CONSUMER SEARCH TRENDS REPORT
SEPTEMBER 2024 IN REVIEW

We are excited to share our first Seller-facing Search Trends and Insights report. This report provides visibility into last month's top search terms and trends so that you can better understand concentrations in customer demand, purchase drivers and identify high-growth opportunities suitable for new product development.

Disclaimer: Data surfaced in this report is subject to continuous refresh and updates within the Opportunity Explorer tool may not match the data included in this report.

To view additional metrics, categories, trends and insights in your product categories, you can click on any of the hyperlinks and visuals to access **Product Opportunity Explorer in Seller Central.**

Insights are categorized by Product Group to provide more tailored views based on the specific product line you sell. Please refer to the definitions for each vertical to determine which one you should reference.

Click Link to Page

- **(Pages 2-6) Softlines:** Softlines refers to goods that are literally soft, such as clothing and bedding.

- **(Pages 7 - 11) Hardlines:** Hardlines refers to the non-BMVD (MediaLines) and non Softlines product lines, such as appliances or sports equipment. Hardlines are essentially synonymous with consumer durables.

- **(Pages 12-16) Consumables:** Consumables (also known as consumable goods, non-durable goods, or soft goods) are goods that are intended to be consumed. These are goods such as food and household items, that individuals and businesses use or wear out.
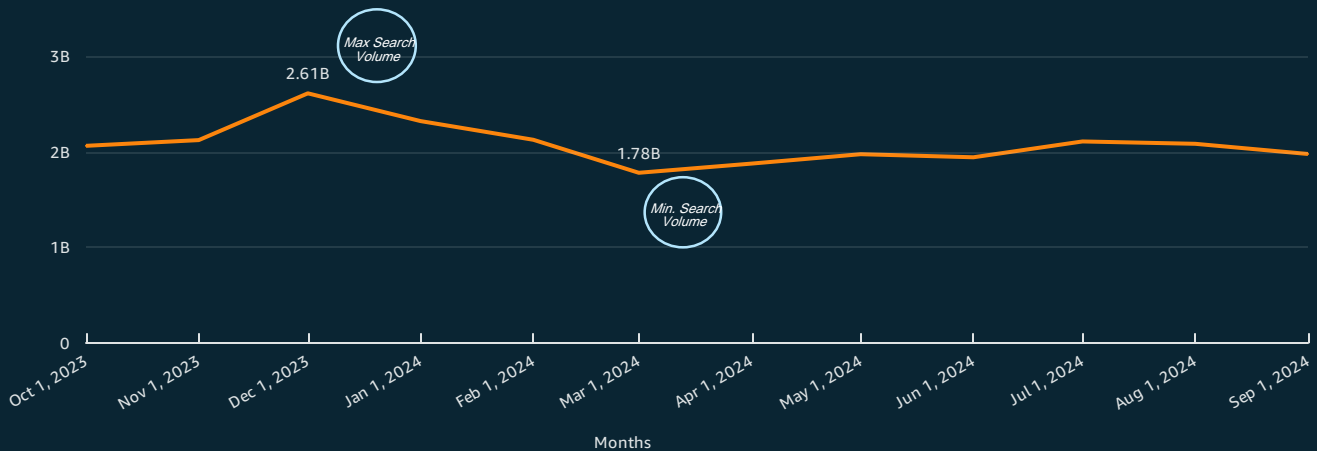
CONSUMER SEARCH TRENDS REPORT
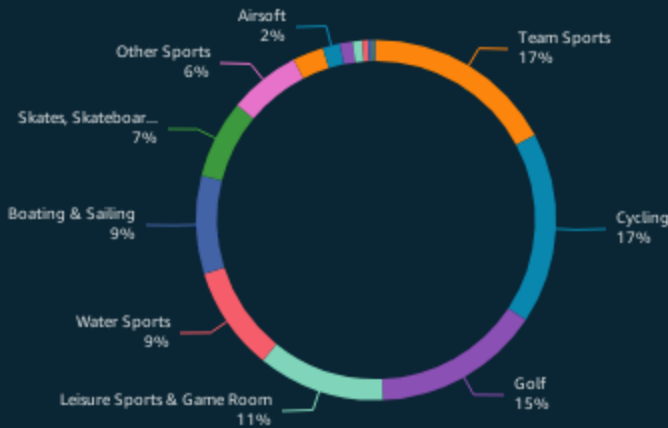## SOFTLINES EDITION
SEPTEMBER 2024 IN REVIEW

INTEREST OVER TIME

Softlines Search Volume

SEARCH VOLUME

Top Categories by Search Query Performance

Top 15 Categories by T90D Growth

Category	T90	Explore Details
Clothing	98%	
Shoes	79%	
Jewelry	36%	
Trading Cards	28%	
Team Sports	28%	
Winter Sports	26%	
Doll Accessories	22%	
Other Sports	16%	
Necklaces	15%	
Cycling	14%	
Handbags & Wallets	11%	
Triathlon	6%	
Skates, Skateboards & Scooters	6%	
Watches	5%	
Water Sports	4%	
Shops	4%	
Bracelets	1%	

Analyzing the customer funnel can help you identify stages in the purchase lifecycle to concentrate investments across to better focus and/or pivot investment. Softlines benefits from high average search volume growth, indicating an opportunity to capture higher impression and clicks by improving keyword optimization to maximize sales growth. The visuals below will breakdown trending search terms, ordered by Trailing 90-Day Growth, to help you identify areas of expansion in advertising and product development. Sellers should take advantage of increased consumer demand leveraging trends in subcategory performance and niche-grain drivers captured in the below insights in expectation of increased volume over the next quarter.

CONSUMER SEARCH TRENDS REPORT
SOFTLINES EDITION
SEPTEMBER 2024 IN REVIEW

SUBCATEGORY SEARCH TRENDS

Top % SubCategory Growth

SubCategory	T90	T180	Explore Details
Accessories	105%	34%	
Bikes	155%	33,698%	
Boots	71%	-31%	
Bracelets	368%	597%	
Costumes & Cosplay Apparel	431%	238%	
Fashion Hoodies & Sweatshirts	615%	1,011%	
Football	203%	86%	
Jewelry	288%	41%	
Leggings	59%	-65%	
Martial Arts	40%	5%	
Masks	431%	20%	
Outdoor	31%	-34%	
Single Cards	47%	403%	
Sledding	81%	-83%	
Slippers	45%	-39%	
Socks & Hosiery	71%	-49%	
Sweaters	837%	960%	
Volleyball	40%	52%	
Wigs	410%	-21%	

Top % SubCategory Decline

SubCategory	T90	T180	Explore Details
Badminton	-17%	142%	
Batteries	-32%	502%	
Boating	-15%	203%	
Boxing	-16%	-15%	
Child Seats & Cargo Trailers	-23%	95%	
Clothing Sets	-30%	195%	
Garment Bags	-16%	702%	
Glasses & Goggles	-20%	87%	
Golf Cart Accessories	-14%	61%	
Golf Carts	-28%	48%	
Golf Club Bags	-13%	60%	
Nerf Loaders	-14%	-19%	
Inline & Roller Skating	-18%	-18%	
Lacrosse	-51%	12%	
Magazines	-21%	284%	
Sandals	-24%	99%	
Shorts	-13%	190%	
Snowmobiling	-32%	-67%	
Swimsuits & Cover Ups	-30%	272%	
Training Equipment	-16%	61%	

NICHE SEARCH VOLUME GROWTH
Top Niches by Search Volume driving Trends in Subcategory Behavior

