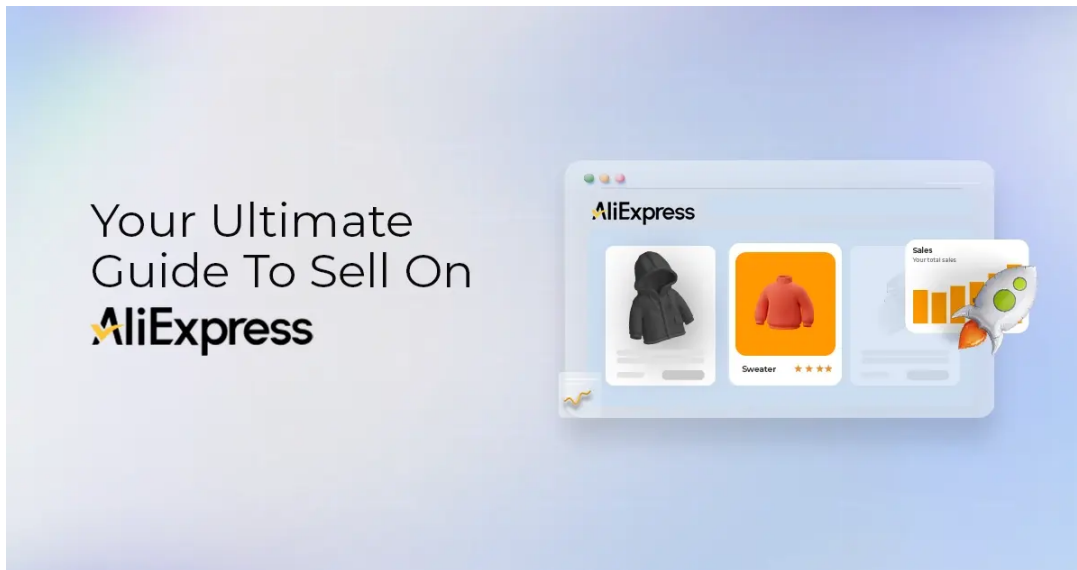


Your Ultimate Guide to Sell on AliExpress



Is business expansion your motive? Facts reveal that [selling on AliExpress](#) is the perfect solution. AliExpress (a wholly-owned subsidiary of Alibaba Group) is a leading global marketplace with visitors from over **200 countries**. In fact, you can leverage a whopping **790 million visits** per quarter to AliExpress.com and position your brand among AliExpress top sellers by signing up.

Moreover, AliExpress also hit record sales worth **\$74.1 billion** (50% hike compared to last year) on Single's Day 2024. Even the 5-day-long [Black Friday](#), [Cyber Monday](#) could not match the benchmark set by AliExpress in terms of sales. Safe to say, the sale for AliExpress top sellers exceeded expectations.

With approx. **400 million active customers** worldwide, AliExpress gives you unmatched reach to scale your sales rapidly. Hence, take the next step to learn how to become an AliExpress seller, and how to open an AliExpress seller account. Once you set up, you can officially sell on AliExpress.

ALIEXPRESS ESTIMATED GLOBAL GMV (2020-2024)



Why sell on AliExpress?

What This Guide Covers

Whether you're a new seller or scaling an existing business, selling on AliExpress offers fast global reach. Here's why

AliExpress remains one of the best marketplaces in 2025:

- Why sell on AliExpress?
- Can I Sell on AliExpress?
- How to open an Alipay Business Account?
- How to Sell on AliExpress From Europe?
- How much is the AliExpress Fee for Sellers?
- Get Started with AliExpress – Step by Step Guide to Becoming a Seller
- What is the most sold item on AliExpress?
- Make Selling On AliExpress Easy With the Right Approach – AliExpress Marketplace Integration
- AliExpress Seller FAQ (Most Common Questions)

Let's dive in!

