



# Small Business Empowerment Report

Published November 2022





## At Amazon, we're thinking big about small businesses and brands

Amazon is proud to share our latest Small Business Empowerment Report – our fourth annual look at how Amazon powers the growth of small businesses and brands.

**Over 20 years ago, we made the decision to open our store's virtual shelves to independent, small businesses to sell directly to customers.** Today, nearly two million selling partners worldwide choose to sell in Amazon's store – most of which are small- and medium-sized businesses. We attribute this to our commitment to providing the most effective set of services for creating thriving, successful businesses, fueling a flywheel that delights customers, drives small business success, and furthers economic opportunities in local communities around the world.

Together, Amazon and our selling partners have created what we believe to be one of the most successful partnerships in the history of the retail industry – with continued growth in new brands being launched in Amazon's store, rapid growth and success for our

existing selling partners, and jobs being created in local communities. In 2021, our U.S. selling partners sold more than 3.9 billion products – an average of 7,500 every minute – in Amazon's store and averaged about \$200,000 in sales per seller. Selling in Amazon's store has also allowed our selling partners to employ more than an estimated 1.5 million people in the U.S.\*

Getting started in retail can be costly and complex, and small businesses have a range of options when deciding how and where to sell their products. This is why we focus on ensuring that Amazon's store is an amazing place to build and launch a successful brand and that we continue to innovate on new capabilities that break down barriers to growth for small and underrepresented businesses. We aim to enable the next generation of entrepreneurs by giving them access

to capabilities traditionally reserved for only large retailers and by being a trusted partner at every stage of their selling journey.

Amazon's partnership with small businesses enables big possibilities, and we are proud of how we have been able to help small businesses continue to grow and find success by selling in our store. Together, we make a great team. We hope you enjoy reading our latest Small Business Empowerment Report as much as we enjoy inventing ways to accelerate small business success.

Thank you,

**Dharmesh M. Mehta**  
VP, WW Selling Partner Services

*\*Based on data for the 12-month period ending April 30, 2021.*

# Innovative capabilities to empower small and medium business success

Powerful and cost-effective capabilities for driving small business success.

## Powerful New Tools and Services

We introduced many new tools and services for sellers in 2021, which offer impactful shopping data and insights to help them launch new products, optimize their end-to-end sales funnel, and send marketing emails to customers.

Tools launched in 2021 include:

### Product Opportunity Explorer

A solution to help sellers identify new, high-potential products to sell, based on unmet customer demand. It provides detailed insights into what customers are searching for, clicking on, and buying, as well as product sales history, pricing trends, and more.

### Search Analytics Dashboard

Providing sellers with a wealth of anonymized data to better understand customers' interests and shopping choices for their products. This information will help sellers optimize their listings, inform inventory planning, plan their product development roadmap, and grow their business both on and off Amazon.

### Brand-Building Innovations

Programs that assist brands in telling their story, grow customer loyalty, and increase sales. Over 100,000 U.S. brands joined Amazon in 2021, and programs like Amazon Brand Referral Bonus, Amazon Customer Engagement, A+ Story Cards, and Customer Review Resolution help brands of all types succeed in Amazon's store.

### Local Selling

Capabilities that empower small businesses to reach more local customers and offer the option to "buy online, pick up in store." Amazon sellers can grow by listing and offering products to local customers in designated areas for in-store pickup or for fast delivery with add-on services.

### Global Selling

Tools that enable U.S. small businesses to grow their export sales. New tools identify international sales opportunities for third-party sellers, simplify listing products in Amazon's stores around the world, enable global inventory management, and allow U.S. sellers who fulfill orders themselves to use Customer Service by Amazon free of charge.



# Innovative capabilities to empower small and medium business success

## Updates and New Features

Working backwards from seller feedback, we made a number of updates to make existing tools even more powerful.

We have added exciting new features to 'Manage Your Experiments,' helping sellers develop conversion-driving content, increasing their sales by up to 25%. We also enhanced the Product Opportunity Explorer and Search Analytics Dashboard with new capabilities that help brands analyze marketing campaigns and identify areas to acquire new customers and drive repeat purchases.

## FBA is 70% less expensive than comparable two-day shipping alternatives

FBA fees are on average 30% less expensive for standard shipping methods than other major third-party logistics providers, and an average 70% less expensive than comparable two-day shipping alternatives.

## 600,000 sellers using FBA

During 2021, more than 600,000 sellers selling in Amazon's U.S. store took advantage of FBA.

## 24/7 access to customers

Selling in Amazon's store unlocks a powerful and proven economic engine for small businesses, giving them 24/7 access to hundreds of millions of Amazon customers worldwide.

## 225 million products exported

U.S. sellers exported more than 225 million products in 2021.

## \$2 billion in international sales

In 2021, international sales by U.S. sellers reached \$2 billion. Most Amazon sellers are small- and medium-sized businesses.





# A New Recipe for Success

**John Spalding**

**Founder of Brittle Brothers | Amazon Seller Since 2018**

**Location: Nashville, TN | Employees: 17**

*For Nashville-native John Spalding, it could be said that peanut brittle is a part of his DNA. As far back as he could remember, someone in his family was making homemade peanut brittle, going all the way back to his great grandmother. Those memories led him on a search for a commercially-available product that could match the deliciousness he once had at home.*

What started as a hobby grew into a business when Spalding couldn't ignore the demands from friends and family that he should be selling his peanut brittle.

"I started putting it in these little brown paper bags, where the shelf life was about 20 minutes—but I didn't know that—and put it in little country stores," said Spalding.

However, a chance tasting by the Opryland Hotel's pastry chef got Spalding's brittle noticed, and before long, the hotel was his newest—and largest—customer. This convinced Spalding he was onto something, so he focused on growing his business in Nashville by partnering with nearby airports, hotels, and even destinations like the Willie Nelson and Friends Museum.

