AMAZON CATEGORY SNAPSHOTs

Health & Household

Book a demo
What are shoppers saying about Health & Household products?

Factors as varied as eco-friendliness, inflation, and social media are influencing the way today’s consumers shop. What does this mean for Health and Household products and the brands that sell them?

What shoppers are saying

Although a majority of consumers report noticing higher product prices...

93% of consumers have noticed higher product prices in their day-to-day spending

Health and wellness is among the categories where shoppers say they are least likely to cut back when tightening their budgets, and consistently ranks among consumers’ top priorities.

In both Q4 2021 and Q4 2022, physical health and wellbeing and mental health and wellbeing were among consumers’ top 3 priorities for this year.

Consumers’ top 10 priorities

<table>
<thead>
<tr>
<th>Q4 2022</th>
<th>Q4 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Baby Products</td>
<td>1 Baby Products</td>
</tr>
<tr>
<td>2 Cleaning Supplies</td>
<td>2 Cleaning Supplies</td>
</tr>
<tr>
<td>3 OTC Medication</td>
<td>3 OTC Medication</td>
</tr>
<tr>
<td>4 Vitamins &amp; Supplements</td>
<td>4 Vitamins &amp; Supplements</td>
</tr>
<tr>
<td>5 Personal Care</td>
<td>5 Personal Care</td>
</tr>
<tr>
<td>6 Pet Supplies</td>
<td>6 Pet Supplies</td>
</tr>
<tr>
<td>7 Baby Products</td>
<td>7 Baby Products</td>
</tr>
<tr>
<td>8 Cleaning Supplies</td>
<td>8 Cleaning Supplies</td>
</tr>
<tr>
<td>9 OTC Medication</td>
<td>9 OTC Medication</td>
</tr>
<tr>
<td>10 Vitamins &amp; Supplements</td>
<td>10 Vitamins &amp; Supplements</td>
</tr>
</tbody>
</table>

And throughout 2022, consumers steadily bought more products across several Health & Household sub-categories:

Percent of Consumers Buying More by Sub-Category
Emerging Trends in Health & Household

**The Power of TikTok**

Since becoming shoppable in August 2021, TikTok has been starting trends and supercharging sales for products that catch the buzz of influencers.

48% of consumers are likely or very likely to purchase directly from TikTok

31% of Amazon brands advertise their products on TikTok

Data from Jungle Scout’s Q3 2022 Consumer Trends Report

Data from Jungle Scout’s 2023 State of the Amazon Seller Report

Consumers are increasingly searching Amazon for products that have gone viral on TikTok.

**TikTok Keyword Trends in Health & Household**

*Report date: January 23, 2023 - February 22, 2023*

<table>
<thead>
<tr>
<th>Keyword</th>
<th>30-Day Search Volume on Amazon</th>
<th>30-Day Search Trend on Amazon</th>
</tr>
</thead>
<tbody>
<tr>
<td>TikTok</td>
<td>64,221</td>
<td>↑ 358%</td>
</tr>
<tr>
<td>TikTok made me buy it</td>
<td>49,080</td>
<td>↑ 223%</td>
</tr>
<tr>
<td>Must haves from TikTok</td>
<td>15,478</td>
<td>↑ 219%</td>
</tr>
<tr>
<td>Amazon must haves TikTok 2022</td>
<td>4,422</td>
<td>↑ 108%</td>
</tr>
<tr>
<td>TikTok made me buy it 2022</td>
<td>3,181</td>
<td>↑ 99%</td>
</tr>
</tbody>
</table>

And there’s plenty of chatter about Health & Household related topics on TikTok:

*Note: Text size reflects number of views on TikTok, from 7.6M - 65.8B*

**Other trends**

There are several consumer lifestyle factors and priorities influencing Health & Household product sales:

**Everyday health:** As consumers prioritize their mental and physical health, they are looking for new products to improve and maintain their daily wellbeing. In some sub-categories, like Sports Nutrition, this means new audiences and product use cases as shoppers search for healthier alternatives for everyday life.

**Clean formulation:** From Cleaning to Baby Care to Medication, shoppers have an increasing desire for products that use natural ingredients and don’t contain any harmful or unnecessary filler.

**Eco-friendliness:** Consumers aren’t just prioritizing their own health; they’re looking out for planet Earth, too. Sub-categories like Household Supplies are among those where climate-kind products are on the rise.
## What are shoppers searching for?

### Top Keywords: Health & Household

**Report Date:** January 20, 2022 - January 20, 2023  |  Compared to previous year

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Search Volume: 2021 - 2022</th>
<th>Search Volume: 2022 - 2023</th>
<th>% Change YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protein powder</td>
<td>6,640,870</td>
<td>9,999,559</td>
<td>↑ 50.6%</td>
</tr>
<tr>
<td>Gifts for men</td>
<td>1,215,239</td>
<td>9,685,775</td>
<td>↓ 20.3%</td>
</tr>
<tr>
<td>Amazonbasics</td>
<td>5,710,153</td>
<td>9,091,859</td>
<td>↑ 59.2%</td>
</tr>
<tr>
<td>Paper towels</td>
<td>8,165,023</td>
<td>8,352,534</td>
<td>↑ 2.3%</td>
</tr>
<tr>
<td>Toilet paper</td>
<td>7,635,988</td>
<td>7,864,324</td>
<td>↑ 3.0%</td>
</tr>
<tr>
<td>Reacher</td>
<td>421,178</td>
<td>7,420,645</td>
<td>↑ 1661.9%</td>
</tr>
<tr>
<td>Creatine</td>
<td>3,081,880</td>
<td>5,456,552</td>
<td>↑ 77.1%</td>
</tr>
<tr>
<td>Massage gun</td>
<td>8,206,819</td>
<td>4,805,141</td>
<td>↓ 41.5%</td>
</tr>
<tr>
<td>Amazon</td>
<td>5,787,244</td>
<td>4,731,716</td>
<td>↓ 18.2%</td>
</tr>
<tr>
<td>Heating pad</td>
<td>4,850,172</td>
<td>4,727,558</td>
<td>↓ 2.5%</td>
</tr>
<tr>
<td>Fitbit</td>
<td>5,804,850</td>
<td>4,691,365</td>
<td>↓ 19.9%</td>
</tr>
<tr>
<td>Aaa batteries</td>
<td>3,966,111</td>
<td>4,642,949</td>
<td>↑ 17.1%</td>
</tr>
<tr>
<td>Toothpaste</td>
<td>4,000,588</td>
<td>4,467,510</td>
<td>↑ 11.7%</td>
</tr>
<tr>
<td>Magnesium</td>
<td>4,410,799</td>
<td>4,340,902</td>
<td>↓ 1.6%</td>
</tr>
<tr>
<td>Vitamin c</td>
<td>4,951,402</td>
<td>4,304,113</td>
<td>↓ 13.1%</td>
</tr>
<tr>
<td>Vitamin d</td>
<td>4,596,681</td>
<td>4,273,347</td>
<td>↓ 7.0%</td>
</tr>
<tr>
<td>Essential oils</td>
<td>4,252,573</td>
<td>4,219,413</td>
<td>↓ 0.8%</td>
</tr>
<tr>
<td>Laundry detergent</td>
<td>3,218,988</td>
<td>3,828,080</td>
<td>↑ 18.9%</td>
</tr>
<tr>
<td>Ear plugs</td>
<td>2,351,469</td>
<td>3,819,385</td>
<td>↑ 62.4%</td>
</tr>
<tr>
<td>Weight loss</td>
<td>3,866,861</td>
<td>3,807,087</td>
<td>↓ 1.6%</td>
</tr>
<tr>
<td>Paper plates</td>
<td>3,080,299</td>
<td>3,766,379</td>
<td>↑ 22.3%</td>
</tr>
<tr>
<td>Ashwagandha</td>
<td>3,499,218</td>
<td>3,621,606</td>
<td>↑ 3.5%</td>
</tr>
</tbody>
</table>
**Top Health & Household Keywords with Growing Search Volume**

The following keywords experienced the highest YoY growth in search volume in the overall Health & Household category.

