



AMAZON SHOPPER REPORT

 Remazing x  appinio

2022

About this Report.

Dear Readers,

We are proud to present the results of our Amazon Shopper Report 2022 in collaboration with Appinio.

Since 2016, we have been helping brand owners write their success stories on Amazon and other online marketplaces. Our activities and involvement range from tailor-made strategies to the monitoring of key performance indicators, and can only be developed in this highly targeted manner and achieve the desired outcomes if we understand the online buying behaviour of customers across various e-commerce platforms. For this reason, this study aims to make more visible the behaviour, opinions and attitudes of those facing the brands and online retailers: the customers.

Since Remazing's inception, our biggest focus has been on providing consulting and operational support to successfully market and sell products on Amazon. The Seattle-based company has been one of the most influential corporations in the world for more than 25 years, and for many people, it's hard to imagine everyday life citizens without it.

In July 2022, with the support of Appinio, we asked 1,000 people in the USA, the UK, Germany, France, Italy, and Spain about their online shopping in general and specifically about Amazon in a representative survey. The participants, aged 16 to 65, answered our questions, which ranged from general purchasing behaviour to specific search behaviour on the world-famous online marketplace.

The results clearly demonstrate how strongly Amazon dominates online retail in the UK. To ensure that the study results also have practical implementation potential, we have also written some tips in the report that retailers and brands active on the platform can implement directly.

Enjoy reading - let's create your Amazon success story!

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Key Results

Amazon is the dominant online marketplace in the UK :

95% of Brits know Amazon.

90% have ordered from there at least once.

The most frequently cited advantages of Amazon are its fast delivery and the product selection – both are even rated as more important than price.



90% of British online shoppers have a positive **image of Amazon**.



According to many UK Amazon customers, it would be significantly easier to go without alcohol for a year than to forego Amazon! The platform is seemingly just as popular as candy or social media.

60% of British Amazon customers surveyed said they **buy (almost) everything on the online marketplace**.

Amazon is the most important product search engine in the UK:

63% of Brits start their search for products of all categories on Amazon rather than on Google or other search engines.



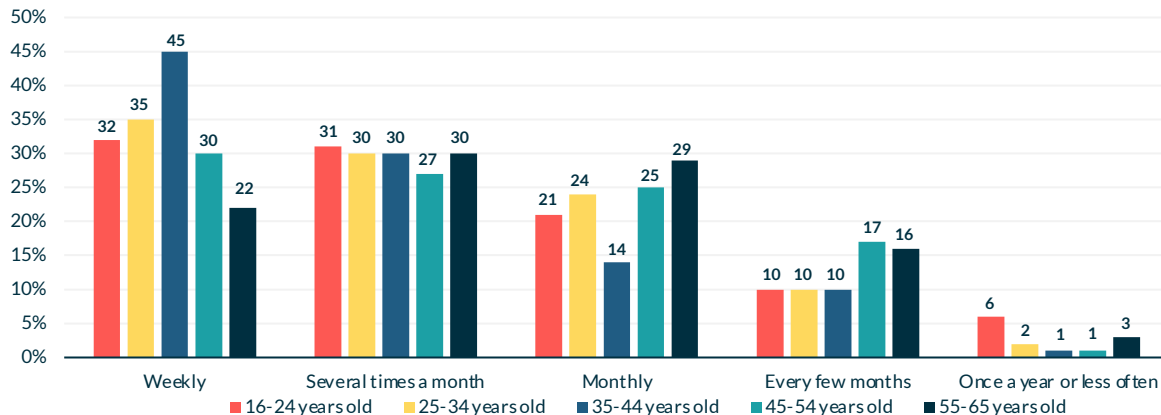
Online Shopping and Amazon in the UK

8 out of 10 Brits order at least once a month on the Internet

85% of shoppers in the UK shop online at least once a month, and 34% shop online every week. Only 1% said they ordered online once a year or less.

UK shoppers who use Amazon* are shopping with even greater regularity: 89% of them shop online at least once a month and of these shoppers using Amazon, 36% order online every week. Amidst them, the age group with the greatest affinity for internet shopping is those aged 35-44 - almost half of them store online on a weekly basis, according to their own figures.

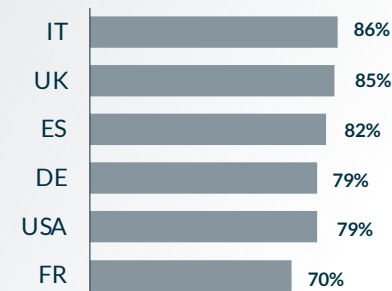
34%
of Brits shop online every week



INTERNATIONAL COMPARISON

Online shopping is just as regular across Europe: 79% of Germans, 82% of Spaniards and 86% of Italians shop online at least once a month, but it's the Brits who lead the way for most frequent browsing habits: The UK was the only country where more than a third of those surveyed said they shopped online at least once a week.

Those who shop online at least once a month:



Amazon is the Most Famous Online Marketplace in the UK

What's the best-known online marketplace in the UK?

The answer is quite clearly: Amazon.

95% of Brits recognise the e-commerce platform from the US. However, many competitors were also well known, with just over 60% recognising Etsy, ASOS, and high-street giant John Lewis.

Online marketplaces are becoming increasingly relevant, and it is impossible to imagine the shape of the UK's e-commerce landscape without them.



