

# Whitepaper: 7 Steps for international launch and success with Kaufland Global Marketplace

Cross-border sales open up significant revenue opportunities for online sellers, but they also bring challenges. With Kaufland Global Marketplace, sellers can overcome the hurdles of cross-border trading and exploit untapped potential!

Key figures for cross-border e-commerce:

- In 2023, European cross-border e-commerce reached a volume of around €237 billion, representing an increase of 32% over the previous year.(1)
- The highest sales in European cross-border e-commerce were generated in Germany.(2)
- 69% of cross-border sales in Europe were achieved via online marketplaces.(3)
- A total volume of around 5 trillion US dollars (around €4.3 trillion) is expected worldwide in cross-border e-commerce by 2030.(4)

Cross-border online trade makes sellers resilient and is a key success factor for growth in e-commerce. Online marketplaces play a key role in this. They offer great potential for rapid expansion and are often the interface between sellers and customers – just like the online marketplaces of Kaufland Global Marketplace, for example.

## **Why sell internationally with Kaufland Global Marketplace?**

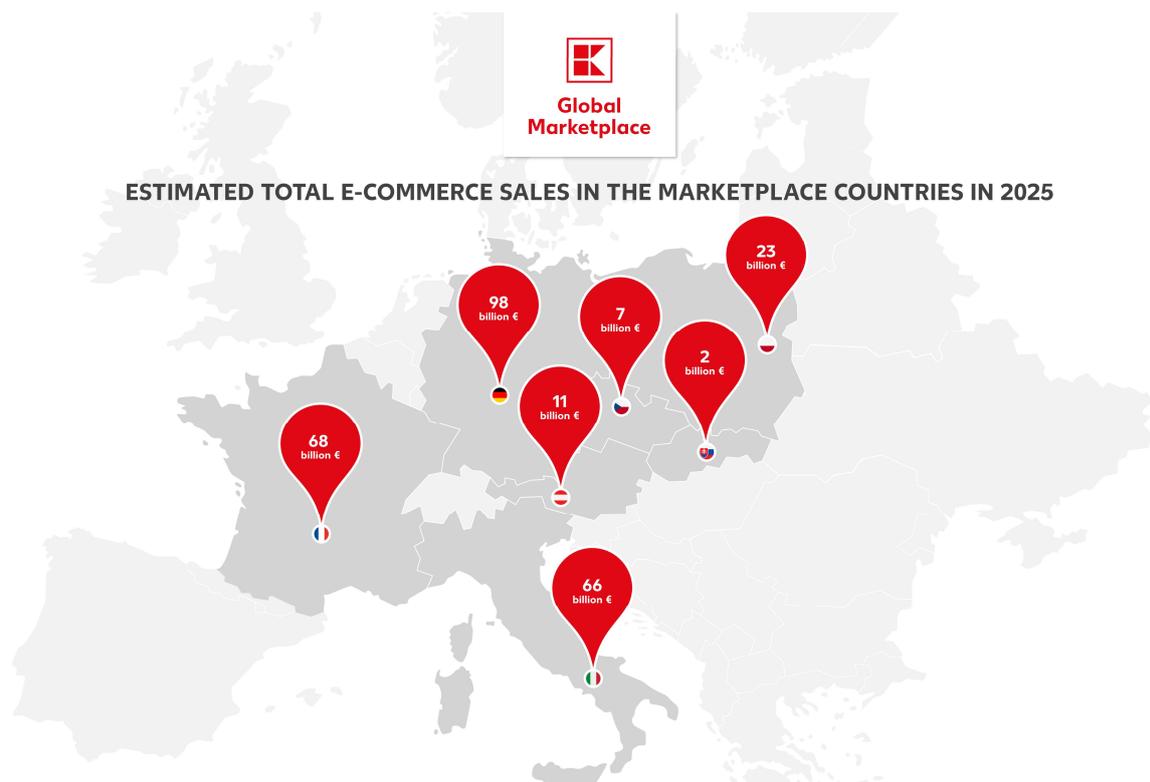
In recent years, Kaufland Global Marketplace has focussed on simplifying international expansion for sellers, enabling them to tap into new markets in a resource-efficient manner. The company has adapted its processes and underlying technology to the requirements of global expansion. It currently connects seven marketplaces in seven countries using its in-house multi-marketplace technology, thereby reaching up to 139 million online shoppers.

