

THE MARKETPLACE INDEX™

The definitive benchmark for brands
that win on Amazon

2025 AUSTRALIA REPORT



POWERED BY
 **PODEAN**
INTELLIGENCE

IN PARTNERSHIP WITH
 **JungleScout**

Dear **AMAZON MARKETER**,

Imagine a shopper scrolling through Amazon right now. They're searching for a product like yours, but will they see it, click it, and buy it? For some brands, the answer is yes. For others, likely no.

Winning on Amazon is never random. It comes down to strategy, flawless execution, and relentless optimization.

The **MARKETPLACE INDEX™**, now in its third year, is your definitive guide to understanding exactly how your brand performs and how to close the gap on the competition. This year's edition is our most expansive yet. We have proven the correlation between the data and scores from The Marketplace Index and sales success on Amazon.

We evaluated **over 2,500 brands** and **50,000 ASINs** across **six major Amazon markets**: the **US, UK, Mexico, Australia**, and new this year, **Germany** and **Brazil**. In total we analyzed more than **2 MILLION data points** using specific tools and accompanied by human observation and oversight.

The result? A clear view of how leading brands are mastering retail, content, customer sentiment, and media to win in the world's most competitive marketplace. We also tracked year-on-year performance to reveal which brands moved up or down in the rankings and the specific factors that drove those shifts.

This year, we are proud to partner with **JUNGLE SCOUT**, a leader in Amazon market intelligence, whose advanced analytics helped power this report. Together, our goal is simple: to equip brands with the insights they need to compete smarter, grow faster, and win on Amazon.

If your brand isn't listed in our report, let us know. We can provide a free assessment to deliver your unique score and show exactly how you compare to the competition.

For tailored insights on how **PODEAN** can help accelerate your Amazon growth, reach out to us at contact@podean.com. We look forward to helping your brand unlock opportunities and achieve the same success we've delivered for many brands worldwide.

Regards,



MARK POWER
Founder & CEO



TRAVIS JOHNSON
Global CEO



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THE MARKETPLACE INDEX™

When evaluating brand performance on Amazon, most start with the obvious: sales numbers. It's an easy benchmark, but it's also a limited one. Sales show how a brand is doing right now, but they don't explain why it's performing that way, or how well it's positioned for what comes next. Why is one brand gaining ground while another falls behind? Which investments actually move the needle? Understanding the why behind the numbers is what separates market leaders from the rest.

The **Marketplace Index™ (MDEX)** brings clarity through the noise. We go beyond surface-level metrics to uncover the true drivers of Amazon success, from retail efficiency and product content to customer sentiment and media strategy. By analyzing these factors, we provide a holistic view of both current performance and future growth potential. Because on Amazon, winning today is important, but being positioned to win tomorrow is what matters more.

Now in its third year, the MDEX continues to be the benchmark for brand performance on Amazon. This edition reveals who has risen in the rankings, who has declined, and, most importantly, why.

CONTINUED GLOBAL EXPANSION

In our first year, we focused on the US and UK markets. By year two, growing demand from brands eager to understand their performance and rankings led us to expand coverage to Mexico and Australia. **Now, in 2025, we've added two of the world's most dynamic Amazon markets: Brazil and Germany.**

Brazil is one of Amazon's fastest-growing markets in Latin America, and its continued expansion makes it a key opportunity for brands. Germany, meanwhile, is one of Amazon's two largest European markets alongside the UK and stands out as one of the most established and competitive markets globally.

With these additions, our coverage now spans **six Amazon markets, more than 2,500 brands, and over 50,000 ASINs analyzed**. This expanded global perspective offers deeper insights into how both global and local brands are performing, and highlights opportunities brands can leverage to grow across these diverse marketplaces.

AMAZON AUSTRALIA MARKET 2025 OVERVIEW

Australia has grown into one of Amazon's most dynamic marketplaces. While smaller in scale compared to other global markets, it is rapidly becoming a priority market where brands can build a strong foundation, expand their reach, and secure long-term growth.

In the 2025 Australia edition of the MDEX, we analyzed **more than 400 brands across 24 of the most competitive categories in the market**. This year's report highlights:

- 1. Category Leadership** – Which brands are leading their categories and how they sustain their advantage
- 2. Competitive Insights** – How your brand compares to direct competitors
- 3. Brand Mastery** – Strategies top-performing brands use to win on Amazon
- 4. Performance Blueprint** – Benchmarks to measure, evaluate, and guide strategic improvements
- 5. Year-Over-Year Progression** – How brand performance has evolved over the past two years
- 6. Global Comparisons** – How brands in this market stack up against peers in other Amazon marketplaces

The findings from this year tell a story of both momentum and missed opportunities. While some brands have doubled down on the strategies that deliver results, others are falling behind due to underinvestment or failure to activate key growth levers.

As you explore this year's report, you will uncover which brands are setting the pace, which are falling behind, and what differentiates the market leaders. Continue reading to see where your brand stands, and where it could go next.

METHODOLOGY

CATEGORY SCOPE

To deliver a meaningful and actionable analysis, we focused on categories that are both highly competitive and in high demand on Amazon. **For the Australian market, we identified the top 24 categories** by evaluating a combination of factors, including total sales volume and brand saturation. This methodology ensures that our insights reflect the segments where optimization can have the most significant impact.

Some broader categories, such as “Beauty”, were further segmented into more specific subcategories (e.g., Makeup, Skin Care, Hair Care) to provide greater granularity. This approach enables a more accurate understanding of brand performance within distinct segments and allows for more precise comparisons in category leadership.

For a complete breakdown of all categories included in this analysis, along with the specific product types grouped under each, please refer to the *Appendix: Marketplace Index Australia Categories*.

BRAND SELECTION AND EVALUATION

To build the MDEX, we focused on identifying and evaluating the **top-performing brands within each category**, not only to spotlight what they’re doing right but to uncover what sets them apart. Our goal was to assess the performance gap between the category leaders and the brands ranked behind them, in order to identify actionable strategies for closing that gap.

For each category, we selected a total of 15 brands based on the highest sales performance from Q1 to Q2 of 2025. To provide a consistent year-over-year perspective, we retained at least 10 brands from the 2024 edition wherever applicable, with the remaining spots filled by new brands gaining strong market share during the observed period. This allows for continuity in tracking long-term leaders while also capturing the latest competitive dynamics in each category.

Brand performance was assessed using each brand's top-selling ASINs, typically the 15 highest-selling listings. For brands with fewer ASINs that still performed exceptionally, all listings were scored to ensure accurate representation. For media-related metrics, such as Sponsored Ads, we took a broader view by analyzing overall brand-level activity to capture a comprehensive picture of performance.

DATA COLLECTION

All data for this analysis were collected during July 2025. To ensure accuracy and reliability, the data underwent rigorous quality control measures. Our aim is to deliver insights that brands can trust and use to make informed, strategic decisions.

We leveraged industry-leading tools such as Jungle Scout Cobalt, Helium 10, and Keepa to collect quantitative data. The majority of this information was pulled directly from ASIN product detail pages (PDPs). In addition, manual evaluations were conducted to assess critical elements of the customer shopping experience, including product titles, descriptions, images, videos, brand stores, and other on-page content.

As we all know, Amazon's marketplace and the brands selling on it are highly dynamic. Therefore, it is important to note that this report reflects a snapshot in time. All findings are based on conditions observed during the data collection period and may change over time.

METRICS FRAMEWORK

In evaluating brand performance in this year's MDEX, we continued to use the metrics framework from the past two years, focusing on the **core pillars of Amazon success: Retail, Content, Customer Sentiment, and Media.** Given the platform's evolving nature, we introduced new metrics to reflect emerging drivers of brand success and adjusted the weighting of existing metrics based on observed impact. Throughout, we ensured that all metrics are quantifiable and objectively measurable to provide a consistent and reliable assessment of brand performance.

A. CONTENT

Content metrics assess the quality, completeness, and effectiveness of product pages and brand storefronts.

High-quality content improves shopper engagement, boosts conversions, and strengthens brand perception.

Scoring for content metrics was guided by industry best practices recognized by Amazon and validated through research.

Product Title Relevancy

Includes key details such as the brand name, product, and features or benefits.

Product Title Length

Falls within the ideal 80–140 character range for optimal readability and SEO performance.

Product Title (Mobile/Search)

Front-loads essential information (brand name, product type, key features or benefits) within the first 90 characters for mobile devices and search visibility.

Bullet Points

Highlight key product features and benefits in a scannable format within the character limit of 500 to 1,000.

Product Images

The image stack includes at least 4 unique images showing the product from multiple angles and highlighting key features.

Lifestyle Image (Image Stack)

An image within the image stack shows the product in real-world settings to help customers visualize usage, scale, and fit into everyday life.

Infographic (Image Stack)

An image within the image stack presents key information to highlight unique selling points and differentiate the product.

Product Video (Image Stack)

A video within the image stack that demonstrates the product, showcases features, benefits, and practical use cases to increase engagement and conversion.

A+ Content

Premium page content uses enhanced descriptions, comparison charts, and multimedia for a more immersive and informative shopping experience.

