

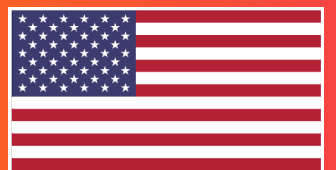
THE AMAZON MARKETPLACE INDEX →

Volume 2

POWERED BY



US EDITION



amazon

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.

US MARKET OVERVIEW

The US market continues to be a central focus of the MDEX. This year, we evaluated **over 450 brands across 30 distinct categories on Amazon.com** 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. 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 Jewelry', we further divided them into more specific subcategories to maintain a focused analysis. For example, 'Clothing, Shoes, and Jewelry' 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 US market (Amazon.com). For the complete category list, refer to *Appendix: Marketplace Index US 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.com 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 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

Brand Store Posts (Amazon.com Only)

The linked brand store includes a 'posts' section that features updates, promotions, or the latest stories about the brand. These posts serve to engage visitors and foster brand connection.

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.

METHODOLOGY: METRICS & SCORING

Sponsored Products (Brand Keywords)

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

Sponsored Brand (Category Keywords)

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

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

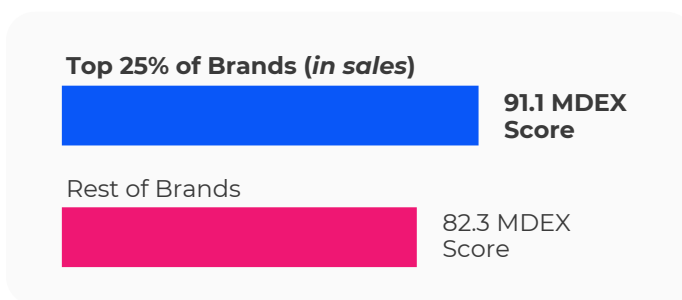
GENERAL INSIGHTS

Our evaluation of brand performance across the top categories on Amazon.com highlights significant growth potential. Brands attained an **average score of 84.5 out of a possible 118 on the MDEX**, corresponding to a **performance rate of 71.6%**. 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 24% 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 e.l.f., L'Oréal Paris, Dove, Hanes, Pampers, NatureWise, Bissell, and Hasbro Gaming.

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 91.1.

In contrast, the rest of the brands averaged a score of 82.3.



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 Personal Care'** and **'Toys and Games'** on Amazon scored higher than those in other categories. These brands achieved an average score of 91 out of 118, well above the overall average of 84.5.

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 heavily in sponsored ads, with a stronger focus on keyword targeting.

In contrast, brands classified under **'Electronics'** on Amazon generally performed the worst. These brands averaged a score of 73.3, with categories such as 'Cellphones and Tablets', 'Home Audio', and 'Television' 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 <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>
1	Skin Care	33.7	31.1	15.3	15.0	95.1
2	Toys, Stuffed Animals, & Playsets	35.7	29.6	16.2	11.6	93.1
3	Vitamins, Minerals, & Supplements	33.4	31.6	15.1	12.6	92.7
4	Makeup	33.5	30.5	14.0	13.9	91.8
5	Sports & Outdoor Play	34.1	29.2	14.9	12.7	90.8
6	Exercise & Fitness Equipment	33.2	28.7	14.8	11.6	88.3
7	Women's Clothing	32.2	31.6	13.5	10.7	88.0
8	Kitchen & Dining	35.2	28.3	15.3	9.1	87.9
9	Children's Clothing	31.5	28.0	15.6	12.6	87.8
10	Hair Care	33.8	27.3	14.6	11.7	87.4
11	Games, Puzzles, & Accessories	35.7	26.3	15.5	9.9	87.4
12	Outdoor Recreation	31.9	28.9	14.9	11.6	87.4
13	Baby Care & Diapering	31.4	28.3	16.1	11.1	86.8
14	Women's Handbags & Shoulder Bags	32.6	28.3	14.8	11.0	86.7
15	Office & School Supplies	33.2	28.1	15.8	9.7	86.7

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

CATEGORY RANKINGS

RANK	MDEX CATEGORY	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>
16	Personal Care	30.6	27.4	15.1	13.3	86.4
17	Vacuums & Floor Care	32.6	27.1	14.2	11.5	85.4
18	Snacks, Sweets, & Breakfast Cereal	32.7	28.2	15.2	9.1	85.2
19	Men's Clothing	33.9	26.1	14.7	10.4	85.1
20	Recreational Swimwear	30.3	30.2	13.5	10.1	84.1
21	Computers, Monitors, & Peripherals	30.8	26.8	14.0	11.8	83.4
22	Beverages	29.1	26.6	15.3	11.8	82.8
23	Household Supplies	30.5	24.3	15.7	11.5	82.1
24	Men's Footwear	30.2	23.0	14.8	10.8	78.8
25	Women's Footwear	30.4	25.3	14.4	8.6	78.6
26	Pantry Staples	32.9	23.6	15.3	6.7	78.5
27	Refrigerators, Freezers, & Ice Makers	27.5	27.5	13.6	8.0	76.6
28	Home Audio	27.0	25.4	14.0	7.1	73.6
29	Cell Phones & Tablets	26.1	24.1	12.6	8.6	71.4
30	Television	19.7	23.1	13.3	8.8	64.9

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

KEY METRIC INSIGHTS

A. RETAIL INSIGHTS

Brands generally performed well in key retail areas, achieving an **average score of 31.5 out of 40**. They demonstrated effective stock management, with an average 90-day out-of-stock (OOS) rate of 8%. Remarkably, brands that ranked in the top three for sales within their categories on Amazon achieved even better results, averaging 5-6%. 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 10.5 out of 12 in this metric, with 88% 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 2.7 out of 8. On average, only 32% 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 27.5 out of 40**. 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 9.2 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 7.5 out of 10, with 89% 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 5.7 out of 10 in these metrics. While 81% of product detail pages include A+ content, the majority lack critical elements such as the brand story, comparison tables, and cross-promotion. Only 19% of reviewed ASINs feature all A+ content components, and just 1.3% 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

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%.³

Regarding brand stores, 88% of brands have linked all their ASINs to their brand stores, and 83% of these brands have added posts to their storefronts. This strong performance indicates that 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.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, 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 14.7 out of 18**. The median product rating stands at 4.5 stars, while the median 5-star rating percentage is 75%. 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 will 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 10.8 out of 20 in media**, the lowest for all metrics. While the measurement of media metrics is a bit more nuanced, given how it can be influenced by many factors such as budget and competition, it still revealed areas where most brands could improve.

