Amazon Pulse Benchmark: 1Q25

By Claire McBride // February 17, 2025 // Benchmarks, Research

TL;DR: *Benchmarking data from 156 companies suggests brands' sales on Amazon over the last 90 days* have slightly outperformed expectations with advertising performing in line to slightly worse than expected. The promotional environment is heating up significantly and brands report a slight reduction in Amazon's inventory levels versus a year ago.

5 minute read

As brands kick off a new year and settle into Q1, our longstanding Amazon pulse benchmark provides a read into real-time sales and advertising performance on Amazon as well as promotional dynamics and inventory levels.

In this round of benchmarking (collected January 2025), brands and agencies report:

- **Sales slightly better than expected**, on average (roughly in line with November benchmark)
- **Advertising performance in line to slightly worse than expectations** (worse than November benchmark)
- **Highly promotional environment** (significant step-up from November benchmark)
- **Slightly lower inventory levels versus a year ago** (worse than November benchmark)

The data, contextualized with our broader research and Amazon's recent financial results, can help you benchmark your performance against the industry, set the right expectations for 1Q and beyond, and lean into the right growth levers to drive outsized performance.

Let's dive in.

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