

Jungle Scout **COBALT**

Iconic Brands

on Amazon

↓ AMAZON DATA DOWNLOAD



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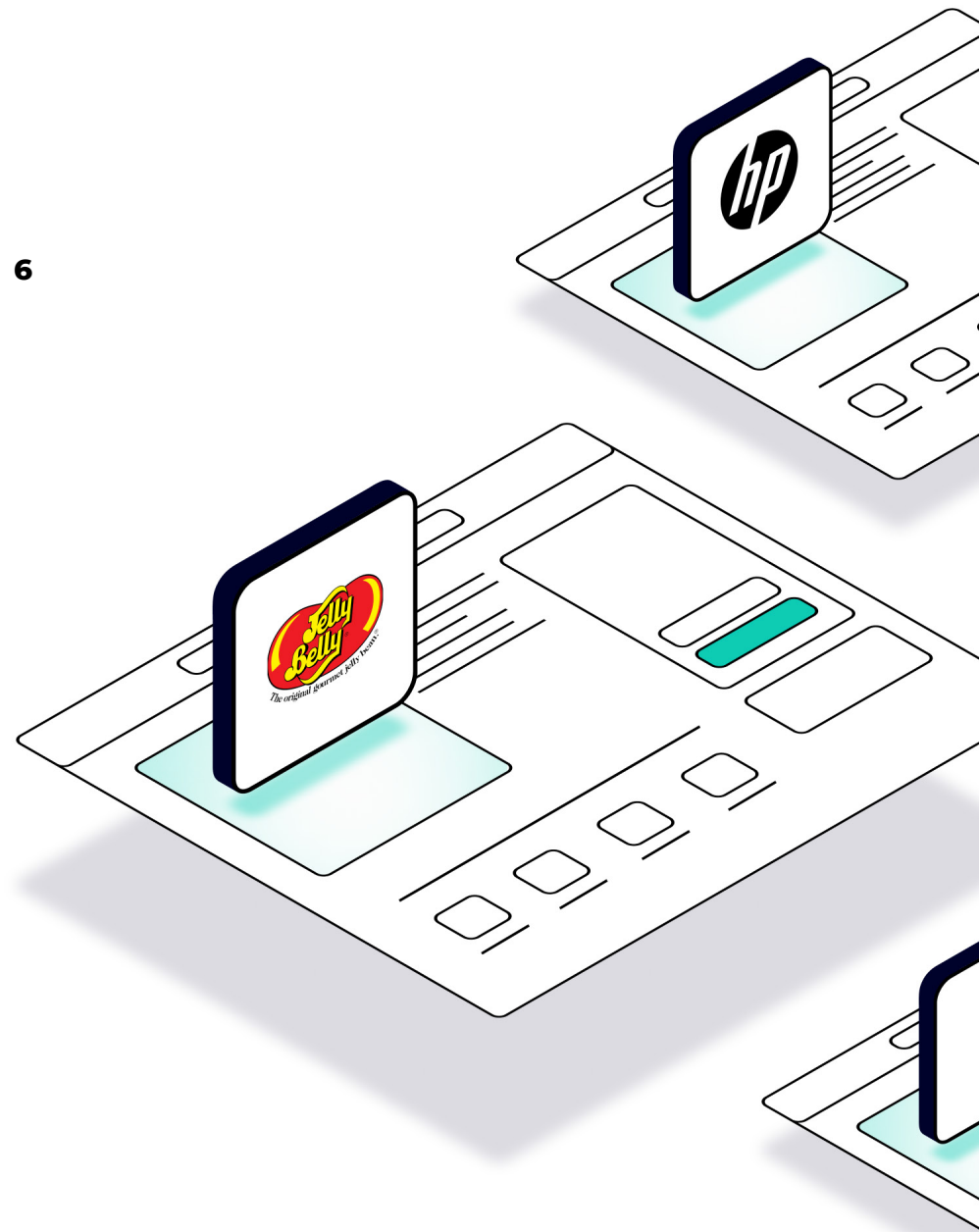
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Trends and Takeaways



Many well-known brands have experienced year-over-year sales decreases on Amazon,

as inflation impacts consumer spending and ecommerce expands to new channels.



Social media has a growing influence over ecommerce sales,

with more shoppers turning to social platforms over Amazon to search for products.



Brands are volleying for market share on Amazon,

with a significant number of leading brands experiencing year-over-year fluctuations of 10% or more.

Look for expert insight on these takeaways throughout the report.

CHAPTER 1

Iconic Brands on Amazon

Brands vary greatly in scope, from small, local brands to large, multinational parent companies. Some, however, transcend their niche to become synonymous with everyday life. This report focuses on the Amazon market penetration and performance of widely recognized brands – those defined as “iconic.”

What defines an “iconic brand”?

This report uses a few key criteria:

Widespread brand recognition across a broad range of consumer demographics, marketplaces, and product categories.

Consumer affinity that creates sticky brand loyalty and leads shoppers to trust and invest in the brand itself, not just singular products.

Ubiquity in everyday life, turning the brand into a fixture in the shopping habits of customers, whether its products are household staples or the accepted go-to for a niche need.

Cultural impact that makes the brand widely known and often-referenced (think brands that become synonymous with their product type, like Band-Aid for bandages or Kleenex for tissues).

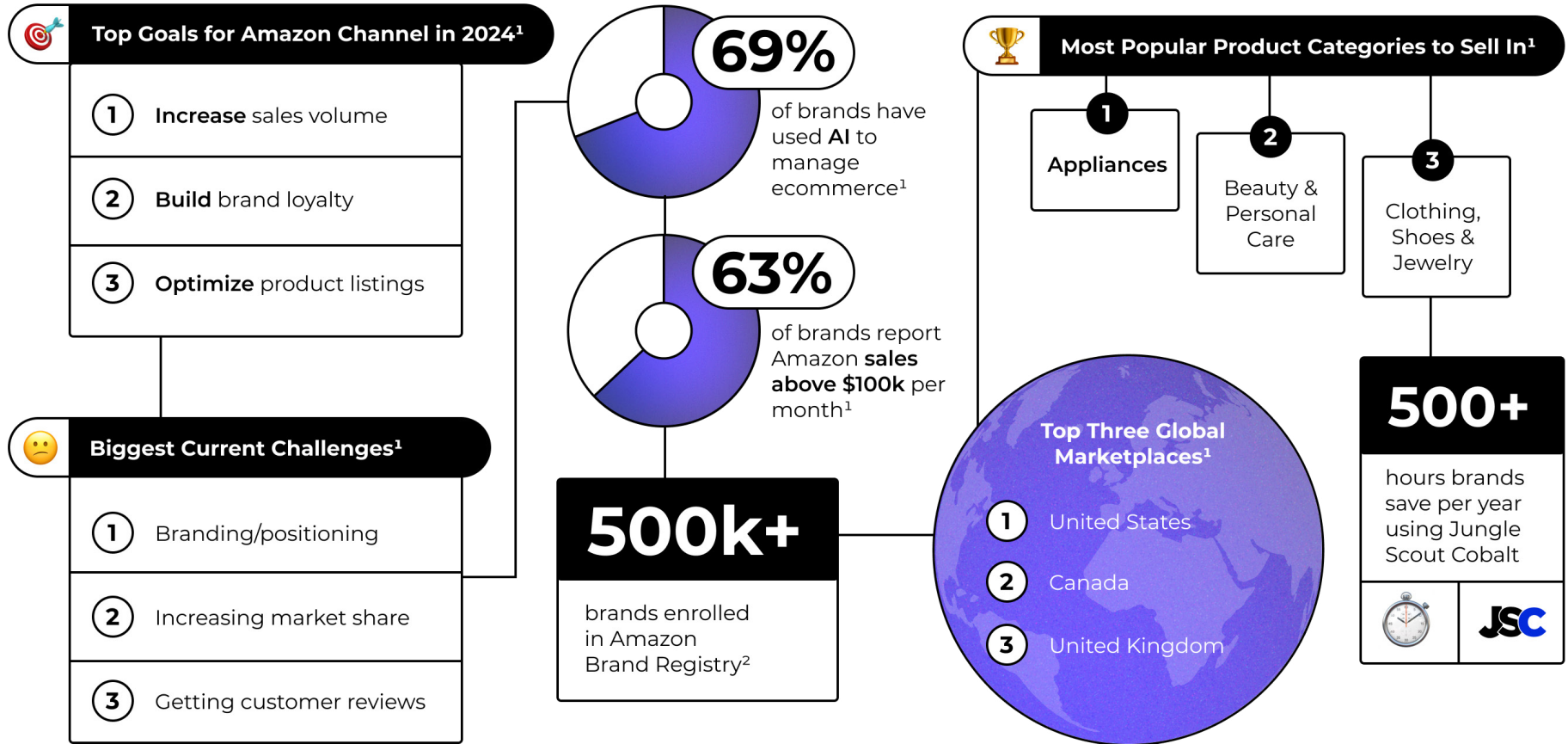
Sustained market presence that has weathered industry shifts and evolved alongside consumer demand over time.

