

NEW REPORT

The Top Christmas Bestsellers on Amazon 2016/17

Selected categories - December 2016

ResearchFARM

Amazon Bestsellers Tracker

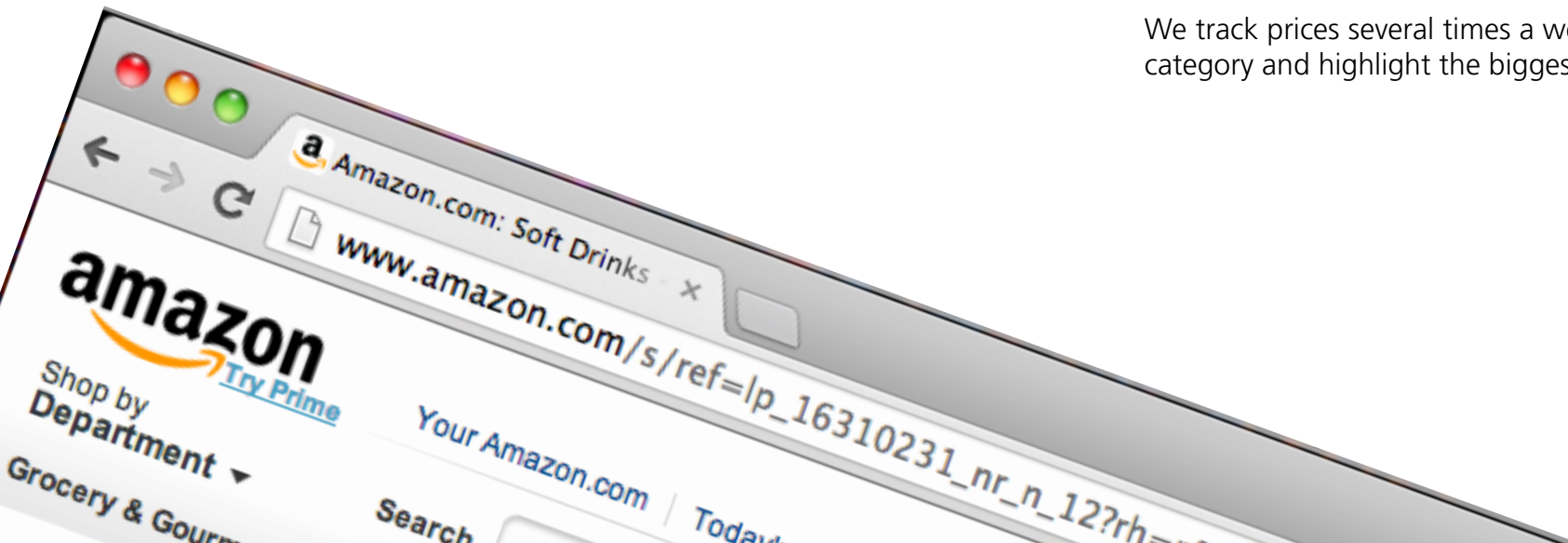
Ecommerce grows much faster than bricks and mortar retail, Amazon grows much faster than ecommerce, the Amazon marketplace (3P) is growing much faster than Amazon (1P) in physical products. But - Amazon apart - no one really knows what the dynamics of the marketplace actually are.

Amazon operates the the most professional online marketplace in the world. Neither FMCG companies or retailers can ignore Amazon and in future every company will have to adjust their strategies in how to cooperate or compete with them.

As Amazon does not release any data our Best Seller tracker will give you unique insights into which products are outperforming

For the first time ResearchFarm offers you our Amazon Best Seller tracker tool to analyse what the Best Sellers are on a monthly basis in any category on any Amazon platform.

We track prices several times a week for hundreds of items in every category and highlight the biggest price variations.



Methodology

ResearchFarm provides retailers and manufacturers with an innovative tool to benchmark their performance on Amazon. For this purpose, our analysts have devised a **new mechanism to rank Amazon Best Sellers per category and monitor item performance on a monthly basis** for each of the nine regions, where Amazon operates a website: Canada, China, France, Germany, Italy, Japan, Spain, the United Kingdom and United States. For each of them a number of product categories are available. The tracked Best Seller items are either offered by Amazon itself and/or by third-party sellers.

Amazon provides hourly rankings of Best sellers and the data is calculated by a secret logarithm based on item rotation, so it reflects rather a volume than a value measure. ResearchFarm's aggregation is based on a points systems averaging the hourly data by assigning points to the items appearing most frequently in these hourly ranking. From this scoring method we are able to determine the monthly top sellers for each category in each Amazon geography.

