



2025

Amazon's tax contributions in the UK



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Introduction

For more than 25 years, Amazon has been serving the UK - delivering for millions of customers, creating jobs, and contributing to local communities through our skills, education, and charity programmes.

That's why we're continuing to share a snapshot of our tax contributions to provide a better understanding of our business and how we're supporting economic growth across the UK. As a result of our continued investment in the UK, our total tax contribution rose to more than £6.5 billion in 2025, including more than £1.3 billion in directly incurred taxes, which is over 20% more than a year before - exceeding £1 billion for the second year running.

This report provides an overview of our tax contribution and the tax principles that



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underpin our approach to tax globally. And we contextualise some relevant tax policies set by the UK Government.



Our Investments in the UK

In **2025**, we made total tax contributions of more than **£6.5 billion** in the UK. This includes taxes collected and administered for the government were **close to £5 billion** as a result of our business activities in UK and taxes borne of more than **£1.3 billion**.

When comparing our 2024 data to the most recent PwC Total Tax Contribution survey of The 100 Group (an independent study which analyses UK tax contributions from FTSE 100 companies and other large UK private companies), Amazon ranks in the **top five largest UK tax contributors for taxes borne and collected**.

For the fifth consecutive year, Amazon ranked in the **top 10 both for total capital investment and business rates contributions**.

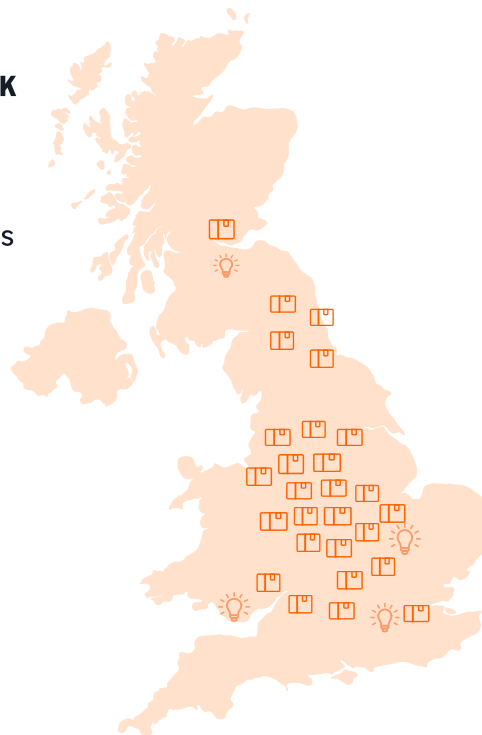
In **2025**, we paid more than **£650million** in employer taxes (Employer National Insurance Contributions, NICs), making us one of the top 10 payers in the UK. This figure highlights the scale of our workforce, the diversity of roles, and the competitive salaries and benefits we offer.



Last year, Amazon announced plans to invest £40 billion in the UK between 2025 and 2027, marking its long-term commitment to customers, employees, and communities across the country.



Four Development Centres in Swansea, Cambridge, Edinburgh and London, working on projects across Amazon's global businesses, including Prime Video, Alexa and the shopping experience on our online store.



In 2025 alone, we have invested more than £15 billion in the UK, launching new operational sites, starting drone deliveries, expanding studio production facilities, as well as opening a new London campus in Shoreditch with expanded office space.



We have over 100 sites across the UK, including more than 25 fulfilment centres in Doncaster, Bolton, Bristol, Chesterfield, Coalville, Darlington, Dartford, Daventry, Dunfermline, Dunstable, Durham, Gateshead, Hinckley, Kegworth, Knowsley, Leeds, Manchester, Milton Keynes, Peterborough, Rugby, Sutton Coldfield, Stockton-on-Tees, Sutton in Ashfield, Swansea, Swindon, Tilbury, Wakefield and Warrington.

