

# At a glance

Selling in Amazon's store

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



There are Amazon independent sellers in **all 50 states, Washington, DC, and Puerto Rico.**

More than 75,000 independent sellers **surpassed \$1 million in sales in 2025.**

In 2025, independent sellers employed over **2M** people in the US to support their Amazon-related businesses.

Independent sellers in the US **sold more than 4.6 billion items** in Amazon's store in 2025—that's more than **8,900 per minute.**

Independent sellers in the US averaged **more than \$375,000 in annual sales** in Amazon's store in 2025.

Independent sellers are adopting the AI-powered Seller Assistant quickly—there are already **more than 230,000 monthly users.**

Amazon's Intellectual Property Accelerator has helped **more than 33,000 brands obtain trademark protection** through a network of trusted IP law firms.

Amazon is investing **over \$4 billion** to expand its rural delivery network, with a focus on small towns across the US, allowing independent sellers to bring even faster delivery to millions of customers in less densely populated areas.

Independent sellers have access to free education through Seller University, including articles, videos, webinars, and case study learning formats across **35 topic areas and 21 languages.**

In 2025, Amazon helped small and medium-sized businesses get more than **\$1 billion in financing.**

Over 11,000 US-based independent sellers **grew their sales by more than 10X** in 2025.

US-based independent sellers **exported more than 580 million items globally** in 2025.



Scan the QR code or visit [sellingpartners.aboutamazon.com/impact](https://sellingpartners.aboutamazon.com/impact) to view the 2025 Small Business Empowerment Report.

