

5 Must-Know Themes for Amazon Vendors in 2025 – Webinar Recap

By Claire McBride // April 16, 2025 // Forecasts, Research, Webinars

Stratably shared the most important highlights from their April 2025 Amazon Quarterly Business Review, spanning growth forecasts, pricing and profitability trends, Ads strategies, promo plans, and supply chain developments.

1 minute read



**Amazon Quarterly Business Review:
5 Key Insights for Amazon Leaders
Inside Consumer Brands**

APRIL 16 | 2 PM EST

RUSS DIERINGER
Stratably
Founder & CEO

CLAIRE MCBRIDE
Stratably
VP of Research and Education

HOSTED BY


Stratably's latest [Amazon Quarterly Business Review](#) delivers all-signal, no-noise insights digital leaders need to forecast their business, optimize profitability, and compete effectively on Amazon.

In today's members-only session, the team broke down five critical themes impacting Amazon

vendors in 2025, informed by our proprietary benchmarking and qualitative research with leading brands and solution providers:

1. **Growth:** Stratably's latest growth forecasts for Amazon and why brands are prioritizing Amazon in 2025
2. **Profitability:** Real-time pricing dynamics between brands and Amazon, and how brands are protecting their Amazon P&Ls
3. **Promos:** Brands' promotional plans for 2025, and potential impacts of Amazon's coupon and deal fee changes
4. **Amazon Ads:** Key strategies to build a competitive edge in an evolving and competitive ad landscape
5. **Supply Chain:** Brand impacts of Amazon's regionalization strategy

THIS IS A GATED ARTICLE JUST FOR MEMBERS

Join the **Stratably** community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

[Join Today](#)

Already have an account? [Login Now](#)