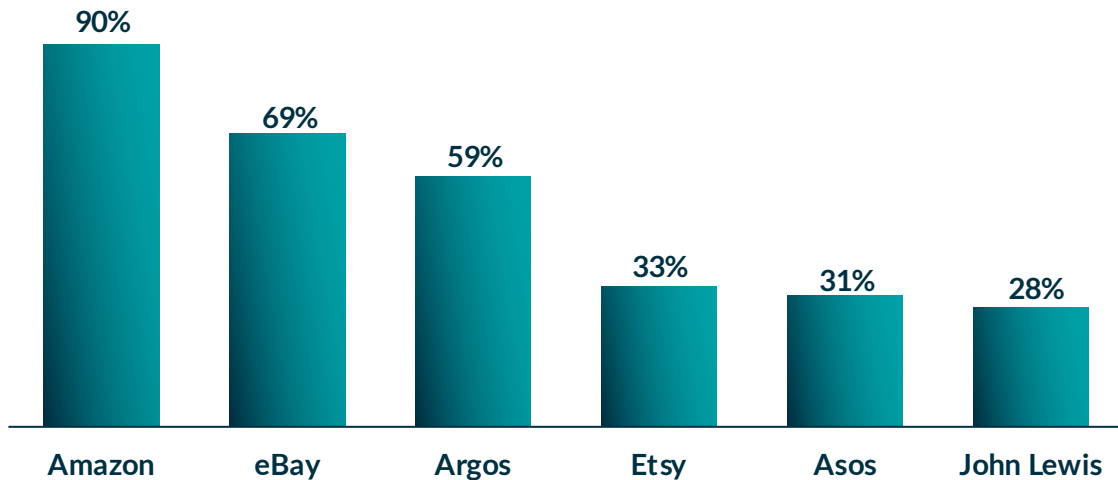
INTERNATIONAL COMPARISON

In the other countries surveyed, the results for Amazon are quite similar. The front-runner is clearly Italy: 99% of Italians know Amazon!

Only one out of ten Brits have not yet ordered from Amazon

When looking at purchasing behaviour, the data helps confirm Amazon's popularity:
Over 90% of British people have shopped on Amazon before.

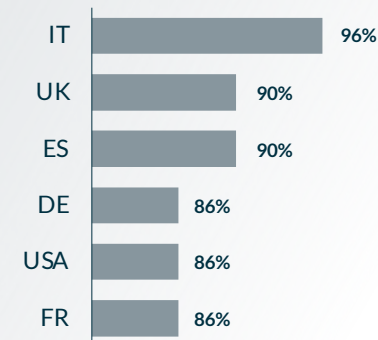
The biggest competition stems from eBay - but even still there is some distance between the two marketplaces: Just two-thirds of people surveyed had ordered from eBay, and just over a quarter had ordered from fellow competitor John Lewis.



INTERNATIONAL COMPARISON

Italians also secured the first place here: 96% of Italians have ordered items on Amazon while Spain and Germany saw purchase rates of 90% and 85% respectively.

Have already ordered from Amazon:



One in five Amazon customers orders on a weekly basis

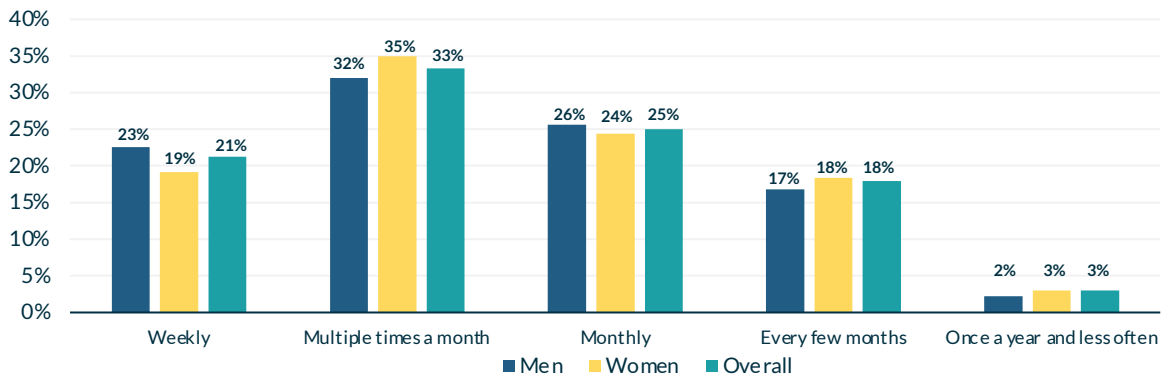
Over three quarters of UK-based Amazon customers order there at least once a month, and 21% say they order off Amazon every week. Adults from the 35-45 age group tend to shop online on Amazon the most frequently. Additionally, men tend to shop on Amazon more regularly than women.

Amazon is a “heavy user” platform with a

lock-in effect: Anyone who has ordered once on Amazon is very likely to buy there again.

80%

of UK Amazon customers shop on the platform at least once per month



INTERNATIONAL COMPARISON

Shopping is even more frequent in the US: 23% of Amazon customers in the US buy something from there on a weekly basis. It's French Amazon shoppers that have the lowest percentage of frequent shoppers, with only 13% ordering each week from the platform.



REMAZING TIP

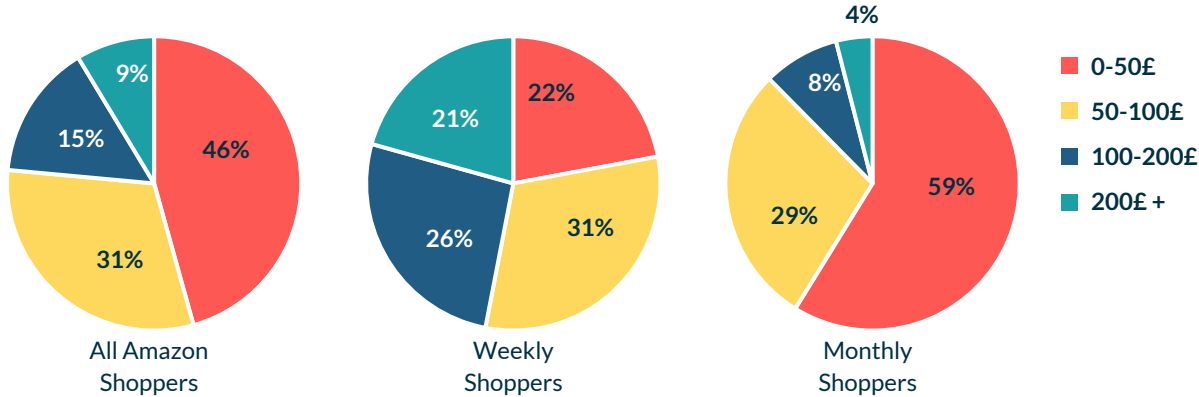
Sellers should take advantage of the loyalty of Amazon customers and advertise that their products are available on Amazon on their channels such as their own online store, newsletters and social media.

