

A collage of images including perfume bottles, a suitcase, and coffee beans. The background is a dark blue with a white diagonal line and a pattern of thin white lines.

Jungle Scout Cobalt

Amazon Category Snapshots

VOLUME I

Volume I Category Snapshots



Nail Polish

 **\$231.8M** in revenue

 **14.3M** units sold

 **493** competing brands



Luggage

 **\$101.6M** in revenue

 **776.9K** units sold

 **262** competing brands



Coffee Beans

 **\$253.1M** in revenue

 **10.4M** units sold

 **741** competing brands

Methodology

The data included in the following category reports was gathered using [Jungle Scout Cobalt](#), an industry-leading market intelligence and product insights platform powered by more than 1 billion Amazon data points every day.

Important note: This data represents the U.S. marketplace for a specified date ranges and filter parameters (ie. minimum/maximum price, minimum/maximum revenue, excluded unavailable products, and more).

Visit JungleScout.com/demo to learn more about Cobalt and see how it can help you win the Amazon channel.

Nail Polish

Report Date Range

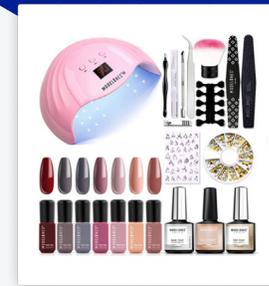
Start Date

September 1, 2020

End Date

September 1, 2021

Compared to previous year



The nail polish category on Amazon has grown by 141%, perhaps in large part due to nail salons closing nationwide during the COVID-19 pandemic, forcing many consumers to bring their nail services home.

