Amazon GDSN Vendor Guidelines

2026 Edition — Updated for Procurement, OneDC, and New Attribute Requirements

1. GDSN Overview & Why It Matters

The **Global Data Synchronization Network (GDSN)** is the GS1-standard supply chain data exchange. Brand owners publish their product master data — package hierarchy, weights/dimensions, GTINs, and consumer attributes — to a certified data pool, which synchronizes continuously with trading partners like Amazon. We recognize that Amazon has listing fragmentation across new item creation, purchase ordering setup (carton quantities and external IDs), and fulfillment catalog (GTIN GoldList). GDSN can be a simplifier in how we work together across these inputs by providing an authoritative source of truth connecting a brand owner's internal catalog to Amazon's catalog. **This GDSN data must be kept up to date and managed as your catalog changes**. Best practices for GDSN management can be found below.

2026 Priorities

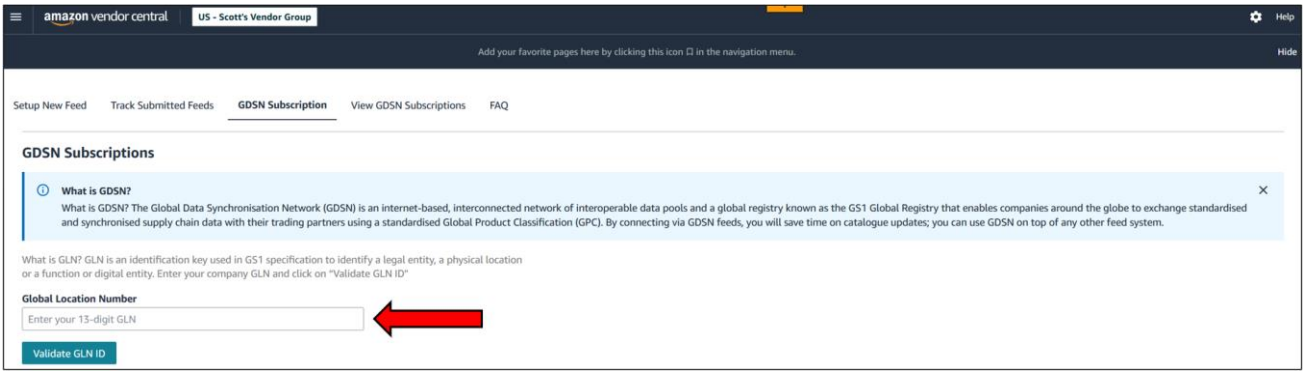
Fulfillment Accuracy	Procurement (OneDC)	Catalog Enrichment
Reduce receive defects & shortages via accurate GTIN, weights, and hierarchy data	Drive correct PO quantities using pallet/layer attributes; replace IPIP/IPMP/MPPP/MPPL legacy logic	Enrich catalog attributes with allergens, ingredient statements, and regulatory attributes

GDSN drives all three pillars. Incomplete hierarchy data blocks procurement use.

Results achieved with dialed-up vendors: ~99.98% procure-to-pay accuracy, ~45% fewer receive defects, and ~98% auto-receive rates. Over 2,000 vendors have connected and published their catalog through GDSN over the past year.

2. Getting Started — Connecting GDSN to Amazon

1. **Join a certified GDSN data pool** (1WorldSync, Syndigo, Atrify, Salsify, or other GS1-accredited pool) and load your full item catalog.
2. **Connect your GLN in Vendor Central:** Vendor Central → `Items` → `Manage Catalog Feeds` → `GDSN Subscription` → Enter GLN → `Validate GLN` → Map to vendor code(s). GLN↔vendor code mapping is many-to-many.



3. **Confirm "Success" Connection:** Before moving to step 4, wait 1-2 days for our catalog support team to complete the connection, which will show in Vendor Central as "Success"

4. **Publish your catalog** from your data pool to Amazon's GLN `0848719000016 (NA)` and `5450534000017 (EU)`. Include **all levels** of every product hierarchy (Each, Inner Pack, Case, Pallet). Data syncs continuously on every publication event.

