Jungle Scout
COBALT

AMAZON CATEGORY SNAPSHOTS

Health & Household

Book a demo

What are shoppers saying about Health & Household products?

Factors as varied as eco-friendliness, inflation, and social media are influencing the way today's consumers shop. What does this mean for Health and Household products and the brands that sell them?

What shoppers are saying

Although a majority of consumers report noticing higher product prices...

of consumers have noticed higher product prices in their day-to-day spending

Health and wellness is among the categories where shoppers say they are least likely to cut back when tightening their budgets, and consistently ranks among consumers' top priorities.

In both Q4 2021 and Q4 2022, physical health and wellbeing *and* mental health and wellbeing were among consumers' top 3 priorities for this year.

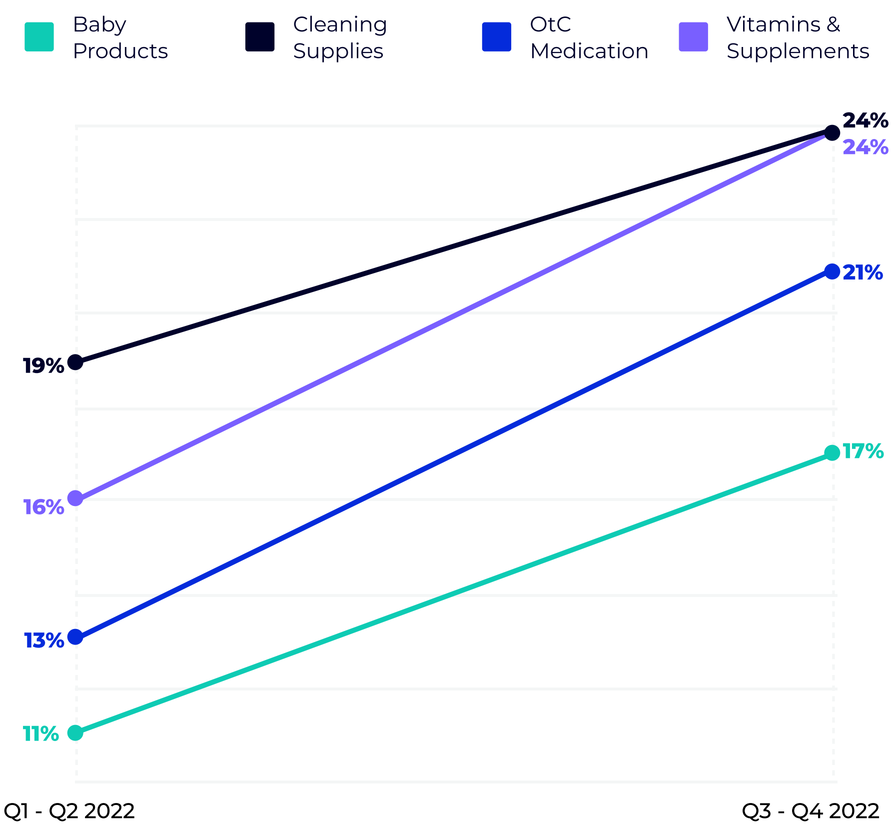
Consumers' top 10 priorities

	Q4 2022	Q4 2021
1	Family	Family
2	Physical health & well-being	Mental health & well-being
3	Mental health & well-being	Physical health & well-being

Note: data from Jungle Scout's Q4 2022 Consumer Trends Report

And throughout 2022, consumers steadily bought more products across several Health & Household sub-categories:

Percent of Consumers Buying More by Sub-Category



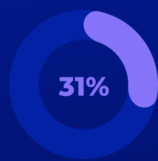
Emerging Trends in Health & Household

The Power of TikTok

Since becoming shoppable in August 2021, TikTok has been starting trends and supercharging sales for products that catch the buzz of influencers.

of consumers are likely or very likely to purchase directly from TikTok

Data from Jungle Scout's Q3 2022 Consumer Trends Report



of Amazon brands advertise their products on TikTok

Data from Jungle Scout's 2023 State of the Amazon Seller Report

Consumers are increasingly searching Amazon for products that have gone viral on TikTok.

TikTok Keyword Trends in Health & Household

Report date: January 23, 2023 - February 22, 2023

Keyword	30-Day Search Volume on Amazon	30-Day Search Trend on Amazon
TikTok	64,221	↑ 358%
TikTok made me buy it	49,080	↑ 223%
Must haves from TikTok	15,478	↑ 219%
Amazon must haves TikTok 2022	4,422	↑ 108%
TikTok made me buy it 2022	3,181	↑ 99%

And there's plenty of chatter about Health & Household related topics on TikTok:

**Note: Text size reflects number of views on TikTok, from 7.6M - 65.8B*

Other trends

There are several consumer lifestyle factors and priorities influencing Health & Household product sales:

Everyday health: As consumers prioritize their mental and physical health, they are looking for new products to improve and maintain their daily wellbeing. In some sub-categories, like Sports Nutrition, this means new audiences and product use cases as shoppers search for healthier alternatives for everyday life.

Clean formulation: From Cleaning to Baby Care to Medication, shoppers have an increasing desire for products that use natural ingredients and don't contain any harmful or unnecessary filler.

Eco-friendliness: Consumers aren't just prioritizing their own health; they're looking out for planet Earth, too. Sub-categories like Household Supplies are among those where climate-kind products are on the rise.

What are shoppers searching for?

Top Keywords: Health & Household

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

Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Protein powder	6,640,870	9,999,559	↑ 50.6%
Gifts for men	1,2152,390	9,685,775	↓ 20.3%
Amazonbasics	5,710,153	9,091,859	↑ 59.2%
Paper towels	8,165,023	8,352,534	↑ 2.3%
Toilet paper	7,635,988	7,864,324	↑ 3.0%
Reacher	421,178	7,420,645	↑ 1661.9%
Creatine	3,081,880	5,456,552	↑ 77.1%
Massage gun	8,206,819	4,805,141	↓ 41.5%
Amazon	5,787,244	4,731,716	↓ 18.2%
Heating pad	4,850,172	4,727,558	↓ 2.5%
Fitbit	5,804,850	4,651,316	↓ 19.9%
Aaa batteries	3,966,111	4,642,949	↑ 17.1%
Toothpaste	4,000,588	4,467,510	↑ 11.7%
Magnesium	4,410,799	4,340,902	↓ 1.6%
Vitamin c	4,951,402	4,304,113	↓ 13.1%
Vitamin d	4,596,681	4,273,347	↓ 7.0%
Essential oils	4,252,573	4,219,413	↓ 0.8%
Laundry detergent	3,218,988	3,828,080	↑ 18.9%
Ear plugs	2,351,469	3,819,385	↑ 62.4%
Weight loss	3,866,861	3,807,087	↓ 1.6%
Paper plates	3,080,299	3,766,379	↑ 22.3%
Ashwagandha	3,499,218	3,621,606	↑ 3.5%

Top Health & Household Keywords with Growing Search Volume

The following keywords experienced the highest YoY growth in search volume in the overall Health & Household category.

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

Keyword	Search Vol: 2021 - 2022	Search Vol: 2022 - 2023	% Change YoY
Must haves from TikTok	92	67,327	↑ 73,081.5%
Ka chava meal replacement shakes	70	22,425	↑ 31,395.7%
Blood pressure monitors for home use	1,509	482,144	↑ 31,851.2%
Keto gummies for weight loss	175	44,520	↑ 25,340.0%
Acv keto gummies	888	193,974	↑ 21,743.9%
Skinny fit super youth collagen weight loss	1,889	386,313	↑ 20,350.7%
Body sculpting machine for stomach	105	20,954	↑ 19,856.2%
Acv keto gummies for weight loss	560	103,852	↑ 18,445.0%
Relaxium sleep as seen on tv	280	51,657	↑ 18,348.9%

Ka chava meal replacement shakes
18.6M+ TikTok Views

ACV keto gummies
13.5M+ TikTok Views

Skinny fit super youth collagen weight loss
77.3M+ TikTok Views

**Note: TikTok views refer to the number of views on TikTok videos returned when the specified keyword was searched on February 10, 2023.*

Top Health & Household Keywords with Declining Search Volume

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

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

Keyword	Search Vol: 2021 - 2022	Search Vol: 2022 - 2023	% Change YoY
Lysol spray disinfectant	1,248,470	68,148	↓ 95.5%
Shershaah	578,612	42,298	↓ 92.7%
Scales for body weight	1,310,233	98,037	↓ 92.5%
Vital proteins collagen peptides	878,352	815,588	↓ 90.7%
Diffusers for essential oils	1,291,789	137,447	↓ 89.4%
Blood pressure monitor	2,332,114	271,851	↓ 88.3%
Iron supplements	428,746	50,716	↓ 88.2%
Deodorant for women	521,067	72,861	↓ 86.1%
Oral b toothbrush heads	216,537	34,752	↓ 84.0%

**Note: TikTok views refer to the number of views on TikTok videos returned when the specified keyword was searched on February 10, 2023.*

Health & Household Trends by Sub-Category

Jungle Scout Cobalt data shows that nearly every sub-category within Health & Household is growing, most by **20%** or more.

Market Growth by Sub-Category (All Brands)

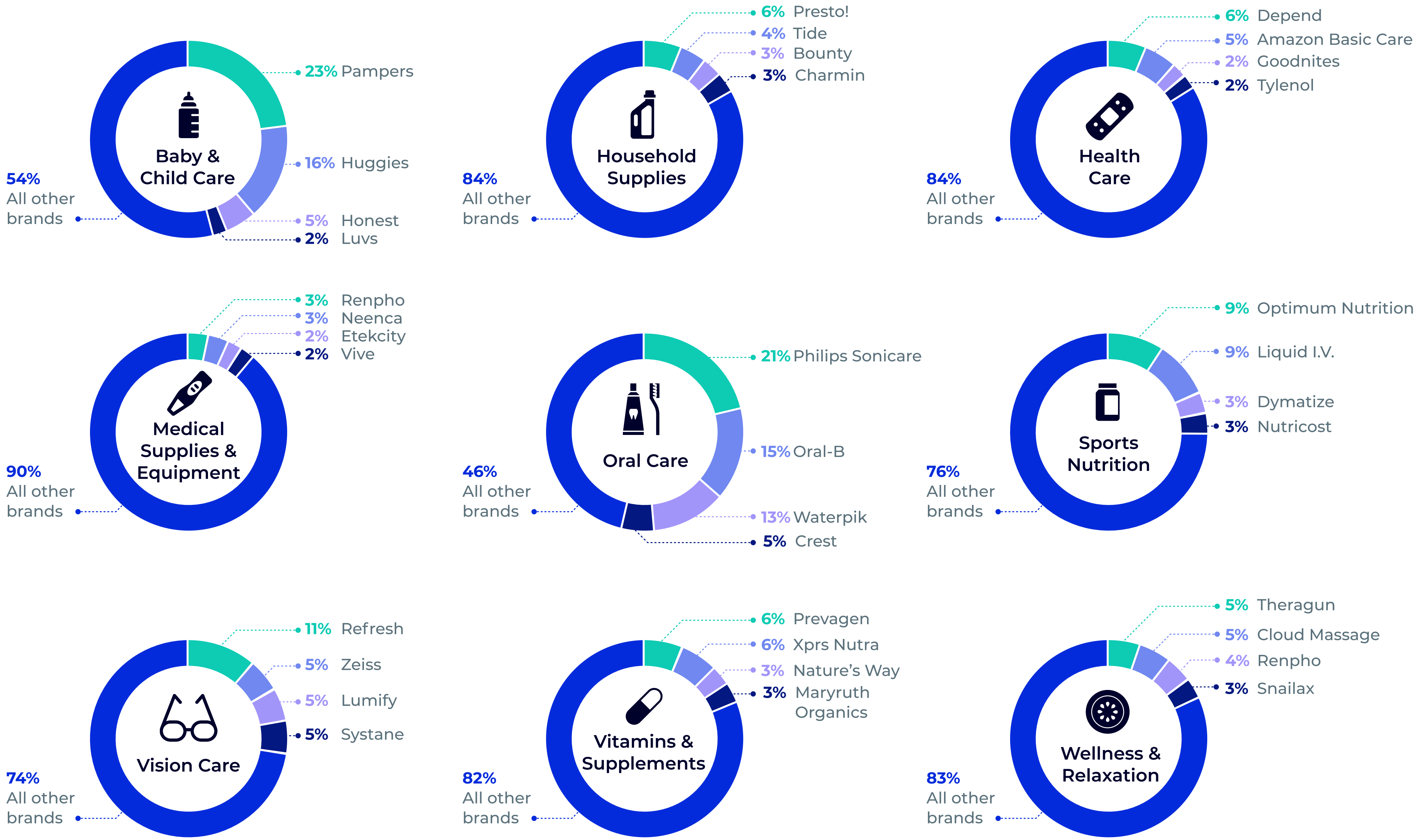
Report Date: February 10, 2022 - February 10, 2023