Monthly Amazon purchasing figures fall mainly below £50

The majority of Amazon shoppers spend up to £50 a month on the platform, with 46% spending between £0 and £50. 23% of surveyed regular customers spend more than £100 on Amazon each month, whereas for Amazon Prime UK users, this number is just under 30%.

The more often an order is placed, the larger the Shopping Basket value is

The more often people are ordering on Amazon, the more likely they are to spend more money: 47% of weekly shoppers spend £100 or more, and 21% £200 or more. Among monthly Amazon shoppers, 12% spend £100 or more, and just 4% estimate they spend £200 or more.



INTERNATIONAL COMPARISON

In almost all European countries, most respondents have a monthly Amazon budget of €50-100 per month - only the British spend mainly under £50 on Amazon. Even allowing for differences in currency values, American Amazon customers are the ones who shop for the most money on the platform: 41% of them spend \$100 or more per month on Amazon.



REMAZING TIP

Sellers should take advantage of the cross-selling opportunities on Amazon, especially for products that are purchased regularly, in order to benefit from the higher budget of heavy shoppers.

Amazon shopping on smartphones

Two-thirds of Amazon shoppers in the UK visit the platform at least regularly via their smartphone, while just over one out of three uses a computer or laptop for Amazon shopping. In turn, 39% say they rarely, if ever, use their computer when searching for or buying something on Amazon.

All age groups happy to shop via their phone

Interestingly, 35-44 year-olds are even more likely to use a smartphone for their Amazon shopping than the youngest target group of 16-24 (75% vs 59%). And even amongst the oldest respondents aged 55-65, mobile was the primary device which was used to access Amazon.

82% of regular shoppers have the Amazon app - and this was highest amongst 25-34 year olds, where 87% of the group make use of Amazon's own retail app.



67%

shop regularly with their smartphones



36%

shop regularly with their PC



19%

shop regularly with their tablet



REMAZING TIP

Mobile optimisation is extremely important on Amazon across all age groups. "Mobile-first" content is no longer just "nice to have", but a "must-have"! Large, meaningful images and convincing titles are the basics for smartphone optimisation of a product detail page.

Amazon is fast, well-stocked and cheap

UK shoppers named the following reasons as the most important when it comes to shopping on Amazon:

76%
Fast
delivery



57%
Large product
assortment



56%
Cheap
prices



43% of Amazon shoppers appreciated the variety of brands on the platform.

Customer service, the ease of returns, and the feedback provided by fellow customers were amongst the less relevant factors that purportedly attract customers to Amazon.



INTERNATIONAL COMPARISON

Around the world, mostly everyone is in agreement: fast delivery is the most important aspect of Amazon. In a country comparison, across Europe, French Amazon shoppers also appreciate the low prices the most, whilst Spanish customers placed more emphasis on having a straightforward returns policy, and Italian shoppers valued the quality and quantity of customer feedback available.



REMAZING TIP

More important than low prices for online bargain hunters in the UK is the fast delivery offered by Amazon. Offering Prime shipping is therefore a very relevant lever for Amazon merchants and one should definitely be used to capitalise on being top of mind when it comes to purchasing intention.

76% of Amazon shoppers have access to Prime

Amazon Prime is strongly established in the UK: 7 out of 10 Amazon shoppers have access to a Prime account, and more than half (63%) are even registered with Amazon's subscription service themselves. Among men aged 25-34, the proportion of Amazon customers with their own Prime account is even higher - 74% said they use Amazon Prime with their own customer account. By contrast, the oldest age group between 55-65 is the most likely of all age groups to not use the service at all (37%) and the youngest age group between 16-24 uses someone else's Prime membership (22%).

25_M

Brits have Prime*

Based on the survey data, 57% of the total British population between 16 and 65 have their own Prime account, and 69% have access to an account. Derived from this, it can be assumed that there are about 25 million British Prime members - and about 30 million with access to Amazon's subscription model.

Non-members find Prime too expensive

Among the respondents who said they do not use Prime (24%), there were two main reasons they stayed away from the service: A too high price for the membership programme (61%) and the fact that they don't see any advantages in it (25%).



INTERNATIONAL COMPARISON

In an international comparison, British Amazon shoppers tend to lag behind their counterparts in Europe. 76% of Italian, 78% of American and a whopping 86% of Spanish Amazon users have access to a Prime account, whilst 71% of German Amazon shoppers have access to a Prime account.



REMAZING TIP

With so many Prime members, Prime shipping is extremely important for sellers - and can be implemented across all sales models on the platform.

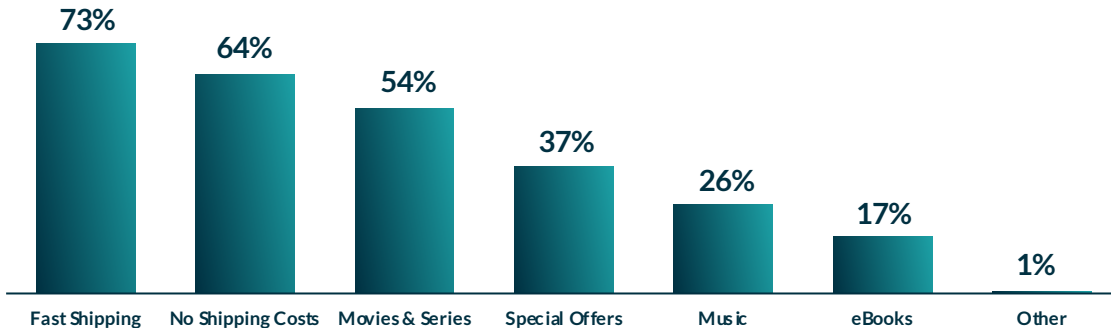
Amazon Prime: Fast shipping takes the lead

Amazon Prime convinces users above all with its fast shipping: 73% of Prime subscribers value faster shipping over additional benefits of the membership programme.

