
Amazon Low ASP Assortment: Assessing the Opportunity, Managing the Risks, and Tactical Tips for Execution

By Claire McBride // January 3, 2025 //

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Amazon's push into low average selling price (ASP) assortment isn't just another request—it's a strategy aimed at expanding its position as the "everything store" to the "everyday store".

As consumers increasingly move their grocery purchases online, Amazon sees low ASP items as a gateway to new customers and sustained growth.

But what does this mean for brands?

Two-thirds of food and CPG brands report testing or prioritizing low ASP assortment in 2025. Yet, amidst the growth opportunity, brands are challenged by profitability concerns, performance variability, and operational complexity.

Join Russ Dieringer and Claire McBride of Stratably in this webinar, where we'll cut through the complexity and deliver actionable insights, including:

- **The Opportunity:** How Amazon's low ASP focus aligns with its growth plans and grocery ambitions—and what it means for your brand.
- **Adoption & Performance:** What the data reveals about brands' low ASP strategies and their

results.

- **Profitability Pain Points:** The risk of low ASP to net PPM and how to effectively manage profitability implications.
- **Execution Tips:** Tactics for navigating low ASP spanning advertising, variations, Subscribe & Save, and more.

Whether you're just starting to evaluate low ASP or deep into execution, this session will provide the clarity you need to make informed decisions and position your Amazon portfolio for profitable growth.

Don't miss out—register now and get your low ASP questions answered for 2025.

All Signal, No Noise Format

- 30 minutes of prepared remarks
- 20 minutes of Q&A

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