

Voice of the Amazon Seller Report

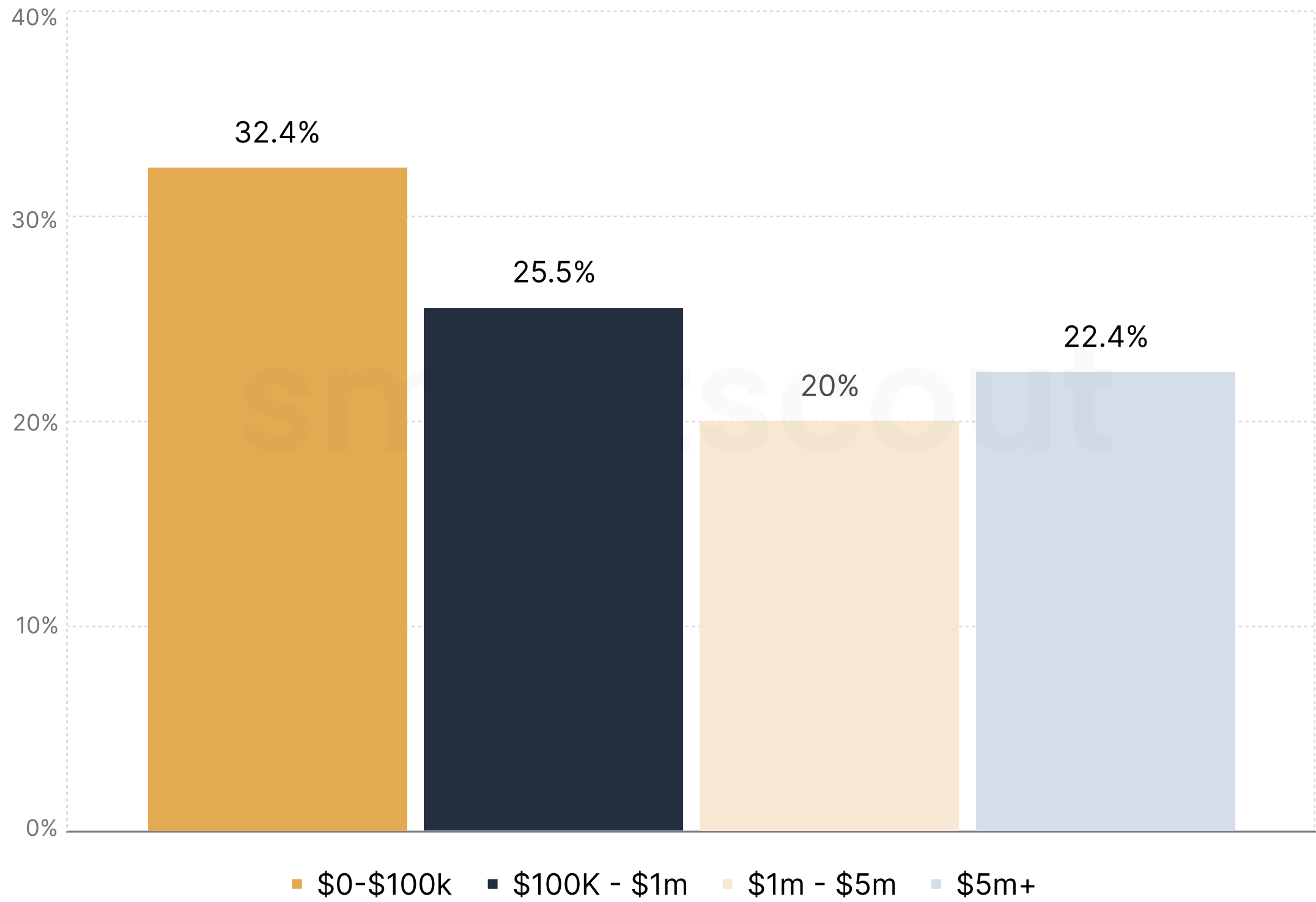
By  smartscout

Voice ^{of} the **Seller**

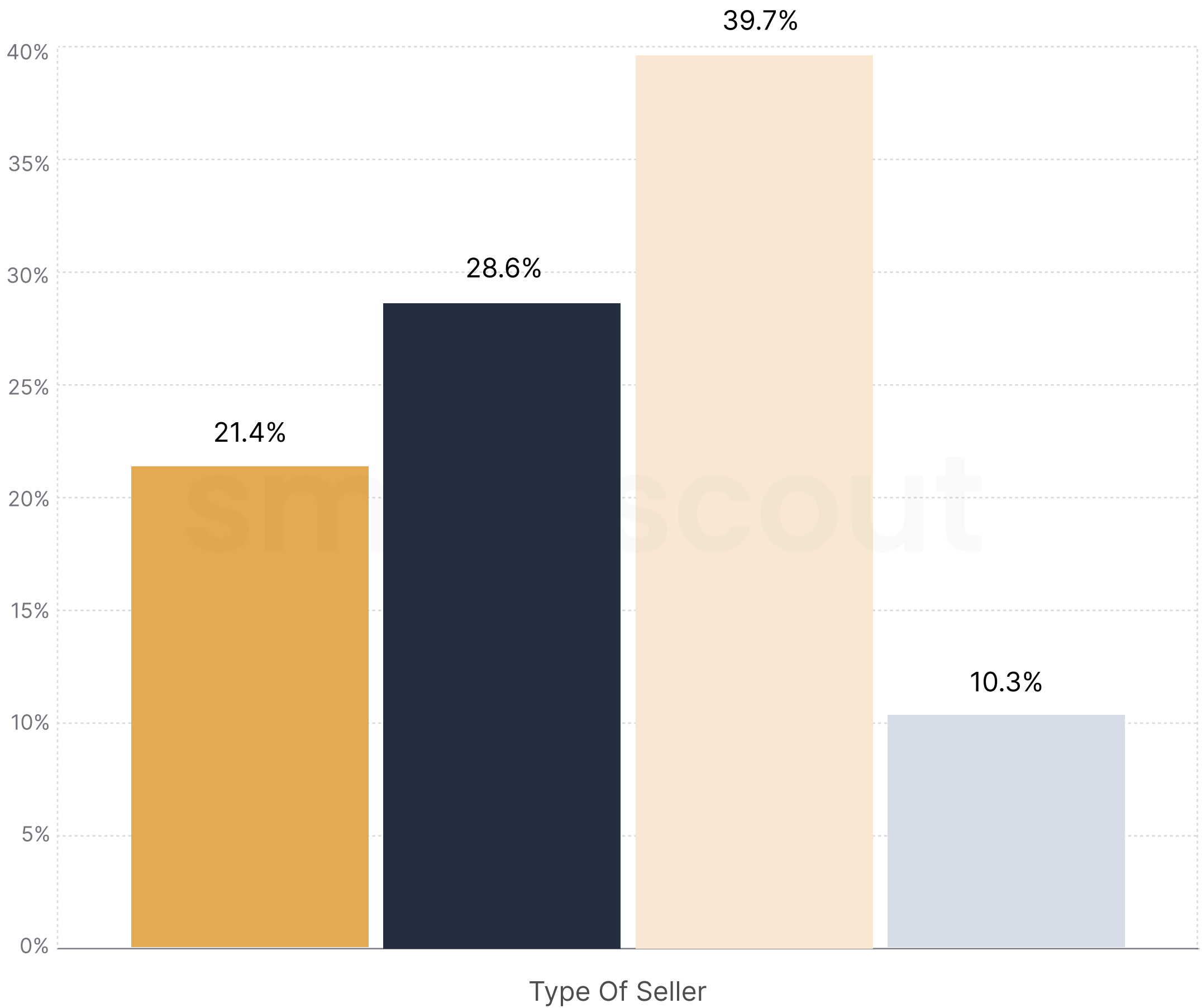
Methodology

Who We Talked To

Amazon Annual Revenue



Respondents were fairly evenly distributed between business size with **32.4%** being small (\$0-\$100K) and **22.4%** being very large (\$5MM+)

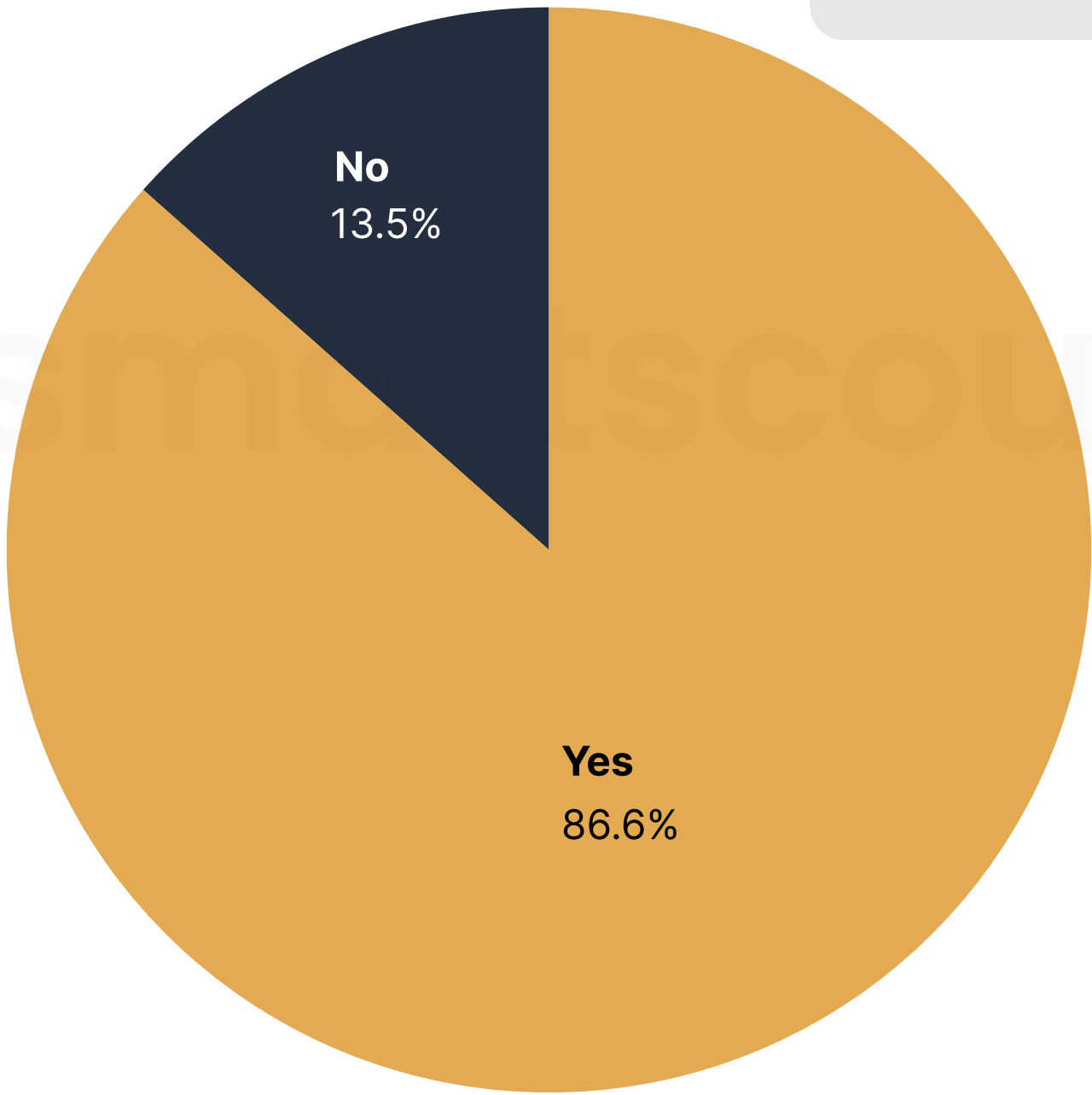


Private Label / Brand Retail & Online Arbitrage
Wholesale Reseller Agency or Service Provider

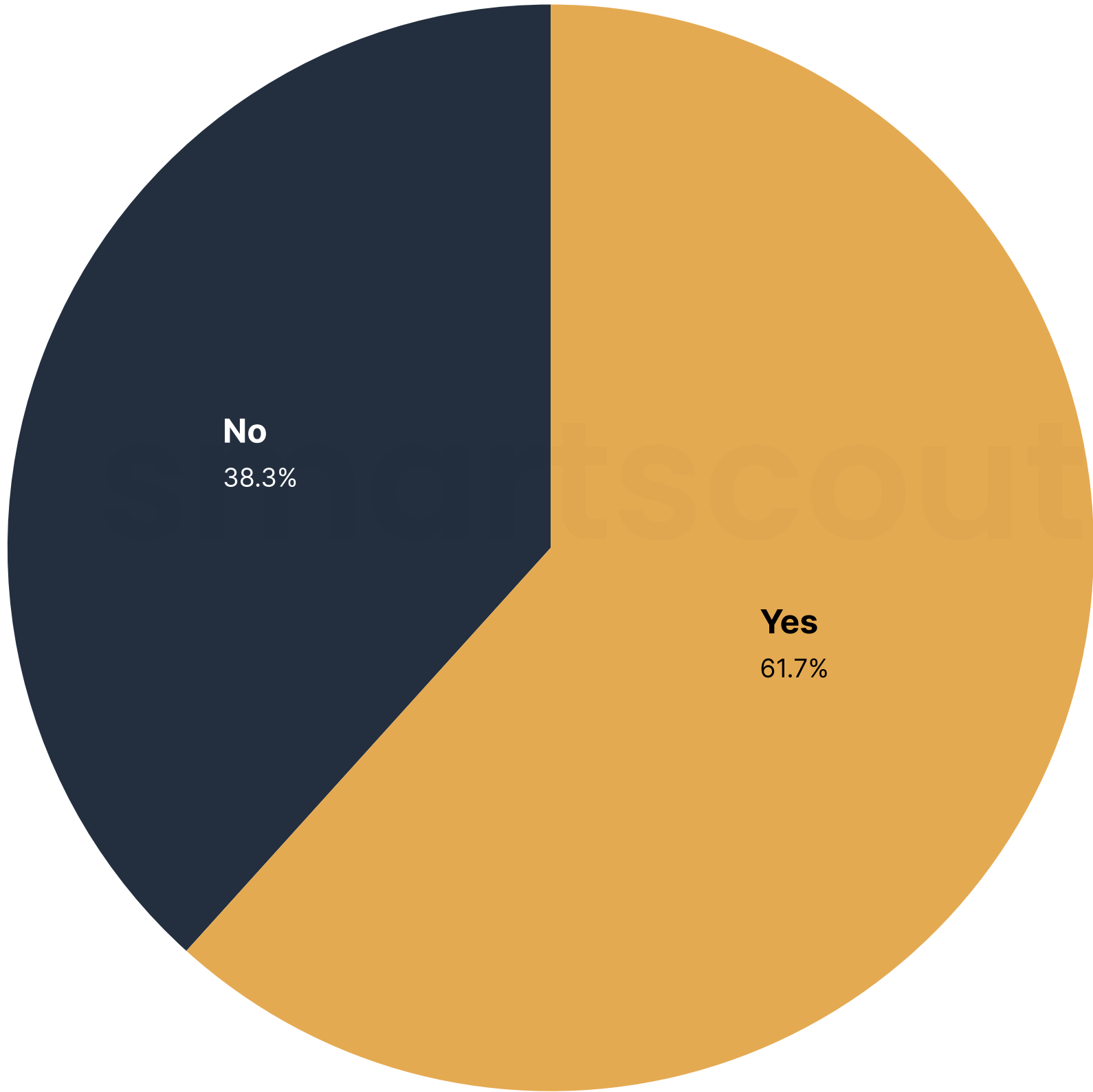
Who We Talked To

Is Amazon Your Main Business?

Most respondents are completely dependent upon Amazon for their business. This means any policy change can be a significant impact to their business.

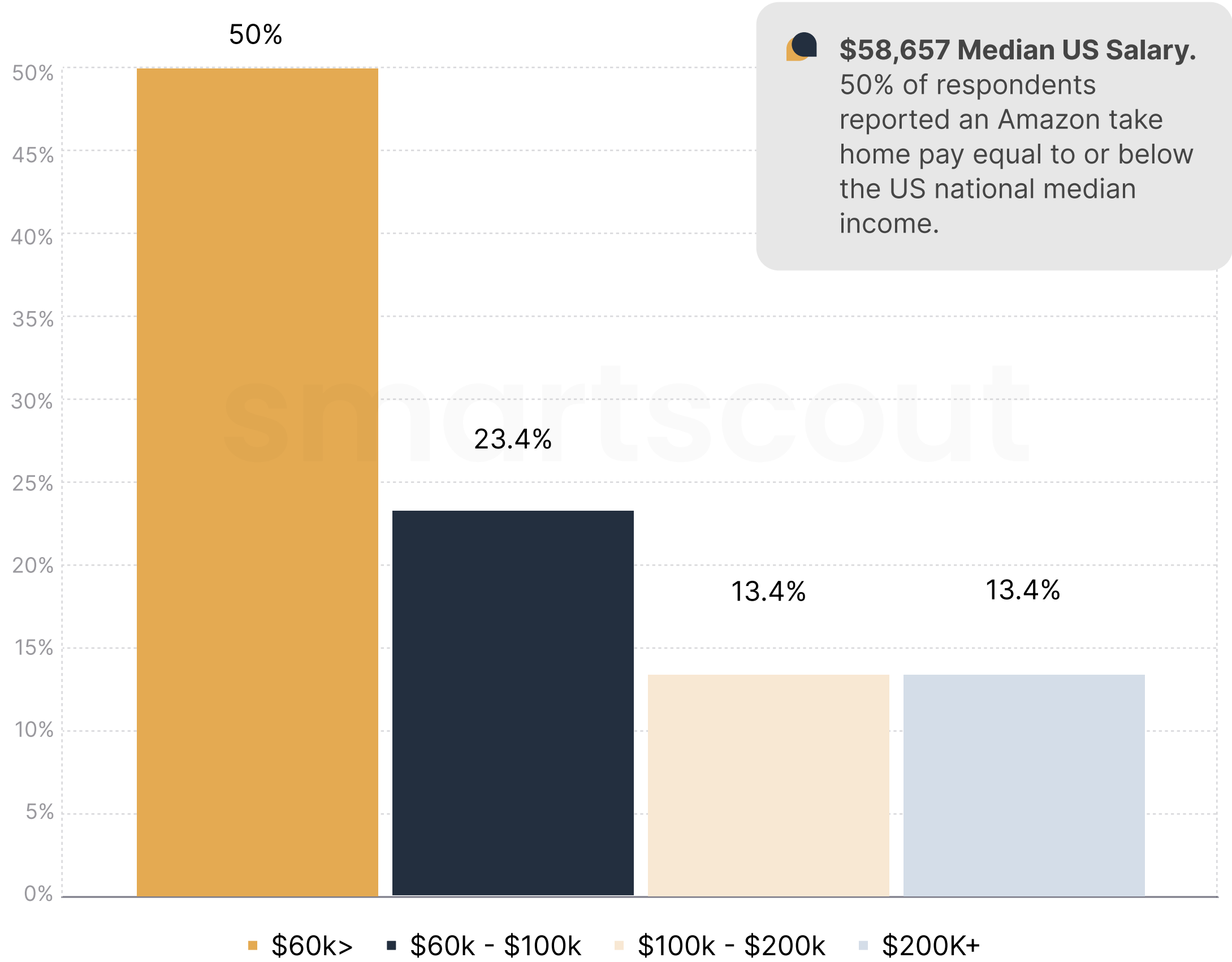


Do You Dictate Your Own Salary?

