Remazing x appinio

Amazon Shopper Report 2025

About Remazing & Appinio

Remazing

The Remazing Group is one of Europe's leading providers of services and software solutions for brands on Amazon and beyond. With a strong customer-centric mindset, we empower companies to digitalise their business and write their own success stories across online marketplaces.

Headquartered in Hamburg, the Remazing Group brings together specialised units: Remazing (full-service agency for vendors), Remdash (marketplace software solution), Snocksulting (full-service agency for sellers), and Moin Marketing (advertising & AMC services). More than 170 experts partner with global leaders such as Henkel, Beiersdorf, and Ravensburger to unlock their full e-commerce potential worldwide – from strategy and implementation to automation through proprietary technology.

Our excellence has been recognised with multiple awards, including the E-Commerce Germany Award as Best Agency and the Best Retail Cases Award in the category Best Retail Technology for Remdash. In addition, Remazing has been nominated at the Amazon Ads Partner Awards: in 2024 for Beyond the Funnel Innovation, and in 2025 in two categories, Global Expansion and the Challenger Award.

appinio

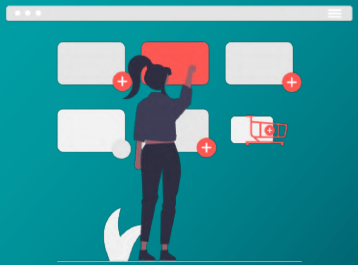
Appinio is a global market research company that combines an AI-powered insights platform with expert consultancy.

Operating in over 190 markets, Appinio delivers actionable consumer insights to help businesses make better decisions. Appinio applies scientifically proven, innovative research methodologies to predict real-world outcomes with superior accuracy.

Trusted by 3,000+ industry leaders worldwide, Appinio is Europe's fastest-growing market research company. The company was founded in 2014 by Jonathan Kurfess (Advisory Board member), Max Honig (CEO), and Kai Granaß (CTO) and is headquartered in Hamburg.

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.

WE OFFER SEVERAL SOLUTIONS WITHIN THE Remazing GROUP



Remazing

Full-Service Agency
focusing on Vendors

remdash

Marketplace
Software Solution

SNOCKSULTING

Full-Service Agency
focusing on Sellers

MOIN MARKETING

Agency for Advertising &
AMC Services

About This Report.

Dear Readers,

We are proud to present the results of our fourth 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 behaviour. This study uncovers the behaviours, 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 June 2025, 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 behaviour on Amazon.

The results clearly show how strongly Amazon dominates online retail in the countries analysed, 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 behaviour. 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!

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Executive Summary

MANAGEMENT: EXECUTIVE SUMMARY.

The **Remazing Amazon Shopper Report 2025** has delivered many exciting insights and details. Looking at the big picture, we have identified six key trends and future developments. **The key takeaways for brands on Amazon are**:

Hannes Detjen
Founder & Managing Director
Remazing

One of the most important topics we looked at is certainly the rise of Temu, Shein, and TikTok Shop. While the gap compared to Amazon is still significant in most areas, it is still surprising that at least half of shoppers already have a positive perception of these platforms.

Emil Beck
Founder & Managing Director
Remazing

Amazon remains the main starting point for online shopping, especially in electronics and household goods. But gaps remain in categories like beauty, where trust and visuals matter more. This balance of dominance and missed potential shows both Amazon's power in shaping journeys and the room brands still have to stand out.

Sören Jeßen
Managing Director & COO
Remazing

So far, we haven't had much access to primary data on the use of Amazon's Rufus. That's why it's extremely interesting for us to see how consumers perceive Rufus, how they use it and how much they trust it – a great basis to predict future developments.

MANAGEMENT: EXECUTIVE SUMMARY.

The **Remazing Amazon Shopper Report 2025** has delivered many exciting insights and details. Looking at the big picture, we have identified six key trends and future developments. **The key takeaways for brands on Amazon are**:

Romy Riffel
Founder & Managing Director
Snocksulting

Marketplaces remain the go-to for online shopping across Europe and the US, with Amazon leading in discovery, price comparison, and reviews. Still, category maturity differs by country, and in areas like beauty, specialized retailers continue to win trust. This shows marketplaces are strong, but far from uniform, given users often rely on local marketplaces as well.

Max Burk
Co-Founder & Managing Director
Moin Marketing

Amazon Ads are a growing purchase driver, with over 60% of shoppers saying they'd consider buying from ads in streaming content. Sponsored product ads of course remain a strong and fundamental basis, but we see big opportunities now also in Prime Video and soon Netflix, where ads can seamlessly link entertainment and shopping, turning visibility into measurable sales.

Ken Niederstadt
Co-Founder & Managing Director
Moin Marketing

Amazon's DSP and streaming inventory are reshaping the funnel. Markets like Spain and Italy show the strongest openness to Prime Video ads, while France remains more skeptical. With targeted, full-funnel strategies, brands can leverage these formats to connect entertainment with commerce more seamlessly than ever.

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Online Shopping & Amazon

Online Shopping & Amazon

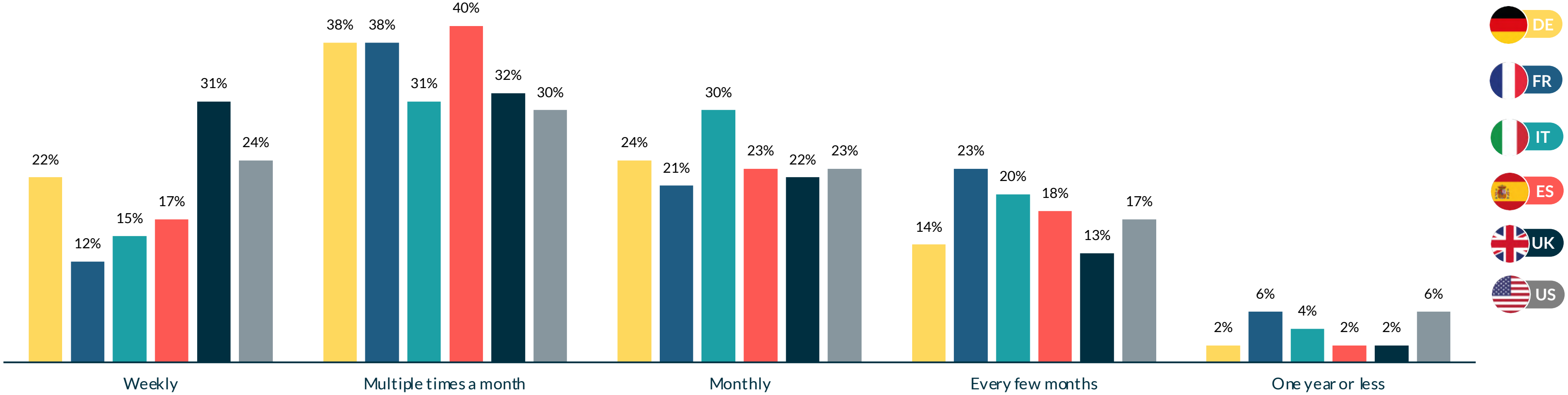
MOST SHOPPERS IN EU5 AND US BUY ONLINE EVERY MONTH.

Online shopping is a **regular habit** for most consumers in the EU5 and the US, with **79%** making purchases at least **once a month**.

Notably, **35%** shop **multiple times** per month.

Only **18%** of consumers say they shop online **every few months**, and just 4% limit their purchases to once a year or less.

Weekly shopping is most common in the UK, where 31% of consumers shop online every week. **US** and **Germany** follow with 24% and 22%. However, **Spain** takes the lead in multiple monthly purchases with 40% followed closely by **Germany**, along with **France**, both tied at 38% of consumers buying online several times a month.



 Question: How often do you order something online on average? N=6000

AMAZON DOMINATES AS THE LEADING MARKETPLACE.

Amazon remains the **dominant player** in e-commerce, with 95% of survey participants having ordered from the platform at least once. Usage spans over 90% across all age groups from 16 to 65.

Notably, 67% of Spanish shoppers and 45% of French shoppers say they've purchased from **Alibaba**.

Temu and **Shein** are gaining ground, with 48% and 49% having made a purchase on their platforms. **eBay** also maintains strong reach, particularly in the **UK** and **Germany**, where 75% and 76% of users have bought from the platform.

	#1	#2	#3	#4	#5
	amazon	ebay	OTTO	MediaMarkt	zalando
	amazon	Cdiscount	SHEIN	TEMU	AliExpress
	amazon	MediaMarkt	SHEIN	TEMU	AliExpress
	amazon	SHEIN	AliExpress	Carrefour	El Corte Inglés
	amazon	TESCO	ebay	Sainsbury's	ASDA
	amazon	Walmart	TARGET	BEST BUY	ebay

REMAZING EXPERT TIP

ROMAIN ALONSO

Global eRetail Lead

Amazon remains the foundation of e-commerce, but the rise of Chinese disruptors and the resilience of local players means success depends on a diversified marketplace strategy.

Brands can't win by focusing only on global giants, nor by staying only with local players. The real success comes from doing both—scaling broadly where possible while tailoring offers, assortment, and strategy to each market's local ecosystem.

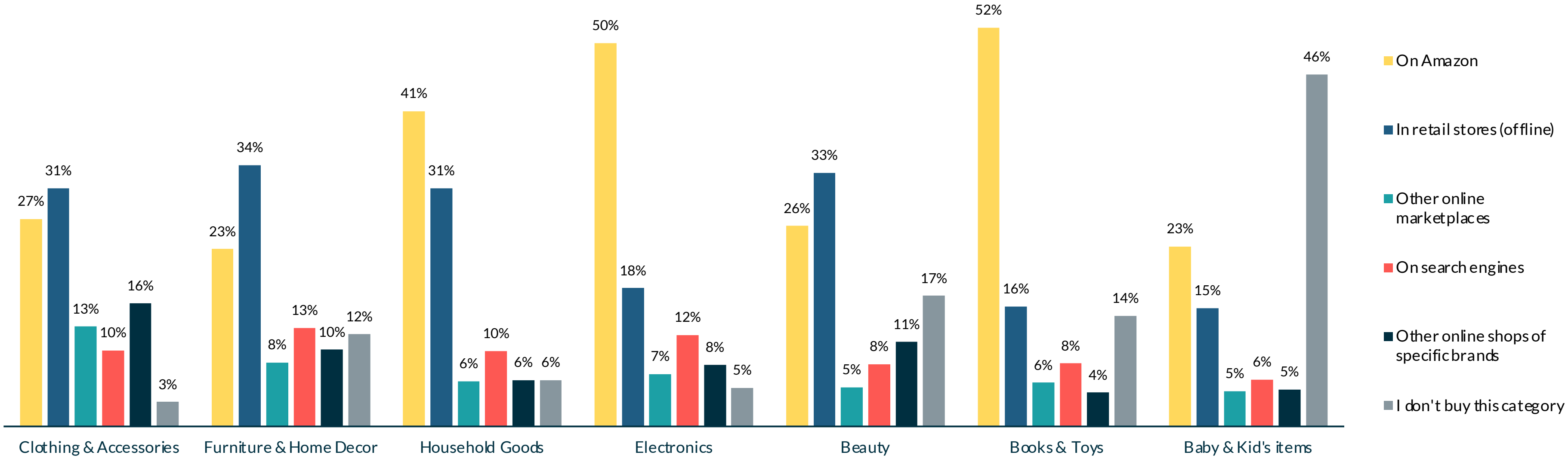
 Question: In which of the following shops have you made a purchase before? N=6000

OFFLINE SHOPPING STILL HOLDS IN SOME CATEGORIES.

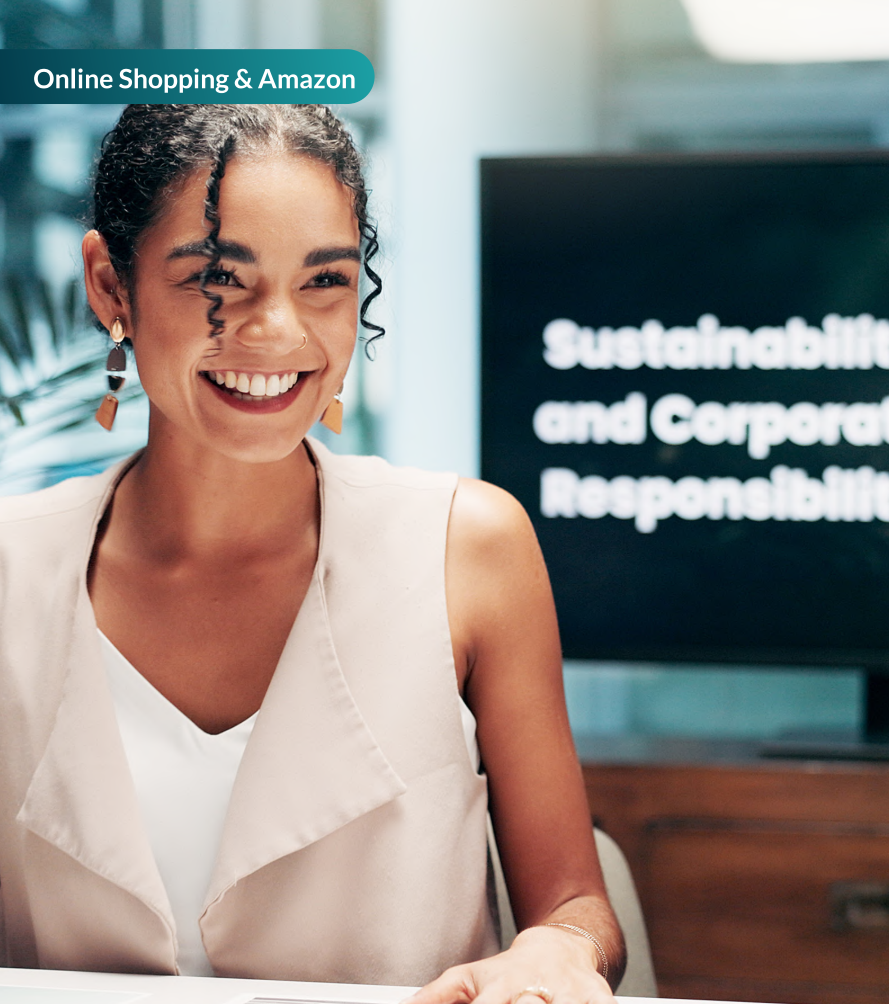
Offline retail dominates **Clothing & Accessories** (31%), **Furniture & Home Décor** (34%) and **Beauty** (33%) where shoppers prefer in-person experiences, even though Amazon is gaining market share in these categories.