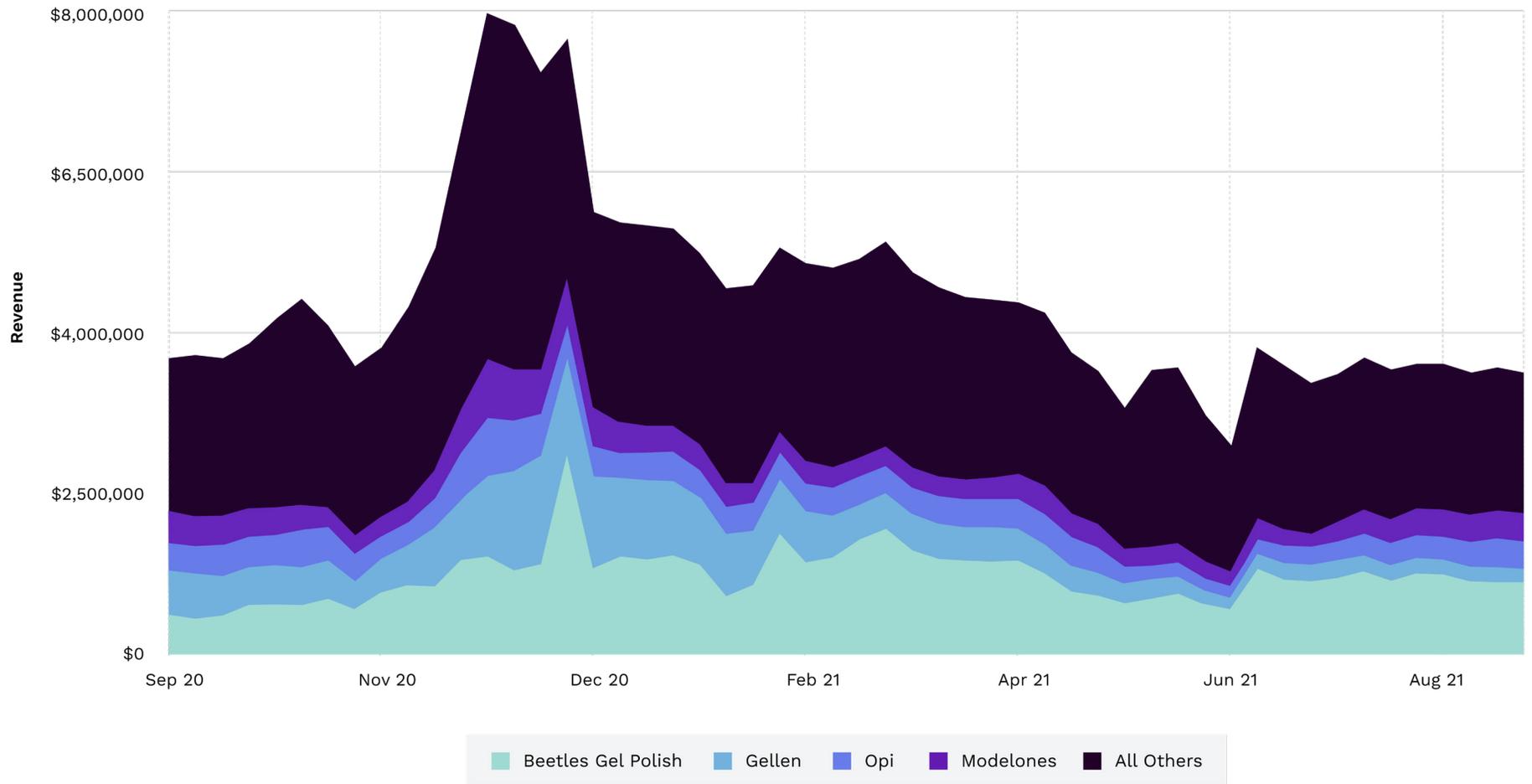
Size of the Prize



★ INSIGHTS

- The market for nail polish is growing, with a **141%** year-over-year revenue increase.
- Unit sales for nail polish across all brands increased **136%**.
- The median price across the category increased **5%**, indicating a buyer willingness to **spend more** on this product.
- The number of ASINs offered in this category increased **39%** (from 5K to 7K).
- The number of brands performing in the category increased **42%** (from 346 to 493).

