

Amazon Marketplace Comparisons

Amazon has marketplaces in the United States, the United Kingdom, Germany, France, Canada, Italy, Spain, Netherlands, Australia, Brazil, Japan, China, India, Mexico, and Australia

Amazon.com is the biggest marketplace by far and dwarfs all other marketplaces.

Amazon.co.uk and **Amazon.de** are the second biggest and each do around 30% of the sales of Amazon.com. In other words they are around one third the size of Amazon.com.

Amazon.jp is the next largest at around 20% of Amazon.com. So it is about one fifth the size of Amazon.com.

Amazon.it is not too far behind Japan and is growing fast.

Amazon.fr is smaller, BUT online retail is growing in France and Amazon is taking a large share of that growth. It's estimated that around 38% of Internet users in France, visit Amazon.fr at least once a month.

Amazon.ca does around 10% of the volume of Amazon.com. In other words it is one tenth the size of Amazon.com. Like France, Canada has lagged behind when it comes to online retail.

Amazon.in is also relatively small at this time, but Amazon is putting a lot of resources in to expanding the market in India.

Amazon.com.au only opened early 2018 and is still very new. There is no data to compare it to other marketplaces yet.

Amazon.es, Amazon.mx, Amazon.cn, Amazon.nl, are the smallest Amazon marketplaces (we can't compare Amazon.com.au at this time). One reason for this is due to these countries being slower to catch up with the growth in online retail. Another reason is that in some cases, other big online retailers are still taking the lion's share of online sales.

Amazon.com.br (Brazil) only sells Kindle and books at this time, so you can ignore this marketplace.

To conclude:

Amazon.com, Amazon.co.uk, Amazon.de and Amazon.jp are the 'big 4'.

That does NOT mean you cannot do well by selling on one of the others. There are many, many Amazon seller doing incredibly well on the smaller marketplaces.