

# The Critical Role Amazon Plays for Brands' Top and Bottom Lines

By Claire McBride // March 10, 2025 // Benchmarks, Research

**TL;DR:** Amazon continues to be a top growth driver for brands, but growth alone is not enough today. Leading brands are balancing sales growth with profitability by optimizing product mix, sharpening ad strategies, enforcing marketplace controls, and negotiating smarter.

2 minute read

A [successful AVN](#) starts with a fundamental question: What role does Amazon play in your business?

This context serves as a guiding framework when evaluating Amazon's proposals—determining what's acceptable and what's not.

While the question seems simple, reaching consensus within a brand organization can be complex.

We asked 175 manufacturers about Amazon's role in their business—here's what they said.

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