

GLOBAL AMAZON MEDIA REPORT

Q2 2025

WITH
PRIME DAY
RECAP



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PODEAN
INTELLIGENCE

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About the Report

The **Global Amazon Media Q2 2025 Report** presents an in-depth look at advertising performance across Amazon's most critical markets. Backed by data from over 100 clients across 13 countries and 25 categories, with ad spend surpassing eight figures, this report uncovers the key trends shaping Amazon's evolving media landscape.

Covering the United States (US), United Kingdom (UK), Australia (AU), Mexico (MX), Germany (DE), and Canada (CA), the report breaks down performance shifts, campaign trends, and market-specific behaviors to help brands fine-tune their Amazon strategies.

New in this edition is a **global recap of Prime Day 2025**, which compares performance across key markets and measures year-over-year changes from 2024. This analysis provides brands with timely, market-specific insights into one of Amazon's biggest shopping events.

With a global perspective, this report equips brands to navigate Amazon's complex advertising landscape. Whether responding to seasonal events like Prime Day or adapting to evolving market trends, brands can use these findings to optimize their media investments for long-term success.

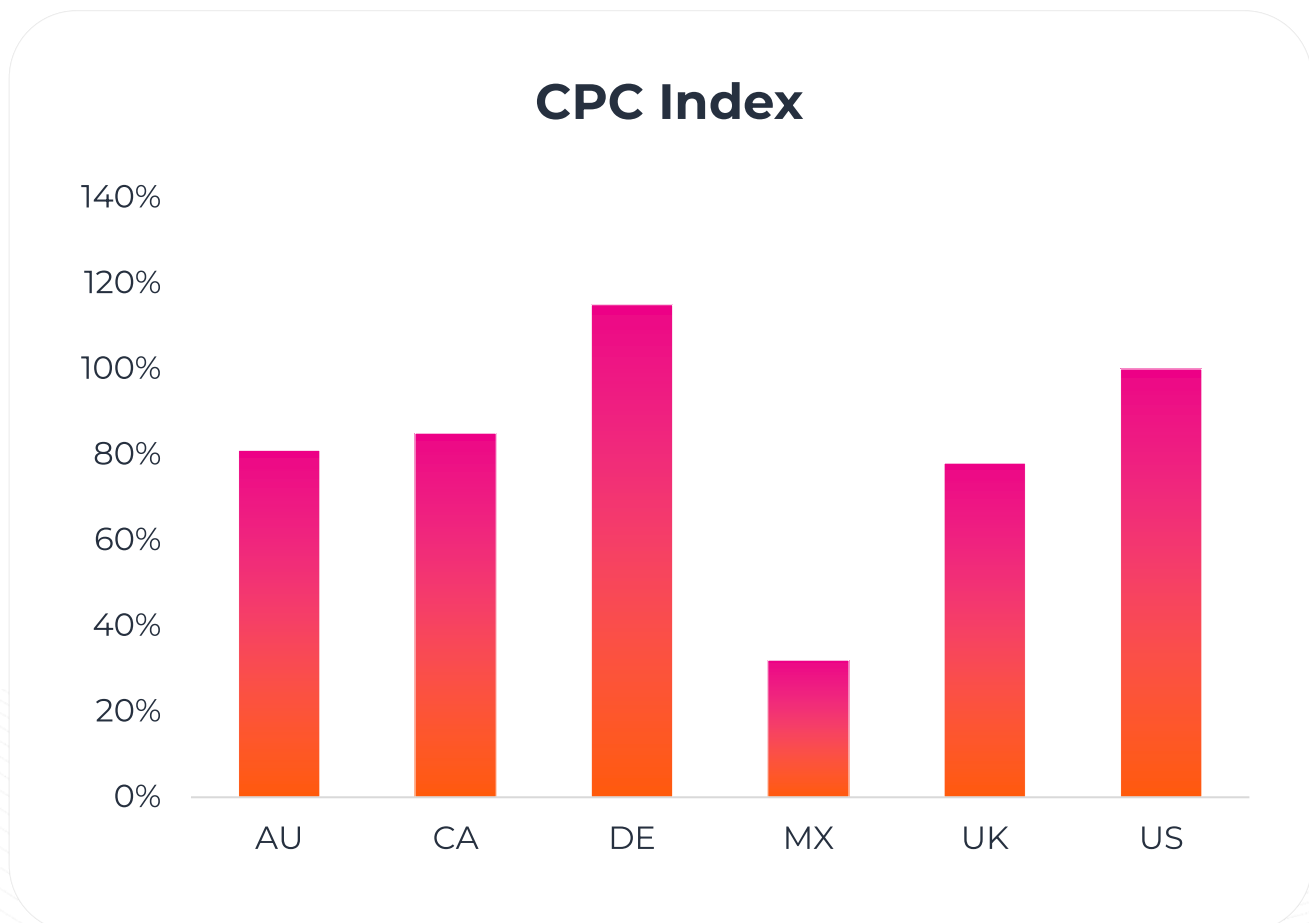
Q2 2025

Global Index



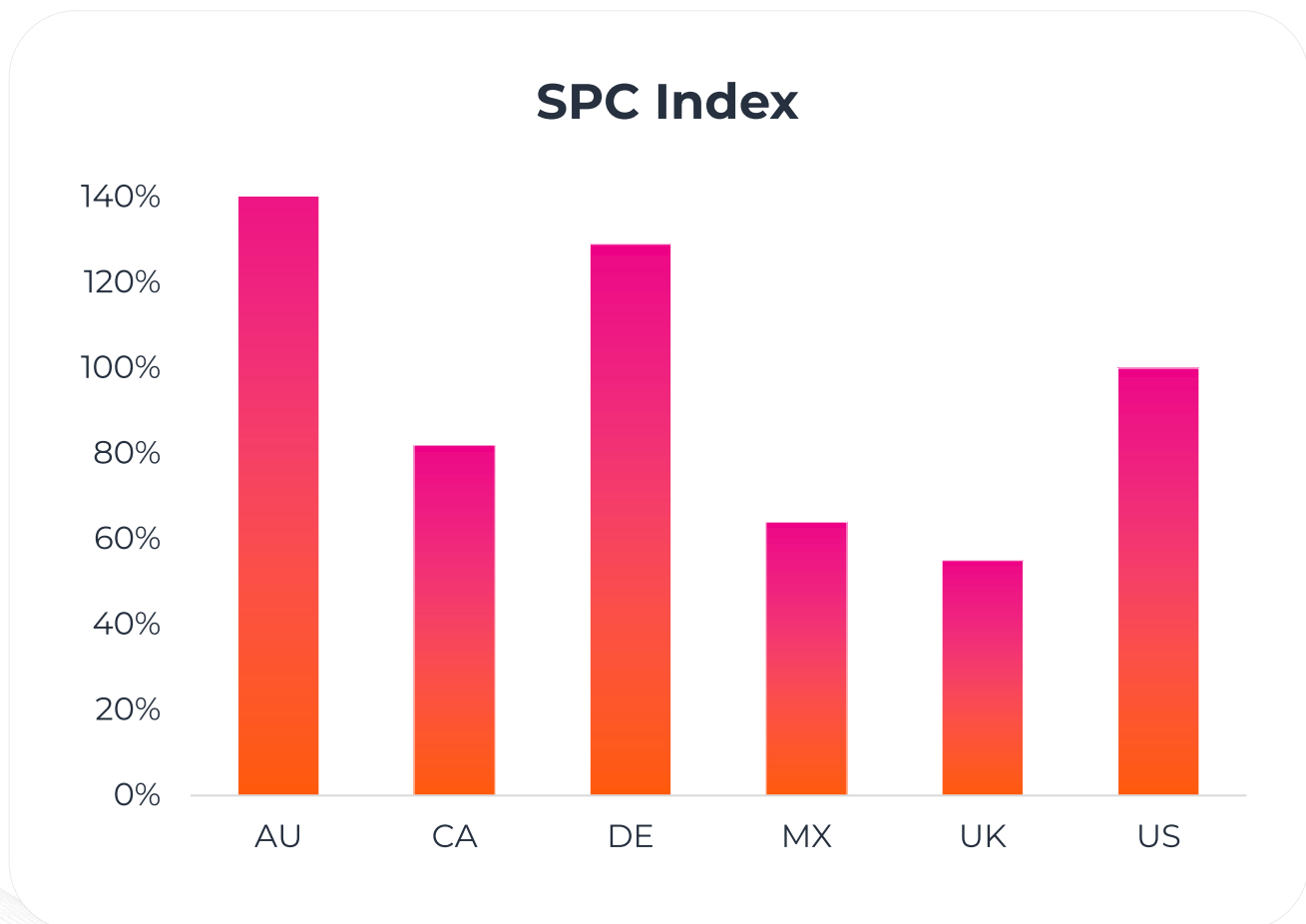
Mexico's CPC Rates Remain 70% Below Global Averages

Cost-per-click (CPC) values remain consistent across global markets, with the exception of Mexico, which continues to see Sponsored Ads Traffic discounts of 70%. Since Podean launched this report in 2024, Mexico has consistently recorded the lowest CPCs among major global markets.



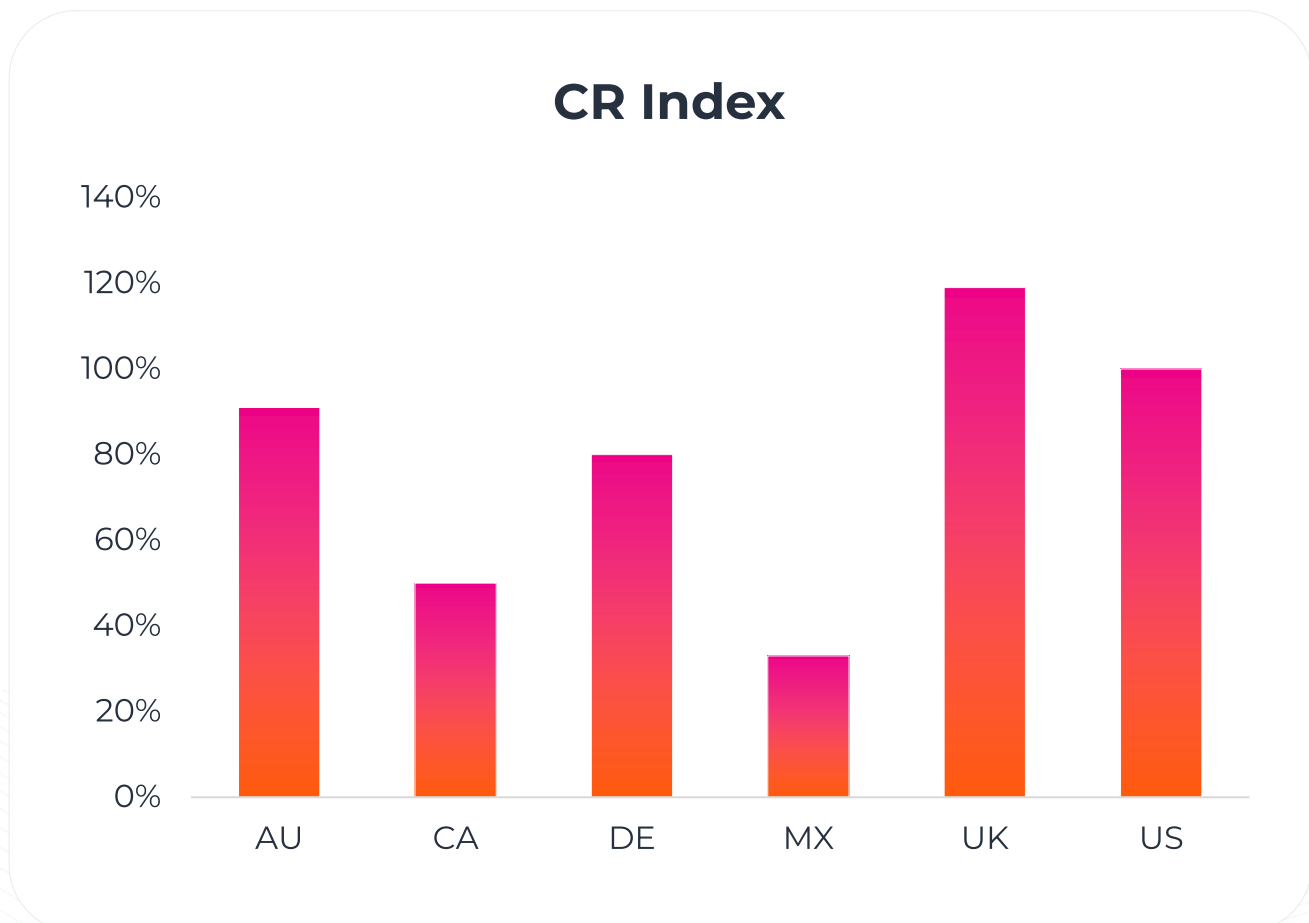
Australia and Germany Lead Global SPC Performance

