

Riverbend Consulting - 2024 Amazon Seller Survey

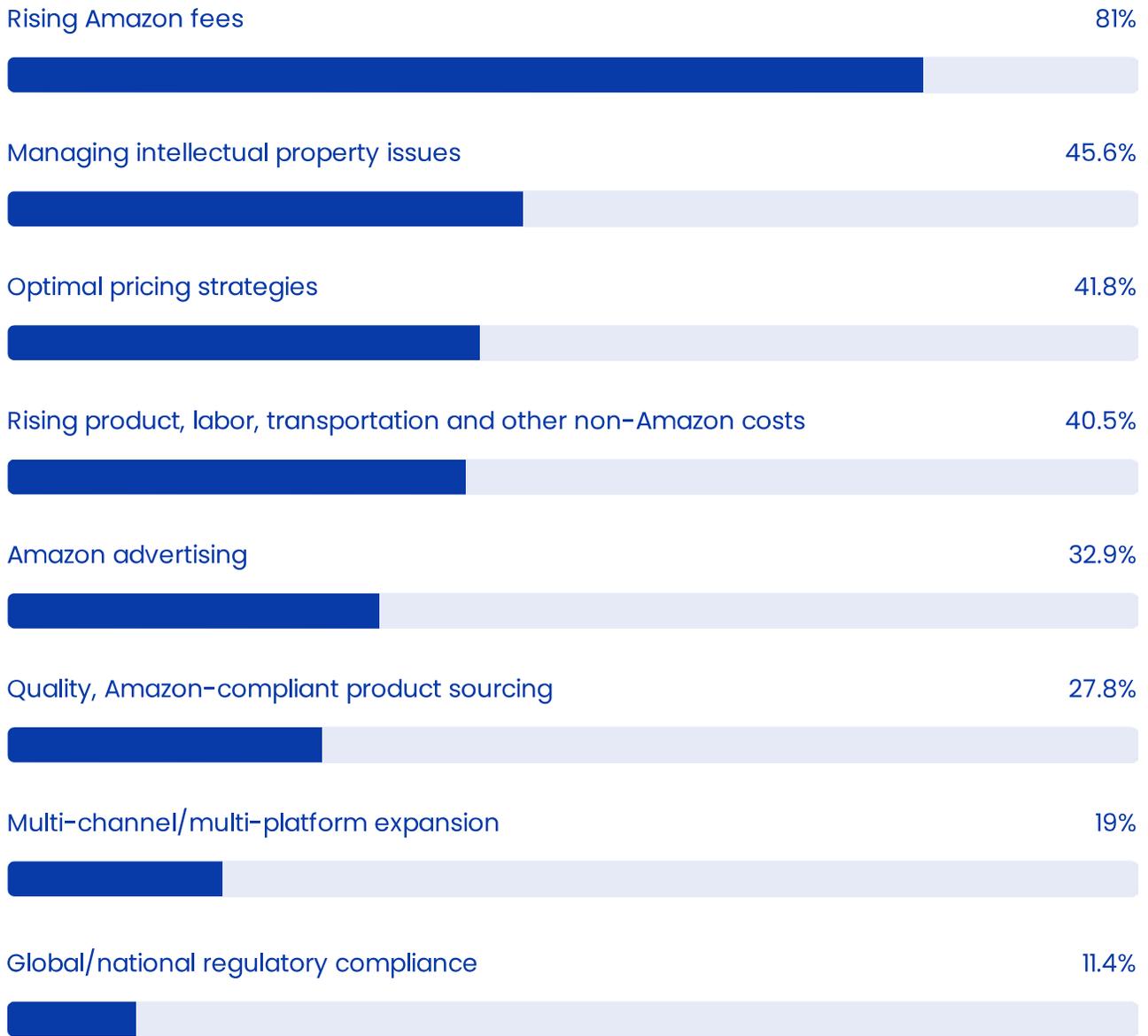


How do you describe Amazon's relationship with sellers?



