Amazon sellers by country and revenue

Installmap, 2026-11-18

China accounts for 373,812 of 1,033,838 Amazon seller profiles across seven marketplaces (36.2%, and 50.3% of the 743,346 that show a country), outnumbering domestic sellers on all five European sites while US companies hold 79.1% of Amazon.com.

Across 1,033,838 third-party seller profiles on seven Amazon marketplaces, 373,812 (36.2%) are registered in China. Among the 743,346 profiles that show a registration country on the seller page, China accounts for 50.3%, ahead of the United Kingdom at 11.7% (87,104), Germany at 11.0% (81,900) and the United States at 8.3% (61,357).

On all five European marketplaces we counted, sellers registered in China outnumber sellers registered in the marketplace's own country. Amazon.com goes the other way: 41,360 of the 52,257 US profiles in our snapshot (79.1%) are registered in the United States, and 5,914 (11.3%) are registered in China.

Domestic vs China-registered sellers by marketplace

Source: Installmap, November 2026 (list of Amazon sellers).

Marketplace	Sellers	Country shown	Registered in China	Share of all	Domestic sellers	Domestic share	FBA share	Over $1M est. revenue
Amazon.de	257,588	230,190	110,918	43.1%	50,383 (DE)	19.6%	40.0%	10.2%
Amazon.ca	182,462	10,527	2,201	1.2%	458 (CA)	0.3%	68.0%	3.1%
Amazon.co.uk	173,491	120,928	71,018	40.9%	30,326 (GB)	17.5%	62.8%	10.6%
Amazon.es	155,909	140,673	76,726	49.2%	14,431 (ES)	9.3%	60.8%	3.5%
Amazon.fr	146,825	127,849	69,664	47.4%	14,676 (FR)	10.0%	55.9%	8.2%
Amazon.nl	65,306	61,613	37,371	57.2%	1,432 (NL)	2.2%	81.8%	1.8%
Amazon.com	52,257	51,566	5,914	11.3%	41,360 (US)	79.1%	64.0%	19.1%
All 7 marketplaces	1,033,838	743,346	373,812	36.2%			58.0%	7.6%

European consumer protection rules require sellers to display a legal business name and address on their storefront page, so 87% to 94% of profiles on Amazon.de, Amazon.es, Amazon.fr and Amazon.nl show a country. On Amazon.nl, sellers in China (37,371) outnumber Dutch-registered sellers (1,432) by 26 to 1, and German-registered sellers (6,338) are the second-largest group on the Dutch site. On Amazon.ca, 171,935 of 182,462 storefronts do not show a business address; among the 10,527 Canadian profiles that do, 6,955 (66.1%) are in the United States, 2,201 (20.9%) in China and 458 (4.4%) in Canada.

Top registration countries across all 7 marketplaces

Countries with at least 4,000 seller profiles across the seven marketplaces.

Registration country	Seller profiles	Share of all 1,033,838	Share of 743,346 with country
China	373,812	36.2%	50.3%
United Kingdom	87,104	8.4%	11.7%
Germany	81,900	7.9%	11.0%
United States	61,357	5.9%	8.3%
France	30,039	2.9%	4.0%
Spain	27,447	2.7%	3.7%
Italy	22,634	2.2%	3.0%
Hong Kong	9,031	0.9%	1.2%
Netherlands	6,166	0.6%	0.8%
Poland	5,542	0.5%	0.7%
Austria	4,330	0.4%	0.6%

Cross-border selling within Europe accounts for a large share of non-Chinese profiles. UK businesses hold 22,196 seller profiles on Amazon.de, 15,151 on Amazon.es and 13,420 on Amazon.fr, in addition to 30,326 on Amazon.co.uk. Italian businesses hold 22,634 profiles across the seven sites even though Amazon.it is outside this seven-marketplace set.

Estimated annual revenue and FBA

Estimated revenue band	Sellers	Share
0 to $100k	727,542	70.4%
$100k to $1M	227,532	22.0%
$1M to $10M	72,000	7.0%
$10M+	6,764	0.7%

78,764 seller profiles (7.6% of the dataset) sit in the $1M-and-up bands, including 26,178 on Amazon.de, 18,347 on Amazon.co.uk, 12,041 on Amazon.fr and 9,970 on Amazon.com. Seven in ten profiles sit under $100,000 in estimated annual sales.

