

INTERNATIONAL AMAZON SHOPPER REPORT



Remazing x appinio

2022

About this Report.

Dear Readers,

We are proud to present the results of our Amazon Shopper Report 2022 in collaboration with Appinio.

Since 2016, we have been helping brands write their success stories on Amazon and other online marketplaces. It is only by understanding the buying behaviour of customers on today's various e-commerce platforms that our methodologies, from tailor-made strategies to the monitoring of key performance indicators, can achieve the desired effects. For this reason, this study aims to make visible the behavior, opinions, and attitudes of the side facing the brands and online retailers: the customers. This international edition specializes in highlighting the similarities and differences between customers from different countries.

Since Remazing's inception, our biggest focus has been on providing consulting and operational support to successfully market and sell products on Amazon. The Seattle-based company has been one of the most influential corporations in the world for more than 25 years, and for many people, it's hard to imagine everyday life without it. While in 2022, Amazon faced economical struggles like many business entities, consumers' opinions have not changed.

In July 2022, with the support of Appinio, we asked 1,000 people in each of the US, Germany, the UK, France, Italy, and Spain about their online shopping in general, and about Amazon specifically, in a representative survey. The participants, aged 16 to 65, answered our questions, which ranged from general purchasing behavior to specific search behavior on the world-famous online marketplace.

The results clearly show how strongly Amazon dominates international online retail. Besides the overall insights, we highlight the similarities and differences between the surveyed nationalities in this report, indicated by the grey boxes with the globe symbol on the pages. To ensure that the study results are useful also in practice, we have collected some expert tips, which retailers and brands active on the platform can implement themselves.

Happy reading – now, let's create your Amazon success story!

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Key Results

Amazon is the dominant online marketplace in all of the surveyed countries:

98% of consumers have heard of Amazon.

89% have placed an order there at least once

The two most frequently-cited advantages of Amazon were mentioned in the same order by all nationalities: fast delivery and product selection. Both advantages are even rated as more important than price.



95% of consumers have a positive **image of Amazon**, with the Italians (98%) being the most positive and the Germans (90%) being the most critical about the company.



Most Amazon customers say that it would be significantly **easier to go without alcohol for a year than to go without Amazon for the same amount of time**. Amazon had the same addictive potential as both candy and social media across all surveyed markets.

64% of British and Spanish Amazon customers **buy (almost) everything on the online marketplace**.

66% of French shoppers say they **only use the platform** if they can't get the products anywhere else.

Amazon is the most important product search engine:

66%

of consumers start their search for products of all categories on Amazon rather than on Google or other search engines. Italians are in the lead here with 74% using Amazon as their primary search engine, while in France a comparatively smaller 61% do so.



Online Shopping and Amazon

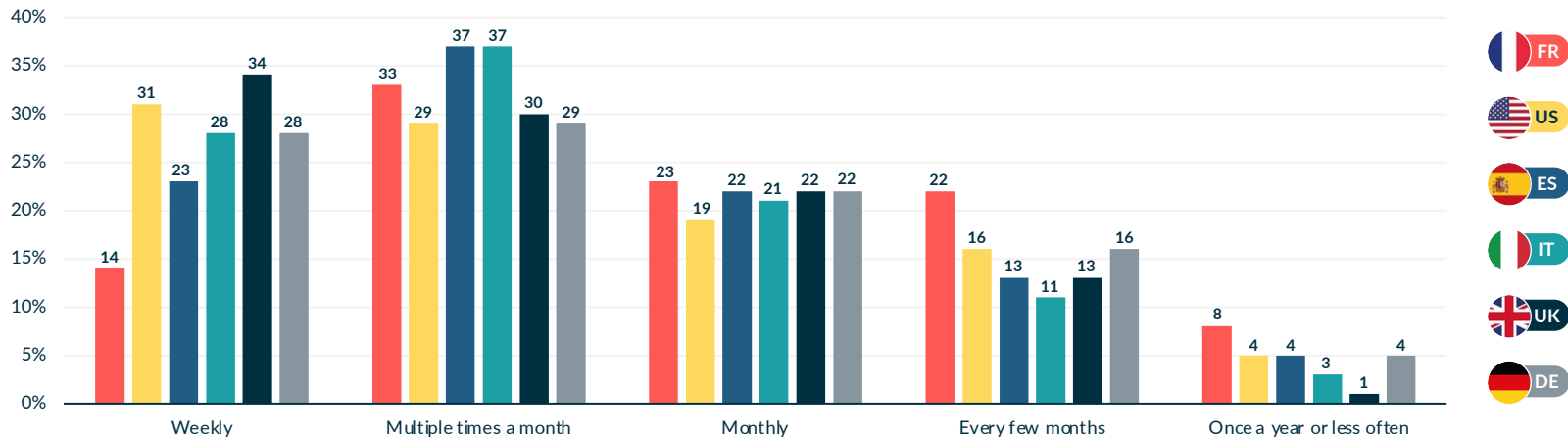
8 out of 10 Individuals Surveyed Order Online at Least Once a Month

80% of shoppers in the EU5 countries and the US shop online at least once a month, and 26% shop online every week. Only 5% said they ordered online once a year or less.

Shoppers who use Amazon tend to buy online even more regularly: 84% of them shop online at least once a month.



Online shopping seems to happen most frequently in the UK with one-third of Brits saying they purchase something online at least once a week. On a monthly basis, Italy leads the comparison with 86% of Italians shopping online at least once a month.



Amazon is the Most Famous Online Marketplace

The best-known online marketplace in Europe and the US? Amazon. 98% of participants recognize the e-commerce platform from the US. However, many competitors are also well known, with overall 66% recognizing eBay as a global platform besides numerous other local players.



Locally, the best-known online marketplaces after Amazon and Ebay are Otto in Germany (74%), Argos in the UK (76%), AliExpress in Spain (82%), Cdiscount in France (75%), Facebook Marketplace in Italy (61%), and Walmart in the US (72%).

Online marketplaces are becoming increasingly relevant, and it is impossible to imagine the e-commerce landscape without them.

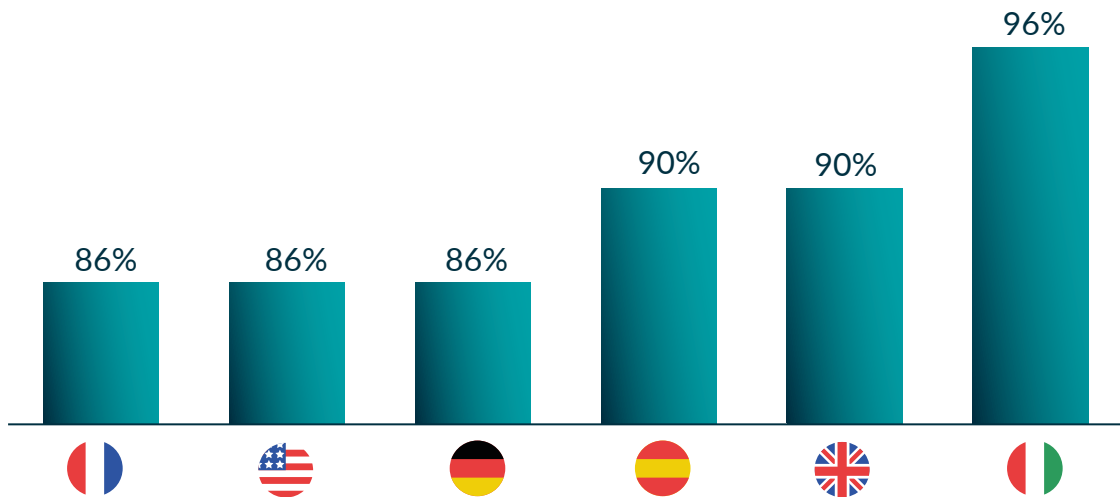


Only One in Ten Online Shoppers Has Yet to Order from Amazon

When looking at purchasing behaviour, the data helps confirm Amazon's popularity:

89% of participants have shopped on Amazon before.

Nowadays, it appears almost everyone has already ordered from Amazon:



96% of Italians have ordered items on Amazon already, Spain and the UK closely follow with 90% each. In the other countries surveyed, 86% of respondents say they have purchased something on the platform. The most named competitors following Amazon are also generalist marketplaces such as eBay (in the UK, Italy, and Germany), AliExpress (in Spain), Cdiscount (in France), and Walmart (in the US).

