



Shopee Packaging Guidelines

Seller Education Hub

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| Internal Packaging

Insides of the box must be fully filled with materials that can help **absorb shock and prevent the items from moving** during delivery. Here are some suggestions for the packaging materials that can be used:

- a. Air Pillow
- b. Bubble Wrap
- c. Honeycomb Paper
- d. Paper Void Fill
- e. Packing Peanuts
- f. Polystyrene / Styrofoam Inserts
- g. Dividers
- h. Shredded Paper

Wrap the item with a minimum of 2-3 rounds of bubble wrap and pack the accessories separately.

💡 Tip: Internal packaging provides protection against internal damages which can occur during transit.



Air Pillow



Bubble Wrap



Honeycomb Paper



Paper Void Fill



Packing Peanuts



Polystyrene / Styrofoam Inserts



Dividers



Shredded Paper

| External Packaging

All items must have an **external packaging**. Here are some suggestions for the packaging materials that can be used:

- a. Bubble Wrap
- b. Cardboard Box
- c. Poly mailer / Pouch
- d. Shrink Wrap
- e. Plastic/paper bags*

Apply tape evenly across flaps and seams on both top and bottom sides of the outer box.

Air Waybills (AWB) must be clearly displayed on external packaging. Do not tape or wrap anything on top of the AWB.

Fragile label must be clearly displayed on the external packaging.

**Only applicable for SDD/Instant Mart/Delivery Orders*



Example of proper external packaging



Shrink Wrap



Box in Box



Cardboard Box



Warning Stickers

| High-value Items

Items	Internal Packaging			External Packaging					
	Pouch	Box	Filler	Outer packaging (optional)	Fragile/Upright/ Warning stickers	Double box/ Box in box (optional)	H-Tapping (optional)	Lid sealer	Destructible label
Applicable	X	✓	✓	✓	✓	✓	✓	X	✓
Specification	-	-	<ul style="list-style-type: none"> Ensure the box has sufficient fillers to fill up the extra spaces to prevent damages. 	-	<ul style="list-style-type: none"> Fragile sticker must be visibly pasted on the box. Handwritten markings are not recommended. Upright sticker must be in the same direction as the item's upright position. 	<ul style="list-style-type: none"> Recommended for electronic items 	<ul style="list-style-type: none"> Recommended 	-	-

- **Branding and content of item should be concealed** within the parcel to reduce chances of tampering or theft.
- **Do not show the price/value** of item on the parcel. **Do not indicate that parcel contains high-value item(s).**
- Recommended to **use sealing tape that leaves marks/residue upon removal.**
- Use **heavy-duty and wider tape** to securely seal the box, around all possible openings/seals.
- Seal the parcel using black shrink wrap is highly recommended for single box packing. Box-in-box highly recommended.
- Paste **fragile stickers** over taped areas.
- Paste **AWB over the sealed opening of box** to avoid the risk of tampering.
- Example: Mobile phones, jewellery, photocopy machine etc

 **Note:** You are strongly recommended to invest in tamper-proof packing for high-value items to minimise the chances of parcel tampering.

| High-value Items



Sealing tape that **leaves a mark/residue** once removed



Use **box-in-box method with fillers** as the retail packaging is usually not enough to provide adequate protection during transit



Fitted **styrofoam inserts/cushions**, **edge guard** and other fillers are required. All 4 sides, top and bottom are protected.



AWB should be **pasted over the sealed opening** of box



The parcel is wrapped with shrink wrap to **conceal the branding and contents**



The outer packaging of the parcel clearly **displays the branding and contents**

Potentially Breakable Items

Items	Internal Packaging			External Packaging					
	Pouch	Box	Filler	Outer packaging (optional)	Fragile/Upright/Warning stickers	Double box/Box in box (optional)	H-Tapping (optional)	Lid sealer	Destructible label
Applicable	✓	✓	✓	✓	✓	X	X	X	X
Specification	<ul style="list-style-type: none"> Pouch must be snugged according to parcel size. 	-	<ul style="list-style-type: none"> Ensure the box has sufficient fillers to fill up the extra spaces to prevent damages. 	-	<ul style="list-style-type: none"> Fragile sticker must be visibly pasted on the box. Handwritten markings are not recommended. 	-	-	-	-

