



Selling globally

Rolf Kimmeyer

Manager Amazon Global Selling
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Go global



Agenda

Amazon Business Opportunities

Why go global with Amazon?

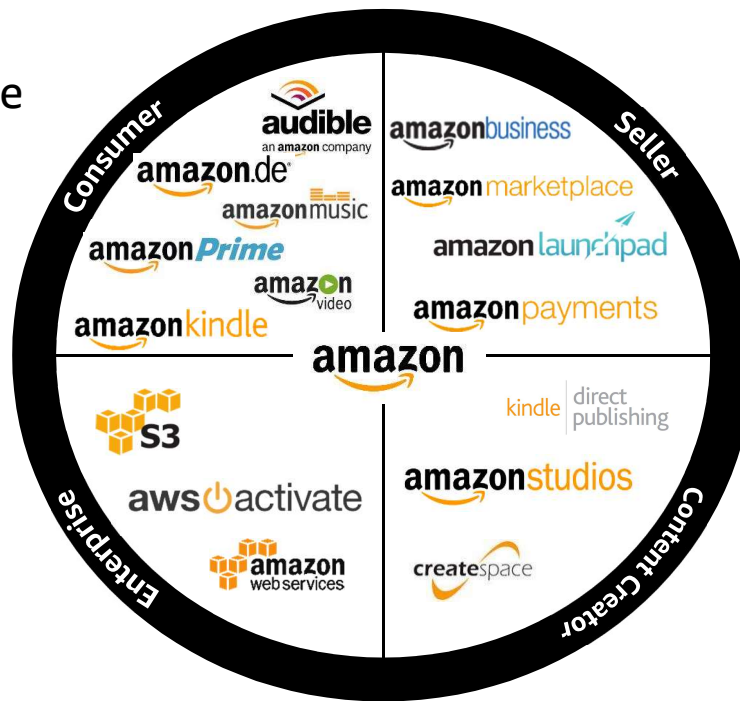
How to go global



Amazon Business Areas

More than 300MM active customer-accounts worldwide

Hundreds of Thousands of active AWS Customers



Selling Partners contribute more than 50% of all units sold worldwide

Amazon Exclusives Video Content e.g. Transparent, Alpha House, Hand of God

Source: Amazon.com



more than
300MM



Active customer
accounts
worldwide

1/2
of purchases
on Amazon
globally



come from
Selling
Partners

more than
200,000
SMBs



surpassed
\$100,000
in sales in 2019 on
Amazon

SMBs from more
than **130**
countries
worldwide



Ship their products to over
200 countries and territories

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Amazon Business Opportunities

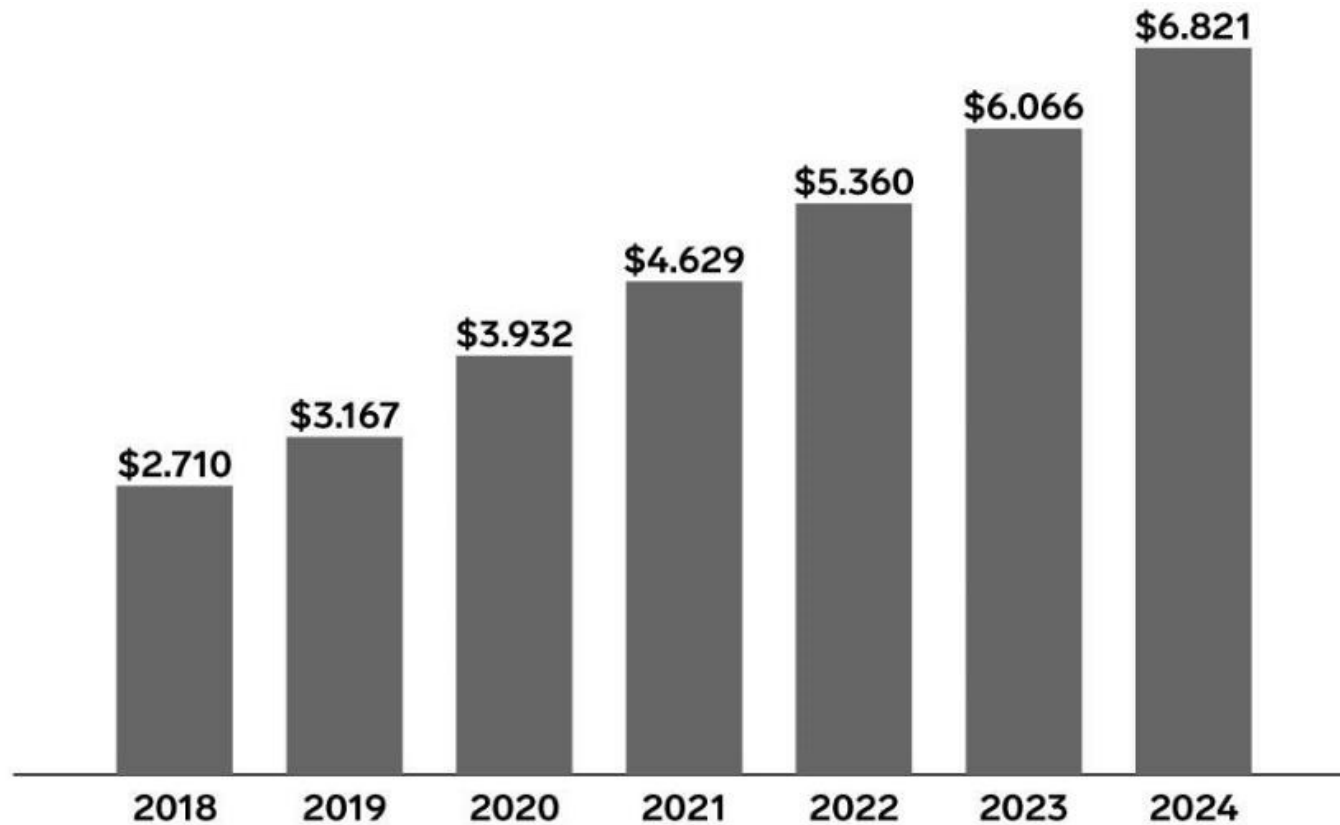
Why go global with Amazon?

