THE MARKETPLACE INDEX**

The definitive benchmark for brands that win on Amazon

2025 AUSTRALIA REPORT



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 INDEXTM, 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

THE MARKETPLACE INDEXTM

TABLE OF CONTENTS

Marketplace Index™ Global and Australia Market Overview Methodology 06 Categories, Brands, Data, and Metrics Insights and Findings General and Category Category Rankings 13 Australia Category Scores and Rankings Metric-Specific Insights 15 Content, Customer, and Media **Brand Rankings** 19 Australia Brand Scores and Rankings Yearly and Regional Performance Insights 44 Year-Over-Year and Cross Regional Conclusion 49 Understanding Your Scores and What's Next About Us 50 Podean and Podean Intelligence Official Partnership **52** Jungle Scout and Cobalt

53

Marketplace Index AU Categories

Appendix

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 IndexTM (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 across 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.

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.

B. 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 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.

C. 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 the brand in searched. 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 the brand in searched. This reflects how brands promote their individual products to shoppers already seeking their offerings.

Sponsored Brand (Category Keywords)

Sponsored Brand ads appear prominently in search results when non-brand or category-related keywords (from a curated list) are searched. 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 non-brand or category-related keywords (from a curated list) are searched. 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.

* RETAIL

Retail metrics including Out-of-Stock (OOS) Rate and Prime Eligibility are excluded from this market's coverage due to limited data availability. As a result, the Amazon Badges metric previously under Retail has been moved to Content for this report.

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 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	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)
1 1	Skin Care	34.3	22.0	9.0	65.2
2	Kitchen & Dining	30.0	21.5	9.8	61.3
3	Personal Care	28.9	21.5	9.6	60.0
4	Men's Clothing	29.8	20.8	8.2	58.8
5	Computers, Monitors, & Peripherals	29.7	20.3	8.6	58.6
6	Vacuums & Floor Care	28.1	19.1	10.2	57.5
7	Hair Care	28.4	21.1	7.6	57.1
8	Toys, Stuffed Animals, & Playsets	28.5	22.0	6.5	57.0
9	Household Supplies & Cleaning	26.6	21.7	7.3	55.6
10	Baby Care & Nappy Changing	28.9	20.8	5.8	55.5
n	Drinks	28.5	21.4	5.3	55.2
12	Women's Clothing	34.3	22.0	9.0	65.2

^{*} 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	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
13	Sports, Fitness, & Outdoor Apparel	28.6	20.4	5.1	54.1	
14	Women's Footwear	28.8	20.3	4.0	53.1	
15	Makeup	25.3	20.1	7.4	52.8	
16	Men's Footwear	26.7	20.8	5.0	52.5	
17	Vitamins & Supplements	23.7	19.9	7.8	51.4	
18	Recreational Swimwear	22.8	21.3	3.0	47.1	
19	Television	25.0	18.6	2.8	46.4	
20	Snacks, Sweets, & Breakfast Cereal	22.7	16.2	7.4	46.2	
21	Shoulder Bags & Backpacks	22.8	20.5	2.0	45.3	
22	Pantry Staples	24.0	19.3	1.7	45.0	
23	Games, Puzzles, & Accessories	19.8	20.7	3.2	43.7	
24	Beer, Wine, & Spirits	18.8	21.3	3.4	43.5	

^{*} 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 26.2 out of 48. 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 crosspromotion, 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.

Brands this year also generally had more Amazon badges. 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: 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. 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 topselling 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.