- It is recommended to wrap items individually with 1-2 layers of bubble wrap to prevent damage
- Example: Shoes, Bags, Phone Casing, Snacks, Candies etc

| Potentially Breakable Items



Pouch is required to snugly secure the items



Wrap the items with at least 1 layer of **air column/bubble wrap**



Fill the empty space with **fillers** to avoid items breaking during transit



Ensure **fragile sticker** is on the parcel's external packaging



Item packed in a rigid box with fragile sticker



Item packed in a soft box with no fragile sticker

| Fragile and Breakable Items

Items	Internal Packaging			External Packaging					
	Pouch	Box	Filler	Outer packaging (optional)	Fragile/Upright/ Warning stickers	Double box/ Box in box (optional)	H-Tapping (optional)	Lid sealer	Destructible label
Applicable	X	✓	✓	✓	✓	✓	✓	X	X
Specification	-	-	<ul style="list-style-type: none"> • Wrap 2-3 layers of bubble wrap. • Secure the bottom of the box with extra tape. • For single items, ensure that the box has sufficient fillers to fill up the extra spaces. 	-	<ul style="list-style-type: none"> • Fragile sticker must be visibly pasted on the box. • Handwritten markings are not recommended. • Upright sticker must be in the same direction as the item's upright position. 	<ul style="list-style-type: none"> • Recommended 	<ul style="list-style-type: none"> • Recommended 	-	-

- Wrap items individually with 2-3 layers of bubble wrap to prevent damage and ensure your dispute is not rejected for insufficient packaging
- Example: Ceramic plates, wine glasses, vase etc

| Fragile and Breakable Items



Use corrugated cardboard with **divider**



Wrap every item with at least **2-3 layer of bubble wrap**



Fill the empty space with **fillers**



Ensure **fragile sticker** is on the parcel's external packaging



Each item is individually wrapped in bubble wrap and secured in corrugated cardboard with dividers



The item is wrapped in a single layer of bubble wrap, not properly arranged in the packaging, and contains no fillers

| Non-Fragile and Small Items

	Internal Packaging			External Packaging					
Items	Pouch	Box	Filler	Outer packaging (optional)	Fragile/Upright/ Warning stickers	Double box/ Box in box (optional)	H-Tapping (optional)	Lid sealer	Destructible label
Applicable	✓	X	X	✓	X	X	✓	X	X
Specification	<ul style="list-style-type: none"> Pouch must be snugged according to parcel size. 	<ul style="list-style-type: none"> Recommended 	-	-	-	-	<ul style="list-style-type: none"> Recommended 	-	-

- It is recommended to pack each item individually for multi-item orders to prevent missing or incomplete shipments
- Example: Clothes, Small toys, Brooches, Pins etc

| Non-Fragile and Small Items



Pouch must be snugged according to parcel size



Box recommended based on the item size to ensure a snug fit



The **item is placed in a pouch** and then packed inside a polymailer



H-tapping to ensure proper sealing and handling



Item is packed in a pouch before being placed in the poly mailer



Item is placed directly in the poly mailer without a pouch

Dangerous & Hazardous Items


Items	Internal Packaging			External Packaging					
	Pouch	Box	Filler	Outer packaging (optional)	Fragile/Upright/ Warning stickers	Double box/ Box in box (optional)	H-Tapping (optional)	Lid sealer	Destructible label
Applicable	X	✓	✓	✓	✓	✓	✓	✓	X
Specification	-	-	<ul style="list-style-type: none"> Wrap 2-3 layers of bubble wrap. Secure the bottom of the box with extra tape. For single items, ensure that the box has sufficient fillers to fill up the extra spaces. 	-	<ul style="list-style-type: none"> Fragile sticker must be visibly pasted on the box. Handwritten markings are not recommended. Upright sticker must be in the same direction as the item's upright position. 	<ul style="list-style-type: none"> Recommended 	<ul style="list-style-type: none"> Recommended 	<ul style="list-style-type: none"> Applicable to liquid and spillable items 	-

Labelling Dangerous or Hazardous Items

- For the **safety of package handlers**, parcels containing **dangerous or hazardous items** must be clearly labelled.
- The **warning label** should be **prominently placed next to the Air Waybill (AWB)**.

Ensuring secure packaging and listing declaration as Dangerous Goods (DG)

- Lid/cap sealer is mandatory** for liquid and spillable item. This category falls under **non-claimable item if leaked/damaged**.
- Declared Dangerous Good will ensure the right allocation of couriers. Learn more on Shopee Dangerous Goods List [here](#)
- All Dangerous Goods shipments are subject to prevailing laws and regulations. Failure to declare dangerous goods carries total seller accountability for all resulting damages and legal claims.

