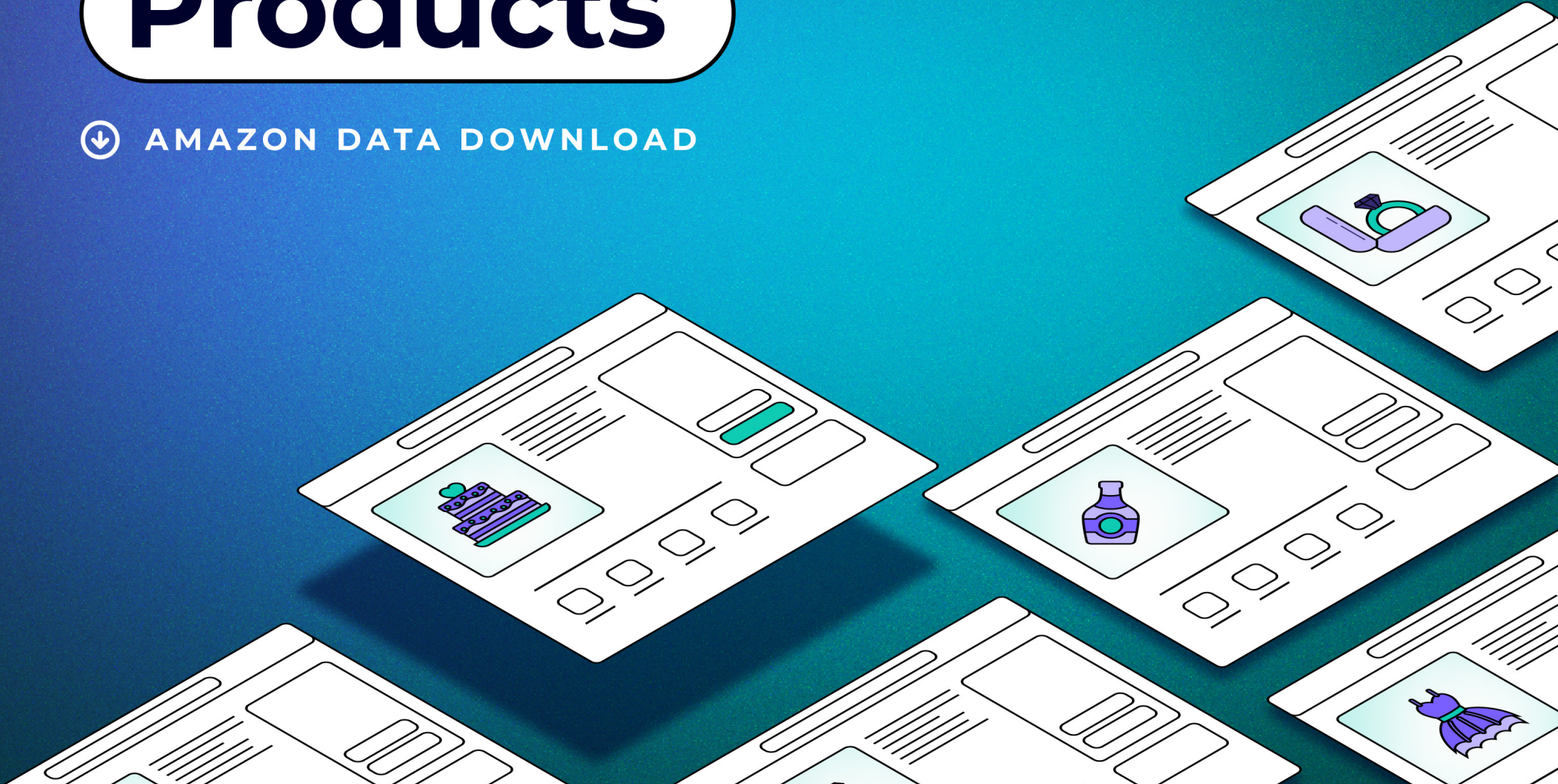


Jungle Scout COBALT

# Wedding Products

AMAZON DATA DOWNLOAD





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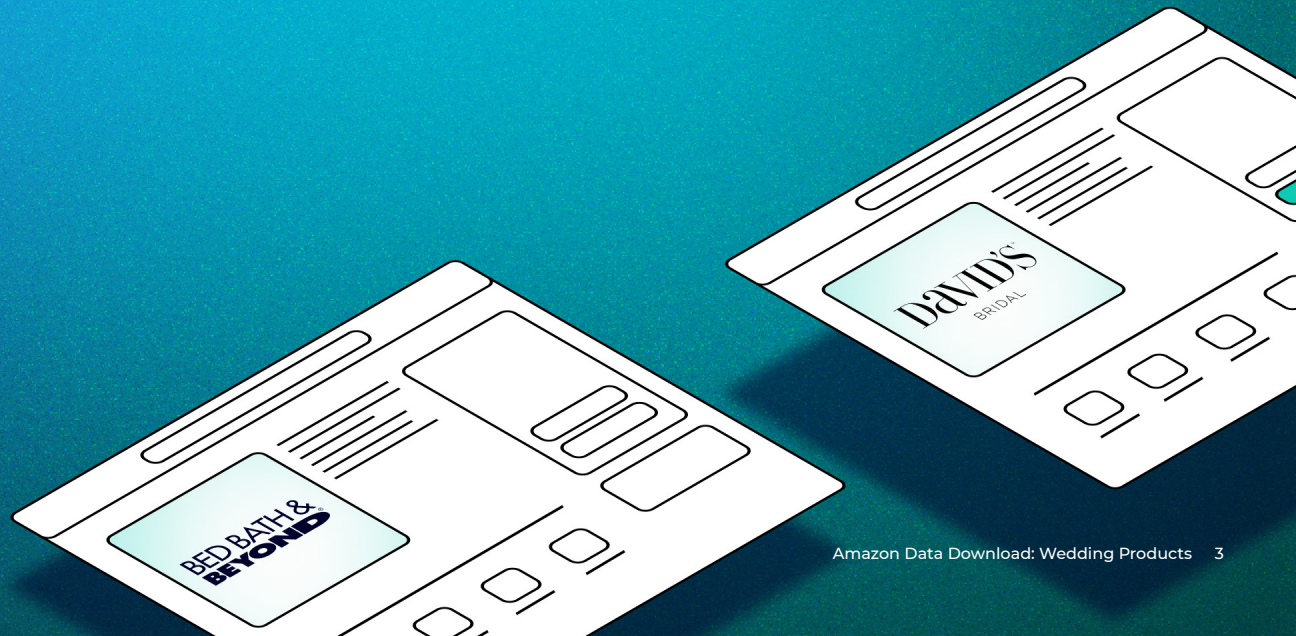
- Methodology
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## CHAPTER 1

# The Shifting Landscape of the Wedding Industry

This chapter explores the seasonal peaks and social media trends for wedding products, offers details around the David's Bridal and Bed Bath & Beyond bankruptcies, provides expert insights from industry leaders, and more.

- Seasonal Peaks for Wedding Products
- Store Closures Reshaping the Industry
- Social Media Trends



# Seasonal Peaks for Wedding Products

Many consumer products have a natural sales peak during certain times of the year, when factors like weather, season, holidays, and more cause a spike in demand. Research shows that **wedding season** is considered the summer through early fall. So wedding product purchases peak around summer.

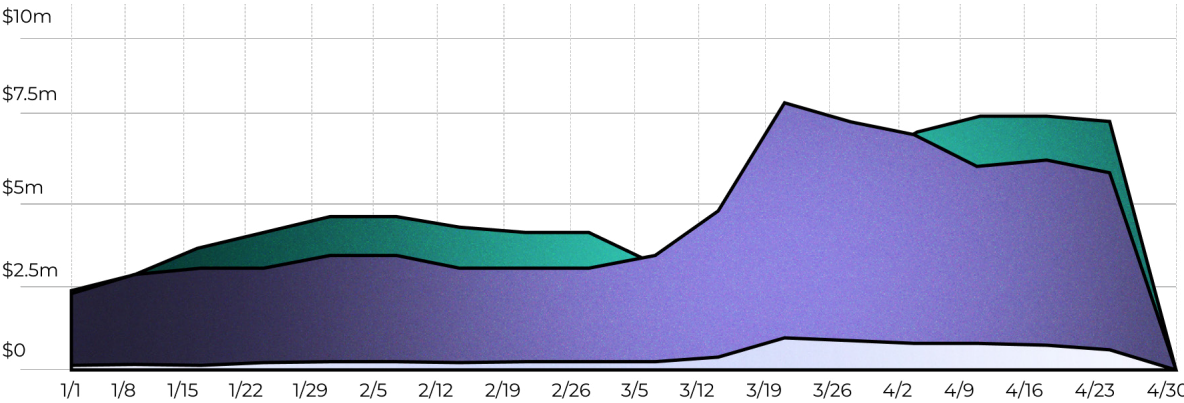
For brands and retailers selling popular wedding products, spring and summer are two of the most critical seasons for sales.



**Peak wedding season**  
Summer - early fall\*

\*Source: [The Knot 2022 Real Weddings Study](#)

**Seasonal Peaks on Amazon**    ● Tuxedos and suits    ● Wedding decor    ● Wedding dresses



\*This chart represents the revenue over time for the top 5 brands in each Amazon category.

In this report, you'll find insights from industry leaders on the shakeups that are impacting sales of wedding products this year, gathered through exclusive interviews with Jungle Scout. Plus, we'll explore data from [Jungle Scout Cobalt](#) on the biggest competitors, keywords, and more in these categories.

