

LIFESTYLE

HOW TO SHOP SMALL BUSINESSES ONLINE FOR SMALL BUSINESS SATURDAY 2023

Move over, big box retailers.



Written by [Kaleb A. Brown](#), News Staff Writer who ties events you care about to products you need.
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As November draws to a close, we enter the peak shopping weekend of the year, wherein **Black Friday** and **Cyber Monday** attract shoppers all over the country looking for the perfect gift at a deep discount.

A fun alternative to shopping at major retailers is shopping at local small businesses. That's why smack-dab in the middle of "Cyber Weekend" falls Small Business Saturday, a day dedicated to shopping local and boosting the economy. Though shopping in stores can be magical this time of year, you don't have to go physically into a store to shop small. Here's everything to know about Small Business Saturday 2023, including what it is and how to shop it online.

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What is Small Business Saturday?

Small Business Saturday is a day dedicated to celebrating and supporting small businesses by highlighting their charm and giving them your patronage. It was **founded** by American Express in 2010 and has been endorsed by the Small Business Association since 2011. It has become an integral part of small businesses' busiest shopping season.

When is Small Business Saturday 2023?

Small Business Saturday is observed annually the day after **Black Friday**, a shopping day in which shoppers tend to flock to big box retailers. This year, Small Business Saturday falls on **Saturday, November 25**.

How to find small businesses online

Google's new small business filter

This year, thanks to Google, **it'll be easier than ever to find local businesses online**. When you search for products on Google Shopping or look for businesses on Google Maps, you'll be able to use a filter to find stores and sellers that have the "small business" attribute. This attribute can apply to e-commerce stores, local businesses, and sellers on marketplaces like **eBay** and **Amazon**.

Though these filters are not yet available, they will be useable by Small Business Saturday this year and beyond. In the meantime, there are tons of small shops you can support right now.

Etsy

If you're looking to support a small store online, your first stop should be Etsy. Think of Etsy as the Amazon of small sellers. It offers a variety of products, both handmade and used. Whether you're looking for a hand-woven rug, pins for a backpack bag, or a custom flag, there'll be a seller on Etsy who has the business you're looking for. When you shop at Etsy, you know your money is going to a smaller business that will no doubt appreciate your support.

[Shop Etsy](#)

Amazon Support Small

While Etsy is the Amazon of small stores, Amazon itself has options for finding small stores as well. Amazon Support Small is a filter that, as the name suggests, helps buyers find smaller businesses to support during their next Amazon shopping session. There are further filters on Amazon Support Small, allowing you to shop from small stores in specific categories such as groceries, toys, clothing, and electronics. There are yet even more ways to support specific stores by filtering your search by owner such as Black-owned stores, LGBTQ+-owned stores, and military family-run stores.

[Shop Amazon Support Small](#)

Shop Goldbelly

If your stomach's rumbling and you find yourself day-dreaming about a meal you once had, chances are that no matter what U.S. state you got it from, you can get it shipped to your door using **Goldbelly**. Goldbelly is a way to shop small, local restaurants no matter where you are located, and where you're seeking your cuisine from. If you've got a hankering for genuine Detroit pizza but live in a small town in Iowa, there's no need to worry. With Goldbelly, your culinary dreams can come true. Plus, it's a great way to try new foods and reconnect with old favorites, all while supporting small businesses.

[Shop Goldbelly](#)

Bookshop.org

For all you **bookworms** out there (and for those shopping for one), Bookshop.org is a great way to support small businesses while you're looking for books. It's an online book retailer that gives all of its profits to a local bookstore of your choosing. Even if you don't choose a specific store, the profit is put into a pool that's split evenly among Bookshop.org's participating bookstores. If you'd like to shop for a new book while supporting small stores, consider checking out Bookshop.org.

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