The Competitive State of eCommerce Marketplaces
Data Report Q2 2018
Methodology

Jumpshot studied anonymous consumer actions on mobile and desktop devices within 500 eCommerce sites and marketplaces in Q2 2018, analyzing visits and transactions for different brand categories across these sites.

*Data analyzed is for online shopping activity during Q2 2018*
Walmart and other retailers are surging online while Amazon’s market share has plateaued

- Amazon has more than 80% market share across numerous categories. But its dominance has left no room to grow further.

- While Walmart has a relatively small market share today compared to Amazon, it is growing at 3.5x faster than Amazon.

- Different categories see different winners in YoY growth—H&M, JC Penney and Walmart are growing fastest in Women’s Clothing; Walmart, Lowes and Home Depot in Home Improvement; Walmart and Target in Beauty.

- Amazon is increasing focus on search platform and surpassed Google for product search.
Amazon’s dominance is being challenged
Amazon has more than 80% market share across numerous categories

- Electronics: 89.9%
- Home Improvement: 83.8%
- Food: 81.8%
- Sports, Fitness & Outdoors: 89.6%
- Health (Medicines): 92%
- Household Essentials: 88.8%
But Amazon doesn’t dominate all categories

- Furniture: 47% Amazon
- Beauty: 72.2% Amazon
- Women's Clothing: 42% Amazon
And Amazon's growth is 1.7x slower than individual category growth YoY

<table>
<thead>
<tr>
<th>Category</th>
<th>Amazon Growth YoY</th>
<th>Category Growth YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furniture</td>
<td>20.3%</td>
<td>45.7%</td>
</tr>
<tr>
<td>Electronics</td>
<td>13.4%</td>
<td>15.8%</td>
</tr>
<tr>
<td>Home Improvement</td>
<td>26.2%</td>
<td>34.3%</td>
</tr>
<tr>
<td>Food/Grocery</td>
<td>21.2%</td>
<td>35.8%</td>
</tr>
<tr>
<td>Sports, Fitness &amp; Outdoor</td>
<td>11.7%</td>
<td>17.4%</td>
</tr>
<tr>
<td>Beauty</td>
<td>18.2%</td>
<td>25.2%</td>
</tr>
<tr>
<td>Health (Medicines &amp; Treatments)</td>
<td>32.5%</td>
<td>36.1%</td>
</tr>
<tr>
<td>Household Essentials</td>
<td>29.6%</td>
<td>38.6%</td>
</tr>
<tr>
<td>Women's Clothing</td>
<td>11.9%</td>
<td>50.4%</td>
</tr>
</tbody>
</table>

Amazon saw an average of 20% growth YoY across these categories.

Sales across marketplaces for these same categories grew by 32% on average.

Amazon lost over 10% of market share across many categories.
Walmart is growing more than 2x faster than individual categories across the board, except in Women’s Clothing

- Walmart is growing 70% YoY across these categories
- The average YoY growth across several categories is 32%
Walmart is growing 3.5x faster YoY than Amazon

Walmart is growing 70% YoY across these categories

The average growth across individual categories is 32%
Top performers vary across categories
Home Improvement

Walmart and Home Depot are growing up to 16% in market share, while Amazon is declining.

- Amazon leads, but its market share declined by 3%
- Walmart has 4.3% market share and is growing at a rate of 16% YoY
- While Home Depot and Lowes have <5% market share, they are growing at a rate of 12% and 13% respectively
Furniture

Wayfair has a good market hold and continues to grow at 21%, outshone in YoY growth by Ikea at 57%
**Food**

Specialized food delivery brands are losing share while big box retailers like Walmart and Kroger grow 52% and 20% YoY, respectively.

- Amazon is losing share YoY despite the acquisition of Whole Foods.
- Meanwhile, Walmart and Kroger are growing YoY at 52% and 20% respectively.
Specialist retailer Sephora declines 53% online, superstores Walmart and Target steal market share.

Amazon is the market leader in Beauty but lost 9% market share YoY.

Superstores Walmart and Target steal market share from Amazon and Sephora.
Women’s Clothing

All top marketplaces are growing share except Amazon; H&M grew the highest at 77% YoY

Q2 2018 Transaction Share

- Amazon has less than 50% share in women’s clothing
- Amazon is losing transaction share at 30% YoY despite adding many designers to their portfolio
- H&M is growing its market share at a staggering pace of 77% YoY
Amazon is increasing focus on search and sponsored placements
Amazon overtook Google in product search

- About 54% of product searches begin on Amazon, up from 46% in 2015.

- Almost 90% of all product views on Amazon result from Amazon’s product search and not merchandising, ads, or product aggregators.

*Graph showing share of product searches in 2015 and 2018.*

*Bar chart showing % of clicks from search for various categories.*
Amazon search result placement is vital for product views.

Ranking high in Amazon’s search results pays massive dividends.

More than 2/3 of all product clicks come from the first page of Amazon results, and 1/3 from the first two rows alone.

The 4th ranked product spot generates more views (7% of all clicks) than the 2nd and 3rd ranked spots (5.7% and 5.2%, respectively).

Share of Product Views by Amazon Search Page Results:

- Row 1: 20%
- Row 2: 16%
- Row 3: 9%
- Row 4: 6%
- Row 5: 4%
- Row 6: 4%
- Row 7: 3%
- Row 8: 3%

First Page: 35%
Other Pages: 65%
Time to purchase from Amazon search is longer than from Google search

- Time to purchase is faster for shoppers who use Google search and buy on a marketplace other than Amazon, on average.
- 35% of Google searches, and less than 20% of Amazon searches led to a transaction within 5 days.
- Across all categories, Amazon search averages 25.9 days from search to purchase. Google search averages just 19.6 days.
Amazon is increasing focus on sponsored ads

Sponsored listings only make up about 6% of all product views from Amazon’s search results page.

Clicks from sponsored placements on Amazon have increased 17% since the beginning of 2018.
Accelerate your growth with a comprehensive view across all eCommerce marketplaces.

Different retailers are growing at different paces in varying categories. As a brand, you need to know which marketplaces and channels to invest in, and grow your sales. For this, you need data to understand:

- How your brand is performing vs your overall category.
- Which retailers are growing fastest in your category.
- How your competitor’s products are performing across marketplaces.

Maximize your paid search performance on Amazon and other online retailers.

Sponsored placements will begin to play a bigger role on marketplaces. You need to understand what is driving users from search engines like Google, and how to optimize your paid media strategies within retailer sites. In essence, you need data on:

- Which search strategies are driving users to a specific brand on certain marketplace.
- How sponsored clicks are driving purchases for your brand, competitor, or category.
- What search terms are driving product views on different retailer sites.

Identify who to target and where to reach them.

Today’s consumers browse several sites before making a purchase. You need a quick way of understanding who your target customers are beyond traditional demographic information. Replace gut feel solutions and identify the optimal targeting opportunities for ad serving with data that answers:

- Which domains your ideal customers visit.
- What content verticals buyers frequent and what genres of TV/movies they stream.
- Who your competitor’s customers are and what sites/content they visit.
Jumpshot delivers digital intelligence from within the Internet's most valuable walled gardens.

Our real-time, anonymized global panel tracks 5B actions a day across 100 million devices to deliver insights into online consumer behavior. Jumpshot works with customers including Condé Nast, IRI, Kantar, Pepsi, TripAdvisor and Unilever, among others.

Learn more at jumpshot.com