Change to EU import rules: Product Identifiers (PIDs)

Customs rules are changing for consumer goods imported into the EU customs territory.

What's changing?

From July 1, 2026, the de minimis exemption for low value goods will be removed. Shipments to consumers with an intrinsic value not exceeding €150 will be subject to a €3 duty per line item on the customs declaration.

In addition, business to consumer sellers are required to provide Product Identifiers (PIDs).

This is the first time information is required at individual product level for customs declarations, and marks a significant change for sellers when shipping their goods into the EU.

If we don't have the right information in compliance with the new regulation relating to products sold in the EU, your shipments can't be cleared and your customers won't receive their goods.

Information is accurate and valid as of June 24, 2026.

What are PIDs?

PIDs are codes used to identify manufacturers, sellers and their products.

From July 1, 2026, for each product imported into the EU in a B2C shipment, regardless of value, these codes should be provided to the customs authorities during the clearance process.

This will be enforced from November 1, 2026.

PIDs should be provided on the commercial invoice, and through our automation tools, that are now set up to accommodate these additional data requirements. Check out our dedicated guide for the FedEx Ship Manager™ here, and our Developer Portal page that supports the FedEx API. If you are on our other tools like GSM or WebServices, we strongly encourage you to migrate to ensure PIDs are captured and prevent any delays to your shipment once this rule is enforced from November 1st.

Shippers must provide:

1

Merchant Product Identifier

The merchant's unique code to identify goods, usually the SKU (Stock Keeping Unit), item code or product code.

2

Non-standardised Manufacturer Product Identifier

A manufacturer or product supplier's unique product code.

3

Standardised Manufacturer Product Identifier (only if it exists)

A code provided by a governing body to a manufacturer or producer where their unique product(s) meets the industry standards. Often identified with a bar code, ISBN, EAN or GTIN.

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What do you need to do?

B2C Shipments

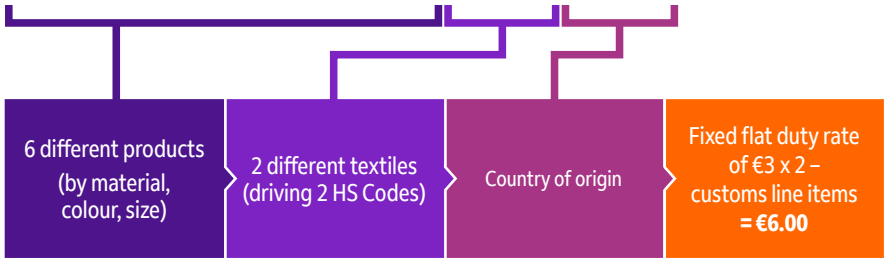
From July 1, 2026, we require B2C sellers to provide the product identifier codes mentioned above to FedEx on their Commercial Invoice and shipping application.

This applies for goods imported into the EU, sold direct to consumers and through marketplaces, regardless of value.

Example of line items from a Commercial Invoice

New requirements: Product Identifiers

Line Item	Description	HS Code	Country of Origin	Colour	Size	Merchant Product ID	Non-Standardised Manufacturer Product ID	Standardised Manufacturer Product ID	Quantity	Value ($) USD	Total Value ($) USD
1	Women's 100% Cotton T-Shirt	621142	US	Navy	Large	123456	SH123456	GTIN 00000006	1	5	5
2	Women's 100% Cotton T-Shirt	621142	US	Navy	Medium	123457	SH123457	GTIN 00000007	10	5	50
3	Women's 100% Cotton T-Shirt	621142	US	White	Large	123458	SH123458	EAN 1200000008	1	5	5
4	Women's 100% Cotton T-Shirt	621142	US	White	Medium	123459	SH123459	EAN 00000009	1	5	5
5	Women's 100% Man Made Fibre T-Shirt	621143	US	Red	Small	123450	SH123450	NO	1	5	5
6	Women's 100% Man Made Fibre T-Shirt	621143	US	Red	Medium	123451	SH123451	NO	1	5	5
										TOTAL	**75.00 USD**



Ideal/suggested way to write the description field:

"Women's clothes 100% Cotton T-Shirt Navy Large 621142 Merchant Product ID 123456 Non-Standardised Manufacturer Product ID SH123456 Standardised Product ID GTIN 00000006"

In case of not having the 3rd PID (Standardised Manufacturer Product ID):

"Women's clothes 100% Man Made Fibre T-Shirt Red Small 621143 Merchant Product ID 123451 Non-standardized Manufacturer Product ID SH123451 Standardized Product ID NO"

Ensure PIDs are included in the item description field, following the suggested order, regardless of whether the invoice is FedEx-generated or customer-provided (PID capture capability on FedEx-generated CIs will only be available as of Nov 1, 2026). This information must always be included in the commercial invoice and other shipping documents like packing list to ensure availability at the time of clearance. FedEx Ship Manager and FedEx API are able to support this requirement from July 1, 2026.

B2B Shipments

PIDs are not required for B2B VAT registered recipients in the destination country.

The charging mechanism will be the standard rate of duty (a % of the value of the goods).

Why does it matter?

Customs Authorities are requesting the PID concept to perform risk analysis and provide better control on products arriving into the EU customs territory, to ensure the safety of the EU citizens.

FedEx acts as the customs broker at the time of import into the EU customs territory.

We strongly recommend adding the three product identifiers from July 1, 2026, onwards, to help ensure smooth clearance for low-value shipments arriving in the EU **in preparation for November 1 enforcement, following guidance from the European Union authorities.**

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Want more information?

Visit **fedex.com** to learn more about how EU customs changes will affect your shipments.