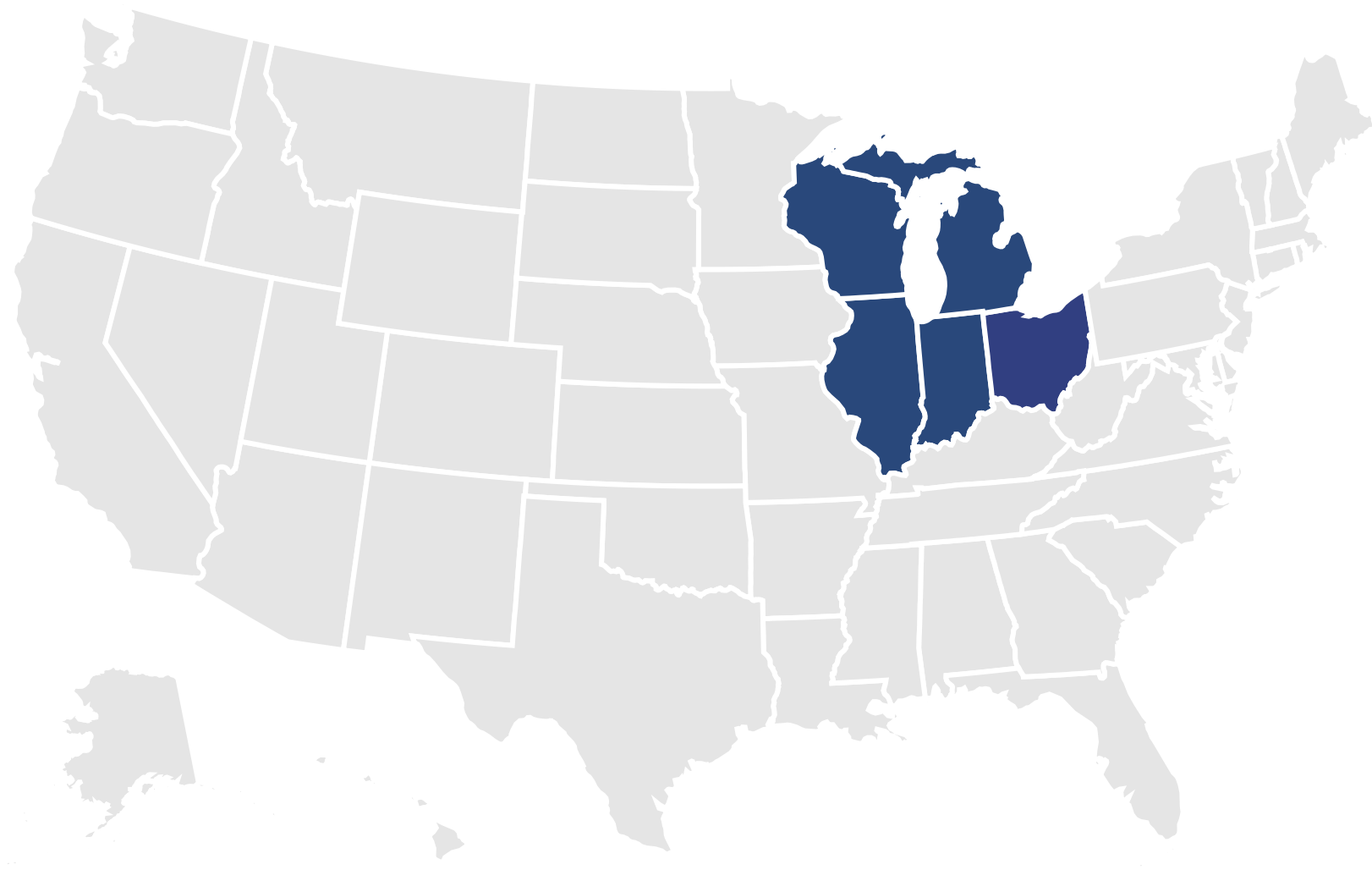




# Alibaba's Economic Contributions by **DIVISION**



# Alibaba's Economic Contributions in the EAST NORTH CENTRAL DIVISION OF THE UNITED STATES

indiana, Illinois, Michigan, Ohio & Wisconsin

Alibaba provides U.S. brands, ranging from small businesses to multinational corporations, with e-commerce platforms to sell their products to Chinese consumers. Like all cross-border trading activities, products sold in China, directly and indirectly, create positive economic effects for the economy. These sales generate billions for U.S. brands, resulting in substantial contributions to the companies along the supply chain and communities across the East North Central Division of the United States.<sup>1</sup>

## Sales from U.S. brands on Alibaba create ripple effects along the supply chain in the East North Central Division's economy

Direct, Indirect, and Induced Economic Impact, 2021



### \$11B

Total Output Supported  
by U.S. Brands, Their  
Suppliers & Local  
Businesses<sup>2</sup>



### \$6B

Total Value Added  
to the Economy



### 49K

Total Jobs  
Supported

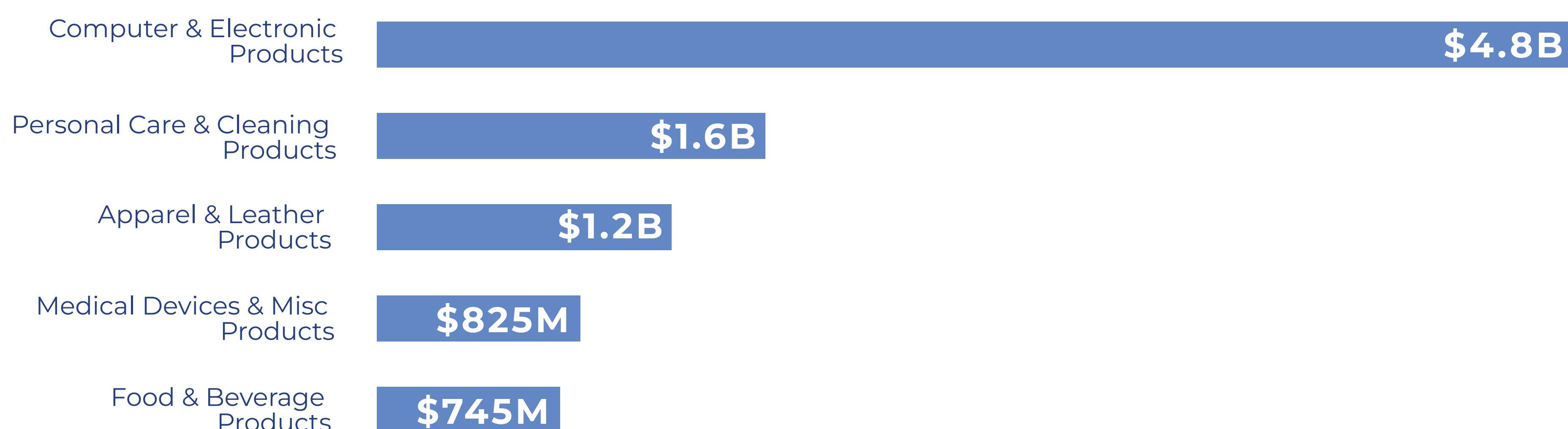


### \$3B

Total Wages  
Supported for  
Workers

## Manufacturers and service providers in the East North Central Division can reach over one billion consumers in China via Alibaba platforms

