

# AMAZON BECOMES THE GO-TO PORTAL FOR PRODUCT SEARCH

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Consumers are now going directly to Amazon to begin their product search, as opposed to Google. This is an exact reversal of the stats from three years ago according to digital intelligence platform Jumpshot. The eCommerce giant has an 80% share in many categories, meaning that it is reaching limits in terms of further growth. Those in which it still has room to extend its dominance include women's clothing (42%) and furniture (47%).

To learn how Amazon is also winning the battle for voice commerce, read our [Voice Retail](#) market.