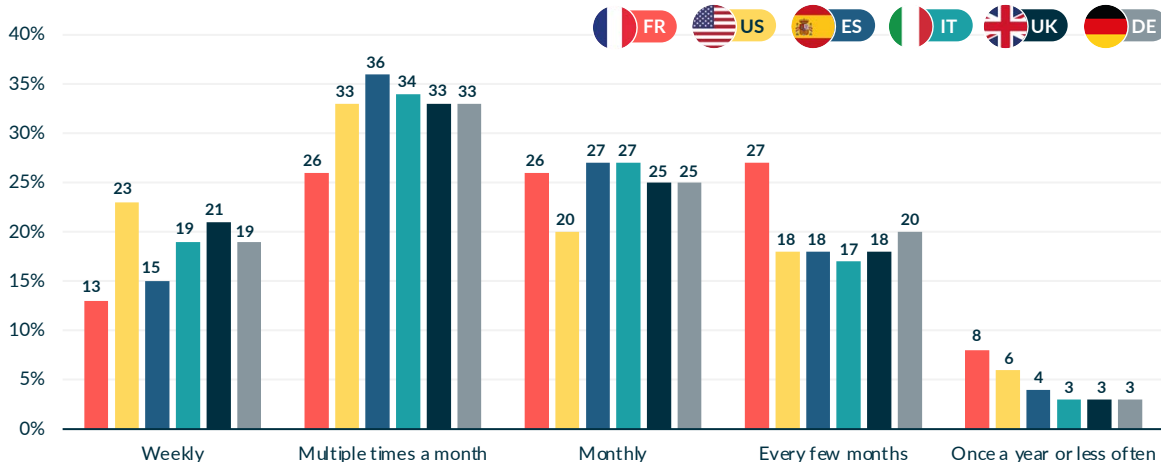
One in Five Amazon Customers Orders on a Weekly Basis

More than three quarters of Amazon customers order from the site at least once a month, and 19% even order from Amazon every week. 25–44-year-olds tend to shop on Amazon the most frequently. Meanwhile, men tend to shop on Amazon more frequently than women.

76% of surveyed Amazon customers shop on the platform at least once per month.



The Italians are the biggest Amazon shoppers: 80% of them order on the platform at least once a month. But on a weekly basis, American Amazon shoppers lead the way with almost one quarter of them saying they shop on Amazon at least once a week. The French order on Amazon the least regularly – “only” 66% of French Amazon shoppers said they purchase something there at least monthly.



REMAZING EXPERT TIP

HANNES DETJEN
Founder & Managing Director

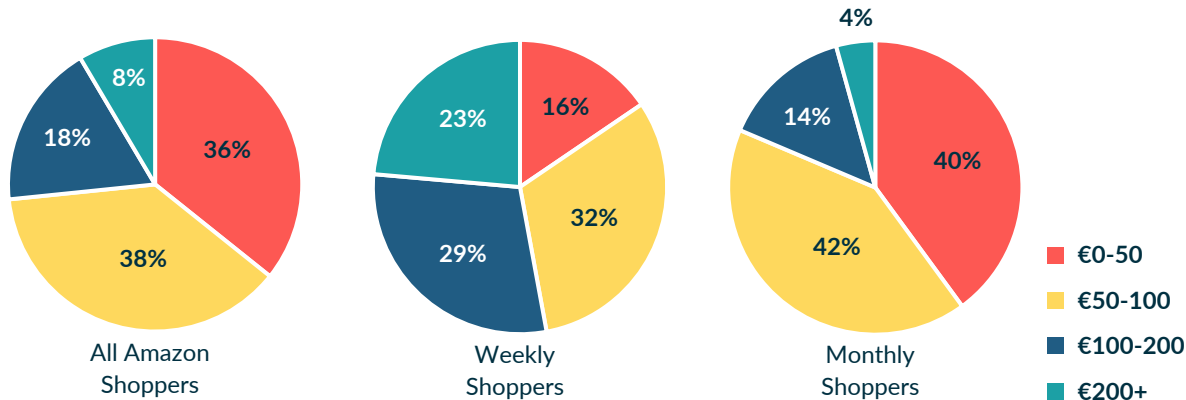
Amazon is a “heavy user” platform with a lock-in effect. Anyone who has ordered once on Amazon is very likely to make a purchase there again. Sellers should thus take advantage of Amazon’s branding effect and advertise on other channels such as their own online store that their products are available on Amazon.

Monthly Amazon Purchasing Mainly Between €50 and €100*

The majority of Amazon shoppers spend up to €100 a month on the platform, with roughly 38% spending between €50 and €100. 26% of regular customers say they spend more than €100 on Amazon each month, as do approximately one third of Prime users.

The More Frequently Orders are Placed, the Higher the Shopping Cart Value

The more often customers order on Amazon, the more likely they are to spend comparatively more money; 52% of weekly shoppers spend €100 or more, 23% €200 or more. Among monthly Amazon shoppers, 18% spend €100 or more, and 4% €200 or more.



REMAZING EXPERT TIP

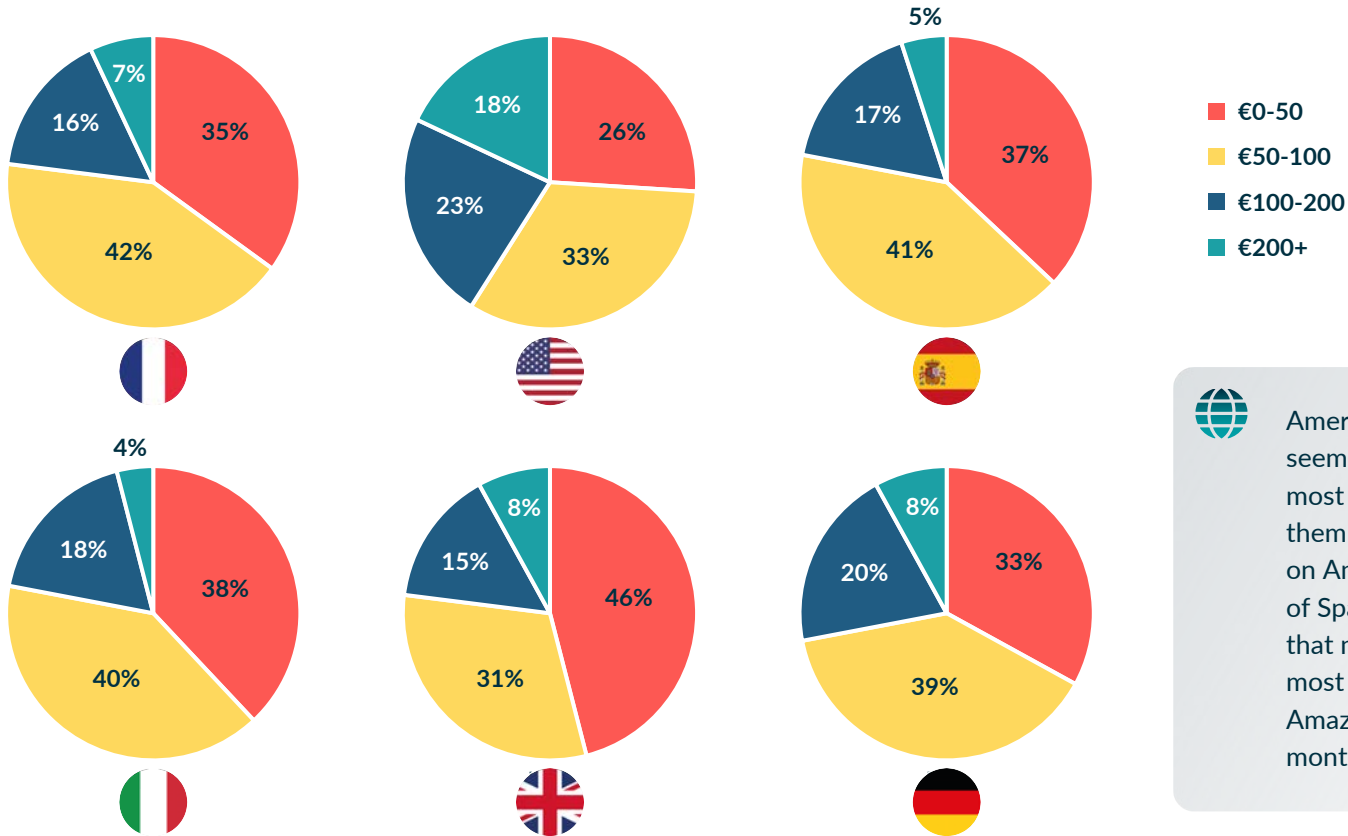


EMIL BECK

Founder & Managing Director

Sellers should take advantage of the cross-selling opportunities on Amazon, especially for products that are purchased regularly, in order to benefit from the higher budget of more frequent shoppers.

Monthly Amazon Spend Per Country: US Shoppers Spend The Most



American Amazon customers are seemingly the ones who spend the most money on the platform: 18% of them spend \$200 or more per month on Amazon. Only 4% of Italian and 5% of Spanish Amazon shoppers spend that much. In almost all countries, most respondents have a monthly Amazon budget of €50-100 per month.

