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Amazon reveals strong results

Profits up 9% on good Christmas sales

by Amy-Mae Elliott published on 30 January 2009

We already know Amazon had a good Christmas, but the company's latest financial results have now revealed just how good.

Revenue increased 18% to \$6.7 billion, beating Wall Street estimates and profits rose 9% in the last 3 months of 2008.

The e-tailer, that announced it was selling 72.9 items per second in its peak Christmas sales period, saw net profit hitting \$225 million, up from \$207 million the year before.

As with previous years, Amazon did not reveal the sales tally for its Kindle ebook reader, but boss Jeff Bezos stated: "We had anticipated strong demand and what we saw was stronger than that".

A new Kindle is rumoured for launch next month.

