A Data-Driven Whitepaper on

Pricing Differences Across Marketplaces by

omniaretail

incl. in-depth analysis of

ebay Kaufland amazon

Table of contents

01 Introduction

02 How Marketplaces Influence Pricing

03 Building your Marketplace Pricing Framework

04 Insights from Marketplace Pricing Research

05 Developing a Data-driven Pricing Strategy

06 Measuring Success and Optimizing Performance

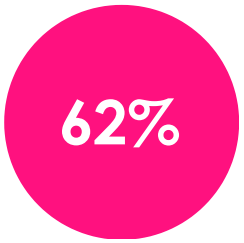
07 Conclusion

08 Frequently Asked Questions

Visit omniaretail.com

Executive Summary

Marketplace pricing has become a critical lever for both profitability and competitive edge in modern e-commerce. With marketplaces now accounting for 62% of all online purchases, the opportunity and complexity of pricing has never been greater. Companies selling on multiple marketplaces can achieve 190% more revenue compared to those selling on a single channel. Yet, many businesses still rely on a one-size-fits-all approach to pricing across platforms.



of online purchases via marketplaces

This whitepaper explores how and why pricing should differ between marketplaces like Amazon and eBay.

You'll learn **how to build a pricing strategy framework**, understand **platform-specific pricing trends**, and **apply data-driven practices to maximize performance and margin** across channels. Whether you're an enterprise brand or a growing retailer, this guide will help you tailor pricing strategies to the realities of each marketplace.



revenue uplift across multiple channels

01 | Introduction

The dominance of online marketplaces has reshaped how pricing functions in retail. Amazon, eBay, Kaufland, and other marketplaces now serve as primary touchpoints for millions of consumers. While this growth opens up powerful opportunities for visibility and revenue, it also introduces new challenges and particularly in setting prices.

Retailers that sell on multiple marketplaces enjoy outsized revenue gains, but that growth doesn't come without strategic effort. Pricing intelligently across channels is essential for staying competitive while protecting margin.

In this whitepaper, we explore why customized marketplace pricing is no longer optional, and how you can implement a differentiated strategy across Amazon, eBay, and beyond

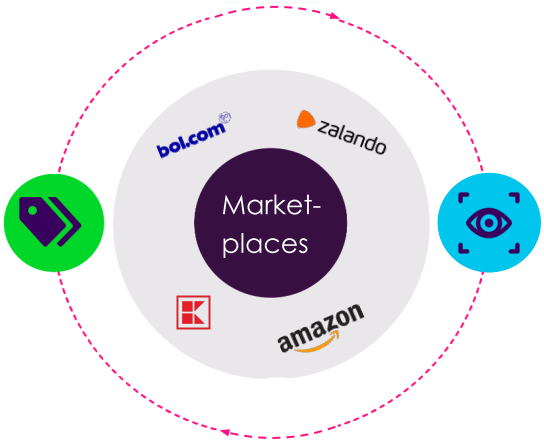
- Understand the impact of marketplace dominance on consumer behavior and retail pricing dynamics
- Learn why uniform pricing no longer works across platforms like Amazon, eBay, and Kaufland
- Explore the key risks of poor marketplace pricing, including margin erosion and lost buy box share
- Discover how to build a differentiated, channel-specific pricing strategy that protects profitability
- Get practical steps to automate and scale your pricing across marketplaces with the right tools

02 | How Marketplaces Influence Pricing

Online marketplaces are fundamentally different from traditional retail environments. Their low entry barriers allow more sellers to compete, reducing the need for extensive SEO or paid advertising. As a result, prices are highly transparent and subject to continuous fluctuations.

Marketplaces introduce features like the Buy Box (particularly on Amazon), dynamic search algorithms, and instant comparison capabilities while all of which contribute to increasingly fluid pricing landscapes. These forces push sellers toward more responsive, data-driven strategies in order to maintain visibility and profitability.

Brands & Retailers
Retailers must balance visibility, profit and price competitiveness



Consumer
Comparing prices on portals and between marketplaces.

Competitors & Dynamic Pricing influencing both retailers and the marketplace.

Marketplaces drive competition and transparency

Pricing isn't static - market dynamics cause constant fluctuations

What Impacts Pricing Decisions on Marketplaces?

