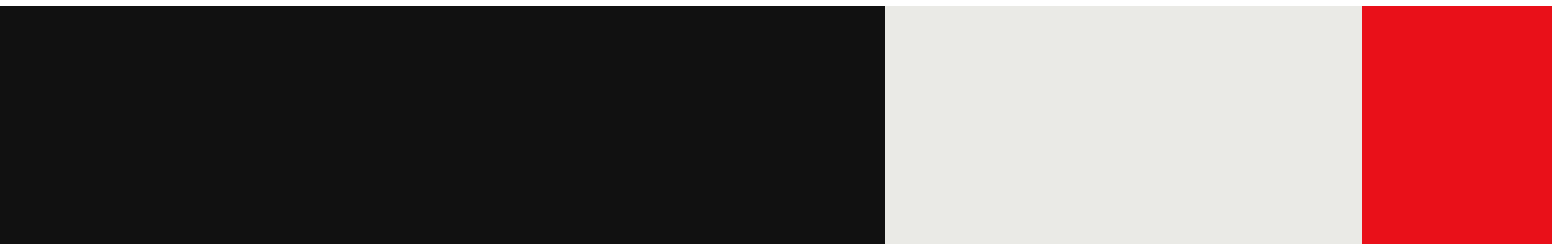


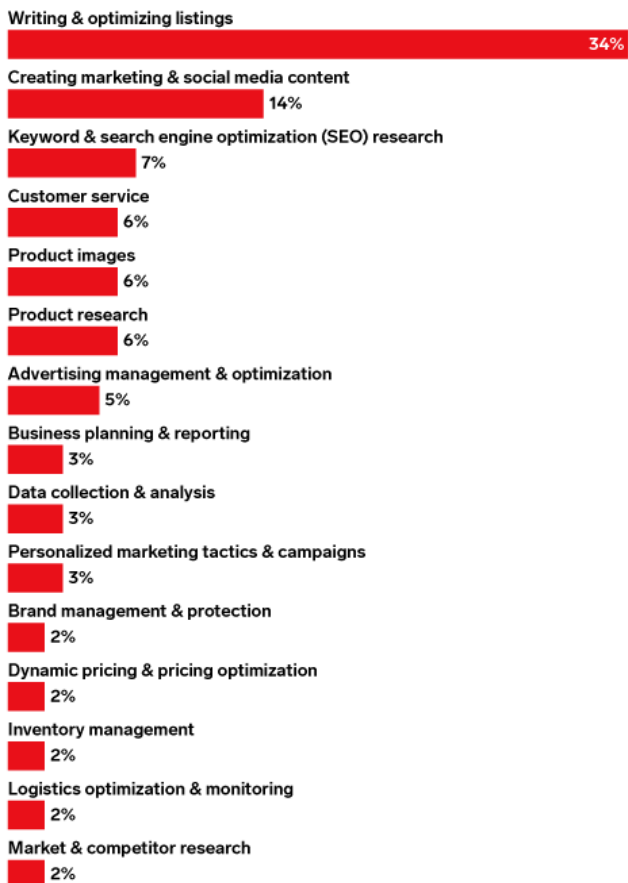
# More than a third of Amazon merchants worldwide use AI to write and optimize listings

Article



## Ways in Which Amazon Sellers/Brands Worldwide Are Using AI on Amazon, Jan 2024

% of respondents



Note: among first and third-party sellers with at least 1 live product listing on Amazon; responses with 1% or less are not shown

Source: Jungle Scout, "The State of the Amazon Seller: 2024," Feb 14, 2024

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Insider Intelligence | eMarketer

**Key stat:** More than one-third (34%) of Amazon sellers and brands worldwide use AI to write and optimize product listings, according to January 2024 data from Jungle Scout. Others use Amazon's AI to create marketing and social media content (14%), perform keyword and SEO research (7%), and assist with customer service (6%).

### Beyond the chart:

- Last September, Amazon rolled out a generative AI assistant. The ecommerce retailer claims its tool can write more captivating product descriptions, titles, and listing details, helping sellers be more efficient and helping customers make more informed purchasing decisions.
- More of Amazon's efforts to enhance the shopping experience and reduce returns are involving AI. Some new AI-powered tools include Fit Review Highlights, which summarizes

real customer reviews, and an algorithm that offers fashion suggestions based on the customer's preferences and the brand's sizing systems.

**Use this chart:**

- Analyze use cases for AI efficiencies.
- Allocate budget for AI teams and strategies.

**More like this:**

- **5 things retailers need to know about selling on Amazon, from marketing tactics to AI and competitors**
- **Walmart, Amazon, and Shopify leverage AI to improve the shopping experience**
- **Amazon turns to generative AI to improve the search experience**
- **Shoppers want AI to help with product research and customer service**