

QUARTERLY INDUSTRY REPORT

The state of retail ecommerce: Q4 2024

Executive summary

Q4 2024 was something of a rollercoaster ride for ecommerce, marked by inventory growth, shifting consumer behaviors and an increasing need for brands to dial in their retail media advertising strategies.

Amazon's on-hand inventory surged by 21.4% YoY, yet categories such as Furniture and Electronics struggled to gain momentum. Not surprisingly, seasonal milestones like Prime Day and Turkey 5 brought hefty spikes in traffic—but the last-minute shopping frenzy in December resulted in revenue losses due to out-of-stock items.

Even with stronger sales, Amazon faced growing margin pressures as prices bounced back following Q3 inventory clearances, and discounts cooled off. Advertising investments also dipped when compared to Q4 2023—with volatile spending, steady CPCs and mixed ROAS outcomes adding to the complexities of staying competitive.

This quarter served as a crucial reminder: to thrive in today's hypercompetitive ecommerce environment, brands must fine-tune their inventory strategies, optimize pricing and enhance advertising efficiency to maintain growth and profitability in the long run.

Key takeaways



Inventory growth

Amazon's aggregate on-hand inventory increased by 21.4% YoY, driven by strategic stock buildup in categories like Grocery and Pet Products.



Traffic patterns

Seasonal events like Prime Day and Turkey 5 drove significant traffic growth YoY across most categories, even beating out typical Q4 shopping peaks in some categories.



Sales & margins

Q4 sales grew YoY, but margins continued to erode across most categories. Amazon's gross margin pressures signal potential cost-cutting efforts heading into 2025.



Advertising performance

Ad spend overall declined compared to Q4 2023. CPC remained steady, while ROAS improved in a few categories, notably Toys.



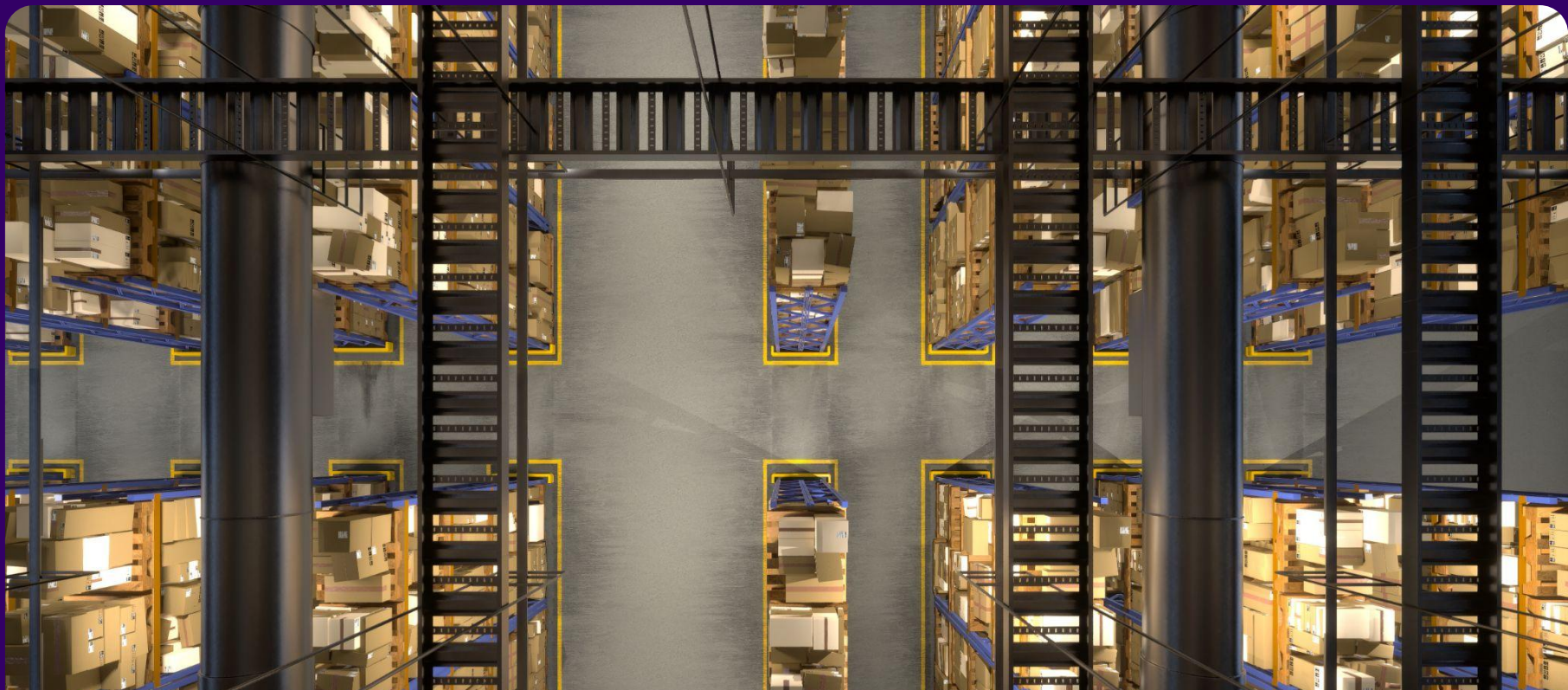
Consumer behavior shifts

Procrastination shopping in December led to revenue losses due to OOS issues, reflecting a need for improved inventory allocation strategies during peak periods.

A man with curly hair and a beard, wearing a tan button-down shirt over a white t-shirt, is smiling while looking at a tablet computer. He is standing in front of a large bookshelf filled with books. The background is slightly blurred, emphasizing the man and his interaction with the device. The overall scene suggests a focus on digital technology and learning or research.

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Total industry overview

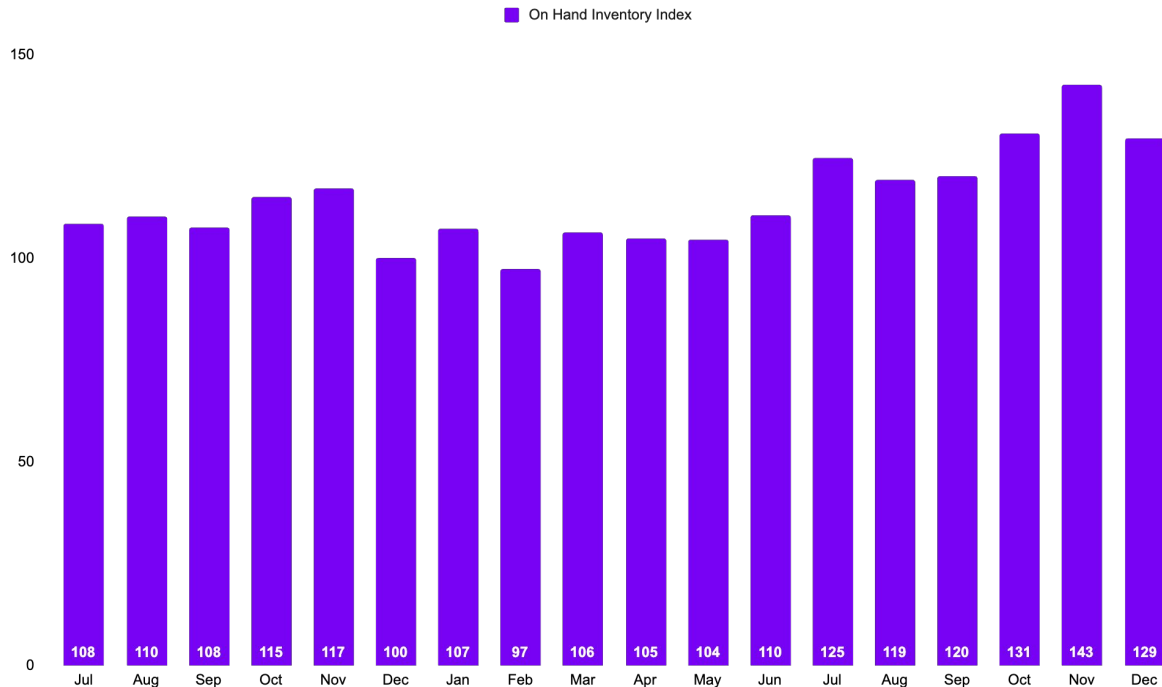
Q4 2023 vs. Q4 2024 recap

CommerceIQ

ON HAND INVENTORY

Aggregate inventory continues to rise

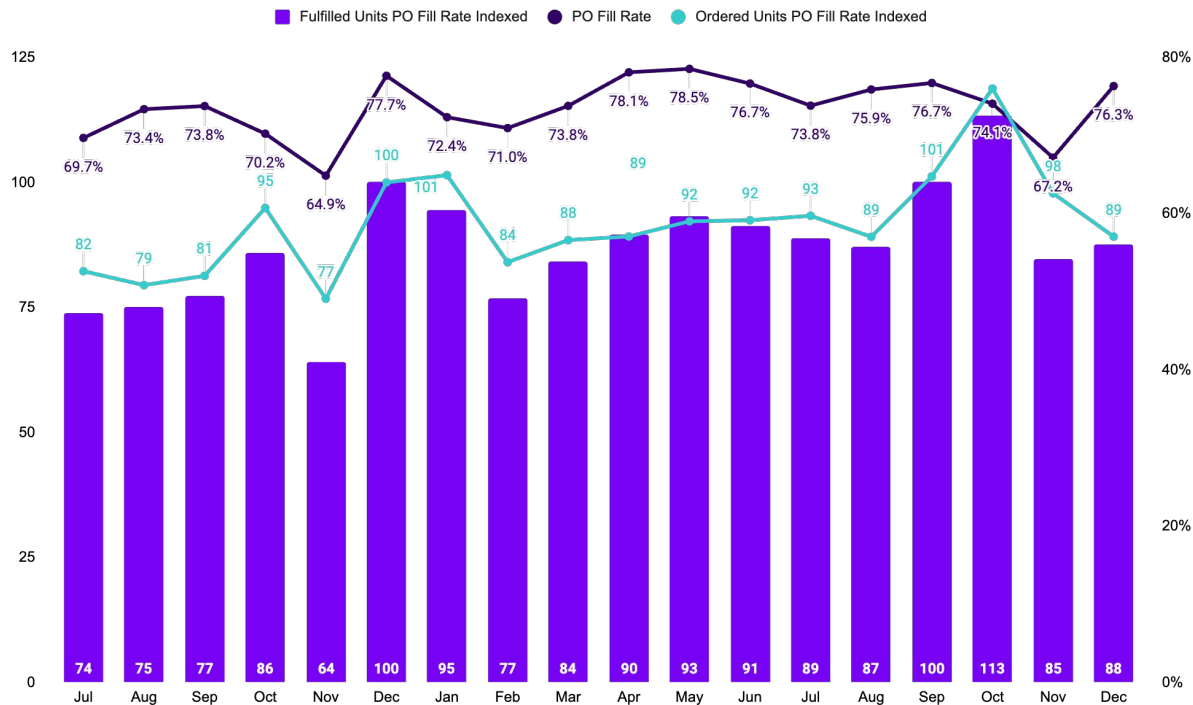
Amazon has shown steady growth in aggregate on hand inventory, with a 21.4% increase in Q4 2024 vs. Q4 2023.



FULFILLMENT

Fill rates & ordered units peaked in October

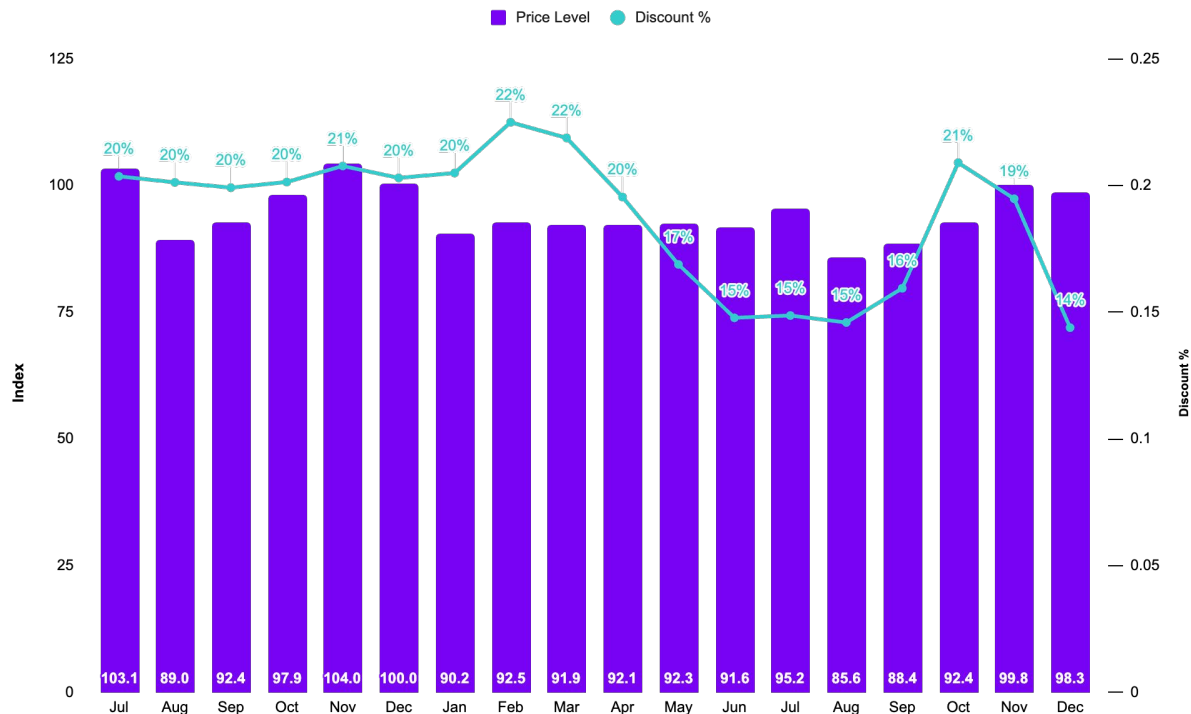
Ordered units and fill rate show significant improvement over Q4 2023.



PRICE LEVEL VS. DISCOUNT %

Aggregate prices increased in Q4

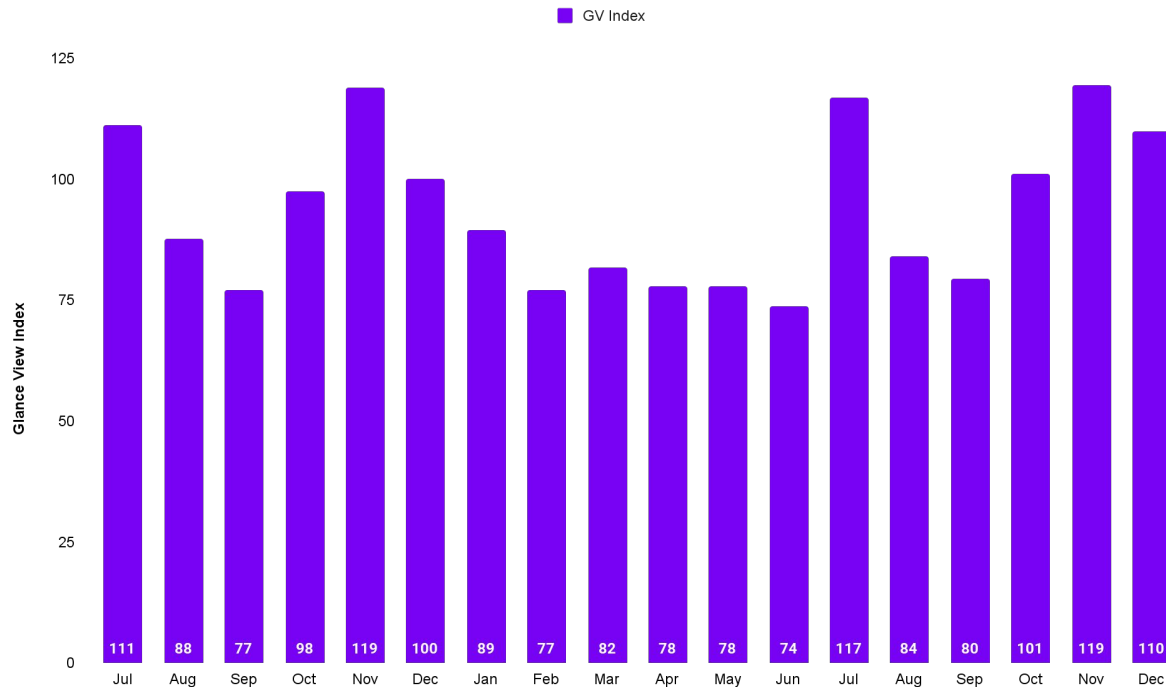
Q3 saw Amazon move through aged inventory as prices shifted back up in Q4. Discounts temporarily increased but fell below Q4 2023 levels.



GLANCE VIEWS

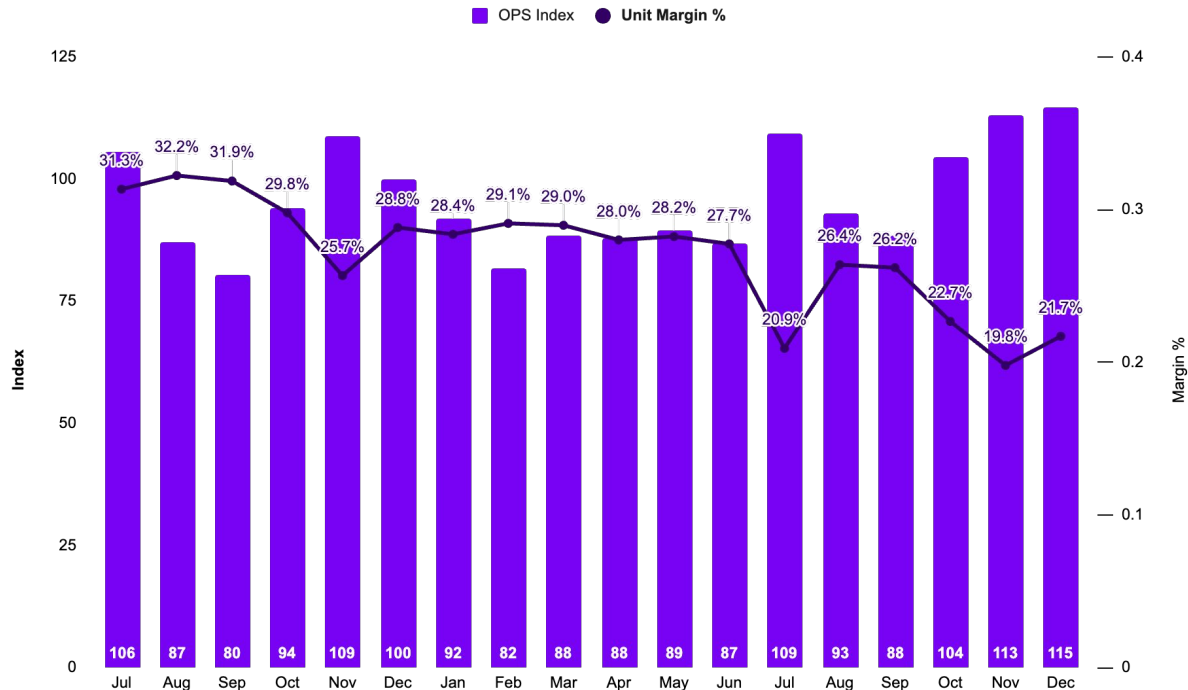
Total Q4 traffic increased YoY

There were clear seasonal trends in traffic as Prime Day and Turkey 5 peak shopping days drove traffic growth across categories.



OPS VS. UNIT MARGIN % Q4 Sales grew YoY as margins continue to decline

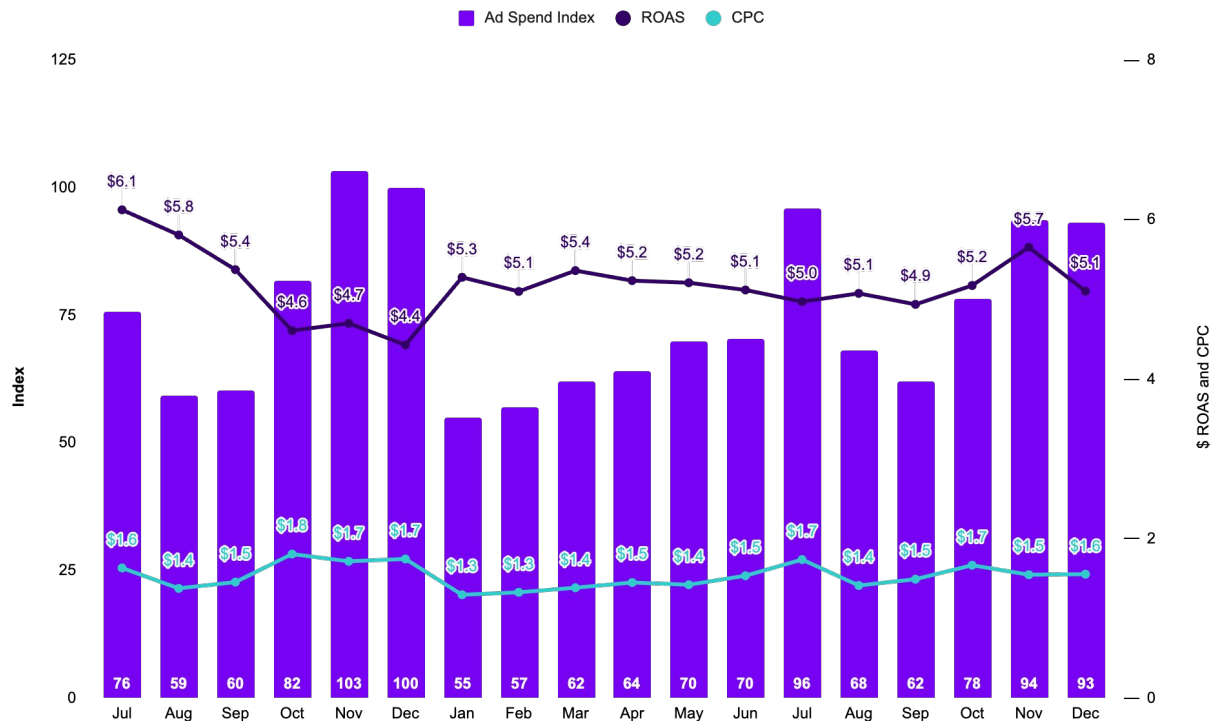
Amazon's gross margins continue to fall. Be prepared for a difficult AVN to start 2025 as Amazon looks for cost concessions.



AD SPEND | ROAS | CPC

CPCs remained steady as ROAS improved & Q4 spend declined YoY

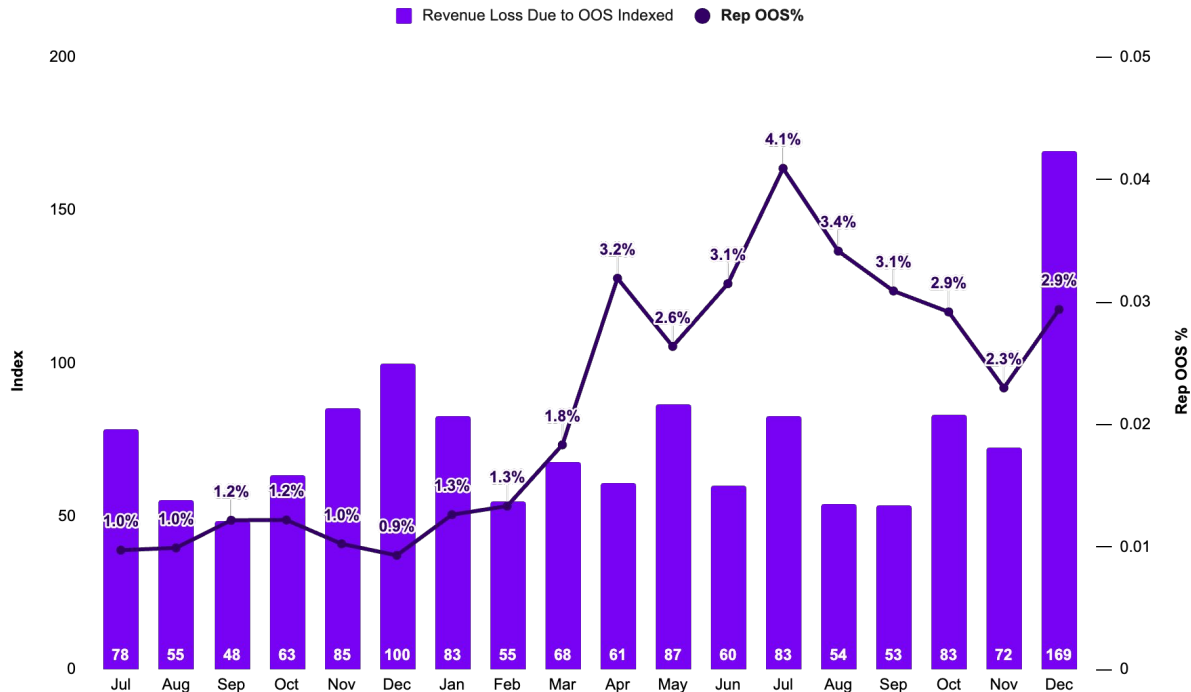
Cost per click showed relatively small variation YoY. Q4 ad spend declined year over year.



REVENUE LOSS DUE TO OOS

Procrastinating shoppers drove December's spike in revenue loss

On hand inventory peaked in November, as shoppers who searched late for gifts were met with OOS messages.



A man and a woman are smiling and looking at a tablet together. The man is pointing at the screen. They are in an office environment with large windows in the background.

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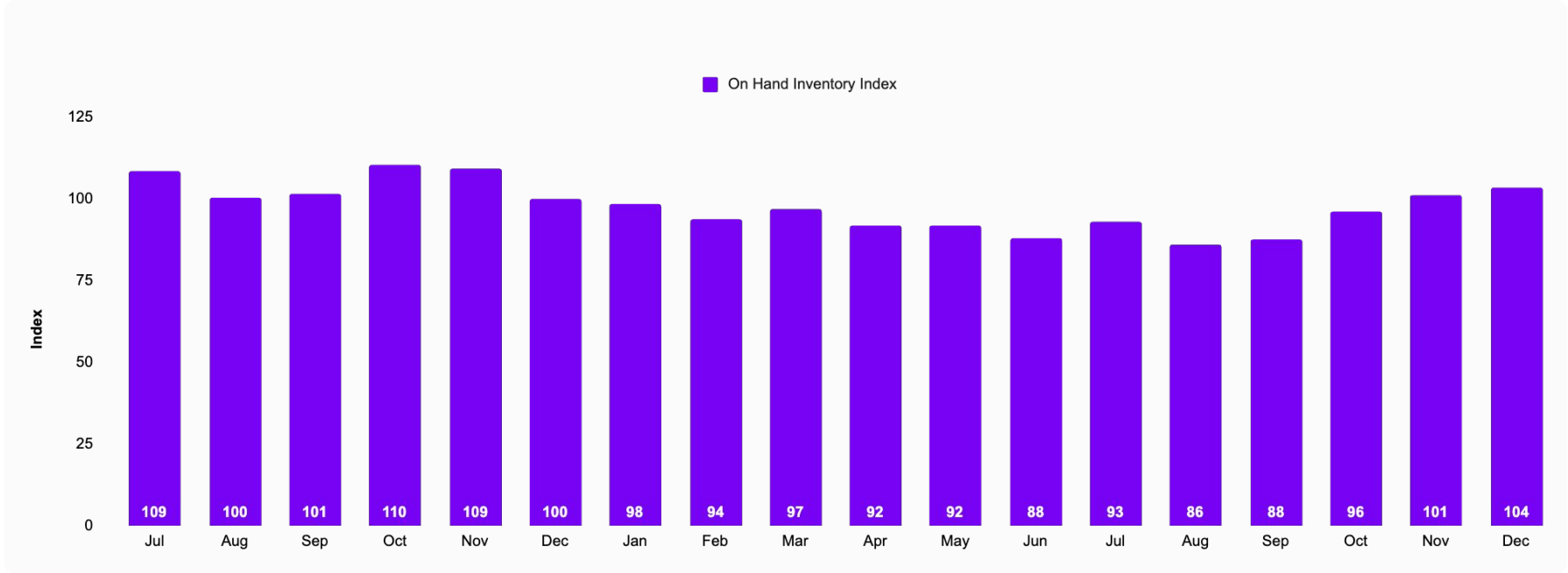
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Baby Products industry overview

Q4 2023 vs. Q4 2024 recap

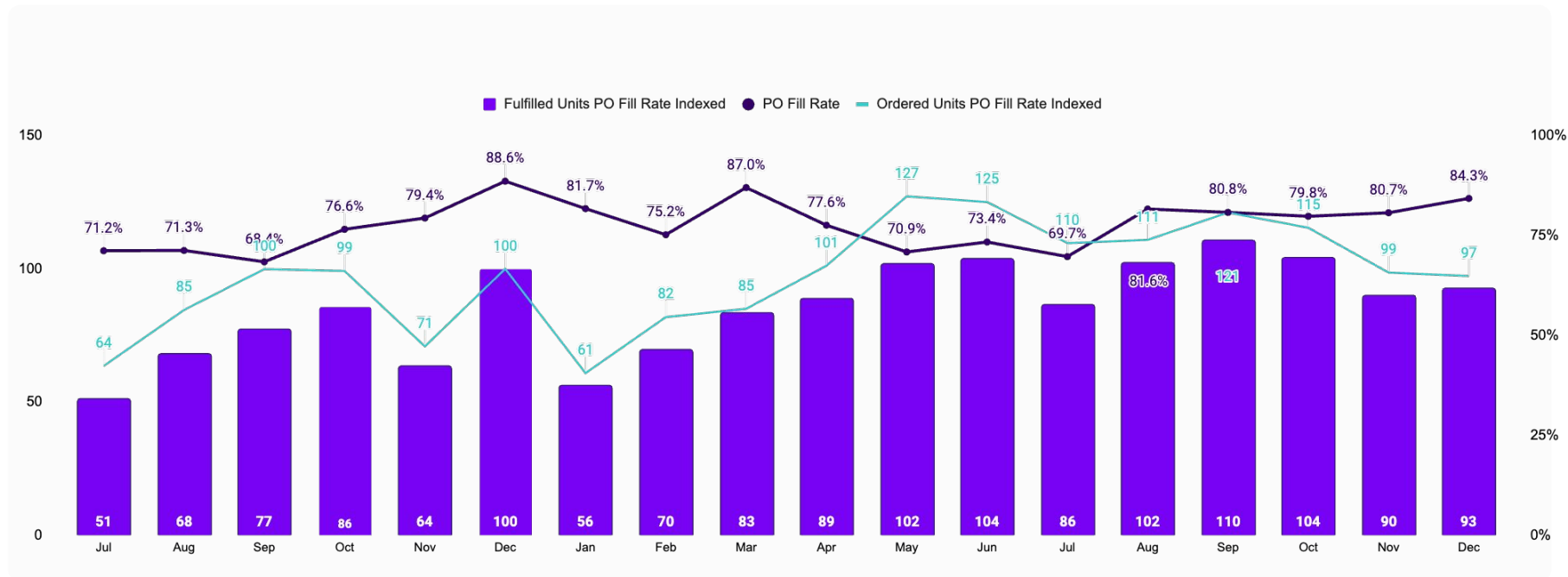
ON HAND INVENTORY

Inventory rebounded in December, with Q4 inventory down from the prior year



FULFILLMENT

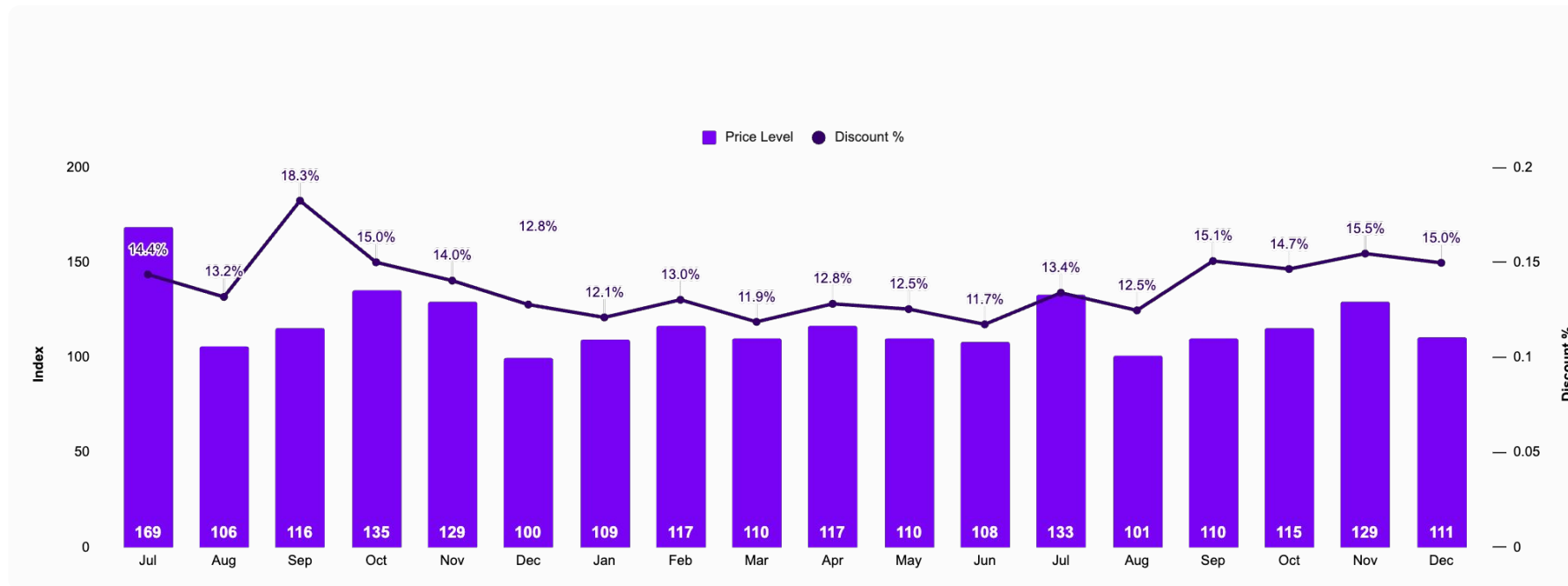
Fill rates remained stable YoY as ordered unit volume declined at the start of Q4



