

Jungle Scout **COBALT**

Health, Fitness, and Supplement Products

↓ AMAZON DATA DOWNLOAD

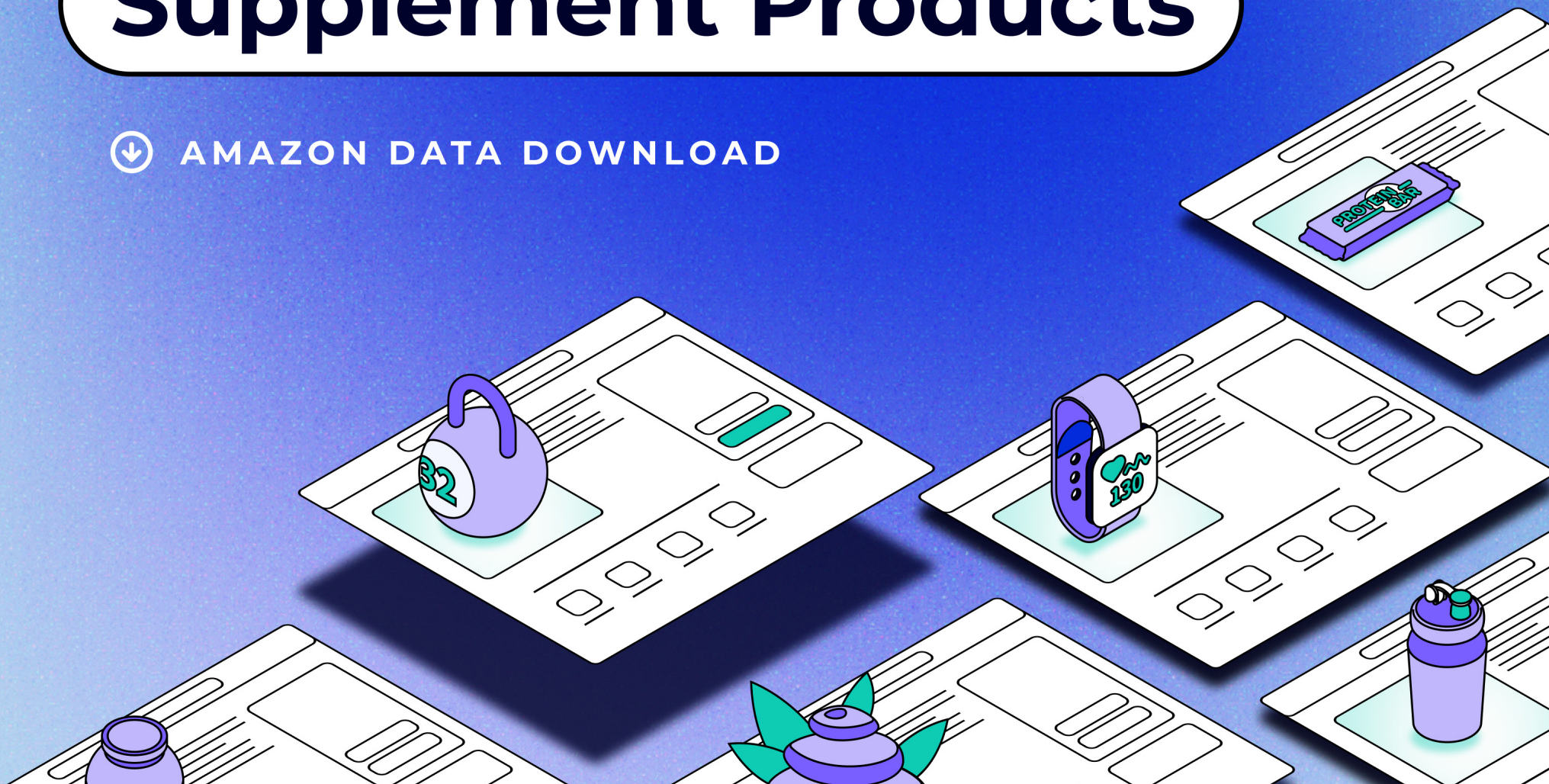




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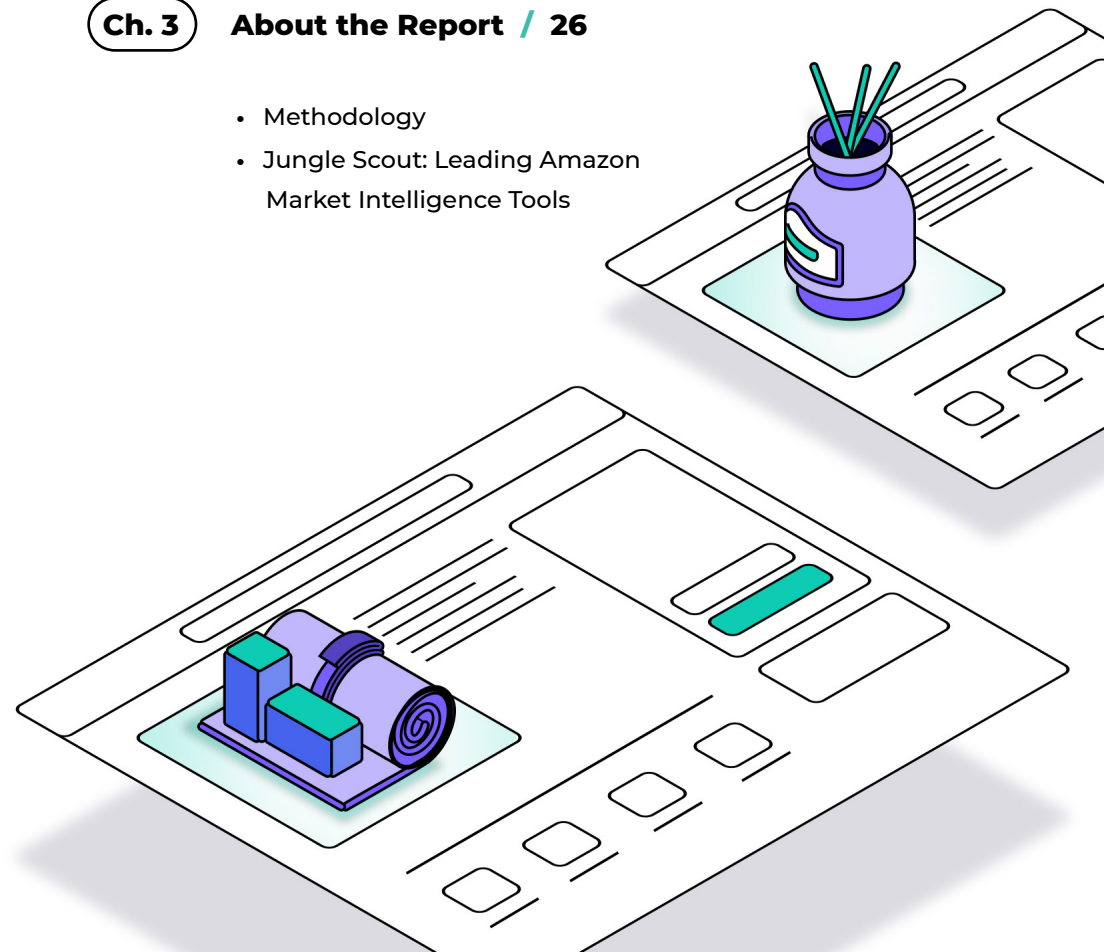
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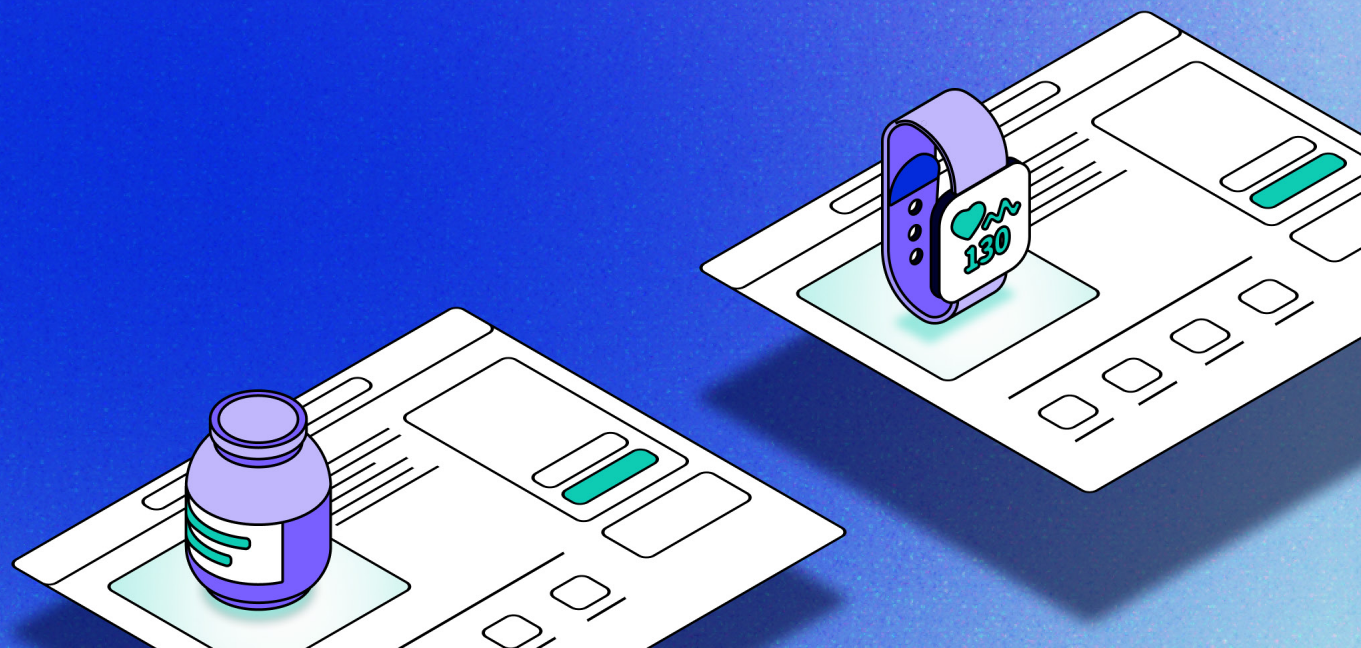


