



Jungle Scout **COBALT**

 AMAZON CATEGORY SNAPSHOTS

Patio, Lawn and Garden

How do consumers shop Patio, Lawn & Garden on Amazon?

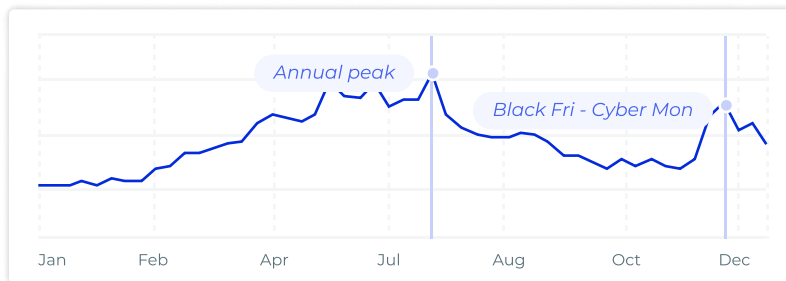
Most Patio, Lawn & Garden products see annual sales peak during the summer. However, there are several other seasonal trends that should play into how brands and retailers selling in these categories approach their Amazon strategy.

Seasonal sales fluctuations in Patio, Lawn & Garden

Using [Jungle Scout Cobalt](#) data, let's take a look at how consumers shopped for different Patio, Lawn & Garden products throughout the year in 2022:



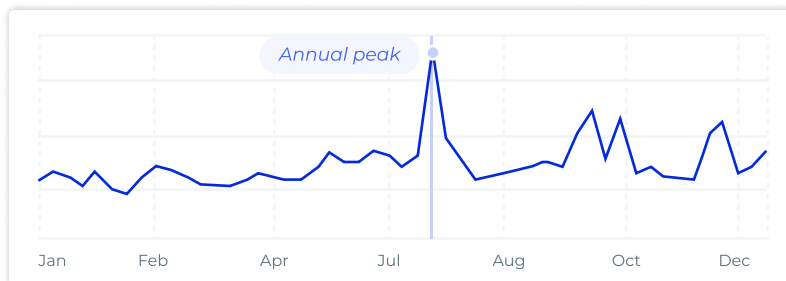
Sales of **grills** hit their annual peak in mid-July, but they also spiked significantly during the Black Friday - Cyber Monday weekend.



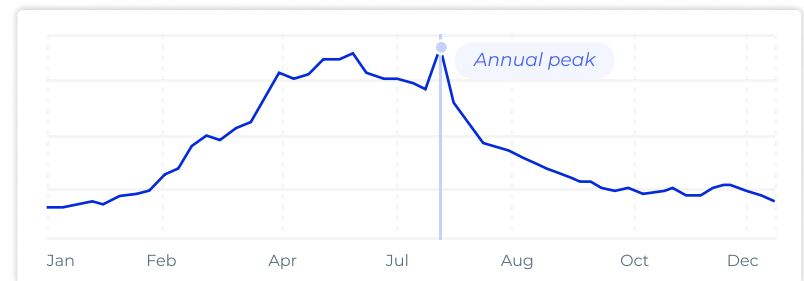
While most other outdoor cooking tools and accessories hit their annual peak in the summer, **smokers** hit theirs just before the holidays.



Sales of **generators** reached their peak during July, but also had secondary peaks in September, October, and during the holidays.



Patio furniture had a sustained sales boost throughout most of the summer. Sales jumped 65% from the beginning of April to the start of May and returned to pre-summer numbers in August.



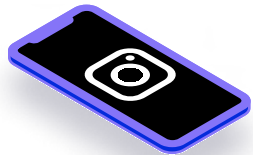
What trends are driving sales in Patio, Lawn & Garden?

Homesteading, Conservation & Eco-Friendliness

As climate change becomes a more pressing concern, it's increasingly influencing what consumers are looking for in the Patio, Lawn & Garden category on Amazon. The popularity of homesteading and sustainability has exploded across social media platforms, and consumers are increasingly seeking ways to engage in conservation and eco-friendliness in their own backyards. As a result, sales and revenue are growing for products ranging from electric mowers and lawn alternatives to beekeeping and composting supplies.



Videos about homesteading have **6.8 billion** views on TikTok



There are over **2.3 million** Instagram posts for #homesteading



Interest in homesteading has been **steadily growing** on YouTube



↪ In the last 90 days on Amazon, searches for:

🔍 “self-sufficiency book” are up **798%**

🔍 “backyard homesteading” are up **661%**

🔍 “the homesteading handbook” are up **554%**

**Note: data reflects the 90 days leading up August 21, 2023*

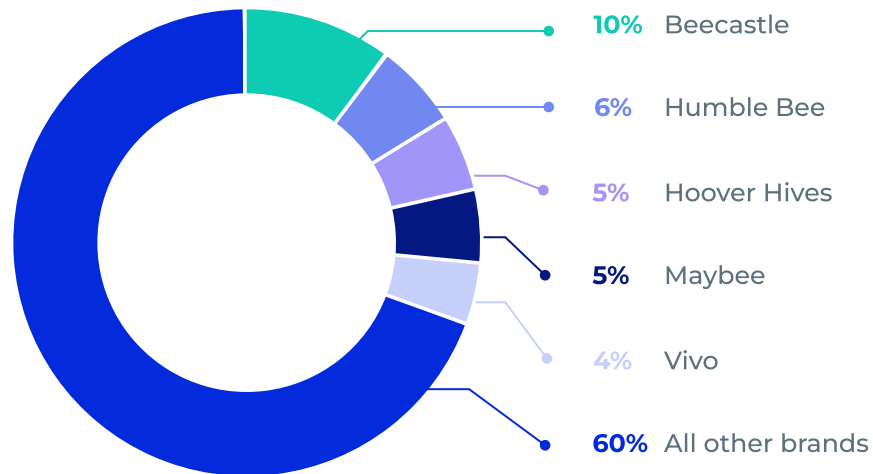
**Sources: TikTok search results page/Instagram search results page/YouTube Analytics/Google Trends, as viewed on August 21, 2023*

Beekeeping supplies

Sales are growing in the beekeeping supplies market, and the battle for visibility has been heating up. Sales are up 23% year-over-year on Amazon, and 4 of the top 5 market share leaders are within 2% market share of one another. The tight competition between market share leaders shows that there's room for newcomers in this niche, with no one brand significantly dominating the market right now.

Like homesteading, beekeeping is also popular on social media: videos about the subject have nearly 2 billion views on TikTok*, and there are 1.7 million Instagram posts using #beekeeping.**

Market share leaders: Beekeeping supplies



*Source: TikTok search results page, as viewed on August 23, 2023

**Source: Instagram search results page, as viewed on August 23, 2023

Composting products

Revenue for composting products is up 28% year-over-year on Amazon, with revenue for some individual products growing nearly 600% in 6 months.

90-day Amazon revenue trends: Composting products



Worm Nerd Composting Worms

Revenue up 572%



F2C Dual Chamber Compost Tumbler

Revenue up 260%



Algreen Products Composting Bin

Revenue up 199%

Eco-friendly pest control

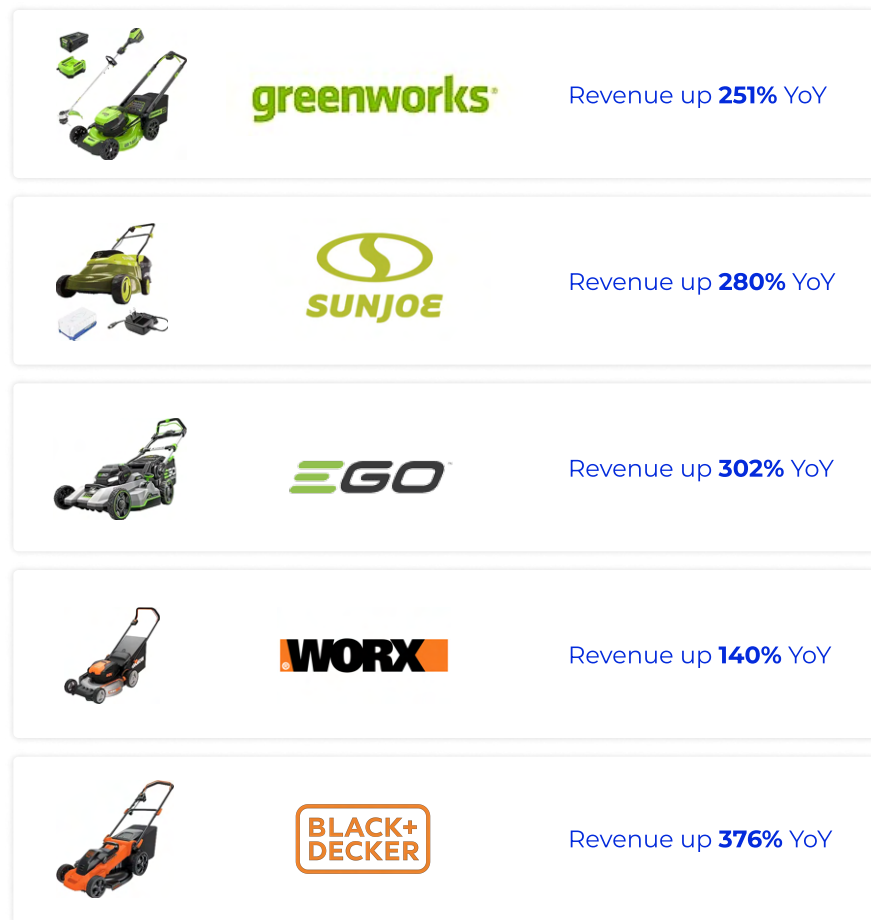
Sales of eco-friendly pest control products are up 28% year-over-year on Amazon. Brands are clearly taking notice of this changing consumer trend: 25% more have entered this market on Amazon in the last year.

In the last 90 days, searches for “natural bug repellent,” “all natural bug spray,” and “natural insect repellent” are all up over 1,000%.

Electric mowers

More consumers are opting for electric mowers over less eco-friendly alternatives. Revenue and sales for electric lawn mowers are up 30% year-over-year on Amazon, and revenue is up 140%+ for all of the top 5 market share leaders.

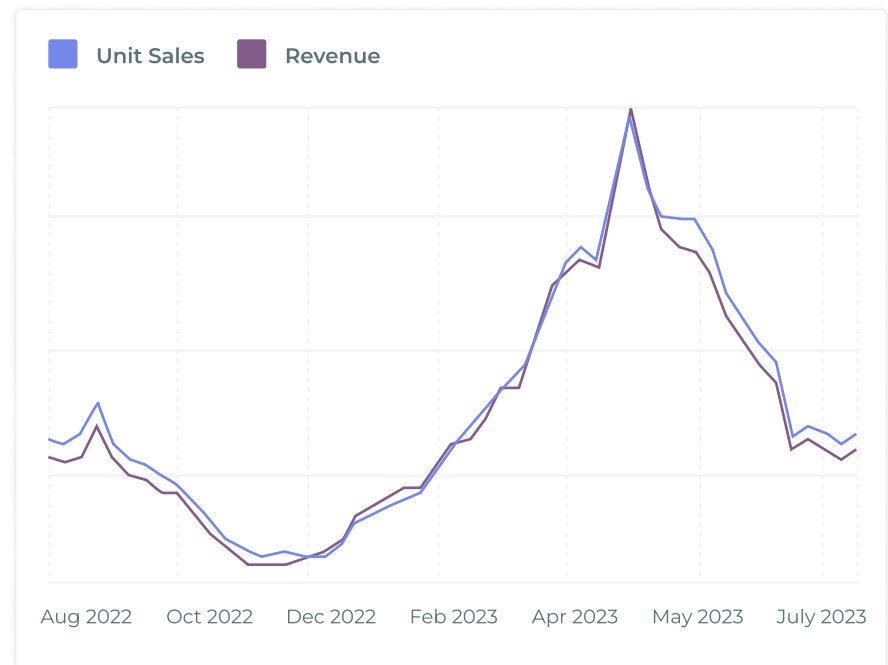
YoY revenue trends: Electric mowers market share leaders



Lawn alternatives

While this is still a niche market on Amazon, it is growing rapidly. Revenue is up 157% year-over-year, and sales are up 115%. Competing brands have increased 27%, and there are a whopping 49% more products in this niche in the last 12 months.

YoY sales and revenue trends: Lawn alternatives



What are shoppers searching for in Patio, Lawn & Garden?