Output Supported by Top 5 Industries

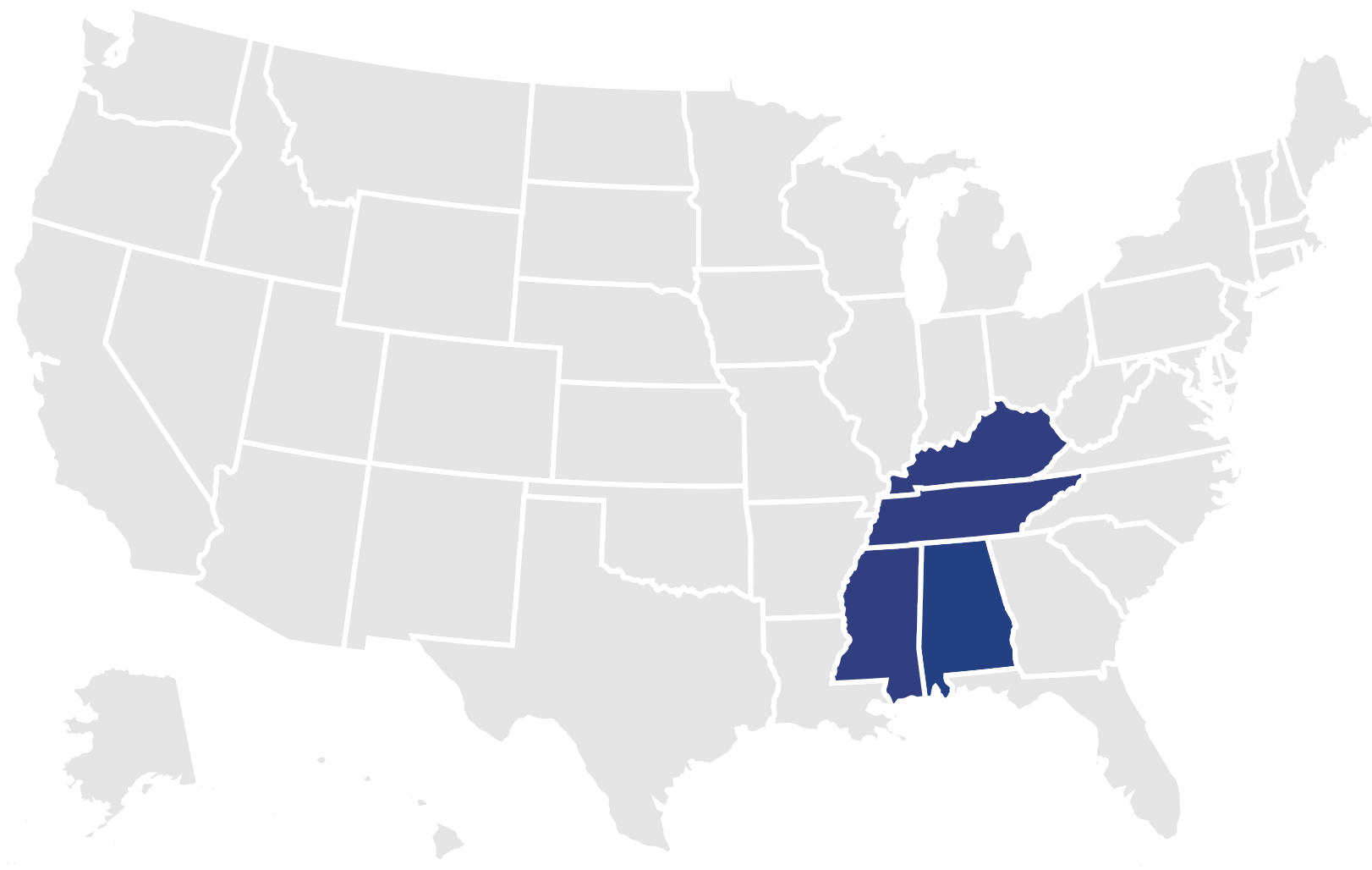


1. Divisions defined by U.S. Census Bureau.

2. Total output is direct, indirect, and induced sales, i.e., sales generated by U.S. brands (direct), along the supply chain due to orders from U.S. brands (indirect), and in local businesses by workers who spend wages earned from jobs supported by U.S. brands and suppliers (induced); Total value added is the contribution to GDP.

Source: Pham, Nam D., and Mary Donovan. 2022. "Digital Commerce: Alibaba's Contributions to the U.S. Economy by State and Industry." ndp analytics.





# Alibaba's Economic Contributions in the EAST SOUTH CENTRAL DIVISION OF THE UNITED STATES

Alabama, Kentucky, Mississippi, & Tennessee

Alibaba provides U.S. brands, ranging from small businesses to multinational corporations, with e-commerce platforms to sell their products to Chinese consumers. Like all cross-border trading activities, products sold in China, directly and indirectly, create positive economic effects for the economy. These sales generate billions for U.S. brands, resulting in substantial contributions to the companies along the supply chain and communities across the East South Central Division of the United States.<sup>1</sup>

## Sales from U.S. brands on Alibaba create ripple effects along the supply chain in the East South Central Division's economy

Direct, Indirect, and Induced Economic Impact, 2021



**\$3.3B**

Total Output Supported  
by U.S. Brands, Their  
Suppliers & Local  
Businesses<sup>2</sup>



**\$1.7B**

Total Value Added  
to the Economy



**16K**

Total Jobs  
Supported

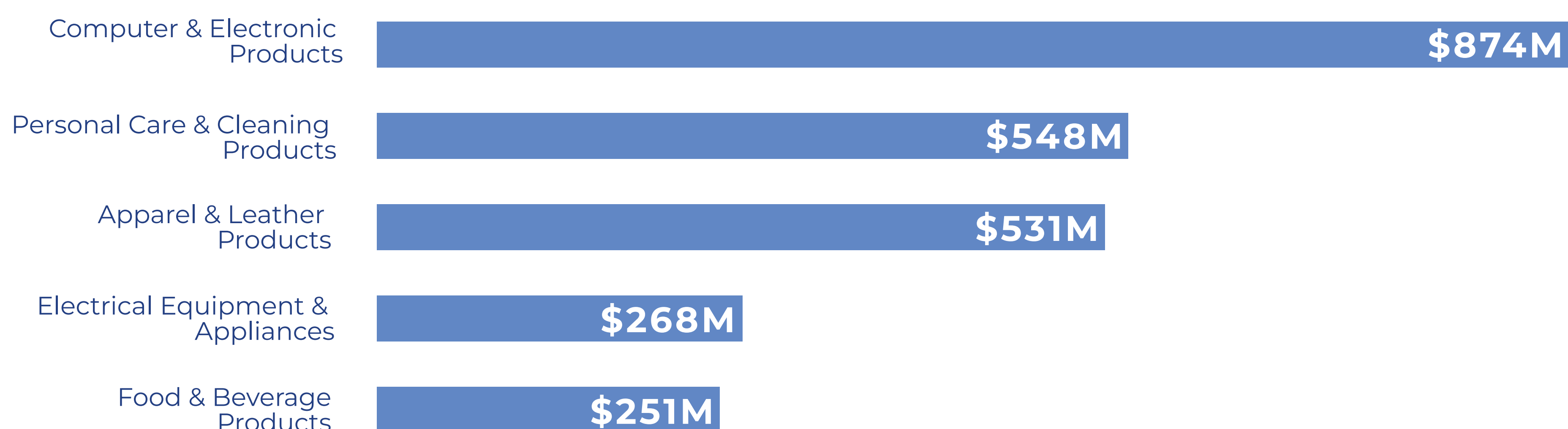


**\$830M**

Total Wages  
Supported for  
Workers

## Manufacturers and service providers in the East South Central Division can reach over one billion consumers in China via Alibaba platforms

