

**NEW
REPORT**

AMAZON BENCHMARK

ResearchFARM

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Retail Analysts

AMAZON: CROSS COUNTRY ANALYSIS AND RANGE COMPARISON BENCHMARKING

Carrefour



Walmart



TESCO

amazon.co.uk
and you're

WHERE ARE CARREFOUR'S STRENGTHS?

WHICH PRICE AND PACKAGING
COMBINATIONS DID PERFORM BEST?

IN WHICH CATEGORY WAS TESCO BEST AT
MATCHING AMAZON, IN WHICH WALMART?

May 2014

INSIDE:

Key questions
answered +
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Overview

INTRODUCTION

Details matter, and nowhere has this become clearer than in omnichannel and online retailing, which allows for data insights and granularity on an unprecedented level.

As offline dynamics are clearly different from online, it is vital for multichannel players to offer the right products, pack sizes (for example for diapers, washing powder), the right price points and the right delivery options to counter Amazon's prime.

Find out which retailer of the global Top 3 (Carrefour, Walmart, Tesco) did best overall in the execution of their defensive strategy viz a viz Amazon?

METHODOLOGY

This Amazon Best Seller tracker report reveals the top ten best selling products in the period from 6 January 2014 to 2 February 2014 within the Apparel, Beauty, Grocery, Health & Beauty and Toy categories on Amazon.com, Amazon.co.uk and Amazon.fr. The items were then cross checked during the same period with the websites of the leading retailers in three countries: Tesco in the UK, Walmart in the US and Carrefour in France to see how many (if any) of the top ten Amazon Best Sellers were sold by the other retailers.

This exercise offers crucial insights into how well the three retailers are matching Amazon's Best Sellers on their websites and highlights the product area(s) where the retailers are currently missing opportunities to generate incremental revenue – both on and arguably to a degree offline.



Key Questions Answered

- Which retailer of the global top 3 is furthest along in the omnichannel transformation, as defined by being able to offer the right products, at the right price point, at the right packsize on their websites?
- In which category was Tesco best at matching Amazon, in which Walmart?
- Where are Carrefour's strengths? Where were its main weaknesses?
- Which categories were poorly served by all omnichannel retailers, suggesting major opportunities for the buying teams for the online channel of the players?
- Which were the leading Best Seller products in the various categories?
- How similar/different are they from geography to geography?
- What is the average price of a Best Seller in the grocery category in Germany? How much do British shoppers spend on an Amazon Best Seller in the health & beauty category? And what is the average spend in the US beauty category?
- How many sellers sold the various Best Sellers on Amazon 1P and 3P?
- Which price and packaging combinations did perform best?
- Which products work best in the German context but not in the US?
- What product groups generally perform best online within these categories?

Carrefour: Toys - Analysis

Product	Brand Manufacturer/ Seller	Carrefour
Ravensburger - 24212 - Jeu éducatif premier âge - Colorino	Ravensburger	✓
Ouaps - 83169 - Jouet De Premier Age - Robocar Véhicule Transformable - Héli	Ouaps	✓
Leapfrog 89010 - Jeu Educatif Electronique LeapPad / LeapPad 2 / Leapster Explorer	Leapfrog	✗
- Cars 2	Vtech	✗
Vtech - 124905 - Jeu Educatif Electronique - Tut Tut Bolides - Mon Garage Éducatif	Disney	✗
Violetta - Personal Diary	Ouaps	✓
Ouaps - 83171 - Jouet De Premier Age - Robocar Véhicule Transformable - Poli	Cinereplicas	✓
Cravate Harry Potter Gryffondor en Soie	Ouaps	✗
Ouaps - 83170 - Jouet De Premier Age - Robocar Véhicule Transformable - Roy	Libellud	✓
Libellud - Jeux de stratégie - Dixit, jeu de stratégie, dès 8 ans	Vtech	✓
Vtech - 145905 - Jouet de Premier Age - Lumi Veilleuse des P'tits Copains		

Seven toys in the list are aimed at young children and many of them are educational in nature (three of the top four). This is a category that Carrefour does well in with 4 of the list represented. The retailer sells the number one selling product by all three of Ouaps's Robocar Véhicule Transformable series

Features & Benefits

FEATURES

- ResearchFarm have built a proprietary tool, the Amazon Best Seller tracker, to give you the best benchmark on Amazon currently available. The data is available for the following countries: Canada, France, Germany, Italy, Spain, United Kingdom, United States
- Listing the top selling brands, including exclusive brands to Amazon and online champions many have never heard about
- Showing categories and countries where Amazon already has a wider range than b&m retailers
- The outperforming niche brands and hidden champions shoppers cannot find in regular supermarkets
- Pricing, pack-sizes information, showing which combinations sell best online
- The data shows which categories are best served by brands and where private label is working online
- The reports are available in a PDF format and now also in excel.
- These reports are available for 100+ Amazon categories.