Top Keywords:

🔍 Patio, Lawn & Garden

Report Date: August 12, 2022 - August 12, 2023 | Compared to previous year

Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Outdoor rug	6,202,813	10,729,242	↑ 73.0%
Outdoor furniture	7,682,502	7,770,231	↑ 1.1%
Garden hose	5,822,330	7,612,441	↑ 30.8%
Pool	9,755,683	7,439,595	↓ 23.7%
Plant stand	9,242,214	7,435,108	↓ 19.6%
Patio furniture	4,552,649	7,327,192	↑ 60.9%
Patio furniture set	11,107,032	6,815,111	↓ 38.6%
Hummingbird feeder	6,904,201	6,287,375	↓ 8.9%
Plant stand indoor	3,397,897	6,121,293	↑ 80.2%
Pressure washer	4,503,353	5,551,009	↑ 23.3%
Hammock	7,967,795	4,926,588	↓ 38.2%
Chicken coop	3,571,095	4,690,894	↑ 31.4%
Hose	3,753,047	4,675,945	↑ 24.6%
Fire pit	4,390,604	4,606,282	↑ 4.9%
Grow lights for indoor plants	3,623,844	4,553,245	↑ 25.7%
Beach umbrella	4,212,806	4,321,559	↑ 2.6%
Bird feeder	2,748,363	4,195,764	↑ 52.7%
Bird bath	3,363,969	4,189,231	↑ 24.5%
Generator	4,660,375	4,157,324	↓ 10.8%
Grill	3,329,692	3,833,400	↑ 15.1%



Top Patio, Lawn & Garden Keywords with Growing Search Volume

The following keywords experienced the highest YoY growth in search volume in the overall Patio, Lawn & Garden category.

Report Date: August 12, 2022 - August 12, 2023 | Compared to previous year

Keyword	Search Vol: 2021 - 2022	Search Vol: 2022 - 2023	% Change YoY
Outdoor rug	6,202,813	10,729,242	↑ 73.0%
Mosquito repellent outdoor patio	82,243	3,431,919	↑ 4,072.9%
Patio furniture	4,552,649	7,327,192	↑ 60.9%
Plant stand indoor	3,397,897	6,121,293	↑ 80.2%
Patio furniture set clearance sale	17,100	2,650,579	↑ 15,400.5%
Patio umbrella	1,796,438	3,634,400	↑ 102.3%
Chlorine tablets	1,307,921	3,135,859	↑ 139.8%
Garden hose	5,822,330	7,612,441	↑ 30.8%
Fruit fly traps for indoors	1,211,929	2,989,263	↑ 146.7%



Top Patio, Lawn & Garden Keywords with Declining Search Volume

The following keywords experienced the most significant YoY decline in search volume in the overall Health & Household category.

Report Date: August 12, 2022 - August 12, 2023 | Compared to previous year

Keyword	Search Vol: 2021 - 2022	Search Vol: 2022 - 2023	% Change YoY
Patio furniture set	11,107,032	6,815,111	↓ 38.6%
Hammock	7,967,795	4,926,588	↓ 38.2%
Pool	9,755,683	7,439,595	↓ 23.7%
Bird feeders	4,826,316	2,641,541	↓ 45.3%
Plant stand	9,242,214	7,435,108	↓ 19.6%
Patio umbrellas	3,872,615	2,078,330	↓ 46.3%
Mosquito repellent outdoor	3,039,598	1,385,071	↓ 54.4%
Swimming pool	2,896,097	1,461,737	↓ 49.5%
Patio seating	1,186,289	59,416	↓ 95.00%

Sub-Category Spotlight: Farm & Ranch

The Farm & Ranch sub-category encompasses a wide range of products. These include necessities for large-scale farms (such as excavators and irrigation equipment), items for smaller-scale homesteads (such as pond supplies, soils, and plant bulbs), and products that are relevant to farms of all sizes (such as poultry and livestock care supplies, pest control, and fertilizer).

Size of the prize

Revenue

↑ **49% YoY**

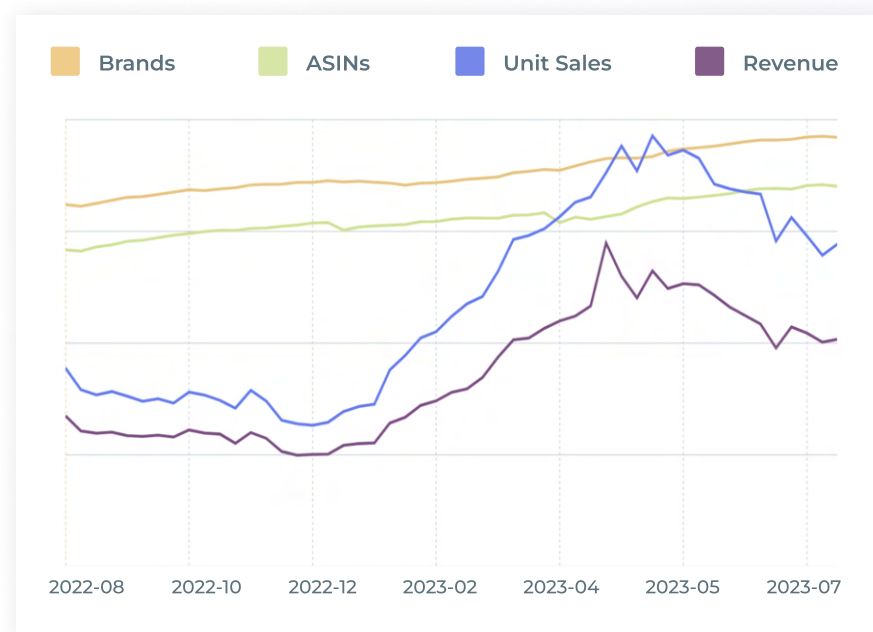
Units Sold

↑ **62% YoY**

Competing Brands

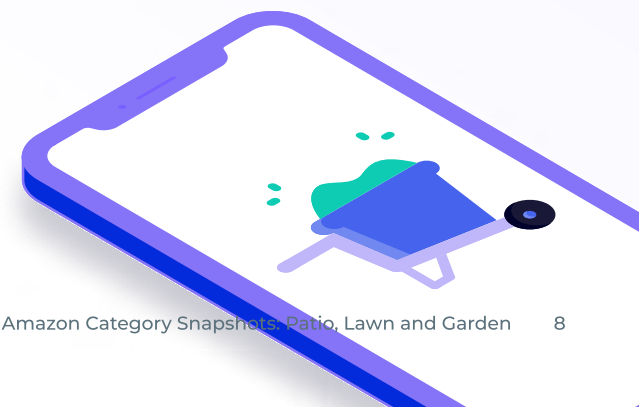
1.7k+

Report date range: August 19, 2022 - August 19, 2023
Comparing to previous year

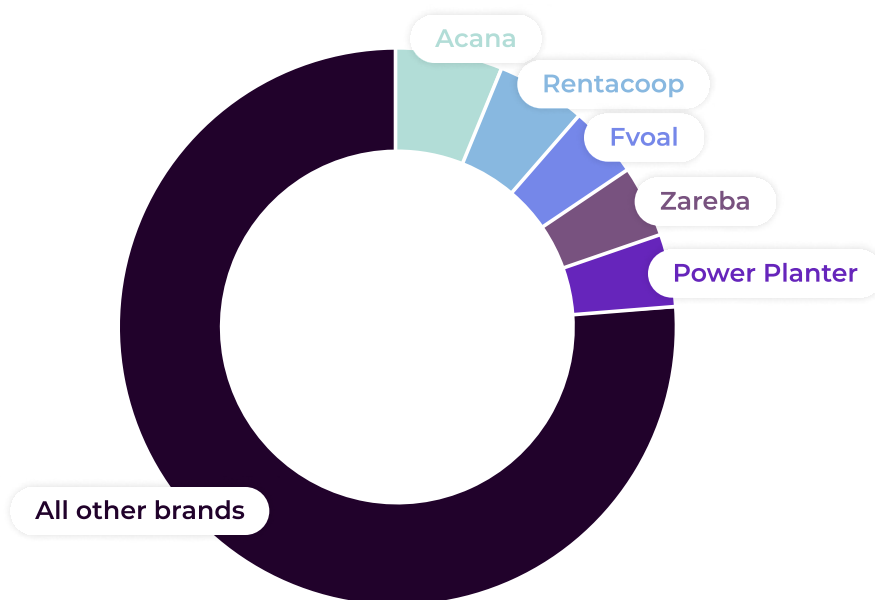


★ INSIGHTS

- The Farm & Ranch sub-category has grown, with revenue increasing **49% YoY** and sales across all brands growing by **62% YoY**.
- The number of brands and ASINs in this market has grown, with a **19% YoY** increase and **20%** increase, respectively.
- The average review count for Farm & Ranch products grew by **12% YoY**.
- The median product price in this sub-category has remained steady, with a **<1% YoY** increase.



Market Share Leaders in Farm & Ranch



Acana (6%)

Market share: **Up 37% YoY**

Fvoal (4%)

Market share: **Up 59% YoY**

Power Planter

Market share: **Up 36% YoY**

Rentacoop (5%)

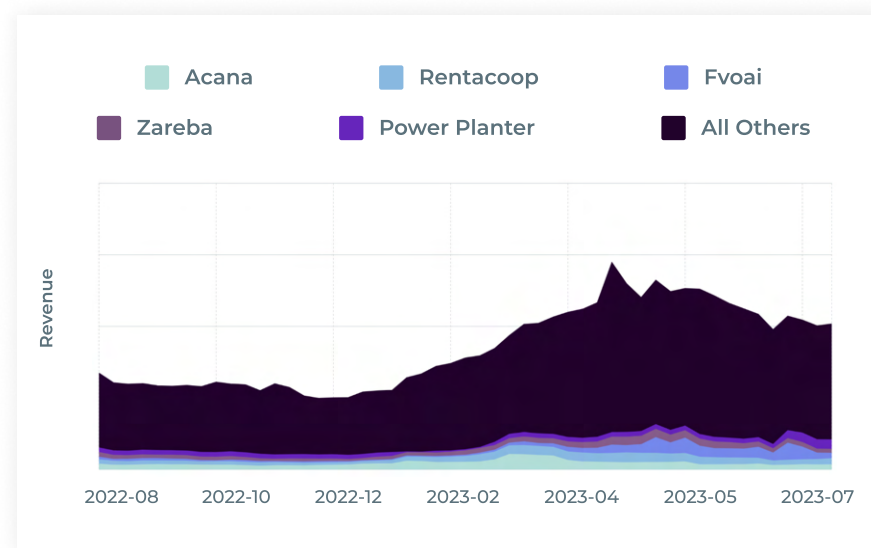
Market share: **Down 11% YoY**

Zareba (4%)

Market share: **Down 36% YoY**

All other brands (77%)

Market growth



★ INSIGHTS

- The top 5 brands in the category own **23%** of the market share while all others own the remaining **77%**.
- Revenue for 1P sellers has increased by **4%**, while 3P seller revenue has grown by **64%**.
- The top 5 brands in the category own 270 of the available ASINs, while all other brands combined own 6,537, indicating that approximately **4%** of the ASINs in this category are responsible for over **20%** of the revenue.

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

Keyword Trends:

🔍 Farm

Total search volume for keywords containing “farm” within Patio, Lawn & Garden category

Report date range: January 20, 2022 - January 20, 2023 | Compared to previous year

Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Costa farms	329,339	349,650	↑ 6.2%
Fox farm soil	170,118	336,724	↑ 97.9%
Fox farm	336,832	251,354	↓ 25.4%
Worm farm	180,956	207,989	↑ 14.9%
Costa farms indoor plants	134,606	184,827	↑ 37.3%
Fox farm fertilizers	23,511	146,282	↑ 522.2%
Spider farmer grow light	53,479	124,504	↑ 132.8%
Spider farmer	156,388	114,442	↓ 26.8%
Fox farm nutrients	176,515	109,324	↓ 38.1%
Foxfarm	89,514	100,366	↑ 12.1%

Popular Products

Sales and revenue are up significantly year-over-year for many products in the Farm & Ranch category, perhaps due in part to the growing homesteading trend leading to more consumers planting gardens, raising animals, and more.

