

THE MARKETPLACE INDEX™

The definitive benchmark for brands
that win on Amazon

2025 MEXICO 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 MEXICO MARKET 2025 OVERVIEW

While not as saturated as the US, Mexico has quickly become one of Amazon's fastest-growing markets, with a rapidly expanding shopper base and intensifying competition.

In the 2025 Mexico edition of the MDEX, we analyzed **more than 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. Year-Over-Year Progression** – How brand performance has evolved over the past two years
- 6. Global Comparisons** – How brands in this market stack up against peers in other Amazon marketplaces

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

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

METHODOLOGY

CATEGORY SCOPE

To deliver a meaningful and actionable analysis, we focused on categories that are both highly competitive and in high demand on Amazon. **For the Mexico 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 Mexico Categories*.

BRAND SELECTION AND EVALUATION

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

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

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

DATA COLLECTION

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

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

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

METRICS FRAMEWORK

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

A. 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.

Sponsored Brand Experience 2: Store Page Link

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

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

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

INSIGHTS & FINDINGS

GENERAL PERFORMANCE

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

The **average brand score in the Mexico market this year was 83.9 out of 125**, which translates to a **performance rate of 67%**. While this is an improvement from last year's 60.5%, it also highlights that the majority of brands still fall short of maximizing their potential.

Only 9% of brands scored above 80%, and those that did are often the same names leading their categories in sales. Standout performers include familiar brands such as Maybelline, Revlon, Alpura, Lego, and UGREEN.

CATEGORY INSIGHTS

Brands in the categories under **"Beauty"** and **"Health and Personal Care"** **generally scored the highest**, achieving an average score of 88.4 out of 125 (71%), compared to the overall market average

of 83.9. This suggests that these categories are currently performing above the broader market and help illustrate the benchmarks other categories are measured against.

In contrast, most brands under **"Food and Drinks"** and **"Electronics"** **lagged behind**, with their average score being 79 (63%), significantly below the market average. Notably, these were the same categories that underperformed in last year's evaluation.

Examining score variance within specific segments further revealed additional insights. **Categories like "Hair Care", "Skin Care", "Vitamins and Supplements", and "Games, Puzzles, and Accessories" showed the widest gaps between top and bottom performers.** While many brands in these categories scored well, a noticeable disparity exists, with several brands lagging behind. This uneven performance highlights fragmented competition and indicates that emerging or challenger brands have an opportunity to gain market share if they execute effectively.

In contrast, **categories within “Clothing, Shoes, and Accessories”, particularly “Men’s Clothing” and “Children’s Clothing”, showed minimal variance.**

Most brands performed at similar levels, but the overall averages were relatively low. This indicates that while performance is consistent, there is considerable room for improvement. For new entrants or challengers, this represents an opportunity to differentiate and gain traction in the apparel space, as few brands have yet to achieve optimal performance within these segments.

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	Kitchen & Dining	32.5	28.0	22.4	9.2	92.1
2	Coffee, Tea, & Drinks	32.7	26.1	22.6	8.3	89.7
3	Toys, Stuffed Animals, & Playsets	32.6	26.6	23.0	7.1	89.3
4	Personal Care	33.0	26.7	22.6	6.9	89.2
5	Skin Care	35.2	27.1	21.5	5.3	89.2
6	Baby Care & Diapering	32.6	26.7	22.2	7.6	89.1
7	Makeup	32.6	27.0	21.2	8.0	88.7
8	Home Care & Cleaning	31.2	27.9	23.0	5.8	87.9
9	Vitamins & Supplements	32.7	25.8	22.4	7.0	87.8
10	Hair Care	33.1	26.3	22.1	6.3	87.8
11	Computers, Monitors, & Peripherals	30.9	26.6	21.9	7.8	87.2
12	Games, Puzzles, & Accessories	32.1	22.4	22.8	6.8	84.1
13	Women's Clothing	31.7	24.4	21.1	5.9	83.1

** For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Mexico 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	Pantry Staples	32.1	23.2	22.8	4.9	83.0
15	Men's Clothing	31.8	23.5	21.6	5.8	82.7
16	Men's Footwear	30.0	24.0	21.5	6.4	81.9
17	Women's Footwear	29.0	23.3	21.3	8.0	81.5
18	Children's Clothing	30.9	24.4	22.3	3.9	81.5
19	Shoulder Bags & Backpacks	29.7	24.7	21.6	5.1	81.0
20	Sports, Fitness, & Outdoor Apparel	31.2	25.4	21.2	3.0	80.7
21	Vacuum Cleaners & Floor Care	27.8	27.5	20.6	3.8	79.7
22	Recreational Swimwear	30.2	25.1	20.8	1.2	77.4
23	Beer, Wine, & Spirits	26.5	21.1	22.5	5.1	75.2
24	Snacks, Sweets, & Breakfast Cereal	30.4	20.4	21.9	1.8	74.4
25	Television	24.4	23.5	18.2	8.0	74.0

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

METRIC-SPECIFIC INSIGHTS

A. RETAIL INSIGHTS

Retail execution remains a strong area for brands in the Mexico market. Overall, the **market average for these metrics was**

31.1 out of 40. Inventory management has improved compared to last year, with the out-of-stock (OOS) rate dropping from 13% to 10%. While this rate is not exceptionally low, it demonstrates that brands are making meaningful progress in reducing lost sales opportunities through robust supply chain strategies.

Prime eligibility is also a near-standard, with brands averaging 10.4 out of 12 and 87% 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 continues to be Amazon badges, where brands scored only 4.3 out of 8. Just 31% 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 continues to improve, and most products are Prime-eligible, but the lack of badges continues to limit differentiation at the point of consideration.

B. CONTENT INSIGHTS

Content optimization results indicate room for improvement, as **brands just averaged 25.1 out of 40.** Product titles, often the first interaction a shopper has with a listing, scored well at 9.2 out of 11. Most brands now include key details such as the brand name, product line, and core features or benefits across their titles. Titles are also more optimized for mobile and search visibility. However, many still fall short of best practices by exceeding the 80–140 character guideline or by cluttering titles with redundant phrases. Overloaded titles may capture keywords but risk harming clarity and conversion.

