Amazon and e-commerce image specs

A checklist to run before any product image leaves your hands, and again when a listing is rejected.

Figures below are from an Amazon staff post on Amazon Seller Central UK (Product Image Requirements and Best Practices), checked 5 November 2026. Marketplace rules change, so check the current seller help page on the day, and note the date.

1. Before you shoot or upload

- [ ] Open the seller help page for each marketplace you sell on

  Use the marketplace's own help pages, not a summary written by someone else.

Date the rules were checked	
Help page or topic used	

2. Main image (Amazon figures, checked 5 November 2026)

Background	Pure white, RGB 255, 255, 255 (#FFFFFF). Check it in the editor, not by eye. Off-white, grey and cream fail.
Longest side	At least 1000 pixels
Product share of the frame	At least 85 per cent
Extras	No extra text, graphics or watermarks
File formats	JPEG, TIFF or PNG

- [ ] Background reads pure white in the editor.
- [ ] Longest side is at least 1000 pixels. Shoot larger where you can, and reduce the file afterwards.
- [ ] Product fills at least 85 per cent of the frame. Crop to the product, not to a preset ratio.
- [ ] Only the product is in the frame. No props, models or hands.
- [ ] No added text, logos, price badges, watermarks, borders or insets.
- [ ] Label text on the product stays. Stickers and marks added after the shoot are removed.

3. File

Maximum file size	Not stated in the source we used. Copy it from the current Amazon help page: _____
Colour mode	Check the help page for the modes it allows: _____

- [ ] Saved as JPEG, TIFF or PNG, in a colour mode the help page allows, and under the size limit.
- [ ] Shrunk to thumbnail size, and the product is still clear.

4. Other image slots and other marketplaces

- [ ] Lifestyle, scale and detail images follow the rules for their own slot, which can differ from the main image.
- [ ] Each other marketplace is checked separately before upload, not assumed to match.
- [ ] A rejected listing is checked against the help page again before the file is resubmitted.

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5. Quarterly review

Date reviewed	
Reviewed by	
Next review due	

Checked 5 November 2026. Source: Amazon Seller Central UK seller forums, Amazon staff post, Product Image Requirements and Best Practices (sellercentral.amazon.co.uk). Review this sheet every quarter, and whenever a listing is rejected.

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