

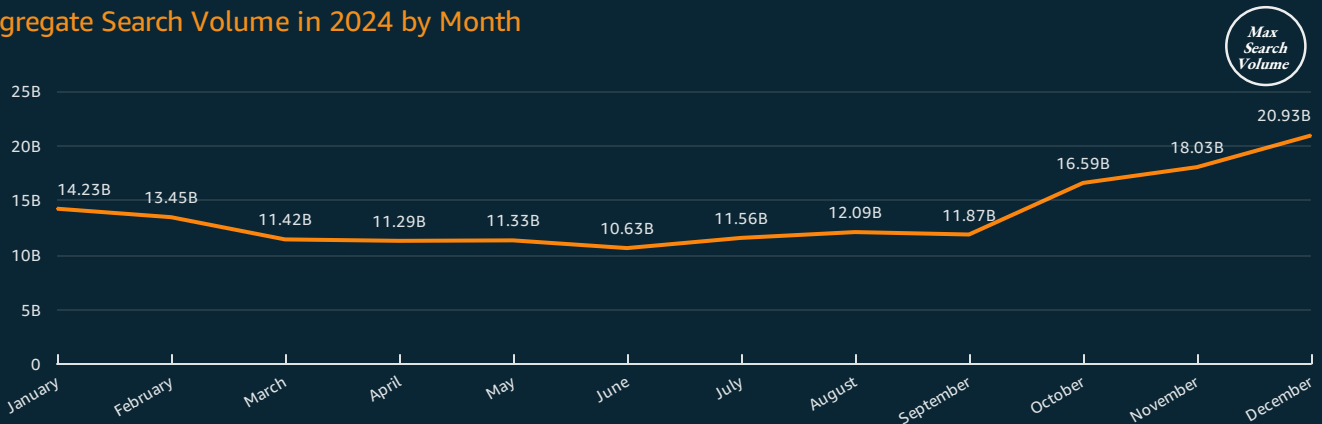


CONSUMER SEARCH TRENDS REPORT

2024 Year in Search

TREND VOLUME OVER TIME

Aggregate Search Volume in 2024 by Month

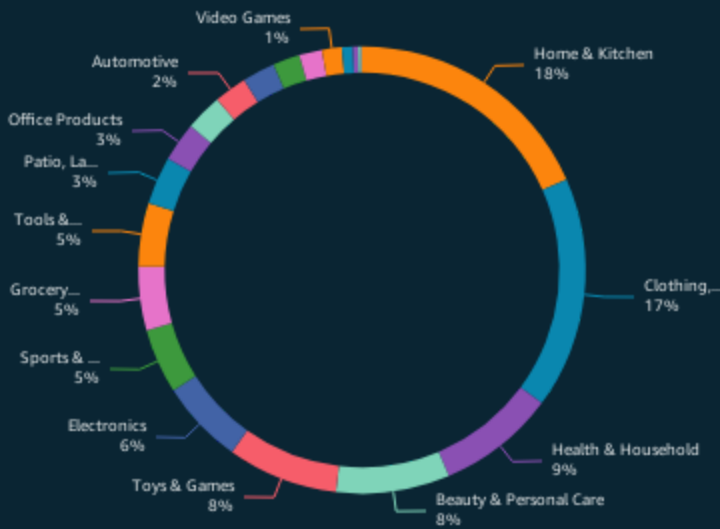


Max Search Volume

SEARCH PERFORMANCE BY CATEGORY

SEARCH TRAFFIC HOTSPOTS

Categories with the Highest Total Search Volume in 2024



GROWTH LEADERS

Categories with the Highest Annual Growth in 2024

Category	% Growth
Patio, Lawn & Garden	630%
Handmade Products	427%
Toys & Games	412%
Clothing, Shoes & Jewelry	363%
Electronics	266%
Cell Phones & Accessories	258%
Industrial & Scientific	237%
Home & Kitchen	202%
Grocery & Gourmet Food	152%
Health & Household	128%
Office Products	125%
Collectibles & Fine Art	83%
Beauty & Personal Care	75%
Video Games	73%
Tools & Home Improvement	62%
Sports & Outdoors	50%
Pet Supplies	45%
Baby Products	44%
Appliances	43%
Arts, Crafts & Sewing	35%
Automotive	20%
Musical Instruments	9%

Analyzing the customer funnel can help you identify stages in the purchase lifecycle to concentrate investments across to better focus and/or pivot investment. In 2024, several categories benefited 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,



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based on QoQ 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 from 2024 captured in the below insights.