## EXPERT INSIGHTS

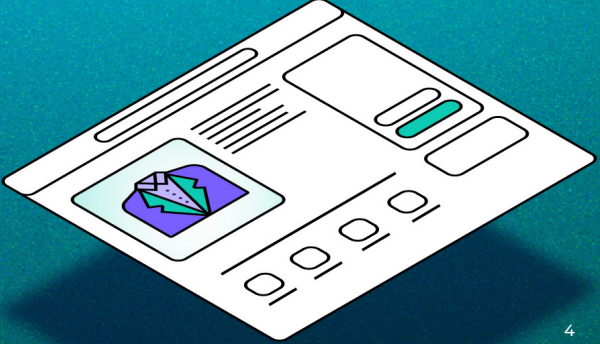


BUDGET *Savvy* BRIDE

“Many gift shoppers turn to Amazon by default, thanks to a vast product assortment from a variety of brands and the convenience of Amazon Prime’s quick shipping and hassle-free returns on many items. Amazon has become a go-to option for many couples’ wedding registries due to all the conveniences it offers and the product assortment provided.”



**JESSICA BISHOP**  
Owner of [Budget Savvy Bride](#) and author of Amazon’s #1 bestseller [The Budget Savvy Wedding Planner & Organizer](#)



# Store Closures Reshaping the Industry

## Major retailers file for bankruptcy

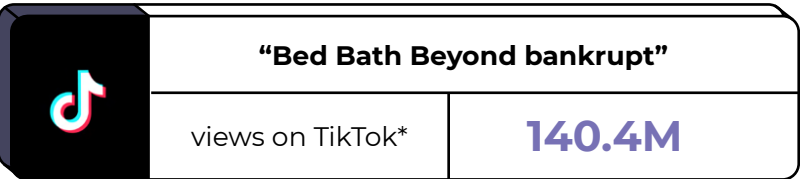
This year, two notable shakeups in the wedding retail space could impact what the season's sales look like for Amazon brands – including potential opportunities to gain market share.

In April 2023, David's Bridal filed for Chapter 11 bankruptcy. Less than 10 days later, Bed Bath & Beyond announced it was filing for bankruptcy as well.

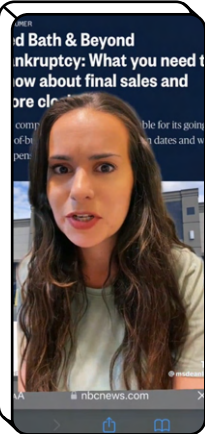
### The Bankruptcy of Bed Bath & Beyond

- **August 2022:** Bed Bath & Beyond announces restructuring that will close 150 stores
- **November 2022:** Suppliers begin requesting up-front payment, causing Bed Bath & Beyond's stock levels to drop to 70% during the holidays
- **February 2023:** Bed Bath & Beyond raises more than \$1 billion in funding, on the condition that its stock remain above \$1/share
- **April 21, 2023:** Bed Bath & Beyond stock dips to 29 cents per share, and the retailer cancels its conditional funding deal
- **April 23, 2023:** Bed Bath & Beyond announces it is filing for bankruptcy
- **April 26, 2023:** Bed Bath & Beyond begins store closures
- **June 30, 2023:** The date by which all Bed Bath & Beyond stores will close

\*Source: [The New York Times](#); [Forbes](#)



\*TikTok search results page, as viewed on May 18, 2023



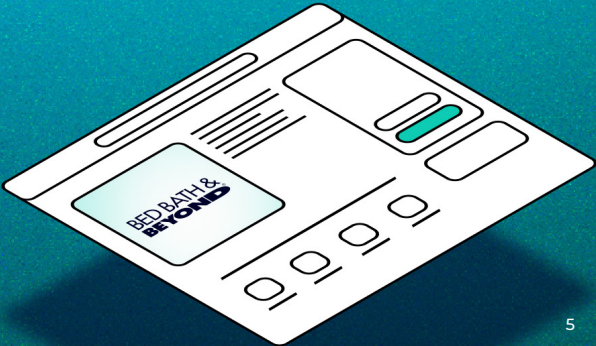
### EXPERT INSIGHTS

BUDGET *savvy* BRIDE

“Bed Bath & Beyond has always been a go-to recommendation for wedding registries and gifts because of its wide product assortment and nationwide retail locations. They truly had one of the best registry platforms out there for tangible gifts, so I see it as a big loss to the gift registry space. I found the sudden closure to be truly shocking, as well as sad for the industry and consumers.”



**JESSICA BISHOP**  
 Owner of [Budget Savvy Bride](#) and author of Amazon's #1 bestseller [The Budget Savvy Wedding Planner & Organizer](#)



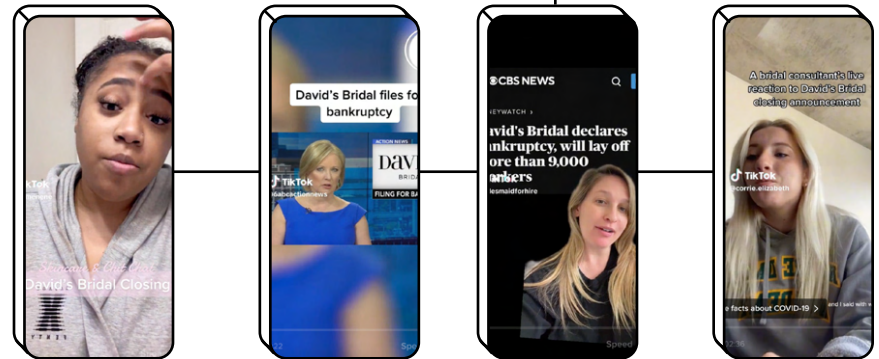
## The Bankruptcy of David's Bridal

- **November 2018:** David's Bridal files for bankruptcy for the first time, citing financial issues and debt
- **January 2019:** David's Bridal exits its first bankruptcy under new ownership
- **May 2021:** David's Bridal takes on a \$70M loan in preparation for a post-pandemic surge in weddings
- **December 2022:** David's Bridal reports record revenue
- **April 14, 2023:** David's Bridal announces lay offs that will impact over 9,000 employees
- **April 17, 2023:** David's Bridal files for bankruptcy, stating that it will keep all 300 of its stores open as it seeks a buyer

Source: [Detroit Free Press](#); [Forbes](#)



\*TikTok search results page, as viewed on May 18, 2023



### EXPERT INSIGHTS

BUDGET *Savvy* BRIDE

“This is the second bankruptcy filing for David's Bridal in the last five years, which consumers could see as a red flag. They've come through it once before, and many are hopeful they will find a buyer. I could imagine a bride feeling hesitant to shop with a retailer who is seen to be unstable. For shoppers who want the ease and convenience of in-store shopping and try-on as well as affordability, it's really the only widely accessible option.”



**JESSICA BISHOP**

Owner of [Budget Savvy Bride](#) and author of Amazon's #1 bestseller [The Budget Savvy Wedding Planner & Organizer](#)





EXPERT INSIGHTS

*Honeyfund*

“These bankruptcies are reflective of larger economic and cultural trends, both within and outside the wedding industry. I believe these closures happened as a result of the convergence of several trends: a trend toward online shopping, a trend away from spending on consumer goods in favor of experiences, and economic pressure on marrying couples resulting from decades of middle-class wage stagnation.”



**SARA MARGULIS**

Co-founder and CEO of [Honeyfund](#), and Shark Tank winner

**While the filings happened within a week of one another, it's worth noting that the two bankruptcies are quite different.**

**Here's why:**

- Bed Bath & Beyond is officially closing all of its 360 locations, while David's Bridal stores will remain open while the retail chain seeks a buyer.
- In the United States bridal retail market, David's Bridal retains a market share between 25% and 30%, so they have a good chance of finding a buyer and remaining a significant player in the space.
- David's Bridal is a private company, unlike publicly-traded Bed Bath & Beyond, so it is not subject to issues surrounding stock prices.



# The Impact on Amazon Brands and Retailers

Health & Household, Home & Kitchen, and Clothing, Shoes & Jewelry are all among the most competitive categories on Amazon. What could these bankruptcies mean for Amazon brands offering wedding products in these categories?

### Top 5 most competitive product categories on Amazon\*



Health & Household



Home & Kitchen



Beauty & Personal Care

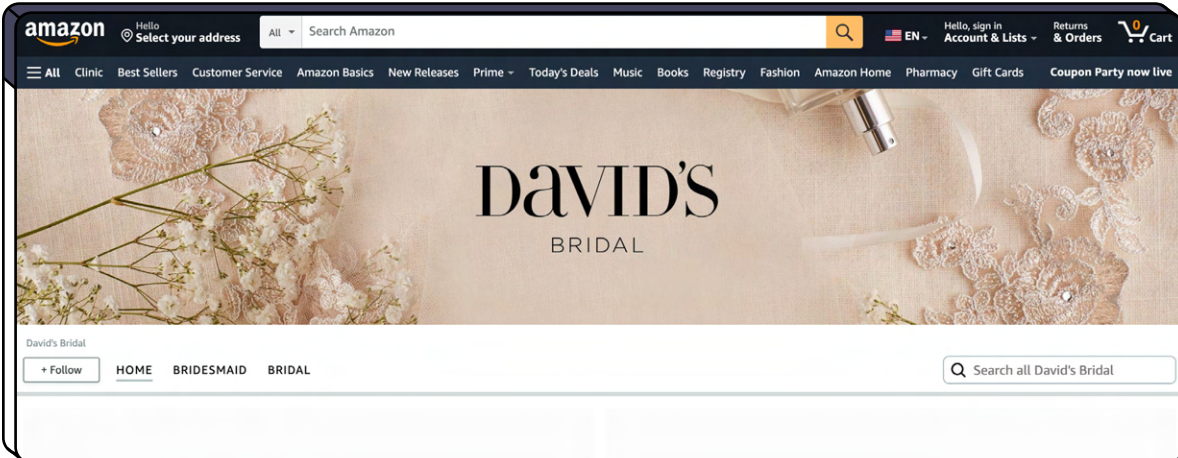


Office Products



Clothing, Shoes & Jewelry

\*Data from Jungle Scout's 2023 Amazon Advertising Report



David's Bridal has historically had a presence on Amazon, and will likely continue to in the future.

