

THE MARKETPLACE INDEX™

The definitive benchmark for brands
that win on Amazon

2025 US 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 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 US MARKET 2025 OVERVIEW

The US remains Amazon's largest and most competitive market. With millions of brands competing across a wide range of categories, it remains the ultimate proving ground for success.

In the 2025 US edition of the MDEX, we analyzed **more than 400 brands across 24 of the most competitive categories** in the market. This year's report highlights:

- 1. Category Leadership** – Which brands are leading their categories and how they sustain their advantage
- 2. Competitive Insights** – How your brand compares to direct competitors
- 3. Brand Mastery** – Strategies top-performing brands use to win on Amazon
- 4. Performance Blueprint** – Benchmarks to measure, evaluate, and guide strategic improvements
- 5. Year-Over-Year Progression** – How brand performance has evolved over the past 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 US market, we identified the top 24 categories** by evaluating a combination of factors, including total sales volume and brand saturation. This methodology ensures that our insights reflect the segments where optimization can have the most significant impact.

Some broader categories, such as “Beauty and Personal Care”, were further segmented into more specific subcategories (e.g., Makeup, Skin Care, Hair Care, Personal 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 US 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 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 US market this year was 96.5 out of 125**, which translates to a **performance rate of 77%**. While this is an improvement from last year's 71.6%, it also highlights that the majority of brands still fall short of maximizing their potential.

Only 43% 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 e.l.f., CeraVe, Lego, Hanes, Tide, Pampers, and Starbucks.

Perhaps the most telling insight is the clear tipping point in scores. **Brands that fall below the 65% threshold typically rank among the lowest in market share** across the 15 brands in each category, while **those above 90% almost always land in the top five**.

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

CATEGORY INSIGHTS

Brands in the categories under **"Beauty and Personal Care"** and **"Toys and Games"** generally scored the highest, achieving an average score of 101.9 out of 125 (82%), compared to the overall market average of 96.5. This suggests that these categories are setting the standard for what strong Amazon execution looks like.

In contrast, those under **"Grocery and Gourmet Food"** and **"Electronics"** lagged behind, with brands averaging a score of 90 (70%), 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 "Baby Care and Diapering", "Pantry Staples",**

"Television", and "Household Supplies" 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 "Personal Care", "Skin Care", and "Kitchen and Dining" exhibited minimal variance.** This trend reflects a higher level of category maturity, where most leading brands have reached a common baseline of Amazon optimization. As a result, it may be more difficult for emerging brands to disrupt these spaces due to the high level of standardization and competitive parity among top players.

CATEGORY RANKINGS

RANK	CATEGORY	RETAIL SCORE <small>(Total = 40)</small>	CONTENT SCORE <small>(Total = 40)</small>	CUSTOMER SCORE <small>(Total = 25)</small>	MEDIA SCORE <small>(Total = 20)</small>	MDEX SCORE <small>(Total = 125)</small>
1	Personal Care	36.0	33.8	22.3	17.3	109.4
2	Toys, Stuffed Animals, & Playsets	35.4	33.2	23.1	12.4	104.1
3	Skin Care	36.2	33.8	22.4	11.8	104.1
4	Vitamins, Minerals, & Supplements	34.2	33.1	21.5	13.3	102.1
5	Makeup	34.4	33.8	20.8	12.5	101.5
6	Children's Clothing	36.0	29.6	22.9	12.3	100.7
7	Sports, Fitness, & Outdoor Apparel	35.6	33.0	21.0	10.1	99.6
8	Household Supplies	34.1	31.7	23.0	9.8	98.6
9	Hair Care	33.3	31.0	21.6	12.4	98.3
10	Men's Clothing	36.1	31.2	21.7	8.9	97.9
11	Computers, Monitors, & Peripherals	35.2	31.4	21.4	9.7	97.7
12	Recreational Swimwear	34.8	33.8	20.9	8.1	97.5

** For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 US 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>
13	Kitchen & Dining	36.1	32.0	22.2	7.0	97.3
14	Women's Clothing	35.0	31.9	20.7	9.0	96.6
15	Beverages	32.5	30.6	22.3	11.1	96.6
16	Games, Puzzles, & Accessories	34.2	30.5	22.5	6.8	94.0
17	Baby Care & Diapering	32.1	31.0	22.3	8.5	93.8
18	Women's Footwear	33.6	30.3	20.9	8.9	93.7
19	Shoulder Bags & Backpacks	33.2	29.8	21.7	8.8	93.5
20	Men's Footwear	32.3	29.6	20.8	9.5	92.2
21	Snacks, Sweets, & Breakfast Cereal	30.0	31.4	22.0	7.4	90.8
22	Vacuums & Floor Care	32.6	27.3	21.3	8.3	89.6
23	Television	25.6	28.9	20.4	9.4	84.3
24	Pantry Staples	30.1	26.7	21.7	4.6	83.1

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

METRIC-SPECIFIC INSIGHTS

A. RETAIL INSIGHTS

Retail execution remains one of the strongest areas for US brands, with an **average score of 33.7 out of 40**. Brands in this market continued to demonstrate effective inventory management, recording a 90-day out-of-stock (OOS) rate of just 6%. 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 10.6 out of 12 and 89% 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 over half of ASINs (53%) 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. The year-over-year improvement in badge presence shows progress, but the gap remains a clear missed opportunity.

Key Takeaway: Brands are executing the basics well. Products are in stock, Prime-eligible, and operationally sound, but the lack of badges continues to limit differentiation at the point of consideration.

