# Import TikTok Shop Products to BigCommerce

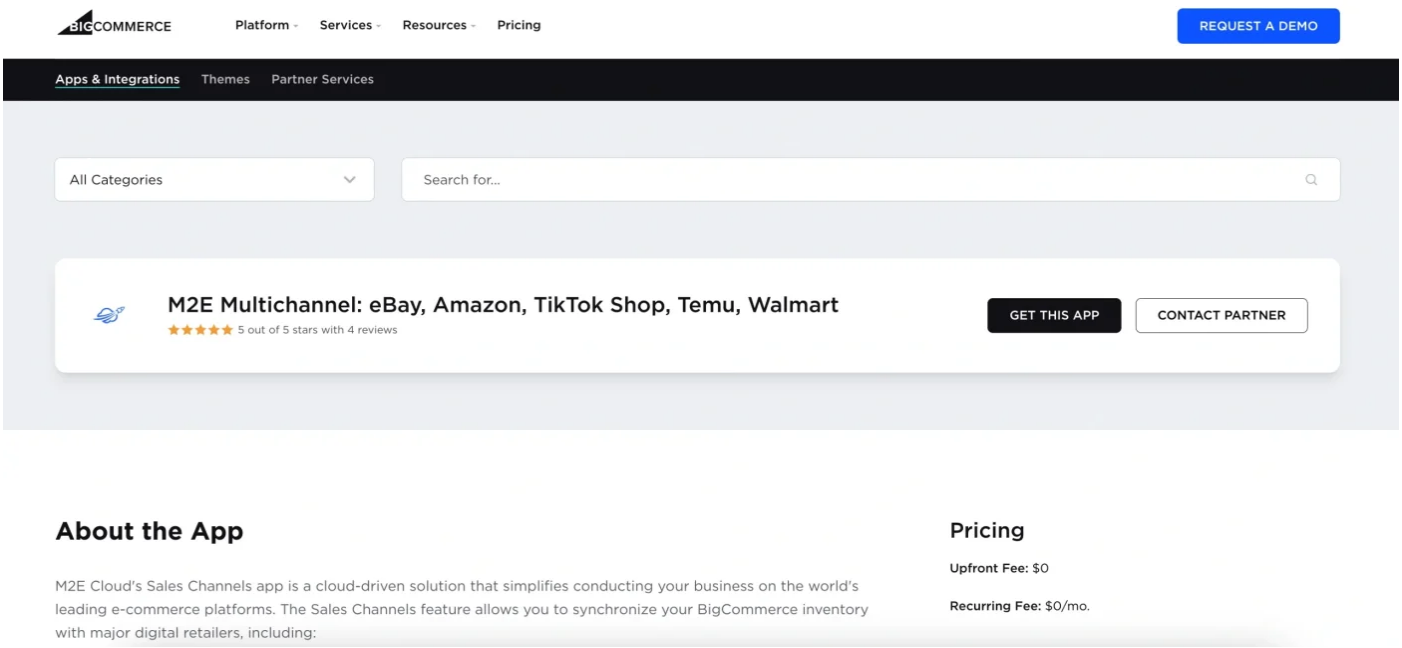
BigCommerce TikTok Shop Integration · https://docs.m2ecloud.com/docs/import-tiktok-shop-products-to-bigcommerce/

Already selling on TikTok Shop? With M2E Multichannel Connect, you can bring your existing listings into BigCommerce in just a few steps – no need to recreate products manually. The app lets you transfer product data, connect catalogs, and sync inventory across both platforms to avoid overselling and reduce repetitive work.

This guide will walk you through the import process.

## Step 1. Install the M2E Multichannel Connect app

Go to the BigCommerce App Store and install M2E Multichannel Connect.

