

GLOBAL AMAZON MEDIA REPORT

Q1 2025



POWERED BY



Table of Contents

03 | About the Report

04 | Q1 2025 Global Index

09 | Q1 2025 Trends

12 | Amazon News & Media Updates

15 | About Us

17 | Contact Us

About the Report

The **Global Amazon Media Q1 2025 Report** delivers an in-depth analysis of Amazon's advertising performance and offers valuable insights into the trends and dynamics shaping different Amazon markets across the globe. By aggregating data from over 100 clients across 13 countries and 25 categories, with ad spend exceeding eight figures, the report presents a detailed view of the evolving Amazon media landscape.

Our analysis spans major markets, including the United States (US), United Kingdom (UK), Australia (AU), Mexico (MX), Germany (DE), and Canada (CA), and breaks down critical key media metrics and performance trends. It highlights shifts in consumer behavior, market fluctuations, and the strategies driving advertising success within Amazon's ecosystem.

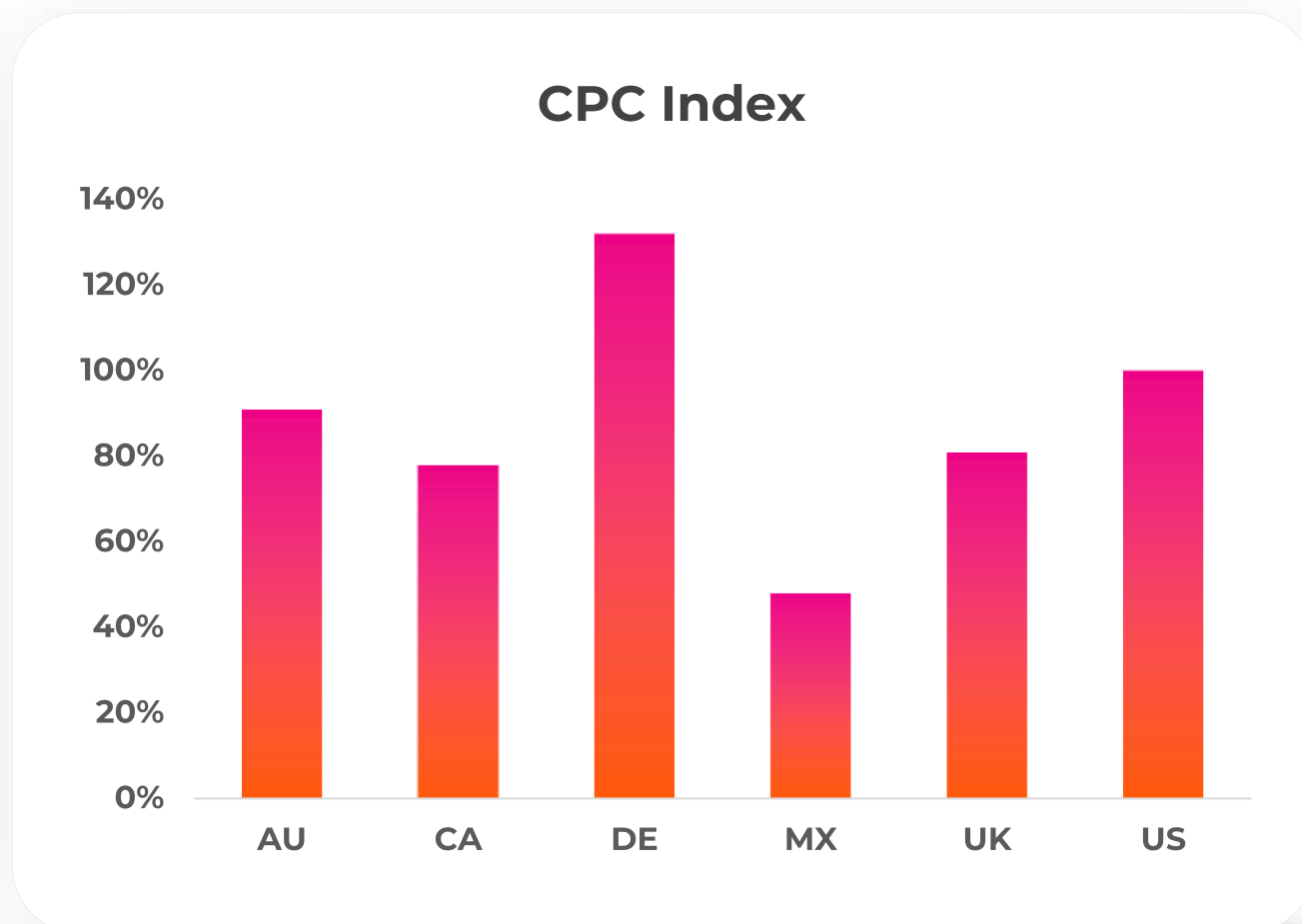
With actionable insights and a global perspective, the report is designed to equip brands with the knowledge they need to navigate Amazon's complex advertising landscape and optimize their media investments for long-term success.