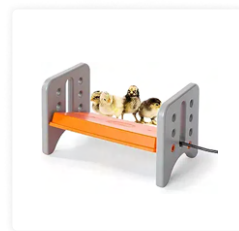
MayBee Beehive



Amazon revenue up 1,411% in last 6 months

Amazon sales up 1,407% in last 6 months

K&H Pet Products Chicken Brooder



Amazon revenue up 633% in last 6 months

Amazon sales up 482% in last 6 months

Kalysie Mesh Fencing



Amazon revenue up 108% in last 6 months

Amazon sales up 96% in last 6 months

Sub-Category Spotlight: Gardening & Lawn Care

Size of the prize

Revenue

↑ **31% YoY**

Units Sold

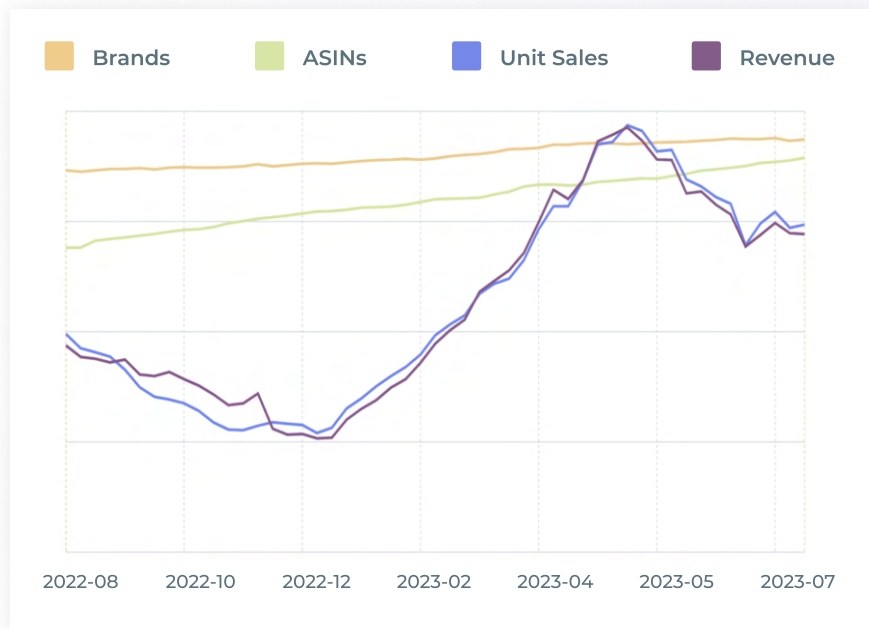
↑ **29% YoY**

Competing Brands

900+

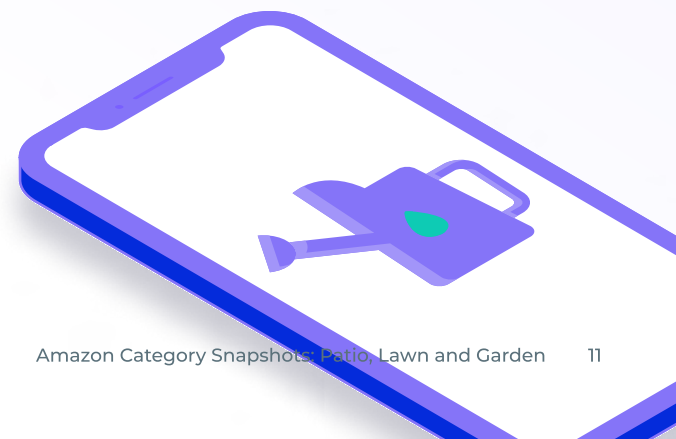
Report date range: August 19, 2022 - August 19, 2023

Comparing to previous year

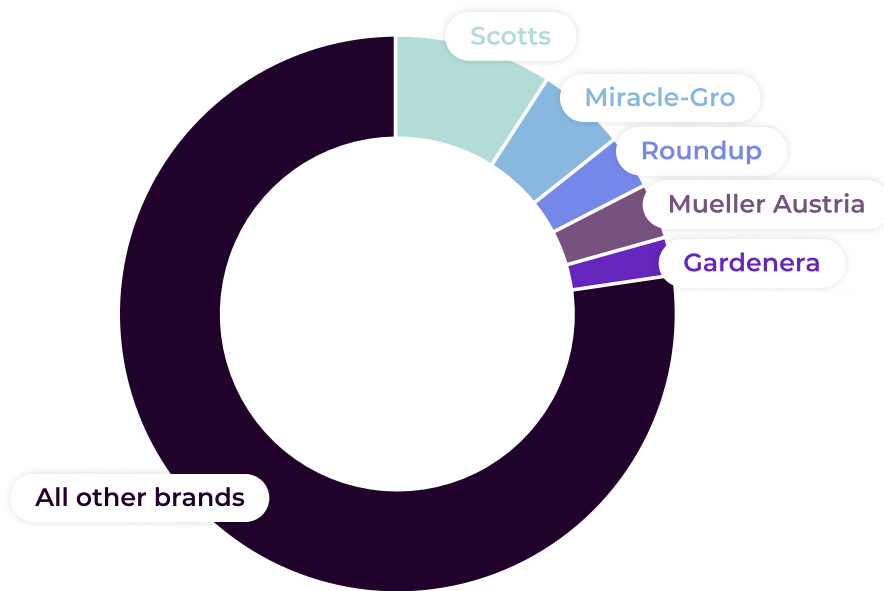


★ INSIGHTS

- The Gardening & Lawn Care sub-category is growing, with revenue increasing **31% YoY** and sales across all brands growing by **29% YoY**.
- The number of brands and ASINs in this market has grown, with an **8% YoY** increase and **30%** increase, respectively.
- The average review count for Gardening & Lawn Care products grew by **36% YoY**.
- The median product price in this sub-category has increased **8% YoY**.



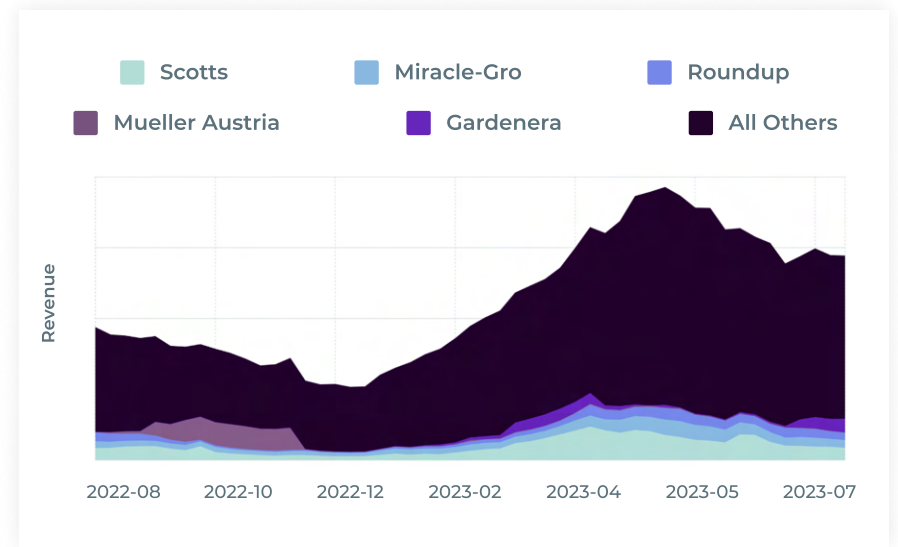
Market Share Leaders in Gardening & Lawn Care



- Scotts (9%)**
Market share: **Up 12% YoY**
- Roundup (3%)**
Market share: **Down 37% YoY**
- Gardenera (2%)**
Market share: **Up 5,778% YoY**

- Miracle-Gro (5%)**
Market share: **Down 4% YoY**
- Mueller Austria (3%)**
Market share: **Up 1,248% YoY**
- All other brands (78%)**

Market growth



★ INSIGHTS

- The top 5 brands in the category own **22%** of the market share while all others own the remaining **78%**.
- Revenue for 1P sellers has increased by **31%**, while 3P seller revenue has grown by **66%**.
- The top 5 brands in the category own 813 of the available ASINs, while all other brands combined own 6,345, indicating that approximately **11%** of the ASINs in this category are responsible for **20%** of the revenue.

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

Keyword Trends:

🔍 Garden

Total search volume for keywords containing “garden” within Patio, Lawn & Garden category

Date Range: August 12, 2022 - August 12, 2023 | Comparing to previous year

Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Garden hose	5,822,330	7,612,441	↑ 30.8%
Raised garden bed	3,012,564	3,374,044	↑ 12.0%
Aerogarden	1,862,665	1,907,613	↑ 2.4%
Garden	1,579,546	1,855,172	↑ 17.5%
Garden decor	1,001,953	1,708,840	↑ 70.6%
Expandable garden hose	959,670	1,567,840	↑ 63.4%
Gardening	1,447,582	1,494,079	↑ 3.2%
Gardening tools	1,434,712	1,483,146	↑ 3.4%
Garden tools	1,179,587	1,430,621	↑ 21.3%
Raised garden beds outdoor	599,270	1,296,285	↑ 116.3%

Popular Products

Here are a few of this season's top-selling products in Amazon's Gardening & Lawn Care sub-category.

Pocket Hose Expandable Garden Hose



Amazon revenue up 809% in last 6 months

Amazon sales up 836% in last 6 months

Pennington Annual Ryegrass Seed



Amazon revenue up 526% in last 6 months

Amazon sales up 322% in last 6 months

Scotts Turf Builder



Amazon revenue up 451% in last 6 months

Amazon sales up 402% in last 6 months

Sub-Category Spotlight: Generators & Portable Power

Size of the prize

Revenue

↑ 19% YoY

Units Sold

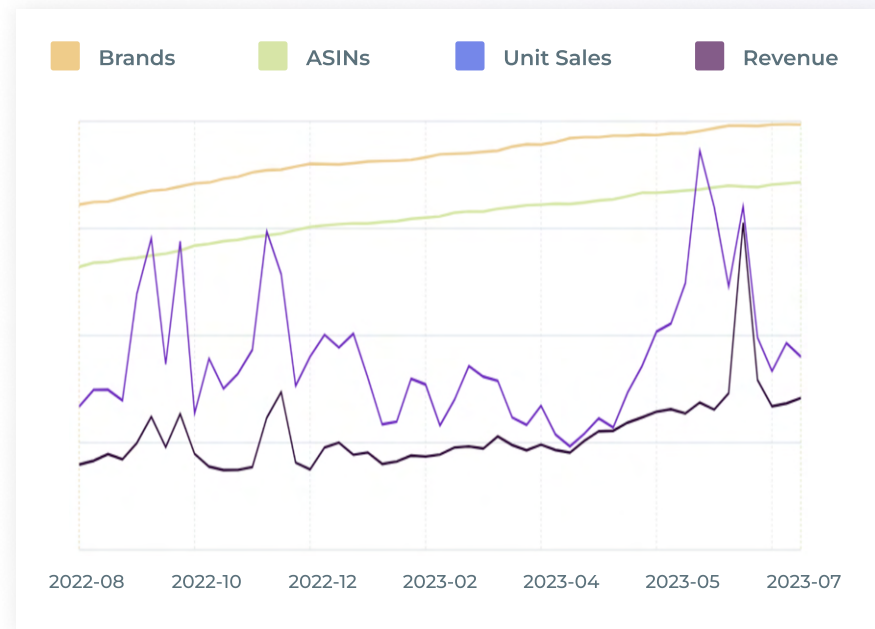
↑ 51% YoY

Competing Brands

1.4k+

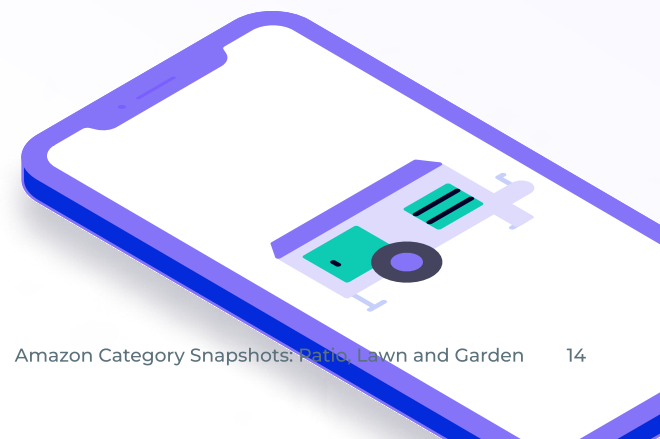
Report date range: August 19, 2022 - August 19, 2023

