



# What you need to know about EU Product Identifier (PID) requirements

**October 2026**



**Daniela Rosales**

Senior Marketing Analyst

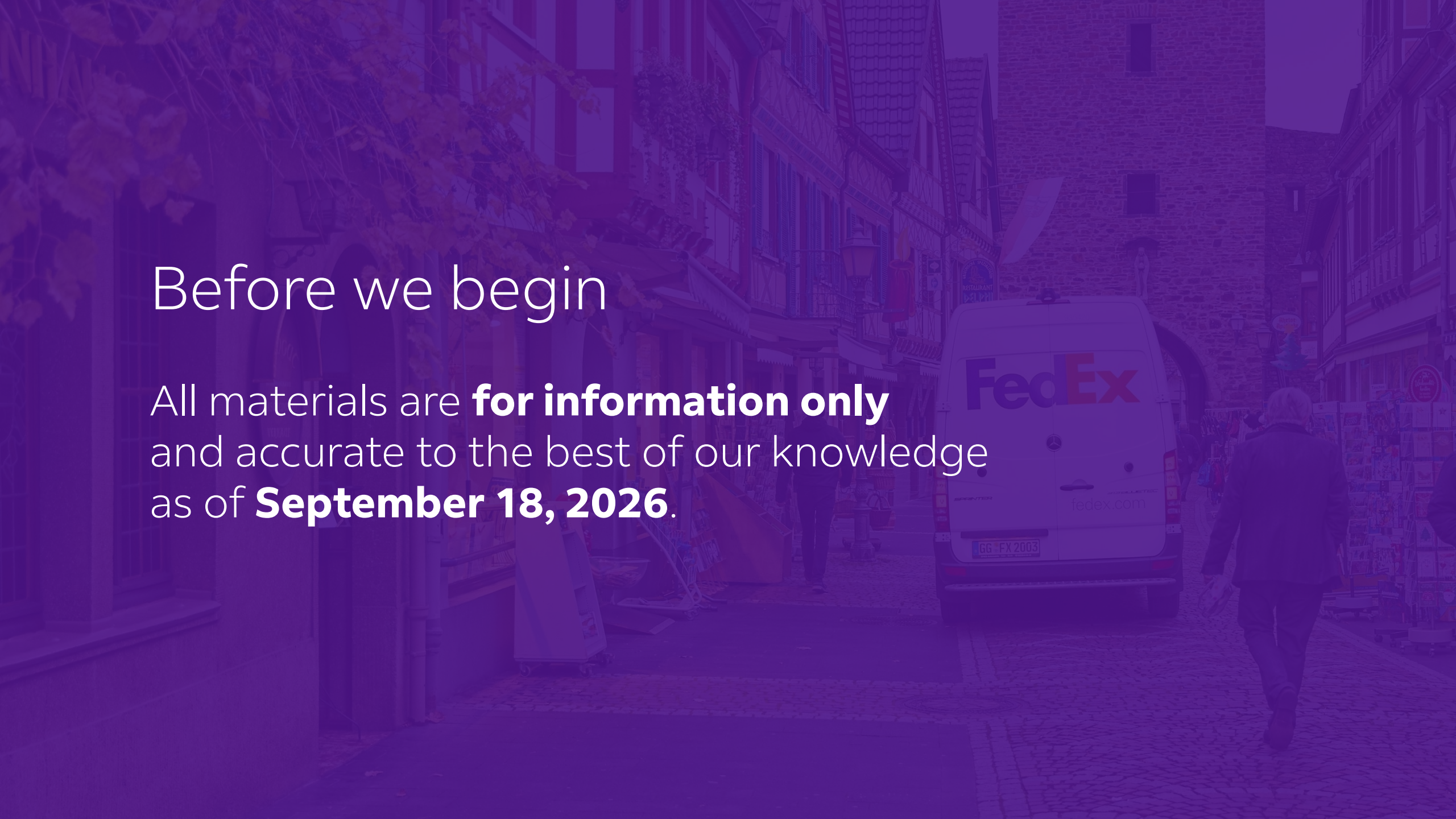
This document is provided for informational purposes only and reflects information that is available as of October 5, 2026. The information contained herein is subject to change, update, or revision at any time without prior notice.



