

THE **AMAZON** MARKETPLACE INDEX →

Volume 2

POWERED BY



MX EDITION (ENGLISH)



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.

MEXICO MARKET OVERVIEW

The Mexico market is a new addition to the MDEX this year. In this market, we evaluated **more than 450 brands across 30 distinct categories on Amazon.com.mx** 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 **30 distinct categories** to include in this year's MDEX for the Mexico market (Amazon.com.mx). For the complete category list, refer to *Appendix: Marketplace Index Mexico 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: **Retail, Content, 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. 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.

Out-of-Stock (OOS) Rate

Measures the frequency a product is unavailable for purchase or out of stock. A high OOS rate can result in lost sales and diminish customer satisfaction. Maintaining adequate stock levels is essential to sustaining sales momentum and upholding brand reliability.

METHODOLOGY: METRICS & SCORING

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.

Amazon Badges

Visual markers or labels that highlight specific attributes or achievements of products, helping them stand out to customers. Common badges seen on Amazon include "Amazon's Choice", "Best Seller", "Top Rated", "New Release", and sustainable certifications.

B. 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.

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.

METHODOLOGY: METRICS & SCORING

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

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.

METHODOLOGY: METRICS & SCORING

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.

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.

METHODOLOGY: METRICS & SCORING

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.

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

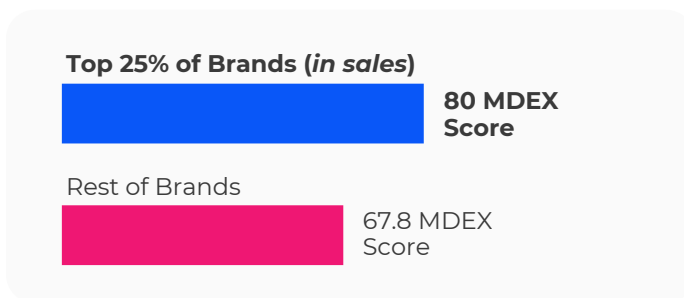
GENERAL INSIGHTS

Our evaluation of brand performance across the top categories on Amazon.com.mx highlights significant growth potential. Brands attained an **average score of 70.9 out of a possible 117 on the MDEX**, corresponding to a **performance rate of 60.5%**. Despite many brands performing well in specific areas, there remains substantial room for improvement across the board.

A notable finding from our analysis is that **only 5% of brands scored 80% or higher**. However, those that did achieve higher scores often led their respective categories in sales. Prominent examples include brands like Maybelline, NYX Professional Makeup, Kérastase, and UGREEN.

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 is further illustrated with how the top 25% of brands in terms of sales, based on their average Best Seller Rank (BSR), achieved an average MDEX score of 80.

In contrast, the rest of the brands averaged a score of 67.8.



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 higher on the MDEX. Despite not being as

GENERAL & CATEGORY INSIGHTS

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’ on Amazon scored higher than those in other categories.** These brands achieved an average score of 81.6 out of 117, well above the overall average of 70.9.

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 **‘Sports and Outdoors’ and ‘Clothing, Shoes, and Accessories’ on Amazon generally performed the worst.** These brands averaged a score of 66.5, with categories such as ‘Recreational Swimwear’, ‘Men’s Footwear’, and ‘Women’s Footwear’ ranking at the bottom of all categories. Notable gaps

are evident in their scores for metrics related to product detail page optimization, stock management, 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	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Skin Care	34.8	26.7	15.7	13.0	90.2
2	Personal Care	33.0	24.7	15.2	8.9	81.9
3	Hair Care	32.8	25.3	15.2	6.1	79.4
4	Kitchen & Dining	31.2	25.3	15.2	6.4	78.1
5	Vitamins & Supplements	32.3	23.0	15.2	7.7	78.1
6	Toys, Stuffed Animals, & Playsets	28.6	24.3	16.2	6.7	75.9
7	Baby Care & Diapering	32.4	23.2	15.8	4.3	75.6
8	Makeup	30.6	22.9	14.1	7.8	75.3
9	Computers, Monitors, & Peripherals	31.4	22.8	15.4	4.3	73.8
10	Home Care & Cleaning	30.2	20.8	15.7	6.5	73.2
11	Men's Clothing	31.5	21.3	14.7	5.4	72.9
12	Coffee, Tea, & Drinks	31.6	19.3	15.7	6.3	72.8
13	Pantry Staples	31.7	17.5	15.6	6.9	71.7
14	Exercise & Fitness Equipment	25.9	24.1	15.0	5.8	70.9
15	Games, Puzzles, & Accessories	31.6	19.6	15.7	3.2	70.1

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

CATEGORY RANKINGS

RANK	MDEX CATEGORY	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
16	Outdoor Recreation	27.9	22.0	14.7	5.0	69.6
17	Home Audio & Hi-Fi	27.8	23.0	14.6	4.1	69.5
18	Women's Handbags & Shoulder Bags	30.3	19.4	15.0	4.6	69.3
19	Office & School Supplies	28.7	21.1	15.7	3.4	68.8
20	Women's Clothing	28.9	20.5	12.8	6.2	68.4
21	Vacuum Cleaners & Floor Care	28.0	20.9	13.2	5.9	68.0
22	Snacks, Sweets, & Breakfast Cereal	29.8	17.0	15.1	5.4	67.3
23	Cell Phones & Tablets	26.7	20.2	13.9	5.8	66.5
24	Children's Clothing	30.4	17.6	15.6	2.8	66.4
25	Beer, Wine, & Spirits	26.3	19.5	16.1	4.0	66.0
26	Sports & Outdoor Play	26.3	20.7	14.8	3.0	64.9
27	Television	25.1	20.5	13.6	3.9	63.0
28	Women's Footwear	26.1	16.7	14.7	4.3	61.8
29	Men's Footwear	26.8	16.8	14.9	1.7	60.1
30	Recreational Swimwear	21.3	20.5	14.0	3.4	59.2