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

PRICE LEVEL VS. DISCOUNT %

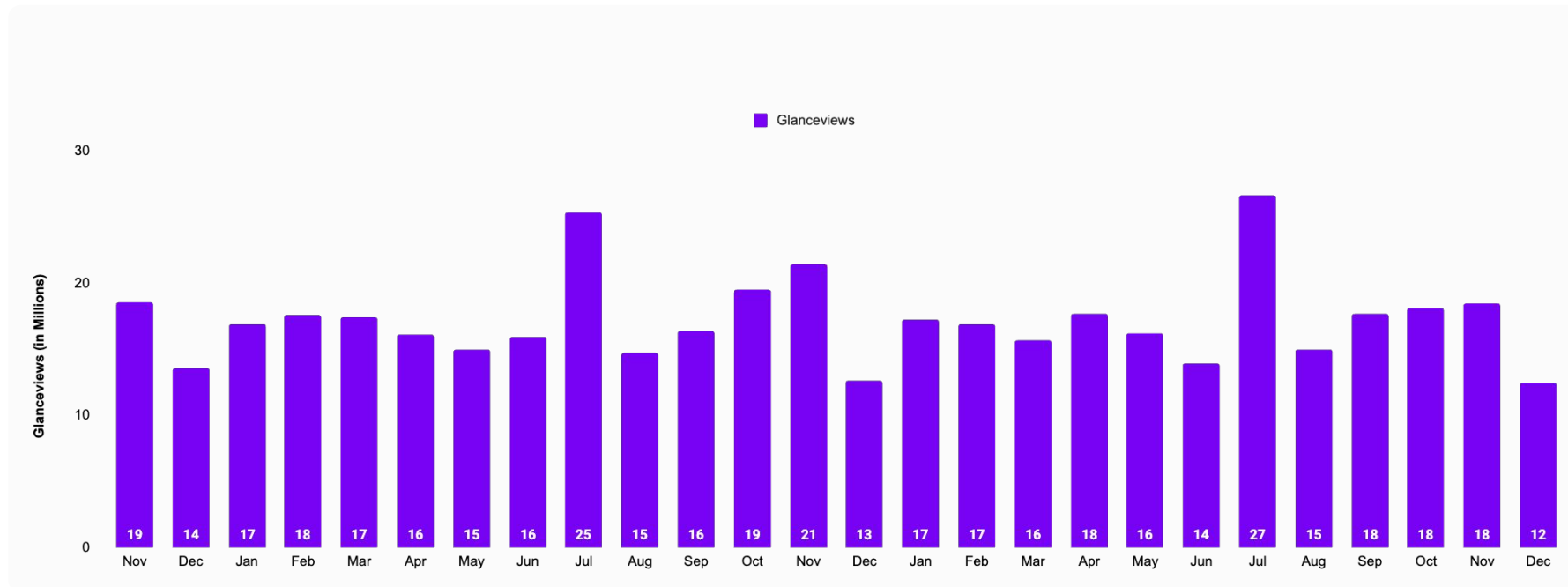
Discounts increased as site prices climbed since the start of 2024



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

GLANCE VIEWS

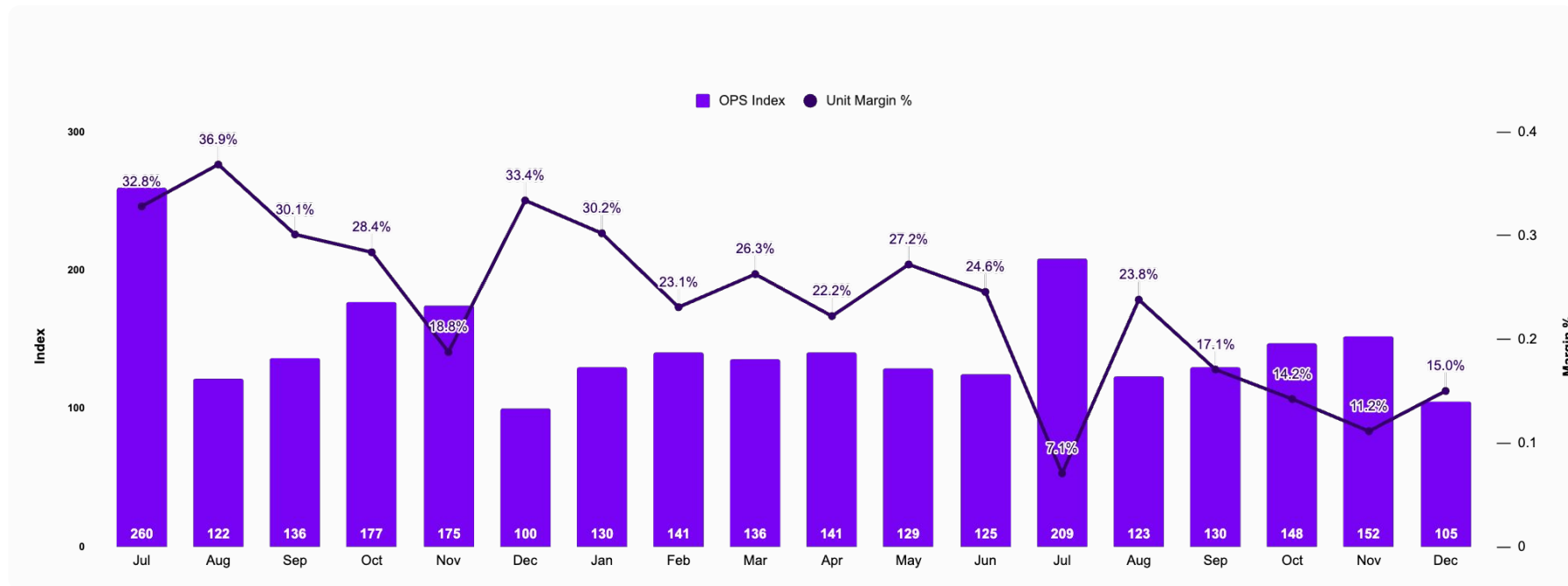
Prime Day drove larger organic traffic increases than Q4



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

OPS VS. UNIT MARGIN %

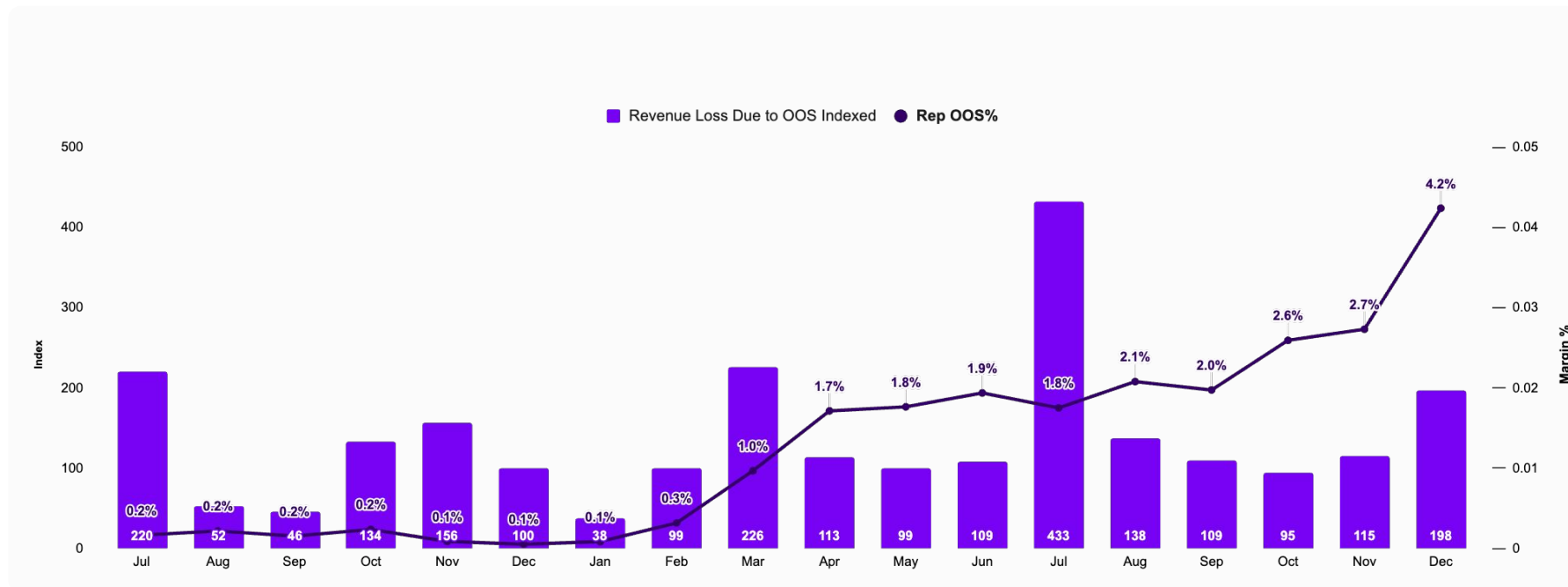
Sales increased slightly as margins compressed



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

REVENUE LOSS DUE TO OOS

Revenue loss due to OOS increased with Prime Day accounting for the largest impact



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.



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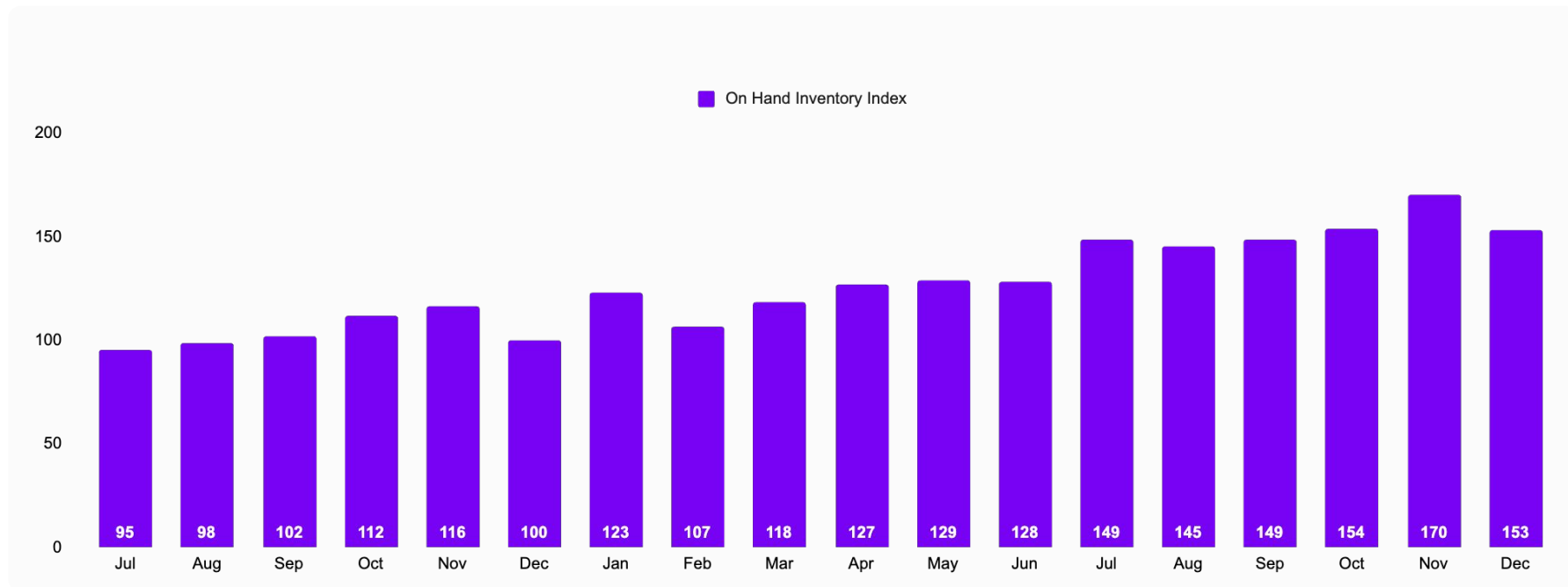
[Request a demo](#)

Beauty industry overview

Q4 2023 vs. Q4 2024 recap

ON HAND INVENTORY

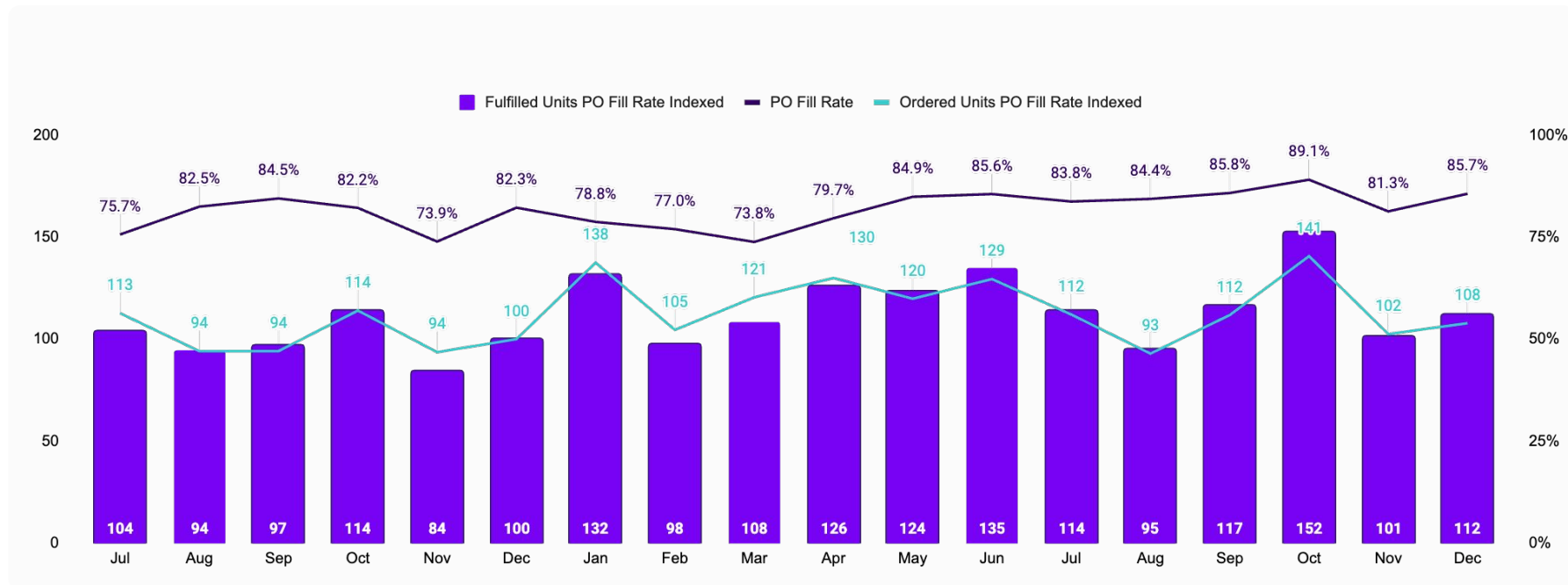
On hand inventory shows consistent growth as the category grows



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

FULFILLMENT

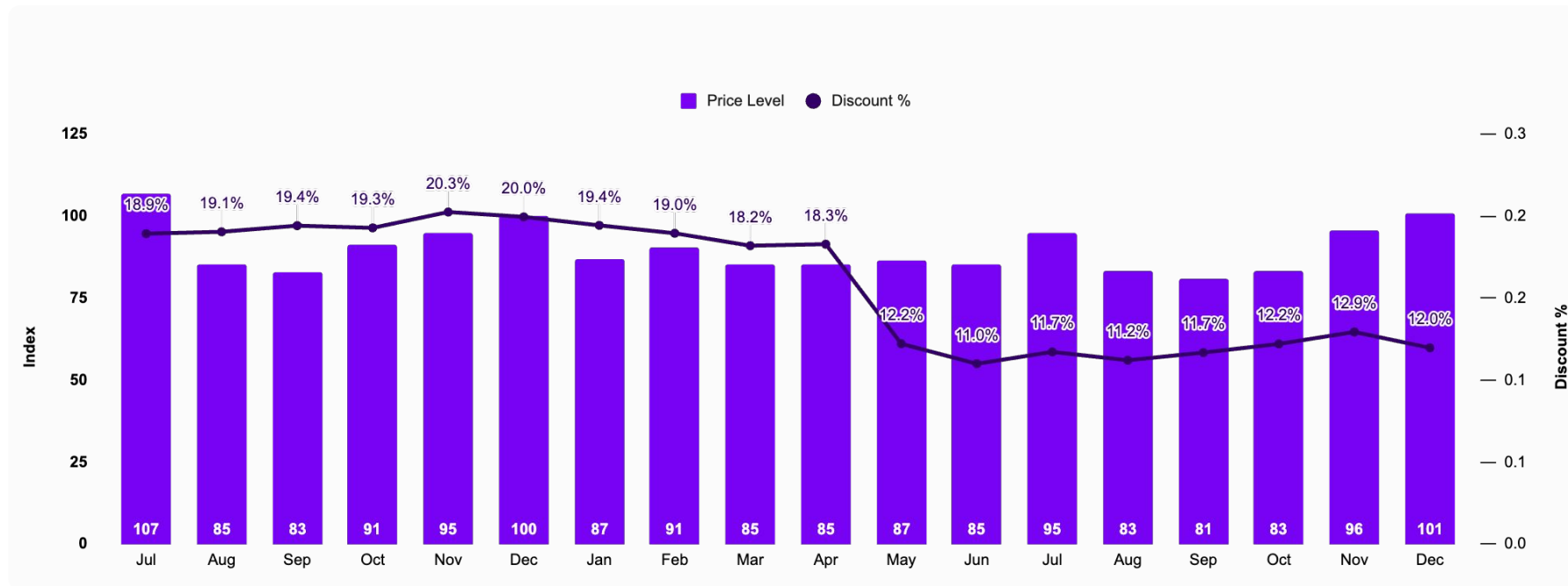
Order efficiency improved as Amazon's inventory grew



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

PRICE LEVEL VS. DISCOUNT %

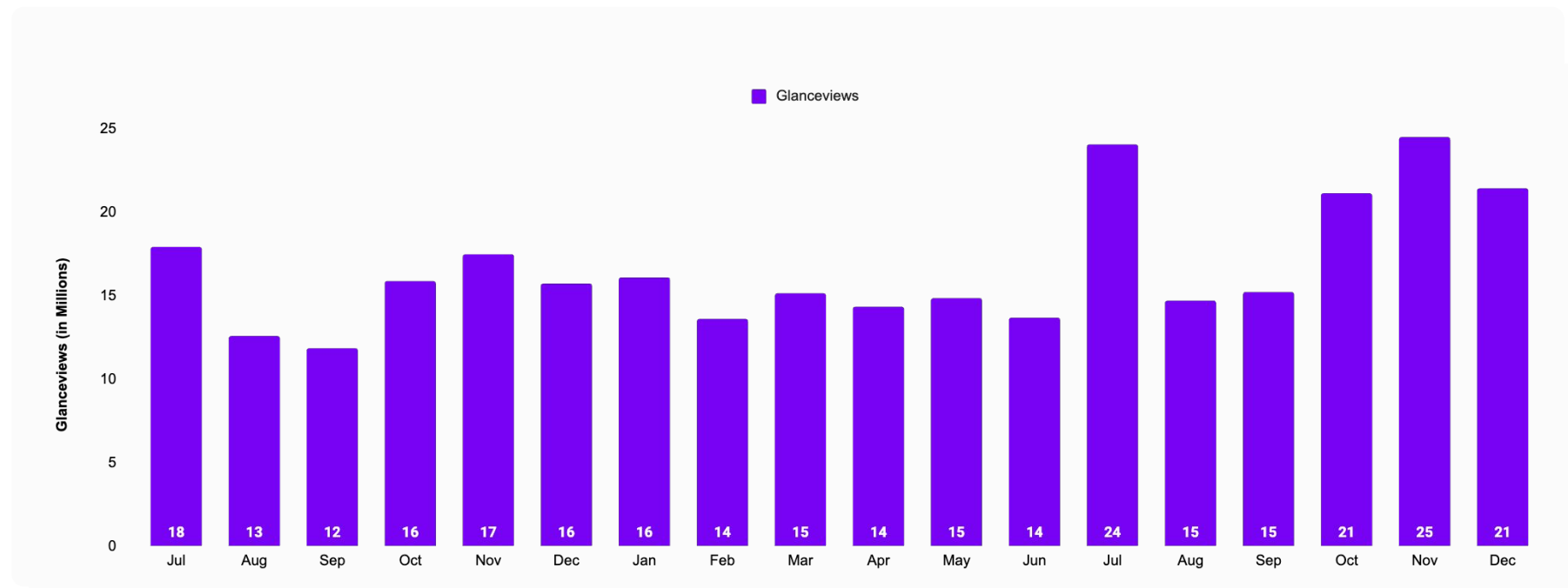
Prices remained flat while discounts declined



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

GLANCE VIEWS

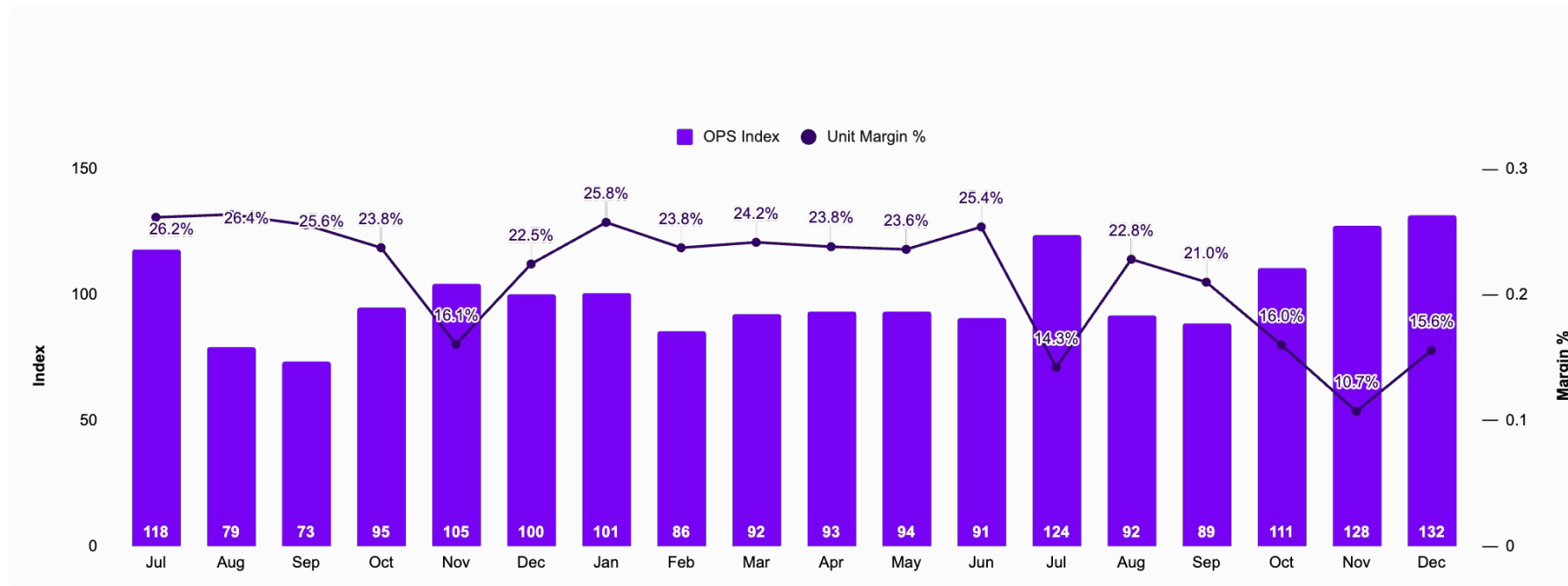
The category saw seasonal spikes in organic traffic



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

OPS VS. UNIT MARGINS

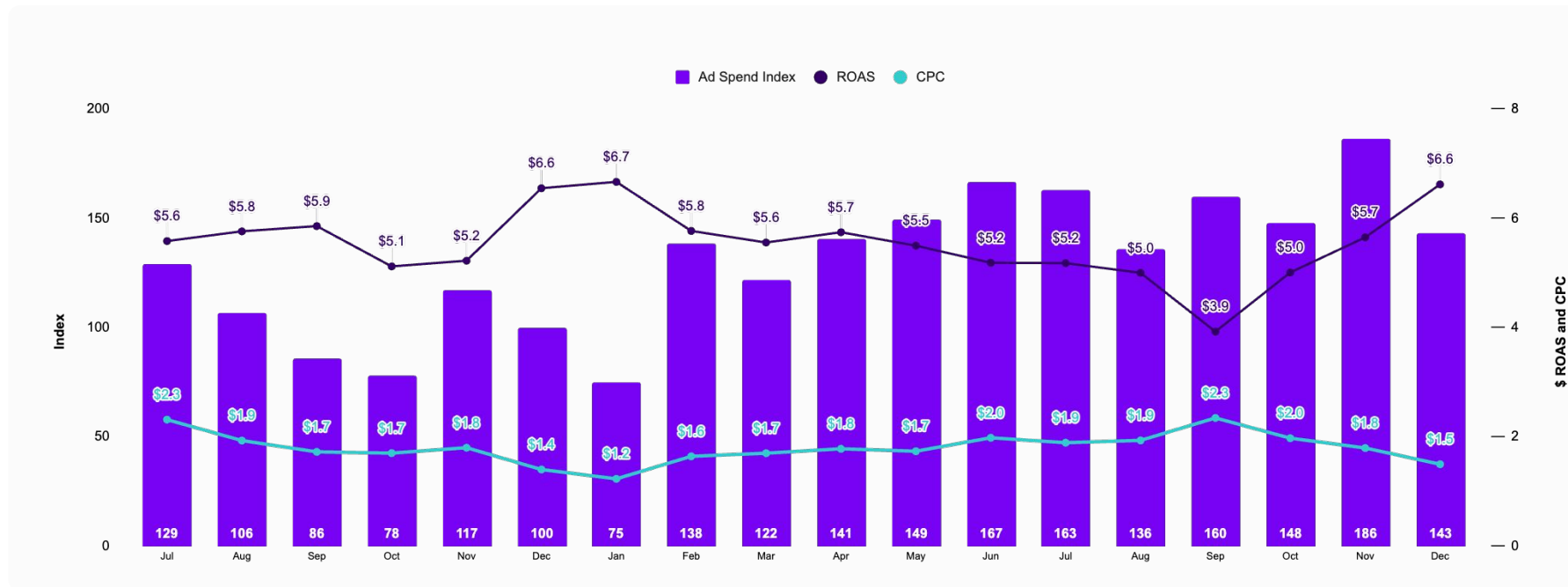
Margins eroded as sales increased



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

AD SPEND | ROAS | CPC

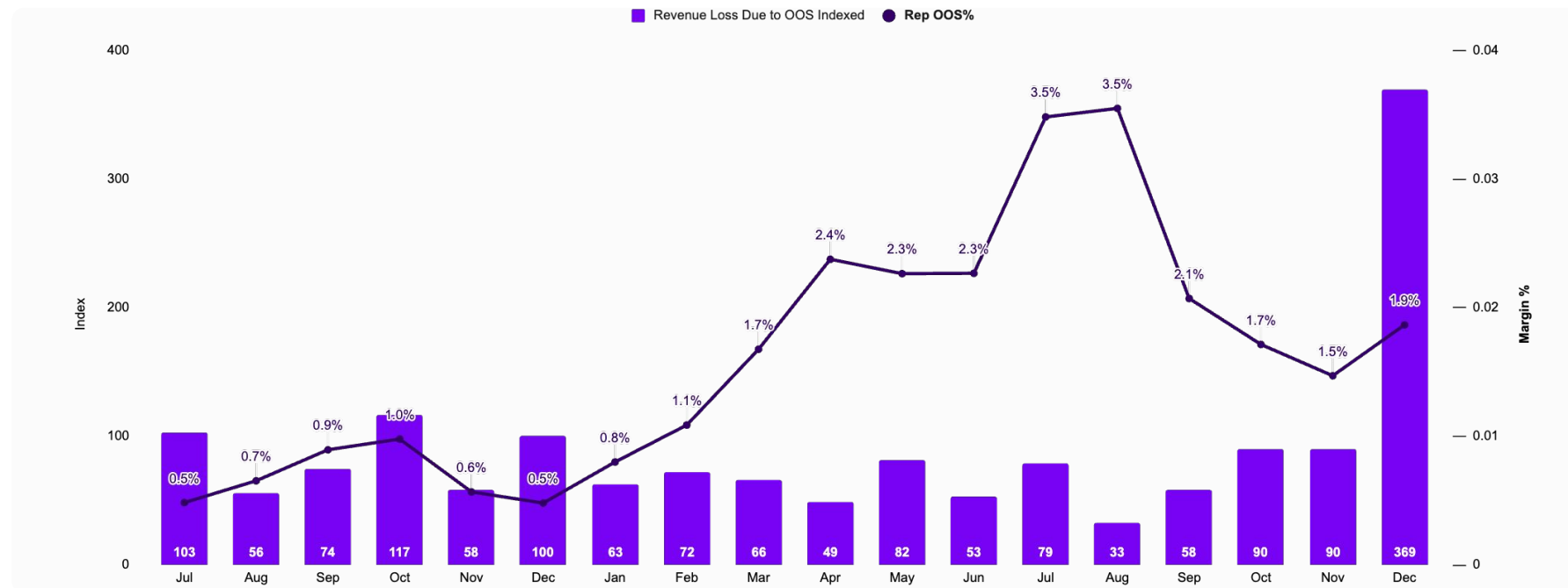
Ad spend increased, but isn't yet driving reduced returns in Q4



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

REVENUE LOSS DUE TO OOS

December saw a spike in unavailability due to seasonal demand



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.



