

Amazon Product Pricing Report 2023

A snapshot of price trends among this year's best-selling products

Jungle Scout



Introduction and Key Insights

Navigating Amazon's marketplace often feels akin to maneuvering through a dynamic ecosystem, where product prices are the ever-fluctuating heartbeat. As such, a better understanding of pricing trends and variations in pricing strategies is helpful for both sellers eager to optimize their revenue and consumers looking to save money or make more informed buying decisions.

Based on analysis of more than 6.3 million data points from Jungle Scout's industry-leading Amazon product database, this first-of-its-kind report aims to arm Amazon sellers and shoppers with actionable insights into product pricing trends.

- 1 Prices of products on Amazon have been less volatile — and, on average, lower — in 2023 than in 2022 and 2021, when the U.S. inflation rate was at record highs.
- 2 It seems Amazon Prime Days really are the best times to shop. In general, prices are consistently at their lowest of the year during big sales events.
- 3 Consumers buying popular Health & Household products are more likely to be paying more for them this year, while Appliance products are at a discount.

Table of Contents

Ch. 1 Factors that Affect Pricing / 3

- Tracking product prices over time

Ch. 2 Product Pricing Trends / 7

- Beauty & Personal Care
- Clothing, Shoes & Jewelry
- Health & Household
- Patio, Lawn & Garden
- Pet Supplies
- Black Friday & Cyber Monday 2022

Ch. 3 Category Trends / 14

- Movers and shakers
- Sellers and ASINs per category
- What this means for sellers

Ch. 4 About the Report / 18

- Methodology
- Using the data
- About Jungle Scout

CHAPTER 1

Factors that Affect Pricing

Some factors affecting pricing on Amazon are universal — applicable to many marketplaces and rooted in basic economics. Others are unique to Amazon's ecosystem, an intricate web of supply, demand, competition, algorithms, and outside influences working in tandem to influence product prices in varying ways.



Supply and demand

Fundamental to any market, the law of supply and demand is generally the main driver of product pricing. Prices for products in high demand, particularly when they're in limited supply, typically increase. Conversely, if there's an oversupply of a product and limited demand, sellers often lower prices.



External economic factors

Inflation, tariffs, and changes in currency exchange rates can influence the cost of goods and thus their selling prices. For example, if tariffs are imposed on certain imported goods, sellers might increase prices to compensate for the higher costs they incur.



Algorithmic pricing

Amazon sellers have the option to use repricing software to automatically adjust their product prices based on predefined rules or competitive analyses. This can lead to frequent price changes, sometimes several times a day.



Retail holidays/shopping events

Shopping events like Amazon Prime Day, Black Friday, and Cyber Monday also have a significant impact on product prices. During these times, Amazon and its third-party sellers offer deep discounts on a wide range of products, often marking some of the lowest prices seen throughout the year. Amazon Prime Day, exclusive to Prime members, is a strategic move by Amazon to boost mid-year sales and attract more Prime subscriptions, and it often features deals that rival or even surpass Black Friday or Cyber Monday prices. Black Friday and Cyber Monday, post-Thanksgiving events that unofficially kick off the holiday shopping season, also generate aggressive price cuts.



Brand power, customer reviews, and ratings

Products with higher ratings and positive reviews, as well as products associated with established, strong brands, can often command higher prices because they're perceived as higher quality or more reliable than lower-rated products or lesser known brands.



Seasonality and trends

Seasonal products, like Christmas decorations or summer beach toys, will see price fluctuations based on the time of year. Trending products, such as those seeing a rise in popularity due to social media or other outside influences, often command higher prices due to increased demand.



Competition

The Amazon marketplace is extremely competitive. Sellers often adjust their prices in response to competitor pricing. This can lead to price wars where sellers continually undercut each other. Products with many sellers offering the same or similar items typically have more competitive pricing than niche products with few sellers.



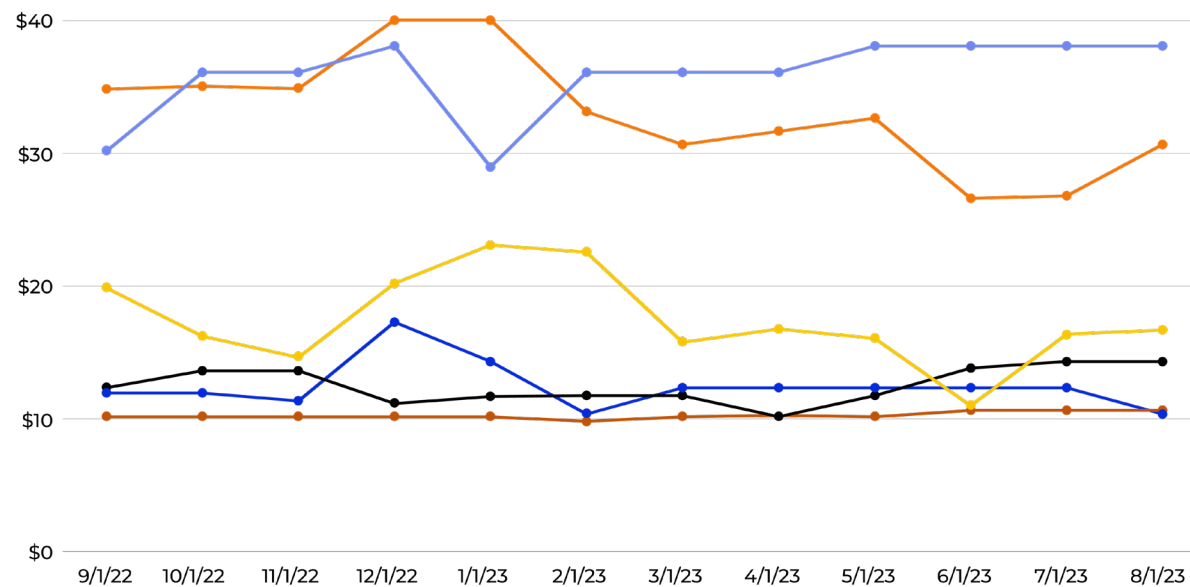
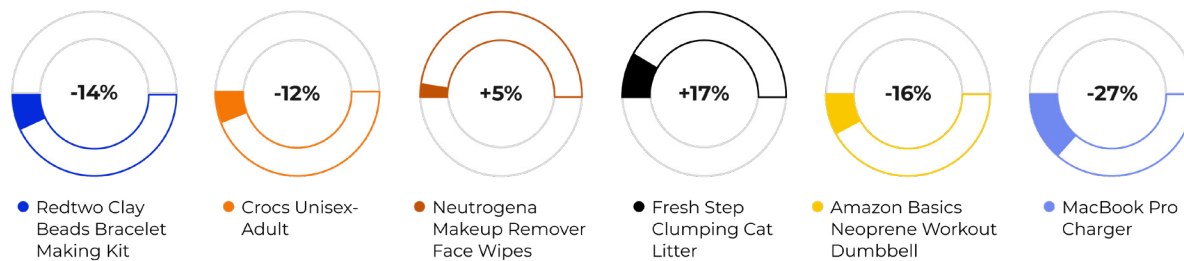
Amazon's Buy Box

