



PROFIT SOURCERY

Restricted (Gated) Products and Categories: What
They Are & How to Unlock Them

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Restricted Categories

There are many product categories you can sell under on Amazon, you may be aware that a number of these categories are restricted, currently Clothing, Grocery, Watches, Jewellery, Beauty and Health and Personal Care. These categories are subject to change so please see Amazon.co.uk for an up to date list.

These categories are generally restricted as they are particularly vulnerable to counterfeiting and Amazon wish to protect their customers by limiting the sellers able to sell products in these categories. As you search through the products on ProfitSourcery.com we will notify you of products which are in restricted categories so you can make sure you are able to sell the products you invest in.

As a new seller you will be unable to sell products in these categories but getting permission to sell is relatively easy. To sell in a restricted category you will need to contact Seller Support through the link at the bottom of any page in Seller Central.

Please note that you will need to already have stock for the category ready to sell in order to receive approval. Amazon is looking for serious sellers in these categories and will not grant permission to somebody who is simply considering selling in the given category somewhere down the line.

Contact us

What can we help you with?

Customers and orders	▼	What kind of issue are you having? <input type="radio"/> Inventory file upload issue <input checked="" type="radio"/> Trouble adding or viewing a product Top Solutions ▶ Why are my items no longer for sale? ▶ How do I request approval to sell in certain product categories? ▶ How do I add a new product to the catalog? ▶ How do I sell products without a UPC? Your product may be in a category that requires approval to sell in. ▶ View and apply to restricted categories Need help with something else? ▶ Tell us about your issue
Products and inventory	▲	
Product page issue		
Issue listing products		
Other product or inventory issues		
Your account	▼	
Other issues	▼	

Select “Products and inventory”, “Issue listing products” and then tick the box for “Trouble adding or viewing a product”. You will then see a link to apply to restricted categories.

Categories Requiring Approval

Category	Requirements and application
Beauty	View requirements
Clothing	Apply to sell
Grocery	View requirements
Health & Personal Care	View requirements
Jewellery	Apply to sell
Watches	Apply to sell

The process will differ slightly for different categories, select the category you wish to sell in, we will use Clothing as an example but you will find all categories to be very similar in the approval process.



Select Markets

You can read our [requirements for this category](#) first, or begin the application process now.

Before you begin, please provide five sample product images, as we'll need to view them in order to evaluate your application.

In which of the available European markets do you want to sell Clothing? (tick all that apply)

United Kingdom

Can you provide customer support in English?

Yes

No

Can you provide a postal address in United Kingdom or free international delivery to United Kingdom for customer returns?

Yes

No

France

Germany

If you are selling on multiple marketplaces through Amazon Global you will be asked to select which markets you wish to sell the restricted products on. Click the tick boxes and answer the two questions which appear.

To sell in the restricted categories you will need to be able to provide customer support in the native language for the marketplace and you will need an address within the given country for customers to send returns to. If you can provide both of these you can move on to the next step.



Product Requirements

How many products (including size and colour variations) do you intend to sell?

- 1
- 2-29
- 30-1000
- Over 1000

Are all your products new?

- Yes. All my products are new, with EAN or UPC codes.
- Yes. All my products are new, but without EAN or UPC codes.
- No.

Continue

You will next be asked how many products you wish to sell in the category. You will need at least two to be given approval and you must confirm that your products are new as used products are not permitted for these categories.



Image Requirements

Please ensure your images meet our requirements.

Is each one of your images: on a pure white background? 1 of 8

<p>✓ Acceptable</p> 	<p>✗ Unacceptable</p> 
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Yes No

To be approved you will need to provide images of the products you wish to sell, these images must meet the requirements for images shown on Amazon listings. The next steps of the process are Amazon reminding you of these requirements and asking you to confirm that your images meet these requirements.

If you can answer yes to each of the questions regarding your images you will be asked to upload five images. These five images must include at least two products within the category, these don't necessarily need to be the products you are intending to sell immediately as they are simply to demonstrate you can adhere to the requirements set out. These can be images from different angles or of different aspects of the product as long as they each meet all the requirements.

Each image must be:

- On a pure white background.
- At least 1001 pixels on its longest side.
- Devoid of any borders, watermarks, text or other decoration.
- Without accessories, only showing the product alone or on a model.
- Showing the entire product, occupying at least 85% of the image area.
- Showing a single view of the product - no alternate angles or close-ups.
- Devoid of nudity, pornographic or obscene content.
- A colour photograph.

Once you have submitted your photographs you will be asked to input contact details for Seller Support to contact you regarding your application. At this stage you simply need to wait. Amazon will get back to you regarding your application within 24 hours usually.

Amazon may ask for further information regarding the items you want to sell. You can see your messages with seller support through your case log which can be found on the right hand side of the Seller Central homepage.

The screenshot shows the Amazon Seller Central interface. At the top, there is a navigation bar with the Amazon Seller Central logo, a language dropdown set to 'www.amazon.co.uk', and links for 'Messages', 'Help', and 'Settings'. Below this is a secondary navigation bar with 'INVENTORY', 'ORDERS', 'ADVERTISING', 'REPORTS', and 'PERFORMANCE'. The main content area is divided into three columns. The left column, 'Your Orders (Amazon.co.uk)', shows 'Seller Fulfilled' and 'Fulfilled by Amazon' counts. The middle column, 'Amazon Selling Coach', features three cards: '15 Low Inventory Alerts', '21 Additional Popular Products to Sell', and '16 Opportunities to Grow Your Business with FBA'. The right column, 'Payments Summary', shows a 'Recent Payment' of £2,985.57 and a 'Balance' of £475.52. A red circle highlights the 'Manage Your Case Log' link in the Payments Summary section, with a sub-link 'View your case log' below it.

For some categories you will need to submit invoices for the products you have ready to sell. This allows Amazon to check that you have acquired the goods from a reputable source. The requirement is usually for three invoices from different sources. You cannot use store receipts but packing slips should be sufficient providing they show the products, quantities and supplier details clearly.

The invoices need to show your business name and address, the quantity of products you have purchased and your suppliers name, address and telephone number. You can black out cost prices and payment information if you wish. If your business is based on retail arbitrage, then you will need to purchase your products from a store website to obtain an invoice rather than a till receipt.

If you follow the instructions from Seller Support and follow all the guidelines given you shouldn't have any issues getting approval. There is no guarantee; however, so make sure you don't invest in a huge amount of stock before you are approved.

For more information on checking if you are restricted from selling a product you're looking to purchase via ProfitSourcery, see the 'What Makes a Good Product to Buy?' guide.