Compared to previous year

Sub-Category	Revenue	% YoY Change	Unit Sales	% YoY Change
Baby & Child Care	$1.1B	↑ 18%	51.9M	↑ 22%
Household Supplies	$4.1B	↑ 49%	178.9M	↑ 34%
Health Care	$2B	↑ 52%	90M	↑ 42%
Medical Supplies & Equipment	$852.6M	↑ 28%	25.9M	↑ 17%
Oral Care	$1.2B	↑ 49%	32.3M	↑ 50%
Sports Nutrition	$2.5B	↑ 42%	70.1M	↑ 32%
Vision Care	$389.8M	↓ 2%	24.5M	↓ 2%
Vitamins & Supplements	$4.6B	↑ 33%	161.7M	↑ 27%
Wellness & Relaxation	$1.4B	↑ 17%	38.5M	↑ 12%

**Revenue and unit sales numbers are estimates based on 1.8 billion Amazon data points regularly measured by Jungle Scout*

Market Share for Sub-Category Leaders



Sub-Category Spotlight: Baby & Child Care

Keyword Trends: Organic

Total search volume for keywords containing "organic" and "baby" within Health & Household category

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

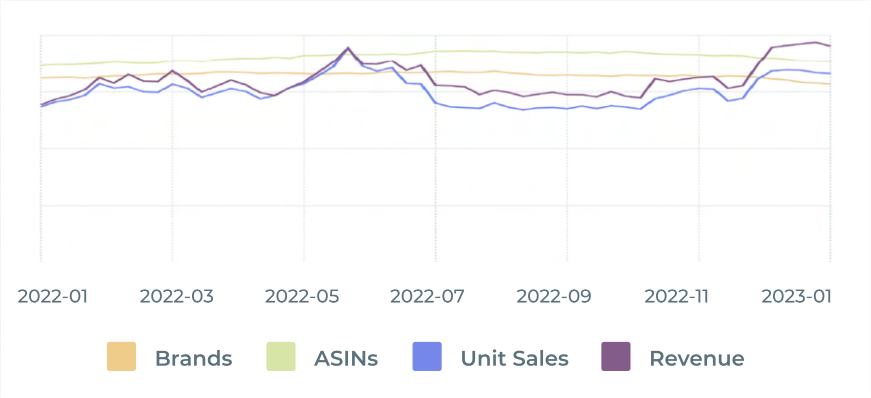
Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Organic baby formula	37,453	103,230	↑ 175.6%
Organic baby food	61,267	88,852	↑ 45.0%
Organic baby clothes	81,513	59,354	↓ 27.2%
Kendamil organic baby formula	3,699	39,108	↑ 957.3%
Organic baby powder	12,177	22,938	↑ 88.4%
Organic baby wipes	23,964	21,435	↑ 10.6%
Organic baby lotion	17,292	21,139	↑ 22.3%
Organic baby	26,454	18,653	↓ 29.5%
Organic baby snacks	8,505	17,055	↑ 100.5%
Organic baby toys	22,180	17,050	↓ 23.1%

Product Trend: Clean & Natural Formulation

$253.7M Revenue | **14.2M Units Sold** | **778 Competing Brands**

Report date range: February 10, 2022 - February 11, 2023 | Compared to previous year

Size of the prize

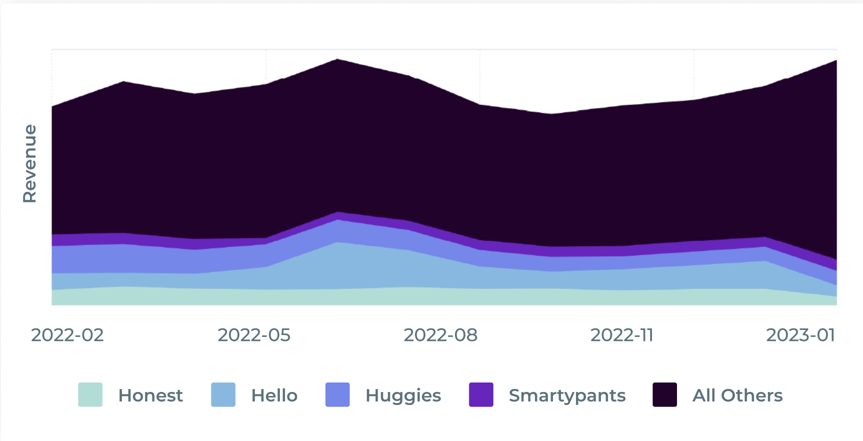


INSIGHTS

- The natural baby products market is growing, with a 36% YoY revenue increase.
- Unit sales of natural baby products across all brands increased 33%.
- The number of brands and ASINs in this market remained steady, with a 3% decrease and less than 1% increase, respectively.
- The average review count for natural baby products grew by 20%.
- **21 of Amazon's Top 100 Best Sellers in Baby Care are products that are advertised as natural, plant-based, clean, or hypoallergenic.***

**Data from Amazon Best Sellers, as viewed on February 10, 2023.*

Market growth

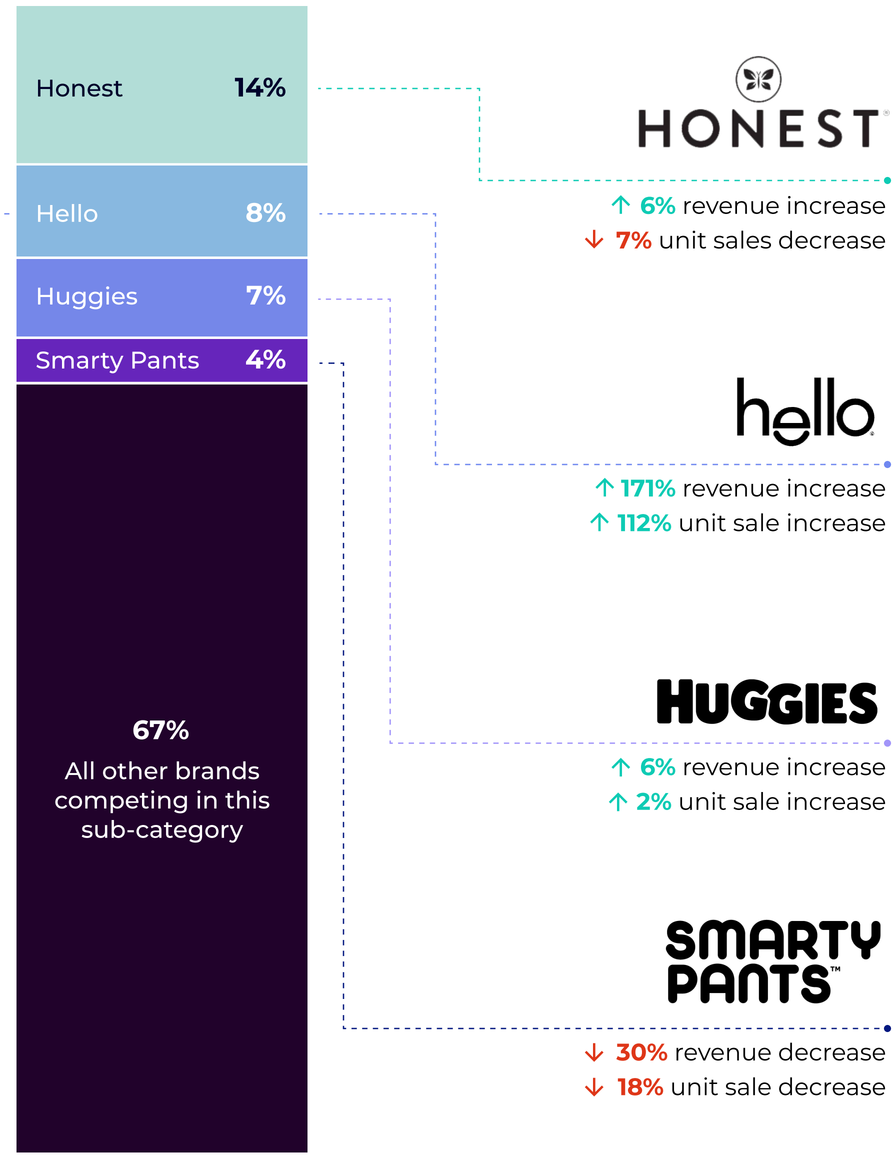


INSIGHTS

- The top 4 brands in the category make up **33%** of the market share while the other 774 make up the remaining **67%**.
- Revenue for both 1P and 3P sellers has increased (by **25%** and **63%**, respectively).
- The top 4 brands in the category own 155 of the available ASINs, while all other brands combined own 2,430, indicating that **6%** of the ASINs in this category are responsible for nearly **25%** of the revenue.

Emerging brand: Hello's market share, revenue, and unit sales are all up **100+% YoY**.

Market Share Leaders in Natural Baby Products



Viral Superstars

Here are some of the baby care products that are capturing parents' hearts on TikTok.

1 Cerave Baby Moisturizing Lotion

CeraVe's social media popularity spans multiple categories: they have also reaped the benefits of viral fame in the Beauty & Personal Care category on Amazon, and **#CeraVe has over 4B views on TikTok.***

Views on TikTok

124M+*

Amazon Revenue

↑ 80% YoY

Units Sold on Amazon

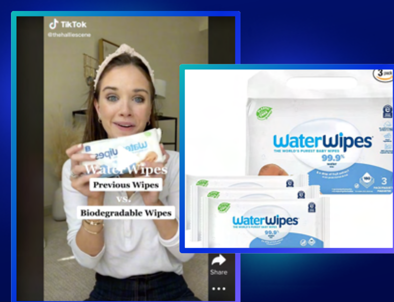
↑ 60% YoY

2 WaterWipes Baby Wipes

Eco-friendly

Clean formulation

Leader of the pack: WaterWipes are the **#3 best seller in Diaper Wipes & Refills and the #4 best seller in Baby Products** on Amazon.**



Views on TikTok

47M+*

Amazon Revenue

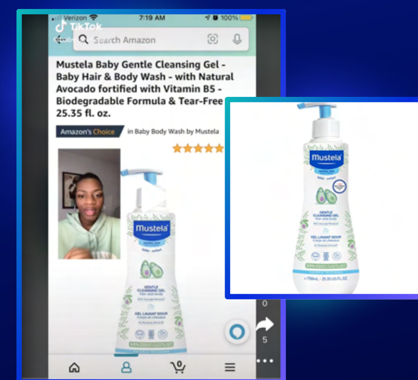
↑ 516% YoY

Units Sold on Amazon

↑ 560% YoY

3 Mustela Baby Gentle Cleansing Gel

Clean formulation



Views on TikTok

17.9M+*

Amazon Revenue

↑ 76% YoY

Units Sold on Amazon

↑ 53% YoY

**Data from TikTok search results page, as viewed on February 10, 2023*
***Data from Amazon Best Sellers, as viewed on February 10, 2023.*

Sub-Category Spotlight: Household Supplies

Keyword Trends: Eco-Friendly

Total search volume for keywords containing "eco-friendly" within Health & Household category