The Buy Box, where customers can add items for purchase to their cart, is not granted to every seller of a product. Amazon's algorithm determines which seller gets the coveted spot, and price is a significant factor at play. As a result, sellers are motivated to competitively price their items to win the Buy Box.

Tracking product price changes over time

Historical price data for this selection of popular consumer products can be used to assess the impact of a number of the above factors. The cost of each of these Amazon best-sellers from six different product categories has changed in different ways over the past year. Viewed individually — and with some knowledge about consumer trends and demand — a few clear storylines emerge.

Average product price by month



For example:

This Redtwo Clay Beads Bracelet Making Kit — among the top 10 best-selling products in Amazon’s Arts, Crafts & Sewing category in 2023 — was at its highest price in December 2022, closely following the Nov. 1, 2022, announcement of Taylor Swift’s Eras Tour. For the non-Swifties: The making and exchanging of letter-beaded friendship bracelets at Swift’s concerts is a cultural staple of her fandom.



The price of Amazon’s popular Neoprene Dumbbell — a Sports & Outdoor category best-seller — peaked in January and February, as throngs of consumers started fitness routines for the new year.

01. FACTORS THAT AFFECT PRICING

A snapshot of pricing data for these same six products during Amazon's summer 2023 Prime Day event, which took place July 11 and 12, confirms price drops on the bracelet making kit and the MacBook Pro Charger, while prices for the other four items remained relatively static, no significant discounts occurred in 2022, indicating the often inconsistent nature of pricing trends across different products.



