Fulfillment by Amazon

Amazon FBA: Fulfillment services for your ecommerce business

Already selling on Amazon?  
Get started

New to Amazon?  
Sign up

$39.99 a month + selling fees

What is Fulfillment by Amazon?

Fulfillment by Amazon (FBA) is a program that lets you outsource order fulfillment to Amazon. It's part of a fully automated set services we call Supply Chain by Amazon. Sign up for FBA to send products to Amazon's global network of fulfillment centers and offer customers free, two-day shipping through Prime. When a customer makes a purchase, Amazon fulfillment specialists can pick, pack, and ship the order. We can also provide customer service and process returns for those orders.

Learn more about ecommerce fulfillment

Spend less
Shipping with FBA costs 30% less per unit than standard shipping options offered by major U.S. carriers and 70% less per unit than their premium options comparable to FBA.

Increase sales
Use FBA to deliver orders with the speed and reliability customers love. That can help you increase sales and repeat purchases.
Our network includes hundreds of fulfillment centers worldwide and can help you reach customers around the globe.

Instead of spending time processing orders, handling customer inquiries, and managing returns, use FBA to focus on developing products and delighting customers.

Get shipping credits, free storage, and more

You’ve put everything into your business—so let’s start your Amazon journey with confidence. All new Professional sellers can take advantage of the following:

✓ $100 off shipments into the Amazon fulfillment network using the Amazon Partnered Carrier program
✓ $200 credit towards fulfillment costs when you use Amazon Global Logistics
✓ $400 credit for inbound placement costs
✓ Free storage and customer returns with auto-enrollment in the FBA New Selection program

Learn more

How FBA works

Amazon FBA can help decrease fulfillment headaches as you scale your business.

Step 1 Set up FBA

Create your Amazon selling account, and login to Seller Central to set up FBA. You can
Step 2  Create product listings
Once you add products to the Amazon catalog, specify FBA inventory.

Step 3  Prepare products
Prepare the products for safe and secure transportation to a fulfillment center, according to Amazon packing guidelines and shipping and routing requirements.

Step 4  Ship products to Amazon
Create a shipping plan, print Amazon shipment ID labels, and send shipments to Amazon fulfillment centers. Learn more about sending inventory to Amazon.

Once Amazon receives products at the fulfillment center, the items are available for customers to buy. Visit Seller Central Help to learn about how to manage FBA orders.

Top 10 Amazon FBA training videos

Seller spotlight: Kahili Creations

As long as I have my tools and materials, I can depend on FBA to keep my income constant.

Marcia Asuncion Ricchiuti
Kahili Creations
Did you know?

Amazon Warehousing and Distribution (AWD) may lower your FBA costs

AWD is a low-cost bulk storage solution for your inventory that distributes to the Amazon store and other distribution channels.

Ship to AWD to get:

- Simple, pay-as-you-go pricing with no additional costs for the holiday season
- No separate charge for the FBA inbound placement service, which is covered by AWD pricing
- Auto-replenishment to maintain the right FBA inventory levels and avoid FBA capacity limits

Learn more about AWD

FBA costs

Costs for FBA depend on the products you sell and the exact services you use. Compare FBA to the cost of fulfilling customer orders yourself, then select the right fulfillment method for each product.

FBA fulfillment costs

The fulfillment cost per unit includes picking and packing your orders, shipping and handling, customer service, and product returns. Costs are based on the weights and dimensions of your product. Shipping weight is calculated based on the item's unit weight or dimensional weight.

Learn more about product size tiers
- Learn how to determine your product's shipping weight

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<thead>
<tr>
<th>Size tier</th>
<th>Non-apparel</th>
<th>Apparel</th>
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<th>Low-Price FBA: Apparel</th>
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FBA storage costs

Inventory storage costs are charged monthly based on the daily average volume (measured in cubic feet) for the space your inventory occupies in Amazon fulfillment centers. The volume measurement is based on unit size when properly packaged and ready to ship.

**Month**

**Through March 30, 2024**

- January - September $0.87 per cubic foot
- October - December $2.40 per cubic foot

**Starting April 1, 2024**

- January - September $0.78 per cubic foot
- October - December $2.40 per cubic foot

Additional inventory storage costs apply to products classified as dangerous goods and for sellers who have a high volume of inventory.
Did you know?

You can use custom packaging to lower fulfillment costs

With Ships in Product Packaging, your FBA orders are delivered in your own custom packaging—without any Amazon-added material. This reduces your fulfillment costs and can help lower your carbon footprint.

Learn more about Shipping in Product Packaging

Other FBA costs

Aged inventory

Charged monthly for all items stored in a fulfillment center for more than 181 days. Maintaining sound inventory health can help you avoid this cost.

Returns processing

Charged on orders when Amazon provides a customer with free return shipping.

Removal, disposal, and liquidation orders

You can have Amazon return, dispose of, or liquidate your inventory in a fulfillment center for a per-item charge.