SUBCATEGORY SEARCH TRENDS

Top % SubCategory Growth Overall

SubCategory	% Growth ^{11.2}
Pet Supplies	38,466%
Snow Removal	19,882%
Fresh Meal Kits	8,917%
Pest Control	2,881%
Material Handling Products	2,880%
Kids' Electronics	1,810%
Outdoor Décor	1,552%
Food & Beverage Gifts	1,551%
Camera & Photo	1,444%
Heating, Cooling & Air Quality	1,224%
eBook Readers & Accessories	1,180%
Toy Figures & Playsets	1,127%
Seasonal Décor	1,028%
Novelty & Gag Toys	818%
Arts & Crafts	757%
Novelty & More	740%
Gifts	624%
Outdoor Storage & Housing	584%
Remote & App Controlled Vehicles & Parts	581%
Fabric Decorating	526%

HARDLINES

Top 5 SubCategory	% Growth ^{11.2}
Snow Removal	19,882%
Pest Control	2,881%
Material Handling Products	2,880%
Kids' Electronics	1,810%
Outdoor Décor	1,552%

SOFTLINES

Top 5 SubCategory	% Growth ^{11.2}
Pet Supplies	38,466%
Novelty & More	740%
Fabric Decorating	526%
Beauty & Grooming	299%
Luggage & Travel Gear	206%

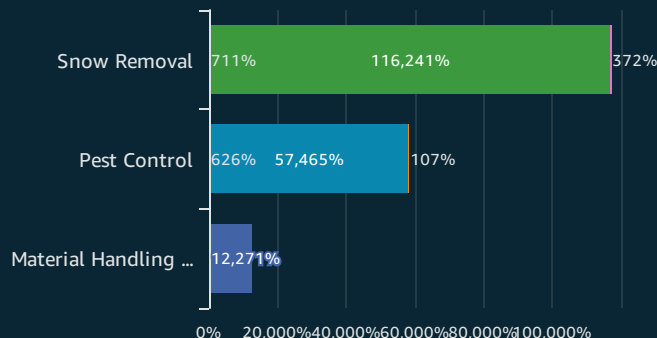
CONSUMABLES

Top 5 SubCategory	% Growth ^{11.2}
Fresh Meal Kits	8,917%
Food & Beverage Gifts	1,551%
Gifts	624%
Snacks & Sweets	399%
Stationery & Gift Wrapping Supplies	323%

SUBCATEGORY SEARCH VOLUME GROWTH

Top Items by Search Volume driving Trends in Subcategory Behavior

Hardlines: Top Item Type Drivers



T90D Search Volume Growth

Subcategory	Item Type	% Growth ^{11.2}
Snow Removal	Snow Blowers	116,241%
	De-Icers & Salt Spreaders	711%
	Snow Shovels	372%
Pest Control	Bug Zappers	57,465%
	Accessories	626%
	Traps	107%
Material Handling Products	Material Transport Equipment	12,271%
	Drum & Pail Handling ...	29%
	Industrial Magnets	12%

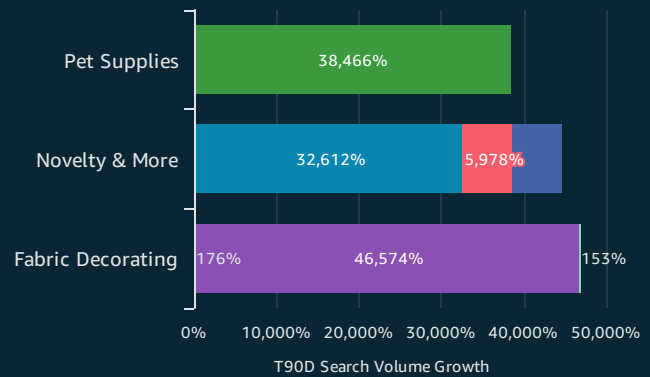


CONSUMER SEARCH TRENDS REPORT

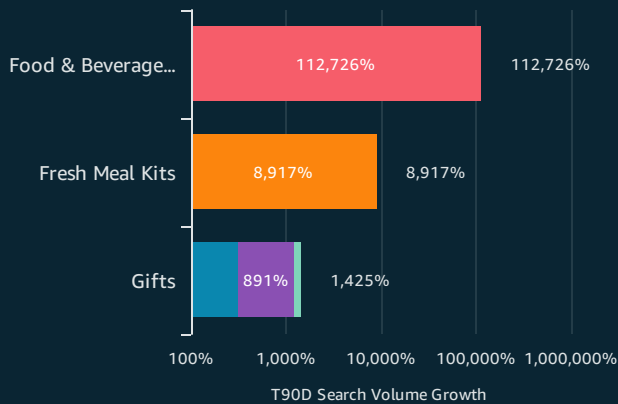
2024 Year in Search

Subcategory	Item Type	% Growth
Pet Supplies	cat batman mask	38,466%
Novelty & More	elf sweatshirt	5,955%
	hanukkah sweater	5,978%
	qr code hoodie	32,612%
Fabric Decorating	items to tie dye	73%
	natural egg dye kit	46,574%
	tulip tie dye refills	176%

Softlines: Top Item Type Drivers



Consumables: Top Item Type Drivers



Subcategory	Item Type	% Growth
Food & Beverage Gifts	gluten free easter candy	185,933%
	boo basket for kids	39,518%
Fresh Meal Kits	whole foods thanksgiving...	53,531%
	birria	1%
	jenny craig food	-7%
Gifts	handprint ornament kit	891%
	gifts for moms with ...	382%
	mommy to be	185%

In 2024, several item types drove significant behavior in Subcategory performance throughout the year. These trends in search behavior can be attributed to seasonal changes, new product launches, marquee events, and holiday merchandising. While growth is being driven in part by cyclical drivers, the trends on complimentary accessory and niche search growth may provide opportunity to invest in complimentary selection.