A significant aspect of media performance is the activation of Sponsored Brands (SB) ads for brand and category keywords. While 67% of brands have activated SB ads for brand keywords, only 12% have done so for category keywords. This reveals a notable gap in targeting broader search terms to capture a wider audience and increase visibility.

In terms of Sponsored Products (SP) ads, 87% of brands have activated them for brand keywords. However, only 39% 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** Household Supplies
- 32** Vitamins, Minerals, & Supplements
- 33** Baby Care & Diapering
- 34** Beverages
- 35** Snacks, Sweets, & Breakfast Cereal
- 36** Pantry Staples
- 37** Kitchen & Dining
- 38** Refrigerators, Freezers, & Ice Makers
- 39** Vacuums & Floor Care
- 40** Television
- 41** Computers, Monitors, & Peripherals
- 42** Cell Phones & Tablets
- 43** Home Audio
- 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 = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Hanes	36.7	30.7	14.6	14.0	96.0	91.6
2	Wrangler	37.2	28.5	14.5	14.0	94.2	90.4
3	J.Ver	33.1	31.5	13.8	14.0	92.3	69.9
4	Dickies	35.9	26.6	14.7	14.0	91.1	88.5
5	Fruit of the Loom	34.6	27.4	15.0	14.0	90.9	78.7
6	Levi's	35.7	28.6	14.7	12.0	90.9	89.0
7	Under Armour	35.8	22.8	15.2	17.0	90.8	81.9
8	Carhartt	35.3	23.3	15.8	14.0	88.4	85.6
9	Columbia	36.0	26.4	15.8	10.0	88.2	88.0
10	Cherokee	29.7	31.5	14.7	10.0	85.9	NA
11	Amazon Essentials	38.2	32.2	13.9	0.0	84.3	76.8
12	Legendary Whitetails	32.6	26.0	14.7	5.5	78.8	NA
13	Russell Athletic	31.1	27.8	13.9	4.0	76.7	NA
14	Gildan	25.8	16.1	14.5	13.0	69.4	73.3
15	Nike	31.6	12.4	14.8	0.0	58.7	NA

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

BRAND RANKINGS

WOMEN'S CLOTHING

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Nippies	34.6	36.0	14.8	14.0	99.4	NA
2	Anrabess	32.1	35.0	13.5	17.0	97.5	91.0
3	The Gym People	32.5	36.2	13.5	14.0	96.3	NA
4	Sunzel	32.0	34.3	13.7	14.0	94.1	NA
5	Mangopop	31.9	34.6	13.5	14.0	94.0	90.2
6	Running Girl	31.9	34.0	13.5	14.0	93.5	NA
7	ShaperX	32.2	33.8	12.5	14.0	92.5	77.1
8	ChicGal	31.6	30.2	13.1	14.0	88.9	NA
9	Vanity Fair	32.6	27.7	13.5	14.0	87.9	77.7
10	Levi's	30.7	26.2	14.0	14.0	84.9	88.6
11	Signature By Levi Strauss & Co.	31.6	28.3	13.6	10.0	83.5	81.1
12	WallFlower	32.0	33.7	13.7	4.0	83.4	86.0
13	Amazon Essentials	34.1	31.3	13.8	0.0	79.2	76.8
14	Lyaner	31.8	26.3	12.5	4.0	74.6	57.5
15	Gloria Vanderbilt	31.5	26.0	13.5	0.0	71.1	71.1

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

BRAND RANKINGS

CHILDREN'S CLOTHING

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Stelle	32.1	36.2	15.8	15.5	99.6	NA
2	Burt's Bees Baby	33.9	33.6	16.4	14.0	97.9	97.5
3	Arshiner	32.2	35.8	15.2	14.0	97.2	NA
4	Liberty Pro	32.3	36.5	14.8	11.5	95.1	NA
5	maamgic	30.3	32.3	16.3	14.0	92.9	NA
6	The Children's Place	34.1	27.3	15.8	15.5	92.7	91.6
7	Simple Joys by Carter's	33.3	26.1	16.5	14.0	89.9	NA
8	Levi's	33.0	26.8	15.4	14.0	89.2	91.6
9	Fruit of the Loom	32.5	24.0	15.4	17.0	88.9	75.4
10	French Toast	32.2	26.9	15.3	14.0	88.4	93.2
11	Hanes	31.6	22.8	15.7	14.0	84.0	89.3
12	Columbia	32.0	22.1	16.0	13.5	83.5	85.1
13	Disney	31.8	29.4	16.1	4.0	81.3	76.4
14	Amazon Essentials	31.8	29.5	15.3	0.0	76.6	74.3
15	Gildan	19.7	11.0	14.6	14.0	59.3	70.7

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

BRAND RANKINGS

MEN'S FOOTWEAR

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Hey Dude	31.1	27.0	16.0	17.0	91.1	81.4
2	RockDove	31.7	28.3	14.1	14.0	88.1	NA
3	Crocs	29.5	30.0	15.5	12.0	87.0	81.1
4	Bronax	31.4	25.0	13.5	17.0	86.8	69.1
5	Under Armour	32.3	20.8	15.1	17.0	85.2	80.5
6	Adidas	31.4	22.0	14.8	17.0	85.2	79.1
7	Cole Haan	31.1	19.3	15.2	15.5	81.2	66.2
8	Rosyclo	27.2	25.1	14.0	14.5	80.8	NA
9	Sperry	29.1	20.8	14.8	14.0	78.6	71.9
10	Athmile	32.0	27.7	13.8	4.0	77.5	NA
11	Merrell	30.4	21.7	14.8	8.0	74.8	68.3
12	Skechers	31.5	23.8	14.7	4.0	73.9	74.3
13	UGG	31.3	19.0	16.1	5.0	71.4	65.2
14	New Balance	30.2	21.3	14.8	3.0	69.3	77.1
15	Birkenstock	23.4	13.2	14.3	0.0	50.9	41.3