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

As for visual content, brands perform well in basic image coverage, with 87% of product detail pages (PDPs) featuring at least four unique product images. However, consistency in lifestyle imagery, infographics, and videos remains limited. Videos, in particular, appeared in only 31% of PDPs reviewed. All these visual elements play a key role in helping shoppers understand product features and play a huge role in driving purchase decisions. Overall, while brands are meeting the recommended number and quality of product images, a gap remains in using these visuals strategically to maximize engagement and conversion.

A+ Content adoption is notably weak, with brands scoring just 4.5 out of 10 in these metrics. Only 67% of ASINs reviewed include any A+ Content, and the use of enhanced modules, such as

brand story carousels, comparison tables, or cross-promotion, is sparse. Brand story carousels are the least utilized component, and only one brand consistently applied all A+ modules across every evaluated listing. Overall, it is clear that brands in this market have yet to adopt the proper approach to fully maximize the potential of A+ Content.

Brand store integration has improved significantly, with 71% of ASINs now linking to their respective brand storefronts, up from just 49% in 2024. This increase reflects the growing recognition that brand stores serve as a central hub that helps differentiate a brand, guide shoppers to explore related products, and encourage repeat purchases. With Amazon pushing more shoppers into brand ecosystems, the importance of well-designed brand stores has never been higher.

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

and improved performance in the market.

C. CUSTOMER INSIGHTS

For customer sentiment metrics, **brands averaged a score of 21.8 out of 25.**

Median product ratings stand at 4.6 stars, and 79% 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 5.9 out of 20, the lowest across all pillars. The gap reflects how much more competitive advertising on Amazon has become. With more brands than ever vying for limited ad placements, simply activating campaigns is no longer enough to ensure visibility.

Sponsored Product campaigns show slightly better adoption, with 70% of brands leveraging them for branded keywords and 33% for category keywords. However, Sponsored Brand campaigns lag significantly – only 27% of brands activated them for branded keywords and just 13% for category keywords. These results indicate that brands are prioritizing campaigns targeting their own brand terms, while relatively few are leveraging category keywords to reach new or broader audiences.

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

capable of delivering a more compelling and tailored experience to potential customers.


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

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

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

on these insights, brands can gain a significant competitive edge.

Curious to know how your brand scored in these metrics?

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

BRAND RANKINGS PAGE GUIDE

- | | |
|-------------------------------------|---|
| 21 Men's Clothing | 35 Beer, Wine, & Spirits |
| 22 Women's Clothing | 36 Snacks, Sweets, & Breakfast Cereals |
| 23 Children's Clothing | 37 Pantry Staples |
| 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 Home Care & Cleaning | 45 Toys, Stuffed Animals, & Playsets |
| 32 Vitamins & Supplements | |
| 33 Baby Care & Diapering | |
| 34 Coffee, Tea, & Drinks | |

BRAND RANKINGS

MEN'S CLOTHING

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Under Armour	33.0	26.3	22.4	15.5	97.2	↑14
2	Alfani	32.5	30.7	21.6	10.5	95.4	↓1
3	Hanes	34.5	20.6	21.5	17.0	93.5	0
4	Puma	31.0	26.9	22.4	7.0	87.3	↑2
5	Champion	30.3	26.4	22.3	7.0	86.0	↑7
6	Amazon Essentials	36.0	25.7	22.2	2.0	85.9	↑1
7	Nautica	30.5	24.8	21.9	7.0	84.2	↑1
8	Gildan	35.7	20.7	21.8	4.0	82.2	↑5
9	Tommy Hilfiger	31.6	25.1	19.3	4.0	80.0	NA
10	Wander	29.2	22.7	22.3	4.0	78.2	NA
11	Lecoon (LecoonMX)	32.8	22.9	20.7	1.5	77.8	NA
12	Fruit of the Loom	35.1	18.3	22.8	0.0	76.2	↑2
13	Columbia	31.2	19.3	21.7	4.0	76.2	↓3
14	Wrangler Authentics	31.1	18.6	21.7	0.0	71.5	↓9
15	Youthgo	22.4	24.1	19.1	4.0	69.6	NA

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

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

BRAND RANKINGS

WOMEN'S CLOTHING

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	CRZ Yoga	34.6	32.3	22.5	17.0	106.4	↑1
2	Hanes	34.3	23.1	21.5	17.0	95.8	↑1
3	Playtex	30.7	25.7	21.8	14.0	92.2	↑1
4	Delimira	32.1	32.0	20.3	4.0	88.4	↑2
5	Maidenform	31.1	26.0	20.4	7.0	84.5	↑3
6	Nautica	29.8	24.5	22.0	7.0	83.3	NA
7	Amazon Essentials	34.9	24.9	22.3	0.0	82.1	↑3
8	Ilusión	34.8	17.2	22.3	7.0	81.2	↓3
9	Fruit of the Loom	32.6	22.3	21.9	0.0	76.8	0
10	Seven Eleven	29.2	27.1	16.5	4.0	76.7	NA
11	Bali	32.0	19.9	20.5	4.0	76.4	NA
12	Beluring	30.8	27.2	17.9	0.0	75.9	NA
13	Warner's	33.0	20.4	22.5	0.0	75.9	↓1
14	Tommy Hilfiger	26.5	22.7	22.6	4.0	75.8	↓1
15	Columbia	28.7	20.0	21.6	4.0	74.4	NA

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

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

BRAND RANKINGS

CHILDREN'S CLOTHING

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Hanes	31.3	26.4	21.9	17.0	96.7	0
2	Innersy	35.4	31.6	22.0	4.0	93.0	NA
3	Disney	32.3	27.6	22.4	7.0	89.3	0
4	Simple Joys by Carter's	35.1	28.7	23.7	0.0	87.5	↑1
5	Under Armour	30.8	21.1	21.2	14.0	87.1	↑7
6	Calvin Klein	31.4	27.9	21.8	4.0	85.0	↓4
7	Fruit of the Loom	35.7	22.7	23.1	0.0	81.5	↑2
8	French Toast	34.7	19.4	22.6	4.0	80.7	0
9	Amazon Essentials	32.4	24.5	21.9	0.0	78.8	↑4
10	The Children's Place	32.5	22.1	23.1	0.0	77.7	↓3
11	Core Pretty	23.0	27.0	21.2	4.0	75.2	NA
12	Haloumoning	29.4	23.6	22.3	0.0	75.2	NA
13	Gymboree	30.8	19.0	23.3	0.0	73.1	↓3
14	DC Comics	25.4	20.7	22.6	4.0	72.8	NA
15	Perfashion	23.9	24.1	20.8	0.0	68.8	NA