Australia and Germany continue to lead globally in sales-per-click (SPC) performance, with both markets showing the strongest SPC rates. Australia continues to have very strong SPC values compared to other global markets, leading this category for the fifth straight quarter.



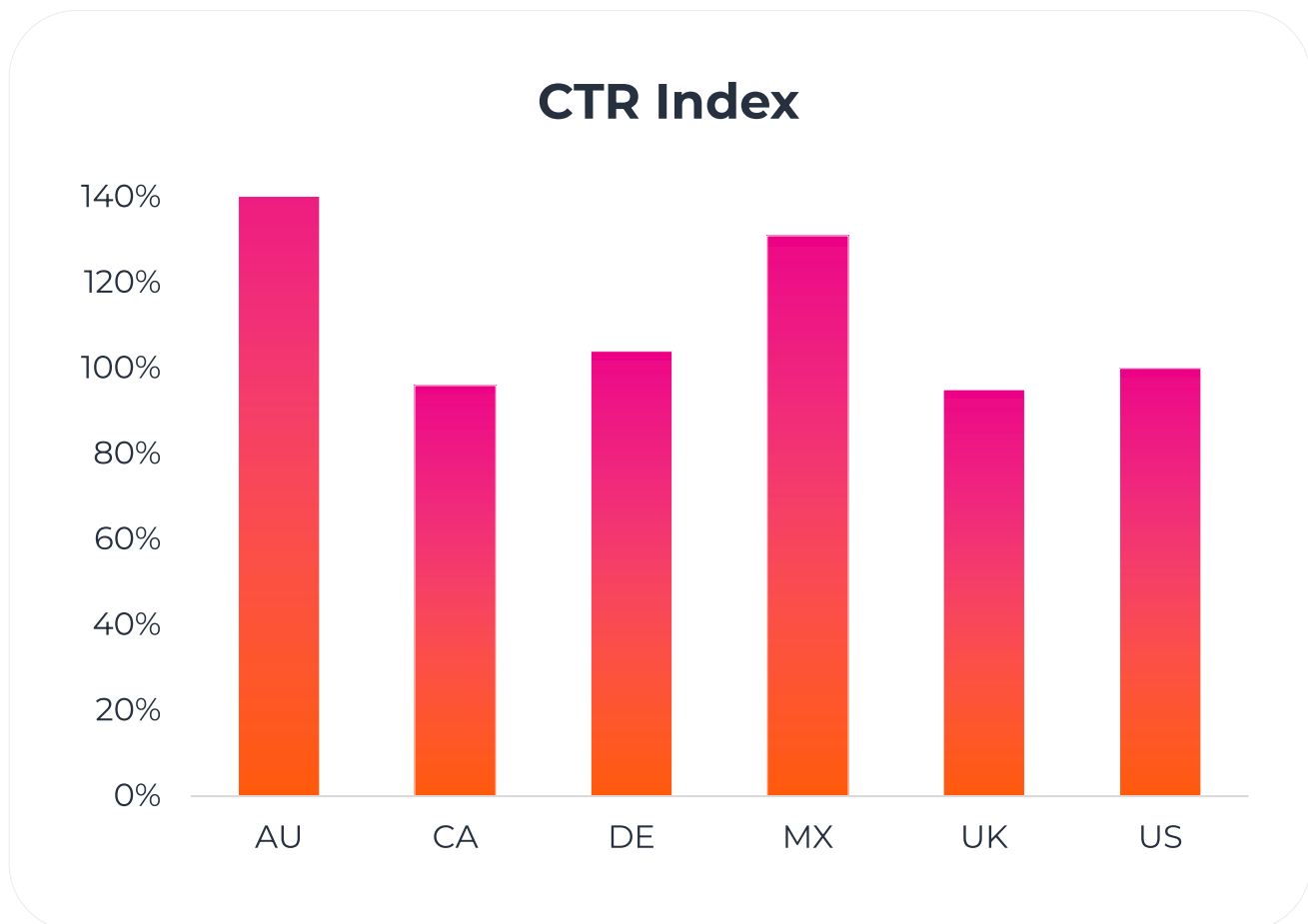
UK Leads Global Conversion Rates While Mexico Trails Behind

Mexico continues to record the lowest conversion rate for Sponsored Ads among all global markets, which aligns with its significantly lower CPCs. In contrast, the United Kingdom maintains the highest conversion rate worldwide, marking its third consecutive quarter at the top.



Australia Outperforms Global Average in Sponsored Ads CTR

Globally, click-through rates (CTR) for Sponsored Ads remain fairly consistent, except in Australia, where engagement was 70% higher than the global average in Q2 this year.