This means that sellers can sell on all the Kaufland marketplaces simultaneously with just one registration and use a Seller Portal to transfer legal, tax and shipping information as well as product and offer data to the desired marketplace in the appropriate language. After-sales service can also be managed via the central portal.

## New marketplaces in France and Italy – not long to wait!

In late summer 2025, Kaufland Global Marketplace will open new online marketplaces in France and Italy, the third- and fourth-largest e-commerce markets in Europe. France has more than 37 million online shoppers and a market volume of €60 billion. Italy is not far behind, with more than 22 million online shoppers and a market volume of €58 billion.<sup>5</sup>

For sellers operating in saturated markets, selling across national borders offers new and promising opportunities for growth and revenue.



## An easy start on the Kaufland marketplaces

Kaufland Global Marketplace enables sellers to overcome the hurdles of international expansion and enter new e-commerce markets with ease. Thanks to numerous free automation tools, sellers can transfer their data from one sales channel to another with just a few clicks, often eliminating the need for manual updates:

- Automatic translation of existing product data and legal texts
- Automatic transfer of your inventory and shipping groups from one sales channel to another
- Help with country-specific tax and legal issues from service partners
- Numerous free services and personal Seller Support

## Quick registration and activation

To start selling, sellers only need to [register](#) once. Then they can then immediately begin onboarding on all the Kaufland marketplaces at the same time.

As part of the registration process, sellers provide their personal details, as well as evidence and information about their business. You can also decide whether you want to start on all the Kaufland marketplaces at the same time or concentrate on one marketplace first. Additional Kaufland marketplaces can be added at any time without the need to register again.

The following requirements must be met in order to register as a Kaufland Global Marketplace seller:

- You are a trader
- You do not sell items from [prohibited categories](#)
- You have an official EAN (GTIN) for all products (the EAN must have been assigned by the manufacturer or GS1)

In addition, there are country-specific conditions, such as the requirements of the EPR (Extended Producer Responsibility) directive for each marketplace country.

## Requirements for each marketplace country:

	 Kaufland.de	 Kaufland.sk	 Kaufland.cz	 Kaufland.pl	 Kaufland.at	 Kaufland.fr	 Kaufland.it
Dispatch to end customers and processing of returns	In Germany	In Slovakia	In the Czech Republic	In Poland	In Austria	In France	In Italy
Customer support communication - at least in written form (in local language) <sup>1</sup>							
Product data (in local language) <sup>2</sup>							
Legal texts (in local language) <sup>3</sup>							
EPR guidelines	Registration with LUCID packaging register, category-specific requirements such as WEEE/battery number, registration via the EAR foundation, DIVID register (single-use plastic products)	Registration with the Slovakian Ministry of the Environment by PRO	Registration with the Czech Ministry of the Environment by PRO	Mandatory registration for Polish and non-Polish dealers via the BDO portal.	GLN number from the EDM portal, for non-Austrian dealers; registration by an authorised representative	Registration for the respective EPR category with the responsible PRO.	Registration with packaging register CONAI, category-specific registration for WEEE with Registro A.E.E. and for battery products with Registro P.I.E. for non-Italian dealers registration by an authorised representative
EU sellers: VAT ID of your registered office and participation in the OSS procedure (or local VAT ID) <sup>4</sup>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

- You are a seller
- Easy to reach - by phone and e-mail
- You do not sell items from [prohibited categories](#)
- You have an official EAN (GTIN) for all products



<sup>1</sup> Customer communication in local language needed: Our multilingual ticket system translates the requests into different languages without any additional costs (Activation in the Seller Portal needed).  
<sup>2</sup> Kaufland Global Marketplace offers you a free product data translation service so that your product data can be translated into the languages of the other marketplaces.  
<sup>3</sup> Our partners Händlerbund and IT-Rechtskanzlei will be happy to support you.  
<sup>4</sup> Our partner take-e-way will be happy to support you.  
<sup>5</sup> Further information for non-EU traders can be found at the following link: <https://www.kaufland.de/haendler-infobereich/de/so-funktioniert/haendler-anmeldung/>

## Subscription models and fees

To use the Kaufland marketplaces, sellers pay a monthly fee and a commission based on the product category. There are no additional costs for adding further Kaufland marketplaces and you can list as many items as you like for free.