Not all categories are equally relevant. **Baby & Kids** items stand out with the highest share of non-buyers (46%), suggesting lower overall category penetration compared to others.

Amazon stands out as the leading channel in several categories. It dominates **Books & Toys (52%)**, **Electronics (50%)**, and performs strongly in **Household Goods (41%)**, highlighting the need to invest on the platform for brands belonging to these categories.

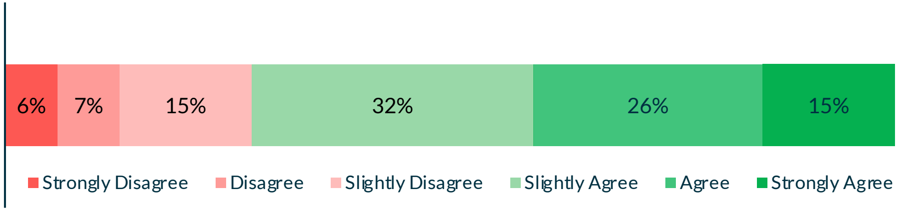


 Question: Where do you mostly look to buy products in the following categories? N=6000



SUSTAINABLE IMAGE MAKES AMAZON MORE APPEALING TO BUYERS.

"Amazon's sustainability messaging makes me more likely to buy on the platform."



Sustainability matters to most Amazon users, with **73%** agreeing that the company's sustainable practices influence their purchasing decisions. However, 27% say sustainability has no impact on whether they buy from the platform.

Younger shoppers are the most influenced, 78% of those aged 16–24 agree, compared to just 67% in the 55–65 age group.

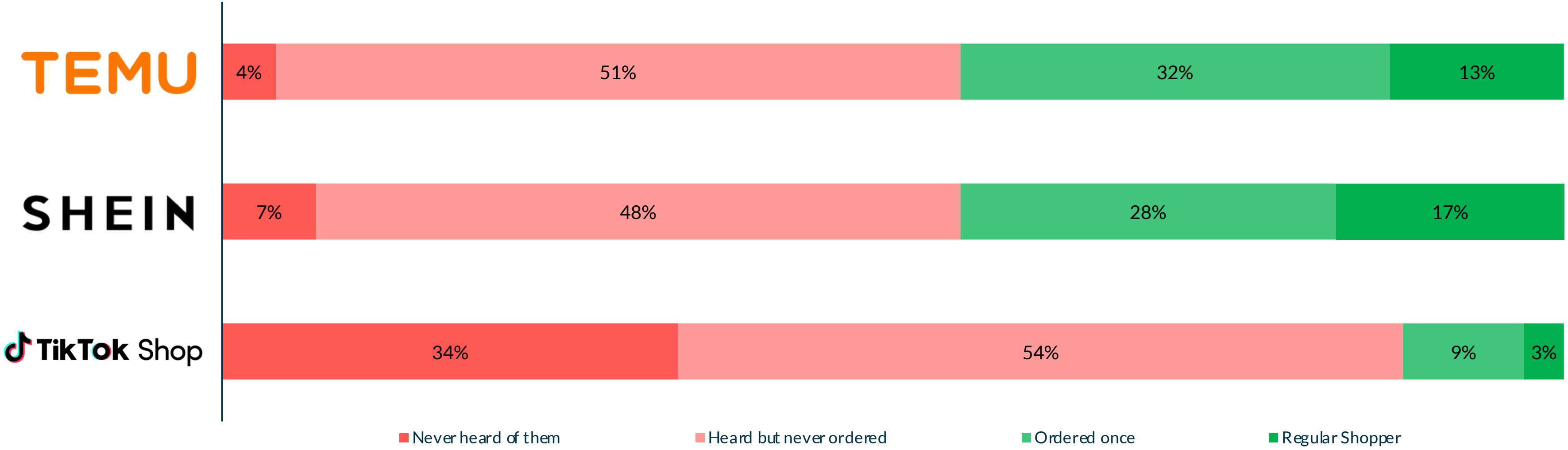
At the country level, **Spain leads,** with **84% of users** saying sustainability encourages them to shop on Amazon. In contrast, **Germany** ranks lowest among the EU5, with only 66% in agreement.

Question: Amazon has recently been placing a lot of emphasis on sustainable and environmentally friendly e-commerce practices. To what extent do you agree with the following statement: "Amazon's sustainability messaging makes me more likely to buy on the platform. N=5678

THE CONVERSION CHALLENGE FOR EMERGING PLATFORMS.

Temu and **Shein** have heavily invested in **upper-funnel** awareness campaigns, achieving excellent brand recognition among consumers. However, despite this strong exposure, only around **50%** of users have converted into buyers, showing that the path from awareness to purchase is not yet fully optimized.

TikTok Shop, on the other hand, is still in its early stages after the recent launch: **34%** of consumers report not knowing it at all, and only **12%** have made a purchase, highlighting how much ground it still needs to cover to catch up with the more established competitors.

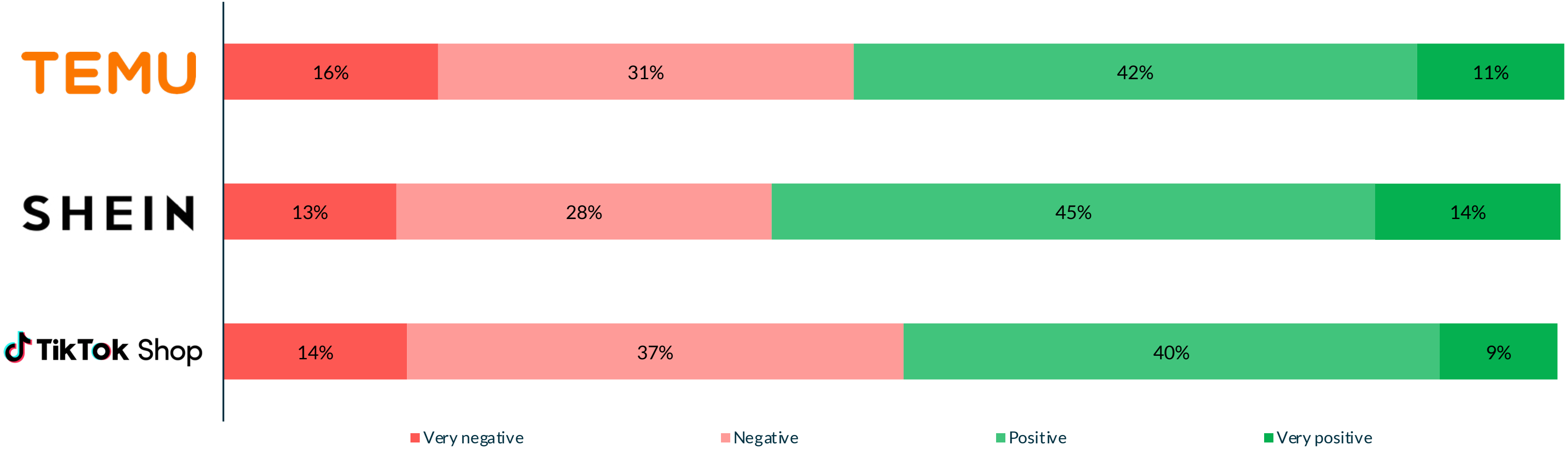


 Question: What is your level of familiarity or usage with Shein, Temu, and TikTok Shops? N=6000

AMONG USERS AWARE OF TIKTOK SHOP, OVER HALF HOLD A NEGATIVE OPINION.

Among consumers already familiar with the platforms, **Temu** achieves **53% positive sentiment**, showing that its rapid rise is being fuelled by aggressive pricing and marketing strategies. **Shein** performs even stronger, with **59%** of users expressing **positive views**, confirming strong brand trust despite ongoing debates around sustainability.

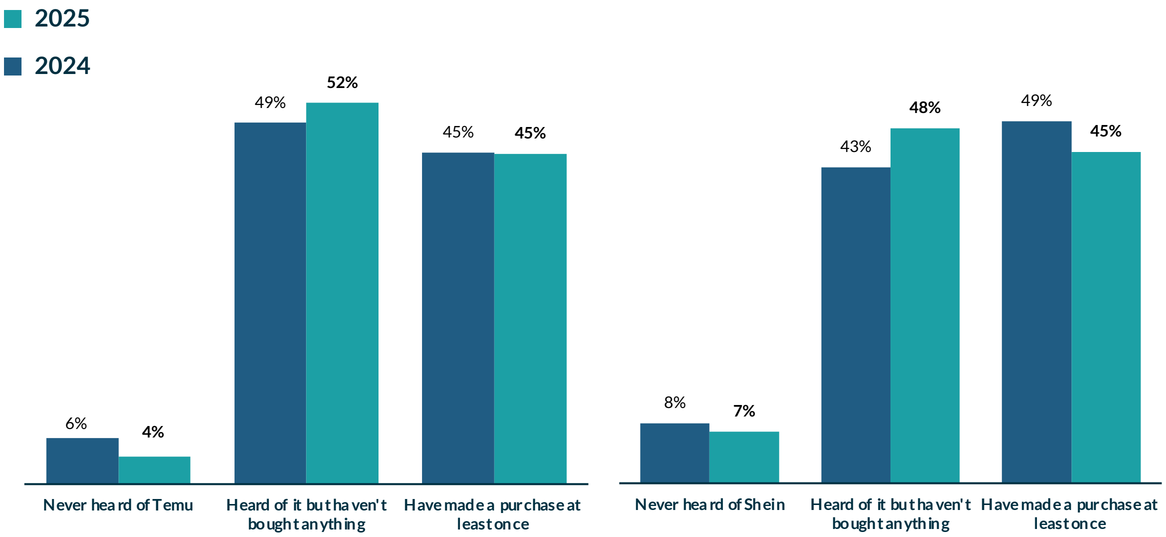
TikTok Shop, meanwhile, records 49% positivity but faces the **highest negativity** at **51%**, highlighting that while it is gaining traction, consumer skepticism still outweighs enthusiasm.



 Question: What's your overall impression of Shein, Temu, and TikTok Shops? N=5583, N=5777, N=3971

YEAR OVER YEAR PERFORMANCE HIGHLIGHT TEMU AND SHEIN ARE NOT GROWING THEIR CUSTOMER BASE.

Year over year, fewer consumers remain unaware of **Temu** and **Shein**, confirming that both brands have successfully increased their overall visibility. However, the **conversion** dynamic is concerning: Temu has not grown the share of consumers who have made at least one purchase, while Shein has even seen a decline in this group. This indicates both brands are now mainstream in **awareness**, but their challenge is converting interest into repeat, **loyal shoppers.**



TEMU

SHEIN

REMAZING EXPERT TIP

HANNES DETJEN

Managing Director

The most interesting aspect is certainly that both players apparently have not been able to expand their customer base compared to last year.

The number of shoppers who stated that they had ordered at least once has stagnated for Temu and even declined significantly for Shein.

My bet: next year we will see further declining percentages here.

 Question: What is your level of familiarity or usage with Shein, Temu, and TikTok Shops? N=6000

3

Amazon Buyer Persona

WHAT WOULD BE THE HARDEST THING TO GIVE UP 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**?

At **39%, Social Media leads** as the **hardest to give up,** surpassing sweets and Amazon, highlighting its deeper emotional and social hold compared to convenience-driven habits.

Amazon is nearly as hard to give up as **alcohol (14% vs. 15%),** underscoring its role as more than just a shopping platform. Still, it's easier to part with than **sweets (33%)** or Social Media (39%), which hold stronger emotional ties.

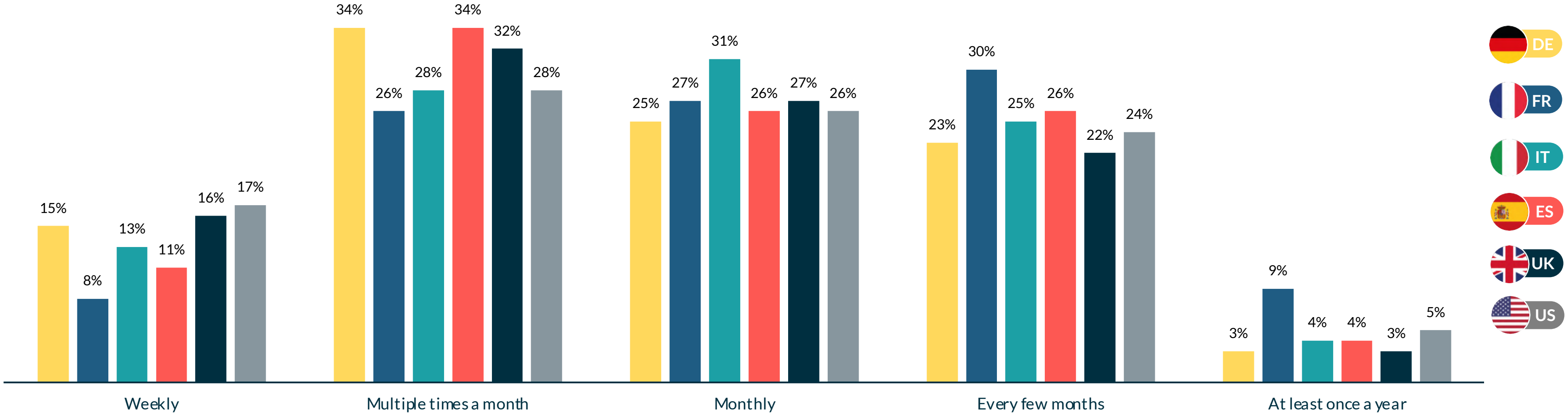
 Question: What would be the hardest thing to give up for a year? N=6000

MOST OF THE SHOPPERS PURCHASE MULTIPLE TIMES PER MONTH ON AMAZON.

