

# 10 Amazon Statistics You Need to Know in 2020 [Amazon Stats Infographic]

Maryam MohsinInsights

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The year was 1994 when Bezos quit his job and launched Amazon out of his garage. In 1995, the first item was ordered online on Amazon – a book. In the first month of its launch, Amazon had already sold books to people in all 50 states and in 45 different countries. Within 30 days, it had generated \$20,000 per week in sales.

In the 25 years since Amazon was launched, it holds the title as the world's largest online retailer and has become a household name.

Amazon has become synonymous with online shopping. And it continues to grow by developing new products, acquisitions, and various different service offerings that continue to enlarge its customer base. Amazon has broadened its target market to try to cover as many customers as possible. And it's doing a great job, because there seems to be something for everyone on Amazon. As [online shopping becomes increasingly popular](#), people turn to Amazon for just about everything, whether that's everyday groceries or seasonal gifts. So if you're looking for [ideas to sell on Amazon](#), or you need some inspiration to build [your own ecommerce store](#), these latest Amazon statistics will help motivate you to get started. Let's get started. Here are the top 10 Amazon Statistics that you need to know about in 2019.

## 1. The Popularity of Amazon



The popularity of Amazon is indisputable. Amazon leads the ranking of the most popular shopping apps in the United States. [150.6 million mobile users](#) accessed the Amazon app in September 2019 (Statista, 2019). It's also interesting to note that Amazon is way ahead of its competition. The second-ranking shopping app, Walmart, had a monthly mobile app audience of only 76.45 million users.

Mobile shopping is becoming increasingly popular among the online population. This could be because of the seamless experience that shopping apps are committed to providing their customers. It's becoming so simple and stress-free to shop online. This also adds to the fact that customers can purchase their favorite products on-the-go. They don't need to be in front of a desktop computer to be shopping online. To give credit to Amazon, it has revolutionized online shopping for customers. It has made the shopping experience incredibly smooth. You can order just about anything on Amazon. And another factor that weighs in favor of Amazon is that it has built a strong relationship with their customers. But more on that later.

Keeping all these things in mind, it comes as little surprise that Amazon also ranks first overall among the most-visited mobile retail properties in the United States. In September 2018, more than **63 million users accessed Amazon Sites** exclusively through their mobile devices, making the platform the most popular among mobile-only online visitors.

## 2. Customers Trust Amazon



Customers trust Amazon. And for good reason. Based on a survey of more than 2000+ US customers, **89 percent of buyers** agree that they're more likely to buy products from Amazon than other ecommerce sites (Feedvisor, 2019). There's no denying the Amazon is at the centre of ecommerce. This point particularly held true for customers who purchase products online regularly. 98 percent of those who purchase on Amazon daily or almost everyday and 99 percent who purchase on Amazon a few times a week agree that they are drawn to Amazon over its competitors. Amazon is committed to providing a consistently reliable online shopping experience for consumers. In a way, customers know exactly what they're getting into.

**Gaining customer trust** is a stepping stone toward becoming successful as a company or brand. The trust that Amazon has built with its customers is based on consistent and transparent product experiences. **Forbes** has famously said, "Amazon has earned our trust by delivering the products we want, on time, intact, in the same branded brown boxes—consistently."

So, if you have a brand or business, you should be thinking about **developing customer relationships**. Customer relationships will help you win more shoppers. In the age of online shopping, by focusing on truthful and clear product information online you can deliver a consistent experience to your customers. Brands should focus on building trust with their audience by providing them the right content, **encouraging reviews**, and providing high quality customer service, which will help customers trust your brand in the long run.

### 3. Number of Amazon Prime Members



## Number of Amazon Prime Members

There were an estimated

**103 million**

U.S. Amazon Prime subscribers, up from 95 million in June 2018.

(Statista, 2019)



Amazon's Prime membership program continues to reach an increasing amount of online shoppers. There were an estimated **103 million U.S. Amazon Prime subscribers**, up from 95 million in June 2018 (Statista, 2019).

Amazon Prime is a paid subscription service offered by Amazon. The program was launched in 2005 and is available internationally. The subscription includes services such as a free two-day (or faster) shipping service, music and video streaming, as well as many other additional benefits. The categories most popular among Amazon Prime shoppers in the United States were electronics, apparel, and home and kitchen goods. It's interesting to note that Amazon Prime shoppers are more engaged than non-members. During a February 2019 survey, **20 percent of Amazon Prime members** stated that they shopped on Amazon a few times per week, with seven percent saying that they did so on an (almost) daily basis.