 **Note:** Warning labels can be downloaded [here](#).

| Dangerous & Hazardous Items



Fill the empty space with **fillers**



Wrap every single item with at least **2-3 layer of bubble wrap**



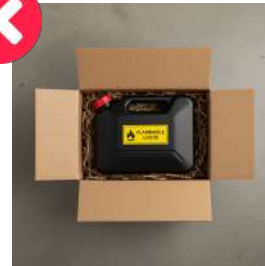
Secure lid with **plastic tape or cap sealer**



Ensure **fragile and warning sticker** is on the parcel's external packaging



The parcel was filled with fillers, wrapped a few layers in bubble wrap and the lid was secured with a sealer



The lid is not secured with a sealer



Upright sticker is incorrectly positioned

Bulky and Heavy Items

Items	Internal Packaging			External Packaging					
	Pouch	Box	Filler	Outer packaging (optional)	Fragile/Upright/Warning stickers	Double box/Box in box (optional)	H-Tapping (optional)	Lid sealer	Destructible label
Applicable	X	✓	✓	✓	✓	✓	✓	X	X
Specification	-	-	<ul style="list-style-type: none"> • Wrap 2-3 layers of bubble wrap. • Secure the bottom of the box with extra tape. • For single items, ensure that the box has sufficient fillers to fill up the extra spaces. 	-	<ul style="list-style-type: none"> • Fragile sticker must be visibly pasted on the box. • Handwritten markings are not permitted. • Upright sticker must be in the same direction as the item's upright position. 	<ul style="list-style-type: none"> • Recommended for electronic items / electrical appliances 	<ul style="list-style-type: none"> • Recommended 		-

- Wrap items with 2-3 layers of bubble wrap to prevent damage and ensure your dispute is not rejected for insufficient packaging
- It is recommended to shrink-wrapped/bubble-wrapped 1 layer to protect the outer packaging.
- It is mandatory to use fragile/upright/warning stickers. Handwritten is not acceptable.
- Example: photocopy machines, television, washing machines etc

Bulky and Heavy Items



Ensure **fragile sticker** is on the parcel's external packaging



All empty spaces must be filled with **fillers**



Choose a **box** that is slightly larger than the item



Ensure all **4 sides, top and bottom** are protected



Item secured with polystyrene and packed with thick-walled box



Item is packed without polystyrene and a thick-walled box

| Irregularly-shaped Items

Items	Internal Packaging			External Packaging					
	Pouch	Box	Filler	Outer packaging (optional)	Fragile/Upright/ Warning stickers	Double box/ Box in box (optional)	H-Tapping (optional)	Lid sealer	Destructible label
Applicable	X	✓	✓	✓	✓	✓	✓	X	X
Specification	-	-	<ul style="list-style-type: none"> • Wrap 2-3 layers of bubble wrap. • Secure the bottom of the box with extra tape. • For single items, ensure that the box has sufficient fillers to fill up the extra spaces. 	-	<ul style="list-style-type: none"> • Fragile sticker must be visibly pasted on the box. • Handwritten markings are not recommended. • Upright sticker must be in the same direction as the item's upright position. 	<ul style="list-style-type: none"> • Recommended for electronic items / electrical appliances 	<ul style="list-style-type: none"> • Recommended 		-

- Items that are **shrink-wrapped / bubble wrapped with at least 2 layers** together should all be of **similar shapes and sizes**.
- **Irregularly-shaped or oddly-sized items should not** be shrink-wrapped together to ensure the integrity of the arrangement.
- Irregularly-shaped items should be placed in a **carton box** with no empty space in between.
- Example: PVC, mop, bundle items with different shapes etc.

 **Note:** Bundled parcel should not exceed the **max weight of 30kg** and **max dimension (L+W+H) of 300cm**, with the **greatest dimension not exceeding 150cm on one side**.

| Irregularly-shaped Items



Irregularly-shaped item **need to be**
packed individually and bundle them
together securely