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

BRAND RANKINGS

WOMEN'S FOOTWEAR

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	KuaiLu	31.3	32.1	13.0	13.5	89.8	NA
2	Hey Dude	30.5	27.5	15.9	15.0	88.9	79.4
3	Cushionaire	30.1	28.7	13.5	16.5	88.8	72.0
4	Crocs	28.7	30.0	15.3	13.0	87.0	80.8
5	Adidas	30.6	22.3	14.3	17.0	84.2	75.5
6	Columbia	33.3	22.6	14.3	11.0	81.3	76.6
7	Brooks	28.9	30.4	14.9	5.5	79.8	NA
8	Athmile	32.0	29.6	13.6	4.0	79.2	NA
9	Rosyclo	26.8	24.3	13.9	13.5	78.5	NA
10	Bronax	28.7	24.1	13.6	12.0	78.4	NA
11	Amazon Essentials	35.6	29.4	13.3	0.0	78.3	60.3
12	Skechers	32.3	23.6	14.8	5.5	76.2	66.8
13	Clarks	31.2	19.7	14.8	2.0	67.7	67.4
14	UGG	28.6	19.6	15.4	0.0	63.7	65.4
15	Birkenstock	27.1	14.8	14.8	0.0	56.7	39.6

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

WOMEN'S HANDBAGS & SHOULDER BAGS

BRAND RANKINGS

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Lovevook	33.4	33.2	14.8	18.5	99.9	83.3
2	TOPDesign	37.3	30.9	16.4	14.0	98.5	NA
3	Cluci	33.5	34.2	14.5	14.0	96.2	85.7
4	Bostanten	31.4	33.2	14.2	17.0	95.8	86.3
5	INICAT	32.0	31.7	14.5	14.0	92.2	77.2
6	Montana West	36.5	34.1	14.6	7.0	92.1	88.5
7	Wrangler	32.9	29.0	15.7	14.0	91.7	NA
8	Vera Bradley	33.5	26.1	15.9	14.0	89.4	91.5
9	Fossil	30.5	27.8	14.8	12.0	85.1	92.5
10	Baggallini	34.0	35.4	14.5	0.0	83.9	76.2
11	coowoz	26.3	24.5	15.2	14.0	79.9	NA
12	CYHTWSDJ	33.6	27.4	14.1	4.0	79.1	NA
13	Michael Kors	31.5	15.3	16.0	14.0	76.7	59.7
14	FashionPuzzle	34.8	22.2	14.5	4.0	75.4	63.0
15	Dreubea	28.0	19.6	12.1	4.0	63.7	NA

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

BRAND RANKINGS

MAKEUP

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	e.l.f.	37.1	33.4	14.4	20.0	104.9	99.5
2	L'Oréal Paris	36.6	31.5	14.3	20.0	102.4	98.9
3	CoverGirl	38.0	30.8	14.6	18.5	101.8	93.7
4	Maybelline New York	35.4	34.8	14.1	16.0	100.3	89.3
5	Julep	31.2	32.2	12.8	20.0	96.1	78.6
6	Revlon	34.1	35.2	14.5	12.0	95.8	97.4
7	wet n wild	36.1	28.1	13.5	17.0	94.7	96.4
8	Bioderma	37.1	29.6	15.7	12.0	94.4	NA
9	essence cosmetics	31.7	32.3	13.0	16.0	93.0	73.8
10	NYX Professional Makeup	34.2	33.8	14.0	9.5	91.4	96.7
11	Neutrogena	34.3	27.8	14.2	14.5	90.8	78.6
12	Laura Geller New York	32.4	34.3	13.0	8.0	87.8	80.0
13	Grande Cosmetics	32.9	23.5	13.2	15.5	85.2	NA
14	Garnier	26.7	25.4	14.6	5.0	71.7	NA
15	Peripera	25.3	24.2	13.7	4.0	67.2	60.2

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

BRAND RANKINGS

SKIN CARE

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Cetaphil	33.9	36.6	15.1	18.5	104.1	95.3
2	La Roche-Posay	38.0	32.0	15.3	16.0	101.3	88.7
3	Aquaphor	33.1	34.4	16.5	17.0	100.9	NA
4	L'Oréal Paris	36.8	31.4	14.4	17.0	99.5	92.0
5	EltaMD	35.5	31.7	15.4	15.0	97.6	95.2
6	Dove	35.8	29.9	15.9	15.5	97.2	83.6
7	COSRX	34.4	30.5	14.8	17.0	96.6	77.7
8	Neutrogena	35.4	30.2	14.8	16.0	96.3	95.8
9	Aveeno	33.5	29.8	15.3	17.0	95.6	95.0
10	Mighty Patch	34.2	30.6	15.2	15.5	95.4	80.0
11	Laneige	34.3	32.2	15.2	13.0	94.7	NA
12	Burt's Bees	33.7	28.9	14.7	17.0	94.2	93.7
13	Mrs. Meyer's Clean Day	30.0	29.2	15.9	13.0	88.1	NA
14	Softsoap	27.7	25.7	15.6	14.0	82.9	NA
15	CeraVe	29.8	33.3	15.2	3.0	81.3	81.3

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

BRAND RANKINGS

HAIR CARE

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Nutrafol	33.7	33.1	13.6	20.0	100.4	78.1
2	Clairol	38.1	32.9	14.2	14.0	99.2	95.7
3	Mielle Organics	32.9	28.9	14.7	17.0	93.4	73.5
4	Kitsch	35.8	29.8	13.9	13.0	92.6	NA
5	Amika	36.3	27.0	14.9	14.0	92.2	85.2
6	Conair	33.8	28.3	14.1	16.0	92.2	95.8
7	Moroccanoil	35.7	23.0	15.4	17.0	91.1	88.3
8	L'Oreal Paris	34.7	31.9	14.7	9.0	90.3	94.3
9	Garnier	37.1	31.2	14.6	4.0	86.8	102.1
10	Wet Brush	36.2	30.6	16.0	4.0	86.7	NA
11	Olaplex	33.9	19.8	15.3	12.0	81.0	79.2
12	Goody	34.6	28.0	14.4	4.0	81.0	NA
13	Samnyte	31.3	20.5	13.5	14.5	79.7	NA
14	Nizoral	21.8	21.8	15.2	13.5	72.3	67.1
15	Revlon	30.7	22.4	14.8	4.0	71.9	89.8

