

All you need to know for TikTok Shop Ireland 🇮🇪 [External]



Who is this relevant for?

Any business interested in setting up TikTok Shop Ireland!

Start your Business in TikTok Ireland!



TikTok Shop launched in Ireland on December 9th 2024. The platform is **invite only** in Ireland which means emails need to be approved in order to for the seller to continue the onboarding process. Please see the below details for the requirements and what is required for Ireland. Key call outs:

- **We offer attractive seller incentives during the new market launch period**
 - **Commission-Free:** Sellers who onboard by February 24th will enjoy 90 days of 0 commission after this it will rise to 2% for 90 days for those who onboard by late March.
 - **Organic Traffic Advantage:** The platform currently provides strong organic traffic, which offers merchants a strong profitability. Existing merchants have achieved their current scale with 0 ad spending.
- **BUT compared to TTS UK, we don't have**
 - **Local businesses only:** Ireland is for local businesses to local sellers only. An Irish entity is required for operation in TTS IE.
 - **No Shoptab:** Shop Tab is not available in Ireland so far.
 - **No FBT:** 3PL shipping only (no FBT) and 4PL returns (Fastway only).
- Other common questions:
 - Northern Ireland not included (this is covered in the UK/GB market)
 - Affiliate platform available for open and target collaboration (local IE based creators only)

Check List before selling on TikTok Shop Ireland:

👉 Checklist for onboarding <https://tiktokshop-eu.sarani.studio/>

1. Entity Requirements

Please check the you meet all below requirements before progressing. Requirements:

- ☐ Irish Entity (+ VAT Number)
- ☐ Irish Warehouse (ROI (Republic of Ireland) address only)
- ☐ Irish Bank Account
- ☐ POC resident in UK or Ireland to create the account

If no IE entity etc. -> Merchant of Record support barry@elso.ie

2. Warehouse Requirements

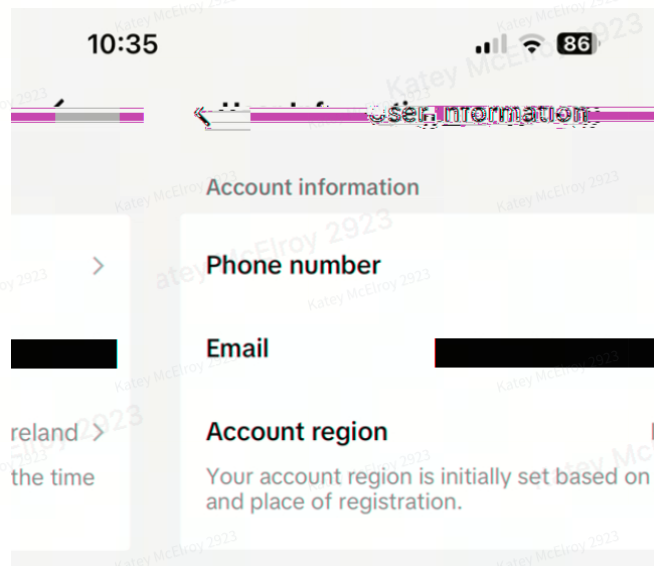
- ☐ Irish Warehouse (ROI (Republic of Ireland) address only)

*If no ROI warehouse -> Fulfillment/Distribution partners **TBM Solutions & RWB Connect***

3. Irish TikTok Account


- ☐ You will need a specific IE TikTok Account which MUST be created in Ireland (using Irish phone/sim card) do not wait to set this up


👉 How to get your account registered on TikTok Shop Ireland



4. Integrators & Logistics




- ☐ Integrators: https://seller-ie.tiktok.com/appstore/ie/search?category_id=2984981&sort=3&dtc=&fromRecommendation=&page=1
- ☐ Logistics: 3PL only for shipping: Shipping Providers: DPD Ireland, GLS, An Post, Fastway, FedEx, DHL Express, UPS, TNT; 4PL Returns with Fastway only

 If you do not meet all of the requirements please wait until you have gathered all of the correct information or worked with one of our TikTok Shop partners for additional support.