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

KEY METRIC INSIGHTS

A. RETAIL INSIGHTS

Brands generally performed well in key retail areas, achieving an **average score of 29.3 out of 40**. They demonstrated effective stock management, with an average 90-day out-of-stock (OOS) rate of 13%. Remarkably, brands that ranked in the top three for sales within their categories on Amazon achieved even better results, averaging 10-11%. Maintaining adequate stock levels is crucial in overly competitive categories on Amazon. When products are not in stock, this can drive customers to other brands, resulting to lost sales and diminished market presence.

Prime eligibility remains a crucial factor for retail success on Amazon. Brands scored an average of 10.3 out of 12 in this metric, with 86% of their listings qualifying for Prime. This demonstrates that most brands are meeting consumer expectations for fast and reliable shipping, which is vital for attracting and retaining customers today. Amazon research has also shown the impact of Prime eligibility in driving sales, reporting an average increase in shopper conversions of 25%.¹

In contrast, brands faced challenges with Amazon badges, scoring only 1.6 out of 8. On average, only 20% of reviewed ASINs had badges. While badge assignment is

controlled 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.

B. CONTENT INSIGHTS

For content metrics, **brands scored an average of 21.4 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 8.7 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

1. Amazon. 2023. *Buy with Prime Increases Shopper Conversions*. Available at www.buywithprime.amazon.com/blog/buy-with-prime-increases-shopper-conversions-by-25-percent-on-average

KEY METRIC INSIGHTS

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 6.7 out of 10, with 85% 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.²

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 54% of product detail pages include A+ content, with many missing critical elements such as the brand story, comparison tables, and cross-promotion. Additionally, just 13% of reviewed ASINs feature all A+ content components, and only a single brand 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

² Helium10. 2023. Lifestyle Images! Be Your Own Creative Director. Available at www.helium10.com/blog/amazon-lifestyle-images

KEY METRIC INSIGHTS

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%.³

Regarding brand stores, only 49% 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.⁴

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.

C. CUSTOMER INSIGHTS

Brands fared well in the customer metrics, achieving an **average score of 15 out of 18**. The median product rating stands at 4.6 stars, while the median 5-star rating percentage is 77%. 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.⁵

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

4. Amazon Internal Data. 2020.

5. 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

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 5.4 out of 20 in media metrics**, 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 26% of brands have activated SB ads for brand keywords, and just 11% 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, 59% of brands have activated them for brand keywords. However, only 29% have done so for category keywords, showing once again the need for brands to focus on more general search terms.

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

BRAND RANKINGS

MEN'S CLOTHING

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 39)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 117)</i>
1	Alfani	32.2	26.8	14.4	19.0	92.4
2	Coofandy	31.1	26.5	13.5	17.0	88.2
3	Hanes	32.1	22.8	14.4	18.5	87.7
4	Wilson	37.1	20.9	14.0	4.0	76.0
5	Wrangler	31.6	22.7	15.0	5.5	74.8
6	PUMA	30.3	20.8	14.8	7.0	72.9
7	Amazon Essentials	31.8	22.4	14.8	0.0	69.0
8	Nautica	30.3	19.3	15.1	4.0	68.7
9	Lacoste	31.4	19.8	15.3	2.0	68.6
10	Columbia	31.2	18.1	15.1	4.0	68.4
11	Neleus	30.7	21.6	14.3	0.0	66.6
12	Champion	30.1	21.1	14.6	0.0	65.8
13	Gildan	31.8	18.6	14.6	0.0	65.1
14	Fruit of the Loom	31.5	18.0	15.6	0.0	65.1
15	Under Armour	28.6	19.4	15.6	0.0	63.7

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

BRAND RANKINGS

WOMEN'S CLOTHING

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Bsubseach	30.4	32.2	13.0	18.5	94.1
2	CRZ Yoga	32.5	29.6	15.2	10.0	87.4
3	Hanes	30.9	19.6	13.4	13.0	76.8
4	Playtex	30.9	20.2	14.6	10.0	75.6
5	Ilusion	28.4	14.2	14.7	17.0	74.3
6	Delimira	31.3	24.9	12.8	4.0	73.1
7	Viopy	32.6	21.0	11.8	4.0	69.4
8	Maidenform	31.4	20.3	12.9	4.0	68.6
9	Fruit of the Loom	29.7	19.5	14.7	4.0	67.8
10	Amazon Essentials	31.8	20.1	14.3	0.0	66.2
11	QINSEN	26.4	19.3	13.4	7.0	66.1
12	Warner's	30.4	18.7	14.7	0.0	63.8
13	Tommy Hilfiger	29.4	17.4	14.6	2.0	63.4
14	Beralst	17.9	14.0	11.5	0.0	43.4
15	Beccgirl	20.0	16.2	0.0	0.0	36.2