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

BRAND RANKINGS

PERSONAL CARE

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Philips Norelco	37.4	34.5	14.7	17.0	103.5	97.9
2	Philips Sonicare	37.3	35.9	15.9	12.0	101.1	90.3
3	Gillette Venus	34.9	32.3	15.7	14.0	97.0	96.8
4	Dove	33.9	27.0	16.0	18.5	95.4	94.7
5	Listerine	36.1	26.7	15.9	14.0	92.7	NA
6	Gillette	34.9	26.6	15.6	15.5	92.6	95.0
7	Lume	29.4	32.5	12.7	17.0	91.5	57.8
8	Crest	32.9	23.6	15.8	16.5	88.8	76.4
9	TheraBreath	30.2	28.6	15.1	14.0	87.9	NA
10	Native	25.3	24.8	14.5	17.0	81.6	58.0
11	Mrs. Meyer's Clean Day	25.6	28.1	15.6	9.0	78.3	NA
12	Braun	26.9	21.0	13.0	15.0	75.9	91.9
13	Colgate	23.8	20.0	15.7	15.0	74.5	82.7
14	CeraVe	30.5	28.4	15.2	0.0	74.2	NA
15	Oral-B	20.3	21.2	15.0	5.0	61.5	88.8

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

BRAND RANKINGS

HOUSEHOLD SUPPLIES

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Clorox	33.7	31.8	15.8	20.0	101.2	NA
2	Downy	35.9	30.3	16.5	14.0	96.7	91.1
3	Gain	34.7	25.7	16.5	17.0	93.9	89.4
4	Tide	30.0	27.4	16.4	20.0	93.8	88.7
5	Ziploc	32.1	25.3	16.4	10.5	84.3	91.3
6	Energizer	32.8	15.6	15.8	20.0	84.1	92.8
7	Dawn	30.7	22.3	16.1	14.0	83.0	77.7
8	Duracell	31.1	28.3	16.4	7.0	82.8	86.7
9	Febreze	32.6	26.4	15.7	5.5	80.2	NA
10	Amazon Basics	35.9	29.0	14.5	0.0	79.4	79.7
11	Presto!	35.3	26.9	14.3	0.0	76.5	NA
12	Cascade	25.4	18.4	15.9	15.5	75.2	77.6
13	Charmin	20.4	18.4	15.9	17.0	71.7	66.8
14	Arm & Hammer	25.9	21.2	14.5	7.0	68.7	90.1
15	Bounty	21.1	18.1	15.5	5.5	60.2	NA

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

VITAMINS, MINERALS & SUPPLEMENTS

BRAND RANKINGS

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Nature's Way	35.8	35.9	14.8	16.0	102.5	96.8
2	Garden of Life	37.4	31.5	15.3	15.5	99.7	97.6
3	NatureWise	36.5	33.8	14.5	12.0	96.8	NA
4	Nature Made	34.1	31.5	15.7	15.5	96.7	87.0
5	Vitafusion	32.3	29.5	15.4	18.5	95.7	92.5
6	Sports Research	34.7	31.5	15.2	14.0	95.4	81.6
7	Olly	31.6	33.5	14.6	14.0	93.6	100.0
8	Physician's Choice	33.5	25.7	14.4	20.0	93.5	70.8
9	Pure Encapsulations	31.9	33.4	15.7	12.0	93.0	77.8
10	Natrol	35.5	37.5	15.3	4.0	92.3	96.7
11	Nutricost	36.3	26.1	14.9	14.0	91.3	75.5
12	MaryRuth Organics	35.7	30.8	14.8	10.0	91.2	66.0
13	Nature's Bounty	32.1	35.4	15.7	5.5	88.8	92.5
14	NOW	33.3	30.5	15.2	4.0	83.0	89.4
15	Vital Proteins	21.1	27.0	14.2	14.0	76.3	75.5

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

BRAND RANKINGS

BABY CARE & DIAPERING

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	The Honest Company	38.7	33.0	15.8	15.0	102.6	79.6
2	Pampers	34.7	31.6	16.1	18.5	100.9	98.8
3	Frida Baby	36.0	30.8	16.3	17.0	100.1	97.3
4	Aveeno Baby	36.3	29.9	16.4	17.0	99.6	86.4
5	Mam	35.5	33.1	16.5	14.0	99.1	99.2
6	Philips Avent	35.0	33.0	16.5	14.0	98.5	83.9
7	WaterWipes	34.9	24.8	16.5	15.5	91.6	82.6
8	Huggies	31.3	29.6	16.6	13.5	91.1	103.5
9	Mama Bear	36.9	29.2	14.7	0.0	80.8	66.4
10	Cetaphil	22.0	28.7	15.8	14.0	80.5	61.3
11	Dr. Brown's	30.2	31.4	15.8	2.0	79.4	95.2
12	Aquaphor	22.4	22.8	16.5	17.0	78.6	68.2
13	Boudreaux's Butt Paste	25.9	25.5	16.1	8.5	75.9	NA
14	Amazon Elements	35.9	23.0	15.8	0.0	74.6	71.7
15	Luvs	15.5	17.5	15.5	0.0	48.4	NA

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

BRAND RANKINGS

BEVERAGES

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Red Bull	36.8	26.0	16.1	20.0	98.9	94.2
2	FGO	35.6	33.0	15.3	14.0	98.0	79.4
3	Gatorade	34.6	27.8	15.5	17.0	94.9	83.4
4	Lavazza	35.2	27.6	15.2	14.0	92.0	71.5
5	Peet's Coffee	30.1	32.0	15.3	14.0	91.4	88.4
6	Twinings	31.3	28.7	15.9	12.0	88.0	NA
7	Premier Protein	34.0	31.1	14.8	7.0	86.9	NA
8	Starbucks	28.9	25.4	14.4	17.0	85.7	71.8
9	Orgain	30.6	23.8	13.8	12.0	80.1	85.8
10	Green Mountain Coffee Roasters	31.3	28.6	15.8	3.0	78.7	75.8
11	Nespresso	30.5	25.8	16.4	4.0	76.7	84.0
12	BodyArmor	21.2	20.8	15.3	17.0	74.3	NA
13	Monster Energy	28.1	24.0	15.5	5.5	73.1	56.3
14	Sparkling ICE	17.0	19.5	15.1	12.0	63.6	NA
15	Celsius	11.0	24.2	15.4	9.0	59.6	NA

