

THE MARKETPLACE INDEX™

The definitive benchmark for brands
that win on Amazon

2025 UK REPORT



POWERED BY
 **PODEAN**
INTELLIGENCE

IN PARTNERSHIP WITH
 **JungleScout**

Dear **AMAZON MARKETER**,

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

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

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 analysed 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 analysed**. 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 UK MARKET 2025 OVERVIEW

The UK remains Amazon's most established European market and one of its most competitive globally. With hundreds of thousands of brands battling across diverse categories, standing out has never been more necessary.

In the 2025 UK edition of the MDEX, we analysed **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 three 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 UK 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 optimisation 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 UK 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. To provide a consistent year-over-year perspective, we retained at least 10 brands from the 2023 and 2024 editions 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 recognised 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 visualise 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 maximise 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 personalised 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 optimise their presence on Amazon.

The **average brand score in the UK market this year was 90.1 out of 125**, which translates to a **performance rate of 72%**. While this is an improvement from last year's 65.4%, it also highlights that the majority of brands still fall short of maximizing their potential.

Only 21% 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 Pampers, Nivea, Skechers, Under Armour, HP, and Nescafé.

Perhaps the most telling insight is the clear tipping point in scores. **Brands that fall below the 60% threshold typically rank among the lowest in market share** across the 15 brands in each category, while **those above 85% almost always land in the top five**.

The takeaway is clear: investment in optimisation directly translates into competitiveness and visibility, and ultimately dictates whether a brand leads or lags.

CATEGORY INSIGHTS

Brands in the categories under **"Beauty"** and **"Health and Personal Care"** **generally scored the highest**, achieving an average score of 97.1 out of 125 (78%), compared to the overall market average of 90.1. This suggests that these categories are setting the standard for what strong Amazon execution looks like.

In contrast, those under **"Grocery"** and **"Fashion" lagged behind**, with brands averaging a score of 83.2 (67%), 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 "Women's Footwear", "Men's Clothing", "Men's Footwear", "Pantry Staples",** and

“Drinks” showed the widest gaps between top and bottom performers.

This volatility points to fragmented competition. While some brands excel across retail, content, customer, and media, others are far behind. This disparity creates a clear opportunity for emerging or challenger brands to capture market share, provided they execute effectively.

Conversely, **categories such as “Skin Care”, “Vitamins, Minerals, and Supplements”, “Personal Care”, and “Household Supplies” exhibited 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 standardisation 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	36.4	32.2	21.7	14.5	104.8
2	Computers, Monitors, & Peripherals	36.8	30.9	22.1	9.9	99.6
3	Baby Care & Nappies	31.9	30.3	21.9	14.5	98.7
4	Kitchen & Dining	32.5	31.5	21.1	12.2	97.3
5	Hair Care	34.5	29.2	20.9	12.0	96.6
6	Toys, Stuffed Animals, & Playsets	34.4	29.9	22.3	9.8	96.4
7	Vitamins, Minerals, & Supplements	35.9	28.5	21.7	9.5	95.6
8	Personal Care	35.3	30.9	21.5	6.5	94.2
9	Makeup	35.3	30.3	20.7	7.7	94.1
10	Household Supplies	34.4	29.9	22.2	6.3	92.9
11	Games, Puzzles, & Accessories	33.0	27.9	22.1	9.1	92.0
12	Sports, Fitness, & Outdoor Apparel	35.0	29.0	21.0	6.6	91.6
13	Television	31.8	29.6	20.3	7.8	89.5

** For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 UK 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	Drinks	31.6	26.9	22.0	8.6	89.1
15	Recreational Swimwear	32.8	32.0	19.8	4.3	88.9
16	Women's Footwear	31.2	26.4	21.2	9.1	87.9
17	Shoulder Bags & Backpacks	32.6	29.2	21.1	4.4	87.4
18	Men's Footwear	32.2	25.5	21.2	7.6	86.5
19	Men's Clothing	32.4	27.0	20.7	5.4	85.5
20	Vacuums & Floor Care	30.8	28.6	20.8	5.2	85.3
21	Women's Clothing	29.4	29.8	20.2	2.8	82.2
22	Pantry Staples	30.6	24.0	20.8	5.3	80.6
23	Snacks, Sweets, & Breakfast Cereal	26.8	26.1	21.1	6.5	80.6
24	Beer, Wine, & Spirits	25.5	25.3	21.4	5.0	77.2
25	Children's Clothing	27.1	23.9	19.7	3.8	74.6

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

METRIC-SPECIFIC INSIGHTS

A. RETAIL INSIGHTS

Retail execution remains the strongest area for UK brands, with an **average score of 32.4 out of 40**. Brands in this market demonstrated exceptional inventory management, achieving a 90-day out-of-stock (OOS) rate of just 4%, which marks a significant improvement from previous years. Given that the analysis focused on top-performing brands, this low rate was expected, but it underscores that most leaders are effectively minimizing lost sales opportunities through robust supply chain strategies.

Prime eligibility also remains a near-standard, with brands averaging 9.8 out of 12 and 81% 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 3.5 out of 8. Just 44% 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 28.6 out of 40 in content metrics, showing that while they meet many basic optimisation standards, there is still considerable room for improvement. Product titles, often the first interaction a shopper has with a listing, scored well at 9.4 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 optimised 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.

Visual content continues to improve, with 87% of product detail pages (PDPs) featuring at least four unique product images, although consistency in lifestyle imagery, infographics, and videos remains 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 maximise engagement and conversion.

