amazon



European SME Impact Report*

Jobs created by SMEs selling on Amazon

650,000+

Investment made for the growth of SMEs selling on Amazon

€3.4+ billion

Export sales achieved by SMEs selling on Amazon

€14.5+ billion

European entrepreneurs supported by Amazon to digitize their business



Products sold per minute by European SMEs

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Home

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Health &

Personal Care



949

Sports

Tovs



Appare

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*Data covers FY2021

Executive Summary

The 2022 Small and Medium Enterprises Impact Report is our annual look at how over

225,000 European Small and Medium Enterprises (SMEs) and brands selling

on Amazon developed their business online in 2021.

We have a 20-year relationship with tens of thousands of European selling partners of all sizes, most of whom are SMEs, and supporting them is fundamental to our work.

In 2021, we invested over €3.4 billion in Europe to strengthen the relationship that enables European SMEs selling on Amazon to access hundreds of millions of customer accounts, generate sales in our stores and succeed while delivering value and a great shopping experience to our customers. These investments are at every stage of an entrepreneur's journey including logistics (we doubled our fulfilment capacity), services and tools that help to analyze and optimize a SMEs as well as training. We also launched a new digitization program in the UK, Germany, France, Italy and Spain in

partnership with around 90 organizations to help 650,000 European entrepreneurs of all sizes launch and grow their digital business with learning events.

All of these investments helped SMEs navigate economic uncertainty as well as evolving customer behavior by expanding their multichannel capabilities to reach customers both off- and on-line. This resulted in European SMEs selling more than 2.2 billion products on Amazon in 2021, up from 1.8 billion year-over-year. We also helped them export their products to customers around the world resulting in over €14.5 billion in export sales - a 10% year-overyear growth. To date, small and medium enterprises have also created over 650,000 jobs in Europe to support their business on-line -100,000 in 2021.

Our success depends on the success of our European SMEs, and the 2022 Small and Medium Enterprises Impact Report demonstrates the successes, resilience, and entrepreneurial spirit of those 225,000 European SMEs and brands. We continue inventing on their behalf and partner together to build a valuable and inclusive community that offers unique growth opportunities.

After three months she hired the first employee; now they are a team of 40



Ángela Sarmiento

Founder of Janabebé Amazon seller since 2014 Location: Barcelona, Cataluña Employees: 40 Ángela Sarmiento founded Janabebé in 2014 after working for a multinational company in the textile sector. She leveraged her knowledge of the industry and the scale of Amazon's store to shape a project that she started by herself from home, and that now employs 40 people and occupies a warehouse of more than one thousand square meters.

Ángela Sarmiento, founder and CEO of Janabebé, a company that produces children's textile products, created the company at a time of transition: she was pregnant with her second child and had just lost her job.

Ángela decided to use her experience as a textile designer to produce fabric covers for strollers and baby seats, as well as other children's products and accessories to sell on Amazon. The success was immediate. **"At first, I made the products by myself in my house, but the business grew very quickly through Amazon's store and after three months I hired my first employee."**

Janabebé's take-off did not end there. As Ángela explains, "after four months I had to hire another employee to keep up with demand. And six months after, Janabebé was a team of six employees". Given the large number of orders that Janabebé received, the company rented a small premise that soon was too small for their 20 employees. Today, the company that Ángela founded has 40 employees and occupies a 1,450 square meter warehouse where they make products with materials supplied

locally: "I owe this growth to Amazon, as it enables entrepreneurs to boost their business and make it prosper", she states.

In addition, Ángela collaborates with organizations that textile manufacturing and production training for people in vulnerable situations who then have the possibility to join the company.

Innovative capabilities to empower SMEs success

Amazon's selling tools provide Small and Medium Enterprises with powerful, cost-effective opportunities to reach more customers and grow sales.