It's clear that Amazon goes to lengths to ensure the comfort of its Prime members. It also does this by frequently adding more features to the Amazon Prime subscription. And for those of us who are regular online shoppers, the benefits of Amazon Prime are undeniable.

## 4. Number of Products Available on Amazon



## Number of Products Available on Amazon

Amazon.com has a total of  
**119,928,851**  
products as of April 2019.  
(Scrapehero, 2019)



Whenever we need to buy a product online, that we think we can't find anywhere else, we turn to Amazon. We trust that Amazon will have our product needs covered. That's because Amazon has an enormous product count. To put a number on it, Amazon.com has a total of **119,928,851 products** as of April 2019 (Scrapehero, 2019).

The largest category in Amazon is Books, containing 44.2 million products. This is followed by Electronics (10.1 million) in second place, and Home & Kitchen (6.6 million) in third place. Amazon started its journey with books, but gradually over the years it has expanded its product portfolio to include just about everything. Amazon has long held its mission to help customers "discover anything they might want to buy online". So it's no surprise that Amazon is aiming to sell as many different products as possible, across many different industries. And though this is great news for Amazon, it's not so much for its competitors. Trying to compete against a giant such as Amazon that is endlessly aiming to enlarge its product offerings creates a highly competitive marketplace.

## 5. The Most Popular Amazon Product Category



## The Most Popular Amazon Product Category



The electronics category was the most popular product category purchased by Amazon shoppers in the United States.

# 44%

of US Amazon shoppers had purchased electronics via Amazon.

(Feedvisor, 2019)

Out of all the product categories, the electronics category was the most popular product category purchased by Amazon shoppers in the United States. **44 percent of US Amazon shoppers** have purchased electronics via Amazon (Feedvisor, 2019). That was followed closely by clothing, shoes, and jewelry at 43 percent, and home and kitchen products at 39 percent.

Amazon is constantly working on increasing its product and category coverage on the platform. This means that it's also growing to attract new types of customers and various different niches. The diverse range of products offered by Amazon is one of its core strengths that helps it to highlight itself prominently among competition, and also why so many other companies face difficulty to reach the same level of success. Expanding its categories also means that it's becoming accessible to new audiences and **constantly expanding its target market**, to reach as many individuals as possible. But it does all this, while at the same time maintaining quality standards which builds trust.

## 6. Amazon Prime Day Breaks Records





## Amazon Prime Day Breaks Records

Shoppers purchased  
more than

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products during  
the Amazon Prime  
day in 2018.

(CNBC, 2018)



Amazon's annual global shopping event has gained attention as a retail-sales holiday in a fairly short period of time. Shoppers purchased more than **100 million products during the Amazon Prime day** in 2018 (CNBC, 2018). Amazon describes Prime Day 2019 as "Amazon's biggest, global shopping event exclusively for Prime members." Prime Day in 2019 was a two-day period of epic deals that started on July 15, 2019.

Amazon Prime Day was introduced in 2015, to celebrate Amazon's 20th anniversary. The first Amazon Prime Day was a one-day-only retail holiday, that was aiming to overtake Black Friday as the sales holiday of the year. Prime Day has also gradually been introduced to other countries outside the US every year. It is now available for shoppers in Canada, the UK, Spain, Mexico, Japan, Italy, India, Germany, France, China, Belgium, and Austria, Australia, Singapore, the Netherlands, Luxembourg, and the United Arab Emirates.

You might not find everything on your wishlist during the Amazon Prime Day, but it's surely a good opportunity to see what they have to offer that you might want to stock up on. You'll find great deals on products such as smart TVs, headphones, Amazon Echo, smartphones, household items, and much more. With the continuing success of Amazon Prime Day, it's becoming a favorite period that online shoppers are eagerly looking forward to.



## 7. Amazon Usage by Device



Even though the tech world is increasingly adapting to mobile first, online shoppers using Amazon still prefer desktop over mobile when they're making a purchase. [67 percent of Amazon Shoppers](#) prefer to shop using their desktop computer or laptop (CPC Strategy, 2018). In comparison, 24 percent of shoppers preferred to shop using mobile devices. This statistic shows us the types of devices used by online shoppers in the United States when shopping on Amazon. Amazon Echo (voice-enabled device) had the lowest reported usage rate. But the real question remains as to why this is the case? And what could this Amazon stat tell us about the future of online shopping?

