The global selling opportunity with Amazon
Expand to Amazon’s marketplaces across the world
Access customers around the world with Amazon Global Selling

Active Customers on Amazon

300+ Worldwide Active Customer Accounts

150+ Paid Prime Members Globally

700+ Monthly Unique Visitors (excl. Amazon.com)

Amazon has an ever-growing customer base and state-of-the-art international logistics capabilities.

Leverage Amazon's global scale to sell to hundreds of millions of new customers.

Note: Active Customer Accounts are unique email addresses that have placed an order in the last 12 months. Sources: 1. Amazon Investor Relations, Q4 2015 Earnings Announcement, 2. Amazon Investor Relations, Q4 2019 Earnings Announcement, 3. SimilarWeb, January 2020, based on Amazon Unique Visitors
Let Amazon’s global brand help you reach millions of customers around the world

Amazon was ranked #1 as the most valuable brand in the world in 2020

Source: Statista Brand value of the most valuable brands in 2020
The European Opportunity

Rapid growth online shopping in Europe

174 Million
Consumers in Europe shop online

$370 Billion
Expected e-commerce sales in 2020 which is +8.8% YoY

63.6%
Digital buyer penetration as a % of the population

Sources: 1. eMarketer, December 2019
Note: ages 14+, internet users who have made at least one purchase via any digital channel during the calendar year, including online, mobile and tablet purchases
The Amazon opportunity in Europe represents......

290MM monthly unique visitors

85MM  83MM  47MM  35MM  40MM

vs. 455MM Unique Visitors on Amazon.com

Millions of observed Shopping Behaviors

Source: SimilarWeb 2019
E-commerce in Germany

Germany is one of the largest ecommerce markets in Europe and considered a "mature giant".

There is high demand for fast deliveries and German shoppers are less sensitive on pricing but care more on speed & efficiency of deliveries.

With fulfillment programs like Pan-European FBA or Multi-Country Inventory (MCI), your products will be closer to German customers if you store in Germany meaning they’ll benefit from faster delivery options.

Special Events in Germany: Oktoberfest in October; Bach Fest; Maria Lichtmess in Feb; Easter in Apr; Berlin Film Festival in Feb; Rose Monday Parade; Carnival of Cultures in May; Thanksgiving (Erntedankfest) in Oct; Martinmas in Nov; Christmas in Dec

Sources: 1. Postnord 2019 2. SimilarWeb 2019
E-commerce in the UK

Extreme Growth

$13B Ecommerce growth in 2020 (+8.8% expected growth)¹

High Penetration

73% digital buyer penetration vs. EU average of 65%¹

Special Events in UK:
- New Year New You in Jan
- St. Patrick’s Day
- London Marathon in Apr
- British Grand Prix in July
- Edinburgh Fringe Festival in Aug
- Notting Hill Carnival in Aug
- Guy Fawkes Night in Nov
- Christmas in Dec

Sources:
1. eMarketer 2019 2. Postnord 2019
Selling across Europe

In addition to UK and Germany, Amazon has marketplaces in France, Italy, and Spain. With just one account you can reach customers across 28 different countries that shop on Amazon’s European marketplaces to access selection.

Amazon tools and services in Europe, make selling across all European marketplaces much simpler. FBA’s international solutions empower your business to expand across Europe. We help you bring products closer to customers, ensuring faster delivery with less complexity. Choose the FBA international solutions that work best for your business.

Access customers in 28+ European countries
Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and the United Kingdom

#1
Amazon Site Popularity
Most Popular E-commerce site in UK, Germany, France, Italy, and Spain.

2020 e-commerce opportunity¹ across EU5
not even including customers from other countries that shop on Amazon’s European marketplaces

$370B

Sources: 1. eMarketer, 2019 2. Statista 2019
Grow with Amazon in Australia

+52%  
YoY growth of average monthly unique visitors to amazon.com.au

+3.8%  
Growth of ecommerce sales in Australia in 2019

20+  
More than 20 categories are open for selling on Amazon.com.au

Benefit from a growing marketplace by selling in Australia

Sources: 1. eMarketer 2019 2. SimilarWeb 2019
Amazon in Japan

Be part of the world’s third-largest economy

Japan has a population of 128 million people and 72% of Japanese shoppers make purchases online. This makes Japan a perfect marketplace to grow your reach.

89 Million

Average monthly unique visitors on Amazon.co.jp which grew +14% YoY in 2019

Tap into our world-class logistics, tools, and customer service—including Fulfillment by Amazon—to simplify the process, so you can focus on your business.

Sources:
1. United Nations 2020
2. eMarketer 2019
3. SimilarWeb 2020
Be among the first to expand to our emerging marketplaces

Get early-mover advantage by bringing new selection to Amazon’s marketplaces in the Middle East, Singapore, and Turkey. Many products sold around the world aren’t sold in our emerging marketplaces yet, meaning more opportunity for you.

Here are some economic trends that show why you should start selling in our emerging marketplaces

**Turkey**
Population of 83 million\(^1\) and ecommerce transactions grew 30% YoY\(^2\)

**Middle East North Africa (MENA)**
Ecommerce sales is expected to grow 20% in 2020\(^3\) and Amazon.ae is the most popular ecommerce destination in UAE\(^4\)

**Singapore**
Population of 5.8 million\(^1\), 91% internet penetration\(^5\), and US$94.1K per capita income\(^6\)

Sources:
1. United Nations, 2019  
2. Societe Generale  
3. Emarketer 2020  
4. Euromonitor 2019  
5. Statista 2019 Internet user penetration in Singapore from 2017 to 2023  