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*"The safety of the people
is the highest law"*
-CICERO

Amazon Forces Price Increases

Stop it! - In February, California Attorney General Rob Bonta filed a law suit against Amazon to halt a widespread price-fixing. "Amazon tells vendors what prices it wants to see to maintain its own profitability," Bonta alleged. "Amazon can do this because it is the world's largest, most powerful online retailer."

His claim is that Amazon has been forcing vendors who sell on and off the platform to raise prices, and cooperating with other major online retailers to do so.

Its huge! - The scale of the scheme is huge; according to Amazon's latest investor report, Amazon earned \$426 billion of revenue in its 2025 North America online shopping business, which is *about \$3000 for every household* in America. Prices for third-party goods on the Amazon online platform, roughly 60% of its total sales, have been going up at 7% a year, more than twice the rate of inflation.

Cause of inflation! -And because this scheme impacts goods sold off of Amazon's website as well, there's a reasonable chance that it has had an impact on price levels overall in America. According to the Institute for Local Self Reliance, it's becoming increasingly clear that consolidation and *price-fixing are linked to inflation*. This is how the big guys cheat the little guys every day of the week. Thought you should know.

Respectfully,



William C. Faber, Jr.