### EXPERT INSIGHTS



*Honeyfund*

“At Honeyfund, we feel a sense of loss for these companies and brands that served the industry for so long. However, we also recognize the need to adapt to the trends in consumer behavior that caused these closures. Wedding couples want cost-effective options that feel personal and exciting and can be executed easily with the convenience of online shopping.”



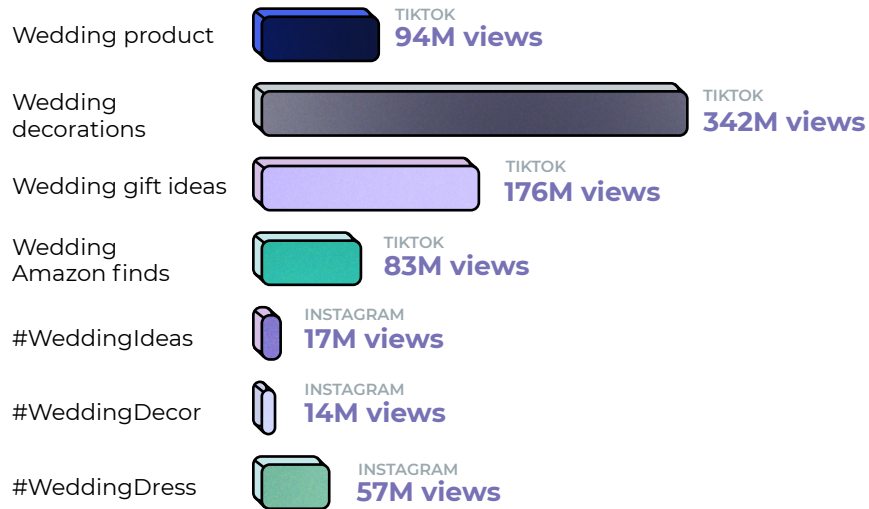
**SARA MARGULIS**  
Co-founder and CEO of **Honeyfund**, and Shark Tank winner



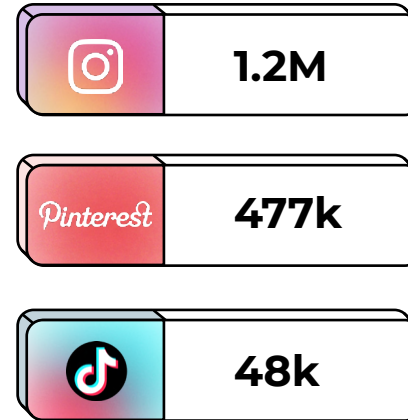
# Social Media Trends

As one of life's most significant milestones, weddings are a popular topic across social media – including product reviews, recommendations, and promotions.

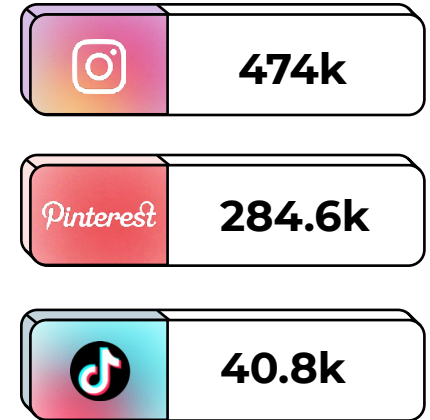
## TikTok & Instagram Trends



## Bed Bath & Beyond Social Followers\*



## David's Bridal Social Followers\*



\*Data from respective company pages on each platform, as viewed on May 23, 2023.



## EXPERT INSIGHTS



“My biggest advice for wedding brand owners is to get on social media! I’m a huge advocate for TikTok. The bridal community there is huge — Network with influencers, create content and be consistent. 15% of our visits come from social media, and this doesn’t cost us a dime.”



**JENNA CHRISTIE**  
Founder of [The Confetti Farm](#)



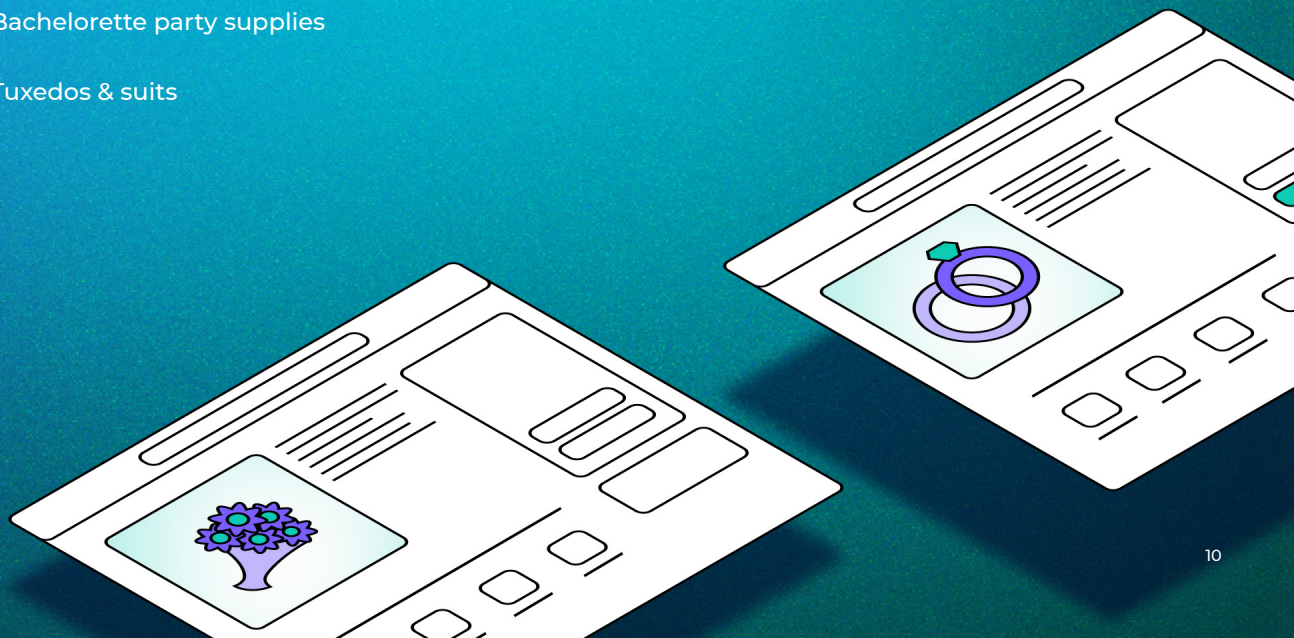
## CHAPTER 2

# Amazon Data Download:

# Wedding Products

This chapter explores sales, revenue, leading brands, keyword trends, plus expert insights for the following product sub-categories on Amazon:

- Wedding gowns
- Bridesmaids dresses
- Wedding jewelry
- Bridal veils
- Wedding decor
- Bachelorette party supplies
- Tuxedos & suits



# Wedding Dresses

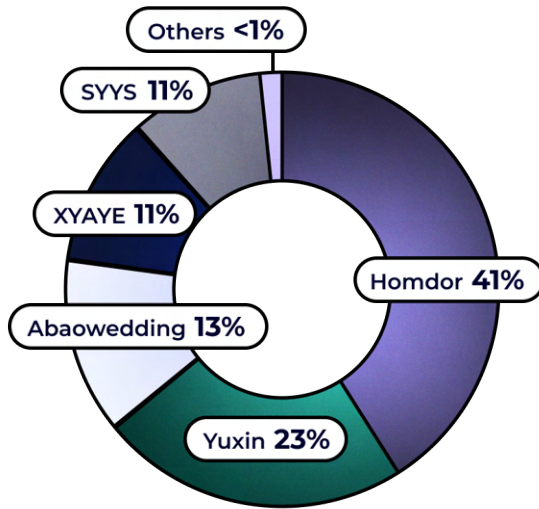
Report Date: January 1, 2023 - May 4, 2023  
Compared to previous year

Overall Unit Sales  
**5.8k** (+622% YoY)

Overall Revenue  
**\$617k** (+444% YoY)

Average Product Price  
**\$106.52** (-3% YoY)

## Top 5 Brands by Market Share



## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Wedding dresses for bride	1,633,881	87%
Wedding dresses for guest	148,939	102%
Wedding dresses for women	127,396	85%
Wedding dresses for bride 2022	52,107	31%
Wedding dress garment bag	37,100	8%

## Top 5 Products by Revenue



Homdor  
Off-Shoulder  
Dress



Yuxin Mermaid  
Dress



Abaowedding  
Double V-Neck  
Dress



XYAYE A-Line  
Dress



SYYS Mermaid  
Dress

## EXPERT INSIGHTS

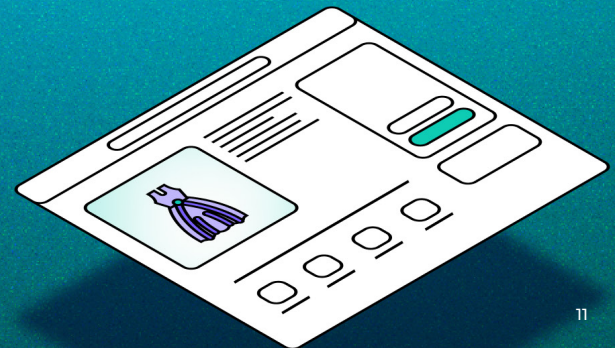


Honeyfund

“There are more stylish and affordable wedding dress options available on Amazon than ever! “Yes to the Dress” type parties will move from a boutique to a home where the bride can try on several purchases from a variety of online retailers and return anything she doesn’t want. It’s easier to go with multiple looks for rehearsal, ceremony, reception, and after-party when dresses are more affordable. I think it’s an overall positive shift for the consumer.”



