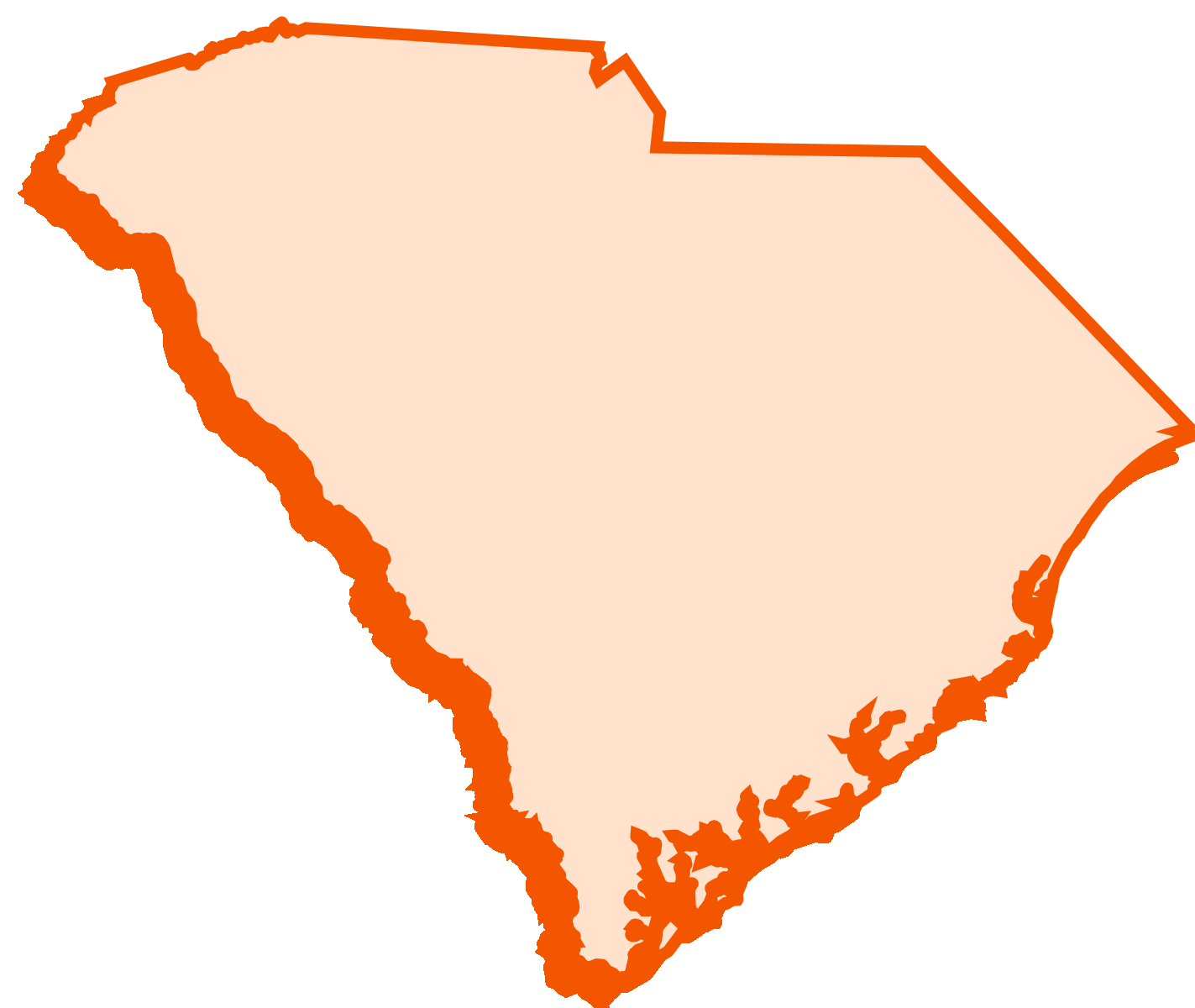


More than **60% of sales** in Amazon's store are from independent sellers—most of which are small and medium-sized businesses.



In South Carolina, average annual sales per independent seller was more than **\$180,000**.



Independent sellers in South Carolina sold more than **19 million** items in 2025.

Amazon's small business impact

South Carolina