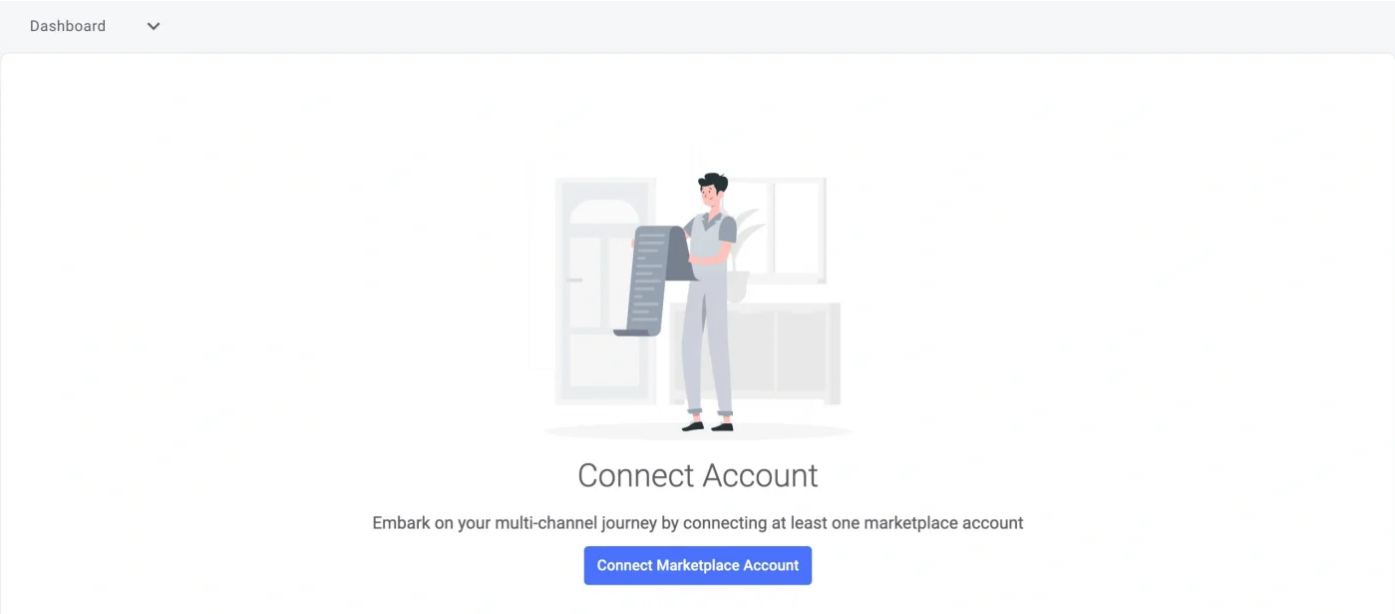



After installation, complete your registration through M2E Accounts – the central service where you'll manage your subscriptions and connected platforms.

## Step 2. Connect your TikTok Shop account

1) Open the M2E Multichannel Connect app from your BigCommerce admin panel.

2) On the *Dashboard* page, click **Connect Marketplace Account**.




3) Select **TikTok Shop** and follow the prompts to authorize access to your seller account.

> ℹ Don't have a TikTok Shop seller account yet? Sign up here to **unlock a 30-day free trial of M2E** and get personalized onboarding.

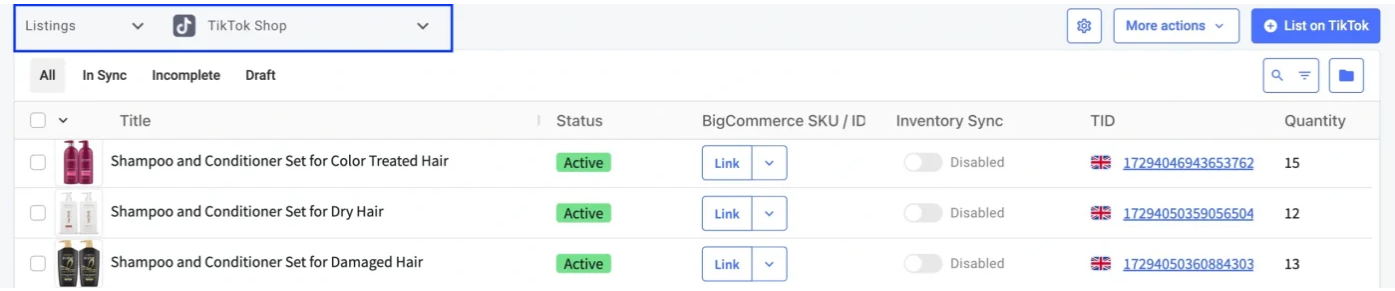
Once connected, your TikTok Shop listings will appear in the M2E Multichannel Connect app.

## Step 3. Import your TikTok Shop listings to BigCommerce

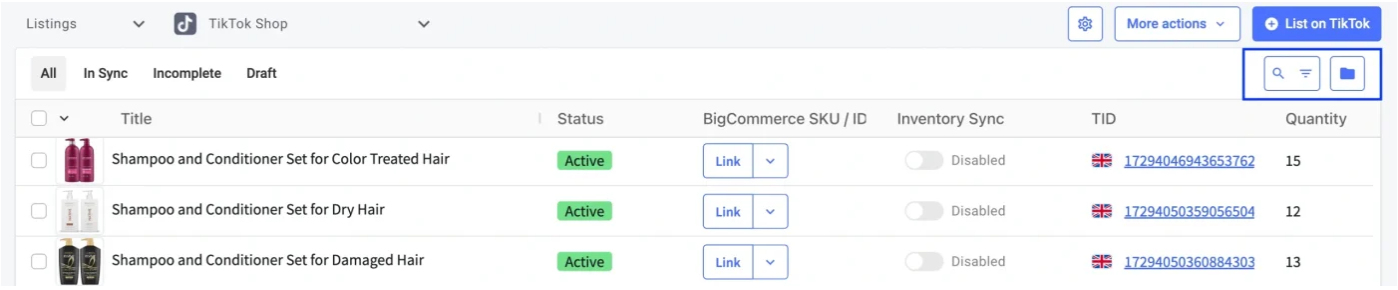
You can import products into your BigCommerce catalog either manually or by using a CSV export/import method.

### Option 1. Create BigCommerce products from TikTok Shop listings

1) Navigate to the *Listings* page and select your TikTok Shop account.

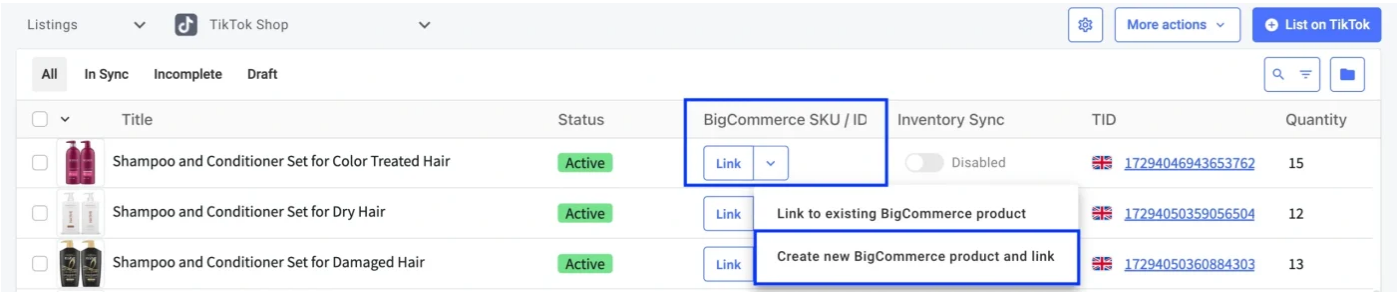



2) Use filters or quick search to locate items you want to import.