16

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

C. 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		

MEN'S CLOTHING

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆	
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)		
- 1 -	Brokig	39.7	19.8	17.0	76.6	0	
2	Step One	40.9	20.6	15.0	76.5	NA	
3	Tradie	35.6	21.3	17.0	73.9	NA NA	
4	33,000ft	33.1	19.5	15.0	67.6	NA	
5	Tommy Hilfiger	26.9	19.4	20.0	66.3	NA	
6	Closemate	38.1	22.3	4.0	64.5	4 4	
7	Bonds	32.7	21.5	4.0	58.2	↓ 3	
8	Wrangler	26.0	21.9	8.0	55.9	↑4	
9	Champion	28.2	20.8	4.0	53.0	↓2	
10	Puma	26.7	21.3	4.0	52.0	0	
111	Calvin Klein	24.9	17.9	7.0	49.8	NA TO	
12	Dickies	23.8	21.5	4.0	49.3	Ψ1	
13	Hanes	26.3	21.8	0.0	48.1	0	
14	Gildan	20.2	21.8	4.0	46.0	NA	
15	Russell Athletic	23.2	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

WOMEN'S CLOTHING

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1 -	CRZ Yoga	41.1	22.3	11.0	74.4	0
2	Farmacell	34.8	17.5	15.0	67.3	↑2
3	33,000ft	27.5	18.5	16.0	61.9	NA NA
4	Voenxe	35.3	20.3	5.5	61.2	NA
5	Relaxsan	34.4	19.3	4.0	57.7	↓3
6	Bonds	31.9	21.4	4.0	57.3	Ψ1
7	Innersy	30.1	19.7	5.5	55.3	NA
8	Berlei	32.1	19.1	4.0	55.2	↓ 5
9	Wernies	26.3	22.5	4.0	52.9	NA .
10	Amazon Essentials	29.6	21.3	0.0	50.9	↑2
- 11	Frida Mom	21.5	21.4	4.0	46.9	NA
12	Yeoreo	21.9	20.9	4.0	46.9	↓ 5
13	Unthewe	22.4	19.3	0.0	41.7	NA
14	Aoxjox	20.0	21.4	0.0	41.4	Ψ1
15	Bluemaple	19.3	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

MEN'S FOOTWEAR

RANK	BRAND	CONTENT	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1 -	Crocs	30.3	22.1	17.0	69.3	0
2	Adidas	28.4	19.7	18.5	66.7	↑6
3	UGG 1978AUS	28.4	22.6	15.5	66.5	NA
4	Tommy Hilfiger	24.7	21.3	17.0	63.1	NA
5	Dr. Martens	24.4	21.7	10.0	56.1	↑6
6	New Balance	18.9	20.6	14.0	53.5	↓ 4
7	Puma	25.5	19.9	7.0	52.4	↓1
8	Skechers	24.7	22.3	4.0	51.0	↓ 3
9	Columbia	24.7	22.0	4.0	50.7	NA
10	RockDove	28.7	21.3	0.0	50.0	NA
- 111	Merrell	20.7	20.3	4.0	45.0	↓1
12	Clarks	19.0	20.5	2.0	41.5	↑1
13	Grosby	21.9	15.6	4.0	41.5	NA
14	Whitin	15.9	20.2	0.0	36.1	0
15	Axodsnl	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

WOMEN'S FOOTWEAR

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1	Joto	42.0	21.2	12.0	75.2	NA
2	Crocs	30.1	22.0	17.0	69.1	41
3	UGG 1978AUS	28.9	19.9	17.0	65.8	↑1
4	LongBay	36.3	21.5	4.0	61.8	↓1
5	UGG Australian Shepherd	21.6	21.8	16.5	59.9	↓ 3
6	Skechers	26.4	22.3	9.0	57.7	↑1
7	Ecco	24.6	21.6	10.5	56.7	↑6
8	Puma	24.7	18.7	7.0	50.4	↑ 4
9	Teva	21.7	22.0	5.5	49.2	↑5
10	RockDove	26.7	21.3	0.0	47.9	↓ 5
m	Woolcomfort	25.0	17.9	2.0	44.9	↑5
12	Dr. Scholl's	20.6	20.0	4.0	44.6	NA
13	Chantomoo	18.2	21.1	0.0	39.3	NA
14	Yellow Earth Australia	14.1	15.6	7.0	36.7	NA
15	Molatin	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

