

Amazon underperformed the ‘market’...right?

By Russ Dieringer // November 26, 2024 // Briefings, Research

TL;DR: When comparing account growth, brands should ensure they measure Amazon against total sales of omnichannel peers, not just digital sales.

2 minute read

Amazon’s sucking wind.

That’s one potential take when comparing its numbers to the U.S. market.

If you read [yesterday’s article](#), you know retail sales in the U.S. market grew 2.1% Y/Y in 3Q24, with eCommerce leading the way up 7.4%, and physical stores growing 1.1% Y/Y.

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