Our total tax contributions in the UK

As we continue to make investments in our operations and our workforce, we help fund public services and infrastructure throughout the nations and regions of the UK. This is why we don't just focus on one aspect of taxation; we also look at the taxes that we administer and collect on behalf of the Exchequer as a consequence of our activities in the UK. Those taxes fall into two categories:

Taxes borne

The taxes that are directly incurred and payable by Amazon, including Employer National Insurance, Business Rates, Corporation Tax, Import Duties, Stamp Duty Land Tax and Digital Services Tax; and

Taxes collected:

The taxes we collect and remit from our customers, employees, and other third parties because of our business activities in the UK. This includes VAT, Income Tax and National Insurance Contributions.

>£6.5 bn

Our total tax contribution was more than £6.5bn (2024: £5.8 billion)

>£1.3 bn

Our total taxes borne were more than £1.3bn (2024: more than £1 billion)

>£5 bn

The taxes we collected were close to £5bn as a result of our business activities in the UK (2024: £4.7 billion)

>£2bn

We invested more than £2bn in our UK infrastructure.



>£96bn

Over the last 10 years, Amazon has invested more than £96 billion in the UK, including infrastructure and compensation to our employees.



How our tax contribution compares to the UK's largest companies

When comparing our data to the most recent PwC Total Tax Contribution survey of the 100 Group, Amazon ranks in the top 10 largest UK taxpayers for both taxes borne and collected, as well as for our overall total tax contribution, which totalled more than **£6.5 billion** in **2025**. Compared to the companies in the study, we rank in the top ten for total capital investment, which exceeded **£2 billion** last year, up over 20% from 2024.

PwC's annual Total Tax Contribution report is an independent study which analyses UK tax contributions from the 100 Group. The 100 Group represents members of the FTSE 100 along with several large UK private companies. The annual survey collects data from 100 Group members and reports on the contribution made in taxes borne, taxes collected, and the wider economic impact. More information is available [here](#).

Contextualising tax policy

Amazon was launched in a garage in 1994 as a retail business, and that remains at the heart of what Amazon does today. Retail is a competitive, low-margin industry requiring significant physical assets to generate revenue. This means that we continue to invest in large infrastructure such as fulfilment centres as well as our employees to store, pack, and ship products to customers. These investments have an impact on our expenses, and ultimately, profits generated, upon which tax is due.

Policymakers in the UK often use the tax system to encourage businesses to invest in infrastructure and technology to create jobs, attract new business, and spur economic growth. These are often achieved through capital allowances (e.g., property, plant, and equipment) and research and development (R&D) incentives.

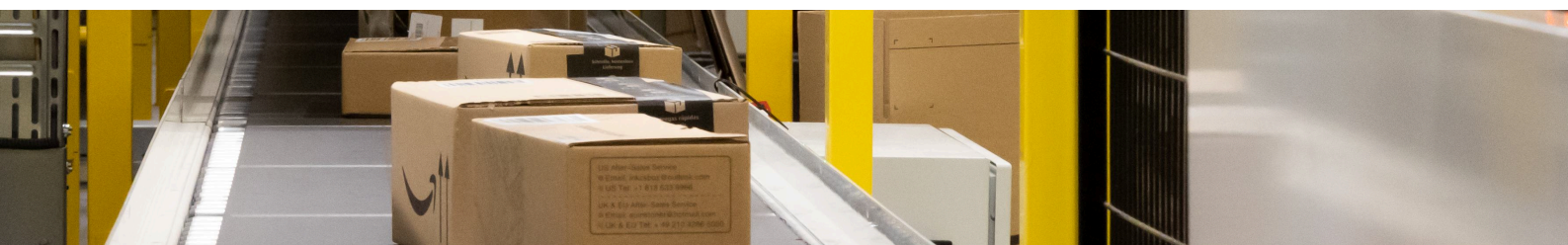
Capital allowances

When a company invests in infrastructure or machinery, these costs reduce taxable profit. In order to encourage more investment, policymakers in the UK and internationally often provide 'capital allowances', which may allow companies to deduct these costs more quickly for corporate tax calculation purposes. For example, as part of the 2023 Autumn Statement, the UK Government made full expensing in the year of investment permanent, providing companies with up front tax relief on qualifying plant and machinery expenditure. This accelerated tax relief allows businesses like Amazon to deduct these costs immediately and pay less tax in the short-term. However, this means that less deductions are available going forward and we will pay this tax in the future instead.



