

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



In West Virginia, average annual sales per independent seller was more than **\$210,000**.



Independent sellers in West Virginia sold more than **2 million** items in 2025.



Independent sellers in Amazon's US store supported more than **\$400 million** in contributions to the West Virginia economy.

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

Amazon's small business impact

West Virginia

