How Tariffs are Shaping Amazon Sales Forecasts

By Russ Dieringer // June 16, 2025 // Benchmarks, Briefings, Research

TL;DR: *Most brands are cautiously maintaining or slightly lowering their Amazon sales forecasts in response to tariffs, balancing risk with resilience.*

1 minute read

We benchmarked 142 individuals across consumer brands and agencies in June to understand precisely how they're adjusting their Amazon strategy and planning in response to tariffs.

Rather than speculating, this data provides clear insights into peer actions that retail leaders can use to adjust their own forecasts.

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