Q1 2025 Global Index



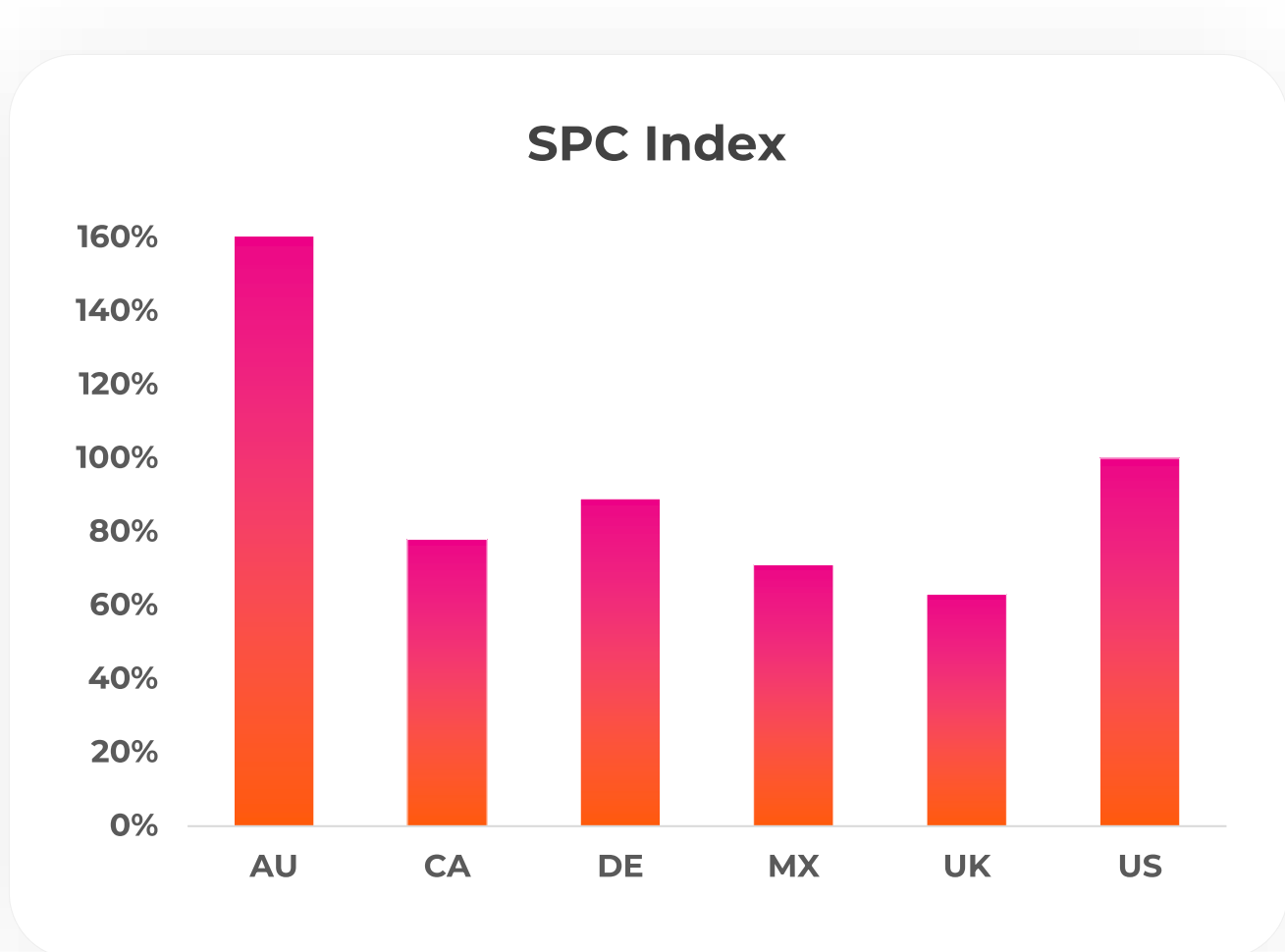
CPC Remains Consistent Across Global Markets, with Exceptions