Q2 2025

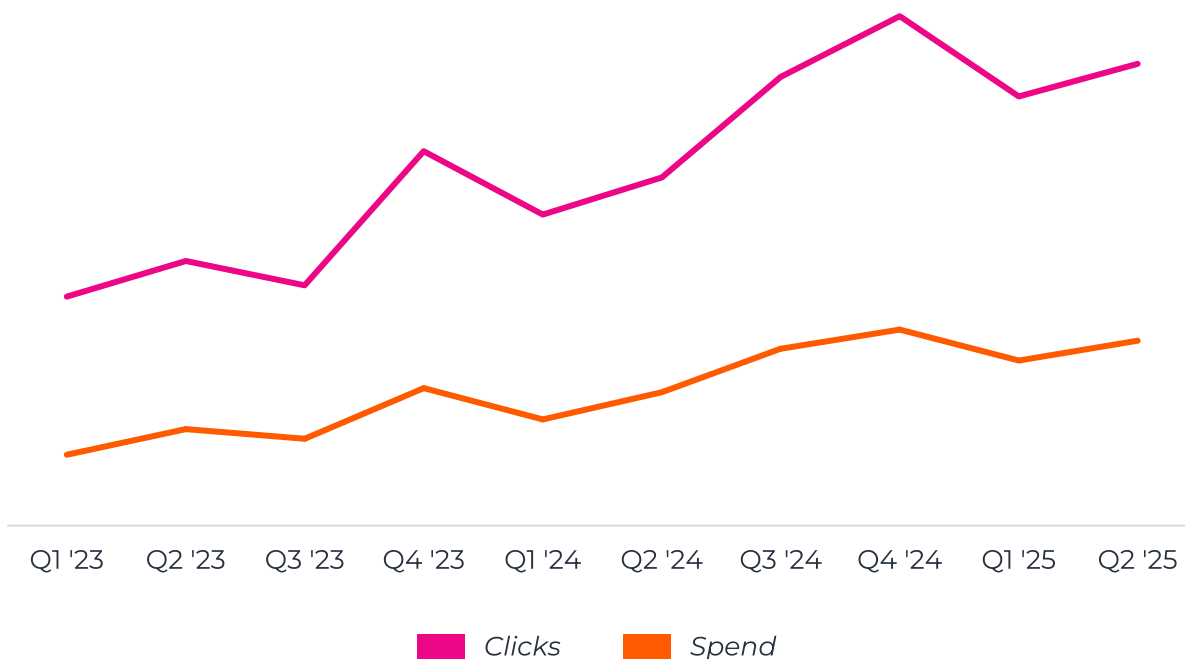
Trends



Q2 2025 Sees Strong YoY Growth in Sponsored Ads Performance

Globally, Sponsored Ads traffic and spend levels continue to grow YoY as new ad formats are launched and smaller markets continue to expand in their size. Click traffic and spend for Sponsored Ads saw positive increases YoY, with 29% and 39% increases respectively for Q2 2025 as compared to Q2 2024.

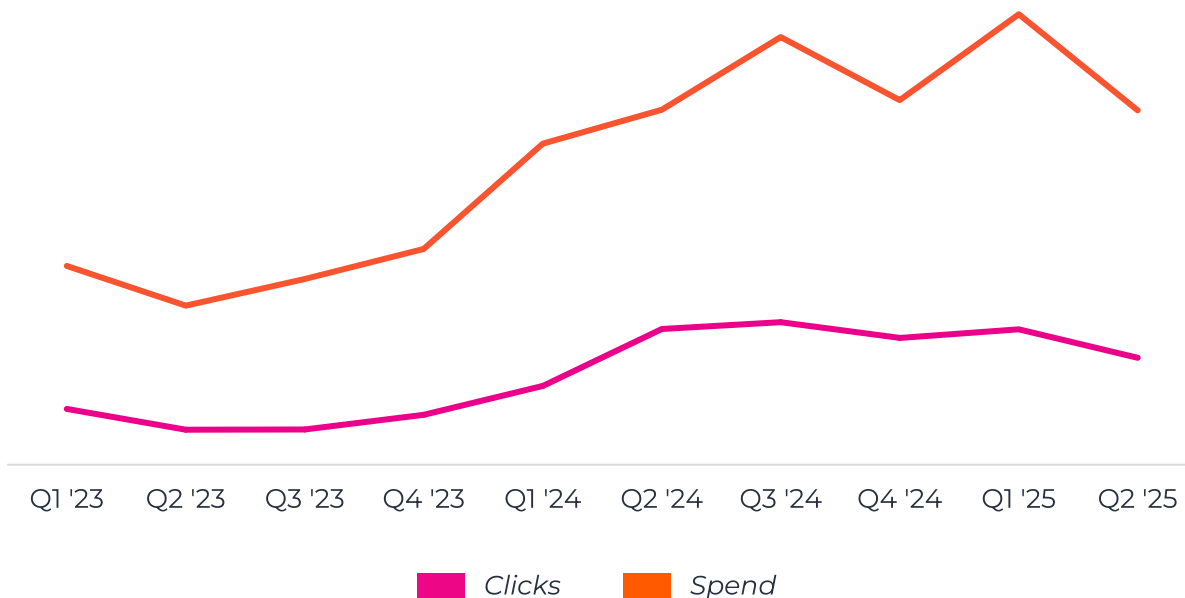
Global Overall Sponsored Ads



DSP Clicks Decline 21% Despite Increased Spend in Q2 2025

For the first time since the Podean started publishing this report, DSP has not outpaced Sponsored Ads in terms of YoY growth. The ad format actually saw a slight regression in Q2 2025 as compared to Q2 2024, drawing 21% less clicks on 10% increases in spend on the platform.

