E-Commerce Expansion: Alibaba's Impact on the U.S. Economy by State and Industry

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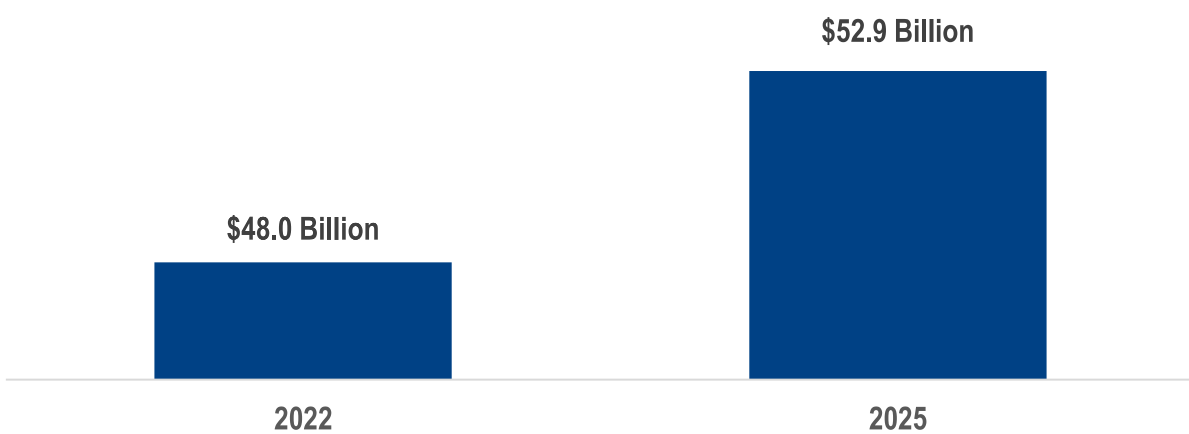
Approximately $201 billion in U.S.-branded products was sold on Alibaba Group's Taobao, Tmall, and Lazada platforms from 2020 to 2025. Taobao is China's leading retail e-commerce platform. Taobao meets consumers' needs by directing users to marketplaces, channels, and features across the Alibaba ecosystem through its top-level traffic funnel in the Taobao app. The Taobao Global platform facilitates selling in China by connecting companies, especially smaller brands, with a network of approximately 60,000 independent online retailers. In contrast, the Tmall and Tmall Global platforms provide online stores for global brands and their authorized retailers to sell products directly to consumers in China. Lazada Group, Alibaba Group's regional flagship, is Southeast Asia's leading e-commerce platform, serving 300 million customers in Indonesia, Malaysia, the Philippines, Singapore, Thailand, and Vietnam.[2]

In 2025, U.S. brands utilized Taobao, Tmall, and Lazada platforms to sell nearly $53 billion in products to consumers in China and these six Southeast Asian countries, a 10.2% increase from $48.0 billion in 2022. (Figure 1)

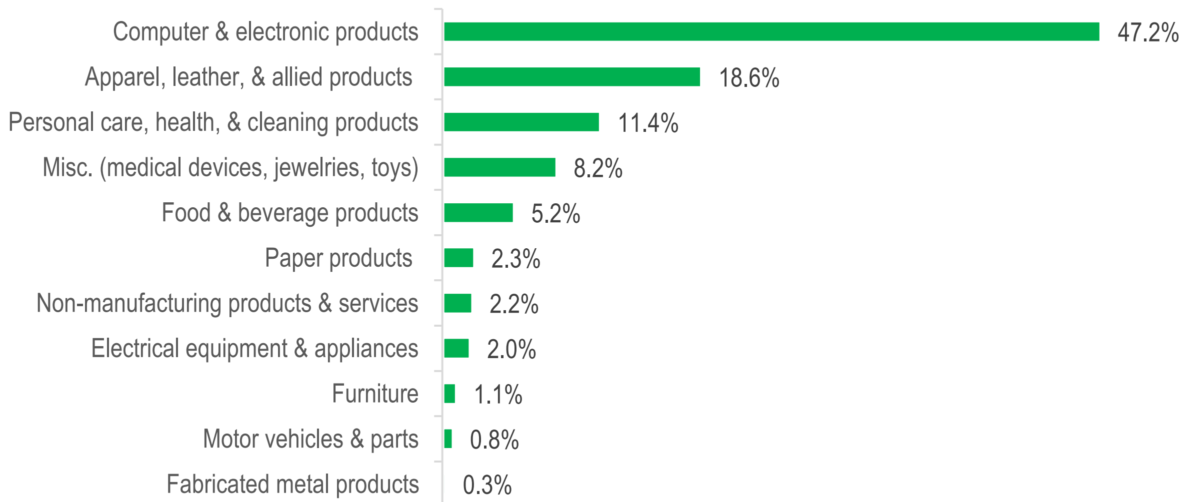
Figure 1.
Sales by U.S. brands on Alibaba to consumers in China and six Southeast Asian countries have grown by more than 10% since 2022