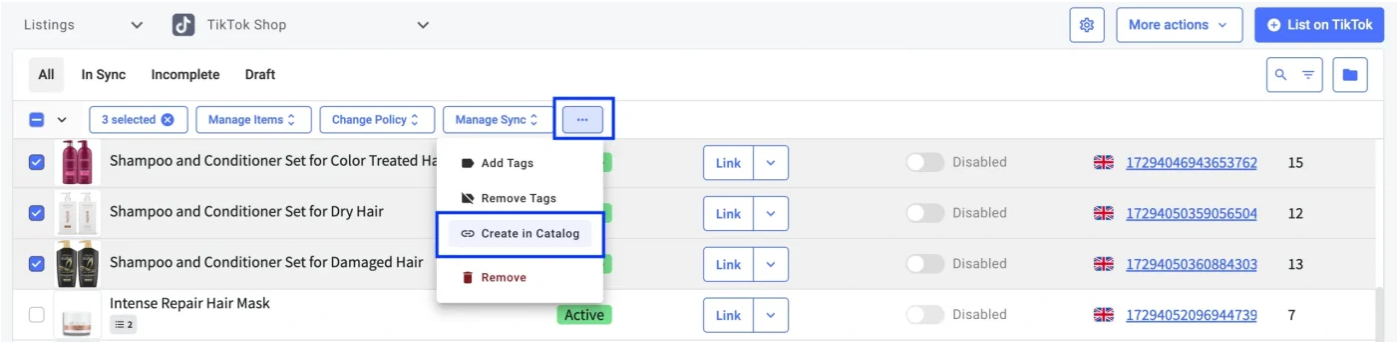

3) To import a single item:

- Click the arrow next to **Link**, then choose **Create product in BigCommerce and link**.




4) To import multiple items:

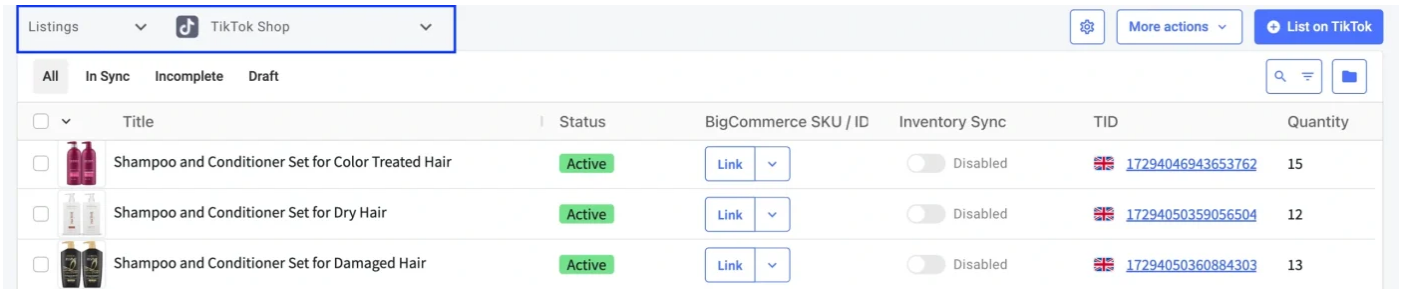
- Select the listings using the checkboxes on the left.
- Click the three-dot menu and choose **Create in Catalog**.



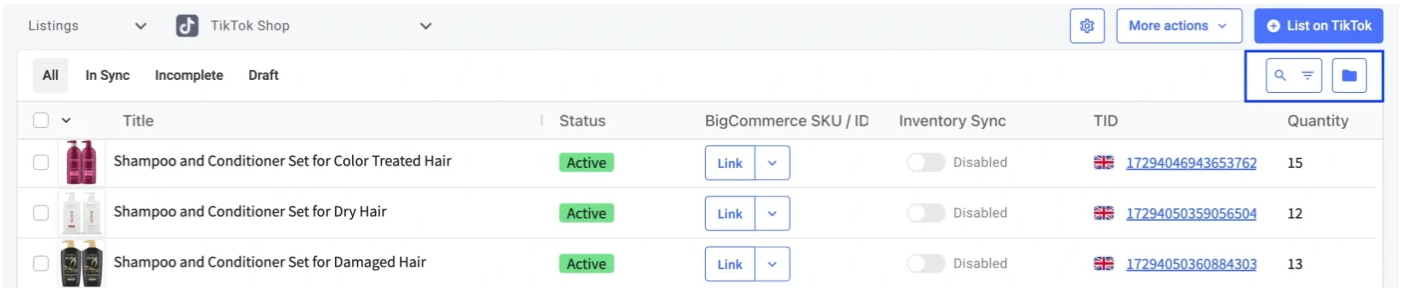

Your TikTok Shop listings will be added to your BigCommerce store.