Business was great until the COVID-19 pandemic began in early 2020. According to Spalding, business dried up almost immediately, and he was preparing to make the difficult decision to close the doors on Brittle Brothers for good. However, before closing up shop, he met with

his staff to brainstorm ways to save the company. The team acknowledged the landscape was shifting toward online sales and recognized that despite selling in Amazon's store since 2018, they really hadn't committed to their online presence.

Giving Brittle Brothers one last chance, Spalding dove into selling the company's products in Amazon's store. He transitioned to Fulfillment by Amazon (FBA), a decision he credits for saving the business a tremendous amount of time and money, while also helping to generate revenue. Utilizing FBA, Brittle Brothers saw their Amazon sales increase to over \$500,000 in 2021. The company is already up 30% from last year and expects \$800,000 in Amazon sales for 2022.

Spalding credits his partnership with Amazon for providing him with the tools, resources, and insights needed to go from a Nashville-based small business to a global brittle brand.



***"To say Amazon saved us is an understatement," said Spalding. "We were going under and closing our doors. Amazon just brought us out of the dust."***

# Protecting a Brand's Long-Term Growth

## Dewar Gaines

Co-founder of Gaines Family Farmstead | Amazon Seller Since 2017

Location: Birmingham, AL | Employees: 2



*Dewar Gaines and his family have been pet lovers for over three generations.*

Dedicated to ensuring their dogs live long and healthy lives, the family constantly sought advice from veterinarians on the healthiest food and treats. After becoming increasingly frustrated with the limited selection, they took matters into their own hands, conducting research and discovering the incredible health benefits of sweet potatoes.

Soon after, Gaines Family Farmstead was born. The company sells all-natural, American-made products that are packed with the necessary vitamins and minerals for dogs to live healthy and happy lives.

The brand started selling in Amazon's store in 2019, and Gaines welcomed the opportunity to connect with other health-minded dog lovers. "It's a channel where we can reach the exact customer we want," he said.

The dog treats became increasingly popular, and the family turned their focus to protecting their brand over the long term. After trying for more than a year to register their intellectual property, Gaines learned about Amazon's Intellectual Property (IP) Accelerator, which connects brand owners with trusted IP law firms that provide high-quality services at competitive rates.

Within 45 days, Gaines' trademark application was filed – a significant turning point, setting the brand on a growth trajectory that shows no sign of stopping. Gaines Family Farmstead doubled their Amazon revenues in 2021 and are expecting another 50% increase in 2022.

"If you are a small business owner with a unique product, protecting your brand and IP is without a doubt one of the most important things you can do," said Gaines. "The Amazon IP Accelerator program made that process easy, affordable and painless."

Once the Gaines family had filed their trademark application through an IP Accelerator law firm, their brand qualified to enroll in Amazon Brand Registry, which unlocked a range of enhanced features designed to build and protect brands.

Gaines was able to promote the company in a more compelling way using features like A+ content, a multi-page storefront in Amazon's store, as well as brand analytics that streamlined the business' paid marketing efforts.



***"Enrolling in the IP and Brand Registry programs completely turned our business around," said Gaines. "I'm not sure any of that would have been possible without Amazon's support."***



# Creating Jobs at a Family Business

**Arsha Jones**

**Founder of Capital City Mambo Sauce | Amazon Seller Since 2017**

**Location: Arnold, MD | Employees: 8**

*Arsha Jones was born and raised in Washington, D.C., where she was introduced to “mambo sauce”—a wing sauce that is beloved in her hometown but barely known elsewhere. After moving to the suburbs with her late husband, Charles, and their family, Jones began to miss the sauce she grew up with and wanted to give everyone a real taste of D.C. What began as a family recipe ultimately turned into a small business in 2011.*

Capital City Mambo Sauce is Jones’ personal twist on a wing sauce that falls squarely between barbecue and sweet-and-sour, with a hint of zest that is said to improve the flavor of just about anything. The Jones family quickly grew this home-based business into a successful company, providing a beloved product from their childhood to people around the world.

In 2017, Jones wanted to expand further. Armed with a background in website design, social media and tech support, she decided to begin selling in Amazon’s store, a process she says couldn’t have been easier. Capital City started out in Amazon’s store by fulfilling its own orders but quickly realized the challenges associated with rapid brand growth.

“At the time, we didn’t have the staff to help get orders out in time,” said Jones. “Making sure we kept up with the shipping when large amounts of orders were coming in was a major challenge.”

Capital City addressed this by transitioning to Fulfillment by Amazon (FBA). The relief, as well as the company’s growth, came almost instantaneously. In 2020, the company experienced a 919% increase in sales from 2019, the last year that Capital City was fulfilling its own orders.

“Once we got set up with FBA, business exploded,” Jones said. “Rather than getting 30-40 orders per day, we’re now shipping off 10 pallets of product a week to Amazon warehouses and fulfillment centers.”

This success meant that Capital City needed to hire more people, which also meant that the livelihoods of several people were now going to be dependent on the success of Capital City. However, maintaining a family vibe while supporting the broader community was always a top priority for Arsha.



***“Growth is always scary, especially when you realize that you have to be financially responsible for other people,” Jones said. “We really focused on hiring people that may not have been experienced, but were up for the challenge. Now, we have a staff where we all take time and learn things together. We’ve really created a great environment.”***

# Best place to launch and build a successful brand

An amazing place for businesses to launch and build a successful brand, with a range of new tools, programs, and services to help sellers scale and grow with Amazon.

## 100,000 new brands

In 2021, more than 100,000 U.S. brands joined Amazon's store.

## 25% growth in sales from existing brands

Sales from existing brands grew by more than 25% over the previous year.

## Connecting customers with small businesses

Dedicated programs and storefronts, such as Amazon.com/SupportSmall and Amazon Handmade for unique artisan-made products, continue to help connect sellers and their brands with customers.

## Buy with Prime

We created Buy with Prime—enabling sellers, including small- and medium-sized businesses, to offer Prime benefits to members directly on their own sites.





# Trusted partner at every stage of an entrepreneur's journey

People, resources, and services that support entrepreneurs at every stage of their journey.

