

Amazon EU GDSN Vendor Guide

September 2025

GDSN Overview

Global Data Synchronization Network (GDSN) contains important product data supporting supply chain attributes (package hierarchy, weights/dimensions, quantity-based attributes), and customer facing attributes (nutritional value, allergen information, etc.), all stored in an authoritative data source which you upload, maintain, and share with trading partners.

Amazon is making it a top priority to improve our usage of industry-standard data, particularly from the use of GDSN with GS1 standards. Our immediate focus involves integrating the GDSN data more effectively in our catalog, using it in our fulfillment operations to improve receive accuracy, and setting up guardrails to prevent overrides of your existing catalog. We've successfully tested all three components with a small group of Vendors, and we're interested in scaling GDSN usage across all relevant Vendors.

The initial use of the data will be to **improve receive accuracy with the goal of reducing Vendor shortages**. This use case will focus on a small subset of key package hierarchy attributes (Global Trade Item Number, dimensions/weights, package level, etc.) to aid in fulfillment operations. Once that use case is successfully proven, we will expand the initiative by using GDSN data to reduce procurement errors, as well as streamline catalog updates and new item setup. Amazon currently has 85 GDSN attributes mapped to Amazon attributes, which cover various categories to support the above use cases.

To synchronize your product information with Amazon through GDSN, please follow the simple steps outlined in the Implementation Guide. Please review the attributes guide and FAQs for further information.

1. GDSN Implementation guide
2. Amazon GDSN FAQs

1. GDSN IMPLEMENTATION GUIDE

1.1 Amazon's data synchronization information

Amazon's Global Location Number (GLN) - Publish To Production: **5450534000017** (for EU)

1.2 Steps to begin syncing your data with Amazon

1.2.1 Check data availability

- a) If not already a member, join the GDSN data pool of your choice.
- b) Have your accurate item data loaded into your home data pool and ensure it is ready for publication.
 - ⇒ Contact your data pool for any education you might require to complete this step.
 - ⇒ Please review the Amazon Attribute Guide and ensure you're meeting the attribute requirements.
- c) If you believe that you are already publishing data to Amazon via GDSN, please ensure that you are publishing your complete catalog along with all relevant hierarchies. If you would like to get in touch about your existing subscription, please refer to **Section 1.2.3: "How to Report a Problem"** to contact the Catalog Feeds Management team within Amazon.

1.2.2 (CRITICAL) Connect to Amazon GDSN through your Vendor Central account

NOTE: This is a critical step! Forgetting to connect to Amazon GDSN through Vendor Central will result in Amazon not receiving your GDSN data.

Step 1: Login into Vendor Central and select 'Manage Catalog feeds' under 'Items'.

The screenshot shows the Amazon Vendor Central interface. At the top, the Amazon logo and 'vendor central' text are on the left, and 'Home | Support' links are on the right. Below the header is a navigation bar with tabs: Orders, Items, Advertising, Merchandising, Reports, Payments, EDI, and Settings. The 'Items' tab is selected, and a dropdown menu is open, showing options like Catalog, Add Products, View Product Submissions, Bulk product submissions, Edit Products, Upload Images, Edit Item Costs, Amazon Packaging Certification, Vendor certificates, and 'Manage catalog feeds', which is circled in red. The main content area displays a 'Your business advisor' section with 'Required actions' (Update past due PO items, 1269) and 'Recommendations'. On the right, there are 'Quick links' and 'News' sections. The URL at the bottom is 'https://vendorcentral.amazon.com/hz/vendor/members/catalogfeeds/home?ref_svc=ven-ven-home_subNav'.

Step 2: Select 'GDSN Subscription' as shown below.