For issues: Vendor Central → Support → Contact Us → Manage My Catalog → Catalog Feeds Management.

We cannot accept published GTINs with you have not submitted your GLN as above, because we cannot match them to a brand owner. Any GTINs published before this step is complete must be republished.

3. How to Publish from your Data Pool

To publish items to Amazon (or any connected retailer), you must first load and validate your product data inside your certified data pool, then select Amazon's GLN as the target market recipient and select "Publish" using the correct publication type. Please refer to GS1 standard user guides for your data pool provider (such as this GDSN User Guide from Syndigo/1WorldSync), as well as the Amazon attribute requirements in section 4 below.

- **Item Setup:** When publishing items, please publish from the highest level GTIN in the hierarchy to publish the full hierarchy to us. The highest-level SKU should also include the pallet and layer information. Choose the action type "New" for brand-new listings or "Initial Load" for existing items in your catalog.
- **Item Updates:** Use the "Modify" action type if you are changing product details like a new package design or updated dimensions that do not require a new GTIN. Use "Correction" if you are fixing incorrect data without changing the physical product.
- **Hierarchy Changes or Item Deletion:** Occasionally, a product's package hierarchy changes, impacting the data Amazon requires to order your product correctly. Instead of modifying Amazon attributes like IPIP, IPMP, MPPP, you will need to update the package hierarchy directly in GDSN. Use the "Withdraw" action to remove access for a specific retailer while maintaining the hierarchy in your system. Use "Delete" to permanently discontinue that hierarchy. Once this happens, you can publish the new hierarchy.
    - **Multiple Hierarchies:** A base SKU can be active in multiple hierarchy configurations. If you publish both to Amazon, you will need to take an additional step within Supply Chain Connect (see section 6) to select **one active hierarchy** for your vendor code.

4. Package Hierarchy Requirements

Amazon requires **complete package hierarchy** data published at every level. Hierarchies missing required attributes or levels are **blocked from procurement use** in OneDC.

4.1 Full Hierarchy Structure

Level	tradeItemUnitDescriptorCode	GTIN Required?	Notes
Each	BASE_UNIT_OR_EACH	Yes	Consumer-facing unit
Inner Pack	PACK_OR_INNER_PACK	Yes (if used)	Include if sold as inner pack
Case	CASE	Yes	Master shipper carton
Layer	`quantityOfLayersPerPallet`, `quantityOfTradeItemsPerPalletLayer`, `quantityOfTradeItemsPerPallet`	No	**Ti-Hi data alongside total cases per pallet (Ti x Hi) are required**

Level	tradeItemUnitDescriptorCode	GTIN Required?	Notes
Pallet	PALLET	Optional	**Pallet-level data required even without GTIN**

4.2 Quantities Between Levels

Every parent level must declare `quantityOfNextLowerLevelTradeItem` as a non-zero integer. The product of quantities from each level to the Each must be mathematically consistent throughout the full hierarchy. Fractional or zero values will cause validation failures.

4.3 Weights & Dimensions at Every Level

Required at each level in `TradeItemMeasurementsModule`:

- `height` — Stacking height of the unit
- `width` — Width of the unit
- `depth` — Length/depth of the unit
- `grossWeight` — Total weight including packaging

Validation rules: Parent dimensions ≥ child dimensions. Parent gross weight ≥ (child gross weight × quantity). Case gross weight ≤ 55 lbs. Pallet gross weight ≤ 4,000 lbs.

4.4 Where to Enter Attributes in Your Data Pool

Use the table below to locate each attribute group in your GDSN data pool interface:

GDSN Module	Attributes	Applies To
`TradeItem (core)`	`gtin`, `tradeItemUnitDescriptorCode`, `isTradeItemAnOrderableUnit`	All levels
`TradeItemMeasurementsModule`	`height`, `width`, `depth`, `grossWeight`	All levels
`TradeItemHierarchyModule`	`quantityOfLayersPerPallet`, `quantityOfTradeItemsPerPalletLayer`, `quantityOfTradeItemsPerPallet`, `logisticsUnitStackingFactor`	Pallet level **(CRITICAL)**
`nextLowerLevelTradeItemInformation`	`childTradeItem/gtin` + `quantityOfNextLowerLevelTradeItem`	Case, Inner Pack
`DeliveryPurchasingInformationModule`	`orderQuantityMinimum`, `orderQuantityMaximum`, `orderQuantityMultiple`	Orderable levels

CRITICAL: Layer and Pallet level data directly drive how Amazon calculates PO quantities in OneDC. Missing or incorrect values cause PO quantity errors, delays, and potential chargebacks.

