

Amazon Shopper Report 2024

About This Report.

Dear Readers,

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

Since 2016, we have been helping brands craft their own success stories on Amazon and other online marketplaces. Our services, which include strategy, advertising, account management, and reporting, are effective only when we thoroughly understand customers' online buying behavior. This study uncovers the behaviors, opinions, and attitudes of customers as they interact with brands and online retailers.

At Remazing, we have focused on consulting and providing operational support for successful Amazon marketing and sales since our founding. Amazon, a major global corporation for over 25 years, is central to daily life for many.

In August 2024, with Appinio's support, we surveyed 1,000 people in Germany, France, Italy, Spain, the UK, and the US in a nationally representative study based on age and gender. This survey covers general online shopping habits, with a focus on Amazon. Participants aged 16 to 65 answered questions on buying habits and search behavior on Amazon.

The results clearly show how strongly Amazon dominates online retail in the countries analyzed, but they also highlight other relevant key players in e-commerce. Wherever possible, we have drawn comparisons with the results of last year's survey to identify emerging trends or differences in behavior. To ensure that the study results also have practical applications, we have derived tips from the report that sellers and brands can implement directly on the platform.

We hope you enjoy reading the report – let's create your Amazon success story!



The Format of the Survey

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.

Of the 6,000 online shoppers surveyed, there were 5,502 online shoppers who also shop on Amazon and 498 online shoppers who do not shop on Amazon. All respondents were between ages 16 and 65.



Disclaimer regarding the Comparability of the Remazing Amazon Shopper Reports 2022, 2023 & 2024

The present study draws comparisons to the Remazing Amazon Shopper Reports from 2022 & 2023.

However, the survey from 2022 is not directly comparable due to different structures and user journeys, and therefore only approximate comparisons were made to ensure the lowest possible error rate.

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Key Results



Shoppers rely on Amazon for nearly everything: 61% of Amazon shoppers and 72% of Prime members buy (almost) everything from Amazon.

The rising trend of consumers avoiding online deal days:

In 2023, only 3% of Amazon shoppers consciously avoided events like Prime Day or Black Friday. In 2024, this number rose to 8%. Across all non-Amazon online shoppers, the figure increased from 9% in 2023 to 16% in 2024.



81%

of Amazon shoppers feel more inclined to shop on Amazon due to its **sustainability efforts**.



Consumer perception of **AI in marketing** on marketplaces is **largely positive**: 71% perceive AI-generated product images as positive, 72% AI-generated product videos, 69% AI-generated ad images, and 74% AI-generated product descriptions.

New Amazon Ads feature: 36% of Prime Users find **Prime Video ads** informative. And: 71% of Prime users would even consider buying a product featured in Prime Video ads.



93%

of online shoppers have a **positive view of Amazon**. By comparison, of those who have at least heard of Shein or Temu, only 65% have a positive impression of Shein, and 59% view Temu positively.



Online Shopping & Amazon

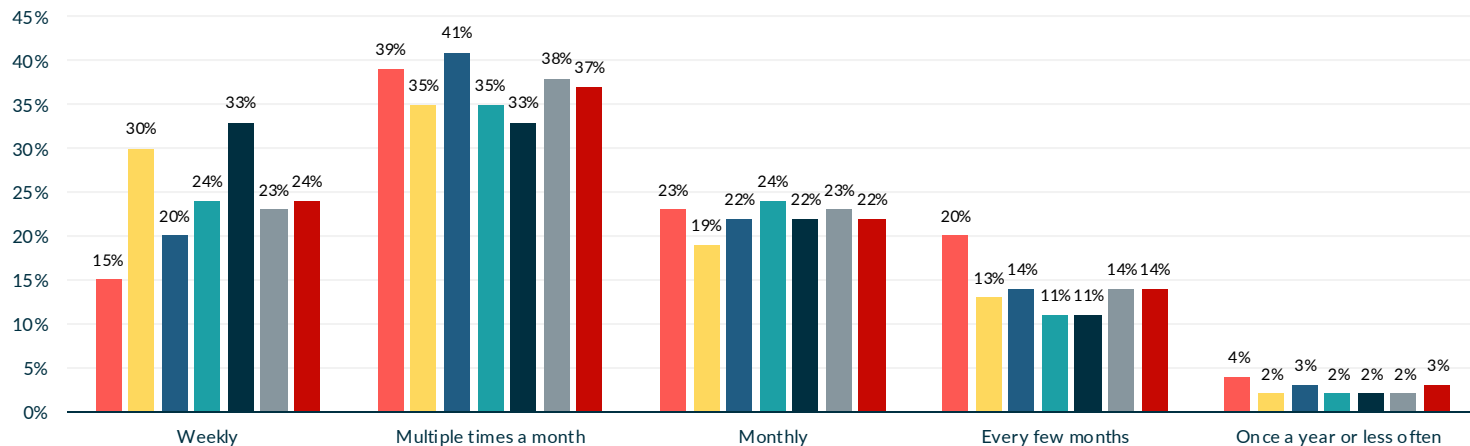
8 out of 10 Individuals Surveyed Order Online at Least Once a Month

83% of shoppers in the EU5 countries and the US shop online at least once a month. Only 3% said they ordered online once a year or less. UK shoppers place the most weekly orders at 33%, while France has the fewest with 15%.

Shoppers who use Amazon tend to buy online even more regularly: 85% of them shop online at least once a month.



Online shopping is most frequent in the UK, with one-third of Brits purchasing something online at least once a week. On a monthly basis, the UK also leads, with 88% of Brits shopping online at least once a month.



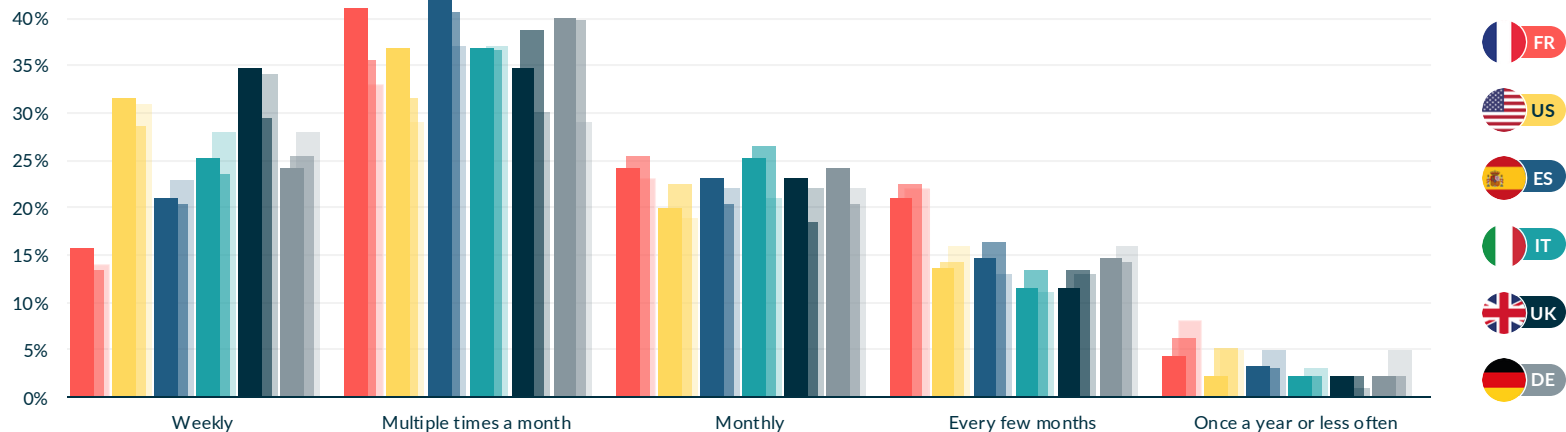
2022, 2023 & 2024: Steady Trends in Online Shopping Habits Over the Years

Looking at the charts for 2022*, 2023 & 2024, it is noticeable that the figures for online shopping are relatively stable. Across all three years, around 80% of respondents in all six countries stated that they 'order online at least once a month.'

The already low number of those who shopped online 'once a year or less often' has also decreased slightly



In general, the figures for online shopping in all 6 countries have remained relatively similar over the last three years. However, the **US and Germany** have shown an increase in more frequent online shopping habits, particularly in the 'multiple times a month' and 'monthly' categories.

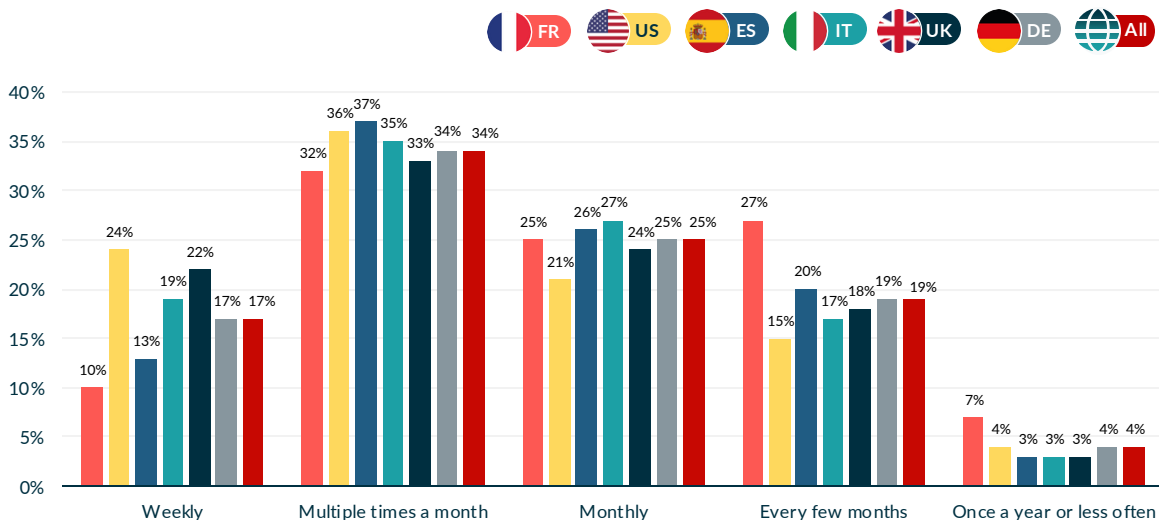


Shopping Spree: 77% of Amazon Customers Purchase Monthly or More

Just over three-quarters of Amazon customers order from the site at least once a month, and 17% even order from Amazon every week. Shoppers aged 25-44 tend to shop on Amazon the most frequently.



Spain (37%) and Italy (36%) show strong engagement in multiple purchases a month, while the US (24%) and the UK (22%) have the highest percentages of consumers making weekly purchases.