[1] Nam D. Pham, Ph.D. is Managing Partner at ndp | analytics. The Alibaba Group provided financial support to conduct this study. The opinions and views expressed in this report are solely those of the author.
[2] Alibaba. https://www.alibabagroup.com/en-US/about-alibaba-businesses-1744508703945523200; https://www.lazada.com/en/about/

U.S. brands offer a wide range of products on Alibaba's platforms, from consumer staples to luxury goods. In 2025, the three largest product categories were computers & electronics (47% of product sales from U.S. brands), apparel & leather products (19%), and personal care & health products (11%). (Figure 2)

Figure 2. **Computers & electronics accounted for over 47% of U.S. products sold on Alibaba platforms in 2025**[3]



Direct Economic Impact

U.S. brands employ various business models on Alibaba platforms to sell products directly and indirectly to consumers in China and six Southeast Asian countries. Smaller brands often partner with local retail stakeholders who manage online stores on Taobao Global. This approach enables companies, especially small businesses, to effectively market and sell their products to consumers in China. In contrast, larger brands typically sell directly to consumers through their own online "flagship" stores on Tmall and Tmall Global or authorize global retailers to sell their products in exclusive or specialized stores on those platforms. Brands that own and operate flagship stores retain nearly all revenues from products sold on Alibaba platforms. Brands that use Alibaba to sell to consumers in China receive revenue from product sales, minus compensation paid to retail partners for their services. These global retail partners are estimated to receive 26% of the total sales of U.S. products on Alibaba's platforms, which aligns with standard practices in the broader global retail industry (26.8% gross margin in 2025[4]). Lazada provides a full suite of services to help retailers across 18 categories, including health and beauty products, mobile devices and home appliances, and fashion, to reach hundreds of millions of customers in Southeast Asia.

[3] Alibaba.
[4] Damadoran Online, Global Profit Margins by Industry Sector.

Every year, shoppers in China purchase billions of dollars' worth of U.S. products on Alibaba's Taobao, Tmall, and Lazada platforms, generating revenue for U.S. brands and benefiting the U.S. economy. U.S. brands are estimated to have generated nearly $38.7 billion in 2025 after subtracting revenues that flow to global retail partners. This revenue, often called "output" in national accounts statistics, generated by U.S. brands, both directly and indirectly, creates value for the U.S. economy. (Table 1)

Sales of U.S. products on Alibaba's Taobao, Tmall, and Lazada platforms create a chain of positive economic impacts on the U.S. economy. U.S. brands contribute value added, defined as sales minus intermediate goods and services costs, to U.S. gross domestic product (GDP). After subtracting the costs of intermediate goods and services, U.S. brands created over $25.0 billion in value added to U.S. GDP in 2025. (Table 1)

U.S. brand sales on Alibaba create jobs for both production and non-production workers across America who fill orders, manage sales, and support operations. Sales of products from U.S. brands on Alibaba platforms created 103,529 direct U.S. jobs that paid nearly $12.2 billion in wages in 2025. (Table 1)

Table 1.
Sales of products from U.S. brands on Alibaba platforms create ripple effects in the U.S. economy, 2025 [5]

	Direct Impact ($M)
Gross Revenue/Output ($M)	$38,651.8
Value-Added ($M)	$25,070.7
Production and Non-Production Jobs	103,529
Wages and Salaries ($M)	$12,173.3

Small Business Sales

Small businesses are integral to the U.S. economy. Alibaba's platforms allow small businesses to sell their products to consumers in China and surrounding Southeast Asian countries. Based on the official output statistics by business size and small business classifications published by the Bureau of Economic Analysis (BEA), we estimate that U.S. small businesses with under 100 employees generated nearly $5.9 billion in sales on Alibaba's Taobao, Tmall, and Lazada platforms, accounting for 15.3% of U.S. brand sales on Alibaba platforms in 2025 and approximately $12 billion in 2024-25. (Table 2)

[5] Alibaba; Bureau of Economic Analysis; Bureau of Labor Statistics; ndp | analytics.

