

THE MARKETPLACE INDEX™

The definitive benchmark for brands
that win on Amazon

2025 GERMANY 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



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THE MARKETPLACE INDEX™

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

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

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

CONTINUED GLOBAL EXPANSION

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

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

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

AMAZON GERMANY MARKET 2025 OVERVIEW

Germany is one of Amazon's most mature marketplaces, standing alongside the UK as a key hub in Europe. Its saturation and competitiveness mean that brands cannot rely on basic execution alone, so continuous innovation and optimization are essential to sustain growth.

In this first edition of the MDEX in Germany, we analyzed **over 400 brands across 25 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 German market, we identified the top 25 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 Germany 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. Brand selection was based primarily on data from Jungle Scout Cobalt, a leading Amazon market intelligence platform, using sales performance from Q1 through Q2 of 2025. This selection focuses on brands that have achieved strong market share and high sales within their 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 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 to 6PM (local market hours). All evaluations were performed in incognito mode to eliminate the influence of search history and ensure objective results.

Sponsored Brand (Brand Keywords)

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

Sponsored Products (Brand Keywords)

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

Sponsored Brand (Category Keywords)

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

Sponsored Products (Category Keywords)

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

Sponsored Brand Experience 1:

Custom Image or Store Spotlight

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

Sponsored Brand Experience 2:

Store Page Link

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

Sponsored Brand Experience 3:

ASINs In Stock & Buy Box Winner

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

INSIGHTS & FINDINGS

GENERAL PERFORMANCE

Our evaluation of brand performance across the top categories on Amazon Germany highlights significant growth potential. **Brands achieved an average score of 91.8 out of 125**, which translates to a **performance rate of 74%**. While many brands performed well in specific areas, there is still considerable room for improvement across the board.

Of the 400+ brands evaluated in the market, only 32% scored above 80%, and those that did are often the same names leading their categories in sales. Standout performers include familiar brands such as Philips, Oral-B, NYX Professional Makeup, Pampers, and Hisense.

CATEGORY INSIGHTS

Brands in the categories under **“Beauty”** and **“Health and Personal Care”** **generally scored the highest**, achieving an average score of 97.8 out of 125 (78%), compared to the overall market average of 91.8. 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 **“Food and Beverages”** and **“Fashion”** lagged behind. Combined, the brands in these categories averaged a score of 86.6 (69%), 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 “Kitchen and Dining”, “Women’s Footwear”, “Women’s Clothing”, “Recreational Swimwear”, and “Makeup” 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 like “Skin Care”** and **“Toys, Stuffed Animals, and**

Playsets” showed minimal variance. This trend reflects a higher level of category maturity, where most leading brands have reached a common baseline of Amazon optimisation. As a result, it may be more difficult for emerging brands to disrupt these spaces due to the high level of standardization and competitive parity among top players.

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	35.0	32.6	21.4	14.6	103.6
2	Vitamins, Minerals, & Supplements	34.1	31.4	21.8	15.5	102.8
3	Computers, Monitors, & Peripherals	37.0	31.0	22.2	9.5	99.7
4	Toys, Stuffed Animals, & Playsets	33.8	32.9	22.3	10.3	99.3
5	Kitchen & Dining	31.7	30.9	21.0	12.4	96.0
6	Coffee, Tea, & Beverages	28.8	29.1	21.6	15.3	94.9
7	Personal Care	32.9	29.9	21.3	10.6	94.6
8	Hair Care	32.7	30.5	21.4	9.8	94.4
9	Makeup	33.0	30.0	19.9	11.0	93.8
10	Men's Clothing	33.5	28.5	20.8	11.0	93.7
11	Sports, Fitness, & Outdoor Apparel	34.2	29.7	20.5	8.8	93.1
12	Household Supplies	32.4	30.3	22.1	8.3	93.1
13	Games, Puzzles, & Accessories	34.6	29.4	22.1	6.6	92.7

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Germany 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	Baby Care & Nappies	31.7	29.0	21.3	10.7	92.7
15	Men's Footwear	34.2	29.3	21.1	7.8	92.3
16	Recreational Swimwear	30.9	32.4	18.7	9.9	91.9
17	Vacuums & Floor Care	33.0	30.2	21.1	7.4	91.7
18	Television	30.5	31.7	20.2	8.1	90.5
19	Women's Clothing	32.6	29.5	19.8	6.3	88.3
20	Children's Clothing	34.0	26.9	20.4	6.2	87.4
21	Snacks, Sweets, & Breakfast Cereal	28.6	29.5	21.2	7.3	86.6
22	Shoulder Bags & Backpacks	31.9	28.2	20.3	4.8	85.1
23	Women's Footwear	30.7	26.0	19.3	6.5	82.5
24	Pantry Staples	27.9	27.5	21.3	4.0	80.6
25	Beer, Wine, & Spirits	21.8	23.5	21.3	7.9	74.5

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

METRIC-SPECIFIC INSIGHTS

A. RETAIL INSIGHTS

Retail execution was the strongest area in the German market, with **brands collectively averaging a score of 32.1 out of 40**. The most telling indicator here is the market's 90-day out-of-stock (OOS) rate of just 6%. While a low rate was expected given the focus on top-performing brands, it nevertheless underscores how effectively most leaders are minimizing lost sales opportunities through strong supply chain strategies.