Irregularly-shaped items **should not be**
packed in bundle



Irregularly-shaped item **should be**
packed into box

Bundled Orders


Items	Internal Packaging			External Packaging					
	Pouch	Box	Filler	Outer packaging (optional)	Fragile/Upright/ Warning stickers	Double box/ Box in box (optional)	H-Tapping (optional)	Lid sealer	Destructible label
Applicable	X	✓	✓	✓	✓	✓	✓	✓	X
Specification	-	-	<ul style="list-style-type: none"> • Wrap 1-2 layers of bubble wrap for each item. • Secure the bottom of the box with extra tape. • For single items, ensure that the box has sufficient fillers to fill up the extra spaces. 	-	<ul style="list-style-type: none"> • Fragile sticker must be visibly pasted on the box. • Handwritten markings are not recommended. • Upright sticker must be in the same direction as the item's upright position. 	<ul style="list-style-type: none"> • Recommended 	<ul style="list-style-type: none"> • Recommended 	<ul style="list-style-type: none"> • Applicable to liquid and spillable items 	-

- **Multiple large item on an order:**

- **Pack items separately** and use the **Split Order** function to ship them individually.
 - Under Split Order, sellers will bear the full cost of each additional tracking number.
- Set a **Maximum Purchase Quantity (MPQ)** to limit how many units a buyer can purchase per order.
- **Wrap bundle orders** with at least **2–3 rounds of shrink wrap** to prevent movement during transit.

- **Multiple small/normal size item in an order :**

- Wrap items individually with 1-2 layers of bubble wrap to prevent damage and ensure your dispute is not rejected for insufficient packaging
- Lid/cap sealer is mandatory for liquid and spillable item. This category falls under non-claimable item if leaked or damaged.
- Example: Multiple size SKUs in one box (body wash, detergent, canned sardines, pasta etc)

 **Note:** Please find more information on guide to setting up Maximum Purchase Quantity (MPQ) [here](#).



| Bundled Orders

Multiple large item on an order



Bundled orders are **shrink wrapped** to avoid being separated



Do not **stack**, strap, or loosely pack orders without shrink wrap

Multiple small/normal size item in an order



Item is **packed individually** with **bubble wrap and fillers**



Item is **not packed individually** and does **not have bubble wrap**

Liquid and Spillable Items

Items	Internal Packaging			External Packaging					
	Pouch	Box	Filler	Outer packaging (optional)	Fragile/Upright/ Warning stickers	Double box/ Box in box (optional)	H-Tapping (optional)	Lid sealer	Destructible label
Applicable	✓	✓	✓	✓	✓	✓	✓	✓	X
Specification	-	-	<ul style="list-style-type: none"> • Wrap 2-3 layers of bubble wrap. • Secure the bottom of the box with extra tape. • For single items, ensure that the box has sufficient fillers to fill up the extra spaces. 	-	<ul style="list-style-type: none"> • Fragile sticker must be visibly pasted on the box. • Upright sticker must be in the same direction as the item's upright position. 	-	<ul style="list-style-type: none"> • Recommended 	-	-

- Wrap items individually with 2-3 layers of bubble wrap to prevent damage
- Lid/cap sealer is mandatory for this category as it falls under non-claimable item if leaked or damaged.
- Example: Oil, beverages, skincare, detergent powder etc

Liquid and Spillable Items



Use the corrugated cardboard with **divider** for multiple bottles



Wrap every single bottle with **2 -3 layer of bubble wrap**



Ensure **fragile/upright stickers** on external packaging points in the **correct direction**



Secure lid with **plastic tape or cap sealer**.



The item was packed using corrugated cardboard with dividers and wrapped in bubble wrap



The item was loosely packed and did not use corrugated cardboard with dividers or bubble wrap

Fresh Produce (Perishable items)

Items	Internal Packaging			Insulation	Outer bag/ pouch	External Packaging					
	Pouch	Box	Filler			Outer packaging (optional)	Fragile/Upright/ Warning stickers	Double box/ Box in box (optional)	H-Tapping (optional)	Lid sealer	Destructible label
Applicable	✓	✓	✓	X	✓	X	✓	X	X	X	X
Specification	<ul style="list-style-type: none"> Pouch must be snugged according to parcel size. 	-	<ul style="list-style-type: none"> Ensure the box has sufficient fillers to fill up the extra spaces to prevent damages. 	-	-	-	<ul style="list-style-type: none"> Fragile sticker must be visibly pasted on the box. Handwritten markings are not recommended. 	-	-	<ul style="list-style-type: none"> Applicable to liquid and spillable items 	-

- At least 1 layer of bubble wrap is required for soft peel fruit
- Example: Fresh vegetables, fruits, mushrooms, herbs etc

Note : This guidelines only applicable for Same Day Delivery, Instant Delivery, or Mart channel. Perishable items are strictly prohibited for Doorstep Delivery and is ineligible for claims if shipped via the Doorstep Delivery channel. Learn more on perishable listing [here](#).