**SARA MARGULIS**  
Co-founder and CEO of [Honeyfund](#), and Shark Tank winner



# Bridesmaid Dresses

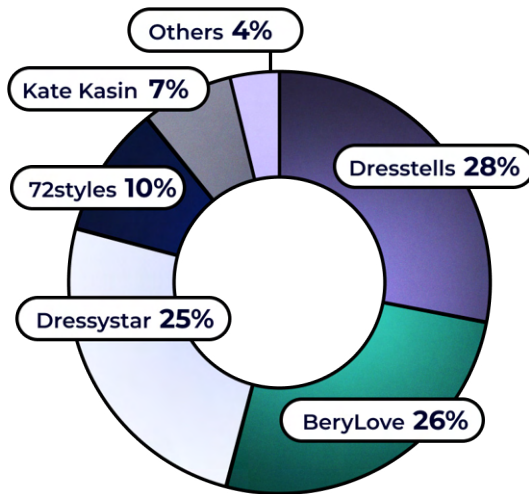
Report Date: January 1, 2023 - May 4, 2023  
Compared to previous year

Overall Unit Sales  
**3.3M** (+83% YoY)

Overall Revenue  
**\$149M** (+93% YoY)

Average Product Price  
**\$48.85** (+3% YoY)

## Top 5 Brands by Market Share



## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Bridesmaid dresses for wedding	50,943	495%
Dusty rose bridesmaid dresses	34,624	10%
Black bridesmaid dresses long	19,512	68%
Bridesmaids dresses	17,964	17%
Burnt orange bridesmaid dresses	15,548	40%

## Top 5 Products by Revenue



72 Styles  
Infinity Dress



Dresstells  
Vintage Cocktail  
Dress



Glamulice Tulle  
Dress



BeryLove  
Summer Short  
Dress



Dressystar Lace  
Halter Dress

## EXPERT INSIGHTS



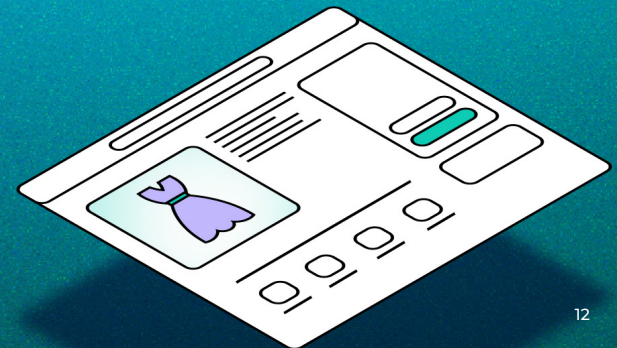
*Honeyfund*

“Amazon and other online platforms are increasingly viable alternatives to brick and mortar retail. With the addition of Generative AI, online shopping will become more convenient and reliable -- allowing more accurate sizing and better style recommendations, resulting in fewer returns, for example. It also offers more choices to the consumer, with more vendors around the world being able to participate in the consideration process.”



**SARA MARGULIS**

Co-founder and CEO of **Honeyfund**, and Shark Tank winner



# Bridal Veils

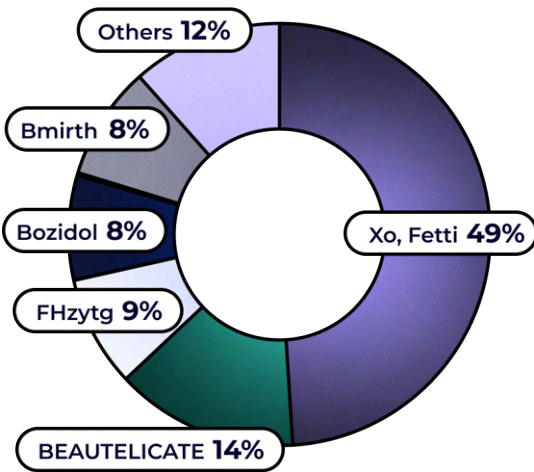
Report Date: January 1, 2023 - May 4, 2023  
Compared to previous year

Overall Unit Sales  
**42k** (+20% YoY)

Overall Revenue  
**\$659k** (+22% YoY)

Average Product Price  
**\$17.17** (+6% YoY)

## Top 5 Brands by Market Share

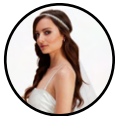


## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Veils for brides	129,864	39%
Wedding veils for brides white	53,102	72%
Wedding veils for brides ivory	22,055	7%
Bridal veils for wedding	13,922	30%
Long veils for brides	6,693	14%

## Top 5 Products by Revenue



Xo, Fetti  
Silver Crystal  
Veil



BEAUTELICATE  
Wedding Bridal  
Veil



FANFAN Lace  
Church Veil



Olbye Fingertip  
Length Bridal  
Veil



Amscan  
Rhinestone  
Wedding Tiara  
with Veil

## EXPERT INSIGHTS



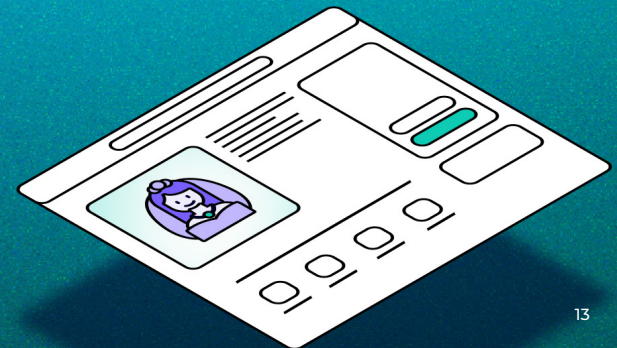
BUDGET *savvy* BRIDE

“There is a shift towards opting for a dress that isn’t so traditionally bridal. With the rise of the cool girl wedding aesthetic, minimalistic styles and less frilly dresses are becoming more popular. Brands like Reformation, Revolve, ASOS, and ShowPo are each selling bridal wear at prices that are much lower than a traditional bridal gown.”



**JESSICA BISHOP**

Owner of [Budget Savvy Bride](#) and author of Amazon’s #1 bestseller [The Budget Savvy Wedding Planner & Organizer](#)



# Wedding Jewelry

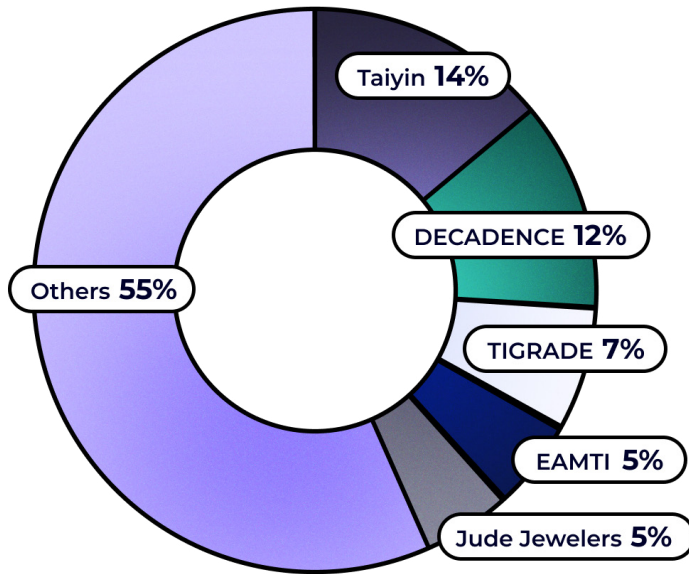
Report Date: January 1, 2023 - May 4, 2023  
Compared to previous year

Overall Unit Sales  
**14M** (+200% YoY)

Overall Revenue  
**\$24.3M** (+196% YoY)

Average Product Price  
**\$28.82** (-14% YoY)

## Top 5 Brands by Market Share



## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Wedding jewelry sets for women	18,396	94%
Gold wedding jewelry sets for women	5,365	335%
Wedding jewelry for mother of the bride	2,169	50%
Silver wedding jewelry sets for women	1,978	6%
Indian wedding jewelry	1,936	15%

