



Small and Medium Business Success and Resilience



2021 European SMB Community Report
July 2021

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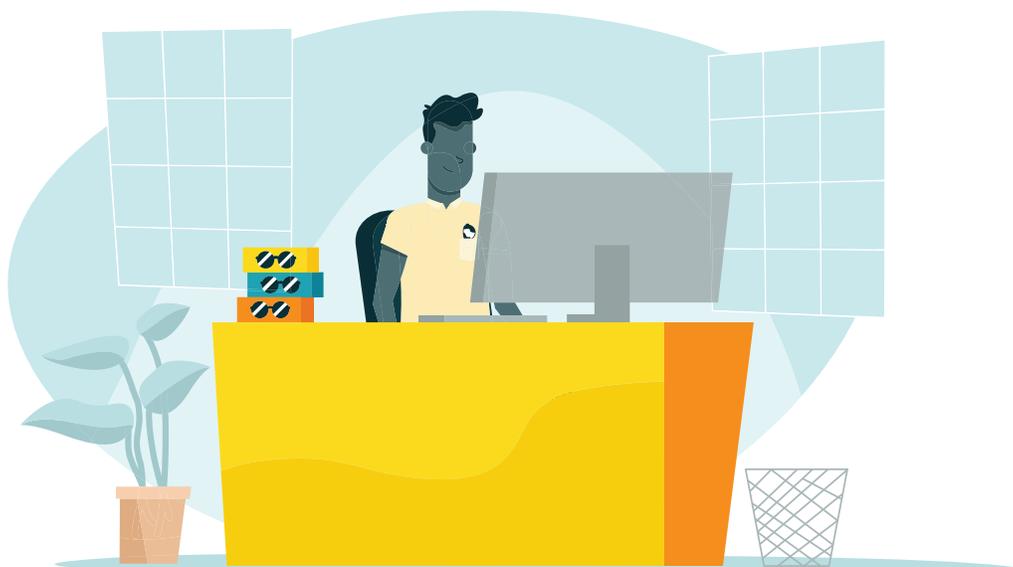
Executive Summary

Amazon works with **more than 900,000 independent partners in Europe**, including selling partners, developers, content creators, authors, and delivery and IT solution providers. Every entrepreneur who has a great idea can quickly start selling online with Amazon. From Day 1 we offer a complete suite of tools to launch a business online. In 2020, we started partnering with over 700 new European selling partners a day, and we currently work with tens of thousands of them, most of whom are small and medium businesses (SMBs), as a single team.

SMBs continue to account for more than 50% of everything we sell in our online stores, and we are always innovating to help them to grow their business—our success depends on their success. In 2020, we spent **approximately €2.8 billion in Europe** on logistics, tools, services, programs, trainings, and our team to help small and medium businesses selling on Amazon succeed. We also delivered **more than 250 new tools and services** to help them launch new products, expand to sell in Europe and globally, analyze and optimize their business, and protect their intellectual property. Those SMBs help us deliver a great shopping experience to customers with a wide product selection and low prices, and we help them by providing access to hundreds of millions of customer accounts around the globe in a trusted store.

COVID-19 has created a lot of challenges for European businesses, and many of them have also adapted their business by selling online for the first time. Therefore, we have **launched new digitization programs in the UK, Germany, France, Italy and Spain** in cooperation with local partners that help tens of thousands of European SMBs transition to sell online, whether on Amazon or elsewhere. We also doubled our selection of free courses on our learning platform, Amazon Seller University, to teach existing European SMBs about our selling suite.

We have a 20-year relationship with small and medium businesses, and supporting them is a fundamental part of our work. This 2021 Small and Medium Business Community Report demonstrates the successes, resilience, and entrepreneurial spirit of **approximately 185,000 European small and medium businesses** which partner with us every day. In 2020, they sold more than 1.8 billion products in our stores and **created over 550,000 European jobs to date** to run their online businesses on Amazon.



Expert Insights

Here's what leading small business analysts and experts have to say about small and medium business success in partnership with Amazon.



“We welcome the SME Community Report’s encouraging findings which demonstrate how tens of thousands of small businesses have been able to increase their resilience during the pandemic by embracing digital technology. As we look toward the future, equipping small businesses with the skills and resources they need to take advantage of digital trade will be a vital component of our successful economic recovery.”

—Tej Parikh, Chief Economist, Institute of Directors (UK)

“Digitalisation and innovation have always been distinctive features of MIP, the Politecnico di Milano Graduate School of Business. It is therefore a source of pride for our business school to support all those small and medium-sized businesses that wish to make the most of the potential of sales channels through [the] ‘Accelera con Amazon’ project. By making available their skills relating to online brand management and e-commerce, our lecturers give companies the tools they need to better respond to the growing consumer demand from the online channel.”

