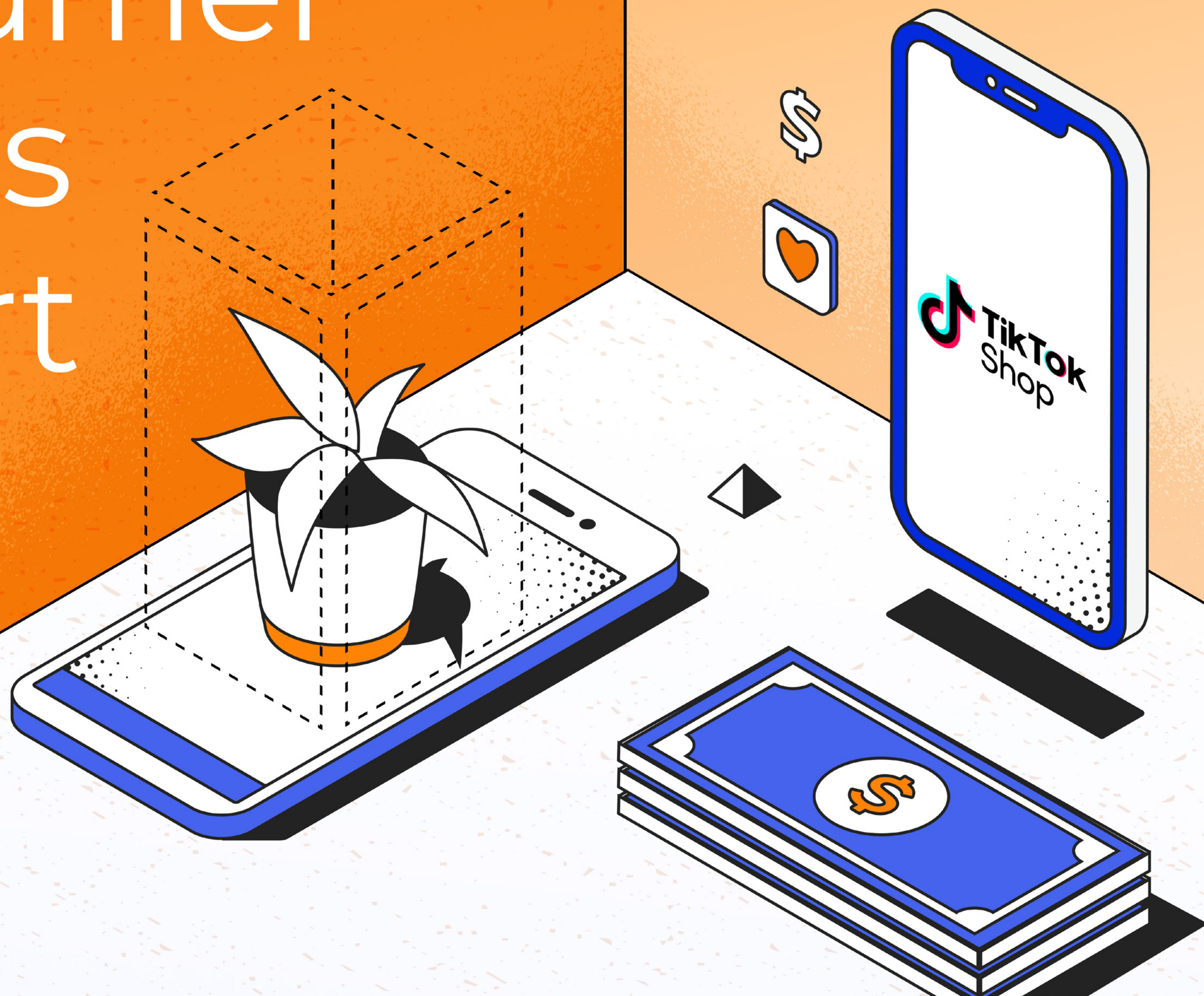
Jungle Scout

Consumer Trends Report

Q1 2024



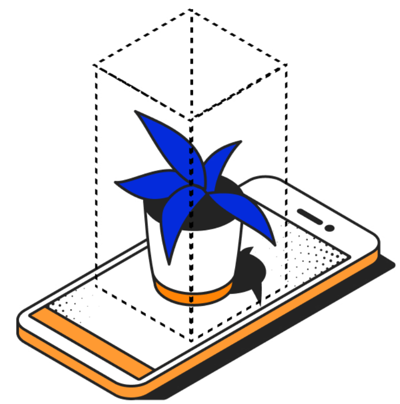
Introduction & key takeaways

Jungle Scout's Consumer Trends Report is a quarterly study of 1,000 U.S. consumers that explores how spending behaviors and preferences change over time and in relation to current events. It tracks the types of products consumers are buying, what retail stores and sites they're shopping from, and whether spending is increasing or decreasing online and in stores.

This report covers spending and ecommerce trends, with a special focus on Amazon, over the first quarter (January-March) of 2024, with some comparison to previous quarters. It explores consumer attitudes and behaviors and how they're being influenced by inflation and other factors, including the evolving role of artificial intelligence and augmented reality technologies.

1. Cost is the most significant factor driving purchase decisions on Amazon, the marketplace where more than half of consumers start online product searches. **With inflation still a persistent concern, more than 70% of consumers are looking for products with the lowest price.**

2. TikTok's role in ecommerce — and its influence on consumers — is accelerating. **One in three shoppers browse TikTok Shop at least once a week, and nearly one in four have bought a product there.** Among Gen Z and Millennial consumers, those numbers are even higher.



