Changes to Google Shopping in Europe

Shopping ads help retailers and brands connect with shoppers whether they're at home, on the go or in the store. Starting today, Comparison Shopping Services have a new opportunity to use Shopping ads to advertise on Google.com in EEA countries[1] and Switzerland on behalf of retailers they represent. Google Shopping in these countries will operate in the same manner, bidding alongside Comparison Shopping Services on equal terms. If you run a Comparison Shopping Service and are interested in learning more, visit our help center.

European retailers of all sizes will still be able to reach consumers using the same Google Shopping tools and insights they use today. And as shopping intent begins to rise for the holiday season, we'll keep launching new innovations that make Shopping ads work even better for everyone.

Posted by Oliver Heckmann, VP Engineering

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1. Comparison Shopping Services in EEA countries where Shopping ads are available: Austria, Belgium, Czech Republic, Denmark, France, Germany, Italy, Ireland, Netherlands, Norway, Poland, Portugal, Spain, Sweden, Switzerland , United Kingdom.