Top Niche Drivers - Search Volume Growth
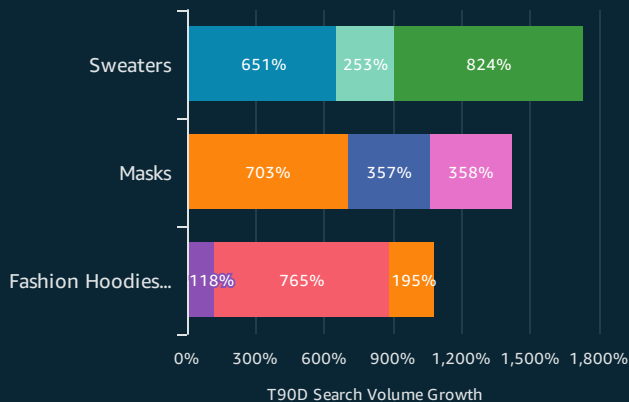
Item Type	Niche	T90	Explore Details
Sweaters	fall clothes for women ...	824%	
	sweater dress	253%	
	ugly christmas sweaters f...	651%	
Masks	catwoman mask	358%	
	jason mask	357%	
	witch mask	703%	
Fashion Hoodies & Sweatshirts	camo hoodie	195%	
	pink palm puff hoodie	765%	
	sweatshirt dress	118%	

CONSUMER SEARCH TRENDS REPORT
SOFTLINES EDITION
SEPTEMBER 2024 IN REVIEW

Item Type	Niche	T90	Explore Details
Batteries	11.1v battery gel blaster	-13%	📎
	11.1v lipo battery airsoft	-23%	📎
	splatrball gun battery	-60%	📎
Lacrosse	lacrosse goal	-61%	📎
	lacrosse mesh	-60%	📎
	lacrosse rebounder	-61%	📎
Snowmobiling	snowmobile cover	-32%	📎

Top Niche Drivers - Search Volume Decline

Batteries: -23%, -60%
Lacrosse: -61%, -60%, -61%
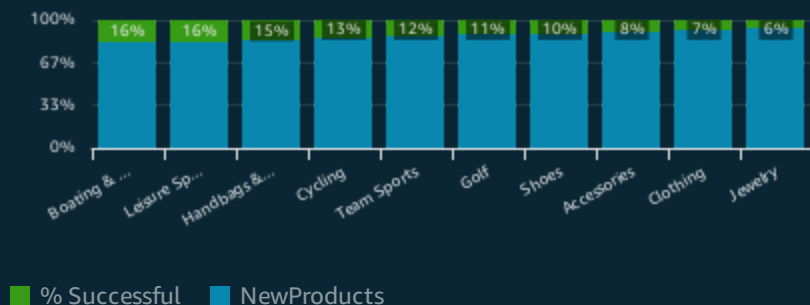Snowmobiling: -32%

T90D Search Volume Growth
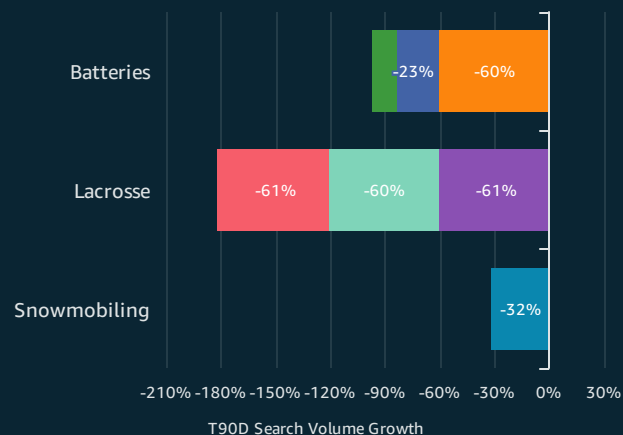
In September, Sweaters (+837% T90D), Fashion Hoodies (+615% T90D), and Masks (+431% T90D) demonstrated the highest category T90D growth. Sweaters was bolstered by a surge of interest in fall clothing items (+824% T90D). Niches showing sustained growth include an increase in queries related to costume masks (+703% T90D) and hoodies (+765% T90D) in anticipation of Halloween and the colder weather. While growth is being driven in part by headline new product launches, the trends on complimentary accessory search growth may provide opportunity to invest in complimentary selection.
You can see more data on each of the aforementioned Niches by clicking any of the headers in the chart above, or by navigating to Opportunity Explorer in Seller Central, Searching for your Niche by name, and clicking into the niche "Detail Page" from the search results.

SUCCESSFUL PRODUCT LAUNCHES
GROUPED BY CATEGORY PERFORMANCE

% Successful Product Launches

Boating & ...: 16%
Leisure Sp...: 16%
Handbags &...: 15%
Cycling: 13%
Team Sports: 12%
Golf: 11%
Shoes: 10%
Accesories: 8%
Clothing: 7%
Jewelry: 6%

■ % Successful   ■ NewProducts

Sellers should access Growth Opportunities to view brand-tailored recommendations around cold start strategies for new product launches. Key insights from the following chart indicate Boating & Sailing (+16%) and Leisure Sports (+16%) as top categories with the highest % of successful new product launches relative to those agggregate launches in the Category.

Conditions for 'Successful Product' designation defined in metrics glossary at bottom of report
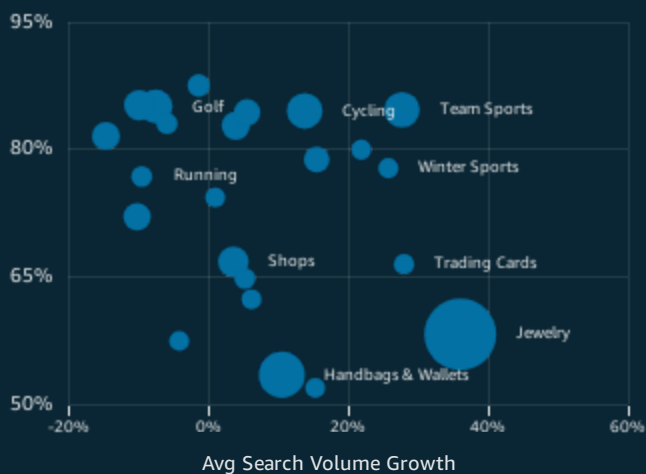
CONSUMER SEARCH TRENDS REPORT
SOFTLINES EDITION
SEPTEMBER 2024 IN REVIEW

CLICK RATE PERFORMANCE

Market Growth by Click Share % Concentration

Bubble size indicates aggregate search volume frequency

Summary: Categories indicating high growth potential with low click share rates captured by the top 5 products in the subcategory.
Insights: Trading Cards (+28% Search Volume Growth T90D) benefited from increased search volume growth in Q3. The Jewelry category (+36% Search Volume Growth T90D) indicates below average click-through with high aggregate search volume (174M) captured in the category, signaling high consumer search with low click conversion.
**Action:** Consider reviewing high-converting Search Terms within high-growth niches to exploit fragmented markets with low saturation and increasing consumer interest in trending niches.

CUSTOMER RATING - MARKET SIGNALING

Each data point represents a Niche where the customer rating falls below the Category average, signaling strong potential for improved product quality in the Category. Milkmaid Dresses within the Accessories category is a highly searched niche with below average click share of 40% (-83bps vs Softlines Avg) amongst the top 20 products and a customer rating below the category average (-.5 stars). Sellers should consider benchmarking relative to their respective category or leveraging CS insights on search terms to identify opportunities for strong new selection candidacy.