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

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

BRAND RANKINGS

MEN'S FOOTWEAR

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Nortiv 8	32.3	30.9	21.9	13.5	98.7	NA
2	Under Armour	31.5	28.1	22.2	13.0	94.9	↑7
3	Adidas	30.1	27.7	20.7	14.0	92.5	↑8
4	Crocs	32.7	28.7	22.5	5.5	89.4	↑1
5	Chehill	36.4	28.2	20.7	2.0	87.3	NA
6	Lacoste	32.1	22.5	20.3	11.0	85.9	↑4
7	Nautica	29.6	28.5	20.3	7.0	85.5	↓4
8	Skechers	32.8	22.6	22.0	7.0	84.4	↓4
9	Flexi	31.6	22.7	21.9	4.0	80.2	↓7
10	Puma	27.4	25.9	21.8	2.0	77.0	↓3
11	New Balance	26.7	21.2	21.4	7.0	76.2	↓5
12	Dearfoams	28.4	21.3	21.9	4.0	75.6	NA
13	Cat	27.0	21.6	21.5	2.0	72.1	NA
14	DC	27.6	16.1	22.1	0.0	65.8	NA
15	Nike	24.1	14.1	21.1	4.0	63.2	0

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

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

BRAND RANKINGS

WOMEN'S FOOTWEAR

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Dream Pairs	33.5	35.5	22.5	20.0	111.4	0
2	Adidas	30.3	26.9	21.8	17.0	96.0	↑6
3	Crocs	33.3	26.1	22.1	13.0	94.5	↑1
4	Skechers	32.6	23.4	23.0	7.0	86.0	↑1
5	Flexi	29.2	24.0	22.1	10.0	85.3	↓2
6	Under Armour	25.6	25.2	19.1	14.5	84.3	↑4
7	Clarks	31.6	20.5	21.8	10.0	83.9	NA
8	Puma	31.1	26.6	20.5	2.0	80.2	↓1
9	Hey Dude	28.5	25.1	23.1	2.0	78.7	↓7
10	Tommy Hilfiger	26.0	20.7	21.5	8.0	76.2	NA
11	Dr. Martens	27.8	21.0	21.8	4.0	74.7	NA
12	Guess	29.5	20.6	21.8	2.0	73.9	↓6
13	Asics	28.1	17.7	20.6	4.0	70.5	↑2
14	Nike	25.1	14.3	21.3	4.0	64.7	↓2
15	Wocoro	23.3	21.1	16.6	2.0	62.9	NA

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

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

BRAND RANKINGS

SHOULDER BAGS & BACKPACKS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Nierbo	32.6	32.5	22.6	15.0	102.6	NA
2	Cluci	31.2	33.5	22.0	10.0	96.7	↓1
3	Nautica	32.2	29.1	21.9	7.0	90.2	↑5
4	Taygeer	31.6	31.3	22.4	4.0	89.3	NA
5	Lubardy	34.5	29.2	21.6	2.0	87.3	NA
6	Angybefun	31.7	28.1	18.6	3.5	81.9	↓3
7	Guess	31.1	22.3	19.9	8.5	81.8	↑3
8	Calvin Klein	31.2	23.4	21.6	5.5	81.7	↑4
9	Montana West	28.6	26.5	21.9	3.5	80.6	↑4
10	Steve Madden	32.6	23.2	20.6	4.0	80.4	↑5
11	Epano	29.6	21.6	21.9	5.5	78.5	↓5
12	Kipling	29.4	22.4	23.0	0.0	74.7	↓1
13	Loungefly	28.7	13.9	23.3	2.0	67.8	↑1
14	Michael Kors	17.9	18.1	21.1	4.0	61.1	↓10
15	Yoknetig	22.6	14.7	20.9	2.0	60.1	NA

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

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

BRAND RANKINGS

MAKEUP

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	NYX Professional Makeup	35.0	30.9	21.6	20.0	107.5	↑2
2	Palladio	34.6	33.9	20.8	17.0	106.3	↑3
3	Maybelline	37.1	29.1	22.3	13.0	101.5	↓2
4	It Cosmetics	32.4	26.1	20.9	18.5	98.0	NA
5	L'Oréal Paris	37.0	31.6	21.9	7.0	97.5	↓3
6	Revlon	37.5	25.7	22.3	7.0	92.4	0
7	Esika	27.8	31.5	19.2	11.0	89.5	NA
8	Neutrogena	31.0	27.5	21.5	9.0	89.0	NA
9	Almay	35.1	23.7	21.5	5.5	85.8	NA
10	e.l.f.	31.6	26.2	21.9	4.0	83.7	↓3
11	YuYa	22.7	31.2	22.9	4.0	80.8	↓3
12	Wet n Wild	33.8	24.2	21.2	0.0	79.2	↓1
13	Beauty Creations	32.5	23.6	22.5	0.0	78.6	↓3
14	Bluemega	30.3	21.0	19.0	4.0	74.4	↓5
15	TonyMoly	29.9	18.1	18.3	0.0	66.3	NA