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

BRAND RANKINGS

CHILDREN'S CLOTHING

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Hanes	29.4	18.6	15.2	13.0	76.1
2	Calvin Klein	25.8	23.8	15.2	7.0	71.8
3	Disney	30.9	20.6	14.8	4.0	70.2
4	Nautica	31.3	18.5	15.3	4.0	69.2
5	Simple Joys by Carter's	31.8	20.2	16.5	0.0	68.5
6	Marvel	31.0	16.8	15.9	4.0	67.6
7	The Children's Place	31.8	19.6	15.8	0.0	67.1
8	French Toast	30.7	16.5	15.3	4.0	66.5
9	Fruit of the Loom	31.3	18.0	15.2	2.0	66.4
10	Gymboree	30.0	19.8	16.0	0.0	65.8
11	Columbia	30.8	14.0	15.7	4.0	64.5
12	Under Armour	31.0	16.9	15.5	0.0	63.4
13	Amazon Essentials	29.4	18.7	15.1	0.0	63.2
14	Nautica Sets (KHQ)	30.4	12.0	16.1	0.0	58.5
15	Carter's	31.2	9.8	16.0	0.0	57.0

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

BRAND RANKINGS

MEN'S FOOTWEAR

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Bruno Marc	32.9	29.3	14.4	13.0	89.6
2	Flexi	29.1	17.0	16.0	10.0	72.1
3	Nautica	29.9	25.7	14.4	0.0	70.0
4	Skechers	30.9	18.2	14.8	0.0	63.9
5	Crocs	26.5	19.3	15.8	2.0	63.6
6	New Balance	29.4	15.5	14.7	0.0	59.7
7	Puma	26.5	17.1	15.2	0.0	58.7
8	Cole Haan	29.2	15.0	14.3	0.0	58.5
9	Under Armour	24.4	19.1	14.7	0.0	58.1
10	Lacoste	25.3	15.6	15.3	0.0	56.2
11	Adidas	27.2	12.9	14.9	0.0	55.1
12	ON	26.7	10.7	14.8	0.0	52.2
13	ASICS	22.9	13.6	15.0	0.0	51.5
14	Jordan	20.5	11.8	14.6	0.0	47.0
15	Nike	19.9	11.1	14.6	0.0	45.5

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

BRAND RANKINGS

WOMEN'S FOOTWEAR

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Dream Pairs	31.4	31.7	13.6	18.0	94.7
2	Hey Dude	22.6	16.5	15.9	15.0	70.0
3	Flexi	22.3	18.7	15.2	10.0	66.2
4	Crocs	27.7	20.8	15.4	0.0	63.9
5	Skechers	31.4	14.9	15.2	2.0	63.5
6	Guess	29.0	14.5	15.1	4.0	62.7
7	Puma	26.0	16.5	14.3	3.5	60.2
8	Adidas	26.3	13.8	14.2	5.5	59.8
9	Converse	26.1	16.0	14.9	2.0	59.1
10	Under Armour	21.2	18.8	15.1	1.5	56.6
11	New Balance	26.8	15.0	14.3	0.0	56.1
12	Nike	25.5	12.3	13.9	3.5	55.2
13	Steve Madden	24.9	15.5	13.6	0.0	54.0
14	On	26.0	11.7	14.8	0.0	52.5
15	Asics	23.8	14.5	14.2	0.0	52.5

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

WOMEN'S HANDBAGS & SHOULDER BAGS

BRAND RANKINGS

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Cluci	31.7	30.2	14.4	15.0	91.3
2	Nanwei	34.6	21.9	15.2	8.5	80.2
3	Angybefun	28.5	29.0	11.5	4.0	73.0
4	Michael Kors	29.9	13.9	16.0	13.0	72.8
5	Wrangler	30.7	21.1	15.2	5.5	72.6
6	Epano	31.0	18.6	14.4	7.0	71.1
7	Newkibou	30.0	22.2	14.4	4.0	70.6
8	Nautica	31.4	19.5	15.1	4.0	70.0
9	Chifei	33.5	17.1	15.2	0.0	65.9
10	Guess	28.8	16.3	16.1	4.0	65.2
11	Kipling	29.4	18.4	16.1	0.0	63.8
12	Calvin Klein	28.4	14.9	14.9	4.0	62.1
13	Montana West	28.9	18.1	14.2	0.0	61.1
14	Loungely	28.8	14.9	16.7	0.0	60.4
15	Steve Madden	29.7	15.3	14.9	0.0	59.9

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

BRAND RANKINGS

MAKEUP

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Maybelline	34.6	26.9	15.2	20.0	96.7
2	L'Oréal Paris	35.6	26.4	14.6	18.5	95.1
3	NYX Professional Makeup	35.1	24.4	14.5	20.0	94.1
4	Urban Decay	33.1	27.6	14.7	14.0	89.4
5	Palladio	33.1	25.0	13.5	12.0	83.5
6	Revlon	36.6	24.7	15.0	4.0	80.3
7	e.l.f.	35.5	23.2	14.4	2.0	75.0
8	YuYa	27.2	24.4	15.3	7.0	73.9
9	Bluemega	30.2	24.4	12.2	7.0	73.7
10	Beauty Creations	27.9	22.6	14.8	5.0	70.3
11	Wet n Wild	32.3	21.6	13.5	0.0	67.4
12	Mary Kay	32.7	17.4	15.1	0.0	65.1
13	Sheglam	31.5	17.3	14.1	0.0	62.9
14	Pink Up	14.5	21.9	13.9	4.0	54.3
15	Loota	18.8	15.6	10.3	4.0	48.7