Amazon Shopping on Smartphones

65% of Amazon shoppers visit the online marketplace regularly via their smartphone, and 35% of these shoppers indicate that they always shop on Amazon from their mobile devices. In contrast, 42% of Amazon shoppers regularly use a computer or laptop. Of these shoppers, only 16% say that they only shop on Amazon using this device. In turn, 59% say they rarely to never use their tablet when searching for or buying something on Amazon.

All Age Groups & Nationalities Shop on Their Phones

Did you know? 25-34-year-olds are a little less likely than 35-44-year-olds to use a smartphone for their Amazon shopping at 73% and 74% respectively, and among the younger shoppers (16-24-year-olds) smartphone shopping is less regular at 63%.



REMAZING EXPERT TIP

LARA WENSKUS
Senior Content Manager

Mobile optimization is extremely important on Amazon across all age groups. 'Mobile-first' content is no longer just 'nice to have' but is now a 'must-have'! Large, meaningful images and convincing titles are the basics for mobile optimization of your own product detail page. For more information check out our blog post "[Mobile First](#)".



65%

shop regularly on their smartphones



42%

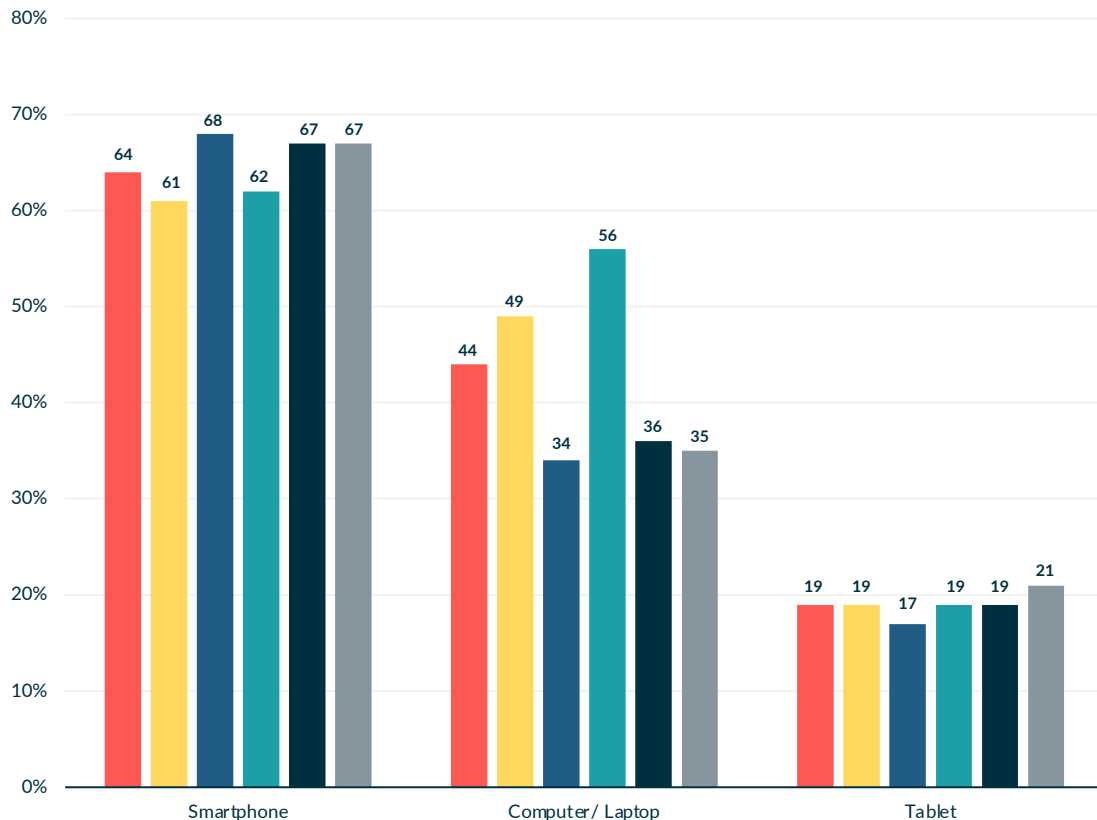
shop regularly on their PC



19%

shop regularly via their tablet

Devices Regularly Used For Amazon Shopping Per Country



All surveyed nationalities prefer to use their phones for shopping, but there are slight differences in the extent to which they do so. While the Spanish (68%), British (67%), and German (67%) Amazon shoppers are above average, the French (64%), Italian (62%), and American (61%) customers are slightly below it. Here there tends to be more use of computers for online shopping.

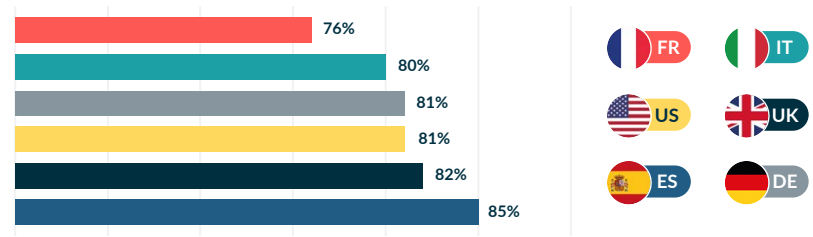




Amazon Shopping via App

81% of shoppers have the Amazon app.

25-44-year-olds shop on the app even more than other groups, with 86% of respondents in this age range doing so.



Spain has the highest app-usage rate with 85% of Spanish Amazon shoppers using it, while France has the smallest share of app users (76%). In the other countries, between 80% and 82% of respondents said they had the Amazon app.

Amazon Is Fast, Well-Stocked and Cheap

Amazon customers from all nations agree on the **most important reasons*** for shopping on the platform:

73%

Fast
delivery



60%

Large selection
of products



54%

Low
prices



In comparison, French Amazon shoppers appreciate the low prices the most (59%), while they are the least relevant for Spanish customers (46%). Easy returns are the favourite feature in Spain (44%) which is least relevant to the British (33%). Italian shoppers highlight the customer feedback more than the other countries (26%), while Germans value the large product assortment more than everyone else (53%), and Americans the selection of brands (49%).

REMAZING EXPERT TIP



ROMAIN ALONSO

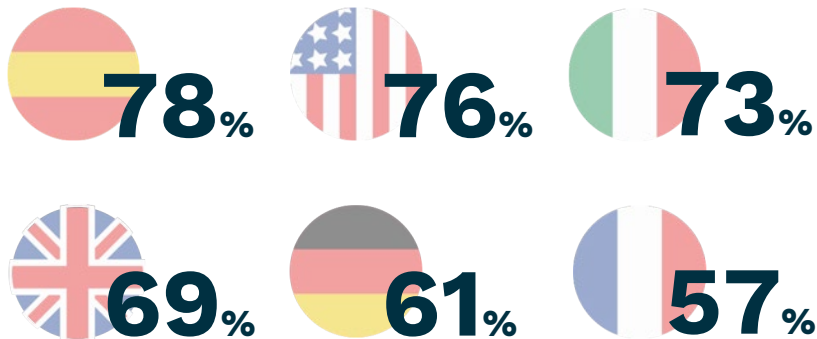
Country Manager France

More important than low prices for bargain hunters is fast delivery on Amazon. Offering Prime shipping is therefore an extremely relevant lever for Amazon merchants and should definitely be utilized.

More Than Two-Thirds of Consumers Have Access to Prime

Amazon Prime is strongly established in the EU5 markets and the U.S: Nearly 7 out of 10 Amazon shoppers have access to a Prime account, and more than half (56%) are registered with Amazon's subscription service themselves.

Percentage of surveyed consumers who have access to Prime:



Non-Members Find Prime Too Expensive

Among the respondents who said they do not use Prime (24%), there are three main reasons not to have the service: The high price for the membership program (52%), seeing no clear advantages (24%), and the fact that they rarely buy products on Amazon (19%).



Among the Spanish, the proportion of consumers with their own Prime account is the highest (65%). It's also in Spain where most people (78%) have access to a Prime account. France (48%) and Germany (49%) are the two countries with the smallest amount of Prime subscribers.



REMAZING EXPERT TIP

FILIP EGERT

Filip Egert, Managing Director

With so many Prime members, Prime shipping is extremely important for Amazon merchants, and can be implemented in all sales models on the platform. Read more about it in our blog post "[Vendor vs. Seller](#)".

