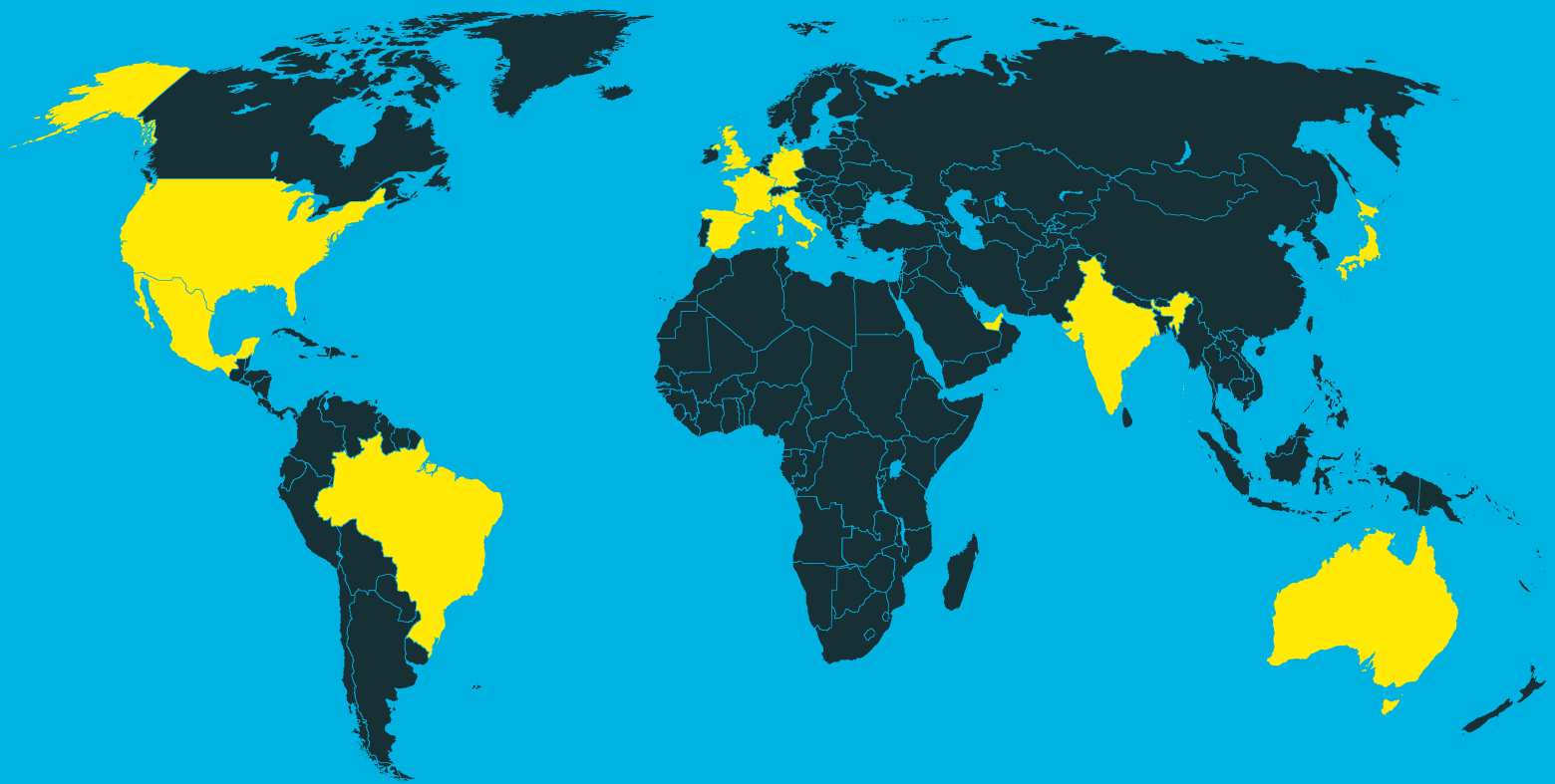


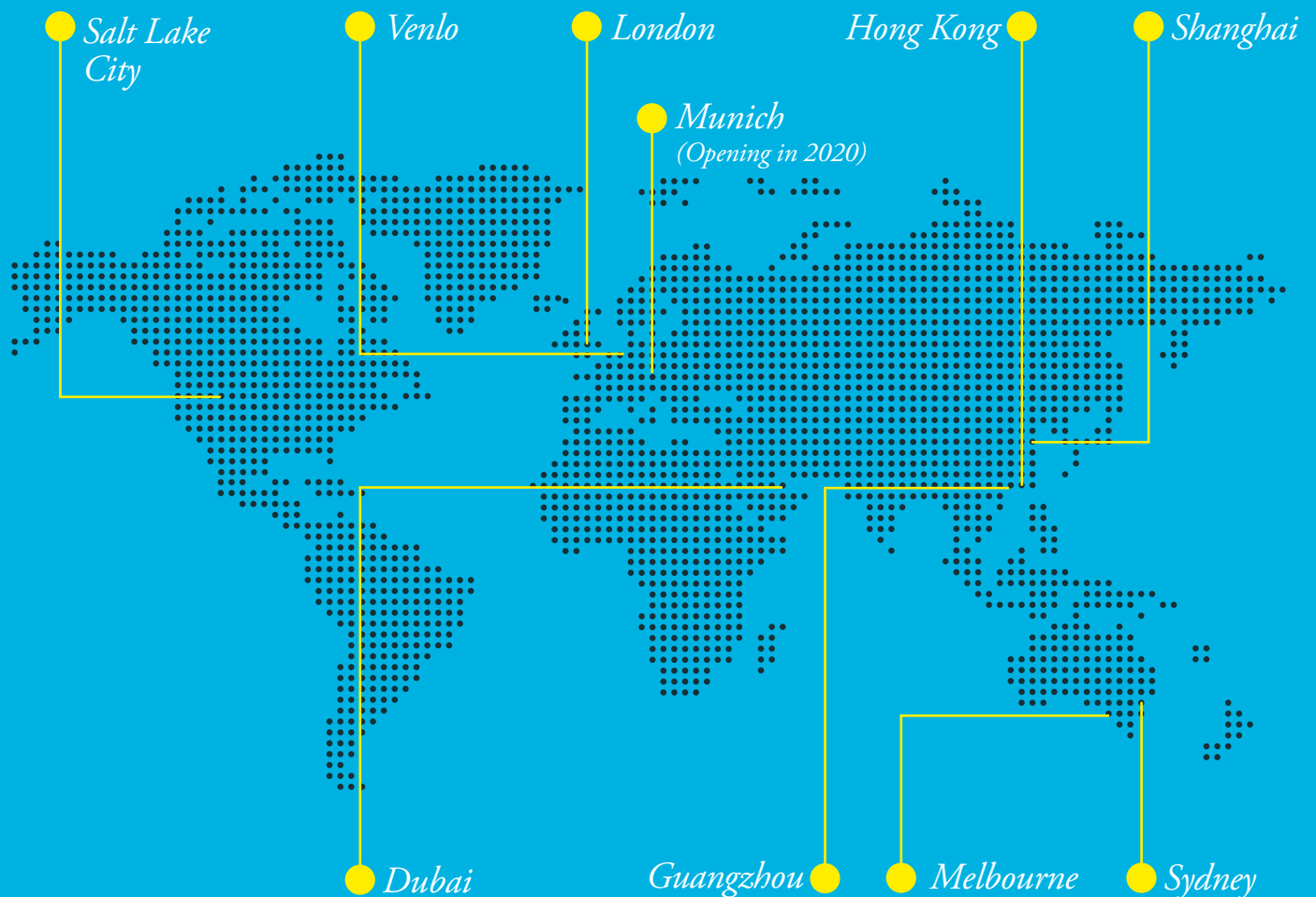
Amazon Global Insights Report

UNDERSTAND HOW AMAZON'S PROPOSITION
AND CUSTOMER BEHAVIOUR DIFFER BY MARKET
WITH BENCHMARKS FOR 12 COUNTRIES

MARCH 2020



Our *Global* footprint



To talk to Practicology about growing
your online and marketplace sales around
the world please contact us at:
hello@practicology.com

Executive summary

The online marketplace Amazon dominates online retail in the USA and several other Western European countries, and is aiming to build that position in countries such as Australia and the UAE where it is newer in the market.