These must be set on the **pallet-level trade item** in the `TradeItemHierarchyModule`, or if there is no pallet SKU, on the **case-level trade item.**

5. 2026 Attribute Requirements

Amazon has 85 GDSN attributes mapped to catalog fields. The table below shows the in-scope attributes by functional area for 2026/2027:

Functional Area	Key Attributes	Priority
Fulfillment / Receive	`gtin`, `tradeItemUnitDescriptorCode`, `height`, `width`, `depth`, `grossWeight`, `brandName`, hierarchy GTINs at all levels	Required 2025–2026
Procurement / OneDC Ordering	★ `quantityOfLayersPerPallet`, `quantityOfTradeItemsPerPalletLayer`, `quantityOfTradeItemsPerPallet`, `isTradeItemAnOrderableUnit`, `orderQuantityMinimum`/`Maximum`/`Multiple`, `logisticsUnitStackingFactor`	**Required 2026 ★**
Catalog Enrichment (expiry, hazmat, allergens, ingredients, start/end date)	`ingredientStatement`, `allergenTypeCode`, `allergenStatement`, `minimumTradeItemLifespan`, `hazardousInformationDetail`, regulatory and consumer-facing attributes	Expanding 2026/2027

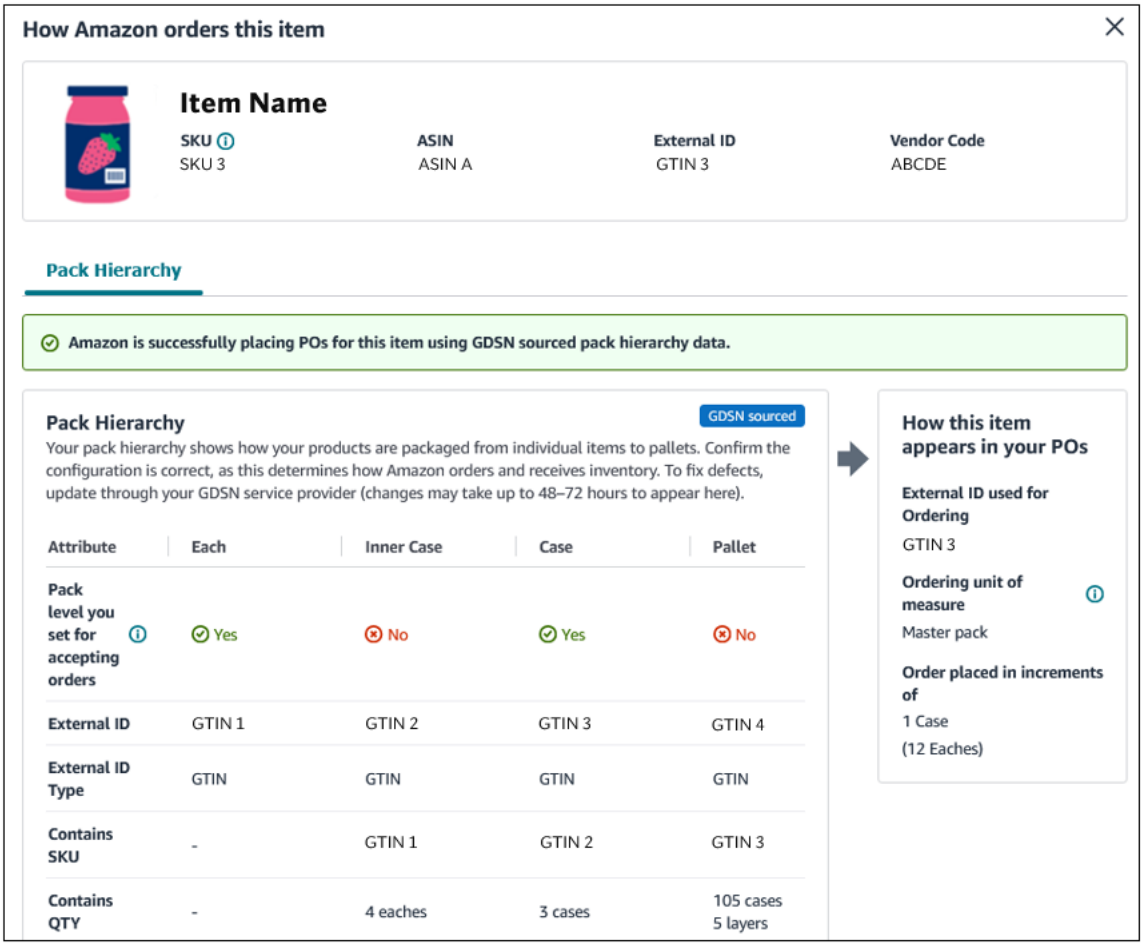
★ = Pallet/layer attributes are new 2026 requirements critical for OneDC procurement ordering - 1. Cases per layer (TI), 2. Layers per pallet (HI), and 3. Total cases per pallet (should be TI x HI)