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

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Nivea	37.7	28.8	15.6	18.0	100.0
2	Pond's	37.5	27.6	15.7	18.5	99.3
3	Cetaphil	34.9	28.2	15.7	20.0	98.9
4	CeraVe	35.5	28.4	15.9	18.5	98.3
5	La Roche-Posay	35.9	28.1	15.8	18.5	98.3
6	Nivea Sun	33.8	30.2	15.6	18.0	97.6
7	L'Oréal Paris	37.1	26.3	15.7	16.5	95.6
8	Vichy	35.6	27.1	15.8	17.0	95.5
9	Eucerin	35.1	27.8	15.8	15.0	93.7
10	Isdin	34.6	27.5	15.9	11.5	89.4
11	Neutrogena	37.2	28.8	15.2	7.0	88.2
12	Avene	33.7	27.8	15.8	9.5	86.9
13	Garnier Skin Active	36.3	28.1	15.7	5.5	85.5
14	Bioderma	31.3	20.7	16.4	0.0	68.4
15	SVR	26.1	14.5	15.4	1.5	57.5

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

BRAND RANKINGS

HAIR CARE

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Kerastase	36.0	27.4	15.5	17.0	95.8
2	Sedal	33.3	23.8	15.2	20.0	92.4
3	Head & Shoulders	29.6	34.7	15.6	7.0	86.9
4	Garnier	28.7	24.0	15.1	17.0	84.7
5	Pantene	32.1	27.6	15.6	9.0	84.2
6	OGX	35.1	30.3	15.1	0.0	80.5
7	Redken	30.1	24.7	15.2	10.0	80.0
8	Herbal Essences	32.7	31.6	15.6	0.0	79.9
9	Tresemme	37.1	27.0	15.2	0.0	79.2
10	Revlon	36.9	24.6	15.7	0.0	77.1
11	L'Oréal Paris	32.8	25.3	15.0	4.0	77.1
12	Caprice	29.5	22.3	15.2	7.0	74.1
13	Olaplex	35.1	17.3	14.8	0.0	67.2
14	The Botanist	33.6	18.3	15.2	0.0	67.1
15	Arbol Verde	29.4	21.1	14.4	0.0	64.9

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

BRAND RANKINGS

PERSONAL CARE

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Nivea	37.7	28.6	15.2	17.0	98.5
2	Dove	33.8	24.6	15.8	20.0	94.2
3	Rexona	37.2	25.5	15.7	14.0	92.5
4	Gum	36.5	20.3	15.7	14.0	86.6
5	Colgate	35.0	27.4	15.9	7.0	85.3
6	Philips	31.6	24.8	15.7	13.0	85.1
7	Gillette	36.0	27.4	15.9	4.0	83.3
8	Zest	32.3	21.7	15.2	14.0	83.2
9	Oral B	31.6	22.7	15.3	12.0	81.6
10	Axe	34.1	24.3	15.9	7.0	81.3
11	Secret	31.9	26.0	15.3	0.0	73.2
12	FilFeel	28.3	28.8	11.9	4.0	73.0
13	Philips Norelco	34.2	22.8	15.0	0.0	72.0
14	Palmolive Optims	26.6	24.3	15.6	4.0	70.5
15	Braun	28.5	22.0	13.7	4.0	68.1

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

BRAND RANKINGS

HOME CARE & CLEANING

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Regio	34.2	25.6	15.1	14.0	88.8
2	Kleenex Cottonelle	32.4	22.6	16.1	14.0	85.0
3	Downy	30.5	22.9	16.3	14.0	83.7
4	Dr. Beckmann	37.8	24.4	14.6	4.0	80.7
5	Persil	29.9	24.1	16.5	7.0	77.5
6	Tide	29.1	18.5	16.1	13.0	76.6
7	Suavitel	32.5	23.4	16.3	4.0	76.1
8	Ariel	29.4	25.5	16.4	4.0	75.3
9	Basuritas	31.8	15.3	13.1	12.0	72.2
10	Ensueño	30.1	21.5	16.0	4.0	71.5
11	Vanish	28.5	19.2	16.0	4.0	67.7
12	Hefty	27.0	24.0	16.4	0.0	67.4
13	Princesa	30.1	15.7	14.6	0.0	60.4
14	Kirkland Signature	26.6	13.5	15.9	4.0	60.0
15	Zippo	23.8	15.9	15.5	0.0	55.2

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

BRAND RANKINGS

VITAMINS & SUPPLEMENTS

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	B Life Company	37.1	26.8	15.7	16.5	96.1
2	Beyond Vitamins	31.7	26.5	15.1	15.0	88.3
3	Life 360+	31.2	26.9	15.0	15.0	88.1
4	Testrol	33.5	28.7	14.3	10.0	86.5
5	OBY	34.7	31.7	14.4	5.5	86.3
6	NLS Essentials	32.3	24.4	14.9	13.0	84.6
7	Birdman	27.6	23.9	15.7	17.0	84.2
8	Forzagen	33.9	27.5	15.0	3.5	79.8
9	Wellthy	32.3	19.8	15.2	11.5	78.7
10	Now	33.0	22.6	15.7	4.0	75.3
11	Horbäach	31.1	22.6	15.1	0.0	68.7
12	Seltz	36.4	16.2	15.9	0.0	68.5
13	Vidanat	31.9	13.4	15.0	4.0	64.3
14	Optimum Nutrition	29.2	18.5	15.3	0.0	62.9
15	Dymatize	28.1	15.3	15.1	0.0	58.5

