

8 SURPRISING FACTS

YOU NEVER KNEW ABOUT

amazonbusiness



2015
amazonbusiness

1

2015 AMAZONSUPPLY
(est. 2012) sunsetted into
Amazon Business



3

1,000,000+ CUSTOMERS, 6 COUNTRIES
on Amazon Business



5

92% B2B BUYERS
use Amazon to research business
purchases and **82%** have made a
purchase on Amazon for their business
— *Forrester*



7

>25% DISTRIBUTORS

OVER 25% OF DISTRIBUTORS
sell (or are willing to sell) on
Amazon Business
— *Modern Distribution Management*



2

\$1M

\$1,000,000,000+
in sales in Amazon Business'
first year of launch



4

9M+

9,000,000+
product listings on Amazon Business
— *Forbes*



6

24%
of Amazon Business customers had
never used Amazon.com to buy
supplies for their business
— *OPI*



8

70% OF DISTRIBUTORS
view Amazon Business as a threat
— *Modern Distribution Management*