Most consumers purchase from **Amazon** regularly, with nearly **70%** buying at least **once a month** and more than **30%** shopping **multiple times monthly**. A further 13% buy weekly.

Only a small minority shop less frequently, underlining Amazon's strong role in driving **recurring purchases** while leaving a limited pool for reactivation strategies.

The **UK** and **US** lead in weekly shopping, with **16%** and **17%** of consumers purchasing weekly. **France**, on the other hand, records the lowest rate globally, with only **8%** of shoppers buying on a weekly basis



 Question: How frequently do you typically make a purchase from Amazon? N=5678

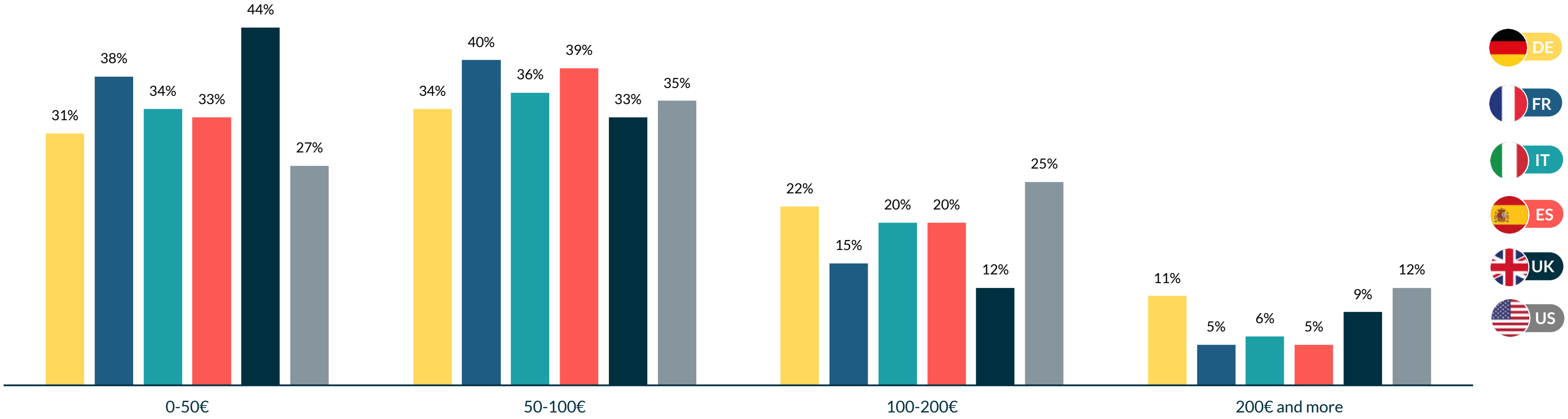
UK SHOPPERS SPEND LESS; US AND GERMANY CONSUMERS SPEND MORE.

UK shoppers lead in low Amazon spending, **with 44%** spending **0–50€** monthly, ahead of France (38%), Italy (34%), Spain (33%), and Germany (31%).

Mid-range spending of **50–100€** peaks in **France (40%)** and **Spain (39%).**

However, the **USA dominates higher spend** with 25% in the 100–200€ bracket, followed by Germany (22%) and Italy/Spain (20%). The UK lags at just 12%.

In the **100-200 €** and **+200 €** ranges, the **USA** and **Germany lead** at 12% and 11%, compared to just 5%-6% of South Europe countries, highlighting a significant difference between these regions.



 Question: How much do you typically spend on Amazon in a given month? N=5678

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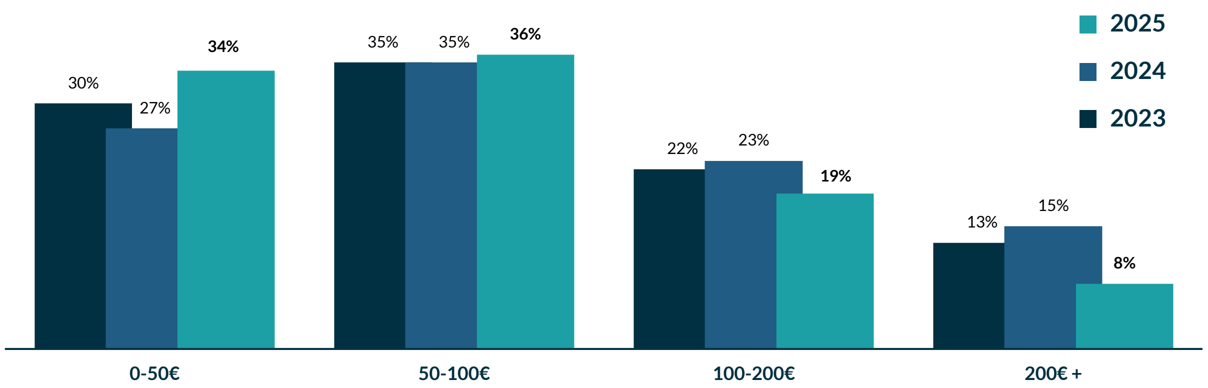
AMAZON MONTHLY SPENDING DECREASED IN 2025.

In 2025, Amazon shoppers are clearly **shifting toward lower spending brackets.** The share of consumers spending 0–50€ per month rose to 34%, compared to 27% in 2024 and 30% in 2023. Meanwhile, the 50–100€ group, which had remained stable in the previous two years at 35%, increased slightly to 36% in 2025, **signalling a minimal increase in middle-tier spenders.**

The higher ranges also saw slight drops. Shoppers spending 100–200€ decreased to just 19% in 2025. The sharpest drop came from the 200€+ segment, which fell by half to just 8% after previously remaining stable at 13–15%. Overall, the data reveals a clear trend of consumers scaling back their monthly Amazon spending, consolidating around the lowest bracket.

Nearly 9 in 10 consumers (87%) say they now pay closer attention to how much they spend on Amazon, reflecting heightened price sensitivity in the current economic situation.



SNOCKSULTING EXPERT TIP

PHILIPP MERKEL

Chief Operating Officer

It is crucial to incentivize undecided buyers, supported by a continuous deal strategy and affordable products or bundles (€0–50) to build a stable target group. In higher price ranges (€100–200 and €200+), strengthening USPs, product features, and brand in content becomes essential.

 Question: How much do you typically spend on Amazon in a given month? N=5678

MOBILE LEADS THE WAY IN HOW CONSUMERS SHOP ON AMAZON.

The data highlights the overwhelming dominance of **mobile** in online shopping: **73%** of consumers shop regularly via smartphone, making it the primary touchpoint for e-commerce. This underlines the importance of **mobile-first optimization**, from product content readability to fast-loading images and mobile-friendly A+ layouts.

Meanwhile, **33%** of consumers use **laptops** and **14% tablets**, showing that while desktop and tablet remain relevant, they are secondary. For brands, this means prioritizing short, impactful content, clear visuals, and simplified navigation tailored to **small screens**, while still ensuring consistency and depth across devices for a seamless cross-platform experience.

73% shop regularly on their smartphones.

33% shop regularly on their laptops.

14% shop regularly via their tablet.

REMAZING EXPERT TIP

LARA WENSKUS

Content Director Germany

Amazon shopping is increasingly mobile-first, as most customers now browse and purchase via smartphone.

This shift has influenced content strategy: product images, descriptions, and A+ Content are optimized for smaller screens, with concise text, clear visuals, and scannable layouts.

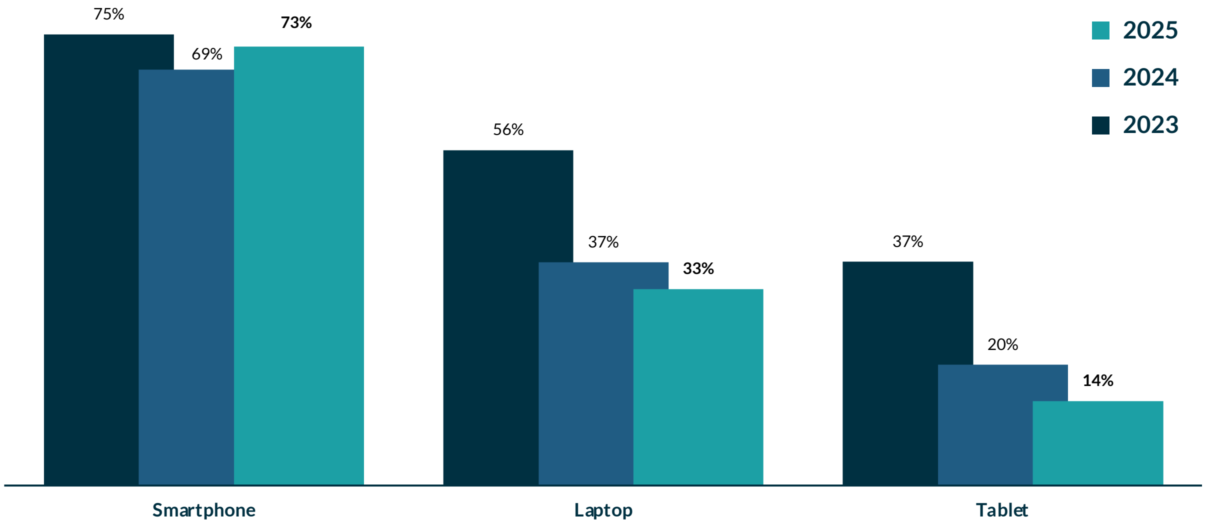
 Question: How often do you use the following devices for shopping or searching on Amazon? N=5678

SMARTPHONES DOMINATE AMAZON SHOPPING AS LAPTOPS AND TABLETS DECLINE.

Smartphones: Usage holds steady at 73% in 2025, after dipping slightly in 2024 but close to 2023 levels (75%). This confirms a clear mobile-first behaviour.

Laptop: Decreased from 56% in 2023 to 33% in 2025. The laptop's role in Amazon shopping is shrinking fast.

Tablet: Once used by 37% in 2023, usage fell to 20% in 2024 and only 14% in 2025. Tablets now play a minimal role in the Amazon shopping journey.



REMAZING EXPERT TIP

LARA WENSKUS

Content Director Germany

Brands now prioritize mobile usability to capture attention quickly and drive conversions in a fast-moving mobile shopping environment.

Looking at the graphs, the continuous decrease of tablets and laptops usage confirms the need for focusing even more on creating mobile-friendly assets.

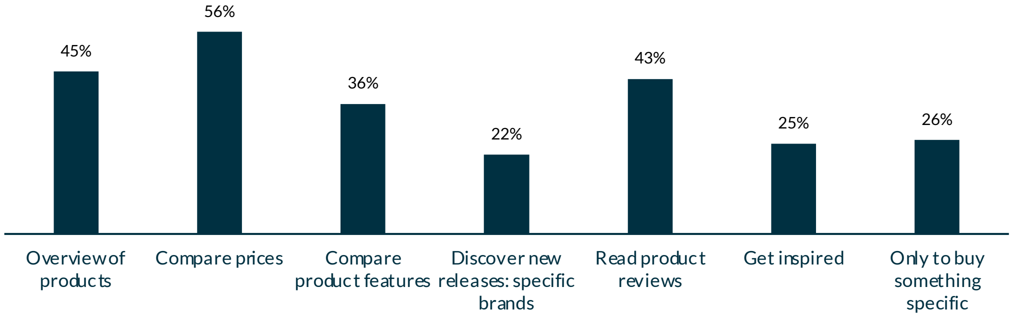
 Question: How often do you use the following devices for shopping or searching on Amazon? N=5502

Amazon Buyer Persona

PRICE AND PRODUCT RESEARCH DRIVE AMAZON USAGE.

Price is the main driver for visiting Amazon, with 56% using it for comparisons. Shoppers also turn to the platform for research (45%) and reviews (43%), while **discovery plays a smaller role,** with only 22% **seeking new brand releases.**

A quarter shop with a specific product in mind, 36% compare features, and 26% look for inspiration. Other motivations remain minimal at just 0.5%.



REMAZING EXPERT TIP

NELLY GENNIS

Director E-Commerce Consultant

Success on Amazon isn't just about lowering prices; it's about understanding shopper intent. Most customers come to the platform to compare, research, and validate their choices. Brands that invest in strong product content, credible reviews, and clear value propositions can not only win the conversion but also build long-term trust.

 Question: For what activities do you primarily use Amazon? N=5678

AMAZON IS RESEARCH-FIRST, BUT HABITS VARY BY COUNTRY.

Germany leads in price comparison (58%) and overview of products (55%), **showing Amazon's role beyond transactions.** USA leans toward specific purchases (30%) with Italy and UK tied closely behind with (28%) and followed closely by Spain with (27%), **reflecting more intent-driven shopping.**

Spain excels in discovery (27%) and product features (41%), highlighting curiosity-driven behaviour.