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

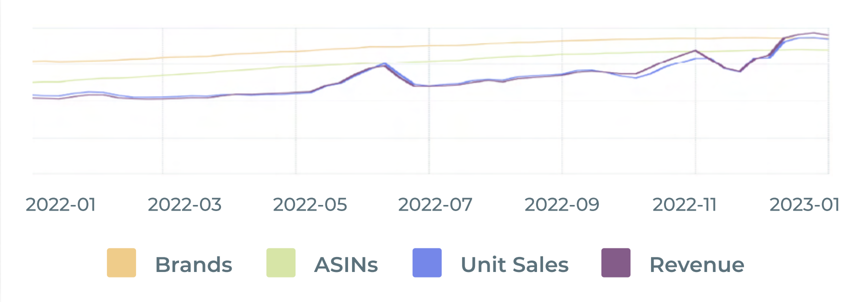
Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Eco friendly laundry detergent	37,744	47,426	↑ 25.7%
Eco friendly sponges	22,658	10,709	↓ 52.7%
Eco friendly cups	16,771	11,525	↓ 31.3%
Eco friendly toilet paper	16,725	13,797	↓ 17.5%
Eco friendly toothbrushes	13,980	11,677	↓ 16.5%
Eco friendly dish soap	9,551	10,622	↑ 11.2%
Eco friendly napkins	9,079	9,248	↑ 1.9%
Eco friendly disposable plates	6,584	7,966	↑ 21.0%
Eco friendly cleaning products	6,697	8,883	↑ 32.6%
Eco friendly dryer sheets	2,557	5,127	↑ 100.5%

Product Trend: Eco-Friendly Alternatives

$1.2B Revenue | **55.4M** Units Sold | **2,049** Competing Brands

Report date range: February 10, 2022 - February 10, 2023 | Compared to previous year

Size of the prize

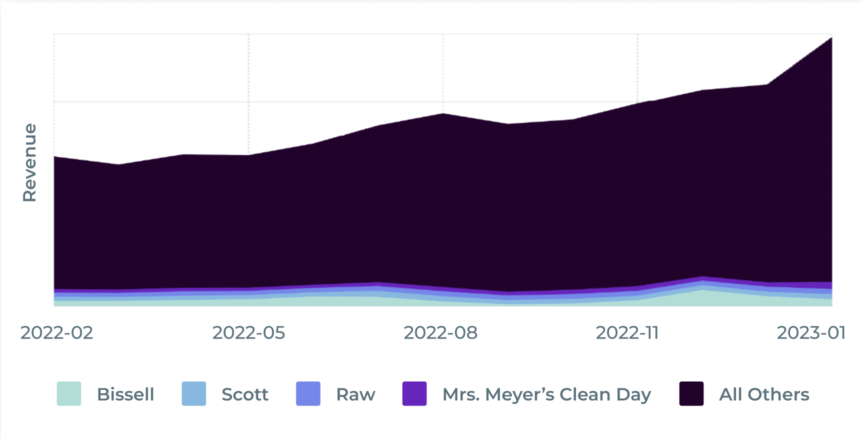


INSIGHTS

- The eco-friendly household supplies market is growing, with a 48% YoY revenue increase.
- Unit sales of eco-friendly household supplies across all brands increased 39%.
- The number of ASINs in this market increased by 31%.
- The number of brands competing in this market increased by 20%.
- CLIMATE PLEDGE FRIENDLY **13 of the top 100 Best Sellers in Household Cleaning Supplies on Amazon have Climate Pledge Friendly badges; of those that don't, at least 46% have eco-friendly alternatives advertised on their listings.***

**Data from Amazon Best Sellers and product pages, as viewed on February 10, 2023.*

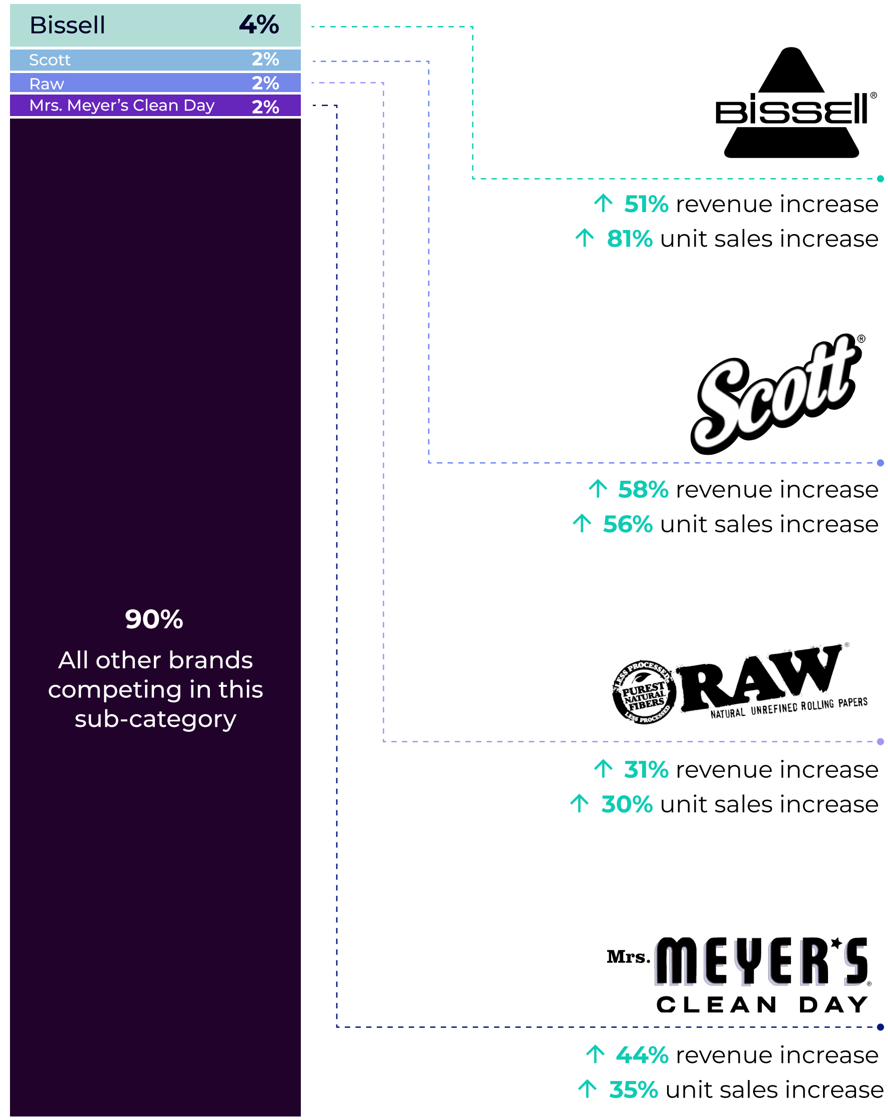
Market growth



INSIGHTS

- The top 4 brands in the category make up 10% of the market share while the other 2,045 make up the remaining 90%.
- Revenue for both 1P and 3P sellers has increased (by 39% and 113%, respectively).
- The top 4 brands in the category own 106 of the available ASINs, while all other brands combined own 8,427, indicating that 1% of the ASINs in this category are responsible for nearly 10% of the revenue.
- Room to grow: **Market share leaders in eco-friendly household supplies own less overall share than leaders in other Health & Household sub-categories, suggesting there may be more opportunity to capture and build share in this growing niche.**

Market Share Leaders in Eco-Friendly Household Supplies



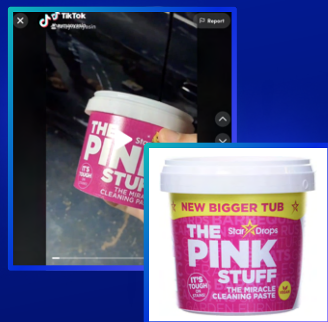
Viral Superstars

These household supplies have been sweeping through TikTok feeds.

1 The Pink Stuff

Clean formulation

From TikTok to Amazon: One of the fastest growing keywords this product ranked for on Amazon in the last 90 days is "TikTok must haves 2022".**



Views on TikTok	Amazon Revenue	Units Sold on Amazon
789M+*	↑ 41% YoY	↑ 60% YoY

2 Scrub Daddy

Following in its predecessor's path, Scrub Daddy's newest product release has also been gathering viral steam: **#ScrubMommy has over 226M views on TikTok.***

Views on TikTok	Amazon Revenue	Units Sold on Amazon
732M+*	↑ 955% YoY	↑ 822% YoY

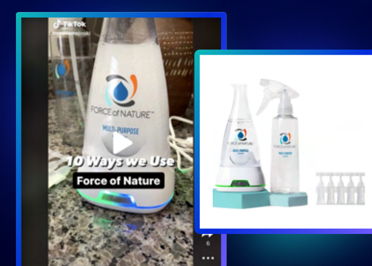
3 O-Cedar Spin Mop

Views on TikTok	Amazon Revenue	Units Sold on Amazon
122M+*	↑ 111% YoY	↑ 86% YoY

4 Force of Nature Multi-Purpose Cleaner

Eco-friendly

Clean formulation



Views on TikTok	Amazon Revenue	Units Sold on Amazon
11M+*	↑ 86% YoY	↑ 42% YoY

*Data from TikTok search results page, as viewed on February 10, 2023.
**Data from Jungle Scout Cobalt, as viewed on February 10, 2023.

Sub-Category Spotlight: Healthcare

Keyword Trends: Gut Health

Total search volume for keywords containing “gut health” within Health & Household category

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

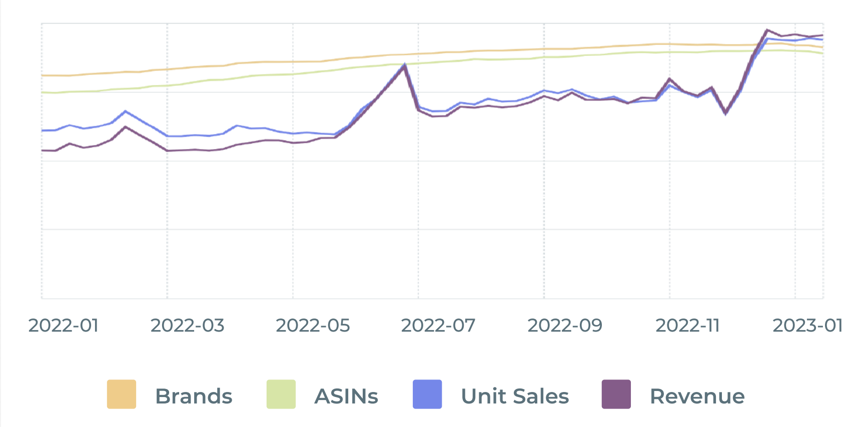
Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Gut health	16,1711	295,941	↑ 83.0%
Gut health supplements for women	29,784	218,085	↑ 632.2%
Zupoo colon cleanse & gut support	83,660	57,225	↓ 31.6%
Gut health book	19337	30,786	↑ 59.2%
Womens probiotics for gut health	8,777	28,071	↑ 219.8%
Best probiotics for gut health women	11,084	27,935	↑ 152.0%
Gut health supplements	10,388	26,390	↑ 154.0%
Leaky gut repair	40,313	26,328	↓ 34.7%
l glutamine powder organic gut health	2,272	25,848	↑ 1037.7%
Ion gut health	28,759	18,376	↓ 36.1%

Product Trend: Gut Health

$1.1B Revenue | **37.4M Units Sold** | **1,645 Competing Brands**

Report date range: February 10, 2022 - February 10, 2023 | Compared to previous year

Size of the prize

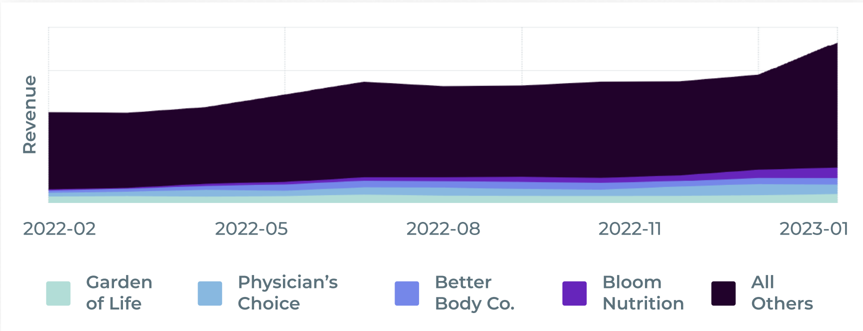


INSIGHTS

- The digestive and gut health market is growing, with a 47% YoY revenue increase.
- Unit sales of digestive aids and gut health products across all brands increased 30%.
- The number of ASINs in this market increased by 19%.
- The number of brands competing in this market increased by 13%.
- **#GutHealth has over 3.5B views on TikTok.***

**Data from TikTok search results page, as viewed on February 10, 2023.*

Market growth



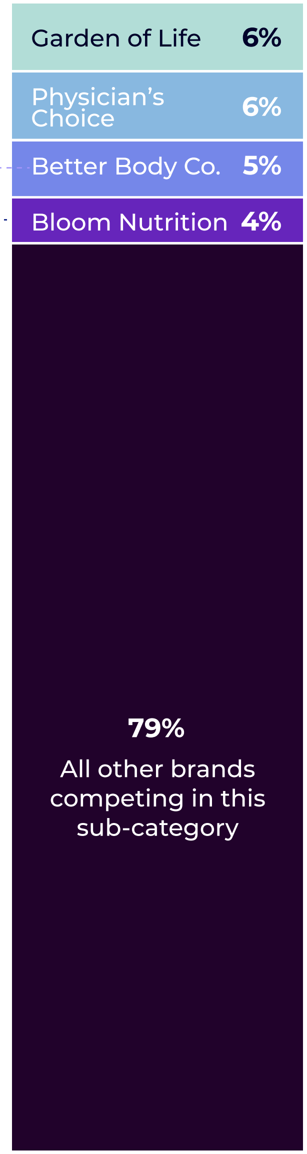
INSIGHTS

- The top 4 brands in the category make up 21% of the market share while the other 1,641 make up the remaining 79%.
- Revenue for both 1P and 3P sellers has increased (by 37% and 97%, respectively).
- The top 4 brands in the category own 71 of the available ASINs, while all other brands combined own 5,352, indicating that 1% of the ASINs in this category are responsible for nearly 25% of the revenue.