3. Augmented reality and artificial intelligence are changing the way people shop. **On Amazon, use of the "View in Your Room" tool has led one in three shoppers to make a purchase they would otherwise only make in person.**

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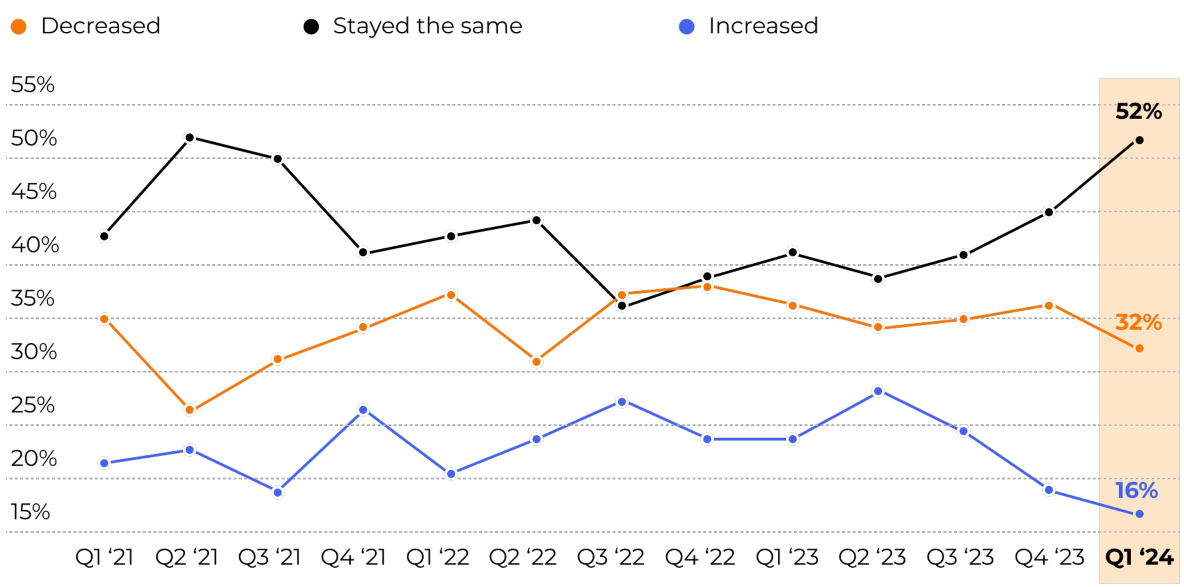
Chapter 1

Consumer Pulse Report: Trending Spending

Consumer spending shifts over time as shoppers respond to broader trends and navigate changes to their work, lifestyles, and families. Beginning with a historical view of these shifts — tracked by Jungle Scout on a quarterly basis since 2020 — this chapter provides an overview of how much consumers are spending, what they're buying, and where they're shopping.

Quarterly changes in overall spending

Consumers who say their overall spending ...



INSIGHTS

The majority of consumers (52%) say they're spending about the same amount in the first quarter of 2024 as they did in the fourth quarter of last year. This deviates from the past three years, where the percentage of consumers reporting similar spending in Q1 compared to Q4 was lower. This could be attributed to the fact that, in 2023, consumers reported cutting back on holiday spending by shopping earlier, buying fewer gifts, and using other money-saving strategies.

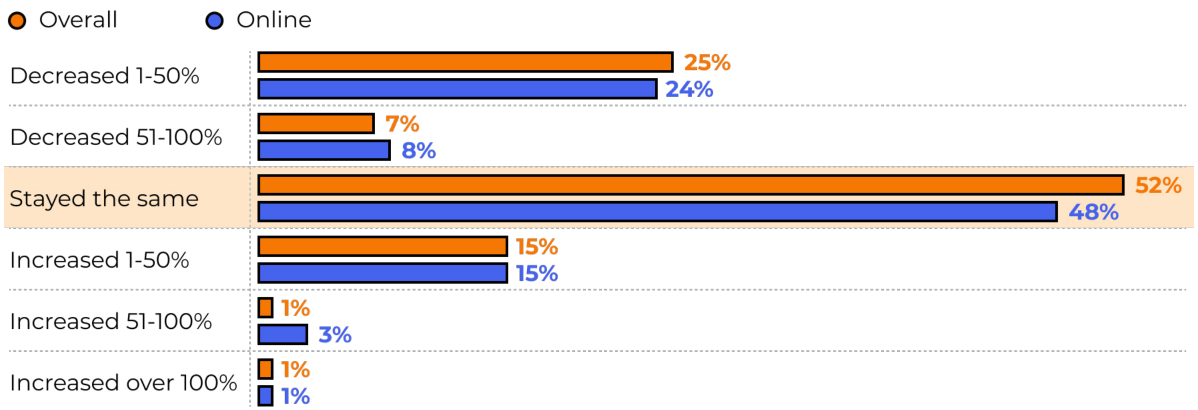
The percentage of consumers who report their spending increased in Q1 2024 (16%) also deviates from previous trends; it is the **lowest it has been in three years.**

Overall and online spending in Q1

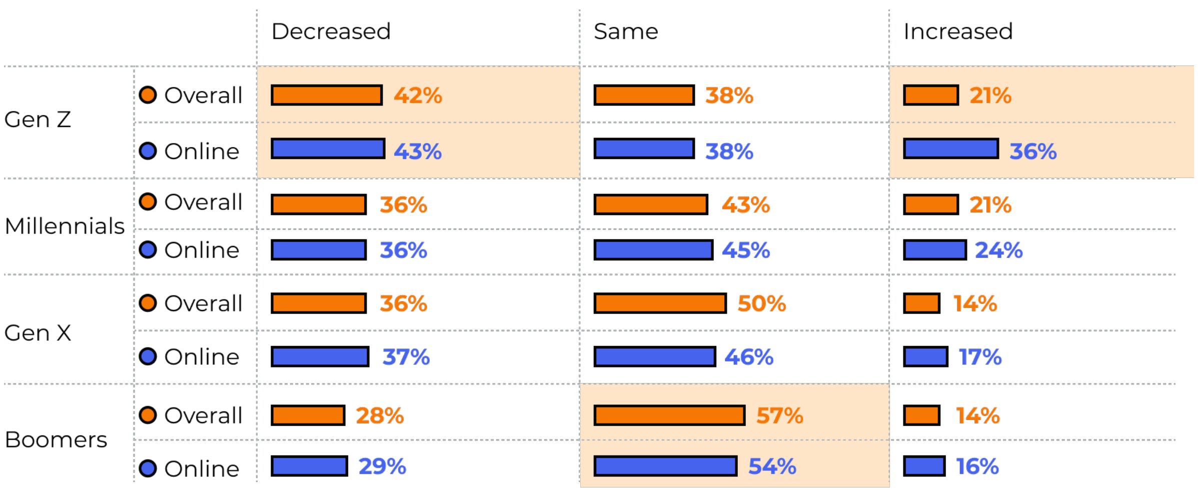
The data in this section reflects how consumers described changes to their overall and online spending in the first quarter of 2024 compared to the fourth quarter of 2023.