Brand Story (A+ Content)

A+ Content includes a carousel with modules that highlight the brand's history, messaging, and other product lines.

Comparison Table (A+ Content)

A+ Content features a table that presents a detailed side-by-side comparison of the product with other models or products from competing brands.

Cross Promotion (A+ Content)

A+ Content promotes complementary products for upsell or cross-sell opportunities.

Brand Store

The product detail page contains a link to the brand's dedicated storefront for a cohesive branded experience.

B. RETAIL

Retail metrics evaluate a brand's operational efficiency, product availability, and overall readiness to meet customer demand. Strong performance here ensures products are visible, in stock, and competitive.

(Note: Due to limited access to data, metrics like Out-of-Stock (OOS) Rate and Prime Eligibility are not included in this market's coverage)

Amazon Badges

Includes indicators like Best Seller, Amazon's Choice, and sustainable certifications. These badges build trust and help products stand out in competitive categories.

C. CUSTOMER

Customer metrics reflect how buyers perceive the brand and product quality. Positive sentiment builds trust, encourages repeat purchases, and signals long-term brand health.

Average Rating

Overall customer rating that indicates perceived quality. High ratings enhance credibility, while low ratings may deter buyers.

5-Star Rating (%)

Proportion of reviews rated five stars. A higher percentage reflects greater satisfaction and quality perception.

Customer Reviews

Listings with at least 10 reviews are considered more credible, with higher counts further boosting trust and purchase confidence.

D. MEDIA

Media metrics measure how effectively a brand uses Amazon advertising to drive visibility, engagement, and conversion. Strong media performance ensures brands reach the right audience and maximize sales opportunities.

Sponsored ads were tracked multiple times across different days and time zones, specifically between 9AM to 6PM (local market hours). All evaluations were performed in incognito mode to eliminate the influence of search history and ensure objective results.

Sponsored Brand (Brand Keywords)

Sponsored Brand ads appear prominently at the top of search results when users search for the brand's name. This showcases how effectively brands leverage ads to promote themselves to users actively seeking their offerings.

Sponsored Products (Brand Keywords)

Sponsored Products ads appear at the top of search results when users search for the brand's name. This reflects how brands strategically promote their individual products to shoppers already seeking their offerings.

Sponsored Brand (Category Keywords)

Sponsored Brand ads appear prominently in search results when users search for non-brand or category-related keywords (from a curated list). This shows how brands drive awareness and consideration among users browsing general or competitive product terms.

Sponsored Products (Category Keywords)

Sponsored Products ads appear in search results when users search for non-brand or category-related keywords (from a curated list). This measures how effectively brands use ads to promote individual products to users searching for general or competitive product terms.

Sponsored Brand Experience 1: Custom Image or Store Spotlight

Sponsored Brand ads feature custom visuals or store highlights at the top of search results, boosting brand recognition and attracting attention.

Sponsored Brand Experience 2: Store Page Link

Sponsored Brand ads direct users to the brand's store, encouraging exploration of the full product range and driving potential cross-sales.

Sponsored Brand Experience 3: ASINs In Stock & Buy Box Winner

Sponsored Brand ads feature ASINs that are in stock and winning the buy box. This ensures that products are available for purchase and signifies that they are sold directly by the brand, which helps boost conversions.

INSIGHTS & FINDINGS

GENERAL PERFORMANCE

The analysis and findings from this year's MDEX paint a clear picture of progress, but also reveal how far most brands still have to go to fully optimize their presence on Amazon.

The **average brand score in the Australia market this year was 52.6 out of 93**, which translates to a **performance rate of 57%**. While this marks a modest improvement from last year's 49.2%, it also highlights that many brands still fall short of meeting the expected standards needed to stand out on Amazon today.

Only a mere 4% of brands scored above 80%, and those that did are often the same names leading their categories in sales. Standout performers include familiar brands such as Nivea, La Roche-Posay, Palmolive, OXO, UGREEN, and Logitech.

CATEGORY INSIGHTS

Brands in the categories under **"Beauty"** generally scored the highest, achieving an average score of 58.1 out of 93 (63%),

compared to the overall market average of 52.6. This suggests that these categories are currently performing above the broader market and help illustrate the benchmarks other categories are measured against.

In contrast, those under **"Pantry Food and Drinks"** lagged behind, with brands averaging a score of 46.1 (50%), significantly below the market average. Notably, these were the same categories that underperformed in last year's evaluation.

Examining score variance within specific segments further revealed additional insights. **Categories like "Sports, Fitness, and Outdoor Apparel", "Recreational Swimwear", "Kitchen and Dining", and "Personal Care" showed the widest gaps between top and bottom performers.** This volatility points to fragmented competition. While some brands excel across retail, content, customer, and media, others are far behind. This disparity creates a clear opportunity for emerging or challenger brands to capture market share, provided they execute effectively.

In contrast, **categories such as “Skin Care”, “Television”, and “Snacks, Sweets, and Breakfast Cereals” showed minimal variance.** Since the “Skin Care” category led all evaluated categories in overall average scores, this minimal variance reflects the maturity and standardization of most brands in the category. As a result of this competitive parity among the top players, it may be more difficult for emerging brands to disrupt these spaces. In other lower-scoring categories, like “Television” and “Snacks, Sweets, and Breakfast Cereals,” the low variance indicates that most brands are performing at a similar level. This creates an opportunity for new entrants or challengers, as few have yet to achieve optimal performance within these segments.

CATEGORY RANKINGS

RANK	CATEGORY	RETAIL SCORE (Total = 8)	CONTENT SCORE (Total = 40)	CUSTOMER SCORE (Total = 25)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 93)
1	Skin Care	5.0	29.3	22.0	9.0	65.2
2	Kitchen & Dining	3.6	26.4	21.5	9.8	61.3
3	Personal Care	3.9	25.0	21.5	8.7	59.1
4	Men's Clothing	2.5	27.2	20.8	8.2	58.8
5	Computers, Monitors, & Peripherals	2.6	27.1	20.3	8.6	58.6
6	Vacuums & Floor Care	1.7	26.4	19.1	10.2	57.5
7	Hair Care	2.9	25.6	21.1	7.6	57.1
8	Toys, Stuffed Animals, & Playsets	3.1	25.4	22.0	6.5	57.0
9	Household Supplies & Cleaning	2.9	23.7	21.7	7.3	55.6
10	Baby Care & Nappy Changing	3.3	25.6	20.8	5.8	55.5
11	Drinks	3.6	24.9	21.4	5.3	55.2
12	Women's Clothing	1.9	26.7	20.4	5.1	54.1

** For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards*

CATEGORY RANKINGS

RANK	CATEGORY	RETAIL SCORE (Total = 8)	CONTENT SCORE (Total = 40)	CUSTOMER SCORE (Total = 25)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 93)
14	Sports, Fitness, & Outdoor Apparel	1.9	26.9	20.3	4.0	53.1
15	Women's Footwear	1.9	23.4	20.1	7.4	52.8
16	Makeup	2.7	24.0	20.8	5.0	52.5
17	Men's Footwear	1.2	22.5	19.9	7.8	51.4
18	Vitamins & Supplements	2.2	20.6	21.3	3.0	47.1
19	Recreational Swimwear	1.0	24.0	18.6	2.8	46.4
20	Television	0.0	22.7	16.2	7.4	46.2
21	Snacks, Sweets, & Breakfast Cereal	3.1	19.7	20.5	2.0	45.3
22	Shoulder Bags & Backpacks	1.4	22.5	19.3	1.7	45.0
23	Pantry Staples	2.3	17.5	20.7	3.2	43.7
24	Games, Puzzles, & Accessories	2.0	16.9	21.3	3.4	43.5
25	Beer, Wine, & Spirits	0.4	18.1	18.5	3.1	40.1

** For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards*

METRIC-SPECIFIC INSIGHTS

A. CONTENT INSIGHTS

Content optimization results indicate room for improvement, as **brands just averaged 23.8 out of 40**. Product titles, often the first interaction a shopper has with a listing, scored well at 9.1 out of 11. Most brands now include key details such as the brand name, product line, and core features or benefits across their titles. Titles are also more optimized for mobile and search visibility. However, many still fall short of best practices by exceeding the 80–140 character guideline or by cluttering titles with redundant phrases. Overloaded titles may capture keywords but risk harming clarity and conversion.

Bullet points remain a major weak spot. Many brands either omit them altogether or fail to provide relevant information in a scannable manner. Shoppers rely on bullets to quickly understand product benefits, so ineffective execution here can directly suppress conversion, no matter how strong other content elements are.

As for visual content, brands perform well in basic image coverage, with 84% of

product detail pages (PDPs) featuring at least four unique product images. However, consistency in lifestyle imagery, infographics, and videos remains limited. Videos, in particular, appeared in only 19% of PDPs reviewed. All these visual elements play a key role in helping shoppers understand product features and play a huge role in driving purchase decisions. Overall, while brands are meeting the recommended number and quality of product images, a gap remains in using these visuals strategically to maximize engagement and conversion.