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

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

BRAND RANKINGS

SKIN CARE

RANK	BRAND	RETAIL SCORE (Total = 40)	CONTENT SCORE (Total = 40)	CUSTOMER SCORE (Total = 25)	MEDIA SCORE (Total = 20)	MDEX SCORE (Total = 125)	'24-'25 RANK Δ
1	Isdin	38.2	31.9	23.1	16.0	109.1	↑9
2	L'Oréal Paris	39.3	33.2	21.8	14.0	108.3	↑5
3	Nivea	36.0	31.1	21.8	15.0	104.0	↓2
4	Eucerin	37.9	31.7	22.5	7.0	99.1	↑5
5	La Roche-Posay	37.8	32.0	18.8	10.0	98.6	0
6	Garnier Skin Active	38.3	30.3	22.9	7.0	98.5	↑7
7	Neutrogena	39.3	31.1	22.5	3.0	95.9	↑4
8	Pond's	36.9	30.7	22.9	4.0	94.5	↓6
9	Vichy	38.2	31.2	22.9	0.0	92.3	↓1
10	CeraVe	38.7	31.2	17.3	0.0	87.2	↓6
11	Lubriderm	33.6	27.7	23.5	0.0	84.7	NA
12	Dr. Scholl's	29.1	19.6	20.8	4.0	73.5	NA
13	mixsoon	30.7	18.7	22.0	0.0	71.4	NA
14	Cantabria Labs	28.6	10.7	23.0	0.0	62.3	NA
15	The Ordinary	25.3	15.5	17.1	0.0	57.9	NA

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

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

BRAND RANKINGS

HAIR CARE

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Head & Shoulders	39.6	36.0	23.1	13.0	111.7	↑2
2	Revlon	36.7	28.7	22.5	17.0	104.9	↑8
3	Kerastase	34.2	33.5	22.5	8.5	98.6	↓2
4	Pantene	34.1	32.0	22.9	8.0	97.0	↑1
5	Herbal Essences	33.0	31.0	22.9	10.0	96.9	↑3
6	Garnier	33.8	27.1	22.4	10.5	93.7	↓2
7	Yeguada La Reserva	30.4	31.6	20.3	8.0	90.3	NA
8	OGX	35.4	30.3	22.5	1.5	89.6	↓2
9	Olaplex	33.5	27.3	21.9	4.0	86.8	↑4
10	Tresemme	30.4	28.0	22.0	5.5	85.9	↓1
11	Alfaparf Milano	33.7	19.7	22.4	9.0	84.8	NA
12	Reuzel	31.3	21.4	21.9	0.0	74.5	NA
13	The Botanist	34.8	19.0	20.0	0.0	73.8	↑1
14	Sevich	30.9	16.7	19.9	0.0	67.5	NA
15	Punky Junky	24.3	13.0	23.7	0.0	61.1	NA

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

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

BRAND RANKINGS

PERSONAL CARE

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Philips	34.0	28.9	21.9	15.5	100.4	↑5
2	Dove	38.4	26.7	23.1	11.5	99.7	0
3	Nivea	35.6	30.3	22.9	10.0	98.7	↓2
4	Colgate	33.2	28.3	23.1	13.0	97.6	↑1
5	Rexona	35.4	26.7	23.1	10.0	95.2	↓2
6	Gillette	36.2	27.3	23.2	6.5	93.3	↑1
7	Isdin	38.0	30.9	23.1	0.0	92.1	NA
8	Dr. Bronner's	33.8	27.3	22.8	7.5	91.4	NA
9	Gum	35.7	22.2	22.8	9.0	89.7	↓5
10	Axe	34.5	27.9	23.1	3.5	88.9	0
11	Oral B	34.3	31.3	23.1	0.0	88.8	↓2
12	Waterpik	29.9	28.8	22.1	4.0	84.8	NA
13	Perspirex	23.7	20.5	21.6	13.0	78.7	NA
14	Palmolive Optims	25.4	23.6	22.5	0.0	71.5	0
15	Goicoechea	26.5	19.0	21.0	0.0	66.5	NA

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

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

BRAND RANKINGS

HOME CARE & CLEANING

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Dr. Beckmann	37.7	30.0	21.9	13.0	102.6	↑3
2	Regio	33.2	30.7	22.5	14.0	100.4	↓1
3	Arm & Hammer	36.2	30.3	23.1	7.0	96.5	NA
4	Cloralex	35.1	32.1	23.7	0.0	90.9	NA
5	Hefty	31.2	30.5	23.5	4.0	89.2	↑7
6	Vanish	27.4	23.3	22.9	14.0	87.6	↑5
7	Suavitel	30.4	29.3	23.5	4.0	87.2	0
8	Kleenex Cottonelle	27.2	24.9	22.7	12.0	86.8	↓6
9	Ensueño	32.8	30.4	23.5	0.0	86.7	↑1
10	Raid	36.7	23.1	22.6	4.0	86.3	NA
11	Downy	31.0	29.2	23.1	0.0	83.4	↓8
12	Tide	32.1	23.5	23.2	4.0	82.8	↓6
13	Pato	32.8	23.3	22.3	4.0	82.4	NA
14	Persil	20.2	28.7	23.6	7.0	79.4	↓9
15	Ariel	24.4	28.5	23.5	0.0	76.4	↓7

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

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

BRAND RANKINGS

VITAMINS & SUPPLEMENTS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	B Life Company	39.3	34.1	23.0	14.0	110.4	0
2	Birdman	31.9	33.1	22.6	17.0	104.5	↑5
3	Beyond Vitamins	34.5	28.8	22.5	12.0	97.8	↓1
4	Valara	33.8	31.0	20.1	10.5	95.4	NA
5	NLS Essentials	35.8	31.5	22.5	5.5	95.2	↑1
6	Wellthy	37.0	28.4	22.5	5.5	93.3	↑3
7	Forzagen	31.5	25.3	22.3	13.5	92.7	↑1
8	Centrum	33.3	25.6	22.5	9.5	90.8	NA
9	NSN Naturalsmart Nutrition	33.0	27.3	22.3	8.0	90.5	NA
10	NOW	31.9	26.4	23.1	4.0	85.3	0
11	Optimum Nutrition	33.3	21.2	21.8	3.5	79.7	↑3
12	Seltz	36.5	18.1	23.5	0.0	78.0	0
13	Vidanat	28.0	20.4	22.5	2.0	72.9	0
14	Solaray	26.7	16.7	22.5	0.0	65.9	NA
15	Nourkrin	24.3	18.5	22.1	0.0	64.9	NA