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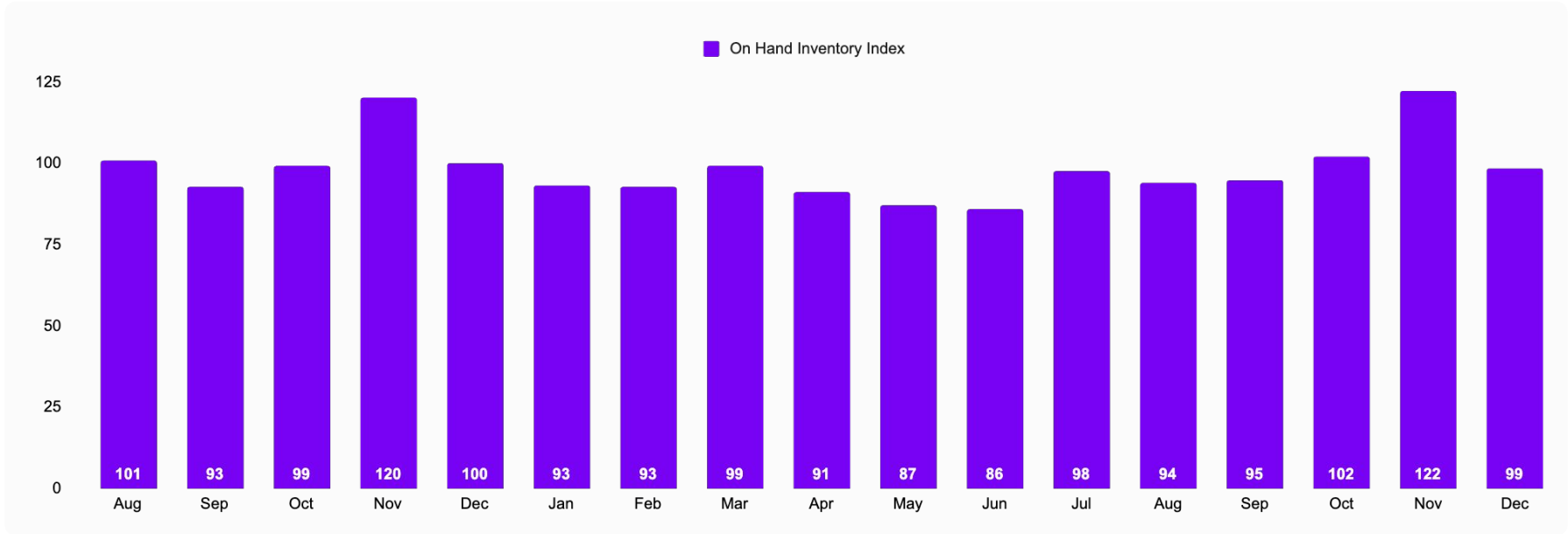
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Electronics industry overview

Q4 2023 vs. Q4 2024 recap

ON HAND INVENTORY

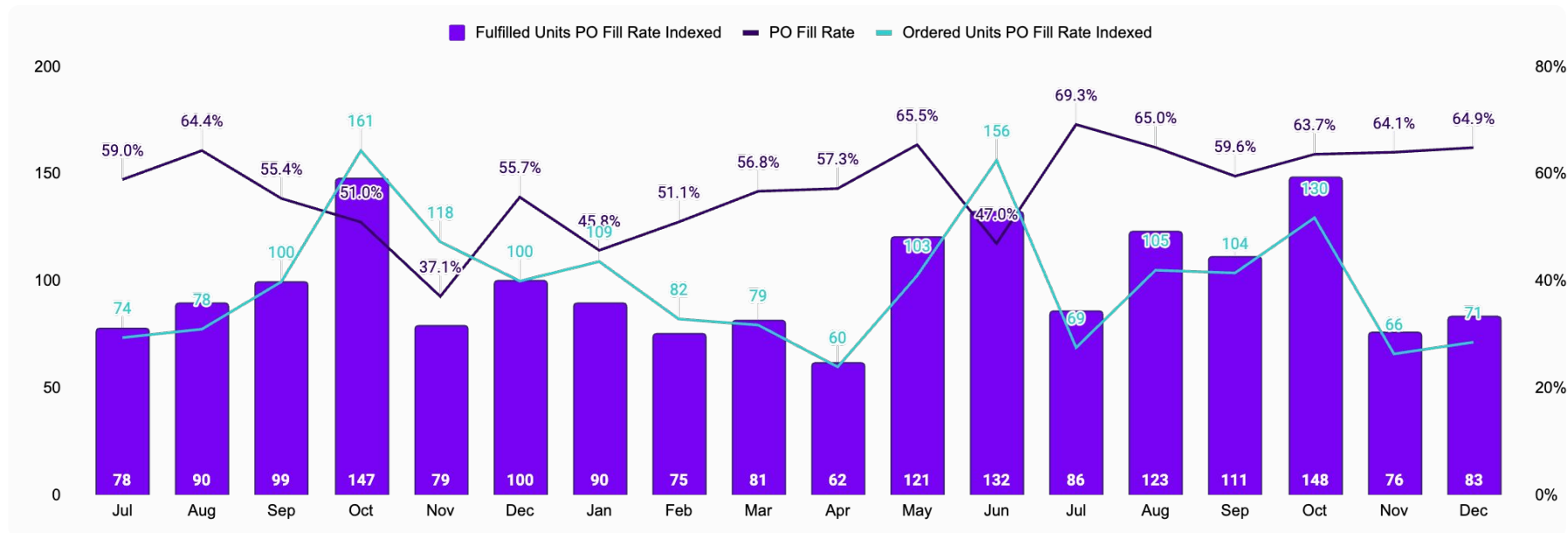
Limited growth in on hand inventory signals weak category growth



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

FULFILLMENT

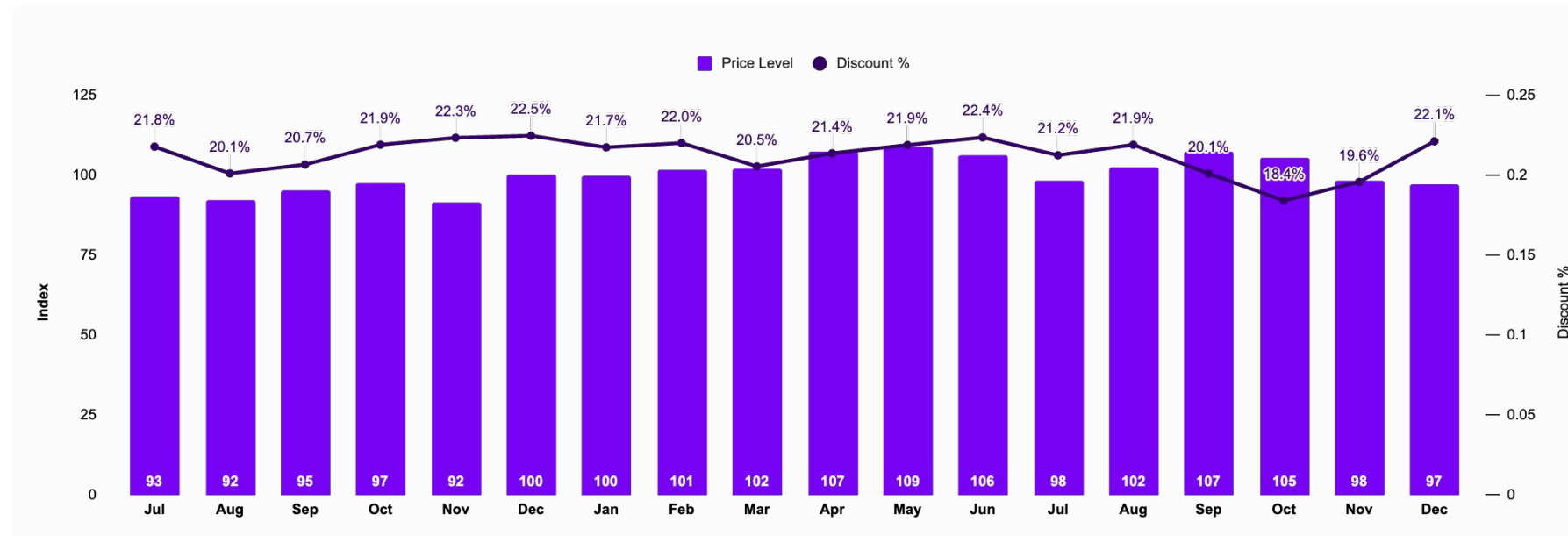
Fill rates have improved as ordered units fall



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

PRICE LEVEL VS. DISCOUNT %

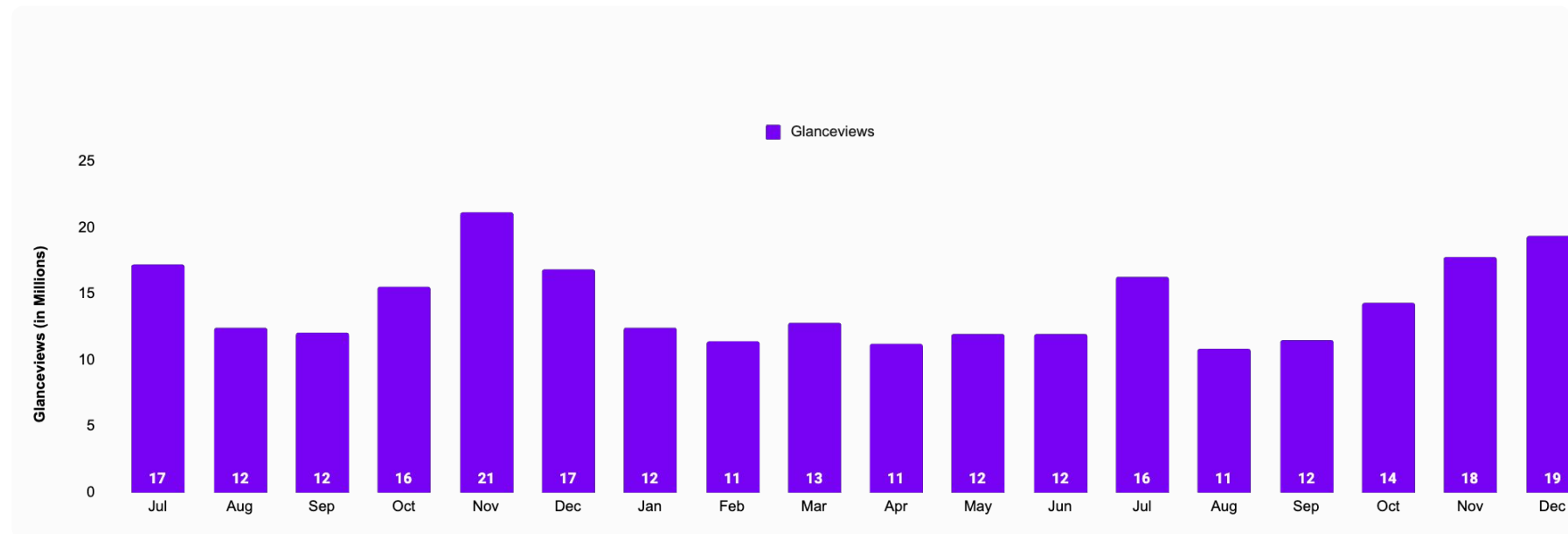
Price levels & discounts held steady



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

GLANCE VIEWS

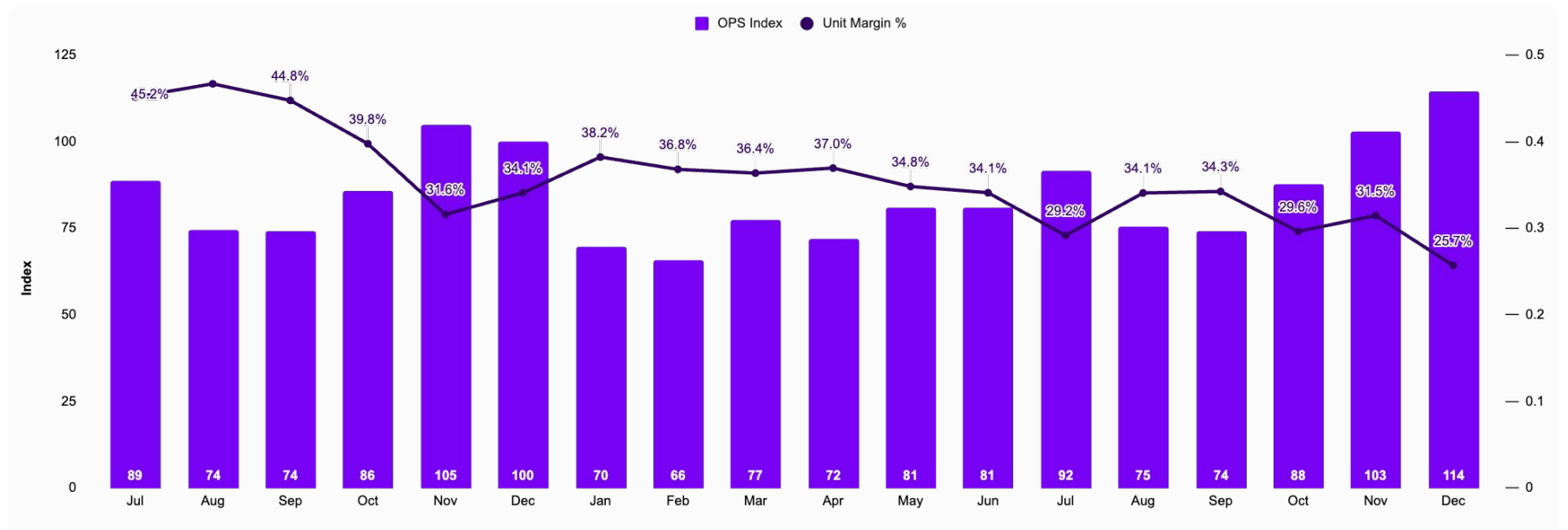
Q4 organic traffic is declining YoY



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

OPS VS. UNIT MARGIN %

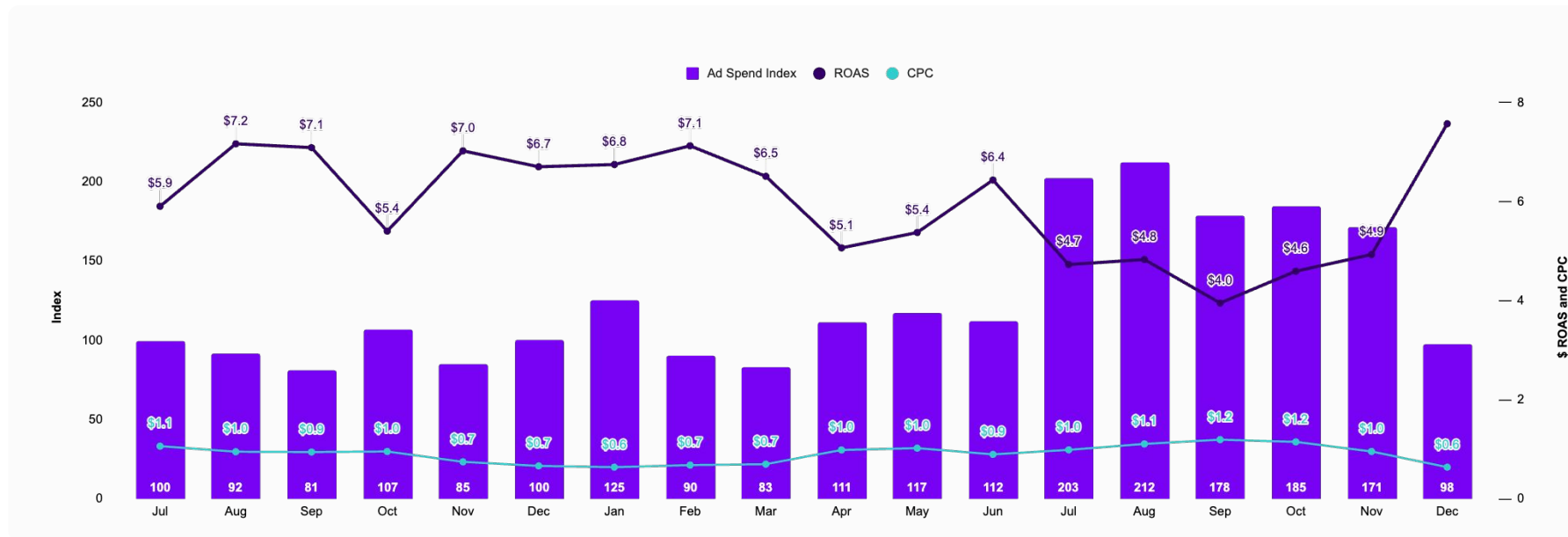
Unit margins saw a consistent decline



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

AD SPEND | ROAS | CPC

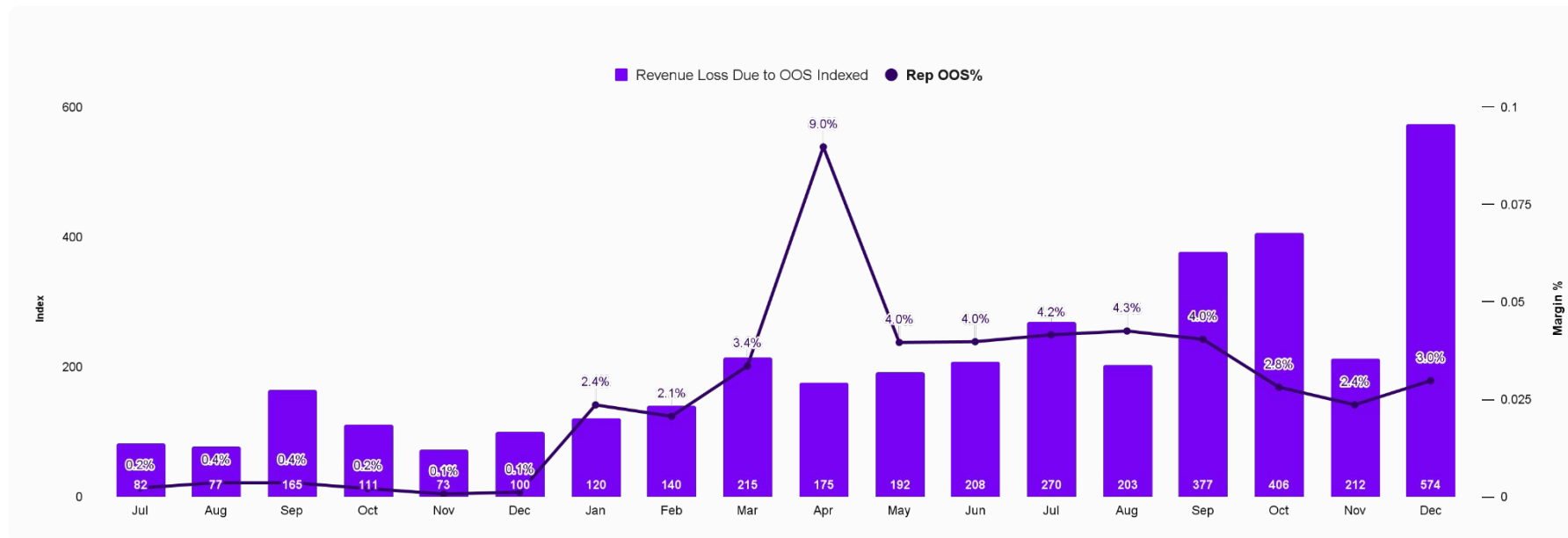
Ad spend is increasing to counter soft organic demand



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

REVENUE LOSS DUE TO OOS

Limited on hand inventory growth contributed to increasing OOS%



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

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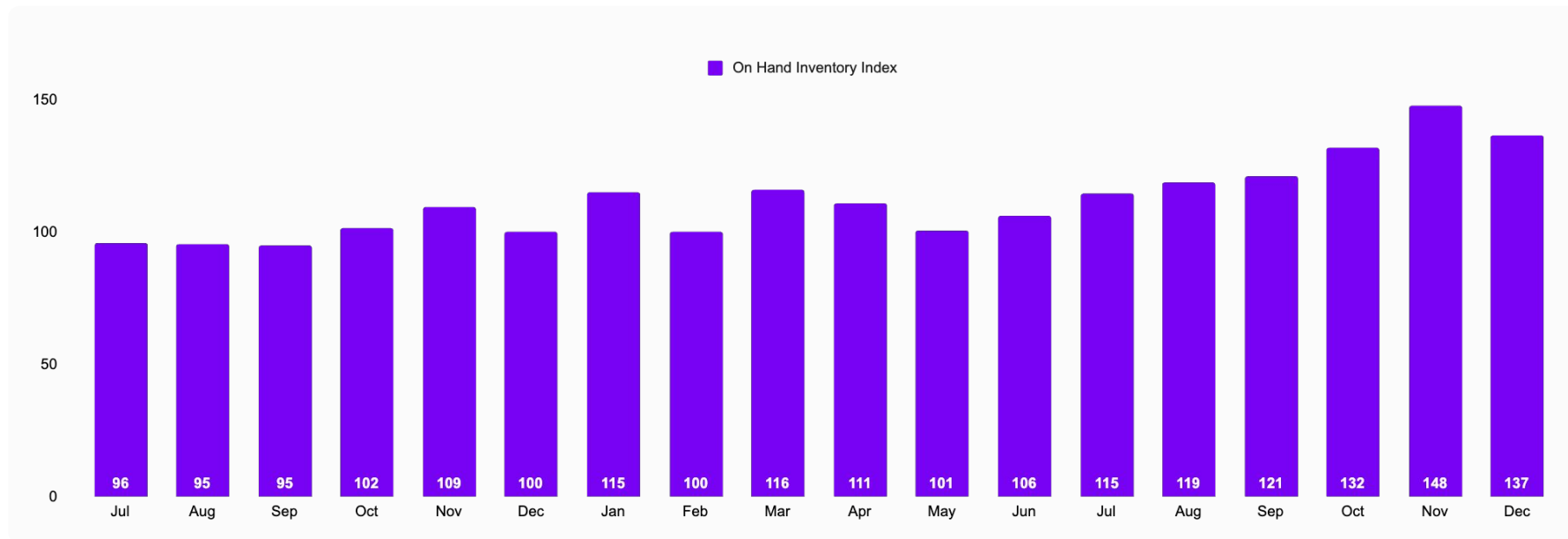


Grocery industry overview

Q4 2023 vs. Q4 2024 recap

ON HAND INVENTORY

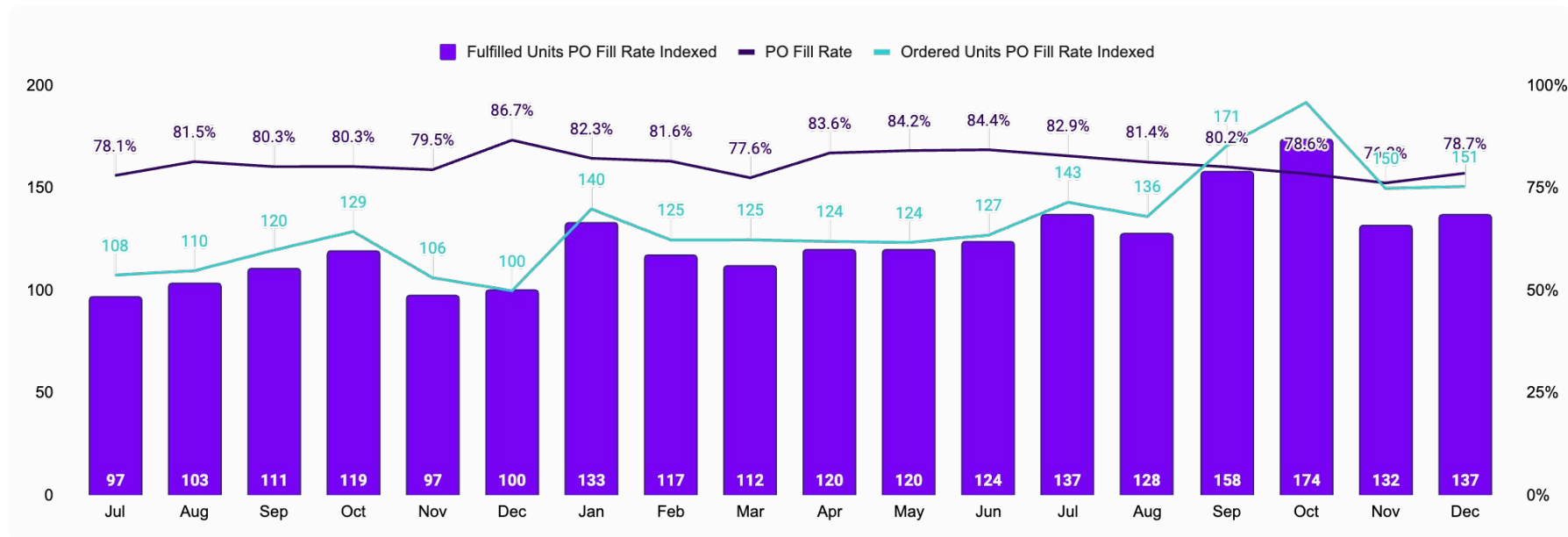
Grocery continues to grow as Amazon builds a more aggressive inventory position



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

FULFILLMENT

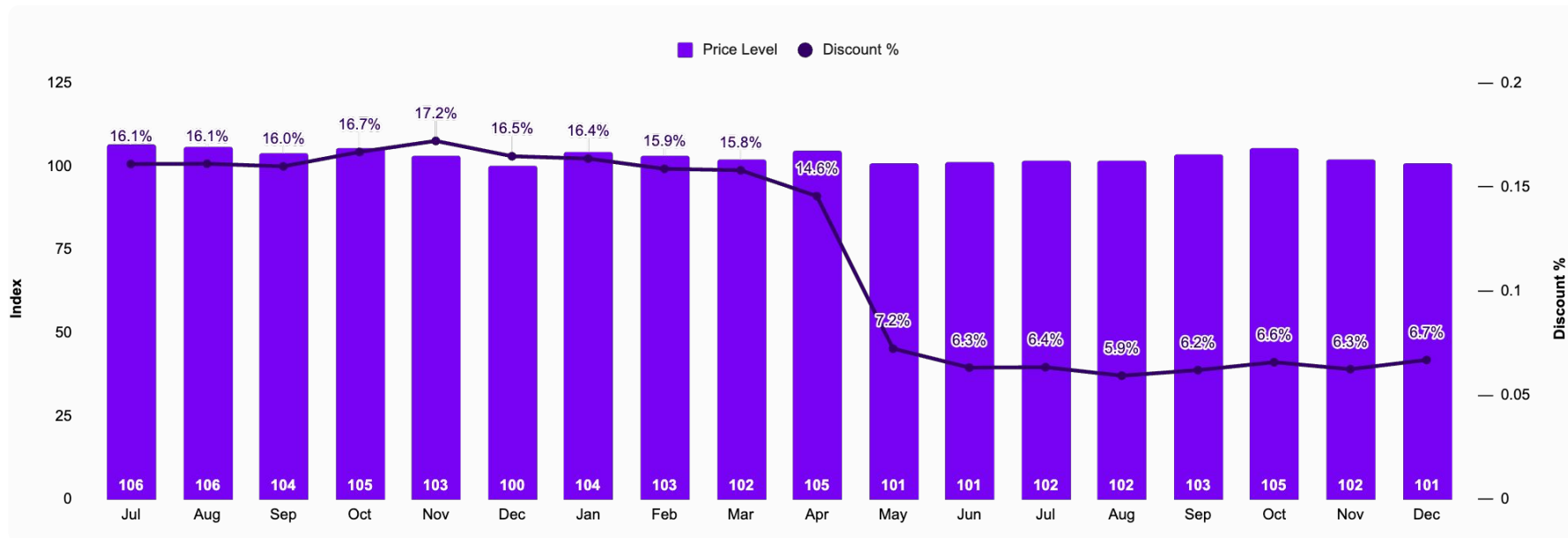
With growing inventory, order efficiency also increased



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

PRICE LEVEL VS. DISCOUNT %

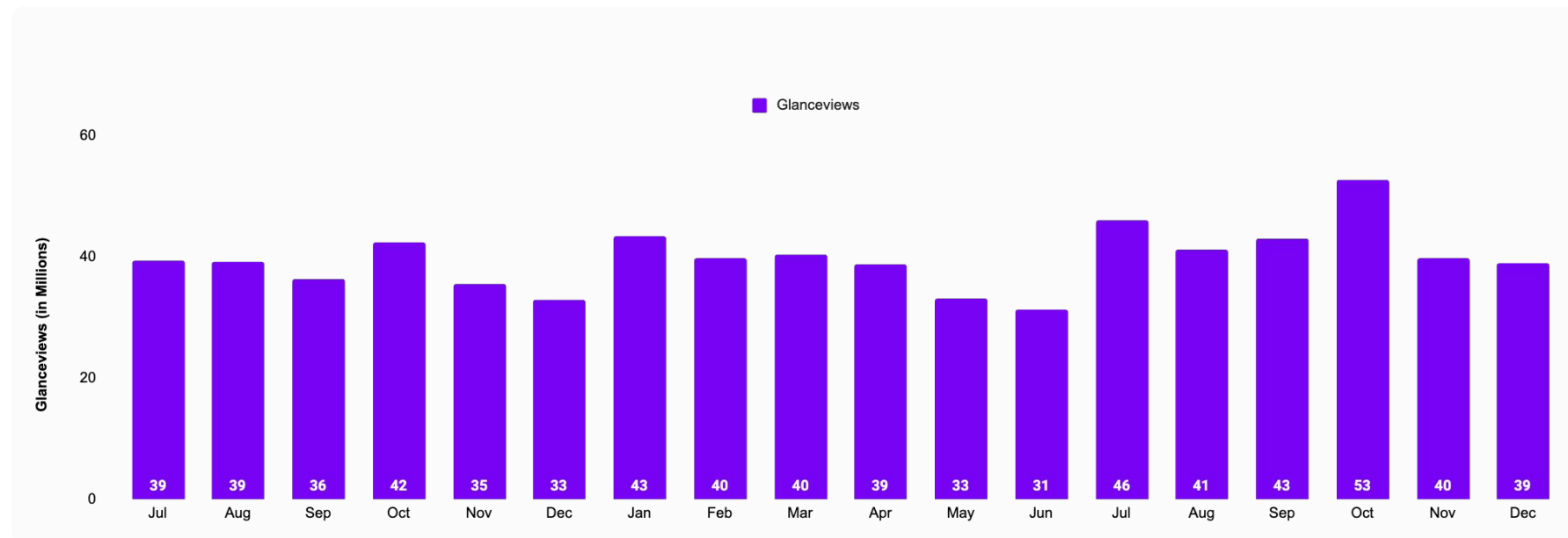
Prices remained stable as discounts dropped



