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## National Small Retailer Attitudes Survey

N Size: 1003 Small Business Retailers  
October 23 – November 5, 2024

### Key Findings

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Small business retailers employ a **variety of e-commerce and other sales channels.**

- 90% of these respondents sell on multiple e-commerce channels, and 98% sell on at least two sales channels overall. The average retailer in this survey utilizes three e-commerce and two other (primarily in-store) sales channels.

These small business retailers agree that **e-commerce marketplaces are a cost-effective way to build a retail business.**

- 90% agree that e-commerce marketplaces are a cost-effective way to sell online. (Q8)
- 85% agree that e-commerce marketplaces generate more revenue for their business than do physical stores. (Q17)
- 85% agree that the costs of doing business on e-commerce marketplaces allow them to reduce their small business expenses overall. (Q9)
- 82% agree that costs are more transparent when doing business on e-commerce marketplaces compared with other sales channels. (Q20)

Small business retailers agree that **e-commerce marketplaces help get their products in front of customers.**

- 92% of surveyed retailers agree that e-commerce marketplaces allow them to reach potential customers more easily. (Q7)
- 89% agree that e-commerce marketplaces allow them to establish credibility with potential customers. (Q14)
- 88% agree that e-commerce marketplaces give them the tools and opportunities to reach a broader market of international customers. (Q22)

Small business retailers agree that **e-commerce marketplaces provide tools and logistics services that make it easier to start and build a business.**

- 89% of respondents agree that e-commerce marketplaces provide valuable analytics tools to help run effective ad campaigns. (Q11)
- 90% agree that e-commerce marketplaces provide valuable analytics tools for launching new product lines. (Q12)
- 84% agree that AI-powered tools on e-commerce marketplaces make their businesses more effective. (Q23)

These small business retailers agree that **e-commerce marketplaces make it easier to get their products into physical stores, too.**

- 79% agree that e-commerce sales have created opportunities to get their products into physical stores. (Q16)

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**Topline Results**

		Frequency	Percentage
Q1	<i>Do you sell products or services online?</i>		
	Products only	448	45%
	Products and Services	555	55%
Q2	<i>How many people, including yourself, does your business employ?</i>		
	1-5	376	37%
	6-25	209	21%
	26-50	243	24%
	51-100	175	17%
Q3	<i>What was your business's total revenue last year?</i>		
	\$0 - \$50,000	234	23%
	\$50,001 - \$100,000	172	17%
	\$100,001 - \$250,000	111	11%
	\$250,001 - \$500,000	85	8%
	\$500,001 - \$1,000,000	142	14%
	\$1,000,001 - \$10,000,000	163	16%
	\$10,000,001 - \$50,000,000	96	10%
Q4	<i>Which sales channels have you used to sell products in the past year? (Select all that apply)</i>		
	<b>E-Commerce Marketplaces</b>		
	Amazon	657	66%
	eBay	398	56%
	Etsy	221	35%
	Mercari	115	18%
	Walmart Online Marketplace	261	30%
	Other e-commerce marketplaces	173	29%
	<b>Other Sales Channels</b>		
	Walmart (in-store)	249	28%
	Target (in-store)	166	18%
	Home improvement stores (in-store)	70	8%
	Grocery stores (in-store)	152	17%
	Drugstores (in-store)	58	6%
	Television retail channels (QVC, HSN, etc.)	57	7%
	Wholesale clubs (Costco, Sam's Club, etc.)	112	12%
	Other brick-and-mortar stores	48	7%
	I sell in my own brick-and-mortar store	82	13%
	I sell on my own website	162	31%

Q5 *What best describes your role in your company? (Select one)*

Owner/Operator	751	75%
Executive (CEO, President, COO, etc.)	143	14%
Sales & Marketing (director or above)	109	11%