FBA Inbound placement service

Placing inventory closer to customers in multiple fulfillment centers across the country is critical to delivering products faster and at a lower cost. The cost for the FBA inbound placement service for standard and large bulky sized products reflects the cost of distributing inventory to fulfillment centers close to customers. When you create a shipping plan, you'll see a cost estimate for each available inbound placement option (Premium or Discounted Service). You'll be charged for the FBA inbound placement service 45 days after your shipment is received based on inbound location and quantities received. Go to FBA Inbound placement service for more information.

Learn more about inventory placement service on Seller Central Help
Estimate your FBA costs

You can use our Revenue Calculator to compare estimates for FBA and your own fulfillment method.

1. Search the Amazon catalog for a product or define one using dimensions, weight, category, price, and shipping charges.

2. Review and adjust inputs for Amazon Fulfillment and Your fulfillment to calculate—and recalculate—fees, costs, and revenue.

Compare fulfillment options with the Amazon revenue calculator

Product examples

<table>
<thead>
<tr>
<th>Product</th>
<th>T-shirt</th>
<th>Baby</th>
<th>Cot</th>
<th>Monitor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Large standard size (Apparel, 12+ to 16 oz)</td>
<td>Small oversize</td>
<td></td>
<td>Large oversize</td>
</tr>
</tbody>
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*Based on a dimensional weight of 47.59 lb, which is greater than the unit weight.

FBA inventory management
shipments, and remove inventory from Amazon fulfillment centers.

Learn more about inventory management

**Inventory Performance Dashboard**

- Manage excess inventory
- Track inventory age
- Fix stranded inventory
- Restock inventory

**Inventory Performance Dashboard**

Your Inventory Performance Dashboard displays your Inventory Performance Index (IPI) score, along with key influencing factors. Be sure to check your IPI score regularly—a low score could lead to overage costs and limit your ability to send more inventory.

Learn more about protecting your brand

**Manage excess inventory**

Optimize your inventory levels by knowing when to mark down or remove your products. Monitor detailed information about storage costs, opportunities to drive sales, and suggestions to help improve returns on your inventory.

**Video** 5:30

**What is FBA's Manage Excess Inventory?**

Learn how to manage excess inventory.

**Video** 2:58

**What is FBA's Excess Inventory Percentage?**

Learn about Influencing Factor: Excess Inventory Percentage
Track inventory age

Improve sell-through rates and avoid additional costs for aged inventory. Use Inventory Age tools to understand how much inventory you’re holding, and see how long it’s been in fulfillment centers.

What is FBA Sell-Through Rate?

Learn about Influencing Factor:
FBA Sell-Through rate

Fix stranded inventory

Keep your listings active by including necessary pricing and condition information and resolving errors. If your inventory is in fulfillment centers without an associated active listing, it’s not available for purchase.

What is FBA's Stranded Inventory Percentage?

Learn about Influencing Factor:
Stranded Inventory Percentage

Restock inventory

Maintaining your FBA inventory at the right level is key to offering fast delivery to Prime customers. Amazon's free tools on Seller Central can help you:
• Reduce out-of-stocks
• Protect your sales rank
• Minimize excess inventory

The tools offer recommendations based on your sales history, demand forecast and seasonality, and your inputs to help you determine how much inventory to send and when to send it. They are free to use, and directly integrated into Seller Central's shipment creation workflow.

Download the Amazon FBA restock guide

Video  2:14

What is the FBA Restock Tool?
Learn how to use the restock tool to manage your inventory.

Video  3:31

What is FBA In-Stock Rate?
Learn about Influencing Factor: In-stock rate

Save time and help grow your business with
most advanced fulfillment networks in the world. With FBA, you store products in Amazon's fulfillment centers, and we pick, pack, ship, and provide customer service for these products. FBA can help you scale your ecommerce business and reach more customers.

Download the FBA Getting Started Guide

Blog  6 min read

Still not sure if FBA is right for you?

We’ll walk you through cost, sales volume, and other considerations for choosing FBA.

Read 5 factors to consider

FAQ: Amazon FBA

What is Amazon FBA?

How does Amazon FBA work?

How to sell using Amazon FBA?
How much does FBA cost per item?

What is an FBA seller?

How can I become an Amazon FBA seller?

What to sell with Amazon FBA?

What is “fulfillment”?

Grow your business with Fulfillment by Amazon

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Get started Sign up

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Sell with Amazon Selling Programs Amazon for Brands Resources Tools
Sell online Fulfillment by Amazon Online store builder Selling Partner Blog
How to sell on Amazon Amazon Amazon Brand Registry Amazon Seller App
How much does it cost? Advertising Global selling Seller University Seller Central
Product Ideas Amazon Business Help
What is dropshipping Global selling Brand management Accelerate Seller Event
Sell books Amazon Business Product reviews Seller FAQs
Black Business Customer More ways to make money
Accelerator Behavior

English United States Feedback

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