Updated May 2025 Amazon Forecasts: 2023-2026

By Russ Dieringer // May 19, 2025 // Briefings, Forecasts, Research

TL;DR: *Amazon's gross merchandise value (GMV) is projected to decelerate from +8.5% in 2024 to +6.7% in 2025, although it is still projected to outperform the global retail market by 2-3x. Advertising is expected to grow +18.6%, outpacing the broader digital ad market.*

1 minute read

Log in to download Stratably's Amazon Forecast linked at the bottom

Stratably is sharing a new detailed forecast view of Amazon for digital leaders benchmarking their own growth and/or needing to compare Amazon to its retail rivals.

The shareable, one-page forecast summary includes 2023-2026 annual estimates across product segments, regional gross merchandise value (GMV), and additional datapoints. We also show individual quarterly estimates for 2025.

THIS IS A GATED ARTICLE JUST FOR MEMBERS

Join the Stratably community

Access independent research on the omnichannel market

Enterprise membership unlocks:

Bite-sized market updates

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.

Deep dive analyses

Industry benchmarks

Retailer forecasts

Invites to live events

And More!

Enterprise Membership unlocks our full insights that you and your team can use to drive alignment across your organization, improve your forecasting, and invest in the right capabilities.

Simply put, it makes your organization much more informed, providing a competitive edge over your rivals.

Join Today

Already have an account? Login Now

Copyright 2026 Stratably Ltd., All Rights Reserved.
Stratably permission required before forwarding outside your organization.