See consumer spending data for the fourth quarter of 2023 ***here***.

How is consumer spending changing in Q1?



Quarterly changes in spending, by generation



INSIGHTS

Nearly one-third (32%) of consumers say their spending decreased in Q1 2024; this percentage is lower than it has been in any quarter since Q2 2022.

While only **21%** of Gen Z and Millennial shoppers have increased their overall spending this quarter, these age groups are more likely to have increased their online spending than other generations.

Popular products: What consumers are buying

Out of 24 Amazon categories, 14 have experienced year-over-year sales increases, ranging from 6% to nearly 30%.

According to **Jungle Scout Cobalt** data, shoppers are buying more products in categories like Arts, Crafts & Sewing, Pet Supplies, and Beauty & Personal Care, and fewer products in categories like Camera & Photo, Video Games, and Software.

Year-over-year sales trends | By Amazon category

Arts, Crafts & Sewing	↑27%
Pet Supplies	↑20%
Beauty & Personal Care	↑18%
Home & Kitchen	↑16%
Clothing, Shoes & Jewelry	↑15%
Health & Household	↑15%
Automotive	↑13%
Grocery & Gourmet Food	↑13%
Cell Phones & Accessories	↑9%
Baby Products	↑9%
Kitchen & Dining	↑8%
Patio, Lawn & Garden	↑7%
Tools & Home Improvement	↑7%
Office Products	↑6%

Computers & Accessories	↓3%
Sports & Outdoors	↓5%
Industrial & Scientific	↓6%
Electronics	↓12%
Musical Instruments	↓12%
Toys & Games	↓14%
Appliances	↓17%
Software	↓27%
Video Games	↓30%
Camera & Photo	↓54%

Where people shop: The most popular stores & online retail sites

Which of the biggest retail stores are consumers shopping from (in-store or online) in Q1?

In-store

Walmart	53%
Target	24%
Walgreens	24%
Home Depot	20%
Lowe’s	19%
Kroger	17%
Costco	14%
Kohl’s	13%
Sam’s Club	13%
Best Buy	8%
Specialty, independent, local, or boutique	7%
Macy’s	6%
Amazon Go or Amazon Go Grocery	4%
Whole Foods	3%
Apple	2%

Online

Amazon	53%
Walmart.com	28%
eBay.com	15%
Temu	14%
Target.com	12%
Lowes.com	8%
HomeDepot.com	8%
Etsy.com	7%
Kohls.com	7%
SHEIN	7%
BestBuy.com	6%
Walgreens.com	6%
Costco.com	6%
Macys.com	5%
Kroger.com	5%
Instacart	5%
Wayfair	5%
Facebook or Instagram Shops	4%
SamsClub.com	4%
Google Shopping	3%
Specialty, independent, local or boutique	3%
Wholefoods.com	3%
Apple.com	2%
Wish	1%

Note: Respondents could select multiple options.

INSIGHTS

While the percentage of consumers shopping in-store at Walmart remained steady quarter-over-quarter, the percentage shopping on Walmart.com declined by **15%.**

Where consumers shop for different product types

Consumers' preferred retailers vary depending on which products they are shopping for. A majority shop for Art Supplies, Home and Kitchen products, **Beauty and Personal Care items**, **Over-the-Counter Medications**, and **Baby Products** in-store at Walmart. However, most consumers turn to Amazon for Electronics, Books, and **Exercise Equipment**.

Alcohol

Amazon.com	4%
Walmart.com	7%
Target.com	4%
Another online retailer	3%
Walmart (in-store)	12%
Target (in-store)	4%
Another in-store retailer	30%

Arts, crafts & sewing supplies

Amazon.com	13%
Walmart.com	8%
Target.com	4%
Another online retailer	4%
Walmart (in-store)	14%
Target (in-store)	4%
Another in-store retailer	14%

Automotive parts & accessories

Amazon.com	11%
Walmart.com	8%
Target.com	3%
Another online retailer	6%
Walmart (in-store)	12%
Target (in-store)	3%
Another in-store retailer	26%

Baby products

Amazon.com	8%
Walmart.com	7%
Target.com	4%
Another online retailer	2%
Walmart (in-store)	10%
Target (in-store)	4%
Another in-store retailer	4%

Beauty and personal care items

Amazon.com	14%
Walmart.com	11%
Target.com	6%
Another online retailer	5%
Walmart (in-store)	26%
Target (in-store)	8%
Another in-store retailer	21%

Books, magazines & newspapers *(print or digital)*

Amazon.com	20%
Walmart.com	7%
Target.com	4%
Another online retailer	6%
Walmart (in-store)	10%
Target (in-store)	4%
Another in-store retailer	12%

Cleaning supplies

Amazon.com	12%
Walmart.com	12%
Target.com	5%
Another online retailer	3%
Walmart (in-store)	30%
Target (in-store)	8%
Another in-store retailer	25%

Clothing

Amazon.com	19%
Walmart.com	11%
Target.com	4%
Another online retailer	10%
Walmart (in-store)	20%
Target (in-store)	7%
Another in-store retailer	22%

Where consumers shop for different product types *(cont.)*

Electronics

Amazon.com	19%
Walmart.com	11%
Target.com	4%
Another online retailer	6%
Walmart (in-store)	18%
Target (in-store)	5%
Another in-store retailer	14%

Exercise and fitness equipment

Amazon.com	11%
Walmart.com	8%
Target.com	3%
Another online retailer	3%
Walmart (in-store)	8%
Target (in-store)	4%
Another in-store retailer	6%

