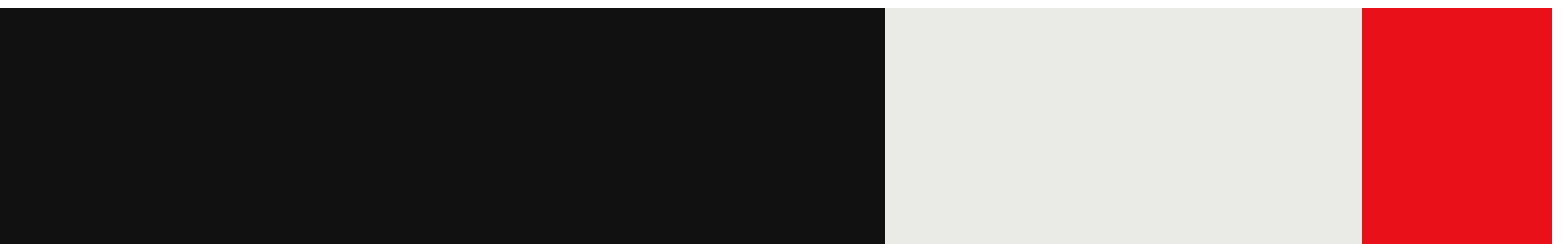


# Did Amazon Change Its Algorithm to Favor Profitable Products?

Audio

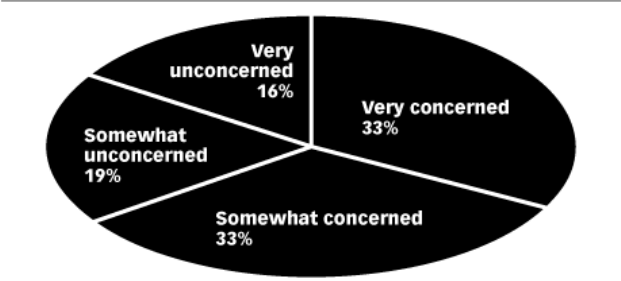


eMarketer principal analysts Andrew Lipsman and Nicole Perrin discuss a recent report from The Wall Street Journal indicating that Amazon tweaked its algorithm to favor profitable, Amazon-branded products, the significance of consumers scaling back spending post-summer sales, Americans' thoughts on meal kits and more.

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**Are US Brands Concerned with the Competition from Amazon's Private Label Products?**

% of respondents, Sep 2018



Note: among brands selling on Amazon; numbers may not add up to 100% due to rounding  
Source: Feedvisor, "Brands & Amazon: Insights, Opportunities, and Concerns in the Age of E-Commerce" conducted by Morning Consult, Jan 23, 2019

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