

SPECIAL BONUS:

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# CATEGORY INTELLIGENCE REPORT

## CATEGORY INTELLIGENCE REPORT

- ▶ Built with our own proprietary data, the *Category Intelligence Report* analyzes hundreds of thousands of products selling on Amazon, in order to estimate monthly sales volume and revenue
- ▶ Using that data, we are able to analyze each product category and determine which have the most potential for both seasoned and beginning sellers alike!

## CATEGORY (WITH ESTIMATED MONTHLY REVENUE)

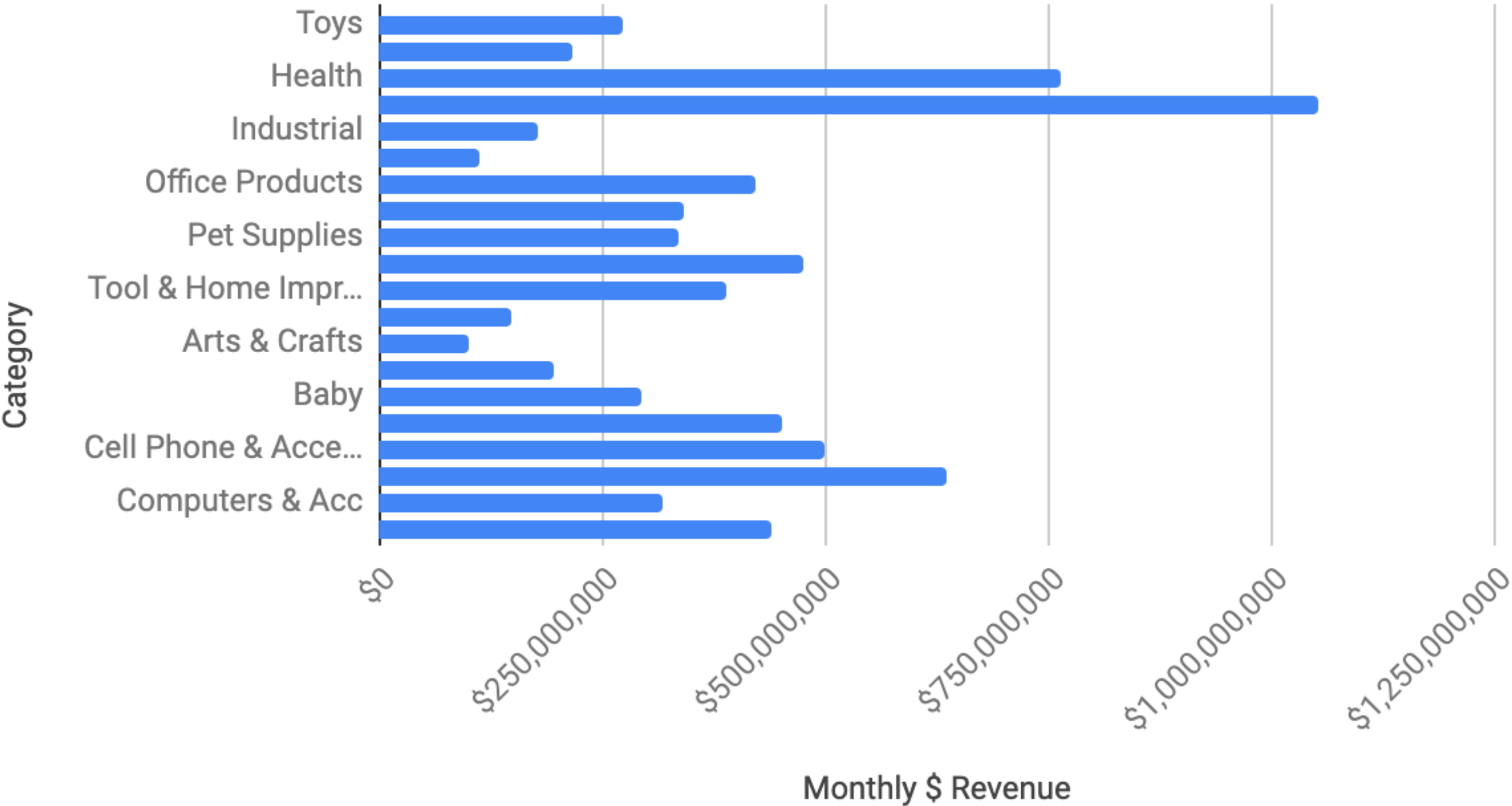
- ▶ Beauty (Hot Category!): \$451,519,058
- ▶ Health & Personal Care (Hot Category!): \$764,724,443
- ▶ Home & Kitchen (Hot Category!): \$1,051,644,896
- ▶ Tools & Home Improvement (Hot Category!): \$390,613,150
- ▶ Arts & Crafts: \$100,178,258
- ▶ Automotive: \$194,791,098
- ▶ Baby: \$293,056,346
- ▶ Cell Phone Accessories: \$499,349,767
- ▶ Clothing: \$635,026,355

## CATEGORY (WITH ESTIMATED MONTHLY REVENUE)

- ▶ Electronics: \$439,758,202
- ▶ Groceries: \$215,852,965
- ▶ Musical Instruments: \$113,173,591
- ▶ Office Products: \$421,016,578
- ▶ Patio, Lawn, & Garden: \$340,243,579
- ▶ Pet Supplies: \$336,701,776
- ▶ Sports: \$476,691,056
- ▶ Tools & Home Improvement: \$390,613,150
- ▶ Toys: \$272,981,248

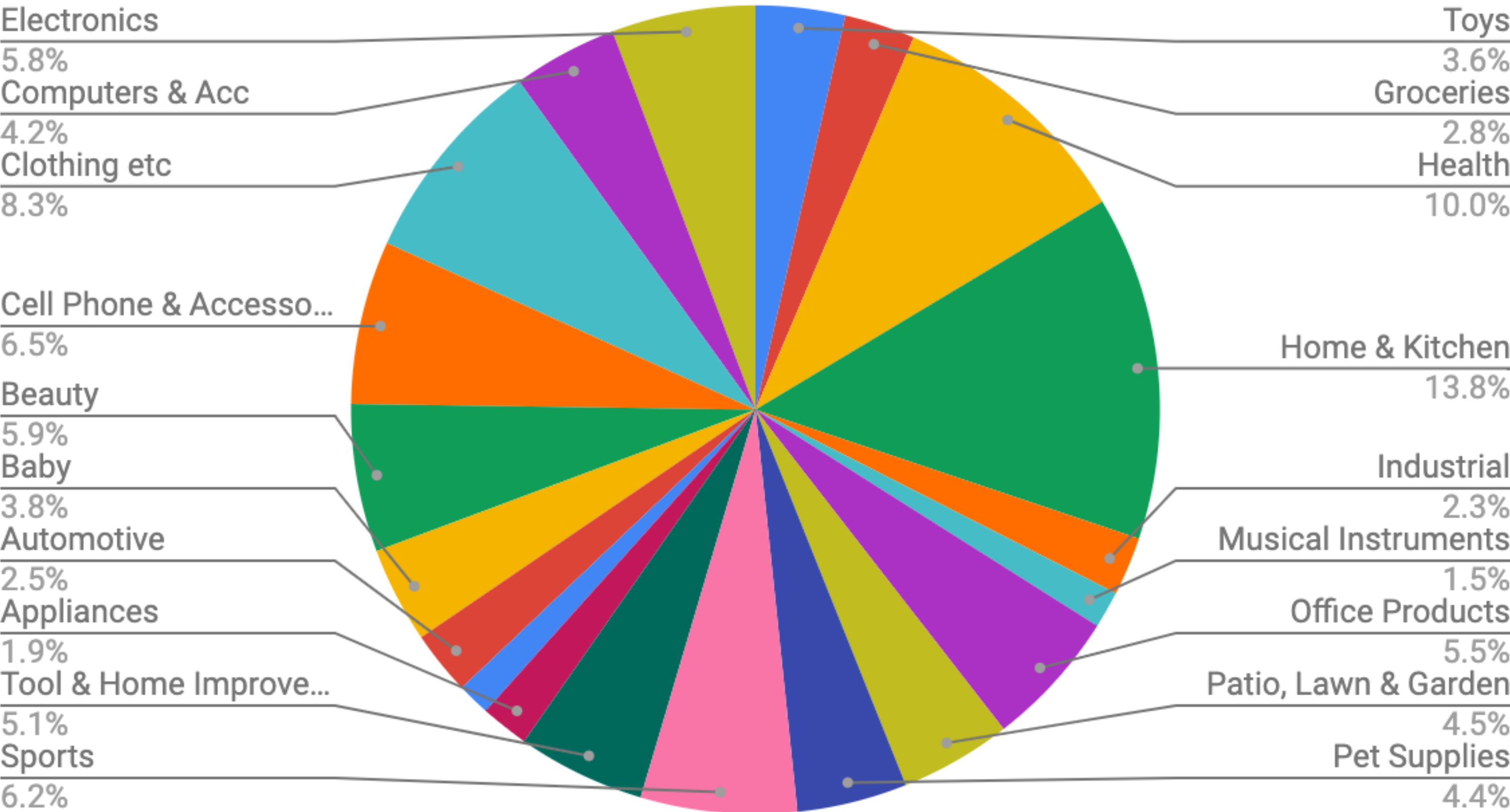
SUMMARY

Monthly \$ Revenue vs. Category



SUMMARY

Monthly \$ Revenue





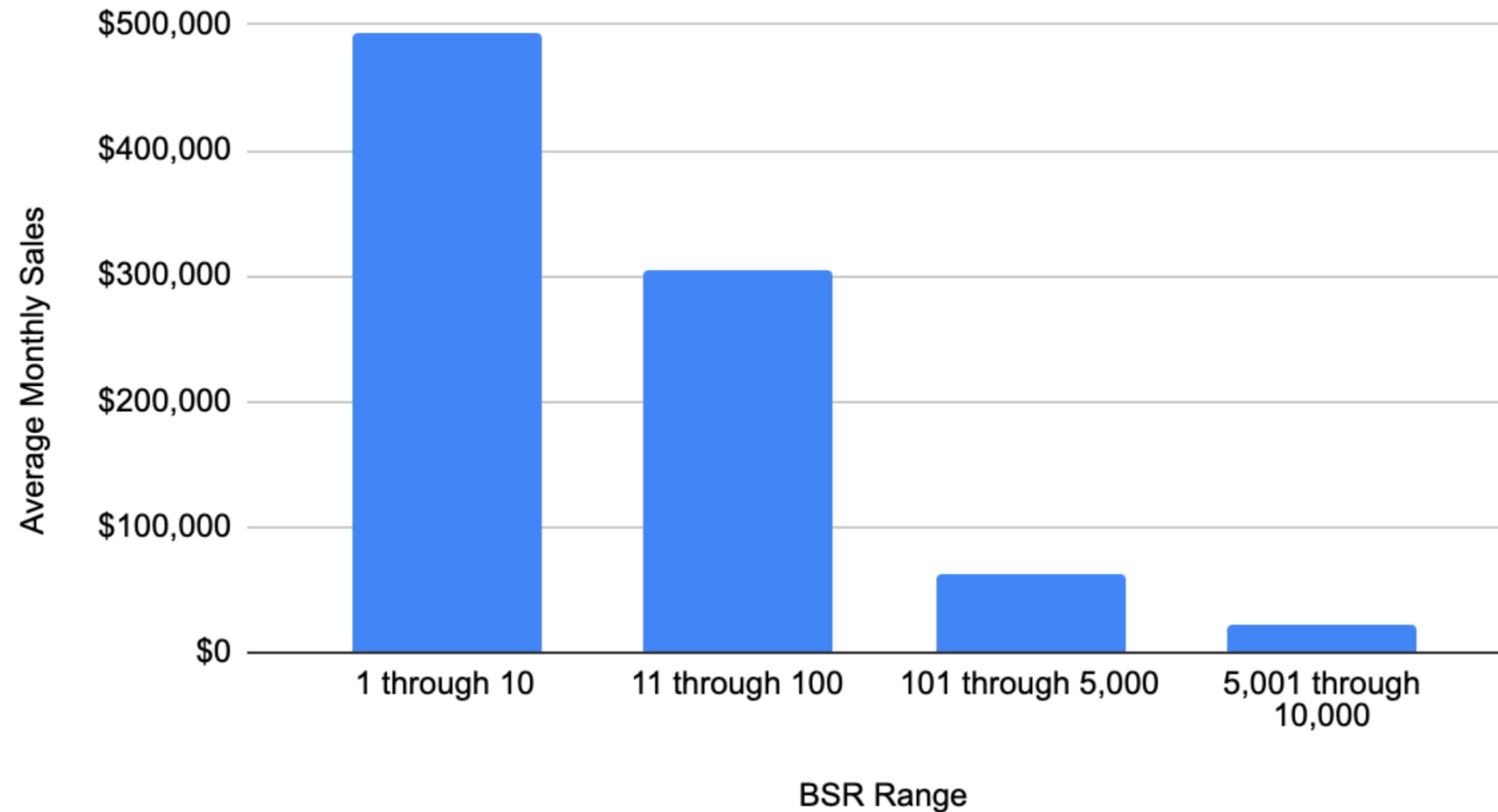
## BEAUTY (HOT CATEGORY!)

*“Top selling brands in Beauty bring in some of the highest monthly revenue of all categories on Amazon, plus they have some of the highest profit margins as well. If you are someone with the resources to go up against a big brand, a single successful product could result in a million dollar business.”*