## Option 2. Import listings via CSV

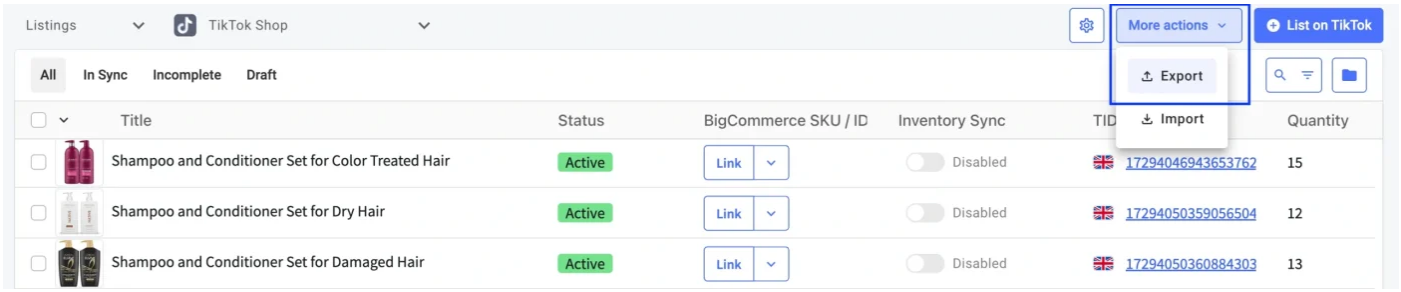
1) On the *Listings* page, select your TikTok Shop account.



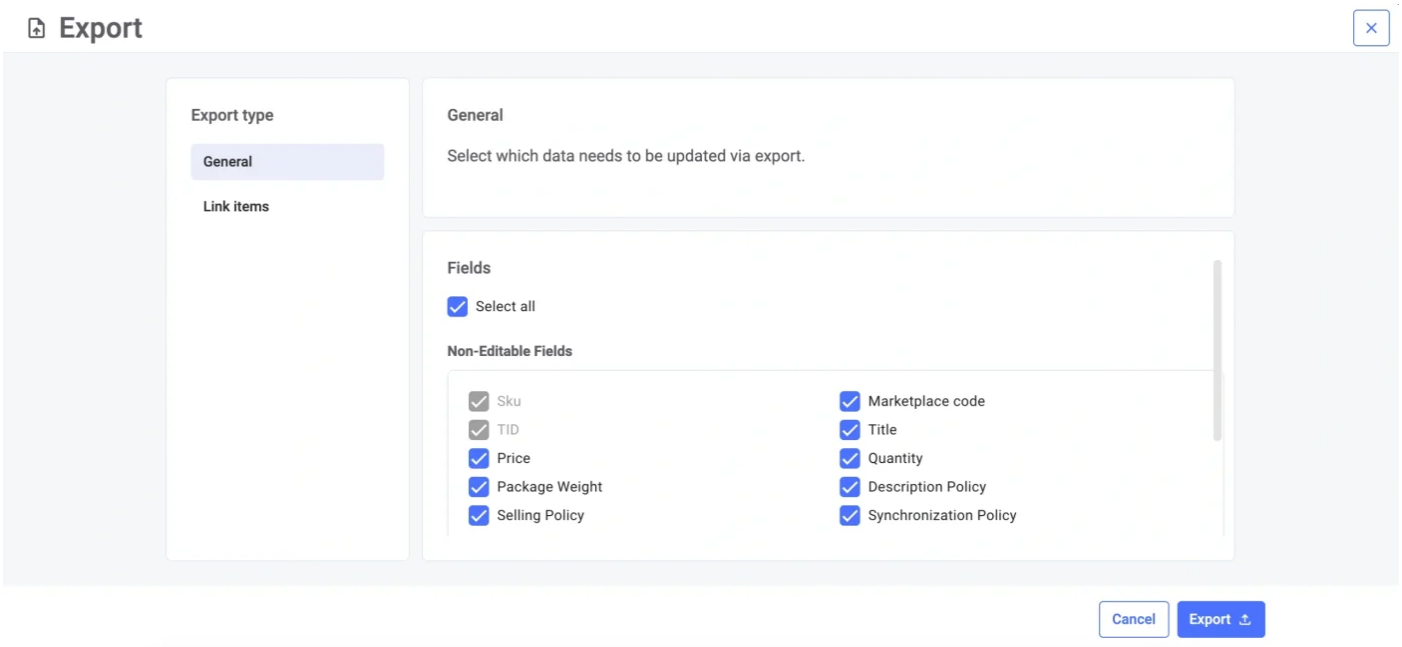

2) Use search and filters to choose the products you'd like to export.




3) Click **More Actions > Export**.

