

Alibaba's Economic Contributions in

UNITED STATES

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 United States.

Sales from U.S. brands on Alibaba create ripple effects along the supply chain in the U.S. economy

Direct, Indirect, and Induced Economic Impact, 2021



\$83B

Total Output Supported by U.S. Brands, Their Suppliers & Local Businesses¹



\$47B

Total Value Added to the Economy



390K

Total Jobs Supported

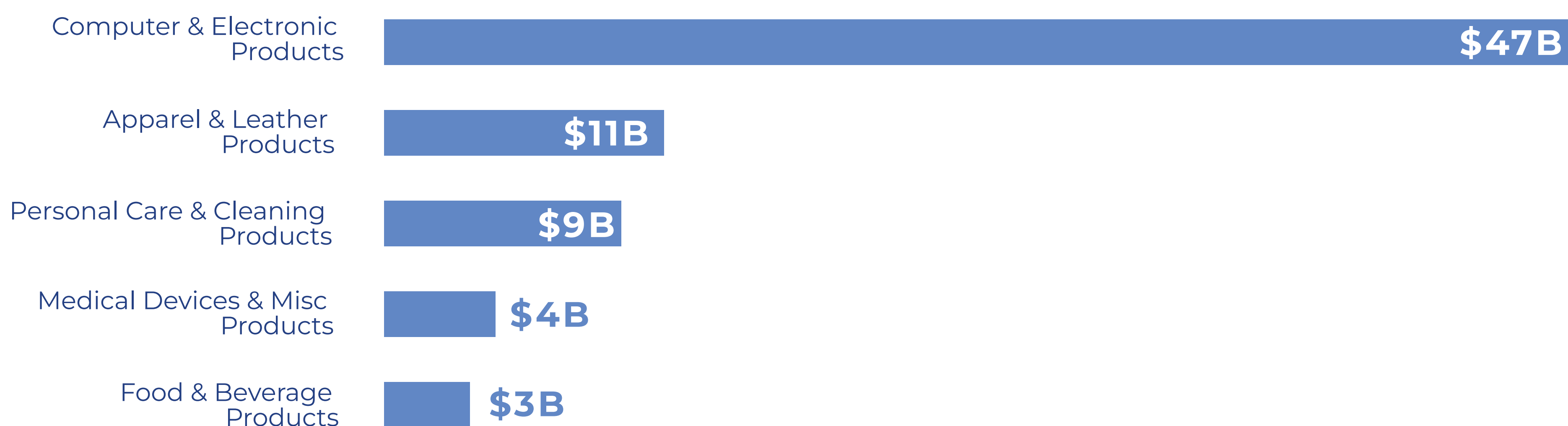


\$31B

Total Wages Supported for Workers

Manufacturers and service providers in the United States can reach over one billion consumers in China via Alibaba platforms

Output Supported by Top 5 Industries



¹. 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.