

Blue Wheel



Amazon.com Trend Report

Sales trends by categories

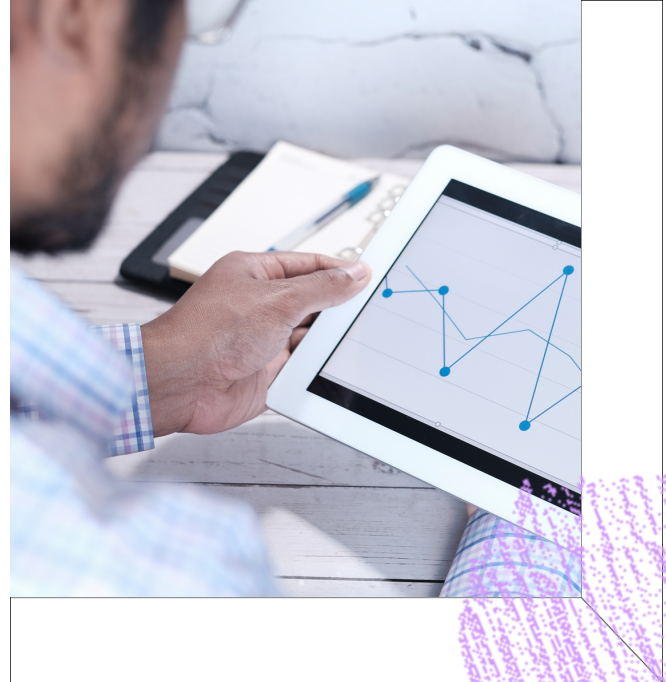
Year Over Year
January 2024





From Click to Ship

Year Over Year Amazon Sales Performance by Category



Having a comprehensive grasp of how your brand is performing in comparison to prevailing trends within product categories is critical when refining campaign strategies. These insights go beyond assisting in optimizing brand positioning; they are pivotal in propelling sales and revenue generation.

In this report, we delve deep into seven product categories, Health & Household, Beauty & Personal Care, Clothing, Shoes & Jewelry, Grocery & Gourmet, Tools & Home Improvement, Sports & Outdoor, and Pet Supplies. Our objective is to provide an overview of competitive insights that enables brands to benchmark themselves against ongoing industry trends. Seeing as it's the start of a new year, year over year data (Jan 2024 vs Jan 2023) is represented in five primary benchmarking reports: new versus returning customers, organic versus paid clicks, category revenue, product views, and conversion rates. We hope these reports allow you to benchmark your results against your product categories.



Top Category Benchmarks for New vs. Returning Customers

The distribution of new and returning customers can provide insights into how often products in each category are typically purchased.

Categories with a higher proportion of returning customers might involve products that are bought more frequently or may be bought seasonally.

Category	New Customers	Returning Customers
Health & Household	9.1%	90.9%
Beauty & Personal Care	10.1%	89.9%
Clothing, Shoes & Jewelry	8.0%	92.0%
Grocery & Gourmet	16.4%	83.6%
Tools & Home Improvement	18.9%	81.1%
Sports & Outdoor	21.0%	79.0%
Pet Supplies	14.9%	85.1%

*This data was pulled over a 6 month period, August 2023-January 2024



Year over Year Change Organic vs. Paid Clicks

The growth in paid clicks from 2023 to 2024 highlights the significance of paid advertising in driving online traffic, the increase in Amazon ad inventory, and increase in demand from advertisers to capture top of search.

Category	Total Clicks Jan 2024	October % Organic	% Change Organic	October % Paid	% Change Paid
All Categories	4.6B	74%	-15%	26%	104%
Health & Household	306.7M	73%	-15%	27%	86%
Beauty & Personal Care	327.1M	75%	-14%	25%	97%
Clothing, Shoes & Jewelry	656.1M	72%	-18%	28%	121%
Grocery & Gourmet	119.5M	80%	-11%	20%	85%
Tools & Home Improvement	186.3M	69%	-20%	31%	119%
Sports & Outdoor	192.5M	71%	-17%	29%	104%
Pet Supplies	102.4M	72%	-16%	28%	101%

*Year over year data represents January 2024 vs January 2023



Year over Year Change in Revenue

Overall, all categories collectively experienced a 15.9% increase in revenue. Notably, the Health & Household category saw a substantial growth of 26.1%, indicating a significant uptick in consumer spending on health-related products. Beauty & Personal Care and Pet Supplies also demonstrated robust performances with growth rates of 20.6% and 23.3%.

