PRODUCT IDENTIFIERS

Guide to completing import customs clearance

What is the role of Product Identifiers?

Product Identifiers (PIDs) are unique codes that help identify goods unambiguously and enable customs authorities to carry out more effective risk analysis and product checks.

Under the new EU regulations, as of 1 November 2026, Product Identifiers become mandatory data to be submitted for import customs clearance. These include one merchant product identifier (M-PID) and two types of manufacturer product identifiers (NS-PID and S-PID). They are associated with the individual products contained in an item.

Without the required Product Identifiers, customs clearance of the item cannot be completed. Once the storage period has expired, the item will be returned to the sender.

Which items are affected by the new Product Identifier requirements?

The new rules apply to items containing goods ordered by private individuals from outside the EU (business-to-consumer, B2C), with a total value not exceeding EUR 150.

What changes during the customs clearance process?

Magyar Posta will attempt to obtain the Product Identifiers from the recipient.
The recipient will be notified of the arrival of the item requiring customs clearance. Magyar Posta will request the submission of documents confirming the contents of the item (e.g. invoice, order confirmation) and a completed customs declaration containing the Product Identifiers (Declaration for Postal Items with Automatic Postal Clearance) via www.posta.hu/vam.

Where can Product Identifiers be found?

- Product Identifiers can be found on the online seller's or webshop's website, in sections such as product description, item details, item specifics, product information, or product safety/compliance information.
- On the invoice or order confirmation, if the seller includes them. Please note: the invoice number, order ID, transaction ID, and item tracking number are not product identifiers and must not be provided as such.
- On the product packaging or label, or beneath the barcode, if this information is available, for example in the form of a photograph.
- We also recommend contacting the online seller or webshop directly to request the Product Identifiers if they cannot be obtained from other sources. **A sample letter is available here.**

When completing the customs clearance declaration, please note the following:

- if an item contains multiple products, the Product Identifiers must be provided separately for each product.
- the invoice number, order ID, transaction ID, and item tracking number do not identify the product and must therefore not be provided as Product Identifiers.
- if several different identifiers belonging to any of the three Product Identifier types are listed on the product page, please provide all of them.
- if one or more Product Identifiers cannot be found and cannot be obtained from the sender, please enter "not found" or "none" in the designated Product Identifier field of the customs clearance declaration.
- if you have correspondence with the online seller or webshop regarding the Product Identifiers, please attach it to the customs clearance declaration when submitting it, together with the other documents confirming the contents of the itme (invoice and order confirmation).

Which Product Identifiers must be provided?

Product Identifiers are not labelled consistently across different online platforms and webshops.
The summary table below lists the official names and brief descriptions of the different types of Product Identifiers, as well as their common alternative names for reference, together with examples of Product Identifiers.

	M-PID **merchant product identifier** *kereskedői termékazonosító*	**NS-PID** **non-standardised manufacturer product identifier** *nem szabványosított gyártói termékazonosító*	**S-PID** **standardised manufacturer product identifier** *szabványosított gyártói termékazonosító*
Is it mandatory to provide it?	yes	yes	yes, if one exists
What is the format of the identifier, and who issues it?	A unique identifier in a flexible format assigned to the product by the online seller or webshop.	A unique identifier in a flexible format assigned to the product by the manufacturer. The identifier may contain elements that refer to product characteristics, such as colour.	An identifier based on internationally recognised standards, assigned to the product by the manufacturer. UPC: 12 digits, primarily used in North America. GTIN: 8, 12, 13, or 14 digits. EAN: 13 digits, primarily used in Europe. ISBN: 13 digits or 10 characters long.
Common names (for guidance only; not exhaustive)	Listing ID SKU (Stock Keeping Unit) eBay Product ID (ePID) eBay item number ASIN (Amazon Standard Identification Number) Product identifier	Model number Manufacturer Part Number MPN	UPC (Universal Product Code) GTIN (Global Trade Item Number) EAN (European Article Number) ISBN (International Standard Book Number)
Common formats (for guidance only; not exhaustive)	735343430 123383405937 B07NM3RSRQ 1005009586444659-12000049609027528	1537 78DOGPAD MT-30MS	UPC: 713289234331 GTIN: 0885370844436 EAN: 5991234567890 ISBN: 9789631234567