Emerging brand: Better Body Company grew market share in this niche over **600+% YoY.**

Emerging brand: Bloom Nutrition grew market share in this niche over **600+% YoY.**

Market Share Leaders for Gut Health Products



Garden of Life

↑ 18% revenue increase
↑ 14% unit sales increase

Physician's Choice

↑ 126% revenue increase
↑ 75% unit sales increase

better body co.

↑ 1,049% revenue increase
↑ 1,010% unit sales increase

Bloom

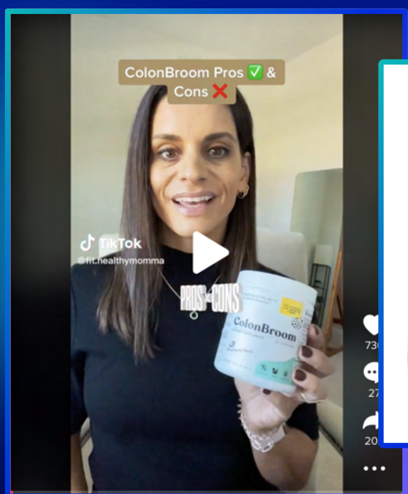
↑ 1,017% revenue increase
↑ 980% unit sales increase

Viral Superstars

The digestive health trend on TikTok has helped these products reach viral fame.

1 ColonBroom

Clean formulation



Views on TikTok
957M+*

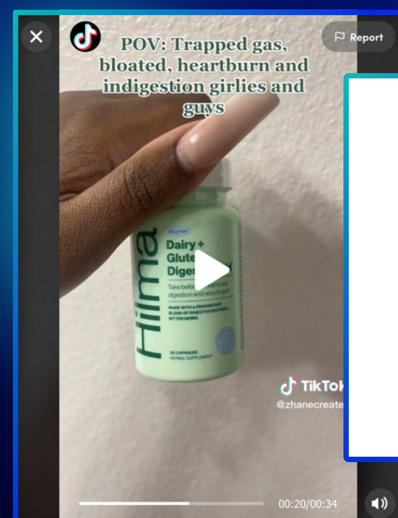
Amazon Revenue
↑ 2,524% YoY

Units Sold on Amazon
↑ 1,586% YoY

2 Hilma Digestive Aid Supplements

Clean formulation

Hilma has gained social media attention thanks in part to their influencer strategy: #HilmaAmbassador, a branded hashtag the company's influencer partners use to identify themselves and share promo codes, has over **830k views on TikTok.**



Views on TikTok
2B+*

Amazon Revenue
↑ 197% YoY

Units Sold on Amazon
↑ 304% YoY

Data from TikTok search results page, as viewed on February 10, 2023.

Sub-Category Spotlight: Medical Supplies & Equipment

Keyword Trends: Test Kits

Total search volume for keywords containing "test" within Health & Household category

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

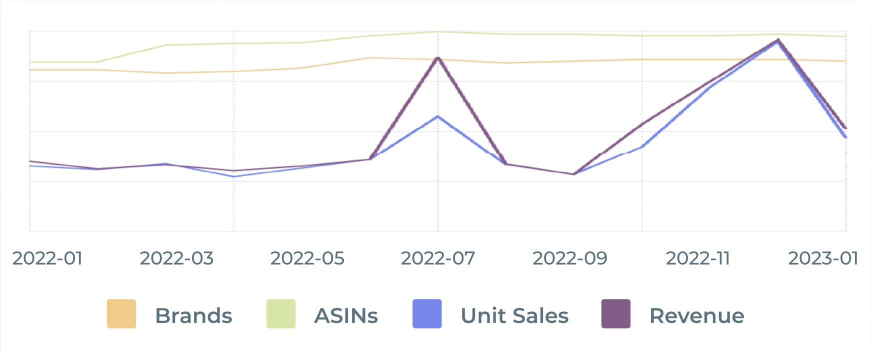
Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Covid 19 test kit at home	5,340,872	2,248,572	↓ 57.9%
Pregnancy tests	1,255,299	1,909,188	↑ 52.1%
Ovulation test strips	771,401	788,661	↑ 2.2%
Covid tests for home rapid fda approved	131,844	405,269	↑ 207.4%
Ancestry dna test kit	304,427	354,699	↑ 16.5%
23 and me dna test	299,510	290,752	↓ 2.9%
Blood sugar test kit	207,741	252,507	↑ 21.6%
Contour next blood glucose test strips	103,554	173,423	↑ 67.5%
A1c home test kit	67,445	111,748	↑ 65.7%

Product Trend: Home Health Tests

$118B Revenue | **1.2M Units Sold** | **102 Competing Brands**

Report date range: February 10, 2022 - February 10, 2023 | Compared to previous year

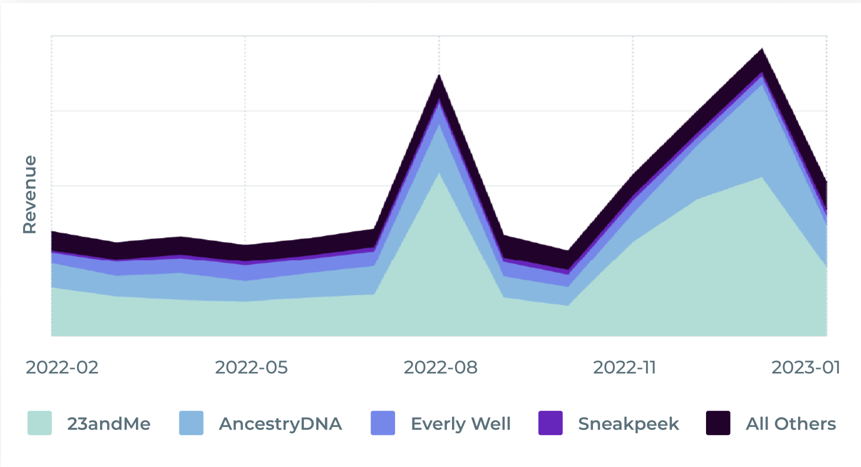
Size of the prize



INSIGHTS

- The home health tests market is growing, with a 37% YoY revenue increase.
- Unit sales of home health tests across all brands increased 24%.
- The number of ASINs in this market increased by 15%.
- The number of brands competing in this market increased by 5%.
- **#HealthTest has nearly 15M views on TikTok, but some specific brands are gaining even more traction: For example, #Everlywell (which offers home health tests ranging from food sensitivity to fertility) has nearly 60M views.**

Market growth

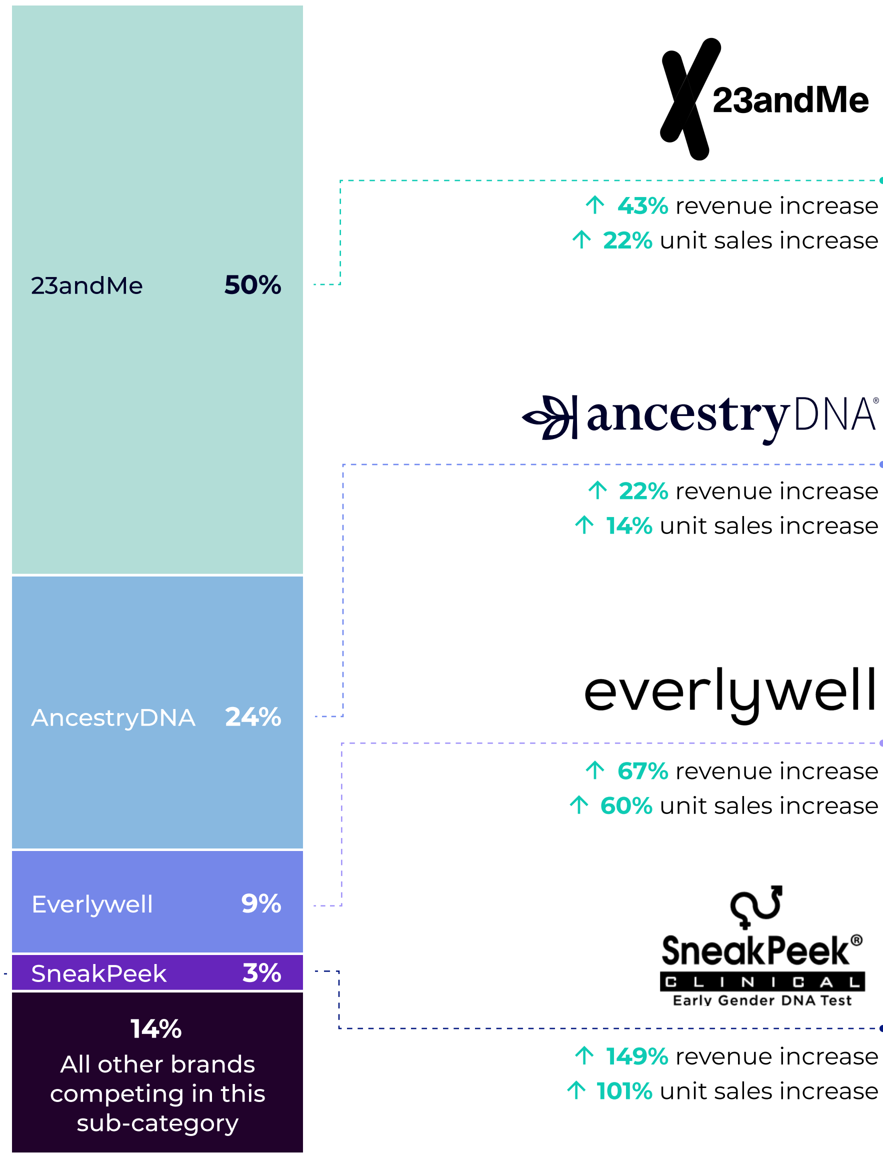


INSIGHTS

- The top 4 brands in the category make up 86% of the market share while the other 98 make up the remaining 14%.
- Revenue for both 1P and 3P sellers has increased (by 1,000%, and 52%, respectively).
- The top 4 brands in the category own 27 of the available ASINs, while all other brands combined own 226, indicating that 11% of the ASINs in this category are responsible for over 80% of the revenue.

Emerging brand: SneakPeek grew market share in this niche by over **80% YoY.**

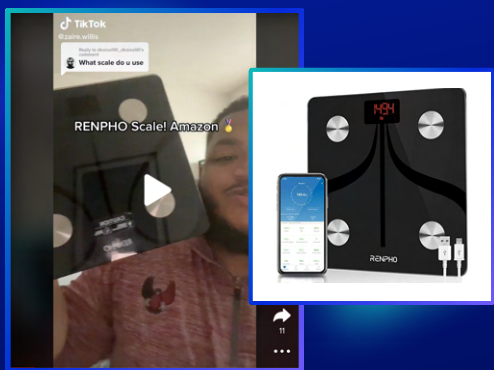
Market Share for Sub-Category Leaders



Viral Superstars

People love talking health on TikTok; these are some of the home medical products they've been sharing the most.