● Redtwo Clay Beads Bracelet Making Kit



● Neutrogena Makeup Remover Face Wipes



● Amazon Basics Neoprene Workout Dumbbell



● Crocs Unisex-Adult

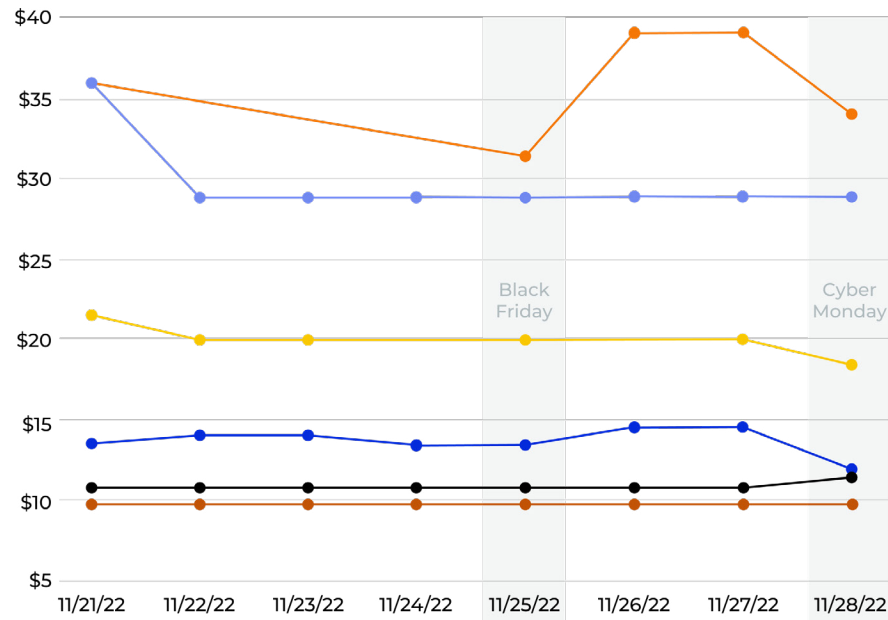


● Fresh Step Clumping Cat Litter

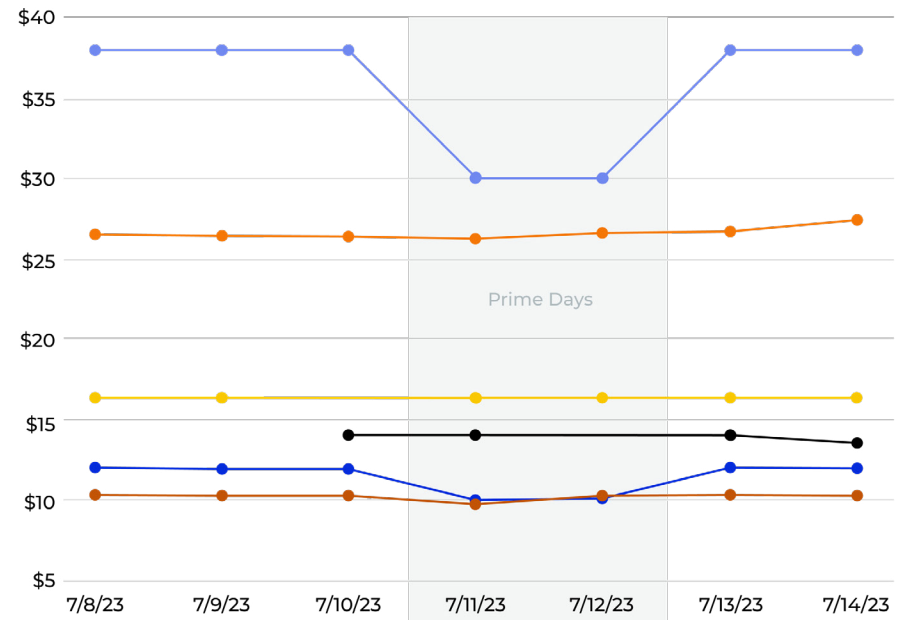


● MacBook Pro Charger

Black Friday/Cyber Monday 2022 prices



July 2023 Prime Day prices



While prices for many products are lower on Black Friday and Cyber Monday, among these six everyday items, no significant discounts occurred in 2022.

CHAPTER 2

Product Pricing Trends

This chapter provides insights from our pricing analysis of 150 best-selling products from 15 popular Amazon product categories over the 12-month period between Sept. 1, 2022, and Aug. 31, 2023.

Best sellers spotlight

Among our sample selection of 150 of the most frequently purchased products on Amazon, 46% increased in average price over the 12-month period between Sept. 1, 2022, and Aug. 31, 2023, while 44% decreased in price and 9% saw no change. A detailed look at a cross-section of the products included in this analysis from Amazon's most popular categories follows.

Beauty & Personal Care

Among our sample set of products, those in the Beauty & Personal Care category declined by an average of about 4%. However, a closer look at five distinct products within that group reveals just how varied pricing can be — even between products in the same category.

Average product price by month



● COSRX Snail Mucin Power Repairing Serum



● Mighty Patch Original



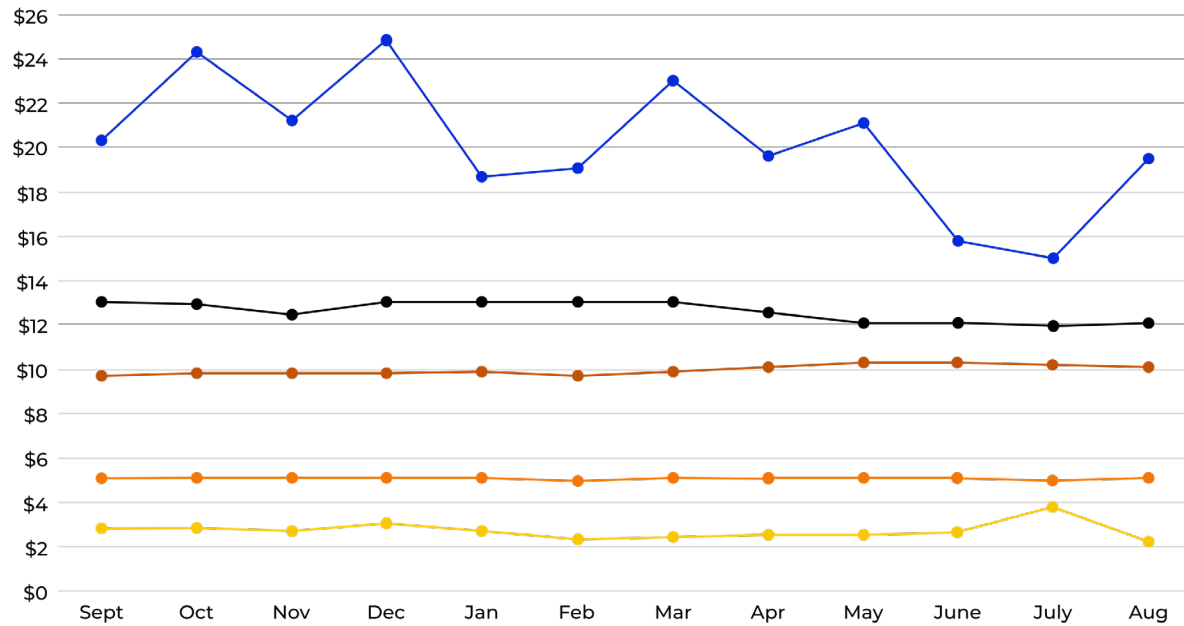
● Neutrogena Makeup Remover Cleansing Face Wipes



● essence | False Lash Effect Mascara



● Amazon Basics Cotton Rounds

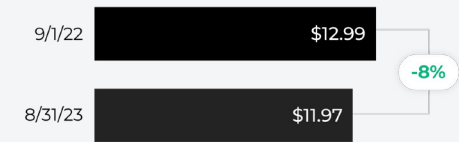


Product price changes

COSRX Snail Mucin Power Repairing Serum



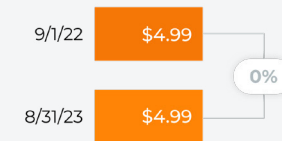
Mighty Patch Original



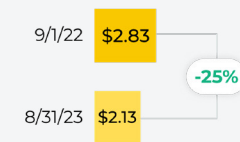
Neutrogena Makeup Remover Cleansing Face Wipes



essence | False Lash Effect Mascara



Amazon Basics Cotton Rounds



Clothing, Shoes & Jewelry

Best sellers in this category averaged a small increase — less than 1% — in price over the 12-month period between Sept. 1, 2022, and Aug. 1, 2023. Highlighted in the snapshot below, high-rise jeans from Gloria Vanderbilt were an exception; the popular item increased about 70% over that time period.