Brands in this report

Click to jump to a brand page



Brands on Amazon: An overview



¹ Source: [Jungle Scout's 2024 State of the Amazon Seller Report](#) ² Source: [Amazon Brand Protection](#) ³ Source: [Jungle Scout customer surveys and case studies](#)



Get more data on strategies, profitability, investments, and more for brands selling on Amazon in 2024.

Grab your copy of [Jungle Scout's 2024 State of the Amazon Seller Report](#).

CHAPTER 2

Amazon Data Download: Iconic Brands on Amazon

This chapter explores Amazon sales, revenue, search, and other trends for 20 of the world's most iconic brands.

- Adidas
- Crocs
- Dermalogica
- Disney
- GE
- Gloria Vanderbilt
- Harley-Davidson
- HP
- Jelly Belly
- Lego
- Levi's
- Mattel
- Nike
- Nintendo
- North Face
- Revlon
- Samsung
- Skechers
- Stanley
- Yamaha





Adidas

Adidas has been making products for athletes since 1949 and is now the world's second-largest manufacturer of sportswear. Known for their signature "three stripes" branding, Adidas products include apparel, shoes, sports equipment, and more. While the brand's overall Amazon sales are relatively stable year-over-year, sales in some product categories – like exercise and fitness gear – grew more than 40%.

At a Glance

Overall Unit Sales

-1% YoY

Overall Revenue

-6% YoY

Avg. Product Price

+1% YoY

Growth Insights

Top Category on Amazon (by unit sales): Clothing, Shoes & Jewelry

In the last year, Adidas's market share in its top category has **decreased by 43%**

Sales of Adidas products in the Clothing, Shoes & Jewelry category **declined 21%** year-over-year

Other Amazon categories Adidas sells products in include **Sports & Outdoors**

Adidas owns **2.3% market share** in the Clothing, Shoes & Jewelry category; Its closest competitors in this category are Levi's (2.1%) and New Balance (2.5%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms

By search volume

Keyword	Search Volume*	YoY Trend
Adidas shoes men	8,224,328	↓ 6.2%
Adidas shoes women	4,746,687	↓ 21.6%
Adidas	3,844,170	↑ 13.3%
Adidas womens sneakers	3,819,678	↑ 358.1%
Adidas backpack	1,688,043	↓ 3.1%

**Note: Search volume data reflects search volume for February 9, 2023 - February 9, 2024. Year-over-year growth data reflects the period of February 9, 2023 - February 9, 2024, compared to the period of February 9, 2022 - February 8, 2023.*

Top Five Products

By unit sales

1		Adidas Men's Athletic Cushioned Crew Socks
2		Adidas Adilette Shower Slides for Kids
3		Adidas Defender Duffel Bag
4		Adidas Goletto VII Soccer Cleats
5		Adidas Starlancer Soccer Ball

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.



They're cushy, they're customizable, they're a little on the kooky side: they're Crocs. Crocs have become so undeniably iconic in such a relatively short amount of time that it's become hard to remember a world without them. The brand experienced rejuvenated popularity during the COVID-19 pandemic but has recently been dealing with a number of factors that are impacting sales – including acquisitions and a crackdown on unauthorized “gray market sales” on channels like Amazon.

At a Glance

Overall Unit Sales

-39% YoY

Overall Revenue

-42% YoY

Avg. Product Price

-7% YoY

Growth Insights

Top Category on Amazon (by unit sales): Clothing, Shoes & Jewelry

In the last year, Crocs' market share in its top category has declined by **40%**

All of Crocs' products fall within Amazon's **Clothing, Shoes & Jewelry** category

Crocs owns **1.3% market share** in the Clothing, Shoes & Jewelry category; Its closest competitors in this category are Reebok (1%) and Columbia (1.4%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms

By search volume

Keyword	Search Volume*	YoY Trend
Crocs	43,837,169	↑ 11.4%
Crocs womens	21,580,209	↑ 32.8%
Crocs mens	14,065,796	↑ 38.3%
Crocs for kids	5,940,228	↑ 2.2%
Crocs sandals women	4,505,623	↑ 125.3%

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Top Five Products

By unit sales

1		Crocs Adult Classic Clogs
2		Crocs Kids' Classic Clogs
3		Crocs Adult Lined Clogs
4		Crocs Adult Literide 360
5		Crocs Kids' Crocband Clog

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.

dermalogica

Dermalogica

Dermalogica has been making waves in the skincare industry for nearly 40 years – and, according to Amazon sales data, it's still going strong. The brand's catalog features moisturizers, exfoliants, anti-aging products, and more to help consumers care for their skin from head to toe.

[Learn more about other leading brands in Amazon's Skin Care market with our Beauty & Personal Care Products Category Snapshot.](#)

At a Glance

Overall Unit Sales

+45% YoY

Overall Revenue

+59% YoY

Avg. Product Price

+1% YoY**Growth Insights****Top Category on Amazon (by unit sales): Beauty & Personal Care**

In the last year, Dermalogica's market share in the Beauty & Personal Care category declined by **22%**

All of Dermalogica's products fall within Amazon's **Beauty & Personal Care** category

Dermalogica owns **.13% market share** in the Beauty & Personal Care category; Its closest competitors in this category are Lancôme (.13%) and Redken (.13%)


Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms*By search volume*

Keyword	Search Volume*	YoY Trend
Dermalogica	663,904	↓ 8.7%
Dermalogica daily microfoliant	135,451	↑ 42.5%
Dermalogica cleanser	92,637	↑ 4,015.4%
Dermalogica moisturizer for face	58,755	↓ 25.3%
Dermalogica moisturizer	46,616	↑ 4,538.4%

**Note: Search volume data reflects search volume for February 9, 2023 - February 9, 2024. Year-over-year growth data reflects the period of February 9, 2023 - February 9, 2024, compared to the period of February 9, 2022 - February 8, 2023.*

Top Five Products*By unit sales*

1		Dermalogica Daily Microfoliant Face Scrub
2		Dermalogica Special Cleansing Gel
3		Dermalogica Intensive Moisture Balance Face Moisturizer
4		Dermalogica Discover Healthy Skin Kit
5		Dermalogica Precleanse Oil Cleanser

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.