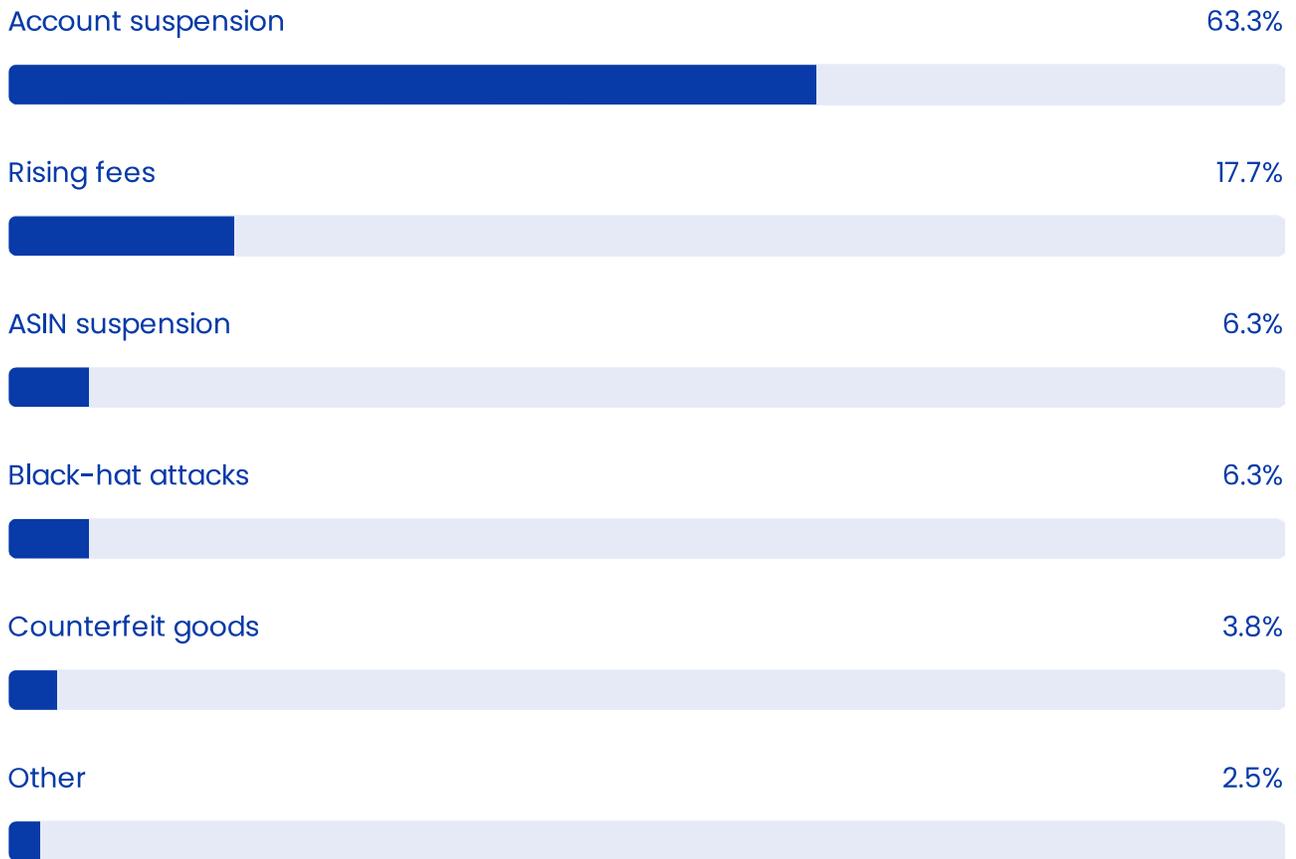


What do you foresee as your top 3 challenges during the next 12 months?





What is your greatest fear as an Amazon seller?

