At a Glance

Amazon in the EU

Over €9.8 billion
Total intra-EU sales by European SMEs on Amazon, active participants in the European Single Market

Around 14,000
EU SMEs selling in Amazon stores are based in rural areas and achieved more than €3.8 billion in sales during 2022 (over 10% of total sales on Amazon by EU SMEs)

Over 125,000
European SMEs sold more than 1.2 billion products to Amazon customers worldwide

Over 150,000
Amazon employees across 21 EU Member States, including over 35,000 in professional roles

50-15-250
Around 50 European cities with Amazon corporate offices, 15 research and development centres in nine Member States, and over 250 logistics centres across the EU

Over 50%
of people working in the FCs analysed by research from Frontier Economics had been unemployed before joining Amazon

Over €150 billion
Since 2010, we’ve spent in cloud and logistics infrastructure, satellite connectivity, cyber security, digital skills and emerging technologies (from quantum to AI) in enhancing European productivity and resilience

Over 250,000
new jobs created by EU small and medium enterprises selling on Amazon to support their businesses online

Amazon EU Impact Report 2023
Executive Summary
Creating opportunity for Europeans, everywhere

Amazon opened its first business in the EU 25 years ago.
Today, we employ more than 150,000 people across 21 Member States, with offices in 50 European cities, 15 research and development centres and 250 logistics facilities. Since 2010, we’ve invested more than €150 billion in our businesses across the EU.

We play a critical role in rural areas.
Almost 14,000 of the European SMEs selling in Amazon stores are based in predominantly rural areas and achieved more than €3.8 billion in sales during 2022. On average, there are between two and three small businesses in each rural community with a population of 20,000.

We are helping European SMEs to thrive in a digital global marketplace.
More than 125,000 European small and medium enterprises (SMEs) sold products in Amazon stores in 2022, achieving more than €30 billion in sales. And more than 70% of those SMEs are now active participants in the European Single Market with total intra-EU sales exceeding €9.8 billion in 2022.

We’re an important source of employment in post industrial areas.
An in-depth analysis commissioned to Frontier Economics on a sample of Amazon fulfilment centres (FCs) in Germany, France, Italy and Spain found that more than 50% of people hired were previously unemployed before they joined Amazon and each FC also supports an average of 250 additional jobs among local suppliers and partner firms.
We are a committed long-term investor in the EU

150,000+ permanent employees
35,000+ in professional roles
€150+ billion invested since 2010 across Amazon’s EU businesses
10,000+ employees in specialist ICT sector roles

15 research and development centres
250+ logistics centres
Corporate offices in 50 European cities

We opened our first business in the European Union in 1998.

25 years later, we employ more than 150,000 people in permanent roles across 21 EU Member States, with corporate offices in around 50 European cities, including 11 cities in Germany, five cities in France, five cities in Italy and two cities in Spain. We’ve also invested in 15 research and development centres in nine EU Member States, and we operate more than 250 logistics centres across the EU.

Since 2010, we’ve spent more than €150 billion in our businesses across the EU, including over €30 billion in 2022 alone. Our investments in cloud and logistics infrastructure, satellite connectivity, cyber security, digital skills and emerging technologies (from quantum to AI) all play an important role in enhancing European productivity and resilience.

We’re also focused on supporting European sustainability ambitions: as a co-founder of The Climate Pledge, we are committed to reaching net-zero carbon by 2040; we’re on a path to powering our operations with 100% renewable energy by 2025 and have announced plans to invest €1 billion to further decarbonize and electrify our transportation network over the next five years – with thousands of electric vehicles already on the road.
Enabling Europe’s small and medium-sized businesses to play a role in the Single Market

We are particularly proud of our role in making it easy for small and medium-sized enterprises (SMEs) to trade seamlessly across the whole of the European Single Market. Borderless, frictionless trade is a fundamental aspect of the European vision.

Increased sales via Amazon by European SMEs has also led to the creation of new job opportunities as businesses hire new staff to help them manage growing shipment volumes. To date (and based on information supplied to Amazon by sellers themselves), EU small and medium enterprises have created more than 250,000 new jobs across the EU to support their businesses online.

Top 5 product categories by sales:

1. Homeware
2. Health and personal care
3. Grocery
4. Apparel
5. Sports equipment

Over 125,000 European SMEs sold on Amazon in 2022:

- 1.2+ billion products sold
- 2,200+ products sold every minute
- €30+ billion total sales value
- 30,000+ EU SMEs exceeded sales of €100,000
- 6,200 EU SMEs exceeded sales of €1 million in annual sales
- 250,000+ jobs created by EU SMEs selling on Amazon to support their business online
From 2020 to 2022, we've invested over €20 billion to help European SMEs become active participants in the European Single Market and international export markets, including more than €8 billion during 2022 alone. Those investments include logistics, technology tools and services and specialised programs tailored to support SMEs. Over the last two years, we also provided training to more than 130,000 small business entrepreneurs through our partnerships with 70 local organisations in Germany, France, Italy and Spain.