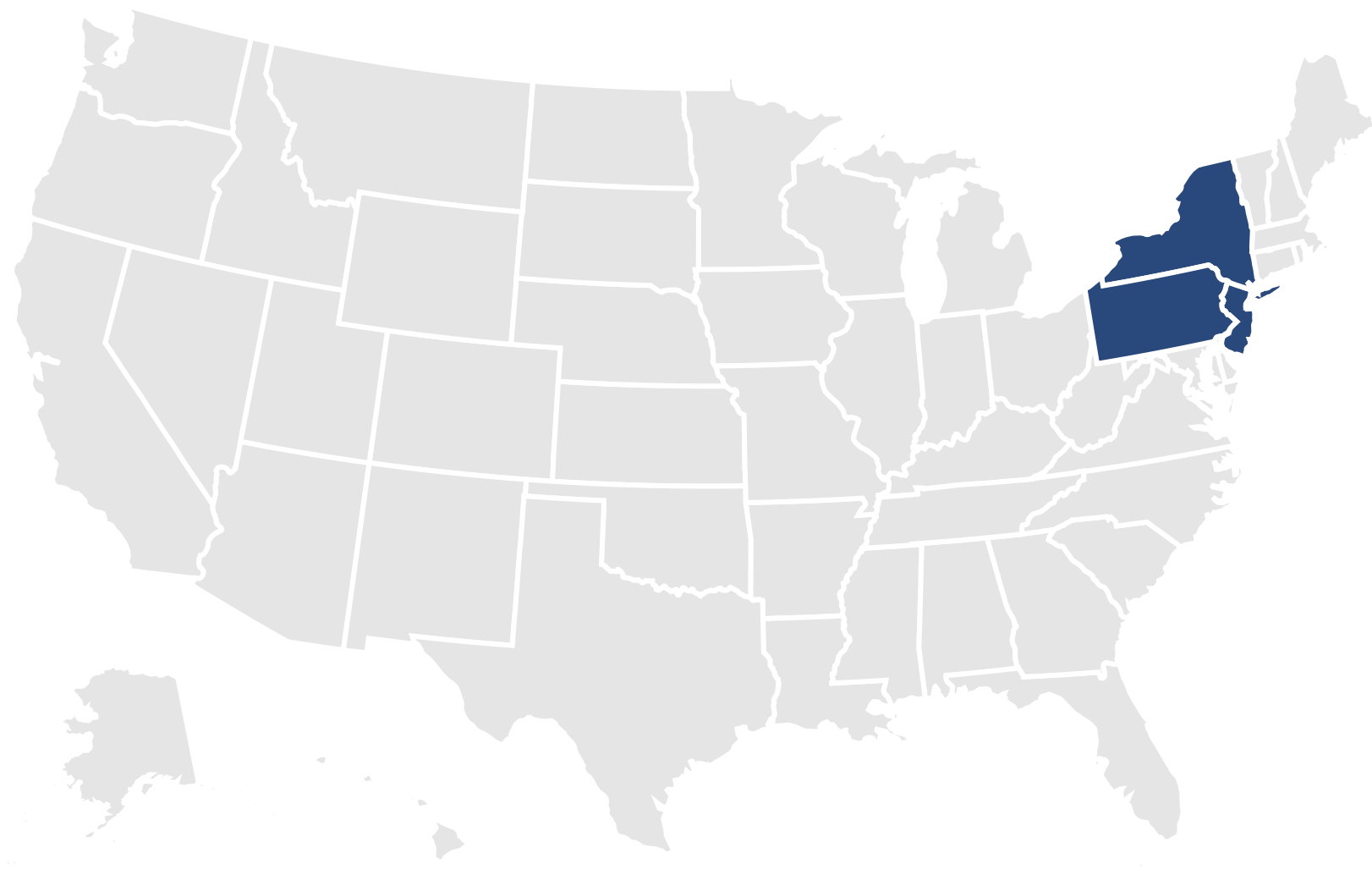
Output Supported by Top 5 Industries



1. Divisions defined by U.S. Census Bureau.

2. Total output is direct, indirect, and induced sales, i.e., sales generated by U.S. brands (direct), along the supply chain due to orders from U.S. brands (indirect), and in local businesses by workers who spend wages earned from jobs supported by U.S. brands and suppliers (induced); Total value added is the contribution to GDP.

Source: Pham, Nam D., and Mary Donovan. 2022. "Digital Commerce: Alibaba's Contributions to the U.S. Economy by State and Industry." ndp analytics.



# Alibaba's Economic Contributions in the MIDDLE ATLANTIC

## DIVISION OF THE UNITED STATES

New York, New Jersey & Pennsylvania

Alibaba provides U.S. brands, ranging from small businesses to multinational corporations, with e-commerce platforms to sell their products to Chinese consumers. Like all cross-border trading activities, products sold in China, directly and indirectly, create positive economic effects for the economy. These sales generate billions for U.S. brands, resulting in substantial contributions to the companies along the supply chain and communities across the Middle Atlantic Division of the United States. <sup>1</sup>

## Sales from U.S. brands on Alibaba create ripple effects along the supply chain in the Middle Atlantic Division's economy

Direct, Indirect, and Induced Economic Impact, 2021



### \$8.6B

Total Output Supported  
by U.S. Brands, Their  
Suppliers & Local  
Businesses<sup>2</sup>



### \$5.0B

Total Value Added  
to the Economy



### 41K

Total Jobs  
Supported

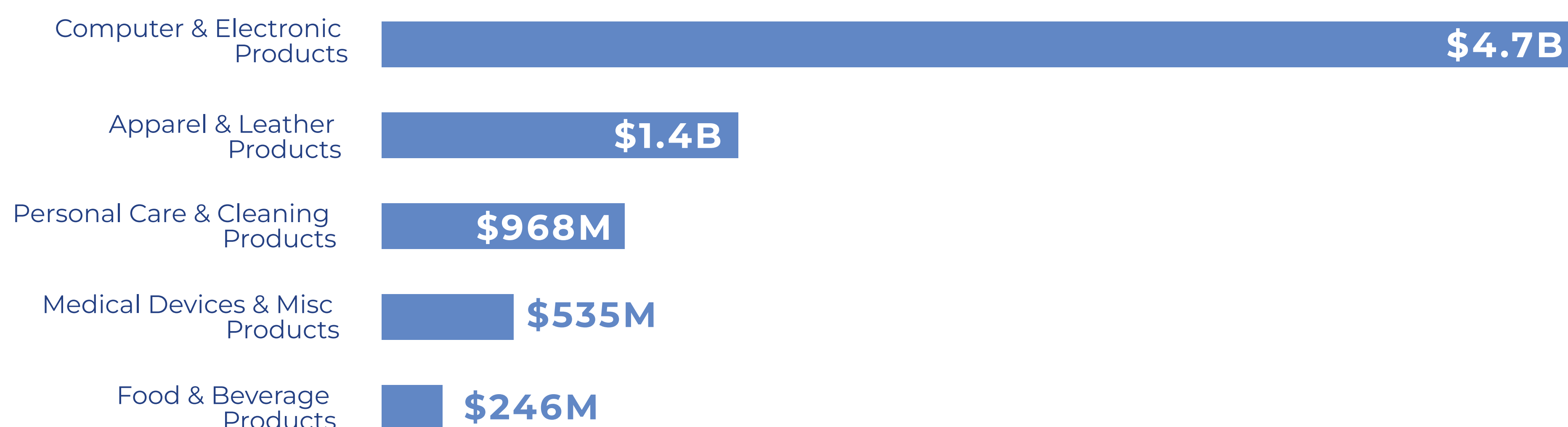


### \$2.8B

Total Wages  
Supported for  
Workers

## Manufacturers and service providers in the Middle Atlantic Division can reach over one billion consumers in China via Alibaba platforms

Output Supported by Top 5 Industries

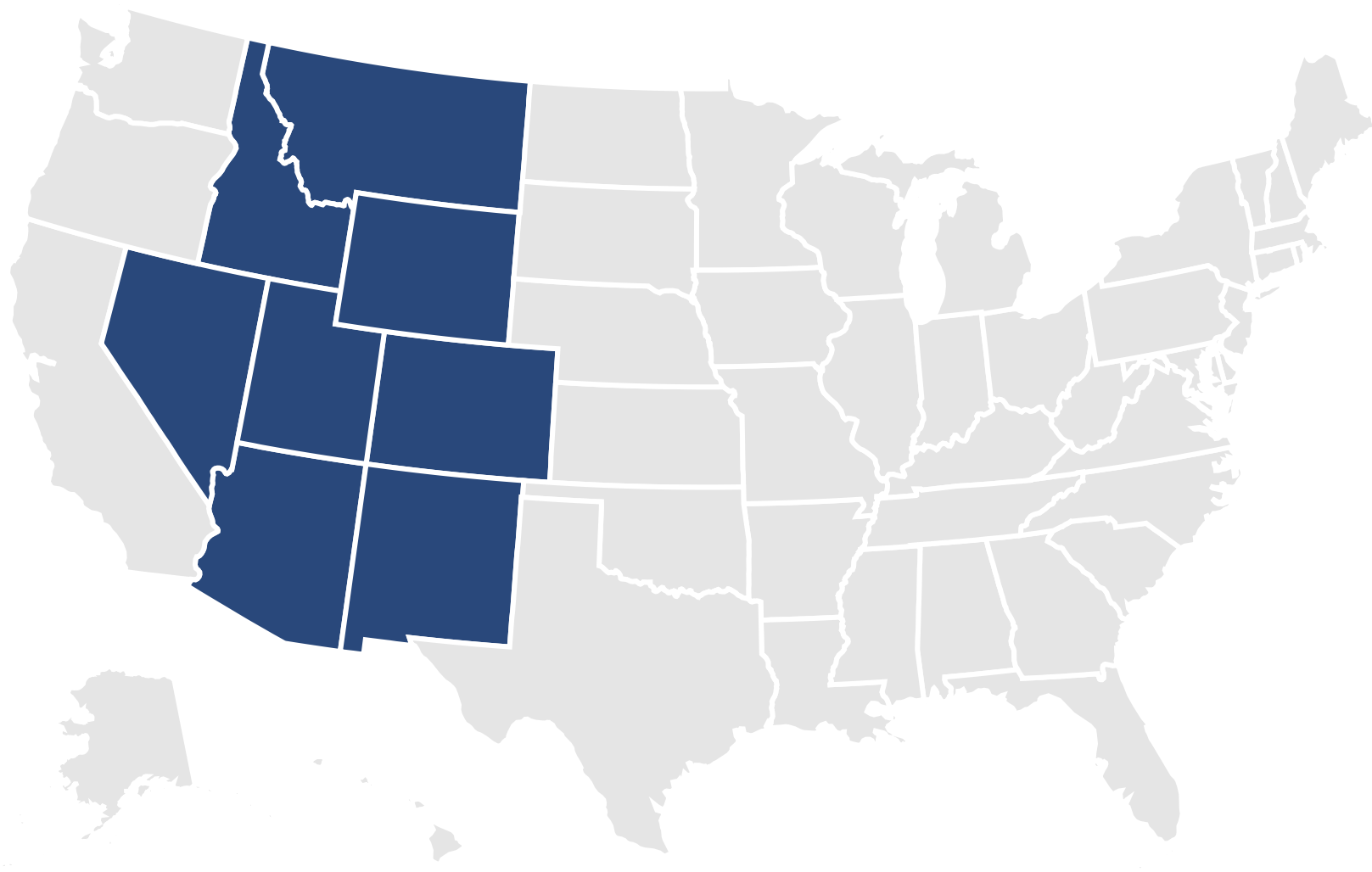


1. Divisions defined by U.S. Census Bureau.

2. Total output is direct, indirect, and induced sales, i.e., sales generated by U.S. brands (direct), along the supply chain due to orders from U.S. brands (indirect), and in local businesses by workers who spend wages earned from jobs supported by U.S. brands and suppliers (induced); Total value added is the contribution to GDP.