1 Renpho Smart Scale



Views on TikTok

55M+*

Amazon Revenue

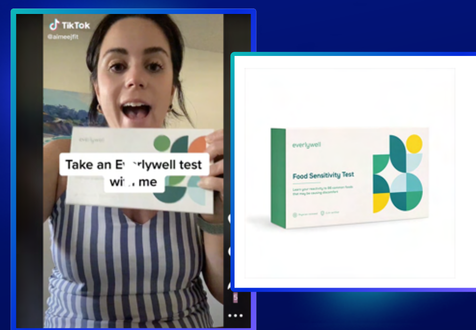
↑ 157% YoY

Units Sold on Amazon

↑ 186% YoY

2 Everlywell Home Health Tests

Everyday health



Views on TikTok

55M+*

Amazon Revenue

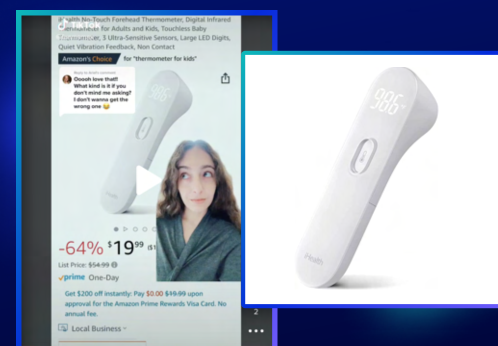
↑ 82% YoY

Units Sold on Amazon

↑ 52% YoY

3 iHealth No-Touch Thermometer

TikTok made me want it: Since gaining viral attention, iHealth's thermometer has become the #1 most-wished-for item in Amazon's Home Use Medical Supplies category.**



Views on TikTok

147M+*

Amazon Revenue

↑ 301% YoY

Units Sold on Amazon

↑ 73% YoY

**Data from TikTok search results page, as viewed on February 10, 2023.*
***Data from Amazon Most Wished For, as viewed on February 10, 2023.*

Sub-Category Spotlight: Oral Care

Keyword Trends: Whitening

Total search volume for keywords containing "whitening" within Health & Household category

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

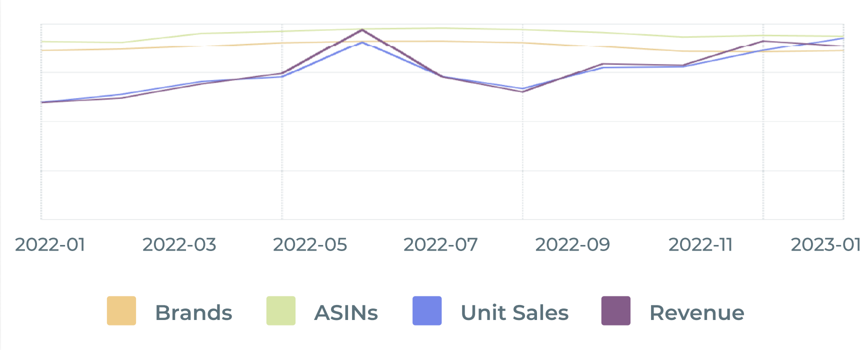
Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Teeth whitening kit	1,012,805	1,270,740	↑ 25.5%
Crest whitening strips	427,399	958,455	↑ 124.3%
Whitening strips	664,714	822,759	↑ 23.8%
Teeth whitening strip	233,513	546,034	↑ 133.8%
Teeth whitening pen	553,088	437,898	↓ 20.8%
Lumineux whitening strips	141,214	398,956	↑ 182.5%
Whitening toothpaste	352,323	376,895	↑ 7.0%
Opalescence teeth whitening	275,038	265,400	↓ 3.5%
Teeth whitening	3,148,269	263,2316	↓ 16.4%
Teeth whitening gel	201,358	215,793	↑ 7.2%

Product Trend: Teeth Whitening

$289.1M Revenue | **9M** Units Sold | **1,034** Competing Brands

Report date range: February 10, 2022 - February 10, 2023 | Compared to previous year

Size of the prize

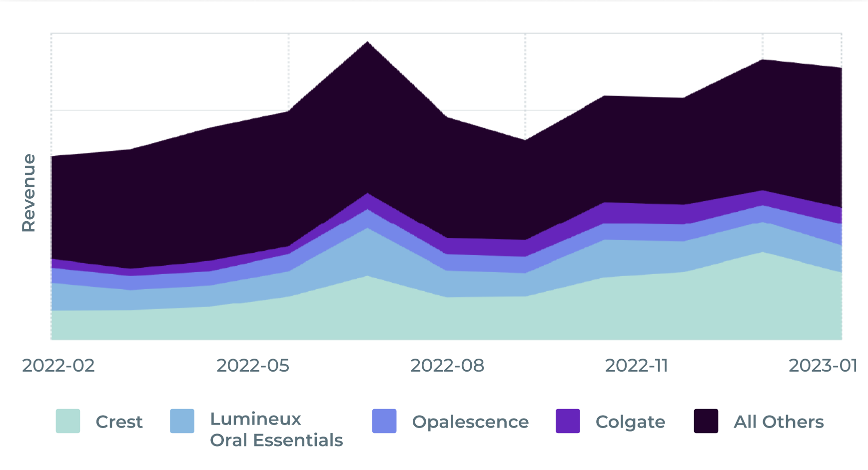


INSIGHTS

- The teeth whitening products market is growing, with a 51% YoY revenue increase.
- Unit sales of teeth whitening products across all brands increased 43%.
- The number of ASINs and brands in this market remained steady, increasing by just 3% and less than 1%, respectively.
- Average review count for teeth whitening products increased 29% YoY.
- **22 of the Amazon 100 Best Sellers in Oral Care are teeth whitening products.***

**Data from Amazon Best Sellers, as viewed on February 10, 2023.*

Market growth

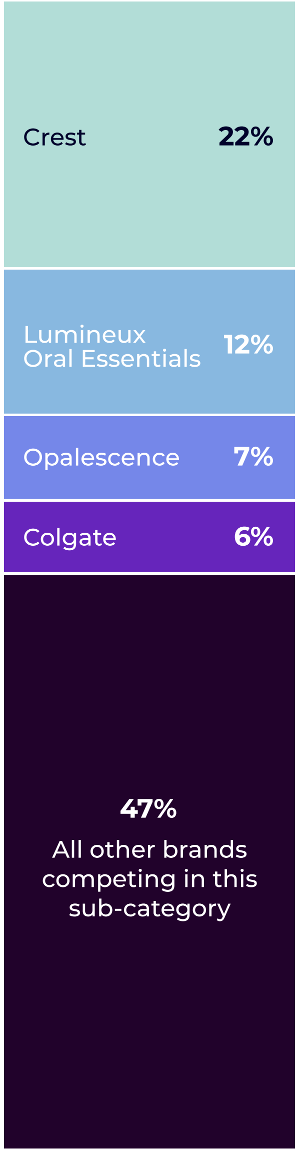


INSIGHTS

- The top 4 brands in the category make up **53%** of the market share while the other 1,030 make up the remaining **47%.**
- Revenue for both 1P and 3P sellers has increased (by **95%** and **34%**, respectively).
- The top 4 brands in the category own 167 of the available ASINs, while all other brands combined own 2,469, indicating that **6%** of the ASINs in this category are responsible for nearly **50%** of the revenue.

Emerging brand: Oral Essentials increased market share in this niche nearly **100% YoY.**

Market Share for Sub-Category Leaders



Crest
6% revenue increase
6% unit sales increase

Lumineux Oral Essentials
197% revenue increase
268% unit sales increase

Opalescence whitening toothpaste
106% revenue increase
102% unit sales increase

Colgate
118% revenue increase
114% unit sales increase

Viral Superstars

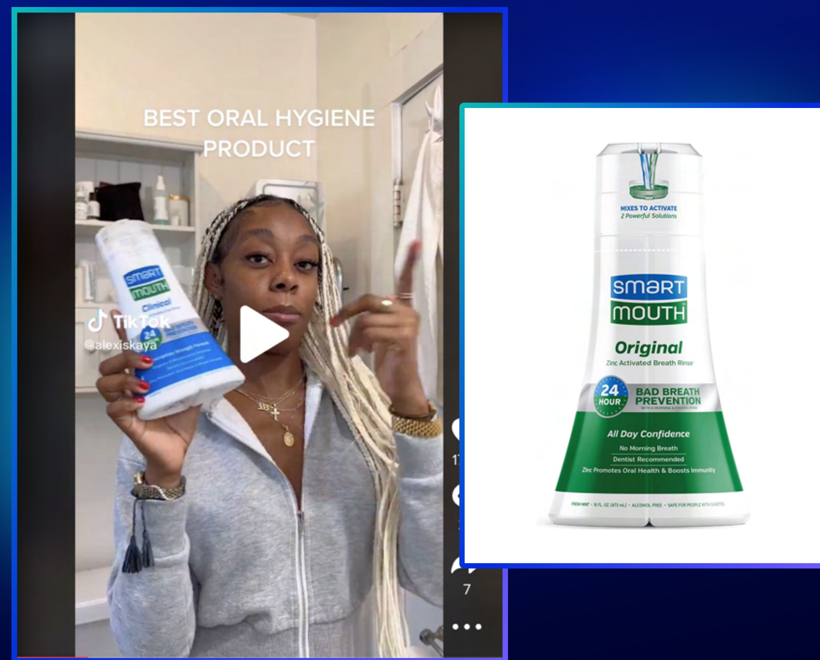
These oral care products have become shining stars on TikTok.

1 MySmile Teeth Whitening Kit

One of the fastest-growing keywords this product has ranked for on Amazon in the last 90 days is **“TikTok must haves 2022.”****

Views on TikTok	Amazon Revenue	Units Sold on Amazon
109M+*	↑ 139% YoY	↑ 147% YoY

2 Smartmouth Mouthwash



Views on TikTok	Amazon Revenue	Units Sold on Amazon
645M+*	↑ 886% YoY	↑ 485% YoY

*Data from TikTok search results page, as viewed on February 10, 2023.
**Data from Jungle Scout Cobalt, as viewed on February 10, 2023.