While 82% of PDPs feature A+ Content, brands only averaged 5.9 out of 10 across

all A+ metrics. This indicates that overall adoption is widespread, but the depth of execution remains limited. Just 20% of PDPs include all enhanced modules, such as brand story carousels, comparison tables, or cross-promotion. In fact, just 3.5% of brands consistently use all of these features across every listing we evaluated, with comparison tables being the most underutilised. This inconsistency shows that many brands reserve enhanced A+ features for flagship products and leave large portions of their portfolio under-optimised.

Brand store integration is a bright spot, with 89% of ASINs now linking back to stores compared to just 76% last year. This 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 content fundamentals are solid, the gap lies in consistency and depth. Brands are still 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 21.2 out of 25.**

Median product ratings stand at 4.5 stars, and 72% 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 95% of ASINs surpassing the credibility threshold of at least 10 reviews. Many brands have listings with hundreds or even thousands of reviews, 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**

7.8 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 Brand and Sponsored Product campaigns remain underutilised at the category level. While over half (53%) of brands activated Sponsored Brand ads for branded keywords, only a mere 12% did so for category keywords. Similarly, 70% leveraged Sponsored Product ads for branded terms, but just 24% 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 Sponsored Brand experience as a whole is notably stronger. These ads increasingly include custom visuals, store spotlights, and direct links to brand stores, and the majority of featured ASINs are in stock and 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 underprioritised. 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 | Vacuums & 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 | Drinks | | |
| 34 | Beer, Wine, & Spirits | | |

BRAND RANKINGS

MEN'S CLOTHING

RANK	BRAND	RETAIL SCORE	CONTENT SCORE	CUSTOMER SCORE	MEDIA SCORE	MDEX SCORE	'24-'25 RANK Δ
		(Total = 40)	(Total = 40)	(Total = 25)	(Total = 20)	(Total = 125)	
1	Levi's	33.3	30.4	21.7	20.0	105.5	↑3
2	FM London	37.9	33.5	21.1	12.0	104.4	NA
3	Under Armour	36.8	33.9	22.0	7.0	99.7	↓1
4	Calvin Klein	33.3	29.7	22.5	12.0	97.5	↑1
5	Boss	34.4	24.9	21.3	14.0	94.7	NA
6	Siliteelon	34.7	32.7	20.8	4.0	92.1	↓3
7	Amazon Essentials	37.6	34.0	20.3	0.0	91.9	0
8	Tommy Jeans	32.3	34.1	19.6	4.0	90.0	NA
9	Qincao	33.3	32.0	20.7	2.0	88.1	NA
10	Jack & Jones	30.4	28.5	21.2	4.0	84.1	0
11	Ript Essentials	34.7	28.0	17.5	0.0	80.2	0
12	Fruit of the Loom	29.9	21.5	20.7	2.0	74.0	↑1
13	Nike	31.2	15.8	21.8	2.0	70.8	NA
14	westAce	21.3	17.7	19.4	4.0	62.4	↓2
15	Uneek Clothing	25.1	7.6	19.9	7.0	59.6	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 UK 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	36.3	34.4	21.7	6.5	98.9	NA
2	Frida Mom	36.0	33.5	23.4	0.0	92.9	NA
3	Under Armour	32.3	28.4	20.5	11.0	92.1	↓2
4	YESNO	33.6	36.7	20.3	1.5	92.1	↓2
5	Triumph	37.3	26.1	19.3	9.0	91.8	↑4
6	Sinophant	35.7	32.0	21.5	2.0	91.2	NA
7	Adidas	34.1	23.5	20.7	10.0	88.3	NA
8	Lemef	33.5	30.6	19.6	0.0	83.7	NA
9	Delimira	30.9	32.0	20.3	0.0	83.2	↓5
10	Effan	32.9	29.4	20.6	0.0	82.9	NA
11	Softsail	25.6	33.6	17.9	2.0	79.1	0
12	Dreshow	33.1	22.1	21.1	0.0	76.3	NA
13	Futuro Fashion	25.3	30.8	16.2	0.0	72.3	0
14	Brentfords	12.4	24.0	19.9	0.0	56.3	↓4
15	Physix Gear Sport	2.2	30.0	20.3	0.0	52.5	↓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 UK 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	Splash About	33.1	24.6	19.3	14.0	90.9	NA
2	Buykud	32.3	34.3	21.7	2.0	90.3	0
3	Everswe	30.9	27.4	20.8	4.0	83.1	NA
4	GW Classy Outfit	31.7	29.9	19.7	0.0	81.3	NA
5	Ovissa	29.0	27.0	19.0	4.0	79.0	NA
6	Futuro Fashion	26.2	30.9	17.7	4.0	78.8	↑4
7	Aomig	35.2	18.9	19.8	4.0	77.9	↑2
8	Manchester United F.C.	31.2	19.4	22.7	4.0	77.3	↓3
9	Smilore	30.4	18.8	17.2	9.0	75.4	↑3
10	Fruit of the Loom	31.5	18.0	21.6	4.0	75.1	↑1
11	A2Z 4 Kids	28.5	21.1	20.2	4.0	73.9	↓3
12	janisramone	20.8	30.5	16.2	4.0	71.6	NA
13	Integriti Schoolwear	25.3	11.8	20.8	0.0	57.9	↑2
14	Adisputent	0.0	33.2	20.0	0.0	53.2	↓10
15	i2i	20.9	12.9	19.0	0.0	52.7	NA

