OTTO fees explained for marketplace sellers

OTTO Basics · https://docs.m2ecloud.com/docs/otto-fees-explained-for-marketplace-sellers/

Selling on OTTO is profitable when you understand the fees. This guide explains what you pay, how it affects margin, and how to price smart with M2E.

What counts as an OTTO fee

OTTO keeps its fee model simple so you can focus on selling.

- **Monthly base fee.** OTTO charges **€99.90 per** merchant account per month (plus VAT). The fee starts once your account is technically enabled to sell. Always confirm the current amount in your OTTO Seller Portal and contract.
- **Sales commission.** OTTO takes a percentage of each sale based on the category. Rates vary by the product group you map during listing. Many softlines sit in the mid teens. Electronics are often lower. Some groups use tiered pricing by price slice. Check your exact rate in the OTTO Seller Portal before you set prices. Also, you can find category fees later in this post.
- **Paid promotion (optional).** You can boost visibility with **Sponsored Product Ads** and **Sponsored Display**. These are CPC campaigns with budgets you control – use them only when unit economics support it.

> ℹ OTTO’s fee schedule evolves. In **August 2024**, the monthly base fee was increased from €39.90 to **€99.90**; always rely on the figure shown in your Seller Portal for modeling.

Tip for your margin model

- Include VAT on fees (Germany’s standard VAT applies to the base fee and commission).
- Pull your exact commission % from the OTTO Assortment overview and your contract before setting marketplace price rules.

OTTO commission ranges by category

Commission depends on how your product maps to OTTO’s taxonomy during listing.

The information provided below is accurate as of **October 27, 2025**. OTTO’s fees and commissions may change, so it’s always a good idea to double-check with the official page.

> ℹ For groups marked with * the commission includes a 2.7% payment fee.

Department	Product group	Commission (from Apr 1, 2025)
Drugstore*	Beauty	8% on price share ≤ €10 12% on €10 – €15 15% on > €15
	Drugstore items	8% on price share ≤ €10 12% on €10 – €15 15% on > €15
	Supplements	15%
Electronics & Media*	Electronics	7%
	Game Consoles	8%
	Game Software	12%
	Home Appliances	15%
	Headphones	12%
	Major Domestic Appliances	9% on price share ≤ €600 7% on > €600
	Office Supplies & Stationery	10%
	Personal Care Appliances	12%
	PC Components	5% (from Oct 1, 2025)
	Small Kitchen Appliances	15%
	Smartwatches & Fitness Trackers	12%
	Tech Accessories	15%

Fashion & Lifestyle*	Accessories	15%
	Textiles Women	17% on price share ≤ €25 16% on €25 – €75 14% on > €75
	Textiles Men, Unisex & others	19% on price share ≤ €25 18% on €25 – €75 16% on > €75
	Textiles Children	15% on price share ≤ €25 14% on €25 – €75 12% on > €75
	Luggage & Bags	15%
	Jewellery	22% on price share ≤ €100 20% on €100 – €200 18% on > €200
	Footwear Women & Unisex	17% on price share ≤ €50 15% on €50 – €100 14% on > €100
	Footwear Men & others	18% on price share ≤ €50 16% on €50 – €100 15% on > €100
	Footwear Children	14% on price share ≤ €50 13% on €50 – €100 12% on > €100
	Watches	18% on price share ≤ €250 12% on > €250
Furniture & Living*	Kitchen & Household Goods	15%
	Lamps & Lighting	15%
	Mattresses & Bedding Accessories	20% on price share ≤ €50 18% on > €50

	Furniture	19% on price share ≤ €150 18% on €150 – €500 17% on > €500
	Rugs, Window Shades & Curtains	20% on price share ≤ €50 18% on > €50
	Home Décor & Accessories	15%
	Home Textiles	15%
Garden & DIY*	Bathroom	13%
	DIY	13%
	Electrical Appliances	10%
	Garden	15%
	Pet Supplies	15%
	Small Hardware	8%
	Tools & Machines	13%
Health*	Health	13%
Sports & Leisure*	Baby Accessories	10%
	Bicycles	17% on price share ≤ €400 15% on €400 – €750 13% on > €750
	Bicycle Equipment	15%
	Craft	10%
	Children’s Furniture & Mobility	15%
	E-Bikes	20% on price share ≤ €1,000 17% on €1,000 – €1,400 8% on > €1,400
	Fitness Equipment	16%
	Musical Instruments	10%

	Toys	15%
	Scooter	17% on price share ≤ €500 15% on €500 – €750 10% on > €750
	Sports Equipment & Outdoor	15%
	Vehicles & Mobility	15%

> If a product could fit more than one category, choose the mapping that best matches customer intent and required attributes. Small tax changes can affect the commission rate, so confirm your final category before setting pricing rules in M2E Multichannel Connect.

Quick comparison with other German marketplaces

Use these notes to model the real margin per marketplace. The information can change, so be sure to verify current numbers in your seller portals. The information provided below is accurate as of **October 27, 2025**.

Model net margin per marketplace, not just the headline %.

Amazon (DE)

- **Plan:** Professional €39/month (excl. VAT).
- **Commission:** category-based referral fee on the total sales price; some categories have price thresholds.
- **Fulfillment:** FBA has separate per-unit fees – a model apart from referral.

eBay (DE)

- **Commission:** final value fees by category and your Shop plan.
- **Ads:** Promoted Listings are common – budget as % of attributed revenue.

Kaufland Global Marketplace

- **Plan:** €39.95/month (Basic). Unlimited listings.
- **Commission:** typically ~7–16% by category.

ℹ Germany’s standard VAT is 19%; include it in your fee math.

Managing OTTO sales in M2E Multichannel Connect

M2E Multichannel Connect links your store to OTTO so you can list faster, keep your data clean, and protect your margins. You work in one system. M2E handles the marketplace work in the background.

Connect Shopify, WooCommerce, BigCommerce, Ecwid, Lightspeed POS (X-series), or Square POS and more in a few steps, map products to OTTO categories, and let M2E sync prices, stock, and orders both ways.

Set OTTO specific price rules and track every change with activity logs. If OTTO needs fields your store doesn’t have, add them as M2E custom attributes or manage them in the M2E Catalog.

Learn about all M2E Multichannel Connect features here.

Why does this help with fees and margin?

- Correct category mapping places items in the intended commission tier.
- Price rules let you model commission and VAT on fees into your final price.
- Reliable stock and status syncs reduce cancellations and support time.
- Centralized data and logs cut the time you spend fixing issues after going live.

If you have questions or need a quick walkthrough, contact our team.

