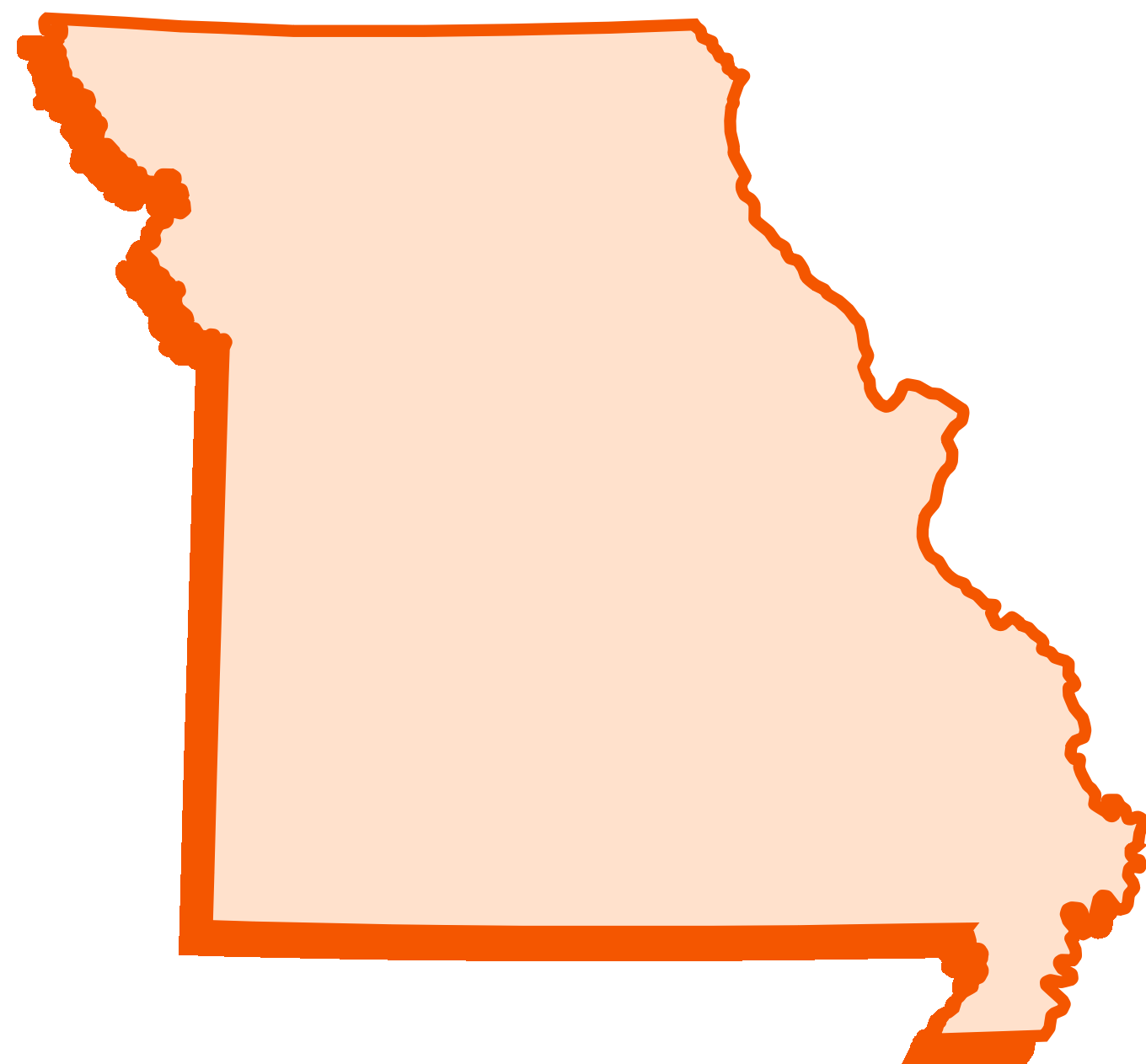


More than **60% of sales** in Amazon's store are from independent sellers—most of which are small and medium-sized businesses.



In Missouri, average annual sales per independent seller was more than **\$310,000**.



Independent sellers in Missouri sold more than **43 million** items in 2025.

Amazon's small business impact

**Missouri**

