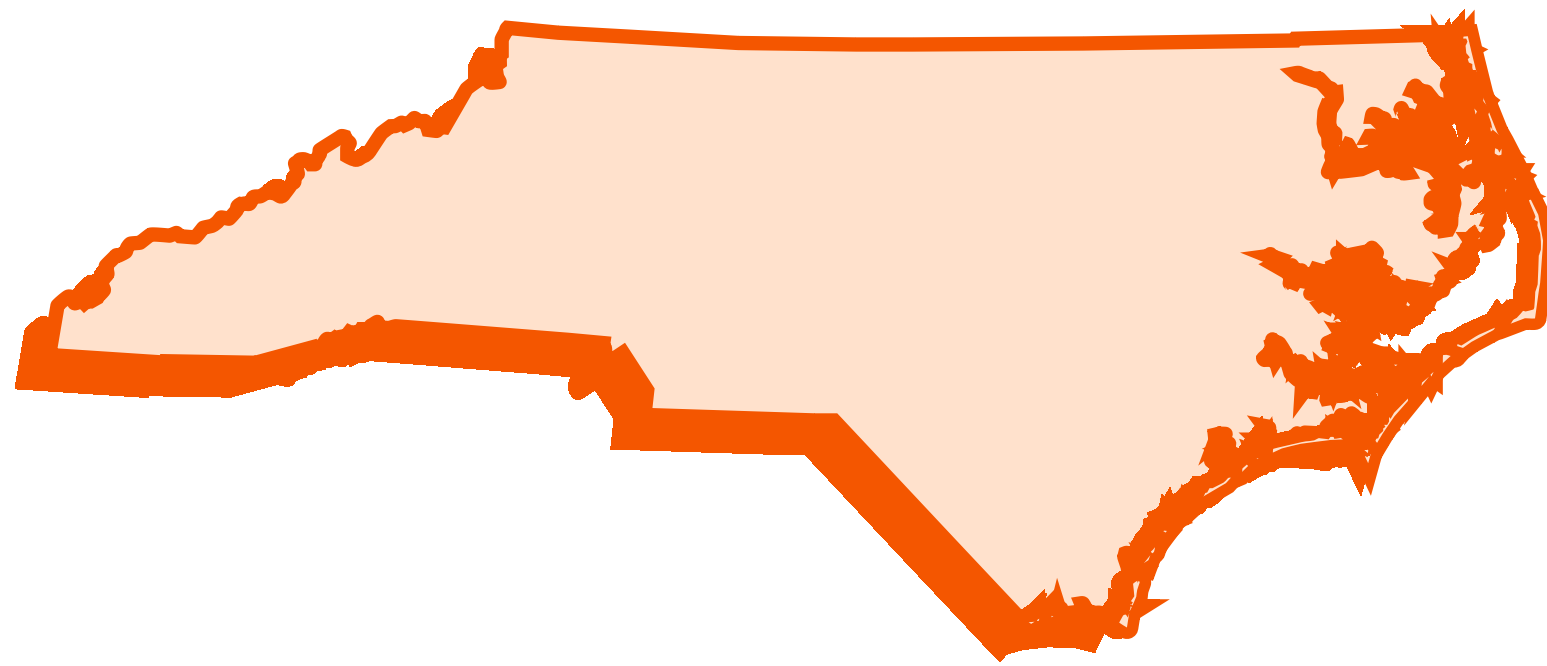


More than **60% of sales** in Amazon's store are from independent sellers—most of which are small and medium-sized businesses.



In North Carolina, average annual sales per independent seller was more than **\$270,000**.



Independent sellers in North Carolina sold more than **65 million** items in 2025.

Amazon's small business impact

North Carolina

