

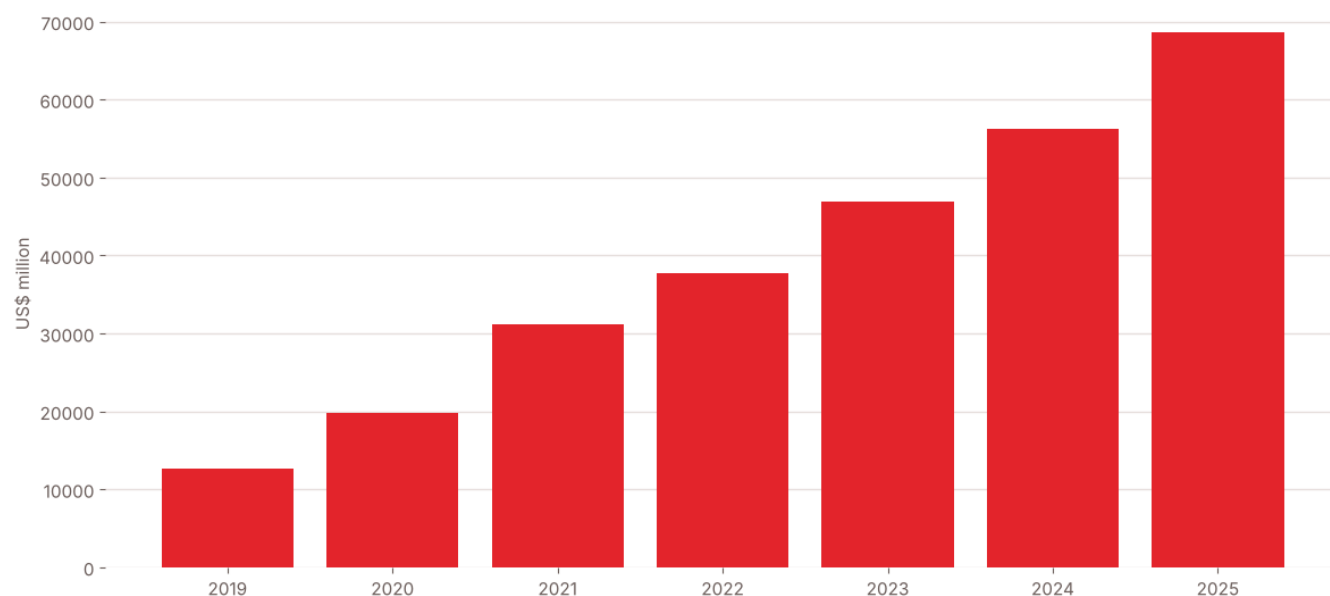
ECOMMERCE

Amazon advertising services revenue, 2019 to 2025

Amazon earned \$68.6 billion from advertising services in 2025, more than five times the \$12.6 billion it reported for 2019. Advertising has grown every year in Amazon's filings and rose by \$12.4 billion in 2025 alone.

Online, with downloads and the latest version: <https://www.anthonymcgrath.co/data/amazon-advertising-revenue/>

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Source: Amazon.com · Free data: [anthonymcgrath.co/data/amazon-advertising-revenue/](https://www.anthonymcgrath.co/data/amazon-advertising-revenue/)

Key findings

- Amazon's advertising revenue reached \$68,635 million in 2025, up from \$12,625 million in 2019.
- Ad revenue grew 22% in 2025, from \$56,214 million in 2024 to \$68,635 million.
- The fastest growth came in 2021, when advertising revenue rose 58%, from \$19,773 million to \$31,160 million.

The data

Year	Advertising services net sales (US\$ million)
2019	12,625
2020	19,773
2021	31,160
2022	37,739
2023	46,906
2024	56,214
2025	68,635

Sources

Amazon.com, Inc., Form 10-K for 2025 (SEC) (Net sales by groups of similar products and services, Advertising services, 2023 to 2025)

<https://www.sec.gov/Archives/edgar/data/1018724/000101872426000004/amzn-20251231.htm>

Amazon.com, Inc., Form 10-K for 2022 (SEC) (Advertising services, 2020 to 2022)

<https://www.sec.gov/Archives/edgar/data/1018724/000101872423000004/amzn-20221231.htm>

Amazon.com, Inc., Form 10-K for 2021 (SEC) (Advertising services, 2019)

<https://www.sec.gov/Archives/edgar/data/1018724/000101872422000005/amzn-20211231.htm>

Method

Annual 'Advertising services' net sales taken from the segment note in Amazon's 10-K filings, using the most recent filing reporting each year.

Notes

Amazon first broke out advertising as its own line in the 10-K for 2021, with figures back to 2019; earlier years were included in 'Other' and are not comparable, so are left out.

How to cite

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