



Small business success in challenging times

2020 AMAZON EUROPEAN SMB IMPACT REPORT





EXECUTIVE SUMMARY



Amazon works with more than 900,000 independent partners in Europe, including sellers, developers, content creators, authors, and delivery providers.



In 2019, Amazon spent over €2.2 billion on logistics, tools, services, programs, and people to fuel the success of its Selling Partners, in Europe, nearly all of whom are SMBs.

This SMB Impact Report demonstrates the success of European entrepreneurs in challenging times, and highlights how Amazon supports small and medium-sized businesses in selling in their country and abroad, and in creating new jobs.

In 2019, more than 50% of over 150,000 European-based SMBs selling on Amazon exported to customers around the world and have achieved over €9 billion in export sales. Until now, they have created over 270,000 jobs.

European selling partners continue to account for more than 50% of everything we sell in our online stores and between June 2019 to May 2020 they have:

- sold more than 1.4 billion products in our stores
- on average, sold more than 2,700 products a minute
- had an average of more than €90,000 in sales.

In this report you can also find the main figures on SMBs selling through our European stores in 2019.

Amazon invests in the success not only of selling partners, but also of authors, package-delivery and logistics services, and software developers:

- thousands of independent European authors have self-published millions of books through KDP since the service was launched in Europe in 2010
- Amazon Delivery Service Partner (DSP) program has helped thousands of partners to create jobs for tens of thousands of drivers worldwide
- since launching our AWS Activate Credits program, Amazon has provided hundreds of millions of Euro of AWS credits to help startups accelerate their growth and development as they build their businesses in the UK, France, Germany, Italy, and Spain
- there are now more than 700,000 developers building for Alexa around the world and skill developers on Amazon making six figures each year.

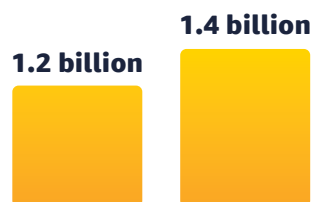
At Amazon, supporting small and medium-sized businesses is a fundamental part of our work and this report celebrates their success.

Selling Partners continue to account for more than 50% of everything we sell in our online stores.

Amazon works with more than 900,000 independent partners in Europe, including sellers, developers, content creators, authors, and delivery providers.



EUROPEAN SELLING PARTNERS DATA
June 1, 2019 – May 31, 2020



Products Sold

European Selling Partners sold more than 1.4 billion products in our stores, up from 1.2 billion year-over-year.



2,700+
products a minute

On average, European Selling Partners sold more than 2,700 products a minute.



European Selling Partners had an average of more than **€90,000 in sales**, up year-over-year from about €70,000.



Almost 3,500 European Selling Partners achieved **over €100,000 in sales** to Amazon Business customers alone.



Cyril Jollivet

CEO

Ducs de Gascogne, producer of foie gras and a selection of regional specialties.

"The Internet is today an essential driver to grow the business, and through La Boutique des Producteurs of Amazon it is also possible to highlight local, popular French excellences. Our sales have tripled since opening our store on Amazon showing that our regional, original selection is appealing and finds a place in the digital world".



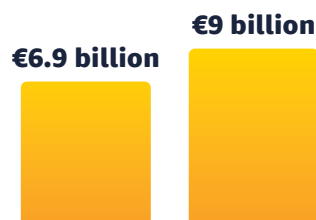
In 2019, Amazon spent over €2.2 billion on logistics, tools, services, programs, and people to fuel the success of its Selling Partners in Europe, nearly all of whom are SMBs.



EUROPEAN SMALL AND MEDIUM BUSINESS DATA
2019

150K+
SMBs

There are over 150,000 European-based SMBs selling on Amazon.



European SMBs selling on Amazon achieved over €9 billion in export sales, up year-over-year from €6.9 billion.

Over 7,500 European SMBs **surpassed \$1 million in sales.**



Small and medium European enterprises that sell on Amazon have created **over 270,000 jobs** until now.



José Luis Vázquez González

CEO

Nortembio, online shop of 100% eco and natural products

"Amazon allows us to sell our products from Puerto de Santa María, in Cadiz city, to customers throughout Europe. This gave us the recognition and relevance needed to establish trade relations with countries in North Africa, the Middle East, Southeast Asia and North and South America."



SMBs selling through our European stores in 2019.

More than 50% of over 150,000 European-based SMBs are exporting to customers around the world and have achieved over €9 billion in export sales. Until now, they have created over 270,000 jobs.



UK

- Tens of thousands of UK-based SMBs selling on Amazon, **up year-over-year around 30%**.
- UK-based SMBs selling on Amazon achieved over **€3 billion** in export sales, up year-over-year around 20%.
- Small and medium UK enterprises that sell on Amazon.co.uk have created over **85,000 jobs** until now.
- Over 3,200 UK SMBs surpassed **\$1 million** in sales for the first time.



Germany

- There are tens of thousands of German-based SMBs selling on Amazon, **up year-over-year around 15%**.
- German-based SMBs selling on Amazon achieved over **€2.75 billion** in export sales, up year-over-year over 15%.
- Small and medium German enterprises that sell on Amazon.de have created over **110,000 jobs** until now.
- Over 3,300 German SMBs surpassed **\$1 million** in sales for the first time.