CHAPTER 1

Trends & Influences for Health, Fitness & Wellness Products

This chapter explores the trends and influences that are driving sales of health, fitness, and **wellness** products – from the immense popularity of supplements to wearable health tech and sober curiosity.

- The Supplement Boom
- Health & Fitness Trackers
- The Sober Curious Movement



Health Boost in a Bottle: The Supplement Boom

The popularity of supplements has exploded in recent years, beginning during the COVID-19 pandemic, as consumers became highly focused on health and looked for ways to boost immunity. That health consciousness has remained strong in the years since, creating a long-term shift in the market, which is expected to grow by more than **\$70B** in the next ten years by some estimates.

In the last 30 days, **3.1M shoppers** have searched Amazon for **supplements**.*

TikTok videos using **#supplements** have over **5.5B views**.

Growing conversation around an array of potential health benefits from probiotics has made these supplements broadly appealing for consumers looking to address everything from digestive issues to cardiovascular risk

In the last 30 days, **1.6M shoppers** have searched Amazon for **probiotics**.*

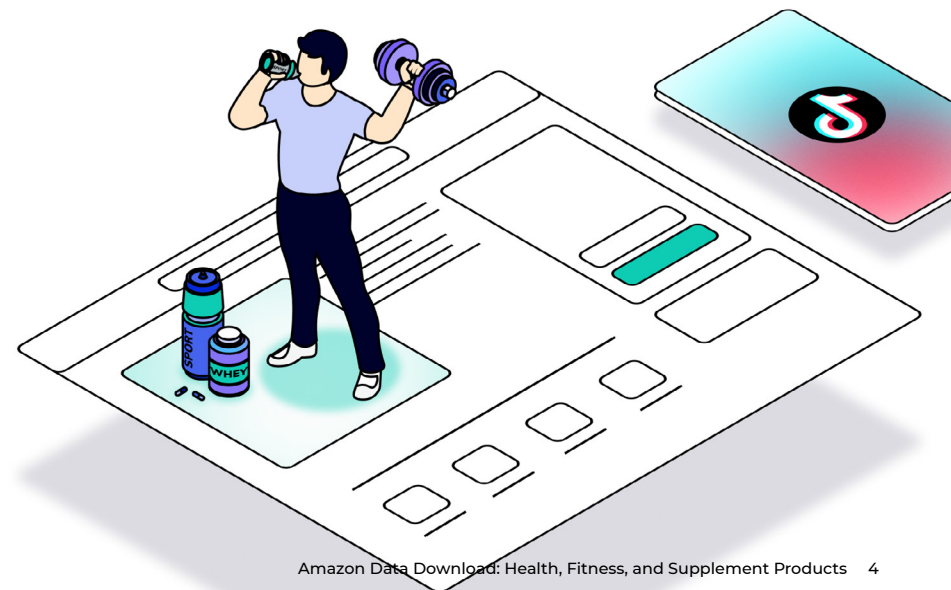
TikTok videos using **#probiotics** have over **1.5B views**.

*Source: [Jungle Scout's Keyword Scout](#) tool, which provides keyword trends data for Amazon.

Demand for sports nutrition supplements is also on the rise, contributing to the rapid growth of this segment.

In the last 30 days, **1.3M shoppers** have searched Amazon for **preworkout supplements**.*

TikTok videos using **#workoutsupplements** have over **15.7M views**.



Wearable Wellness: Health & Fitness Trackers

Wearable technology is becoming ever more prevalent in everyday life – from virtual reality helmets and smart glasses to medical monitors and access passes for entertainment venues. The most popular segment of this expanding market is **fitness** trackers. Between now and 2032, the fitness tracker market is expected to experience yearly revenue growth of nearly **20%**.

In the last 30 days, **2.2M shoppers** have searched Amazon for **smart watches**.*

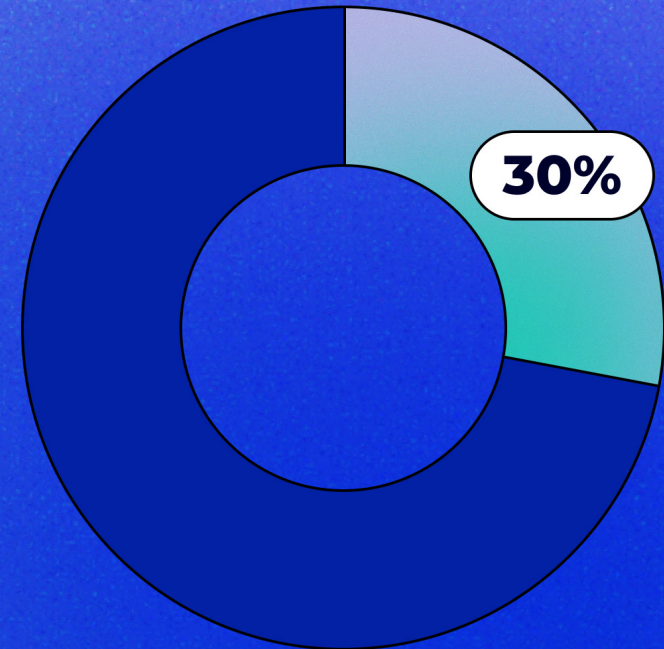
In the last 30 days, **1.6M shoppers** have searched Amazon for **Fitbit**.*

*Source: Jungle Scout's Keyword Scout tool, which provides 30 and 90-day keyword trends data for Amazon.