SHOULDER BAGS & BACKPACKS

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1 -	tomtoc	40.0	23.1	5.5	68.6	↑4
2	Kingsons	31.1	22.0	14.0	67.1	NA
3	Harp and Ra	33.0	22.6	0.0	55.6	11
4	Vaschy	29.2	22.5	2.0	53.7	43
5	myfriday	26.7	16.1	4.0	46.8	11
6	Yaucher	26.0	20.5	0.0	46.5	NA
7	Travelon	24.8	21.4	0.0	46.2	0
8	JQWSVE	22.6	20.1	0.0	42.7	0
9	Newrogeng	22.1	18.9	0.0	41.0	NA
10	Higouta	18.5	21.3	0.0	39.8	NA
111	YFGBCX	22.2	17.1	0.0	39.4	↓1
12	Efilra	19.0	18.5	0.0	37.5	↓1
13	Mothgel	16.3	15.4	0.0	31.8	↑2
14	Urawow	15.3	15.4	0.0	30.6	0
15	Upbull	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	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1	L'Oréal Paris	35.3	21.3	15.0	7 1.6	↑4
2	NYX Professional Makeup	37.2	20.9	12.0	70.1	0
3	Maybelline New York	38.0	21.3	9.0	68.4	↓2
4	Rimmel	30.3	21.1	7.0	58.4	0
5	Real Techniques	31.3	22.9	2.0	56.2	↓2
6	Quewel	32.3	19.7	4.0	56.0	NA
7	Revlon	27.6	21.5	5.5	54.6	11
8	YBVABE	26.5	22.4	5.5	54.4	NA
9	Natio	31.1	20.4	0.0	51.5	NA
10	e.l.f.	23.4	21.7	5.5	50.6	Ψ1
11	Wet n Wild	22.0	21.3	4.0	47.2	NA
12	BS Mall	20.1	21.3	2.0	43.4	NA
13	Kiss	15.3	22.1	4.0	41.5	NA
14	Iconsign	15.3	17.1	0.0	32.5	↓3
15	Clio	14.5	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

SKIN CARE

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1	Nivea	40.9	22.5	18.0	81.4	0
2	La Roche-Posay	38.3	22.5	15.5	76.2	0
3	CeraVe	37.1	22.5	13.0	72.6	10
4	Neutrogena	31.7	22.2	17.0	70.9	NA
5	Bioderma	33.6	22.5	14.0	70.1	NA
6	Garnier	32.3	21.8	14.0	68.1	↓3
7	Thayers	27.1	22.5	14.0	63.6	41
8	Gya Labs	37.4	21.4	4.0	62.8	Ψ1
9	L'Oréal Paris Men Expert	38.1	20.1	4.0	62.3	↓ 5
10	Burt's Bees	35.5	22.0	4.0	61.5	Ψ1
111	Vaseline	28.3	22.1	9.0	59.4	NA
12	COSRX	36.9	21.8	0.0	58.7	0
13	Olay	31.5	21.5	4.0	56.9	NA
14	Sukin	30.4	22.4	4.0	56.8	NA
15	numbuzin	34.8	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

HAIR CARE

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1	Remington	36.8	21.3	17.0	75.1	NA
2	Tresemme	34.4	21.2	12.0	67.6	NA
3	Garnier	34.3	21.9	11.0	67.3	↓2
4	Herbishh	32.8	19.9	14.0	66.7	↓2
5	Shea Moisture	32.8	21.4	12.0	66.2	↓2
6	Kitsch	30.9	21.0	12.0	63.9	↑1
7	L'Oréal Paris	37.5	21.4	5.0	63.9	NA
8	Neutrogena	22.6	21.4	12.0	56.0	↑3
9	Toppik	23.5	19.2	13.0	55.8	↑1
10	Olaplex	29.2	22.5	0.0	51.7	Ψ1
n	Cliganic	23.5	22.1	2.0	47.6	NA
12	Maple Holistics	24.1	21.0	2.0	47.1	4 4
13	Marc Anthony	23.3	20.9	0.0	44.1	NA
14	HH&LL	21.0	22.7	0.0	43.7	↓2
15	Schwarzkopf Extra Care	19.6	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