To begin with, there's a difference in the device preference when it comes to different age groups. Those that are 35 and younger have a clear preference of mobile devices, whereas online shoppers of 55 and over preferred to use desktop or laptop devices. Another thing to note here is that this statistic points out device usage based on purchase action. This may not seem like a noticeable difference at first, but other studies have shown that shoppers are more likely to *browse* on mobile and *buy* on desktop. So, when it comes to the future of online shopping, mobile will continue to be an important step in Amazon's buyer journey, helping shoppers smoothly transition from the browse to buy stage.

Additionally, [current investments in AR](#) (Augmented Reality) and app updates that are catered toward faster purchases (such as swipe-to-buy) is a hint in the direction of ease for the online shopper.

## 8. Number of Items Sold on Amazon per Minute



Millions of SMBs (small and medium sized businesses) from around the world are working with Amazon. And this next statistic shows us why. On average, SMBs located in the US sell more [than 4000 items per minute](#) (Amazon, 2019). It's interesting to note that more than half of the items sold on Amazon's stores worldwide are from SMBs. That's just one measure of the success that SMBs are achieving by working with Amazon.

It's safe to say that Amazon offers a huge opportunity for SMBs to flourish. SMBs selling through Amazon's stores have created an estimated 1.6 million jobs worldwide. In order to encourage and help SMBs thrive in Amazon stores, Amazon also hosts a variety of events to educate sellers. This includes the Amazon Academy events across Europe, the Boost Conference specifically for businesses using the FBA service, and the new Selling Partner Summits across the US. The new Selling Partner Summits are a series of six conferences designed to help sellers grow their business in Amazon's stores.

## 9. Number of Sellers on Amazon



Amazon has more than [2.5 million sellers currently actively selling](#) on the marketplace (Marketplacepulse, 2019). There are roughly 25,000 sellers on Amazon with more than \$1 million in sales, and 200,000 sellers with more than \$100,000 in sales.

Every year more than a million new sellers join Amazon. Marketplaces like Amazon tend to show signs of the power law distribution, where a large portion of the sales on a marketplace is generated by a small fraction of the sellers. This means that the top sellers on Amazon are responsible for most of the overall volume of sales that happen on the marketplace. Although only a small fraction of businesses own a large portion of sales, this doesn't mean you can't be successful. Amazon provides great resources to optimize your store for success.

What's more is that the Amazon marketplace seems to be growing its impact somewhat unnoticed by online consumers and even retailers. Amazon has commonly come under fire in the past for damaging retail jobs, and that could also be a reason why it's choosing to be more vocal about the enormous number of jobs created by the marketplace sellers. That's also why in recent years the headline of the [Amazon marketplace creating jobs for SMBs](#) has

become more frequently used. The increased mentions of the Amazon marketplace is likely to be a long-term plan of Amazon to re-establish its position from being a retailer.

## 10. Buyers Visit Amazon for Inspiration



**23 percent of online shoppers go first on Amazon** for inspiration when they don't have a specific product in mind for purchase (Episerver, 2019).

Understanding the buyer's journey map helps online brand and retailers develop their strategy accordingly. If online retailers know that a big chunk of people are going online for inspiration when they don't yet have a specific product in mind for purchase, they have the potential to influence the buyers. Marketplaces such as Amazon or Etsy remain a popular first touchpoint for online shoppers without a product in mind for purchase. Other than that, Google is also a top destination for shoppers beginning an online purchase.

But the fact that shoppers tend to lean toward Amazon and Google when doing searching online may scare brands and retailers. But companies can work alongside these trends to favor themselves. It's important to highlight pricing and product features, but brands shouldn't limit themselves to just that. They should try to inspire online shoppers to purchase with information that can be valuable to them. This can include customized messages to shoppers.

Companies can adopt content marketing approaches that cater to a shopper's unique state of mind based on their frequency of online shopping. For example, companies can reach out to online buyers with unique promotions like an exclusive sale offering based on the location of the shopper. This is something that clothing brands frequently engage in to attract their customers by offering them sales based on the weather of the online shopper.