We already sell on the marketplace in most of the countries included in this report, acting as the authorised Amazon seller for more than 70 brands around the world. While we have a global strategy for selling on Amazon, we recognise that there are local differences on the platform, as well as differences in the behaviour and expectations of customers.

We've created this report to provide insight into the key markets that Amazon serves with country-specific sites. In the following pages, we detail the similarities and differences between the instances of Amazon around the world.

The data on the differences in the annual cost of Amazon Prime demonstrates how the marketplace uses the programme to recruit customers in markets where it is building its presence. The cost varies between \$13.94 for the year in India and \$119 in the USA. However, the price is also substantially lower in developed markets such as Australia (\$38.80) and the UAE (\$38.12), where Amazon is working hard to gain customers and market share.

Some of the most interesting variances by market come from how customers access and use Amazon as shown by the web traffic data for each market. We would expect to see many of these minor variances by market for ecommerce traffic in general, including:

- Percentage of traffic on mobile devices;
- Average visit duration;
- Pages per visit.

In particular, we note that India and Japan have a much higher percentage of traffic from mobile devices than other markets. Japan is probably

the most developed market for m-commerce in the world. In India, consumers have leapfrogged using desktops and many only have internet access via a smartphone.

For any market with a high percentage of mobile traffic, it is particularly important that images are optimised to display well on smaller smartphone screens.

Consumers in markets where Amazon is more dominant - such as the USA and Western Europe - have longer visit durations and view more pages per visit than consumers in markets where there is more local competition. Japan is the most extreme example of this, with an average visit duration of only 1 minute 13 seconds and 1.54 pages per visit, suggesting that Japanese consumers are arriving on specific product listings pages that they are interested in, and browsing much less than those in other markets.

Amazon's USA, UK and German sites receive more monthly unique visitors than these countries have citizens. This will be because consumers from other countries are also buying from these sites; either because Amazon is not present in their country, or because there are differences in products and prices to their local Amazon instance.

When it comes to the top selling categories in each country, there is strong commonality between quite different markets. Health & Beauty is a top category in all 12 countries, and Electronics a top category in 7 countries. However, regional differences are still to be found. For instance, Grocery & Gourmet Food makes the top six only in France, and Stationery & Office is a top category only in Brazil.

For support with your global marketplace strategy or more information on how we partner with brands to represent them on Amazon, please contact us at hello@practicology.com

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Practicology
& Pattern

Australia

POPULATION & INCOME

25.5m

POPULATION SIZE

\$52,952

PER CAPITA GDP (USD)

2.5

AVERAGE HOUSEHOLD
SIZE (NUMBER
OF PEOPLE)

86%

POPULATION LIVING
IN URBAN
ENVIRONMENTS

MEDIAN AGE

38

AMAZON WEB TRAFFIC



18.26m

AVERAGE MONTHLY TRAFFIC



+92.7%

ANNUAL TRAFFIC GROWTH



7.01m

MONTHLY UNIQUE VISITORS

DESKTOP
59.11%



PAGES PER VISIT

6.91

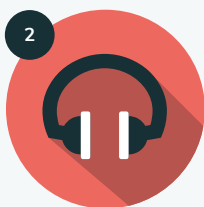
MOBILE
40.89%

AVERAGE
VISIT DURATION
4m57s

TOP SIX CATEGORIES ON AMAZON



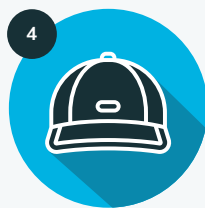
TOYS
& GAMES



ELECTRONICS



HEALTH
& BEAUTY



CLOTHING
& SHOES



BOOKS



ENTERTAINMENT
& MEDIA

AMAZON PROPOSITION

ANNUAL PRICE OF AMAZON PRIME (USD)	\$38.80
SELLER FULFILLED PRIME AVAILABLE	X
PRIME SHIPPING TIMES (MAINLAND & METRO AREAS)	2 days
AMAZON PANTRY	X
AMAZON FRESH	X
AMAZON PRIME NOW	X
STANDARD SHIPPING TIMES (MAINLAND & METRO AREAS)	3-5 days
MIN. SPEND FOR FREE STANDARD DELIVERY (USD)	\$25.82