Examples:			
Controller	eBay item number:158131827469	MPN: QAU-00073	UPC: 196388518036
Dog bed	ASIN: B0DV6Y5HV6	Manufacturer Part Number: BeigeDonutBed-SizeS	UPC: 198715587586

Additional information on providing Product Identifiers

- Providing the standardised manufacturer product identifier (S-PID) is mandatory if one exists. Otherwise, please enter “not found” or “none” in the designated product identifier field of the customs clearance declaration.
- Although uncommon in practice, manufacturers are permitted to use a standardised manufacturer product identifier (S-PID) as a non-standardised manufacturer product identifier (NS-PID) as well.
- Although uncommon in practice, online sellers or webshops are permitted to use a standardised manufacturer product identifier (S-PID) as a merchant product identifier (M-PID) as well.
- The merchant product identifier (M-PID) and the non-standardised manufacturer product identifier (NS-PID) may be identical if the merchant and the manufacturer of the product are the same.
- For second-hand products, the PID identifiers of the original product must be provided.
- For custom-made products, such as a textile product personalised with a logo, the PID identifiers of the original underlying textile product must be provided.
- Due to their specific nature, for the following product categories, where the goods fall under the listed customs tariff codes, only the S-PID needs to be provided in the customs clearance declaration. Please enter “M-PID” in the M-PID field and “NS-PID” in the NS-PID field:
  - Handmade and handcrafted products: the relevant customs tariff codes are 4420 11, 4420 19, 4602, 4802 10 00, 5702 10 00, 5804 30 00, 5805 00 00, 7013 28 10, 7013 33 11, 7013 33 19, 7013 37 51, 7013 37 59, 7013 41 10, 7013 49 91, and 7013 91 10.
  - Antiques, collectibles, works of art, stamps and coins: the relevant customs tariff codes are 9701, 9702, 9703, 9704, 9705, and 9706.
  - Unprocessed agricultural products and perishable goods: products falling under Chapters 1–15, i.e. goods whose customs tariff code begins with a two-digit number between 01 and 15.
- The following principles apply to the S-PID identifier for healthcare products, medical devices and pharmaceutical products:
  - Medical devices covered by Regulations (EU) 2017/745 (MDR) and (EU) 2017/746 (IVDR):
    - ☐ Where available under either of these regulations, the UDI-DI identifier qualifies as an S-PID for the purposes of the product identifier (PID) requirements.
    - ☐ Legacy medical devices placed on the market under previous legislation, for which the UDI-DI (device identifier) requirement does not apply until 27 November 2026, comply with the new PID requirement if the CELEX identifier of the applicable regulation is provided as the S-PID. These identifiers are 32017R0745 and 32017R0746, respectively.
    - ☐ For other medical devices that are not subject to the UDI-DI requirement, any other available S-PID identifiers must be provided. Examples include medical devices manufactured outside the EU and sold directly to EU consumers without CE marking, which are not listed in the EUDAMED database and do not have a UDI-DI identifier compliant with EU requirements, as well as custom-made devices that are explicitly exempt from UDI registration in the EUDAMED system under Article 29(4) of the MDR.
  - Medicinal products and over-the-counter medicines under Directive 2011/62/EU:
    - ☐ The product code (AI 01) may be used as the S-PID identifier.

Legal Framework

https://taxation-customs.ec.europa.eu/customs/eu-customs-reform_en
https://taxation-customs.ec.europa.eu/document/download/053e5b4e-f0be-4f20-9a23-3e3b659a6676_en?-filename=Customs%20Guidance%20on%20EUR%203%20customs%20duty.pdf