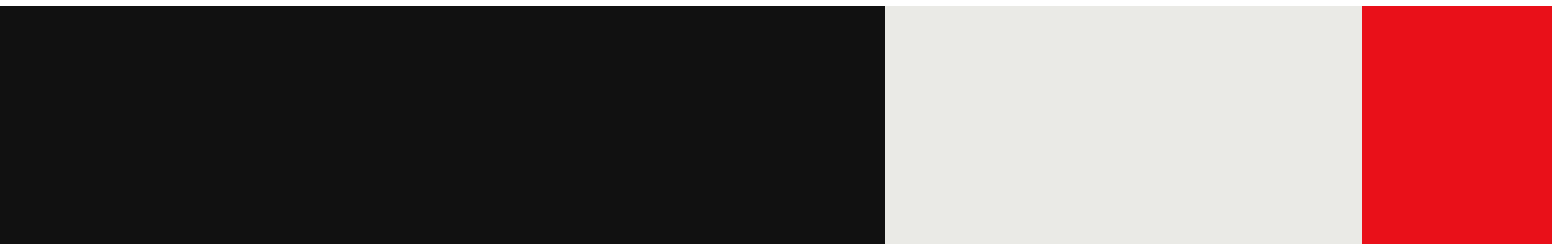


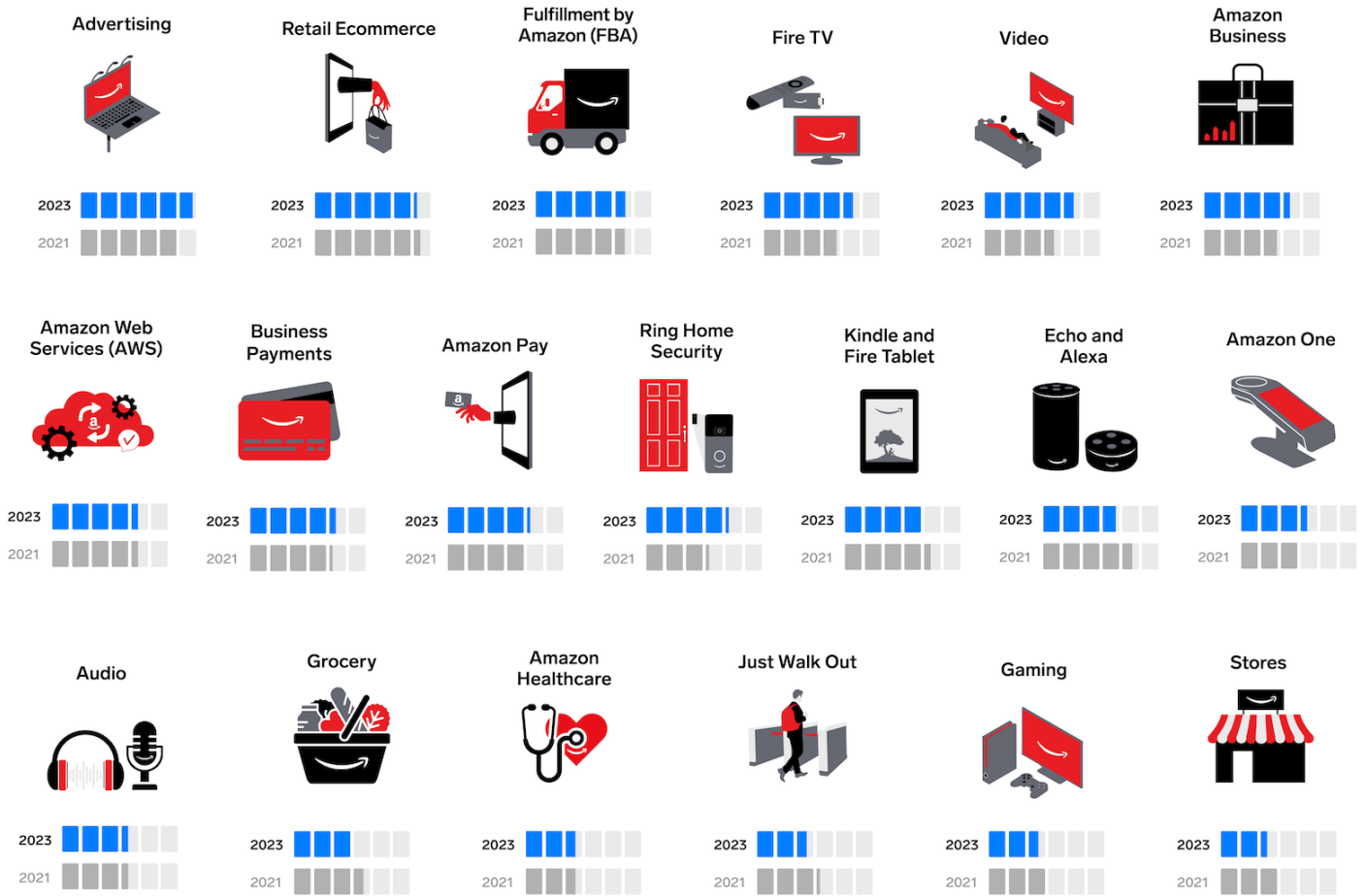
How Amazon ranks across 19 industries

Article



For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

Our Power Rankings for Amazon's 19 Business Divisions



Our power ratings are based on five factors: maturity/iteration; disruption; integration; leverage; and prediction for a five-year outlook. The final power rating for each division is an average—calculated by finding the total of all five factors' ratings and dividing that sum by five.
Source: Insider Intelligence, 2023

g350416

INSIDER INTELLIGENCE | eMarketer

Key stat: Amazon's advertising division ranked highest in our Power of Amazon in 2023 report. Its retail ecommerce division, Amazon's biggest business by dollars, lost share between our initial rankings in 2021 and our current forecast.

Beyond the chart:

- CEO Andy Jassy called 2022 “one of the harder macroeconomic years in recent memory” as product sales growth slowed at Amazon.

- Amazon faces competition in retail from Walmart+, in advertising from up-and-coming retail media networks, and in tech from Google and Microsoft AI innovations.
- Our **Power of Amazon in 2023** report pinpoints a number of strong areas for Amazon, but there are several, including stores and grocery, where Amazon's five-year outlook isn't as strong as it was in 2021.

Use this chart:

- Determine which Amazon businesses are healthiest.
- Evaluate Amazon's ad prowess.

More like this:

- [Amazon adds off-site placements to Sponsored Products ads](#)
- [Amazon pulls the plug on dozens of its in-house brands](#)
- [Amazon notched considerable ecommerce gains in Q2 thanks to improvements in fulfillment](#)
- [Amazon adds new BNPL option to strengthen digital wallet](#)

More Chart of the Day:

- [8/30 - TikTok's time takeover](#)
- [8/29 - Instagram remains king](#)
- [8/28 - Digital commerce's pay day](#)
- [8/25 - Social video slows](#)
- [8/24 - The rise and fall of ecommerce growth](#)