

Stores Offering Country-of-Origin Shopping Options

Consumers increasingly seek greater transparency about where products are manufactured, where businesses are located, and where merchandise is shipped from. Several online marketplaces already provide geographic shopping options, demonstrating that country-of-origin filtering is a practical feature that can support informed purchasing decisions.

1. Faire

Country-of-origin filtering available

Faire offers several geographic shopping filters, including:

- **Made in:** Identifies where products are manufactured.
- **Based in:** Identifies where businesses are located.
- **Ships from:** Identifies where merchandise is shipped from.

Faire primarily serves wholesale buyers and businesses rather than individual retail consumers.

Website: <https://www.faire.com/>

2. OriginSelect Global

Geographic business-location filtering available

OriginSelect Global allows consumers to discover businesses and products by country, state, or province, particularly among American and Canadian brands.

Its geographic filters primarily identify business locations and do not necessarily establish where products are manufactured.

Website: <https://www.originselect.com/>

3. BuyAmerican.com

American-made product marketplace

BuyAmerican.com specializes in American-made merchandise and promotes domestic manufacturing.

Its sourcing classifications distinguish between products manufactured domestically, products assembled domestically, and products containing imported components.

Website: <https://buyamerican.com/>

4. MadeInUSA.com

American-manufactured product marketplace

MadeInUSA.com is dedicated to promoting products manufactured in the United States.

The marketplace focuses on American manufacturing and country-of-origin identification, providing consumers with an alternative to general online marketplaces.

Website: <https://madeinusa.com/>

Country-of-Origin Filtering for Amazon

An independent Chrome browser extension called **Amazon Country of Origin Filter** claims to allow shoppers to filter Amazon search results according to manufacturing country.

The extension is not operated by Amazon, and its accuracy and reliability should be independently verified.

Chrome Web Store:

<https://chromewebstore.google.com/detail/amazon-country-of-origin/ckefnkgcodnhjboblidglaplcldaiojj>

A Proposal for Greater Consumer Choice and Transparency

Major online retailers, including Amazon, Walmart, Target, and eBay, could improve the shopping experience by introducing comprehensive country-of-origin filters.

Faire demonstrates that geographic product filtering is already being used in online commerce. Similar functionality could be expanded to major consumer marketplaces.

A comprehensive filtering system could allow consumers to:

1. Select products manufactured in specific countries.
2. Select multiple preferred manufacturing countries, including the United States, Canada, France, Germany, Italy, and Japan.
3. Exclude products manufactured in countries they do not wish to purchase from.
4. Identify where businesses are headquartered.
5. Identify where merchandise is shipped from.
6. Distinguish between domestic manufacturing, domestic assembly, and products containing imported components.
7. Make informed purchasing decisions based on transparent, verifiable manufacturing information.

A Call for Country-of-Origin Shopping Filters

Consumers should have the ability to determine which countries they wish to support through their purchases.

Country-of-origin shopping filters would provide greater transparency, encourage informed consumer decisions, and allow individuals to support domestic industries, international trading partners, and manufacturers that align with their purchasing preferences.

Online retailers should provide clear, accessible, and reliable country-of-origin filters that allow shoppers to select or exclude manufacturing countries according to their individual preferences.

This proposal supports consumer choice, manufacturing transparency, and greater accountability across online marketplaces.