Global Overall DSP



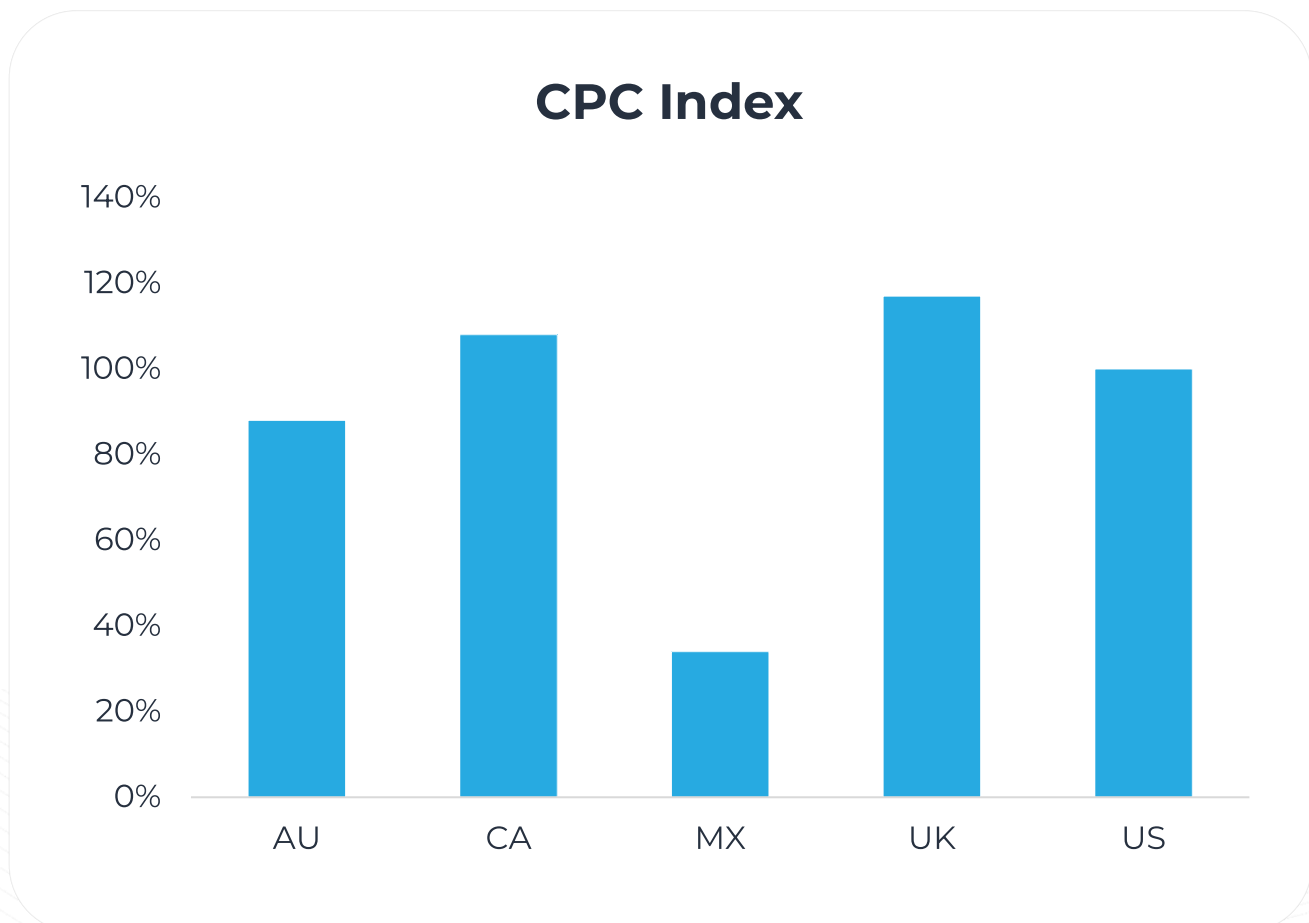
2025 Prime Day

Global Index



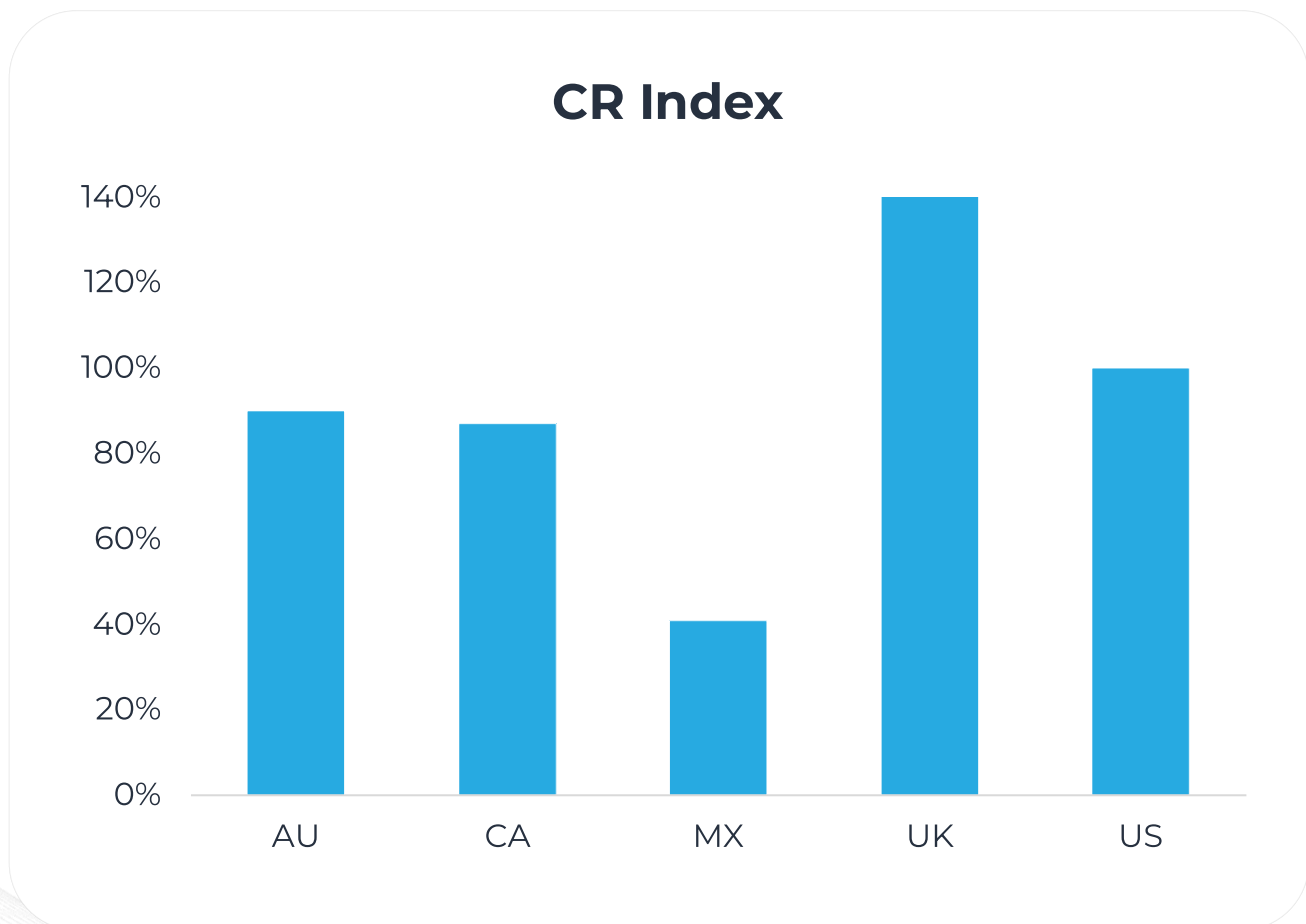
Mexico Sees 65% CPC Discount, Consistent with Ongoing Trend

Cost-per-click (CPC) values remained consistent across global markets, with the exception of Mexico, which saw a 65% discount in Sponsored Ads traffic. This trend is consistent with findings from Podean's quarterly media benchmarks over the past five quarters.