Top 25 Niches by Below Average Review Ratings

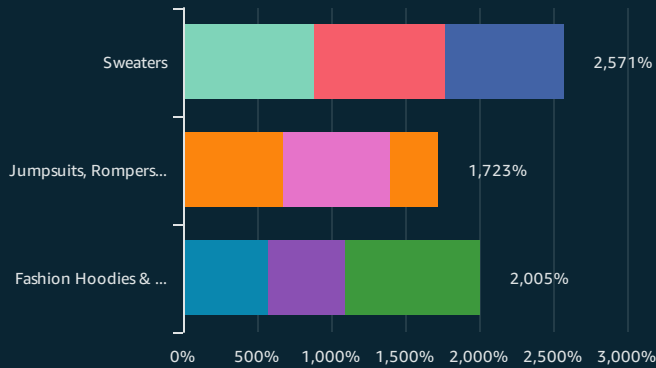BUBBLE SIZE INDICATES DIFFERENCE BETWEEN CATEGORY AVERAGE & NICHE RATING
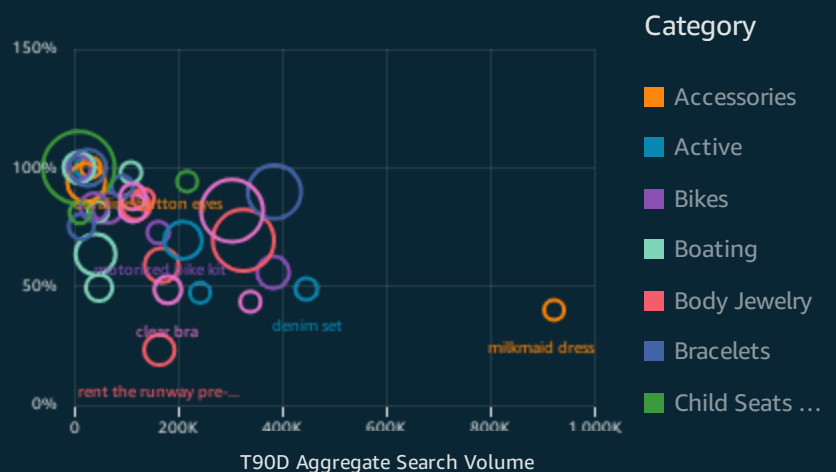
Category
- Accessories
- Active
- Bikes
- Boating
- Body Jewelry
- Bracelets
- Child Seats ...

[HOLIDAY EDITION] TRENDS TO BOOKMARK FOR Q4 24'

Top 3 Subcategory Searches

Q4 23' Search Volume Growth

Niche	Top 3 Searches	T90...	Explore
Sweaters	nude sweater	800%	0
	off the shoulder sweater dress	883%	0
	plus size sweaters for women 3x	889%	0
Jumpsuits, Rompers & Overalls	black jumpsuit long sleeve	323%	0
	full body suit tummy control	724%	0
	white pirate dress	676%	0
Fashion Hoodies & Sweatshirts	gigi sweatshirts for women	906%	0
	sherpa pullover womens	521%	0
	taylor swift sweatshirt	577%	0

In Q4 23', trends in search query performance indicated strong consumer interest in Sweaters (+2571% T90D), Jumpsuits (+1723% T90D), and Fashion Hoodies (+2005 T90D). Surges in queries related to plus size sweaters (+889% T90D) and tummy control body suits (+724% T90D) , along with their accompanying accessories dominated search performance. Sellers should explore more in-depth Subcategory behavior ahead of the holiday season to best prepare for upcoming search trends in consumer behavior.

Top Search Terms in Q4 23' (T90D Growth)
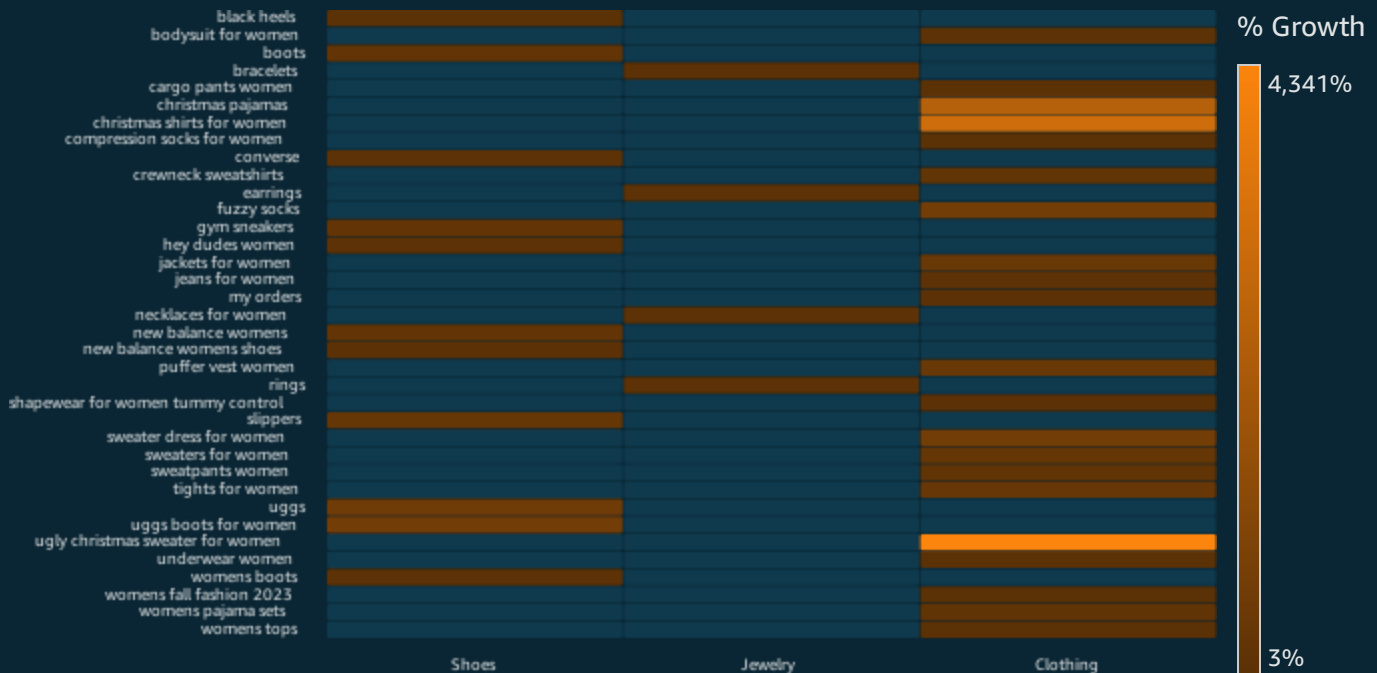
In Q4 2023, queries related to clothing benefited from the highest search volume growth, namely searches relating to ugly christmas sweaters (+4,341% T90D) and pajamas (+3,086% T90D). Sellers should consider benchmarking keyword strategies relative to historicaldata to anticipate upcoming trends.
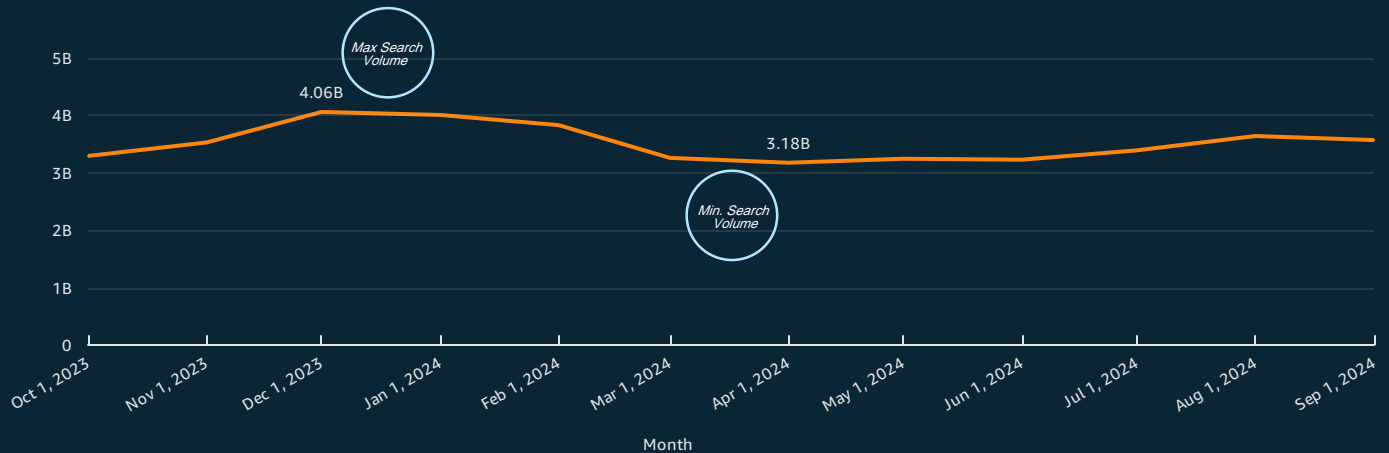
CONSUMER SEARCH TRENDS REPORT
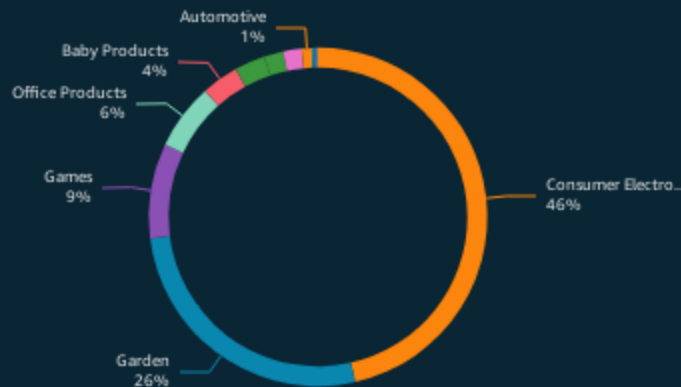## HARDLINES EDITION
SEPTEMBER 2024 IN REVIEW