PERSONAL CARE

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆	
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)		
- 1	Nivea	41.1	22.9	20.0	83.9	↑1	
2	Colgate	36.9	22.6	20.0	79.5	41	
3	Palmolive	36.3	23.1	17.0	76.4	0	
4	Oral-B	32.5	23.1	18.0	73.6	↑1	
5	Cetaphil	36.1	22.7	14.0	72.8	↑1	
6	Dove	27.7	22.3	14.0	64.0	↓2	
7	Gya Labs	35.0	21.0	4.0	60.1	NA	
8	Braun	32.4	20.1	7.0	59.5	NA	
9	Gillette	32.9	22.4	4.0	59.3	↓2	
10	Ronavo	19.2	20.3	14.0	53.5	↑2	
111	Gaia Skin Naturals	33.3	19.1	0.0	52.5	↑3	
12	Piksters	17.7	21.2	4.0	42.9	↑3	
13	GoodBeauty	21.0	20.8	0.0	41.8	NA	
14	Grocerism	16.3	21.4	4.0	41.6	NA	
15	Pearlie White	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

HOUSEHOLD SUPPLIES & CLEANING

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1	Dettol	31.9	23.1	18.0	72.9	↑2
2	Kleenex	31.6	21.1	13.0	65.7	↑2
3	Cuddly	29.1	19.2	17.0	65.3	↑4
4	Finish	28.6	21.7	12.0	62.3	↑2
5	VIVA Paper Towel	25.3	23.6	11.0	59.9	↑ 4
6	Palmolive Dish	30.1	22.0	7.0	59.1	NA
7	ОМО	28.2	20.4	10.5	59.1	↓2
8	Morning Fresh	29.3	23.1	5.0	57.3	↑2
9	Scrub Daddy	30.6	21.2	3.0	54.8	NA
10	Ziploc	28.9	23.3	0.0	52.2	11
- 111	Glad	27.5	22.5	0.0	50.0	NA
12	Quilton	24.7	22.5	0.0	47.2	↑2
13	Downy	16.9	22.1	7.0	46.0	0
14	Suprus	19.5	20.6	4.0	44.2	NA
15	Radiant	17.3	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

VITAMINS & SUPPLEMENTS

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1	Optislim VLCD	34.4	20.6	14.0	69.0	†2
2	Swisse	39.1	22.6	0.0	61.7	Ψ1
3	Blackmores	32.8	22.9	5.5	61.2	NA NA
4	NOW	27.3	22.5	4.0	53.8	↑2
5	Renew Actives	31.1	20.7	0.0	51.8	↓3
6	Carlyle	22.6	22.0	4.0	48.6	↑2
7	Best Naturals	19.4	22.0	7.0	48.4	0
8	Metamucil	23.9	21.2	0.0	45.1	NA
9	Herbs of Gold	14.6	23.0	7.0	44.6	NA
10	Dr. Berg Nutritionals	19.4	22.5	0.0	41.9	NA
- 111	Bronson	18.0	21.9	0.0	39.9	↑1
12	lgennus Healthcare Nutrition	16.6	21.9	0.0	38.5	↓2
13	ATP Science	16.2	17.0	4.0	37.2	NA
14	Black Belt Protein	14.6	18.7	0.0	33.3	↓3
15	Crownzz	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

BABY CARE & NAPPY CHANGING

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1 -	Curash	35.5	23.1	14.0	72.6	↑8
2	WaterWipes	35.0	19.3	16.5	70.8	NA
3	KeaBabies	34.7	22.7	7.0	64.3	0
4	BabyU	32.0	22.1	6.5	60.6	↑6
5	GAIA Natural Baby	37.2	21.9	0.0	59.1	NA
6	Johnson's Baby	28.7	22.6	7.0	58.3	↑2
7	Huggies	26.0	21.3	8.5	55.8	↓ 6
8	Dreambaby	30.1	19.9	4.0	54.1	NA
9	Weleda Australia	30.3	21.6	2.0	53.9	↓ 5
10	Milton	27.3	21.9	3.5	52.8	4 4
- 111	Dermaveen	27.3	20.7	4.0	52.1	↑3
12	Wet Ones	28.7	23.2	0.0	51.9	NA
13	Tinker Tot Baby	24.8	16.4	5.5	46.7	↓2
14	Sudocrem	22.2	17.2	5.0	44.4	Ψ1
15	Fess	13.9	18.1	4.0	36.0	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