*- Jason Katzenback*

## BEAUTY (HOT CATEGORY!)

Average Monthly Sales vs. BSR Range





## BEAUTY (HOT CATEGORY!)

Average Monthly Sales

5,001 through 10,000

2.6%

101 through 5,000

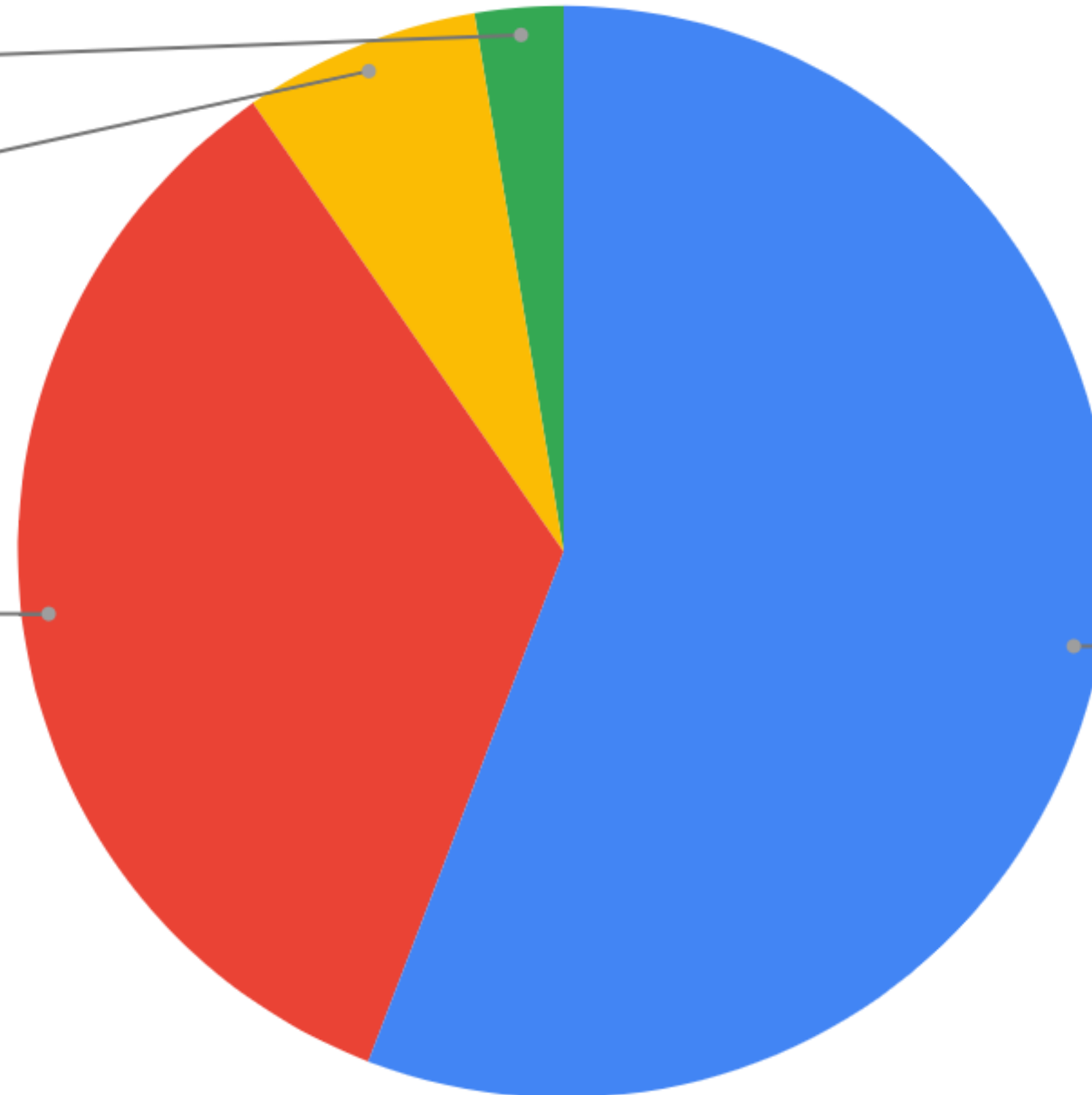
7.0%

11 through 100

34.5%

1 through 10

55.8%



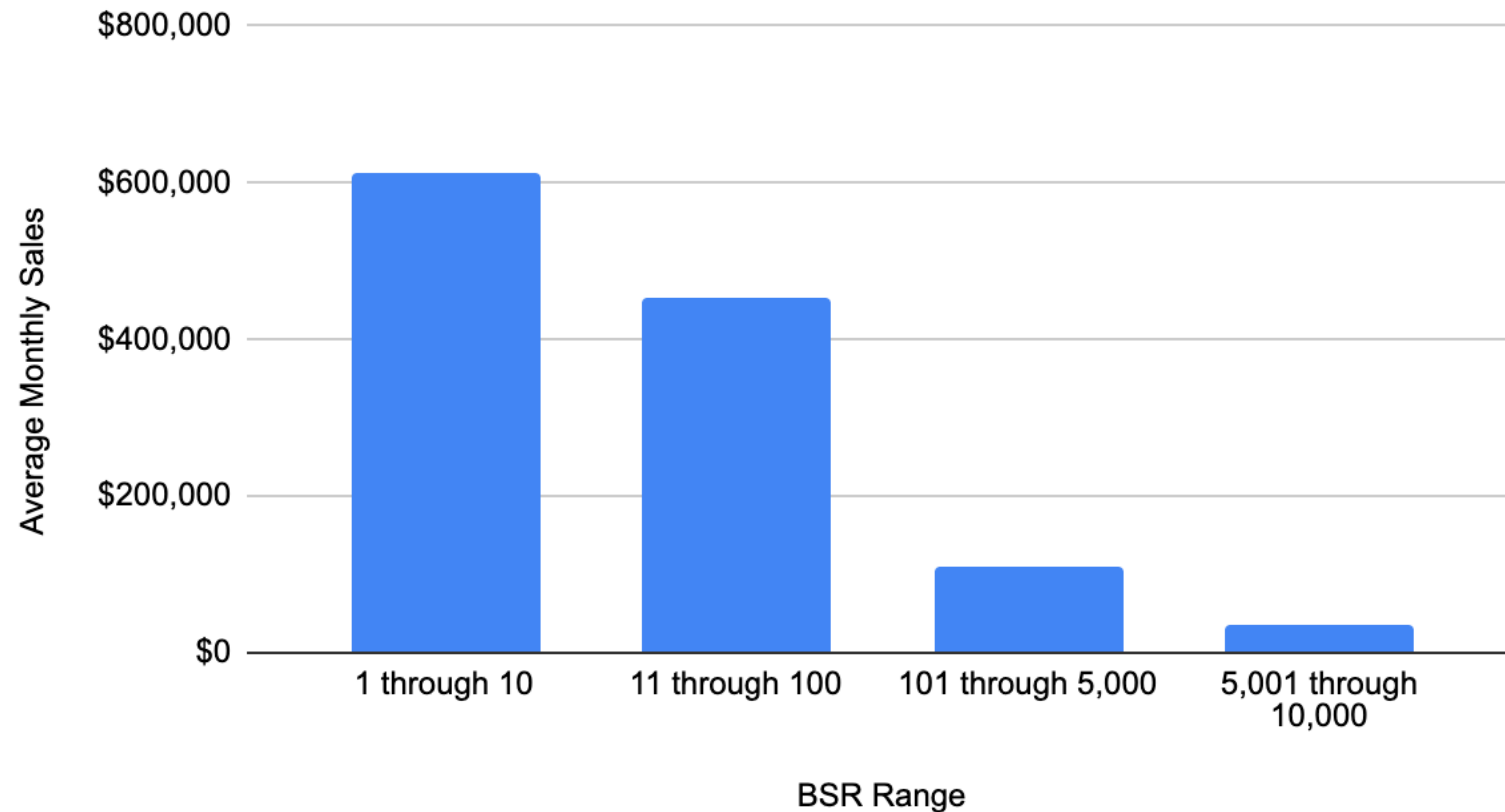
## HEALTH & PERSONAL CARE (HOT CATEGORY!)

*“This category requires approval from Amazon and can be pretty competitive, but if you are able to sell in Health & Personal Care you have the opportunity for incredible results. I consistently meet more and more sellers with multi-million dollar businesses selling in this category than in any other.”*

*- Jason Katzenback*

## HEALTH & PERSONAL CARE (HOT CATEGORY!)

Average Monthly Sales vs. BSR Range



## HEALTH & PERSONAL CARE (HOT CATEGORY!)

Average Monthly Sales

5,001 through 10,000

3.0%

101 through 5,000

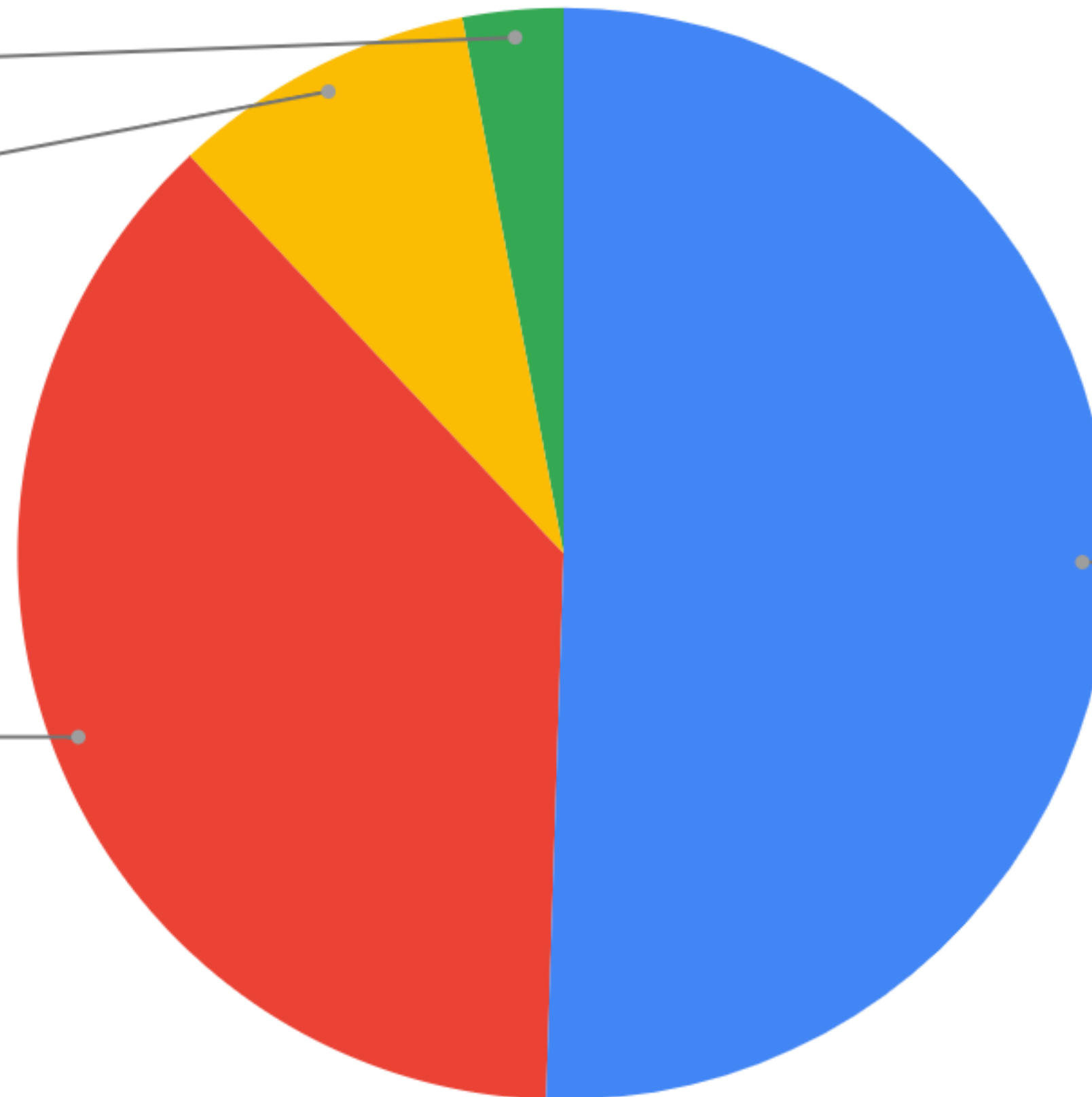
9.0%

11 through 100

37.5%

1 through 10

50.5%



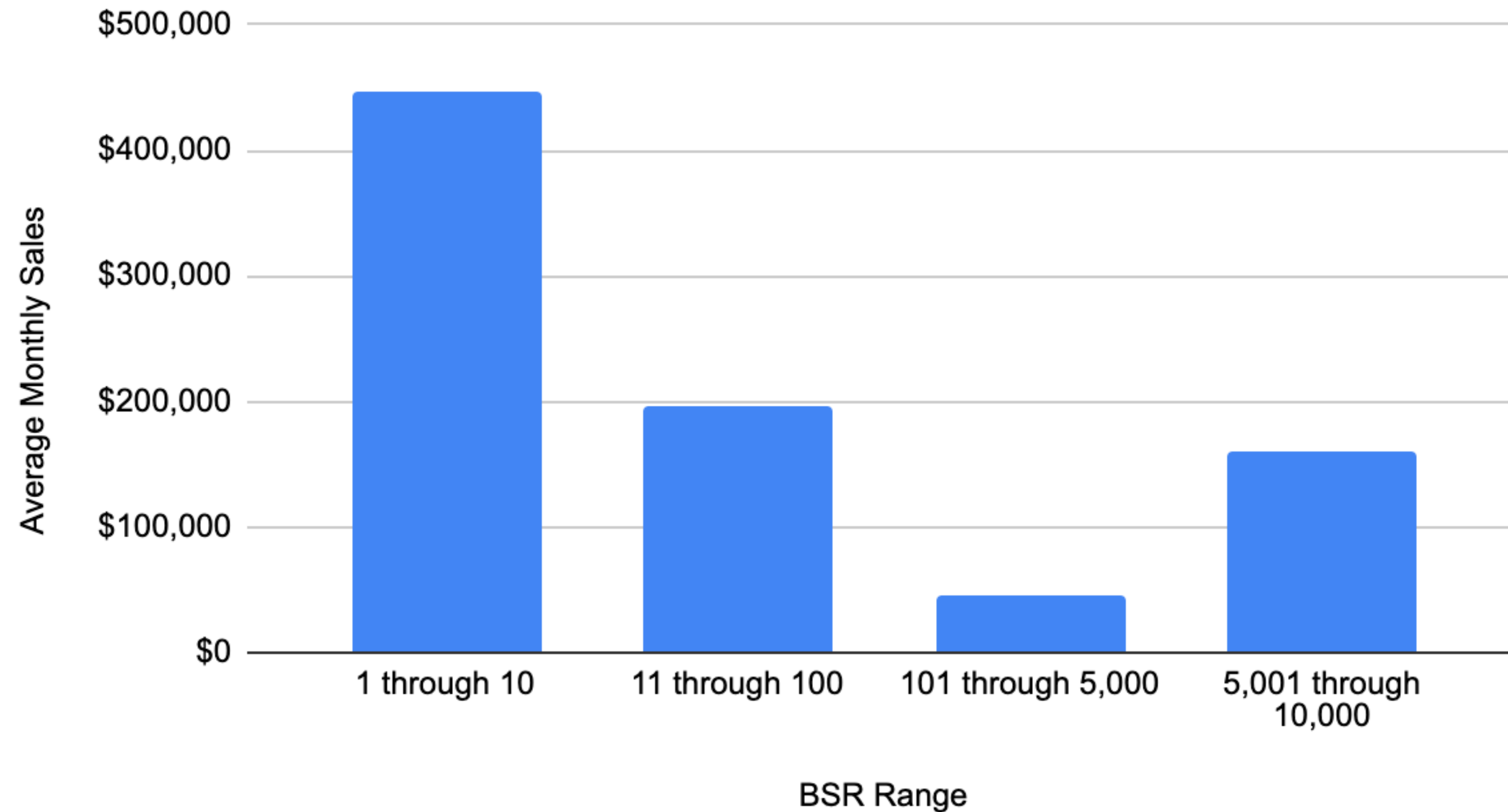
## HOME & KITCHEN (HOT CATEGORY!)

*“After researching hundreds if not thousands of potential products, Home & Kitchen consistently shows up as one of the best categories to start selling in. Monthly revenue is widely spread out among the various BSRs in this category, meaning that any product in the top 10,000 can bring in significant revenue; even for new sellers.”*

*- Rich Henderson*

## HOME & KITCHEN (HOT CATEGORY!)

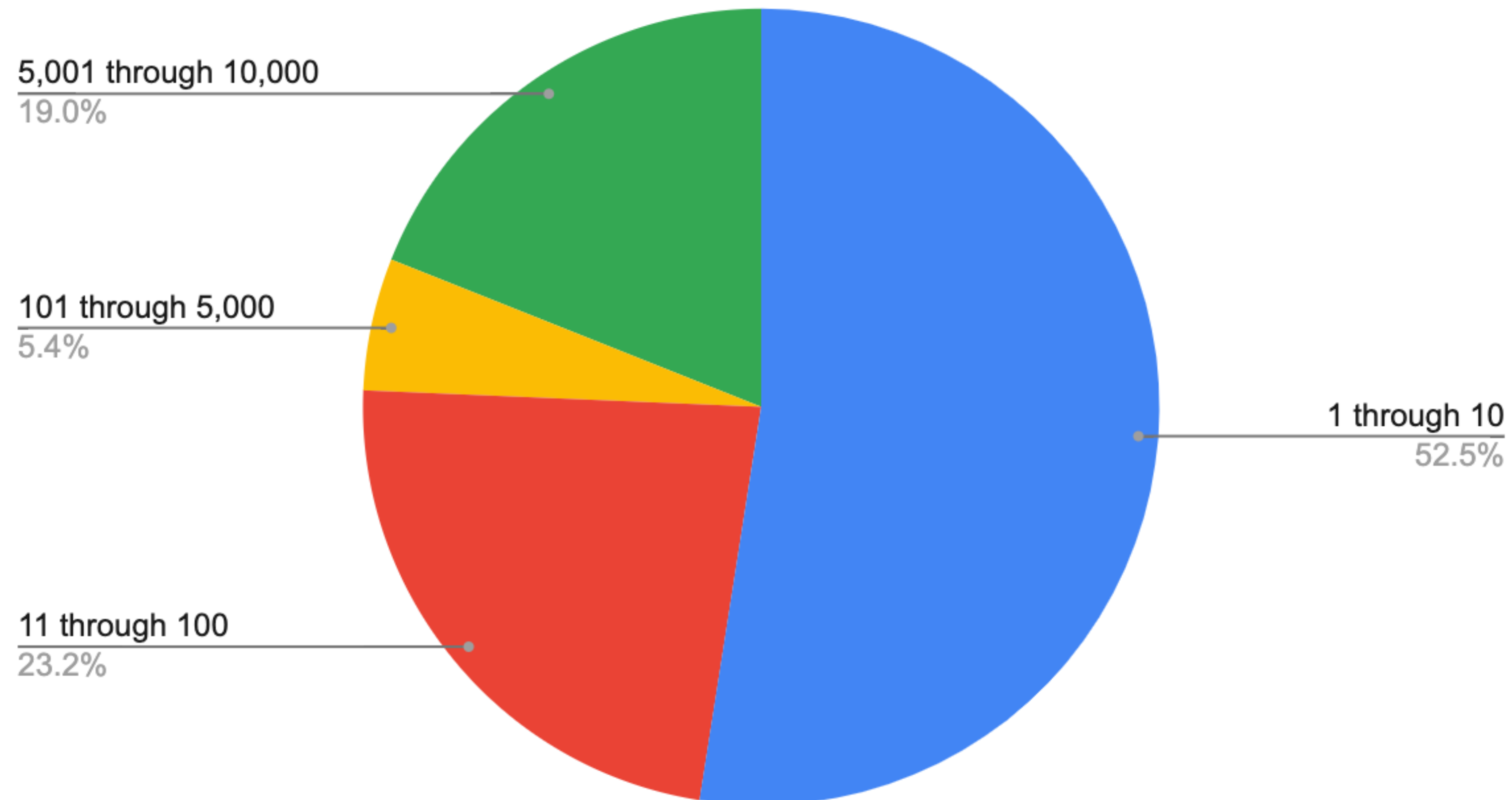
Average Monthly Sales vs. BSR Range





## HOME & KITCHEN (HOT CATEGORY!)

Average Monthly Sales



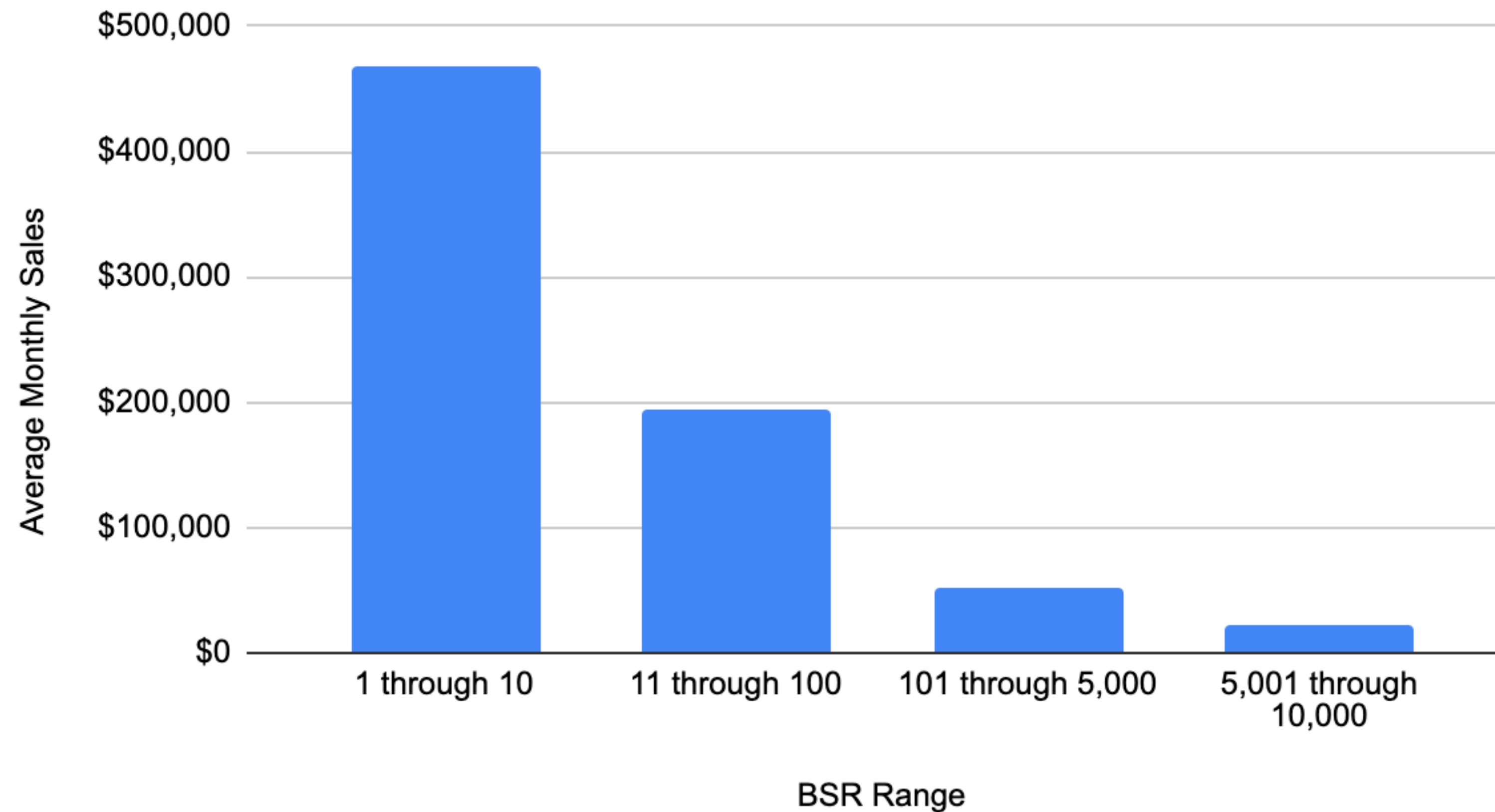
## TOOLS & HOME IMPROVEMENT (HOT CATEGORY!)