- ResearchFarm always monitors the lowest new prices, excluding shipping, as offered to the end consumer. Shipping costs have been excluded, as these vary with the shipping zone a customer lives in and hence cannot be represented accurately.
- Our internal tests indicate that the results are highly consistent over time and can be used as a benchmark to compare item performance.
- Each of the reports is based on data collected during the last thirty days. Free items (i.e. some e-books or apps) have been excluded.
- Second hand or used products have also been excluded from the rankings.

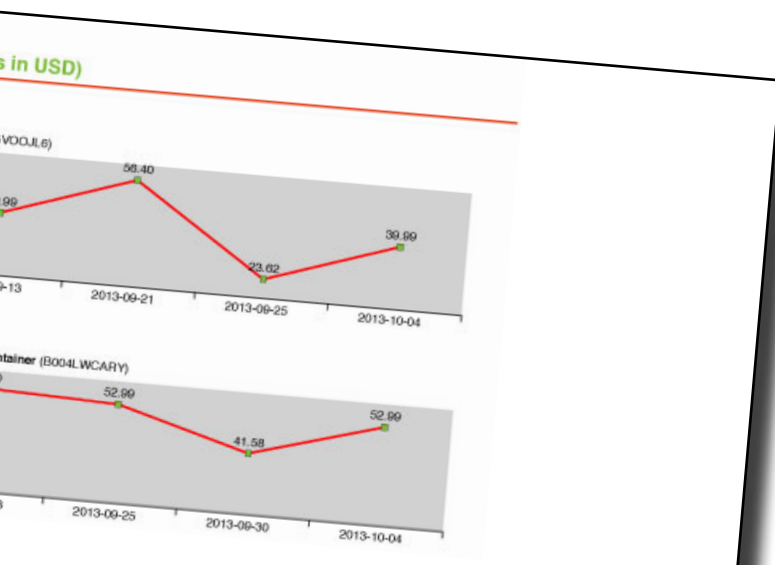


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Beauty



Amazon Best Sellers: Top 500 (prices in CAD)

Rank	Reference	Product	Brand/Manufacturer	Top Seller	Sellers	Avg	Min	Max
1	B015E1IZTC	LuckyFine Blackhead Deep Cleaning Remover Purifying Peel Acne Black Mud Face Mask	LuckyFine	AnyMall	2	9.99	7.99	11.99
2	B0014P8L9W	Aztec Secret Indian Healing Clay Deep Pore Cleansing, 1 lb	Aztec	Northern Shipments	39	11.20	7.95	14.22
3	B003QZXZQC	NIVEA MEN Active Lip Care 4.8g	Nivea	Amazon.ca	2	2.09	2.09	2.09
4	B00PL3DK26	20% Vitamin C Serum - 60 ml / 2 oz Made in Canada - Certified Organic + 11% Hyaluronic Acid + Vitamin E Moisturizer + Collagen Boost - Reverse Skin Aging, Remove Sun Spots, Wrinkles and Dark Circles, Excellent for Sensitive Skin + Includes Pump & Droppe	Allnaturaladvice	All Natural Advice	4	26.26	22.02	29.99
5	B00BOVOK3W	Dove Men +Care Active Clean Dual Sided Shower Tool 1 Count	Dove Men + Care	Amazon.ca	3	4.20	3.56	4.97
6	B000FS05VG	Revlon RV544F 1875W UltraLightweight Tourmaline Ionic Ceramic Dryer	Revlon	Amazon.ca	20	18.97	18.97	18.97



Amazon Best Sellers: Top 500 (prices in EUR)

Rank	Reference	Product	Brand/Manufacturer	Top Seller	Sellers	Avg	Min	Max
1	B01MATNBRG	Gesichtsmaske Schwarz, LuckyFine Reinigungsmaske Tiefenreinigung Mitesser Entferner Anti Akne I-Kontrolle Peel off Maske	LuckyFine	Tiopeseer	2	7.99	6.99	9.99
2	B005CVGJFM	Revitalash Advanced Augenwimpern-Conditioner	REVITALASH	Amazon.de	4	64.67	64.00	64.95
3	B00WW1E3M6	LUCKYFINE 60g Mitesser Entferner Gesichtsmaske Mud Suction Deep Clean Pore Acne Peel Purifying Black Head Peel off Maske anti Akne	CUCNZN	Sonline-HK	1	3.05	2.70	3.58
4	B00P7XF3K2	Tetesept Bder Geschenkset Verwhnmomente, 1er Pack (6 x 20 ml)	MERZ	Amazon.de	4	6.93	5.99	6.99
5	B001BEFO0K	Rosense 100\% naturreines, echtes Rosenwasser, vegan, 1er Pack (1 x 300 ml)	Rosense	Amazon.de	2	13.37	11.19	13.99
6	B016BRGMNY	Benjamin Bernard Bartl und Conditioner fr Mnner, 100ml Flasche	Benjamin Bernard	Second Glance Beauty	1	12.99	12.99	12.99
7	B000ZITLO8	Kneipp Badekomposition, 1er Pack (10 x 20 ml)	Kneipp-Werke GmbH & Co. KG	Amazon.de	11	9.75	7.99	9.99



