

Product information and images for millions of items worldwide.

Total current barcode entries: 125,117,376

Enter a barcode number or product name	🔍 Search
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Find info on any product — in seconds!

At Barcode Lookup, you get product information, photos and store pricing for millions of items worldwide — just by typing in the item's barcode number. We leverage the power of our gigantic database of barcodes and product data, sourced from big retailers and e-commerce sites all over the world, to bring you clear, useful info on any product you're interested in.



125,117,376

BARCODES IN OUR DATABASE

What's a barcode, anyway?

A barcode is a one-of-a-kind code composed of numbers, along with a specific pattern of stripes that represents a particular product. These codes are designed to be scanned by optical readers, just like the ones you see at checkout counters in retail stores. But since the lines correspond to a list of numbers, it's easy to lookup any product with a barcode simply by matching those numbers to an entry in a database. The three different barcode formats and symbologies you'll find on our website are:

UPC

UNIVERSAL PRODUCT CODE

The United States, Canada, the United Kingdom, Australia, New Zealand and many other countries generally use barcodes known as Universal Product Codes (UPCs).

EAN

INTERNATIONAL ARTICLE NUMBER

Merchants in Europe and other areas around the world often use a barcode type known as an International Article Number (EAN, since it was formerly known as European Article Number).

ISBN

INTERNATIONAL STANDARD BOOK NUMBER

Books often use the International Standard Book Number (ISBN) barcode format, which is compatible with EAN barcodes.

Why do a barcode lookup?

A product's packaging may not tell you everything you need to know about that product — where it comes from, how well it works or how it's priced at other stores. Enter any product's UPC, EAN or ISBN code into Barcode Lookup, and find all kinds of information about the item including its manufacturer, name, description, photos and customer reviews. We even show you links to online stores where you can buy the same item — often for less than your local retail store is charging. We're here to make it as easy as possible for you to find what you're looking for, so you can make smart buying decisions.



Where do we get our barcode information?

We work directly with over 1,500 retailers who provide us with massive amounts of data and the latest barcodes in their inventory systems. We've got just about everything in our database — from common grocery items and electronics, to obscure lesser known products. We use our proprietary technology to sort through the data, sift out the most useful information and present it to you in a searchable, easy-to-use format.

Our database is growing every day.

Currently, our database is in the tens of millions — and we're constantly working to acquire more. And as soon as the data for a new barcode comes into our possession, we immediately import it into our searchable database to make sure you can find it. At Barcode Lookup, we analyze, check and re-check the information in our database to ensure that it's accurate and up- to-date.



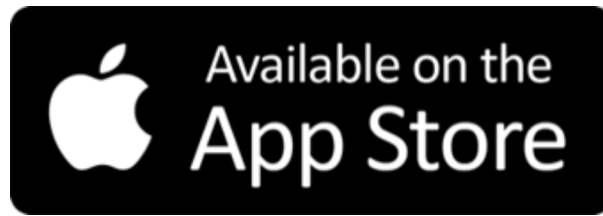
Lookup products on the go with our mobile app!

All the product info you can retrieve from our website is also available through the FREE mobile app, available for **Android**

(<https://web.archive.org/web/20190524041844/https://play.google.com/store/apps/details?id=com.barcodelookup>) and **iOS**

(<https://web.archive.org/web/20190524041844/https://itunes.apple.com/us/app/barcode-lookup/id953488535>) devices. The Barcode Lookup app gives you instant access to the millions of

barcodes in our system, along with all the product info, descriptions, manufacturers and brands, customer reviews, photos, and links to online stores. With the app, you can scan and lookup any barcode while you shop — for FREE!



(<https://web.archive.org/web/20190524041844/https://itunes.apple.com/us/app/barcode-lookup/id953488535>)



(<https://web.archive.org/web/20190524041844/https://play.google.com/store/apps/details?id=com.barcodelookup>)

Barcode Lookup is used by thousands of e-commerce stores worldwide.

In many countries, Google merchant accounts now require the use of Global Trade Item Numbers (GTINs) in **shopping data feeds**



(<https://web.archive.org/web/20190524041844/https://commerce.googleblog.com/2015/09/reach-more-customers-online-add-gtins.html>). These internationally accepted codes enable online

merchants across the globe to identify products in a way that other merchants and customers can recognize. A growing number of online merchants now include product UPC, EAN and ISBN barcodes in their shopping cart back-end systems.

Here's where we come in...

Barcode Lookup helps you fill in the gaps for missing product barcodes. Just run a search by product and brand name or manufacturer part number (MPN) to find the barcodes you're missing.



We offer Bulk Lookup services.

Need to look up a large number of barcodes quickly? Use our convenient Bulk Lookup service to grab the information we have for every product you need, all at once. No waiting. No typing in barcodes one at a time. Just send us a list of UPC, EAN or ISBN codes, or manufacturer part numbers and let us do the rest. We'll send back a CSV file with product names, descriptions, categories, manufacturers and brands, images and store pricing data. Check out our **Bulk Lookup (bulk-lookup)** page to learn more and place an order.

Building a website or app that needs barcode lookup functionality?

If you're a developer looking for an easy-to-use API for barcode lookups, you're in the right place. Whether you're building a shopping application, a barcode scanner app, a product information lookup app, or any other mobile application or website using barcode lookup technology, our API is easy to integrate. You can make an API call by

sending us a barcode number or search term. We search our database and return that product's name, category, description, customer reviews, photos and more. Visit our **API (api)** page for more details.



And by the way... it's easy to get your own barcodes, too.

You don't have to be a large corporation to get your very own barcodes for the products you manufacture. All you need to do is order them! Run a quick search on your favorite search engine, and you'll find plenty of websites that can set you up with your own UPC, EAN or ISBN code. It's fast, easy and affordable — and it's worth doing if you plan to sell your product in retail stores or on e-commerce websites. Just be aware that different types of GTIN codes are appropriate for different types of products and selling situations. So be sure to check up on the rules with the company you're buying your barcode from, before you make a purchase.

BARCODELOOKUP

(<https://web.archive.org/web/20190524041844/https://www.barcodelookup.com/>)

SERVICES

API (<https://web.archive.org/web/20190524041844/https://www.barcodelookup.com/api>)

Bulk Lookup (<https://web.archive.org/web/20190524041844/https://www.barcodelookup.com/bulk-lookup>)

Mobile App (<https://web.archive.org/web/20190524041844/https://www.barcodelookup.com/mobile-app>)

SUBMIT DATA

LATEST BARCODE ENTRIES

Instacart Exhibit 1022

Add a Barcode (<https://web.archive.org/web/20190524041844/https://www.barcodelookup.com/add-a-barcode>)

Add a Store (<https://web.archive.org/web/20190524041844/https://www.barcodelookup.com/add-a-barcode>)

Guidelines (<https://web.archive.org/web/20190524041844/https://www.barcodelookup.com/data-submission-guidelines>)

RESOURCES

API Documentation (<https://web.archive.org/web/20190524041844/https://www.barcodelookup.com/api-documentation>)

Symbology (<https://web.archive.org/web/20190524041844/https://www.barcodelookup.com/symbology>)

FAQ (<https://web.archive.org/web/20190524041844/https://www.barcodelookup.com/faq>)

SUPPORT

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