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

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 UK 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	LongBay	34.7	36.3	21.3	10.0	102.2	↑4
2	Puma	35.7	25.8	21.3	17.0	99.8	↑7
3	VeraCosy	34.1	35.9	21.7	7.0	98.7	NA
4	Crocs	36.5	28.7	21.5	10.0	96.8	↑2
5	Vans	37.6	26.6	22.5	10.0	96.6	↑7
6	Skechers	33.6	23.7	22.3	17.0	96.6	↑1
7	Rockdove	33.5	31.5	21.3	10.0	96.3	↓5
8	Sportvibe	36.0	32.7	19.9	0.0	88.6	NA
9	Adidas	29.7	20.5	21.7	14.0	85.9	↑6
10	Under Armour	29.9	24.2	20.7	10.0	84.8	↓6
11	Dunlop	28.0	23.2	21.3	10.0	82.6	↑3
12	Merrell	33.1	22.2	20.5	4.0	79.8	NA
13	Blackrock	26.1	25.3	19.7	0.0	71.2	↓2
14	Nike	29.3	11.9	21.6	0.0	62.9	NA
15	Shoe Zone	24.8	14.2	20.5	0.0	59.5	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 UK 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	Skechers	37.1	29.2	22.5	17.0	105.7	↑4
2	Crocs	34.9	31.9	21.6	15.5	103.9	↑5
3	Vans	36.5	30.0	22.1	14.0	102.6	NA
4	Havaianas	37.3	32.1	22.0	10.0	101.5	NA
5	Puma	36.0	24.9	21.3	15.5	97.7	↑1
6	Lakeland Active	33.1	33.7	20.1	9.0	95.9	↓5
7	Sportvibe	36.4	33.5	20.1	4.0	93.9	NA
8	Adidas	35.5	22.9	20.9	13.5	92.8	0
9	Misolin	34.0	30.0	21.8	4.0	89.8	NA
10	Dunlop	24.3	23.6	21.6	15.5	85.0	↑2
11	Amazon Essentials	30.9	30.5	20.7	2.0	84.2	NA
12	Nike	32.8	14.1	21.4	4.0	72.3	↑3
13	Joules	16.5	20.9	19.7	14.0	71.1	↑1
14	UGG	25.6	16.5	21.9	0.0	64.0	↓1
15	Get Fit	17.3	22.3	20.4	0.0	60.1	↓4

* 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 UK 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	Titecougo	40.0	35.0	20.9	4.0	99.9	NA
2	Roulens	30.5	33.5	21.4	14.0	99.4	↑5
3	Kalidi	33.6	32.3	20.8	12.0	98.6	NA
4	Miss Lulu	34.4	33.7	21.7	4.0	93.8	↑2
5	shepretty	34.7	31.3	21.3	4.0	91.3	↑8
6	Dkiil Noiyyb	33.3	33.6	20.0	4.0	90.9	↓3
7	Nubily	32.0	31.5	21.3	4.0	88.9	↓2
8	Catwalk Collection Handbags	29.9	35.5	20.9	0.0	86.2	↓4
9	Lubardy	32.6	28.0	21.4	4.0	86.0	↑5
10	Woodland Leathers	30.9	28.0	21.3	4.0	84.2	NA
11	Kipling	31.2	27.5	22.9	0.0	81.6	↓2
12	simptech	34.7	20.4	20.3	4.0	79.5	NA
13	ROKA London	30.7	23.9	19.6	4.0	78.1	NA
14	Jakago	29.1	23.3	21.2	4.0	77.6	NA
15	Funtlend	32.0	21.0	22.2	0.0	75.2	↓5