• 400 million active members globally

As of 2025, AliExpress maintains about **400 million active members** worldwide, giving sellers access to a vast pool of international buyers. (Source: eDesk)

• Close to 600 million monthly visits

The platform attracts nearly **600 million monthly visits** from over 200 countries, making it one of the most trafficked eCommerce marketplaces. (Source: PromptCloud)

• Expansion in Europe

AliExpress is heavily investing in Europe with **Local+** fulfillment centres in the UK, Spain, France, Germany, and Poland. This allows **European sellers** to list products locally, reduce shipping times to as fast as **5–7 days**, and provide free returns.

• Improved seller tools & dropshipping support

Can I sell on AliExpress?

With AliExpress Open Platform APIs and dropshipping compatibility, sellers can automate order sync, update tracking in real time, and reduce manual workload.

Yes. Selling on AliExpress is a straightforward process, and the best part. It doesn't take long to get started. However, to sell on AliExpress, you'll need a few prerequisites to ensure smooth onboarding and avoid legal complications. The first step is registering for an Alipay business account.

High-impact sales events

From Singles' Day (11.11) to other local seasonal campaigns, AliExpress promotions continue to drive [record-breaking sales](#) and global visibility for sellers.

Additionally, [selling on AliExpress](#) in 2025 is especially promising for European merchants, thanks to faster fulfillment and growing buyer demand across the region. If you're ready to expand your business and learn exactly how to sell on AliExpress from Europe or beyond, **CedCommerce** can help you set up, integrate, and scale seamlessly with expert guidance and automation.

[Get started with CedCommerce](#)

How to open an Alipay business account?

Alipay is a secure third-party payment service that guarantees smooth transactions for sellers. The process is simple, but it requires proper documentation and compliance.

ALIEXPRESS SELLER SETUP CHECKLIST

- ✓ Account Setup & Store Registration
- ✓ Category Enrollment
- ✓ Annual Technical Service Fee
- ✓ Shop Administration Page
- ✓ Publish Your Products

Steps to open an Alipay business account:

1. **Register a legal business entity:** You must be a legally established enterprise in a country eligible to sell on AliExpress (e.g., China, Spain, France, Italy, Turkey, Brazil).

How to Sell on AliExpress From Europe?

2. **Provide business license and registration documents:** Upload proof of your company's registration along with any required tax or VAT certificates.
3. **Submit details of the company's legal representative:** Include the name, ID/passport, and contact details (phone, email) of the authorized person.
4. **Show brand authorization (if applicable):** If you're launching a brand store or selling as an authorized agent, submit qualifications and brand documentation.
5. **Agree to pay an annual technical service fee:** AliExpress requires sellers to choose from its technical service plans and pay the relevant fees.
6. **Select your store type and category:** Choose the appropriate store option (e.g., official brand store, specialty store) when setting up your account.

If you're wondering how to sell on AliExpress from Europe, here are the latest verified developments in 2025, plus steps you can take so you're ready.

Important: AliExpress does not allow sellers to list products without being registered as a business enterprise.

What's Working Now (2025):

- **Local+ fulfillment solution:** AliExpress has launched Local+ in Europe with ~10 certified warehouses in the UK, Spain, France, Poland, and Germany. Products with the Local+ label deliver in about **7 days** with free returns.
- **Overseas warehouses to avoid customs delays:** The marketplace is leveraging EU-based fulfillment centers so sellers can ship faster and reduce cross-border friction.
- **Cainiao logistics expansion:** AliExpress's logistics arm is scaling its EU footprint with a **5-working-day delivery solution** in markets like Spain, UK, Belgium, and the Netherlands—supported by a hub in Liège, Belgium, and local delivery networks.

What It Means for European Sellers:

- European merchants can now reliably use [Local+ warehouses](#) to reduce shipping times and increase competitiveness.
- Local+ products carry stronger trust signals like “**7-day delivery**” and “**free returns**”, which can improve conversion rates.
- Sellers still need to meet AliExpress's registration requirements: legal business status, proper documentation, and compliance with VAT/import rules.

In short, AliExpress's expansion across Europe makes it easier than ever to understand how to sell on AliExpress from Europe in 2025.