INTEREST OVER TIME

Hardlines Search Volume

Max Search Volume

4.06B

Min. Search Volume

3.18B

5B
4B
3B
2B
1B
0

Oct 1, 2023 · Nov 1, 2023 · Dec 1, 2023 · Jan 1, 2024 · Feb 1, 2024 · Mar 1, 2024 · Apr 1, 2024 · May 1, 2024 · Jun 1, 2024 · Jul 1, 2024 · Aug 1, 2024 · Sep 1, 2024

Month

SEARCH VOLUME

Top Categories by Search Query Performance

Automotive 1%
Baby Products 4%
Office Products 6%
Games 9%
Consumer Electro... 46%
Garden 26%

Top 15 Categories by T90D Growth

Category	T90	Explore Details
Garden	902%	🖉
Appliances	138%	🖉
Sporting Goods	120%	🖉
Office Products	91%	🖉
Fashion	91%	🖉
Consumer Electronics	61%	🖉
Games	56%	🖉
Arts And Crafts	28%	🖉
Toys And Games	27%	🖉
Industrial	8%	🖉
Home Improvement	6%	🖉
Baby Products	1%	🖉
Musical Instruments	-1%	🖉
Collectibles	-3%	🖉
Automotive	-4%	🖉

Analyzing the customer funnel can help you identify stages in the purchase lifecycle to concentrate investments across to better focus and/or pivot investment. Hardlines benefits from high average search volume growth, indicating an opportunity to capture higher impression and clicks by improving keyword optimization to maximize sales growth. The visuals below will breakdown trending search terms, ordered by Trailing 90-Day Growth, to help you identify areas of expansion in advertising and product development. Sellers should take advantage of increased consumer demand leveraging trends in subcategory performance and niche-grain drivers captured in the below insights in expectation of increased volume over the next quarter.

CONSUMER SEARCH TRENDS REPORT
HARDLINES EDITION
SEPTEMBER 2024 IN REVIEW

SUBCATEGORY SEARCH TRENDS

Top % SubCategory Growth

SubCategory	T90	T180	Explore Details
Accessories	904%	4,177%	
Bath	130%	21%	
Bedding	57%	24%	
Boys	31%	21%	
Camera & Photo	36%	16,488%	
Crafting	32%	6%	
Fan Shop	227%	650%	
Generators & Portable Power	89%	1,944%	
Girls	57%	87%	
Headphones, Earbuds & ...	506%	15,453%	
Kitchen & Dining	84%	22%	
Novelty & More	176%	143%	
Office & School Supplies	128%	101%	
PC	76%	37%	
Parts & Accessories	163%	8%	
PlayStation 5	182%	3,657%	
Snow Removal	76%	-65%	
Video Projectors	181%	268%	
Wearable Technology	32%	207%	
Xbox One	33%	-30%	

Top % SubCategory Decline

SubCategory	T90	T180	Explore Details
Car & Vehicle Electronics	-6%	21%	
Car Seats & Accessories	-9%	68%	
Electronic Music, DJ & Karaoke	-4%	-9%	
Entertainment	-3%	-27%	
Exterior Accessories	-7%	20%	
Farm & Ranch	-21%	66%	
Gardening & Lawn Care	-15%	124%	
Grills & Outdoor Cooking	-20%	128%	
Hunting & Fishing	-18%	243%	
Lighting & Ceiling Fans	-4%	39%	
Live Sound & Stage	-6%	-9%	
Mac	-11%	-20%	
Motorcycle & Powersports	-8%	39%	
Online Game Services	-5%	-12%	
Outdoor Power Tools	-19%	292%	
Outdoor Storage & Housing	-12%	73%	
Patio Furniture & Accessories	-36%	239%	
Printmaking	-6%	-12%	
Strollers & Accessories	-14%	156%	
Uniforms, Work & Safety	-19%	14%	

NICHE SEARCH VOLUME GROWTH

Top Niches by Search Volume driving Trends in Subcategory Behavior

Top Niche Drivers - Search Volume Growth

T90D Search Volume Growth
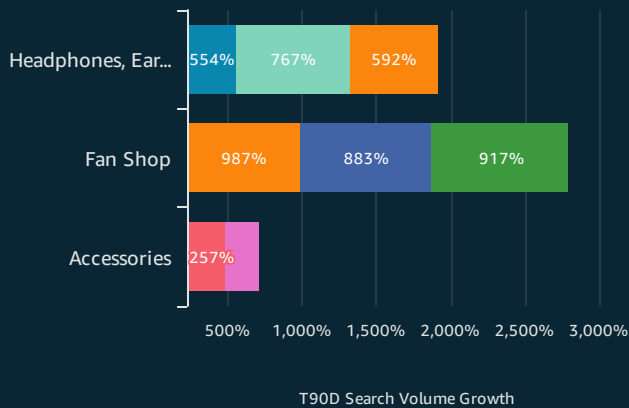
Subcateg...	Niche	T90	Explore
Headphones, Earbuds & Accessories	headphones for chromebooks	554%	
	kim kardashian beats	767%	
	wired earbuds with case	592%	
Fan Shop	colts shirt	987%	
	pittsburgh steelers womens ...	883%	
	saints shirts for men	917%	
Accessories	iphone pro max screen protector	225%	
	loveledi portable charger pow...	257%	
	stylus for chromebook	223%	

Subcateg...	Niche	T90	Explore Details
Patio Furniture & Accessories	tanning chair with face hole	-67%	✎
	water table cover	-77%	✎
	water table umbrella	-73%	✎
Grills & Outdoor Cooking	grill rescue brush	-78%	✎
	outdoor bar cart	-59%	✎
	rolling grill basket	-60%	✎
Farm & Ranch	bee cups for garden	-82%	✎
	lime for chicken coop	-63%	✎
	queen excluder 10 frame	-69%	✎

Top Niche Drivers - Search Volume Decline
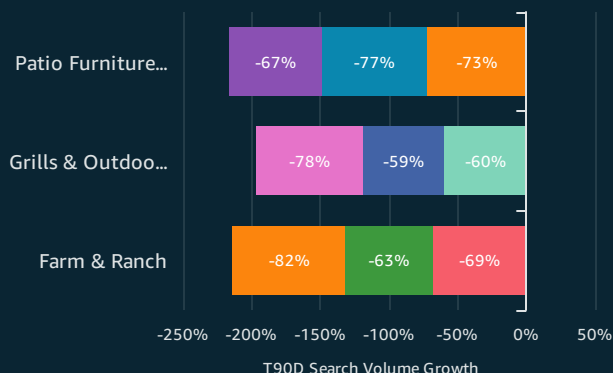
In September, Accessories (+904% T90D), Headphones (+506% T90D), and the Fan Shop (+227% T90D) demonstrated the highest category T90D growth. Headphones was bolstered by a surge of interest in new product launches (+767% T90D) and complementary items (+592% T90D). Niches showing sustained growth include an increase in queries related to sports merchandising ahead of football season (+987% T90D) and tech accessories (+257% T90D). While growth is being driven in part by headline new product launches, the trends on complimentary accessory search growth may provide opportunity to invest in complimentary selection.
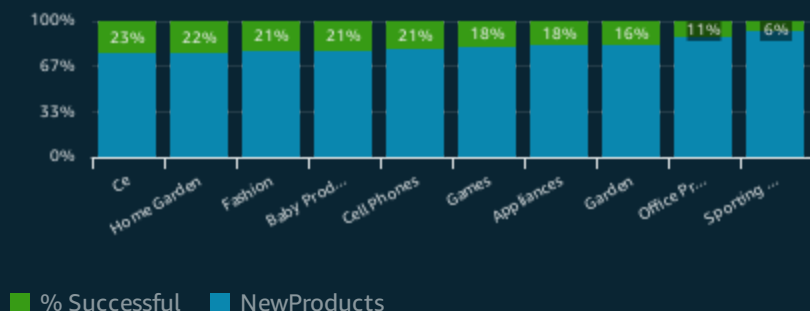
You can see more data on each of the aforementioned Niches by clicking any of the headers in the chart above, or by navigating to Opportunity Explorer in Seller Central, Searching for your Niche by name, and clicking into the niche "Detail Page" from the search results.