REMAZING EXPERT TIP

HANNES DETJEN

Founder & Managing Director



Understanding regional differences in purchase frequency can help sellers target their strategies accordingly. Countries with higher frequent purchase behavior may benefit from frequent promotional strategies, while countries like France & Germany may require tactics to encourage more frequent engagement, such as loyalty programs or exclusive offers.

Amazon Leads, While Local Competitors Maintain Strong Presence

The best-known online marketplace in Europe and the US? Amazon. Amazon's dominance is clear across these six countries but the competition from both local and international players remains strong. This highlights the importance of regional strategies.



Locally, the most popular online marketplaces besides Amazon, eBay and AliExpress are Otto in Germany (68%), Tesco in the UK (80%), Carrefour in Spain (56%), Cdiscount in France (62%), MediaWorld in Italy (60%), and Walmart in the US (89%).

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

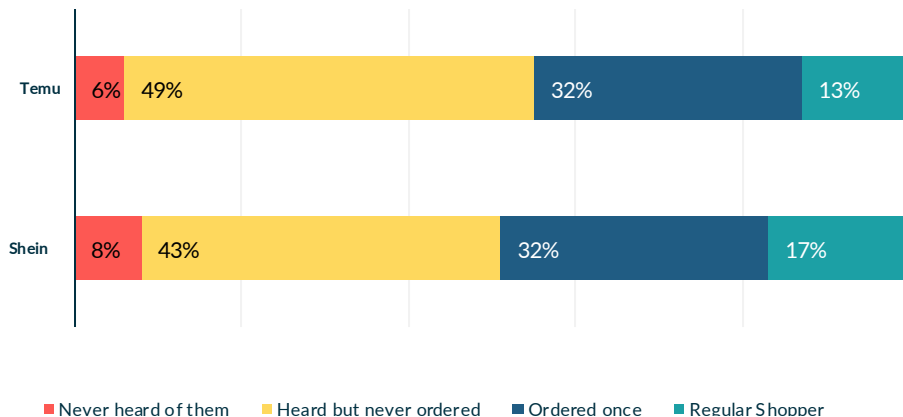


Rising Stars in E-Commerce: How Well-Known Are Temu and Shein?

Within the last few years, two names have been particularly present in the world of online shops: **Temu & Shein**. But how many shoppers know and use the two platforms?

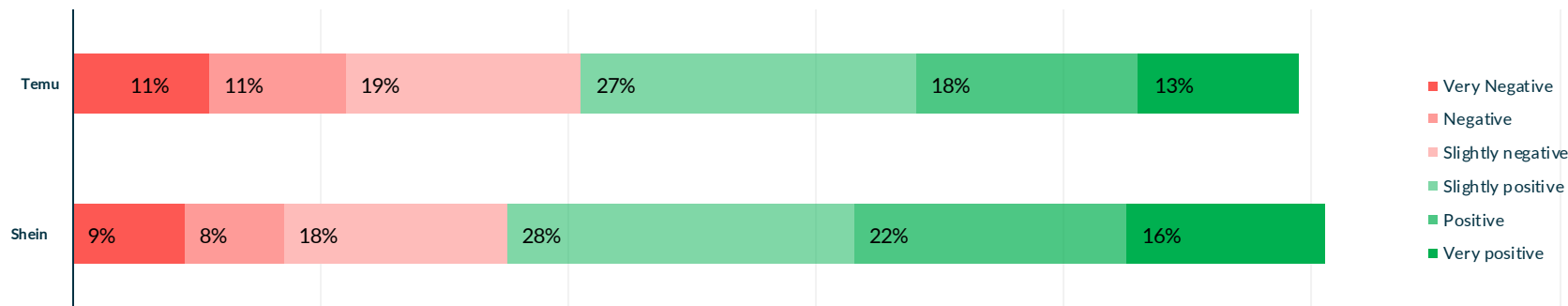
While Shein enjoys more regular shoppers, both platforms have strong brand awareness.

Both Temu and Shein have significant brand recognition. 49% of shoppers have heard of Temu, while 43% have heard of Shein, but not bought anything there yet. Shein has a slightly larger regular customer base (17%) compared to Temu (13%). Additionally, for both platforms, 32% of shoppers have placed at least one order.



Shein has the highest rate of regular shoppers in Spain (25%) and the lowest rate of regular shoppers in Germany (10%). Temu's highest rate of regular shoppers is in the U.S. (19%) and its lowest rate is in Spain (9%). The countries with the fewest people who have never heard of Temu and Shein are Italy and Spain. Only 3% of Spanish shoppers have never heard of Shein, and only 4% of Italian shoppers have never heard of Temu.

What Do Consumers Think of Temu & Shein?



Shein generally has a more positive overall image compared to Temu, with a higher percentage of people knowing the marketplace rating it positively (38% positive or very positive) compared to Temu (32% positive or very positive). Temu has slightly higher negative ratings than Shein, with 22% of respondents rating it negatively (very negative or negative) compared to Shein's 17%.*

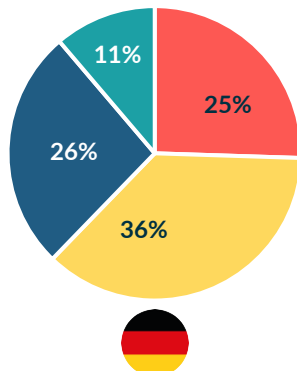
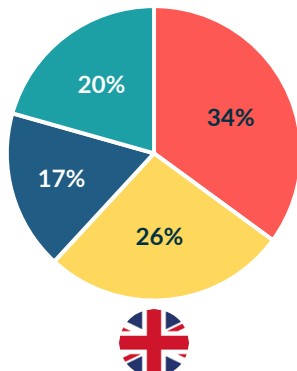
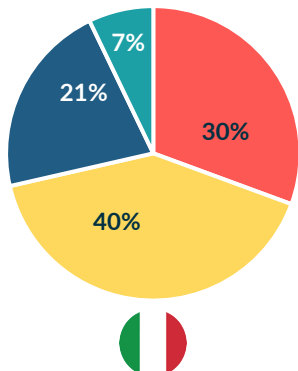
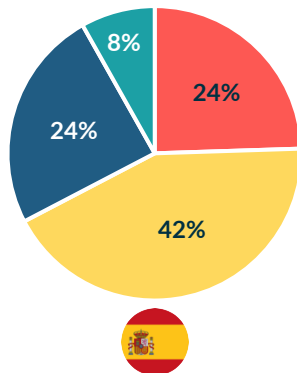
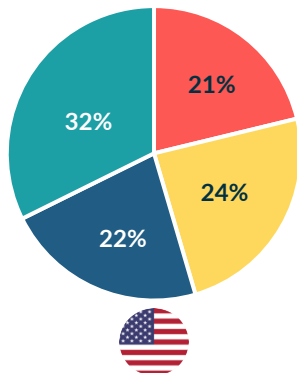
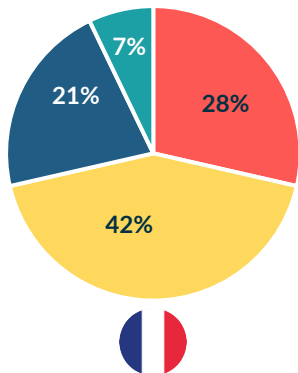


If you compare the image of Temu and Shein with the online giant Amazon, you will notice: 93% of all online shoppers have a positive image of Amazon (see slide 24).



The U.S. (22%) and Spain (24%) have the most positive image of Shein, while the U.S. also leads in positive perceptions of Temu (24%). The fewest people with a very positive image of Temu (6%) and Shein (8%) are in France. Temu has the most negative image in Germany (18%) and France (16%), while Shein is viewed most negatively in Germany (16%).

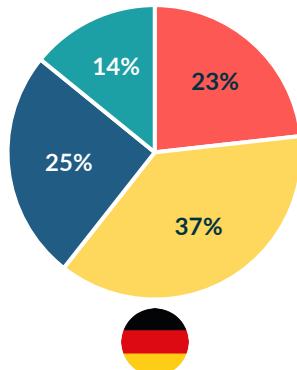
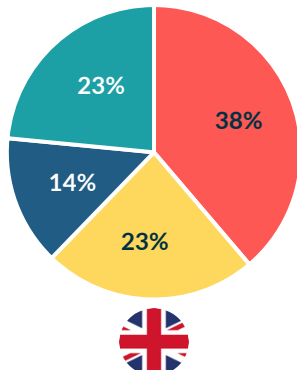
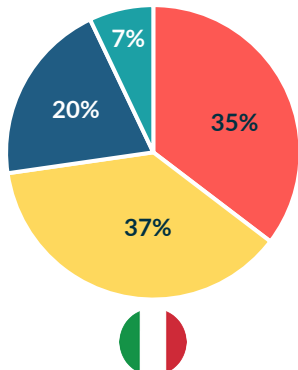
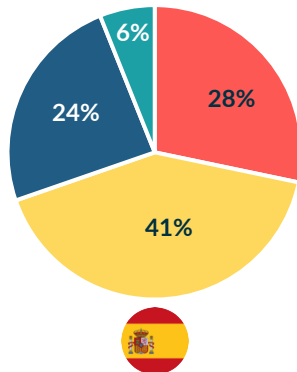
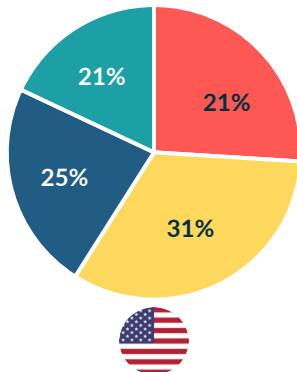
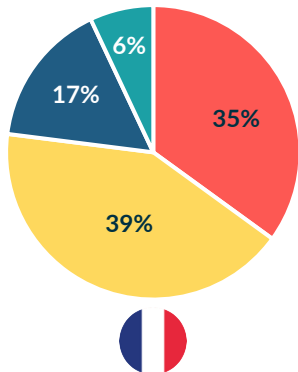
Monthly Amazon Spend per Country: US Shoppers Spend the Most



Across all countries, the most common spending range on Amazon is **€50-100** per month. The **€0-50** range is also significant, especially in the UK and Italy, indicating a larger number of low spenders.

The US stands out with a higher percentage of shoppers spending **\$200+** per month, suggesting a group of more frequent or high-value purchasers.

2023 vs. Now: Noticeable Growth in Top-Spend Categories



In 2023, the €0-50 category dominated in many countries, while in 2024 there is a **noticeable increase in spending** in the higher categories, particularly in the €200+ category in the US.

At the same time, there was an overall **decrease** in the share of **lower spend** (€0-50) in most countries, indicating a shift towards **higher spend on Amazon**.

Question: How much do you typically spend on Amazon in a given month?

