



Retail is Everywhere

By NetChoice



Correcting The Record



Myth: A few large retailers dominate the retail sector.

Fact: For every dollar consumers spend, 75 cents go to retailers outside of the five largest retailers.

Fact: 99.9% of U.S. businesses are small businesses. **[SBEC]**



Myth: Small businesses are most worried about competition from larger retailers.

Fact: New small business owners consider inflation, access to capital, and President Biden's policies to be the top three impediments to their businesses. **[SBEC]**



Myth: Banning retailers of a certain size from acquiring companies that provide similar or competing services will benefit startups.

Fact: Between 2008 and 2018, **90%** of startup "exits" occurred through acquisitions, and half of current startup executives have stated that their primary goal is, in fact, to be acquired.



Myth: Large retailers like Amazon prevent small retailers from succeeding.

Fact: In 2020, Amazon spent more than **\$18 billion** on learning tools (e.g., Amazon Small Business Academy) for small and mid-sized sellers. **Nearly 60%** of Amazon's sales are from small and medium-sized businesses.



Myth: The American Innovation and Choice Online Act (S. 2992) is good for the U.S. economy.

Fact: S. 2992, which would prohibit a handful of companies from promoting their own products and services, would cost the U.S. economy **\$319 billion** – much of which would ultimately be borne by small businesses and consumers.



Myth: Brick-and-mortar businesses can't compete with online commerce.

Fact: The average small and mid-sized seller uses five sales methods, mixing both online and offline channels. Physical stores are the most common method (**79%**).



Myth: Consumers want the government to intervene to regulate the retail sector.

Fact: Small businesses worry government policies will hurt sales. Respondents are most concerned with losing access to free services, and an increased cost to access and retain customers. **[SBEC]**

Fact: **80%** of consumers believe retailers should be treated equally.



Myth: Since COVID, most consumers now shop online.

Fact: Online sales account for less than 15% of all retail sales. **[U.S. Census Bureau]**

Fact: Shoppers are using a mix of both online and offline channels to conduct research, compare prices, and select the fulfillment option that is most convenient to them for each purchase. **[Deloitte]**