Amazon Prime: Fast Shipping Takes the Lead

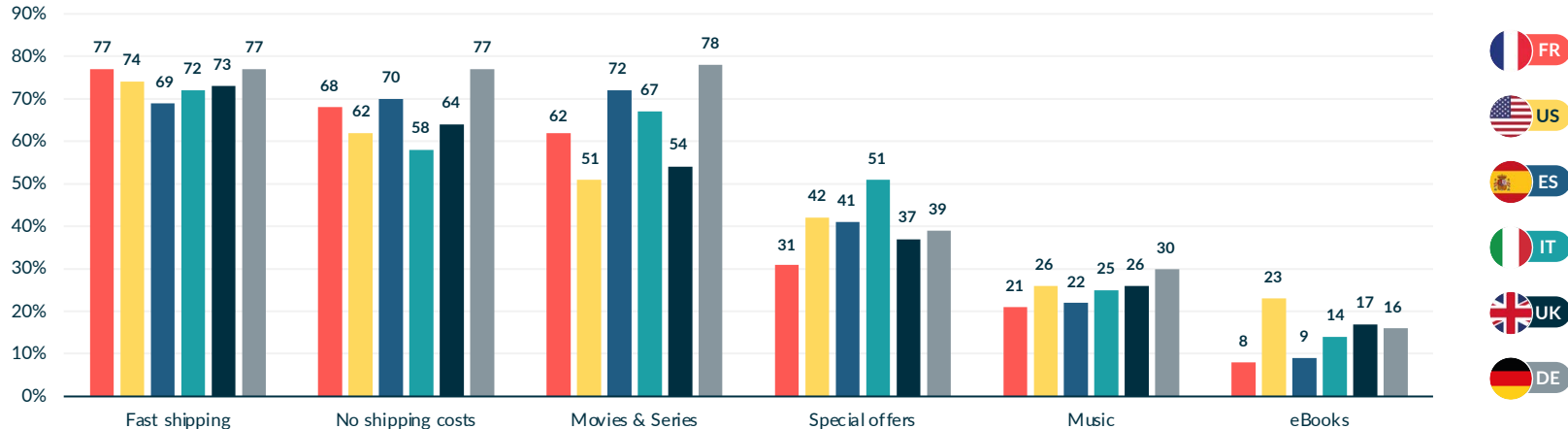
The feature of Amazon Prime that convinces most users more than any other is its fast shipping: 74% of Prime subscribers value priority shipping over additional benefits of the membership.

The next most important benefits of the membership are the elimination of shipping costs (66%) and video streaming (64%).



Only respondents in two countries didn't agree with the consensus that fast shipping was the most important reason for their Amazon Prime membership: German (78%) and Spanish shoppers (72%) mostly use the service to watch movies and series. Special offers on the online marketplace accounted for 40% of the reasons to use Prime. Italians tend to use their membership for deals the most often (51%).

Use of Amazon Prime for...



Amazon Has the Same Addictive Potential as Social Media

Alcohol, sweets, social media or Amazon ...

What would consumers who have already shopped on the platform rather go without for a whole year?



All Countries Agree:

Amazon is just as popular as sweets and social media. More than 3 times as many respondents across all countries would rather give up alcohol than Amazon.

Amazon has Addictive Potential:

Anyone who has shopped on the online marketplace once does not want to have to do without it again. Just 15% said they can most easily live without the online marketplace for a year.

Despite Frequent Criticism: 95% View Amazon Positively



Roughly 95% of Europeans and Americans have a positive image of the e-commerce giant, despite the frequent criticism of the company. Among them, 41% are big fans of Amazon who rate the company very positively.

All in all, only 5% of Europeans and Americans view Amazon rather negatively. Younger people aged 16-24 are more critical than average.



The Italians are amongst those with the most positive about Amazon with 98% having a rather to very positive opinion, followed by 97% of the Spanish and 96% of the US consumers. The most critical – by a wide margin – are the Germans: “only” 90% of them see Amazon in a positive light.

Where Amazon Still Has to Catch up

The 5% of European and American consumers who have a rather negative image of Amazon, are largely troubled by the company's treatment of its own employees and suppliers (57%), and the global dominance of the marketplace creating a monopoly (54%).

Other reasons cited are the negative effects on local retail (36%), the lack of sustainability of Amazon's business model (33%), and the potentially unscrupulous business practices on the platform (27%).

57%  Treatment of employees

54%  Global dominance

36%  Negative effect on local retailers

33%  Unsustainable business model

27%  Business practices



Criticism of Amazon is similar in an international comparison. The British, Spanish, French, German, and American Amazon customers surveyed all agree that the way Amazon deals with employees and suppliers could be improved as a first step. The Italian shoppers are more bothered by Amazon's dominance, while the French customers criticize the negative effects Amazon has on more local brick-and-mortar stores.



Buying Behavior on Amazon

56% of Amazon Customers Order (Almost) Everything on the Platform

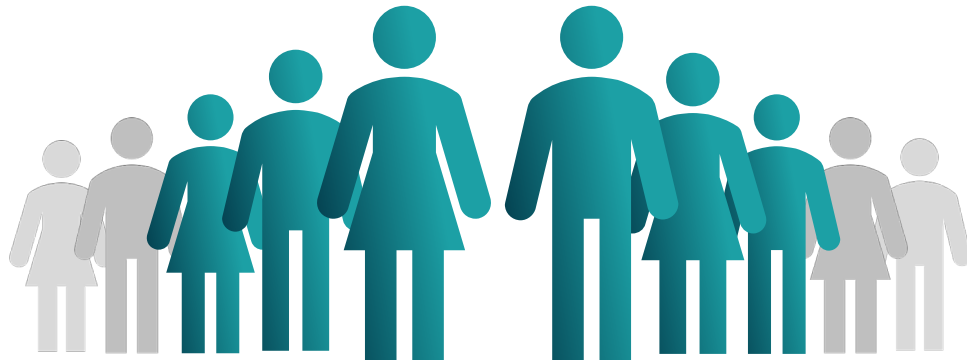
Amazon as the one-stop shop?

This is true for 56% of Amazon shoppers - who say they buy (almost) everything from Amazon. This loyalty is evidence of a strong lock-in effect on Amazon: Those who have bought there once do so again and again.



44% of European and American Amazon shoppers only buy products from Amazon that they cannot get elsewhere. Especially the French respondents stand out here: two-thirds of them try to purchase the products they want somewhere else other than Amazon.

amazon



56%

Amazon Loyalty



64%



64%



62%



60%



57%



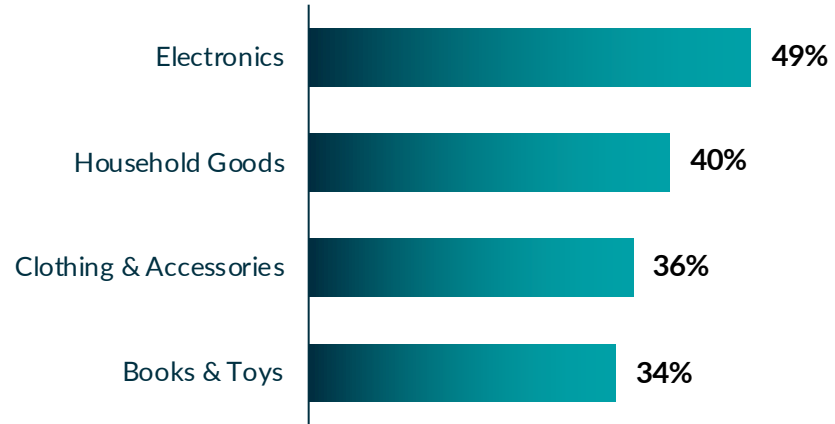
34%

Electronics is the Best-Selling Product Category

Having started as an online bookseller, Amazon now sells products in numerous categories.

Not surprisingly, Amazon customers clearly prefer to buy products from the electronics category on the online marketplace (49%).

Household goods (40%), clothing & accessories (36%), and books & toys (34%) are the other most popular categories. Slightly less relevant, but still important, are products from the following categories: home improvement (23%), beauty (22%), and furniture & furnishings (11%). The greatest growth potential for Amazon lies in the area of groceries (10%).