B. CONTENT INSIGHTS

Content was also one of the stronger performance pillars, with **brands averaging a score of 31.2 out of 40**. Product titles, often the first interaction a shopper has with a listing, scored well at 9.6 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.

Visual content continues to improve, with 91% 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 maximize engagement and conversion.

A+ Content adoption is moderately strong, with brands scoring 6.9 out of 10

in these metrics, and 88% of PDPs featuring A+ content. Nonetheless, the depth of execution remains limited. Only 30% of PDPs include all enhanced modules, such as brand story carousels, comparison tables, or cross-promotion. In fact, just 4% of brands consistently use all of these features across every listing we evaluated, with comparison tables being the most underutilized. This inconsistency shows that many brands reserve enhanced A+ features for flagship products and leave large portions of their portfolio under-optimized.

Brand store integration is a bright spot, with 98% of ASINs now linking back to stores. 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 21.7 out of 25.**

Median product ratings stand at 4.5 stars, and 76% of reviews are rated five stars.

This aligns with our expectations since the analysis does focus on top-selling ASINs, but it also demonstrates that most category leaders have built and maintained a solid foundation of trust with shoppers.

Review volumes are also robust, with 95% of ASINs surpassing the credibility threshold of at least 10 reviews. Many brands have listings with hundreds or even thousands of reviews, further reinforcing credibility in highly competitive spaces.

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

D. MEDIA INSIGHTS

Media is the clear underperformer in 2025. Brands in the market **averaged**

a score of 9.9 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 Brand and Sponsored Product campaigns remain underutilized at the category level. While 74% of brands activated Sponsored Brand ads for branded keywords, only 17% did so for category keywords. Similarly, 74% leveraged Sponsored Product ads for branded terms, but just 30% 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 underprioritized. By capitalizing

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

Curious to know how your brand scored in these metrics?

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

BRAND RANKINGS PAGE GUIDE

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

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	Fruit of the Loom	39.9	32.5	22.4	17.0	111.9	↑4
2	J.Ver	36.8	38.0	21.5	14.0	110.3	↑1
3	Levi's	37.8	28.8	21.9	17.0	105.6	↑3
4	Hanes	38.7	30.0	22.3	14.0	105.0	↓3
5	Carhartt	38.0	29.5	22.7	12.0	102.2	↑3
6	Dickies	35.8	31.2	22.4	11.5	100.9	↓2
7	Under Armour	35.5	28.4	22.9	14.0	100.9	0
8	True Classic	30.7	35.2	21.0	10.0	97.0	NA
9	Wrangler (Wrangler Authentics)	38.6	27.1	22.0	9.0	96.7	↓7
10	Amazon Essentials	40.0	33.5	21.7	0.0	95.2	↑1
11	Levi Strauss Signature Gold	34.6	31.3	21.9	7.0	94.9	NA
12	Gildan	36.6	32.1	22.0	4.0	94.8	↑2
13	Russell Athletic	32.9	31.3	21.5	4.0	89.8	0
14	Thermajohn	32.8	32.4	17.5	0.0	82.7	NA
15	Comfort Colors	32.9	26.8	21.9	0.0	81.7	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 US 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	G4Free	35.6	37.1	21.4	15.0	109.0	NA
2	Sunzel	36.7	34.5	21.4	12.0	104.6	↑2
3	Running Girl	36.1	34.0	20.9	12.0	103.0	↑3
4	ShaperX	32.9	34.8	20.0	14.0	101.7	↑3
5	The Gym People	34.6	34.8	21.3	10.0	100.7	↓2
6	ChicGal	36.8	30.0	20.9	12.0	99.6	↑2
7	Levi's	35.0	24.8	21.3	17.0	98.1	↑3
8	Voenxe	31.4	34.3	19.9	12.0	97.6	NA
9	Shapermint	33.0	32.7	19.5	10.0	95.2	NA
10	CRZ Yoga	36.1	34.4	22.4	0.0	92.9	NA
11	WallFlower	36.8	32.4	21.3	2.0	92.5	↑1
12	Amazon Essentials	38.6	32.0	21.4	0.0	92.0	↑1
13	Lee	34.6	27.3	20.9	9.0	91.8	NA
14	Nippies	32.3	29.4	17.4	10.0	89.1	↓13
15	Gloria Vanderbilt	34.7	25.2	20.9	0.0	80.8	0