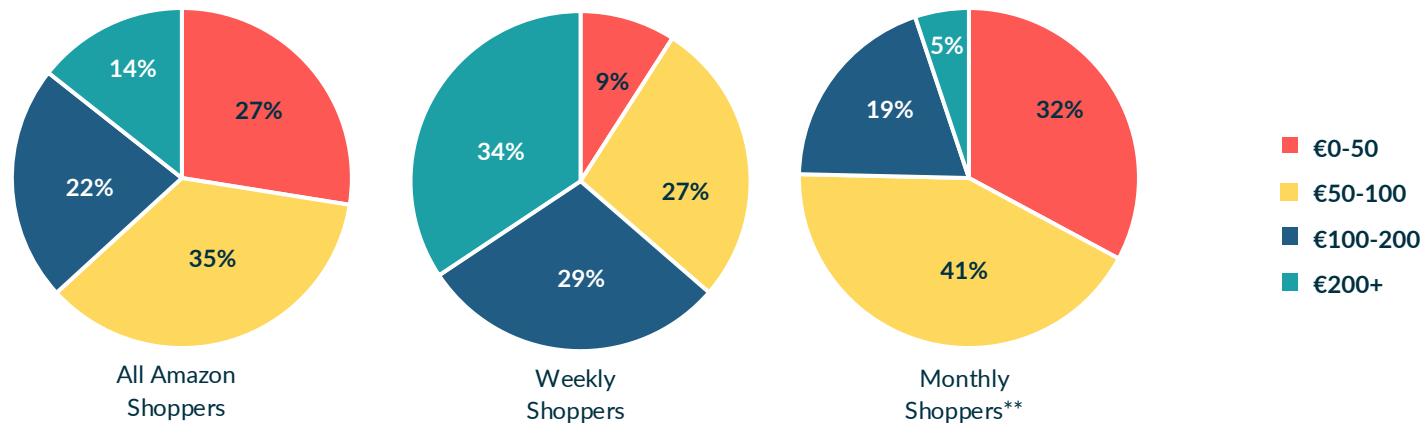
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*To maintain simplicity, exchange rates have been disregarded, and € (or its approximate equivalent) is used as a standard currency.

Shop More, Spend More: Higher Frequency Leads to Bigger Cart Values

Spending behavior scales with shopping frequency: more frequent shoppers (weekly) tend to spend in higher categories, while monthly shoppers have more modest spending distributions.

All Amazon Shoppers tend to spend between 50-100€ per month (35%), but a sizable portion (22%) spends between 100-200€. Looking at the Weekly Shoppers, they show a more distributed spending pattern with relatively fewer people spending below 50€ (9%), indicating they are more frequent purchasers, and their spending is concentrated between 50-100€. Monthly Shoppers have a larger proportion spending between 50-100€ (41%), but still a significant portion spends 0-50€ (32%).*



Question: How much do you typically spend on Amazon in a given month?

N=5502

*To maintain simplicity, exchange rates have been disregarded, and € (or its approximate equivalent) is used as a standard currency

**People who shop multiple times a month on Amazon are not included.

Smartphones are the Preferred Device for Amazon Shoppers

Smartphones are the clear frontrunners when it comes to device usage for Amazon shopping. With nearly 70% of users relying on them regularly or always, smartphones are indispensable for a significant portion of Amazon customers. This emphasizes the dominance of mobile devices in online shopping, with only a small fraction (15%) never or rarely using smartphones for Amazon activities. While still relevant, computers and laptops show a more balanced distribution across different levels of usage. They are regularly used by over a third of participants but are not as dominant as smartphones.

The data strongly supports the **trend towards mobile-first shopping** experiences, with smartphones being the primary device for a majority of users. While computers and laptops maintain a stable user base, tablets appear to be the least preferred option.



69%

shop regularly on their smartphones



37%

shop regularly on their PC



20%

shop regularly via their tablet



REMAZING EXPERT TIP

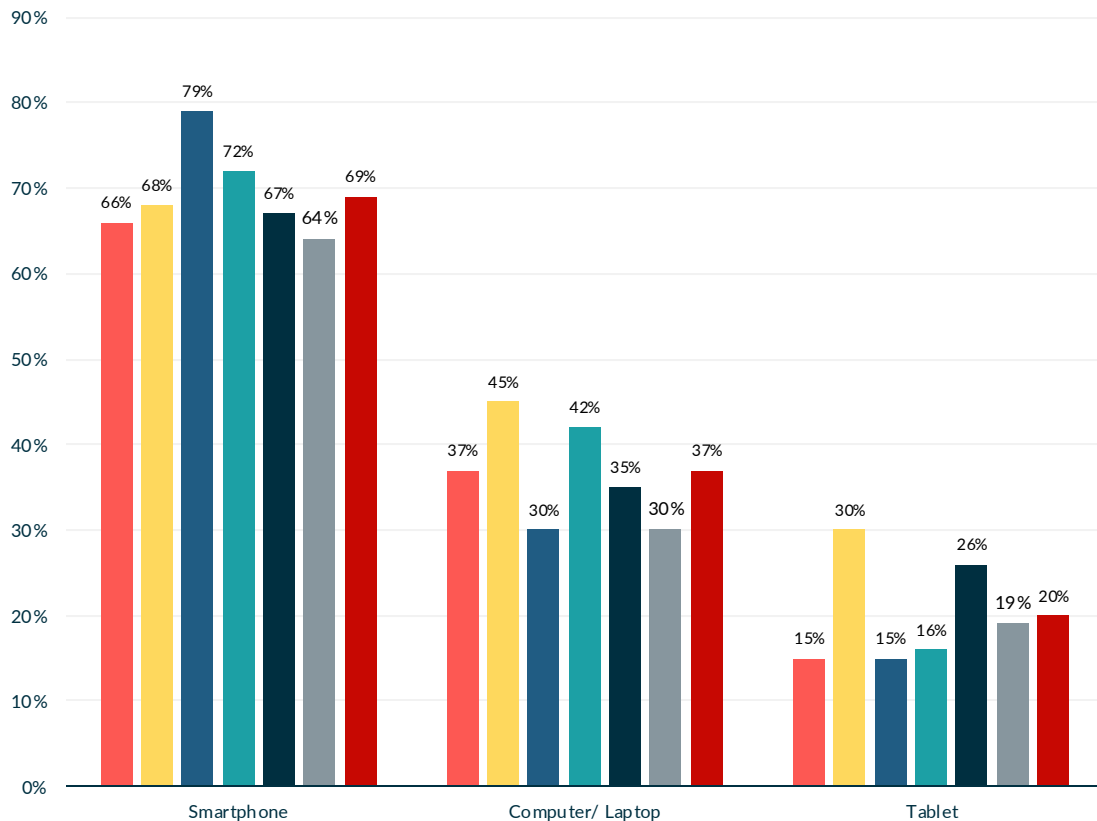
LARA WENSKUS

Content Director Germany



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](#)".

Global Amazon Shopping Trends: Tablets Lag as Smartphones Dominate



Smartphones lead Amazon shopping across surveyed countries, especially in Italy and the UK. Computers and laptops remain relevant, particularly in the US, though less used than smartphones. Tablets are the least favored, with only the US and UK showing slightly higher usage. The chart highlights the global shift to mobile shopping, and highlights the regional differences in device preferences, reflecting a broader move toward mobile-first e-commerce.

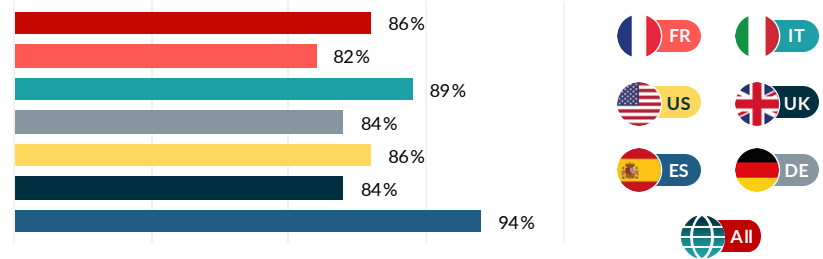




Amazon Shopping via App

86% of shoppers have the Amazon app.

18-44-year-olds shop on the app even more than other groups, with 90% of respondents in this age range doing so.




The data highlights the widespread use of the Amazon app across different countries, with particularly strong adoption in the UK and Italy. The data underscores the importance of mobile shopping, especially among younger age groups, reflecting a significant shift towards app-based e-commerce.

Amazon Is Fast, Convenient and Cheap

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



 **Price and fast delivery** are the dominant reasons for shopping at Amazon in all countries. Convenience is highly valued in Spain, the US and the UK (over 60%), while it is less significant in France (26%). The **selection of products** is critical in the US (57%) and Germany (57%), whereas it holds less importance in Italy (36%) and France (40%).

2023 vs. 2024

Amazon's key strengths – fast delivery, low prices, simplicity, and great customer service – have gained even more appeal this year. Convenience and product variety stay strong, while habits and customer feedback remain important but less crucial. It's clear: customers increasingly value Amazon's fast and hassle-free shopping experience.



REMAZING EXPERT TIP

FILIP EGERT
Managing Director



*More important than low prices is fast delivery on Amazon. This shows that Amazon stands out from cheaper competitors such as Temu, which score with low prices but cannot compete with Amazon's fast delivery times. **Prime shipping** is a crucial lever for Amazon merchants and should be fully utilized.*

Amazon Prime: Shipping Benefits Take the Lead

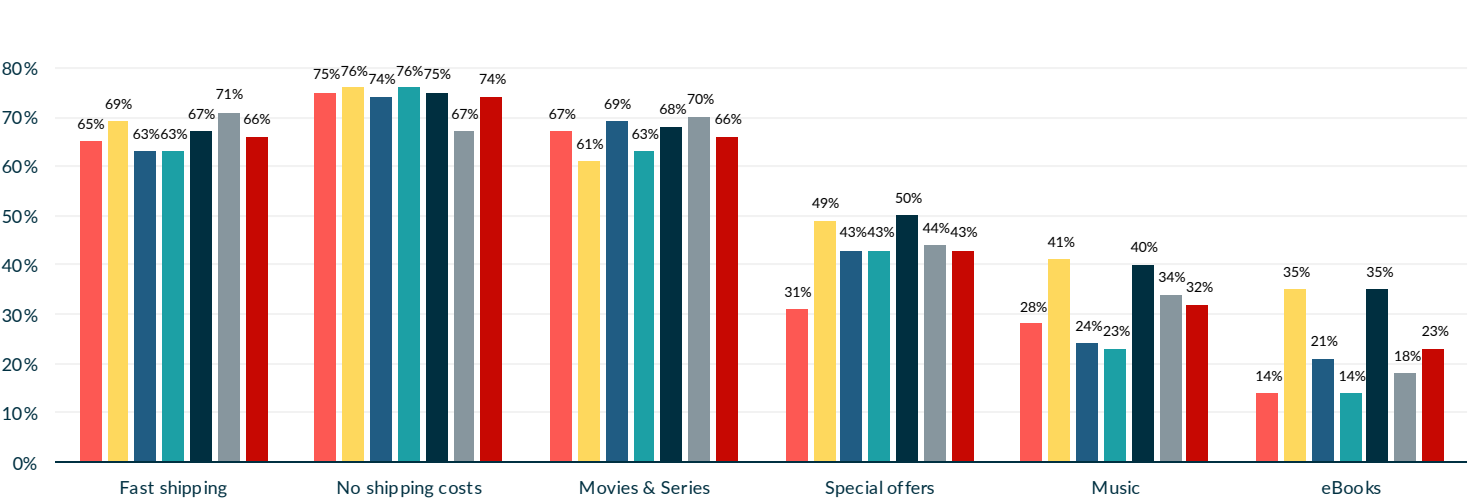
Fast and free shipping are the biggest draws for Amazon Prime: 74% of subscribers prioritize free shipping over other perks, while 66% primarily value Prime for its speedy deliveries.