*“This is a true hidden gem of a category. Even though top selling products may not make as much as those in other larger categories, products even in the 5,000 to 10,000 range bring in plenty of sales each month to start and grow a business with.”*

*- Mike McClary*

## TOOLS & HOME IMPROVEMENT (HOT CATEGORY!)

Average Monthly Sales vs. BSR Range



## TOOLS & HOME IMPROVEMENT (HOT CATEGORY!)

Average Monthly Sales

5,001 through 10,000

3.0%

101 through 5,000

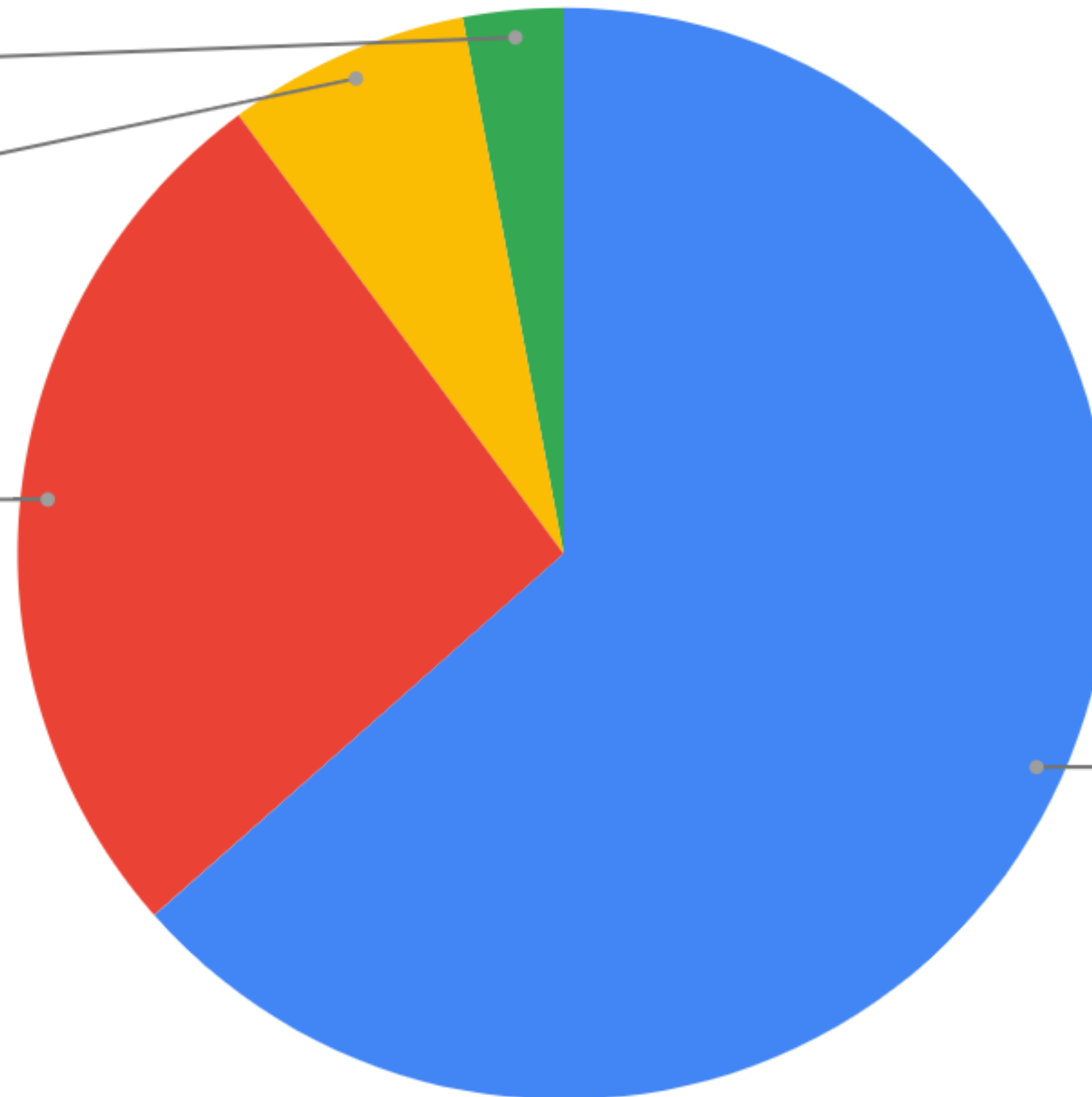
7.2%

11 through 100

26.4%

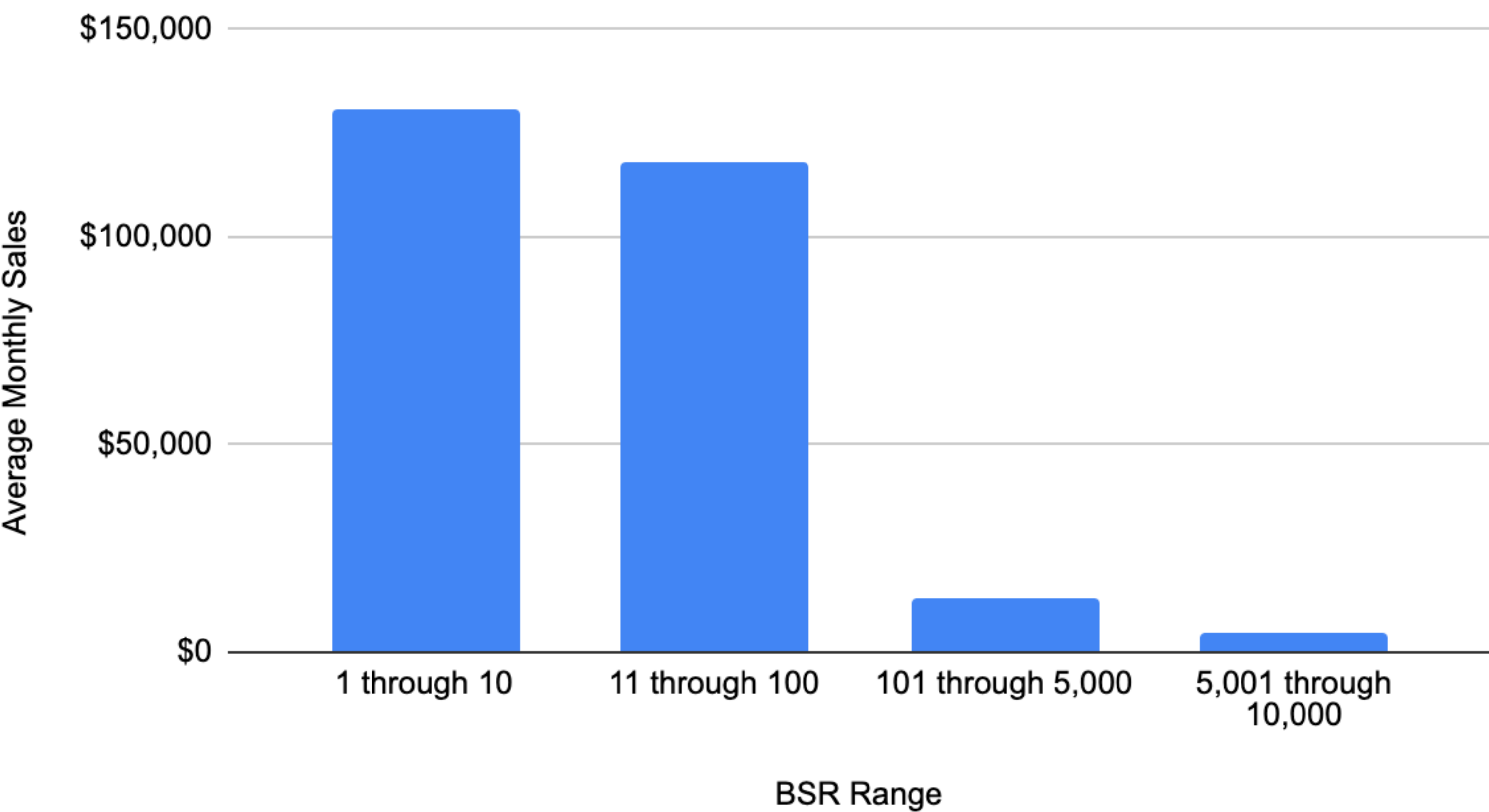
1 through 10

63.5%



# ARTS & CRAFTS

Average Monthly Sales vs. BSR Range



## ARTS & CRAFTS

### Average Monthly Sales

5,001 through 10,000

