

# why it's so hard to boycott amazon

Amazon is a market giant in the US, shipping 608 million packages a year. However, it's been trailed by claims of worker abuse and strikes. Boycotts have been suggested, but not done much. Why?

It makes up **38%** of the e-commerce market. That's



**68%**

of online books, music, and video



**45%**

of online toys and games



**46%**

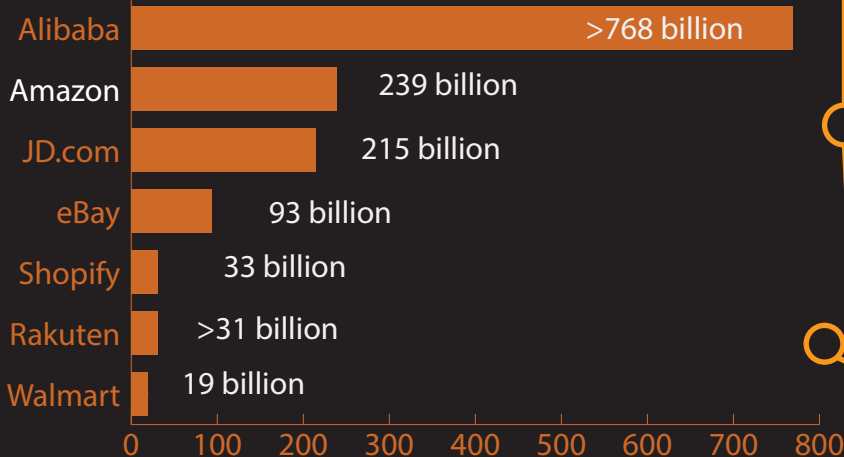
of online computers, electronics



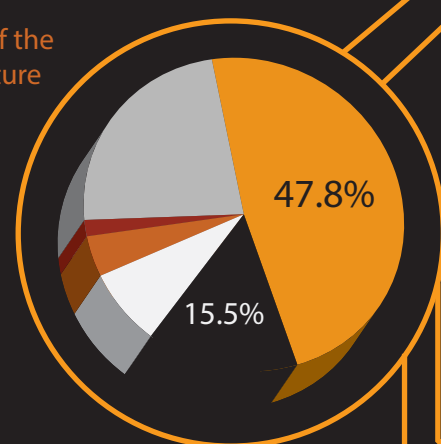
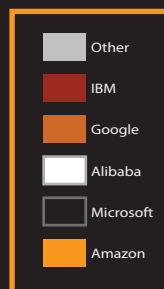
**34%**

of online furniture sales

Online retailers worldwide by GMV (gross merchandise value) - by billions



Amazon's share of the cloud infrastructure online



It makes up more of the internet than you could guess.

AWS - Amazon Web Services - hosts a majority of the public cloud infrastructure market. It holds about 47.8% of the market. Its biggest competitors are Microsoft, at 15.5%, and Alibaba at 7.7%.

AWS provides cloud services for:



In AWS's own words, they have "millions of active customers and tens of thousands of partners globally."



Amazon also lays claim to over 40 subsidiaries, including:



2009



2013



2014



2017



2019