Research and Development

The UK Government also offers companies tax incentives to encourage investment in R&D. While this can reduce revenue for the Government in the short-term, it has helped many companies to develop new technologies and products, and creates high-skilled jobs. For example, the UK's Research and Development Expenditure Credit (RDEC) has allowed Amazon to improve Prime Video and Advertising services for our customers and sellers. In the UK, we have more than 2,500 people working in Amazon's four Development Centres in London, Cambridge, Edinburgh and Swansea, supporting efforts that have led to innovations introduced across Amazon's business globally.



Modernising and promoting tax compliance

We aim to have open and constructive communication with policymakers, industry bodies and HMRC to promote a stable tax system that simplifies compliance and provides a level playing field for taxpayers, including for the tens of thousands of small businesses who we work with in the UK. This includes, where appropriate, making stakeholders aware of changes and developments in relation to our UK business operations.

We are committed to helping HMRC's priorities around fighting VAT fraud. In 2018, Amazon was the first signatory to the Government's voluntary cooperation agreement with online marketplaces to encourage compliance. We also provide small businesses with information about their tax obligations in the UK as well as requirements for selling into Europe.

In 2021, legislation was introduced by the UK Government to improve VAT compliance for overseas sellers. As a result, we have since collected and remitted more than £6.4 billion of VAT to HMRC on sales by third-party sellers.

We are also an approved provider of fulfilment services in the UK under the Fulfilment House Due Diligence Scheme (FHDDS), where we work with HMRC to provide data, where requested and required under the relevant law, to help in their compliance efforts.



Our tax principles

Since Amazon was founded in 1994, we have strived to continuously invent for customers – we have grown from a small startup, to serving hundreds of millions of customers around the world. Each year we invest billions of dollars to serve our customers, support the economy, and help the small businesses that use our tools and services succeed. We know taxes are an important part of our economic impact, and these tax principles are the foundation to our approach to tax globally.

Here are global tax principles, which can also be found on our [investor relations site](#).

Principle 1

Our business structure reflects operational considerations. We weigh all relevant costs - including taxes - and only take well-supported tax positions when deciding where and how we operate. Our intellectual property is held in the United States, and we do not artificially shelter profits in tax havens.

Principle 2

We are committed to complying with all applicable tax laws and to making timely and accurate tax filings in every country. When needed, we seek advice from outside experts to ensure compliance. We follow internationally accepted transfer pricing principles, including the arms-length standard from the Organisation for Economic Co-operation and Development (OECD) - or relevant local laws - to price our intercompany transactions.

Principle 3

We are collaborative with tax authorities. We understand the need for scrutiny. We are cooperative when engaging with tax authorities to explain our business, provide more transparency, seek certainty, and respond to inquiries, disclosing relevant facts and circumstances in those conversations.

Principle 4

We invest in systems and people to facilitate global tax collection. We collect sales taxes, value added taxes, goods and services taxes, and other indirect taxes globally, on behalf of governments and our selling partners, using industry-leading tax collection and compliance systems. We recognise that the taxes we pay, and the taxes we collect, are an important part of our economic impact in the communities we serve.