You can see more data on each of the aforementioned Subcategories 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.

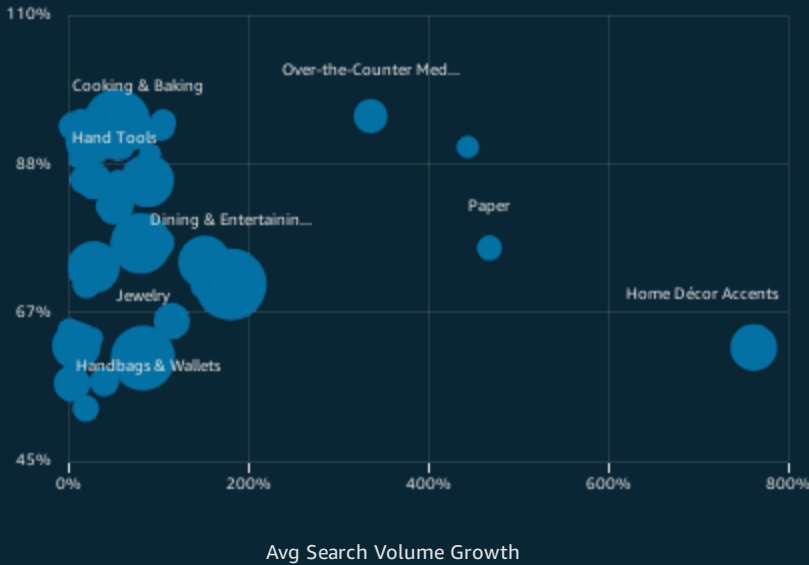


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2024 Year in Search

Market Growth by Click Share % Concentration

Bubble size indicates aggregate search volume frequency



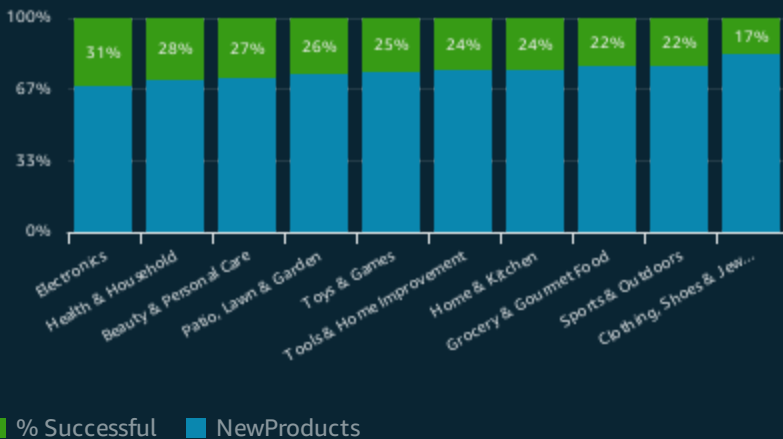
Summary: Subcategories indicating high growth potential with low click share rates captured by the top 5 products in the Subcategory.

Insights: Home Décor Accents shows promising opportunity with +762% search growth in 2024. With no majority seller dominating traffic share (+62% amongst top 20 products), this fragmented market suggests room for growth.

Action: Sellers should consider identifying emerging subcategories with strong conversion and low click share with high product distribution for new product development opportunities.

SUCCESSFUL PRODUCT LAUNCHES GROUPED BY CATEGORY PERFORMANCE

% Successful Product Launches



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 Electronics (+31%) and Health & Household (+28%) as top categories with the highest % of successful new product launches relative to the total launched in the Category.

*Conditions for 'Successful Product' designation defined in metrics glossary at bottom of report

■ % Successful ■ NewProducts



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METRICS GLOSSARY

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

Hardlines: Durable, non-apparel goods such as electronics, furniture, hardware, and sporting equipment

Softlines: Textile-based merchandise including clothing, accessories, footwear and fabric items

Consumables: Products that get depleted with use and require regular replenishment, such as food, cleaning supplies and personal care items.

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

Aggregate Search Volume: Total number of searches customers entered on Amazon for a keyword aggregated over four quarters in 2024

% Search Volume Growth: Across all of the search terms shown in this niche, the percentage change in search term volume within the past year (0 to 365 days)

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