

THE MARKETPLACE INDEX™

The definitive benchmark for brands
that win on Amazon

2025 BRAZIL REPORT (EN)



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



TABLE OF CONTENTS

04

Marketplace Index™
Global and Brazil Market Overview

06

Methodology
Categories, Brands, Data, and Metrics

12

Insights and Findings
General and Category

14

Category Rankings
Brazil Category Scores and Rankings

16

Metric-Specific Insights
Retail, Content, Customer, and Media

20

Brand Rankings
Brazil Brand Scores and Rankings

47

Regional Performance Insights
How Performance Differ in Amazon Markets

50

Conclusion
Understanding Your Scores and What's Next

51

About Us
Podean and Podean Intelligence

53

Official Partnership
Jungle Scout and Cobalt

54

Appendix
Marketplace Index BR Categories

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 BRAZIL MARKET 2025 OVERVIEW

Although Amazon trails MercadoLivre in Brazil, the marketplace is growing rapidly thanks to investments in logistics, Prime adoption, and a broader product assortment. With more brands entering, competition will continue to intensify, making strategic optimization more essential than ever.

In this first edition of the MDEX in Brazil, we analyzed **over 400 brands across 26 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. Global Comparisons** – How brands in this market stack up against peers in other Amazon marketplaces

The findings this year highlight both strengths and opportunities for improvement. Some brands have quickly established themselves as leaders by leveraging key growth strategies, while others show room to improve due to underinvestment or limited optimization.

As you explore this year's report, you will uncover which brands are setting the pace, which are lagging, 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 Brazil market, we identified the top 26 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 Brazil 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. This selection highlights brands that have achieved significant market share and high sales within their respective categories

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 applied the same metrics framework used in previous 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. 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.

Out of Stock (OOS) Rate

Measures the frequency of product unavailability. A low OOS rate indicates strong inventory management, while a high rate suggests missed sales opportunities.

Prime Delivery Eligibility

Tracks whether products are eligible for Amazon Prime shipping. Prime eligibility improves visibility and conversion rates.

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. 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 industry research.

Product Title Relevancy

Includes key details such as the brand name, product type, and key 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 clear, scannable format within the recommended character limit of 500 to 1,000.

Product Images

The image stack includes at least four 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 features or information visually 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.

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 and 6PM (local market hours). All evaluations were performed in incognito mode to eliminate the influence of personalized 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.¹¹¹

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

Our evaluation of brand performance across the top categories on Amazon Brazil highlights significant growth potential. **Brands achieved an average score of 73.7 out of 125**, which translates to a **performance rate of 59%**. While some brands perform well in specific areas, there remains considerable room for improvement across the board.

Of the 400+ brands evaluated in the market, only 3.6% 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, Maybelline, Dove, Huggies, and Bold Snacks.

CATEGORY INSIGHTS

Brands in the categories under **“Beauty”**, **“Health and Personal Care”**, and **“Baby Products”** generally scored the highest, achieving an average score of 81.8 out of 125 (65%), compared to the overall market average of 73.7. 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 **“Fashion”** and **“Sports and Outdoors”** lagged behind.

Combined, the brands in these categories averaged a score of 65.4 (52%), significantly below the market average.

Examining score variance within specific segments revealed additional insights.

Most categories showed high score volatility, indicating that the field is wide open for emerging or challenger brands to differentiate and capture market share.

Categories such as “Recreational Swimwear”, “Makeup”, “Vacuum Cleaners and Floor Care”, and “Television” displayed the widest gaps between top and bottom performers.

This volatility reflects a fragmented competitive landscape, where some brands excel across retail, content, customer, and media metrics, while others lag significantly.

Conversely, **categories such as “Personal Care” and “Toys, Stuffed Animals, and Playsets” showed minimal variance,**

reflecting a higher level of maturity where most leading brands have largely reached a common baseline of Amazon optimization. This makes it more challenging for emerging players to disrupt these spaces, given the high degree of standardization and competitive parity. On the other hand, **“Men’s Footwear”** and **“Women’s Footwear”** also displayed minimal variance, but their low overall scores suggest widespread underperformance. This gap creates an opportunity for new entrants or challengers to stand out and gain a competitive edge.

CATEGORY RANKINGS

RANK	CATEGORY	RETAIL SCORE <small>(Total = 40)</small>	CONTENT SCORE <small>(Total = 40)</small>	CUSTOMER SCORE <small>(Total = 25)</small>	MEDIA SCORE <small>(Total = 20)</small>	MDEX SCORE <small>(Total = 125)</small>
1	Skin Care	32.9	27.8	22.8	7.8	91.2
2	Hair Care	31.5	24.3	22.9	5.4	84.2
3	Vitamins, Minerals, & Supplements	31.9	22.8	22.1	5.8	82.7
4	Coffee, Tea, & Beverages	31.9	22.3	22.4	4.6	81.3
5	Personal Care	27.3	24.5	22.5	5.8	80.1
6	Kitchen & Dining	30.8	22.9	21.9	3.9	79.5
7	Baby Care & Diapering	28.5	21.5	22.7	6.8	79.5
8	Home Care & Cleaning	26.1	23.5	22.8	4.3	76.8
9	Toys, Stuffed Animals, & Playsets	30.0	21.0	22.3	2.8	76.1
10	Makeup	28.1	20.4	21.5	5.9	76.0
11	Snacks, Sweets, & Breakfast Cereal	29.1	20.4	22.2	3.6	75.3
12	Games, Puzzles, & Accessories	31.5	17.6	21.9	3.9	74.9
13	Vacuum Cleaners & Floor Care	24.3	23.7	19.4	6.9	74.3

