



Alibaba's Economic Contributions in the

UNITED STATES

Alibaba provides U.S. brands, ranging from small businesses to multinational corporations, with e-commerce platforms to sell their products to consumers in China. 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 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, 2024



\$23.7B

Total Wages Supported
for U.S. Workers



258.1K

Total U.S. Jobs
Supported



\$42.1B

Total Value Added to
the U.S. Economy (GDP)

Alibaba provides substantial benefits to the U.S. economy

Sales on Alibaba by U.S. brands, 2024



\$53.4B
in 2024



An increase of
\$6.3B
from 2022



U.S. small businesses generate sales on Alibaba platforms



\$6.1B

Sales on Alibaba
by Small
Businesses

Source: Pham, Nam D. and Marc Dupont. 2025. "E-Commerce Expansion: Alibaba's Impact on the U.S. Economy by State and Industry." ndp | analytics.