Comparing to previous year

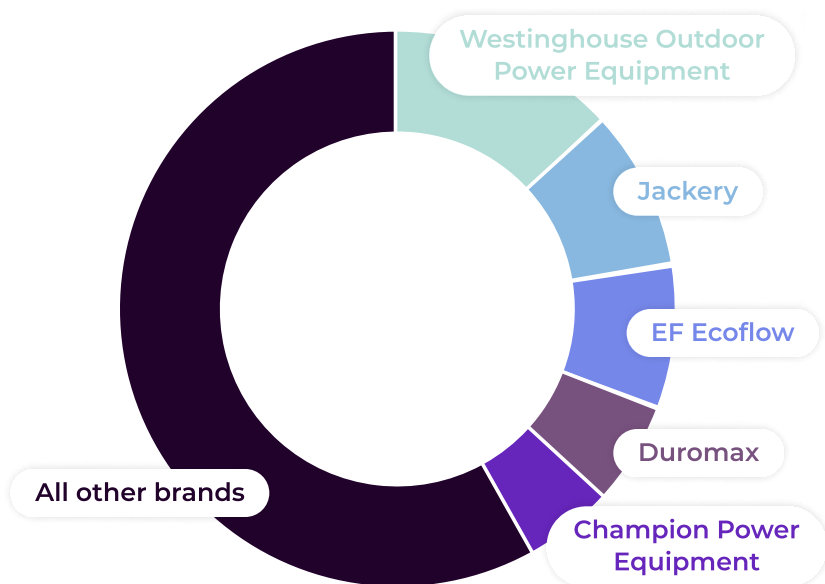


★ INSIGHTS

- The Generators & Portable Power sub-category is growing, with revenue increasing **19% YoY** and sales across all brands growing by **51% YoY**.
- The number of brands and ASINs in this market has grown, with a **23% YoY** increase and **30%** increase, respectively.
- The average review count for Generators & Portable Power products grew by **12% YoY**.
- The median product price in this sub-category has decreased by **10% YoY**.



Market Share Leaders in Generators & Portable Power



Westinghouse Outdoor Power Equipment (13%)
Market share: **Down 32% YoY**

EF Ecoflow (8%)
Market share: **Up 25% YoY**

Champion Power Equipment (5%)
Market share: **Down 33% YoY**

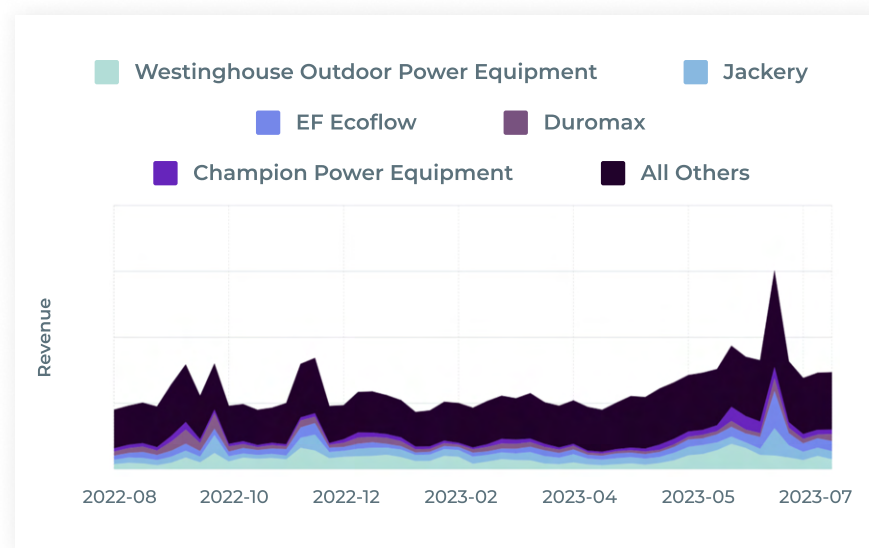
Jackery (9%)
Market share: **Down 13% YoY**

Duromax (6%)
Market share: **Down 23% YoY**

All other brands (59%)

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

Market growth



★ INSIGHTS

- The top 5 brands in this sub-category own **41%** of the market share while all others own the remaining **59%**.
- Revenue for 1P sellers has increased by **35%**, while 3P seller revenue has grown by **78%**.
- The top 5 brands in the category own 266 of the available ASINs, while all other brands combined own 6,596, indicating that approximately **4%** of the ASINs in this category are responsible for over **40%** of the revenue.

Keyword Trends:

🔍 Generator

Total search volume for keywords containing “generator” within Patio, Lawn & Garden category

Date Range: August 12, 2022 - August 12, 2023 | Comparing to previous year

Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Generator	4,660,375	4,157,324	↓ 10.8%
Generators for home use	1,762,112	2,390,652	↑ 35.7%
Solar generator	2,466,660	2,028,744	↓ 17.8%
Inverter generator	953,001	1,071,750	↑ 12.5%
Portable generator	839,010	806,191	↓ 3.9%
Honda generator	990,895	680,809	↓ 31.3%
Outdoor generators	605,281	471,922	↓ 22.0%
Solar generator with panels included	501,346	439,631	↓ 12.3%
Generators	342,557	425,182	↑ 24.1%
Generator for camping	127,413	413,285	↑ 224.4%

Popular Products

Shoppers are buying more portable power stations in the last several months, with some power station and solar panel bundles seeing sales grow more than 1,000%.

EBL Portable Power Station and Solar Panel



Amazon revenue up 641% in last 6 months

Amazon sales up 1,226% in last 6 months

BILT HARD 5500 Watt Generator



Amazon revenue up 381% in last 6 months

Amazon sales up 383% in last 6 months

GRECELL Solar Generator with Portable Power Station



Amazon revenue up 318% in last 6 months

Amazon sales up 342% in last 6 months

Sub-Category Spotlight: Grills & Outdoor Cooking

Size of the prize

Revenue

↑ **18% YoY**

Units Sold

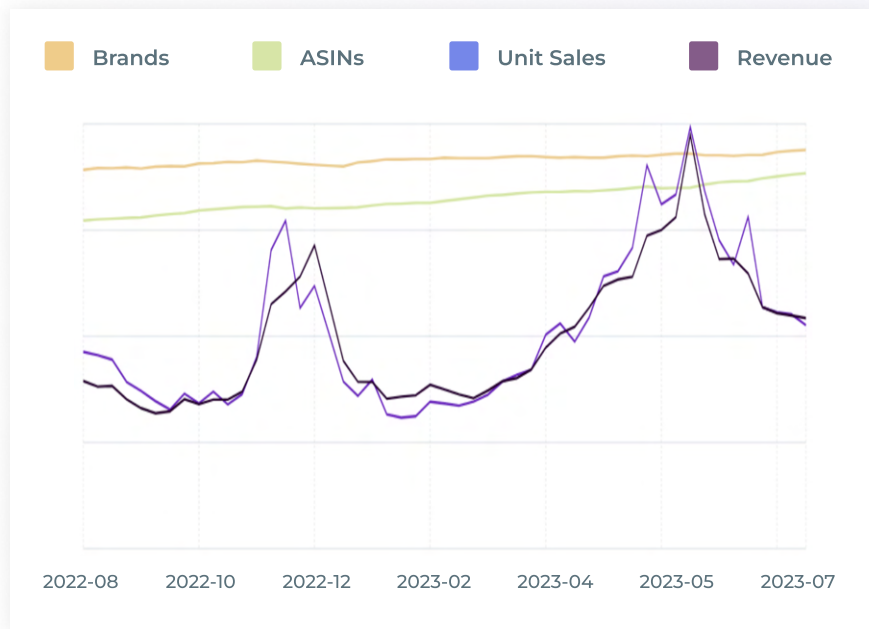
↑ **24% YoY**

Competing Brands

1.5k+

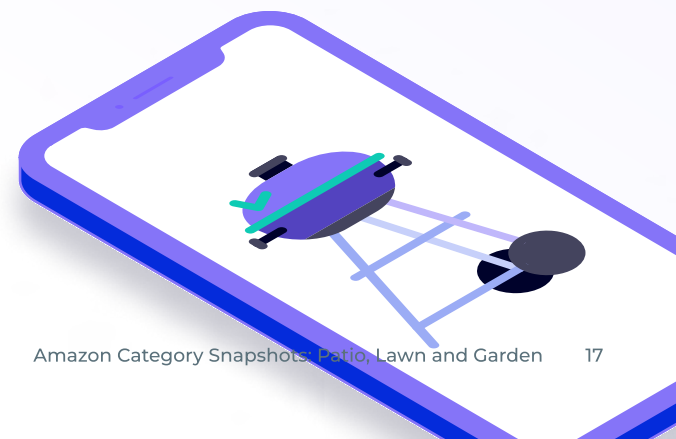
Report date range: August 19, 2022 - August 19, 2023

Comparing to previous year

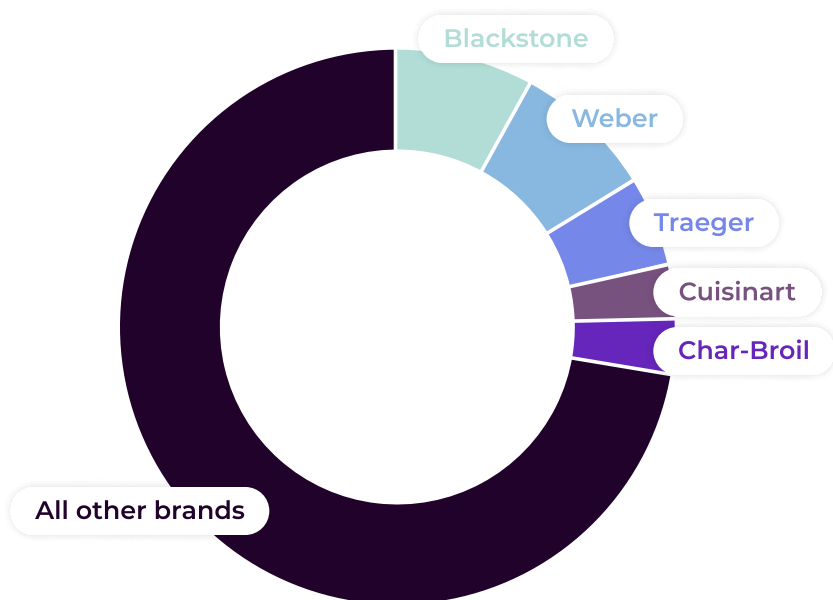


★ INSIGHTS

- The Grills & Outdoor Cooking sub-category is growing, with revenue increasing **18% YoY** and sales across all brands growing by **24% YoY**.
- The number of brands and ASINs in this market has grown, with a **5% YoY** increase and **14%** increase, respectively.
- The average review count for Grills & Outdoor Cooking products grew by **27% YoY**.
- The median product price in this sub-category has remained steady, with a **<1% increase YoY**.



Market Share Leaders in Grills & Outdoor Cooking



Blackstone (8%)
Market share: **Up 44% YoY**

Traeger (5%)
Market share: **Down 22% YoY**

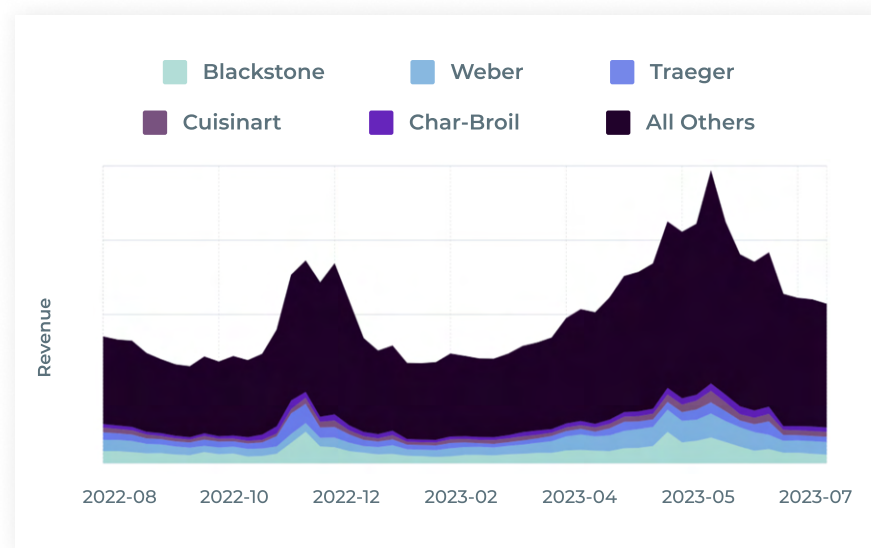
Char-Broil (3%)
Market share: **Down 14% YoY**

Weber (8%)
Market share: **Down 31% YoY**

Cuisinart (3%)
Market share: **Down 17% YoY**

All other brands (73%)

Market growth



★ INSIGHTS

- The top 5 brands in the category own **27%** of the market share while all others own the remaining **73%**.
- Revenue for 1P sellers has increased by **14%**, while 3P seller revenue has grown by **38%**.
- The top 5 brands in the category own 677 of the available ASINs, while all other brands combined own 8,168, indicating that approximately **8%** of the ASINs in this category are responsible for over **22%** of the revenue.