*Report Date: January 20, 2022 - January 20, 2023  | Compared to previous year*

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Must haves from TikTok</td>
<td>92</td>
<td>67,327</td>
<td>↑ 73,081.5%</td>
</tr>
<tr>
<td>Ka chava meal replacement shakes</td>
<td>70</td>
<td>22,425</td>
<td>↑ 31,395.7%</td>
</tr>
<tr>
<td>Blood pressure monitors for home use</td>
<td>1,509</td>
<td>482,144</td>
<td>↑ 31,851.2%</td>
</tr>
<tr>
<td>Keto gummies for weight loss</td>
<td>175</td>
<td>44,520</td>
<td>↑ 25,340.0%</td>
</tr>
<tr>
<td>Acv keto gummies</td>
<td>888</td>
<td>193,974</td>
<td>↑ 21,743.9%</td>
</tr>
<tr>
<td>Skinny fit super youth collagen weight loss</td>
<td>1,889</td>
<td>386,313</td>
<td>↑ 20,350.7%</td>
</tr>
<tr>
<td>Body sculpting machine for stomach</td>
<td>105</td>
<td>20,954</td>
<td>↑ 19,856.2%</td>
</tr>
<tr>
<td>Acv keto gummies for weight loss</td>
<td>560</td>
<td>103,852</td>
<td>↑ 18,445.0%</td>
</tr>
<tr>
<td>Relaxim sleep as seen on tv</td>
<td>280</td>
<td>51,657</td>
<td>↑ 18,348.9%</td>
</tr>
<tr>
<td>Ka chava meal replacement shakes</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18.6M+ TikTok Views</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ACV keto gummies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>13.5M+ TikTok Views</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Skinny fit super youth collagen weight loss</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>77.3M+ TikTok Views</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Note: TikTok views refer to the number of views on TikTok videos returned when the specified keyword was searched on February 10, 2023.*

**Top Health & Household Keywords with Declining Search Volume**

The following keywords experienced the greatest YoY decline in search volume in the overall Health & Household category.

*Report Date: January 20, 2022 - January 20, 2023  | Compared to previous year*

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Lysol spray disinfectant</td>
<td>1,248,470</td>
<td>68,148</td>
<td>↓ 95.5%</td>
</tr>
<tr>
<td>Shershaah</td>
<td>578,612</td>
<td>42,298</td>
<td>↓ 92.7%</td>
</tr>
<tr>
<td>Scales for body weight</td>
<td>1,310,233</td>
<td>98,037</td>
<td>↓ 92.5%</td>
</tr>
<tr>
<td>Vital proteins collagen peptides</td>
<td>878,352</td>
<td>815,588</td>
<td>↓ 90.7%</td>
</tr>
<tr>
<td>Diffusers for essential oils</td>
<td>1,291,789</td>
<td>137,447</td>
<td>↓ 89.4%</td>
</tr>
<tr>
<td>Blood pressure monitor</td>
<td>2,332,114</td>
<td>271,851</td>
<td>↓ 88.3%</td>
</tr>
<tr>
<td>Iron supplements</td>
<td>428,746</td>
<td>50,716</td>
<td>↓ 88.2%</td>
</tr>
<tr>
<td>Deodorant for women</td>
<td>521,067</td>
<td>72,861</td>
<td>↓ 86.1%</td>
</tr>
<tr>
<td>Oral b toothbrush heads</td>
<td>216,537</td>
<td>34,752</td>
<td>↓ 84.0%</td>
</tr>
</tbody>
</table>

*Note: TikTok views refer to the number of views on TikTok videos returned when the specified keyword was searched on February 10, 2023.*
### Health & Household Trends by Sub-Category

Data shows that nearly every sub-category within Health & Household is growing, most by 20% or more.

#### Market Growth by Sub-Category (All Brands)

**Report Date: February 10, 2022 - February 10, 2023**

*Compared to previous year*

<table>
<thead>
<tr>
<th>Sub-Category</th>
<th>Revenue</th>
<th>% YoY Change</th>
<th>Unit Sales</th>
<th>% YoY Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby &amp; Child Care</td>
<td>$1.1B</td>
<td>↑ 18%</td>
<td>51.9M</td>
<td>↑ 22%</td>
</tr>
<tr>
<td>Household Supplies</td>
<td>$4.1B</td>
<td>↑ 49%</td>
<td>178.9M</td>
<td>↑ 34%</td>
</tr>
<tr>
<td>Health Care</td>
<td>$2B</td>
<td>↑ 52%</td>
<td>90M</td>
<td>↑ 42%</td>
</tr>
<tr>
<td>Medical Supplies &amp; Equipment</td>
<td>$852.6M</td>
<td>↑ 28%</td>
<td>25.9M</td>
<td>↑ 17%</td>
</tr>
<tr>
<td>Oral Care</td>
<td>$1.2B</td>
<td>↑ 49%</td>
<td>32.3M</td>
<td>↑ 50%</td>
</tr>
<tr>
<td>Sports Nutrition</td>
<td>$2.5B</td>
<td>↑ 42%</td>
<td>70.1M</td>
<td>↑ 32%</td>
</tr>
<tr>
<td>Vision Care</td>
<td>$389.8M</td>
<td>↓ 2%</td>
<td>24.5M</td>
<td>↓ 2%</td>
</tr>
<tr>
<td>Vitamins &amp; Supplements</td>
<td>$4.6B</td>
<td>↑ 33%</td>
<td>161.7M</td>
<td>↑ 27%</td>
</tr>
<tr>
<td>Wellness &amp; Relaxation</td>
<td>$1.4B</td>
<td>↑ 17%</td>
<td>38.5M</td>
<td>↑ 12%</td>
</tr>
</tbody>
</table>

*Revenue and unit sales numbers are estimates based on 1.8 billion Amazon data points regularly measured by Jungle Scout*
Market Share for Sub-Category Leaders

- **Baby & Child Care**: 23% Pampers, 16% Huggies
  - All other brands: 54%
  - 5% Honest
  - 2% Luvs

- **Medical Supplies & Equipment**: 3% Renpho, 3% Neenca, 2% Etekcity, 2% Vive
  - All other brands: 90%

- **Household Supplies**: 6% Presto!, 4% Tide, 3% Bounty, 3% Charmin
  - All other brands: 84%

- **Oral Care**: 21% Philips Sonicare
  - All other brands: 46%
  - 15% Oral-B
  - 13% Waterpik, 5% Crest

- **Health Care**: 6% Depend, 5% Amazon Basic Care, 2% Goodnites, 2% Tylenol
  - All other brands: 84%

- **Vision Care**: 11% Refresh, 5% Zeiss, 5% Lumify, 5% Systane
  - All other brands: 74%

- **Vitamins & Supplements**: 6% Prevagen, 6% Xprs Nutra, 3% Nature’s Way, 3% Maryruth Organics
  - All other brands: 82%