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

BRAND RANKINGS

SNACKS, SWEETS, & BREAKFAST CEREAL

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Kind	37.3	33.4	15.2	17.0	102.9	96.6
2	Quest Nutrition	35.8	36.8	14.6	14.0	101.2	77.2
3	Nature Valley	34.9	33.5	14.9	15.5	98.8	88.5
4	Goldfish	31.5	31.0	16.4	14.0	92.9	68.4
5	Jack Link's	32.6	30.7	14.8	14.0	92.1	92.7
6	Cheerios	35.6	35.4	15.3	4.0	90.3	77.3
7	Quaker	35.3	29.4	15.3	7.0	87.0	74.1
8	Bob's Red Mill	36.9	29.9	16.1	4.0	87.0	73.8
9	Frito Lay	28.3	21.2	14.3	17.0	80.8	77.0
10	Planters	33.9	30.1	15.2	0.0	79.2	77.2
11	Blue Diamond Almonds	31.9	29.5	15.9	1.5	78.7	85.0
12	Wonderful Pistachios	24.8	23.0	15.7	14.0	77.5	74.3
13	Happy Belly	35.8	23.7	15.1	0.0	74.6	70.1
14	Post	29.9	19.1	15.2	7.0	71.3	63.1
15	Lay's	25.6	16.6	14.3	7.0	63.6	NA

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

BRAND RANKINGS

PANTRY STAPLES

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Pompeian	34.9	34.2	15.8	17.0	101.9	104.5
2	Starkist	36.8	29.0	15.3	17.0	98.1	84.1
3	Bragg	33.0	30.6	15.1	14.0	92.7	NA
4	Heinz	35.4	23.2	15.8	17.0	91.4	NA
5	King Arthur	35.5	29.9	15.8	4.0	85.3	86.3
6	Tajin	35.1	27.0	15.2	4.0	81.3	75.0
7	Campbell's	36.1	24.4	14.7	4.0	79.2	79.3
8	Nature Nate's	35.0	29.4	14.8	0.0	79.2	68.9
9	Happy Belly	36.1	21.8	15.1	0.0	73.0	72.2
10	In The Raw	26.8	21.0	15.8	9.0	72.6	78.6
11	Badia	36.1	16.4	15.9	4.0	72.4	65.0
12	Celtic Sea Salt	32.0	16.9	16.0	2.0	66.9	NA
13	Maruchan	28.5	19.3	14.8	4.0	66.6	64.0
14	Samyang	31.4	19.4	15.3	0.0	66.1	NA
15	Chick-Fil-A	20.8	11.3	14.6	4.0	50.6	46.7

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

BRAND RANKINGS

KITCHEN & DINING

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Hamilton Beach	37.0	32.2	14.8	17.0	100.9	82.7
2	KitchenAid	37.7	27.9	15.9	15.5	97.0	82.9
3	Cuisinart	36.1	27.9	15.2	17.0	96.1	91.9
4	Ninja	34.0	27.5	16.0	17.5	95.0	75.4
5	Zulay Kitchen	36.3	30.0	15.2	12.0	93.5	85.4
6	Oxo	36.7	24.8	15.8	15.5	92.9	95.3
7	Lodge	35.5	24.9	15.9	14.0	90.3	NA
8	Dash	37.4	29.8	14.7	4.0	85.9	94.6
9	Fullstar	33.1	27.2	14.8	10.0	85.1	78.4
10	Amazon Basics	37.7	29.8	15.7	0.0	83.3	NA
11	Instant Pot	35.6	27.3	15.9	4.0	82.8	79.4
12	Keurig	35.4	29.8	14.8	1.5	81.5	72.9
13	Carote	31.2	31.3	14.8	4.0	81.3	NA
14	Brita	33.7	24.2	15.3	4.0	77.2	78.8
15	Mueller Austria	30.8	30.2	14.2	0.0	75.2	NA

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

BRAND RANKINGS

REFRIGERATORS, FREEZERS, & ICE MAKERS

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Euhomy	32.7	30.3	14.1	20.0	97.1	75.4
2	Whynter	31.1	29.3	12.6	14.0	86.9	85.7
3	Upstreman	24.0	31.6	13.5	17.0	86.1	73.5
4	Frigidaire	31.7	26.6	13.3	14.0	85.6	85.2
5	Igloo	30.6	23.0	14.8	15.5	83.9	73.7
6	Cowsar	29.5	30.7	13.5	4.0	77.7	63.3
7	Silonn	32.5	28.8	14.0	0.0	75.4	73.0
8	Antarctic Star	23.0	27.4	13.6	10.0	74.0	NA
9	Bangson	25.9	27.0	14.0	7.0	73.9	NA
10	Aglucky	29.0	27.5	13.4	2.0	71.9	63.6
11	Kndko	25.6	30.6	13.0	0.0	69.2	64.6
12	Free Village	23.0	27.4	13.6	4.0	68.1	63.3
13	Zafro	27.3	22.0	13.3	4.0	66.6	60.2
14	Wanai	20.5	28.6	13.4	4.0	66.4	70.6
15	GE Profile	26.5	21.7	13.3	4.0	65.4	51.7

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

BRAND RANKINGS

VACUUMS & FLOOR CARE

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Bissell	37.2	32.4	14.6	18.5	102.7	94.9
2	Holikme	35.8	33.4	13.7	14.0	96.8	NA
3	Tineco	30.8	33.0	14.6	17.0	95.4	82.3
4	Roborock	34.0	29.8	14.1	17.0	94.9	78.0
5	eufy	32.2	28.5	13.9	15.5	90.1	78.7
6	Kenmore	33.6	28.1	14.3	14.0	89.9	76.8
7	Dirt Devil	36.0	22.6	14.2	15.5	88.2	74.2
8	Eureka	32.3	26.2	14.1	15.5	88.1	70.3
9	Shark	32.4	29.0	14.2	10.0	85.6	73.7
10	Miele	34.4	24.8	16.5	8.0	83.8	71.6
11	Black+Decker	32.8	31.0	13.6	4.0	81.4	81.4
12	Hoover	32.7	24.8	14.6	3.5	75.6	73.1
13	iRobot	28.2	26.4	13.4	2.0	70.0	77.8
14	Dyson	27.0	17.6	15.0	9.5	69.1	65.8
15	ThisWorx for	29.4	19.3	12.1	8.0	68.8	NA

