



Amazon Canada Small Business Empowerment Report

2021





Amazon is committed to Canadian small business success.

The Amazon Canada 2021 Small Business Empowerment Report pays tribute to the successes, resilience, and entrepreneurial spirit of Canadian SMBs.

Since 2003, Amazon.ca has made its virtual shelf space available for small- and medium-sized businesses (SMBs) to reach millions of customers, build their brands, and grow their businesses.

SMBs are the backbone of the Canadian economy, creating jobs and driving innovation. Amazon invests in logistics, services, programs, tools, and features that allow SMBs to scale and connect with more customers, establish and build their brands, and pursue their ambitions.

Amazon's investments are paying dividends for our more than 41,000 Canadian selling partners:

In 2021, the total sales of Canadian selling partners in Amazon's store increased by more than 20% year over year*.

More than 4,000 Canadian selling partners had over \$100,000 in sales, up more than 16% year over year.

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*All data reflects the 12-month period ending December 31, 2021, unless otherwise indicated. All dollar figures are USD.

Trusted partner at every stage of an entrepreneur's journey

Amazon invests billions of dollars in people, resources, and services that support entrepreneurs at every stage of their journey from inception to global success.

More than 41,000 Canadian third party selling partners

There are more than 41,000 Canadian third-party sellers on Amazon. Most Amazon third-party sellers are small- and medium-sized businesses.

+20% increased sales year over year

In 2021, the total sales of Canadian sellers selling in Amazon's store increased by more than 20% year over year

100 million+ products sold (200 every minute)

In 2021, Canadian selling partners sold more than 100 million products (more than 200 every minute). Most Amazon third-party sellers are small- and medium-sized businesses.

More than 4,000 sellers with over \$100,000 in sales

More than 4,000 Canadian sellers had over \$100,000 in sales, up more than 16% year over year.

More than 1,000 selling partners with over \$500,000 in sales

More than 1,000 Canadian selling partners had over \$500,000 in sales, up 15% year over year.

\$85,000 in annual sales, an increase of more than 13%

Canadian selling partners averaged over \$85,000 in annual sales, an increase of more than 13%.



A 'Fulfilling' Labour of Love

Yulee Harris

Hunter & Trove | Location: Vancouver, BC

Hunter & Trove jewelry is a collection of classic minimalist jewelry pieces made from beautiful gold, silver, gemstones and pearls.

"For me, jewelry is not just about metal and stone, but also the meaning that can be held within. It's about a piece we hold close to us that reminds us of our story, beautiful moments, and those we love.

Over the years I've received the most beautiful stories from customers about their Hunter & Trove jewelry, from the earrings worn during a secret forest elopement ceremony, to the necklace that is a reminder of their

father, worn close to the heart. It really is an honour to be a small part of these stories, and have my pieces carry such beautiful meaning.

I've been able to show my work to such a wider range of customers through Amazon, and it's such a delight to have customers from Nunavut to Prince Edward Island be able to easily find Hunter & Trove pieces and have our jewelry quickly shipped to their door.

Because Amazon also handles customer fulfilment, it allows me to focus on creating new designs and connecting with customers."

Support for Scaling Up

Stephen Aikman

All Natural Advice Skin Care | Location: Oakville, ON

"All Natural Advice is a Canadian organic and natural skin care company located in Oakville, Ontario. Established in 2003, we offer unique natural skin care products. We are so proud to have taken a small Canadian business and help it grow.

Our biggest challenge was scaling up to meet demand. Navigating the various compliance regulations and logistics were our biggest challenges from an operational point of view. From a client perspective, it was building our brand awareness while communicating with clients in the e-commerce space.



Amazon Canada is the reason why our small business has grown to become who we are today. The ability for a small business to compete on the same scale as large national brands evens out the playing field. Amazon is a turnkey marketplace allowing small businesses to scale up, leverage their fulfillment and connect directly with millions of Canadians. Amazon has been with us since day one and provided the advice, tools and opportunity to connect with Canadians who made us a top-selling skincare company."