- **Sports Nutrition**: 9% Optimum Nutrition
  - 9% Liquid I.V.
  - 3% Dymatize, 3% Nutricost

- **Wellness & Relaxation**: 5% Theragun
  - 5% Cloud Massage
  - 4% Renpho
  - 3% Snailax

- **Household Supplies**: 6% Depend, 5% Amazon Basic Care, 2% Goodnites, 2% Tylenol
  - All other brands: 84%

- **Medical Supplies & Equipment**: 3% Renpho, 3% Neenca, 2% Etekcity, 2% Vive
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- **Sports Nutrition**: 9% Optimum Nutrition
  - 9% Liquid I.V.
  - 3% Dymatize, 3% Nutricost

- **Wellness & Relaxation**: 5% Theragun
  - 5% Cloud Massage
  - 4% Renpho
  - 3% Snailax
Sub-Category Spotlight: Baby & Child Care

Keyword Trends:

Total search volume for keywords containing "organic" and "baby" within Health & Household category

Report date range: January 20, 2022 - January 20, 2023 | Compared to previous year

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Search Volume: 2021 - 2022</th>
<th>Search Volume: 2022 - 2023</th>
<th>% Change YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Organic baby formula</td>
<td>37,453</td>
<td>103,230</td>
<td>↑ 175.6%</td>
</tr>
<tr>
<td>Organic baby food</td>
<td>61,267</td>
<td>88,852</td>
<td>↑ 45.0%</td>
</tr>
<tr>
<td>Organic baby clothes</td>
<td>81,513</td>
<td>59,354</td>
<td>↓ 27.2%</td>
</tr>
<tr>
<td>Kendamil organic baby formula</td>
<td>3,699</td>
<td>39,108</td>
<td>↑ 957.3%</td>
</tr>
<tr>
<td>Organic baby powder</td>
<td>12,177</td>
<td>22,938</td>
<td>↑ 88.4%</td>
</tr>
<tr>
<td>Organic baby wipes</td>
<td>23,964</td>
<td>21,435</td>
<td>↑ 10.6%</td>
</tr>
<tr>
<td>Organic baby lotion</td>
<td>17,292</td>
<td>21,139</td>
<td>↑ 22.3%</td>
</tr>
<tr>
<td>Organic baby</td>
<td>26,454</td>
<td>18,653</td>
<td>↓ 29.5%</td>
</tr>
<tr>
<td>Organic baby snacks</td>
<td>8,505</td>
<td>17,055</td>
<td>↑ 100.5%</td>
</tr>
<tr>
<td>Organic baby toys</td>
<td>22,180</td>
<td>17,050</td>
<td>↓ 23.1%</td>
</tr>
</tbody>
</table>

Product Trend:

Clean & Natural Formulation

$253.7M Revenue 14.2M Units Sold 778 Competing Brands

Report date range: February 10, 2022 - February 11, 2023 | Compared to previous year

Size of the prize

INSIGHTS

- The natural baby products market is growing, with a 36% YoY revenue increase.
- Unit sales of natural baby products across all brands increased 33%.
- The number of brands and ASINs in this market remained steady, with a 3% decrease and less than 1% increase, respectively.
- The average review count for natural baby products grew by 20%.
- 21 of Amazon’s Top 100 Best Sellers in Baby Care are products that are advertised as natural, plant-based, clean, or hypoallergenic.*

*Data from Amazon Best Sellers, as viewed on February 10, 2023.
Market growth

INSIGHTS

- The top 4 brands in the category make up 33% of the market share while the other 774 make up the remaining 67%.
- Revenue for both 1P and 3P sellers has increased (by 25% and 63%, respectively).
- The top 4 brands in the category own 155 of the available ASINs, while all other brands combined own 2,430, indicating that 6% of the ASINs in this category are responsible for nearly 25% of the revenue.

Emerging brand: Hello’s market share, revenue, and unit sales are all up 100+% YoY.

Market Share Leaders in Natural Baby Products

- Honest: 14%
- Hello: 8%
- Huggies: 7%
- Smarty Pants: 4%

Honest:
- ↑ 6% revenue increase
- ↓ 7% unit sales decrease

Hello:
- ↑ 171% revenue increase
- ↑ 112% unit sale increase

Huggies:
- ↑ 6% revenue increase
- ↑ 2% unit sale increase

Smarty Pants:
- ↓ 30% revenue decrease
- ↓ 18% unit sale decrease
Viral Superstars

Here are some of the baby care products that are capturing parents' hearts on TikTok.

1. Cerave Baby Moisturizing Lotion

CeraVe's social media popularity spans multiple categories: they have also reaped the benefits of viral fame in the Beauty & Personal Care category on Amazon, and #CeraVe has over 4B views on TikTok.*

Views on TikTok
124M+*

Amazon Revenue
↑ 80% YoY

Units Sold on Amazon
↑ 60% YoY

2. WaterWipes Baby Wipes

Eco-friendly

Clean formulation

Leader of the pack: WaterWipes are the #3 best seller in Diaper Wipes & Refills and the #4 best seller in Baby Products on Amazon.**

Views on TikTok
47M++

Amazon Revenue
↑ 76% YoY

Units Sold on Amazon
↑ 516% YoY

3. Mustela Baby Gentle Cleansing Gel

Clean formulation

Views on TikTok
17.9M+*

Amazon Revenue
7 6 % YoY

Units Sold on Amazon
5 3 % YoY

*Data from TikTok search results page, as viewed on February 10, 2023
**Data from Amazon Best Sellers, as viewed on February 10, 2023.
Sub-Category Spotlight: Household Supplies

Keyword Trends: Eco-Friendly

Total search volume for keywords containing "eco-friendly" within Health & Household category

Report date range: January 20, 2022 - January 20, 2023 | Compared to previous year

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Search Volume: 2021 - 2022</th>
<th>Search Volume: 2022 - 2023</th>
<th>% Change YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eco friendly laundry detergent</td>
<td>37,744</td>
<td>47,426</td>
<td>↑ 25.7%</td>
</tr>
<tr>
<td>Eco friendly sponges</td>
<td>22,658</td>
<td>10,709</td>
<td>↓ 52.7%</td>
</tr>
<tr>
<td>Eco friendly cups</td>
<td>16,771</td>
<td>11,525</td>
<td>↓ 31.3%</td>
</tr>
<tr>
<td>Eco friendly toilet paper</td>
<td>16,725</td>
<td>13,797</td>
<td>↓ 17.5%</td>
</tr>
<tr>
<td>Eco friendly toothbrushes</td>
<td>13,980</td>
<td>11,677</td>
<td>↓ 16.5%</td>
</tr>
<tr>
<td>Eco friendly dish soap</td>
<td>9,551</td>
<td>10,622</td>
<td>↑ 11.2%</td>
</tr>
<tr>
<td>Eco friendly napkins</td>
<td>9,079</td>
<td>9,248</td>
<td>↑ 1.9%</td>
</tr>
<tr>
<td>Eco friendly disposable plates</td>
<td>6,584</td>
<td>7,966</td>
<td>↑ 21.0%</td>
</tr>
<tr>
<td>Eco friendly cleaning products</td>
<td>6,697</td>
<td>8,883</td>
<td>↑ 32.6%</td>
</tr>
<tr>
<td>Eco friendly dryer sheets</td>
<td>2,557</td>
<td>5,127</td>
<td>↑ 100.5%</td>
</tr>
</tbody>
</table>