In addition to fast shipping, the most important benefits of Prime mentioned are the elimination of shipping costs (64%) and watching movies and series (54%).

Special offers on the online marketplace, on the other hand, only account for 37% of a reason to use Prime. Only a few members read eBooks with their Prime account (17%) or watch video content on Amazon's streaming platform Twitch (1%).

Brits use Amazon Prime for...



INTERNATIONAL COMPARISON

Comparatively, in the US, Amazon Prime is least used for watching films and series (51%); here the competition in the form of Netflix and other OTT services is obviously much stronger. Among the nationalities surveyed, reading eBooks (23%) is the most important for American Prime members, while for Italians, offers and promotions play the biggest role in comparison (51%). In addition to the Brits, the French and the Germans also value fast shipping the most in an international comparison (77%).

Amazon has the same addictive potential as social media

Alcohol, sweets, social media or Amazon ...

What would British shoppers who have already shopped on the platform most likely forego for a year?



The result:

Amazon is just as popular as sweets and social media. Nearly three times as many survey respondents said they would rather give up alcohol than Amazon.

Amazon has addictive potential:

Anyone who has shopped on the online marketplace once does not want to have to do without it again. Only 17% of survey respondents say they can “easily” live without the online marketplace for a year.

Despite frequent criticism: 90% view Amazon in a positive light



9 out of 10 Brits have a positive image of the e-commerce giant in their minds - despite frequent criticism of the company. Among them, 34% are real "Amazon fans" who rate the company very positively.

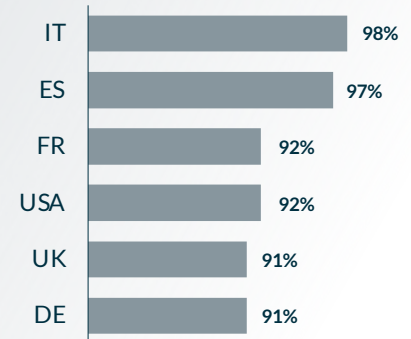
Only 1 in 10 Brits view Amazon rather negatively. Older people aged 55-65 are more critical than average, however 90% still rate the company positively.



INTERNATIONAL COMPARISON

The Italians and Spaniards are the most enthralled by Amazon: 97% of the Spanish and 98% of the Italian respondents rate Amazon rather to very positively. In an international comparison, the Germans are the most critical.

Positive Opinion of Amazon:



Where Amazon still has to catch up

The 7% of Brits who have a rather negative image of Amazon, are mainly concerned by the company's treatment of its own employees and suppliers (59%).

Other reasons cited are the global dominance of Amazon (56%), the negative effects on local retailers (38%), a perceived lack of sustainability of the Amazon business model (32%) and the business practices on the platform (21%).

For the younger age groups, Amazon's treatment of its own employees and suppliers is the most important point of criticism. The older the respondents, the more that the main criticism from those surveyed was the global dominance of the online marketplace.

59%  Treatment of employees

56%  Global dominance

38%  Negative effect on local retailers

32%  Unsustainable business model

21%  Business practices



INTERNATIONAL COMPARISON

Similar criticisms of Amazon can be found in a comparison of the other surveyed countries. The German, Spanish, French and American Amazon customers all agree that the way Amazon deals with employees and suppliers could be improved. The Italian and American shoppers are also bothered by Amazon's dominance, while French customers criticise the negative effects on stationary trade.



Buying Behaviour on Amazon

6 out of 10 Amazon customers order (almost) everything on the platform

Amazon as the One-Stop-Shop?

This is true for 64% of British Amazon shoppers - they say they buy (almost) everything from Amazon. This loyalty is evidence of a strong lock-in effect at Amazon: Those who have bought from there once, continue to do so again and again.

36% of Brits claim to only buy products from Amazon that they cannot get elsewhere.



INTERNATIONAL COMPARISON

While the results are very similar in all countries, French Amazon customers stand out: 66% of them buy (almost) everything from Amazon. German (60%) and Italian (57%) Amazon customers are most likely to also buy from Amazon.

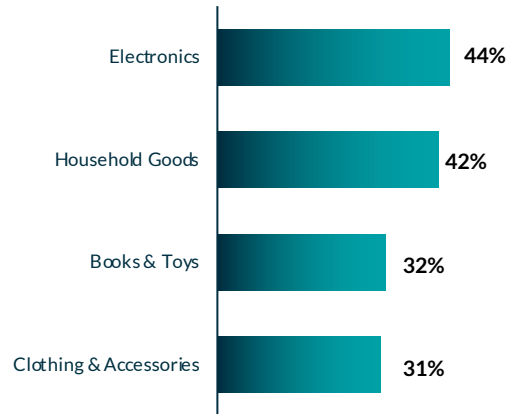
Electronics is the best-selling product category

Having started as an online bookseller, Amazon now sells products in various categories.

British Amazon customers clearly prefer to buy products from the electronics category on the online marketplace (44%).

Household goods (42%), books & toys (32%), and clothing & accessories (31%) are some other most popular categories. Slightly less relevant, but still important, are products from the following categories: home improvement items (28%) and beauty (23%).