Sub-Category Spotlight: Sports Nutrition

Keyword Trends: Protein

Total search volume for keywords containing "protein" within Health & Household category

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

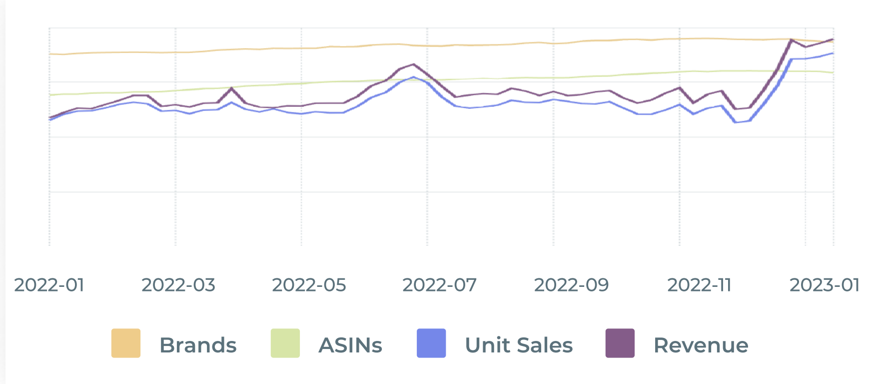
Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Protein powder	6,640,870	9,999,559	↑ 50.6%
Protein bars	1,944,484	2,197,704	↑ 13.0%
Whey protein	2,166,153	2,011,254	↓ 7.2%
Premier protein shake	1,669,234	1,943,876	↑ 16.5%
Protein shake	792,164	1,620,060	↑ 104.5%
Fairlife protein shakes	280,076	1,461,064	↑ 421.7%
Whey protein powder	686,366	1,116,174	↑ 62.6%
Protein	880,072	1,080,061	↑ 22.7%
Vital proteins collagen	574,620	868,914	↑ 51.2%
Protein shaker bottle	569,551	838,879	↑ 47.3%

Product Trend: Protein Snacks, Powders, and Shakes

$1.5B Revenue | **41.7M Units Sold** | **1,312 Competing Brands**

Report date range: February 10, 2022 - February 10, 2023 | Compared to previous year

Size of the prize

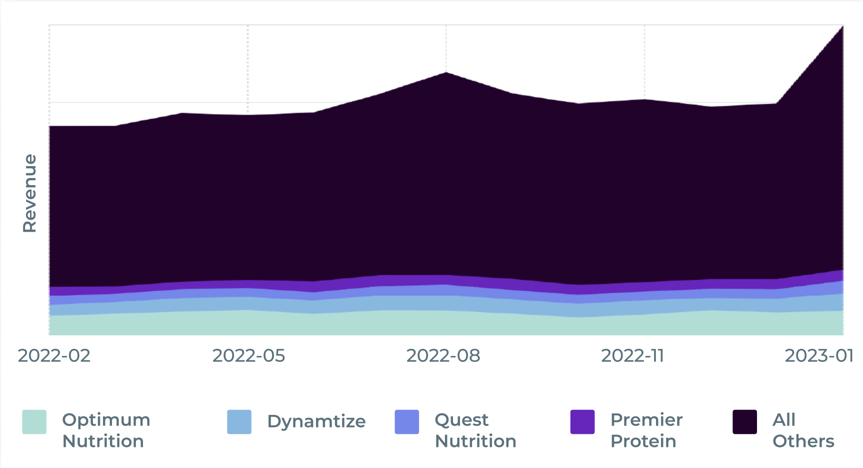


INSIGHTS

- The protein products market is growing, with a 32% YoY revenue increase.
- Unit sales of protein snack, powders, and shakes across all brands increased 21%.
- The number of ASINs in this market increased by 13%.
- The number of brands competing in this market increased by 5%.
- **75 of the 100 Amazon Best Sellers in Sports Nutrition are protein snacks, powders, or shakes.***

**Data from Amazon Best Sellers, as viewed on February 10, 2023.*

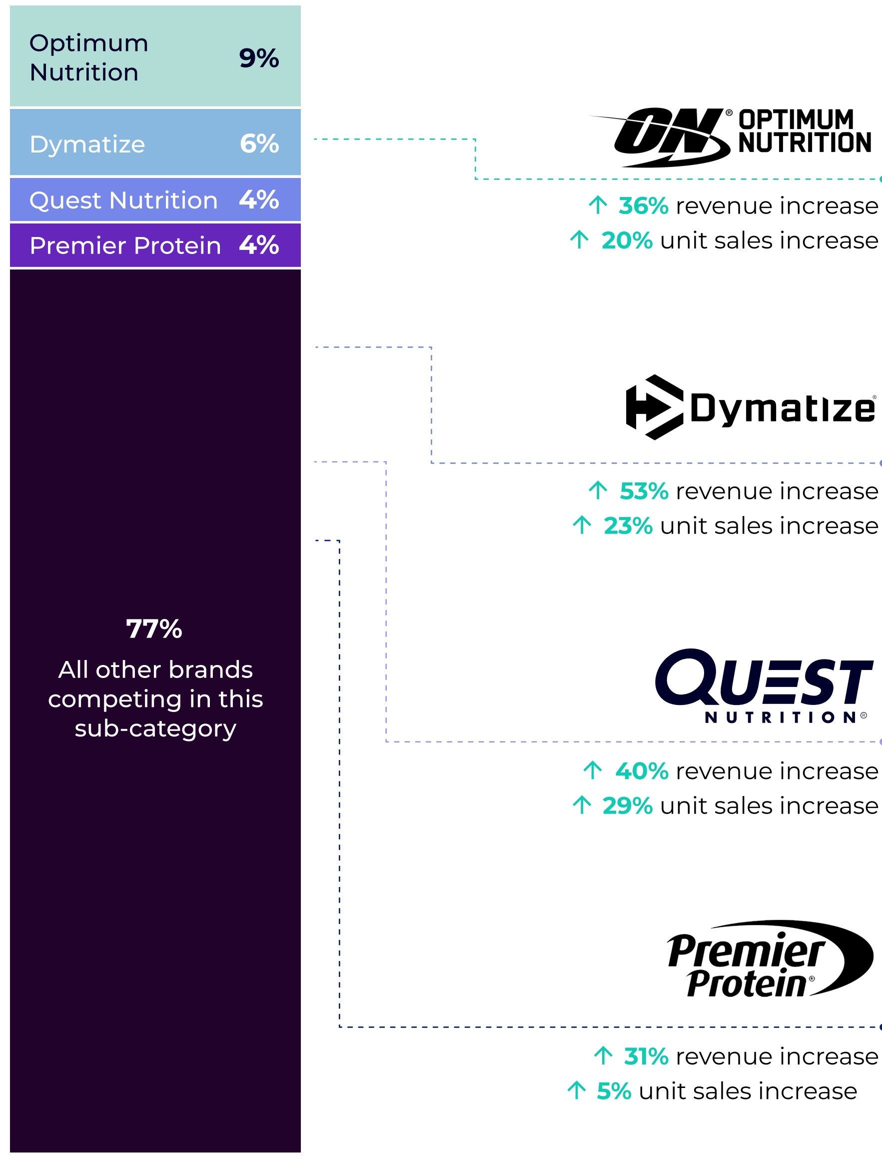
Market growth



INSIGHTS

- The top 4 brands in the category make up 23% of the market share while the other 1,308 make up the remaining 77%.
- Revenue for both 1P and 3P sellers has increased (by 33% and 77%, respectively).
- The top 4 brands in the category own 253 of the available ASINs, while all other brands combined own 7,800, indicating that 3% of the ASINs in this category are responsible for over 20% of the revenue.

Market Share Leaders for Protein Products



Viral Superstars

These sports nutrition products have been whipping up some viral attention on TikTok.

1 Bloom Protein Powder

- Everyday health
- Clean formulation

The proffee (protein powder + coffee) trend could be partially responsible for the growing popularity of protein powders from Bloom and other brands: **In the last year, #Proffee has racked up nearly 40M views on TikTok.**

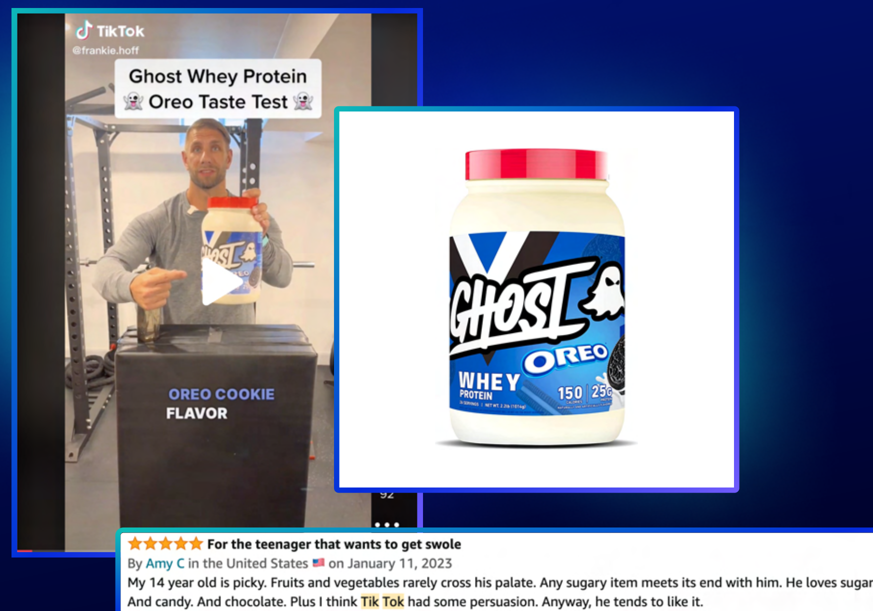
Views on TikTok
339M+*

Amazon Revenue
↑ 570% YoY

Units Sold on Amazon
↑ 520% YoY

2 Ghost Protein Powder

- Everyday health



Views on TikTok
340M+*

Amazon Revenue
↑ 1,239% YoY

Units Sold on Amazon
↑ 1,529% YoY

Data from TikTok search results page, as viewed on February 10, 2023.

Sub-Category Spotlight: Vision Care

Keyword Trends: Blue Light

Total search volume for keywords containing "blue light" within Health & Household category

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

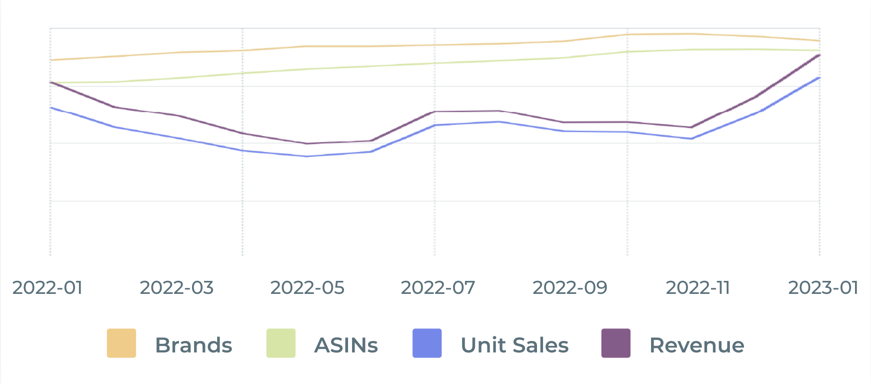
Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Blue light glasses for women	1,434,607	2,656,830	↑ 85.2%
Blue light glasses men	668,917	1,068,942	↑ 59.8%
Blue light glasses for kids	246,661	141,187	↓ 42.8%
Blue light reading glasses for women	28,788	54,714	↑ 90.1%
Kids blue light glasses girls	19,268	26,698	↑ 38.6%
Blue light glasses for women oversized	8,864	26,217	↑ 195.8%
Gunnar blue light blocking glasses	15,560	20,255	↑ 30.2%
Kids blue light glasses boys	12,254	18,536	↑ 51.3%
Computer screen blue light blocker	22,030	17,316	↓ 21.4%
Blue light blocking reading glasses oeneye	454	17,168	↑ 3,681.5%

Product Trend: Blue Light Blocking Glasses

$90M Revenue | **5.4M Units Sold** | **358 Competing Brands**

Report date range: February 10, 2022 - February 10, 2023 | Compared to previous year

Size of the prize

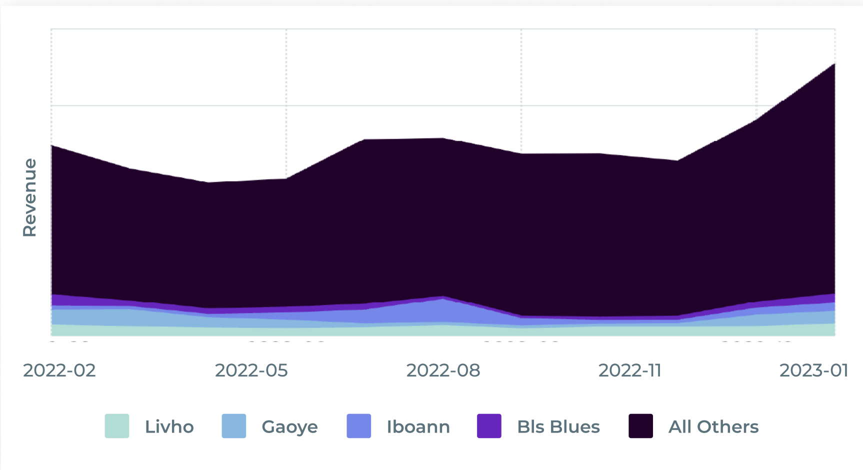


INSIGHTS

- The blue light blocking glasses market is growing, with a 30% YoY revenue increase.
- Unit sales of blue light blocking glasses across all brands increased 37%.
- The number of ASINs in this market increased by 17%.
- The number of brands competing in this market increased by 7%.
- **17 of the top 100 Amazon Best Sellers in Vision Care are blue light blocking glasses.***

