

QUARTERLY INDUSTRY REPORT

# From chaos to clarity: Q1 Ecommerce results & insights

# Executive summary

This year's Q1 ecommerce landscape reflected a marketplace in flux, shaped by mounting economic uncertainty, March tariff pressures and shifting consumer behavior. While inventory levels and fulfillment rates climbed—signaling stronger operational discipline amid volatility—ROAS declined across most categories, despite elevated advertising investment.

Price sensitivity remained high as consumers continued bargain hunting, driving down average selling prices even as discounting activity tapered. In this uncertain climate, it's notable that gross margins improved in several sectors, suggesting that retailers are getting more efficient and selective in how they drive profitability. However, persistent ROAS inefficiencies and rising out-of-stock losses underscore the challenges of navigating demand unpredictability and supply-side disruption in an evolving macroeconomic environment.

# Key takeaways



## Inventory growth

On-hand inventory increased 26% YoY across the board, nearing Q4 levels—a potential hedge against supply chain volatility.



## Fulfillment gains

PO fill rates & order volumes improved YoY, indicating vendor adaptation to Amazon's systems.



## Stable traffic

Glance views remained mostly flat YoY, signaling steady demand with no dramatic shifts in shopper behavior.



## Falling prices

Prices trended downward YoY as shoppers sought value, although discounting levels are stabilizing.



## Rising profitability

Gross margins rose to 23% in March 2025 (up from 19% in Oct. 2023), driven by better operational efficiency & selective discounting.



## ROAS challenges

Despite rising ad spend, ROAS declined—likely due to higher CPCs and less efficient conversions.





# Total industry overview

Q1 2024 vs. Q1 2025 recap

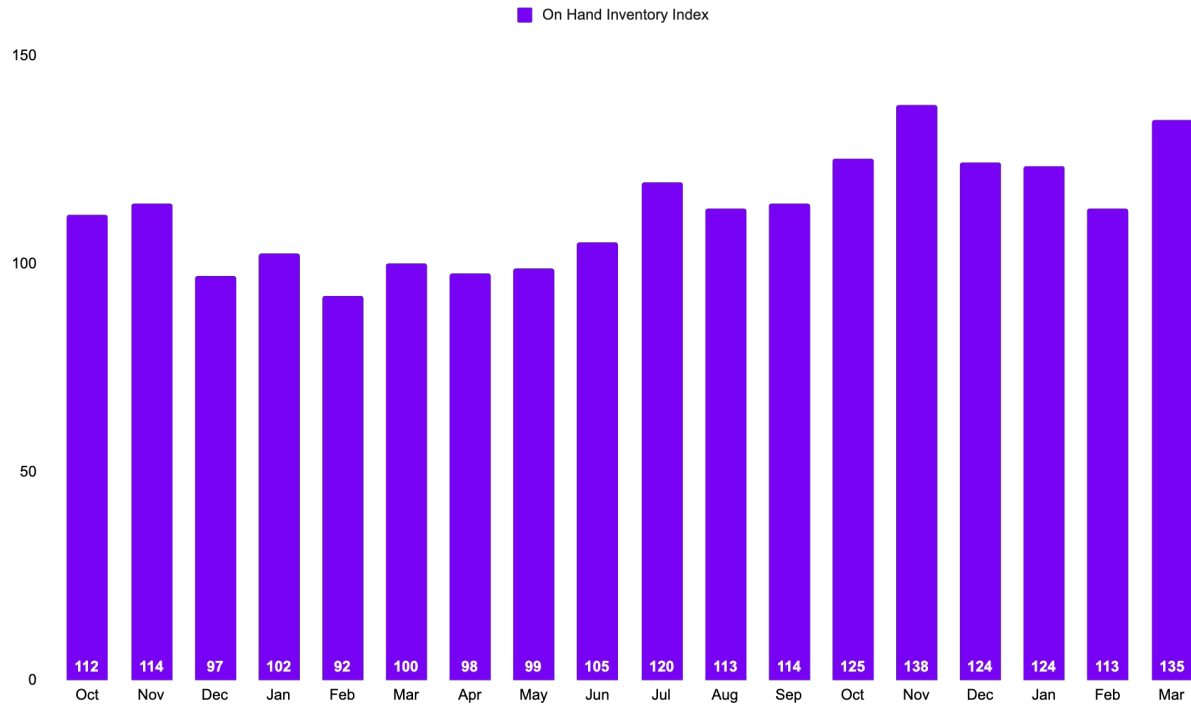
CommerceIQ



## ON HAND INVENTORY

# Aggregate inventory is on the rise

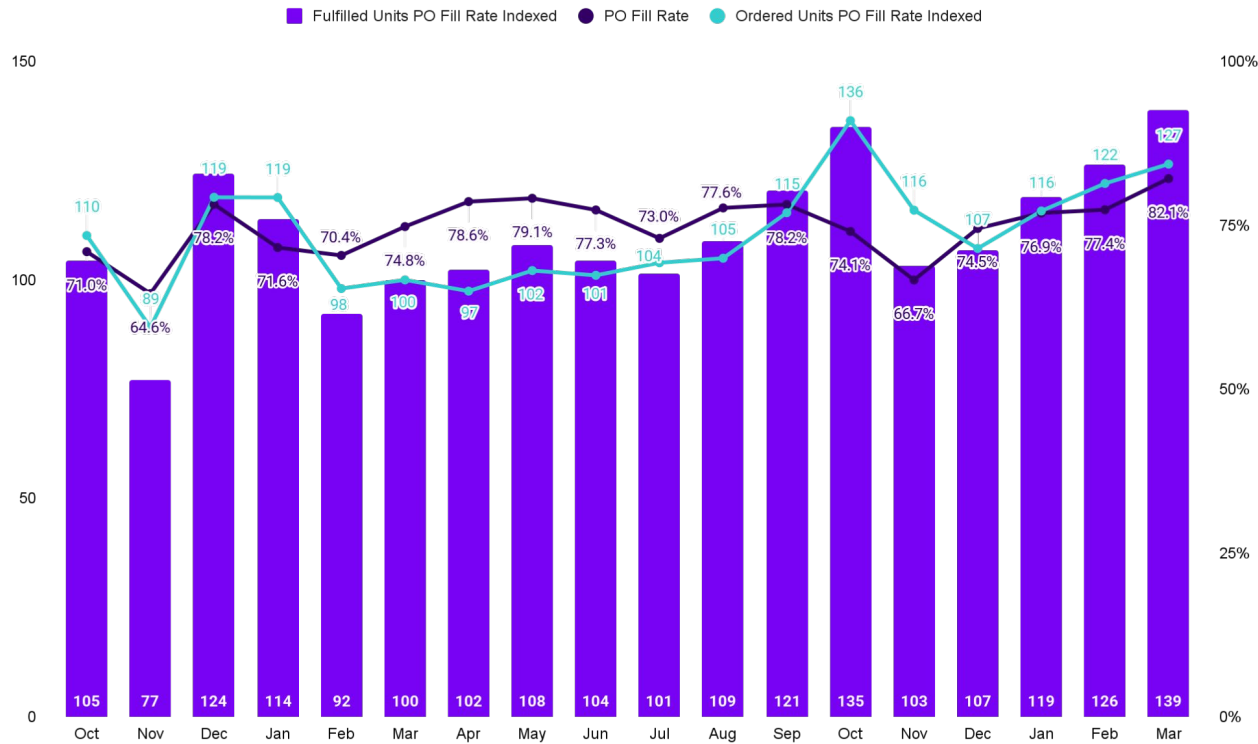
Aggregate inventory continues to climb, approaching Q4 peak levels—increasing 26% in Q1 YoY.



## FULFILLMENT

# Vendors are adapting to Amazon's ordering complexity

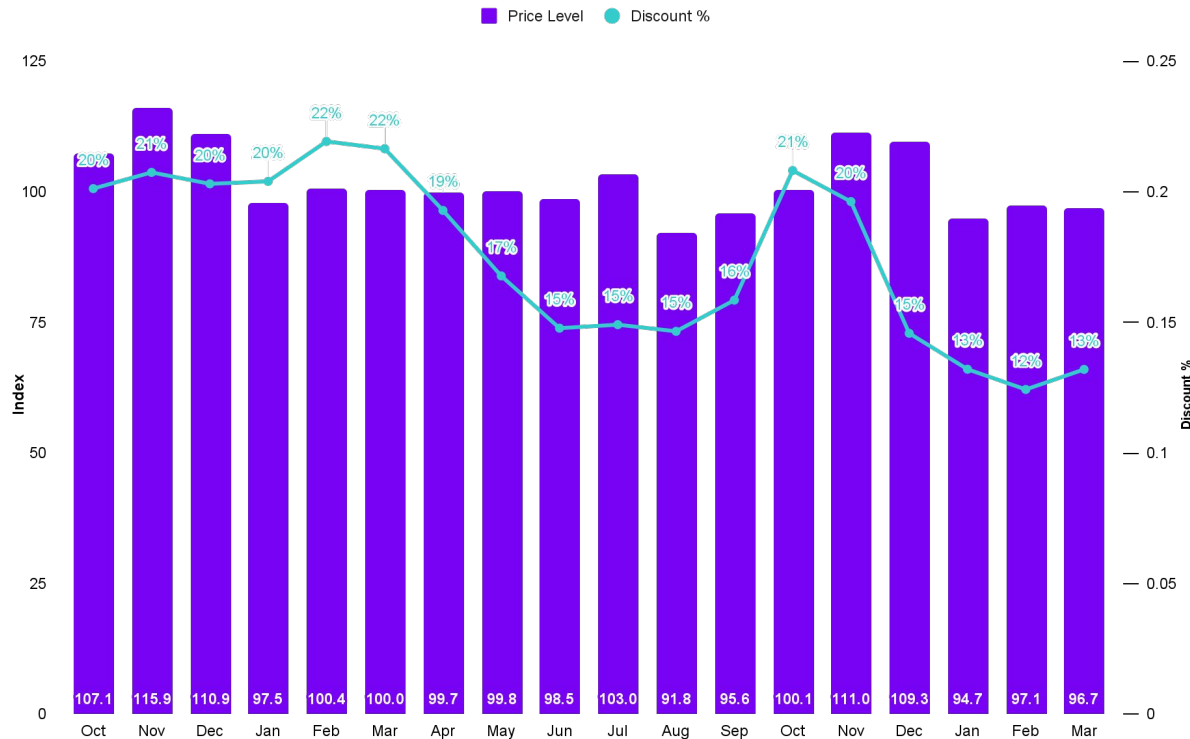
Trends from past quarters continue as order volume & PO fill rate are increasing consistently YoY.



## PRICE LEVEL VS. DISCOUNT %

# Prices are dropping as shoppers hunt for deals

As cost-conscious consumers search for the best deals online, selling prices have fallen organically as discounting has slowed.

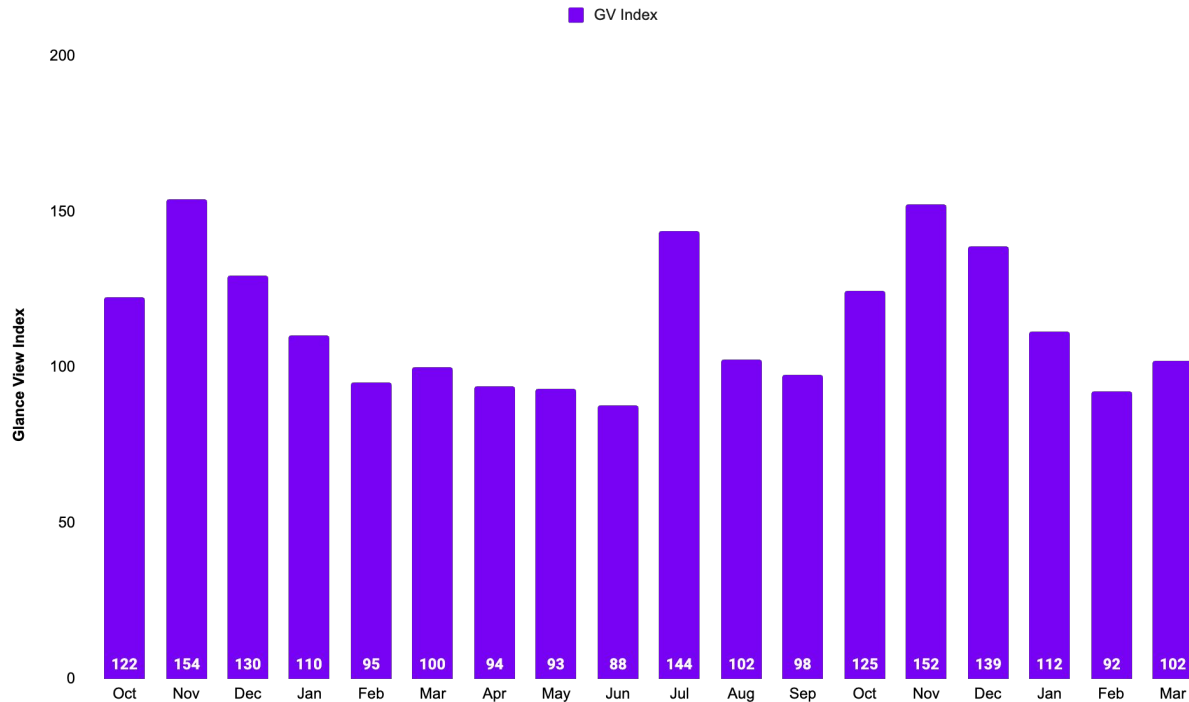




## GLANCE VIEWS

# Traffic is holding steady

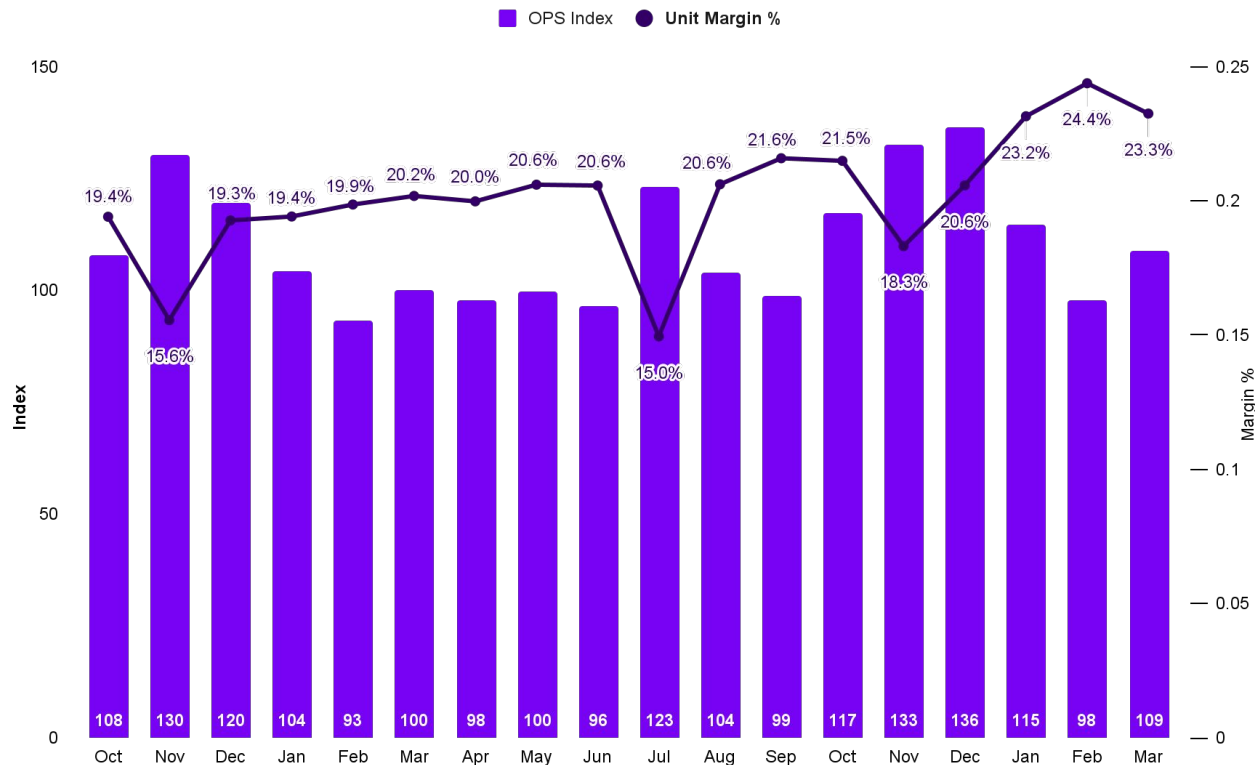
Aggregate traffic remains constant YoY.



## OPS VS. UNIT MARGINS

# Retailer profitability is climbing

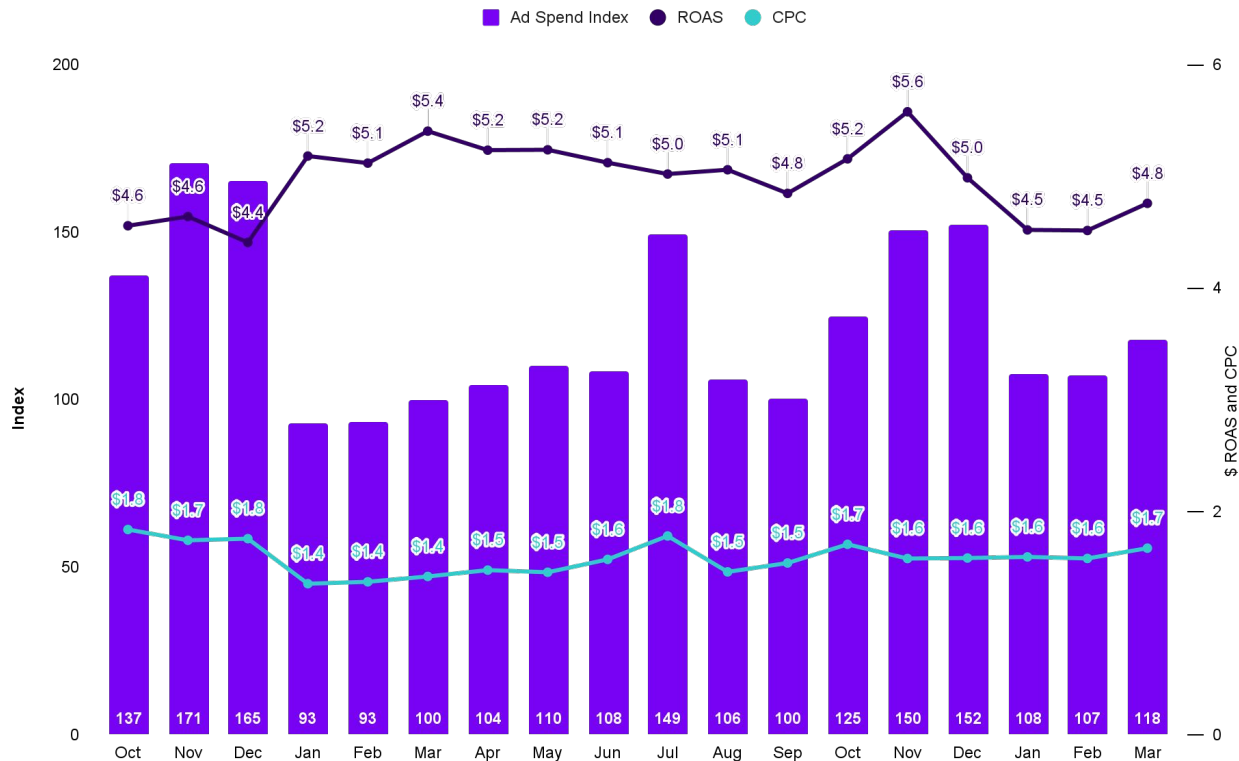
Gross margin steadily increased from 19% in Oct. '23 to 23% in Mar. '25. Increasing OPS combined with rise in GM% is indicative of rising retailer profitability.



AD SPEND | ROAS | CPC

# ROAS is declining despite higher ad spend

ROAS has fallen YoY despite an increase in ad spend—possibly driven by rising CPC.

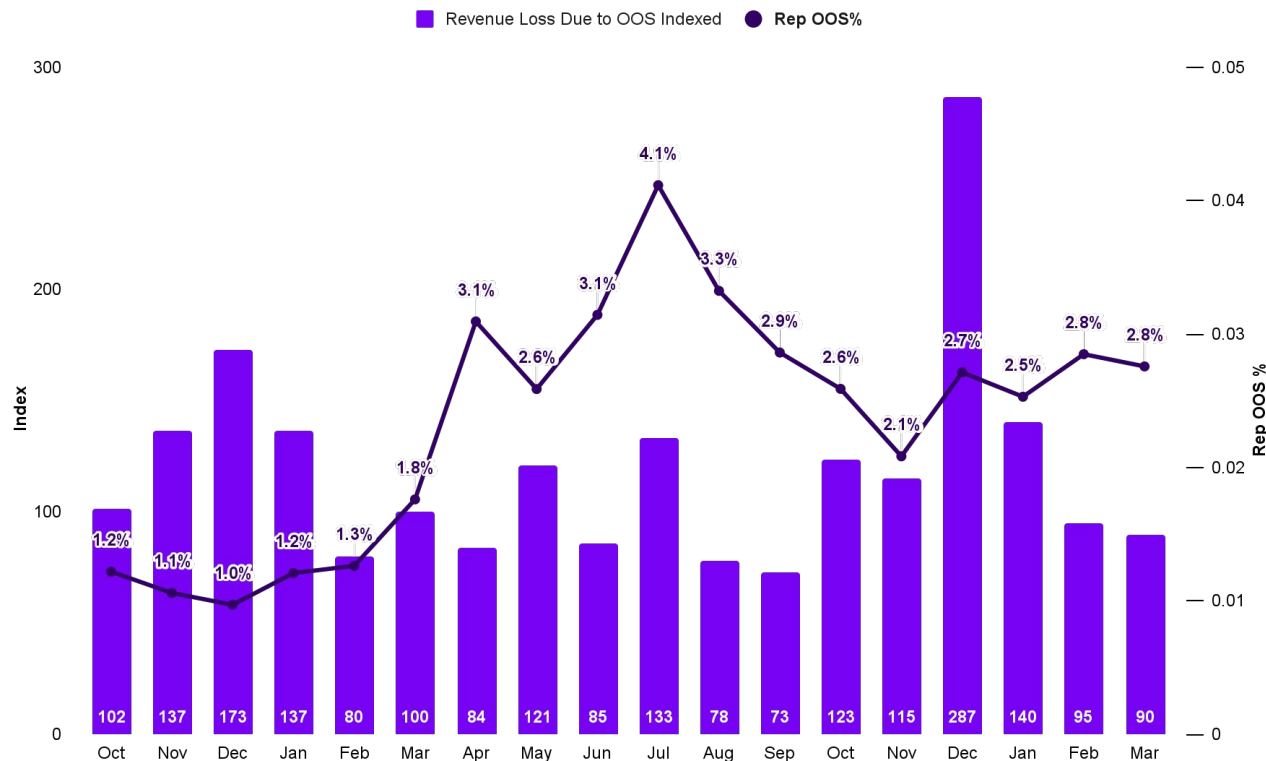




## REVENUE LOSS DUE TO OOS

# Retailers are closing in on Amazon's OOS benchmark

Dollars lost due to OOS ticked up 2.5% in Q1 YoY as RepOOS% moves down from Prime Day peak (at 4.1% toward Amazon's 2% benchmark).

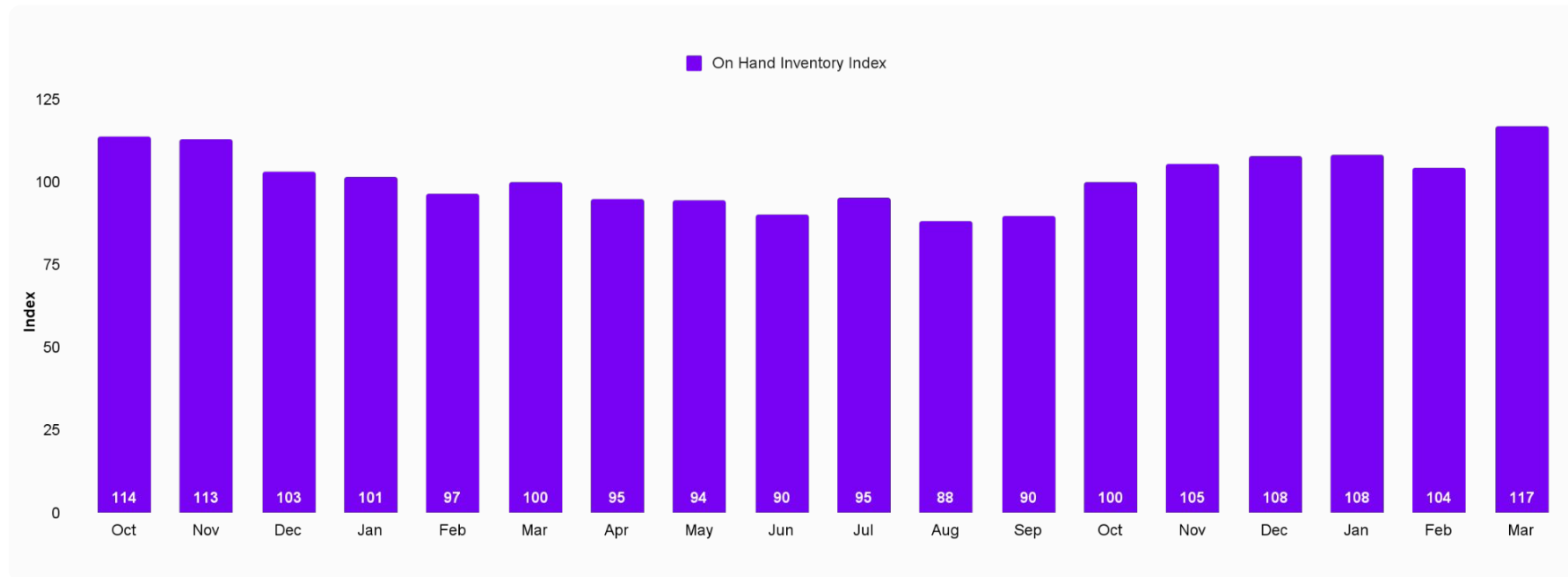


# Baby Products industry overview

Q1 2024 vs. Q1 2025 recap

## ON HAND INVENTORY

# Aggregate on hand inventory increased 10% in Q1 YoY

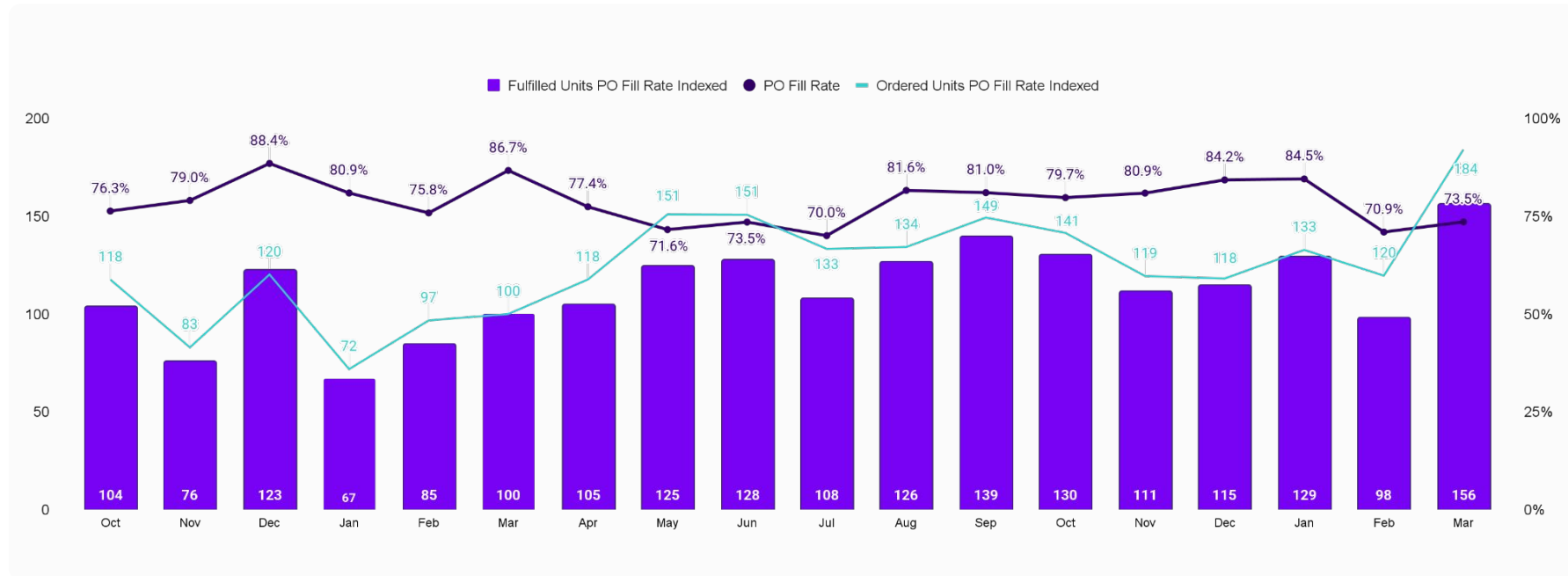


Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.