Cost-per-click (CPC) values remain consistent worldwide, except for Mexico and Canada, where Sponsored Ads traffic is discounted by 52% and 22%, respectively. Since Podean initiated this report, Mexico has significantly reduced the gap in CPC values compared to other global markets.



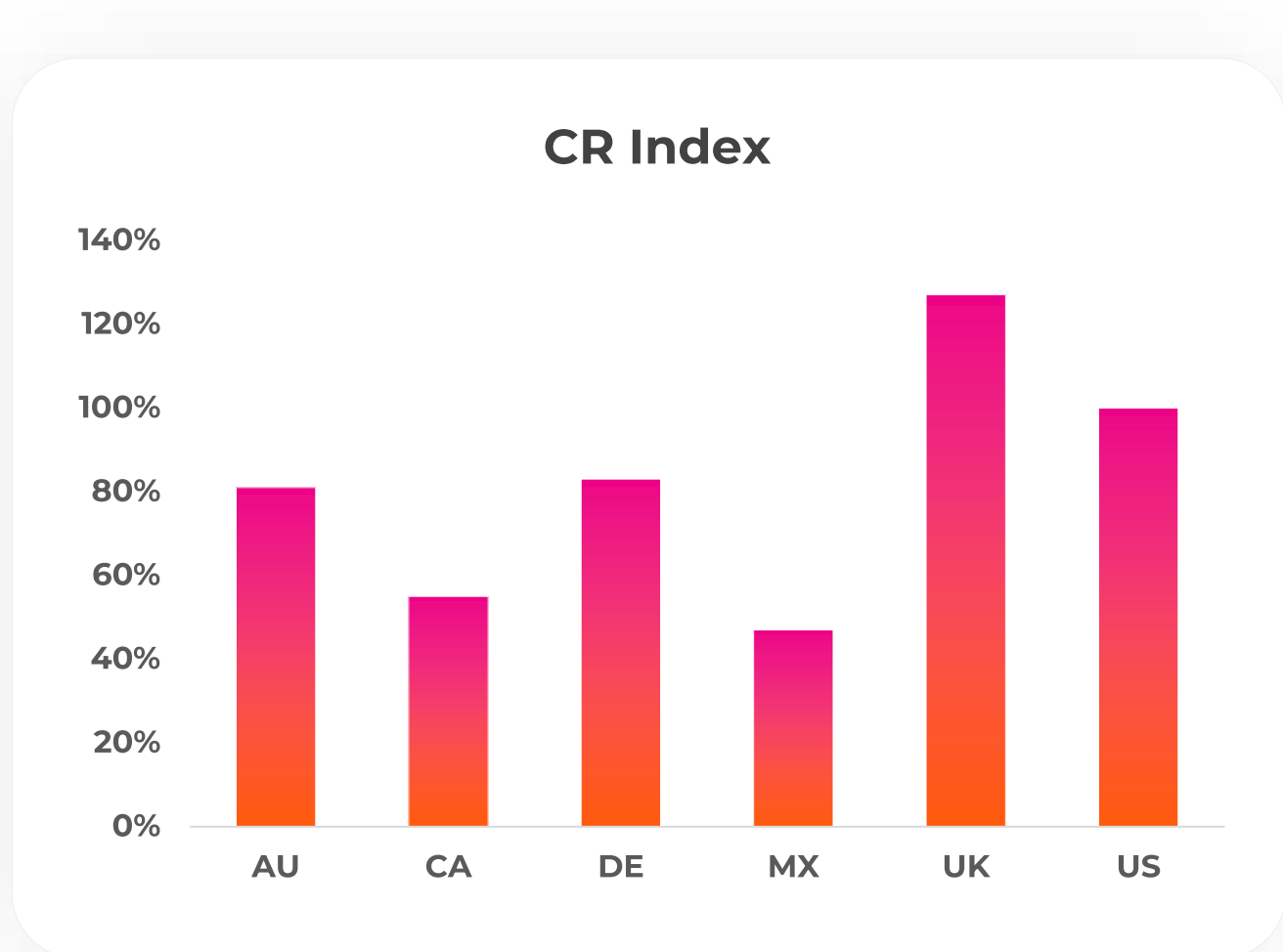
Australia Leads Global SPC Rates for Fourth Consecutive Quarter