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

Keyword Trends:

Grills

Total search volume for keywords containing “grill” within Patio, Lawn & Garden category

Date Range: August 12, 2022 - August 12, 2023 | Comparing to previous year

Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Charcoal grills	1,676,641	2,182,017	↑ 30.1%
Portable grill	916,877	987,031	↑ 7.7%
Gas grills	324,459	599,705	↑ 84.8%
Grills	465,177	560,458	↑ 20.5%
Gas grills on clearance prime	322,341	475,717	↑ 47.6%
Outdoor grills & smokers	296,060	296,550	↑ 0.2%
Portable grill propane	225,939	237,613	↑ 5.2%
Propane grills	152,981	173,969	↑ 13.7%
Charcoal grills on clearance prime	155,144	148,344	↓ 4.4%
Grills outdoor cooking	197,695	121,008	↓ 38.8%

Popular Products

Among the most popular products in Grills and Outdoor Cooking are portable grills, which currently account for 10 of the top 20 best-selling grills on Amazon.*

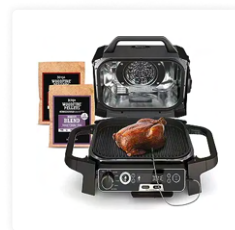
Captiva Designs Portable Propane Grill



Amazon revenue up 4,909% in last 6 months

Amazon sales up 4,750% in last 6 months

Ninja 7-in-1 Portable Grill



Amazon revenue up 363% in last 6 months

Amazon sales up 417% in last 6 months

Weber Genesis Liquid Propane Gas Grill



Amazon revenue up 329% in last 6 months

Amazon sales up 352% in last 6 months

*Source: Amazon [Best Sellers](#) list for Grills & Smokers, as viewed on August 23, 2023

Sub-Category Spotlight: Outdoor Heating & Cooling

Size of the prize

Revenue

↑ **19% YoY**

Units Sold

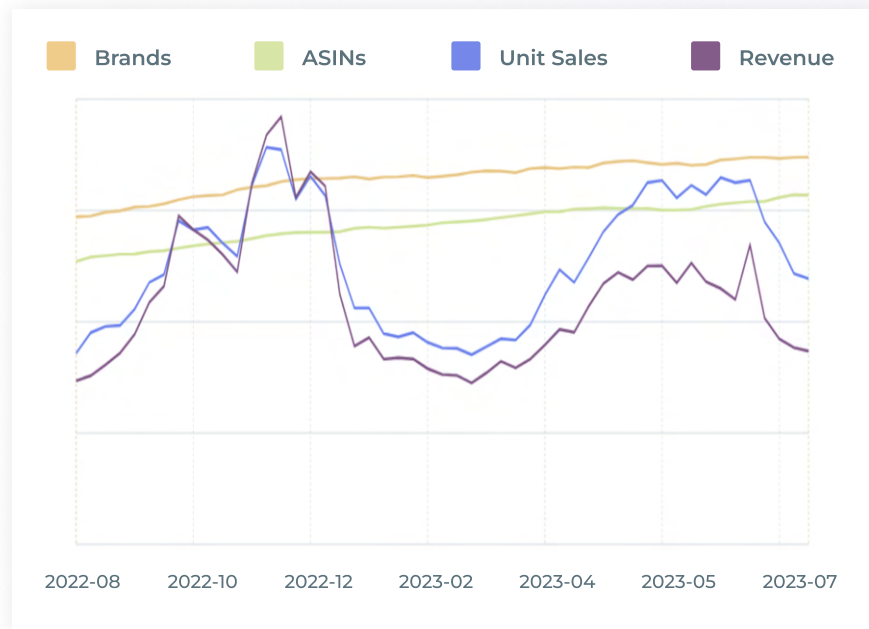
↑ **26% YoY**

Competing Brands

1k+

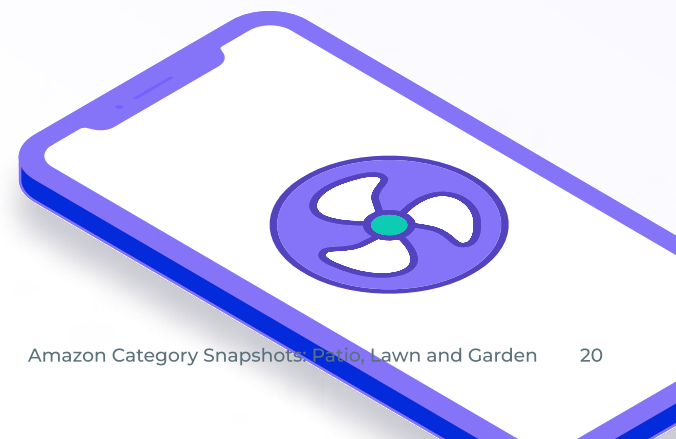
Report date range: August 19, 2022 - August 19, 2023

Comparing to previous year

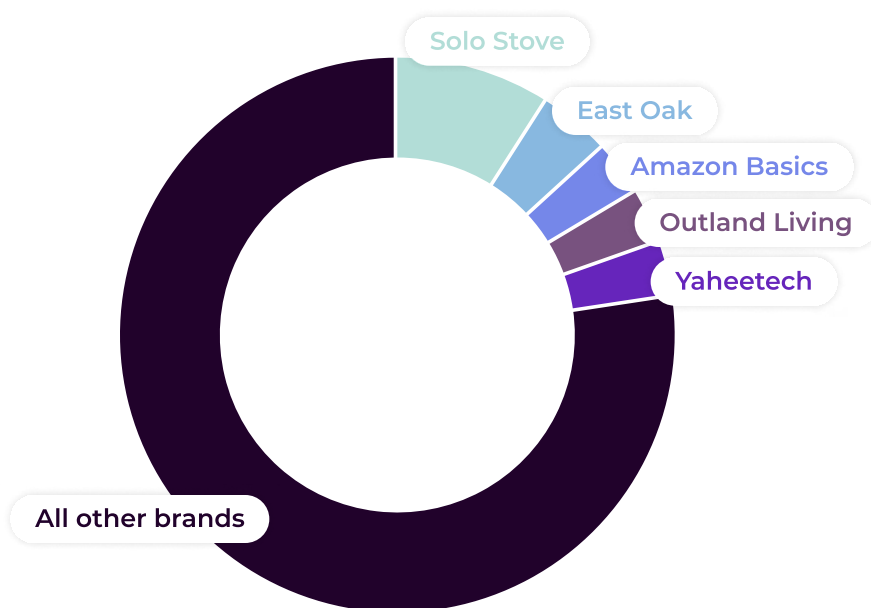


★ INSIGHTS

- The Outdoor Heating & Cooling sub-category is growing, with revenue increasing **19% YoY** and sales across all brands growing by **26% YoY**.
- The number of brands and ASINs in this market has grown, with an **18% YoY** increase and **23%** increase, respectively.
- The average review count for Outdoor Heating & Cooling products grew by **9% YoY**.
- The median product price in this sub-category has decreased by **6% YoY**.



Market Share Leaders in Outdoor Heating & Cooling



Solo Stove (9%)
Market share: **Up 39% YoY**

Amazon Basics (3%)
Market share: **Down 9% YoY**

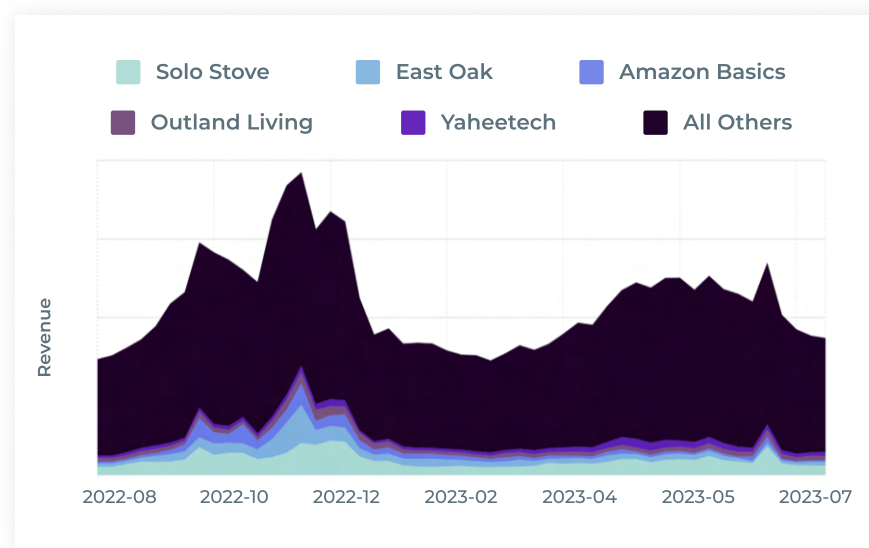
Yaheetech (3%)
Market share: **Up 31% YoY**

East Oak (4%)
Market share: **Up 261% YoY**

Outland Living (3%)
Market share: **Down 46% YoY**

All other brands (78%)

Market growth



★ INSIGHTS

- The top 5 brands in the category own **22%** of the market share while all others own the remaining **78%**.
- Revenue for 1P sellers has increased by **11%**, while 3P seller revenue has grown by **21%**.
- The top 5 brands in the category own 223 of the available ASINs, while all other brands combined own 6,056, indicating that approximately **4%** of the ASINs in this category are responsible for approximately **17%** of the revenue.

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

Keyword Trends:

🔍 Misting fans

Total search volume for keywords containing “misting fan” or “fan with mister” within Patio, Lawn & Garden category

Date Range: August 12, 2022 - August 12, 2023 | Comparing to previous year

Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Misting fan	392,012	441,523	↑ 12.6%
Misting fans for outside	201,330	266,632	↑ 32.4%
Outdoor misting fan	93,461	80,028	↓ 14.4%
Misting fans	75,130	70,927	↓ 5.6%
Fan with water spray misting fan	43,073	55,897	↑ 29.8%
Misting fan portable	33,044	29,438	↓ 10.9%
Outdoor fan with mister	25,424	27,729	↑ 9.1%
Ryobi misting fan	5,128	18,127	↑ 253.5%
Bucket misting fan	1,032	8,433	↑ 717.2%
Handheld misting fan	3,470	1,554	↓ 55.2%

Popular Products

With [record-breaking heat](#) sweeping the globe this summer, consumers have been shopping for more ways to cool off. Misting fans and systems have been a popular choice, making up 6 of the top 10 best-selling Outdoor Heating & Cooling products on Amazon.*

O2COOL Handheld Misting Fan



Amazon revenue up 546% in last 6 months

Amazon sales up 494% in last 6 months

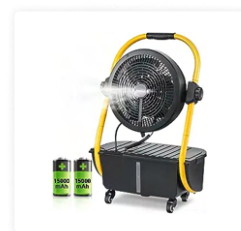
Pocket Panda Outdoor Misting System



Amazon revenue up 6,296% in last 6 months

Amazon sales up 6,403% in last 6 months

Geek Aire Battery Operated Misting Fan



Amazon revenue up 7,428% in last 6 months

Amazon sales up 6,910% in last 6 months

*Source: Amazon [Best Sellers](#) for Outdoor Heating & Cooling, as viewed on August 23, 2023