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

BRAND RANKINGS

BABY CARE & DIAPERING

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	BBtips	33.5	26.2	16.3	17.0	92.9
2	Frida Baby	32.0	25.4	15.3	14.0	86.6
3	Huggies	34.3	28.2	16.5	7.0	86.0
4	Diaper Genie	28.4	20.6	16.1	20.0	85.1
5	Mustela	34.5	23.2	16.5	4.0	78.2
6	Munchkin	36.0	23.0	16.1	0.0	75.1
7	Skip Hop	33.6	24.4	16.4	0.0	74.4
8	Johnson's Baby	32.0	24.1	16.0	2.0	74.0
9	Pampers	33.7	24.0	16.1	0.0	73.8
10	Baby Bamboo	31.5	28.0	13.9	0.0	73.3
11	Safety 1st	32.6	23.4	15.2	0.0	71.2
12	KleenBebé	31.6	22.4	15.9	0.0	69.9
13	Ubbi	30.8	20.7	16.0	0.0	67.5
14	Ricitos de Oro	32.2	17.2	15.7	0.0	65.1
15	Catwald	29.3	17.4	14.4	0.0	61.1

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

BRAND RANKINGS

COFFEE, TEA, & DRINKS

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Nespresso	33.4	24.7	16.5	14.0	88.5
2	Molienda Sagrada	32.7	22.0	14.9	14.0	83.6
3	Nescafé	34.4	25.8	16.3	7.0	83.5
4	McCormick	36.3	19.1	16.0	12.0	83.4
5	Doblett	32.3	17.1	16.1	14.0	79.6
6	Starbucks	31.5	23.7	15.6	8.0	78.8
7	Nescafé Dolce Gusto	33.1	23.6	15.9	4.0	76.7
8	Blason	31.6	18.4	15.7	7.0	72.8
9	Nature's Heart	36.6	14.8	15.7	4.0	71.1
10	Café Gila	33.0	16.5	15.1	4.0	68.5
11	Traditional Medicinals	30.5	21.2	15.7	0.0	67.3
12	Lavazza	31.8	16.0	14.8	2.0	64.5
13	Folgers	25.9	14.4	15.8	4.0	60.1
14	Juan Valdez	23.2	20.7	15.5	0.0	59.3
15	Garat	28.1	10.7	15.9	0.0	54.6

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

BRAND RANKINGS

BEER, WINE, & SPIRITS

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Bacardi	25.2	19.2	16.6	17.0	78.0
2	Herradura	28.2	16.1	16.5	14.0	74.8
3	Patrón	28.3	25.1	16.3	4.0	73.7
4	Torres Brandy	30.2	21.9	15.8	4.0	71.9
5	Corona	22.5	21.2	16.5	10.0	70.3
6	Jack Daniel's	29.6	16.4	16.3	7.0	69.4
7	Monte Xanic	26.0	22.6	15.9	4.0	68.5
8	Johnnie Walker	29.6	22.1	16.1	0.0	67.9
9	Casillero del Diablo	25.9	25.6	15.3	0.0	66.7
10	Eurocervezas	27.3	17.2	18.0	0.0	62.5
11	Don Julio	28.2	18.0	16.2	0.0	62.4
12	Shepherd Neame	16.9	25.4	15.3	0.0	57.6
13	Don Ramón	28.9	13.8	14.7	0.0	57.4
14	Buchanan's	24.3	15.7	16.5	0.0	56.5
15	Casa Madero	23.8	12.1	16.0	0.0	51.9

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

BRAND RANKINGS

SNACKS, SWEETS, & BREAKFAST CEREAL

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Nature's Heart	36.6	16.0	15.7	17.0	85.3
2	Cacep	30.9	23.6	15.2	14.0	83.8
3	Oreo	24.1	19.9	15.2	20.0	79.2
4	Xilechile	31.2	27.8	13.8	3.5	76.4
5	Bob's Red Mill	35.7	17.2	16.0	4.0	72.9
6	Xiocolat XO	29.8	20.7	14.2	7.0	71.7
7	Nature Valley	26.8	18.7	14.8	7.0	67.3
8	Las Delicias	30.5	17.3	14.3	2.0	64.0
9	Taifeld's	31.0	17.2	14.8	0.0	63.0
10	Turin	26.4	16.8	15.8	4.0	63.0
11	Kirkland	31.5	13.4	15.4	0.0	60.3
12	Disfruto Nuts	32.2	10.9	15.5	0.0	58.5
13	De La Rosa	28.4	11.1	15.9	2.0	57.4
14	Quaker	20.7	18.6	15.3	0.0	54.7
15	Mi Granero	30.9	5.7	15.4	0.0	51.9

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

BRAND RANKINGS

PANTRY STAPLES

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Knorr	36.9	24.4	16.2	15.5	93.0
2	McCormick	36.6	19.2	16.0	18.5	90.3
3	Herdez	35.8	17.1	15.8	14.0	82.7
4	Barilla	34.9	22.0	16.4	4.0	77.4
5	Lasal	34.5	11.7	15.7	14.0	75.9
6	Alpont Gourmet	32.9	20.0	14.8	7.0	74.7
7	Pontino	34.0	20.5	15.9	4.0	74.4
8	Tajin	33.5	21.5	16.4	0.0	71.4
9	Mr Wings	29.6	22.6	13.7	5.5	71.3
10	Amma Tiendita De Orgánicos Y Naturales	27.6	20.3	16.5	4.0	68.4
11	Kikkoman	31.7	12.5	15.2	4.0	63.4
12	Mi Granero	32.6	5.8	16.0	7.0	61.4
13	Samyang	26.9	15.2	15.2	4.0	61.4
14	Skippy	20.8	18.1	15.8	1.5	56.2
15	Smucker's	26.6	12.1	14.9	0.0	53.6