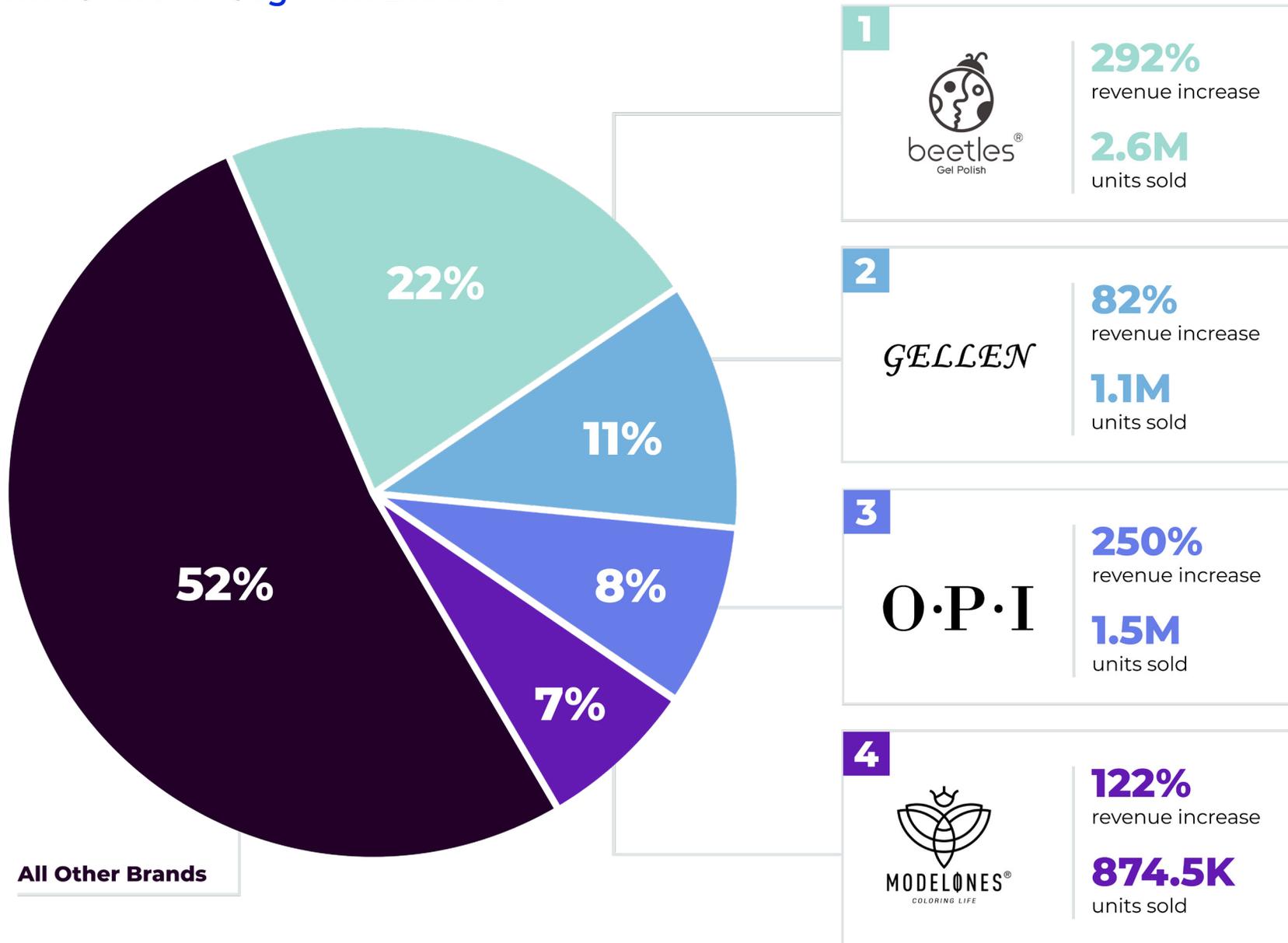
Market Growth



★ INSIGHTS

- The top 4 brands in the category make up **48%** of the market share while the other 525 brands make up the remaining 52%.
- The majority of category revenue is from **3P sellers**.
- The top 4 brands in the category own **620** of the available ASINs, while all other brands combined own 6,500, indicating that **10% of the ASINs** in this category are responsible for **almost half of the revenue**.

Market Share for Segment Leaders



Luggage

Report Date Range

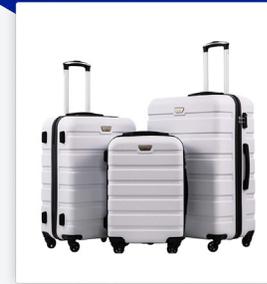
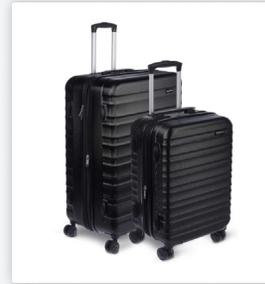
Start Date

September 1, 2020

End Date

September 1, 2021

Compared to previous year



The luggage category on Amazon has grown by 41%, possibly related to the influx in 2021 travel, as consumers start booking flights and vacations again after pandemic-related restrictions were lifted in some areas.