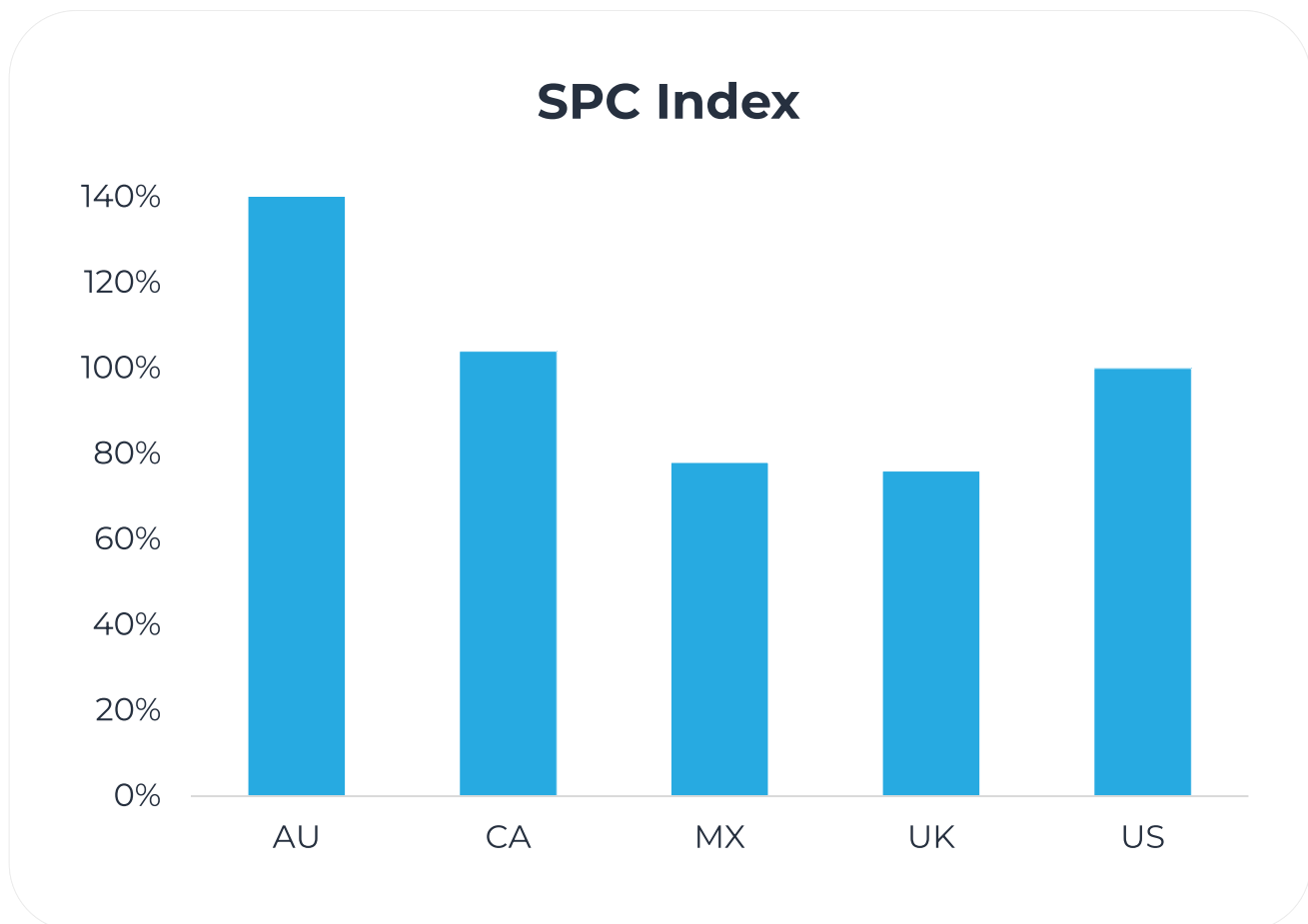
Prime Day 2025 Conversion Trends Mirror 2024: UK and US Stay on Top

Mexico recorded the lowest conversion rate for Sponsored Ads among all global markets, reflecting its significantly lower CPCs. In contrast, the UK and US delivered the strongest conversion rates during Prime Day 2025, similar to the trends we saw for Prime Day 2024.



