

THE **AMAZON** MARKETPLACE INDEX →

Volume 2

POWERED BY



AU EDITION



Dear **AMAZON MARKETER**,

Welcome to the second year of the **MARKETPLACE INDEX™**! We are excited to bring you another edition of our annual review of brand performance on Amazon.

Building on its success last year and the growing interest from brands worldwide, we have expanded our scope this year to include **Mexico and Australia, alongside the US and the UK.**

In total, we **analyzed over 1,800 brands** across these four markets and ranked them according to how well they are mastering the key areas of Amazon: retail, content, customer experience, and media.

The inclusion of new markets adds a new layer of insights, allowing for a greater look into a brand's strengths and weaknesses across different regions. Is your brand thriving in one market but struggling in other markets? We know why.

Another exciting aspect of this year's report is the year-on-year comparison that shows significant shifts in brand rankings. We've seen some remarkable changes, with certain brands rising to the top of their categories, while others have dropped from their leading positions to outside the top 10.

What caused these shifts? We cover all of this in our report, along with other insights into how you compare to the competition and what you can do to outpace them.

Should your brand not be listed in our rankings, let us know so we can add it to our database and provide you with your unique score and show you how you compare.

For any questions or insights on how **PODEAN** can help unlock your growth on Amazon, please reach out to us at contact@podean.com. We look forward to supporting you, just as we have for leading brands across various categories and marketplaces worldwide.

Regards,



MARK POWER
Founder & CEO



TRAVIS JOHNSON
Global CEO



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THE MARKETPLACE INDEX

The **Marketplace Index (MDEX)** was designed to redefine how brands measure performance on Amazon. Traditionally, evaluating marketplace performance and comparing it with your competitors has relied heavily on sales metrics. Brands are typically ranked based on their revenue and the number of units sold in a certain period. The MDEX goes beyond that and considers all aspects that contribute to sustained success in the marketplace. It offers a comprehensive view of how well you are mastering Amazon - from the optimization of content and retail efficiency to the activation of sponsored ads. At the same time, it allows you to compare your performance with that of other brands within your category and identify potential areas for improvement and growth.

In our inaugural release, we laid the groundwork by evaluating thousands of brands across the US and the UK and ranking them in their respective categories. This year, we revisited these same brands to assess the changes they have made, while also evaluating new top brands on Amazon. We address whether the leading brands in competitive categories like 'Makeup' and 'Personal Care' have maintained their positions or were overtaken by rising brands. Our analysis highlights such shifts in brand performance and explores how their standings within the MDEX framework have influenced these changes.

GLOBAL OVERVIEW

This year's edition also features the **NEW markets of Mexico and Australia, in addition to the US and the UK**, further reflecting Amazon's expanding global footprint. With this expanded reach, we now cover 4 markets, with **over 1,800 brands and more than 40,000 ASINs analyzed, resulting in over 1 MILLION data points**. This substantial increase allows for a more detailed and nuanced understanding of brand performance across diverse markets. For instance, brands in the 'Beauty and Personal Care' categories consistently rank among the top in the MDEX. However, like many other brands, they generally perform better in the US compared to other regions. These are some findings that we will explore in greater detail in our cross-regional analysis.

OUR GOAL

While we have made changes to the MDEX this year and expanded our analysis to new markets, our goal at **PODEAN** remains the same. We are committed to equipping brands with actionable insights that would allow them to leverage their strengths while addressing existing gaps in their strategies. The MDEX goes beyond simply ranking brands; it serves as a powerful tool designed to empower brands for sustainable success and unlock their full potential on Amazon.

AUSTRALIA MARKET OVERVIEW

The Australia market is a new addition to the MDEX this year. In this market, we evaluated **more than 425 brands across 29 distinct categories on Amazon.com.au** and ranked them based on their scores in our metrics. This inclusion allows us to provide fresh insights into how brands are performing in the market, while also identifying the category leaders and potential opportunities for growth.

In this report, we will:

- 1. Meet the top brands:** Identify leading brands within each category on Amazon
- 2. Evaluate brand mastery:** Examine how these top brands are mastering Amazon and how they rank within their categories using the MDEX framework
- 3. Provide a performance blueprint:** Learn how to leverage established benchmarks to assess your brand's performance and guide strategic improvements for sustained success
- 4. Explore MDEX correlation:** Demonstrate how MDEX scores correlate with Amazon performance and how optimization can drive better results
- 5. Analyze regional management:** Understand how brand management and strategies differ across regions, including areas of focus and regions that may be underdeveloped

METHODOLOGY: CATEGORIES & BRANDS

CATEGORY SELECTION

The Amazon marketplace features a wide range of categories, encompassing over 30 primary categories and extending into hundreds or even thousands of subcategories. For this year's MDEX, we concentrated on the most prominent and competitive categories on Amazon.

In larger categories, such as 'Clothing, Shoes, and Accessories', we further divided them into more specific subcategories to maintain a focused analysis. For example, 'Clothing, Shoes, and Accessories' was segmented into distinct subcategories (i.e., Men's Clothing, Women's Clothing, Men's Footwear, and Women's Footwear) to allow for a more nuanced evaluation of brand performance within each segment.

Overall, we were able to identify **29 distinct categories** to include in this year's MDEX for the Australia market (Amazon.com.au). For the complete category list, refer to *Appendix: Marketplace Index Australia Categories*.

BRAND SELECTION

To evaluate brand performance within each category, we conducted a thorough selection process using data from

JungleScout Cobalt 2.0 and other relevant tools. We identified the top-performing brands based on unit sales and revenue from Q4 2023 through Q1 2024, and selected the top **15 brands in each category** for this year's evaluation.

In assessing the performance of each brand, our evaluation primarily focused on their ASINs. We reviewed their **25 top-selling ASINs**, which constitute a significant portion of their product offerings. Brands with less than 25 ASINs were still included and were scored across all their listings. For certain metrics, such as media strategies, we took a broader approach by evaluating the brand's overall media strategy rather than focusing on individual ASINs.

METHODOLOGY: METRICS & SCORING

DATA COLLECTION

All of the data was collected in **June 2024** and underwent rigorous quality checks to ensure that we provide accurate data that all brands can rely on. Our methodology included leveraging industry-renowned tools such as JungleScout Cobalt 2.0, Helium10, and Keepa for gathering brand data. Additionally, we conducted manual vetting of the product detail pages for all 25 top-selling ASINs of each brand. This process allowed us to assess the quality of product titles, descriptions, images, videos, A+ content, and brand stores, along with reviews, ratings, and other page contents.

In evaluating media strategies, we monitored sponsored ads and keyword targeting. To account for daily fluctuations influenced by budget and competitive pressures, we performed multiple checks throughout the month to maintain accuracy and integrity.

However, given the dynamic nature of Amazon and the brands selling on the platform, it is important to note that certain data and observations may change over time. Therefore, it's essential to recognize that this report captures a snapshot in time for all the analyzed brands.

METRICS FRAMEWORK

To evaluate each brand, we used our comprehensive metrics framework which revolved around the key pillars of brand success on Amazon: **Content, Retail, Customer, and Media**. Within each, we identified specific criteria that can be quantified and measured objectively. All criteria were weighted based on their impact on the brand's overall performance for a balanced assessment.

A. CONTENT

Content covers the quality and presence of elements within product detail pages, such as product titles, descriptions, images, videos, and A+ content, among many others. Brands strive to optimize these components to enhance discoverability and effectively communicate product benefits, with the goal of ultimately driving conversions.

In scoring all the metrics under content, parameters were based on industry-wide best practices recommended by Amazon and supported by extensive research.

METHODOLOGY: METRICS & SCORING

Product Title Relevancy

The product title includes all relevant information about the product (i.e., brand, product, features), making it easier for customers to identify and find them in search results.

Product Title Length

The number of characters used in the product title is within the ideal range of 80 to 140 characters. This length ensures that titles are concise yet informative.

Product Title (Mobile and SERP Optimized)

Key components of the product title, such as the brand, product, and features, are condensed into the first 90 characters, helping improve visibility in search results and in mobile shopping.

Bullet Points in Description

Bullet points in the product description outline key features, benefits, and unique selling points within the recommended character limit of 500 to 1,000.

Product Image Stack

The product image stack features at least four unique images that showcase different angles, features, and uses of the product. Providing a detailed view of the product's attributes and functionality lead to an improved visual shopping experience.

Lifestyle Images (Image Stack)

Images within the image stack that depict the product in real-world settings or scenarios. Including images that illustrate how the product fits into everyday life help enhance product appeal, while also allowing customers to understand the size and scale of the product.

Infographics (Image Stack)

Images within the image stack that present information or product features into easily digestible infographics. Adding infographics highlight unique selling points and further differentiate the product in competitive categories.

Product Videos (Image Stack)

Product videos within the image stack that showcase the product in action, highlighting key features, benefits, and use cases.

A+ Content

The product detail page features premium content that uses enhanced images, detailed product descriptions, comparison charts, and other multimedia elements. A+ Content is designed to provide a more immersive and informative shopping experience.

Brand Story (A+ Content)

The A+ content includes a continuous

METHODOLOGY: METRICS & SCORING

scrolling carousel with modules that highlight the brand's history, values, and messaging. It also showcases other product lines, providing customers a comprehensive view of the brand's identity and product range.

Comparison Table (A+ Content)

The A+ content features a comparison table that presents a detailed side-by-side comparison of the product with other models or products from competing brands. Comparison tables simplify decision making for shoppers and increases opportunities for upselling.

