

# Myth-Busting Data on Brands' Profit Margins with Amazon

By Claire McBride // February 5, 2024 // Benchmarks, Research

February 5, 2024

We all know how the economics work on Amazon:

- “You can’t make money shipping products on Amazon”
- “They’ll just keep asking for more money every year”
- “It’s a drain on our resources”
- “Amazon is a money pit”

... Right?

These narratives get especially loud during AVN season when Amazon typically *is* asking for more funding.

And even our Amazon Profitability & AVN Study suggests several profitability pressures for 1P consumer brands selling on Amazon.

But our study surprised us.

Many brands are bucking this race to the bottom trends.

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