

# Amazon 2025 Results: Key Takeaways for Consumer Brands

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***TL;DR:** Amazon's 2025 results illustrate retail share gains, improving margins, retail media dominance, a bigger than projected grocery business, and a relatively small impact from Rufus. We are forecasting additional share gains in 2026, with projections for GMV to grow +9.6% and ads to grow +21.5% as brands spend more across the funnel.*

*6 minute read*

Amazon's 2025 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 and everyday essentials, and the sales impact of Rufus.

We break down the most important implications below.

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