Prime eligibility is also a near-standard, with brands averaging 9.6 out of 12 and 80% of listings qualifying for Prime delivery. Prime continues to be a critical lever for conversion, as products without the Prime badge are far less likely to win the buy box or meet shopper expectations on speed and reliability.

The weakest link in retail execution is Amazon badges, where brands scored only 3.5 out of 8. Just 45% 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 are executing the basics well. Inventory management is excellent and products are Prime-eligible, but the lack of badges continues to limit differentiation at the point of consideration.

B. CONTENT INSIGHTS

Brands averaged a score of 29.6 out of 40 in content metrics, showing that while they meet many basic optimization standards, there is still considerable room for improvement. Product titles, often the first interaction a shopper has with a listing, scored well at 9.2 out of 11. Most brands include key details such as the brand name, product line, and core features or benefits across their titles. Titles are also optimized for mobile and search visibility. 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 is 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 the image stack component, brands were mostly compliant in this regard. Brands scored an average of 7.6 out of 10, with 88% of product detail pages (PDPs) featuring at least four unique product images. However, consistency in lifestyle imagery, infographics, and videos is lacking. 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 scored well in the image stack metrics, there remains a gap between having enough images and using them strategically to maximize engagement and conversion.

A+ Content adoption is moderately strong, with brands scoring 6.7 out of 10 in these metrics, and 85% of PDPs featuring A+ content. Nonetheless, the depth of execution remains limited. Only 29% of PDPs include all enhanced modules, such as brand story carousels, comparison tables, or cross-promotion. Comparison tables are the least utilized module, though many brands perform reasonably well at cross-promoting complementary items. Overall, usage remains inconsistent – just 5% of brands apply all enhanced features across every listing. This inconsistency shows that many brands reserve enhanced A+ features for flagship products and leave large portions of their portfolio under-optimized.

One area of consistency in the market is brand store integration. We found that 95% of ASINs feature active links in their PDPs directing shoppers to their brand's storefront. This suggests that brands in this market recognize the value of the brand store as a central hub that differentiates their offerings, encourages exploration of related products, and encourages repeat purchases. With Amazon pushing more shoppers into

brand ecosystems, the importance of well-designed brand stores has never been higher.

Key Takeaway: While content fundamentals are solid, the gap lies in consistency and depth. Brands are not leveraging the full potential of enhanced content, which results in missing out on brand differentiation and conversion gains.

C. CUSTOMER INSIGHTS

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

Median product ratings stand at 4.5 stars, and 76% 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 93% of ASINs surpassing the credibility threshold of at least 10 reviews. Many brands have listings with hundreds or even thousands of reviews, further reinforcing credibility in highly competitive spaces.

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

D. MEDIA INSIGHTS

Media is the clear underperformer in 2025. **Brands in the market averaged a score of 9.2 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.

Sponsored Brand and Sponsored Product campaigns are underutilized at the category level. While 57% of brands activated Sponsored Brand ads for branded keywords, only 14% did so for category keywords. Similarly, 81% leveraged Sponsored Product ads for branded terms, but just 32% for category terms. The data suggests that many brands are overly reliant on protecting existing demand instead of capturing new shoppers who search with generic or competitor-driven terms.


The one bright spot is the Sponsored Brand experience itself. Most Sponsored Brand ads 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 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.

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

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

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	Falary	38.9	33.2	21.3	15.5	109.0
2	Jack & Jones	35.2	29.9	21.4	18.5	105.0
3	G-Star	36.3	30.7	21.1	16.0	104.1
4	Calvin Klein	34.9	33.7	21.3	13.0	103.0
5	Snocks	32.8	33.3	20.0	15.5	101.6
6	Tom Tailor	36.0	30.3	21.3	13.5	101.0
7	Dedoles	32.5	33.7	18.2	14.0	98.5
8	Qincao	40.0	30.0	21.7	5.5	97.2
9	Levi's	33.3	29.1	21.3	13.0	96.7
10	Adidas	33.3	25.5	22.4	13.0	94.2
11	FM London	36.8	30.3	20.1	4.0	91.3
12	Puma	34.4	20.7	22.3	13.0	90.3
13	Fruit of the Loom	28.0	21.6	20.2	4.0	73.8
14	Antonio Rossi	24.6	23.3	20.9	2.0	70.7
15	Merish	24.9	21.5	19.0	4.0	69.5