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

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

BRAND RANKINGS

MAKEUP

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	e.l.f.	37.3	34.2	20.7	15.5	107.7	0
2	Urban Decay	35.2	32.1	21.2	14.5	102.9	↑2
3	Maybelline	34.9	34.4	20.9	11.5	101.7	↓1
4	Wonderskin	40.0	34.0	18.9	8.5	101.4	NA
5	L'Oreal Paris	34.4	35.6	20.7	10.0	100.7	0
6	UKLash	36.0	29.0	19.7	14.5	99.2	NA
7	Rimmel (Rimmel London)	39.5	31.3	21.3	7.0	99.1	↓4
8	NYX Professional Makeup	33.9	36.0	20.8	7.0	97.7	↓2
9	Revolution Beauty London	36.0	32.8	20.4	6.5	95.7	0
10	Laura Geller Beauty	32.3	33.7	20.2	8.5	94.7	NA
11	Max Factor	33.1	31.1	21.2	3.5	88.9	↓3
12	Erborian	34.1	30.9	20.2	2.0	87.3	NA
13	Barry M	36.5	24.8	20.6	0.0	81.9	0
14	Eylure	36.8	21.3	21.3	2.0	81.4	↓2
15	Estee Lauder	30.1	13.7	22.0	5.0	70.9	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 UK 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	Nivea	39.5	36.1	22.3	17.0	114.9	↑1
2	Aveeno	37.6	31.7	22.5	20.0	111.8	↑9
3	Elemis	37.9	31.8	22.5	17.0	109.1	↑9
4	Cetaphil	37.3	36.6	21.9	12.0	107.8	NA
5	CeraVe	36.0	31.6	22.2	17.5	107.3	↓1
6	Garnier	38.9	34.1	21.7	12.0	106.8	0
7	Neutrogena	37.1	30.7	21.7	17.0	106.5	↑2
8	L'Oreal Paris	39.5	31.3	21.3	12.5	104.6	↑6
9	O'Keeffe's	33.6	32.7	22.3	15.5	104.1	↑1
10	Paula's Choice	33.9	32.9	21.3	15.5	103.6	NA
11	The INKEY List	36.8	29.7	21.0	15.5	103.0	↓6
12	COSRX	32.0	33.3	21.5	15.0	101.8	↓4
13	Olay	35.7	32.9	21.7	9.0	99.4	NA
14	Bio-Oil	32.8	27.3	20.3	16.0	96.4	NA
15	E45	37.3	29.9	21.7	5.5	94.5	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 UK 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	Remington	38.4	29.7	22.0	18.5	108.6	NA
2	L'Oreal Paris	38.9	31.4	21.8	16.0	108.0	↑3
3	Bed Head by TIGI	38.4	30.7	21.7	15.5	106.3	↓2
4	Color Wow	37.3	30.9	20.4	15.5	104.2	↑6
5	ghd	36.8	27.3	22.6	17.0	103.7	NA
6	Clairol	38.9	28.9	20.7	14.0	102.6	0
7	Watermans	36.0	29.1	19.2	14.0	98.3	NA
8	Garnier	38.4	30.9	21.8	7.0	98.1	↓4
9	Revlon	32.0	30.2	21.3	13.0	96.4	↓6
10	Sons	32.0	33.4	18.7	12.0	96.1	NA
11	Olaplex	37.6	31.1	22.1	3.5	94.3	↑4
12	Just For Men	27.5	29.5	20.2	12.0	89.1	↓1
13	Schwarzkopf	29.9	23.4	22.7	9.0	85.0	0
14	LIVE	26.9	29.9	20.6	2.0	79.4	0
15	Regaine	28.0	21.8	18.4	11.0	79.3	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 UK 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	Baylis & Harding	37.1	34.4	22.5	12.0	105.9	↑6
2	Oral-B	37.6	33.1	22.3	11.0	104.1	↑1
3	Faith In Nature	37.5	33.3	22.2	10.0	103.0	↓2
4	Colgate	35.0	29.1	22.3	15.5	101.9	0
5	Mylee	34.9	31.7	21.5	10.0	98.1	0
6	Corsodyl	35.9	30.4	22.3	6.5	95.0	↑8
7	Coslus	35.0	31.5	21.1	7.0	94.6	NA
8	Retainer Fresh	32.0	29.0	21.7	10.0	92.7	NA
9	Philips	38.9	29.5	21.3	0.0	89.7	↑3
10	Gillette	33.9	33.3	22.3	0.0	89.6	↓4
11	Listerine	36.0	25.9	22.5	5.0	89.5	↓1
12	Tepe	32.0	26.5	22.2	8.0	88.7	↑1
13	Suri	36.0	32.0	20.2	0.0	88.2	NA
14	Hangsun	34.7	31.3	19.1	2.0	87.1	NA
15	Dr.Dent	33.7	32.5	19.2	0.0	85.3	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 UK Category & Brand Scorecards

BRAND RANKINGS

VITAMINS, MINERALS, & 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	Seven Seas	36.3	32.5	21.9	15.0	105.7	↑7
2	Solgar	38.9	30.4	22.4	13.0	104.7	↑3
3	OptiBac	33.6	35.1	22.7	8.0	99.3	NA
4	WeightWorld	37.3	27.9	21.7	12.0	99.0	↑6
5	Zipvit	36.8	31.2	21.8	9.0	98.8	↑1
6	Novomins	33.6	29.6	21.3	14.0	98.5	NA
7	Free Soul	37.3	26.3	20.6	14.0	98.2	NA
8	Warrior	32.8	31.5	19.8	12.0	96.1	↑3
9	Nutrition Geeks	38.8	19.1	21.7	15.0	94.6	0
10	Optimum Nutrition	34.1	33.2	21.9	4.0	93.3	NA
11	Nutravita	34.7	29.2	21.9	7.0	92.7	↓10
12	Vitabiotics Ultra	36.0	20.5	22.3	12.0	90.7	↑2
13	New Leaf Products	37.9	26.0	21.3	4.0	89.2	↓11
14	Natures Aid	37.1	29.1	21.9	0.0	88.0	↓11
15	Wellgard	33.9	26.1	21.9	4.0	85.9	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 UK Category & Brand Scorecards

BRAND RANKINGS

BABY CARE & NAPPIES

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	Pampers	38.9	33.7	23.3	20.0	115.9	↑2
2	Tommee Tippee	38.9	31.1	22.9	17.0	109.9	↑2
3	Bambo Nature	37.9	31.2	20.1	20.0	109.2	↑2
4	Childs Farm	38.1	33.5	22.5	14.0	108.1	↓2
5	Dikaslon	32.0	36.0	22.7	16.0	106.7	NA
6	Aveeno Baby	34.4	27.2	23.1	20.0	104.7	↑2
7	Frida Baby	35.7	32.5	21.0	10.0	99.3	NA
8	Huggies	32.0	25.3	23.1	16.0	96.5	↑7
9	WaterWipes	21.0	33.0	21.5	20.0	95.5	↑1
10	Splash About	32.7	28.8	19.7	14.0	95.2	↑2
11	Johnson's Baby	37.1	27.7	23.1	4.0	91.9	↓2
12	Eco by Naty	30.4	30.4	20.6	10.0	91.4	NA
13	Mama Bear	35.6	34.0	20.9	0.0	90.5	0
14	Angelcare	20.8	30.5	21.3	17.0	89.6	NA
15	Bepanthen	13.2	20.2	22.1	20.0	75.5	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 UK Category & Brand Scorecards

