



Euromonitor
International

Amazon.com Inc in Retail

July 2024

Table of Contents

INTRODUCTION

Scope

Executive summary

STATE OF PLAY

Top companies at a glance

Amazon.com Inc's global footprint

Company overview

Revenue diversification is central to Amazon's competitive positioning and growth

Amazon and the business of retail

Amazon's share of retail e-commerce sales varies greatly across regions

Amazon sustains growth in its newer markets in the wake of the pandemic

Growth decomposition: Internal innovation drives Amazon's success

EXPOSURE TO FUTURE GROWTH

Third-party marketplace growth will be key to Amazon's global expansion

Generative AI may resuscitate Amazon's Alexa and strengthen its voice commerce channel

Amazon turns to recommerce to grow market share in fashion

COMPETITIVE POSITIONING

Amazon's North American operations highlight its strengths and vulnerabilities

Amazon's global momentum inches it ever closer to Walmart

Projected rankings: Amazon will overtake Walmart as the world's leading retailer by 2026

Temu poses a threat to Amazon's value proposition

Shein directs its on-demand model to the launch of its third-party marketplace

Amazon Inspire and Amazon Live aim to compete with TikTok

Challenges loom on the horizon for Amazon in the UK, despite its long-time presence there

Amazon and Rakuten go head-to-head in Japan

Amazon's expansion into India proves highly competitive and expensive

Case study: Amazon's newly launched Bazaar responds to competition in fashion/lifestyle

BRICK-AND-MORTAR STRATEGY

Key categories and markets: Amazon leads in e-commerce but lags in grocery retail

Amazon struggles with its Fresh brick-and-mortar concept in the US

Amazon wants to revolutionise brick-and-mortar presence with technology

Amazon's acquisition of One Medical bolsters its standing as a pharmacy retailer

OTHER BUSINESS SEGMENTS

Amazon Web Services bolsters Amazon's competitive position

Invoking the "Flywheel": Advertising will help drive momentum in Amazon's retail business

Amazon's Prime Video differentiates its Prime membership offering

REGULATORY RISK AND LABOUR DISPUTES

Data privacy regulations and charges of monopoly take aim at Amazon's business model

Labour challenges incentivise Amazon's investment in robotics

OUTLOOK

Key trends that will impact Amazon over the next five years

APPENDIX

Projected company sales: FAQs (1/2)

Projected company sales: FAQs (2/2)

About Euromonitor's Syndicated Channels Research

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/amazoncom-inc-in-retail/report.