

Benchmarking Tariffs' Impact on Amazon Ad Budgets

By Russ Dieringer // June 18, 2025 // Benchmarks, Briefings, Research

TL;DR: Most brands are maintaining or slightly cutting their Amazon ad budgets in response to tariffs, the latter of which are more likely to have reduced their sales forecasts for the year.

2 minute read

We benchmarked 142 individuals across consumer brands and agencies in June to understand precisely how they're adjusting their Amazon strategy and planning in response to tariffs.

Earlier this week we learned that most brands are cautiously maintaining or slightly lowering their Amazon [sales forecasts](#) in response to tariffs and there is a good deal of volatility when it comes to [inventory levels](#).

Today we share what they're doing with their ad budgets.

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