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

CATEGORY RANKINGS

RANK	CATEGORY	RETAIL SCORE <small>(Total = 40)</small>	CONTENT SCORE <small>(Total = 40)</small>	CUSTOMER SCORE <small>(Total = 25)</small>	MEDIA SCORE <small>(Total = 20)</small>	MDEX SCORE <small>(Total = 125)</small>
14	Computers, Monitors, & Peripherals	26.8	22.6	21.7	2.5	73.7
15	Television	24.9	23.8	20.2	4.2	73.2
16	Pantry Staples	29.8	16.8	22.2	2.3	71.0
17	Men's Clothing	31.1	16.8	19.7	3.4	71.0
18	Alcoholic Beverages	24.7	20.2	21.4	4.3	70.7
19	Bedding	26.3	23.1	18.5	1.3	69.2
20	Sports, Fitness, & Outdoor Apparel	25.9	20.2	18.5	3.3	67.9
21	Shoulder Bags & Backpacks	24.4	19.3	19.6	3.1	66.4
22	Recreational Swimwear	23.5	19.9	17.2	4.5	65.1
23	Women's Footwear	23.2	17.6	19.9	3.4	64.1
24	Women's Clothing	26.1	16.4	18.3	3.1	63.9
25	Children's Clothing	26.1	15.5	18.7	2.9	63.2
26	Men's Footwear	22.3	15.3	19.8	4.1	61.6

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

METRIC-SPECIFIC INSIGHTS

A. RETAIL INSIGHTS

Retail execution was the strongest area in the Brazilian market, with **brands collectively averaging a score of 27.7 out of 40**. The most telling indicator here is the market's 90-day out-of-stock (OOS) rate of just 9%. While this rate is not exceptionally low, it nevertheless underscores how effectively most leaders are minimizing lost sales opportunities through robust supply chain strategies.

Prime eligibility, however, shows room for improvement. Brands averaged only 7.2 out of 12 in these metrics, and just 60% of their listings qualify for Prime, which is rather low in terms of adoption. This is a critical area to prioritize, as Prime remains a major driver of conversion. Products without the Prime badge are far less likely to win the buy box or meet shopper expectations for speed and reliability.

The weakest aspect of retail execution is Amazon badges, where brands scored just 2.4 out of 8. Just 32% of ASINs displayed badges such as Best Seller, Amazon's Choice, or sustainable certifications. While badges are partly

algorithm-driven and not directly controllable, brands can improve their chances through a combination of keyword alignment, review quality, and advertising.

Key Takeaway: Brands in Amazon Brazil demonstrate efficient retail operations with their low out-of-stock (OOS) rate, but there is room to improve Prime eligibility and Amazon badge usage to further drive sales.

B. CONTENT INSIGHTS

Content optimization results indicate room for improvement, as **brands just averaged a score 20.8 out of 40**. Brands are generally doing well in the optimization product titles by including key details such as the brand name, product line, and core features or benefits across their titles. Titles are also adapted for mobile and search visibility by placing the most important information within the first 90 characters. However, many 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 are a major area of weakness. 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.

Visual content also lags behind, with the market averaging 5.7 out of 10. Although 75% of ASINs include at least four unique product images, brands are not fully leveraging image stacks by failing to consistently incorporate lifestyle imagery, infographics, and videos. These visual elements are key to helping shoppers understand product features and play a major role in driving purchase decisions. While many brands meet the basic quantity and quality standards for product images, there is a clear opportunity to use visuals more strategically to drive engagement and conversion.

A+ Content adoption is also notably weak. Brands scored an average of just

2.4 out of 10 in these metrics, and only 38% of ASINs reviewed include any A+ Content. Enhanced A+ Content modules, such as the brand story carousel, comparison tables, and cross-promotion features, are rarely used consistently. In fact, no brand that evaluated has applied all of these A+ modules across all of their evaluated listings. Overall, it is clear that brands in this market have yet to adopt the strategies needed to fully maximize the potential of A+ Content.

Brand store integration, which is expected especially from brands that already have active storefronts, remains underutilized. Only 59% of ASINs feature active links on their PDPs directing shoppers to the brand's storefront. This underutilization indicates that many brands are not fully capitalizing on the potential of their storefronts hence, missing out on a valuable chance to differentiate themselves in a crowded market. By failing to integrate these links, brands are not only neglecting an easy way to boost visibility, but they are also missing out on an opportunity to drive more traffic to their product listings and enhance sales.

Key Takeaway: While product titles and

images meet basic standards, gaps in bullet points, A+ Content, and other enhanced visuals hinder performance. These content weaknesses, combined with the underutilized brand stores, limit the potential for differentiation and conversion. Brands that address these content deficiencies and strategically leverage all available tools should gain a clear advantage.

C. CUSTOMER INSIGHTS

For customer sentiment metrics, **brands averaged a score of 20.9 out of 25.**

Median product ratings stand at 4.6 stars, and 81% 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 robust, with 81% 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 weakest-performing pillar in 2025. **Brands in the market averaged a score of 4.3 out of 20, the lowest across all pillars.** This is a common theme even in other, more established Amazon markets due to how competitive advertising is on the platform. With more brands than ever vying for limited ad placements, simply activating campaigns is no longer enough to ensure visibility.


Adoption of Sponsored Product campaigns is slightly higher, with 59% of brands targeting branded keywords and 29% targeting category keywords. However, Sponsored Brand campaigns lag significantly – only 17% of brands activated them for branded keywords and a mere 6% have for category keywords. These numbers suggest that brands are focusing primarily on defending existing demand rather than expanding reach to new or broader audiences through category-level targeting.