Garden and outdoor products

Amazon.com	10%
Walmart.com	9%
Target.com	4%
Another online retailer	4%
Walmart (in-store)	18%
Target (in-store)	5%
Another in-store retailer	19%

Groceries

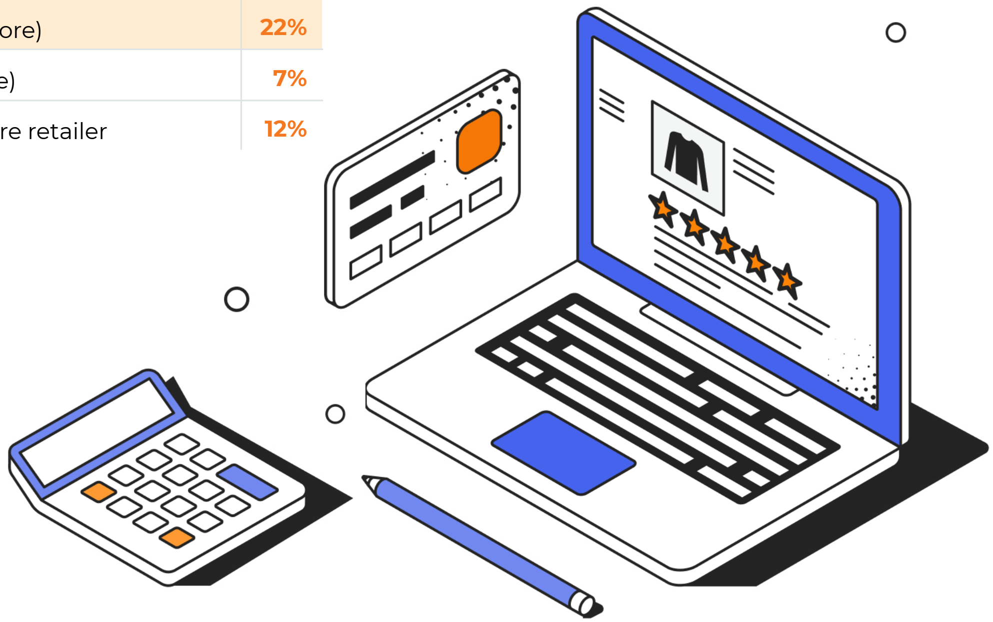
Amazon.com	7%
Walmart.com	13%
Target.com	4%
Another online retailer	3%
Walmart (in-store)	30%
Target (in-store)	6%
Another in-store retailer	34%

Home and kitchen products

Amazon.com	18%
Walmart.com	11%
Target.com	5%
Another online retailer	4%
Walmart (in-store)	22%
Target (in-store)	7%
Another in-store retailer	12%

Office supplies

Amazon.com	17%
Walmart.com	10%
Target.com	5%
Another online retailer	4%
Walmart (in-store)	17%
Target (in-store)	6%
Another in-store retailer	15%



Where consumers shop for different product types *(cont.)*

Over-the-counter medicine

Amazon.com	10%
Walmart.com	11%
Target.com	4%
Another online retailer	5%
Walmart (in-store)	26%
Target (in-store)	7%
Another in-store retailer	29%

Pet supplies

Amazon.com	12%
Walmart.com	10%
Target.com	4%
Another online retailer	8%
Walmart (in-store)	20%
Target (in-store)	5%
Another in-store retailer	17%

Tobacco, pipes, and accessories

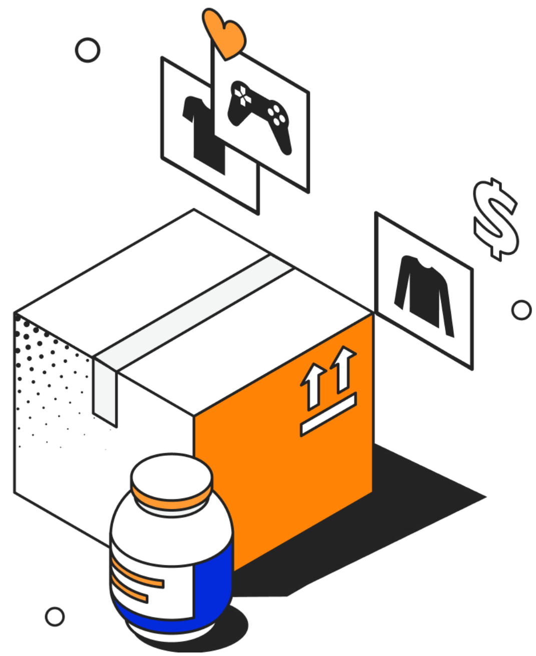
Amazon.com	5%
Walmart.com	6%
Target.com	3%
Another online retailer	4%
Walmart (in-store)	8%
Target (in-store)	2%
Another in-store retailer	15%

Toys and games

Amazon.com	18%
Walmart.com	10%
Target.com	5%
Another online retailer	3%
Walmart (in-store)	15%
Target (in-store)	6%
Another in-store retailer	6%

Vitamins and dietary supplements

Amazon.com	17%
Walmart.com	11%
Target.com	4%
Another online retailer	7%
Walmart (in-store)	23%
Target (in-store)	5%
Another in-store retailer	19%



Chapter 2

Q1 Insights: Consumers Remain Cautious & Cost-Sensitive

Uncertainty about the U.S. economy has been persistent for the past several years, particularly among consumers who are still adjusting from the record-high inflation rates seen in 2022. And while inflation remains in a period of normal growth in Q1, new concerns about the job market and political environment ahead of the presidential election in November **have entered the chat**, affecting overall consumer sentiment.

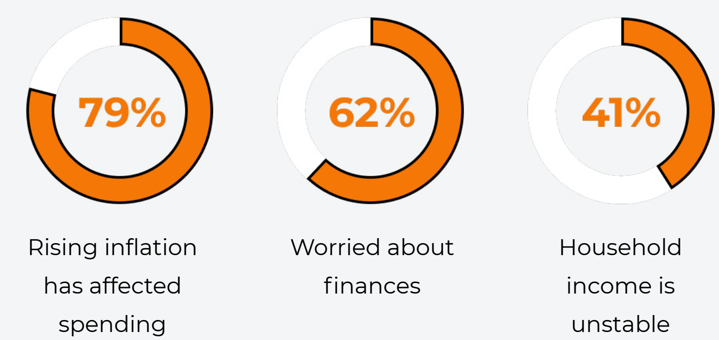
Top economic & financial concerns

The 12-month U.S. inflation rate fell to 3.1% at the end of January[1] — a modest increase of 0.3% compared to December— continuing a period of stabilization following sustained, record increases. Still, the ongoing impacts are affecting spending for nearly 80% of consumers in Q1.