The Australian and United States markets boast the highest sales-per-click (SPC) rates globally. Australia continues to have very strong SPC values compared to other global markets, leading this category for the fourth straight quarter.



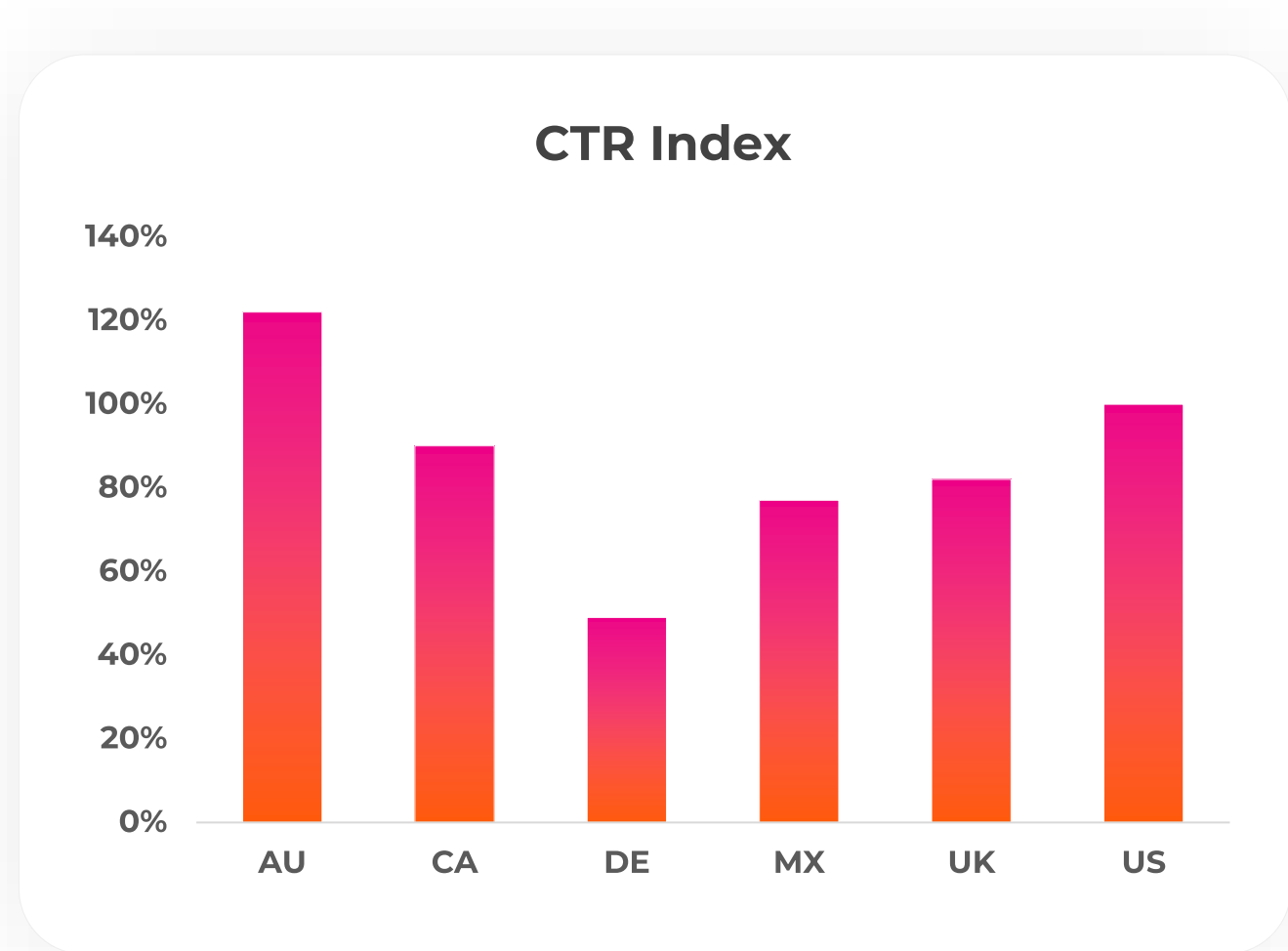
UK Tops Global Conversion Rates, While Mexico Sees Lowest