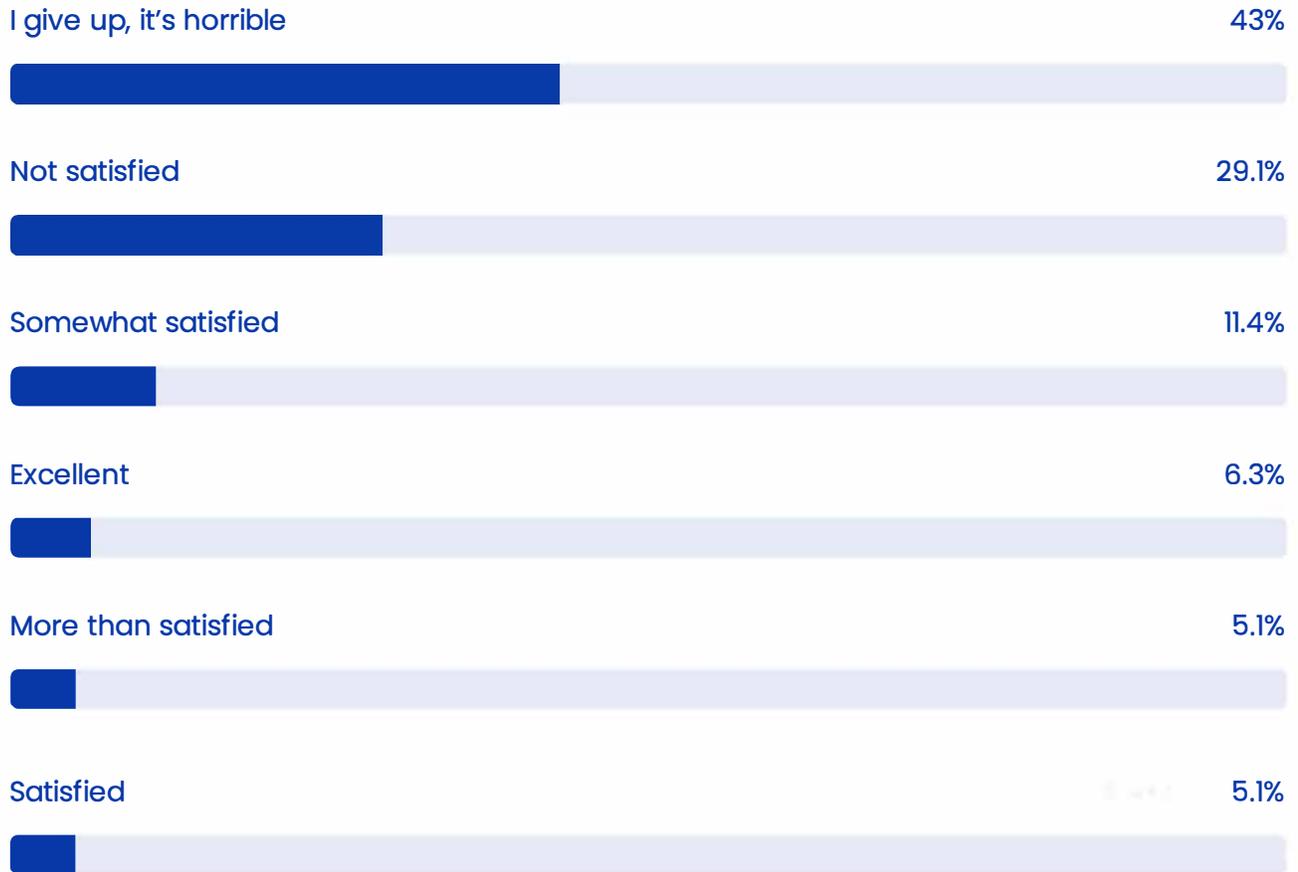


Amazon comes up with "problems" that don't exist

returns

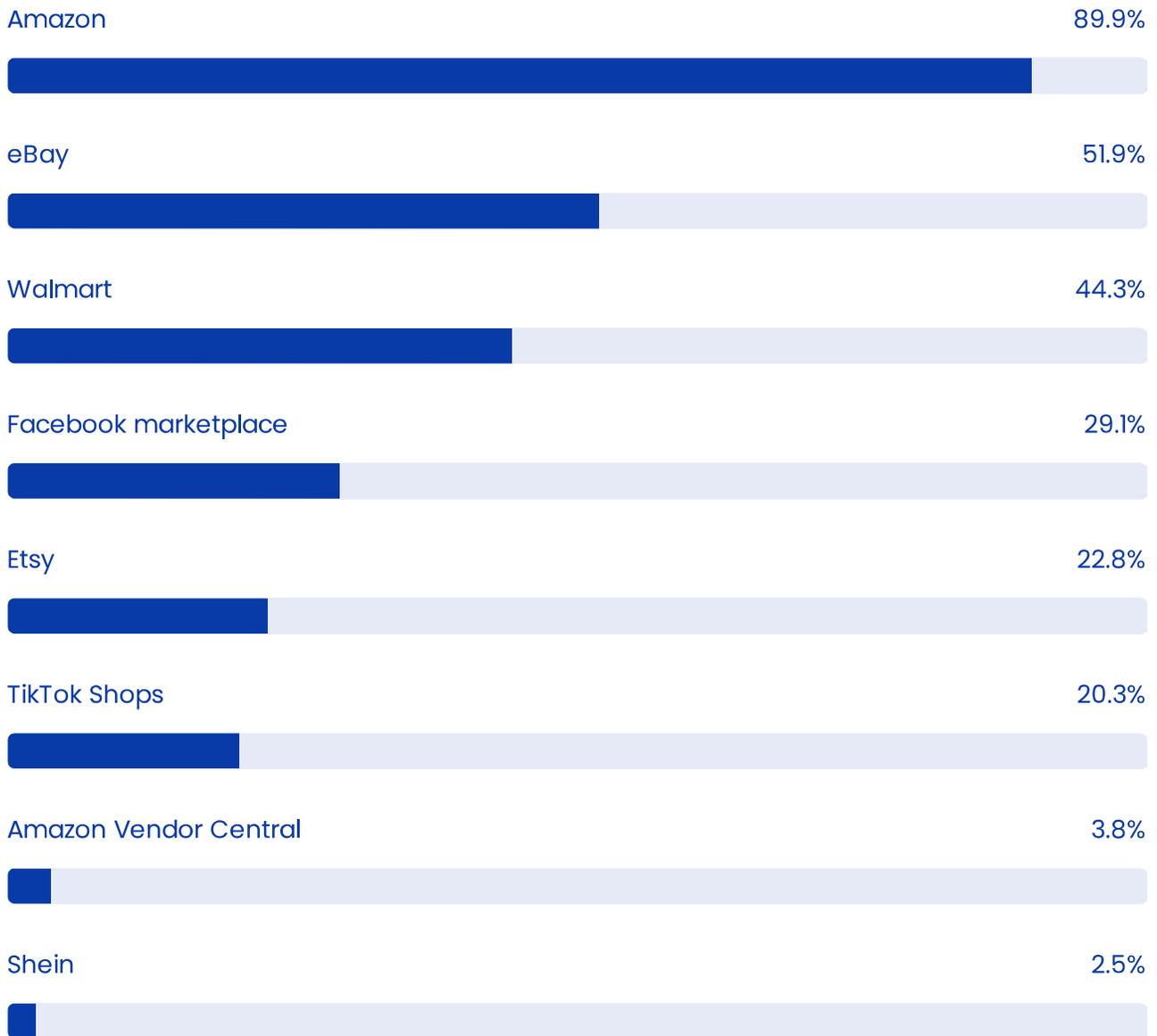


How satisfied are you with Amazon's communications?





What ecommerce platforms do you sell on?



