Shopee

SHOPEE MALL LISTING GUIDELINES

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WHY DOES SHOPEE STANDARDISE SHOPEE MALL LISTINGS?

Why does Shopee standardise Shopee Mall listings?

Shopee Mall is a platform for top sellers and leading brands that strives to provide excellent online shopping experience. Shopee encourages our Shopee Mall sellers to follow listing guidelines in order to standardise the platform and adopt professional practices.

Moreover, the high quality listings will better showcase the products while offering guaranteed customer shopping experience.

SELLER EDUCATION HUB
WHY DOES SHOPEE STANDARDISE SHOPEE MALL LISTINGS?

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SHOPEE MALL LISTING REQUIREMENTS

Shopee Mall Listing Requirements

Follow these guidelines to ensure excellent online shopping experience

1 Relevant and high quality images

2 Structured product name

3 Correct category

4 Informative product description

5 Accurate and comprehensive attributes

6 Variations

1)RELEVANT AND HIGH QUALITY IMAGES

Detailed image requirements

Elements	Requirements	Exceptions
All images	- Each listing to have at least 3 non-duplicate images professionally taken - For every image, the product being sold must be clear, sharp, not pixelated and photographed with realistic colour - Images should not have any reflection of people or other objects	Products in Adult categories must meet additional guidelines
Cover images	- Cover image must be against a solid background (white preferably) - The product for sale must cover at least 60% of image frame - No watermark, montage (combination of multiple images), borders, text or other graphics allowed* - The logo must be at top left corner and not exceed 10% of image frame - Full product must be in frame and cannot be cropped - No model in the cover image except Fashion, Health and beauty, Sports and outdoor categories - Product is unwrapped (exceptions allowed) - Minimum resolution of 500 x 500 pixels and must be clear and sharp	- Product may be unwrapped if item is a consumables (e.g. food, baby diapers) - Product in Apparel, F & B, Ticket and Home & Living may use photo against environment background - Words could only be used to explain deals details in concise language, strictly no sales tout.
Other images	- Backgrounds and environments are allowed for non-cover images to help demonstrate the use or scale of product - The product and props should fill 50% or more of the image frame - Cropped or close-up images are allowed - Use of model is allowed - Each image should show a different angle of the product	

Cover image criteria - image quality

High quality professional image

Image must be clear, sharp, not pixelated and photographed professionally ✅

Unprofessional and blur image

Images should be professionally taken and have high resolution (not pixelated or blurred) ❌

Cover image criteria - background

Solid colour background	Background with 2 solid colours	Non-distracting background
Solid colour background (especially white) are preferred ✅	Solid colour backgrounds with up to 2 colours are acceptable ✅	Non-distracting patterns on the backgrounds are acceptable ✅
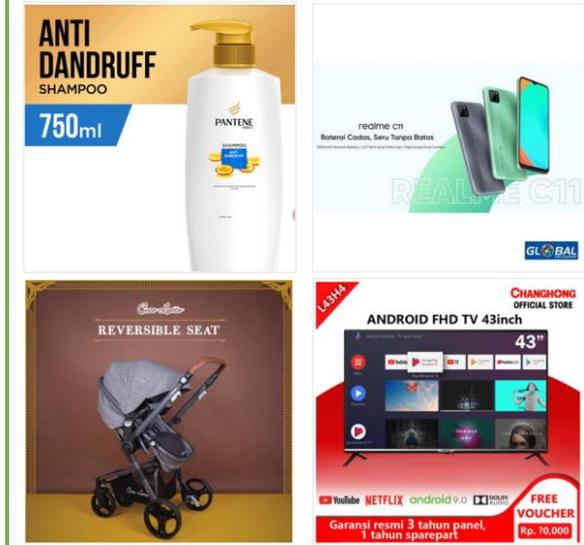
Cover image criteria - background

Live background

Cover images should not have live background except for Apparel and Home & Living products ❌

Distracting background

Cover image backgrounds should not be bright and distracting ❌

Low contrast background

Products must be clearly seen against the background ❌

Cover image criteria - borders

Banners
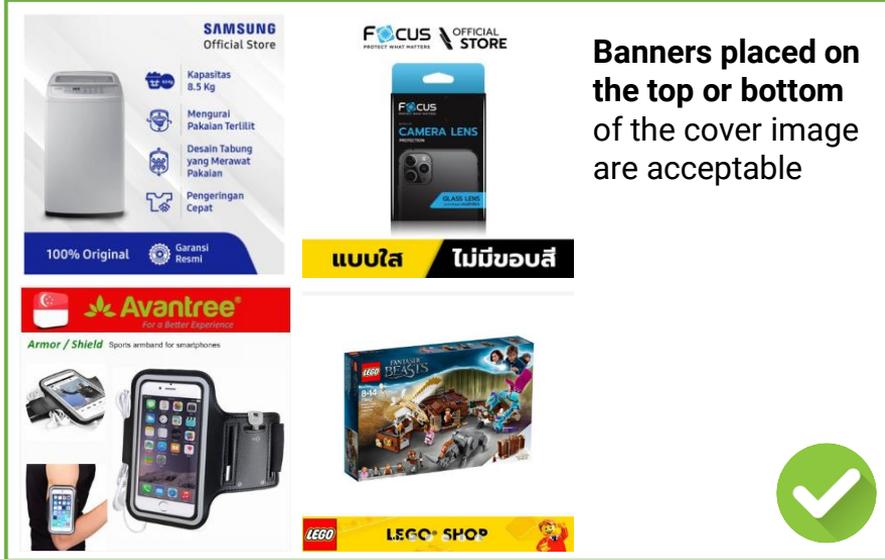
Banners placed on the top or bottom of the cover image are acceptable

