The annual Grocery and Pantry Best sellers in the USA, UK and Germany TTM April 2017

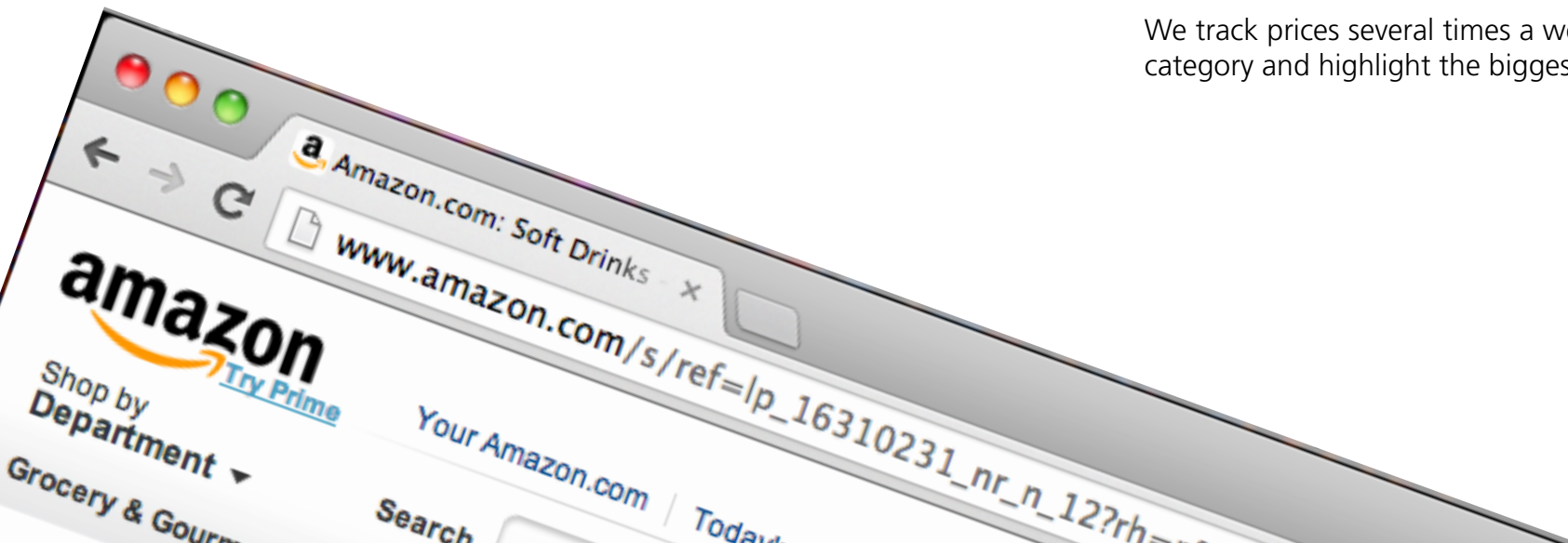researchFARM

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.
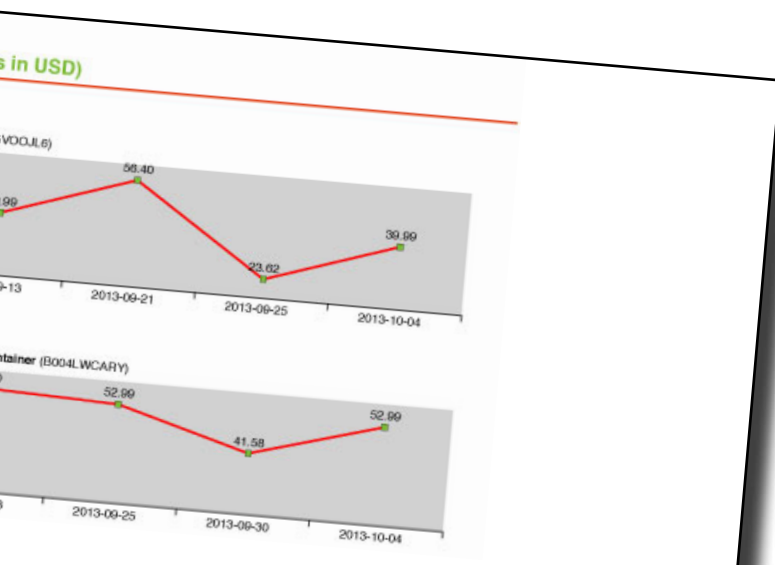
Methodology

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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April 2016-17, Top 100
and analysis
USA

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