Average product price by month



● Crocs Unisex-Adult



● CRZ YOGA Butterlux Legging



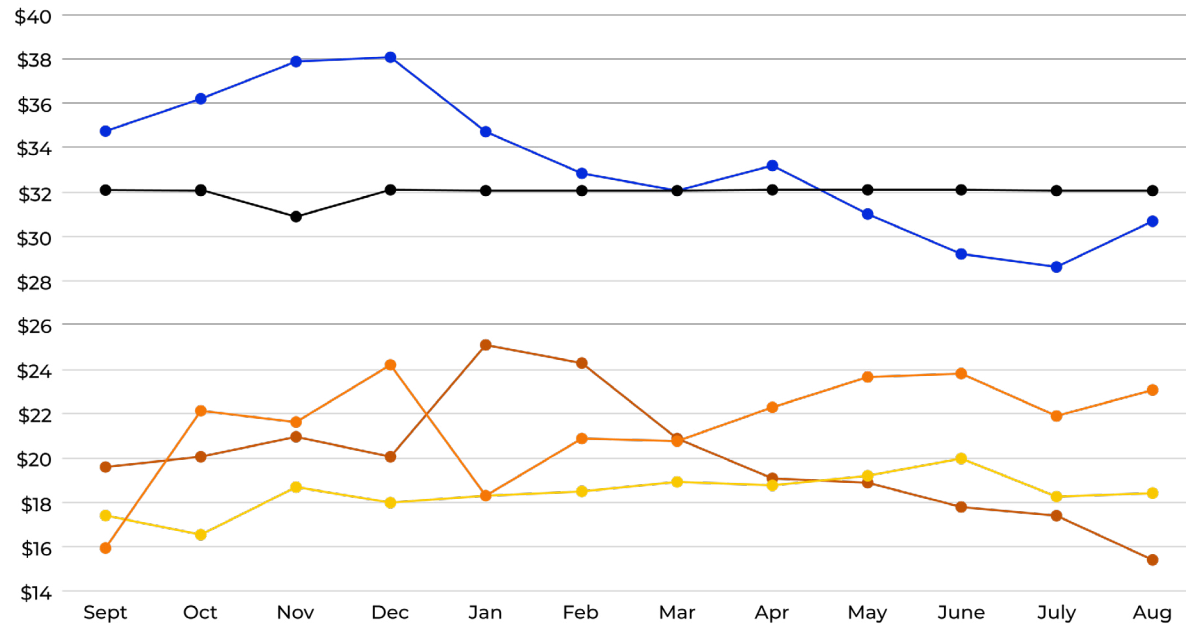
● Gloria Vanderbilt High Rise Jean



● Fruit of the Loom Boxer Briefs



● Fruit of the Loom Crew T-Shirt

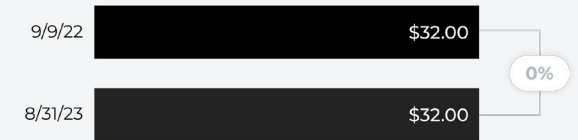


Product price changes

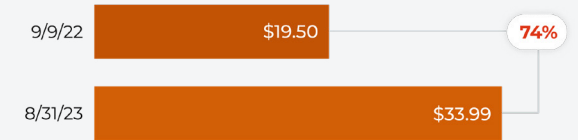
Crocs Unisex-Adult



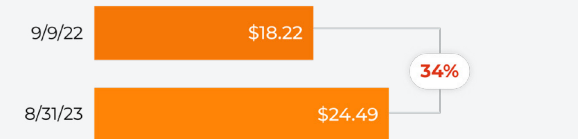
CRZ YOGA Butterlux Legging



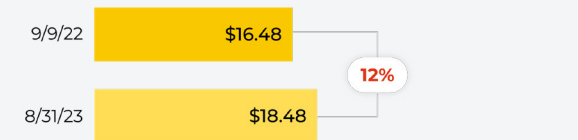
Gloria Vanderbilt High Rise Jean



Fruit of the Loom Boxer Briefs



Fruit of the Loom Crew T-Shirt



Health & Household

Best-selling Health & Household products in the sample set of products we analyzed experienced the largest average increase in price, though this snapshot shows one clear outlier. The average price of DripDrop's Electrolyte Powder Packets declined about 9% from September 2022 to August 2023.