Given Disney's time-tested popularity and massive global reach, it's not surprising that the brand's Amazon catalog is expansive. Clothing, books, cell phone cases, collectibles – name a product, and there's a good chance you'll find a Disney-branded version: the brand's Amazon catalog spans over half of the available product categories.

At a Glance

Overall Unit Sales

+22% YoY

Overall Revenue

+27% YoY

Avg. Product Price

+1% YoY

Growth Insights

Top Category on Amazon (by unit sales): Toys & Games

In the last year, Disney's market share in the Toys & Games category has decreased by **22%**

Sales of Disney products in the Toys & Games category grew **25% year-over-year**

Other Amazon categories Disney sells products in include **Arts, Crafts & Sewing; Baby Products; Beauty & Personal Care; Books;** and more

Disney owns **.29% market share** in the Toys & Games category; Its closest competitors in this category are National Geographic (.28%) and LeapFrog (.3%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms

By search volume

Keyword	Search Volume*	YoY Trend
Disney	3,745,939	↓ 12.7%
Disney shirts for women	2,046,180	↓ 21.8%
Disney ears	1,902,924	↑ 186.2%
Disney shirts	1,794,458	↑ 38.6%
Loungefly disney backpack	1,172,112	↓ 37.9%

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Top Five Products

By unit sales

1		Disney Fantasy Gown Nightgown
2		Disney Interactive Talking Jessie Toy
3		Disney Encanto Jaguar Plush
4		Disney Ariel Classic Doll
5		Disney Moana Pua Plush

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.



GE

It's hard to top General Electric's brand history, which traces back to Thomas Edison. Built on the innovation that delivered the light bulb, GE has since expanded into one of the most well-known multinational corporations in the world. On Amazon, GE sells appliances, home security products, power and charging cables, home entertainment tech, and more.

At a Glance

Overall Unit Sales

+16% YoY

Overall Revenue

+5% YoY

Avg. Product Price

+2% YoY

Growth Insights

Top Category on Amazon (by unit sales): Tools & Home Improvement

In the last year, GE has grown its market share in its top category by **14%**

Sales of GE products in the Tools & Home Improvement category grew **28%** year-over-year

Other Amazon categories GE sells products in include **Appliances; Automotive; Electronics; Tools & Home Improvement;** and more

GE owns **.4% market share** in the Tools & Home Improvement category; Its closest competitors in this category are Ravinte (.4%) and Filterbuy (.4%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms

By search volume

Keyword	Search Volume*	YoY Trend
GE water filters for refrigerators	303,941	↑ 32.4%
GE profile opal 2.0 nugget ice maker	125,751	↑ 1.2%
GE opal 2.0 nugget ice maker	109,027	↓ 11.5%
GE xwfe refrigerator water filter	98,763	↑ 624.8%
GE microwave	94,938	↑ 7.5%

**Note: Search volume data reflects search volume for February 9, 2023 - February 9, 2024. Year-over-year growth data reflects the period of February 9, 2023 - February 9, 2024, compared to the period of February 9, 2022 - February 8, 2023.*

Top Five Products

By unit sales

1		GE Refrigerator Water Filter (multiple types)
2		GE LED Night Light 2-Pack
3		GE 6-Outlet Extender Wall Tap
4		GE 2 Slot Stainless Steel Toaster
5		GE 3-Outlet Extension Cord

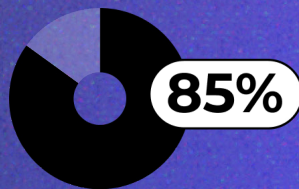
Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.

AMAZON EXPERT INSIGHTS

Ecommerce expansion and sales impact

Many well-known brands have experienced declining Amazon sales over the past 12 months. Of the brands featured in this report, 40% saw sales decline on Amazon year-over-year.

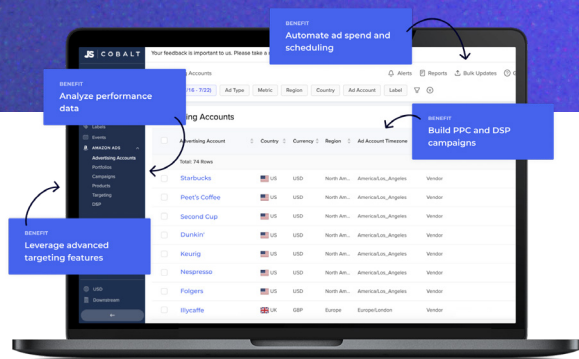
There are several factors that may be leading to reduced sales on Amazon. Ongoing concerns about inflation have many shoppers gravitating to private label brands to save money.



85% of consumers say their spending has been affected by inflation.

Source: [Jungle Scout Consumer Trends Report](#)

As social media channels and leading retailers bolster their ecommerce presence, brands face new challenges in balancing promotional efforts across more platforms.



Brands use Jungle Scout Cobalt's Ad Accelerator feature to automate ad spend, schedule campaigns, adjust bids, reallocate budgets, and more.

[Learn more](#)

Amazon businesses of all sizes list expanding to new ecommerce platforms and online channels as top priority in 2024.

Source: [Jungle Scout 2024 State of the Amazon Seller Report](#)

What can brands do?

With marketing budgets stretched across more channels, brands can boost the ROI of their Amazon efforts by using advertising assets in multiple places and by using automation to optimize PPC bids without time-consuming manual adjustments.

EXPERT TIP

“Get a 2-for-1 with your Amazon marketing efforts. By focusing on shoppable videos from Amazon Influencers and asking them for the raw file, not only will the video appear on their Storefront and your product detail page, but you can then use that same video on your website, Amazon Store, and more, stretching the value of your investment.”



Tanner Rankin

Founder, [Source Approach](#)



Gloria Vanderbilt

Gloria Vanderbilt started her fashion empire – and launched the entire designer jean industry – with a single line of jeans. Now, her namesake brand includes a range of denim lines as well as tops. While the brand's sales in Amazon's Clothing category declined year-over-year, sales across its full catalog - which includes products like its eau de toilette spray - grew modestly.