1.7%

101 through 5,000

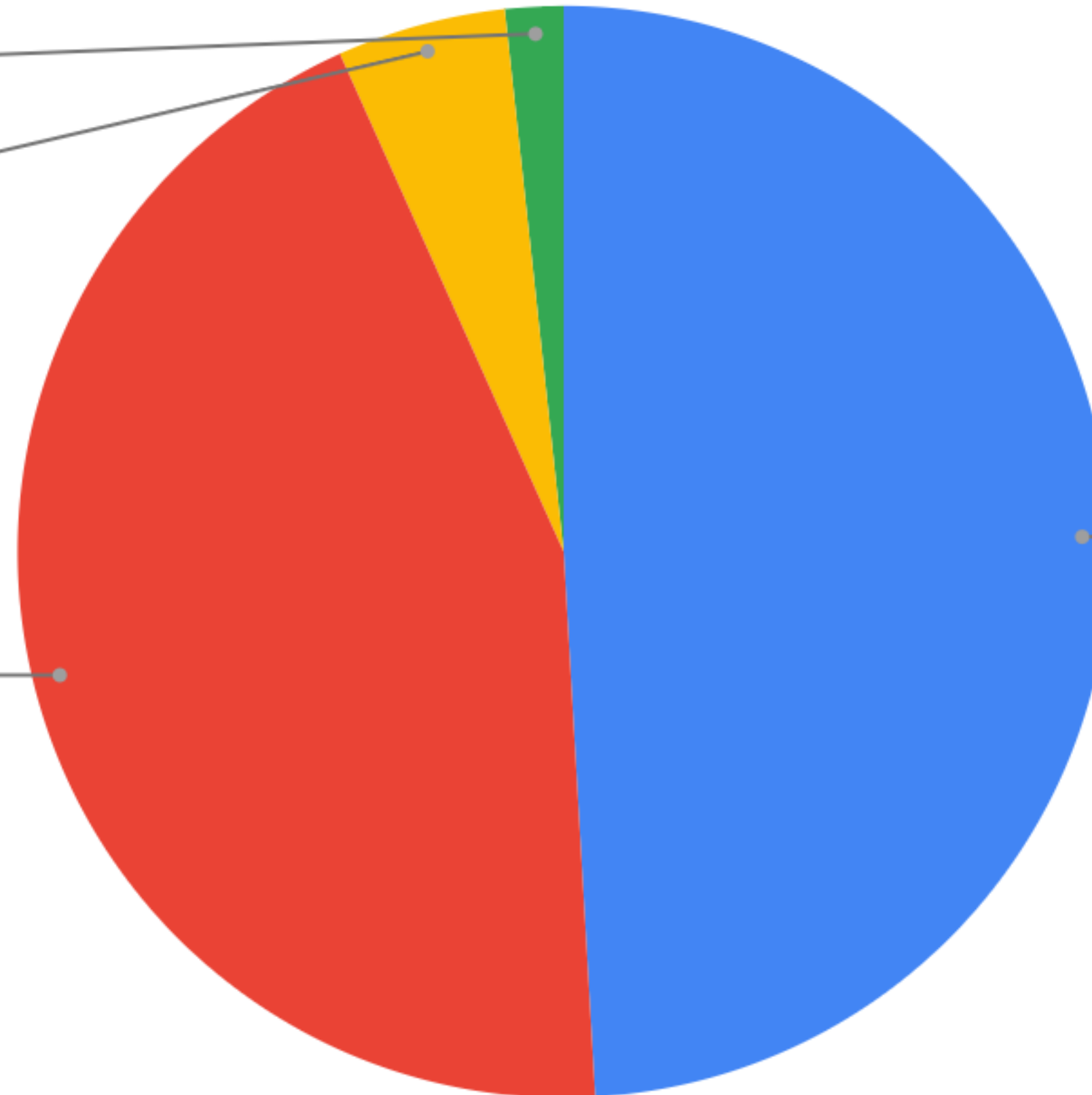
5.0%

11 through 100

44.2%

1 through 10

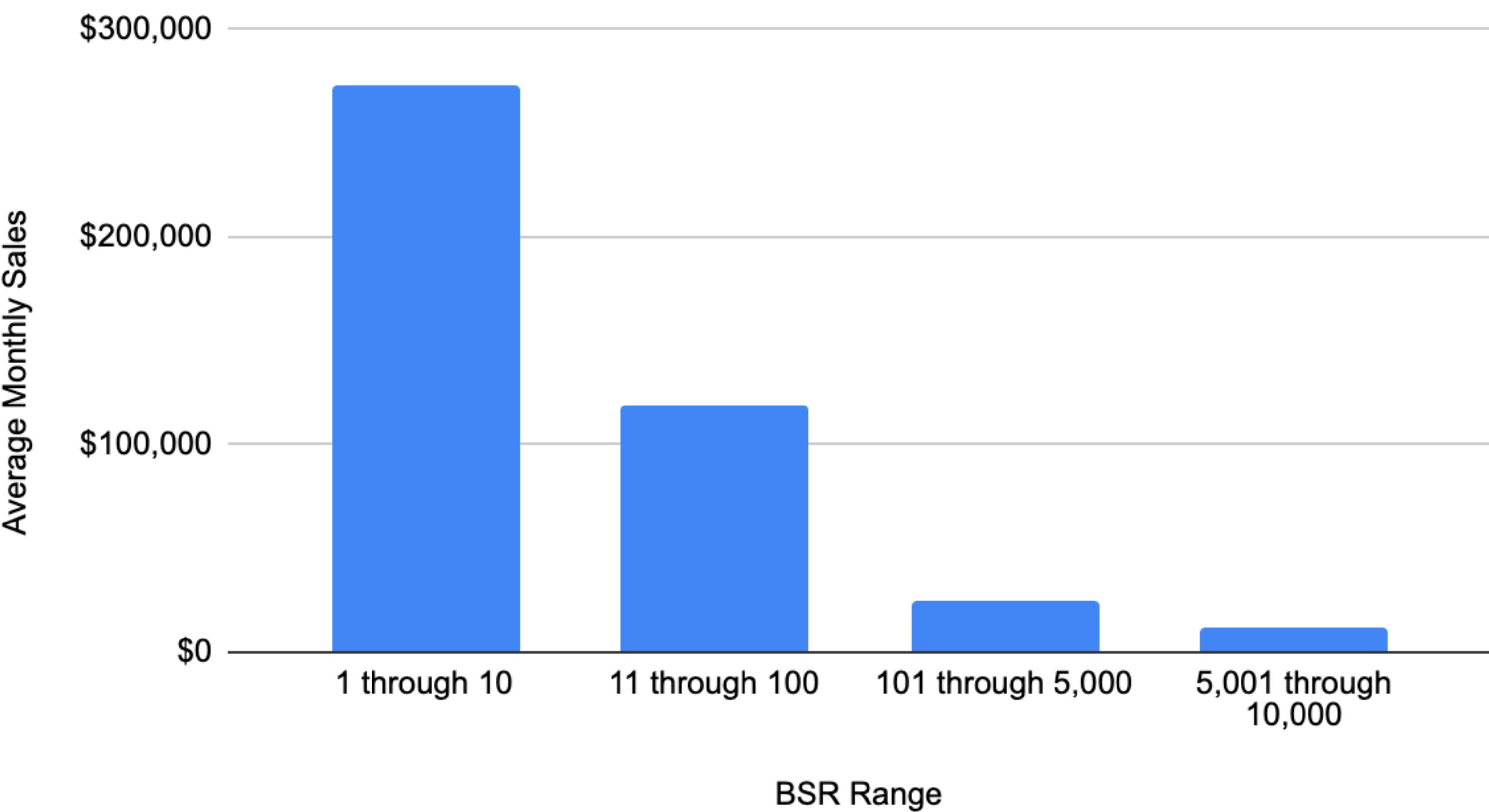
49.1%





AUTO

Average Monthly Sales vs. BSR Range



## AUTO

### Average Monthly Sales

5,001 through 10,000

2.8%

101 through 5,000

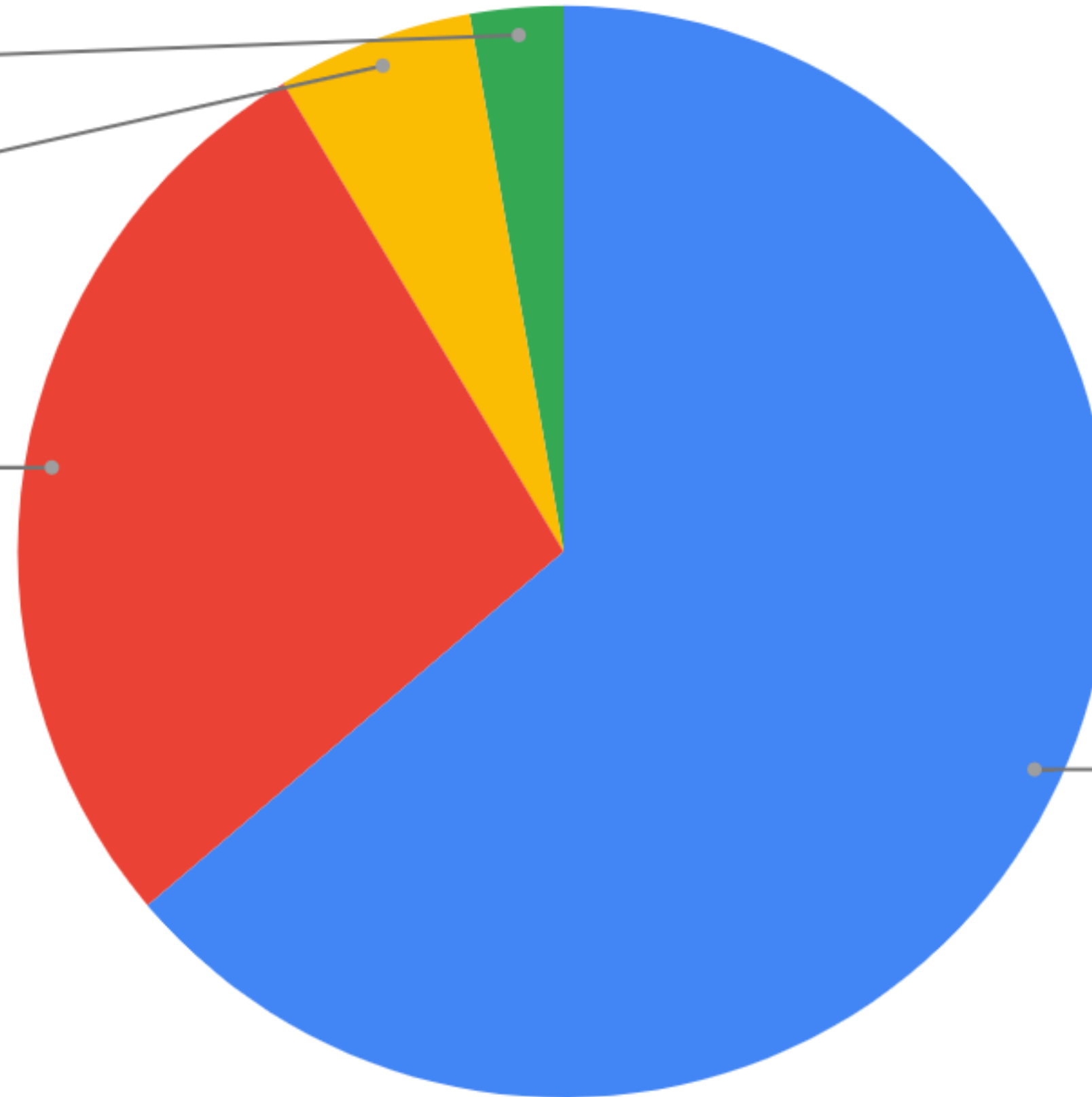
5.8%

11 through 100

27.6%

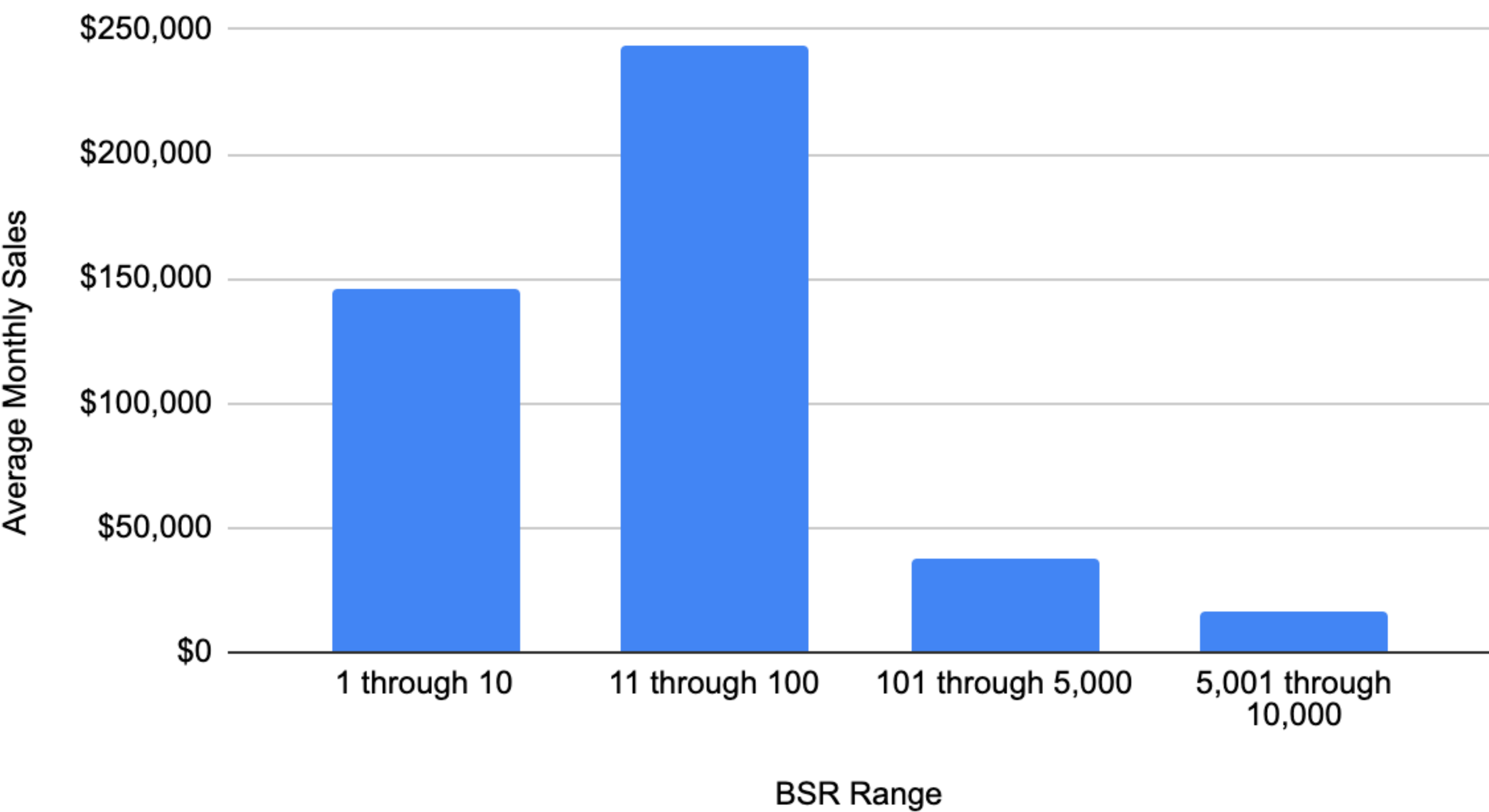
1 through 10

63.8%



**BABY**

Average Monthly Sales vs. BSR Range



## BABY

### Average Monthly Sales

5,001 through 10,000

3.8%

101 through 5,000

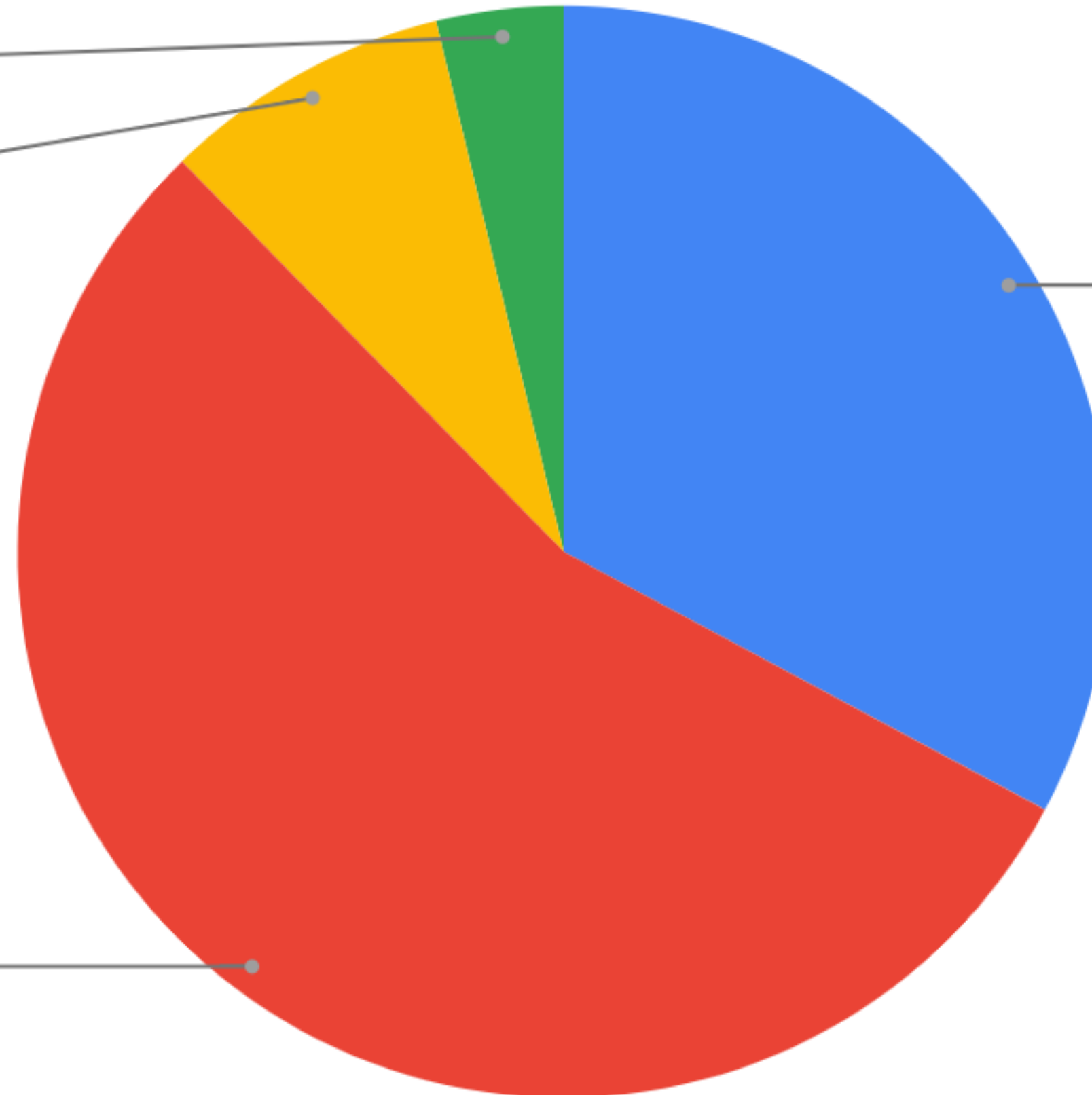
8.6%

1 through 10

32.8%

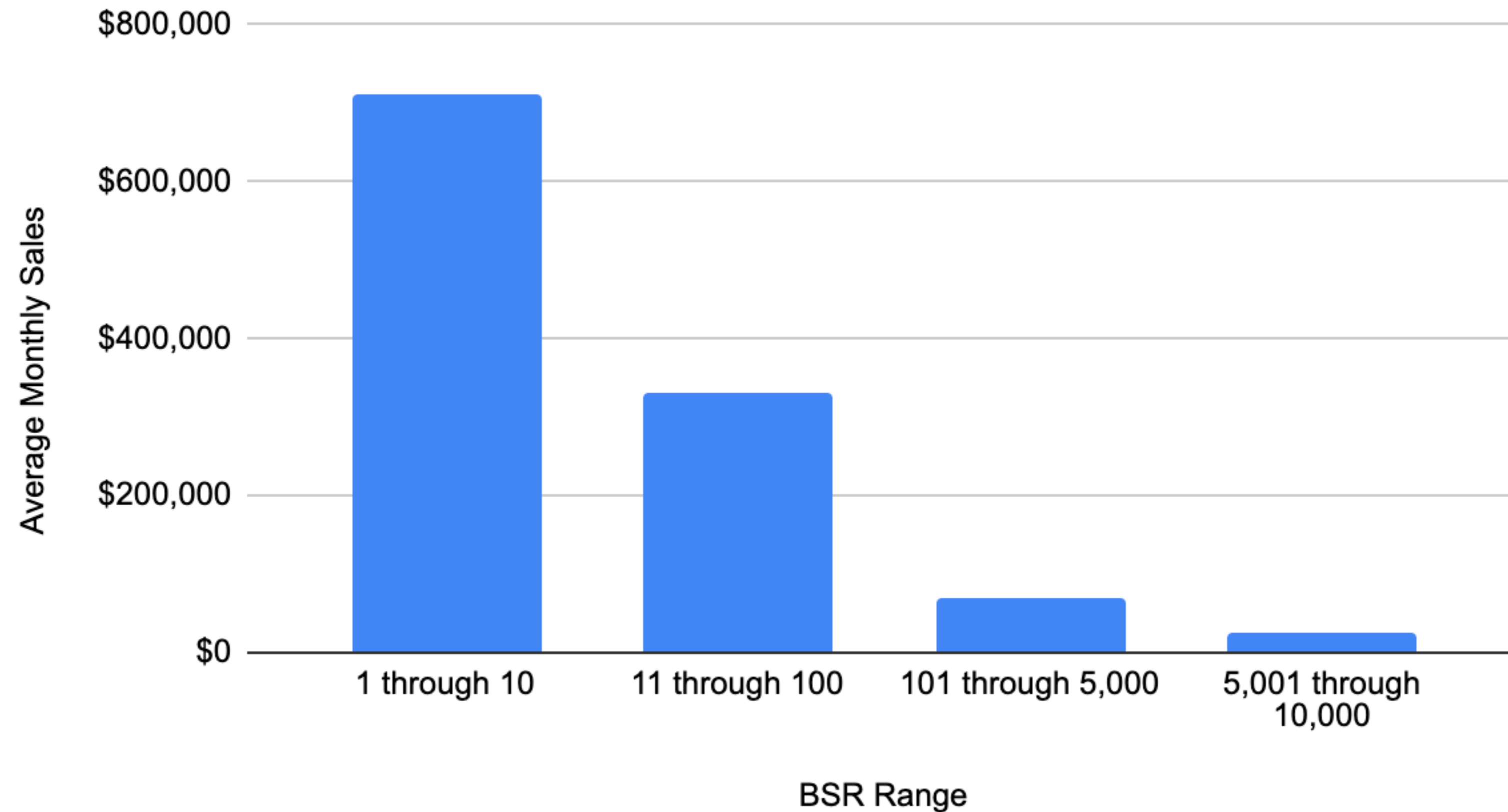
11 through 100

54.9%