Source: Pham, Nam D., and Mary Donovan. 2022. "Digital Commerce: Alibaba's Contributions to the U.S. Economy by State and Industry." ndp analytics.





# Alibaba's Economic Contributions in the MOUNTAIN

## DIVISION OF THE UNITED STATES

Arizona, Colorado, Idaho, New Mexico, Montana,  
Utah, Nevada & Wyoming

Alibaba provides U.S. brands, ranging from small businesses to multinational corporations, with e-commerce platforms to sell their products to Chinese consumers. Like all cross-border trading activities, products sold in China, directly and indirectly, create positive economic effects for the economy. These sales generate billions for U.S. brands, resulting in substantial contributions to the companies along the supply chain and communities across the Mountain Division of the United States.

## Sales from U.S. brands on Alibaba create ripple effects along the supply chain in the Mountain Division's economy

Direct, Indirect, and Induced Economic Impact, 2021



**\$5.2B**

Total Output Supported  
by U.S. Brands, Their  
Suppliers & Local  
Businesses<sup>2</sup>



**\$3.2B**

Total Value Added  
to the Economy



**26K**

Total Jobs  
Supported

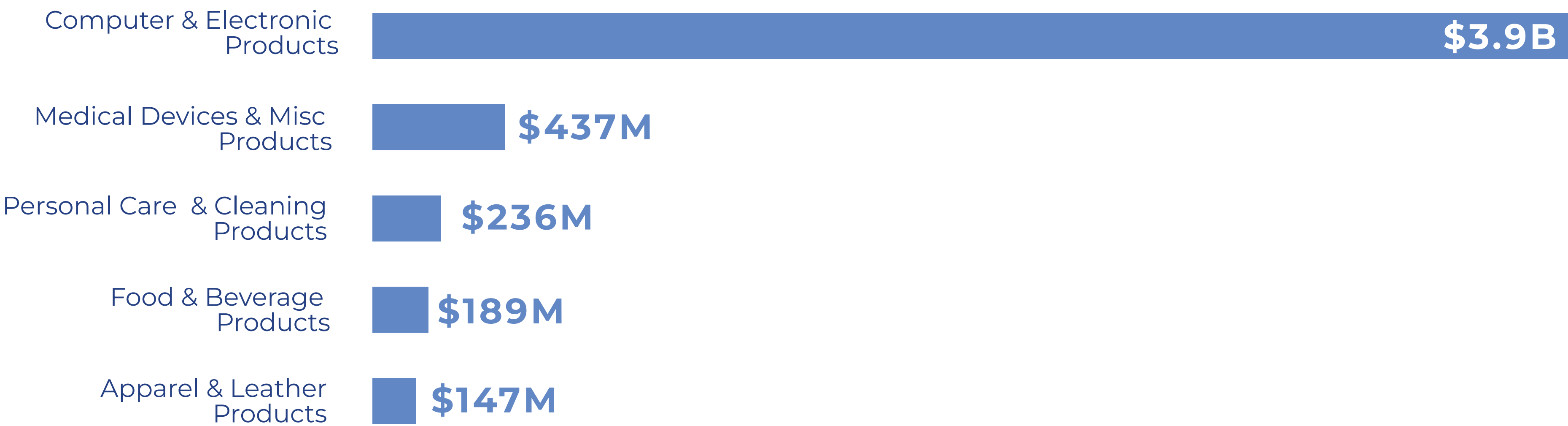


**\$1.9B**

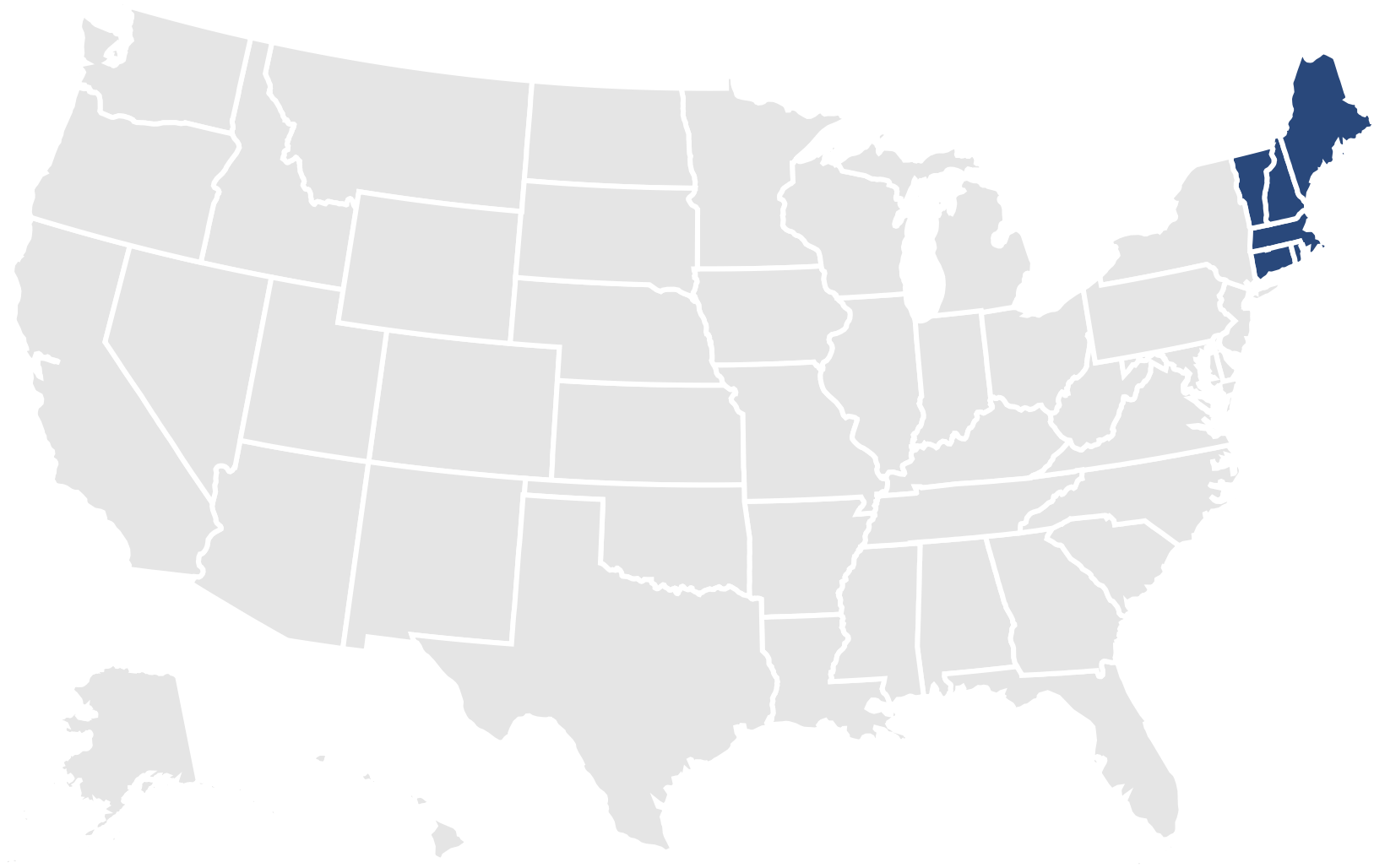
Total Wages  
Supported for  
Workers

## Manufacturers and service providers in the Mountain Division can reach over one billion consumers in China via Alibaba platforms

Output Supported by Top 5 Industries



1. Divisions defined by U.S. Census Bureau.  
2. Total output is direct, indirect, and induced sales, i.e., sales generated by U.S. brands (direct), along the supply chain due to orders from U.S. brands (indirect), and in local businesses by workers who spend wages earned from jobs supported by U.S. brands and suppliers (induced); Total value added is the contribution to GDP.  
Source: Pham, Nam D., and Mary Donovan. 2022. "Digital Commerce: Alibaba's Contributions to the U.S. Economy by State and Industry." ndp analytics.