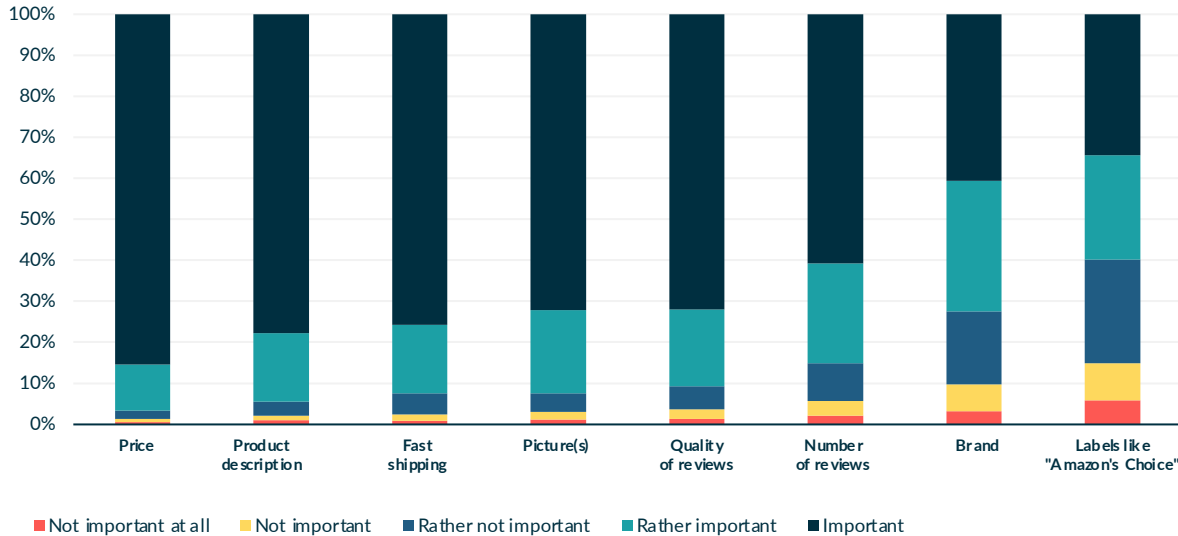


There is just one exception from all of the surveyed markets in the order of the most frequently bought categories: For American Amazon shoppers, clothing & accessories is the top category ahead of electronics. All of the other nationalities surveyed agree on the same category order with numerous small percentage differences.

Most Important Buying Factors: The Price and the Product Description

When buying products, Amazon shoppers are, as expected, price-conscious.

For 85% of shoppers, price is an important or very important consideration when ordering a product on the platform. But product description (78%), fast shipping (76%), pictures (72%), and good reviews (72%) also play a very important role for most. For 47% of buyers, the brand of a product is important or very important. Labels such as "Amazon's Choice" or "Bestseller" are the least important (38%) when buying.



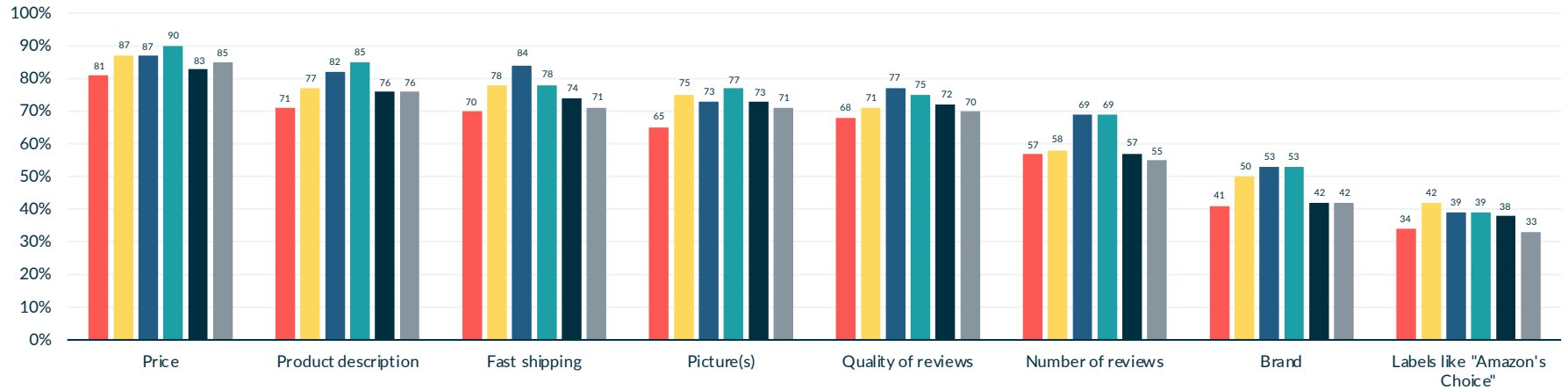
REMAZING EXPERT TIP

ANDREW BOATENG

Country Manager UK

When buying a product, Amazon shoppers mainly pay attention to aspects that can be directly influenced by the merchants. Every brand should take advantage of this fact and drive up their own sales with an attractive presentation of their products.

Buying Factors Considered Very Important and Important Per Country



The most important thing for all Amazon shoppers is the price – the Italians with 90% , as well as the Spanish and US Shoppers with 87% are the biggest bargain hunters rating this aspect as important or very important. The product description and fast shipping follow elsewhere as the other very important factors for consumers when purchasing a product on Amazon.

Almost One-Fourth Save for Deal Events

Amazon Prime Day, Black Friday or Cyber Monday – Amazon regularly entices shoppers with offers.

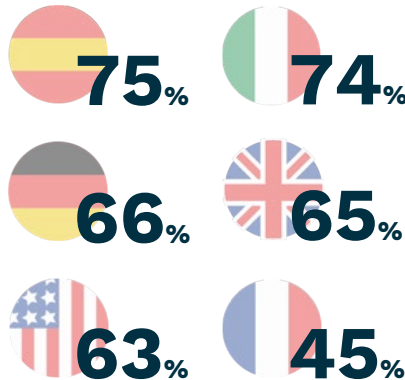
Two-thirds of Amazon shoppers consider these deal events as relevant when buying products. 23% deliberately wait for deal days and save in advance to be able to get as many bargains as possible, while 45% browse through the offers on the discount days and are tempted to buy spontaneously.

For 32% of the Amazon customers surveyed, deal events play a more subordinate role – the majority of them do not wait for offers, but instead purchase something directly as it is needed.



27% of French and Spanish Amazon shoppers save extra for deal days – in comparison, they are the most likely to do so. American shoppers are the least likely to do so, with only 19% of shoppers waiting for special events on Amazon. With 52%, Italian Amazon customers are the ones most likely to purchase products with special offers spontaneously.

The percentage of Amazon shoppers taking part in deal events per country:



REMAZING EXPERT TIP

NELLY GENNIS

Senior E-Commerce Consultant



Merchants should use Amazon's regular deal days and post-event deals to attract new customers via discounts - be it the ones who are waiting for special deals or the ones who discover the products by browsing through the offers.

Amazon is the First Point of Sale for Numerous Product Categories



The products offered on Amazon can usually also be found elsewhere: via Google, on other online marketplaces, in brands' online shops and in retail shops. Through which channel are specific product categories most likely to be purchased?

For most customers who have already ordered on the platform, Amazon is the preferred point of sale for almost all product categories. The e-commerce giant is predominantly the first or second channel mentioned for the purchase of many product categories. The books & toys category (61%), electronics (59%), and household goods (51%) clearly stand out, as they are all mostly ordered through Amazon.

REMAZING EXPERT TIP



HANNA DAU

Senior E-Commerce Consultant



61%



59%

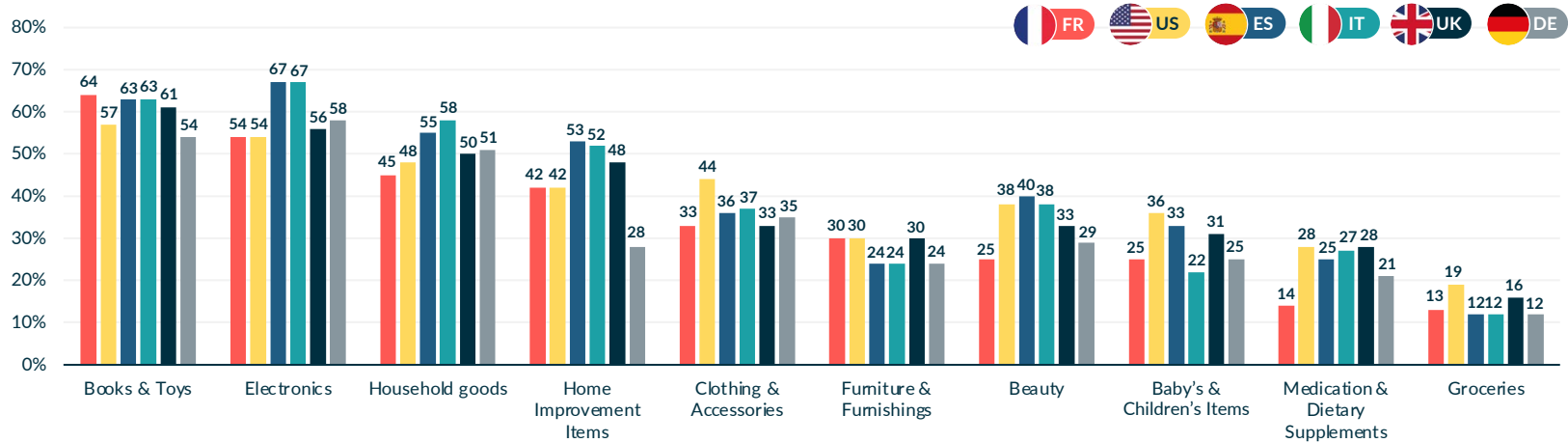


51%

Amazon's dominance is clearly evident here: the platform is the first point of sale for almost all product categories, and not just in e-commerce, but in retail as a whole. The categories most likely to be bought on Amazon by most respondents are also predominately the categories frequently shopped for on the platform: electronics, household items, and toys (see p. 23). Amazon should be an important part of the sales strategy of brand manufacturers – it's definitely no longer a "nice to have", it's a "must have".