[Learn how to sell on AliExpress from Europe](#)

Meanwhile, watch this guide to get a quick overview on how to get started before we cover it in depth:

How to Start Selling on AliExpress - 6 Step by Step Guide to Becoming an AliExpress Seller

The good news is that the **commission per sale (5%–8%)** on AliExpress. Moreover, costs are tied only to the product category. **Before you register, make sure you meet AliExpress requirements below. Then, follow the steps, which will help you to get started.** You need to consider:

AliExpress charges a commission on each transaction, and the exact percentage depends on the product category.

• Annual technical service/platform fee

AliExpress requires sellers to pay an annual technical service fee, sometimes referred to as a platform fee. The amount can vary by category. **Sellers who achieve high sales volumes** or maintain excellent service may be eligible for fee reductions or partial refunds.

In short, selling on AliExpress comes with a **5%–8% sales commission** and an **annual platform fee**, but no hidden listing charges. This structure makes it easier for sellers to calculate margins and plan long-term growth.

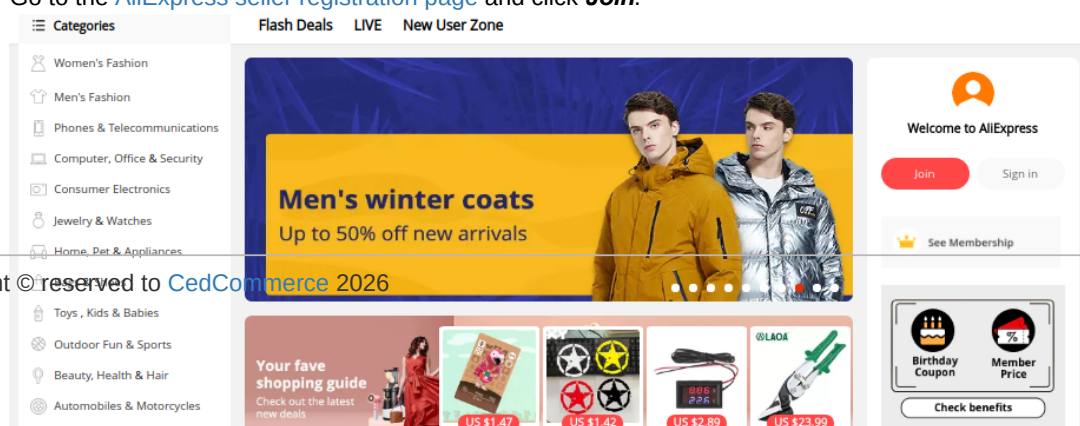
Prerequisites to open an AliExpress seller account

- A **legally registered** company (AliExpress accepts businesses from selected countries, including Mainland China, Spain, Italy, France, Turkey, Brazil, and others).
- A **VAT** number or relevant tax registration.
- A valid **company operating license**.
- ID details of the company's legal representative, plus updated contact information (email and phone).
- **Enterprise Alipay** or corporate Alipay account to complete enterprise identity authentication.
- Additionally, if selling a brand, **proof of trademark/brand authorization** to open an official, specialty, or franchise store.

Registration Procedure for an AliExpress seller account

1. Step 1: Account Setup and Store Registration

- Go to the [AliExpress seller registration page](#) and click **Join**.



- Create your **account**, **select your country for tax purposes**, and **verify your email** with the code sent to your inbox.

Create account

Shop tax country

Spain

Country cannot be changed after registration

Email

amir.cedcom@gmail.com

Password

Confirm password

Verification

Verified

Agree to Membership Agreement

CONTINUE

- Enter the **verification code** sent to you by AliExpress.

1 Create account 2 Business information 3 Application review

Email: fuphoon@aliyun.com

Password: *****

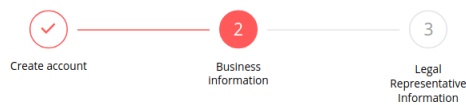
Verify email address

Email: [Redacted]

Verification Code: 152231 Resend

Submit

- Complete the **Business Information** form with your company details.