Cross Promotion (A+ Content)

The A+ content promotes complementary products from the same brand to encourage upselling and cross-selling opportunities, while simultaneously increasing product visibility and awareness.

Brand Store

The product detail page contains a link to the brand's store, which serves as a dedicated storefront that showcases a brand's complete product portfolio. Brand stores provide a branded shopping experience that reinforces brand identity and encourages repeat purchases.

B. RETAIL

Retail specifically focuses on the foundational aspects of brand performance on Amazon, including product availability, inventory management, and fulfillment options. Key metrics observed include the Out-of-Stock (OOS) Rate, Prime Eligibility, and Amazon Badges.

(Note: Due to limited data access, metrics such as Out-of-Stock (OOS) Rate and Prime Eligibility are not included in this market's coverage)

Prime Delivery Eligibility

Indicates whether a brand's product qualifies for Amazon Prime's fast and free shipping. Products eligible for Prime delivery are more attractive to Amazon shoppers, who prioritize speed and convenience.

C. CUSTOMER

Customer metrics center on understanding and improving the customer experience with brands on Amazon. This involves insights into customer feedback on product quality and overall satisfaction with their purchases from a brand.

METHODOLOGY: METRICS & SCORING

Average Rating

Represents the cumulative rating customers give to a product and provides a snapshot of product quality and satisfaction. A high rating can enhance a brand's credibility and influence purchase decisions, while a low rating may deter potential buyers.

5-Star Rating Percentage

Indicates the proportion of reviews that are rated five stars, the highest possible rating. A high 5-star percentage reflects a higher degree of customer satisfaction and quality perception for a brand's products, giving brands a competitive edge.

D. MEDIA

Media concerns the strategic use of sponsored ads by brands on Amazon to increase visibility and drive sales. Metrics under media were measured by searching for brand and category-related keywords, then tracking whether Sponsored Brands and Sponsored Products appeared in these searches.

Sponsored ads were meticulously tracked multiple times on various days and across different time zones, specifically within the active market hours of 9AM to 6PM.

To ensure comprehensive and accurate capture of a brand's media performance, we conducted these assessments in incognito mode. This approach mitigated the potential for data gaps and reduced the influence of personalized search history on the results.

Sponsored Brand (Brand Keywords)

Sponsored Brand ads appear prominently in search results when users search for the brand's name. This measures how effectively brands are making use of ads to promote their brand and product lines to users specifically searching for their brands.

Sponsored Products (Brand Keywords)

Sponsored Products ads appear in search results when users search for the brand's name. This measures how effectively brands utilize ads to promote individual products within their brand to users actively searching for their brands.

Sponsored Brand (Category Keywords)

Sponsored Brand ads appear prominently in search results when users search for non-brand or category related keywords derived from a curated list. This measures how effectively brands leverage ads to promote their brand and product lines to users exploring related products or generic terms.

METHODOLOGY: METRICS & SCORING

Sponsored Products (Category Keywords)

Sponsored Products ads appear in search results when users search for non-brand or category related keywords derived from a curated list. This measures how effectively brands use ads to promote individual products to users searching for related products or generic terms.

Sponsored Brand Experience 1: Custom Image or Store Spotlight

Sponsored Brand ads feature custom images or a store spotlight, effectively boosting engagement and helping the brand stand out from competitors in search results.

Sponsored Brand Experience 2: Store Page Link

Sponsored Brand ad directs users to the brand's store page when clicked. This integration provides a seamless shopping experience that facilitates the exploration of product offerings and boosts the potential for multiple purchases.

Sponsored Brand Experience 3: ASINs In Stock & Winning Buy Box

Sponsored Brand ad feature ASINs that are all in stock and winning the buy box. Products showcased in ads must be currently available for purchase to minimize customer frustration due to out-of-stock

items. Additionally, winning the buy box indicates that these products are sold directly by the brand itself, thereby enhancing credibility and trust with potential customers.

In summary, **retail, content, customer, and media metrics collectively serve as a critical framework for assessing a brand's mastery of Amazon.** These metrics provide a detailed look at how effectively brands operate in these key areas, helping them identify strengths and pinpoint areas for improvement.

GENERAL & CATEGORY INSIGHTS

GENERAL INSIGHTS

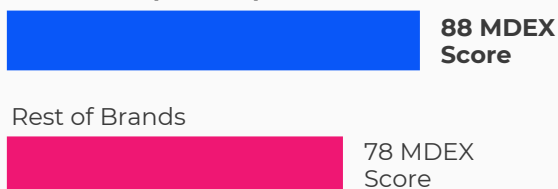
Our evaluation of brand performance across the top categories on Amazon.com.au highlights significant growth potential. Brands attained an **average score of 41.8 out of a possible 85 on the MDEX**, corresponding to a **performance rate of 49.2%**.

Moreover, **only 1.6% of brands achieved a score of 80% or higher**. These low averages imply an urgent need for brands to invest refining their strategies to boost their performance across the board. However, those that did achieve higher scores often led their respective categories in sales. Prominent examples include brands like Nivea, Colgate, UGreen, and Lego.

Consistent with our findings last year, the correlation between MDEX scores and sales performance is particularly striking. Our analysis reveals a clear relationship: as MDEX scores rise, sales performance tends to improve. Conversely, brands with lower MDEX scores generally experienced lower sales. This trend is most prominent in the US and UK markets, where the top 25% of brands in terms of sales consistently achieve significantly higher MDEX scores compared

to those with lower sales, who tend to have lower scores.

Top 25% of Brands in the US and UK (in sales)



Were there any anomalies? Just like last year, we observed some interesting outliers in our analysis. There were category-leading brands with consistent sales performance over the last year that scored significantly low on the MDEX. A common theme among these brands is their established strong brand equity outside of Amazon, which helps them maintain their positioning despite underperforming in the metrics we tracked. Nonetheless, in a highly competitive marketplace like Amazon, brands of all sizes can benefit from addressing such performance gaps to continue growing.

Conversely, some brands exhibited lower sales performance relative to top brands in their categories but managed to score

GENERAL & CATEGORY INSIGHTS

higher on the MDEX. Despite not being as established, these brands are actively investing in various facets of brand management on Amazon, showing that strategic investments on the platform can yield positive results.

CATEGORY INSIGHTS


In general, brands categorized under **‘Beauty’ and ‘Health, Household, and Personal Care’ on Amazon scored better than those in other categories.** These brands achieved an average score of 44.1 out of 85, well above the overall average of 41.8.

The key difference lies in their performance across content and media metrics. Brands in these categories show stronger results in optimizing their product detail pages, specifically in the areas of the image stack, A+ content, and the brand store. They also invest more in sponsored ads, with a stronger focus on keyword targeting.

In contrast, brands classified under **‘Pantry Food and Drinks’ on Amazon generally performed the worst.** These brands averaged a score of 36.8, with categories such as ‘Beer, Wine, and Spirits’, ‘Snacks, Sweets, and Breakfast Cereal’, and

‘Pantry Staples’ ranking at the bottom of all categories. Notable gaps are evident in their scores for metrics related to product detail page optimization and the utilization of sponsored ads.

How did the other categories perform in our Marketplace Index evaluation?

Look through the next few pages to see how they ranked. 

CATEGORY RANKINGS

RANK	MDEX CATEGORY	CONTENT SCORE (Total = 39)	RETAIL SCORE (Total = 8)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 85)
1	Home Audio & Hi-Fi	25.3	1.5	14.1	8.0	48.9
2	Personal Care	22.3	2.7	14.7	9.2	48.9
3	Exercise & Fitness Equipment	25.9	1.9	13.7	7.0	48.6
4	Computers, Monitors, & Peripherals	23.7	1.7	14.3	8.8	48.4
5	Skin Care	22.9	1.9	14.6	8.4	47.7
6	Vacuums & Floor Care	23.6	1.2	13.7	9.1	47.6
7	Household Supplies & Cleaning	19.9	1.7	15.6	8.4	45.6
8	Toys, Stuffed Animals, & Playsets	22.3	1.2	14.9	6.9	45.3
9	Men's Clothing	23.6	1.6	14.1	5.1	44.5
10	Women's Clothing	23.1	1.1	13.2	5.9	43.2
11	Office & School Supplies	20.8	1.1	15.1	6.0	42.9
12	Makeup	20.3	1.2	13.7	7.8	42.9
13	Kitchen & Dining	20.5	2.3	15.0	4.7	42.6
14	Baby Care & Nappy Changing	19.7	2.0	15.2	5.1	42.0
15	Outdoor Recreation	23.2	1.1	14.2	3.4	41.9

* For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)

CATEGORY RANKINGS

RANK	MDEX CATEGORY	CONTENT SCORE (Total = 39)	RETAIL SCORE (Total = 8)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 85)
16	Drinks	19.1	2.0	14.8	6.0	41.9
17	Hair Care	21.9	0.8	14.2	4.8	41.7
18	Women's Handbags & Shoulder Bags	22.6	0.6	13.8	2.9	39.9
19	Recreational Swimwear	23.2	0.3	13.1	3.3	39.9
20	Television	19.5	0.0	12.7	6.7	38.9
21	Women's Footwear	19.5	0.8	13.9	4.4	38.7
22	Mobile Phones & Tablets	19.4	0.3	13.0	5.7	38.4
23	Sports & Outdoor Play	19.4	1.0	14.4	3.0	37.8
24	Vitamins & Supplements	17.1	1.6	14.9	4.0	37.5
25	Games, Puzzles, & Accessories	18.0	0.9	14.9	3.7	37.4
26	Pantry Staples	15.5	1.9	14.8	3.8	35.9
27	Men's Footwear	16.5	0.3	13.4	4.8	34.9
28	Snacks, Sweets, & Breakfast Cereal	14.2	1.7	14.5	4.4	34.8
29	Beer, Wine, & Spirits	15.5	0.2	14.9	4.1	34.7

* For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)

KEY METRIC INSIGHTS

A. CONTENT INSIGHTS

Brands showed mixed results in content, achieving an **average score of 20.6 out of 39**. This shows that while they have checked certain boxes in meeting optimization standards, there remains significant opportunity for further refinement.