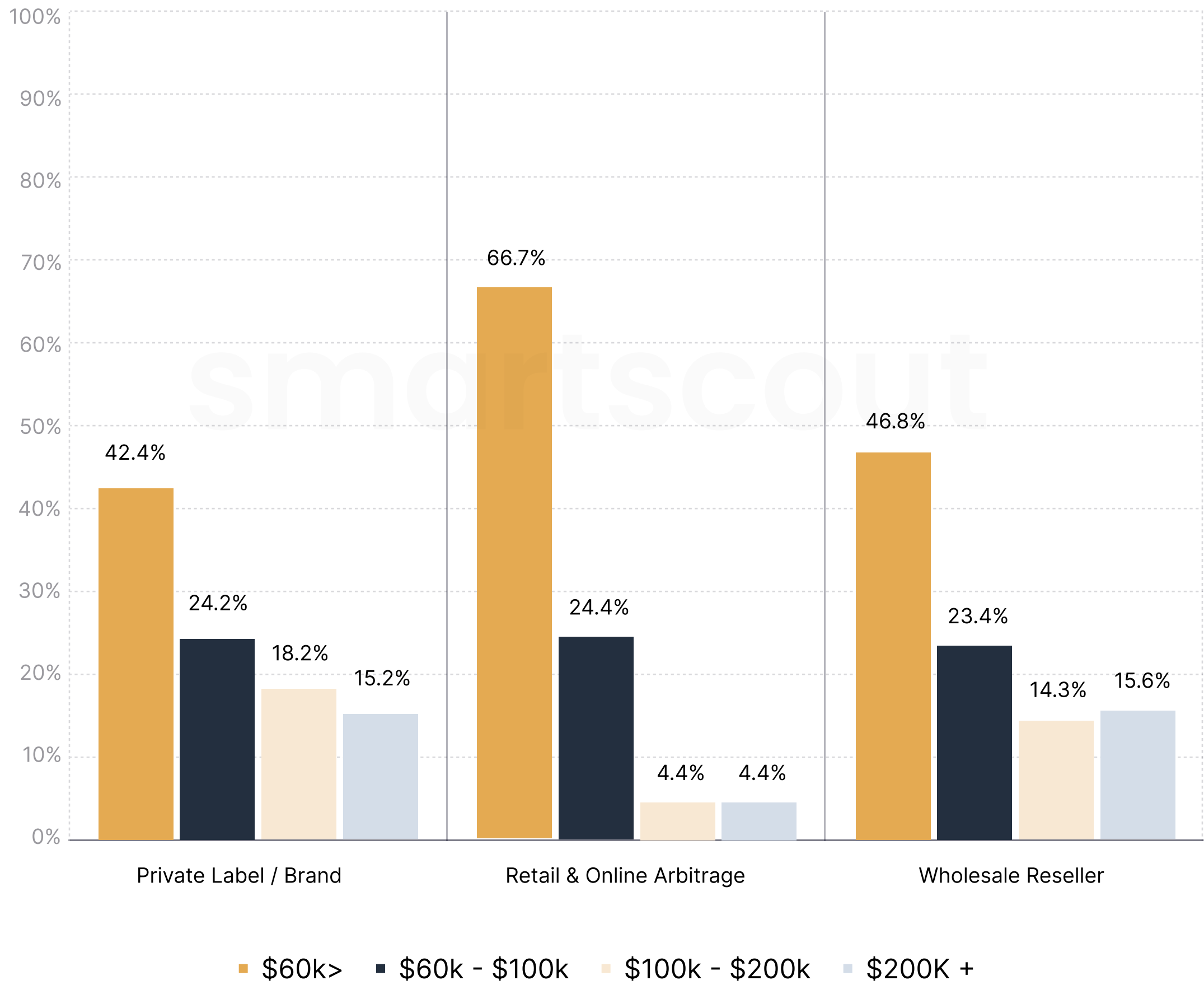


Compensation

While Amazon boasts millions of sellers, many do not fully replace a full time salary.

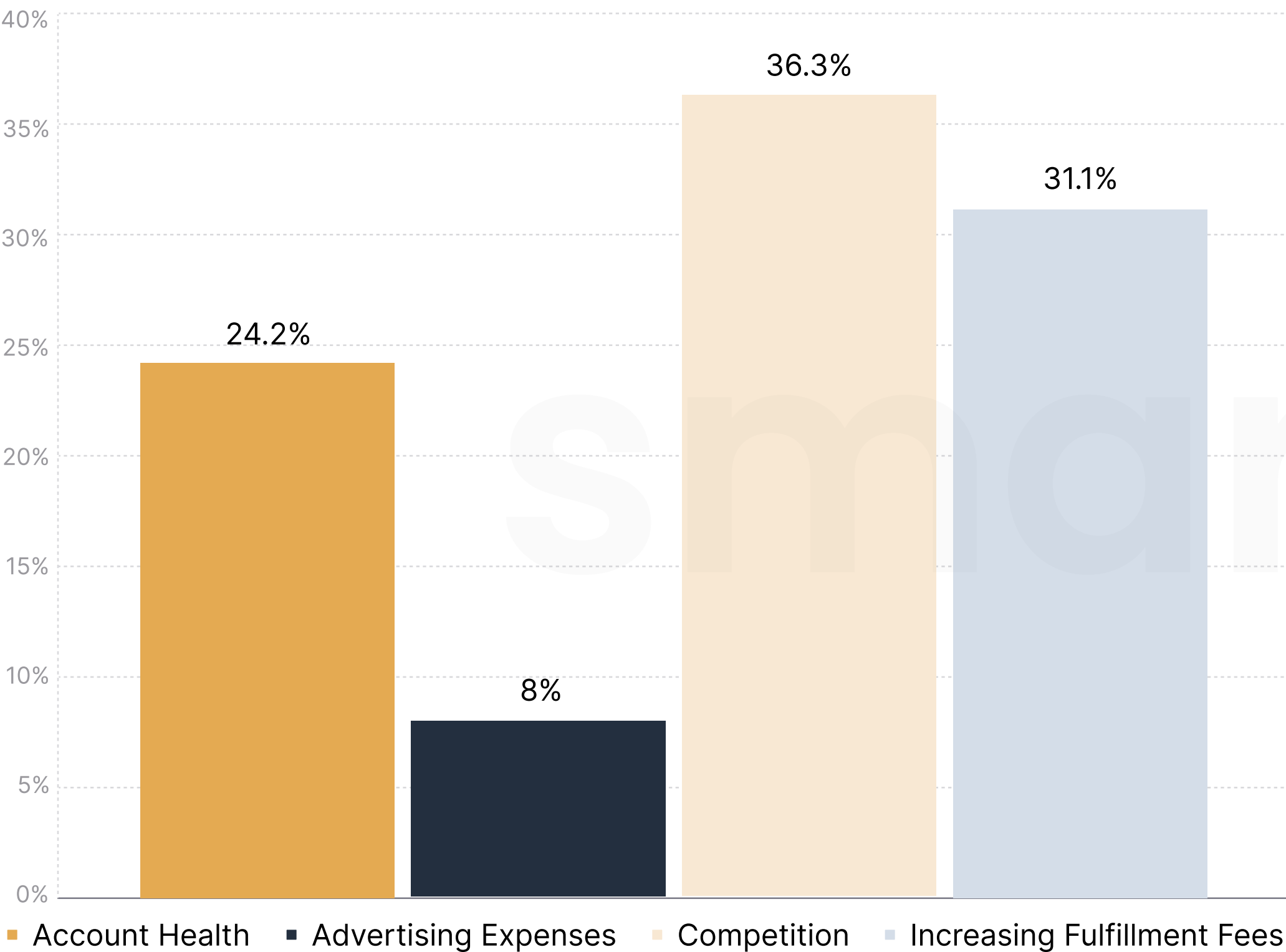


What is Your Take Home Pay?

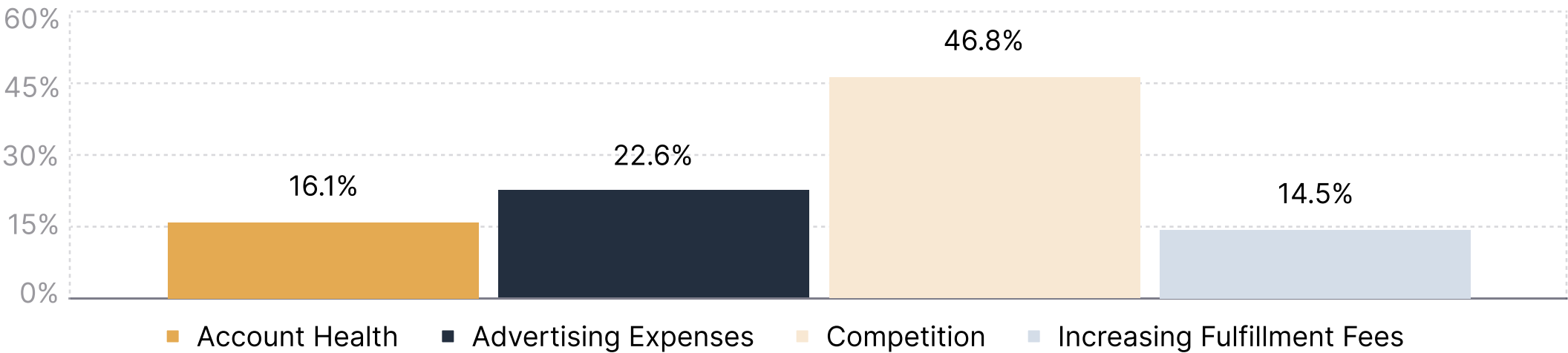


Amazon Risks And Challenges

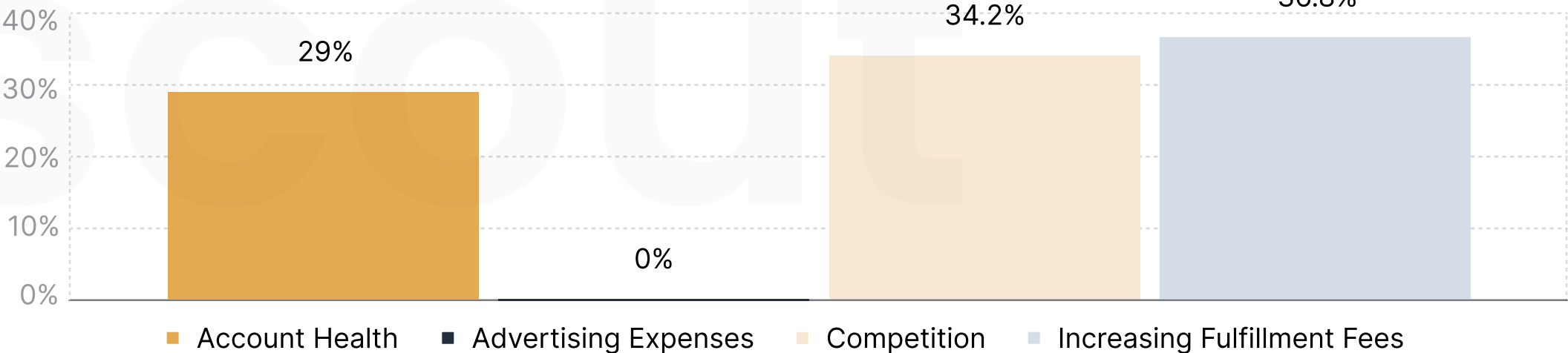
What is the hardest part about selling on Amazon?



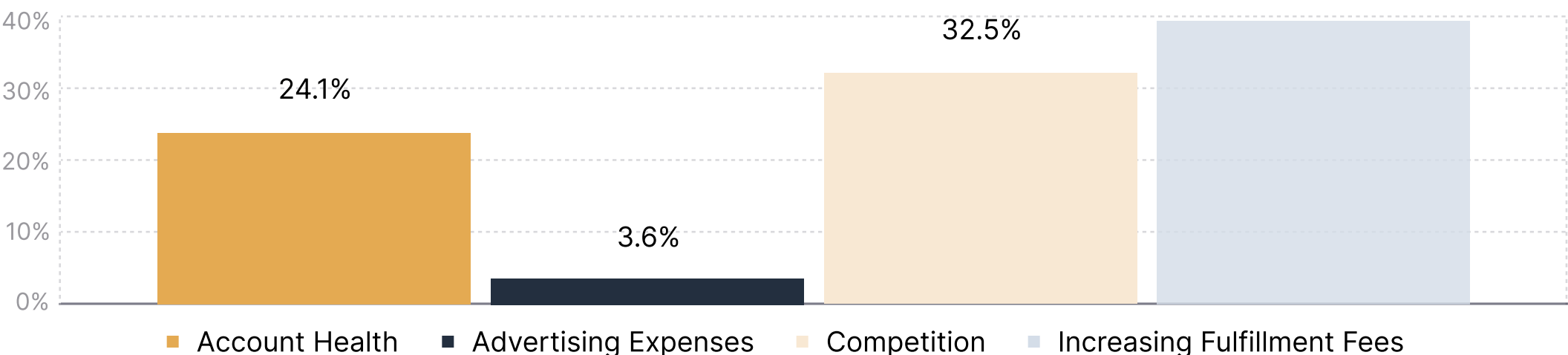
Competition is the leading challenge facing Amazon Seller today. This is most true for private label brands but for resellers, FBA fees are the leading challenge.