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

GLANCE VIEWS

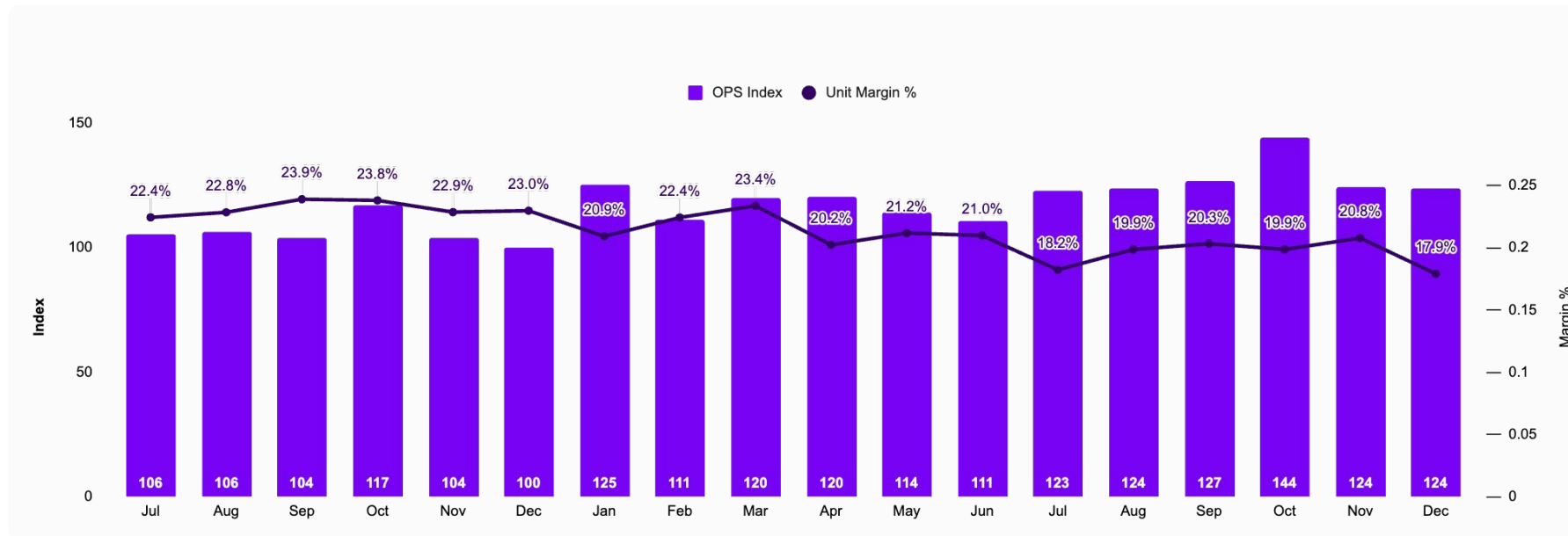
Traffic continues to grow YoY



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

OPS VS. UNIT MARGIN %

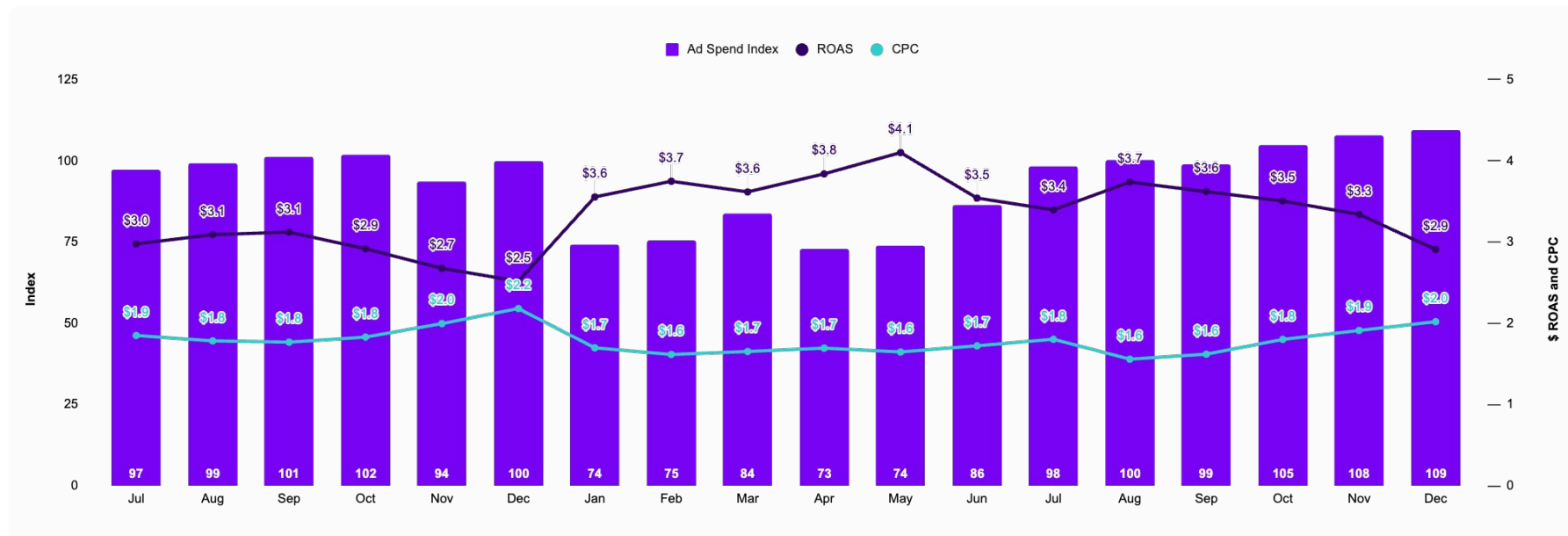
Brands saw slight margin declines as sales continued to grow



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

AD SPEND | ROAS | CPC

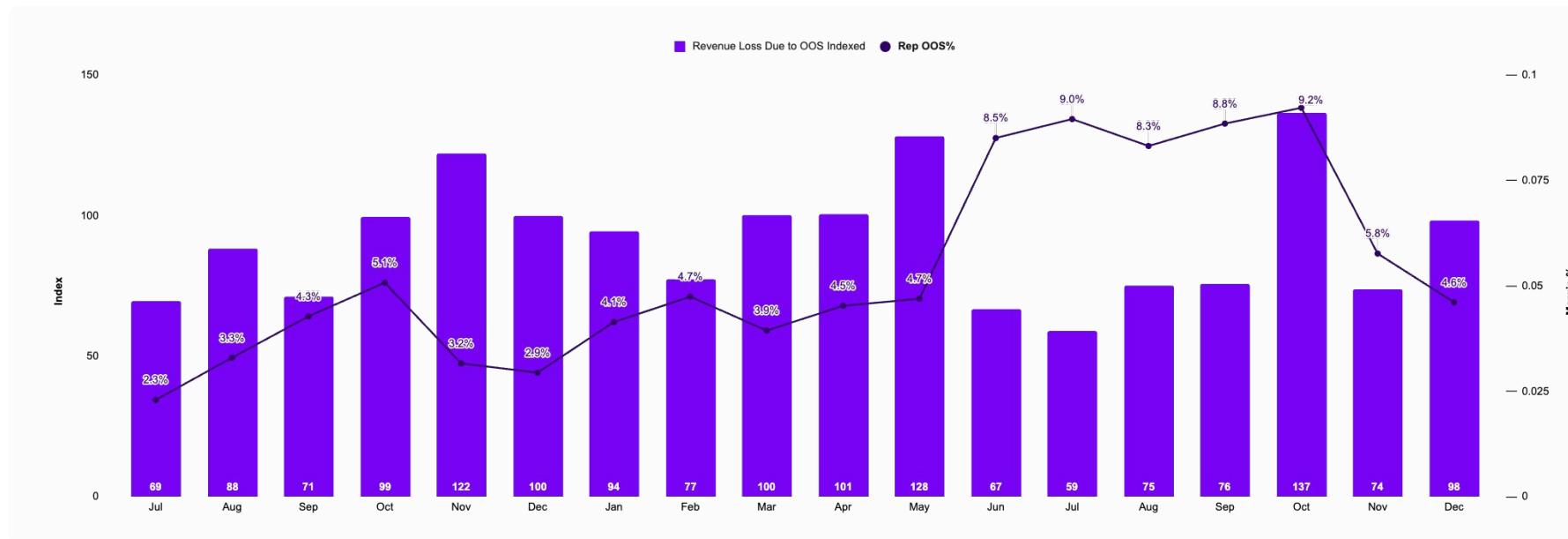
Less ad spend competition & increased ROAS gives brands an opportunity to capture Q1 & Q2 share



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

REVENUE LOSS DUE TO OOS

Despite an increased inventory position, replenishable OOS% exceeded other categories



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

A woman with dark hair tied back, wearing a brown jacket over a white top, is talking on a black mobile phone. She is holding a white document or piece of paper. The background is a wall covered in many small, light-colored sticky notes. The scene is brightly lit, suggesting an office or workspace.

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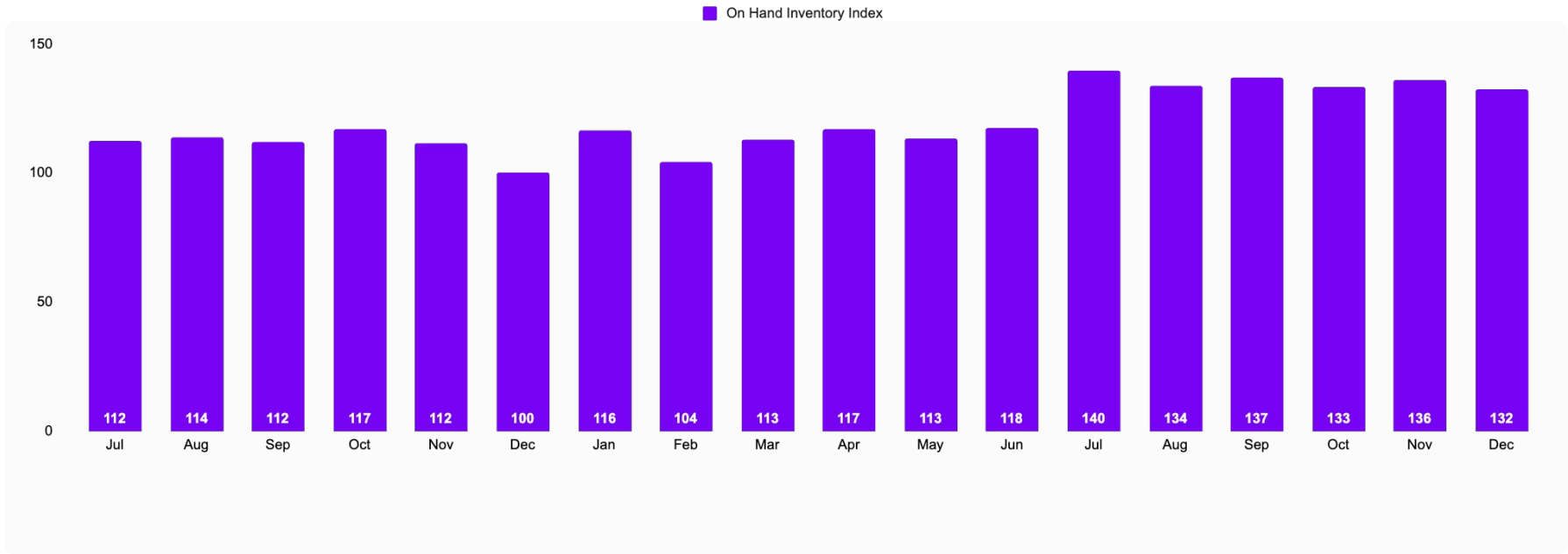


Health & Personal Care industry overview

Q4 2023 vs. Q4 2024 recap

ON HAND INVENTORY

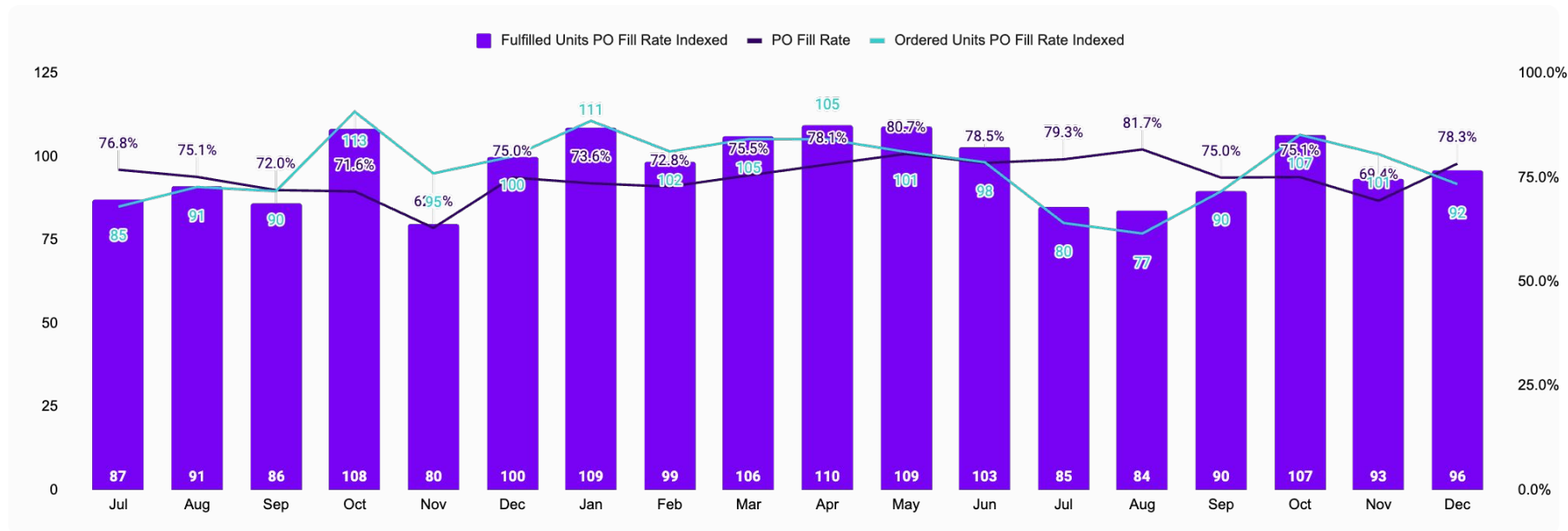
Amazon continues to stock up in a growth category



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

FULFILLMENT

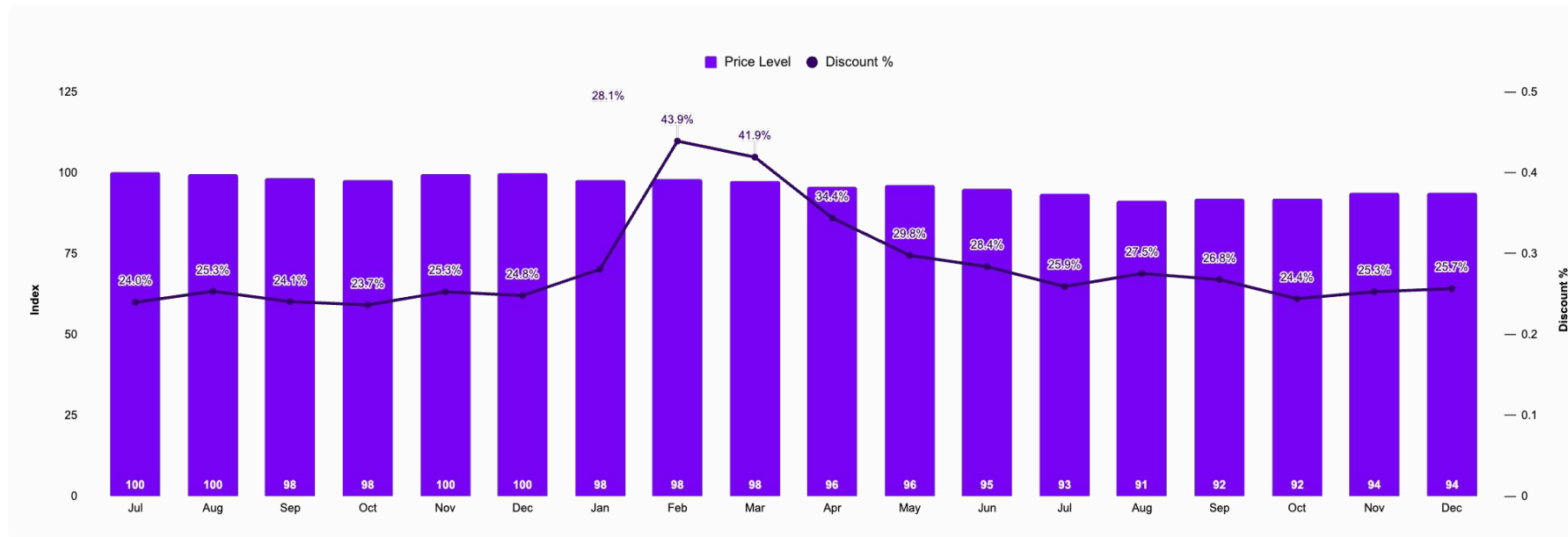
Fulfillment efficiency holds steady as Amazon increases stock



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

PRICE LEVEL VS. DISCOUNT %

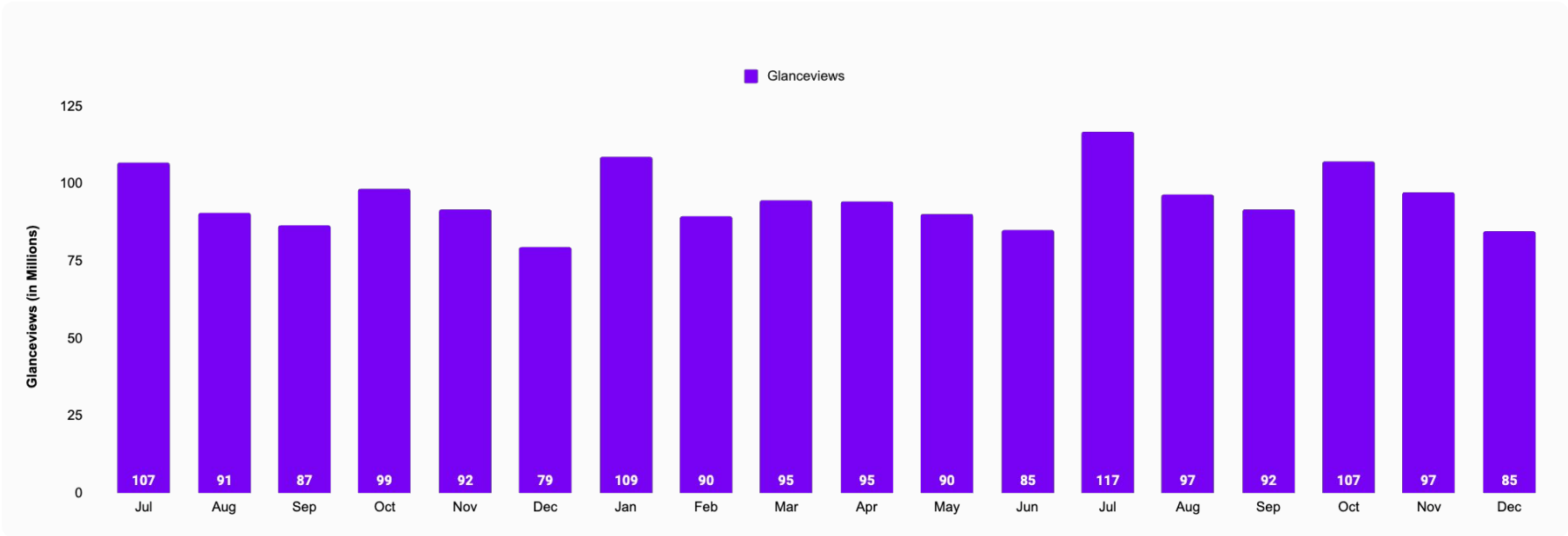
Prices declined while discounts remained flat



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

GLANCE VIEWS

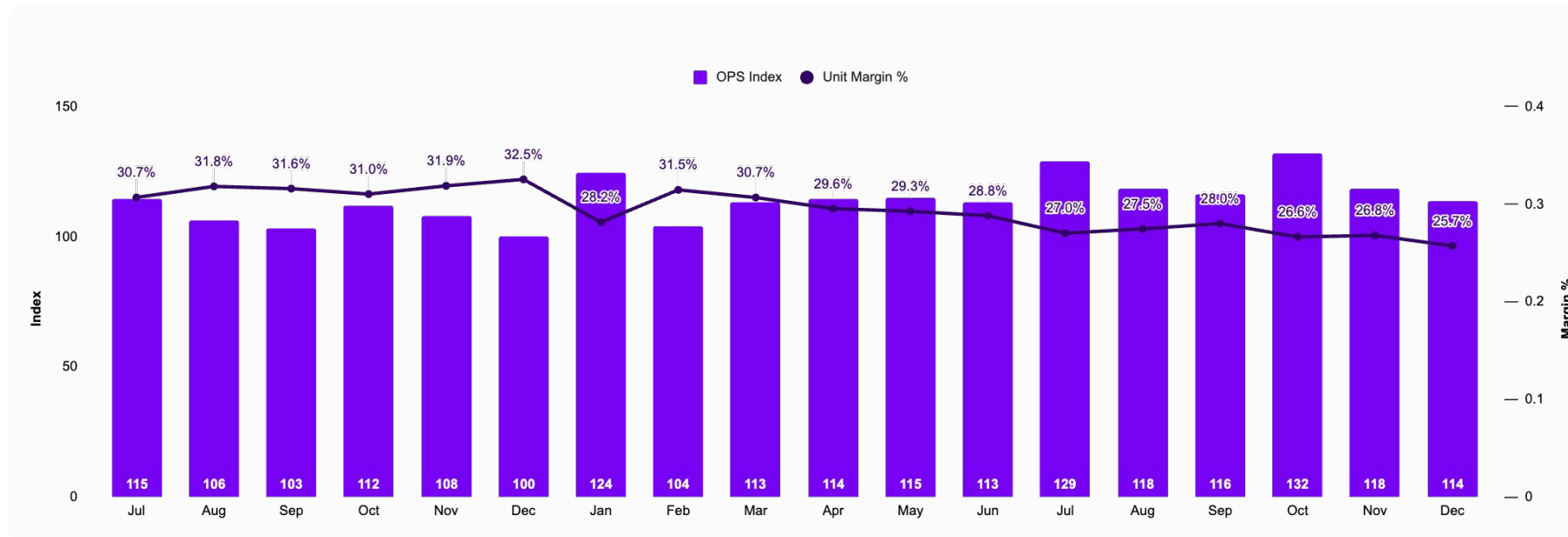
Organic traffic increased as the category continued to grow



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

OPS VS. UNIT MARGIN %

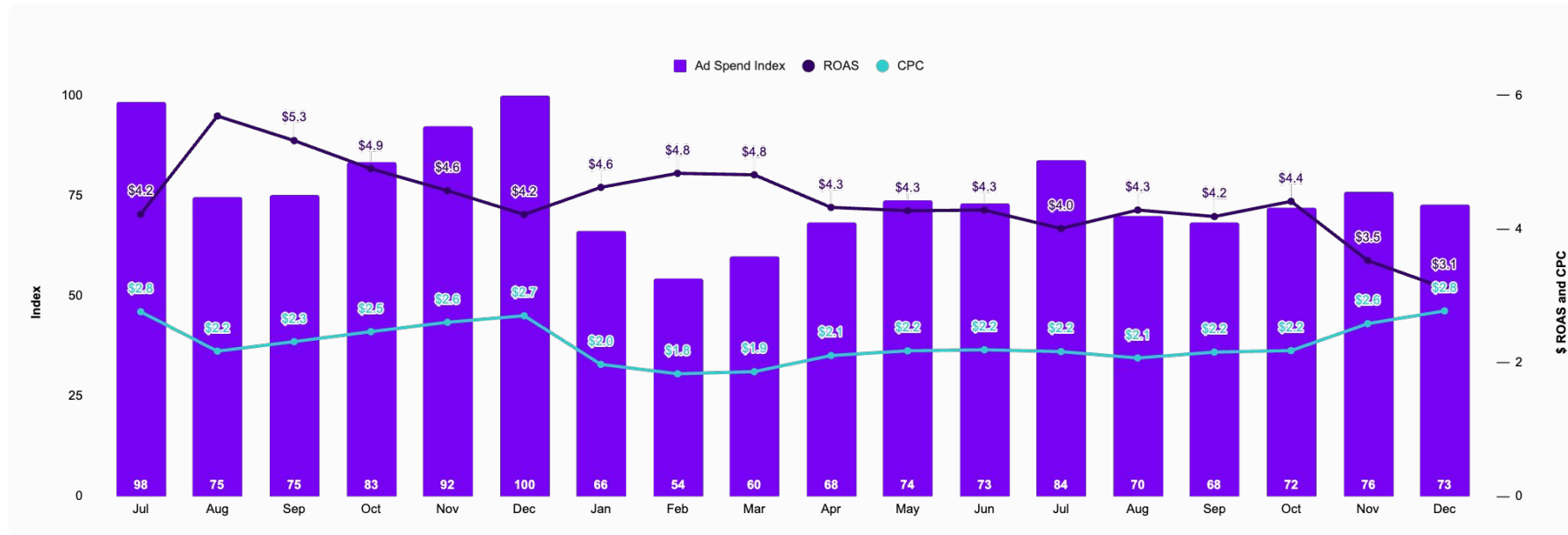
Margins eroded in this growing category



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

AD SPEND | ROAS | CPC

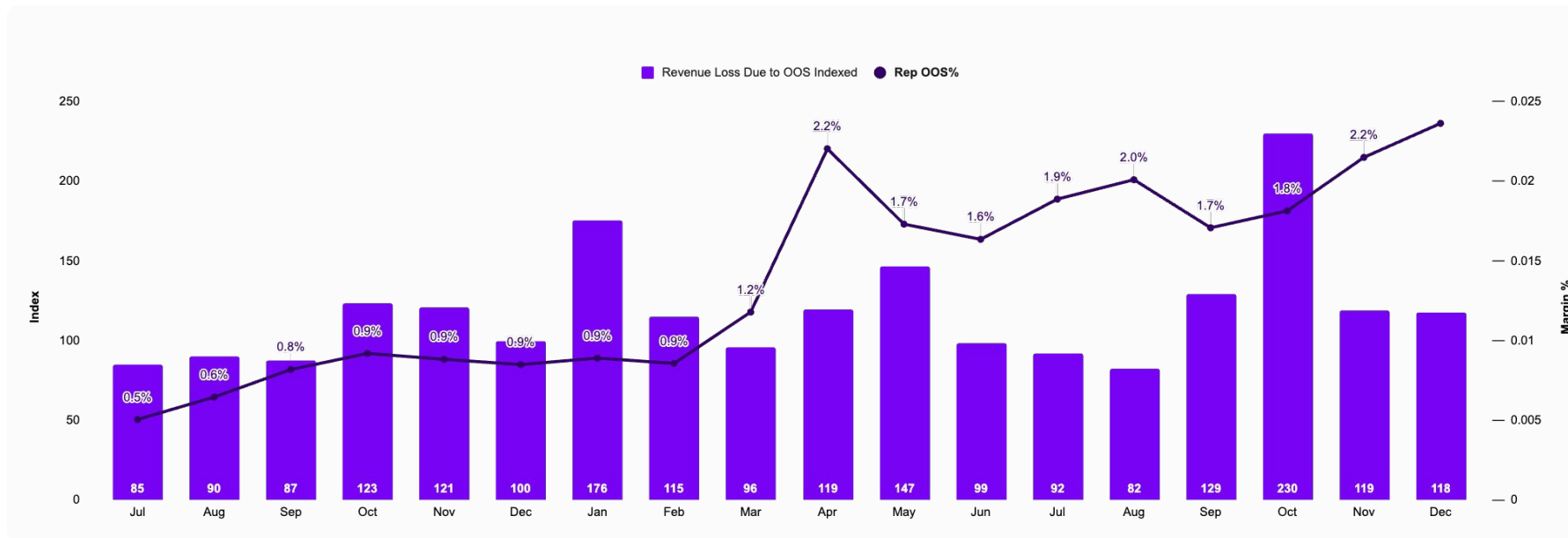
Brands saw a sharp reduction in ROAS & ad spend with increasing CPCs



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

REVENUE LOSS DUE TO OOS

Revenue lost due to OOS steadily increased



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

A man with short dark hair and glasses, wearing a light blue button-down shirt, is seated at a wooden desk in a modern office setting. He is looking at a laptop screen with his right hand on the trackpad and his left hand on a computer mouse. On the desk, there is also a large monitor displaying a bar chart, a desk lamp, a coffee cup, and a smartphone. The background shows a brick wall and a window with natural light. The entire scene is overlaid with a semi-transparent purple rectangle that contains the main text and a call-to-action button.

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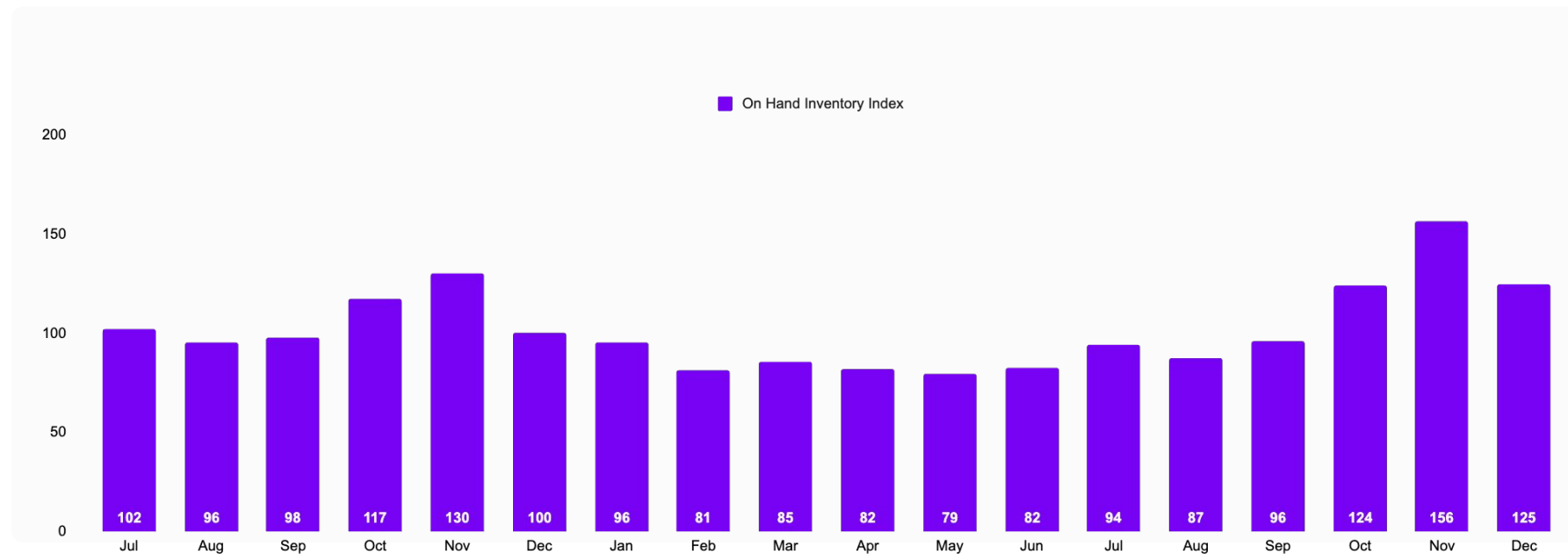
[Request a demo](#)