SUCCESSFUL PRODUCT LAUNCHES
GROUPED BY CATEGORY PERFORMANCE

Sponsored advertising is a resource sellers should leverage to improve keyword optimization, page discoverability and search impressions.

% Successful Product Launches

■ % Successful   ■ NewProducts

Sellers should access Growth Opportunities to view brand-tailored recommendations around cold start strategies for new product launches. Key insights from the following chart indicate Consumer Electronics (+23%) and Home Garden (22%) as top categories with the highest % of successful new product launches relative to those agggregate launches in the Category.

Conditions for 'Successful Product' designation defined in metrics glossary at bottom of report
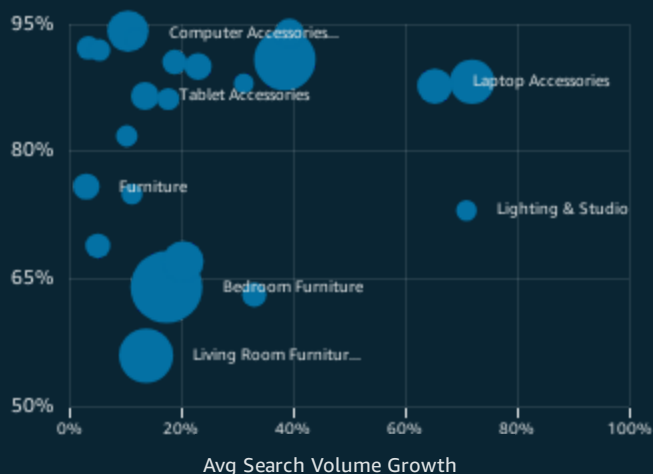
CONSUMER SEARCH TRENDS REPORT
HARDLINES EDITION
SEPTEMBER 2024 IN REVIEW

CLICK RATE PERFORMANCE

Market Growth by Click Share % Concentration

Bubble size indicates aggregate search volume frequency

Avg Search Volume Growth

Summary: Categories indicating high growth potential with low click share rates captured by the top 5 products in the subcategory.
Insights: Lighting & Studio (+71% Search Volume Growth T90D) benefited from increased search volume growth in Q3. Bedroom Furniture (+17% Search Volume Growth T90D) indicates below average click-through with high aggregate search volume (85M) captured in the category, signaling high consumer search with low click conversion.
Action: Consider reviewing high-converting Search Terms within high-growth niches to exploit fragmented markets with low saturation and increasing consumer interest in trending niches.

CUSTOMER RATING - MARKET SIGNALING

Each data point represents a Niche where the customer rating falls below the Category average, signaling strong potential for improved product quality in the Category. TV antennas within the Electronics category is a highly searched niche with below average click share of 58% (-83bps vs Hardlines Avg) amongst the top 20 products and a customer rating below the Garden category average (-1.07 stars). Sellers should consider benchmarking relative to their respective category or leveraging CS insights on search terms to identify opportunities for strong new selection candidacy.

Top 25 Niches by Below Average Review Ratings

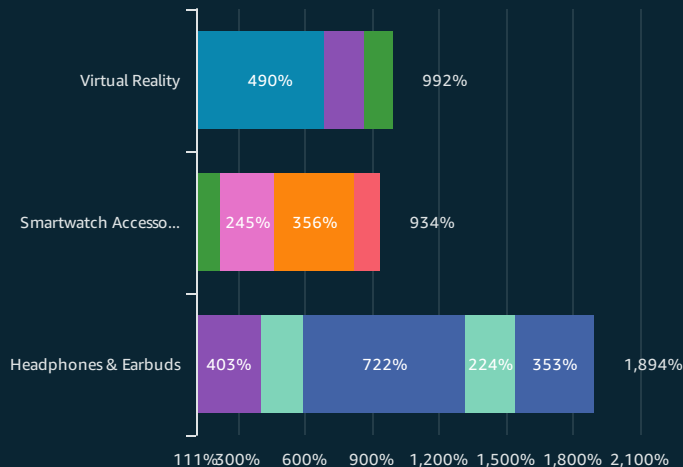BUBBLE SIZE INDICATES DIFFERENCE BETWEEN CATEGORY AVERAGE & NICHE RATING

T90D Aggregate Search Volume
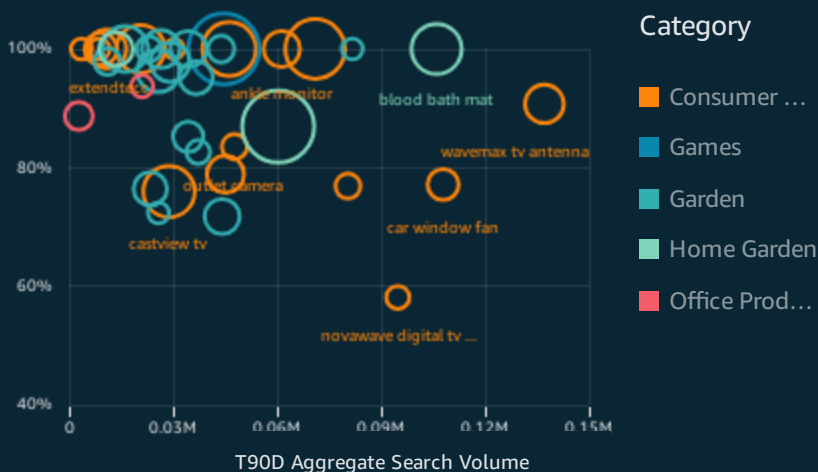
Category

- Consumer ...
- Games
- Garden
- Home Garden
- Office Prod...

[HOLIDAY EDITION] TRENDS TO BOOKMARK FOR Q4 24'

Top 3 Subcategory Searches

Subcategory	Top 5 Searches	T90D	Explore
Virtual Reality	beat saber	129%	
	oculus quest 2 case	175%	
	oculus quest 2 games	490%	
	vive tracker 3.0	86%	
	vr mat	111%	
Smartwatch Accessories	galaxy watch 6 screen …	114%	
	pixel watch case	356%	
	pixel watch screen protector	245%	
	portable apple watch charger	99%	
	stitch watch	120%	
Headphones & Earbuds	cozyband wireless headphon…	353%	
	mini earbuds	224%	
	ski helmet headphones	722%	
	symphony band	190%	
	transformers earbuds	403%	

In Q4 23', trends in search query performance indicated strong consumer interest in Virtual Reality (+992% T90D), Smartwatch Accessories (+934% T90D), and Headphones & Earbuds (+1894 T90D). Surges in queries related to product launches, namely oculus quest (+490% T90D) and the pixel watch case (+356% T90D) , along with their accompanying accessories dominated search performance. Sellers should explore more in-depth Subcategory behavior ahead of the holiday season to best prepare for upcoming search trends in consumer behavior.