★ Ideally only one case level must be marked as orderable for a given sellable unit on Amazon

6. Supply Chain Connect — Item Data Quality

Supply Chain Connect — Item Data Quality (IDQ) is a new self-service interface in Vendor Central that allows you to view the status of your GDSN data and compare it against legacy catalog values before it impacts procurement.

Access: Vendor Central → `Growth` → `Supply Chain Connect` → `Item Data Quality`



Key Capabilities

- **ASIN coverage view:** See which ASINs have active GDSN package hierarchy data published.
- **Completeness status:** Verify that all required attributes are present at every hierarchy level.
- **Validity status:** Confirm values are physically plausible (weight thresholds, dimension consistency, Ti×Hi check).
- **Legacy comparison:** Side-by-side view of GDSN-sourced values vs. legacy fields (IPIP, IPMP, MPPL, MPPP, master pack weight/dimensions).
- **Defect resolution:** Identify and fix hierarchy gaps, missing pallet/layer data, or mismatched values before they trigger PO errors or chargebacks.

Best practice: Review IDQ **before** your first GDSN publication and after any hierarchy changes. A complete, valid hierarchy in IDQ is the green light for OneDC procurement use.

7. Frequently Asked Questions

Q1: Will GDSN data immediately affect my POs?

No – when onboarding your GDSN data, guardrails are in place to prevent unexpected changes, which means your POs and detail pages will be business as usual. Once your catalog is fully published and validated vs existing data, your GDSN data will be able to directly drive PO quantities to support OneDC operations (this can be seen in Supply Chain Connect).

Q2: How is Amazon validating the correctness of the published data prior to use?

When GDSN data gets published to Amazon, we run multiple quality checks to match the GDSN SKUs to your ASINs, identify any potential item identity defects that would prevent a clean match, and evaluate the GDSN data against internal legacy data before moving forward with using the GDSN data. We have also established feedback loops with our fulfillment centers to understand if GDSN data is improving or degrading our ability to receive shipments accurately. In the event of errors, we have the capability to revert to legacy attributes over the next few months, but GDSN and feeds-based catalog management is where error correction needs to happen particularly in 2027.

Q3: I don't have a GTIN for my pallet. Is that OK?

Yes. Amazon supports GTIN-less pallets. However, for the topmost hierarchy level with a GTIN (typically the masterpack), you must still publish quantityOfTradeItemsPerPalletLayer (TI, or MPPL), quantityOfLayersPerPallet (HI), and quantityOfTradeItemsPerPallet (TI x HI, or MPPP).

Q4: How often does data sync?