Q6 *What types of products do you sell online? (Select all that apply)*

Automotive	84	10%
Beauty products	215	27%
Business products or equipment	133	19%
Clothing, shoes, jewelry, or watches	345	49%
Consumable goods (toiletries, disposable products, etc.)	154	17%
Consumer digital products (e-books, music, videos, etc.)	167	22%
Consumer electronics	174	22%
Food or groceries	153	18%
Health (including supplements)	117	14%
Home goods	192	27%
Pet products and supplies	111	14%
Sports and outdoors	133	16%
Toys	113	15%
Other	68	7%

Q7 *Please tell us your level of agreement with the following statement about E-commerce marketplaces: They allow me to reach potential customers more easily.*

Strongly agree	509	51%
Somewhat agree	408	41%
Somewhat disagree	62	6%
Strongly disagree	24	2%

Q8 *Please tell us your level of agreement with the following statement about E-commerce marketplaces: They are a cost-effective way to sell my products online.*

Strongly agree	481	48%
Somewhat agree	417	42%
Somewhat disagree	79	8%
Strongly disagree	26	3%

Q9 *Please tell us your level of agreement with the following statement about E-commerce marketplaces: Their costs allow my business to reduce overall expenses that I would otherwise incur (order fulfillment, payment processing, advertising, etc.).*

Strongly agree	385	38%
Somewhat agree	467	47%
Somewhat disagree	121	12%
Strongly disagree	30	3%

Q10 *Please tell us your level of agreement with the following statement about E-commerce marketplaces: They allow me to focus more on growing my business than on tedious and time-consuming tasks.*

Strongly agree	427	43%
Somewhat agree	457	46%
Somewhat disagree	93	9%
Strongly disagree	26	3%

Q11 *Please tell us your level of agreement with the following statement about E-commerce marketplaces: They provide valuable analytics tools to help me run effective ad campaigns.*

Strongly agree	419	42%
Somewhat agree	473	47%
Somewhat disagree	84	8%
Strongly disagree	27	3%

Q12 *Please tell us your level of agreement with the following statement about E-commerce marketplaces: They provide valuable analytics tools to help me launch new product lines.*

Strongly agree	412	41%
Somewhat agree	487	49%
Somewhat disagree	76	8%
Strongly disagree	28	3%

Q13 *Please tell us your level of agreement with the following statement about E-commerce marketplaces: It is harder to handle logistics (shipping, order management, payment processing, returns management, etc.) on e-commerce marketplaces than selling on my own.*

Strongly agree	229	23%
Somewhat agree	314	31%
Somewhat disagree	294	29%
Strongly disagree	166	17%

Q14 *Please tell us your level of agreement with the following statement about E-commerce marketplaces: Using them helps me establish my business as a legitimate, credible business with potential customers.*

Strongly agree	480	48%
Somewhat agree	414	41%
Somewhat disagree	81	8%
Strongly disagree	28	3%

Q15 *Please tell us your level of agreement with the following statement about E-commerce marketplaces: It is more difficult to launch a business on e-commerce marketplaces than in physical stores.*

Strongly agree	223	22%
Somewhat agree	282	28%
Somewhat disagree	249	25%
Strongly disagree	249	25%

Q16 *Please tell us your level of agreement with the following statement about E-commerce marketplaces: E-commerce sales have created opportunities to get my products into physical stores.*

Strongly agree	360	36%
Somewhat agree	428	43%
Somewhat disagree	156	16%
Strongly disagree	59	6%

Q17 *Please tell us your level of agreement with the following statement about E-commerce marketplaces: They generate more revenue for my business than offline sales.*

Strongly agree	441	44%
Somewhat agree	413	41%
Somewhat disagree	119	12%
Strongly disagree	30	3%

Q18 *Please tell us your level of agreement with the following statement about E-commerce marketplaces: There are fewer e-commerce channels available now than when I started my business.*

Strongly agree	228	23%
Somewhat agree	294	29%
Somewhat disagree	270	27%
Strongly disagree	211	21%

