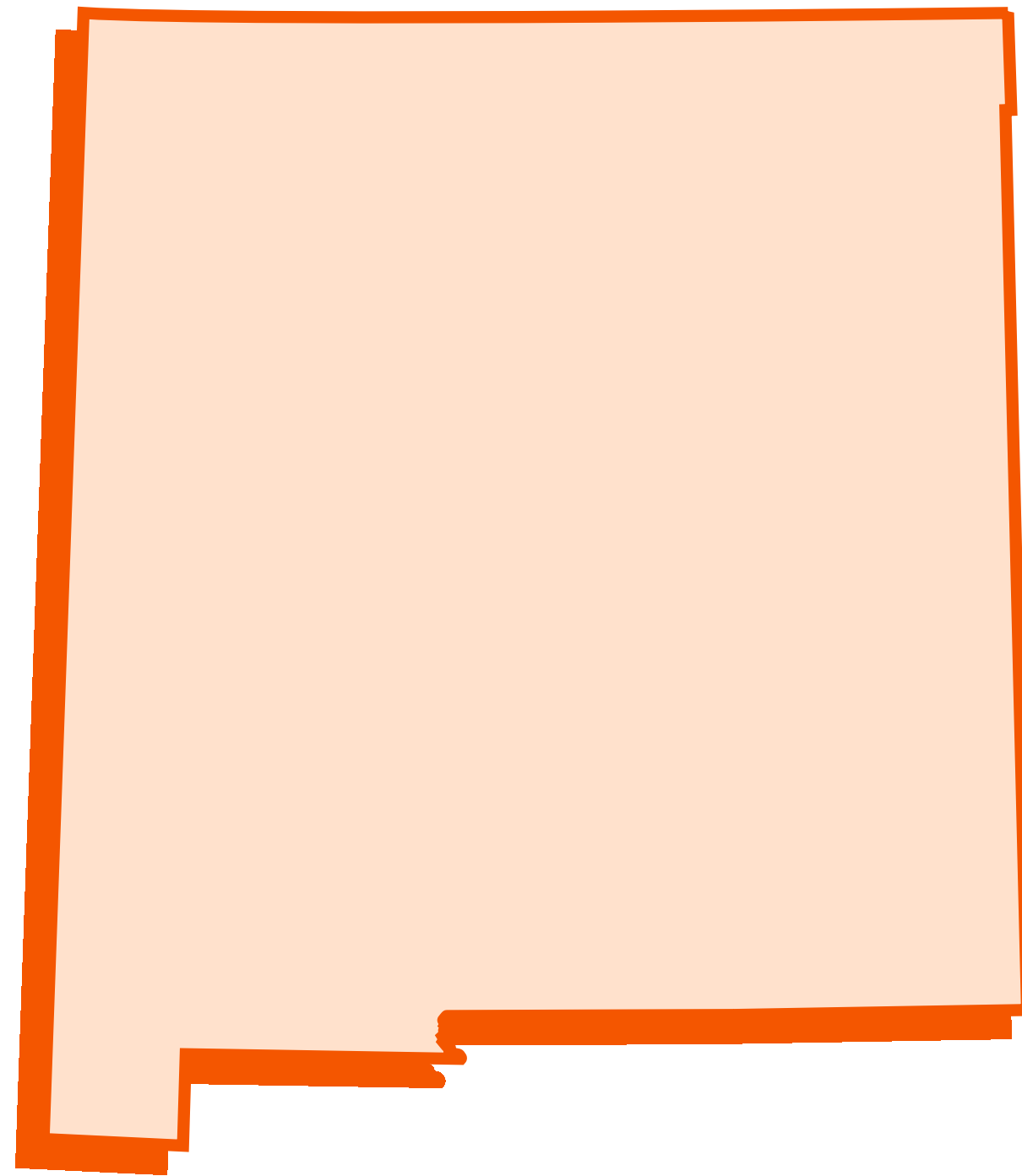




More than **60% of sales** in Amazon's store are from independent sellers—most of which are small and medium-sized businesses.



In New Mexico, average annual sales per independent seller was more than **\$65,000**.



Independent sellers in New Mexico sold more than **4 million** items in 2025.

Amazon's small business impact

New Mexico