599,901 sellers (58.0%) ship through Fulfillment by Amazon (FBA), 385,857 (37.3%) fulfill orders themselves and 48,080 (4.7%) show no fulfillment badge. Amazon.de has the lowest FBA share at 40.0% (102,938 of 257,588), while Amazon.nl is at 81.8% (53,413 of 65,306). 269,249 profiles (26.0%) are marked as brand owners.

Largest main categories

947,735 of the 1,033,838 profiles list a main product category.

Main category	Sellers	Share of all	Share of categorized
Home & Kitchen	210,810	20.4%	22.2%
Clothing, Shoes & Accessories	124,110	12.0%	13.1%
Electronics	77,718	7.5%	8.2%
Automotive	59,008	5.7%	6.2%
Sports & Outdoors	53,030	5.1%	5.6%
Beauty & Personal Care	52,945	5.1%	5.6%
Toys & Games	52,171	5.0%	5.5%
Health & Household	48,656	4.7%	5.1%
Tools & Home Improvement	47,912	4.6%	5.1%
Patio, Lawn & Garden	30,408	2.9%	3.2%
Books	25,992	2.5%	2.7%
Pet Supplies	24,736	2.4%	2.6%

Home & Kitchen and Clothing together cover a third of all categorized storefronts. Books makes up 2.5% of seller count (25,992 storefronts) yet produces four of the ten highest-rated storefronts by customer review volume.

Highest-rated storefronts across all 7 marketplaces

Ranked by customer ratings received in the last 12 months; the full 100-seller leaderboard is at Top 100 Amazon sellers.

#	Storefront	Marketplace	Registered in	Category	Ratings (12m)	Ratings (lifetime)	Est. revenue
1	MEDIMOPS	Amazon.de	Germany	Books	174,249	7,333,048	$10M+
2	Pattern.	Amazon.com	United States	Clothing, Shoes & Accessories	56,480	430,618	$10M+
3	musicMagpie	Amazon.co.uk	United Kingdom	CDs & Vinyl	52,940	7,087,053	$10M+
4	momox co uk	Amazon.co.uk	Germany	Books	48,037	996,679	$10M+
5	Utopia Deals	Amazon.com	United States	Home & Kitchen	47,229	553,497	$10M+
6	World of Books Ltd	Amazon.co.uk	United Kingdom	Books	45,310	2,365,465	$10M+
7	AnkerDirect	Amazon.com	United States	Electronics	41,916	1,127,566	$10M+
8	topshoesUS	Amazon.com	United States	Clothing, Shoes & Accessories	32,429	283,547	$10M+
9	eSupplements	Amazon.com	United States	Health & Household	31,368	185,149	$10M+

#	Storefront	Marketplace	Registered in	Category	Ratings (12m)	Ratings (lifetime)	Est. revenue
10	Woot	Amazon.com	United States	Clothing, Shoes & Accessories	30,507	173,073	$10M+

Momox appears twice in the top four through its German storefront (MEDIMOPS) and its UK storefront (momox co uk), with more than 8.3 million lifetime ratings between the two. Used-media resellers (MEDIMOPS, musicMagpie, momox co uk, World of Books Ltd) and multi-brand US aggregators (Pattern.) sit ahead of single-brand electronics seller AnkerDirect when ranked by 12-month seller feedback count.

How we counted

Each row in the dataset comes from a third-party seller's public profile page on Amazon.de, Amazon.ca, Amazon.co.uk, Amazon.es, Amazon.fr, Amazon.nl or Amazon.com, collected in August 2026 and counted on 21 October 2026. One company selling on multiple Amazon marketplaces has a separate storefront profile on each site and counts once per marketplace. Top-100 rating counts were read on 9 November 2026.

Store name, main category, FBA status, brand ownership, rating counts and the registered business name and address come from the Amazon seller page. Revenue bands are estimates from the seller data source; Amazon does not publish seller revenue. Summary CSVs are in the dataset below, and the full 1,033,838-row seller files are on /marketplaces/amazon.

Source

https://installmap.com/research/amazon-sellers-by-country-and-revenue

Dataset: by_category.csv, by_country.csv, by_marketplace.csv, top_100_sellers.csv, README.md, METHOD.md