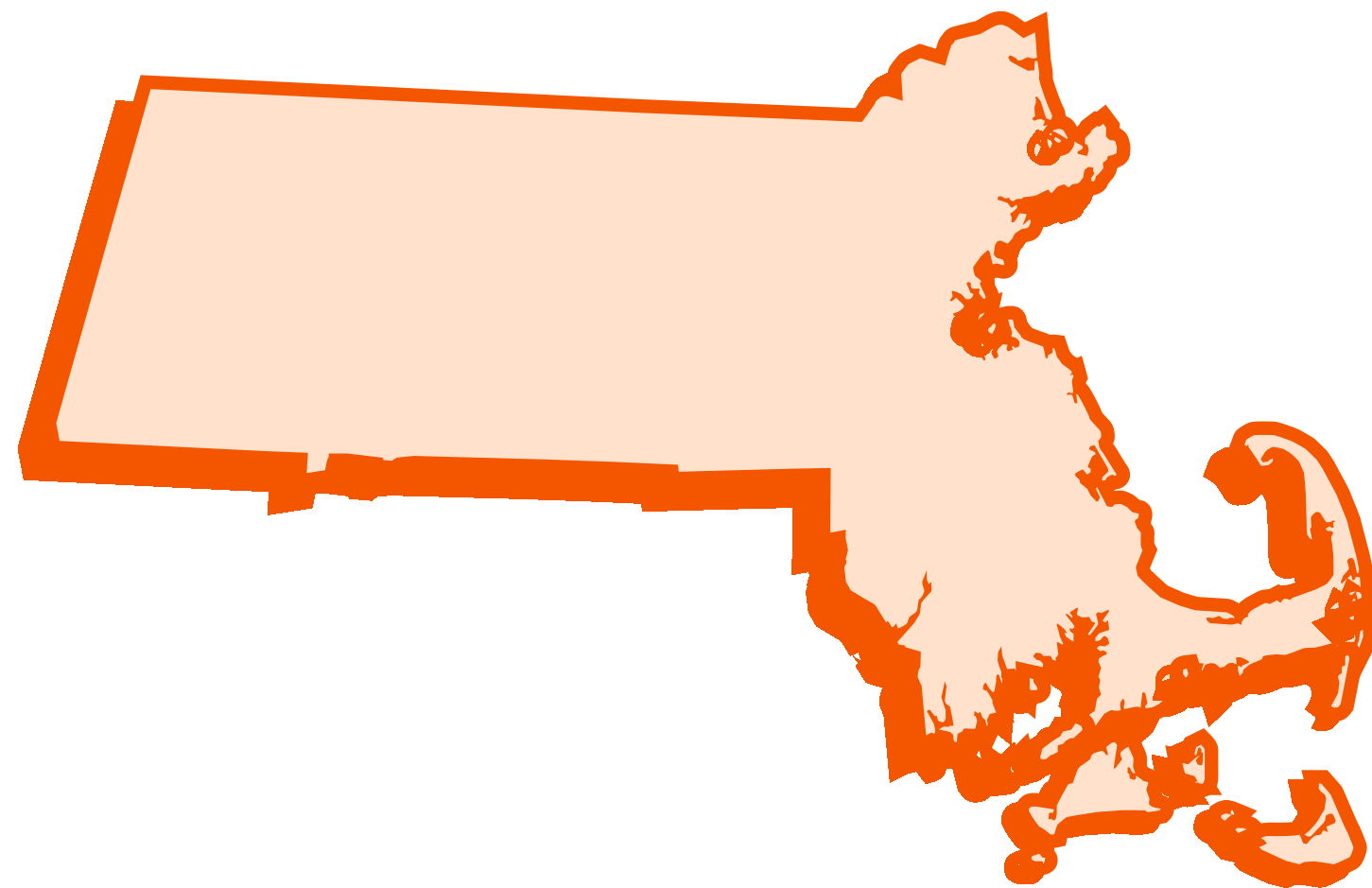


More than **60% of sales** in Amazon's store are from independent sellers—most of which are small and medium-sized businesses.



In Massachusetts, average annual sales per independent seller was more than **\$305,000**.



Independent sellers in Massachusetts sold more than **77 million** items in 2025.

Amazon's small business impact

# Massachusetts