The greatest growth potential for Amazon is in the area of groceries: currently, only 1 in 8 Amazon shoppers frequently buy these on the platform.



INTERNATIONAL COMPARISON

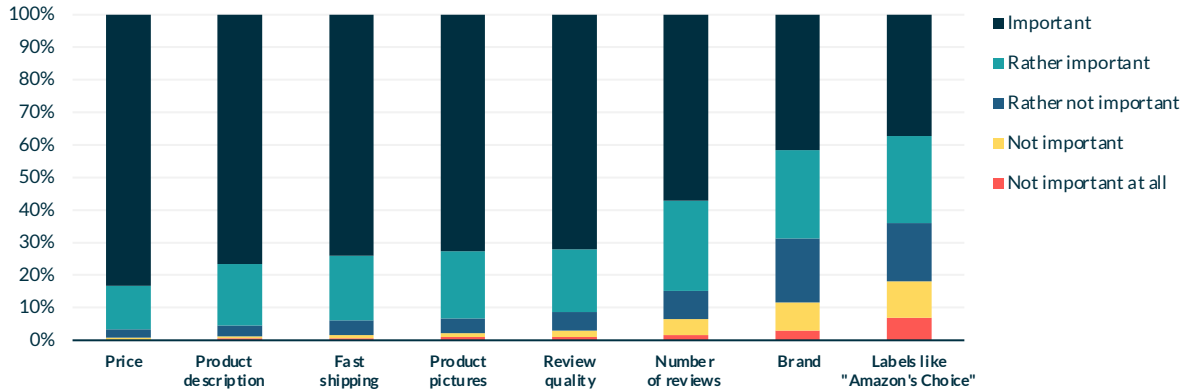
Electronics, housewares, clothing & accessories, and books & toys can be identified as the most frequently purchased categories on Amazon, with comparatively small percentage differences across all nationalities surveyed.

Most important buying factors: the price and the product description

When buying products, British Amazon shoppers are, as expected, price-conscious: for 83%, price is an important or very important aspect when ordering a product on the platform. But product description (76%), fast shipping (74%), product pictures (73%), and good reviews (72%) also play a very important role for most.

For 42% of buyers, the brand of a product is important or very important. Labels such as "Amazon's Choice" or "Bestseller" are amongst the least important factors considered when buying.

Interesting fact: The quality and number of Amazon reviews are more important for women than for men - they tend to place more importance on the brand.



INTERNATIONAL COMPARISON

The most important thing for Amazon shoppers around the globe is the price - the Italians, Spanish and Americans are even bigger bargain hunters than the British. The product description and fast shipping were also considered very important aspects when buying a product.



REMAZING TIP

When buying a product, British Amazon shoppers mainly pay attention to these aspects that can be directly influenced and controlled, such as product descriptions or product pictures. Every brand manufacturer should take advantage of this and drive up their own sales with an attractive presentation of their products.

Almost a quarter save for deal events

Whether through Amazon Prime Day, Black Friday, or Cyber Monday - Amazon regularly entices shoppers with offers and promotions.

For two-thirds of British Amazon shoppers, deal events are relevant when buying products. 20% deliberately wait for deal days and save in advance to be able to get as many bargains as possible; 45% browse through the offers on the discount days and are tempted to buy spontaneously.

For a third of the British Amazon customers surveyed, deal events play a less important role - the majority of them do not wait for offers, but instead purchase directly when something is needed.

The more money customers spend, the more likely they are to prepare for discounts: 32% of those who shop monthly for £200 and more on Amazon save extra for deal days.



65%

of British Amazon shoppers use deal events to purchase products



INTERNATIONAL COMPARISON

27% of French and Spanish Amazon shoppers wait for deal events and save extra for the offers. American shoppers are the least likely to do this, at 19%.



REMAZING TIP

Sellers should take advantage of Amazon's regular promotional events and post deals to attract new customers via discounts.

Amazon is the first port of call for numerous product categories

The products offered on Amazon can usually also be found elsewhere: On Google, on other online marketplaces, in brands' online shops and in retail shops.



61%



56%



50%



Through which channels are particular product categories most likely to be bought?

For most Brits who have already ordered on the platform, Amazon is the preferred port of call for almost all product categories. The e-commerce giant is predominantly the first or second channel mentioned for the purchase of certain products. The Books & Toys category (61%), Electronics (56%) and Household Goods (50%) stand out here.



REMAZING TIP

Amazon's dominance is clearly evident here: the platform is the first stop for the majority of product categories - and not just in e-commerce, but in retail as a whole. The categories most likely to be bought on Amazon by most respondents are also the ones most frequently browsed on the platform: Electronics, Books & Toys and Household Goods (see p. 20). Amazon should be an important part of the sales strategy of brand manufacturers - and is definitely no longer a "nice to have".



Groceries are still mostly bought offline

The only competition is retail: in the grocery category, 55% of respondents prefer offline shopping to buying on Amazon (16%). Overall, the over-55s are much more retail-savvy than the under-34s. What's even more interesting? 16-24 year olds tend to buy more offline than 35-44 year olds (except for Books & Toys and Electronics).

Other online channels are of little relevance

Other online marketplaces are not relevant for most respondents - if at all, they are the most likely place to search for clothes (on fourth place behind Amazon, retail and branded online shops). Google ranks maximum as the third channel of choice for product purchases.

Amazon Pharmacy: a service that would be well received

Since the end of 2020, Amazon has been offering its customers in the US "Amazon Pharmacy", a service that also allows them to order prescription drugs via the e-commerce platform.

Brits are surprisingly open to the possibility of an online pharmacy:

65% said they would be rather or very likely to buy prescription drugs from the online marketplace if the service is also rolled out in this country.

Male respondents are more open to this idea than female: 70% of the male survey participants would be rather or very likely to use "Amazon Pharmacy". Among the female respondents, that share is only 61%. In particular, 25 to 35-year olds indicated that they are likely to very likely use a hypothetical Amazon delivery service for medication.