Fresh Produce (Perishable items)



Pouch must be snugged according to parcel size



Ensure the **box** has sufficient **fillers** to fill up the extra spaces



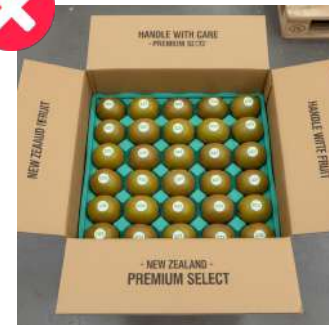
Items must be packed in a **rigid single- or multi-walled box**



Ensure the **fragile sticker** is clearly visible on the box



Item is securely packed in a sturdy box with fillers



Item is not secured in a pouch/box

Baked good and Cooked food (Perishable items)

Items	Internal Packaging			Insulation	Outer bag/ pouch	Outer packaging (optional)	External Packaging				
	Pouch	Box	Filler				Fragile/Upright/ Warning stickers	Double box/ Box in box (optional)	H-Tapping (optional)	Lid sealer	Destructible label
Applicable	✓	✓	X	X	✓	X	✓	X	X	✓	X
Specification	<ul style="list-style-type: none"> Pouch must be snugged according to parcel size. 	-	-	-	-	-	<ul style="list-style-type: none"> Fragile sticker must be visibly pasted on the box. Handwritten markings are not recommended. 	-	-	<ul style="list-style-type: none"> Applicable to liquid and spillable items 	-

- Lid/cap sealer is mandatory for liquid and spillable item. This category falls under non-claimable item if leaked/damaged.
- It is recommended to wrap fragile items individually with 2-3 layers of bubble wrap to prevent damage
- Non-halal item is mandatory to be labeled as "Non-Halal" and recommended to use bags that are non-see-through or dark-coloured.
- Example: Homemade sauce, cookies, sambal jars, retort food etc

Note: : This guidelines only applicable for Same Day Delivery, Instant Delivery, or Mart channel. Perishable items are strictly prohibited for Doorstep Delivery and is ineligible for claims if shipped via the Doorstep Delivery channel. Learn more on perishable listing [here](#).



| Baked good and Cooked food (Perishable items)



Pouch must be snugged according to parcel size



Ensure the **lid is secured**



Items must be packed in a **rigid single- or multi-walled box**



Ensure the **fragile sticker** is clearly visible on the box



Item is packed in a pouch according to the item's size and filled with fillers



Item is packed without a pouch and fillers

Live Product (Perishable items)

Items	Internal Packaging			Insulation	Outer bag/ pouch	Outer packaging (optional)	External Packaging				
	Pouch	Box	Filler				Fragile/Upright/ Warning stickers	Double box/ Box in box (optional)	H-Tapping (optional)	Lid sealer	Destructible label
Applicable	✓	✓	X	X	✓	X	✓	X	X	X	X
Specification	<ul style="list-style-type: none"> Pouch must be snugged according to parcel size. 	-	-	-	-	-	<ul style="list-style-type: none"> Fragile sticker must be visibly pasted on the box. Handwritten markings are not recommended. 	-	-	-	-

- This category only applicable to live plants sellers in West Malaysia.
- Use damp paper towels around the roots and secure the pot with tape/bubble wrap so the soil doesn't spill.
- Live plants shipping still subject to relevant logistics terms and conditions. Please refer to Prohibited and non-claimable items at page 34.
- Example: Indoor Houseplants, Edibles & Herbs, Saplings etc

Note: : This guidelines only applicable for Same Day Delivery, Instant Delivery, or Mart channel. Perishable items are strictly prohibited for Doorstep Delivery and is ineligible for claims if shipped via the Doorstep Delivery channel. Learn more on perishable listing [here](#).



| Live Product (Perishable items)



Pouch must be snugged according to parcel size



Ensure the **box fits the item's size** properly to avoid extra space



Ensure the **fragile sticker** is clearly visible on the box



Item is packed in a box that fit the item and labeled with fragile sticker




The box does not fit the item, and not packed in a pouch

Frozen food and Chilled products (Perishable items)