**Source: Health Information National Trends Survey, 2023



Over **30%** of Americans now use a wearable device to track their health and fitness.**

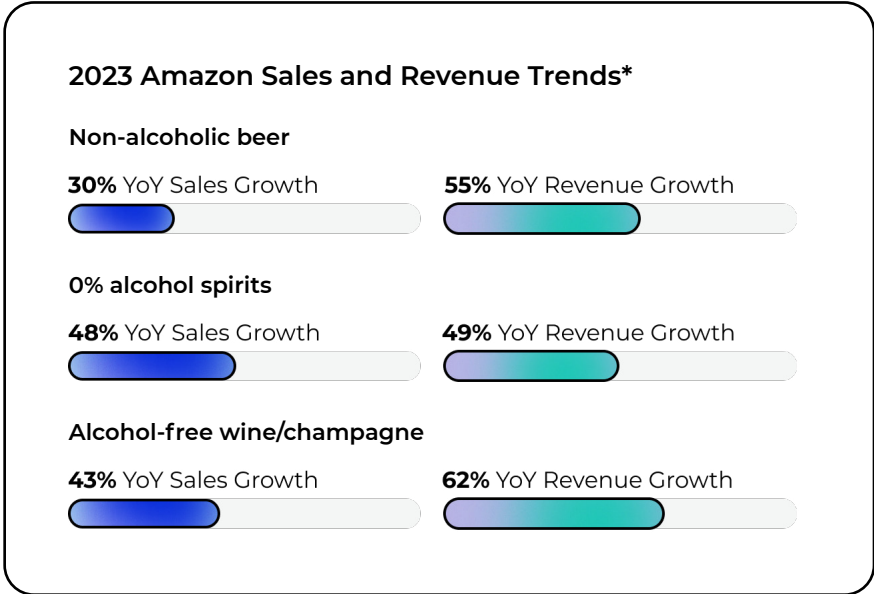


Mindful Sipping: The Sober Curious Movement

Sober Curiosity is a movement around the limiting of alcohol consumption, and the trend has been rapidly gaining traction over the last year.

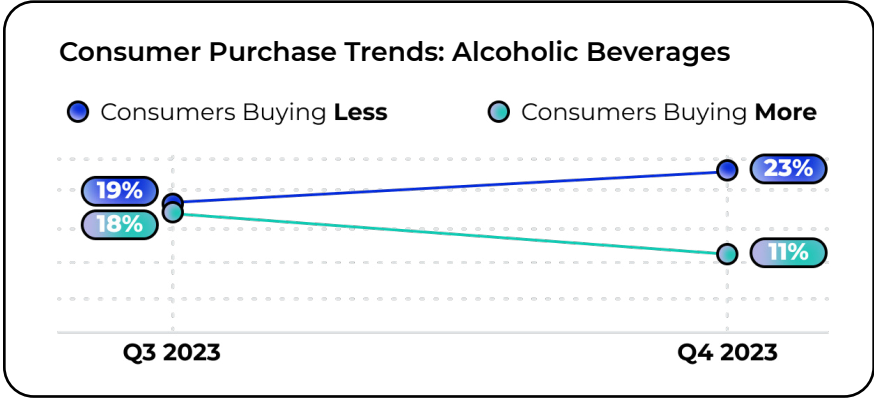
TikTok videos using **#sobercurious** have over **807.4M views**.

During the summer of 2023, Amazon searches for alcohol alternative beverages – like non-alcoholic beer and alcohol-free spirits – were up **as much as 580%** compared to the previous year.



*Source: [Jungle Scout Cobalt's Market Insights](#) tool, which provides trends and other data on Amazon market niches

Jungle Scout Consumer Trends data found that, from Q3 to Q4 2023, the number of consumers who said they were buying less alcohol increased, while the number who said they were buying more decreased.



As 2024 kicks off, Dry January is also becoming more popular, and more Amazon shoppers are looking for non-alcoholic drinks to help limit their consumption.

Amazon Search Trends: Alcohol Alternative Beverages

Search Term	30-Day Search Trend
Non alcoholic drinks	+121%
Mocktails	+78%
Non alcoholic spirits	+57%
Non alcoholic wine	+48%
Non alcoholic beer	+28%

Data reflects the period of December 15, 2023 - January 13, 2024, compared to the period of November 15, 2023 - December 14, 2023

CHAPTER 2

Amazon Data Download: Health, Fitness & Wellness Products

This chapter explores sales, revenue, leading brands, and search trends for the following products on Amazon:

Sports Nutrition & Fitness

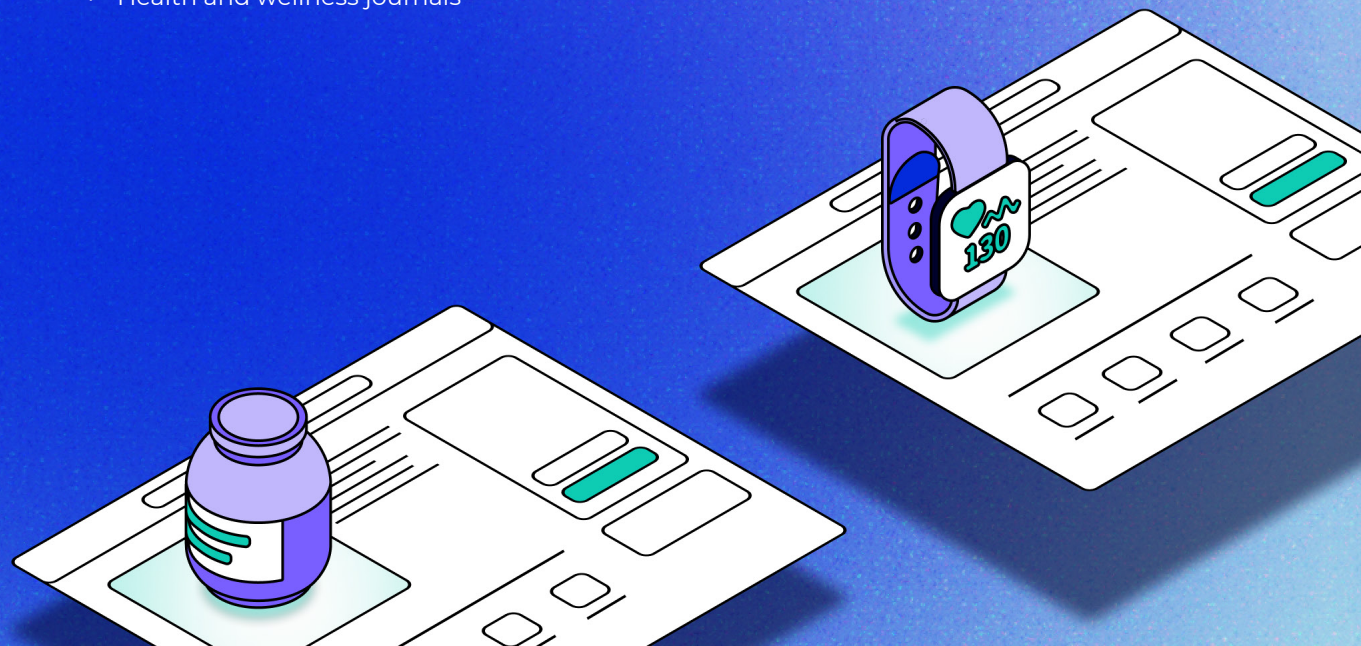
- Nutrition bars and drinks
- Wearable fitness trackers
- Exercise equipment
- Performance supplements

Wellness & Relaxation

- Aromatherapy
- Light therapy
- Massage therapy
- Health and wellness journals

Vitamins & Supplements

- Beauty supplements
- Prebiotics and probiotics
- Immune supplements
- Vitamins and multivitamins



SPORTS NUTRITION & FITNESS:

Nutrition Bars and Drinks

This market niche includes nutrition bars and drinks, energy bars and drinks, and protein bars, powders, and shakes.