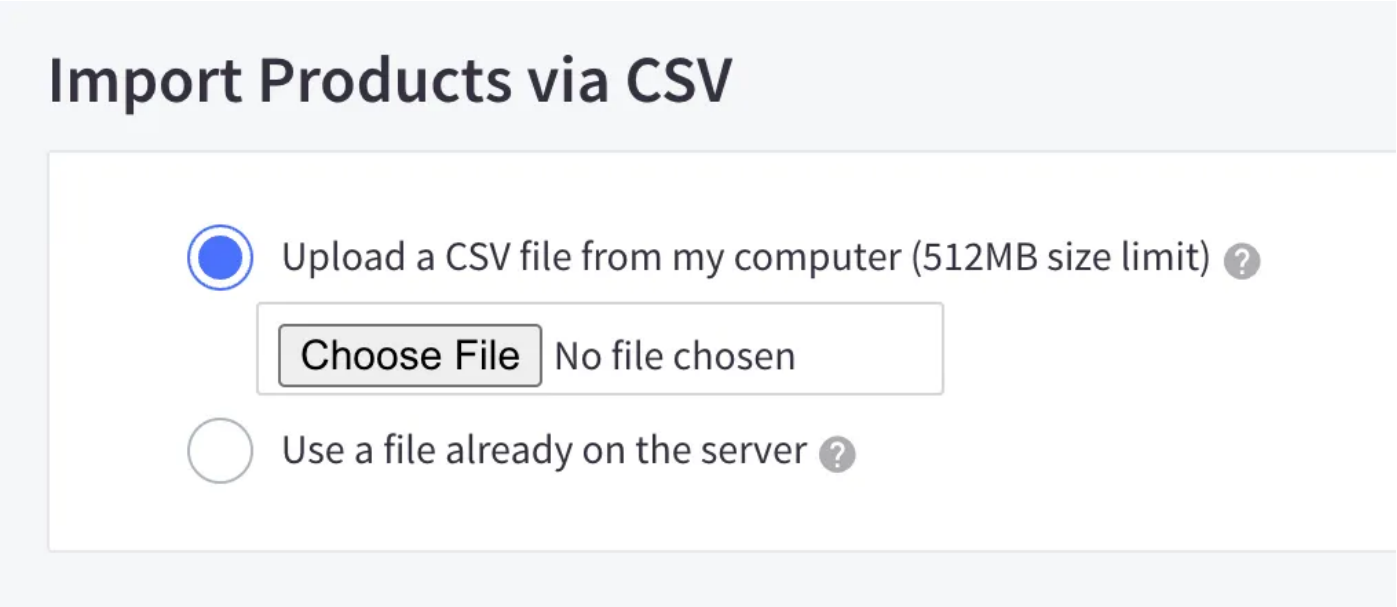



4) In the export pop-up, choose the fields you want to include and confirm the export.




5) Go to **Products > Import** in your BigCommerce admin.

6) Upload the exported CSV file and map the fields under **Link Import Fields**.




After import, you'll see a summary showing the number of successfully added products.

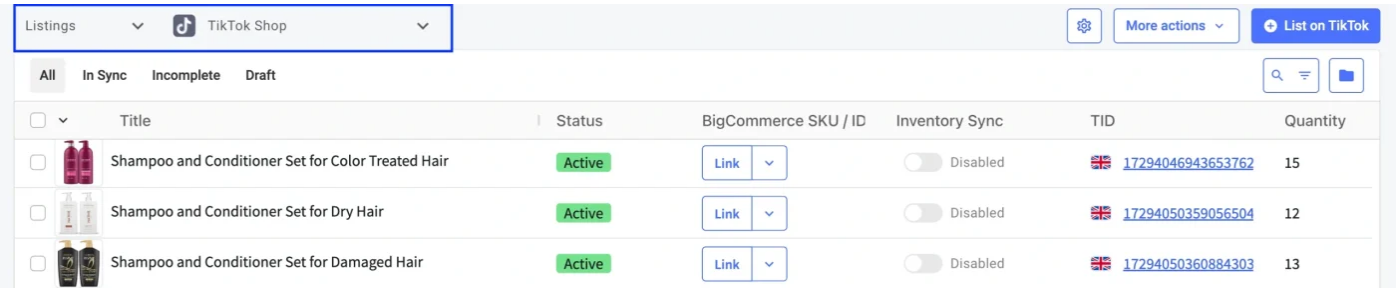
## Step 4. Link your inventory

Inventory synchronization requires your TikTok and BigCommerce items to be properly linked.

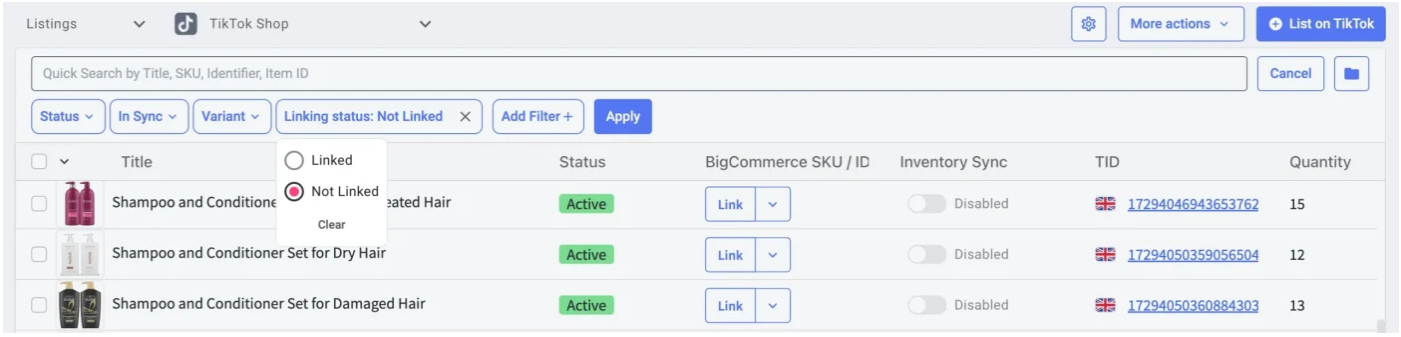
- **Automatic linking**: M2E links products automatically if they share the same SKU or barcode.
- **Manual linking**: Use this if SKUs don't match or have been changed.