Mexico sees the lowest conversion rate, for Sponsored Ads, among all global markets, aligning with the cheaper CPCs of this market. Meanwhile, the United Kingdom records the highest conversion rates globally, marking its second consecutive quarter at the top.

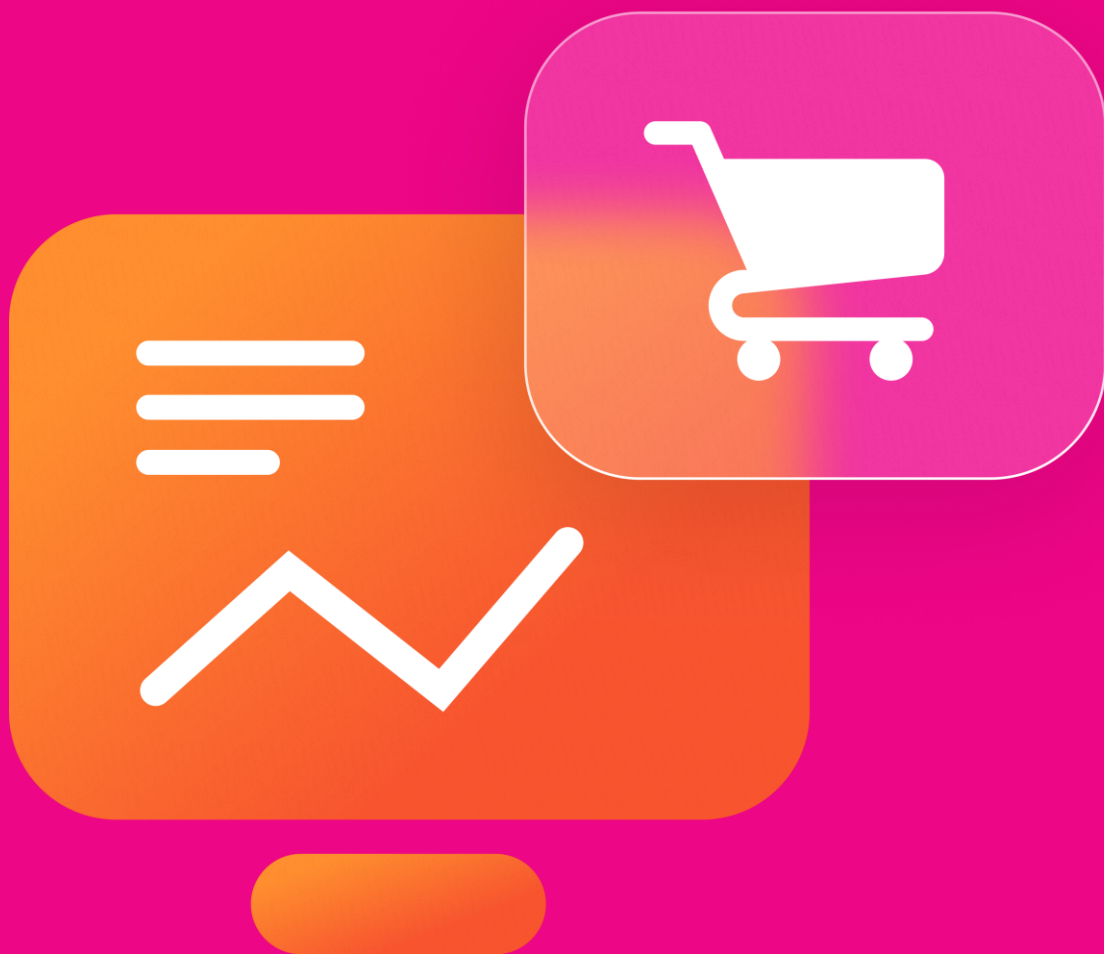


Germany Sees Significantly Lower CTR Compared to Global Markets

Globally, click-through rates for Sponsored Ads remain consistent, with the exception of Germany, which experiences approximately 50% of the engagement seen in other markets.