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

BRAND RANKINGS

WOMEN'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	Innersy	40.0	36.0	21.5	17.0	114.5
2	Dedoles	32.0	36.0	21.8	14.0	103.8
3	TNNZEET	34.9	34.8	21.9	10.5	102.1
4	Nur Die	35.5	30.8	20.4	14.0	100.7
5	Snocks	32.3	34.4	19.9	14.0	100.6
6	IECCP	34.7	30.9	20.7	5.5	91.8
7	Dressever	38.0	33.0	20.4	0.0	91.4
8	Only	36.8	29.2	21.3	4.0	91.3
9	Everswe	37.3	27.3	21.5	4.0	90.2
10	Amazon Essentials	34.4	33.5	20.8	0.0	88.7
11	360 Relief	36.0	26.0	20.6	4.0	86.6
12	SZIVYSHI	26.9	32.4	17.2	0.0	76.5
13	Goobgs	31.0	20.0	20.0	4.0	75.0
14	Axami	19.7	21.0	16.3	0.0	57.0
15	Dissa	20.0	16.9	13.4	4.0	54.2

*For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Germany 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	Dedoles	34.7	34.0	23.0	12.0	103.7
2	Jako	36.5	32.7	21.4	10.0	100.6
3	Playshoes	36.3	27.9	21.7	14.0	99.8
4	Conte elegant	40.0	32.3	18.2	9.0	99.4
5	Sesto Senso	32.0	34.3	17.7	4.0	88.0
6	Adidas	29.9	27.7	20.3	9.0	86.9
7	Northdeer	36.0	28.3	21.7	0.0	86.1
8	Amazon Essentials	32.8	30.4	22.3	0.0	85.5
9	Sterntaler	34.9	27.2	18.7	4.0	84.9
10	Everswe	34.0	28.5	21.4	0.0	83.9
11	Puma	36.0	19.8	21.8	5.0	82.5
12	Name It	35.5	22.5	21.8	2.0	81.7
13	Tapedesign	31.7	21.9	17.1	10.0	80.8
14	Champion	30.1	20.7	17.7	10.0	78.6
15	Fruit of the Loom	29.3	14.9	20.6	4.0	68.8

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Germany 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	Saguaro	36.8	35.3	21.3	12.0	105.4
2	Lico	38.4	27.9	20.3	12.0	98.6
3	Adidas	34.4	25.3	20.5	18.0	98.2
4	Feethit	36.0	35.0	20.9	4.0	95.9
5	RockDove	31.3	32.5	20.0	12.0	95.8
6	Dunlop	29.3	32.6	21.2	12.0	95.1
7	Salomon	35.5	33.1	21.5	4.0	94.1
8	WateLves	35.9	32.9	20.8	4.0	93.6
9	Crocs	30.1	27.8	22.5	12.0	92.5
10	Tommy Hilfiger	32.8	32.0	20.0	7.0	91.8
11	Vans	36.3	29.2	22.3	4.0	91.8
12	Skechers	35.7	27.2	22.1	4.0	89.0
13	Reebok	38.1	25.5	21.0	4.0	88.6
14	Puma	35.7	25.5	20.9	4.0	86.2
15	New Balance	26.1	17.0	21.4	4.0	68.5

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Germany 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	Saguaro	35.7	33.6	20.7	12.0	102.1
2	KuaiLu	31.2	34.1	20.2	16.0	101.5
3	Feethit	36.0	32.0	21.5	7.0	96.5
4	Lico	37.3	24.4	20.4	14.0	96.1
5	RockDove	33.2	32.2	20.1	10.0	95.5
6	Adidas	34.7	23.7	20.9	13.0	92.3
7	Skechers	35.2	24.5	22.1	10.0	91.9
8	Amazon Essentials	34.1	32.1	19.7	0.0	86.0
9	Giesswein	20.8	32.5	17.7	12.0	83.1
10	Ecco	32.3	25.3	21.5	3.0	82.1
11	Puma	37.1	22.7	21.0	0.0	80.8
12	Crocs	24.5	25.3	21.9	0.0	71.7
13	Nike	30.1	14.6	21.5	0.0	66.2
14	Topo Athletic	18.7	16.1	19.7	0.0	54.5
15	Tikenbst	20.0	17.4	0.0	0.0	37.4