Q19 *Please tell us your level of agreement with the following statement about E-commerce marketplaces: Their faster delivery options don't increase online sales of my products.*

Strongly agree	279	28%
Somewhat agree	342	34%
Somewhat disagree	247	25%
Strongly disagree	135	13%

Q20 *Please tell us your level of agreement with the following statement about E-commerce marketplaces: Fees are more transparent on e-commerce marketplaces than on other channels.*

Strongly agree	339	34%
Somewhat agree	480	48%
Somewhat disagree	147	15%
Strongly disagree	37	4%

Q21 *Please tell us your level of agreement with the following statement about E-commerce marketplaces: They allow me to be nimbler and more flexible in growing my business compared with other channels.*

Strongly agree	430	34%
Somewhat agree	474	48%
Somewhat disagree	73	15%
Strongly disagree	26	4%

Q22 *Please tell us your level of agreement with the following statement about E-commerce marketplaces: They give me the tools and opportunities reach a broader market of international customers.*

Strongly agree	466	46%
Somewhat agree	425	42%
Somewhat disagree	82	8%
Strongly disagree	30	3%

Q23 *Please tell us your level of agreement with the following statement about E-commerce marketplaces: The artificial intelligence-powered tools that they offer help make my business more effective.*

Strongly agree	380	38%
Somewhat agree	458	46%
Somewhat disagree	126	13%
Strongly disagree	39	4%

Q24

*Which sales channel gives you the most exposure to new customers? (select one)*  
 ## This question was offered only to the 872 respondents who selected more than one sales channel in response to Question 4. Percentage distributions shown are calculated based on the 872 respondents who received this question. ##

<b>E-Commerce Marketplaces</b>		
Amazon	324	37%
eBay	148	17%
Etsy	93	10%
Mercari	24	3%
Walmart Online Marketplace	35	4%
Other e-commerce marketplaces	68	8%
<b>Other Sales Channels</b>		
Walmart (in-store)	47	5%
Target (in-store)	21	2%
Home improvement stores (in-store)	6	1%
Grocery stores (in-store)	30	3%
Television retail channels (QVC, HSN, etc.)	3	0%
Wholesale clubs (Costco, Sam's Club, etc.)	7	1%
I sell in my own brick-and-mortar store	22	2%
I sell on my own website	44	5%

Q25

*In the past year, which sales channel generated the highest total revenue for your business? (select one)*  
 ## This question was offered only to the 872 respondents who selected more than one sales channel in response to Question 4. Percentage distributions shown are calculated based on the 872 respondents who received this question. ##

<b>E-Commerce Marketplaces</b>		
Amazon	288	33%
eBay	147	17%
Etsy	87	10%
Mercari	22	3%
Walmart Online Marketplace	40	5%
Other e-commerce marketplaces	76	9%
<b>Other Sales Channels</b>		
Walmart (in-store)	38	4%
Target (in-store)	22	3%
Home improvement stores (in-store)	9	1%
Grocery stores (in-store)	30	3%
Drugstores (in-store)	4	0%
Television retail channels (QVC, HSN, etc.)	3	0%
Wholesale clubs (Costco, Sam's Club, etc.)	12	1%
Other brick-and-mortar stores	6	1%
I sell in my own brick-and-mortar store	25	3%
I sell on my own website	63	7%

Q26

*Which sales channel has the most transparent costs? (select one)*

*## This question was offered only to the 872 respondents who selected more than one sales channel in response to Question 4. Percentage distributions shown are calculated based on the 872 respondents who received this question. ##*

<b>E-Commerce Marketplaces</b>		
Amazon	289	33%
eBay	145	17%
Etsy	82	9%
Mercari	22	3%
Walmart Online Marketplace	49	6%
Other e-commerce marketplaces	56	6%
<b>Other Sales Channels</b>		
Walmart (in-store)	40	5%
Target (in-store)	14	2%
Home improvement stores (in-store)	6	1%
Grocery stores (in-store)	29	3%
Drugstores (in-store)	7	1%
Television retail channels (QVC, HSN, etc.)	4	0%
Wholesale clubs (Costco, Sam's Club, etc.)	12	1%
Other brick-and-mortar stores	4	0%
I sell in my own brick-and-mortar store	34	4%
I sell on my own website	79	9%