Average product price by month



● DripDrop Electrolyte Powder Packets



● Presto! 2-Ply Toilet Paper, 24 Rolls



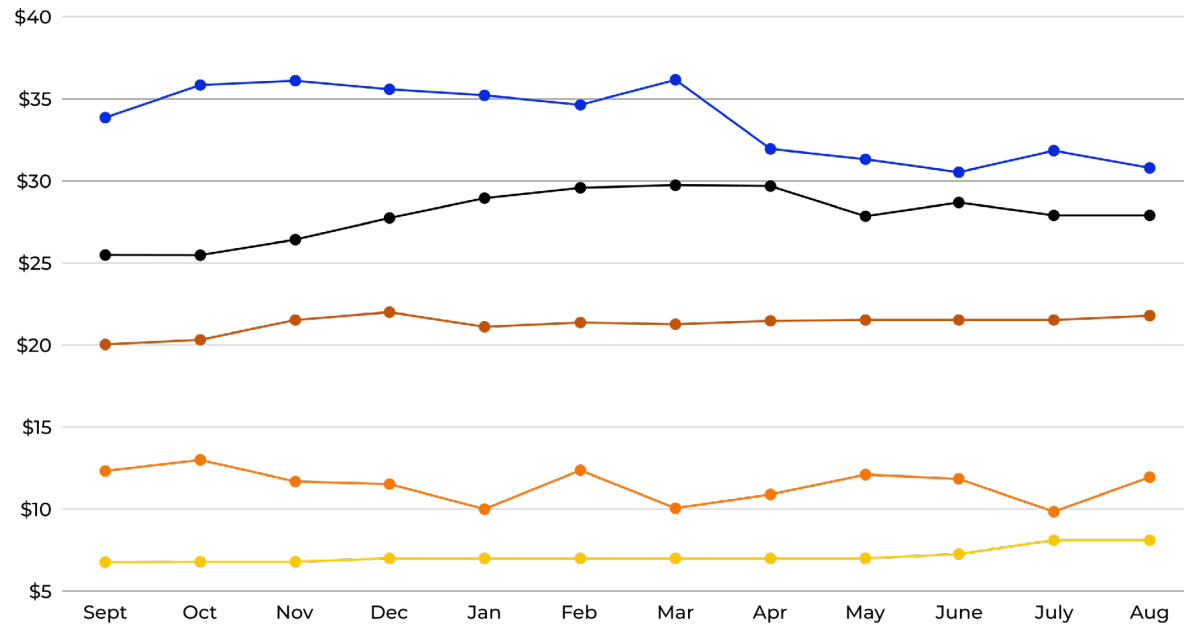
● Physician's Choice Probiotics



● OLLY Sleep Gummy



● Pumpkin Pie Fragrance Oil

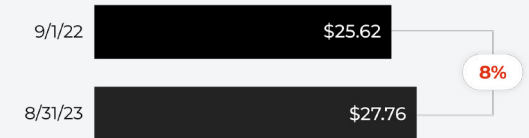


Product price changes

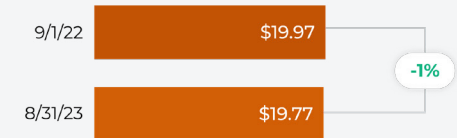
DripDrop Electrolyte Powder Packets



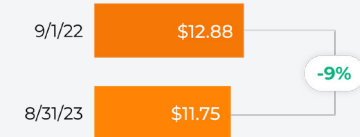
Presto! 308-Sheet Toilet Paper



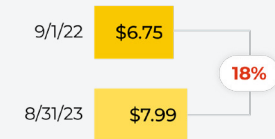
Physician's Choice Probiotics



OLLY Sleep Gummy



Pumpkin Pie Fragrance Oil



Patio, Lawn & Garden

Broadly speaking, demand for Patio, Lawn & Garden products hits annual peaks during the spring and summer months. In this cross-section of the category's most popular products, that generalization likely holds true for the Catchmaster Pest Trap, as its average price peaked in July and August.

Average product price by month



● In The Swim Pool Winterizing and Closing Chemical Kit



● Katchy Indoor Insect Trap



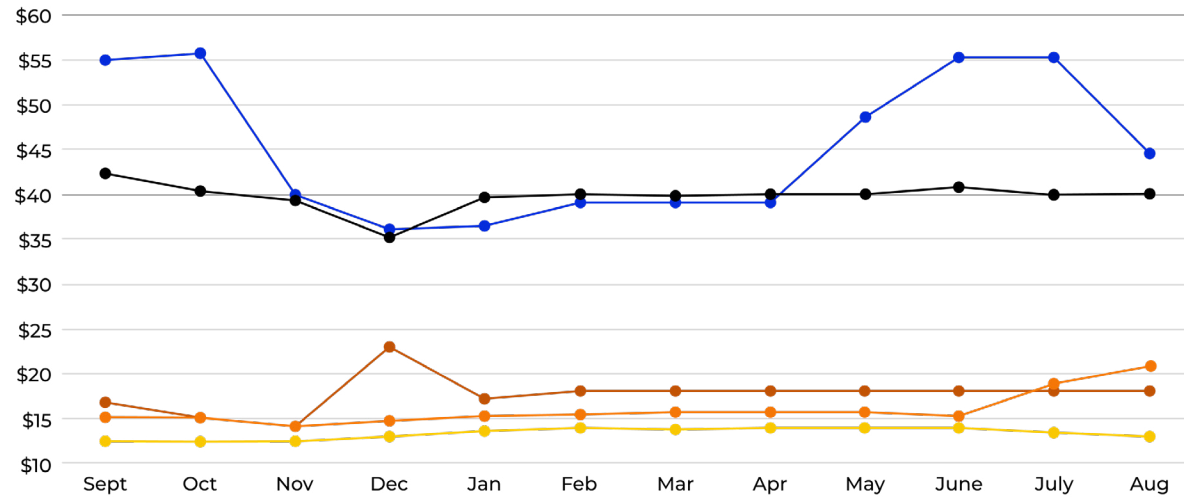
● Safer Brand Safer Home Indoor Plug Bug Trap



● Catchmaster Pest Trap



● TERRO Liquid Ant Killer



For a more in-depth look at the Patio, Lawn & Garden category, including keyword and product trends, category revenue, unit sales, and more, explore Jungle Scout Cobalt's [Amazon Category Snapshot](#).