A+ Content adoption remains notably weak, with brands averaging just 3.9 out of 10 in these metrics. Only 57% of ASINs reviewed include any A+ Content, and enhanced modules, such as brand story carousels, comparison tables, or cross-promotion, are rarely used. Brand story carousels and comparison tables, in particular, are underutilized, which limits the opportunities for brands to cross sell complimentary products. Moreover, only 3% of brands consistently applied all A+ modules across every evaluated listing. Overall, it is clear that brands in this

market have yet to adopt the proper approach to fully maximize the potential of A+ Content.

Brand store integration has improved significantly, with 70% of ASINs now linking to their respective brand storefronts, up from just 42% in 2024. This increase reflects the growing recognition that brand stores serve as a central hub that helps differentiate a brand, guide shoppers to explore related products, and encourage repeat purchases. With Amazon pushing more shoppers into brand ecosystems, the importance of well-designed brand stores has never been higher.

Key Takeaway: While titles and basic product images are generally well-executed, inconsistencies in bullets, A+ Content, and other enhanced visuals limit impact. Greater strategic use of enhanced content, including fully leveraging brand stores, could help brands achieve stronger differentiation and improved performance in the market.

B. RETAIL INSIGHTS

For retail, brands generally improved in the sole metric of Amazon badges,

increasing their average score from 2.38 out of 8 last year to 2.4 this year.

32% of the reviewed ASINs in the market this year featured badges compared to just 16% last year. Despite this increase, badge coverage remains relatively low compared to other markets. While badges are partly algorithm-driven and not fully controllable, brands can improve their chances through a combination of keyword alignment, review quality, and advertising.

Key Takeaway: Brands need to continue investing in strategies that increase their chances of earning badges for their ASINs.

C. CUSTOMER INSIGHTS

For customer sentiment metrics, **brands averaged a score of 20.4 out of 25.** Median product ratings stand at 4.5 stars, and 74% of reviews are rated five stars. This aligns with our expectations since the analysis does focus on top-selling ASINs, but it also demonstrates that most category leaders have built and maintained a solid foundation of trust with shoppers.

Review volumes are also healthy, with 83% of ASINs surpassing the credibility threshold of at least 10 reviews. Many brands have listings with hundreds or even thousands of reviews, further reinforcing credibility in highly competitive spaces.

Key Takeaway: Brands are generally performing well in terms of high customer satisfaction, strong ratings, and substantial review volumes.

D. MEDIA INSIGHTS

Media is the clear underperformer in 2025. **Brands in the market averaged a score of 5.9 out of 20**, the lowest across all pillars. The gap reflects how much more competitive advertising on Amazon has become. With more brands than ever vying for limited ad placements, simply activating campaigns is no longer enough to ensure visibility.

Sponsored Product campaigns show slightly better adoption, with 65% of brands leveraging them for branded keywords and 29% for category keywords. However, Sponsored Brand campaigns lag significantly – only 30% of

brands activated them for branded keywords and just 9% for category keywords. These results indicate that brands are prioritizing campaigns targeting their own brand terms, while relatively few are leveraging category keywords to reach new or broader audiences.

The one bright spot is the Sponsored Brand experience itself. Most Sponsored Brand ads now feature custom images or videos, spotlight their categories, link directly to the brand store, and showcase ASINs that are typically winning the buy box. These enhancements indicate that when brands do invest in media, they are capable of delivering a more compelling and tailored experience to potential customers.

Despite this, media performance remains highly volatile. Limited ad slots, auction-based pricing, and intensifying competition make it one of the most unstable areas on Amazon. Brands that underinvest risk losing visibility, while those focused only on branded keywords miss opportunities to reach new shoppers. Balancing investment across both branded and category campaigns is critical for growth.

Key Takeaway: Media is both the greatest weakness and the greatest opportunity on Amazon. Brands that expand beyond branded terms and consistently invest in category-level visibility will be the ones to separate themselves in 2025 and beyond.

Overall, the analysis of performance across these key areas provides a comprehensive snapshot of how brands are currently navigating the Amazon marketplace. While many brands excel in specific aspects, there are clear opportunities for growth in areas that may be underprioritized. By capitalizing on these insights, brands can gain a significant competitive edge.

Curious to know how your brand scored in these metrics?

Flip through the following pages to see where you ranked, discover areas of strength, and identify opportunities to outperform the competition. 

BRAND RANKINGS PAGE GUIDE

- | | |
|---|---|
| 20 Men's Clothing | 34 Snacks, Sweets, & Breakfast Cereals |
| 21 Women's Clothing | 35 Pantry Staples |
| 22 Men's Footwear | 36 Kitchen & Dining |
| 23 Women's Footwear | 37 Vacuums & Floor Care |
| 24 Shoulder Bags & Backpacks | 38 Computers, Monitors, & Peripherals |
| 25 Makeup | 39 Television |
| 26 Skin Care | 40 Sports, Fitness, & Outdoor Apparel |
| 27 Hair Care | 41 Recreational Swimwear |
| 28 Personal Care | 42 Games, Puzzles, & Accessories |
| 29 Household Supplies & Cleaning | 43 Toys, Stuffed Animals, & Playsets |
| 30 Vitamins & Supplements | |
| 31 Baby Care & Nappy Changing | |
| 32 Drinks | |
| 33 Beer, Wine, & Spirits | |

BRAND RANKINGS

MEN'S CLOTHING

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Brokig	1.6	38.1	19.8	17.0	76.6	0
2	Step One	6.2	34.7	20.6	15.0	76.5	NA
3	Tradie	0.5	35.1	21.3	17.0	73.9	NA
4	33,000ft	1.1	32.0	19.5	15.0	67.6	NA
5	Tommy Hilfiger	1.6	25.3	19.4	20.0	66.3	NA
6	Closemate	2.7	35.5	22.3	4.0	64.5	↓4
7	Bonds	5.9	26.8	21.5	4.0	58.2	↓3
8	Wrangler	1.1	24.9	21.9	8.0	55.9	↑4
9	Champion	1.6	26.6	20.8	4.0	53.0	↓2
10	Puma	1.6	25.1	21.3	4.0	52.0	0
11	Calvin Klein	2.1	22.8	17.9	7.0	49.8	NA
12	Dickies	2.1	21.6	21.5	4.0	49.3	↓1
13	Hanes	6.9	19.3	21.8	0.0	48.1	0
14	Gildan	1.1	19.1	21.8	4.0	46.0	NA
15	Russell Athletic	1.6	21.6	21.1	0.0	44.3	0

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

WOMEN'S CLOTHING

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	CRZ Yoga	5.9	35.2	22.3	11.0	74.4	0
2	Farmacell	0.0	34.8	17.5	15.0	67.3	↑2
3	33,000ft	0.7	26.7	18.5	16.0	61.9	NA
4	Voenxe	1.6	33.7	20.3	5.5	61.2	NA
5	Relaxsan	0.0	34.4	19.3	4.0	57.7	↓3
6	Bonds	6.4	25.5	21.4	4.0	57.3	↓1
7	Innersy	1.1	29.0	19.7	5.5	55.3	NA
8	Berlei	1.1	31.1	19.1	4.0	55.2	↓5
9	Wernies	1.3	25.0	22.5	4.0	52.9	NA
10	Amazon Essentials	5.3	24.3	21.3	0.0	50.9	↑2
11	Frida Mom	2.0	19.5	21.4	4.0	46.9	NA
12	Yeoreo	1.1	20.9	20.9	4.0	46.9	↓5
13	Unthewe	0.0	22.4	19.3	0.0	41.7	NA
14	Aoxjox	0.5	19.5	21.4	0.0	41.4	↓1
15	Bluemaple	0.6	18.7	21.4	0.0	40.7	0

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

MEN'S FOOTWEAR

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Crocs	5.9	24.4	22.1	17.0	69.3	0
2	Adidas	1.6	26.8	19.7	18.5	66.7	↑6
3	UGG 1978AUS	0.0	28.4	22.6	15.5	66.5	NA
4	Tommy Hilfiger	2.1	22.6	21.3	17.0	63.1	NA
5	Dr. Martens	2.1	22.3	21.7	10.0	56.1	↑6
6	New Balance	0.0	18.9	20.6	14.0	53.5	↓4
7	Puma	0.0	25.5	19.9	7.0	52.4	↓1
8	Skechers	2.7	22.1	22.3	4.0	51.0	↓3
9	Columbia	1.1	23.7	22.0	4.0	50.7	NA
10	RockDove	0.9	27.8	21.3	0.0	50.0	NA
11	Merrell	1.1	19.6	20.3	4.0	45.0	↓1
12	Clarks	0.0	19.0	20.5	2.0	41.5	↑1
13	Grosby	0.0	21.9	15.6	4.0	41.5	NA
14	Whitin	0.0	15.9	20.2	0.0	36.1	0
15	Axodsnl	0.0	18.5	8.8	0.0	27.3	NA

