



## 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



Total Wages Supported for U.S. Workers



**258.1K** 

Total U.S. Jobs Supported

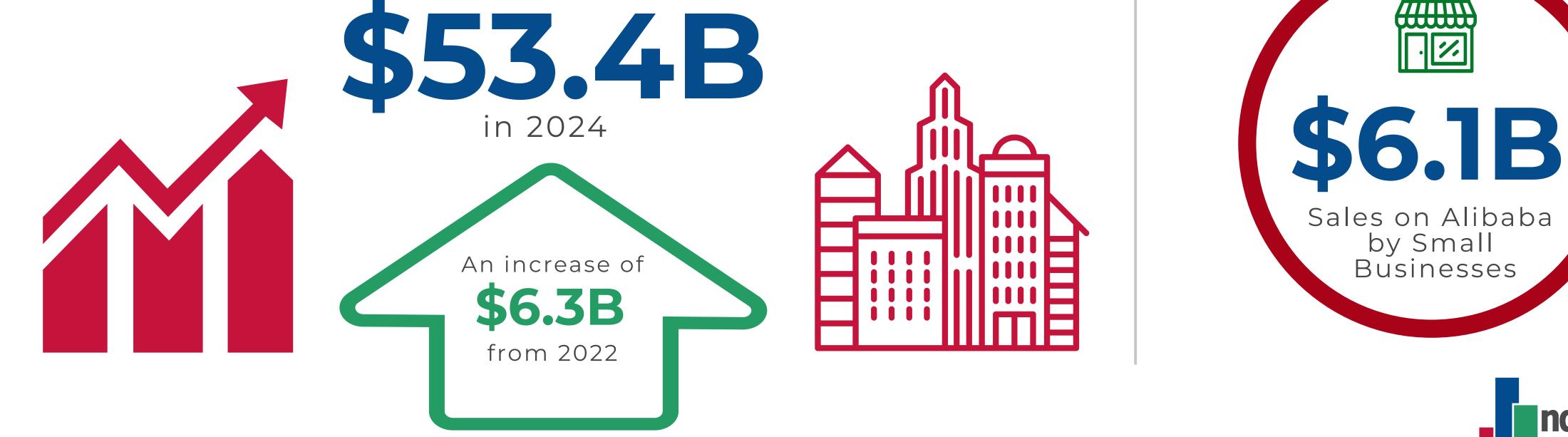


\$42.1B

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



**U.S. small** businesses generate sales on Alibaba platforms



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.