Home & Kitchen industry overview

Q4 2023 vs. Q4 2024 recap

ON HAND INVENTORY

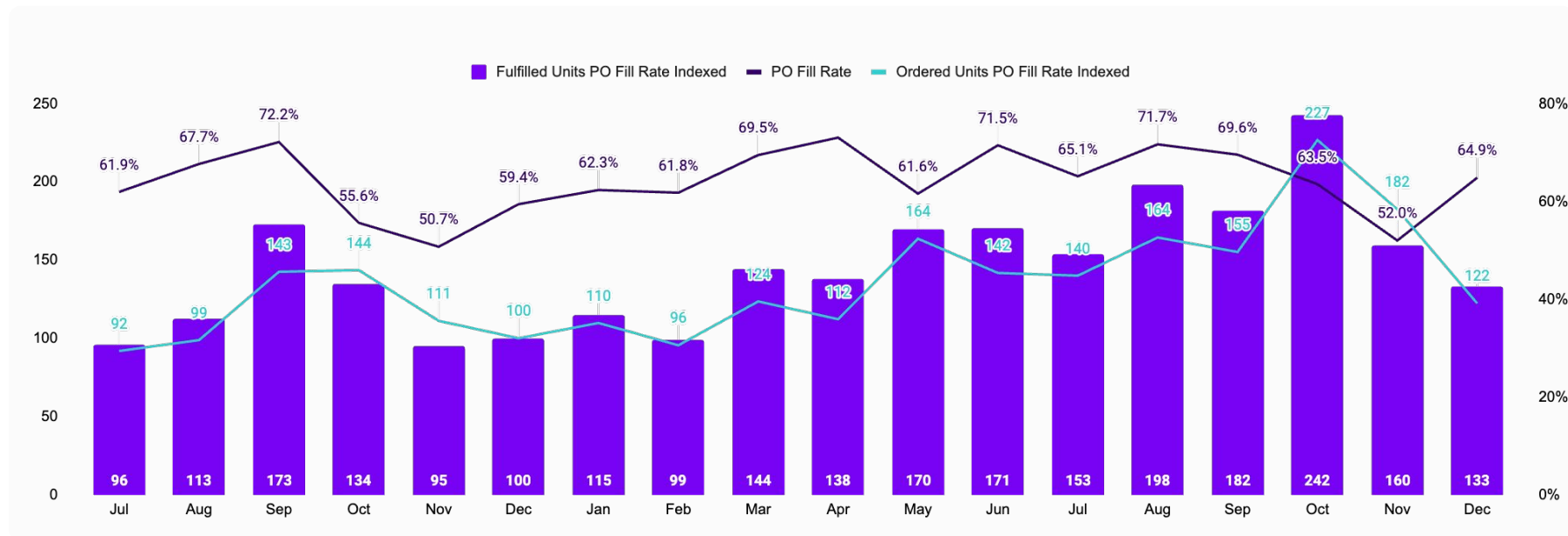
On hand inventory increased by 25% YoY



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

FULFILLMENT

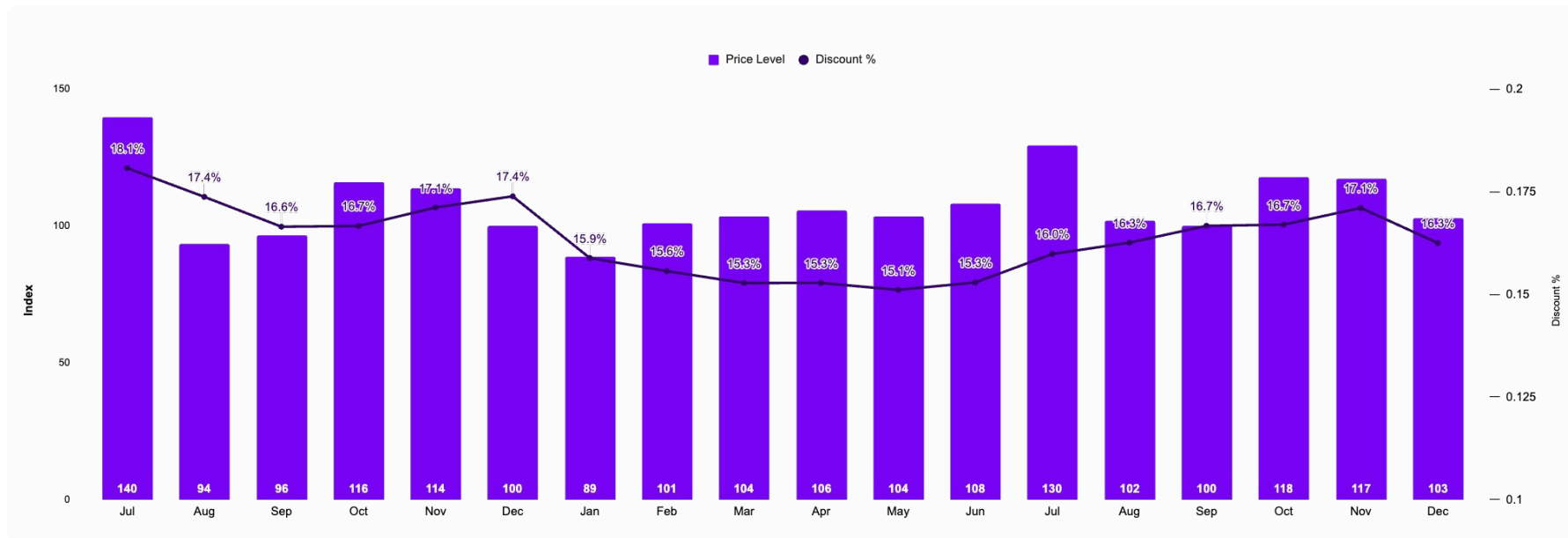
However, order efficiency declined



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

PRICE LEVEL VS. DISCOUNT %

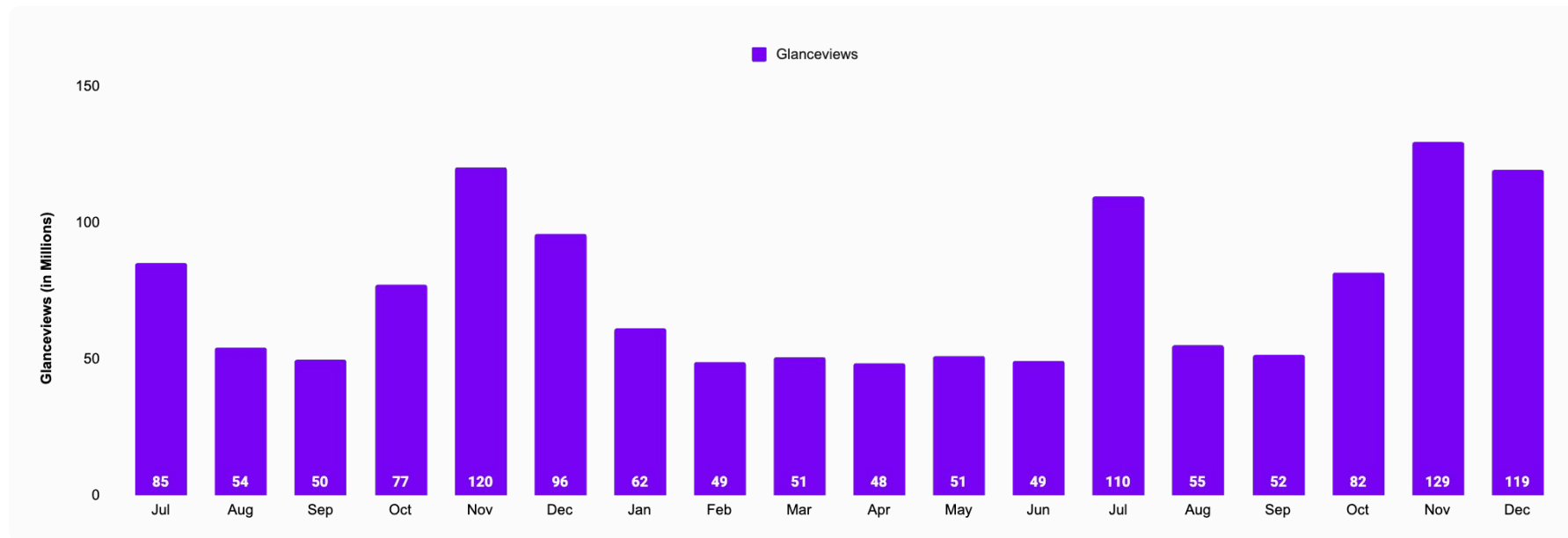
Consistent site prices put discounts on the decline



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

GLANCE VIEWS

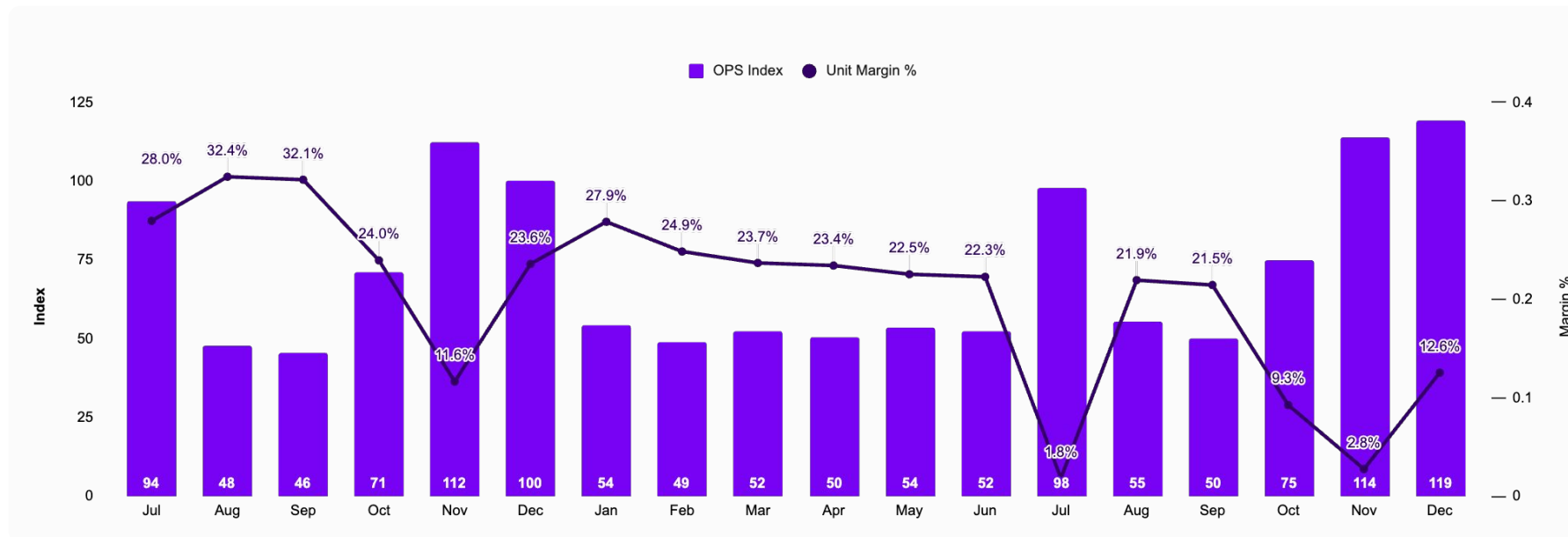
Brands saw growing seasonal traffic spikes



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

OPS VS. UNIT MARGIN %

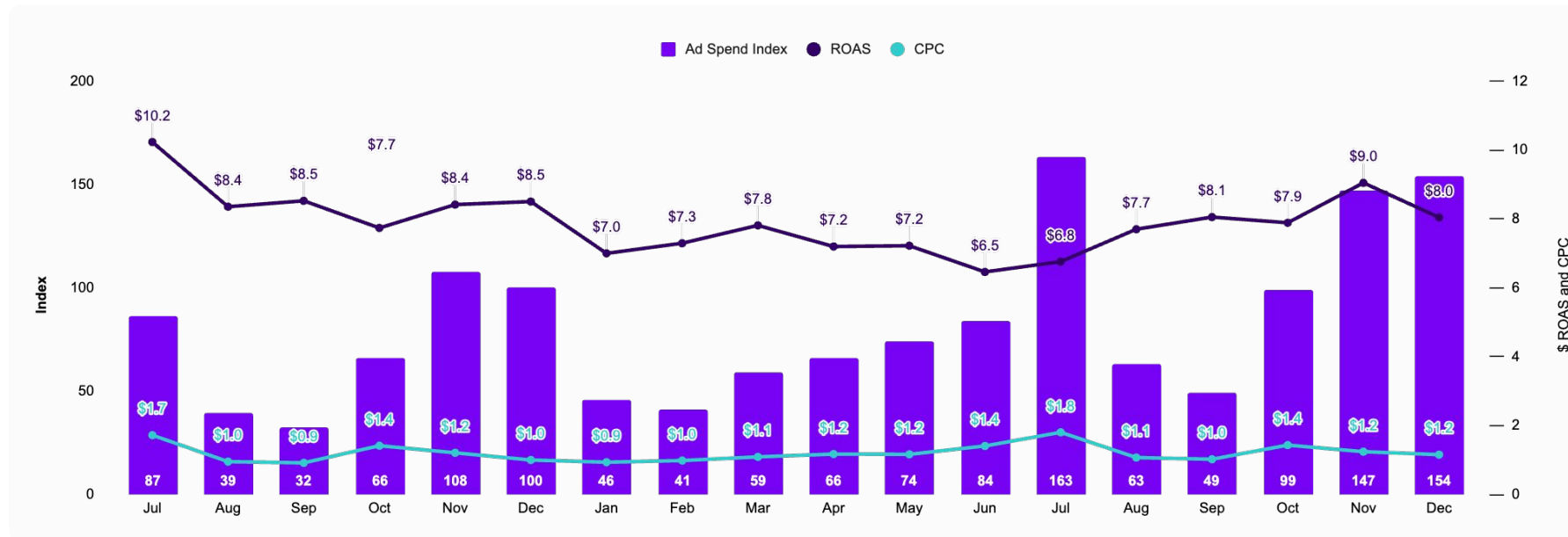
Peak season category sales grew YoY with steady margin declines



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

AD SPEND | ROAS | CPC

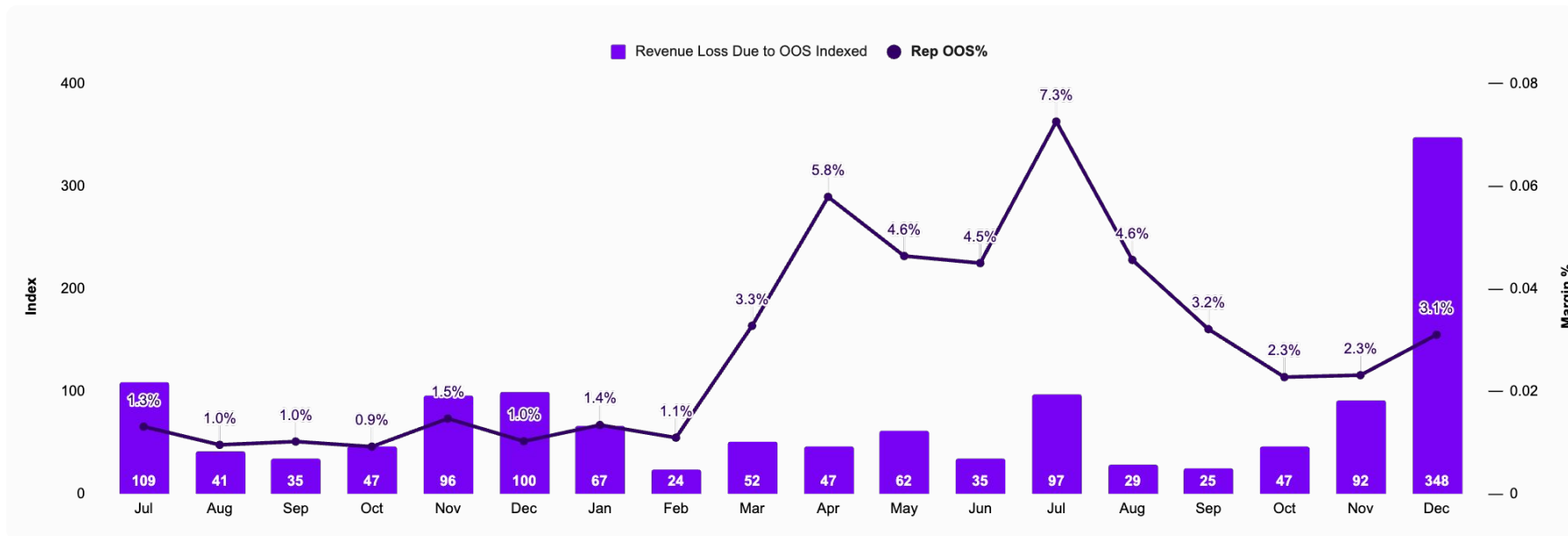
Ad spend competition increased around tentpole events like Prime Day



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

REVENUE LOSS DUE TO OOS

Replenishable OOS% declined in Q4, but had a larger revenue impact due to peak demand



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

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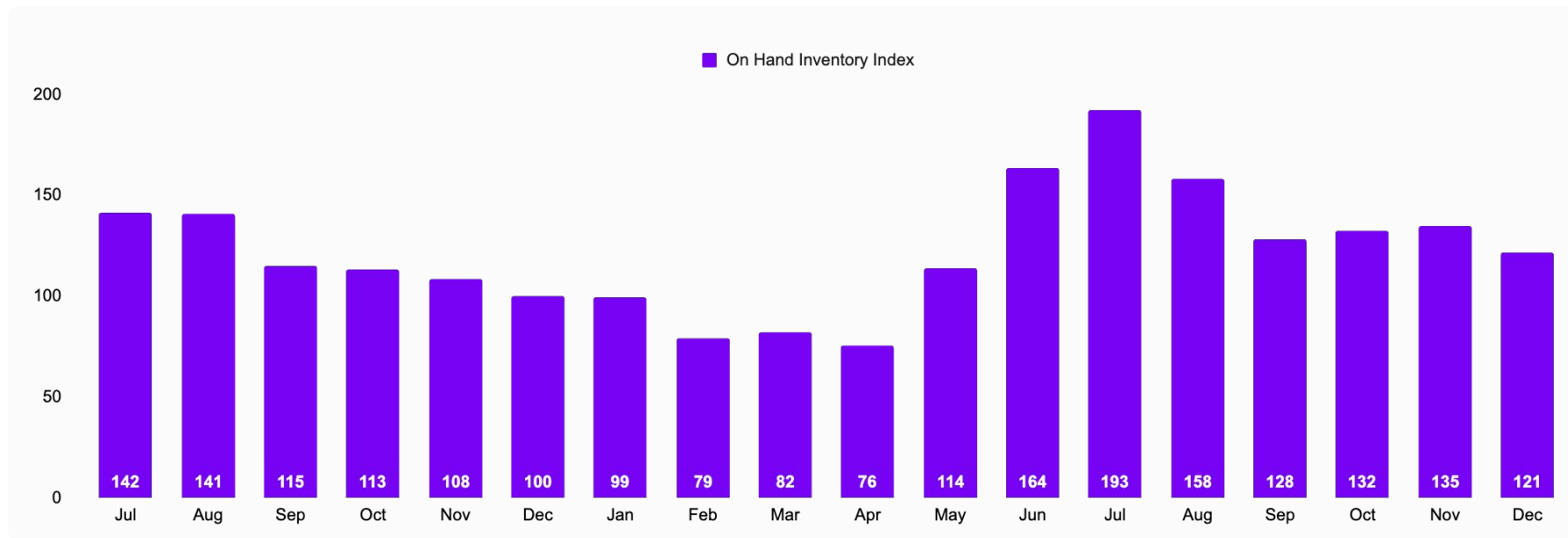
Office Products

industry overview

Q4 2023 vs. Q4 2024 recap

ON HAND INVENTORY

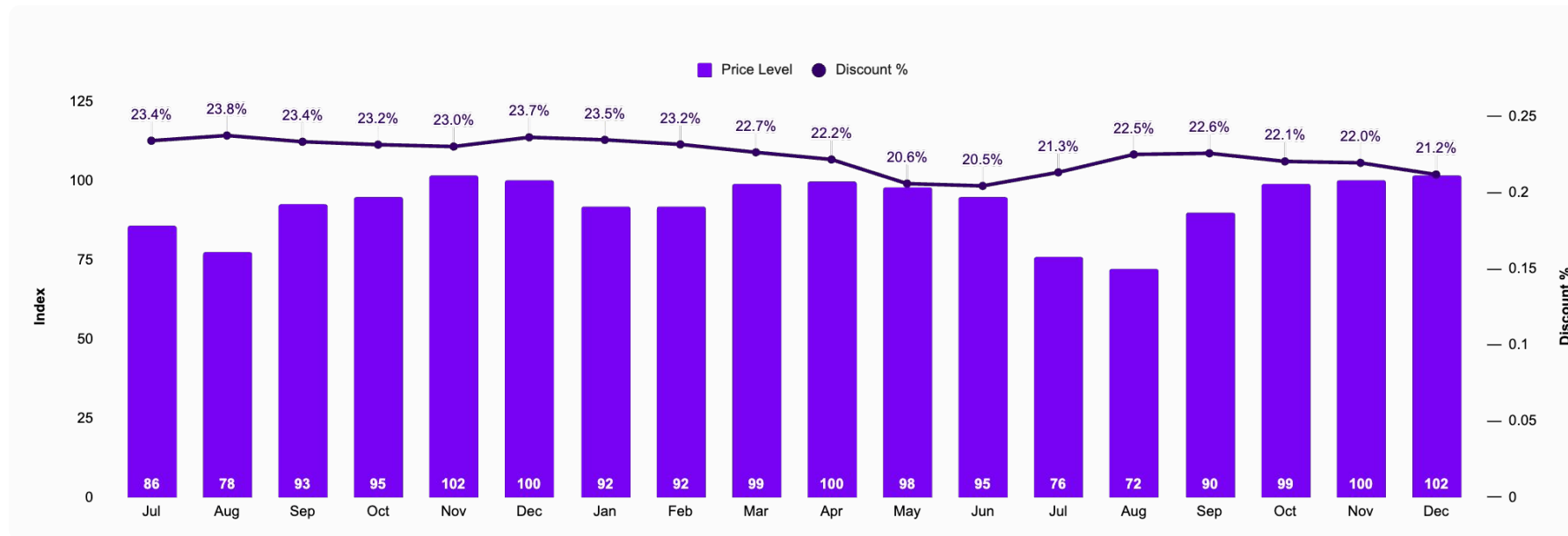
On hand inventory peaked over Prime Day, increasing YoY



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

PRICE LEVEL VS. DISCOUNT %

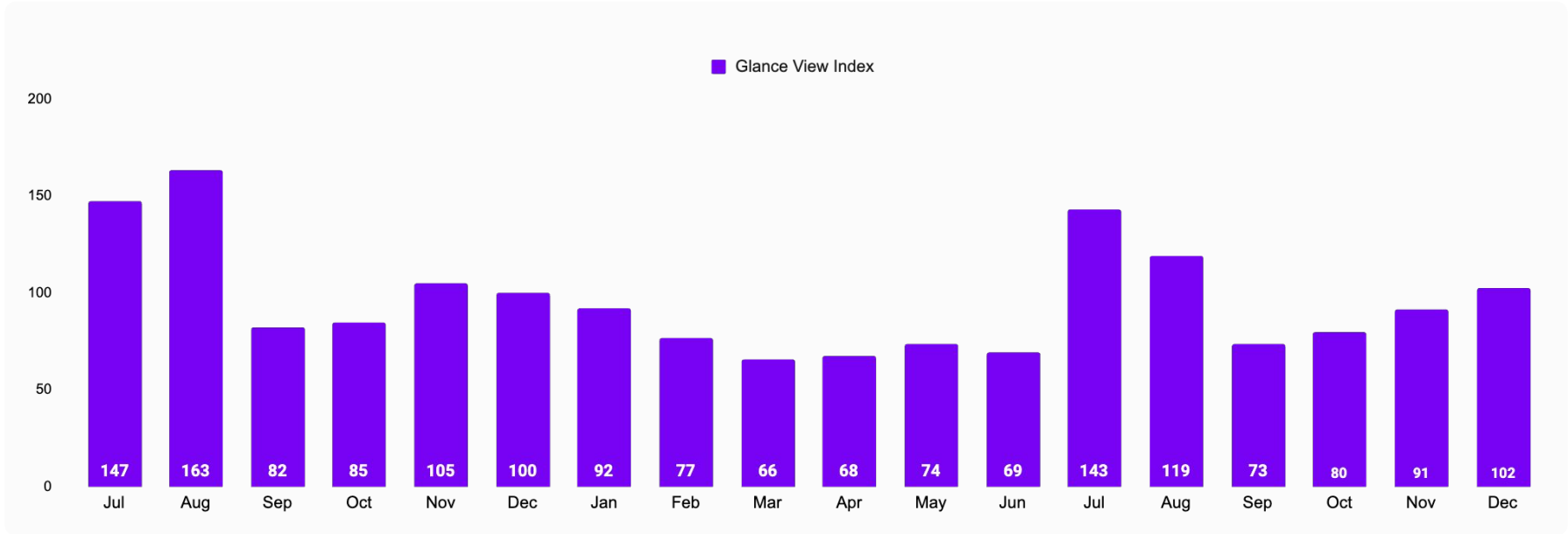
Prices remained stable as discounts slowly degraded



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

GLANCE VIEWS

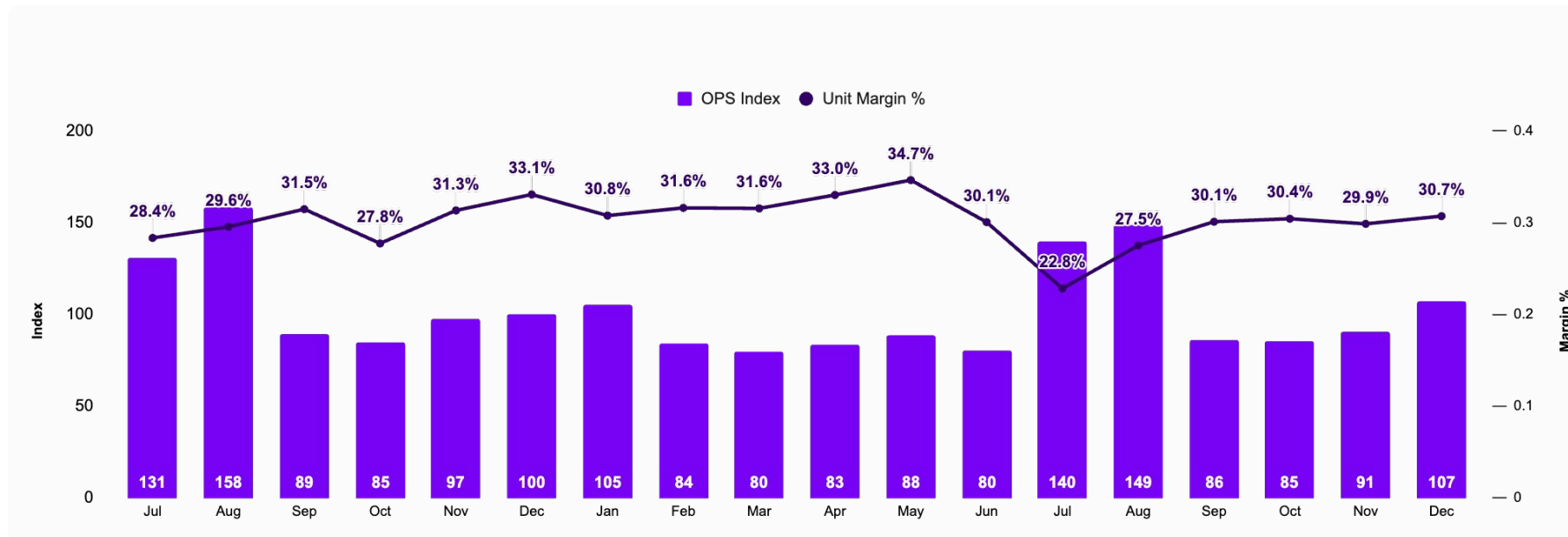
Category traffic peaked around Prime Day & back-to-school events



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

OPS VS. UNIT MARGIN %

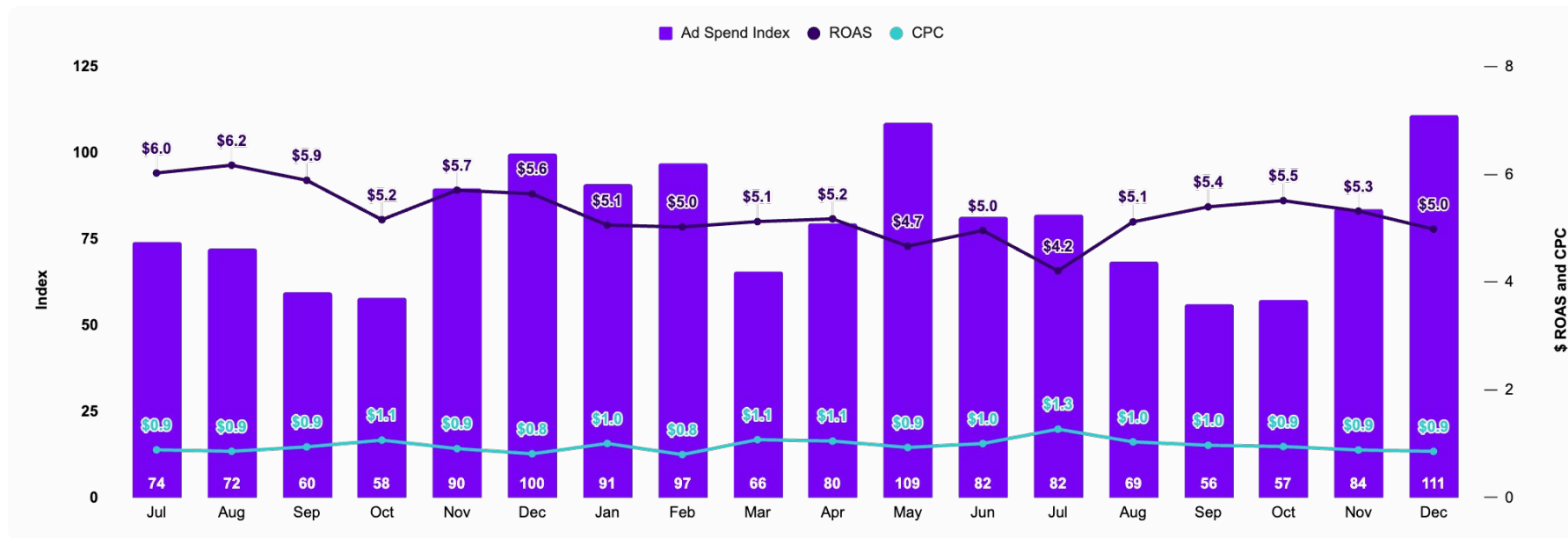
Unlike other categories, margins held steady



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

AD SPEND | ROAS | CPC

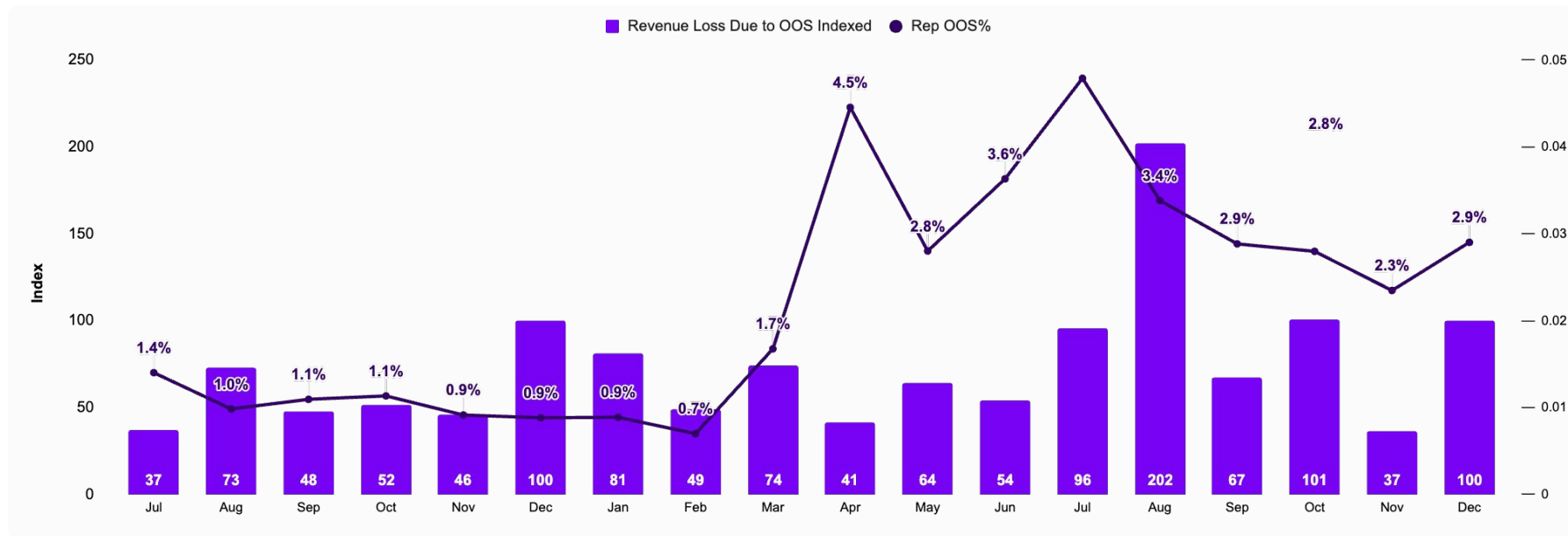
Despite intermittent ad spend spikes, ROAS & CPC performance did not improve



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

REVENUE LOSS DUE TO OOS

Replenishable OOS rates grew despite increased inventory position



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

A background image showing two women in business attire sitting at a desk in an office. They are looking at a laptop. One woman is holding a coffee cup. The image is overlaid with a purple gradient on the left side where the text is located.