Private Label

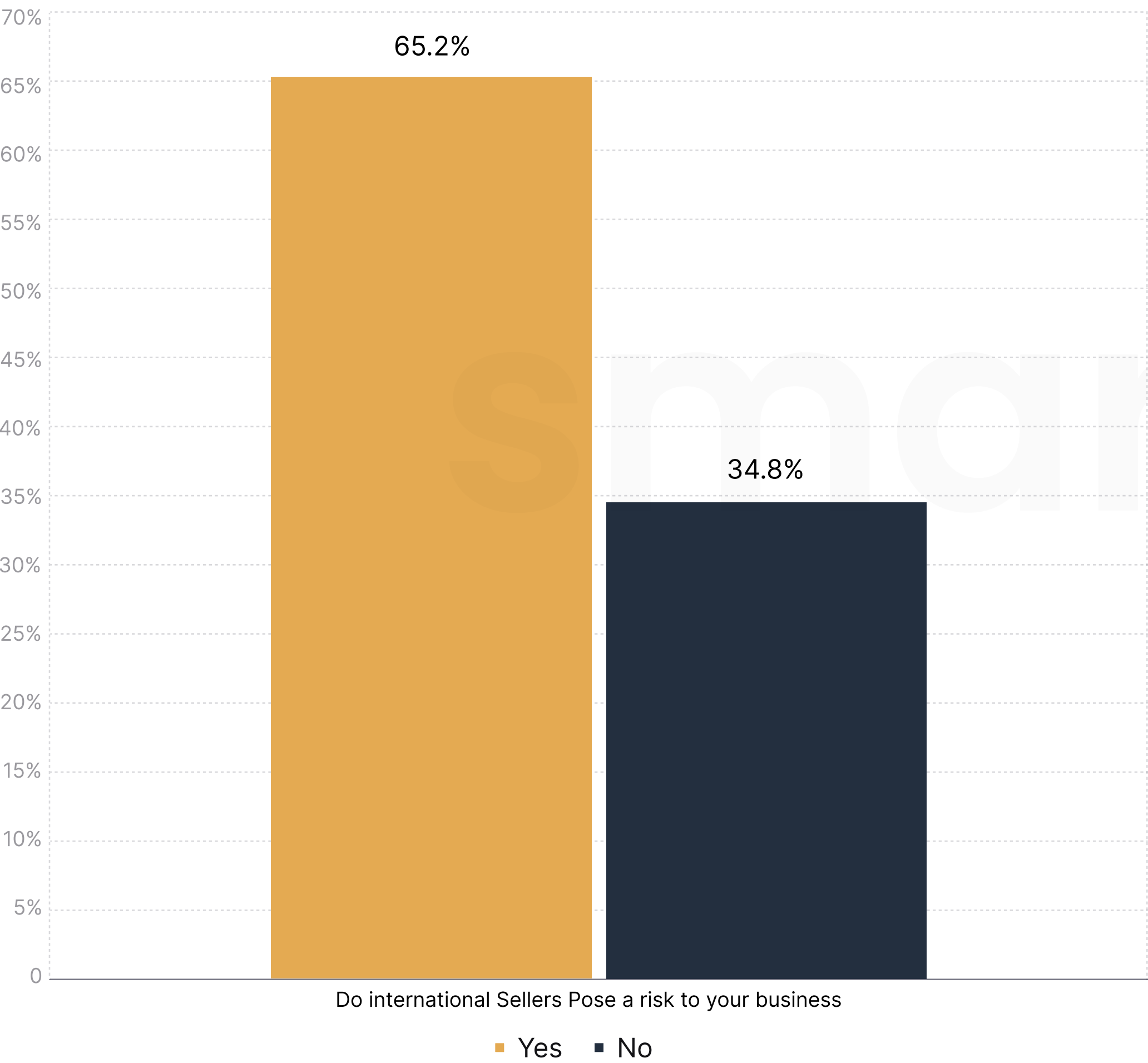


Wholesale

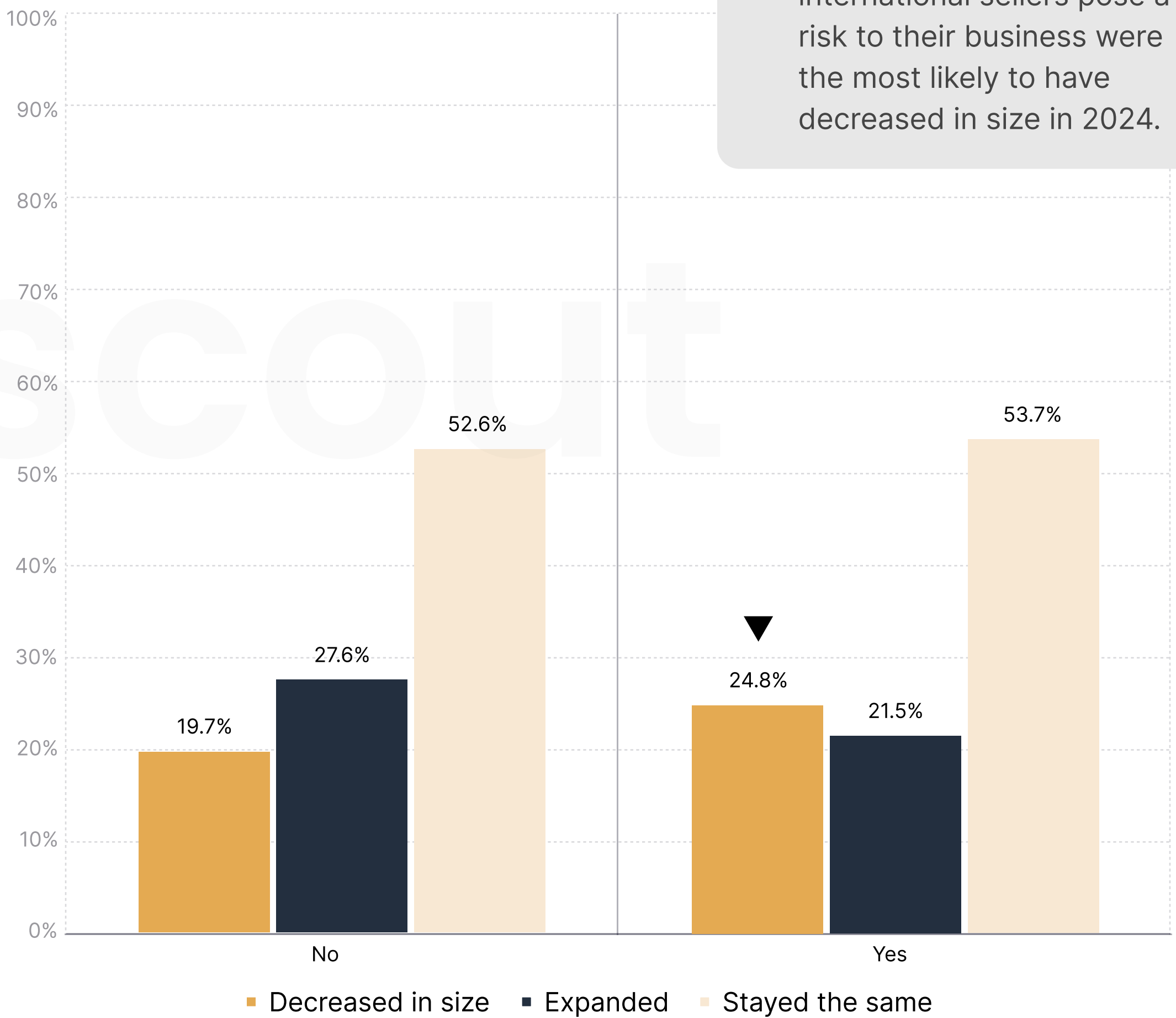


Retail Arbitrage

Do international Sellers Pose a risk to your business

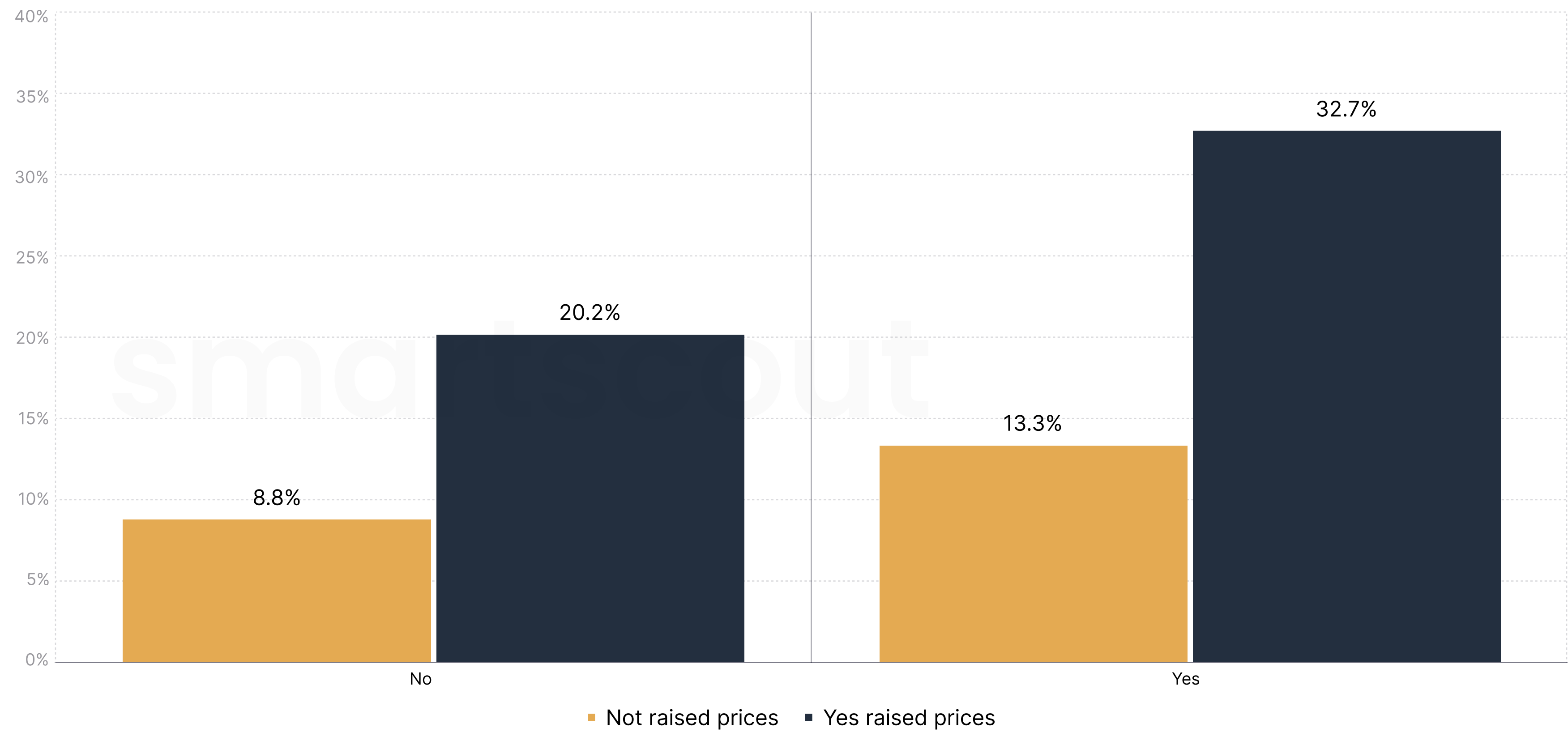


Did your business grow?



A War on Two Fronts

Have you raised prices in 2024 because of increased Amazon FBA Fees?

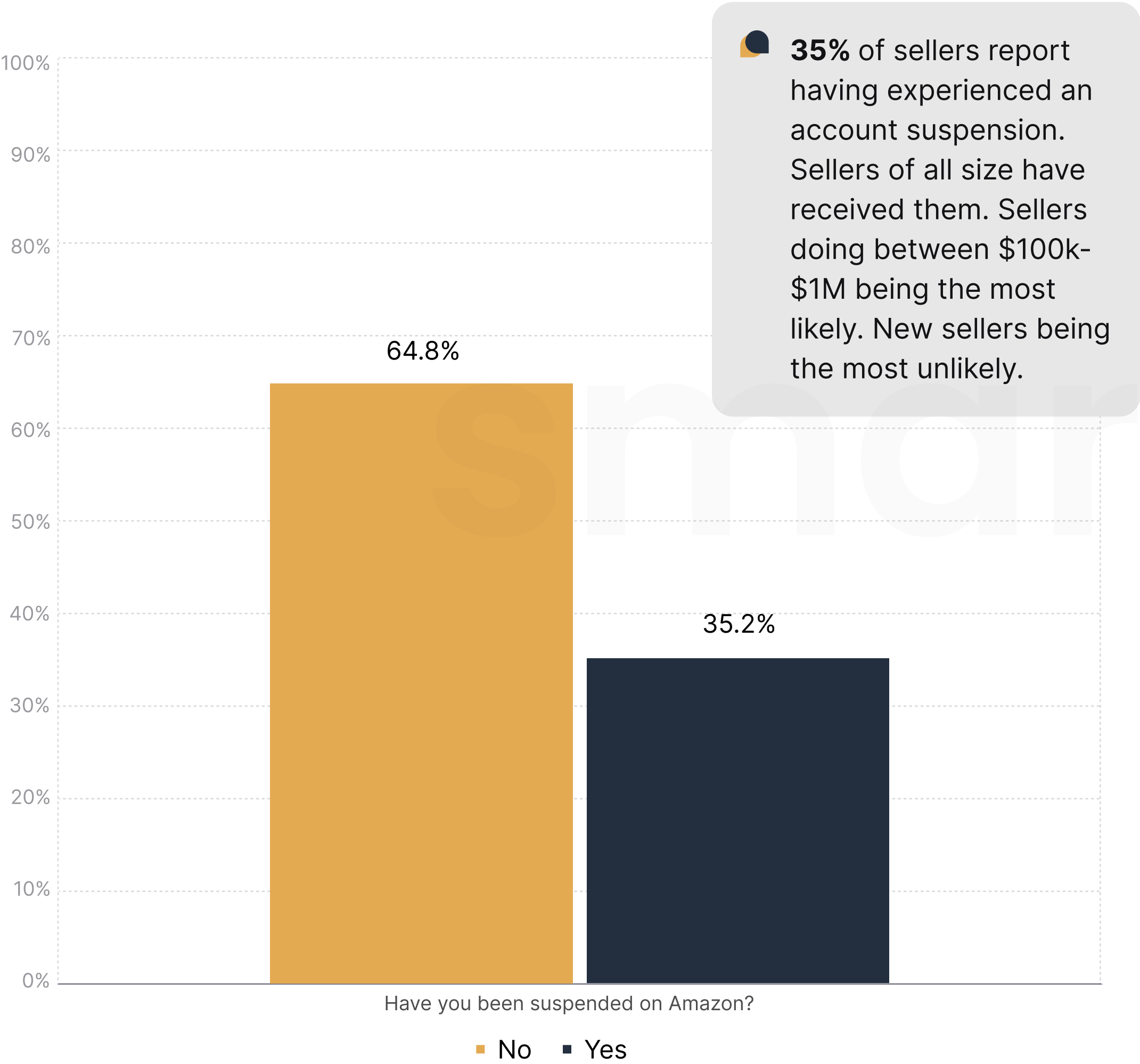


While International sellers are pushing downward on price, increased FBA fees are pushing prices up forcing sellers to raise prices. Talk about a rock and a hard place. This downward spiral was experienced by a whopping 32.7% of respondents

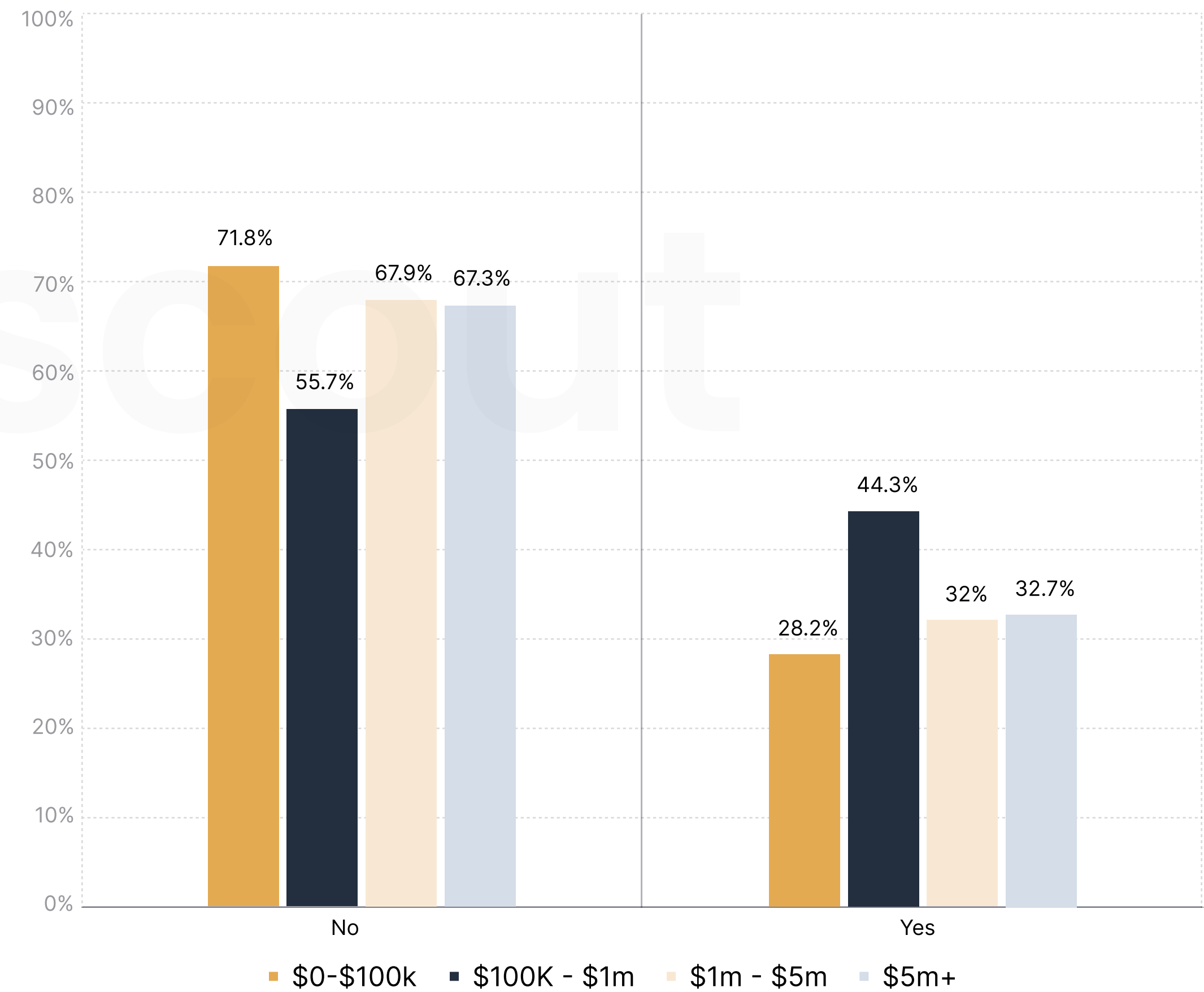
Do International Sellers pose a risk to your business?

Suspensions & Seller Concerns

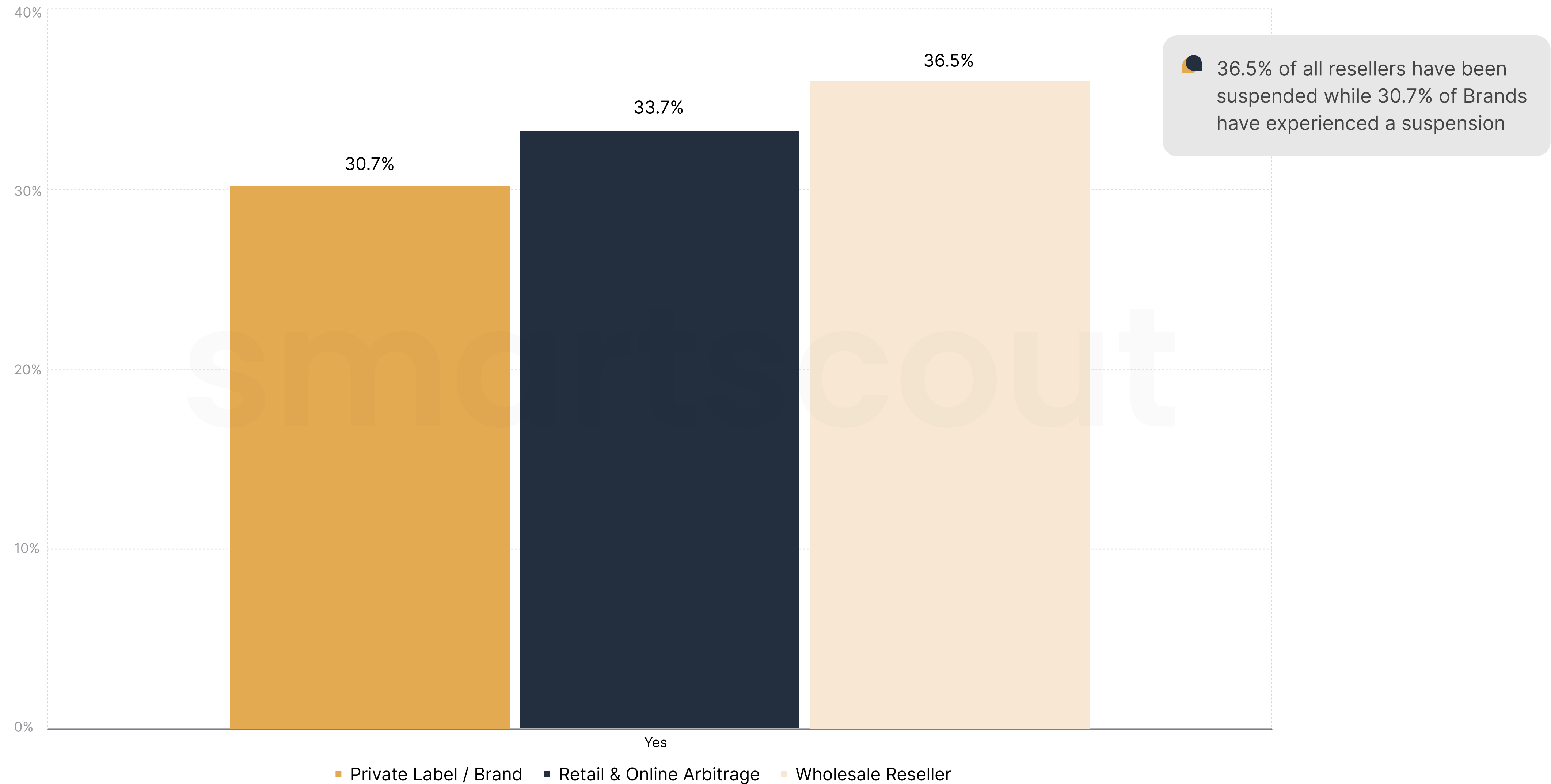
Have you been suspended on Amazon?