Brands excelled in optimizing their ASIN titles, with the average score being 8.5 out of 12. Most ASINs included the necessary components of a product title: the brand name, product name, and features or benefits. Where brands struggled is the use of the appropriate title length, with many failing to meet the standard of 80 to 140 characters. Adhering to these guidelines offer significant advantages. Well-optimized titles that present key product details are more appealing to shoppers and can inspire them to click on your listings more. Amazon also uses titles to rank listings and assess relevancy, so a clear, relevant title is crucial for visibility and can boost click-through and conversion rates.

Another area where brands tend to underperform is the usage of bullet points to describe their products. Some listings lacked bullet points entirely, while others featured excessively long points that exceed 1,000

characters. Bullet points should be brief, easy to scan, and focused on detailing key features and benefits to allow shoppers to quickly assess if a product meets their needs.

As for the image stack component, brands were mostly compliant in this regard. Brands scored an average of 6.3 out of 10, with 83% of product detail pages featuring at least 4 unique product images. Despite this, many brands have yet to fully maximize the use of their image stacks by incorporating lifestyle images, infographics, and videos. Apart from enhancing the presentation of their products, these visual elements serve to provide additional context, showcase product usage in real-life scenarios, and engage customers more effectively. Furthermore, they are particularly effective for mobile shoppers who favor concise and engaging content for quicker browsing and decision-making.

90% of shoppers searching on Amazon will make a purchase decision based JUST on images, they might not even read the product description.¹

1. Helium10. 2023. Lifestyle Images! Be Your Own Creative Director. Available at www.helium10.com/blog/amazon-lifestyle-images

KEY METRIC INSIGHTS

Similarly, the A+ content is severely underutilized, evident with how brands are only averaging a score of 3.2 out of 10 in these metrics. Only 50% of product detail pages include A+ content, with many missing critical elements such as the brand story, comparison tables, and cross-promotion. Additionally, just 8% of reviewed ASINs feature all A+ content components, and a mere 2% of brands apply these features consistently across all their ASINs. This is a huge, missed opportunity for brands. Brand stories, for instance, help humanize the brand and build a deeper connection with customers. Moreover, comparison tables and cross promoting other product lines encourages customers to explore other offerings from the brand and make additional purchases. Essentially, while having A+ content enhances the entire shopping experience and can lead to increased conversions, these additional elements further strengthen brand loyalty and drive repeat purchases.

Having A+ content in a product detail page has been shown to attract more customers and can help increase sales by an average of 5.6%. For some brands, it has boosted sales by 40%.²

Regarding brand stores, only 42% of brands have linked all their ASINs to their brand stores. This suggests that while some brands recognize the importance of utilizing storefronts to create a cohesive brand presence, majority have not fully tapped into it. Furthermore, while linking ASINs is a great start, it is not sufficient. It is recommended that all brands update their storefronts every 90 days, as studies show that this practice can lead to 21% more repeat visitors and 35% higher attributed sales per visitor.³

Overall, while brands show strong performance in certain areas, there is considerable room for improvement, particularly in the title lengths, usage of bullet points, linking of brand stores, and fully leveraging content features to enhance product visibility and shopper engagement.

B. RETAIL INSIGHTS

For retail, brands scored poorly in the sole metric of Amazon badges, **averaging just 1.3 out of 8**. This was even more apparent with how only 16% of the reviewed ASINs featured badges. While badge assignment is controlled

2. Jungle Scout. 2024. *How To Create A+ Content*. Available at www.junglescout.com/blog/amazon-a-plus-content

3. Amazon Internal Data. 2020.

KEY METRIC INSIGHTS

by Amazon's algorithms, brands can improve their chances of earning badges by optimizing their listings, maintaining high product quality and performance, and actively participating in Amazon's programs. These efforts can enhance their credibility and visibility on the platform, ultimately allowing them to stand out from competitors.

C. CUSTOMER INSIGHTS

For customer metrics, brands mostly fared well, **scoring an average of 14.2 out of 18**. The median product rating stands at 4.5 stars, while the median 5-star rating percentage is 72%. These results are aligned with our expectations, given that the sample focused on the top-selling ASINs from the highest-performing brands in each category.

Although the number of customer reviews was not specifically scored, it remains crucial for evaluating customer experience. Alongside the quality of reviews, the quantity is also important, as shoppers often trust products with more reviews, provided they are positive. Amazon research shows that one-third of consumers would not purchase a product without any reviews. Furthermore, positive reviews can potentially increase sales by up to 20% and improve the likelihood of securing the Buy Box.⁴

D. MEDIA INSIGHTS

The media score captures how proficient brands are in utilizing sponsored ads to reach and engage its target audience across Amazon. **Brands averaged a score of 5.7 out of 20 in media**, the lowest for all metrics. While the measurement of media metrics is a bit more nuanced, given how it can be influenced by many factors such as budget and competition, it still revealed areas where most brands could improve.

A significant aspect of media performance is the activation of Sponsored Brands (SB) ads for brand and category keywords. Only 25% of brands have activated SB ads for brand keywords, and just 10% have done so for category keywords. This reveals notable gaps in protecting brand keywords and in targeting broader search terms to capture a wider audience and increase visibility.


In terms of Sponsored Products (SP) ads, 68% of brands have activated them for brand keywords. However, only 27% have done so for category keywords, showing once again the need for brands to focus on more general search terms.

4. AMZ Scout. *Amazon Reviews: How Do They Impact Your Sales & Rankings?* Available at www.amzscout.net/blog/amazon-reviews-importance-and-impact

KEY METRIC INSIGHTS

All in all, the analysis of performance across these key areas offer a thorough snapshot of how brands are currently navigating the Amazon marketplace. Although many brands excel in certain aspects, there is noticeable room for growth in other areas they may be overlooking. Leveraging these insights will be essential for brands looking to gain a competitive advantage.

How do you think your brand performed in these metrics?

Look through the next pages to discover how you fared and see where you rank amongst your competition. 

BRAND RANKINGS PAGE GUIDE

- 21** Men's Clothing
- 22** Women's Clothing
- 23** Men's Footwear
- 24** Women's Footwear
- 25** Women's Handbags & Shoulder Bags
- 26** Makeup
- 27** Skin Care
- 28** Hair Care
- 29** Personal Care
- 30** Household Supplies & Cleaning
- 31** Vitamins & Supplements
- 32** Baby Care & Nappy Changing
- 33** Drinks
- 34** Beer, Wine, & Spirits
- 35** Snacks, Sweets, & Breakfast Cereal
- 36** Pantry Staples
- 37** Kitchen & Dining
- 38** Vacuums & Floor Care
- 39** Television
- 40** Computers, Monitors, & Peripherals
- 41** Mobile Phones & Tablets
- 42** Home Audio & Hi-Fi
- 43** Recreational Swimwear
- 44** Exercise & Fitness Equipment
- 45** Outdoor Recreation
- 46** Games, Puzzles, & Accessories
- 47** Sports & Outdoor Play
- 48** Toys, Stuffed Animals, & Playsets
- 49** Office & School Supplies

BRAND RANKINGS

MEN'S CLOTHING

RANK	BRAND	CONTENT SCORE (Total = 39)	RETAIL SCORE (Total = 8)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 85)
1	Brokig	37.5	1.3	13.3	20.0	72.1
2	Closemate	34.3	0.7	14.9	9.0	58.9
3	TSLA	34.8	1.9	13.9	7.0	57.6
4	Bonds	19.4	3.2	14.6	13.0	50.1
5	Coofandy	26.2	0.3	13.0	7.0	46.5
6	Newbyinn	25.8	1.0	13.3	4.0	44.0
7	Champion	23.0	1.9	14.4	4.0	43.3
8	Bamboo Cool	22.4	0.4	14.6	4.0	41.4
9	Sock Amazing	22.0	2.7	14.0	0.0	38.7
10	Puma	17.8	1.3	14.4	4.0	37.5
11	Dickies	17.8	1.3	14.4	4.0	37.4
12	Wrangler	21.4	1.3	14.5	0.0	37.2
13	Hanes	15.8	5.8	14.4	0.0	36.0
14	Lee	20.0	0.6	14.6	0.0	35.2
15	Russell Athletic	16.4	1.0	13.8	0.0	31.1

* For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)

BRAND RANKINGS

WOMEN'S CLOTHING

RANK	BRAND	CONTENT SCORE (Total = 39)	RETAIL SCORE (Total = 8)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 85)
1	CRZ Yoga	32.8	2.2	14.7	14.0	63.7
2	Relaxsan	32.9	0.0	11.7	14.0	58.7
3	Berlei	24.9	0.6	12.9	17.0	55.4
4	Farmacell	29.7	0.0	9.9	14.0	53.6
5	Bonds	20.0	2.9	14.3	14.0	51.2
6	Newbyinn	24.2	6.0	13.5	4.0	47.7
7	Yeoreo	22.2	0.0	13.0	4.0	39.2
8	Gihuo	19.3	0.3	13.5	4.0	37.1
9	Charmking	16.6	2.3	13.9	4.0	36.8
10	ShaperX	23.9	0.3	12.5	0.0	36.7
11	icyzone	23.6	0.0	12.8	0.0	36.4
12	Amazon Essentials	21.2	1.0	13.9	0.0	36.1
13	Aoxjox	20.8	0.3	13.6	0.0	34.7
14	Laité Hebe	17.5	0.0	13.9	0.0	31.3
15	Bluemaple	16.2	0.0	14.0	0.0	30.2