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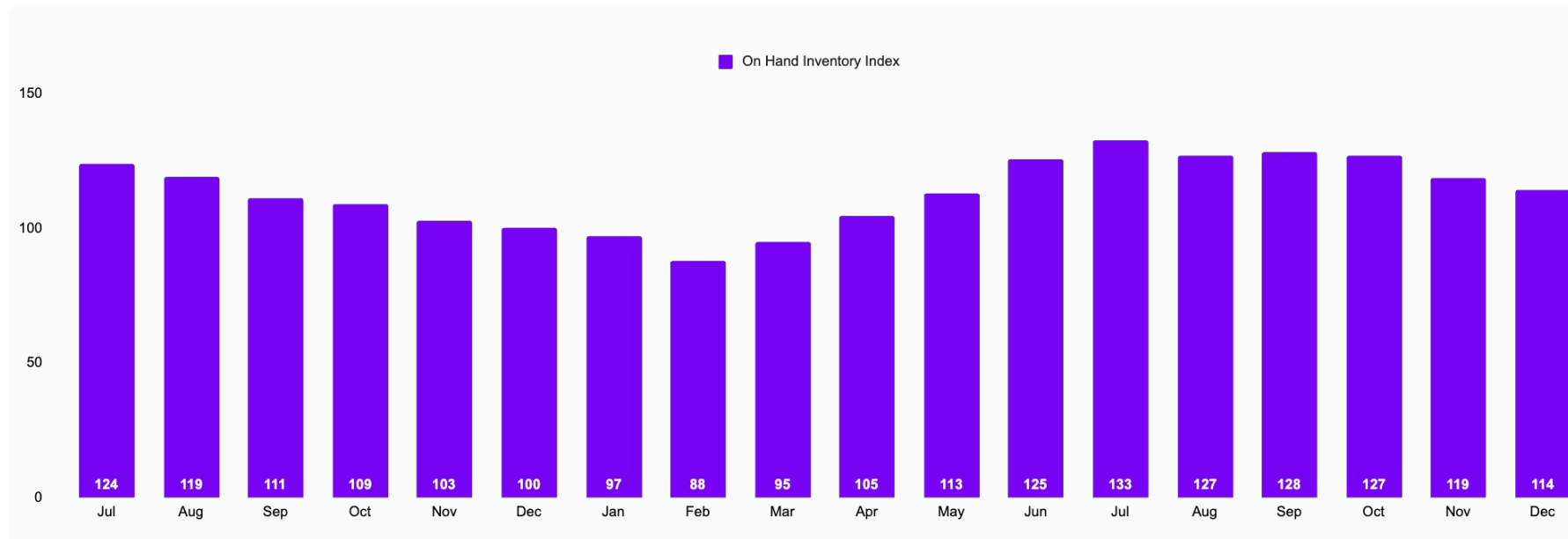
[Request a demo](#)

Patio, Lawn & Garden industry overview

Q4 2023 vs. Q4 2024 recap

ON HAND INVENTORY

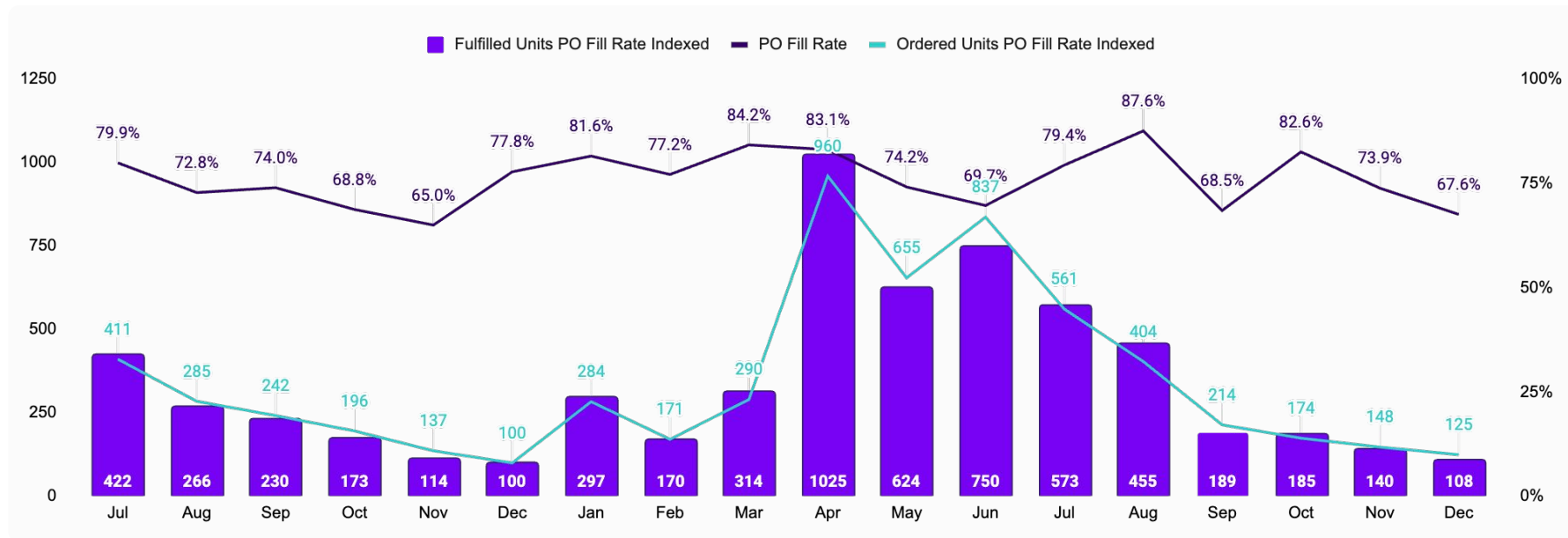
Inventory trends followed a seasonal curve with peak in summer; brands should expect Q1 to follow suit



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

FULFILLMENT

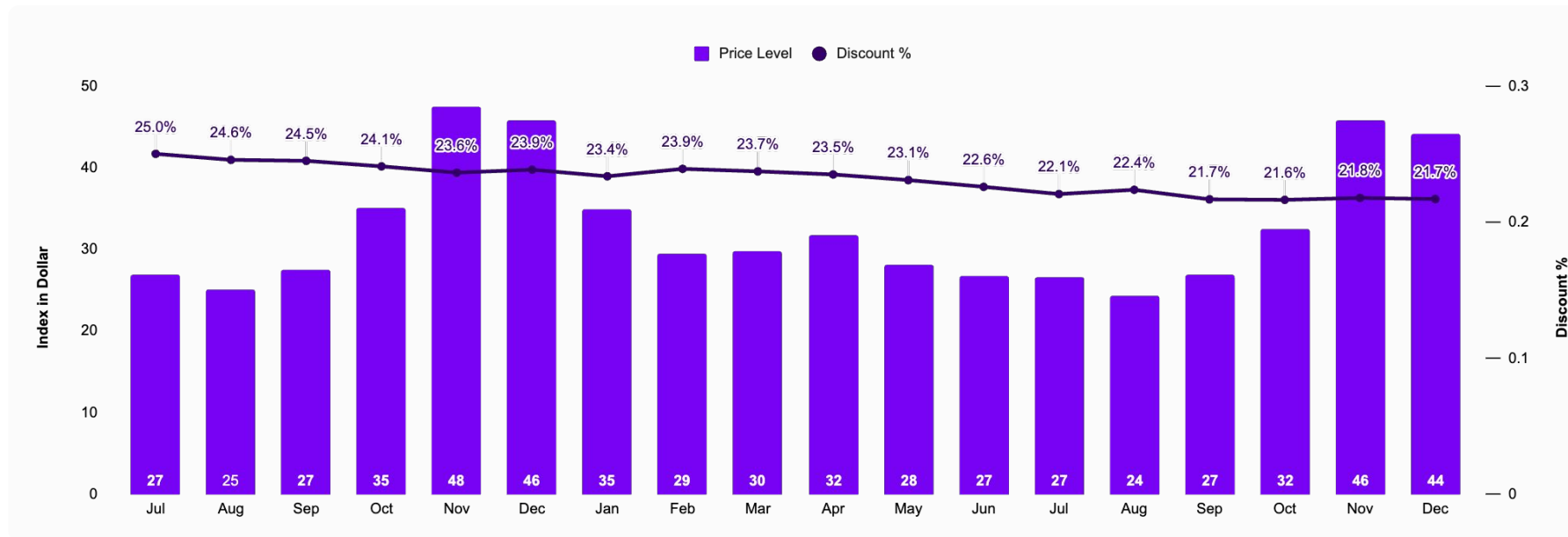
Amazon is carrying inventory from peak season into Q4 & beyond



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

PRICE LEVEL VS. DISCOUNT %

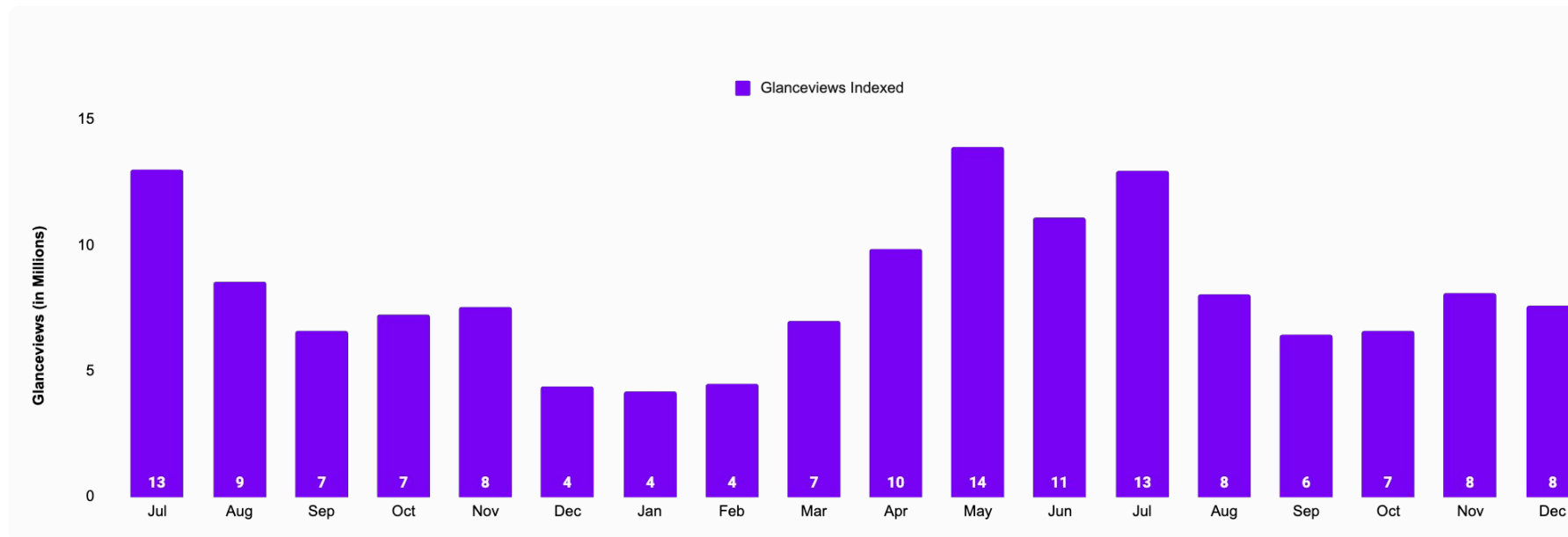
Discount rates continued to decline as prices increased in Q4



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

GLANCE VIEWS

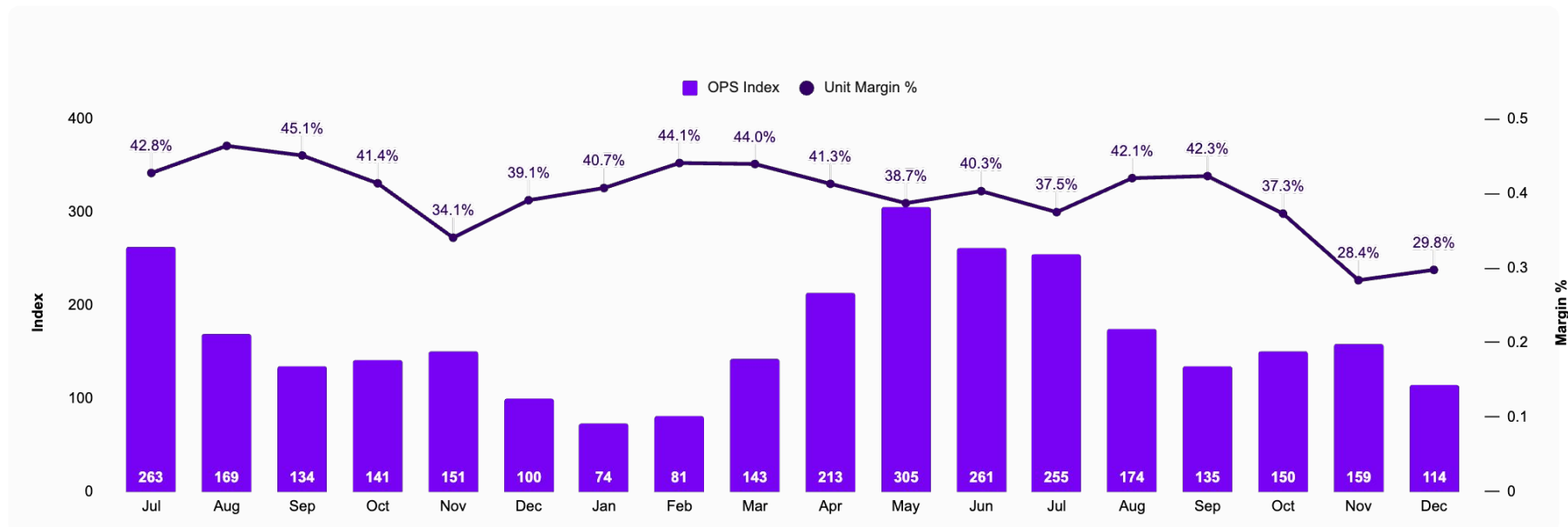
The category saw highly seasonal traffic patterns with limited, but growing traffic in Q4



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

OPS VS. UNIT MARGIN %

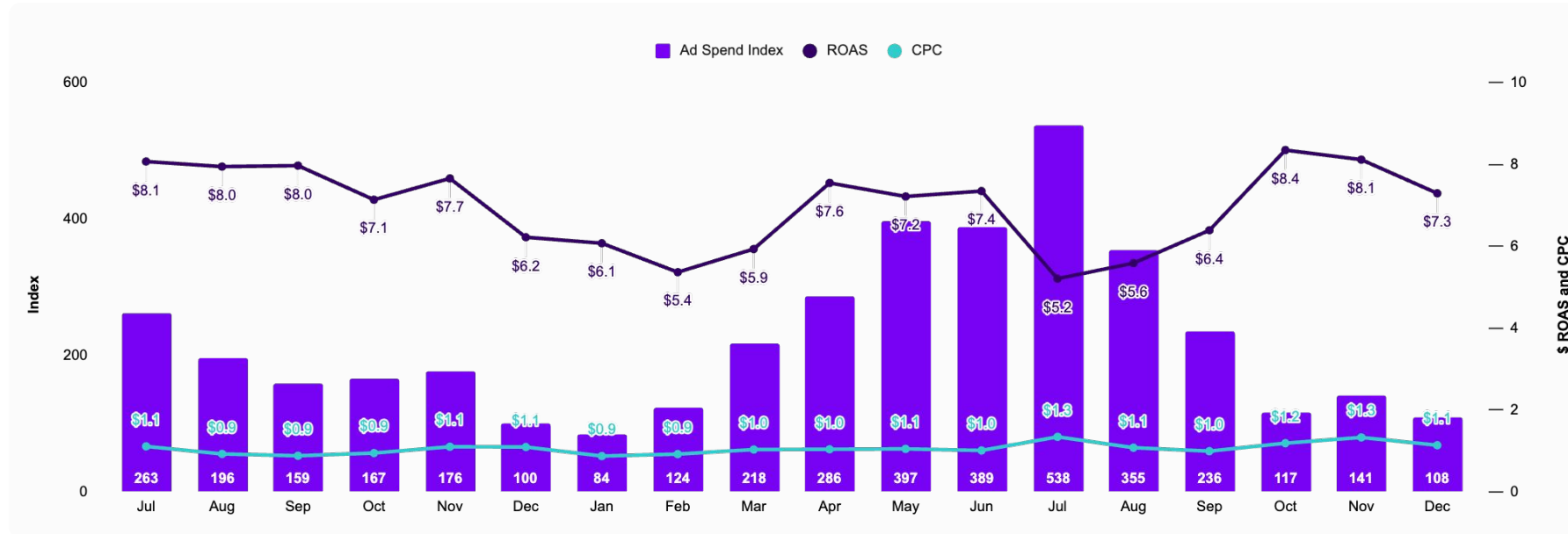
Like most other categories, unit margins continued to contract



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

AD SPEND | ROAS | CPC

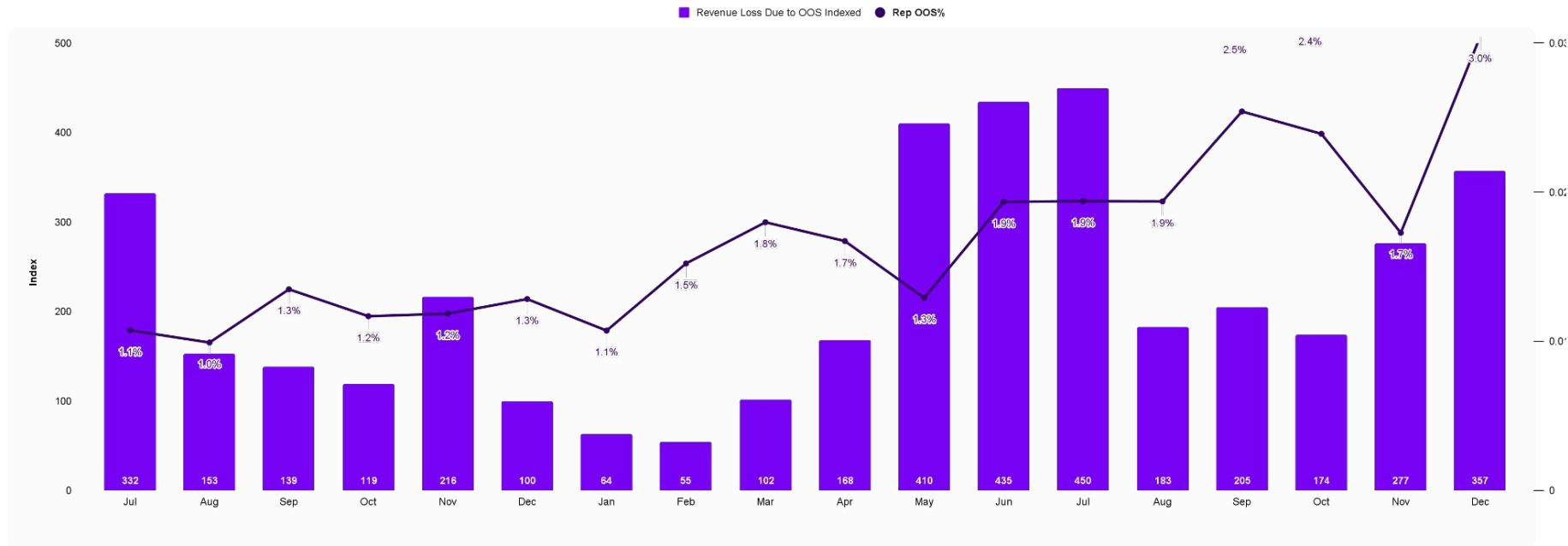
YoY peak season spend increased dramatically with a sharp decline in ad efficiency



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

REVENUE LOSS DUE TO OOS

Replenishable OOS% steadily increased, with the largest impact during peak spring & summer seasons



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

Ready to take your ecommerce strategy to the next level?

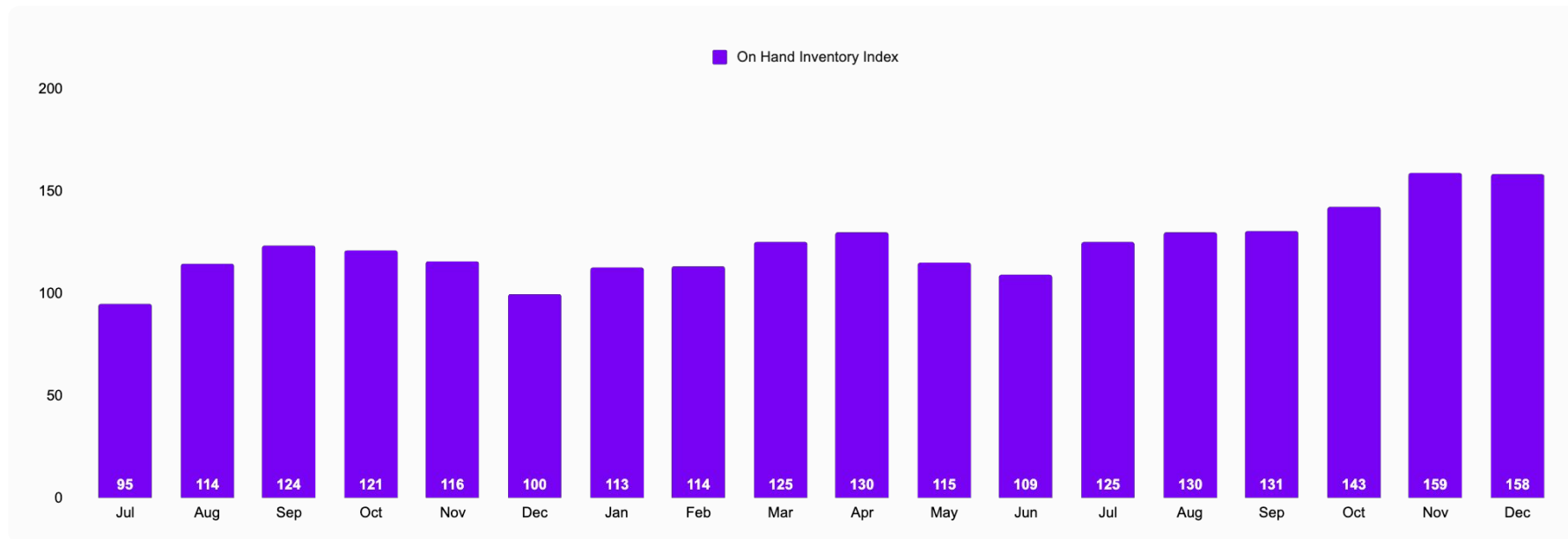
[Request a demo](#)



Pet Products industry overview

Q4 2023 vs. Q4 2024 recap

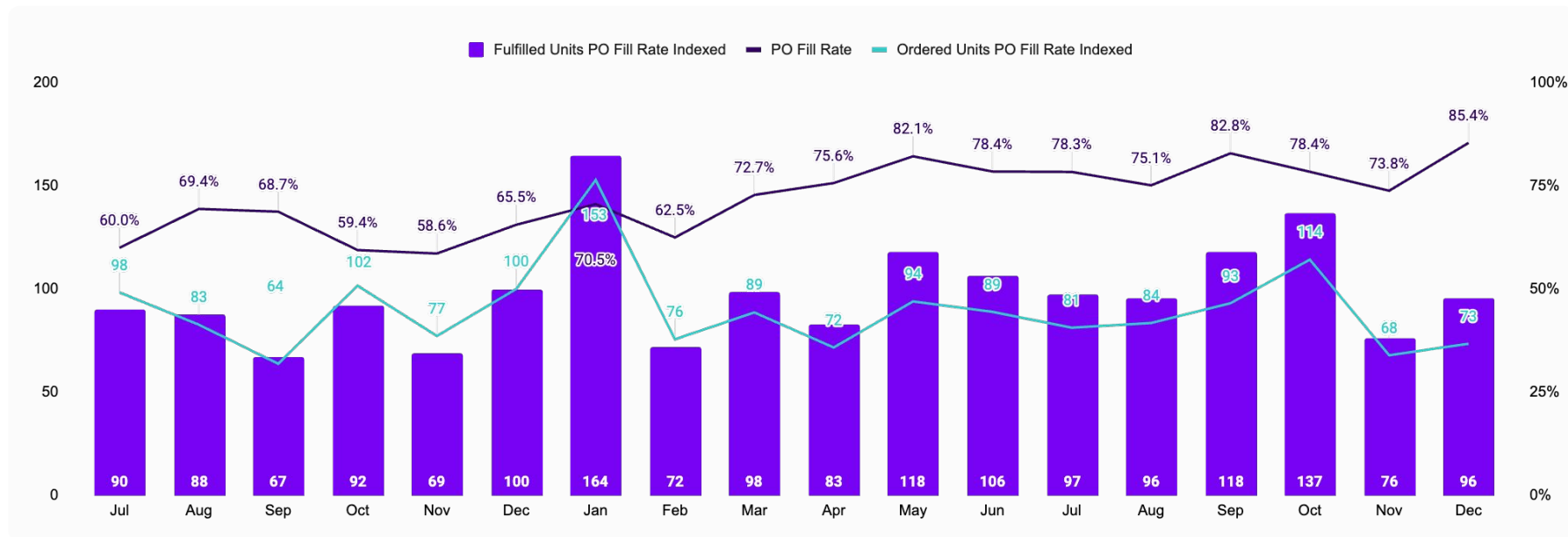
ON HAND INVENTORY

Pet Products, like other consumables categories, saw strong inventory growth

Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

FULFILLMENT

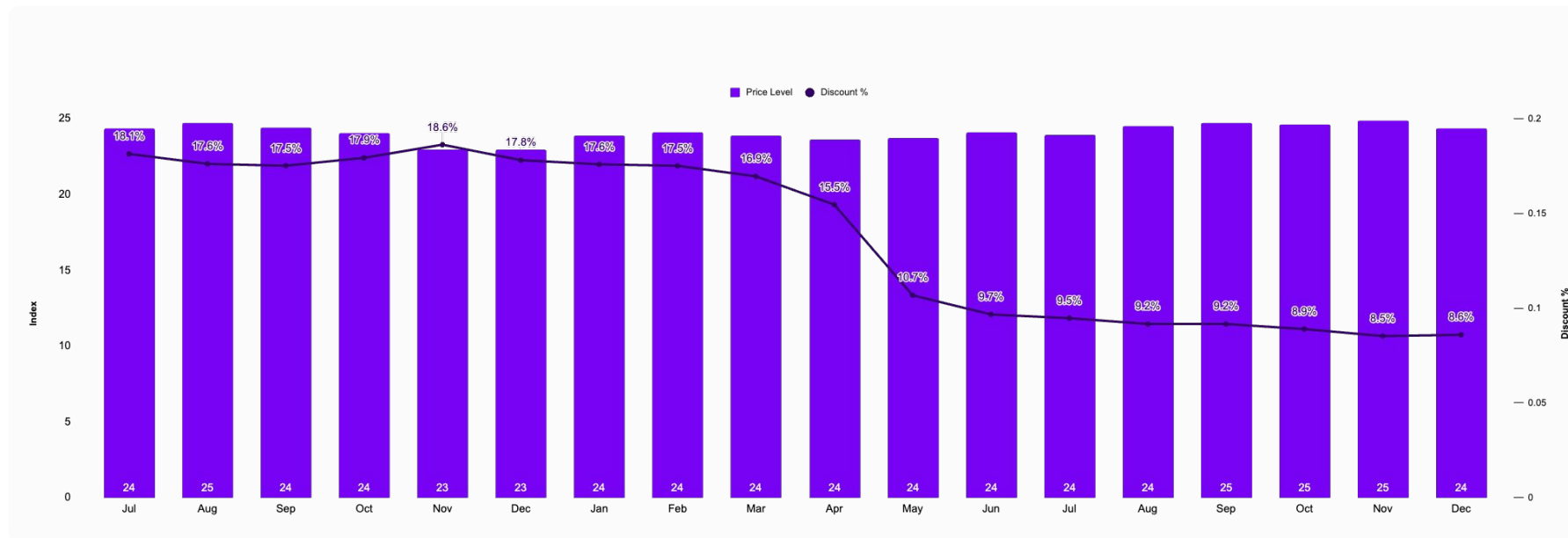
With increased on hand inventory, fill rates also improved



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

PRICE LEVEL

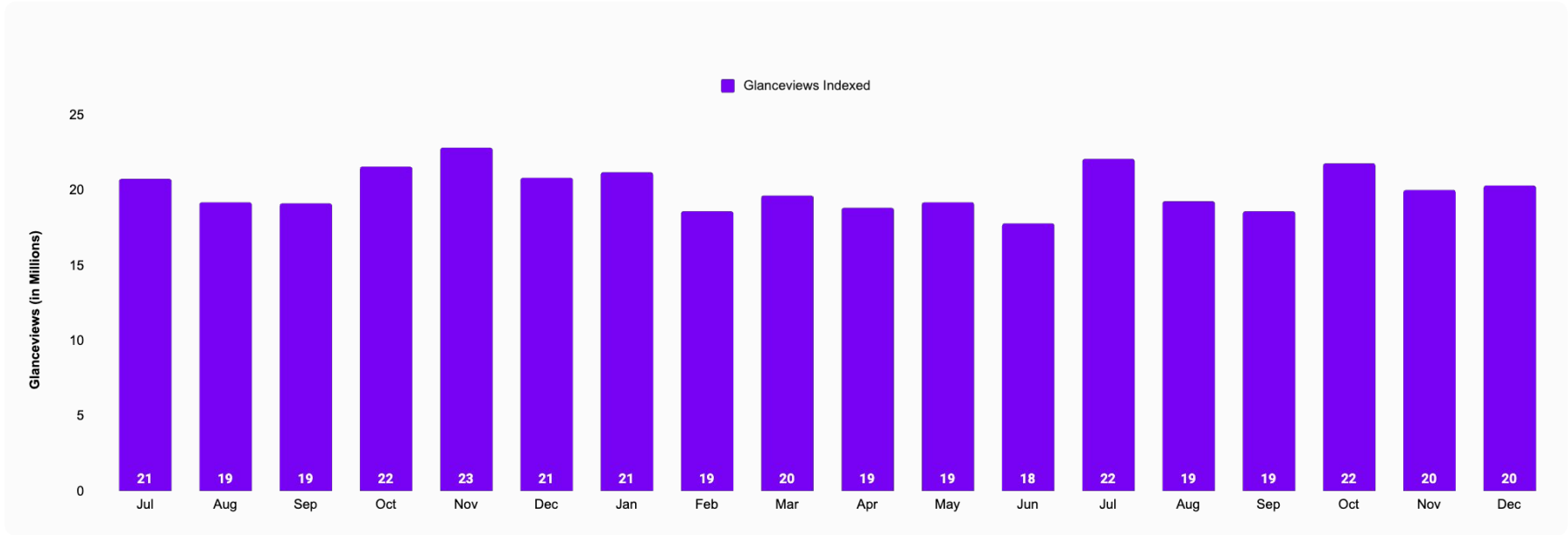
Discounts fell as prices in the category remained consistent



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

GLANCE VIEWS

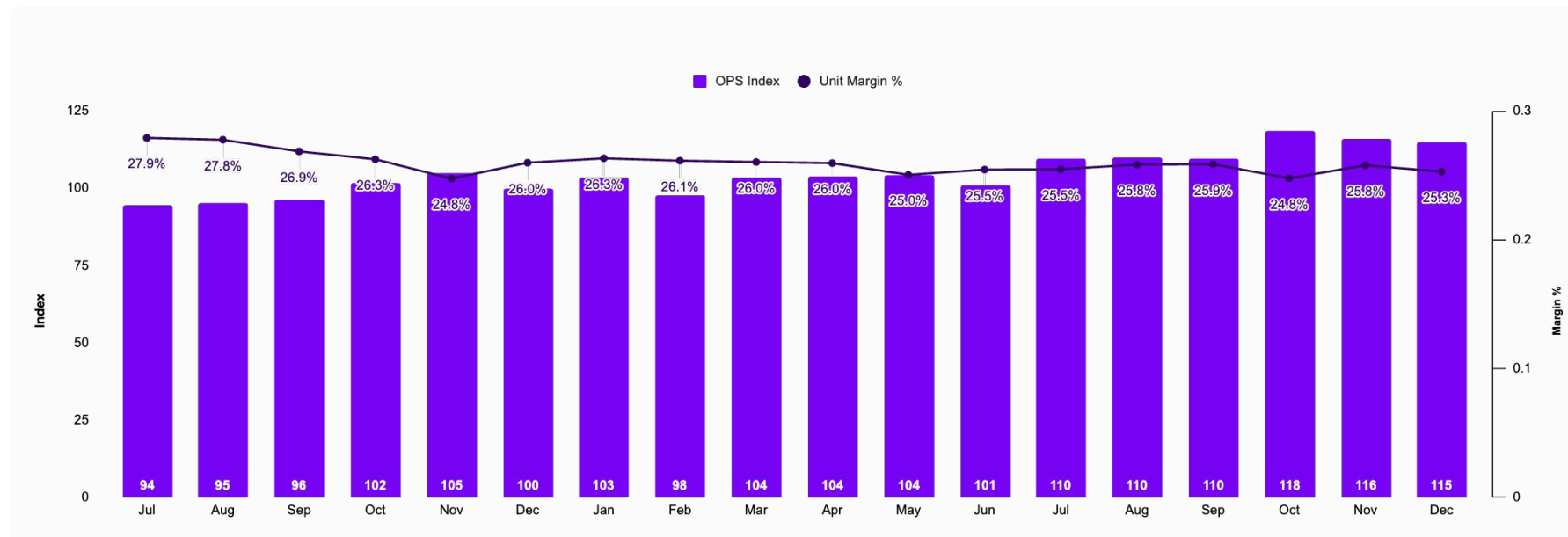
Traffic was largely flat despite increasing sales