INTERNATIONAL COMPARISON

Those most excited about "Amazon Pharmacy" in Europe are Italian Amazon customers: 26% of them said they would be very likely to use the service. With 22% who would definitely not use the service, French shoppers appear the most critical.



REMAZING TIP

Drug and OTC manufacturers should get ready - the launch of Amazon Pharmacy in the UK and European countries is probably only a matter of time.





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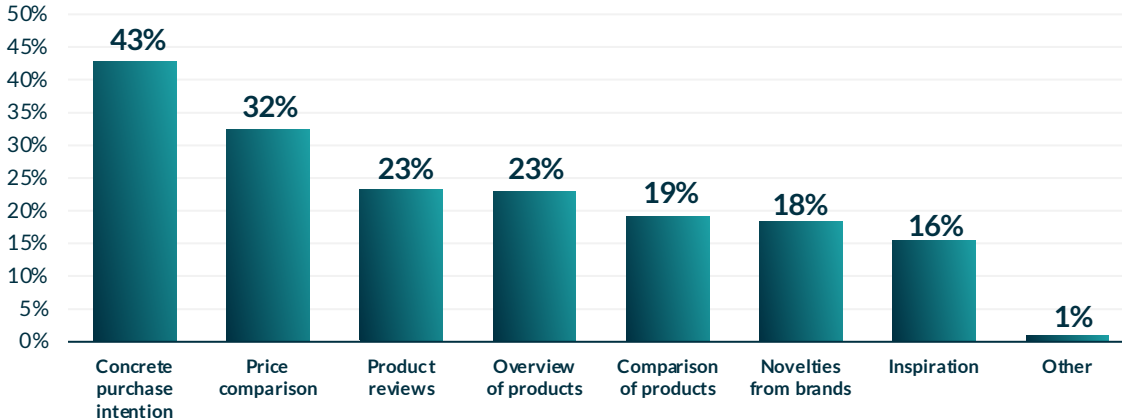
Amazon as a product search engine

Using Amazon purely for information

More than half of the Amazon customers visit the platform even if they have no concrete intention to buy.

The majority say they use the site most often to compare prices and read product reviews. Almost a quarter of the respondents regularly get an overview about products on Amazon.

43% of respondents use the online marketplace only when they have a clear intention to buy - and amongst that group, the youngest age category (16-24 years) is well above the average with 50%.



INTERNATIONAL COMPARISON

French Amazon shoppers are the most likely to compare prices, while Spanish shoppers compare products on the platform. In an international comparison, British and American Amazon customers are those most likely to visit the site only when they have a specific purchase intention.



REMAZING TIP

For the British, Amazon is a marketplace price comparison portal and shop window all in one. Therefore it's clear that a corporate strategy on Amazon does not necessarily have to be to achieve a lot of sales via the site - the mere presence of brand manufacturers contributes to information about products and branding.

Product searches on the internet start on Amazon

The majority of Britons (63%) are more likely to start their search on Amazon than on Google or other search engines – even if they are not looking for a specific product.

The more frequently that Brits order on Amazon, the more likely it is that the platform is their go-to site when it comes to product searches: Amongst weekly shoppers, 86% start their search on Amazon.



INTERNATIONAL COMPARISON

Amazon leads the way as a product search engine in the United Kingdom. Although most Amazon customers in the other countries surveyed also begin their search on the platform, they number highest in Germany (65%). Google is still the most popular for product searches in Spain: 45% tend to start on the search engine, but the majority (55%) begin their search on Amazon.



REMAZING TIP

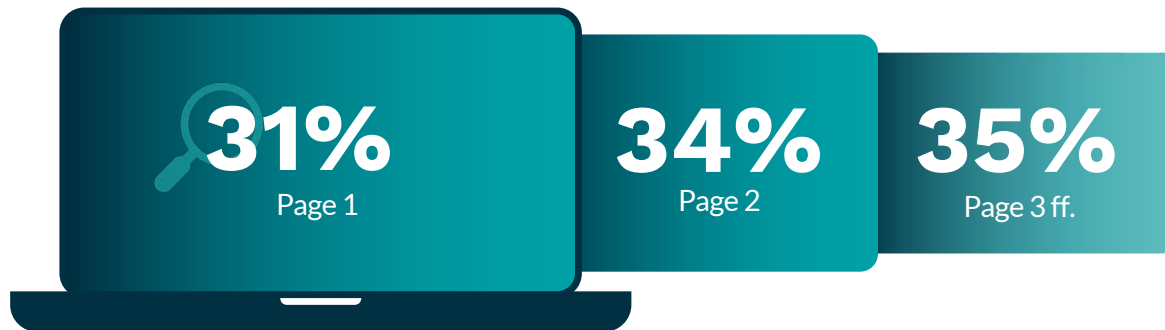
Even if brands do not want to use Amazon as their chief sales channel, it is worth optimising product detail pages - and particularly the brand store - because the platform must be seen as a branding channel with a significantly higher volume of visitors compared to their own web shop.

Search results: A third only look at the first page

31% of Amazon shoppers scroll to the end of the first page of search results - so if a product only appears on page 2 of organic search results, it is virtually invisible for a third of customers!

At the other end of the spectrum, 35% of those surveyed said they look further than the first two search results pages - here, the older target group (55-65) is particularly strongly represented. The younger audience scrolls the least.

Amazon shoppers scrolling to the bottom of the page:



INTERNATIONAL COMPARISON

Amazon shoppers from other countries tend to scroll even further than Brits - except for French customers; over 40% of them stop their search by the end of the first search results page, if not before.