## 28,000 people supporting selling partners

We have more than 28,000 people focused on supporting our selling partners in creating thriving businesses selling in Amazon's store.

## 600,000 hours of educational content

We continued to expand and enhance the Amazon Small Business Academy and Amazon Seller University, offering more digital and in-person educational resources to early stage entrepreneurs and sellers. Over 600,000 hours of educational content were offered in 2021.

## \$1.4 billion to support SMB growth

In 2021, Amazon and third-party lending partners lent \$1.4 billion to small- and medium-sized businesses in the U.S. to support their growth.

We invested \$100 million to encourage customers to shop with small business sellers on Prime Day and throughout 2021.





# An International Success Story

**Asha and Vivek Kangralkar**

**Founders of Avacraft | Amazon Seller Since 2015**

**Location: Dallas, TX | Employees: 2**

*Asha Kangralkar grew up in a small village in India, in a one-bedroom house that she shared with four siblings, and rarely got new clothes or toys. These humble beginnings inspired Kangralkar to work hard in school, secure a scholarship and ultimately, become an electrical engineer. In 2013, Kangralkar moved to the U.S. with her husband, Vivek, and settled in Dallas, Texas.*

The couple delight in identifying things that can be made better or more efficiently. That passion, coupled with a growing dissatisfaction with her 9-to-5 job, motivated Kangralkar to found the Avacraft line of high-end kitchen products in 2015.

"I've always loved being in the kitchen and bringing my family together around food, and that was my inspiration for Avacraft," said Kangralkar.

During that first year, the pair learned the ins and outs of manufacturing and design, metallurgy, and marketing. Then, Kangralkar stumbled upon Fulfillment by Amazon (FBA). Using FBA, she was able to concentrate on her strengths while leaving order fulfillment and customer

service to Amazon. Selling in Amazon's store has helped Avacraft grow by 200% annually for the past seven years.

In the fourth quarter of 2020, Kangralkar enrolled Avacraft in Amazon Global Selling, a service that allows third-party sellers to sell internationally to the more than 200 million Prime members globally.

"We see a lot of customer traffic from Canada and Mexico, and we don't even advertise there. Thanks to Global Selling, we can offer our products to these customers," said Kangralkar.

Having seen the impact of selling internationally, Kangralkar hopes to expand into Europe and beyond.



*"We receive a lot of inquiries from other countries, like Australia, Singapore, and the UAE. I look forward to one day hopefully serving those customers and more," said Kangralkar.*



# From Sleepless Nights to Triple-Digit Growth

**Manasi Gangan**

**Founder of Nested Bean | Amazon Seller Since 2015**

**Location: Hudson, MA | Employees: 23**

*After months of sleepless nights with her second baby, Aki, software engineer Manasi Gangan came up with an innovative idea to help babies fall asleep easier and for longer. Gangan knew when she held her son or placed her hand over his chest, he would fall right back to sleep. One night, she intuitively placed something else on Aki's chest that substituted the weight of her hand, and miraculously, she discovered Aki stayed asleep. At that moment, Gangan began investigating the physiology behind simulated touch with pediatric pulmonologists.*

After 18 months of comprehensive research, working with product engineers and apparel designers, Gangan established Nested Bean in 2012 as a sleep and wellness brand that sells weighted sleepwear that mimic a parent's embrace and soothe restless babies back to sleep.

"As a mother, I would research baby products in Amazon's store. It's a natural part of the consumer journey for many parents, so it was a no-brainer to list our stock here," said Gangan. "Our brand awareness grew substantially with Amazon's search capabilities, and Fulfillment By Amazon (FBA) ensured that we quickly delivered on our promise of a good night's sleep to new parents."

Over the last five years, Nested Bean has grown more than 10 times in Amazon's store with an average year-over-year growth of 150%. The success enabled Gangan to grow her team from three to 23 employees, including Senior Growth Marketing Manager, Mihir Chheda.

"I joined Nested Bean after completing my masters as a senior data analyst with little work experience. In three years, my role has transitioned to marketing, where I am learning new skills outside of my background," said Chheda.

In addition, Nested Bean has gone from one small manufacturing factory in Peru to multiple manufacturing factories in China and India. Gangan also plans to launch internationally in the UK, Europe, and Australia.



***"It's hard to believe the monumental growth that Amazon has offered us. We started by shipping around one thousand products in the first year we launched in Amazon's store, and now we ship hundreds of products every year to sleep deprived parents all over the country," said Gangan.***



# A Pandemic Pivot

**Renee Manzari**

**Founder of Livity Yoga | Amazon Seller Since 2021**

**Location: Towson, MD | Employees: 2**

*Former investment banker Renee Manzari was accustomed to solving complex financial problems in her previous career. But when she started doing yoga shortly before the COVID-19 pandemic hit, she became aware of a different kind of complex problem that quickly consumed her life: most yoga mats are made with plastics, a fact in tension with yoga's— and Manzari's— values.*

With that, Manzari set out to find a creative solution that combined her passion for healthy living through yoga with her passion for mitigating climate change. She started her Livity Yoga business out of her living room in December 2020 and subsequently launched her brand in Amazon's store in October 2021. While her business plan includes a multichannel approach, Amazon has been her biggest sales channel, due in part to the mentorship and guidance she's received through the Black Business Accelerator (BBA).

"As an immigrant and a Black woman, there were many hurdles to starting a small business, but I've leaned on my mentors in BBA and outside advisors to help guide me," Manzari said.

Manzari credits Amazon with allowing her to showcase not only her young brand but also her purpose. Manzari's mentor in BBA made her aware of the Climate Pledge Friendly designation, which uses sustainability certifications to highlight products that support Amazon's commitment to help preserve the natural world.



***"Amazon offers vast reach to mission-driven customers who want to shop their values that align with those of Livity Yoga," said Manzari.***

# A valuable and inclusive community of sellers





# Investing in a Woman-Owned Business

**Kennedy Lowery**

**Founder of Live by Being | Amazon Seller Since 2018**

**Location: Springs, TX | Employees: 2**

*Kennedy Lowery founded Live By Being, a handcrafted line of bath & body goods for self-care, in 2018 after spending more than a decade working a high-stress job in property management. But when she went to her bank to apply for a secured business loan, they didn't even offer her the application.*

"Women, and especially women of color, have a challenging time getting people to invest in them compared to other populations," said Lowery. "Startup cash and operating cash are where we suffer the most."