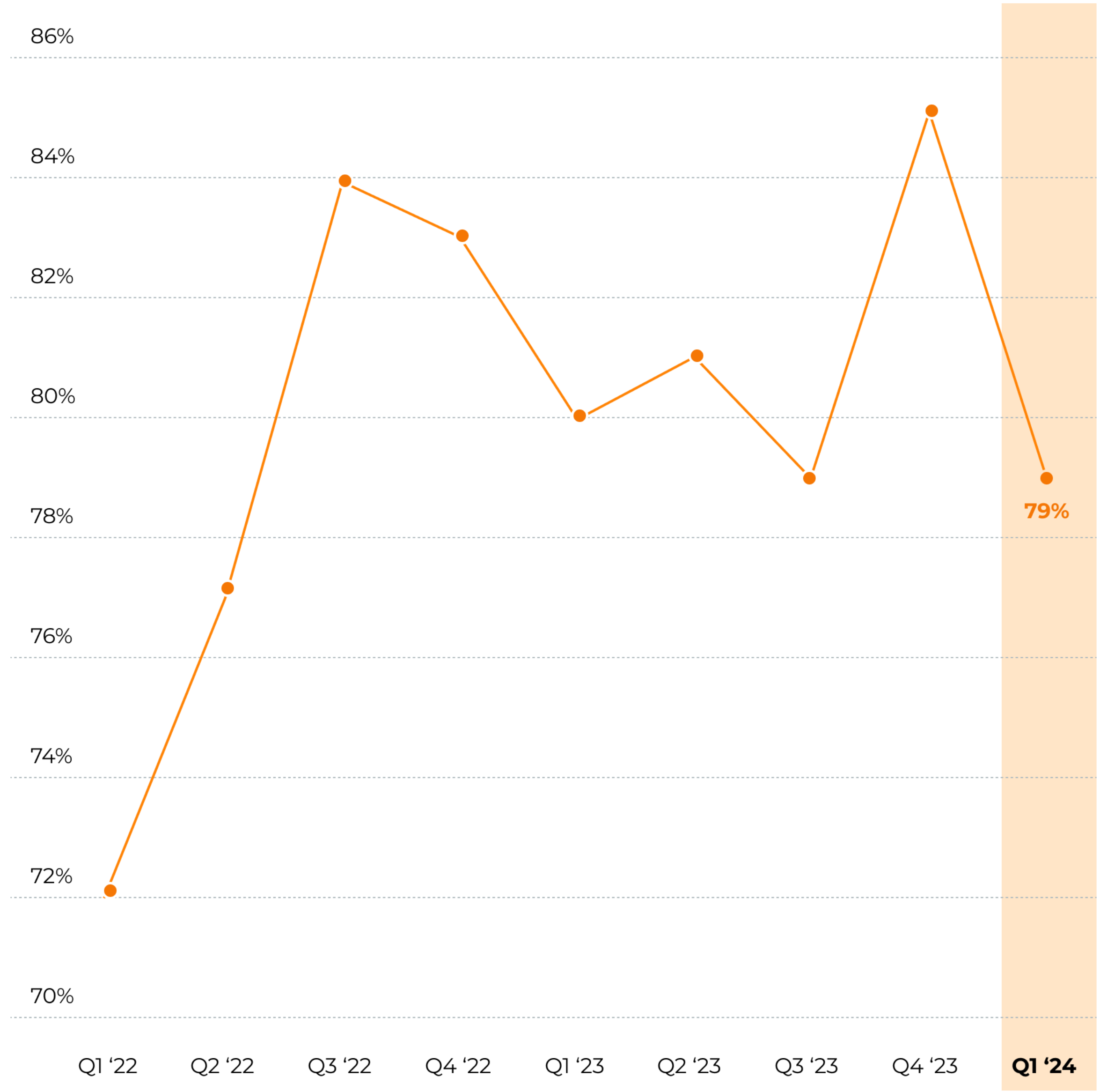
After falling to 3.6% in November 2023, the unemployment rate has held steady through January 2024[2], but a stream of layoff announcements from major companies — including Amazon — has **increased feelings of unease** about the labor market in recent months. Coupled with still-slow wage growth, these worries are likely adding a tinge of caution to consumer behavior.