Execution of Sponsored Brand campaigns highlights both potential and gaps. Most ads incorporate custom images or videos, spotlight relevant categories, and link directly to the brand store. However, many ASINs featured in these campaigns were either out of stock or not winning the buy box at the time of review, which then limits campaign effectiveness and impact.

Ultimately, media performance is and will continue to be 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.

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

- | | |
|---|---|
| 21 Men's Clothing | 35 Alcoholic Beverages |
| 22 Women's Clothing | 36 Snacks, Sweets, & Breakfast Cereals |
| 23 Children's Clothing | 37 Pantry Staples |
| 24 Men's Footwear | 38 Bedding |
| 25 Women's Footwear | 39 Kitchen & Dining |
| 26 Shoulder Bags & Backpacks | 40 Vacuum Cleaners & Floor Care |
| 27 Makeup | 41 Computers, Monitors, & Peripherals |
| 28 Skin Care | 42 Television |
| 29 Hair Care | 43 Sports, Fitness, & Outdoor Apparel |
| 30 Personal Care | 44 Recreational Swimwear |
| 31 Home Care & Cleaning | 45 Games, Puzzles, & Accessories |
| 32 Vitamins, Minerals, & Supplements | 46 Toys, Stuffed Animals, & Playsets |
| 33 Baby Care & Diapering | |
| 34 Coffee, Tea, & Beverages | |

BRAND RANKINGS

MEN'S CLOTHING

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Mash	33.7	23.2	22.5	12.0	91.5
2	Hanes	36.4	24.9	21.9	7.0	90.1
3	Polo Star	31.9	21.0	19.7	7.0	79.6
4	Wrangler	32.0	20.8	21.5	4.0	78.3
5	Columbia	31.7	17.4	22.1	4.0	75.2
6	Lupo	29.8	16.3	22.7	4.0	72.7
7	QLC Sport	31.9	19.8	18.8	1.5	72.1
8	Selene	30.3	19.0	18.7	4.0	72.0
9	Reebok	29.4	19.7	20.3	0.0	69.4
10	New Balance	28.7	15.8	18.9	4.0	67.5
11	Puma	24.8	15.1	20.9	4.0	64.9
12	Vtelor	32.0	8.7	21.1	0.0	61.8
13	Puma Golf	29.5	12.3	16.5	0.0	58.3
14	WHAT'S Wear	31.7	11.3	14.7	0.0	57.7
15	QueroShoes	32.0	6.9	15.5	0.0	54.4

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

BRAND RANKINGS

WOMEN'S CLOTHING

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	CRZ Yoga	31.6	29.6	21.9	4.0	87.1
2	Hering	21.0	21.2	19.3	15.0	76.5
3	Tommy Hilfiger	31.5	13.3	22.6	5.0	72.4
4	QLC Sport	32.2	19.6	17.3	0.0	69.0
5	Liz	24.3	18.7	21.0	4.0	68.0
6	Trifil	27.6	14.0	20.7	5.5	67.8
7	Selene	28.0	20.2	17.2	2.0	67.4
8	Lupo	22.5	15.3	22.2	5.0	65.0
9	Hupi	26.8	12.6	21.5	2.0	62.9
10	Puma	21.1	15.8	18.7	3.5	59.0
11	Venosan	23.1	17.1	16.9	0.0	57.1
12	Barbedo	32.0	11.8	13.1	0.0	56.9
13	Fashion Jeans	30.8	8.3	17.3	0.0	56.3
14	TH6	19.9	18.7	12.0	0.0	50.6
15	Adriben	20.0	9.9	12.3	0.0	42.1

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

BRAND RANKINGS

CHILDREN'S CLOTHING

RANK	BRAND	RETAIL SCORE <small>(Total = 40)</small>	CONTENT SCORE <small>(Total = 40)</small>	CUSTOMER SCORE <small>(Total = 25)</small>	MEDIA SCORE <small>(Total = 20)</small>	MDEX SCORE <small>(Total = 125)</small>
1	Mash	31.4	22.9	18.5	14.0	86.9
2	DCP Kids	32.7	20.8	21.2	7.0	81.7
3	Simple Joys by Carter's	35.7	20.1	23.7	0.0	79.4
4	Columbia	30.7	17.5	22.1	4.0	74.3
5	Polo Wear	30.5	19.3	16.2	7.0	72.9
6	Puma	25.4	16.6	20.3	4.0	66.3
7	Gap	26.8	11.8	20.6	0.0	59.2
8	Hype Kids	28.0	12.9	17.9	0.0	58.8
9	JL Kids	18.0	22.7	17.0	0.0	57.7
10	Lupo	20.6	11.9	19.7	4.0	56.2
11	Cleomara	28.5	11.9	15.7	0.0	56.0
12	Rikam	22.3	12.9	16.8	0.0	52.0
13	Selene	20.3	11.8	15.8	4.0	51.9
14	Try Basics	20.0	11.1	17.0	0.0	48.0
15	Lobinha	20.4	8.3	18.5	0.0	47.2

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

BRAND RANKINGS

MEN'S FOOTWEAR

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Crocs	23.0	24.6	22.1	13.0	82.7
2	Havaianas	21.7	20.1	23.0	7.0	71.9
3	Fila	24.5	19.2	19.4	4.0	67.1
4	Democrata	27.3	14.0	21.5	4.0	66.8
5	Adidas	20.7	17.7	20.5	7.0	66.0
6	New Balance	25.7	14.1	19.9	4.0	63.6
7	Olympikus	20.6	19.6	23.0	0.0	63.2
8	Nike	23.7	13.4	19.1	7.0	63.2
9	Asics	20.6	18.7	19.7	4.0	62.9
10	Puma	22.5	16.1	20.3	4.0	62.9
11	Skechers	28.0	5.4	18.7	4.0	56.1
12	Bull Terrier	19.2	13.6	17.9	4.0	54.6
13	Mizuno	18.6	14.7	18.9	0.0	52.2
14	Baspan	19.0	11.4	17.0	0.0	47.4
15	Dmazons	20.0	6.9	16.9	0.0	43.7