Lowery spent 2018 and 2019 developing her business and learning about Fulfillment by Amazon (FBA) and quickly zeroed in on Amazon as a main retail channel.

"I always knew I wanted to sell a product in Amazon's store and that using FBA would be instrumental in the long-term growth of my business," said Lowery.

Shortly after she launched in Amazon's store, one of her bath products went viral. Since that time, her revenue from Amazon has consistently doubled year-over-year.

Lowery has taken advantage of the vast tools, services, and programs Amazon offers, including:

- Co-marketing opportunities with International Women's Day and Black History Month. Live by Being was selected by Gabrielle Union and Mindy Kaling for these campaigns, leading to broader partnership and brand opportunities.

Live by Being also participates in Black Business Accelerator (BBA). The mentorship Lowery receives weekly, as well as a \$10,000 grant, has been instrumental in keeping her sales steady despite the challenging economic environment.



*"Amazon's ability to trust me as a business owner has helped bridge the gap between finances and allowed me to continue operations during the pandemic," said Lowery. "My experience with Amazon has been truly instrumental in the growth of my business and myself as an entrepreneur."*



# A Black-Owned 'One Stop Shop' for Moms

**Shennel Fuller**

**Founder of Miles and Milan | Amazon Seller Since 2020**

**Location: Los Angeles, CA | Employees: 5**

*When Los Angeles resident Shennel Fuller began her career in corporate retail, she never expected to eventually land in the children's apparel business.*

Throughout her fifteen years in the industry, Fuller worked at some of the most iconic American companies, including Levi's, Converse, and 7 For All Mankind. She learned quality and design are the tentpoles of brand identity. When she became pregnant with her first child, Fuller realized that many of the available gifting and clothing options didn't align with her own appreciation for classic design. She searched for baby clothes that felt more aligned to her taste, but she couldn't find what she was looking for and quickly realized the baby industry was ripe for disruption.

Drawing on her knowledge of adult retail and fashion, Fuller created Miles and Milan, a line of baby clothes that are gender-neutral, well-made, and with a clean design. The clothes offer a blank canvas for parents and can be incorporated seamlessly into any aesthetic. The quality is made to last, and the clothing can be passed down from baby to baby.

Miles and Milan immediately drew the attention of some heavy-hitting influencers. From a Tyra Banks tweet to a Chrissy Teigen Instagram mention, the brand was seeing impressive organic growth. As the business continued to flourish and production expanded, Fuller knew she wanted to sell in a store that could serve as a one-stop shop for parents.

"For new parents, time becomes the ultimate commodity," said Fuller. "Amazon is an incredible resource for parents because you can get everything from diapers to baby clothes in one trip. I wanted Miles and Milan to be a part of that seamless shopping experience."

Miles and Milan garnered even more attention in Amazon's store, earning a spot on Oprah's coveted "Favorite Things" list in 2021. Fuller has also participated in Amazon's Black Business Accelerator (BBA) program and was featured in Amazon's Black History Month programming in 2022.



***"The resources Amazon has available for businesses are incredible. I'm not sure what I would do without my account manager Anthony, my go-to for any questions about my store," said Fuller. "These are the experiences that keep me coming back."***



# Accelerating a Community Focused on Inclusivity

**Cara Johnson-Graves and Jenae Johnson-Carr**

**Founders of EPIC Everyday | Amazon Seller Since 2015**

**Location: Washington, D.C. | Employees: 1 full-time, 4 part-time**

*Sisters and co-founders of EPIC Everyday, Cara Johnson-Graves and Jenae Johnson-Carr, were disappointed with the lack of inclusivity and representation when shopping for items such as clothing, backpacks, and lunch bags for their children. This motivated them to design a positive, self-reflective collection of apparel, accessories, and home goods that highlighted black brilliance to inspire the next generation of mocha-hued children. Without a background in business or fashion, the pair launched EPIC (Empowered, Positive, Innovative, and Creative) Everyday in 2017.*

As the sisters navigated the early stages of building their small business, one of their main challenges had been capital. However, in 2021, while speaking with a fellow entrepreneur, the duo learned of Amazon's Black Business Accelerator (BBA), a program dedicated to helping build sustainable equity and growth for Black entrepreneurs, backed by a \$150 million commitment. They had not previously sold their products in Amazon's store and were enabled to do so via their acceptance into the program. As part of their participation in BBA, EPIC Everyday received a generous grant, which significantly lessened the burden of capital. Both Johnson-Graves and Johnson-Carr also credit BBA for enriching their personal and professional lives beyond helping grow their business.

"The strategic business guidance and mentorship we have received has been priceless. We feel that we're part of a family that understands us and our mission," said Johnson-Graves. "The experiences and relationships we're developing have been genuine and impactful."

Johnson-Graves and Johnson-Carr were also keen to improve their customers' delivery experience and after launching in Amazon's store with Fulfillment by Amazon (FBA), they did just that. Customer wait times have been dramatically reduced to just one or two days instead of up to five weeks, and sales are up 40%



***"The strategic business guidance and mentorship we have received has been priceless. Although Amazon is a big company, we feel that we're part of a family that understands us and our mission," said Johnson-Graves. "The experiences and relationships we're developing have been genuine and impactful."***



# A force for good in local communities

Creating jobs and benefitting local economies.

## 1.5 million jobs

We estimate that Amazon sellers have employed more than 1.5 million workers in the U.S.

## Sellers in all 50 states

Amazon sellers are based in all 50 states.

## 13 million products from rural sellers

Sellers from rural areas sold more than 13 million products in 2021.