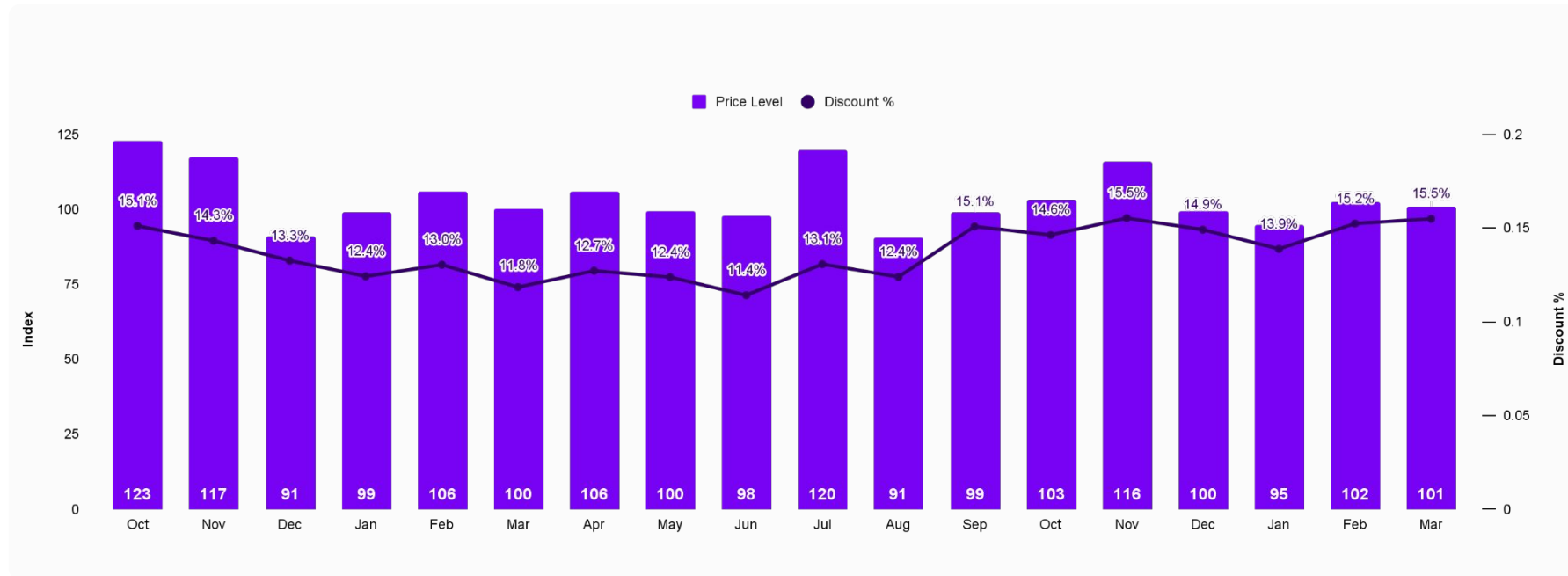
## FULFILLMENT

## Filled units increased 49% in Q1 YoY as order efficiency hits 18-month high



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

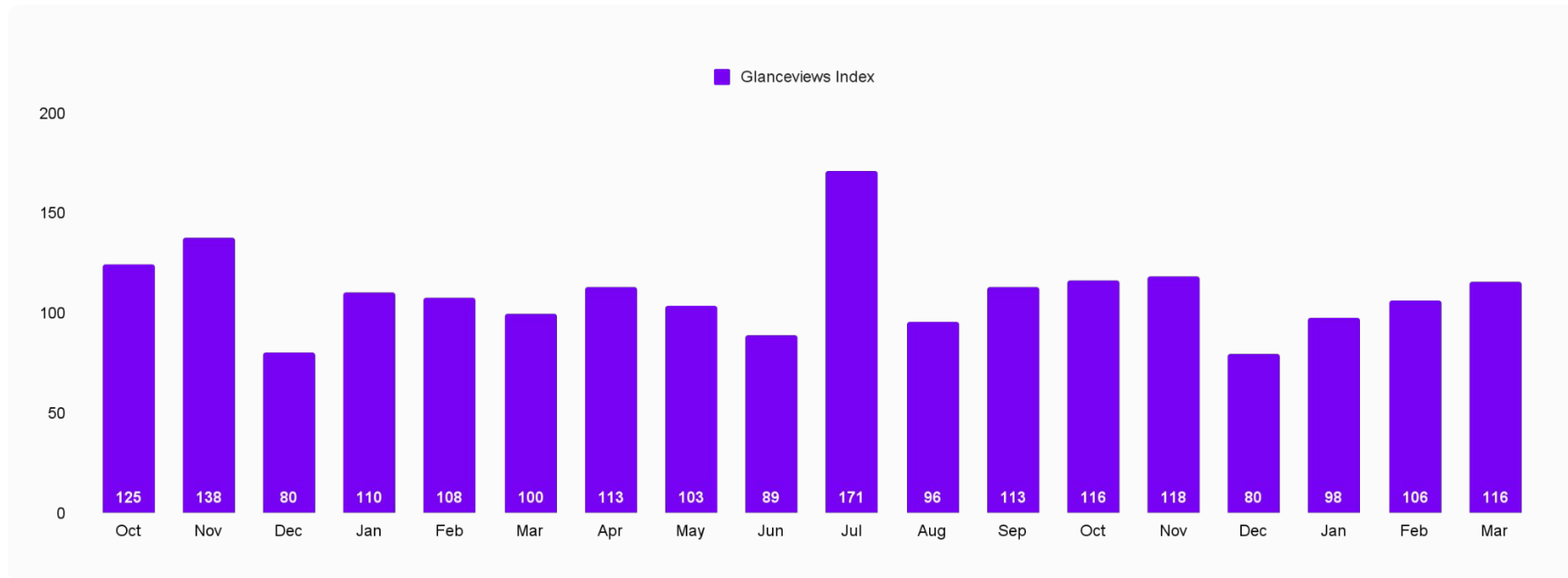
## PRICE LEVEL VS. DISCOUNT %

**Baby category discount rates increased in Q1 2025 as ASP increased 1%**

Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## GLANCE VIEWS

# Q1 2025 glance views increased Q1 2024 overall—while March uplift aligns promotions, up 16% YoY

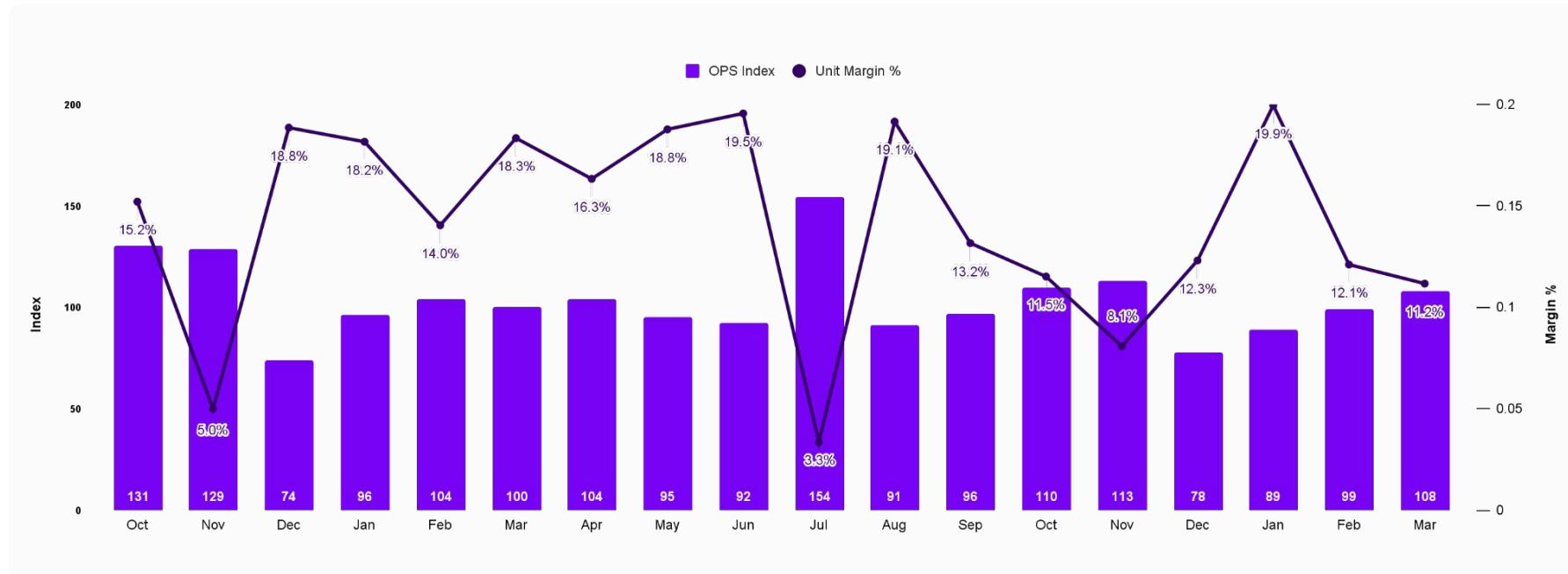


Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.



## OPS VS. UNIT MARGIN %

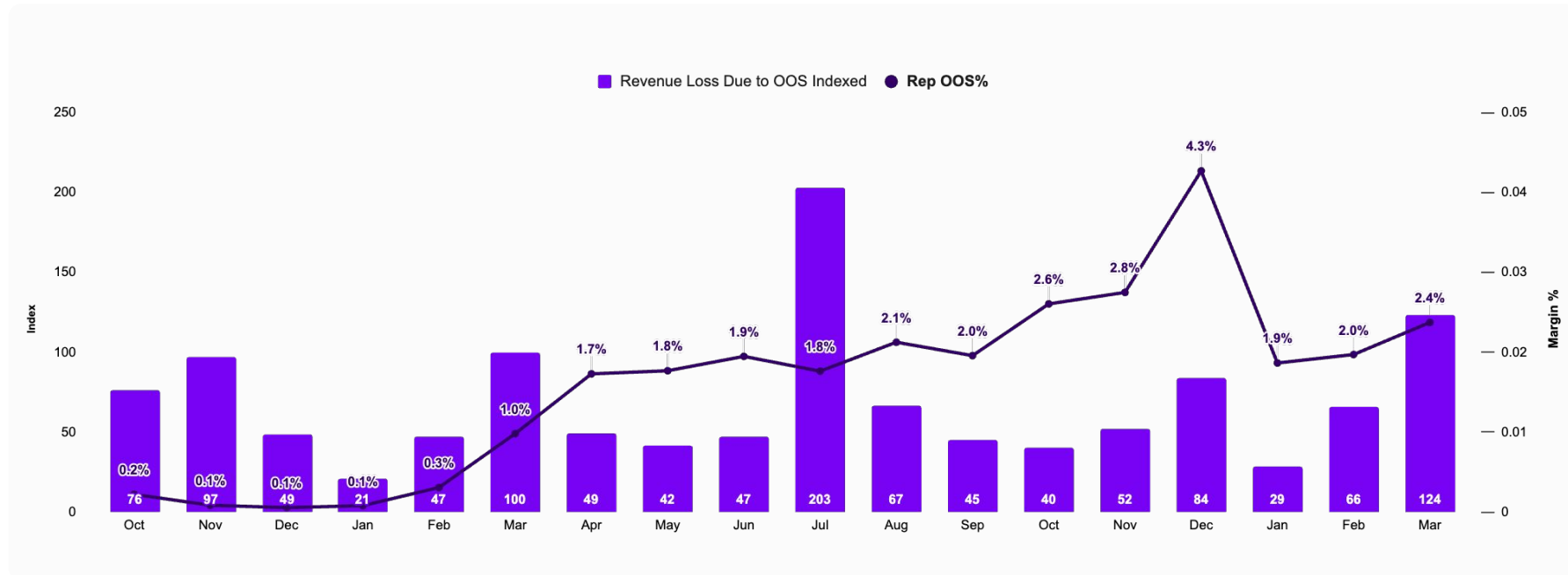
# Overall sales slowed relative to Q1 2024, as unit margins declined 7%



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## REVENUE LOSS DUE TO OOS

# RepOOS% increased 24% YoY as category sales grew



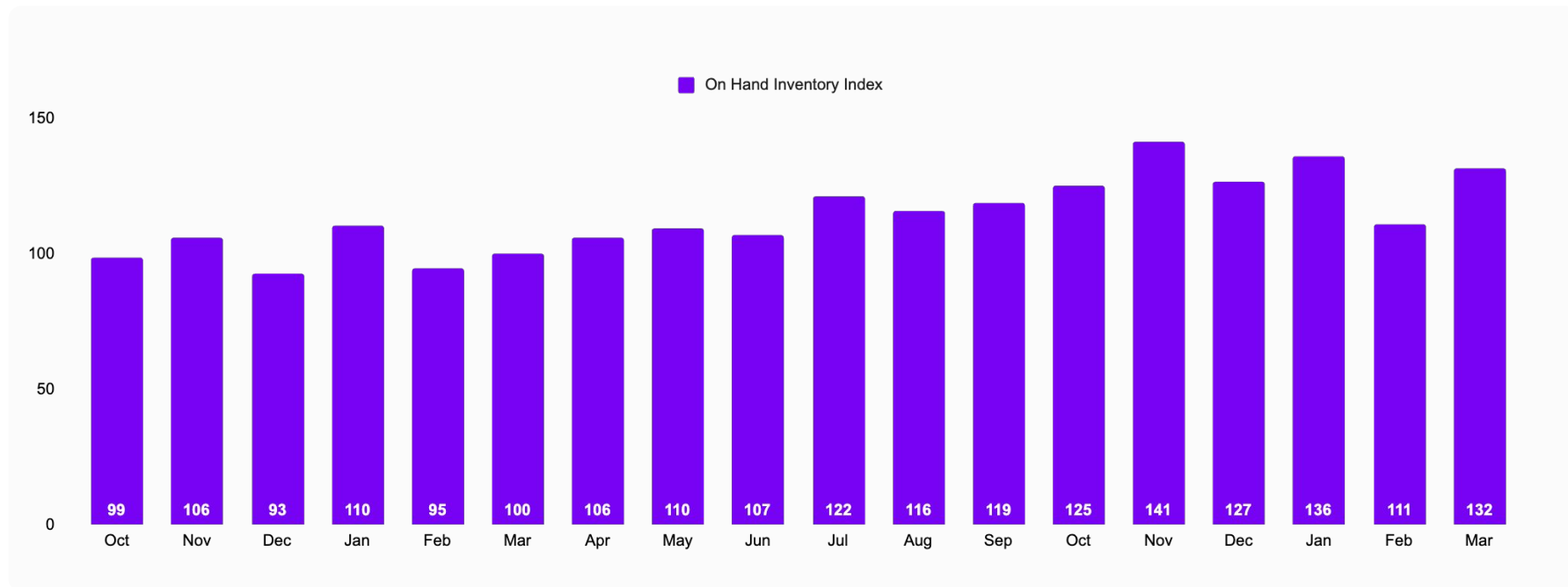
Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

# Beauty industry overview

Q1 2024 vs. Q1 2025 recap

## ON HAND INVENTORY

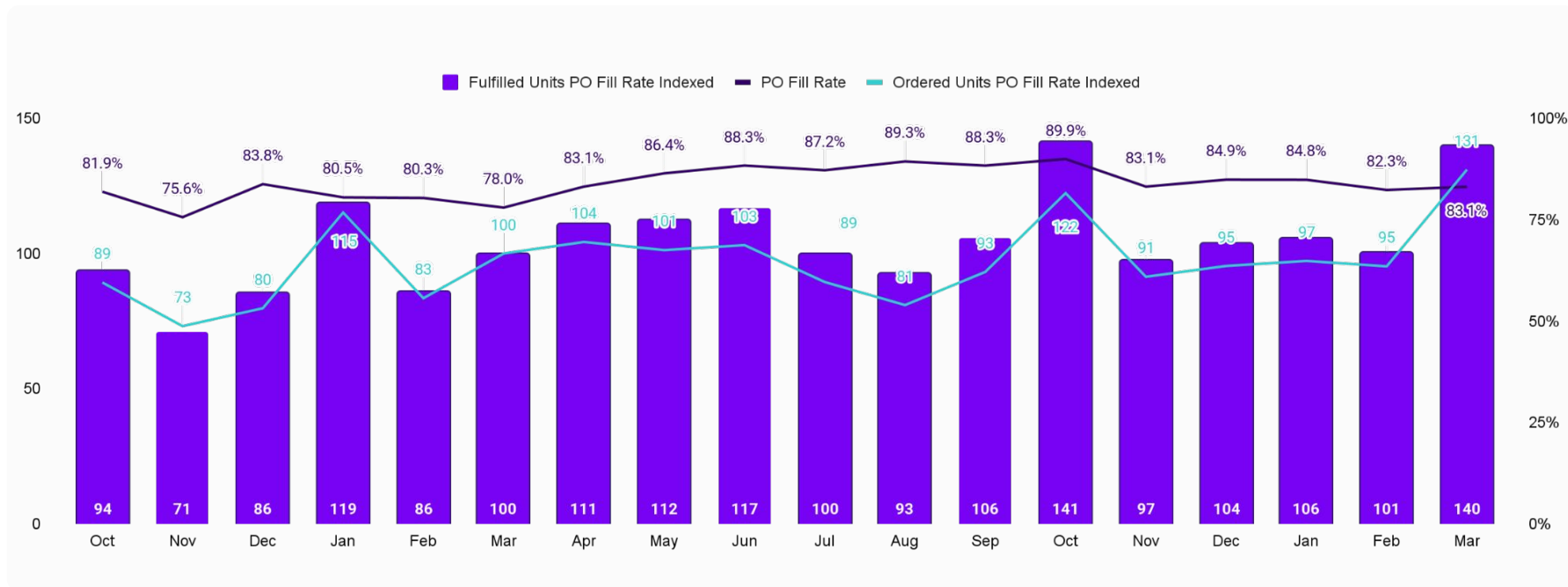
# Aggregate on hand inventory saw steady growth, increasing 28% YoY



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## FULFILLMENT

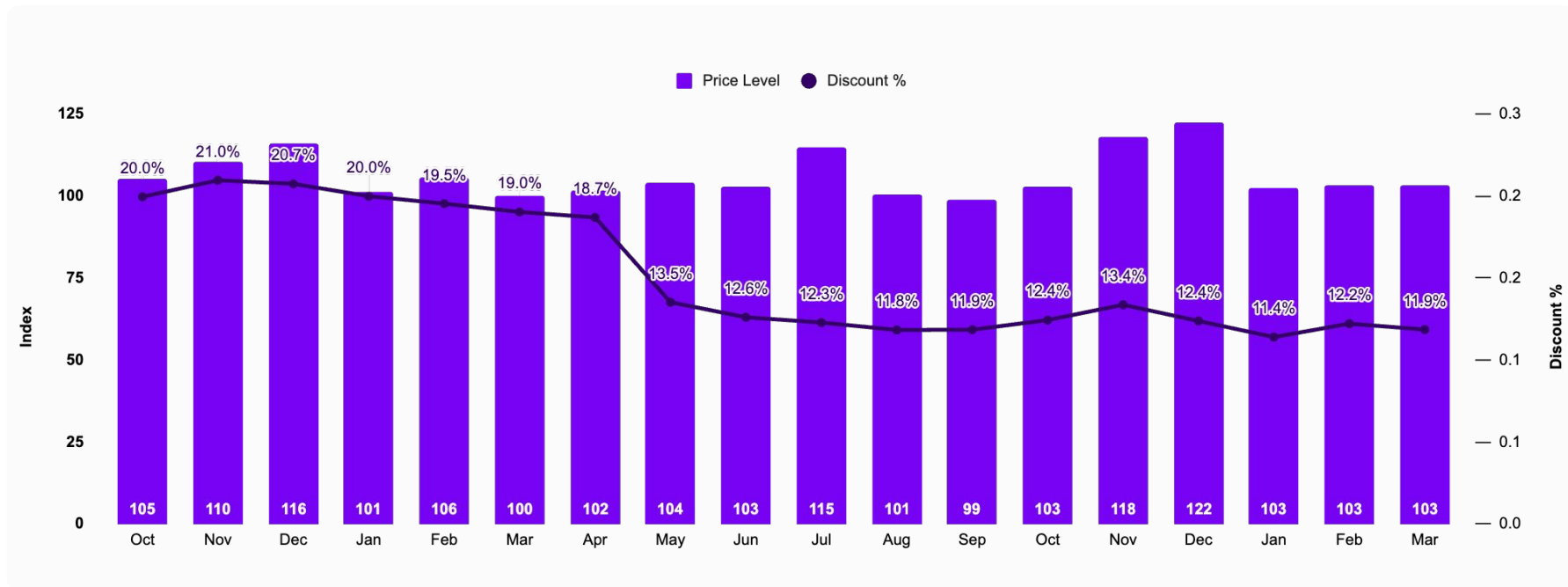
Order volume increased 40% YoY, with March order volume matching the Q4 “stock-up” period



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## PRICE LEVEL VS. DISCOUNT %

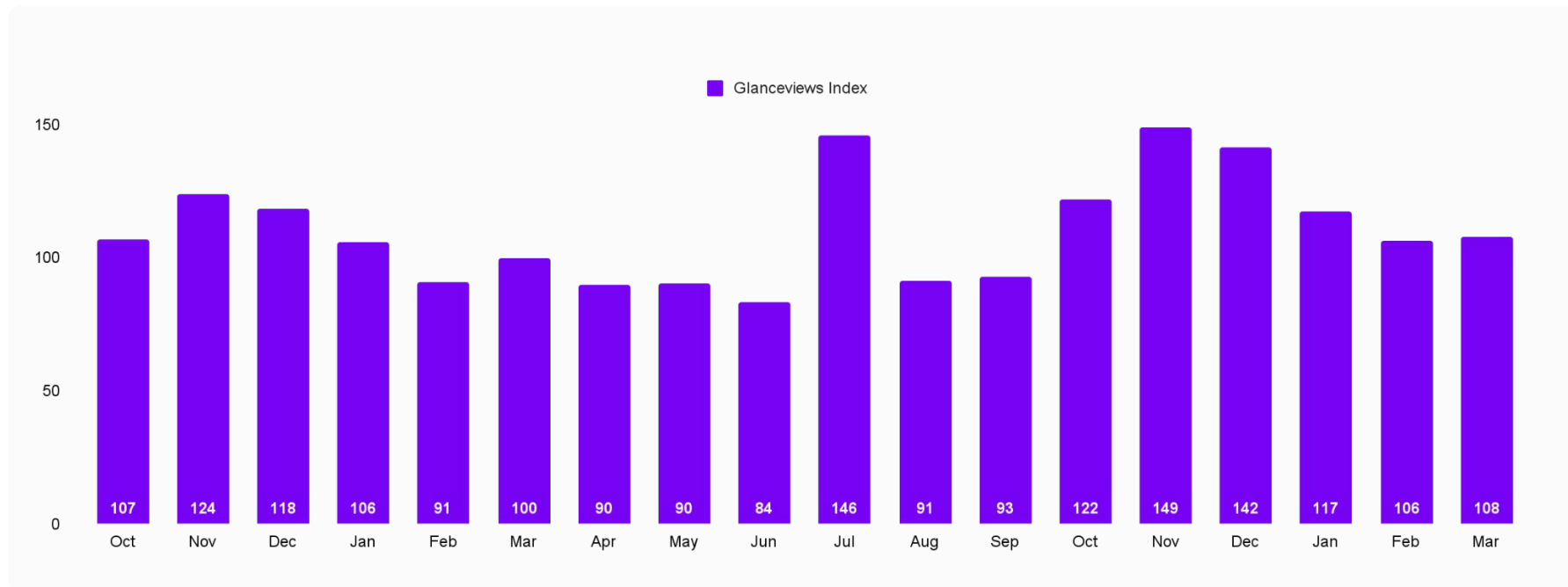
# Pricing is up 3% YoY as discounts remain below the 2024 pace



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.



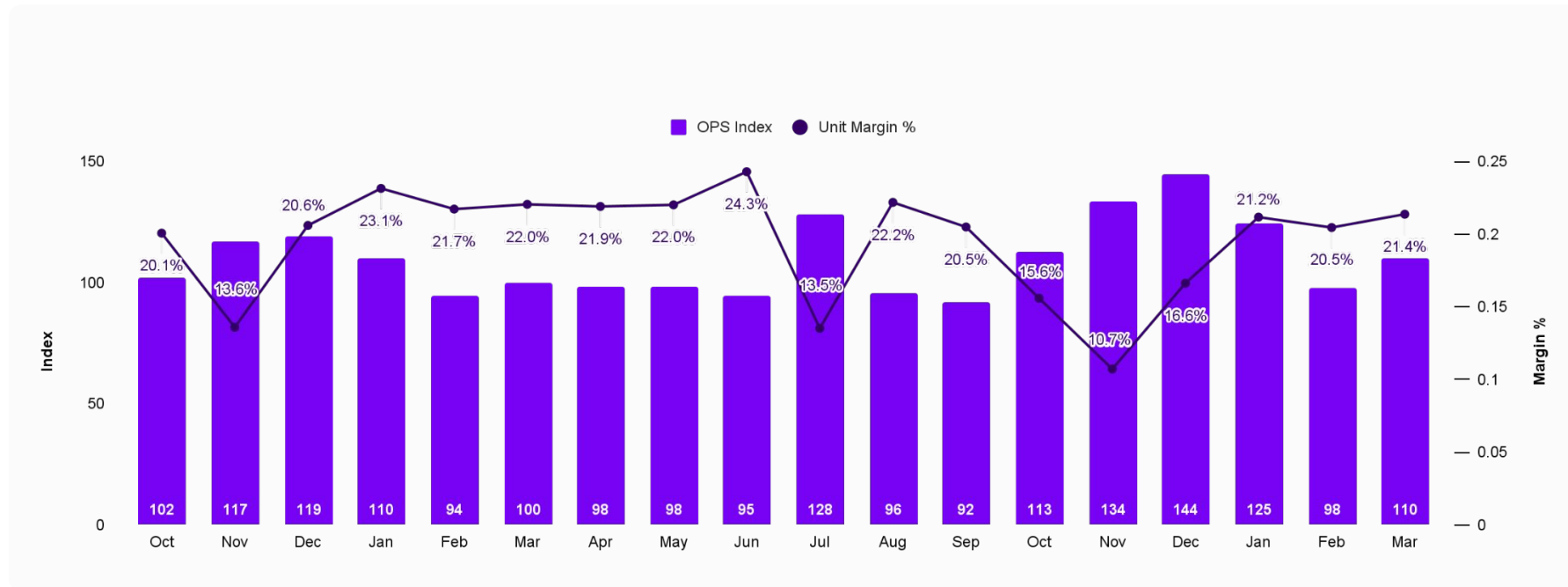
## GLANCE VIEWS

**Q1 vs. Q1 traffic increased 14% as the category continues to grow**

Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

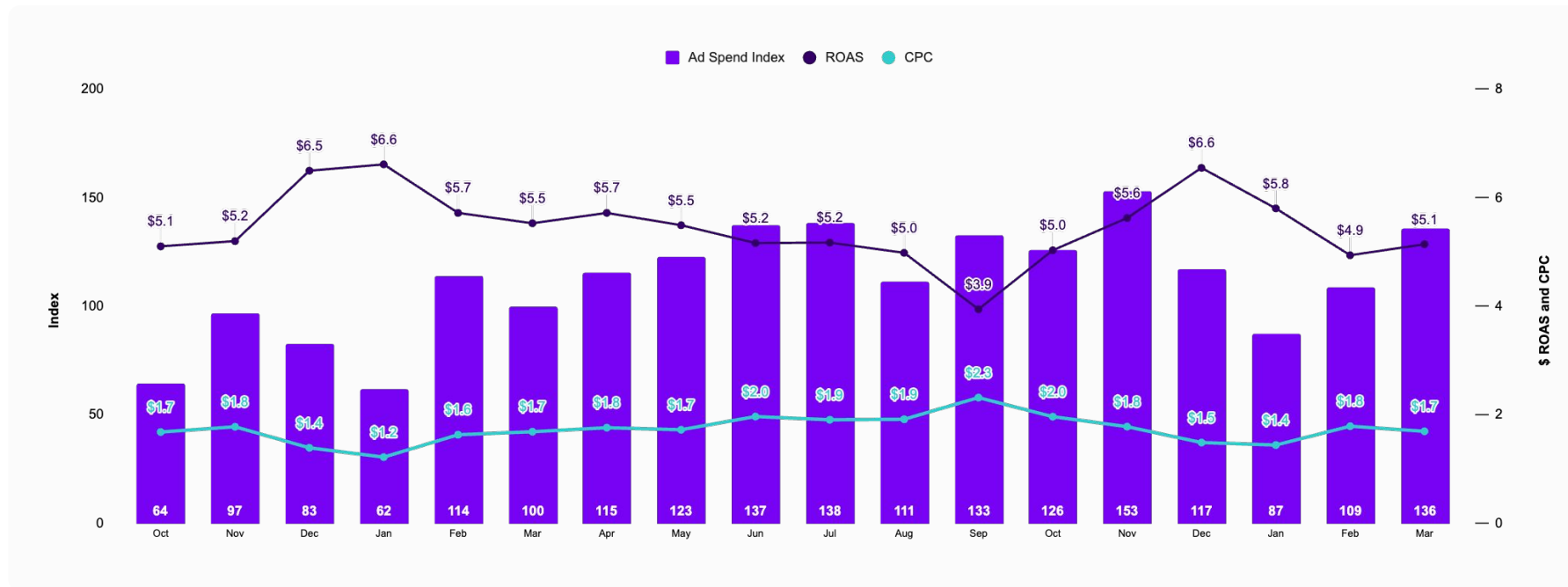
## OPS VS. UNIT MARGIN %

## Q1 vs. Q1 OPS increased 9.5% YoY as margins remain steady



AD SPEND | ROAS | CPC

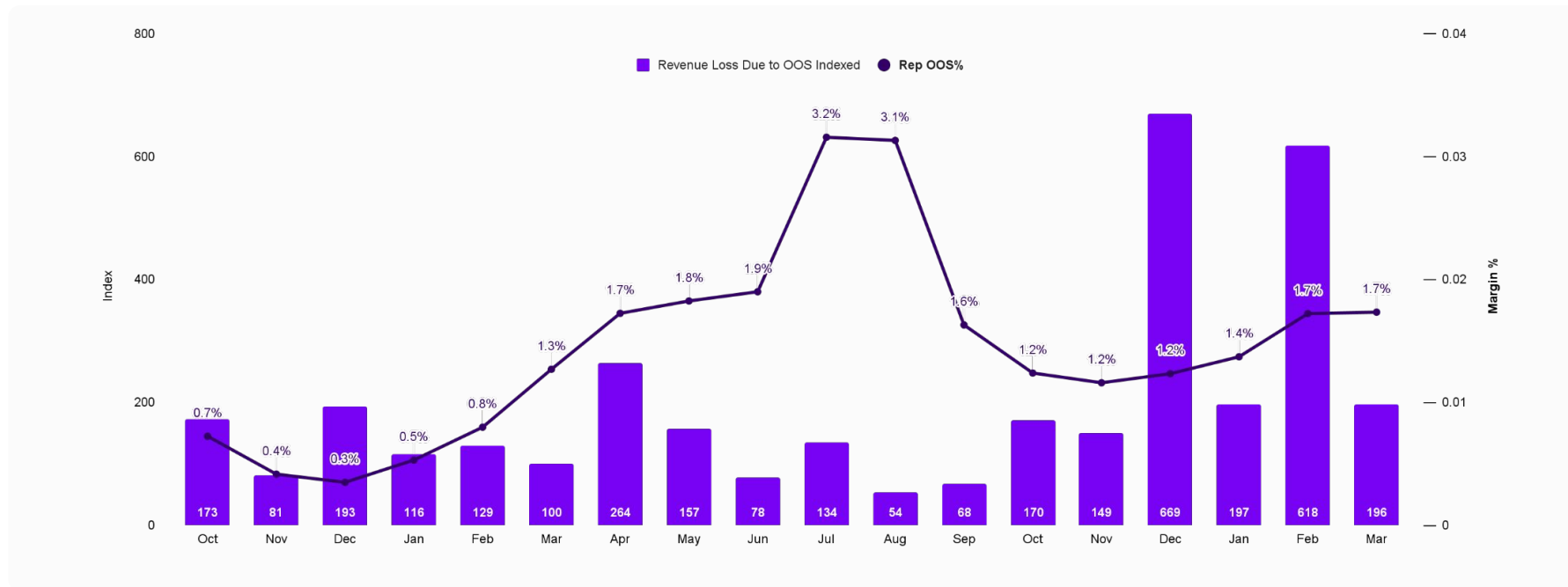
# Q1 Ad spend increased 20% YoY as CPCs remain steady & ROAS shows volatility



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## REVENUE LOSS DUE TO OOS

# Significant December & February spikes normalized in March as RepOOS% declined to 1.7%



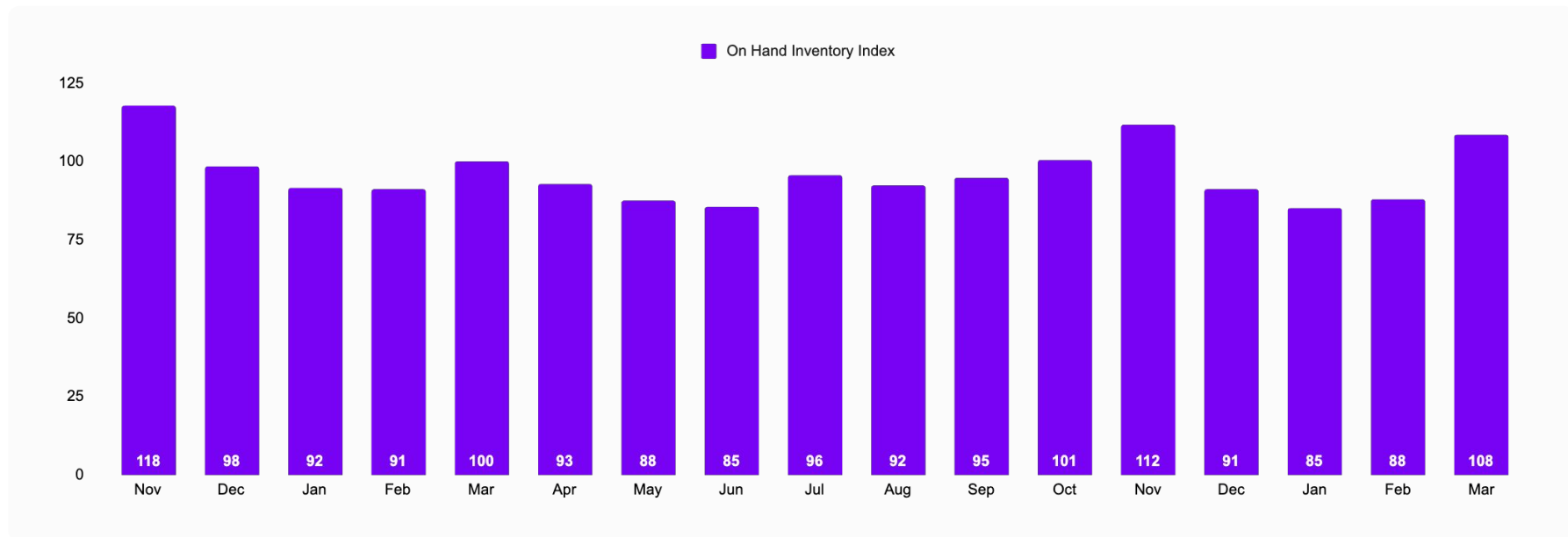
Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

# Electronics industry overview

Q1 2024 vs. Q1 2025 recap

## ON HAND INVENTORY

**Q1 vs. Q1 YoY inventory declined 1% in aggregate, but March saw an increase in advance of tariff uncertainty & improving fill rates**

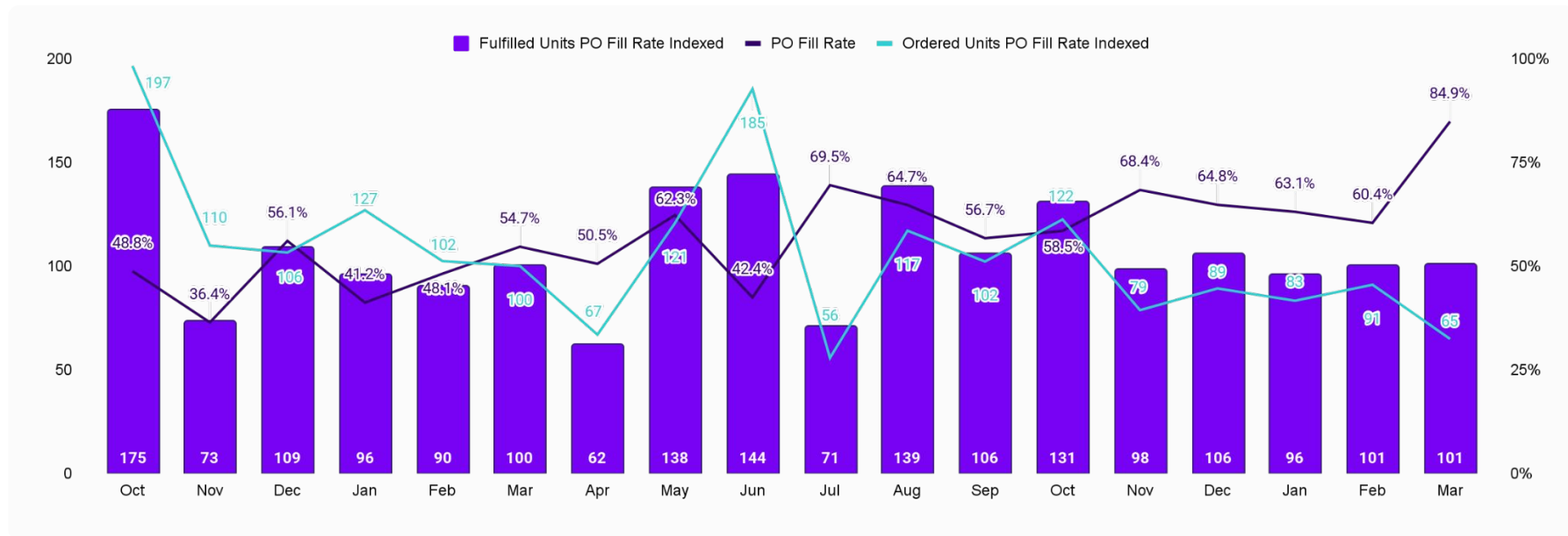


Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.



