



Deep Dive on Amazon AU 2024 Filing Results

amazon ads

Advanced
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Sell
Global 

These slides accompany the **Tacos Tuesday** Podcast :
Episode 29 - Deep Dive into Amazon AU 2024 Filing Results.
In this episode, Hamish Conway takes a closer look at Amazon Australia's 2024 filing results, revealing major shifts in the marketplace. The numbers tell a compelling story of what's changing.

With competition intensifying and Amazon doubling down on growth, understanding these trends could be key to scaling your business. Whether you're already selling on Amazon or considering it, this episode is packed with insights you won't want to miss.

Be sure to tune into Episode 29, where Hamish breaks down each slide in detail.

You can check out the podcast here: [Tacos Tuesday Podcast](#)



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Amazon Commercial Services Pty Ltd Revenue

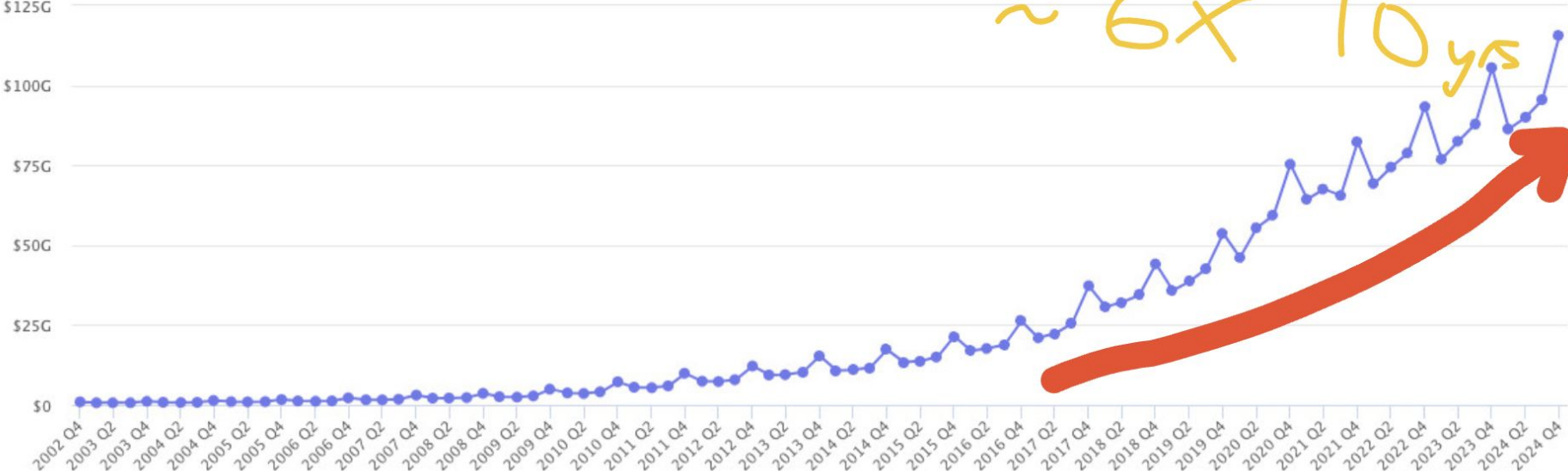
	2021	2022	2023	2024	Incr 23 to 24	%Incr
Online Store	\$886,102,000	\$1,293,710,000	\$1,567,822,000	\$1,936,782,000	\$368,960,000	23.53%
3rd Party Seller Services		\$316,924,000	\$568,620,000	\$839,478,000	\$270,858,000	47.63%
Advertising Services	\$63,570,000	\$101,600,000	\$153,367,000	\$242,498,000	\$89,131,000	58.12%
Subscription Services		\$246,213,000	\$346,189,000	\$480,402,000	\$134,213,000	38.77%
Rev from related Parties			\$471,176,000	\$309,876,000	-\$161,300,000	-34.23%
Other			\$2,042,000	\$1,971,000	-\$71,000	-3.48%
			\$3,109,216,000	\$3,811,007,000	\$701,791,000	22.57%

#1 - Online Store Revenue Up 23.53% to \$1.936 Billion

	2021	2022	2023	2024		2021 - 2024	2022 - 2024
Online Store Rev	\$886,102,000	\$1,293,710,000	\$1,567,822,000	\$1,936,782,000		118.57%	49.71%
YoY % Incr		46.00%	21.19%	23.53%			

- What other channel you sell on is growing at this rate?
- For context Bunnings Group - \$19 billion in revenue - Sales up 2.5% - Their online are only 2% of revenue - Approx \$380 mill
- Also context - Coles \$43.6 B, \$3.7 Billion eComm (up 9.2%). Woolies - \$67.9 B, with \$7.96B eComm (up 18.5%).
- Other Marketplaces - eBay - down 33%, Catch is gone.
- Currently 5% of online sales, Amazon plays to win. They will dominate the online space even more this year as shoppers really embrace the fast delivery and selection.