—Federico Frattini, Dean of MIP Politecnico di Milano Graduate School of Business (Italy)



“Digital can be a real asset for local businesses. The lockdown experience accelerated the transformation of uses and proved the economic and social usefulness of digital technology. Our studies show that physical stores that have developed an online sales service are seeing a positive impact on their activity.”

—Marc Lolivier, General Delegate of the Federation of e-commerce and online sales in France

“The COVID-19 pandemic has made clear that there is an urgency for the digitization of sale channels of SMBs to keep being competitive. Therefore, the boost of international sales through the digital channels is the engine for economic recovery.”

—Joan Romero, CEO of ACCIÓ (Spain)



European Small and Medium Business Performance

Despite the challenging times during the COVID-19 crisis, we enabled European small and medium businesses to start their businesses online for the first time, and our stores sustain their businesses and even make their sales grow. Our European SMBs have also benefitted their communities and the economy: To date, SMBs selling on Amazon have created over 550,000 jobs in Europe.

European Small and Medium Businesses Data January–December 2020



Around 185,000 SMBs sell on Amazon, and **over 50%** of them sold their products to customers around the world.



European small and medium businesses selling on Amazon recorded **over €12.5 billion** in export sales.



European SMBs had an average of **more than €300,000** in sales—up year over year from **over €150,000**.



European small and medium businesses sold **more than 1.8 billion** products on Amazon, up from 1.3 billion year over year. On average, they sell **more than 3,400** products every minute.



Over 40,000 European SMBs selling on Amazon surpassed €100,000 in sales, and **over 3,000** attained €1 million in sales for the first time.



More than 80,000 European small and medium businesses took advantage of Fulfillment by Amazon, and their sales grew by 35%.



The **top five categories** for European SMBs selling on Amazon are Home, Health and Personal Care, Apparel, Toys, and Sports, while the top exported ones are Home, Health and Personal Care, Toys, Beauty, and Apparel.



European small and medium businesses sold millions of products to business customers including multinational enterprises, universities, energy companies, and healthcare organizations through **Amazon Business**. Those European SMBs selling with Amazon Business generated **over €1.5 billion** in sales and recorded **nearly €300 million** in export sales.



“I think that Amazon’s showcase dedicated to Made in Italy is a wonderful opportunity for the visibility and promotion of local products of our country’s small businesses, which should be discovered both in Italy and abroad. Thanks to my brand, AfroRicci, I am proud to contribute to the enhancement of the Italian economy, especially in this difficult time for all of us.”

—Alice Edun, CEO of AfroRicci, a company selling natural products for wavy, curly and Afro hair based in Milan, Italy

European SMBs Selling Through Our Amazon Stores in Europe

January–December 2020



United Kingdom

- ✓ Launched in 2002.
- ✓ Over 65,000 UK SMBs.
- ✓ Over 175,000 jobs created to run their online business on Amazon.
- ✓ SMBs recorded over £3.5 billion in export sales.
- ✓ They had an average of more than £300,000 in sales.
- ✓ SMBs sold more than 750 million products on Amazon.

Germany

- ✓ Launched in 2002.
- ✓ Over 40,000 German SMBs.
- ✓ Over 150,000 jobs created to run their online business on Amazon.
- ✓ SMBs recorded over €3.75 billion in export sales.
- ✓ They had an average of more than €450,000 in sales.
- ✓ SMBs sold more than 650 million products on Amazon.

France

- ✓ Launched in 2003.
- ✓ Over 13,000 French SMBs.
- ✓ Over 25,000 jobs created to run their online business on Amazon.
- ✓ SMBs recorded over €400 million in export sales.
- ✓ They had an average of more than €150,000 in sales.
- ✓ SMBs sold more than 55 million products on Amazon.

Italy

- ✓ Launched in 2011.
- ✓ Over 18,000 Italian SMBs.
- ✓ Over 50,000 jobs created to run their online business on Amazon.
- ✓ SMBs recorded over €600 million in export sales.
- ✓ They had an average of more than €200,000 in sales.
- ✓ SMBs sold more than 80 million products on Amazon.

Spain

- ✓ Launched in 2011.
- ✓ Over 12,000 Spanish SMBs.
- ✓ Over 30,000 jobs created to run their online business on Amazon.
- ✓ SMBs recorded over €650 million in export sales.
- ✓ They had an average of more than €190,000 in sales.
- ✓ SMBs sold more than 60 million products on Amazon.

Netherlands

- ✓ Launched in 2020.
- ✓ Over 3,300 Dutch SMBs.
- ✓ Over 7,500 jobs created to run their online business on Amazon.
- ✓ SMBs recorded over €600 million in export sales.
- ✓ They sold more than 20 million products on Amazon.

Sweden

- ✓ Launched in 2020.
- ✓ Over 600 Swedish SMBs.
- ✓ Over 2,000 jobs created to run their online business on Amazon.
- ✓ SMBs recorded over €80 million in export sales.
- ✓ They sold more than 3 million products on Amazon.