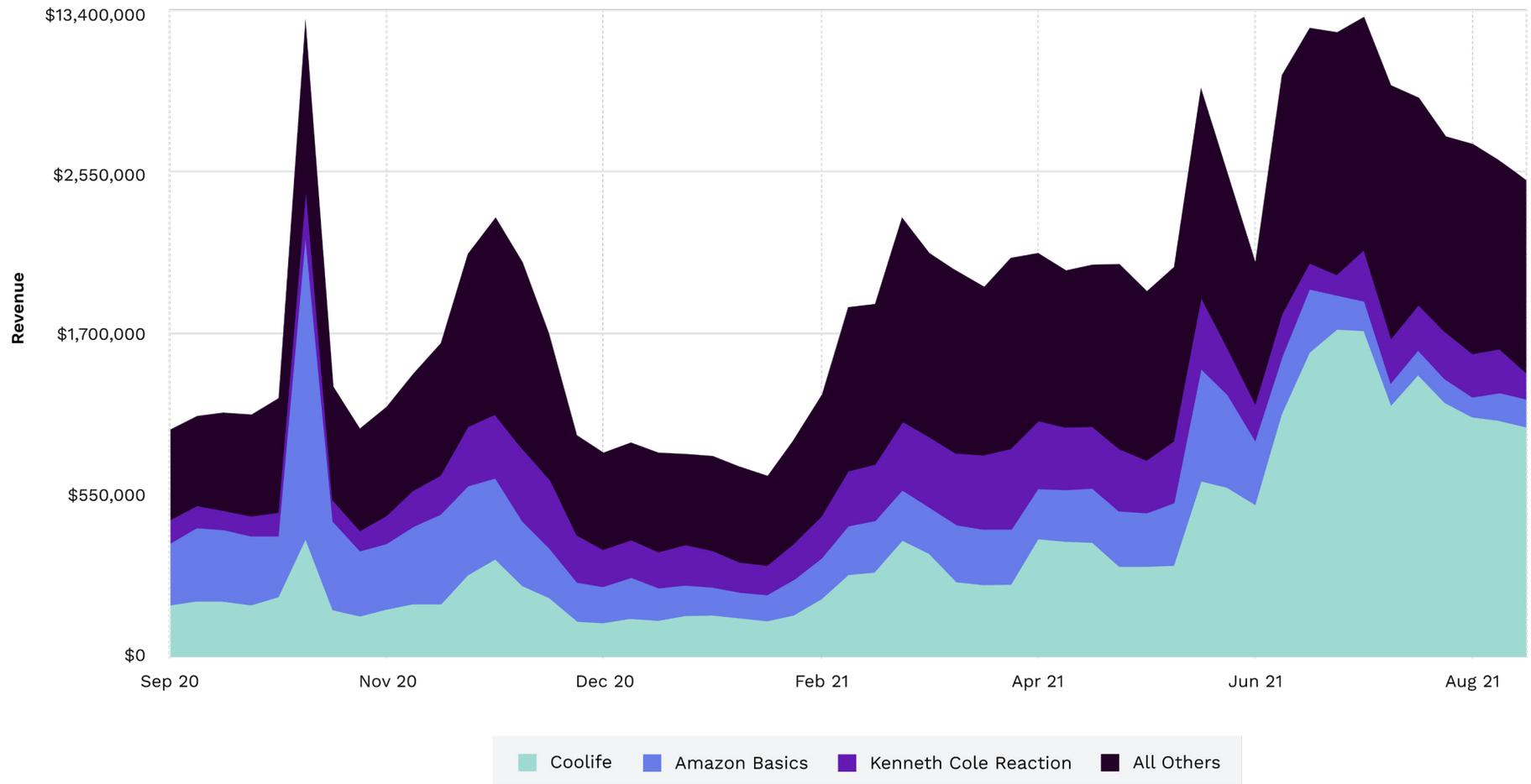
Size of the Prize



★ INSIGHTS

- The market for suitcases is growing, with a **41%** year-over-year revenue increase.
- Unit sales for suitcases across all brands increased **23%**.
- The number of ASINs offered in this category **decreased 43%** (from 2.8K to 1.6K).
- The number of brands performing in the category **decreased 29%** (from 368 to 262).

