



Create Product

The Create Product API helps sellers list products for local shops only. Local shops can only sell products to customers living in the same country as the shop.

To manage product listings for cross-border shops, use the [Create Global Product](#) API.



Cross-border shops are online shops that sell products to customers in multiple countries. For example, [Paradox Menswear](#) in Vietnam is one of the top e-commerce shops on TikTok. A customer in the United States can easily purchase one of their Reverie t-shirts from their TikTok shop.

This page explains the process of creating a product. For detailed instructions, refer to the guide document.



To create products for invite-only categories, sellers must contact account managers and apply for these categories. Restricted product categories are "invite-only." This means shops must receive permission from TikTok to sell products in these categories: diamonds, gems, and precious stones/metals. For more information, refer to [UK-invite only](#) and [US-invite only](#) categories.

Version 202309



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POST /product/202309/products

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Request

Header

Properties	Type	Description
content-type Required	string	Allowed type: application/json

Query

Properties	Type	Description
shop_cipher Required	string	<p>Use this property to pass shop information when requesting the API.</p> <p>Failure in passing the correct value (when requesting the API for cross-border shops) will return an incorrect response.</p> <p>Refer to the Get by API in the Get Authorization Shop.</p>

Body

Properties	Type	Description
save_mode	string	<p>save_mode is used to specify the saving mode used for creating a product, supporting AS_DRAFT, LISTING.</p> <p>NOTE: Without passing the "save mode" parameter, the default</p>

		value is "LISTING".
description Required	string	Is "LISTING". PREREQUISITES: <ul style="list-style-type: none"> • Conforms to HTMLsyntax • Only supports HTML tags <p>
 <i> <u>, other HTML tags will be filtered out and will not take effect. • Prohibits nested tags • Restricts field character limit to within 10,000 characters. • Recommends avoiding Chinese because the copy will be displayed to local users. • img tag must include the src, and width and height attributes. Image dimensions cannot exceed 4000. • Only TikTok Shop image URLs are allowed, no external URLs. <i> <u> should be used within <p> and TIPS: <ul style="list-style-type: none"> • Provide a clear and comprehensive product description with at least 300 characters. • Add images to the description to help customers make

		<p>purchasing decisions.</p> <ul style="list-style-type: none"> • Publish 3 to 5 selling points. Different selling points are described in segments and a single selling point is within 250 characters to increase readability for consumers. <p>SAMPLE:</p> <p><p>Please compare the above detailed size with your measurement before purchase.</p></p> <p></p> <p>M-Size</p> <p>XL-Size</p> <p></p> <p><img</p> <p>src="https://p16-oec-va.ibytemg.com/tos-maliva-i-o3syd03w52-us/181595ea7d26489284b5667488d708c1~tplv-o3syd03w52-origin-jpeg.jpeg?from=1432613627" width='100' height='100' /></p>
category_id Required	string	<p>The product category must be a Leaf Category, which is the lowest level of category. Leaf Categories are a category that has no subcategories. If you do not use a Leaf Category, your Create Product call will be rejected.</p> <p>For example, the US market in Restricted and Unsupported Products Guidelines.</p>
brand_id	string	<p>You can get all the brand information you need through the "Get Brands" API. The Get Brands API will return the available status of the brand.</p>

		IMPORTANT! The unauthorized brand information is only used for statistical purposes and is NOT displayed to customers.
main_images Required	[] object	<p>You can only use the response parameters of the "Upload Image" API as the request parameters.</p> <p>PREREQUISITES:</p> <ul style="list-style-type: none"> • Upload 1 to 9 images in .png, .jpg., or jpeg format with a file size up to 5 MB. • The order of the image arraylist will become the sequence of images. • The resolution of the image should not be lower than <i>300px but not greater than 4000px</i>. • If text is needed, use a language acceptable to the corresponding marketplace. <p>TIPS:</p> <ul style="list-style-type: none"> • The main body of the product is clear. Please thoroughly explain and show your product. It is recommended you use at least five (5) images. • We recommend using a white background image as the first image, not a mosaic containing elements: text, logos, borders, color blocks, watermarks or other graphics.

skus Required	[] object	Prerequisites: <ul style="list-style-type: none"> The number of SKUs in the US market and UK market should not exceed 100. For other markets, it is recommended the number of SKUs not exceed 300.
title Required	string	The name of the product. Prerequisites: <ul style="list-style-type: none"> Chinese characters are not allowed in the product title. For US and UK shops, the product name must have at least 1 character but no more than 255 characters. For shops in other regions, the product name must have at least 25 characters but no more than 255 characters.
is_cod_allowed	bool	COD stands for Cash On Delivery , which is allowed in certain categories. You can check if your category allows COD through the “GetCategoryRules” API. Set is_cod_allowed to be true if unsupported regions or categories are intercepted. If enabled, buyers can choose this payment method during checkout.
certifications	[] object	Based on the category your product belongs to, your product may require product

		<p>certification. You can obtain the requirements for each category via the "Get Category Rules" API.</p> <p>Refers to certain types of products that require prior approval from TikTok Shop to be sold. Sellers who want to sell restricted products may be required to pass a category approval process before selling such products (for example, the US market in Restricted and Unsupported Products Guidelines).</p>
package_dimensions	object	<p>The dimensions of the product package may affect the shipping cost and logistics accessibility. Please fill in the accurate information.</p> <p>TIPS:</p> <ul style="list-style-type: none"> • Provide the product dimensions after it is packaged to calculate the shipping fee based on the dimensions (for example, volume weight). • If there is a difference between the dimension entered and the actual dimension, you may be required to make up the difference.
product_attributes	[] object	<p>Product attributes must be complete, accurate, and consistent with the product's name, description, and images on the listing page.</p>

