

— FREE GUIDE FOR JERSEY BUSINESSES

Selling online from Jersey

GST, UK VAT, customs and postage on one page

You can sell to islanders and to the UK from the same website, but the UK sits outside Jersey's tax system and every parcel crosses a customs border. Most shop advice is written for UK sellers and gets this wrong.

Checked against gov.je, Jersey Post and HMRC guidance in September 2026. A plain-English guide, not tax advice: an accountant or Jersey Post's Business Team can give you a definite answer.

CUSTOMERS IN JERSEY

- No VAT: Jersey has GST at 5%.
- Register once taxable sales reach £300,000 in twelve months.
- Prices online must include all taxes, with delivery costs clear before the order.
- Islanders now pay GST on imports of £60 or more, so a local shop with clear prices has a real case.

CUSTOMERS IN THE UK

- No customs duty, but UK VAT (20%) applies.
- If it isn't paid in advance, the parcel can be held and your customer charged VAT plus a fee.
- Parcels of £135 or less: use Jersey Post's IVAS scheme, a marketplace that collects VAT (such as Amazon), or UK VAT registration.

POSTAGE TO THE UK, 2026

Parcel up to 250g	£4.30
Parcel up to 500g	£5.30
Parcel up to 1kg	£7.60
Parcel up to 2kg	£11.40
Signed For	+£3.20

Jersey Post prices from 6 January 2026. Delivery 2 to 5 days after arrival in the UK.

EVERY UK PARCEL NEEDS CUSTOMS DATA

Without it, parcels can be delayed, charged, returned or destroyed. Jersey Post labels include it. For commercial items you need a description, the HS tariff code, the country of manufacture and a commercial invoice.

Jersey Post's Online Postage Account prints labels with the data filled in.

WHAT YOUR SHOP HAS TO SHOW

Under the Distance Selling (Jersey) Law 2007: who you are and your address, what they are buying, the price including taxes, delivery costs, how payment works, their right to cancel and how long the price is valid. Jersey customers can cancel within 7 working days of receiving goods; UK shoppers expect 14, so offering 14 to everyone avoids arguments.

THE SHORT CHECKLIST

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| ☐ Prices include GST if you charge it; delivery shown before checkout | ☐ Postage set per zone: Jersey (and collection), then the UK |
| ☐ UK VAT route decided: IVAS, a marketplace, or UK VAT registration | ☐ Customs data on every UK parcel |
| ☐ Distance selling information and an order confirmation with how to cancel | ☐ Returns of at least 14 days if you sell to the UK |