



The competitive challenge is no longer complicated to define: Amazon is one of the fastest growing companies in the history of American business¹. But here's the problem: Capitalism doesn't have a mercy rule. Amazon is just getting started. The average U.S. household is now spending \$5,200 online a year, up nearly 50 percent from five years earlier, and this consumer shift is almost entirely dominated by Amazon².

It was early in 2013, over six years ago, when we released our landmark study, “Amazon Can’t Do That.” At the time, Amazon’s ecommerce sales were about \$61 billion in fiscal year 2012, and we warned, “Amazon is not taking over the world. Yet, that is.” We wanted to find a way to isolate Amazon’s competitive weaknesses. **Consumers told us the allure of “instant ownership” would keep them going to stores. They wanted the “touch and feel” of seeing objects they wanted to buy, the tactile rewards of being in a physical space.**

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This year, we surveyed consumers again, searching for a competitive weakness once more. The results were stunning, mainly because we were hard-pressed to find one.

By almost every measure, Amazon engenders positive consumer sentiment. When we asked consumers, unaided, to name the BEST retailer, Amazon.com topped the results handily, beating Walmart out by double-digits.

The competitive ground Amazon has covered in less than a decade is almost unfathomable. There is no longer any question as to whether Amazon will dominate ecommerce, grocery, publishing, entertainment, and, quite frankly, whatever additional category it someday decides it wants to dominate. That makes the only questions worth asking anymore: **Does that surprise you? What are you going to do about it?**

Our newest white paper dives further into the research including the rise and dominance of Amazon over the last few years, what the new retail nation looks like and what your brand can (and should) do to compete.

Amazon will dominate more than

54%
of ecommerce sales in the US in 2019



SOURCES

- 1 <https://phys.org/news/2017-10-amazon-faster-big-company-daysand.html>
- 2 <https://www.pymnts.com/news/retail/2019/brick-and-mortar-physical-store-closures/>

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