Competition: Price wars & frequent changes

Buy Box Dynamics: Crucial for sales performance

Commission Fees: Impact net pricing & margin strategies

Price Parity: Some platforms enforce consistent pricing

Consumer Perception: Pricing influences brand value & conversion rates

---

Key Differences Across Platforms

Each marketplace presents its own competitive dynamics and operational considerations.

- **Fee structures vary significantly,** influencing margin potential.
- **Customer behaviors differ:** Amazon shoppers often compare prices before buying, while eBay buyers may be more price-sensitive and receptive to deals.
- **Competition levels fluctuate,** impacting how aggressively you must price to remain competitive.



Marketplace pricing is not One-size-fits-all

03 | Building Your Marketplace Pricing Framework

Core components of an effective framework.

A successful pricing framework needs to align with your broader commercial goals and the specific attributes of each platform.

This means factoring in:



Customer expectations and behavior



Cost-to-serve and fee structures



Competitive positioning



Branding and long-term objectives

Selling across platforms demands more nuance than traditional e-commerce.

A single pricing model cannot effectively serve multiple channels without adaptation.

"Setting Pricing Goals per Platform

Given the varying competitive landscapes, customer behaviors, and fee structures across marketplaces, pricing objectives must often be tailored accordingly. The following examples are intended to showcase these differences in action.



Focus on Competition
On Amazon, winning the Buy Box might be paramount, driving you toward a competitive pricing strategy.



Focus on Customer Value
On eBay, where you can better control your brand experience and retain customer relationships, you might prioritize margin or loyalty over immediate sales.



Fleixble Pricing Focus
Frameworks should be flexible enough to allow both short-term tactics (e.g., promotions, discounts) and long-term strategies (e.g., brand positioning, market penetration).

Let's see how Omnia helps you tailor strategies that drive results where they matter most.

Book a Demo

04 | Insights from Marketplace Pricing Research

Research Overview

Our in-house pricing analysis examined over 12 months of data from January to December 2024, across beauty, sports, and fashion categories in the german market. We focused on non-promotional weeks to assess real pricing behavior, not temporary campaigns.

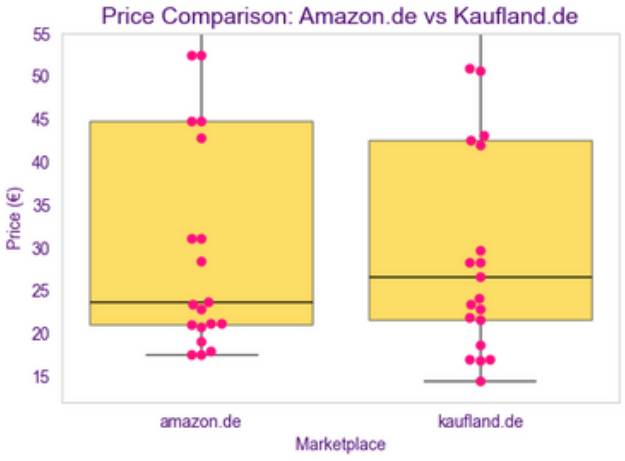
How do prices vary between marketplaces?

Pricing strategies vary significantly per marketplace – some platforms have more competition encouraging low pricing, while other maintain different fees leading to higher pricing.

Amazon tends to have lower prices than eBay, indicating a more competitive landscape.