OTHER KEY MARKETPLACES



Brazil

POPULATION & INCOME

212.6m

POPULATION SIZE

\$8,956

PER CAPITA GDP (USD)

3
AVERAGE HOUSEHOLD
SIZE (NUMBER
OF PEOPLE)

88%

POPULATION LIVING
IN URBAN
ENVIRONMENTS

MEDIAN AGE

33

AMAZON WEB TRAFFIC



43.56m
AVERAGE MONTHLY TRAFFIC



+80.2%
ANNUAL TRAFFIC GROWTH



18.82m
MONTHLY UNIQUE VISITORS

DESKTOP
44.91%



PAGES PER VISIT

5.69

MOBILE
55.09%

AVERAGE
VISIT DURATION

4m18s

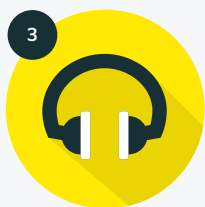
TOP SIX CATEGORIES ON AMAZON



BOOKS



HOME
& KITCHEN



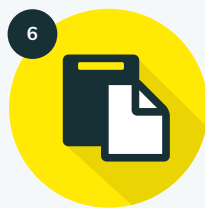
ELECTRONICS



MOBILE &
ACCESSORIES



HEALTH
& BEAUTY



STATIONERY
& OFFICE

AMAZON PROPOSITION

ANNUAL PRICE OF AMAZON PRIME (USD)	\$20.28
SELLER FULFILLED PRIME AVAILABLE	X
PRIME SHIPPING TIMES (MAINLAND & METRO AREAS)	2+ days
AMAZON PANTRY	X
AMAZON FRESH	X
AMAZON PRIME NOW	X
STANDARD SHIPPING TIMES (MAINLAND & METRO AREAS)	2-12 days
MIN. SPEND FOR FREE STANDARD DELIVERY (USD)	\$33.94

OTHER KEY MARKETPLACES



mercado
livre

AMERICANAS

magazineluiza

France

POPULATION & INCOME

65.3m

POPULATION SIZE

\$42,644

PER CAPITA GDP (USD)

2.2

AVERAGE HOUSEHOLD
SIZE (NUMBER
OF PEOPLE)

82%

POPULATION LIVING
IN URBAN
ENVIRONMENTS

MEDIAN AGE

42

AMAZON WEB TRAFFIC



203.8m

AVERAGE MONTHLY TRAFFIC



+6.8%

ANNUAL TRAFFIC GROWTH



46.7m

MONTHLY UNIQUE VISITORS

DESKTOP
54.52%



PAGES PER VISIT

9.59

MOBILE

45.48%

AVERAGE
VISIT DURATION

7m8s

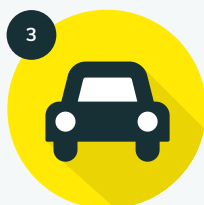
TOP SIX CATEGORIES ON AMAZON



HOME
& KITCHEN



JEWELLERY



AUTOMOTIVE



HEALTH
& BEAUTY



ENTERTAINMENT
& MEDIA



GROCERY
& GOURMET FOOD

AMAZON PROPOSITION

ANNUAL PRICE OF AMAZON PRIME (USD)	\$53
SELLER FULFILLED PRIME AVAILABLE	✓
PRIME SHIPPING TIMES (MAINLAND & METRO AREAS)	1-2 days
AMAZON PANTRY	✓
AMAZON FRESH	✗
AMAZON PRIME NOW	✓
STANDARD SHIPPING TIMES (MAINLAND & METRO AREAS)	3-5 days
MIN. SPEND FOR FREE STANDARD DELIVERY (USD)	\$27.11