Q27

*When thinking about all revenue generated across sales channels and costs associated with those sales (e.g., order fulfillment, customer acquisition, customer service and returns, marketing and ads, inventory management, business analytics, payment processing, etc.), which sales channel provides the best overall value to your business? (select one)*

*## This question was offered only to the 872 respondents who selected more than one sales channel in response to Question 4. Percentage distributions shown are calculated based on the 872 respondents who received this question. ##*

<b>E-Commerce Marketplaces</b>		
Amazon	312	36%
eBay	135	16%
Etsy	78	9%
Mercari	18	2%
Walmart Online Marketplace	33	4%
Other e-commerce marketplaces	63	7%
<b>Other Sales Channels</b>		
Walmart (in-store)	52	6%
Target (in-store)	14	2%
Home improvement stores (in-store)	10	1%
Grocery stores (in-store)	29	3%
Drugstores (in-store)	5	1%
Television retail channels (QVC, HSN, etc.)	7	1%
Wholesale clubs (Costco, Sam's Club, etc.)	17	2%
Other brick-and-mortar stores	2	0%
I sell in my own brick-and-mortar store	29	3%
I sell on my own website	68	8%

Q\_DEM1

*How did you initially fund your business? (Select all that apply)*

Founder's personal funds	544	54%
Founder's friends and family	274	27%
Bank loan	301	30%
Government-backed small business grant program	126	13%
Venture capital	90	10%
Crowd funding (Kickstarter, etc.)	82	10%
Financing offered by e-commerce marketplaces (merchant cash advance, traditional loans, etc.)	128	13%
Unsecured debt (credit cards, etc.)	122	12%
Other	21	5%
Unsure/was not involved in securing funding	13	2%

**Q\_DEM2** *What is your employment situation? (Select one)*

My online business is my sole employment	633	63%
I own or operate more than one online business	149	15%
I work another full-time job in addition to my online business	151	15%
I work another part-time job in addition to my online business	70	7%

**Q\_DEM3** *For how long have you been in business? (Select one)*

Less than 1 year	77	8%
1- less than 3 years	310	31%
3- less than 5 years	343	35%
5- less than 10 years	189	19%
10+ years	84	8%

**Q\_DEM4** *For how long have you sold products online? (Select one)*

Less than 1 year	74	7%
1- less than 3 years	325	32%
3- less than 5 years	349	35%
5- less than 10 years	176	18%
10+ years	79	8%

**Q\_DEM5** *What best describes your gender? (Select one)*

Male	588	59%
Female	408	41%
Nonbinary	5	0%
Other	2	0%
Prefer not to say	0	0%

**Q\_DEM5** *What best describes you? (Select all that apply)*

American Indian or Alaska Native	14	2%
Asian	18	3%
Black or African American	238	24%
Hispanic or Latino	88	9%
Middle Eastern or North African	1	0%
Native Hawaiian or Pacific Islander	3	0%
White	677	68%
Other	3	1%
Prefer not to say	0	0%

Q\_DEM6

*What is your age?*

18-25	123	12%
26-35	295	29%
36-45	378	38%
46-60	171	17%
61-70	32	3%
71+	4	0%

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### **About This Study**

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Sample size: 1,003

Audience: B2B, Small Business Retailers

Field dates: October 23, 2024 – November 5, 2024

Eligibility: Eligible small business retailers for this survey were owners, operators, executives, and senior sales and marketing professionals who reported using the internet to sell products online, at companies with 100 or fewer employees and less than \$50 million in total revenue last year.

Other notes: No post-hoc weights were applied to the data, and findings reflect the opinion of these respondents only.