

## 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.

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