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

BRAND RANKINGS

TELEVISION

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Samsung	28.7	28.2	14.4	20.0	91.3	89.1
2	Sylvox	29.6	30.5	12.6	17.0	89.7	71.4
3	TCL	29.3	28.1	14.5	14.0	86.0	81.9
4	Hisense	23.1	29.7	13.3	14.0	80.1	71.4
5	LG	23.7	27.4	14.3	14.0	79.5	77.6
6	Westinghouse	22.9	23.9	13.2	13.0	72.9	50.0
7	Vizio	16.2	27.7	12.1	12.0	68.0	68.4
8	Sony	18.4	29.1	14.9	4.0	66.4	69.4
9	Atyme	30.7	16.7	11.9	0.0	59.3	NA
10	Insignia	15.0	19.5	14.5	4.0	53.0	55.4
11	Toshiba	15.0	15.0	14.1	8.0	52.1	52.0
12	Supersonic	16.8	16.6	11.4	4.0	48.8	42.8
13	Sceptre	7.6	21.1	13.7	4.0	46.4	47.9
14	RCA	15.6	15.6	13.3	0.0	44.4	49.4
15	Element	3.2	17.0	11.8	4.0	36.0	38.2

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

COMPUTERS, MONITORS, & PERIPHERALS

BRAND RANKINGS

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	NexiGo	33.4	31.0	13.9	17.5	95.8	87.1
2	Amcrest	35.5	31.5	13.5	14.0	94.5	70.6
3	Depstech	35.5	30.9	14.0	14.0	94.3	76.0
4	Angetube	31.7	29.9	13.7	13.0	88.3	77.5
5	Lenovo	31.8	24.7	13.6	15.5	85.6	72.6
6	Dell	29.0	23.1	13.7	19.0	84.8	70.2
7	Anker	29.9	26.9	14.8	13.0	84.6	89.0
8	HP	30.5	23.0	13.6	17.0	84.1	80.1
9	Logitech	34.9	26.9	14.9	7.0	83.7	91.5
10	Emeet	31.6	23.2	12.7	15.5	83.0	74.7
11	Asus	33.8	26.7	14.0	7.0	81.5	72.5
12	Apple	23.0	25.2	16.1	14.0	78.2	80.4
13	Acer	33.6	24.5	14.6	4.0	76.7	70.0
14	Vitade	29.1	25.5	13.1	2.0	69.7	62.0
15	Microsoft	19.2	28.2	14.3	4.0	65.7	71.9

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

BRAND RANKINGS

CELL PHONES & TABLETS

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Samsung	33.0	27.4	14.6	20.0	95.0	75.3
2	Apple	31.0	26.8	12.4	20.0	90.1	82.9
3	Google	27.8	29.8	13.7	11.5	82.9	66.2
4	OnePlus	26.9	24.5	13.5	17.0	81.8	64.0
5	Lenovo	25.4	22.6	13.7	14.0	75.6	60.9
6	North Bison	29.4	29.7	11.0	4.0	74.1	53.4
7	Motorola	32.4	24.7	13.0	4.0	74.1	66.4
8	TracFone	28.0	25.2	12.9	5.0	71.1	67.4
9	TCL	18.8	23.6	11.9	14.0	68.3	69.8
10	Topelotek	32.0	24.7	11.6	0.0	68.2	59.1
11	Microsoft	26.2	23.9	13.6	2.0	65.7	68.1
12	Xiaomi	26.5	20.4	14.5	2.0	63.5	56.3
13	LG	19.2	17.2	12.2	12.0	60.7	58.7
14	Blu	27.5	20.6	10.7	0.0	58.8	51.5
15	Kyocera	7.7	20.1	9.8	4.0	41.5	35.7

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

BRAND RANKINGS

HOME AUDIO

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Cable Matters	35.9	31.5	15.2	10.0	92.6	NA
2	Pyle	33.2	27.7	13.5	13.5	87.9	85.1
3	VCE	33.4	27.1	15.6	9.0	85.0	NA
4	Jall	32.4	24.8	14.6	12.0	83.7	61.2
5	Polk Audio	32.8	22.8	15.7	11.0	82.3	84.8
6	Sony	31.2	28.0	13.5	5.0	77.7	78.1
7	Housbay	31.4	27.7	14.1	4.0	77.2	68.8
8	PWR+	20.8	26.3	15.3	14.0	76.4	NA
9	Emerson Radio	31.3	31.1	11.9	2.0	76.3	66.1
10	Cablelera	32.3	20.7	16.2	4.0	73.3	NA
11	Klipsch	30.6	19.6	16.1	4.0	70.3	67.7
12	Bose	19.8	24.2	14.3	11.5	69.8	62.5
13	Vizio	12.1	22.9	13.6	5.0	53.6	60.8
14	Philips	16.2	23.5	10.7	2.0	52.4	62.1
15	Ion Audio	11.4	23.2	10.3	0.0	44.9	43.0

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

RECREATIONAL SWIMWEAR

BRAND RANKINGS

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	maamgic	32.5	33.7	15.3	18.5	100.0	NA
2	Cupshe	31.1	35.0	13.4	20.0	99.5	NA
3	Yonique	32.0	36.8	13.8	15.0	97.5	91.5
4	Anrabess	29.8	34.7	13.5	15.5	93.5	NA
5	Holipick	32.3	33.9	13.6	10.5	90.3	77.9
6	Zando	31.7	33.5	13.5	11.0	89.8	66.0
7	B2purity	30.2	28.8	13.3	17.0	89.3	77.9
8	Speedo	30.7	26.6	14.3	9.0	80.5	75.5
9	Century Star	31.9	32.1	13.6	2.0	79.6	67.8
10	American Trend	31.0	29.4	13.5	4.0	77.9	63.8
11	Seaform	30.5	29.3	12.5	5.5	77.7	62.4
12	ChicGal	28.6	25.3	13.4	9.0	76.3	NA
13	Kanu Surf	33.9	20.8	14.7	5.5	74.8	NA
14	Omichic	26.8	28.2	12.0	5.5	72.5	64.4
15	Uniqweto	20.7	25.5	12.1	4.0	62.3	68.4

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

BRAND RANKINGS

EXERCISE & FITNESS EQUIPMENT

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	ProsourceFit	36.0	35.0	15.0	14.0	99.9	84.2
2	Sunny Health & Fitness	36.0	32.7	13.9	17.0	99.5	97.0
3	Yes4All	34.8	34.9	15.3	14.0	99.0	102.8
4	Gaiam	37.0	30.9	15.2	15.5	98.5	90.4
5	Trideer	35.8	27.8	15.2	17.0	95.8	76.0
6	CAP Barbell	36.7	28.1	15.2	14.0	93.9	83.6
7	Gymreapers	34.2	31.2	14.7	12.0	92.1	73.1
8	Sports Research	29.1	30.8	15.0	14.0	88.8	83.1
9	Fitgirl	33.1	22.2	16.3	17.0	88.6	NA
10	Fitbit	29.9	26.5	13.7	14.0	84.1	NA
11	Veick	29.7	25.9	14.4	14.0	84.1	NA
12	Atercel	31.4	30.3	13.9	4.0	79.6	NA
13	Amazon Basics	32.8	28.7	15.2	0.0	76.7	69.8
14	Fit Simplify	33.9	23.0	14.8	4.0	75.7	NA
15	BalanceFrom	27.0	22.6	15.1	4.0	68.6	72.3