**For bulk linking via CSV:**

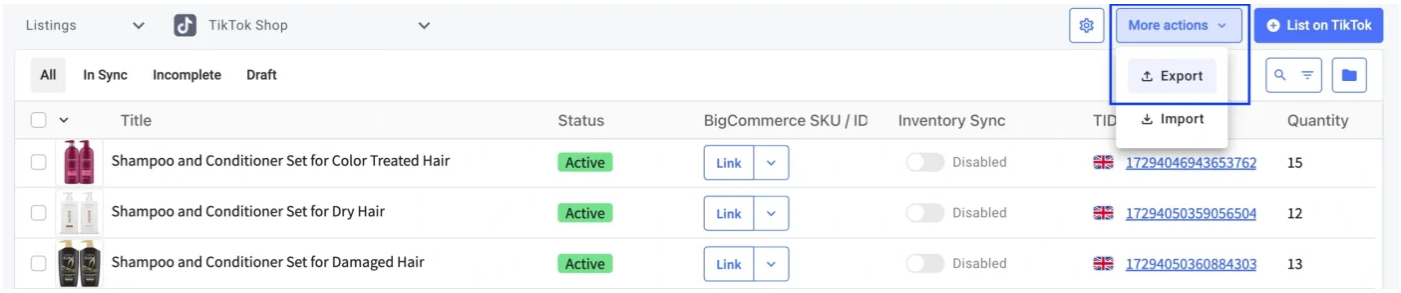
1) Go to the **Listings** page.



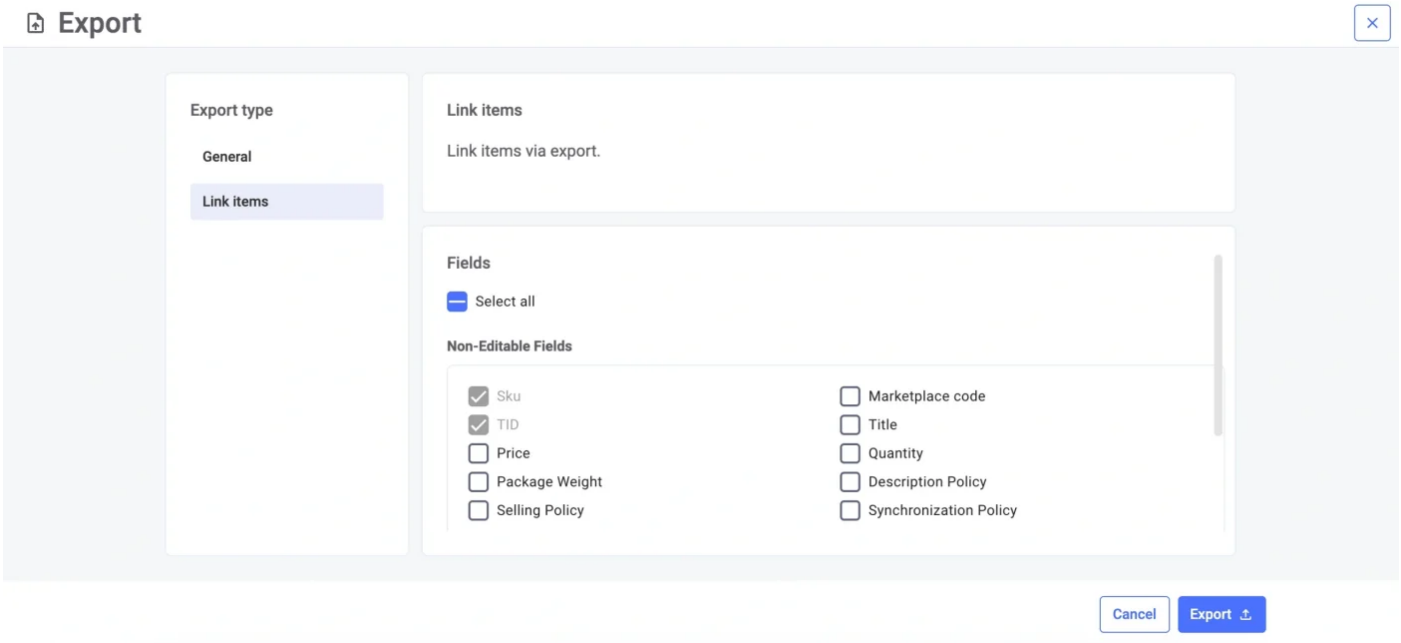

2) Filter to show unlinked items.



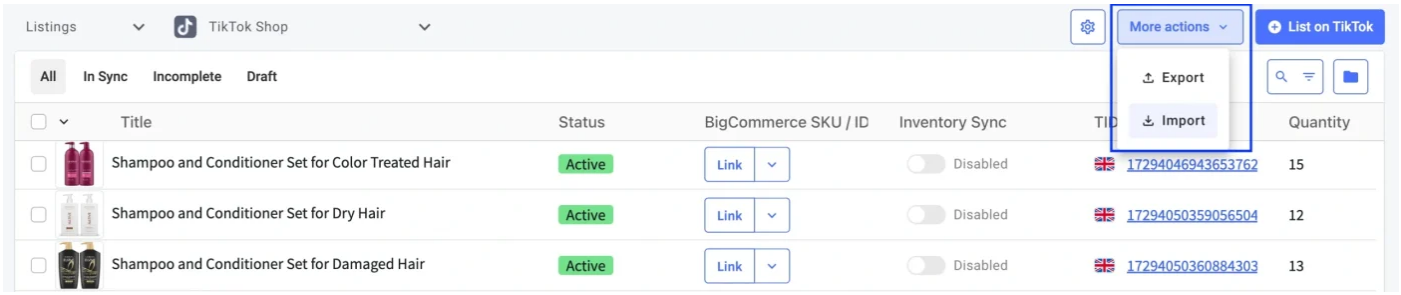

3) Click **More Actions > Export**.




4) Then switch to the **Link Items** tab.