Amazon Best Sellers: Top 100 (prices in EUR)

Rank	Reference	Product	Brand/Manufacturer	Top Seller	Sellers	Avg	Min	Max
1	B00TAGNSFO	LuckyFine Peel-off Masque Blackheads et Acn	KingSo	Tiopeseer	2	5.35	4.97	5.59
2	B01161IL20	Art Naturals Top 8 Huiles Essentielles - Huiles Essentielles de Qualit Pures 100\% - Menthe Poivre, Tea tree, Romarin, Orange, Citronnelle, Lavande, Eucalyptus & Oliban - Classe Thrapeutique, Idal pour Massage, Aromathrapie, Gurison, Revitaliser,	ArtNaturals	Art Naturals Frances	6	22.11	17.95	24.95
3	B01HOCD2G0	Lot de 12 Couleurs Maquillage Waterproof Lvres Mat Liquide Beaut Brillant Rouge Lvres	Generic	QING SUN	6	7.99	7.76	8.39
4	B00TTWB1NK	Frozen La Reine des Neiges Eau de Toilette pour enfant 30 ml	Frozen	Amazon.fr	2	3.61	3.00	7.42
5	B01BNN8B76	Shills Deep Cleansing Black Purifying Peel-off Mask - Supprime Points Noirs et Acn	Shills	Coldmoon Kosmetik	3	9.23	4.49	12.99
6	B016BRGMNY	Huile Et Hydratant Pour Barbe/Beard Oil - Benjamin Bernard - 100 ml	Benjamin Bernard	Second Glance Beauty	1	12.99	12.99	12.99



Amazon Best Sellers: Top 400 (prices in GBP)

Rank	Reference	Product	Brand/Manufacturer	Top Seller	Sellers	Avg	Min	Max
1	B01GVEZT2M	Beard Shampoo Conditioner Face Moisturiser Oil Complete Gift Pack Vegan Friendly	By My Beard	Innox Trading	6	8.18	6.74	9.50
2	B019XK58BI	Demarkt Pro Wool Make Up Brush Set 20 pcs Makeup Brush Set tools Make-up Toiletry Kit (Gold)	Feng Brush	Demarkt	3	2.46	1.74	4.36
3	B000NWGM8O	Joop! Homme Aftershave Splash - 75 ml	Coty	Amazon.co.uk	36	14.04	12.99	14.49
4	B01BVTPDFU	Premium Nature Bath Bombs Lush Gift Set - 6 Organic Essentila Oil Handmade Spa Fizzies, With Cocoa & Shea Butter, Relieves pain & Moisturizes Dry Skin	Premium Nature	Premium Natures	3	21.51	14.95	29.95
5	B0007MW2ZW	Taylor of Old Bond Street 150g Sandalwood Shaving Cream Bowl	Taylor of Old Bond Street	Amazon.co.uk	36	8.95	8.95	8.95
6	B000VOLCZC	Davidoff Cool Water for Men After Shave Splash 75ml	Coty	Amazon.co.uk	69	14.29	13.49	15.99



Amazon Best Sellers: Top 500 (prices in USD)

Rank	Reference	Product	Brand/Manufacturer	Top Seller	Sellers	Avg	Min	Max
1	B004B8AZH0	Gillette Fusion Manual Men's Razor Blade Refills, 12 Count	Procter & Gamble - HABA Hub	Amazon.com	1	28.23	27.32	39.99
2	B00XTAFYKY	Pure Body Naturals Beauty Dead Sea Mud Mask for Facial Treatment, 250g / 8.8 fl.oz	Pure Body Naturals	Pure Body Naturals	10	16.24	14.95	23.88
3	B00QZ67ODE	Philips Sonicare Essence Sonic Electric Rechargeable Toothbrush, White	Philips Sonicare	Amazon.com	27	24.97	24.97	24.97
4	B01EWBYUDU	EmaxDesign 20 Pieces Makeup Brush Set Professional Face Eye Shadow Eyeliner Foundation Blush Lip Makeup Brushes Powder Liquid Cream Cosmetics Blending Brush Tool	EmaxDesign	Emax-Design INC.	2	10.03	8.99	10.99
5	B00ARF42H0	Philips Norelco Multigroom Series 3100, 5 attachments, QG3330	Philips	Amazon.com	36	16.95	16.95	16.97
6	B01161IL20	Art Naturals Top 8 Essential Oils - 100% Pure Of The Highest Quality Essential Oils - Peppermint, Tee Tree, Rosemary, Orange, Lemongrass, Lavender, Eucalyptus, & Frankincense - Therapeutic Grade	ArtNaturals	Art Naturals	4	21.25	14.95	23.95

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