Principle 5

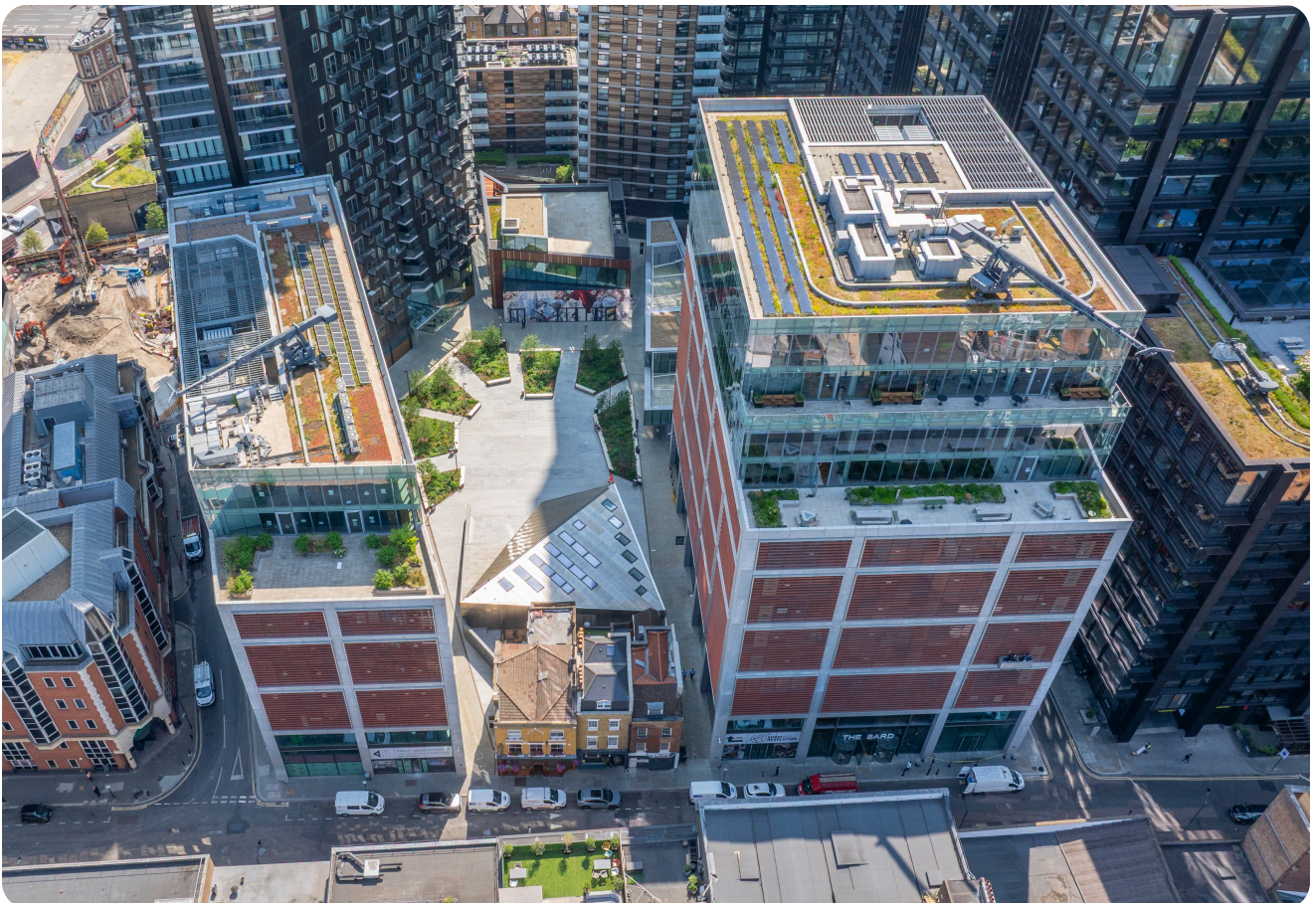
We support tax systems that are stable, principled, and administrable. We believe that tax codes should foster innovation, investment, job creation, and growth. We believe that tax laws should support a level playing field and fair competition among businesses in the consumer interest, and should not discriminate against specific industries. We believe that sound tax policy ultimately taxes every dollar of profit only once. We engage and collaborate with relevant policymakers to share knowledge and experiences across omnichannel retail, cloud computing, media content, devices, and many other relevant areas.