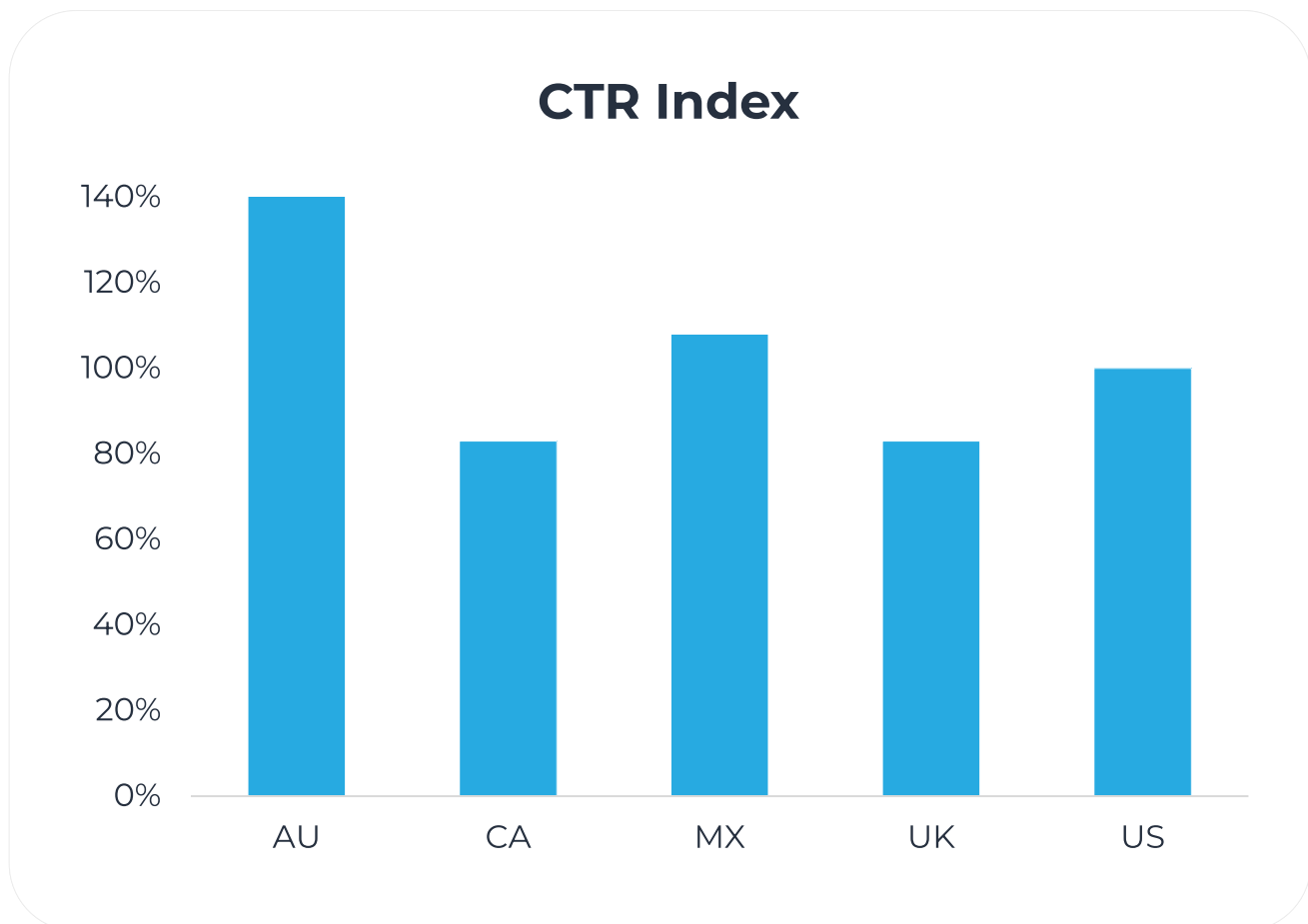
Australia Outpaces Global Markets with 40% Higher SPC

Sales-per-click (SPC) values were largely consistent across global markets, except in Australia, which outperformed with a 40% higher SPC for Sponsored Ads compared to the global average.



Australia Also Sees Surge in CTR During Promotional Period

Click-through rates (CTR) remained consistent across global markets, with the exception of Australia, which saw approximately a 40% increase during the promotional period.



Prime Day

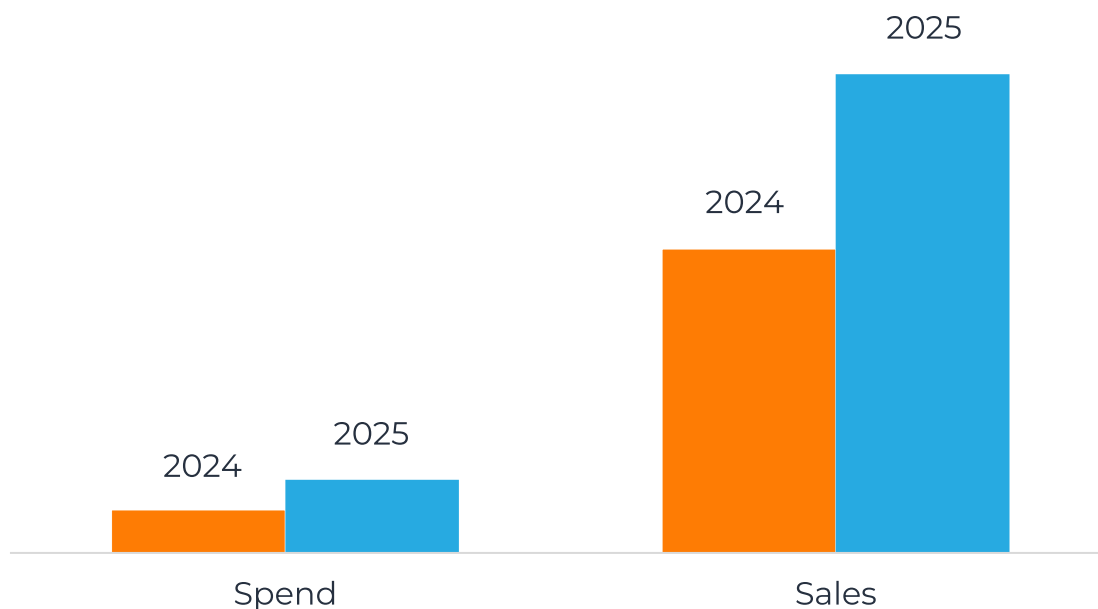
2024 vs 2025



Prime Day 2025 Drives 70% Increase in Ad Spend and 57% Growth in Sales

Prime Day saw pretty sizable media growth YoY, with a 70% increase in spend and a 57% increase in sales. While part of this can be attributed to the longer event period, both CPC values and conversion rates also increased YoY by 6% and 9%, respectively. This growth, combined with the extended event duration, contributed to the substantial increases in global media spend and sales YoY.

Prime Day 2024 vs 2025



Amazon News & Media Updates



Amazon Media Updates & Upcoming Key Events



Amazon DSP Levels Up with Disney and Roku Partnerships

Amazon's DSP ambitions are accelerating through high-profile integrations with Roku and Disney. The partnership with Roku brings enhanced reach and measurement capabilities across more than 80 million U.S. households, while Disney's integration offers access to premium inventory across Hulu, ESPN, and Disney+. Through the use of AWS Clean Rooms and Disney's Compass audience platform, advertisers can now harness rich viewer and shopper insights, turning streaming content into a performance-driven media channel.

