



Guide to the Online Marketplaces of Europe

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More than 600 Million people live inside the EU, if you want to target these high spending customers you can do it through your own web site or through a number of marketplaces that will help you find customers for your products here.

This document includes a list of 27 marketplaces that can help you sell your products in Europe.

The list of Marketplaces along with details of their specialist product areas, approximate costs and links to help you use them are all shown below. Marketplaces can be a great way to access customers that are otherwise difficult to get to, like consumers in Scandinavia, Turkey and Poland.

While dealing with all of these marketplaces and keeping on top of customer service may be difficult adding two or three appropriate marketplaces to your channel portfolio is a fantastic way to grow your business quickly and easily.

[Smooth Parcel](#) and [So Much More Than Accounts](#) can help you to access these markets more effectively, feel free to [contact us](#) if you need any assistance.



Amazon is the daddy of all marketplaces; it has a global presence and it is by far the biggest opportunity for online sellers. Put simply if you want to sell on marketplaces, start with Amazon

Fulfilment by Amazon (FBA), enables merchants to reach the marketplace's most active and loyal customer base – Amazon Prime users with minimum fuss, if you can use it, you should.

Amazon operates international sites in 14 countries worldwide.

Seller fees range based on category from 6% to 25% with 12% normal

Selling on Amazon is complex, each country has its own registration system with some countries (such as the 5 EU marketplaces accessible from one registration while others require separate registration.

See the site and set up an account at www.amazon.co.uk

You can sell any legal product on Amazon



Another marketplace that online sellers see a lot of success on is eBay. eBay has an almost worldwide presence, a dedicated customer base and great support for sellers.

eBay also offer various programmes for international selling, which you can research on their web site.

Fees are lower and more flexible than Amazon ranging 5% to 15%

See the site and set up an account at www.ebay.co.uk

eBay is great for lower priced items (<100 euros) tools, clothing, sports gear and home wares sell well.



Wish is the sixth largest eCommerce company in the world, it has over 300 million customers. It sells worldwide mostly through a mobile app.

There are no registration, subscription or listing fees, Wish merchants pay a commission when they make a sale.

Commission is deducted before they pay you, commission is typically around 15%.

Wish also operates its own warehousing and logistics service, Fulfilment by Wish, where you can ship products to customers in both the US and Europe.

More info here: www.wish.com

Sign up here: <https://merchant.wish.com/welcome>

Only very cheap items sell well on wish



Etsy is a global marketplace for handmade or vintage goods with an active user base, it is a fantastic platform to list on if you sell appropriate goods.

With over 25 million shoppers worldwide, and 1.6 million sellers, this niche marketplace offers huge opportunities for business growth.

Fees are low, there is no monthly membership fee, there is a charge of \$0.20 per listing, as well as a 5% commission and at least a 5% transaction fee.

More Info here: www.etsy.com

Sign up here:

https://www.etsy.com/uk/sell?ref=hdr&from_page=https%3A%2F%2Fwww.etsy.com%2Fuk



Folksy is a British alternative to Etsy

Like Etsy it is aimed at sellers of handmade goods and craft supplies.

Now with regards to cost and fees, sellers have two options; a pay-as-you-go Basic account, suitable for sellers with a low stock quantity, or Folksy Plus, better suited to frequent sellers or those with a larger inventory.

While commission rates are 6% for both, there is a £5 subscription cost for the Plus plan.

Regardless of which plan you opt for, there are a number of benefits to selling on Folksy, including the option to personalise your shop page and set up your own URL, promotional options and dedicated support.

See the site at www.folksy.com

Set up an account here: <https://folksy.com/selling>

If you sell handmade goods and craft supplies it makes sense to be on eBay, Amazon, Etsy and Folksy.



Fruugo offers you the chance to sell in 23 different countries and the ability to automatically translate your product listings into 11 languages.

Product categories range from clothing to home & garden, to health and beauty and consumer electronics.

Fruugo doesn't charge a monthly fee or listing fee, it does charge a flat 15% commission on each sale, as well as a 2.35% funds processing fee.

See more details here: www.fruugo.co.uk

Set up an account here: <https://sell.fruugo.com/>

Fruugo is a general marketplace similar to Amazon you can sell more or less anything on Fruugo



Since launching in 2016, OnBuy has become one of the fastest growing online marketplaces in the UK.

With a product catalogue covering almost every category, from health & beauty and clothing, right through to car parts, technology and collectables, OnBuy could be a fit for your products.

Onbuy is partnered with PayPal to for payment processing and offers a risk free trial option (OnBuy will waive the monthly subscription fee if you don't make £500 per month)

Commission rates are competitive, with consumer electronics incurring a 5% fee, and everything else a 9% commission fee.

PayPal fees also apply.

More details here www.onbuy.com

Sign up for an on-buy account here: <https://www.onbuy.com/gb/sell/>

OnBuy is a general marketplace similar to Amazon you can sell more or less anything at OnBuy



Allegro is a marketplace based in Poland. It is the fifth largest marketplace in Europe and a very significant seller in Poland and eastern Europe. Allegro is a great site to sell on if you looking to expand in this market which can be difficult to access in other ways.