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

BRAND RANKINGS

OUTDOOR RECREATION

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	CQR	31.7	36.1	14.3	17.0	99.0	68.9
2	Baleaf	31.5	36.1	14.0	17.0	98.6	85.5
3	Yeti	33.0	34.6	16.5	14.0	98.1	70.4
4	Sawyer Products	38.3	26.9	14.8	14.0	93.9	87.5
5	Coleman	36.3	26.5	15.0	15.5	93.3	93.0
6	4Monster	31.6	30.1	14.5	14.0	90.2	83.4
7	Hydro Flask	33.8	31.1	15.9	9.0	89.8	NA
8	HotHands	30.1	27.5	15.9	14.0	87.5	NA
9	Walker's	31.1	24.3	15.2	14.0	84.6	69.0
10	Columbia	31.3	23.3	14.7	14.5	83.7	84.2
11	Reaction Tackle	32.7	31.7	15.0	4.0	83.4	70.2
12	Merrell	31.2	21.9	14.8	14.0	81.9	68.5
13	Keen	31.2	26.6	14.3	9.0	81.0	73.0
14	Intex	30.5	31.0	14.0	4.0	79.6	64.8
15	Arctic Zone	25.1	26.3	14.8	0.0	66.2	NA

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

GAMES, PUZZLES, & ACCESSORIES

BRAND RANKINGS

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Buffalo Games	37.3	30.6	15.5	20.0	103.4	92.0
2	Skillmatics	38.3	27.8	15.6	17.0	98.7	83.2
3	Hasbro Gaming	36.8	30.2	15.9	15.0	97.9	85.8
4	What Do You Meme?	35.0	31.5	15.2	15.0	96.6	NA
5	Exploding Kittens LLC	35.7	27.3	15.2	13.0	91.2	NA
6	Magic The Gathering	35.0	21.9	15.4	15.0	87.4	64.0
7	Melissa & Doug	35.0	27.6	15.7	9.0	87.2	91.4
8	Shashibo	33.9	23.2	15.3	14.0	86.4	NA
9	Rubik's	34.7	28.2	15.2	8.0	86.1	NA
10	Mattel Games	35.1	27.4	16.5	5.5	84.5	72.4
11	Usaopoly	37.3	27.7	16.4	0.0	81.3	NA
12	Pokemon	33.3	19.4	14.4	13.0	80.2	62.6
13	Pressman	35.4	23.1	15.3	4.0	77.8	89.1
14	Bicycle	35.5	24.4	16.0	0.0	75.9	67.6
15	Spin Master Games	36.7	24.0	15.2	0.0	75.9	81.2

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

BRAND RANKINGS

SPORTS & OUTDOOR PLAY

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Joyin	36.9	30.8	15.6	15.5	98.7	78.9
2	Step2	36.1	28.3	16.0	17.0	97.3	86.8
3	Sereed	35.9	31.0	16.3	14.0	97.2	NA
4	Franklin Sports	37.0	31.1	14.8	14.0	96.8	92.5
5	Jasonwell	37.6	29.4	14.2	15.5	96.7	82.9
6	Stomp Rocket	34.2	31.6	15.1	15.5	96.4	76.9
7	Kriddo	32.7	33.2	14.8	14.0	94.6	NA
8	Flybar	33.9	31.8	14.8	14.0	94.5	86.4
9	Nerf	33.3	30.2	15.2	14.0	92.7	90.6
10	Swimways	35.3	32.9	15.1	9.0	92.3	83.4
11	Little Tikes	38.1	27.1	15.9	10.0	91.0	76.6
12	Bunch O Balloons	33.2	25.2	15.2	9.0	82.6	64.8
13	Aqua Leisure	26.9	23.4	14.0	14.0	78.4	81.8
14	Temi	30.3	24.2	12.5	10.5	77.4	67.8
15	Intex	29.6	27.6	14.1	4.0	75.3	68.2

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

TOYS, STUFFED ANIMALS, & PLAYSETS

BRAND RANKINGS

RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Fisher-Price	37.7	32.8	16.5	14.0	101.0	92.5
2	Gund	37.3	31.4	16.5	14.5	99.7	84.3
3	Barbie	33.7	30.9	16.5	18.0	99.0	77.2
4	Melissa & Doug	38.7	28.0	15.9	15.5	98.1	96.1
5	VTech	37.8	29.6	16.3	14.0	97.7	NA
6	TeeTurtle	38.1	31.8	16.0	9.0	94.8	95.7
7	Munchkin	38.3	26.3	15.8	14.0	94.5	NA
8	Lego	36.7	30.1	16.6	11.0	94.4	NA
9	Squishmallows	32.6	29.9	16.8	14.0	93.3	87.9
10	Alasou	32.4	30.8	15.4	14.0	92.6	NA
11	Paw Patrol	36.8	31.2	16.2	7.0	91.2	83.8
12	Funko	35.5	24.4	16.7	14.0	90.7	61.8
13	Gabby's Dollhouse	35.3	33.5	16.1	5.0	89.9	78.7
14	Mattel	34.2	28.8	16.1	4.0	83.0	75.8
15	Star Wars	30.4	25.0	16.0	5.5	76.9	67.4