[1]U.S. Bureau of Labor Statistics, **Consumer Price Index** Summary

[2]U.S. Bureau of Labor Statistics, **Regional and State Unemployment** Summary



Inflation's impacts on consumer spending over time



INSIGHTS

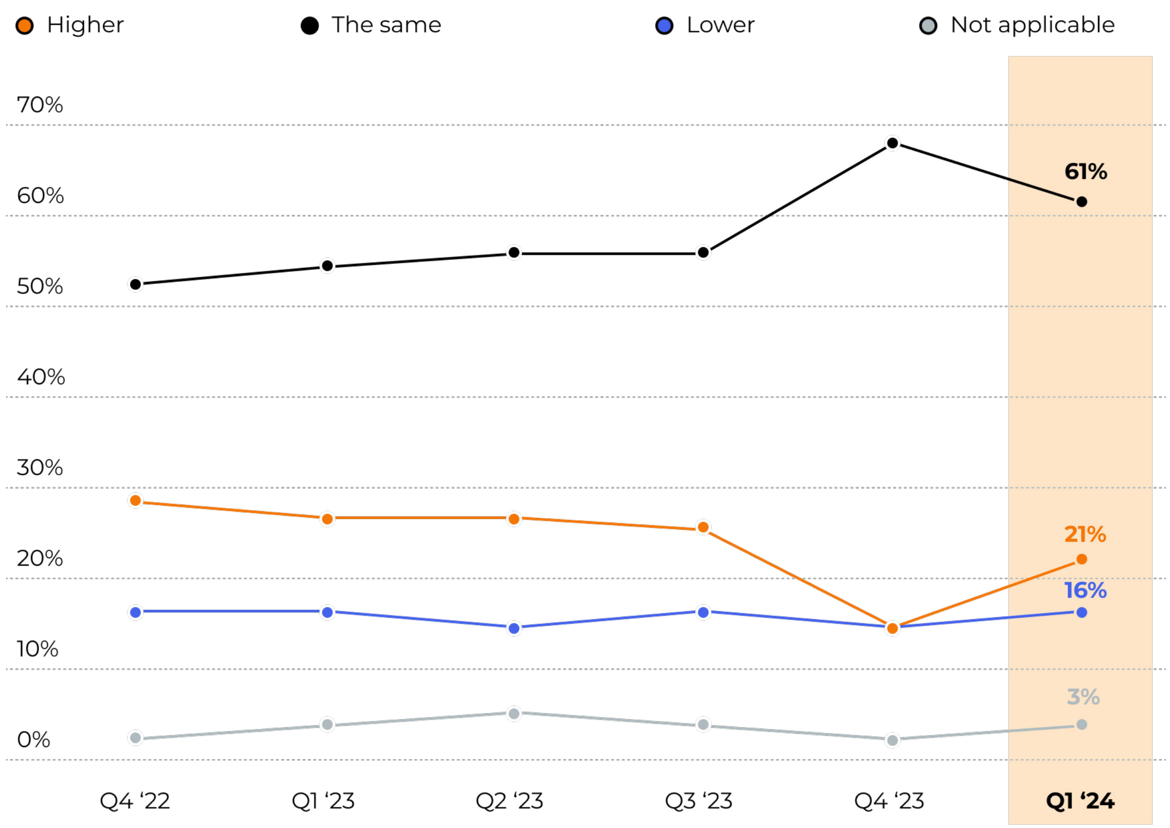
Consumers aren't the only ones worried about inflation; more than a quarter of brands and sellers on Amazon are also worried about its impact.

Learn more in our 2024 State of the Amazon Seller Report.

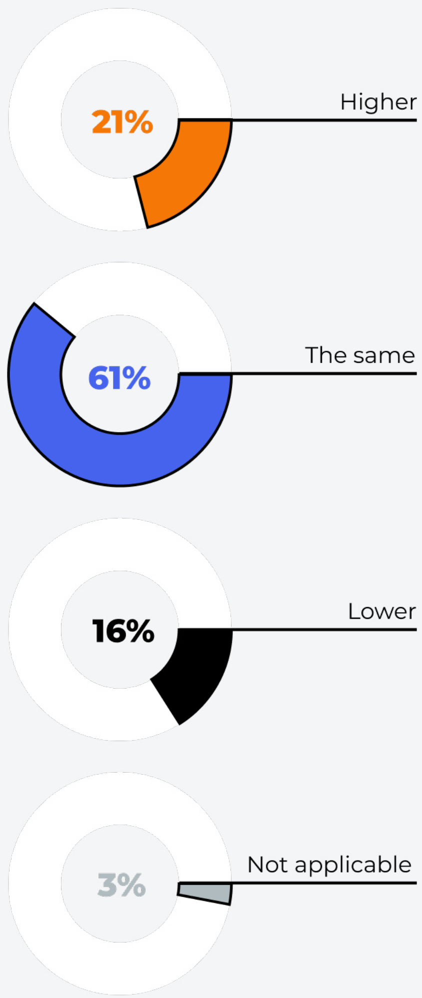
Household income trends

The majority of consumers — 61% — started 2024 with their incomes unchanged from three months ago. While the percentage of those whose incomes were higher in Q1 (21%) increased compared to the fourth quarter of 2023 (15%), these percentages are at their lowest point since late 2022. A closer look at how household incomes have changed over the past year shows a correlation to the quarterly changes in consumer spending over the same period.

Quarterly changes in household income over time



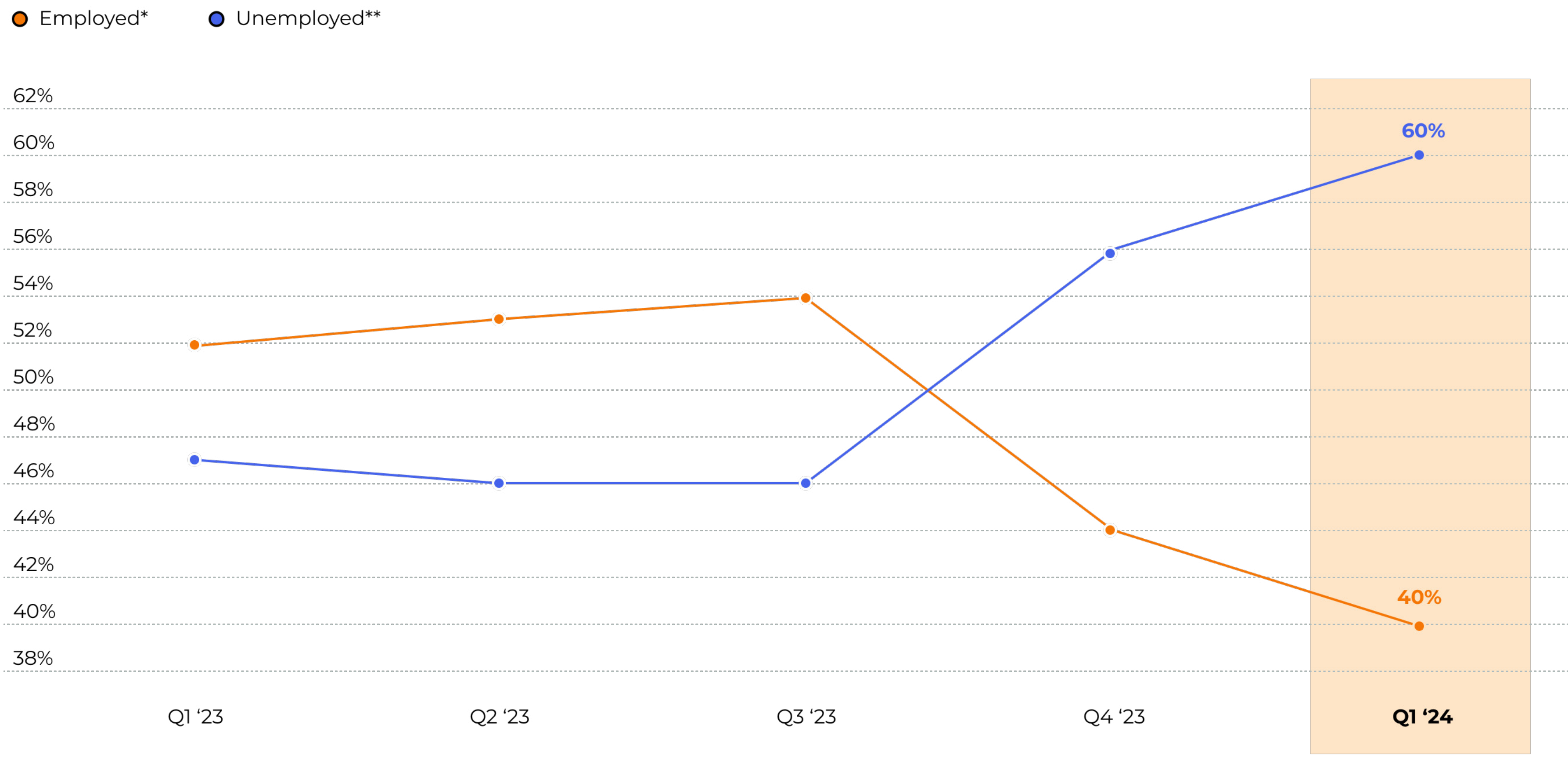
Changes in consumers' household income in Q1



