

Q4 CALENDAR FOR AMAZON SELLERS

6 dates between now and Nov 2 that can hit your margin, listings or payouts

Save this. Check each date against your account this week.

OCT 12

UK VAT establishment

If you run a UK entity, verify establishment in Account Health. Notices that landed in early September run out around now. Unverified, Amazon collects and pays VAT on your UK sales.

OCT 15

FBA peak fees start

Runs to Jan 14. Average increase of about \$0.32 per unit across FBA, Multi-Channel Fulfillment and Buy with Prime.

OCT 25

Amazon Shipping peak surcharge

\$0.50 per package from Oct 25 to Nov 21, then \$0.75 from Nov 22 to Dec 26. Applies if you ship FBM orders with Amazon Shipping.

OCT 30

Business Hour Delivery Rate

FBM offers sold to Amazon Business customers get deactivated below a 90% rate. US, UK and Germany. FBA is not affected.

OCT 31

New Selection Program

Auto enrollment covers launches to Oct 31.
After that you must confirm enrollment yourself.
Benefits do not stack with New Seller Incentives.

NOV 2

\$1M liability insurance

Required for 11 safety categories, including children's products, cosmetics, ingestibles and lithium batteries, whatever your sales volume.

Which dates are yours?

Oct 12

You operate a UK entity

Oct 15

You sell with FBA

Oct 25

You ship FBM with Amazon Shipping

Oct 30

You sell FBM to Amazon Business buyers

Oct 31

You launch new branded ASINs

Nov 2

You sell in a safety category

NOT SURE WHAT APPLIES TO YOU

Tell me your marketplace and category and I will tell you which of these to act on first.

Message me “Q4 dates”

Sources: Supply Chain Dive (peak fees), Amazon Shipping (surcharges), SellerSprite (Business Hour Delivery Rate), PPC Land (insurance), EcomCrew (New Selection Program), Amazon seller forums (UK VAT verification). Check your own Account Health for exact deadlines.