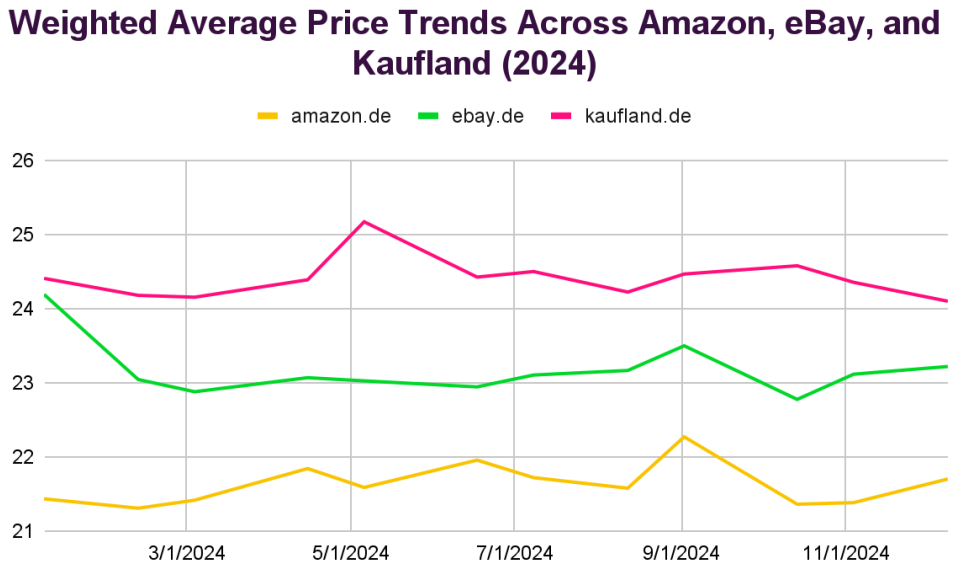


In comparison to Kaufland, lower pricing is expected, indicating a difference in associated fees.



How do marketplace prices change over time?

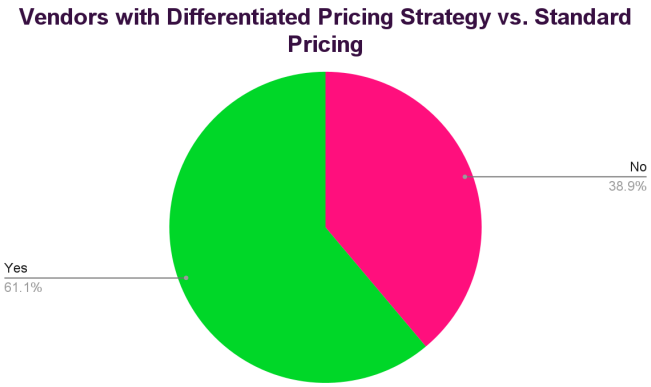
Understanding price trends across marketplaces helps identify competitive differences and strategic opportunities. While Amazon maintains stable pricing, eBay shows volatility, and Kaufland positions itself with consistently higher prices.



- **Amazon.de:** Pricing is relatively stable. This consistency suggests widespread use of automated repricing tools and a focus on winning the Buy Box.
- **eBay.de:** Higher price volatility. Sellers tend to respond more reactively to competitor pricing, leading to ongoing price shifts.
- **Kaufland.de:** Prices are both stable and high. This platform supports premium positioning and sees less discounting overall.

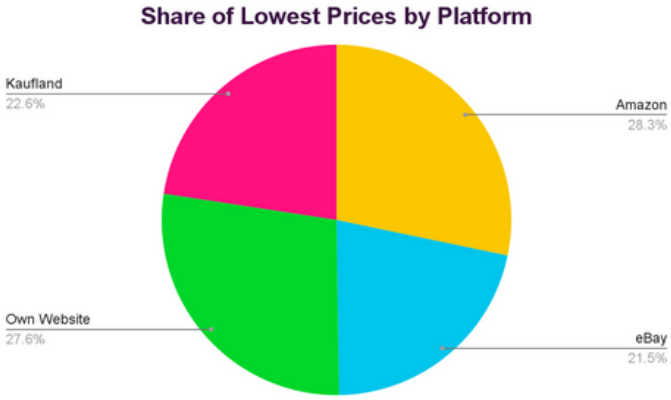
Different pricing strategies across marketplaces

According to the analysed data, **61.1% of vendors differentiate pricing** per platform, while 38.9% maintain uniform pricing across all channels. This breakdown offers insight into how retailers and brands navigate platform-specific costs, user behaviors, and competitive dynamics in shaping their pricing models.



Which marketplaces have the lowest & highest prices?

No single platform consistently offers the lowest price for vendors using this approach, highlighting the complexity of marketplace pricing.



Differentiating your approach per platform isn't just smart: It's necessary to remain both competitive and profitable.

Pricing differntly across marketplaces: Key takeaways

Marketplace pricing is not one-size-fits-all

- Different **levels of competition and fee structures** influence pricing per platform.
- Some marketplaces encourage low pricing, while others allow premium positioning.

Most vendors adjust prices per platform

- **61.1% of vendors use a differentiated pricing strategy** tailored to marketplace dynamics.
- No single marketplace **consistently offers the lowest price**, making pricing decisions complex.

Price trends reveal strategic opportunities

- **Amazon** maintains **stable** pricing.
- **eBay** shows **higher price volatility**.
- **Kaufland** positions itself with **consistently higher prices**.

Is differentiated pricing the right strategy?