 **You meet all of the requirements above you are now ready to begin registering!**

5. TikTok Shop Partner (TSP's) Agencies to help

If you want end to end support on getting your TikTok Shop set up in Ireland you can contact one of our TSP's who have experience in the UK market and are expanding into Ireland:

1. **TikMarketing** hello@tikmarketing.co.uk (Services include:  [TikMarketingFullServicePackage.jpeg](#)  [TikMarketingBreakdownofCosts.jpeg](#))
2. **Somerce** joe@somerce.com or hello@somerce.com (Services include: TBC)
3. **Liveology** <https://www.liveology.io/> (Services include:  [LIVE - Liveology pitch.pdf](#))

Onboarding Top Tips

 **You meet all of the requirements above you are now ready to begin registering**
<https://seller-ie.tiktok.com/> !

Onboarding Support Documents

- Checklist for onboarding <https://tiktokshop-eu.sarani.studio/>
- Registration help centre article: [Learn How to Boost Sales | TikTok Shop Academy | Ireland](#)

Common Onboarding Mistakes

Registration Issues

1. You must use the **same email address you used to create your account to continue registration**. If you use another email address this will not have been approved by the TikTok team so you will have to wait for an email response on the new email to proceed.
 - a. If you have forgotten your password that you would have created initially you will need to reset it.

2. Redirection to UK TikTok Shop:

- a. If you are in the UK and you need to use a VPN to make sure you are on the IE seller centre: <https://seller-ie.tiktok.com/>
- b. Note if you attempted to sign up for TikTok Shop UK previously using the email address you signed up for you will need to use a new email address.

3. Email Already in Use on another TikTok Account:

If the email you registered with is already in use on a TikTok Ads Manager, TikTok For Business or TikTok Shop UK/US account you will need to register again with an email that has not been used on TikTok at <https://seller-ie.tiktok.com/> and wait for this one to be allowlisted.

Account Rejection Issues

4. Common Rejection Reasons

- a. Business address not verified: Use the address picker to make sure your address matches your business address.
- b. Unverified business information: Information input cannot be matched with public records. Please ensure everything is correct from what you have input.
- c. Expired proof of address documents.
- d. Sole trader vs limited company: You have not selected the correct option and are being rejected for business info not matching records.
- e. Trading name: Make sure this does not include ".ie".

5. Acceptable forms of address verification:

- a. Bank statement
- b. Utility bill - dated within 3 months
- c. Car Insurance Policy - dated within 3 months
- d. Home Insurance Policy - dated within 3 months
- e. Social insurance document - dated within 3 months
- f. Government issued document - dated within 12 months
- g. Tax credit certificate (TCC) - dated within 12 months
- h. Statement of Liability from Revenue - dated within 12 months

6. Required information for address verification:

- a. Full legal name that matches the name in your profile
- b. Personal address that matches the personal address


- c. Document that's dated within the acceptable range, if specified in the above country section

7. Accepted and unaccepted formats:


- a. Accepted formats: Color Scan (ie., pdf) or Photograph (ie., jpeg, png)

b. Not acceptable formats:

- i. Photo copy & pasted on another document
- ii. Photocopy of an original document
- iii. Photocopy of a copy
- iv. Photo of a photo
- v. Cropped image
- vi. Identified information is cropped or covered

 **Account REJECTED:** The registration process requires everything to match exactly. Please take care when doing your application to note that your business address and documents all align exactly and look at the above tips for help. Applications are only approved when everything is exact.

Note: Do not worry if your application is rejected several times. You can raise a ticket on the help centre for help. The onboarding team will be in touch via email (service-eu@tiktok.com). You cannot email this service directly but you can raise a ticket within the seller centre to get support on your application.

 **Your account is now ACTIVE. You are ready to continue onboarding.**

Next Steps after Onboarding

1. Set up your warehouse and shipping information

- a. Top Tip: This must be an address in the Republic of Ireland

2. Add a customer service number

- a. Top Tip: this must be an Irish mobile phone number starting with 08...

3. Add your bank account information

- a. Top Tip: The IBAN must be clearly stated on the bank document and it must be dated in the last 3 months

4. Begin to add products using either:

- a. The Seller Centre: https://seller-ie.tiktok.com/university/essay?identity=1&role=1&knowledge_id=3512138149381921&from=feature_guide
- b. Integration: https://seller-ie.tiktok.com/appstore/ie/search?category_id=2984981&sort=3&dtc=&fromRecommendation=&page=1

5. Apply for brand authorisation: https://seller-ie.tiktok.com/university/essay?identity=1&role=1&knowledge_id=8468565700003616&from=other&sourceType=recommend

- a. Top tip: You only need trademark approval if you are selling other top well known brands on the platform.

