



NEWS RELEASE

U.S. Tech Company Coupang Inc. Named to 2026 Fortune Global 500™ for the First Time, Bolstered by AI-Powered Global Commerce Investments

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The milestone recognition cements the retail leader as a premier channel for businesses to scale internationally

SEATTLE--(BUSINESS WIRE)-- **Coupang, Inc.** (NYSE: CPNG), a Seattle-based technology company that serves customers in 190 countries and territories, today announced its debut on the 2026 Fortune Global 500™ list, the definitive ranking of the world's top corporations by revenue for the prior fiscal year. This marks the first time Coupang has been recognized on Fortune's global list, following its rise on the U.S. Fortune 500™ list, up ten spots to No. 132 this year.

The dual ranking underscores the company's continued success in driving global trade and supporting economic growth through long-term, multi-billion-dollar investments in proprietary AI, advanced robotics and integrated fulfillment and logistics infrastructure. In 2025, Coupang generated \$34.5 billion in revenue — a 14 percent year-over-year increase — expanding global commerce by providing companies of all sizes the critical infrastructure to grow internationally.

"Coupang's debut on the Fortune Global 500 is an important milestone as we leverage AI-driven innovations to expand international commerce and promote widespread economic growth, including for thousands of businesses across the United States," said Coupang Inc. Chief Global Affairs Officer Robert Porter. "By bringing American innovation to global markets, we enable companies of all sizes to strengthen cross-border supply chains and reach millions of new customers globally."

Empowering global businesses to expand beyond borders

Coupang's global business operations aim to reduce traditional barriers to international trade. By integrating artificial intelligence across its unique end-to-end fulfillment and logistics network, Coupang navigates the operational complexities of cross-border shipping, compliance and customs, allowing businesses to access millions of new customers internationally.

Key pillars of Coupang's export engine include:

- **Export catalyst:** In 2025, Coupang was responsible for more than \$5 billion in sales of U.S. goods, services, and agriculture to overseas markets. The company acts as an international bridge enabling thousands of U.S. businesses and American brands — from a **West Virginia culinary artisan** to an **Arizona wellness brand** — to reach new customers around the globe, especially in Asia.
- **Global supply chain optimization:** Coupang applies AI and machine learning to forecast demand, automate warehouse operations and optimize delivery routes. This infrastructure connects global suppliers -- whether avocado farmers in the United States, skilled artisans in Italy, or textile crafters in Japan -- to tens of millions of new customers.
- **Rapid cross-border logistics:** Utilizing dedicated export hubs like its 256,000-square-foot **Riverside, California fulfillment center**, Coupang processes and delivers American products to customers in South Korea and Taiwan in as fast as 3 days .
- **Strategic technology investments:** To further accelerate international trade efficiencies, **Coupang has invested over \$84 million into global AI startups** since 2023. This includes investments in autonomous systems like Texas-based robotics startup Contoro that was founded by a Korean-born entrepreneur.
- **Expansion in emerging markets:** The company's expansion is accelerating in markets like Taiwan, where its signature "Rocket Delivery" offering now reaches approximately 70% of Taiwan's geography with next-day service, creating a high-speed pipeline for global exports.

Capital deployments for future global operations

This milestone entry into the Fortune Global 500 underscores Coupang's long-term growth trajectory. By continually scaling infrastructure through direct regional investments and technology partnerships, Coupang is building the future of cross-border retail. The company's focus remains on expanding its automated fulfillment and logistics network and deploying advanced infrastructure to enhance delivery speeds and product selection worldwide.

About Coupang

Coupang is a technology and Fortune 150 company listed on the New York Stock Exchange (NYSE: CPNG) that provides retail, restaurant delivery, video streaming and fintech services to customers around the world under

brands that include Coupang, Eats, Play, Rocket Now and Farfetch. It operates in over 190 countries and territories around the world.

For more information, visit [**aboutcoupang.com**](https://aboutcoupang.com).

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