# What we'll cover in this webinar

- 01** Recapping the changes so far
- 02** Meeting PID requirements
- 03** Your most frequently asked questions
- 04** Next steps



A purple-tinted photograph of a narrow European street. In the center, a white FedEx delivery van is parked, facing away from the camera. The van has the 'FedEx' logo in blue and red on its rear door, and 'fedex.com' and the license plate 'GG-FX 2003' are visible below. Pedestrians are walking on the cobblestone street. On the left, there are historic buildings with half-timbered upper floors and a tree with autumn leaves. On the right, there are more historic buildings and a display of colorful items, possibly a market stall. The overall scene is a quiet street in a historic town.

# Before we begin

All materials are **for information only**  
and accurate to the best of our knowledge  
as of **September 18, 2026**.

Recapping  
the changes  
so far



# The EU's customs reforms help ensure fairness, safety, and sustainability in e-commerce.

5.9bn

small packages were imported  
into the EU in 2025

**Up 26% from the previous year**

60%

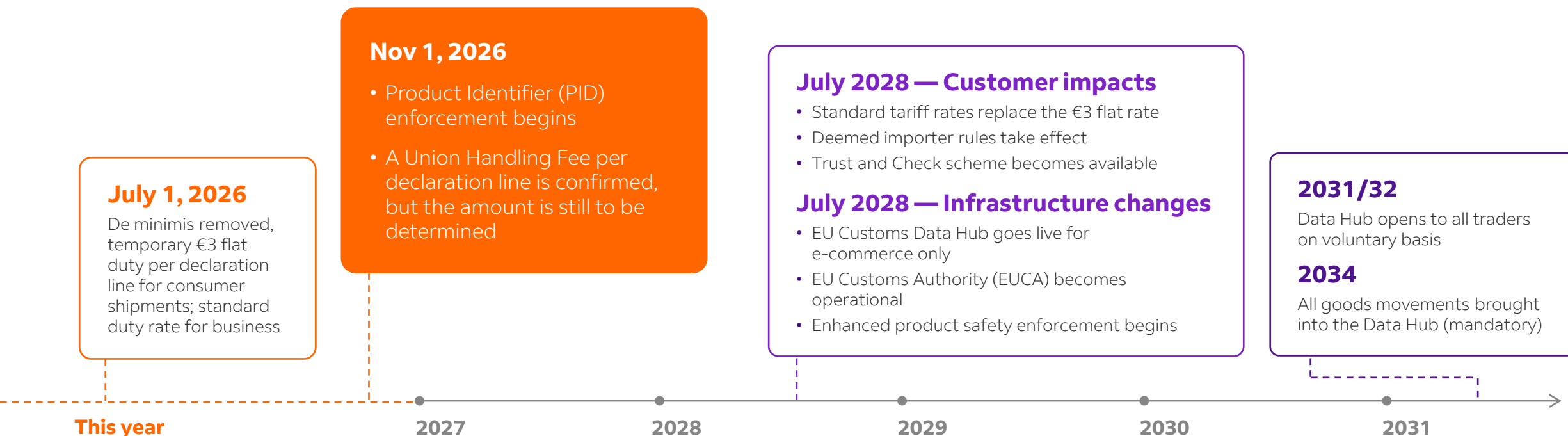
of inspected products failed  
EU standards in 2025

27

separate national customs  
administrations created  
fragmentation

**Risking inconsistent  
enforcement and fraud**

# Most reforms will be rolled out starting in 2028, but there are immediate changes to be aware of.



These dates are subject to change, as the EU continues to plan and refine its timeline. This information is accurate as of October 5, 2026 and is subject to change.

# Meeting PID requirements



Starting **November 1**,  
PIDs will be mandatory  
for all B2C shipments to  
any of the 27 EU member  
states, regardless of value.

This applies to shipments sold to consumers  
who **aren't** VAT-registered—not shipments  
to VAT-registered recipients.

If shipments don't have  
complete, accurate identifiers,  
**they can be stopped  
at the border, held,  
or even sent back to you.**

# There are three PIDs. *You must enter a response for all three.*

## Merchant PID

### **M-PID — Mandatory**

#### **What it is:**

Your own SKU or product code used to identify the product in your catalogue.

#### **Forms it might take:**

SKU (Stock Keeping Unit), item code, or product code.

#### **Where to find it:**

- In the merchant's ERP or inventory system
- E-commerce or marketplace system

## Non-Standardized Manufacturer PID

### **NS-PID — Mandatory**

#### **What it is:**

The model, part or style number assigned by the manufacturer.