The screenshot shows the Amazon Vendor Central interface. At the top, there's a navigation bar with links like Home, Support, US, Switch accounts, and Sign out. Below this is a secondary navigation bar with links: Orders, Items, Advertising, Merchandising, Reports, Payments, EDI, Settings, and a highlighted 'GDSN Subscription' link circled in red. A welcome message 'Welcome to the new and improved Catalog Feed Management!' is displayed, along with a 'Switch to Old View' button. Below the navigation bar, there's a section titled 'Catalog Feeds' with a brief description. A table outlines the three steps of the process: Step 1 (Setup Feed), Step 2 (Validate Feed), and Step 3 (Submit Catalog Data). At the bottom, it lists supported specifications (ONIX v2.1, ONIX v3.0, ACFF and PIES) and an 'Add another feed' button.

Step 1: Setup Feed	Step 2: Validate Feed	Step 3: Submit Catalog Data
<ul style="list-style-type: none">* Choose feed format* Setup feed drop point	<ul style="list-style-type: none">* Drop feed for validation* Check for feedback on Vendor Central and resolve issues* Drop updated feed* Launch feed	<ul style="list-style-type: none">* Drop feed for submission* Check for feedback on Vendor Central and resolve issues* Drop updated feed

Step 3: Enter your Global Location Number (GLN) in highlighted box and click validate GLN

The screenshot shows the 'GDSN Subscription' page. It includes a header with navigation links and a 'GDSN Subscription' link highlighted in the top bar. Below the header, there's a section titled 'GDSN Subscription' with a brief description. A red circle highlights the 'Global Location Number (GLN)' input field, and a 'Validate GLN ID' button is visible next to it.

Step 4: Post successful validation of GLN, you can choose appropriate vendor code(s) against which your GDSN product content will be submitted (see following screenshot).

Our recommendation is to choose the vendor code:

- 1) Choose the vendor code(s) against which you submit content using Vendor Central
- 2) On the right side of the screen, you will see the business groups corresponding to vendor codes as additional information.
- 3) You can choose as many vendor codes as possible. This means your GDSN submission will be applied to all the selected vendor codes.
- 4) GLN and vendor codes are not one on one mapping, but many to many mapping. You can map many vendor codes to a GLN. If you have multiple GLNs, you can link multiple GLNs to a single vendor code as well.

a. Note: If you are attempting to connect multiple GLNs to a vendor code (or multiple GLNs to multiple vendor codes), Amazon support will need to do this for you. Please see [section 1.2.3](#) in this guide on how to reach out to Amazon support with this information. Provide all vendor codes and GLNs that you are trying to connect.

[Home](#)
[Support](#)

US

[Switch accounts](#)
[Sign out](#)

Hello, scp_internal_test1

[Orders](#)
[Items](#)
[Advertising](#)
[Merchandising](#)
[Reports](#)
[Payments](#)
[EDI](#)
[Settings](#)

[Rate this page](#)

Welcome to the new and improved Catalog Feed Management!

Switch to Old View

[Setup New Feed](#)
[Track Submitted Feeds](#)
[Authorize CSP to Submit Feed](#)
[Retrieve Authorized Tokens](#)
[GDSN Subscription](#)
[View GDSN Subscriptions](#)
[FAQ](#)

GDSN Subscription

What is GLN? GLN is an identification key used in GS1 specification to identify a legal entity, a physical location or a digital entity.

GLN ID validation successful. Please choose vendor codes to subscribe to this GLN, up to a maximum of 3

Vendor code

<input checked="" type="radio"/> Available Vendor Codes (16)	
<input type="checkbox"/> MERDG	Available Business Group:SPORTING GOODS
<input type="checkbox"/> LASK9	Available Business Group:HOME
<input type="checkbox"/> ASSPG	Available Business Group:BOOKS
<input type="checkbox"/> NEG6W	Available Business Group:PETS
<input type="checkbox"/> XE0X1	Available Business Group:SPORTING GOODS
<input type="checkbox"/> JLAH9	Available Business Group:HOME
<input type="checkbox"/> GALZV	Available Business Group:TOYS
<input type="checkbox"/> BADDM	Available Business Group:TOYS
<input type="checkbox"/> TWAP9	Available Business Group:GROCERY
<input type="checkbox"/> TESL9	Available Business Group:GROCERY
<input type="checkbox"/> BEXAY	Available Business Group:LAWN AND GARDEN

Step 5: Post successful mapping of GLN to vendor codes, you can choose ‘View GDSN Subscription’ to see the mapped vendors as needed.