225,000+ SMEs	2.2+ billion products sold	Top five categories
Over 225,000 European small and medium enterprises sell on Amazon - a 20% year-over- year growth.	European SMEs sold over 2.2 billion products (4,200 every minute) on Amazon in 2021 - 65% more than in 2020.	The top five categories for European SMEs were:1. Home2. Health & Personal Care3. Apparel4. Sports5. Toys
€100,000	€1 million	Amazon
in sales	in sales	Warehouse
Over 50,000 European SMEs had €100,000 in sales, up to 25% year over year.	Over 2,500 European SMEs surpassed €1 million in sales for the first time in 2021.	Amazon Warehouse sold over 15 million used products in Europ
€14.5+ billion in	50%+ SMEs	Top five export
export sales	sold abroad	categories
European SMEs selling on Amazon recorded over €14.5 billion in export sales - a growth of more than 10% year over year. We offer them the opportunity to sell through 21 marketplaces.	Over 50% of European SMEs selling on Amazon recorded sales to customers around the world in 2021. They can reach customers in over 200 countries and territories.	The top five categories of exported products for European SMEs were: 1. Home 2. Apparel 3. Health & Personal Care 4. Beauty 5. Electronics

Italian elegance enchants international customers



Maria Antonietta Orlando

Owner of Remo Sartori Amazon seller since 2016 Location: **Lecce, Puglia** Employees: **2** A native of Lecce province, Maria Antonietta Orlando is the owner and sole director of Remo Sartori, a Puglian company that produces silk accessories, such as ties and scarves, all Made in Italy. The "silk scarf lady" started selling through Amazon in 2016 and has captivated Amazon customers worldwide, with sales skyrocketing in France, Germany, Spain, England, the United States and Canada.

The family business had been operating for more than 30 years in the more traditional sector of textile manufacturing when, in 2019, the Remo Sartori company was founded as a spin-off. The new venture specialises in silk ties, scarves and accessories, 100% Made in Italy.

In 2016, Maria Antonietta Orlando was approached by Amazon to take part in a six-month personal coaching programme focused on the fashion industry. The Puglian entrepreneur seized the opportunity to boost her business and make full use of the digital sales channel.

Today, sales of Remo Sartori products are soaring in Europe and overseas, helped by the Made in Italy showcase, an agreement with the Italian Trade Agency to help Italian small and medium enterprises (SMEs), which opened up with an international consumer pool and increased brand awareness and visibility. Currently, 50 percent of the company's sales are in the United States, Canada and most European countries. Satisfied customers have given very positive feedback and shown their appreciation of Made in Italy quality and style.

Though e-commerce, Maria Antonietta has revolutionized her company, which is now almost exclusively digital:

"I can honestly say that the online operation has literally saved my company. Selling through traditional channels produced negligible profits but now the profit margin is *around* 64%, *which is* 500% higher than export sales through traditional channels. Now I can pay fair wages, buy Italian raw materials, and invest time and resources in training to ensure my company continues to grow and innovate."

Trusted partner at every stage of an entrepreneur's journey

Amazon invests billions to foster the growth of European Small and Medium Enterprises and pave the way for the next generation of entrepreneurs.

€3.4+ billion invested

We invested more than €3.4 billion in Europe in SMEs success in 2021. These investments included logistics, teams, services, programs, and tools. To date, more than 28,000 people globally are dedicated to supporting our SMBs selling on Amazon store.

250+ logistic sites to support SMEs

We have over 250 fulfilment centres, sortation centers, regional air hubs and delivery stations. We have more than doubled our fulfilment capacity in 2021.

Sales grew by 40%

Around 110,000 European SMEs listed products in our store in 2021, but managed all storage, shipping, and customer support independently. Around 115,000 SMEs used Fulfilment by Amazon to deliver their products to customer's doorsteps, and their sales grew by 40% in 2021.

New services and tools

We introduced many new services and tools in 2021 that work backwards both from SMEs feedback on what is most important to helping them achieve sustainable growth and from the biggest challenges they face in the future.

€2.5+ billion in sales with Amazon Business

European SMEs selling on Amazon Business grew by around 20% and generated over €2.5 billion in sales in 2021. European SMEs sold over 70 million items across a variety of categories including IT, hospitality, healthcare, office supplies, products for maintenance repair and operations.

The educational game from Bordeaux is a hit abroad



Marie Mérouze

Marbotic Amazon seller since 2016 Company head office: Bègle (33) Employees: 15 To teach tiny tots to read and count, Marie Mérouze developed top-of-the-range wooden toys combined with a mobile app. Marbotic toys became a favourite learning tool in France and abroad on the back of a sensory, fun and effective method. Amazon enabled the company's success by providing logistics services that created sales growth abroad.