BRAND RANKINGS

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	Nescafé	35.7	30.3	22.9	12.5	101.4	↑4
2	Lavazza	35.2	30.8	22.5	12.0	100.5	↑7
3	Robinsons	38.9	25.5	22.9	12.0	99.4	↑3
4	Nescafé Dolce Gusto	37.6	34.5	22.9	4.0	99.0	↑3
5	Nespresso	37.9	24.4	22.4	14.0	98.7	NA
6	Pepsi	33.1	30.5	22.7	12.0	98.3	↑5
7	Twinings	39.5	28.2	22.4	7.0	97.1	↓6
8	Tassimo	31.5	26.8	23.0	13.5	94.8	↓4
9	Science in Sport	31.2	32.4	19.2	10.0	92.8	NA
10	by Amazon	38.4	28.0	20.6	2.0	89.0	NA
11	Yorkshire Tea	30.0	28.6	23.6	0.0	82.2	NA
12	Monin	34.9	22.9	22.1	0.0	79.9	↓4
13	IRN-BRU	9.2	25.7	22.1	14.0	71.0	0
14	Barr	21.3	14.5	17.9	14.0	67.7	↑1
15	Coca-Cola	19.5	20.4	22.6	2.0	64.4	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 UK 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	Bacardi	32.3	32.8	23.0	14.0	102.1	NA
2	Jameson	26.1	30.1	22.6	14.0	92.9	↑1
3	Jack Daniel's	31.2	28.2	23.7	4.0	87.1	↓2
4	Tanqueray	28.8	28.9	21.2	8.0	86.9	0
5	Tamnavulin	25.3	27.8	20.9	12.0	86.1	NA
6	Johnnie Walker	24.5	27.2	22.9	7.0	81.7	↓4
7	Gordon's	28.3	24.4	22.9	2.0	77.6	↑3
8	by Amazon	30.5	24.5	20.5	0.0	75.5	NA
9	Moët & Chandon	25.1	22.6	21.5	4.0	73.1	NA
10	Baileys	19.7	27.7	23.2	2.0	72.7	↑2
11	The Famous Grouse	29.7	21.2	20.2	0.0	71.1	NA
12	Captain Morgan	18.5	22.2	20.8	4.0	65.4	↓4
13	Coppa Cocktails	24.8	20.4	16.0	4.0	65.2	0
14	Smirnoff	17.6	23.9	20.9	0.0	62.3	↑1
15	Kraken	20.4	17.8	20.5	0.0	58.7	↓4

* 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 UK 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	Walkers	37.3	26.8	22.5	11.5	98.2	↑3
2	Monty Bojangles	27.5	32.8	21.2	10.0	91.5	NA
3	Extra	29.6	29.6	20.5	9.0	88.7	↑3
4	Mars	31.2	24.4	20.1	11.5	87.2	NA
5	Warrior	29.9	27.3	17.7	12.0	86.9	NA
6	Cadbury	24.8	30.1	23.0	8.5	86.4	↓1
7	Nakd	25.6	27.6	18.7	11.5	83.4	↓4
8	Nature Valley	29.1	26.7	21.4	3.5	80.6	↓6
9	Galaxy	27.2	27.5	22.5	2.0	79.1	↑1
10	Lindt	26.9	27.3	22.6	2.0	78.9	↓3
11	Hotel Chocolat	25.1	28.7	21.8	0.0	75.6	↓3
12	PUR	21.9	21.7	19.0	11.0	73.6	NA
13	Nestlé	19.7	23.3	22.3	5.0	70.4	↓2
14	Ferrero	24.0	21.9	22.7	0.0	68.5	↓2
15	McCoys	22.5	16.3	21.2	0.0	59.9	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 UK 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	Renshaw	31.2	30.4	21.9	14.0	97.5	↑2
2	Wholefood Earth	35.7	31.4	22.5	5.5	95.1	↓1
3	Sugarflair Colours	33.9	26.8	21.8	8.0	90.5	↑7
4	Pot Noodle	34.5	27.7	19.8	8.5	90.5	↑8
5	Aksoy	34.4	29.7	22.3	4.0	90.4	NA
6	Heinz	39.5	22.4	23.0	4.0	88.8	↑5
7	Special Ingredients	32.3	29.1	21.9	4.0	87.3	↓3
8	Pip & Nut	26.1	24.1	19.8	15.5	85.6	↓3
9	by Amazon	37.1	24.4	21.7	0.0	83.2	NA
10	Old India	39.5	15.3	22.5	0.0	77.2	↓1
11	Hexeal	21.9	24.7	20.2	4.0	70.8	↓4
12	Monin	27.5	19.4	19.3	4.0	70.1	↓4
13	GalaxeJuice	27.2	19.5	14.6	0.0	61.3	↑1
14	Indomie	20.0	16.3	21.0	4.0	61.3	↓1
15	Nestlé	18.1	18.6	19.3	4.0	60.0	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 UK Category & Brand Scorecards