Top Search Terms in Q4 23' (T90D Growth)
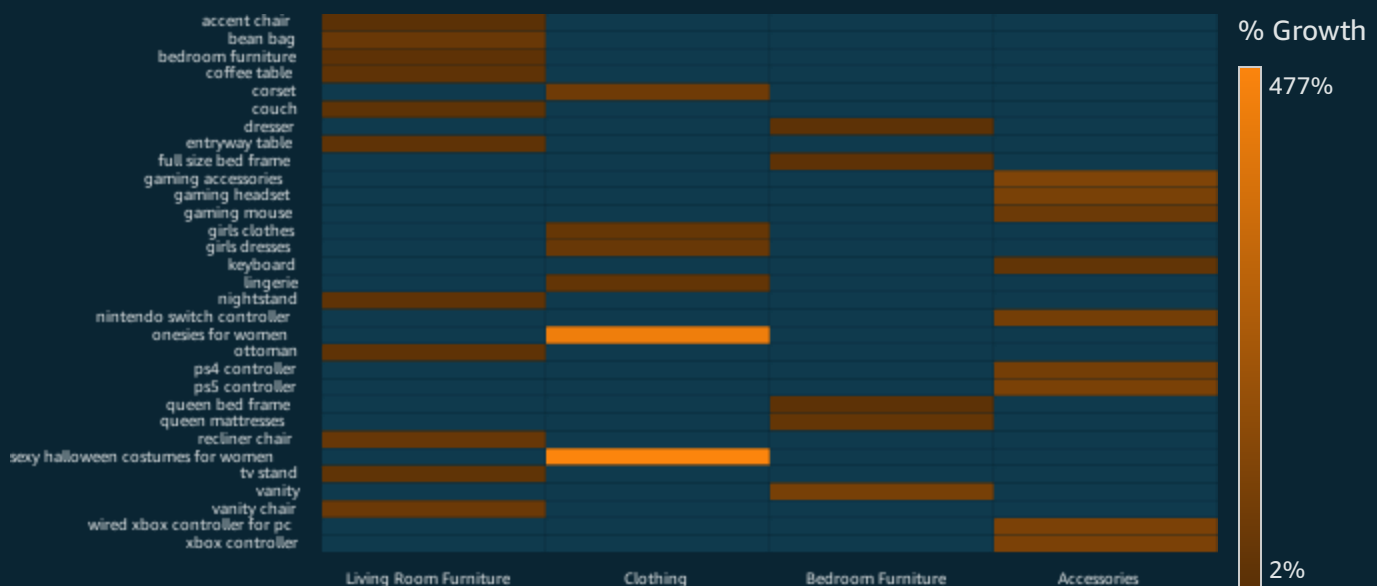
In Q4 23', queries related to clothing benefited from the highest search volume growth, namely searches relating to 'onesies (+439% T90D) and costumes for women (+477% T90D). Sellers should consider benchmarking keyword strategies relative to historical data to anticipate upcoming trend.
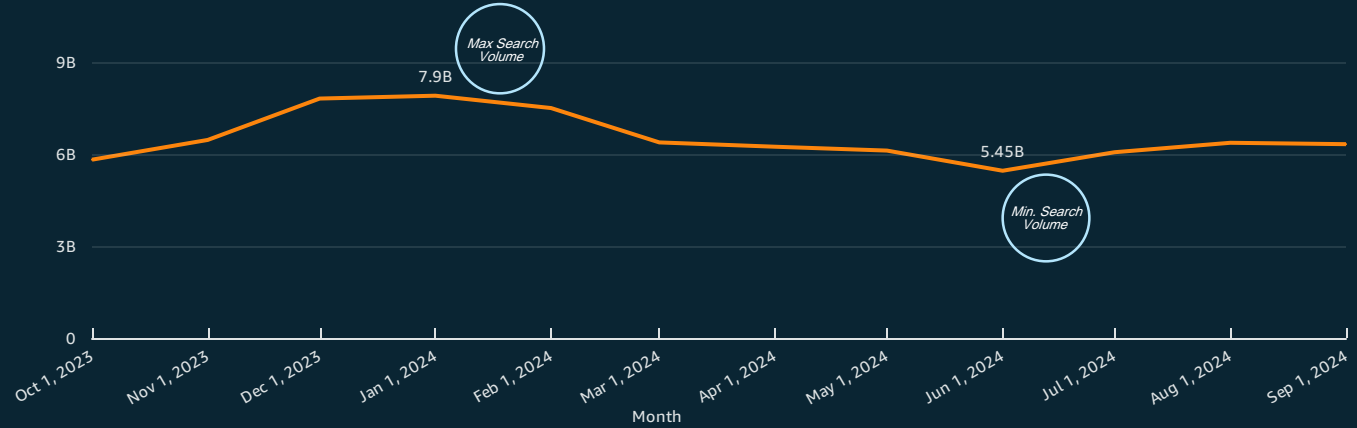
CONSUMER SEARCH TRENDS REPORT
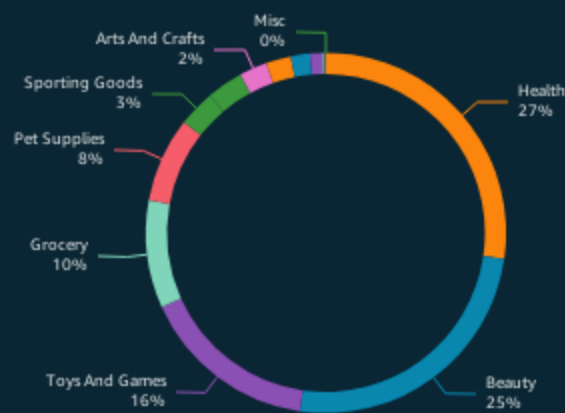## CONSUMABLES EDITION
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INTEREST OVER TIME

Consumables Search Volume

Max Search Volume

7.9B

5.45B

Min. Search Volume

Month

Oct 1, 2023 — Nov 1, 2023 — Dec 1, 2023 — Jan 1, 2024 — Feb 1, 2024 — Mar 1, 2024 — Apr 1, 2024 — May 1, 2024 — Jun 1, 2024 — Jul 1, 2024 — Aug 1, 2024 — Sep 1, 2024

SEARCH VOLUME

Top Categories by Search Query Performance

Misc 0%
Arts And Crafts 2%
Sporting Goods 3%
Pet Supplies 8%
Grocery 10%
Toys And Games 16%
Beauty 25%
Health 27%

Top 15 Categories by T90D Growth

Category	T90	Explore Details
Handmade	2,132%	📎
Toys And Games	727%	📎
Cell Phones	283%	📎
Home Garden	157%	📎
Fashion	110%	📎
Office Products	54%	📎
Sporting Goods	51%	📎
Beauty	41%	📎
Health	32%	📎
Grocery	29%	📎
Arts And Crafts	24%	📎
Home Improvement	14%	📎
Pet Supplies	12%	📎
Industrial	6%	📎
Baby Products	3%	📎

Analyzing the customer funnel can help you identify stages in the purchase lifecycle to concentrate investments across to better focus and/or pivot investment. Consumables benefits from high average search volume growth, indicating an opportunity to capture higher impression and clicks by improving keyword optimization to maximize sales growth. The visuals below will breakdown trending search terms, ordered by Trailing 90-Day Growth, to help you identify areas of expansion in advertising and product development. Sellers should take advantage of increased consumer demand leveraging trends in subcategory performance and niche-grain drivers captured in the below insights in expectation of increased volume over the next quarter.