## Top 5 Products by Revenue



DECADENCE Yellow & White Gold Wedding Band



TIGRADE Titanium Ring



Molie Austrian Crystal Bridal Necklace & Earrings



Aurora Tears Butterfly Jewelry Set



Taiyin Travel Jewelry Case Bridesmaid Gifts

# Wedding Decor

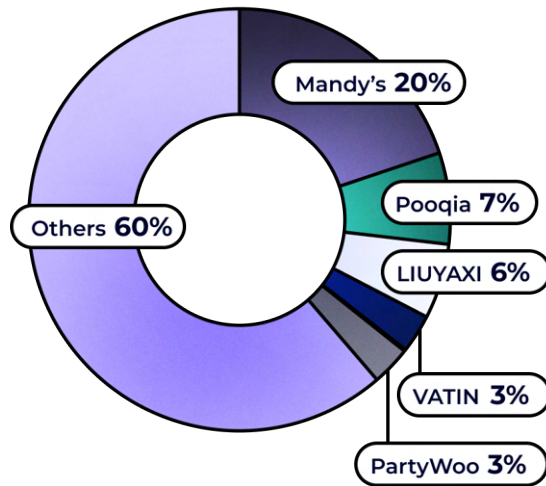
Report Date: January 1, 2023 - May 4, 2023  
Compared to previous year

Overall Unit Sales  
**21.1M** (+146% YoY)

Overall Revenue  
**\$316M** (+162% YoY)

Average Product Price  
**\$22.39** (-3% YoY)

## Top 5 Brands by Market Share



## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Wedding decor	354,046	13%
Wedding decorations for reception	276,679	10%
Wedding decorations for ceremony outside	51,608	684%
Rustic wedding decorations	50,707	68%
Boho wedding decor	36,787	17%

## Top 5 Products by Revenue



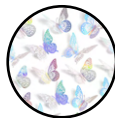
GenSwim Drip Wax Flameless Taper Candles



Mandy's Artificial Tulip Silk Flowers



Pooqia LED Marquee Letter Lights



SAORPEB 3D Butterfly Wall Decor



Pooqia Decorative LED Light-Up Numbers

## EXPERT INSIGHTS



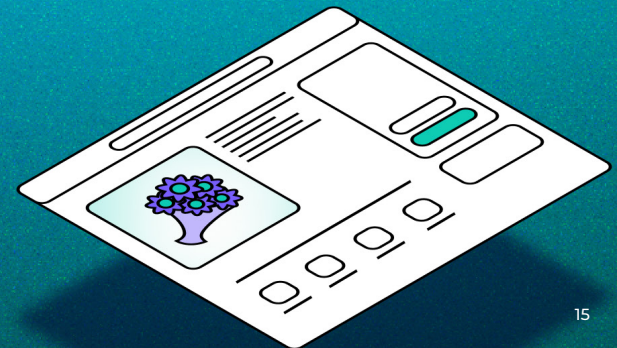
BUDGET *savvy* BRIDE

“When it comes to decorations, couples are opting for DIY decor or sourcing budget-friendly options so they are turning to sites like Etsy, Amazon, and even Alibaba to get what they want.”



**JESSICA BISHOP**

Owner of [Budget Savvy Bride](#) and author of Amazon's #1 bestseller [The Budget Savvy Wedding Planner & Organizer](#)



# Bachelorette Party Supplies

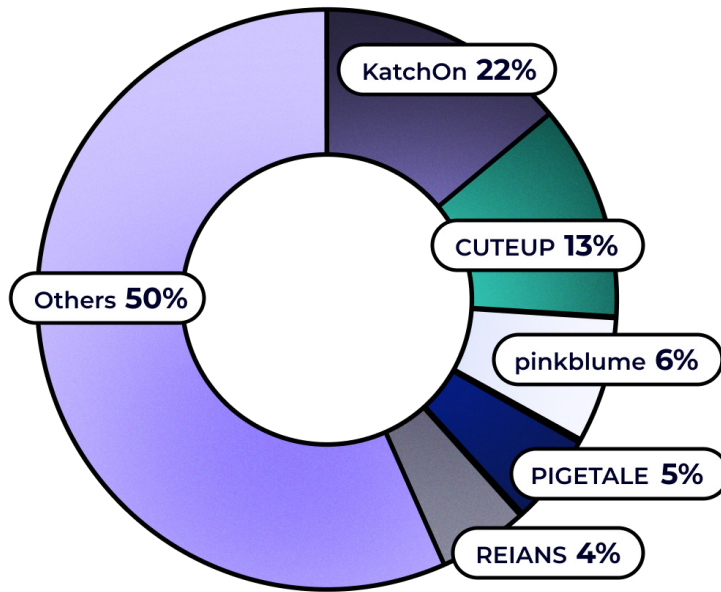
Report Date: January 1, 2023 - May 4, 2023  
Compared to previous year

Overall Unit Sales  
**1.5M** (+430% YoY)

Overall Revenue  
**\$18M** (+435% YoY)

Average Product Price  
**\$15.03** (-14% YoY)

## Top 5 Brands by Market Share

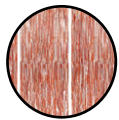


## Top 5 Growing Keywords

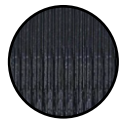
By Search Volume

Keyword	Search Vol.	YoY Growth
Bride sash bachelorette party	24,884	7%
Last rodeo bachelorette party decorations	17,901	260%
Heart sunglasses bachelorette party	16,140	1%
Disco bachelorette party decorations	15,523	204%
Last disco bachelorette party decorations	13,705	542%

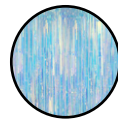
## Top 5 Products by Revenue



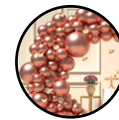
KatchOn Rose Gold Fringe Curtain



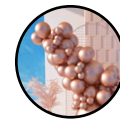
KatchOn XtraLarge Black Backdrop



KatchOn Neon Iridescent Curtain



CUTEUP Rose Gold Balloon Garland



MOMOHOO Metallic Rose Gold Balloons



# Tuxedos & Suits

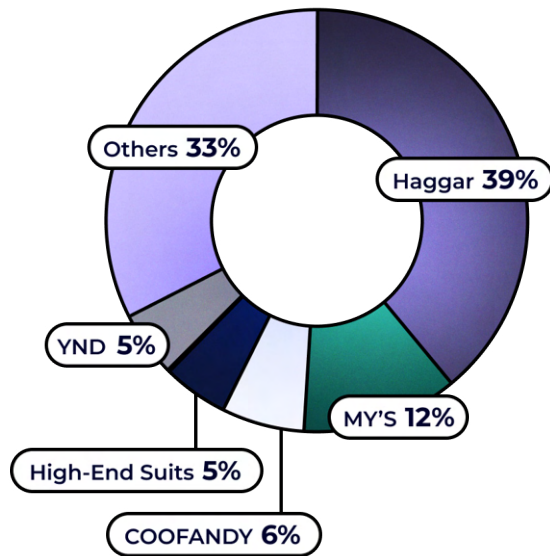
Report Date: January 1, 2023 - May 4, 2023  
Compared to previous year

Overall Unit Sales  
**2.7M** (+198% YoY)

Overall Revenue  
**\$196M** (+208% YoY)

Average Product Price  
**\$77.10** (+1% YoY)

## Top 5 Brands by Market Share



## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Tuxedo shirts for men	175,779	68%
Tuxedo for men	155,905	28%
Men suits	69,101	5%
Tuxedo shirt	50,872	4%
Men suit	33,513	28%

## Top 5 Products by Revenue



Calvin Klein  
Men's Slim Fit  
Suit Separates



HISDERN Men's  
Suit Vest



Coofandy Floral  
Suit Jacket



MAGE MALE 3  
Piece Suit Set



YND Men's Slim Fit 3  
Piece Suit

## EXPERT INSIGHTS

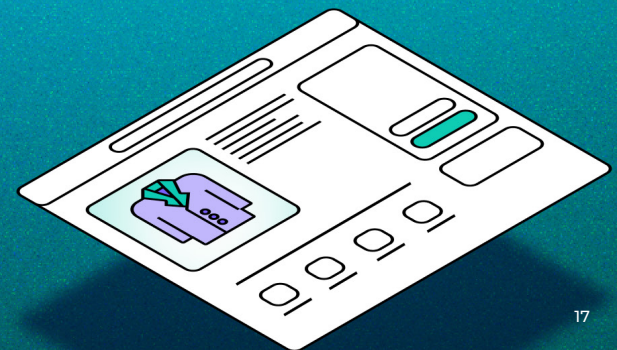


# SARTORO

“Consumers are getting more and more comfortable shopping online for suits, and more interested in niche brands that have personality over big box warehouse brands.”