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

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 US 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	Stelle	39.5	35.6	22.9	13.5	111.5	0
2	Simple Joys by Carter's	39.7	30.9	23.7	15.0	109.3	↑5
3	Burt's Bees Baby	37.2	34.0	23.7	12.0	106.9	↓1
4	maamgic	38.9	33.7	22.0	12.0	106.7	↑1
5	Fruit of the Loom	35.3	30.1	23.1	17.0	105.6	↑4
6	Vaenait Baby	30.8	35.9	22.7	15.5	104.9	NA
7	The Children's Place	39.5	25.4	23.0	15.5	103.3	↓1
8	Hanes	39.0	24.7	22.9	14.0	100.6	↑3
9	TCK	31.7	30.5	22.6	14.0	98.9	NA
10	Adidas	37.1	27.2	22.9	11.0	98.2	NA
11	Columbia	35.9	24.5	22.7	12.0	95.1	↑1
12	Wrangler (Wrangler Authentics)	32.9	25.6	23.3	13.0	94.8	NA
13	French Toast	37.7	30.3	22.6	4.0	94.6	↓3
14	Disney	37.3	31.5	23.3	2.0	94.1	↓1
15	Gildan	27.7	23.4	21.9	14.0	86.9	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 US 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	KuaiLu	34.1	33.6	20.9	12.5	101.2	NA
2	Athmile	36.3	31.2	20.9	12.0	100.4	↑7
3	Skechers	39.4	29.8	21.9	7.0	98.0	↑9
4	Adidas	34.5	26.9	22.0	13.0	96.5	↑1
5	Under Armour	34.1	25.7	22.4	14.0	96.2	↑5
6	RockDove	32.0	32.9	21.3	10.0	96.2	↓4
7	Hey Dude	29.5	28.4	23.1	14.5	95.6	↓6
8	Crocs	28.2	31.3	23.0	10.0	92.5	↓5
9	Brooks	31.7	33.9	22.6	3.5	91.7	NA
10	Asics	30.5	26.0	22.1	10.0	88.6	NA
11	New Balance	34.4	24.3	21.4	8.0	88.0	↑3
12	Zigzagger	30.8	29.1	16.9	10.0	86.8	NA
13	Rosyclo	32.4	27.7	17.5	8.0	85.6	↓6
14	Bronax	33.6	25.9	16.0	10.0	85.4	↓10
15	Vifuur	23.3	37.0	20.3	0.0	80.6	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 US 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	34.1	35.3	21.3	13.5	104.3	NA
2	KuaiLu	34.5	33.6	20.9	15.0	104.0	↓1
3	Cushionaire	34.6	33.7	21.0	13.0	102.4	0
4	Athmile	37.7	33.0	21.4	8.0	100.0	↑4
5	Hey Dude	32.1	28.5	23.1	15.0	98.6	↓3
6	Crocs	33.9	30.7	21.7	12.0	98.3	↓2
7	Skechers	37.0	29.2	21.9	7.0	95.1	↑5
8	Adidas	33.7	27.2	22.1	12.0	95.1	↓3
9	Funkymonkey	31.6	31.3	20.1	12.0	95.0	NA
10	Dearfoams	35.4	33.6	21.5	4.0	94.4	NA
11	Brooks	32.5	33.9	22.2	4.0	92.6	↓4
12	Amazon Essentials	37.3	32.4	20.9	2.0	92.6	↓1
13	Donpapa	32.0	34.0	22.5	4.0	92.5	NA
14	Asics	29.2	26.0	21.5	13.5	90.3	NA
15	Bronax	32.0	22.0	16.1	4.0	74.1	↓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 US 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	Bostanten	36.7	33.7	22.4	12.0	104.8	↑3
2	Waterfly	33.8	34.8	21.8	14.0	104.4	NA
3	Montana West	36.7	34.3	21.6	9.0	101.7	↑3
4	INICAT	31.5	33.7	22.1	12.0	99.3	↑1
5	Simple Modern	35.4	26.3	23.3	12.0	96.9	NA
6	TOPDesign	34.6	29.6	23.1	9.5	96.9	↓4
7	Travelon	33.8	30.3	22.0	10.5	96.5	NA
8	Roulens	33.8	28.6	21.7	12.0	96.1	NA
9	CYHTWSDJ	39.8	25.7	21.5	4.0	91.0	↑3
10	Volganik Rock	31.6	31.1	20.7	5.5	88.9	NA
11	Michael Kors	24.6	26.8	23.2	12.0	86.6	↑2
12	FashionPuzzle	33.9	25.5	22.0	4.0	85.5	↑2
13	Mintegra	27.5	29.1	17.6	11.0	85.1	NA
14	Hoxis	33.9	26.5	22.5	2.0	84.9	NA
15	Poiugoya	31.2	30.4	20.5	2.0	84.1	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 US 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.	38.9	36.5	21.4	20.0	116.8	0
2	L'Oréal Paris	34.8	35.1	21.5	16.5	107.9	0
3	Neutrogena	37.6	34.7	22.0	12.0	106.3	↑8
4	Wonderskin	37.7	34.1	19.4	15.0	106.2	NA
5	Maybelline New York	35.4	36.4	21.8	12.5	106.1	↓1
6	NYX Professional Makeup	37.0	34.0	21.5	13.5	106.0	↑4
7	essence cosmetics	37.1	36.1	20.9	10.0	104.1	↑2
8	Julep	33.6	35.1	20.3	14.0	103.0	↓3
9	Laura Geller New York	32.3	35.5	20.5	14.0	102.2	↑3
10	Bioderma	37.3	29.8	21.6	12.0	100.7	↓2
11	Grande Cosmetics	34.5	32.2	20.6	13.5	100.7	↑2
12	Sacheu	28.9	31.3	20.7	15.0	95.9	NA
13	DRMTLCY	31.1	34.0	17.0	10.0	92.0	NA
14	Garnier	29.5	29.3	22.7	7.0	88.5	0
15	Babe Original	30.9	33.1	19.8	2.0	85.7	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 US Category & Brand Scorecards

