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Customer Order Shipping Requirements

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Key Points:

- Three shipping options available: Seller Shipping (Logistics Service Provider chosen by seller), TikTok Shipping (use Logistics Service Provider listed by TikTok Shop), and Fulfilled by TikTok (FBT) where TikTok handles all fulfillment)
- Sellers must adhere to the Service Level Agreements (SLA) in the [Fulfillment Policy](#) to avoid late dispatch, auto-cancellation, or late deliveries
- Sellers must provide adequate protection, use proper packaging materials, and comply with LSP guidelines for certain items
- Prohibited shipping behaviors include shipping empty packages, incorrect products, unpaid postage, or counterfeit labels

Overview

The **Customer Order Shipping Requirements** covers shipping requirements for sellers on TikTok Shop, starting from the time orders are created until they are delivered to customers. These requirements apply to all sellers selling physical products in the US. Sellers must comply with this document and the [Fulfillment Policy](#) when fulfilling physical products on our platform.

Virtual goods are exempt from these shipping requirements and must instead meet the fulfillment requirements in our [Virtual Goods Requirements](#).

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- **Seller Shipping:** Sellers choose their own Logistics Service Provider (LSP) to ship orders as long as they are supported by TikTok Shop as mentioned in [Seller Shipping: Overview and Services](#). This option may only be available to select sellers.
- **TikTok Shipping:** Sellers choose a Logistics Service Provider (LSP) listed by TikTok Shop in Seller Center to ship orders. Learn more in the [TikTok Shipping: Overview](#).
- **Fulfilled by TikTok (FBT):** TikTok warehouses handle the storing, picking, packing, and shipping of orders, as outlined in the [Fulfilled by TikTok \(FBT\)](#) article.

It is important to note that sellers are subject to different responsibilities when selecting Seller Shipping, TikTok Shipping, or Fulfilled by TikTok options.

Shipping Process

Below are the steps and requirements involved in shipping an order on TikTok Shop. Sellers must also refer to the [Fulfillment Policy](#) to adhere to the mentioned Service Level Agreements (SLA) to avoid late dispatch, auto-cancellation of orders, or late deliveries.



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As soon as an order payment is confirmed, the status of the order changes to **Awaiting Shipment**. Sellers must review the order and check if the ordered products are available to be shipped to customers.

Sellers are recommended to print or download the packing list from Seller Center for each order to ensure the correct products are picked from the storage or warehouse location and ready to be shipped.

If sellers are unable to fulfill an order, they must cancel it after the **Pending** period but before the order status changes to **In Transit**. For more information, refer to our [Customer Order Cancellation, Return, and Refund Policy](#).

*TIP: Sellers using TikTok Shipping should print only the packing list while preparing the order. Do not print the shipping label unless you are ready to hand the package to the carrier immediately. Printing the label too early lengthens the gap between **Awaiting Collection** and **In Transit** and increases risk of customer complaints and enforcement at shop or product-level.*

Packing

Sellers must comply with all applicable laws and regulations related to product packaging materials. Sellers must also comply with any additional obligations required by their Logistics Service Provider (LSP) to ensure that the proper packaging is used for specific products.

Product Packaging

- Sellers must provide enough protection to the product to avoid the risk of damage during shipping.
- Sellers must choose the right size and type of packaging for their products.
- Sellers must only ship products that are permitted by their LSP.
- Sellers must check the LSP's latest terms, conditions, and policies to confirm that the product can be shipped.
- Sellers may use third-party fulfillment providers to pack and ship their items, provided they

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- Sellers must not include any products or content other than what is included with the ordered product, intended to draw or incentivize positive reviews from a customer.
- Sellers must not include unauthorized marketing or promotional materials, such as pamphlets, display materials, or other irrelevant material.
- In the case of special packaging requirements for liquids and sharp items (such as cutlery, breakables, fragile, perishables, textiles, hazardous materials, batteries, etc.), sellers must follow the instructions of their LSP.
- Sellers must use proper packaging and insulation to maintain optimal temperatures during shipping.
- Packages containing perishable goods must be clearly labeled to indicate their contents and handling instructions.
- If any products require special handling, sellers are advised to notify their LSP before shipping.

Carton Packaging

- Sellers must pack their products in cartons if their preferred alternative packing option provides lesser protection, or when ordered by their LSP.
- Sellers may use third-party fulfillment providers to pack and ship their items, provided they maintain ownership of the inventory.
- Sellers must not purchase products from another online retailer and have the order shipped directly to a TikTok Shop customer.
- Sellers must ensure that the cartons and packing materials (such as dunnage or void fill) used are offering sufficient protection for the products while in transit. The use of inappropriate packaging materials may result in customer rejections and chargebacks.
- Sellers must choose a carton size that ensures minimal space is left over after products are placed inside it.
- Sellers can also maximize space by packing multiple units in a single carton whenever

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- Sellers may not use loose-fill of any kind, such as Styrofoam peanuts or shredded paper as dunnage.
- Sellers are instead recommended to use large-sized dunnage, such as air pillows, whole sheets of paper, sheet foam, or bubble wrap.
- Sellers may not bundle multiple cartons together using bagging, elastic, tape, or extra straps.
- Sellers must avoid using large staple pins or nylon fiber-based tapes as they are a potential safety hazard.