Product price changes

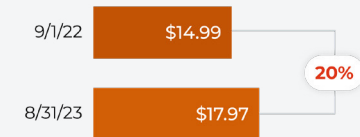
In The Swim Pool Winterizing and Closing Chemical Kit



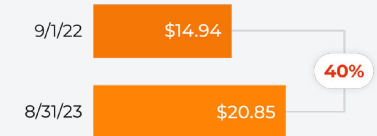
Katchy Indoor Insect Trap



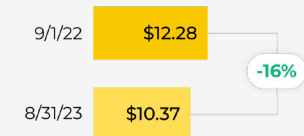
Safer Brand Safer Home Indoor Plug Bug Trap



Catchmaster Pest Trap



TERRO Liquid Ant Killer



Pet Supplies

Our sample group of popular pet products showed the least amount of price volatility over the past year, though the average product cost increased slightly — about 2% — between Sept. 1, 2022, and Aug. 31, 2023.

Average product price by month



● Purina ONE Natural Dry Dog Food



● Amazon Basics Dog and Puppy Pee Pads



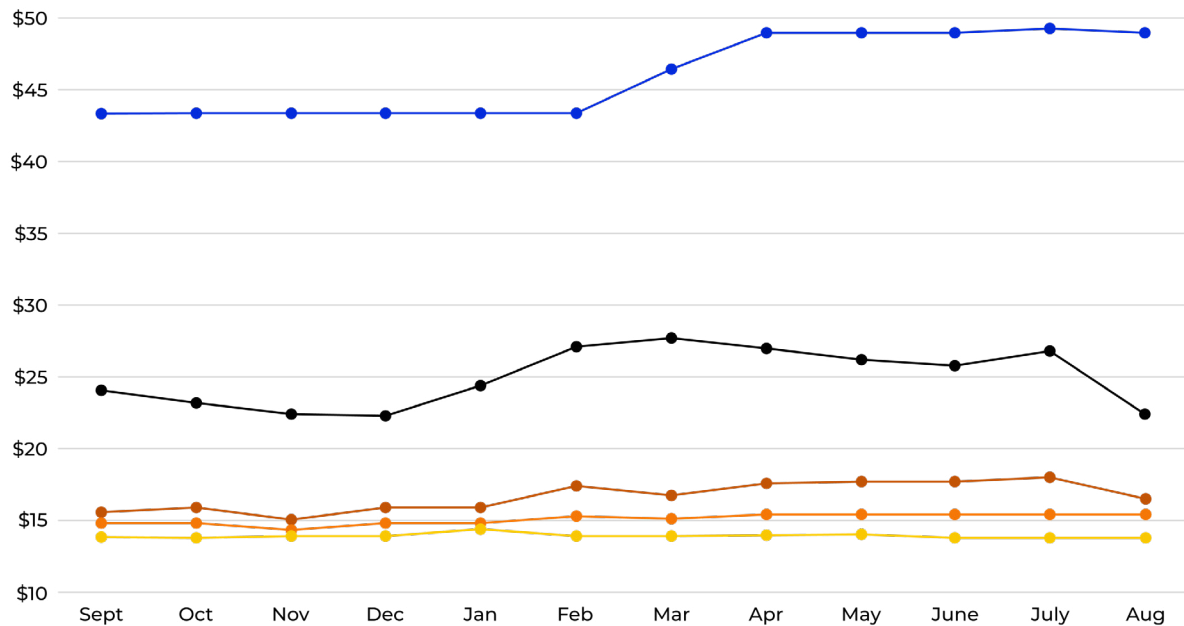
● GREENIES Pill Pockets Dog Treats



● TEMPTATIONS Crunchy and Soft Cat Treats



● Earth Rated Dog Poop Bags

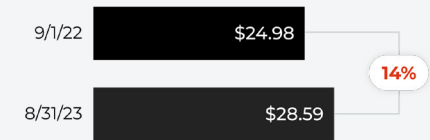


Product price changes

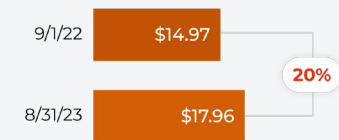
Purina ONE Natural Dry Dog Food



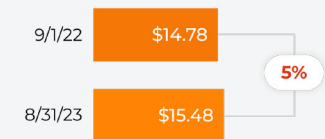
Amazon Basics Dog and Puppy Pee Pads



GREENIES Pill Pockets Dog Treats



TEMPTATIONS Crunchy and Soft Cat Treats



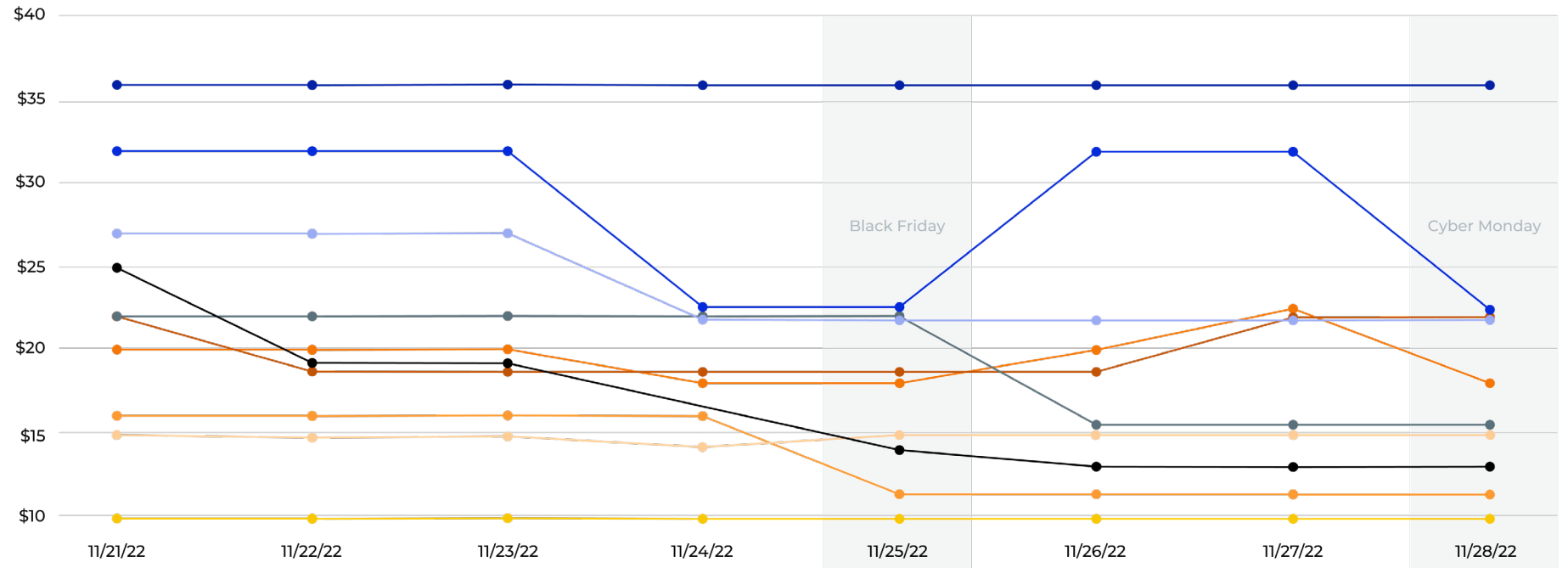
Earth Rated Dog Poop Bags



Black Friday & Cyber Monday 2022