Product Trend: Eco-Friendly Alternatives

$1.2B Revenue 55.4M Units Sold 2,049 Competing Brands

Report date range: February 10, 2022 - February 10, 2023 | Compared to previous year

Size of the prize

*INSIGHTS*

- The eco-friendly household supplies market is growing, with a 48% YoY revenue increase.
- Unit sales of eco-friendly household supplies across all brands increased 39%.
- The number of ASINs in this market increased by 31%.
- The number of brands competing in this market increased by 20%.
- 13 of the top 100 Best Sellers in Household Cleaning Supplies on Amazon have Climate Pledge Friendly badges; of those that don’t, at least 46% have eco-friendly alternatives advertised on their listings.*

*Data from Amazon Best Sellers and product pages, as viewed on February 10, 2023.
Mark et gr o w th

Market Share Leaders in Eco-Friendly Household Supplies

<table>
<thead>
<tr>
<th>Brand</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bissell</td>
<td>4%</td>
</tr>
<tr>
<td>Scott</td>
<td>2%</td>
</tr>
<tr>
<td>Raw</td>
<td>2%</td>
</tr>
<tr>
<td>Mrs. Meyer’s Clean Day</td>
<td>2%</td>
</tr>
<tr>
<td>All Others</td>
<td></td>
</tr>
</tbody>
</table>

**INSIGHTS**

- The top 4 brands in the category make up 10% of the market share while the other 2,045 make up the remaining 90%.
- Revenue for both 1P and 3P sellers has increased (by 39% and 113%, respectively).
- The top 4 brands in the category own 106 of the available ASINs, while all other brands combined own 8,427, indicating that 1% of the ASINs in this category are responsible for nearly 10% of the revenue.
- **Room to grow**: Market share leaders in eco-friendly household supplies own less overall share than leaders in other Health & Household sub-categories, suggesting there may be more opportunity to capture and build share in this growing niche.

\[<Revenue Increase>\]

\[<Unit Sales Increase>\]
Viral Superstars

These household supplies have been sweeping through TikTok feeds.

1. **The Pink Stuff**
   - Clean formulation
   - From TikTok to Amazon: One of the fastest growing keywords this product ranked for on Amazon in the last 90 days is “TikTok must has 2022”.

   - **Views on TikTok**: 789M*
   - **Amazon Revenue**: 41% YoY
   - **Units Sold on Amazon**: 60% YoY

2. **Scrub Daddy**
   - Following in its predecessor's path, Scrub Daddy's newest product release has also been gathering viral steam: #ScrubMommy has over 226M views on TikTok.*

   - **Views on TikTok**: 732M*
   - **Amazon Revenue**: 955% YoY
   - **Units Sold on Amazon**: 822% YoY

3. **O-Cedar Spin Mop**
   - Eco-friendly
   - **Views on TikTok**: 122M*
   - **Amazon Revenue**: 111% YoY
   - **Units Sold on Amazon**: 86% YoY

4. **Force of Nature Multi-Purpose Cleaner**
   - Eco-friendly
   - **Views on TikTok**: 11M*
   - **Amazon Revenue**: 86% YoY
   - **Units Sold on Amazon**: 42% YoY

*Data from TikTok search results page, as viewed on February 10, 2023.
**Data from Jungle Scout Cobalt, as viewed on February 10, 2023.
**Sub-Category Spotlight: Healthcare**

**Keyword Trends:**

Total search volume for keywords containing “gut health” within Health & Household category

Report date range: January 20, 2022 - January 20, 2023 | Compared to previous year

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Search Volume: 2021 - 2022</th>
<th>Search Volume: 2022 - 2023</th>
<th>% Change YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gut health</td>
<td>16,171</td>
<td>295,941</td>
<td>↑ 83.0%</td>
</tr>
<tr>
<td>Gut health supplements for women</td>
<td>29,784</td>
<td>218,085</td>
<td>↑ 632.2%</td>
</tr>
<tr>
<td>Zupoo colon cleanse &amp; gut support</td>
<td>83,660</td>
<td>57,225</td>
<td>↓ 31.6%</td>
</tr>
<tr>
<td>Gut health book</td>
<td>19,337</td>
<td>30,786</td>
<td>↑ 59.2%</td>
</tr>
<tr>
<td>Womens probiotics for gut health</td>
<td>8,777</td>
<td>28,071</td>
<td>↑ 219.8%</td>
</tr>
<tr>
<td>Best probiotics for gut health women</td>
<td>11,084</td>
<td>27,935</td>
<td>↑ 152.0%</td>
</tr>
<tr>
<td>Gut health supplements</td>
<td>10,388</td>
<td>26,390</td>
<td>↑ 154.0%</td>
</tr>
<tr>
<td>Leaky gut repair</td>
<td>40,313</td>
<td>26,328</td>
<td>↓ 34.7%</td>
</tr>
<tr>
<td>L glutamine powder organic gut health</td>
<td>2,272</td>
<td>25,848</td>
<td>↑ 1037.7%</td>
</tr>
<tr>
<td>Ion gut health</td>
<td>28,759</td>
<td>18,376</td>
<td>↓ 36.1%</td>
</tr>
</tbody>
</table>

**Product Trend:**

Report date range: February 10, 2022 - February 10, 2023 | Compared to previous year

- **$1.1B Revenue**
- **37.4M Units Sold**
- **1,645 Competing Brands**

**Size of the prize**

**INSIGHTS**

- The digestive and gut health market is growing, with a **47% YoY revenue increase**.
- Unit sales of digestive aids and gut health products across all brands increased **30%**.
- The number of ASINs in this market increased by **19%**.
- The number of brands competing in this market increased by **13%**.
- **#GutHealth has over 3.5B views on TikTok.**

*Data from TikTok search results page, as viewed on February 10, 2023.*
Market growth

- The top 4 brands in the category make up 21% of the market share while the other 1,641 make up the remaining 79%.
- Revenue for both 1P and 3P sellers has increased (by 37% and 97%, respectively).
- The top 4 brands in the category own 71 of the available ASINs, while all other brands combined own 5,352, indicating that 1% of the ASINs in this category are responsible for nearly 25% of the revenue.

Emerging brand: Better Body Company grew market share in this niche over 600% YoY.

Emerging brand: Bloom Nutrition grew market share in this niche over 600% YoY.

Market Share Leaders for Gut Health Products

- **Garden of Life**: 6%
- **Physician’s Choice**: 6%
- **Better Body Co.**: 5%
- **Bloom Nutrition**: 4%

<table>
<thead>
<tr>
<th>Brand</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garden of Life</td>
<td>6%</td>
</tr>
<tr>
<td>Physician’s Choice</td>
<td>6%</td>
</tr>
<tr>
<td>Better Body Co.</td>
<td>5%</td>
</tr>
<tr>
<td>Bloom Nutrition</td>
<td>4%</td>
</tr>
<tr>
<td>All Others</td>
<td>79%</td>
</tr>
</tbody>
</table>

- ▲ 18% revenue increase
- ▲ 14% unit sales increase

- ▲ 126% revenue increase
- ▲ 75% unit sales increase

- ▲ 1,049% revenue increase
- ▲ 1,010% unit sales increase

- ▲ 1,017% revenue increase
- ▲ 980% unit sales increase
Viral Superstars

The digestive health trend on TikTok has helped these products reach viral fame.

