Marketplace product image rules 2026

Cheat sheet: Amazon, Shopify, Etsy, eBay and Walmart Marketplace main-image requirements at a glance. By BLACKFOX DIGITAL

Marketplace	Image size (px)	Aspect ratio	Main image background	File formats	Max file size	Images allowed	Rejection risks
Amazon	500 to 10,000 px on longest side; over 1,000 px preferred (enables zoom)	*see official guidelines*	Pure white, RGB 255,255,255. Product should fill about 85% of the frame	JPEG (preferred), TIFF, PNG or non-animated GIF	*see official guidelines*	1 required; 6+ images and a video advised	Non-white background, text, logos, watermarks or props on the main image can get the listing suppressed. Images must be clear, with no pixelation
Shopify	Recommended 2,048 x 2,048 px; max 5,000 x 5,000 px (25 megapixels)	No fixed ratio; use one consistent ratio for main images	No background rule; consistent backgrounds and crops look best on collection pages	PNG (best for most), JPEG; also TIFF, BMP, GIF, SVG, HEIC, WebP	Under 20 MB per image	*see official guidelines*	No formal rejection. Inconsistent ratios make collection pages look uneven
Etsy	At least 2,000 px wide and high recommended; first photo at least 635 px	First photo horizontal or square; match later photos to its shape	No white-background rule stated. At least one photo must be unedited	JPG, PNG (not transparent), GIF (not animated), SVG, HEIC	No hard limit stated; compress large files so uploads do not time out	Up to 20 photos and 2 videos	Photos must show the item's true color, condition and scale; edits cannot hide flaws. Transparent PNGs show black. Watermarks are discouraged
eBay	At least 500 px on longest side (at least one photo); 1,600 px recommended	*see official guidelines*	*see official guidelines*	JPEG, PNG, GIF, TIFF and others; see official list	*see official guidelines*	Up to 24 per listing	Not allowed: added borders, text, artwork or marketing material, watermarks of any kind, placeholders carrying a message, stock photos for used or damaged items, photos that do not show the item accurately
Walmart Marketplace	Recommended 2,200 x 2,200 px; at least 1,500 x 1,500 px for zoom	1:1 (square)	Seamless white, RGB 255,255,255 (larger items may show in an expected environment)	JPEG, JPG, PNG or BMP (GIF not permitted)	5 MB or less	4 or more advised	Not allowed on main image: watermarks, seller name or logo, promotional claims, retailer logos, non-English text, props or accessories not included. Also rejected: placeholders, duplicates, AI images that mislead

Notes: "see official guidelines" means we could not confirm a figure; check the marketplace's own seller help. Many size values are recommendations rather than hard acceptance rules. Sizes are pixels (px); "x" means by; "+" means or larger.