A closer look at daily prices for some products featured in this chapter shows many of them were, in fact, priced significantly lower during the week of Black Friday and Cyber Monday in 2022.

The price of CRZ YOGA brand's leggings — which barely budged throughout the 12-month period included in our analysis — dropped nearly \$10. Still, a few products experienced no change, or dipped lower on only one of the two sale days.



CHAPTER 3

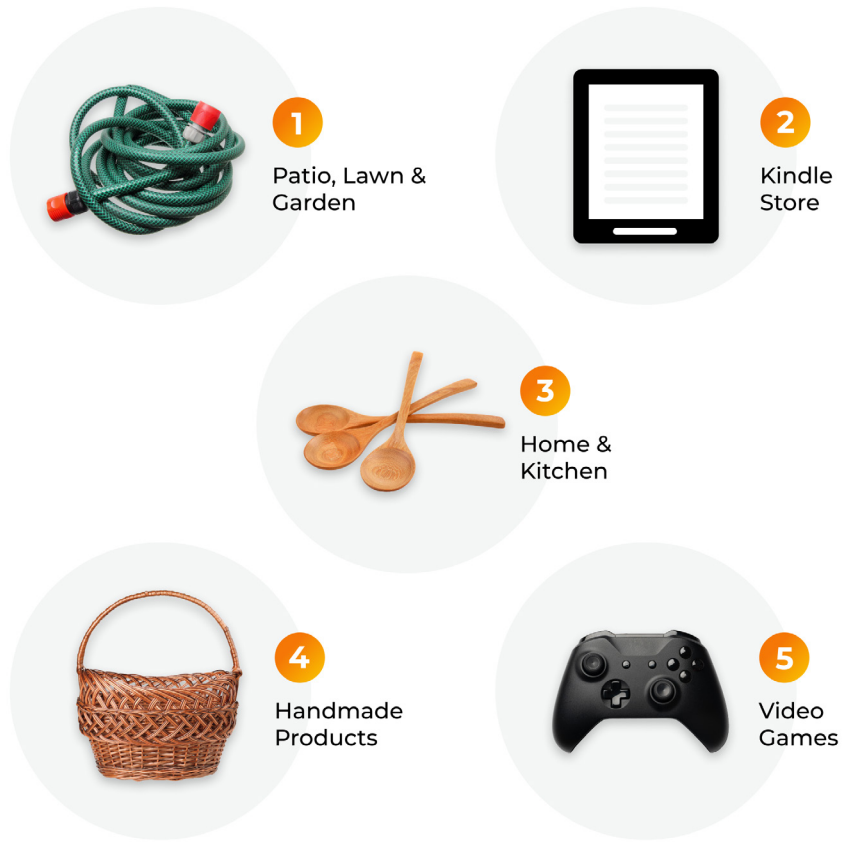
Category Trends

This chapter provides a high-level overview of trends based on average product price data for each of Amazon's product categories. Insights gleaned from this wide-angle lens provide context for evaluating the product-level data presented in Chapter 2.

Movers and shakers

Analysis of average product price data for listings in each of Amazon's product categories over the past three years provides broader context helpful to developing a comprehensive understanding of pricing trends. In 2021 and in 2022, this average increased for a majority of categories. Over the past year, that trend has reversed; the average product price decreased in 19 of the 29 categories between Aug. 1, 2022, and Aug. 1, 2023.