#### **Forms it might take:**

Factory model or part number, proprietary series code, or supplier product.

#### **Where to find it:**

- On product label or packaging
- In supplier catalogs or product datasheets
- Provided by distributor or wholesaler if applicable

## Standardized Manufacturer PID

### **S-PID — Mandatory if it exists**

#### **What it is:**

A globally recognized identifier such as a GTIN, EAN, UPC or ISBN, where available.

#### **Forms it might take:**

Barcodes, ISBN, EAN, or GTIN. This code is the same for every retailer selling the exact product.

#### **Where to find it:**

- On or under the barcode
- In a GS1 registry/barcode database
- In retailer listing information on marketplaces

 **If this does not exist for your product, enter the word "No" in the field.**

# Here are the new PID fields to include on your B2C Commercial Invoice or packing list.

## New Requirements: Product Identifiers

| Line Item | Description                         | HS Code    | Country of Origin | Color | Size   | Merchant PID (M-PID) | Non-Standardized Manufacturer PID (NS-PID) | Standardized Manufacturer PID (S-PID) | Quantity | Value (\$) USD | Total Value (\$) USD |
|-----------|-------------------------------------|------------|-------------------|-------|--------|----------------------|--------------------------------------------|---------------------------------------|----------|----------------|----------------------|
| 1         | Women's 100% Cotton T-Shirt         | 6109100011 | US                | Navy  | Large  | 123456               | SH123456                                   | GTIN 000000006                        | 1        | 5              | 5                    |
| 2         | Women's 100% Cotton T-Shirt         | 6109100011 | US                | Navy  | Medium | 123457               | SH123457                                   | GTIN 000000007                        | 10       | 5              | 50                   |
| 3         | Women's 100% Cotton T-Shirt         | 6109100011 | US                | White | Large  | 123458               | SH123458                                   | EAN 1200000008                        | 1        | 5              | 5                    |
| 4         | Women's 100% Cotton T-Shirt         | 6109100011 | US                | White | Medium | 123459               | SH123459                                   | EAN 000000009                         | 1        | 5              | 5                    |
| 5         | Women's 100% Man Made Fiber T-Shirt | 6109909010 | US                | Red   | Small  | 123450               | SH123450                                   | NO                                    | 1        | 5              | 5                    |
| 6         | Women's 100% Man Made Fiber T-Shirt | 6109909010 | US                | Red   | Medium | 123451               | SH123451                                   | NO                                    | 1        | 5              | 5                    |

**Total 75.00 USD**

*Excluded from the regulation:* B2B and C2C shipments; shipments that aren't tied to a sale.



# If you use FedEx Ship Manager<sup>®</sup> at fedex.com

- You'll see a new field for each PID.
- Enter each in the accepted format.

