2Q24 Amazon Quarterly Business Review

By Claire McBride // May 12, 2024 // Benchmarks, Briefings, Forecasts, Research

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Our Amazon quarterly business review includes All-Signal insights digital leaders need to forecast the business, make critical investment decisions, and compete effectively on the platform.

It's driven by Stratably's proprietary benchmarking and qualitative research with leading brands and the top solution providers in the digital space.

It's designed to cut through industry noise and save you time by bringing consumer brands only the most relevant and real-time insights for the Amazon business in one place.

Inside the Report:

- Amazon's near-term performance and our updated forecasts through 2025
- Highlights from Andy Jassy's annual shareholder letter
- What to expect from Prime Day
- An update on Annual Vendor Negotiations (AVNs)
- How to think about Amazon's latest grocery efforts
- The latest and greatest tactics to build your competitive edge on diagram
  - Opportunity to lean into Amazon Marketing Cloud (AMC)
  - Widespread adoption of Amazon Vendor Services (AVS)
  - Commitment Program for forecasting and availability
  - Customer-centric analytics and engagement tools
  - Generative AI for PDPs, Transparency, and Posts
  - And more
- 25 additional resources on Amazon

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