2020 AMAZON CANADA SMB IMPACT REPORT
At Amazon, supporting small and medium-sized businesses (SMBs) is a fundamental part of our work and an extension of our customer-centric culture. We see value in investing in the success of sellers, artisans, authors, and software developers. When they thrive, our customers benefit from the products and services they offer. That’s part of the reason why over the course of 2019 and 2020, Amazon will have globally invested more than $30 billion (US) in logistics, tools, services, programs, and people to foster the growth of our SMB sellers. COVID-19 has changed the way we live and work and has created daunting challenges for small businesses around the world. Customers have changed buying habits, and many companies have had to curtail their operations or even close. Yet smaller companies have continued to grow with Amazon, despite the crisis.

And it’s not just SMBs selling in Amazon’s stores that are thriving. Amazon Web Services is helping tens of thousands of Canadian SMBs, startups, and partners launch and scale their businesses. There are more than 700,000 developers globally building skills for Alexa. These technology entrepreneurs are creating enormous economic value, and delighting customers with their innovations. In the last 12 months, authors earned almost $350 million (US) globally from the Kindle Direct Publishing (KDP) Select Global Fund. In Canada, 30,000 Canada-based third-party sellers from all 13 provinces and territories – many of which are small and medium-sized businesses - grossed more than $1 billion on Amazon.ca in 2019, growing 40% year-over-year, and more than in $2 billion on Amazon stores around the world.

We help them reach more customers, grow their business, pursue their entrepreneurial ambitions, and create jobs.

This SMB Impact Report for Canada demonstrates and celebrates the success of those entrepreneurs.

*SMBs are defined based on the number of employees and annual revenue. Small businesses are typically organizations with fewer than 100 employees; midsize enterprises are organizations with 100 to 999 employees. In terms of revenue, small businesses are usually defined as organizations with less than $50 million in annual revenue; midsize enterprises are defined as organizations that make more than $50 million, but less than $1 billion in annual revenue.
Florence Luo
OWNER
Jan & Jul

“I have loved sewing and knitting ever since I was a child. Fast forward to when my two daughters were born, I realized most of the clothing I bought hardly lasted, because kids grow so quickly. Feeling inspired, I started experimenting with adjusting my kids’ clothes to get more use out of them. Just like that, my Gro-With-Me designs were created! As a parent, there is nothing better than enjoying the great outdoors with my kids. Knowing Jan & Jul is helping families make those memories outdoors together is a beautiful thing for me.”

Data reflects the 12-month period ending October 3, 2020:

Canadian SMBs sold more than 60 million products in our stores, up from 35 million year-over-year.

On average, Canadian SMBs sell more than 110 products a minute in our stores.

Canadian SMBs had an average of **$110,000 in sales** – up year-over-year from about $65,000.

The number of Canadian SMBs that surpassed $1 million in sales grew by more than 80% year-over-year.

Third-party seller products account for more than half of all units sold in our stores.

Since 2003, Amazon.ca has made its virtual shelf space available so SMBs can reach millions of customers, build their brands, and grow their business.
Sellers on Amazon.ca represent all 13 provinces and territories, from communities of all sizes.
SMBs in the spotlight

Angel Pet Supplies Inc.
Eran & Bar Konorty
Toronto, ON

“All our products are handmade. We use very soft leather and layers of padding to bring out the most comfortable pet products on the market. Our dog collars and leashes are generously padded to enhance the pet and guardian experience. We only use genuine brass and stainless steel hardware. Our products are made to withstand the active lifestyle of our four-legged best friends.”

Drizzle Honey
Aja Horsley
Calgary, AB

“I was formerly an environmental scientist working on urban agriculture and beekeeping projects. During this time, I noticed a gap in the honey market: there were no bee-friendly, innovative, health-conscious products. Even worse, the honey at the grocery store was often fake, wasn’t locally produced, and had terrible, old-school branding. So I started Drizzle!”

Garneau & Co.
Noemi Garneau
Eastern Townships, QC

“Garneau & Co. is, above all, a love for artisanal craftsmanship and a passion that was passed down from my father to me. Having grown up in craft shows and being involved in the industry from a very young age, I have fun telling people that I was born with slippers on! I always gave my father, François, my opinion regarding the materials, colours and styles and still to this day, we continue to create and distribute our products throughout North America.”

Larch Wood Canada
Don Beamish
Cape Breton, NS

“I spent 35 years as a home designer, builder and cabinet maker. My passion has always been hands on work, design and working with my favourite medium, wood. In 2004 the opportunity came up to run a business working with Eastern Canadian Larch – an abundant and underutilized species of trees here on Cape Breton Island, Nova Scotia.

We always get a wow from the customers.”
Amazon Web Services

Amazon Web Services (AWS) is helping hundreds of thousands of SMB startups, customers, and partners launch and scale businesses that enrich their communities and the world. In Canada, we work with tens of thousands of customers. With the power of AWS, businesses can instantly scale resources up or down as their demands change.

