



Amazon first opened its virtual shelves to small businesses nearly two decades ago, and today millions of small and medium-sized businesses from around the world sell on Amazon. Half of all items purchased on Amazon come from these businesses.

Amazon helps small and medium-sized businesses reach hundreds of millions of customers around the world, giving the smallest of businesses the opportunity to compete next to the biggest household brands. These businesses are a vital part of Amazon's continued growth, and we see that consumers love buying from small businesses on Amazon.

Our guiding star has always been our obsession with customers—whether that's consumers or the millions of businesses that sell on Amazon—and we're inventing for both shoppers and entrepreneurs every day. Together, Amazon and millions of small businesses now offer hundreds of millions of unique

products and competitive prices to consumers around the world.

We recently took a deeper look at how Amazon is impacting small businesses, and the results are exciting to see. Among the highlights: More than a million US-based small and medium-sized businesses are selling on Amazon; The Amazon Marketplace is estimated to have created more than 900,000 jobs worldwide; More than 20,000 small and medium-sized businesses worldwide on Amazon surpassed \$1 million in sales in 2017.

Special thanks to the millions of small and medium-sized businesses from around the world that have chosen to grow their business on Amazon.

**Jeff Wilke, CEO
Amazon Worldwide Consumer**

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of small and medium-sized businesses worldwide are selling on Amazon

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Amazon helps small and medium-sized business reach customers around the world

Since inviting small businesses to sell on Amazon in 2000, businesses from all **50 states** and more than **130 countries** around the world serve customers in **189 countries**.



More than a million

US-based small and medium-sized businesses are selling on Amazon

In 2017, Amazon lent more than \$1B

to U.S.-based small and medium sized businesses

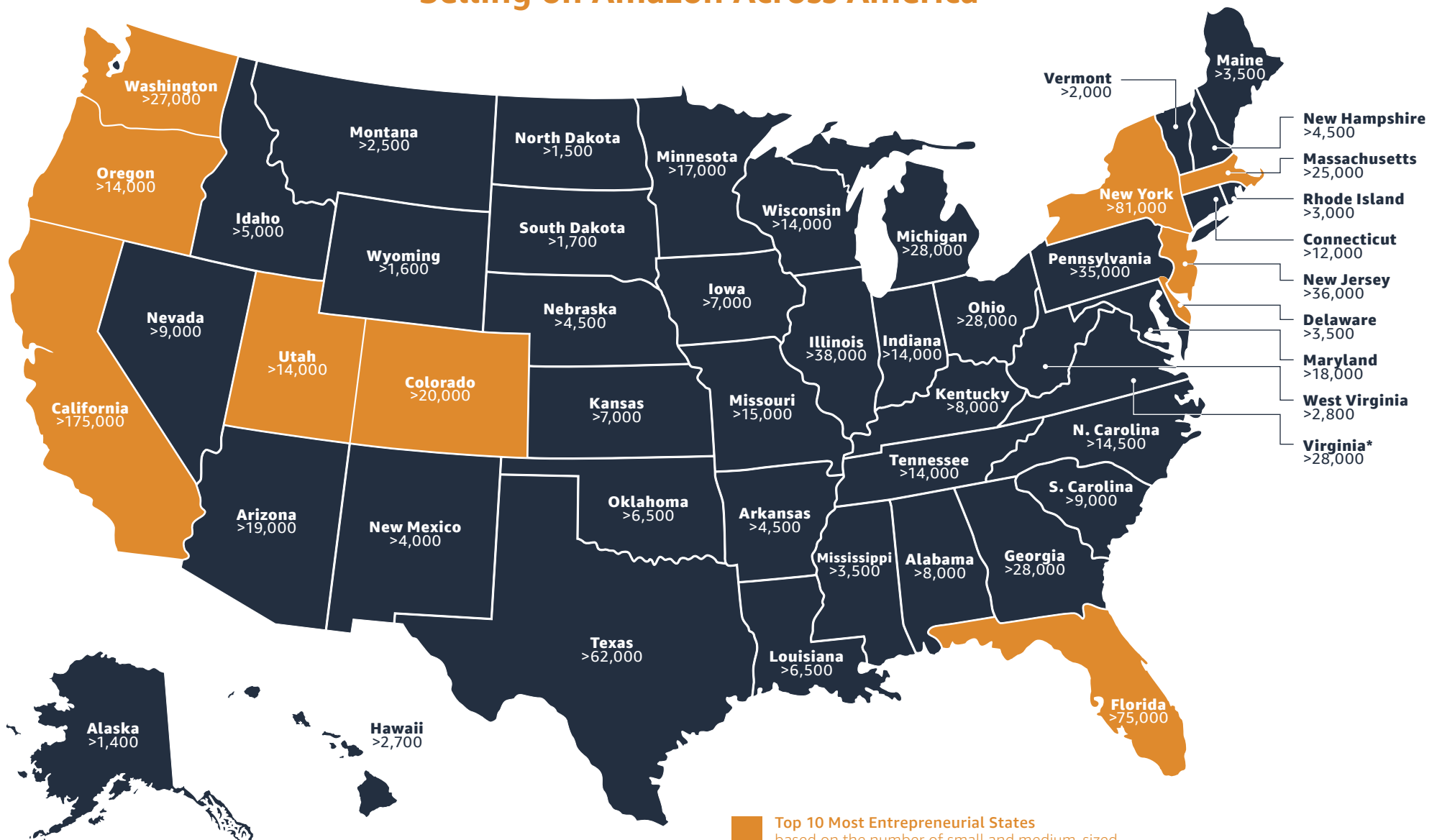
More than 300,000

U.S.-based small and medium-sized businesses started selling on Amazon in 2017

The **top categories** for U.S.-based small and medium-sized businesses selling on Amazon are Health & Personal Care, Home, Electronics, Beauty, Apparel, Sports, and Toys



Small and Medium-Sized Businesses Selling on Amazon Across America



Top 10 Most Entrepreneurial States
based on the number of small and medium-sized businesses per capita selling on Amazon

*Includes Washington D.C.