

# THE AMAZON MARKETPLACE INDEX →

Volume 2

POWERED BY



UK 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 **analysed 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](mailto: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



# TABLE OF CONTENTS

The Marketplace Index Global and Market Overview	<b>04</b>
Methodology: Categories & Brands	<b>06</b>
Methodology: Metrics & Scoring	<b>07</b>
General & Category Insights Category Rankings	<b>12</b>
Key Metric Insights Brand Rankings	<b>16</b>
Year-Over-Year and Cross Regional Insights	<b>52</b>
Conclusion The Future of the Marketplace Index	<b>55</b>
About Our Company Global Coverage	<b>56</b>
Appendix Marketplace Index UK Categories	<b>58</b>

# 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 analysed, 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.

## UK MARKET OVERVIEW

The UK market continues to be a central focus of the MDEX. This year, we evaluated **over 465 brands across 31 distinct categories on Amazon.co.uk** and ranked them based on their scores in our metrics. To understand the impact of MDEX scores on Amazon sales, we revisited leading brands from our previous analysis to assess their progress and incorporated new rising brands to provide a comprehensive view of current market dynamics. This added insight offers a greater look at how established leaders have evolved and how emerging brands are positioning themselves for success.

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. Track brand progression:** Review changes implemented by brands evaluated in 2023 and how these changes have affected their scores and rankings
- 5. Explore MDEX correlation:** Demonstrate how MDEX scores correlate with Amazon performance and how optimization can drive better results
- 6. Analyse 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 'Fashion', we further divided them into more specific subcategories to maintain a focused analysis. For example, 'Fashion' 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 **31 distinct categories** to include in this year's MDEX for the UK market (Amazon.co.uk). For the complete category list, refer to *Appendix: Marketplace Index UK Categories*.

## BRAND SELECTION

To evaluate brand performance within each category, we conducted a thorough selection process. Using data collected

from JungleScout Cobalt 2.0 and other relevant tools, we identified the top performing brands in terms of sales from Q4 2023 through Q1 2024.

Building on last year's findings, we included the **top 10 performing brands from each category on Amazon.co.uk that were evaluated last year** into our brand composition. Alongside these brands, we introduced **five new brands that have excelled** in their respective categories, bringing the total to **15 brands per category** for this year's evaluation. This approach enabled us to track brand performance across 2023 and 2024, correlate their performance with MDEX scores, and highlight emerging standout brands.

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 analysed 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

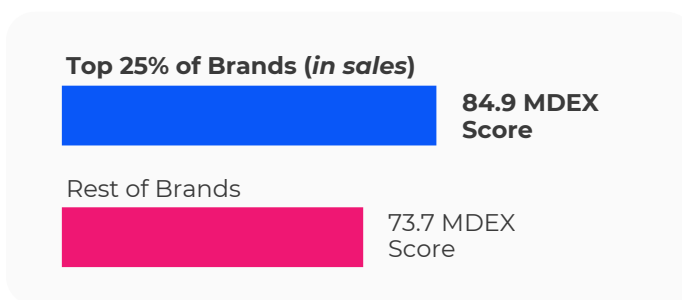
## GENERAL INSIGHTS

Our evaluation of brand performance across the top categories on Amazon.co.uk highlights significant growth potential. Brands attained an **average score of 76.5 out of a possible 117 on the MDEX**, corresponding to a **performance rate of 65.4%**. 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 7.5% 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, e.l.f., Cerave, Oral-B, Shark, Anker, 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 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 84.9.

In contrast, the rest of the brands averaged a score of 73.7.



**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' and 'Baby Products' on Amazon scored higher** than those in other categories. These brands achieved an average score of 87.3 out of 117, well above the overall average of 76.5.

The key difference lies in their performance across content, retail, 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 demonstrate better management of stock availability, ensure their products are Prime eligible, and invest more in sponsored ads with a stronger focus on keyword targeting.

In contrast, brands classified under **'Fashion', 'Grocery', 'Electronics', and 'Appliances' on Amazon generally performed the worst.** These brands

averaged a score of 71.2, with categories such as 'Children's Clothing', 'Men's Clothing', 'Women's Clothing', 'Beer, Wine, & Spirits', 'Television', and 'Refrigerators, Freezers, & Ice Makers' 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	34.6	28.0	14.6	14.2	91.3
2	Baby Care & Nappies	32.2	27.4	15.3	12.1	87.0
3	Toys, Stuffed Animals, & Playsets	33.5	26.1	15.4	11.8	86.8
4	Kitchen & Dining	32.6	27.2	14.6	11.5	85.8
5	Computers, Monitors, & Peripherals	33.6	26.2	14.4	10.2	84.4
6	Vitamins, Minerals, & Supplements	34.2	23.9	14.4	11.3	83.7
7	Makeup	33.5	26.6	13.4	10.2	83.6
8	Hair Care	32.5	26.3	14.1	10.4	83.4
9	Personal Care	31.5	25.3	14.7	11.3	82.9
10	Games, Puzzles, & Accessories	32.6	26.6	15.0	7.8	81.9
11	Exercise & Fitness Equipment	29.1	26.0	13.9	8.3	77.3
12	Outdoor Recreation	30.4	26.4	14.1	6.3	77.2
13	Home Audio & Hi-Fi	29.9	25.1	13.7	7.7	76.5
14	Women's Handbags & Shoulder Bags	29.5	26.6	13.9	6.1	76.2
15	Recreational Swimwear	29.6	26.7	13.6	6.0	76.0
16	Office & School Supplies	30.6	24.7	14.8	5.9	75.9

\* For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (UK 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)
17	Household Supplies	28.3	22.4	15.0	10.0	75.7
18	Men's Footwear	28.2	24.8	13.8	8.0	74.7
19	Drinks	27.5	24.2	15.1	7.9	74.7
20	Mobile Phones & Tablets	27.1	24.0	12.9	8.7	72.7
21	Sports Toys & Outdoor	28.8	23.1	13.7	6.5	72.1
22	Snacks, Sweets, & Breakfast Cereal	25.8	22.1	15.0	9.0	71.9
23	Women's Footwear	28.6	22.8	13.8	6.6	71.8
24	Vacuums & Floor Care	29.0	24.6	14.1	3.9	71.7
25	Pantry Staples	28.8	20.1	14.5	7.3	70.6
26	Men's Clothing	27.6	24.7	12.6	5.4	70.3
27	Women's Clothing	28.0	25.6	12.5	4.0	70.1
28	Refrigerators, Freezers, & Ice Makers	24.3	24.9	13.6	7.2	70.0
29	Television	23.3	23.2	13.2	8.6	68.3
30	Beer, Wine, & Spirits	25.1	19.6	15.6	6.3	66.5
31	Children's Clothing	25.2	19.9	13.7	3.0	61.8

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

# KEY METRIC INSIGHTS

## A. RETAIL INSIGHTS

Brands generally performed well in key retail areas, achieving an **average score of 29.5 out of 40**. They demonstrated effective stock management, with an average 90-day out-of-stock (OOS) rate of 11%. Remarkably, brands that ranked in the top three for sales within their categories on Amazon achieved even better results, averaging 8%.