* For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)

BRAND RANKINGS

MEN'S FOOTWEAR

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	Crocs	20.2	1.0	14.8	20.0	55.9
2	New Balance	20.4	0.0	14.1	13.5	48.0
3	Keen	18.8	0.0	14.2	10.0	42.9
4	Bergman Kelly	23.0	2.7	11.4	0.0	37.1
5	Skechers	15.2	0.0	14.5	4.0	33.8
6	Puma	15.7	0.0	13.9	4.0	33.6
7	Ukerdo	22.7	0.0	6.7	4.0	33.4
8	Adidas	14.5	0.3	14.4	4.0	33.3
9	Dearfoams	17.9	0.0	14.3	0.0	32.2
10	Merrell	14.0	0.0	14.1	4.0	32.1
11	Dr. Martens	15.7	0.0	15.2	0.0	30.9
12	Asics	12.1	0.0	14.7	4.0	30.7
13	Clarks	16.5	0.0	13.6	0.0	30.1
14	Whitin	13.8	0.0	13.5	0.0	27.3
15	Bad Workwear	6.7	0.0	11.2	4.0	21.9

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

BRAND RANKINGS

WOMEN'S FOOTWEAR

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	Crocs	21.6	1.6	14.7	20.0	57.9
2	UGG Australian Shepherd	19.4	0.3	15.1	17.0	51.8
3	LongBay	34.0	0.0	13.4	4.0	51.4
4	Ugg 1978AUS	18.0	2.0	16.3	5.5	41.8
5	RockDove	21.3	0.0	14.2	4.0	39.5
6	Woolcomfort	18.3	5.3	15.2	0.0	38.8
7	Skechers	17.1	0.6	14.8	4.0	36.6
8	Facaxedre	21.3	0.0	15.1	0.0	36.4
9	Bergman Kelly	21.5	2.0	12.1	0.0	35.6
10	Columbia	15.9	0.3	15.2	4.0	35.4
11	Ukerdo	22.7	0.0	6.7	4.0	33.4
12	Puma	13.9	0.0	13.8	4.0	31.7
13	Ecco	16.4	0.0	14.3	0.0	30.6
14	Teva	15.4	0.3	14.3	0.0	30.1
15	Whitin	15.6	0.0	13.5	0.0	29.0

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

WOMEN'S HANDBAGS & SHOULDER BAGS

BRAND RANKINGS

RANK	BRAND	CONTENT SCORE (Total = 39)	RETAIL SCORE (Total = 8)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 85)
1	Vaschy	31.1	1.3	15.2	10.5	58.0
2	Skechers	29.7	0.9	13.7	13.0	57.3
3	S-Zone	29.2	0.0	14.4	7.0	50.7
4	Harp and Ra	28.0	0.0	15.5	4.0	47.5
5	tomtoc	24.6	0.6	15.7	5.5	46.4
6	myfriday	28.2	0.0	12.2	4.0	44.5
7	Travelon	21.8	0.6	14.7	0.0	37.1
8	JQWSVE	21.8	0.9	13.2	0.0	35.9
9	A Allzedream	19.7	0.0	14.8	0.0	34.5
10	YFGBCX	21.3	0.0	12.8	0.0	34.1
11	Efilra	17.3	4.0	11.9	0.0	33.2
12	Ayieyill	18.4	0.0	14.7	0.0	33.2
13	Halemet	16.2	0.0	13.0	0.0	29.2
14	Urawow	16.2	0.0	12.9	0.0	29.1
15	mothgel	15.2	0.0	13.0	0.0	28.3

* For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)

BRAND RANKINGS

MAKEUP

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	Maybelline New York	29.8	3.8	13.9	20.0	67.6
2	NYX Professional Makeup	29.1	2.9	13.5	16.0	61.4
3	Real Techniques	24.5	1.6	15.1	15.0	56.2
4	Rimmel	21.2	4.2	13.7	16.0	55.0
5	L'Oréal Paris	26.8	0.6	13.9	13.5	54.8
6	1000 Hour	17.4	0.5	12.7	12.0	42.6
7	Burt's Bees	23.4	0.0	14.4	4.0	41.8
8	Revlon	20.0	1.6	14.4	4.0	39.9
9	e.l.f.	19.0	1.0	13.9	4.0	37.9
10	Etude	16.2	0.6	12.8	4.0	33.7
11	Iconsign	16.0	0.0	13.1	4.0	33.1
12	rom&nd	14.4	0.3	13.5	4.0	32.2
13	Funtouch	16.0	0.0	14.0	0.0	30.0
14	Heroine Make	16.3	0.0	12.5	0.0	28.8
15	Clio	13.9	0.3	13.4	0.0	27.6

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

BRAND RANKINGS

SKIN CARE

RANK	BRAND	CONTENT SCORE (Total = 39)	RETAIL SCORE (Total = 8)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 85)
1	Nivea	30.5	4.8	15.2	20.0	70.5
2	La Roche-Posay	27.7	4.5	15.2	17.5	64.9
3	Garnier	24.5	2.2	14.8	15.0	56.5
4	L'Oreal Paris Men Expert	29.0	1.6	14.2	10.5	55.3
5	L'Oreal Paris	26.5	1.0	14.4	12.0	53.9
6	Thayers	19.4	0.6	15.2	17.0	52.3
7	Gya Labs	29.7	1.6	13.9	4.0	49.3
8	Rael	30.3	0.3	14.5	4.0	49.1
9	Burt's Bees	25.4	1.9	14.8	4.0	46.0
10	numbuzin	28.2	1.9	13.9	0.0	44.0
11	AHC	15.4	0.0	14.0	14.0	43.4
12	COSRX	18.4	3.5	14.6	4.0	40.5
13	CeraVe	16.7	2.6	15.0	4.0	38.3
14	Kojie San	14.3	0.7	12.0	0.0	27.0
15	Nature's Shield	7.9	0.4	16.8	0.0	25.1

* For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)

BRAND RANKINGS

HAIR CARE

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	Garnier	27.5	2.2	14.8	10.5	55.0
2	Herbishh	26.6	0.4	12.7	14.5	54.2
3	Shea Moisture	26.6	2.9	14.5	10.0	54.0
4	OGX	25.6	1.3	14.5	4.0	45.4
5	FYL	25.0	0.0	13.9	4.0	42.9
6	BTYMS	24.2	0.0	14.6	4.0	42.8
7	Kitsch	22.6	1.0	14.2	4.0	41.8
8	Maple Holistics	23.1	0.0	13.8	4.0	40.9
9	Olaplex	19.7	2.9	15.2	0.0	37.8
10	Toppik	19.4	0.0	12.9	5.5	37.8
11	Neutrogena	18.7	0.4	13.8	4.0	37.0
12	HH&LL	20.3	0.0	15.7	0.0	36.1
13	Joycher	18.5	0.0	13.5	4.0	36.0
14	AliLeader	17.9	0.3	14.5	0.0	32.7
15	Fanola	12.5	0.6	14.0	4.0	31.2

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

BRAND RANKINGS

PERSONAL CARE

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	Colgate	28.1	5.1	15.5	20.0	68.7
2	Nivea	30.8	5.0	15.6	17.0	68.3
3	Palmolive	29.5	3.5	15.2	17.0	65.3
4	Dove	21.1	5.1	15.1	18.5	59.8
5	Oral-B	22.4	3.5	15.7	15.0	56.5
6	Cetaphil	27.0	5.1	14.8	4.0	50.9
7	Gillette	18.4	2.6	15.1	14.0	50.0
8	White Glo	18.7	0.3	13.6	14.0	46.7
9	Burt's Bees	26.2	1.9	14.5	4.0	46.6
10	hello	26.5	3.0	14.6	0.0	44.1
11	Gillette Venus	21.0	1.6	14.3	4.0	40.9
12	Ronavo	19.0	0.0	13.8	2.0	34.8
13	Pearlie White	14.7	1.6	13.9	4.0	34.1
14	Gaia Skin Naturals	18.0	0.9	14.9	0.0	33.8
15	Piksters	13.6	1.0	14.6	4.0	33.1

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

HOUSEHOLD SUPPLIES & CLEANING

BRAND RANKINGS

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	Fluffy	27.9	1.9	15.2	14.0	59.0
2	Ajax	22.0	3.2	15.6	14.0	54.8
3	Dettol	23.0	3.8	15.4	12.0	54.2
4	Kleenex	25.6	2.6	15.9	8.0	52.1
5	OMO	16.2	0.7	15.9	18.5	51.3
6	Finish	18.9	1.3	15.6	14.0	49.7
7	Cuddly	26.2	1.2	15.1	4.0	46.5
8	Dynamo	15.4	1.7	15.9	13.0	46.0
9	Viva Paper Towel	18.6	0.4	15.7	9.0	43.7
10	Morning Fresh	22.2	1.3	16.1	4.0	43.6
11	Ziploc	22.0	0.6	15.9	4.0	42.6
12	Durimojy	21.5	1.0	15.0	4.0	41.5
13	Downy	15.8	1.0	15.7	8.0	40.5
14	Quilton	16.3	3.3	15.9	0.0	35.4
15	Huggie	6.7	2.0	15.2	0.0	23.8

