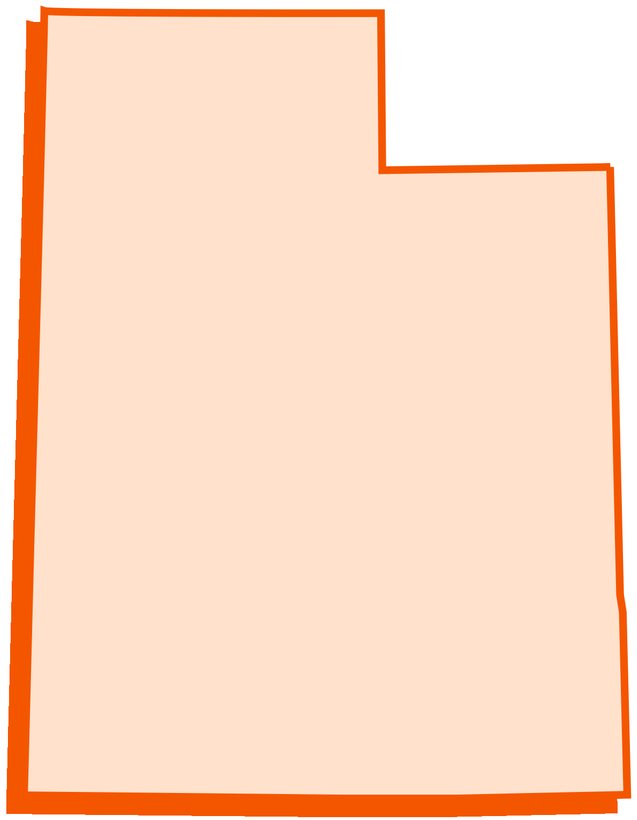
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More than **60% of sales** in Amazon’s store come from independent sellers—most of which are small and medium-sized businesses.

In Utah, average annual sales per independent seller was more than **$920,000.**

Independent sellers in Utah sold more than **168 million** items in 2025.

OXFORD ECONOMICS

Independent sellers in Amazon's US store supported more than **$3 billion** in contributions to the Utah economy.

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

Amazon’s small business impact

Utah