Seller Suspension by Annual revenue size



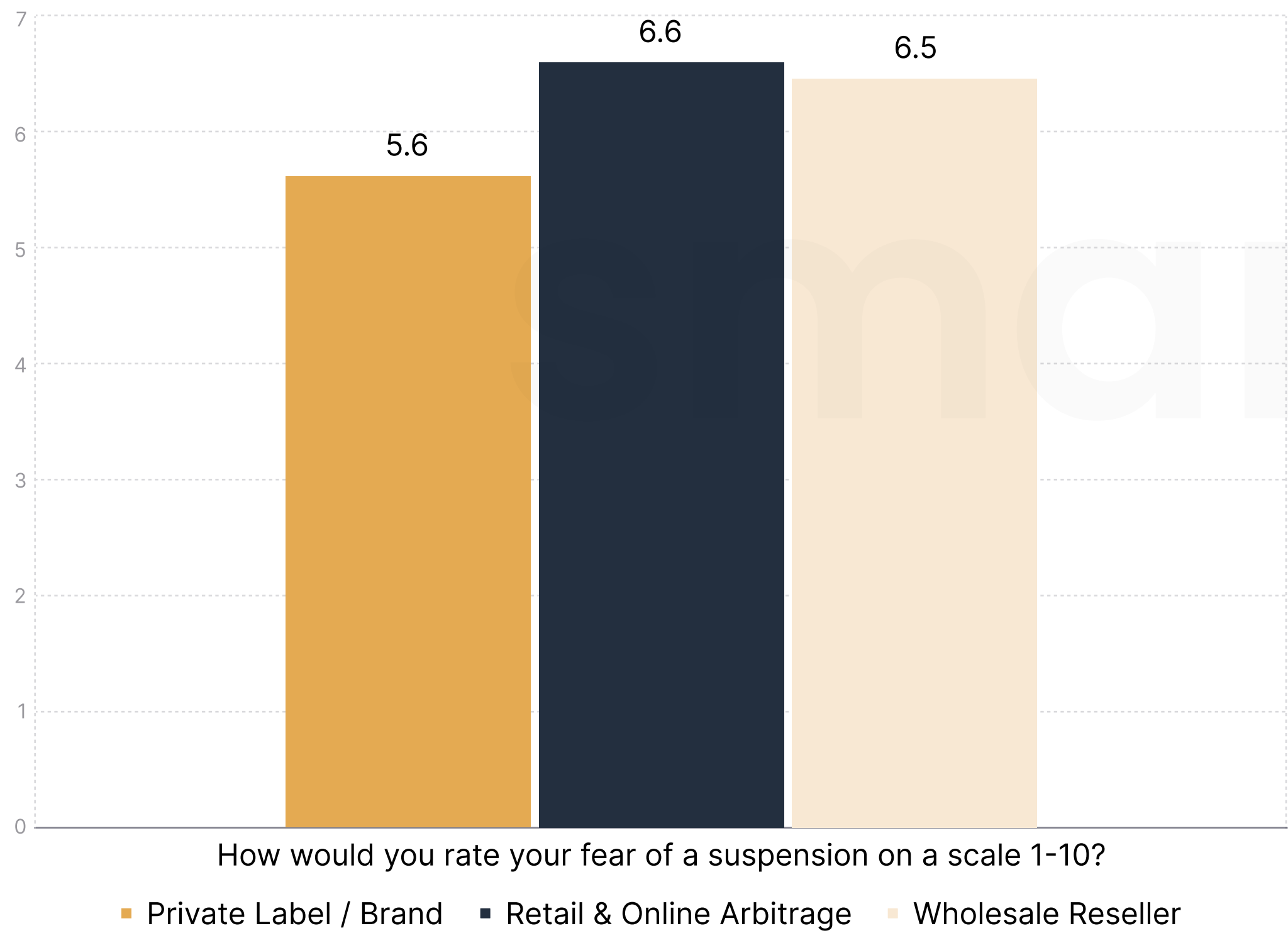
Suspensions by seller type



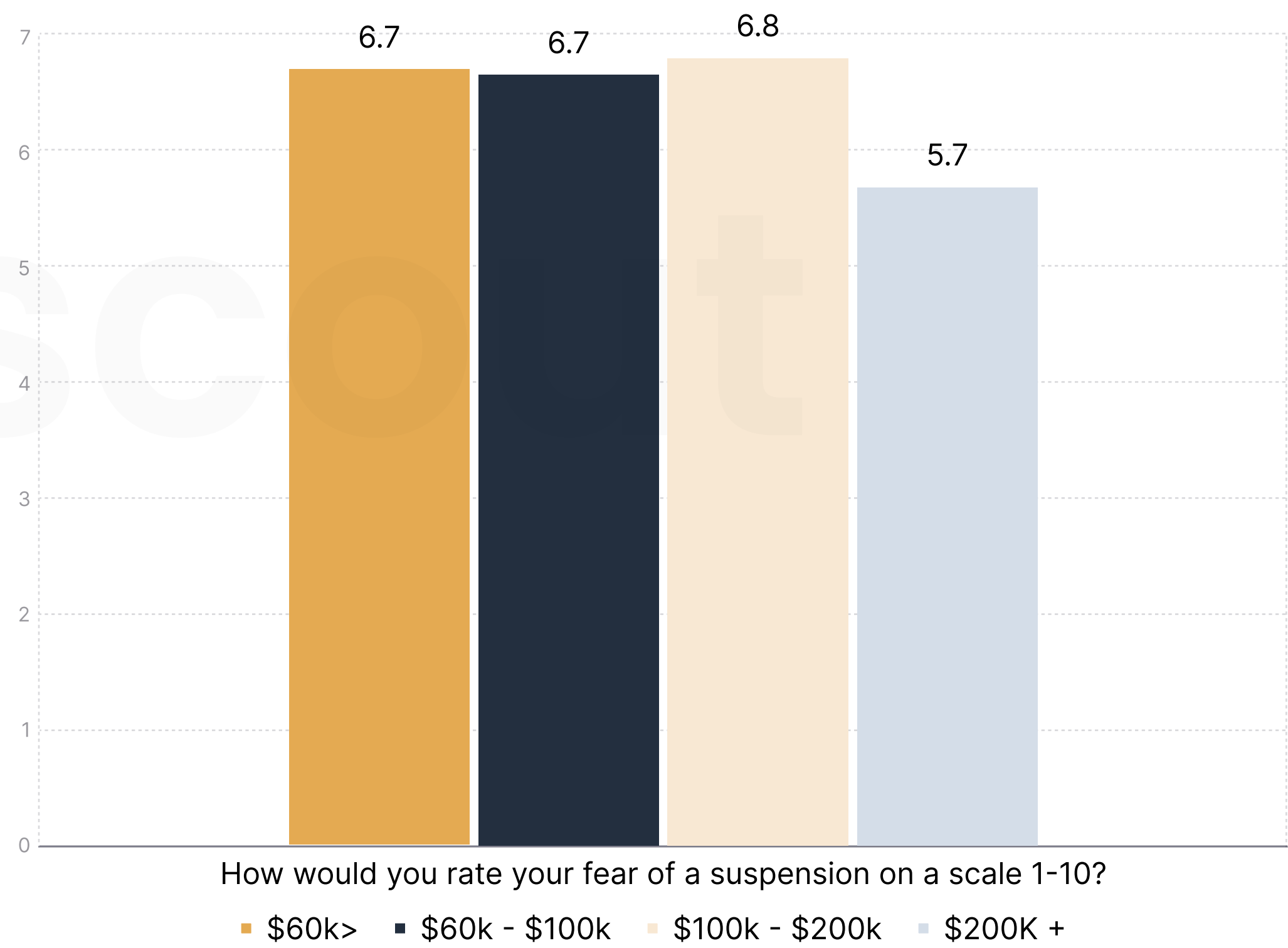
Fear of Suspension

Voice of the Seller

Fear of getting suspended is embedded in many sellers minds. For many it's an 8-9, for others its a 1-2. It can be category dependent and experience based.



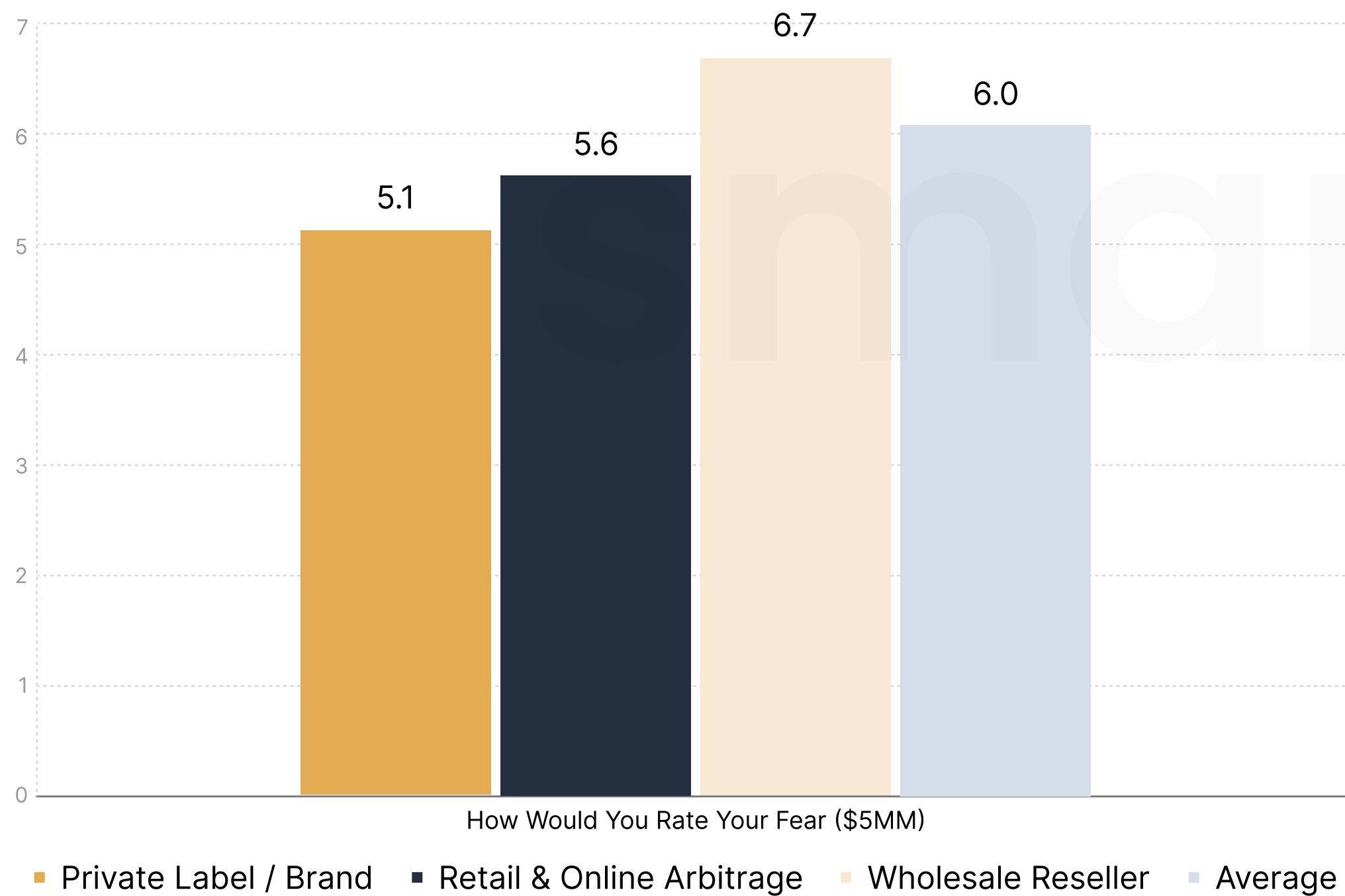
Fear by Seller type



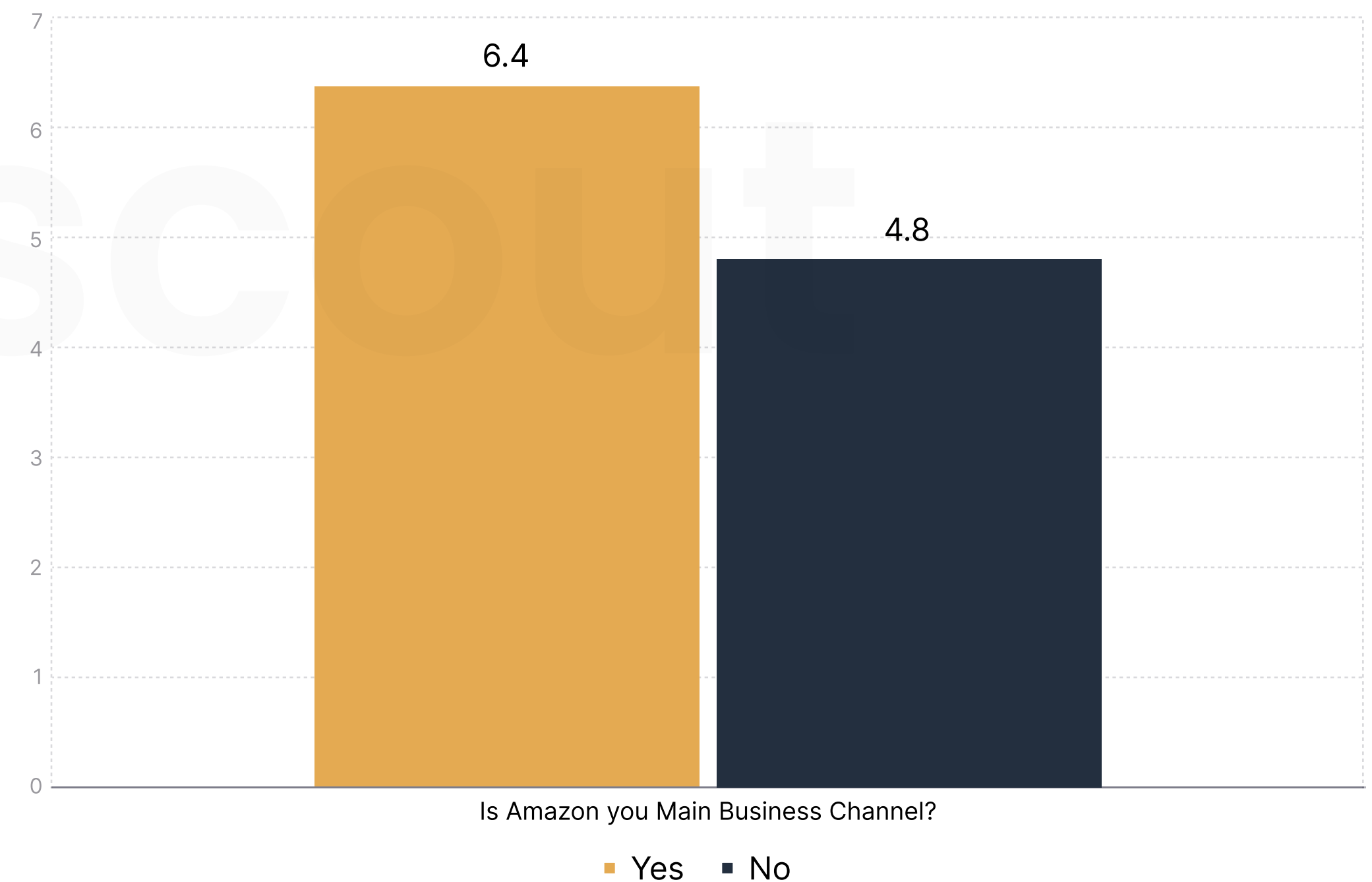
Fear by take home pay

Fear of Suspension (\$5MM+)

Large sellers (5MM+) were on average less worried than small sellers but upon further review it appears that is because of diversification, of the large sellers that identify Amazon as their main business channel it is above average



Fear by Seller Type



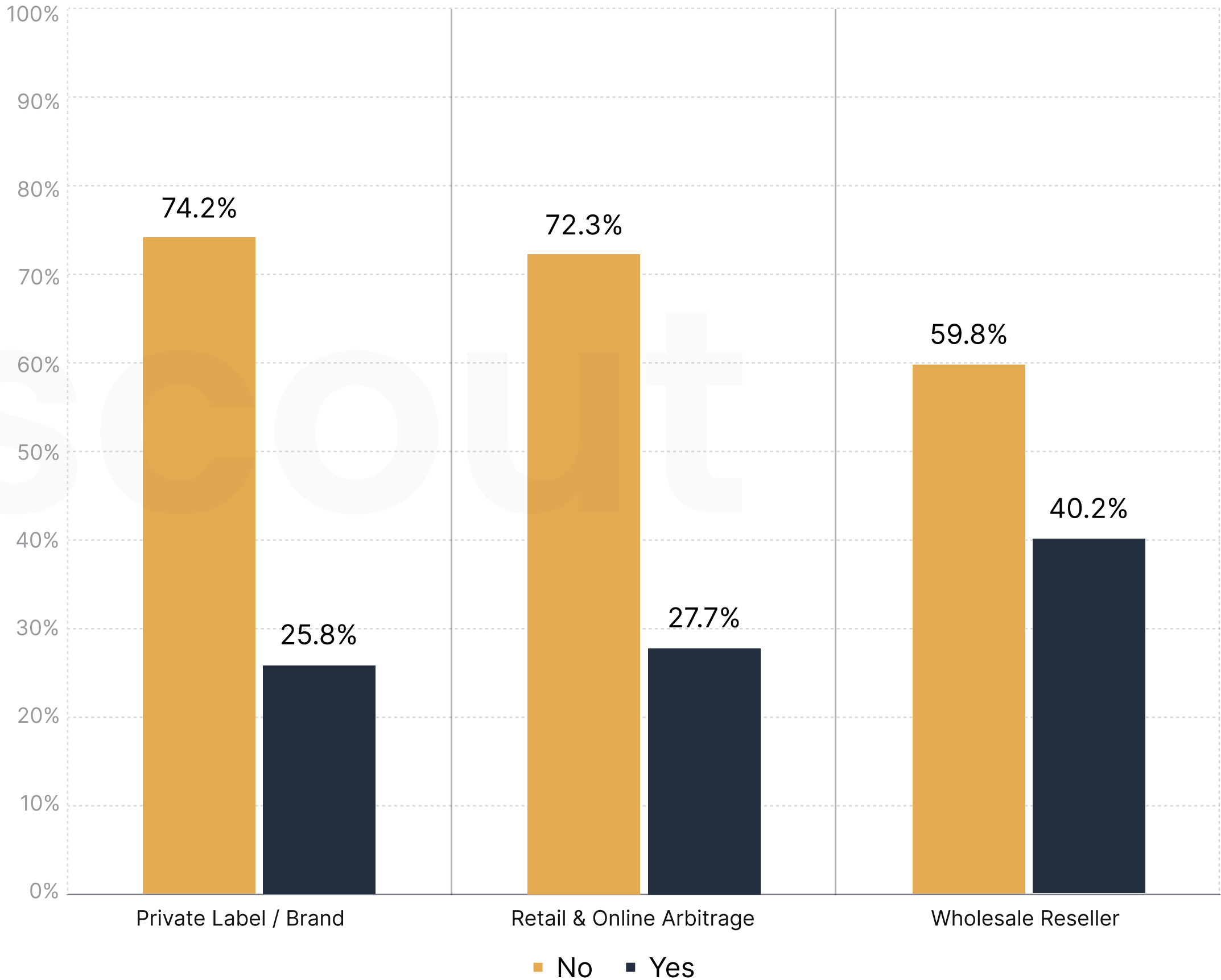
Fear + Main Channel

Seller Sentiment

Do you feel that Amazon is a fair marketplace?

