4Q24 Amazon Quarterly Business Review

By Claire McBride // December 2, 2024 // Benchmarks, Briefings, Forecasts, Research

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Our 4Q24 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.

Driven by Stratably's proprietary benchmarking and extensive qualitative research, 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.

It's a must-read for Amazon account leads and anyone else involved in managing the day-to-day business or forecasting and strategizing for 2025.

Inside the Report:

Amazon's Near-Term Performance and Updated Forecasts

- Amazon's Performance Versus the Retail Market
- Brand Implications from Amazon's 3Q24 Results
- Stratably's Latest, Detailed Forecasts for 2024 and 2025

Hot Topics for Amazon Leaders

- Brands' Promotional Plans for 2025
- Key Announcements from Amazon unBoxed
- Updates on Low ASP and Other Grocery Initiatives
- Why Amazon is Gaining Share of Brands' Media Budgets
- How to Navigate Profit-Related Challenges with Promotions
- Q4 To-Date Performance and Latest Insights on Tentpole Events
- Updates on Amazon Fulfillment: Opportunities and Implications

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Updates to Stratably's Amazon Competitive Edge Diagram

- Retention Efforts are Critical Yet Underutilized
- Amazon Marketing Cloud Use Cases from the Field
- Personalization is Making Share of Voice Less Useful
- Competitive Edge Strategies and Tactics for Paid Search
- Move Early to Test with Amazon's Streaming TV Advertising
- Leveraging GenAI for Product Detail Pages and Ad Creative
- And 6 additional competitive edge updates

11 additional resources on Amazon

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