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

BRAND RANKINGS

VITAMINS & SUPPLEMENTS

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	Swisse	30.0	6.4	15.1	17.0	68.4
2	Renew Actives	27.1	1.9	14.5	7.0	50.5
3	Optislim VLCD	19.6	0.0	13.9	14.0	47.4
4	Orku	21.2	0.0	15.8	7.0	44.0
5	Healthy Care	15.8	4.5	14.4	5.5	40.2
6	Now	17.0	3.0	15.2	4.0	39.2
7	Best Naturals	17.1	3.2	14.5	4.0	38.8
8	Carlyle	18.7	1.7	14.7	0.0	35.1
9	Jarrow Formulas	18.4	1.0	15.2	0.0	34.6
10	Igennus Healthcare Nutrition	15.5	0.0	14.4	0.0	29.9
11	Black Belt Protein	12.2	1.6	13.3	2.0	29.1
12	Bronson	14.1	0.0	14.4	0.0	28.4
13	Mistaccy	10.7	0.0	15.9	0.0	26.5
14	Bio-Practica	8.0	0.0	18.0	0.0	26.0
15	Crownzz	10.7	0.0	13.7	0.0	24.4

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

BRAND RANKINGS

BABY CARE & NAPPY CHANGING

RANK	BRAND	CONTENT SCORE (Total = 39)	RETAIL SCORE (Total = 8)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 85)
1	Huggies	26.1	3.8	15.9	18.5	64.3
2	Mustela	23.9	4.8	15.3	7.0	51.0
3	KeaBabies	25.2	4.5	15.7	5.5	50.9
4	Weleda	22.0	1.9	14.6	7.0	45.5
5	Frida Baby	19.8	0.4	15.8	8.5	44.4
6	Milton	23.8	2.2	13.6	4.0	43.7
7	Moodie	19.4	2.7	15.9	4.0	42.0
8	Johnson's Baby	19.4	0.0	15.5	5.5	40.4
9	Curash	21.3	2.2	15.7	0.0	39.2
10	Babyu	20.1	1.8	15.5	0.0	37.4
11	Tinker Tot Baby	23.5	0.0	13.7	0.0	37.2
12	QV	12.2	1.9	15.7	7.0	36.8
13	Sudocrem	16.3	1.0	16.5	0.0	33.8
14	Dermaveen	11.0	2.2	14.8	4.0	32.1
15	Mother's Choice	11.7	0.3	14.0	5.5	31.5

* For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)

BRAND RANKINGS

DRINKS

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	Powerade	28.1	2.7	15.9	15.5	62.1
2	Coca-Cola	26.0	0.4	16.1	16.5	59.0
3	Lavazza	25.8	2.9	15.0	12.0	55.7
4	Moccona	20.1	1.6	15.0	7.0	43.7
5	Monster	17.6	1.7	15.7	8.5	43.5
6	L'OR Espresso	22.7	0.3	15.8	4.0	42.9
7	Borovela	22.8	2.0	13.4	4.0	42.3
8	Golden Circle	19.4	1.0	14.5	7.0	41.9
9	Monin	20.7	1.3	14.6	4.0	40.5
10	Harris	16.9	3.4	14.3	5.5	40.1
11	Santa Vittoria	19.8	0.0	12.9	4.0	36.7
12	Frantelle	15.0	4.0	15.4	0.0	34.4
13	Vitasoy	13.2	2.2	15.4	0.0	30.8
14	Byron Bay Coffee Company	9.8	5.3	13.7	0.0	28.8
15	Planet Organic	8.9	0.6	14.0	2.0	25.5

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

BRAND RANKINGS

BEER, WINE, & SPIRITS

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	StrangeLove	17.4	0.0	13.1	17.0	47.5
2	CAPi Sparkling	14.7	0.5	15.5	14.0	44.7
3	Convict Bitters	25.0	0.0	15.6	4.0	44.6
4	VB Victoria Bitter	20.1	0.0	14.8	7.0	41.9
5	Bundaberg	19.1	2.2	15.4	4.0	40.7
6	The Balvenie	16.6	0.0	15.8	4.0	36.4
7	Absolut	13.1	0.0	15.4	7.0	35.5
8	Johnnie Walker	19.4	0.0	15.7	0.0	35.2
9	Fever-Tree	17.5	0.0	13.5	0.0	31.0
10	Hibiki	11.5	0.0	13.9	4.0	29.4
11	Campari	11.5	0.0	16.0	0.0	27.5
12	Choya	12.7	0.0	14.7	0.0	27.4
13	Smirnoff	11.0	0.3	15.7	0.0	27.0
14	Cinzano	12.7	0.0	13.2	0.0	25.9
15	Lagavulin	10.1	0.0	15.5	0.0	25.6

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

BRAND RANKINGS

SNACKS, SWEETS, & BREAKFAST CEREAL

RANK	BRAND	CONTENT SCORE (Total = 39)	RETAIL SCORE (Total = 8)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 85)
1	Kellogg's	21.2	1.6	15.4	20.0	58.2
2	Chupa Chups	17.0	1.0	15.1	17.0	50.0
3	J.C.'S Quality Foods	21.4	2.9	14.0	5.5	43.8
4	Mentos	16.3	1.3	15.7	7.0	40.3
5	Bear	24.4	0.0	13.6	1.5	39.6
6	Carman's	19.2	2.9	14.4	0.0	36.5
7	Maltesers	14.2	0.4	13.9	3.0	31.6
8	Genoa Foods	10.7	3.4	14.0	2.0	30.1
9	Arnott's	12.2	1.9	15.7	0.0	29.9
10	Kopiko	10.9	3.6	15.3	0.0	29.8
11	Natures Delight	8.0	2.9	12.7	5.5	29.1
12	Coco Earth	9.5	1.6	13.9	4.0	28.9
13	Red Rock Deli	10.1	0.6	14.4	0.0	25.2
14	Sweetworld	8.9	1.6	14.6	0.0	25.1
15	Mars	8.8	0.0	15.2	0.0	24.0

* For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)

BRAND RANKINGS

PANTRY STAPLES

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	New Zealand Honey Co.	23.3	3.0	15.2	14.0	55.4
2	Tabasco	16.5	0.5	15.9	14.0	46.9
3	Heinz	21.7	2.6	13.9	7.0	45.1
4	J.C.'S Quality Foods	18.1	2.2	14.4	7.0	41.7
5	Uncle Tobys	20.5	1.8	15.0	4.0	41.3
6	Kraft	16.7	1.3	14.5	4.0	36.5
7	G-Fresh	8.9	2.9	14.9	7.0	33.7
8	Tajin Chilli	16.9	1.2	15.5	0.0	33.6
9	San Remo	16.4	2.2	14.9	0.0	33.6
10	MasterFoods	15.9	1.6	15.3	0.0	32.8
11	Chef's Choice	11.1	2.9	14.5	0.0	28.5
12	Huy Fong	12.1	0.3	15.9	0.0	28.3
13	MTR	13.5	2.6	12.1	0.0	28.2
14	Vegemite	11.0	2.2	14.5	0.0	27.7
15	Maesri Brand	9.8	1.0	15.2	0.0	26.0

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

BRAND RANKINGS

KITCHEN & DINING

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	De'Longhi	25.9	3.2	14.2	17.0	60.3
2	OXO	23.4	6.1	15.2	14.0	58.7
3	Microplane	22.0	0.6	15.7	11.0	49.3
4	Maxwell & Williams	21.2	2.6	15.7	7.0	46.5
5	Dallfoll	24.3	3.4	13.8	4.0	45.5
6	KitchenAid	24.7	0.6	16.0	4.0	45.3
7	Orblue	24.3	1.6	15.1	4.0	45.0
8	Kadams	25.0	1.0	13.3	4.0	43.3
9	Newmeto	16.0	8.0	15.2	4.0	43.2
10	Breville	20.0	3.5	15.3	2.0	40.8
11	Yeesson	23.0	2.0	14.4	0.0	39.4
12	Fyvadio	17.9	1.6	14.8	0.0	34.2
13	Loivfet	16.0	0.0	15.1	0.0	31.1
14	Nangoala	16.1	0.0	12.8	0.0	28.9
15	Chef Inox	8.3	0.6	18.0	0.0	26.9

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

BRAND RANKINGS

VACUUMS & FLOOR CARE

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	Miele	30.6	0.6	15.1	16.5	62.9
2	Ecovacs	26.9	0.8	13.5	20.0	61.1
3	tineco	28.0	1.2	12.8	18.5	60.5
4	dreame	24.7	1.0	13.7	16.0	55.4
5	Lubluelu	23.8	1.5	13.5	15.5	54.3
6	Lefant	25.4	2.0	16.8	7.0	51.2
7	Shark	22.1	2.3	14.4	7.0	45.8
8	Bissell	23.4	3.2	14.6	4.0	45.2
9	Comforday	27.0	0.0	12.1	5.5	44.6
10	Akitas	22.6	1.0	12.7	7.0	43.3
11	Fityou	25.0	0.0	14.0	4.0	43.0
12	Black+Decker	21.9	0.5	12.2	7.0	41.5
13	Eufy	24.1	0.0	12.2	0.0	36.3
14	Belife	16.2	0.4	14.3	4.0	34.8
15	Sunbeam	12.3	4.0	13.7	4.0	34.0