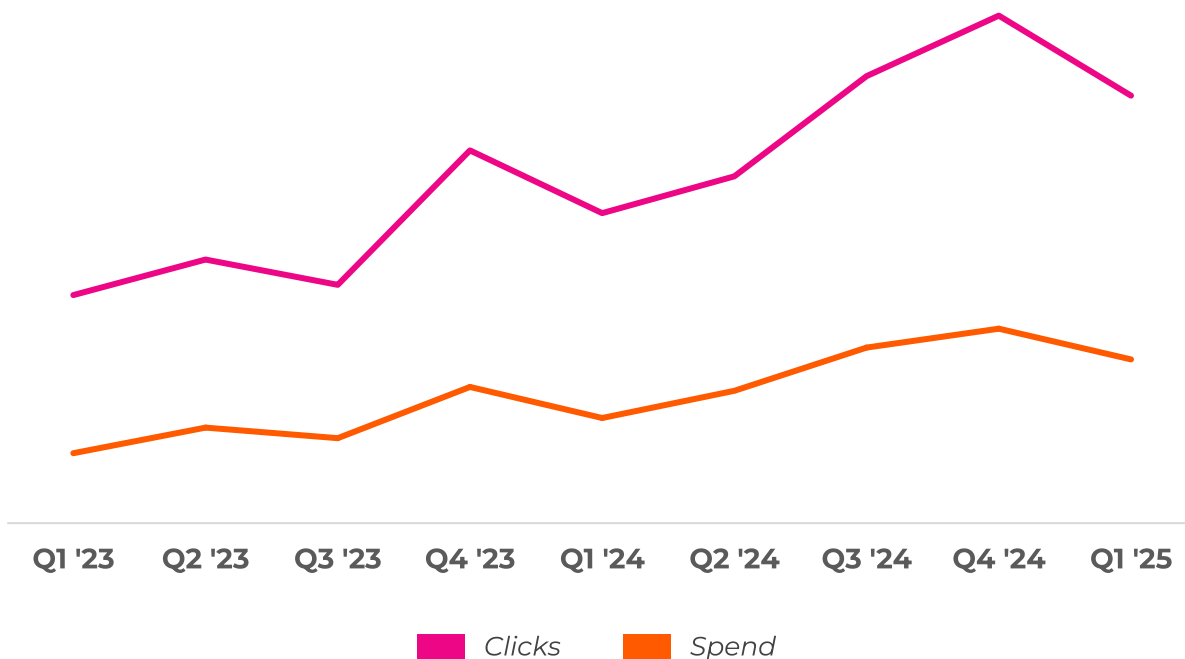
Q1 2025 Trends



Sponsored Ads See Strong YoY Growth in Q1 2025

Globally, Sponsored Ads traffic and spend levels continue to show year-over-year (YOY) growth, driven by the launch of new ad formats and the expansion of smaller markets. For Q1 2025, click traffic and spend saw positive increases, with a 29% rise in traffic and a 56% rise in spend compared to Q1 2024.