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 9.2 out of 12 in this metric, with 77% 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%.<sup>1</sup>

In contrast, brands faced challenges with Amazon badges, scoring only 2.4 out of 8. On average, only 30% 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 24.7 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 8.9 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](http://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 6.8 out of 10, with 86% 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.<sup>2</sup>*

Similarly, the A+ content is severely underutilized, evident with how brands are only averaging a score of 5.1 out of 10 in these metrics. While 73% of product detail pages include A+ content, the majority lack critical elements such as the brand story, comparison tables, and cross-promotion. Only 15% of reviewed ASINs feature all A+ content components, and just 0.6% 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

2. Helium10. 2023. Lifestyle Images! Be Your Own Creative Director. Available at [www.helium10.com/blog/amazon-lifestyle-images](https://www.helium10.com/blog/amazon-lifestyle-images)

# KEY METRIC INSIGHTS

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%.<sup>3</sup>*

Regarding brand stores, 76% of brands have linked all their ASINs to their brand stores. This performance indicates that most brands understand the importance of consolidating their product listings and utilizing storefronts to create a cohesive brand presence. Nonetheless, 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.<sup>4</sup>

Overall, while brands show strong performance in certain areas, there is considerable room for improvement, particularly in the title lengths, usage of bullet points, 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 14.2 out of 18**. The median product rating stands at 4.5 stars, while the median 5-star rating percentage is 71%. 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.<sup>5</sup>

3. Jungle Scout. 2024. *How To Create A+ Content*. Available at [www.junglescout.com/blog/amazon-a-plus-content](http://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](http://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 8.2 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 48% 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, 82% of brands have activated them for brand keywords. However, only 35% 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** Vitamins, Minerals, & Supplements
- 32** Baby Care & Nappies
- 33** Drinks
- 34** Beer, Wine, & Spirits
- 35** Snacks, Sweets, & Breakfast Cereal
- 36** Pantry Staples
- 37** Household Supplies
- 38** Kitchen & Dining
- 39** Vacuums & Floor Care
- 40** Refrigerators, Freezers, & Ice Makers
- 41** Television
- 42** Computers, Monitors, & Peripherals
- 43** Mobile Phones & Tablets
- 44** Home Audio & Hi-Fi
- 45** Recreational Swimwear
- 46** Exercise & Fitness Equipment
- 47** Outdoor Recreation
- 48** Games, Puzzles, & Accessories
- 49** Sports Toys & Outdoor
- 50** Toys, Stuffed Animals, & Playsets
- 51** Office & School Supplies

## BRAND RANKINGS

## MEN'S CLOTHING

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 39)	CUSTOMER SCORE (Total = 18)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 117)	2023 SCORE
1	Justsun	31.0	33.1	12.6	14.5	91.2	78.6
2	Under Armour	31.2	29.0	14.5	13.0	87.7	93.3
3	Siliteelon	31.5	32.5	13.0	5.5	82.6	64.5
4	Levi's	29.8	26.2	14.5	10.5	81.0	86.2
5	Calvin Klein	25.4	21.6	14.4	14.5	75.8	80.1
6	Parklees	31.7	26.2	12.8	4.0	74.7	61.2
7	Amazon Essentials	32.2	29.4	12.9	0.0	74.5	70.8
8	G-Star Raw	29.3	25.6	14.5	4.0	73.4	76.5
9	Physix Gear Sport	31.3	25.5	12.6	2.0	71.4	NA
10	Jack & Jones	29.6	22.0	13.9	2.0	67.5	NA
11	Ript Essentials	29.2	24.7	12.7	0.0	66.6	NA
12	westAce	21.5	19.2	13.0	5.5	59.1	55.1
13	Fruit of the Loom	21.0	18.4	13.2	4.0	56.6	NA
14	Lacoste	19.1	20.3	13.9	2.0	55.3	71.9
15	N-B	20.0	16.8	0.0	0.0	36.8	NA

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

## BRAND RANKINGS

# WOMEN'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>	2023 SCORE
1	Under Armour	30.2	25.3	14.1	14.0	83.6	NA
2	YESNO	31.6	32.0	12.8	7.0	83.4	72.4
3	Famulily	31.3	33.6	12.0	5.5	82.3	74.3
4	Delimira	31.0	28.7	12.4	8.0	80.1	71.0
5	Smeng	28.0	33.1	12.0	5.5	78.6	69.1
6	Lushforest	32.0	29.0	15.1	0.0	76.1	NA
7	Amazon Essentials	31.7	30.4	12.7	0.0	74.8	71.6
8	Physix Gear Sport	32.0	24.3	12.6	4.0	72.9	NA
9	Triumph	31.1	23.4	13.4	4.0	71.9	78.7
10	Brentfords	27.0	23.4	13.8	4.0	68.1	NA
11	Softsail	22.4	29.1	10.4	4.0	65.8	65.0
12	Vero Moda	30.4	21.7	12.8	0.0	64.8	69.0
13	Futuro Fashion	23.1	26.2	10.8	4.0	64.1	59.4
14	Zeetaq	19.4	16.1	11.5	0.0	47.0	43.7
15	Paradise4women	19.0	7.4	11.8	0.0	38.2	NA

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

## BRAND RANKINGS

# CHILDREN'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>	2023 SCORE
1	LZH	33.3	30.0	14.5	4.0	81.8	64.2
2	Buykud	31.5	34.3	14.4	0.0	80.2	NA
3	Cichic	29.1	31.5	13.9	4.0	78.5	64.6
4	Adisputent	25.3	25.4	14.8	2.0	67.6	NA
5	Manchester United F.C.	28.8	16.9	15.7	4.0	65.4	57.1
6	Ibtom Castle	24.2	19.5	15.5	4.0	63.2	58.8
7	Liverpool F.C.	27.6	16.0	15.7	4.0	63.2	56.9
8	A2Z 4 Kids	21.7	20.1	14.0	5.5	61.4	56.8
9	Aomig	30.8	19.3	8.1	2.0	60.2	NA
10	Futuro Fashion	20.0	21.5	11.5	4.0	57.0	NA
11	Fruit of the Loom	21.5	15.1	13.9	4.0	54.5	58.3
12	Smilore	26.2	11.2	12.1	4.0	53.4	NA
13	Alaming	21.2	10.7	15.3	4.0	51.1	47.1
14	Listers Schoolwear	19.7	14.8	12.8	0.0	47.3	50.6
15	Integrity Schoolwear	16.6	12.8	12.8	0.0	42.2	50.0