Employment trends

As concern about the U.S. labor market trends higher, data from our quarterly Consumer Trends Survey indicates it may not be unwarranted. In Q1, a larger number of consumers are unemployed than in any recent quarter.

Quarterly changes in employment status over time



*Includes full and part-time employment

**Includes retired, disabled/unable to work, homemakers, and students (full and part-time).

Amazon product pricing snapshot

Over the past year, the average product price declined in 15 of Amazon's 24 main product categories, according to Jungle Scout Cobalt data. The average product price increased in 11 categories, with the largest (+63%) seen in the Industrial & Scientific category.

While there isn't a perfect correlation between year-over-year changes in categories' average product price and unit sales, some categories reveal interesting patterns, likely reflective of consumer behavior trends in the current economic climate.

For example, categories of essential items, such as Pet Supplies and Beauty & Personal Care, experienced healthy growth in unit sales along with higher average product prices, indicating that demand for these essential items is less cost-sensitive. On the other end of the spectrum, product categories including less essential items such as Appliances and Toys & Games, experienced lower average prices and shrinking sales, suggesting a pullback in discretionary spending.

INSIGHTS

In Q1, the **Cell Phones & Accessories** category experienced the biggest year-over-year decline in average product price, dropping 38%.

See how Cobalt can help you track and react to pricing trends that are impacting your sales on Amazon.

Book your demo

Amazon pricing and sales trends by category* | Q1 2024

Product Category	Avg. product price % change	Unit sales trend % change
Industrial & Scientific	↑63%	↓6%
Camera & Photo	↑24%	↓53%
Electronics	↑12%	↓11%
Computers & Accessories	↑10%	↓2%
Patio, Lawn & Garden	↑8%	↑8%
Software	↑6%	↓28%
Pet Supplies	↑5%	↑21%
Beauty & Personal Care	↑3%	↑18%
Video Games	↑2%	↓28%
Baby Products	↓1%	↑9%
Clothing, Shoes & Jewelry	↓1%	↑17%
Musical Instruments	↓1%	↓11%
Tools & Home Improvement	↓1%	↑7%
Arts, Crafts & Sewing	↓2%	↑29%
Sports & Outdoors	↓2%	↓4%
Grocery & Gourmet Food	↓3%	↑13%
Automotive	↓4%	↑14%
Health & Household	↓5%	↑16%
Home & Kitchen	↓5%	↑16%
Toys & Games	↓5%	↓13%
Kitchen & Dining	↓8%	↑9%
Appliances	↓11%	↓16%
Office Products	↓17%	↑7%
Cell Phones & Accessories	↓38%	↑10%

*Year-over-year Jungle Scout Cobalt data as of March 14, 2024

Jungle Scout COBALT

Your competitive edge for selling on Amazon.

Powered by trillions of data points, Jungle Scout Cobalt is a leading Amazon market intelligence and advertising solution designed specifically for enterprise brands, retailers, and ecommerce agencies.

Cobalt features a powerful suite of tools for driving growth and profitability on Amazon:

> **Retail Insights** brings together data from multiple Seller Central and Vendor Central accounts in unified dashboards that make it easier to track performance and make strategic decisions.

> **Market Intelligence** places your own Amazon business data – like pricing, inventory, and ad spend – within broader market context, like market share and sales trends, so you can analyze the market and your competitors.

> **Ad Accelerator** provides automation features that save time and resources while delivering valuable insights and recommendations for optimizing campaigns and maximizing ROI.

> **Digital Shelf Analytics** delivers insights on share of voice, providing a detailed picture of how your products and competitors are ranking in Amazon search results.

See how Cobalt can make Amazon market research, reporting, and ad management easier for your team.