## FULFILLMENT

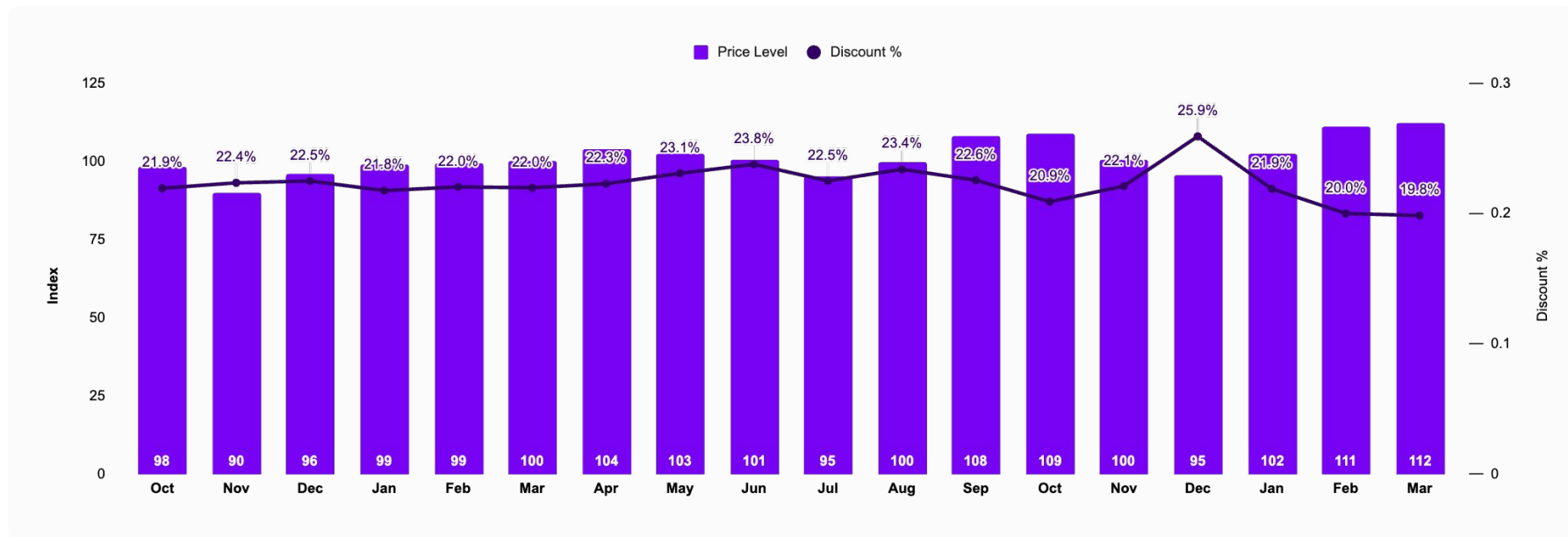
# Fill rate improved 30 points as ordered units fell 35 points, signaling lower demand met with better fulfillment



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## PRICE LEVEL VS. DISCOUNT %

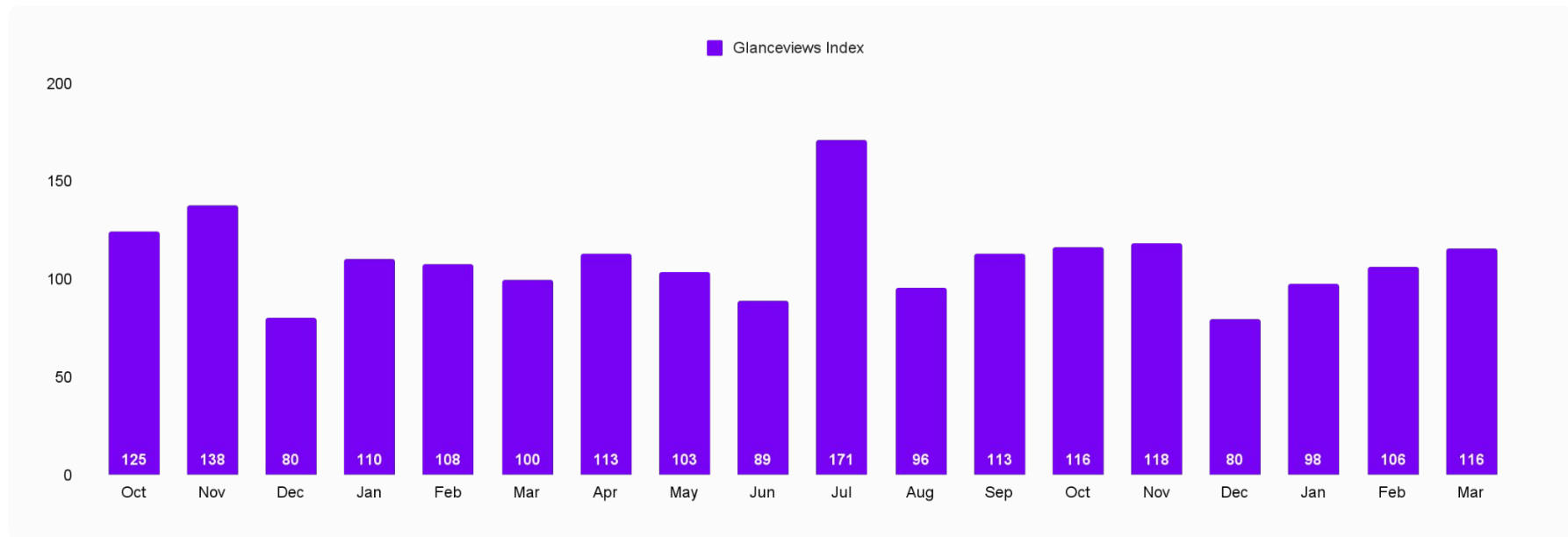
**As discounts eroded, prices ticked upward—with March '24 vs. March '25 prices rising 12% YoY**



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## GLANCE VIEWS

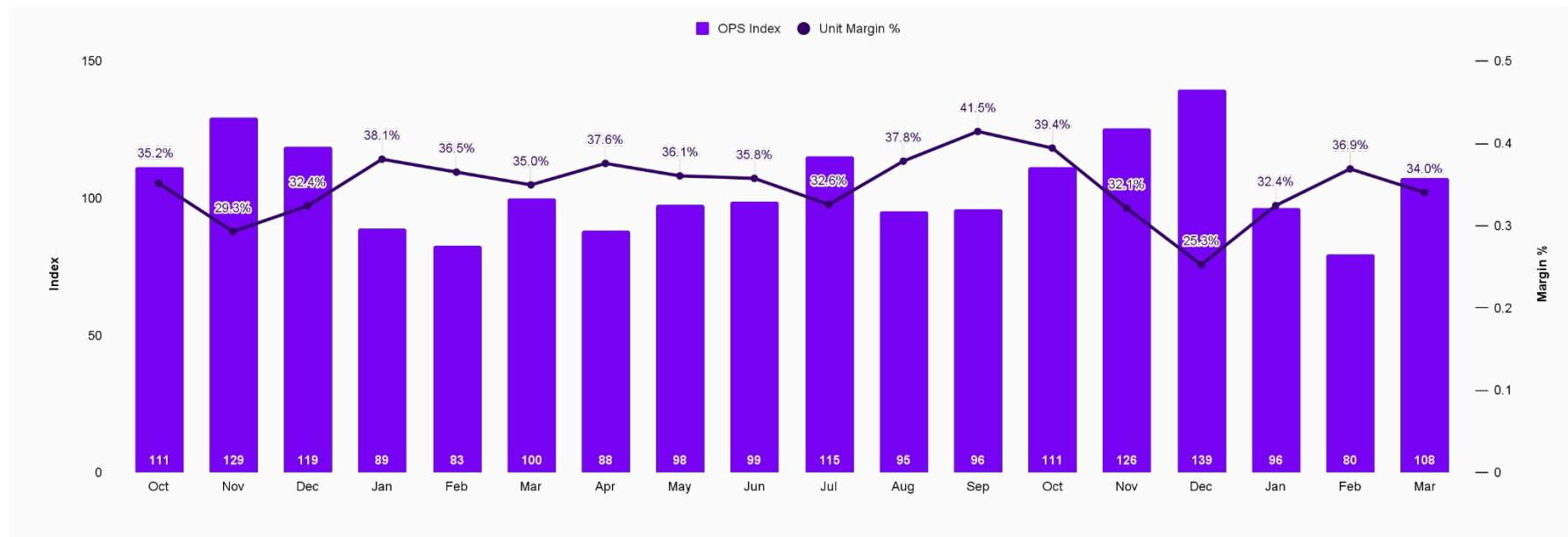
## Q1 vs. Q1 Traffic declined slightly (-1%) as rising prices offset revenue declines



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## OPS VS. UNIT MARGIN %

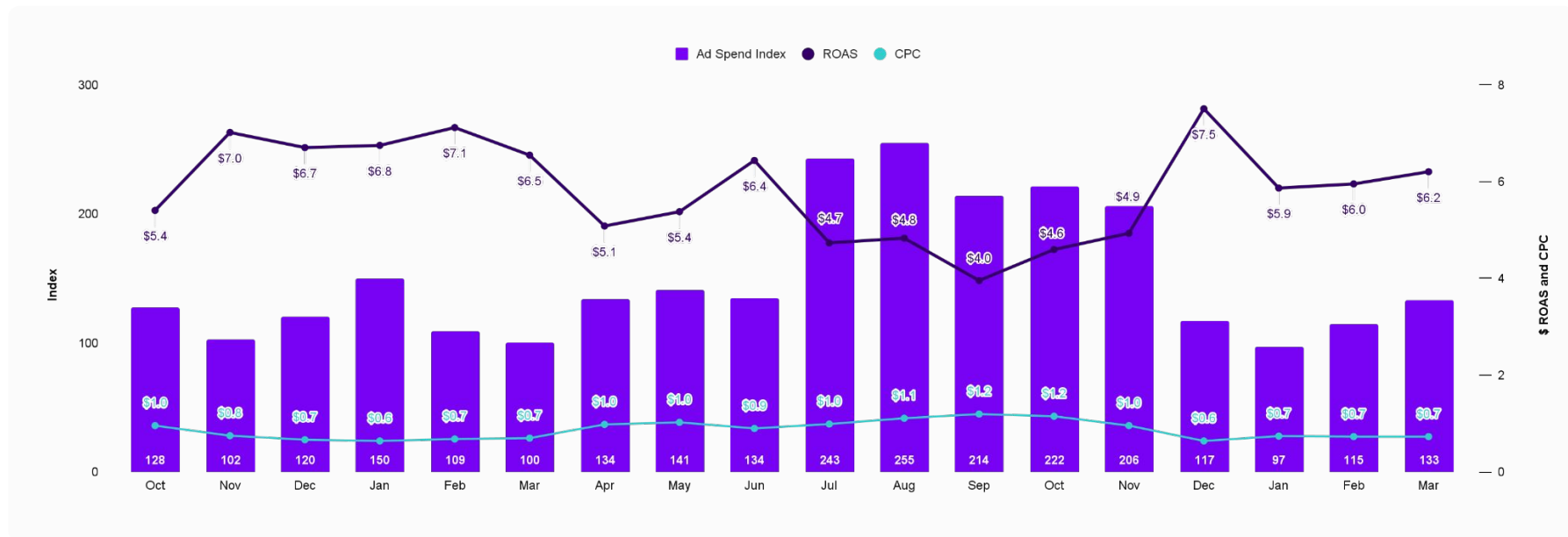
**Sales increased 4%, driven by increased selling prices as margins declined 1% YoY**



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

AD SPEND | ROAS | CPC

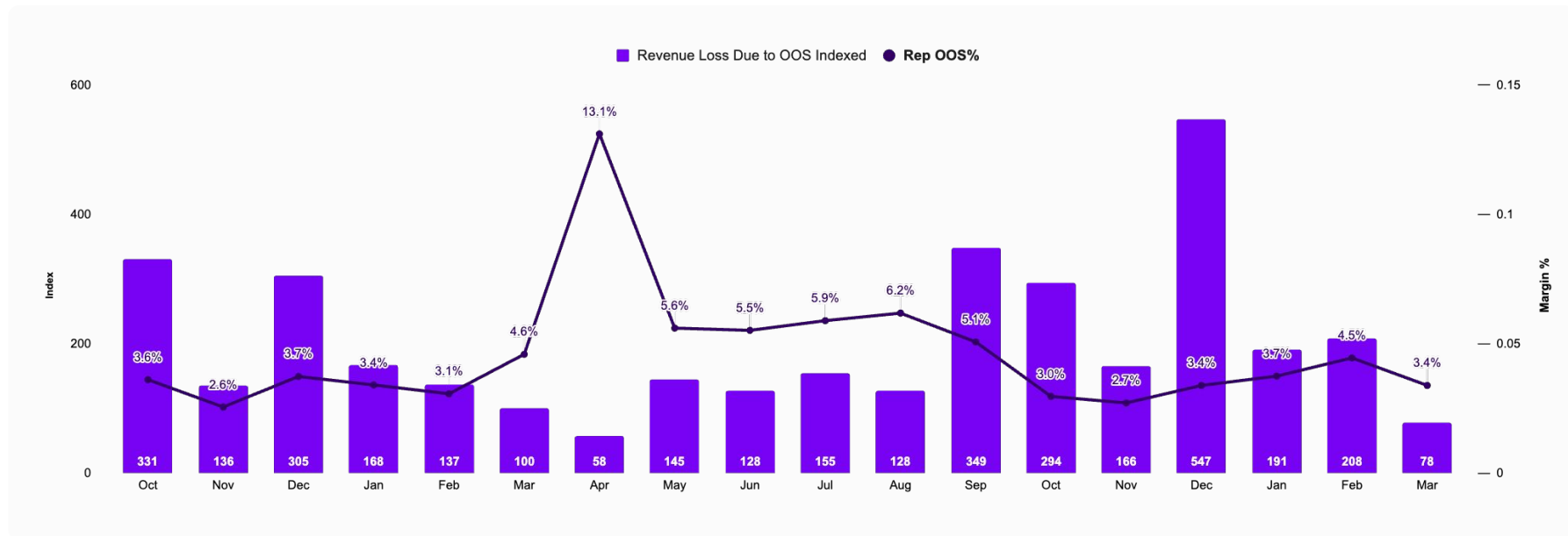
# Ad spend declined 4% YoY as ROAS & CPC remain steady



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## REVENUE LOSS DUE TO OOS

# Seasonal spikes in OOS saw a 12-month downward trend in RepOOS%



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

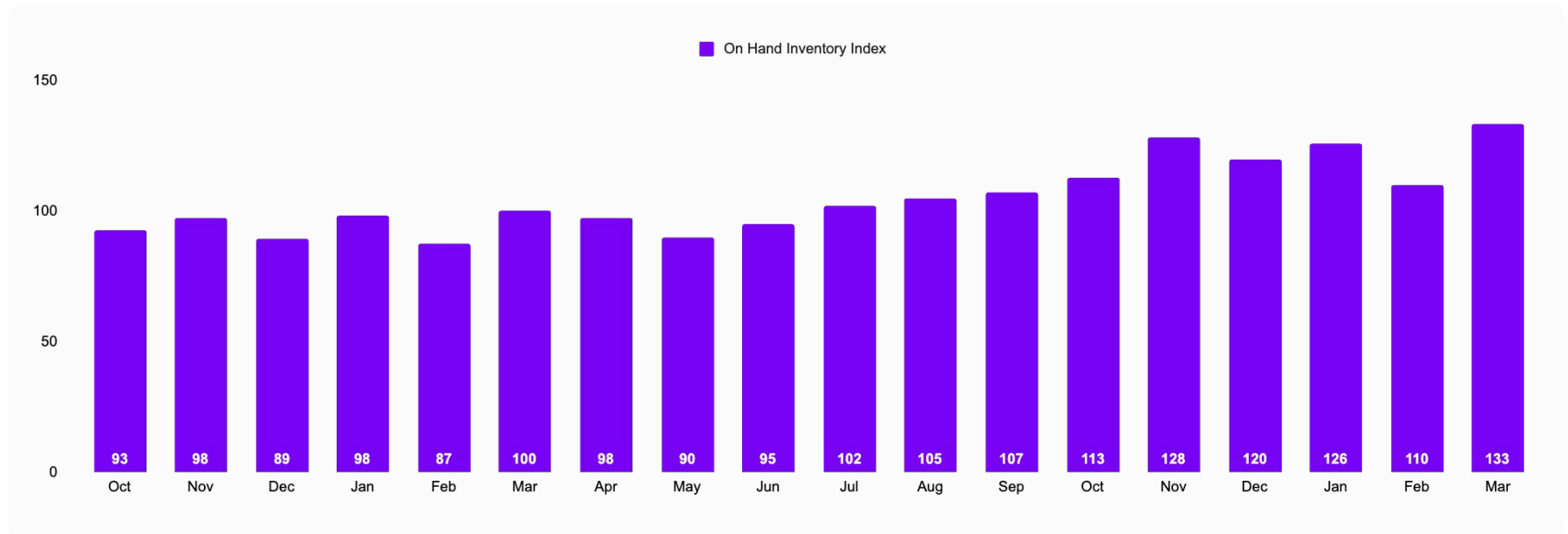


# Grocery industry overview

Q1 2024 vs. Q1 2025 recap

## ON HAND INVENTORY

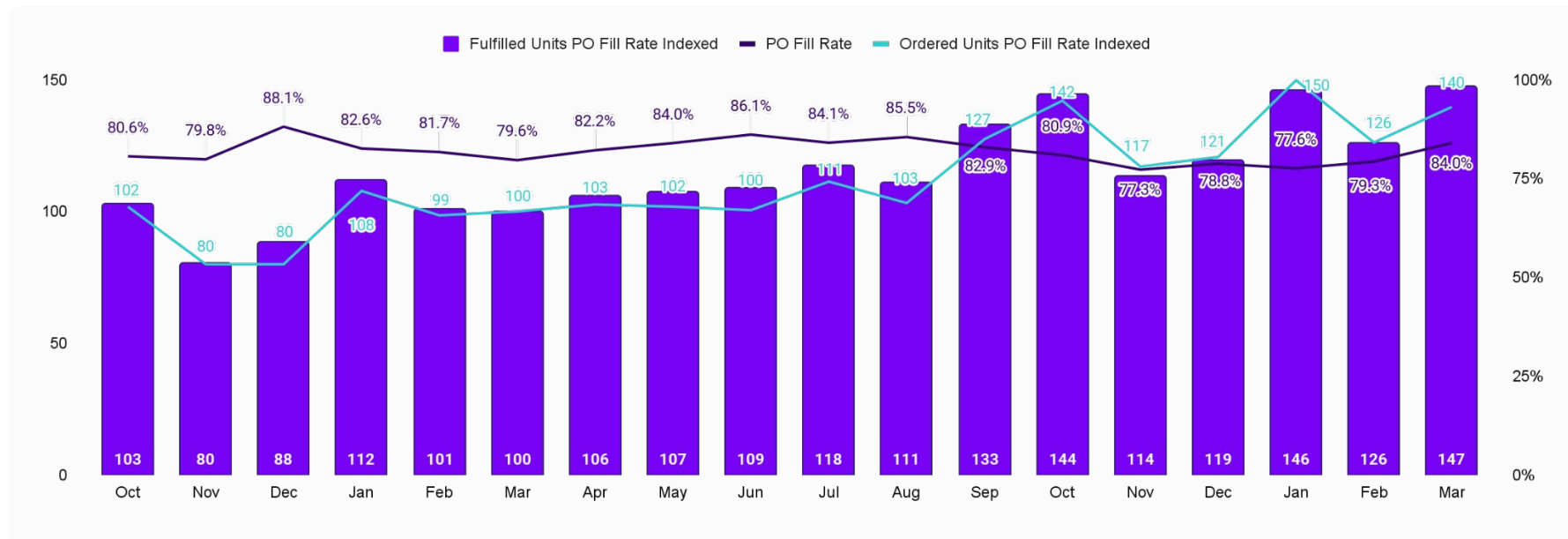
# Aggregate on hand inventory increased 29% YoY in Q1



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## FULFILLMENT

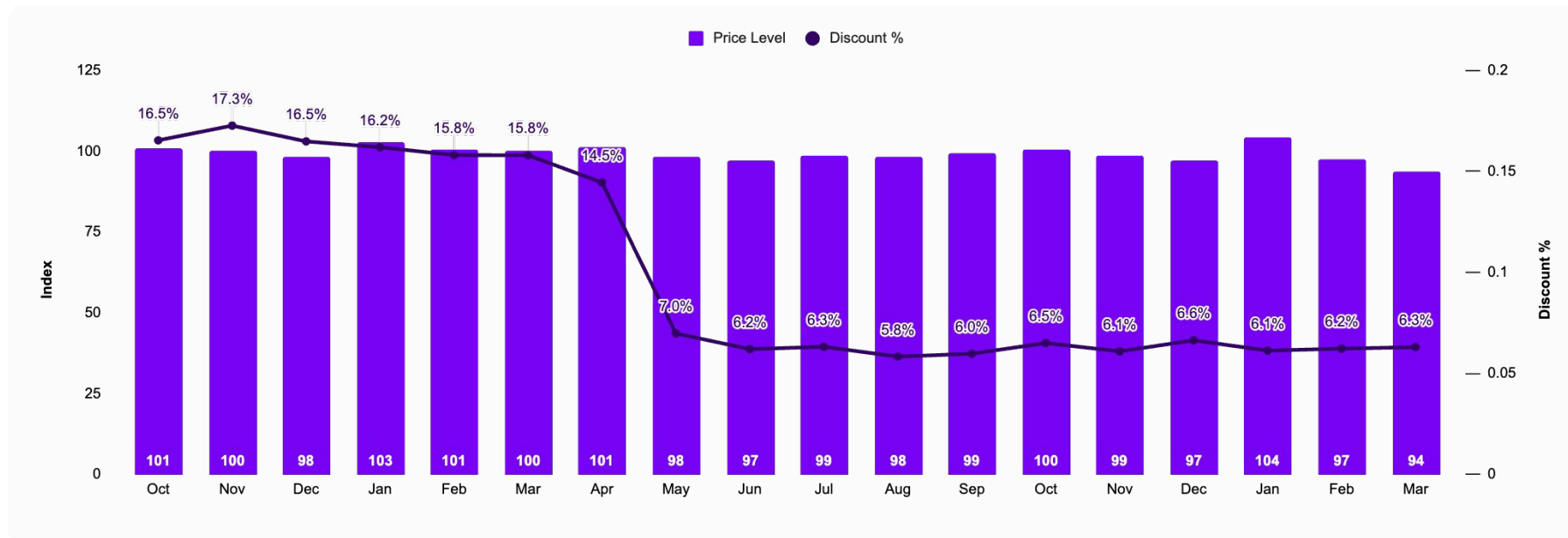
## Q1 '24 vs. Q1 '25 Filled units rose 34% as March saw a 47% spike YoY



Source: Internal data in aggregate from CommercelQ's REM Platform for Amazon users from October 2023 to March 2025.

## PRICE LEVEL VS. DISCOUNT %

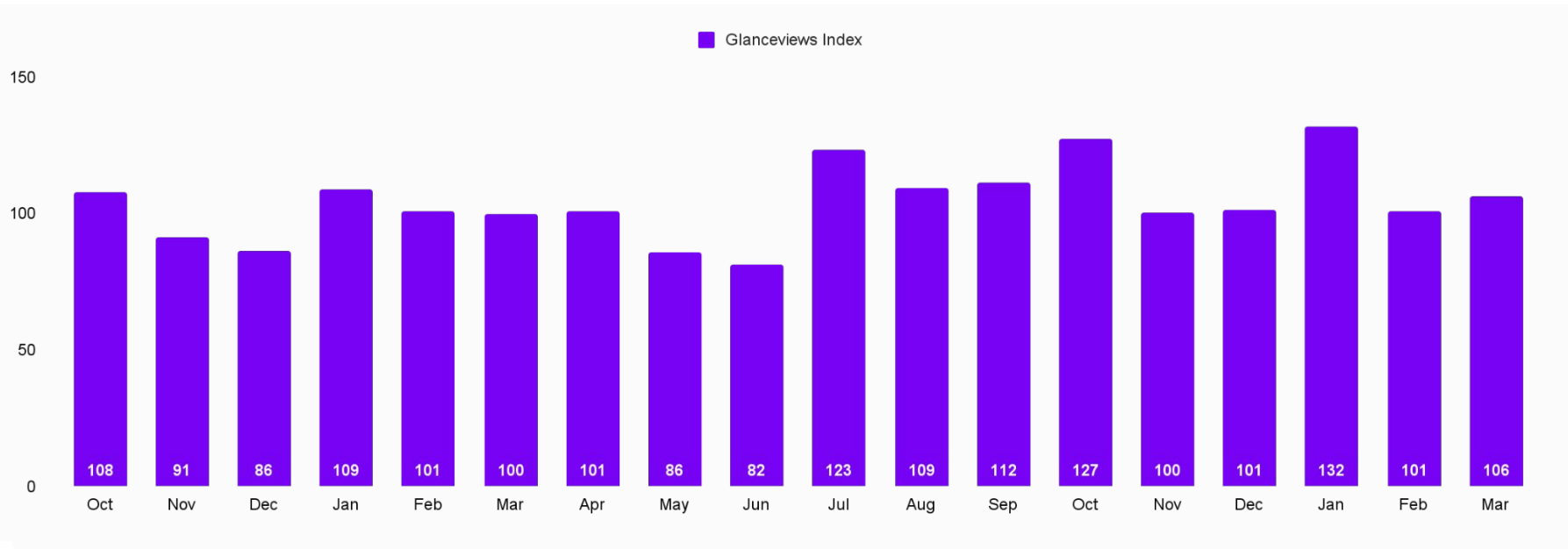
# Grocery pricing declined 6% YoY (March to March) as discounts remain low



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## GLANCE VIEWS

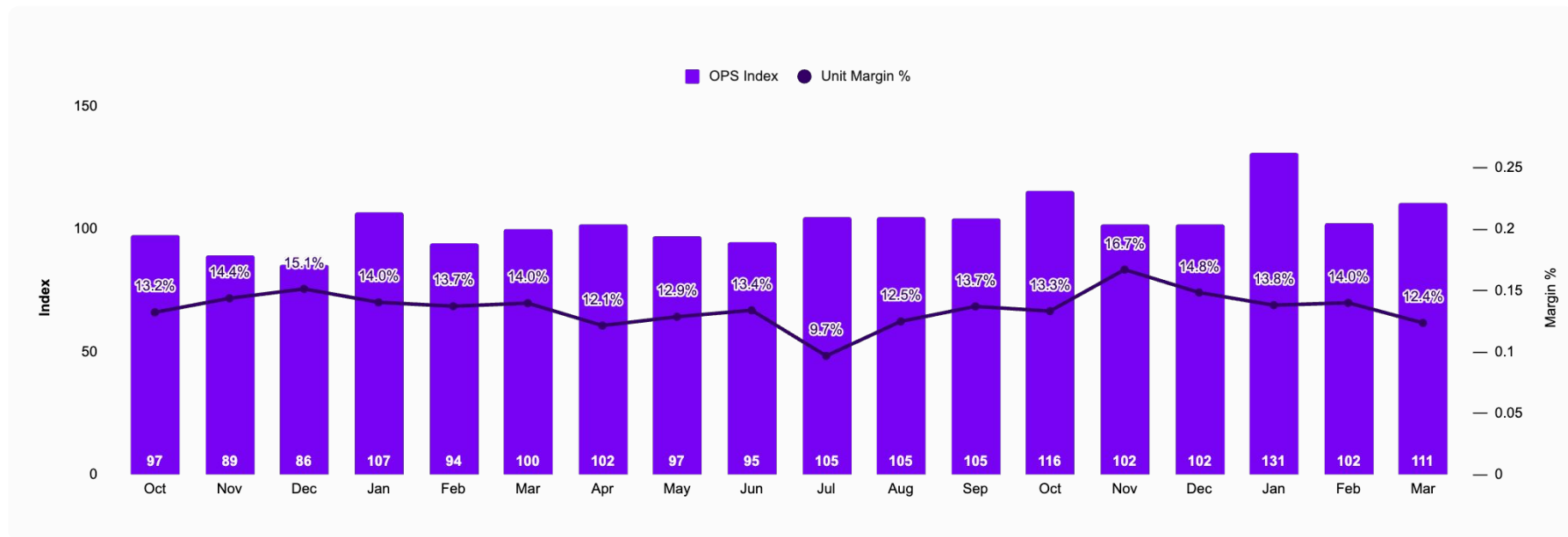
**Glance views increased 9.4% YoY (Q1 vs. Q1) as category demand shows growth**



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## OPS VS. UNIT MARGIN %

## Category sales grew 14% YoY as margins remain steady

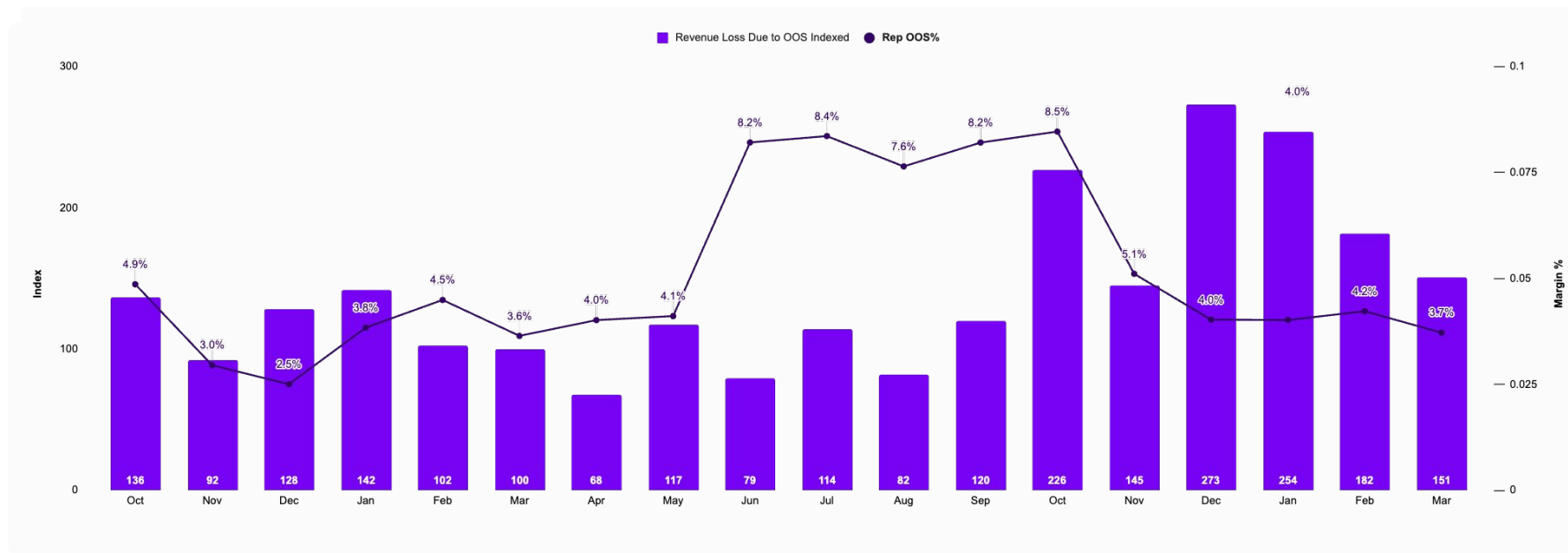


Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.