Poland

- ✓ Launched in 2021.
- ✓ Over 2,500 Polish SMBs.
- ✓ Over 10,000 jobs created to run their online business on Amazon.
- ✓ SMBs recorded over €500 million in export sales.
- ✓ They sold more than 15 million products on Amazon.

Turkey

- ✓ Launched in 2019.
- ✓ Over 14,000 Turkish SMBs.
- ✓ Over 20,000 jobs created to run their online business on Amazon.
- ✓ SMBs recorded over €140 million in export sales.
- ✓ They sold more than 6 million products on Amazon.

How We Support Small and Medium Businesses

Supporting small and medium businesses is a fundamental part of our work. In 2020, we spent approximately €2.8 billion in Europe on logistics, tools, services, programs, trainings, and our team to help small and medium businesses selling on Amazon succeed. We take care of SMBs because they are our customers and part of our customer-centric culture. We help SMBs to:



Offer their products to **hundreds of millions** of worldwide active customer accounts



Ship products to **over 200 countries and territories**



Sell through **21 marketplaces**



Offer easy-to-use tools that help SMBs track sales, fulfill orders, respond to customer questions, and list products for sale.

We provide one of the most advanced fulfillment networks with hundreds of logistic sites (over 60 in Europe) including fulfillment centers, sortation centers, and delivery stations. We invested heavily to increase the square footage across our fulfillment and logistics network by 50% in 2020, and we continue to open new fulfillment centers across Europe. With Fulfillment by Amazon (FBA), SMBs can store products in our fulfillment centers; and we'll pick, pack, ship, and provide customer service for them. In 2020:



More than 80,000 European small and medium businesses took advantage of Fulfillment by Amazon, and their sales grew by 35%



SMBs' products now account for **more than 60%** of the inventory in our European logistic network



Over 22,000 SMBs in our European stores received fee incentives on **around 1.8 million** new products through the FBA New Selection Program, which offers SMBs the chance to test new products in our fulfillment network on inbound shipping, storage, removals, and returns fees. Based on the success of this program, we have expanded the benefits to include advertising credits and eligibility for oversize products—tripling our investment in enabling experimentation in 2021.



How We Support Small and Medium Businesses (continued)

Last year, we delivered **more than 250 new tools and services** to help SMBs launch new products, expand to sell in Europe and globally, analyze and optimize their business, and protect their intellectual property. These include business reports and insights tools such as Listing Quality and Account Health dashboards. Tools and services are not the only efforts we run to support our SMBs, as we also have a series of programs such as **Amazon Business** to reach B2B customers, **Amazon Launchpad** to help entrepreneurs launch innovative brands, or **Amazon Handmade** to sell crafts from artisans only.

We also provide a series of programs in our European stores, including:



The Climate Pledge Friendly Program, that uses sustainability certifications to highlight products that support our commitment to help preserve the natural world



The Explore Programs page, which delivered 3.7 million personalized recommendations to SMBs to discover, learn about, and adopt Amazon programs that help them grow their business



The Seller University, a series of free training videos created to help SMBs learn more about Amazon, that generated over 80% more views year over year in our European stores.



SMBs' Partnership with Amazon

Delivery Service Partner

The Delivery Service Partner (DSP) program helps entrepreneurs build their own business delivering Amazon packages, knowing they will have delivery volume from Amazon, access to the company's sophisticated delivery technology, hands-on training, and discounts on a suite of assets and services, including vehicle leases and comprehensive insurance. There are now more than 400 European Amazon Delivery Service Partners in the last-mile network, employing over 40,000 drivers in Europe. In Germany and Italy, Amazon committed €500,000, respectively, to support female entrepreneurs who want to set up their delivery business.



“I’m a busy person: someone who likes to get things done, I’m a busy bee. Even during my studies I worked as a waitress, and then together with my husband I founded an agency for personnel services. Corona pandemic brought a decline; no one needed staff. It was my husband who discovered Amazon’s Delivery Service Partner program and said, ‘This is a perfect fit for you.’ Honestly, I thought so, too. I applied and was accepted after a multi-step process. Then there was a training program lasting several weeks. Later, I found out that the program offers extra support for women, which made me even happier.”

—Katren Sweetat, founder We BrinKS GmbH, a delivery service provider based in Bad Oldesloe, Germany

Kindle Direct Publishing

Kindle Direct Publishing (KDP) enables authors to self-publish and distribute their books to millions of readers around the world, choosing where they want to sell, setting their own prices, and earning up to 70% royalties. Hundreds of European independent authors surpassed €100,000 in royalties in 2020 through KDP.



“I am extremely enthusiastic about KDP. At the beginning of my career, I was advised by experienced self-publishers to offer my e-books exclusively on Amazon and include them in the Kindle Unlimited Program. That was a very good advice—I wouldn’t want to change anything in the system.”

—Mira Valentin, author of fantasy books based in Germany

To learn more about how Amazon supports and works with small and medium businesses, visit:
aboutamazon.eu/small-businesses