Beyond shipping perks, Amazon Prime's streaming services are a big draw: 66% of subscribers cite movies and series as another top reason for signing up.



Shipping perks are the dominant reason for Prime subscriptions in all countries. **Streaming Services** (Movies & Series) play a significant role in the US, UK, and Germany. **Music** and **eBooks** have strong regional preferences, with the US and UK showing higher interest.

Use of Amazon Prime for...



Amazon's Growth: Balancing Impact and Criticism

The 7% 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 (52%), and the negative effect on local businesses (47%).

Other significant concerns include Amazon's perceived dominance in the market, the exploitation of sellers, and a lack of sustainability. These findings suggest that Amazon's critics are focused on both its internal operations (treatment of employees and suppliers) and its external effects (impact on local businesses, sustainability, and market competition).



Market dominance and **labor practices** are consistent top concerns across all regions, particularly in **Germany**, **Italy**, and the **UK**. **Harm to local businesses** is a pressing issue, especially in **France** (57%) and **Germany** (49%). **Sustainability** concerns are more prominent in **Germany** (41%) and **France** (36%), while **UK** (25%) respondents are less concerned with this issue. **Exploitation of sellers** is a moderate concern in all countries, with **Italy** (42%) expressing the highest worry.

Despite Frequent Criticism: 93% View Amazon Positively



In our survey, participants were able to rate their image of Amazon on a scale of 6 from very negative to very positive.

Roughly 93% of Europeans and Americans have a positive image of the e-commerce giant, despite the frequent criticism of the company. Among them, 31% are big fans of Amazon who rate the company very positively.

All in all, only 7% of Europeans and Americans view Amazon rather negatively. Younger people aged 16-24 are more critical than average.



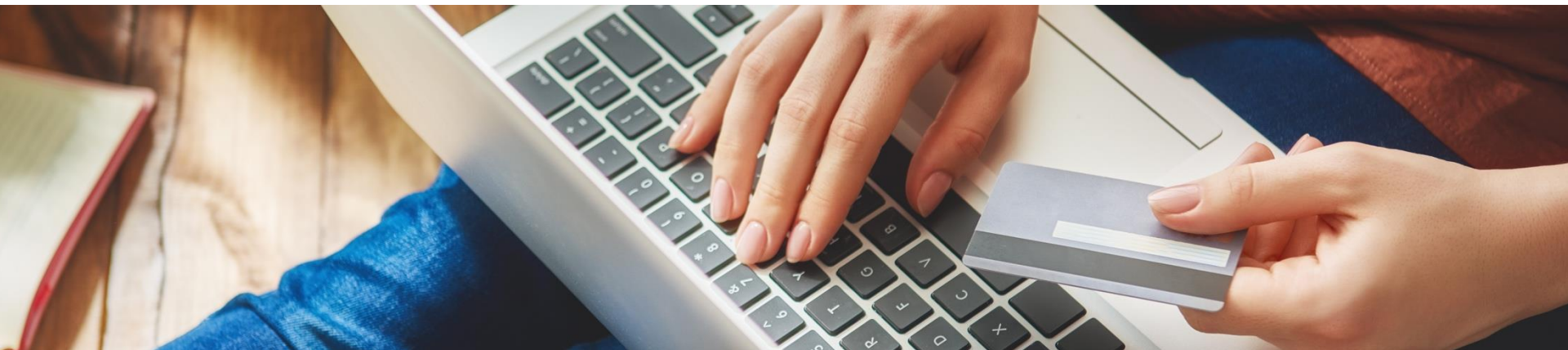
Most countries have a largely positive view of Amazon, with Spain (44%) and Italy (43%) leading in positive sentiment. The USA shows the highest very positive response (41%), indicating strong approval.

Mixed but Generally Positive: France and Germany have a more cautious positivity, with fewer very positive responses but still maintaining a majority positive or slightly positive view.

Amazon Proves Essential: 1 in 5 Find it Hard to Go Without for a Year

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:

Social media is the most indispensable (36%), highlighting its importance in the respondents' daily lives. **Sweets** (30%) rank second, **Amazon** (19%) ranks third and **Alcohol** (15%) is in fourth place.

Amazon has Addictive Potential:

Amazon is hard to give up for nearly 1 in 5 respondents. This ranking reflects how vital it has become to consumers, as an everyday tool for shopping convenience. This strong dependency, even when compared to indulgences like sweets and alcohol, underscores Amazon's significant role in contemporary consumer lifestyles.

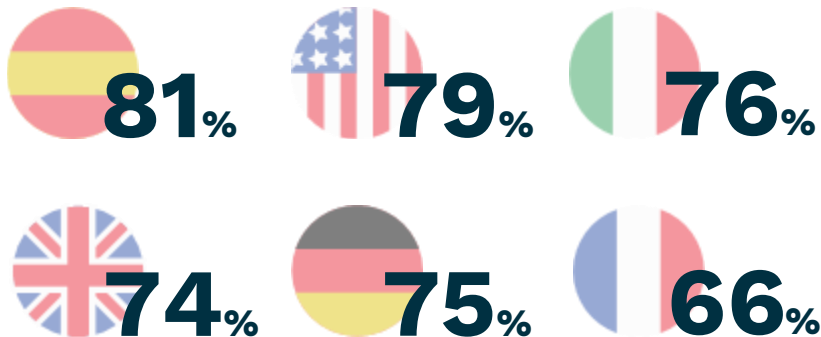
Amazon Prime Reaches Majority of Shoppers Across Europe and the U.S.

Amazon Prime is strongly established in the EU5 markets and the U.S.: Over 75% of Amazon shoppers have access to a Prime account, and more than half (59%) are registered with Amazon's subscription service themselves.



Among the Spanish, the proportion of consumers with their own Prime account is the highest (67%). It's also in Spain where most people (81%) have access to a Prime account. France (49%) and UK (56%) are the two countries with the smallest amount of Prime subscribers.

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 (25%), there are three main reasons not to have the service: The high price for the membership program (50%), seeing no clear advantages (27%), and the fact that they rarely buy products on Amazon (24%).



REMAZING EXPERT TIP

EMIL BECK
Managing Director

Take advantage of Amazon Prime's widespread appeal: 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](#)".

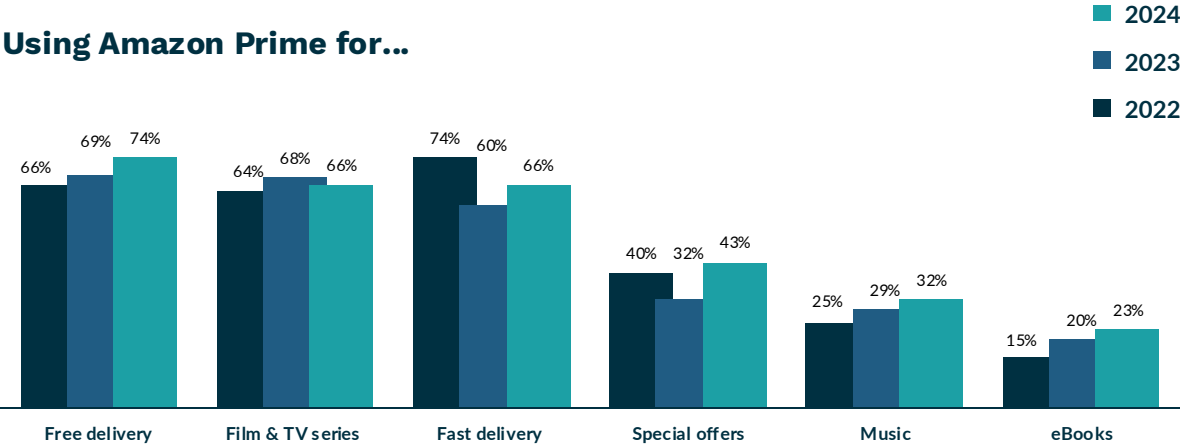
Amazon Prime Users Prioritize Fast Shipping: Still Ahead of Streaming Services

Most Amazon Prime users value the subscription for its **shipping benefits**: Fast Delivery (74%) has become the most valued feature in 2024, surpassing Free Delivery (66%), which has seen a slight decline.

Streaming services, particularly **Film & TV series**, have remained consistently strong but show little growth. **Music and eBooks** are becoming less relevant, with usage declining each year.

Comparing the years 2022, 2023 & 2024: The data highlights a shift towards **delivery services**, particularly fast delivery, as the most valued Prime feature. Meanwhile, entertainment features like **streaming** maintain a stable user base, but **music and eBooks** continue to lose appeal year after year.

Using Amazon Prime for...



An international comparison

Shipping and streaming services stand out as key features across all countries, while other offerings show more variability depending on the country.

Streaming (Movies & TV Shows) is a major feature for Prime across all regions, especially in Spain (69%) and Germany (70%). Shipping services (Fast and Free) are universally valued, with fast shipping being particularly significant in Germany (71%) and the US (69%). Music and eBooks remain more niche features, most popular in the UK and the US.



Buying Behaviour on Amazon

Amazon is the First Point of Sale for Numerous Product Categories



52%



51%



45%

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

The e-commerce giant is predominantly the **first choice** mentioned for purchasing a wide range of items. **The Books & Toys category (52%), Electronics (51%), and Household Goods (45%)** clearly stand out, as they are all primarily ordered through Amazon. **One key exception: Furniture & Home Decor** are still mostly purchased **offline in retail stores**.

