

# CATEGORY DATA:

## 12M0

Date Range: July 22'-23'

CATEGORY	Revenue	Revenue $\Delta$	Views	CVR	AOV
MENS GLOVES	\$16.7M	+36.8%	8M	7.2%	\$25.18
WOMENS JACKETS	\$82.4M	-4.43%	19.9M	5.8%	\$74.90
MENS PANTS	\$23.9M	+5.4%	9.8M	5.7%	\$42.32

\*\*Sports & Outdoors > Outdoor Recreation > Winter Sports > Skiing > Clothing > Men > Pants

\*\*Sports & Outdoors > Outdoor Recreation > Winter Sports > Skiing > Clothing > Men > Gloves

\*\*Sports & Outdoors > Outdoor Recreation > Winter Sports > Skiing > Clothing > Womens > Jackets



# AMAZON > WOMENS JACKET BRANDS

## Top Brands ⓘ

📅 Jul 2022 - Jul 2023 vs. Jul 2021 - Jul 2022

Total

Share



Brand	Units Sold ↓	Change	Revenue	Change	Product Views	Change	CVR	Change
MOERDENG	257.4K	- 13.3%	\$12.5M	- 42.0%	4.0M	+ 25.8%	6.5%	- 30.9%
SUOKENI	110.5K	- 25.0%	\$6.3M	- 30.2%	1.4M	- 12.4%	7.9%	- 14.1%
Columbia	102.7K	+ 268.9%	\$9.1M	+ 265.5%	2.4M	+ 364.7%	4.3%	- 21.8%
GEMYSE	68.9K	- 26.8%	\$5.1M	- 24.8%	1.2M	+ 9.2%	5.6%	- 33.3%
The North Face	51.1K	+ 119.6%	\$9.2M	+ 126.5%	1.9M	+ 174.2%	2.8%	- 17.6%
Pooluly	40.2K	- 67.5%	\$1.8M	- 75.9%	647.8K	- 40.4%	6.2%	- 45.6%
Wantdo	39.8K	- 49.7%	\$2.8M	- 50.9%	859.9K	- 14.2%	4.6%	- 41.8%
CAMEL CROWN	37.8K	+ 21.7%	\$2.4M	- 4.0%	603.7K	+ 59.6%	6.3%	- 23.2%



# AMAZON > WOMENS JACKET BRANDS

