

# How to Properly Benchmark Amazon's Performance

By Claire McBride // April 22, 2024 // Briefings, Research

April 22, 2024

*1 minute read*

A common mistake made in benchmarking Amazon's performance is what to compare it to.

The FTC, most analysts, and often retail leaders like to compare Amazon to the eCommerce channel. They limit the comparison of Amazon's growth rate to just the digital portion of omnichannel retailers' growth rate.

At first blush this makes sense.

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](#)