DRINKS

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1	T2 Tea	38.4	22.9	17.0	78.3	NA
2	Lavazza	40.3	22.6	4.0	66.9	↑1
3	Coca-Cola	35.6	23.2	7.0	65.8	↓ 1
4	Monster Energy	30.1	21.6	14.0	65.7	↑1
5	Starbucks by Nespresso	27.7	19.7	15.0	62.4	NA
6	Bundaberg	31.2	22.0	4.0	57.2	NA
7	Borovela	32.3	20.8	4.0	57.0	0
8	Monin	28.3	21.9	4.0	54.2	↑1
9	Harris	26.0	21.7	4.0	51.7	↑1
10	Moccona	23.8	20.3	7.0	51.1	↓ 6
	Dilmah Exceptional	28.0	21.9	0.0	49.9	NA
12	Grinders	24.2	21.8	0.0	46.0	NA
13	Frantelle	22.0	22.4	0.0	44.4	↓ 1
14	L'OR Espresso	22.7	19.3	0.0	42.0	48
15	Planet Organic	17.0	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

BEER, WINE, & SPIRITS

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1 -	Glenfiddich	21.1	18.7	14.0	53.7	NA
2	Fever-Tree	30.6	15.2	7.0	52.8	↑7
3	Johnnie Walker	26.8	20.7	4.0	51.5	↑5
4	Convict Bitters	24.2	20.4	4.0	48.5	4 1
5	Smirnoff	13.8	16.7	17.0	47.5	↑8
6	Jack Daniel's	20.0	21.1	0.0	41.1	NA
7	Absolut	19.9	20.5	0.0	40.4	0
8	StrangeLove	21.1	18.6	0.0	39.7	↓7
9	The Balvenie	17.5	18.7	0.0	36.2	↓ 3
10	Campari	14.3	20.9	0.0	35.3	↑1
111	Suntory	15.3	18.7	0.0	34.1	NA
12	Baileys	14.7	17.7	0.0	32.4	NA NA
13	Lagavulin	14.9	15.2	0.0	30.1	↑2
14	Jacob's Creek	11.8	17.5	0.0	29.3	NA
15	Hibiki	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

SNACKS, SWEETS, & BREAKFAST CEREALS

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1 -	Trolli	31.2	22.8	0.0	54.0	NA
2	Nature's Delight	28.0	20.6	4.0	52.6	↑9
3	Mentos	25.3	21.6	4.0	50.9	↑1
4	Lindt	28.1	22.6	5.5	50.4	NA
5	J.C.'s Quality Foods	25.3	19.8	2.0	49.9	↓2
6	Chupa Chups	23.9	18.3	4.0	47.7	↓ 4
7	Honest to Goodness	22.5	22.6	0.0	46.5	NA
8	Smiths	26.4	18.0	5.5	46.0	NA
9	Carman's	21.4	18.4	0.0	44.8	↓ 3
10	Arnott's	19.0	21.9	0.0	43.3	ψ1
111	Kopiko	20.0	22.9	0.0	41.9	41
12	Bear	18.6	20.8	0.0	40.8	↓7
13	Werther's Original	12.3	20.6	0.0	39.2	NA
14	Sweetworld	17.0	19.8	4.0	36.1	0
15	Maltesers	31.2	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