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

BRAND RANKINGS

KITCHEN & DINING

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Chefman	29.7	26.8	15.1	19.0	90.5
2	T-fal	34.1	26.7	15.4	7.0	83.2
3	Taurus	32.7	28.2	14.6	7.0	82.5
4	Cuisinart	35.2	24.3	15.8	7.0	82.3
5	Hukën	31.6	27.6	14.8	7.0	80.9
6	Ninja	34.1	23.7	16.1	7.0	80.9
7	Koblenz	31.6	27.7	14.3	7.0	80.6
8	Oster	32.5	24.9	15.7	7.0	80.1
9	Hamilton Beach	36.4	26.6	15.6	0.0	78.6
10	KitchenAid	33.0	25.5	16.1	2.0	76.6
11	NutriBullet	30.5	22.8	16.2	7.0	76.5
12	Black+Decker	27.5	23.8	15.1	10.0	76.3
13	RCA	27.1	26.2	14.4	1.5	69.1
14	Dash	30.5	22.2	14.8	0.0	67.4
15	Rhino	21.5	22.0	14.8	8.0	66.3

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

VACUUMS CLEANERS & FLOOR CARE

BRAND RANKINGS

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	IRobot	29.8	27.0	14.4	18.5	89.7
2	Bvily	30.6	23.5	14.3	15.0	83.4
3	Black+Decker	27.6	25.9	13.5	10.5	77.4
4	Karcher	26.3	21.5	14.9	10.0	72.7
5	Koblenz	27.9	25.4	14.7	3.5	71.4
6	HUFATWINS	32.0	18.6	11.6	5.5	67.7
7	Eureka	31.3	21.4	13.9	0.0	66.7
8	tineco	22.7	23.3	12.6	7.0	65.7
9	Shark	31.3	20.2	14.0	0.0	65.5
10	Brigii	29.9	22.8	11.9	0.0	64.6
11	Moximx	29.3	18.6	10.9	4.0	62.8
12	Ryobi	26.0	14.5	14.6	5.5	60.6
13	Chugod	30.1	14.6	10.7	4.0	59.4
14	Dyson	25.8	17.6	14.6	0.0	57.9
15	Feinia	20.1	18.0	11.2	5.5	54.8

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

BRAND RANKINGS

TELEVISION

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Sansui	28.2	26.8	14.0	15.0	83.9
2	TCL	29.4	21.8	14.4	7.0	72.5
3	ONN	31.5	21.3	12.0	7.0	71.8
4	Samsung	26.6	20.9	15.1	7.0	69.6
5	Weyon	31.3	25.1	12.3	0.0	68.7
6	Hisense	25.7	21.8	13.9	7.0	68.5
7	LG	23.9	20.0	15.4	7.0	66.3
8	Sharp	24.9	18.9	14.5	4.0	62.3
9	Sony	16.3	25.4	14.9	4.0	60.5
10	Westinghouse	24.6	20.8	13.2	0.0	58.6
11	Sylvox	26.9	18.9	12.5	0.0	58.2
12	Supersonic	27.7	17.2	11.5	0.0	56.4
13	Vizio	20.8	18.5	13.1	0.0	52.5
14	Atvio	25.7	11.2	11.5	0.0	48.4
15	Philips	12.7	19.0	15.3	0.0	47.1

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

COMPUTERS, MONITORS, & PERIPHERALS

BRAND RANKINGS

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 39)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 117)</i>
1	UGreen	38.9	30.4	16.5	20.0	105.8
2	Apple	29.1	20.6	16.0	16.5	82.2
3	TP-Link	36.2	27.4	15.7	0.0	79.3
4	Logitech	33.0	26.3	16.3	0.0	75.5
5	Asus	29.6	23.1	15.1	7.0	74.7
6	HP	31.2	24.1	14.4	3.0	72.8
7	Kingston	34.7	21.2	16.4	0.0	72.3
8	Samsung	31.3	20.8	15.2	4.0	71.3
9	Adata	30.9	23.6	16.5	0.0	71.0
10	Lenovo	29.2	19.3	14.6	7.0	70.1
11	Corsair	28.8	24.6	15.9	0.0	69.3
12	Dell	29.5	20.3	13.9	3.0	66.7
13	Razer	29.9	21.6	14.9	0.0	66.4
14	Acer	31.3	20.4	14.5	0.0	66.2
15	Microsoft	27.0	17.6	15.5	4.0	64.1

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

BRAND RANKINGS

CELL PHONES & TABLETS

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 39)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 117)</i>
1	Apple	30.7	22.6	14.5	19.0	86.8
2	Doogee	30.7	22.9	12.7	15.0	81.3
3	Huawei	26.6	23.9	14.3	7.0	71.8
4	Lenovo	29.9	21.6	14.7	4.0	70.2
5	Microsoft	22.9	20.5	14.3	11.0	68.8
6	Motorola	27.7	21.7	13.8	5.5	68.7
7	Honor	28.6	19.4	14.7	5.5	68.2
8	Samsung	25.8	20.4	14.8	5.0	66.1
9	ZTE	27.0	19.6	13.1	5.5	65.2
10	Xiaomi	30.5	17.2	15.2	1.5	64.3
11	Oneplus	25.2	20.6	14.9	3.5	64.2
12	Google	28.6	18.9	13.9	0.0	61.4
13	realme	26.8	18.5	14.0	2.0	61.4
14	LG	22.3	16.2	11.8	0.0	50.2
15	Dell	16.6	18.5	12.0	2.0	49.1