Table 2.

Over 15% of U.S. brand sales on Alibaba platforms were generated by small businesses in 2025[6]

	Direct Output ($M)	Share of Small Business Output	Small Business Output ($M)
Computer & Electronic Products (NAICS 334)	$22,381	9.5%	$2,129.5
Apparel & Leather Products (NAICS 315-6)	$5,445	47.4%	$2,583.1
Personal Care & Health Products (NAICS 325)	$3,395	6.9%	$233.3
Medical Devices, Jewelry, Toys, & Other (NAICS 339)	$2,380	20.1%	$479.4
Food & Beverage Products (NAICS 311-2)	$1,835	7.7%	$140.6
Electrical Equipment & Appliances (NAICS 335)	$807	11.0%	$96.1
Paper Products (NAICS 322)	$680	6.5%	$44.4
Furniture & Related Products (NAICS 337)	$470	24.5%	$115.4
Transportation Equipment (NAICS 336)	$320	2.9%	$9.2
Metal Products (NAICS 332)	$100	27.6%	$27.7
Top 10 Industries	**$37,878**	**15.5%**	**$5,858.7**
All Industries	**$38,652**	**15.3%**	**$5,899.7**

Production Worker Employment

U.S. businesses create products and services to sell to consumers at home and abroad. Manufacturers hire production workers to assemble, package, store, and ship products to customers. Based on official production employment data published by the U.S. Census, we estimate that U.S. brands created 60,855 direct production jobs (58.8% of 103,529 total direct jobs) to support nearly $38.7 billion in U.S. brand sales on Alibaba's Taobao, Tmall, and Lazada platforms in 2025. (Table 3)

[6] Bureau of Economic Analysis. 2021. Updated and Expanded Small Business Statistics: Wages, Employment, and Gross Output by Industry and Enterprise Size, 2012 – 2017; ndp | analytics. In its dataset, BEA defines small businesses as those with under 100 employees.

Table 3.
U.S. sales on Alibaba platforms generated 60,855 jobs for U.S. production workers in 2025[7]

	Direct Jobs	Share of Production Jobs	Production Jobs
Computer & Electronic Products (NAICS 334)	54,676	46.1%	25,209
Apparel & Leather Products (NAICS 315-6)	27,029	77.7%	20,991
Medical Devices, Jewelry, Toys, & Other (NAICS 339)	8,298	65.1%	5,399
Food & Beverage Products (NAICS 311-2)	3,101	77.6%	2,406
Personal Care & Cleaning Products (NAICS 325)	3,098	63.3%	1,961
Furniture & Related Products (NAICS 337)	1,938	75.9%	1,470
Electrical Equipment & Appliances (NAICS 335)	1,906	67.4%	1,285
Paper Products (NAICS 322)	1,132	76.5%	866
Transportation Equipment (NAICS 336)	772	70.1%	541
Metal Products (NAICS 332)	346	74.8%	259
Top 10 Industries	**102,296**	**59.0%**	**60,386**
All Industries	**103,529**	**58.8%**	**60,855**

Total Economic Impact

In addition to generating revenue directly for U.S. brands, U.S. products sold on Alibaba platforms produce substantial spillover benefits for companies along the supply chain and in large and small communities across America. These benefits, commonly referred to as indirect and induced effects, are estimated using official industry economic multipliers. U.S. brands generated nearly $38.7 billion in direct revenue in 2025 and $77.7 billion in 2024-25 from products sold on Alibaba platforms, which created an additional $33.1 billion in indirect and induced output in 2025 and $67.3 billion in 2024-25 for companies along the supply chain and in U.S. communities. Altogether, U.S. brand sales on Alibaba platforms generated $71.8 billion in gross output across the U.S. economy in 2025 and $145 billion in 2024-25.

While directly added just over $25 billion to the U.S. GDP in 2025 and $50 billion in 2024-25, U.S. brands contributed an additional $16 billion in indirect and induced value added in 2025 and $33 billion in 2024-25. In total, sales of U.S. products on Alibaba platforms added more than $41 billion to the U.S. GDP in 2025 and $83 billion in 2024-25.