# Alibaba's Economic Contributions in the NEW ENGLAND

## DIVISION OF THE UNITED STATES

Connecticut, Maine, Massachusetts, New Hampshire,  
Rhode Island & Vermont

Alibaba provides U.S. brands, ranging from small businesses to multinational corporations, with e-commerce platforms to sell their products to Chinese consumers. Like all cross-border trading activities, products sold in China, directly and indirectly, create positive economic effects for the economy. These sales generate billions for U.S. brands, resulting in substantial contributions to the companies along the supply chain and communities across the New England Division of the United States. <sup>1</sup>

## Sales from U.S. brands on Alibaba create ripple effects along the supply chain in the New England Division's economy

Direct, Indirect, and Induced Economic Impact, 2021



### \$7.3B

Total Output Supported  
by U.S. Brands, Their  
Suppliers & Local  
Businesses<sup>2</sup>



### \$4.5B

Total Value Added  
to the Economy



### 25K

Total Jobs  
Supported

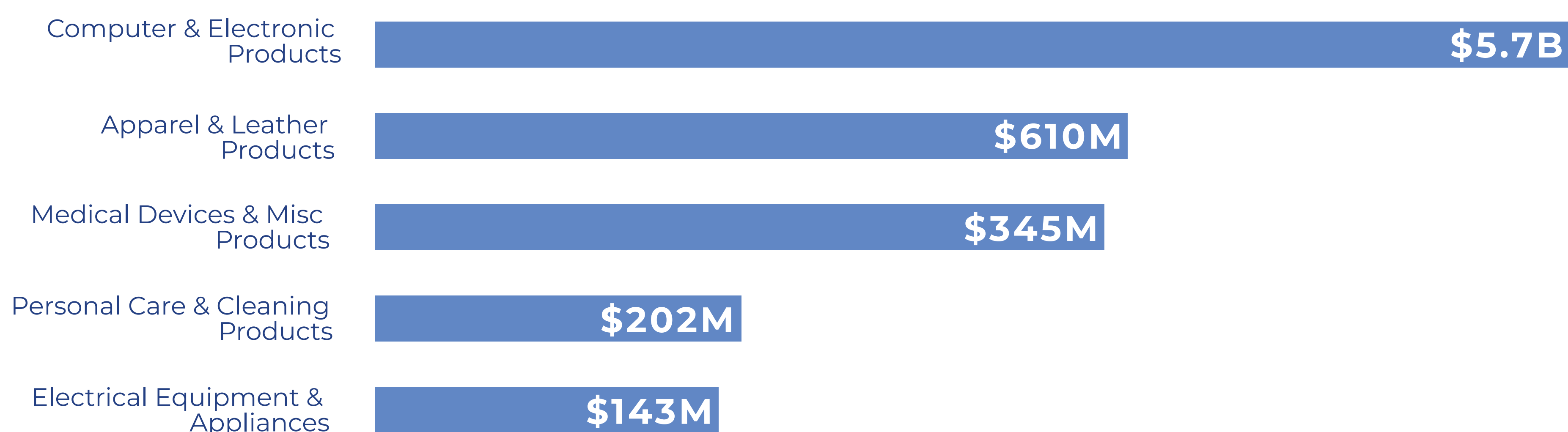


### \$2.1B

Total Wages  
Supported for  
Workers

## Manufacturers and service providers in the New England Division can reach over one billion consumers in China via Alibaba platforms

Output Supported by Top 5 Industries

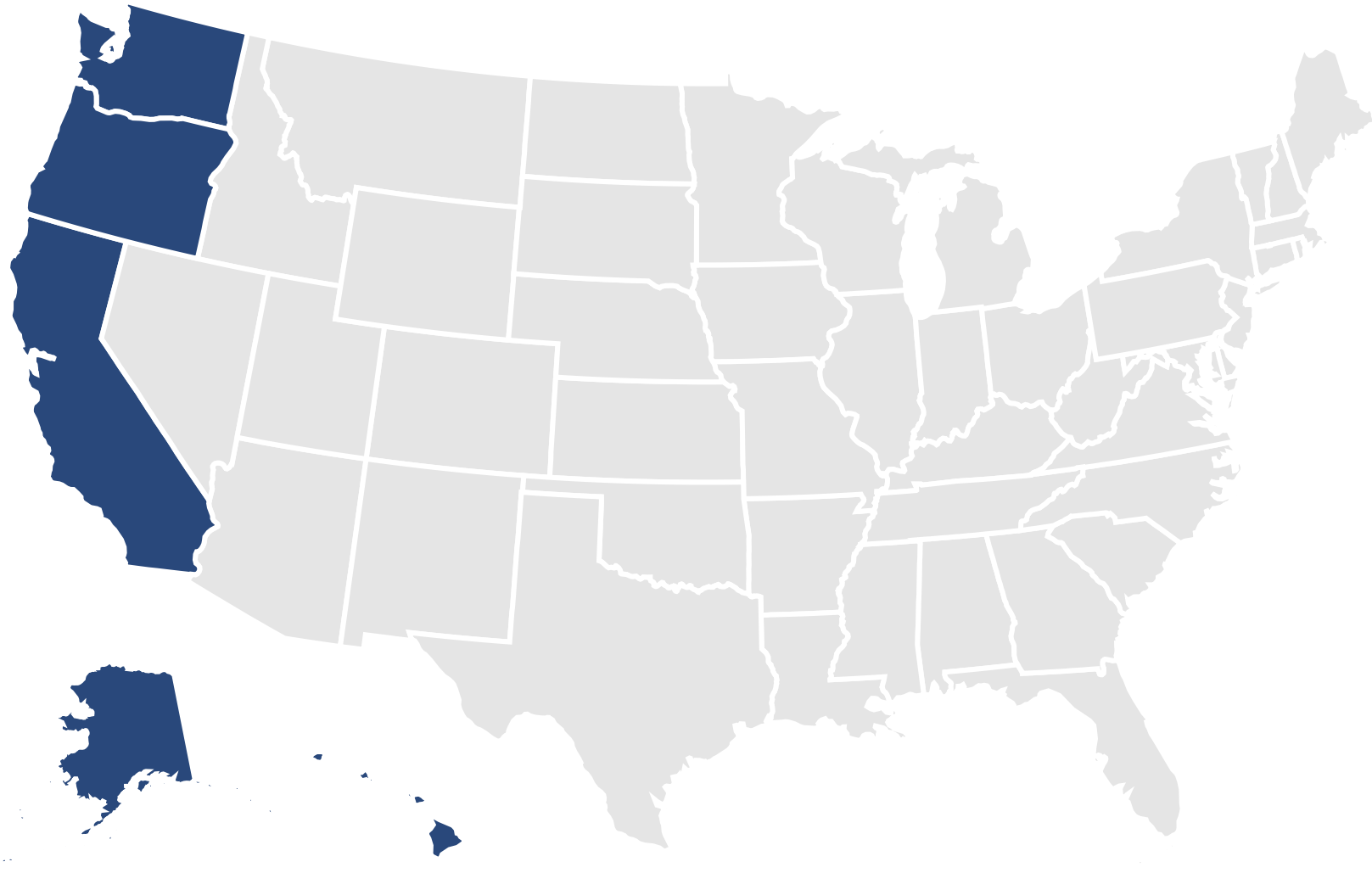


1. Divisions defined by U.S. Census Bureau.

2. Total output is direct, indirect, and induced sales, i.e., sales generated by U.S. brands (direct), along the supply chain due to orders from U.S. brands (indirect), and in local businesses by workers who spend wages earned from jobs supported by U.S. brands and suppliers (induced); Total value added is the contribution to GDP.

Source: Pham, Nam D., and Mary Donovan. 2022. "Digital Commerce: Alibaba's Contributions to the U.S. Economy by State and Industry." ndp analytics.





# Alibaba's Economic Contributions in the **PACIFIC**

## **DIVISION OF THE UNITED STATES**

Alaska, California, Hawaii, Oregon & Washington

Alibaba provides U.S. brands, ranging from small businesses to multinational corporations, with e-commerce platforms to sell their products to Chinese consumers. Like all cross-border trading activities, products sold in China, directly and indirectly, create positive economic effects for the economy. These sales generate billions for U.S. brands, resulting in substantial contributions to the companies along the supply chain and communities across the Pacific Division of the United States.