Sellers can choose between two subscription models:

Our recommendation	
<h3 data-bbox="220 607 280 636">Plus</h3> <h1 data-bbox="220 667 459 730">59,95€*</h1> <p data-bbox="220 752 360 770">per month, plus VAT*</p> <p data-bbox="220 786 331 804">**1500 Kč / 260 zł</p> <ul data-bbox="220 824 756 1043" style="list-style-type: none"><li>✔ One basic fee for all Kaufland marketplaces</li><li>✔ Multi-channel marketing</li><li>✔ Personal seller support</li><li>✔ 1st level customer support</li><li>✔ Relevant payment methods included for all countries</li><li>✔ Monthly change possible, can be cancelled at any time***</li><li>✔ <b>Linking to your online shop</b></li><li>✔ <b>DEAL: incl. €30 credit per month for <u>Sponsored Product Ads</u> (750K€ / 130 zł)</b></li></ul> <p data-bbox="421 1084 577 1102">Register as a seller now</p>	<h3 data-bbox="858 607 935 636">Basic</h3> <h1 data-bbox="858 667 1129 730">39,95€**</h1> <p data-bbox="858 752 999 770">per month, plus VAT**</p> <p data-bbox="858 786 970 804">**990 Kč / 175 zł</p> <ul data-bbox="858 824 1378 1043" style="list-style-type: none"><li>✔ One basic fee for all Kaufland marketplaces</li><li>✔ Multi-channel marketing</li><li>✔ Personal seller support</li><li>✔ 1st level customer support</li><li>✔ Relevant payment methods included for all countries</li><li>✔ Monthly change possible, can be cancelled at any time***</li><li>✔ Linking to your online shop</li><li>✔ <b>DEAL: incl. €30 credit per month for <u>Sponsored Product Ads</u> (750K€ / 130 zł)</b></li></ul> <p data-bbox="1043 1084 1200 1102">Register as a seller now</p>

## Successful internationalisation: Seven marketplaces in seven steps!

Once your account has been activated, you can select your primary sales channel and start immediately with the onboarding settings.

### 1. Add another sales channel

You can select additional sales channels in the dashboard view in the [Seller Portal](#). Simply click on “Add sales channel”.

Hi there! This is what happened in your account (account number: [REDACTED] today.

Select sales channel

 Kaufland.de	
 Kaufland.de	
 Kaufland.at	<span>2/7</span> onboarding
 Kaufland.pl	<span>5/7</span> onboarding
 Kaufland.sk	<span>3/7</span> onboarding



You can add several sales channels and start onboarding later. You must go through a separate onboarding for each sales channel. The steps can be completed in any order and you can also visit other areas of the Seller Portal while doing so.

You will find helpful tutorials related to onboarding and individual settings in the Seller University of [Kaufland Global Marketplace](#)!

### 2. Add tax information

**EU sellers:** Your OSS number will automatically be transferred to all the other Kaufland sales channels. This step is marked as complete in the onboarding process. You can also enter country-specific VAT ID numbers for each Kaufland sales channel to pay taxes directly in each country.

**Non-EU sellers:** You must complete a separate country-specific tax registration and enter each VAT ID number in its appropriate sales channel over the course of your onboarding in the Seller Portal.

**Please note:** This information does not constitute or replace tax advice. Please check with your tax advisor.

### 3. Translation and transfer of legal texts

You can have your legal texts translated and transferred to other Kaufland sales channels free of charge. All legal texts that have already been created are automatically transferred to the other sales channels.

**Here's how it works:**

1. In your Seller Portal, go to your [legal texts](#).
2. Activate the Translation & transfer service.
3. If you haven't already done so, create legal texts on your initial sales channel.
4. Your legal texts will be translated free of charge and automatically transferred to all other sales channels.

#### Legal texts

Legal notice ! Data protection ! Terms and conditions ! Return conditions !

Translation & transfer service:  
Automatically translate and transfer your legal texts to all sales channels for free. [View translation settings](#)

Activate

**Please note:** Make sure you review all the translated texts before you publish them.

#### Disclaimer

This information does not constitute legal advice and does not serve as a substitute for such advice. Please inform yourself about your own responsibility and seek legal advice if necessary.

### 4. Create shipping groups

#### a. Create a standard shipping group for each sales channel

You must create a separate [shipping group](#) for each new sales channel.

Click the +Add shipping group button to create a new shipping group for the desired shipping type (package shipping or hauler delivery). Proceed as you have done with your existing sales channels and fill in the fields according to your shipping requirements.