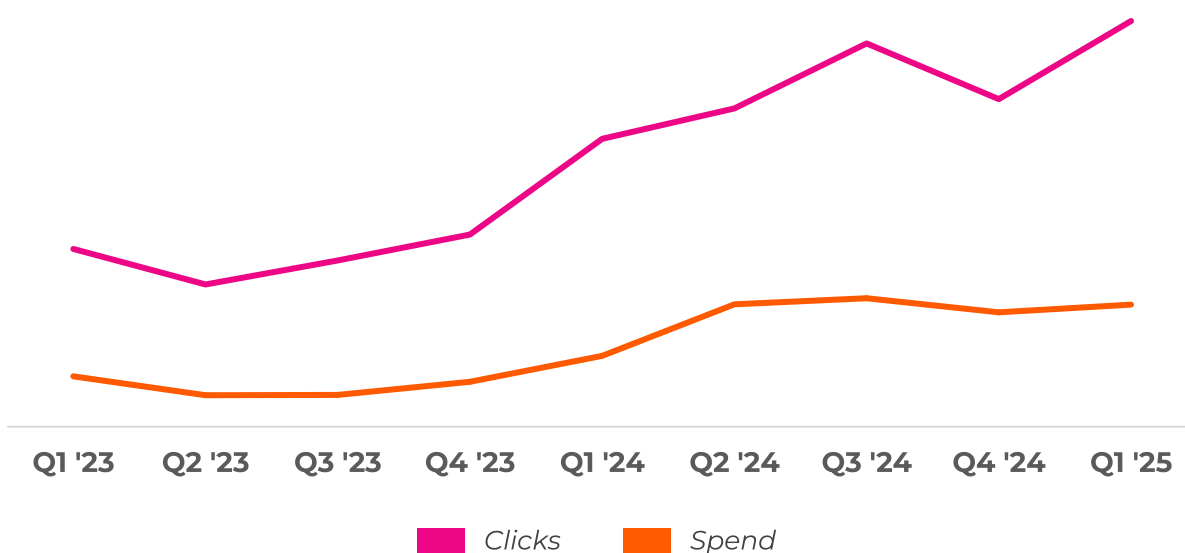
Global Overall Sponsored Ads



Surge in DSP Click Traffic Marks Strong Q1 2025 Growth

Building on the momentum of Sponsored Ads, Amazon DSP experienced even stronger global growth in Q1 2025 compared to Q1 2024. Click traffic surged by 72%, while spend increased by 31%, outpacing the growth of Sponsored Ads. This uptick is driven by DSP's expansion into more global markets and Amazon's ongoing efforts to increase video ad placements through the platform.

Global Overall DSP



Amazon News & Media Updates



The Latest Amazon News & Media Updates



Source: Amazon

Big Spring Sale 2025 and Other Key Events

Amazon's Big Spring Sale 2025, held from March 25 to 31, featured deals across 35+ categories, including 50% off Amazon Haul and exclusive Prime offers. Events like this, along with seasonal moments such as the Super Bowl and Valentine's Day, typically drive increased engagement across Amazon. In February and March, there was a significant increase in sales and conversion rates, fueled by heightened shopper intent and demand for deals. Brands that targeted these high-traffic moments with strategic ads saw improved visibility and performance.

Amazon Prime Day Extended to Four Days in 2025

In response to increasing competition, Amazon is extending Prime Day to four days, its longest yet. This extended window, following the record \$14.2 billion in sales in 2024, gives brands more opportunities to leverage Amazon's advertising tools for exclusive deals. Advertisers are expected to ramp up their media investments to maximize visibility, as the extended Prime Day period fuels increased demand for Amazon Ads solutions across multiple ad formats.

Amazon Launches in Ireland

Amazon.ie is now live in Ireland, offering customers access to over 200 million products across various categories. The launch also includes a "Brands of Ireland" store to promote local businesses. This expansion opens up new opportunities for advertisers to tap

into the Irish market with tailored media strategies. Brands operating within or targeting Ireland may see increased media opportunities, with localized advertising and promotional efforts becoming essential for capturing this new consumer base.

Amazon Ads Unveils Brand+ and Complete TV

Amazon Ads has introduced two innovative AI-powered tools designed to enhance advertisers' media strategies: Brand+ and Complete TV

Brand+ is a solution available within DSP that enables brands to deliver video ads across Amazon's properties and premium publishers. By leveraging data signals, it targets high-potential shoppers, streamlining the process of reaching the right audience both on Amazon and beyond. This aligns with broader trends in programmatic advertising, making it a key tool for brands looking to boost their video ad strategies.

Complete TV, currently still in beta, is an AI-powered DSP tool that optimizes streaming TV ad spend, audience reach,

and analytics. Slated for full rollout in the 2025/26 broadcast season, it allows for a more granular level of control over TV ad strategies and facilitates better cross-channel integration between digital and traditional TV ads. Brands can use Complete TV to refine their media strategies and integrate their ad spend across platforms.