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

## BRAND RANKINGS

## MEN'S FOOTWEAR

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>	2023 SCORE
1	Everfoams	32.0	33.7	13.9	14.0	93.5	63.3
2	Rockdove	32.1	31.8	14.2	14.0	92.1	71.7
3	Lakeland Active	32.0	30.1	12.2	12.0	86.3	NA
4	Under Armour	28.9	26.3	13.9	14.0	83.1	NA
5	LongBay	30.5	32.4	14.4	4.0	81.2	NA
6	Crocs	30.8	27.1	14.7	5.5	78.1	86.2
7	Skechers	26.6	21.6	15.1	14.5	77.8	71.0
8	Ulogu	29.6	26.3	12.6	9.0	77.5	62.2
9	Puma	27.4	21.1	13.9	9.0	71.3	72.1
10	IceUnicorn	27.7	21.4	13.3	4.0	66.5	NA
11	Blackrock	25.6	23.5	12.7	4.0	65.8	57.7
12	Vans	26.3	17.4	15.2	4.0	62.9	69.7
13	WateLves	22.2	22.6	13.1	4.0	61.9	NA
14	Dunlop	26.2	18.0	13.7	4.0	61.9	54.7
15	Adidas	24.9	18.1	14.4	4.0	61.4	64.8

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



## BRAND RANKINGS

# WOMEN'S FOOTWEAR

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>	2023 SCORE
1	Lakeland Active	31.0	30.4	12.7	15.5	89.6	NA
2	Longbay	30.9	32.9	14.4	4.0	82.2	77.0
3	Snug Leaves	30.9	33.0	14.0	4.0	81.9	NA
4	Pavers	26.9	27.2	13.1	12.5	79.7	58.8
5	Skechers	28.0	20.3	14.6	15.0	77.9	77.0
6	Puma	30.6	19.2	14.0	14.0	77.8	82.3
7	Crocs	30.9	26.2	14.6	5.5	77.1	85.6
8	Adidas	31.3	22.6	13.6	4.0	71.5	60.3
9	IceUnicorn	30.7	23.4	13.4	4.0	71.5	NA
10	Polar	29.5	21.6	13.5	2.0	66.6	49.9
11	Get Fit	32.4	17.0	12.9	4.0	66.3	NA
12	Dunlop	25.7	18.7	13.7	4.0	62.1	55.2
13	UGG	27.2	18.8	13.9	2.0	61.9	68.1
14	Joules	22.1	18.3	14.0	4.0	58.5	56.8
15	Nike	21.6	13.0	14.0	4.0	52.6	NA

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

# WOMEN'S HANDBAGS & SHOULDER BAGS

## 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>	2023 SCORE
1	Nicole & Doris	31.4	32.0	13.4	15.0	91.8	73.2
2	Befen	28.6	29.5	15.1	15.5	88.7	72.7
3	Dkiil Noiylb	32.5	29.6	13.0	13.5	88.5	71.7
4	Catwalk Collection Handbags	31.8	32.2	14.2	4.0	82.1	70.4
5	Nubily	31.2	29.3	14.0	7.0	81.5	NA
6	Miss Lulu	28.8	30.6	14.4	7.0	80.7	81.1
7	Roulens	31.5	30.8	13.9	4.0	80.2	69.3
8	Morglove	35.2	31.4	12.7	0.0	79.3	63.4
9	Kipling	28.3	23.0	15.2	10.0	76.5	81.7
10	Funtlend	34.7	22.7	14.4	4.0	75.7	NA
11	Aileese	26.3	28.7	12.4	7.0	74.4	63.8
12	Mabel London	28.6	29.0	14.3	0.0	71.9	54.9
13	sheprelty	30.9	23.5	13.5	0.0	67.9	NA
14	Lubardy	26.2	18.6	14.2	4.0	63.0	NA
15	Brinny	17.0	8.7	14.4	0.0	40.1	NA

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

## BRAND RANKINGS

## MAKEUP

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>	2023 SCORE
1	e.l.f.	36.7	30.8	13.2	20.0	100.6	84.6
2	Maybelline	36.2	30.4	13.5	15.0	95.1	94.6
3	Rimmel London	35.9	26.1	13.9	15.0	90.9	74.3
4	Urban Decay	33.0	25.2	14.1	17.0	89.2	NA
5	L'Oreal Paris	34.3	30.4	13.5	10.0	88.1	87.4
6	NYX Professional Makeup	34.8	35.9	13.8	3.5	87.9	84.8
7	Makeup Revolution	35.4	25.1	13.1	14.0	87.7	71.6
8	Revlon	34.4	26.3	13.3	13.5	87.5	76.0
9	Max Factor	34.7	25.7	13.4	13.5	87.3	69.4
10	Revolution Beauty London	35.8	23.6	13.3	14.0	86.7	66.3
11	Collection	33.7	33.6	13.2	0.0	80.4	84.4
12	Eylure	35.3	20.5	13.7	7.0	76.5	67.2
13	Barry M	35.1	21.9	13.2	4.0	74.3	80.1
14	Got2B	28.6	28.3	13.5	2.0	72.4	NA
15	Schwarzkopf	18.0	15.0	12.8	4.0	49.7	NA

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

## BRAND RANKINGS

## SKIN CARE

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>	2023 SCORE
1	Burt's Bees	36.4	30.8	15.1	20.0	102.2	93.4
2	Nivea	37.5	30.9	14.8	15.5	98.7	96.0
3	Dots for Spots	37.2	29.0	13.8	17.0	97.0	NA
4	CeraVe	33.8	29.2	14.8	18.0	95.8	91.5
5	The INKEY List	37.4	28.0	13.3	17.0	95.7	86.4
6	Garnier	34.9	30.2	14.3	16.0	95.4	80.3
7	Nikura	36.3	29.5	14.4	14.0	94.2	NA
8	COSRX	33.3	28.8	14.4	17.0	93.5	78.9
9	Neutrogena	35.7	25.9	14.8	15.0	91.4	85.8
10	O'Keeffe's	31.7	27.2	15.0	17.0	90.9	88.3
11	Aveeno	35.0	28.0	15.2	12.0	90.2	89.9
12	Elemis	32.2	21.4	14.5	15.5	83.6	86.5
13	Simple	34.0	27.8	14.4	7.0	83.1	75.5
14	L'Oreal Paris	34.9	27.7	14.4	5.5	82.5	85.8
15	E45	28.3	25.2	15.2	7.0	75.6	NA

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

## BRAND RANKINGS

## HAIR CARE

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>	2023 SCORE
1	Bed Head by TIGI	38.4	28.1	14.6	16.0	97.1	86.1
2	John Frieda	38.3	25.0	14.4	17.0	94.7	91.6
3	Revlon	35.7	25.9	15.1	16.0	92.7	72.2
4	Garnier	32.8	32.8	12.0	15.0	92.5	81.9
5	L'Oreal Paris	32.1	30.9	14.3	15.0	92.4	73.6
6	Clairol	34.8	29.3	14.2	12.0	90.3	71.9
7	OGX	37.4	25.4	14.0	12.0	88.8	73.4
8	Tangle Teezer	34.2	32.9	15.7	4.0	86.8	NA
9	Wella	33.5	16.6	15.6	15.0	80.6	65.8
10	Color Wow	34.5	25.5	13.0	7.0	80.0	NA
11	Just For Men	26.2	24.9	12.3	14.5	77.9	74.6
12	Got2B	27.7	27.6	13.8	4.0	73.0	NA
13	Schwarzkopf	28.9	22.2	15.0	7.0	73.0	60.7
14	LIVE	23.2	30.0	13.4	0.0	66.6	NA
15	Olaplex	30.1	17.0	14.8	2.0	63.9	52.2