		For more information, refer to the “Get Attributes” API.
package_weight Required	object	<p>The weight of the product package may affect the shipping cost and logistics accessibility. It must be within the limited scope of the carriage.</p> <ul style="list-style-type: none"> • The unit of package_dimensions and the unit of package_weight must match. • Currently, only "CENTIMETER", "KILOGRAM", "INCH", and "POUND" are supported. <p>TIPS:</p> <ul style="list-style-type: none"> • Enter the weight by weighing the product <i>after</i> it is packaged. • If there is a difference between the weight entered and the actual weight, you may be required to make up the difference. • If the estimated fee based on the weight is greater than the fee based on the dimensions, the product's weight will be used. • TikTok weight calculation: weight * price per unit of weight
video	object	You can fill in the video information related to the product - this is the video that is displayed to the buyer.

		<p>TIPS:</p> <ul style="list-style-type: none"> • The recommended ratio is 1:1 and the recommended resolution is above HD 720p. • It is recommended the video's duration is within 20 seconds - longer videos should not exceed 60 seconds. • Try highlighting 1-2 core selling points for your product. These selling points will display in the product details section.
external_product_id	string	external_product_id is the product identifier for the external system. It is used to associate it with the product. The input character length cannot exceed 999.
delivery_options_ids	[]string	This is an optional field. If you do not fill in this part of the information, the system will set this field as the "default" delivery option.
size_chart	object	<p>A size chart is a guide that helps individuals find the right size by providing measurements and corresponding sizes for different clothing or products.</p> <p>When the size chart is required and related to the category, you can obtain size chart listing rules through the "Get Category Rules" API.</p> <p>You can choose to pass in the size chart image or the</p>

		pre-generated size chart template ID. If both are filled, the size chart template ID will be prioritized.
primary_combined_duct_id	string	Specifies the primary product in this combined listing. Other products in the listing must be of the same category as this product. This string is required for all combined listings.
manufacturer	object	Using this object, you can fill in the Manufacturer Information, which includes the following fields
name	string	<p>Manufacturer's name.</p> <ul style="list-style-type: none"> Must be filled (in) with an address, phone number, and email to be valid.
address	string	<p>Manufacturer's address.</p> <ul style="list-style-type: none"> Must be filled (in) with an address, phone number, and email to be valid.
phone_number	string	<p>Manufacturer's phone number.</p> <ul style="list-style-type: none"> Must start with "+" Must be a valid country code. Must have a " " or "-" between the country code and the local phone number. Must have a valid local phone number. Must be filled with s name, address, and

		email to be valid.
email	string	<p>Manufacturer's email address.</p> <ul style="list-style-type: none"> • Must be a valid email address. For example: xxx@xxx.xxx • Must be filled with a name, address, and phone number to be valid.
is_not_for_sale	bool	<p>If you pass in <code>true</code>, the created product is not for sale.</p> <p>Not-for-sale products are only available as gifts through the Gift with purchase tool. They cannot be purchased separately and won't appear in searches or recommendations.</p>

Example

PLAIN TEXT

Enable word wrapCopy

```
1 https://open-api.tiktokglobalshop.com/product/202309/products?app_key=123abc&sign=5361235029d141222525e303d742f9e38aea052d1
  0896d3197ab9d6233730b8c&timestamp=1625484268&shop_cipher=ROW_RHkDDABBAAB8tKAVoAqsMTjsQZFLyNfY
```

JSON

Enable word wrapCopy

```
1 {
2   "brand_id": "7082427311584347905",
3   "category_id": "600001",
4   "certifications": [
5     {
6       "files": [
7         {
8           "format": "PDF",
9           "id": "v09ea0g40000cj91373c77u3mid3g1s0",
10          "name": "brand_cert.PDF"
11        }
12      ],
13      "id": "7182427311584347905",
14      "images": [
15        {
16          "uri": "tos-maliva-i-o3syd03w52-us/c668cdf70b7f483c94dbe"
17        }
18      ]
19    }
20  ],
```

Response

Parameters

Properties	Type	Description
code	int	The success or failure status code returned in the API response.
message	string	The success or failure messages returned in the API response. The message will describe the reason(s) Reasons for failure.
request_id	string	Request log
+data	object	Specific return information

Example

```
JSON
1 {
2   "code": 0,
3   "data": {
4     "product_id": "1729592969712207008",
5     "skus": [
6       {
7         "external_sku_id": "1729592969712207234",
8         "id": "1729592969712207012",
9         "sales_attributes": [
10          {
11            "id": "100000",
12            "value_id": "1729592969712207123"
13          }
14        ],
15        "seller_sku": "Color-Red-XM001"
16      }
17    ],
18    "warnings": [
19      {
20        "message": "The [brand_id]:123 field is incorrect and has been automatically cleared by the system. Reason: [Brand do
```

Error Codes

The following table lists error codes associated with the [Create Product API](#). For a list of common error codes when calling TikTop Shop APIs, go [here](#).

Error Code	Message
12019011	product package weight is invalid
12052013	The product description cannot exceed maximum characters
12052015	The product description is required
12052023	Category does not exist
12052024	Category is not final category
12052026	Brand does not exist
12052028	Main product image is required
12052048	You can't edit other sellers' products.

12052051	The product name exceed max limit characters
12052055	The SKU stock exceeded the limit.
12052056	The num of image in description cannot exceed max limit
12052092	product sale price is invalid
12052093	seller create product over limit
12052104	property is required
12052105	required qualification miss
12052200	brand is expired
12052201	brand does not comply with nice classification
12052208	A brand authorization is required to publish this listing.