Sub-Category Spotlight: Mowers & Outdoor Power Tools

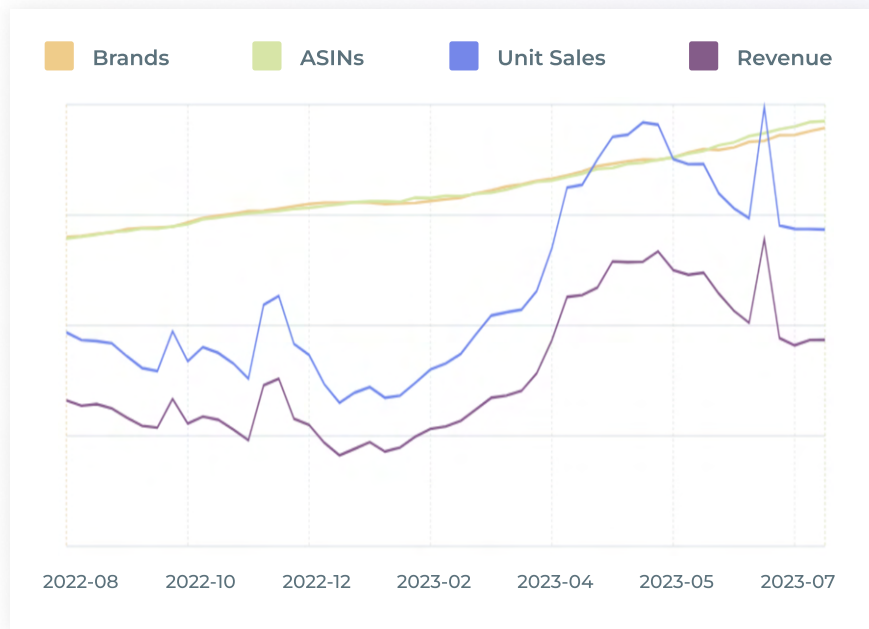
Size of the prize

Revenue
↑ **30% YoY**

Units Sold
↑ **36% YoY**

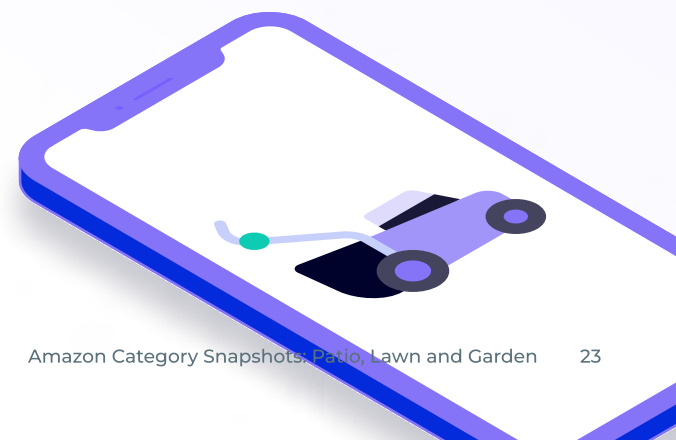
Competing Brands
1.5k+

Report date range: August 19, 2022 - August 19, 2023
Comparing to previous year

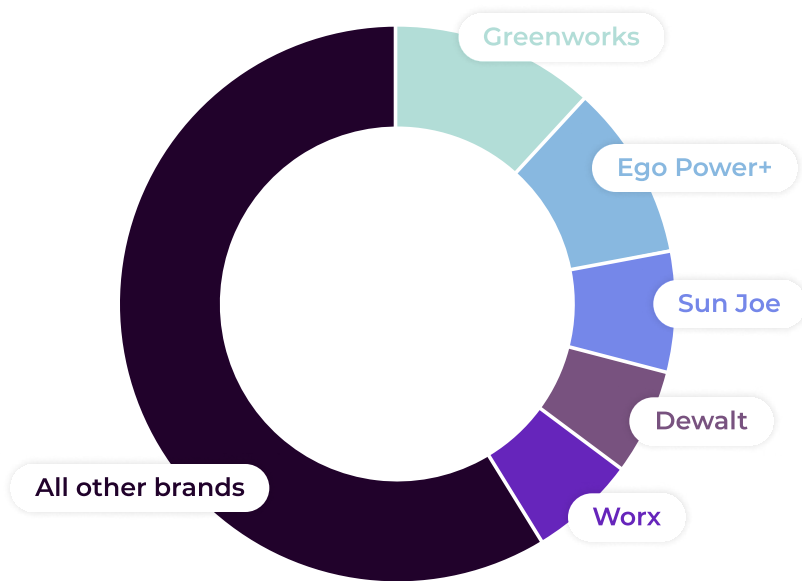


★ INSIGHTS

- The Mowers & Outdoor Power Tools sub-category is growing, with revenue increasing **30% YoY** and sales across all brands growing by **36% YoY**.
- The number of brands and ASINs in this market has grown, with a **35% YoY** increase and **38%** increase, respectively.
- The average review count for Mowers & Outdoor Power Tools products grew by **7% YoY**.
- The median product price in this sub-category has decreased by **4% YoY**.



Market Share Leaders in Mowers & Outdoor Power Tools



Greenworks (12%)
Market share: **Down 28% YoY**

Sun Joe (7%)
Market share: **Down 21% YoY**

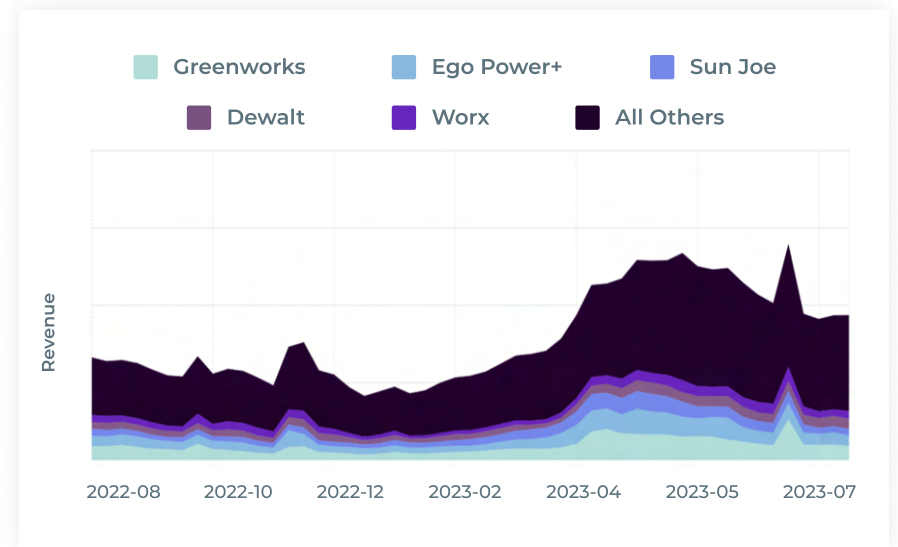
Worx (6%)
Market share: **Down 24% YoY**

Ego Power+ (10%)
Market share: **Up 10% YoY**

Dewalt (6%)
Market share: **Down 3% YoY**

All other brands (59%)

Market growth



★ INSIGHTS

- The top 5 brands in the category own **41%** of the market share while all others own the remaining **59%**.
- Revenue for 1P sellers has increased by **20%**, while 3P seller revenue has grown by **73%**.
- The top 5 brands in the category own 896 of the available ASINs, while all other brands combined own 4,886, indicating that approximately **16%** of the ASINs in this category are responsible for nearly **35%** of the revenue.

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

Keyword Trends:

🔍 Lawn mowers

Total search volume for keywords containing “lawn mower” within Patio, Lawn & Garden category

Date Range: August 12, 2022 - August 12, 2023 | Comparing to previous year

Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Lawn mower	968,782	1,550,468	↑ 60.0%
Lawn mowers	2,105,602	1,457,603	↓ 30.8%
Electric lawn mower	669,660	616,693	↓ 7.9%
Ego lawn mower	285,462	414,613	↑ 45.2%
Lawn mower gas	33,599	352,278	↑ 948.5%
Riding lawn mower	107,615	352,101	↑ 227.2%
Lawn mower blade sharpener	280,024	329,227	↑ 17.6%
Electric lawn mower cordless	181,139	291,627	↑ 61.0%
Robot lawn mower	122,499	236,440	↑ 93.0%
Greenworks lawn mower	175,805	214,579	↑ 22.1%

Popular Products

Sales of electric lawn mowers and other outdoor power tools are up, with brands like LawnMaster and Black + Decker seeing 4-figure sales and revenue growth.

LawnMaster Electric Lawn Mower



Amazon revenue up 4,444% in last 6 months

Amazon sales up 4,688% in last 6 months

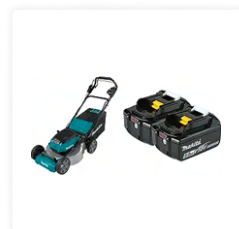
BLACK + DECKER Electric Leaf Blower



Amazon revenue up 7,161% in last 6 months

Amazon sales up 8.075% in last 6 months

Makita Self-Propelled Lawn Mower



Amazon revenue up 913% in last 6 months

Amazon sales up 911% in last 6 months

Sub-Category Spotlight: Patio Furniture & Accessories

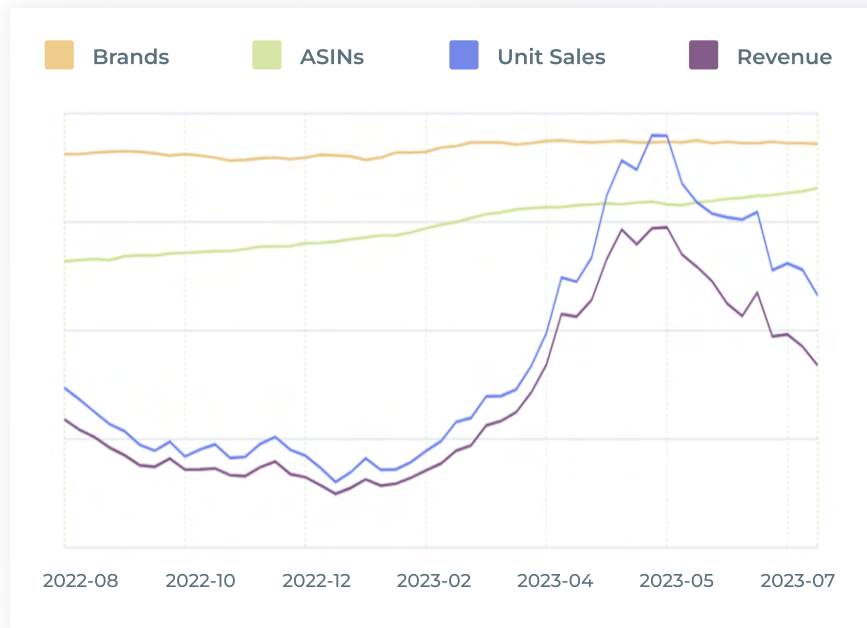
Size of the prize

Revenue
↑ **9% YoY**

Units Sold
↑ **8% YoY**

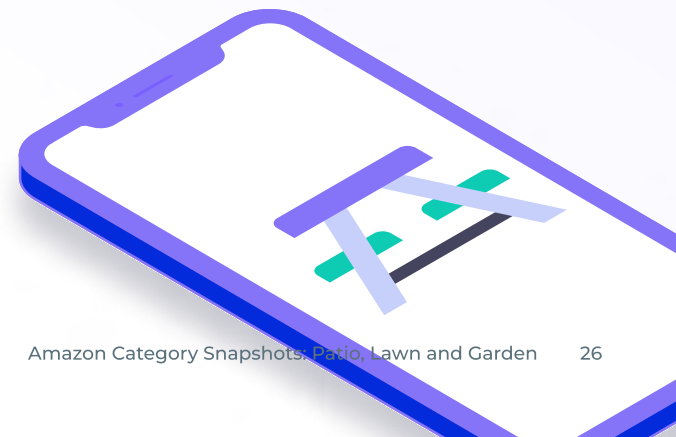
Competing Brands
500+

Report date range: August 19, 2022 - August 19, 2023
Comparing to previous year

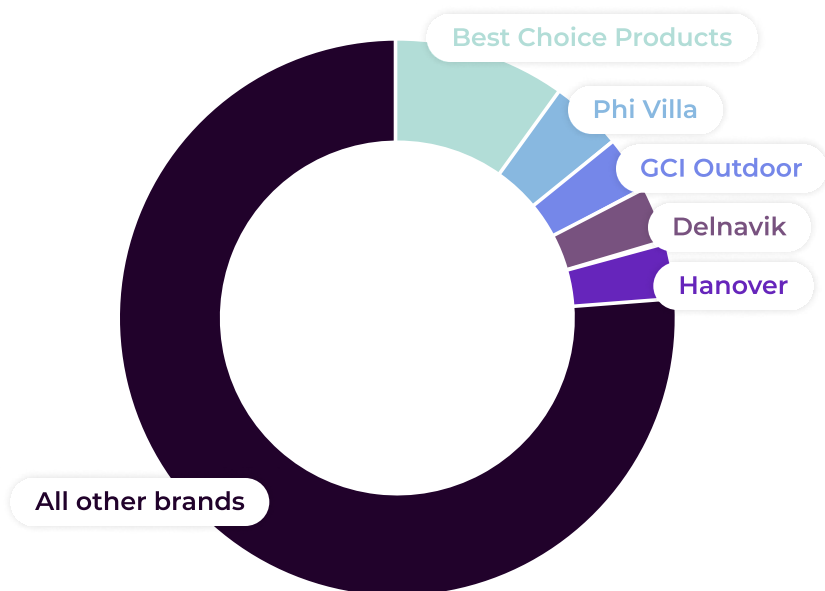


★ INSIGHTS

- The Patio Furniture & Accessories sub-category is growing slightly, with revenue increasing **9% YoY** and sales across all brands growing by **8% YoY**.
- The number of brands and ASINs in this market has grown, with a **3% YoY** increase and **26%** increase, respectively.
- The average review count for Patio Furniture & Accessories products grew by **29% YoY**.
- The median product price in this sub-category has decreased by **25% YoY**.