Full borders
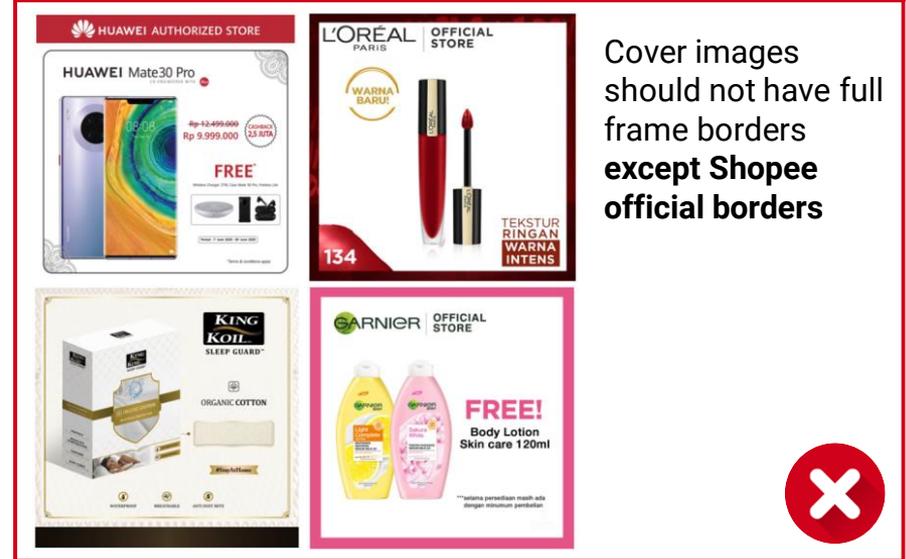
Cover images should not have full frame borders **except Shopee official borders**

Cover image criteria - watermark

Not overlapping image

Small logos and watermarks should be **placed on the side** and not overlapping the product

Overlapping image

Watermarks **must not overlap product** as it looks messy and unprofessional
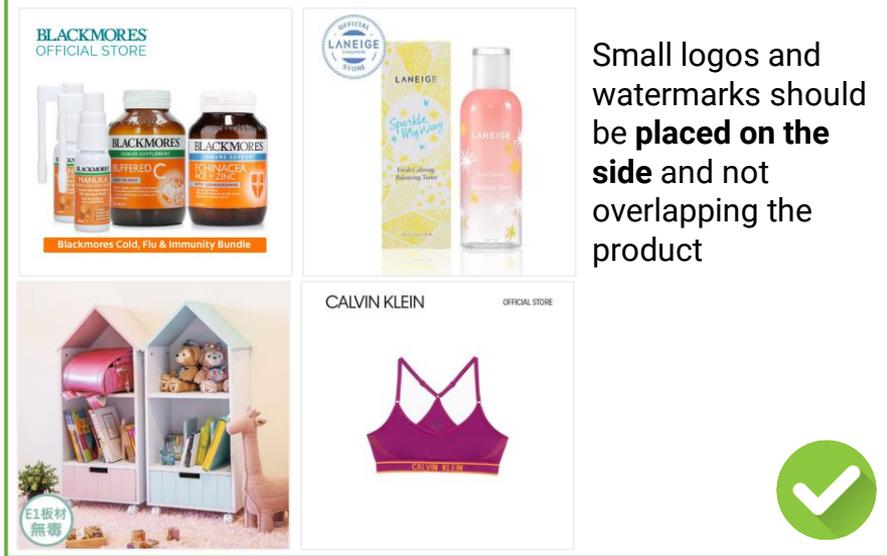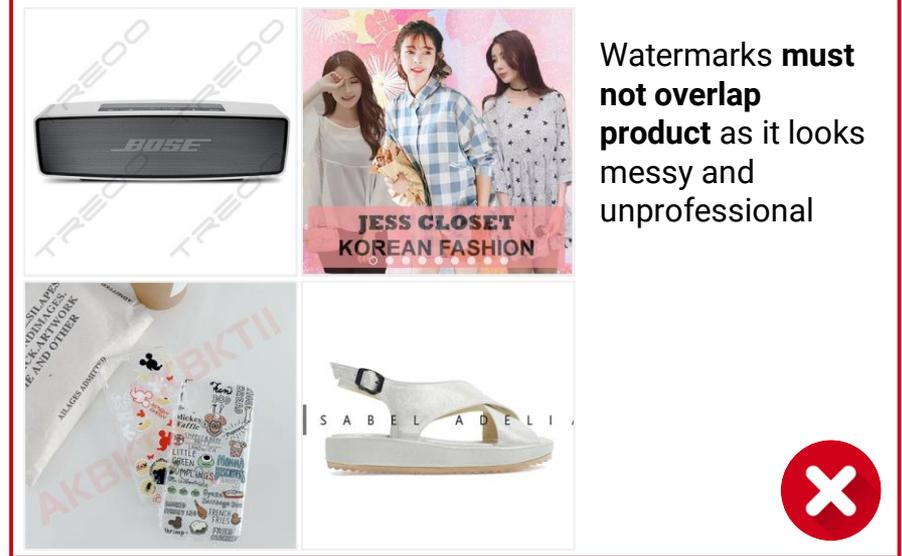
Cover image criteria - montage