1. ColonBroom
   - Clean formulation
   - Views on TikTok: 957M*+
   - Amazon Revenue: ↑ 2,524% YoY
   - Units Sold on Amazon: ↑ 1,586% YoY

2. Hilma Digestive Aid Supplements
   - Clean formulation
   - Views on TikTok: 2B+*
   - Amazon Revenue: ↑ 197% YoY
   - Units Sold on Amazon: ↑ 304% YoY

Hilma has gained social media attention thanks in part to their influencer strategy: #HilmaAmbassador, a branded hashtag the company's influencer partners use to identify themselves and share promo codes, has over 830k views on TikTok.

*Data from TikTok search results page, as viewed on February 10, 2023.
Sub-Category Spotlight: Medical Supplies & Equipment

Keyword Trends:

Total search volume for keywords containing “test” within Health & Household category

Report date range: January 20, 2022 - January 20, 2023 | Compared to previous year

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Search Volume: 2021 - 2022</th>
<th>Search Volume: 2022 - 2023</th>
<th>% Change YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Covid 19 test kit at home</td>
<td>5,340,872</td>
<td>2,248,572</td>
<td>↓ 57.9%</td>
</tr>
<tr>
<td>Pregnancy tests</td>
<td>1,255,299</td>
<td>1,909,188</td>
<td>↑ 52.1%</td>
</tr>
<tr>
<td>Ovulation test strips</td>
<td>771,401</td>
<td>788,661</td>
<td>↑ 2.2%</td>
</tr>
<tr>
<td>Covid tests for home rapid fda approved</td>
<td>131,844</td>
<td>405,269</td>
<td>↑ 207.4%</td>
</tr>
<tr>
<td>Ancestry dna test kit</td>
<td>304,427</td>
<td>354,699</td>
<td>↑ 16.5%</td>
</tr>
<tr>
<td>23 and me dna test</td>
<td>299,510</td>
<td>290,752</td>
<td>↓ 2.9%</td>
</tr>
<tr>
<td>Blood sugar test kit</td>
<td>207,741</td>
<td>252,507</td>
<td>↑ 21.6%</td>
</tr>
<tr>
<td>Contour next blood glucose test strips</td>
<td>103,554</td>
<td>173,423</td>
<td>↑ 67.5%</td>
</tr>
<tr>
<td>A1c home test kit</td>
<td>67,445</td>
<td>111,748</td>
<td>↑ 65.7%</td>
</tr>
</tbody>
</table>

Product Trend:

Report date range: February 10, 2022 - February 10, 2023 | Compared to previous year

118B Revenue 1.2M Units Sold 102 Competing Brands

INSIGHTS

- The home health tests market is growing, with a 37% YoY revenue increase.
- Unit sales of home health tests across all brands increased 24%.
- The number of ASINs in this market increased by 15%.
- The number of brands competing in this market increased by 5%.
- #HealthTest has nearly 15M views on TikTok, but some specific brands are gaining even more traction: For example, #Everlywell (which offers home health tests ranging from food sensitivity to fertility) has nearly 60M views.
Market growth

- The top 4 brands in the category make up 86% of the market share while the other 98 make up the remaining 14%.
- Revenue for both 1P and 3P sellers has increased (by 1,000%, and 52%, respectively).
- The top 4 brands in the category own 27 of the available ASINs, while all other brands combined own 226, indicating that 11% of the ASINs in this category are responsible for over 80% of the revenue.

Emerging brand: SneakPeek grew market share in this niche by over 80% YoY.

Market Share for Sub-Category Leaders

- 23andMe: 50%  
  - 43% revenue increase  
  - 22% unit sales increase
- AncestryDNA: 24%  
  - 22% revenue increase  
  - 14% unit sales increase
- Everlywell: 9%  
  - 67% revenue increase  
  - 60% unit sales increase
- SneakPeek: 3%  
  - 149% revenue increase  
  - 101% unit sales increase

All other brands competing in this sub-category.
**Viral Superstars**

People love talking health on TikTok; these are some of the home medical products they’ve been sharing the most.

1. **Renpho Smart Scale**
   - Views on TikTok: 55M+
   - Amazon Revenue: ↑ 157% YoY
   - Units Sold on Amazon: ↑ 186% YoY

2. **Everlywell Home Health Tests**
   - Views on TikTok: 55M+
   - Amazon Revenue: ↑ 82% YoY
   - Units Sold on Amazon: ↑ 52% YoY

3. **iHealth No-Touch Thermometer**
   - TikTok made me want it: Since gaining viral attention, iHealth’s thermometer has become the #1 most-wished-for item in Amazon’s Home Use Medical Supplies category.
   - Views on TikTok: 147M+
   - Amazon Revenue: ↑ 301% YoY
   - Units Sold on Amazon: ↑ 73% YoY

*Data from TikTok search results page, as viewed on February 10, 2023.
**Data from Amazon Most Wished For, as viewed on February 10, 2023.
## Sub-Category Spotlight: Oral Care

### Keyword Trends:

Total search volume for keywords containing "whitening" within Health & Household category

Report date range: January 20, 2022 - January 20, 2023 | Compared to previous year

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Search Volume: 2021 - 2022</th>
<th>Search Volume: 2022 - 2023</th>
<th>% Change YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Teeth whitening kit</td>
<td>1,012,805</td>
<td>1,270,740</td>
<td>↑ 25.5%</td>
</tr>
<tr>
<td>Crest whitening strips</td>
<td>427,399</td>
<td>958,455</td>
<td>↑ 124.3%</td>
</tr>
<tr>
<td>Whitening strips</td>
<td>664,714</td>
<td>822,759</td>
<td>↑ 23.8%</td>
</tr>
<tr>
<td>Teeth whitening strip</td>
<td>233,513</td>
<td>546,034</td>
<td>↑ 133.8%</td>
</tr>
<tr>
<td>Teeth whitening pen</td>
<td>553,088</td>
<td>437,898</td>
<td>↓ 20.8%</td>
</tr>
<tr>
<td>Lumineux whitening strips</td>
<td>141,214</td>
<td>398,956</td>
<td>↑ 182.5%</td>
</tr>
<tr>
<td>Whitening toothpaste</td>
<td>352,323</td>
<td>376,895</td>
<td>↑ 7.0%</td>
</tr>
<tr>
<td>Opalescence teeth whitening</td>
<td>275,038</td>
<td>265,400</td>
<td>↓ 3.5%</td>
</tr>
<tr>
<td>Teeth whitening</td>
<td>3,148,269</td>
<td>263,2316</td>
<td>↓ 16.4%</td>
</tr>
<tr>
<td>Teeth whitening gel</td>
<td>201,358</td>
<td>215,793</td>
<td>↑ 7.2%</td>
</tr>
</tbody>
</table>

### Product Trend:

**Teeth Whitening**

- **$289.1M Revenue**
- **9M Units Sold**
- **1,034 Competing Brands**

Report date range: February 10, 2022 - February 10, 2023 | Compared to previous year

**Size of the prize**

![Graph showing search volume trends for keywords related to teeth whitening]

### INSIGHTS

- The teeth whitening products market is growing, with a **51% YoY revenue increase**.
- Unit sales of teeth whitening products across all brands increased **43%**.
- The number of ASINs and brands in this market remained steady, increasing by just **3%** and less than **1%**, respectively.
- Average review count for teeth whitening products increased **29% YoY**.
- **22 of the Amazon 100 Best Sellers in Oral Care are teeth whitening products.**

*Data from Amazon Best Sellers, as viewed on February 10, 2023.*
**Market growth**

The top 4 brands in the category make up 53% of the market share while the other 1,030 make up the remaining 47%.

