
Amazon 4Q24 Recap: Key Takeaways for Consumer Brands

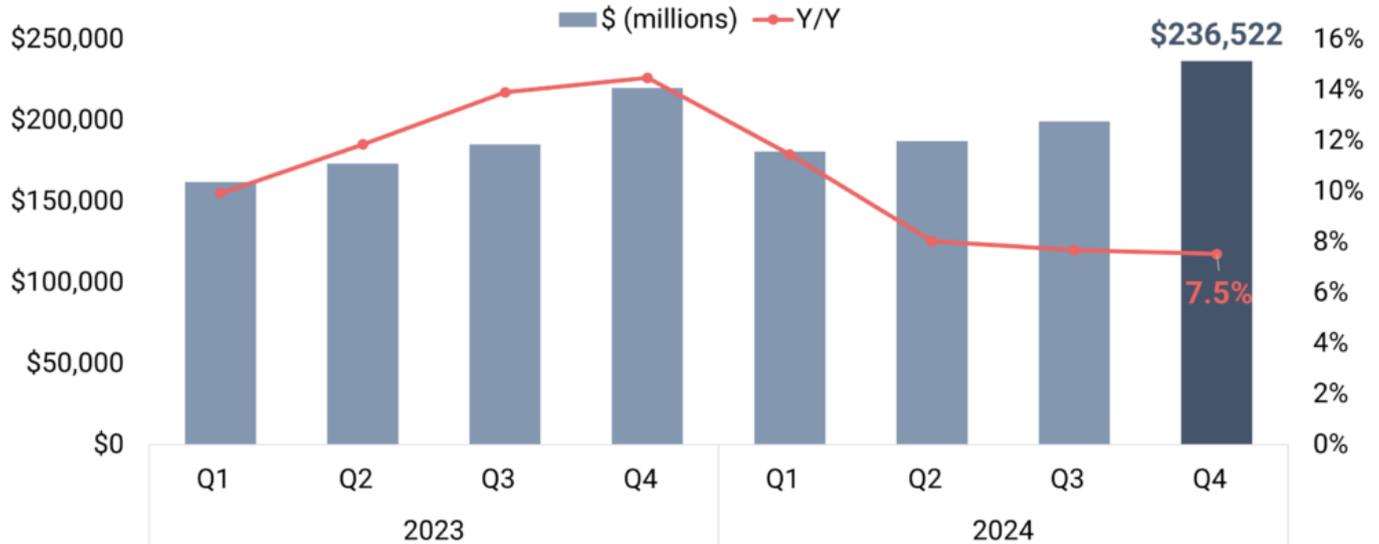
By Russ Dieringer // February 6, 2025 // Briefings, Research

***TL;DR:** Amazon's unit growth, promotional intensity, and advertising gains fueled its outperformance of the broader retail market in 4Q, while fulfillment and cost efficiencies are poised to drive sustained growth and profitability improvements in 2025.*

3 minute read

Amazon remains the fastest-growing platform at-scale for brands, outperforming the broader retail market by 3.6x in the fourth quarter. In 2025, its key areas of focus—fulfillment efficiency, retail media growth, and profitability through logistics innovations—offer brands an opportunity to drive their own share gains while optimizing performance on the site.

Amazon Global GMV Grew +7.5% in 4Q24, Driving an Incremental \$16.5 billion Y/Y Gross Merchandise Value



Includes FX changes
Source: Amazon company filings; Stratably estimates

Key Insights & Action Items

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