

Amazon Launches Low-Cost Ecommerce Service Globally

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Amazon announced on 7 November 2025 that it is rolling out its low-cost ecommerce service—branded as **Amazon Bazaar**—to 14 additional markets worldwide. The initiative comes amid rising consumer pressure and growing competition in value-led retail, particularly from Chinese fast-fashion and discount platforms.

What the Service Offers

The new service will feature a majority of products priced under **US\$ 10**, with some items going as low as **US\$ 2**. The range spans everyday essentials, home-goods and fashion, signalling Amazon's intent to occupy the ultra-value segment across categories.

Markets & Timing

Among the new territories are Hong Kong, the Philippines and Taiwan. The timing is noteworthy: with import tariffs, economic headwinds and cost-sensitive consumers. Amazon appears to be repositioning to capture spending from budget-conscious shoppers.

Strategic Implications

By launching Amazon Bazaar, Amazon is directly targeting rivals such as Shein and Temu—brands that built their growth on ultra-cheap product assortments and international scale. For Amazon, the move could help extend its reach in emerging markets and value segments where it has less dominance compared to its core full-price offering.

What to Watch

- **Margin pressure:** Ultra-low-price items are challenging for profitability, especially when logistics and fulfilment costs are high.
- **Brand perception:** Amazon must balance the volume/value strategy with its existing premium-to-mid market identity.
- **Localisation & logistics:** Success in each market will hinge on local supply-chains, consumer trust and fulfilment efficiency.

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