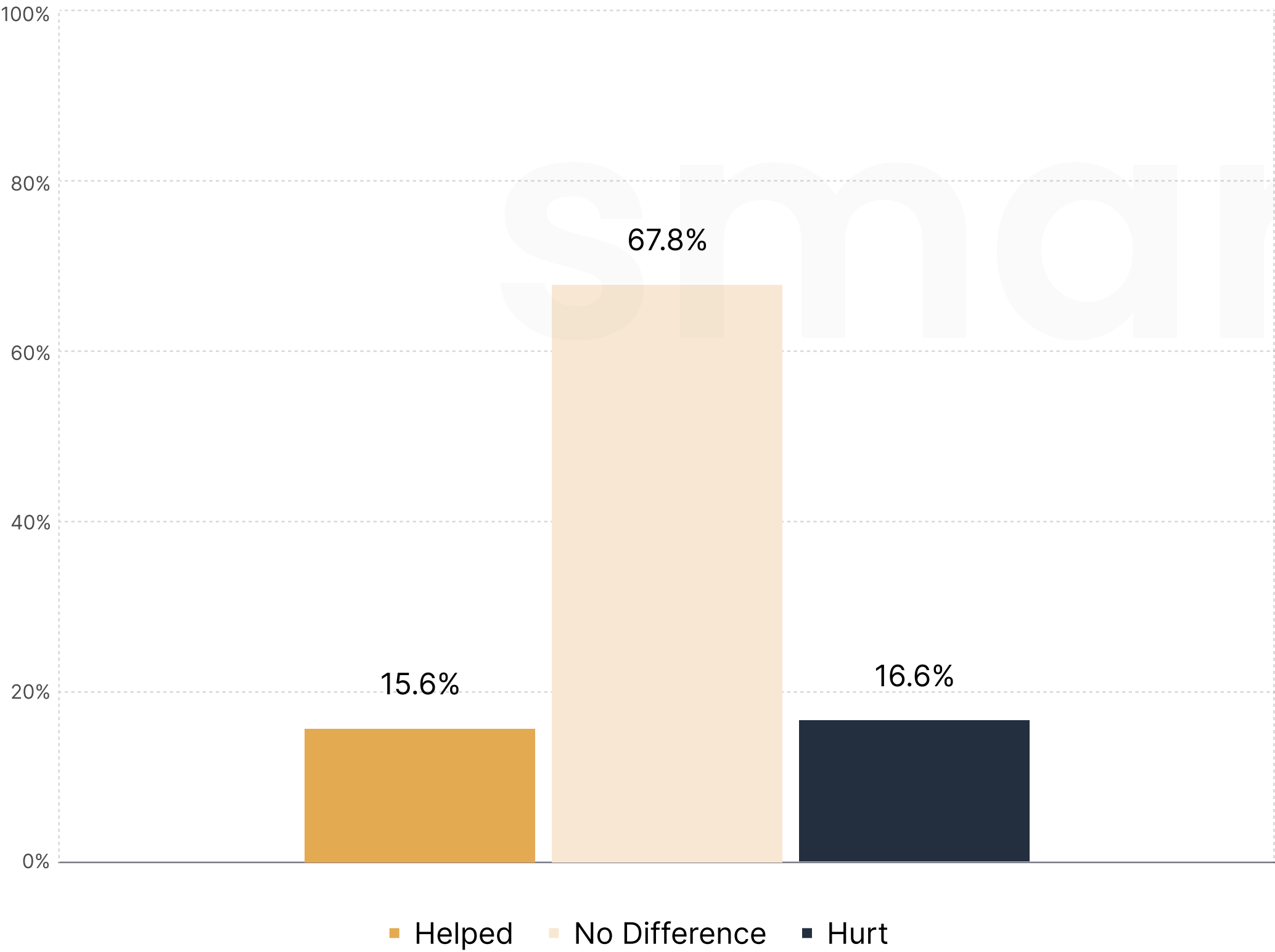


Private label brands are most likely to see Amazon as not a fair marketplace

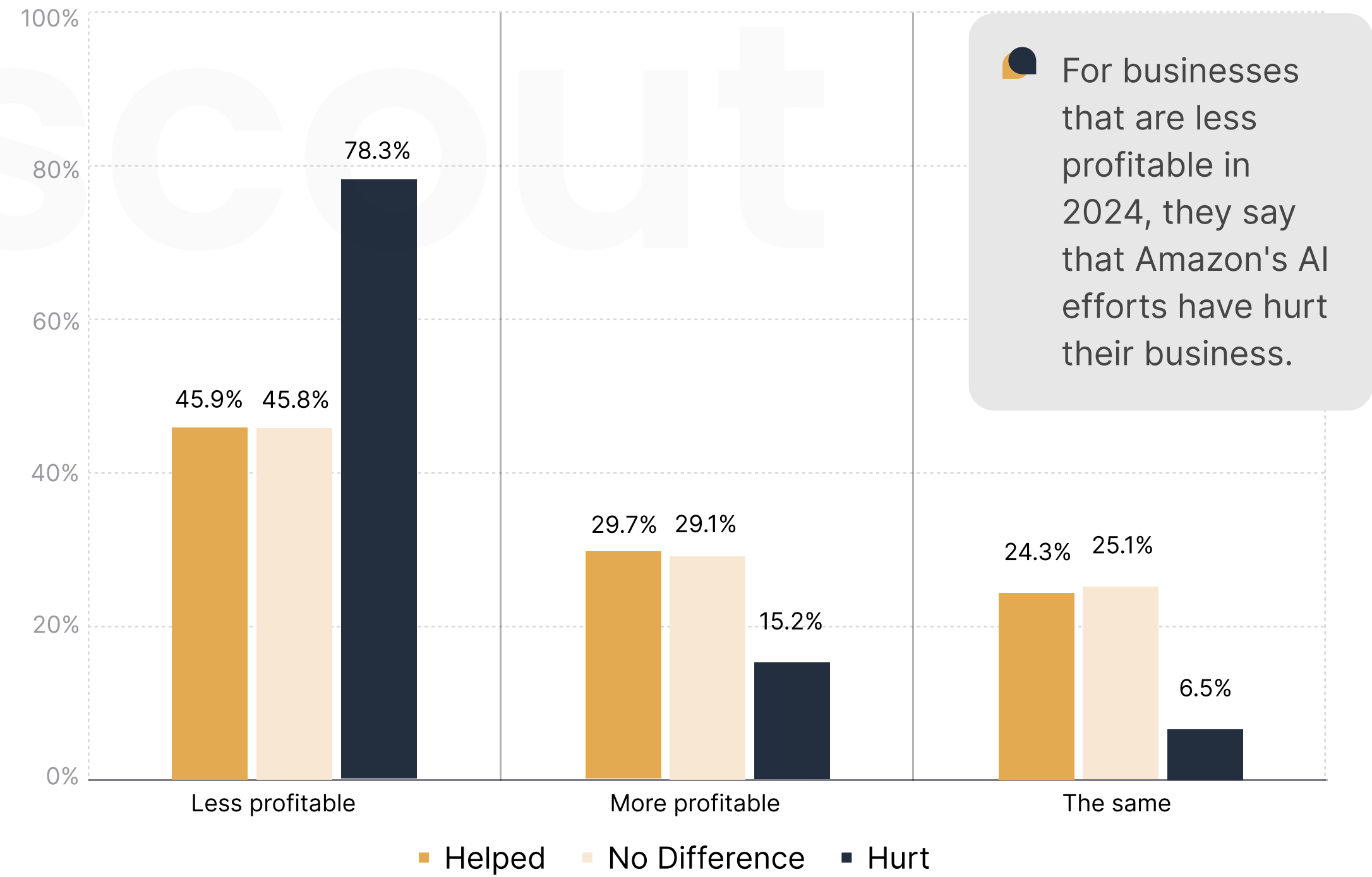


Amazon's AI Efforts

It's not 2022 anymore you don't have to pretend you are using AI. Those who claim Amazon AI has helped their business are only .7% more likely to have been more profitable as those who said there is no difference. Placebo?

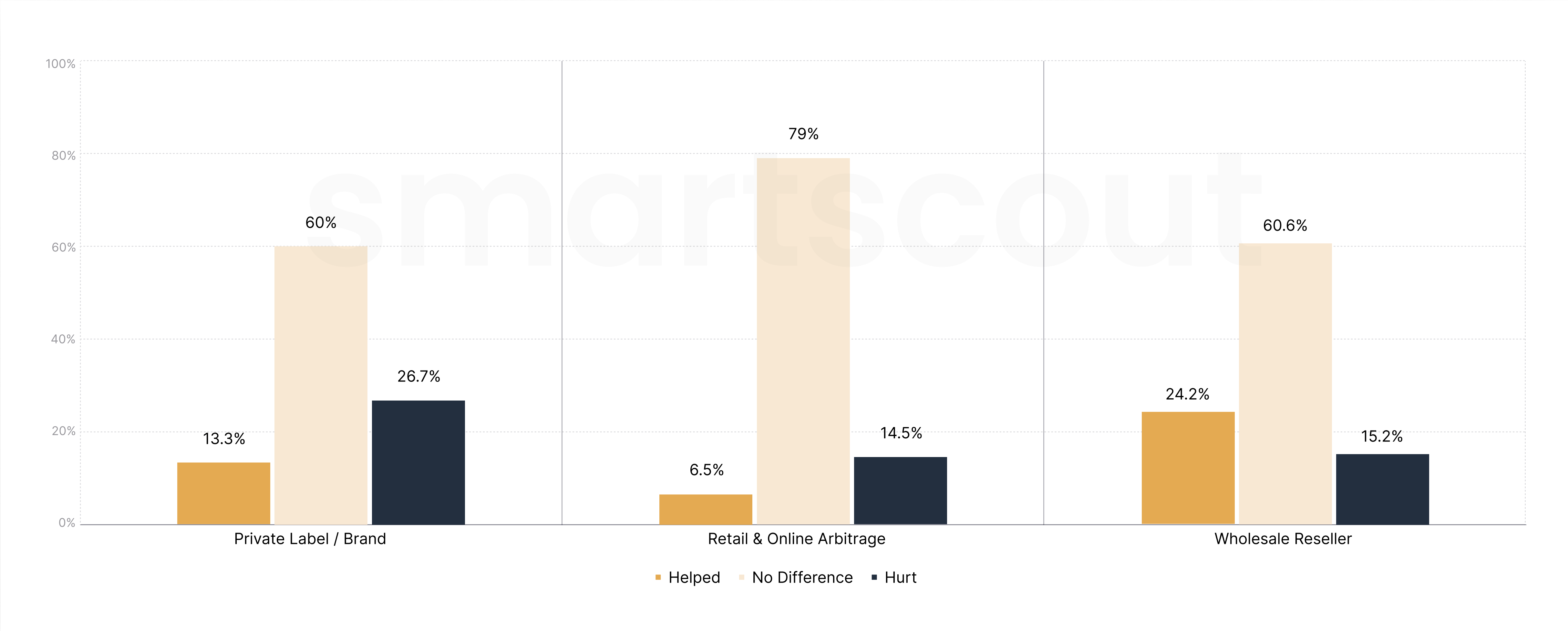


AI usage to if you're more profitable this year.



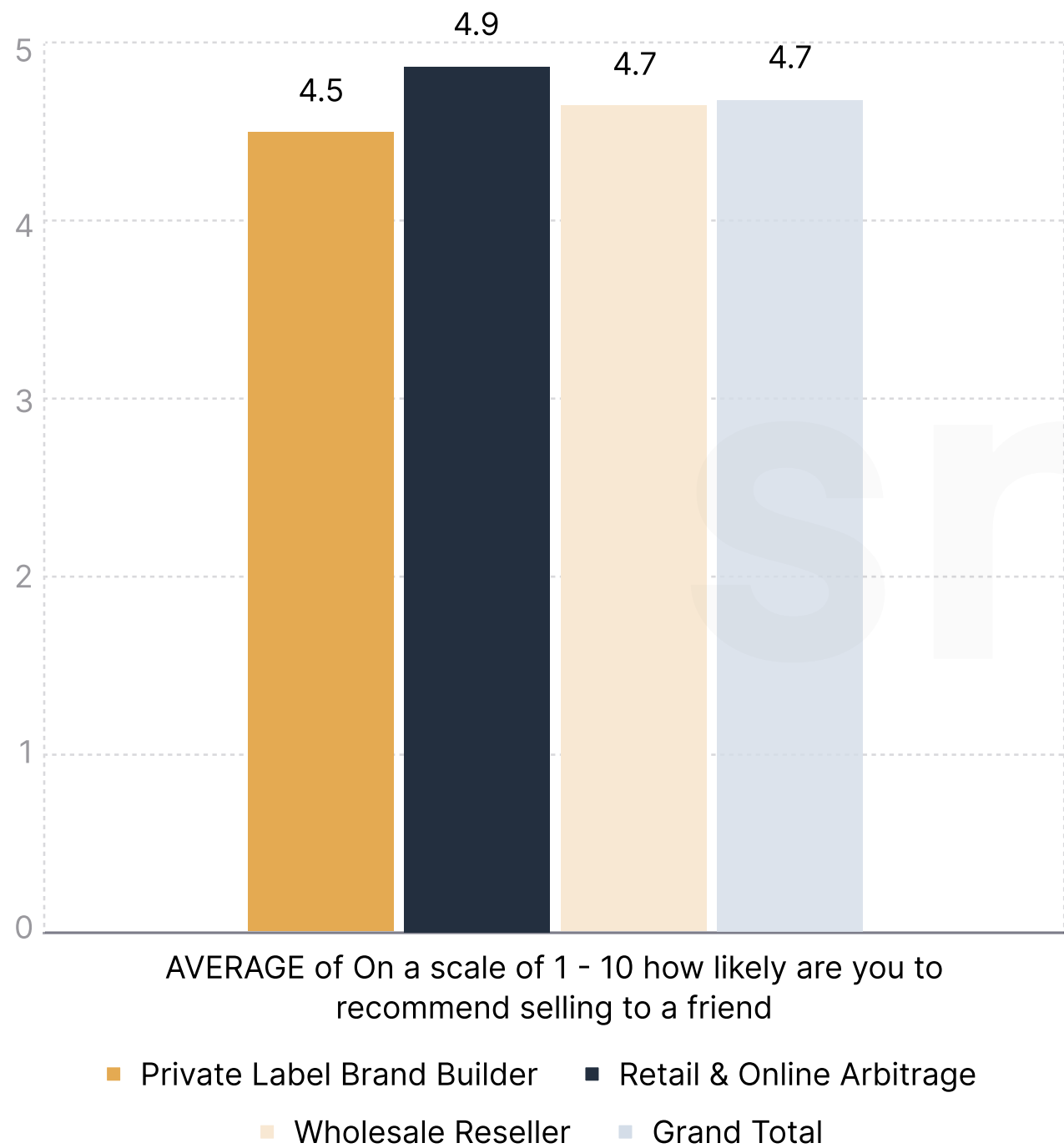
Amazon AI Effect On Business Types

Wholesale resellers are the most likely to have found the new Amazon AI features as helpful to their business (24%) While private label are the most likely to have found it hurt their business (26.6%)

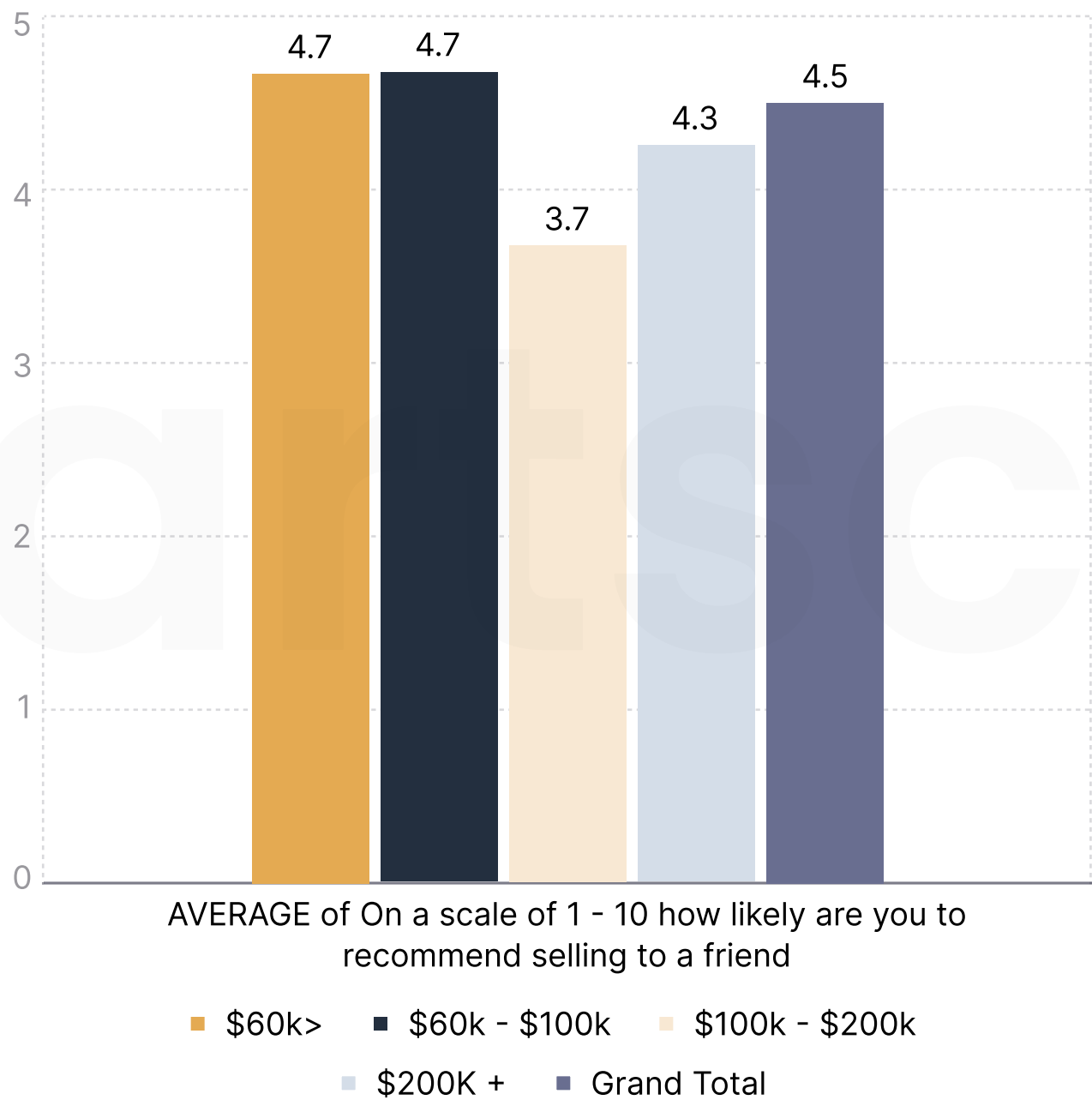


Would you recommend selling to a friend?