## Top 3 States with Largest % Growth of Sellers:

1. Wyoming
2. Delaware
3. Florida

## States with fastest growing sales

Amazon sellers in Nebraska, Alaska, and Wyoming had the fastest growing sales between January 1, 2021 and December 31, 2021. Listed by percentage of growth year-over-year:

- |                     |                       |
|---------------------|-----------------------|
| 1. Nebraska 37%     | 6. South Carolina 22% |
| 2. Alaska 36%       | 7. Utah 22%           |
| 3. Wyoming 31%      | 8. Washington 21%     |
| 4. South Dakota 25% | 9. Arizona 20%        |
| 5. Iowa 23%         | 10. Kansas 19%        |

## Most Amazon sellers per capita

In 2021, the Top 10 States with the Most Amazon Sellers Per Capita:

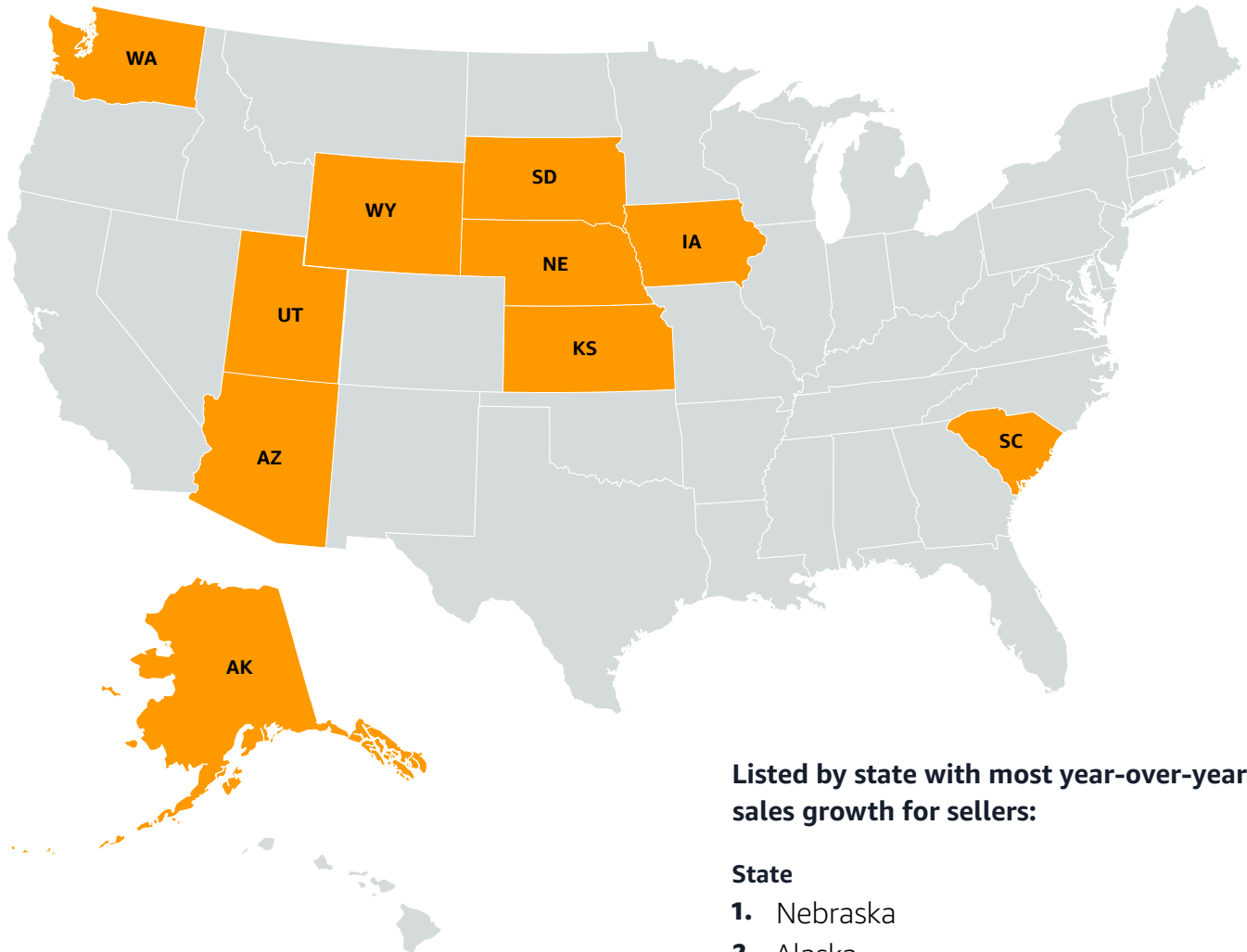
- |               |               |
|---------------|---------------|
| 1. Wyoming    | 6. New Jersey |
| 2. Delaware   | 7. Nevada     |
| 3. Florida    | 8. New York   |
| 4. Utah       | 9. Washington |
| 5. California | 10. Oregon    |

## \$150 million to support Black business owners

In 2021, we celebrated the 1-year anniversary of Amazon's Black Business Accelerator (BBA), via which we have committed \$150 million over the course of four years to providing access to capital, business guidance, mentorship, and marketing support to help Black business owners succeed as sellers in Amazon's store.