REMAZING EXPERT TIP



DAVIDE LENA

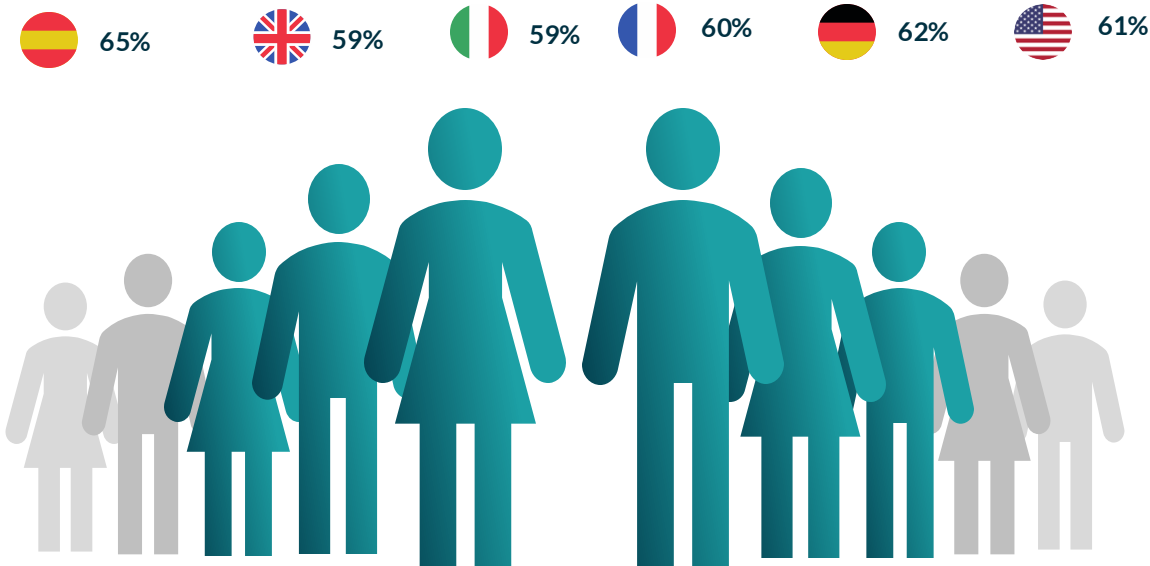
Country Manager Italy

Amazon's dominance is clear here: the platform is the first point of sale for almost all product categories, and not just in e-commerce, but in retail. 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. 29). Amazon should be an important part of the sales strategy of brand manufacturers – it's no longer a "nice to have", it's a "must have".

Amazon Prime Boosts Loyalty: Shoppers Rely on It for (Almost) Everything

61% of Amazon Shoppers buy (almost) everything from Amazon. Among Amazon Prime members, loyalty is even stronger: 72% of Prime members buy (almost) everything from Amazon.

Interesting: if you look at those shoppers who don't shop on Amazon, the proportions are reversed: 69% only buy online what they can't find elsewhere. *



REMAZING EXPERT TIP
Julia Engels
Director E-Commerce Consulting



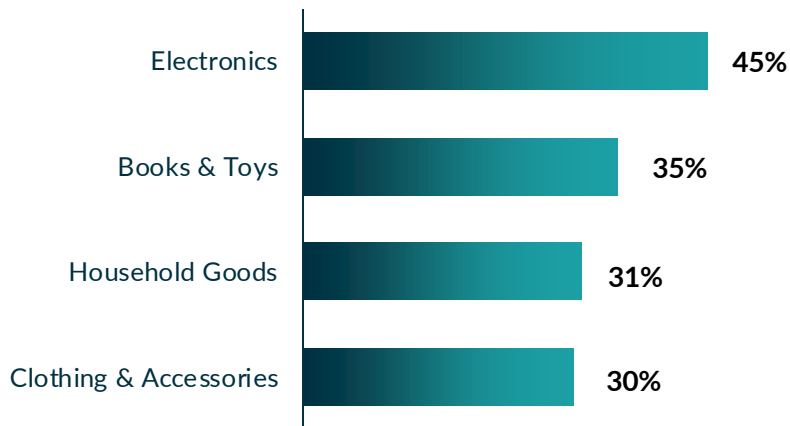
With a large portion of Amazon shoppers relying on the platform for almost all their purchases, brands can significantly boost sales by securing a Prime badge, optimizing visibility, and creating compelling, high-converting product pages.

Electronics Dominate, But Books, Toys and Home Goods Stay Strong

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 (45%).

But Amazon is not completely abandoning its roots: **Books & Toys** come in second, showing that Amazon remains a popular destination for literature and entertainment for children. **Household Goods** (31%), **Clothing & Accessories** (30%) are also popular, reflecting Amazon's growing role in everyday consumer needs.



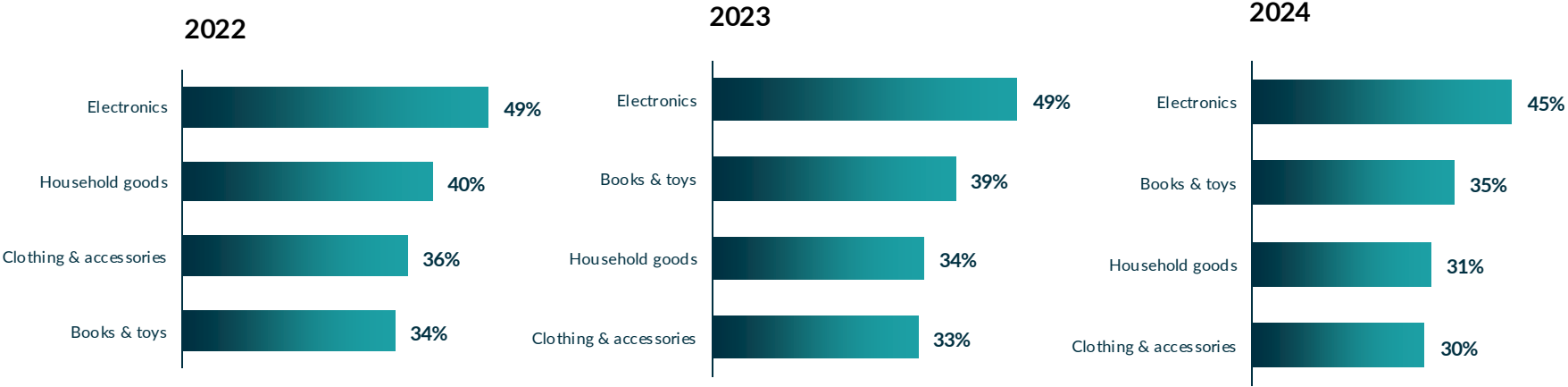
There is just one exception from all of the surveyed markets in the order of the most frequently bought categories: In France electronics are not so far ahead: Toys & Books are also at 42% and thus on a par with electronics.

Trends from 2022 to 2024: Electronics Lead While Books & Toys Gain Importance

Over the years 2022*, 2023 and 2024 **Electronics** remain the top category, though its decline in 2024 could signal a plateau in consumer demand for tech products on Amazon. The **Books & Toys** category has become increasingly significant, peaking in 2023, although interest has slightly

waned in 2024. **Household Goods** and **Clothing & Accessories** are both consistently declining, suggesting that Amazon may face competition or changing consumer preferences in these areas.

In summary, the data reflects that **Electronics** and **Books & Toys** are strong, but slight shifts in consumer interests are beginning to emerge, particularly with the decline in **Household Goods** and **Clothing & Accessories**.



Question: Which product categories do you buy most often on Amazon? (Choose up to three)
*surveyed in 2022 in a very similar study

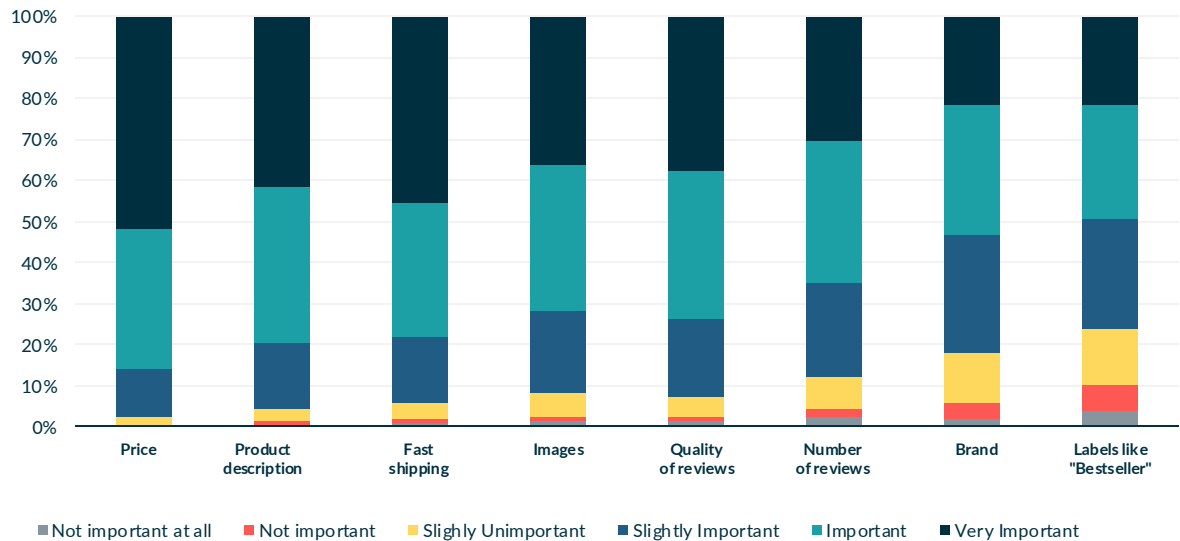
2022: N=6000

2023: N=5560

2024: N=5502

Price, Fast Shipping, and Reviews Key to Amazon Purchases

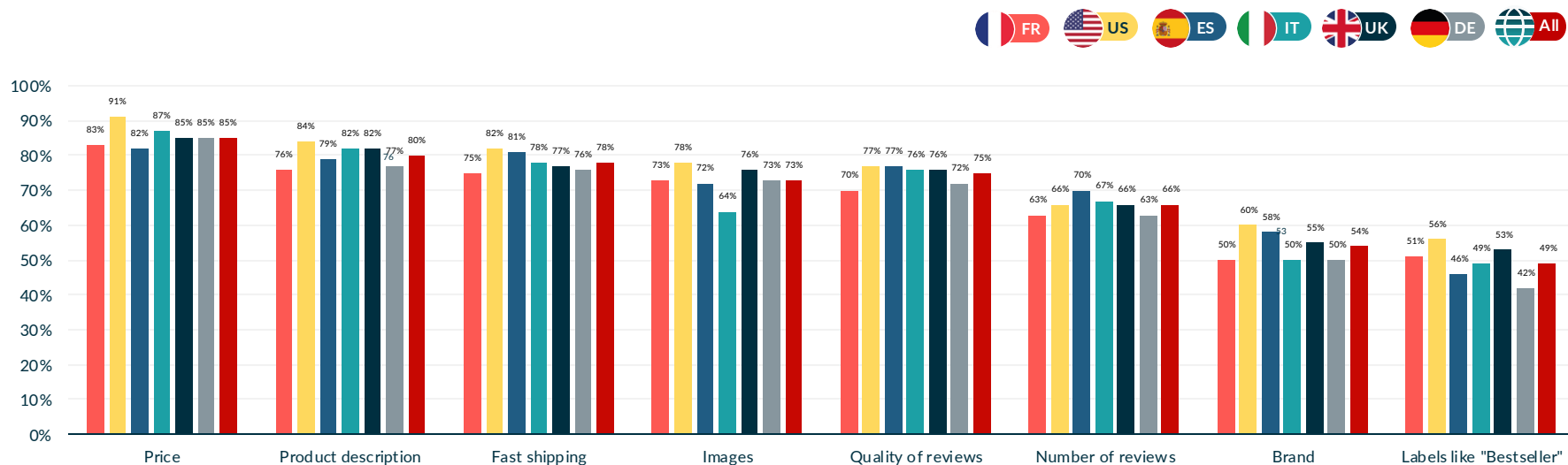
For **85%** of shoppers, **price** is an important or very important consideration when ordering a product on the platform. However, **product description (80%)**, **fast shipping (78%)**, and **images (72%)** also play a critical role for most shoppers. **Quality (75%)** and **number (72%)** of reviews are highly important, highlighting the influence of customer feedback on purchasing decisions. **Brand** and **labels** are less important in comparison, but they still play a role for about half of the respondents. Lastly, **images** are important or very important for **73%** of Amazon customers, making them a significant factor for consumers.