BRAND RANKINGS

HOUSEHOLD SUPPLIES

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	Dettol	33.6	29.9	22.9	17.0	103.4	↑3
2	HG	36.3	36.5	21.1	8.0	101.9	↑1
3	Fairy	31.1	33.6	23.1	14.0	101.8	NA
4	Andrex	37.9	30.9	22.5	10.0	101.3	↑5
5	Method	38.9	34.1	22.4	0.0	95.5	↓4
6	Persil	34.4	30.9	22.9	7.0	95.2	↑6
7	Dr. Beckmann	37.3	25.5	21.7	10.0	94.5	↓1
8	Flash	33.3	24.8	22.9	13.0	94.0	NA
9	Finish	37.6	30.0	22.7	0.0	90.3	↓1
10	The Cheeky Panda	31.5	28.8	20.0	8.0	88.3	NA
11	Comfort	32.5	32.5	22.9	0.0	88.0	↓1
12	by Amazon	38.4	27.2	21.2	0.0	86.8	NA
13	Airwick	33.3	30.0	22.2	0.0	85.5	↓8
14	Calgon	29.3	28.8	22.4	4.0	84.5	NA
15	Lenor	30.9	24.4	23.0	4.0	82.3	↓1

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

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 UK 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	Salter	36.0	35.1	21.5	17.0	109.5	↑10
2	Ninja	36.5	34.7	22.7	15.0	108.9	↓1
3	Bosch	34.1	34.7	20.9	17.0	106.7	↑11
4	Russell Hobbs	37.1	31.6	21.4	12.0	102.1	↑2
5	Tefal	33.3	29.9	21.8	17.0	102.0	↑7
6	Nespresso	31.7	33.5	21.4	14.0	100.6	NA
7	NutriBullet	35.5	28.7	20.9	14.0	99.1	NA
8	Morphy Richards	30.9	29.9	20.9	17.0	98.7	↑1
9	Breville	33.9	37.1	20.9	6.5	98.4	↓5
10	ByKitchen	40.0	31.9	21.1	5.0	98.0	↓5
11	Tower	36.3	35.3	21.3	2.0	94.9	↓8
12	Cosori	33.6	32.4	22.5	4.0	92.5	↓10
13	Tassimo	20.7	25.6	20.6	17.0	83.9	NA
14	sodastream	21.9	26.5	21.5	14.0	83.9	NA
15	Toshiba	25.6	25.8	17.6	12.0	81.0	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 UK 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	Bissell	31.2	33.6	21.3	13.5	99.6	↑1
2	Shark	32.8	35.7	21.9	7.0	97.4	↓1
3	Vax	34.9	31.7	21.7	6.0	94.3	↑1
4	roborock	30.4	30.7	20.0	13.0	94.0	NA
5	eufy	32.8	32.1	19.1	10.0	94.0	NA
6	Amazon Basics	34.9	29.1	20.7	8.0	92.7	↑1
7	Hoover	34.4	30.0	20.8	6.5	91.7	↓2
8	Smoture	36.0	32.0	23.2	0.0	91.2	NA
9	Henry	28.3	26.1	22.7	7.0	84.1	↑2
10	Kärcher	26.7	28.2	20.6	5.0	80.4	↓4
11	Russell Hobbs	30.9	25.1	20.1	2.0	78.1	↓8
12	Vytronix	31.0	26.8	19.8	0.0	77.6	NA
13	Akitas	31.7	26.0	19.1	0.0	76.9	↓3
14	Gtech	23.7	25.1	19.5	0.0	68.4	NA
15	Miele	21.6	16.5	20.9	0.0	58.9	↓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 UK 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	HP	38.9	34.5	22.3	17.0	112.7	↑9
2	UGreen	37.9	34.5	22.3	18.0	112.7	0
3	Anker	38.7	35.7	22.5	12.0	108.9	↓2
4	Arzopa	39.0	36.3	21.5	12.0	108.8	NA
5	Logitech	37.9	28.7	21.9	18.0	106.4	↑1
6	Amazon Basics	37.3	35.2	21.8	8.0	102.3	NA
7	Bontec	35.2	33.1	21.8	12.0	102.1	NA
8	Apple	37.9	27.7	22.5	12.0	100.1	↓4
9	TP-Link	39.2	34.7	21.1	4.0	99.0	0
10	SanDisk	29.9	29.6	22.5	15.0	97.0	↓7
11	Corsair	37.9	35.9	23.1	0.0	96.8	↓4
12	Iniu	36.0	33.1	22.5	4.0	95.6	↓7
13	Gigabyte	36.3	28.3	21.4	4.0	89.9	NA
14	Ofuca	38.0	14.3	21.6	12.0	85.8	↓1
15	AMD	31.5	22.0	23.2	0.0	76.7	NA