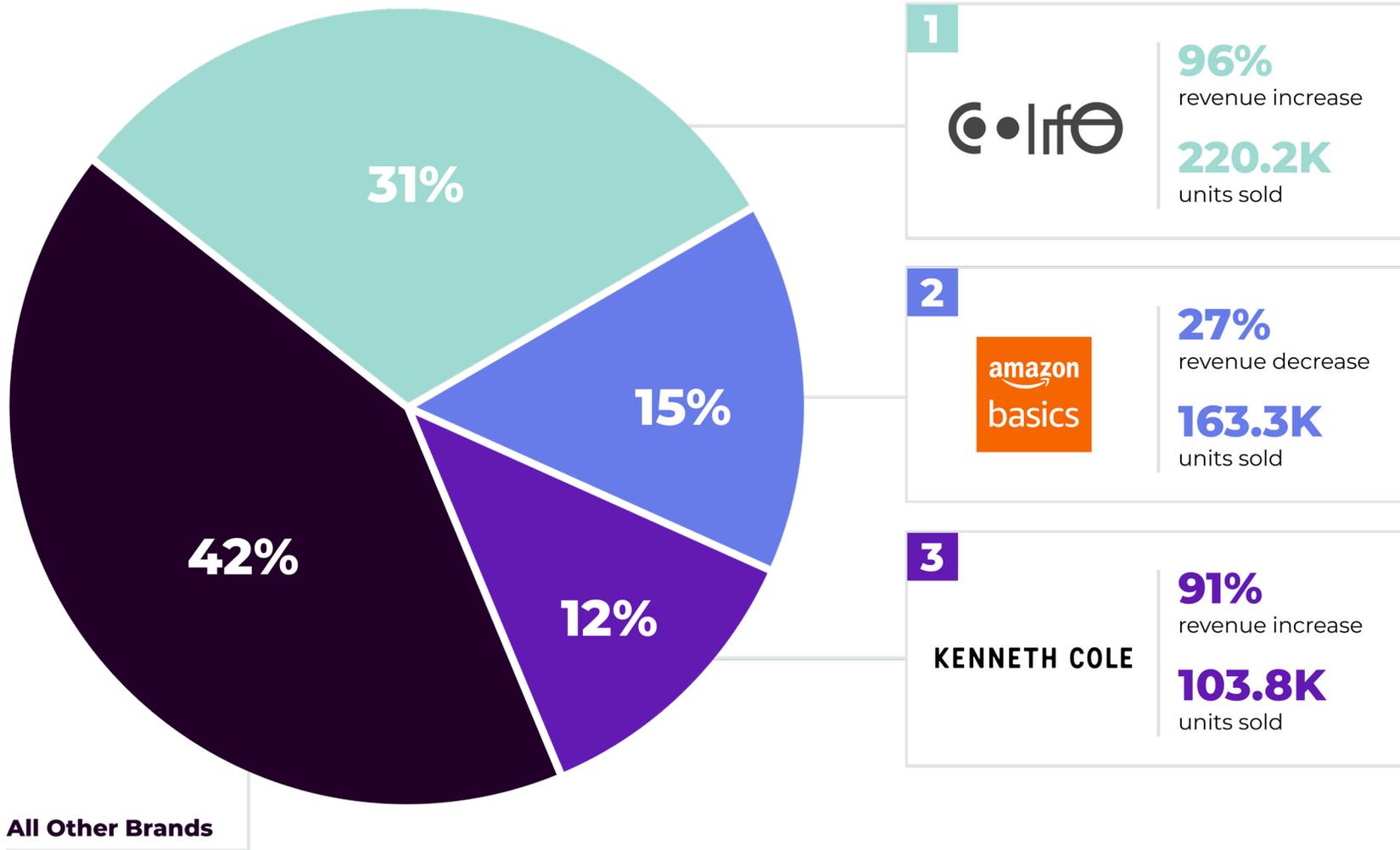
Market Growth



★ INSIGHTS

- The top 3 brands in the category make up **58%** of the market share while 269 brands make up the remaining 42%.
- Revenue for 1P sellers in the luggage category has **decreased by 24%** while the revenue for 3P sellers has **increased by 206%**.
- The top 3 brands in the category own **144** of the available ASINs while all other brands combined own 1.4K, indicating that **9% of the ASINs** in this category are responsible for **over half of the revenue**.

Market Share for Segment Leaders



Coffee Beans

Report Date Range

Start Date

September 1, 2020

End Date

September 1, 2021

Compared to previous year



The coffee bean category on Amazon has grown by 82%. This growth could potentially be due to an increase in people working from home and purchasing their own coffee on Amazon, rather than drinking coffee at an office which is commonly purchased wholesale.