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

BRAND RANKINGS

OFFICE & SCHOOL SUPPLIES

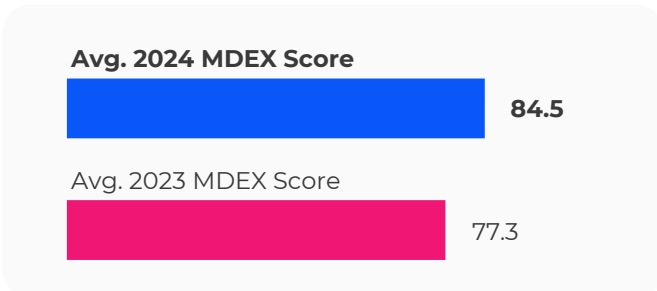
RANK	BRAND	RETAIL SCORE <i>(Total = 40)</i>	CONTENT SCORE <i>(Total = 40)</i>	CUSTOMER SCORE <i>(Total = 18)</i>	MEDIA SCORE <i>(Total = 20)</i>	MDEX SCORE <i>(Total = 118)</i>	2023 SCORE
1	Scotch	32.1	33.2	16.0	15.5	96.7	82.4
2	Zebra Pen	34.8	30.5	15.8	14.0	95.1	NA
3	HP Papers	34.9	30.2	15.8	14.0	95.0	NA
4	Vtopmart	34.3	29.1	15.7	14.0	93.1	NA
5	Bic	31.7	29.6	16.2	14.0	91.5	82.1
6	Hammermill	30.0	31.3	15.9	12.0	89.1	97.0
7	EZlifego	40.0	30.0	14.0	4.0	88.0	NA
8	Command	35.1	23.2	15.4	14.0	87.7	80.8
9	Expo	31.1	26.2	16.0	14.0	87.2	87.4
10	Sharpie	30.1	25.0	16.5	14.0	85.5	86.8
11	Avery	33.3	32.1	15.8	4.0	85.2	95.5
12	Pilot	33.6	29.4	16.4	4.0	83.4	92.5
13	Amazon Basics	35.5	28.2	15.2	0.0	79.0	79.9
14	Aimoh	31.1	18.7	15.7	8.0	73.5	64.3
15	Paper Mate	29.9	24.0	16.0	0.0	69.8	83.3

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

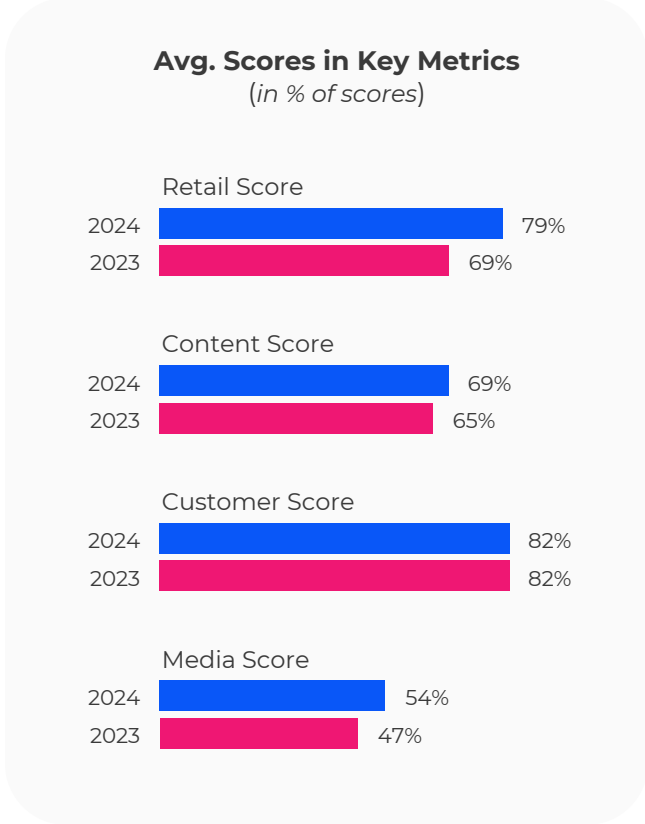
YEAR-OVER-YEAR & CROSS-REGIONAL INSIGHTS

YEAR-OVER-YEAR INSIGHTS

The MDEX scores for 2024 in the US market showed marginal improvements across the board compared to 2023. **This year, the average score is 84.5 out of 118, up from the previous year's score of 77.3** (adjusted to align with the metrics measured this year). Additionally, 24% of brands this year achieved scores equivalent to 80% or higher of the overall score, compared to only 7% last year.



Among the brands evaluated in the MDEX last year, **76% improved their overall MDEX scores by an average of 10.2 points**. Of these brands, **54% 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, media, and content. In retail, the most significant change that contributed to higher retail scores was the increase in Prime eligibility. Compared to just 52% last year, 88% of ASINs this year are eligible for Amazon's shipping promotion. Media performance also saw progress, particularly in the activation of Sponsored Brands for brand keywords. This year, 67% of brands utilized these ads, a slight increase from 60% last year, reflecting a growing focus on protecting brand-related terms.

YEAR-OVER-YEAR & CROSS-REGIONAL INSIGHTS

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 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.

Regarding category performance, **'Beauty and Personal Care' categories continue to lead in our MDEX rankings.** However, those under 'Toys and Games' and 'Clothing, Shoes, and Jewelry' have made significant strides, climbing the rankings this year. While categories under 'Electronics' showed some progress, it remains at the lower end of the spectrum, with other categories advancing more substantially.

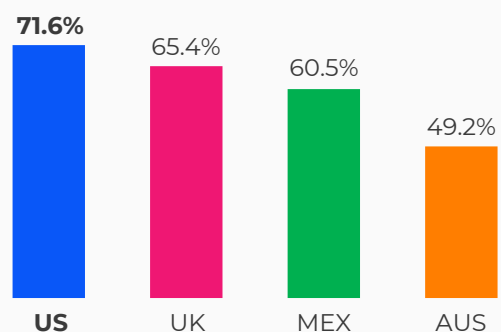
The correlation between MDEX scores and Amazon rankings remains evident. **32% of brands that improved their MDEX scores this year and moved up in our rankings also saw a rise in their Amazon category positions.** Conversely, 65% of brands that

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 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 **UK, 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 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

US 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

US 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 & Diapering

Baby Bath, Bubble Bath, Bathtubs, Baby Grooming, Baby Skin Care, Lotions, Diaper Creams, Medicine Dispensers, Health, Teethers and Teething Relief, Nail Care, Hair Care, Nursing Pads, Medical Kits, Travel Bathing Kits, Diapers, Wipes, Changing Pads, Diaper Bags, Diaper Pails and Refills, Diaper Liners, Cloth Diapers, Disposable Diapers, Swim Diapers, Baby Wipe Warmers, Wipe Holders, Sprayers, Diaper Accessories

Beverages

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

Snacks, Sweets, & Breakfast Cereal

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

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

US CATEGORIES

Cell Phones & Tablets

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

Home Audio

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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