Items	Internal Packaging			Insulation	Outer bag/ pouch	Outer packaging (optional)	External Packaging				
	Pouch	Box	Filler				Fragile/Upright/ Warning stickers	Double box/ Box in box (optional)	H-Tapping (optional)	Lid sealer	Destructible label
Applicable	✓	✓	✓	✓	✓	X	✓	X	X	✓	X
Specification	<ul style="list-style-type: none"> Pouch must be snugged according to parcel size. 	-	<ul style="list-style-type: none"> Ensure the box has sufficient fillers to fill up the extra spaces to prevent damages. 	-	-	-	<ul style="list-style-type: none"> Fragile sticker must be visibly pasted on the box. Handwritten markings are not recommended. 	-	-	<ul style="list-style-type: none"> Applicable to liquid and spillable items 	-

- Lid/cap sealer is mandatory for liquid and spillable item. This category falls under non-claimable item if leaked/damaged.
- Non-halal item is mandatory to be labeled as "Non-Halal" and recommended to use bags that are non-see-through or dark-coloured.
- Example: Minced meat, cheese, nuggets, frozen dumplings etc

 **Note:** : This guidelines only applicable for Same Day Delivery, Instant Delivery, or Mart channel. Perishable items are strictly prohibited for Doorstep Delivery and is ineligible for claims if shipped via the Doorstep Delivery channel. Learn more on perishable listing [here](#).



Frozen food and Chilled products (Perishable items)



Pouch must be snugged according to parcel size



Ensure the box has sufficient **fillers** to fill up the extra spaces



Outer Packaging shields products from minor damage



Ensure the **fragile sticker** is clearly visible on the box



Item is packed with coolant pack and box with insulated layers



Item is packed without coolant pack and normal box

Unacceptable Packaging Examples (1 / 2)

When disputing for **orders with spillable items**, you will be **rejected** if **any** of the following are observed:

- Do not have external packaging
- Do not have a corrugated divider (loosely packed)
- Do not have 1 layer of bubble wrap / protective net for every single bottle
- Do not have fragile and upright stickers
- Upright sticker is not in the same direction as the bottles
- Items are not secured at the lid/cap with additional wrapping



- Item not wrapped with bubble wrap
- Fragile sticker was not attached
- Handwritten labels not acceptable



- The bottle lid/cap was not secured
- No fillers/bubble wrap



- Upright sticker does not match with the same direction as bottles



- The item was loosely packed
- No corrugated divider for multiple bottles
- Item not placed in an upright position

Unacceptable Packaging Examples (2 / 2)

When disputing for **orders with electronic devices / fragile / heavy / high-value items**, you will be **rejected** if any of the following are observed:

- Using poly mailer / pouch for fragile items
- Do not have external packaging
- Do not have a fragile sticker
- Do not have sufficient internal packaging
- Are not wrapped with bubble wrap



- Parcel was not packed using the box-in-box
- Not wrapped with bubble wrap



- The items were not wrapped with bubble wrap
- No fragile stickers attached to the packaging

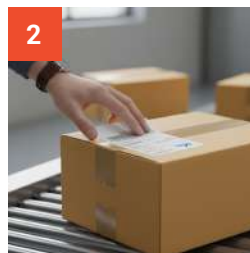
| Air Waybill Labelling

- Air Waybill (AWB) refer as a **shipping label** or **consignment note** which contains **critical information for each order**.
- Always **double-check your Air Waybills** to ensure **all details are accurate** before shipping out any orders.
- The **actual shipping label** must have a **minimum size of A6 (105 mm × 148 mm)**.
- Avoid **folds, overlaps, or multiple labels** on one package.
- Barcodes must be **fully visible and scannable**.



Remove old labels

- Multiple labels will affect the delivery process
- **Do not stick new labels on top of old ones**



Print new labels

- Use self-adhesive labels and ensure that the label is clear
- **Faded ink or blurred lines would make scanning difficult**



Affix firmly

- Label must be **visible, affixed flat and wrinkle-free on the largest side** of the parcel
- Never fold or bend shipping labels on the edges of boxes

| Prohibited and Non-Claimable items

Prohibited items are products that are not allowed on the Shopee platform due to local regulations or Shopee Listing Policy.

- Refer [here](#) to learn more about Shopee prohibited item.
- Click the logo to view the courier's prohibited items policy

Note

Kindly note that prohibited items per logistic applied and cannot be claimed for lost or damaged shipments, nor for any overcharged shipping fees.





Thank you

Learn more about best practices for selling on
Shopee on Seller Education Hub:

<https://seller.shopee.com.my/edu>