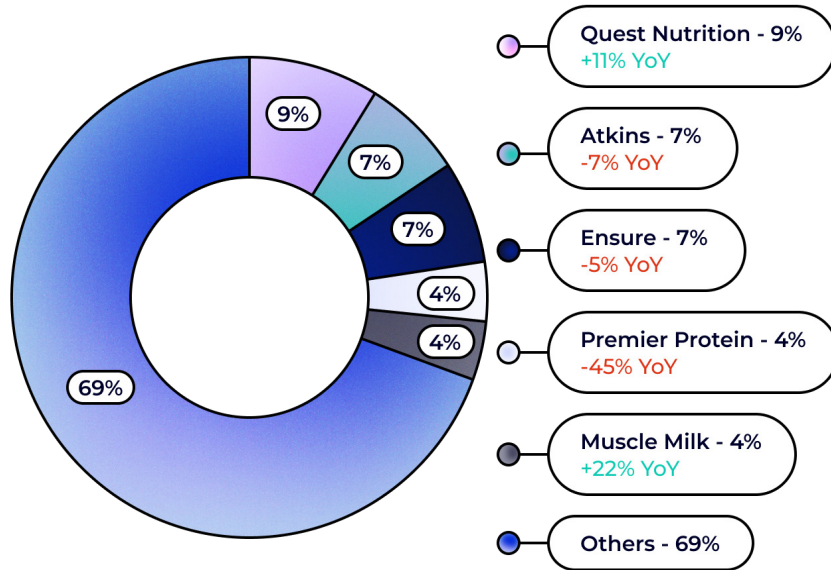
At a Glance

Overall Unit Sales
+25% YoY

Overall Revenue
+32% YoY

Avg. Product Price
\$27 (+2% YoY)

Top 5 Brands by Market Share



**Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share for this market niche only*

Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Premier protein shake	2,969,815	+31.0%
Whey protein	2,898,493	+26.6%
Isopure protein powder	1,736,755	+13.6%
Fairlife protein shakes	1,467,918	+56.4%
Energy bars	193,645	+94.1%

**Note: Search volume data reflects search volume for January 6, 2023 - January 6, 2024. Year-over-year growth data reflects the period of January 6, 2023 - January 6, 2024 compared to the period of January 6, 2022 - January 5, 2023.*

Top 5 Products by Revenue



SPORTS NUTRITION & FITNESS:

Wearable Fitness Trackers

This market niche includes smartwatches, fitness trackers, and pedometers.

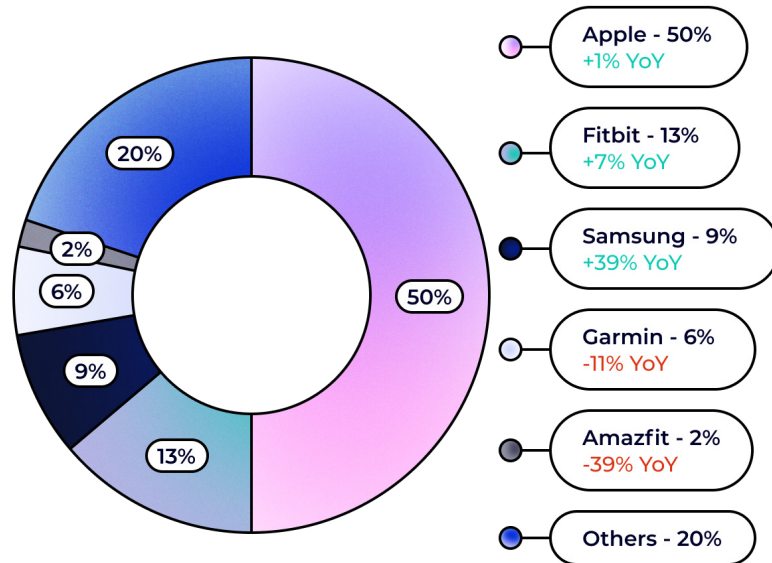
At a Glance

Overall Unit Sales
+17% YoY

Overall Revenue
+9% YoY

Avg. Product Price
\$20 (-15% YoY)

Top 5 Brands by Market Share



**Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share for this market niche only.*

Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Fitness tracker	1,594,879	+3.9%
Fitness tracker watch	256,428	+169.8%
Fitness tracker watch	84,718	+1,070.6%
Garmin fitness tracker	72,467	+3,847.0%
Fitness tracker watch for women	61,394	+1,074.8%

**Note: Search volume data reflects search volume for January 6, 2023 - January 6, 2024. Year-over-year growth data reflects the period of January 6, 2023 - January 6, 2024 compared to the period of January 6, 2022 - January 5, 2023.*

Top 5 Products by Revenue



SPORTS NUTRITION & FITNESS:

Exercise Equipment

This market niche includes treadmills, exercise bikes, rowing machines, elliptical trainers, home gyms, weight machines, weight benches, weight sets, yoga mats, and yoga blocks.

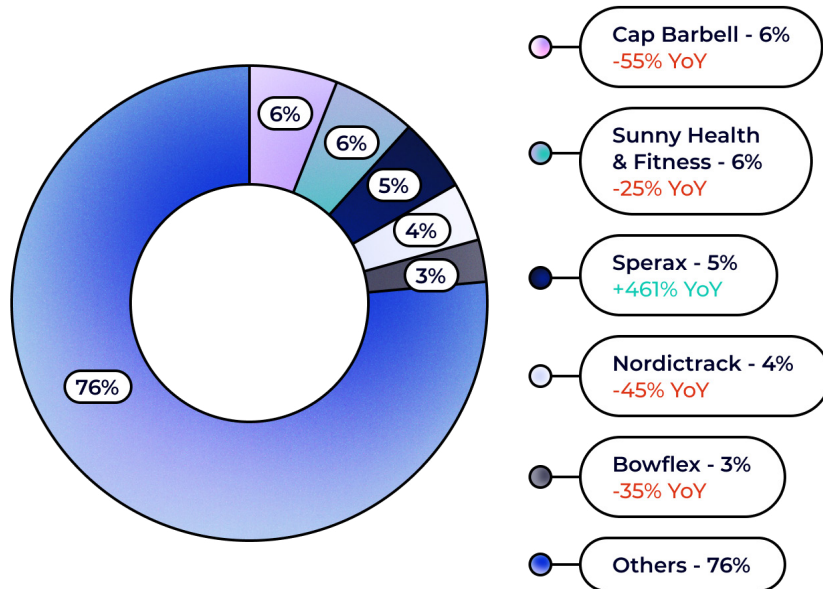
At a Glance

Overall Unit Sales
+30% YoY

Overall Revenue
+28% YoY

Avg. Product Price
\$72 (-2% YoY)

Top 5 Brands by Market Share



**Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share for this market niche only.*

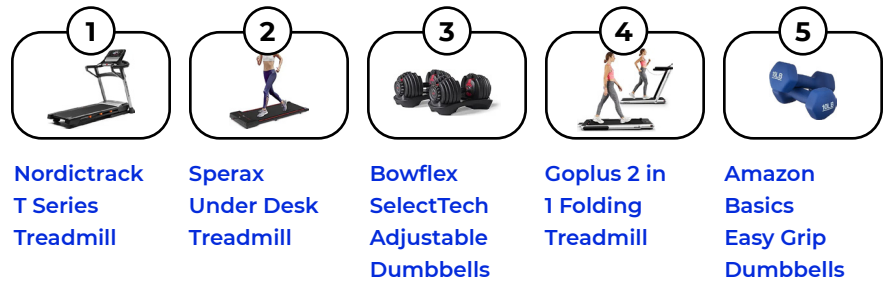
Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Exercise equipment	2,582,367	+7.5%
Exercise equipment for home workouts	397,390	+20.0%
Home exercise equipment	124,106	+5.8%
Desk exercise equipment	109,530	+7.7%
Under desk exercise equipment	88,369	+19.7%

**Note: Search volume data reflects search volume for January 6, 2023 - January 6, 2024. Year-over-year growth data reflects the period of January 6, 2023 - January 6, 2024 compared to the period of January 6, 2022 - January 5, 2023.*

Top 5 Products by Revenue



SPORTS NUTRITION & FITNESS:

Performance Supplements

This market niche includes pre-workout supplements, post-workout and recovery supplements, electrolyte replacements, nitric oxide boosters, and creatine.