All after-sale concerns raised by customers due to missing products, products damaged, packages damaged, defective products, wrong products, etc., will be resolved according to the [Requirements for Aftersales Dispute Escalations](#).

Adding and Verifying the Tracking Information

For all shipping types, sellers must ensure that valid tracking is assigned to orders within the dispatch SLA, as outlined in the [Fulfillment Policy](#).

Seller Shipping

For the shipping type Seller Shipping, sellers must add the order's tracking ID, Shipping Provider, and Shipping Service information. The order's tracking ID must also match with information on the shipping label applied to the respective package.

Sellers must enter tracking information carefully. If a mistake is made, sellers are able to make a one-time edit and should try to correct it before seeking help from customer service.

To add tracking IDs for orders, select **Add tracking info** for each order listed under the **To ship** tab on the **Manage Orders** page. Providing incorrect tracking information may result in late dispatch and order cancellations.

TikTok Shipping

For the shipping type TikTok Shipping, sellers do not have to add the tracking information for each order. They must select the **Amazon Shipping** option under each order listed under the **To ship**

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NOTE: Sellers are expected to add tracking information to an order **ONLY** immediately before or after the orders handed over to carriers or Logistics Service Providers (LSP). Even if the Dispatch SLA is met, an unusually long delay between **Awaiting Collection** and **In Transit** increases risk of customer complaints and enforcement at shop or product-level.

Shipping Label Application

All packages must have a shipping label securely affixed that includes the following information:

1. The customer's name and full postal address (including zip code or postal code)
2. The customer's order number
3. The address to be used for returns (as entered in **Return Warehouse** section in **Account Settings** in Seller Center)

When preparing the labels, sellers must meet the following requirements:

- Shipping labels or barcodes provided by LSP must be applied firmly on the package.
- Shipping labels must not include hyperlinks, QR codes, contact information from other platforms, or information irrelevant to the order.
- Every package must have the correct labeling. LSPs may dispose of or liquidate mislabeled packages if the customer's information is unknown. They may also re-label a product at the seller's expense.
- It is the customers' responsibility to ensure that the order delivery information is accurate and complete.
 - If any shipping issue arises due to the customer's incorrect or incomplete address, the customer will bear the consequences (such as delivery failure).

Handing Over of Package to Logistics Service Providers (LSP)

Once the LSP has scanned and accepted the package, the order status will update from **Awaiting Collection** to **In Transit**. Sellers are required to work with their LSP to process the order as soon

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Based on these delays, TikTok Shop may initiate enforcement actions at the product or shop level. To learn more, refer to our [Metric Calculation Period and Targets](#) in the Fulfillment Policy.

NOTE: For **Seller Shipping**, sellers are responsible for providing accurate dispatch information. If the carrier, or partner carrier, fails to provide timely and accurate information regarding the order's actual status, (whether due to zone skipping or any other cause), the seller is responsible for the delays and failure to adhere to the SLA set out in the Fulfillment Policy.

For **TikTok Shipping**, sellers can either drop off packages or request a pickup from the LSP.

- If sellers choose the **Drop-Off** option when completing the **Arrange Shipment** step, they must drop off the package at the selected location.
- If sellers choose the **Pickup** option when completing the **Arrange Shipment** step, the LSP will be notified to collect the package within 48 hours.

Checking Delivery Status

Sellers must pay close attention to all shipping processes and the final status of dispatched packages.

An order's status will be updated to **Delivered** once the LSP makes the final delivery scan and updates the final status.

Final Order Status

- For shipping type **Seller Shipping**, TikTok Shop will use logistics data provided by a third-party company to verify order statuses. This information will be used to automatically update the order status to **Delivered**.
- For shipping type **TikTok Shipping**, the Seller Center order status will automatically update to **Delivered** after LSP confirms the delivery of the shipment.

Delivery Timeline

If an order is not delivered within the [deliver-by SLA](#), it will be considered a **delayed delivery**.

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To learn more, refer to our [On-Time Delivery Rate Requirements](#).

Auto-Cancellation of Delayed Orders

Orders that do not meet the [auto-cancellation SLA](#) will be automatically canceled by TikTok Shop, as stated in the Fulfillment Policy.