REMAZING EXPERT TIP
Clara Duran Mestre
Country Manager Spain

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



Price remains the most important factor across all countries, with the USA, Italy, and Germany placing the greatest emphasis on it. Product descriptions and fast shipping are also universally significant, particularly in Spain, Germany, and the USA. Consumers in the USA and UK prioritize the quality of reviews over the number of reviews, highlighting the importance of feedback. While brand generally carries less weight, it holds more significance for shoppers in the USA compared to other countries.

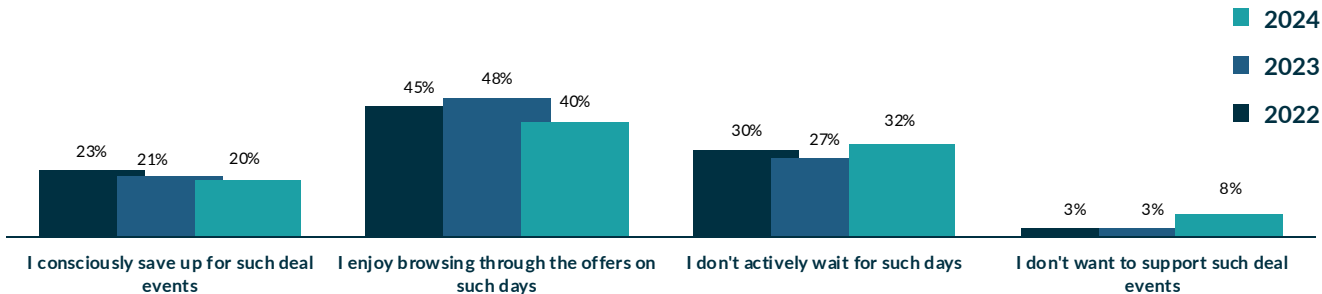
Shoppers Push Back: Rising Trend of Consumers Avoiding Online Deal Days

Whether it's Amazon Prime Day or Black Friday Week, Amazon consistently attracts shoppers with enticing offers.

The data reveals a general enthusiasm for deal events, with many consumers enjoying the opportunity to browse and some even saving up in advance. However, a significant portion of shoppers remains indifferent to these events, and active opposition has diminished in 2024 (8%).



Nearly half of Spanish Amazon shoppers (47%) enjoy browsing through Offers. The USA closely follows Spain (46%), showing strong engagement in browsing deals. French Amazon shoppers are the most indifferent to deal events, with 41% not actively waiting for them. When it comes to not wanting to support deal events, Germans (12%) are the biggest group followed by Amazon Shoppers from the UK (11%).



REMAZING EXPERT TIP

NELLY GENNIS

Senior E-Commerce Consultant

Focus on personalised and long-term value! Rather than focusing solely on big events, brands should aim to offer continuous, personalised discounts that meet individual customer needs year round.

*surveyed 2022 in a very similar study

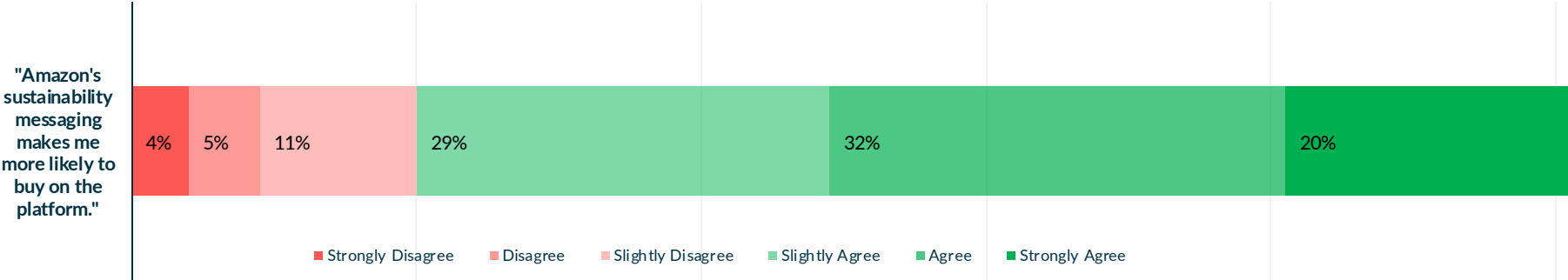
Question: Amazon regularly celebrates deal events with special offers, such as Amazon Prime Day or Black Friday. Which of the following statements applies to you regarding these events?

2024: N=5502

2023: N=5560

2022: N=6000

Amazon's Sustainability Messaging Drives Positive Consumer Engagement



Over half (52%) of Amazon shoppers are influenced by Amazon's sustainability messaging, indicating that consumers increasingly value environmental responsibility in their purchasing decisions. While 11% strongly disagree, a larger portion (29%) slightly disagrees. With an average score of 4.4, the general sentiment leans positively, showing that Amazon's sustainability efforts resonate with many shoppers.



Amazon's sustainability efforts seem to positively influence a significant portion of shoppers, but a notable minority remains unconvinced.



Amazon's sustainability messaging has varying impacts depending on the region. The messaging resonates most strongly in **Spain** and the **USA** with 88% respective 79% slightly to strongly agreeing, while **Germany** and **France** exhibit more skepticism with 25% respective 20% slightly to strongly disagreeing.



Groceries Are Still Mostly Bought Offline

In the grocery category, the primary competition is in the form of retail: 56% of respondents prefer offline shopping to buying on Amazon (12%).



Italian shoppers (67%) are especially more **offline-driven** than average when it comes to grocery shopping. **Only 9%** of them choose to buy groceries on Amazon.

Other Online Marketplaces Still Behind

Brand-specific online shops and other online marketplaces **still trail behind** Amazon. **Clothing & Accessories** are the most frequently ordered category on other marketplaces, with **12%**. **14%** of clothing are bought in the **online shops of a specific brand**.



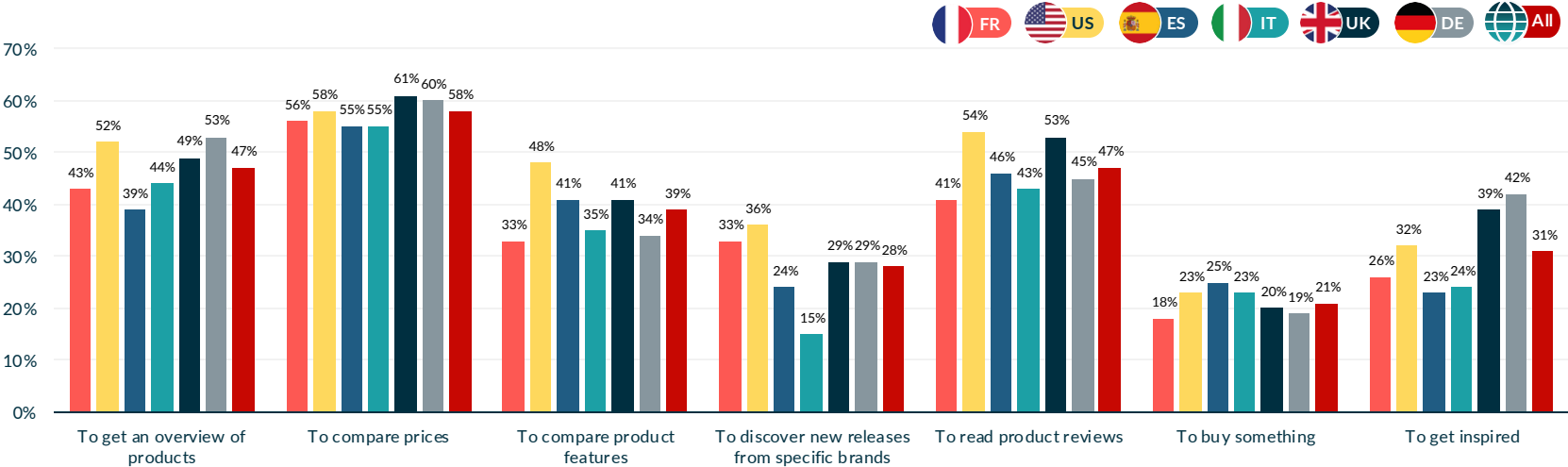
Amazon as a Product Search Engine

Amazon: The Go-To Platform for Price Comparisons and Product Reviews

Comparing prices and reading reviews dominate as the main reasons people visit Amazon, reinforcing its position as a go-to marketplace for making informed purchasing decisions. Inspiration and feature comparison are also significant uses, pointing to the platform's broader utility beyond transactions.



Price comparison and reading reviews are common across all countries, with the UK (53%) and USA (54%) focusing more on reviews. The USA (48%) excels at comparing product features, while the UK (61%) and Germany (60%) use Amazon more for price comparison. Brand discovery is important in the USA (36%), but less so in Italy (15%).



Amazon Leads as the Primary Platform for Product Searches

82% of Amazon shoppers agree that they **start product searches on Amazon** – even if they are **not searching for a specific item**. The more often a shopper orders on Amazon, the more likely it becomes their **default choice for product searches**. Among weekly Amazon shoppers, about **92% confirm** that Amazon is their first stop for product searches.



Across all countries, a strong majority of consumers tend to start their product searches on Amazon rather than using Google when uncertain about what to purchase. It is used most frequently in Italy and Spain, where 86% and 89% of respondents, respectively, agree that they begin their product searches on Amazon. France (26%) shows a more balanced behavior, with slightly more reliance on other platforms alongside Amazon.

