



Jungle Scout Cobalt

# Top Ecommerce Categories of 2022

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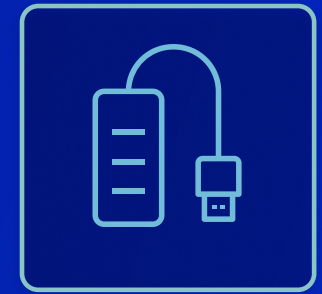
See how consumer shopping behavior is changing over time with insights from Jungle Scout's [Quarterly Consumer Trends Report](#).

**This report answers the following questions**

- What kinds of products are consumers currently buying?
- What product categories gained the most traction in 2021?
- Where are consumers prioritizing their spending in 2022?



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# Top product categories in 2022



U.S. consumers

Overall, consumers are buying more groceries, cleaning supplies, and vitamins, while buying less clothing, electronics, and garden & outdoor products

Product Category	Consumers buying more	Consumers buying the same amount	Consumers buying less	Consumers who never buy in this category
 Automotive Parts & Accessories	16%	40%	20%	24%
 Electronics (TVs, smart watches, etc.)	19%	42%	27%	12%
 Groceries	43%	46%	8%	4%
 Arts, Crafts & Sewing (paints, ceramics, etc.)	21%	33%	20%	26%
 Home & Kitchen (furniture, coffee makers, etc.)	19%	44%	22%	14%
 Office supplies (laptop stands, printer paper, etc.)	17%	39%	20%	24%
 <u>Pet supplies</u> (cat/dog food, toys, etc.)	23%	42%	11%	24%

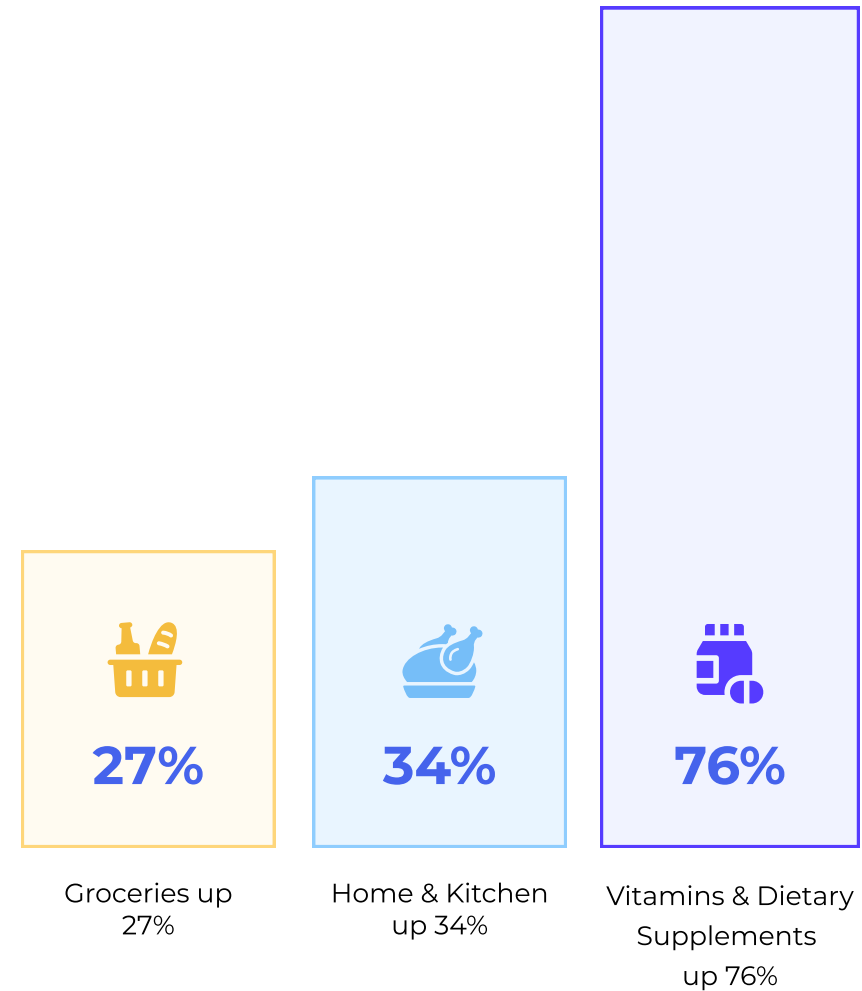
	Books (print or digital), Magazines & Newspapers	19%	36%	20%	25%
	Clothing	26%	48%	21%	4%
	Beauty & Personal Care (cosmetics, shaving kit, etc.)	26%	52%	14%	7%
	Toys & Games (board games, children's toys, etc.)	20%	34%	20%	27%
	Garden & Outdoor (patio furniture, plants, etc.)	18%	36%	21%	26%
	Exercise/Fitness supplies (at- home gym equipment, etc.)	19%	29%	17%	34%
	Over-the-counter medicine	21%	55%	14%	10%
	Cleaning supplies	36%	50%	9%	5%
	Alcohol	19%	31%	19%	32%
	Vitamins & Dietary Supplements	27%	48%	12%	14%
	Tobacco, Pipes & Accessories	18%	29%	11%	42%

