



Sell more across the United Kingdom

Start shipping orders from ShipBob's latest international fulfillment center in Manchester, England.



Why ShipBob UK



Grow your ecommerce sales in the UK

The United Kingdom — England, Scotland, Wales, and Northern Ireland — is arguably the most advanced ecommerce market in Europe:

- There are [over 45 million digital shoppers](#) representing more than 80% of the UK population.
- In 2019, total ecommerce revenue exceeded [£693 billion](#) in the UK.
- From 2019 to 2020, B2C ecommerce grew by over [34%](#), and is projected to grow at an annual growth rate of [3.47%](#) from 2021 to 2025.

If you're looking to grow your ecommerce business internationally, selling to UK consumers is a great place to expand, and storing your inventory near them is the best way to do it.



Localize your fulfillment strategy to drive better customer experiences and repeat sales

Whether you're already shipping to the UK or want to get started, shipping orders to the UK from countries outside of the UK is not ideal; It can be costly for your business and detrimental to the customer experience with longer transit times and additional charges or tariffs leading to bad customer experiences, higher cart abandonment, and slower growth in the UK market.

Analysts also expect that Brexit will impact cross-border ecommerce in the UK, projecting a [7.3% decrease](#) in 2021. Working with a local fulfillment provider ensures you're able to offer fast and affordable shipping to all countries in the UK to meet today's consumer expectations and drive repeat business.

From our history through the years with ShipBob, it was a no-brainer to expand into other markets with them. We know they have done their due diligence to meet the ShipBob standard.



Marc Fontanetta,
Director of Operations
[BAKblade](#)

Why ShipBob UK



Partner with ShipBob UK for best-in-class fulfillment services, integrated tech, and guidance

ShipBob's United Kingdom fulfillment center is located in London, England and in very close proximity to the Heathrow Airport and major logistics hubs. The state-of-the-art facility is our first in the United Kingdom, and we plan to add more UK facilities as we scale in 2021.

Like the entire ShipBob fulfillment network, our UK fulfillment center runs on ShipBob's proprietary warehouse management system, standard SLAs, and experienced support team to provide the same level of world-class fulfillment and transparency in our dashboard. Along with customs, duties, and becoming a non-resident importer, ShipBob will walk you through the process of sending freight to our UK fulfillment center and other considerations.



Provide your UK customers with fast and affordable shipping

ShipBob partnered with Royal Mail and DPD carriers, securing discounted shipping rates and fast delivery times. Using Royal Mail and DPD, the average transit time from our UK facility to the majority of the UK is 1-4 business days. We will continue to add more carrier options and shipping destinations later in 2021.



When I found out ShipBob was expanding into Europe, I knew we wanted to expand our physical footprint with them. This would offer us the ability to reduce taxes and tariffs that come with international shipping.



Nikolai Paloni,
Co-founder of
[Ombraz Sunglasses](#)



✓ CHECKLIST

Ecommerce Success in the United Kingdom

Expanding into new markets may seem like a daunting task. With ShipBob's expertise and global fulfillment solution, it's easy to start selling and shipping within the United Kingdom. Just follow a few simple steps to get started!

✓ Confirm your products can be sold and shipped to the UK market

While product restrictions are largely the same across US and UK markets, you should always ensure that your products can be sold and shipped within the United Kingdom.

To check, visit [Royal Mail guidelines](#) for more information.

✓ Complete business requirements to sell in the UK

To sell within the UK, you need unique VAT and/or EORI registration numbers.

✓ Request access in the ShipBob dashboard

To activate the fulfillment center within the ShipBob dashboard, [simply request access in-app \(on the Locations page\)](#).

You should also review pricing and shipping zones with your direct ShipBob contact, or reach out to support@shipbob.com.

✓ Secure a freight partner to get inventory into the UK

If you don't already have a freight partner that can ship your goods into the UK, you'll need one.