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

WOMEN'S FOOTWEAR

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Joto	8.0	34.0	21.2	12.0	75.2	NA
2	Crocs	5.9	24.3	22.0	17.0	69.1	↓1
3	UGG 1978AUS	1.6	27.3	19.9	17.0	65.8	↑1
4	LongBay	2.3	34.0	21.5	4.0	61.8	↓1
5	UGG Australian Shepherd	0.5	21.1	21.8	16.5	59.9	↓3
6	Skechers	2.7	23.7	22.3	9.0	57.7	↑1
7	Ecco	0.5	24.1	21.6	10.5	56.7	↑6
8	Puma	0.5	24.2	18.7	7.0	50.4	↑4
9	Teva	1.6	20.1	22.0	5.5	49.2	↑5
10	RockDove	0.0	26.7	21.3	0.0	47.9	↓5
11	Woolcomfort	4.0	21.0	17.9	2.0	44.9	↑5
12	Dr. Scholl's	0.5	20.1	20.0	4.0	44.6	NA
13	Chantomoo	0.0	18.2	21.1	0.0	39.3	NA
14	Yellow Earth Australia	0.0	14.1	15.6	7.0	36.7	NA
15	Molatin	0.0	17.9	14.8	0.0	32.7	NA

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

SHOULDER BAGS & BACKPACKS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	tomtoc	8.0	32.0	23.1	5.5	68.6	↑4
2	Kingsons	0.0	31.1	22.0	14.0	67.1	NA
3	Harp and Ra	8.0	25.0	22.6	0.0	55.6	↑1
4	Vaschy	1.6	27.6	22.5	2.0	53.7	↓3
5	myfriday	0.0	26.7	16.1	4.0	46.8	↑1
6	Yaucher	4.0	22.0	20.5	0.0	46.5	NA
7	Travelon	0.0	24.8	21.4	0.0	46.2	0
8	JQWSVE	0.0	22.6	20.1	0.0	42.7	0
9	Newrogeng	0.0	22.1	18.9	0.0	41.0	NA
10	Higouta	0.0	18.5	21.3	0.0	39.8	NA
11	YFGBCX	0.0	22.2	17.1	0.0	39.4	↓1
12	Efilra	0.0	19.0	18.5	0.0	37.5	↓1
13	Mothgel	0.0	16.3	15.4	0.0	31.8	↑2
14	Urawow	0.0	15.3	15.4	0.0	30.6	0
15	Upbull	0.0	12.6	14.9	0.0	27.5	NA

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

MAKEUP

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	L'Oréal Paris	3.2	32.1	21.3	15.0	71.6	↑4
2	NYX Professional Makeup	5.9	31.3	20.9	12.0	70.1	0
3	Maybelline New York	5.3	32.7	21.3	9.0	68.4	↓2
4	Rimmel	6.4	23.9	21.1	7.0	58.4	0
5	Real Techniques	3.7	27.5	22.9	2.0	56.2	↓2
6	Quewel	0.7	31.7	19.7	4.0	56.0	NA
7	Revlon	3.2	24.4	21.5	5.5	54.6	↑1
8	YBVABE	4.0	22.5	22.4	5.5	54.4	NA
9	Natio	3.2	27.9	20.4	0.0	51.5	NA
10	e.l.f.	2.1	21.3	21.7	5.5	50.6	↓1
11	Wet n Wild	1.1	20.9	21.3	4.0	47.2	NA
12	BS Mall	0.5	19.5	21.3	2.0	43.4	NA
13	Kiss	0.7	14.7	22.1	4.0	41.5	NA
14	Iconsign	0.0	15.3	17.1	0.0	32.5	↓3
15	Clio	0.5	13.9	16.5	0.0	31.0	0

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

SKIN CARE

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Nivea	6.4	34.5	22.5	18.0	81.4	0
2	La Roche-Posay	5.3	32.9	22.5	15.5	76.2	0
3	CeraVe	5.9	31.2	22.5	13.0	72.6	↑10
4	Neutrogena	6.4	25.3	22.2	17.0	70.9	NA
5	Bioderma	4.3	29.3	22.5	14.0	70.1	NA
6	Garnier	4.8	27.5	21.8	14.0	68.1	↓3
7	Thayers	2.1	24.9	22.5	14.0	63.6	↓1
8	Gya Labs	4.0	33.4	21.4	4.0	62.8	↓1
9	L'Oréal Paris Men Expert	3.2	34.9	20.1	4.0	62.3	↓5
10	Burt's Bees	4.8	30.7	22.0	4.0	61.5	↓1
11	Vaseline	4.3	24.1	22.1	9.0	59.4	NA
12	COSRX	8.0	28.9	21.8	0.0	58.7	0
13	Olay	4.3	27.2	21.5	4.0	56.9	NA
14	Sukin	6.4	24.0	22.4	4.0	56.8	NA
15	numbuzin	4.3	30.5	21.7	0.0	56.5	↓5

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

HAIR CARE

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Remington	5.9	30.9	21.3	17.0	75.1	NA
2	Tresemme	4.3	30.1	21.2	12.0	67.6	NA
3	Garnier	4.8	29.5	21.9	11.0	67.3	↓2
4	Herbishh	1.1	31.7	19.9	14.0	66.7	↓2
5	Shea Moisture	5.3	27.5	21.4	12.0	66.2	↓2
6	Kitsch	2.7	28.3	21.0	12.0	63.9	↑1
7	L'Oréal Paris	5.9	31.6	21.4	5.0	63.9	NA
8	Neutrogena	1.1	21.5	21.4	12.0	56.0	↑3
9	Toppik	1.2	22.3	19.2	13.0	55.8	↑1
10	Olaplex	4.3	24.9	22.5	0.0	51.7	↓1
11	Cliganic	2.0	21.5	22.1	2.0	47.6	NA
12	Maple Holistics	0.0	24.1	21.0	2.0	47.1	↓4
13	Marc Anthony	3.7	19.5	20.9	0.0	44.1	NA
14	HH&LL	0.0	21.0	22.7	0.0	43.7	↓2
15	Schwarzkopf Extra Care	0.5	19.1	18.2	2.0	39.8	NA

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

PERSONAL CARE

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Nivea	6.9	34.1	22.9	20.0	83.9	↑1
2	Colgate	5.9	31.1	22.6	20.0	79.5	↓1
3	Palmolive	5.3	30.9	23.1	17.0	76.4	0
4	Oral-B	5.3	27.2	23.1	18.0	73.6	↑1
5	Cetaphil	5.3	30.8	22.7	14.0	72.8	↑1
6	Dove	3.2	24.5	22.3	14.0	64.0	↓2
7	Gya Labs	3.4	31.6	21.0	4.0	60.1	NA
8	Braun	4.8	27.6	20.1	7.0	59.5	NA
9	Gillette	6.4	26.5	22.4	4.0	59.3	↓2
10	Ronavo	0.5	18.6	20.3	14.0	53.5	↑2
11	Gaia Skin Naturals	3.7	29.6	19.1	0.0	52.5	↑3
12	Piksters	3.2	14.5	21.2	4.0	42.9	↑3
13	GoodBeauty	4.0	17.0	20.8	0.0	41.8	NA
14	Grocerism	0.0	16.3	21.4	4.0	41.6	NA
15	Pearlie White	0.0	15.0	19.0	4.0	38.0	↓2

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

HOUSEHOLD SUPPLIES & CLEANING

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Dettol	6.9	24.9	23.1	18.0	72.9	↑2
2	Kleenex	4.8	26.8	21.1	13.0	65.7	↑2
3	Cuddly	1.6	27.5	19.2	17.0	65.3	↑4
4	Finish	3.7	24.9	21.7	12.0	62.3	↑2
5	VIVA Paper Towel	2.3	23.0	23.6	11.0	59.9	↑4
6	Palmolive Dish	2.1	28.0	22.0	7.0	59.1	NA
7	OMO	2.7	25.5	20.4	10.5	59.1	↓2
8	Morning Fresh	2.7	26.6	23.1	5.0	57.3	↑2
9	Scrub Daddy	0.5	30.1	21.2	3.0	54.8	NA
10	Ziploc	3.2	25.7	23.3	0.0	52.2	↑1
11	Glad	5.3	22.1	22.5	0.0	50.0	NA
12	Quilton	3.7	20.9	22.5	0.0	47.2	↑2
13	Downy	1.6	15.3	22.1	7.0	46.0	0
14	Suprus	1.1	18.5	20.6	4.0	44.2	NA
15	Radiant	1.1	16.2	18.9	2.0	38.2	NA

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

VITAMINS & SUPPLEMENTS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Optislim VLCD	1.6	32.8	20.6	14.0	69.0	↑2
2	Swisse	7.5	31.6	22.6	0.0	61.7	↓1
3	Blackmores	3.7	29.1	22.9	5.5	61.2	NA
4	NOW	6.9	20.3	22.5	4.0	53.8	↑2
5	Renew Actives	1.2	29.9	20.7	0.0	51.8	↓3
6	Carlyle	3.7	18.9	22.0	4.0	48.6	↑2
7	Best Naturals	0.9	18.6	22.0	7.0	48.4	0
8	Metamucil	0.5	23.3	21.2	0.0	45.1	NA
9	Herbs of Gold	2.1	12.5	23.0	7.0	44.6	NA
10	Dr. Berg Nutritionals	1.6	17.8	22.5	0.0	41.9	NA
11	Bronson	0.0	18.0	21.9	0.0	39.9	↑1
12	Igennus Healthcare Nutrition	0.0	16.6	21.9	0.0	38.5	↓2
13	ATP Science	0.0	16.2	17.0	4.0	37.2	NA
14	Black Belt Protein	3.2	11.4	18.7	0.0	33.3	↓3
15	Crownzz	0.0	11.3	20.4	0.0	31.8	0

