

amazon global selling



# 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  
MM<sup>1</sup>

**150+** Paid Prime Members Globally  
MM<sup>2</sup>

**700+** Monthly Unique Visitors (excl. Amazon.com)  
MM<sup>3</sup>



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.

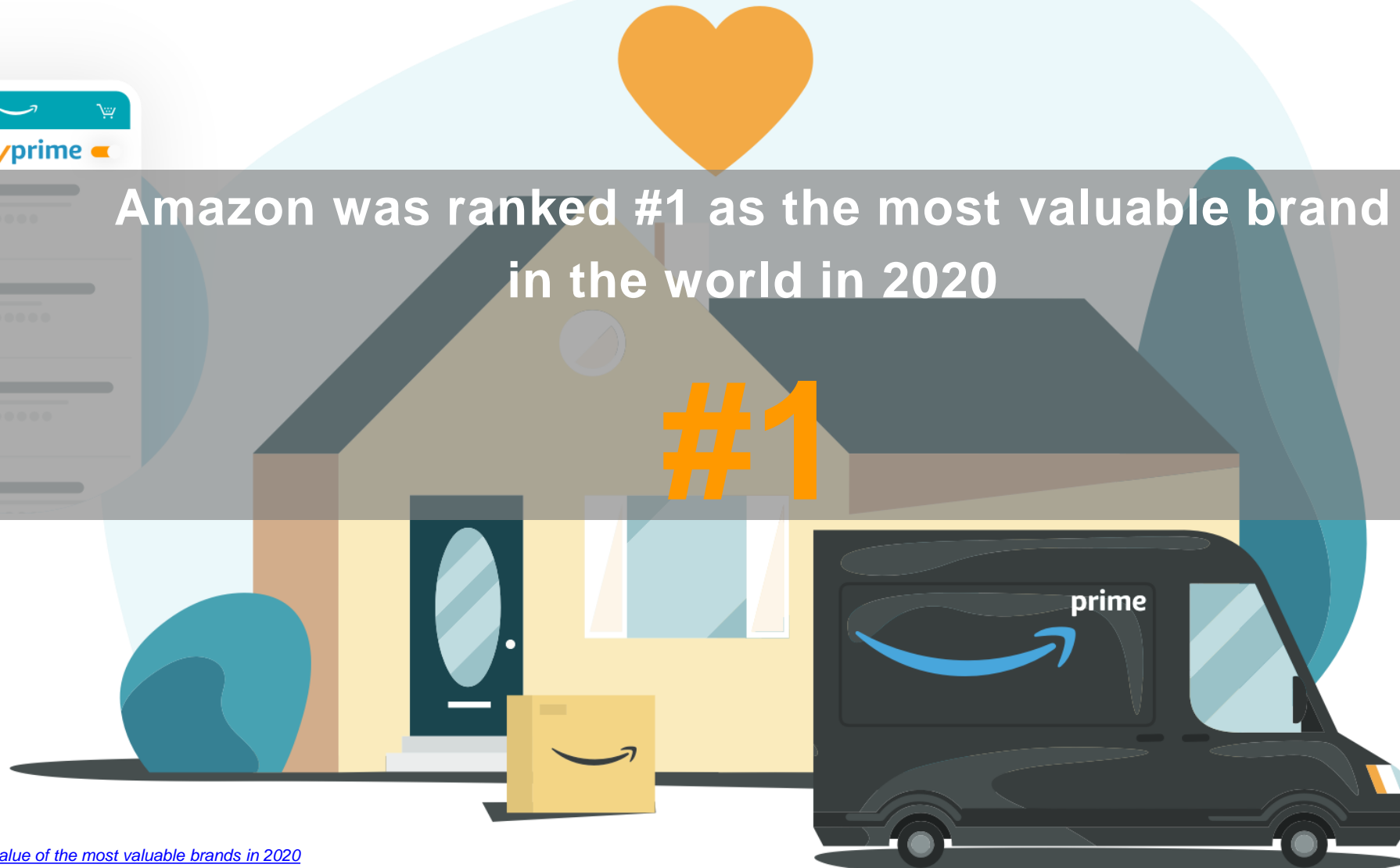
Note: Active Customer Accounts are unique email addresses that have placed an order in the last 12 months

Sources: 1. Amazon Investor Relations, [Q42015 Earnings Announcement](#), 2. Amazon Investor Relations, [Q4 2019 Earnings Announcement](#), 3. [SimilarWeb](#), January 2020, based on Amazon Unique Visitors

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# 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



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# The European Opportunity

Rapid growth online shopping in Europe



**174 Million<sup>1</sup>**

Consumers in Europe  
shop online



**\$370 Billion<sup>1</sup>**

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



**63.6%<sup>1</sup>**

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

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# The Amazon opportunity in Europe represents.....