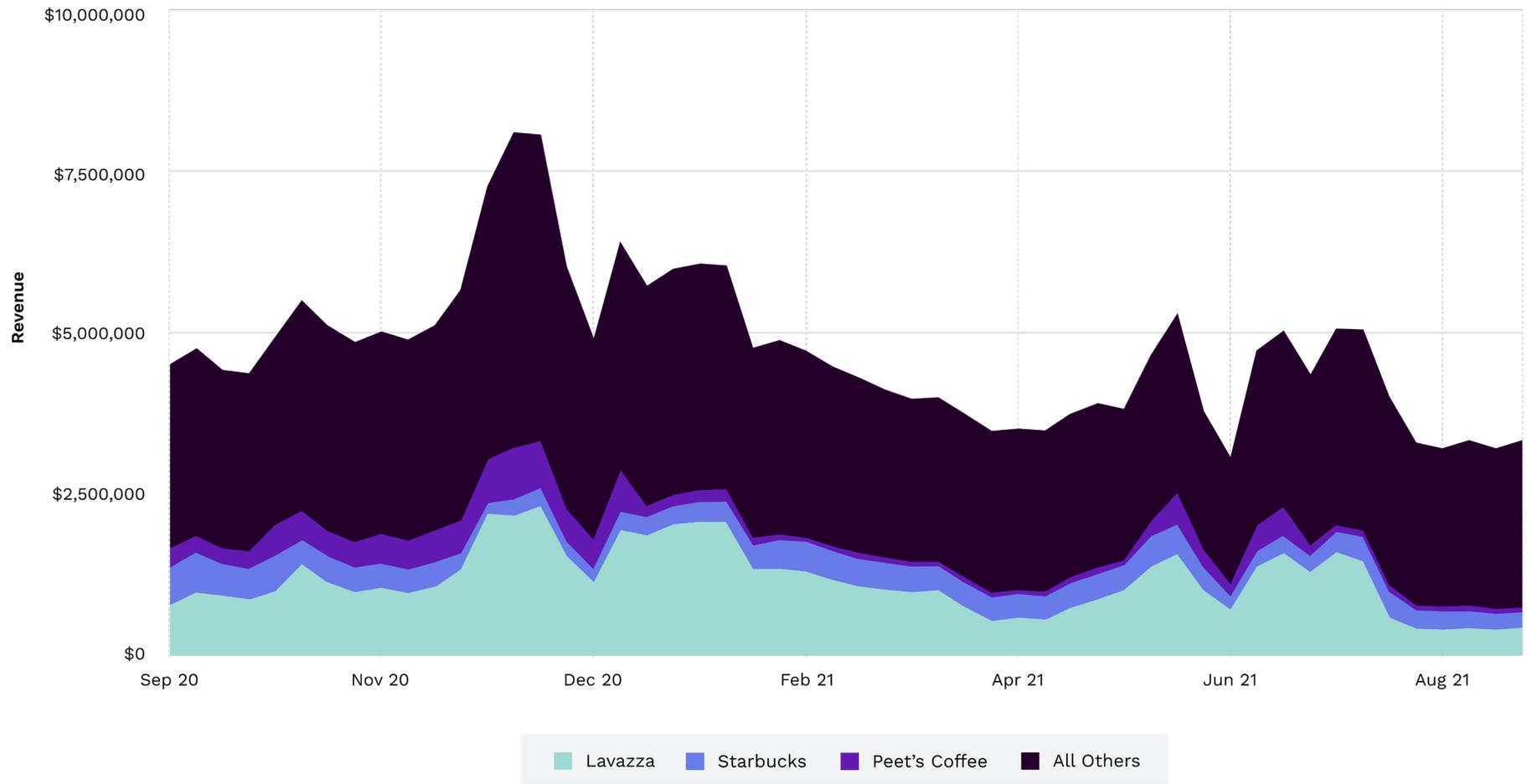
Size of the Prize



★ INSIGHTS

- The market for coffee beans is growing, with an **82%** year-over-year revenue increase.
- Unit sales for coffee beans across all brands increased **77%**.
- The number of ASINs in this category **increased 15%** (from 5.4K to 6.2K).
- The number of brands performing in the category **increased 15%** (from 643 to 741).

