Listing Creation & Management SOP: Title Limits per Category

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> **i** **Who is this for?** This is intended for any Amazon sellers or individuals who are responsible for creating and optimizing product listings on Amazon.

> **✓** **Objective:** This aims to provide Amazon sellers or individuals responsible for creating and optimizing product listings with clear guidelines on adhering to the official Amazon product title character limits and specific category guidelines.

Amazon imposes a character limit on the title of every product listed on its platform. Typically, the majority of listings on Amazon have a title character limit of 150 to 200 characters, but this limit can vary depending on the category of the product. The character limit may range from as low as 50 to as high as 500. For your convenience, here is a list of Amazon product categories with their corresponding character limits for titles.

Automotive & Powersports (Parts & Accessories)

- An alphanumeric string;
- 1 character minimum in length and 50 characters maximum in length.

Automotive & Powersports (Tires & Wheels)

- An alphanumeric string;
- 1 character minimum in length and 50 characters maximum in length.

Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Baby

- An alphanumeric string;
- 1 character minimum in length and 80 characters maximum in length.

Beauty

- An alphanumeric string;
- 1 character minimum in length and 50 characters maximum in length.

Books

- Max. 200 characters

Camera & Photo

- Text;
- 100 characters maximum length.
- Note: ASCII characters (®, ©, ™, etc.) and other special characters are not supported.

Cell Phones & Accessories (Wireless)

- The full text of the title as it appears on the product. Include the subtitle if appropriate (separated by a colon).
- Please do not use all capital letters

- See Consumer Electronics.

Clothing & Accessories
- An alphanumeric string;
- 1 character minimum in length and 80 characters maximum in length.

Collectible Coins
- An alphanumeric string;
- 1 character minimum in length and 200 characters maximum in length.
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Computers
- An alphanumeric string;
- 1 character minimum in length and 500 characters maximum in length.
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.
- See Consumer Electronics.

Consumer Electronics
- An alphanumeric string;
- 1 character minimum in length and 500 characters maximum in length.
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Entertainment Collectibles
- Max. 100 characters

Eyewear (See Clothing & Accessories)
- An alphanumeric string;
- 1 character minimum in length and 80 characters maximum in length.

Fine Art - Inventory File Template available upon approval to sell in this category.
- 200 characters maximum
- Capitalize "Untitled" artworks
- Note: Include only standard text. Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Gift Cards
- An alphanumeric string;
- 1 character minimum in length and 80 characters maximum in length.

Grocery & Gourmet Food
- Max. 250 characters

Health & Personal Care
- An alphanumeric string;
- 1 character minimum in length and 200 characters maximum in length.
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Home, Home Decor, Kitchen & Garden Furniture
- Max. 250 characters

Industrial & Scientific (Fasteners)

Industrial & Scientific (Food Service and Janitorial, Sanitation, & Safety)
- An alphanumeric string;
- 1 character minimum in length and 150 characters maximum in length.
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Industrial & Scientific (Lab & Scientific Supplies)
- An alphanumeric string;
- 1 character minimum in length and 150 characters maximum in length.
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Industrial & Scientific (Power Transmission)
- An alphanumeric string;
- 1 character minimum in length and 150 characters maximum in length.
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Industrial & Scientific (Raw Materials)
- An alphanumeric string;
- 1 character minimum in length and 150 characters maximum in length.
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Industrial & Scientific (Industrial and Other)
- An alphanumeric string;
- 1 character minimum in length and 150 characters maximum in length.
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Jewelry
- Max. 250 characters

Lighting
- An alphanumeric string;
- 1 character minimum in length and 100 characters maximum in length.
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Luggage & Travel Accessories
- An alphanumeric string;
- 1 character minimum in length and 80 characters maximum in length.

Motorcycles & ATVs (See Automotive Parts & Accessories)

Music
- The full text of the title as it appears on the product. Include the subtitle if appropriate (separated by a colon).
- Please do not use all capital letters.

Musical Instruments
- An alphanumeric string;
- 1 character minimum in length and 100 characters maximum in length
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Office Products
- Max. 100 characters

Outdoors (Outdoor Gear, Outdoor Sports Apparel, Cycling, and Action Sports)

- An alphanumeric string;
- 1 character minimum in length and 50 characters maximum in length.
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Pet Supplies
- An alphanumeric string;
- 1 character minimum in length and 100 characters maximum in length.
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Shoes, Handbags & Sunglasses
- An alphanumeric string;
- 1 character minimum in length and 50 characters maximum in length.
- For Parent SKUs:

[Brand]+[Gender/Age Group]+[Product Line]+[Material*]+[Shoe Type]
- For Child SKUs:

[Brand]+[Gender/Age Group]+[Product Line]+[Color]+[Material*]+[Shoe Type]+[Size]"

Software & Video Games
- An alphanumeric string;
- 1 character minimum in length and 50 characters maximum in length.
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Sports (Exercise & Fitness, Hunting Accessories, Team Sports, Licensed Fan Shop, Athletic Apparel, Boating & Fishing, and Game Room)
- An alphanumeric string;
- 1 character minimum in length and 50 characters maximum in length.
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Sports Collectibles
- An alphanumeric string;
- 1 character minimum in length and 50 characters maximum in length.
- The proper format for the title is Year + Signed + Game Used + Brand + Team Name + Player Name + Sport+ Item for Sale + Authenticated
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Trading Cards
- An alphanumeric string;
- 1 character minimum in length and 100 characters maximum in length.
- The proper format for the title is Year + Signed + Game Used + Brand + Team Name + Player Name + Sport+ Item for Sale + Authenticated
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Tools & Home Improvement
- An alphanumeric string;
- 1 character minimum in length and 100 characters maximum in length.
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Toys & Games
- An alphanumeric string;
- 1 character minimum in length and 100 characters maximum in length.

- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Video & DVD
- The title of the product as shown on the cover, excluding format or edition information.
- Enter an alphanumeric string of up to 100 characters.

Watches
- An alphanumeric string;
- 1 character minimum in length and 100 characters maximum in length.
- Note: Type 1 High ASCII characters (®, ©, ™, etc.) or other special characters are not supported.

Source: https://sellercentral.amazon.com/help/hub/reference/G1641