## 290MM monthly unique visitors

amazon.de



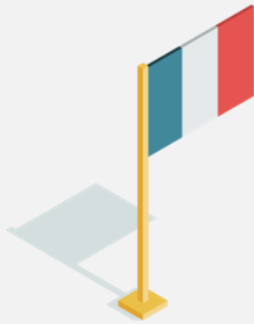
85MM

amazon.co.uk



83MM

amazon.fr



47MM

amazon.it



35MM

amazon.es



40MM

vs. 455MM Unique Visitors on Amazon.com



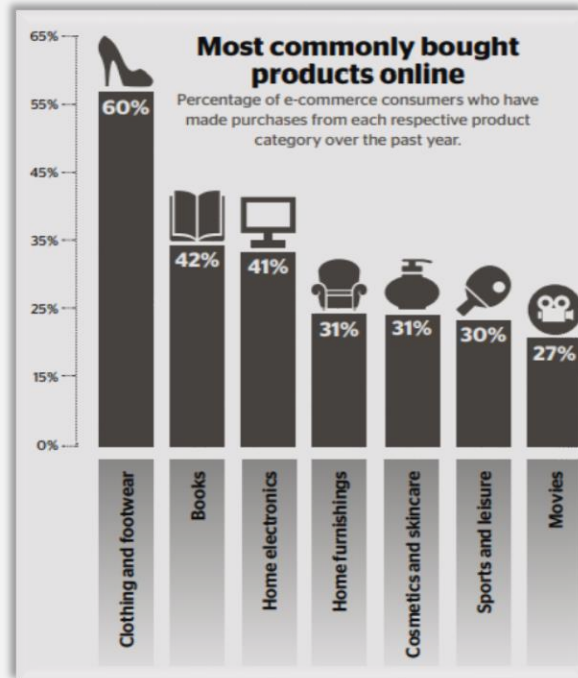
Millions of observed  
Shopping Behaviors

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# E-commerce in Germany

## Germany shopping behaviors<sup>1</sup>



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

# 85M+

Average monthly unique visitors on Amazon.de<sup>2</sup>



# E-commerce in the UK



## Extreme Growth

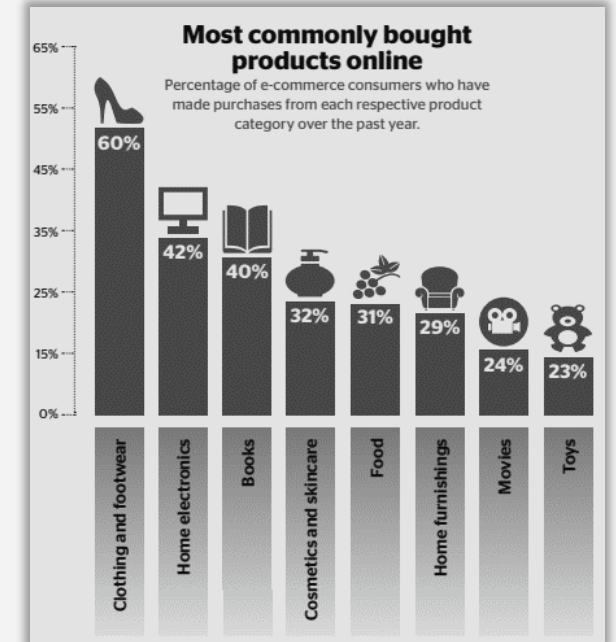
**\$13B** Ecommerce growth in 2020 (+8.8% expected growth)<sup>1</sup>



## High Penetration

**73%** digital buyer penetration vs. EU average of 65%<sup>1</sup>

## UK shopping behaviors<sup>2</sup>



**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

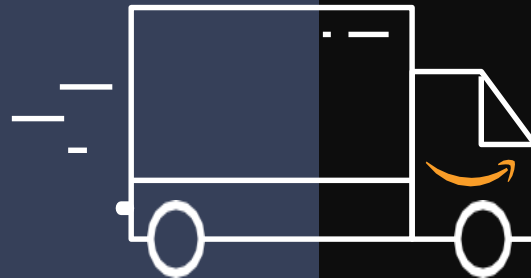
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# Selling across Europe

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.



# 28+

## 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.

# \$370B

## 2020 e-commerce opportunity<sup>1</sup> across EU5

not even including customers from other countries that shop on Amazon's European marketplaces





# 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

**30+**

More than 30 categories  
are open for selling on  
Amazon.com.au

***Benefit from a growing marketplace by selling in Australia***

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# Amazon in Japan



**Be part of the world's third-largest economy<sup>1</sup>**

Japan has a population of 128 million people and 72% of Japanese shoppers make purchases online.<sup>2</sup> This makes Japan a perfect marketplace to grow your reach.