At a Glance

Overall Unit Sales

+4% YoY

Overall Revenue

+18% YoY

Avg. Product Price

+3% YoY

Growth Insights

Top Category on Amazon (by unit sales): Clothing, Shoes & Jewelry

In the last year, Gloria Vanderbilt has grown market share in its top category by **280%**

Sales of Gloria Vanderbilt products in the Clothing, Shoes & Jewelry category decreased **9%** year-over-year

Gloria Vanderbilt also sells products in Amazon's **Beauty & Personal Care** category

Gloria Vanderbilt owns **.47% market share** in the Clothing, Shoes & Jewelry category; Its closest competitors in this category are Hey Dude (.46%) and Hanes (.47%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms

By search volume

Keyword	Search Volume*	YoY Trend
Gloria Vanderbilt amanda jeans for women	615,761	↑ 227.3%
Gloria Vanderbilt amanda jeans	349,192	↑ 400.4%
Gloria Vanderbilt jeans	302,091	↓ 15.4%
Gloria Vanderbilt capris for women	216,794	↑ 147.8%
Amanda jeans by Gloria Vanderbilt	187,140	↓ 7.9%

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Top Five Products

By unit sales

1		Gloria Vanderbilt Classic Amanda High Rise Jean
2		Gloria Vanderbilt Amanda Basic Jean Short
3		Gloria Vanderbilt Amanda Capri
4		Gloria Vanderbilt Eau de Toilette
5		Gloria Vanderbilt Short Length Frisco Jeans

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.



Harley-Davidson

As generations of bikers have become brand loyalists, Harley-Davidson's famous orange-and-black logo has spread to everything from lighters to shoes. Despite a year-over-year dip in Amazon sales, Harley-Davidson's popularity is still revving along: In 2023, the brand raked in well over \$10 million in revenue on Amazon.

At a Glance

Overall Unit Sales

-16% YoY

Overall Revenue

-18% YoY

Avg. Product Price

+5% YoY

Growth Insights

Top Category on Amazon (by unit sales): Clothing, Shoes & Jewelry

In the last year, Harley-Davidson has grown its market share in its top category by **18%**

Sales of Harley-Davidson products in the Clothing, Shoes & Jewelry category grew **27%** year-over-year

Other Amazon categories that Harley-Davidson sells products in include **Arts, Crafts & Sewing; Automotive; Beauty & Personal Care; Home & Kitchen; Toys & Games;** and more

Harley-Davidson owns **.02% market share** in the Clothing, Shoes & Jewelry category; It's closets competitors in this category are Silkworld (.02%) and Sanuk (.02%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms

By search volume

Keyword	Search Volume*	YoY Trend
Harley Davidson gifts for men	1,274,724	↓ 21.8%
Harley Davidson	978,223	↓ 16.5%
Harley Davidson shirts for men	919,303	↓ 24.8%
Harley Davidson accessories	584,073	↑ 1.7%
Harley Davidson boots for men	392,772	↓ 14.6%

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Top Five Products

By unit sales

1		Harley-Davidson Men's Lightning Crest Sweatshirt
2		Harley-Davidson Men's Orange Bar & Shield T-Shirt
3		Harley-Davidson Men's Zippered Sweatshirt
4		Harley-Davidson Men's Eagle Piston Long Sleeve Shirt
5		Harley-Davidson Men's UltraDri Riding Socks

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.



Founded as Hewlett-Packard in a Palo Alto garage, HP is now one of the world's largest global PC retailers. Since Hewlett-Packard split into two entities in 2015, HP specializes in personal computers, gaming PCs, printers (including 3D printers), and printer supplies. The brand's sales are up almost 20% on Amazon year-over-year.

HP uses Jungle Scout Cobalt to drive sales and grow share of voice on Amazon.

"Cobalt is a valuable tool for any brand. We've achieved a boost in conversion rates and 5% share of voice growth with Cobalt."

- Marie Lawson, Retail Media Manager, HP

[Book a demo](#)

At a Glance

Overall Unit Sales

+17% YoY

Overall Revenue

+10% YoY

Avg. Product Price

-13% YoY

Growth Insights

Top Category on Amazon (by unit sales): Computers & Accessories

In the last year, HP's market share in its top category has declined by **3%**

Sales of HP products in the Computers & Accessories category grew **36%** year-over-year

Other Amazon categories that HP sells products in include **Electronics and Office Products**

HP owns **14% market share** in the Computers & Accessories category; its closest competitors in this market are Dell (11%) and Apple (17%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms

By search volume

Keyword	Search Volume*	YoY Trend
HP laptops	3,612,723	↑ 16.2%
HP laptop	1,473,661	↓ 8.2%
HP printer	1,326,373	↓ 14.3%
HP ink 63	847,864	↑ 2.4%
HP ink 67	806,851	↑ 28.7%

**Note: Search volume data reflects search volume for February 9, 2023 - February 9, 2024. Year-over-year growth data reflects the period of February 9, 2023 - February 9, 2024, compared to the period of February 9, 2022 - February 8, 2023.*

Top Five Products

By unit sales

1		HP Printer Ink Cartridges (multiple types)
2		HP 320 FHD Webcam
3		HP DeskJet 2755e Printer
4		HP OfficeJet 8015e Wireless Printer
5		HP Sprocket Sticky Back Photo Paper

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.



Jelly Belly

Jelly Belly has been a staple of candy stashes for over 100 years – and the brand has been making its most famous treat for nearly 50 years. Jelly Belly's Amazon store is a colorful candyland, filled with everything from gift sets to licorice to games – and, of course, the flavorful little jelly beans that have become synonymous with the brand's name. The sweet sampling is tough to resist: Jelly Belly's Amazon sales are up more than 30% year-over-year.

At a Glance

Overall Unit Sales

+33% YoY

Overall Revenue

+31% YoY

Avg. Product Price

+<1% YoY

Growth Insights

Top Category on Amazon (by unit sales): Grocery & Gourmet Food

In the last year, Jelly Belly's market share in its top category declined **25%**

Sales of Jelly Belly products in the Grocery & Gourmet Food category remained steady year-over-year, decreasing less than **1%**

Jelly Belly also sells products in Amazon's **Home & Kitchen category**

Jelly Belly owns **.004% market share** in the Grocery & Gourmet Food category; Its closest competitors in this category are O2 (.004%) and Lindor (.004%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms

By search volume

Keyword	Search Volume*	YoY Trend
Jelly Belly	697,134	↑ 17.8%
Jelly Belly beans	215,079	↑ 38.2%
Jelly Belly jelly beans	35,052	↑ 21.2%
Jelly Belly easter	12,178	↑ 309.2%
Jelly Belly dispenser	9,978	↑ 19.7%

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Top Five Products

By unit sales

1		Jelly Belly French Vanilla Jelly Beans
2		Jelly Belly Cotton Candy Jelly Beans
3		Jelly Belly Bulk Mango Jelly Beans
4		Jelly Belly Licorice Jelly Beans
5		Jelly Belly BeanBoozled Gift Box

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.



LEGO

LEGO has been in its bounceback era for nearly two decades. Its bold decision to step into new markets like video games and even the silver screen has created one of the most impressive brand rejuvenations in history, securing LEGO's status as a leading toy company. Clearly, today's consumers are glad things played out this way: Sales of LEGO products are up almost 25% on Amazon in the last year.

