

## Consumer Buzz

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### How Big Is Amazon?

*Ann-Marie Vazzano*

Huge, according to a recent survey from Power Reviews. Seven in 10 shoppers (71%) make at least one purchase from Amazon each month, and approximately 15% of consumers make four or more monthly Amazon purchases. So what's the appeal?

- Variety of products: 79%
- Free shipping: 64%
- Better deals: 60%
- Mobile experience: 29% **GP**