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

OPS VS. UNIT MARGIN %

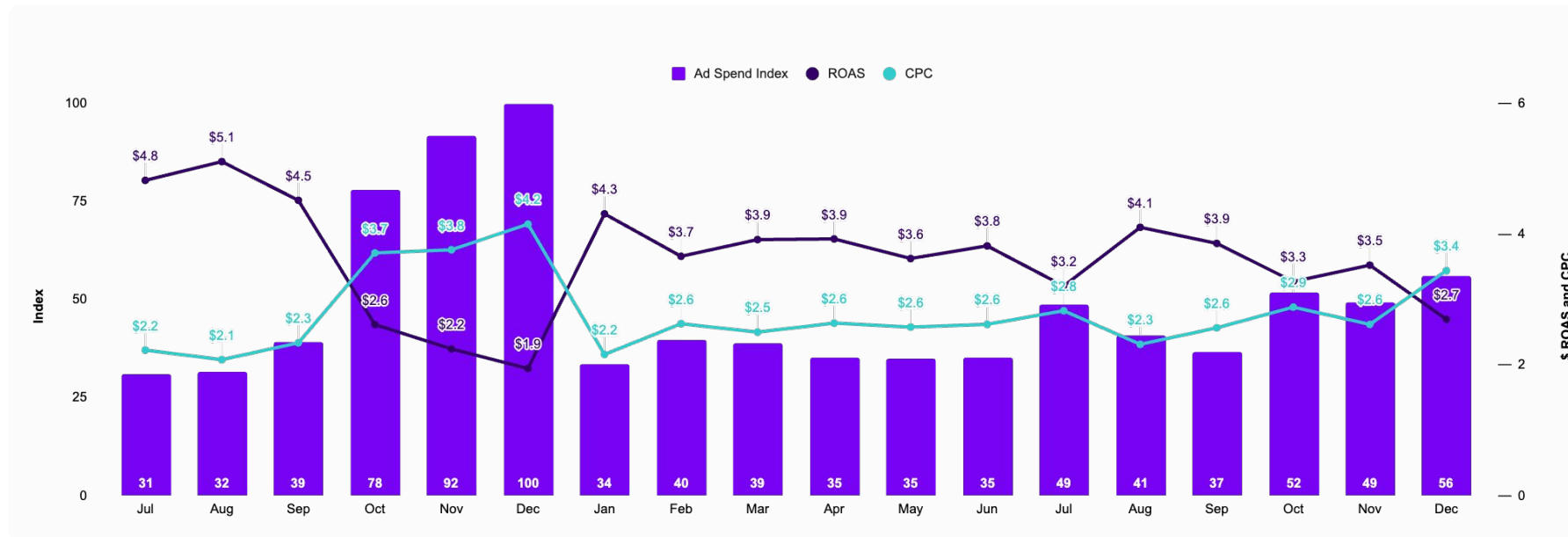
Unit margins remained stable with increased sales



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

AD SPEND | ROAS | CPC

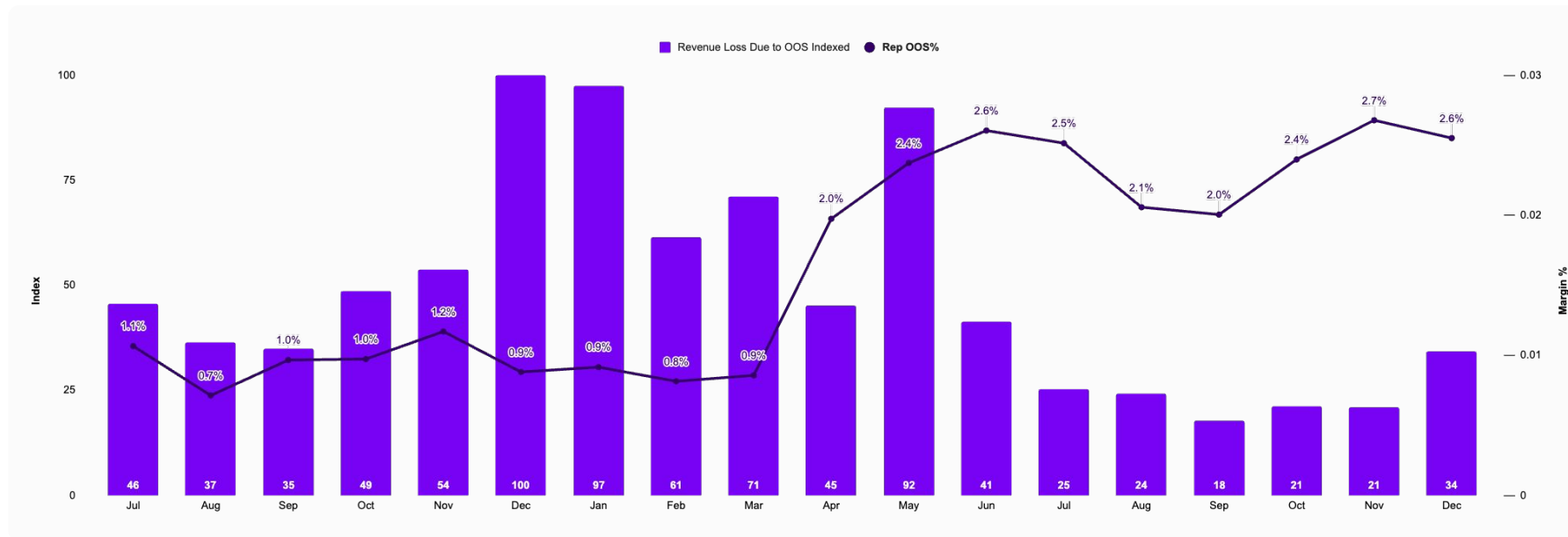
Brands pulled back on ad spend substantially throughout 2024 vs. Q4 2023



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

REVENUE LOST DUE TO OOS

Replenishable OOS% remains elevated, though financial impact has declined



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

A woman with long brown hair tied in a ponytail, wearing a white and blue striped button-down shirt, is smiling and pointing her right index finger towards a laptop screen. She is sitting at a desk in an office environment. In the background, there are blurred office shelves and a window. On the desk, there is a blue pen holder with several pens, a white coffee cup with a black lid, and some papers. The overall scene is bright and professional.

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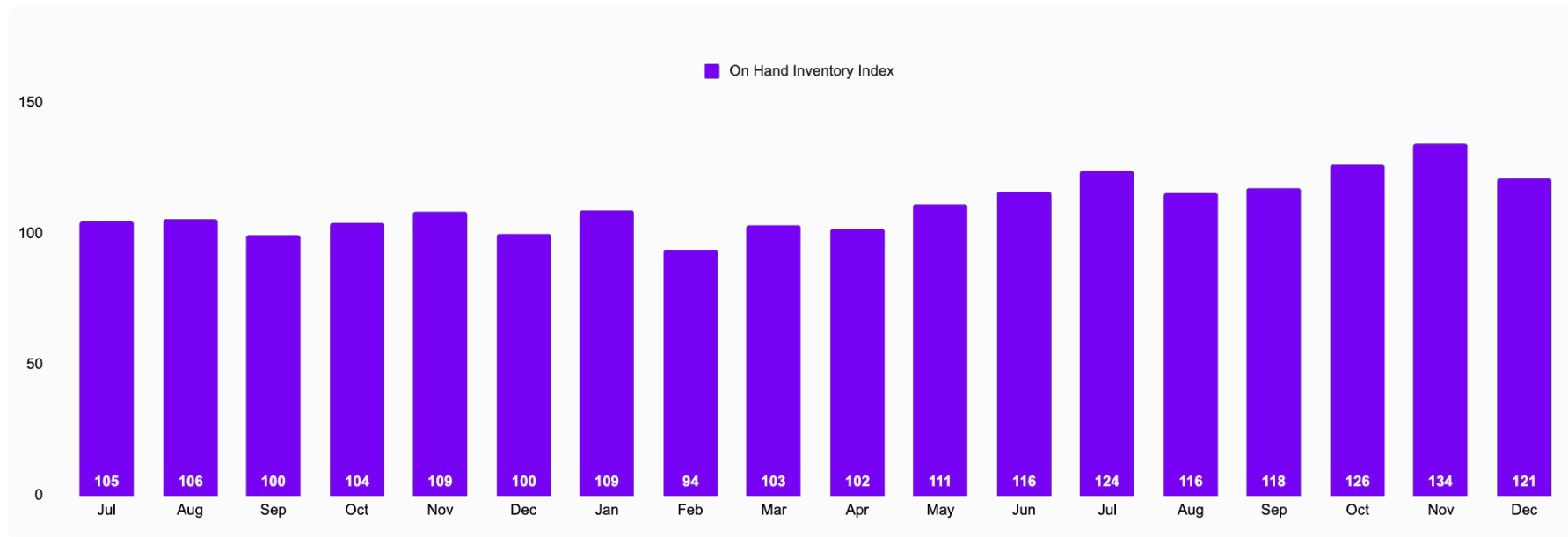
Request a demo

Tools & Home Improvement industry overview

Q4 2023 vs. Q4 2024 recap

ON HAND INVENTORY

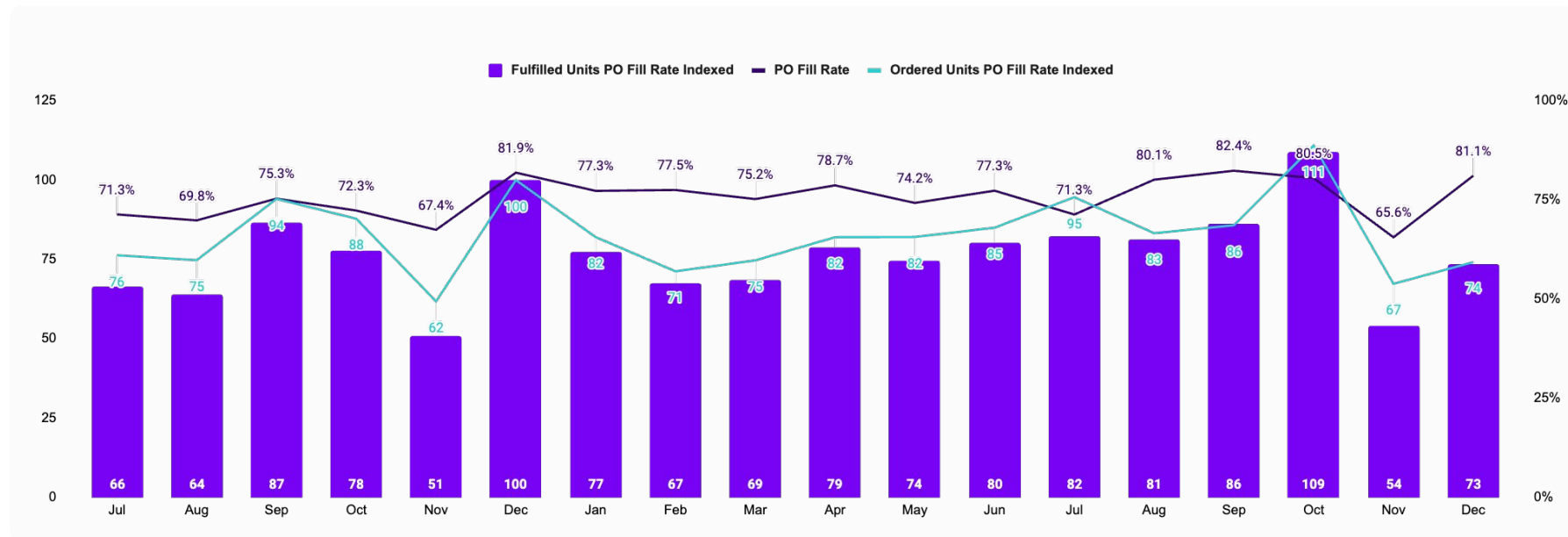
Amazon's on hand inventory showed steady growth



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

FULFILLMENT

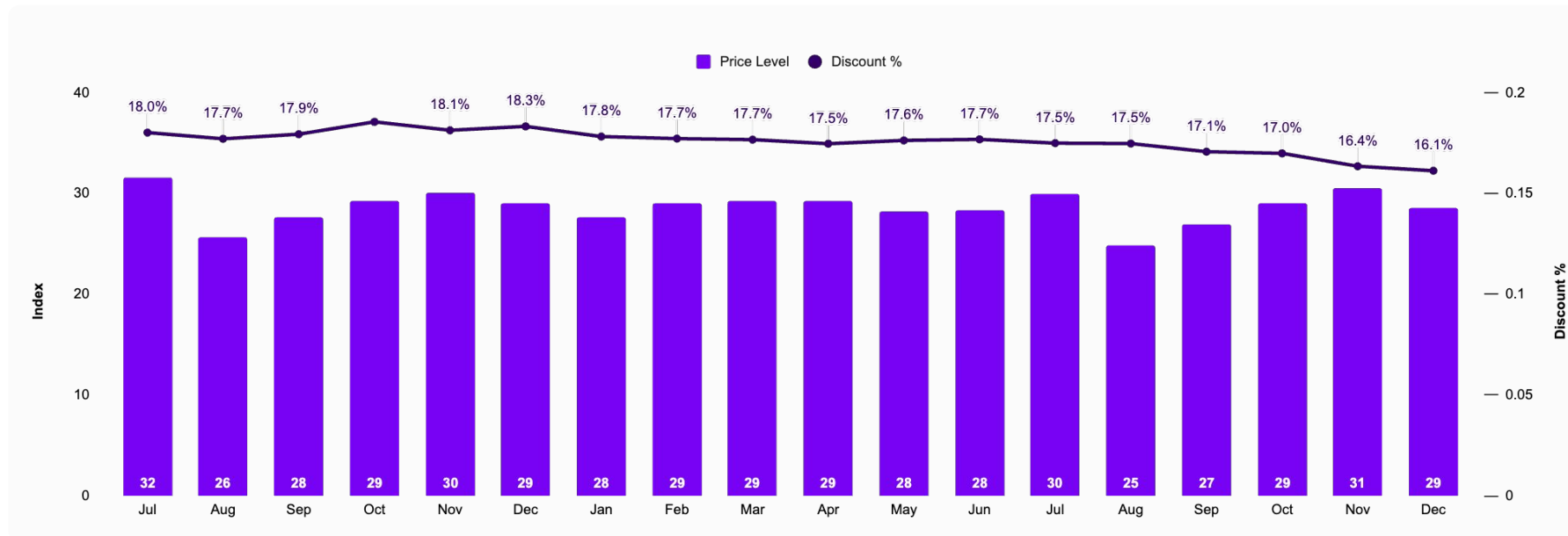
As inventory increased, fill rates & order efficiency remained steady



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

PRICE LEVEL VS. DISCOUNT %

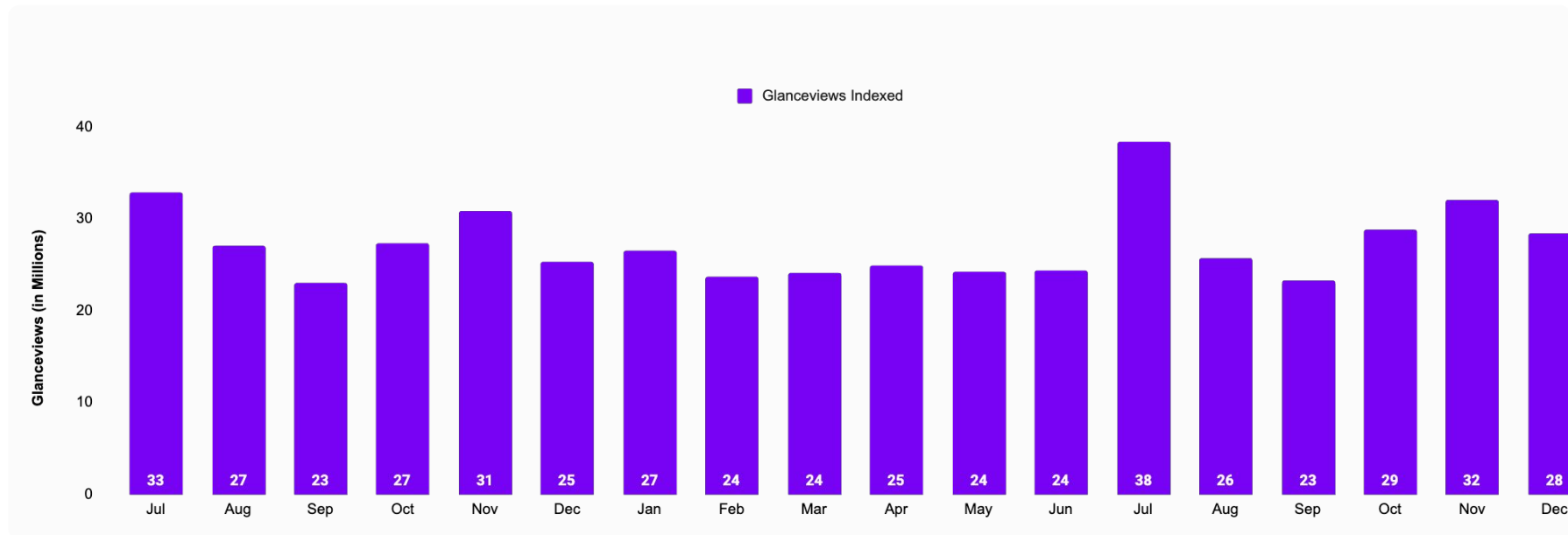
Prices remained steady with a slight erosion in discount rate



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

GLANCE VIEWS

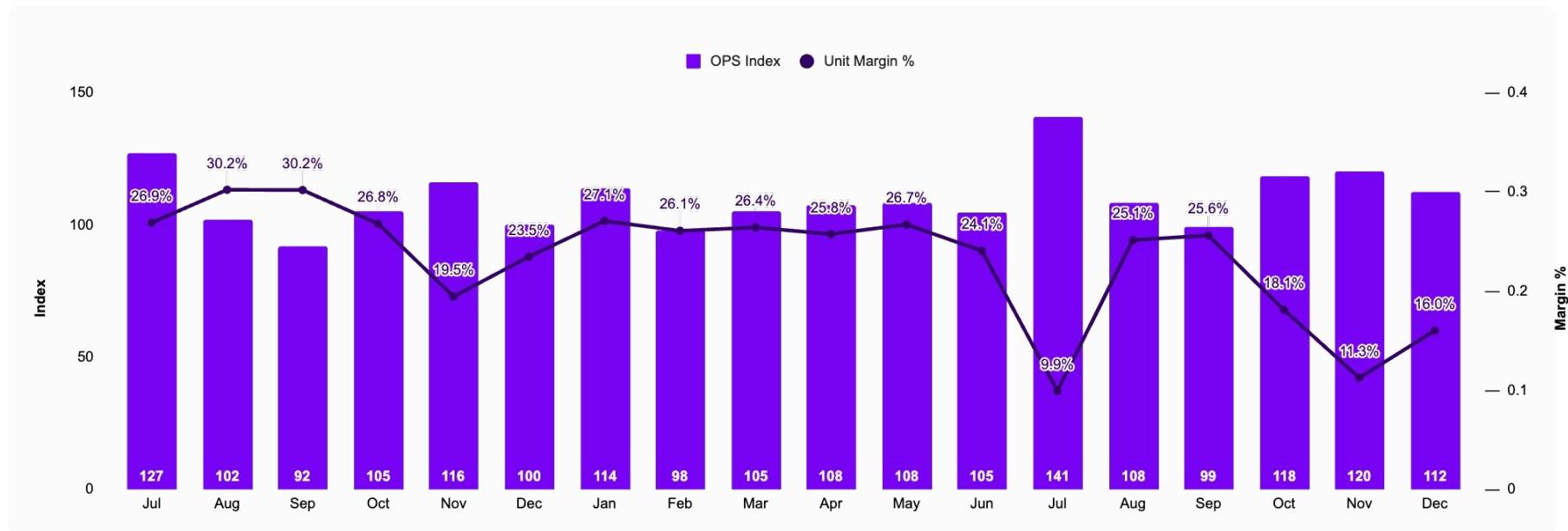
Prime Day continues to drive peak organic traffic



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

OPS VS. UNIT MARGIN %

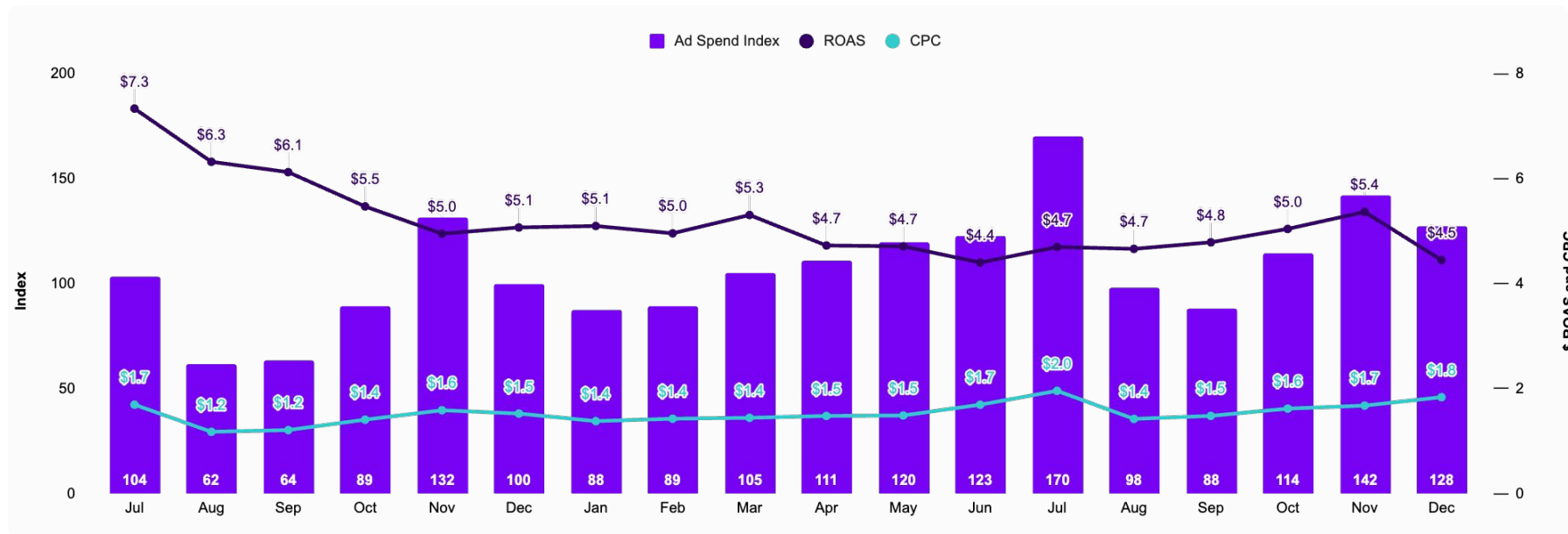
Prime Day outperformed the typical Q4 peak in sales as unit margins steadily declined



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

AD SPEND | ROAS | CPC

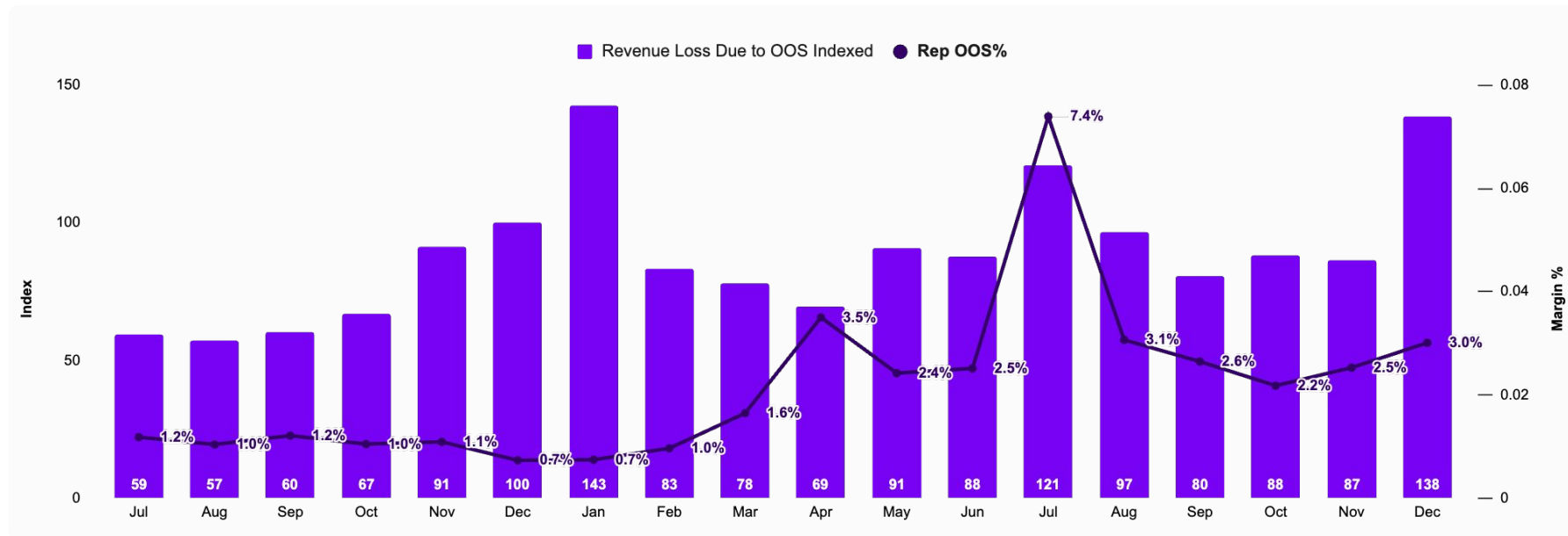
Brands saw a steady decline in ROAS as spend increased, while CPCs remained largely unchanged



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

REVENUE LOSS DUE TO OOS

Replenishable OOS% increased despite increased inventory position



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

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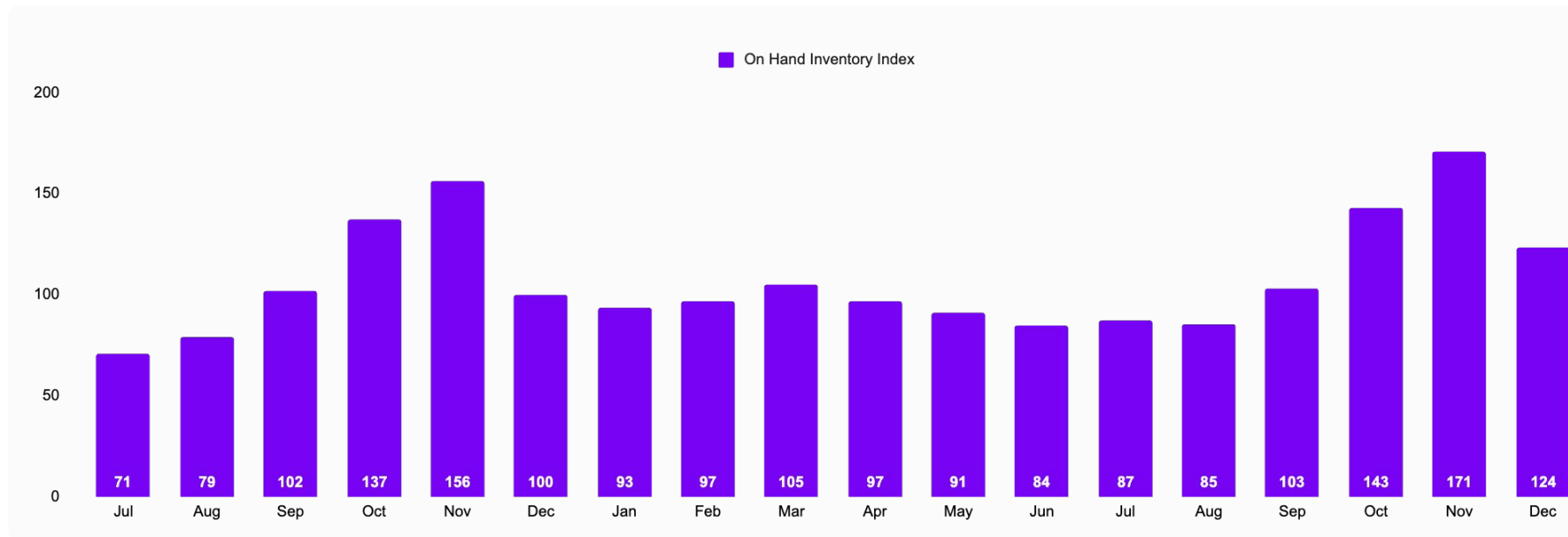


Toys industry overview

Q4 2023 vs. Q4 2024 recap

ON HAND INVENTORY

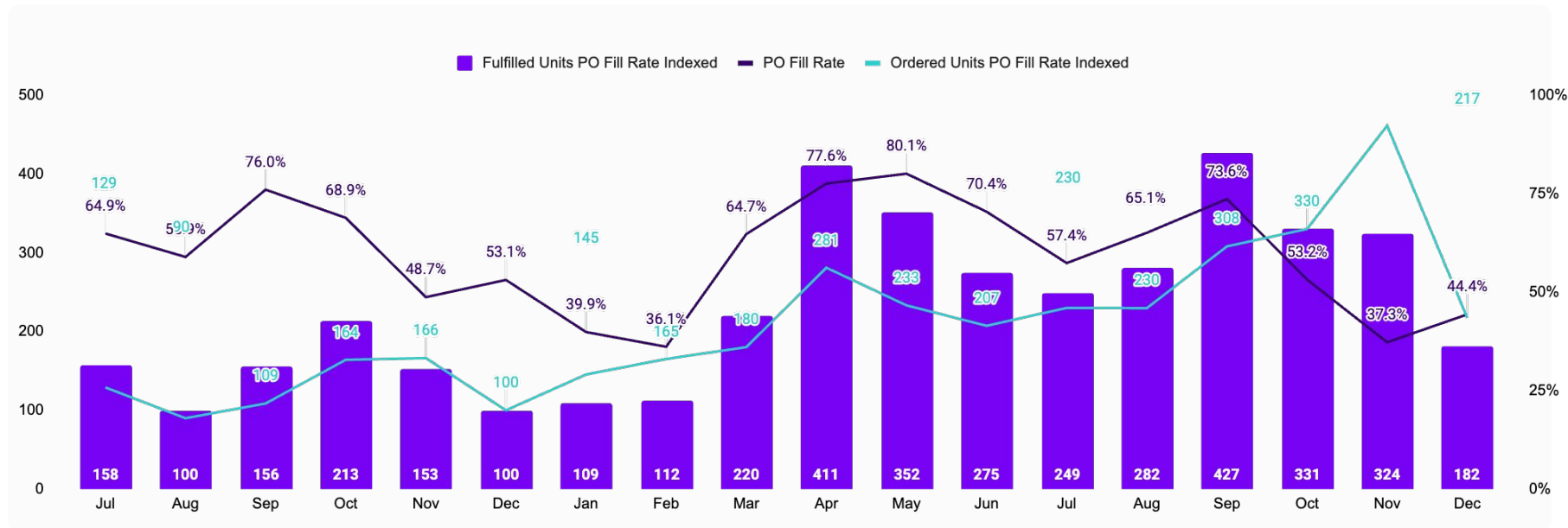
Post-Q4 sales spike, Amazon is carrying 24% more inventory than last year



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

FULFILLMENT

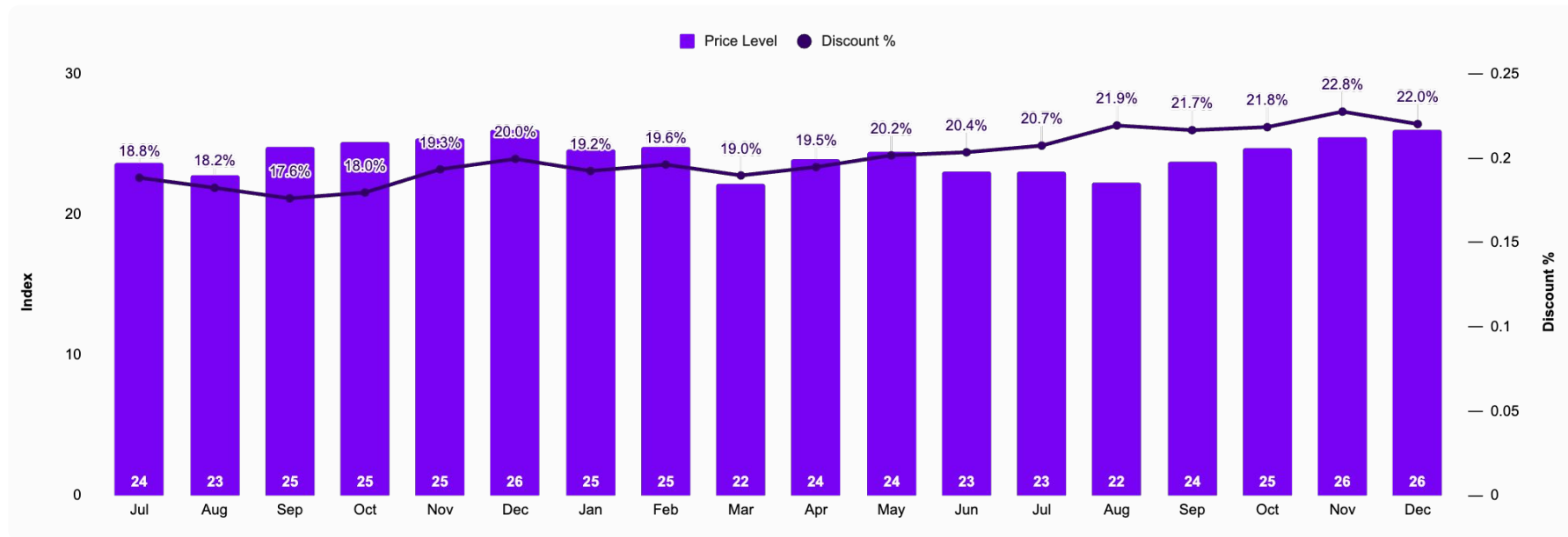
Q4 fill rates sharply declined as ordered units increased