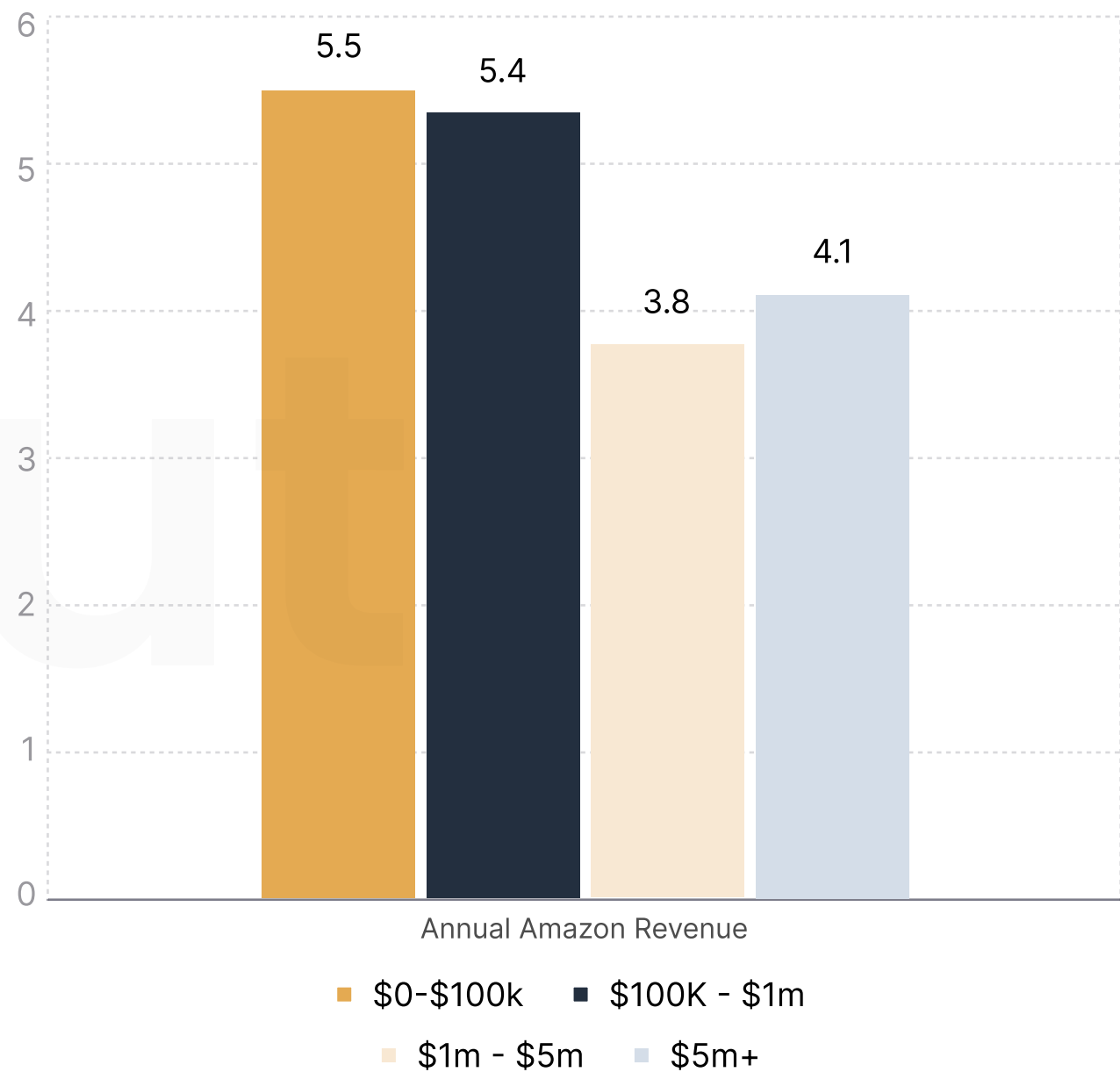
“Hey, how’s your little Amazon thing going?”



Arbitrage sellers are the most likely to recommend selling on Amazon to a friend while Private Label is the least. overall it was a resounding “rather not”



Those who dictate their own salary are less likely to recommend Amazon than the average And those bringing home less than \$100,000 a year from Amazon are more likely to recommend selling to a friend

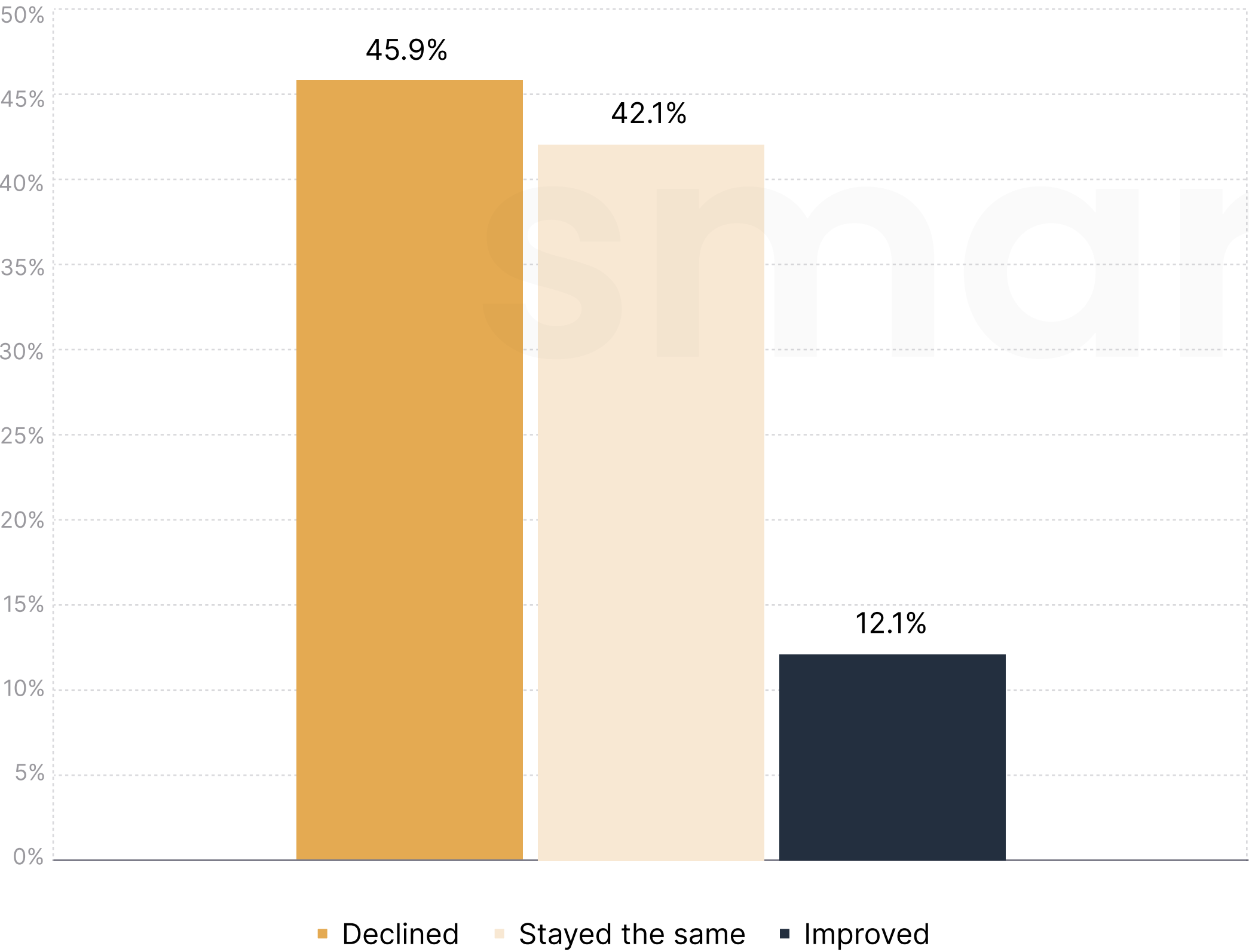


When it comes to revenue Less appears to be more. Sellers in the range of those who are looking for an “Internet side hustle that works.” Whereas those looking to replace their income may have found the road less traveled by to be lacking in maintenance.

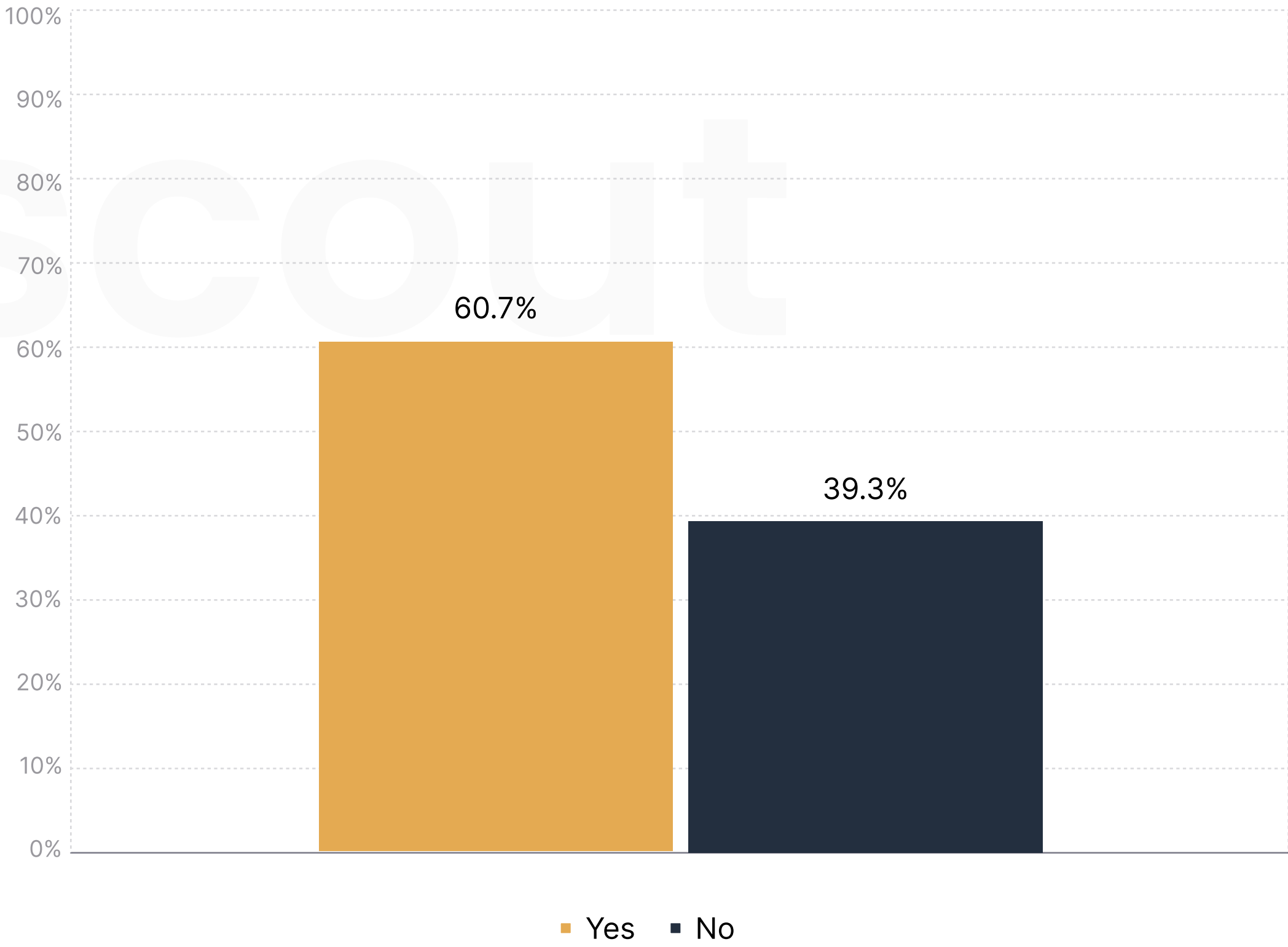
Amazon Seller Support

Seller Support Status

Has Amazon seller support improved or declined in the last two years?



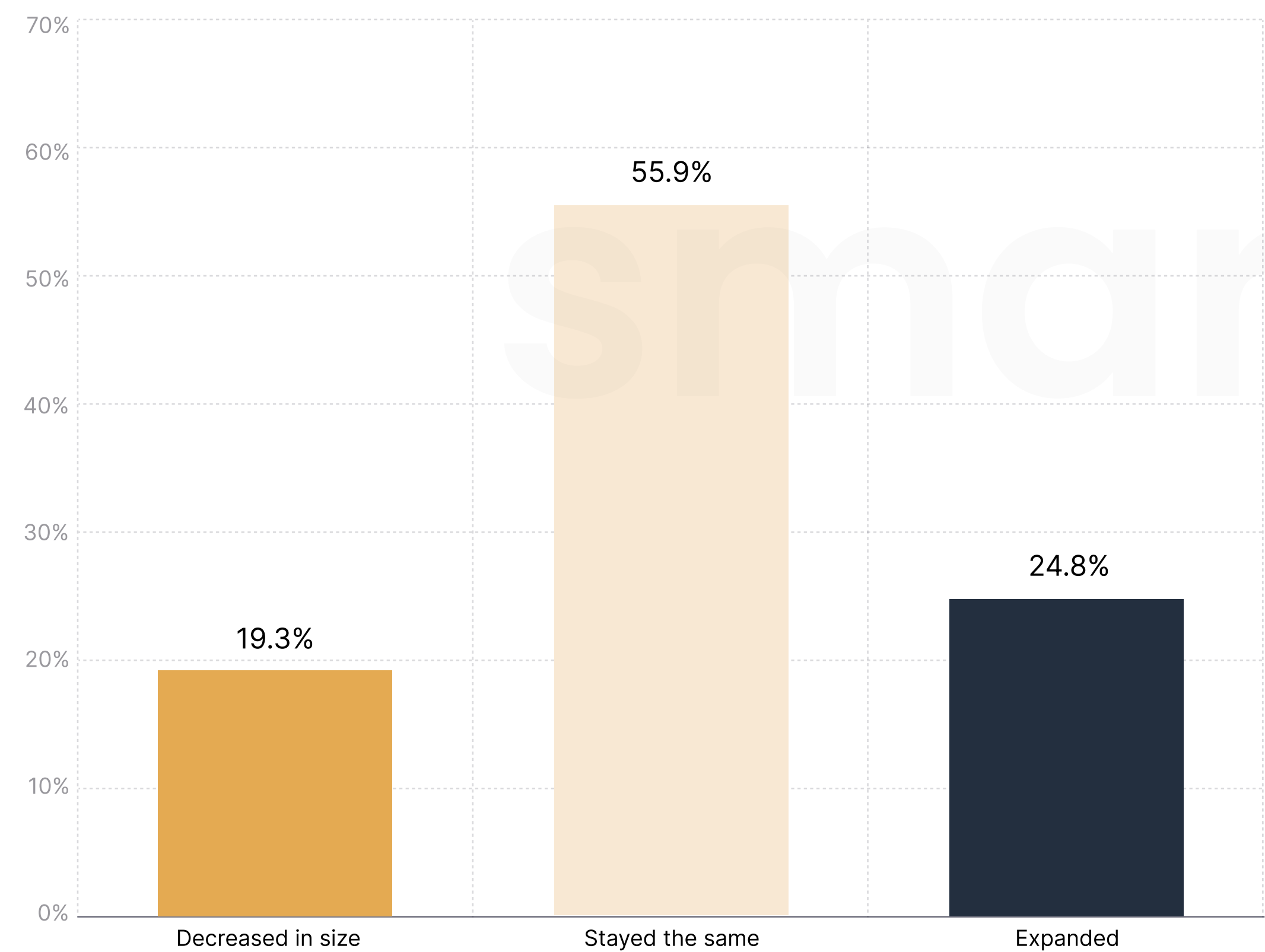
Does Amazon Seller Support hold you back from achieving your business goals?



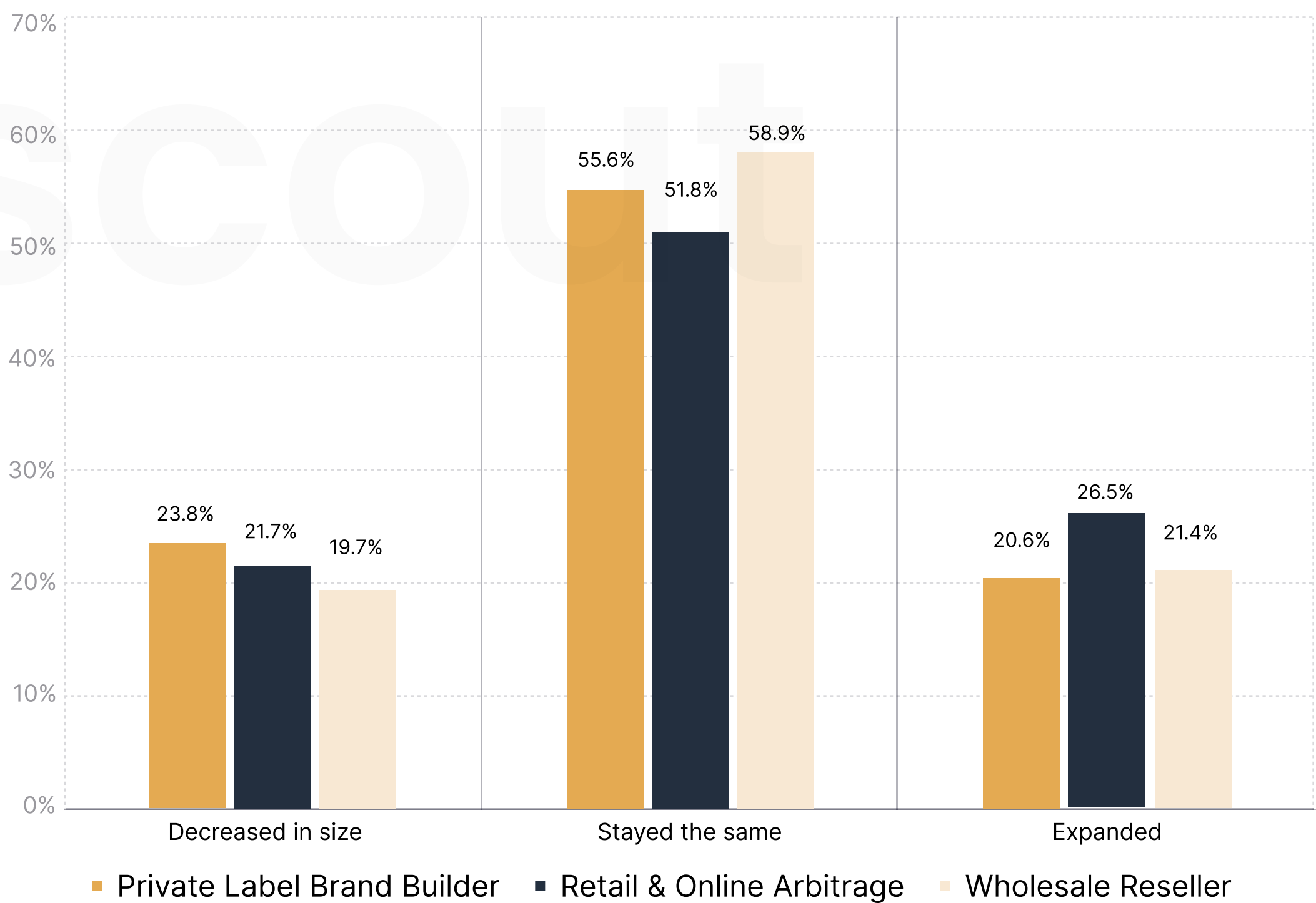
Amazon Policy & Market Changes in 2024

Team Changes

In comparison to last year, did your team experience growth in size, remain unchanged, or decrease?