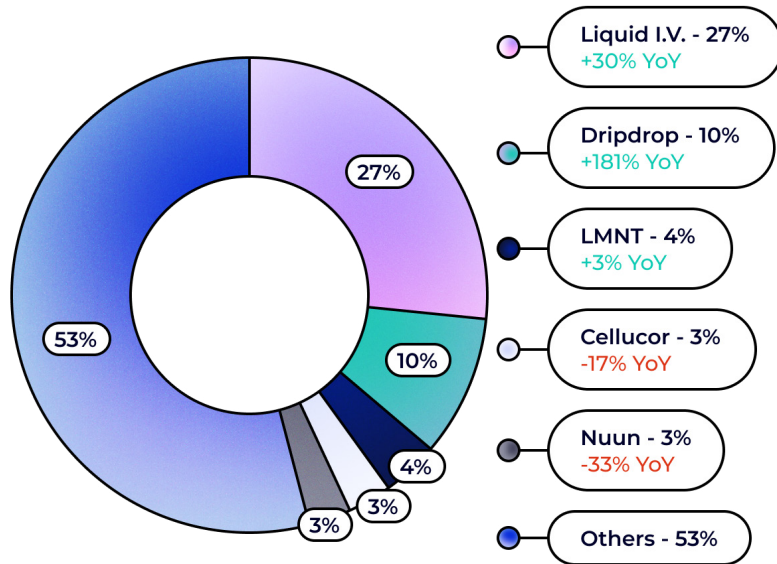
At a Glance

Overall Unit Sales
+55% YoY

Overall Revenue
+76% YoY

Avg. Product Price
\$30 (-<1% YoY)

Top 5 Brands by Market Share



*Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share for this market niche only.

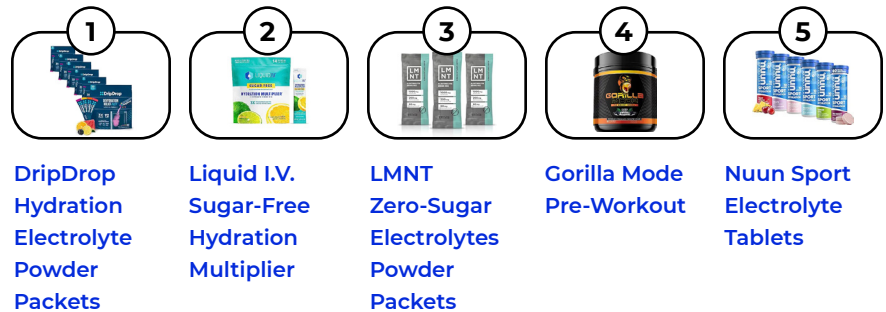
Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Energy supplements	422,454	+3.6%
Post workout recovery	133,379	+402.6%
Muscle building supplements for men	41,667	+386.3%
Workout supplements	37,818	+419.3%
Energy supplements for women	29,842	+174.2%

*Note: Search volume data reflects search volume for January 6, 2023 - January 6, 2024. Year-over-year growth data reflects the period of January 6, 2023 - January 6, 2024 compared to the period of January 6, 2022 - January 5, 2023.

Top 5 Products by Revenue



Sports Nutrition & Fitness: Brands Spotlight



227k+
TikTok followers



458k
Instagram followers



40+
Amazon products

+3% YoY
Amazon revenue

+29% YoY
Amazon Units Sold

80k+
Amazon searches for "Bucked Up" in the last 30 days



255k
TikTok followers



1M
Instagram followers



100+
Amazon products

+42% YoY
Amazon revenue

+31% YoY
Amazon Units Sold

240k+
Amazon searches for "Quest protein" in the last 30 days



130k
TikTok followers



2M
Instagram followers



200+
Amazon products

+178% YoY
Amazon revenue

+84% YoY
Amazon Units Sold

332k+
Amazon searches for "Peloton" in the last 30 days

Sports Nutrition & Fitness: Brands Spotlight



167M

#Fitbit TikTok views



690k

Instagram followers



300+

Amazon products

+8% YoY

Amazon revenue

+5% YoY

Amazon Units Sold

1.5M+

Amazon searches for "Fitbit" in the last 30 days



161k

TikTok followers



39k

Instagram followers



100+

Amazon products

+408% YoY

Amazon revenue

+177% YoY

Amazon Units Sold

57k+

Amazon searches for "Dripdrop" in the last 30 days

VITAMINS & SUPPLEMENTS

Beauty Supplements

This market niche includes all supplements that are marketed as beauty, hair, nail, or skin supplements.

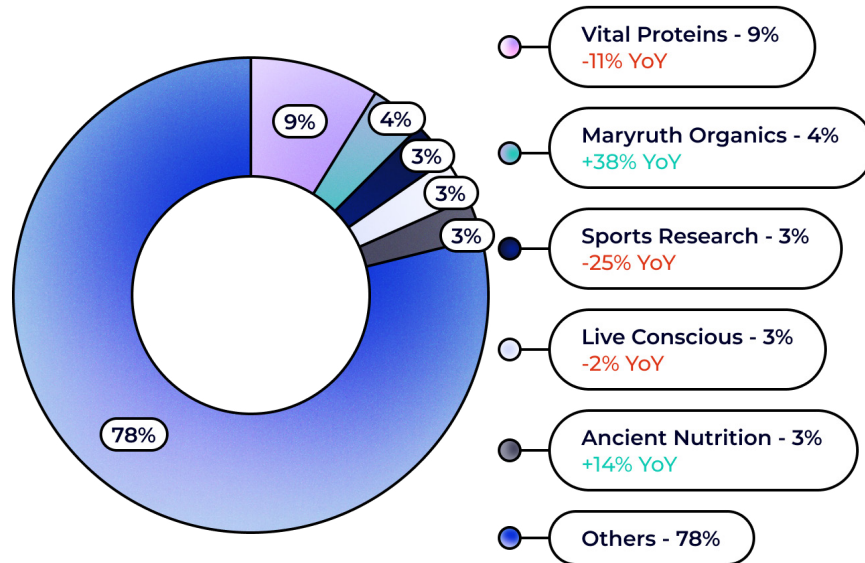
At a Glance

Overall Unit Sales
+29% YoY

Overall Revenue
+38% YoY

Avg. Product Price
\$24 (-<1% YoY)

Top 5 Brands by Market Share



*Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share for this market niche only.

Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Collagen supplements for women	1,882,365	+2,475.7%
Collagen supplements	637,708	+4.7%
Biotin supplement	277,863	+764.1%
Hair supplement	64,088	+532.1%
Keratin supplements	45,726	+11.5%

*Note: Search volume data reflects search volume for January 6, 2023 - January 6, 2024. Year-over-year growth data reflects the period of January 6, 2023 - January 6, 2024 compared to the period of January 6, 2022 - January 5, 2023.

Top 5 Products by Revenue



VITAMINS & SUPPLEMENTS

Prebiotics, Probiotics & Digestive Supplements

This market niche includes prebiotics, probiotics, and digestive supplements such as dietary fibers and psyllium.