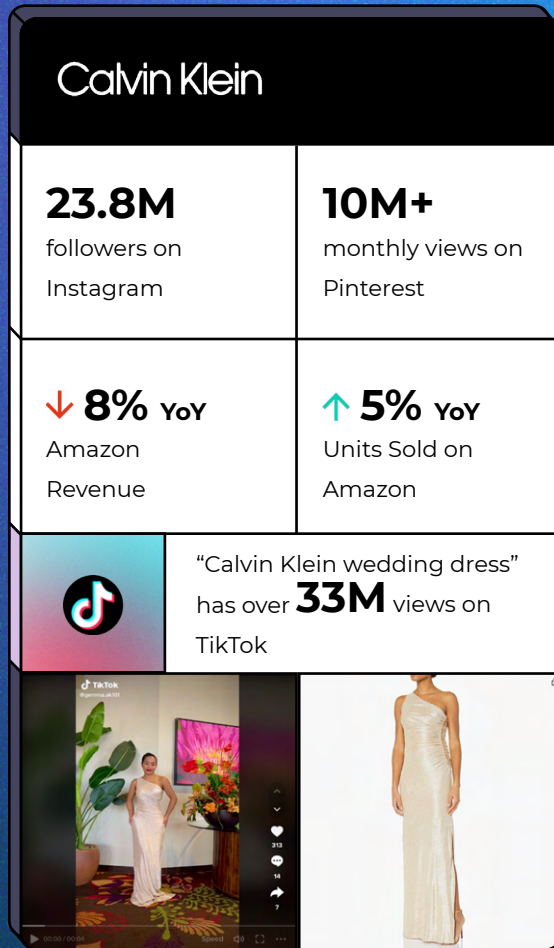
**ANDY FINE**  
Founder of **Sartoro**, an online custom suits boutique



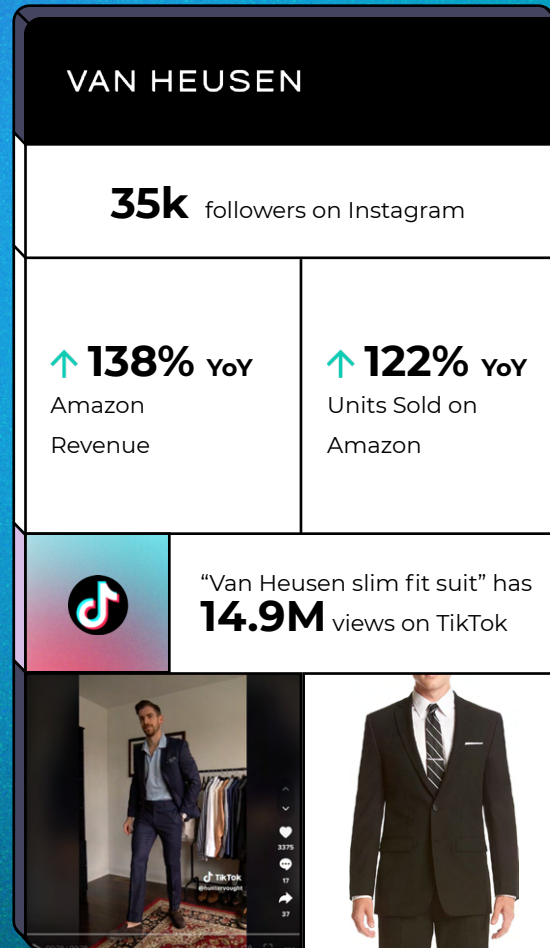
## Weddings: Brand Spotlights

What kind of market opening could changes at David's Bridal create for competitors on Amazon? Here's a look at how some popular wedding attire and decor brands are already trending up on the platform – and on social media.

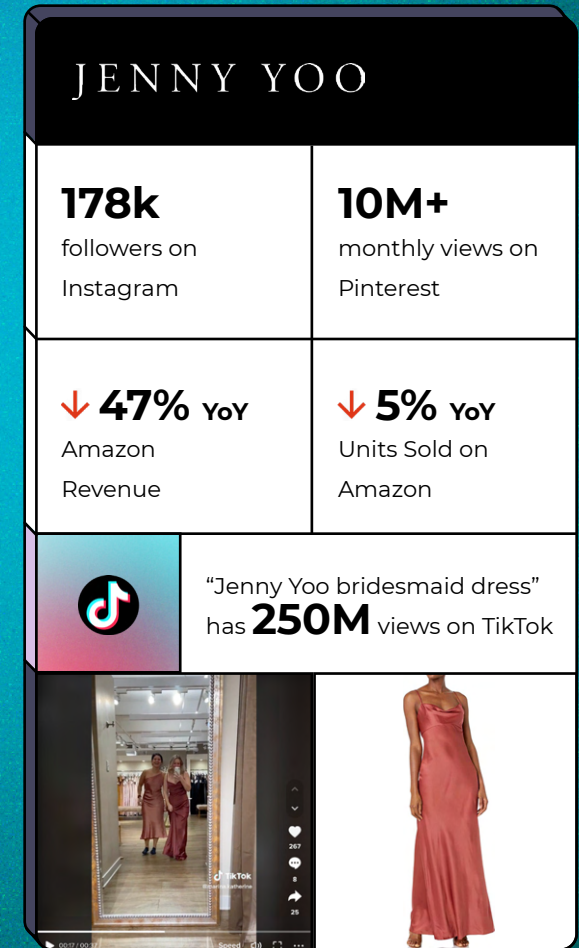
### Calvin Klein



### Van Heusen



### Jenny Yoo



EXPERT INSIGHTS



“There are so many online alternatives for brides and grooms these days that the largest impact will be on the already marginalized low-income couples who rely on David’s Bridal to be their go-to for wedding attire because of its accessibility nationwide. However, I have had brides in the past purchase their wedding dress off of Amazon, so while the in-person tangible aspect that brides so much look forward to experiencing through David’s Bridal might ultimately go away, I don’t think it will affect soon-to-be couples all that much.”



**ALEXANDRA OWENS**  
Wedding planner and owner of popular Idaho wedding venue, [Sixty Chapel](#)



Pavoi

<b>PAVOI</b>			#Pavoi has <b>4.1M</b> views on TikTok
<b>69k</b> followers on Instagram	<b>81.9k</b> monthly Pinterest views		
<b>↑ 68% YoY</b> Amazon Revenue	<b>↑ 62% YoY</b> Units Sold on Amazon		

Mandy’s Artificial Flowers

<b>Mandy’s</b>			Mandy’s silk tulips have <b>157M</b> views on TikTok
<b>↑ 95% YoY</b> Amazon Revenue	<b>↑ 81% YoY</b> Units Sold on Amazon		

David’s Bridal

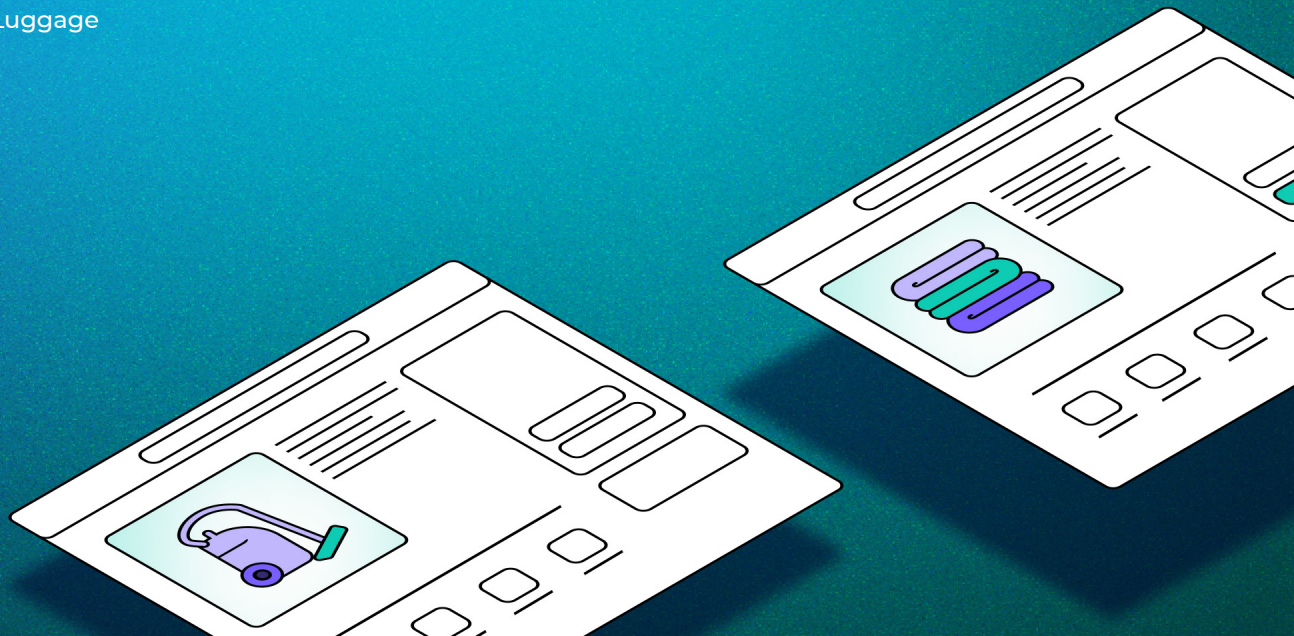
<b>DAVID’S</b> BRIDAL			David’s Bridal has <b>32.5M</b> views on TikTok
<b>7M</b> monthly Pinterest views	<b>↓ 48% YoY</b> Amazon Revenue	<b>↑ 53% YoY</b> Units Sold on Amazon	In June 2022, David’s Bridal launched a shoppable TikTok campaign that reached more than <b>16 million people</b> on the platform.