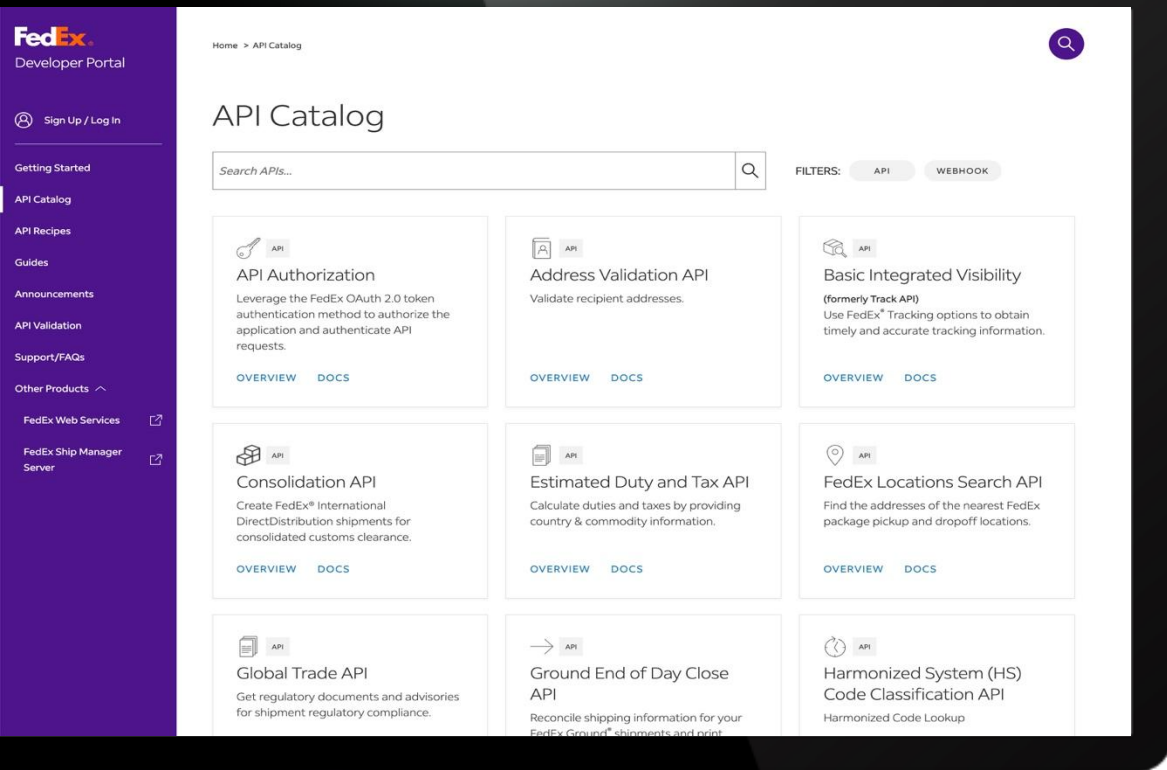
**Merchant Product Identifier (M-PID)**

**Non-Standardized Manufacturer Product Identifier (NS-PID)**

**Standardized Manufacturer Product Identifier (S-PID)**

DO NOT LEAVE THIS BLANK. If it does not exist, you must write "No" in the field.

These fields will be mandatory for B2C shipments starting October 26.



## If you use FedEx API

Please ensure your systems are ready to provide the required information.

See the FedEx API Developer Portal:

<https://developer.fedex.com/wirc/browser/#/en-nl/catalog/regulatory/docs>

Ship API and Regulatory API are already ready to support PID requirements. PIDs will become mandatory in Ship API for select customers starting October 26.

# Shipping with FedEx Ship Manager® at fedex.com or Ship API?\*

Starting October 26, PIDs will become mandatory for applicable shipments. Whether the PID fields are required depends on one key piece of information: **the recipient's VAT number.**

## **B2C** **No VAT number entered**

Recipient TAX ID field **empty**

If the recipient has no VAT number in the Tax ID field, the shipment is treated as a B2C transaction—a consumer sale. All three PID fields must be filled out.

## **B2B** **VAT number entered**

Recipient TAX ID field **filled**

If the recipient's VAT number is entered in the Tax ID field, the shipment is treated as a B2B transaction—a business sale. Product identifiers are not required.

\*Select FedEx Ship API customers will be required to provide PIDs



**If you use**

FedEx Ship Manager® Software

FedEx Ship Manager® Server

FedEx® Unified Specification  
Exchange (FUSE)

---

You'll be able to input PIDs in March 2027.

Until then:

- Add the required PIDs to your Commercial Invoice or other shipping documents, like packing lists.
- Upload these documents with your shipment.

**We strongly recommend moving to FedEx Ship Manager at [fedex.com](https://fedex.com) or FedEx API to submit PID data electronically.**



**If you use**

## FedEx Web Services

---

- FedEx Web Services is no longer being updated or developed.
- We recommend moving to FedEx API. Make sure your internal processes can support the new mandatory PID requirements.

**If you continue using Web Services after November 1, please include the required PIDs on your Commercial Invoice or other shipping documents.**



**If you work with a**  
**Third party**

---

Please contact them to confirm that your shipping process can support the required PID information.

Next steps



# Your next steps

## 01

### Start now

Confirm which EU recipients are not VAT-registered.

- Start entering the required PID data for those shipments now.
- Use this time to make sure your PID data is being entered correctly.

## 02

### Be ready before November 1, 2026

- Make sure PIDs are captured in your shipping process.
- If you use FedEx Ship Manager® at [fedex.com](https://fedex.com) or FedEx Ship API or Regulatory API, include PID data in the automation—not just on the Commercial Invoice.

## 03

### Know where to get help

- Contact your sales representative with questions.
- Keep an eye out for any additional implementation guidance as November 1 approaches.

# Why should you start inputting PIDs now?

**01**

To make sure you're doing it correctly

Starting now gives you time to find and fix problems.