## REVENUE LOSS DUE TO OOS

# Revenue loss due to OOS increased 70% in Q1 YoY as the category continues to grow



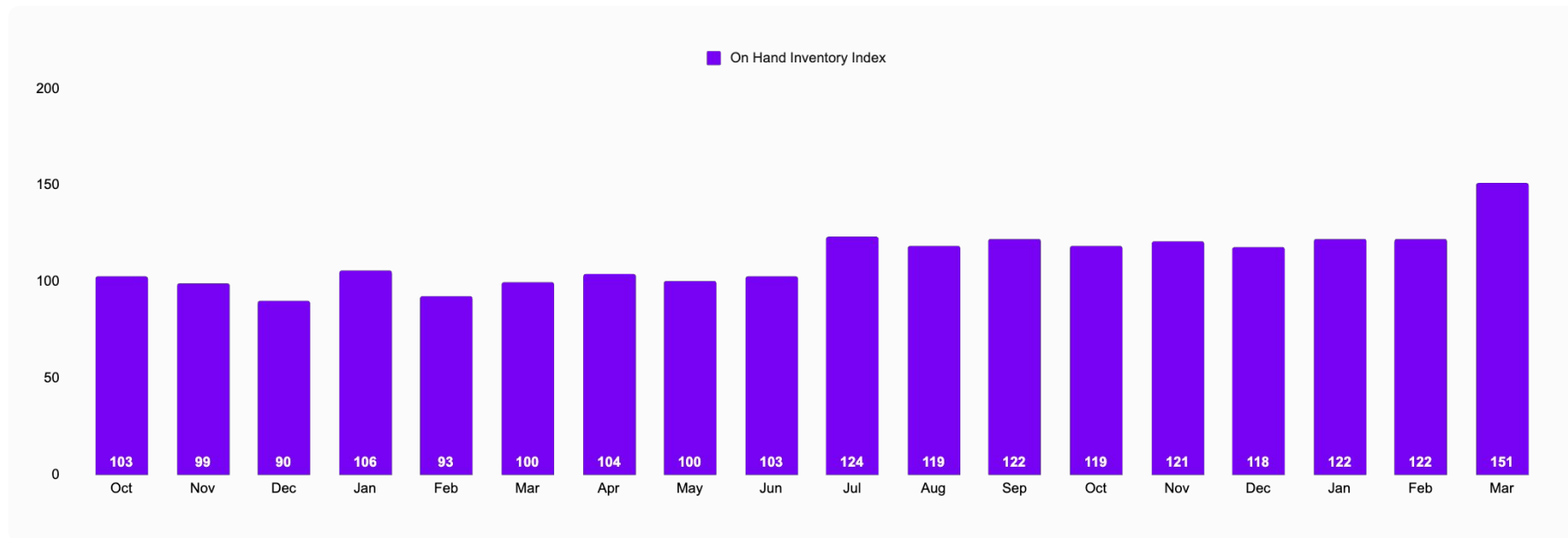
Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

# Health & Personal Care industry overview

Q1 2024 vs. Q1 2025 recap

## ON HAND INVENTORY

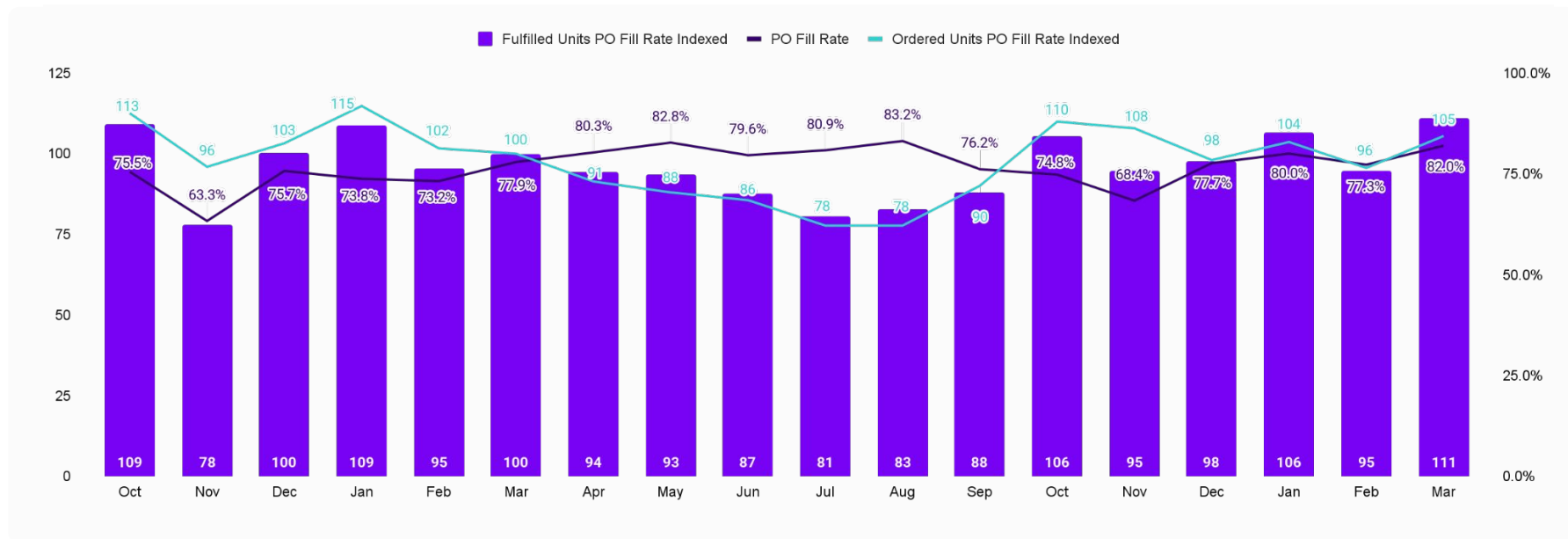
# Q1 '24 vs. Q1 '25 Saw aggregate inventory growth of +32%, as the category continues to grow



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## FULFILLMENT

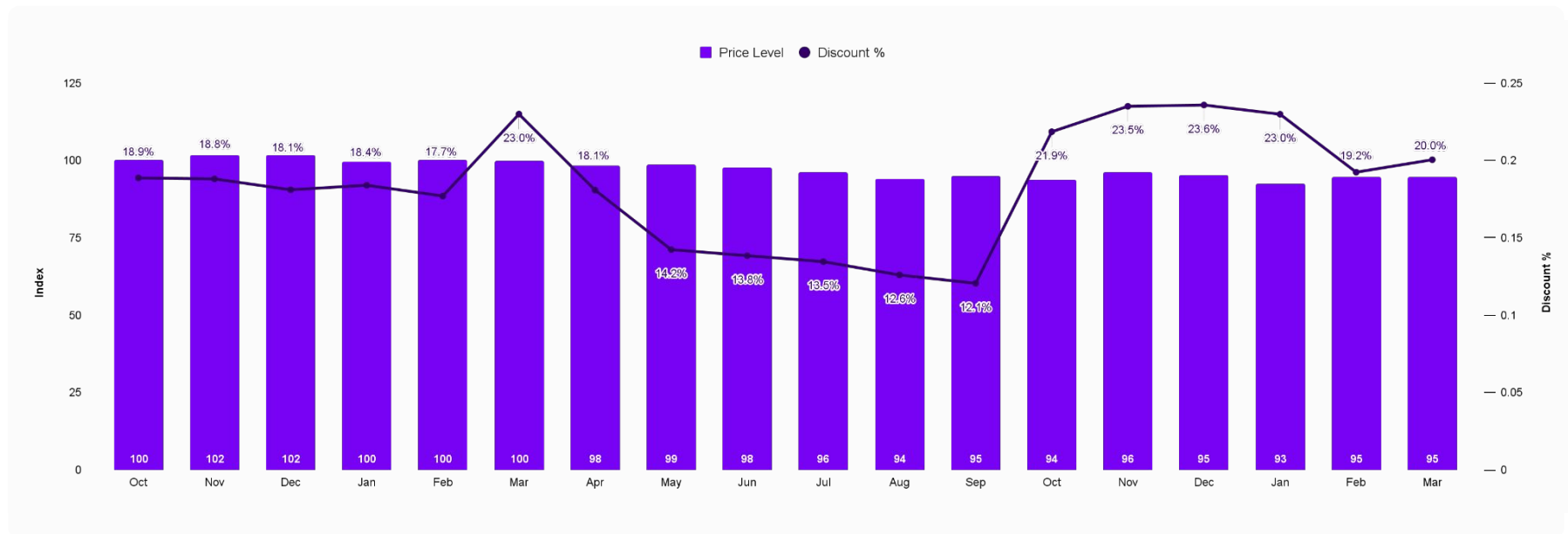
## Filled units increased 2.6% YoY in Q1, and fill rates show steady improvement



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## PRICE LEVEL VS. DISCOUNT %

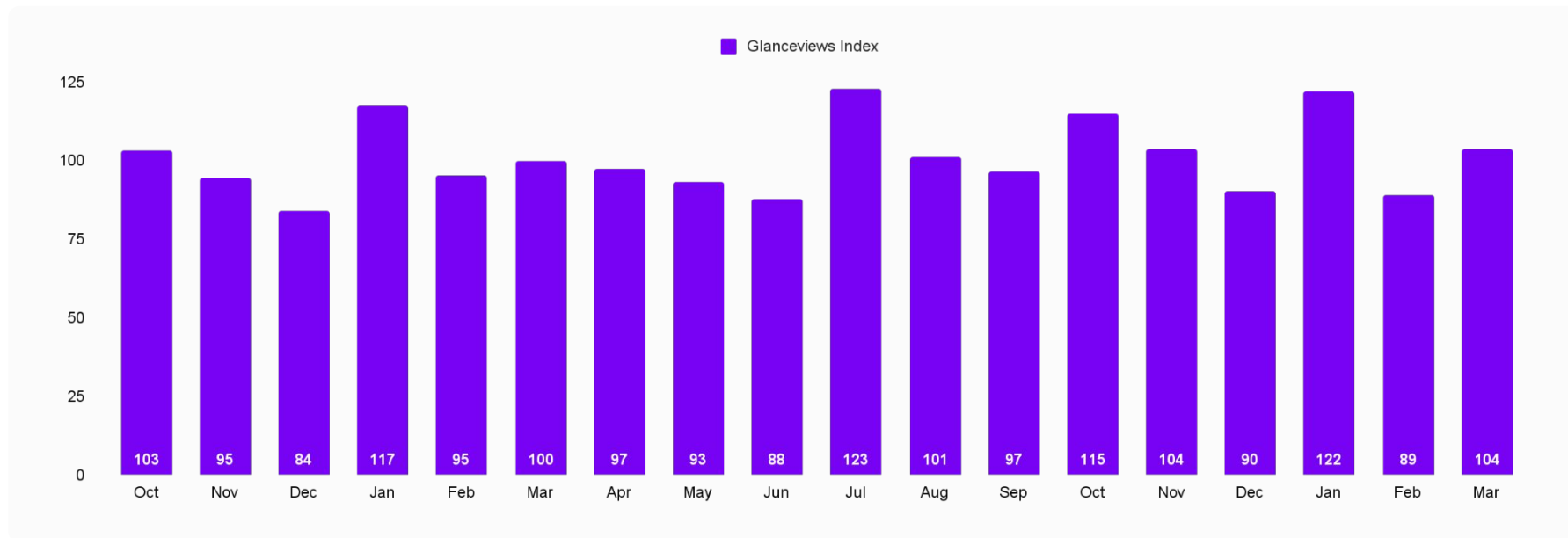
# ASP fell by 5% YoY in March—and unlike other categories, discount rate increased



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## GLANCE VIEWS

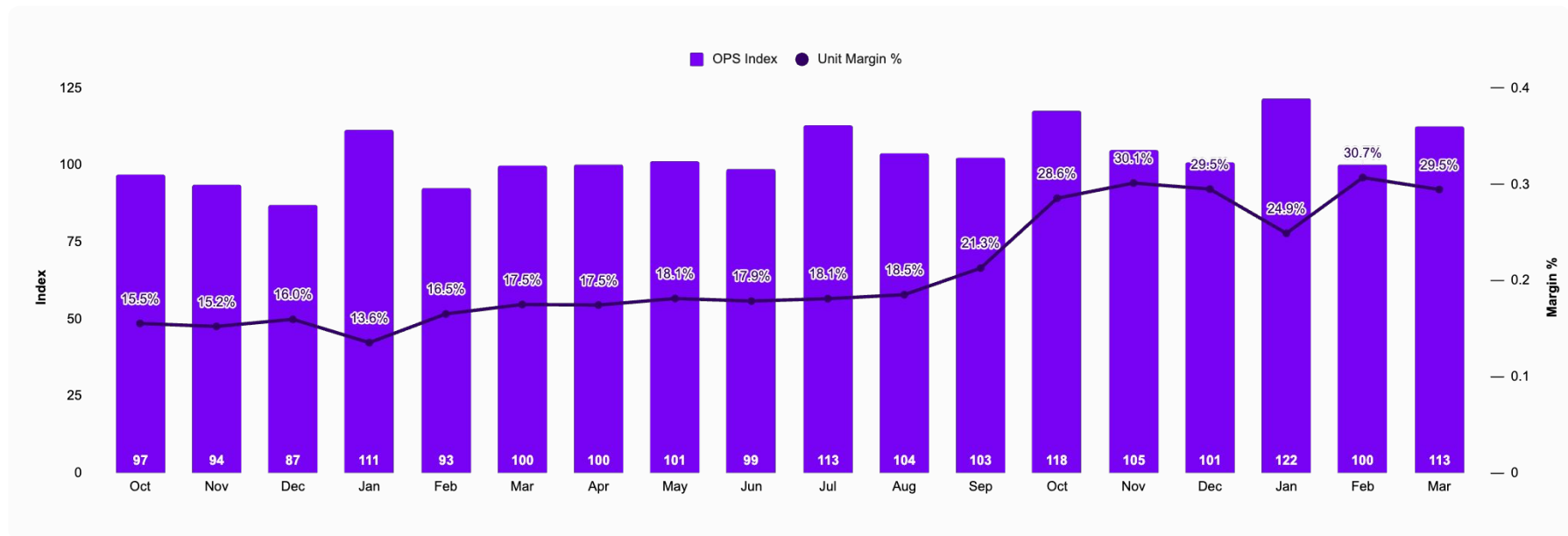
# Traffic increased 1% in the first quarter, up 4% in March YoY



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## OPS VS. UNIT MARGIN %

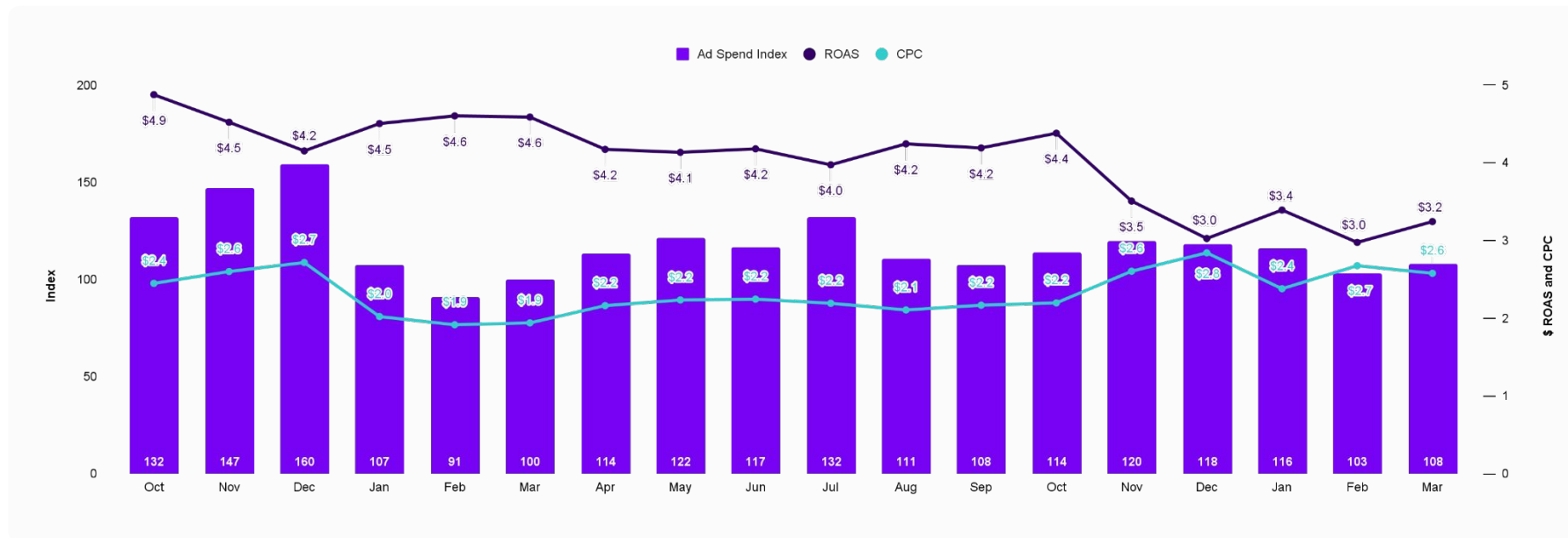
**March 2025 saw an uplift in gross margin of 12.5%, continuing an 18-month positive trend**



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## AD SPEND | ROAS | CPC

**Category ad spend increased 10% YoY in Q1 as ROAS declined by 30% (March vs March), continuing a downward trend**

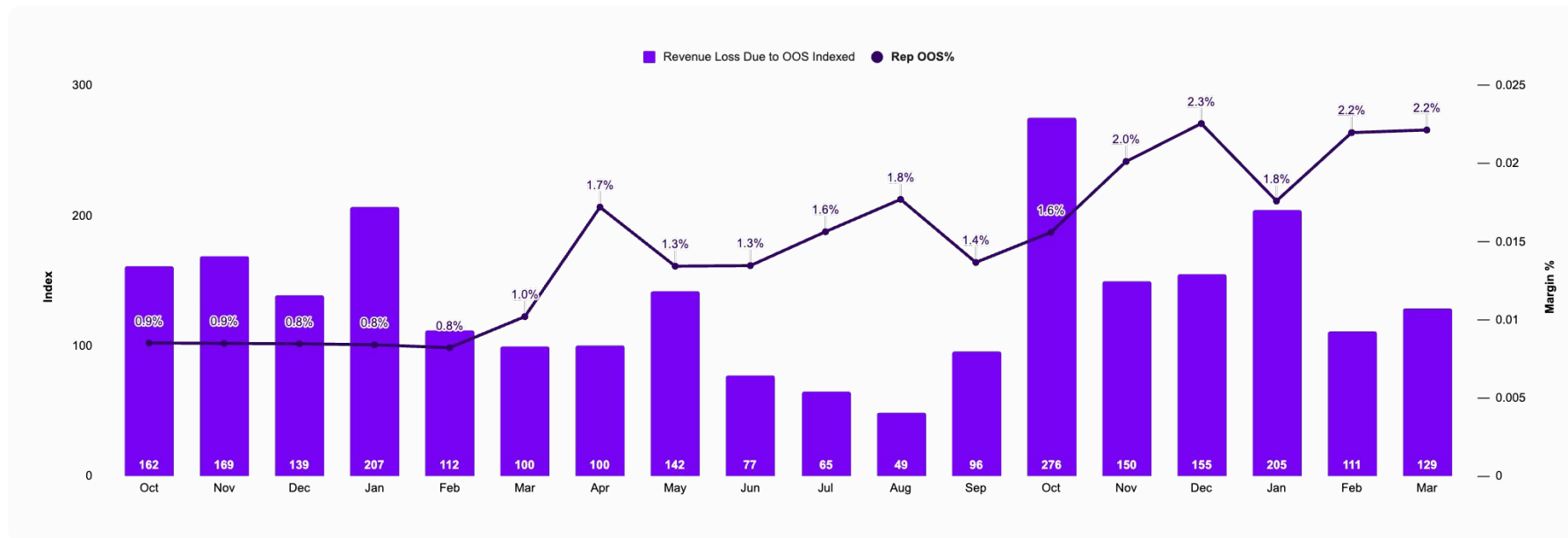


Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.



## REVENUE LOSS DUE TO OOS

The category continues an 18-month upward trend in RepOOS% as Q1 revenue loss increased 6% YoY



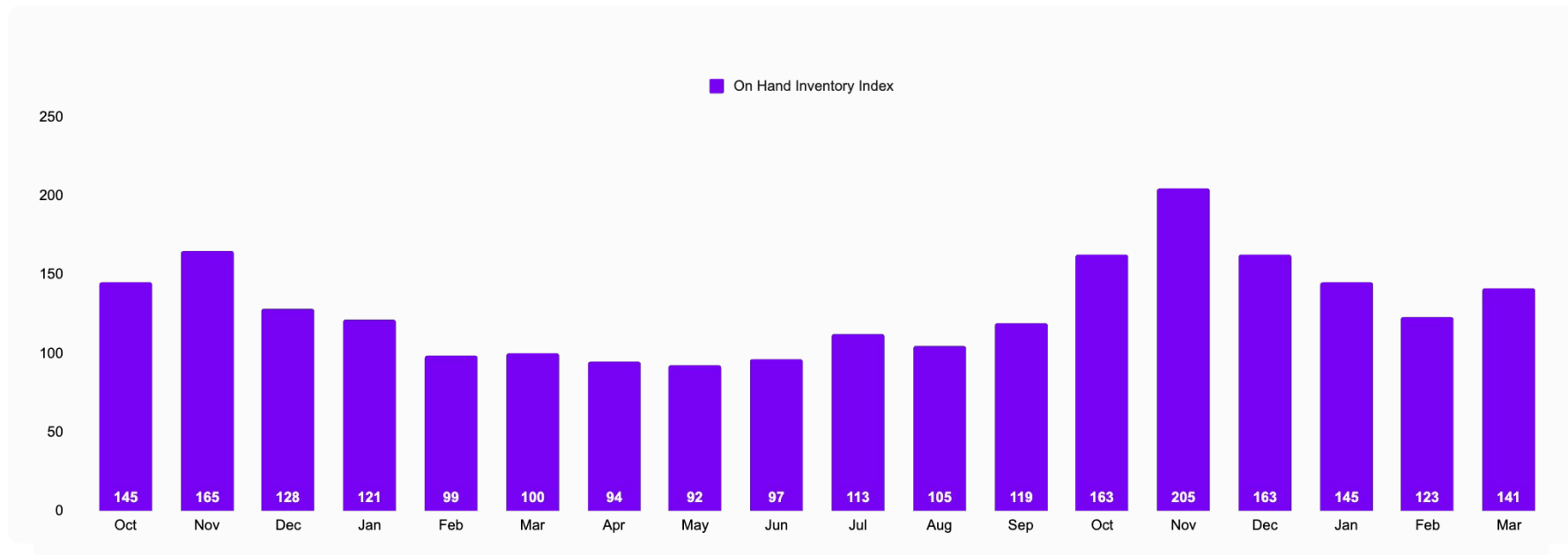
Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

# Home & Kitchen industry overview

Q1 2024 vs. Q1 2025 recap

## ON HAND INVENTORY

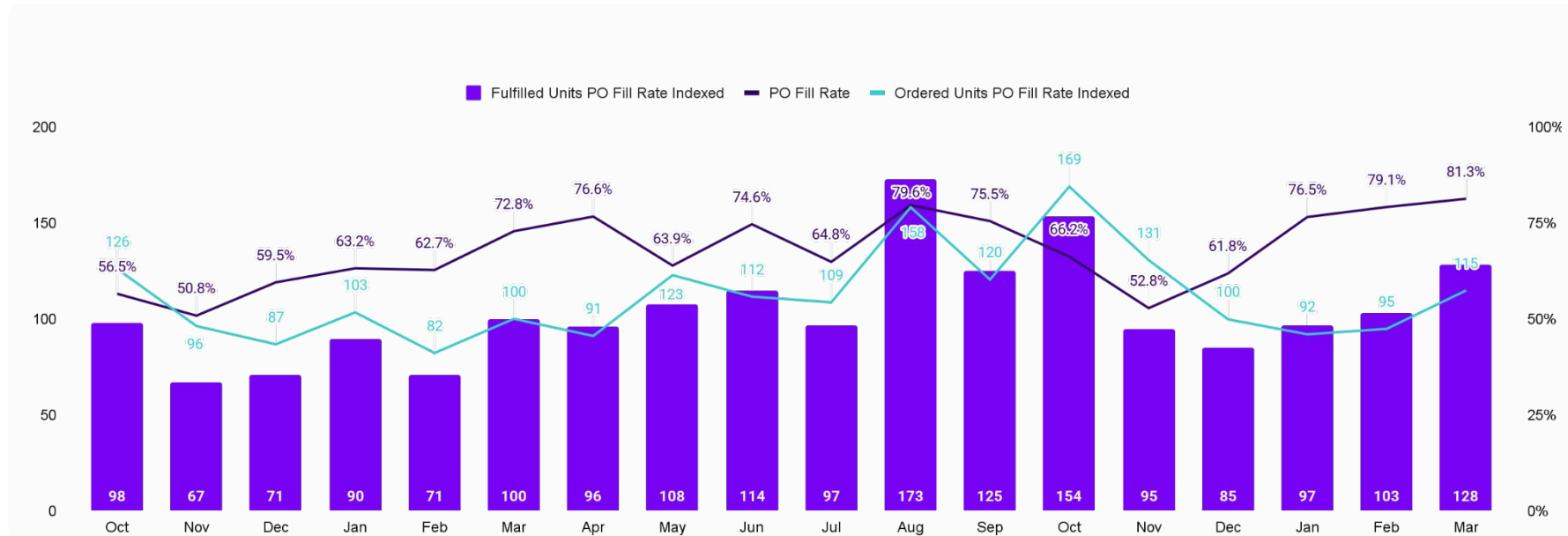
# Inventory rose 28% YoY in Q1 2025 with a March increase of 41% YoY



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## FULFILLMENT

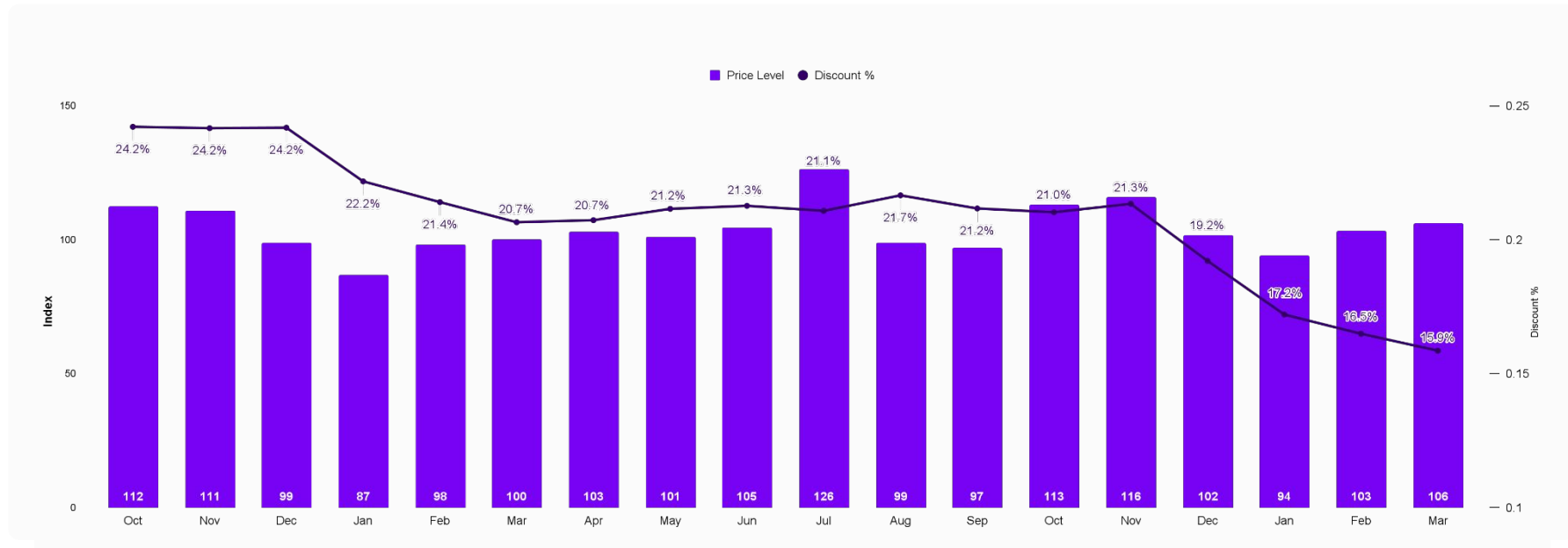
# Filled units increased 26% YoY in Q1 2025 as category fill rate continues to rise



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## PRICE LEVEL VS. DISCOUNT %

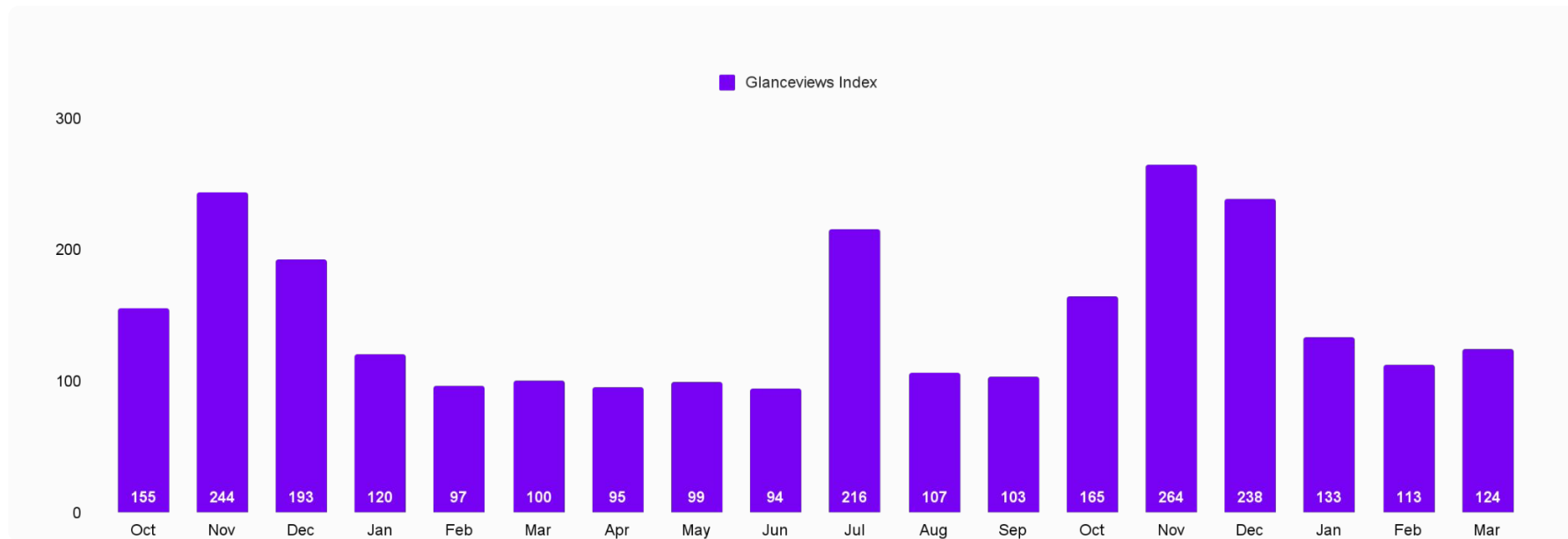
# Prices increased 6% YoY in March, as discounts continue an 18-month decline