Pros

- **Maximizes margins** based on platform fees & audience
- **Adapts to competition** per marketplace
- **Avoids price wars** on low-margin platforms

Cons

- **Risk of brand in-consistency** across channels
- Possible **minimum advertised price conflicts**
- More **complex monitoring & strategy** execution

05 | Developing a Data-Driven Pricing Strategy

Why data matters

A data-driven approach is essential in today's marketplace landscape. Research shows that data-led organizations are **19 times** more likely to remain profitable. High-quality marketplace data enables informed decision-making around when and where to adjust pricing for maximum impact.

Leveraging Omnia for marketplace pricing

Omnia offers robust capabilities for building a marketplace pricing strategy



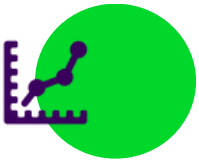
Marketplace monitoring
Track prices across marketplaces and categories.



Competitor analysis
Understand who's selling similar products, at what price, and on which platforms.



Custom strategy execution
Build tailored strategies with whitelists, blacklists, pricing trees, and automated timing.

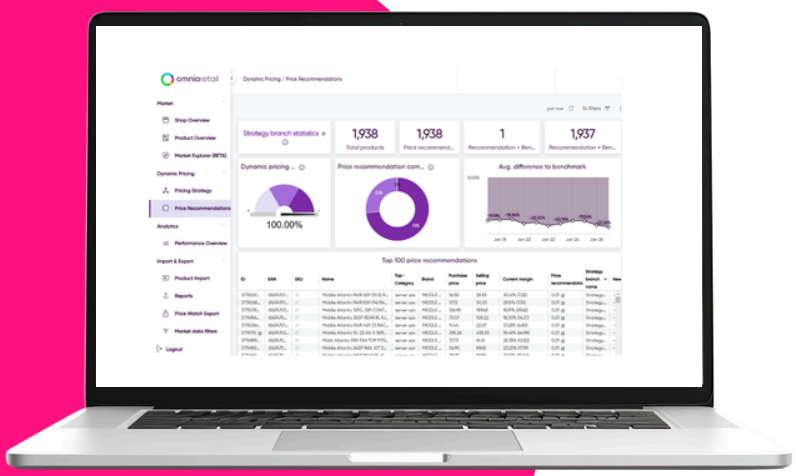


Dynamic updates
Access real-time or scheduled price refreshes to stay ahead of the competition.

Questions Omnia helps you answer:

- Which marketplace has the highest number of listings in my category?
- Where are competitors pricing below me?
- Where is the largest average price gap?
- Which platforms offer the least price volatility?

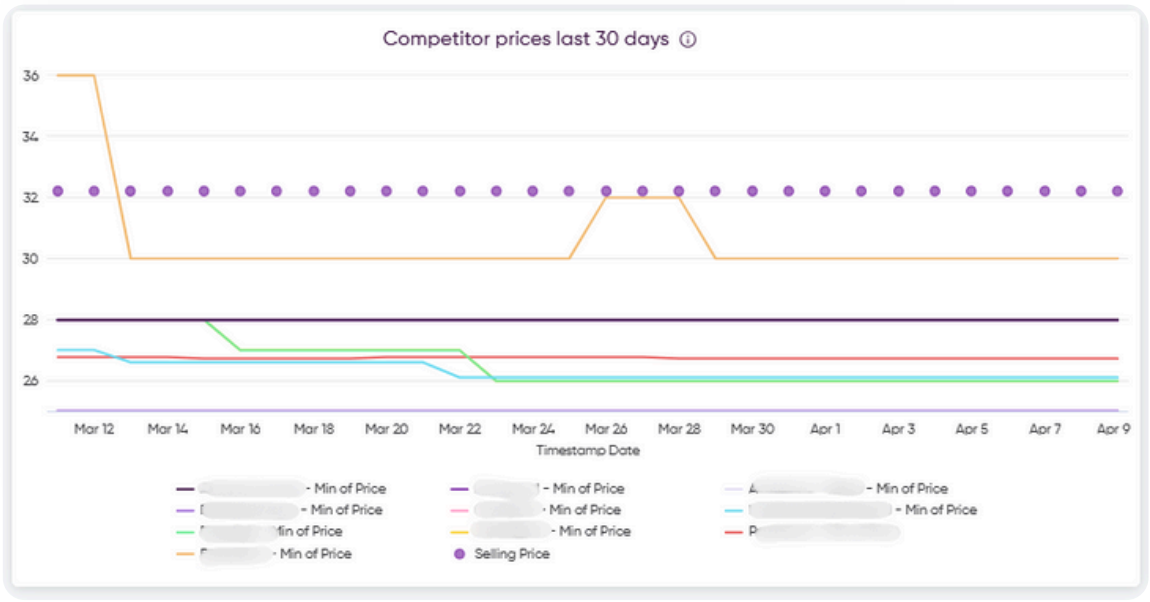
Armed with these insights, you can build pricing strategies that are not only data-driven but also dynamic and scalable.