**89 Million<sup>3</sup>**

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

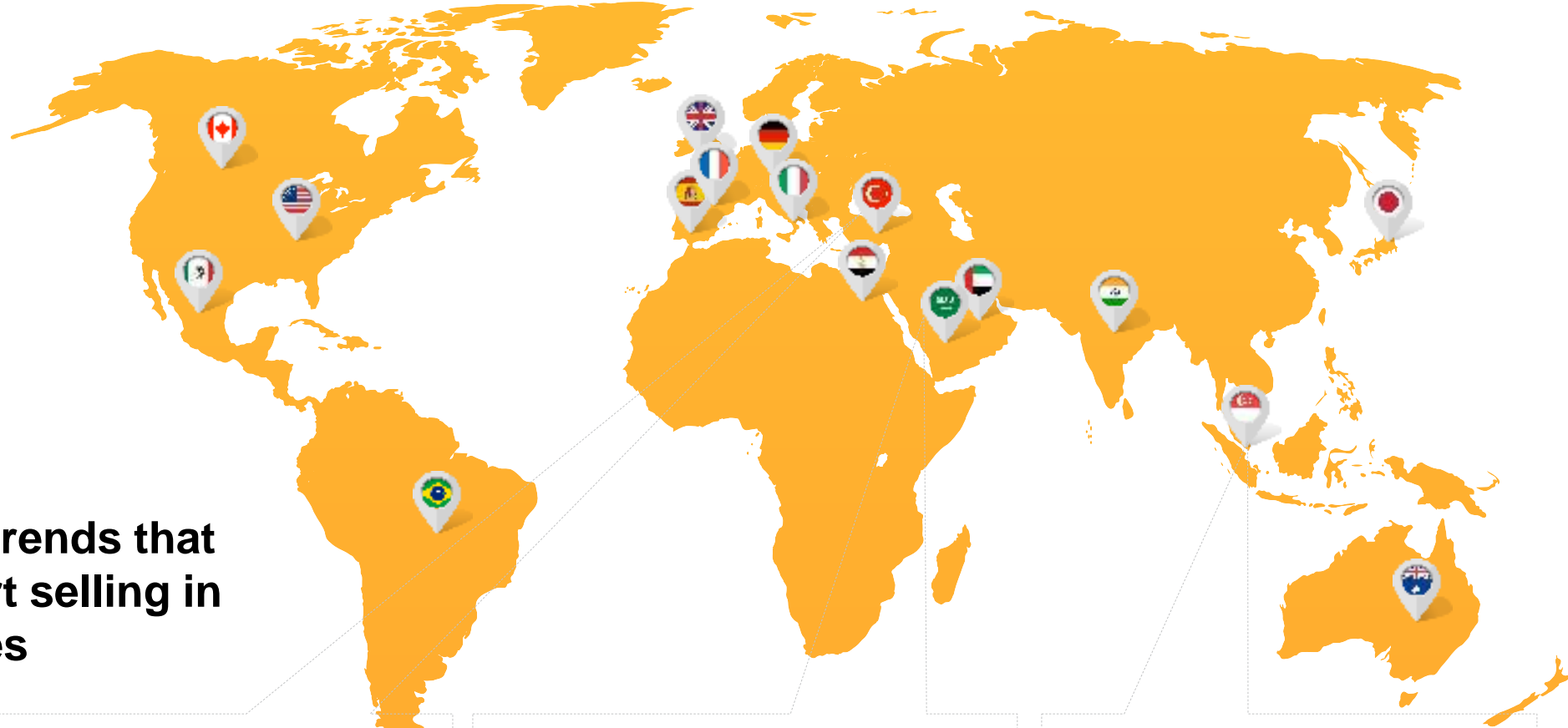


Tap into our world-class logistics, tools, and customer service—including Fulfillment by Amazon—to simplify the process, so you can focus on your business.

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# 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<sup>1</sup> and ecommerce transactions grew 30% YoY<sup>2</sup>

## Middle East North Africa (MENA)

Ecommerce sales is expected to grow 20% in 2020<sup>3</sup> and Amazon.ae is the most popular ecommerce destination in UAE<sup>4</sup>

## Singapore

Population of 5.8 million<sup>1</sup>, 91% internet penetration<sup>5</sup>, and US\$94.1K per capita income<sup>6</sup>



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 6. [US Central Intelligence Agency, The World Factbook](#)

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