

MERCHANT CENTER:

PRODUCT DATA SPECIFICATION UPDATE 2025



GEORGI ZAYAKOV



PRODUCT DATA SPECIFICATION UPDATE

INTRODUCTION

Google has just announced its yearly Merchant Center product data specification update which aims to create a better experience for people who are searching for products online.



PRODUCT DATA SPECIFICATION UPDATE

INSTALMENT PRICING

Google will no longer support the price attribute for deposits on instalment products.



Use installment.downpayment for the deposit.

The price must now reflect the full amount for upfront purchases.



PRODUCT DATA SPECIFICATION UPDATE

ENERGY EFFICIENCY CLASS

In the EU, energy efficiency class attributes will be replaced by the more general certification attribute.



This change supports products that require graphical energy labels – both rescaled and non-rescaled.



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ENERGY EFFICIENCY CLASS II

Energy efficiency class attributes will still be accepted in Norway, Switzerland, and the UK – so make sure your product data is aligned with the regional requirements.



PRODUCT DATA SPECIFICATION UPDATE

NEW DELIVERY ATTRIBUTES

Google is introducing offer-level delivery attributes – similar to existing account-level options.



This gives merchants more flexibility and precision in delivery settings per product offer.



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NEW DELIVERY ATTRIBUTES II

New attributes enable more accurate delivery time estimates in Shopping ads and free listings and include:

- carrier_shipping
- shipping_handling_business_days
- shipping_transit_business_days



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UPDATED GUIDANCE ON MEMBER PRICES

Member prices can no longer be submitted via price or sale_price attributes – globally.



This applies to both paid and free membership programs.



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UPDATED GUIDANCE ON MEMBER PRICES

Use the loyalty_program attribute (where available) instead.

Violations may lead to offer or account disapprovals – make sure your setup is compliant.



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SALES TAX ATTRIBUTES REMOVAL

Google will no longer require US sales tax info via tax, tax_category, or Merchant Center settings.



This simplifies setup for US-based merchants.



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SALES TAX ATTRIBUTES REMOVAL II

Offers previously disapproved for missing tax info may now become eligible – potentially increasing traffic and affecting campaign spend.



Monitor performance and budget impact closely.



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TIMELINE

Some of the changes take effect immediately:

- Instalment pricing
- Energy labels (EU)
- Delivery settings



Member pricing and US sales tax updates will be rolled out on the 1st of July, 2025.



PRODUCT DATA SPECIFICATION UPDATE

ASK THE GOOGLE ADS DETECTIVE

Curious to get answers to your
Google Ads questions? Simply
ask the Google Ads Detective!



<https://www.hutter-consult.com/downloads/google-ads-detective/>



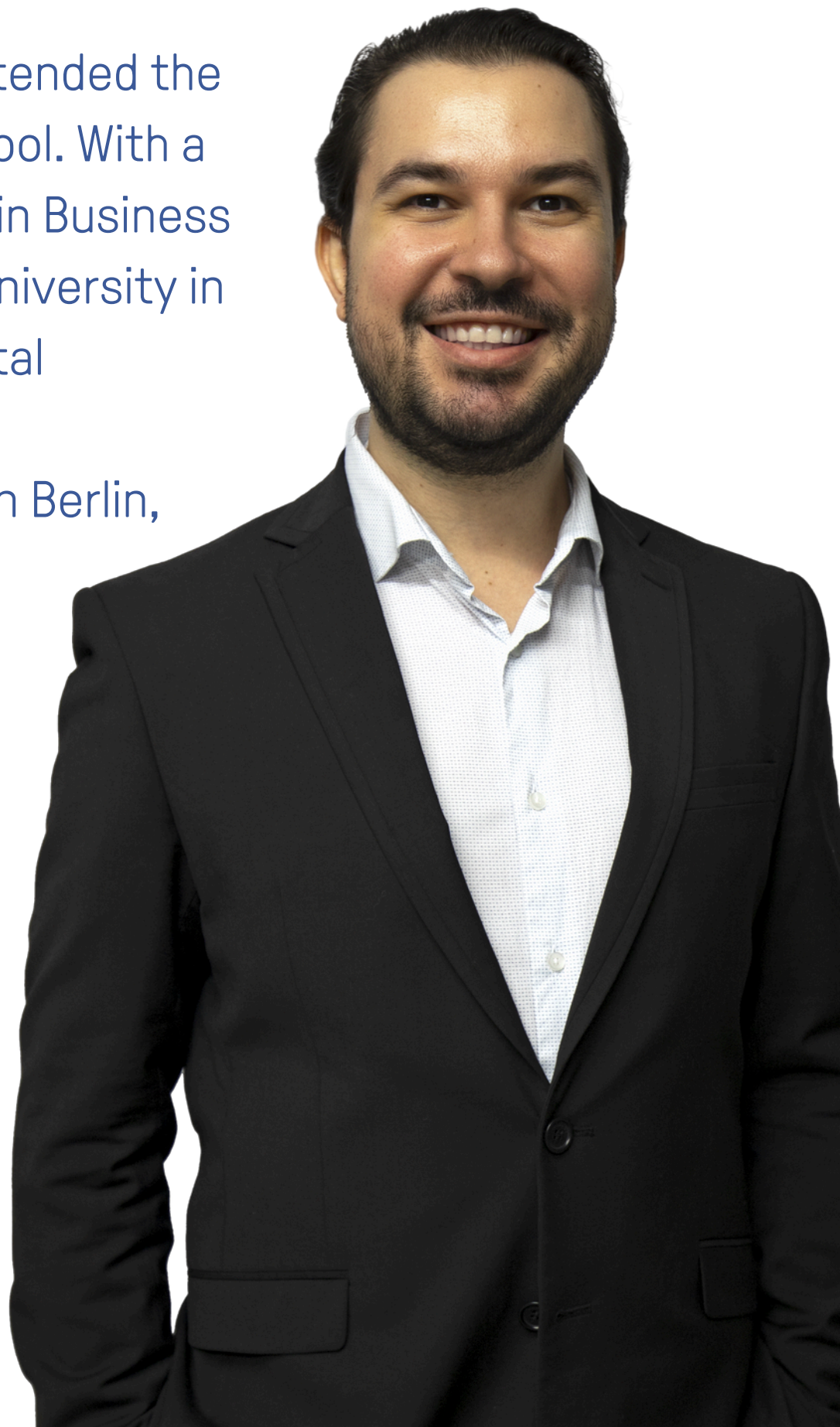
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Born in Sofia, Bulgaria, Georgi attended the 91st German Language High School. With a Bachelor's and Master's degree in Business Administration from Humboldt University in Berlin, he found his way into digital marketing and e-commerce.

He has ten years of experience in Berlin, Cologne, and Düsseldorf, most recently as a team leader at TRG in SEA and Amazon.

Currently, he works as a Senior Consultant at Hutter Consult AG, specializing in Google.



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