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

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

BRAND RANKINGS

BABY CARE & DIAPERING

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Huggies	37.3	30.1	23.7	17.0	108.1	↑2
2	Diaper Genie	33.9	30.7	23.6	18.5	106.8	↑2
3	Pampers	37.9	30.3	23.6	8.5	100.2	↑6
4	WaterWipes	31.2	26.8	19.9	18.5	96.4	NA
5	BBtips	29.9	30.1	22.1	10.0	92.2	↓4
6	Johnson's	36.2	26.4	22.5	7.0	92.1	↑2
7	Mustela	32.5	25.6	23.7	7.0	88.8	↓2
8	Chicco	36.8	27.0	22.6	2.0	88.4	NA
9	Frida Baby	35.4	25.9	22.6	4.0	88.0	↓7
10	Bio Baby	28.4	26.9	20.8	10.0	86.1	NA
11	Munchkin	34.9	23.5	23.1	4.0	85.5	↓5
12	KleenBebé	29.3	27.6	22.9	4.0	83.7	0
13	Baby Bamboo	30.8	28.0	18.8	4.0	81.6	↓3
14	Isdin	29.9	25.5	21.4	0.0	76.7	NA
15	Desitin	24.3	16.0	21.3	0.0	61.6	NA

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

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

BRAND RANKINGS

COFFEE, TEA, & DRINKS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Alpura	36.3	35.6	23.3	20.0	115.2	NA
2	Nescafé	33.8	30.0	23.5	17.0	104.3	↑1
3	Nescafé Dolce Gusto	37.6	30.4	23.2	8.5	99.7	↑4
4	Coffee Mate	35.5	25.5	23.1	15.5	99.5	NA
5	Nespresso	36.7	31.9	23.3	7.5	99.4	↓4
6	Juan Valdez	26.8	34.9	21.4	15.5	98.6	↑8
7	Nestle Waters	35.7	22.7	23.7	10.0	92.1	NA
8	Blason	35.1	29.6	22.9	3.5	91.1	0
9	Traditional Medicinals	36.6	25.2	23.1	4.0	88.9	↑2
10	Nature's Heart	37.7	22.8	23.0	4.0	87.5	↓1
11	Doblett	33.5	17.9	23.1	4.0	78.5	↓6
12	Nesquik	27.7	20.2	21.2	9.0	78.1	NA
13	Starbucks	31.1	21.7	21.9	2.0	76.7	↓7
14	Santa Clara	27.0	21.0	22.2	0.0	70.3	NA
15	Splenda	19.1	21.7	20.1	4.0	64.9	NA

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

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

BRAND RANKINGS

BEER, WINE, & SPIRITS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Johnnie Walker	30.6	25.6	23.3	20.0	99.5	↑7
2	Heineken	32.1	27.4	23.7	4.0	87.2	NA
3	Absolut	36.8	19.6	23.7	7.0	87.0	NA
4	Bacardi	28.8	30.5	23.7	4.0	87.0	↓3
5	Buchanan's	31.5	18.4	23.0	4.0	76.9	↑9
6	Torres Brandy	22.2	24.1	23.3	7.0	76.6	↓2
7	Jack Daniel's	29.6	19.1	23.6	4.0	76.2	↓1
8	Corona	26.1	27.7	22.1	0.0	75.9	↓3
9	Don Julio	21.6	16.9	22.6	14.0	75.1	↑2
10	Herradura	24.8	20.5	22.7	4.0	72.0	↓8
11	Cantine Riunite	27.3	16.2	19.9	4.0	67.4	NA
12	Cuatro Soles	27.4	17.1	20.3	0.0	64.7	NA
13	Kahlua	30.0	12.0	21.8	0.0	63.8	NA
14	Casa Madero	18.1	15.5	23.1	4.0	60.7	↑1
15	Monte Xanic	11.4	25.5	21.3	0.0	58.2	↓8

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

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

BRAND RANKINGS

SNACKS, SWEETS, & BREAKFAST CEREALS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Nestum	36.2	27.4	23.1	7.0	93.7	NA
2	Grupo Premier	33.4	30.8	21.5	4.0	89.8	NA
3	Bob's Red Mill	36.0	22.4	23.1	4.0	85.5	↑2
4	Turin	32.9	27.7	23.1	0.0	83.7	↑6
5	Biscoff	26.3	28.8	21.5	4.0	80.6	NA
6	Mars	25.7	27.5	23.1	4.0	80.3	NA
7	Dulces Las Delicias	34.1	18.1	21.5	0.0	73.7	NA
8	De La Rosa	35.0	14.1	23.3	0.0	72.5	↑5
9	Xiocolat XO	28.2	23.5	20.6	0.0	72.2	↓3
10	Nature's Heart	34.5	16.4	21.3	0.0	72.2	↓9
11	Quaker	24.6	22.2	22.5	0.0	69.2	↑3
12	Kirkland	24.3	15.8	21.6	4.0	65.7	↓1
13	Disfruto Nuts	29.1	11.5	22.5	0.0	63.0	↓1
14	Ricolino	24.8	11.5	21.8	0.0	58.1	NA
15	Mi Granero	30.4	8.6	17.5	0.0	56.4	0

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

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

BRAND RANKINGS

PANTRY STAPLES

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Pontino	35.2	27.7	23.5	14.0	100.4	↑6
2	Lasal	34.1	24.3	23.5	16.5	98.4	↑3
3	Knorr	35.7	27.2	23.6	5.5	91.9	↓2
4	Barilla	36.5	28.9	23.7	2.0	91.1	0
5	Mr Wings	32.5	31.1	21.5	4.0	89.1	↑4
6	Herdez	34.7	28.5	23.5	2.0	88.8	↓3
7	McCormick	34.2	24.5	23.1	4.0	85.9	↓5
8	Splenda	34.4	22.5	22.4	4.0	83.4	NA
9	Verde Valle	37.6	19.9	23.1	2.0	82.6	NA
10	Alpont Gourmet	32.4	28.9	21.3	0.0	82.6	↓4
11	Rummo	34.5	16.1	23.2	2.0	75.7	NA
12	Nestlé	21.4	21.8	23.0	9.0	75.2	NA
13	Samyang	29.2	15.4	22.4	4.0	71.0	0
14	Zulka	18.5	22.7	21.7	2.0	64.9	NA
15	Mi Granero	31.3	8.3	22.4	2.0	63.9	↓3