More than 70% of all European SMEs on Amazon are now active participants in the European Single Market

€9.8+ billion of intra-EU sales by EU SMEs

€8+ billion invested in 2022 in logistics, technology tools and services and specialised programs for SMEs

€2.5+ billion in international sales by EU SMEs

70,000+ EU SMEs exporting products internationally
Pago de Espejo is a story of family tradition that has managed to cross borders.

It all started more than a century ago in rural Jaén, Spain, when Damiana, the great-grandmother of the current managers Mercedes and Rosario Minchón, began to produce an extra virgin olive oil.

Fast forward to 2018 and the two sisters decided to join Amazon to export their gourmet oil overseas. Four years later, Pago de Espejo exports to Belgium, Poland, USA, France, South Korea and, soon, to the Netherlands: “Amazon is a great international showcase that has helped us a lot in terms of trust, brand building and sales. For us, it was a very important lifesaver during the pandemic,” says Mercedes Minchón.
In many EU Member States, rural populations have been in decline for decades with low levels of economic activity, significantly below-average levels of per-capita GDP and very few opportunities for young people who instead tend to migrate into cities.

Around 14,000 of the EU SMEs selling in Amazon stores are based in rural areas outside cities and large towns. Across the EU, in each rural community with a population of 20,000 (typically a small country town plus surrounding villages) on average there are between two and three SMEs supporting local jobs by selling products on Amazon to a pan-EU and global customer base.*

Those rural SMEs achieved more than €3.8 billion in sales during 2022 – over 10% of total sales on Amazon by EU SMEs. That’s an average of just under €700,000 of economic value generated during 2022 within each 20,000 population rural community across the EU. For context, the economic activity in rural areas stimulated and supported by Amazon through our EU SMEs programme during 2022 is the equivalent of more than half of the rural SME competitiveness funding provided by Member State governments and the EU under the EAFRD each year**.

Amazon’s role in helping local rural businesses become global sellers is making an important contribution to the reanimation of Europe’s rural communities and economies.

** Over the 2014-2020 period, rural development programmes co-financed by Member State governments and the EU under the European Agricultural Fund for Rural Development (EAFRD) included ca. €43.4bn of support for rural SME competitiveness, an average of €7.2bn per year over six years that equates to around €1.3 million of support for SMEs within each 20,000 population rural community every year. Source: https://agriculture.ec.europa.eu/common-agricultural-policy/financing-cap/cap-focus-rural_en#eafrd

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**Project Kuiper**

No business can digitalise without access to ultra-fast digital communications infrastructure. Across the EU, some of the most isolated rural communities are not yet connected to the fibre-optic and 5G networks available in larger towns and cities. Amazon has embarked upon Project Kuiper to develop a new global network of low Earth orbit (LEO) satellites that will bring fast and affordable broadband to unserved and underserved communities across Europe and worldwide.

Project Kuiper is a large and complex programme that will create hundreds of new space industry suppliers and thousands of highly skilled jobs across 13 EU Member States (and the US). Project Kuiper will serve both residential and business customers, allowing rural businesses across the EU to benefit from high-speed connectivity that will transform how they operate.
Creating employment opportunities in post-industrial areas

Many of our more than 250 logistic sites across the EU are located in post-industrial areas with higher than average levels of unemployment and below average socio-economic indicators.

We have commissioned in-depth analysis by Frontier Economics about the local impact of our Fulfilment Centre (FC) network, focusing on a representative sample of specific FC locations in Germany, France, Italy and Spain plus the UK. In the longest-standing FC examined (in Saran, France) cumulative wages paid over the last decade run to more than €700 million – a significant economic contribution at a local community level.

Each FC examined employs an average of 1,500 people; in one location (Torrazza Piemonte in Italy), the FC accounts for almost one in six of all jobs available within the local municipality.

Each FC also supports an average of 250 additional jobs among supplier and partner firms in the local area.

More than 50% of people working in the FCs analysed had been unemployed before joining Amazon, including 71% of people recruited at the FC in Illescas in Spain. Amazon FC employees include a significant number of people who have never previously been employed anywhere. Around 18% of employees at the Saran FC in France and the Illescas FC in Spain were entering the world of work for the first time when they joined Amazon.

Peter Gall used to work at a steel mill in Dortmund, Germany, and when it closed, he joined Amazon’s logistics centre as an engineer. Peter says:

“The change to Amazon has broadened my horizons, I have met people of the most diverse nature and nationality, and I have developed myself further.”

Creating employment opportunities in our Fulfilment Centres:

- Over 50% of people working in the FCs analysed by research from Frontier Economics had been unemployed before joining Amazon
- 1,500 average employees in each Fulfilment Centre sampled
- 250 average additional jobs created in the local area
Learn more about Amazon’s impact at:

aboutamazon.eu/impact