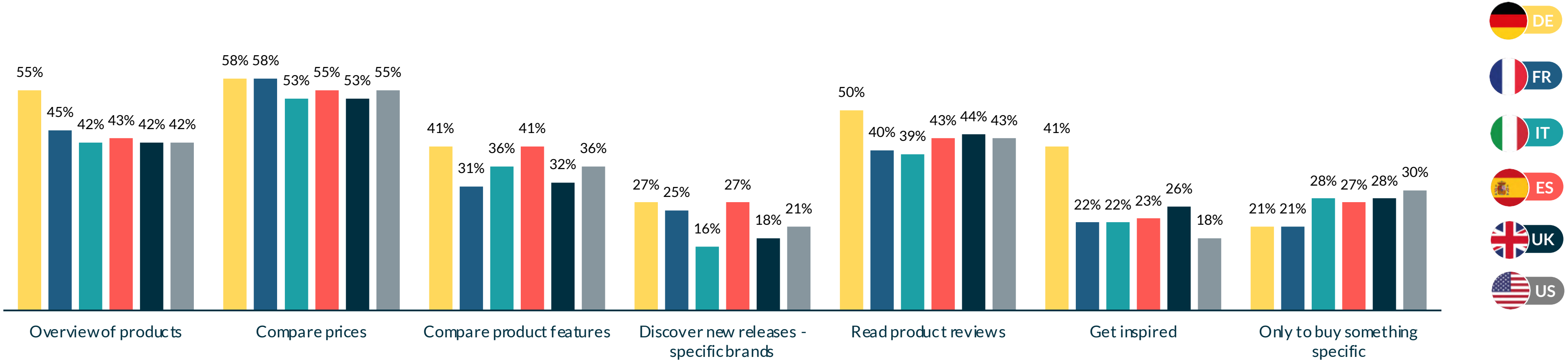
The UK shows balanced use, ranking first in inspiration (26%) despite having a higher ranking compared to other countries.

REMAZING EXPERT TIP

NELLY GENNIS

Director E-Commerce Consultant

Brands that adapt their content, messaging, and deal strategies to these country-specific behaviours can position themselves to build sustainable brand equity across diverse markets.

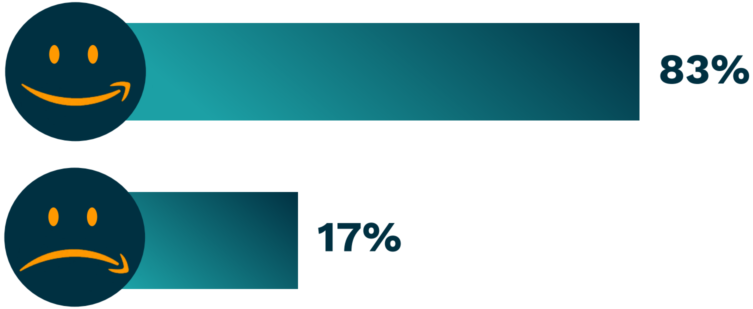


 Question: For what activities do you primarily use Amazon? N=5678

AMAZON APP USAGE IS NEARLY UNIVERSAL AMONG SHOPPERS.

The Amazon app is nearly universal among users, over 83% have it installed, highlighting **its role as a go-to platform for everyday shopping.** Although all age groups rank above 77%, ages 35-44 lead with 86%.

Over half of users (55%) rely on Amazon as their primary shopping destination, **highlighting a divide between loyalists and selective shoppers.**



The data highlights **Spain** as the **leading country (90%)** closely followed by **Germany (84%).** With 83% app adoption overall, **Amazon** has become a daily fixture**, especially in Europe,** where usage surpasses even the **US** (79%).

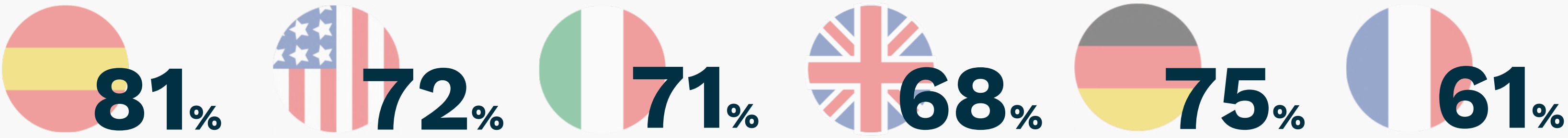
Question: Do you have the Amazon app? N=5678

AMAZON PRIME REACHES THE MAJORITY, BUT COST STILL HOLDS SOME BACK.

While **55%** of users have their own **Prime account** and **16% share one,** 29% of remaining users don't have access to an Amazon Prime account.

Amazon Prime is mainly used for **free shipping** (78%), **fast shipping** (68%), and entertainment like **movies & TV shows** (68%). Secondary uses include special offers (38%), music (25%), and eBooks (14%), while gaming and other benefits play only a marginal role.

Percentage of surveyed consumers who have access to Prime:



Non-Members Find Prime Too Expensive

Among non-members, 28% claim they're not interested because they rarely order on the platform.

Price represents the top barrier to Prime for people who might potentially be interested in activating the membership: this aspect was cited by **52% of women** and **48% of men**. However, 10% of non-members stated they're **considering opening an account** soon, highlighting a good number of potential clients that Amazon could encourage to convert.

Men more often **question** the **benefits:** 31% of men who don't have their own Amazon Prime account say they **don't see value** in a Prime membership, compared to **23% of women**, indicating a gender gap in how Prime's benefits are perceived.

Question: Do you use Amazon Prime? N=6000 , You mentioned that you use an Amazon Prime account. What do you primarily use it for? N=4256
You mentioned that you don't have your own Amazon Prime account. What are the main reasons that you do not have it? N=1744

WHY USERS SUBSCRIBE TO PRIME: CONVENIENCE FIRST, ENTERTAINMENT SECOND.

Shipping remains the top driver of Prime usage.

Free shipping (78%) and **fast shipping (68%)** are the most used benefits, confirming that Prime's core appeal is convenience and cost savings on delivery.

Entertainment is a strong secondary motivator, **68%** of users take advantage of **Prime Video.** Other features have niche appeal. **Special offers (38%)** attract a moderate share of users, while **music (25%)** and **ebooks (14%)** are used by a smaller segment, suggesting lower impact.

Prime **special offers** attract 43% of Italian users and 42% of Spanish and German shoppers, but only 28% in France, showing weaker appeal there.

What do you primarily use Amazon Prime for?

REMAZING EXPERT TIP
EMIL BECK
Managing Director

Amazon shoppers join for convenience, while entertainment adds stickiness. Other perks only play a supporting role.

For brands, discounts can provide a boost, but the real conversion engine starts by ensuring products show up with the free & fast delivery promise that customers expect.

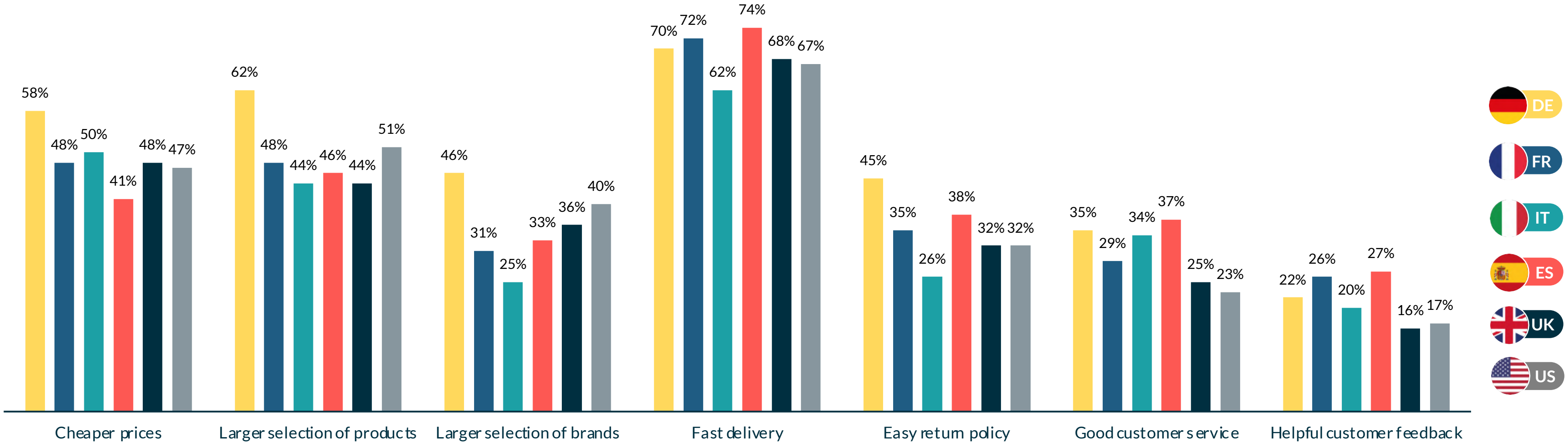
Question: You mentioned that you use an Amazon Prime account. What do you primarily use it for? (Multiple answers possible) N=4256

Amazon Buyer Persona

USERS SHOP AT AMAZON FOR SPEED, NOT JUST PRICE.

Speed and convenience drive Amazon's appeal. The top reason users shop on Amazon is fast delivery (69%), followed by overall convenience (54%). While still important, product variety (49%) and lower prices (49%) rank slightly lower, suggesting that **ease and efficiency outweigh cost and selection for most shoppers.**

Beyond speed and convenience, Amazon shoppers show clear **country-specific priorities.** German and Italian consumers are the most price-driven, with 58% and 50% of them citing **cheaper prices**, while French and Spanish shoppers emphasize **fast delivery**, with respectively 72% and 74% of them valuing this key aspect.



 Question: Why do you shop at Amazon? N=5678

AMAZON PRIME REACHES THE MAJORITY, BUT COST STILL HOLDS SOME BACK.

91% of users have a **positive image** of Amazon, with only **6% slightly negative** and **3% negative,** demonstrating strong brand trust.

Sentiment is consistent across genders, with **91% of women** and **90% of men** reporting a positive view.

Amazon enjoys exceptionally strong **brand trust**, with positivity above 85% in every market and negative views nearly negligible with a minimal reputational risk of 10% of negative perception of Amazon.

Spain (96%) and **Italy (95%)** lead in brand positivity, while the **UK (86%)** shows the lowest, with 14% of negative perception, but still overall high perception. Positive sentiment stays above **85% in every country.**

For negative sentiments, Germany follows suit with 11% with France close by with 10%.

 Question: How would you describe the image that you personally have in mind when you think of Amazon?

N=6000

EMPLOYEE TREATMENT AND MARKET IMPACT TOP THE LIST OF CRITICISMS.

While **employee treatment** (**55%**) remains the top concern, two equally significant issues are highlighted by half of consumers.

The negative effect on **local retailers** reflects the perception that Amazon threatens traditional commerce, undermining small businesses and accelerating the decline of local economies.

At the same time, **global dominance** raises worries about the company's disproportionate market power, with the ability to shape industries, dictate standards, and influence both suppliers and consumers worldwide.

An additional 10% of consumers cited other reasons, including negative perceptions of Jeff Bezos, concerns about product quality, past experiences, and pricing issues.

55% Treatment of employees

50% Negative effect on local retailers

50% Global dominance

37% Sustainability practices

10% Exploitation of third-party sellers

The analysis by country highlights different sensitivities across markets.

In the **UK**, the most pressing concern is **Amazon's treatment of employees** (59%), a theme that also dominates in the **USA** (56%) and **Italy** (56%).

France is most critical of the harm to **local retailers** (55%), reflecting a strong attachment to protecting small businesses and local commerce.

In **Spain**, the leading concern is again **treatment of employees** (47%), though at a slightly lower level compared to other countries.

Finally, **Germany** stands out with a clear focus on **sustainability**, where 63% of respondents identify Amazon's lack of environmental efforts as their primary issue.

 Question: You have indicated that you have a (somewhat) negative image of Amazon. What is the main reason for this? N=552

4

Shopping Behaviour on Amazon

MOST PRODUCT SEARCHES BEGIN ON AMAZON.

75% of Amazon shoppers say they begin their **product searches directly on Amazon,** even when they don't have a specific item in mind. For many, the platform serves as more than just a marketplace, it's a **source of inspiration,** a place to compare options, and a trusted hub to check reviews and recommendations before deciding. This highlights **Amazon's role** not only in driving purchases but also in **shaping the customer journey.**

Across all countries, **most consumers begin their product searches directly on Amazon.** The habit is strongest in Spain (84%) and Italy (81%), where **Amazon clearly dominates the discovery phase.** France stands out with the lowest reliance at 65%, suggesting shoppers there are more likely to **balance Amazon with alternative platforms.**

75%

Amazon shoppers prefer to use Amazon for product searches

25%

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

REMAZING EXPERT TIP

JULIA ENGELS

Director E-Com Consulting

With 75% of shoppers starting their search on Amazon, brands that invest in strong content and visibility early in the customer journey gain a clear competitive edge. Amazon is not just a marketplace, it's a search engine.

 Question: To what extent do you agree with the following statement? "When uncertain about what to purchase, I usually begin my search on Amazon rather than using a search engine like Google" N=5678

Shopping Behaviour on Amazon

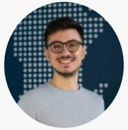
HALF OF THE SHOPPERS START THEIR PRODUCT SEARCH WITH A GENERIC KEYWORD.

Half of Amazon shoppers (50%) start their product research with generic keywords, showing that **discovery-driven shopping dominates over brand-led intent.** Around 30% use specific brand or product names, reflecting a sizable share of brand-loyal or intent-led shoppers.

Across all countries, entering generic keywords is the most common way to shop on Amazon, led by **Spain** (54%), **Italy** (53%), and **USA** (52%). Branded searches come second, strongest in **Germany** and the **UK** at 35% each, while **France** lags at just 23%, showing weaker brand-led intent.

Compared to 2024, we observed a **4-percentage points** increase of **Generic Keywords** and a slight decrease of both branded and category searches: being visible in the home page and the main results page becomes more important every year.

- Generic Keywords **50%**
- Brand Keywords **30%**
- Category Navigation **18%**
- I don't know **2%**



REMAZING EXPERT TIP

DAVIDE LENA

Global Strategist Lead

The high frequency of Generic searches provides a clear indication of how shoppers leverage Amazon as a search engine, free from any brand bias or preference.

Product discovery is prioritized over a specific brand search, defining clear shopper behaviour patterns that outline how an effective Content and Media strategy should be executed.

