

# Amazon.com Inc in Retail (World)

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## Abstracts

Amazon is one of the most recognisable brands in the world. Founded as an online bookstore in 1994, Amazon's operations today includes first- and third-party marketplaces, grocery, advertising, streaming, web services and healthcare. At its core, however, it remains a continuously disruptive e-commerce retailer. This report focuses on the current drivers of Amazon's growth, the areas where Amazon is threatened, and how the company's proverbial flywheel approach continues to define it.

Euromonitor International's Amazon.com Inc in Retail (World) company profile offers detailed strategic analysis of the company's business, examining its performance in the Retail industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Retail E-Commerce, Retail Offline.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Retail market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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