*For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Germany 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	Lovevook	38.1	31.9	22.5	11.5	104.0
2	Jansben	32.0	34.0	21.9	12.0	99.9
3	Tomtoc	36.3	30.3	22.9	10.0	99.5
4	Eastpak	33.6	28.7	22.8	11.0	96.1
5	Roulens	36.4	32.9	21.4	2.0	92.7
6	Bostanten	32.5	34.1	19.7	2.0	88.4
7	Uto	30.7	33.9	17.3	2.0	83.9
8	Reisenthel	28.8	28.8	23.5	2.0	83.1
9	Ovecat	36.0	25.0	21.4	0.0	82.4
10	Tantomi	32.5	24.8	20.8	2.0	80.1
11	Ledaou	29.6	26.5	21.6	0.0	77.7
12	Jakago	34.0	22.5	20.7	0.0	77.2
13	Boland	28.8	28.8	11.2	6.0	74.8
14	Tamaris	22.1	17.4	19.1	10.0	68.6
15	Dongker	26.9	22.9	16.9	1.5	68.2

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Germany 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	NYX Professional Makeup	36.5	36.5	21.4	20.0	114.5
2	Maybelline	36.3	35.2	21.4	20.0	112.9
3	L'Oreal Paris	36.3	35.3	20.9	20.0	112.5
4	e.l.f.	37.3	34.4	20.7	17.0	109.5
5	M. Asam	35.2	35.4	20.9	15.0	106.5
6	Wonderskin	37.1	32.7	19.1	15.5	104.4
7	KIKO Milano	36.5	29.5	21.5	15.0	102.5
8	GirlGotLashes	33.1	35.7	18.5	12.0	99.3
9	Oulac	32.0	33.7	19.5	14.0	99.2
10	Erborian	32.0	26.0	19.5	4.0	81.4
11	Long4Lashes	33.6	24.8	21.0	0.0	79.4
12	Jeuxloré	28.0	26.8	19.1	4.0	77.9
13	Iconsign	31.5	19.4	18.3	4.0	73.2
14	Wewell	32.0	17.3	17.1	4.0	70.4
15	Svenja Walberg	17.0	26.5	20.2	0.0	63.7

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Germany 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	L'Oreal Paris	37.1	37.3	21.8	13.5	109.7
2	Weleda	40.0	32.4	22.1	14.5	109.0
3	L'Oreal Men Expert	35.2	36.1	21.7	15.5	108.5
4	Garnier	35.2	35.7	22.2	14.0	107.1
5	M. Asam	33.3	35.6	20.9	17.0	106.8
6	Nivea	32.5	33.3	20.9	20.0	106.7
7	Mixa	36.0	34.4	21.9	14.0	106.3
8	CeraVe	35.2	30.3	22.1	17.0	104.6
9	Mellow Noir	40.0	30.0	19.1	15.5	104.6
10	Neutrogena	32.8	32.0	21.3	17.0	103.1
11	COSRX	33.6	32.0	21.4	16.0	103.0
12	d'alba Piedmont	33.6	31.5	21.9	15.5	102.5
13	Biotherm	33.3	32.4	22.5	7.0	95.3
14	Paula's Choice	35.2	32.7	20.3	5.5	93.7
15	La Roche-Posay	31.7	23.1	21.3	17.0	93.1

*For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Germany 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'Oreal Paris	36.3	37.3	21.8	15.0	110.4
2	Kérastase	34.9	34.3	22.1	18.5	109.8
3	Ninabella	33.0	31.3	22.8	14.0	101.1
4	Moroccanoil	34.9	28.5	21.3	16.0	100.8
5	Tangle Teezer	35.7	32.4	23.0	8.0	99.1
6	IMPERIO	33.9	34.6	19.8	9.0	97.3
7	Kanzy	37.3	34.3	21.0	4.0	96.7
8	Wella Professionals	32.8	26.9	22.5	12.0	94.2
9	Revlon Professional	34.4	27.0	22.1	7.0	90.5
10	Goldwell	36.3	27.3	22.5	4.0	90.1
11	Olaplex	37.9	27.2	22.1	0.0	87.1
12	Wella EIMI	31.2	25.1	21.5	9.0	86.7
13	Bionoble	34.5	29.4	17.9	4.0	85.7
14	Doppelherz	21.0	29.5	20.4	14.0	84.9
15	Regaine	16.9	31.8	20.1	13.0	81.8