Business information

What you need to prepare ⓘ

Company name & register number **Legal representative ID number & address** **Tax/VAT certificate**

Your information is collected for the sole purpose of opening a payment account on AliExpress. We will carefully protect your information. [Privacy Policy](#)

Company legal form
Please Select

Company registered name

Company registered address
Street name, house number, P.O. box, etc.

State/Province/Region

Spain

VAT Registration Number

VAT Registration Certificate
 File Format PDF, JPG, JPEG, PNG, BMP < 10 MB
[Template](#)

Congratulations, your seller registration is successful!

Approval usually takes 2–3 business days.

2. Step 2: Category Enrollment

- Identify the most suitable category for your products and download the corresponding subcategory list.
- Specify the type of products you plan to sell and select the online shop format that aligns with your business.
- Submit your application for brand authorization and trademark verification services.

3. Step 3: Annual Repayment Fee

You'll be redirected to the repayment page to pay the annual service fee for maintaining your store on AliExpress. However, this fee varies by category and covers technical services as outlined in the contract price plan.

4. Step 4: Shop Administration Page

Set up and brand your store. Choose a second-level domain name so customers can access your store directly without extra navigation.

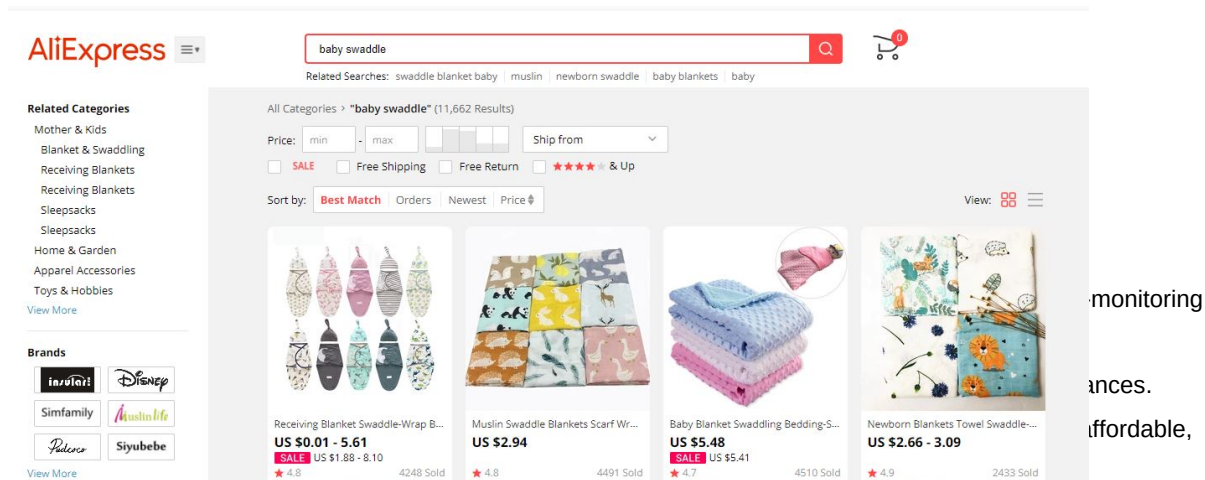
5. Step 5: Publish Your Products

- Design a clean, conversion-focused storefront UI.