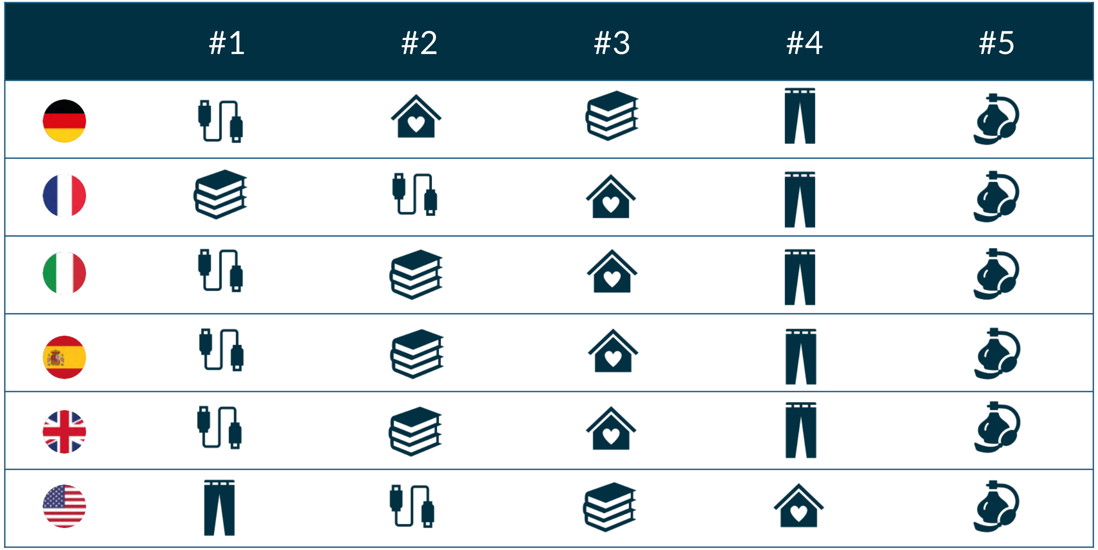
 Question: When you intend to buy a product on Amazon, which approach best describes how you search for it? Where are you most likely to look to buy products in the following categories?

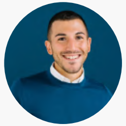
N=5678

ELECTRONICS DOMINATES AS THE LEADING PURCHASE CATEGORY PER COUNTRY.

The categories most frequently purchased on Amazon reflect a mix of practicality and entertainment. **Electronics** (**42%**) lead the ranking, showing Amazon's strength in tech and devices, followed by **Books & Toys** (**34%**), which remain a core part of the platform's identity. **Household Goods** (**29%**) and **Clothing & Accessories** (**27%**) highlight Amazon's role in everyday needs, categories driving the highest engagement.

Beauty ranks consistently at position #5 across in each market, while interestingly **Book and Toys** ranks #1 in France, which is one of the two countries where **Electronics** doesn't rank first.





REMAZING EXPERT TIP

GIUSEPPE PESCHECHERA

Head of Growth

Electronics and Book & Toys are priority categories for Amazon, but let's not ignore the potential of the beauty category with improved shopping experiences that help customers easily explore beauty ranges.

Nowadays, Amazon represents a must-have channel for any brand. Competition is strong, but with clear USPs and smart marketing, this marketplace can be a major growth driver.

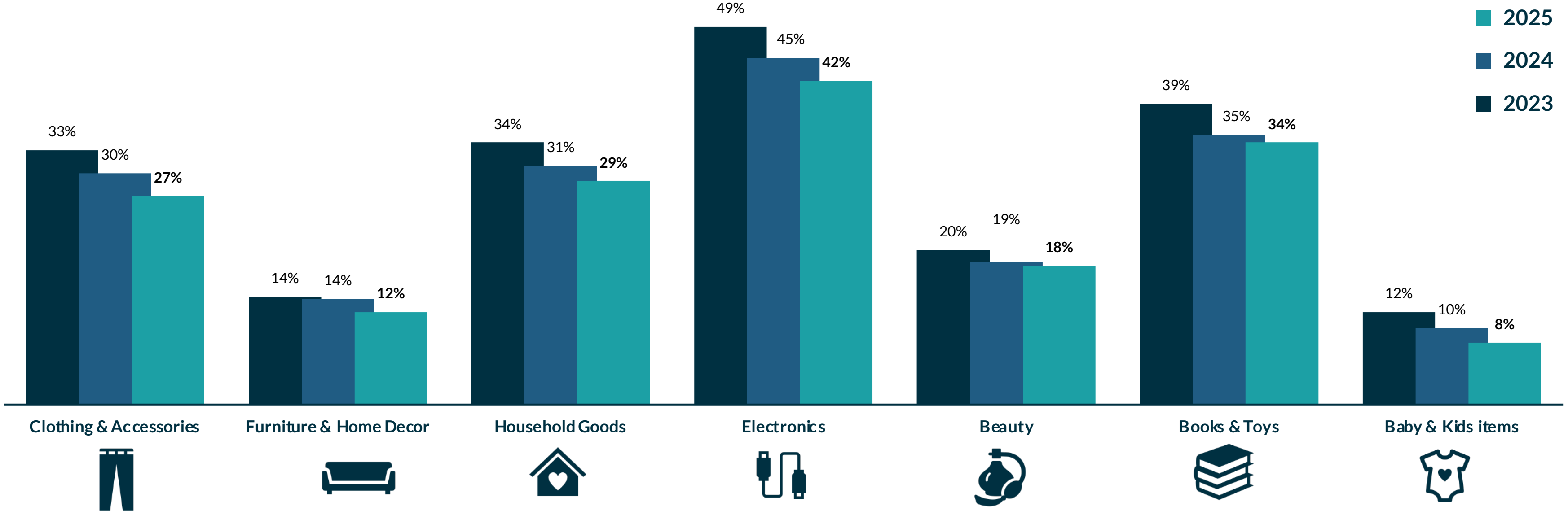
Finally, the leading position of Clothing & Accessories in US is a super interesting finding.

 Question: Which product categories do you frequently purchase from Amazon? (Choose up to three) N=5678

ELECTRONICS AND BOOKS LEAD AMAZON PURCHASES, WHILE FURNITURE AND BABY ITEMS LAG BEHIND.

Every major product category on Amazon has seen a decline in purchase frequency from 2023 to 2025. This consistent downward trend suggests that consumer demand is gradually shifting away from traditional strongholds like **electronics**, **clothing**, and **household goods**.

At the same time, it indicates that **emerging categories** are likely gaining ground, reshaping **Amazon's category mix**. We can therefore expect new growth drivers to surface in the coming years, with potential surprises as consumer preferences continue to evolve.

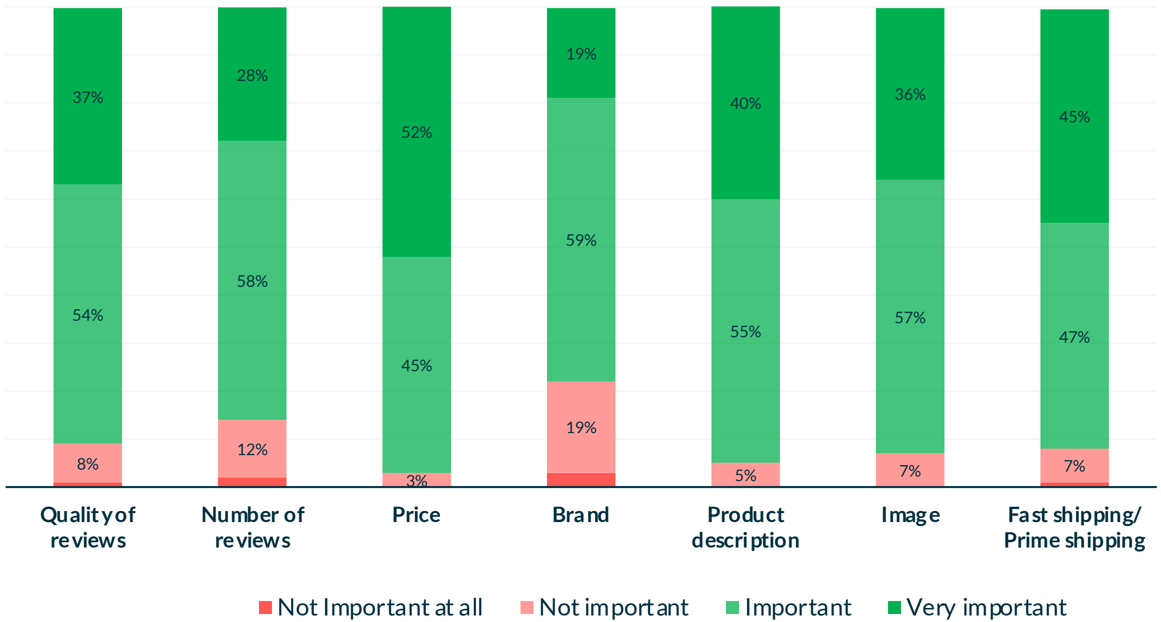


Question: Which product categories do you frequently purchase from Amazon? (Choose up to three)

N=5678

WHAT REALLY DRIVES PURCHASE DECISIONS ON AMAZON.

Amazon shoppers prioritize **price** most when buying (97%), followed closely by **product descriptions** (95%) and **images** (92%). **Fast** or **Prime shipping** also plays a major role, influencing 92% of users. While **review quality** (91%) matters more than quantity (85%), both are key. **Brand** ranks lower but still impacts decisions for 78% of shoppers.



REMAZING EXPERT TIP

SVEN OLDENFORF

Director E-Commerce Consultant

On Amazon, price sets the baseline for competition, but it's not enough on its own.

Shoppers rely heavily on clear product descriptions, authentic reviews, and strong visuals to build trust.

Fast and reliable shipping has become a default expectation, while brand alone plays a smaller role.

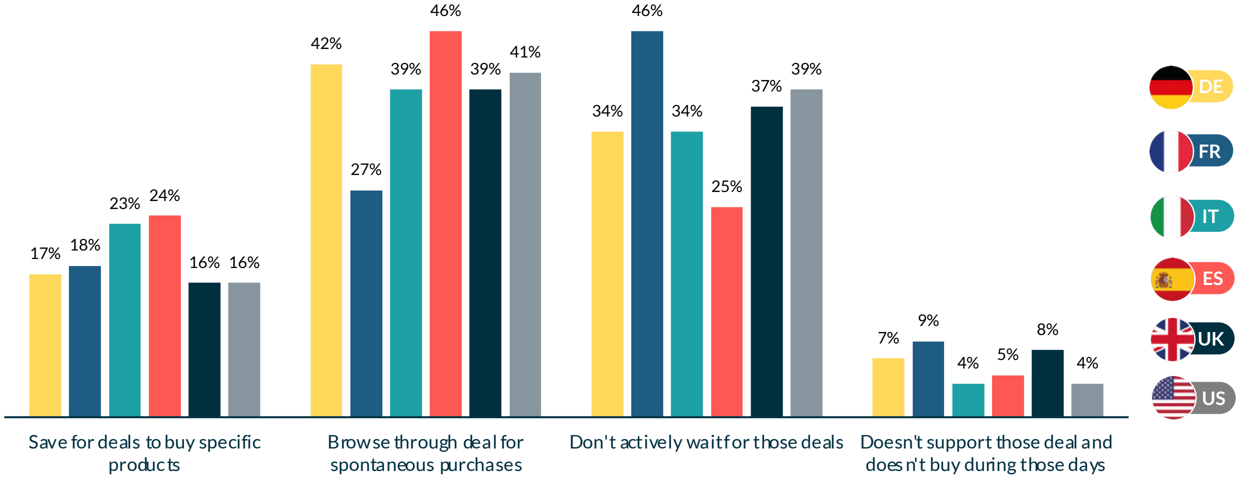
To win at higher price points, brands must differentiate through superior content, delivery experience, and the credibility of their reviews.

 Question: How important are the following aspects to you when purchasing a product on Amazon? N=5678

THE CONSUMER BEHAVIOUR DURING DEAL EVENTS.

Only 19% actively save up and plan purchases for deal events, **showing limited long-term purchase planning.** Just 6% intentionally avoid participating, suggesting that overall resistance to Amazon deal events remains low. A significant 36% choose not to wait and shop as needed throughout the year.

The majority of shoppers approach **Amazon deal events** like **Prime Day or Black Friday** with spontaneity **(39%).** They enjoy browsing and often make unplanned purchases, highlighting the power of impulse-driven buying during these promotions.



REMAZING EXPERT TIP

ALESSANDRO AZZOLIN

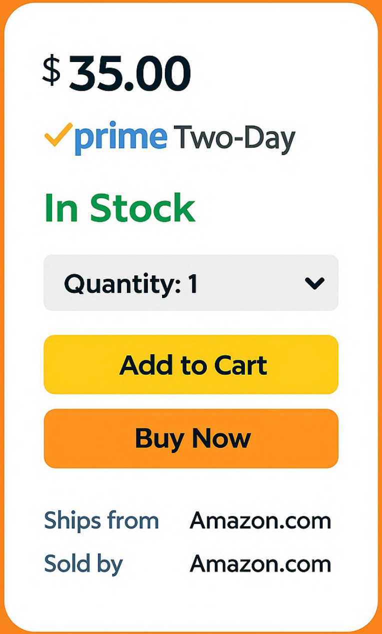
Senior E-Commerce Consultant

Impulse buying is the defining behaviour during major Amazon deal events. While visibility before and after plays a role, real success comes from being present during the event itself, combining strong visibility in and outside Amazon.

This dual approach builds momentum across the full shopper journey, securing presence where consumers search and influence where they browse with urgency-led creatives.