## Package delivery for Kaufland.at

What do you want to call this shipping group? This name will only be visible to you.\*

By what time must an order be received for it to be dispatched on the same day?\*

Calculation type\*

### Region 1

Which countries should be included in this region?

Austria

Carrier\*

How many working days does the **transport time** take from handover of the package to the shipping service provider until delivery to the customer?\*

To what types of **address** can you deliver? ⓘ

### Please note:

**Region:** In the Region 1 column, at least the country of the selected sales channel must be entered. Otherwise the shipping group cannot be saved. You can add additional countries to this shipping group by clicking +Add another region.

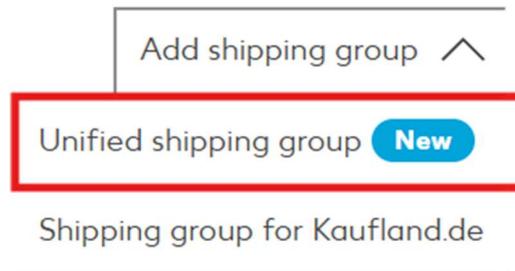
**Shipping costs:** Please convert the shipping costs for countries that do not use the euro as currency.

### b. Create a uniform shipping group for multiple sales channels

For international shipping, sellers can create uniform shipping groups so that multiple sales channels and shipping regions can be assigned to a shipping group. This means that shipping costs, regions and delivery options can be defined for all sales channels in one central location. You can also individually define how many sales channels should be assigned to a shipping group.

#### How to create a uniform shipping group:

1. In the Seller Portal, go to your [Shipping settings](#) and select either “Package delivery” or “Hauler delivery”. Then select “**Add shipping group**” > “**Uniform shipping group**” in the top-right corner.
2. Set up the shipping group as usual.
3. Specify the shipping costs in your preferred currency. The system automatically converts these into the local currency of the marketplace country. If you select “Custom rates”, you have the option of setting specific shipping costs for each region.
4. Add the desired delivery regions to the shipping group. Then enter the relevant information for each region, such as the service provider, transport time and the type of addresses you want to deliver to in that region.



**Apply to all sales channels:** Once it has been saved, the shipping group has been created and is available for all selected sales channels with the specified settings. When changing sales channels under “Select sales channel”, the shipping groups for each sales channel are displayed.

**Automatic scalability:** If you add a new sales channel in your Seller Portal and the region is already part of a shipping group, this shipping group will automatically be applied to your new sales channel.

## 5. Offer data

### Four different listing methods:

On Kaufland marketplaces, sellers can transfer their data to the system in several ways: manually, via CSV file, via a proprietary API connection or via interfaces from external software partners. Over 130 software providers connect Kaufland marketplaces with common ERP and shop systems, allowing for easy integration of marketplaces into existing processes to make national and international listing as easy as possible for sellers.

**Information on offer prices:** Prices must be provided in the currency of the target marketplace. The offer data is listed by marketplace so that different currencies and delivery times can be offered for each country.

### Transfer an inventory with just a few clicks

If you have already completed onboarding for a Kaufland sales channel, you can transfer your existing inventory from the active sales channel to the new sales channel with just a few clicks.

If you already have offers in the target sales channel, these will be taken into account and not overwritten.

## View in the Seller Portal:

### Step 1: Choose the sales channels

Transfer from\*



Transfer to\*

### Step 2: Assign one or more shipping groups

Your offers from the source shipping group will be assigned to the target shipping group of your choice. No shipping groups will be overwritten.

Transfer from\*



Transfer to\*

## Here's how it works:

1. In your Seller Portal, navigate to Manage imports, then to [Transfer inventory](#).
2. Select the source sales channel which you want to import from, as well as the source shipping group.
3. Now, select your target sales channel to which your inventory should be transferred, as well as the corresponding shipping group.
4. Optionally, you can adjust the offer price to place different prices in different countries. 💡 If the sales channels you select have different currencies, these will automatically be converted in the target channel based on the current exchange rate shown.
5. You also have the option to make individual settings for each sales channel and define transfer rules by clicking on **Add new rule+**.

Once you have started the transfer, you will see the current status in the lower section.

## View in the Seller Portal:

Time of transfer	Source	Target	Offers	Status
2025-06-30 12:25:17	 Kaufland.de	 Kaufland.pl	0	 In progress

## 6. Automatically translate and transfer product data

Your product data must be listed in the local language of the target marketplace. If you already have translated data, you can use it for each Kaufland marketplace. Alternatively, you can use Kaufland Global Marketplace's **free automated translation and transfer service** for your existing product data.

