

Beyond Amazon: Disruptors & Innovators - US - September 2019

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- Prime advantages
- Amazon may be big – but it's not invincible
- Room to succeed with focused e-commerce initiatives
- Streaming one area where Amazon isn't in the lead
- Amazon likely to make the most of its smart speaker advantage



"Over the course of 25 years, Amazon has grown from a tiny upstart online bookstore to the world's largest ecommerce company. However, being on top also puts Amazon at risk of being disrupted by the Amazons of tomorrow. While it increasingly may seem that virtually every company competes with Amazon, it is by no means a foregone conclusion that Amazon will always win."

Vince DiGirolamo, Director
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of Retail Research

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