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## GLANCE VIEWS

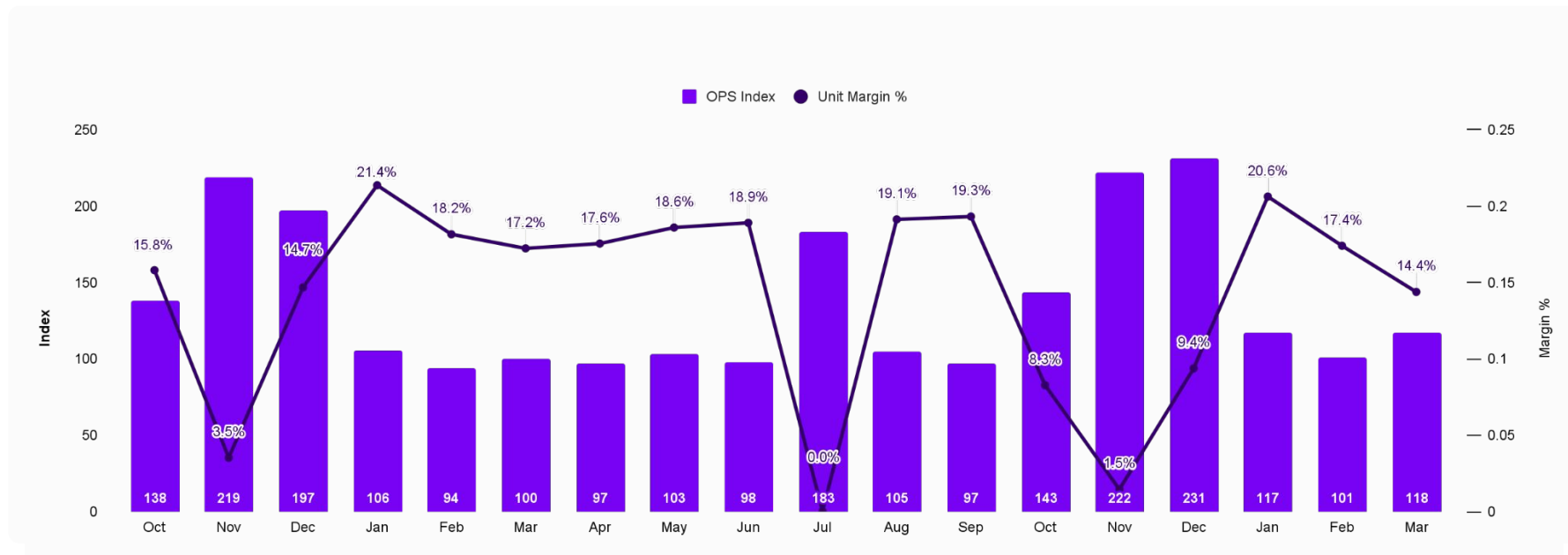
**Q1 Glance views increased 17% YoY, up 24% in March YoY—meanwhile, tentpole events continue to drive 2X baseline category traffic**



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## OPS VS. UNIT MARGIN %

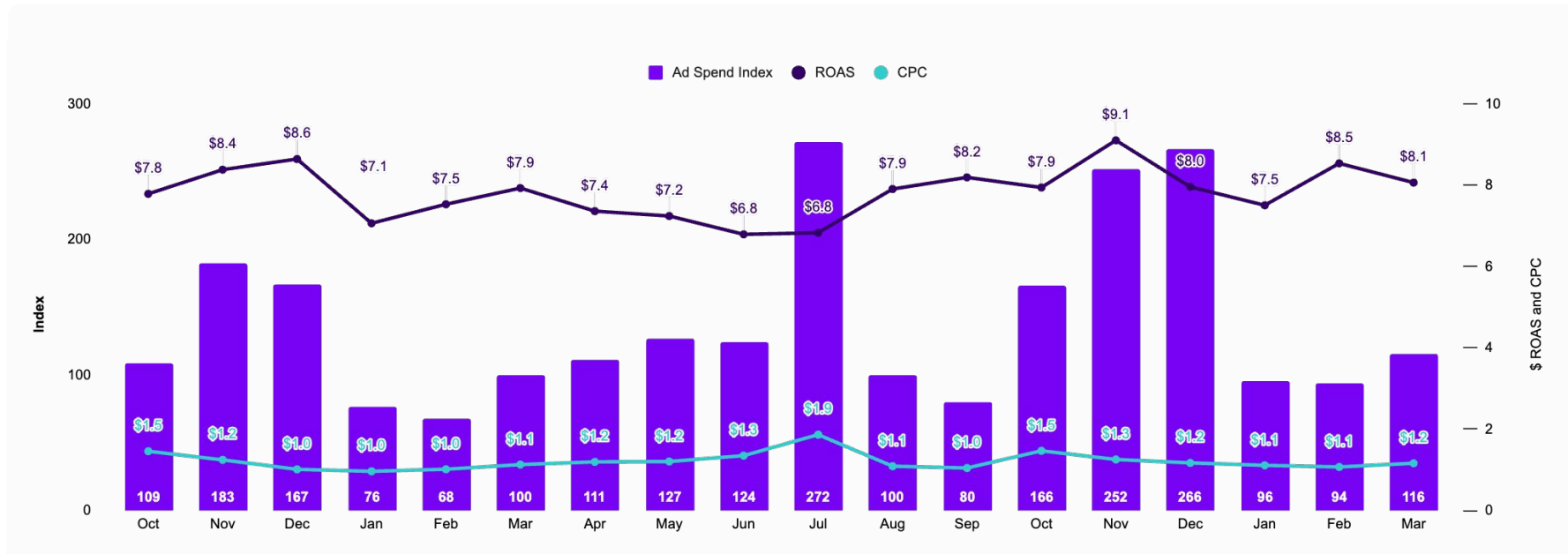
**Q1 2025 OPS increased 12% YoY, up 18% YoY in March—with high variability in unit margin during peak periods**



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## AD SPEND | ROAS | CPC

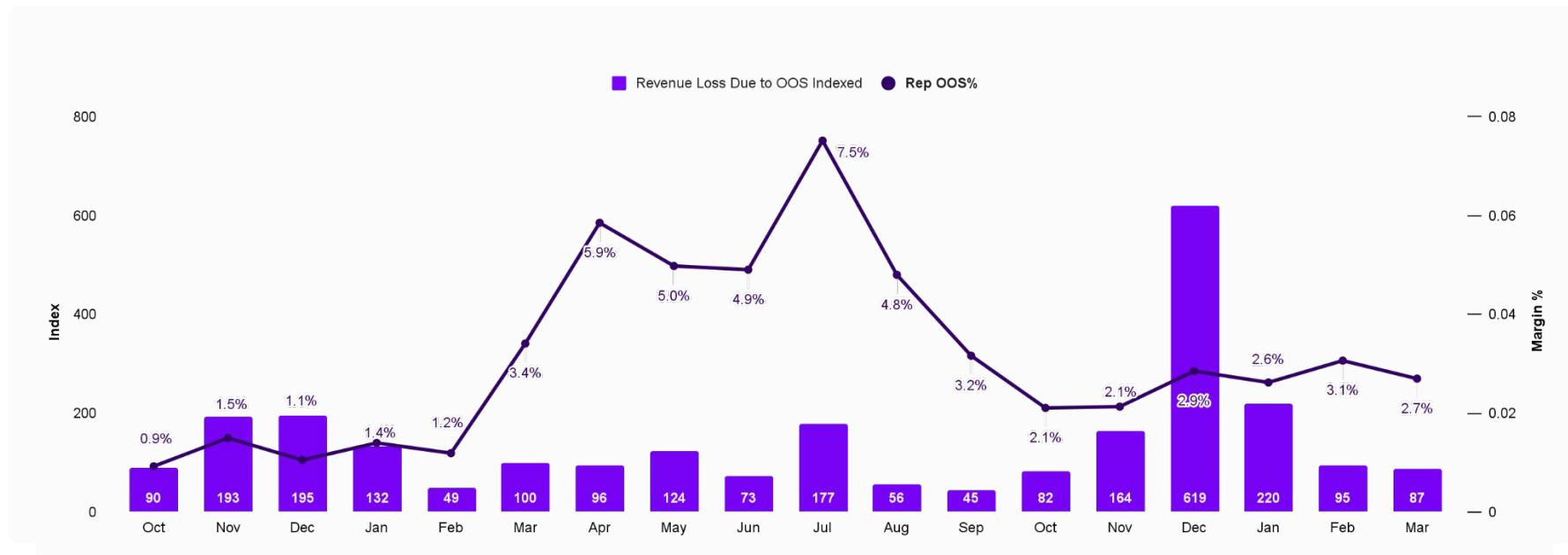
**Ad spend increased 25% YoY in Q1, as ROAS improved 2.5% YoY in March; stable CPCs signal resilience amid tentpole events**





## REVENUE LOSS DUE TO OOS

# OOS revenue losses surged 43% YoY in Q1 as RepOOS% hovers between 2–3%



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

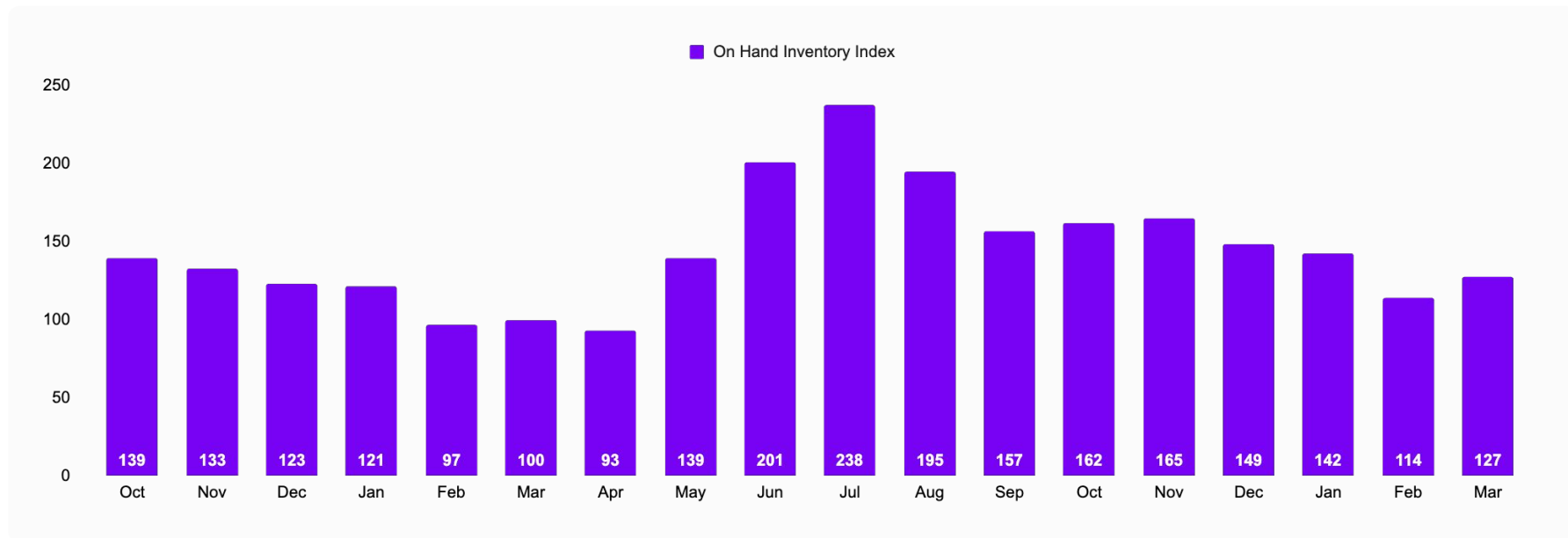
# Office Products

## industry overview

Q1 2024 vs. Q1 2025 recap

## ON HAND INVENTORY

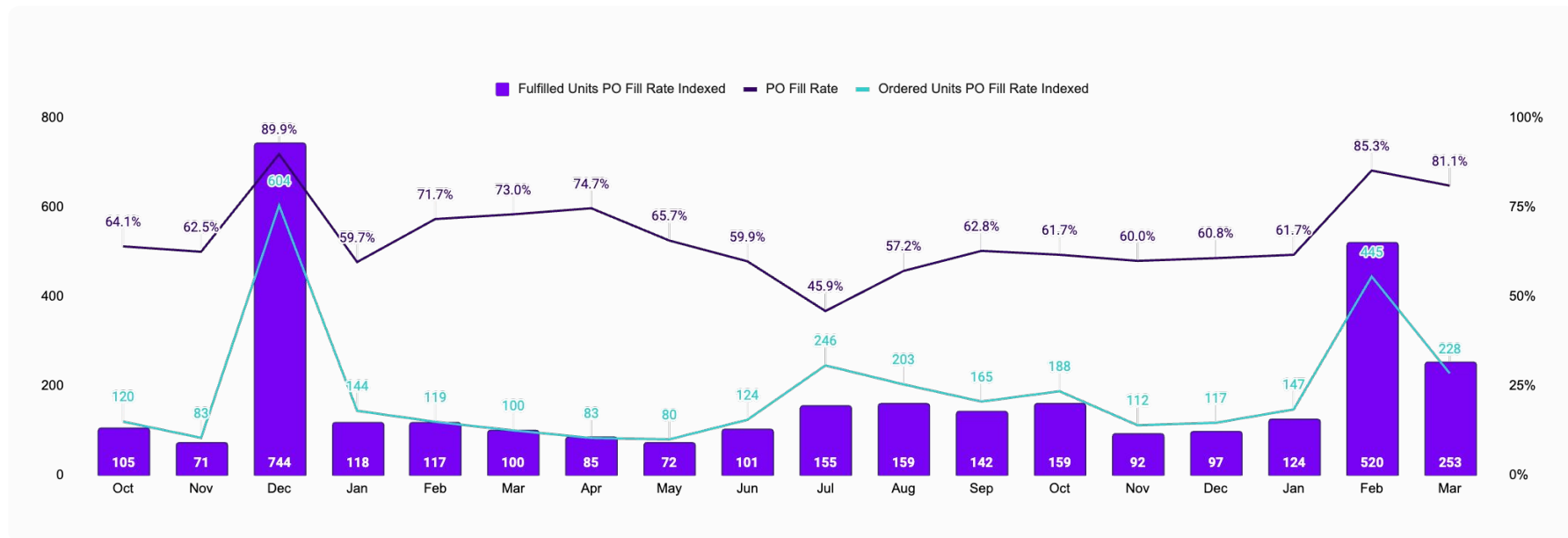
# Aggregate Q1 2025 inventory increased 20% YoY, consistent with other categories



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## FULFILLMENT

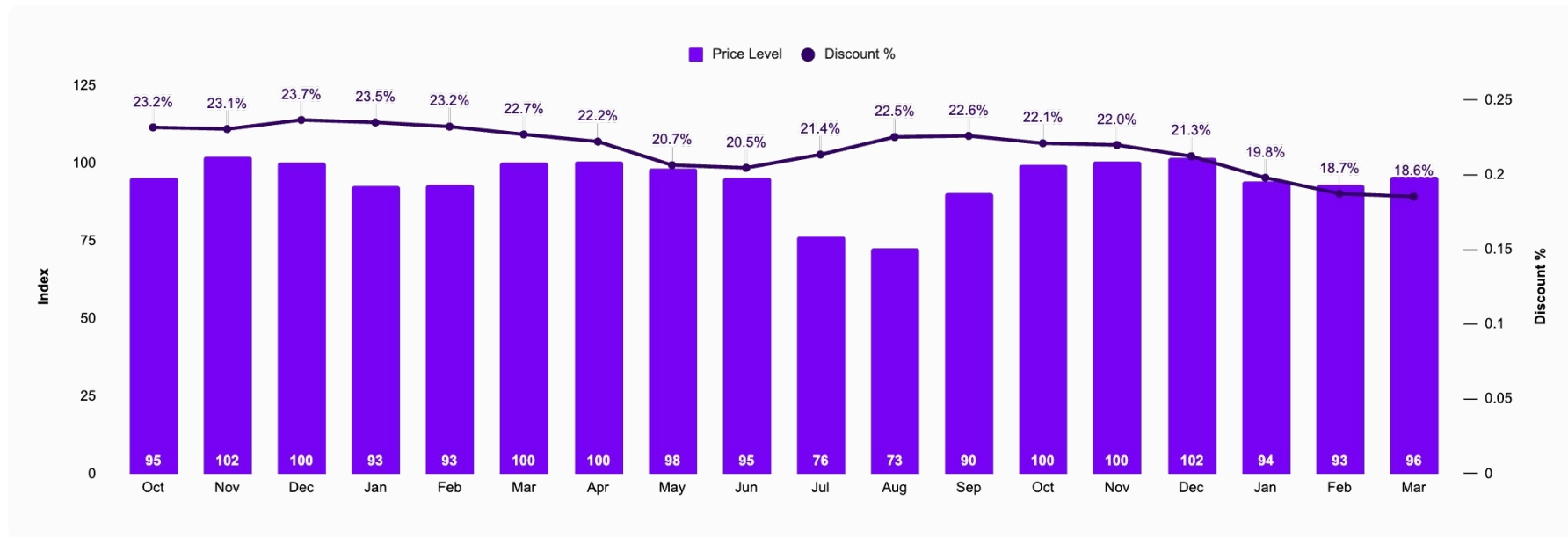
# Q1 YoY filled units increased 168% as fill rates also improved, up 8% YoY in March



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## PRICE LEVEL VS. DISCOUNT %

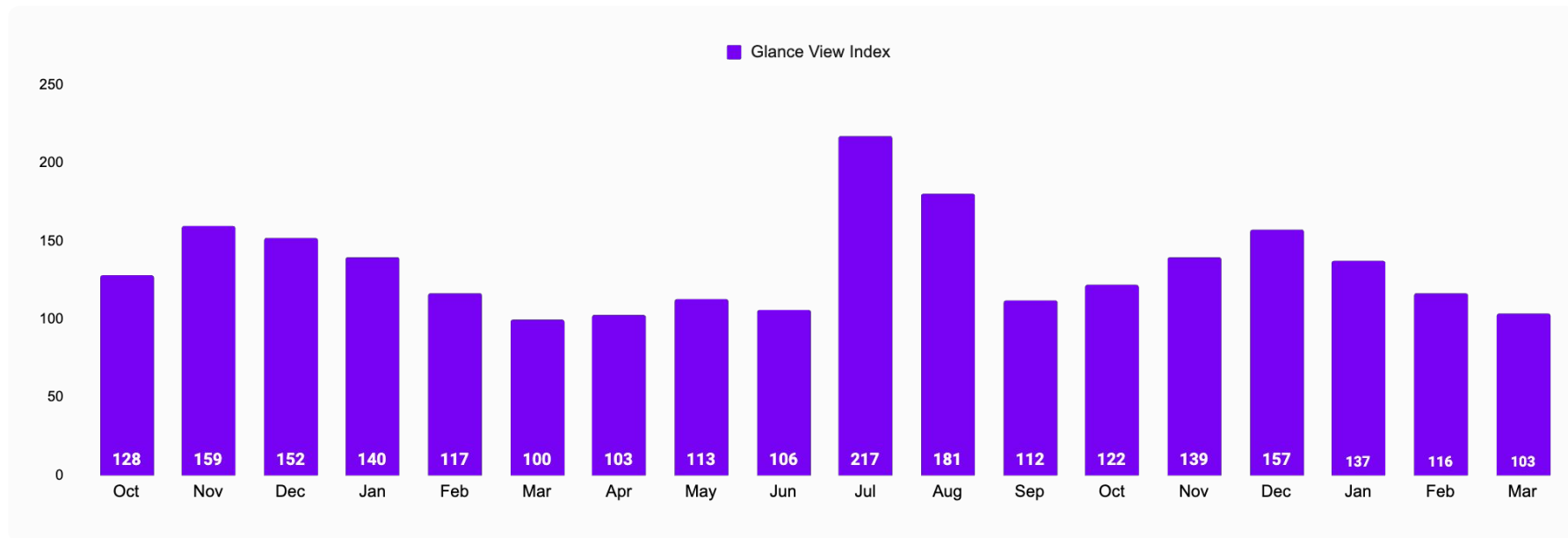
# Prices declined 4% YoY in March as discounts continue to erode



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## GLANCE VIEWS

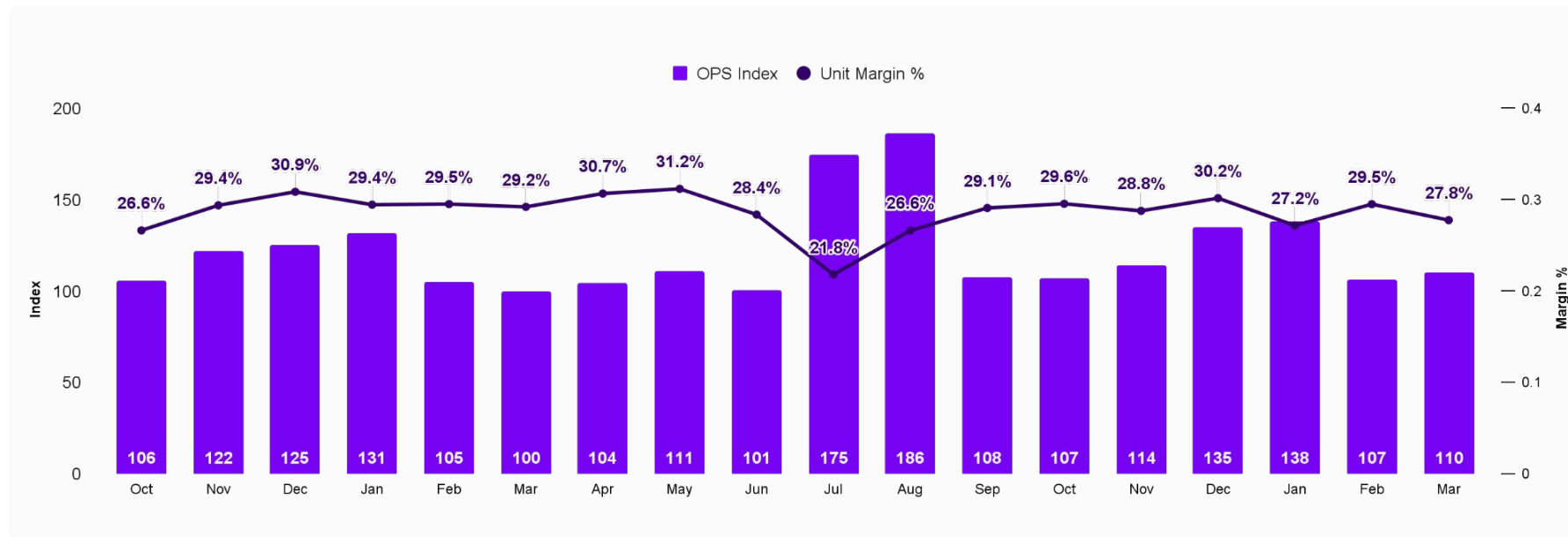
## Glance views in Q1 2025 remained stable YoY



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## OPS VS. UNIT MARGIN %

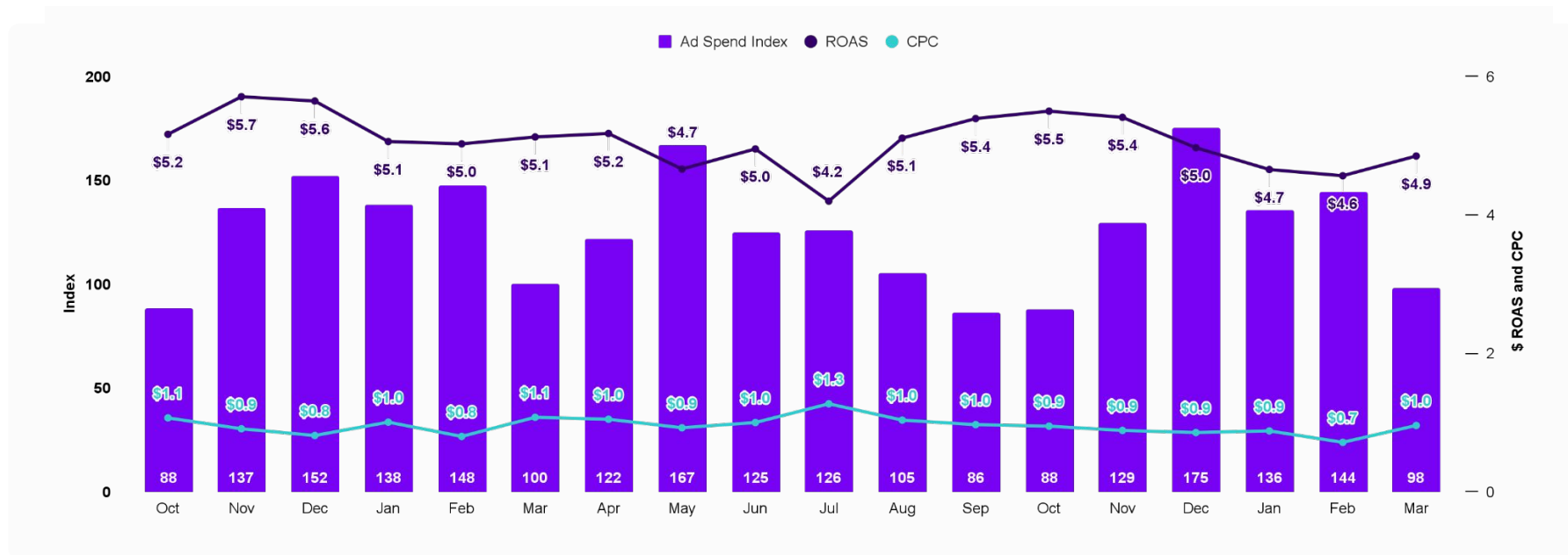
## Q1 2025 sales increased 6% YoY as gross margins remain steady



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## AD SPEND | ROAS | CPC

## Ad spend declined 2% YoY in Q1 as ROAS &amp; CPC remain steady

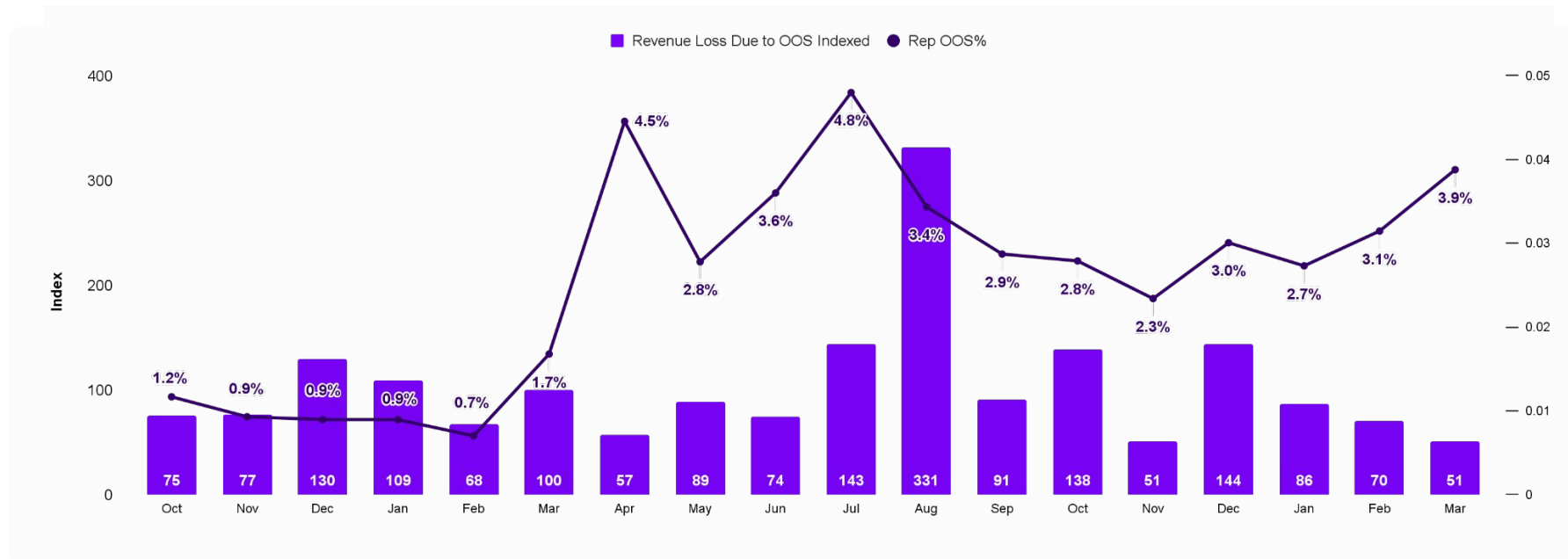


Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.



