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Returns and Refunds Policy

Note: From **8 September 2026**, we're updating the benchmark to approve and refund a returned item to 3 business days. See our full announcement [here](#).

Overview

As a seller on Woolworths MarketPlus, you are required to comply with the Australian Consumer Law (ACL) and ensure that the products you sell meet certain consumer guarantees.

The consumer guarantees are a set of rights in the ACL that Woolworths MarketPlus customers automatically have when they purchase a product, and they apply regardless of whether the seller or manufacturer provides a separate warranty, or is based in Australia or another country. They also apply to refurbished products.

As a seller on Woolworths MarketPlus, you are responsible for ensuring that products you sell meet the consumer guarantees, and that you provide customers appropriate remedies required by the ACL if the products do not meet them.

The guarantees that apply to products include:

1. **The guarantee of acceptable quality, fit and finish:** The products must be of acceptable quality, which means they must be safe, durable, free from defects, have an acceptable appearance and finish, and perform as expected.
2. **The guarantee of fitness for a particular purpose:** The products must be fit for their ordinary purpose, or a particular purpose that the seller represents to the customer, such as through the details of a product listing or answer to a customer query.

3. **The guarantee of match with description:** The products must match the description provided by the seller product listing or packaging, so it is important product listings contain accurate descriptions and images of the products.
4. **The guarantee in relation to repairs and spare parts:** Sellers must have spare parts and repair facilities available to consumers for a reasonable time to fix problems that may arise with their products.

There are also other guarantees, such as the guarantee to full title and ownership, and guarantee that products will be free from any hidden debts and charges.

Sellers can find detailed guidance on all of the Consumer Guarantees on the [ACCC website here](#). If sellers are still unsure, they should seek independent advice.

Customer rights when a seller product fails to meet a consumer guarantee

If a product you sell fails to meet one or more of the above guarantees, the customer has the right to a repair, replacement, or refund, depending on the circumstances.

If there is a major failure with a product, a consumer has the right to choose whether they would like a repair, replacement or refund. If the buyer does not reject the products and elects to keep it, they have a right to a partial refund for the reduction in value of the products caused by the failure. In some cases, a buyer can also be entitled to compensation for extra damages and loss.

A major failure is a failure to meet a consumer guarantee where one or more of the following applies:

1. A reasonable consumer would not have bought the products if they had known about the problem;
2. The products differ significantly from their description;
3. The products can't be used for their normal purpose, or another purpose the buyer told the seller about before they bought it, and can't easily be fixed within a **reasonable time**.
4. The products are unsafe.

If the failure to meet a guarantee is not a major failure, but nevertheless does not comply with the consumer guarantees, the seller can choose to offer a repair, replacement or refund.

There is no specific time period when the consumer guarantees end. The length of the consumer guarantee period depends on the product and a variety of other factors [you can find more information about here](#).

Manufacturer or Seller Warranties

In addition to the consumer guarantees many goods also come with separate manufacturer or seller warranties. It is important to understand that the consumer guarantees apply regardless of whether the product has a separate warranty provided by a manufacturer or seller.

This means that even if a manufacturer's warranty has expired, the customer may still be entitled to a repair, replacement, or refund if the goods fail to meet one or more of the consumer guarantees.

Sellers will need to assess their consumer guarantee obligations against any warranty that accompanies the product to determine whether the guarantees apply and ensure they meet these requirements when dealing with problems.

Seller return policies and dealing with problems

Change of Mind Returns

As a seller on Woolworths MarketPlus, offering a **30-day Change of Mind** return is **required** to sell on the platform. Sellers are also required to ensure the correct [return address](#) is provided in the Seller Portal at all times. For a Change of Mind return, the **Customer** is responsible for the cost of returning the product.

To qualify for a Change of Mind return, the product received must be in '**as new**' condition and be returned within **30-days** of dispatch. **Sellers are not required** to accept a Change of Mind return on any product that shows signs of use, damage, or alteration.

Condition	Details
'As New'	Unopened, unused, unworn, in resalable condition.
Packaging	Must be in its original packaging with all original seals intact (where applicable) and all accessories included.
Refurbished	Must show no signs of additional wear or damage beyond its original refurbished state.

A **standardised Change of Mind policy text** will be automatically provided and displayed on every Product Display Page.

Sellers have the flexibility to **add clarifying copy** about their specific returns and refund processes (beyond the WMP Returns & Refunds Policy) through the Seller Portal. This custom text may be shown on the Product Display Page and/or Seller Page, depending on the Marketplace features.

Sellers are able to have more generous change of mind returns policies, however, all seller policies must be, at a minimum, consistent with this policy and with a customer's Australian Consumer Law rights. Sellers who publish or attempt to apply policies inconsistent with these rights in breach of this policy risk suspension or termination of their seller accounts.

Categories Exempt from Change of Mind Returns

Woolworths MarketPlus sellers are **not required** to offer Change of Mind returns on categories such as (unless the product is faulty):

- any products classified as being a dangerous or prohibited item by Australia Post (eg. flammable liquids such as nail polish or perfume, soft drink makers)
- big and bulky items (with a gross weight greater than 22kg, shipping length greater than 105cm and shipping dimensions greater than 0.25 cubic metres) (e.g. trampolines, mattresses);
- personal and hygiene-sensitive items (e.g. underwear & intimates, pierced jewellery)
- perishable goods (e.g. flowers, foods) and gift hampers;
- custom-made, monogrammed, personalised, or altered items;
- e-gift cards;
- prepaid SIMs and mobile starter packs.

What is the refund process for customers?

Upon receipt of the returned product, Sellers will have up to 2 business days to inspect a product and ensure that it meets the 'as new' condition criteria. Once a return is approved, you must issue a refund in the Seller Portal and solve the ticket within 2 business days, and the customer will be issued a refund for the cost of the product.

Note: From **8 September 2026**, you will have **3 business days** to inspect and refund a returned item. See our full announcement [here](#).

Please review the [WMP Return Guidebook](#) for more information about the Seller and Customer journey.

If a customer's product is faulty, damaged or incorrect and they contact you, you should be sure to:

- Understand your Australian consumer guarantee obligations for each product you sell and comply with these obligations when a customer reports an issue with a product you have sold on Woolworths MarketPlus.
- Respond promptly to customer queries and concerns in accordance with [Woolworths MarketPlus Seller Service Level Agreement](#).
- Aim to resolve customer concerns quickly and efficiently in accordance with a customer's consumer guarantee rights.

If you do not meet these requirements, consumers can escalate their concerns to Woolworths MarketPlus, and our Escalations Team will attempt to resolve issues with sellers and customers. If a seller refuses to resolve the customer's legitimate concerns consistent with their obligations under this policy or Australian Consumer Law, Woolworths MarketPlus may intervene to ensure customers receive an appropriate remedy, and seek compensation from the seller for any amounts paid.

Consumer guarantees

The ACL provides for situations where the consumer guarantees do not apply, such as where a customer has misused the product, or the product is damaged through no fault of the seller. Sellers can further familiarise themselves with the requirements of consumer guarantees and how they apply by referring to the guide published on the [ACCC's website here](#).

Examples of seller return policies that can breach these requirements include policies that:

- Impose arbitrary deadlines for exercising a consumer guarantee right, such as limiting refunds or returns to within 2 days of delivery;
- Limiting or restricting what remedies can be granted. For example, a policy that provides products can be replaced but does not allow for refunds; or
- Prevent customers exercising their consumer guarantee rights in any way.

Sellers who consistently fail to meet their obligations may have action taken against them including but not limited to suspension or termination of their seller accounts.

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