# CELL PHONES & ACCESSORIES

Average Monthly Sales vs. BSR Range



## CELL PHONES & ACCESSORIES

Average Monthly Sales

5,001 through 10,000

2.2%

101 through 5,000

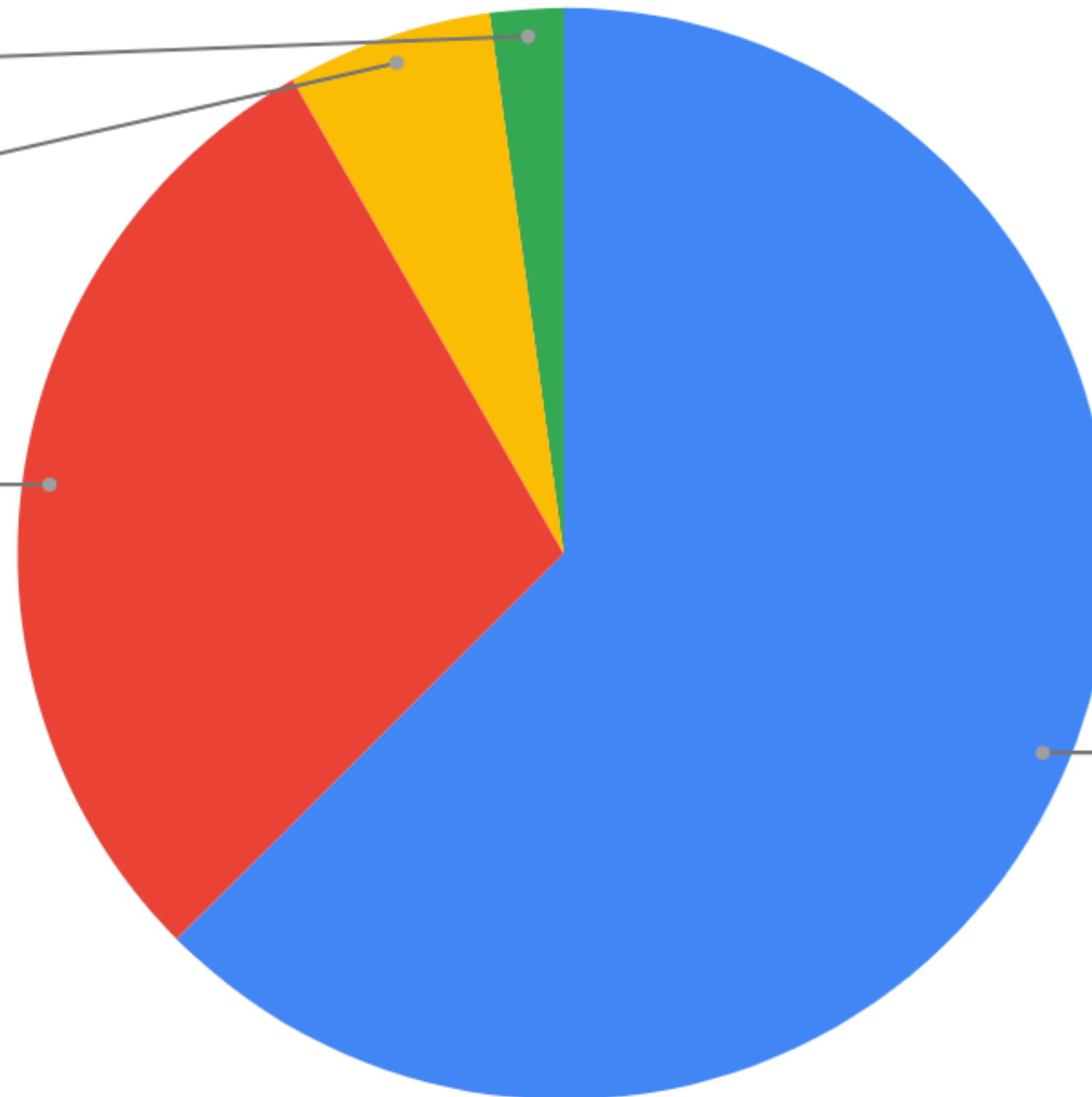
6.1%

11 through 100

29.2%

1 through 10

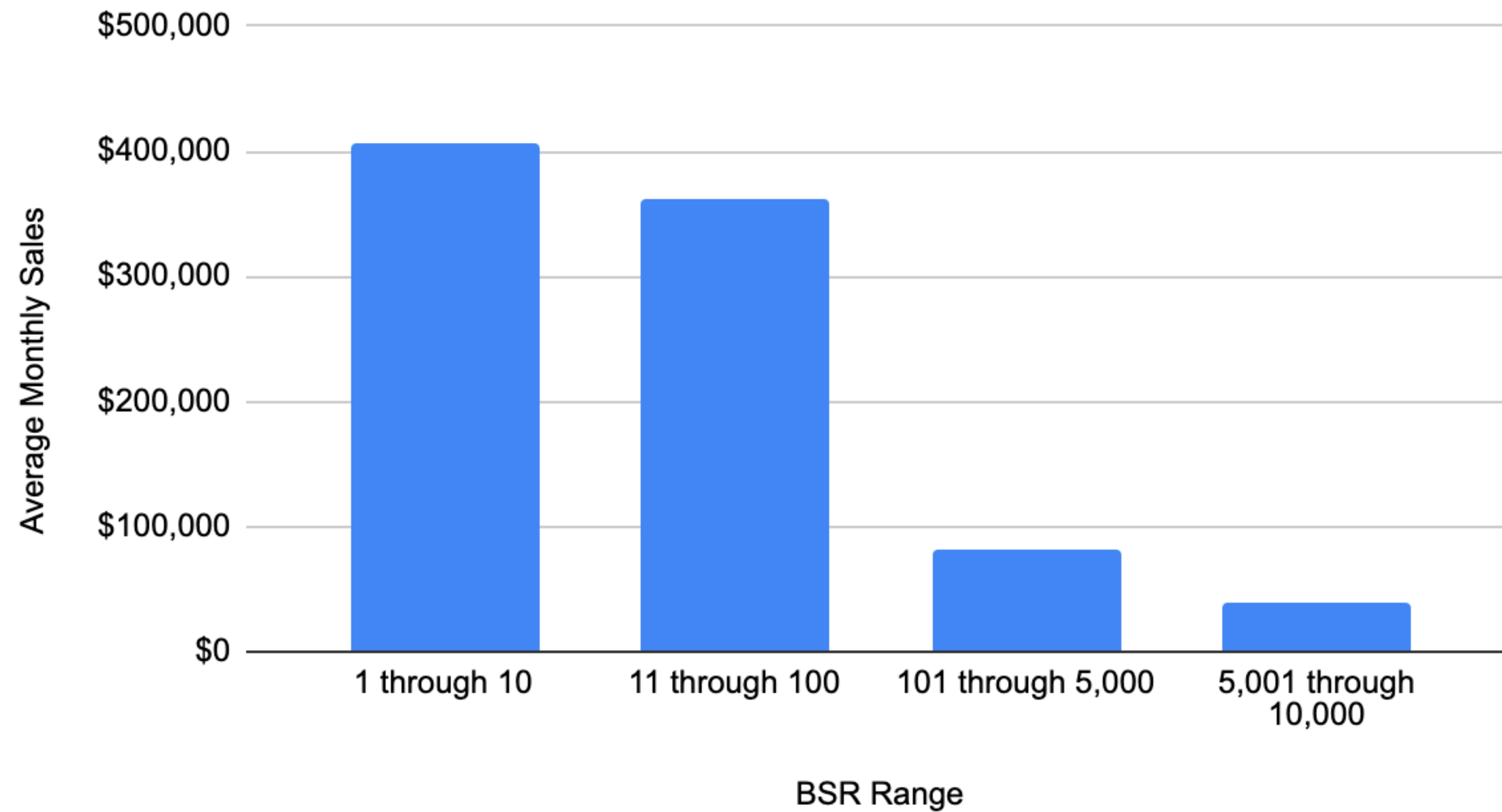
62.5%





# CLOTHING

Average Monthly Sales vs. BSR Range



## CLOTHING

### Average Monthly Sales

5,001 through 10,000

4.4%

101 through 5,000

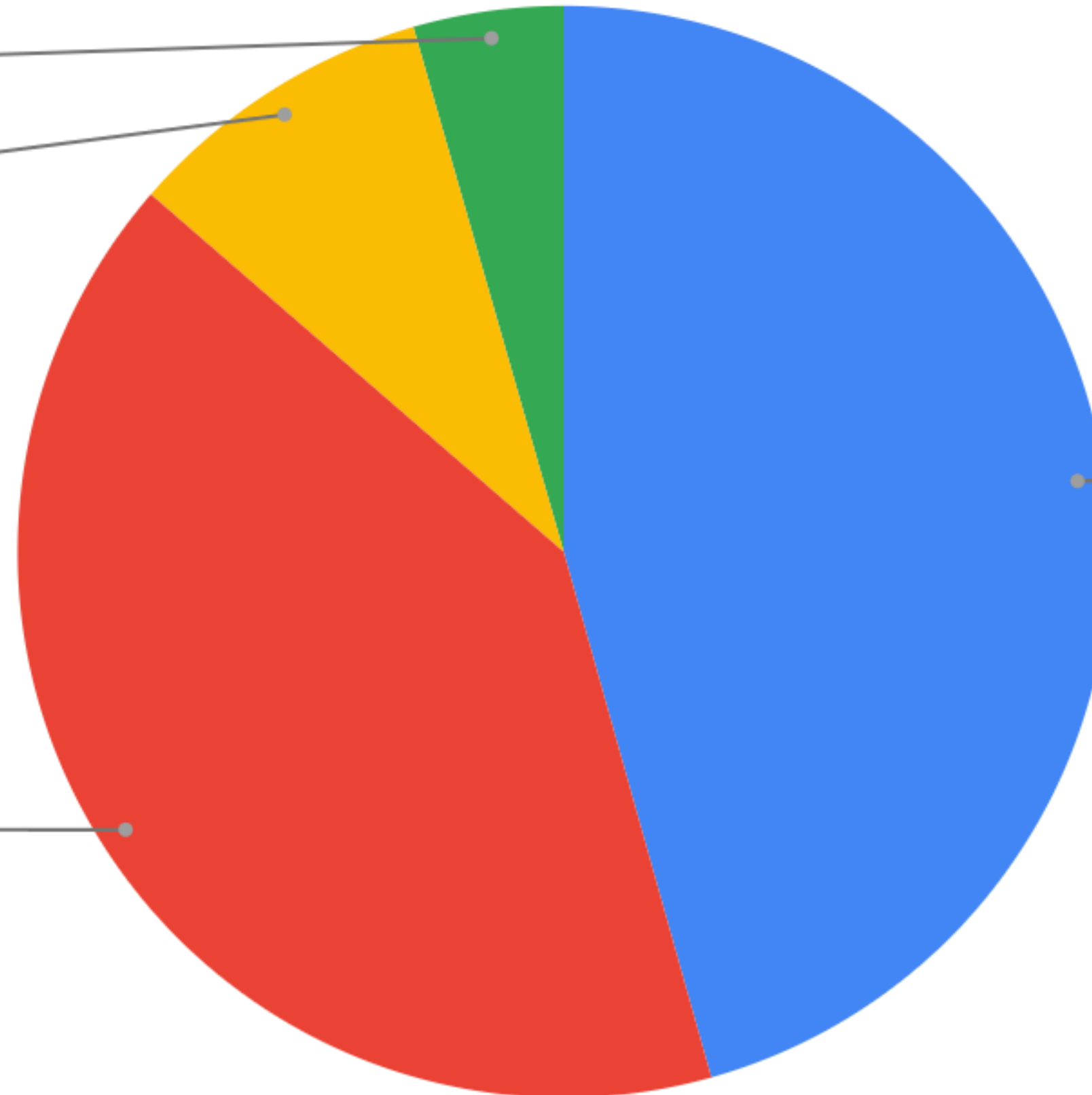
9.2%

11 through 100

40.7%

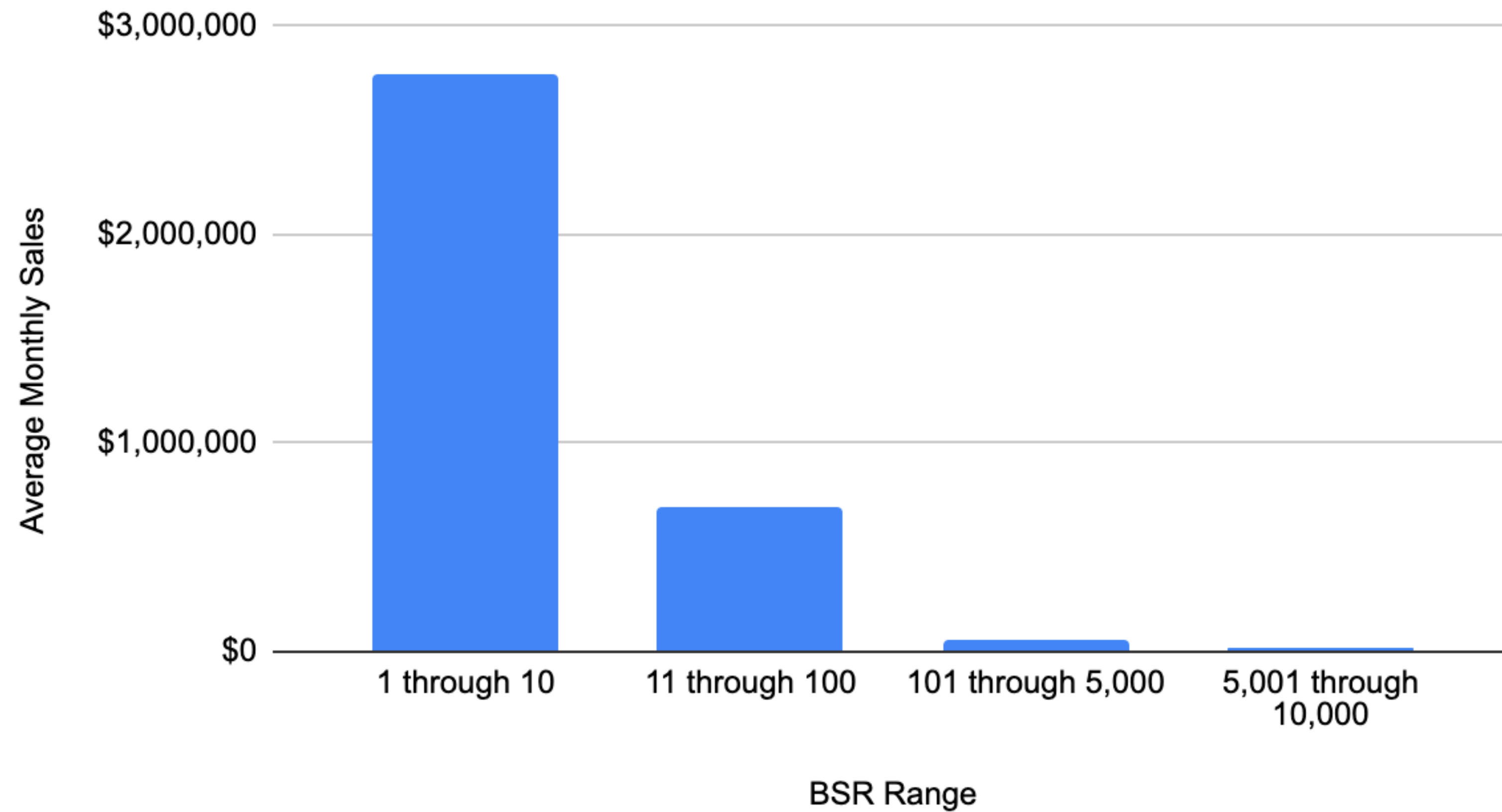
1 through 10

45.6%



# ELECTRONICS

Average Monthly Sales vs. BSR Range



## ELECTRONICS

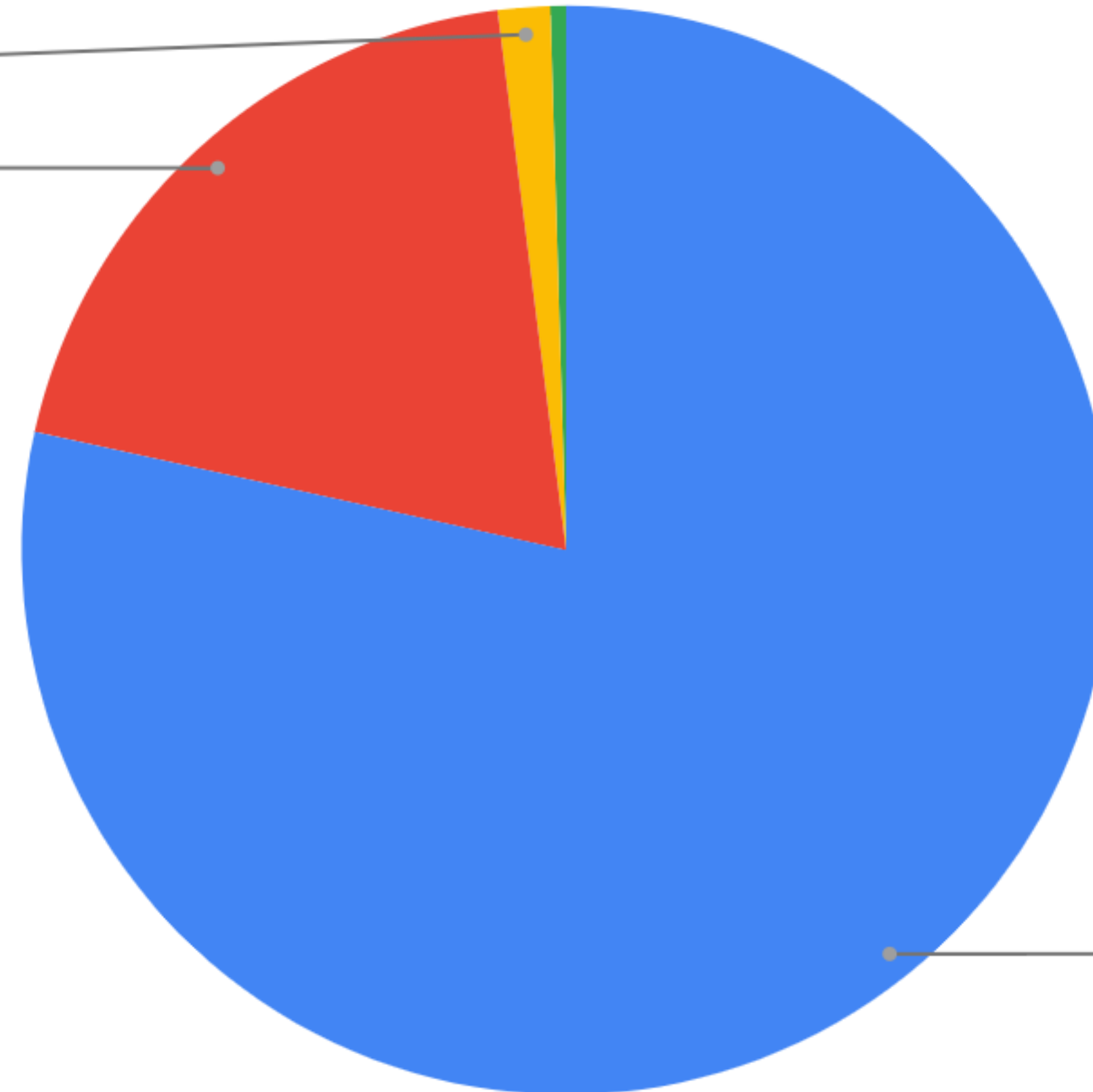
### Average Monthly Sales

101 through 5,000

