

ECM01: E-commerce Marketplace Analytics

Executive Summary | January 31, 2026

GMV Metrics

\$981B

TOTAL GMV

1513M

ACTIVE CUSTOMERS

175M

PRIME MEMBERS

21M

DAILY PACKAGES

Marketplace

3P Share: ~60% | **Top Category:** Electronics

Fulfillment

Same Day: 22% | One Day: 32% | AOV: \$95

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