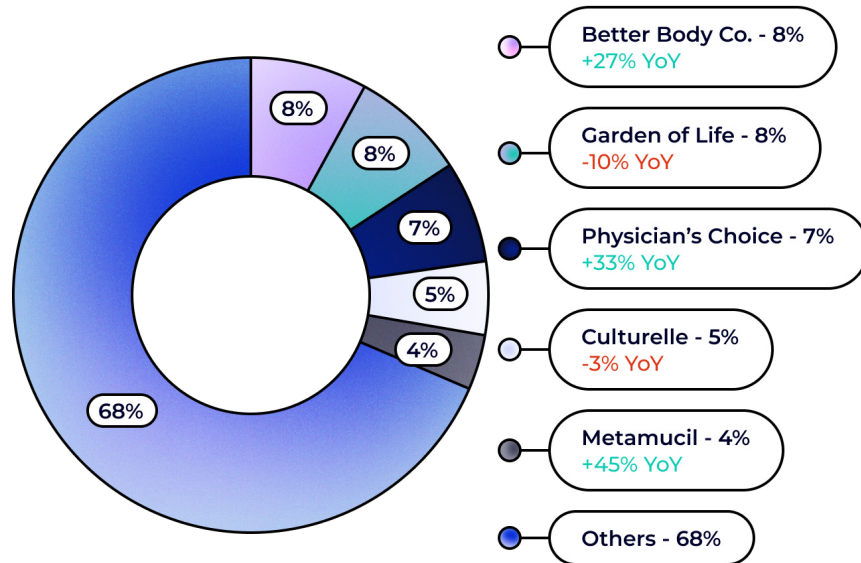
At a Glance

Overall Unit Sales
+26% YoY

Overall Revenue
+28% YoY

Avg. Product Price
\$24 (+1% YoY)

Top 5 Brands by Market Share



*Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share for this market niche only.

Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Probiotic	4,335,579	+36.5%
Ginger supplements	201,580	+50.0%
Probiotic nutritional supplements	66,780	+13.6%
Fiber supplements	59,655	+144.7%
Gut health supplements for men	20,369	+798.5%

*Note: Search volume data reflects search volume for January 6, 2023 - January 6, 2024. Year-over-year growth data reflects the period of January 6, 2023 - January 6, 2024 compared to the period of January 6, 2022 - January 5, 2023.

Top 5 Products by Revenue



VITAMINS & SUPPLEMENTS

Immune Support Supplements

This market niche includes all supplements that are marketed as immune support, immune strength, or immune system supplements.

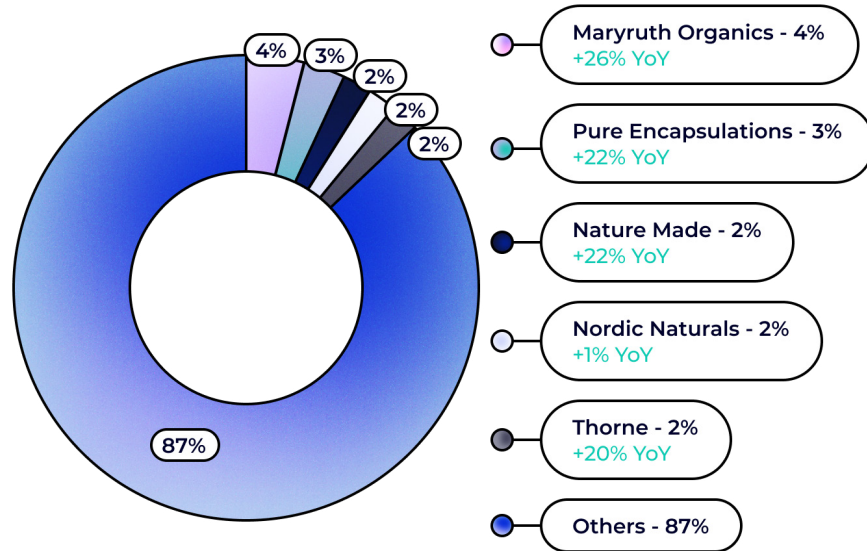
At a Glance

Overall Unit Sales
+27% YoY

Overall Revenue
+31% YoY

Avg. Product Price
\$20 (+2% YoY)

Top 5 Brands by Market Share



**Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share for this market niche only.*

Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Immune support supplement	498,760	+165.7%
Airborne immune support	108,418	+119.8%
Immune support gummies	101,797	+0.9%
Immune support for kids	97,528	+81.1%
Kids immune support	94,240	+11.3%

**Note: Search volume data reflects search volume for January 6, 2023 - January 6, 2024. Year-over-year growth data reflects the period of January 6, 2023 - January 6, 2024 compared to the period of January 6, 2022 - January 5, 2023.*

Top 5 Products by Revenue



VITAMINS & SUPPLEMENTS

Multivitamins

This market niche includes all men's, women's, and children's multivitamins.

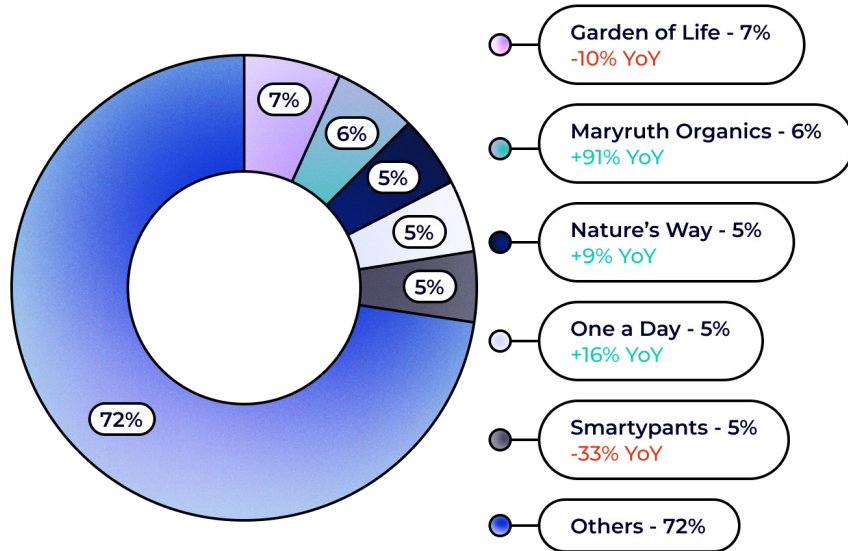
At a Glance

Overall Unit Sales
+22% YoY

Overall Revenue
+31% YoY

Avg. Product Price
\$22 (+2% YoY)

Top 5 Brands by Market Share



*Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share for this market niche only.

Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Mary ruth multivitamin	2,703,260	+307.7%
Multivitamin for women	2,641,841	+16.0%
Multivitamin for men	2,553,015	+25.8%
Womens multivitamin	1,769,805	+26.2%
Mens multivitamins	1,661,754	+25.9%

*Note: Search volume data reflects search volume for January 6, 2023 - January 6, 2024. Year-over-year growth data reflects the period of January 6, 2023 - January 6, 2024 compared to the period of January 6, 2022 - January 5, 2023.

Top 5 Products by Revenue



Vitafusion Women's Multivitamin Gummies

Vitafusion Men's Multivitamin Gummies

Garden of Life Organics Daily Multivitamin for Women

Nature's Way Elderberry Daily Vitamins for Women

8Greens Daily Superfood Gummies

Vitamins & Supplements: Brands Spotlight

dr. kellyann



381k+

TikTok followers



199k

Instagram followers



25+

Amazon products

+77% YoY

Amazon revenue

+77% YoY

Amazon Units Sold

50k+

Amazon searches for "Dr. Kellyann" in the last 30 days

OLLY



107k

TikTok followers



209k

Instagram followers



180+

Amazon products

+64% YoY

Amazon revenue

+71% YoY

Amazon Units Sold

370k+

Amazon searches for "Oilly" in the last 30 days

MARY RUTH'S



281k

TikTok followers



545k

Instagram followers



300+

Amazon products

+51% YoY

Amazon revenue

+43% YoY

Amazon Units Sold

2k+

Amazon searches for "Maryruth multivitamin" in the last 30 days

Vitamins & Supplements: Brands Spotlight



26k

TikTok followers



75k

Instagram followers



15+

Amazon products

+61% YoY

Amazon revenue

+61% YoY

Amazon Units Sold

75k+

Amazon searches for "Provitalize for women" in the last 30 days



1.3k

TikTok followers



23k

Instagram followers



1,500+

Amazon products

+9% YoY

Amazon revenue

+15% YoY

Amazon Units Sold

18k+

Amazon searches for "Natures way" in the last 30 days

WELLNESS PRODUCTS

Aromatherapy

This market niche includes essential oils, oil diffusers, oil blends, aromatherapy mists, and aromatherapy candles.