No visible gridlines

Showing product variations with **no visible gridlines** are acceptable

Visible gridlines

Combination of multiple images with different backgrounds and **visible grid lines** are not allowed
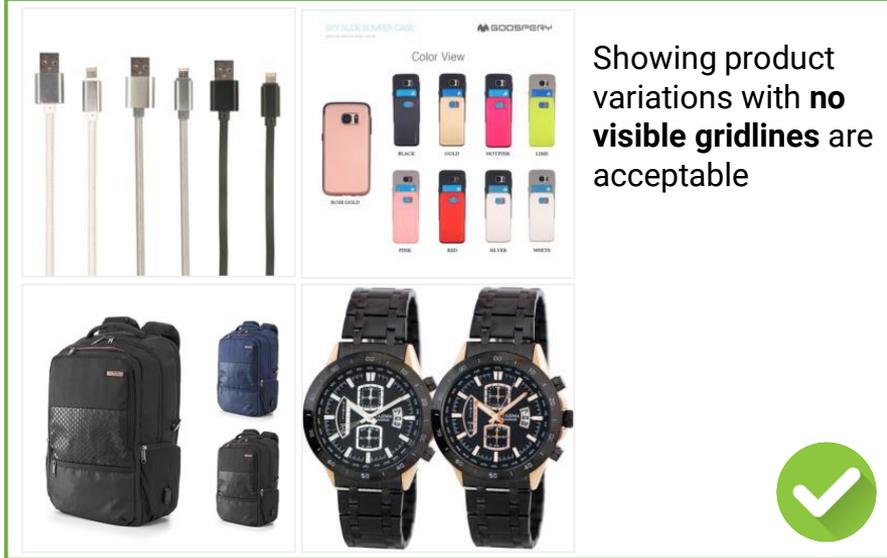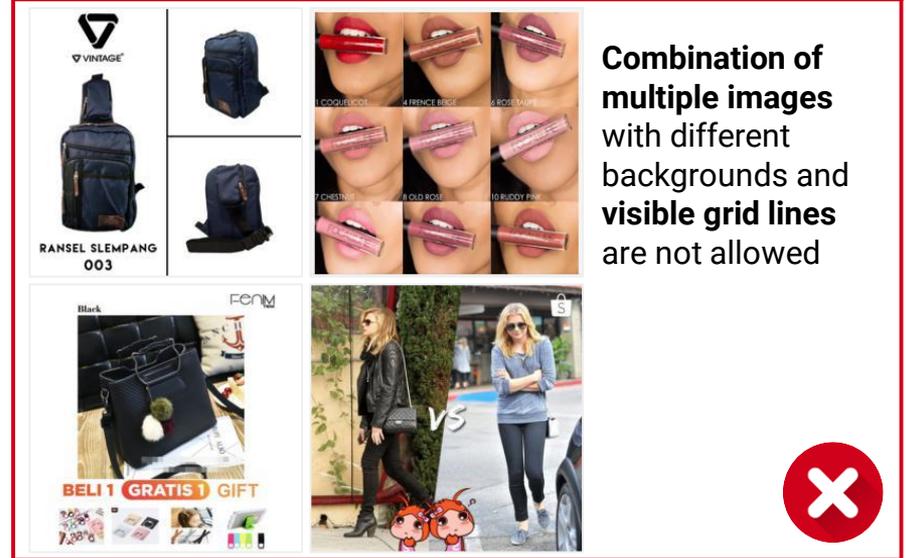
Cover image criteria - model

Showing hands and feet

Showing products with **hands and feet** are acceptable

✅

Model

Cover images with human model are not allowed except for products in Fashion, Health, Beauty, Sports and outdoor categories

❌

Cover image criteria - others

Free gifts

Free items should be at the bottom and not taking majority of space ✓

Unwrapped product for illustration

Exceptions for unwrapped product are allowed for clearer illustration ✓

Seller Tips!

When listing products in **adult categories**, do take note that there are additional guidelines to be met. For more information, please refer to **Shopee's Adult Listing Guidelines**.

Excessive text

Cover images should not have excessive text as it looks very messy ✗

Product <60% of image

Product must cover at least 60% of the image frame ✗

Cropped product

Cropped products are not allowed for cover images ✗

Example of listing with best practice images

All images
- ☑ Clear, sharp, not pixelated and realistic
- ☑ 3 or more professional images
- ☑ No reflection of people or other objects

Cover image
- ☑ Solid background (white preferable)
- ☑ Fills 60% of image frame
- ☑ No watermark, montage, borders, text or other graphics
- ☑ Uncropped and in-frame
- ☑ No model (except Fashion, Health and Beauty, Sports and Outdoor Categories)
- ☑ Product Unwrapped

Other images
- ☑ Shows different angle of the product
- ☑ Fills 50% of image frame
- ☑ Demonstrate the scale and use of the product

2)STRUCTURED PRODUCT NAME

Structured Product Name

This comprehensive listing name convention offers buyers an informative and easy-to-read product name

Listing Name = **1 Brand** + **2 Product Model** + **3 Specification** + **4 Size**