OTHER KEY MARKETPLACES

Cdiscount



AliExpress

Germany

POPULATION & INCOME

83.8m

POPULATION SIZE

\$47,992

PER CAPITA GDP (USD)

2

AVERAGE HOUSEHOLD
SIZE (NUMBER
OF PEOPLE)

76%

POPULATION LIVING
IN URBAN
ENVIRONMENTS

MEDIAN AGE

46

AMAZON WEB TRAFFIC



497.6m

AVERAGE MONTHLY TRAFFIC



+8.0%

ANNUAL TRAFFIC GROWTH



85.23m

MONTHLY UNIQUE VISITORS

DESKTOP
51.65%



PAGES PER VISIT

9.93

MOBILE

49.35%

AVERAGE
VISIT DURATION

7m7s

TOP SIX CATEGORIES ON AMAZON



HOME
& KITCHEN



LAWN
& GARDEN



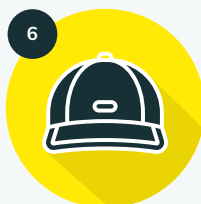
JEWELLERY



AUTOMOTIVE



HEALTH
& BEAUTY



CLOTHING
& SHOES

AMAZON PROPOSITION

ANNUAL PRICE OF AMAZON PRIME (USD)	\$75.12
SELLER FULFILLED PRIME AVAILABLE	✓
PRIME SHIPPING TIMES (MAINLAND & METRO AREAS)	1-2 days
AMAZON PANTRY	✓
AMAZON FRESH	✓
AMAZON PRIME NOW	✓
STANDARD SHIPPING TIMES (MAINLAND & METRO AREAS)	1-3 days
MIN. SPEND FOR FREE STANDARD DELIVERY (USD)	\$31.46

OTHER KEY MARKETPLACES

ebay

OTTO

real

India

POPULATION & INCOME

1.38bn

POPULATION SIZE

\$2,338

PER CAPITA GDP (USD)

4.6

AVERAGE HOUSEHOLD
SIZE (NUMBER
OF PEOPLE)

35%

POPULATION LIVING
IN URBAN
ENVIRONMENTS

MEDIAN AGE

28

AMAZON WEB TRAFFIC



335.3m

AVERAGE MONTHLY TRAFFIC



-14.6%

ANNUAL TRAFFIC GROWTH



107.4m

MONTHLY UNIQUE VISITORS

DESKTOP
27.97%



PAGES PER VISIT

6.7

MOBILE

72.03%

AVERAGE
VISIT DURATION

5m16s

TOP SIX CATEGORIES ON AMAZON



MOBILE
& ACCESSORIES



FOOTWEAR



BEAUTY



COMPUTERS
& ACCESSORIES



FASHION
ACCESSORIES



BOOKS

AMAZON PROPOSITION

ANNUAL PRICE OF AMAZON PRIME (USD)	\$13.94
SELLER FULFILLED PRIME AVAILABLE	X
PRIME SHIPPING TIMES (MAINLAND & METRO AREAS)	1-2 days
AMAZON PANTRY	✓
AMAZON FRESH	✓
AMAZON PRIME NOW	✓
STANDARD SHIPPING TIMES (MAINLAND & METRO AREAS)	2+ days
MIN. SPEND FOR FREE STANDARD DELIVERY (USD)	\$6.94

OTHER KEY MARKETPLACES



Italy

POPULATION & INCOME

60.5m

POPULATION SIZE

\$33,431

PER CAPITA GDP (USD)

2.3

AVERAGE HOUSEHOLD
SIZE (NUMBER
OF PEOPLE)

