

In conversation with Moonwards

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Moonwards is an experienced Amazon seller based in Bad Zwischenahn. They have been selling home improvement supplies on Amazon.de since 2018 and decided to expand to the USA in 2023.



Our goal when launching in the US was to tap into a large customer base and make the most of this opportunity. With the efficient processes and support of Amazon Global Logistics, we were able to record strong growth without incurring significant additional effort.

-Lukas Aey, Hilko Groß

Managing Directors



Tell us a little bit about your business and the start of your Amazon journey in Germany:

Before his Amazon career, Hilko worked in the music industry as a DJ and producer for a long time, traveled around the world, played in front of large audiences and met someone there who was already a successful Amazon seller and learned a lot. That's where the first interest was sparked. Lukas was also active in the artistic industry and inspired people all over the world with his magic. However, we no longer saw each other there in the long term and so founded the company Moonwards in 2018 with a focus on Amazon. Since then, we have focused 100% on Amazon with their diversity of ideas and drive.

What inspired you to expand to the United States with Amazon?

We are aware that the store in the USA is the largest and so it was clear to us that we would have to take advantage of this opportunity one day. After learning a lot in the first few years selling in Europe, this was the next logical step. Amazon offers us great opportunities to scale our business efficiently and easily in the USA, not only with the store, but also with logistics [Amazon Warehousing Distribution](#) (AWD).

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How does your company setup in the US look like?

We currently sell and control everything with our German GmbH.

How did you manage the Tax setup? Did you seek third-party support?

The sales tax (which is different in almost every state) is automatically paid by Amazon, which makes our work much easier. We also use software like Amainvoice to keep a good overview.

[Learn more about US tax requirements ↗](#)

How did you navigate US market requirements and regulations?

We obtained information from various experts in advance and tested our products. We were in contact with the Alton company, among others have also joined a USA expert. (The Tide is turning by Til Andernach).



What tools or software do you use to create and manage listings in the US store?

We use Helium10 for, among other things, keyword research, titles, bullet points and also to track our rankings.

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How do you manage the translations and quality of content? Any tools?

We work exclusively with native speakers to get our messages across in a targeted manner. We find these mainly through freelance platforms such as UpWork and Fiverr.

How does your supply-chain / inbound logistics setup look like?

We only use shipping through Amazon and send our goods in containers by sea freight to Amazon. Here we also use Amazon Warehousing and Distribution (AWD) service, as well as Fulfillment by Amazon (FBA) inbounds. If things have to go faster, we are also happy to use the "Fast Ocean" service, where the ship takes less than 20 days from China to LA, USA.

How did you handle the customs and import regulations? Did your logistics partner assist you with this?

Since we only use Amazon Global Logistics (AGL), this is handled transparently and easily. Amazon Global Logistics also handles customs and proper importation for us. It is important to note the punitive tariffs, which can be significant.

How do you manage international returns?

We donate our returns because they are in the lower-middle price segment.

What is your advertising and brand strategy? What are the key tools you rely on?

Here too we work with experts. For PPC we use the Adference software. We attach great importance to brand building in marketing. Visual content is also extremely important to us, which we are constantly developing.

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Do you see a significant difference between European and American customers?

In our opinion, American customers are even more enthusiastic about our products and are communicating this even more to the outside world. We previously analyzed the American market and created our bids based on that. We then split this several times with an American audience via the Pickfu platform.

How do you decide about what selection to offer in the US?

Just like in Europe, we check whether the product meets the criteria for launching in the USA. Many factors often play a major role here and we design it individually. The demand has to be right. Here we mainly use Helium10, for example to see the search volume. It is also important that the competition is not too strong and that we have the opportunity to differentiate ourselves through certain points such as design, functionality, etc.

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Where do you see your US Amazon business in the next 12 months?

In the next 12 months we see enormous growth that we could probably never achieve here in Europe. We look forward to reaching as many customers as possible and inspiring them with our products. We will also be launching additional products in the USA by then to further drive our growth.

What are your final words and advice for Selling Partners starting the US expansion?

We would recommend starting with a product that is not too complex in terms of requirements and risks in order to get to know the market and customers as well as the logistical processes. In addition, you should obtain enough information and the necessary know-how in advance.



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