6. EU Requirements for Sellers: Requirements for Selling on TikTok Shop Ireland - Note you will not be able to sell your products without this information

- a. GPSR (Anything non-food related) https://seller-ie.tiktok.com/university/essay?knowledge_id=6984961808205601&role=1&course_type=1&from=search&identity=1
- b. Food/Supplements Sellers https://seller-ie.tiktok.com/university/essay?knowledge_id=1640941032605473&role=1&course_type=1&from=search&identity=1

7. Link your TikTok Profile to your Seller Centre account https://seller-ie.tiktok.com/university/essay?identity=1&role=1&knowledge_id=563849464645408&from=feature_guide

- a. Top tip: Your account must be registered in Ireland. If it is not you will have to create a new account.
- b. Top tip: For age verification check the notifications in the TikTok app for next steps. It does not matter who verifies their age it can be anyone over 18. Facial recognition is the fastest.



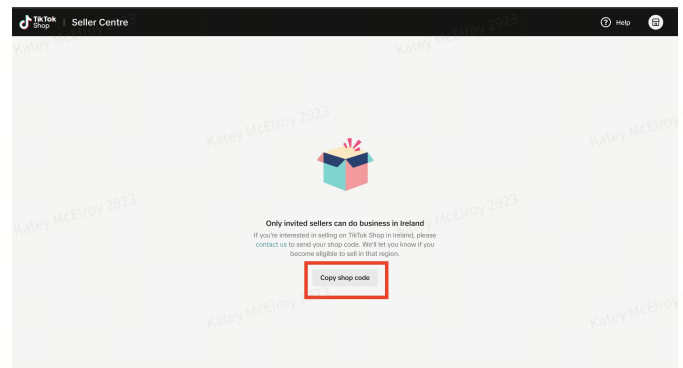
You are now ready to sell on TikTok Shop Ireland!

Appendix: How to get your account registered on TikTok Shop Ireland

1. Register your interest at <https://seller-ie.tiktok.com/>

1. Remember what email address you used to sign up and what your IE Shop Code is.

2. Please note it must be a unique email and not be used on any other TikTok accounts.



2. Please fill in this form with your details: [TikTok Shop Ireland](#)

Please share the email in the survey you used to sign up on the IE Seller Centre.

3. Wait for email from TikTok Shop Ireland to let you know your email address has been added to the invite-only list

Please note if you do not meet the requirements you will be unable to continue sign up. Please ensure you meet the requirements or plan on using TSP/MOR/Warehouse provider to support.

4. Registration Process

Please review the [Checklist](#) for onboarding and check out the IE [Registration help centre article](#) (if you are in the UK this will redirect to UK academy so use private browser).

Appendix: Day 1 Checklist for TikTok Shop Ireland



1. Activate Affiliate Open Plan 🖱️ [Guidance](#)

Enable the Affiliate Open Plan to attract affiliate marketers.

2. Ensure Products Are Ready for Sale 🖱️ [Guidance - Product overall](#) 🖱️ [Guidance - Stock Management](#)

Confirm product status, inventory levels, and shipping fees setting to ensure all items are available for purchase.

3. Link TikTok Shop with TikTok Handle 🖱️ [Guidance](#)

Ensure the shop is successfully linked to the TikTok main account.

4. Publish First Video with Product (Yellow Basket) 🖱️ [Guidance](#)

Post your first video with a product to ensure the account and product status are functioning properly.

5. Complete First Order via Video 🖱️ [Guidance](#)

Process the first order through the video link and ensure the entire fulfillment process—customer service, payment, logistic — is running smoothly.

6. Collaborate with Creators 🖱️ **Guidance**

Approve creator collaboration requests and confirm that commission rates and other details are correctly set.

7. Visit the TikTok Seller Academy for Ireland for more help 🖱️ **Guidance**

8. Low TikTok followers? Need to educate the IE audience? See examples below:

- b. Organize giveaways or contests to encourage 'Follow + Share' actions and grow the account's follower base.
<https://www.tiktok.com/@bperfectcosmeticsire/video/7444259972415819040>
- c. Educate the IE users on how to shop on TikTok Shop. See good example:
<https://www.tiktok.com/@kashbeauty/video/7446426593985072417?lang=en>