69%

POPULATION LIVING
IN URBAN
ENVIRONMENTS

MEDIAN AGE

47

AMAZON WEB TRAFFIC



187.4m

AVERAGE MONTHLY TRAFFIC



-1.0%

ANNUAL TRAFFIC GROWTH



35.37m

MONTHLY UNIQUE VISITORS

DESKTOP

47.31%



PAGES PER VISIT

9.65

MOBILE

52.69%

AVERAGE
VISIT DURATION

7m16s

TOP SIX CATEGORIES ON AMAZON

1



HOME
& KITCHEN

2



LAWN
& GARDEN

3



ENTERTAINMENT
& MEDIA

4



AUTOMOTIVE

5



HEALTH
& BEAUTY

6



CLOTHING
& SHOES

AMAZON PROPOSITION

ANNUAL PRICE OF AMAZON PRIME (USD)	\$39.20
SELLER FULFILLED PRIME AVAILABLE	X
PRIME SHIPPING TIMES (MAINLAND & METRO AREAS)	1-3 days
AMAZON PANTRY	✓
AMAZON FRESH	X
AMAZON PRIME NOW	✓
STANDARD SHIPPING TIMES (MAINLAND & METRO AREAS)	2-5 days
MIN. SPEND FOR FREE STANDARD DELIVERY (USD)	\$31.46

OTHER KEY MARKETPLACES

AliExpress ebay wish

Japan

POPULATION & INCOME

126.5m

POPULATION SIZE

\$43,043

PER CAPITA GDP (USD)

2.4

AVERAGE HOUSEHOLD
SIZE (NUMBER
OF PEOPLE)

92%

POPULATION LIVING
IN URBAN
ENVIRONMENTS

MEDIAN AGE

48

AMAZON WEB TRAFFIC



2.09m

AVERAGE MONTHLY TRAFFIC



-51.9%

ANNUAL TRAFFIC GROWTH



1.64m

MONTHLY UNIQUE VISITORS

DESKTOP

18.03%



PAGES PER VISIT

1.54

MOBILE

81.97%

AVERAGE
VISIT DURATION

1m13s

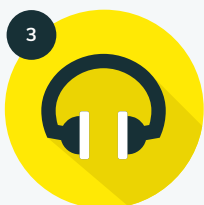
TOP SIX CATEGORIES ON AMAZON



BOOKS



VIDEO GAMES



ELECTRONICS



HOME
& KITCHEN



HEALTH
& BEAUTY



PC SOFTWARE

AMAZON PROPOSITION

ANNUAL PRICE OF AMAZON PRIME (USD)	\$44.40
SELLER FULFILLED PRIME AVAILABLE	X
PRIME SHIPPING TIMES (MAINLAND & METRO AREAS)	1+ days
AMAZON PANTRY	✓
AMAZON FRESH	✓
AMAZON PRIME NOW	X
STANDARD SHIPPING TIMES (MAINLAND & METRO AREAS)	1-4 days
MIN. SPEND FOR FREE STANDARD DELIVERY (USD)	\$17.93

OTHER KEY MARKETPLACES

Rakuten

MERCARI

AliExpress

Mexico

POPULATION & INCOME

128.9m

POPULATION SIZE

\$10,406

PER CAPITA GDP (USD)

3.7

AVERAGE HOUSEHOLD
SIZE (NUMBER
OF PEOPLE)

84%

POPULATION LIVING
IN URBAN
ENVIRONMENTS

MEDIAN AGE

29

AMAZON WEB TRAFFIC



41.75m

AVERAGE MONTHLY TRAFFIC



+27.6%

ANNUAL TRAFFIC GROWTH



16.46m

MONTHLY UNIQUE VISITORS

DESKTOP
48.43%



PAGES PER VISIT

7.65

MOBILE

51.57%

AVERAGE
VISIT DURATION

5m44s

TOP SIX CATEGORIES ON AMAZON



BOOKS



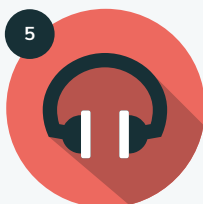
SPORTS
& OUTDOORS



VIDEO GAMES



HOME
& KITCHEN



ELECTRONICS



HEALTH
& BEAUTY

AMAZON PROPOSITION

ANNUAL PRICE OF AMAZON PRIME (USD)	\$46.94
SELLER FULFILLED PRIME AVAILABLE	X
PRIME SHIPPING TIMES (MAINLAND & METRO AREAS)	1-4 days
AMAZON PANTRY	X
AMAZON FRESH	X
AMAZON PRIME NOW	X
STANDARD SHIPPING TIMES (MAINLAND & METRO AREAS)	4-6 days
MIN. SPEND FOR FREE STANDARD DELIVERY (USD)	\$26.44