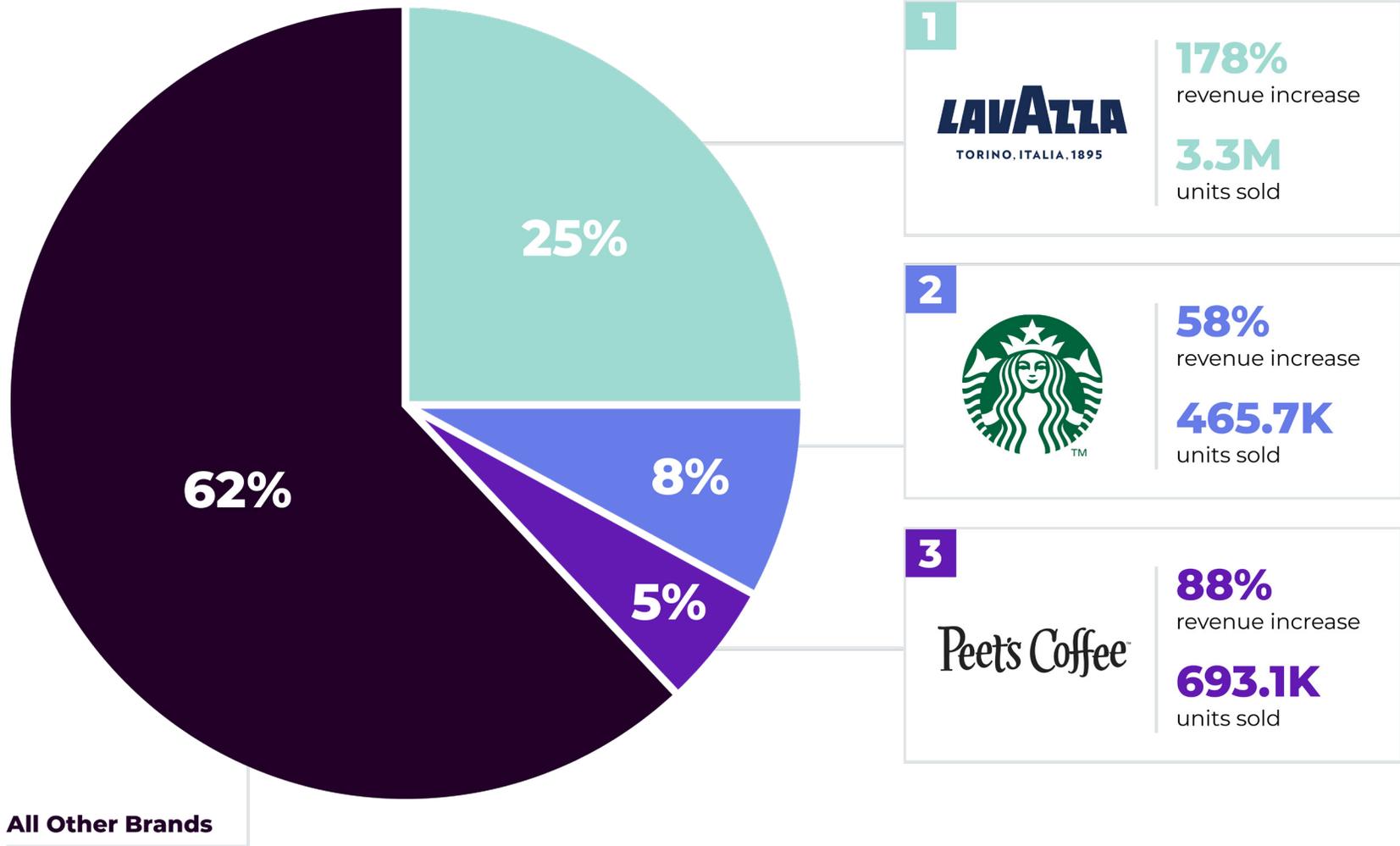
Market Growth



★ INSIGHTS

- The top 3 brands in the category make up **38%** of the market share while 738 brands make up the remaining 62%.
- Revenue for 3P sellers in the coffee bean category is **51% higher** than revenue for 1P sellers.
- The average number of reviews across the category is 28, while the average number of reviews for the category leader Lavazza is **536**.

Market Share for Segment Leaders



Jungle Scout Cobalt

Actionable insights to drive success on Amazon

Brands

Competitive Intelligence

Easily identify core and emerging competitors, learn what strategies they are employing, and evaluate the overall efficacy of those strategies within your market. Know when competitors go out of stock, change prices, or alter anything on their listings with Cobalt's Alerts feature.

Share of Voice

Gain visibility into which keywords your brand owns and which keywords your competitors own. Easily identify important keywords to better allocate ad spend, optimize listings, and anticipate new competition.

Investors & Brokers

Vet Potential Investments

Determine an investment opportunity on Amazon by understanding a brand's current market share and the size of their market with category insights.

Amazon Advantage

Leverage data as a competitive advantage when considering brands to invest in or acquire. Make informed investment decisions with a full analytical view of the Amazon marketplace.

Agencies

Client Acquisition

Identify potential clients by monitoring what brands are underperforming, understand their necessary win conditions, and reach out with a plan to boost their overall market performance. Share Cobalt data in pitch decks to demonstrate ROI when investing in your agency's services.

Retail-to-Ecommerce Launch Intelligence

Identify your client's best-selling products and largest markets for their brands. Determine which products from their existing retail catalog should be launched on Amazon based on the markets with the highest potential for revenue and growth.

Visit JungleScout.com/demo or contact sales@junglescout.com today.