



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



In California, average annual sales per independent seller was more than **\$440,000**.



Independent sellers in California sold more than **831 million** items in 2025.



Independent sellers in Amazon's US store supported more than **\$31 billion** in contributions to the California economy.

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

Amazon's small business impact

California

