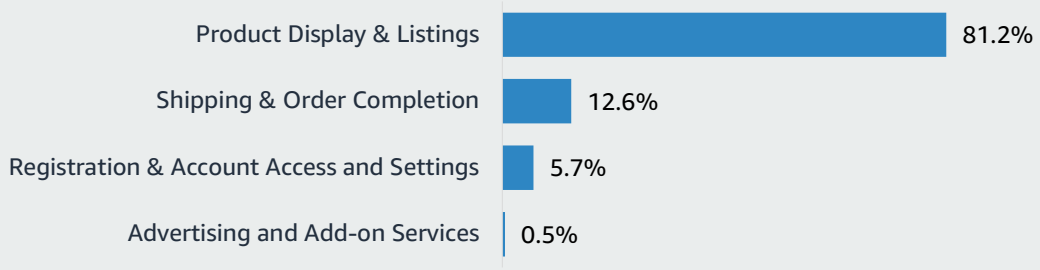
EU Platform-to-Business (P2B) Report 2025

For the period 1 January 2025 to 31 December 2025

8.7%

of all EU Selling Partner engagements were complaints

Selling Partner Complaints by Topic



Resolution and Mediation

- We received ***334,955 complaints*** in the EU.
- On average, we resolved complaints in **7** days in the EU.
- **83%** of Selling Partner complaints in the EU were resolved to the Selling Partner's satisfaction.
- In the EU, Amazon received **172** requests for mediation from Selling Partners, with **0** requests proceeding to mediation.