# The top 10 states with the most year-over-year sales growth for sellers

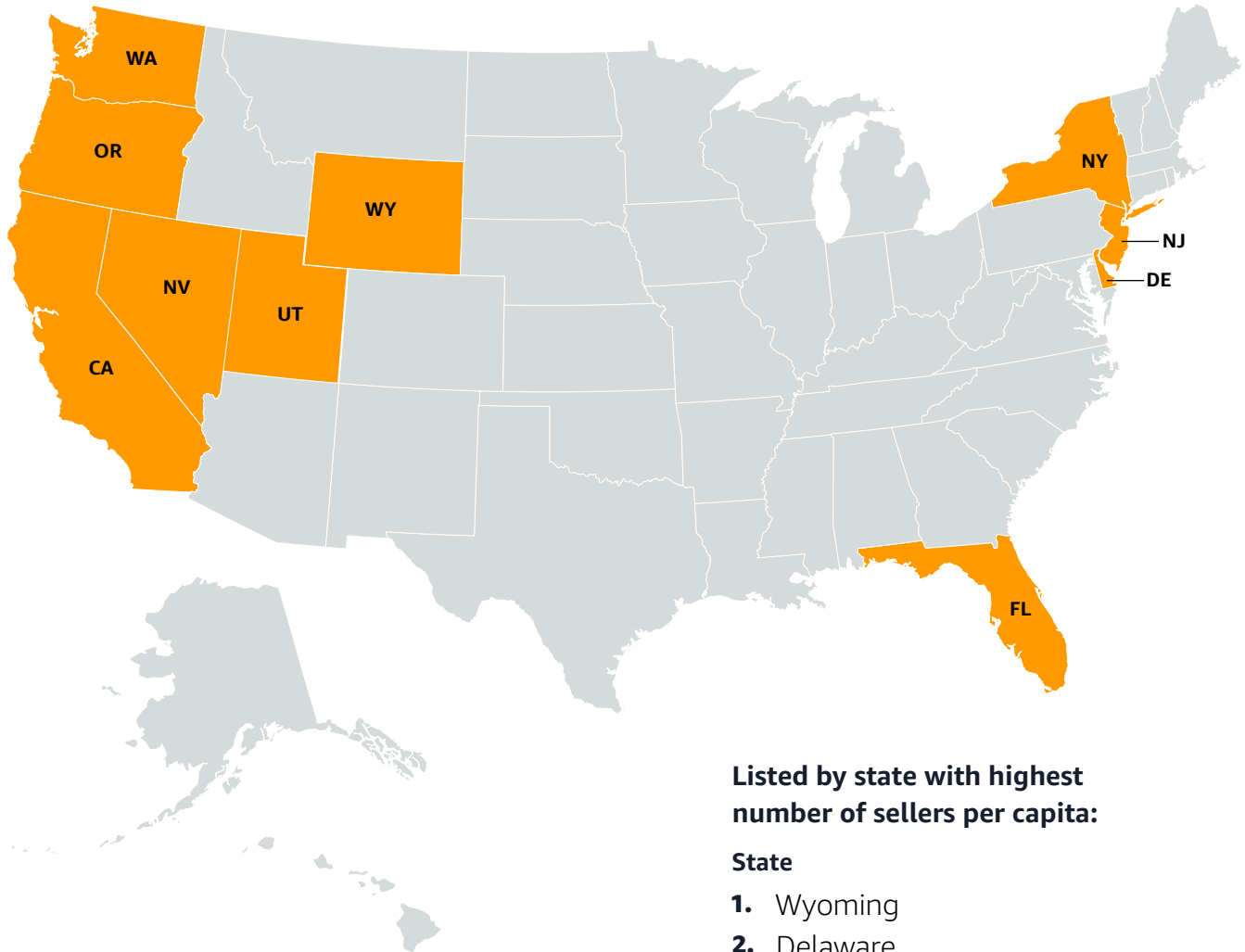


## Listed by state with most year-over-year sales growth for sellers:

### State

1. Nebraska
2. Alaska
3. Wyoming
4. South Dakota
5. Iowa
6. South Carolina
7. Utah
8. Washington
9. Arizona
10. Kansas

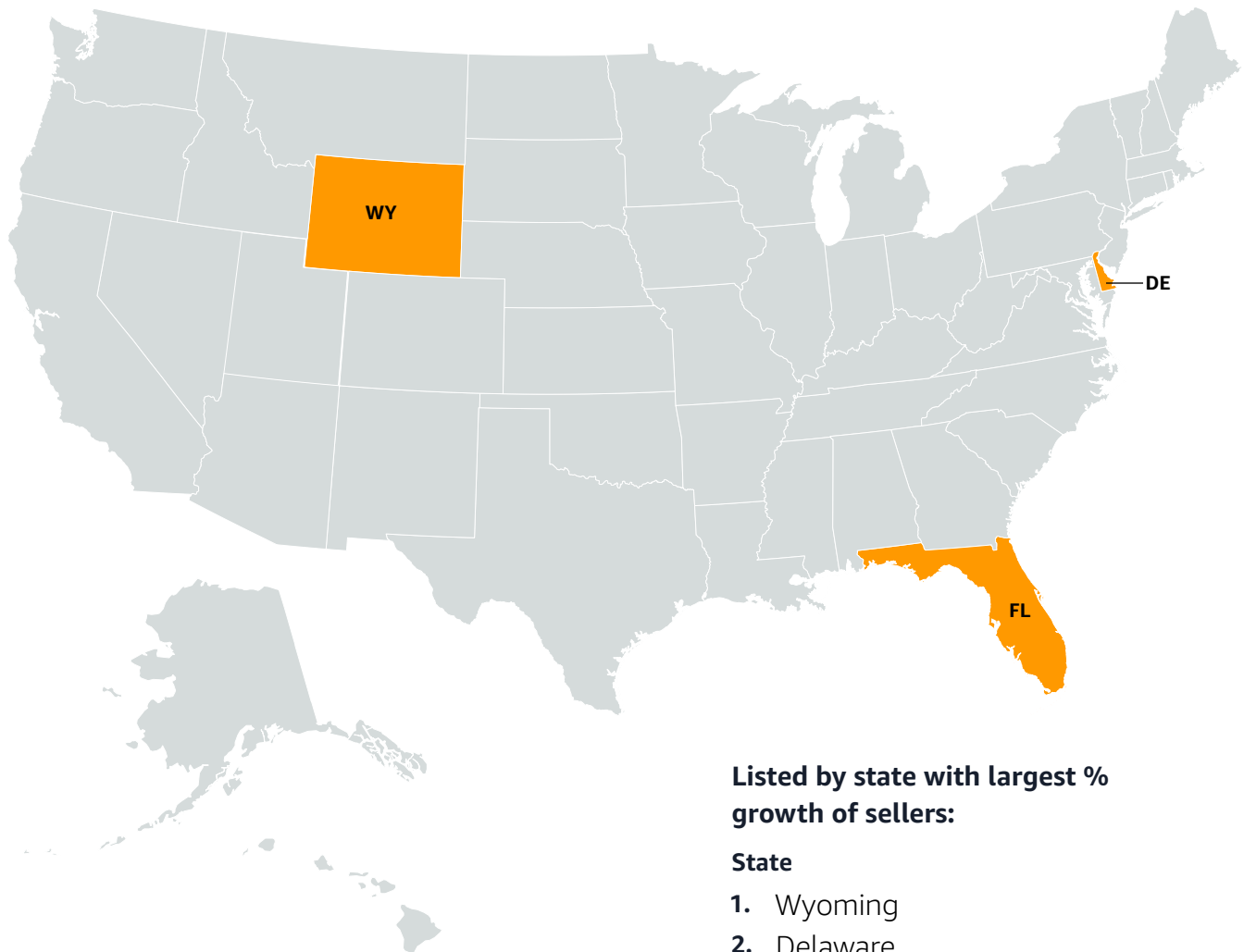
# The Top 10 States with the Most Amazon Sellers Per Capita