Categories with the largest *increase* in average product price

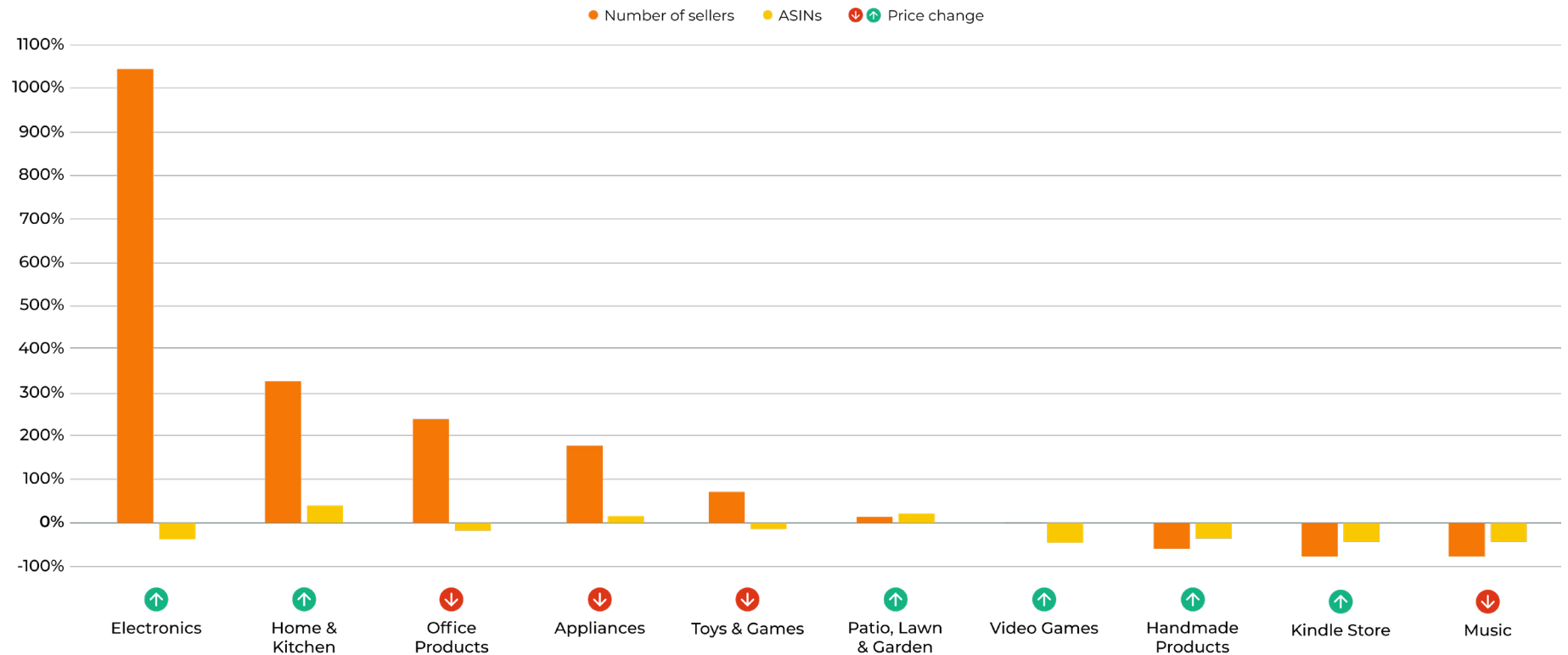


Categories with the largest *decrease* in average product price



Sellers and ASINs per category

As competition is one of many factors that can influence product prices, it can be helpful to consider the number of sellers and products when evaluating trends at the category level. The data below shows the corresponding change in number of sellers and product listings (ASINs) for the 10 categories in our movers and shakers list for the same 12-month time period (Aug. 1, 2022, to Aug. 1, 2023).



While a decline in the number of sellers in a particular category might be assumed to lead to higher prices (as it did in the Handmade Products and Kindle Store categories above), data shows this isn't a hard and fast truth — competition is just one of many factors that can influence product prices.

*Percentages represent the overall change in each category between Aug. 1, 2022, and Aug. 1, 2023.

What this means for sellers

Less pricing volatility in 2023 is good news for sellers, but it is still a critical metric to monitor. Sellers need to pay attention to all the factors that affect their pricing in order to prepare or respond accordingly.

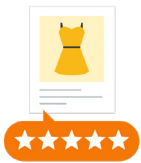
With this information, sellers can formulate pricing strategies that work best for their businesses — such as Amazon Lightning Deals or Prime Exclusive Discounts — and focus on improving their products' branding to increase perceived value through product packaging, infographics, and product videos.



Discounts. For example, the price of one of the products mentioned above, COSRX Snail Mucin Power Repairing Serum, increased significantly during Q4 compared to the rest of the year, which is likely due to increased demand. Sellers with competing products could run time-sensitive discounts such as lightning deals to increase sales.



Quality. Selling the same products as competitors without differentiating a product or brand will inevitably cause a price war, eventually deteriorating the niche and causing everyone to be unprofitable. Focusing instead on product quality and on providing a viable solution for your customers' problems allows you to command a higher price point and be less affected by lower-quality competition.



Reviews. Improving ratings and increasing reviews also adds more value and social proof to products, preventing brands from being affected by price fluctuations.

CHAPTER 4

About the Report

Methodology

Findings in this report are based on analysis of Jungle Scout data collected at the category level for a three-year time frame from August 2021 through August 2023, and at a product level from September 2022 through August 2023 in the U.S. marketplace. At the category level, it includes analysis of daily and monthly average product prices from all 29 of Amazon's product categories. At the product level, findings are based on analysis of daily pricing data for 150 best-selling products on Amazon across the marketplace's 15 most popular categories.

Using the data

We invite you to explore **Jungle Scout's 2023 Amazon Product Pricing report** and to share, reference, and publish the findings with attribution to "Jungle Scout" and a link to [this page](#).

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

About Jungle Scout

Jungle Scout is the leading all-in-one platform for ecommerce sellers, supporting more than \$50 billion in annual Amazon revenue. Founded in 2015 as the first Amazon product research tool, Jungle Scout today features a full suite of best-in-class business management solutions and powerful market intelligence resources to help entrepreneurs and brands manage their ecommerce businesses. Jungle Scout is headquartered in Austin, Texas, and supports 10 global Amazon marketplaces.