

Guidelines for Fruit Sellers

To maintain a trusted and positive shopping experience on TikTok Shop, fruit sellers must follow these guidelines to ensure product quality, safety, and compliance with platform standards.



1 Fruit Seller Requirements

Sellers must meet these requirements to start selling fruits.

Seller

1. Have strong shop performance

- Negative Review Rate (NRR) below 1.7%**
- Seller-Fault Return & Refund Rate (SFRR) below 1.45%**

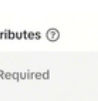
Seller-level **NRR** must remain **below**

1.7%

Seller-level **SFRR** must remain **below**

1.45%

- Have no major policy violations or excessive negative customer feedback
- Request and obtain **Category Qualification** (Required for all fruits except durian)
 - Select **Food & Beverages > Fresh & Frozen Food > Fruit**, and choose any fruit category from the list. Selecting one fruit category will unlock access to all fruit categories
- Complete the Security Deposit payment according to the fruit category sold



View the deposit amount required

Product Listing

When listing fruit products, sellers must fill in all **mandatory attributes** of that fruit category (marked with a red asterisk):

Attributes ⓘ

Required

* Fruit Variety

* Seedless

* Net Weight

* Packaging Type

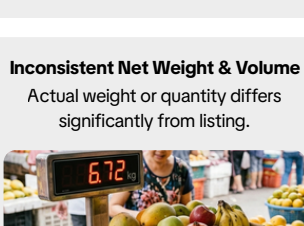
2 Staying Compliant

1. Avoid these common issues

- Buyers who experience these issues may leave negative reviews, which impacts your **NRR (Negative Review Rate)**; or raise aftersales requests, which impacts your **SFRR (Seller Fault Return Refund Rate)**.

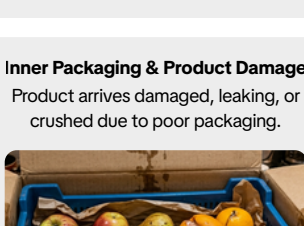
Rotten/moldy/spoiled

Mouldy, sour-smelling or unsafe for consumption.



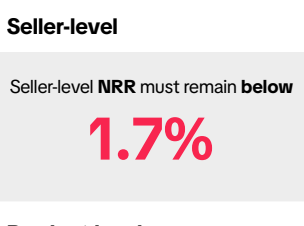
Poor effect

Bad taste, lack of sweetness, unripe even after following instructions.



Inconsistent Net Weight & Volume

Actual weight or quantity differs significantly from listing.



Inner Packaging & Product Damage

Product arrives damaged, leaking, or crushed due to poor packaging.



2. Maintain strong performance to continue selling fruits

• Seller-level

Seller-level **NRR** must remain **below**

1.7%

Seller-level **SFRR** must remain **below**

1.45%

• Product-level

- Products with high **overall NRR & SFRR** compared to similar products may have traffic visibility impact
- Products with high **NRR & SFRR related to Rotted/Mouldy/Spoiled issues** compared to similar products may be **frozen**

[How to check your NRR and SFRR in Seller Center](#)

Seller level NRR

Seller Center > Account Health > Shop Health

Seller level SFRR

Seller Center > Account Health > Shop Health

Product level NRR

Seller Center > Store Rating > Metric diagnosis tool > Product Satisfaction

Product level SFRR

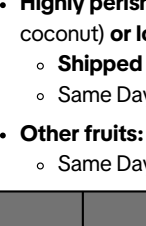
Seller Center > Store Rating > Metric diagnosis tool > Product Satisfaction

3 Product Selection & Packaging

- Match ripeness to delivery timelines and buyer location to reduce spoilage risk
- Listing descriptions must accurately reflect net weight, size, and variety (add a remark about moisture loss if needed)
- Keep fruit size and quality consistent across the package
- Avoid shipping fruits with scratches, bruising, color inconsistency, and stem dryness
- Ensure best packaging practices:

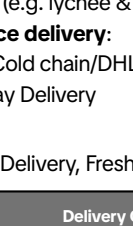
Durian

- Use thick and durable boxes with ventilation holes
- Properly secure fruits to minimize damage
- Avoid bubble wrap, as it may lead to over moisture



