

Amazon Bestsellers Tracker

Grocery - Health & Beauty - Beauty
United States - United Kingdom - Germany
September 2013 - 95 pages

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.

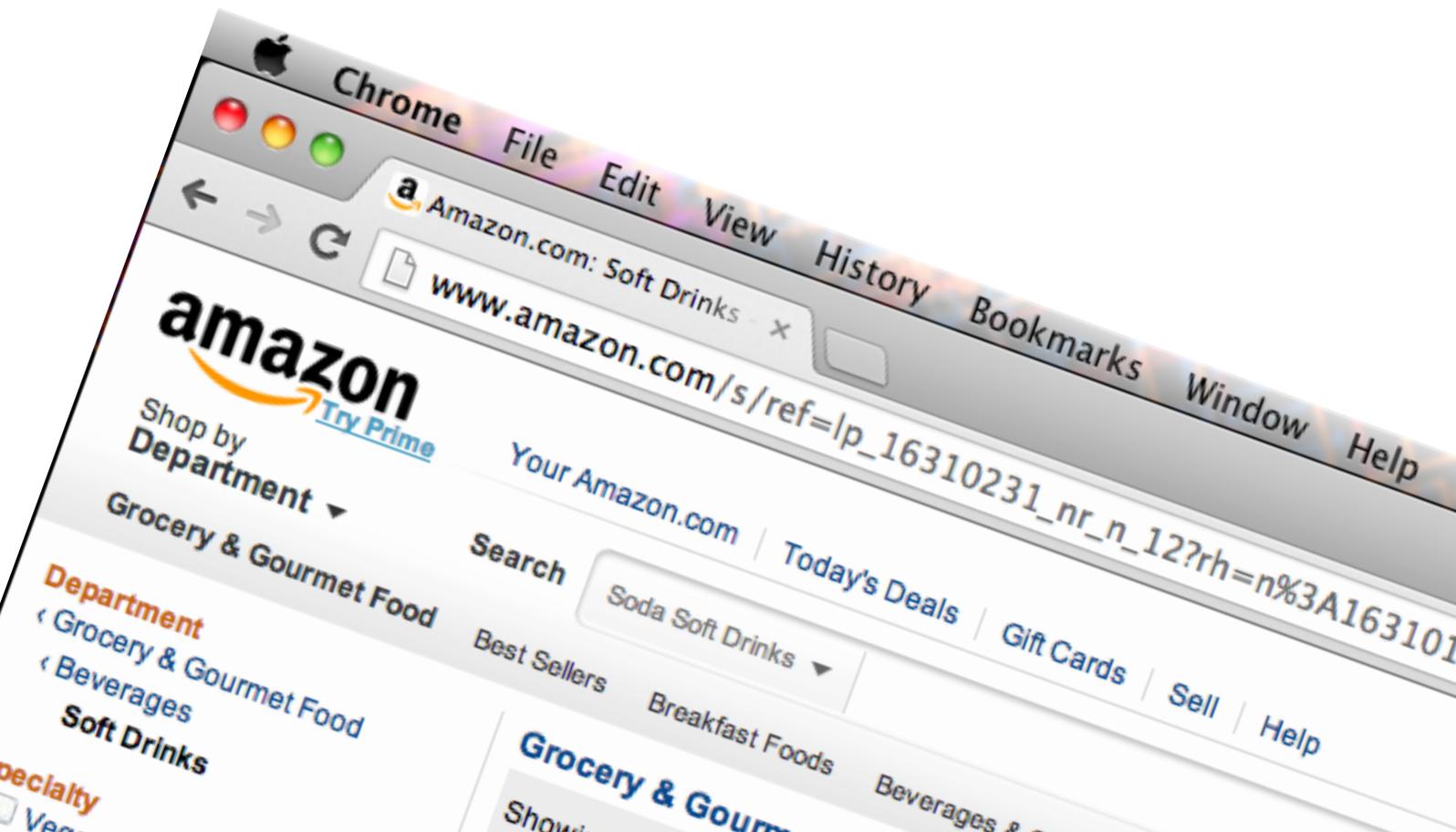
Amazon operates the the most professional online marketplace in the world. Neither FMCG companies or retailers can ignore Amazon and in future every company will have to adjust their strategies in how to cooperate or compete with them.

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.

In our first edition we have looked at grocery, health & beauty and beauty categories across the US, the UK and Germany.



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.



KEY QUESTIONS ANSWERED

- Who was the most represented FMCG manufacturer in our Best Seller tracker across the Amazon platforms in September?
- Which products were rising the fastest? Which ones were the steepest fallers?
- 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?
- 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?



FEATURES

ResearchFarm have built a tool, the Amazon Best Seller tracker to give you the best benchmark on Amazon currently available. The data is divided into three sections:

- **Best selling items** of the month
- **Biggest price variations** of the month
- **Risers and fallers** of the month

and available for the following regions :

- **United States**
- **United Kingdom**
- **Germany**

And following categories :

- **Grocery**
- **H&B**
- **Beauty**

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.

BENEFITS

- Find out who the top risers and who the fastest falling Best Sellers items were in September 2013.
- Find out how price fluctuation varied of the Best Sellers
- Find out how many sellers sold a specific Best Seller product
- Find out what the hot trends are online on Amazon right now
- Find out what is the same across the markets and where the UK, US and Germany differ radically from each other
- Find out which pack sizes worked best online for Amazon in September
- Find out what prices worked best on Amazon in September

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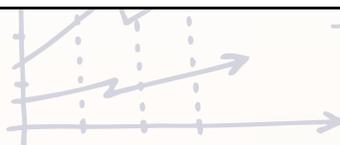


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Methodology

Definitions



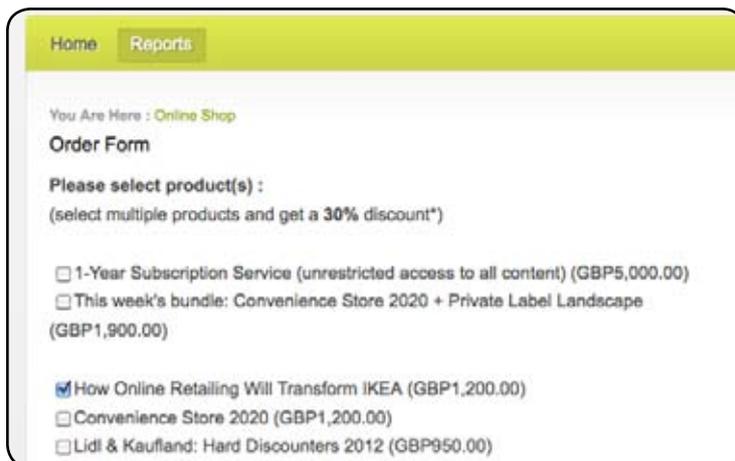
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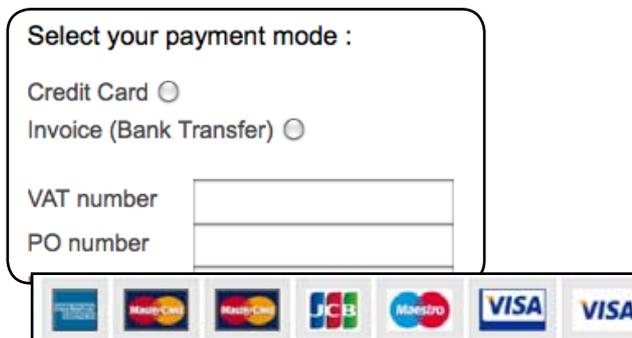
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