

# Amazon Competitive Edge Updates: Sharpen Your Strategy and Tactics

By Claire McBride // September 8, 2025 // Benchmarks, Briefings, Research

**TL;DR:** Stratably's Amazon Competitive Edge Framework shows where brands are investing on the platform and where true differentiation lies. This quarter's update highlights notable shifts across AMC, A++ content, Brand Stores, Streaming TV, and more.

1 minute read

Navigating Amazon requires clarity and focus, which is why we created the **Amazon Competitive Edge Framework**, mapping 60+ levers across adoption and impact to help brands prioritize investments and optimize execution.

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