1. Brand

Garmin Fenix ® 5X Slate Gray
$1,099.00

Xiaomi Gen 2S Powerbank 10000 mAh (2 USB Ports)
$19.90

2. Specification

Dell XPS Ultrabook - 13.3" - Core i7 8550U - 16GB RAM - 512GB SSD
$2,699.00

Nike Roshe 2 - Pure White
$90.90

3. Product Model

Herschel Supply Co. Dawson Backpack 20.5L
$59.90

Xiaomi Gen 2S Powerbank 10000 mAh (2 USB Ports)
$19.90

4. Size

Innisfree Green Tea Cleansing Foam (30ml)
~~$3.90~~ **$2.90**

YEOS Justea Green tea white grape 250ml X24
$8.14

Detailed product name requirements

Categories	Requirements	Exceptions
All (General)	● Product names must follow the naming convention (see below) ● The first letter of each word must be capitalized. Do not use ALL CAPS ● Subjective commentary such as "Hot Item" or "Best Seller" or Price or promotional messages, such as "Sale" or "Free Shipping" are not allowed ● No keyword spam allowed e.g. irrelevant words ● No emoticons, symbols or hashtags allowed, including but not limited to: }, ~, $, ^, {, <, !, *, #, ;, %, > @	● Brand name may be in capital letters (eg. **MANGO**)
Computers & Peripheral	● Brand + Screen Size + Model + CPU Type E.g. **ASUS VivoBook Pro 15 N580GD-E6152T/Intel® Core™ i7-8750**	
Mobile & Gadgets	● Cases and Covers: Case Brand (only if applicable, e.g. Spigen. If OEM then blank) E.g. Cases/covers material + Product Type + [for] + Compatible with + (Color) ● Mobile phone: Brand + Model + Storage Capacity + (Color) E.g. **Xiaomi Redmi 6 3GB+32GB** ● Screen Guards: Screen guard Brand (only if applicable, if OEM then blank) + Type of screen guard + product type + [for] + compatible with E.g. **Spigen Tempered Glass Screen Protector for iPhone X** ● Power bank: Brand + Model + Power Bank Capacity in mAh + Product Type E.g. **Xiaomi Gen 2C 20000mAh Power Bank**	

Detailed product name requirements

Categories	Requirements	Exceptions
Home & Living	• Brand + Type + Specification (e.g. size, materia, volume, color) E.g. **MUJI Diffuser upgrade 600ml Aroma 7 LED light**	• Brand name may be in capital letters
Sports & Outdoors	• Brand + Model + Specification (e.g. size, material, color) E.g. **FIBA Official Match ball Molten Original GG7X Size 7 basketball ball**	
Shoes	• Brand + Gender (optional) + Model + Type + (Color) E.g. **Birkenstock Arizona Women Sandals in Blue**	
Apparels	• Brand + Gender (optional) + Type + (Color) E.g. **ZARA Women's Skater Dress, ZARA Pleather Pleated Skirt in Maroon**	
Beauty & Personal Care	• Brand + Model + Type + Weight/Quantity/Volume E.g. **Neutrogena Rainbath Shower And Bath Gel 473ml**	
Toys, Kids & Babies	• Brand + Model + Type + (Quantity) E.g. **Huggies Platinum Diapers x3**	

Examples of Product Name

Computers & Peripherals

Brand   *Screen Size*

ASUS VivoBook Pro 15 N580GD-E6152T/Intel® Core™ i7-8750

Model   *CPU Type*

Mobile & Gadgets

Brand   *Model*   *Product Type*

Xiaomi Gen 2C Powerbank 20000mAh

Power Bank capacity in mAh

Mobile & Gadgets

Xiaomi Redmi 6 3GB+32GB

Brand   *Model*   *Storage capacity*

Mobile & Gadgets

Brand   *Material*

Spigen Tempered Glass Screen Protector for iPhone X

Product Type   *Compatibility*

Examples of Product Name

Beauty

Brand — Model
Neutrogena Rainbath Shower And Bath Gel 473ml
Type — Volume

Women Shoes

Brand — Model — Gender
Birkenstock Arizona Women Sandals in Blue
Type — Color

Mom & Baby

Huggies Platinum Diapers x3
Brand — Model — Type — Quantity

Mobile & Gadgets

Brand — Model — Type
ZARA Pleather Pleated Skirt in Maroon
Color

3)CORRECT CATEGORY

Choose the right categories

Ensure that all 3 categories are chosen correctly

Men's Wear	>
Women's Apparel	>
Mobile & Gadgets	>
Beauty & Personal Care	>
Food & Beverages	>
Toys, Kids & Babies	>
Home Appliances	>
Home & Living	>
Women's Bags	>

Level-1 Main Category

T-Shirts	>
Shirts	>
Jackets & Coats	>
Sweaters & Cardigans	>
Shorts & Bermudas	>
Accessories	>
Underwear	>
Others	
Pants	>

Level-2 Sub Category

| Polos |
| Others |
| Striped Shirts |
| Overshirts |
| Linen Shirts |
| Plain Shirts |
| Formal Shirts |
| Printed Shirts |
| Check Shirts |
| Deni... |

Level-3 Sub Category

Please take note that Level-2 and Level-3 Sub Category it is not allowed to put as **Others** or **Default**

The currently selected : Men's Wear > Shirts > Plain Shirts

Seller Tips!

