through listing promotion and preferential placement across the site. Sellers are charged only once a customer engages with the ad.

Additional Information

To sell on Flipkart, UK brands must partner with an Indian aggregator, who acts as the registered seller and manages operations in India. Flipkart can make this introduction.



网易考拉海购
K A O L A . C O M



Product Categories



Commission Structure: 2-10% (Category Dependent)

Active Users: 30 Million

Monthly Fee: \$1,000

Additional Fees: None

Fulfilment Options

Sellers can either ship their products directly, or take advantage of Kaola's fulfilment service. If sellers are fulfilling the orders themselves, it is required that they provide tracking information.

Key Benefits

Kaola has become one of the fastest-growing sites where Chinese consumers can purchase goods from international sellers. As such, it has become incredibly popular amongst middle-class consumers in this market, making it a marketplace to consider selling on.

Additional Information

Kaola operates 3 different business models – wholesale buying, an online marketplace and an integration with the seller's own website. In order to be successful on the Kaola marketplace, it is recommended that you _ the services of a third party to handle translations, customer service and returns.



Product Categories



Commission Structure: 8-12% (Category Dependent)

Active Users: 105 Million

Annual Fee: From JPY 19,500.00

Additional Fees: One-off registration fee of JPY 60,000

Fulfilment Options

Sellers are required to fulfil their own orders when selling on Rakuten. Parcel tracking is required by the marketplace. Rakuten works with various partners who can provide international sellers with final mile delivery and returns services.



Key Benefits

In addition to being the leading eCommerce site in Japan, Rakuten is also the fourth largest marketplace worldwide, offering an extensive range of products.

Marketing Opportunities

Rakuten sellers can purchase marketing packages for both search and banner advertising. In addition to this, sellers will also be able to customise their own shopping space, with their own branding.

Additional Information

There are four service levels available to Rakuten sellers; Entry Plan (JPY 19,500), Lite Plan (JPY 38,800), Standard Plan (JPY 50,000) or Mega-Shop Plan (JPY 100,000). Sellers will also be required to use the services of a third party company to provide the legal and financial entity in Japan, which is necessary to trade on Rakuten.



Product Categories



Commission Structure: 5%

Active Users: 400 Million

Annual Fee: From \$5,000

Additional Fees: \$8,000-\$25,000 deposit (dependent on store format and trademark status)

Fulfilment Options

Sellers are required to fulfil their own orders when selling on Tmall Global.

Key Benefits

Alibaba's Tmall Global is one of the few marketplaces in China that allows international brands to sell directly to Chinese consumers, without the need for a Chinese business licence or physical presence in the country.

Marketing Opportunities

Tmall Global offer a range of marketing services, which can be tailored to budgets and business requirements.

Additional Information

Tmall offer three different store formats: Flagship Store (available only to trademarked brands), Speciality Store (available only to merchants with brand authorisation documents with the distribution rights to sell products without geographical restrictions in Mainland China) and Monopolised Store (available to merchants with two or more brands within a product category).

Product Categories



Commission Structure: 9.85%

Active Users: 3.9 Million

Monthly Fee: None

Additional Fees: None

Fulfilment Options

Sellers are required to fulfil their own orders when selling on Trade Me.

Key Benefits

Trade Me is the number one marketplace in New Zealand, with 75% of all domestic web traffic, meaning it reaches an incredibly broad demographic base. Another benefit to selling on the marketplace is that it is incredibly easy to get started selling on the site once you've registered.



Marketing Opportunities

Trade me offer a range of promotional opportunities, including display advertising across the website, "Solus" email marketing, newsletter inclusion reaching 1.6 million subscribers, as well as social media promotion.

Additional Information

Trade Me prefer to work with sellers that have strong eCommerce experience. Specifically, sellers will ideally be generating over £125,000 a year on additional marketplaces.

Latin-American Marketplaces

Latin America is one of the world's fastest growing eCommerce markets, with countries such as Brazil, Mexico and Argentina each growing at a rate of 20% year-on-year.

As well as having extensive reach across Central and South America, these marketplaces also provide a great opportunity to capitalise on the market's growth, as well as the overall consumer preference for international brands.





Product Categories



Commission Structure: 7-15% (Category Dependent)

Active Users: 20 Million

Annual Fee: None

Additional Fees: None

Fulfilment Options

Sellers have the option to use Fulfilment by Linio, or alternatively fulfil the products themselves.



Key Benefits

As the largest online marketplace in Latin America, selling over 6 million products across 60 different categories, Linio is a great option for sellers looking to target this market. Other key advantages to selling on the site include the fact they provide dedicated English speaking staff to support sellers, as well as that they offer customers with multiple payment methods (including cash payment – a popular option in Latin America) at no impact to the seller.

Marketing Opportunities

Linio offers paid advertising campaigns for sellers who are looking to boost their sales.

Additional Information

No legal entity is required for international sellers to sell on the Linio marketplace and into the 8 countries that Linio is present in.



**mercado
libre**



Product Categories



Commission Structure: 10-16% (Category Dependent)

Active Users: 160 Million

Monthly Fee: None

Additional Fees: None

Fulfilment Options

Sellers are required to fulfil their own orders when selling on Mercado Libre.



**mercado
libre**

Key Benefits

Mercado Libre is the market leader in eCommerce across the vast majority of Latin America, making it a great option for reaching this market. In addition to this, the marketplace is also the 8th most visited website worldwide, with as many as 4,000 searches per second.

Marketing Opportunities

Mercado Libre operate MercadoShops, enabling sellers to set up their own personalised online store within the website. The site also offer special promotion dates (including Cyber Monday, Black Friday, hot sales, fashion week and electronics week), as well as email campaigns, Facebook, TV, radio and internet ads, and branding campaigns.



If you would like to learn more about how a multi-channel solution such as Linnworks can help you expand your business across multiple channels, follow the link below to visit our website and schedule a free demo with one of our eCommerce experts.

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