Finding the right partner is important because it gives you the peace of mind that your goods will enter the UK, as a freight forwarder will help manage and transport your shipment from you or your manufacturer to our UK facility.

✓ Send inventory to ShipBob

If you're sending inventory from your manufacturer or elsewhere, simply follow instructions for our [standard WRO process](#).

If you're a current ShipBob customer and want to transfer inventory from another ShipBob fulfillment center, you can work with your ShipBob contact or email support@shipbob.com to set up an [internal transfer](#).

✓ Start shipping orders!

Once our UK fulfillment center receives your inventory, please allow the standard 5 business day receiving SLA before we fulfill your first order.

All order information will be found on the same pages in your ShipBob dashboard.

✓ Optimize your UK ecommerce strategy

Tell your UK customers that you'll be fulfilling locally. Reduce cart abandonment previously attributed to the perceived pains of international shipping like expensive shipping, long delivery times, and having to pay customs and other import duties.

Update your checkout to show local rates and estimated delivery times, and make sure your UK store is in local currency (GBP). Mitigate consumer confusion and increase conversion by making sure product pricing and shipping rates in your UK store are shown in local currency.

Frequently Asked Questions

? How can I contact somebody to learn more or get started?

To request a meeting with a ShipBob fulfillment expert, visit [this page](#) and complete the "Request Access" form, and we'll get in touch shortly. If you're a current client, you can also reach out to your primary ShipBob contact or support@shipbob.com for more information.

? How does Brexit impact selling within the UK?

While the full [impact of Brexit](#) is still unfolding, we do know that the changes will result in net new regulations, customs, and duties and will require merchants to set up unique VAT and EORI registrations for the UK. Furthermore, Brexit may negatively impact cross-border time in transit to the UK. Analysts expect that due to Brexit changes in 2021, cross-border ecommerce in the UK [will decline](#) year over year. This is why it is important to adopt a UK-specific ecommerce fulfillment strategy.

? Do I need a VAT and/or EORI to fulfill in the UK?

Yes, both a local UK VAT and/or EORI is required to sell and fulfill from the United Kingdom. If you do not have this set up today, you can learn more [here](#) and [here](#).

? Which carriers will ShipBob use in the UK?

We are starting with Royal Mail and DPD. For Royal Mail, we will leverage their premium, fully tracked services. We will add more carriers throughout 2021 and beyond.

? What shipping options are available in the UK?

ShipBob is offering both standard and expedited services for UK to UK shipments.

? What is the average time in transit?

The average transit time within the United Kingdom is 1-4 business days. Standard is typically 2-4 business days and expedited is 1-2 business days.



Frequently Asked Questions

? Can I ship from the UK fulfillment center to the EU (or anywhere outside of the UK)?

Our UK fulfillment center will only fulfill orders that are shipped within the UK. We recommend using our Ireland-based fulfillment center in the EU to ship orders to EU locations. We also plan to support shipping to EU-based locations from our UK fulfillment center later in 2021.

? What is the pricing for UK fulfillment?

Pricing is calculated the same way across all fulfillment centers, according to [standard ShipBob pricing](#). If you're a current ShipBob customer, reach out to your ShipBob contact to review your pricing for the UK location.

If you're not a current ShipBob customer, you can [request a quote](#) and work with one of our fulfillment experts to build out a pricing plan based on your unique needs.

? What are the standard operations at the UK fulfillment center?

We are committed to consistency across all of our fulfillment centers globally. All of ShipBob's fulfillment centers adhere to the same [standard operating procedures](#).

? Is B2B and wholesale fulfillment supported at the UK fulfillment center?

Yes, our UK fulfillment center shares the same capabilities as our other fulfillment center locations. While we still primarily fulfill DTC orders, if you need help with small batches of B2B orders, we will support B2B at the new location but do not support EDI at this time.

? Are returns supported at the UK fulfillment center?

Yes, our UK fulfillment center will process returns for orders that originated from that facility and return labels generated from within the UK. Customers can purchase return labels directly from ShipBob.