Amazon North America Sales



Source: Amazon Quarterly Results



#2 - Amazon Prime Membership Numbers are Up 38.77%

	2022	2023	2024	2022-2024
Subscription Services	\$246,213,000	\$346,189,000	\$480,402,000	95.12%
		40.61%	38.77%	
Prime Monthly	\$9.99			
Prime Annual	\$79.00			
Typical in SAAS - 80% take monthly option.			Estimated Prime Members	
Therefore Annual average membership is \$112			4,289,304	
			Expected by Year end	
			5,800,000	

- Includes some just using Amazon Prime TV, not buyingyet.
- Free Fast Same Day Delivery—not many can compete - DM and BWS
- Excellent Customer Service - Low risk
- This is where customers are shopping - tap into the flow.
- Have inventory in Amazon warehouses for free Prime shipping. Conversion rates double.

#3 - Third Party Seller Fees Indicates Increasing Competition

	2022	2023	2024		2022-2024
3rd Party Seller Services	\$316,924,000	\$568,620,000	\$839,478,000		0.00%
		79.42%	47.63%		164.88%

- Referral Fee (8% to 14%), FBA Fees, Storage and Misc fees montly subscription.
- This is where Amazon partly pays for the Free Shipping.
- Balance of 3P to 1P is approx 60-65% to 35-40% - Aproximately 50% 3P Sellers from China (lower prices).
- More 3P sellers using Amazon FBA now - Cheaper than FBM - Brands need to review this point.
- 1P tends to be bigger known brands, Amazon knows the products will sell.
- If unknown or smaller, you'll be 3P - Arguably 3P gives you more control - Price, Inventory, Customer service experience.
- Vendors looking to make moves.

#4 - Amazon Ad Revenue Explodes by 58%

	2021	2022	2023	2024		2021 - 2024	2022 - 2024
Advertising Services	\$63,570,000	\$101,600,000	\$153,367,000	\$242,498,000		281.47%	138.68%
		59.82%	50.95%	58.12%			
				2025 FCST (HC) 50%			
				\$363,747,000			

- Amazon wants brands for full omnichannel advertising. Showing brands data they can act on makes it much easier to invest.
- DSP and AMC, including Prime TV and full funnel attribution, will give brands confidence to invest more.
- Non Endemic Advertising Will Boost Revenues - Think Technology, Finance, Automotive, Travel will advertise more as the consumer data is so good.
- CPG brands will be reconsidering their ad investment allocation and putting more towards Amazon.
- Advertising real estate will increase. Additional product pages and competitor terms to advertise on.
- More competition will mean click costs will rise, so a focus on efficiency will be required to make sure you are making your ad spend investment count.

#5 - Aggressive Advertising Spend

	2023	2024	Increase	% Increase
Sales and Advertising	\$336,752,000	\$447,766,000	\$111,014,000	32.97%
% Of Sales - Store & Subs	17.59%	18.52%	2025 FCST	25% incr
% of Sales Ex Related Party	12.77%	12.79%	\$559,707,500	

- This will be Google, Meta, other digital, Billboards, Footpath signage, TV, possibly sales teams, print, sponsorship
- What other retailer increased their advertising spend by 33% last year?
- What other retailer is investing this high of a percentage of revenue on ad spend?
- This will attract more shoppers to Amazon, so you can piggyback on their advertising spend.
- The Amazon Flywheel - More Shoppers, attracts more sellers, which means better offers and selection, which attracts more shoppers etc.
- This advertising is also attracting more brands to sell on the platform, therefore increasing their advertising revenue and 3rd party seller fees.