Grocery & Gourmet Food and Sports & Outdoors showed comparatively moderate growth rates of 10.8% and 8.5%. These insights suggest a dynamic market with varying consumer preferences and spending patterns across different product categories.

Category	January 2024 Revenue	% Change
All Categories	41.5B	15.9%
Health & Household	3.7B	26.1%
Beauty & Personal Care	2.4B	20.6%
Clothing, Shoes & Jewelry	5.3B	13.1%
Grocery & Gourmet Food	1.6B	10.8%
Tools & Home Improvement	2.7B	23.3%
Sports & Outdoors	2.1B	17.0%
Pet Supplies	1.5B	8.5%

*Year over year data represents January 2024 vs January 2023



Year over Year Change in Product Views

The data presents product views and the corresponding percentage change for various categories, offering insights into consumer engagement. Overall, all categories witnessed a 7.1% increase in product views. Health & Household and Beauty & Personal Care stand out with a significant increase in product views - of which was also seen across major tentpole events as well.

Category	January 2024 Product Views	% Change
All Categories	12.5B	7.1%
Health & Household	819.8M	1.3%
Beauty & Personal Care	912.5M	12.8%
Clothing, Shoes & Jewelry	2.1B	11.3%
Grocery & Gourmet Food	333.2M	2.1%
Tools & Home Improvement	601.9M	-1.6%
Sports & Outdoors	482.3M	-5.6%
Pet Supplies	370.4M	-7.7%

*Year over year data represents January 2024 vs January 2023



Month over Month Change in Conversion Rate

Conversion rates across all categories increased over last year at 5.6%. Tools & Home Improvement, Sports & Outdoors, and Pet Supplies categories saw the most significant increase in conversion rates while Grocery & Gourmet decreased from last year.

Category	January 2024 CVR	Change
All Categories	11.3%	5.6%
Health & Household	8.6%	13.2%
Clothing, Shoes & Jewelry	21.7%	11.9%
Beauty & Personal Care	14.9%	8.0%
Grocery & Gourmet Food	35.4%	-15.9%
Tools & Home Improvement	18.3%	26.2%
Sports & Outdoors	10.9%	22.5%
Pet Supplies	9.4%	25.3%

*Year over year data represents January 2024 vs January 2023



What the Data Suggests

Using the data to look ahead

Strategy to Fuel Paid and Organic

Although paid ad sales see more immediate results and are more controllable, organic sales provide long-term benefits and are more sustainable. It's no surprise that organic sees less clicks, but it should still be an important part of your overall strategy, tied in with paid.

The world of Amazon search marketing is evolving and as Amazon advertising solutions expand its opportunities for advertisers and thus become more sophisticated, the line between paid ad strategies and organic efforts tends to blur. Overall, the interplay between revenue growth and changes in clicks varies across categories, highlighting the importance of a comprehensive strategy that considers both organic and paid traffic, as well as conversion optimization.

Saving on The Essentials

2023 was filled with expectations of Amazon's tentpole events, along with major changes in the eCommerce industry as well as the economy. It may appear that consumers were looking to save on the more essential items (Health & Household, Beauty & Personal Care, Clothing, Shoes & Jewelry) which shows across the trends in revenue, product views, and conversion rates.

High Conversion Rates

Despite a decrease in product views, those viewers who did view the products converted in three major categories: Tools & Home Improvement, Sports & Outdoors, and Pet Supplies, potentially indicating brand loyalty; converting quickly without continuous browsing or more targeted audiences.



Bold Strategies for Bold Brands

Blue Wheel is an omni-channel marketing and operational partner delivering excellence in digital commerce -- from click to ship.

From Click ...

- Omni-Channel Advertising →
- Influencer Marketing →
- Lifestyle →
- SEO →
- Creative →
- Organic Social Media →

To Ship

- Catalog Management →
- Fulfillment & Inventory Planning →
- Customer Service →
- Marketplace Expansion →
- Brand Protection →