## Sales from U.S. brands on Alibaba create ripple effects along the supply chain in the Pacific Division's economy

Direct, Indirect, and Induced Economic Impact, 2021



**\$20B**

Total Output Supported  
by U.S. Brands, Their  
Suppliers & Local  
Businesses<sup>2</sup>



**\$12B**

Total Value Added  
to the Economy



**108K**

Total Jobs  
Supported

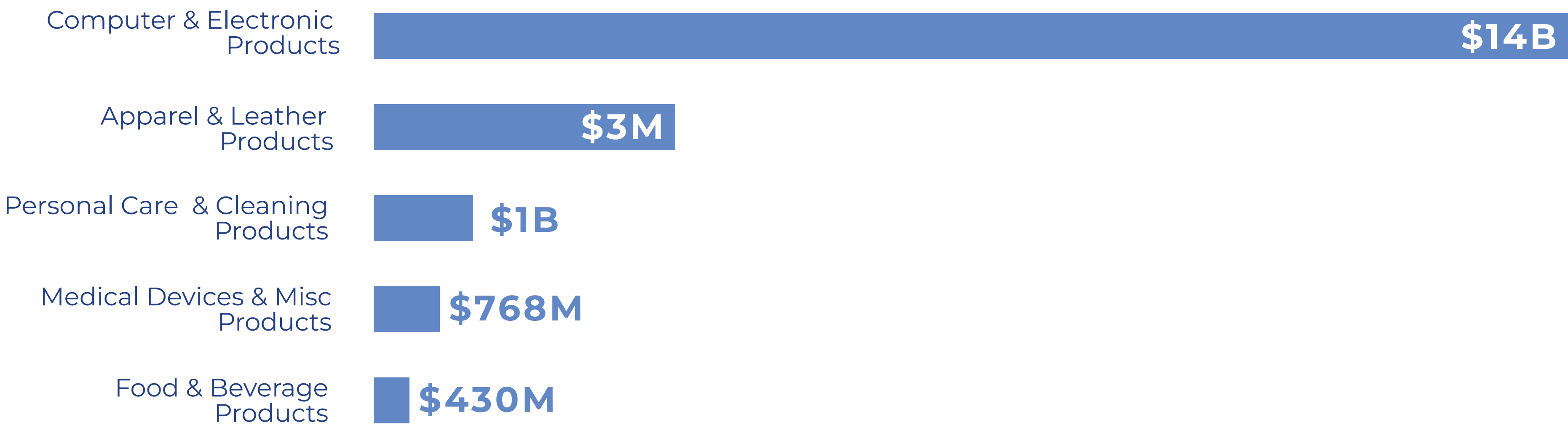


**\$12B**

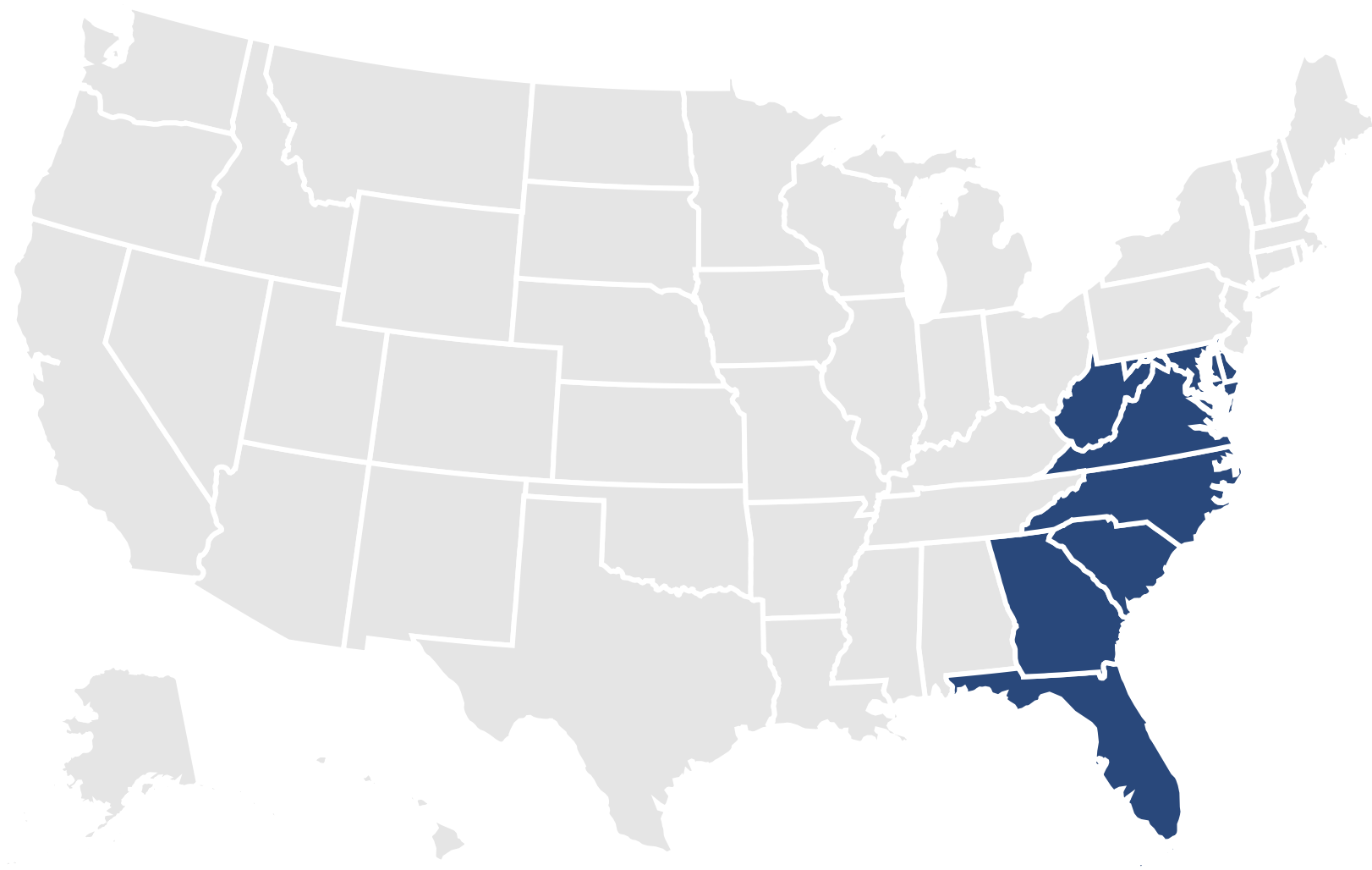
Total Wages  
Supported for  
Workers

## Manufacturers and service providers in the Pacific Division can reach over one billion consumers in China via Alibaba platforms

Output Supported by Top 5 Industries



1. Divisions defined by U.S. Census Bureau.  
2. Total output is direct, indirect, and induced sales, i.e., sales generated by U.S. brands (direct), along the supply chain due to orders from U.S. brands (indirect), and in local businesses by workers who spend wages earned from jobs supported by U.S. brands and suppliers (induced); Total value added is the contribution to GDP.  
Source: Pham, Nam D., and Mary Donovan. 2022. "Digital Commerce: Alibaba's Contributions to the U.S. Economy by State and Industry." ndp analytics.



# Alibaba's Economic Contributions in the SOUTH ATLANTIC

## DIVISION OF THE UNITED STATES

Delaware, District of Columbia, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia & West Virginia

Alibaba provides U.S. brands, ranging from small businesses to multinational corporations, with e-commerce platforms to sell their products to Chinese consumers. Like all cross-border trading activities, products sold in China, directly and indirectly, create positive economic effects for the economy. These sales generate billions for U.S. brands, resulting in substantial contributions to the companies along the supply chain and communities across the South Atlantic Division of the United States. <sup>1</sup>

## Sales from U.S. brands on Alibaba create ripple effects along the supply chain in the South Atlantic Division's economy

Direct, Indirect, and Induced Economic Impact, 2021



**\$11B**

Total Output Supported  
by U.S. Brands, Their  
Suppliers & Local  
Businesses<sup>2</sup>