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

BRAND RANKINGS

TELEVISION

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	Prism+	23.5	0.0	13.5	20.0	57.0
2	Englaon	36.0	0.0	14.6	4.0	54.6
3	Sony	20.6	0.0	14.8	14.0	49.4
4	LG	15.4	0.0	13.7	18.0	47.1
5	Sylvox	25.5	0.0	12.9	7.0	45.4
6	JVC	21.7	0.0	11.5	7.0	40.2
7	Philips	16.4	0.0	11.7	12.0	40.2
8	Samsung	13.5	0.0	13.4	12.0	38.9
9	Kogan	27.2	0.0	11.2	0.0	38.3
10	Konka	14.0	0.0	13.0	7.0	34.0
11	Sharp	17.3	0.0	14.4	0.0	31.7
12	Atyme	18.0	0.0	11.7	0.0	29.7
13	Loewe	16.4	0.0	10.5	0.0	26.9
14	Blaupunkt	16.0	0.0	9.5	0.0	25.5
15	Hisense	11.0	0.0	13.7	0.0	24.7

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

COMPUTERS, MONITORS, & PERIPHERALS

BRAND RANKINGS

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	UGreen	30.8	5.6	15.2	17.5	69.1
2	Logitech	25.1	7.7	14.8	16.0	63.5
3	TP-Link	31.1	4.5	14.8	13.0	63.3
4	Apple	22.6	0.5	16.1	17.0	56.2
5	Ixtra	26.1	0.3	14.8	13.0	54.2
6	BeeLink	21.9	0.3	14.8	17.0	54.0
7	MSI	19.6	0.0	14.3	13.0	46.9
8	NexiGo	25.5	0.0	13.4	7.0	45.8
9	SanDisk	21.1	4.5	15.6	4.0	45.1
10	Asus	25.7	0.6	14.1	0.0	40.5
11	HP	21.8	1.0	13.6	4.0	40.3
12	Laser	26.2	0.0	10.7	2.0	38.9
13	PowerBear	21.1	0.0	15.7	0.0	36.9
14	Azhizco	20.0	0.0	12.8	4.0	36.8
15	Acer	16.6	0.6	13.8	4.0	34.9

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

BRAND RANKINGS

MOBILE PHONES & TABLETS

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	Apple	26.8	0.6	16.0	20.0	63.5
2	Kobo	28.8	0.9	13.5	17.0	60.1
3	Samsung	23.6	1.0	14.1	16.5	55.1
4	Motorola	18.9	0.9	14.3	7.0	41.1
5	Lenovo	19.1	0.6	13.8	4.0	37.5
6	Veidoo	24.1	0.0	10.8	2.0	36.9
7	Xiaomi	16.1	0.3	14.1	5.5	36.0
8	Google	17.8	0.0	13.2	4.0	35.0
9	Ulefone	15.6	0.0	11.7	7.0	34.3
10	Oppo	17.4	0.3	14.2	0.0	31.9
11	Honor	17.3	0.3	13.8	0.0	31.4
12	Nokia	17.3	0.0	11.4	2.0	30.7
13	Huawei	16.9	0.0	13.0	0.0	29.9
14	Boost Mobile	16.5	0.0	10.2	0.0	26.7
15	Doro	14.1	0.0	11.8	0.0	25.9

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

BRAND RANKINGS

HOME AUDIO & HI-FI

RANK	BRAND	CONTENT SCORE (Total = 39)	RETAIL SCORE (Total = 8)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 85)
1	UGreen	29.8	4.5	14.7	20.0	69.0
2	Bose	27.4	0.6	15.2	18.5	61.8
3	Edifier	29.5	0.6	15.0	14.0	59.1
4	JBL	23.1	1.3	15.9	17.0	57.3
5	Fosi Audio	32.3	1.6	13.9	9.0	56.8
6	Sweguard	27.2	0.4	14.9	14.0	56.4
7	Soundcore (Anker Soundcore)	29.0	1.4	15.1	4.0	49.5
8	Snowkids	27.0	2.9	15.0	4.0	48.9
9	Shiwakoto	28.9	2.0	11.8	4.0	46.7
10	Tavice	28.0	0.3	11.2	4.0	43.5
11	YMOO	24.7	0.6	13.1	4.0	42.4
12	Panasonic	23.0	0.5	13.8	4.0	41.3
13	HPM	16.3	3.2	15.7	0.0	35.1
14	EWO's	17.7	2.4	13.5	0.0	33.5
15	Lennox	15.2	0.0	13.2	4.0	32.4

* For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)

RECREATIONAL SWIMWEAR

BRAND RANKINGS

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	Bsubseach	31.5	0.0	13.0	14.0	58.4
2	Baleaf	29.0	1.0	14.4	12.0	56.4
3	Relliciga	31.4	0.6	14.4	7.0	53.4
4	TSLA	32.5	0.4	14.0	4.0	50.9
5	Rainshawn	26.5	0.0	12.8	3.0	42.3
6	LI Fitness	22.0	0.0	13.1	5.5	40.6
7	Speedo	17.9	1.3	14.1	4.0	37.3
8	Aqua Eve	23.2	0.0	13.5	0.0	36.7
9	Seaform	22.9	0.0	12.7	0.0	35.6
10	Kanu Surf	18.1	0.3	14.5	0.0	33.0
11	Xunyu	18.6	0.6	13.4	0.0	32.6
12	Akaeys	19.6	0.0	12.5	0.0	32.1
13	Beachsissi	19.7	0.0	11.0	0.0	30.7
14	Yauasopa	19.2	0.0	11.2	0.0	30.4
15	Esonlar	16.0	0.0	11.8	0.0	27.8

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

BRAND RANKINGS

EXERCISE & FITNESS EQUIPMENT

RANK	BRAND	CONTENT SCORE (Total = 39)	RETAIL SCORE (Total = 8)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 85)
1	Proiron	29.4	1.9	14.5	20.0	65.8
2	DMoose Fitness	25.4	2.9	14.4	19.0	61.6
3	CyclingDeal	30.7	1.0	14.5	14.0	60.2
4	Cambivo	27.9	2.7	13.1	13.0	56.7
5	Readaeer	33.0	8.0	14.5	0.0	55.5
6	TheFitLife	26.0	0.0	14.4	12.0	52.4
7	Yes4All	29.6	1.0	15.1	4.0	49.7
8	Meteor For The Winners	27.5	2.9	14.6	3.0	48.0
9	Gritin	26.0	8.0	13.9	0.0	47.9
10	Everfit	28.3	0.3	12.1	7.0	47.7
11	HCE	25.1	0.0	15.2	3.5	43.7
12	Herui Technology	26.3	0.0	12.3	0.0	38.6
13	ihuan	17.5	0.0	13.9	5.5	36.9
14	SKDK	18.2	0.0	13.9	2.0	34.2
15	CareMax	17.9	0.5	9.5	1.5	29.4

* For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)

BRAND RANKINGS

OUTDOOR RECREATION

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	ProCase	32.1	0.5	14.3	12.0	58.9
2	Naturehike	30.0	1.1	13.6	7.0	51.7
3	CQR	35.0	0.0	12.4	4.0	51.4
4	Yesdex	28.5	4.0	14.4	4.0	50.9
5	Trekology	24.7	1.6	13.9	7.0	47.2
6	Cnkeeo	22.2	1.3	15.4	4.0	42.9
7	Ocoopa	24.1	0.0	14.8	4.0	42.8
8	Sea to Summit	19.1	3.2	14.6	5.5	42.4
9	Meteor For The Winners	24.8	1.8	13.9	0.0	40.5
10	Moocy	20.6	0.0	12.6	4.0	37.3
11	Rainleaf	20.5	0.0	14.8	0.0	35.3
12	Coleman	17.0	1.6	15.3	0.0	33.9
13	Nite Ize	16.4	0.7	15.2	0.0	32.2
14	4Monster	17.0	0.0	14.2	0.0	31.2
15	Yaktrax	16.4	0.0	13.8	0.0	30.2

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

GAMES, PUZZLES, & ACCESSORIES

BRAND RANKINGS

RANK	BRAND	CONTENT SCORE <i>(Total = 39)</i>	RETAIL SCORE <i>(Total = 8)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 85)</i>
1	Mattel Games	21.4	1.9	15.9	15.5	54.7
2	Unsolved Case Files	26.6	1.0	15.8	5.5	48.9
3	Skillmatics	24.7	1.4	14.1	7.0	47.2
4	Monopoly	22.4	0.6	15.9	4.0	42.9
5	Ravensburger	18.0	0.6	15.6	7.0	41.2
6	Thames & Kosmos	20.2	0.6	14.9	4.0	39.8
7	Puzzle Master Premium Cut	17.7	0.0	14.7	4.0	36.4
8	Pokémon	14.1	1.6	14.7	4.0	34.4
9	Tarotika	17.5	2.0	14.8	0.0	34.3
10	Let's Play Games	14.5	1.1	14.0	4.0	33.5
11	BestSelf Co.	16.0	2.0	14.4	0.0	32.4
12	Hygge Games	17.9	0.4	13.8	0.0	32.2
13	Cards Against Humanity	15.2	0.3	16.1	0.0	31.5
14	Drumond Park	14.6	0.3	14.4	0.0	29.3
15	Modiano	8.6	0.0	14.5	0.0	23.2