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

## BRAND RANKINGS

# PERSONAL CARE

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>	2023 SCORE
1	Faith In Nature	38.0	30.6	15.0	15.5	99.1	NA
2	Oral-B	33.8	27.8	15.3	17.0	94.0	84.6
3	Colgate	33.5	24.3	14.8	20.0	92.5	83.9
4	Mylee	35.9	28.4	14.4	12.0	90.7	NA
5	Gillette	32.4	29.0	14.9	13.0	89.3	84.3
6	Baylis & Harding	33.3	31.2	15.2	9.0	88.6	95.7
7	Always	30.4	26.8	15.7	14.0	86.9	77.4
8	Dove	30.0	25.8	15.8	12.5	84.1	73.4
9	Listerine	32.7	21.0	15.5	14.0	83.2	76.9
10	Wilkinson Sword	33.1	26.4	14.9	8.0	82.5	77.1
11	Philips	35.5	28.3	14.4	2.0	80.2	88.7
12	Hismile	29.8	25.6	10.1	7.0	72.5	NA
13	Tepe	24.2	19.2	14.8	14.0	72.2	74.8
14	Corsodyl	23.4	21.0	14.9	8.0	67.4	66.7
15	Aloe Dent	26.6	14.7	14.8	4.0	60.0	NA

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

# VITAMINS, MINERALS & SUPPLEMENTS

## 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>	2023 SCORE
1	Nutravita	37.5	29.9	14.4	13.5	95.2	73.0
2	New Leaf Products	36.0	26.9	13.9	15.5	92.3	69.2
3	Natures Aid	36.0	27.5	14.4	14.0	91.9	85.3
4	Applied Nutrition	32.4	29.7	13.7	15.5	91.3	NA
5	Solgar	35.1	27.8	15.3	10.0	88.2	89.0
6	Zipvit	37.6	22.2	14.4	14.0	88.2	69.3
7	High5	32.8	28.7	14.3	12.0	87.8	90.4
8	Seven Seas	30.8	28.1	14.7	13.0	86.5	84.2
9	Nutrition Geeks	38.5	17.0	14.2	15.5	85.1	NA
10	WeightWorld	35.1	23.9	14.2	11.0	84.2	70.6
11	Warrior	32.0	21.8	12.9	15.5	82.2	NA
12	Centrum	26.6	26.5	15.0	14.0	82.1	76.3
13	Vitabiotics	39.6	16.0	15.0	3.5	74.1	NA
14	Vitabiotics Ultra	36.1	17.9	14.4	2.0	70.4	78.4
15	Pregnacare	26.3	14.0	15.6	0.0	55.9	62.8

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

## BRAND RANKINGS

# BABY CARE & NAPPIES

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>	2023 SCORE
1	Munchkin	37.7	31.4	15.2	14.0	98.2	95.6
2	Childs Farm	33.8	32.6	15.9	14.5	96.8	96.9
3	Pampers	32.7	30.3	15.8	18.0	96.8	80.0
4	Tomme Tippee	37.1	32.5	15.2	8.0	92.7	88.7
5	Bambo Nature	36.9	24.0	14.3	16.5	91.7	84.2
6	Mam	32.8	30.8	16.1	12.0	91.7	98.0
7	Nuk	37.2	26.6	14.9	12.0	90.7	83.4
8	Aveeno Baby	35.2	26.7	15.8	12.5	90.1	79.2
9	Johnson's Baby	31.4	24.7	15.8	17.0	89.0	69.7
10	WaterWipes	19.5	30.3	16.3	20.0	86.1	64.2
11	Lansinoh	35.3	29.2	15.2	4.0	83.7	87.3
12	Splash About	33.1	19.3	15.0	15.0	82.4	67.7
13	Mama Bear	33.6	30.0	13.5	1.5	78.5	70.9
14	Calpol	24.3	20.7	15.8	12.0	72.8	NA
15	Huggies	21.7	22.5	15.5	4.0	63.7	63.6

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



## BRAND RANKINGS

## DRINKS

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>	2023 SCORE
1	Twining's	36.8	27.5	15.1	15.0	94.4	88.1
2	Starbucks	33.1	28.6	15.1	14.0	90.8	87.9
3	HIGH5	29.3	29.2	14.3	15.0	87.8	99.2
4	Tassimo	29.9	24.4	15.8	10.5	80.6	72.6
5	Nescafé	35.4	24.7	15.7	4.0	79.8	81.0
6	Robinsons	22.5	24.9	15.1	17.0	79.5	76.6
7	Nescafé Dolce Gusto	32.1	28.8	15.6	2.0	78.4	NA
8	Monin	35.0	22.8	15.1	4.0	76.9	69.1
9	Lavazza	30.4	23.6	15.2	7.5	76.7	78.6
10	Kenco	32.1	20.7	15.8	4.0	72.6	73.9
11	Pepsi	21.5	23.4	15.2	10.5	70.5	64.9
12	Lucozade	24.5	25.6	15.0	3.5	68.6	NA
13	IRN-BRU	17.1	23.3	15.3	4.0	59.7	NA
14	Rubicon	12.8	22.7	14.7	4.0	54.1	NA
15	Barr	19.8	13.6	13.0	4.0	50.3	NA

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

## BRAND RANKINGS

# BEER, WINE, & SPIRITS

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>	2023 SCORE
1	Jack Daniel's	29.2	25.5	16.5	14.0	85.1	60.3
2	Johnnie Walker	25.9	21.6	15.7	17.0	80.3	NA
3	Jameson	26.5	23.0	15.8	14.0	79.3	70.1
4	Tanqueray	31.3	25.0	16.5	5.5	78.3	65.5
5	Whitley Neill	24.8	18.8	16.3	17.0	76.9	60.7
6	Absolut	23.0	20.4	15.8	14.0	73.3	NA
7	Woodford Reserve	31.8	19.5	16.2	0.0	67.5	51.5
8	Captain Morgan	23.2	23.9	15.2	4.0	66.3	61.3
9	Stella Artois	22.9	18.0	15.2	5.5	61.5	47.5
10	Gordon's	26.6	18.1	15.8	0.0	60.5	60.2
11	Kraken	24.8	16.8	15.5	2.0	59.2	70.5
12	Baileys	21.6	19.1	15.9	0.0	56.6	73.2
13	Coppa Cocktails	27.7	14.0	11.7	2.0	55.4	45.5
14	Diplomatico	19.0	16.9	15.7	0.0	51.6	49.2
15	Smirnoff	17.7	12.7	15.7	0.0	46.1	50.2