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

BRAND RANKINGS

PERSONAL CARE

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	Oral-B	33.6	32.0	22.9	16.5	105.0
2	TePe	36.5	34.0	22.3	12.0	104.8
3	Braun	37.6	32.6	21.2	12.0	103.4
4	Listerine	33.3	29.4	22.4	17.0	102.1
5	Gillette	32.0	30.9	22.5	16.0	101.4
6	Philips	35.2	29.6	22.3	13.0	100.1
7	WonderSmile	35.0	30.0	20.0	15.0	100.0
8	Wilkinson Sword	32.0	31.5	22.3	13.5	99.3
9	UniqueSmile	37.3	37.3	19.2	4.0	97.9
10	Elmex	26.1	32.1	23.0	11.5	92.8
11	Marvis	27.2	27.8	21.5	14.0	90.4
12	Waterpik	29.6	29.2	20.7	9.0	88.5
13	Haarlosy	33.1	27.1	19.6	4.0	83.8
14	7Magic	32.0	23.3	22.0	0.0	77.4
15	Vimmk	32.5	21.0	17.3	1.5	72.3

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

BRAND RANKINGS

VITAMINS, MINERALS, & SUPPLEMENTS

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	Doppelherz	39.5	35.7	22.4	16.0	113.6
2	ESN	35.5	36.7	22.3	19.0	113.5
3	Nature Love	36.8	32.7	22.3	17.0	108.8
4	Naturtreu	37.6	31.0	21.4	17.0	107.0
5	Vitabay	35.7	33.3	22.4	15.5	107.0
6	Natural Elements	38.4	28.2	22.5	17.0	106.1
7	ProFuel	38.4	28.2	22.4	17.0	106.0
8	Glow25	30.0	38.3	21.2	15.5	105.0
9	Omni-Biotic	34.7	33.9	22.5	13.0	104.0
10	WeightWorld	34.4	28.6	22.0	18.5	103.5
11	Feel Natural	36.8	27.8	22.5	14.0	101.1
12	Wehle Sports	36.8	26.4	22.1	14.0	99.3
13	Fairment	32.0	32.5	18.7	15.5	98.7
14	Kijimea	27.4	23.0	20.1	14.0	84.6
15	Norsan	17.8	34.4	22.6	9.0	83.8

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

BRAND RANKINGS

BABY CARE & NAPPIES

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Pampers	36.8	36.7	23.6	14.0	111.1
2	Philips	36.3	34.1	23.0	14.0	107.4
3	WaterWipes	33.6	30.8	22.9	20.0	107.3
4	Lillydoo	36.8	26.8	22.3	17.0	102.9
5	Weleda	35.2	30.1	22.7	13.0	101.0
6	Mabyen	32.0	32.0	19.9	15.0	98.9
7	Mama Bear	36.0	34.0	20.9	7.0	97.9
8	Superbe Bebe	40.0	30.3	21.0	4.0	95.3
9	Huggies	33.9	33.2	21.8	4.0	92.9
10	Megainvo	24.0	31.1	21.2	13.0	89.3
11	Penaten	25.3	24.8	22.1	14.0	86.3
12	Crownsy	32.0	24.8	21.7	4.0	82.4
13	Eubos	24.0	22.4	18.6	10.0	75.0
14	Eco by Naty	22.9	22.0	19.7	7.0	71.7
15	Julius Zöllner	26.1	21.9	18.4	4.0	70.4

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Germany 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	Red Bull	36.0	33.3	23.2	20.0	112.5
2	Lavazza	36.0	30.2	22.2	20.0	108.3
3	Jacobs	30.7	31.6	22.5	20.0	104.8
4	Tassimo	34.4	31.5	23.1	14.0	102.9
5	Nespresso	32.3	30.5	22.3	17.0	102.1
6	Waterdrop Microdrink	33.1	30.0	20.3	17.0	100.4
7	Best Body Nutrition	32.5	26.4	20.8	17.0	96.7
8	SodaStream	30.4	28.0	21.2	17.0	96.6
9	More Nutrition	21.5	36.0	21.3	17.0	95.8
10	Holy Energy	20.7	33.7	21.4	20.0	95.7
11	by Amazon	36.8	29.6	21.9	7.0	95.3
12	Melitta	23.5	27.3	20.9	20.0	91.7
13	Caffè Borbone	28.5	25.2	21.7	14.0	89.4
14	Noritual Lab	24.0	24.3	19.4	0.0	67.8
15	Gorilla	11.5	19.5	21.7	10.0	62.7

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

BRAND RANKINGS

BEER, WINE, & SPIRITS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Maker's Mark	27.2	29.2	21.0	9.0	86.4
2	Lagavulin	23.3	26.5	21.0	13.5	84.3
3	Moët & Chandon	23.2	20.6	23.0	16.0	82.8
4	Glenfiddich	21.9	23.3	20.4	13.5	79.1
5	Tanqueray	27.2	22.1	22.2	5.5	77.0
6	Johnnie Walker	22.1	25.3	22.7	5.5	75.6
7	Corona	20.5	22.5	20.5	10.5	74.1
8	Laphroaig	21.3	23.9	19.7	9.0	73.9
9	Talisker	20.8	25.7	22.5	4.0	73.0
10	Johnnie Walker Blue Label	19.1	27.5	21.2	4.0	71.8
11	A.H. Riise	24.8	21.7	23.3	2.0	71.8
12	Zacapa	19.7	24.5	22.2	4.0	70.5
13	Don Papa	19.5	17.2	20.7	10.5	67.8
14	Highland Park	18.4	22.1	20.8	5.5	66.8
15	Dalwhinnie	18.4	20.7	18.6	5.5	63.2

