Benchmarks and Insights on Amazon Ads vs. Retail Media Peers

By Claire McBride // October 14, 2024 // Benchmarks, Briefings, Research

October 14, 2024

TL;DR: *Brands and agencies are growing Amazon's share of their retail media budgets despite its existing 87% market share of the retail media market. This is due to its superiority in terms of scale and strategic importance, competitive intensity, performance, analytics capabilities, ad activations, and PDP quality.*

5 minute read

(*Scroll to bottom to access a PDF worksheet for application*)

Advertisers continue to lean further into Amazon Ads.

This rings true no matter how you slice the data…

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

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

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.