**Data from Amazon Best Sellers, as viewed on February 10, 2023.*

Market growth

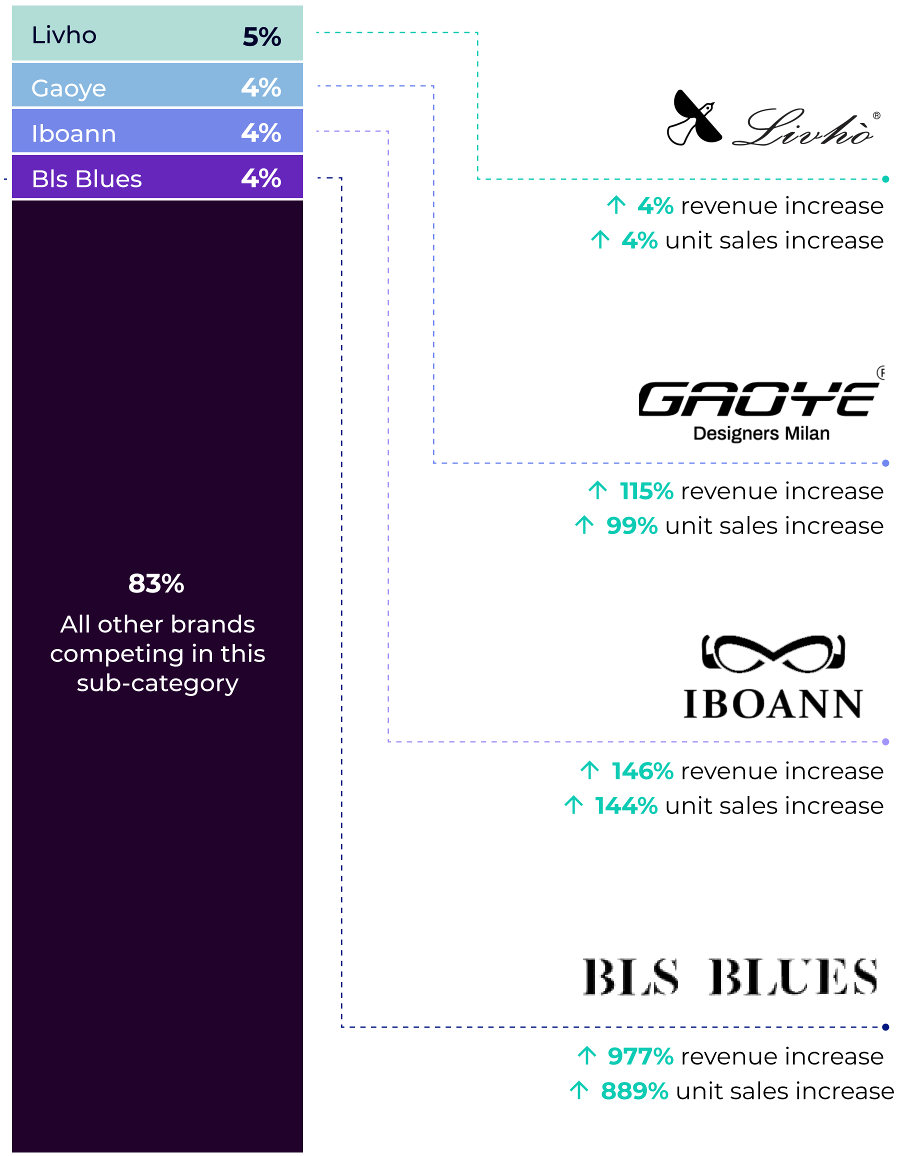


INSIGHTS

- The top 4 brands in the category make up 17% of the market share while the other 354 make up the remaining 83%.
- Revenue for both 1P and 3P sellers has increased (by 19% and 23%, respectively).
- The top 4 brands in the category own 187 of the available ASINs, while all other brands combined own 8,766, indicating that 2% of the ASINs in this category are responsible for nearly 15% of the revenue.

Emerging brand: Since entering Amazon's blue light blockers market in the second half of 2022, Bls Blues has grown market share in this niche by over **2,000%.**

Market Share for Sub-Category Leaders



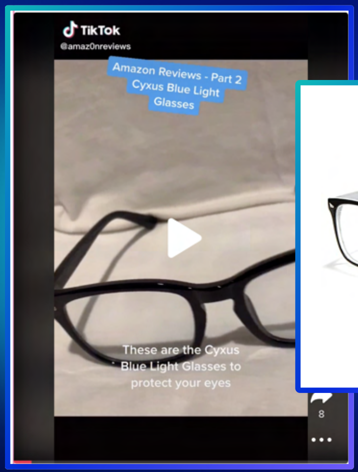
Viral Superstars

These products are seeing a clear impact from the attention it's garnering on TikTok.

1 Cyxus Blue Light Blocking Glasses

Everyday health

Cyxus and other eyewear brands are gaining momentum from the blue light blockers trend on TikTok: **#BlueBlockers has nearly 40M views.***



Views on TikTok	Amazon Revenue	Units Sold on Amazon
1.8M+*	↑ 75% YoY	↑ 63% YoY

2 Lutein Eye Health Supplements

Everyday health

Views on TikTok	Amazon Revenue	Units Sold on Amazon
1.9M+*	↑ 93% YoY	↑ 103% YoY

**Data from TikTok search results page, as viewed on February 10, 2023.*

Sub-Category Spotlight: Vitamins & Supplements

Keyword Trends: Greens Powder

Total search volume for keywords containing "greens" within Health & Household category

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

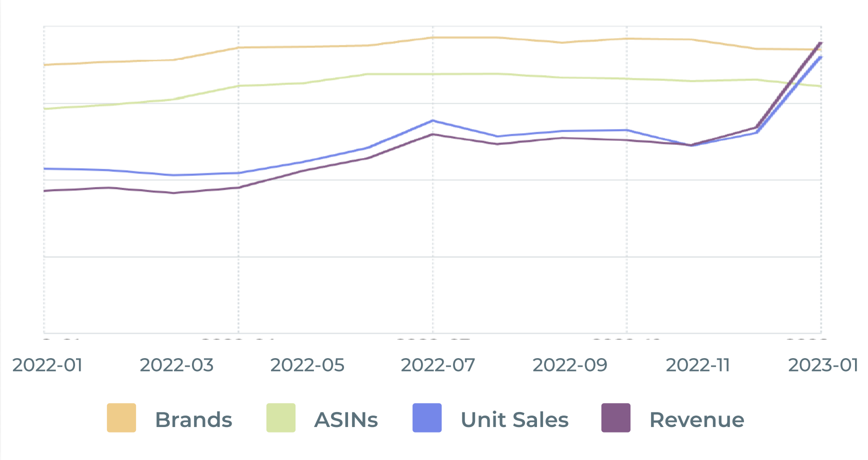
Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Super greens powder	118,961	201,185	↑ 69.7%
Bloom nutrition greens and superfoods	9,203	165,901	↑ 1,702.7%
Super greens powder organic	38,386	56,059	↑ 46.0%
Athletic greens powder superfood	35,762	52,095	↑ 45.7%
Bloom greens and superfood	5,124	48,992	↑ 856.1%
1up nutrition greens and reds	8,024	27,298	↑ 240.2%
Daily greens powder	7,775	23,578	↑ 203.3%
Blooms greens and superfoods	467	21,254	↑ 4,451.2%
Bloom greens and superfoods	2,637	21,039	↑ 697.8%
Athletic greens ag1 supplement	181	17,089	↑ 9,341.4%

Product Trend: Greens Powders

$194.4M Revenue | **4.6M** Units Sold | **277** Competing Brands

Report date range: February 10, 2022 - February 10, 2023 | Compared to previous year

Size of the prize

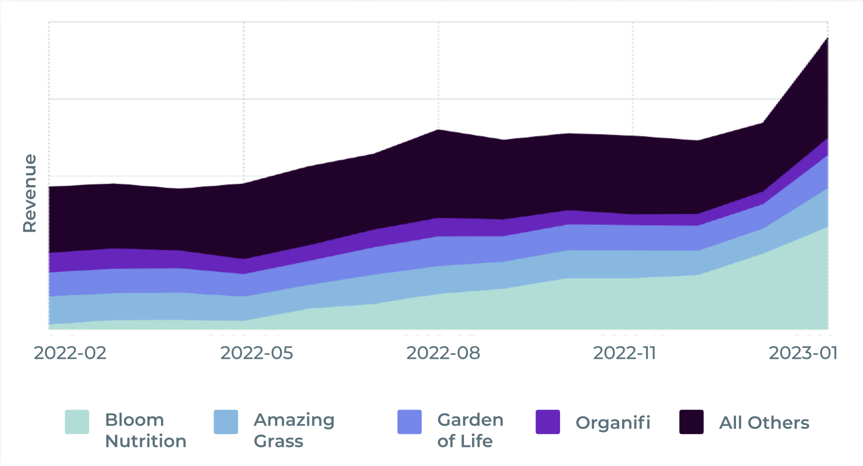


INSIGHTS

- The greens powders market is growing, with a 107% YoY revenue increase.
- Unit sales of greens powders across all brands increased 75%.
- The number of ASINs in this market increased by 5%.
- The number of brands competing in this market increased by 4%.
- **#GreensPowder has over 105M views on TikTok.***

**Data from TikTok search results page, as viewed on February 10, 2023.*

Market growth

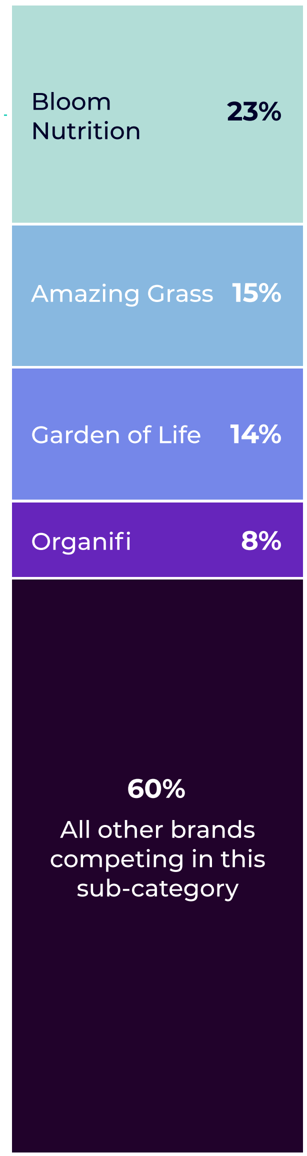


★ INSIGHTS

- The top 4 brands in the category make up **40%** of the market share while the other 273 make up the remaining **60%.**
- Revenue for both 1P and 3P sellers has increased (by **34%** and **166%**, respectively).
- The top 4 brands in the category own 83 of the available ASINs, while all other brands combined own 563, indicating that **13%** of the ASINs in this category are responsible for **OVER 65%** of the revenue.

Emerging brand: In the last 12 months, Bloom Nutrition has grown market share in this niche by more than 600%.

Market Share Leaders for Greens Powders



Bloom

↑ **1,033%** revenue increase
↑ **986%** unit sales increase

Amazing Grass

↑ **22%** revenue increase
↑ **20%** unit sales increase

Garden of Life

↓ **24%** revenue decrease
↑ **16%** unit sales increase

organifi

↑ **24%** revenue increase
↑ **24%** unit sales increase

Viral Superstars

1 Athletic Greens

Everyday health

Views on TikTok

7B+*

Amazon Revenue

↑ 1,012% YoY

Units Sold on Amazon

↑ 1,004% YoY

2 Bloom Nutrition Super Greens

Everyday health

Clean formulation

Views on TikTok

20M+*

Amazon Revenue

↑ 851% YoY

Units Sold on Amazon

↑ 721% YoY

3 Better Body Company Provitalize

Clean formulation

By responding to growing openness about the needs of those experiencing menopause, this brand has carved out a new niche on Amazon and become part of viral conversations on TikTok: **#MenopauseSupport has over 133M views.**

Views on TikTok

166M+*

Amazon Revenue

↑ 315% YoY

Units Sold on Amazon

↑ 167% YoY

Data from TikTok search results page, as viewed on Februrary 10, 2023.