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

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

BRAND RANKINGS

KITCHEN & DINING

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	T-Fal	34.6	36.3	22.7	20.0	113.5	↑1
2	Krups	31.7	32.0	21.8	20.0	105.5	NA
3	Cuisinart	36.2	28.1	22.7	15.0	102.0	↑1
4	Ninja	29.2	28.3	23.2	18.0	98.6	↑2
5	Oster	32.2	29.2	23.1	11.5	96.1	↑3
6	Hamilton Beach	35.3	30.1	23.1	7.0	95.5	↑3
7	NutriBullet	33.1	23.3	22.8	13.5	92.7	↑4
8	Taurus	34.8	31.9	21.8	4.0	92.5	↓5
9	Hukën	32.0	30.0	21.2	7.0	90.3	↓4
10	Dash	32.7	28.8	22.1	4.0	87.7	↑4
11	SKM-MX	30.6	28.5	22.5	4.0	85.6	NA
12	RCA	24.8	31.1	20.9	5.5	82.3	↑1
13	KitchenAid	33.6	25.2	23.1	0.0	81.9	↓3
14	Bodum	32.7	20.4	23.1	4.0	80.2	NA
15	Vasa Nama	34.1	17.0	22.2	4.0	77.3	NA

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

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

BRAND RANKINGS

VACUUMS & FLOOR CARE

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Dreame	26.1	32.3	20.6	16.0	95.0	NA
2	iRobot	29.1	27.8	20.2	11.0	88.1	↓1
3	Black+Decker	33.0	28.5	21.2	4.0	86.7	0
4	Wagner	31.1	31.3	20.6	2.0	85.0	NA
5	Shark	29.8	27.2	20.4	6.5	83.8	↑4
6	Taurus	33.9	26.4	20.7	2.0	83.1	NA
7	Craftsman	27.9	32.7	22.4	0.0	82.9	NA
8	Eureka	29.1	29.9	21.0	0.0	80.0	↓1
9	Tineco	22.1	32.9	21.1	2.0	78.1	↓1
10	Dewalt	22.5	28.0	22.2	4.0	76.7	NA
11	Dyson	29.0	23.2	21.7	2.0	75.9	↑3
12	Koblenz	26.5	26.4	21.4	0.0	74.3	↓7
13	Bissell	29.5	22.1	22.3	0.0	73.8	NA
14	Moximx	24.8	25.0	18.2	4.0	72.0	↓3
15	Chugod	22.7	18.7	15.2	4.0	60.5	↓2

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

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

BRAND RANKINGS

COMPUTERS, MONITORS, & PERIPHERALS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	UGreen	37.9	33.3	23.5	20.0	114.7	0
2	TP-Link	37.2	31.3	22.9	14.0	105.4	↑1
3	Asus	33.2	28.7	22.1	17.0	101.0	↑2
4	HP	32.0	27.5	21.1	12.5	93.0	↑2
5	Logitech	32.3	29.5	23.1	7.0	91.9	↓1
6	Noctua	31.4	31.9	23.7	4.0	91.0	NA
7	Apple	30.7	19.7	23.1	15.5	89.0	↓5
8	Lenovo	31.8	25.3	21.5	7.0	85.6	↑2
9	Dell	31.8	20.6	22.1	7.0	81.6	↑3
10	Ocelot Gaming	28.4	31.1	20.4	0.0	79.9	NA
11	XPG	29.5	26.8	23.0	0.0	79.3	NA
12	Samsung	26.4	25.7	19.3	5.5	77.0	↓4
13	LaCie	24.6	24.6	21.7	3.5	74.4	NA
14	Microsoft	26.9	24.8	18.5	4.0	74.2	↑1
15	SanDisk	28.8	18.6	23.1	0.0	70.5	NA

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

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

BRAND RANKINGS

TELEVISION

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Hisense	27.9	28.0	22.4	17.0	95.3	↑5
2	TCL	22.3	27.6	20.1	20.0	90.0	0
3	Samsung	28.1	24.7	18.7	15.0	86.5	↑1
4	Cuory	19.9	31.6	12.0	20.0	83.4	NA
5	Sansui	25.6	26.7	20.7	7.0	79.9	↓4
6	GHIA	25.3	31.7	16.5	0.0	73.4	NA
7	Toshiba	25.5	24.0	19.7	4.0	73.1	NA
8	Amazon Fire TV	31.9	22.7	18.2	0.0	72.8	NA
9	Motorola (Motorola Google TV)	24.7	24.3	18.3	4.0	71.2	NA
10	LG	20.8	25.5	18.8	4.0	69.1	↓3
11	Vizio	23.9	20.6	18.2	4.0	66.6	↑2
12	Philips	13.5	19.0	18.6	14.0	65.1	↑3
13	ONN	23.5	18.7	13.6	7.0	62.9	↓10
14	Daewoo	29.7	13.7	19.1	0.0	62.5	NA
15	JVC	22.7	13.3	18.0	4.0	58.0	NA

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

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

BRAND RANKINGS

SPORTS, FITNESS, & OUTDOOR APPAREL

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	CRZ Yoga	35.6	33.9	22.5	13.0	105.0	NA
2	Adidas	29.8	27.1	21.9	13.0	91.7	NA
3	Champion	32.8	26.5	21.9	7.0	88.2	NA
4	Syrokan	31.6	32.7	19.6	0.0	83.8	NA
5	Under Armour	31.8	24.4	22.3	5.0	83.5	NA
6	C9 Champion	31.4	28.5	21.9	0.0	81.8	NA
7	Puma	31.5	25.7	23.0	0.0	80.3	NA
8	Skechers	29.7	24.0	19.3	7.0	80.0	NA
9	Boyzn	31.4	27.2	20.1	0.0	78.8	NA
10	Fruit of the Loom	31.8	23.9	21.8	0.0	77.5	NA
11	Lecoon (LecoonMX)	32.6	23.1	21.2	0.0	77.0	NA
12	Playtex	30.6	24.9	19.5	0.0	75.0	NA
13	Columbia	30.8	19.1	22.4	0.0	72.3	NA
14	Muscle Killer	27.2	24.1	20.0	0.0	71.4	NA
15	Nike	28.7	15.1	20.7	0.0	64.5	NA