Allegro has more than 14 million customers, 90% of which regularly purchase from the marketplace.

All listings must be translated into Polish, which may come at an additional cost to your business, but google translate works pretty well.

Fees are reasonable at 2 – 10%

More details here www.allegro.pl

Sign up for an account here: <https://allegro.pl/rejestracja-konta-firmowego/nowe-konto>

You can sell almost anything that you can sell on Amazon on Allegro



Bol.com is based in the Netherlands but also sells in Belgium giving them a customer base of over 8 Million people.

Fees range from 6 to 17%

Like Amazon, Bol also offers an optional advertising programme to increase brand awareness and conversions.

More details at www.bol.com

Sign up here: <https://www.bolwala.com/merchant-signup>

Bol is a great place to sell electronics, games, books, CDs and Music.



Cdiscount is in many ways the 'Amazon of France', with around 11 million unique visitors to the site every month and sales in France ahead of Amazon.

Cdiscount also has a well-developed distribution network, with over 18,500 pickup points throughout the country, as well as their own fulfilment service, Cdiscount Fulfilment, and competitive fees and lucrative payment terms.

Fees range from 5% to 20%

More details at www.cdiscount.com

Sign up for a CDiscount seller account: <https://marketplace.cdiscount.com/rejoindre-cdiscount/>

You can sell anything from Amazon on CDiscount



Coolshop launched in Denmark in 2003, since then they have expanded to six additional European countries - Sweden, Norway, Finland, Germany, the Netherlands and the UK.

Coolshop commission rates starting from 4% and go up to 15% with no monthly membership fee.

Coolshop allows you to list your products in English with only one price, they will then calculate the price in other currencies for each additional market and automatically translate the listing.

More details at: www.coolshop.com

Sign up for Coolshop here: <https://www.coolshop.co.uk/pages/marketplace-signup/>



eMAG is the largest marketplace in Romania, Hungary, Bulgaria and to a lesser extent, Poland, eMAG has a huge presence across most of Eastern Europe, making it a worthwhile option if you're looking to reach these markets.

eMAG operate their own logistics service and are currently subsidising the cost of shipping products to their centralised warehouses and the cost of returns is sales don't happen.

They also offer customers cash on delivery payment which is important in these countries.

More details at: <http://marketplace.emag.ro>

Sign Up here: https://marketplace-leads.emag.ro/?state=%7B%22nonce%22:%224809951561616977876%22,%22redirect_to%22:%22https:%5C/%5C/marketplace-leads.emag.ro%5C/?utm_campaign=footer%253Fref%253Dfooter_4_1%26utm_medium=referral%26utm_source=eMAG.ro%22%7D



FNAC is another French marketplace and, similar to sites such as eBay and Amazon, it allows retailers to list products within a wide range of categories including consumer electronics, media products, sports and leisure equipment and home appliances.

You can sell on the Fnac, Darty and Mistergooddeal sites through one relationship/

With upwards of 15 million unique visitors to the site every month, as well as a number of other seller benefits, including sales and marketing assistance and technical support, it really is a marketplace you should be considering.

One condition to note is that you must be able to provide customer service in French if you sell on Fnac.

Fees are from 8 – 12%

More info at www.fnac.com

Sign up for the Fnac Darty Marketplace here: <https://fnacdartymarketplace.com/en/home-page-2/>

The logo for FYNDIQ, featuring the word "FYNDIQ" in white, uppercase, sans-serif font inside a red, rounded hexagonal shape.

Based in and selling primarily to Sweden, Fyndiq offers a great opportunity to reach this lucrative market.

Unlike more traditional marketplace set ups, Fyndiq is a flash sale site, meaning that they are the seller of record for your products. The downside to this is that they control the sales, in turn giving you a lot less access to the information.

They charge no listing, set up or monthly fees and a flat 15% commission on each product sold.

You can list in English and Fyndiq will handle all customer service enquiries in Swedish.

More info here: www.fyndiq.com

Sign up here: <http://fyndiq.com/selling-on-fyndiq/>

The logo for Okazii.ro, featuring the word "Okazii.ro" in a bold, sans-serif font. The "O" is stylized with a colorful circular graphic element.

Similar to eMAG, Okazii.ro is a marketplace based in Romania with over 3 million monthly visitors, making it one to research if you're looking to expand into this market.

Several other benefits to selling on Okazii include the ability to set up shop in a matter of minutes, take advantage of affordable advertising options and save up to 50% on courier rates.

While there is no membership fee, you will need to pay a listing fee of €0.01 – your first 100 listings are free – as well as a trading commission fee which is category dependent and ranges between 2% and 6.6%.

More info here: www.okazii.ro

Sign up here: <http://magazine.okazii.ro/creare/>

The logo for OTTO, featuring the word "OTTO" in a bold, red, sans-serif font.