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

BRAND RANKINGS

WOMEN'S FOOTWEAR

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Crocs	28.3	26.8	22.7	0.0	77.8
2	Havaianas	22.1	20.4	23.3	7.0	72.8
3	Adidas	21.5	21.7	19.8	7.0	70.1
4	Skechers	28.3	14.1	18.6	7.0	68.0
5	Modare	22.4	14.6	22.4	7.0	66.4
6	Olympikus	22.3	21.9	22.1	0.0	66.3
7	Fila	21.6	21.1	19.5	4.0	66.2
8	Nike	19.6	16.5	20.5	7.0	63.5
9	Ortho Pauher	26.0	18.6	17.1	0.0	61.7
10	Puma	22.3	15.3	20.2	4.0	61.7
11	Moleca	21.5	14.0	21.8	4.0	61.2
12	Usaflex	23.9	16.5	18.6	0.0	59.0
13	Converse	24.4	16.6	17.4	0.0	58.4
14	Italbotas	23.7	11.9	17.6	4.0	57.2
15	Via Marte	19.9	14.3	17.5	0.0	51.7

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

BRAND RANKINGS

SHOULDER BAGS & BACKPACKS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Romantic Crown	29.1	30.3	23.8	4.0	87.2
2	Bange	23.9	31.5	21.9	5.0	82.2
3	Coofay	30.4	23.0	20.0	4.0	77.5
4	Kipling	25.7	23.9	22.1	2.0	73.6
5	Lenovo	24.3	24.9	22.2	2.0	73.4
6	Curtlo	30.6	16.7	21.4	2.0	70.7
7	Guess	30.7	14.5	18.2	7.0	70.4
8	American Tourister	21.7	20.3	18.3	5.5	65.8
9	Fila	21.8	18.0	17.2	4.0	61.0
10	Sestini	18.6	18.5	19.7	4.0	60.8
11	Olympikus	18.7	19.1	18.7	2.0	58.5
12	Farm	24.8	12.3	17.0	4.0	58.1
13	Invictus	24.8	13.7	19.6	0.0	58.0
14	Luxcel Malas e Mochilas	21.0	13.4	15.0	1.5	50.8
15	Fany	19.6	9.7	18.5	0.0	47.8

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

BRAND RANKINGS

MAKEUP

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Maybelline	37.1	35.6	22.6	18.5	113.8
2	Catharine Hill	30.9	30.1	21.5	18.0	100.6
3	Kiko Milano	20.3	24.0	19.7	17.0	81.0
4	Macrilan	37.1	14.9	23.5	4.0	79.5
5	Real Techniques	32.2	25.1	22.1	0.0	79.4
6	L'Oréal Paris	24.1	22.7	21.0	9.0	76.8
7	Eudora	24.0	22.4	22.1	7.0	75.4
8	Océane	29.7	22.1	22.7	0.0	74.5
9	e.l.f.	20.5	24.5	21.4	3.5	69.9
10	Vizzela	28.5	15.7	20.2	5.5	69.8
11	Ruby Rose	23.6	22.3	19.7	4.0	69.6
12	Payot	35.8	9.5	23.1	0.0	68.3
13	Latika	31.2	13.3	22.6	0.0	67.1
14	Mary Kay	25.1	13.8	23.0	0.0	61.9
15	Cosmobeauty	22.5	10.6	17.8	2.0	52.9

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

BRAND RANKINGS

SKIN CARE

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Nivea	38.1	32.0	23.6	17.0	110.6
2	Eucerin	35.3	29.1	23.1	20.0	107.4
3	Dove	35.8	29.5	23.3	17.0	105.5
4	L'Oréal Paris	37.3	34.4	23.1	9.0	103.8
5	Isdin	35.8	27.8	22.5	13.5	99.6
6	La Roche-Posay	33.0	25.3	23.1	12.0	93.4
7	Bepantol Derma	30.7	33.3	23.1	5.5	92.7
8	Neutrogena	35.3	25.5	22.5	7.0	90.2
9	Garnier	33.0	31.0	23.5	0.0	87.5
10	Cetaphil	32.3	24.1	22.0	5.0	83.4
11	Mustela	26.8	31.3	22.6	0.0	80.7
12	Principia	34.5	19.9	22.1	3.5	80.0
13	CeraVe	29.3	26.1	23.1	0.0	78.5
14	Mantecorp Skincare	23.8	25.0	21.9	7.0	77.7
15	Hada Labo	32.0	23.2	22.0	0.0	77.2

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

BRAND RANKINGS

HAIR CARE

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	L'Oréal Paris	35.8	31.2	23.5	17.0	107.6
2	TRESemmé	34.7	30.3	22.7	17.0	104.7
3	Dove	28.2	27.1	23.4	17.0	95.6
4	Salon Line	34.3	32.9	22.5	0.0	89.7
5	Mondial	31.0	28.7	22.6	4.0	86.3
6	Lola Cosmetics	37.5	24.6	23.1	0.0	85.3
7	Eudora Siège	36.5	18.7	23.5	4.0	82.7
8	Kérastase	28.7	30.1	22.7	0.0	81.5
9	Head & Shoulders	19.9	27.1	23.6	10.0	80.6
10	Truss	32.3	20.5	23.3	4.0	80.1
11	Clear	33.6	22.8	23.6	0.0	79.9
12	Widi Care	35.7	14.7	23.0	4.0	77.4
13	MQ Professional	30.3	24.4	21.3	0.0	76.0
14	Wella Professionals	26.4	15.4	23.3	4.0	69.1
15	Itallian Hairtech	27.9	15.5	22.6	0.0	66.0