While essential items are still key, individuals are spending more on products that make them feel good and support their hobbies. **1 in 4 consumers are spending more on beauty and personal care, and 1 in 5 are spending more on toys and games.**

In addition to new products, consumers are interested in buying and selling [pre-owned items](#). A third (33%) say they are looking for pre-owned products when they shop online, and 44% of consumers bought or sold a pre-owned item online in 2021.



**Compared to last quarter, consumers have made more purchases in the following categories:**



## Consumer focus areas for 2022

In 2022, consumers are prioritizing social interaction and self-improvement. In addition to listing family and mental and physical health as top priorities, consumers are also looking ahead to a number of lifestyle changes this year.

### Consumer priorities



U.S. consumers

 Have more fun	68%
 Personal development/ self-improvement	68%
 Spend more time with family	67%
 Work harder	54%
 Try new social activities	51%
 Travel	46%
 Change work and/or career	42%

## Which priorities changed the most since last quarter?

Consumers' renewed interest in travel and socializing continues to grow, with half of consumers making plans to visit family or friends in 2022, 42% planning to host family and friends in the coming year, and over 20% planning to stay at a hotel or other vacation rental. While finances were a top concern in 2021, this year they are taking a back seat to consumers' social and love lives.

### Top activities consumers plan to do this year

Visit relatives	54%
Shop at a grocery store	51%
Visit friends	50%
Dine indoors at a restaurant/bar	37%
Attend in-person religious services	30%
Attend in-person sporting events	27%
Get treatments at a salon or spa	27%
Outdoor activities (hiking, camping, etc.)	26%
In-person dating	24%
Watch a movie/concert/event in-person at a public venue	28%

## How COVID-19 safety precautions influence participation in activities and events

■ More likely to attend
 ■ Neutral/would not influence attendance
 ■ Less likely to attend

### Mask requirements at the event



### Temperature check at the event



### Proof of vaccination prior to event



### Negative COVID-19 test prior to event



In addition, many consumers experienced significant changes in their home and work lives over the past 12 months, sometimes seeking those changes out by expanding their families, making career changes, or dramatically updating their living spaces through moves, renovations, and more. Accordingly, we could see increased purchases in product categories related to home decor and lifestyle changes.

## Lifestyle changes in 2021

 Worked from home	23%
 Got a pet	19%
 Changed jobs	17%
 Moved into a new home	16%
 Renovated/remodeled home	13%
 Set up dedicated work from home space	11%
 Set up home gym	11%
 Went back to school	9%
 Had or adopted a child	7%
 Bought a home	7%
 Got engaged	6%
 Divorced or separated	5%
 Got married	4%
 Sold a home	4%

For more insights about how consumers spend in general and online, **check out Jungle Scout's latest [Consumer Trends Report](#).**



## About Jungle Scout

Jungle Scout is the leading all-in-one platform for selling on Amazon and beyond. Founded in 2015 as the first Amazon product research tool, Jungle Scout today features a full suite of best-in-class business management solutions and powerful market intelligence resources to help brands, agencies and investors manage their ecommerce businesses.



Supports \$40 billion in Amazon revenue



Serves more than 600,000 customers worldwide



Raised \$110 million in growth equity in 2021



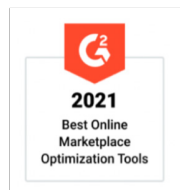
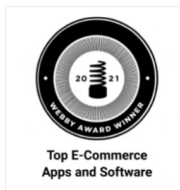
Monitors over 1.8 billion data points daily



Supports up to 17 global marketplaces

**Recognized as the most trusted platform for selling on Amazon**

### Industry Leaders



**Learn more about how Cobalt can provide your ecommerce business with consumer spending data. Speak with a Jungle Scout expert today!**

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