BENEFITS

- Find out whether Carrefour, Walmart and Tesco sold a specific Best Seller product on their websites or whether they missed out on sales
- Find out what the hot trends are online on Amazon right now and what other retailers should copy
- Find out what is the same across the markets and where the countries differ radically from each other
- Find out what products, prices and pack sizes worked best on Amazon last month
- If you are a multichannel retailer, this tool will provide the best benchmark for you to compete with Amazon. You will learn what the best selling products are for each category, including variants and packaging sizes. We show you the items that will be successful tomorrow, and the ones struggling where a price change or some promotional spend might be required.
- If you are the brand manager of a FMCG manufacturer, then this document will allow you to track and benchmark your competitors' products on the Amazon marketplace. So far, only your own sales numbers were available to you. Now you can identify who the competitors are, what products they are pushing forward, what variants/ packaging sizes work best for them and find out where the innovation is. You can cross-reference and benchmark these on the Amazon websites worldwide and anticipate future trends. With the fastest fallers (contained in the movers and shakers section), we show you the items which are falling fastest, so you can review your marketing-mix to face new up and coming competition.
- If you are a key account manager at a FMCG manufacturer, this tool will allow you to understand the pricing of your competitors and their resellers, authorised or not, and understand what impact the price changes might have on sales. You can fine tune your pricing strategy by adjusting packaging sizes and prices for every market and every category.

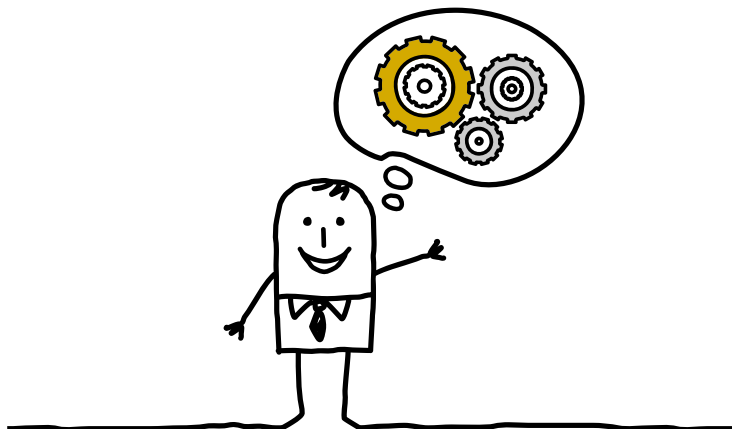


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Testimonials - Our Clients Say It Best



«Research Farm publishes great reports every year, and each report brings a unique perspective compared to any other information available elsewhere: the analyses go deep, they are supported with data, but what I most value is that each report is built around a 'clear story', contains proprietary insights and even sometimes innovative projections into the future which help us to think out of the box.»

Global Channel Category sales
Nestle waters

«For us the ResearchFarm reports are so useful. The information provided give us the opportunity to increase our knowledge about the retail industry and its key trends.»

Rafael Florez - CEO GS1 Columbia

«The discounters reports were and still are very helpful as we got lots of detailed information and figures we haven't found anywhere else. This has helped us to progress with our plans of expansion in the US and convince people internally of the market potential.»

Marketing Manager - Bonifaz-Kohler

«On DLF's (Danish Association of Fast Moving Consumer Goods Manufacturers) New Years Conference we had the great pleasure to hear ResearchFarm speak about future trends in on-line grocery retailing. The feed back from the conference participants was very positive as they gave ResearchFarm's presentation the highest score of all speakers, finding the analysis about the key success factors of chosen EU and US online retailers both very interesting and inspiring. We can therefore give ResearchFarm our best recommendation.»

Dagligvareleverandørerne

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