PANTRY STAPLES

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1 -	Manuka Doctor	35.8	22.1	4.0	61.9	NA
2	Heinz	31.5	21.8	7.0	60.3	↑1
3	Maggi	20.3	20.4	14.0	54.7	NA NA
4	G-Fresh	23.5	20.7	7.0	51.2	↑3
5	Lotus	23.6	22.8	0.0	46.4	NA
6	Tabasco	16.2	19.9	9.0	45.1	↓ 4
7	Honest to Goodness	22.1	21.8	0.0	43.9	NA
8	San Remo	21.3	22.5	0.0	43.8	↑1
9	Tajin Chilli	19.5	22.3	0.0	41.8	↓1
10	Vegemite	17.8	21.2	0.0	39.0	↑4
111	Kraft	17.0	15.0	5.5	37.5	↓ 5
12	Indomie	13.0	19.3	2.0	34.3	NA
13	Huy Fong	12.5	20.2	0.0	32.7	↓ 1
14	Chef's Choice	11.9	20.4	0.0	32.3	↓3
15	Poblano	10.9	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

KITCHEN & DINING

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1 -	Russell Hobbs	41.2	21.9	20.0	83.1	NA
2	De'Longhi	34.5	21.8	20.0	76.3	↓ 1
3	OXO	38.9	22.6	14.0	75.5	Ψ1
4	Ninja	32.4	22.2	20.0	74.6	NA
5	Breville	33.6	22.5	16.5	72.6	↑5
6	Joseph Joseph	35.9	21.7	8.0	65.6	NA
7	Maxwell & Williams	26.8	20.4	13.5	60.7	↓ 3
8	Microplane	23.6	22.7	14.0	60.3	↓ 5
9	KitchenAid	28.3	21.4	10.5	60.2	↓3
10	Kadams	28.5	19.0	9.0	56.5	↓2
111	Scanpan	32.4	22.5	0.0	54.9	NA .
12	Avanti	32.0	20.3	0.0	52.3	NA
13	FAAY	28.4	22.1	0.0	50.5	NA
14	Cuisinart	21.3	21.9	2.0	45.3	NA
15	rawnori	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

VACUUMS & FLOOR CARE

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1 -	Shark	33.3	19.9	20.0	73.2	116
2	Eureka	35.1	20.4	17.0	72. 6	NA
3	Ecovacs	33.3	19.4	18.5	71.2	Ψ1
4	tineco	32.4	18.9	18.5	69.9	↓ 1
5	Bissell	32.4	19.4	16.5	68.3	↑3
6	Dyson	28.7	20.9	15.5	65.0	NA
7	Dreame	30.9	19.8	13.5	64.2	↓ 3
8	Lubluelu	35.7	19.5	4.0	59.2	↓3
9	Philips	28.3	18.3	9.0	55.7	NA .
10	Lefant	28.5	19.6	5.5	53.6	↓ 4
111	Black+Decker	26.3	19.9	5.5	51.6	↑1
12	Mexerris	18.8	20.8	4.0	43.6	NA
13	Akitas	21.9	17.1	4.0	43.0	↓ 3
14	Smoture	16.6	18.6	2.0	37.2	NA
15	Belife	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

COMPUTERS, MONITORS, & PERIPHERALS

RANK	BRAND	CONTENT	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1	UGreen	41.2	22.5	17.0	80.7	0
2	TP-Link	41.2	21.5	14.0	76.7	↑1
3	Logitech	34.1	22.1	20.0	76.2	↓ 1
4	Elegoo	34.0	20.9	14.0	68.9	NA
5	Besign	23.9	23.1	17.0	63.9	NA
6	Corsair	38.7	23.2	0.0	61.9	NA
7	SanDisk	33.9	23.1	4.0	61.0	↑2
8	Apple	21.0	21.3	17.0	59.3	↓ 4
9	NexiGo	27.6	20.3	7.0	54.9	4 1
10	НР	28.3	19.5	7.0	54.7	↑1
111	MSI	25.1	20.3	4.0	49.4	4 4
12	PowerBear	25.4	22.0	0.0	47. 5	11
13	Laser	28.7	11.6	4.0	44.2	↓ 1
14	Adwits	26.1	16.5	0.0	42.6	NA
15	Acer	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