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

## BRAND RANKINGS

# SNACKS, SWEETS, & BREAKFAST CEREAL

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>	2023 SCORE
1	Wholefood Earth	33.8	29.2	15.0	15.5	93.6	93.3
2	Nature Valley	23.1	25.1	15.0	20.0	83.3	67.2
3	Nakd	23.9	25.6	14.2	18.5	82.2	85.1
4	Walkers	28.3	23.9	15.2	13.5	80.8	82.2
5	Cadbury	24.2	24.2	15.7	15.0	79.1	75.2
6	Extra	26.6	20.6	15.3	9.0	71.5	NA
7	Lindt	27.7	22.7	15.4	4.0	69.8	80.1
8	Hotel Chocolat	27.2	22.3	15.4	4.0	68.9	52.4
9	Kallo	28.7	21.4	14.6	4.0	68.7	52.6
10	Galaxy	27.5	19.8	15.7	5.5	68.4	64.0
11	Nestle	26.9	19.9	15.2	4.0	66.1	57.9
12	Ferrero	18.5	18.5	15.0	13.5	65.5	NA
13	Tony's Chocolonely	27.7	22.9	14.1	0.0	64.6	54.6
14	Maltesers	26.6	18.2	14.8	4.0	63.6	56.4
15	Weetabix	16.2	16.7	15.0	4.0	51.9	55.3

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

## BRAND RANKINGS

## PANTRY STAPLES

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>	2023 SCORE
1	Wholefood Earth	35.7	26.1	14.9	9.5	86.2	91.8
2	Garofalo	34.6	21.5	15.6	12.0	83.7	91.8
3	Renshaw	34.3	21.9	14.9	12.0	83.1	NA
4	Special Ingredients	31.1	21.5	14.4	10.0	77.1	70.7
5	Pip & Nut	26.2	22.0	14.4	14.0	76.7	69.7
6	Knorr	33.8	23.2	15.0	4.0	76.1	69.7
7	Hexeal	21.3	24.7	15.3	14.0	75.3	NA
8	Monin	34.5	21.6	15.1	4.0	75.2	NA
9	Old India	36.3	14.9	15.1	2.0	68.3	68.4
10	Sugarflair Colours	30.6	20.2	14.9	0.0	65.7	NA
11	Heinz	20.1	25.2	15.2	4.0	64.5	81.5
12	Pot Noodle	22.3	19.8	12.8	9.5	64.3	55.8
13	Indomie	19.0	12.4	14.0	12.0	57.4	48.1
14	GalaxeJuice	27.3	15.7	11.3	0.0	54.3	NA
15	Koka Noodles	24.2	10.8	14.8	2.0	51.8	55.7

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

## BRAND RANKINGS

# HOUSEHOLD SUPPLIES

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>	2023 SCORE
1	Method	34.6	27.7	15.7	16.0	94.0	73.0
2	Ecover	36.8	26.6	15.2	10.0	88.7	82.6
3	HG	37.0	31.5	13.1	7.0	88.6	90.0
4	Dettol	28.3	25.3	15.7	19.0	88.4	78.5
5	Airwick	31.3	25.3	14.8	14.0	85.5	82.0
6	Dr. Beckmann	35.1	22.0	13.8	14.0	84.9	81.9
7	Vanish	28.5	23.1	14.9	16.0	82.5	79.5
8	Finish	28.8	21.0	15.5	13.0	78.3	76.6
9	Andrex	25.8	20.4	15.6	14.0	75.8	73.4
10	Comfort	24.0	25.3	15.6	5.5	70.4	81.5
11	Mr Muscle	20.4	19.4	14.5	13.0	67.3	NA
12	Persil	22.8	23.0	15.5	4.0	65.3	78.1
13	Presto!	23.0	19.8	14.4	0.0	57.2	68.6
14	Lenor	22.2	13.6	15.8	4.0	55.6	NA
15	Saphir	26.3	11.7	15.1	0.0	53.1	50.2

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

## BRAND RANKINGS

## KITCHEN & DINING

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>	2023 SCORE
1	Ninja	34.3	30.9	15.8	12.5	93.5	85.5
2	Cosori	34.3	27.4	15.7	15.5	92.9	78.5
3	Tower	33.1	31.4	14.3	14.0	92.9	83.0
4	Breville	35.6	34.3	14.2	7.0	91.0	72.2
5	ByKitchen	34.7	27.3	13.5	14.0	89.5	NA
6	Russell Hobbs	34.2	26.5	13.8	14.5	89.0	88.9
7	Carote	30.6	28.1	14.7	15.5	88.9	NA
8	De'Longhi	34.9	23.6	15.1	14.0	87.5	80.3
9	Morphy Richards	33.8	26.5	14.5	12.0	86.8	74.3
10	Melitta	30.9	26.1	14.7	14.0	85.7	NA
11	Salter	29.4	27.6	13.9	14.0	85.0	89.3
12	Tefal	30.4	26.8	15.1	7.0	79.3	89.8
13	Swan	31.5	24.6	14.0	9.0	79.1	81.4
14	Bosch	28.8	24.3	13.5	9.5	76.1	70.2
15	Hario	32.1	22.0	15.7	0.0	69.8	NA

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

## BRAND RANKINGS

# VACUUMS & FLOOR CARE

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>	2023 SCORE
1	Shark	33.7	32.4	14.7	17.0	97.8	89.0
2	Bissell	34.9	29.6	14.8	14.0	93.2	85.7
3	Russell Hobbs	35.1	27.4	13.8	14.0	90.2	73.1
4	Vax	36.8	27.8	14.4	4.0	82.9	94.1
5	Hoover	34.2	31.2	13.3	0.0	78.7	85.3
6	Kärcher	27.0	31.1	14.6	4.0	76.7	86.6
7	Amazon Basics	34.3	28.3	12.2	0.0	74.8	65.0
8	Find A Spare	35.3	23.4	14.4	0.0	73.1	60.4
9	Spares2go	30.5	25.5	13.8	0.0	69.8	60.0
10	Akitas	30.1	25.4	14.2	0.0	69.8	NA
11	Henry	20.3	23.5	15.7	4.0	63.5	56.4
12	Miele	24.2	15.0	15.3	2.0	56.5	78.7
13	Avern Cleaning Supplies	18.1	23.3	11.4	0.0	52.8	NA
14	Numatic	22.5	11.5	14.8	0.0	48.7	50.8
15	Dyson	17.6	14.1	14.5	0.0	46.2	52.7