[Learn about other leading brands in Amazon's Toys & Games market with our Toys, Games & Baby Products Data Download report.](#)

At a Glance

Overall Unit Sales

+23% YoY

Overall Revenue

+18% YoY

Avg. Product Price

+6% YoY

Growth Insights

Top Category on Amazon (by unit sales): Toys & Games

In the last year, LEGO's market share in its top category has declined by **5%**

Sales of LEGO products in the Toys & Games category grew **35%** year-over-year

Other Amazon categories that LEGO sells products in include **Arts, Crafts & Sewing; Clothing, Shoes & Jewelry; Home & Kitchen; Pet Supplies**, and more

LEGO owns **5% market share** in the Toys & Games category; Its closest competitors in this category are DJI(2%) and Melissa & Doug (1.4%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms

By search volume

Keyword	Search Volume*	YoY Trend
Lego	36,119,488	↑ 28.8%
Lego sets	16,530,336	↑ 63.3%
Legos	11,359,486	↑ 34.3%
Lego star wars	8,375,178	↓ 22.3%
Lego flowers	5,357,840	↑ 72.0%

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Top Five Products

By unit sales

1		LEGO Icons Orchid Building Set
2		LEGO Creator 3 in 1 Mighty Dinosaur
3		LEGO Icons Flower Bouquet Building Set
4		LEGO Icons Succulents Building Set
5		LEGO Ideas The Insect Collection

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.

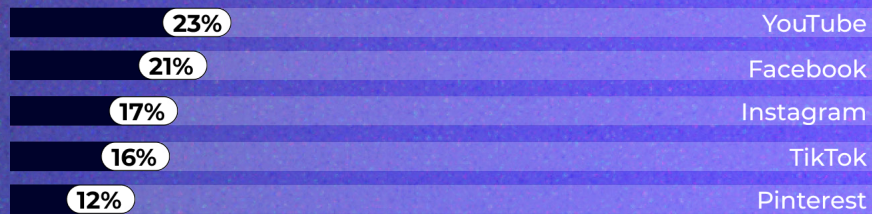
AMAZON EXPERT INSIGHTS

The growing influence of social media

Social media has a growing influence over ecommerce sales. For brands that master social or get lucky with viral content, this can lead to big gains.

Consumers are increasingly turning to social media channels – instead of Amazon – to begin their shopping journeys.

When consumers shop online, where do they start their search?



Source: *Jungle Scout Consumer Trends Report*

This trend has many Amazon brands and sellers expanding their footprint on social media – particularly TikTok, which has been rapidly growing in the ecommerce space since introducing its Shop feature.

20% of Amazon brands and sellers plan to expand to TikTok Shop in 2024.

Source: *Jungle Scout 2024 State of the Amazon Seller Report*

What can brands do?

Partner with influencers, run social media ad campaigns that link to Amazon listings, or create video content to drive awareness. Brands should also keep a close eye on Amazon search trends to see how social media is impacting the way shoppers find their products and competitors.

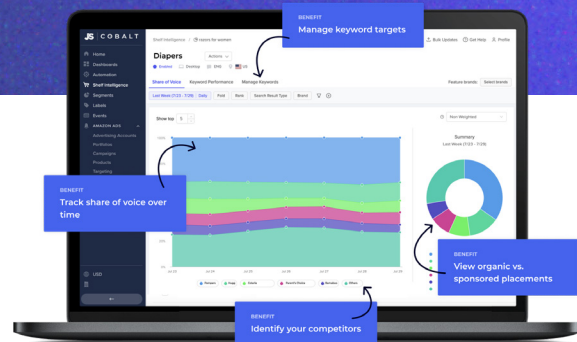
EXPERT TIP

“Social media use has skyrocketed, creating more opportunities for brands to promote products on channels like Instagram, TikTok, and Pinterest. It’s also changing how consumers shop online – a change that all brands need to react to in 2024.”



Eva Hart

Brand Owner, [Couple's Coffee](#) and [Fantaswick](#)



Brands use Jungle Scout Cobalt’s Digital Shelf Analytics feature to track share of voice and keyword trends for their products and competitors on Amazon.

[Learn more](#)



Levi Strauss & Co.

As the inventor of the modern blue jean, there's no doubt Levi Strauss & Co. is an iconic brand. In recent years, demand for Levi's products has been impacted by consumer price sensitivity – both in direct-to-consumer channels as well as through retailers like Target, Macy's, and others. Amazon data reflects these challenges, with sales down almost 40% year-over-year. Levi's market share on Amazon has also declined, leading to lower visibility and sales.

At a Glance

Overall Unit Sales

-39% YoY

Overall Revenue

-37% YoY

Avg. Product Price

-3% YoY

Growth Insights

Top Category on Amazon (by unit sales): Clothing, Shoes & Jewelry

In the last year, Levi's market share in its top category has declined by **79%**

All of Levi's products fall within Amazon's **Clothing, Shoes & Jewelry** category

Levi's owns **2% market share** in the Clothing, Shoes & Jewelry category; Its closest competitors in this category are Adidas (2.3%) and Under Armour (2%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms

By search volume

Keyword	Search Volume*	YoY Trend
Levi's jeans for women	2,691,726	↓ 21.7%
Levi's womens jeans	1,962,025	↑ 1268.4%
Levi's	1,582,792	↑ 18.5%
Levi's 501 men original	1,293,312	↑ 17.6%
Levi's 501 women's jeans	1,094,751	↑ 360.3%

**Note: Search volume data reflects search volume for February 9, 2023 - February 9, 2024. Year-over-year growth data reflects the period of February 9, 2023 - February 9, 2024, compared to the period of February 9, 2022 - February 8, 2023.*

Top Five Products

By unit sales

1		Levi's Men's 501 Original Fit Jeans
2		Levi's Men's 505 Regular Fit Jeans
3		Levi's Men's 559 Relaxed Straight Jeans
4		Signature by Levi Strauss & Co. Gold Label Women's Skinny Jeans
5		Signature by Levi Strauss & Co. Gold Label Men's Relaxed Fit Jeans

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.



In 1945, the founders of Mattel couldn't have imagined that what started as a picture frame business would ultimately ascend to the top of the toy market. Today, Mattel's brand family is practically legendary, with such names as Hot Wheels, Fisher-Price, UNO, and the iconic little doll that took the big screen by storm: **Barbie**. Mattel had a big year in 2023, and it shows: Amazon sales are up more than 40% year-over-year.

At a Glance

Overall Unit Sales	Overall Revenue	Avg. Product Price
+41% YoY	+27% YoY	+10% YoY

Growth Insights

Top Category on Amazon (by unit sales): Toys & Games
In the last year, Mattel has grown market share in its top category by 6%
Sales of Mattel products in the Toys & Games category grew 42% year-over-year
Other Amazon categories Mattel sells products in include Home & Kitchen and Clothing, Shoes & Jewelry
Mattel owns .4% market share in the Toys & Games category; Its closest competitors in this category are Nerf (.3%) and Learning Resources (.4%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms

By search volume

Keyword	Search Volume*	YoY Trend
Barbie dolls	10,680,784	↑ 37.2%
Hot wheels	6,220,191	↓ 9.9%
Barbie	5,640,364	↓ 63.4%
Hot wheels track set	2,788,232	↑ 25.8%
Barbie dream house	2,759,986	↓ 6.6%

**Note: Search volume data reflects search volume for February 9, 2023 - February 9, 2024. Year-over-year growth data reflects the period of February 9, 2023 - February 9, 2024, compared to the period of February 9, 2022 - February 8, 2023.*

Top Five Products

By unit sales

1		Hot Wheels Toy Cars & Trucks 10-Set
2		Barbie Pup Adoption Playset
3		Monster High Draculaura Ballgown Doll
4		Monster High Frankie Stein Doll
5		UNO Super Mario Card Game

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.