U.S. brands employ workers across America to produce and sell products and manage operations. In 2025, U.S. brand sales on Alibaba platforms created 103,529 direct U.S. jobs and supported 138,134 indirect and induced jobs along the supply chain and in communities nationwide. These 241,663 total jobs generate wages and support individuals and families across the country. Nearly $22.8 billion was paid in 2025 and

[7] U.S. Census. Annual Survey of Manufacturers; Bureau of Labor Statistics; ndp | analytics.

over $46 billion in 2024-25 to workers in connection with sales of U.S. products on Alibaba's platforms, including $12.2 billion in direct wages paid by U.S. brands in 2025 and $25 billion in 2024-25 and nearly $10.6 billion in indirect and induced wages in 2025 and $21 billion in 2024-25. (Table 4)

Table 4.
Sales of products from U.S. brands on Alibaba platforms create ripple effects in the U.S. economy, 2025[8]

	Direct Impact	Indirect and Induced Impact	Total Impact
Gross Revenue/Output ($M)	$38,651.8	$33,147.4	$71,799.2
Value-Added ($M)	$25,070.7	$15,939.3	$41,010.0
Production and Non-Production Jobs	103,529	138,134	241,663
Wages and Salaries ($M)	$12,173.3	$10,581.3	$22,754.6

The economic contributions of Alibaba to the U.S. economy are distributed across states. The largest Census division is the Pacific, which generated over $18.6 billion in output, followed by East North Central ($9.8 billion) and South Atlantic ($9.6 billion). (Table 5)

Table 5.
Alibaba's economic contributions are realized across America, 2025[9]

	Total Output ($M)	Total Value-Added ($M)	Total Jobs	Total Wages ($M)
MIDWEST				
East North Central (IL, IN, MI, OH, WI)	$9,760.7	$5,225.0	30,395	$2,187.1
West North Central (IA, KS, MN, MO, NE, ND, SD)	$5,548.5	$3,089.0	17,902	$1,308.6
NORTHEAST				
Middle Atlantic (NJ, NY, PA)	$7,783.4	$4,423.0	24,646	$2,012.6
New England (CT, MA, ME, NH, RI, VT)	$4,393.4	$2,643.9	15,227	$1,399.7
SOUTH				
East South Central (AL, KY, MI, TN)	$3,102.3	$1,593.3	9,615	$616.7
South Atlantic (DC, DE, FL, GA, MD, NC, SC, VA, WV)	$9,571.2	$5,407.6	31,664	$2,431.8
West South Central (AR, LA, OK, TX)	$8,393.3	$4,705.6	29,524	$2,391.5
WEST				
Mountain (AZ, CO, ID, MT, NV, NM, UT, WY)	$4,693.6	$2,792.8	17,047	$1,424.5
Pacific (AK, CA, HI, OR, WA)	$18,552.9	$11,129.8	65,642	$8,982.0

[8] Alibaba; Bureau of Economic Analysis; Bureau of Labor Statistics; ndp | analytics.
[9] Geographic divisions are defined by the U.S. Census Bureau.

Alibaba's platforms provide a variety of channels for premium brands, smaller brands, and entrepreneurs in the U.S. to enter the world's largest consumer market, with over 2 billion people. Utilizing innovative technology, including rapidly evolving AI-enabled tools, Alibaba provides U.S. brands with multiple platforms to sell their products — from consumer electronics to fresh produce — to consumers in China and surrounding Southeast Asian countries across many demographics. As with all other cross-border trade, products sold on Alibaba platforms, directly and indirectly, create positive economic impacts on the U.S. economy.

Conclusion

The economic contributions of Alibaba in the U.S. are far-reaching. U.S. businesses, large and small, across various industries utilize Alibaba's Taobao, Tmall, and Lazada platforms to sell products to over 2 billion consumers in China and surrounding Southeast Asian countries. These sales increase U.S. businesses' output, generating jobs and wages and adding to U.S. GDP. This economic activity includes U.S. businesses that sell on Alibaba's platforms (direct effect), their supply chains (indirect effect), and the local communities where U.S. workers all along the supply chain spend their wages (induced effect). In 2025, the total impact (direct, indirect, and induced) of sales from U.S. brands on Alibaba platforms contributed $41.0 billion to U.S. GDP and supported 241,663 U.S. jobs that paid $22.8 billion in wages. Since 2022, U.S. brands have sold $201 billion in goods on Alibaba platforms.