82%
Amazon shoppers prefer to
use Amazon for product
searches



18%
state that they do not prefer
to start their search journey
on Amazon



REMAZING EXPERT TIP

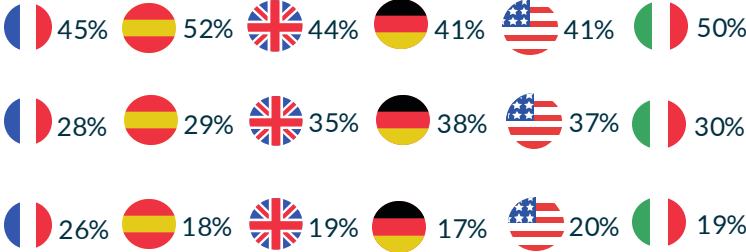
Sam Armstrong
Senior Content Manager UK

“Even if brands choose not to use Amazon as their primary sales channel, optimizing product detail pages and brand shops remains essential. The platform serves as a valuable branding channel, attracting a significant number of visitors.”

Amazon Shoppers Are Brand-Conscious

Whether entering specific keywords or navigating manually through given categories, there are different ways to find the product you are looking for on Amazon. So, how do Amazon shoppers find what they want to buy on the online marketplace?

Generic search terms dominate product searches on Amazon, with 46% of shoppers relying on keywords like "sport shirt." However, 33% enter specific brand names (e.g. "adidas performance shirt"), while 20% use Amazon categories to navigate to products (e.g. clicking "Sports & Outdoors" then "Sports & Outdoors Clothing").



Generic keywords dominate overall, with 46% of shoppers relying on broad search terms. Spain leads with 52% of its users using generic keywords, followed by Italy (51%) and France (45%). Germany (38%), the UK (35%), and the US (37%) exhibit a higher likelihood of using brand-specific search terms while France (26%) and the US (20%) have higher instances of consumers navigating through categories compared to other countries like Germany (17%) and Spain (18%).



REMAZING EXPERT TIP
ELISABETH DELFS
Senior Content Manager DE

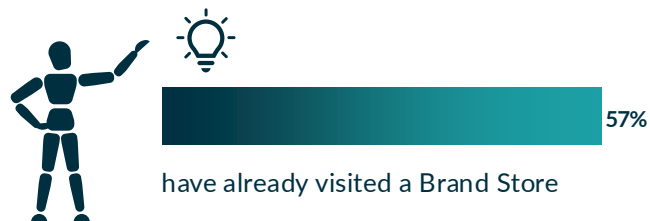
Nearly half of all Amazon Shoppers are likely to use generic search terms. Brands should therefore not rely on their brand reputation but must actively compete for a good ranking in more general rankings with the help of SEO optimisations.

Amazon Brand Stores: A Strategic Opportunity for Enhanced Shopper Engagement

Brand stores act as "home hubs" for brands on Amazon, offering a dedicated virtual space where brands can showcase their products, provide insights into their brand identity, and share ideas and content like recipes, craft ideas & more.

57% of Amazon shoppers said they have visited a brand store before, while 29% have also bought something from it. As expected, more frequent shoppers are utilising Brand Stores more often: 74% of those shopping weekly on Amazon have already visited a brand store and 44% have also ordered something from there.

However, Brand Stores seemingly remain untapped as a potential branding resource as 27% Amazon shoppers being unaware of their existence on Amazon.



There was a varied level of familiarity with Brand Stores across all markets surveyed. They were best known in the US, where 64% of respondents said they had already visited one, and 42% had made a purchase through it. By contrast, France had the lowest Brand Store familiarity, with only 41% of respondents aware of them, and 40% of Amazon shoppers not knowing about them beforehand.

BuyBox: Most Amazon Shoppers Look Beyond the Suggested Option

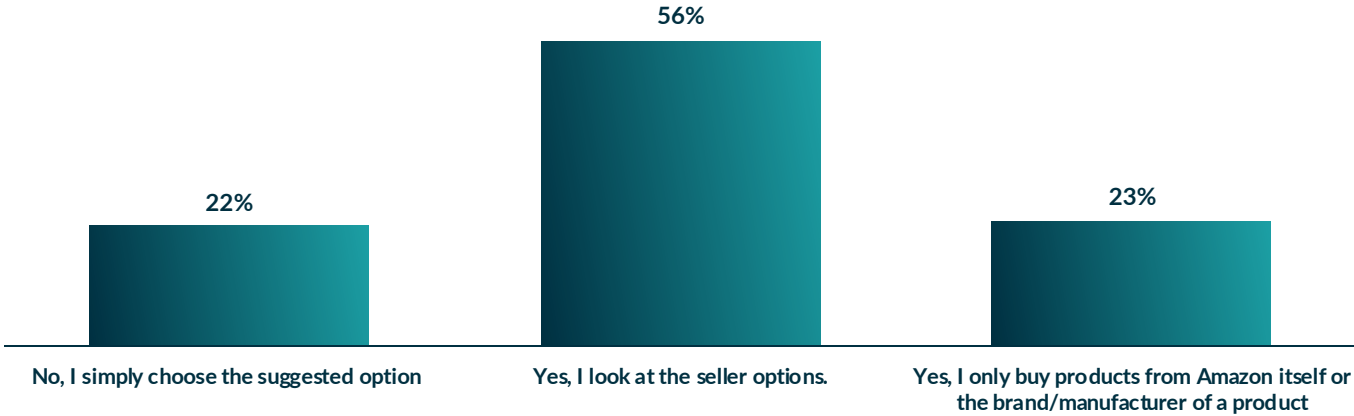
The BuyBox is a headache for many vendors and sellers on Amazon, as it determines which seller has the featured offer and appears as the default purchase option. Price, availability, and delivery time of a product are just a few of the factors that the Amazon algorithm uses to decide which seller wins the BuyBox.

However, 79% of Amazon shoppers do not buy "blindly" but instead pay close attention to who owns the BuyBox and is offering the desired product when buying.

Furthermore, 56% said they look beyond the Buybox at other seller options, with just 23% even saying they consciously make

sure to only buy products from Amazon itself or directly from the brand manufacturer.

22% of respondent shoppers said they tend to just buy directly from the suggested vendor in the BuyBox.



4

**Amazon
Advertising**

80% of Shoppers are Unaware of Sponsored Results on Amazon

What is behind the Amazon algorithm?

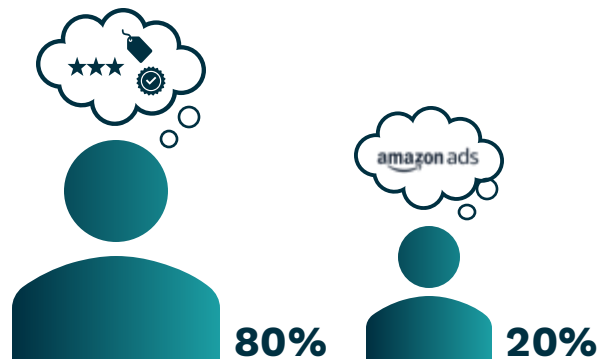
80% of Amazon shoppers believe that the products that appear at the top of the online search results are not paid product placements.

Most think the products that appear at the top of the search results on Amazon are based on frequent purchases (26%), search relevance (25%), high ratings (21%), or the lowest price (8%). Only 15% correctly identify them as sponsored placements.

However, many respondents are not entirely wrong when it comes to their idea of what influences a top placement: Factors such as product ratings and purchase frequency do indeed play a decisive role in Amazon's relevance algorithm.



German Amazon users are the most aware of how top search results work in an international comparison. In Germany, 27% of respondents cited paid product placements as the reason behind top search results. The UK followed closely, with 25% of shoppers aware of these sponsored products, followed by France at 20%. In the US, 19% of respondents recognized this, while Spain had 15% awareness, and Italy ranked lowest at just 13%.



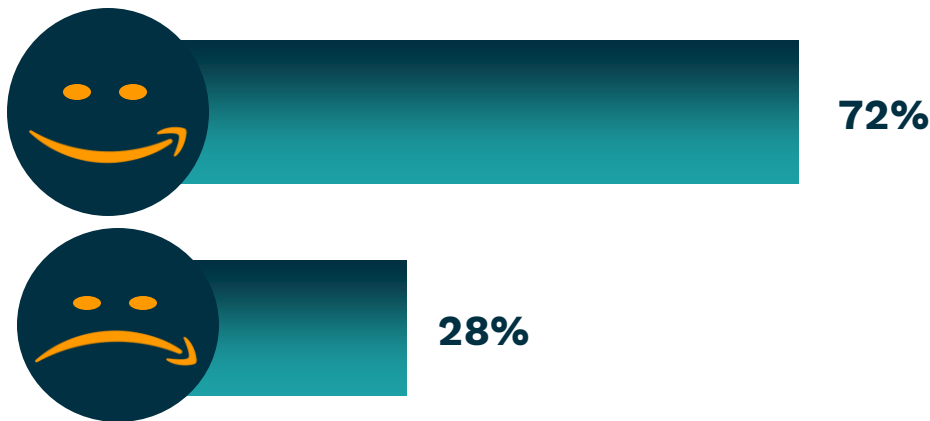
Majority of Amazon Shoppers Find Sponsored Products Helpful

Paid product placements clearly have an influence on the purchase decision - and often in a positive way. 42% of Amazon shoppers rate sponsored ads as helpful in making a purchase decision.