## REVENUE LOSS DUE TO OOS

## Revenue lost due to OOS declined 25% in Q1 YoY



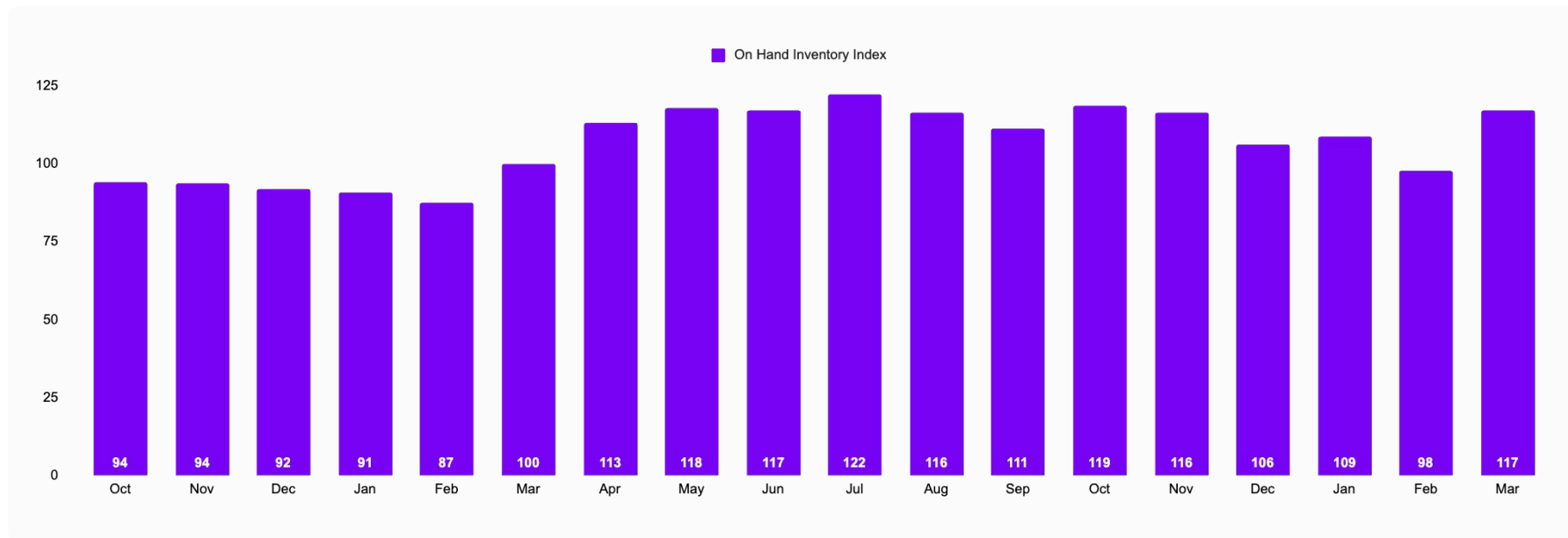
Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

# Patio, Lawn & Garden industry overview

Q1 2024 vs. Q1 2025 recap

## ON HAND INVENTORY

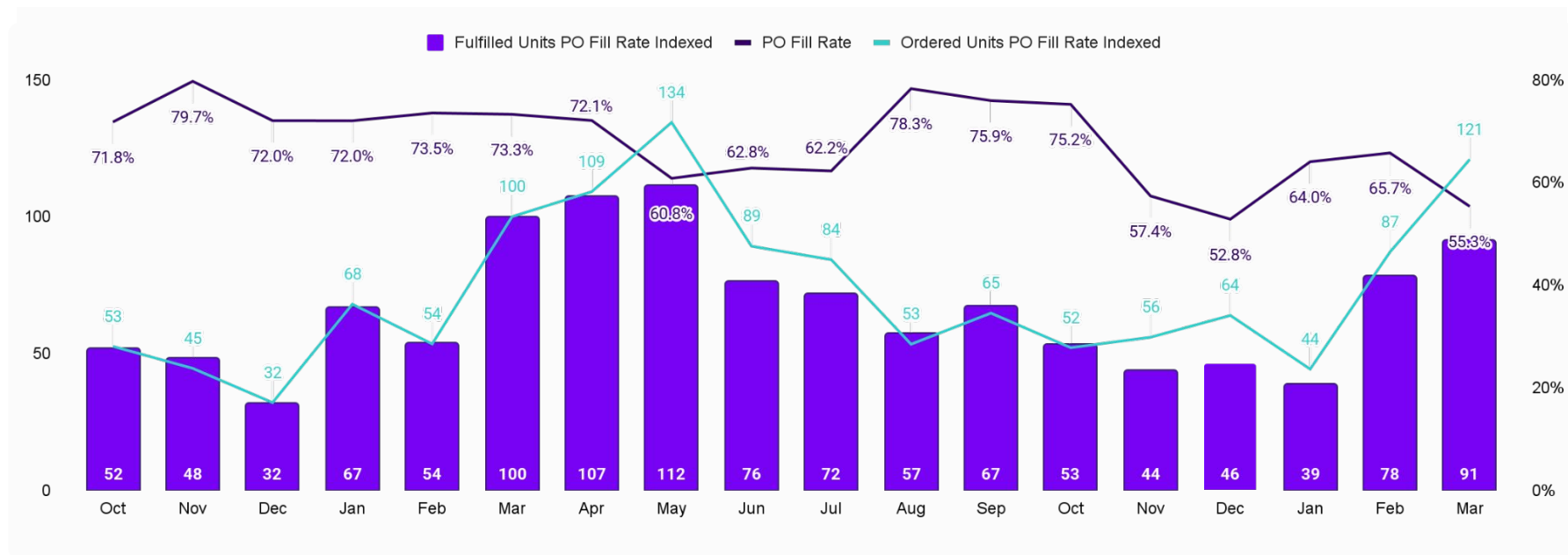
# Inventory rose 16% in Q1 YoY, consistent with other categories



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## FULFILLMENT

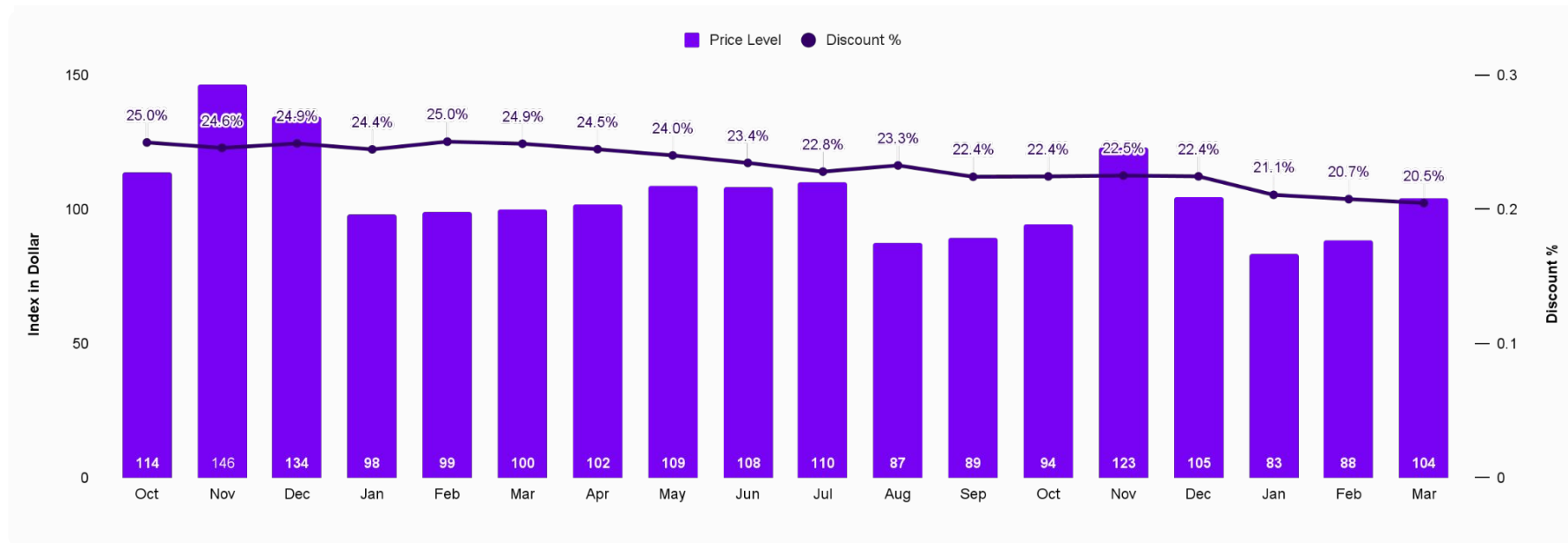
# Seasonal ordering in Q1 was 6% slower than 2024, as fill rate declined to an 18-month low



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## PRICE LEVEL VS. DISCOUNT %

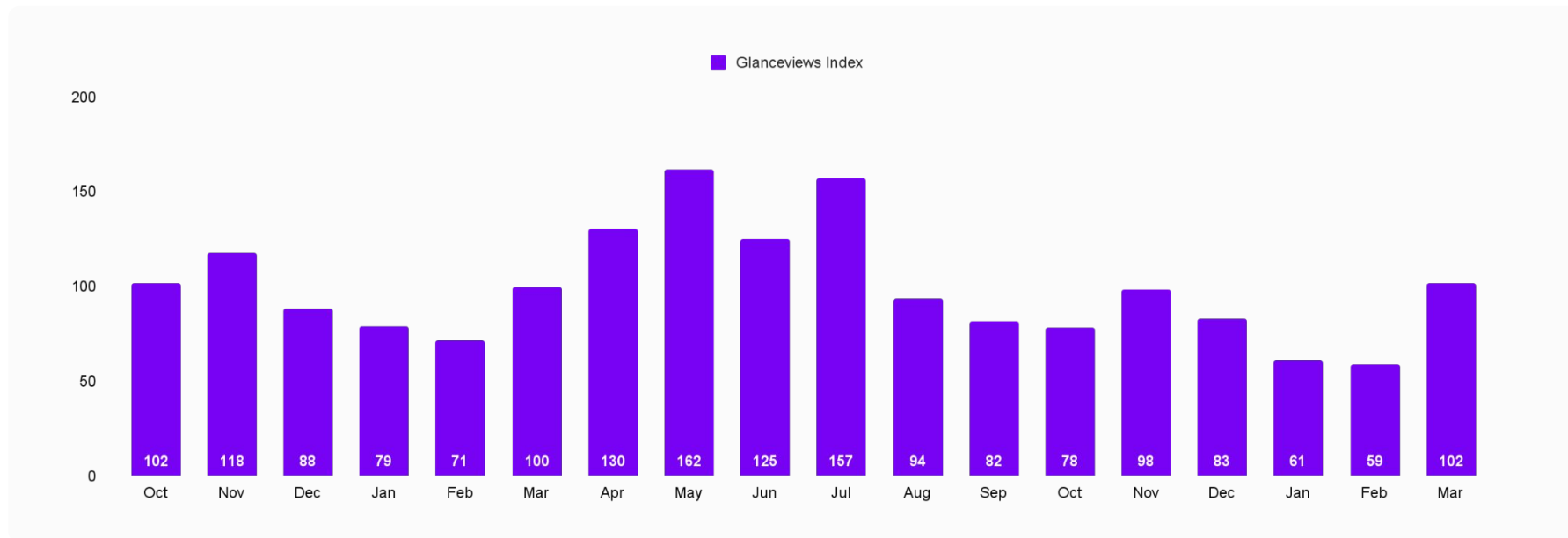
# Prices rose slightly in March YoY, as discount rate continued an 18-month decline



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## GLANCE VIEWS

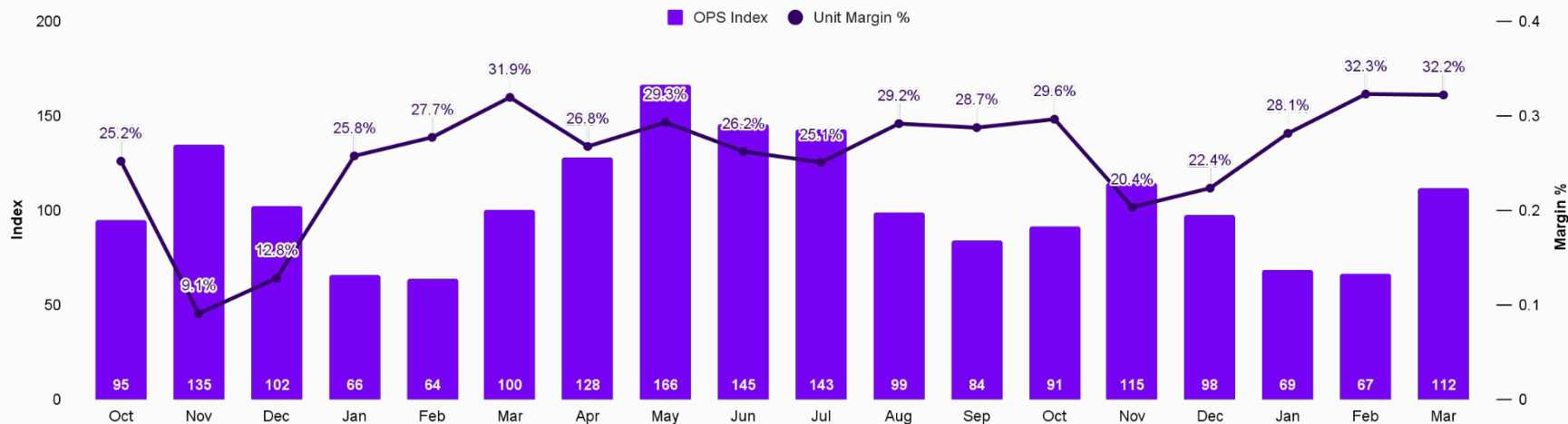
**Traffic rebounded in March, up 2% YoY, as January & February 2025 showed a 20% decline YoY**



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## OPS VS. UNIT MARGIN %

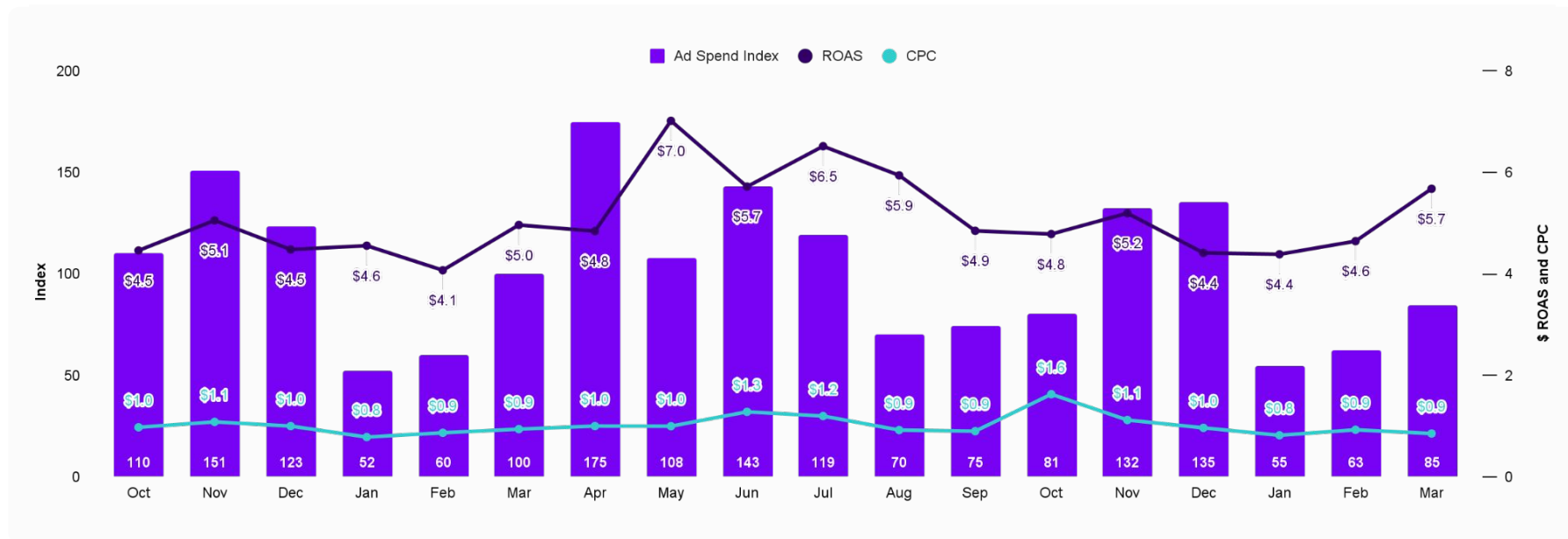
# Sales increased 8% YoY in Q1, with gross margins exceeding 2024 levels—rebounding from Q4 lows



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## AD SPEND | ROAS | CPC

# Ad spend declined 4.2% in Q1 YoY as ROAS improved by 14% in March YoY

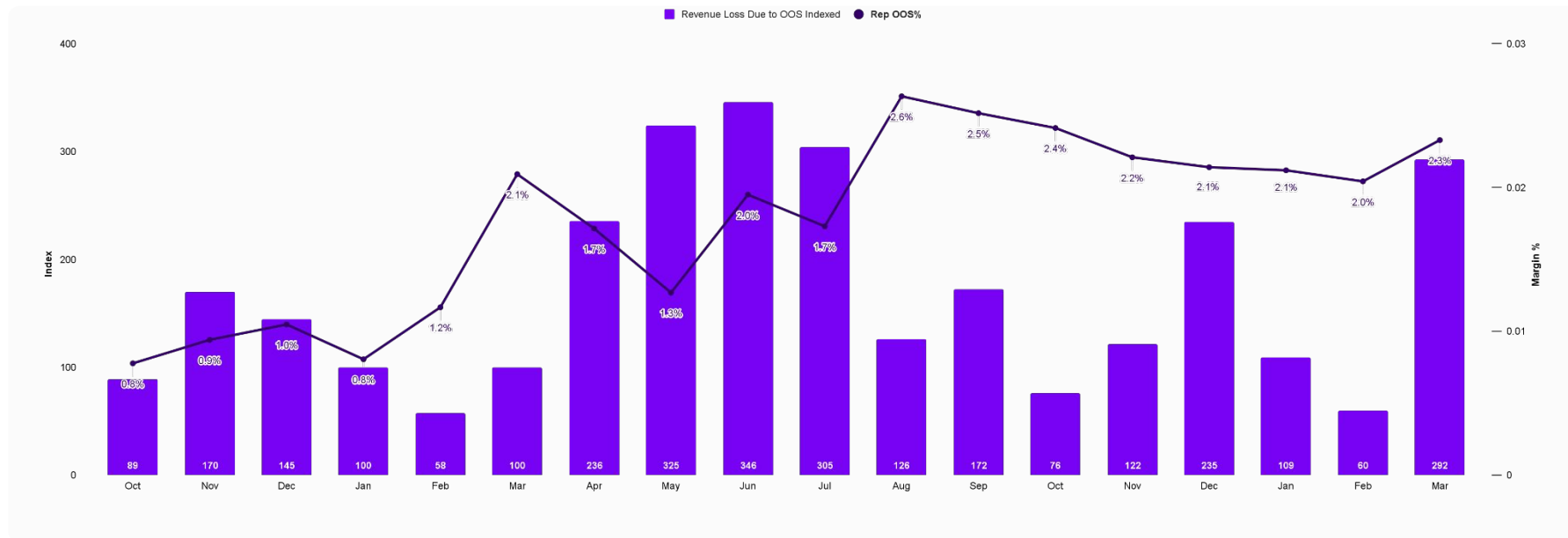


Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.



## REVENUE LOSS DUE TO OOS

## Revenue lost due to OOS increased 192% in March YoY



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

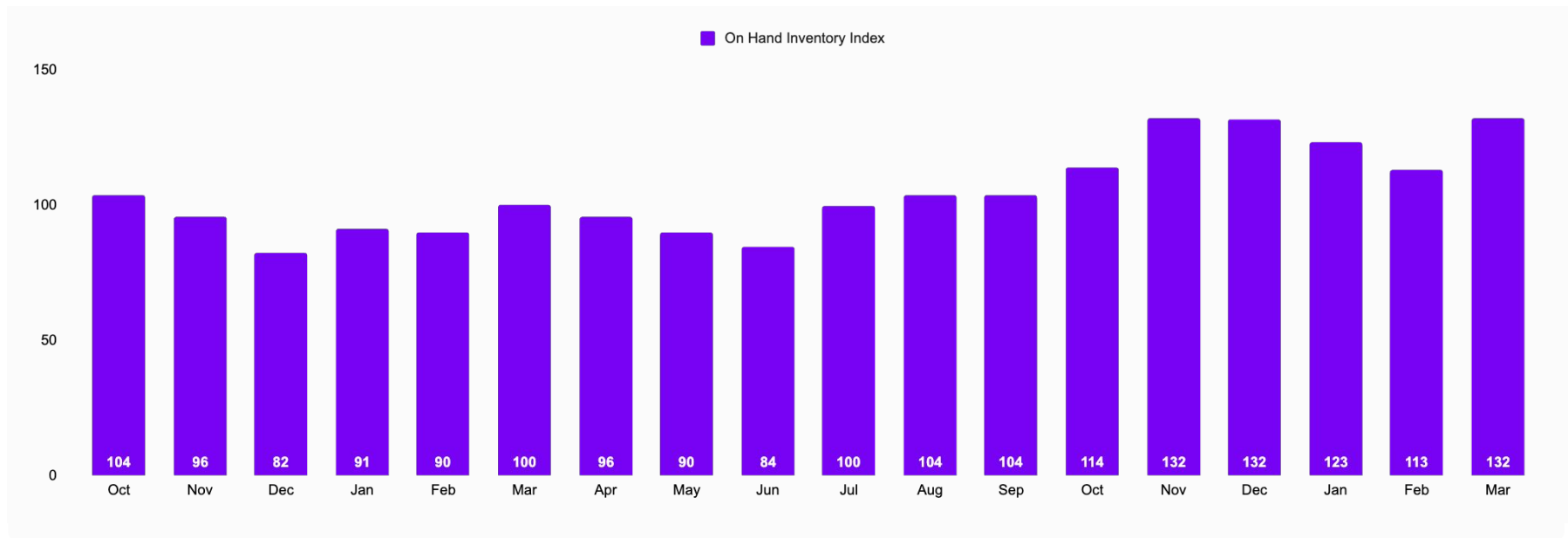


# Pet Products industry overview

Q1 2024 vs. Q1 2025 recap

## ON HAND INVENTORY

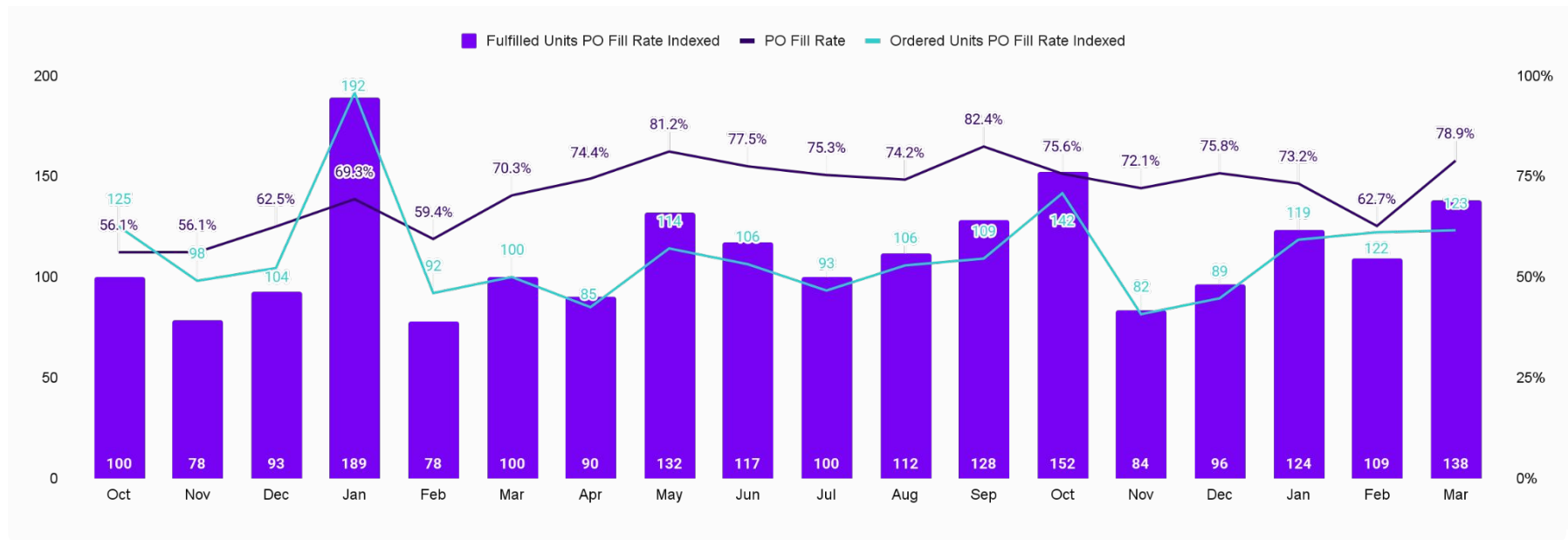
**Aggregate on hand inventory increased 31% YoY—reaching an 18-month high in March, matching Q4 peak**



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## FULFILLMENT

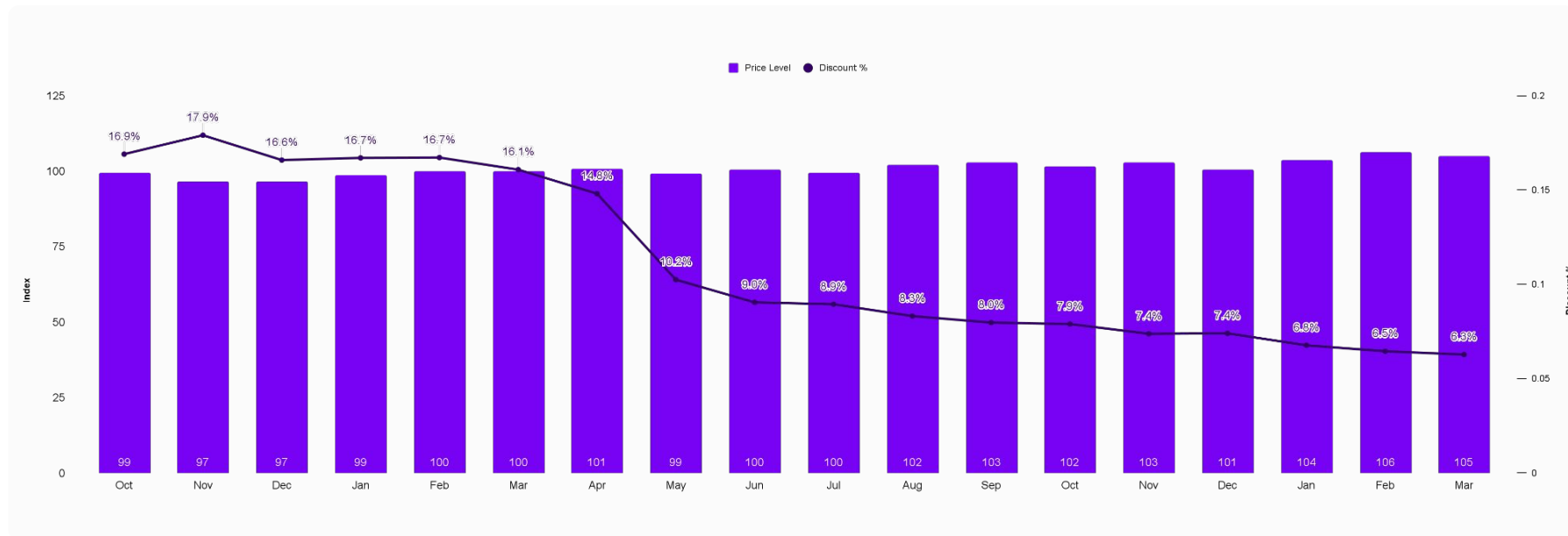
## Filled units increased 1% YoY in Q1, and 8.6% YoY in March



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## PRICE LEVEL VS. DISCOUNT %

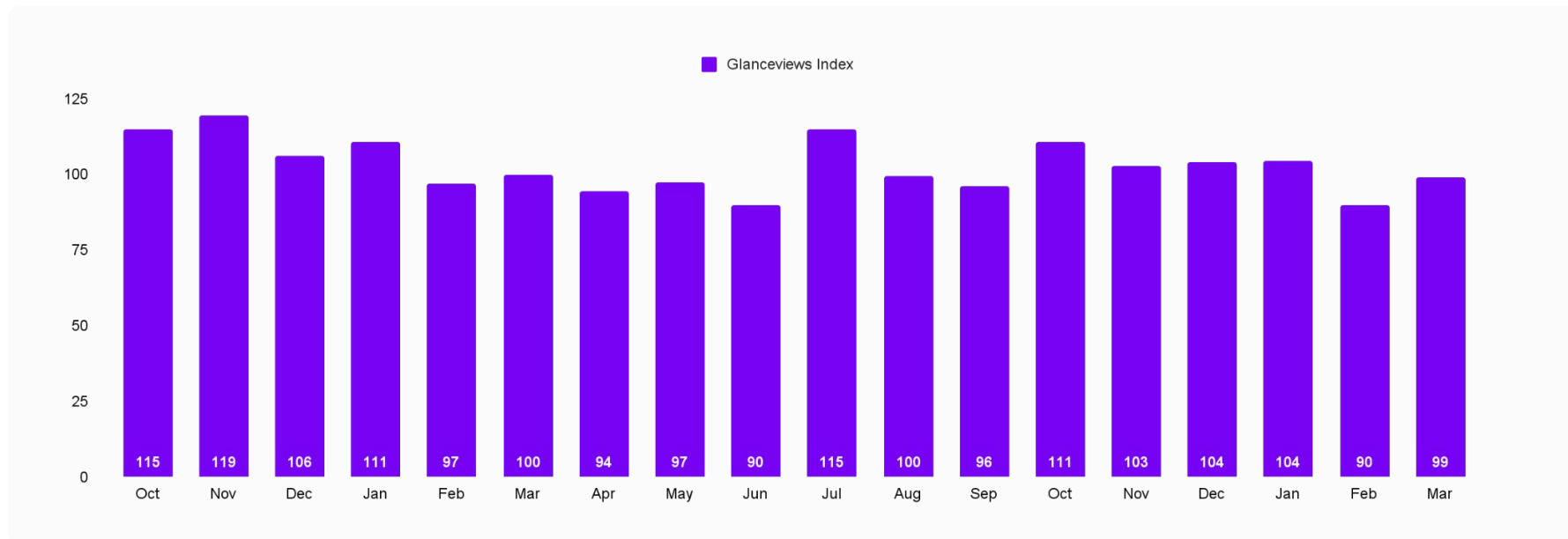
# Prices in March rose 5% YoY, as discounts reach 18-month lows



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## GLANCE VIEWS

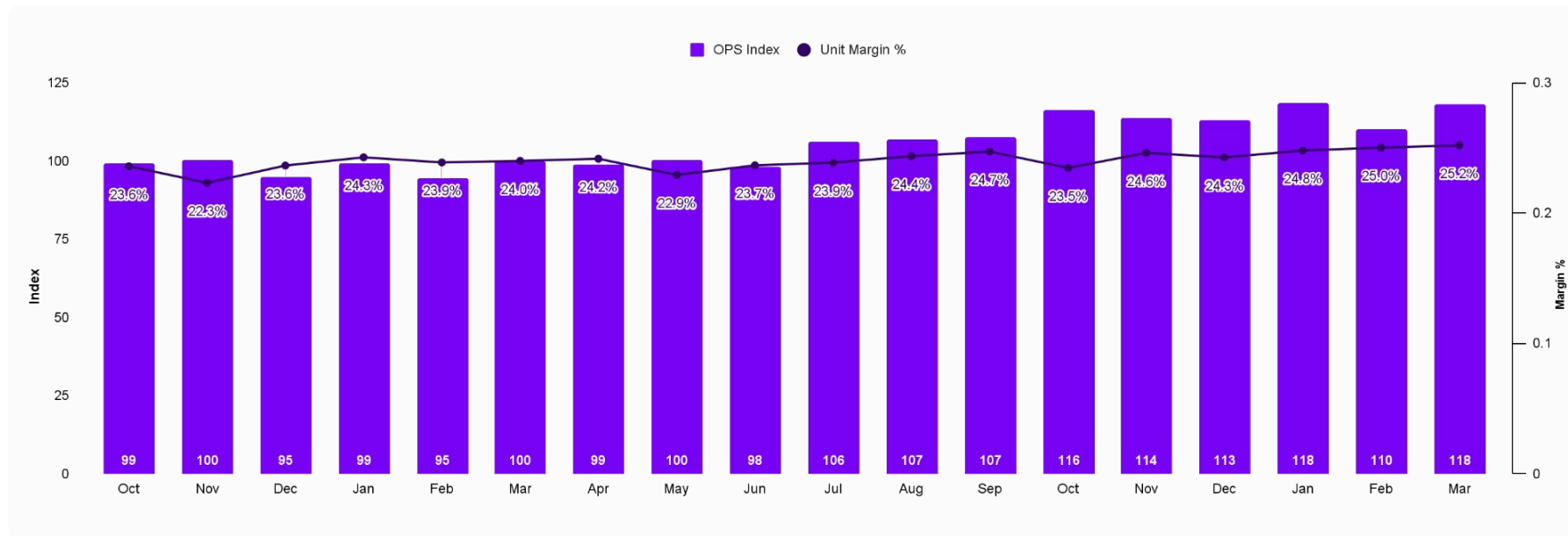
# Glance views declined 5% in Q1 YoY, with March down 1% YoY



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## OPS VS. UNIT MARGIN %

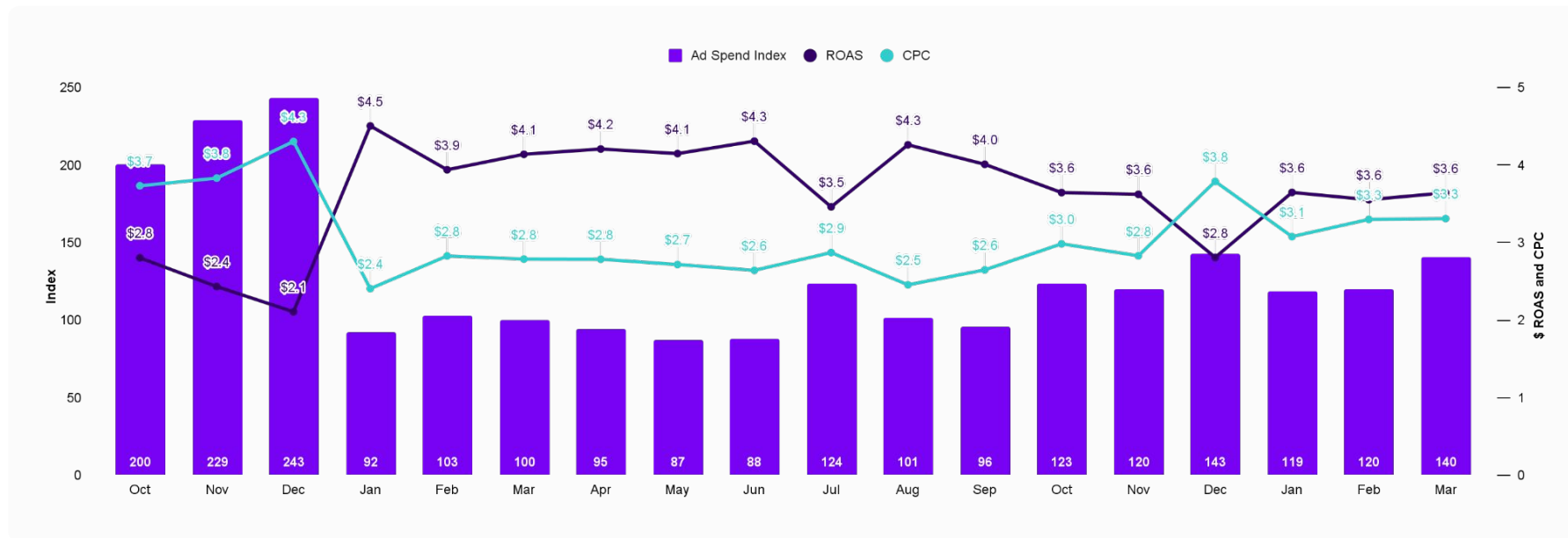
**Q1 OPS increased 18% YoY, as unit margins rose to 25.2% in March—continuing an upward 18-month trend**



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## AD SPEND | ROAS | CPC

# Ad spend increased 28% YoY in Q1 as ROAS declined 12% to \$3.6 in March

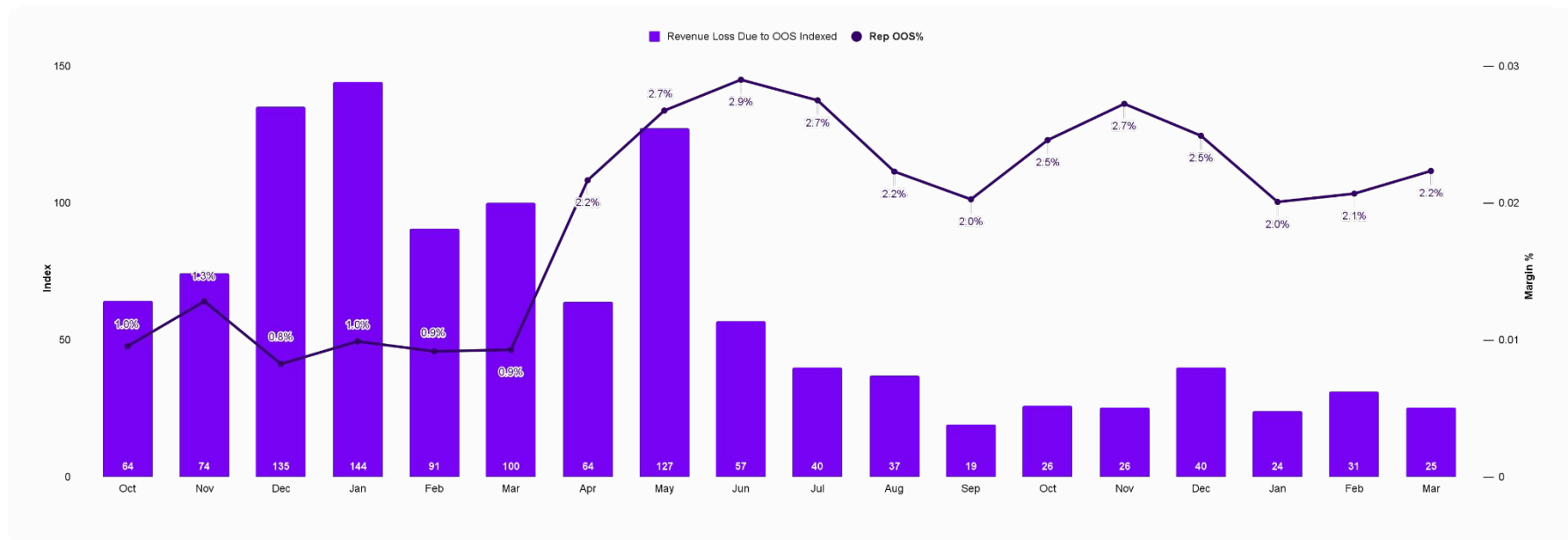


Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.