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

BABY CARE & NAPPY CHANGING

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Curash	4.9	30.5	23.1	14.0	72.6	↑8
2	WaterWipes	2.0	33.0	19.3	16.5	70.8	NA
3	KeaBabies	4.3	30.4	22.7	7.0	64.3	0
4	BabyU	3.3	28.7	22.1	6.5	60.6	↑6
5	GAIA Natural Baby	6.4	30.8	21.9	0.0	59.1	NA
6	Johnson's Baby	5.3	23.3	22.6	7.0	58.3	↑2
7	Huggies	1.1	24.9	21.3	8.5	55.8	↓6
8	Dreambaby	1.1	29.1	19.9	4.0	54.1	NA
9	Weleda Australia	5.3	24.9	21.6	2.0	53.9	↓5
10	Milton	2.7	24.7	21.9	3.5	52.8	↓4
11	Dermaveen	5.3	22.0	20.7	4.0	52.1	↑3
12	Wet Ones	5.3	23.3	23.2	0.0	51.9	NA
13	Tinker Tot Baby	0.0	24.8	16.4	5.5	46.7	↓2
14	Sudocrem	0.7	21.5	17.2	5.0	44.4	↓1
15	Fess	1.6	12.3	18.1	4.0	36.0	NA

* NA indicates that the brand was not evaluated in the previous year

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BRAND RANKINGS

DRINKS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	T2 Tea	6.4	32.0	22.9	17.0	78.3	NA
2	Lavazza	5.9	34.4	22.6	4.0	66.9	↑1
3	Coca-Cola	4.3	31.3	23.2	7.0	65.8	↓1
4	Monster Energy	2.1	28.0	21.6	14.0	65.7	↑1
5	Starbucks by Nespresso	3.4	24.3	19.7	15.0	62.4	NA
6	Bundaberg	4.8	26.4	22.0	4.0	57.2	NA
7	Borovela	3.0	29.3	20.8	4.0	57.0	0
8	Monin	2.1	26.1	21.9	4.0	54.2	↑1
9	Harris	5.3	20.7	21.7	4.0	51.7	↑1
10	Moccona	0.8	23.0	20.3	7.0	51.1	↓6
11	Dilmah Exceptional	4.8	23.2	21.9	0.0	49.9	NA
12	Grinders	3.6	20.7	21.8	0.0	46.0	NA
13	Frantelle	4.0	18.0	22.4	0.0	44.4	↓1
14	L'OR Espresso	1.6	21.1	19.3	0.0	42.0	↓8
15	Planet Organic	2.5	14.5	19.1	0.0	36.1	0

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

BEER, WINE, & SPIRITS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Glenfiddich	0.0	21.1	18.7	14.0	53.7	NA
2	Fever-Tree	0.0	30.6	15.2	7.0	52.8	↑7
3	Johnnie Walker	0.5	26.3	20.7	4.0	51.5	↑5
4	Convict Bitters	4.0	20.2	20.4	4.0	48.5	↓1
5	Smirnoff	0.5	13.3	16.7	17.0	47.5	↑8
6	Jack Daniel's	0.0	20.0	21.1	0.0	41.1	NA
7	Absolut	0.0	19.9	20.5	0.0	40.4	0
8	StrangeLove	0.0	21.1	18.6	0.0	39.7	↓7
9	The Balvenie	0.0	17.5	18.7	0.0	36.2	↓3
10	Campari	0.0	14.3	20.9	0.0	35.3	↑1
11	Suntory	0.0	15.3	18.7	0.0	34.1	NA
12	Baileys	0.9	13.8	17.7	0.0	32.4	NA
13	Lagavulin	0.0	14.9	15.2	0.0	30.1	↑2
14	Jacob's Creek	0.0	11.8	17.5	0.0	29.3	NA
15	Hibiki	0.0	11.7	17.2	0.0	29.0	↓5

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

SNACKS, SWEETS, & BREAKFAST CEREALS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Trolli	7.5	23.7	22.8	0.0	54.0	NA
2	Nature's Delight	3.7	24.3	20.6	4.0	52.6	↑9
3	Mentos	2.7	22.7	21.6	4.0	50.9	↑1
4	Lindt	4.3	18.1	22.6	5.5	50.4	NA
5	J.C.'s Quality Foods	2.7	25.5	19.8	2.0	49.9	↓2
6	Chupa Chups	2.7	22.7	18.3	4.0	47.7	↓4
7	Honest to Goodness	3.7	20.1	22.6	0.0	46.5	NA
8	Smiths	1.6	20.9	18.0	5.5	46.0	NA
9	Carman's	3.7	22.7	18.4	0.0	44.8	↓3
10	Arnott's	3.7	17.7	21.9	0.0	43.3	↓1
11	Kopiko	8.0	11.0	22.9	0.0	41.9	↓1
12	Bear	0.0	20.0	20.8	0.0	40.8	↓7
13	Werther's Original	0.0	18.6	20.6	0.0	39.2	NA
14	Sweetworld	1.0	11.3	19.8	4.0	36.1	0
15	Maltesers	1.1	15.9	17.5	1.5	36.0	↓8

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

PANTRY STAPLES

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Manuka Doctor	1.0	34.8	22.1	4.0	61.9	NA
2	Heinz	5.9	25.6	21.8	7.0	60.3	↑1
3	Maggi	2.1	18.2	20.4	14.0	54.7	NA
4	G-Fresh	3.7	19.7	20.7	7.0	51.2	↑3
5	Lotus	4.3	19.4	22.8	0.0	46.4	NA
6	Tabasco	0.5	15.6	19.9	9.0	45.1	↓4
7	Honest to Goodness	4.3	17.9	21.8	0.0	43.9	NA
8	San Remo	2.7	18.6	22.5	0.0	43.8	↑1
9	Tajin Chilli	2.0	17.5	22.3	0.0	41.8	↓1
10	Vegemite	2.4	15.4	21.2	0.0	39.0	↑4
11	Kraft	1.3	15.7	15.0	5.5	37.5	↓5
12	Indomie	1.1	11.9	19.3	2.0	34.3	NA
13	Huy Fong	1.1	11.4	20.2	0.0	32.7	↓1
14	Chef's Choice	1.1	10.9	20.4	0.0	32.3	↓3
15	Poblano	1.6	9.3	20.5	0.0	31.4	NA

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

KITCHEN & DINING

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Russell Hobbs	5.9	35.3	21.9	20.0	83.1	NA
2	De'Longhi	3.2	31.3	21.8	20.0	76.3	↓1
3	OXO	7.5	31.5	22.6	14.0	75.5	↓1
4	Ninja	4.3	28.1	22.2	20.0	74.6	NA
5	Breville	7.5	26.1	22.5	16.5	72.6	↑5
6	Joseph Joseph	6.4	29.5	21.7	8.0	65.6	NA
7	Maxwell & Williams	5.3	21.5	20.4	13.5	60.7	↓3
8	Microplane	0.5	23.1	22.7	14.0	60.3	↓5
9	KitchenAid	1.6	26.7	21.4	10.5	60.2	↓3
10	Kadams	1.0	27.5	19.0	9.0	56.5	↓2
11	Scanpan	4.3	28.1	22.5	0.0	54.9	NA
12	Avanti	3.2	28.8	20.3	0.0	52.3	NA
13	FAAY	2.1	26.3	22.1	0.0	50.5	NA
14	Cuisinart	1.6	19.7	21.9	2.0	45.3	NA
15	rawnori	0.0	12.2	18.7	0.0	30.9	NA

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

VACUUMS & FLOOR CARE

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Shark	2.1	31.2	19.9	20.0	73.2	↑6
2	Eureka	2.3	32.9	20.4	17.0	72.6	NA
3	Ecovacs	1.8	31.6	19.4	18.5	71.2	↓1
4	tineco	1.8	30.7	18.9	18.5	69.9	↓1
5	Bissell	2.7	29.7	19.4	16.5	68.3	↑3
6	Dyson	2.7	26.0	20.9	15.5	65.0	NA
7	Dreame	1.6	29.3	19.8	13.5	64.2	↓3
8	Lubluelu	7.4	28.3	19.5	4.0	59.2	↓3
9	Philips	0.0	28.3	18.3	9.0	55.7	NA
10	Lefant	0.0	28.5	19.6	5.5	53.6	↓4
11	Black+Decker	1.6	24.7	19.9	5.5	51.6	↑1
12	Mexerris	0.8	18.0	20.8	4.0	43.6	NA
13	Akitas	1.1	20.9	17.1	4.0	43.0	↓3
14	Smoture	0.0	16.6	18.6	2.0	37.2	NA
15	Belife	0.0	19.3	14.7	0.0	34.1	↓1