TEMU 2.5%



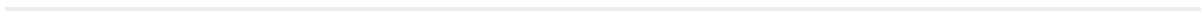
Wayfair 0%



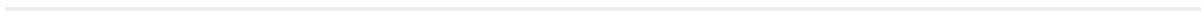
Other 22.8%



Shopify



Shopify



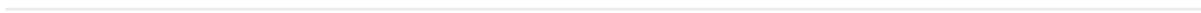
Poshmark



Bonanza



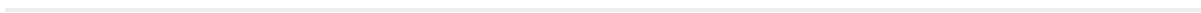
Shopify



Faire



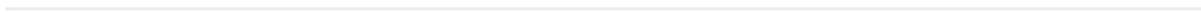
Mercari



Target



shopify



DTC



Mercari

Discogs

Mercari

shopify

target plus

Lowes, Home Depot

Shopify

shopify

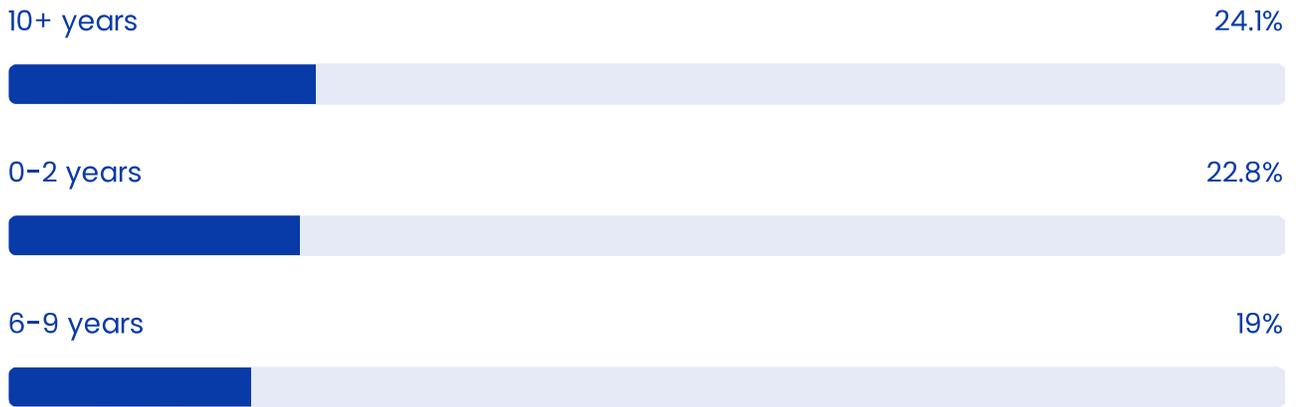


How long have you been an Amazon seller?