**02**

To get help from the experts

Our team is reviewing PID data now and can help identify issues before enforcement begins.

**03**

Because your pre-November shipments could still be affected

Shipments sent before November 1 may still need PIDs if they enter the EU on or after that date. Also, if you use FedEx automation software, PIDs will be required for shipments starting October 26.

# Common PID mistakes

## Putting PID details only on the Commercial Invoice

If your API or ship manager supports PID fields, *enter the information there*.

## Leaving any PID field blank

You must complete each of the three fields. If an item doesn't have an S-PID, enter "No."

## Combining multiple PIDs in one field

Enter each PID separately in its designated field.

## Not including the correct abbreviation

Identify what each number represents, include the abbreviation, and use the correct field order—M-PID, NS-PID, S-PID

## Providing information that doesn't match your product records

Make sure PID data matches the information on your website and in your product database.

## Providing PIDs for only one product variant

Every separately listed variant (such as color or size), needs its own PID information.

# Your data checklist

## Include this data in:

- Your Commercial Invoice
- Supporting shipping documents
- Automation tools

## It helps us:

- Apply the right customs treatment
- Avoid clearance delays
- Bill the right party



### **Recipient VAT number**

To verify if the recipient is VAT-registered and determine if the €3 (\$3.49) duty applies.



### **IOSS number, holder name, and address** (if applicable)

So customs authorities can identify the owner and apply the right VAT treatment.



### **Shipper *and* recipient e-mail and contact details**

Allows us to contact the right party for duty and tax payment or missing information.



### **Product Identifiers (NEW)**

Mandatory for all shipments sold to non-VAT-registered recipients in EU destinations regardless of value, starting November 1.



**Remember! Missing or inaccurate PIDs will result in customs delays or shipment returns!**



### **Air Waybill (AWB) number as payment reference**

Helps us allocate your payments accurately and avoid payment processing delays.

# Your most frequently asked questions



# 01 Get to know the basics

## How does the EU Commission define B2C goods?

EU de minimis defines B2C goods as those where the recipient is not VAT-registered in the country of destination. This is technically known as a distance sale.

## What is a distance sale?

A distance sale occurs when goods are shipped from outside the EU directly to a customer in an EU member state which is not VAT-registered in the destination country, with the seller or platform arranging or facilitating the transport.

### **The key criteria are simple:**

The transaction (payment) and the delivery are both handled through the selling platform (e.g. an online marketplace or e-commerce store).





## 02 Types of shipments that need PIDs

What type of shipments are in scope for the PID regulation?

PIDs must be provided for each product imported into the EU in a B2C shipment, regardless of value. B2B shipments are exempt.

Are product identifiers needed for C2C shipments such as documents and gifts?

C2C shipments do not fall under the scope of product identifiers.

## 03 The three PIDs

What are the different PIDs and can I use the abbreviated version of the PID names?

There are three different PIDs, each with its own name and approved abbreviation:

### **Merchant Product Identifier (M-PID)**

**Mandatory:** Your own SKU or product code used to identify the product in your catalogue.

### **Non-Standardized Manufacturer Product Identifier (NS-PID)**

**Mandatory:** The model, part or style number assigned by the manufacturer.

### **Standardized Manufacturer Product Identifier (S-PID)**

**Mandatory if it exists:** A globally recognized identifier such as a GTIN, EAN, UPC or ISBN, where available. If an S-PID is non-existent, then state "No".



More  
resources



# Easy-to-follow PID guidance for a smooth transition

## **FedEx Ship Manager®**

Access the full practical guide on how to correctly complete the required PID fields here:

[https://www.fedex.com/content/dam/fedex/eu-europe/downloads/FedEx\\_Ship\\_Manager\\_Guide.pdf](https://www.fedex.com/content/dam/fedex/eu-europe/downloads/FedEx_Ship_Manager_Guide.pdf)

## **FedEx API:**

Set up the Regulatory API for per-product regulatory compliance data at the Developer Portal page:

<https://developer.fedex.com/wirc/browser/#/en-nl/catalog/regulatory/docs>



# Thank you

**Visit our international tariffs page** for the latest updates and guidance on customs regulations.

<https://www.fedex.com/en-us/shipping/international/us-tariffs-impact.html>

**Keep up with shipping news** and be sure to sign up for regulatory alerts.

<https://www.fedex.com/en-us/regulatory-news.html>