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

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

BRAND RANKINGS

RECREATIONAL SWIMWEAR

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Lafroi	32.1	36.8	21.7	0.0	90.6	NA
2	Willit	39.4	30.1	18.5	0.0	88.1	0
3	Bsubseach	29.6	36.5	19.7	1.5	87.3	↓2
4	Eomenie	38.9	23.6	21.5	0.0	84.0	0
5	Nautica	30.1	23.5	21.5	7.0	82.0	↑5
6	Speedo	33.2	24.7	21.3	0.0	79.1	↑7
7	Lecoon (LecoonMX)	34.0	22.5	21.3	0.0	77.8	NA
8	Kanu Surf	32.1	22.7	22.2	0.0	77.0	↓3
9	Amazon Essentials	31.3	24.6	20.6	0.0	76.5	NA
10	Calvin Klein	29.6	24.2	19.8	2.0	75.5	↓7
11	Hurley	30.2	18.9	21.9	4.0	74.9	↑3
12	Holipick	25.8	24.2	21.4	0.0	71.4	↓1
13	Roxy	26.5	20.1	19.3	4.0	69.9	NA
14	Zaful	20.8	23.9	19.4	0.0	64.1	↓8
15	Cooliz	20.2	20.3	21.7	0.0	62.2	NA

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

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

BRAND RANKINGS

GAMES, PUZZLES, & ACCESSORIES

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Melissa & Doug	37.0	30.0	23.2	17.0	107.2	↑1
2	Novelty Corp	35.8	27.2	22.6	18.0	103.6	↑9
3	Hasbro Gaming	37.3	23.5	23.0	18.5	102.3	↑2
4	Ravensburger	33.2	24.8	23.1	20.0	101.1	↓3
5	Spin Master	36.5	25.0	23.5	9.0	93.9	↑4
6	Mattel Games	31.3	28.2	23.7	3.5	86.7	0
7	Cardinal	32.5	25.9	21.6	3.5	83.5	NA
8	Devir	31.3	24.0	23.7	4.0	83.0	↓4
9	Bluey	35.1	18.9	23.6	4.0	81.6	NA
10	USAopoly	32.0	24.3	22.7	0.0	79.0	↓3
11	Disney	31.4	24.1	22.8	0.0	78.3	NA
12	Buffalo Games	32.8	17.7	23.1	4.0	77.6	0
13	Magic The Gathering	26.7	19.6	22.7	0.0	69.0	NA
14	Games Workshop	31.2	7.4	22.5	0.0	61.1	NA
15	Pokémon	18.2	14.8	20.4	0.0	53.3	↓2

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

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

BRAND RANKINGS

TOYS, STUFFED ANIMALS, & PLAYSETS

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Lego	38.1	28.5	23.9	18.5	109.0	0
2	Melissa & Doug	33.7	30.7	23.7	17.0	105.0	NA
3	Fisher-Price	38.3	35.1	23.8	5.5	102.7	NA
4	Barbie	34.0	32.4	23.6	4.0	93.9	↑1
5	Dragon Stars Series	28.4	27.9	22.5	13.5	92.4	NA
6	Polly Pocket	32.3	33.6	23.3	2.0	91.2	↑2
7	Paw Patrol	34.5	32.2	22.5	2.0	91.2	↓4
8	Playmobil	34.7	23.9	23.8	8.5	90.9	↓6
9	Funko	29.4	24.1	19.1	17.0	89.6	↓2
10	Marvel	30.8	23.7	22.5	5.5	82.5	↑3
11	Snap Circuits	29.9	27.9	23.1	0.0	80.9	NA
12	Pillow Pets	31.7	21.2	23.7	4.0	80.6	NA
13	Calico Critters	33.2	21.9	23.5	0.0	78.6	↑2
14	Aurora	31.7	16.7	23.7	4.0	76.1	0
15	Star Wars	28.9	19.2	22.0	5.5	75.5	↓2

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

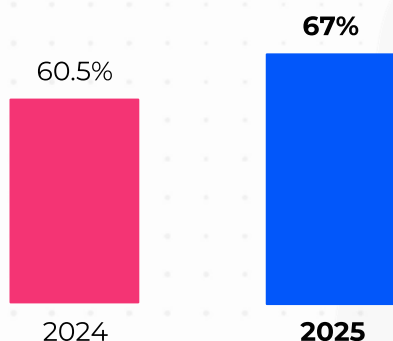
* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 Mexico Category & Brand Scorecards

YEARLY & REGIONAL PERFORMANCE INSIGHTS

YEAR-OVER-YEAR INSIGHTS

Brands selling on Amazon Mexico have shown steady improvement in their scores. **In 2024, the average performance rate was 60.5%, which increased to 67% this year**, reflecting a 10.7% year-over-year gain. To ensure a fair comparison, results last year were standardized to account for the introduction of new metrics and updated weightings in 2025.

Average MDEX Scores (in %)

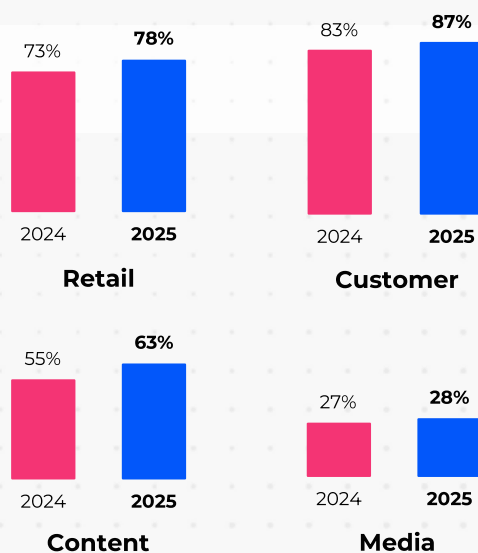


Additionally, 78% of brands evaluated in 2024 improved their scores in 2025 by an average of 15.6%. This demonstrates that many brands are making deeper

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

Performance improved across all pillars of the MDEX framework, with **content showing the most significant year-over-year gains**.