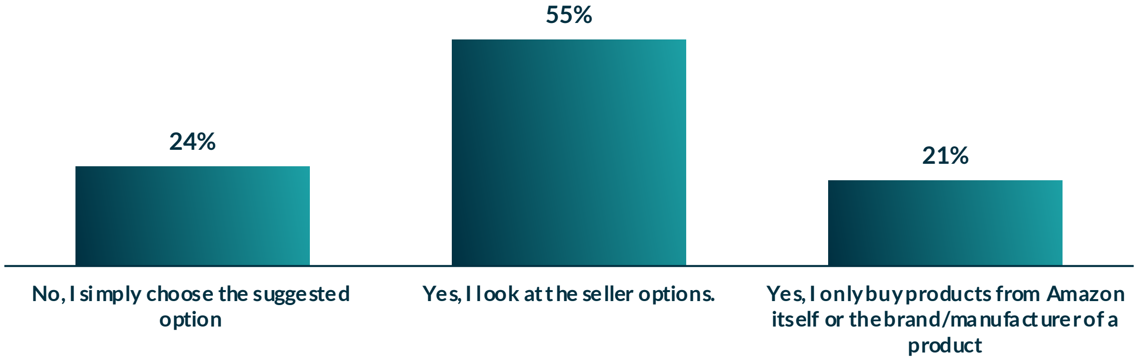
 Question: Amazon regularly celebrates deal events with special offers, such as Amazon Prime Day or Black Friday. Which of the following statements applies to you regarding these events? N=5678

DO SHOPPERS NOTICE WHO THEY'RE BUYING FROM ON AMAZON?



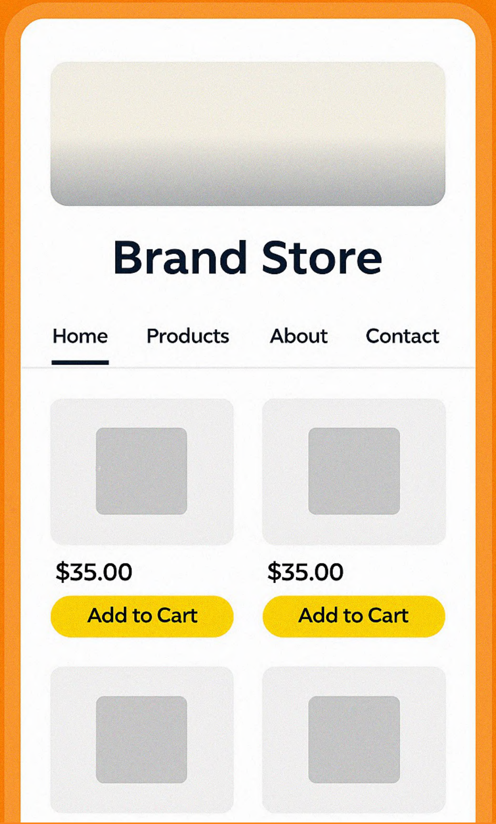
Seller transparency is a priority for the majority (55%) of shoppers actively check who's selling the product, showing a growing demand for credibility, trust, and control in the buying experience. A significant segment **(21%) buys exclusively from Amazon or brands**, suggesting a strong preference for perceived reliability, authenticity, and service, especially relevant for categories like electronics, health, or premium items.

Nearly a quarter of **shoppers (24%) rely solely on Amazon's default suggestion,** highlighting that convenience and ease still play a key role in purchase decisions, particularly for those less concerned with seller details. **Brand reputation and seller identity can influence conversions**, notably for brands managing third-party resellers or unauthorized listings. Visibility into the "seller layer" is now a critical factor in brand control and customer trust on Amazon.



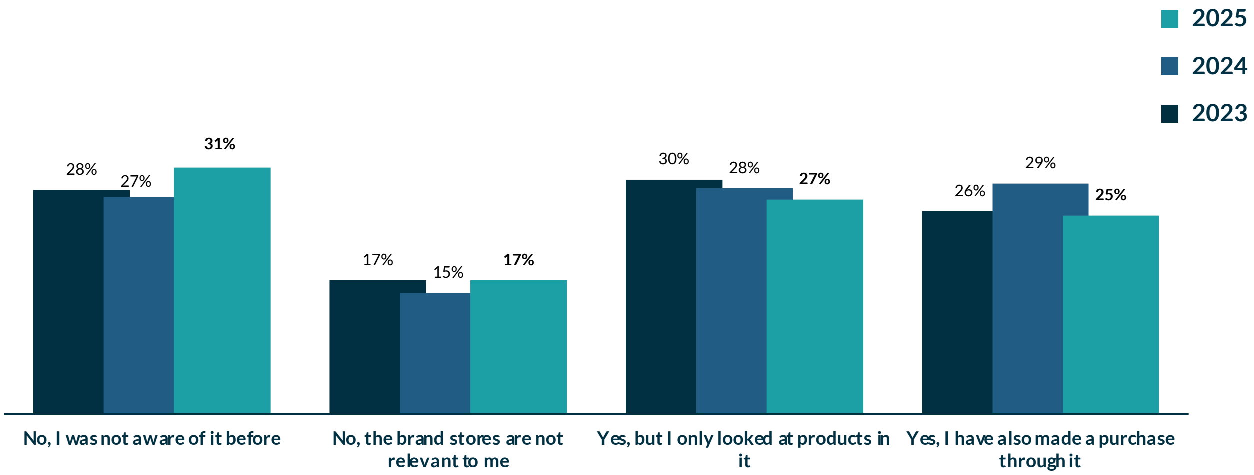
Question: For every product sold on Amazon, the seller is visible. When you buy a product on Amazon, do you pay attention to who is selling it? N= 5678

BRAND STORES ENGAGEMENT IS SURPRISINGLY DECREASING.



Only 25% of users have **purchased through a Brand Store,** showing that **most are not yet optimized for conversion.** Another 28% browse without buying, pointing to missed opportunities in UX, pricing, or content, while 17% find them irrelevant, signalling the need to **highlight value through exclusives or brand storytelling.**

Awareness also remains low, with over 30% of shoppers unaware they exist. Without stronger exposure via ads, PDP links, or cross-promotion, **Brand Stores risk staying underused instead of becoming conversion drivers.**

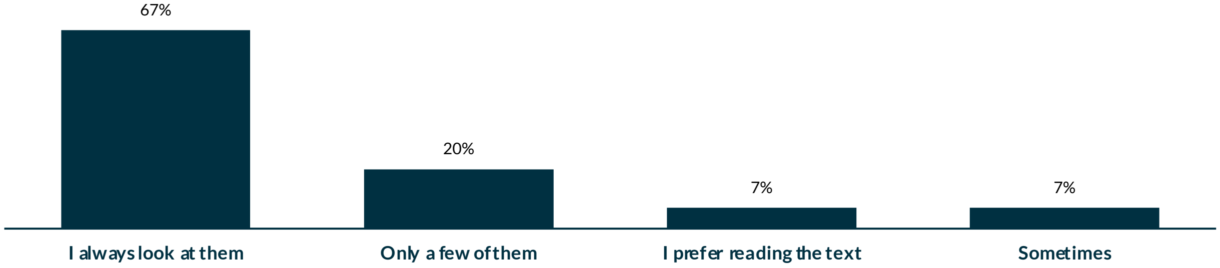


Question: Many brands have their own brand store on Amazon only with their products. Have you ever visited such a brand store? N= 5502

THE VISUAL EDGE: HOW IMAGES INFLUENCE AMAZON PURCHASES.

Nearly 87% of shoppers view gallery images, while only 7% prefer text, **proving visuals are essential on Amazon.** About 1 in 5 skim just a few images, making the first 2–3 visuals critical for impact.

With 67% always checking galleries, images act as a key decision driver, replacing product interaction, building trust, and driving conversions. **Brands that neglect optimization risk losing shoppers early in the journey.**



REMAZING EXPERT TIP

DANAI PALLIKARAKIS

Creative Director

On Amazon, images are the product. The main image already decides if you win the click, it must be a distraction-free pack shot that stands out in search. Then, the first visuals carry the real weight: they must highlight benefits and build trust. Every frame should carry the brand's identity, so shoppers not only understand the product but also remember the brand.

 Question: When shopping on Amazon, do you look at Gallery Images regularly? N=5678

5

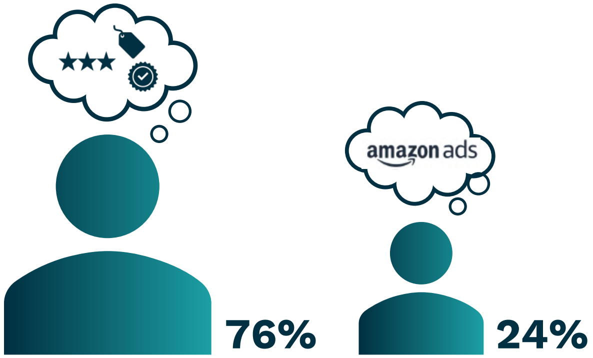
Amazon Advertising

SHOPPERS' PERCEPTION OF PRODUCTS RANKS AT THE TOP ON AMAZON.

Globally, only **24%** of consumers recognize **paid product placement**: in 2024 we registered a lower percentage (20%), meaning customers are becoming more aware of how the results page is composed.

Overall, consumers hold different beliefs about how Amazon's algorithm works: 26% believe top placement reflects product-user fit, 24% think most visible products are the bestsellers, 19% believe they will find in the first rows the highest-rated products. A remaining 7% think cheapest products rank first.

Germans (33%) point to paid placements, Italians (34%) and French (27%) to most purchased products, while the UK (29%) and US (31%) lean toward best match. Spaniards (26%) credit highest ratings, **highlighting varied perceptions across markets.**



REMAZING EXPERT TIP

JOSHUA BRZYNCZEK

Head of Advertising

This perception is accurate: The products most likely to appear at the top of Amazon search results combine high relevance, strong ratings, and compelling sponsored placements and sales.

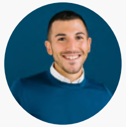
This makes Sponsored Ads even more powerful—well-crafted ads paired with relevant, high-quality listings can boost trust and maximize impact, aligning with what shoppers value most in their search results and with this make the ads become more natural.

 Question: What do you believe are the products that appear at the top of the search results on Amazon? N=5678

SPONSORED PRODUCTS ARE OFTEN RATED AS HELPFUL.

Sponsored products on Amazon generate mixed reactions among shoppers. While 36% find them helpful, showing that relevant placements can support product discovery, 27% remain indifferent, suggesting **these ads often blend into the overall shopping experience.**

However, not all responses are positive: 17% find sponsored listings annoying, and 13% consider them distracting, pointing to the need for greater relevance and subtlety in ad delivery. Interestingly, 8% of users haven't even noticed them, reflecting **varying levels of awareness and attention among Amazon shoppers.**



REMAZING EXPERT TIP

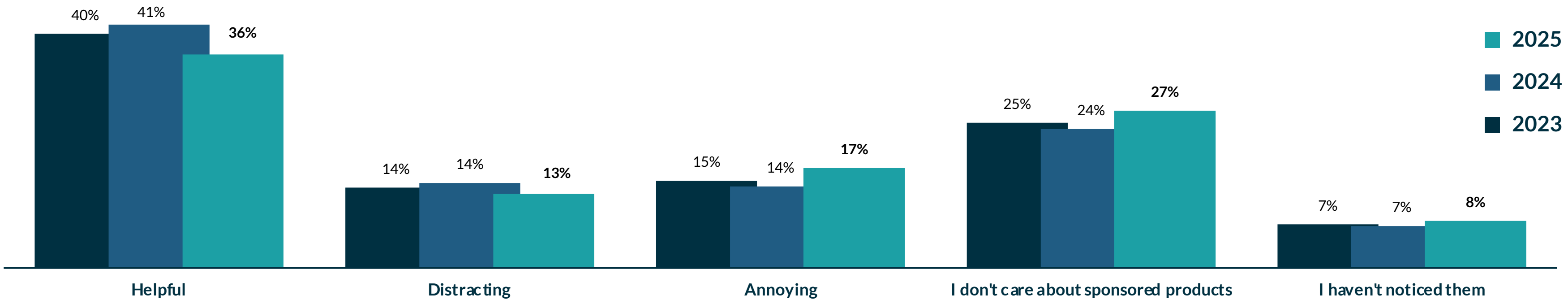
GIUSEPPE PESCHECHERA

Head of Growth

This overall perception is the result of Amazon's search page design, and how its Ads system weighs both media bids and product relevance.

However, shoppers start noticing the increased number of sponsored products placements. Testing a diverse range of ad formats can help win over competitors and improve the shopper journey.

"I find Sponsored Products..."



 Question: : How Shoppers Really Feel About Sponsored Products on Amazon N=5678

SPONSORED PRODUCTS ARE WIDELY ACCEPTED, BUT ENGAGEMENT VARIES BY MARKET.

A clear majority of Amazon shoppers (68%) purchase sponsored products, showing that **these placements are widely accepted and effective across markets.** Sponsored products see broad engagement across markets, with Spain leading at 79%, followed by Italy (73%) and Germany (69%).

The **US** shows a more balanced view (65% buy, 35% don't), while **France** (40%) and the **UK** (39%) show the most resistance. Despite regional differences, the majority of shoppers in every country interact with sponsored listings, highlighting their **continued value in brand visibility strategies.**

32% Do not buy
Sponsored Products on Amazon

31%
40%
27%
21%
39%
35%

68% buy
Sponsored Products on Amazon

69%
60%
73%
79%
61%
65%

REMAZING EXPERT TIP
LUKAS NEUMANN
Senior Advertising Manager

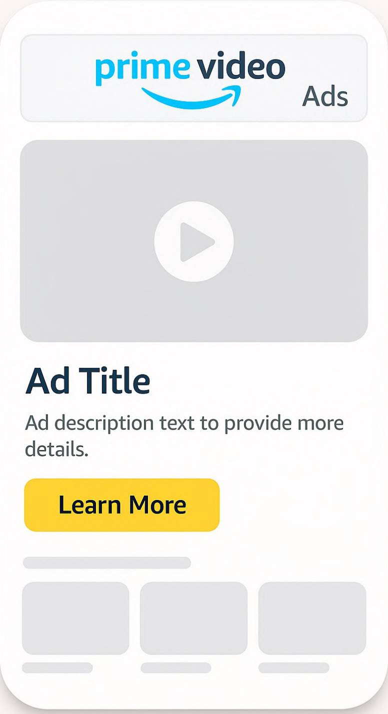
I see Sponsored Product Ads on Amazon as highly effective because consumers perceive them as a natural part of their shopping journey.

