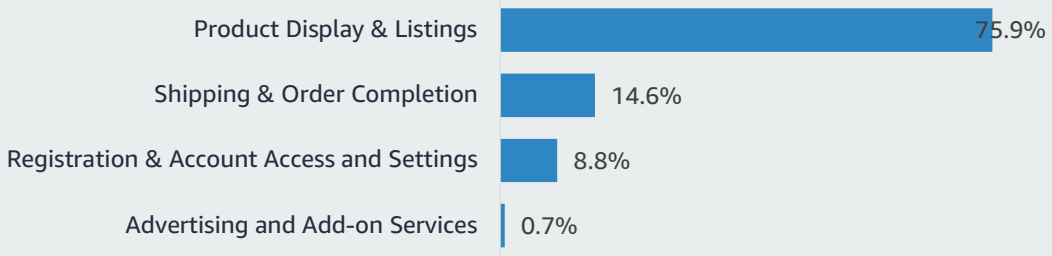
UK Platform-to-Business (P2B) Report 2025

For the period 1 January 2025 to 31 December 2025

7.3%

of all UK Selling Partner engagements were complaints

Selling Partner Complaints by Topic



Resolution and Mediation

- We received ***131,403 complaints*** in the UK.
- On average, we resolved complaints in **5.3** days in the UK.
- **81%** of Selling Partner complaints in the UK were resolved to the Selling Partner's satisfaction.
- In the UK, Amazon received **757** requests for mediation from Selling Partners, with **10 requests proceeding to mediation. Of those 10 requests, the mediator issued a recommendation in Amazon's favour in 9 of these**.