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

## BRAND RANKINGS

# REFRIGERATORS, FREEZERS, & ICE MAKERS

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>	2023 SCORE
1	Alpicool	31.3	30.4	15.0	11.0	87.7	72.5
2	Comfee	30.8	27.0	13.1	16.0	86.8	70.9
3	Subcold	25.6	30.3	14.0	14.0	83.9	85.3
4	Russell Hobbs	25.4	26.1	14.2	14.0	79.7	76.6
5	AstroAI	27.9	33.0	12.8	5.5	79.2	82.0
6	Cookology	29.1	29.2	14.1	5.0	77.5	68.3
7	Koolatron	22.8	26.5	14.2	5.5	69.0	70.2
8	Hisense	22.3	18.6	14.8	12.0	67.6	62.8
9	Northclan	18.8	28.6	14.2	4.0	65.6	67.0
10	Chefman	20.4	18.2	12.3	14.0	64.9	NA
11	Fooring	27.8	22.0	14.1	0.0	63.9	59.5
12	Ice King	23.0	23.4	13.1	0.0	59.4	56.6
13	Sia	24.2	22.4	11.8	0.0	58.4	52.1
14	Fridgemaster	18.8	17.4	13.3	7.0	56.4	48.8
15	Igenix	17.0	19.8	13.3	0.0	50.1	48.7

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



## BRAND RANKINGS

## TELEVISION

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>	2023 SCORE
1	Hisense	32.8	29.3	14.2	15.5	91.8	80.2
2	Cello	29.9	28.4	12.8	17.0	88.1	76.4
3	Samsung	29.7	21.0	14.8	15.5	80.9	69.3
4	TCL	29.2	21.1	13.1	17.0	80.5	64.7
5	Sony	24.8	25.0	14.0	14.0	77.8	83.0
6	LG	26.4	19.3	14.4	15.5	75.6	66.8
7	Panasonic	25.3	21.8	12.4	9.0	68.6	69.8
8	iFFalcon	25.7	23.0	13.2	5.5	67.4	NA
9	Philips	22.4	23.4	13.7	4.0	63.5	61.0
10	Toshiba	22.6	18.4	12.9	7.0	60.9	60.6
11	Ferguson	29.1	21.0	10.7	0.0	60.8	56.8
12	Sharp	19.6	24.0	12.7	2.0	58.3	62.6
13	RCA	13.5	28.0	13.0	3.0	57.6	63.3
14	Blaupunkt	13.5	20.7	14.1	4.0	52.2	49.7
15	T4TEC	5.4	23.0	11.6	0.0	40.0	57.8

*\* For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (UK 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>	2023 SCORE
1	Anker	38.9	32.0	15.2	14.5	100.6	89.0
2	UGreen	37.1	31.7	14.9	15.0	98.8	88.8
3	SanDisk	35.6	28.2	15.2	17.0	96.0	85.1
4	Apple	33.9	22.0	15.6	20.0	91.5	67.3
5	Iniu	32.1	25.4	15.0	17.0	89.5	NA
6	Logitech	38.9	27.8	14.6	7.0	88.2	97.7
7	Corsair	33.4	30.5	15.2	7.0	86.1	87.4
8	Dell	31.3	24.8	13.9	11.0	81.1	70.5
9	TP-Link	35.9	31.0	13.5	0.0	80.5	90.5
10	HP	29.5	24.0	13.0	13.5	80.0	72.4
11	Aioneus	34.7	24.9	13.9	4.0	77.5	NA
12	Beikell	34.4	26.9	14.8	0.0	76.2	61.8
13	Ofuca	35.8	13.5	13.9	11.5	74.8	NA
14	Asus	25.7	24.7	13.5	9.0	73.0	77.1
15	Lenovo	26.9	26.0	12.9	7.0	72.8	72.9

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

## BRAND RANKINGS

# MOBILE 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>	2023 SCORE
1	Google	26.8	32.3	14.0	17.0	90.0	81.8
2	Artfone	30.6	27.2	12.4	12.0	82.2	NA
3	Doro	30.4	21.9	12.9	15.5	80.7	57.6
4	Doogee	30.8	26.3	13.3	7.0	77.4	74.8
5	Apple	22.2	19.6	14.2	20.0	76.0	88.4
6	Pritom	31.4	23.4	10.3	10.5	75.5	63.2
7	Honor	31.3	24.6	13.9	5.5	75.3	80.0
8	Xiaomi	33.7	19.5	13.0	7.0	73.3	67.1
9	Blackview	26.9	27.1	13.5	5.5	73.0	70.3
10	Ulefone	27.9	27.7	12.7	4.0	72.4	73.0
11	Samsung	22.7	20.3	13.9	14.5	71.4	80.5
12	Lenovo	25.4	25.6	13.9	4.0	68.9	77.2
13	Motorola	26.9	23.9	13.9	4.0	68.6	63.3
14	Nokia	29.0	23.9	11.6	4.0	68.4	67.3
15	Alcatel	10.8	16.6	10.7	0.0	38.1	41.2

\* For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (UK 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>	2023 SCORE
1	Soundcore	34.9	33.8	15.7	17.5	101.8	88.7
2	1Mii	32.4	29.1	13.5	16.0	91.0	67.7
3	Sony	29.2	25.2	14.7	17.5	86.6	75.8
4	C2G	34.2	26.3	15.4	9.0	84.9	NA
5	Majority	33.6	29.9	13.9	7.0	84.4	68.4
6	StarTech	30.0	27.7	13.6	12.0	83.3	NA
7	VCE	26.9	27.1	14.5	14.0	82.5	NA
8	Edifier	33.2	24.1	15.0	4.0	76.3	72.9
9	1 By One	36.0	24.0	13.7	0.0	73.7	70.0
10	i-box	29.6	27.7	12.4	4.0	73.6	69.6
11	Philips	23.3	25.9	11.7	9.0	69.9	72.5
12	Digitnow!	27.3	21.9	13.5	4.0	66.7	67.1
13	Roku	23.6	23.8	15.4	0.0	62.8	NA
14	TFUFR	29.8	16.6	12.0	2.0	60.4	NA
15	Lloytron	25.3	13.4	11.1	0.0	49.9	52.9

\* For a detailed breakdown of scores across each metric, please refer to the Amazon Marketplace Index Category & Brand Scorecards (UK 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>	2023 SCORE
1	Aptro	33.2	34.8	14.2	15.5	97.7	82.7
2	Arcweg	29.7	29.1	13.9	16.5	89.2	NA
3	MaaMgic	32.0	32.5	14.6	8.5	87.6	82.2
4	Aidotop	31.8	33.4	13.2	5.0	83.4	NA
5	CharmLeaks	31.2	30.2	13.1	7.0	81.4	66.8
6	Sixyotie	32.0	29.8	13.1	4.0	78.8	68.4
7	Speedo	33.9	24.8	13.8	3.5	75.9	70.5
8	Tizax	29.4	25.4	13.6	7.0	75.3	66.2
9	Doulafass	31.4	27.2	12.7	2.0	73.2	60.7
10	Aleumdr	24.7	30.8	13.0	4.0	72.5	65.6
11	Amazon Essentials	31.3	27.1	13.2	0.0	71.6	66.2
12	Win.Max	22.2	21.6	13.4	13.5	70.6	67.8
13	Huaaniue	30.7	20.1	14.4	0.0	65.3	54.1
14	RIPT Performance	26.6	21.0	14.7	0.0	62.3	NA
15	O'Neill	24.3	12.7	13.8	4.0	54.8	NA

