

Amazon Product Photo Specification Sheet

Exact pixel, color, format, and aspect-ratio rules per Amazon category — copy/paste ready.

Amazon Main Image Requirements (Quick Reference)

Requirement	Spec	Common Mistake
Minimum dimension	1000 × 1000 px	Uploading smaller images blocks zoom.
Recommended dimension	2000 × 2000 px	Below 2000 disables the customer zoom feature.
Aspect ratio	1:1 (square)	Most tools default to 4:3 or 16:9.
File format	JPEG (.jpg)	Some sellers upload PNG which Amazon rejects on main.
Color mode	sRGB	CMYK causes color shift on Amazon.
Color profile	embedded sRGB IEC61966-2.1	No custom profiles.
Background color	Pure RGB(255,255,255)	Off-white (251,251,251) gets rejected.
Maximum file size	10 MB	JPEG 2000+ at 95% quality is fine.
Margins from edge	≥ 85% of frame filled	Amazon rejects images with product taking < 85% of frame.

Category-Specific Variations

Apparel — Garment laid flat or on model. Full product visible. No mannequin allowed on main.

Footwear — Single shoe at 45° angle. Both shoes in same frame not allowed for main.

Jewelry — 1000×1000 minimum. Macro lens acceptable. Texture details must be sharp at zoom.

Beauty — Container visible. Ingredient lists cannot be the focal element.

Toys & Games — Full product visible with packaging. No lifestyle staging on main.

Home & Kitchen — Single item centered. Multiple items in main image not allowed.

Sports & Outdoors — Equipment photographed on flat surface. Action shots only allowed on secondary.

Pet Supplies — Product visible with packaging or shape clearly recognizable.

Image Processing Pipeline (After Background Removal)

1. Verify background is RGB(255,255,255)

Photoshop eyedropper or PIL script: `px[0,0] == (255,255,255)`.

2. Crop to 1:1 aspect ratio

Use canvas resize — never stretch. Center subject vertically.

3. Resize longest edge to 2000 px

Photoshop Image > Image Size with "Resample: Bicubic Sharper".

4. Sharpen for the 2000×2000 export

Filter > Sharpen > Unsharp Mask: Amount 80, Radius 1, Threshold 0.

5. Save as JPEG 90% quality

Higher = larger file, lower = visible artifacts. 90% is the sweet spot.

6. Embed sRGB color profile

Save for Web legacy > sRGB. Most marketplaces strip the profile anyway.

7. Strip EXIF metadata

Photoshop: File > Export > Export As > JPEG > Metadata: None.

Quality Verification Checklist

Run these 8 checks before any upload to Amazon to catch rejections upfront.

✓ **Pixel-perfect white background**

Sample 4 corners + center. All must read RGB(255,255,255).

✓ **No JPEG compression artifacts**

Open the final file and zoom to 400%. Edges should not show banding.

✓ **Sharp focus across the subject**

Verify by re-shrinking the image to 200×200 — the subject should still be recognizable.

✓ **No shadows on white background**

Easier to control with diffused lighting and a flat surface below the subject.

✓ **No logos or text in main image**

Brand names, certifications, and marketing copy are prohibited on the main image.

✓ **Product fills ≥ 85% of frame**

Crop tighter or move camera closer. Subject edge to image edge ≥ 5% padding.

✓ **Color accuracy matches physical product**

Compare under neutral daylight. sRGB profiles shift reds toward orange.

✓ **Correct file count per listing variant**

1 main image required. 0-8 secondary allowed. Total 9 max per listing.

Common Rejection Reasons & Frequency

Reason	Frequency
Background not pure white	~32% of rejections
Image too small (<1000px)	~21% of rejections
Text/logo overlays on main	~15% of rejections
Off-center subject / too much white space	~12% of rejections
Missing 85% fill requirement	~9% of rejections
Wrong file format	~7% of rejections
Color profile mismatch	~4% of rejections

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Source: Amazon Seller Central image requirements (pages reviewed July 2026). Always re-verify against the latest Amazon seller docs before mass-uploading.