AWS is helping hundreds of thousands of SMB startups, customers, and partners launch and scale their business.

AWS provides startups, including both smaller, early stage companies and more advanced digital businesses, with free tools and resources to get started quickly on AWS and accelerate their growth and development. It’s no wonder more startups build on AWS than any other cloud provider.

Since June 2019, Amazon has provided more than $1 Billion in AWS credits to help startups accelerate their growth and development as they build their businesses.

AWS Activate has provided hundreds of thousands of startups with a host of benefits, including AWS credits, technical support and training.

Louis-Félix Boulanger

Chief Operating Officer and Cofounder, BonLook is the ultimate destination for your fashion eyewear wardrobe

“AWS helps us give our development teams the best possible tools for them to build innovative solutions. This has enabled us to rapidly digitize our business, optimize our workflows and improve the traceability of our actions across the enterprise. By choosing AWS, we are confident that we’re building resilient solutions that will enable us to scale and grow unhindered by technical difficulties.”

GLOBAL AWS DATA

$1B credits given

All dollar figures on this slide are USD.
Dan Brake
Executive Vice President of Operations of Sequence Bio, a data-driven biotechnology company
St. John’s, NL

“For Sequence Bio, studying Newfoundland and Labrador’s population means structuring and analyzing massive amounts of genetic data and health information in the safest, most secure and efficient way. Building our research platform on AWS provides the computational elasticity, layers of embedded security, and virtually unlimited data storage capacity needed to enable our search for better, safer medicines and disease treatments.”

Lori Weir
CEO & Cofounder, Four Eyes Financial, a leading regulatory technology company modernizing compliance for Canadian Wealth firms
Saint John, NB

“Four Eyes built its digital platform on AWS to enable compliant and seamless multi-channel experiences. Click-to-call, video conferencing and in person: our platform captures, stores and enables easy retrieval of client/advisor/head office communication. Best product, best service, best cost—when innovative companies develop on the cloud all three are possible.”

Aaron Sundberg
Director of Technology, Assembly is reinventing the digital publishing world
Victoria, BC

“Our team has always been focused on building award-winning software that anticipates the needs of our customers, allowing us to take future-proof solutions to market.

Amazon Web Services allows us to focus on higher-value work solving business problems and rapidly deliver new value to our end-users rather than managing network and computing infrastructure.”

Zamir Khan
Co-Founder & CEO, VidHug, makes sending surprise videos easier
London, ON

“When the pandemic hit, demand for VidHug’s service, enabling people to celebrate special occasions (both personal and professional) from the safety of their home, skyrocketed. Our AWS infrastructure, leveraging a serverless architecture, allowed us to handle a 300x increase in usage without missing a beat.”
Alexa developers

Alexa is an opportunity for builders, developers, and entrepreneurs to innovate and build a voice-first business. Today, there are hundreds of millions of Alexa devices in customers' hands around the world, including more than 100,000 smart home products that can be controlled with Alexa, from more than 9,500 unique brands. Customers interact with Alexa billions of times each week, and engagement with Alexa has nearly quadrupled over the last two years.

GLOBAL ALEXA DEVELOPER DATA

There are now more than 700,000 developers building for Alexa. There are more than 100,000 Alexa skills built with the Alexa Skills Kit.

Skill developers can earn more than $100,000 per year through in-skill purchasing.

There are more than 100,000 smart home products that can be controlled by Alexa from more than 9,500 unique brands.

All dollar figures on this slide are USD.
**Kindle Direct Publishing**

Kindle Direct Publishing (KDP) enables authors to self-publish and distribute their books to millions of readers around the world, choosing where they want to sell, setting their own prices, and earning up to 70 percent of every sale in royalties. Since launch in 2007, millions of authors from around the world have self-published millions of books through KDP, many of whom are building incredibly successful writing careers as a result.

**GLOBAL KINDLE DIRECT PUBLISHING DATA**

1,000+ authors reached over $100,000 in royalties

Thousands of independent authors earned more than $50,000, with more than a thousand surpassing $100,000 in royalties in 2019 through KDP.

In the last 12 months, **authors earned $350 million** from the Kindle Direct Publishing (KDP) Select Global Fund, **totalling more than $1.3 billion** since the launch of Kindle Unlimited.

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**Karina Halle**  
**Author**

“Kindle Direct Publishing has allowed me to bring my stories from Canada to readers around the world. I’ve been empowered to publish my work on my own schedule, and set a pricing strategy that has allowed me to make writing my full-time career, supporting my family while living my passion. I appreciate never having to wait for royalty cheques, knowing I’ll get paid every month. Building a successful writing career requires a mix of perseverance and good luck, and KDP has truly made the difference.”
To learn more about how Amazon supports and works with small and medium-sized businesses, visit:

aboutamazon.com/smallbusiness