Amazon as a Hardware Retailer: Reading the 2025 Sustainability Report Beyond the Data Center

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Amazon’s 2025 Sustainability Report discloses real scale on the reverse logistics side of its business: 225,000 metric tons of CO2e prevented since 2020 through its re:Cycle Reverse Logistics program, more than a million new hard drives avoided since 2023, and UL-certified Zero Waste to Landfill performance across every device assembly site worldwide. But Amazon is not only a data center operator. It is the largest hardware retailer and marketplace on the planet, and that second identity, hundreds of millions of returned, resold, and donated items moving through Outlet, ReCommerce, and third-party sellers, is where the circularity picture gets much harder to verify.

In this report, we break down what Amazon’s disclosures get right on both sides of the business, identify where the marketplace-scale electronics stream falls outside what’s publicly measured, and outline what ITAD and recycling companies need to know if they intend to position themselves as certified partners to a hardware distributor operating at Amazon’s scale.

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