TELEVISION

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
1 -	Skyworth	28.0	16.1	20.0	64.1	NA
2	Kogan	31.2	13.5	16.0	60.7	↑7
3	Philips	25.8	13.8	14.0	53.7	↑4
4	Sony	27.0	17.8	7.0	51.8	↓1
5	Prism+	26.0	18.0	7.0	51.0	44
6	LG	23.6	16.6	7.0	47.2	↓2
7	Samsung	16.9	15.5	14.0	46.4	↑1
8	Englaon	30.0	16.4	0.0	46.4	↓ 6
9	TCL	22.0	17.5	2.0	41.5	NA
10	Sylvox	21.2	13.0	7.0	41.2	↓ 5
- 111	Atyme	19.0	20.3	0.0	39.3	↑1
12	Hisense	16.7	17.8	4.0	38.5	↑3
13	JVC	19.0	12.4	7.0	38.4	↓7
14	Zoshing	19.0	19.3	0.0	38.3	NA
15	AOA	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

SPORTS, FITNESS, & OUTDOOR APPAREL

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆	
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)		0
- 1	CRZ Yoga	39.9	22.1	17.0	78.9	NA	
2	33,000ft	37.9	22.3	10.0	70.1	NA	
3	Brokig	39.1	19.6	11.0	69.7	NA	
4	Cambivo	34.9	21.2	11.5	67.6	NA	
5	Closemate	39.3	22.4	2.0	63.7	NA	
6	The Gym People	37.6	21.3	3.0	61.9	NA	
7	TSLA	37.7	20.5	3.0	61.3	NA	
8	Yeoreo	21.7	20.4	2.0	44.1	NA	
9	Russell Athletic	21.8	20.9	0.0	42.7	NA	
10	Aolesy	20.3	20.9	0.0	41.3	NA	
111	Bluemaple	19.0	21.4	0.0	40.4	NA .	
12	Unthewe	22.1	17.4	0.0	39.4	NA	
13	Charmking	18.5	20.0	0.0	38.5	NA	
14	Lacoste	22.8	15.6	0.0	38.4	NA	
15	Fila	19.8	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

RECREATIONAL SWIMWEAR

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1 -	Modibodi	36.3	18.5	18.0	72.7	NA
2	Speedo	33.3	21.4	13.0	67.7	↑5
3	TSLA	37.1	19.9	7.0	64.0	↑1
4	Relleciga	38.3	19.3	0.0	57. 5	↓ 1
5	Athlio	32.6	19.5	4.0	56.1	NA
6	Amazon Essentials	26.0	21.7	0.0	47.7	NA
7	Kanu Surf	20.6	21.5	0.0	42.2	↑3
8	Tempt Me	20.6	20.9	0.0	41.5	NA
9	Seaform	21.4	19.6	0.0	41.0	0
10	Xunyu	19.3	18.5	0.0	37.8	↑1
111	Viottiset	18.2	18.6	0.0	36.8	NA
12	Akaeys	18.3	17.5	0.0	35.9	0
13	Beachsissi	20.3	15.0	0.0	35.3	0
14	Yauasopa	17.1	13.4	0.0	30.5	0
15	Esonlar	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

GAMES, PUZZLES, & ACCESSORIES

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
- 1	Skillmatics	34.7	22.5	7.0	64.1	†2
2	Mattel Games	30.4	23.1	9.0	62.5	Ψ1
3	Puzzle Master Premium Cut	22.5	19.2	13.5	55.2	↑4
4	Ravensburger	22.4	23.0	5.5	50.9	11
5	Thames & Kosmos	18.6	22.3	4.0	44.9	↑1
6	Pokémon	19.0	21.3	4.0	44.3	↑2
7	Cuberspeed	19.5	22.4	2.0	43.9	NA
8	Monopoly	19.1	20.1	4.0	43.2	4 4
9	BestSelf Co.	17.9	20.2	0.0	38.0	↑2
10	Takara Tomy	14.3	21.6	2.0	37.9	NA
m	Tarotika	14.2	22.7	0.0	36.9	↓ 2
12	Toyland	13.7	22.7	0.0	36.4	NA
13	Drumond Park	14.2	21.7	0.0	35.9	↑1
14	Addict A Ball	15.0	20.5	0.0	35.5	NA
15	Mayfair Games	6.5	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

