

Sending goods to the European Union

EFFECTIVE 1 NOV 2026

Product identifier requirements for all 27 EU Member States. What you need to know ahead of 1 November 2026

Quick check: does the new requirement apply?

- ✓ No change for gifts of any value.
- ✓ No change for letters or documents.
- ! A product identifier is required for other goods, including sales, returns and other item categories.

What is a product identifier?

The EU requires product information to be included with customs data for impacted goods.

M-PID

Merchant Product Identifier

Usually your product SKU, assigned by the seller, marketplace, platform or business.

NS-PID

Additional product identifier

An additional identifier or SKU that can describe product specifics such as colour or traceability information.

What you need to do

Sending at a Post Office

- ✓ Continue to lodge as usual.
- ✓ There is no change to the over-the-counter sending experience for EU sending.

You will not be asked to enter the new product identifier fields.

Using a business platform

- i Enter your product identifier/SKU in the new **mandatory** SKU field.
- i Applies to MyPost Business, Parcel Send, eParcel and API Direct Integrators.

API Direct Integrators should prepare for a breaking change. Testbed available 22 October 2026.

EU-wide handling fee

A new EU-wide handling fee of EUR 2 is planned from 1 November 2026. This fee will apply across all 27 EU Member States in addition to VAT and the EUR 3 duty. This EUR 2 handling fee will apply per item, not per parcel, and will be calculated and applied based on the Country of Origin and the HS code of the item, similar to the EUR 3 duty.

Before you send

Make sure each product has a clear SKU and your customs information is complete and accurate.