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

PRICE LEVEL VS. DISCOUNT %

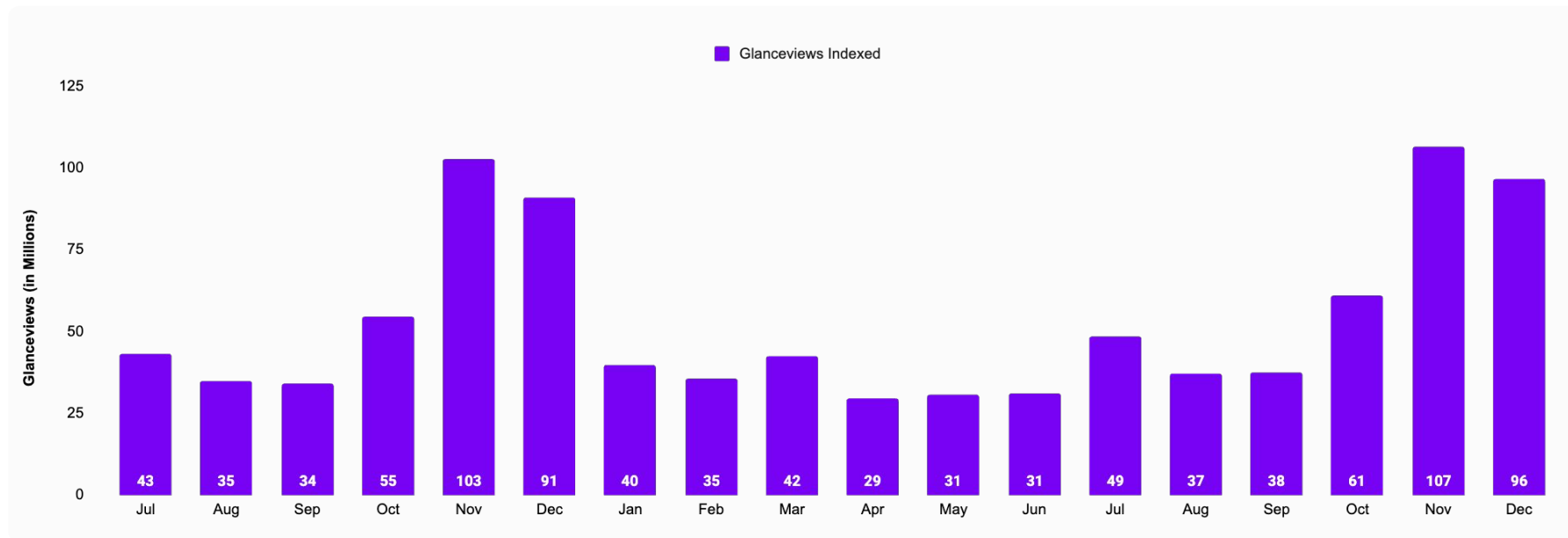
Prices remained stable as discount percentages tracked up



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

GLANCE VIEWS

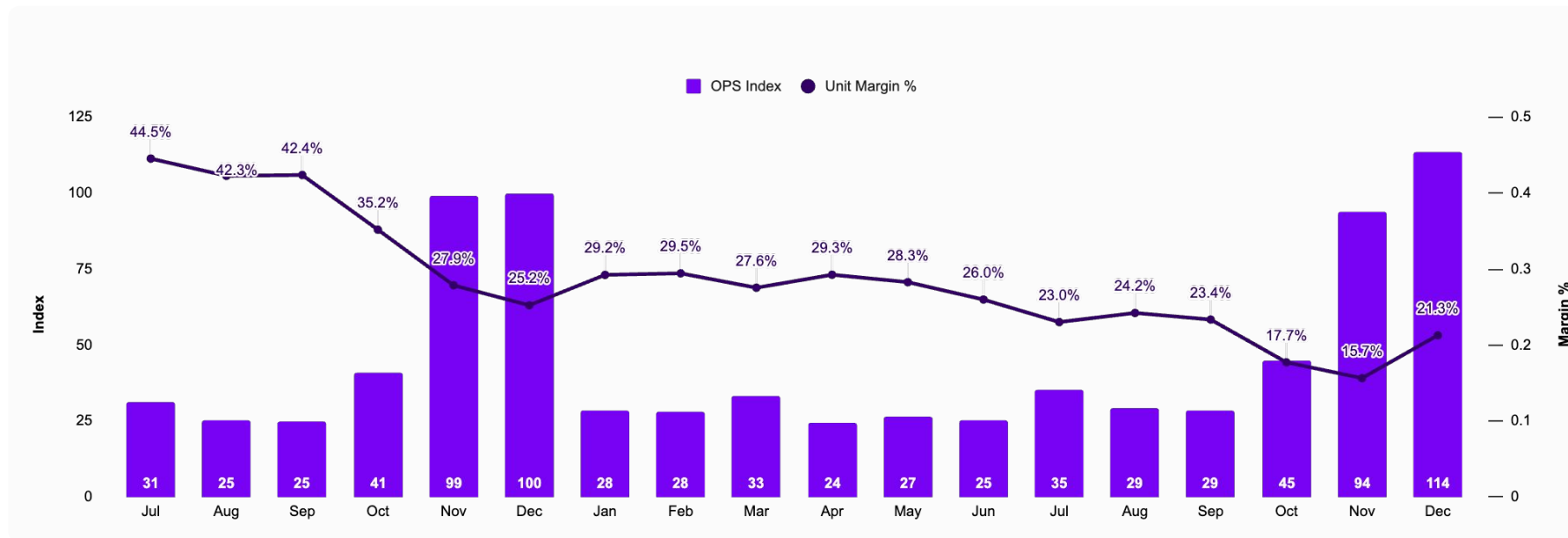
Brands should expect seasonal spikes in traffic as YoY growth continues



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

OPS VS. UNIT MARGIN %

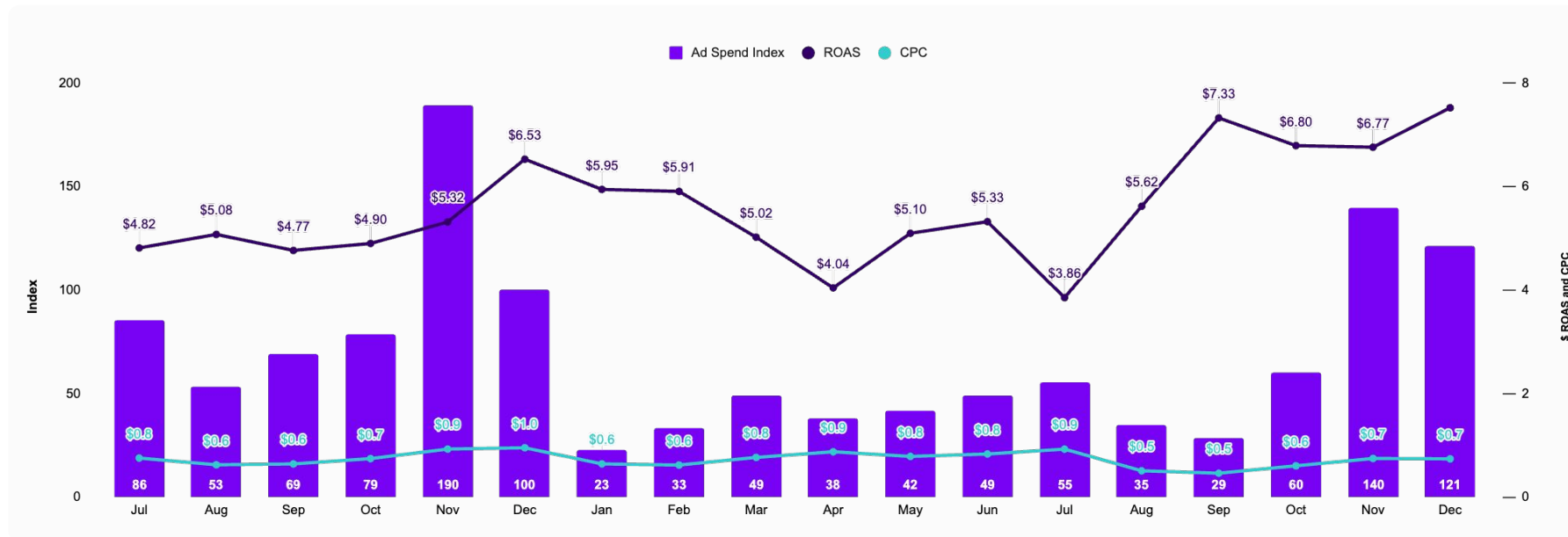
Unite margins steadily declined, with expected Q4 sales spikes



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

AD SPEND | ROAS | CPC

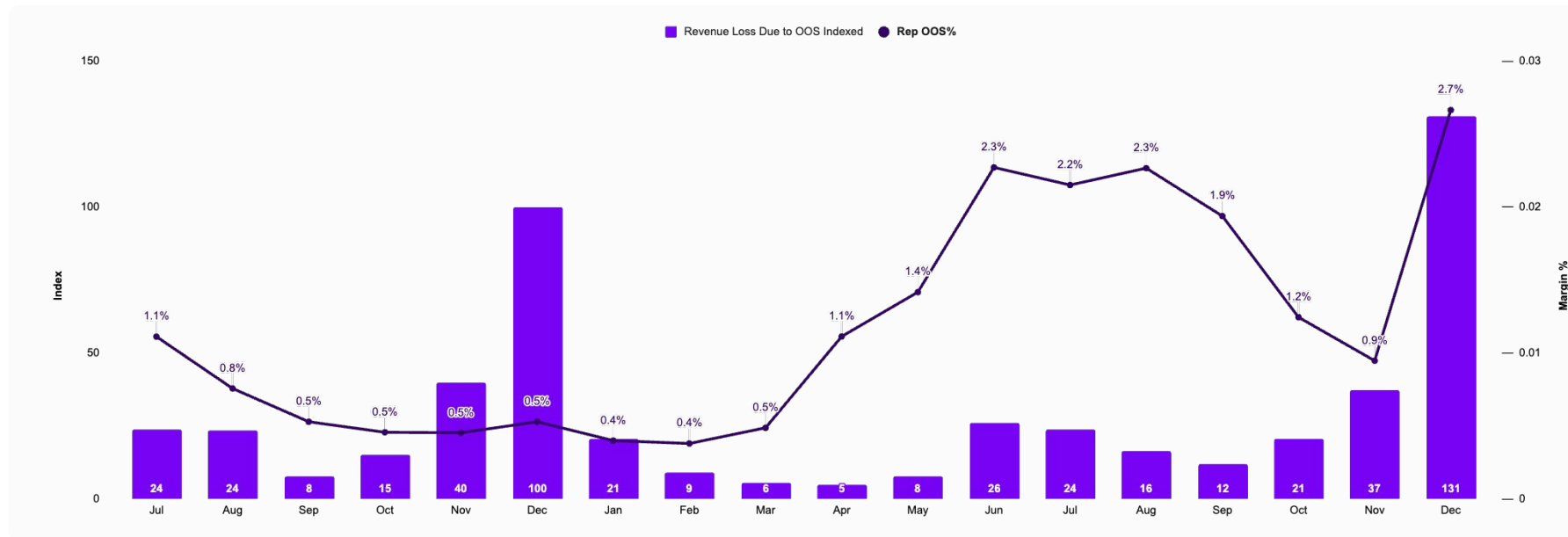
Despite increased seasonal ad spend, ROAS improved & CPCs remained flat



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

REVENUE LOSS DUE TO OOS

Seasonal revenue lost increased YoY as replenishable OOS% spiked



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

A photograph of two men in a professional setting. The man on the left, wearing a dark blue blazer over a white shirt, is smiling and looking at a tablet held by the man on the right. The man on the right, wearing a white long-sleeved shirt, is also smiling and looking at the tablet. They are sitting at a desk with a laptop and some papers. In the background, there are colorful sticky notes on a wall and a window with a view of a city.

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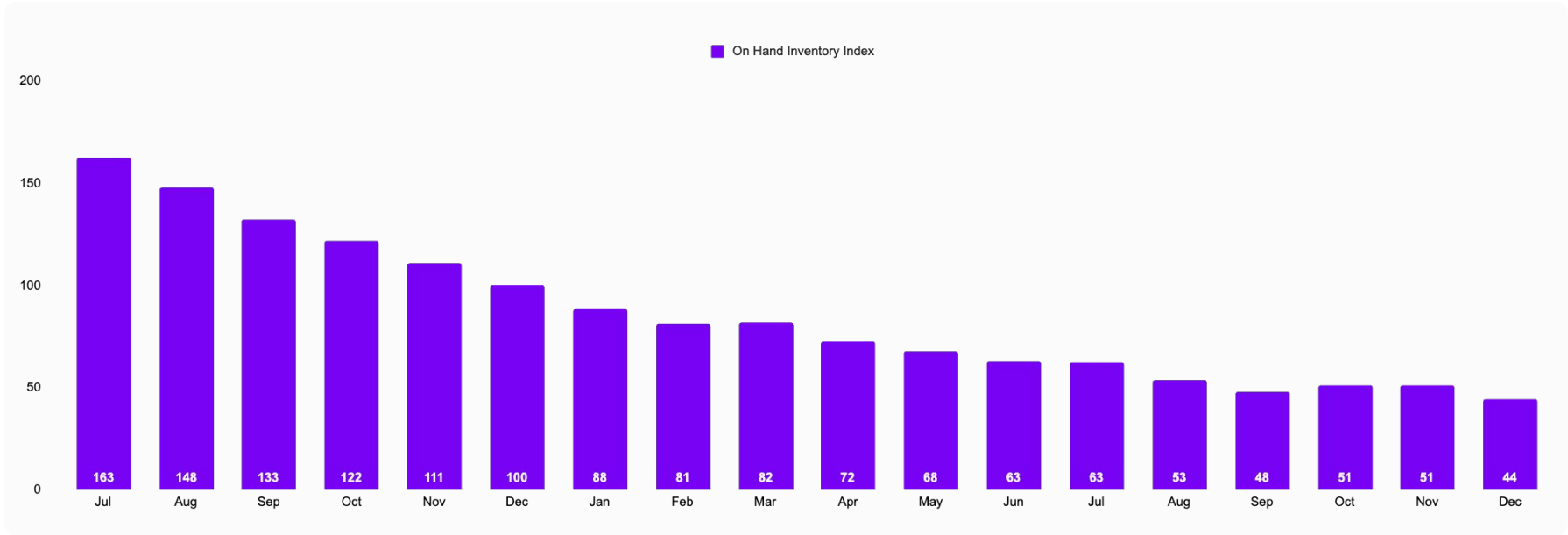
Request a demo

Furniture industry overview

Q4 2023 vs. Q4 2024 recap

ON HAND INVENTORY

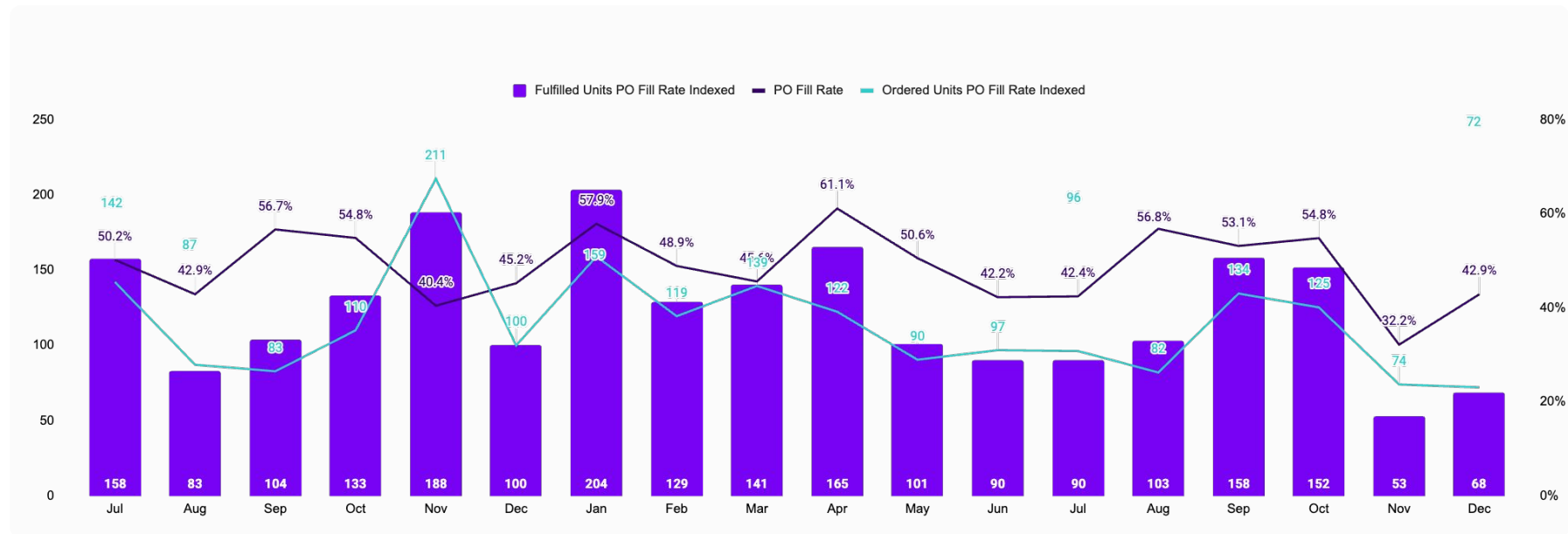
Month-over-month on hand inventory has been on a steady decline since July 2023



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

FULFILLMENT

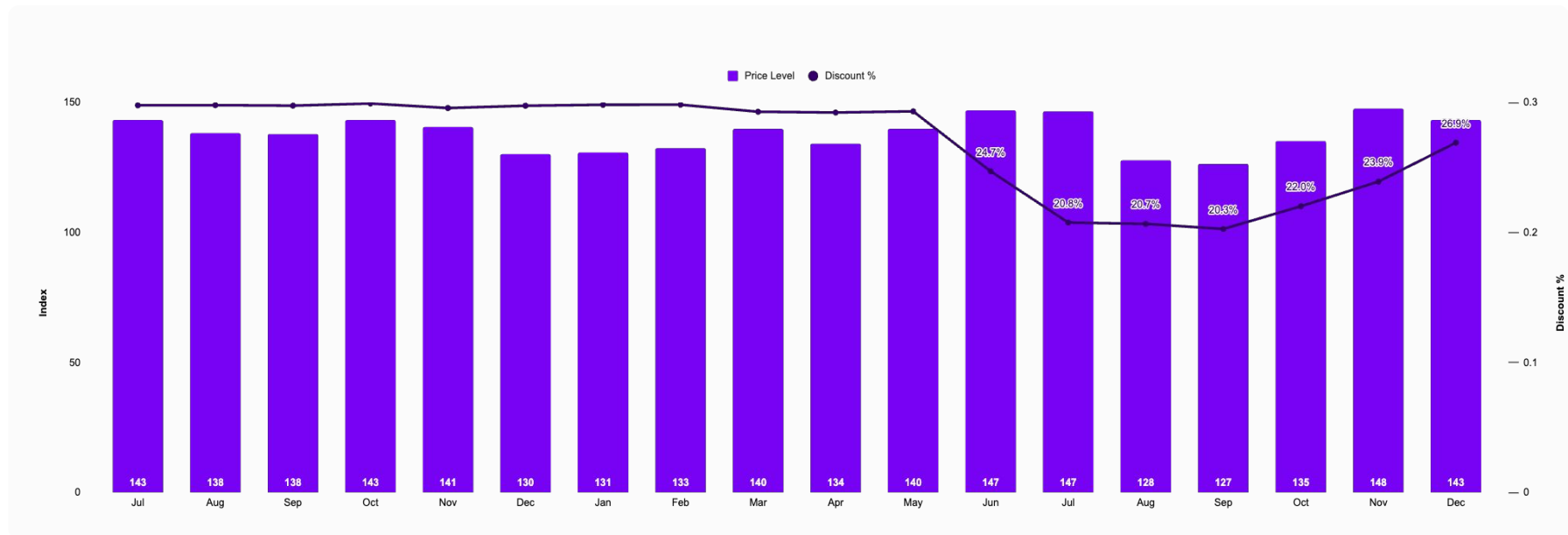
Fill rates were well below other categories as on hand inventory declined



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

PRICE LEVEL VS. DISCOUNT %

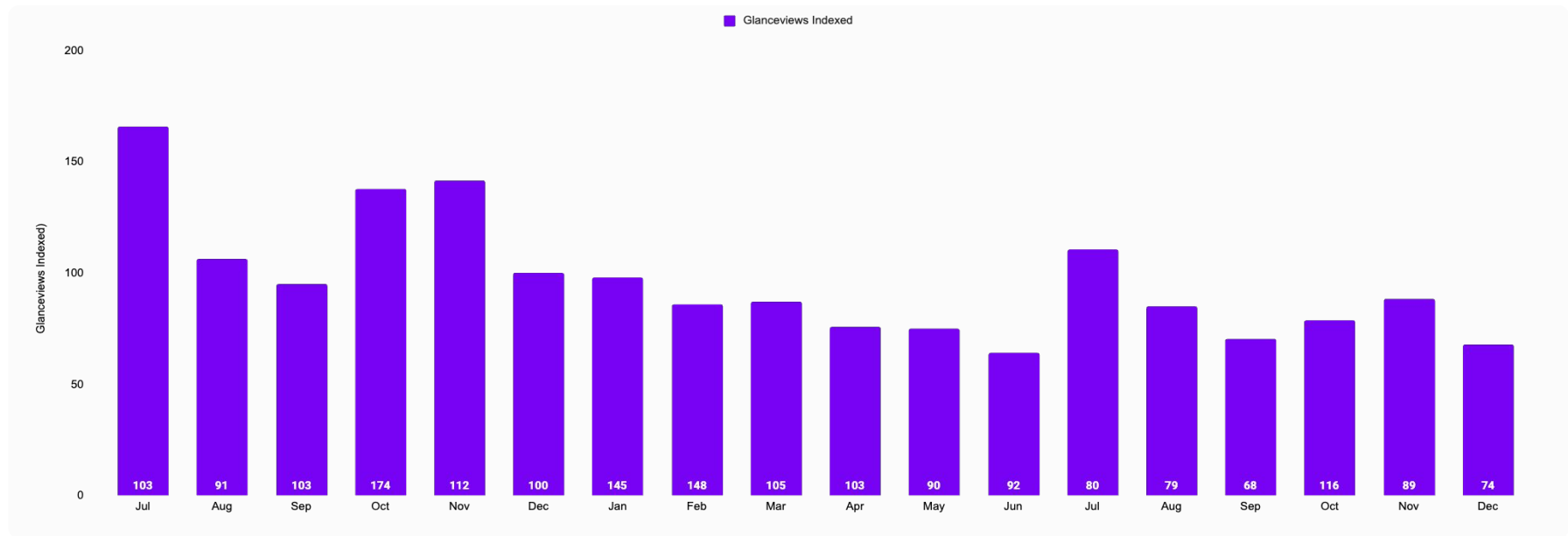
Prices declined in Q3, rebounding in Q4 as discounts increased



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

GLANCE VIEWS

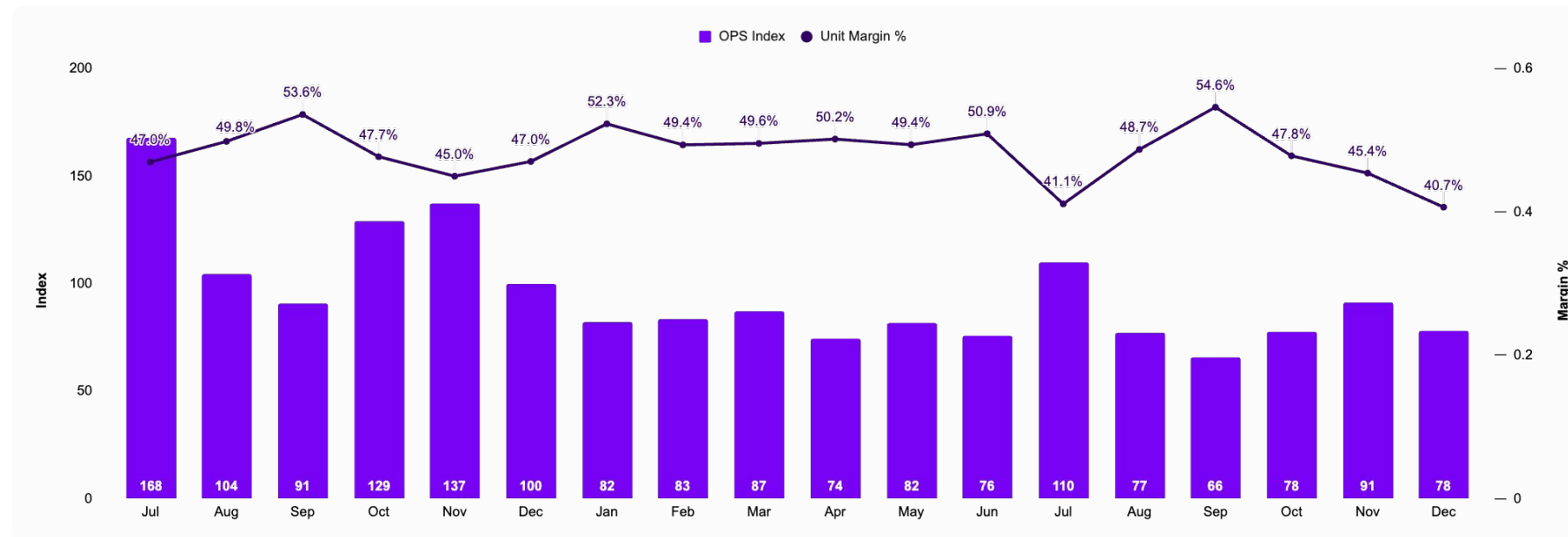
Echoing the trend in on hand inventory, glance views steadily declined



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

OPS VS. UNIT MARGIN %

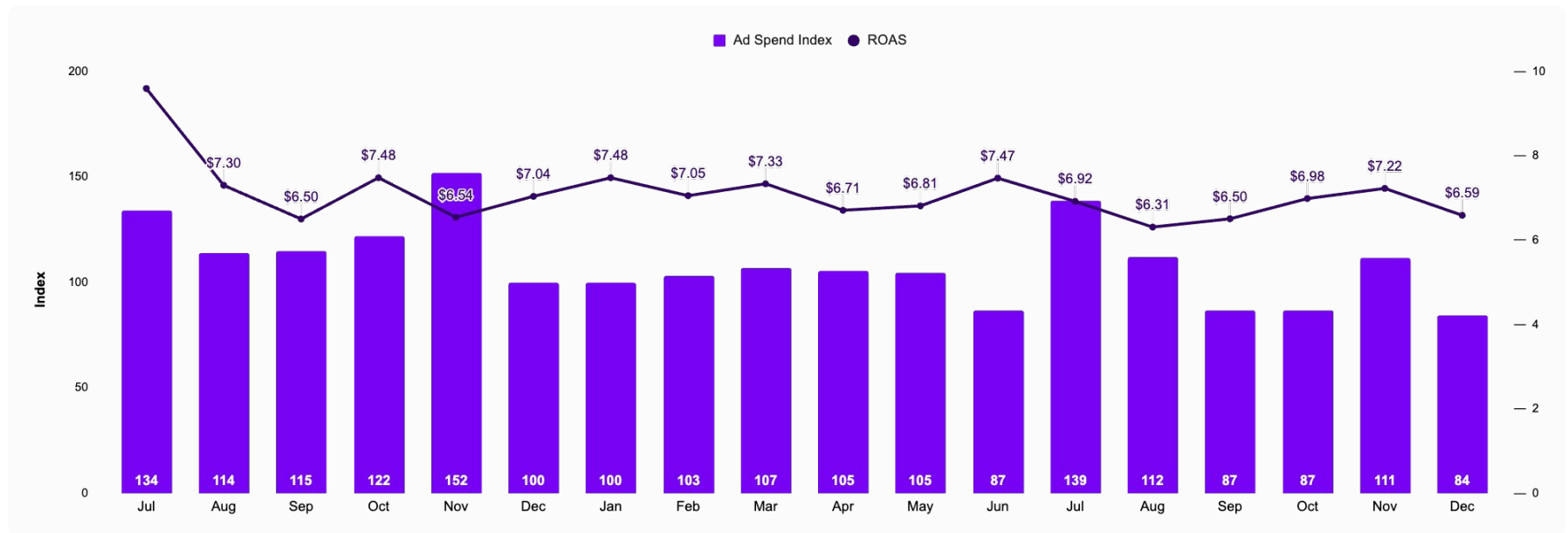
Sales declined consistently as margins eroded



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

AD SPEND | ROAS

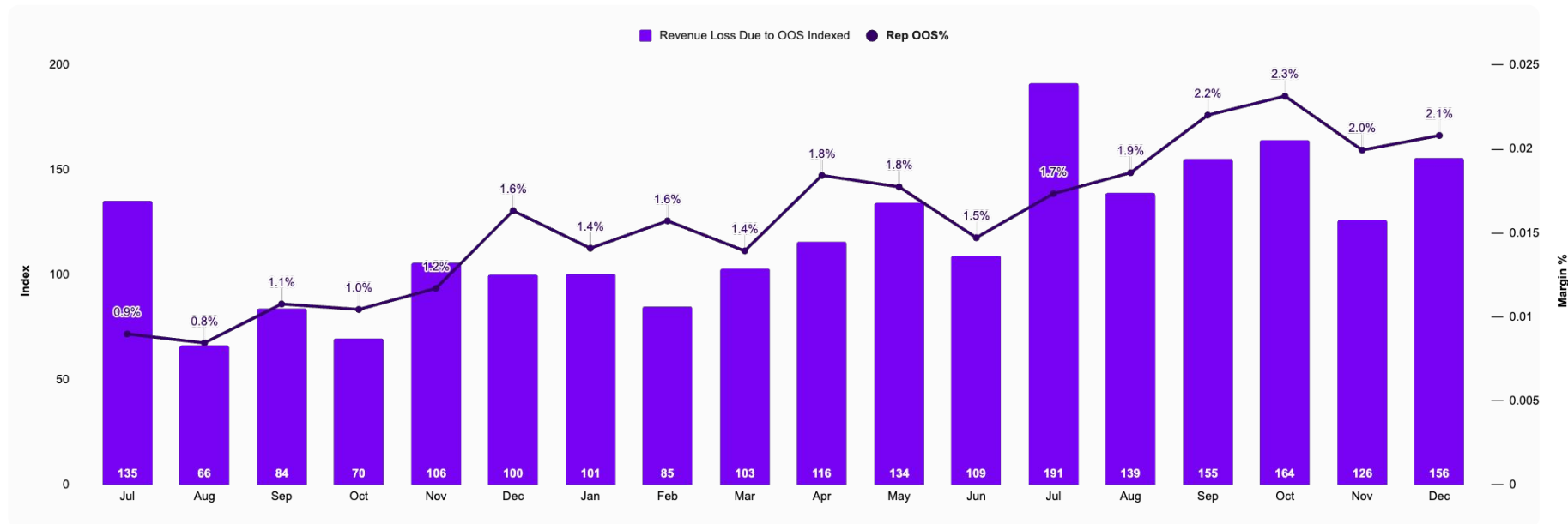
ROAS remained steady with declining ad spend in the category



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

REVENUE LOSS DUE TO OOS

Lower inventory drove higher OOS which contributed to lost sales



Source: Internal data in aggregate from CommerceIQ's REM Platform for Amazon users from July 2023 to December 2024.

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