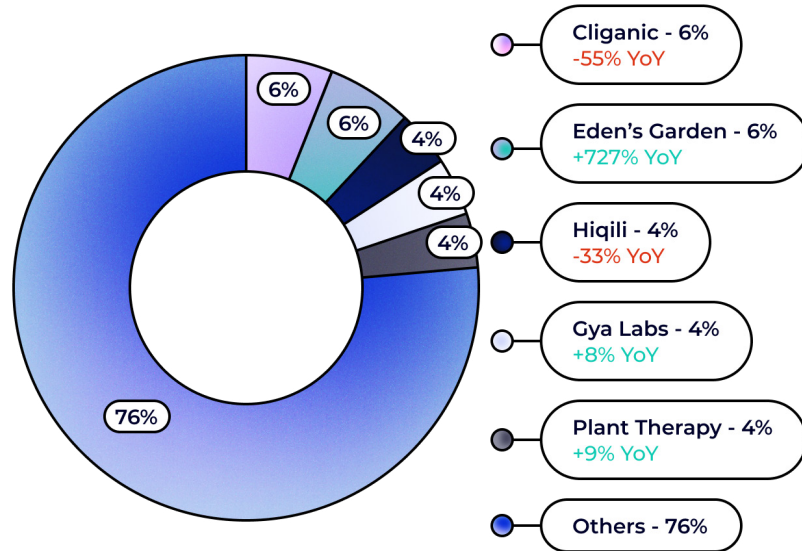
At a Glance

Overall Unit Sales
+37% YoY

Overall Revenue
+33% YoY

Avg. Product Price
\$17 (-2% YoY)

Top 5 Brands by Market Share



*Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share for this market niche only.






Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Aromatherapy diffuser	1,066,436	+18.1%
Aromatherapy	329,014	+4.8%
Shower bombs aromatherapy	208,658	+15.8%
Aromatherapy oils	179,068	+29.5%
Aromatherapy candle	130,922	+20.2%

*Note: Search volume data reflects search volume for January 6, 2023 - January 6, 2024. Year-over-year growth data reflects the period of January 6, 2023 - January 6, 2024 compared to the period of January 6, 2022 - January 5, 2023.

Top 5 Products by Revenue

 <p>1</p>	 <p>2</p>	 <p>3</p>	 <p>4</p>	 <p>5</p>
<p>Asakuki Essential Oil Diffuser</p>	<p>Majestic Pure Oregano Essential Oil</p>	<p>Hotel Collection Mystify Essential Oil</p>	<p>Hiqili Lemon Pure Essential Oil</p>	<p>Yankee Candle Crisp Fall Night Scented Candle</p>

WELLNESS PRODUCTS

Light Therapy

This market niche includes all products marketed as light therapy products, such as red light therapy, light therapy blankets and belts, and sun lamps.

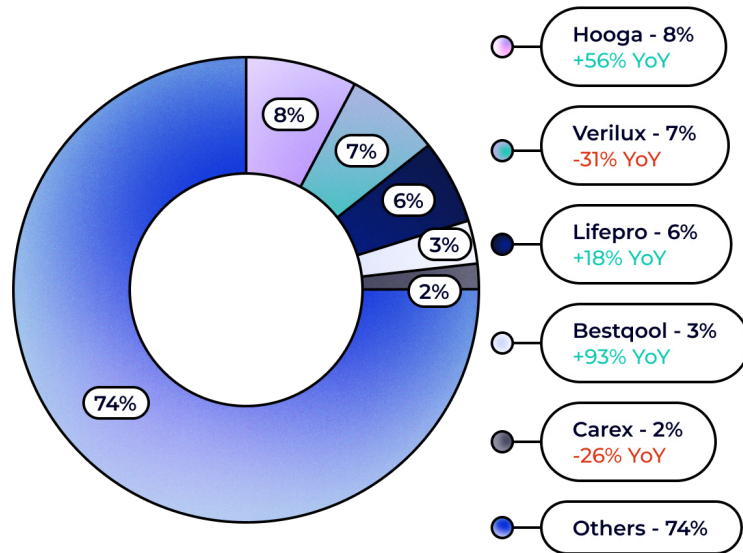
At a Glance

Overall Unit Sales
+39% YoY

Overall Revenue
+52% YoY

Avg. Product Price
\$56 (-21% YoY)

Top 5 Brands by Market Share



**Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share for this market niche only.*

Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Red light therapy	2,563,284	+96.1%
Red light therapy for face	1,952,969	+198.8%
Red light therapy for body	957,632	+110.7%
Light therapy lamp	488,980	+12.0%
Sun lamp for seasonal depression	269,068	+9.7%

**Note: Search volume data reflects search volume for January 6, 2023 - January 6, 2024. Year-over-year growth data reflects the period of January 6, 2023 - January 6, 2024 compared to the period of January 6, 2022 - January 5, 2023.*

Top 5 Products by Revenue



WELLNESS PRODUCTS

Massage Therapy

This market niche includes scalp massagers, back massagers, foot massagers, hand massagers, massage oils and lotions, and massage guns.

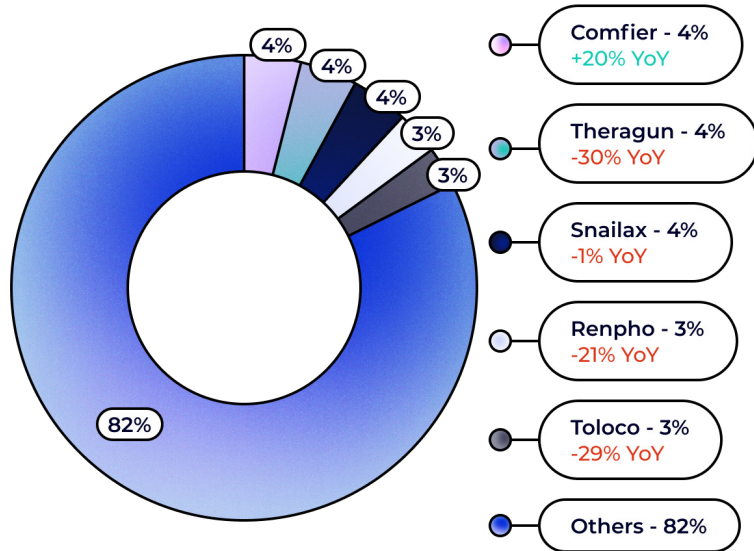
At a Glance

Overall Unit Sales
+24% YoY

Overall Revenue
+14% YoY

Avg. Product Price
\$23 (-2% YoY)

Top 5 Brands by Market Share



*Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share for this market niche only.

Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Foot massager	8,148,358	+14.0%
Neck massager	5,572,535	+39.7%
Scalp massager	4,970,667	+39.5%
Back massager with heat	991,515	+175.7%
Back massager for chair	182,822	+2,124.4%

*Note: Search volume data reflects search volume for January 6, 2023 - January 6, 2024. Year-over-year growth data reflects the period of January 6, 2023 - January 6, 2024 compared to the period of January 6, 2022 - January 5, 2023.

Top 5 Products by Revenue



WELLNESS PRODUCTS

Health & Wellness Journals

This market niche includes wellness journals, therapy journals, self-help journals, food journals and diaries, and guided journals.