Listed by state with highest number of sellers per capita:

- State**
1. Wyoming
  2. Delaware
  3. Florida
  4. Utah
  5. California
  6. New Jersey
  7. Nevada
  8. New York
  9. Washington
  10. Oregon

# Top 3 States with Largest % Growth of Sellers



Listed by state with largest % growth of sellers:

State

1. Wyoming
2. Delaware
3. Florida



# Supporting Jobs for Women

**Sandra Manay**

**Co-Founder of Luna Sundara | Amazon Seller Since 2015**

**Location: Rahway, NJ | Employees: 6**

*Sandra Manay moved from Peru to the U.S. in 2007. Following her arrival, Manay was committed to finding products that were ethically and sustainably sourced, ensuring the communities in Latin America were being treated fairly and with dignity, but her search often came up empty. This commitment motivated her to launch her own business in 2015 - Luna Sundara, an aromatherapy and home decor company that sources materials and goods directly from local artisan and farming communities in Peru and Ecuador.*

“Either my mom, Maria Emilia Morales, or I travel to Peru or Ecuador every other month to visit different communities and find local materials, such as essential oils or ceramics, that we can offer via Luna Sundara,” said Manay. “We make sure everything is created without plastic and that we bring the people creating them to the forefront. Part of our mission includes encouraging local women to be independent and earn their own money.”

Just a few weeks after her website went live, Manay recognized that quickly establishing brand trust would be a challenge. Manay knew Amazon’s online presence would strengthen her brand’s reputation, so she made the decision to sell Luna Sundara products in Amazon’s store, giving her business instant credibility. Luna Sundara later benefited from additional exposure and credibility as a featured woman-led business during Amazon’s Women’s History Month campaign.

“Since starting with Amazon in 2015, we have seen year-over-year growth of close to 100%,” said Manay. “We have grown from a family business in my mom’s garage to having a fully equipped warehouse and six full-time employees in the U.S. that supports over 50 woman artisans and agriculturalists in Peru and Ecuador.

Manay also credits Fulfillment by Amazon (FBA) for allowing her business to ship 300-400 orders daily. The time saved from outsourcing fulfillment to FBA has given Manay and her mom more freedom to create new wellness products with the Latin American communities.

Amazon also helps Luna Sundara showcase its community connections with compelling videos, providing a window into how the company’s products are made and sourced.



***“Without Amazon, I would not be able to support all of these communities, as well as my own family,” said Manay. “The partnership with Amazon has been a blessing.”***



# FBA Helps a Rural Business Succeed

**Margaret Rice**

**Co-founder of Your Therapy Source | Amazon Seller Since 2020**

**Location: Schaghticoke, NY | Employees: 2**

*As a licensed physical therapist providing support to children, Margaret Rice recognized a need to make it easy for school-based therapists to find necessary documentation and activity resources. Fueled by her passion to help preschoolers through high school students succeed at school, she launched Your Therapy Source in 2007. Originally, Your Therapy Source was an online resource for pediatric occupational and physical therapists that contained essential forms, activity ideas, worksheets, and other useful information to assist students in improving their motor skills.*

When Rice opened her Amazon store in 2020, she grew her business by adding tangible products, such as emotional regulation posters, brain breaks, and exercise posters for the classroom.

Because Your Therapy Source is based in a rural part of the country where almost everything is at least a 20-minute drive away, it used to require careful time management and planning to avoid the back and forth to ship packages. Rice now saves a game-changing amount of time with Fulfillment by Amazon (FBA).

"FBA is a much easier way for me to make money and I am amazed at how much passive income it creates for me," said Rice. "I save an incredible amount of time. If I only operated the Amazon store, I would probably work two hours per week since I don't have to spend as much time on customer service and shipping."

Amazon also allows Rice to reach customers across the country who might otherwise have been inaccessible. Because there are only one or two occupational or physical therapists per school, Amazon offers an opportunity to reach a geographically distributed customer set with specific needs.



***"The printed resources at Your Therapy Source would not survive unless I had access to more schools and customers outside my area through Amazon," said Rice.***



# A Father-Daughter Dream Team

**John Memmott and Meggan McCaughan**

**Co-owners of Relative Foods | Amazon Seller Since 2019**

**Location: Spring Lake, MI | Employees: 16**

*In 2011, father-daughter duo John Memmott and Meggan McCaughan started Total Food Package, a co-packing company specializing in gluten-free and allergen-free blending and packaging solutions, from the small town of Spring Lake, Michigan.*

After eight years of being in business, they started noticing the rise in e-commerce shopping, direct-to-consumer businesses, and the increasing demand for alternative products for specialty diets. With a keen understanding of their audience and the market, they saw an opportunity for growth in Amazon's store by catering to customers with food sensitivities and allergies. In August 2019, the pair launched Relative Foods, a wholesome brand that provides clean and natural dry goods like organic sugars and gluten-free flours.

"We live in a small town, but we know there are people all over the country who shop in Amazon's store looking for these products," said Memmott. "We wanted to fill that void."