How to go global



The future of e-commerce is increasingly global

Retail Ecommerce Sales Worldwide, 2018-2024 (trillions). Source: eMarketer 2020



Selling Partners* who are based out of Europe saw their sales on [Amazon.com](https://www.amazon.com) grow to over **30%** of their sales in Amazon's stores in Europe in the first year of launch.

This further accelerated to over **50%** of European sales in the second year.



**Analysis based on Selling Partners who are registered in Europe, who launched on [Amazon.com](https://www.amazon.com) between 2017-19, and generated at least \$100k sales in 2019 in Amazon's stores in Europe.*

**How can companies
take advantage of this
opportunity?**



A dark blue world map with several regions highlighted in a lighter, olive-green color. These highlighted regions include North America, Mexico, India, and parts of Southeast Asia. The text "Amazon Stores world wide" is centered over the map in a large, white, sans-serif font.

Amazon Stores world wide

Amazon's Global Presence

SMBs from more than **130** countries WW

More than **150MM** Prime Customers WW

20 Global Stores

Products shipped to over **200** countries and territories

Over **300MM** WW active customer accounts

Over **180** Fulfillment Centers WW



“Amazon has enabled us to think globally since the beginning and we are already expanding internationally with big success. 99.7% of our units sold in the US are sold on Amazon.com.”

Cyprian Iwuć,
Rainbow Socks



Rainbow
SOCKS 

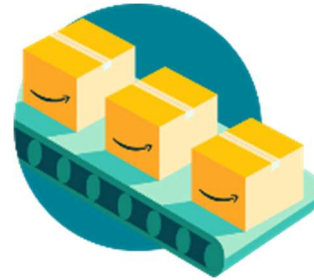
Why should you go global?



Reach millions of additional customers




Diversify your revenue stream



Let Amazon handle the details



Be among the first



You might be saying,
**“But selling globally is complicated
and scary...”**

Actually, selling globally
with Amazon is easier
than you think!



Amazon makes global expansion easier and faster

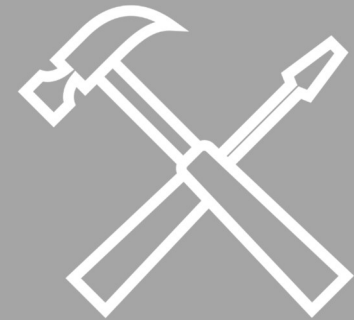
- Loyal customers worldwide



- Global logistics and support



- Tools to list products and do business across borders



Amazon's tools help manage your global business

- » Easy multi-marketplace listing and pricing management
- » Translation of listings into local languages
- » Global fulfillment, returns and customer service
- » Payment and currency conversion services

Amazon Global Selling



Register for a **Unified North American** selling account (US,CA,MX)



Market research to identify **suitable product lines** to sell on Amazon.com



Upload listings to Amazon.com and review account settings



Understand your shipping costs (Delivery Duty Paid) and select a **logistics provider**



Decide on the best fulfilment channel (**Merchant fulfilled and/or FBA**)



Prepare your **shipment** and determine if sending via air (1week) or by ocean (2/3 weeks)



Marketing using Sponsored Products, Lightning Deals and reach **hundreds of millions** of **customers** on Amazon.com

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How to go global



How to go global?

Go to:

1. www.amazon.com/expand
to start selling worldwide

or

2. eu-us-expansion@amazon.com
for account management support for:
US, Australia or United Arab Emirates





Click [here](#) for the landing page

**Thank
You**