

# Benchmarks and Insights on Amazon Ads vs. Retail Media Peers

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

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**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...

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