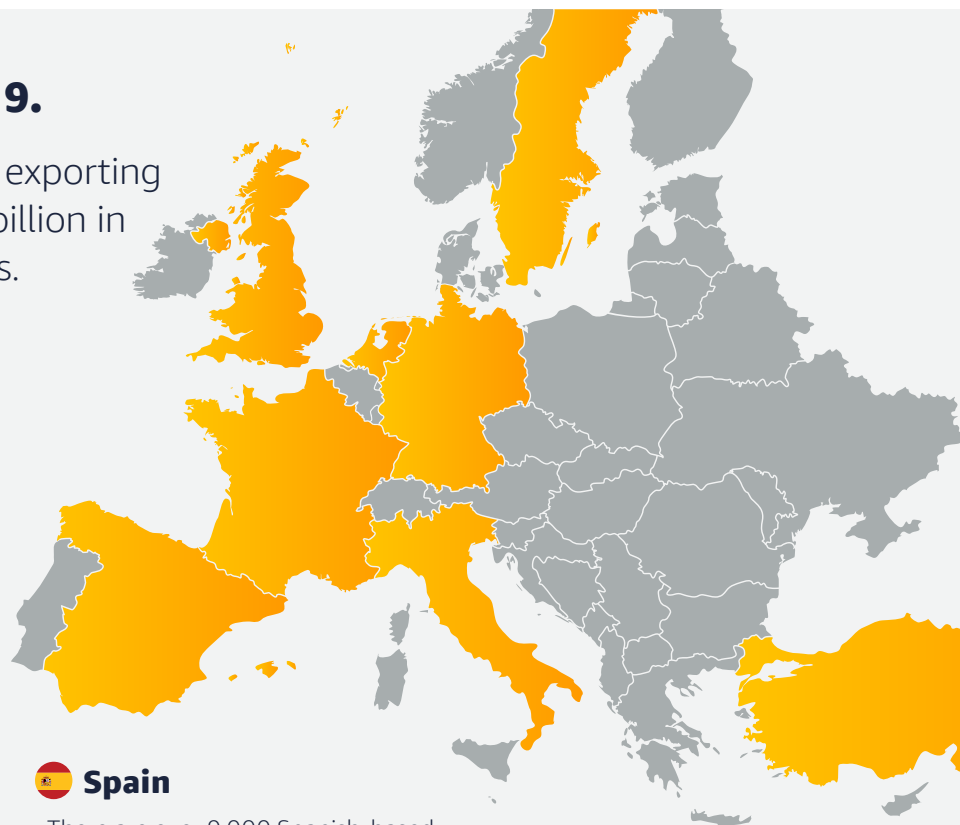
France

- There are over 11,000 French-based SMBs selling on Amazon, **up year-over-year around 20%**.
- French-based SMBs selling on Amazon achieved over **€350 million** in export sales, up year-over-year over 20%.
- Small and medium French enterprises that sell on Amazon.fr have created nearly **13,000 jobs** until now.
- Over 300 French SMBs surpassed **\$1 million** in sales for the first time.



Italy

- There are over 14,000 Italian-based SMBs selling on Amazon, **up year-over-year over 30%**.
- Italian-based SMBs selling on Amazon achieved over **€500 million** in export sales, up year-over-year over 20%.
- Small and medium Italian enterprises that sell on Amazon.it have created over **25,000 jobs** until now.
- Nearly 600 Italian SMBs surpassed **\$1 million** in sales for the first time.



Spain

- There are over 9,000 Spanish-based SMBs selling on Amazon, **up year-over-year over 30%**.
- Spanish-based SMBs selling on Amazon achieved over **€450 million** in export sales, up year-over-year over 20%.
- Small and medium Spanish enterprises that sell on Amazon.es have created over **14,000 jobs** until now.
- Over 300 Spanish SMBs surpassed **\$1 million** in sales for the first time.



Turkey

- Launched in **September, 2019**.



Netherlands

- Launched in **March, 2020**.



Sweden

- Launched in **October, 2020**.

Delivery and logistics

Amazon takes an active role in helping entrepreneurs start, set up, and manage their delivery business. Through the Delivery Service Partner (DSP) program, Amazon helps entrepreneurs build their own business delivering Amazon packages. They can build

their business knowing they will have delivery volume from Amazon, access to the company's sophisticated delivery technology, hands-on training, and, for DSP, discounts on a suite of assets and services, including vehicle leases and comprehensive insurance.



GLOBAL DELIVERY AND LOGISTICS DATA



Tens of thousands jobs

Amazon Delivery Service Partner (DSP) program has helped **thousands of partners to create jobs for tens of thousands of drivers** worldwide.



Ed Hattersley

OWNER

Warrior Logistics

Former Amazonian and Army Captain, Ed Hattersley launched his delivery company, Warrior Logistics, in Sheffield, UK in July 2019 to help veterans in their civilian transition. "As an Amazonian, I had gained enough experience in the field to know that I could run my own logistics business. It was a fantastic opportunity to support veterans as they transition into civilian life, offering them work as they navigated the change. Amazon helped turn my idea into reality."