Nike's brand visibility is so strong that a mere glimpse of its trademark swoosh is all it takes for consumers to instantly recognize its products. Those products have broad appeal, too – from sneakerheads to everyday consumers trying to stay active to the host of professional athletes that use (and promote) the brand. A 5% average price decrease may have helped Nike gain traction with cost-conscious shoppers in 2023: The brand's sales grew more than 25% year-over-year.

At a Glance

Overall Unit Sales

+27% YoY

Overall Revenue

+27% YoY

Avg. Product Price

-5% YoY

Growth Insights

Top Category on Amazon (by unit sales): Clothing, Shoes & Jewelry

In the last year, Nike has grown its market share in the Clothing, Shoes & Jewelry category by **81%**

Sales of Nike products in the Clothing, Shoes & Jewelry category grew **83%** year-over-year

Other Amazon categories that Nike sells products in include **Sports & Outdoors**

Nike owns **2% market share** in the Clothing, Shoes & Jewelry category; Its closest competitors in this category are Skechers (2%) and Under Armour (2%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms

By search volume

Keyword	Search Volume*	YoY Trend
Nike shoes men	10,798,756	↓ 0.1%
Nike socks	10,727,998	↑ 103.6%
Nike	9,531,028	↑ 31.3%
Nike shoes women	9,253,480	↓ 3.3%
Nike shoes	6,465,155	↑ 82.3%

**Note: Search volume data reflects search volume for February 9, 2023 - February 9, 2024. Year-over-year growth data reflects the period of February 9, 2023 - February 9, 2024, compared to the period of February 9, 2022 - February 8, 2023.*

Top Five Products

By unit sales

1		Nike Kids' Everyday Cushion Crew Socks
2		Nike Women's Pro 3 Training Shorts
3		Nike Essentials Volleyball Knee Pads
4		Nike Men's Pullover Club Hoodie
5		Nike Streak Volleyball Knee Pad

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.



Nintendo

Nintendo skyrocketed to “household name” status in 1985 when it released the NES and arguably launched the modern era of video games. From Mario and Metroid to the Konami Code, the brand has since made more than its fair share of iconic contributions to pop culture. On Amazon, the Switch leads in sales and searches for Nintendo.

At a Glance

Overall Unit Sales

-17% YoY

Overall Revenue

-17% YoY

Avg. Product Price

+12% YoY

Growth Insights

Top Category on Amazon (by unit sales): Video Games

In the last year, Nintendo's market share in its top category has declined by **35%**

Sales of Nintendo products in the Video Games category decreased **22%** year-over-year

Other Amazon categories that Nintendo sells products in include **Clothing, Shoes & Jewelry; Home & Kitchen; Toys & Games;** and more

Nintendo owns **13% market share** in the Video Games category; Its closest competitors in this market are Logitech (7%) and PlayStation (18%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms




By search volume

Keyword	Search Volume*	YoY Trend
Nintendo Switch	19,980,950	↓ 30.6%
Nintendo Switch games	18,735,601	↑ 101.5%
Nintendo Switch controller	8,819,491	↑ 2.3%
Nintendo Switch accessories	4,335,371	↑ 16.3%
Nintendo Switch case	4,151,785	↓ 5.7%

**Note: Search volume data reflects search volume for February 9, 2023 - February 9, 2024. Year-over-year growth data reflects the period of February 9, 2023 - February 9, 2024, compared to the period of February 9, 2022 - February 8, 2023.*

Top Five Products

By unit sales

1		Nintendo eShop Gift Card
2		The Legend of Zelda: Tears of the Kingdom (Switch)
3		Nintendo Switch Pro Controller
4		Nintendo Switch with Blue and Red Joy-Con
5		Splatoon 3 (Switch)

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.



The North Face

The North Face has been creating products for outdoor enthusiasts since 1966. In 2023, however, the brand's parent company reported significant revenue losses and struggling sales even during the busy holiday shopping season. The North Face dealt with a similar trend on Amazon last year, with sales dropping more than 30%.

At a Glance

Overall Unit Sales

-33% YoY

Overall Revenue

-33% YoY

Avg. Product Price

-5% YoY

Growth Insights

Top Category on Amazon (by unit sales): Clothing, Shoes & Jewelry

In the last year, The North Face has grown its market share in its top category by **88%**

Sales of The North Face products in the Clothing, Shoes & Jewelry category decreased **34%** year-over-year

Other Amazon categories that The North Face sells products in include **Sports & Outdoors**

The North Face owns **.3% market share** in the Clothing, Shoes & Jewelry category; Its closest competitors in this category are Champion (.3%) and Panache (.3%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms

By search volume

Keyword	Search Volume*	YoY Trend
North Face jacket womens	3,116,943	↑ 3.2%
North Face jacket men	2,359,817	↓ 0.9%
North Face backpack	2,184,119	↓ 44.6%
The North Face	1,224,049	↑ 9.5%
North Face	1,205,707	↑ 11.5%

**Note: Search volume data reflects search volume for February 9, 2023 - February 9, 2024. Year-over-year growth data reflects the period of February 9, 2023 - February 9, 2024, compared to the period of February 9, 2022 - February 8, 2023.*

Top Five Products

By unit sales

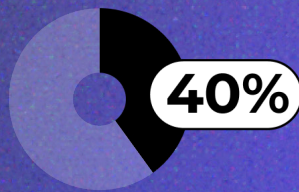
1		The North Face Women's Everyday Jester Laptop Backpack
2		The North Face Vault Everyday Laptop Backpack
3		The North Face Men's Thermoball Traction V Mule
4		The North Face Berkeley Field Bag
5		The North Face Women's Osito Fleece Jacket

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.

AMAZON EXPERT INSIGHTS

Ecommerce expansion and sales impact

Brands are vying for market share on Amazon. Of the brands featured in this report:



saw year-over-year market share

increases of 10% or more in their top

category, 45% saw year-over-year

decreases of 10% or more in their

top category

As competition grows, even longtime market leaders are experiencing significant fluctuations in market share and visibility.

Amazon businesses of all sizes list growing market share as both a top priority and a top challenge in 2024.

Source: *Jungle Scout 2024 State of the Amazon Seller Report*

What can brands do?

Additional brand awareness efforts are a worthwhile investment for growing or reclaiming market share. In addition to running Sponsored Brands campaigns targeting important keywords and top competitors, brands should invest time into optimizing brand consistency both on and off Amazon.

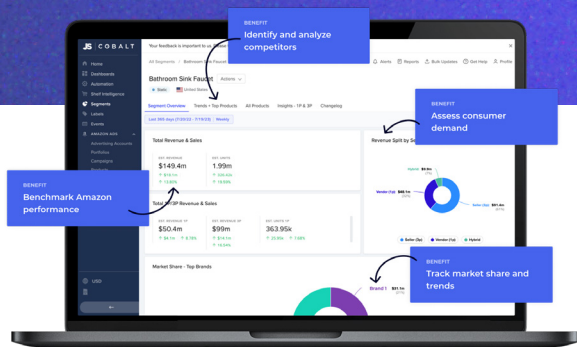
EXPERT TIP

“Consistency is key on Amazon. From optimizing your product listings to maintaining stellar customer service, staying consistent builds trust and loyalty, making your brand stand out in a crowded marketplace.”



Kunal Desai

Investment & Marketing Expert



Brands use Jungle Scout Cobalt's Market Intelligence feature to track market trends and find opportunities to stand out against competitors.

