

EAEU & Central Asia · Many consumer categories

Belarus

Belarus runs two systems side by side. Unified control marks cover 17 product positions, including coffee, tea, vegetable oil, caviar and canned fish, beer, low-alcohol drinks and motor oil. DataMatrix codes under EAEU rules cover footwear, apparel and other EAEU groups, and since 2025–2026 also soft drinks, juices, mobile phones and laptops, which moved over from control marks. Separately, 36 product positions, from dairy and cereals to footwear and household appliances, have been traceable through electronic documents since December 2024.

THE REGIME

SYSTEM	Unified control marks + EAEU means of identification (Council of Ministers Resolution No 1030)
CODE ON THE PRODUCT	Unified control marks on 17 product positions; DataMatrix means of identification on EAEU groups
AGGREGATION	Follows EAEU practice; check the rules for each group.

STEPS FOR A SUPPLIER

- ☐ Get GS1 product numbers (GTIN) for every SKU and register with the national operator: Unified control marks + EAEU means of identification.
- ☐ Order a code for every unit from the operator before production.
- ☐ Print and verify every code on the line; aggregate into cases and pallets where the product group requires it.
- ☐ Report the goods into circulation before they are sold.

ON THE LINE, BEFORE THE FIRST SHIPMENT

- ☐ The data in the code is agreed: GTIN, serial number, batch, expiry date or crypto tail, as the rules for your product group require.

- ☐ A verifier has graded printed samples (ISO/IEC 15415 for 2D codes) before the first shipment.

- ☐ A camera after the printer reads every code at line speed, and packs with an unreadable code are rejected.

- ☐ Records show which code went on which pack, case and pallet, ready for the report to the system.

DATES AHEAD

No announced dates.

SOURCES

1. Pravo.by: Resolution No 537 of 25 July 2024: <https://pravo.by/novosti/novosti-pravo-by/2024/jule/78357/>
2. ilex.by: changes in marking 2026: <https://ilex.by/news/izmeneniya-v-markirovke-tovarov-ukz-i-sredstvami-identifikatsii/>
3. neg.by: marking and traceability in 2026: <https://neg.by/novosti/otkrytj/proslezhivaemost-i-markirovka-tovarov-kakoy-kontrol-vvoditsya-v-2026-godu/>
4. neg.by: phones and laptops from Russia: <https://neg.by/novosti/otkrytj/mns-o-vvoze-v-belarus-mobilnykh-telefonov-i-noutbukov-iz-rossii/>

Current version and all sources:
2dtracker.com/country/belarus.html

Typical steps. This is not legal advice: check the regulation itself.