1.6%

11 through 100

19.5%

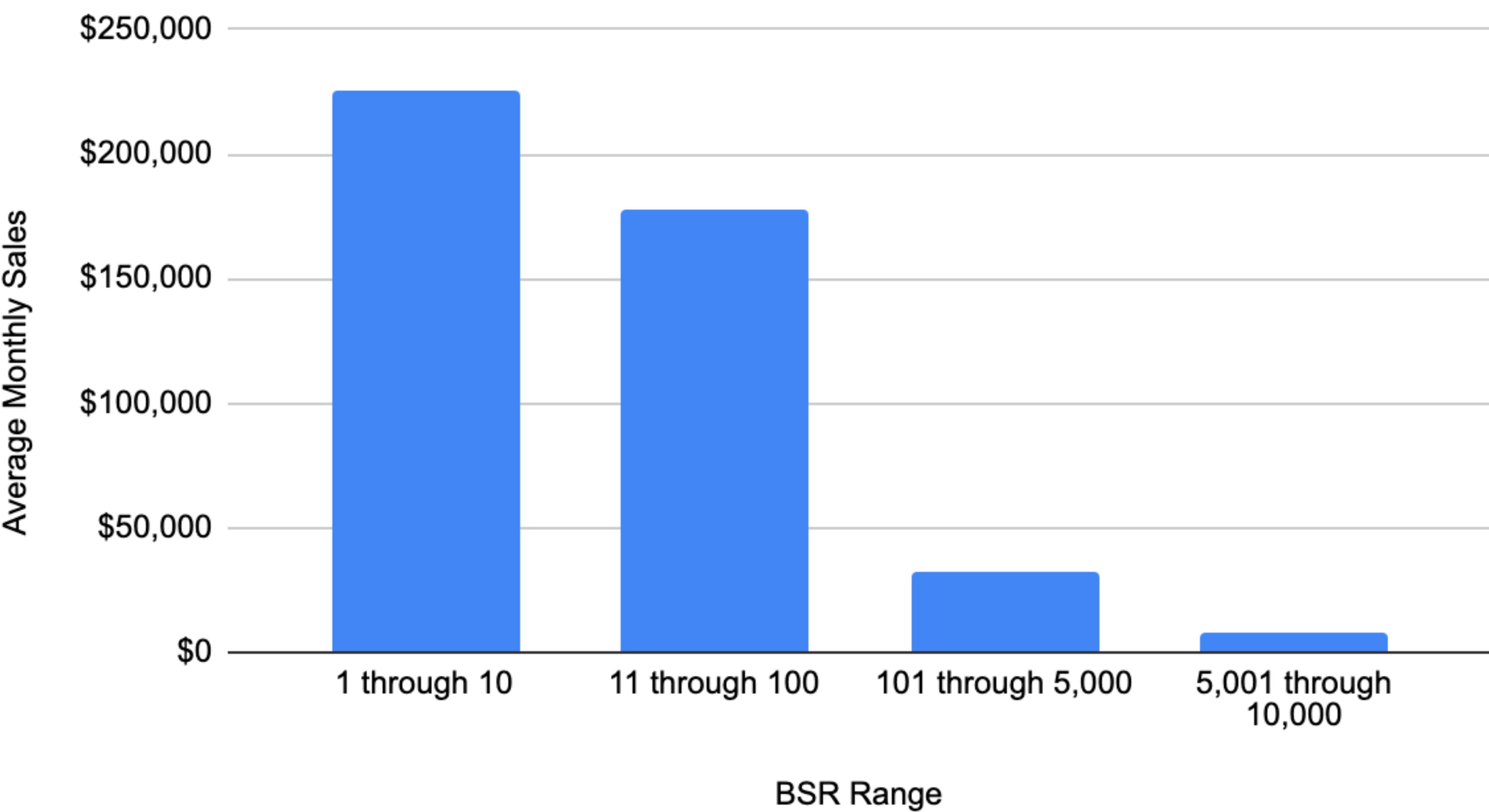


1 through 10

78.5%

GROCERY

Average Monthly Sales vs. BSR Range



## GROCERY

### Average Monthly Sales

5,001 through 10,000

1.9%

101 through 5,000

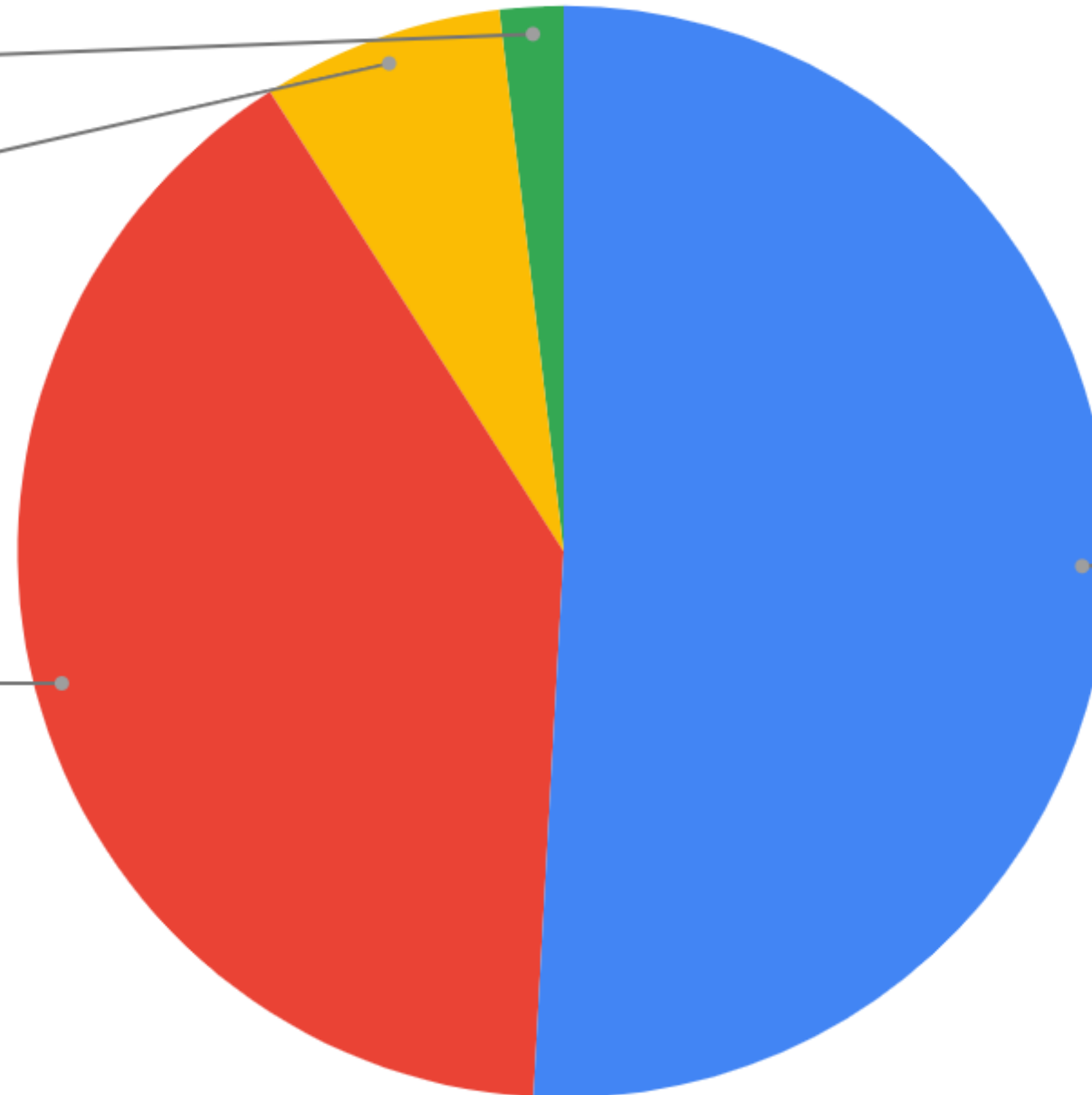
7.2%

11 through 100

40.1%

1 through 10

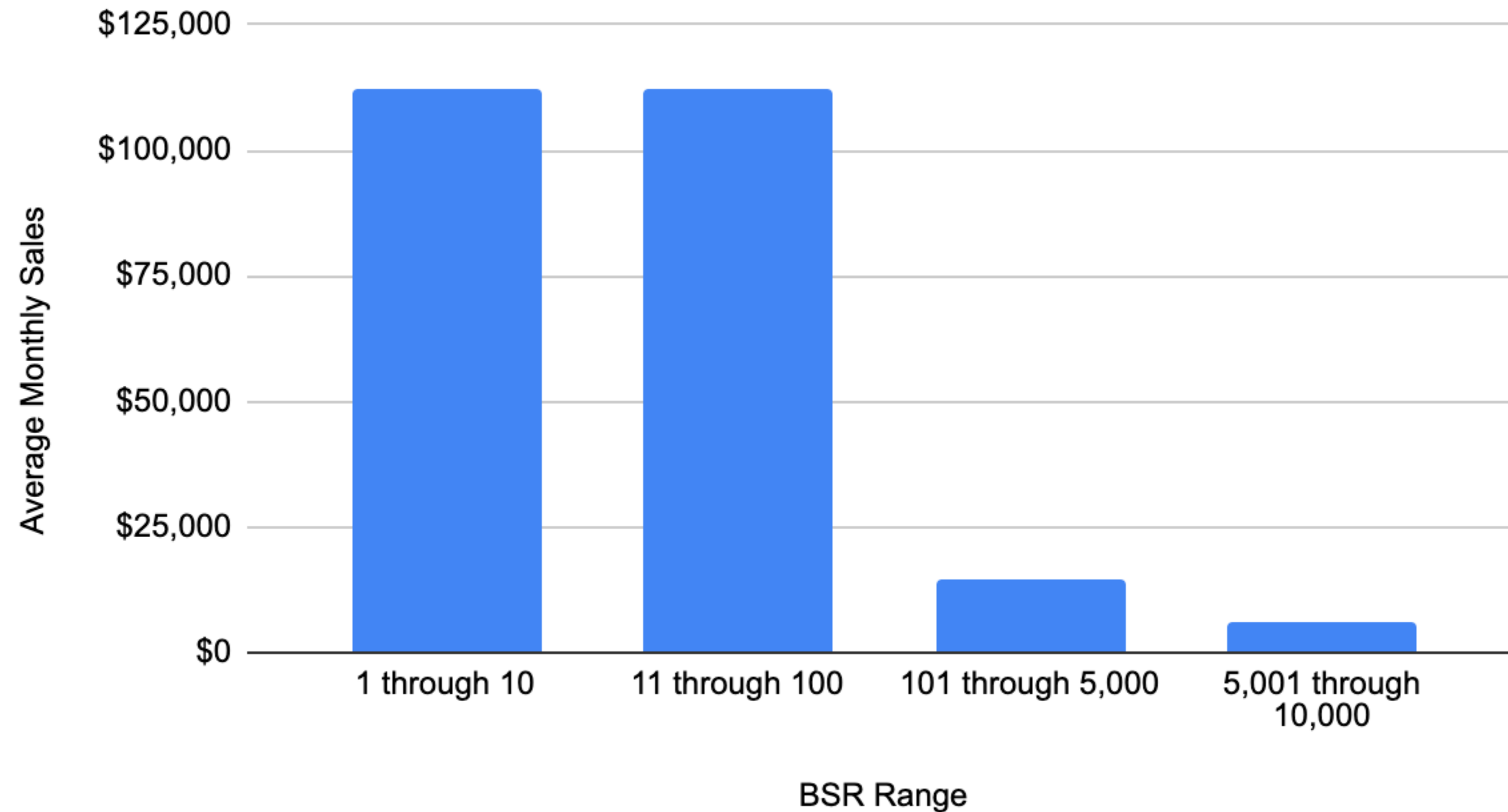
50.9%





# MUSICAL INSTRUMENTS

Average Monthly Sales vs. BSR Range



## MUSICAL INSTRUMENTS

Average Monthly Sales

5,001 through 10,000

2.5%

101 through 5,000

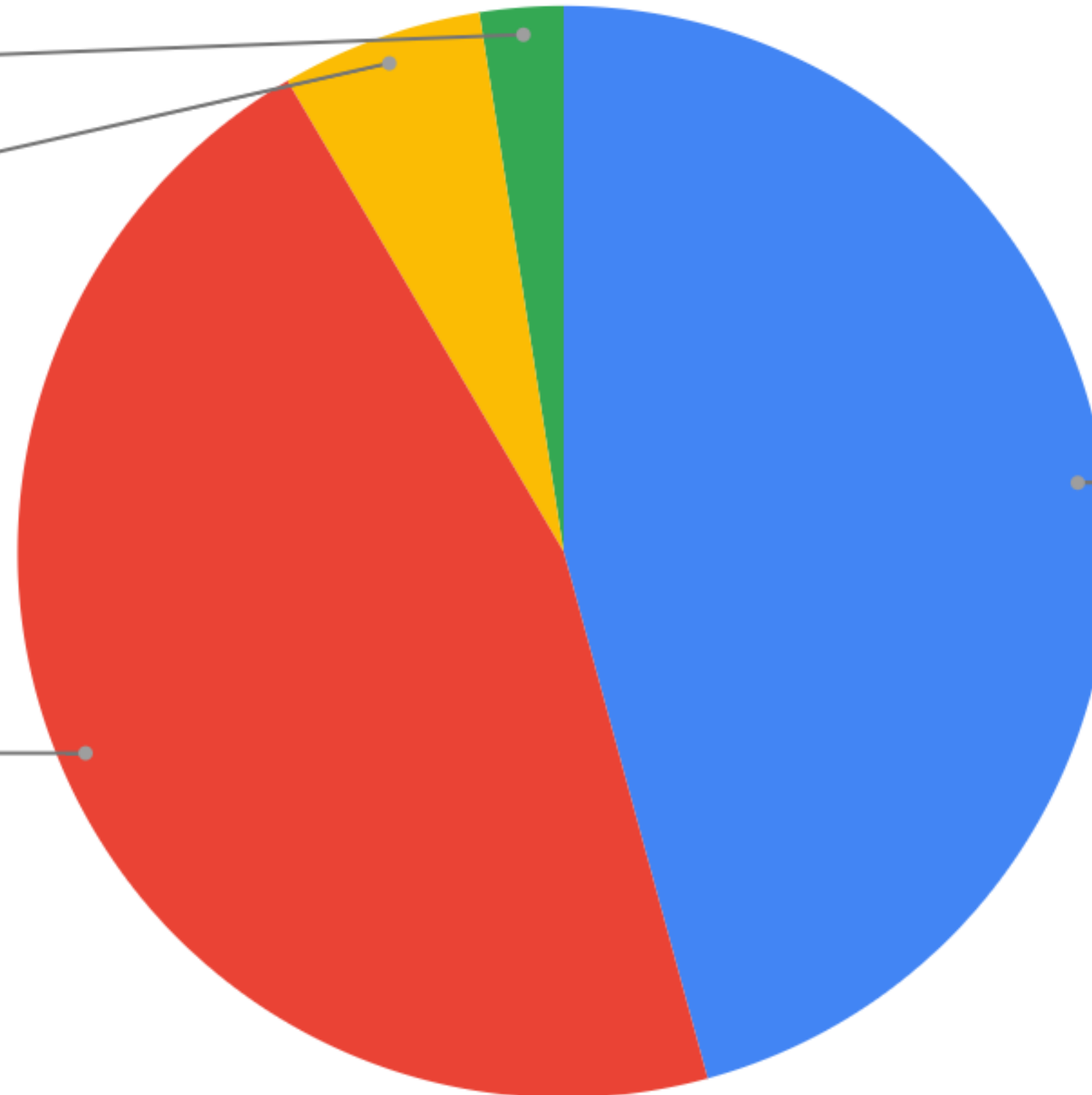
6.0%

11 through 100

45.8%

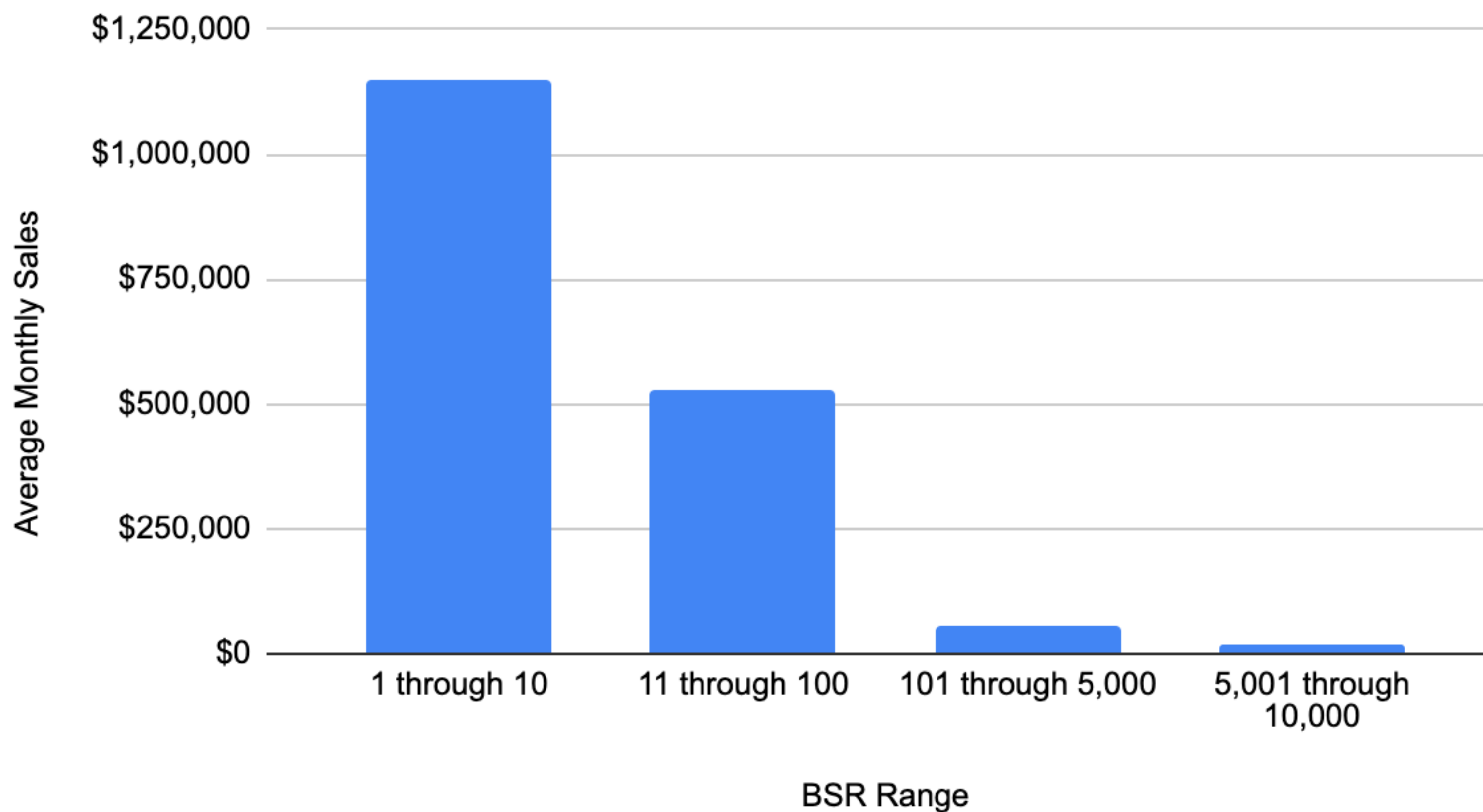
1 through 10

45.8%



# OFFICE PRODUCTS

Average Monthly Sales vs. BSR Range