Revenue for both 1P and 3P sellers has increased (by 95% and 34%, respectively).

The top 4 brands in the category own 167 of the available ASINs, while all other brands combined own 2,469, indicating that 6% of the ASINs in this category are responsible for nearly 50% of the revenue.

---

**INSIGHTS**

- **Crest**
  - 22%
  - 6% revenue increase
  - 6% unit sales increase

- **Lumineux Oral Essentials**
  - 12%
  - 197% revenue increase
  - 106% unit sales increase

- **Opalescence**
  - 7%
  - 102% unit sales increase

- **Colgate**
  - 6%
  - 118% revenue increase
  - 114% unit sales increase

**Emerging brand:** Oral Essentials increased market share in this niche nearly 100% YoY.
Viral Superstars

These oral care products have become shining stars on TikTok.

1. **MySmile Teeth Whitening Kit**

   One of the fastest-growing keywords this product has ranked for on Amazon in the last 90 days is “TikTok must haves 2022.”**

2. **Smartmouth Mouthwash**

   *Data from TikTok search results page, as viewed on February 10, 2023.
   **Data from Jungle Scout Cabalt, as viewed on February 10, 2023.
Sub-Category Spotlight: Sports Nutrition

Keyword Trends: Protein

Total search volume for keywords containing "protein" within Health & Household category

Report date range: January 20, 2022 - January 20, 2023 | Compared to previous year

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Search Volume: 2021 - 2022</th>
<th>Search Volume: 2022 - 2023</th>
<th>% Change YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Protein powder</td>
<td>6,640,870</td>
<td>9,999,559</td>
<td>↑ 50.6%</td>
</tr>
<tr>
<td>Protein bars</td>
<td>1,944,484</td>
<td>2,197,704</td>
<td>↑ 13.0%</td>
</tr>
<tr>
<td>Whey protein</td>
<td>2,166,153</td>
<td>2,011,254</td>
<td>↓ 7.2%</td>
</tr>
<tr>
<td>Premier protein shake</td>
<td>1,669,234</td>
<td>1,943,876</td>
<td>↑ 16.5%</td>
</tr>
<tr>
<td>Protein shake</td>
<td>792,164</td>
<td>1,620,060</td>
<td>↑ 104.5%</td>
</tr>
<tr>
<td>Fairlife protein shakes</td>
<td>280,076</td>
<td>1,461,064</td>
<td>↑ 421.7%</td>
</tr>
<tr>
<td>Whey protein powder</td>
<td>686,366</td>
<td>1,116,174</td>
<td>↑ 62.6%</td>
</tr>
<tr>
<td>Protein</td>
<td>880,072</td>
<td>1,080,061</td>
<td>↑ 22.7%</td>
</tr>
<tr>
<td>Vital proteins collagen</td>
<td>574,620</td>
<td>868,914</td>
<td>↑ 51.2%</td>
</tr>
<tr>
<td>Protein shaker bottle</td>
<td>569,551</td>
<td>838,879</td>
<td>↑ 47.3%</td>
</tr>
</tbody>
</table>

Report date range: February 10, 2022 - February 10, 2023 | Compared to previous year

Size of the prize

- The protein products market is growing, with a **32% YoY revenue increase**.
- Unit sales of protein snack, powders, and shakes across all brands increased **21%**.
- The number of ASINs in this market increased by **13%**.
- The number of brands competing in this market increased by **5%**.
- **75 of the 100 Amazon Best Sellers in Sports Nutrition are protein snacks, powders, or shakes.**

*Data from Amazon Best Sellers, as viewed on February 10, 2023.*
Market growth

The top 4 brands in the category make up 23% of the market share while the other 1,308 make up the remaining 77%.

Revenue for both 1P and 3P sellers has increased (by 33% and 77%, respectively).

The top 4 brands in the category own 253 of the available ASINs, while all other brands combined own 7,800, indicating that 3% of the ASINs in this category are responsible for over 20% of the revenue.

Market Share Leaders for Protein Products

<table>
<thead>
<tr>
<th>Brand</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optimum Nutrition</td>
<td>9%</td>
</tr>
<tr>
<td>Dymatize</td>
<td>6%</td>
</tr>
<tr>
<td>Quest Nutrition</td>
<td>4%</td>
</tr>
<tr>
<td>Premier Protein</td>
<td>4%</td>
</tr>
</tbody>
</table>

77%
All other brands competing in this sub-category

Optimum Nutrition
↑ 36% revenue increase
↑ 20% unit sales increase

Dymatize
↑ 53% revenue increase
↑ 23% unit sales increase

Quest Nutrition
↑ 40% revenue increase
↑ 29% unit sales increase

Premier Protein
↑ 31% revenue increase
↑ 5% unit sales increase
Viral Superstars

These sports nutrition products have been whipping up some viral attention on TikTok.

1. Bloom Protein Powder
   - Everyday health
   - Clean formulation

   The proffee (protein powder + coffee) trend could be partially responsible for the growing popularity of protein powders from Bloom and other brands. In the last year, #Proffee has racked up nearly 40M views on TikTok.

2. Ghost Protein Powder
   - Everyday health

   Viral Superstars
   These sports nutrition products have been whipping up some viral attention on TikTok.

   1. Bloom Protein Powder
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                        Viral Superstars
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                           - Everyday health
                           - Clean formulation

                           The proffee (protein powder + coffee) trend could be partially responsible for the growing popularity of protein powders from Bloom and other brands: In the last year, #Proffee has racked up nearly 40M views on TikTok.

                        2. Ghost Protein Powder
                           - Everyday health

                           Viral Superstars
                           These sports nutrition products have been whipping up some viral attention on TikTok.

                           1. Bloom Protein Powder
                              - Everyday health
                              - Clean formulation

                              The proffee (protein powder + coffee) trend could be partially responsible for the growing popularity of protein powders from Bloom and other brands: In the last year, #Proffee has racked up nearly 40M views on TikTok.

                           2. Ghost Protein Powder
                              - Everyday health

                              Viral Superstars
                              These sports nutrition products have been whipping up some viral attention on TikTok.

                              1. Bloom Protein Powder
                                 - Everyday health
                                 - Clean formulation

                                 The proffee (protein powder + coffee) trend could be partially responsible for the growing popularity of protein powders from Bloom and other brands: In the last year, #Proffee has racked up nearly 40M views on TikTok.

                             2. Ghost Protein Powder
                                - Everyday health

                                Viral Superstars
                                These sports nutrition products have been whipping up some viral attention on TikTok.

                                1. Bloom Protein Powder
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                                   These sports nutrition products have been whipping up some viral attention on TikTok.