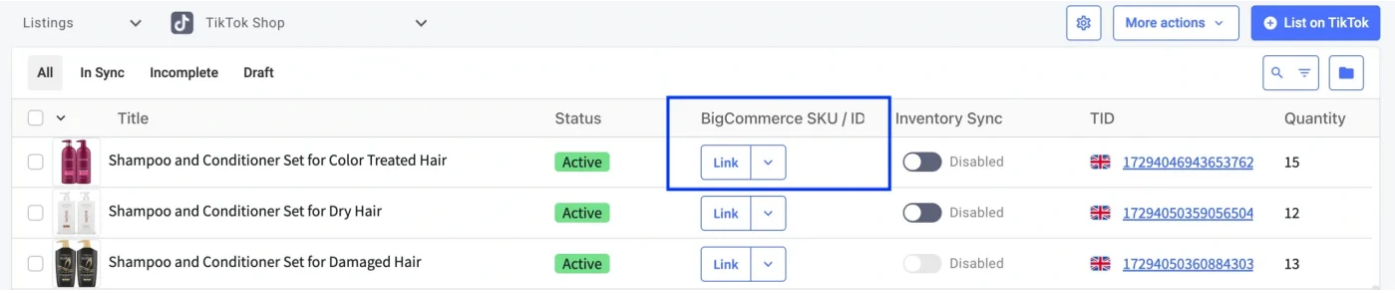



5) Export the file, adjust the **Store Catalog SKU** or **Item ID**, and re-import it by clicking **More Actions > Import**.

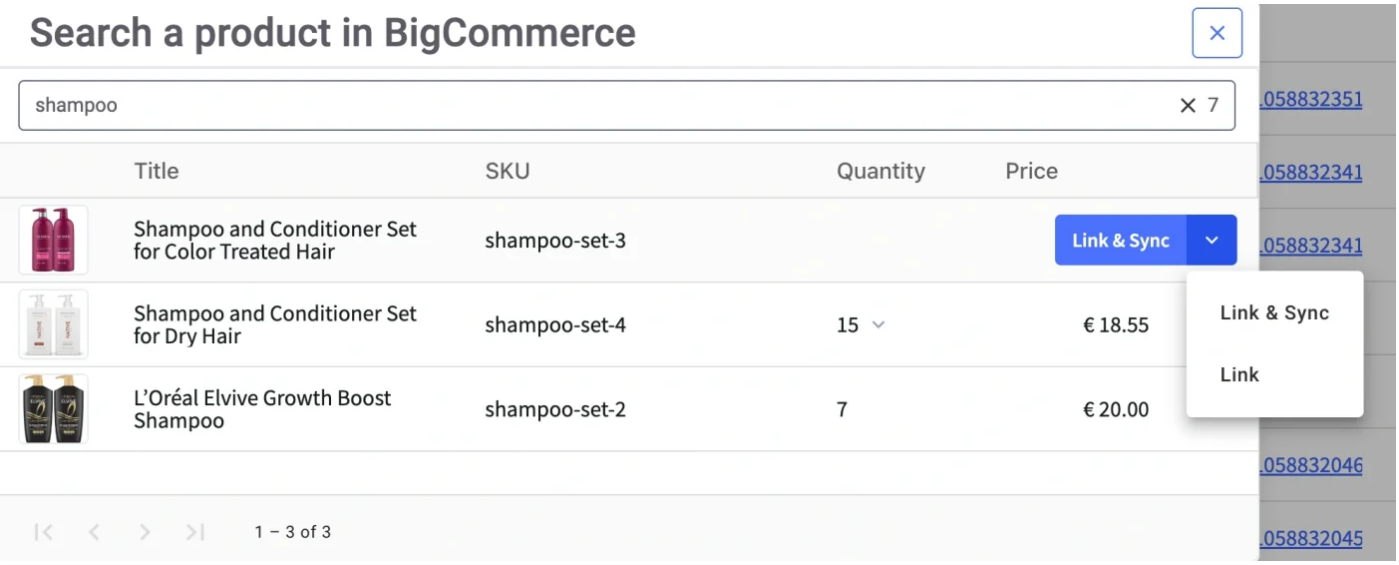


**To link individual items manually:**

- Click **Link** next to a TikTok Shop item.




- Search for the corresponding BigCommerce product by title or SKU.
- Click **Link** next to the relevant item, or **Link & Sync** to activate synchronization right away.

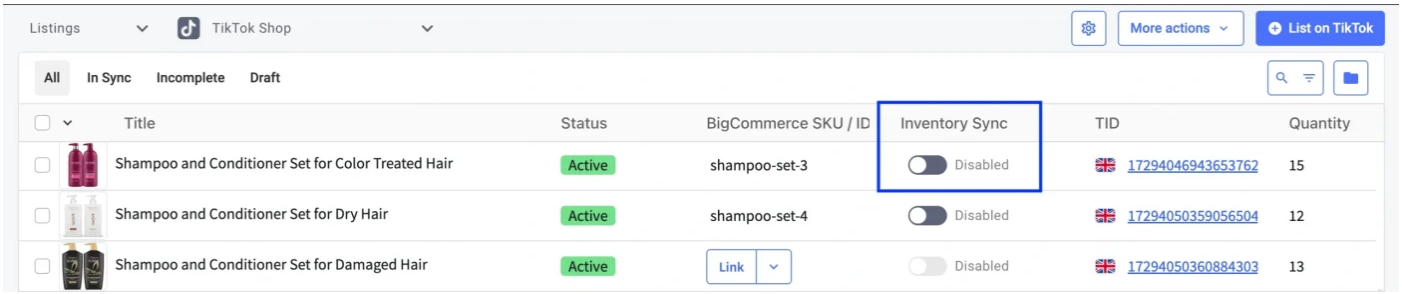



## Step 5. Enable inventory synchronization

Once items are linked, you can enable sync to keep stock levels aligned across both platforms.