BRAND RANKINGS

SKIN 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	Cetaphil	37.5	38.0	22.6	12.0	110.1	0
2	Neutrogena	38.1	34.5	23.0	14.0	109.6	↑6
3	Laneige	38.4	34.9	22.4	13.0	108.7	↑8
4	La Roche-Posay	38.6	33.9	22.6	13.0	108.0	↓2
5	CeraVe	38.1	35.3	22.4	12.0	107.8	↑10
6	Dove	37.0	35.2	23.1	12.0	107.3	0
7	Mighty Patch	36.7	36.4	22.0	12.0	107.1	↑3
8	Mrs. Meyer's Clean Day	37.6	32.8	23.1	12.0	105.5	↑5
9	EltaMD	35.7	33.1	22.3	13.5	104.6	↓4
10	The Ordinary	38.9	35.1	22.1	5.0	101.0	NA
11	Medicube	33.0	32.5	22.2	12.0	99.8	NA
12	Clean Skin Club	34.1	31.4	22.0	12.0	99.5	NA
13	Vibriance	35.2	31.6	20.6	12.0	99.3	NA
14	COSRX	32.0	34.9	22.0	10.0	98.9	↓7
15	Vanicream	31.4	27.7	23.0	12.0	94.1	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 US 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	L'Oréal Paris	36.7	34.3	21.9	17.0	109.9	↑7
2	Clairol	39.9	36.3	21.6	12.0	109.8	0
3	Olaplex	37.9	32.1	22.6	14.0	106.6	↑8
4	Revlon	34.8	32.7	22.0	14.0	103.5	↑11
5	Goody	36.6	30.9	22.0	14.0	103.5	↑8
6	Kitsch	33.3	32.9	21.1	14.0	101.3	↓2
7	K18	33.1	32.5	21.8	13.5	100.9	NA
8	Viviscal	34.6	30.7	20.9	14.0	100.2	NA
9	Moroccanoil	34.8	27.0	22.2	14.0	98.1	↓2
10	Nutrafol	35.1	32.9	20.7	7.0	95.7	↓9
11	Samnyte	34.8	26.5	21.4	9.0	91.7	↑2
12	Color Wow	35.8	31.2	21.0	2.0	90.1	NA
13	Mielle Organics	22.3	33.2	21.9	12.0	89.4	↓10
14	Nizoral	22.7	26.9	22.5	17.0	89.1	0
15	Rogaine	26.7	24.7	20.5	13.0	84.9	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 US 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	Degree	39.6	37.6	22.9	17.0	117.1	NA
2	TheraBreath	36.7	37.6	22.9	17.0	114.2	↑7
3	Philips Norelco	38.2	36.3	21.7	17.0	113.2	↓2
4	Dove	34.8	35.9	23.3	18.5	112.5	0
5	Philips Sonicare	35.8	36.1	23.1	17.0	112.0	↓3
6	Gillette	39.2	31.5	22.9	17.0	110.5	0
7	Listerine	38.9	30.5	23.1	17.0	109.5	↓2
8	GuruNanda	35.4	33.9	22.5	17.0	108.8	NA
9	Oral-B	34.9	33.7	22.6	17.0	108.2	↑6
10	Waterpik	34.2	34.7	22.1	17.0	107.9	NA
11	Colgate	34.8	30.9	23.0	18.5	107.2	↑2
12	Lume	31.4	37.2	20.6	17.0	106.2	↓5
13	Crest	38.2	25.9	23.1	18.5	105.7	↓5
14	Boka	33.3	33.7	20.7	17.0	104.8	NA
15	Coslus	34.5	31.2	20.7	17.0	103.3	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 US 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	Tide	39.9	31.5	23.6	20.0	114.9	↑3
2	Clorox	37.8	33.7	23.2	20.0	114.7	↓1
3	Duracell	39.4	32.3	23.7	18.5	113.8	↑5
4	Energizer	35.3	35.3	23.5	17.0	111.1	↑2
5	Active	34.1	35.3	21.3	15.5	106.1	NA
6	Dawn	35.8	36.9	23.6	7.0	103.3	↑1
7	Cottonelle	33.9	30.0	22.9	14.0	100.8	NA
8	Febreze	39.4	34.4	23.0	3.0	99.8	↑1
9	Kleenex	34.6	32.7	23.2	8.0	98.4	NA
10	Quilted Northern	26.4	31.5	23.3	14.0	95.3	NA
11	Amazon Basics	37.8	31.5	22.5	0.0	91.7	↓1
12	Scott	29.6	29.3	23.0	4.0	85.9	NA
13	Presto! (Amazon Brand)	32.1	30.6	22.3	0.0	85.0	↓2
14	Charmin	26.7	26.5	23.2	4.0	80.5	↓1
15	Bounty	28.3	24.2	23.2	2.0	77.6	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 US 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	Nature Made	36.6	37.6	23.0	17.0	114.2	↑3
2	Optimum Nutrition	38.3	38.1	22.7	14.0	113.1	NA
3	Thorne	37.3	38.1	22.7	15.0	113.1	NA
4	Pure Encapsulations	36.3	36.3	23.1	15.5	111.1	↑5
5	Prevagen	35.1	36.8	21.2	17.0	110.1	NA
6	Nature's Bounty	36.5	34.3	22.5	13.0	106.3	↑7
7	Sports Research	36.0	34.0	21.6	14.0	105.6	↓1
8	Physician's Choice	37.8	30.0	21.4	14.0	103.2	0
9	Vital Proteins	30.8	36.5	21.1	14.0	102.4	↑6
10	Micro Ingredients	35.1	30.9	22.1	14.0	102.1	NA
11	Weem	37.6	24.0	21.4	15.5	98.5	NA
12	MaryRuth Organics	37.5	34.1	22.5	3.5	97.6	0
13	NatureWise	33.6	35.3	21.3	4.0	94.3	↓10
14	Olly	24.5	25.3	13.3	18.5	81.7	↓7
15	Vitafusion	19.7	24.9	22.7	10.5	77.9	↓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 US 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	Pampers	39.8	37.7	23.9	18.0	119.4	↑1
2	Huggies	38.2	33.2	23.7	18.0	113.2	↑6
3	The Honest Company	36.6	35.9	22.5	13.5	108.5	↓2
4	Grownsy	35.9	32.7	22.1	14.0	104.7	NA
5	Desitin	33.9	29.4	23.7	17.0	103.9	NA
6	Frida Baby	33.4	32.5	21.9	14.0	101.9	↓3
7	WaterWipes	33.0	28.5	22.2	17.0	100.6	0
8	Diaper Genie	23.7	37.3	22.7	4.0	87.7	NA
9	Ubbi	29.9	32.1	22.9	0.0	84.9	NA
10	Mama Bear (Amazon Brand)	34.4	28.6	20.8	0.0	83.8	↓1
11	Aquaphor	28.1	30.5	22.7	1.5	82.8	↑1
12	Cetaphil	21.4	29.9	22.0	8.5	81.7	↓2
13	Boudreaux's Butt Paste	27.7	28.1	23.3	2.0	81.0	0
14	Amazon Elements	32.8	25.5	20.8	0.0	79.1	0
15	GoodBaby	31.9	22.4	18.6	0.0	73.0	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 US Category & Brand Scorecards