[Home](#)
[Support](#)

US

[Switch accounts](#)
[Sign out](#)

Hello, scp_internal_test1

[Orders](#)
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[Merchandising](#)
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[View GDSN Subscriptions](#)
[FAQ](#)

GDSN Subscriptions

1.2.3 How do I report a problem?

Step 1: Login to Vendor Central and go to the Manage Catalog Feeds tab under Items.

The screenshot shows the Amazon Vendor Central interface. The top navigation bar includes 'Orders', 'Items', 'Merchandising', 'Reports', 'Payments', 'EDI', and 'Settings'. The 'Items' dropdown menu is open, showing options like 'Catalog', 'Add Products', 'View Product Submissions', 'Bulk product submissions', 'Edit Products', 'Upload Images', 'Edit Item Costs', 'Amazon Packaging Certification', 'Vendor certificates', 'Compatibility Information', and 'Manage catalog feeds' (which is highlighted). The main content area shows a 'Recommendations' section and a 'Quick links' section with links to 'Add Products', 'Add images', 'Purchase Orders', 'Shipments', 'Invoices', and 'Review support cases'.

Step 2: Choose link “Support” at the center top shown in below screen

The screenshot shows the Amazon Vendor Central 'Catalog Feeds' page. The top navigation bar includes 'Home' and 'Support' (which is highlighted). The 'Catalog Feeds' section is active, showing a welcome message and a 'Switch to Old View' button. Below this, there is a navigation bar with links: 'Setup New Feed', 'Track Submitted Feeds', 'Authorize CSP to Submit Feed', 'Retrieve Authorized Tokens', 'GDSN Subscription' (circled in red), 'View GDSN Subscriptions', and 'FAQ'. The main content area is titled 'Catalog Feeds' and describes the automated solutions for adding new products and sending catalog updates. It includes a table with three steps: 'Step 1: Setup Feed', 'Step 2: Validate Feed', and 'Step 3: Submit Catalog Data'. At the bottom, there is a section for supported specifications and an 'Add another feed' button.

Step 1: Setup Feed	Step 2: Validate Feed	Step 3: Submit Catalog Data
<ul style="list-style-type: none">* Choose feed format* Setup feed drop point	<ul style="list-style-type: none">* Drop feed for validation* Check for feedback on Vendor Central and resolve issues* Drop updated feed* Launch feed	<ul style="list-style-type: none">* Drop feed for submission* Check for feedback on Vendor Central and resolve issues* Drop updated feed

Step 3: Choose the link “Contact Us” at the center bottom shown in below screen

Help [View all help](#)

Vendor Orientation Vendor Setup Account Management Business Advisor Product Management Images Cost Management	Purchase Orders Invoices Direct Fulfillment Shipping Dispute Management Vendor Operational Performance (Chargebacks) Amazon Retail Analytics (ARA)	Electronic Data Interchange (EDI) Returns Marketing and Promotions Amazon Vine Amazon Packaging Certification Product Preparation Requirements A+ Detail Pages	CoOp Current Balance Import Policy and Process CPSIA Contact Us
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Support sections

Training topics
Contains videos, walkthroughs, and tours of popular sections of Vendor Central.
[View training](#)

Forms and other downloads
Contains vendor manuals, guides, templates, codes and other notes for everyday operations.
[View forms and downloads](#)

Case log
Contains any on-going correspondence between vendor account and Amazon.
[View case log](#)

Still need help?

 Let us know how we can assist you.

[Contact Us](#)

Step 4: Choose Issue “Manage My Catalog” and then “Catalog Feeds Management”.

[←](#) [→](#) [↻](#) [Secure](#) | <https://vendorcentral.amazon.com/hz/vendor/members/contact>

[← Back to Support](#)

Contact Amazon support


What can we help you with?