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

COMPUTERS, MONITORS, & PERIPHERALS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	UGreen	7.5	33.7	22.5	17.0	80.7	0
2	TP-Link	6.4	34.8	21.5	14.0	76.7	↑1
3	Logitech	5.3	28.8	22.1	20.0	76.2	↓1
4	Elegoo	1.6	32.4	20.9	14.0	68.9	NA
5	Beisign	0.0	23.9	23.1	17.0	63.9	NA
6	Corsair	4.8	33.9	23.2	0.0	61.9	NA
7	SanDisk	8.0	25.9	23.1	4.0	61.0	↑2
8	Apple	1.6	19.4	21.3	17.0	59.3	↓4
9	NexiGo	1.1	26.5	20.3	7.0	54.9	↓1
10	HP	0.5	27.7	19.5	7.0	54.7	↑1
11	MSI	1.6	23.5	20.3	4.0	49.4	↓4
12	PowerBear	0.0	25.4	22.0	0.0	47.5	↑1
13	Laser	0.0	28.7	11.6	4.0	44.2	↓1
14	Adwits	1.1	25.1	16.5	0.0	42.6	NA
15	Acer	0.0	16.4	16.8	4.0	37.2	0

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

TELEVISION

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Skyworth	0.0	28.0	16.1	20.0	64.1	NA
2	Kogan	0.5	30.7	13.5	16.0	60.7	↑7
3	Philips	0.0	25.8	13.8	14.0	53.7	↑4
4	Sony	0.0	27.0	17.8	7.0	51.8	↓1
5	Prism+	0.0	26.0	18.0	7.0	51.0	↓4
6	LG	0.0	23.6	16.6	7.0	47.2	↓2
7	Samsung	0.0	16.9	15.5	14.0	46.4	↑1
8	Englaon	0.0	30.0	16.4	0.0	46.4	↓6
9	TCL	0.0	22.0	17.5	2.0	41.5	NA
10	Sylvox	0.0	21.2	13.0	7.0	41.2	↓5
11	Atyme	0.0	19.0	20.3	0.0	39.3	↑1
12	Hisense	0.0	16.7	17.8	4.0	38.5	↑3
13	JVC	0.0	19.0	12.4	7.0	38.4	↓7
14	Zoshing	0.0	19.0	19.3	0.0	38.3	NA
15	AOA	0.0	15.0	14.6	5.5	35.1	NA

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

SPORTS, FITNESS, & OUTDOOR APPAREL

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	CRZ Yoga	5.3	34.5	22.1	17.0	78.9	NA
2	33,000ft	5.3	32.5	22.3	10.0	70.1	NA
3	Brokig	1.1	38.0	19.6	11.0	69.7	NA
4	Cambivo	3.2	31.7	21.2	11.5	67.6	NA
5	Closemate	4.3	35.1	22.4	2.0	63.7	NA
6	The Gym People	2.7	34.9	21.3	3.0	61.9	NA
7	TSLA	2.1	35.6	20.5	3.0	61.3	NA
8	Yeoreo	0.5	21.1	20.4	2.0	44.1	NA
9	Russell Athletic	1.6	20.2	20.9	0.0	42.7	NA
10	Aolesy	0.5	19.8	20.9	0.0	41.3	NA
11	Bluemapple	0.0	19.0	21.4	0.0	40.4	NA
12	Unthewe	0.0	22.1	17.4	0.0	39.4	NA
13	Charmking	1.0	17.5	20.0	0.0	38.5	NA
14	Lacoste	0.0	22.8	15.6	0.0	38.4	NA
15	Fila	1.1	18.7	18.5	0.0	38.3	NA

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

RECREATIONAL SWIMWEAR

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Modibodi	3.7	32.5	18.5	18.0	72.7	NA
2	Speedo	5.9	27.4	21.4	13.0	67.7	↑5
3	TSLA	1.6	35.5	19.9	7.0	64.0	↑1
4	Relleciga	0.5	37.7	19.3	0.0	57.5	↓1
5	Athlio	1.2	31.4	19.5	4.0	56.1	NA
6	Amazon Essentials	1.6	24.4	21.7	0.0	47.7	NA
7	Kanu Surf	0.0	20.6	21.5	0.0	42.2	↑3
8	Tempt Me	0.0	20.6	20.9	0.0	41.5	NA
9	Seaform	0.0	21.4	19.6	0.0	41.0	0
10	Xunyu	0.9	18.4	18.5	0.0	37.8	↑1
11	Viottiset	0.0	18.2	18.6	0.0	36.8	NA
12	Akaeys	0.0	18.3	17.5	0.0	35.9	0
13	Beachsissi	0.0	20.3	15.0	0.0	35.3	0
14	Yauasopa	0.0	17.1	13.4	0.0	30.5	0
15	Esonlar	0.0	16.2	13.6	0.0	29.8	0

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

GAMES, PUZZLES, & ACCESSORIES

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Skillmatics	4.8	29.9	22.5	7.0	64.1	↑2
2	Mattel Games	4.8	25.6	23.1	9.0	62.5	↓1
3	Puzzle Master Premium Cut	0.5	22.0	19.2	13.5	55.2	↑4
4	Ravensburger	4.3	18.1	23.0	5.5	50.9	↑1
5	Thames & Kosmos	1.1	17.6	22.3	4.0	44.9	↑1
6	Pokémon	2.7	16.3	21.3	4.0	44.3	↑2
7	Cuberspeed	1.6	17.9	22.4	2.0	43.9	NA
8	Monopoly	2.1	17.0	20.1	4.0	43.2	↓4
9	BestSelf Co.	0.0	17.9	20.2	0.0	38.0	↑2
10	Takara Tomy	3.7	10.6	21.6	2.0	37.9	NA
11	Tarotika	1.3	12.9	22.7	0.0	36.9	↓2
12	Toyland	1.1	12.6	22.7	0.0	36.4	NA
13	Drumond Park	0.7	13.5	21.7	0.0	35.9	↑1
14	Addict A Ball	0.0	15.0	20.5	0.0	35.5	NA
15	Mayfair Games	0.5	5.9	15.9	0.0	22.3	NA

* NA indicates that the brand was not evaluated in the previous year

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

BRAND RANKINGS

TOYS, STUFFED ANIMALS, & PLAYSETS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 8)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Barbie	3.7	32.5	23.3	13.5	73.0	↑2
2	Lego	5.9	32.9	23.7	10.5	73.0	↓1
3	Yolomoon	1.6	33.6	21.4	9.0	65.6	↑4
4	Joyin	3.2	32.1	22.5	7.0	64.8	NA
5	Gabby's Dollhouse	2.1	25.3	18.5	17.0	62.9	↓3
6	Fisher-Price	5.9	29.7	23.2	4.0	62.8	NA
7	Hape	4.8	28.7	22.5	4.0	59.9	↓3
8	Remoking	2.7	30.9	21.0	4.5	59.1	↓3
9	Disney	1.3	19.4	22.6	13.0	56.3	NA
10	Ikasa	1.5	25.7	21.7	7.0	55.9	↓4
11	Gund	2.7	23.5	23.3	4.0	53.5	NA
12	Wild Republic	4.3	22.2	22.9	4.0	53.4	↓3
13	Orchard Toys	2.7	17.5	22.8	0.0	43.0	NA
14	Takara Tomy (Tomy)	4.3	11.4	21.8	0.0	37.5	0
15	Roochkd	0.0	15.0	19.2	0.0	34.2	0

* NA indicates that the brand was not evaluated in the previous year

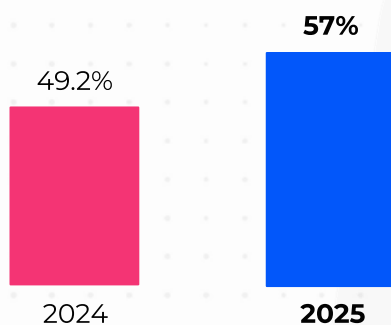
* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Australia Category & Brand Scorecards

YEARLY & REGIONAL PERFORMANCE INSIGHTS

YEAR-OVER-YEAR INSIGHTS

Brands selling on Amazon Australia have shown steady improvement in their scores. **In 2024, the average performance rate was 49.2%, which increased to 56% this year**, reflecting a 16% year-over-year gain. To ensure a fair comparison, results last year were standardized to account for the introduction of new metrics and updated weightings in 2025.

Average MDEX Scores (in %)

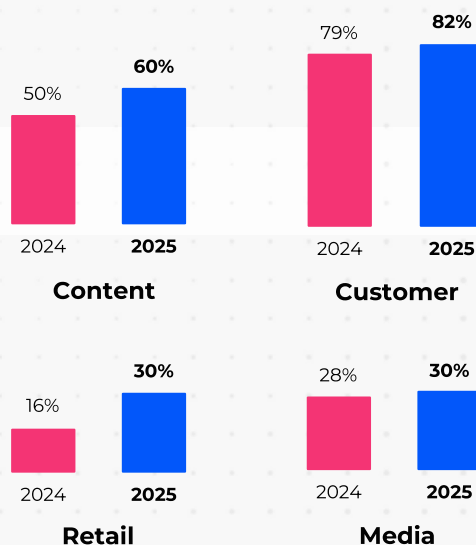


Additionally, 78% of brands evaluated in 2024 improved their scores in 2025 by an average of 20.4%. This demonstrates that many brands are making deeper

investments in optimization. For those not prioritizing these efforts, staying competitive will be increasingly difficult.