REMAZING TIP

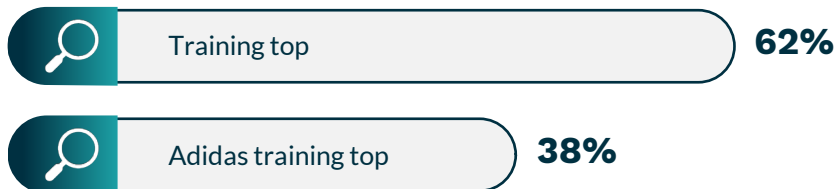
The younger the target group that is to be addressed with a product, the more important having a prominent Amazon ranking is.

Amazon shoppers are brand-conscious

Brands and Amazon - is that a good fit? The fact that Amazon customers mainly look at the price when buying products was confirmed in this survey (see p. 21). However, this does not contradict the popularity of branded products on the platform: 69% consider the brand of a product to be rather or very important when purchasing. Is the importance of brands also reflected in the search behaviour of customers?

One in three searches for brand keywords

UK Amazon shoppers mostly enter generic search terms and keywords on the online marketplace to find a suitable product. Just 38% already have a specific brand product in mind when searching and therefore tend to use brand keywords. But 16-24 year-olds show a particularly high brand awareness: almost half of them begin their searches on Amazon by entering specific brand products as search terms.



INTERNATIONAL COMPARISON

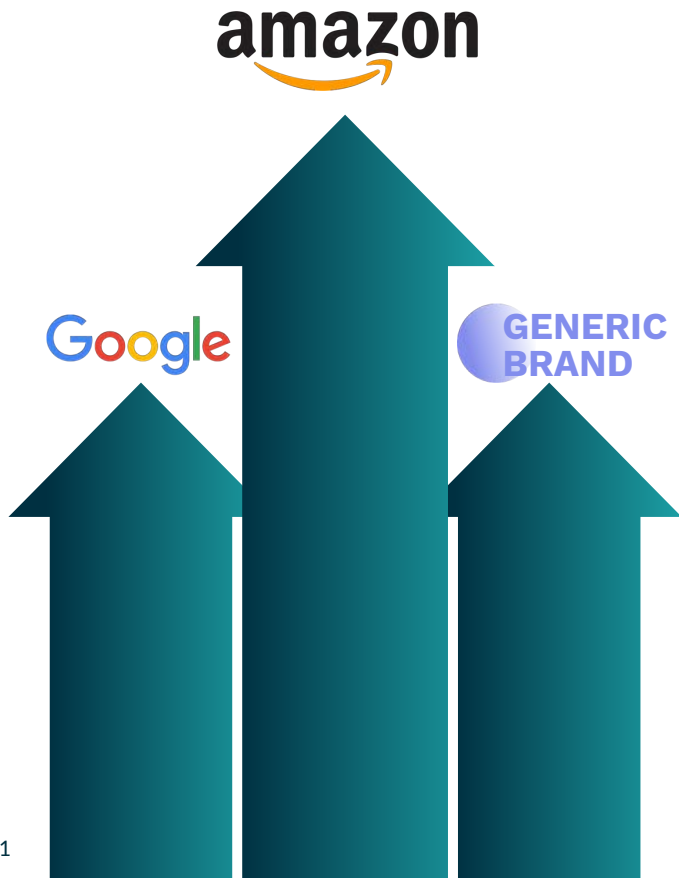
Italian Amazon customers are the most brand-conscious shoppers on the online marketplace: 46% of them enter brand keywords in their search. Only 31% of French Amazon shoppers do so, the lowest percentage in our international comparison.



REMAZING TIP

Almost 2/3 of those surveyed tend to use generic search terms. Brands should therefore not rely solely on their name, but must actively compete for a strong position in more general rankings with the help of SEO optimisation.

Amazon as a product search engine - also for brands



Amazon's strength as a product search engine (see p. 28) is also evident across all categories when it comes to brand products:

62% of Brits who have already made a purchase on Amazon start their search for products from a specific brand on Amazon. Only 29% search for a brand product on Google or another shopping search engine first.

The brands' own online shops draw the same result, with 28% of searches started there. Brick-and-mortar retail falls slightly behind at 27% while few people search for brand products on other online marketplaces first.



INTERNATIONAL COMPARISON

To varying degrees, it is clear in each of the countries surveyed that Amazon shoppers are also most likely to buy brand products on the platform compared to other e-com alternatives.



REMAZING TIP

The dominance of Amazon and the low relevance of other online marketplaces and online shops is also evidence in consumer approaches to brand searches. This makes it paramount for brand manufacturers to be present and easily identifiable on Amazon.



Amazon Advertising



Top products not recognised as advertising by two-thirds of respondents

What is behind the Amazon algorithm?

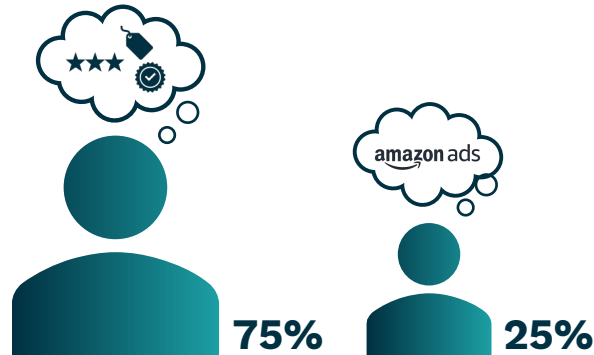
75% of British Amazon shoppers trust that the search results that appear at the top of the online marketplace are not paid product placements.

Instead, shoppers suspect that products that appear at the top are **products that best match the search (29%)** and are the **best rated products (24%)**. In their opinion, the **most purchased products (15%)** and **product price (7%)** play a rather subordinate role in the ranking and sorting of search results. Even among heavy Amazon users and Prime customers, less than a third knew that the top search results are sponsored.



On average, 60% of the first search results "above the fold" - that is, visible before the first scroll - on Amazon are occupied by sponsored ads, including the top and thus "best" placements.