## REVENUE LOSS DUE TO OOS

# Out-of-stock rates remained elevated at 2.2%, but total dollars lost is down 76% YoY



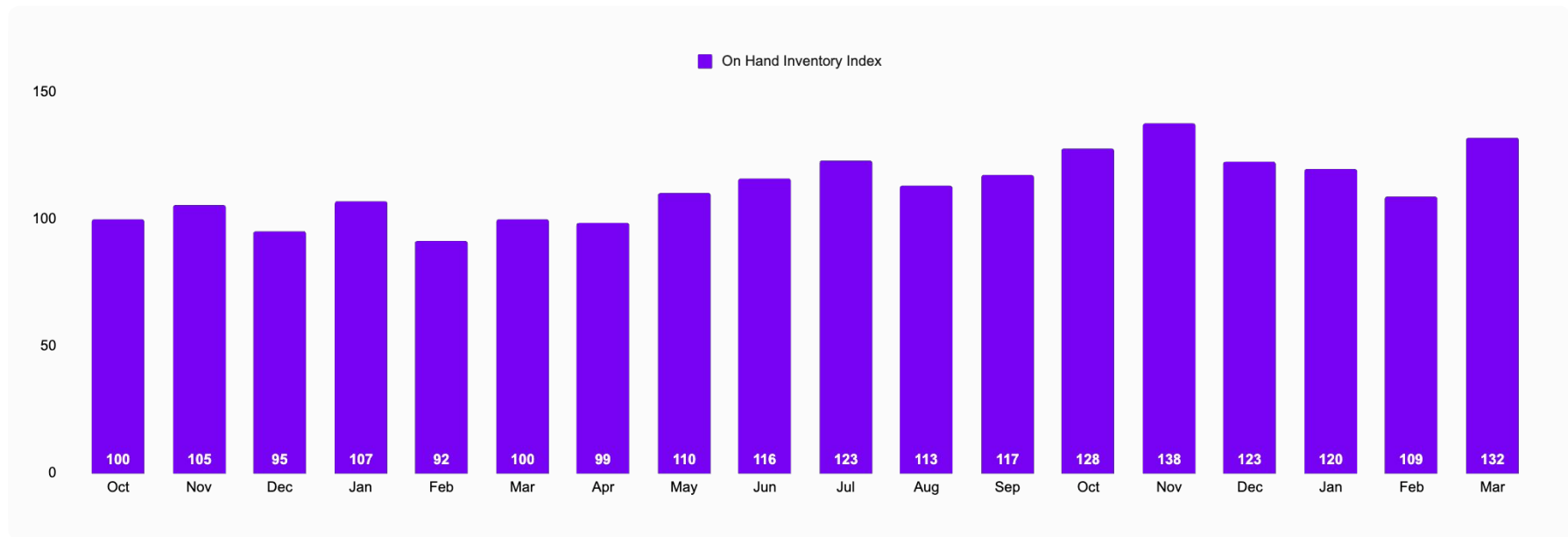
Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

# Tools & Home Improvement industry overview

Q1 2024 vs. Q1 2025 recap

## ON HAND INVENTORY

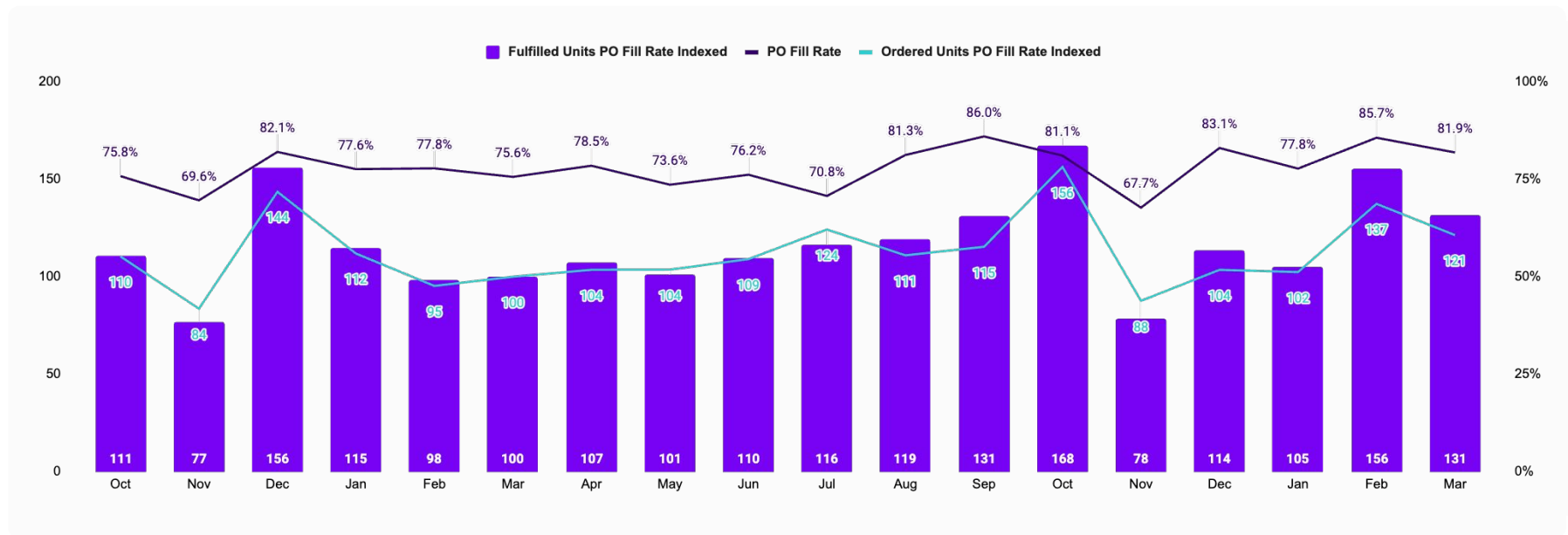
# Q1 Inventory levels increased 21% YoY, with aggregate inventory reaching Q4 peak levels



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## FULFILLMENT

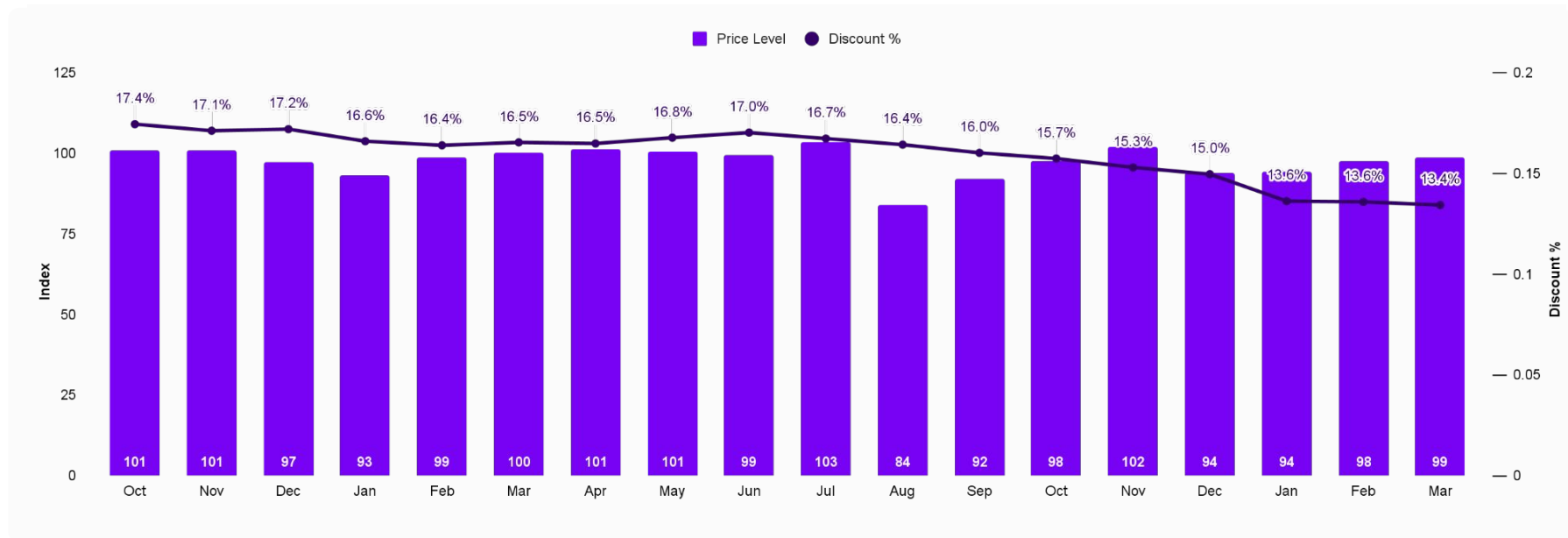
## Q1 Filled units increased 25% YoY as Amazon stocked up in the category



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## PRICE LEVEL VS. DISCOUNT %

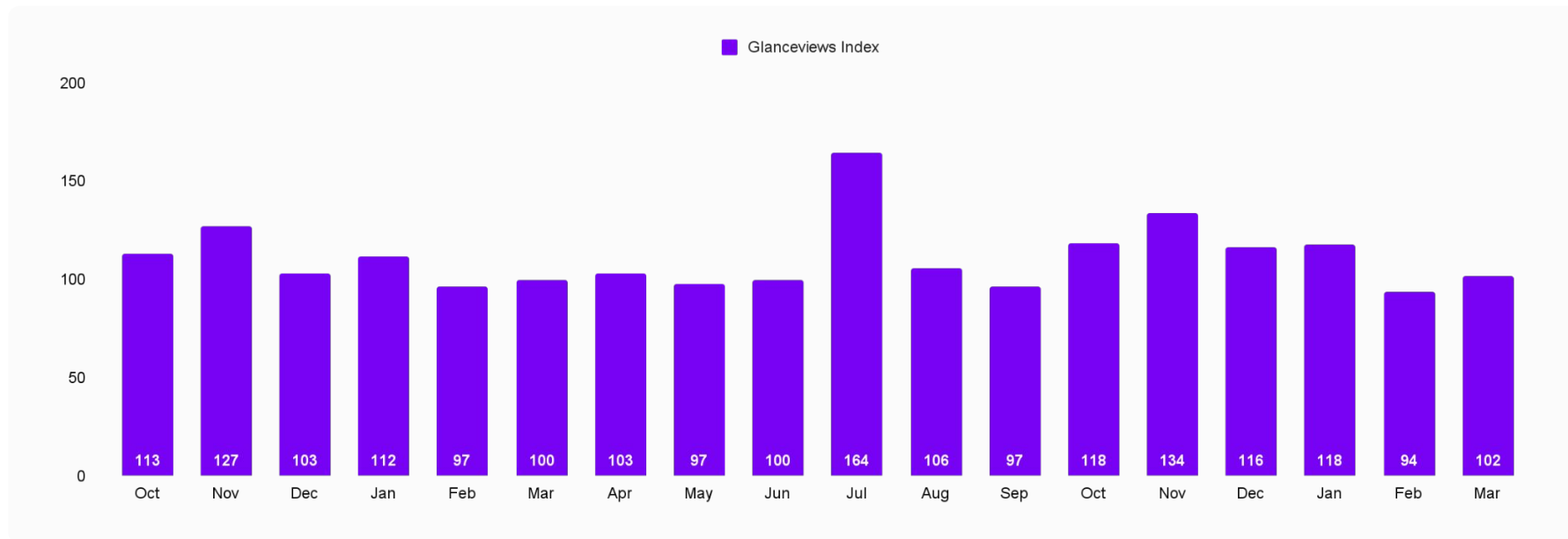
# Prices have remained flat as discounts reach an 18-month low



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## GLANCE VIEWS

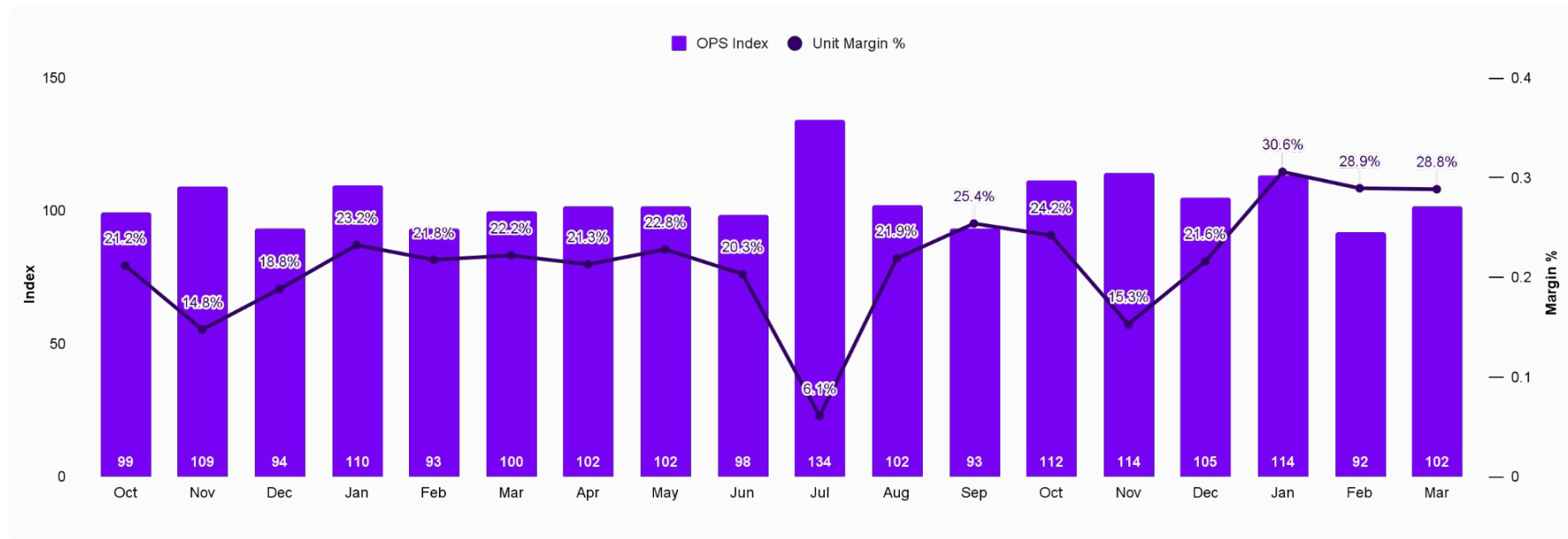
# Glance views grew slightly in Q1 2025, up 1.6% YoY



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## OPS VS. UNIT MARGIN %

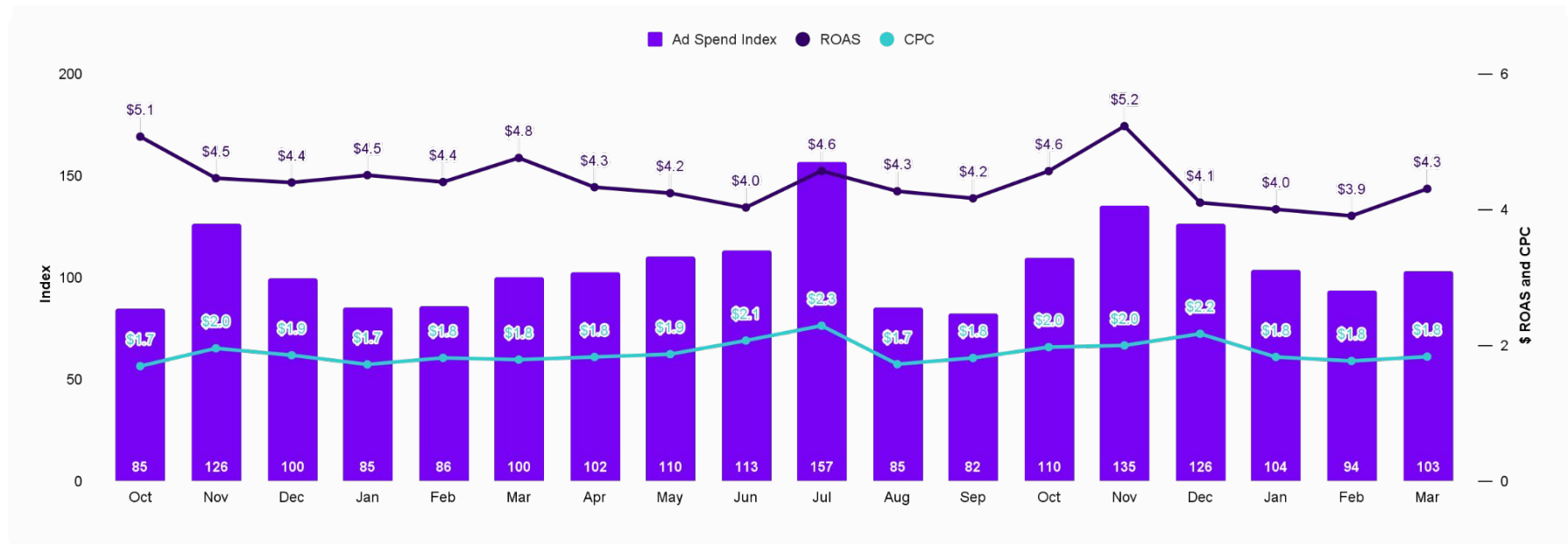
# Q1 Sales grew 1.6% YoY, as margins improve to near 18-month highs



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## AD SPEND | ROAS | CPC

# Ad spend increased 11% in Q1 2025 as CPCs & ROAS remain steady

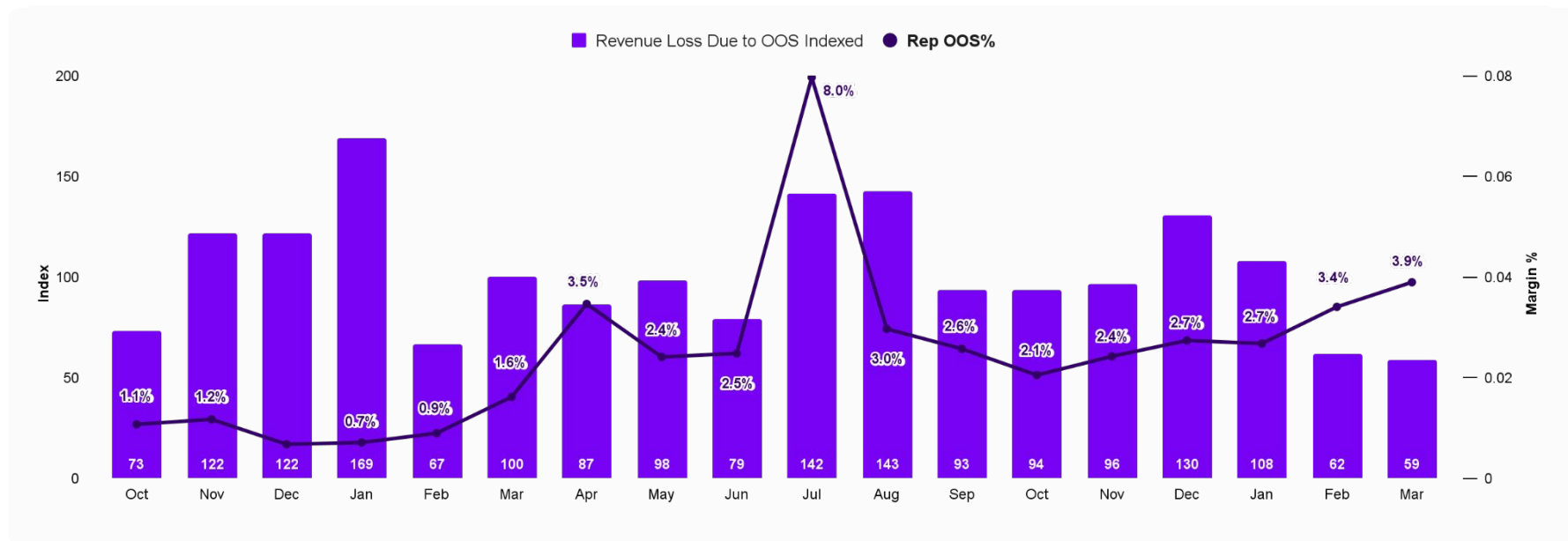


Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.



## REVENUE LOSS DUE TO OOS

# Stronger inventory position led to a 32% decline in revenue lost due to OOS



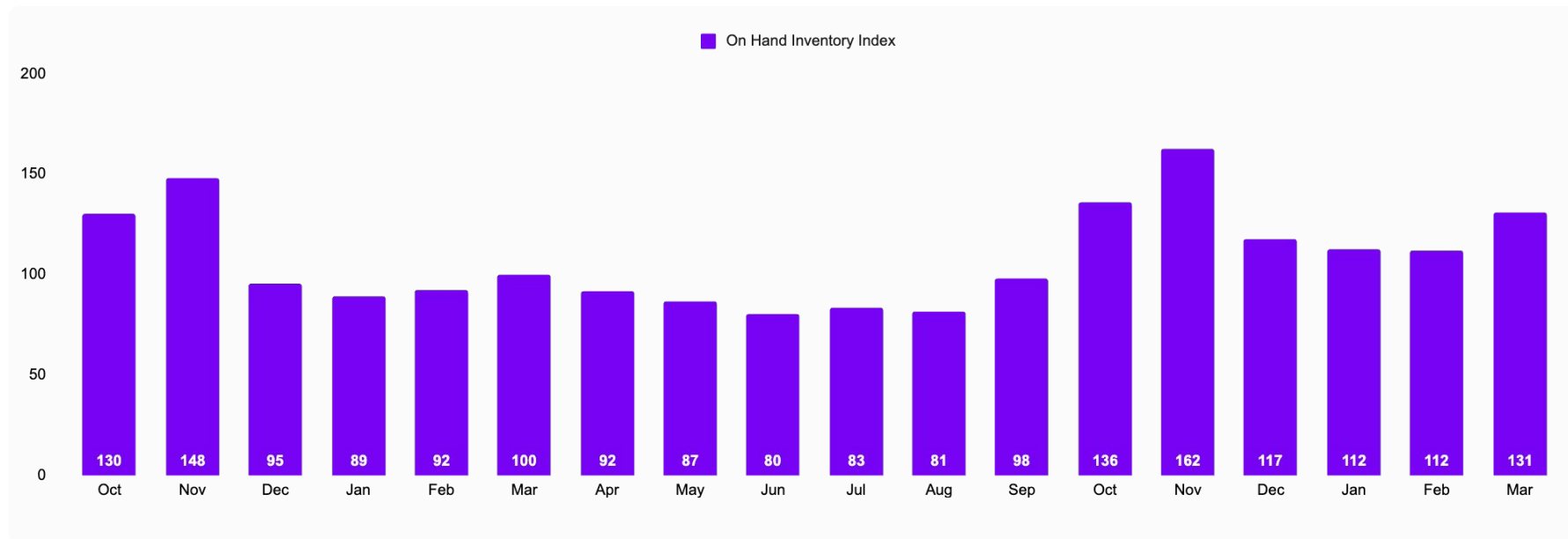
Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

# Toys industry overview

Q1 2024 vs. Q1 2025 recap

## ON HAND INVENTORY

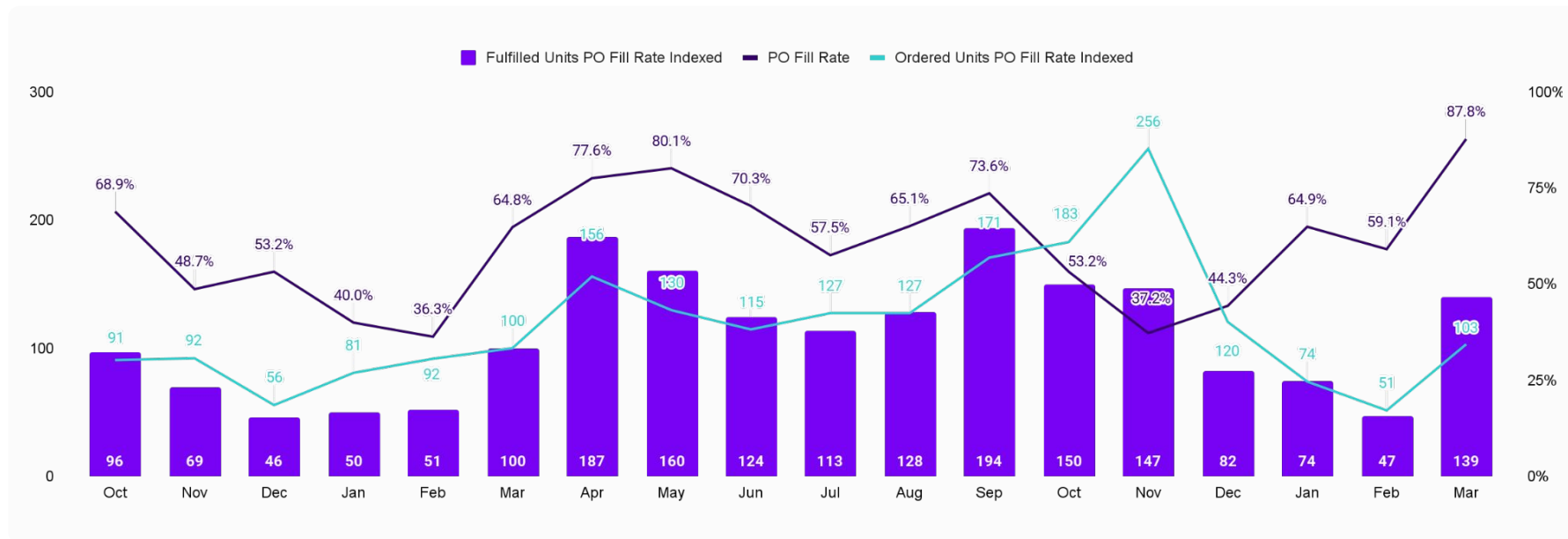
# Inventory increased 26% YoY as Amazon maintained higher stock levels following the Q4 peak



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## FULFILLMENT

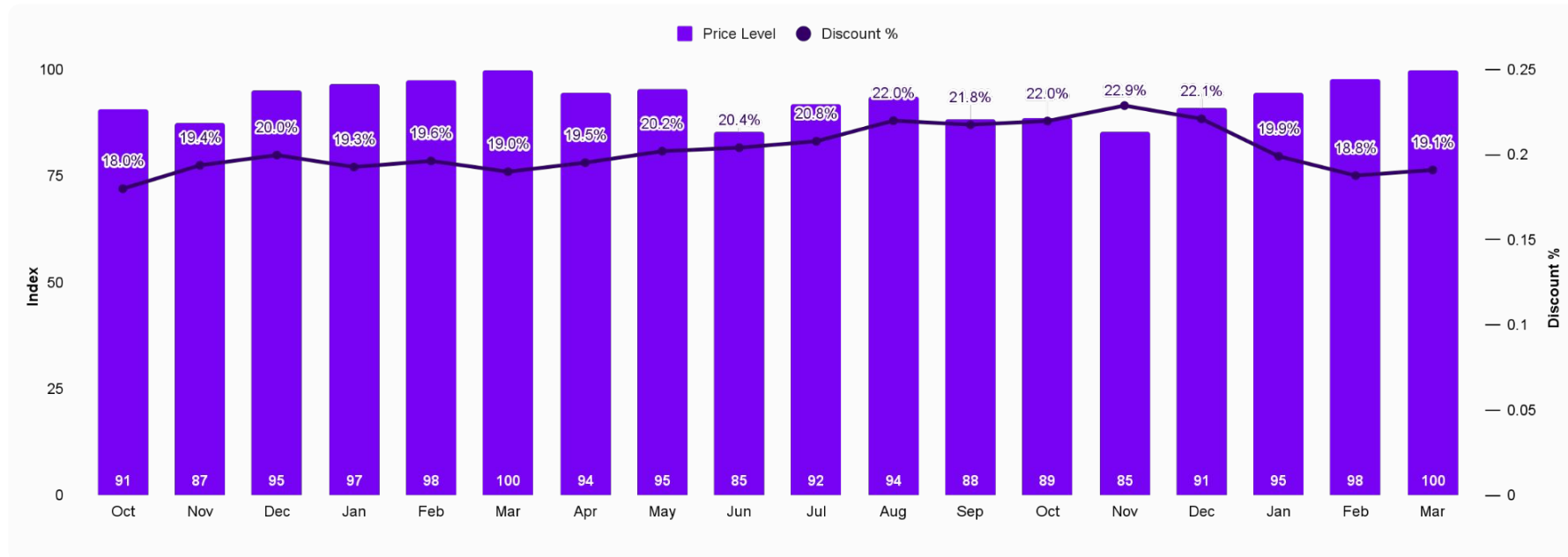
## Fill rates hit 18-month highs, with filled units up 29% in Q1 YoY