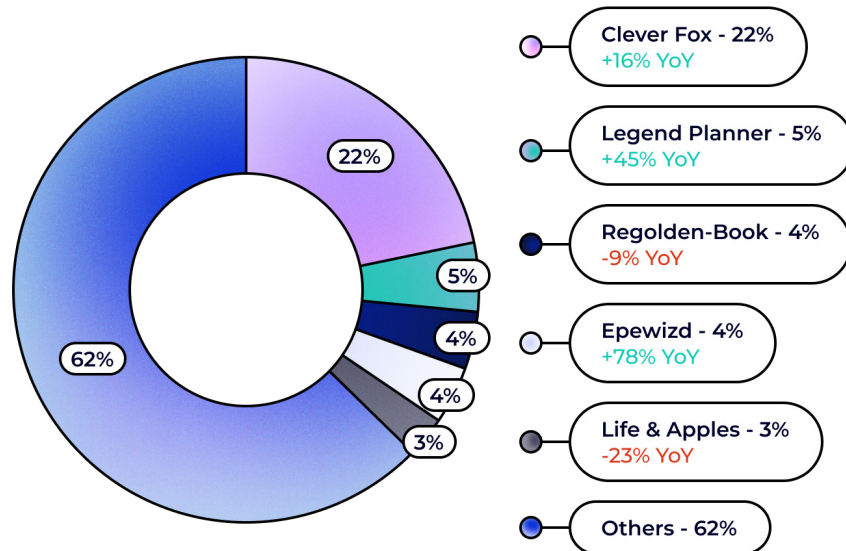
At a Glance

Overall Unit Sales
+24% YoY

Overall Revenue
+24% YoY

Avg. Product Price
\$7 (+<1% YoY)

Top 5 Brands by Market Share



**Note: Percentage increase/decrease data reflects the year-over-year increase/decrease in each brand's market share for this market niche only.*

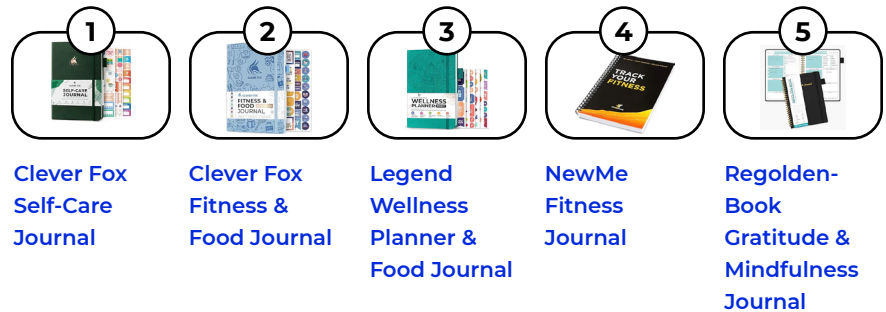
Top 5 Growing Keywords

By Search Volume

Keyword	Search Volume*	YoY Growth
Self care journal	246,176	+14.4%
Food journal	235,920	+94.4%
Wellness journal	171,828	+4.1%
Food journal for women weight loss	70,416	+82.8%
Self care journal for women	61,417	+331.9%

**Note: Search volume data reflects search volume for January 6, 2023 - January 6, 2024. Year-over-year growth data reflects the period of January 6, 2023 - January 6, 2024 compared to the period of January 6, 2022 - January 5, 2023.*

Top 5 Products by Revenue



Wellness Products: Brands Spotlight



50+
TikTok followers



1.6k
Instagram followers



20+
Amazon products

+3% YoY
Amazon revenue

+4% YoY
Amazon Units Sold

12k+
Amazon searches for "Core Products" in the last 30 days



1.5k
TikTok followers



6.2k
Instagram followers



60+
Amazon products

+142% YoY
Amazon revenue

+107% YoY
Amazon Units Sold

30k+
Amazon searches for "Hooga" in the last 30 days



6.2k
TikTok followers



35k
Instagram followers



15+
Amazon products

+418% YoY
Amazon revenue

+507% YoY
Amazon Units Sold

2k+
Amazon searches for "Switch journal" in the last 30 days

Wellness Products: Brands Spotlight

**Puresseentiel**



380+
TikTok followers



70k
Instagram followers



50+
Amazon products

+30% YoY
Amazon revenue

+20% YoY
Amazon Units Sold

650+
Amazon searches for "Puresseentiel" in the last 30 days

 **Therabody**
(Theragun)



38k
TikTok followers



1M
Instagram followers



30+
Amazon products

+13% YoY
Amazon revenue

+13% YoY
Amazon Units Sold

300k+
Amazon searches for "Theragun" in the last 30 days

Chapter 3

About the Report

Methodology

The data included in this report was gathered using Jungle Scout, Jungle Scout Cobalt, and Jungle Scout Data Cloud – industry-leading market intelligence, product insights, and advertising analytics tools powered by nearly 2 billion Amazon data points. 30-day keyword trends data was gathered using [Jungle Scout's](#) Keyword Scout Tool; all other keyword trends data was collected using [Jungle Scout Data Cloud](#). Sales, revenue, market share, and product data was gathered using [Jungle Scout Cobalt](#).

Note: This data represents the U.S. marketplace for specified date ranges and filter parameters. Percentages have been rounded to the nearest whole number. Year-over-year data reflects the period of January 6, 2023 - January 6, 2024, as compared to January 6, 2022 - January 5, 2023. 30-day trends data reflects the 30 days leading up to January 11, 2023.

Using the data

We encourage you to explore Jungle Scout's Amazon Data Download report and to share, reference, and publish the findings with attribution to "Jungle Scout" and a link to [this page](#).

For more information, specific data requests, media assets, or to reach the report's authors, please contact us at press@junglescout.com.

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REPORT

Get exclusive data on the Amazon market landscape for major retailers.

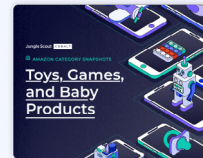
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REPORT

See how prices are changing on Amazon – and how it's impacting sales.

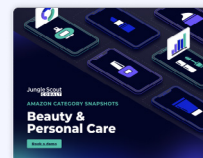
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REPORT

Find out which toys are generating 500%+ sales growth on Amazon.

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REPORT

Learn which beauty products have seen a 151% YoY sales increase.

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Jungle Scout: Leading Amazon Market Intelligence Tools

Over the past decade, Jungle Scout has gathered a wealth of data points through continuous monitoring and analysis of Amazon. The tools used to build this report are the same ones that over 600,000 sellers, brands, retailers, and agencies use each day to make confident decisions and develop effective strategies on Amazon. See how our tools can help your business grow with a risk-free trial or personalized demo.

FOR FIRST-TIME AND ESTABLISHED SELLERS

Jungle Scout

Jungle Scout is the leading platform for ecommerce sellers, supporting more than \$50 billion in annual Amazon revenue. Founded in 2015 as the first Amazon product research tool, Jungle Scout today features a full suite of best-in-class business management and market intelligence solutions to help sellers:

- Find and track winning products
- Discover high-value keywords
- Source suppliers for products
- Create and optimize product listings
- Jumpstart their business with exclusive tutorials

[Sign up today](#)

FOR BRANDS, RETAILERS, AND AGENCIES

Jungle Scout Cobalt

Jungle Scout Cobalt empowers brands and retailers with a powerful suite of ecommerce tools designed to drive growth on Amazon. Comprehensive data analytics, built-in advertising automation, and intuitive visualizations turn insights into action. Cobalt is trusted by brands and retailers worldwide to:

- Track and grow market share
- Analyze performance data
- Gauge market trends and competitor performance
- Optimize ad campaigns
- Gauge share of voice and discover keyword trends

[Book a demo](#)

FOR BIG BOX RETAILERS AND INVESTORS

Jungle Scout Data Cloud

Jungle Scout Data Cloud offers scalability and flexibility by providing retailers a way to get Jungle Scout's industry-leading data, with the ability to analyze and visualize that data using the tools of their choice. It provides a comprehensive view of Amazon market dynamics by allowing retailers to:

- Access millions of data points
- Extract insights using tools like Snowflake, Azure, and others
- Create custom visualizations with PowerBI, Tableau, and similar tools
- Analyze trends in consumer demand
- Investigate third-party sellers

[Try Data Cloud with Snowflake](#)