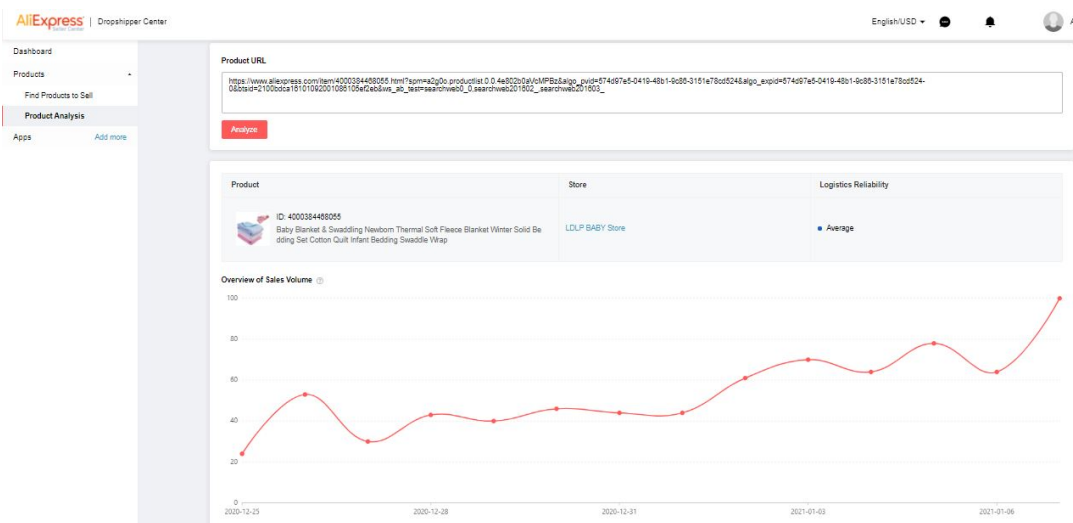
What are the Best-Selling Items on AliExpress in 2025?

- Hold high-quality images and write clear, engaging product titles and descriptions.
- Double-check pricing, shipping, and return policies before going live.

The truth is, **there is no single product that always wins the crown.** AliExpress is officially authorized to sell on AliExpress, driven by seasons, promotions, and demand. However, some products consistently gain visibility, helping you how to spot them gives you a clear idea of what's profitable on AliExpress.



- **Lifestyle & home décor:** desk organizers, bath accessories, reusable silicone food covers, and other impulse-friendly items.



How to Find the Best-Selling (Most Sold) Products on AliExpress

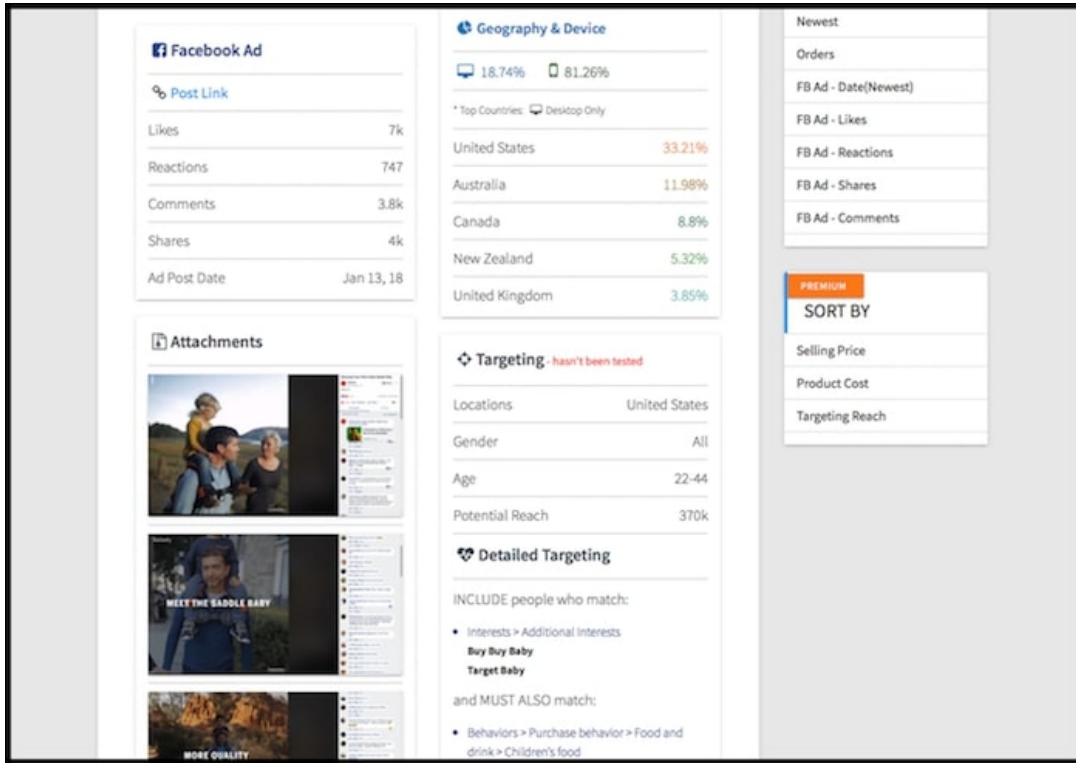
1. **Use the AliExpress Dropshipping Center:** The *Product Analysis* tool shows data on order volume, seller ratings, and market trends.
2. **Check the "Best Sellers" section:** Sort by *orders* and filter by high review ratings to identify consistently performing products.