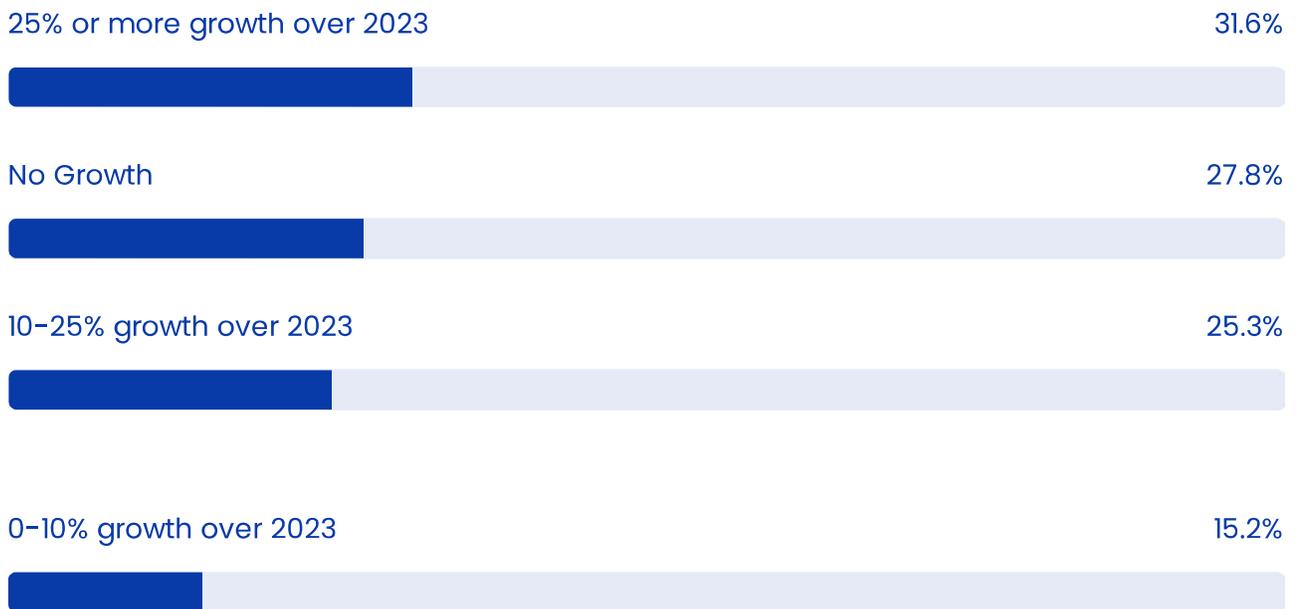
3-5 years

34.2%



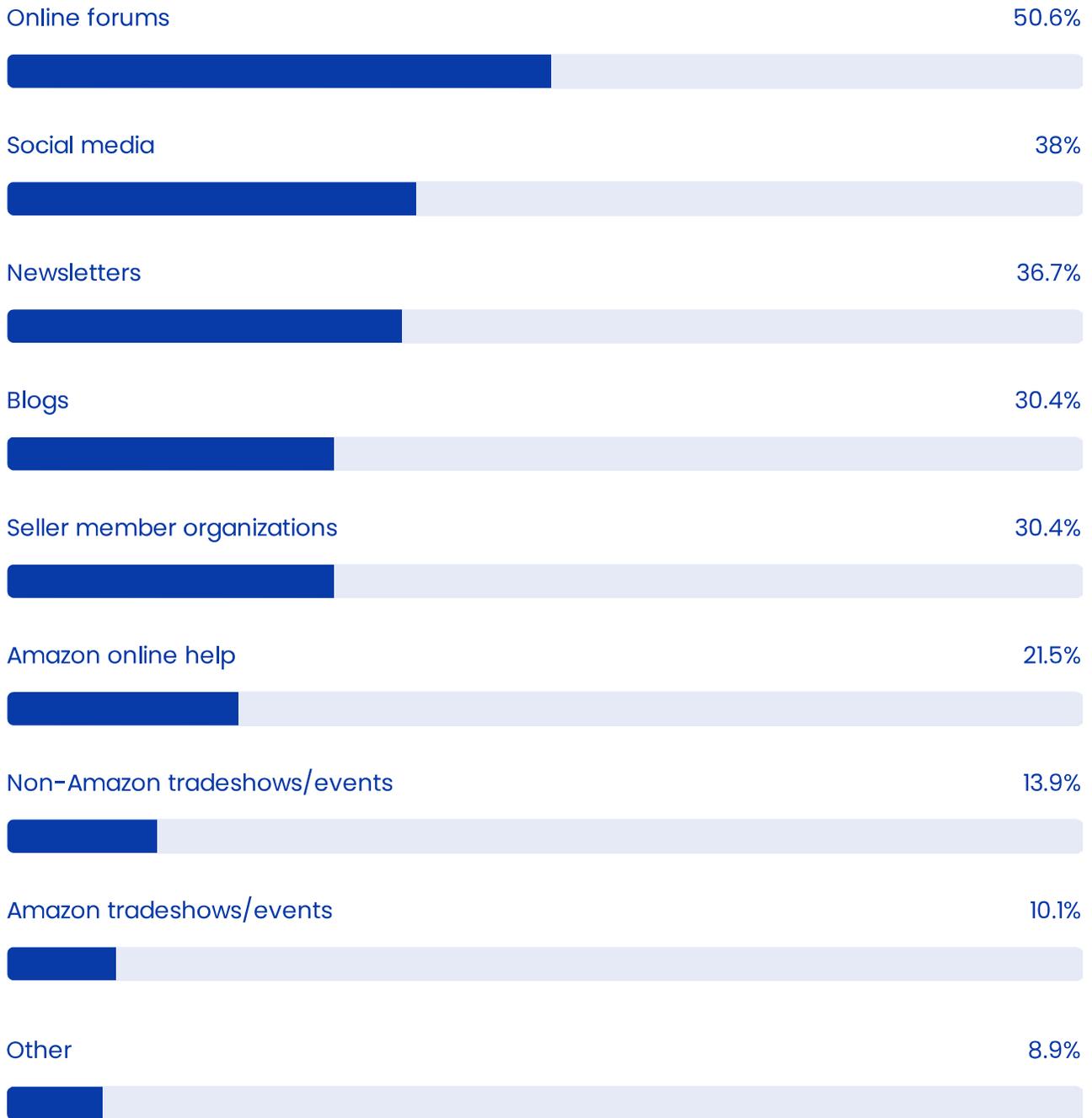


What are your sales expectations for 2024?





What are your best sources for the latest Amazon policy changes and information?



none

Paid Amazon coach

they send emails

ecomcrew podcast

Emails frombAmazon

We are no longer selling on amazon

RBC Happy Hour Podcasts :)



What new feature would you like Amazon to roll out for sellers?

Increase efficiency on interactions with sellers for fast resolution of issues.

Honesty and true help for sellers

Detailed help with account/ASIN suspension and that too with valid reasons.

Restore Manage Your Customer Experience or something similar

Adding transparency code requirement as I'm adding product to inventory.

An easy way to fix 'missing product description'

none

Human people working in the cases, not stupid robots

None

Ability to remove reviews that do not apply to our products. Also, the ability to talk to someone who understands what we are asking and can take action without having to loop for days with no clarity on what is wrong.