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

## BRAND RANKINGS

## EXERCISE & FITNESS EQUIPMENT

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>	2023 SCORE
1	RDX	35.2	29.0	14.4	17.0	95.5	74.5
2	Proiron	32.7	29.2	14.4	17.0	93.2	79.4
3	Coresteady	31.5	29.0	14.4	14.0	89.0	58.3
4	Beast Rage	33.3	27.0	13.4	13.5	87.1	NA
5	Fitbit	29.8	28.7	13.9	10.0	82.4	79.3
6	Yaheetech	22.9	29.5	13.5	12.0	77.9	NA
7	Critin	34.1	25.1	14.4	0.0	73.6	63.9
8	Garmin	31.4	27.4	14.5	0.0	73.3	79.3
9	FitBeast	30.5	24.9	13.8	4.0	73.1	69.6
10	Core Balance	25.4	32.6	14.4	0.0	72.5	67.5
11	K-Mart	23.3	21.3	13.1	14.0	71.6	64.9
12	Faliogo	32.0	20.8	12.0	4.0	68.8	55.5
13	Kayman	24.0	23.5	12.9	7.0	67.4	NA
14	Amazon Basics	29.0	23.1	15.1	0.0	67.2	65.5
15	ComFy Mat	22.1	19.2	13.7	12.0	67.0	NA

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

## BRAND RANKINGS

# OUTDOOR RECREATION

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>	2023 SCORE
1	Ion8	38.7	28.6	14.3	10.5	92.2	89.6
2	Nikwax	28.9	29.8	14.8	17.0	90.6	67.0
3	Super Sparrow	34.5	26.0	14.3	15.0	89.8	70.6
4	Hydracy	34.0	29.5	14.6	5.5	83.6	NA
5	Pestects	36.0	30.5	12.2	4.0	82.7	64.2
6	Lewis-Plast	32.1	28.4	13.4	5.5	79.4	NA
7	EdcX	31.0	26.7	14.8	4.0	76.5	63.7
8	Sistema	25.9	25.4	15.1	9.0	75.4	63.9
9	Green Haven	30.4	27.1	13.7	4.0	75.2	62.7
10	Blukar	32.9	26.7	15.0	0.0	74.6	66.1
11	Sitong	31.7	27.8	12.9	2.0	74.3	60.1
12	Eono	29.2	26.9	14.0	4.0	74.1	65.8
13	Log-Barn	21.6	24.4	14.5	4.0	64.5	NA
14	Meitagie	22.9	20.6	14.8	5.5	63.8	NA
15	Trespass	25.9	18.2	13.5	4.0	61.5	70.5

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

# GAMES, PUZZLES, & ACCESSORIES

## 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>	2023 SCORE
1	Cryptic Killers	36.6	30.3	16.1	16.5	99.6	85.7
2	Ravensburger	32.1	30.2	15.9	14.0	92.2	89.9
3	Huadada	32.9	28.8	15.6	14.5	91.7	82.0
4	Mattel Games	34.1	29.0	15.1	13.0	91.2	74.6
5	Roxenda	32.5	32.8	14.5	10.0	89.8	NA
6	Big Potato	25.9	31.8	14.5	13.5	85.7	70.0
7	Orchard Toys	38.9	25.5	15.7	4.0	84.0	90.4
8	Hasbro Gaming	35.5	20.8	15.2	10.0	81.4	76.3
9	100 PICS	27.2	27.7	14.3	12.0	81.2	NA
10	Pokemon	32.7	27.0	14.9	2.0	76.7	76.8
11	Ideal	35.4	24.7	14.5	0.0	74.6	NA
12	Tomy Games (Takara Tomy)	33.6	26.3	13.6	0.0	73.5	NA
13	Asmodee	30.4	22.2	15.5	2.0	70.1	73.8
14	Drumond Park	28.4	20.8	14.1	5.5	68.8	NA
15	Top Trumps	32.4	20.9	15.4	0.0	68.7	60.8

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



# SPORTS TOYS & OUTDOOR

## 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>	2023 SCORE
1	Joyin	33.7	29.1	13.6	14.5	90.9	74.9
2	Splash About	31.2	21.1	14.3	14.5	81.1	70.5
3	Nerf	29.0	22.9	14.5	14.0	80.3	73.1
4	Laycol	31.3	30.3	14.2	4.0	79.8	NA
5	Bestway	28.2	26.6	13.4	8.0	76.2	60.4
6	Zoggs	31.0	25.3	15.1	4.0	75.4	71.5
7	abeec	24.5	26.9	13.4	8.0	72.8	72.3
8	Divchi	27.0	28.5	14.4	2.0	71.9	75.7
9	Topways	31.6	22.4	13.3	4.0	71.4	NA
10	Intex	32.0	20.3	13.9	4.0	70.1	65.8
11	Ram Online	34.4	22.0	13.6	0.0	70.0	67.0
12	P Panacare	30.8	21.8	14.5	0.0	67.1	NA
13	Gazillion Bubbles	20.1	20.6	11.4	14.0	66.1	69.4
14	Speedo	20.9	18.9	12.8	2.0	54.6	NA
15	Henbrandt	26.3	9.5	13.8	4.0	53.6	51.9

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

# TOYS, STUFFED ANIMALS, & PLAYSETS

## 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>	2023 SCORE
1	Lego	35.6	29.8	16.5	20.0	101.8	84.5
2	Barbie	34.5	31.6	15.7	15.0	96.8	85.8
3	Polly Pocket	33.8	33.2	15.6	13.5	96.2	92.1
4	Rainbow Designs	35.8	23.6	16.0	15.5	90.9	78.0
5	Disney	34.5	24.1	15.2	17.0	90.7	77.6
6	Munchkin	32.9	28.9	14.8	14.0	90.6	NA
7	Playmobil	31.5	27.6	15.7	15.5	90.3	87.6
8	L.O.L. Surprise!	31.0	29.2	15.7	11.0	86.9	76.9
9	Bandai	32.7	20.6	15.0	18.0	86.3	NA
10	Paw Patrol	34.2	21.8	15.3	14.0	85.4	84.5
11	5 Surprise	34.0	28.0	15.0	4.0	81.0	82.3
12	Squishmallows	33.5	22.4	16.1	8.0	80.0	55.2
13	Zimpli Kids	33.0	27.3	13.6	4.0	77.9	NA
14	Zappi Co	33.2	22.3	15.1	4.0	74.5	NA
15	Ty Toys	32.9	20.8	15.7	4.0	73.4	62.6