Accounting

Advance Shipment Notification

Amazon Business

Images and Video

Manage My Catalog 

ACFF Feeds

Amazon Feeds (AFS)

Amazon Packaging Certification

Availability change

[Catalog Feeds Management](#)

Cost correction due to item setup error

Cost Decrease

Step 5: Choose “Send Email”, describe your problem, and submit.

[← Back to Support](#)

Contact Amazon support

Manage My Catalog[Change issue](#)

Catalog Feeds Management

Subject (required)

Describe your issue (required)

Attachments

BrowseNo file is selected.

You will receive a copy of this case at palanich@amazon.com
▶ [Include additional email addresses](#)

Submitor Request a call instead

1.2.4 Publish your content to Amazon via your home data pool

- If not already a member, join the GDSN data pool of your choice.
- Have your accurate item data loaded into your home data pool and ensure it is ready for publication. Contact your data pool for any education you might require to complete this step.
- Publish your catalog to Amazon’s GLN: **5450534000017** (for EU)

1.2.5 Target Attribute List in 2025

GDSN Module	GDSN Class or Parent Class	GDSN Attribute Tag	GDSN BMS ID	In scope for Inbound Pilot	In scope for 2025	2025 Bucket
TradeItemMeasurementsModule	TradeItemMeasurements	depth	3721	Y	Y	Receive
TradeItemMeasurementsModule	TradeItemWeight	grossWeight	3777	Y	Y	Receive
TradeItem	ChildTradeItem	gtin	203	Y	Y	Receive
TradeItem	TradeItem	tradeItemUnitDescriptorCode	66	Y	Y	Receive
TradeItemDescriptionModule	BrandNameInformation	brandName	3541	Y	Y	Receive
TradeItemHierarchyModule	GTIN/EAN of all levels of the hierarchy	NA	NA	Y	Y	Receive
TradeItemMeasurementsModule	TradeItemMeasurements	height	3725 / 3726	Y	Y	Receive
TradeItemMeasurementsModule	TradeItemMeasurements	width	3739 / 3740	Y	Y	Receive
TradeItem	TradeItem	isTradeItemAnOrderableUnit	60	N	Y	Ordering
TradeItemHierarchyModule	TradeItemHierarchy	logisticsUnitStackingFactor	1670	N	Y	Ordering
DeliveryPurchasingInformationModule	deliveryPurchasingInformation	orderQuantityMinimum	1020	N	Y	Ordering
DeliveryPurchasingInformationModule	deliveryPurchasingInformation	orderQuantityMaximum	1019	N	Y	Ordering
DeliveryPurchasingInformationModule	deliveryPurchasingInformation	orderQuantityMultiple	1021	N	Y	Ordering
FoodAndBeverageIngredientModule	FoodAndBeverageIngredientModule	ingredientStatement	1268	N	Y	Detail Page
AllergenInformationModule	Allergen	allergenTypeCode	375	N	Y	Detail Page
AllergenInformationModule	AllergenRelatedInformation	allergenStatement	370	N	Y	Detail Page

II. AMAZON GDSN FAQs

1. Why is Amazon inviting suppliers/vendors to publish their product content via GDSN?

In 2025, Amazon is interested in leveraging GDSN primarily to improve receive accuracy and remove the need to manually maintain the GTIN GoldList. In 2026+, Amazon will explore using GDSN to reduce procurement defects and improve catalog enrichment. To remove manual touchpoints and obtain the full benefit of automated feeds, we encourage you to publish your complete catalog to Amazon.

2. What information is Amazon taking through GDSN?

Currently Amazon is focusing on supply chain/fulfillment attributes including GTIN, package hierarchy, quantity-based attributes, weights & dimensions, package level, etc. However, in 2026, Amazon will also have the capability of ingesting regulatory and consumer-facing attributes via GDSN with a plan to ingest more attributes by the end of 2026.