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CONSUMABLES EDITION
SEPTEMBER 2024 IN REVIEW

SUBCATEGORY SEARCH TRENDS

Top % SubCategory Growth

SubCategory	T90	T180	Explore Details
Arts & Crafts	111%	10%	
Cases, Holsters & Sleeves	198%	669%	
Cell Phones	479%	3,253%	
Costumes & Accessories	631%	-20%	
Diet & Sports Nutrition	218%	2,910%	
Food & Beverage Gifts	713%	-20%	
Heating, Cooling & Air Quality	618%	2,519%	
Home Décor Products	421%	19%	
Lighting & Ceiling Fans	374%	-29%	
Luggage & Travel Gear	159%	168%	
Makeup	303%	894%	
Novelty & Gag Toys	97%	6,113%	
Occupational Health & Safety ...	103%	-2%	
Organization, Storage & ...	109%	37%	
Party Supplies	139%	224%	
Puppets & Puppet Theaters	159%	83%	
Seasonal Décor	961%	-38%	
Shoe, Jewelry & Watch ...	82%	357%	
Sports Medicine	154%	57%	
Stuffed Animals & Plush Toys	405%	4,442%	

Top % SubCategory Decline

SubCategory	T90	T180	Explore Details
Beauty & Grooming	-36%	892%	
Birds	-11%	26%	
Car Care	-14%	21%	
Cutting Tools	-7%	-15%	
Food Service Equipment & ...	-11%	57%	
Fresh Flowers & Live Indoor ...	-15%	-2%	
Fresh Meal Kits	-19%	-38%	
General	-27%	100%	
Heavy Duty & Commercial ...	-24%	63%	
Hydraulics, Pneumatics & ...	-11%	21%	
Industrial Hardware	-7%	54%	
Instrument Accessories	-7%	-19%	
Kids' Home Store	-37%	37%	
Measuring & Layout Tools	-7%	15%	
Motorcycle & Powersports	-13%	38%	
Pregnancy & Maternity	-6%	-4%	
Raw Materials	-10%	4%	
SIM Cards & Prepaid Minutes	-7%	23%	
Strollers & Accessories	-20%	19%	
Tires & Wheels	-8%	25%	

NICHE SEARCH VOLUME GROWTH
Top Niches by Search Volume driving Trends in Subcategory Behavior

Top Niche Drivers - Search Volume Growth

Seasonal Décor: 893% | 968% | 771%
Food & Beverage...: 266% | 662%
Costumes & Acc...: 728% | 738% | 769%

T90D Searh Volume Growth
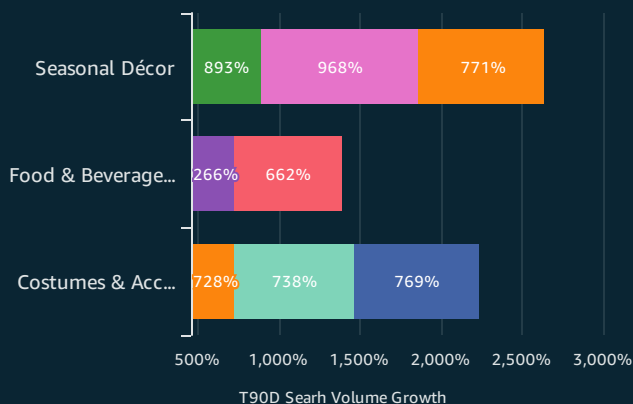
Subcate...	Niche	T90	Explore Details
Seasonal Décor	nightmare before christmas ...	893%	
	pop up christmas tree	968%	
	tree collar	771%	
Food & Beverage Gifts	college care package for girls	460%	
	haldi kumkum packets	266%	
	mooncake	662%	
Costumes & Accessories	baby shark costume	728%	
	jack jack costume	738%	
	newborn halloween costume	769%	

CONSUMER SEARCH TRENDS REPORT
CONSUMABLES EDITION
SEPTEMBER 2024 IN REVIEW

Subcate...	Niche	T90	Explore Details
Kids' Home Store	bluey towel	-56%	
	hooded beach towel for kids	-62%	
	towel poncho kids	-50%	
Heavy Duty & Commercial Vehicle Equipment	craftsman lawn mower seat	-41%	
	john deere seat replacement	-35%	
	suspension seat for zero tu...	-40%	
Beauty & Grooming	lipfidence	-50%	
	locsanity rosewater & ...	-22%	

Top Niche Drivers - Search Volume Decline

Kids' Home Store: -56%, -62%, -50%
Heavy Duty & Co...: -41%, -35%, -40%
Beauty & Groomi...: -50%, -22%

T90D Search Volume Growth
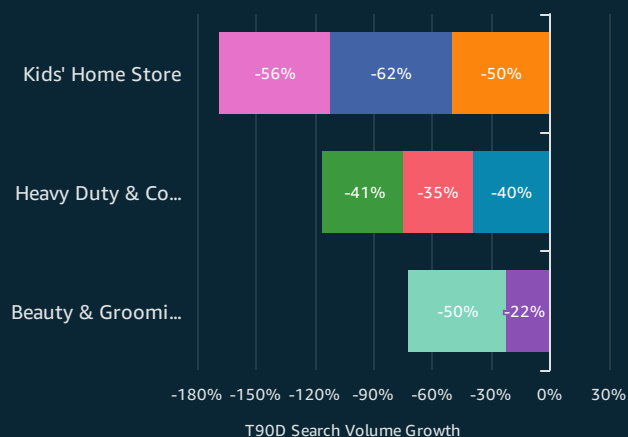
In September, Seasonal Decor (+961% T90D), Food & Beverage (+713% T90D), and Costumes (+631% T90D) demonstrated the highest category T90D growth. Seasonal items was bolstered by a surge of interest in Christmas decor (+968% T90D). Niches showing sustained growth include an increase in queries related to Food & Beverage (+662% T90D) and costumes (+769% T90D). While growth is being driven in part by headline new product launches, the trends on complimentary accessory search growth may provide opportunity to invest in complimentary selection.

You can see more data on each of the aforementioned Niches by clicking any of the headers in the chart above, or by navigating to Opportunity Explorer in Seller Central, Searching for your Niche by name, and clicking into the niche "Detail Page" from the search results.

SUCCESSFUL PRODUCT LAUNCHES
GROUPED BY CATEGORY PERFORMANCE

Sponsored advertising is a resource sellers should leverage to improve keyword optimization, page discoverability and search impressions.

% Successful Product Launches

Fashion 22%, Health 19%, Pet Supplies 19%, ToysAnd... 18%, Beauty 16%, Sporting... 13%, Grocery 12%, Automotive 12%, Home Impr... 12%, Home Garden 11%

█ % Successful █ NewProducts

Sellers should access Growth Opportunities to view brand-tailored recommendations around cold start strategies for new product launches. Key insights from the following chart indicate Fashion (+21%) and Health (+19%) as top categories with the highest % of successful new product launches relative to those agggregate launches in the Category.

Conditions for 'Successful Product' designation defined in metrics glossary at bottom of report
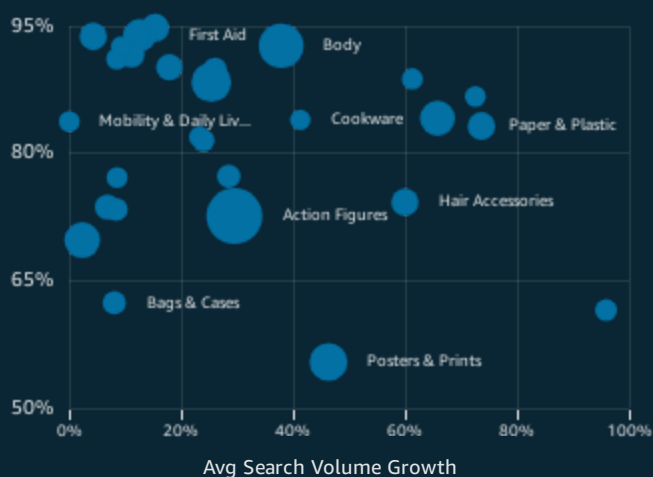
CLICK RATE PERFORMANCE

Market Growth by Click Share % Concentration

Bubble size indicates aggregate search volume frequency

Summary: Categories indicating high growth potential with low click share rates captured by the top 5 products in the subcategory.