Key pricing KPIs

To evaluate pricing performance across platforms, you should monitor metrics such as:

- Buy Box win rate
- Price change impact on sales volume
- Gross margin per marketplace
- Elasticity of demand by platform



Price change in the market and impact on sales volume

Understanding how market conditions and the prices of your competitors impact sales is crucial. With Omnia's insight, you will be able to better assess the influence of factors like competitor pricing on your product's performance.

These KPIs allow you to refine your strategy, detect shifts in the market, and respond proactively.

Balancing short- and long-term goals

Short-term pricing strategies can boost sales quickly through promotions or discounts. However, sustainable success requires a long-term view, focused on profitability, brand strength, and customer retention.

By prioritizing margin and refining your pricing strategies regularly, you ensure stability and profitability even in fast-changing environments.

"**Profit orientation** is the only meaningful goal because it is the only one that observes both the market side and the cost side."

—Prof. Hermann Simon

07 | Conclusion

Optimizing your marketplace pricing strategy is one of the most impactful ways to grow revenue and defend margin in today's hyper-competitive retail landscape.

The data is clear: sellers that tailor their pricing to the conditions of each marketplace consistently outperform those that use identical pricing everywhere.

In this whitepaper, we focused on three major marketplaces: Amazon.de, eBay.de, and Kaufland.de. While there are many more platforms worth exploring, these three already illustrate a diverse range of marketplace dynamics:

- Amazon.de demands competitive pricing to win the Buy Box but offers relative price stability.
- eBay.de allows for flexible positioning but requires agility due to pricing volatility.
- Kaufland.de supports premium pricing strategies and stable margins.

Despite their differences, the insights drawn from these marketplaces offer a solid foundation for building a scalable, effective pricing strategy. Data-led insights, combined with advanced tools like Omnia, allow sellers to adapt quickly to market shifts. With the right framework in place, you can turn marketplace pricing from a challenge into a competitive advantage.

08 | Frequently Asked Questions

Is it beneficial to use different pricing strategies on Amazon and eBay?

Yes. Each platform has different competition levels, fee structures, and customer behaviors. Tailoring your pricing to these variables allows for better margin control and competitive positioning.

How often should I adjust my prices on online marketplaces?

This depends on your pricing goals and market dynamics. With Omnia, you can monitor pricing continuously and automate updates to respond instantly to competitive changes.

How can I track competitors' pricing across marketplaces?

Use software like Omnia to see which competitors are active, what they're charging, and how your prices compare—including marketplace averages and delivery-inclusive totals.

How accurate and real-time is marketplace pricing data?

Omnia delivers near real-time pricing data that can be refreshed at your chosen intervals—far beyond the limitations of static or fixed-schedule systems.

How do I get insights into Buy Box dynamics?

You'll need to monitor not just pricing but also listing quality, fulfillment methods, and seller ratings. Omnia supports holistic tracking that helps you understand and influence Buy Box performance.

Partnering with Omnia Retail

When you team up with Omnia Retail, you're not just getting dynamic pricing software. You're gaining a strategic partner committed to empowering you with pricing superpowers that drive profitable growth. With over a decade of in-house experience in global price scraping, we're a trusted data partner to some of the world's top retailers and brands.

Every Omnia customer gets personalised support from our Customer Success team to help put real-time pricing data and competitive insights into action. We don't just offer tools. We provide the knowledge, best practices, and curated strategies to help your teams succeed across industries like electronics, home goods, and sportswear.

Our mission is to make pricing a competitive advantage. With intuitive features like the Pricing Strategy Tree™, your team can easily automate, test, and refine pricing strategies in seconds. This gives you full control, clear visibility, and the agility to grow profitably in any market.

Ready to turn marketplace insights into pricing superpowers?

omniaretail

Book a Demo