

Amazon.com Inc. bulls believe the company's shares are poised to reclaim market leadership after years of lagging behind Big Tech rivals.



AMAZON WEB SERVICES: HOW BIG IS AWS?

[INFOGRAPHIC]



The optimism centers on rising demand for **Amazon Web Services (AWS)**, positioned to benefit from the rapid expansion of artificial intelligence. AI is also expected to enhance Amazon's core e-commerce unit, improving ad targeting and boosting efficiency across its vast logistics network.

Pat Burton, portfolio manager at Winslow Capital Management, said: *"An improvement in AWS should materially shift perceptions of Amazon's stock, which has been seen as the cloud laggard."*

In 2025, Amazon shares were the worst performers among the "Magnificent Seven," gaining just 5% compared to the Nasdaq 100's 20% surge. Early 2026 has brought a reversal: shares are up slightly, even after Tuesday's 3.4% drop, trailing only Alphabet as the rest of the group sold off to start the year.