NEW REPORT

Amazon Annual Updates

UK Apparel 2014

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ResearchFARM

Amazon Bestsellers Trackers

What makes FOTL successful on Amazon?

What are Nike's best sellers products on Amazon?

How many jeans does Levi's sell on Amazon?

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 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.

WHAT YOU WILL FIND IN THIS REPORT:

- **Online competitive landscape**
- **Amazon UK 1P sales by quarter**
- **Amazon Clothing & Footwear sales 2011-2015**
- **Amazon pricing and seasonality effects on clothing**
- **Amazon best sellers for childrenswear, womenswear and menswear (annual ranking)**
- **Amazon UK sales by brand (Levis, Fruit of the Loom, Wrangler, Nike...), product group (jeans, jackets...) or category (menswear, womenswear...)**
- **Amazon annual TOP25 bestsellers estimated sales data**

Amazon Annual Updates

Our new Amazon Annual Best seller reports are available on a consultancy basis and deeply mine our own Amazon Trackers research and employ some unique in house modeling techniques. Harnessing insights from a variety of data inputs, the model enables us to estimate annual volume data per product/brand and as a second step the annual revenues per Best Seller.

For this, we use a combination of top down and bottom up approaches, involving consumer research, competitor intelligence and the data generated by our Amazon Tracker (more in the methodology section). We then apply a distribution curve, derived from actual volume data to the category in question to isolate the sales figures of the best performing products and brands.

To demonstrate our capabilities and showcase how this innovative concept will add value, we are releasing a report into the UK online clothing market 2014 and Amazon's position within it. Other categories and regions can be made available through our consultancy department.

Data available in our Amazon Annual Best Seller reports

The market
- Online market size for the category
- Competitive environment, major players, profiles, shares

Amazon's position
- Amazon sales and forecasts in the region, 1P and 3P
- Amazon sales within the category

Sales estimates
- Category average pricing, number of orders and number of products sold.
- Estimated Best Seller ranking by top selling product
- Estimated Best Seller ranking by top selling brand

Amazon Category insights
- Amazon monthly Best Sellers and price variation
- Top 100 Best Sellers in the category on a 12M period
- Top 25 Best Sellers for various subcategories (TBC)
- Top brands for the category over a 12M period, 3P seller data to follow

Charts and tables included:
- Amazon's quarterly sales & growth
- 1P and 3P value estimates
- Sales forecast
- 80/20 distribution curve
- Products ranking
- Brand ranking

FEATURES AND BENEFITS FOR A FMCG PLAYER

- Learn about our sales estimates for the category as a whole, where your brand sits on Amazon, estimated sales through a 1P relationship and 3P (which is usually obscured to brands). If there is no 1P relationship, find out about the marketplace sales of your brand.
- Benchmark your performance on Amazon based on annual best seller figures, how fast is your brand selling compared to the out performers? Compare and contrast our data with your in house data
- Establish the size of the prize (category) and dynamics within subcategories
- Gain insight into new trends, NPDs
- Find out which products, pack sizes, colours, styles work on Amazon
- Receive our Amazon forecasts and incorporate them into your in house planning

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.

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.

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