** For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)*

SPORTS & OUTDOOR PLAY

BRAND RANKINGS

RANK	BRAND	CONTENT SCORE (Total = 39)	RETAIL SCORE (Total = 8)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 85)
1	Playgro	23.4	0.9	14.7	7.0	45.9
2	Speevers	24.0	2.0	15.6	4.0	45.6
3	Nerf	21.0	0.3	15.1	9.0	45.4
4	Beleev	24.2	0.7	15.2	4.0	44.1
5	Tagitary	24.4	0.6	15.0	4.0	44.0
6	Little Tikes	21.8	1.0	15.2	0.0	37.9
7	Intex	18.7	0.3	13.3	5.5	37.8
8	OleFun	17.4	1.6	14.3	4.0	37.3
9	Yeebay	16.0	2.7	14.0	4.0	36.7
10	MindSprout	17.8	1.1	14.7	0.0	33.6
11	Growsland	16.0	4.0	13.5	0.0	33.5
12	Shrappgel	18.6	0.0	14.0	0.0	32.6
13	Scoot & Ride	16.7	0.0	15.5	0.0	32.2
14	Lenoxx	15.9	0.0	12.2	4.0	32.1
15	Wahu	15.4	0.0	13.8	0.0	29.2

* For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)

TOYS, STUFFED ANIMALS, & PLAYSETS

BRAND RANKINGS

RANK	BRAND	CONTENT SCORE (Total = 39)	RETAIL SCORE (Total = 8)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 85)
1	Lego	32.3	3.2	16.4	17.0	68.9
2	Gabby's Dollhouse	25.7	1.4	16.9	17.0	60.9
3	Barbie	30.6	2.2	16.1	10.5	59.4
4	Hape	24.0	1.3	15.2	14.0	54.5
5	Remoking	28.9	2.6	13.9	3.5	48.8
6	Ikasa	24.5	1.0	15.6	7.0	48.0
7	Yolomoon	27.4	1.5	13.3	4.0	46.2
8	Living Nature	22.0	1.3	14.8	5.5	43.7
9	Wild Republic	19.8	1.9	15.7	4.0	41.4
10	Construct It	21.0	0.0	14.6	4.0	39.6
11	QIUXQIU	18.8	1.0	14.5	4.0	38.3
12	Treasure X	17.7	0.3	14.8	5.5	38.3
13	Newstyle	16.0	0.0	14.1	4.0	34.1
14	Takara Tomy (Tomy)	11.3	0.3	14.0	4.0	29.7
15	Roochkd	14.2	0.0	13.6	0.0	27.9

* For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)

BRAND RANKINGS

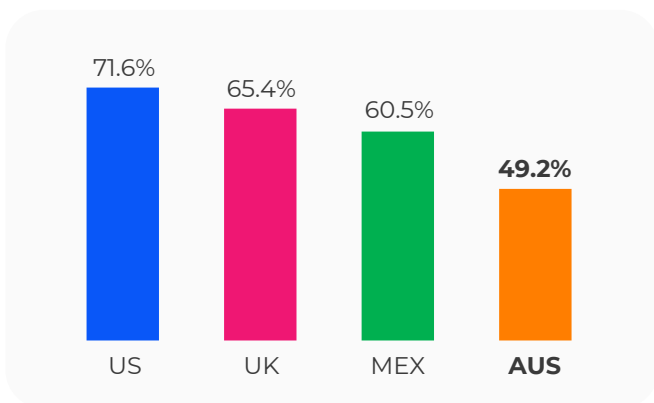
OFFICE & SCHOOL SUPPLIES

RANK	BRAND	CONTENT SCORE (Total = 39)	RETAIL SCORE (Total = 8)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 85)
1	Avery	30.8	1.6	15.7	17.0	65.1
2	Bic	27.6	1.9	15.1	20.0	64.6
3	Shuttle Art	26.1	2.6	14.9	17.0	60.6
4	Stabilo	24.4	1.0	15.8	10.0	51.2
5	Amazon Basics	29.1	0.6	14.6	0.0	44.3
6	Marbig(R)	16.8	1.3	14.6	10.0	42.6
7	Sharpie	18.3	2.2	15.9	4.0	40.4
8	Staedtler	19.2	1.9	15.1	4.0	40.2
9	Moleskine	20.1	1.0	15.7	0.0	36.8
10	Sikao	17.3	0.0	15.0	4.0	36.3
11	Owlkela	17.7	0.4	14.0	4.0	36.1
12	Scotch	18.6	1.3	15.8	0.0	35.7
13	Saikvi	19.6	0.0	14.4	0.0	34.0
14	Mogoostroy	14.2	0.0	14.9	0.0	29.1
15	Bostik	12.3	0.3	14.4	0.0	27.0

* For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (Australia Edition)

CROSS-REGIONAL COMPARISONS & INSIGHTS

The beauty in this year's MDEX is the ability to be able to compare brand performance across more markets. This year, brands in the US market collectively scored higher than those in other regions. On average, US brands achieved 71.6% of the maximum score, compared to 65.4% for the UK, 60.5% for Mexico, and **49.2% for Australia**. This disparity highlights the stronger alignment of US brands with the standards required for success in the Amazon marketplace.



US brands excel most notably in content and retail. They demonstrate superior performance in managing product detail pages, particularly through the optimization of image stacks, A+ content, and brand stores. This proficiency gives them a clear advantage in content management. Retail performance also sees them leading in all metrics, although the margin over other regions is not as significant.

Media performance, however, reveals significant gaps, with brands in Mexico and Australia falling behind. Even in targeting brand keywords for Sponsored Brand and Sponsored Product ads, an essential expectation for nearly all brands, these markets are underperforming. These deficiencies underscore the urgent need for these markets to refine their media strategies, as improving media performance could be a crucial factor in distinguishing themselves from the competition.

Across all regions, **'Beauty and Personal Care'** brands consistently rank at the top of the MDEX, with 'Skincare,' 'Makeup,' and 'Personal Care' frequently leading in average performance. Conversely, categories such as 'Clothing, Shoes, and Jewelry,' 'Fashion,' 'Grocery and Gourmet Food,' 'Beverages,' 'Drinks', and 'Electronics' typically rank at the bottom.

For a granular analysis of the **US, UK, and Mexico** markets, including detailed insights on top categories, leading brands, rankings, and market-specific trends, please download the respective reports for each of these individual markets.

CONCLUSION

UNDERSTANDING YOUR MARKETPLACE INDEX PERFORMANCE

Now that you have had the chance to review your brand's performance and see how you stack up to the rest of your peers, use this time to identify ways you can further enhance your strengths and mitigate weaknesses in your current strategies. Remember, Amazon's dynamic marketplace means rankings are always changing. Therefore, whether your brand ranked at the top or at the very bottom, constant improvement is necessary.

Leverage the insights from this report to capitalize on available opportunities and start crafting your roadmap for 2025. Take proactive steps today to ensure that your brand not only adapts but thrives in Amazon's ever-evolving landscape.

UNLOCK YOUR GROWTH WITH PODEAN

If you are interested in a deeper dive into your brand's performance and want to learn how to outpace your competition, we are here to help. Contact us at contact@podean.com to discuss how you can refine your strategies and achieve long-term success. We look forward to collaborating with you to explore the best strategies and solutions tailored fit for your brand.

If your brand was not listed and you want to understand your performance on Amazon, reach out to us for a tailored assessment.

WHAT'S NEXT FOR THE MARKETPLACE INDEX?

We remain committed to delivering actionable insights that drive success on Amazon. Expect our next assessment in the coming year as we expand the Marketplace Index to include more markets. Our goal is to cover all Amazon markets globally and provide robust support that meets the evolving needs of brands worldwide.

ABOUT OUR COMPANY



PODEAN is a global marketplace marketing agency committed to building sustainable relationships with today's digital consumers. Our innovative approach and dedication to excellence have earned us significant accolades, including being named the Global Startup Agency of the Year at the Drum Awards 2021 and receiving the Amazon Ads Global Expansion Award in 2023.

Our commitment goes beyond accolades; it's about delivering measurable results and fostering long-term success for our clients. We specialize in crafting tailored-fit marketplace strategies, enhancing retail efficiency, optimizing content, executing impactful media campaigns, and delivering data-driven insights.

As an Advanced Amazon Advertising Partner (top-tier partner status) with a presence in five continents, we are uniquely positioned to help brands navigate the complexities of the Amazon ecosystem. Our goal is to empower brands with the essential tools and knowledge required to excel in this dynamic environment, unlocking their full potential in the marketplace.

For more information, please visit www.podean.com



**Global expansion
Winner 2023**
Amazon Ads Partner Awards

GLOBAL COVERAGE



PODEAN operates on a global scale, catering to clients from various geographical regions and industries. Our reach spans across North America, Latin America, the United Kingdom, Europe, the Middle East, Asia, and Australia.

Beyond these regions, we also works closely with brands in other trusted marketplaces such as Walmart, Target, Mercado Libre, TikTok Shop, and more.



