Need help with Item Setup Content Policies?

Got a question? No problem. Open a support case by clicking the button below. **We're here to help!**

Seller Help

Item Setup Content Policies

Setting up items on Walmart Marketplace can be a little different from other platforms. In this guide, you'll find the most important policies, standards, and restrictions you should be aware of when setting up your items.

All Partners should carefully review and understand the policies within this guide before setting up your items. Partners who do not follow our policies may experience delays, removal of item listings, or possible suspension from Walmart Marketplace.

What's in this guide? (Click to jump to page)

Product Listing Copy Standards

The following sections include details of our policy for your product listing content. Failure to abide by this policy may result in warnings, unpublishing of affected listings, or suspension (temporary or permanent).

Copy Standards	
Product name **Key Features** **Description**	**Do NOT include:** • Info about yourself or your company • Any special characters (™, ½, @, ^, *, hearts or shapes) • Retailer-specific info about the product (special sales, guaranteed ship times) • Any sales information (shipping information, product cost, promotions, etc.) • Unproven, vague marketing phrases (#1 rated, best selling, high quality, etc.) • Product attributes (price, quality, weight, material, etc.) • Marketing phrases (#1 rated, best selling, high quality, etc.) • Any references to other marketplaces (sold on Amazon, sold on eBay, Alexa, etc.)

Full Product Content Policy

Image Quality Standards

Below are our image standards. Click the button at the bottom for additional rules.

Image Type	Requirements
All images	• All listings must have at least two images • Must be in focus, professionally lit and photographed • Cannot show accessories do not come with the item • Must not violate our Trust and Safety standards, especially to being offensive or obscene. The image may violate these standards, even if the item itself does not (e.g., a CD with nudity on the album cover).
Primary product image	• Background: seamless white (255/255/255 RGB) • Item view: frontal view • Do not use placeholder images • Do not use images containing additional graphics, illustrations, logos, watermarks, overlays or text
Additional background images	• Background: may have the item in an appropriate setting or environment (e.g., a grill in a patio setting) • Item view: may have the item rotated • Do not use placeholder images

Listing fashion or apparel items?
Click here to review fashion-specific image standards.

All Image Standards

Item Type Guidelines

Determine if we permit the type of item you're selling on Walmart Marketplace.

Item Type	Definition	Guidelines
Single	Single items can either be sold as one unit or multi-pack	• If selling a multi-pack item (e.g., pack of 6), use the Product ID that applies to the entire pack/case and NOT the Product ID for the individual item in the pack/case
Variation	Group of items that varies in size or color	• **Single variant:** limit of 100 variants Example: one towel with 100 different colors • **Multi-variant:** limit of 500 variants Example: pants with 25 sizes and 20 colors
Bundle	Multiple items combined by partners but not made by the manufacturer	• Bundled items are not supported (i.e., items combined by partners but are not made by the manufacturer) • Only set up items in a group if you have a unique Product ID that applies to the entire group
Custom	Item that is assembled hardware or a tailored bundle	• Must use the correct Product ID of the customized item to list on Walmart Marketplace

Item Condition Guidelines

Depending on the item's condition, it may not be allowed to sell on Walmart Marketplace. Additional details on setting up refurbished items here.

Item Condition	Guidelines
New	• Item is in pristine condition. Packaging meets manufacturer requirements.
Refurbished	**Must follow our refurbished item rules:** • Item is restored to like-new condition. • Include the word "Refurbished" in the Product Name and Description fields • Supply a different UPC and/or GTIN for the Refurbished Item • Assign a different SKU number to the Refurbished Item • Adjust the Model Number for the Refurbished Item. Add RB to the model number (e.g ., APL_10997 might become APL-10997RB)
Used	• Items that are used are not permitted to sell on Walmart Marketplace

Prohibited Products Policy

This policy covers products that have higher regulations or cannot be listed on Walmart Marketplace.

It is your responsibility to understand and comply with all legal requirements governing the sale of your products. Be sure to review the Prohibited Products policy regularly.

Walmart will remove the listing of any product that might be in violation of Law, this Policy, or any other Walmart policy. Corrective actions may also occur including suspension or termination of your account. If you obtain written pre-approval from Walmart, some products referenced in the policy may be listed.

Complete List of Prohibited Products

List of Prohibited Products on Walmart Marketplace	
Alcohol	• Alcoholic beverages or products of any kind, including powdered alcohol • Collectible alcohol • Empty collectible alcoholic container not identified as empty in the description • Non-alcoholic wine and beer
Animals	• Animal vaccines • Animal medicines requiring a prescription • Animal organs or animal corpses that contain organs • Alaskan Native items with anything from a bear • Bear traps, steel jaw leg-hold traps and similar items • Ivory, manufactured items with more than 5% of actual ivory, bones from animals that produce ivory • Items made from marine mammals • Live animals, insects, and other wildlife • Native American items with feather(s) or other parts of protected birds • Parts or products from endangered or threatened species such as bears, mountain lions, cats, dogs, whales, sharks, dolphins, or porpoises • Products prohibited from sale under the Migratory Bird Treaty Act of 1918 • Natural fur products or products trimmed with natural fur • Products made from the hide of a donkey
Art	• Unauthorized copies or reproductions of artwork that violate any copyright or trademark
Artifacts	• Artifacts • Fossils • Geological formations • Relics • Remains • Sacred and tribal items
Auto	• Drivers licenses and other government-issued ID documents • Motorized vehicles that require registration • Oxygen sensor simulators • Products intended to bypass emission control devices or override malfunction indicators

Pre-Approval Restrictions

Items in the following categories require pre-approval from Walmart before Sellers may offer them on Walmart Marketplace. New brands or categories may be added at a future date.