AI Technology Assistant Advanced prediction systems for Outlook on economics and trending sales projections

Product consumer insights, demographics and more.

Nothing

Dont deactivate our accounts permanently cause of products you declare as not approved to sell yet other sellers sell the same products.

I would love that Amazon respect and answer our questions without using robots

Don't know

There should be a "trusted seller" program where competent people can make changes to the Amazon Catalog without issues or permissions.

Lower rates & better help

Better inventory visibility

People that speak english and can actually help you

kicking off Chinese sellers

Better communications with Sellers

Better message board

na

none



How can Amazon improve its systems and communications for sellers?

Instead of scripts, get to work to solve the problems.

communicate, they took away from me any way of communication with them over the phone and through email I do not even bother because it is always automatic response without any true value to my questions and issues

By being not just a customer obsessed company as amazon is a platform for sellers too and if there are no sellers then only amazon will be the only seller left if soon they do not try to help selling on amazon. As seller community has already started looking for other platforms like tiktok shop etc.

Stop responding with form letters. Give a better path for dispute resolution

Better database systems and help desk support.

Real US based people that actually talk to sellers

i don't know

Human people able to read messages and answering the questions, not stupid robots

None

Do not require time limits for reps for their interactions because it leads to terrible service where they do not read the questions and give answers that are not accurate or helpful. .

Using AI Technology Assistant Advanced prediction systems

Amazon needs to create category experts inside its own team in order to solve issues for 3P sellers efficiently.

Its good

Don't Deactivate seller accounts cause a seller does not respond within your time frame when they are working on fixing the product issues.

not using robots and giving more value for us

Don't know

Stop deleting ASINs for products I have been selling for YEARS without any issues. My Amazon sales are 1/3 of what they used to be because ASINS keep getting delted for absolute obnoxious reasons and they cannot be recreated.

Needs representatives in the US for US sellers

Stop shooting first

No AI and only AMERICAN people that can help

not sure. they need to help us understand our fees better

By actually reading our messages and having someone who understands the questions/problem and is able to intelligently answer.

Better message board between customers

na

nothing





Anything else you'd like to share?

Many, but no time.

Amazon is the most horrible company to partner with that I have ever encounter in spite of investing more than \$250k to work with them

None

n/a

There's so many faults and glitches with the whole selling experience, I'm not sure what keeps me going and I've only been selling 8 months. I'm barely pulling 20% margin without calculating software costs, my time, etc - it's a tough job.

No

no

Amazon is a big Fraud

No

Under top challenges you missed the most important one. Amazon has been courting Chinese sellers directly. Their intention is lower cost goods but what about the end results of the long term impact on sellers, consumer protection, and the long term impact on the economy as it drives businesses under due to price constraints. They do not play by the same rules and even aside from cost issues they can disappear leaving Amazon and consumers holding the bag if someone gets hurt. While all is fair in business in terms of pricing it is patently unfair that they often engage in black hat tactics that many non-chinese companies do not do to ensure they are following TOS.

AI Technology Assistant Advanced Benefits Amazon Systems well

None

No

My seller account was permanently deactivated cause i did not respond to there email in time yet i was working on fixing issues with a amazon CEO Employee.

amazon should pop up important informations changes on seller account and dont keep changing everything everyday just because he wants and its better for them. I think Amazon allow other people selling on their platform to take more money from innocent people who has a dream working from home and put all money on their hands until they can keep all your money.

Help

Amazon does not care about sellers like me. I sell vintage electronics (think VCRS or DVD/VCR combos). I'm one of the largest dealers in the country and my Amazon sales have plummeted because about 1/2 of the ASINs I have always sold on are now just gone. Meanwhile my Ebay sales have more than doubled because all of the inventory I can no longer put on Amazon now goes to Ebay.

Every agent I speak to provides me different answers

Nope

Amazon is going downhill

na

z

No

no

no

[Redacted]

[Redacted]

[Redacted]

[Redacted]



*Thank you for
participating in the*

SPILL THE BEANS!

2024 Amazon Seller Survey



Amazon.
Solved.

Account and ASIN reinstatements

Amazon "Tough Stuff"

Account protection

FBA reimbursements