3. Will my POs or detail pages get impacted from publishing GDSN data?

No - the GDSN data is ingested in the backend Amazon catalog where guardrails are in place to prevent immediate catalog enrichment. This means your POs and detail pages will be business as usual, and the data will solely be used during Receive alongside the GTIN GoldList.

4. Should suppliers share all GTINs in an underlying product hierarchy for SPH through GDSN?

Vendors should share all GTINs from the same underlying item package hierarchy (e.g. pallet, master pack, inner pack, each).

5. Have other vendors adopted GDSN at Amazon, and what results have they seen?

In 2025, multiple large and small vendors have already published their full Amazon catalog via GDSN. This has driven meaningful improvements to Amazon's ability to efficiently and accurately receive shipments, particularly when compared to existing GTIN GoldList data.

6. Is GDSN initiative still in the evaluation/testing phase?

Today, Amazon is live with multiple large vendors synchronizing their product content via GDSN and is ready to receive product content and updates from all Consumables Retail vendors who subscribe to the GDSN integration. That being said, 2025 is focused primarily on fulfillment attributes and improving receive accuracy.

7. How does this affect the current New Item Setup process performed via Vendor Central?

In 2026, we plan on building solutions to integrate GDSN into the New Item Setup process, but for 2025 the process will be same by listing products via Vendor Central (through NIS template or VSSC template). If the product has not yet been created as an ASIN in Amazon's systems, Amazon will still accept the GDSN contribution for the product. Then, when you complete New Item Setup through Vendor Central, Amazon will use the GDSN data and combine it for the newly created ASIN.

8. Do data poolers have access to Vendor Central?

No.

9. Does Amazon process the submissions made through Vendor Central NIS excel templates and GDSN differently?

No. The product data submitted through Vendor Central spreadsheets and the GDSN will be processed the same by Amazon. The last set of values for integrated attributes, regardless of the source i.e. Vendor Central or GDSN, will be the values used by Amazon.

10. When will Amazon be taking all attributes required for item maintenance?

Due to the data quality and Amazon prioritization decisions, we will not take all attributes. We are prioritizing Regulatory, Supply Chain and other attributes.

11. How often is Vendor Central syncing with GDSN?

Data synchronization occurs continuously whenever there is a Publish and Subscription match (Pub-Sub match) between 2 GLNs. If Amazon is subscribed to a data provider GLN that publishes updated data on GDSN, then the data gets pushed to the Amazon Catalog as well.

13. Our products are already on Amazon. What do we have to do next?

Your next step is to syndicate product content for the items currently sold on Amazon via the GDSN.

❑ Publish your GDSN product content for the items currently sold on Amazon to the Amazon GLN **5450534000017**, through your data pooler.

❑ Connect to Amazon GDSN via Vendor Central (follow steps from [Part 1.2.2](#))

14. Do we have to provide data for items we manufacture but are only sold on Amazon by 3P sellers?

We recommend providing information for all of your items sold on Amazon by you.

15. Can suppliers opt out of this initiative?

You can opt out from this initiative by stopping publishing to Amazon recipient GLN or contacting your GDSN data pool provider.

16. Do suppliers still need to manage the GTIN gold list (aka GTIN library) after moving to GDSN?

For 2025, the GTIN GoldList will continue to be used as a backup data source for Receive as GDSN coverage increases. However, the north star vision is to deprecate the GTIN GoldList in 2026. There are already multiple large vendors who have transitioned to maintain GDSN data versus GoldList.

17. Will GDSN help me merchandize eases and cases of the same product?

GDSN data on its own will not enable merchandizing two levels of a package hierarchy. However, the PH data from GDSN will be a key input to the new systems being launched by our Amazon Fulfillment Technologies team at the end of 2025 which will enable this capability.

18. In which countries can suppliers set up GDSN with Amazon EU?

Currently, Amazon EU GDSN is only available in the following European countries: United Kingdom, Germany, France, Italy, and Spain. Please use the respective Vendor Central account for each marketplace to submit your GLN.