Make Selling on AliExpress Easy With the Right Approach

Platforms like Acquire regularly report trending categories such as health tech, wellness, and compact appliances.

4. **Leverage social platforms:** High-engagement product ads, influencer promotions, and viral product videos often signal rising best sellers.

The **CedCommerce AliExpress Connector** gives you automation, control, and a smoother path to growth.



If you want items that are trending and likely to be among the **most sold products on AliExpress**, focus on **health & wellness gadgets, electronics accessories, and home & lifestyle gadgets**.

How CedCommerce Simplifies Selling on AliExpress

- Automate listings and updates to cut errors
- Sync [inventory](#) & orders in real time
- Optimize product data for visibility and conversions
- Manage at scale with centralized workflows across your store and AliExpress

AliExpress offers global reach and strong shopper demand. With CedCommerce as your partner, selling becomes truly hassle-free.

Tap into **790M visits to AliExpress.com over the last quarter**. [Partner with CedCommerce Today](#)

1. Can I add my brand to the products? How?

Yes — if your brand is already listed in the AliExpress trademark library, you can select it directly. If not, you can register a new brand by submitting:

- the brand name
- an active, government-registered trademark certificate (with registration number)
- the name of the trademark owner
- the jurisdiction (country) where the trademark is registered

2. How much do I need to pay to sell on AliExpress?

Sellers pay a commission fee on each sale; there are typically no listing or maintenance fees. Commission rates vary by product category — usually between **5% and 8%**.

Moreover, some categories may have special conditions or incentives (e.g. reduced fees upon reaching certain sales thresholds), though exact discounts depend on AliExpress's policies per region.

Always check the latest AliExpress terms for your country.

3. In which countries can I sell on AliExpress?

AliExpress allows sellers from select countries and regions to register and sell on the platform. In Europe, for example, sellers can operate from Austria, Belgium, Cyprus, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Lithuania, Luxembourg, the Netherlands, Malta, Portugal, Slovakia, Slovenia, and Spain.

Additionally, eligibility to sell also depends on AliExpress's acceptance of seller registration in your country, along with compliance with local tax and legal requirements.

Always verify the latest list of eligible countries in the AliExpress Seller Center for your region.

4. What payment methods are accepted on AliExpress?

AliExpress accepts major international credit/debit cards like Visa, MasterCard, Maestro, and American Express. Payment methods may also include local wallet systems or regional payment services depending on the buyer's location.

Note: Some regional/local payment services or wallets might not be available everywhere. Confirm which payment methods are active in your target markets via the [AliExpress Seller Center](#).

5. Which products am I prohibited from selling on AliExpress?

AliExpress has a list of prohibited and restricted items. These typically include:

- hazardous chemicals
- medical devices (without approval)
- weapons or anything military-equipment related
- tobacco and related products
- certain food/beverages (especially perishable or regulated ones)
- precious metals or items requiring special certification or licensing

However, some categories may be allowed only with special authorization.

Always verify the product regulations for your category and country.

About The Author



[Amir ahmed](#)

Amir Ahmed has a natural knack towards contributing in the form of writing. He believes expressing technology in simplified words is deeply coded in his DNA and making it available for everybody is his duty. He reads a lot on everything under the sun to ensure he puts himself in reader's shoes and explore opportunities to wow his reader as much as possible.

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Have a query? Let us know more about it

Here's how you can reach out to us.

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[Connect with the Marketing Team](#)

marketing@cedcommerce.com

[Want us to call you ?](#)

[Raise a Ticket \(24*7\)](#)



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