All Nationalities Shop Most of the Product Categories on Amazon

Preferably looking for these product categories on Amazon:



While all of the surveyed nationalities agree on predominantly buying from these product categories when on Amazon, there are some differences in the detailed numbers: French Amazon shoppers are the ones most likely to buy books and toys on the platform (64%), with Germans the least likely (54%) – but they still prefer Amazon to other channels. Regarding the electronics category, Italians and Spanish are the most loyal to Amazon with 67%. Same goes for household goods with 58% of Italian and 55% of Spanish shoppers buying these products on Amazon.



Groceries Are Still Mostly Bought Offline

In the grocery category, the primary competition is in the form of retail: 60% of respondents prefer offline shopping to buying on Amazon (14%).



Especially the Italian (72%) but also French (63%), German (62%), and US-based (62%) Amazon customers are more offline-driven than the average when it comes to grocery shopping.

Other Online Channels Are of Little Relevance

Branded online shops and other online marketplaces offer little competition to Amazon. Typically, they are used very infrequently, and if they are, customers use them mainly for clothing and accessories.

Amazon Pharmacy: a Service that Would Be Well Received

Since the end of 2020, Amazon has been offering its customers in the US "Amazon Pharmacy" - a service that also allows them to order prescription drugs via the e-commerce platform.

In the US, where Amazon Pharmacy is already available, only 31% have used the service so far. 14% say they order there often, 17% do so rarely.



Europeans are surprisingly open to the possibility of an online pharmacy: 66% said they would be rather or even very likely to buy prescription drugs from the online marketplace if the service is also rolled out in their country. Italian Amazon shoppers seem particularly hyped by the idea with 76% indicating they would order at a potential Italian version of Amazon Pharmacy. The French are more cautious with only a slight majority of 51% being interested in using the service – and 22% definitely not wanting to use it.



REMAZING EXPERT TIP



FILIP EGERT

Filip Egert, Managing Director

In 2022, Amazon has made a lot of moves in the healthcare sector. Drug and OTC manufacturers should get ready – the launch of Amazon Pharmacy in the EU5 countries is probably only a matter of time.



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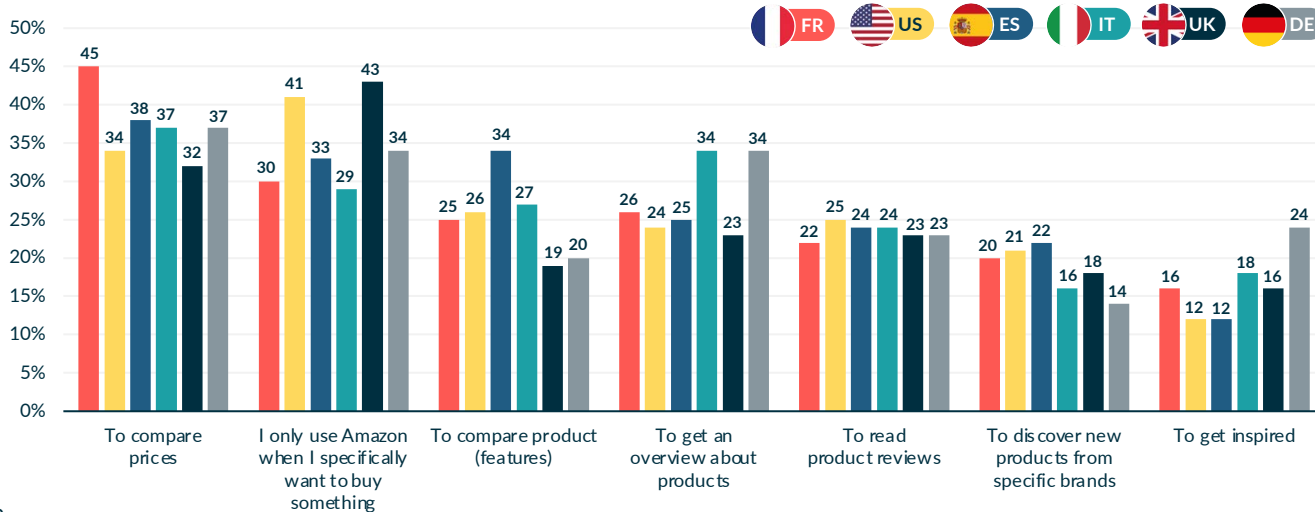
Amazon as a Product Search Engine

Using Amazon Purely for Information

More than 60% of all Amazon customers visit the platform even if they have no concrete intention to make a purchase. The majority say they use the site most often to compare prices and to get an overview of products. More than 16% of the respondents regularly find inspiration on Amazon, 35% use the online marketplace exclusively with a concrete purchase intention.



French Amazon shoppers are those most likely to compare prices, while Spanish shoppers tend more towards comparing products on the platform. In general, German and Italian consumers are the ones using Amazon to get a product overview the most. In an international comparison, British and US Amazon customers are most likely to visit the site only when they have a specific purchase intention.



REMAZING EXPERT TIP

CLARA DURAN MESTRE
Country Manager Spain

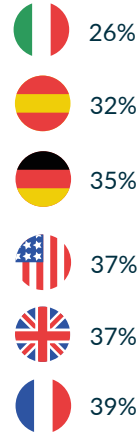
For consumers, Amazon is a price comparison portal, shop window, and marketplace all in one. A brand's aspiration, therefore, does not necessarily have to be to have high levels of sales on Amazon – the mere presence of a brand contributes to information about products, price positioning, and branding.

Product Searches on the Internet Start on Amazon

The vast majority of consumers from the markets we surveyed (on average 66%) is more likely to start their search on Amazon than on Google or other search engines – even if they are not looking for a specific product. The more frequently shoppers order on Amazon, the greater the likelihood that the platform is to be their go-to site when it comes to product searches: On average 86% of weekly shoppers in all markets surveyed start their search on Amazon.



34%
Use Google for product searches



In Italy, Amazon leads in its role as a product search engine, with 74% of Italians starting their searches on Amazon. With 68% preferring to search on Amazon, the second place is taken by Spain. 65% of German shoppers, as well as 63% of both British and American shoppers start their searches on Amazon rather than on other search engines. Amazon is the “least” popular search engine in France with 61% of searches started on the platform.



REMAZING EXPERT TIP
LARA WENSKUS
Senior Content Manager

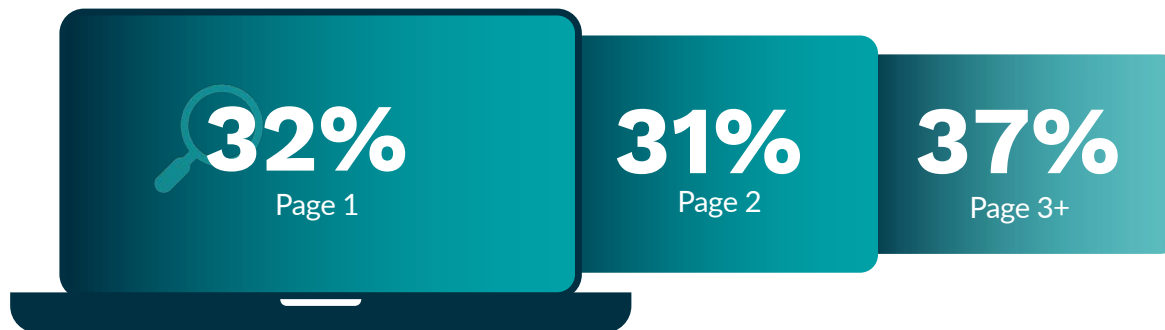
“Even if brands do not want to use Amazon as a sales channel, it is worth optimizing product detail pages and the brand store, because the platform must be seen as a branding channel that likely has a significantly higher volume of visitors than in their own online shop.”

Search Results: 32% Look Only at the First Page

14% of Amazon shoppers only view the top search results on the first page, 18% scroll at least to the end of the first page. **If a product first appears on page 2 or beyond, it is virtually invisible** for nearly one-third of Amazon shoppers.

However, 31% of shoppers will take the time to view at least the first two search result pages – here, the youngest target group (ages 16-24) is particularly strongly represented. That being said, 37% of respondents also scroll beyond the first two pages, this group is mainly dominated by members of the older target age group (55-65).

Amazon Shoppers Scrolling to the Bottom of the Page:



40% of French, and 32% of German customers only view the first search results page. On the contrary, Italian Shoppers are more adventurous when it comes to looking at more than just the first two pages with 44%. They are followed by Spain and the US, where 40% of shoppers who scroll further than two pages.