**To sync a single product:**

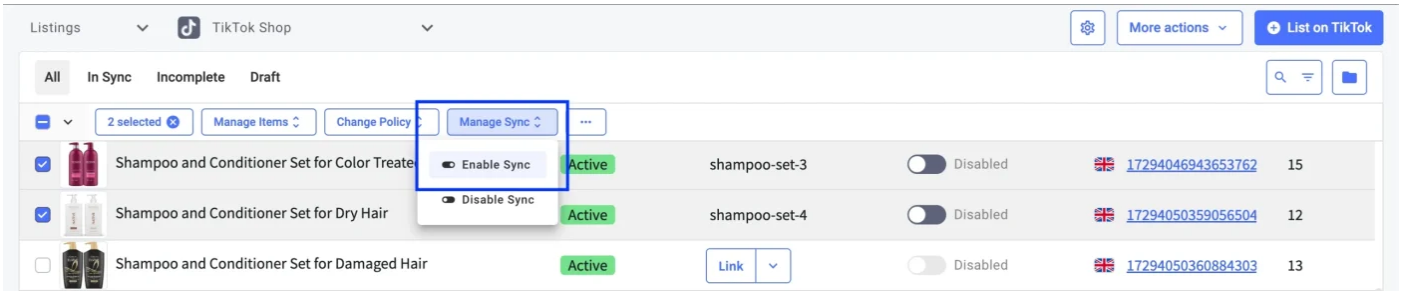
- Click the toggle in the **Inventory Sync** column.




**To sync products in bulk:**

1) Select the items using the checkboxes.

2) Click **Manage Sync > Enable Sync**.

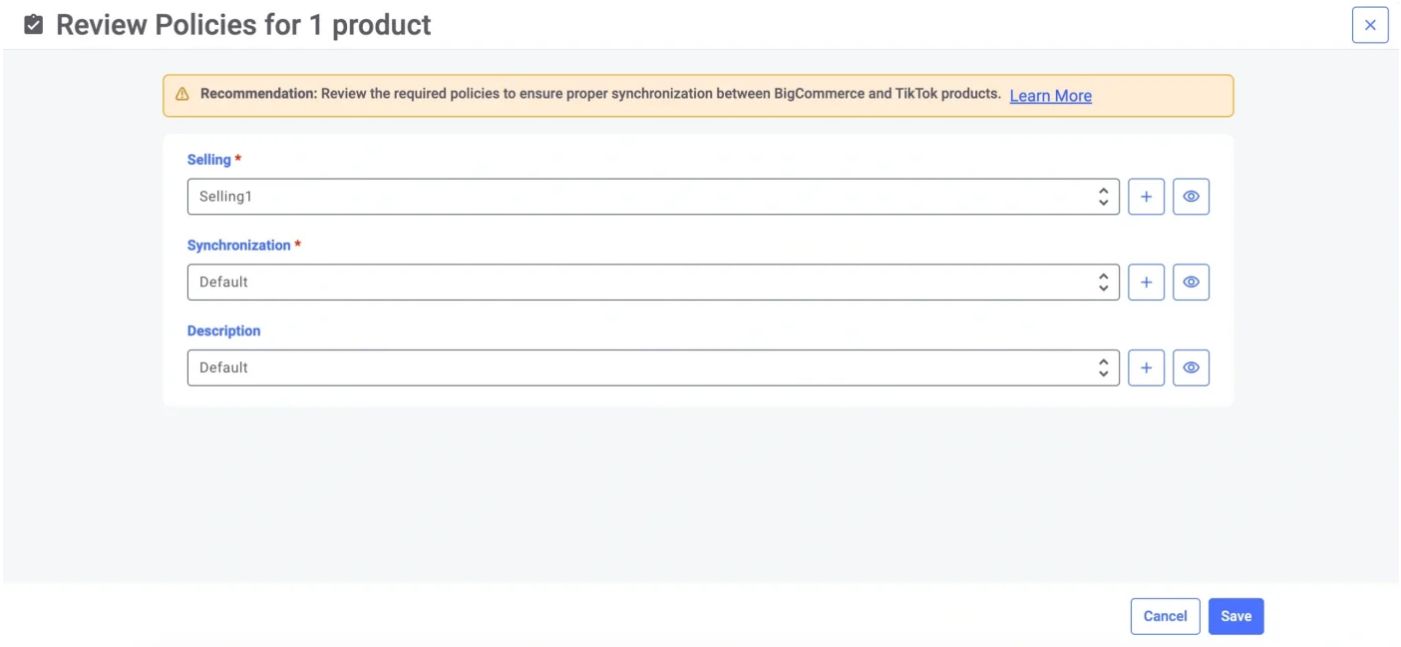



When enabling sync, you'll be prompted to configure your M2E Policies. They control how your products are listed, updated, and managed on TikTok Shop.

## Required Policies for TikTok Shop

Before sync can start, make sure the following Policies are set up:

- **Selling Policy** – Defines pricing and quantity rules.
- **Synchronization Policy** – Controls which product data is automatically updated.
- **Description Policy** (optional) – Manages product titles and descriptions.




With your TikTok Shop listings now imported and synchronized, you're ready to:

- Manage products from both platforms in one place
- Maintain accurate inventory across all channels
- List BigCommerce-only items on TikTok Shop directly through the app

> For further guidance, visit our Help Center or contact support – we're happy to assist.