**\$6B**

Total Value Added  
to the Economy



**52K**

Total Jobs  
Supported

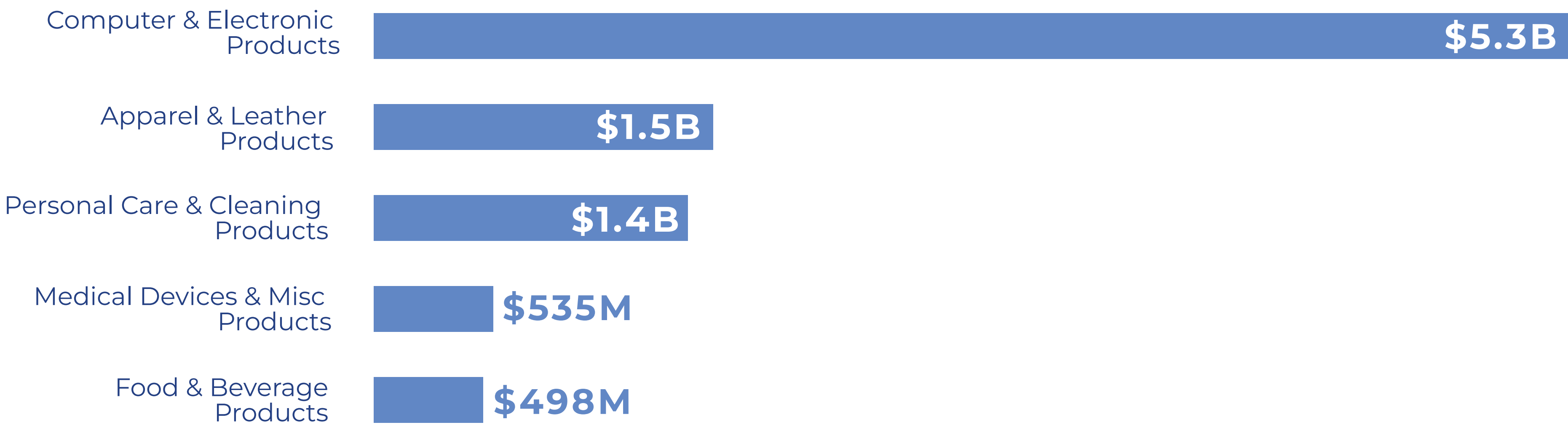


**\$3B**

Total Wages  
Supported for  
Workers

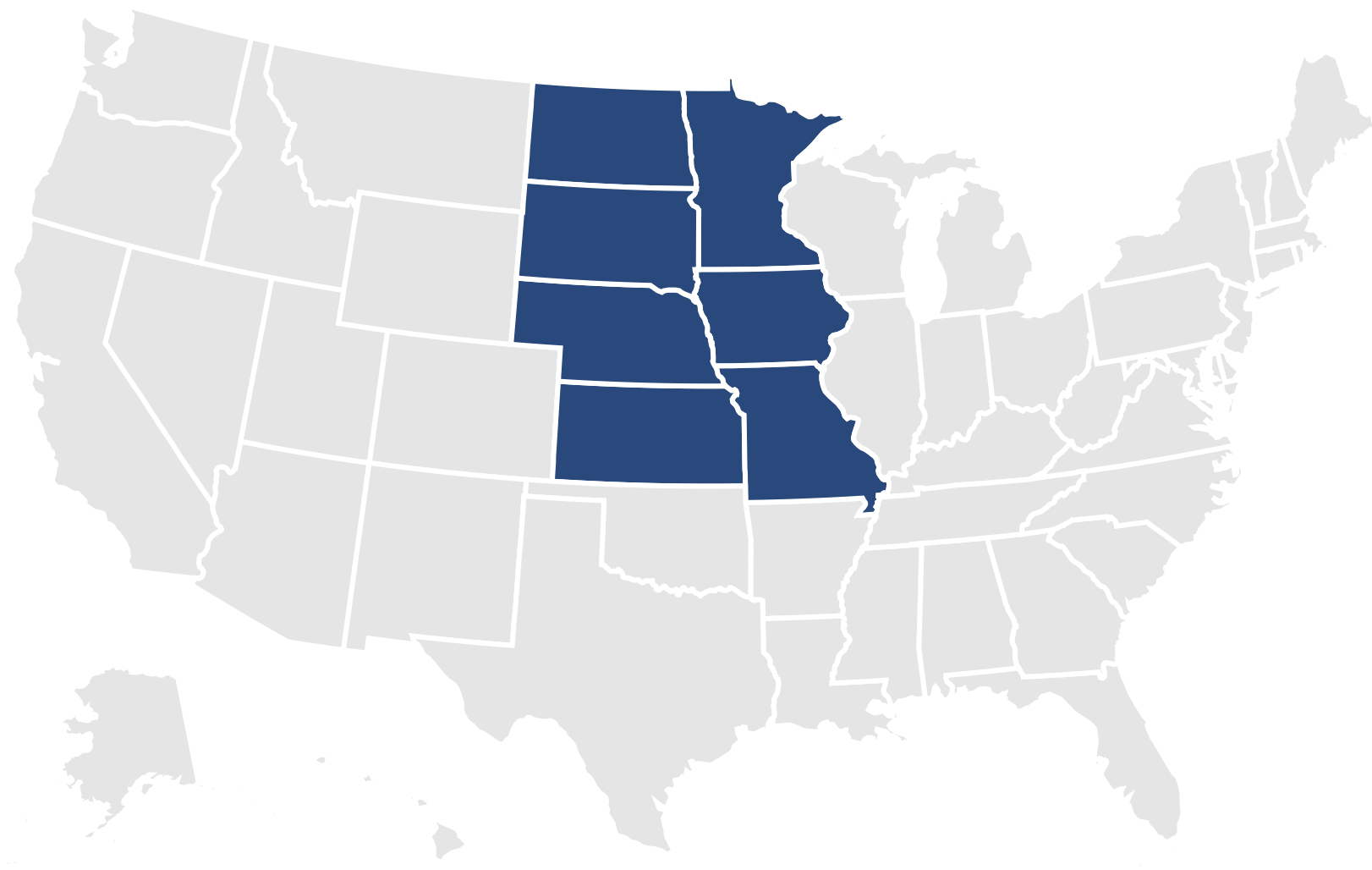
## Manufacturers and service providers in the South Atlantic Division can reach over one billion consumers in China via Alibaba platforms

Output Supported by Top 5 Industries



1. Divisions defined by U.S. Census Bureau.  
2. Total output is direct, indirect, and induced sales, i.e., sales generated by U.S. brands (direct), along the supply chain due to orders from U.S. brands (indirect), and in local businesses by workers who spend wages earned from jobs supported by U.S. brands and suppliers (induced); Total value added is the contribution to GDP.  
Source: Pham, Nam D., and Mary Donovan. 2022. "Digital Commerce: Alibaba's Contributions to the U.S. Economy by State and Industry." ndp analytics.





# Alibaba's Economic Contributions in the WEST NORTH CENTRAL DIVISION OF THE UNITED STATES

Iowa, Kansas, Minnesota, Missouri, Nebraska,  
North Dakota & South Dakota

Alibaba provides U.S. brands, ranging from small businesses to multinational corporations, with e-commerce platforms to sell their products to Chinese consumers. Like all cross-border trading activities, products sold in China, directly and indirectly, create positive economic effects for the economy. These sales generate billions for U.S. brands, resulting in substantial contributions to the companies along the supply chain and communities across the West North Central Division of the United States<sup>1</sup>.

## Sales from U.S. brands on Alibaba create ripple effects along the supply chain in the West North Central Division's economy

Direct, Indirect, and Induced Economic Impact, 2021



### \$6.7B

Total Output Supported  
by U.S. Brands, Their  
Suppliers & Local  
Businesses<sup>2</sup>



### \$3.7B

Total Value Added  
to the Economy



### 28K

Total Jobs  
Supported

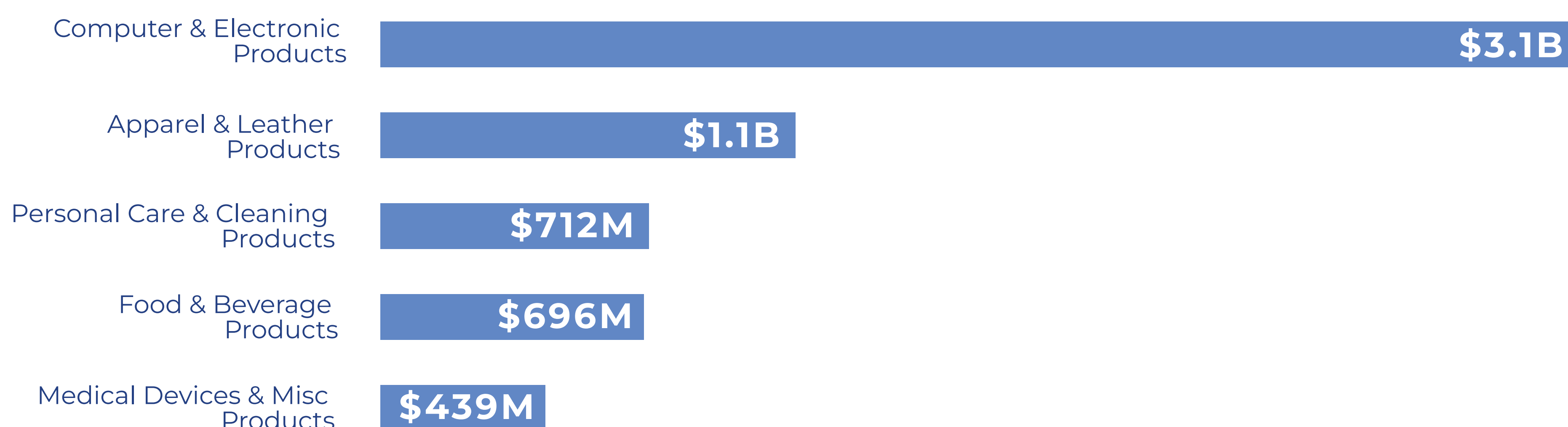


### \$1.8B

Total Wages  
Supported for  
Workers

## Manufacturers and service providers in the West North Central Division can reach over one billion consumers in China via Alibaba platforms