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

BRAND RANKINGS

PERSONAL CARE

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Dove	29.4	28.3	23.7	15.5	96.8
2	Colgate	32.1	30.8	23.1	10.0	96.0
3	Sensodyne	29.8	31.2	22.5	7.0	90.6
4	Nivea	28.9	28.9	23.5	8.0	89.2
5	Philips	34.7	28.9	22.7	2.0	88.3
6	Rexona	27.8	23.6	22.5	11.5	85.4
7	Secret	21.8	23.3	22.1	12.0	79.2
8	Oral-B	20.2	28.0	23.6	7.0	78.8
9	Protex	27.5	20.7	23.5	3.0	74.8
10	Cremer	30.8	18.8	21.7	2.0	73.3
11	Gillette	16.7	28.9	23.7	3.5	72.8
12	Gum	34.3	14.9	22.5	0.0	71.7
13	Waterpik	23.0	25.5	20.8	1.5	70.7
14	Andis	25.4	20.3	22.0	0.0	67.7
15	Don Alcides	27.8	15.5	19.7	3.5	66.5

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

BRAND RANKINGS

HOME CARE & CLEANING

RANK	BRAND	RETAIL SCORE <small>(Total = 40)</small>	CONTENT SCORE <small>(Total = 40)</small>	CUSTOMER SCORE <small>(Total = 25)</small>	MEDIA SCORE <small>(Total = 20)</small>	MDEX SCORE <small>(Total = 125)</small>
1	Lysoform	34.4	29.7	23.9	14.0	102.0
2	Glade	33.2	33.3	23.0	4.0	93.5
3	Veja	31.2	24.6	23.7	7.5	87.0
4	Finish	31.1	23.1	22.7	7.0	83.8
5	Downy	21.5	24.7	23.3	13.0	82.4
6	Positivo Casa Inteligente	29.1	30.2	22.9	0.0	82.2
7	Cif	33.4	23.5	22.5	0.0	79.3
8	Comfort	24.7	22.9	23.7	7.0	78.3
9	Neve	21.3	25.6	23.0	4.0	73.8
10	Personal	24.0	17.6	23.6	4.0	69.2
11	Ariel	19.7	22.8	22.9	0.0	65.4
12	OMO	19.8	21.6	23.8	0.0	65.2
13	Scott	26.7	18.0	20.0	0.0	64.7
14	Mili	24.0	14.7	21.2	4.0	63.9
15	Brilhante	18.2	20.9	22.5	0.0	61.6

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

BRAND RANKINGS

VITAMINS, MINERALS, & SUPPLEMENTS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Biogens	38.1	30.7	22.5	14.0	105.3
2	Body Nutry	35.1	29.6	21.8	17.0	103.5
3	Vhita	31.6	35.2	21.9	4.0	92.7
4	Integralmedica	34.2	30.3	22.0	4.0	90.5
5	Dr. Botânico	34.0	31.6	20.7	4.0	90.3
6	Nutrify	31.6	31.1	23.5	4.0	90.2
7	Vitafor	37.2	22.1	23.7	4.0	87.1
8	Black Skull	34.2	19.2	22.7	4.0	80.0
9	NOW	24.1	19.6	23.2	12.0	79.0
10	Nutrends	34.4	17.0	22.5	4.0	77.9
11	Max Titanium	35.5	15.0	22.7	4.0	77.2
12	Lauton	36.5	15.5	21.0	4.0	77.1
13	Nutralin	32.2	11.8	21.4	4.0	69.4
14	Probiótica	27.1	15.6	20.7	4.0	67.4
15	Imecap	13.4	17.7	21.4	0.0	52.5

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

BRAND RANKINGS

BABY CARE & DIAPERING

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Huggies	27.8	29.6	23.3	20.0	100.7
2	Personal	31.8	23.6	22.7	16.0	94.0
3	Mustela	32.0	30.8	23.7	7.0	93.6
4	Pampers	29.1	27.7	23.8	12.0	92.6
5	MamyPoko	35.5	26.5	23.7	5.0	90.7
6	Baby Dove	28.8	24.7	23.7	12.0	89.2
7	Bepantol	28.8	26.5	22.2	7.0	84.5
8	Buba	35.1	20.8	23.7	0.0	79.6
9	Granado	32.6	18.0	23.9	4.0	78.4
10	Cremer	30.1	20.8	21.9	2.0	74.9
11	Desitin	21.3	17.3	22.2	12.0	72.8
12	Mili	23.8	17.8	20.9	2.0	64.5
13	Giovanna Baby	28.8	12.2	21.9	0.0	62.9
14	A+D	21.9	13.0	22.7	0.0	57.6
15	Meu Bebê Ultra	20.6	12.7	20.5	3.0	56.8

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

BRAND RANKINGS

COFFEE, TEA, & BEVERAGES

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Plant Power	32.9	20.5	19.9	18.5	91.8
2	Orfeu	37.7	29.7	22.5	1.5	91.4
3	Tres	32.4	30.4	23.6	5.0	91.4
4	YoPRO	33.9	23.2	23.6	10.5	91.2
5	Baggio Café	33.9	30.3	22.9	4.0	91.1
6	Black Tucano	32.3	30.6	22.6	4.0	89.5
7	Nescafe	36.9	21.7	23.1	5.5	87.2
8	3 Corações	35.3	25.1	22.7	4.0	87.0
9	Dilute	38.3	18.2	22.4	0.0	78.9
10	Latitude 13	27.9	24.0	21.3	4.0	77.2
11	Darkness	28.2	22.5	22.0	4.0	76.7
12	Delta Q	33.8	15.5	22.1	4.0	75.4
13	Melitta	30.9	19.6	22.3	0.0	72.9
14	Monster Energy	23.8	13.9	23.4	0.0	61.1
15	Coca-Cola	21.3	10.0	21.3	4.0	56.6