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

BRAND RANKINGS

HOME AUDIO & HI-FI

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 39)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 117)</i>
1	UGreen	36.7	29.1	15.8	17.0	98.6
2	Sonos	31.9	25.4	15.4	13.0	85.6
3	Herdio	31.4	28.1	13.0	4.0	76.5
4	Sony	25.1	21.7	14.8	13.0	74.5
5	Ashata	27.8	22.3	14.2	10.0	74.2
6	Sanpyl	30.0	24.3	14.0	0.0	68.3
7	Bose	28.2	24.3	15.2	0.0	67.8
8	JBL	26.2	22.9	14.0	4.0	67.1
9	Victrola	31.7	18.0	14.9	0.0	64.5
10	Pyle	31.7	19.5	13.3	0.0	64.5
11	Edifier	27.4	21.5	15.1	0.0	64.1
12	Amazon Basics	20.4	26.6	15.8	0.0	62.8
13	Samsung	22.9	22.0	14.8	0.0	59.7
14	Klipsch	23.1	19.0	15.9	0.0	58.0
15	Kaiser	22.7	20.7	13.0	0.0	56.4

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

RECREATIONAL SWIMWEAR

BRAND RANKINGS

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 39)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 117)</i>
1	Bsubseach	30.1	32.2	13.0	20.0	95.3
2	Willit	31.7	23.4	14.0	0.0	69.2
3	Calvin Klein	26.0	24.6	14.0	4.0	68.6
4	Eomenie	31.4	19.4	13.3	4.0	68.1
5	Kanu Surf	30.8	20.2	14.8	0.0	65.8
6	Zaful	30.0	21.7	11.3	0.0	63.0
7	Weimey	22.6	19.4	13.9	7.0	62.9
8	Quiksilver	31.8	14.2	14.6	0.0	60.6
9	O'Neill	22.5	19.1	14.6	4.0	60.2
10	Nautica	11.2	18.5	15.5	4.0	49.1
11	Holipick	14.2	20.6	13.9	0.0	48.7
12	Arena	12.4	21.0	14.3	0.0	47.7
13	Speedo	9.5	19.3	14.5	4.0	47.4
14	Hurley	11.2	16.6	14.8	4.0	46.6
15	American Trends	3.2	18.1	13.9	0.0	35.1

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

BRAND RANKINGS

EXERCISE & FITNESS EQUIPMENT

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Tayga	30.9	27.4	15.2	13.5	87.0
2	Ayara	29.5	24.6	15.7	15.0	84.9
3	Yes4All	30.6	29.2	15.3	5.5	80.7
4	Sunny Health & Fitness	24.5	30.3	14.4	7.0	76.3
5	Beauty Choice	31.0	25.6	13.8	4.0	74.5
6	ProsourceFit	26.7	24.6	15.4	7.0	73.7
7	Sportisimo	27.3	27.1	15.5	2.0	71.9
8	UrbanFit Pro	21.0	24.4	14.1	12.0	71.5
9	Elite Fitness	28.5	20.3	15.1	5.5	69.5
10	Altera	22.1	22.6	15.0	6.0	65.7
11	Bluelander	20.9	21.7	15.1	5.5	63.2
12	Zensukye	28.7	17.3	14.8	2.0	62.7
13	Amazon Basics	21.4	24.3	15.4	0.0	61.1
14	yo.fitness	22.3	22.7	15.2	0.0	60.2
15	Bodyfit	22.5	19.9	15.6	2.0	60.0

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

BRAND RANKINGS

OUTDOOR RECREATION

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Wotow	35.0	26.0	14.9	12.0	87.9
2	DQST	24.5	23.1	14.0	19.0	80.7
3	Insmeer	27.4	28.9	14.4	7.0	77.6
4	Keenso	25.1	26.3	12.7	13.5	77.6
5	Victorinox	29.2	21.5	16.5	4.0	71.2
6	Techvida	31.8	21.1	13.0	4.0	69.8
7	Coleman	31.4	22.6	15.4	0.0	69.4
8	Kampak	29.2	21.6	14.4	4.0	69.1
9	CamelBak	31.5	21.4	15.7	0.0	68.6
10	Dioche	22.6	27.2	12.8	4.0	66.6
11	Nite Ize	29.6	21.0	15.2	0.0	65.7
12	Alomejor	22.6	24.3	14.8	4.0	65.6
13	Petzl	27.9	16.9	15.8	0.0	60.7
14	Igloo	24.3	17.1	15.3	4.0	60.7
15	Black Diamond	26.1	11.4	15.2	0.0	52.7

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

GAMES, PUZZLES, & ACCESSORIES

BRAND RANKINGS

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Ravensburger	31.1	23.6	16.3	11.0	81.9
2	Melissa & Doug	31.9	25.3	15.7	8.0	80.9
3	Rubik's	31.1	21.5	15.6	10.0	78.2
4	Devir	31.3	18.3	16.6	10.0	76.2
5	Hasbro Gaming	30.2	22.8	16.2	4.0	73.2
6	Mattel Games	29.8	20.3	16.5	4.5	71.0
7	USAopoly	35.4	17.0	16.0	0.0	68.4
8	Exploding Kittens	31.1	21.5	15.8	0.0	68.3
9	Spin Master Games	33.4	19.3	15.6	0.0	68.3
10	Aquarius	33.3	19.4	15.5	0.0	68.2
11	Novelty Corp	33.9	17.9	15.0	0.0	66.8
12	Buffalo Games	31.6	17.5	15.8	0.0	64.9
13	Pokemon	31.0	18.0	15.2	0.0	64.3
14	Flink	31.6	13.8	15.2	0.0	60.6
15	Fotorama	27.6	17.4	14.8	0.0	59.7