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## PRICE LEVEL VS. DISCOUNT %

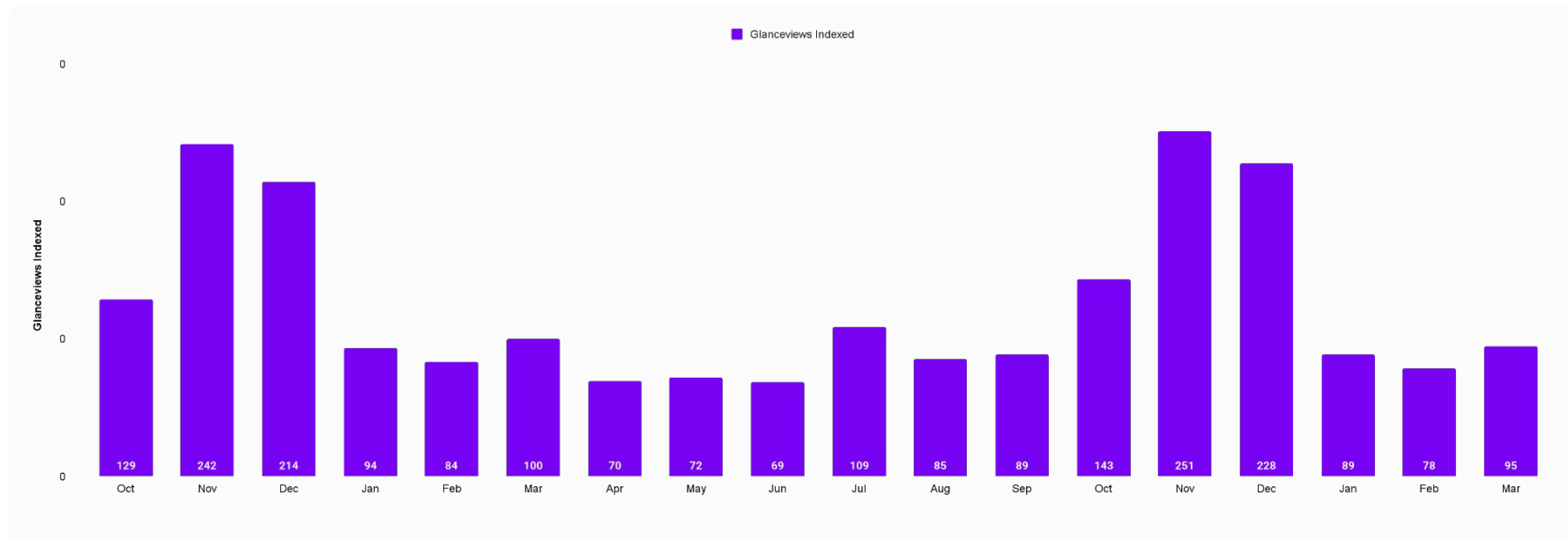
## Price levels &amp; discounts remained stable



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## GLANCE VIEWS

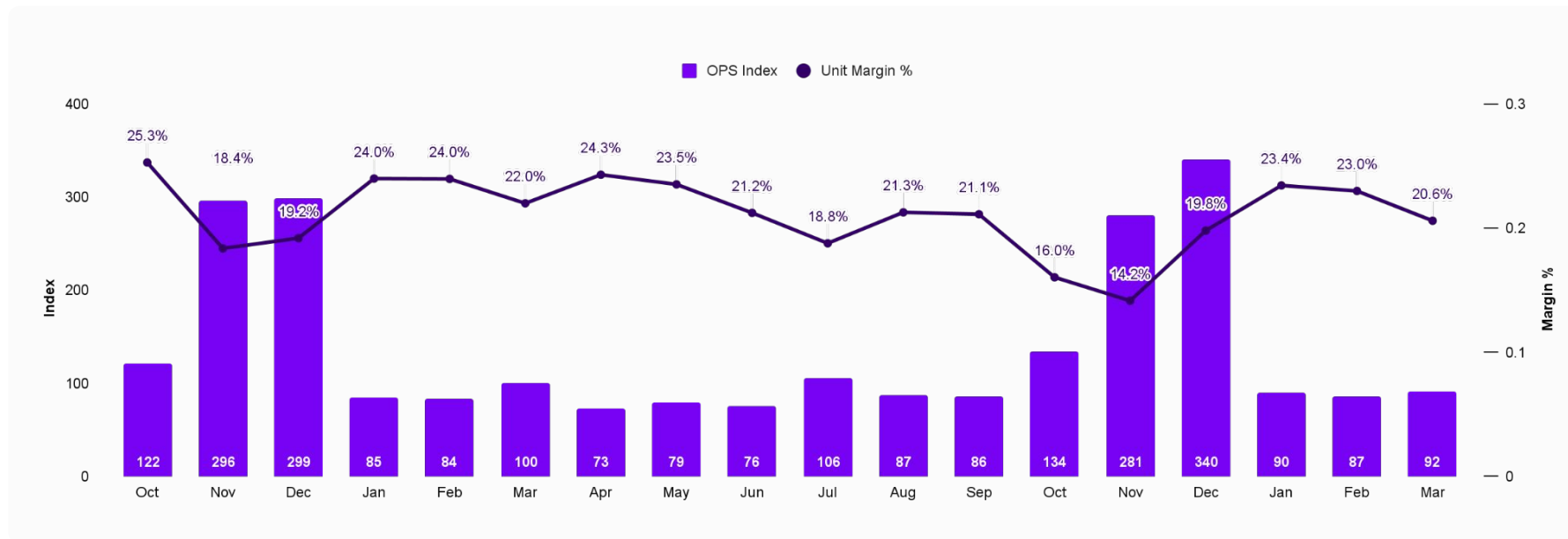
# Peak periods drove the bulk of category traffic, with Q1 traffic down 5.7% YoY



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## OPS VS. UNIT MARGIN %

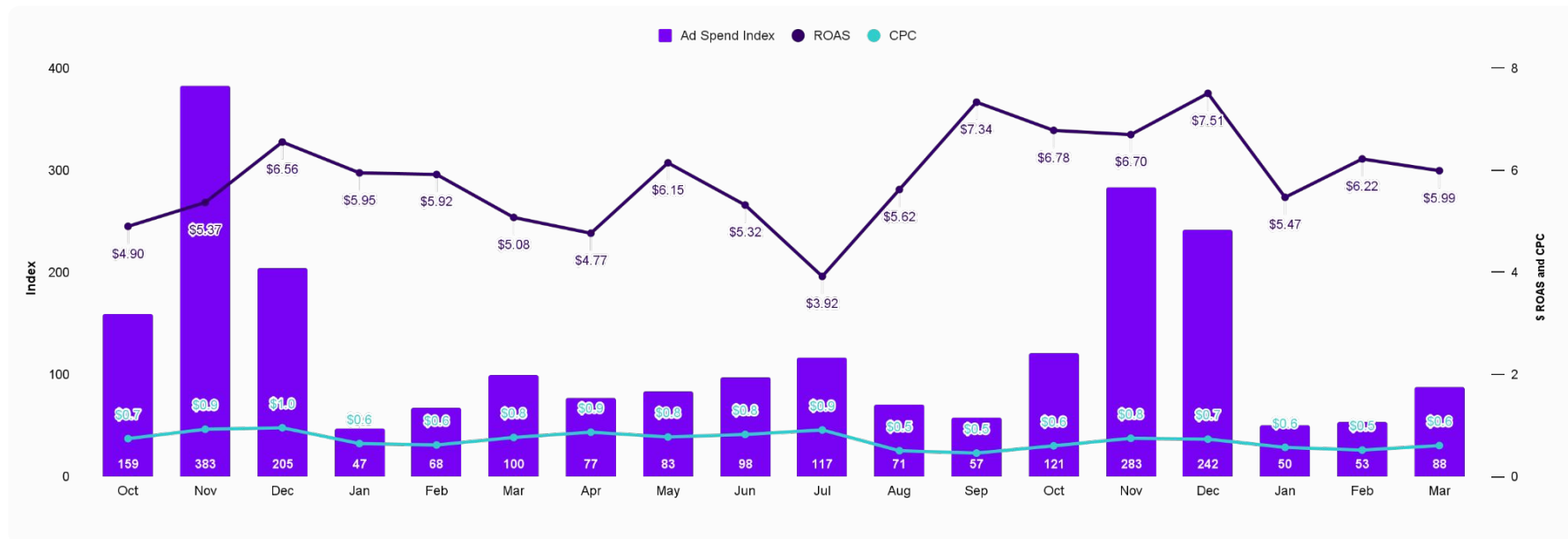
# Overall sales fell flat in Q1 YoY as unit margins recovered from the Q4 peak



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## AD SPEND | ROAS | CPC

# Peak-period ad spend produced better-than-average ROAS, while overall ad spend declined 11% in Q1 YoY

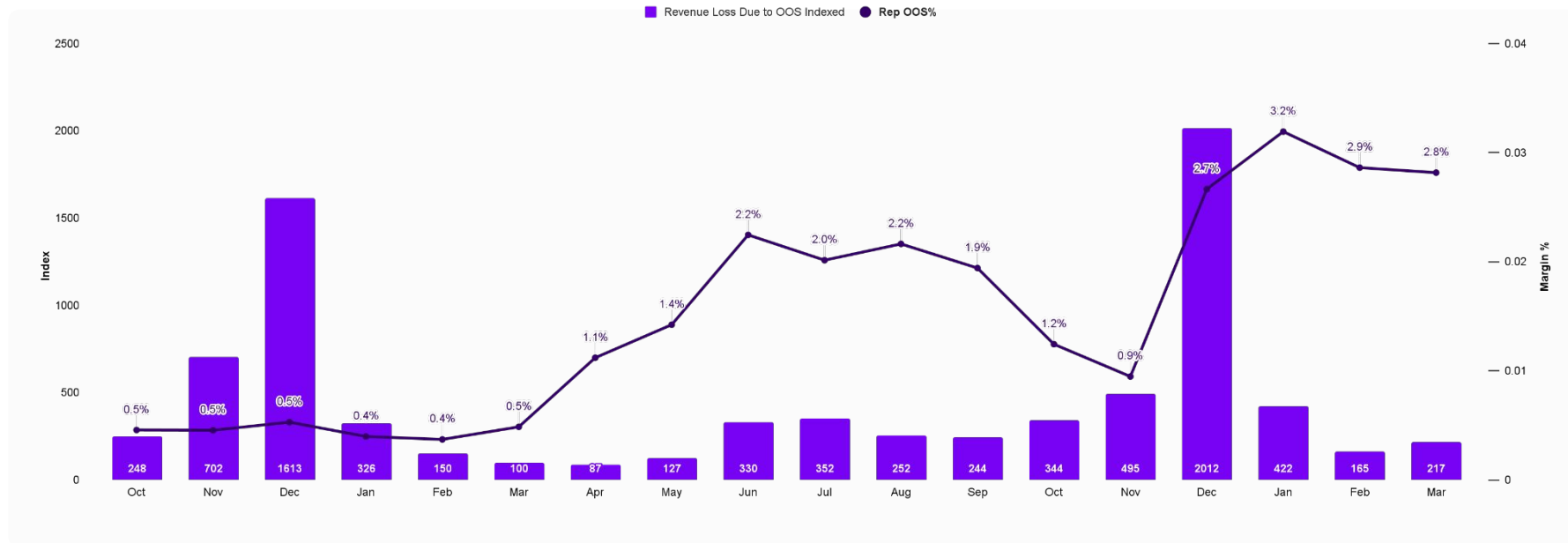


Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.



## REVENUE LOSS DUE TO OOS

# Excluding tentpole events, dollars lost due to OOS & Rep OOS remained low



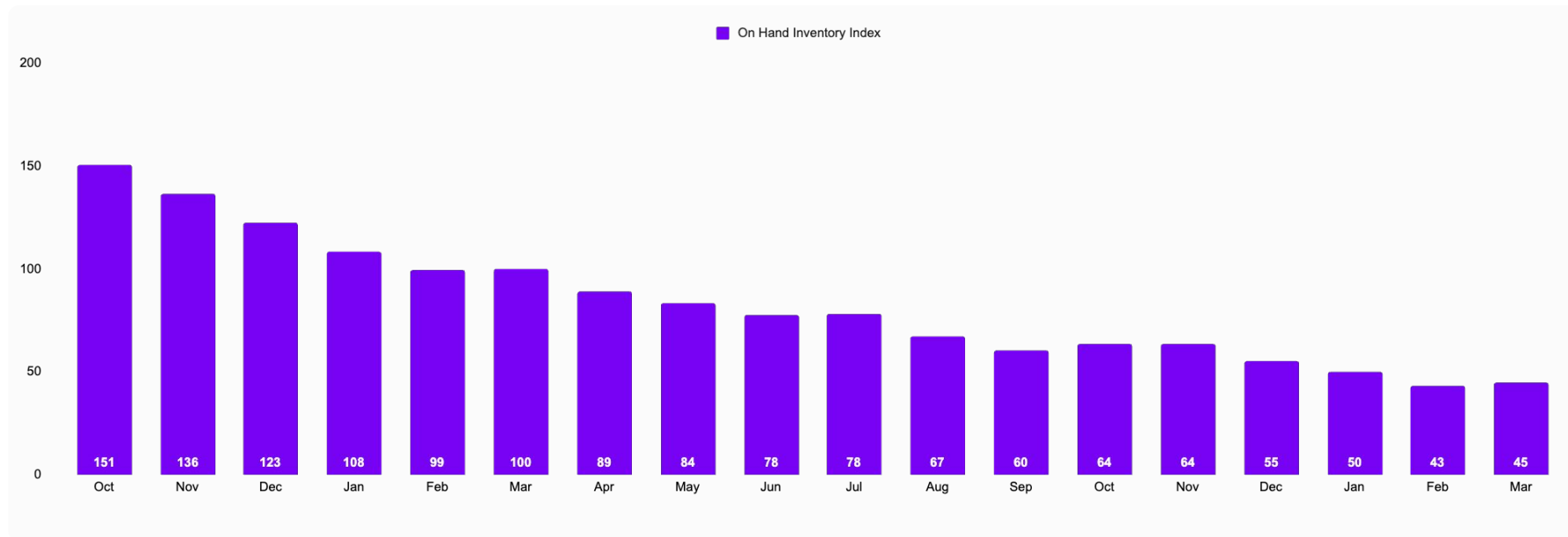
Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

# Furniture industry overview

Q1 2024 vs. Q1 2025 recap

## ON HAND INVENTORY

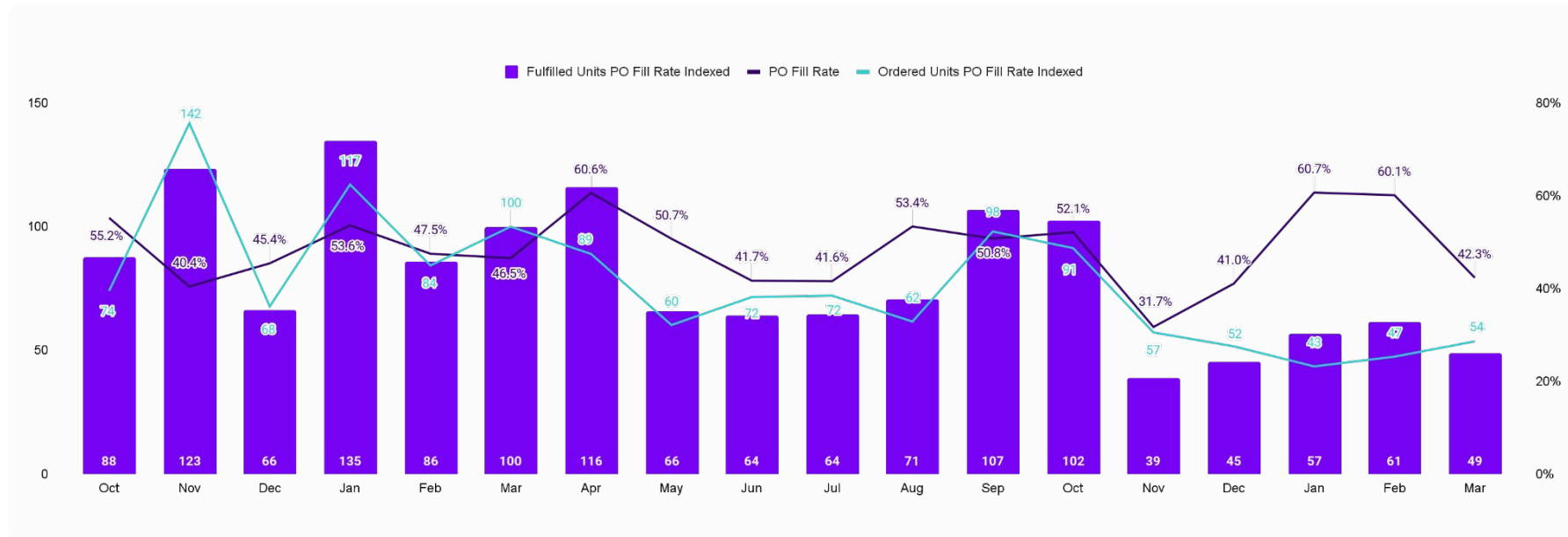
# Aggregate on hand Inventory steadily dropped for 18 months, declining 70%



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## FULFILLMENT

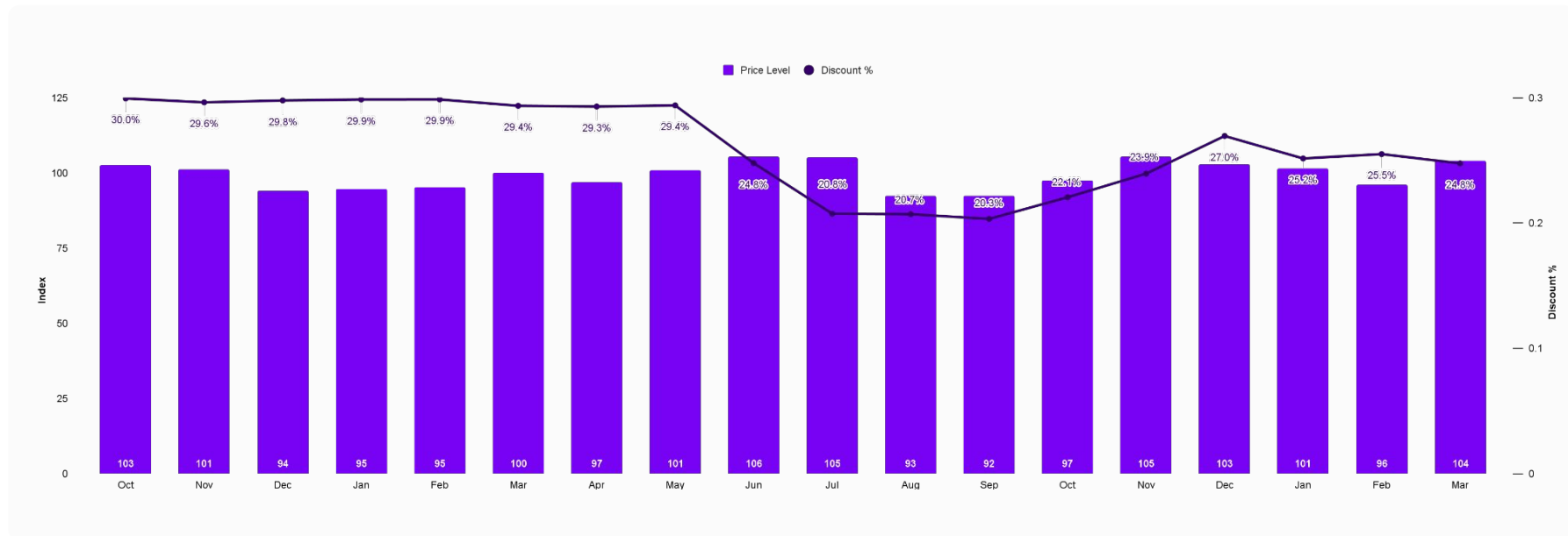
**Fulfilled & ordered units were both down 50% YoY in Q1 2025, continuing the trend from previous quarters**



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## PRICE LEVEL VS. DISCOUNT %

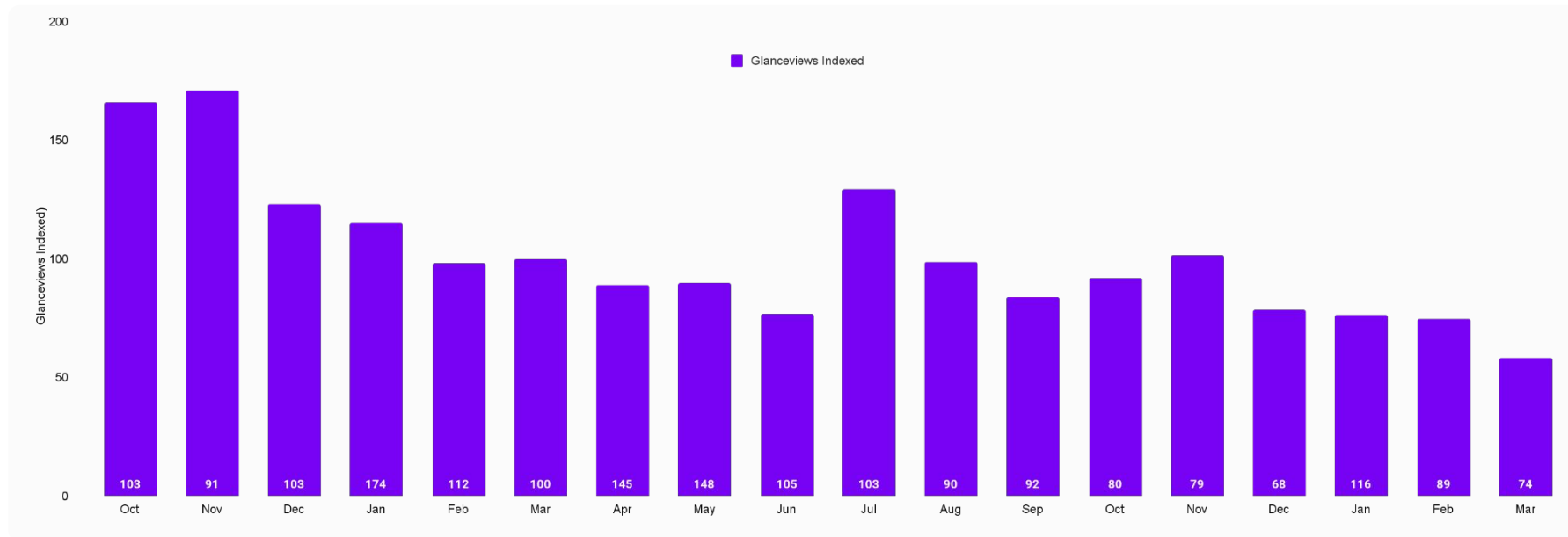
## Q1 ASP increased by 4% YoY, as discounts slowed from Q4



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## GLANCE VIEWS

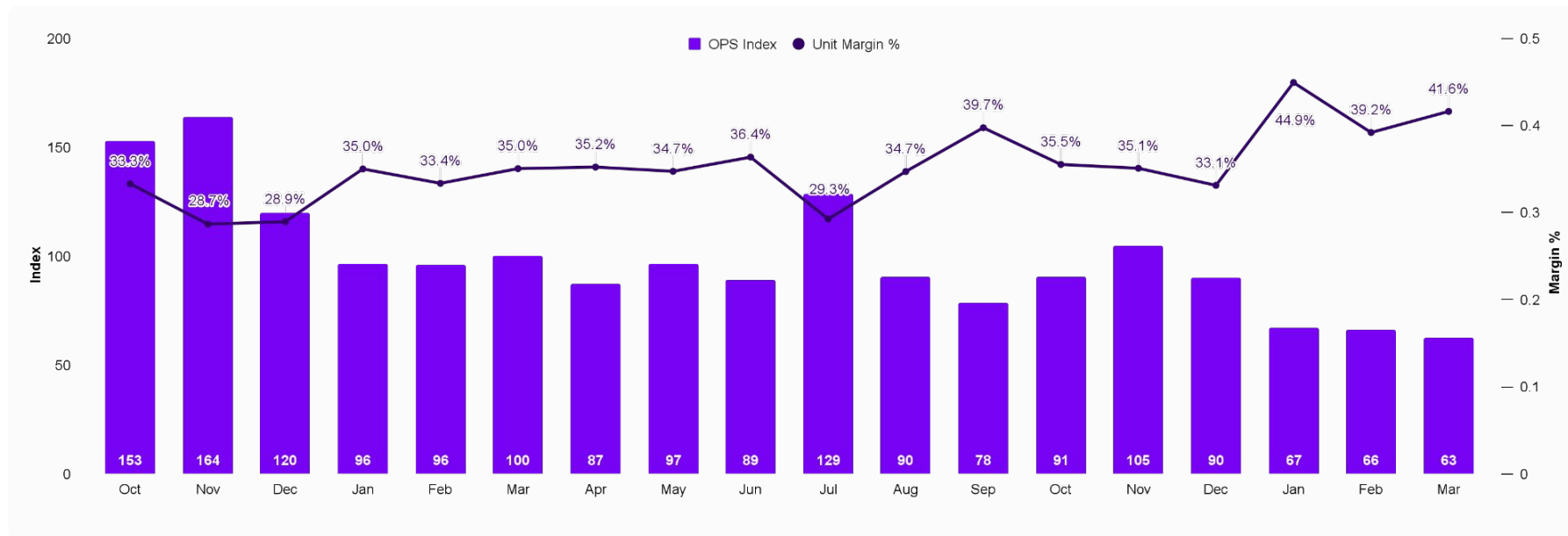
**Q1 2025 Glance views declined 27% YoY, with steady declines over 18 months—down 28% from October 2024**



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

## OPS VS. UNIT MARGIN %

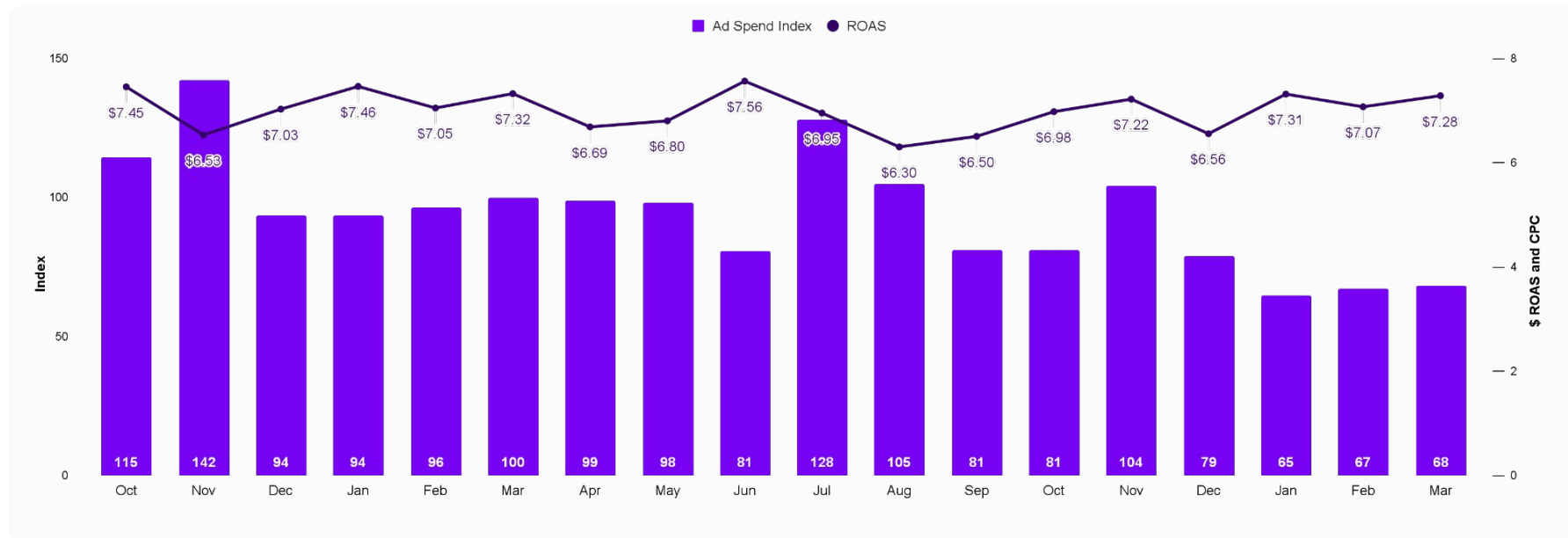
# As Amazon prioritizes a profitable selection, margins hit 18-month highs as sales hit 18-month lows



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.

AD SPEND | ROAS | CPC

## Q1 ROAS held steady YoY, as ad spend declined 31%

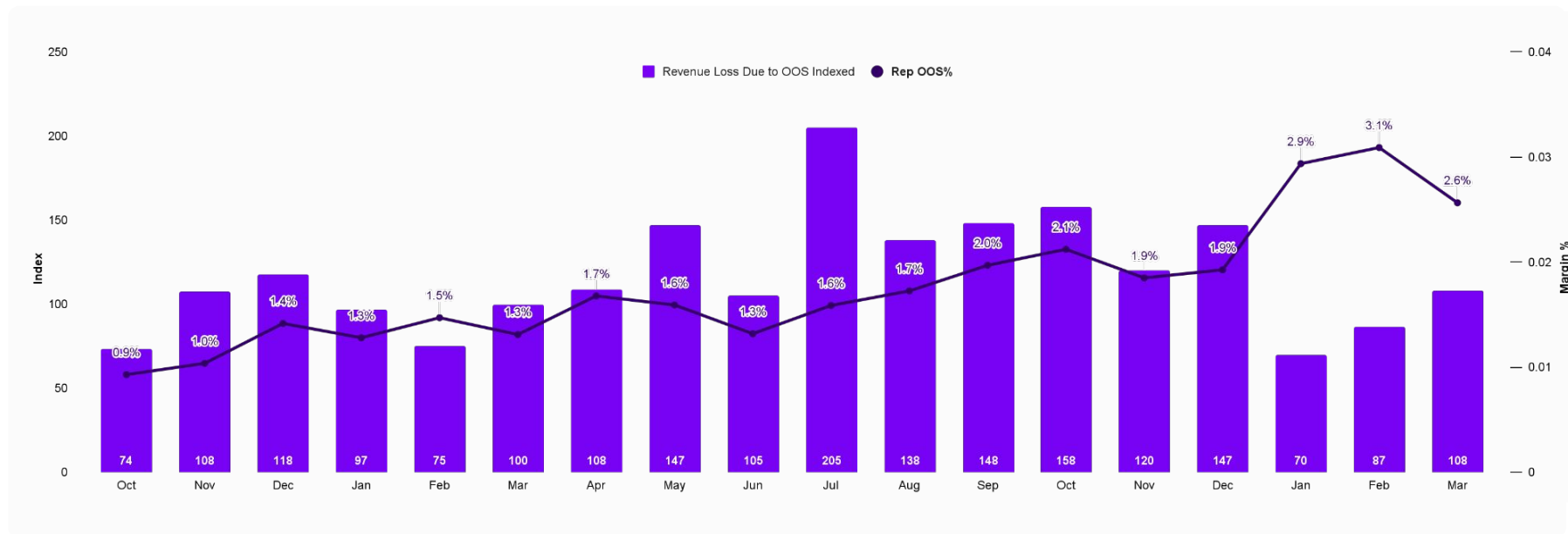


Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.



## REVENUE LOSS DUE TO OOS

# As Amazon aggregate inventory position continues to decline, there's a long-term upward trend in RepOOS%



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from October 2023 to March 2025.



# Ready to take your ecommerce strategy to the next level?

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