Relative Foods is available exclusively in Amazon's store, and sales this year are already surpassing last year, thanks in part to the team's use of Fulfillment By Amazon (FBA) and their ability to distribute products to the entire country from their small town in Michigan.



***"Automatic distribution throughout the whole country is nearly impossible to achieve without a partner like Amazon," said Memmott. "The infrastructure and support that Amazon provides to small businesses like ours is a huge opportunity you can't get anywhere else."***



# Lifting the Local Community

**Gina Jordan**

**Founder of Gina's Soft Cloth | Amazon Seller Since 2015**

**Location: Romney, WV | Employees: 10**

*For Gina Jordan, the motivation behind Gina's Soft Cloth Shop, her sustainable paper-goods-alternative business, is more than just a passion for reusable fabrics - it's about strengthening her community.*

Jordan proudly calls herself a "hippie," an identity intrinsically tied to a low-waste lifestyle and a commitment to bettering the planet. After learning more about the amount of virgin tree and water needed to create single-use paper goods, Jordan was inspired to create Gina's Soft Cloth Shop so that more consumers could embark on their own low-waste journeys. Using Fairtrade fabrics, Gina's Soft Cloth Shop makes paperless towels, wipes, napkins, and more.

Once Jordan started to see traction with her business, she realized she was uniquely positioned to create jobs and stimulate the local economy in Romney, a HUBZone (Historically Under-utilized Business Zone) with less than 2,000 residents. When Amazon launched Amazon Handmade in 2015, Jordan knew this was the avenue that would take her business to the next level.

"We were one of the first to join Amazon Handmade," said Jordan. "We saw the impact that Amazon had on the business and have continued to utilize and explore many of the other services that are offered to sellers."

Jordan has used Amazon Lending, which has allowed her to expand her business and provide jobs to members of her community who otherwise might not be employed or have benefits. She also leverages Fulfilled by Amazon (FBA) for a majority of her non-custom orders.

In 2019, Amazon invited a group of sellers to Washington D.C. to speak with policymakers about the positive impact that Amazon has had on their communities. She highlighted some immediate changes that West Virginia representatives could make in Romney and surrounding areas that would break down barriers to economic growth, such as the lack of internet access and cell phone service. Shortly after that meeting, Jordan and the community saw considerable improvements in these areas.



***"The visibility that Amazon offers is unparalleled, and I have had experiences and been able to effect change that I could never have otherwise dreamed of as a result," said Jordan.***





# From Ohio to Customers Around the World

**Taylor Minor and Charles Nick**

**Co-founders of Third Wave Water | Amazon Seller Since 2017**

**Location: Headquartered in Cedarville, OH | Employees: 16**

*Friends and co-founders of Third Wave Water, Taylor Minor (a Marine Corps veteran) and Charles Nick (a former reliability engineer for NASA) established their business in 2016 out of a mutual love of good coffee and a desire to optimize water for brewing.*

At the time, Nick owned a coffee subscription company, and Minor ran a coffee roasting company that was part of Nick's subscription service. Over many conversations and a shared passion for business, Nick discovered that Minor had built a bespoke water filtration system that improved the water quality for his cafe, dramatically improving the taste of his coffee. The duo decided to optimize water for coffee drinkers around the world.

Within a week, Minor had created the first test capsule of essential minerals that would be added to distilled water. Nick loved it, and Third Wave Water was born.

After initial successes with Kickstarter and an appearance on the popular TV show *Shark Tank*, both founders agreed Amazon should be a critical part of their growth strategy, especially for international expansion. Being part of the Amazon Launchpad program helped Nick and Minor confidently launch Third Wave Water in Canada,

UK and Australia. Shipping and fulfillment across the globe became seamless, but Amazon also helped the pair navigate the various legal practices and policies in each market, notably food and beverage regulations. This gave the founders more freedom to focus on other parts of the business.

"Amazon has set the bar for what we expect in a selling channel," said Minor. "From buying our supplies in Amazon's store, to being able to reliably offload all our national and international shipping and fulfillment with FBA (Fulfillment by Amazon), Amazon has been a significant help to the business and our peace of mind."



***"Our biggest challenge was convincing people around the world to care about the water used for brewing coffee," added Nick. "Having our product in Amazon's store, alongside the reviews, comes with a reassurance that helps build trust and strengthens our reputation globally."***



# Shining a Light on Black Entrepreneurs

**Rob Jackson**

**Founder of Ujamaa Lighting | Amazon Seller Since 2020**

**Location: Austin, TX | Employees: 1**

*Born and raised in Southern Arkansas, Rob Jackson, an IT professional by trade, now calls Texas home. Always an entrepreneur at heart, Jackson credits his childhood upbringing as the inspiration for his business, Ujamaa Lighting.*

As a kid, leaving lights on in the house—especially during the daytime—drew the ire of his parents, due to the impact inefficient lighting had on the electricity bills. Understanding the importance of energy-efficient lighting for every household, Jackson set out to start his own business, delivering cost-effective, dependable, and long-lasting light bulbs designed and manufactured with his customers in mind.

After about a year of taking a local sales approach, the proverbial light bulb went off for Jackson. A self-proclaimed avid Amazon customer, Jackson realized he wasn't the only one out there.

"Amazon is a critical part of my life, so I know it has to be a critical part of my customers' lives," said Jackson.

Soon after his epiphany, Jackson began selling in Amazon's store. He credits his presence on the site in helping Ujamaa Lighting products gain visibility with more prospective customers than he could have ever imagined.

But he also credits Amazon's Black Business Accelerator (BBA) with helping to make his business a success. While Jackson says the \$10,000 grant he received through BBA helped save his business, it's the mentorship and support he's received that has fueled his growth.



***"Amazon's BBA program helped me realize the possibilities in the business. The strategic guidance and marketing support I received was incredible," said Jackson. "It's only through the BBA that I was able to introduce two new products, and that has been game-changing for my business... and my family's lives."***

PEOPLE ARE HAVING ABOUT