To ensure that you **select the correct category** for your product, draw reference from a relevant product listing and find the most suitable category. You may find this **comprehensive list of categories** helpful!

How to pick the right category?

Use Shopee's recommended category to help you find the correct category for your product

1   Click on "**Add New Product**" under Product on My Products page in Shopee Seller Centre.

How to pick the right category?

Use Shopee's recommended category to help you find the correct category for your product

2 Fill in your product name

3 Select the correct category for your product from the list of recommended categories.

How to pick the right category?

Use Shopee's recommended category to help you find the correct category for your product

Alternatively, you may select your product category:

4. By searching for a specific category on the search bar

   OR

5. By scrolling and choosing your product category

Examples of correct categories

Shopee > **Beauty & Personal Care** > **Skincare** > **Moisturise** > Hada Labo Super Hyaluronic Acid Hydrating Lotion 170ml

Hada Labo Super Hyaluronic Acid Hydrating Lotion 170ml

~~$22.90~~ **$18.32**

Shop Vouchers **$3 OFF**

Bundle Deals **Any 2 get 10% off!**

★★★★★ 4.8 out of 5 (92 Rating) | 5 Sold Monthly

🪙 Buy and earn 19 Shopee Coin ⑦

Beauty & Personal Care

Hada Labo Super Hyaluronic Acid Hydrating Lotion

- ✅ **L1 Category : Beauty & Personal Care**
- ✅ **L2 Category : Skincare**
- ✅ **L3 Category: Moisturise**

Shopee > **Bags & Luggage** > **Backpacks** > **Casual Backpacks** > Herschel Iona - Navy/Red

Herschel Iona - Navy/Red

$109.00

★★★★★ 5 out of 5 (4 Rating) | 13 Sold Monthly

🪙 Buy and earn 100 Shopee Coin ⑦

🚚 Free shipping
🚚 Shipping Fee: $0.00 ⌄

Bags & Luggage

Herschel Iona - Navy/ Red

- ✅ **L1 Category : Bags & Luggage**
- ✅ **L2 Category : Backpacks**
- ✅ **L3 Category: Casual Backpacks**

Examples of wrong categories

Shopee > Home & Living > Beddings > Pillow & Bolsters > Microfine Pillow Case

Microfine Pillow Case
$5.90

Lowest Price Guaranteed ⓘ

★★★★★ 4.9 out of 5 (283 Rating) | 16 Sold Monthly

🪙 Buy and earn 6 Shopee Coin ⓘ

🚚 Free shipping
🚚 Shipping Fee: $0.00 ˅

Home & Living

Shopee > Watches > Fashion Watch > Others > French Connection White Satin Dial

French Connection White Satin Dial
$225.00

No ratings yet | 0 Sold Monthly

🪙 Buy and earn 100 Shopee Coin ⓘ

🚚 Free shipping
🚚 Shipping Fee: $0.00 ˅

Watches

Microfine Pillow Case

✅ **L1 Category : Home & Living**

✅ **L2 Category : Beddings**

❌ **L3 Category: Pillow & Bolsters**

Correct L3 Category: Cover

French Connection White Satin Dial

✅ **L1 Category : Watches**

✅ **L2 Category : Fashion Watch**

❌ **L3 Category: Others**

Correct L3 Category: Men's Fashion Watch

4) INFORMATIVE PRODUCT DESCRIPTION

Informative Product Description

Providing relevant product details in your listing will help to captivate buyers

Include product details

Provide buyers with **technical product details**

Share product uses

Explain the **different ways buyers can enjoy using your product**

Specify warranties

Indicate any available **warranties** and their **duration**

Seller Tips!

Technical product details such as material, weight, dimensions, electrical characteristics and other product defining factors are **especially important for electronics, equipment and tools**!

Recommended informative description

Categories	Requirements
Fashion	- Size chart (in size chart field, see example) - Size the model wears and their body measurements (if applicable) - Material - Washing instructions (if applicable) - Product variations (if applicable)
Health & Beauty	- Ingredients - Purpose/use/ Skin types suitable for How to use - Allergy information (if applicable) - Storage instructions - Manufactured date and shelf life/ Expiry date
Mobiles	Warranty information

Recommended informative description

Categories	Requirements
Computer and laptops	- Features - Technical specifications, e.g. OS, processor, RAM capacity, etc. - Warranty information
Other consumer electronics	- Technical specifications, e.g. - TV: Display h (in) x w (in); resolution h (px) x w(px) Image Aspect Ratio; Refresh Rate Inputs & Outputs - Computer accessories - Warranty information - What's in the box

Example of an informative description: Health & Beauty

Seller Tips!