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

## BRAND RANKINGS

## OFFICE & SCHOOL SUPPLIES

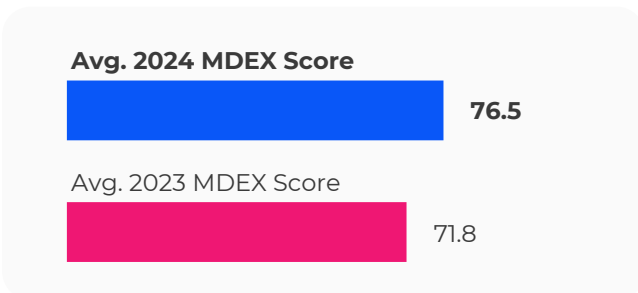
RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 39)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 117)</i>	2023 SCORE
1	Notes London	40.0	25.3	14.5	14.0	93.8	NA
2	Bic	31.6	26.4	15.5	14.0	87.5	89.3
3	Sharpie	30.1	26.4	15.5	15.0	87.0	79.6
4	Gorilla	34.1	24.0	14.5	13.0	85.6	77.0
5	Staedtler	34.4	27.4	15.5	8.0	85.2	82.3
6	iSoul	31.4	30.6	15.4	4.0	81.4	79.0
7	Amazon Basics	34.6	27.8	14.4	0.0	76.7	73.2
8	Gocableties	29.6	20.5	14.3	12.0	76.4	63.1
9	Duck	32.1	25.8	14.1	0.0	72.0	84.4
10	Bostik	31.2	24.6	14.1	2.0	71.9	NA
11	Helix	33.3	19.5	14.8	0.0	67.7	NA
12	Straame	25.0	25.1	14.7	2.0	66.7	73.3
13	Yunju	22.7	25.6	16.3	0.0	64.6	NA
14	indigo	19.8	24.4	14.7	4.0	62.8	66.7
15	Summit	28.5	16.3	13.7	0.0	58.5	78.1

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

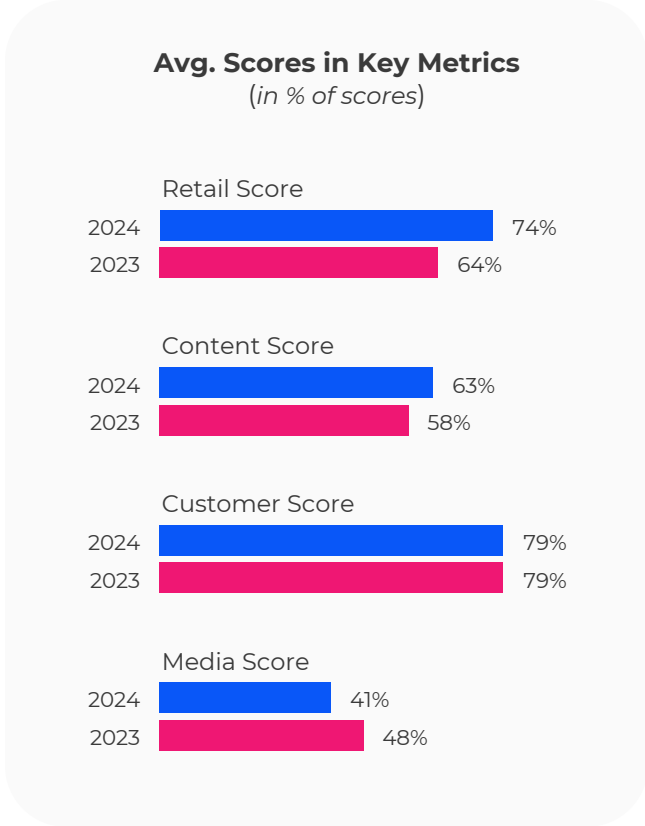
# YEAR-OVER-YEAR & CROSS-REGIONAL INSIGHTS

## YEAR-OVER-YEAR INSIGHTS

The MDEX scores for 2024 in the UK market showed marginal improvements across the board compared to 2023. **This year, the average score is 76.5 out of 117, up from the previous year's score of 71.8** (adjusted to align with the metrics measured this year). Additionally, 7.5% of brands this year achieved scores equivalent to 80% or higher of the overall score, compared to only 2% last year.



Among the brands evaluated in the MDEX last year, **72% improved their overall MDEX scores by an average of 9.6 points**. Of these brands, **63% moved up in the rankings**, indicating that a good portion of brands that increased their scores did not necessarily improve their positions within their categories. This shows that while there is overall progress, it also reveals the ongoing necessity for brands to continuously invest in optimizing their performance to stay competitive, particularly in fast moving categories.



**Notable improvements were observed in the areas of retail and content.** In retail, the most significant change that contributed to higher retail scores was the increase in Prime eligibility. Compared to just 42% last year, 77% of ASINs this year are eligible for Amazon's shipping promotion.

Content improvements were less pronounced but still present. The biggest change for content involved the utilization of the image stack and A+ content. There has been a marked increase in the addition of lifestyle images, infographics, and videos

# YEAR-OVER-YEAR & CROSS-REGIONAL INSIGHTS

within image stacks. More brands have also included brand stories, comparison tables, and cross-promotion in their A+ content. These changes indicate that brands are ramping up their content efforts to improve the overall shopping experience.

One area where most brands experienced lower scores this year is media. The average media score dropped to 8.2 out of 20, down from 9.5 last year. This decline reflects reduced activation of Sponsored Brands for brand keywords, which fell to 48% from 60% last year. Similarly, the activation of Sponsored Products for category keywords decreased to 35% from 41% last year.

Regarding category performance, **‘Beauty’ categories continue to lead in our MDEX rankings.** While categories under ‘Fashion’ showed some progress, they slipped further down the rankings as other categories made more significant gains.

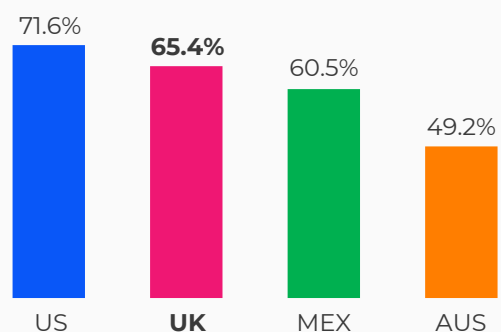
The correlation between MDEX scores and Amazon rankings remains evident. **33% of brands that improved their MDEX scores this year and moved up in our rankings also saw a rise in their Amazon category positions.** Conversely, 60% of brands that

experienced a decrease in their MDEX scores also fell in their Amazon sales rankings.

This analysis underscores the influence of MDEX performance on Amazon success and stresses the need for ongoing improvement and strategic optimization to sustain brand visibility and elevate market position.

## CROSS-REGIONAL 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.



# YEAR-OVER-YEAR & CROSS-REGIONAL INSIGHTS

**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, Mexico, 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](mailto: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](http://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

## UK 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

### Household Supplies

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

## UK CATEGORIES

### **Vitamins, Minerals, & 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 & Nappies**

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

### **Refrigerators, Freezers, & Ice Makers**

Refrigerators, Freezers, Upright Freezers, Chest Freezers, Ice Makers

### **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

# APPENDIX: MARKETPLACE INDEX

## UK CATEGORIES

### **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

### **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 Toys & Outdoor**

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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