OTHER KEY MARKETPLACES



mercado
libre

Walmart

ebay

Spain

POPULATION & INCOME

46.8m

POPULATION SIZE

\$30,734

PER CAPITA GDP (USD)

2.5

AVERAGE HOUSEHOLD
SIZE (NUMBER
OF PEOPLE)

80%

POPULATION LIVING
IN URBAN
ENVIRONMENTS

MEDIAN AGE

45

AMAZON WEB TRAFFIC



155.9m

AVERAGE MONTHLY TRAFFIC



+5.3%

ANNUAL TRAFFIC GROWTH



40.32m

MONTHLY UNIQUE VISITORS

DESKTOP
43.81%



PAGES PER VISIT

8.61

MOBILE
56.19%

AVERAGE
VISIT DURATION

6m30s

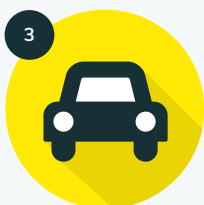
TOP SIX CATEGORIES ON AMAZON



JEWELLERY



LAWN
& GARDEN



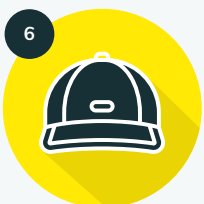
AUTOMOTIVE



HEALTH
& BEAUTY



HOME
& KITCHEN



CLOTHING
& SHOES

AMAZON PROPOSITION

ANNUAL PRICE OF AMAZON PRIME (USD)	\$39.16
SELLER FULFILLED PRIME AVAILABLE	X
PRIME SHIPPING TIMES (MAINLAND & METRO AREAS)	1-3 days
AMAZON PANTRY	X
AMAZON FRESH	X
AMAZON PRIME NOW	✓
STANDARD SHIPPING TIMES (MAINLAND & METRO AREAS)	3+ days
MIN. SPEND FOR FREE STANDARD DELIVERY (USD)	\$31.49

OTHER KEY MARKETPLACES

El Corte Inglés AliExpress Carrefour

UAE

POPULATION & INCOME

9.9m

POPULATION SIZE

\$37,375

PER CAPITA GDP (USD)

5.3

AVERAGE HOUSEHOLD
SIZE (NUMBER
OF PEOPLE)

86%

POPULATION LIVING
IN URBAN
ENVIRONMENTS

MEDIAN AGE

33

AMAZON WEB TRAFFIC



10.2m

AVERAGE MONTHLY TRAFFIC



N/A

ANNUAL TRAFFIC GROWTH



4.23m

MONTHLY UNIQUE VISITORS

DESKTOP
44.27%



PAGES PER VISIT

8.53

AVERAGE
VISIT DURATION

5m36s

MOBILE

55.73%

TOP SIX CATEGORIES ON AMAZON



ELECTRONICS



CLOTHING
& SHOES



HEALTH
& BEAUTY



HOME
& KITCHEN



SPORTING
GOODS



TOYS
& GAMES

AMAZON PROPOSITION

ANNUAL PRICE OF AMAZON PRIME (USD)	\$38.12
SELLER FULFILLED PRIME AVAILABLE	X
PRIME SHIPPING TIMES (MAINLAND & METRO AREAS)	1 day
AMAZON PANTRY	X
AMAZON FRESH	X
AMAZON PRIME NOW	X
STANDARD SHIPPING TIMES (MAINLAND & METRO AREAS)	1-2 days
MIN. SPEND FOR FREE STANDARD DELIVERY (USD)	\$27.22

OTHER KEY MARKETPLACES



AliExpress

J Jollychic

UK

POPULATION & INCOME

67.9m

POPULATION SIZE

\$40,392

PER CAPITA GDP (USD)

2.3

AVERAGE HOUSEHOLD
SIZE (NUMBER
OF PEOPLE)