## CHAPTER 3

# Amazon Data Download: Wedding Registry Products

This chapter explores sales, revenue, leading brands, keyword trends, plus expert insights for the following product sub-categories on Amazon:

- Small appliances
- Bedding
- Bathroom towels
- Vacuums
- Luggage



# Small Appliances

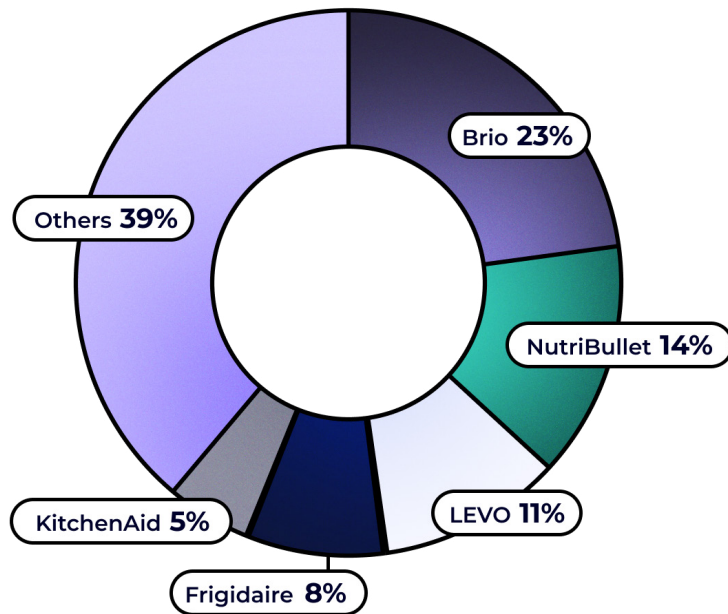
Report Date: January 1, 2023 - May 4, 2023  
Compared to previous year

Overall Unit Sales  
**746k** (+71% YoY)

Overall Revenue  
**\$50M** (+29% YoY)

Average Product Price  
**\$154.84** (-17% YoY)

## Top 5 Brands by Market Share



## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Kitchen appliances	526,787	34%
Drew Barrymore kitchen appliances	253,140	612%
Cord organizer for kitchen appliances	113,100	3,882%
Pink kitchen appliances	75,290	21%
Cord wrappers for kitchen appliances	34,629	1,583%

## Top 5 Products by Revenue



Nutribullet Personal Blender



Brio Bottom Loading Water Cooler



Brio Essential Series Water Cooler



Presto Electric Pressure Canner



Brio Self-Cleaning Water Cooler

# Bedding

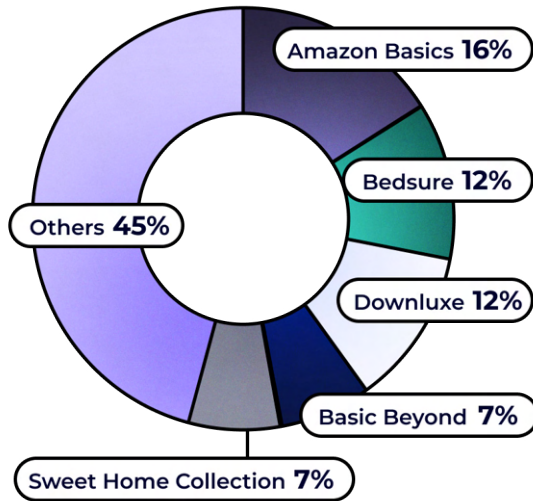
Report Date: January 1, 2023 - May 4, 2023  
Compared to previous year

Overall Unit Sales  
**26M** (+34% YoY)

Overall Revenue  
**\$1.5B** (+35% YoY)

Average Product Price  
**\$80.17** (+0.6% YoY)

## Top 5 Brands by Market Share



## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Bedding sets queen	705,407	158%
Twin bedding sets	196,567	52%
Bedding and bath	173,437	82,489%
Bedding sets full	167,329	126%
Western bedding	151,345	23%

## Top 5 Products by Revenue



Amazon Basics  
Ultra-Soft Micromink  
Sherpa Comforter Set



CozyLux 7-Piece  
Bedding Set



Sweet Home  
Collection  
Comforter Set



Amazon Basics  
Pinch Pleat  
Down-Alternative  
Bedding Set



Downluxe  
Lightweight Solid  
Comforter Set

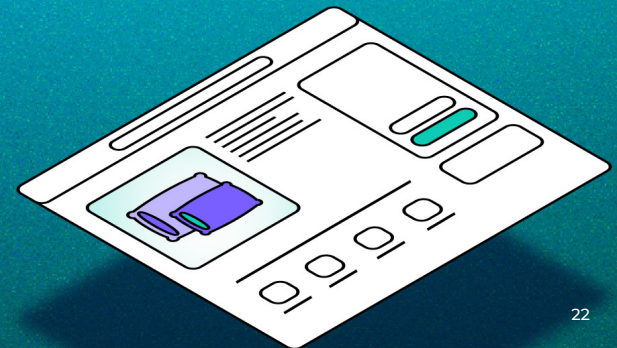
## EXPERT INSIGHTS

*Honeyfund*

“Wedding guests will continue to follow the lead of the couple -- shopping where they register. Couples have already shifted to online and alternative registries like Amazon, Zola, and Honeyfund. These platforms tend to make it easier to shop, which could indicate an increase in wedding gift spending, however, inflationary pressures might work against that.”



**SARA MARGULIS**  
Co-founder and CEO of [Honeyfund](#),  
and Shark Tank winner



# Bath Towels

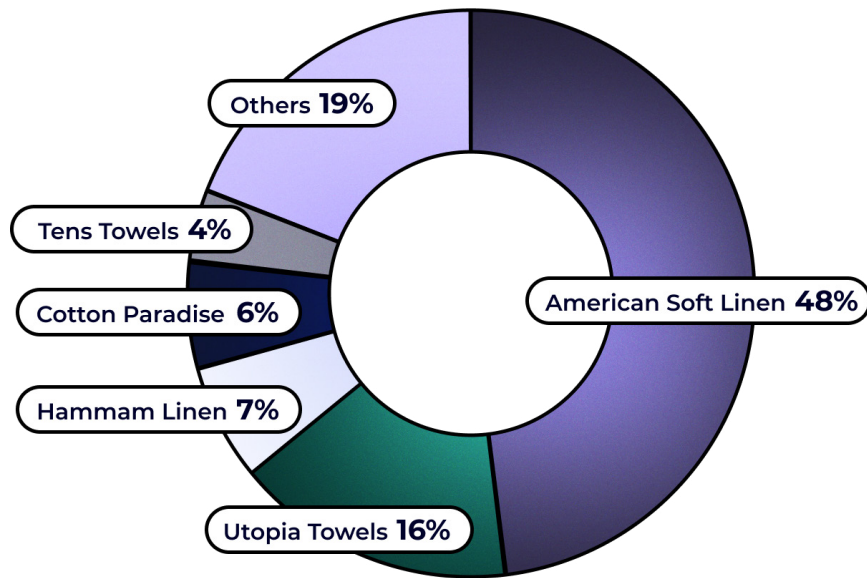
Report Date: January 1, 2023 - May 4, 2023  
Compared to previous year

Overall Unit Sales  
**38M** (+66% YoY)

Overall Revenue  
**\$1.1B** (+74% YoY)

Average Product Price  
**\$32.63** (+3% YoY)

## Top 5 Brands by Market Share



## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Bathroom towel holder	227,068	20%
Bathroom towel hook	41,123	12%
Bathroom towels set	17,958	12%
Decorative bathroom towels	13,084	2%
Bathroom towel racks	7,670	88%

## Top 5 Products by Revenue



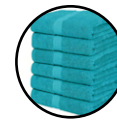
American Soft Linen Luxury Bath Towels



American Soft Linen Oversized Bath Sheet



Hammam Linen Jumbo Bath Towels



Utopia Towels Bath Towel Sets



Tens Towels Large Bath Towels

# Vacuums

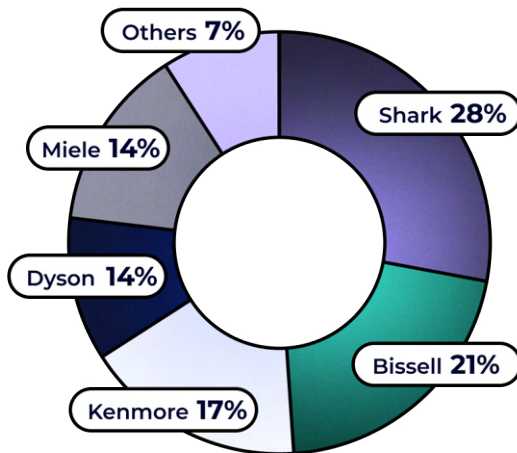
Report Date: January 1, 2023 - May 4, 2023  
Compared to previous year

Overall Unit Sales  
**2.8M** (+47% YoY)

Overall Revenue  
**\$480M** (+44% YoY)

Average Product Price  
**\$223.28** (-9% YoY)

## Top 5 Brands by Market Share



## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Vacuum cleaner	5,806,564	2%
Cordless vacuum cleaner	2,320,341	19%
Shark vacuum	2,192,578	19%
Dyson cordless vacuum	2,052,191	78%
Car vacuum	2,037,087	22%

## Top 5 Products by Revenue



**Bissell 2252 CleanView Vacuum**



**Shark NV356E Navigator Upright Vacuum**



**Shark NV360 Navigator Vacuum**



**Dyson V11 Outsize Cordless Vacuum (Renewed)**



**Dyson V11 Torque Drive Cordless Vacuum (Renewed)**

## EXPERT INSIGHTS

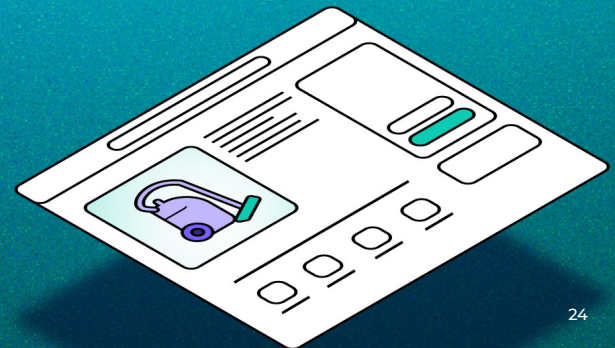


“There has been an uptick in brides and grooms veering towards unconventional gift registries for a while now. Instead of Bed Bath & Beyond they are turning towards registries such as; honeymoon funds, first house funds, and nonprofit contributions in their honor. I think Bed Bath & Beyond was on its way out in the wedding world. What used to be purchased at Bed Bath & Beyond will quickly be replaced by Amazon, I don’t think there will be any major hit to the industry but simply a shift.”