These deals position Amazon DSP as a serious contender in the race for top-tier CTV inventory.

Amazon Debuts Three New CTV Ad Formats

Amazon Ads rolled out three new connected TV (CTV) ad formats aimed at blending commerce with content. Now available on Prime Video, the formats include contextual pause ads, shoppable ads for products on Amazon, and most notably, shoppable ads for products sold off Amazon. These innovations arrive as Amazon's ad-supported Prime Video viewership surpasses 130 million monthly viewers. With ad loads on Prime Video doubling since early 2024, these new units are set to unlock unprecedented exposure for brands in one of the fastest-growing streaming environments.

Amazon Ads Unveils Generative AI Video Tool

Amazon has officially launched its generative AI-powered Video Generator for U.S. advertisers. The tool now creates realistic, motion-rich video content complete with product-in-use scenes, music, text, transitions, and up to six customizable variations per asset. Advertisers can also clip or summarize existing brand footage, streamlining content repurposing. In a landscape where scalable video creative is critical for campaign success, this AI-powered tool could be a game changer for brands seeking to increase engagement without increasing production budgets.

Sponsored Ads and Stores Launch in Ireland

Following Amazon's recent marketplace debut in Ireland, Sponsored Products, Sponsored Brands, and Stores are now available to advertisers in this market. These advertising options give brands powerful new ways to reach Irish customers with targeted campaigns and curated brand experiences.

This development marks a key step for advertisers aiming to grow their presence in Ireland by leveraging Amazon's performance-driven ad solutions and enhancing engagement through customized storefronts.

Upcoming Amazon Events

Amazon Accelerate returns to Seattle from September 16-18, 2025. This premier seller conference offers expert sessions, product demos, and early looks at new tools, ideal for sellers aiming to stay ahead and grow globally.

New for 2025, the one-day New Seller Summit will be held on July 24 in Los Angeles. Designed for sellers at any stage, it features hands-on workshops and direct access to Amazon experts to help brands build and scale their businesses.

The Marketplace Change Tracker (MTrack)

Missed any of these updates? Stay informed with the Marketplace Change Tracker at podean.com/intelligence — your source for all retail media developments.

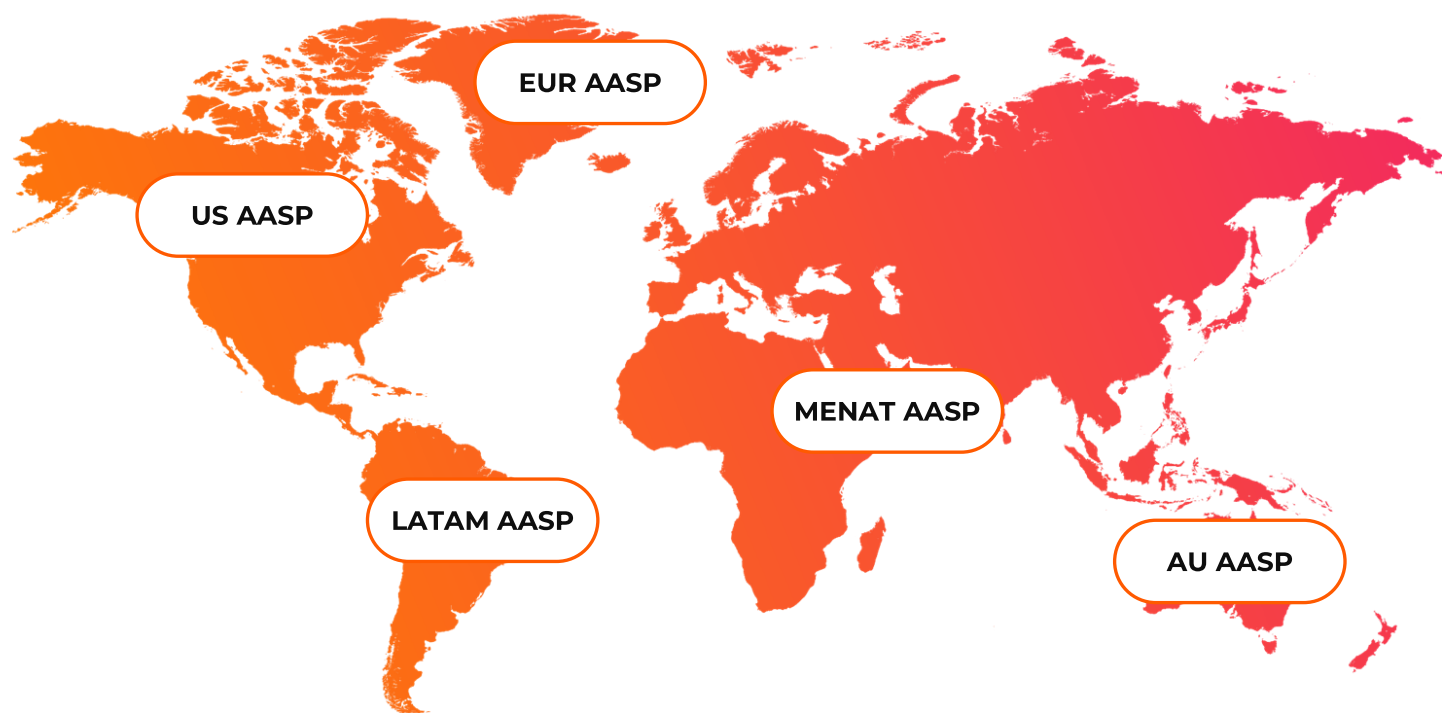


PODEAN is a global ecommerce marketing agency with top-tier Amazon Advanced Partner (AASP) status, trusted by leading brands to deliver end-to-end marketplace solutions that drive sustainable growth. Our client-focused approach and proven expertise have earned us industry accolades, including the 2023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

PODEAN INTELLIGENCE, our dedicated research division, empowers brands to stay ahead in today's fast-moving digital commerce environment. By combining deep analytics with strategic guidance, we help brands uncover new opportunities and accelerate performance across marketplaces.

To learn more about Podean and our Intelligence capabilities, visit podean.com or reach out to us at contact@podean.com.

Global Expertise



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



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