This proportion grows with the budget spent on Amazon: 68% of those who spend 500-1000€ 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 annoying (14%) or distracting (14%).

amazon ads



REMAZING EXPERT TIP

JOSHUA BRZYNCZEK

Head of Advertising

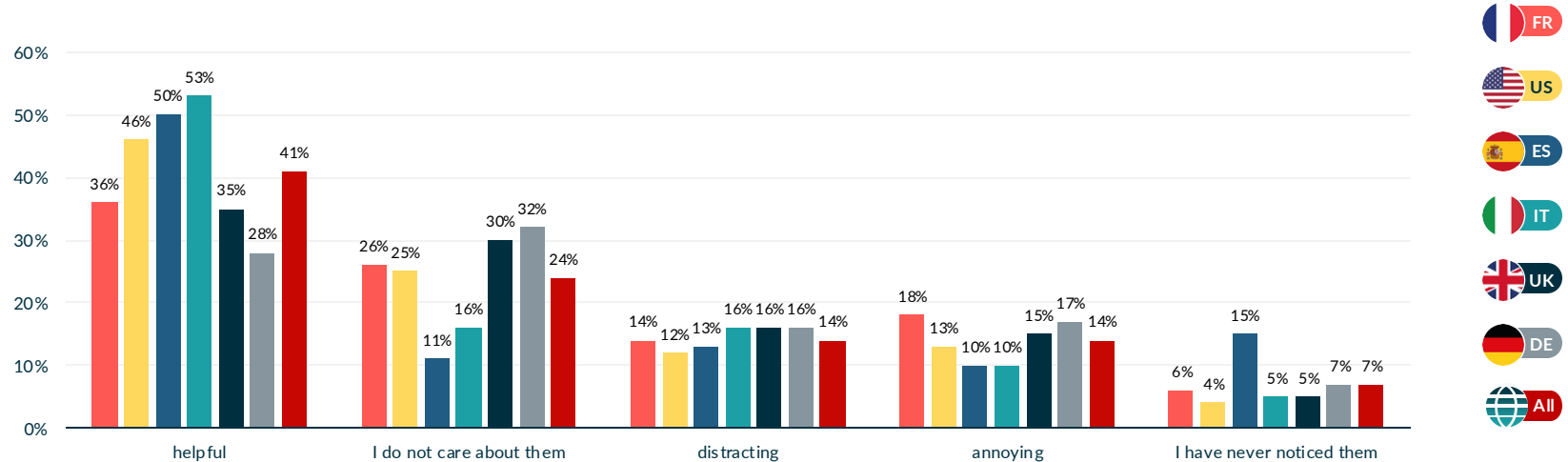
“To maximize the impact of sponsored products, focus on relevance. For most Amazon customers, advertising does not negatively affect their experience on the marketplace. Ensure that sponsored products align closely with shopping habits and use well-targeted keywords.”

Country Comparison: Sponsored Products Are Often Rated as Helpful



Comparing all countries, a clear majority, especially from Italy (53%) and Spain (50%), find sponsored products helpful. On the other hand, 28% of Amazon shoppers rate sponsored products negatively. The highest percentages of shoppers who find sponsored products "annoying" are in Germany (17%) and France (18%). In Spain with 15% the largest group of Amazon shoppers haven't noticed sponsored products yet.

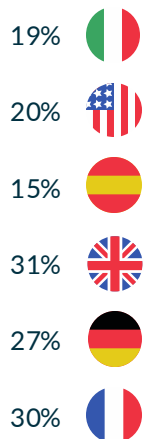
"I find Sponsored Products..."



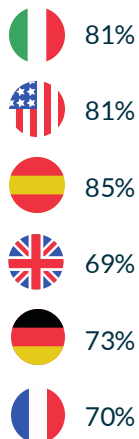
The Majority Would Buy Sponsored Products

In general, the majority of Amazon shoppers across all countries buy sponsored products. Spain leads with 85%, followed closely by Italy and the USA (both at 81%). However, there is a notable portion of shoppers, particularly in the UK (31%), France (30%), and Germany (27%), who do not buy sponsored products.

24% Do not buy
Sponsored Products on Amazon



76% Buy
Sponsored Products on Amazon



REMAZING EXPERT TIP

SVEN OLDENDORF

Director E-Commerce Consulting



Sponsored products are a proven tool for driving visibility, with most shoppers finding them helpful (see slide 46) and choosing to purchase them. Leveraging sponsored ads ensures your products are seen by more potential buyers who are already inclined to engage. This is a highly effective way to increase product discoverability and boost sales in competitive markets.

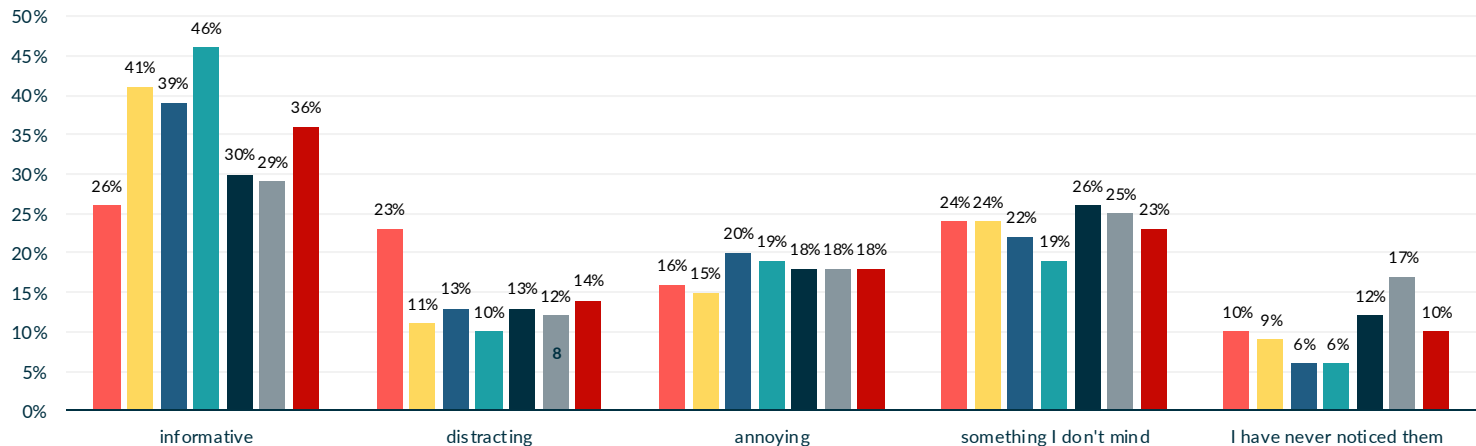
Prime Video Ads: An Untapped Opportunity for Brands

Prime Video Ads are generally well-received, with **over one-third of participants** finding them informative, and a significant portion being neutral toward them. However, there is still a notable group who find the ads either distracting or annoying. Overall, the ads are positively viewed by the majority, making them an effective tool for reaching and engaging viewers.



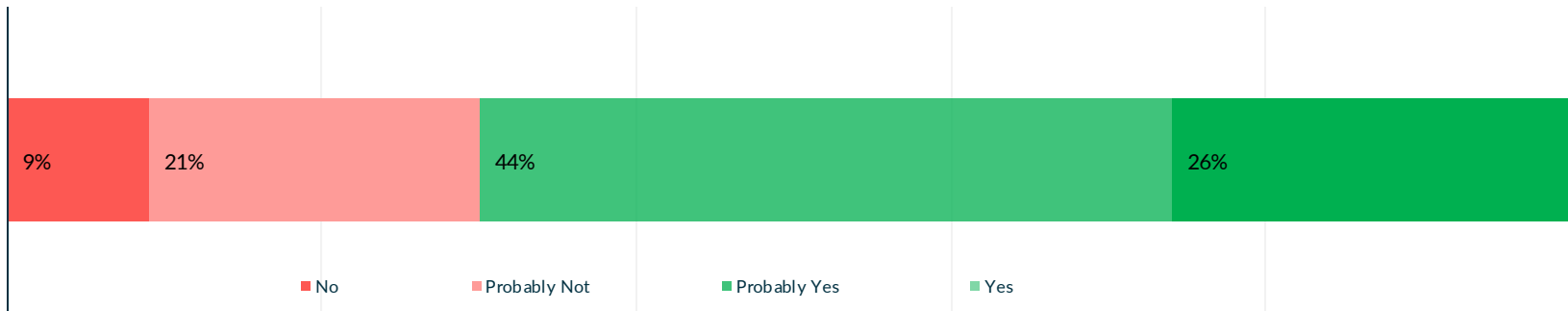
Italy has the highest percentage of respondents who find Prime Video ads **informative** at **46%**, followed by **Spain** at **41%**, and the **USA** at **39%**. **France** has the lowest percentage at **26%**. **France** and the **USA** show the highest levels of dissatisfaction, with higher percentages of respondents finding the ads distracting or annoying.

“Prime Video Ads...”



Prime Video Ads Inspire Strong Purchase Interest Among Viewers

Would you consider purchasing a product featured in Prime Video Ads?



Prime Video Ads show strong potential in influencing purchasing decisions, with 71% of respondents open to buying featured products.

While a smaller segment remains hesitant or uninterested, the majority of viewers are willing to engage with these ads and consider making a purchase. This demonstrates that Prime Video Ads can be an effective medium for advertisers looking to drive conversions.



The **USA** stands out with the highest percentage of respondents (83%) willing to consider purchasing from Prime Video Ads, followed closely by **Spain** and **Italy**, where interest levels exceed 70%. **France** stands out as having the highest proportion of respondents unwilling to purchase from Prime Video Ads, with 49% either saying **No** or **Probably not**.



Management Summary: Our Key Takeaways

The Remazing Amazon Shopper Report 2024 once again delivers many exciting insights and details. To conclude, we take a step back to look at the big picture and have distilled the results into four key trends and future developments.

The key takeaways for brands on Amazon are:

For the majority of shoppers, Amazon remains the dominant online marketplace. Not only that - Amazon is also being used as a **product search engine, price comparison portal, and advertising platform for Sponsored Products**.

Brands that are not present on Amazon are therefore not delivering on their potential.

2

More Shoppers Rely on Amazon for Nearly Everything. In 2024, **61%** of Amazon shoppers buy nearly everything from Amazon. Among Prime members, this loyalty is even higher at **72%**. This means brands should optimize product pages and secure a Prime badge to strengthen their performance on Amazon.

There is a Rising Trend of Consumers Avoiding Online Deal Days. For brands on Amazon this means rather than focusing solely on big sales events, brands should aim to offer continuous, personalised discounts that meet individual customer needs year-round.

3

4

Finally, the new Amazon Ads feature Prime Video Ads is an untapped opportunity for brands. Our data shows: 36% of Amazon Shoppers find Prime Video Ads informative and 71% would consider buying products featured in these ads. This means: Brands can leverage Prime Video ads to reach audiences and drive conversions.

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 global full-service provider supports brand companies in digitising their business and helps them write their own success story 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 their customers find the optimal solution for their specific needs - from strategic consulting and operational implementation to the automation of manual processes using a self-developed B2B software for Amazon Marketing.

Remazing has received several awards in the past. Among others 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. Remdash was also honored as an "Honoree" in the "E-Commerce Apps and Software" category at the annual Webby Awards.



Appinio is a global market research partner combining flexible, on-demand expert guidance with a powerful, user-friendly tech platform. Operating in over 190 markets, Appinio gathers millions of opinions every day to empower businesses to make more strategic decisions. Trusted by over 2,600 clients worldwide – including enterprises, SMBs, NGOs, media, and leading agencies and consultancies – Appinio has established itself as a reliable partner across a multitude of industries.

Founded in 2014 by Jonathan Kurfess (Chairman), Max Honig (CEO), and Kai Granaß (CTO), Appinio is headquartered in Hamburg, Germany. The company is remote-first, B-Corp certified, and has been profitable for several years. With a diverse team of over 260 employees from more than 35 nations, Appinio continues to innovate and lead in the market research sector. For more information, visit [Appinio](#).

Contact

Do you have questions or feedback?

We look forward to hearing from you!



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