TOYS, STUFFED ANIMALS, & PLAYSETS

RANK	BRAND	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK ∆
		(Total = 48)	(Total = 25)	(Total = 20)	(Total = 93)	
1	Barbie	36.3	23.3	13.5	73.0	†2
2	Lego	38.8	23.7	10.5	73.0	Ψ1
3	Yolomoon	35.2	21.4	9.0	65.6	↑4
4	Joyin	35.3	22.5	7.0	64.8	NA
5	Gabby's Dollhouse	27.4	18.5	17.0	62.9	↓ 3
6	Fisher-Price	35.6	23.2	4.0	62.8	NA
7	Наре	33.5	22.5	4.0	59.9	↓ 3
8	Remoking	33.6	21.0	4.5	59.1	↓ 3
9	Disney	20.8	22.6	13.0	56.3	NA
10	Ikasa	27.2	21.7	7.0	55.9	4 4
- 111	Gund	26.2	23.3	4.0	53.5	NA
12	Wild Republic	26.5	22.9	4.0	53.4	↓ 3
13	Orchard Toys	20.2	22.8	0.0	43.0	NA
14	Takara Tomy (Tomy)	15.7	21.8	0.0	37. 5	0
15	Roochkd	15.0	19.2	0.0	34.2	0

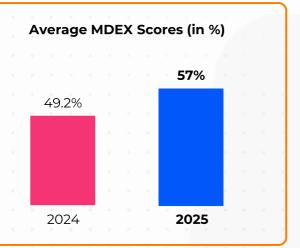
^{*} NA indicates that the brand was not evaluated in the previous year

^{*} 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

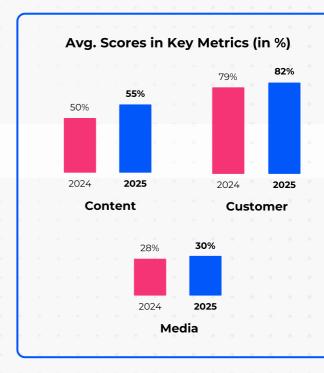
Brands selling on Amazon Australia have shown steady improvement in their scores. In 2024, the average performance rate was 49.2%, which increased to 56% this year, reflecting a 16% year-over-year gain. To ensure a fair comparison, results last year were standardized to account for the introduction of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



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:



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 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.

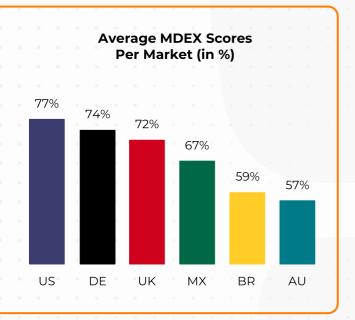
At the category level, the biggest improvements were seen in "Men's Footwear", "Women's Footwear", and "Skin Care". Of these, "Skin Care" posted the largest gains, increasing its average scores by approximately 25% and ultimately becoming the top-scoring category overall this year. Many other categories 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.



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 yearover-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 topperforming 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 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 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.







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 com/intelligence or get in touch with us at com/intelligence or get in touch with us at com/intelligence or get in touch with us at com/intelligence or get in touch with us at com/intelligence or get in touch with us at com/intelligence or get in touch with us at com/intelligence or get in touch with us at com/intelligence or get in touch with us at com/intelligence or get in touch with us at com/intelligence or get in touch with us at com/intelligence or get in touch with us at com/intelligence or get in touch with us at com/intelligence or get in touch with us at com/intelligence or com/intelligence or com/intelligence

IN PARTNERSHIP WITH

JungleScout

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 Keypads, 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

Unlock Market Leadership

Get in touch with us today to turn your Marketplace Index™ results into strategies that set your brand ahead of the competition.



For more information on the Marketplace Index™, Please contact us at: contact@podean.com www.podean.com