Published September 2026



More than **60% of sales** in Amazon’s store come from independent sellers—most of which are small and medium-sized businesses.

In Wisconsin, average annual sales per independent seller was more than **$370,000.**

Independent sellers in Wisconsin sold more than **41 million** items in 2025.

OXFORD ECONOMICS

Independent sellers in Amazon's US store supported more than **$2 billion** in contributions to the Wisconsin economy.

Oxford Economics, The US economic impact of independent sellers in Amazon’s store (2026), 37.

Amazon’s small business impact

Wisconsin