Marie explains that: "Using screens worries some parents, particularly French ones, whereas using them in a controlled manner for educational purposes can produce real benefits". Having studied engineering and spent most of her career in educational tech, starting in 2011 she sought to draw on infants' love of screens by adapting the Montessori approach, an educational method addressing infants' intellect, senses and beliefs when using screens. "Young kids interact spontaneously with screens," she says. "I wanted to tap into this potential by combining the sensory experience of wooden toys with a video game's fun and interactive elements, but for an educational purpose with top-quality content".

Her first prototype was given an award at the École Centrale Paris's 2012 Incubator Competition. Marie gave up her job, founded Marbotic and went to international trade shows to spread the word about her wooden number toys together with a digital app for helping children learn to count. Letters were soon added to include learning to read and success came very quickly: Marbotic toys are now sold around the whole world.

Nevertheless, the Bordeaux start-up employs just 15 people and has not yet established any actual foreign offices. What is its secret? Amazon's global fulfilment services that enable Marbotic to market itself abroad. "We now sell to 52 countries", Marie stresses.

"Thanks to the Pan-

European program, you just have to be registered in France to easily sell into 27 European countries. Backed by Amazon, we also rapidly grew in the US market and if orders come in from a country that we haven't yet sold to on Amazon, it just takes a couple of clicks to do so. We couldn't be so nimble and responsive otherwise".

A force for good in local communities

A community of over 1.1 million of European independent sellers, authors, content creators, delivery providers, developers and IT solution providers partner with us, create jobs and benefit their local economies.

650,000+ jobs

To date, European SMEs selling on Amazon have created over 650,000 jobs in Europe to support their business online.

650,000+ entrepreneurs trained

In the UK, Germany, France, Italy and Spain we launched digitization programs investing over €7 million that helped more than 650,000 entrepreneurs to digitize their business.

90 partners

We worked with around 90 local partners to deliver not only e-learning content, but also run dedicated events on focus topics such as multi-channel commerce or building business resilience.



New baby brand creating jobs



Fabian Bitta & Aline Gallois-Trautmann

Founders of emma & noah Amazon seller since 2019 Location: Düsseldorf, Germany Employees: 12 Sought and found - Aline and Fabian, or: emma & noah. This is the short version of the success story of two business school graduates who joined forces in 2019 to build their own business. Aline, who was looking for baby gifts fitting her wants and needs, and Fabian, fascinated by the positivity of the kids industry, founded a successful brand for high-quality and sustainably produced baby clothing.

emma & noah meets the lifestyle and the needs of modern parents. With its sleeping bags, toddler blankets and more the e-commerce brand appeals to young mums and dads who focus on design and quality. Within a very short time, the Düsseldorf-based start-up has established a popular brand that generates a turnover in the high single-digit millions. The recipe for success includes the "perfect match" ingredients: Aline Gallois-Trautmann has an eye for detail and is process-oriented while Fabian is the creative head and willing to take risks.

The duo started on the Amazon Store to validate their idea and product. **"Through direct access** to our target group, we were able to verify our business model and generate important learnings for building our startup", says Aline.

Three years later, emma & noah has twelve employees. Three more positions are planned in the areas supply chain, people & culture and design. The latest hire will provide support in e-commerce and develop the Amazon Marketplace business as the start-up is becoming international. With the Pan-European Fulfilment by Amazon program the baby products reach customers in France, Italy, Spain and Great Britain. "For us, this is a strategic way to test new markets and address the requirements in the individual countries", Fabian tells us.

Another new employee is responsible for purchasing. As it is across the entire value chain of emma & noah, sustainability is of great importance in the purchasing process. With the newly created position, the company wants to further drive sustainability initiatives together with suppliers and stakeholders.

One tip Fabian gives to all founders:

"Just get started and go for it. Everyday, Aline and I still do things we don't know anything about. That's the only way we could become successful in such a short time. As you go along, you can still adapt and optimize most things."

To learn more about how Amazon supports small and medium enterprises visit: *aboutamazon.eu/impact/empowerment/small-businesses*

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