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

BRAND RANKINGS

SPORTS & OUTDOOR PLAY

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Nerf	30.3	18.9	15.8	12.5	77.5
2	Joyin	30.7	21.3	14.1	8.5	74.5
3	Radio Flyer	29.6	25.7	15.8	2.0	73.1
4	Raganet	22.8	21.9	14.6	12.5	71.7
5	Jasonwell	26.1	27.9	15.2	0.0	69.2
6	ZGMSDSCZ	29.8	22.5	14.4	2.0	68.6
7	Little Tikes	30.8	21.2	15.9	0.0	67.9
8	Prinsel	30.9	19.4	15.4	2.0	67.7
9	Feber	29.6	20.5	15.3	0.0	65.4
10	Risom	25.4	21.6	15.3	0.0	62.3
11	Intex	27.6	17.9	14.6	0.0	60.1
12	Taimei	20.2	20.8	13.0	2.0	56.1
13	Funny toy	20.3	18.8	13.4	2.0	54.5
14	Didjig	27.5	11.7	13.5	0.0	52.7
15	Luna Park	13.1	21.1	15.5	2.0	51.7

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

TOYS, STUFFED ANIMALS, & PLAYSETS

BRAND RANKINGS

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Lego	33.4	26.3	17.1	15.0	91.7
2	Playmobil	31.6	28.1	16.6	15.0	91.3
3	Paw Patrol	31.5	28.6	16.2	14.0	90.3
4	Gabby's Dollhouse	31.2	27.3	16.6	12.0	87.1
5	Barbie	28.5	29.8	16.5	4.0	78.7
6	Rainbow High	29.1	27.9	16.1	4.0	77.1
7	Funko	26.6	17.6	16.7	15.0	75.9
8	Polly Pocket	30.0	28.6	15.9	0.0	74.6
9	Mega Construx	29.3	28.9	16.3	0.0	74.4
10	Star Wars	28.1	21.0	15.9	7.0	72.0
11	XIAOYANGKEJI	31.6	20.8	14.8	4.0	71.1
12	Monster High	28.8	23.3	16.5	0.0	68.6
13	Marvel	20.6	19.9	16.3	7.0	63.9
14	Aurora	27.7	13.8	16.1	4.0	61.6
15	Calico Critters	21.6	22.3	16.1	0.0	60.1

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

BRAND RANKINGS

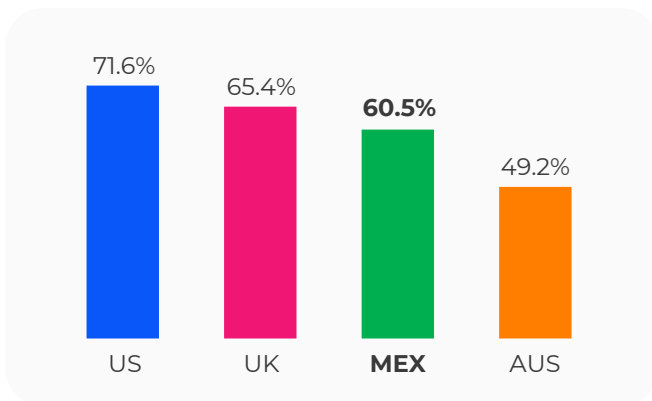
OFFICE & SCHOOL SUPPLIES

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)
1	Epson	29.2	20.1	16.7	14.0	79.9
2	Bluelander	27.5	21.9	15.1	15.0	79.5
3	Pilot	27.0	20.0	16.0	14.0	77.0
4	Bic	26.5	31.6	15.9	0.0	74.0
5	Amazon Basics	29.9	27.5	15.8	0.0	73.2
6	Pentel	34.3	21.6	15.9	0.0	71.8
7	Maped	31.1	21.8	15.3	0.0	68.2
8	Azor	31.6	20.8	15.4	0.0	67.8
9	Barrilito	30.3	20.4	14.7	0.0	65.4
10	Sharpie	28.2	21.0	15.8	0.0	65.0
11	Canon	25.2	19.5	15.9	4.0	64.6
12	Casio	29.6	17.0	16.3	0.0	62.9
13	Paper Mate	28.0	18.6	15.7	0.0	62.3
14	HP	22.6	22.1	15.8	0.0	60.5
15	El Tigre	29.4	11.8	14.8	4.0	60.0

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

MEXICO 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

Children's Clothing

Shirts, Tops, T-Shirts, Dresses, Sweaters, Hoodies and Sweatshirts, Jackets and Coats, Blazers, Vests, Pants, Jeans, Shorts, Skirts, Activewear, Sleepwear and Loungewear, Underwear, Socks and Tights, Jumpsuits and Rompers, Sets and Outfits, School Uniforms

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

Home Care & Cleaning

Cleaning Supplies, Laundry Detergent, Dishwashing Soap, Paper Towels, Toilet Paper, Trash Bags, Cleaning Tools, Air Fresheners, 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

APPENDIX: MARKETPLACE INDEX

MEXICO CATEGORIES

Vitamins & Supplements

Multivitamins, Vitamin D, Vitamin C, B Vitamins, Omega-3 Fatty Acids, Calcium, Magnesium, Iron, Probiotics, Collagen Supplements, Zinc, Melatonin, Coenzyme Q10 (CoQ10), Fish Oil, Turmeric, Glucosamine, Chondroitin, Fiber Supplements, Vitamin E, Biotin, Folic Acid, Cranberry Extract, Calcium Supplements

Baby Care & Diapering

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

Coffee, Tea, & 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

Vacuum Cleaners & 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

Cell Phones & Tablets

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

APPENDIX: MARKETPLACE INDEX

MEXICO CATEGORIES

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

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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