Unlike other ad formats, they blend seamlessly with organic search results, making them feel less intrusive while still driving visibility.

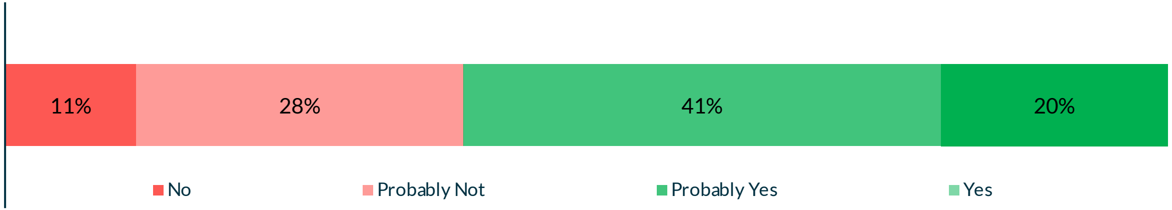
This relevance at the exact moment of purchase intent leads to stronger acceptance and higher conversion potential.

 Question: Would you buy a Sponsored Product on Amazon? N=5678

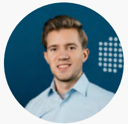
PRIME VIDEO ADS DRIVE HIGH PURCHASE INTENT ACROSS MARKETS.



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



Italy (64%), the **UK** (62%), and the **USA** (61%) show **strong purchase intent,** with **Germany** close behind at 58%. **France** is lowest at 43%, reflecting a more sceptical base. **Spain** leads overall, with 71% open to buying from Prime Video ads.



REMAZING EXPERT TIP

JOSHUA BRZYNCZEK

Head of Advertising

Prime Video ads are an outstanding first touchpoint for engaging new-to-brand customers in a full funnel strategy.

By leveraging Prime Video's massive reach and rich content environments, brands can drive high-impact awareness among audiences who have not yet interacted with their products (NTB), setting the stage for effective sequential retargeting through Amazon DSP and Sponsored Advertising formats.

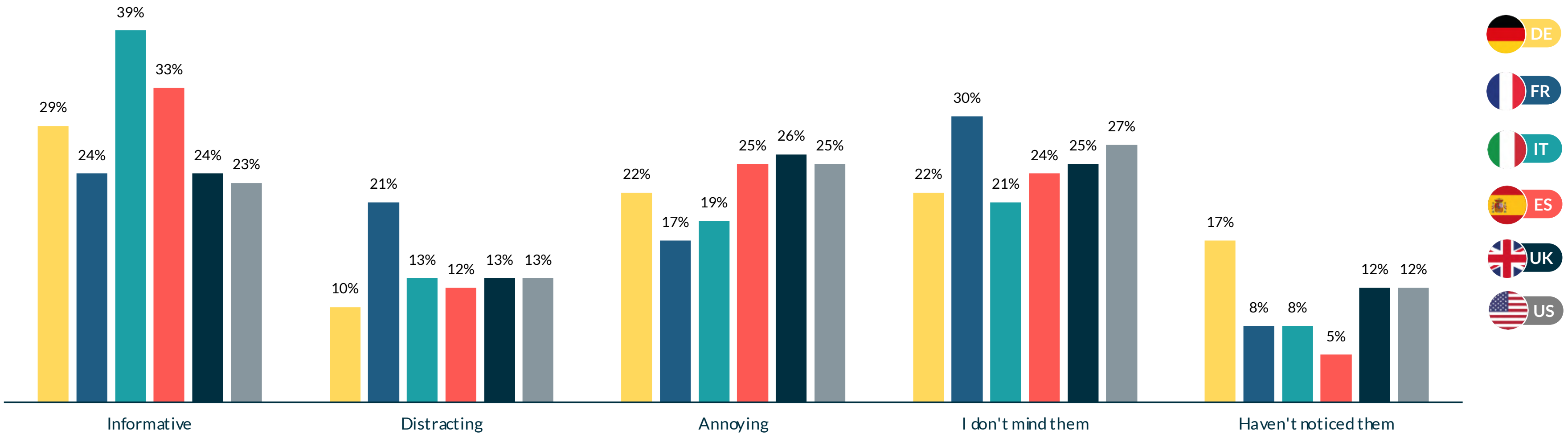
 Question: Would you consider purchasing a product featured in PV Ads? N=4160

PRIME VIDEO ADS: MIXED REACTIONS, BUT MOSTLY ACCEPTED.

Reactions to Prime Video ads are mixed but balanced: 29% find them informative, 25% don't mind them, 23% find them annoying, 13% distracting, and 10% haven't noticed, showing moderate acceptance with some ad fatigue.

Prime Video ads are generally tolerated: Over half of users find them informative or don't mind them, showing **high ad tolerance when content is relevant or unobtrusive.**

"Prime Video Ads are..."

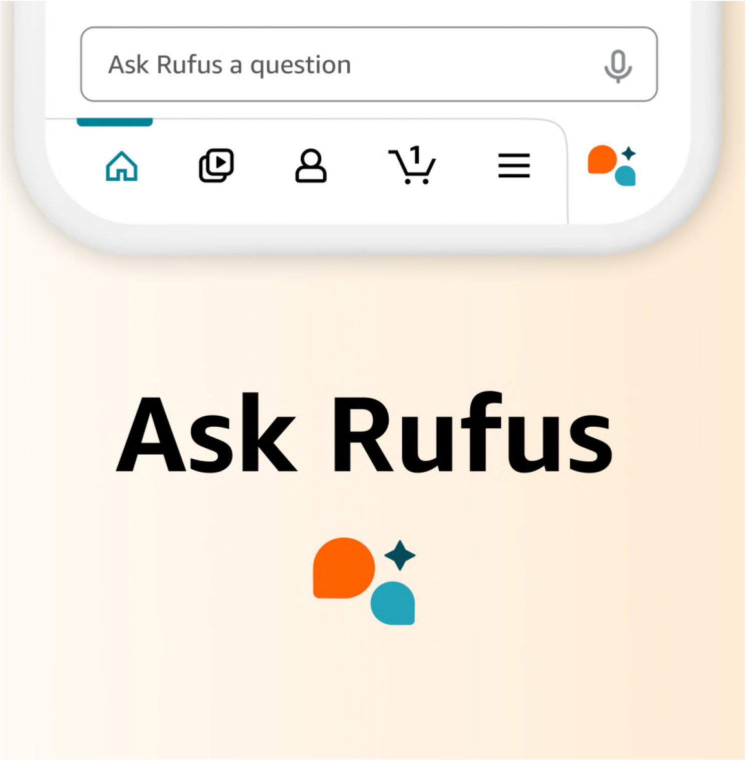


 Question: Which of the following statements best applies to you: Prime Video Ads... N=4160

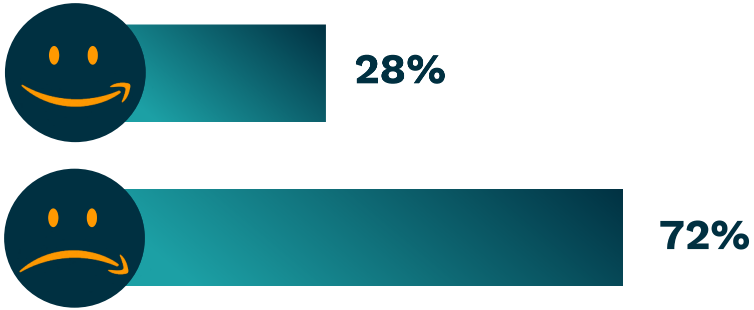
6

Rufus AI

LIMITED KNOWLEDGE OF AMAZON'S AI ASSISTANT RUFUS AMONG SHOPPERS.



Despite its launch, **72%** of respondents say they **haven't heard of** Amazon's AI shopping assistant **Rufus,** indicating **low awareness** and **limited penetration** across audiences.



Awareness of Amazon's AI assistant Rufus remains low overall, with just **20–33%** of shoppers across markets familiar with it. The **US leads** at **33%**, followed by **Spain (30%)** and **Germany (29%)**, while the **UK (26%)** and **Italy (28%)** sit close to the average. **France** shows the **lowest awareness** at **20%**, with nearly **80%** of shoppers there **unaware**.

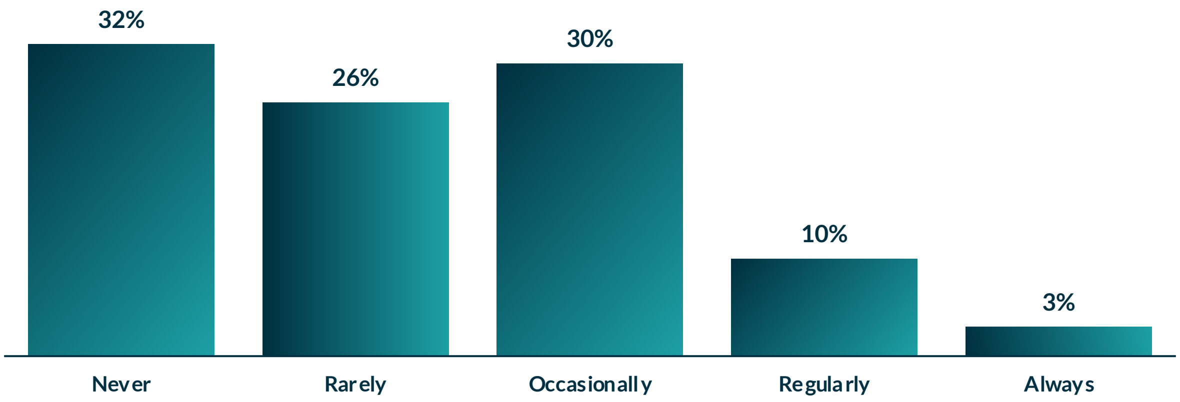
 Question: Have you ever heard of Amazon's AI shopping assistant Rufus? N=5678

AMONG THOSE WHO KNOW RUFUS, FEW USE IT REGULARLY.

Awareness doesn't equal usage: Even among the 28% who've heard of Rufus, most don't rely on it, pointing to a **gap** between **discovery** and perceived usefulness. Meaning fewer than 15% actually engage with the tool.

Low-frequency use dominates: A combined 58% of respondents say they never or rarely use Rufus, indicating it hasn't become a natural part of the shopper journey yet.

Despite being integrated into the shopping experience, **Amazon's AI assistant Rufus sees low user engagement,** with just 13% of shoppers using it regularly or always, suggesting the tool has yet to prove its value in day-to-day purchasing behaviour. With nearly 30% using Rufus occasionally, **there's potential to convert these light users into regular ones** in the near future.



REMAZING EXPERT TIP
FRANCESCO MAGNANIMI
Global Sales Lead

We had all expected Rufus to have a stronger impact on consumer shopping habits, particularly in the US where it was launched well before Europe.

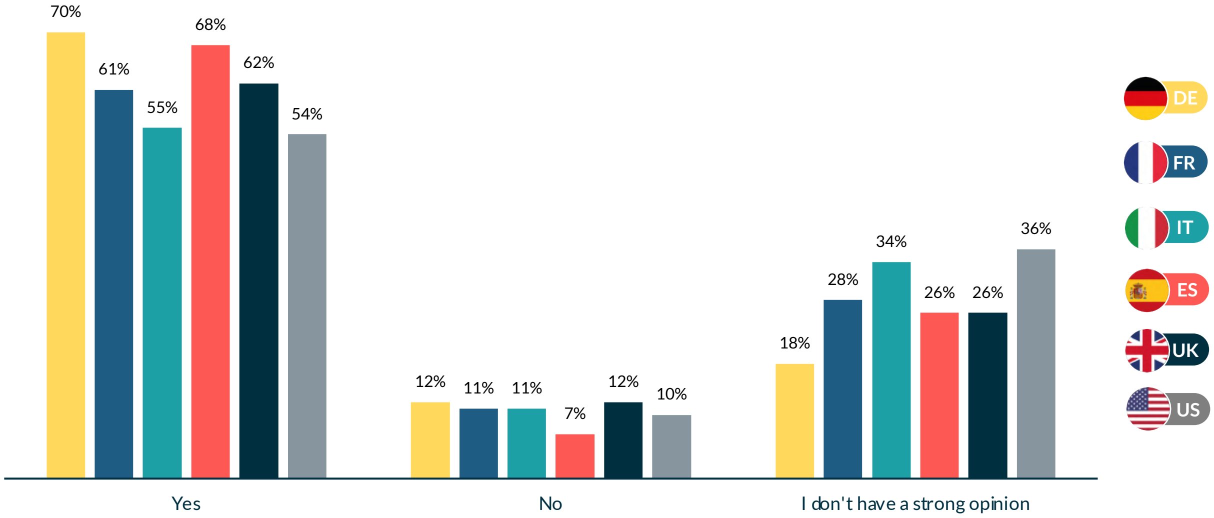
Although it has had a slow start, innovation cannot be stopped, so we should expect further developments in the coming years.

 Question: When being on Amazon, how often do you typically use Amazon's AI shopping assistant Rufus? N=1576

TRUST IN AMAZON'S RUFUS VARIES BY MARKET BUT REMAINS BROADLY POSITIVE.

Overall, 62% of users who have tried Rufus say they trust it, while only 10% express distrust, indicating a generally **positive reception toward the AI assistant.** Germany (70%) and Spain (68%) lead in trust, suggesting stronger confidence in Rufus among European users, while the USA (54%) shows the lowest trust levels. Distrust remains low across all countries, never exceeding 12%, even in markets with lower trust overall.

A significant share of users, especially in the USA (36%) and Italy (34%), remain neutral, **highlighting an opportunity for Amazon to build stronger trust through clearer value and performance.**



REMAZING EXPERT TIP

SÖREN JEẞEN

Managing Director & COO

The high trust in Rufus is a strong sign: Shoppers will quickly adapt their search behaviour towards the solution that offers the greatest benefit and convenience.

