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



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

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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

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