Some product details that beauty and products should include are: **ingredients** and **manufactured/expired date**

Eileen Grace Almighty Snail Repair Revitalising Cream

$39.80

Shop Vouchers **10%OFF**

No ratings yet | 0 Sold Monthly

Buy and earn 40 Shopee Coin

Free shipping

Shipping Fee: $0.00

Informative Description

Recommended for:
Blemished/Scarred skin
Sensitive/Fragile skin
Acne-prone skin
Aging/Sagging skin
Inflamed skin
Dry skin
Post-Op/Laser/Postpartum care

Ingredients: Aqua, horse oil, snail secretion filtrate, simmondsia chinensis seed oil, brassica campestris (rapeseed) sterols, cetearyl alcohol, pseudoalteromonas ferment extract, vitamin e acetate, allantoin, hyaluronic acid, palmitoyl pentapeptide-3

Volume: 50ml
Product Origin: Taiwan
Expiry: 3 years from manufacture date

Example of an informative description: (Computer & Laptops)
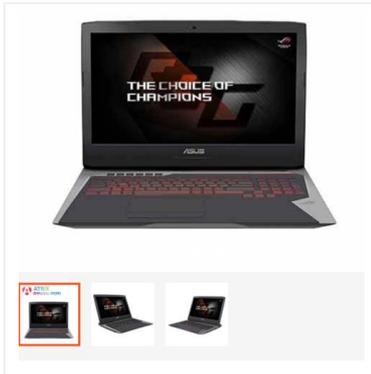
ASUS ROG G752VS-GB407T | i7-7820HK | GTX1070 | 32GB Ram | 512GB PCIE SSD+1TB HDD

$3,999.00

No ratings yet | 0 Sold Monthly

Shipping Fee: $0.00

Quantity: 1 — 1 piece available

Informative Description

ROG G752VS showcases the evolution of the ROG brand, with a revolutionary design finished in an Armor Titanium and Plasma Copper color scheme. With 7th generation Intel® Core™ i7 processor, NVIDIA® GeForce® GTX 10 series graphics, Windows 10 Home and up to 32GB of DDR4 memory, the ROG G752VS delivers gaming-dominating performance.

G752VS is cooled by dual copper heat pipes and the ROG 3D Vapor Chamber for superior cooling and improved reliability. It also features a backlit anti-ghosting gaming keyboard with 30-key rollover for precise command and control in battle.

Product Details
- Processor: Intel® Core™ i7 7820H
- Operating System: Windows 10 Home
- Chipset: Intel® CM238 Express Chipset
- Memory: 32 GB SDRAM
- Display: 17.3" (16:9) LED backlit UHD (3840x2160) Anti-Glare Panel with 100% Adobe with G-Sync
- Graphic, NVIDIA GeForce GTX 1070 , with 8GB GDDR5 VRAM
- Storage: 1TB 5400RPM SATA HDD + 512GB PCIE SSD
- Dimensions: 42.8 x 33.4 x 5.3 cm (WxDxH)
- Warranty: 1 year

5) ACCURATE AND COMPREHENSIVE ATTRIBUTES

Accurate and comprehensive attributes

Product Attributes are characteristics that describe your product such as **Brand**, **Material** and **Style**. Entering more product attributes creates a rich set of data that **improves discoverability of your listing** by search engines.

Improve Search Ranking	Drive Conversion Rate	Get Featured in Collections	Reduce Return Rate
Accurate and comprehensive attributes increase your product ranking in **search results & recommendations**	Ensure that your products appear in **filtered search results** after shoppers apply attribute filters	Attributes are used to **curate product collections** that cater to shopper's preference	Attributes makes it easy for shoppers to find information they need, **reducing chat enquiries and risk of returns**

Fill in descriptive attributes

Improve your search results and guide buyers to your products

Examples of non-brand attribute values

Model and specification values	
Category:	Computers & Peripherals > Laptops > Laptop
Brand:	Lenovo
Model:	Legion Y520
Processor:	7
Storage:	500
Screen Size (Inches):	15.6

Some Non-brand attributes may be optional
Choose from Shopee's list of accepted values. Note that product attribute options vary depending on the selected category labels

Examples of brand attribute values

Recognized brand value	
Category:	Food & Beverages > Sweets & Chocolates > Chocolate
Brand:	Cadbury

Generic brand value	
Category:	Home & Living > Furniture > Sofa
Dimension:	80cmx90cm,90cmx110cm
Colour:	Green,Cream,Coffee,Grey,Blue,Red
Brand:	No Brand

Brand attributes are mandatory
Choose from Shopee list of accepted category brand values or enter the brand via free text for review. OEM and No Brand are not allowed in Mall

Examples of product attributes
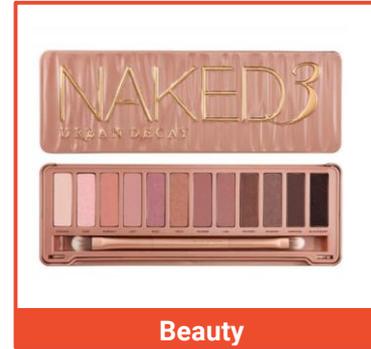
There are 2 types of product attributes:

1 Mandatory attributes
Labelled with an asterisk: ' * ' and compulsory to be filled in

2 Non-Mandatory attributes
Not compulsory but encouraged to be filled in

Example of listing with comprehensive product attributes

Portable USB Receiver Wireless Mouse 2.4GHz Gaming Mice for Laptop PC Macbook **15% OFF**

~~$2.80-$3.00~~ **$2.38-$2.55**

Lowest Price Guaranteed ⓘ   Found a cheaper option? Claim for FREE vouchers/coins! ❯

⭐⭐⭐⭐½ 4.6 out of 5 (19 Rating) | 34 Sold Monthly   ✓ Preferred

🪙 Buy and earn 3 Shopee Coin ⓘ

🚚 Up to $0.99 off shipping with min order of $3 for Standard Economy,Up to $1.69 off shipping with min order of $9 for Standard Express,100% off shipping with min order of $9 for Standard Economy,Up to $2.99 off shipping with min order of $15 for Standard Express