Quick Fire Interesting & Surprising Numbers

	2023	2024
Net Product Sales	\$1,588,705,000	\$1,970,641,000
Net Service Sales	\$1,520,511,000	\$1,840,366,000
Total Net Sales	\$3,109,216,000	\$3,811,007,000
Cost of Sales	\$1,795,707,000	\$2,204,746,000
Gross Profit	\$1,313,509,000	\$1,606,261,000
GP %	42.25%	42.15%
General and Admin Expenses	\$1,294,702,000	\$1,567,937,000
Operating Income (EBIT)	\$18,807,000	\$38,324,000
	0.60%	1.01%
Tax Paid	\$16,541,000	\$22,138,000



Employees	3681
Revenue per employee	1,035,000
ST Employee Benefits	\$366,611,000
Average Per Employee	\$99,595
Stock Based compensation	\$45,683,000
% of STEB	12.46%

	2023	2024
Professional Fees	\$180,627,000	\$241,830,000



	2023	2024
Inventories (1P)	\$256,001,000	\$333,072,000
Inventory write down	\$26,938,000	\$30,495,000
		10%
Store Sales		\$1,970,641,000
Estimated 1P Sales (40%)		\$788,256,400
Months of Stock Held (Retail value)		5.07

Construction in Progress in 2024	\$239,176,000
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Who Is Sell Global

- Sell Global is a specialist Amazon marketing & channel management agency
- We work with a wide range of consumer brands with clients retailing to the consumer or wholesaling to Amazon
- Clients typically engage us when they want to achieve the best results possible, but may not have the capacity or capability to manage the complexities of Amazon on their own
- Our focus is all about helping you achieve more profitable sales, increased brand reach, dominating the competition, paying only the Amazon fees that you need to, and removing the hassle and distraction in having to manage Amazon on your own

“We Help Brands Get Control of Amazon, Rather Than Being Controlled By It”

Some of the Brands We Help on Amazon

nutribullet®



pepsi



GATORADE



VICTORINOX



Asahi
LIFESTYLE BEVERAGES



**Sell
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Our Services - At A Glance



Amazon Assessment & Strategy

Combining your unique situation with in-depth market data analytics, commercial modeling, and marketplace expertise, we develop the best Amazon strategy for your brand. You'll get clarity and confidence to make the best decisions as you discover what is possible for your brand on Amazon.



Amazon SEO & Creative

We create brand and product listings that get discovered and then converts lookers into buyers. Amazon is a search engine, and you need the right search terms in the right place to rank, while ensuring the buying experience is visually clear and compelling. Our team of expert creative designers and copywriters produce world-class results.



Amazon Ads Management

Success on Amazon relies on expertly managed Advertising. Utilising Sell Global's experienced experts, along with best in class AI software, you'll get optimised advertising with Sponsored Products, Sponsored Brand, Display and DSP Advertising.



Channel Performance Management

Amazon is not set and forget. A clear strategy and then the right day to day action is required. Sell Global's team of highly experienced Amazon experts works with you to drive performance from the channel, while removing the time, hassle, and distraction of having to manage it yourself.

Amazon Growth Roadmap

Get Control, Get Clarity, & Make Amazon Successful



Why Sell Global to Help You Win With Amazon

- ✓ Amazon Ads Advanced Partner - Top 5% for managing Amazon Ad spend in AU.
- ✓ We are a specialist Amazon agency with a dedicated focus on the Australian market
- ✓ Having worked with clients in global markets such as the US and UK means we know how to help you prepare for the disruption that will happen in Australia
- ✓ Our people have lived and breathed Amazon including running their own stores. We have decades of combined experience and knowledge
- ✓ Delivering results is our currency - we only provide services that will make a measurable difference, nothing more nothing less
- ✓ We stand by the results we have delivered for our existing customers - they will be happy to talk to you
- ✓ We act in your best interest and bring an objective perspective to capture opportunities and avoid the pitfalls, to ensure Amazon is serving you
- ✓ We will remove the complexity, noise and distraction involved in managing Amazon

Amazon Ads Spotlight Audit - 6 Outcomes You Can Expect

You will;

1. Discover what you are doing well with your Amazon Ads set up and performance.
2. Get new awareness and visibility about areas of your Amazon Ads performance and set up that are causing wasted spend, but, more importantly, missed growth opportunities.
3. Get clarity on the right ad types and campaign structure balance for your product and brand range.
4. Understand the pathway to growth based on the metrics that matter and what budgets will be required to help you achieve your goals utilising Amazon Ads.
5. Get a benchmark of how you compare to your competition and what market share opportunities you are missing out on right now.
6. Learn a lot about Amazon Ads that will expand your thinking and give you confidence to invest in the right way for growth.
7. We help you scale on ads on Amazon profitably.

Book your call with with Seb : <https://calendly.com/sebastianhargreaves/30min>