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                                      - Everyday health
                                      - Clean formulation

                                      The proffee (protein powder + coffee) trend could be partially responsible for the growing popularity of protein powders from Bloom and other brands: In the last year, #Proffee has racked up nearly 40M views on TikTo
Sub-Category Spotlight: Vision Care

Keyword Trends:

Total search volume for keywords containing "blue light" within Health & Household category

Report date range: January 20, 2022 - January 20, 2023 | Compared to previous year

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Search Volume: 2021 - 2022</th>
<th>Search Volume: 2022 - 2023</th>
<th>% Change YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue light glasses for women</td>
<td>1,434,607</td>
<td>2,656,830</td>
<td>↑ 85.2%</td>
</tr>
<tr>
<td>Blue light glasses men</td>
<td>668,917</td>
<td>1,068,942</td>
<td>↑ 59.8%</td>
</tr>
<tr>
<td>Blue light glasses for kids</td>
<td>246,661</td>
<td>141,187</td>
<td>↓ 42.8%</td>
</tr>
<tr>
<td>Blue light reading glasses for women</td>
<td>28,788</td>
<td>54,714</td>
<td>↑ 90.1%</td>
</tr>
<tr>
<td>Kids blue light glasses girls</td>
<td>19,268</td>
<td>26,698</td>
<td>↑ 38.6%</td>
</tr>
<tr>
<td>Blue light glasses for women oversized</td>
<td>8,864</td>
<td>26,217</td>
<td>↑ 195.8%</td>
</tr>
<tr>
<td>Gunnar blue light blocking glasses</td>
<td>15,560</td>
<td>20,255</td>
<td>↑ 30.2%</td>
</tr>
<tr>
<td>Kids blue light glasses boys</td>
<td>12,254</td>
<td>18,536</td>
<td>↑ 51.3%</td>
</tr>
<tr>
<td>Computer screen blue light blocker</td>
<td>22,030</td>
<td>17,316</td>
<td>↓ 21.4%</td>
</tr>
<tr>
<td>Blue light blocking reading glasses oeneye</td>
<td>454</td>
<td>17,168</td>
<td>↑ 3,681.5%</td>
</tr>
</tbody>
</table>

Product Trend:

Blue Light Blocking Glasses

$90M Revenue | 5.4M Units Sold | 358 Competing Brands

Report date range: February 10, 2022 - February 10, 2023 | Compared to previous year

Size of the prize

INSIGHTS

- The blue light blocking glasses market is growing, with a 30% YoY revenue increase.
- Unit sales of blue light blocking glasses across all brands increased 37%.
- The number of ASINs in this market increased by 17%.
- The number of brands competing in this market increased by 7%.
- 17 of the top 100 Amazon Best Sellers in Vision Care are blue light blocking glasses.*

*Data from Amazon Best Sellers, as viewed on February 10, 2023.
**INSIGHTS**

- The top 4 brands in the category make up 17% of the market share while the other 354 make up the remaining 83%.
- Revenue for both 1P and 3P sellers has increased (by 19% and 23%, respectively).
- The top 4 brands in the category own 187 of the available ASINs, while all other brands combined own 8,766, indicating that 2% of the ASINs in this category are responsible for nearly 15% of the revenue.

**Emerging brand:** Since entering Amazon’s blue light blockers market in the second half of 2022, Bls Blues has grown market share in this niche by over 2,000%.
Viral Superstars

These products are seeing a clear impact from the attention it’s garnering on TikTok.

1. **Cyxus Blue Light Blocking Glasses**
   - Everyday health
   - Cyxus and other eyewear brands are gaining momentum from the blue light blockers trend on TikTok: #BlueBlockers has nearly 40M views.*

2. **Lutein Eye Health Supplements**
   - Everyday health

*Data from TikTok search results page, as viewed on February 10, 2023.*
Sub-Category Spotlight: Vitamins & Supplements

Keyword Trends: Greens Powder

Total search volume for keywords containing “greens” within Health & Household category

Report date range: January 20, 2022 - January 20, 2023 | Compared to previous year

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Search Volume: 2021 - 2022</th>
<th>Search Volume: 2022 - 2023</th>
<th>% Change YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Super greens powder</td>
<td>118,961</td>
<td>201,185</td>
<td>↑ 69.7%</td>
</tr>
<tr>
<td>Bloom nutrition greens and superfoods</td>
<td>9,203</td>
<td>165,901</td>
<td>↑ 1,702.7%</td>
</tr>
<tr>
<td>Super greens powder organic</td>
<td>38,386</td>
<td>56,059</td>
<td>↑ 46.0%</td>
</tr>
<tr>
<td>Athletic greens powder superfood</td>
<td>35,762</td>
<td>52,095</td>
<td>↑ 45.7%</td>
</tr>
<tr>
<td>Bloom greens and superfood</td>
<td>5,124</td>
<td>48,992</td>
<td>↑ 856.1%</td>
</tr>
<tr>
<td>1up nutrition greens and reds</td>
<td>8,024</td>
<td>27,298</td>
<td>↑ 240.2%</td>
</tr>
<tr>
<td>Daily greens powder</td>
<td>7,775</td>
<td>23,578</td>
<td>↑ 203.3%</td>
</tr>
<tr>
<td>Blooms greens and superfoods</td>
<td>467</td>
<td>21,254</td>
<td>↑ 4,451.2%</td>
</tr>
<tr>
<td>Bloom greens and superfoods</td>
<td>2,637</td>
<td>21,039</td>
<td>↑ 697.8%</td>
</tr>
<tr>
<td>Athletic greens agl supplement</td>
<td>181</td>
<td>17,089</td>
<td>↑ 9,341.4%</td>
</tr>
</tbody>
</table>

Product Trend: Greens Powders

$194.4M Revenue | 4.6M Units Sold | 277 Competing Brands

Report date range: February 10, 2022 - February 10, 2023 | Compared to previous year

Size of the prize

*INSIGHTS*

- The greens powders market is growing, with a 107% YoY revenue increase.
- Unit sales of greens powders across all brands increased 75%.
- The number of ASINs in this market increased by 5%.
- The number of brands competing in this market increased by 4%.
- #GreensPowder has over 105M views on TikTok.*

*Data from TikTok search results page, as viewed on February 10, 2023.
**Market growth**

![Revenue Chart]

**INSIGHTS**

- The top 4 brands in the category make up 40% of the market share while the other 273 make up the remaining 60%.
- Revenue for both 1P and 3P sellers has increased (by 34% and 166%, respectively).
- The top 4 brands in the category own 83 of the available ASINs, while all other brands combined own 563, indicating that 13% of the ASINs in this category are responsible for OVER 65% of the revenue.

**Emerging brand:** In the last 12 months, Bloom Nutrition has grown market share in this niche by more than 600%.

**Market Share Leaders for Greens Powders**

- **Bloom Nutrition** 23%
  - ↑ 1,033% revenue increase
  - ↑ 986% unit sales increase
- **Amazing Grass** 15%
  - ↑ 22% revenue increase
  - ↑ 20% unit sales increase
- **Garden of Life** 14%
  - ↓ 24% revenue decrease
  - ↑ 16% unit sales increase
- **Organifi** 8%
  - ↓ 24% revenue increase
  - ↑ 24% unit sales increase
Viral Superstars

1. Athletic Greens
   - Everyday health
   - Views on TikTok: 7B+*
   - Amazon Revenue: ↑1,012% YoY
   - Units Sold on Amazon: ↑1,004% YoY

2. Bloom Nutrition Super Greens
   - Everyday health
   - Clean formulation
   - Views on TikTok: 20M+*
   - Amazon Revenue: ↑851% YoY
   - Units Sold on Amazon: ↑721% YoY

3. Better Body Company Provitalize
   - Clean formulation
   - By responding to growing openness about the needs of those experiencing menopause, this brand has carved out a new niche on Amazon and become part of viral conversations on TikTok: #MenopauseSupport has over 133M views.
   - Views on TikTok: 166M+*
   - Amazon Revenue: ↑315% YoY
   - Units Sold on Amazon: ↑167% YoY

*Data from TikTok search results page, as viewed on February 10, 2023.
Sub-Category Spotlight: Wellness & Relaxation

Keyword Trends: Light Therapy

Total search volume for all keywords containing “red light” within Health & Household category

Report date range: January 20, 2022 - January 20, 2023 | Compared to previous year