BRAND RANKINGS

BEVERAGES

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	Starbucks	38.2	34.0	22.7	18.5	113.5	↑7
2	FGO	37.3	37.4	22.3	12.0	108.9	0
3	Monster Energy	38.7	31.1	22.9	15.0	107.7	↑10
4	Nespresso	40.0	33.5	23.5	9.0	106.0	↑7
5	Twinings	36.2	32.4	23.0	12.0	103.6	↑1
6	Community Coffee	36.0	32.7	22.4	12.0	103.1	NA
7	Lavazza	33.6	35.1	22.1	12.0	102.7	↓3
8	DaVinci Gourmet	32.0	27.7	21.6	12.0	93.3	NA
9	Red Bull	20.3	31.3	23.3	16.5	91.5	↓8
10	Cellucor	33.8	28.9	19.4	8.5	90.5	NA
11	Celsius	30.3	26.6	22.7	10.0	89.5	↑4
12	Green Mountain Coffee Roasters	34.2	28.7	23.0	3.5	89.4	↓2
13	BodyArmor	26.5	26.9	22.1	12.0	87.6	↓1
14	Dunkin'	30.7	26.9	23.1	5.0	85.7	NA
15	Core Power	20.0	25.9	20.3	9.0	75.2	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 US 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	Jack Link's	38.9	32.4	22.5	14.0	107.8	↑4
2	Quaker	36.7	33.2	22.6	13.5	106.0	↑5
3	Nature Valley	35.0	36.0	22.6	12.0	105.6	0
4	Kind	37.7	33.2	22.7	10.0	103.6	↓3
5	Quest Nutrition	34.1	39.2	21.6	0.0	94.9	↓3
6	Aloha	33.2	27.1	21.5	10.0	91.7	NA
7	Goldfish	29.0	28.3	23.3	10.0	90.5	↓3
8	Blue Diamond Almonds	35.6	32.4	22.4	0.0	90.4	↑3
9	Planters	34.8	33.1	22.5	0.0	90.3	↑1
10	Gimme	37.3	29.8	21.2	0.0	88.3	NA
11	Ice Breakers	31.6	28.1	23.1	2.0	84.8	NA
12	Frito Lay	17.6	30.3	23.5	12.0	83.4	↓3
13	Chomps	14.3	33.3	21.7	8.0	77.3	NA
14	IQBAR	22.2	28.8	15.7	10.0	76.7	NA
15	Lay's	12.5	25.7	23.0	10.0	71.1	0

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

* For a detailed breakdown of the scores across each metric, please refer to the Marketplace Index™ 2025 US 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	Nature Nate's	35.0	32.2	22.7	14.0	103.8	↑7
2	Torani	35.3	31.7	22.8	14.0	103.7	NA
3	Baja Gold	34.6	33.3	20.6	10.0	98.5	NA
4	Wonderful Pistachios	31.7	32.3	23.1	10.0	97.0	NA
5	Blue Diamond Almonds	35.7	34.3	22.5	0.0	92.5	NA
6	TrueSeaMoss	33.0	26.9	17.2	12.0	89.1	NA
7	Happy Belly (Amazon Brand)	34.4	24.5	23.1	2.0	84.0	↑2
8	In The Raw	31.4	27.7	22.7	2.0	83.9	↑2
9	Celtic Sea Salt	33.8	22.4	23.1	0.0	79.3	↑3
10	Bragg	26.1	30.1	22.8	0.0	79.1	↓7
11	Maruchan	26.0	25.6	20.0	5.0	76.6	↑2
12	Chick-Fil-A	26.8	20.1	20.9	0.0	67.7	↑3
13	Samyang	23.1	19.4	21.7	0.0	64.2	↑1
14	Campbell's	19.0	23.0	21.6	0.0	63.6	↓7
15	Heinz	25.4	17.4	20.3	0.0	63.1	↓11

