

Memphis one of most enterprising cities for small businesses

By [Elle Perry](#) – Digital Producer, Memphis Business Journal | June 26, 2017

According to a report from an e-commerce software company, Memphis is the third most enterprising city for small- and medium-sized businesses.

Volusion's Top Enterprising Cities list ranked areas according to their volume of small- and medium-sized merchants during the first half of 2018, based on data from 30,000 merchants using its platforms. After adjusting the data per capita, the company found that Scottsdale was No. 1, followed by Miami, Memphis, Austin and Atlanta.

In Memphis, the most successful business categories, based on average revenue, were industrial equipment, home and garden and health and beauty.

The Austin-based company also found that the most successful category by average revenue was health and beauty, the only top category that appeared across all top 10 cities.

“We have our finger on the pulse of what’s shaping small- and mid-sized businesses nationwide and we’ve seen a boom in online stores focused on health and beauty, as entrepreneurs understand consumers are adopting healthier habits and looking for beauty and wellness products that are actually good for them,” said [Kevin Sproles](#), CEO and founder of Volusion. “Every city in this year’s Top Enterprising Cities list is on the health and wellness kick, and it’s great to see new towns with a surge in entrepreneurship, including this year’s top five – Scottsdale, Miami, Memphis, Austin and Atlanta.”

Volusion’s top 10 entrepreneurial cities by volume of merchants and most successful business categories based on average revenue:

1. Scottsdale: automotive, health and beauty, home and garden
2. Miami: apparel, home and garden, health and beauty
- 3. Memphis: industrial equipment, home and garden, health and beauty**
4. Austin: health and beauty, apparel, sporting goods
5. Atlanta: apparel, sporting goods, health and beauty
6. Las Vegas: health and beauty, apparel, sporting goods
7. Orlando: apparel, automotive, health and beauty
8. Irvine, California: health and beauty, apparel, sporting goods
9. Tampa: sporting goods, music/books/DVDs, health and beauty
10. Reno: electronics, health and beauty, business services