🚚 Shipping from: overseas
Shipping Fee: $0.00 - $2.99 ⌄

Provide product variation

Variations: | Black | Red | Blue | Green | Silver | Gray | ✅

Complete Attributes

Category:	Computers & Peripherals > Computer Peripherals > Mice
Model:	Wireless Optical Mouse
Connectivity:	Wireless
Backlight:	Yes
Warranty Period:	1 Month

✅

Informative Description

- Resolution:400-1600CPI conversion
- Wireless transmission, the longest sensing distance up to 10-15 meters
- Mouse type: Wireless Optical Mouse up to 10 meters of operating distance with 6 Keys, including Scroll Wheel, Page Forward and Page Backward buttons for easy Internet Surfing
- Portable and weight light, very convenient to carry and store
- Size:95*54*30mm
- Interface: USB
- Specification
  Power Supply: 2 x AAA Battery (Not included)
  Power switch for save power
  Mini adapter Plug and play
- Package include:
  1 x 2.4GHz Wireless Mouse
  1 x USB receiver

✅

6)VARIATIONS

Variations

Arrange your product listing with multiple configurations in a single listing

Variations are different options within the same listing. Variations allow buyers to make their selection based on different attributes including size, colour, or other characteristics from the same product on a single detail page.

Types of variation	When to use	Example
No Variations	There is no configuration available for the product	Any non-variant products
Single Variations	The products vary in one configuration only and buyers can make purchasing decision based on the difference between these configurations	1) Hats available with different colors 2) Laptop model available in 13-inch and 15-inch
Two-tiers variations	The products vary in two configurations and buyers can make purchasing decision by comparing those configurations	1) Dress with different colors and sizes 2) iPhone with different memory sizes and colors

Variations

Arrange your product listing with multiple configurations in a single listing

Short Sleeve Basic tees

$14.90

Free

♡ 94   ★★★★★ (6)

DO: enable two-tier variation for product listings

Color:	Black	White	Gray-Blue	Sky Blue	Navy Blue	Apricot
Size:	M	XL	XXL	3XL	L	

✅

Two-tier variation **assists buyers in selecting their desired variation** of the product

DO NOT: mix different product variations into a single-tier

Variations:	Blue_M	Blue_L	Blue_XL	Blue_XXL	Grey_M	Grey_L
	Grey_XXL	White_M	White_L	White_XL	White_XXL	White_XXXL
	Blue-L	Blue-XL	Blue-XXL	Blue-XXXL	Black-M	

❌

Mixing product variations causes **inconvenience and confusion** to the buyers

How to add variation?

Arrange your product listing with multiple configurations in a single listing

1. Add a New Product and click "**Enable Variations**" Button

How to add variation?

Arrange your product listing with multiple configurations in a single listing

2 Fill in the **Variation Name** and **Variation Options** of the first tier of variation

3 Enable two-tier variation by clicking the "**Add**" Button and fill in the corresponding **Variation Name** and **Variation Options**

What is size chart?

Size Chart is a feature that allows sellers to upload a guideline on product sizes and measurements.

The aim is to **help buyers make informed decisions** before purchasing fashion-related items in order **to reduce the number of returning products due to unfit size**.

This feature can be accessed by buyers when selecting product variations.

How to upload size chart?
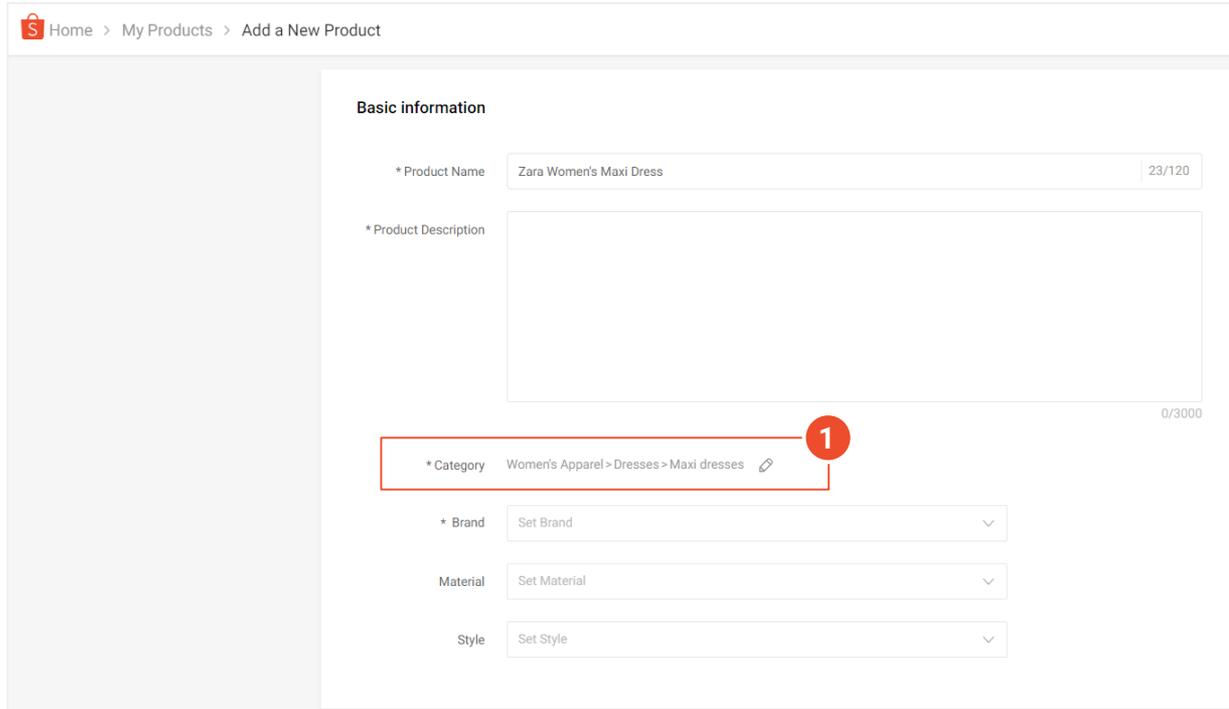
1. On "My Products" page, upload the Size Chart by **selecting fashion-related categories** (e.g. Men/Women Clothes & Men/Women Shoes)