* 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 US 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	Carote	37.8	34.8	22.1	12.0	106.7	↑12
2	Black+Decker	37.7	31.3	21.3	15.0	105.4	NA
3	KitchenAid	38.4	31.3	23.1	12.0	104.8	↓1
4	Zulay Kitchen	37.3	32.4	22.5	10.0	102.2	↑1
5	Dash	38.3	32.8	22.1	8.5	101.7	↑3
6	Lodge	37.2	31.1	23.0	9.0	100.3	↑1
7	Mueller	34.0	34.3	21.2	10.0	99.5	↑8
8	Cuisinart	33.0	31.9	21.9	12.0	98.8	↓5
9	Instant Pot	36.0	27.7	22.4	11.0	97.0	↑2
10	Amazon Basics	38.5	32.8	22.6	0.0	93.9	0
11	Cosori	37.8	32.9	23.1	0.0	93.8	NA
12	Ninja	36.3	29.5	23.1	3.0	91.9	↓8
13	Fullstar	34.6	32.7	21.7	2.0	91.0	↓4
14	Aroma	35.5	33.3	21.6	0.0	90.4	NA
15	Keurig	29.7	30.9	21.8	0.0	82.3	↓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 US 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	37.8	29.1	22.5	14.5	103.9	0
2	Eureka	37.0	31.3	20.5	13.0	101.8	↑6
3	Black+Decker	35.2	31.6	20.9	12.0	99.7	↑8
4	Kenmore	35.6	29.5	21.5	11.5	98.0	↑2
5	eufy	34.6	32.4	21.9	9.0	97.9	0
6	Roborock	33.5	30.9	21.3	11.5	97.2	↓2
7	Levoit	26.4	32.0	21.0	14.0	93.5	NA
8	Dupray	24.4	31.5	21.5	13.5	90.9	NA
9	Shark	32.7	29.2	20.9	8.0	90.8	0
10	Miele	35.2	31.2	23.7	0.0	90.1	0
11	iRobot	34.1	28.9	23.0	3.0	89.0	↑2
12	Dyson	30.6	17.6	22.7	8.0	78.9	↑2
13	Hoover	32.7	18.7	22.8	1.5	75.7	↓1
14	Smoture	29.8	19.8	15.5	3.5	68.5	NA
15	McCulloch	29.7	16.6	19.8	2.0	68.1	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 US 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	Anker	40.0	37.2	23.1	12.5	112.8	↑6
2	Apple	37.4	29.8	23.3	16.5	107.0	↑10
3	TP-Link	39.4	32.4	21.6	10.0	103.4	NA
4	NexiGo	35.7	32.5	19.7	14.5	102.5	↓3
5	Logitech	37.5	30.5	22.1	11.5	101.7	↑4
6	Netgear	36.8	32.2	21.8	10.0	100.8	NA
7	Amazon Basics	39.1	34.7	22.5	2.0	98.4	NA
8	Acer	39.0	31.5	22.0	4.0	96.4	↑5
9	Emeet	32.6	31.7	18.7	13.5	96.4	↑1
10	HP	31.2	27.5	20.7	16.5	96.0	↓2
11	Jabra	35.5	33.2	20.2	6.0	94.9	NA
12	Asus	34.3	32.8	21.9	3.5	92.5	↓1
13	Eero	32.0	29.0	20.6	9.0	90.5	NA
14	Dell	30.4	27.2	21.2	7.5	86.3	↓8
15	Lenovo	27.3	28.5	21.1	9.0	86.0	↓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 US 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	TCL	31.4	31.6	21.3	17.0	101.3	↑2
2	Hisense	33.2	32.7	21.4	13.5	100.8	↑2
3	Sylvox	31.2	31.5	19.3	18.5	100.4	↓1
4	Amazon Fire TV	27.6	31.8	21.2	13.0	93.5	NA
5	Sony	23.3	33.7	20.8	13.5	91.3	↑3
6	LG	23.7	31.2	21.3	14.5	90.7	↓1
7	Roku	26.0	33.5	21.3	9.0	89.8	NA
8	Samsung	24.9	30.0	21.2	13.5	89.6	↓7
9	Toshiba	25.9	28.8	21.8	9.0	85.5	↑2
10	Vizio	22.6	30.8	20.4	10.0	83.8	↓3
11	Atyme	34.0	25.0	18.1	0.0	77.1	↓2
12	Westinghouse	19.9	25.2	20.6	4.0	69.8	↓6
13	Supersonic	26.6	21.6	19.4	2.0	69.5	↓1
14	Insignia	18.3	27.2	19.8	2.0	67.2	↓4
15	RCA	15.2	18.7	18.3	2.0	54.2	↓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 US 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	G Gradual	37.8	37.1	21.8	13.5	110.2	NA
2	Baleaf	37.9	37.6	21.3	12.5	109.3	NA
3	Libin	37.9	35.9	20.9	12.0	106.6	NA
4	Hanes	39.1	30.1	22.5	14.0	105.7	NA
5	Coofandy	35.1	36.0	20.9	13.5	105.5	NA
6	Sunzel	36.2	34.3	21.3	13.5	105.3	NA
7	The Gym People	34.0	35.5	21.0	11.5	102.0	NA
8	Under Armour	38.7	25.5	22.5	14.0	100.6	NA
9	CRZ Yoga	36.6	33.5	22.5	7.0	99.5	NA
10	Adidas	38.6	33.9	22.6	4.0	99.1	NA
11	Voyjoy	33.4	34.8	18.5	12.0	98.7	NA
12	Sampeel	35.2	30.7	19.5	7.0	92.4	NA
13	Promover	33.8	34.6	20.1	2.0	90.5	NA
14	Fitbit	27.9	27.3	20.6	10.0	85.8	NA
15	Idegg	31.9	27.9	18.3	5.0	83.1	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 US 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	maamgic	38.2	35.6	22.5	19.0	115.4	0
2	Eomenie	33.1	34.5	21.3	20.0	109.0	NA
3	Cupshe	31.4	36.7	21.2	18.5	107.7	↓1
4	Blooming Jelly	34.6	35.6	21.4	11.0	102.6	NA
5	Yonique	35.2	35.0	21.1	10.0	101.3	↓2
6	BMJL	34.6	35.6	20.9	8.5	99.6	NA
7	Ofeefan	37.6	34.0	20.8	7.0	99.4	NA
8	Holipick	34.7	35.2	21.5	7.0	98.3	↓3
9	ChicGal	39.4	30.4	21.2	6.5	97.5	↑3
10	Anrabess	34.4	35.7	21.3	4.0	95.4	↓6
11	Zando	31.4	34.0	20.0	8.0	93.5	↓5
12	American Trends	34.1	33.0	20.1	2.0	89.2	↓2
13	Kanu Surf	34.6	30.9	21.5	0.0	87.1	0
14	Speedo	36.3	28.0	21.5	0.0	85.8	↓6
15	Fensace	32.5	32.3	16.5	0.0	81.4	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 US 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	Hasbro Gaming	36.2	33.4	23.0	18.0	110.6	↑2
2	Pressman	37.4	28.4	22.6	17.0	105.4	↑11
3	Usaopoly	37.7	31.0	23.5	11.5	103.7	↑8
4	Monopoly	36.0	32.1	23.5	10.5	102.1	NA
5	What Do You Meme?	34.9	31.4	22.5	10.0	98.8	↓1
6	Melissa & Doug	37.8	35.3	23.3	2.0	98.4	↑1
7	All4Jig	32.6	31.8	20.9	11.5	96.8	NA
8	Bicycle	39.1	32.2	23.6	0.0	94.9	↑6
9	PlayMonster	36.3	33.8	22.5	1.5	94.1	NA
10	Mattel Games	32.3	32.0	23.6	5.0	93.0	0
11	Spin Master Games	37.3	32.7	22.5	0.0	92.5	↑4
12	Shashibo	30.8	31.7	20.7	7.0	90.2	↓4
13	Exploding Kittens LLC	35.9	30.9	22.9	0.0	89.7	↓8
14	Pokemon	26.7	21.6	21.2	8.0	77.5	↓2
15	Magic The Gathering	21.5	19.6	21.8	0.0	62.8	↓9