However, the respondents are not entirely wrong: factors such as ratings and price play a decisive role in the relevance factor, which helps to decide which advertised products are ultimately displayed at the top.



INTERNATIONAL COMPARISON

When comparing countries, it turns out German Amazon shoppers (30%) know quite a lot about the top search results: in all the other countries surveyed, even fewer Amazon shoppers know that the top search results are occupied by paid product placements. In France and Spain, as many as 90% of respondents suspect other reasons beyond advertising are behind a product's placement.

For 75%, advertising on Amazon does not play a negative role

Paid product placements clearly have an influence on the purchase decision - and often in a positive way. More than a third of British Amazon shoppers consider sponsored ads to be helpful in making a purchase decision.

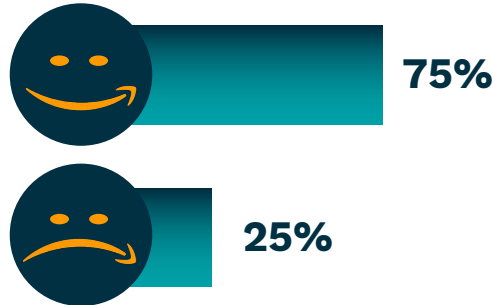
This proportion grows with the budget spent on Amazon:

almost three quarters of those who spend at least £200 per month on Amazon, say they find sponsored products helpful.

Overall, 75% of Amazon customers in the UK have a positive or neutral opinion of sponsored products on the platform.

Younger Amazon customers in particular are notably indifferent to sponsored products. On the other hand, a quarter of respondents said they consider sponsored products to be distracting (21%). 4% of respondents even considered adverts for sponsored products that they found to be “disturbing”.

amazon ads



INTERNATIONAL COMPARISON

In general, Amazon shoppers in all surveyed countries have a neutral to positive attitude towards advertising on the online marketplace. In the US, the percentage of those who hold a neutral or positive opinion of advertising is as high as 81%, whilst in Germany, it falls to just 64%.



REMAZING TIP

Good news for advertisers: For the majority of British Amazon customers, advertising does not play a negative role on the online marketplace. To ensure that the sponsored products really are helpful for customers, retailers should place the proper value on ensuring that the selected keywords are a good fit for the product.

A slim majority would support buying sponsored products

British Amazon customers are undecided about buying sponsored products on the online marketplace:
57% of them would buy one, 43% are against buying sponsored products.

It is interesting to note that the 35-44 year old age group surveyed are the most positive about buying sponsored products.



INTERNATIONAL COMPARISON

The other nationalities are similarly undecided on sponsored products compared to their British counterparts. French shoppers are 51% most likely not to buy sponsored products, Italian shoppers are the most open to buying advertised products at 65%.



REMAZING TIP

Investing in sponsored ads is still worthwhile - especially because most Amazon customers can not easily recognise sponsored products or discern them from organic results (see p. 33).

Summary & Outlook.

The Amazon Shopper Report 2022 demonstrates the impressive extent to which Amazon is the strongest player not just within UK e-commerce but also across international online retail.

The secret of its success is the strong lock-in effect: those who have bought once on the platform order from there again and again - and usually it's also to take advantage of other benefits such as video streaming, which is included in Amazon's Prime membership. For most Amazon customers, the online marketplace has become just as important an addiction as social media or sweets.

Perhaps the most astonishing thing, however, is the positive opinion of Amazon that the majority of its customers hold. Despite frequent criticism of the company in the media, to many, the good aspects apparently outweigh the bad.

From now on, this survey will be conducted on an annual basis in order to track developments and derive trends. As already mentioned in the introduction, the survey was conducted not only in the UK but also in Germany, France, Italy, Spain and the US. The results of these surveys are partly included in this report, but will also be published again as separate reports and will also be available via the Remazing and Appinio channels.



The study design

On behalf of Remazing and real-time market research company Appinio, 1,000 consumers in each of the UK, Germany, Spain, France, Italy and the US were surveyed for the study in a nationally representative manner according to their gender and age. In two separate surveys, 1,000 participants each were asked about their general online shopping behavior and 1,000 Amazon shoppers were asked about their Amazon-specific online shopping behavior. All respondents were aged between 16 and 65.

About Remazing & Appinio.



Remazing is one of the leading European providers of service and software solutions for brands on Amazon. With its customer-centric approach, the globally active full-service provider supports brand companies in digitizing their business and helps them write their own success stories on Amazon and other online marketplaces.

Based in Hamburg and with a growing hub in London, Remazing works with renowned industry leaders such as Henkel, Beiersdorf and Under Armour to unlock their e-commerce potential worldwide. With an entrepreneurial mindset, the team of over 100 experts helps clients find the optimal solution for their specific needs - from strategic consulting and operational implementation to automating manual processes using in-house developed B2B software for Amazon Marketing.

In 2021, Remazing was awarded the E-Commerce Germany Award as "Best Agency" and the Best Retail Cases Award in the category "Best Retail Technology" for its own Amazon tool Remdash. In 2022, Remdash was also honored as "Honoree" in the category "E-Commerce Apps and Software" at the annual Webby Awards.



Appinio is the Hamburg-based global market research platform that enables companies to get thousands of opinions of specific target groups worldwide in just a few minutes. Anyone can validate decisions and ideas in real time for the first time - with representative results from consumers. As the fastest solution for market research, Appinio delivers feedback from 90+ markets. Over 700 companies across all industries use Appinio's comprehensive platform to turn agility and consumer centricity into reality.

Clients include VW, Unilever, Beiersdorf, Telekom, Bertelsmann, Warner Brothers, Samsung, Jägermeister, Red Bull and About You, as well as all major agencies and consultancies. Appinio has received several awards, including Top European Business Startup at the Pioneers Festival, the Best of Mobile and Best of Hamburg Award.

Contact

Do you have any questions, suggestions or feedback? We look forward to receiving your feedback!



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