
April 2025 Amazon Quarterly Business Review

By Claire McBride // April 7, 2025 // Benchmarks, Forecasts, Research

Stratably's April 2025 in-depth analysis of Amazon, including changes to our Competitive Edge framework and forecasts.

1 minute read

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Our April 2025 Amazon quarterly business review includes All-Signal insights digital leaders need to forecast the business, make critical investment decisions, and compete effectively on the platform.

Driven by Stratably's proprietary benchmarking and extensive qualitative research, it's designed to cut through industry noise and save you time by bringing consumer brands only the most relevant and real-time insights for the Amazon business in one place.

It's a must-read for Amazon account leads and anyone else involved in managing the day-to-day business or forecasting and strategizing for 2025.

Inside the Report:

Amazon's Near-Term Performance and Updated Forecasts

- Key Insights and Action Items from Amazon's 4Q24 Results
- 2025-2026 Growth Outlook
- 5 Reasons Brands are Prioritizing Amazon in 2025
- Annual Financials and Forecasts, 2022-2025

Hot Topics for Amazon Leaders

- Insights & Recommendations for 2025 AVNs
- Levers to Grow Your Amazon Profit Margins in 2025

- Amazon Ad Spend is Only Increasing
- How to Build a Competitive Edge with Amazon Ads
- How to Leverage Your Ad Spend in AVNs
- How to Navigate Ad/Promo Suppressions and Ineligibility
- Promos Continue to be a Critical Growth Lever
- The Near-Term Effects of Amazon's Regionalization Efforts
- Keys to a Successful Low ASP Assortment Strategy on Amazon

Updates to Stratably's Amazon Competitive Edge Diagram Spanning:

- Amazon Exclusives
- SIPP/FFP Packaging
- Direct Fulfillment
- Vendor Flex
- Merchandising Accrual
- Amazon Vendor Services
- Subscribe & Save Accrual
- Creator Connections
- Fully Optimized PDPs
- Advanced Amazon Marketing Cloud

Plus, links to 96 additional resources on Amazon from Stratably and around the web

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