Continuously. Data is pushed to Amazon's catalog on every publish/subscribe event between your data pool GLN and Amazon's GLN 0848719000016. While GDSN updates flow through to Amazon instantly, new publications can take ~48-72hrs for this data to flow fully through Amazon systems to provide sufficient time to match GTINs to ASINs, validate data quality, and propagate into reporting.

Q5: Is publishing GDSN data a requirement to do business with Amazon?

As of now, there will be no "out of compliance" charges specific to GDSN data. However, the core supply chain data itself (package hierarchy, GTINs, quantities, weights/dimensions) will be a requirement to onboard to OneDC, accurately order items, and ensure shipments are auto-received received successfully. Given this is a direct request from our Amazon Stores CEO, this has become a top priority to ensure data quality and consistency.

Q6: How is Amazon intending to improve automation for onboarding?

In 2027, Amazon will be launching a GDSN app directly in Vendor Central which will improve the GLN mapping process and provide visibility into the items you publish as they flow into Amazon's systems. This app will also provide new item setup capabilities using GDSN to create draft listings.

Q7: How do I handle New Item Setup? Will this replace the current Vendor Central process?

New Item Setup through Vendor Central is still required to create ASINs. GDSN data should be published at least 1 week before the ASIN launch so the required supply chain attributes will be accurate and usable for the first inbound shipment. In 2027 we will enable draft listings supported by GDSN. More information on this launch will be available in 2027.

Q8: How do I know if GDSN is being used for placing POs, and where can I see if my GDSN data is incorrect?

Supply Chain Connect IDQ shows which ASINs in your catalog have GDSN data published, and which ASINs are actively using GDSN for ordering today instead of legacy carton quantity values. If IDQ shows an error like "Missing Data" or "Invalid Data", you can fix these issues directly within your GDSN data pool provider and publish the updates. If your GDSN data is correct, please update your legacy data to match – this allows our systems to successfully pass validations and transition to GDSN-based ordering.

Q9: Will GDSN help me merchandize eaches and cases of the same product?

The package hierarchy data from GDSN is a crucial input into new PH-aware systems that will enable merchandizing two levels of the same hierarchy. Since your GDSN publication will be at the highest level (e.g., pallet → carton → unit), our systems understand the full hierarchy of an item, the GTIN at each package level, and the quantities between each level. When that gets translated into our system, we will be able to map each level to its respective ASIN, so some items might only have a sellable ASIN at one pack level while others might have a sellable ASIN at multiple pack levels. This kind of foundational GTIN/package hierarchy data will enable merchandizing flexibility across pack sizes, as well as transformation flexibility within our fulfillment systems.

Q10: Do I still need to manage the GTIN GoldList?

After you publish your full GDSN data, you can work with your Supply Chain Manager to transition off of GoldList maintenance to full GDSN maintenance. Both can be active at the same time to ensure a smooth transition, but maintaining consistently strong outputs will be required during that transition. This will be a key priority by end of 2026 and into 2027.

Q11: Do I still need to manage legacy ordering attributes (IPIP/IPMP/MPPP)?

Similarly, after you publish your full GDSN catalog, the data will be validated to ensure there are no barcode defects (obscuring item identity) or missing attributes (like layer or pallet quantities), and we will flag any significant mismatches with your legacy ordering attributes (which will be surfaced in Supply Chain Connect). If your GDSN data passes validations for a given ASIN, it will be used as a consistent, up-to-date source of truth for procurement. During this transition, your internal processes for ongoing catalog maintenance will need to start with GDSN which will ensure inputs are aligned across systems.

Q12: What's the roadmap to increase GDSN leverage for additional use cases?

In 2026, vendors will be able to use GDSN to automate the GTIN GoldList for improved auto-receive and receive accuracy in our fulfillment centers, as well as to automate carton quantity values for improved purchase order placement and procurement accuracy. By EOY, we are onboarding an additional ~100 attributes required for new item listing, including hazmat, expiry-related attributes, allergens, and nutritional information. In 2027, we will launch a new GDSN interface that will improve the onboarding and catalog management experience, as well as enable new listings directly from GDSN.