
MARKET FACTS!

MARKET FACT #164

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50%

**is the average cut of each sale
Amazon took from a product sold
on Amazon.com (in 2022).**

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COMMENT: A BIG TECH I don't tend to talk much about is becoming something [more and more dangerous for the e-commerce market](#). Amazon has now surpassed (in 2022) over 50% cut of each sale made on Amazon.com. That's too much money on each sale. The other important part is that [sellers have been paying Amazon more PER TRANSACTION every single year for the past 6 YEARS](#). These costs include advertising, sales commissions, warehousing, packing and delivery. No wonder ["all companies fear Death by Amazon"](#). Finally, let's remind ourselves that [Amazon uses sellers as data to see which products are a success, then copy them and sell a Amazon version of it \(!\)](#).

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