Market Share Leaders in Patio Furniture & Accessories



Best Choice Products (10%)
Market share: **Up 17% YoY**

GCI Outdoor (3%)
Market share: **Up 25% YoY**

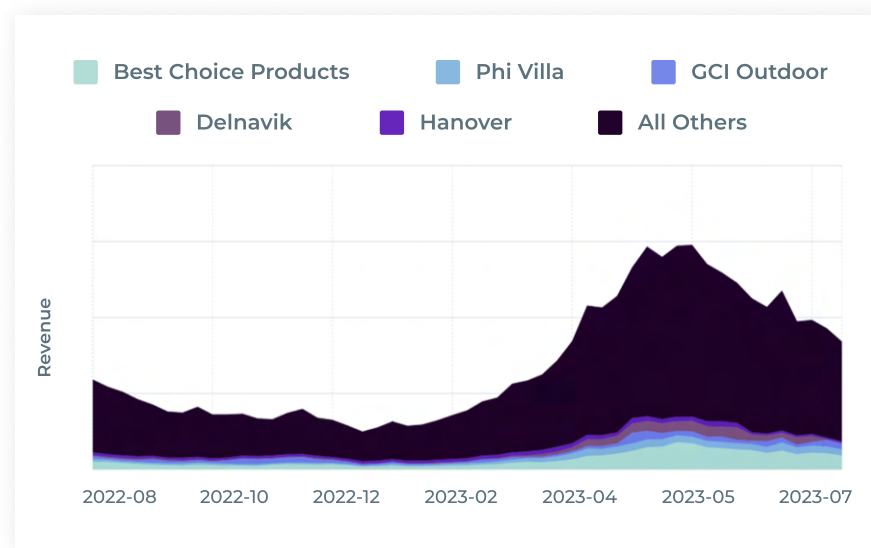
Hanover (3%)
Market share: **Up 18% YoY**

Phi Villa (4%)
Market share: **Up 39% YoY**

Delnavik (3%)
Market share: **Up 2,038% YoY**

All other brands (77%)

Market growth



★ INSIGHTS

- The top 5 brands in the category own **23%** of the market share while all others own the remaining **77%**.
- Revenue for 1P sellers has increased by **45%**, while 3P seller revenue has grown by **42%**.
- The top 5 brands in the category own 983 of the available ASINs, while all other brands combined own 7,304, indicating that approximately **12%** of the ASINs in this category are responsible for over **20%** of the revenue.

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

Keyword Trends:

🔍 Patio Furniture

Total search volume for keywords containing “patio furniture” within Patio, Lawn & Garden category

Date Range: August 12, 2022 - August 12, 2023 | Comparing to previous year

Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Patio furniture	4,552,649	7,327,192	↑ 60.9%
Patio furniture set	11,107,032	6,815,111	↓ 38.6%
Patio furniture set clearance sale	17,100	2,650,579	↑ 15400.5%
Patio furniture covers	2,522,221	2,322,822	↓ 7.9%
Outdoor patio furniture	1,172,895	1,580,021	↑ 34.7%
Patio furniture sets	1,440,610	1,181,436	↓ 18.0%
Patio furniture cushions	1,178,835	1,042,122	↓ 11.6%
Outdoor cushions for patio furniture	599,236	1,008,943	↑ 68.4%
Patio furniture sets clearance	1,358,998	807,776	↓ 40.6%
Patio furniture covers waterproof	345,153	597,197	↑ 73.0%

Popular Products

Top-selling products in Patio Furniture & Accessories span a wide range of items, from portable seating and shade to decorative outdoor lighting.

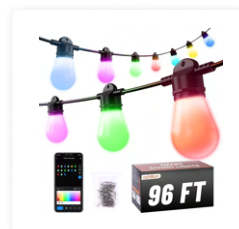
GCI Outdoor Portable Outdoor Rocking Chair



Amazon revenue up 810% in last 6 months

Amazon sales up 784% in last 6 months

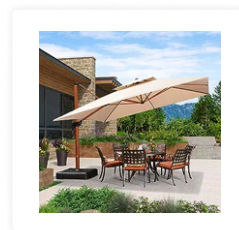
Addlon Smart Outdoor String Lights



Amazon revenue up 434% in last 6 months

Amazon sales up 442% in last 6 months

Purple Leaf Patio Umbrella



Amazon revenue up 458% in last 6 months

Amazon sales up 480% in last 6 months

Sub-Category Spotlight: Pest Control

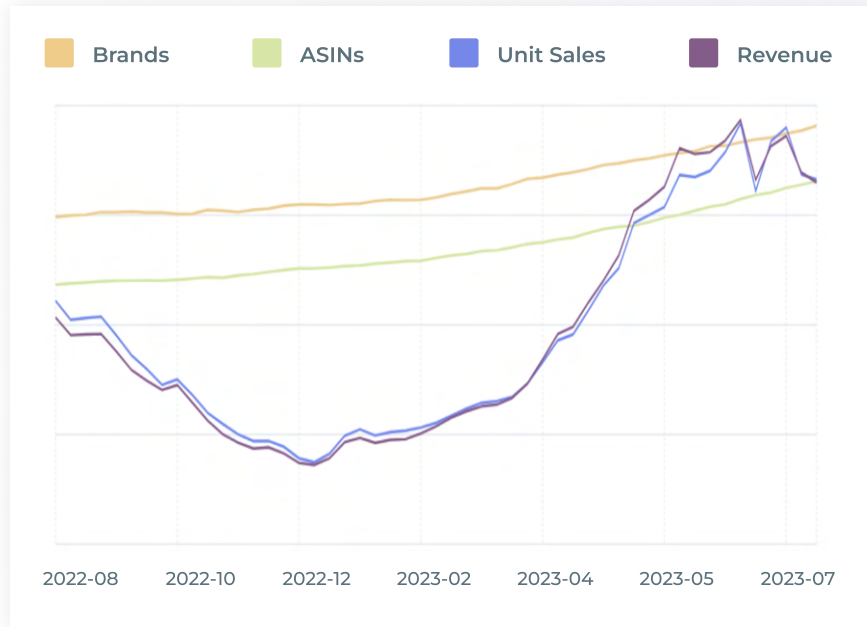
Size of the prize

Revenue
↑ **43% YoY**

Units Sold
↑ **36% YoY**

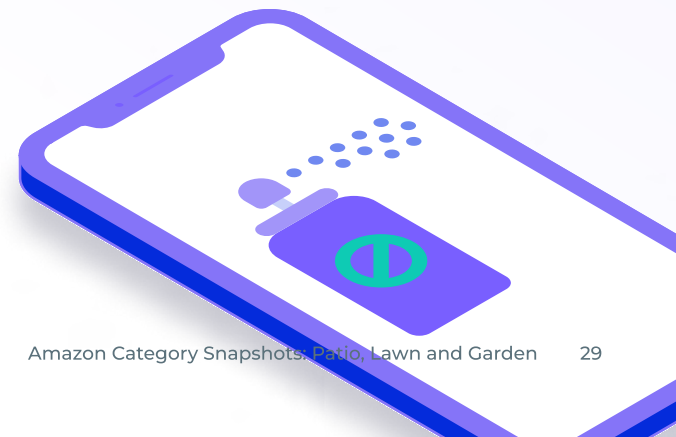
Competing Brands
1.7k+

Report date range: August 19, 2022 - August 19, 2023
Comparing to previous year

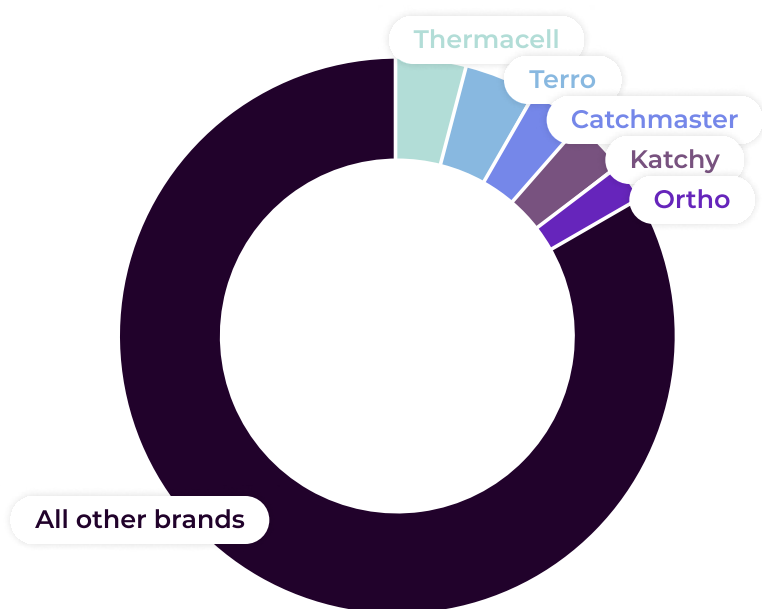


★ INSIGHTS

- The Pest Control sub-category is growing, with revenue increasing **43% YoY** and sales across all brands growing by **36% YoY**.
- The number of brands and ASINs in this market has grown, with a **28% YoY** increase and **40%** increase, respectively.
- The average review count for Pest Control products grew by **18% YoY**.
- The median product price in this sub-category has decreased by **3% YoY**.



Market Share Leaders in Pest Control



Thermacell (4%)

Market share: **Down 5% YoY**

Catchmaster (3%)

Market share: **Down 6% YoY**

Ortho (2%)

Market share: **Down 26% YoY**

Terro (4%)

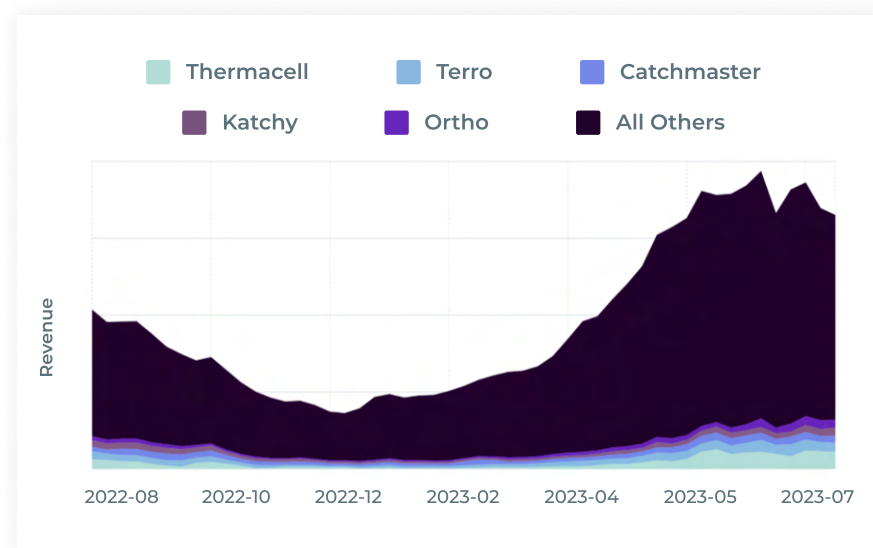
Market share: **Up 4% YoY**

Katchy (3%)

Market share: **Down 33% YoY**

All other brands (84%)

Market growth



★ INSIGHTS

- The top 5 brands in the category own **16%** of the market share while all others own the remaining **84%**.
- Revenue for 1P sellers has increased by **58%**, while 3P seller revenue has grown by **60%**.
- The top 5 brands in the category own 366 of the available ASINs, while all other brands combined own 7,906, indicating that approximately **4%** of the ASINs in this category are responsible for nearly **20%** of the revenue.