* 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 US 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	Melissa & Doug	38.3	36.5	23.5	17.0	115.3	↑3
2	Lego	36.6	33.9	23.8	20.0	114.2	↑6
3	TeeTurtle	39.2	34.7	23.1	14.0	111.0	↑3
4	Fisher-Price	36.9	34.5	23.6	14.0	109.0	↓3
5	Squishmallows	37.4	33.5	23.9	14.0	108.8	↑4
6	VTech	38.8	32.7	23.1	14.0	108.5	↓1
7	Alasou	35.2	34.9	22.9	14.0	107.0	↑3
8	LeapFrog	37.0	33.6	23.5	10.0	104.1	NA
9	Munchkin	34.2	30.9	23.1	14.0	102.3	↓2
10	Gabby's Dollhouse	31.4	33.9	23.5	12.0	100.8	↑3
11	Gund	38.2	33.2	23.7	4.0	99.1	↓9
12	Mattel	36.8	31.5	23.6	7.0	98.9	↑2
13	Shashibo	30.8	32.0	20.7	14.0	97.4	NA
14	Disney Store	29.9	30.7	22.5	14.0	97.1	NA
15	YLL	30.4	31.7	22.1	4.0	88.2	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 US Category & Brand Scorecards

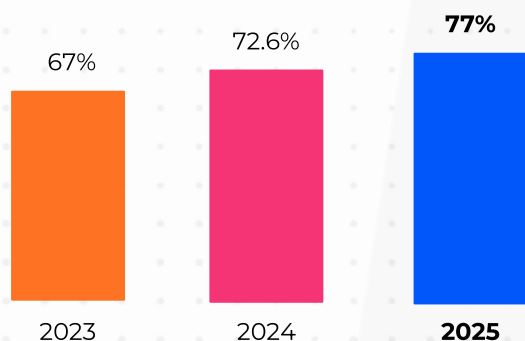
YEARLY & REGIONAL PERFORMANCE INSIGHTS

YEAR-OVER-YEAR INSIGHTS

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

Overall, US brand performance has steadily increased. **Average scores rose from 67% in 2023 to 72.6% in 2024, and now to 77% this year.** This marks a 5.1% year-over-year increase and a total relative gain of 13.9% since the MDEX's inception in 2023.