Sub-Category Spotlight: Wellness & Relaxation

Keyword Trends: Light Therapy

Total search volume for all keywords containing "red light" within Health & Household category

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

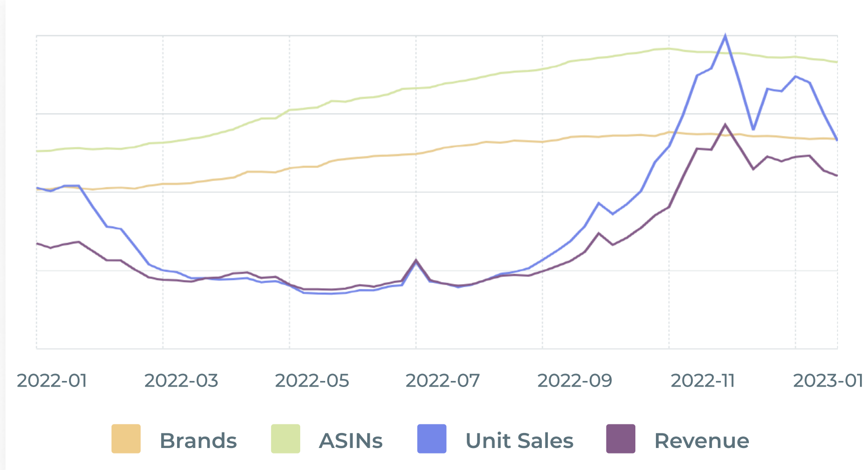
Keyword	Search Volume: 2021 - 2022	Search Volume: 2022 - 2023	% Change YoY
Red light therapy	391,733	584,288	↑ 49.2%
Red light therapy for body	59,535	256,468	↑ 330.8%
Red light therapy for face	112,367	255,018	↑ 127.0%
Light therapy lamp	214,195	173,411	↓ 19.0%
Infrared light therapy	49,246	161,529	↑ 228.0%
Led face mask light therapy	130,631	139,259	↑ 6.6%
Light therapy	94,240	87,979	↓ 6.6%
Sad light therapy lamp	38,115	62,866	↑ 64.9%
Red light therapy device	26,974	54,972	↑ 103.8%
Happy light therapy lamp	46,150	51,021	↑ 10.6%

Product Trend: Light Therapy

$105.1M Revenue | 1.3M Units Sold | 402 Competing Brands

Report date range: February 10, 2022 - February 10, 2023 | Compared to previous year

Size of the prize

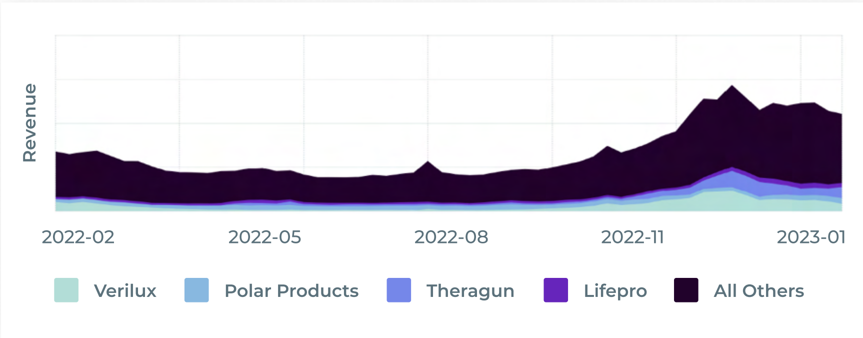


INSIGHTS

- The light therapy market is growing, with a 68% YoY revenue increase.
- Unit sales of meditation products across all brands increased 48%.
- The number of ASINs in this market increased 43%.
- The number of brands competing in this market increased 30%.
- **#LightTherapy has 34M views on TikTok.***

**Data from TikTok search results, as viewed on February 10, 2023.*

Market growth



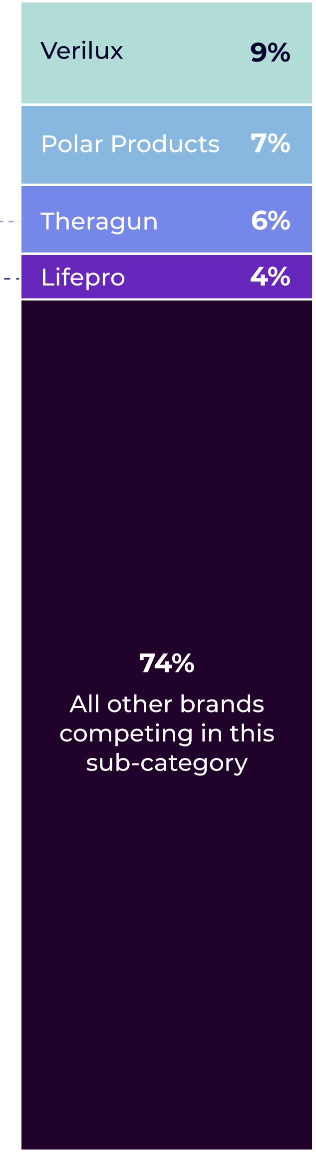
INSIGHTS

- The top 4 brands in the category make up 26% of the market share while the other 398 make up the remaining 74%.
- Revenue for both 1P and 3P sellers has increased (by 144% and 94%, respectively).
- The top 4 brands in the category own 50 of the available ASINs, while all other brands combined own 1,051, indicating that 5% of the ASINs in this category are responsible for nearly 30% of the revenue.

Emerging brand: In less than 6 months, Theragun has captured **6% of the market share in this niche.**

Growing brand: Lifepro grew market share in this niche by over **300% YoY.**

Market Share for Sub-Category Leaders



Verilux
- ↑ 25% revenue increase
- ↑ 15% unit sales increase

Polar Products
- ↑ 38% revenue increase
- ↑ 38% unit sales increase

Theragun
- ↑ 100% revenue increase
- ↑ 100% unit sales increase

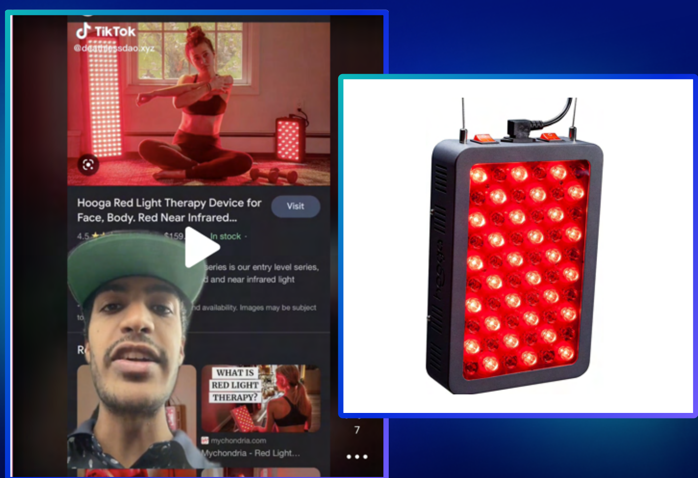
Lifepro
- ↑ 592% revenue increase
- ↑ 843% unit sales increase

Viral Superstars

Millions of people are feeling positive vibes about these wellness and relaxation products on TikTok.

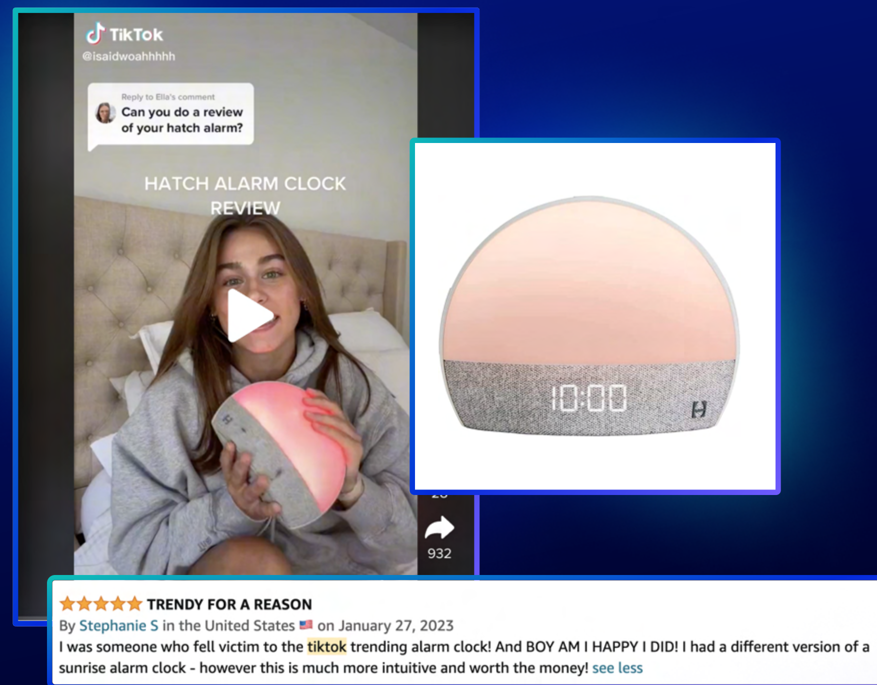
1 Hooga Red Light Therapy Panels

People have been taking to TikTok to share their experiences with red light therapy as a skincare treatment, mood elevator, and more: **#RedLightTherapy has over 40M views.***



Views on TikTok	Amazon Revenue	Units Sold on Amazon
75M+*	↑ 160% YoY	↑ 97% YoY

2 Hatch Restore Alarm Clock



Views on TikTok	Amazon Revenue	Units Sold on Amazon
2.2B+*	↑ 833% YoY	↑ 1,200% YoY

*Data from TikTok search results page, as viewed on February 10, 2023.

Key Insights & Actions

The data shows that the Health & Household category is staying resilient in the face of macroeconomic challenges like inflation and recession. Many positive trends indicate ample opportunities for success in this market in the months ahead.

INSIGHT

Social media is a powerful force in ecommerce, with a growing number of consumers using channels like TikTok to research and even directly purchase products.

ACTION

Like 41% of Amazon brands, you should now be dedicating time and budget to building a strong social media advertising strategy. Amazon has been leaning into the social shopping trend for several years now, so you should also take advantage of in-platform features that replicate the social media experience for shoppers. These include Amazon Inspire, Amazon Posts, Amazon Livestreams, and the Amazon Influencer Program.

INSIGHT

Keywords around natural, eco-friendly, and clean products are driving discovery – and product sales – in Health and Household. Since 45% of consumers are switching brands as part of their inflation and recession spending strategy, this trend could be one that can help you stand out from competitors.

ACTION

Ensure you have Climate Pledge Friendly badges on all qualifying products, and consider promoting those products with ads that target non-eco-friendly alternatives to help you pull ahead of competitors. Inject keywords related to environmental friendliness, sustainability, natural ingredients, and clean and plant-based formulas into your product titles, descriptions, back end copy, and advertising campaigns.

INSIGHT

Even with 83% of consumers changing their spending in response to economic factors, nearly every sub-category within Health & Household is growing right now. This suggests that this category may be more recession and inflation-proof than others.

ACTION

If you sell products across multiple categories on Amazon, compare performance across each of those categories. It may be worth funneling more resources to products in resilient categories like Health and Household to help compensate for sales that dip in other categories.

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.

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 is an industry-leading product insights and market intelligence platform that helps brands and retailers dominate their markets. With robust data on market share, category trends, competitor insights, product performance, and more, Cobalt enables you to uncover ecommerce insights and opportunities that were previously unseen.

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 that allows businesses to fuel growth by integrating Jungle Scout's industry-leading data into their own internal systems and processes.

API

The **Jungle Scout API** gives brands and retailers direct access to critical Amazon insights at regular intervals and the ability to integrate Cobalt data into their internal systems and tools to build custom reporting dashboards.

downstream by Jungle Scout

Downstream by Jungle Scout helps brands and retailers dive deep into advertising data to drive results at an enterprise scale. In addition to insights like share of voice on top-ranking brands for specific keywords, Downstream empowers brands with automation, customizable reporting dashboards, and more. With Downstream, brands and retailers unlock the power to reach their full potential on Amazon and Walmart.

Learn more about how Cobalt and Jungle Scout's other enterprise solutions can help you win the Amazon channel.

[Book a demo]