Data Sources and Methodology

This report is based on data from Alibaba, official industry statistics, economic multipliers compiled and published by U.S. government agencies, and third-party independent research. Below are the descriptions and sources of the four major datasets utilized in this report.

1. Alibaba provided annual sales data for 2022, 2023, 2024, and 2025 categorized by business unit, store type, and product category. This study includes the following Alibaba business units: Taobao, Taobao Global, Tmall, and Tmall Global. The store types included are Taobao and Taobao Global stores and Tmall and Tmall Global flagship, exclusive, and specialized stores. Alibaba's sales data are classified into over 130 product categories. These sales figures are adjusted across business units and stores to align with the restructuring of the Alibaba Group in 2023. In addition, this study includes annual sales data for 392 sample US brands in the Lazada Group for 2022, 2023, 2024, and 2025.

2. Alibaba also provided a range of estimated gross profits of global retail partners by product category and store type. Retail partners' gross profits are total sales on Alibaba platforms minus the cost of goods sold paid to the U.S. brands that leverage the platforms and retail partners. Global retail partners, independent retailers not employed by the Alibaba Group, help U.S. brands market and sell their products on Alibaba platforms. Less than half of the retail partners for U.S. brands on Tmall Global are U.S. retail partners, while most retail partners in Taobao, Taobao Global, and Tmall are Chinese retailers.

3. Official industry statistics by state, which include gross output, value-added, employment, wages, small business output, and production worker employment, were obtained from the U.S. Bureau of Economic Analysis (BEA), the Bureau of Labor Statistics (BLS), and the Census. The industry data are classified according to the North American Industry Classification System (NAICS) codes at both the 2-digit and 3-digit levels.

4. Official industry-level economic multipliers by state were obtained from the U.S. Bureau of Economic Analysis (BEA). The agency's Regional Input-Output Modeling System (RIMS II) calculates and publishes economic multipliers, including indirect and induced impacts, for gross output, value-added, employment, and wages by industry and state.

Using Alibaba's proprietary sales data, estimated gross profits from global retail partners, official U.S. industry statistics, and economic multipliers by state, the study estimated the total direct, indirect, and induced impacts of products from U.S. brands sold on Alibaba platforms on the U.S. economy by state. Below are the major calculations used to quantify the economic impacts.

1. Revenues of U.S. brands from products sold on Alibaba platforms:

    a. Annual sales encompass revenues from U.S. brands and gross profits from global retail partners. The study estimated average gross profits of retail partners on Alibaba platforms, categorized by business unit and product type, to calculate the revenues earned by U.S. brands from sales of their products on Alibaba platforms.

   b. The study created concordances to align Alibaba's product categories with 21 manufacturing and non-manufacturing industries based on 2-digit and 3-digit NAICS codes. It then categorized product-level revenues of U.S. brands in 2024 into 21 NAICS industries.

2. Direct economic impacts by industry by state:

   a. Production/Sales: The study used the industry production distribution across all U.S. states published by BEA and the Census Bureau to estimate the impacts of Alibaba sales on U.S. production by industry by state.

   b. Value-added/Contribution to GDP: The study applied value-added-to-output ratios from the BEA to calculate the direct value-added of U.S. brands for each of the 21 NAICS industries in each state.

   c. Employment: The study divided the annual revenue of U.S. brands by gross production per employee from the BEA and BLS to calculate direct jobs in each of the 21 NAICS industries in each state.

   d. Wages: The study applied BEA's wage-per-employee data to the number of estimated jobs to calculate direct wages for each of the 21 NAICS industries in each state.

   e. Small Business Production: The study used national-level industry production by business size published by the BEA business to calculate the value of small business production (sales) in each of the 21 NAICS industries in each state.

   f. Production Worker Employment: The study calculated the share of production workers by industry and state using data published by the Census and applied it to the number of direct jobs for each NAICS manufacturing industry in each state.

3. Indirect and induced economic impacts by industry: We used BEA's economic multipliers to calculate indirect and induced impacts of production, value-added, employment, and wages in each NAICS industry in each state.

4. Total economic impacts to the U.S. economy: We calculated the sum of direct, indirect, and induced economic impacts by state, division, region, and the U.S. overall; geographic regions and divisions are defined by the U.S. Census Bureau.