Stratably

Amazon Strategy: 4Q24 Competitive Edge Updates

By Claire McBride // December 18, 2024 // Briefings, Research

TL;DR: *Stratably's Amazon Competitive Edge framework maps 60+ levers across adoption and impact, illuminating where brands should focus their attention.*

2 minute read

Navigating Amazon, the largest growth engine for consumer brands, requires clarity and focus.

At Stratably, we aim to simplify complexity, providing actionable insights to help you gain and maintain a competitive edge on Amazon.

Our Amazon Competitive Edge Framework is a cornerstone of this mission.

Our framework maps a variety of levers, strategies, and programs across Adoption and Impact to help brands assess opportunities, prioritize investments, and optimize execution.

- Adoption: The further to the right, the higher adoption of the lever amongst brands.
- Impact: The higher up on the map, the larger the impact on growth and / or profitability.

Updated regularly, the framework reflects Amazon's evolving landscape, ensuring brands' strategies and tactics on the account are timely and relevant.

In this 4Q24 update, we highlight key shifts and emerging opportunities identified through Stratably's benchmarking and qualitative research. From advertising advancements to operational improvements, these competitive edge elements point the way for brands to stay ahead in 2025 and beyond.

We recommend pairing this update with our 4Q24 Amazon Quarterly Business Review, which provides greater detail on many of these competitive edge levers and other elements of the Amazon business.

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.

THIS IS A GATED ARTICLE JUST FOR MEMBERS

Join the Stratably community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

Join Today

Already have an account? Login Now

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.