Categories	Pre-Approval Details
• **Fragrance** • **Luxury Brands** • **Software** • **Cell Phones and Accessories** • **Halloween and select seasonal products** • **Custom Content**	• Sellers may apply for approval to offer these categories and brands by contacting Partner Support using the categories: Items/Inventory > My item is unpublished. Include a list of the brands or items you wish to sell. • Some approvals are granted for specific brands or items within these categories. • Approval could be retracted if there is a legal claim related to these categories and other policy violations influence approval decision.

Unpublish message:
"Your item is violating the rules and regulations of your Retailer Agreement. Please re-ingest your item to meet the standards outlined in the Retailer Agreement."

Custom Content Product Restrictions

Customized products containing custom designs, graphics, artwork, images, phrases and/ or text include products such as apparel (t-shirts), home decor (posters), and accessories (mugs). We restrict these products and require approval before sellers can list these items.

We prohibit products that may portray negative stereotypes associated with ethnicity, culture, sexual orientation, occupation, physical appearance, depression, disorder, disability or mental state. We also prohibit products that glorify or promote tragic historical or recent news events, or any items with sexually explicit images, text, themes or obscene language (in all languages, not just English), or other objectionable content.

If you have questions about custom content products, please open a Partner Support case and include your question and impacted item ID's with the code "TNS."

Baby and Grocery Item Restrictions

Baby and Grocery items must meet the criteria below, or they will be unpublished. If unpublished, the item may not be republished.

Baby and Grocery items must meet these criteria:
- Expand Walmart's existing selection
- Follow the competitive pricing policy found in Pricing Rules and Automatic Unpublishing.

Reasons for Unpublishing	
Restricted Product Policy	Item unpublished because it's a Prohibited Product or restricted.
Reasonable Price Not Satisfied	The item isn't adhering to the competitive pricing policy.
Restricted Product Policy: Performance Issues	Items with a cancellation rate higher than 2% and a return rate higher than 5% will be unpublished because of performance issues. Performance is reviewed every 7, 15, and 30 days.

Specific Brands Restrictions

Walmart Marketplace partners with select sellers for sales of specific brands. All other offers of items for these brands will be unpublished.

Unpublish message: "This item is unpublished because the brand is prohibited."

Ink & Toner Restrictions

All ink and toner items are restricted on Walmart Marketplace and cannot be listed.

Unpublish message: "Item is unauthorized."

Refurbished iPhones Restrictions

These are allowed to be listed. However, some Sellers have been using the wrong Product ID for refurbished iPhones, so we have been unpublishing some refurbished iPhones listings. If you replace the Product ID for this item, it will be republished.
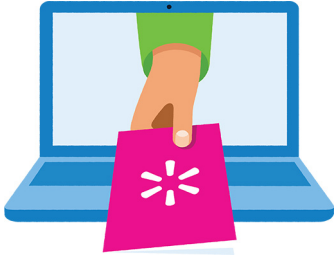
Regulations on Plastics Sold in California

Plastic products sold into California can ONLY be labeled as compostable, home compostable, or marine degradable if they meet the applicable ASTM standard or have the Vincotte OK Compost HOME certification.

Plastic products sold into California may NOT be labeled as biodegradable, degradable, or decomposable, or imply that the plastic product will break down or decompose. Because such products cannot sell in all 50 states, we do not allow you to list these types of products.

See all Requirements for Compostable and Biodegradable Plastic Sold in California.

Frequently Asked Questions

Answers to your questions are a click away! Check out our FAQ page for extra help in setting up your items.

Items & Inventory FAQ

Links from this QuickStart Guide

Partner Support
sellerhelp.walmart.com/seller/s/contact

Full Product Content Policy
sellerhelp.walmart.com/seller/s/guide?article=000005824

Image Quality Standards
sellerhelp.walmart.com/seller/s/guide?article=000005824

Item Condition Additional Details
sellerhelp.walmart.com/seller/s/guide?article=000005859

Complete List of Prohibited Products
sellerhelp.walmart.com/seller/s/guide?article=000006005

Pricing Rules and Automatic Unpublishing
sellerhelp.walmart.com/seller/s/guide?article=000006409

Requirements for Compostable and Biodegradable Plastic in California
sellerhelp.walmart.com/seller/s/guide?article=000005559