

1. Amazon.com marketplace Overview

- Amazon Group

- Marketplace (자체브랜드 Amazon Basics + 3rd party sellers)

What is an Amazon Basics?

AmazonBasics is a private-label product line owned by Amazon, offering a diverse range of everyday consumer goods. These products have various categories, including electronics, home and kitchen essentials, office supplies, and more. Oct 15, 2024

- Amazon Handmade


Can you make money with Amazon Handmade?





Profitability: According to Jungle Scout's 2022 State of the Seller Report, 33% of Handmade sellers have profit margins above 20%. Affordability: Amazon Handmade doesn't charge listing fees. There's just a 15% fee per sale, and an accurate breakdown of fees in your Manage Inventory dashboard.

- AWS


Amazon Web Services (AWS) is a cloud computing platform that offers a wide range of services for storage, compute, databases, analytics, and more. AWS is used by many customers, including startups, enterprises, government agencies, and nonprofits.

- Amazon KDP (**Kindle)


Amazon Kindle Direct Publishing (KDP) has a leading market share in the ebook space, with a share of **nearly 70% in 2023**. Amazon's dominance in the book industry is also reflected in other areas, including: 

- **Print book sales:** Amazon accounts for 70–80% of all print books bought online. 
- **Book sales by country:** Amazon is popular in many countries, including the UK, Italy, and Germany. 
- **Book sales by format:** Amazon sells approximately 75% print books and 25% ebooks. 
- **Book sales by seller:** Independent sellers contribute over 60% of sales in the Amazon store. 


- Affiliate (Amazon Associates)

As of January 2024, Amazon Associates has **47.3%** of the global affiliate market share. This makes it the largest affiliate program in the world. 




Here are some other top affiliate programs: 

- **C.J. Affiliate:** 7.67% market share
- **Rakuten:** 7.24% market share
- **ShareASale:** 6.97% market share
- **AWIN:** 5.47% market share

Amazon Associates is a popular choice for content creators, publishers, and bloggers to monetize their traffic. 


- Amazon.com 의 상품수 : 3억5천만 ~ 4억 products (**21개 국가에는, 6억 products 정도)

Amazon has **more than 350 million** products, including those sold by third-party sellers. Amazon itself sells over 12.2 million products, including those from Amazon-owned brands like Amazon Basics. 


(*) [아마존은 21개 국가에 진출](#)


- 아마존닷컴 Top seller 의 60% 가 중국셀러로 알고 있음

 Search Labs | AI Overview

Chinese sellers make up a significant portion of Amazon's top sellers, with estimates ranging from **45% to 59.3%**: 

- **Top 10,000 sellers:** 49% of these sellers are based in China, compared to 47% based in the US 
- **Top 50,000 sellers:** 58% of these sellers are based in China, compared to 37% based in the US 
- **Top 100,000 sellers:** 58% of these sellers are based in China, compared to 36% based in the US 
- **Active sellers (1 million+):** 37% of these sellers are based in China, compared to 50% based in the US 
- **Amazon Europe Marketplace:** 45% of sellers with over \$1 million in revenue in 2019 were based in China 
- **Overall Amazon:** 59.3% of the top sellers are based in China 

Chinese sellers also supply a large portion of Amazon's finished goods and components. 

Some say that Chinese sellers are good at bringing products to market quickly. Others say that the majority of Amazon consumers don't know who is selling a product and often assume it comes from a brick-and-mortar store. 

- What is ASIN and what purposes are used for?

ASIN stands for **Amazon Standard Identification Number**, and is a unique 10-character alphanumeric identifier assigned to every product on Amazon. ASINs are used for a variety of purposes, including:



- **Product identification:** ASINs help distinguish and track products within the Amazon catalog.
- **Product organization:** ASINs help organize inventory, group offers for the same item, and protect shoppers from counterfeit products.
- **Market research:** ASINs can be used to monitor competitor products, gaining insights into sales volume, pricing, and customer reviews.
- **Product detail pages:** ASINs are a key part of a product detail page and can be found in the Product details or Product information section.
- **Product URLs:** ASINs can be found in the product URL.

ASINs can be used to find products, update pricing, track inventory, and monitor sales performance.

The only exception to the use of ASINs is for books, which are identified by their ISBN number.

- TBA 트래킹넘버

An Amazon tracking number is **a unique identifier that allows you to track the status and location of your package from Amazon**:

How to find it

You can find your tracking number in your order details on Amazon.com after your order has shipped. You can also find it in the email you receive after your order ships.

How to track it

To track your package, you can:

1. Go to Amazon.com or open the Amazon app
2. Sign in to your account
3. Click Your Orders
4. Find the order you want to track and click Track Package

2. Amazon.com 을 supplier 로 하는 주요 이유

(*) 아마존 계정 : 판매 계정은 “하나” 밖에 못 만들지만, 구매계정은 무한생성 가능 (이름, 전화번호, 신용카드 가 달라야 함.)

- 다양한 상품 (3억5천만 Products+)
 - Quality products (**아마존 Top seller 의 60% 가 중국셀러)
 - Faster delivery
 - Return / Refund 의 편리성
 - 기타 : 미국인의 60% 는, 아마존에서 구매경험 있음 (**아마존셀러 로서는 권하지 않으나, 바이어로는 why not) - 미국인의 취향을 직접적으로 알수 있다는 부가 효과 도 있음.
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