

## ONLINE STORES EMPOWER AUSTRALIAN SMBs IN UNCERTAIN TIMES, AMAZON REPORT REVEALS

### Amazon Australia SMB Empowerment Report 2022:

- 6 in 10 Australian business owners see benefits of international expansion
- SMBs using online stores to export are more likely to report revenue growth
- 14,000 Australian businesses, many of them SMBs, are now selling in Amazon stores with 27 million units sold in a 12-month period; 50 units a minute.

Australian small and medium business are harnessing the power of online stores and export opportunities to drive revenue and increase resilience, according to new research released by Amazon Australia today.

Amazon's [Small and Medium Business Empowerment Report](#) explores how Australian SMBs have navigated the challenges of the past 12 months, their confidence and optimism for the future. The report uses specially commissioned research by YouGov of SMBs across various sectors, alongside data reflecting the experience of businesses across Australia selling locally and globally through Amazon.

The report shows six in ten (57%) SMB owners and key decision makers believe that there are benefits of international export for their businesses.

Similarly, SMBs who sell internationally were more likely to have reported increased revenue over the past 12 months with 53% of exporting SMBs increasing their revenues versus 35% for who did not export.

Australian SMBs using online stores to export are significantly more likely to report revenue growth overall (64%) compared with those who weren't (43%) and more likely to report revenue growth from exporting specifically (51% compared to 40%).

Country Manager, Amazon Marketplace Australia and Singapore, Amit Mahto, said that online stores are offering Australian businesses a sense of resilience in an uncertain global economy.

"Despite an ongoing pandemic, natural disasters and economic uncertainty, Australia's SMB sector continued to thrive in the twelve months to July 2022 with the help of online sales and exports," said Mahto.

"Supporting our home-grown SMB sellers is important for Amazon Australia and we are committed to empowering our local SMBs through unique business tools, training and marketing opportunities. We are proud to support the future success of Australian SMBs in an increasingly challenging economic environment."

More than 14,000 Australian businesses, many of which are SMBs, now sell in Amazon's stores and sold almost 27 million units in a 12-month period, increasing 15 per cent on the prior year. It's estimated that Australian businesses selling on Amazon globally have created more than 20,000 jobs in Australia to support their Amazon-related business activities.

Amazon Australia will use the findings of the report to develop stronger SMB seller support programs to help local sellers build and grow their business, improving resilience across the retail sector.

Since 2019, Amazon Australia has launched over 100 tools and features to help support small and medium business in Australia succeed.

See full report [here](#).

#### **Notes to editors:**

##### **About Amazon**

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfilment by Amazon, AWS, Kindle, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit [Amazon.com.au](https://Amazon.com.au).

##### **About the Research**

The research was conducted online by YouGov and comprised a survey of 1,556 small and medium sized businesses with less than 200 employees to examine the state of SMBs more broadly in Australia beyond Amazon Sellers. Interviewing was completed between 29 July and 3 August 2022. The report also included Amazon's own data for the time period 1 July 2021 - 30 June 2022.