How to upload size chart?

Media Management

Product images

* Cover Photo Image 1 Image 2 Image 3 Image 4 Image 5

Image 6 Image 7 Image 8

size

Options

2

Size Chart

Example
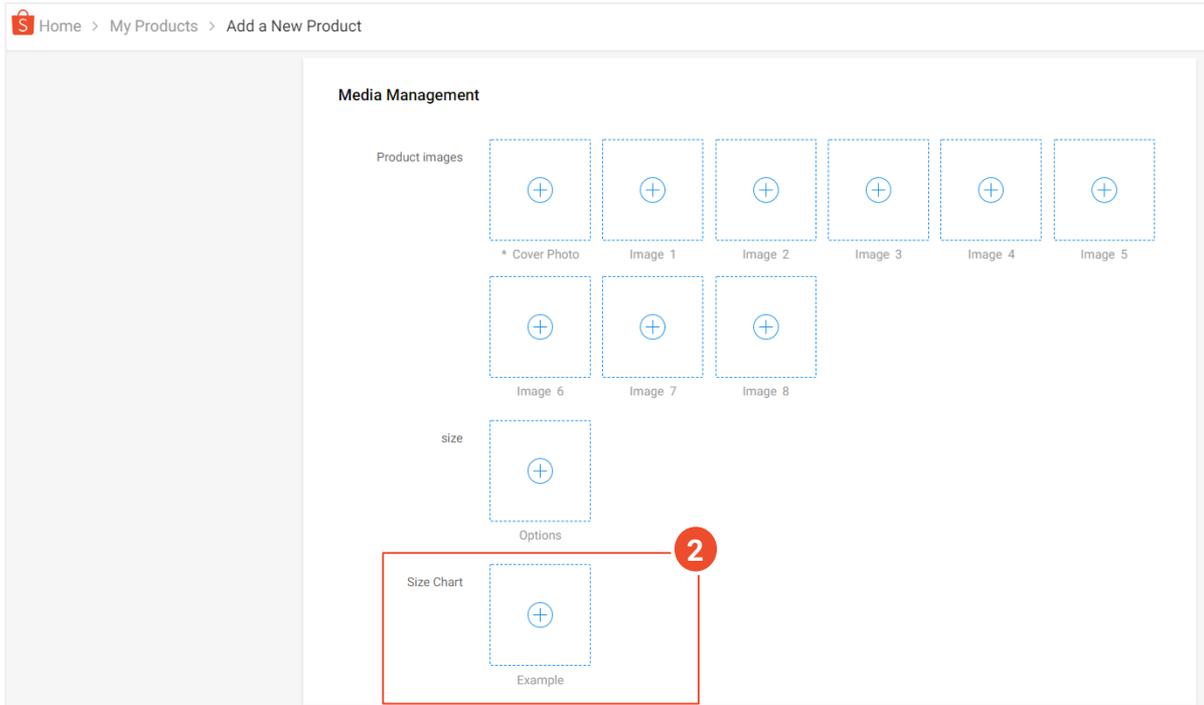
2. **Add to the Size Chart option** under Media Management. Changes can still be made to update the Size Chart even after the product listing has been uploaded.

Seller Tips!

Do note that Size Chart only supports **image file format only**. To ensure that Size Chart uploads successfully, please only provide JPEG and PNG images.

Example of size chart for fashion related product

Women's Apparel

CLOTHING

Size	34	36	38	40	42	44	46
US Size	26	27	28	29	30	31	32
Chest (cm)	82	86	90	94	98	102	106
Waist (cm)	64	66	70	74	78	82	86
Hips (cm)	90	94	98	102	106	110	114

Size	XXS	XS	S	M	L	XL	XXL
Chest (cm)	80	82	86	90	96	102	108
Waist (cm)	58	62	66	70	76	82	88
Hips (cm)	86	90	94	98	104	110	116

Men's Shoes

FOOTWEAR

UK	US WOMEN	US MEN	EUR	JP	INCHES
5	7	6	38	23.5	9.25"
6	8	7	39	24.5	9.62"
7	9	8	41	25.5	9.93"
8	10	9	42	26	10.25"
9	11	10	43	27	10.56"
10	12	11	45	28	10.94"
11		12	46	29	11.25"
12		13	47	29.5	11.56"
13		14	48		11.87"
14		15	49.5		12.19"
15		16	51		12.5"

Thank you

Learn more about best practices for selling on

Shopee on Seller Education Hub:

https://seller.shopee.sg/edu