Performance improved across all pillars of the MDEX framework:

Avg. Scores in Key Metrics (in %)



In content, the biggest change we saw was the **increased focus on the image stack and A+ content**. More brands are now meeting the four-image minimum, while also incorporating more lifestyle images, infographics, and videos. Despite

this progress, adoption remains lower than in more established Amazon markets. A+ Content usage has improved, with 57% of ASINs featuring it this year compared to 50% last year. Regardless, enhanced modules like brand story carousels, comparison tables, and cross-promotion are still severely underutilized by many brands in the market.

A standout improvement this year was brand store integration, which saw a significant jump compared to last year. 70% of ASINs are now linked to their respective storefronts, an increase from just 42% last year. Most brand stores are also fairly optimized to today's standards. This increased prioritization highlights that storefronts are becoming more of an expectation for brands in this market.

In contrast, **media scores increased only marginally this year**. Brands made slight gains, mainly in protecting brand terms, but limited investment in broader targeting strategies kept overall improvements minimal. The modest increase was expected given the intensifying competition for ad placements. Unlike content, retail, and customer pillars, where performance is largely within a brand's control for the

most part, media outcomes are influenced by a wide range of external factors.

At the category level, the biggest improvements were seen in “Men’s Footwear”, “Women’s Footwear”, and “Skin Care”. Of these, **“Skin Care” posted the largest gains, increasing its average scores by approximately 25% and ultimately becoming the top-scoring category overall this year**. Many other categories within the **apparel space also saw scoring improvements**. Clothing, in general, has grown in popularity on Amazon and has consistently been a high-selling category over the past few years. As a result, brands are increasingly focusing on optimizing their listings.

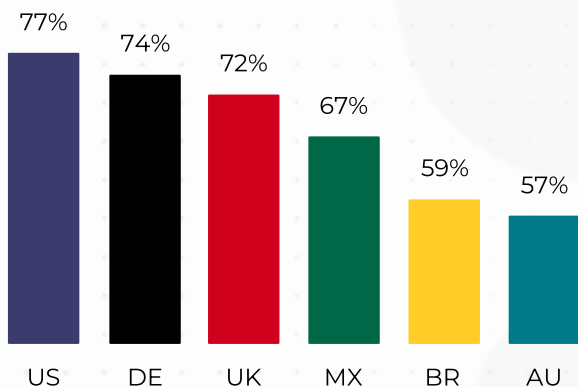
CROSS REGIONAL INSIGHTS

When comparing performance trends across markets, the overall story is one of consistency. Brands tend to demonstrate similar strengths and weaknesses across regions, though maturity levels vary.

More established markets, such as the US, UK, and Germany, show higher levels of optimization, while emerging markets like Australia, Brazil, and Mexico continue to trail.

Out of the six markets we evaluated this year, the **US remains the most optimized**. US brands averaged a score of 96.5 out of 125 (77%), followed by Germany (74%) and the UK (72%). Mexico (67%) and Brazil (59%) ranked next, while Australia (57%) continues to place last, similar to last year.

**Average MDEX Scores
Per Market (in %)**



In this year's evaluation, we found that 16% of the brands included operate in more than one Amazon market. To no surprise, these global players tend to perform strongest in the US, where maturity and optimization practices are most advanced, and trail in less developed regions.

Encouragingly, **every market evaluated in both 2024 and 2025 posted year-over-year improvements**. The US improved its score by 7.5%, while the UK and Mexico recorded double-digit gains of 10.1% and 10.7%, respectively. Australia posted the largest jump at 16%, though it still remains far behind its peers. Essentially, the relative order of performance has not shifted. Markets that led last year remain ahead, while those behind have yet to close the gap. This suggests that while all regions are investing more heavily in Amazon optimization, the maturity gap between markets persists.

Looking deeper into the metrics highlights where markets excel and where they fall short. **Content is where the US leads most clearly**, supported by refined product titles, consistently updated PDP content, and the fact that 98% of brands maintain a brand store with all ASINs linked. Germany, however is a notable standout here. **German brands outperformed even the UK in certain content-related metrics**, particularly in the use of A+ Content. In contrast, Brazil, Australia, and Mexico remain underdeveloped, with weaker

adoption of content fundamentals overall.

Retail execution is fairly consistent across most markets, with the US again leading

thanks to its robust adoption of Prime eligibility and relatively low out-of-stock rates. Interestingly, the UK posted the best OOS rate at just 4%, compared to the US at 6%. Mexico and Brazil, on the other hand, hovered around 9–10%.

Media remains the most challenging pillar globally. **The US and Germany are ahead in media, while Brazil and Mexico ranked last.** This gap likely reflects a combination of factors: brands in Brazil and Mexico are still focused on establishing content and retail execution basics, budgets for Amazon media remain more limited, and the tools, expertise, and infrastructure for advanced advertising are less developed compared to the US and Europe. As a result, media remains underutilized, leaving a significant opportunity for growth. For brands entering or expanding in these Latin American markets, strategic investment in media should be a priority.

Customer sentiment tells a slightly different story. **While most markets report similar averages, the Latin American market stands out with higher product ratings** (4.5 stars on average compared to 4.3 in other regions) **and a greater share of five-star reviews** (78% compared to 73% in other regions). This may reflect stronger product quality in certain categories or cultural tendencies toward more positive review behavior.

At the category level, brands categorized under beauty or personal care continue to dominate worldwide.

In five of the markets evaluated, the top-performing category was either “Skin Care”, “Makeup”, or “Personal Care.” In contrast, **food and beverage related categories consistently ranked among the lowest performers** across all regions.

In conclusion, while all markets are becoming more competitive and steadily improving their scores, the **US, UK, and Germany remain the benchmarks for Amazon execution.**

Latin American and Australian markets are catching up, but gaps in content and

media strategies continue to hold them back. Beauty-related categories remain the most reliable drivers of high performance globally, while grocery-linked categories are consistently underperforming.

To explore each market in greater depth, including category-level results, brand rankings, and localized insights, see the full set of market reports provided in this release.

Unlock deeper insights across Amazon markets and position your brand for lasting global success.

CONCLUSION

UNDERSTANDING YOUR RANKING AND SCORES

This year's Marketplace Index™ reveals where brands are winning and where opportunities are being missed. Your scores and rankings highlight not only how you compare to competitors, but also which levers can drive meaningful growth. In a marketplace that moves faster every year, resting on past performance is no longer an option.

Use these insights to pinpoint high-impact areas, strengthen underperforming metrics, and make strategic decisions that shift your brand's trajectory. Every optimization on Amazon matters. Even small improvements across content, retail, and media can compound into lasting competitive advantages. Amazon rewards momentum, so the more you refine and adapt your strategies, the more you position your brand for long-term success.

TAKE THE NEXT STEP — UNLOCK GROWTH WITH PODEAN

If you want to go beyond these insights and dive deeper into your brand's performance, we can help. Reach out to us at contact@podean.com to review your results and develop strategies tailored specifically to your brand.

If your brand wasn't included in this year's analysis, we offer personalized assessments to ensure you have a clear understanding of where you stand and where to focus.

WHAT'S NEXT?

The Marketplace Index™ continues to grow its reach across Amazon markets. In 2024, we added Mexico and Australia, and this year, Germany and Brazil were included. Our goal is to continue broadening coverage every year to give brands the global insights they need to benchmark performance and confidently explore new markets.



PODEAN

MARKETPLACE MARKETING®

PODEAN is a global, award-winning marketplace marketing agency built to help brands win in the world's most dynamic retail environments. With local teams across North America, South America, Europe, Asia-Pacific, Australia, and the Middle East, we bring deep regional expertise with a truly global perspective. Our 200+ marketplace specialists operate in more than 30 countries, managing campaigns across 200+ marketplaces worldwide.

We offer end-to-end marketplace marketing services, from crafting full-funnel media strategies and optimizing product content to leveraging advanced data analytics and providing strategic consulting. Our mission is to simplify marketplace complexity and transform it into a strategic advantage.

Most recently, **Podean strengthened its global footprint through the acquisition of Commerce Canal**. This addition enhances our capabilities and reach, as we are now able to support an even broader range of brands and marketplaces across the globe. It also reinforces our commitment to helping brands thrive, scale, and lead in the world of ecommerce.

For more information, please visit www.podean.com.



Global expansion
Winner 2023
Amazon Ads Partner Awards



PODEAN

INTELLIGENCE

PODEAN INTELLIGENCE is the dedicated research division of Podean, built to equip brands with the strategic knowledge needed to navigate the rapidly evolving ecommerce landscape.

We go beyond surface-level data by integrating marketplace analytics, consumer behavior insights, and future-focused trend analysis. This integrated approach enables brands to anticipate market shifts, uncover growth opportunities, and make confident, data-driven decisions.

From benchmarking performance on Amazon to uncovering new growth levers across global marketplaces, Podean Intelligence delivers actionable insights and innovative solutions that help brands achieve sustainable success.

To learn more about Podean Intelligence and its research capabilities, visit podean.com/intelligence or get in touch with us at contact@podean.com.