Insights: Hair Accessories (+61% Search Volume Growth T90D) benefited from increased search volume growth in Q3. The Face category (+10% Search Volume Growth T90D) indicates below average click-through with high aggregate search volume (200M) captured in the category, signaling high consumer search with low click conversion.
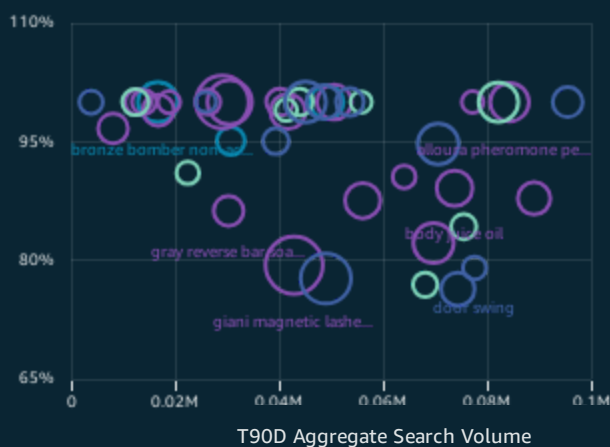
Action: Consider reviewing high-converting Search Terms within high-growth niches to exploit fragmented markets with low saturation and increasing consumer interest in trending niches.

CUSTOMER RATING - MARKET SIGNALING

Each data point represents a Niche where the customer rating falls below the Category average, signaling strong potential for improved product quality in the Category. Magnetic Lashes within the Beauty category is a highly searched niche with below average click share of 79% (-83bps vs Consumables Avg) amongst the top 20 products and a customer rating below the Garden category average (-1.95 stars). Sellers should consider benchmarking relative to their respective category or leveraging CS insights on search terms to identify opportunities for strong new selection candidacy.

Top 25 Niches by Below Average Review Ratings

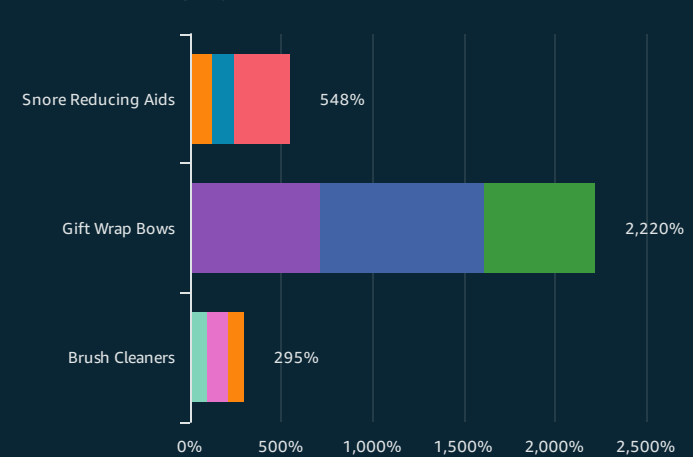BUBBLE SIZE INDICATES DIFFERENCE BETWEEN CATEGORY AVERAGE & NICHE RATING

Category
- Arts And Cr...
- Automotive
- Beauty
- Grocery
- Handmade
- Health

[HOLIDAY EDITION] TRENDS TO BOOKMARK FOR Q4 24'

Top 3 Subcategory Searches

- Snore Reducing Aids — 548%
- Gift Wrap Bows — 2,220%
- Brush Cleaners — 295%

Q4 23' Search Volume Growth

Niche	Top 5 Searches	T90D ..	Explore Details
Brush Cleaners	beauty blender cleanser	85%	1 🖉
	beauty blender washin...	114%	1 🖉
	makeup brush cleaner	96%	1 🖉
Gift Wrap Bows	big red bow	608%	1 🖉
	black bows for gift ...	897%	1 🖉
	red bows for gift ...	715%	1 🖉
Snore Reducing Aids	dream hero mouth guard	306%	1 🖉
	sleep connection anti-...	121%	1 🖉
	tongue retaining device	121%	1 🖉

In Q4 23', trends in search query performance indicated strong consumer interest in Brush Cleaners (+114% T90D), Gift Wrap Bows (+715% T90D), and Snore Reducing Aids (+1894 T90D). Surges in queries related to seasonal merchandise, namely gift wrapping (+897% T90D), along with their accompanying accessories dominated search performance. Sellers should explore more in-depth Subcategory behavior ahead of the holiday season to best prepare for upcoming search trends in consumer behavior.

Top Search Terms in Q4 23' (T90D Growth)
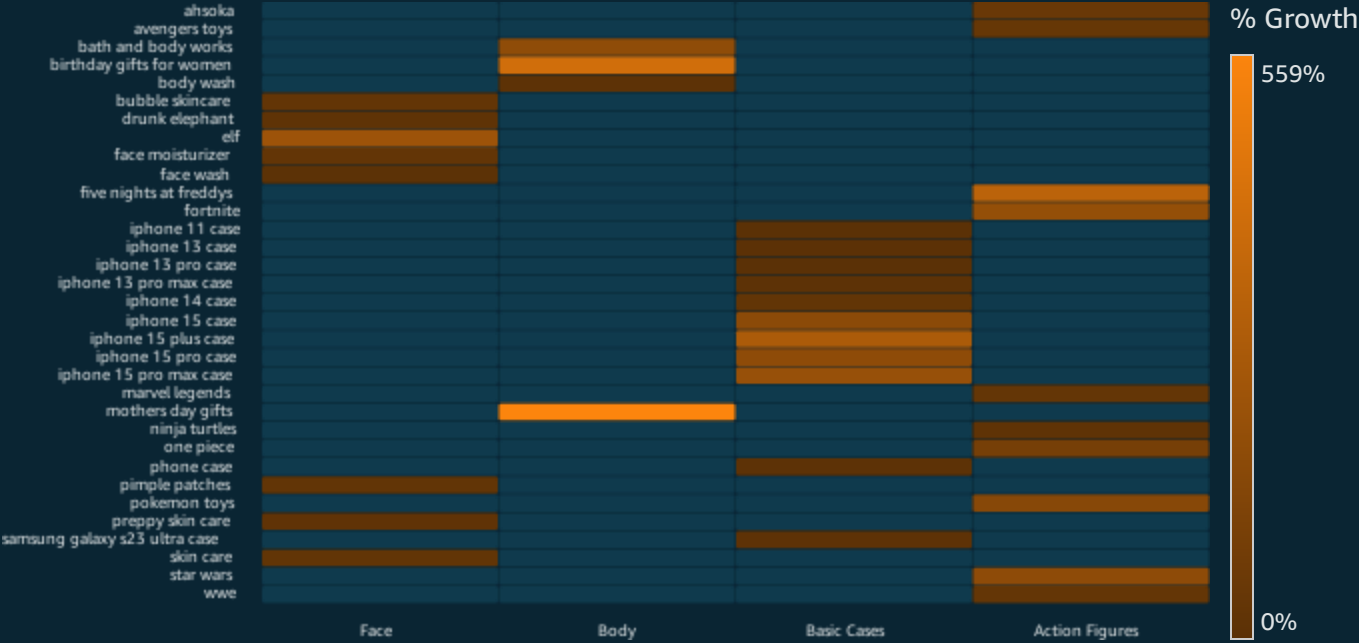
In Q4 2023, queries related to clothing benefited from the highest search volume growth, namely searches relating to mothers day (+559% T90D) and birthday gifts (+404% T90D). Sellers should consider benchmarking keyword strategies relative to historical data to anticipate upcoming trends.

METRICS GLOSSARY

Below are definitions for commonly used terms specific to Seller Central products that are commonly referred to in the report.

Consumables: Consumables (also known as consumable goods, non-durable goods, or soft goods) are goods that are intended to be consumed. These are goods such as food and household items, that individuals and businesses use or wear out.

Niche: Clustering of similar search terms or "keywords" and their top clicked and purchased ASINs to reflect Amazon customer shopping behavior and customer needs

Top Search Terms: Customer search queries capturing the highest search volume for a niche in the past 90 days that drive the most clicks to a product

T90D Aggregate Search Volume: Total number of search customers entered for this particular search term on Amazon in the 90 days

T90 Search Volume Growth: Across all of the search terms shown in this niche, the percentage change in search term volume in the past quarter (0-90 days), compared to the volume from the previous 90 days (90-180 days)

# of Successful Launches: Number of new launches with an annualized revenue amount > $50k in the past 30 days