Unveiling Amazon's 2022 Sales, Advertising Revenue, and Operational Growth

SellerApp's Amazon Seller Report comprehensively recaps Amazon's sales, profitability, operational & customer growth in 2022.

Austin, Texas Apr 5, 2023 ([Issuewire.com](https://www.issuewire.com)**)** - **SellerApp**, a leading Amazon marketplace analytics tool, has recently released its highly anticipated 2022 Amazon Seller Report in collaboration with **Payoneer**, a global payments solution. This comprehensive report offers invaluable insights into Amazon buyer statistics, sales and profitability breakdowns, advertising revenue, operational growth analysis, seller demographics, and categories analysis, among other key areas.

Not only does the report offer a comprehensive overview of the trends, challenges, and opportunities that shaped the Amazon marketplace in 2022, but also provides retailers and brands with the data they need to optimize their sales and advertising strategies and scale their businesses in 2023.

Key insights from the report

Amazon's success is largely due to the growing number of sellers and shoppers joining the platform. In fact, with a total of **9.7 million sellers** on the platform in 2022, it's no surprise that third-party sellers sell approximately **7,000 products per minute on Amazon in the USA**.

Furthermore, an average of **3,700 new sellers** join the platform every day to tap into Amazon's vast customer base and drive revenue growth.

This has contributed significantly to the impressive revenue of $502.19 billion generated by the e-commerce giant in 2022, with 22% of that generated by sellers.

As a result, Amazon has become a highly profitable marketplace, solidifying its position as a leader in the industry in 2023.

Convenience reigns for consumers with high purchasing power

As more and more sellers flock to Amazon to take advantage of the platform's vast customer base, it's essential to consider the factors driving consumers to choose e-commerce over traditional brick-and-mortar shopping experiences.

In a world where convenience and competitive pricing reign supreme, 58% of all customers now shop online at least once every few weeks.

This trend is particularly evident on Amazon, boasting an almost equal split between male and female customers, with 51% of their customers being women.

Furthermore, while 65% of Amazon online shoppers prefer shopping on their computer or laptop, one-third of customers prefer mobile shopping, which highlights the importance of creating a mobile-first shopping experience.

Sayantan Chatterjee, Director of Product at SellerApp, emphasizes saying, "*To stay relevant and succeed in this rapidly changing environment, retailers must understand the emerging trends and seize new opportunities with agility and innovation.*"

Most Amazon sellers reap profits, and social media plays a crucial role in it

Amazon has proven to be a lucrative platform for sellers, with an impressive 76% of them turning into profit. What's more remarkable is 63% of these sellers achieved profitability within the first year, a testament to Amazon's extensive customer base and the wealth of data available for brands to target the right customers.

In fact, many Amazon sellers experienced exceptional success, with 36% making over $5,000 per month, which is equivalent to a yearly salary of at least $50,000, and an impressive 23% making over

$10,000 per month.

However, while Amazon is undoubtedly a powerful platform, sellers must diversify their marketing strategies and adopt multi-channel selling to ensure sustainable growth. In fact, in 2022, almost 40% of sellers grew their brand through social media, influencer marketing, or other marketing efforts, highlighting the importance of integrating various marketing channels.

Amazon's ad revenue experienced instrumental growth in 2022

To further emphasize the importance of Amazon, note that Amazon's ad revenue experienced significant growth in 2022.

In Q1 2022 alone, Amazon's ad revenue increased by 25% to reach $7.9 billion. By the fourth quarter, ad revenue had gone up to $12.4 billion, at an impressive growth rate of 32%.

This remarkable growth is partly due to Amazon's extensive customer base, which incentivizes brands and retailers to invest more in advertising.

Furthermore, Amazon's rollout of new ad formats, such as OTT ads, DSP, and measurement tools like Amazon Brand Analytics and Brand Metrics, help them win big budgets from brands and retailers.

Wrapping Up

In light of Amazon's impressive growth trend, sellers continue to thrive on the platform, despite facing economic challenges. However, with greater competition, sellers need to diversify advertising strategies to expand global reach and grow higher profits.

And to achieve that goal, Amazon Seller Report has emerged as a timely resource. As VP-India at **Payoneer**, Gaurav Shisodia remarked, "*The newly released Amazon End of Year Report equips e-commerce sellers with powerful insights to optimize their operations, drive growth, and achieve new levels of success.*"

Get the full report to learn invaluable insights into the demographics of Amazon sellers, popular categories, buyer statistics, sales, profitability, and operational growth analysis, which can help sellers make data-driven decisions and stay ahead of the competition.

About SellerApp:

SellerApp is a leading data analytics platform that combines data and AI to empower Amazon sellers and Fortune 500 companies to accelerate their business growth. As an official partner of the Amazon Advertising Partner Network, SellerApp works with 21000+ sellers and brands across a wide range of industries and provides them with the tools and strategies to succeed in the competitive Amazon marketplace. SellerApp combines actionable insights with human intuition and expertise to give you the absolute best e-commerce growth strategies.

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