Amazon 3Q26 Results: Key Takeaways for Consumer Brands

By Russ Dieringer // October 29, 2026 // Briefings, Forecasts, Research

TL;DR: After neutralizing the impact of Prime Day shifting out of 3Q this year, Amazon's reported 3Q26 GMV numbers look stable. Advertising was a touch softer, which management attributes to other timing issues, and its retail margins slipped slightly versus a year ago, although still ahead of peers. Everyday essentials now account for about half of all units sold, and we have raised our 2026 GMV forecast to +10.5% from +9.8%.

9 *minute read*

Amazon's 3Q26 results reinforce its position as one of the most important growth accounts for consumer brands. The quarter offers meaningful insight into what growth looks like once the Prime Day shift is neutralized, a deceleration in advertising, the scale of everyday essentials, and Amazon's answer to the agentic commerce question.

We break down the most important implications below.

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