IN PARTNERSHIP WITH



JUNGLE SCOUT is the benchmark for Amazon intelligence. First to market, with over a decade of experience, Jungle Scout provides brands, retailers, and agencies with the broadest and deepest third-party (3P) Amazon marketplace data available. Our industry-leading suite of tools and market insights enable businesses to navigate Amazon's complexities, accelerate growth, and maintain a competitive edge in a dynamic e-commerce landscape.



COBALT is Jungle Scout's market intelligence and advertising optimization tool for large brands and agencies. Unlock market insights to optimize pricing, product mix, and innovation for sustainable growth. Drive revenue, refine channel strategy, and strengthen pricing power with competitive intelligence and demand forecasting.

For more information on Jungle Scout, Cobalt, and their suite of tools, visit junglescout.com.

APPENDIX: MARKETPLACE INDEX AU CATEGORIES

Men's Clothing

Shirts, T-Shirts, Polos, Casual Button-Down Shirts, Dress Shirts, Sweaters, Hoodies and Sweatshirts, Jackets and Coats, Suits and Blazers, Vests, Pants, Jeans, Shorts, Activewear, Overalls, Sleepwear and Loungewear, Underwear, Socks, Formalwear

Women's Clothing

Dresses, Tops, T-Shirts, Blouses and Button-Down Shirts, Sweaters, Cardigans, Hoodies and Sweatshirts, Jackets and Coats, Blazers, Vests, Pants, Jeans, Shorts, Skirts, Activewear, Sleepwear and Loungewear, Lingerie, Underwear and Hosiery, Socks, Jumpsuits and Rompers

Men's Footwear

Sneakers, Dress Shoes, Casual Shoes, Boots, Sandals, Slippers, Loafers, Clogs, Athletic Shoes

Women's Footwear

Flats, Heels, Sandals, Boots, Sneakers, Sandals, Wedges, Pumps, Espadrilles, Loafers, Mules, Platform Shoes, Slippers, Athletic Shoes, Clogs, Oxfords, Peep Toe Shoes

Shoulder Bags & Backpacks

Shoulder Bags, Tote Bags, Crossbody Bags, Satchel Bags, Hobo Bags, Bucket Bags, Messenger Bags, Sling Bags, Laptop Bags, Fashion Backpacks, Work/School Backpacks, Travel Backpacks,

Makeup

Foundation, Concealer, Blush, Highlighter, Bronzer, Eyeshadow, Eyeliner, Mascara, Lipstick, Lip Gloss, Lip Liner, Makeup Brushes, Makeup Remover, Setting Spray, Primer

Skin Care

Cleansers, Toners, Moisturizers, Lotions, Serums, Face Oils, Sunscreen, Eye Creams, Masks, Exfoliators, Acne Treatments, Anti-Aging Products, Lip Care, Makeup Removers, Face Mists, Treatment and Serums, Sets and Kits

Hair Care

Shampoo, Conditioner, Hair Treatment, Hair Dye, Hair Mask, Hair Oil, Hair Serum, Hair Styling Products, Hair Gel, Hair Mousse, Hair Spray, Hair Wax, Hair Cream, Hairbrushes, Hair Combs, Hair Accessories, Hair Dryers, Hair Straighteners, Curling Irons, Hair Rollers, Hair Extensions

Personal Care

Body Care, Oral Care, Deodorant and Antiperspirant, Feminine Care, Men's Grooming, Shaving and Hair Removal, Sun Protection, Hand and Foot Care, Bath and Shower, Incontinence and Ostomy, Ear Care, Eye Care, Intimate Hygiene

Household Supplies & Cleaning

Cleaning Supplies, Laundry Detergent, Dishwashing Soap, Paper Towels, Toilet Paper, Trash Bags, Cleaning Tools, Air Fresheners, Batteries, Light Bulbs, Storage Containers, Food Wraps and Foils, Insect Repellents, Sponges, Brooms, All-Purpose Cleaners, Disinfecting Wipes, Glass Cleaners, Dishwasher Pods, Fabric Softeners, Stain Removers, Toilet Bowl Cleaners

Vacuum Cleaners & Floor Care

Vacuums, Carpet Cleaners, Floor Buffers, Steam Cleaners, Robotic Vacuums, Parts and Accessories, Mops, Steam Mops, Floor Sweepers, Brooms

APPENDIX: MARKETPLACE INDEX AU CATEGORIES

Vitamins & Supplements

Multivitamins, Vitamin D, Vitamin C, B Vitamins, Omega-3 Fatty Acids, Calcium, Magnesium, Iron, Probiotics, Collagen Supplements, Zinc, Melatonin, Coenzyme Q10 (CoQ10), Fish Oil, Turmeric, Glucosamine, Chondroitin, Fiber Supplements, Vitamin E, Biotin, Folic Acid, Cranberry Extract, Calcium Supplements

Baby Care & Nappy Changing

Baby Bath, Bubble Bath, Bathtubs, Baby Grooming, Baby Skin Care, Nappy Creams, Teethers and Teething Relief, Hair Care, Nursing Pads, Medical Kits, Nappies, Wipes, Changing Pads, Nappy Bags, Nappy Pails and Refills, Cloth Nappies, Disposable Nappies, Swim Nappies, Baby Wipe Warmers, Nappy Accessories, Baby Food

Snacks, Sweets, & Breakfast Cereal

Chips, Popcorn, Pretzels, Crackers, Nuts and Seeds, Trail Mix, Granola Bars, Energy Bars, Candy, Chocolate, Cookies, Biscuits, Pastries, Cakes, Muffins, Brownies, Dessert Bars, Pudding, Gelatin, Ice Cream, Frozen Treats, Jerky, Fruit Snacks, Rice Cakes, Dried Fruit, Nut Butters, Cereals, Oatmeal, Granola, Toaster Pastries, Breakfast and Cereal Bars, Instant Breakfast Drinks

Drinks

Water, Coffee, Tea, Juice, Soft Drinks, Sports Drinks, Energy Drinks, Milk, Hot Chocolate, Dairy Alternatives, Herbal Tea, Flavored Water, Sparkling Water, Soda, Lemonade, Iced Tea, Bubble Tea, Beverage Syrups, Concentrates, Alcohol Mixers

Beer, Wine, & Spirits

Beer, Wine, Whiskey, Vodka, Rum, Tequila, Brandy, Gin, Champagne, Sparkling Wine, Red Wine, White Wine, Rosé, Craft Beer, Lager, Ale, Cider, Sake, Bourbon, Scotch, Liqueurs, Mixers, Cocktails, Aperitifs

Pantry Staples

Flour, Sugar, Salt, Cooking Oil, Vinegar, Spices, Herbs, Seasonings, Stocks, Broths, Condiments, Spread, Sauces, Dressings, Pasta, Rice, Grains, Canned and Packaged Goods, Baking Supplies, Instant Noodles, Instant Meals, Syrups

Kitchen & Dining

Cookware, Bakeware, Utensils, Cutlery, Dinnerware, Glassware, Drinkware, Table Linens, Kitchen Tools, Food Storage, Barware, Tableware, Kitchen Organization, Microwave Ovens, Toasters, Juicers, Blenders, Coffee Machines, Tea Accessories, Other Small Appliances

Television

Smart TVs, LED TVs, OLED TVs, QLED TVs, LCD TVs, HD TVs, 4K TVs

Computers, Monitors, & Peripherals

Desktops, Laptops, Towers, Minis, All-in-One Desktop PCs, Monitors, Keyboards, Mice, Webcams, Speakers, Headsets, Headphones, Microphones, Mouse Pads, Monitor Stands, Docking Stations, Graphics Tablets, Numeric Key pads, Trackballs, Printers, Scanners, Storage, Blank Media, Cables, Input Devices, Computer Accessories, Cleaning and Repair Supplies

APPENDIX: MARKETPLACE INDEX AU CATEGORIES

Sports, Fitness, & Outdoor Apparel

T-shirts, Tank Tops, Long-Sleeve Shirts, Hoodies, Sweatshirts, Joggers, Leggings, Compression Pants, Sweatpants, Shorts, Lightweight Jackets, Windbreakers, Rain Jackets, Ski Jackets, Compression Shirts, Compression Shorts, Thermal Base Layers, Athletic Socks, Biking Shorts, Cycling Jerseys

Recreational Swimwear

Swimsuits, Bikinis, Tankinis, One-Piece Swimsuits, Swim Trunks, Swim Shorts, Board Shorts, Rash Guards, Cover-Ups, Swim Dresses, Swim Skirts, Swim Tops, Swim Bottoms, Swim Briefs, Swim Jammers, Swim Caps

Games, Puzzles, & Accessories

Board Games, Card Games, Party Games, Strategy Games, Role-Playing Games, Puzzles, Outdoor Games, Trivia Games, Educational Games, Kids' Games, Game Dice, Game Mats, Game Storage and Accessories, Game Pieces and Parts, Game Boards and Playmats

Toys, Stuffed Animals, & Playsets

Toys, Building Toys, Figures, Collectibles, Dolls, Doll Accessories, Dollhouses, Doll Playsets, Playhouses, Play Sets, Stuffed Animals and Plush Toys, Plush Puppets, Plush Pillows

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