

# CPG Plans for Low ASP on Amazon in 2025

By Russ Dieringer // December 16, 2024 // Briefings, Research

**TL;DR:** Two-thirds of brands are testing, if not prioritizing, launching low ASP items next year, placing it in the middle of other assortment-related initiatives they intend to pursue in '25.

2 minute read

## Summary

- Amazon is pushing brands for low ASP assortment
- **Two-thirds are at least testing, if not prioritizing, launching low ASP next year**
- This ranks in the middle of other assortment levers like exclusives or SIPP/SIOC
- Brands are attempting to negotiate favorable terms before adding new assortment
- Amazon's competitive threat to other grocers only grows as it brings on more low ASP items

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