Avg. Scores in Key Metrics (in %)



In content, the biggest change we saw was the **increased focus on the image stack and A+ content**. More brands are now meeting the four-image minimum,

while also incorporating more lifestyle images, infographics, and videos. Despite this progress, adoption remains lower than in more established Amazon markets. A+ Content is also seeing wider adoption, but enhanced modules like brand story carousels, comparison tables, and cross-promotion are still severely underutilized by many brands in the market. As for brand store integration, it saw a significant jump compared to last year. 71% of ASINs are now linked to their respective storefronts, an increase from just 49% last year. Most brand stores are also fairly optimized to today's standards. This increased prioritization highlights that storefronts are becoming more of an expectation for brands in this market.

Retail execution also improved. The most significant gain came in out-of-stock (OOS) management, with the average 90-day OOS rate falling from 13% last year to 10% in 2025. This improvement reflects more accurate forecasting and better fulfillment of customer demand. Aligned with meeting the demand of shoppers today, more brands are also making their products Prime-eligible compared to previous years.

In contrast, **media scores increased only**

marginally this year. Brands made slight improvements, particularly in Sponsored Product campaigns focused on protecting brand terms, but overall gains remain limited. This was not unexpected, given the intensifying competition for ad placements. Unlike content, retail, and customer pillars, where performance is largely within a brand's control for the most part, media outcomes are influenced by a wide range of external factors.

At the category level, the biggest improvements were seen in “Men's Footwear”, “Women's Footwear”, “Children's Clothing”, and “Recreational Swimwear.” **Many categories within the parent category of “Clothing, Shoes, and Accessories” showed gains, yet overall average scores in these segments remain relatively low.** This indicates that while brands are increasingly investing in optimization, consistent effort is still required to stay competitive on Amazon. The “Skin Care” segment illustrates this point, having been the top-scoring category last year but dropping to fourth overall in 2025. Despite this shift, **brands within the broader “Beauty” category continue to maintain the highest average scores.**

HIGHER SCORES, STRONGER GROWTH

The correlation between MDEX scores and Amazon market share remains clear. **More than two-thirds (69%) of brands that improved their MDEX scores this year also gained share** in their respective categories, while **37% of brands with declining scores experienced a loss in market share.** These results suggest that sustained investment in optimization plays a key role in driving market performance on Amazon.

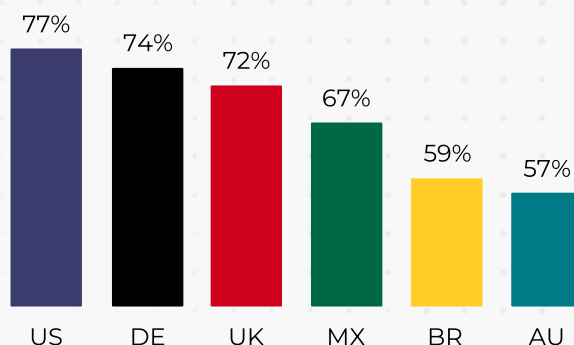
CROSS REGIONAL INSIGHTS

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

Out of the six markets we evaluated this year, the **US remains the most optimized.** US brands averaged a score

of 96.5 out of 125 (77%), followed by Germany (74%) and the UK (72%). Mexico (67%) and Brazil (59%) ranked next, while Australia (57%) continues to place last, similar to last year.

Average MDEX Scores Per Market (in %)



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

Encouragingly, **every market evaluated in both 2024 and 2025 posted year-over-year improvements.** The US improved its score by 7.5%, while the UK and Mexico recorded double-digit gains of 10.1% and 10.7%, respectively. Australia

posted the largest jump at 16%, though it still remains far behind its peers. Essentially, the relative order of performance has not shifted. Markets that led last year remain ahead, while those behind have yet to close the gap. This suggests that while all regions are investing more heavily in Amazon optimization, the maturity gap between markets persists.

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

Retail execution is fairly consistent across most markets, with the US again leading thanks to its robust adoption of Prime eligibility and

relatively low out-of-stock rates.

Interestingly, the UK posted the best OOS rate at just 4%, compared to the US at 6%. Mexico and Brazil, on the other hand, hovered around 9–10%.

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

Customer sentiment tells a slightly different story. **While most markets report similar averages, the Latin American market stands out with higher product ratings** (4.5 stars on average compared to 4.3 in other regions) and a greater share of five-star

reviews (78% compared to 73% in other regions). This may reflect stronger product quality in certain categories or cultural tendencies toward more positive review behavior.

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

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

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

Latin American and Australian markets are catching up, but gaps in content and media strategies continue to hold them back. Beauty-related categories remain the most reliable drivers of high performance globally, while grocery-linked categories are consistently underperforming.

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

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

CONCLUSION

UNDERSTANDING YOUR RANKING AND SCORES

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

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

TAKE THE NEXT STEP — UNLOCK GROWTH WITH PODEAN

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

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

WHAT'S NEXT?

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



PODEAN

MARKETPLACE MARKETING®

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

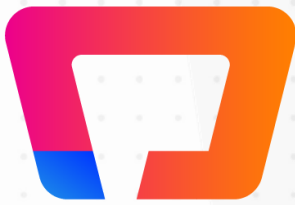
We offer end-to-end marketplace marketing services, from crafting full-funnel media strategies and optimizing product content to leveraging advanced data analytics and providing strategic consulting. Our mission is to simplify marketplace complexity and transform it into a strategic advantage.

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

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Global expansion
Winner 2023
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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.

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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 MX 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 MX 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 & 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, & Drinks

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

Beer, Wine, & Spirits

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

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

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

APPENDIX: MARKETPLACE INDEX MX CATEGORIES

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

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

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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