We expect further improvements of Rufus and hence a constant increase in usage rates.

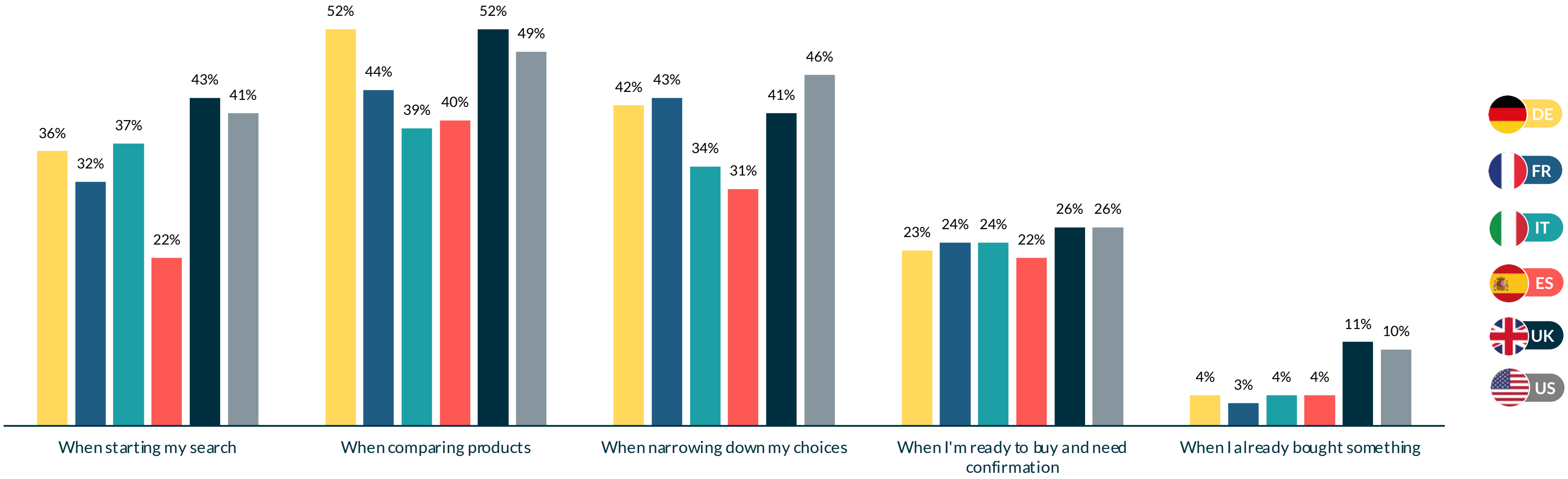
Decision makers need to be aware of the developments at every stage.

 Question: You just mentioned that you use Amazon's Rufus AI assistant. Do you trust Rufus? N=1073

RUFUS PLAYS THE BIGGEST ROLE IN EARLY AND MID-FUNNEL DECISION STAGES.

40% use **Rufus** at the start of their search, suggesting it's also valued for **initial product discovery** and **exploration.** 39% rely on it when narrowing down choices, confirming its usefulness in **filtering options** during the **mid-funnel stage.** Only 26% turn to Rufus for final confirmation before buying, and a mere 6% after purchase, indicating its role largely ends before the point of transaction.

Rufus is most commonly used during the **comparison stage** of the **purchase journey**, with 46% of users turning to it when evaluating specific products. This highlights its core strength as a **decision-support tool** rather than a **final purchase driver.**



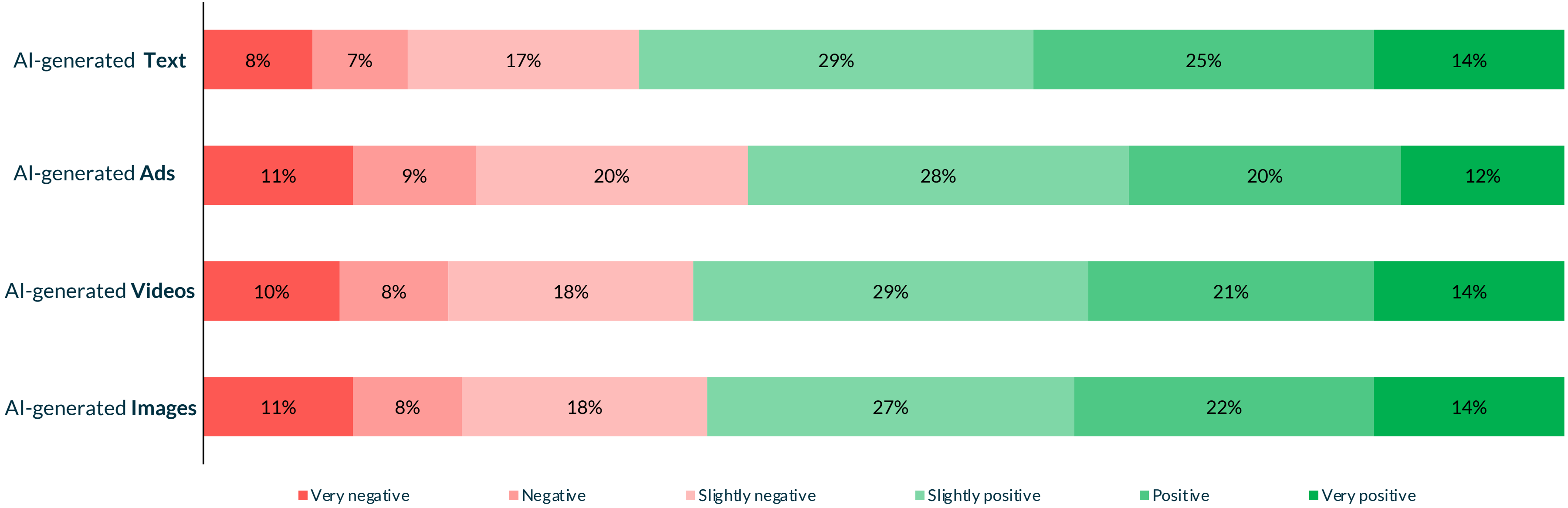
 Question: At which stage of your purchasing journey do you typically use Rufus? N=1073

Remazing x appinio

SHOPPERS SHOW STRONG TRUST IN AI-DRIVEN BRAND CONTENT.

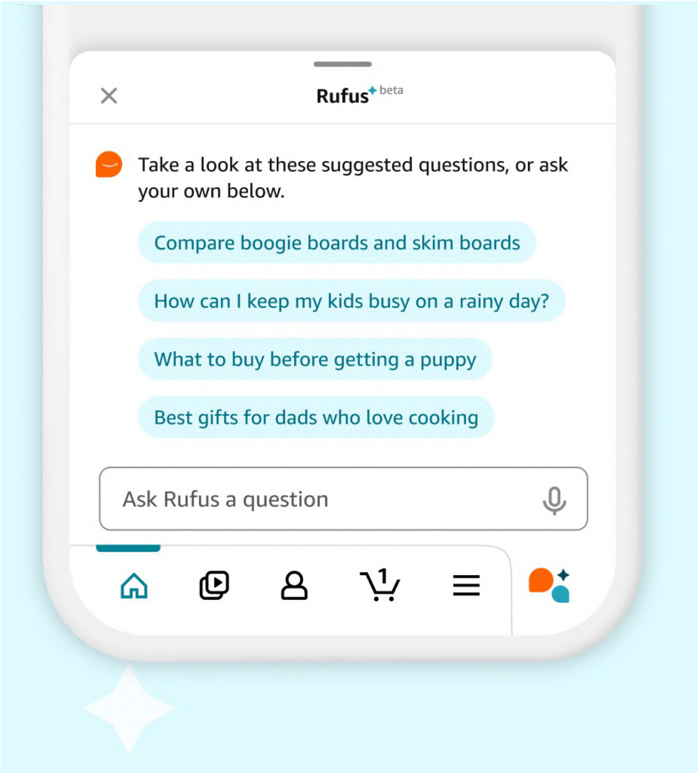
Consumers are largely receptive to brands using **AI** in their online **marketplace communications**.
The most positively viewed application is the generation of **product texts**, with 69% expressing approval. **AI-generated product videos** (64%) and **product images** (63%) also receive strong support, suggesting a growing trust in AI-driven visual content.

Even AI-generated images in **paid advertising** are viewed positively by 60%, highlighting a generally favourable attitude toward AI across various marketing formats.

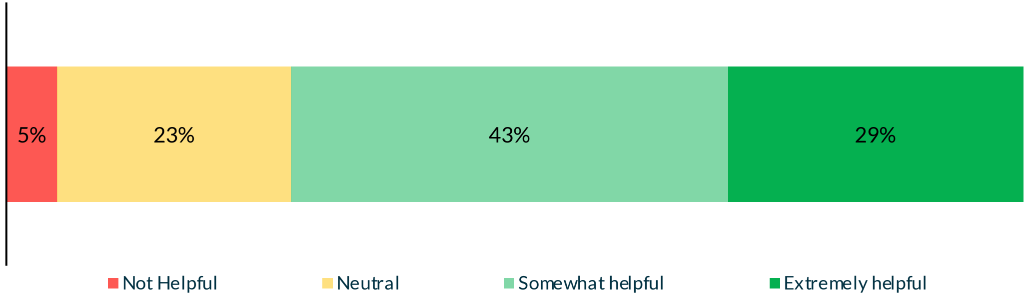


Question: What do you think about brands using Artificial Intelligence in their advertisements or marketing communications on online marketplaces in the following areas? N=6000

RUFUS SEEN AS HELPFUL BY MANY, BUT STILL FACES ENGAGEMENT GAPS.



How would you rate the usefulness of Rufus in improving your purchasing decisions on Amazon?



A sizable 23% remain neutral, suggesting that while **Rufus isn't disruptive, it hasn't yet proven indispensable**. Only 5% find it unhelpful, indicating minimal negative sentiment, but also highlighting the **need for stronger utility and clearer impact** to move more users toward active reliance.

29% of users find Rufus helpful in improving their purchasing decisions, signalling early promise in **its ability to support shoppers effectively.**

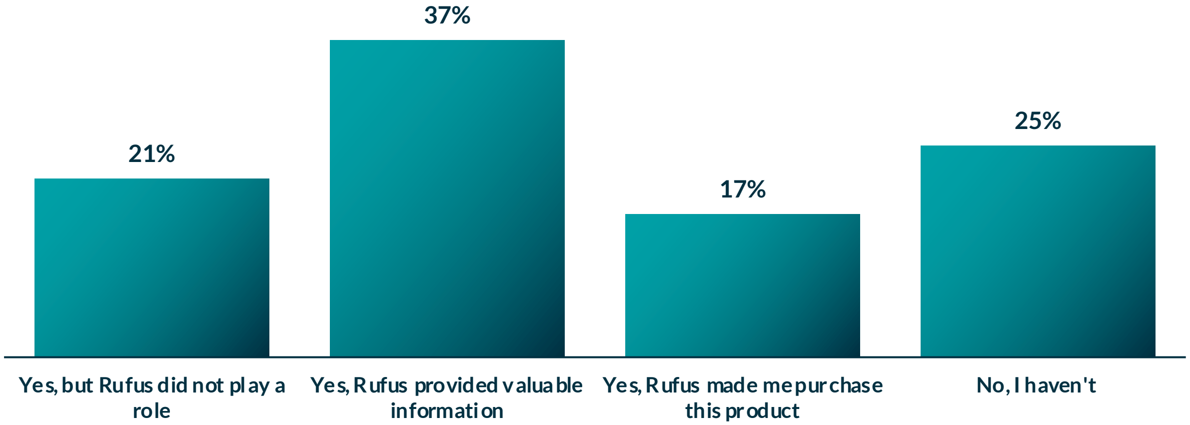
 Question: How would you rate the usefulness of Rufus in improving your purchasing decisions on Amazon? N=1073

RUFUS INFLUENCES SOME PURCHASES, BUT ITS DIRECT IMPACT REMAINS LIMITED.

While 75% of users who have heard about **Rufus** have completed a purchase, only **17%** attribute it directly to Rufus's influence, suggesting its **persuasive power** is still emerging**.**

A larger share, **37%**, say Rufus provided valuable information, indicating it plays more of a **supporting role** in decision-making rather than being a primary driver.

25% of users have not purchased anything shown by Rufus yet and 21% completed a purchase but felt Rufus had no impact, underlining room for growth in converting **engagement** into **action**.



REMAZING EXPERT TIP

SILVIA VICINI

Senior Content Manager

With Rufus' direct impact still limited, brands should focus on enhancing the persuasive elements of their product content.

Since Rufus already informs shoppers, optimizing messaging and visuals can help close the gap between informing and convincing, driving higher direct conversions.

 Question: Have you already purchased a product shown by Rufus? N=1073

KEY RESULTS.

KEY RESULTS.

After a year of rapid growth and rising awareness, **Temu** and **Shein** have plateaued: among aware consumers, the share who have made at least one purchase hasn't increased (**45%**) , while the share of aware non-buyers has grown.

Spending diverges by market: The **UK** leads in low spenders (€0–50), while the **US** and **Germany** dominate high-value brackets (€100–200 and €200–500).

79% of consumers shop online at least monthly. The **UK** leads **weekly shopping** (31%), while **France** is least active, with 23% shopping only **every few months**.

Rufus shows potential but its impact remains limited: 72% of consumers interviewed have not heard of it, and among those who are aware, only **13%** use it **regularly** with just 17% of Rufus users claiming it led them to make a purchase.

Prime's core appeal remains shipping: **Free** (78%) and **fast** (68%) **shipping** are the main drivers of Prime, with Prime Video a strong secondary motivator (68%).

97% stated price and detailed descriptions (95%) are their main decision drivers, followed by images (92%) and review quality (91%), which matters more than sheer quantity.

CONTACT.

Do you have questions or feedback? ***We look forward to hearing from you!***

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