REMAZING EXPERT TIP



**GIUSEPPE
PESCHCHERA**

Country Manager Italy

The younger the target group that a product is targeting, the more important having a prominent Amazon listing page ranking for that product is.

Amazon Shoppers Are Brand-Conscious

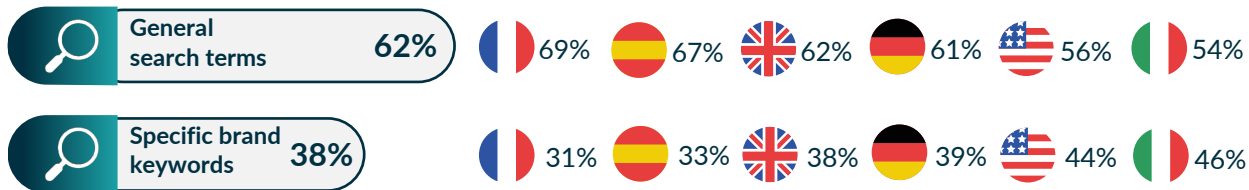
Brands on Amazon – is it a good fit? The fact that Amazon customers mainly look at the price when buying products was confirmed in this survey (see p. 24). However, this does not seem to contradict the surging popularity of branded products on the platform: on average 75% of shoppers in all markets surveyed consider the brand of a product to be rather to very important when making a purchase decision. Is the importance of brands also reflected in the search behavior of customers?



Italian Amazon customers are the most brand-conscious shoppers on the online marketplace: 46% of them enter brand keywords in their search. Only 31% of French Amazon shoppers do so, making them last in an international comparison. As you'd expect, French shoppers lead in using rather general search terms with 69%.

Two Out of Five Search for Brand Keywords

Amazon shoppers worldwide largely enter generic search terms and keywords on the online marketplace. Only 38% of surveyed shoppers already have a specific brand of product in mind when searching, and therefore tend to use brand keywords.



REMAZING EXPERT TIP



JOSHUA BRZYNCZEK
Senior E-Commerce Consultant

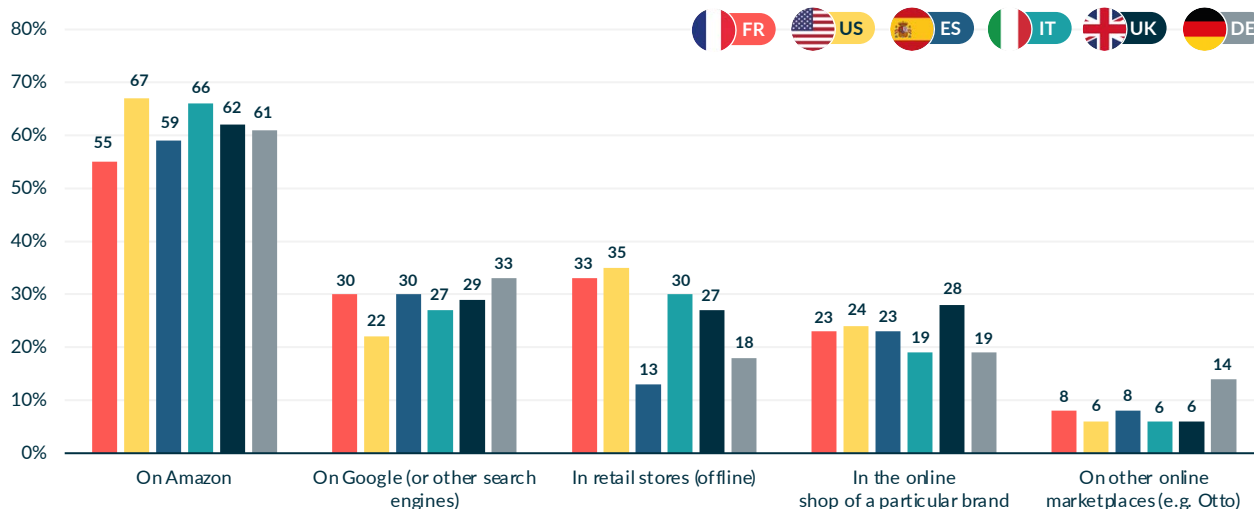
62% of those surveyed tend to use generic search terms. Brands should therefore not rely solely on the “pull” of their name, but must actively compete for a strong position in general rankings with the help of search engine optimization.

Amazon as a Product Search Engine - Also for Brands

Amazon's strength as a product search engine (see p. 33) is also evident across all categories when it comes to brand products. An average of 62% of Amazon customers across all markets surveyed start their search for products of a specific brand on Amazon. 34% of people search for brand products in brick-and-mortar retail and other online marketplaces first. Only 28% search for a brand product on Google or another search engine first. The brands' own online shops land well behind Amazon and Google, with 24% of searches started there.



In each of the countries surveyed, Amazon shoppers are more likely to buy brand products on the platform than anywhere else. Here, the US is at the forefront with 67%, followed by Italy, where 66% of Amazon shoppers look to buy products from a particular brand. British shoppers come with 62% in third place. 61% of German, 59% of Spanish, and 55% of French shoppers are the most likely to check Amazon when wanting to buy brand products.



REMAZING EXPERT TIP

EMIL BECK

Founder & Managing Director

The dominance of Amazon and the low relevance of other online marketplaces and online shops also manifests itself in brand searches. This makes it paramount for brands to have a presence on Amazon.



Amazon Advertising



Top Products Not Recognized as Advertising by Four out of Five Respondents

What is behind the Amazon algorithm? 82% of Amazon shoppers trust that the search results that appear at the top of the online marketplace are not paid product placements.

Instead, shoppers suspect that products that appear at the top are the products that best match the search (28%), or are the most purchased products (26%). In their opinion, the product price (7%) plays a relatively minor role in the sorting of search results. Even among heavy Amazon users and Prime customers, only 17% know that the top search results are sponsored.

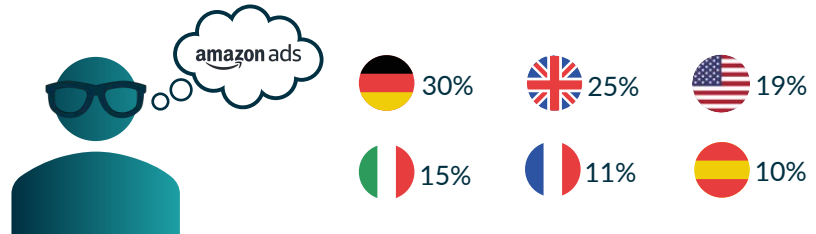


On average, 60% of the first search results "above the fold" – that is, visible before the first scroll – on Amazon are occupied by sponsored ads, including the top and thus best placements.

However, the respondents are not entirely wrong: factors such as ratings and price do play a decisive role in the relevance factor, which helps to decide which advertised products are displayed at the top.



In an international comparison, German Amazon shoppers know quite a lot about the top search results: in all the other countries surveyed, even fewer Amazon shoppers (than the 30% in Germany) know that the top search results are occupied by paid product placements. In France and Spain, as many as 90% of respondents suspect other reasons behind a good placement. While most of the American Amazon shoppers believe in personalized search results (33% say "products that best match my search"), Italian (34%), French (32%), and Spanish (30%) customers mainly think the most purchased products also have the highest visibility. Shoppers from these three nationalities are the least aware of sponsored products on Amazon (Italians 15%, French 11%, Spanish 10%).



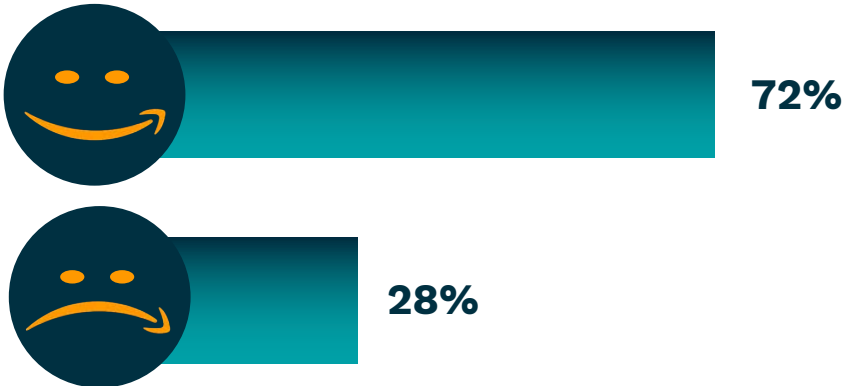
For 72% of Surveyed Shoppers, Advertising on Amazon Does Not Play a Negative Role

Paid product placements clearly have an influence on the purchase decision - and often in a positive way. More than a third of Amazon shoppers rate sponsored ads as helpful in making a purchase decision.