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Germany 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	Corny	36.3	35.9	21.8	20.0	113.9
2	Nicks	36.7	37.3	20.9	15.5	110.4
3	Biscoff	29.9	32.7	22.1	13.0	97.7
4	Lakrids By Bülow	23.6	31.4	22.0	17.0	94.0
5	Chupa Chups	34.7	32.4	22.5	4.0	93.5
6	ESN	32.0	40.0	21.4	0.0	93.4
7	Fisherman's Friend	29.3	36.4	23.6	2.0	91.3
8	Nimm2 Lachgummi	34.7	30.7	20.0	5.0	90.4
9	by Amazon	38.4	26.3	21.7	0.0	86.4
10	Lucky Treats	24.8	28.5	20.3	4.0	77.5
11	M&M'S	24.3	27.3	21.0	4.0	76.6
12	Jack Link's	15.7	22.6	18.6	18.5	75.4
13	ültje	32.0	19.9	22.3	0.0	74.2
14	Airwaves	22.8	22.1	21.3	4.0	70.2
15	Lindt	13.6	19.6	19.0	2.0	54.2

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

BRAND RANKINGS

PANTRY STAPLES

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	More Nutrition	30.4	37.7	20.9	13.0	102.0
2	EWL Naturprodukte	36.9	32.3	22.1	10.0	101.3
3	Kräuterland Natur- Ölmühle	28.5	32.7	22.4	14.0	97.6
4	Alpro	35.7	30.9	22.5	7.0	96.1
5	Nongshim	30.4	29.5	21.3	8.0	89.1
6	NaturaleBio	36.7	31.0	21.4	0.0	89.1
7	by Amazon	37.3	27.3	21.7	0.0	86.4
8	Xucker	25.1	37.9	22.0	0.0	84.9
9	GreatVita	28.3	24.5	22.1	4.0	78.8
10	Manuka Health	26.4	24.1	21.5	2.0	74.0
11	Nigela	24.0	21.5	21.8	2.0	69.3
12	Jordan Olivenöl	15.2	31.6	18.7	0.0	65.5
13	Terra Creta	21.6	23.6	19.3	0.0	64.5
14	Albaöl	20.0	16.5	22.7	0.0	59.2
15	Royal Tiger	21.3	10.9	18.7	0.0	50.9

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

BRAND RANKINGS

HOUSEHOLD SUPPLIES

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)
1	Sagrotan	38.4	35.3	22.9	20.0	116.6
2	Finish	36.5	35.6	22.9	13.5	108.6
3	Dr. Beckmann	38.4	35.1	21.9	12.0	107.4
4	Ecover	38.4	33.2	22.6	9.0	103.2
5	Biohy	30.9	35.2	20.8	14.0	100.9
6	Air Wick	33.1	35.2	21.4	9.0	98.7
7	Vexil	28.8	34.0	21.4	5.5	89.7
8	Maxxi Clean	24.5	27.8	22.2	14.0	88.5
9	Tempo	31.5	29.2	23.2	4.0	87.9
10	by Amazon	38.9	25.7	21.4	0.0	86.0
11	Lenor	29.3	28.0	22.9	4.0	84.3
12	Presto!	35.0	22.0	22.5	4.0	83.5
13	Ariel	28.0	27.2	23.5	4.0	82.7
14	Febreze	28.0	26.1	21.9	4.0	79.9
15	Hakle	25.9	24.7	19.6	8.0	78.1

*For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Germany 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	Philips	37.1	34.7	21.5	20.0	113.2
2	WMF	36.3	35.5	21.5	17.0	110.3
3	Bonsenkitchen	39.5	32.1	22.3	14.0	107.9
4	Tefal	34.9	33.7	21.5	17.0	107.2
5	Russell Hobbs	38.9	31.1	21.3	13.0	104.3
6	Waterdrop	34.9	33.3	21.9	14.0	104.2
7	SodaStream	32.3	30.1	22.7	14.0	99.1
8	Ninja	33.1	31.3	22.5	12.0	98.9
9	Nespresso	28.0	34.6	21.6	14.0	98.2
10	Beta Noble	40.0	32.7	20.7	4.0	97.4
11	De'Longhi	30.1	28.3	21.7	17.0	97.1
12	Braun Household	30.1	32.1	22.0	8.5	92.8
13	Cosori	35.7	29.6	22.0	4.0	91.2
14	Siemens	21.3	29.1	19.0	14.0	83.4
15	Jura	2.9	15.7	12.4	4.0	35.0