**ALEXANDRA OWENS**

Wedding planner and owner of popular Idaho wedding venue, **Sixty Chapel**





# Luggage

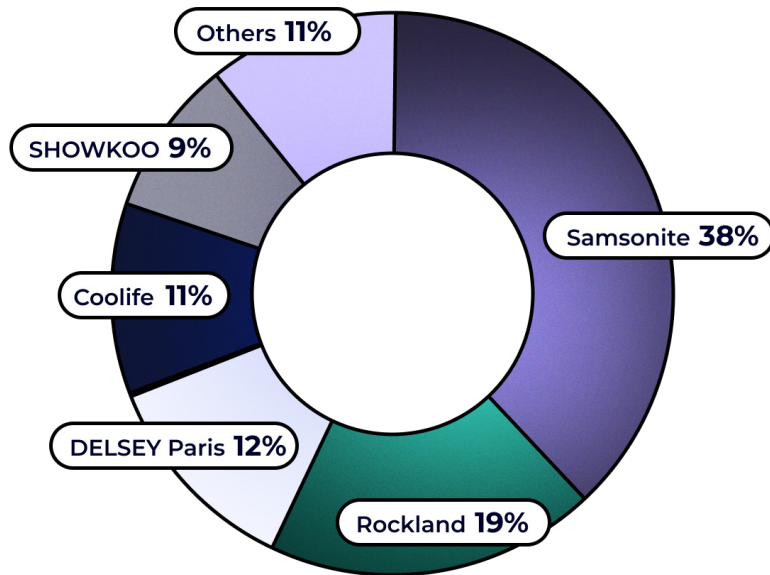
Report Date: January 1, 2023 - May 4, 2023  
Compared to previous year

Overall Unit Sales  
**20M** (+38% YoY)

Overall Revenue  
**\$2.9B** (+39% YoY)

Average Product Price  
**\$172.51** (-3% YoY)

## Top 5 Brands by Market Share



## Top 5 Growing Keywords

By Search Volume

Keyword	Search Vol.	YoY Growth
Carry on luggage	3,382,722	42%
Luggage sets	2,812,999	15%
Luggage tag	1,715,939	43%
Carry on luggage 22x14x9 airline approved	1,419,417	253%
Samsonite luggage	977,407	38%

## Top 5 Products by Revenue



Samsonite Omni PC Hardside Expandable Luggage



Samsonite Hardside Spinner Set



Coolife Luggage 3-Piece Suitcase Set



SHOWKOO Expandable Luggage Sets



Rockland London 3-Piece Luggage Set

## EXPERT INSIGHTS

BUDGET *Savvy* BRIDE

“The younger generations seem to be making more values-based choices in where they shop and register, with many opting for sustainable brands and products.”



## JESSICA BISHOP




Owner of [Budget Savvy Bride](#) and author of Amazon's #1 bestseller [The Budget Savvy Wedding Planner & Organizer](#)





## Wedding Registries: Brand Spotlights

What are couples adding to their wedding registries this year? Here are some of the trending products in categories related to some of the most popular wedding gifts.


### Black & Decker

		 <p><b>Dustbuster Cordless Handheld Vacuum</b> In Amazon's <b>most popular wedding registry items</b>, as of May 18, 2023</p>
<p><b>119k</b> monthly views on Pinterest</p>		
<p>↑ <b>76%</b> YoY Amazon Revenue</p>	<p>↑ <b>56%</b> YoY Units Sold on Amazon</p>	 <p><b>Black &amp; Decker 4-Slice Toaster Oven</b> One of Bed Bath &amp; Beyond's most popular wedding registry items, as of May 18, 2023</p>

### Bissell

		
<p><b>102k</b> followers on Instagram</p>	<p><b>10M+</b> monthly views on Pinterest</p>	
<p>↑ <b>5%</b> YoY Amazon Revenue</p>	<p>↑ <b>18%</b> YoY Units Sold on Amazon</p>	<p><b>Bissell Little Green Multi-Purpose Cleaner</b> In Amazon's <b>most popular wedding registry items</b>, as of May 18, 2023</p>



### InstantPot

<b>Instant Pot</b>		
<b>518k</b> followers on Instagram	<b>70k</b> monthly views on Pinterest	
<b>↑ 76% YoY</b> Amazon Revenue	<b>↑ 53% YoY</b> Units Sold on Amazon	<b>InstantPot Duo 7-in-1 Pressure Cooker</b> In Amazon's <b>most popular wedding registry items</b> , as of May 18, 2023


### Dyson

<b>dyson</b>		
<b>798k</b> followers on Instagram	<b>10M+</b> monthly views on Pinterest	
<b>↑ 58% YoY</b> Amazon Revenue	<b>↑ 51% YoY</b> Units Sold on Amazon	<b>Dyson V8 Cordless HEPA Vacuum</b> In Amazon's <b>most popular wedding registry items</b> , as of May 18, 2023

### Ninja

<b>NINJA</b>		
<b>300k</b> followers on Instagram	<b>10M+</b> monthly views on Pinterest	<b>Ninja CREAMi Ice Cream Maker</b> In Amazon's <b>most popular wedding registry items</b> , as of May 18, 2023
<b>↑ 203% YoY</b> Amazon Revenue	<b>↑ 76% YoY</b> Units Sold on Amazon	 <b>Ninja Foodi Power Blender &amp; Processor</b> In Bed Bath & Beyond's <b>most popular wedding registry items</b> , as of May 18, 2023

### KitchenAid

<b>KitchenAid®</b>		
<b>465k</b> followers on Instagram	<b>10M+</b> monthly views on Pinterest	<b>KitchenAid Stand Mixer</b> In Amazon's <b>most popular wedding registry items</b> , as of May 18, 2023
<b>↑ 76% YoY</b> Amazon Revenue	<b>↑ 56% YoY</b> Units Sold on Amazon	Also, in Bed Bath & Beyond's <b>best-selling wedding registry items</b> , as of May 18, 2023

## Chapter 4

# About the Report

## 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.


Note: This data represents the U.S. marketplace for specified date ranges and filter parameters. Percentages have been rounded to the nearest whole number.

## Using the Cobalt data

We encourage you to explore Jungle Scout Cobalt's Amazon Data Download report and to share, reference, and publish the findings with attribution to "Jungle Scout Cobalt" and a link to [this page](#).

For more information, specific data requests, media assets, or to reach the report's authors, please contact us at [press@junglescout.com](mailto:press@junglescout.com).

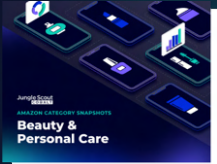
## Want more data reports like this?



Report

See which product's revenue has grown **955%** YoY on Amazon.


[Read more >](#)



Report

Find out who the **market share leaders** are in the makeup category.

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Report

Discover which product categories generate the **highest RoAS**.

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## About Jungle Scout Cobalt


Jungle Scout Cobalt empowers brands and retailers with a powerful suite of ecommerce tools designed to help drive growth, maximize sales, and optimize digital shelf performance on Amazon. Our comprehensive data analytics, built-in advertising automation, and intuitive visualizations provide straightforward answers to critical ecommerce questions, turning insights into action.

Over the past decade, Jungle Scout has gathered a wealth of industry-leading data points through continuous monitoring and analysis of Amazon, making us the foremost innovator in the industry. Our tools are trusted by household brands and retailers worldwide, providing the market intelligence they need to make confident decisions and develop effective strategies for success on Amazon.

 Supports \$50 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

[Request a demo >](#)

[Explore the platform >](#)

[Learn more](#) about how Jungle Scout Cobalt's industry-leading Amazon market insights and advertising tools can make ecommerce easier for your team.



**Libman**, a prominent household cleaning products brand, has experienced remarkable results after implementing Cobalt, showcasing its direct impact on their bottom line. They reported an increase of over 60% in total sales on Amazon within a short period of implementing Cobalt. Additionally, by utilizing Cobalt, their team now saves 10-15 hours per week on market research, and they have estimated a \$50K return on their Cobalt investment thus far.

**Libman says they actively employ Cobalt for various key initiatives, including:**

- Gaining more market share
- Launching new products
- Gauging trends and seasonality
- Conducting competitor research
- Tracking share of voice
- Performing keyword research and targeting
- Optimizing listings
- Gaining valuable product insights
- Obtaining crucial market insights

**“Previously, it took 3-5 days to optimize our Amazon listings. With the help of Cobalt, I am able to optimize 10 listings in 1 work day. I look forward to the continued use of Cobalt and I’m very excited for Cobalt 2.0. That will allow us to further close the gap and individually adjust our campaigns and targets for further optimization”**



**JOSH EIKER**  
Ecommerce Analyst