APPENDIX: MARKETPLACE INDEX

AUSTRALIA CATEGORIES

Men's Clothing

Shirts, T-Shirts, Polos, Casual Button-Down Shirts, Dress Shirts, Sweaters, Hoodies and Sweatshirts, Jackets and Coats, Suits and Blazers, Vests, Pants, Jeans, Shorts, Activewear, Overalls, Sleepwear and Loungewear, Underwear, Socks, Tuxedos and Formalwear

Women's Clothing

Dresses, Tops, T-Shirts, Blouses and Button-Down Shirts, Sweaters, Cardigans, Hoodies and Sweatshirts, Jackets and Coats, Blazers, Vests, Pants, Jeans, Shorts, Skirts, Activewear, Sleepwear and Loungewear, Lingerie, Underwear and Hosiery, Socks, Jumpsuits and Rompers

Men's Footwear

Sneakers, Dress Shoes, Casual Shoes, Boots, Sandals, Slippers, Loafers, Clogs, Athletic Shoes

Women's Footwear

Flats, Heels, Sandals, Boots, Sneakers, Sandals, Wedges, Pumps, Espadrilles, Loafers, Mules, Platform Shoes, Slippers, Athletic Shoes, Clogs, Oxfords, Peep Toe Shoes

Women's Handbags & Shoulder Bags

Handbags, Shoulder Bags, Tote Bags, Crossbody Bags, Clutches, Backpacks, Satchel Bags, Hobo Bags, Bucket Bags, Messenger Bags, Wallets, Wristlets, Evening Bags

Makeup

Foundation, Concealer, Blush, Highlighter, Bronzer, Eyeshadow, Eyeliner, Mascara, Lipstick, Lip Gloss, Lip Liner, Makeup Brushes, Makeup Remover, Setting Spray, Primer

Skin Care

Cleansers, Toners, Moisturizers, Lotions, Serums, Face Oils, Sunscreen, Eye Creams, Masks, Exfoliators, Acne Treatments, Anti-Aging Products, Lip Care, Makeup Removers, Face Mists, Treatment and Serums, Sets and Kits

Hair Care

Shampoo, Conditioner, Hair Treatment, Hair Dye, Hair Mask, Hair Oil, Hair Serum, Hair Styling Products, Hair Gel, Hair Mousse, Hair Spray, Hair Wax, Hair Cream, Hairbrushes, Hair Combs, Hair Accessories, Hair Dryers, Hair Straighteners, Curling Irons, Hair Rollers, Hair Extensions

Personal Care

Body Care, Oral Care, Deodorant and Antiperspirant, Feminine Care, Men's Grooming, Shaving and Hair Removal, Sun Protection, Hand and Foot Care, Bath and Shower, Incontinence and Ostomy, Ear Care, Eye Care, Intimate Hygiene

Household Supplies & Cleaning

Cleaning Supplies, Laundry Detergent, Dishwashing Soap, Paper Towels, Toilet Paper, Trash Bags, Cleaning Tools, Batteries, Light Bulbs, Storage Containers, Food Wraps and Foils, Insect Repellents, Gardening Supplies, Sponges, Brooms, All-Purpose Cleaners, Disinfecting Wipes, Glass Cleaners, Dishwasher Pods, Fabric Softeners, Stain Removers, Toilet Bowl Cleaners

Vitamins & Supplements

Multivitamins, Vitamin D, Vitamin C, B Vitamins, Omega-3 Fatty Acids, Calcium, Magnesium, Iron, Probiotics, Collagen Supplements, Zinc, Melatonin, Fish Oil, Turmeric, Glucosamine, Chondroitin, Fiber Supplements, Vitamin E, Biotin, Folic Acid, Cranberry Extract, Calcium Supplements

APPENDIX: MARKETPLACE INDEX

AUSTRALIA CATEGORIES

Baby Care & Nappy Changing

Baby Bath, Bubble Bath, Bathtubs, Baby Grooming, Baby Skin Care, Nappy Creams, Teethers and Teething Relief, Hair Care, Nursing Pads, Medical Kits, Nappies, Wipes, Changing Pads, Nappy Bags, Nappy Pails and Refills, Cloth Nappies, Disposable Nappies, Swim Nappies, Baby Wipe Warmers, Nappy Accessories

Drinks

Water, Coffee, Tea, Juice, Soft Drinks, Sports Drinks, Energy Drinks, Milk, Hot Chocolate, Dairy Alternatives, Herbal Tea, Flavored Water, Sparkling Water, Soda, Lemonade, Iced Tea, Bubble Tea, Beverage Syrups, Concentrates, Alcohol Mixers

Beer, Wine, & Spirits

Beer, Wine, Whiskey, Vodka, Rum, Tequila, Brandy, Gin, Champagne, Sparkling Wine, Red Wine, White Wine, Rosé, Craft Beer, Lager, Ale, Cider, Sake, Bourbon, Scotch, Liqueurs, Mixers, Cocktails, Aperitifs

Snacks, Sweets, & Breakfast Cereal

Chips, Popcorn, Pretzels, Crackers, Nuts and Seeds, Trail Mix, Granola Bars, Energy Bars, Candy, Chocolate, Cookies, Biscuits, Pastries, Cakes, Muffins, Brownies, Dessert Bars, Pudding, Gelatin, Ice Cream, Frozen Treats, Jerky, Fruit Snacks, Rice Cakes, Dried Fruit, Nut Butters, Cereals, Oatmeal, Granola, Toaster Pastries, Breakfast and Cereal Bars, Instant Breakfast Drinks

Pantry Staples

Flour, Sugar, Salt, Cooking Oil, Vinegar, Spices, Herbs, Seasonings, Stocks, Broths, Condiments, Spread, Sauces, Dressings, Pasta, Rice, Grains, Canned and Packaged Goods, Baking Supplies, Instant Noodles, Instant Meals, Syrups and Toppings

Kitchen & Dining

Cookware, Bakeware, Utensils, Cutlery, Dinnerware, Glassware, Drinkware, Serveware, Table Linens, Kitchen Tools, Food Storage, Barware, Tableware, Kitchen Organization, Microwave Ovens, Toasters, Juicers, Blenders, Coffee Machines, Tea Accessories, Other Small Appliances

Vacuums & Floor Care

Vacuums, Carpet Cleaners, Floor Buffers and Parts, Steam Cleaners, Robotic Vacuums, Vacuum Parts and Accessories, Mops, Steam Mops, Floor Sweepers, Brooms

Television

Smart TVs, LED TVs, OLED TVs, QLED TVs, LCD TVs, HD TVs, 4K TVs, TV Accessories

Computers, Monitors, & Peripherals

Desktops, Laptops, Towers, Minis, All-in-One Desktop PCs, Monitors, Keyboards, Mice, Webcams, Speakers, Headsets, Headphones, Microphones, Mouse Pads, Monitor Stands, Docking Stations, Graphics Tablets, Numeric Keypads, Trackballs, Printers, Scanners, Storage, Blank Media, Cables, Input Devices, Computer Accessories, Cleaning and Repair Supplies

Mobile Phones & Tablets

Mobile Phones, Smartphones, Refurbished Mobile Phones, Tablets, E-Readers

Home Audio & Hi-Fi

Speakers, Soundbars, Receivers and Amplifiers, Home Theater Systems, Wireless and Streaming Audio, Compact Radios and Stereos, Radios, Turntables, AV Receivers and Amplifiers, Component Preamplifiers, Subwoofers, Surround Sound Systems, Sound Bars, Home Audio Accessories

APPENDIX: MARKETPLACE INDEX

AUSTRALIA CATEGORIES

Recreational Swimwear

Swimsuits, Bikinis, Tankinis, One-Piece Swimsuits, Swim Trunks, Swim Shorts, Board Shorts, Rash Guards, Cover-Ups, Swim Dresses, Swim Skirts, Swim Tops, Swim Bottoms, Swim Briefs, Swim Jammers, Swim Caps

Exercise & Fitness Equipment

Treadmills, Elliptical Trainers, Exercise Bikes, Rowing Machines, Stair Climbers, CrossFit Equipment, Strength Training Equipment, Resistance Bands, Dumbbells, Home Gyms, Yoga Mats, Pilates Equipment, Medicine Balls, Jump Ropes, Pull-Up Bars, Punching Bags, Boxing Gloves, Fitness Trackers, Heart Rate Monitors, Sports Watches, Workout Accessories

Outdoor Recreation

Camping Gear, Hiking Gear, Climbing Gear, Fishing Gear, Hunting Supplies and Equipment, Outdoor Backpacks, Sleeping Bags, Tents, Tarps, Poles, Water Bottles, Tumblers, Helmets, Gloves, Knives, Compasses, Flashlights, Ropes and Harnesses, Insect Repellent, Outdoor Clothing, Cycling Wear, Cycling Equipment and Accessories, Outdoors Equipment and Accessories

Games, Puzzles, & Accessories

Board Games, Card Games, Party Games, Strategy Games, Role-Playing Games, Puzzles, Outdoor Games, Trivia Games, Educational Games, Kids' Games, Game Dice, Game Mats, Game Storage and Accessories, Game Pieces and Parts, Game Boards and Playmats

Sports & Outdoor Play

Outdoor Toys, Playground Equipment, Trampolines, Play Tents, Pool and Water Toys, Bounce Houses, Ball Pits, Playground Equipment, Swing Sets, Kites, Lawn Games, Flying Discs, Wagons, Play Vehicles, Beach Toys, Sports Toys, Toy Vehicles, Tricycles, Scooters, Wagons

Toys, Stuffed Animals, & Playsets

Toys, Building Toys, Figures, Collectibles, Dolls, Doll Accessories, Dollhouses, Doll Playsets, Playhouses, Play Sets, Stuffed Animals and Plush Toys, Plush Puppets, Plush Pillows

Office & School Supplies

Pens, Pencils, Erasers, Notebooks, Notepads, Binders, Folders, Paper, Planners, Calendars, Sticky Notes, Tape, Scissors, Rulers, Highlighters, Markers, Whiteboards, Bulletin Boards, Desk Organizers, Staplers, Paper Clips, Envelopes, Index Cards, Calculators, Art Supplies, Stationery, Drawing Supplies, Cutting and Measuring Supplies, Desk Accessories



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