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

BRAND RANKINGS

VACUUMS & 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	roborock	33.6	32.9	21.6	20.0	108.1
2	Philips	33.9	30.8	21.7	18.0	104.3
3	Bissell	34.1	32.0	21.6	14.0	101.7
4	Siemens	33.9	28.7	21.3	14.0	97.9
5	Lubluelu	40.0	32.5	21.0	4.0	97.5
6	Ecovacs	28.5	30.3	20.4	17.0	96.2
7	Vileda	37.6	32.5	21.9	4.0	96.1
8	AEG	34.1	34.3	20.9	4.0	93.3
9	Kärcher	36.3	35.6	21.5	0.0	93.3
10	Dreame	33.6	31.9	20.7	4.0	90.2
11	Kissof	32.0	32.0	21.0	0.0	85.0
12	Anyson	40.0	21.0	22.2	0.0	83.2
13	Xiaomi	26.4	29.2	19.9	4.0	79.5
14	Mibode	28.0	27.0	18.8	4.0	77.8
15	Swiffer	22.7	22.1	22.3	4.0	71.1

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Germany 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	UGreen	38.9	33.6	22.5	19.0	114.1
2	Anker	40.0	36.5	23.2	10.0	109.7
3	Arzopa	40.0	33.7	21.5	14.0	109.2
4	Samsung	34.3	35.1	21.9	14.0	105.3
5	Crucial	37.3	35.9	23.6	8.0	104.8
6	SanDisk	38.9	32.0	23.1	10.0	104.1
7	TP-Link	38.1	34.7	21.0	9.0	102.8
8	AVM	37.9	36.7	22.6	4.0	101.1
9	Logitech	38.9	29.2	21.7	10.0	99.8
10	Amazon Basics	40.0	34.4	22.0	0.0	96.4
11	Amicool	40.0	27.0	21.4	7.0	95.4
12	HP	30.4	25.6	21.0	16.0	93.0
13	Apple	35.5	18.7	23.1	15.5	92.8
14	Invision	33.5	31.8	21.5	4.0	90.7
15	AMD	31.2	19.6	23.3	2.0	76.1

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

BRAND RANKINGS

TELEVISION

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	Hisense	38.1	33.5	21.1	18.0	110.7
2	TCL	30.9	33.6	20.7	18.0	103.2
3	Antteq	29.3	34.4	20.3	14.0	98.0
4	LG	35.7	32.7	20.6	7.0	96.0
5	Philips	33.9	28.9	18.9	14.0	95.7
6	JVC	33.1	32.0	19.9	7.0	92.0
7	Samsung	26.7	28.4	21.4	14.0	90.5
8	CHIQ	32.0	34.4	20.0	4.0	90.4
9	Telefunken	33.1	32.1	20.4	4.0	89.6
10	Toshiba	32.8	29.5	20.6	4.0	86.8
11	DYON	29.3	29.9	20.3	7.0	86.5
12	Thomson	27.2	33.9	20.6	4.0	85.6
13	Cello	28.0	31.4	17.8	4.0	81.2
14	RCA	25.3	29.3	20.0	3.0	77.6
15	TuTu	21.6	31.6	19.8	0.0	73.0

** For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Germany 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	Danish Endurance	39.5	35.5	21.0	14.0	109.9
2	Jako	35.2	32.7	21.8	13.5	103.2
3	Oura	37.3	30.0	20.4	14.0	101.8
4	Snocks	34.7	34.0	20.4	12.0	101.1
5	Samsung	34.1	28.5	21.3	14.0	98.0
6	Adidas	35.2	24.9	21.9	11.0	93.1
7	Garmin	31.5	31.1	21.6	8.0	92.1
8	360 Relief	37.3	28.7	20.9	4.0	90.9
9	Xiaomi	32.9	31.9	20.7	4.0	89.5
10	Huakua	34.3	31.1	20.0	4.0	89.4
11	Tapedesign	32.8	24.5	17.9	14.0	89.2
12	Fitbit	31.4	29.1	19.6	7.0	87.2
13	Lebexy	32.0	32.1	17.6	4.0	85.7
14	Puma	36.3	21.5	22.3	4.0	84.0
15	GRV	28.5	29.5	19.5	4.0	81.5