Sellers are required to comply with our fulfillment requirements. If over a period of 30 or more days, a seller has a cancellation rate of 90% or over due to seller-fault reasons (with no delivery), the enforcement action taken for failing to fulfill orders may include, but is not limited to, temporary shop suspension or permanent shop deactivation.

To learn more, refer to our [Seller-Fault Cancellation Rate Requirements](#).

Shipping Costs

Sellers can only include shipping charges that are related to the cost of shipping and handling of the items being delivered, including but not limited to:

- Cost of shipping service
- Costs related to handling, including the cost of packaging materials and insurance
- Cost of delivery confirmation or extra services, such as certificate of mailing, certified mail, etc.
- Any additional fees for handling and packaging

Prohibited Shipping Behaviors

The following is a non-exhaustive list of shipping behaviors that are prohibited on TikTok Shop.

NOTE: *Sellers must not dishonestly or fraudulently change order statuses. We will monitor and audit order statuses and take action against the seller's account if any fraudulent behavior is identified.*

Misuse of Customer Information

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Shop Chat usage policies in the [Customer Service Policy](#).

- Sellers are obligated to keep records of all communications with customers confidential at all times.

Shipping Hazardous or Dangerous Products

- Sellers must not sell or ship any prohibited product or products recalled by manufacturers or governmental, national, or international agencies. They must comply with the [Prohibited Products Policy](#) at all times.
- It is the seller's responsibility to comply with all local laws and regulations. Sellers must abide by their LSP's requirements concerning hazardous goods (or other products with shipping restrictions).

Shipping Postage Fraud

TikTok Shop strictly prohibits Unpaid Postage Orders (UPO) and counterfeit shipping labels. This behavior is not only fraudulent, but it undermines customer trust and the overall customer experience within TikTok Shop.

Sellers that are identified as having UPO or using counterfeit shipping labels will be subject to enforcement actions including, but not limited to:

- Limitations or restrictions on [Seller Shipping](#) (from 90 days up to 365 days)
- Order Volume Limit
- Fund withholding
- Settlement period extension
- Account re-verification
- Shop closure

Fraudulent Shipping Behavior

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- Shipping products that do not comply with the product detail page or order details
- Forging shipping label information such as warehouse addresses, routes, receiver information, and delivery addresses
- Listing products that are fulfilled, bought, and arranged from another retailer or e-commerce marketplace
- Purchasing products from another online retailer and having the order shipped directly to a TikTok Shop customer
- Tracking misrepresentation (for example, invalid shipping tracking numbers, duplicated tracking numbers), and unusually long delays between the **Awaiting Collection** status and the **In Transit** status (for example, no updated logistics information after the tracking ID has been added to the order in Seller Center for more than 2 business days)
- Having a high rate of orders being flagged as potential fraud (for example, a high rate of **Delivered but not received** complaints from customers)
- Orders that have been **In Transit** for an unusually long time without being marked **Delivered** (for example, exceeding 10 calendar days since being updated to **In Transit**)*
- Inconsistency between a customer's delivery address and the logistics route
- Not paying for postage, or declaring incorrect weight and/or dimensions for packages
- Unauthorized or improper use of logistics equipment
- All other inaccurate, misleading, or incomplete shipping information

**For instructions on how to view orders that were flagged for abnormal tracking behavior, please refer to the instructions provided [here](#).*

Sellers who are found engaging in fraudulent shipping behavior will have enforcement actions taken against their account, including but not limited to shop closure, restrictions on shop fulfillment options, or account re-verification, in accordance with our [Seller Terms of Service](#). All after-sale concerns raised by customers due to fraudulent shipping will be resolved according to our [Requirements for Aftersales Dispute Escalations](#).

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raising a ticket in Seller Center.

Force majeure events include, but are not limited to:

- Natural disasters
- Extreme weather events
- Pandemic outbreaks
- Government restrictions
- Other extreme events outside of the seller's control

Enforcement Actions

Sellers who are deemed to have violated these requirements may have enforcement actions taken against them in accordance with our [Seller Terms of Service](#). Sellers should note that repeated offenses will result in stricter enforcement actions.

A non-exhaustive list of the enforcement actions includes the following:

- Removing the products from TikTok Shop
- Removing content
- Formal warning messages
- Setting an Order Volume Limit (OVL) that limits the amount of orders a seller may receive
- Suspension of seller permissions
- Receiving settlements after the standard settlement period
- Temporary or permanent withdrawal of seller benefits
- Temporary or permanent suspension of access to TikTok Shop
- Termination of one's status as a seller
- Limitations or restrictions on [Seller Shipping](#) (from 90 days up to 365 days)

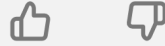
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enforcement actions toward sellers is made at our discretion in accordance with our [Seller Terms of Service](#).

Sellers should note that they are responsible for collecting and preparing all supporting documents that may be required during a case investigation.

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