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

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

BRAND RANKINGS

TELEVISION

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	Hisense	35.7	34.9	21.2	16.0	107.8	0
2	TCL	33.1	33.7	20.6	16.0	103.4	↑2
3	CHiQ	37.3	32.7	21.0	12.0	103.0	NA
4	LG	27.7	25.3	21.2	18.0	92.2	↑2
5	Samsung	31.5	28.0	20.8	11.0	91.3	↓2
6	Sony	32.5	29.9	20.8	7.0	90.2	↓1
7	Cello	31.5	32.5	20.0	5.5	89.5	↓5
8	Toshiba	34.4	29.7	20.7	4.0	88.8	↑2
9	Antteq	33.1	31.4	20.2	4.0	88.7	NA
10	Panasonic	32.5	30.7	19.0	5.5	87.7	↓3
11	Amazon Fire TV	32.0	28.7	19.0	7.0	86.7	NA
12	Philips	32.3	28.9	19.9	4.0	85.1	↓3
13	RCA	32.0	26.0	20.9	3.0	81.9	0
14	Sharp	20.8	30.3	18.5	4.0	73.6	↓2
15	Finlux	31.0	21.3	20.9	0.0	73.2	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 UK 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	Under Armour	38.9	33.7	21.8	17.0	111.4	NA
2	Niofind	40.0	33.5	21.2	4.0	98.6	NA
3	adidas	36.3	26.9	22.0	13.0	98.2	NA
4	Lion Sportswear	26.1	36.0	20.9	13.0	96.0	NA
5	Mountain Warehouse	36.5	25.7	20.7	13.0	95.9	NA
6	Gaiatiger	34.4	33.0	19.2	7.0	93.6	NA
7	Lemef	34.7	35.0	19.7	4.0	93.4	NA
8	Amazon Essentials	37.9	34.1	21.1	0.0	93.1	NA
9	Rymora	30.7	28.1	21.7	12.0	92.5	NA
10	CRZ Yoga	36.3	33.6	21.7	0.0	91.6	NA
11	coskefy	34.3	30.3	21.7	4.0	90.3	NA
12	Boyzn	32.0	27.1	20.4	4.0	83.5	NA
13	Paeceioni	40.0	21.0	21.1	0.0	82.1	NA
14	Dreshow	33.3	21.0	19.7	4.0	78.0	NA
15	Nike	33.3	15.9	22.0	4.0	75.3	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 UK 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	Aptro	35.6	37.8	22.0	12.0	107.3	0
2	Arcweg	32.8	34.9	20.5	15.0	103.3	0
3	Cupshe	32.0	36.3	20.5	10.0	98.8	NA
4	Win.Max	33.3	34.3	19.9	5.5	93.1	↑8
5	Lafroi	31.5	37.3	22.2	2.0	93.0	NA
6	Hanna Nikole	32.0	34.3	20.9	3.5	90.6	NA
7	CharmLeaks	31.7	34.7	20.6	3.5	90.5	↓2
8	Aidotop	32.0	36.4	20.6	0.0	89.0	↓4
9	Sixyotie	32.9	33.1	20.7	2.0	88.7	↓3
10	Aleumdr	32.0	35.8	20.2	0.0	87.9	0
11	Runmeihe	33.1	31.7	18.4	4.0	87.2	NA
12	Speedo	33.9	26.8	21.0	3.5	85.1	↓5
13	RIPT Performance	37.3	26.0	18.8	0.0	82.2	↑1
14	BOYSSPAA	33.3	23.4	13.9	2.0	72.6	NA
15	O'Neill	28.0	17.2	16.3	2.0	63.5	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 UK 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	Cryptic Killers	37.5	31.5	23.1	15.0	107.1	0
2	Big Potato	34.4	32.8	22.1	13.0	102.4	↑4
3	Mattel Games	35.2	32.7	22.8	9.0	99.7	↑1
4	Hasbro Gaming	34.9	22.3	22.5	17.0	96.7	↑4
5	Lucky Egg	32.0	28.6	21.9	12.0	94.5	NA
6	Orchard Toys	39.2	30.0	22.9	2.0	94.1	↑1
7	Asmodee	34.9	27.4	22.5	9.0	93.8	↑6
8	Pokemon	29.3	28.7	21.9	12.0	91.9	↑2
9	Exploding Kittens	33.9	27.8	22.5	7.0	91.1	NA
10	Monopoly	31.5	23.6	22.5	13.0	90.6	NA
11	Catan	26.1	26.9	22.5	12.0	87.5	NA
12	100 PICS	24.9	30.2	19.2	9.0	83.3	↓3
13	Ideal	32.8	27.9	22.4	0.0	83.1	↓2
14	Magic The Gathering	34.9	21.8	22.0	4.0	82.7	NA
15	Tomy Games (Takara Tomy)	33.3	25.6	20.7	2.0	81.7	↓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 UK 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	Barbie	36.3	32.8	23.1	17.0	109.1	↑1
2	Gofunly	36.0	32.5	21.6	14.0	104.1	NA
3	Lego	35.7	28.7	23.7	16.0	104.1	↓2
4	Paw Patrol	37.1	29.3	23.0	14.0	103.4	↑6
5	tonies	32.8	32.9	23.5	14.0	103.3	NA
6	Bandai	34.9	26.0	21.4	20.0	102.3	↑3
7	Zappi Co	34.7	27.3	20.9	13.0	95.9	↑7
8	Hangrui	36.8	31.6	22.4	4.0	94.8	NA
9	Squishmallows	36.0	30.4	23.2	4.0	93.6	↑3
10	Pop Mart	30.4	30.9	20.1	12.0	93.4	NA
11	Zimpli Kids	35.2	30.9	21.3	4.0	91.4	↑2
12	L.O.L. Surprise!	33.1	31.9	22.4	4.0	91.3	↓4
13	Munchkin	31.4	33.4	22.4	4.0	91.3	↓7
14	Gabby's Dollhouse	33.1	29.7	22.3	4.0	89.1	NA
15	Disney	33.1	19.3	23.1	3.0	78.5	↓10

* 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 UK Category & Brand Scorecards

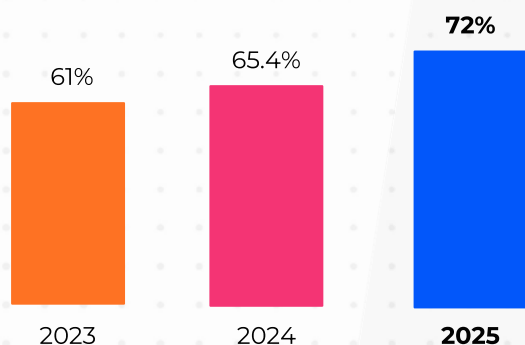
YEARLY & REGIONAL PERFORMANCE INSIGHTS

YEAR-OVER-YEAR INSIGHTS

Since the launch of the MDEX in 2023, UK brands have shown consistent improvement in their scores. To ensure a fair comparison, results from prior years were standardised to account for the introduction of new metrics and updated weightings in 2025.