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

Keyword Trends:

🔍 Bug zapper

Total search volume for keywords containing “bug zapper” within Patio, Lawn & Garden category

Date Range: August 12, 2022 - August 12, 2023 | Comparing to previous year

Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Bug zapper	3,910,087	3,181,773	↓ 18.6%
Bug zapper outdoor	1,024,594	1,698,635	↑ 65.8%
Bug zapper indoor	728,299	1,389,126	↑ 90.7%
Indoor bug zapper	479,040	624,744	↑ 30.4%
Bug zapper racket	294,877	384,520	↑ 30.4%
Bug zappers	219,690	214,031	↓ 2.6%
Solar bug zapper	234,476	194,500	↓ 17.1%
Bug zapper outdoor solar powered	98,564	163,448	↑ 65.8%
Outdoor bug zapper	149,371	149,824	↑ 0.3%
Solar bug zapper outdoor waterproof	60,974	119,714	↑ 96.3%

Popular Products

In the Pest Control category, consumers have been shopping for eco-friendly insect control in addition to long-standing products from leading brands.

FVOAI Bug Zapper



Amazon revenue up 3,086% in last 6 months

Amazon sales up 2,968% in last 6 months

Bug Ball Eco-Friendly Insect Killer Kit



Amazon revenue up 3,592% in last 6 months

Amazon sales up 3,776% in last 6 months

Ortho Home Defense Hornet & Wasp Killer



Amazon revenue up 556% in last 6 months

Amazon sales up 566% in last 6 months

Sub-Category Spotlight: Pools, Hot Tubs & Supplies

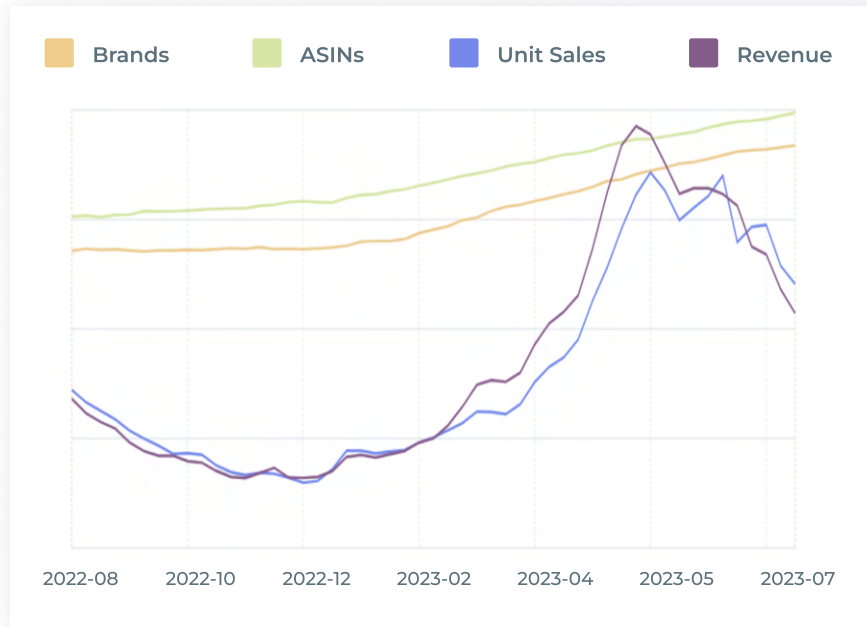
Size of the prize

Revenue
↑ **29% YoY**

Units Sold
↑ **30% YoY**

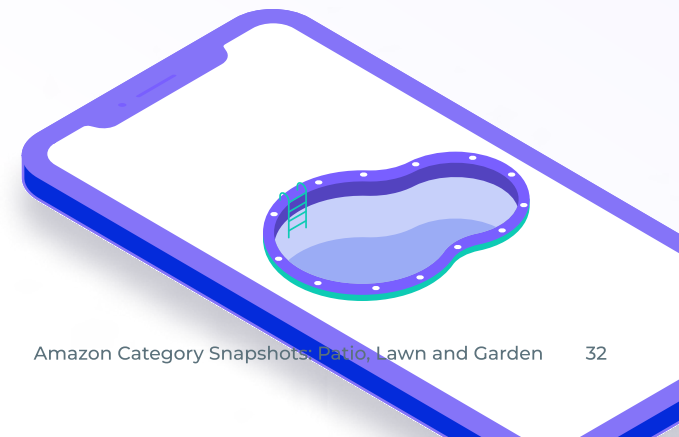
Competing Brands
1.5k+

Report date range: August 19, 2022 - August 19, 2023
Comparing to previous year

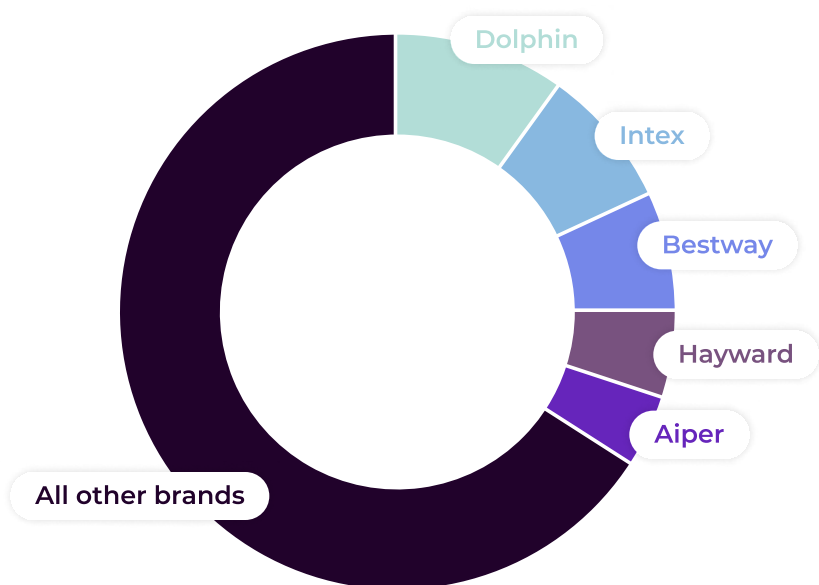


★ INSIGHTS

- The Pools, Hot Tubs & Supplies sub-category is growing, with revenue increasing **29% YoY** and sales across all brands growing by **30% YoY**.
- The number of brands and ASINs in this market has grown, with a **35% YoY** increase and **31%** increase, respectively.
- The average review count for Pools, Hot Tubs & Supplies products grew by **18% YoY**.
- The median product price in this sub-category has decreased by **2% YoY**.



Market Share Leaders in Pools, Hot Tubs & Supplies



Dolphin (10%)

Market share: **Up 2% YoY**

Bestway (7%)

Market share: **Up 25% YoY**

Aiper (4%)

Market share: **Up 109% YoY**

Intex (8%)

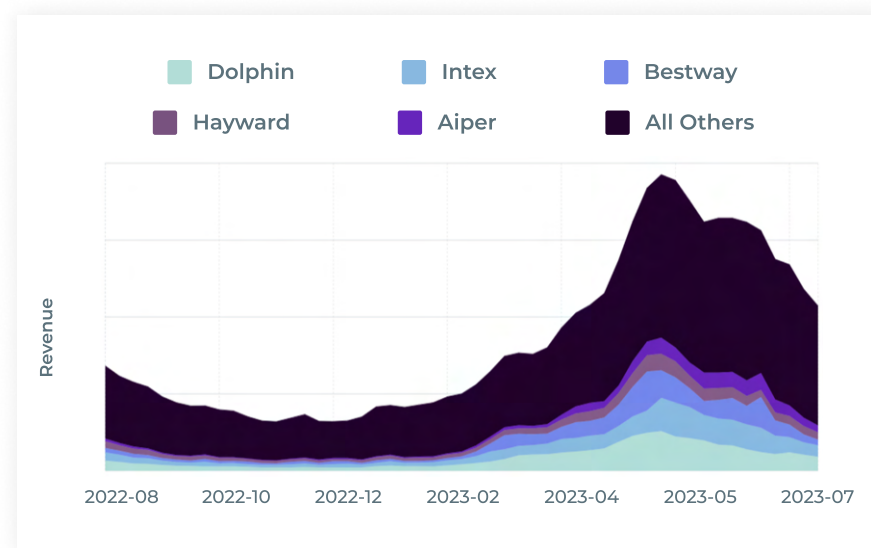
Market share: **Down 38% YoY**

Hayward (5%)

Market share: **Down 15% YoY**

All other brands (66%)

Market growth



★ INSIGHTS

- The top 5 brands in the category own **34%** of the market share while all others own the remaining **66%**.
- Revenue for 1P sellers has increased by **54%**, while 3P seller revenue has grown by **58%**.
- The top 5 brands in the category own 650 of the available ASINs, while all other brands combined own 7,300, indicating that approximately **8%** of the ASINs in this category are responsible for over **25%** of the revenue.

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

Keyword Trends:

🔍 Swimming pool

Total search volume for keywords containing “swimming pool” within Patio, Lawn & Garden category

Date Range: August 12, 2022 - August 12, 2023 | Comparing to previous year

Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Swimming pools above ground	1,301,176	1,479,578	↑ 13.7%
Swimming pool	2,896,097	1,461,737	↓ 49.5%
Swimming pools	710,721	586,022	↓ 17.6%
Shock for swimming pools	205,492	289,015	↑ 40.7%
Swimming pool accessories	242,763	261,220	↑ 7.6%
Muriatic acid for swimming pools	76,038	118,448	↑ 55.8%
Liquid chlorine for swimming pool	66,883	83,985	↑ 25.6%
Swimming pool vacuum	81,919	83,297	↑ 1.7%
Swimming pool for kids	136,434	83,150	↓ 39.1%
Alkalinity increaser for swimming pools	69,484	69,372	↓ 0.2%

Popular Products

In addition to swimming pools from leading brands like INTEX, shoppers are also gravitating towards the convenience of robotic pool cleaners in this sub-category.

INTEX Premium Above Ground Pool Set



Amazon revenue up 9,138% in last 6 months

Amazon sales up 15,421% in last 6 months

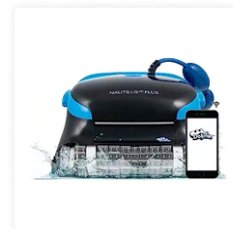
AIPER Seagull Robotic Pool Cleaner



Amazon revenue up 2,133% in last 6 months

Amazon sales up 2,332% in last 6 months

Dolphin Nautilus Robotic Pool Cleaner



Amazon revenue up 2,436% in last 6 months

Amazon sales up 2,611% in last 6 months

Methodology

The data included in this category report was gathered using [Jungle Scout Cobalt](#), an industry-leading [market intelligence](#) and product insights platform powered by nearly 2 billion Amazon data points; and [Jungle Scout Data Cloud](#), which provides a 360-degree view of the Amazon marketplace through bulk data on sales estimates, keyword search volume, product trends, and more.

Important note: This data represents the U.S. marketplace for specified date ranges and filter parameters (i.e., minimum/ maximum revenue, excluded unavailable products, and more). Some percentages have been rounded to the nearest whole number.

Learn more about **Patio, Lawn & Garden** trends in our [Amazon Market Watch report](#).

Visit our [Free Resource Library](#) for more guides and other resources to help brands and retailers optimize their ecommerce strategies.

About Jungle Scout's Solutions for Brands & Retailers

COBALT

Jungle Scout Cobalt empowers brands and retailers with a powerful suite of ecommerce tools designed to help drive growth, maximize sales, and optimize digital shelf performance on Amazon. Our comprehensive data analytics, built-in advertising automation, and intuitive visualizations provide straightforward answers to critical ecommerce questions, turning insights into action.

DATA CLOUD

Jungle Scout Data Cloud empowers brands and retailers with an unrestricted, 360-degree view of the Amazon marketplace by providing bulk data on category-level sales estimates, historical search volume, hourly brand share of voice data, and more. Data Cloud offers endless flexibility allowing businesses to fuel growth by integrating Jungle Scout's industry-leading data into their own internal systems and processes.

[Learn more about how Cobalt can help you win the Amazon channel.](#)

