

# Alibaba's Contributions to the U.S. Economy



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 U.S. economy. These sales generate billions for U.S. brands, resulting in substantial contributions to the companies along the supply chain and communities across America.

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

Direct Economic Impact, 2020

Direct, Indirect, and Induced Economic Impacts, 2020



**\$40B**

Direct Revenue to U.S. Brands from Online Sales in China via Alibaba



**\$39B**

Total Value Added to the U.S. Economy



**256K**

Total U.S. Jobs Supported



**\$21B**

Total Wages Supported for U.S. Workers



## Alibaba helps U.S. brands increase sales in overseas markets

Growth in total sales for U.S. brands on Alibaba, 2019-20 Top 5 Industries