[Learn more](#)

REVLON

Revlon

Revlon tapped its way into retail history in 1932 when it launched the first-ever opaque nail enamel to the market. On the tips of that success, it grew into a behemoth of the beauty industry, expanding into cosmetics and more. Although Revlon's sales were down 5% on Amazon last year, it's worth noting that the brand rebounded from a bankruptcy in 2023 and grew its sales overall across all selling channels.

[Learn about other leading brands in Amazon Beauty market with our Beauty Products Data Download Report.](#)

At a Glance

Overall Unit Sales

-5% YoY

Overall Revenue

-2% YoY

Avg. Product Price

+4% YoY

Growth Insights

Top Category on Amazon (by unit sales): Beauty & Personal Care

In the last year, Revlon's market share in its top category has decreased by **31%**

Sales of Revlon products in the Beauty & Personal Care category decreased **29%** year-over-year

Other Amazon categories that Revlon sells products in include **Clothing, Shoes & Jewelry, and Health & Household**

Revlon owns **.5% market share** in the Beauty & Personal Care category; Its closest competitors in this category are Aveda (.5%) and Nutrafol (.5%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms

By search volume

Keyword	Search Volume*	YoY Trend
Revlon hair dryer brush blow dryer in one	1,924,859	↓ 6.6%
Revlon hair dryer brush	731,380	↑ 359.8%
Revlon colorstay lipstick	724,289	↑ 50.0%
Revlon lipstick	604,650	↑ 42.4%
Revlon	511,671	↓ 6.1%

**Note: Search volume data reflects search volume for February 9, 2023 - February 9, 2024. Year-over-year growth data reflects the period of February 9, 2023 - February 9, 2024, compared to the period of February 9, 2022 - February 8, 2023.*

Top Five Products

By unit sales

1		Revlon ColorStay Eyeliner
2		Revlon One Step Volumizer PLUS 2.0 Hair Dryer and Brush
3		Revlon Compact Hair Dryer
4		Revlon Expert Eyebrow Hair Removal Tweezer
5		Revlon Infrared Hair Dryer

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.

SAMSUNG**Samsung**

What started as a trading company is now the second-largest consumer electronics and technology brand in the world. For decades, Samsung's reputation and recognition have made it the go-to brand for millions of people when shopping for televisions, appliances, audio equipment, computers, cell phones, monitors, and so much more.

At a Glance

Overall Unit Sales

+18% YoY

Overall Revenue

+35% YoY

Avg. Product Price

-5% YoY**Growth Insights****Top Category on Amazon (by unit sales): Cell Phones & Accessories**

In the last year, Samsung has grown its market share in its top category by **371%**

Sales of Samsung's products in the Cell Phones & Accessories category grew **8%** year-over-year

Other Amazon categories that Samsung sells products in include **Appliances; Electronics; Home & Kitchen;** and more

Samsung owns **5% market share** in the Cell Phones & Accessories category; Its closest competitors in this category are Google (7%) and Apple (81%)





Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms*By search volume*

Keyword	Search Volume*	YoY Trend
Samsung galaxy s23 ultra case	7,576,555	↑ 7,187.0%
Samsung watch	3,917,331	↓ 4.9%
Samsung tablet	3,810,066	↓ 6.8%
Samsung galaxy s22 ultra case	2,513,198	↓ 65.4%
Samsung tv	2,503,181	↓ 0.6%

**Note: Search volume data reflects search volume for February 9, 2023 - February 9, 2024. Year-over-year growth data reflects the period of February 9, 2023 - February 9, 2024, compared to the period of February 9, 2022 - February 8, 2023.*

Top Five Products*By unit sales*

1		Samsung Filters for Refrigerator Water and Ice
2		Samsung S22 Smartphone
3		Samsung Galaxy S10e
4		Samsung Galaxy Z Flip
5		Samsung S21 FE Smartphone

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.



Skechers

In the '90s, it was “the S”, and today it’s a brand for the world. Since its grunge-inspired start, Skechers has grown into one of the largest footwear brands in the United States, and has expanded to sell in nearly 200 countries. On Amazon, Skechers offers thousands of casual and athletic footwear styles for all ages. Although Amazon shoppers purchased more than 10 million products from Skechers in 2023, the brand’s sales on the channel were down slightly overall.

At a Glance

Overall Unit Sales

-8% YoY

Overall Revenue

-7% YoY

Avg. Product Price

-3% YoY

Growth Insights

Top Category on Amazon (by unit sales): Clothing, Shoes & Jewelry

In the last year, Skechers' market share in its top category has decreased by **10%**

All of Skechers' products fall within Amazon's **Clothing, Shoes & Jewelry** category

Skechers owns **2% market share** in the Clothing, Shoes & Jewelry category; Its closest competitors in this category are Columbia (1.4%) and Nike (2%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms

By search volume

Keyword	Search Volume*	YoY Trend
Skechers slip-ins womens	9,793,331	↑ 7,714.4%
Skechers slip-ins shoes for men	4,980,746	↑ 108,177.1%
Skechers slip ons for women	4,892,603	↑ 38.0%
Skechers for men	2,739,111	↓ 32.2%
Skechers	2,474,251	↑ 51.6%

**Note: Search volume data reflects search volume for February 9, 2023 - February 9, 2024. Year-over-year growth data reflects the period of February 9, 2023 - February 9, 2024, compared to the period of February 9, 2022 - February 8, 2023.*

Top Five Products

By unit sales

1		Skechers Men's Afterburn Shoe
2		Skechers Men's Go Max-Athletic Slip On Sneaker
3		Skechers Women's Squad Sr Food Service Shoe
4		Skechers Men's Go Walk Evolution Sneaker
5		Skechers Women's Ice Angel Slipper

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.



Stanley

Before it became known as the brand that makes a tumbler that can **survive a car fire**, Stanley started as the brainchild of its namesake inventor over 100 years ago. The brand's visibility has skyrocketed in recent years, with Stanley products featured in everything from viral videos to SNL sketches. All the attention is clearly doing the brand well: Sales on Amazon are up over 100% year-over-year.

At a Glance

Overall Unit Sales

+120% YoY

Overall Revenue

+24% YoY

Avg. Product Price

+3% YoY

Growth Insights

Top Category on Amazon (by unit sales): Kitchen & Dining

In the last year, Stanley has grown market share in its top category by **2,063%**

All of Stanley's products fall within Amazon's **Kitchen & Dining** category

Stanley owns **3.5% market share** in the Kitchen & Dining category; Its closest competitors in this category are Cuisinart (2%) and Ninja (2%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms






By search volume

Keyword	Search Volume*	YoY Trend
Stanley 40 oz tumbler with handle	42,275,869	↑ 244.2%
Stanley cup	32,793,337	↑ 520.3%
Stanley	17,490,973	↑ 538.2%
Stanley 30 oz tumbler with handle	10,891,889	↑ 648.3%
Stanley cup accessories	8,921,782	↑ 18,577.7%

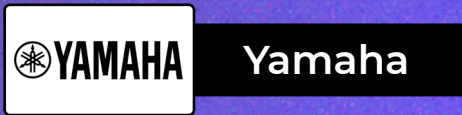
**Note: Search volume data reflects search volume for February 9, 2023 - February 9, 2024. Year-over-year growth data reflects the period of February 9, 2023 - February 9, 2024, compared to the period of February 9, 2022 - February 8, 2023.*

Top Five Products

By unit sales

1		Stanley IceFlow Tumbler with Straw
2		Stanley Quencher H2.0 FlowState Tumbler
3		Stanley GO Quick Flip Bottle
4		Stanley Classic Trigger-Action Travel Mug
5		Stanley Classic Vacuum Insulated Wide Mouth Bottle

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.