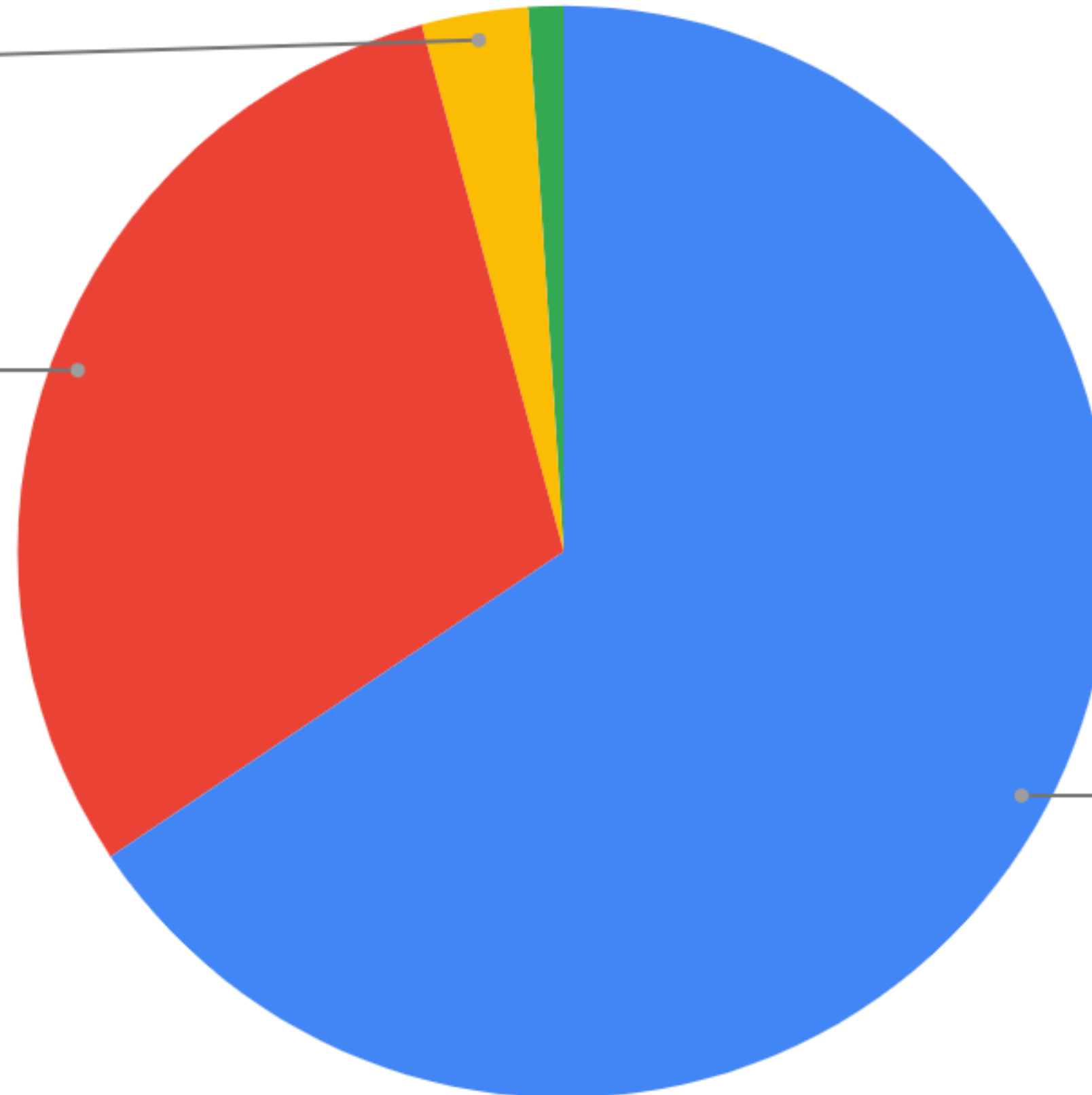
## OFFICE PRODUCTS

### Average Monthly Sales

101 through 5,000  
3.2%

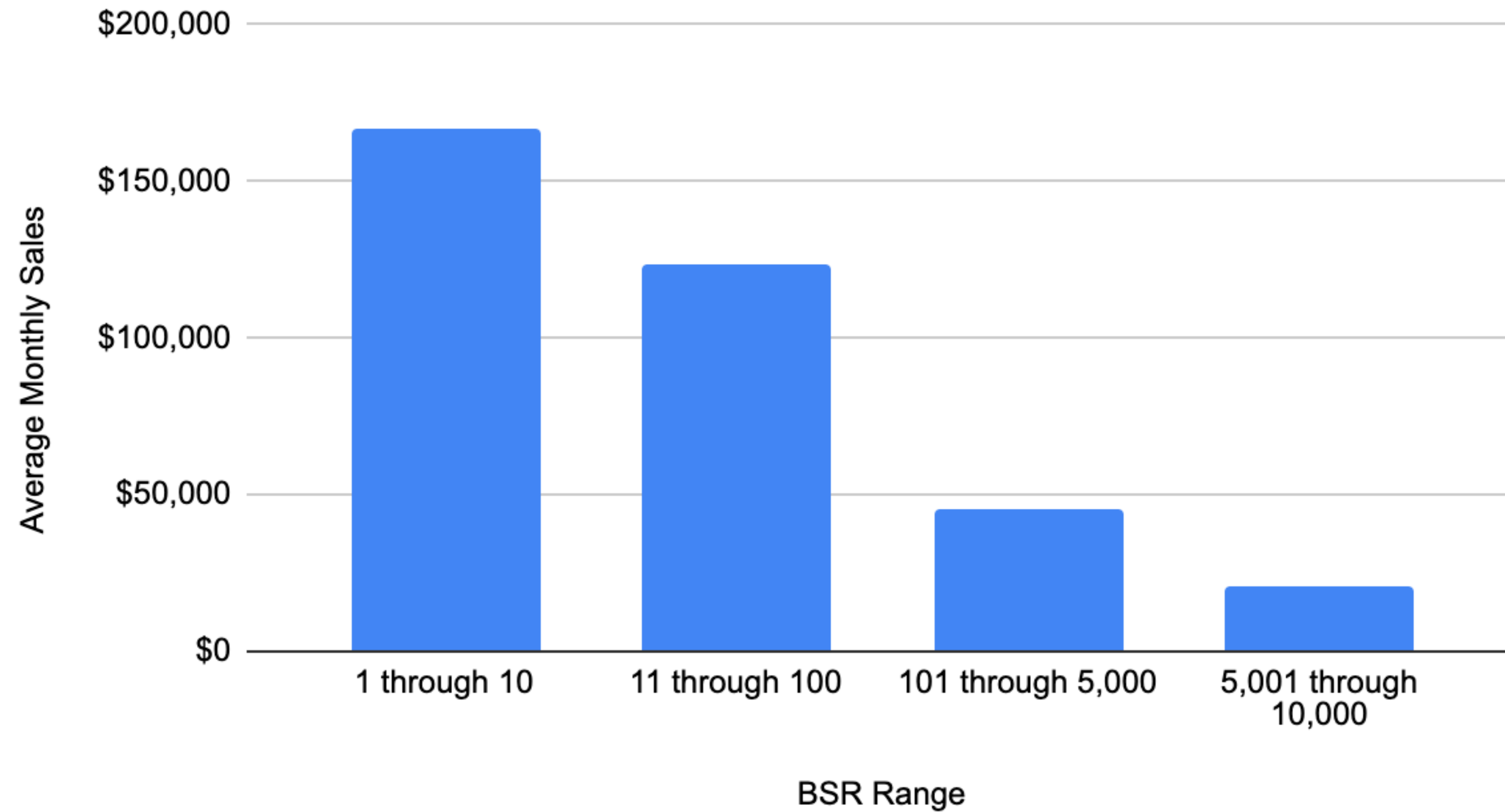
11 through 100  
30.2%

1 through 10  
65.6%



# PATIO

Average Monthly Sales vs. BSR Range



# PATIO

## Average Monthly Sales

5,001 through 10,000

5.8%

101 through 5,000

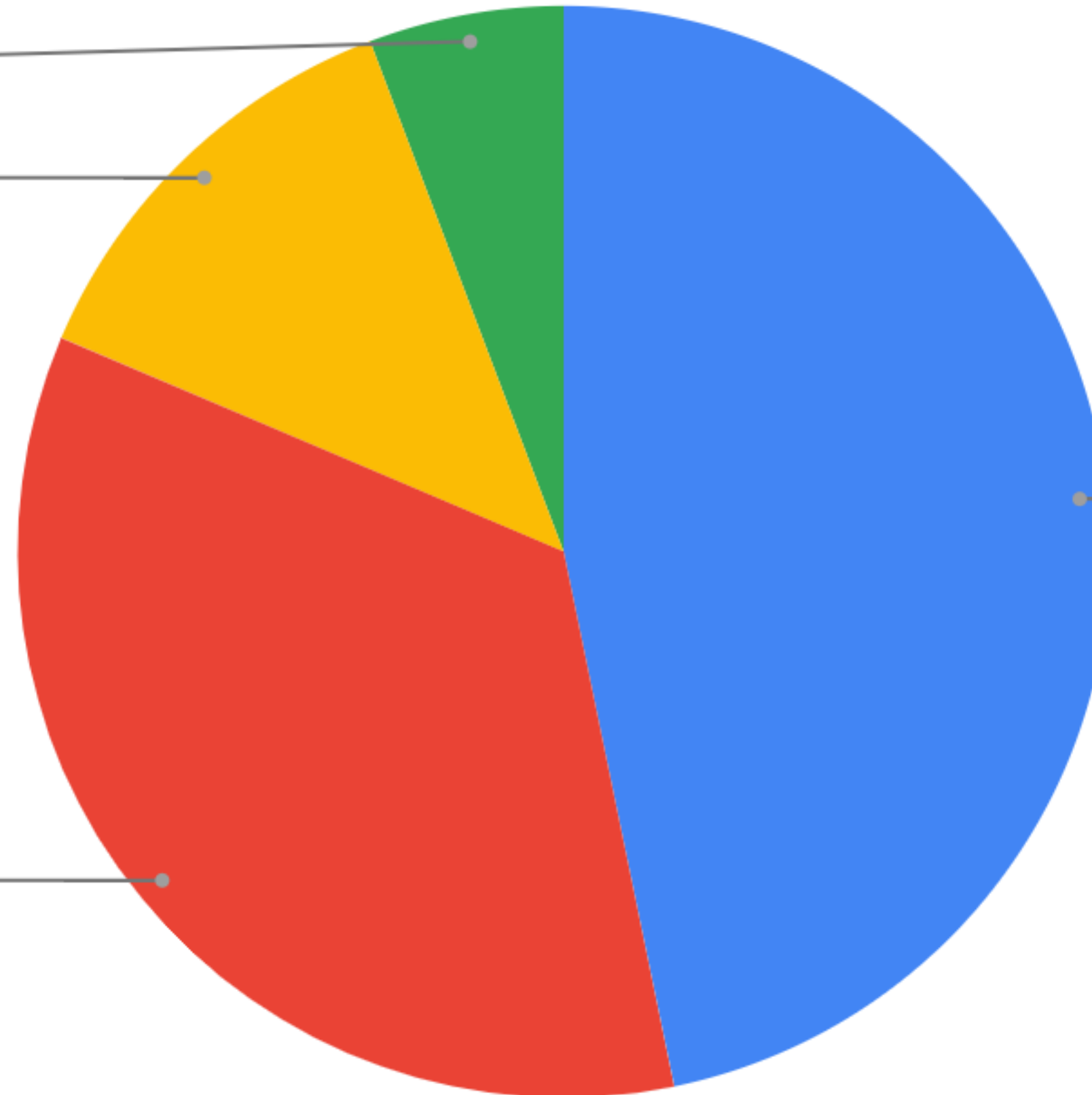
12.8%

11 through 100

34.7%

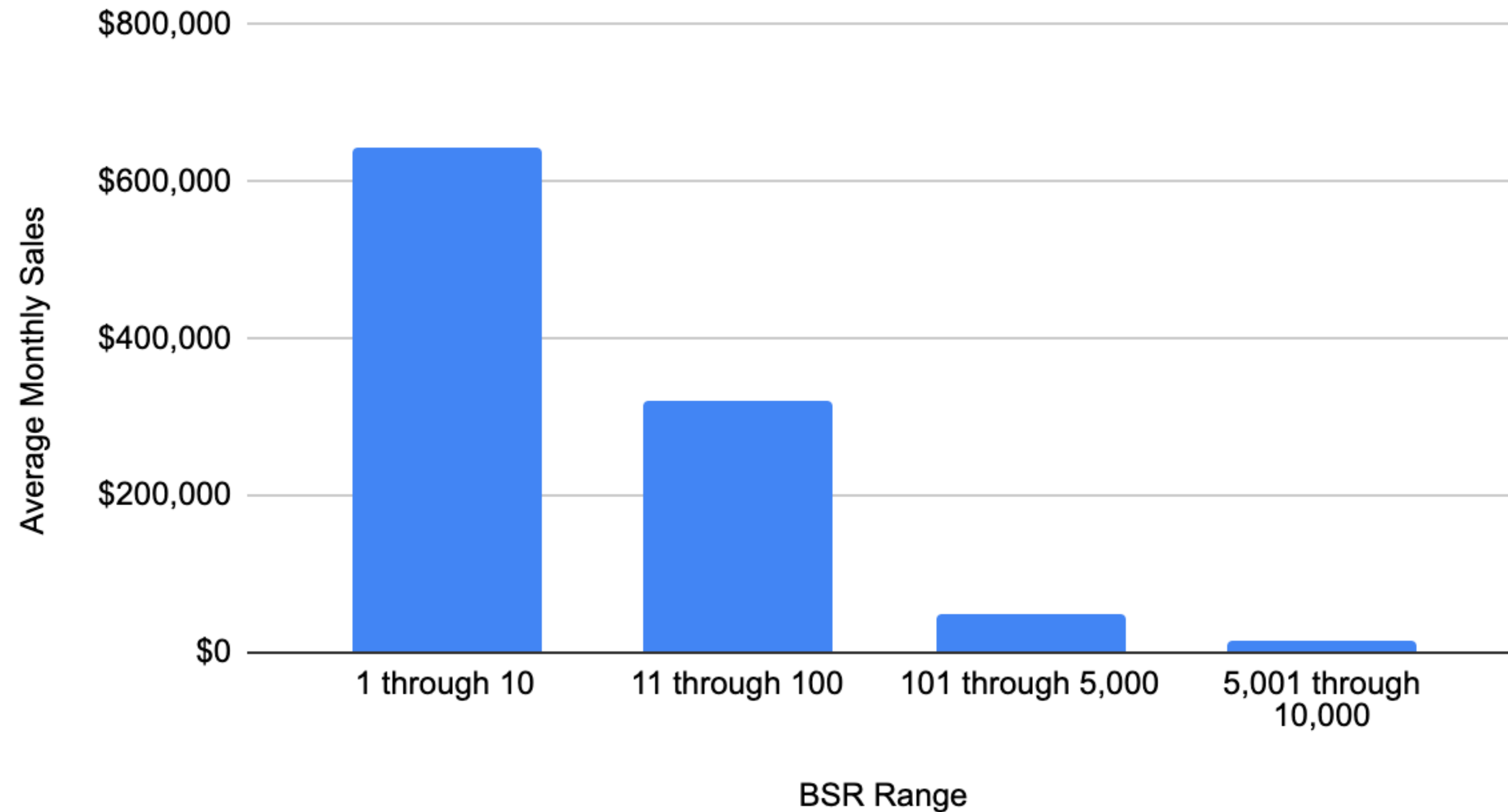
1 through 10

46.8%



# PET SUPPLIES

Average Monthly Sales vs. BSR Range





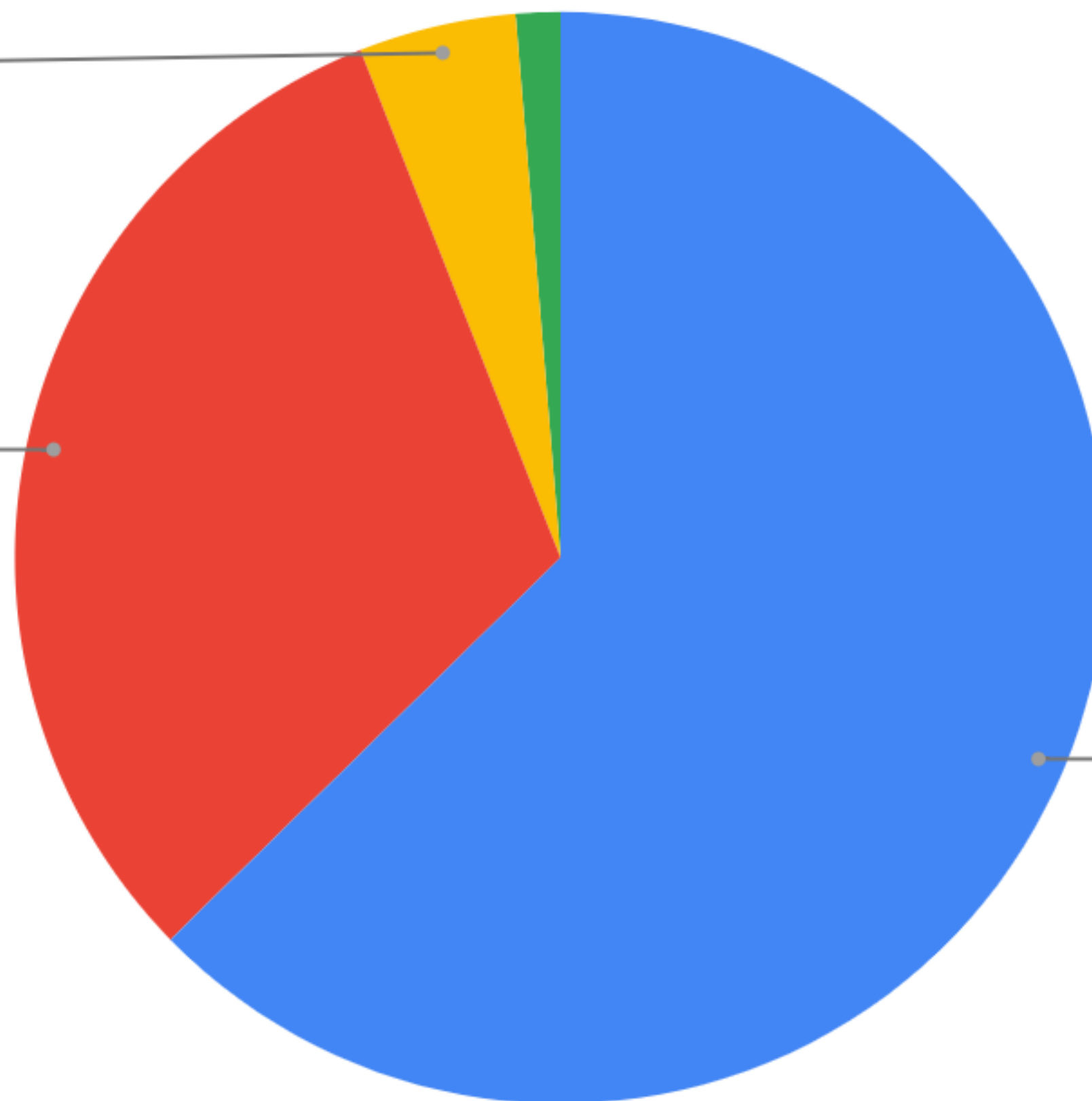
## PET SUPPLIES

### Average Monthly Sales

101 through 5,000  
4.7%

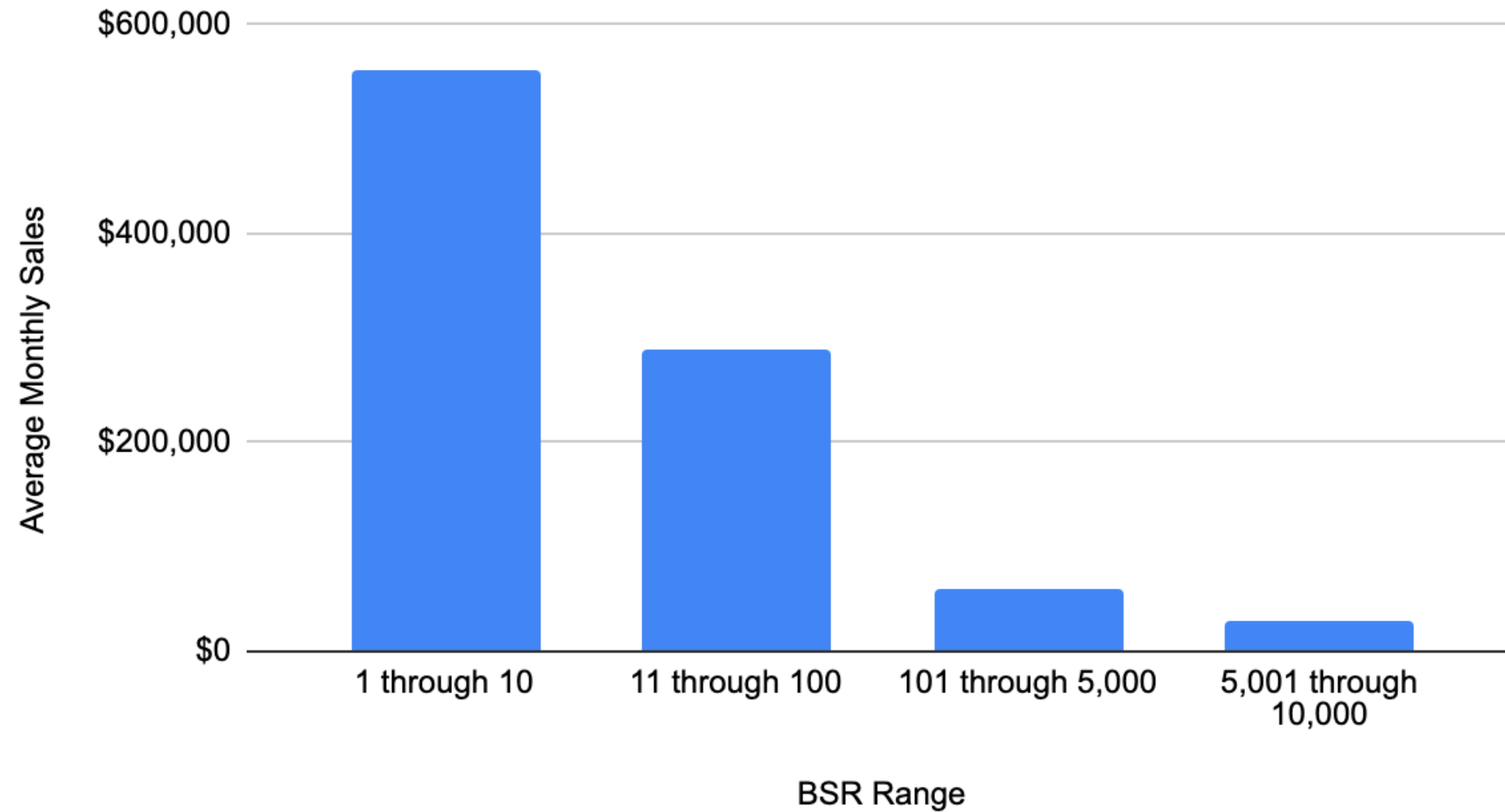
11 through 100  
31.3%

1 through 10  
62.7%