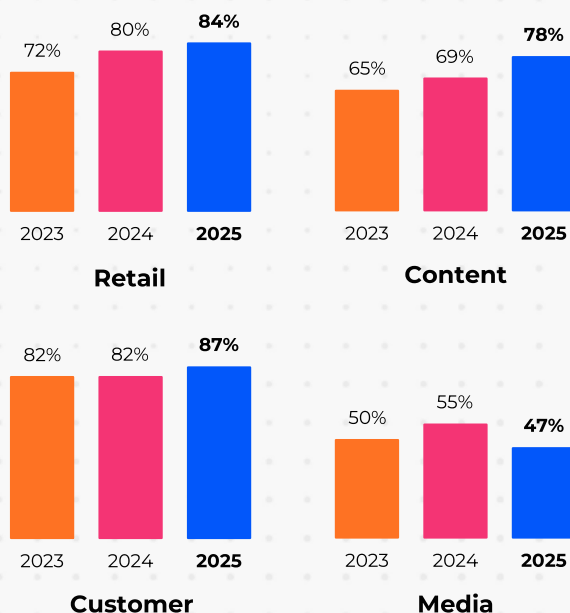
Average MDEX Scores (in %)



Additionally, 75% of brands evaluated in 2024 improved their scores in 2025 by an average of 11%. This reflects how brands are making deeper investments in optimization. For those not prioritizing these efforts, staying competitive will be increasingly difficult.

Performance improved across nearly every pillar 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 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. A+ modules, such as brand story carousels introduced in 2020, are also now more widely utilized. Brand store integration also reached new heights, rising from 88% in 2024 to 98% this year. This shift further underscores that storefronts have become a critical expectation for all brands in 2025.

Retail execution also strengthened, particularly around Prime eligibility, which has become even more critical as shopper demand for fast fulfillment continues to grow in 2025. Out-of-stock (OOS) rates remained steady at 6%, already considered optimal for top-performing brands.

In contrast, the **average media score for US brands declined 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 "Personal Care," "Television," "Computers, Monitors, and Peripherals," and "Household Supplies." Among these, **"Television" brands recorded the sharpest increase at 22.6%. However, the category still ranked near the bottom overall**, indicating that while progress is being made, it continues to lag behind other segments. The **"Personal Care" segment also saw strong improvement, which led it to become the top-performing category this year**. Overall, brands within the broader "Beauty and Personal Care" 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 (32%) of brands that improved their MDEX scores this year**

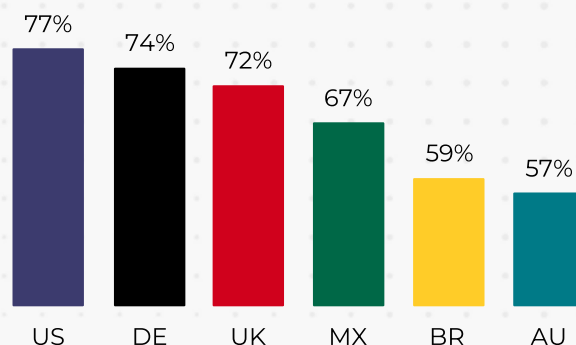
also gained share in their respective categories, while **52% of brands with declining scores experienced a loss in market share**. These results suggest that sustained investment in optimization plays a key role in driving market performance on Amazon.

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.

For more information, please visit www.podean.com.



Global expansion
Winner 2023
Amazon Ads Partner Awards



PODEAN

INTELLIGENCE

PODEAN INTELLIGENCE is the dedicated research division of Podean, built to equip brands with the strategic knowledge needed to navigate the rapidly evolving ecommerce landscape.

We go beyond surface-level data by integrating marketplace analytics, consumer behavior insights, and future-focused trend analysis. This integrated approach enables brands to anticipate market shifts, uncover growth opportunities, and make confident, data-driven decisions.

From benchmarking performance on Amazon to uncovering new growth levers across global marketplaces, Podean Intelligence delivers actionable insights and innovative solutions that help brands achieve sustainable success.

To learn more about Podean Intelligence and its research capabilities, visit podean.com/intelligence or get in touch with us at contact@podean.com.

IN PARTNERSHIP WITH



JUNGLE SCOUT is the benchmark for Amazon intelligence. First to market, with over a decade of experience, Jungle Scout provides brands, retailers, and agencies with the broadest and deepest third-party (3P) Amazon marketplace data available. Our industry-leading suite of tools and market insights enable businesses to navigate Amazon's complexities, accelerate growth, and maintain a competitive edge in a dynamic e-commerce landscape.



COBALT is Jungle Scout's market intelligence and advertising optimization tool for large brands and agencies. Unlock market insights to optimize pricing, product mix, and innovation for sustainable growth. Drive revenue, refine channel strategy, and strengthen pricing power with competitive intelligence and demand forecasting.

For more information on Jungle Scout, Cobalt, and their suite of tools, visit junglescout.com.

APPENDIX: MARKETPLACE INDEX US 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 US CATEGORIES

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

Vitamins, Minerals, & Supplements

Multivitamins, Vitamin D, Vitamin C, B Vitamins, Omega-3 Fatty Acids, Calcium, Magnesium, Iron, Probiotics, Collagen Supplements, Zinc, Melatonin, Coenzyme Q10 (CoQ10), Fish Oil, Turmeric, Glucosamine, Chondroitin, Fiber Supplements, Vitamin E, Biotin, Folic Acid, Cranberry Extract, Calcium Supplements

Baby Care & Diapering

Baby Bath, Bubble Bath, Bathtubs, Baby Grooming, Baby Skin Care, Diaper Creams, Teethingers 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

Beverages

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

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, Serveware, Table Linens, Kitchen Tools, Food Storage, Barware, Tableware, Kitchen Organization, Microwave Ovens, Toasters, Juicers, Blenders, Coffee Machines, Tea Accessories, Other Small Appliances

Vacuums & Floor Care

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

Television

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

APPENDIX: MARKETPLACE INDEX US CATEGORIES

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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