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

BRAND RANKINGS

ALCOHOLIC BEVERAGES

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Sagatiba	31.8	28.0	23.5	17.0	100.3
2	Bombay Sapphire	24.9	30.0	20.3	11.5	86.7
3	Johnnie Walker	25.4	20.9	23.3	13.5	83.1
4	Smirnoff	25.3	15.8	19.2	15.0	75.2
5	Concha y Toro	29.6	18.9	22.9	3.5	74.9
6	Sierra Batuco	31.5	17.3	20.0	0.0	68.7
7	Singleton	25.0	19.0	23.6	0.0	67.6
8	Chivas Regal	23.4	22.6	21.2	0.0	67.2
9	Heineken	19.8	23.9	20.8	2.0	66.5
10	I Puri	18.8	25.0	22.3	0.0	66.1
11	White Horse	28.8	13.0	22.6	0.0	64.4
12	Chilano	28.0	14.4	21.6	0.0	64.0
13	Stella Artois	18.6	18.0	22.0	2.0	60.6
14	Jameson	20.6	18.5	20.3	0.0	59.4
15	Dewar's	19.6	18.5	18.2	0.0	56.3

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

BRAND RANKINGS

SNACKS, SWEETS, & BREAKFAST CEREALS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Bold Snacks	34.3	35.5	23.2	15.0	108.0
2	Nutry	35.1	27.5	23.1	0.0	85.7
3	Trident	27.3	20.8	23.3	14.0	85.5
4	Pringles	24.3	22.3	21.5	17.0	85.1
5	Hart's Natural	31.0	27.3	23.1	0.0	81.4
6	Brasil Frutt	32.4	24.4	22.7	0.0	79.6
7	Banana Brasil	34.0	20.7	23.1	0.0	77.9
8	Flormel	32.0	22.7	22.3	0.0	76.9
9	Max Titanium	34.6	12.3	22.7	4.0	73.6
10	DaColonia	34.7	11.8	21.7	0.0	68.3
11	Lotus	30.1	14.3	22.4	0.0	66.8
12	Integralmedica	21.8	22.9	19.2	0.0	63.8
13	Nescau	24.4	15.0	23.7	0.0	63.1
14	Bahlsen	24.0	14.6	19.9	0.0	58.5
15	Milka	17.1	13.4	21.6	4.0	56.1

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

BRAND RANKINGS

PANTRY STAPLES

RANK	BRAND	RETAIL SCORE <small>(Total = 40)</small>	CONTENT SCORE <small>(Total = 40)</small>	CUSTOMER SCORE <small>(Total = 25)</small>	MEDIA SCORE <small>(Total = 20)</small>	MDEX SCORE <small>(Total = 125)</small>
1	Hellmann's	27.0	25.7	23.5	14.0	90.3
2	Heinz	36.2	28.3	23.8	0.0	88.3
3	Dr. Peanut	34.7	17.1	23.1	4.0	78.9
4	Camponesa	32.4	18.9	22.4	4.0	77.7
5	Grings	35.5	18.7	21.5	0.0	75.6
6	Flormel	30.0	23.5	21.2	0.0	74.6
7	St Dalfour	32.4	19.2	23.1	0.0	74.6
8	Konjac Massa MF	32.7	13.2	21.7	4.0	71.6
9	Companhia das Ervas	34.0	10.3	22.1	4.0	70.5
10	Barilla	23.4	19.5	23.7	0.0	66.5
11	Linea	28.3	11.7	22.0	4.0	66.0
12	DaColonia	32.9	11.5	20.8	0.0	65.3
13	Vapza	23.9	11.3	22.1	0.0	57.3
14	Baldoni	24.3	9.1	21.3	0.0	54.7
15	Nutella	19.0	14.4	20.2	0.0	53.6

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

BRAND RANKINGS

BEDDING

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	IWS I Wanna Sleep	31.4	28.9	19.8	5.5	85.7
2	Elegear	29.4	28.4	21.0	4.0	82.9
3	Coluna Relax	31.1	28.4	19.9	2.0	81.3
4	Fibrasca	30.7	27.3	20.7	0.0	78.6
5	Z Pass Sleep	31.0	32.7	14.9	0.0	78.6
6	Luuna	27.1	26.8	21.1	2.0	77.0
7	Papi Desde 1974	29.4	18.8	21.0	0.0	69.1
8	Casaborda	19.8	28.7	15.8	4.0	68.2
9	Select Fibra e Textil	24.3	25.2	16.9	0.0	66.4
10	ABL Almofadas e Cia	21.6	24.9	18.0	0.0	64.4
11	Biramar Baby	30.0	11.5	20.3	0.0	61.8
12	Sulterm	22.6	17.7	17.9	2.0	60.1
13	Bett Design	24.1	15.0	19.7	0.0	58.8
14	Multiflex	20.0	20.3	15.4	0.0	55.8
15	enxovalnet	21.6	12.6	15.5	0.0	49.7