This proportion grows with the budget spent on Amazon: almost two-thirds of those who spend at least €200 per month on Amazon, say they find sponsored products helpful.

Overall, 72% of Amazon customers have a positive or neutral opinion of sponsored products on the platform. On the other hand, less than one-third of respondents consider sponsored products to be disturbing (11%) or distracting (18%).

amazon ads



REMAZING EXPERT TIP

JULIA ENGELS

Senior E-Commerce Consultant

Good news for advertisers:

For the majority of Amazon customers, advertising does not play a negative role on the online marketplace. To ensure that the sponsored products are really helpful for customers, retailers should value well-fitting keywords.

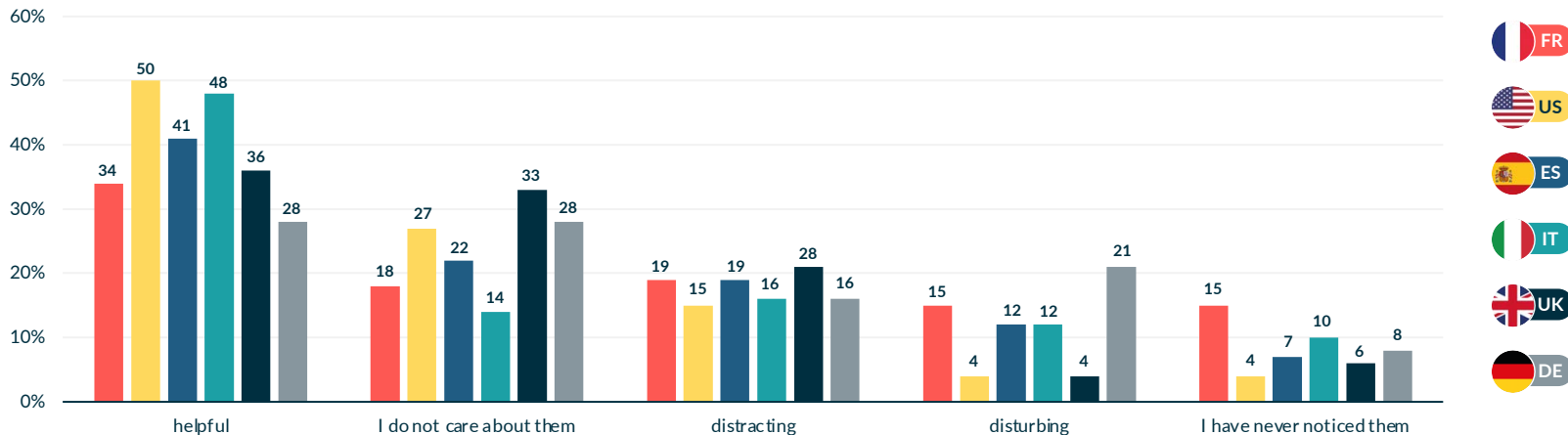
Sponsored Products Are Often Rated as Helpful

29% of all Amazon shoppers rate sponsored products negatively. Mostly it is German consumers reporting that they find the presence of the ads “disturbing” (21%), whilst the British find them mainly distracting (28%).



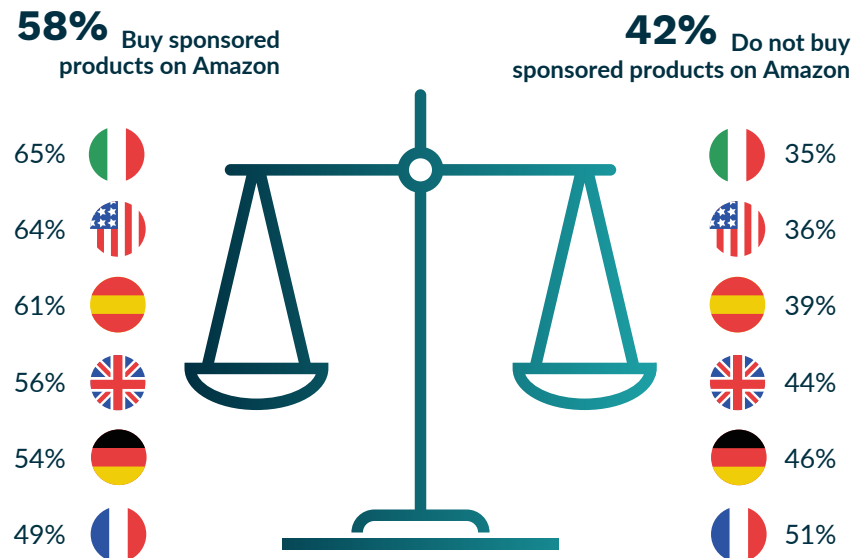
72% of Amazon customers from all surveyed countries have a positive or neutral opinion of sponsored products on the platform. Germans are the most critical about advertising: 64% say they are not negatively impacted by sponsored products, while with 81%, American shoppers are the least bothered by ads. Half of them rate sponsored products as helpful, closely followed by the Italians with 48%, while this number drops down to 28% in Germany.

“I find Sponsored Products...”



A Slight Majority Would Buy Sponsored Products

Amazon customers are undecided about buying sponsored products on the online marketplace: 58% of shoppers surveyed would buy sponsored products, whilst 42% are against buying them.



The surveyed nationalities are predominately, on the fence: only 49% of French Amazon customers, and 54% of German shoppers, said they were likely to buy sponsored products. Italian shoppers are the most open to buying advertised products, at 65% slightly ahead of US based shoppers at 64%.



REMAZING EXPERT TIP

SVEN OLDENDORF

Senior E-Commerce Consultant

Investing in sponsored ads is definitely worthwhile – especially considering most Amazon customers do not recognize sponsored products (see p. 38), and fail to scroll past the first two pages of search results (p. 34).

Summary & Outlook.

The Amazon Shopper Report 2022 demonstrates the impressive extent to which Amazon is the strongest e-commerce player not just within the, US but also in the EU5 markets.

The secret of its success is the strong lock-in effect: those who have bought once on the platform order from there again and again, and usually also take advantage of other benefits included in Prime memberships, such as video streaming. For most Amazon customers, the online marketplace has become just as important an addiction as social media or sweets.

Perhaps the most astonishing fact, however, is the positive opinion of Amazon that the majority of its customers hold. Despite frequent criticism of the company in the media, the good aspects seemingly outweigh the bad for many shoppers.

Amazon's worldwide dominance and its popularity will be important factors for the company to get through the recent wave of economical challenge. But also for the e-commerce giant, times are not getting easier with more competition appearing in various different business areas – be it online marketplaces, logistic companies, streaming services, or others.

From now on, this survey will be conducted on an annual basis in order to track developments and derive trends. The local results of this survey are available as separate reports via the Remazing and Appinio channels.



The Study Design

On behalf of Remazing and real-time market research company Appinio, 1,000 consumers each in Germany, the UK, Spain, France, Italy, and the US were surveyed for the study in a nationally representative manner according to gender and age. In two separate surveys, 1,000 participants were asked about their online shopping behavior in general and 1,000 Amazon shoppers were asked about their online shopping behavior with a focus on Amazon. All respondents were between ages 16 and 65.

About Remazing & Appinio.



Remazing is one of the leading European providers of service and software solutions for brands on Amazon. With its customer-centric approach, the globally active full-service provider supports brand companies in digitizing their businesses and helps them write their own success stories on Amazon and other online marketplaces.

Based in Hamburg, Remazing works with renowned industry leaders such as Henkel, Beiersdorf, and Under Armour to unlock their e-commerce potential worldwide. With an entrepreneurial mindset, the team of over 100 experts helps clients find the optimal solution for their specific needs – from strategic consulting and operational implementation to automating manual processes using in-house developed B2B software for Amazon Marketing.

In 2021, Remazing was awarded the E-Commerce Germany Award as "Best Agency" and the Best Retail Cases Award in the category "Best Retail Technology" for its own Amazon tool Remdash. In 2022, Remdash was also honored as "Honoree" in the category "E-Commerce Apps and Software" at the annual Webby Awards.



Appinio is the Hamburg-based global market research platform that enables companies to get thousands of opinions from specific target groups worldwide in just a few minutes. Anyone can validate decisions and ideas in real time for the first time, with representative results from consumers. As the fastest solution for market research, Appinio delivers feedback from 90+ markets. Over 700 companies across all industries use Appinio's comprehensive platform to turn agility and consumer centricity into reality.

Clients include VW, Unilever, Beiersdorf, Telekom, Bertelsmann, Warner Brothers, Samsung, Jägermeister, Red Bull and About You, as well as all major agencies and consultancies. Appinio has received several awards, including Top European Business Startup at the Pioneers Festival, the Best of Mobile and Best of Hamburg Award.

Contact

Do you have any questions, suggestions or feedback?
We look forward to hearing from you!



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