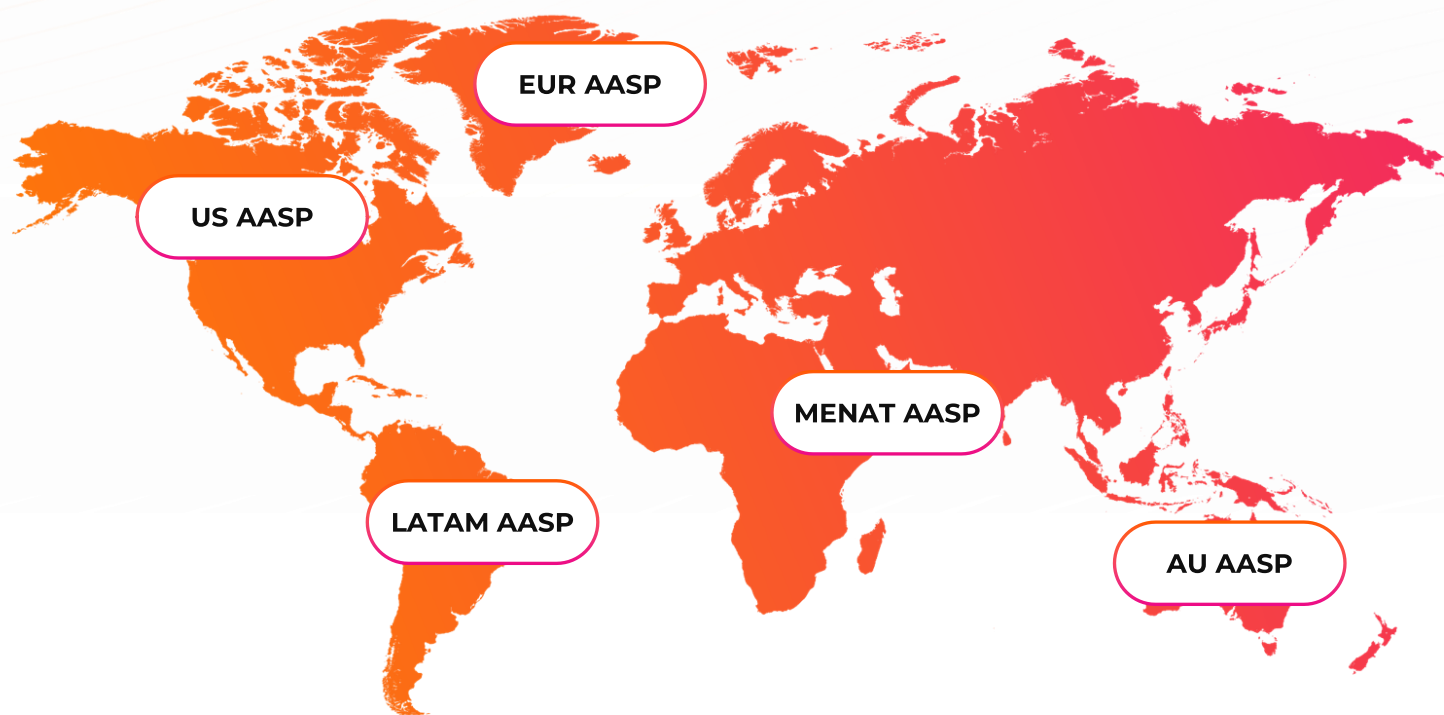
About Us

PODEAN is a global e-commerce marketing agency with top-tier Amazon Advanced Partner (AASP) status, trusted by leading brands to deliver end-to-end marketplace solutions that drive sustainable growth. Our client-focused approach and proven expertise have earned us industry accolades, including the 2021 Drum Awards Global Startup Agency of the Year and the 2023 Amazon Ads Global Expansion Award.

With deep marketplace knowledge, our team of e-commerce, media, and retail specialists provides comprehensive solutions tailored to help brands thrive. From marketplace strategy and retail operations to content optimization, media management, and advanced analytics, we equip brands with the tools and insights needed to unlock long-term success in the fast-evolving digital landscape.

To learn more, please visit www.podean.com or contact us at contact@podean.com.

Global Presence



PODEAN operates on a global scale, partnering with clients across diverse industries and regions, including **North America, Latin America, Europe, the Middle East, Asia, and Australia.**

With a commitment to excellence and client service, we leverage our extensive expertise to deliver tailored solutions that meet the distinct needs of brands worldwide.

Contact Us

 contact@podean.com

 www.podean.com