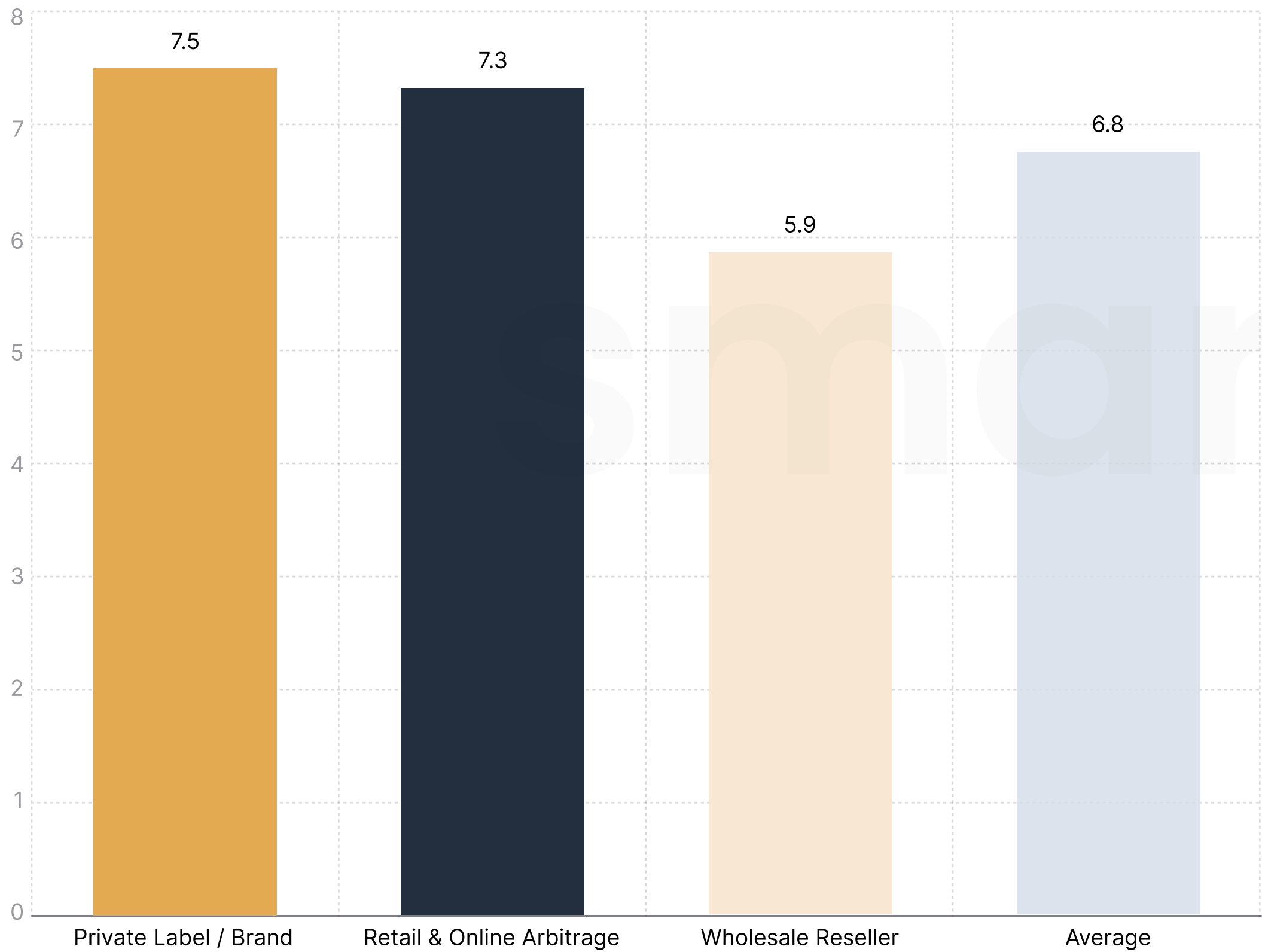


Wholesalers were the least likely to have decreased team size where as private label is the most likely. Arbitrage teams had the best chance of growing

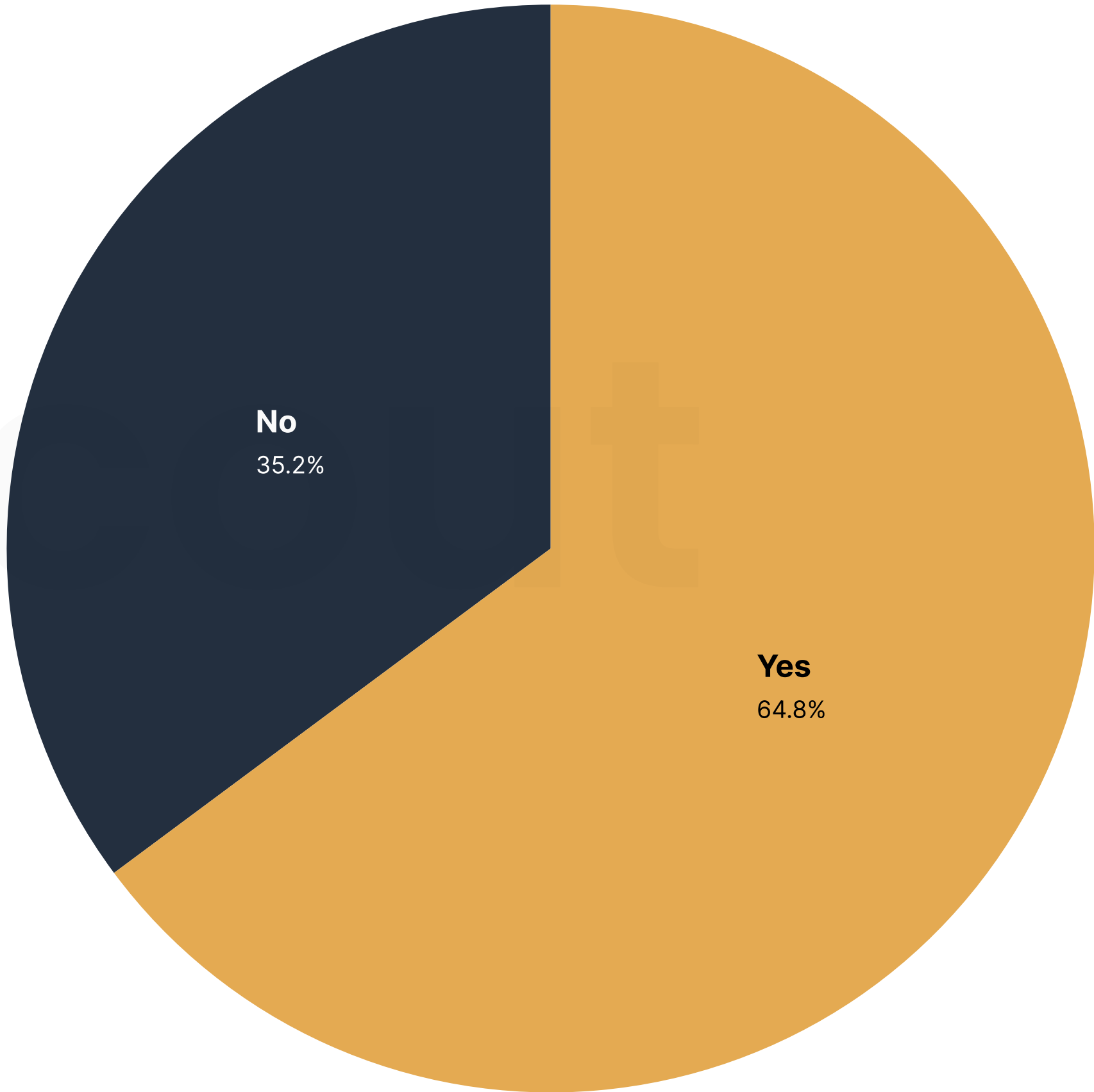


Team Shrinking & Fee Changes

For those teams that decreased, on a scale of 1-10 how much did Amazon policies affect this?

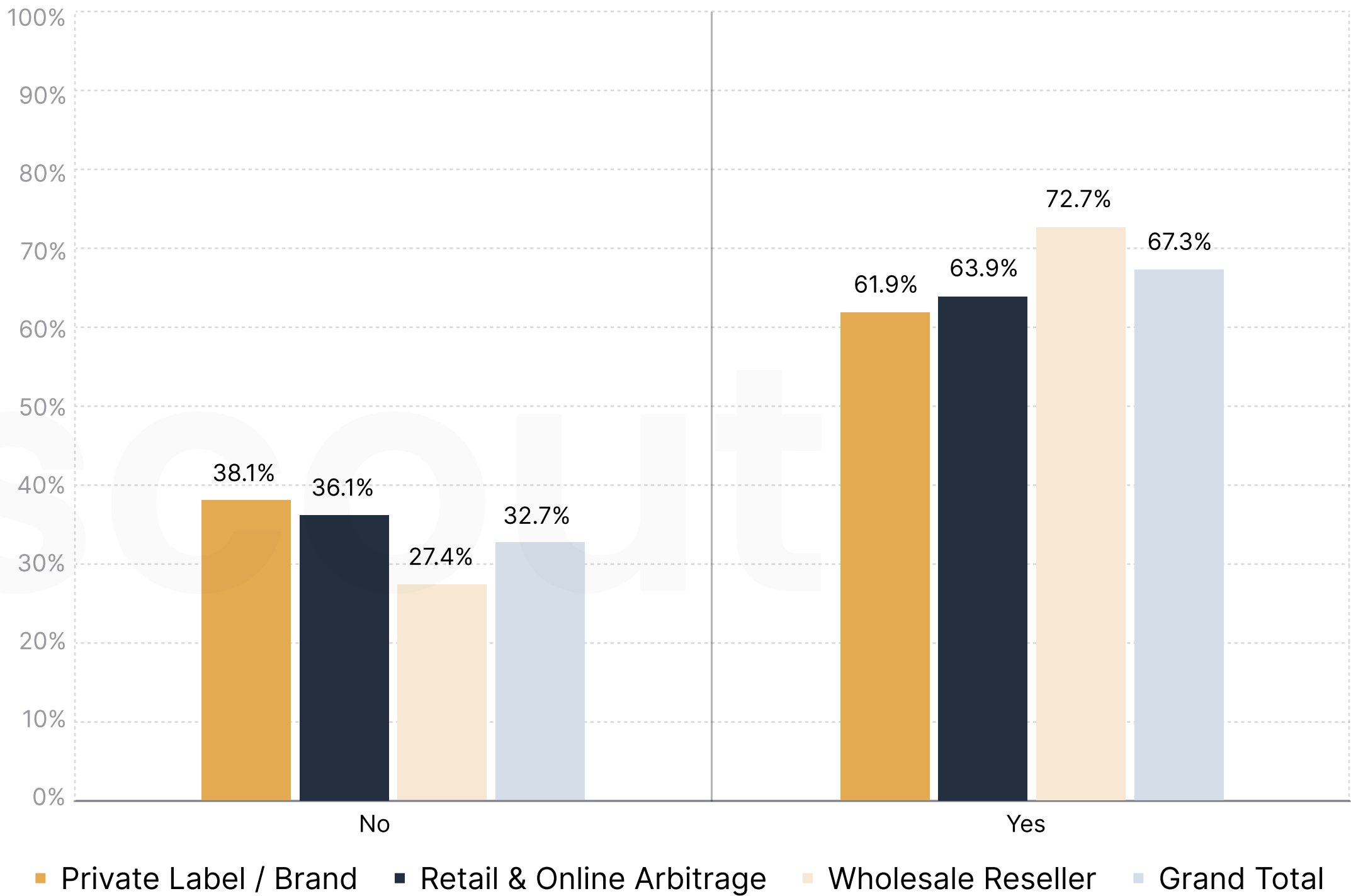
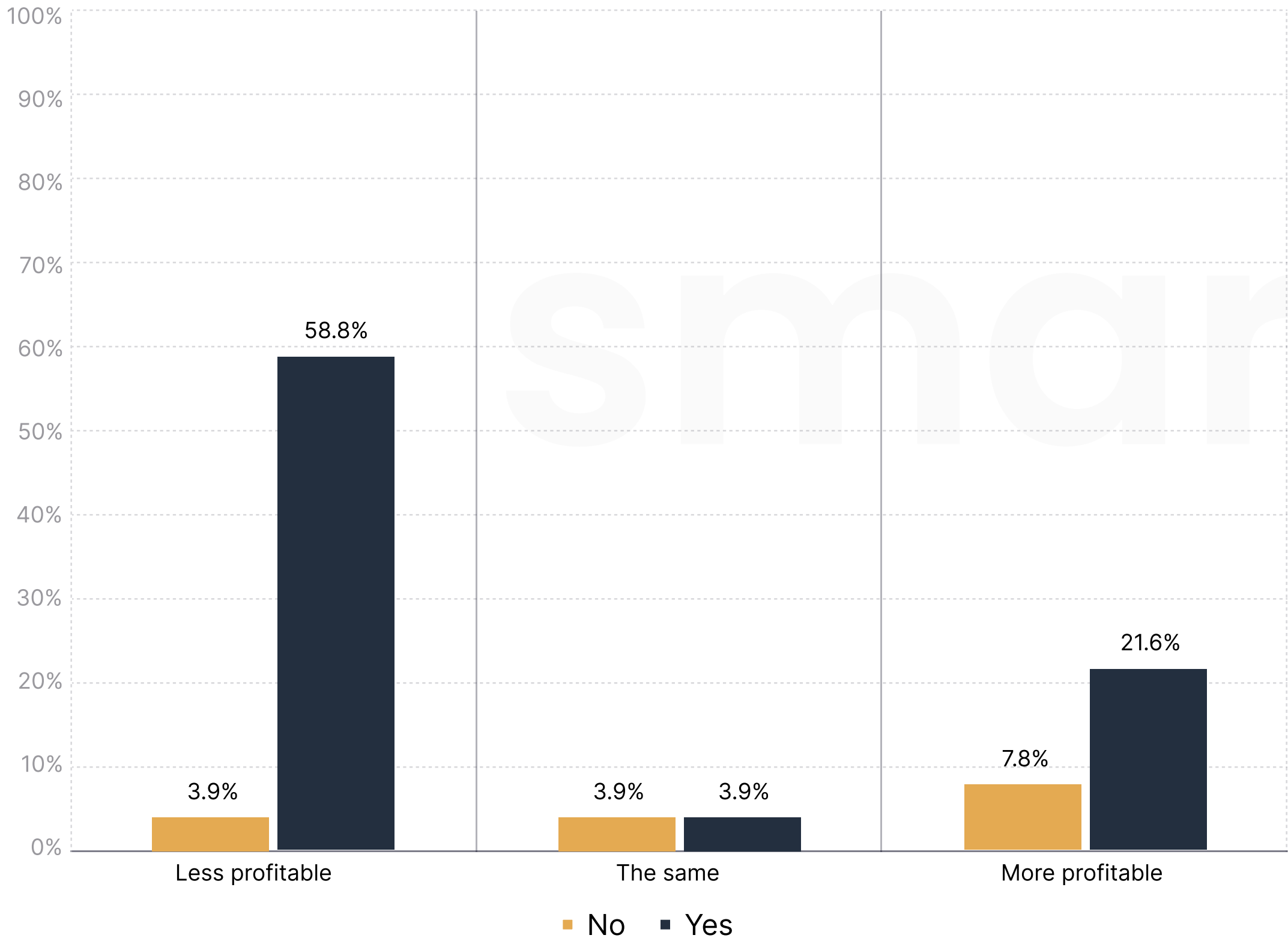


Did you raise prices in 2024 due to increased FBA fees



Have you raised prices in 2024 because of increased Amazon FBA Fees?

Comparing Profit Year Over Year Are you:

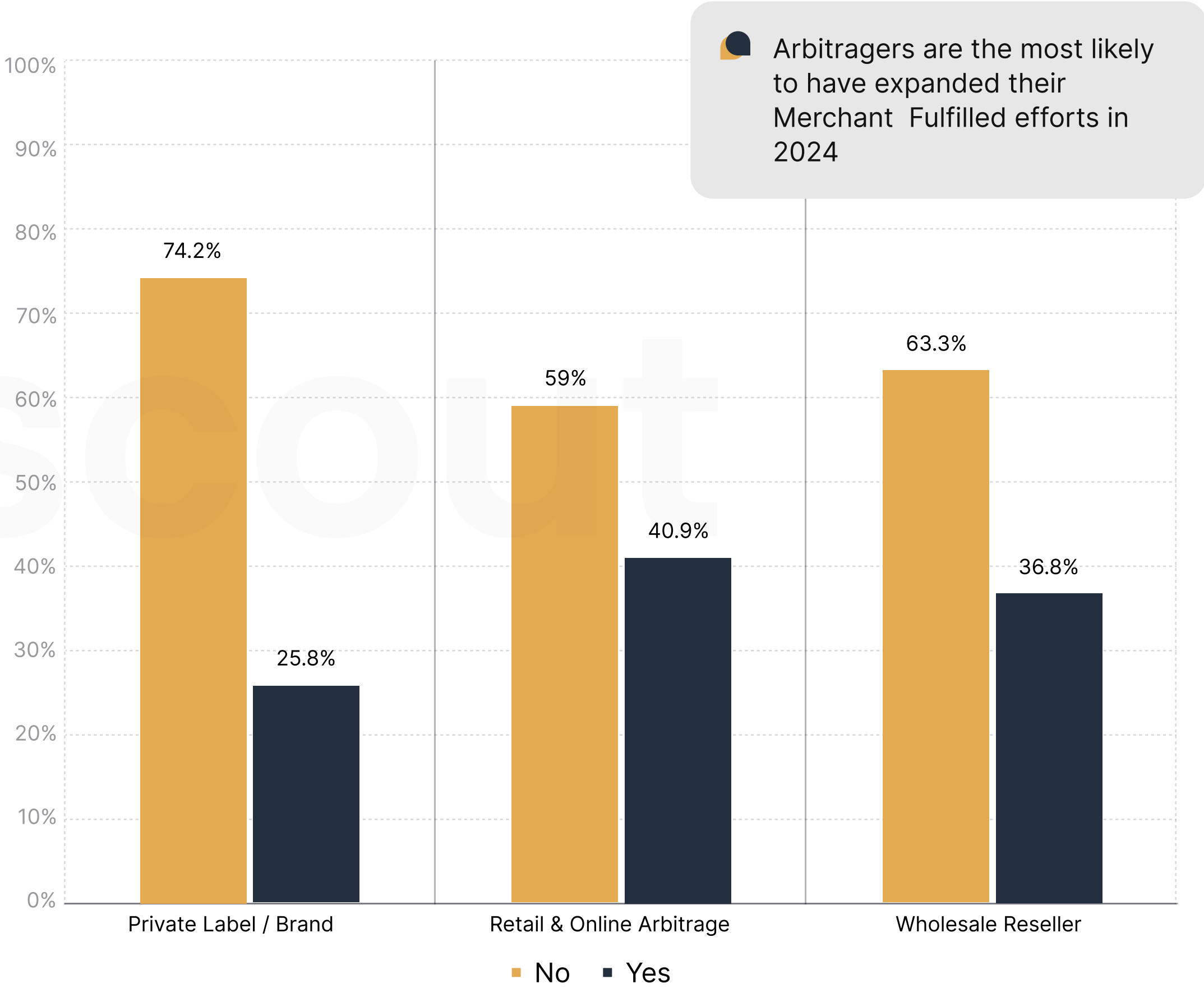
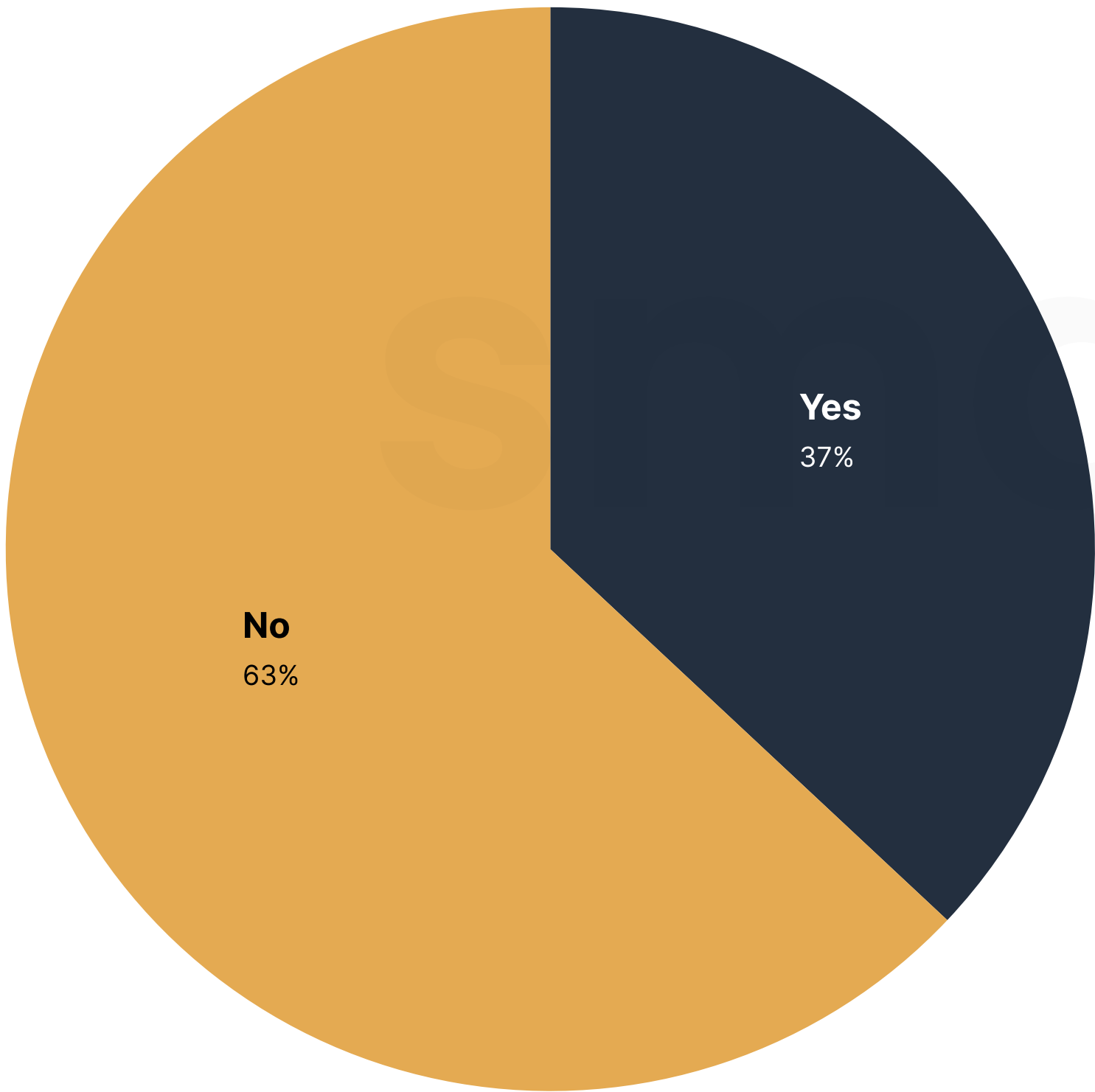