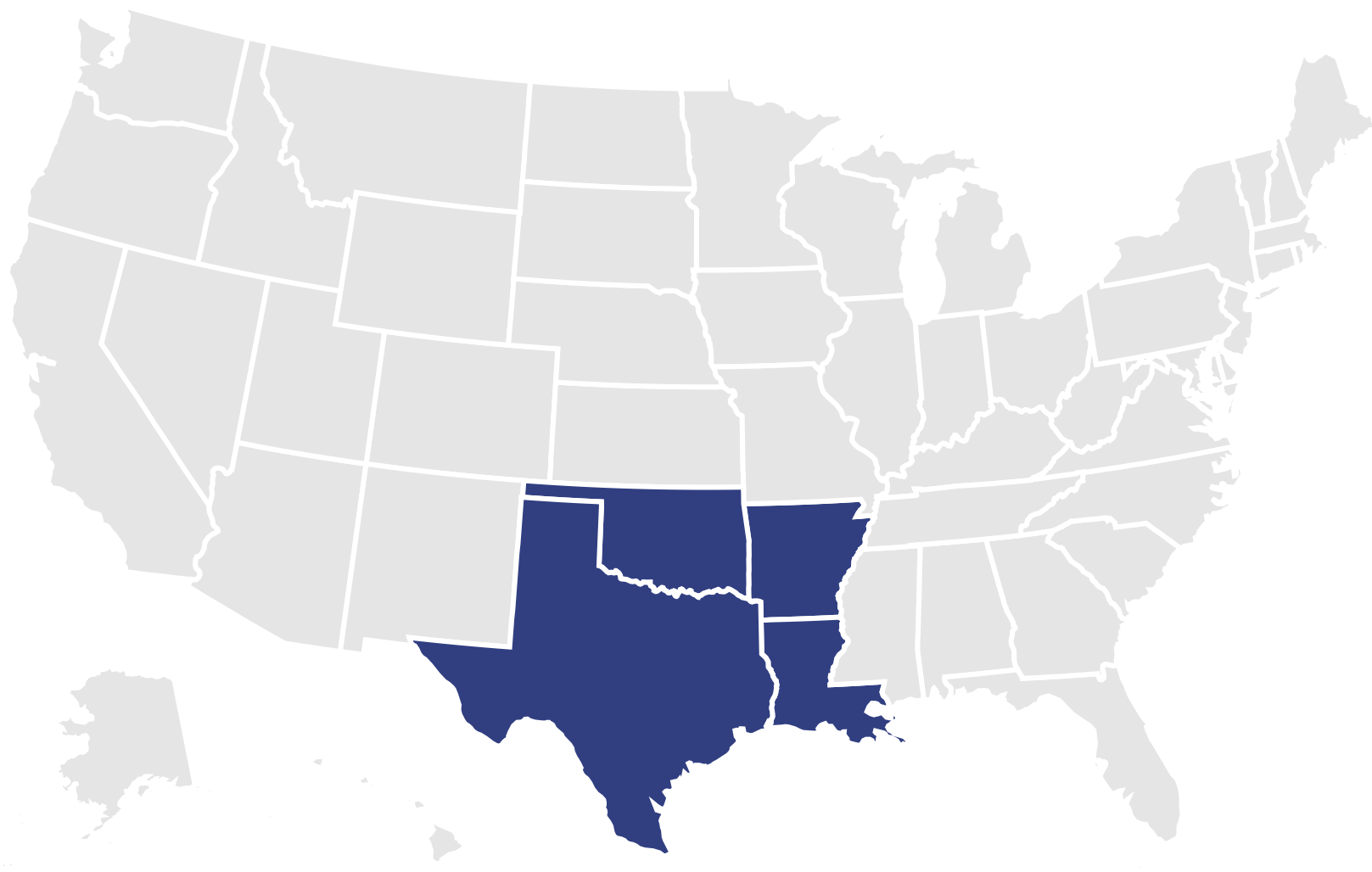
Output Supported by Top 5 Industries



1. Divisions defined by U.S. Census Bureau.

2. Total output is direct, indirect, and induced sales, i.e., sales generated by U.S. brands (direct), along the supply chain due to orders from U.S. brands (indirect), and in local businesses by workers who spend wages earned from jobs supported by U.S. brands and suppliers (induced); Total value added is the contribution to GDP.

Source: Pham, Nam D., and Mary Donovan. 2022. "Digital Commerce: Alibaba's Contributions to the U.S. Economy by State and Industry." ndp analytics.



# Alibaba's Economic Contributions in the **WEST SOUTH CENTRAL** DIVISION OF THE UNITED STATES

Arkansas, Louisiana, Oklahoma & Texas

Alibaba provides U.S. brands, ranging from small businesses to multinational corporations, with e-commerce platforms to sell their products to Chinese consumers. Like all cross-border trading activities, products sold in China, directly and indirectly, create positive economic effects for the economy. These sales generate billions for U.S. brands, resulting in substantial contributions to the companies along the supply chain and communities across the West South Central Division of the United States<sup>1</sup>.

## Sales from U.S. brands on Alibaba create ripple effects along the supply chain in the West South Central Division's economy

Direct, Indirect, and Induced Economic Impact, 2021



### \$9.7B

Total Output Supported  
by U.S. Brands, Their  
Suppliers & Local  
Businesses<sup>2</sup>



### \$5.3B

Total Value Added  
to the Economy



### 45K

Total Jobs  
Supported

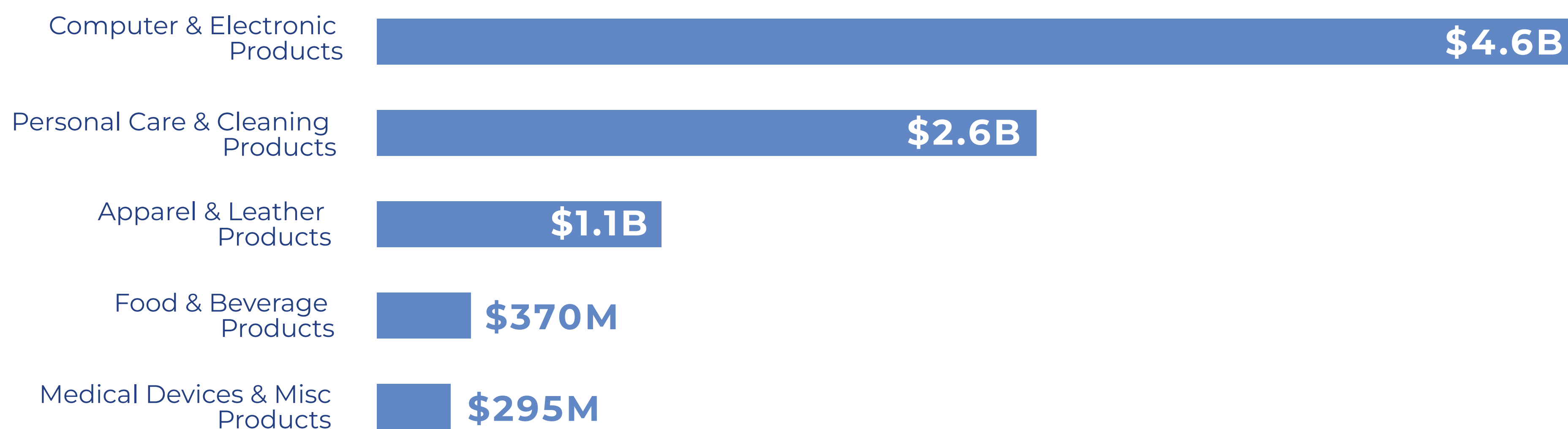


### \$3.3B

Total Wages  
Supported for  
Workers

## Manufacturers and service providers in the West South Central Division can reach over one billion consumers in China via Alibaba platforms

Output Supported by Top 5 Industries



1. Divisions defined by U.S. Census Bureau.

2. Total output is direct, indirect, and induced sales, i.e., sales generated by U.S. brands (direct), along the supply chain due to orders from U.S. brands (indirect), and in local businesses by workers who spend wages earned from jobs supported by U.S. brands and suppliers (induced); Total value added is the contribution to GDP.

Source: Pham, Nam D., and Mary Donovan. 2022. "Digital Commerce: Alibaba's Contributions to the U.S. Economy by State and Industry." ndp analytics.