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

BRAND RANKINGS

KITCHEN & DINING

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Electrolux	29.9	28.3	23.5	13.5	95.2
2	Brinox	35.9	22.0	23.0	11.0	91.9
3	Tramontina	37.1	26.1	23.7	0.0	86.8
4	Ninja	25.0	24.9	22.1	14.5	86.5
5	Black+Decker	30.0	30.0	22.3	3.5	85.8
6	Mimo Style	34.7	22.9	22.2	5.5	85.4
7	Philco	35.7	23.6	22.3	3.5	85.1
8	Britânia	34.8	24.3	22.7	1.5	83.2
9	Oster	30.9	24.9	22.6	1.5	79.9
10	Cuisinart	31.9	23.9	23.1	0.0	78.9
11	EOS	22.0	32.0	20.4	0.0	74.4
12	Dona Chafa	33.8	18.2	21.0	0.0	73.0
13	Agratto	27.8	15.5	20.5	4.0	67.9
14	Panelux	23.4	14.4	22.4	0.0	60.2
15	Gourmet Mix	29.2	12.3	17.4	0.0	58.8

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

BRAND RANKINGS

VACUUM CLEANERS & FLOOR CARE

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	WAP	31.8	32.4	21.3	10.5	96.0
2	Electrolux	28.2	26.4	23.1	13.5	91.2
3	Roborock	19.2	30.3	21.7	17.0	88.2
4	Black+Decker	28.7	27.6	20.4	8.0	84.7
5	Lilin	19.8	28.6	18.4	17.0	83.8
6	Mondial	24.1	23.2	21.1	12.0	80.3
7	BVILY	32.0	19.3	21.4	7.5	80.2
8	Shark	22.2	27.3	20.4	7.0	76.9
9	Philco	28.4	21.6	20.5	4.0	74.5
10	Ropo	28.7	24.4	16.1	0.0	69.2
11	iRobot	26.4	26.9	15.8	0.0	69.2
12	Kärcher	25.3	20.2	16.3	1.5	63.2
13	Xiaomi	18.0	15.8	21.9	4.0	59.7
14	Positivo Casa Inteligente	17.3	16.6	16.3	2.0	52.2
15	IPC	14.4	14.2	16.1	0.0	44.7

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

BRAND RANKINGS

COMPUTERS, MONITORS, & PERIPHERALS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	ASUS	33.7	25.4	21.5	12.0	92.6
2	Samsung	33.1	24.9	21.3	11.0	90.3
3	TP-Link	28.8	28.3	23.0	3.5	83.6
4	LG	29.0	27.6	22.1	0.0	78.7
5	Corsair	25.0	26.3	22.9	4.0	78.1
6	ITX Gamer	31.2	25.0	20.0	0.0	76.2
7	Lenovo	25.5	26.1	21.6	1.5	74.7
8	Dell	26.3	25.0	21.3	2.0	74.6
9	SanDisk	27.3	19.9	23.3	2.0	72.5
10	Kingston	25.5	19.6	23.7	2.0	70.8
11	AMD	32.9	13.2	23.3	0.0	69.4
12	VAIO	22.6	28.0	18.1	0.0	68.7
13	Crucial	18.5	25.5	23.3	0.0	67.3
14	WD_BLACK	22.7	18.7	23.1	0.0	64.5
15	Total Info	20.6	5.2	17.2	0.0	43.0

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

BRAND RANKINGS

TELEVISION

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Philips	33.2	32.4	22.3	5.5	93.3
2	Hisense	29.7	32.3	20.3	7.0	89.3
3	Samsung	27.1	26.5	23.3	9.5	86.4
4	Aiwa	30.5	31.5	21.7	2.0	85.7
5	AOC	27.3	26.5	20.8	9.0	83.6
6	LG	23.1	24.6	23.2	7.0	77.8
7	TCL	17.6	26.4	21.1	11.5	76.7
8	Westinghouse	31.8	25.0	19.7	0.0	76.5
9	Desobry	30.6	21.0	18.9	0.0	70.5
10	Philco	23.7	20.4	20.5	5.5	70.1
11	Britânia	26.8	21.0	17.7	3.5	68.9
12	Semp	22.2	18.0	21.6	3.0	64.8
13	HQ Screen	21.5	23.0	18.7	0.0	63.2
14	Tronos	21.3	15.9	15.3	0.0	52.5
15	Multilaser	8.5	12.0	17.8	0.0	38.3

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

BRAND RANKINGS

SPORTS, FITNESS, & OUTDOOR APPAREL

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	CRZ Yoga	30.9	29.7	21.9	7.0	89.6
2	Hanes	33.1	30.3	21.3	4.0	88.7
3	Muvin	32.8	27.9	20.1	7.0	87.7
4	Selene	30.9	22.2	18.8	7.0	78.9
5	Puma	30.3	17.4	21.9	4.0	73.6
6	Lupo	29.8	16.3	23.1	4.0	73.2
7	QLC SPORT	31.8	24.0	13.6	0.0	69.4
8	Mash	19.4	24.6	16.1	8.0	68.0
9	PROGNE SPORTS	30.2	13.7	21.8	0.0	65.7
10	Mizuno	30.2	11.8	20.1	0.0	62.1
11	TH6	19.6	22.0	16.1	3.0	60.7
12	Morenna Pimentta	22.8	9.8	19.8	0.0	52.3
13	Max Fit	20.0	19.7	11.7	0.0	51.4
14	Asics	5.7	21.3	17.1	5.5	49.6
15	F7 New Style	20.5	12.2	14.9	0.0	47.6

