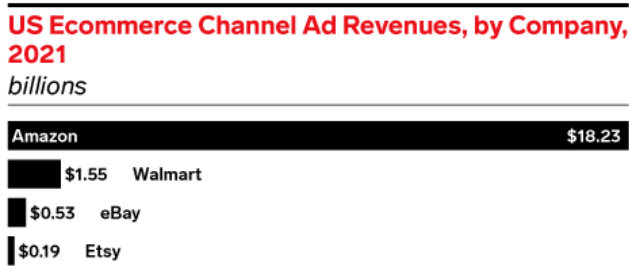


Amazon will make over 10 times the ecommerce channel ad revenues of its closest rival

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](#).

In the ecommerce race, **Amazon** is putting a lot of space between it and its competitors. In 2021, Amazon will make more than **\$18 billion** in ecommerce channel ad revenues, while its closest US rival, **Walmart**, will make a comparatively tiny **\$1.55 billion**.



Note: digital advertising that appears on websites or apps that are primarily engaged in retail ecommerce; examples include advertising on Amazon, Walmart, and eBay; excludes advertising on social networks or search engines; excludes other companies
Source: eMarketer, March 2021

264800 eMarketer | InsiderIntelligence.com

More like this:

- Report: **US Ecommerce by Category 2021**
- Article: **Amazon dominates US ecommerce, though its market share varies by category**
- Article: **Search advertising is resilient thanks to the ecommerce channel**