# SPORTS

Average Monthly Sales vs. BSR Range



## SPORTS

### Average Monthly Sales

5,001 through 10,000

3.2%

101 through 5,000

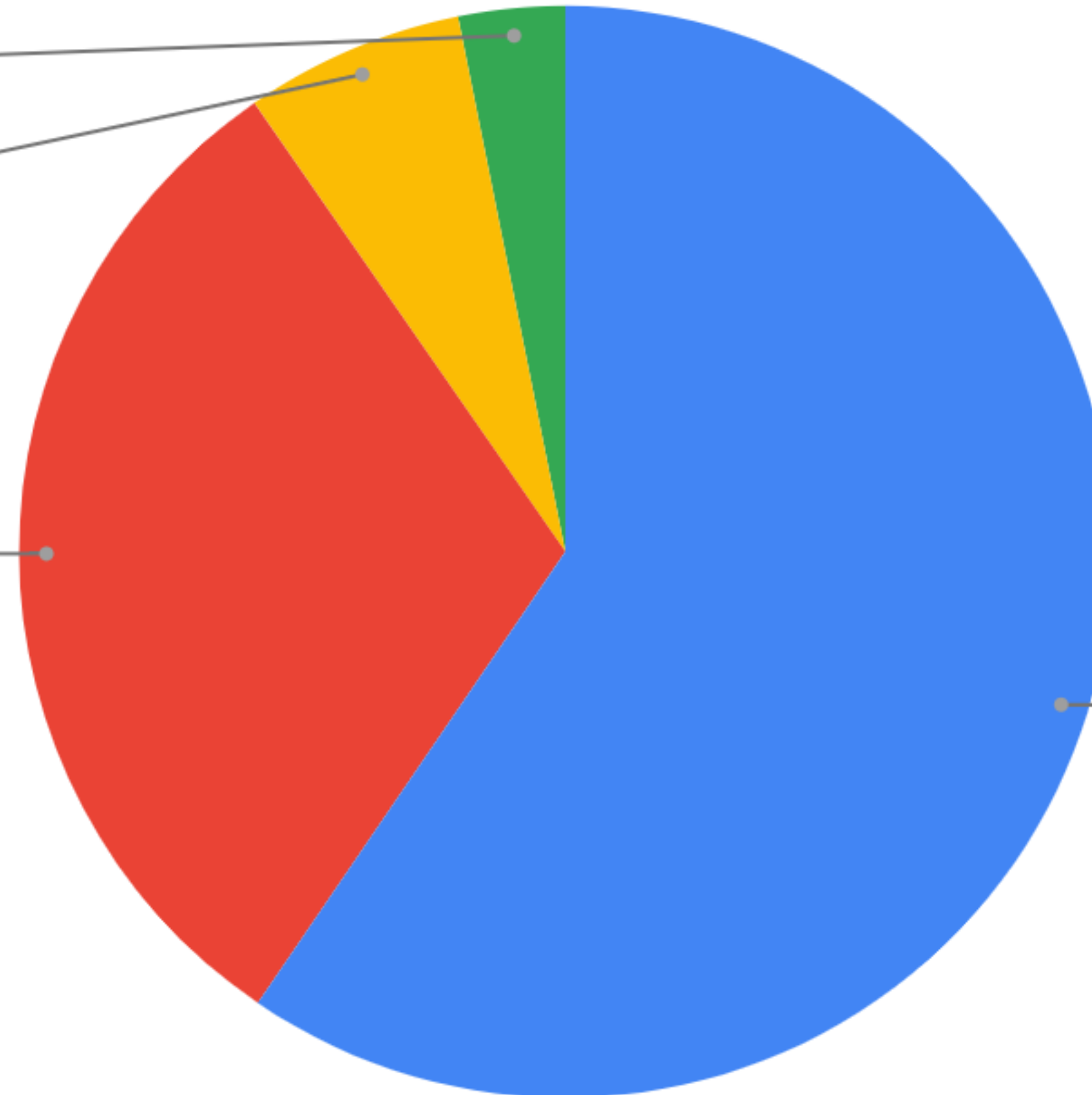
6.5%

11 through 100

30.8%

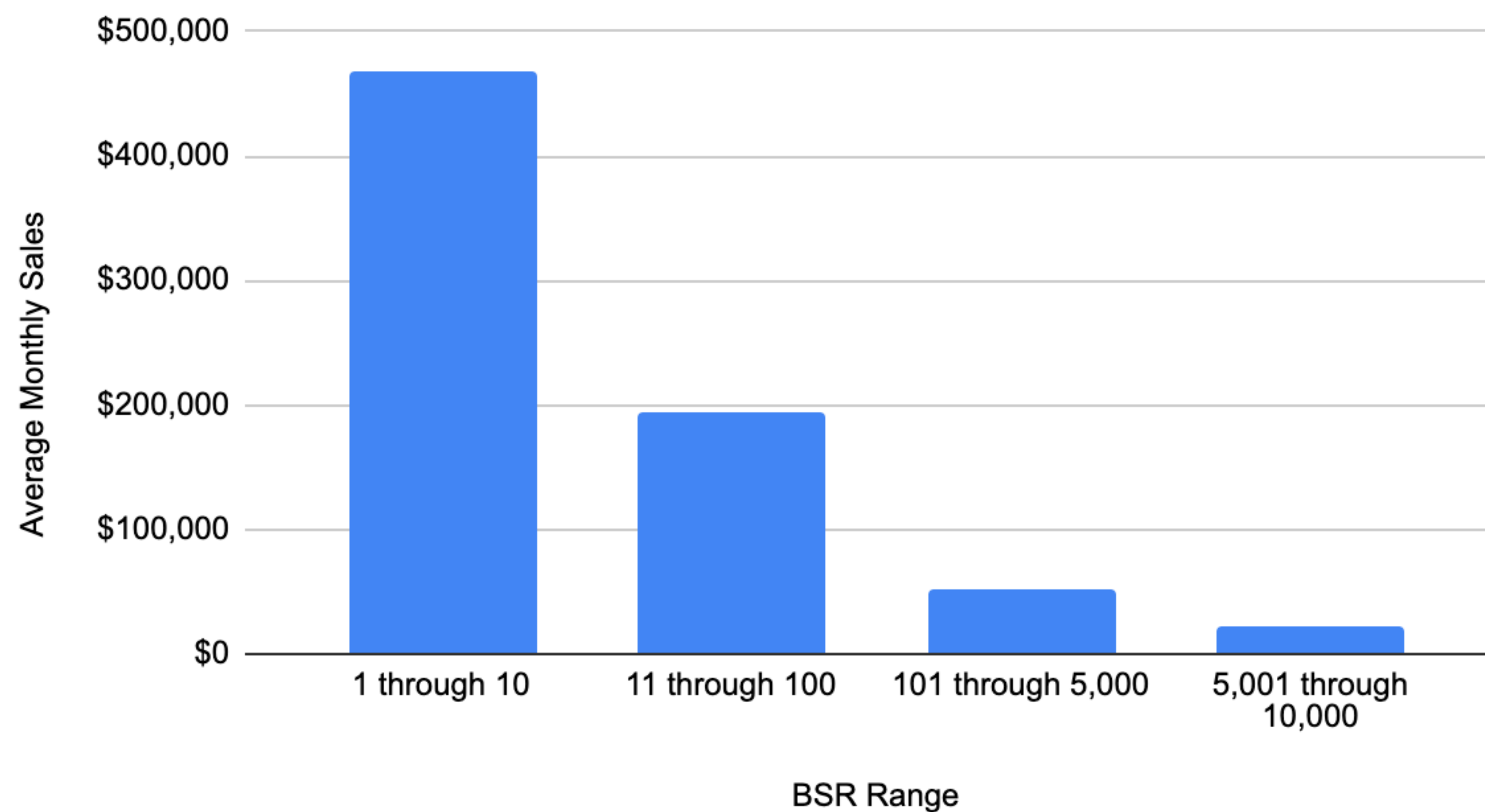
1 through 10

59.5%



# TOOLS

Average Monthly Sales vs. BSR Range



## TOOLS

### Average Monthly Sales

5,001 through 10,000

3.0%

101 through 5,000

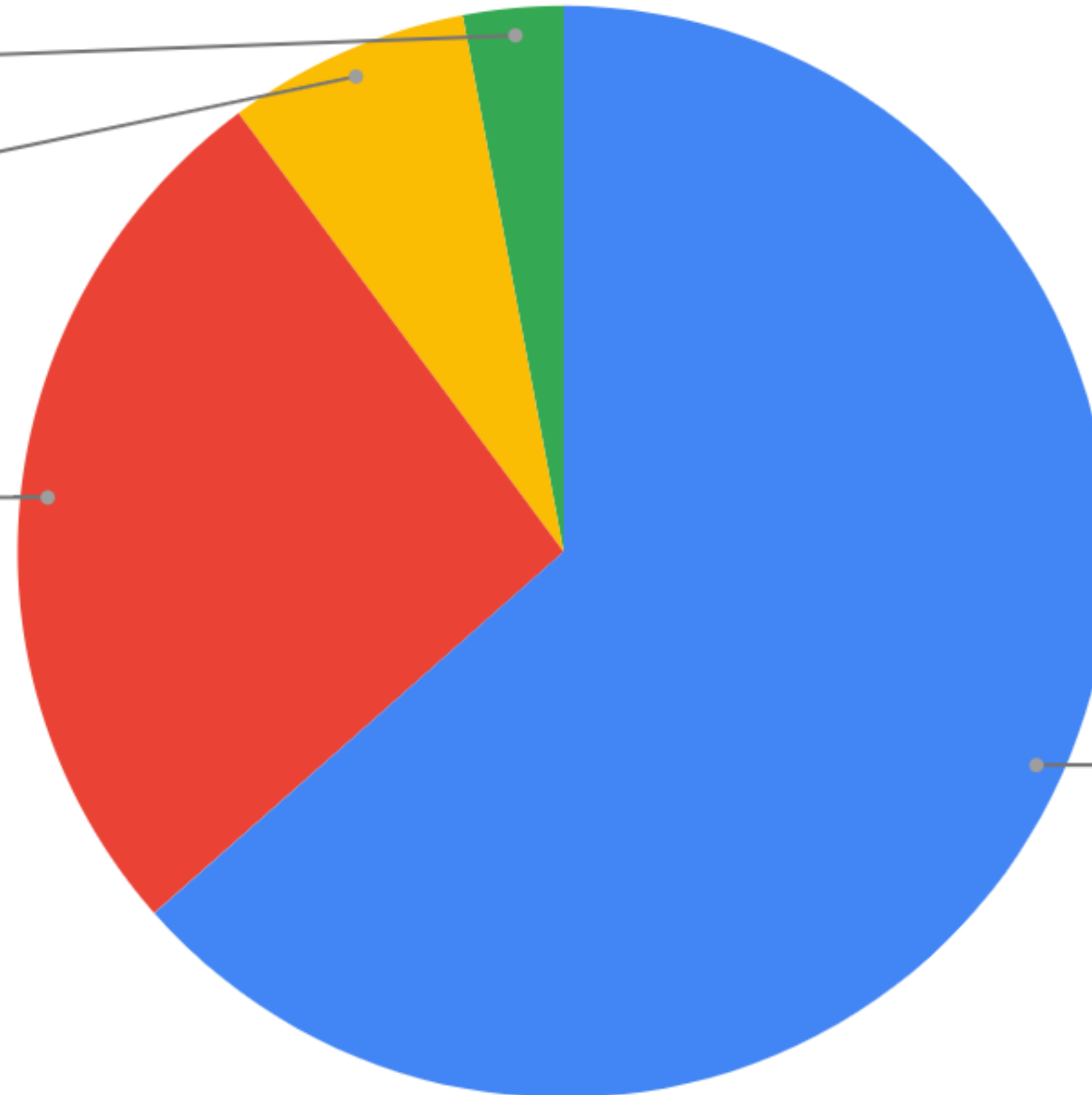
7.2%

11 through 100

26.4%

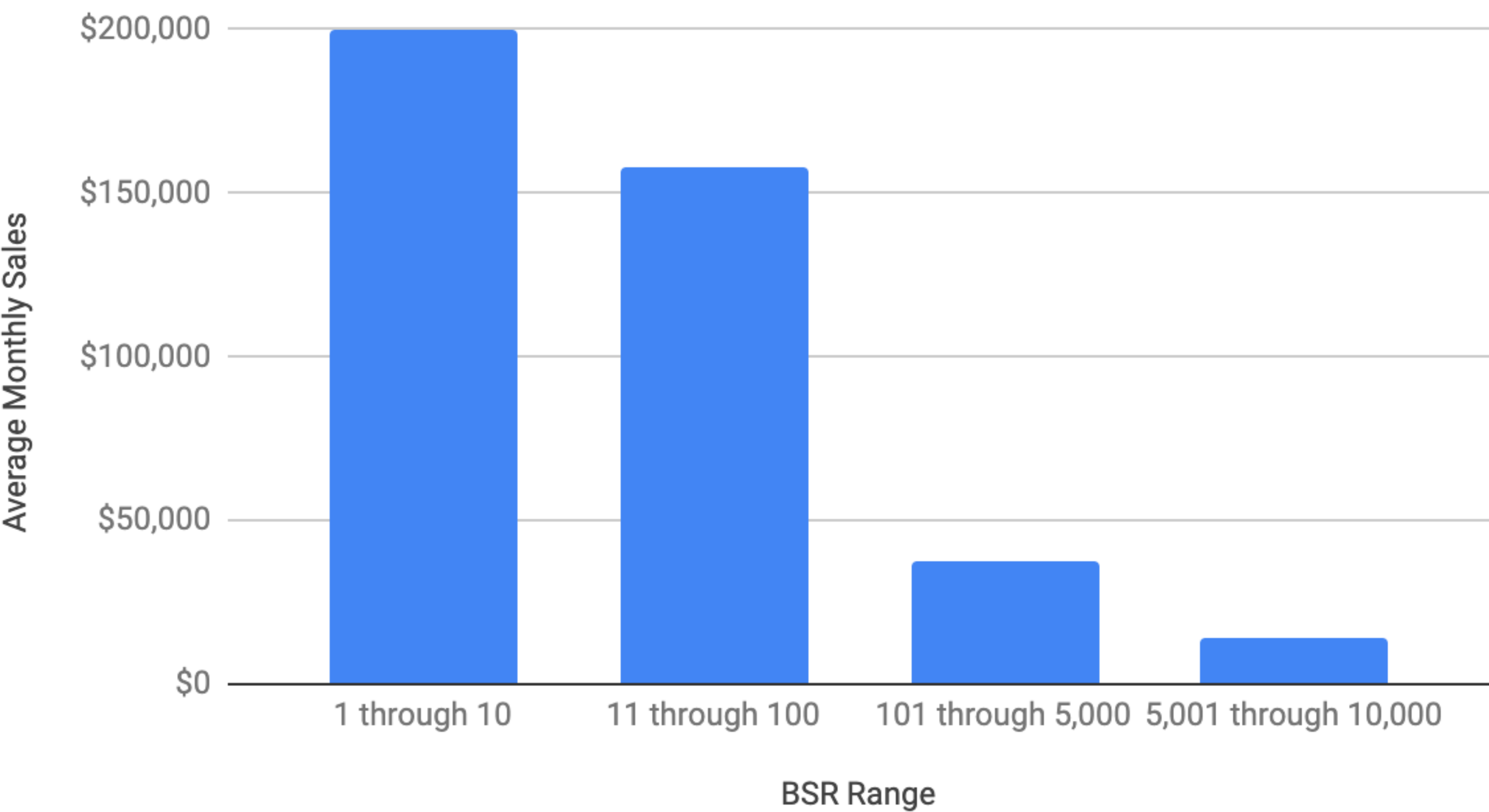
1 through 10

63.5%



TOYS

Average Monthly Sales vs. BSR Range



## TOYS

### Average Monthly Sales

5,001 through 10,000

3.5%

101 through 5,000

9.3%

11 through 100

38.5%

1 through 10

48.8%