Avocado, Mango & Citrus

- Use thick and durable boxes and bubble wrap
- Use dividers to minimize bruising



Lychee

- Use a foam box placed inside a carton box
- Keep the trunk and leaves attached to help extend shelf life and maintain freshness during transit
- Use ice packs or cooling materials for long-distance delivery to reduce heat exposure



4 Shipping & Delivery

- Use **Pre-Order** if the shipping takes longer than standard order fulfillment timelines
- Select suitable delivery methods based on fruit sensitivity and buyer location:
 - Highly perishable fruits** (e.g. lychee & rambutan, peach, pineapple, coconut) **or long-distance delivery**:
 - Shipped by Seller**: Cold chain/DHL Express
 - Same Day or Next-Day Delivery
 - Other fruits**:
 - Same Day, Next-Day Delivery, Fresh Delivery, Bulky Shipping

Fruit Category	Delivery Options					
	Shipped By Seller (e.g. Cold chain, DHL Express)	Same-Day Delivery	Next-Day Delivery	Fresh Delivery	Bulky Delivery	Standard Delivery
Lychee & Rambutan	✓	✓	✓	✗	✗	✗
Pineapple	✓	✓	✓	✗	✗	✗
Peach	✓	✓	✓	✗	✗	✗
Coconut	✓	✓	✓	✗	✗	✗
Avocado	✓	✓	✓	✓	✗	✗
Mangosteen	✓	✓	✓	✓	✗	✗
Cherries	✓	✓	✓	✓	✗	✗
Melons	✓	✓	✓	✓	✗	✗
Berries	✓	✓	✓	✓	✗	✗
Longan	✓	✓	✓	✓	✗	✗
All other fruits	✓	✓	✓	✓	✓	✓

5 Aftersales Requests

Buyer's request	Actions to take	When you have to take action by
Order Cancellation	Approve or Reject with valid reason & evidence	2 calendar days
Refund-only	Approve or Reject with valid reason & evidence	1 working day
	Negotiate with buyer for Partial Refund	1 calendar day for requests due to the "Missing items" reason 1 working day for other reasons
Reshipment	Approve	1 working day to approve, then within 2 working days to reship the order.* *If this timeline is not met, the buyer will be given a full refund
	Offer Full Refund	1 working day
	Negotiate with buyer and offer Partial Refund	
	Reject with valid reason & evidence	

1. **Partial Refund**

Should the buyer raise concerns about the product received, sellers may negotiate and offer a **Partial Refund**. **If the buyer accepts, the order won't count towards your SFRR.**

- Go to **Manage Returns > Awaiting Action**, find **Refund-only** requests, then select **Partial Refund** and enter your offer

How much should I refund?

Scenario Type	Scale of issue	Refund amount
Scenario 1: Visible Issues Defects or discrepancies that can be identified upon delivery.	< 10%	Seller and buyer should negotiate an appropriate partial refund
	10%–50%	Refund 50% of the actual paid amount
	> 50%	Refund 100% of the actual paid amount
Scenario 2: Invisible Issues Defects that are not immediately apparent upon delivery (e.g. Poor taste/unpleasant smell)	-	Seller and buyer should negotiate an appropriate partial refund

How to assess the scale of issue?

Issue Type	Assessment Method	Example
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Rotten, moldy, or spoiled fruit % of affected fruits 2 out of 10 fruits are moldy → The scale of the problem is 20%

Weight or size significantly different from the product description % of weight/size deviation from the product description Ordered 2kg, received 1kg → The scale of the problem is 50%

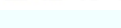
Other visible quality defects % of affected fruits 8 out of 10 fruits have severe bruising → The scale of the problem is 80%

2. **Reshipment**

If a buyer requests a reshipment, review and respond within **1 working day** before they may be auto-approved.

You may **approve**, **reject** with a clear reason, or **suggest a partial refund** as an alternative.

- Go to **Manage Returns > Awaiting Action**, and find **Reshipment** requests



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