

Amazon Prime reaches 100 million subscribers

Written by Jason

Thursday, 19 April 2018 02:23 -

Amazon has always been pretty tight-lipped about just how many Prime subscribers have, but thanks to a letter to their shareholders they revealed that they've reached the 100 million mark which is a pretty big accomplishment. 2017 was a good year for Amazon and it doesn't appear that they're about to let up anytime soon. [The Verge has more on this story.](#)

Amazon CEO Jeff Bezos has revealed in his annual shareholders letter today that his company has over 100 million Prime members, marking the first time in the 13-year history of Amazon offering its Prime membership that the company has ever revealed its number of subscribers.

Analysts have speculated for years as the scope of Amazon's premium service, which Amazon has kept secret for years. According to Bezos, Amazon Prime also saw its best year ever in 2017, with the company shipping over five billion products with Prime and signing up more new members than in any previous year.