How Amazon's investment is creating jobs and supporting public services across the UK

In **2025**, Amazon paid more than **£650 million** in employer taxes, primarily Employer NICs. According to the most recent PwC Total Tax Contribution report, we ranked among the top 10 Employer NICs payers for the second consecutive year in 2025. These are taxes borne directly by Amazon and represent a substantial part of the UK's overall tax base, helping to fund vital public services such as the NHS, schools, and transport infrastructure. As one of the UK's top 10 private sector employers, with more than 75,000 permanent employees across a wide range of roles, our Employer NICs contributions reflect the size of our workforce as well as the competitive salaries and benefits we provide.

Through our wider investment, we are also creating thousands of additional full-time jobs in areas such as technology, operations, and logistics which will be supported with training, career progression, and long-term security for people working at Amazon across the UK.

Employer NICs are just one part of the overall tax framework through which we contribute. They sit alongside other taxes borne by Amazon - such as business rates, corporation tax, and customs duties - but they are also distinctive because they directly link our economic contribution to job creation and employee welfare. By paying more than half a billion pounds in Employer NICs last year alone, Amazon demonstrates how large employers can play an essential role in sustaining the UK's public finances while also driving growth and opportunity.



Our business rates contribution

In 2025, Amazon ranked among the top 10 business rates payers

According to the most recent PwC Total Tax Contribution report, we ranked among the top 10 business rates payers for the third consecutive year in 2025. Our total business rates contribution last year exceeded **£190 million**.

According to an independent analysis from Oxford Economics, Amazon's business rates contributions are also widely spread across the nations and regions of the UK. For example, in **2025/26** we made contributions to over 100 local authorities, many of which are located in the Midlands and the North of England. The analysis also showed that our business rates payments are skewed toward areas which have

historically suffered from relatively high rates of unemployment and worse socioeconomic outcomes.

Changes in the composition of Amazon's business rates contribution are partly the result of our growing physical stores presence. As an online retailer, we now have dozens of operations, logistics and corporate sites across the UK. This also reflects a wider trend of expansion in omnichannel retail across the UK that is helping to unlock major new benefits for consumers and UK growth and productivity. A growing number of businesses are taking advantage of online sales channels to broaden their customer base and access international consumers. In modern retail, there is not a binary distinction between online and offline sales. 'Omnichannel' already defines how the industry operates, from large traditional retailers to small businesses.

Investing in our people

Over the past year

Amazon has continued to invest in pay. Minimum starting pay for frontline operations employees has risen by up to 5.9%, bringing starting salaries to a minimum of £29,744 per year and in some locations, £31,824. Since 2022, minimum starting pay has increased by 43%.

Since 2013

Amazon has also created more than 6,000 apprenticeships across more than 60 programmes since 2013, with 1,000 placements in 2025 alone, and 90% of apprentices going on to secure permanent roles.



This summer

More than 130 young people with Special Educational Needs and Disabilities (SEND) will graduate from Amazon's Supported Internships programme across 26 UK sites, making Amazon the largest private sector provider of supported internships in the UK.

Tax explainers

Tax borne

Employer National Insurance is a tax on employees' earnings and is paid by the employer.

Customs Duty is a charge on goods imported to the UK.

Business Rates are a tax on occupancy of commercial property, including shops, warehouses, and offices. The tax is based on a hypothetical rental valuation (rateable value) of the property at a fixed valuation date.

Digital Services Tax is a tax on the digital services activities of businesses. For Amazon, this tax is levied on revenues received in connection with our online marketplace including, for example, third-party seller fees and logistic services.

Stamp Duty Land Tax is charged on the purchase or lease of property (buildings or land) over a certain value.

Plastic Packaging Tax is a tax on manufactured or imported plastic packaging components that contain less than 30% recycled plastic.

Corporation Tax is charged on the profits earned by companies.

Tax collected

Value Added Tax is a tax payable by the end customer on purchases of goods and services. We collect and remit this tax to the government on the sale of our own goods and services as well as on behalf of certain third-party sellers.

Income Tax is collected through PAYE and is paid by individuals on their earnings based on the basic, higher, and additional rate tax bands.

Employee National Insurance is also collected through PAYE and is a tax on an employee's earnings, paid by the employee.

To learn more about
Amazon's impact in the UK, visit
AboutAmazon.co.uk/impact

