Low ASP on Amazon: How to Maximize the Opportunity and Minimize Risks – Webinar Recap

By Claire McBride // January 28, 2025 // Research, Webinars

TL;DR: *Amazon is prioritizing Low ASP assortment to drive growth in the grocery market, offering opportunities for brands but posing profitability challenges as well. Success requires monitoring your competition and digital shelf, actively testing different types of Low ASP assortment, and managing margins through broad-based P&L improvements and offering this selection to Amazon only in return for some financial benefit back to you.*

3 minute read

In today's webinar, we shared insight into Amazon's initiative to expand Low Average Selling Price (ASP) assortment on its Core platform, primarily in grocery categories.

The insights help shape how brands can best:

- Assess the opportunity
- Manage the risks
- Execute for success

Below is a summary of key points from the webinar, along with additional resources around the topic.

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