

Taking stock of Amazon's retail dominance around the world

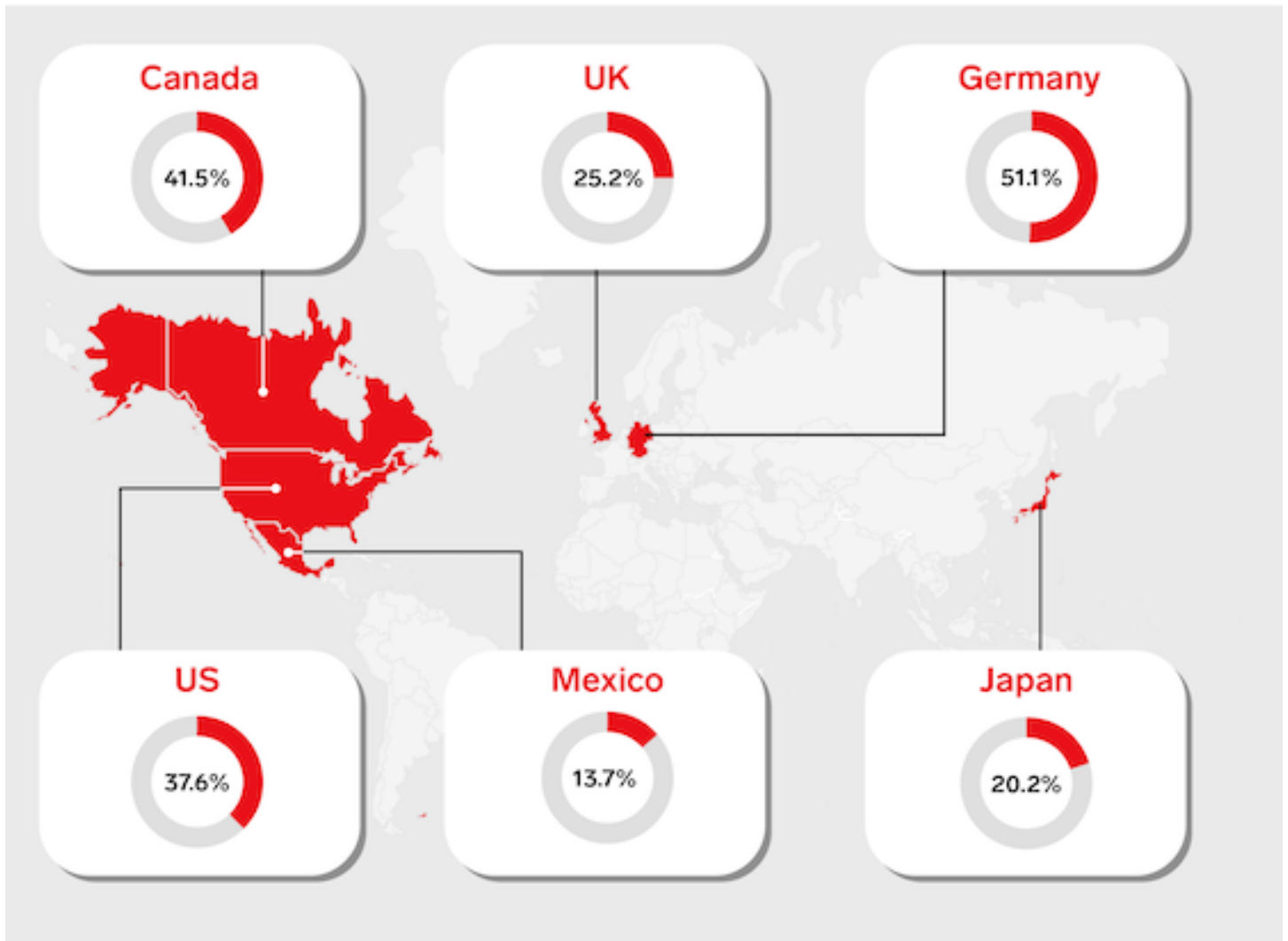
Article

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Amazon will capture more than half (51.1%) of all retail ecommerce sales in Germany this year, according to our forecast. Canada will have the second-highest share of Amazon ecommerce sales among the countries we track, at 41.5%, followed by the US, UK, Japan, and Mexico.

Amazon Retail Share, by Country, 2023

% of total retail ecommerce sales



Note: represents the gross value of products or services sold on international Amazon platforms (browser or app), regardless of the method of payment or fulfillment; excludes travel and event tickets, Amazon Web Services (AWS) sales, advertising services, and credit card agreements; includes direct and marketplace sales

Source: eMarketer, February 2023

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Beyond the chart: In absolute numbers, the US will remain Amazon's largest country, with \$431.11 billion in digital sales for the ecommerce giant in 2023. But Amazon will see the fastest growth in Mexico this year, with a 26.8% YoY increase in retail ecommerce sales.

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