After Amazon, OTTO is the second biggest eCommerce company in Germany, selling more than two million products from over 5,000 sellers.

As a specialist fashion and lifestyle marketplace, OTTO is a popular site to consider if you sell in either of these verticals. What's also great about OTTO, is that while their main focus is on the

German and French markets, they do in fact have a global presence, selling into over 20 different countries.

Fees range from 15 – 50%

More info here: www.otto.de

Sign up here: <https://www.otto.market/en>



Pixmania is one of the leading online marketplaces in France, attracting almost 8 million visitors each month.

It also sells into 13 other European countries including the UK, Spain, Italy, Germany and Poland.

Overall, the marketplace focuses on hi-tech goods, such as cameras, video, computing, home appliances, toys & gadgets and watches.

Fees range from 5 to 22%.

More info: www.pixmania.com

Sign up here: <https://www.pixmania.co.uk/edito/sell-on-pixmaniacom>



Part of the Rakuten group, PriceMinister is another French marketplac. The site has over 10 million active users every month and 22 million members.

As with several of the other French marketplaces, PriceMinister-Rakuten does extend its reach beyond France, with 6% of their customer base coming from other French speaking countries including Belgium, Switzerland and Canada.

Fees range from 4 – 22%

More information here: <http://fr.shopping.rakuten.com>

Sign up here: <https://fr.shopping.rakuten.com/connect?action=register&proform=true>



Real.de was previously known as Hitmeister, it is one of the most popular marketplaces in Germany, with over 2.6 million customers and a product catalogue covering everything from electronics, through to clothing & accessories and DIY goods.

Real.de does not charge listing fees, it charges commission of 6% to 12.5%.

More info here: www.real.de

Sign up here: <https://www.real.de/versandpartner/online-marktplatz/>



Founded in 2001, eBay-owned GittiGiddiyor has since become Turkey's largest eCommerce marketplace, with more than 60 million monthly visits and close to 19 million registered users.

GittiGiddiyor charges a monthly subscription plus a commission of between 6% and 17%.

Turkey is a huge market, with good growth that is hard to access directly which makes GittiGiddiyor a good option

More info here: www.gittigidiyor.com

Sign up here: <https://www.gittigidiyor.com/satici-bilgi-merkezi>

Sell anything on GittiGiddiyor



Worten, a popular electronics retailer from Portugal, has renewed its ecommerce website, expanded into Spain and added an online marketplace.

Worten itself sells mostly household appliances and electronic products. By opening the marketplace, the ecommerce company now offers a great number of different articles, from movies and toys, to beauty and health products.

In Portugal, the marketplace accounts for 20% of total sales

Fees range from 10% to 15% of sales.

More Info here: www.worten.pt

Sign up here: <https://www.worten.pt/marketplace>



Zalando is a fashion and apparel retailer that has a restricted partner program which you can use to sell compatible product across 15 countries in Europe.

If you have a high quality fashionable apparel product set Zalando is a great option for market growth.

Approval is required to join the program and fees are variable.

More info here: www.zalando.co.uk

Sign up here: <https://www.zalando.co.uk/partner-programme/>



Wayfair is a global marketplace for home and furniture products with annual revenue of around \$6Billion per year.

If you sell products in the home and furniture space you can not ignore Wayfair, it is the dominant player in these markets.

See the site here: www.wayfair.co.uk

More info on the marketplace program here: <https://partners.wayfair.com/v/login/index>



Spartoo sells shoes, bags and clothing products on 30 different sites focussed on Europe.

It has a merchant partner system which requires application and approval.

See the site here: www.spartoo.co.uk

More info on the marketplace here: https://www.spartoo.co.uk/marketplace_mentions.php

La Redoute

LaRedoute is a high-class retailer of fashion and apparel products based in France

It recently added a marketplace which requires application and approval.

If you sell high quality fashion items it is well worth considering LaRedoute as a channel for your products.

See the store here: www.laredoute.co.uk

Marketplace details here: <https://www.laredoute-corporate.com/en/marketplace-en/>

GAME

If you sell products in either the gaming, media, computer hardware or toys and collectables sector, you should consider using GAME Marketplace.

GAME is a UK centric marketplace set up by a chain of retail stores to compete with Amazon, they have around 250 retailers as I write and report more than 10,000 sales per month.

As a new marketplace they are flexible and helpful, their fees are reasonable at 6-10%

See the web site here: www.game.co.uk

Set up an account at: <https://sellerhub.game.co.uk/>

As its name suggests Game is a marketplace for video game consoles, accessories and related products like branded tee shirts etc



Chrono 24 is a dedicated European marketplace for watches, both new and second hand.

Monthly fees are quite high at \$75 to \$250 but commissions are relatively low at just 5%

If you sell famous brand watches or if you sell top quality own brand items Chrono24 could be for you with more than 7 Million visitors a month the site is the go-to site in Europe for 'watch guys'

More info here: www.chrono24.com

Sign up here: <https://www.chrono24.com/dealerinfo/index.htm>