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

BRAND RANKINGS

RECREATIONAL SWIMWEAR

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Bsubseach	32.0	36.1	20.4	7.0	95.5
2	Muvin	29.6	25.3	18.1	15.5	88.6
3	Mash	29.3	24.0	18.6	15.0	86.9
4	Speedo	32.6	20.8	22.5	7.0	82.9
5	MA Moda Praia	20.1	20.3	21.5	11.5	73.4
6	Puma	29.5	17.1	18.8	7.0	72.4
7	Best Fit	27.7	16.7	18.1	0.0	62.5
8	Coofandy	18.9	24.7	18.1	0.0	61.7
9	Nexis	28.0	11.3	21.9	0.0	61.2
10	Marujá Beach	19.9	18.3	17.0	0.0	55.2
11	Aqua Lung Clothing	23.7	12.7	17.5	0.0	54.0
12	Canga e Cia	20.0	13.6	15.7	4.0	53.2
13	Panegy	16.0	22.2	12.4	0.0	50.6
14	J. Wilas	16.1	15.3	17.0	0.0	48.4
15	Adigau	10.0	20.7	0.0	0.0	30.6

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

BRAND RANKINGS

GAMES, PUZZLES, & ACCESSORIES

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Galápagos	33.6	23.6	23.8	13.5	94.5
2	Grow	39.1	11.0	23.7	20.0	93.8
3	Toyster	36.2	26.8	22.4	3.5	88.9
4	PaperGames	35.9	24.2	23.2	0.0	83.3
5	Estrela	36.7	15.9	23.5	4.0	80.1
6	Hasbro	26.8	21.6	21.5	7.0	77.0
7	Pais & Filhos	34.4	19.6	22.6	0.0	76.6
8	Mattel Games	24.1	22.8	20.9	7.0	74.8
9	GGB Plast Brinquedos	35.0	16.6	22.4	0.0	73.9
10	Copag	33.4	17.1	23.1	0.0	73.5
11	Meeple BR	31.5	14.5	22.5	0.0	68.4
12	Games Workshop	31.6	9.3	21.2	4.0	66.1
13	Ciabrink	30.9	11.3	23.2	0.0	65.3
14	Little Lion	21.0	19.0	17.7	0.0	57.7
15	GMT Games	22.7	11.2	17.0	0.0	50.9

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

BRAND RANKINGS

TOYS, STUFFED ANIMALS, & PLAYSETS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Barbie	32.6	29.1	23.4	5.5	90.6
2	Lego	33.3	27.5	23.7	3.0	87.5
3	Baby Alive	29.0	26.8	23.3	5.5	84.6
4	Candide	34.3	22.5	21.1	5.5	83.4
5	Marvel	32.3	21.9	23.4	3.0	80.6
6	Buba	36.6	19.6	23.7	0.0	79.9
7	Brastoy	29.4	21.6	21.5	7.0	79.5
8	Elka	34.6	19.9	23.0	0.0	77.5
9	Lego Minecraft	27.1	25.5	23.8	0.0	76.4
10	Mattel	25.1	21.9	22.0	4.0	73.0
11	DM Toys	30.1	18.0	21.4	0.0	69.5
12	Sylvanian Families	25.3	20.5	23.1	0.0	69.0
13	Toybrink	29.9	10.1	23.7	4.0	67.8
14	Estrela	25.0	18.5	20.2	4.0	67.7
15	Me Too	25.3	12.2	17.9	0.0	55.4

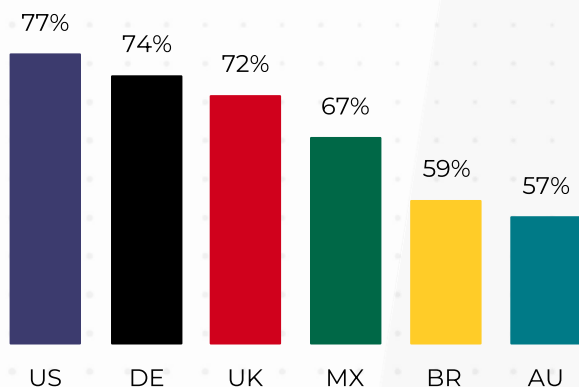
*For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Brazil Category & Brand Scorecards

REGIONAL PERFORMANCE INSIGHTS

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.

Average MDEX Scores Per Market (in %)



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 also 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.

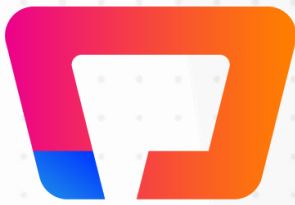
We offer end-to-end marketplace marketing services, from crafting full-funnel media strategies and optimizing product content to leveraging advanced data analytics and providing strategic consulting. Our mission is to simplify marketplace complexity and transform it into a strategic advantage.

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 BR 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, Tuxedos and 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

Children's Clothing

Shirts, Tops, T-Shirts, Dresses, Sweaters, Hoodies and Sweatshirts, Jackets and Coats, Blazers, Vests, Pants, Jeans, Shorts, Skirts, Activewear, Sleepwear and Loungewear, Underwear, Socks and Tights, Jumpsuits and Rompers, Sets and Outfits, School Uniforms

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, Hiking 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

APPENDIX: MARKETPLACE INDEX BR CATEGORIES

Home Care & 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, Gardening Supplies, Sponges, Brooms, All-Purpose Cleaners, Disinfecting Wipes, Glass Cleaners, Dishwasher Pods, Fabric Softeners, Stain Removers, Toilet Bowl Cleaners

Vitamins, Minerals, & 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 & Diapering

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

Coffee, Tea, & Beverages

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

Alcoholic Beverages

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,

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

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

Vacuum Cleaners & Floor Care

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

Bedding

Sheet Sets, Fitted Sheets, Flat Sheets, Pillowcases, Comforters, Duvet Covers, Quilts & Coverlets, Blankets & Throws, Mattress Protectors, Mattress Toppers, Bed Skirts, Pillows, Body Pillows, Decorative Throw Pillows, Weighted Blankets

APPENDIX: MARKETPLACE INDEX BR CATEGORIES

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

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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