Overall, UK brand performance has steadily increased. **Average scores rose from 61% in 2023 to 65.4% in 2024, and now to 72% in 2025.** This marks a 10.1% year-over-year increase and a total relative gain of 18% since the MDEX's inception in 2023.

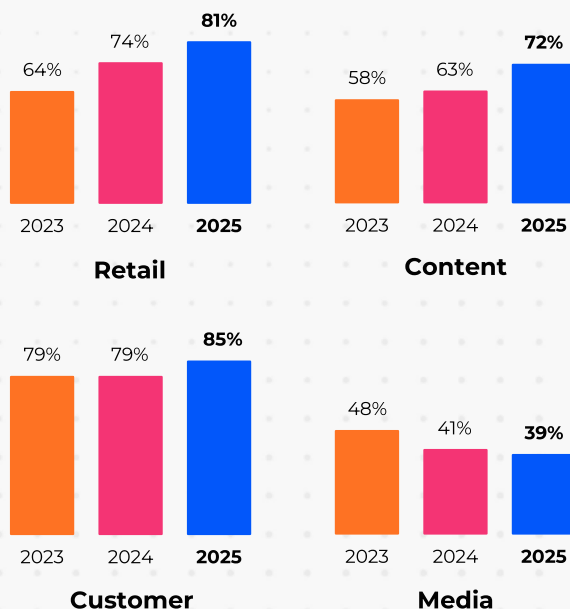
Average MDEX Scores (in %)



Additionally, 77% of brands evaluated in 2024 improved their scores in 2025 by an average of 13%. This reflects how brands are making deeper investments in optimisation. For those not prioritizing these efforts, staying competitive will be increasingly difficult.

Performance improved across nearly every pillar of the MDEX framework, with **content and retail showing the most significant year-over-year gains.**

Avg. Scores in Key Metrics (in %)



In content, the biggest change we saw was that **more brands are investing in the image stack and A+ content**. The most noticeable shifts included wider adoption of lifestyle imagery and infographics, which help drive purchase decisions. While not always fully utilised, A+ modules such as brand story carousels, comparison tables, and cross-promotion are now more commonly integrated into PDPs. Brand store integration also reached new heights, rising from just 76% in 2024 to 89% this year. This shift further underscores that storefronts have become a critical expectation for all brands in 2025.

Retail execution again continues to improve, a trend we've seen since we started tracking in 2023, especially in brand stock management. Last year, the market's average out-of-stock (OOS) rate stood at 11%, but this year, it has dropped to 4%. This improvement reflects more accurate forecasting and better fulfillment of customer demand. In response to evolving shopper expectations, an increasing number of brands are also making their products Prime eligible, which is a notable shift compared to previous years.

In contrast, the **average media score for UK brands continued to decline year-over-year**. 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. The dip highlights how essential it is for brands to refine media strategies, balance investment across branded and category terms, and adapt quickly to competitive pressures.

At the category level, most categories did see improved scores. The most significant gains were seen in "Men's Clothing", "Women's Footwear", "Household Supplies", and "Television." Among these, **"Television" brands recorded the sharpest increase at 23%.** However, the category remains one of the lowest-performing overall, indicating that while progress is being made, it continues to lag behind other segments. The **"Skin Care" segment, which was the top-scoring category in last year's evaluation, further improved its score and retained its position at the top.** Overall, brands within the

broader “Beauty” category continue to achieve the highest average scores

HIGHER SCORES, STRONGER GROWTH

The correlation between MDEX scores and Amazon market share remains clear.

Nearly one-third (33%) of brands that improved their MDEX scores this year also gained share in their respective categories, while **30% of brands with declining scores experienced a loss in market share**. These results suggest that sustained investment in optimisation plays a key role in driving market performance on Amazon.

CROSS REGIONAL INSIGHTS

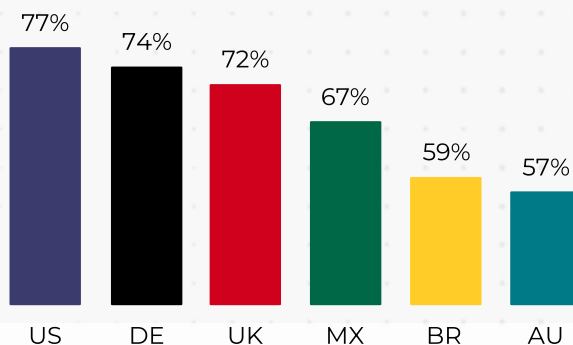
When comparing performance trends across markets, the overall story is one of consistency. Brands tend to demonstrate similar strengths and weaknesses across regions, though maturity levels vary.

More established markets, such as the US, UK, and Germany, show higher levels of optimisation, 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**

optimised. 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 optimisation 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 optimisation, 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 underutilised, 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 categorised 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 localised 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 optimisation 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 personalised 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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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 optimisation tool for large brands and agencies. Unlock market insights to optimise 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 UK 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 UK 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

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

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 UK 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 Keypads, 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

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