*For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Germany 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	Cupshe	35.7	34.8	20.7	20.0	111.2
2	APTRO	35.6	36.9	21.4	15.0	108.8
3	Zagano Adam Lipski	31.2	35.2	20.6	20.0	107.0
4	Arcweg	35.7	34.3	21.1	13.0	104.1
5	Willit	34.7	34.0	20.3	14.0	103.0
6	Aquarti	34.4	34.7	20.9	7.0	96.9
7	Ougelebo	32.0	37.0	18.5	7.0	94.5
8	AI'MAGE	33.1	34.9	19.5	7.0	94.5
9	Danfiki	33.6	34.5	20.9	4.0	92.9
10	LA Orchid	35.2	29.2	19.7	4.0	88.1
11	Urban Classics	32.5	31.9	19.2	4.0	87.6
12	Adigaber	32.0	32.0	19.2	4.0	87.2
13	Hugo Boss	24.3	27.3	19.0	14.0	84.6
14	Puma	33.1	23.6	19.3	4.0	80.0
15	shepretty	0.0	26.0	0.0	12.0	38.0

*For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Germany 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	Haba	38.9	33.6	22.9	15.5	111.0
2	Ravensburger	38.4	34.8	23.1	13.0	109.3
3	Kosmos	39.5	30.8	21.7	15.5	107.4
4	Mattel Games	38.9	32.7	23.1	5.5	100.3
5	Hasbro Gaming	37.3	25.5	22.5	12.0	97.3
6	Zygomatic	37.3	33.2	22.6	4.0	97.1
7	Denkriesen	31.7	32.9	23.0	7.0	94.7
8	Perplexus	29.3	32.5	22.7	8.5	93.0
9	Schmidt	35.5	31.1	22.9	3.5	93.0
10	Pokemon	30.4	30.5	21.9	4.0	86.8
11	Amigo	38.9	23.0	23.1	0.0	85.1
12	Piatnik	35.5	27.0	22.6	0.0	85.0
13	Hitster	29.3	26.1	21.9	2.0	79.3
14	Magic The Gathering	32.0	19.6	20.8	4.0	76.4
15	Bloook	26.4	27.1	17.2	4.0	74.7

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

BRAND RANKINGS

TOYS, STUFFED ANIMALS, & PLAYSETS

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	Schleich	37.3	34.7	23.5	13.0	108.5
2	Lego	37.9	29.6	23.6	17.0	108.1
3	Fehn	36.3	35.6	23.5	10.0	105.4
4	Nici	34.4	33.2	23.7	14.0	105.3
5	Coodoo	37.3	32.3	22.0	12.0	103.6
6	Paw Patrol	36.8	34.5	22.6	8.0	101.9
7	Melissa & Doug	34.9	31.3	21.7	14.0	101.9
8	Baby Born	34.9	36.3	22.5	8.0	101.7
9	Playmobil	37.3	36.0	23.5	4.0	100.8
10	Eichhorn	38.4	34.5	22.3	4.0	99.3
11	Tonies	23.5	33.5	23.6	14.0	94.5
12	Condis	28.7	34.3	18.3	12.0	93.3
13	Pop Mart	31.2	32.8	20.9	7.0	91.9
14	Unicorn Academy	28.9	24.9	21.3	14.0	89.1
15	Konijwa	29.0	30.0	21.5	4.0	84.5

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

REGIONAL PERFORMANCE INSIGHTS

CROSS REGIONAL INSIGHTS

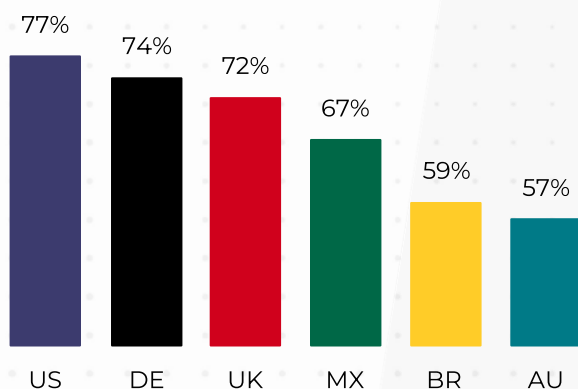
When comparing performance trends across markets, the overall story is one of consistency. Brands tend to demonstrate similar strengths and weaknesses across regions, though maturity levels vary. **More established markets, such as the US, UK, and Germany, show higher levels of optimization**, while emerging markets like Australia, Brazil, and Mexico continue to trail.

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.

Average MDEX Scores Per Market (in %)



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 DE 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 DE CATEGORIES

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 & Nappies

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

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 and Toppings

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

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

Household Supplies

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

Kitchen & Dining

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

APPENDIX: MARKETPLACE INDEX DE CATEGORIES

Vacuums & Floor Care

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

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 Keyboards, Trackballs, Printers, Scanners, Storage, Blank Media, Cables, Input Devices, Computer Accessories, Cleaning and Repair Supplies

Television

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

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