# E-commerce brands prepare for 2025 challenges on Amazon



As businesses move closer to 2025, the evolving landscape of e-commerce, particularly on Amazon, presents unique challenges and opportunities for brands. Asha Bhalsod, the founder of Etopia Consultancy, provided insights for Toy World readers, outlining critical focus areas that brands should prioritise to ensure their continued success on the platform.

One prominent issue identified by Bhalsod is the necessity for brands to de-risk their Amazon presence. She emphasises the importance of adopting hybrid models and rationalising product ranges to mitigate over-reliance on Amazon's Vendor (1P) model. According to Bhalsod, businesses that remained solely within Vendor Central faced significant risks due to the unpredictability of Amazon's policies, which can result in sudden actions such as 30-day account closures and reduced purchase orders, leaving brands vulnerable to changes outside of their control.

Profitability is highlighted as a central concern for 2025, with Bhalsod stating that vendors who do not meet profitability benchmarks may encounter serious repercussions, such as decreased purchase orders. The evolving Amazon marketplace necessitates a robust understanding of profitability metrics, making it essential for brands to focus on improving their financial outcomes in order to thrive.

In the realm of advertising, Bhalsod notes that the landscape within Amazon has shifted dramatically, particularly concerning advertising costs. With rising Cost Per Click (CPC) rates, brands can no longer afford to engage in broad, upper-funnel campaigns without a strategic focus on return on advertising spend (ROAS). To navigate this change effectively, Bhalsod recommends employing targeted, lower-funnel strategies designed to drive conversions and support sustainable growth. The use of tools such as Amazon Marketing Cloud (AMC) is advised for obtaining deeper insights into customer behaviours, which can facilitate more precise campaign optimisation for enhanced performance.

The insights from Bhalsod are part of a broader dialogue on future-proofing Amazon businesses, as brands must adapt to the continuing evolution of the platform. By addressing these key focus areas, companies can position themselves to increase their competitiveness and profitability in an increasingly complex e-commerce environment. Further information detailing additional focus areas and solutions for common challenges brands face on Amazon can be found in the January issue of Toy World magazine.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.productsup.com/blog/top-amazon-ecommerce-trends-to-know-for-2025/> - This article discusses the necessity for brands to adapt to Amazon's evolving policies and marketplace, including the importance of hybrid models, rationalizing product ranges, and focusing on profitability metrics, all of which align with Bhalsod's insights on de-risking Amazon presence and improving financial outcomes.
2. <https://www.productsup.com/blog/top-amazon-ecommerce-trends-to-know-for-2025/> - It highlights the expansion of Amazon into new markets, such as the launch of the Ireland marketplace, which is relevant to the broader dialogue on future-proofing Amazon businesses and adapting to the platform's evolution.
3. <https://www.productsup.com/blog/top-amazon-ecommerce-trends-to-know-for-2025/> - The article mentions Amazon's increased focus on advertising opportunities, such as more ads on Prime Video, which supports Bhalsod's advice on the need for targeted advertising strategies to manage rising CPC rates.
4. <https://www.productsup.com/blog/top-amazon-ecommerce-trends-to-know-for-2025/> - It discusses Amazon's sustainability initiatives, which is another area where brands need to focus to meet consumer demand and align with Amazon's policies, as suggested by Bhalsod.
5. <https://www.nosto.com/blog/future-forecast-ecommerce-trends-2025/> - This article forecasts ecommerce trends for 2025, including the rise of membership programs similar to Amazon Prime, which underscores the importance of adapting to consumer behaviors and loyalty programs as part of future-proofing Amazon businesses.
6. <https://www.nosto.com/blog/future-forecast-ecommerce-trends-2025/> - It emphasizes the need for ecommerce brands to offer added benefits to shoppers, such as free delivery and early access to sales, which aligns with the strategy of improving customer engagement and loyalty on Amazon.
7. <https://www.productsup.com/blog/top-amazon-ecommerce-trends-to-know-for-2025/> - The article mentions the use of AI Shopping Guides by Amazon, which is part of the broader trend of leveraging technology to enhance customer experience and drive conversions, a point relevant to Bhalsod's advice on targeted advertising strategies.
8. <https://www.productsup.com/blog/top-amazon-ecommerce-trends-to-know-for-2025/> - It discusses the importance of optimizing product data for interactive ads, which supports Bhalsod's recommendation to use tools like Amazon Marketing Cloud for deeper insights into customer behaviors.
9. <https://www.productsup.com/blog/top-amazon-ecommerce-trends-to-know-for-2025/> - The article highlights Amazon's logistical support and the need for sellers to prepare localized product listings, which is crucial for de-risking and expanding their presence on the platform.
10. <https://www.productsup.com/blog/top-amazon-ecommerce-trends-to-know-for-2025/> - It mentions the expansion of Amazon's global footprint, including new marketplaces, which is a key aspect of future-proofing and adapting to the evolving ecommerce landscape.
11. <https://www.nosto.com/blog/future-forecast-ecommerce-trends-2025/> - The article discusses the overall evolution of the ecommerce landscape, including technological advancements and shifting consumer behaviors, which is essential for brands to understand in order to remain competitive on Amazon.
12. <https://toyworldmag.co.uk/exclusive-asha-bhalsod-on-the-problem-with-your-amazon-strategy/> - Please view link - unable to able to access data