The Majority of sellers raised prices in 2024 (67%) With Wholesale / Resellers being the most likely (72.6%) and private Label being the least likely to raise prices (61.9%)

Leaning into Fulfilled by Merchant (FBM)

With rising FBA fees, sellers are considering expanding their fulfillment methods to find the most optimal way to do business on Amazon.

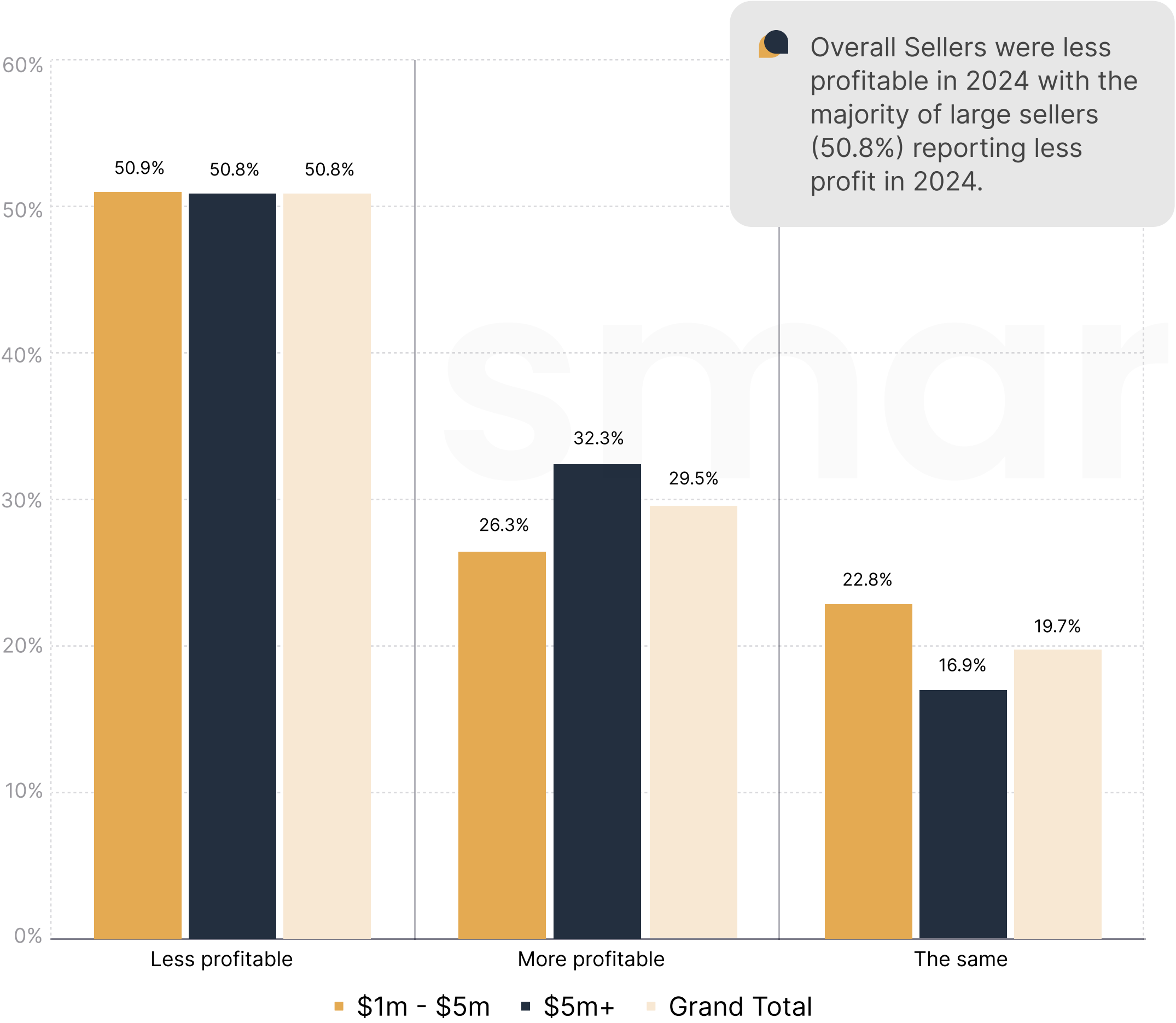
Did you do more merchant fulfilled in 2024?



Profitability & Business Growth Trends

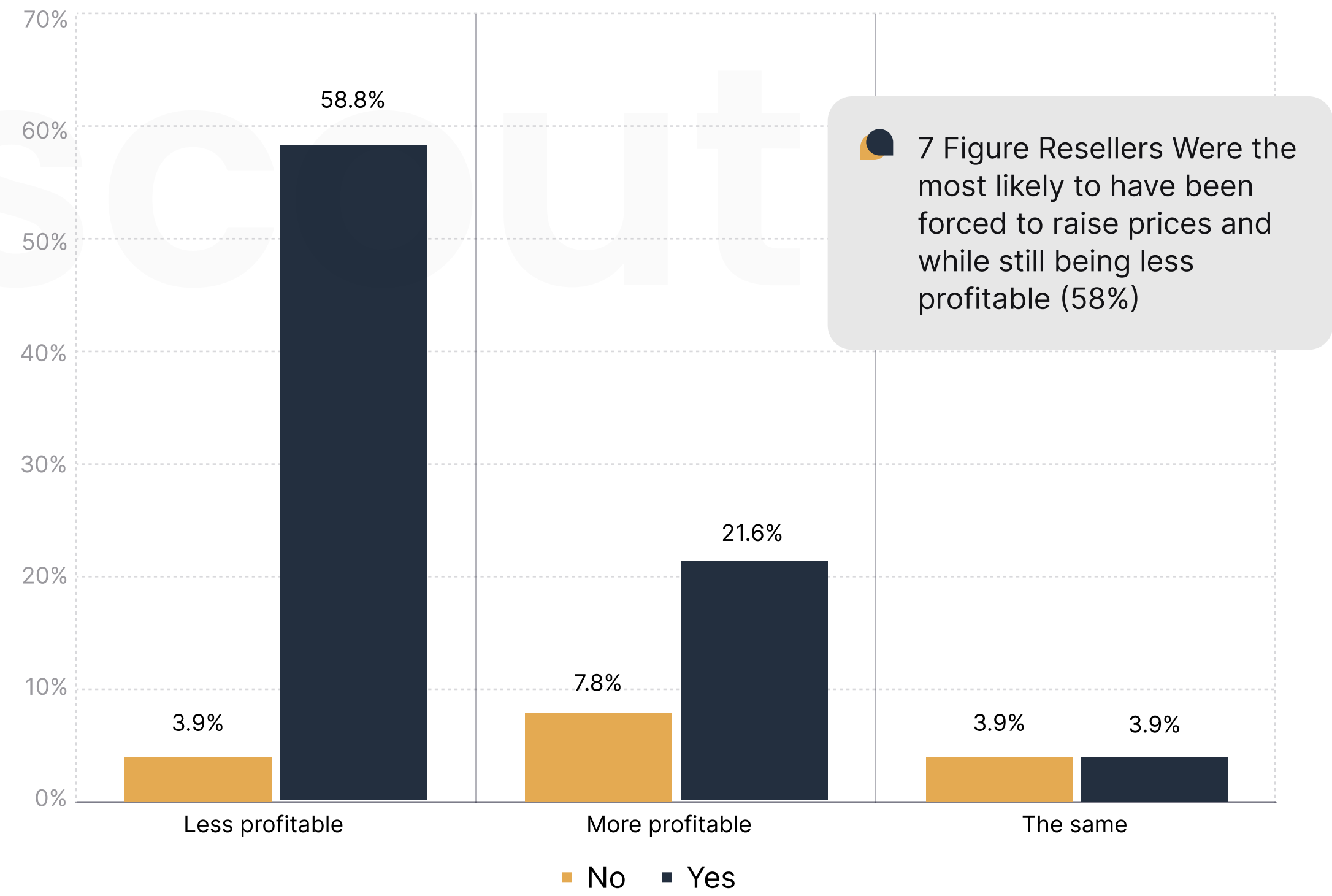
Profit Check in

Are you more profitable in 2024?

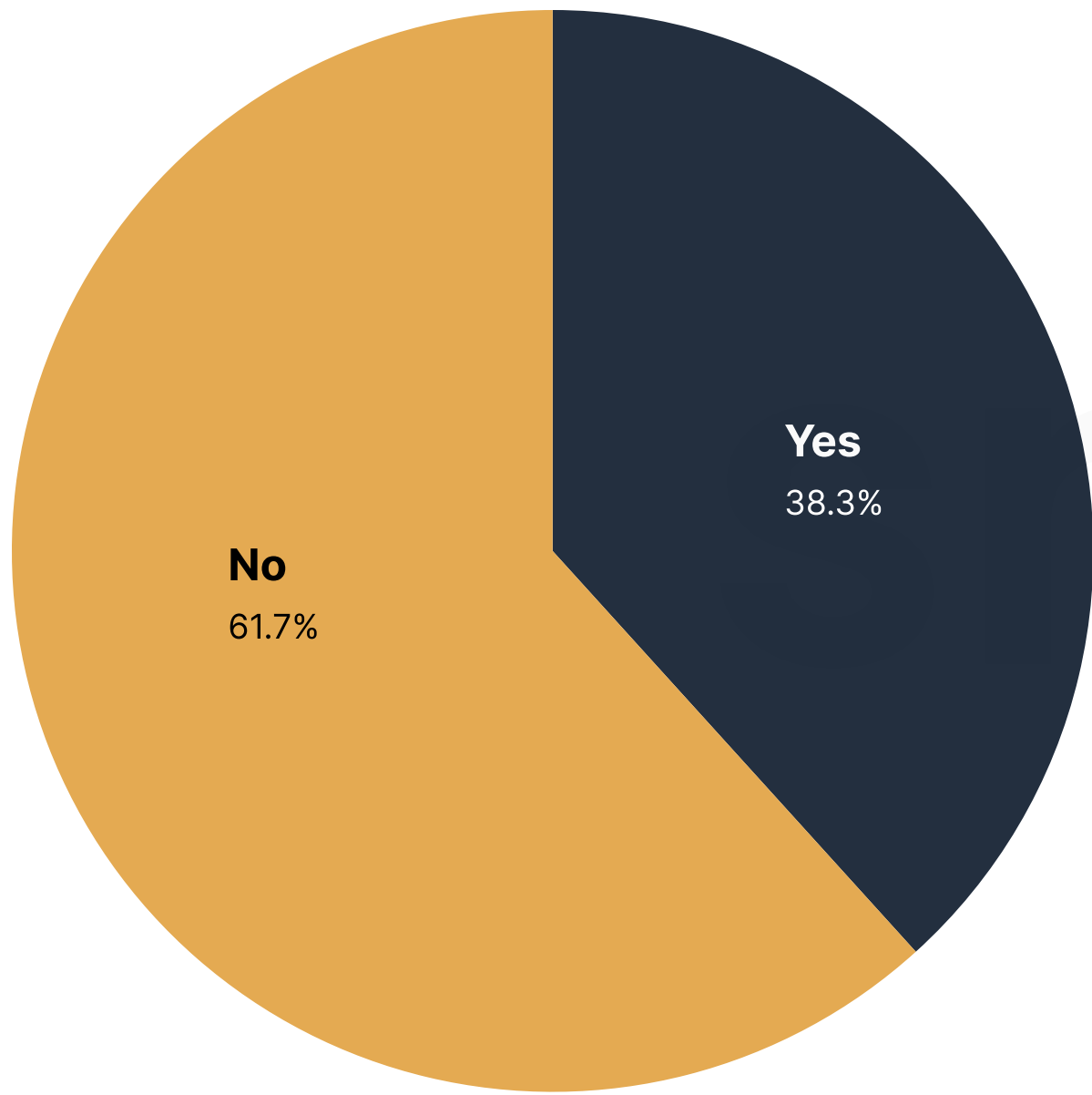


Did You Raise Prices Due to fees & Comparing this year to last year are you:

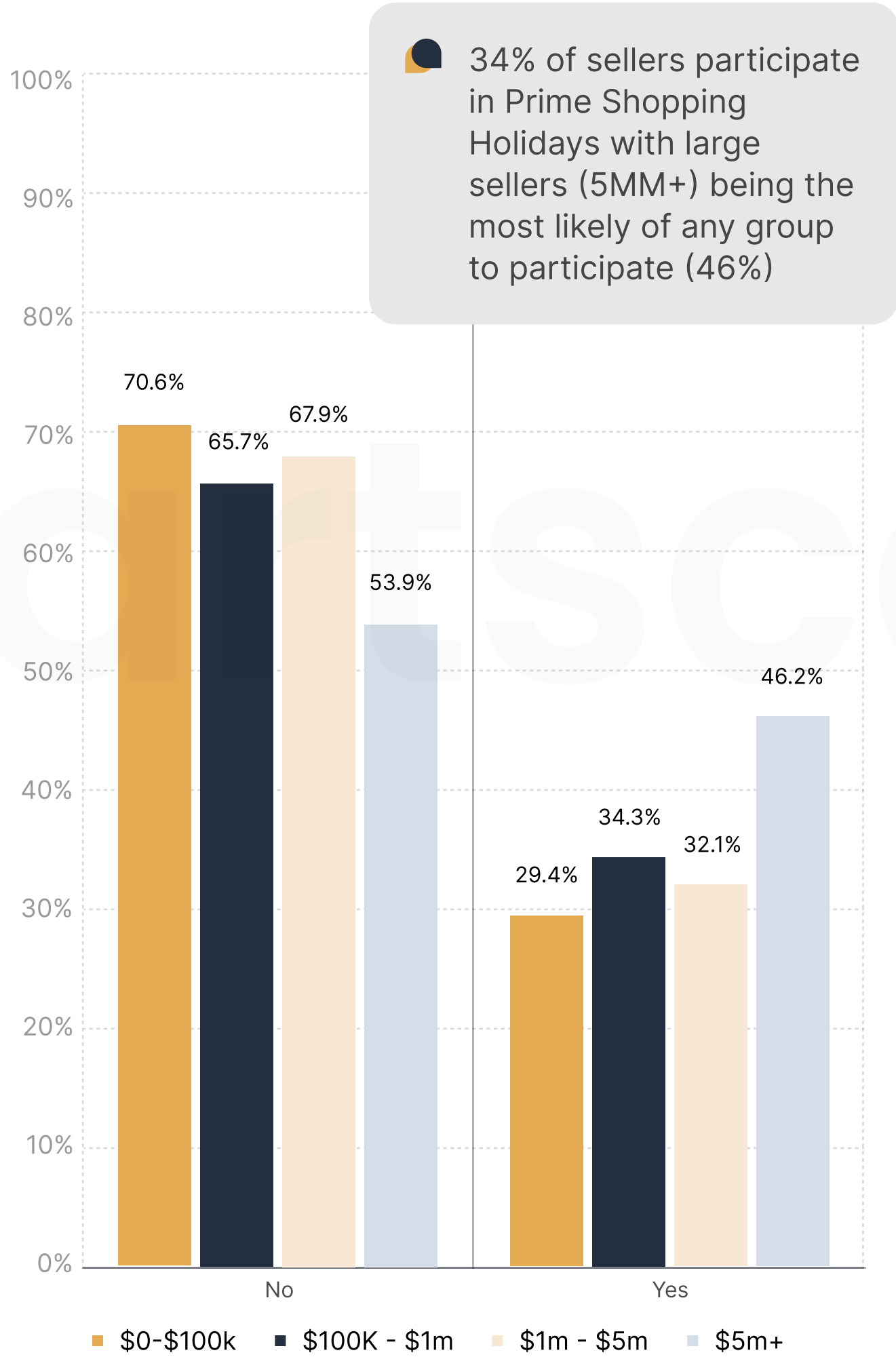
7 Figure + Wholesale Sellers



Prime Deals & Deal Fatigue



Do you participate in the Prime Shopping Holidays with discounts? (Prime Day, Big Deals Day, Black Friday)



As a seller, are you experiencing deal fatigue? (on a scale of 1-10)?

