Inventory Volatility on Amazon Amid Tariffs

By Russ Dieringer // June 17, 2025 // Benchmarks, Briefings, Research

TL;DR: *Brands report mixed inventory experiences on Amazon due to tariffs, with significant correlation between inventory shifts and forecast adjustments.*

1 minute read

We benchmarked 115 individuals across consumer brands in June to understand what's happening to their Amazon inventory levels compared to a year ago.

The inventory picture has become volatile with Amazon (like its retail peers) proactively adjusting orders in response to tariffs, including pulling some forward to pre-empt tariffs and canceling others.

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