<table>
<thead>
<tr>
<th>Keyword</th>
<th>Search Volume: 2021 - 2022</th>
<th>Search Volume: 2022 - 2023</th>
<th>% Change YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Red light therapy</td>
<td>391,733</td>
<td>584,288</td>
<td>↑ 49.2%</td>
</tr>
<tr>
<td>Red light therapy for body</td>
<td>59,535</td>
<td>256,468</td>
<td>↑ 330.8%</td>
</tr>
<tr>
<td>Red light therapy for face</td>
<td>112,367</td>
<td>255,018</td>
<td>↑ 127.0%</td>
</tr>
<tr>
<td>Light therapy lamp</td>
<td>214,195</td>
<td>173,411</td>
<td>↓ 19.0%</td>
</tr>
<tr>
<td>Infrared light therapy</td>
<td>49,246</td>
<td>161,529</td>
<td>↑ 228.0%</td>
</tr>
<tr>
<td>Led face mask light therapy</td>
<td>130,631</td>
<td>139,259</td>
<td>↑ 6.6%</td>
</tr>
<tr>
<td>Light therapy</td>
<td>94,240</td>
<td>87,979</td>
<td>↓ 6.6%</td>
</tr>
<tr>
<td>Sad light therapy lamp</td>
<td>38,115</td>
<td>62,866</td>
<td>↑ 64.9%</td>
</tr>
<tr>
<td>Red light therapy device</td>
<td>26,974</td>
<td>54,972</td>
<td>↑ 103.8%</td>
</tr>
<tr>
<td>Happy light therapy lamp</td>
<td>46,150</td>
<td>51,021</td>
<td>↑ 10.6%</td>
</tr>
</tbody>
</table>

Product Trend: Light Therapy

Report date range: February 10, 2022 - February 10, 2023 | Compared to previous year

Size of the prize

- The light therapy market is growing, with a 68% YoY revenue increase.
- Unit sales of meditation products across all brands increased 48%.
- The number of ASINs in this market increased 43%.
- The number of brands competing in this market increased 30%.
- #LightTherapy has 34M views on TikTok.*

*Data from TikTok search results, as viewed on February 10, 2023.
**Market growth**

- The top 4 brands in the category make up 26% of the market share while the other 398 make up the remaining 74%.
- Revenue for both 1P and 3P sellers has increased (by 144% and 94%, respectively).
- The top 4 brands in the category own 50 of the available ASINs, while all other brands combined own 1,051, indicating that 5% of the ASINs in this category are responsible for nearly 30% of the revenue.

**INSIGHTS**

- Emerging brand: In less than 6 months, Theragun has captured 6% of the market share in this niche.
- Growing brand: Lifepro grew market share in this niche by over 300% YoY.

**Market Share for Sub-Category Leaders**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Verilux</td>
<td>9%</td>
</tr>
<tr>
<td>Polar Products</td>
<td>7%</td>
</tr>
<tr>
<td>Theragun</td>
<td>6%</td>
</tr>
<tr>
<td>Lifepro</td>
<td>4%</td>
</tr>
</tbody>
</table>

- **Verilux**
  - ↑ 25% revenue increase
  - ↑ 15% unit sales increase

- **Polar Products**
  - ↑ 38% revenue increase
  - ↑ 38% unit sales increase

- **Theragun**
  - ↑ 100% revenue increase
  - ↑ 100% unit sales increase

- **Lifepro**
  - ↑ 592% revenue increase
  - ↑ 843% unit sales increase
Viral Superstars

Millions of people are feeling positive vibes about these wellness and relaxation products on TikTok.

1. Hooga Red Light Therapy Panels

People have been taking to TikTok to share their experiences with red light therapy as a skincare treatment, mood elevator, and more: #RedLightTherapy has over 40M views.*

2. Hatch Restore Alarm Clock

Amazon Category Snapshots: Health & Household

*Data from TikTok search results page, as viewed on February 10, 2023.
Key Insights & Actions

The data shows that the Health & Household category is staying resilient in the face of macroeconomic challenges like inflation and recession. Many positive trends indicate ample opportunities for success in this market in the months ahead.

★ INSIGHT

Social media is a powerful force in ecommerce, with a growing number of consumers using channels like TikTok to research and even directly purchase products.

⇒ ACTION

Like 41% of Amazon brands, you should now be dedicating time and budget to building a strong social media advertising strategy. Amazon has been leaning into the social shopping trend for several years now, so you should also take advantage of in-platform features that replicate the social media experience for shoppers. These include Amazon Inspire, Amazon Posts, Amazon Livestreams, and the Amazon Influencer Program.

★ INSIGHT

Keywords around natural, eco-friendly, and clean products are driving discovery – and product sales – in Health and Household. Since 45% of consumers are switching brands as part of their inflation and recession spending strategy, this trend could be one that can help you stand out from competitors.

⇒ ACTION

Ensure you have Climate Pledge Friendly badges on all qualifying products, and consider promoting those products with ads that target non-eco-friendly alternatives to help you pull ahead of competitors. Inject keywords related to environmental friendliness, sustainability, natural ingredients, and clean and plant-based formulas into your product titles, descriptions, back end copy, and advertising campaigns.

★ INSIGHT

Even with 83% of consumers changing their spending in response to economic factors, nearly every sub-category within Health & Household is growing right now. This suggests that this category may be more recession and inflation-proof than others.

⇒ ACTION

If you sell products across multiple categories on Amazon, compare performance across each of those categories. It may be worth funneling more resources to products in resilient categories like Health and Household to help compensate for sales that dip in other categories.
Methodology

The data included in this category report was gathered using Jungle Scout Cobalt, an industry-leading market intelligence and product insights platform powered by nearly 2 billion Amazon data points; and Jungle Scout Data Cloud, which provides a 360-degree view of the Amazon marketplace through bulk data on sales estimates, keyword search volume, product trends, and more.

Important note: This data represents the U.S. marketplace for specified date ranges and filter parameters (i.e., minimum/maximum revenue, excluded unavailable products, and more). Some percentages have been rounded to the nearest whole number.

Visit our Free Resource Library for more guides and other resources to help brands and retailers optimize their ecommerce strategies.
About Jungle Scout's Solutions for Brands & Retailers

**COBALT**

Jungle Scout Cobalt is an industry-leading product insights and market intelligence platform that helps brands and retailers dominate their markets. With robust data on market share, category trends, competitor insights, product performance, and more, Cobalt enables you to uncover ecommerce insights and opportunities that were previously unseen.

**API**

The Jungle Scout API gives brands and retailers direct access to critical Amazon insights at regular intervals and the ability to integrate Cobalt data into their internal systems and tools to build custom reporting dashboards.

**DATA CLOUD**

Jungle Scout Data Cloud empowers brands and retailers with an unrestricted, 360-degree view of the Amazon marketplace by providing bulk data on category-level sales estimates, historical search volume, hourly brand share of voice data, and more. Data Cloud offers endless flexibility that allows businesses to fuel growth by integrating Jungle Scout's industry-leading data into their own internal systems and processes.

Downstream by Jungle Scout helps brands and retailers dive deep into advertising data to drive results at an enterprise scale. In addition to insights like share of voice on top-ranking brands for specific keywords, Downstream empowers brands with automation, customizable reporting dashboards, and more. With Downstream, brands and retailers unlock the power to reach their full potential on Amazon and Walmart.

Learn more about how Cobalt and Jungle Scout’s other enterprise solutions can help you win the Amazon channel.

Book a demo