83%

POPULATION LIVING
IN URBAN
ENVIRONMENTS

MEDIAN AGE

40

AMAZON WEB TRAFFIC



396.1m

AVERAGE MONTHLY TRAFFIC



+6.0%

ANNUAL TRAFFIC GROWTH



82.93m

MONTHLY UNIQUE VISITORS

DESKTOP
54.02%



PAGES PER VISIT

8.48

MOBILE
45.98%

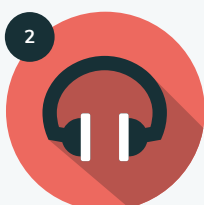
AVERAGE
VISIT DURATION

6m18s

TOP SIX CATEGORIES ON AMAZON



ENTERTAINMENT
& MEDIA



ELECTRONICS



HOME
& KITCHEN



TOYS
& GAMES



CLOTHING
& SHOES



HEALTH
& BEAUTY

AMAZON PROPOSITION

ANNUAL PRICE OF AMAZON PRIME (USD)	\$102.20
SELLER FULFILLED PRIME AVAILABLE	✓
PRIME SHIPPING TIMES (MAINLAND & METRO AREAS)	1-2 days
AMAZON PANTRY	✓
AMAZON FRESH	✓
AMAZON PRIME NOW	✓
STANDARD SHIPPING TIMES (MAINLAND & METRO AREAS)	3-5 days
MIN. SPEND FOR FREE STANDARD DELIVERY (USD)	\$25.93

OTHER KEY MARKETPLACES

ebay

Etsy

wish

USA

POPULATION & INCOME

331.0m

POPULATION SIZE

\$67,427

PER CAPITA GDP (USD)

2.5

AVERAGE HOUSEHOLD
SIZE (NUMBER
OF PEOPLE)

83%

POPULATION LIVING
IN URBAN
ENVIRONMENTS

MEDIAN AGE

38

AMAZON WEB TRAFFIC



2.23bn

AVERAGE MONTHLY TRAFFIC



+3.5%

ANNUAL TRAFFIC GROWTH



465.5m

MONTHLY UNIQUE VISITORS

DESKTOP
62.08%



PAGES PER VISIT

8.93

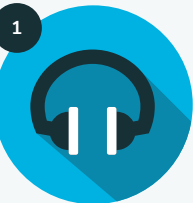
MOBILE

37.92%

AVERAGE
VISIT DURATION

7m2s

TOP SIX CATEGORIES ON AMAZON



ELECTRONICS



CLOTHING
& SHOES



TOYS
& GAMES



HOME
& KITCHEN



HEALTH
& BEAUTY



ENTERTAINMENT
& MEDIA

AMAZON PROPOSITION

ANNUAL PRICE OF AMAZON PRIME (USD)	\$119.00
SELLER FULFILLED PRIME AVAILABLE	✓
PRIME SHIPPING TIMES (MAINLAND & METRO AREAS)	1-2 days
AMAZON PANTRY	✓
AMAZON FRESH	✓
AMAZON PRIME NOW	✓
STANDARD SHIPPING TIMES (MAINLAND & METRO AREAS)	4-5 days
MIN. SPEND FOR FREE STANDARD DELIVERY (USD)	\$25

OTHER KEY MARKETPLACES

ebay

Walmart

Etsy

About Practicology & Pattern

Practicology and its parent company Pattern are the premier ecommerce partner to global consumer brands. We help brands at all stages on their Amazon journey; from launch through growth and on to protecting an established Amazon presence.

Practicology is a global digital consultancy with a track record of supporting retailers and consumer brands with all types of ecommerce challenges; including helping them to define and execute global and local marketplace strategies.

Pattern is the leading global marketplace expert, acting as the authorised Amazon seller for more than 70

brands across North America, Mexico, Europe, the Middle East and Australia, as well as an authorised Tmall Trade Partner in China. Our point of difference is that we can buy a brand's stock and then take care of everything else needed to successfully sell on marketplaces.

Brands Practicology and Pattern work with include: Converse, Google, KONG, Lego, LVMH, Panasonic, Pure Encapsulations, Pandora, Skechers and Skullcandy.

For strategic and operational support with an ecommerce or marketplace challenge, please contact us using the details below.

hello@practicology.com
www.practicology.com