

Amazon 1Q26 Results: Key Takeaways for Consumer Brands

By Claire McBride // April 29, 2026 // Briefings, Forecasts, Research

***TL;DR:** 1Q26 reinforces Amazon as the primary growth engine for consumer brands, with accelerating GMV, rapid grocery expansion, and continued dominance in retail media. However, this growth comes with rising expectations around margin support, advertising investment, and operational complexity. We are forecasting additional share gains in 2026, with projections for GMV to grow +10.2%, outpacing the broader retail market by 3-4x.*

8 minute read

Amazon's 1Q26 results reinforce its position as one of the most important growth accounts for consumer brands. The quarter offers meaningful insight into retail market share gains, the continued expansion of Amazon Ads, the role of grocery (including new perishables), and Amazon's efforts with Rufus and agentic commerce broadly.

We break down the most important implications below.

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