Yamaha's rich, 130+ year history started with a single reed organ and has since included industry-changing synthesizers, sports equipment, a foundation for music education, and much more. The brand's current product catalog includes a wide range of musical instruments, audio equipment, household tech, sporting goods, and more.

At a Glance

Overall Unit Sales	Overall Revenue	Avg. Product Price
+3% YoY	+1% YoY	+13% YoY

Growth Insights

Top Category on Amazon (by unit sales): Musical Instruments
In the last year, Yamaha's market share in its top category decreased by 18%
Sales of Yamaha products in the Musical Instruments category grew 40% year-over-year
Other Amazon categories that Yamaha sells products in include Automotive; Electronics; Sports & Outdoors; Office Products; and more
Yamaha owns 3.5% market share in the Musical Instruments category; Its closest competitors in this category are Fender (3%) and Shure (2.5%)

Note: Market share percentages are estimates based on a sampling of brands within the specified product category

Top Branded Search Terms

By search volume

Keyword	Search Volume*	YoY Trend
Yamaha keyboard	501,280	↓ 9.4%
Yamaha receiver	198,457	↓ 15.4%
Yamaha guitar	174,823	↑ 9.5%
Piano Yamaha	161,731	↑ 28.0%
Yamaha mixer	141,439	↓ 2.3%

**Note: Search volume data reflects search volume for February 9, 2023 - February 9, 2024. Year-over-year growth data reflects the period of February 9, 2023 - February 9, 2024, compared to the period of February 9, 2022 - February 8, 2023.*

Top Five Products

By unit sales

1		Yamaha 20-Series C-Soprano Recorder
2		Yamaha Adjustable Padded Keyboard Bench
3		Yamaha 88-Key Weighted Action Digital Piano
4		Yamaha Double-Braced Adjustable Keyboard Stand
5		Yamaha 16-Input Mixer with Effects

Note: Data represents all products currently available in specified brand's Amazon catalog as of February 3, 2024.

Chapter 3

About the Report

Methodology

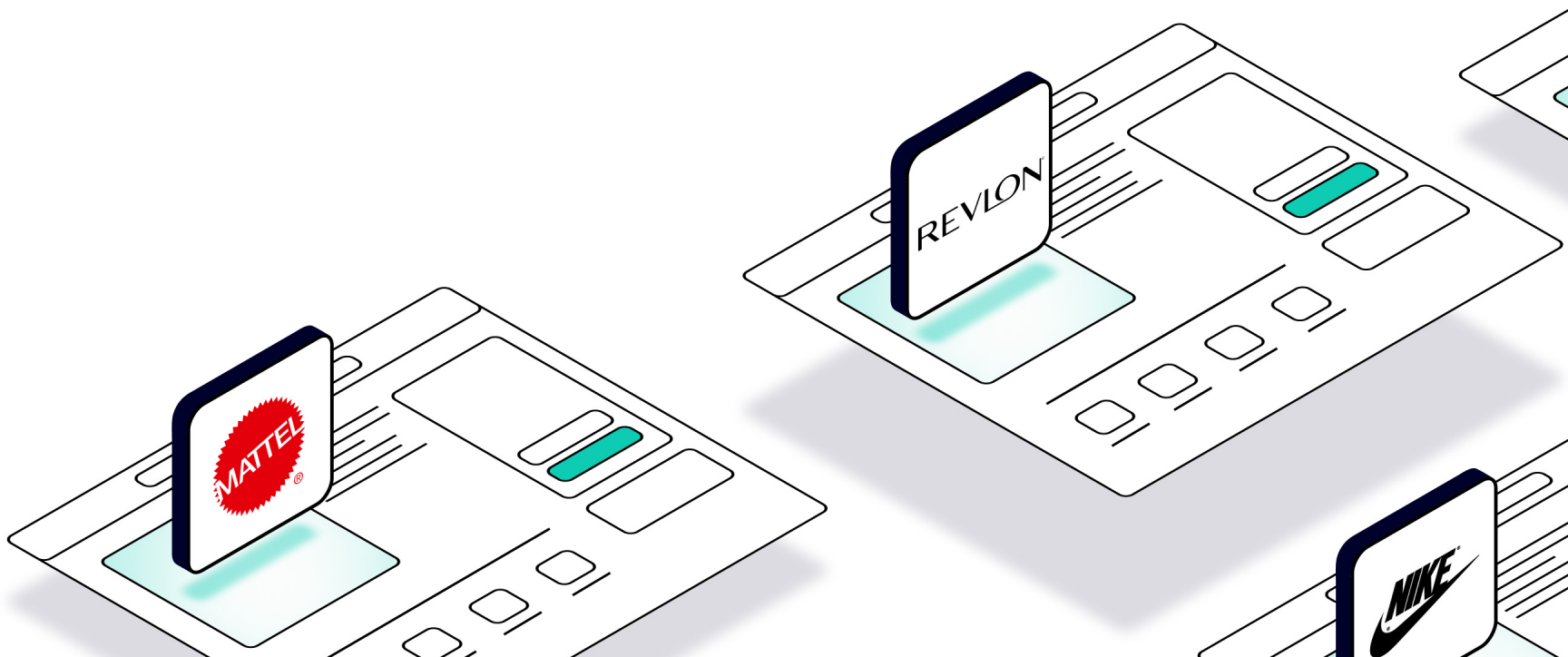
The data included in this report was gathered using Jungle Scout's industry-leading market intelligence, product insights, and advertising analytics tools, which are powered by trillions of Amazon data points. Keyword trends data was collected using [Jungle Scout Data Cloud](#). Sales, revenue, market share, and product data were gathered using [Jungle Scout Cobalt](#).

Note: This data represents the U.S. marketplace for specified date ranges and filter parameters. Percentages have been rounded to the nearest whole number. Year-over-year data reflects the period of February 9, 2023 - February 9, 2024, compared to February 9, 2022 - February 8, 2023.

Using the data

We encourage you to explore Jungle Scout's Amazon Data Download 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, media assets, or to reach the report's authors, please contact us at press@junglescout.com.



Jungle Scout: Leading Amazon Market Intelligence Tools

Over the past decade, Jungle Scout has gathered a wealth of data points through continuous monitoring and analysis of Amazon. The tools used to build this report are the same ones that 1 million+ sellers, enterprise brands, retailers, and agencies use each day to make confident decisions and develop effective strategies on Amazon. See how our tools can help your business grow by signing up or requesting a demo.

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- Analyze performance data
- Gauge market trends and competitor performance
- Optimize ad campaigns
- Gauge share of voice and discover keyword trends

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Jungle Scout Data Cloud offers scalability and flexibility by providing retailers a way to get Jungle Scout's industry-leading data, with the ability to analyze and visualize that data using the tools of their choice. It provides a comprehensive view of Amazon market dynamics by allowing retailers to:

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- Extract insights using tools like Snowflake, Azure, and others
- Create custom visualizations with PowerBI, Tableau, and similar tools
- Analyze trends in consumer demand
- Investigate third-party sellers

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