UK



Amazon Web Services

Amazon Web Services (AWS) is helping hundreds of thousands of SMB startups, customers, and partners launch and scale businesses that enrich their communities and the world. With the power of AWS, businesses can instantly scale resources up or down as

their demands change. AWS provides startups, including both smaller, early stage companies and more advanced digital businesses, with free tools and resources to get started quickly on AWS and accelerate their growth and development. It's no wonder more startups build on AWS than any other cloud provider.



GLOBAL AWS DATA



AWS is helping **hundreds of thousands** of SMB startups, customers, and partners launch and scale their business.



AWS Activate has provided **hundreds of thousands** of startups with a host of benefits, including AWS credits, technical support and training.



EUROPEAN AWS DATA



Since launching our AWS Activate Credits program, Amazon has provided **hundreds of millions of Euro** of AWS credits to help startups accelerate their growth and development as they build their businesses in the **UK, France, Germany, Italy and Spain.**

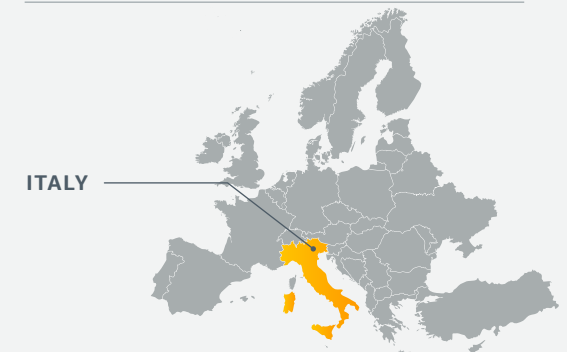


Stefano Dindo

CEO AND CO-FOUNDER

Zero12, an APN Advanced Consulting Partner

"One of the aspects of the cloud that most fascinates me is the opportunities it provides to many small and medium-sized Italian companies. It has empowered them to enrich their unique offerings and products in the market with services that they would never have been able to implement before - due to prohibitive investment costs, lack of technical know-how and long implementation times. Together with AWS, we have led many SMBs to provide additional value to their products, make smart working possible, control and manage systems via IoT, and integrate artificial intelligence solutions to increase efficiency in production. We do all this in compliance with data protection policies, under a pay-per-use model that has helped SMBs to take risks and experiment."



Alexa developers

Alexa is an opportunity for builders, developers, and entrepreneurs to innovate and build a voice-first business. Today, there are hundreds of millions of Alexa devices in customers' hands, including more than 100,000 smart home

products that can be controlled with Alexa, from more than 9,500 unique brands. Customers interact with Alexa billions of times each week, and engagement with Alexa has nearly quadrupled over the last two years.



GLOBAL ALEXA DEVELOPER DATA



700,000
Alexa developers

There are now more than 700,000 developers building for Alexa.



100,000
Alexa skills

There are more than 100,000 Alexa skills built with the Alexa Skills Kit.



There are skill developers on Amazon **making six figures** each year.



There are more than **100,000 smart home products** that can be controlled by Alexa from more than 9,500 unique brands.



Richard Matthews

FOUNDER

Vocala, a European leading voice development studio

"After my first interaction with Alexa in 2016, I became fascinated with voice. It was a life-changing moment. In 2017, I took the decision to refocus my existing digital agency and rebrand as Vocala—a voice studio specialising in interactive voice experiences. Three years on, we own exclusive global licences with TV game shows and celebrities, our Skills portfolio entertains hundreds of thousands of users across the world every month, we have attracted global brands to support their journey into voice and grown our team by 400%. My decision back in 2017 has helped shaped my future, a future which is 100% invested in voice technology."

UK



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 percent of every

sale in royalties. Since launch in 2007, millions of authors from around the world have self-published millions of books through KDP, many of whom are building incredibly successful writing careers as a result.



GLOBAL KINDLE DIRECT PUBLISHING DATA



1,000+
authors reached
over **€100,000**
in royalties

Thousands of independent authors earned more than €50,000, with more than a thousand surpassing €100,000 in royalties in 2019 through KDP.

In the last 12 months, **authors earned \$350 million** from the Kindle Direct Publishing (KDP) Select Global Fund, **totaling more than \$1,3 billion** since the launch of Kindle Unlimited.



EUROPEAN KINDLE DIRECT PUBLISHING DATA



Millions of
of books self-published
since 2010

Thousands of independent European authors have self-published millions of books through KDP since the service was launched in Europe in 2010.



Catherine Shepherd

AUTHOR
The Zons thriller series

"I had the idea for my first book in my head for a long time. However, the route through a classic publishing house seemed too tedious to me. It wasn't until I found out about the possibility of self-publishing via KDP in 2011 that I put my first book on paper. It was important to me to know that it will actually be published. A little later my son was born and I suddenly had the great option of working from home and being there for my child at the same time. KDP has turned my world 180 degrees and I'm more than happy about it."

GERMANY





To learn more about how Amazon supports and works with small and medium-sized businesses, visit:

www.aboutamazon.eu/small-business

