

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

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

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](#)