### To do this, proceed as follows:

1. In the Seller Portal, go to Shop Settings and select the [Translation & Transfer](#) menu item.
2. Tick the box marked **Text translation and image transfer of product data**.
3. Now select your other marketplaces (e.g. Kaufland.sk) and start uploading your offers.
4. Your product data will now be automatically translated for the offers you selected.

Under the Text translation tab, tick the box to translate your product data, and under the Image transfer tab, tick the box for transferring your product images.



If you have not yet listed any product data on a Kaufland marketplace, upload your product data file to your active sales channel. You can find detailed information on product data upload in the Kaufland Global Marketplace [Seller University](#)

## 7. Go live and get started

Once you have completed all settings and listed your offers, click the **Publish now** button to activate the respective marketplace. Otherwise, it will be automatically activated for you within 24 hours.

## Conclusion

Anyone who is keen to grow their business should enter cross-border trade as soon as possible. Despite its challenges, cross-border e-commerce offers significant revenue potential.

Kaufland Global Marketplace facilitates access to new markets by reducing the barriers to internationalisation and enabling resource-saving expansion. It all requires minimal effort from sellers: After a one-time registration, they can immediately start onboarding for multiple sales channels simultaneously. This enables sellers to quickly gain reach and access up to 139 million online shoppers in seven European countries on the Kaufland marketplaces without needing to speak the local language. Thanks to a wide range of automation tools, inventory, legal texts, shipping information and product data can be translated and transferred from one sales channel to another with just a few clicks, free of charge. With Kaufland, launching sales internationally is easy, fast and resource-efficient.

## Facts and figures for each Kaufland marketplace

### Kaufland.de

- Second largest e-commerce market in Europe
- 83 million inhabitants
- Expected market sales in Germany by 2029: around €129 billion
- No. of sellers on Kaufland.de: 13,000
- Items on Kaufland.de: 45 million (March 2025)
- Monthly visitors to Kaufland.de: up to 32 million
- **Top categories on Kaufland.de**
  1. Electronics & computers
  2. Gardening & DIY
  3. Homeware & furniture

### Kaufland.cz

- Approx. 11 million inhabitants
- Expected market sales in Czech Republic by 2029: around €9.6 billion
- No. of sellers on Kaufland.cz: 4,700
- Items on Kaufland.cz: 10 million (March 2025)
- Monthly visitors to Kaufland.cz: up to 5.5 million
- **Top categories on Kaufland.cz**
  1. Gardening & DIY
  2. Homeware & furniture
  3. Kitchen items & household items

### Kaufland.sk

- 5.4 million inhabitants
- Expected market sales in Slovakia by 2029: around €3 billion
- No. of sellers on Kaufland.sk: 4,200
- Items on Kaufland.sk: 9.5 million (March 2025)
- Monthly visitors to Kaufland.sk: up to 2.2 million
- **Top categories on Kaufland.sk**
  1. Gardening & DIY
  2. Homeware & furniture
  3. Kitchen items & household items

## **Kaufland.pl**

- Approx. 37 million inhabitants
- Expected market sales in Poland by 2029: around €33.5 billion
- No. of sellers on Kaufland.pl: 3,000
- Items on Kaufland.pl: 6 million (March 2025)
- Monthly visitors to Kaufland.pl: up to 3 million
- **Top categories on Kaufland.pl**
  1. Homeware & furniture
  2. Electronics & computers
  3. Gardening & DIY

## **Kaufland.at**

- Approx. 9 million inhabitants
- Expected market sales in Austria by 2029: around €15.8 billion
- No. of sellers on Kaufland.at: 3,000
- Items on Kaufland.at: 9.5 million (March 2025)
- Monthly visitors to Kaufland.at: up to 1 million
- **Top categories on Kaufland.at**
  1. Homeware & furniture
  2. Gardening & DIY
  3. Electronics & computers

## **Coming soon – Kaufland.fr**

- 68 million inhabitants
- Third-largest e-commerce market in Europe
- **63 million internet users predicted**
- Expected e-com market sales in France by 2029: around €87 billion

## **Coming soon – Kaufland.it**

- 59 million inhabitants
- Fourth-largest e-commerce market in Europe
- **53 million internet users predicted**
- Expected e-com market sales in Italy by 2029: around €96 billion

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