Best place to launch and build a successful brand

Amazon is committed to being the best place for businesses to launch and build a successful brand.

Connecting small business brands with customers

Building a brand starts with protecting your brand, and we make it easy to do that.

5,900 new brands in IP Accelerator

In 2021, we connected more than 5,900 sellers globally – to our network of trusted law firms through IP Accelerator. Since the program’s original launch in 2019, over 12,000 brands globally have enrolled in Brand Registry through IP Accelerator.

IP Accelerator offers cost effective brand protection

In 2021, Amazon launched the Intellectual Property (IP) Accelerator in Canada. IP Accelerator makes it easier and more cost effective for selling partners to obtain trademarks, protect their brands, and tackle infringing goods both in Amazon’s stores and the broader marketplace. Available to any brand selling in Amazon’s stores, IP Accelerator directly connects Canadian SMB owners with a curated network of local law firms charging reduced, pre-negotiated rates on key services, giving SMBs access to expert legal and general IP advice that may otherwise be cost-prohibitive or hard to find.



Jennifer Pratt

Seeding Square | Location: **Vancouver, BC**

“For any small business, but particularly for one like mine, whose invention is becoming increasingly popular, there is a significant risk of competitors copying or stealing your hard work and capitalizing on your growth. As a small business owner, I have many urgent day-to-day priorities that can prevent me from pursuing complicated matters like trademark protection. I am encouraged to see initiatives like IP Accelerator, which connects businesses like mine with specialized legal expertise at a reduced cost.”

Innovative capabilities to empower small business success

Amazon's selling tools provide small- and medium-sized businesses with powerful, cost-effective opportunities to reach more customers and grow sales.

Providing Small Businesses More Ways to Get Products to Customers

During 2021, more than 25,000 selling partners selling on Amazon.ca took advantage of Fulfillment by Amazon (FBA) in Canada, representing more than 20% year over year growth.

Driving customers to small businesses

Dedicated programs and storefronts continue to help connect sellers and their brands with customers, such as Amazon.ca/SupportSmall to shop from small businesses.



Small Business

Amazon unveiled the new Small Business Badge, which helps customers discover and shop products from Canadian small business brands and artisans in Amazon's store. The badge makes it easier for customers to identify products from Canadian small businesses on product detail pages and in search results.

A Family Affair

Natasha & Stephan Maighan

Maighans | Location: **Montreal, QC**

Natasha and Stephan Maighan of Montreal are passionate wholesale entrepreneurs who operate Maighan Distribution Inc., which specializes in baby, children's and mothers' products from BIBS, Greensprouts and Haakaa.

"As passionate wholesale entrepreneurs, it was difficult for us to get the consumer's direct feedback on the brands that we love and proudly represent. Amazon gives us the opportunity to reach a variety of savvy consumers and hear directly from them what they love most about our products. Having access to Amazon's wide, efficient and ultra-fast fulfillment centres also

allows us, as proud local Montreal business owners, to continue focusing on our team and partners who help us put together the best baby and kid products on the market, without having to worry about managing the complex tech platform, warehousing nightmares, logistics surprises, high shipping fees, returns and more."



Skincare that's Made from Scratch

Kiersten Hanly & Jessica Mcneil

Scrub Inspired | Location: **Cape Breton, NS**

"We always knew we wanted to start a business together, but it wasn't until we were experimenting with a rosemary plant that we had that "ah-ha!" moment. We formulated a few sea salt scrubs made from herbs in our garden, fruit in our fridge and oil from our cupboard. They were simple, natural and good for your skin. We realized skincare doesn't have to be complicated. This inspired us to create a full line of end-to-end skincare products that are designed to simplify your life. They are safe, natural and handcrafted in Canada with the environment in mind. We make everything fresh from scratch! We love to use whole, real ingredients in our skincare, meaning our customers get to enjoy the full benefits of natural skincare! When you use our exfoliating scrubs, it does more than just cleanse away dead cells - you get full hydration for your skin. Our goal is to always be the freshest in skincare™ - if you wouldn't eat something that had been on your shelf for two years, why would you put something that old on your skin?"