Book a demo

Related industry reports

2024 State of the Amazon Seller

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Chapter 3

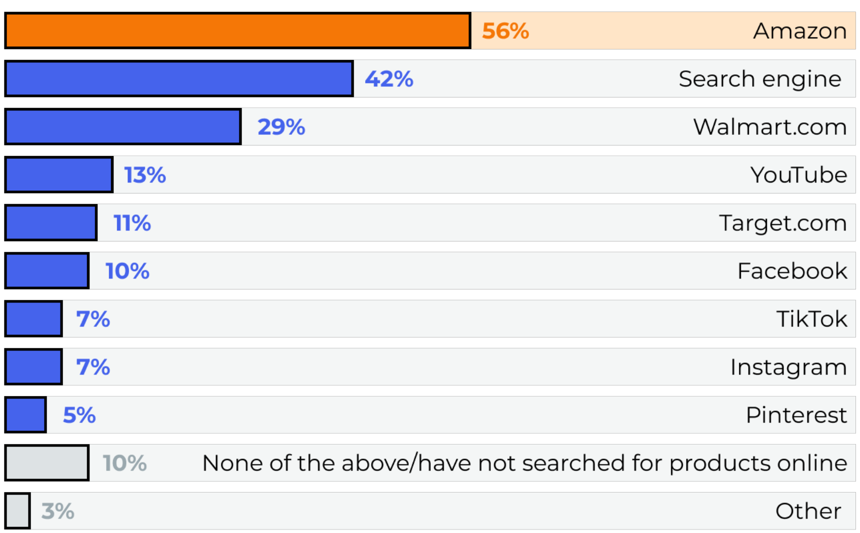
Ecommerce Report

Consumers consistently turn to Amazon for their online purchases, even as social media channels increase their presence in the ecommerce space. This chapter offers an overview of the evolving influences and preferences shaping consumer purchase behavior, both on Amazon and across other online and brick-and-mortar retailers.

Go-to sites when searching for products

Amazon remains the most popular place for consumers across all generations to start their online product searches, but there are stark generational contrasts in search behavior on other channels, particularly when it comes to social media.

When consumers shop for a product online, where do they start their search?*



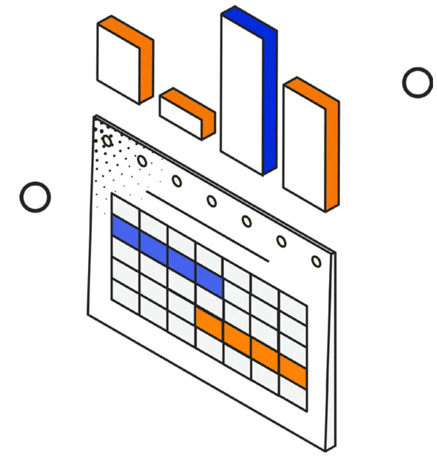
INSIGHTS

Across all generations, **Amazon** remains the most popular place to start when searching for a product online, though Gen X (56%) and Baby Boomers (61%) are the most likely to do so.

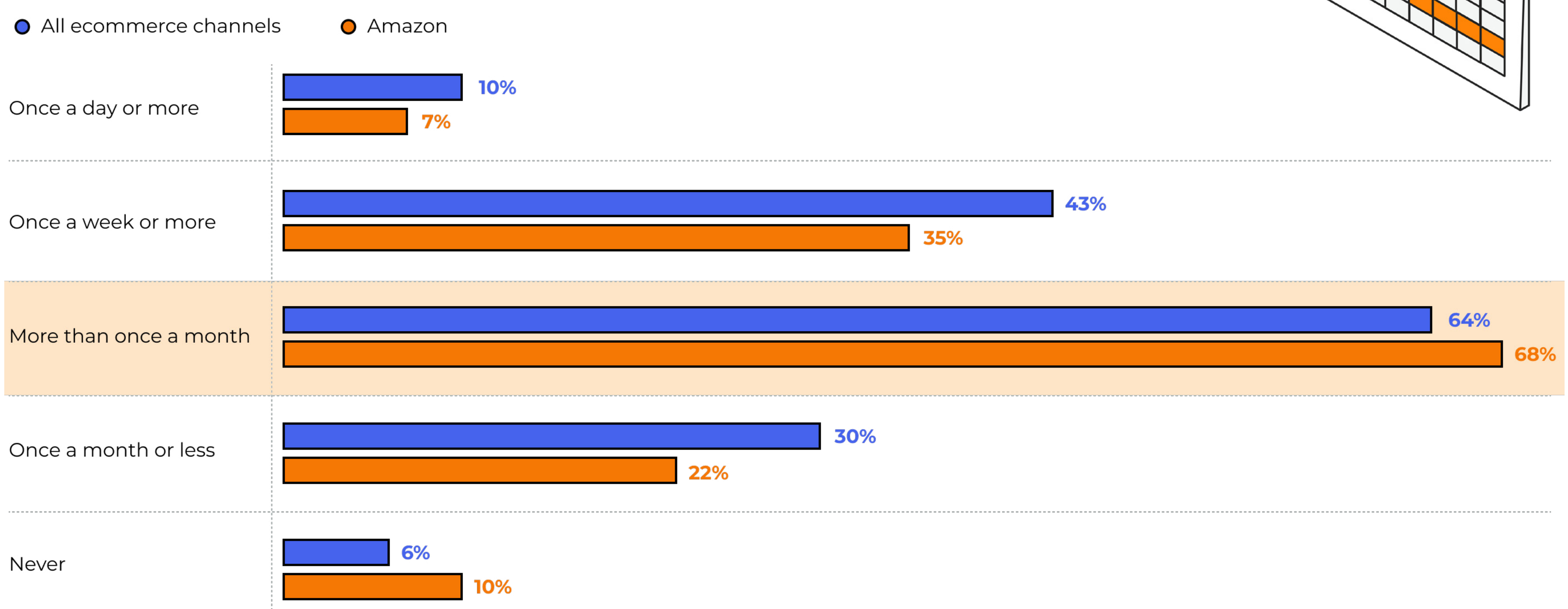
YouTube is the most popular social media channel for product searches across all generations.

Nearly 40% of Gen Z consumers — an even higher number than those that start with search engines like Google — start product searches on YouTube or TikTok.

Gen X and Baby Boomers are the generations most likely to start a product search on Google or another search engine **(43%).**



Online shopping frequency



What influences purchase decisions on Amazon?

A wide range of factors influence purchase decisions on Amazon. Right now, shoppers are concerned about both their personal finances and the economy at large. It makes sense, then, that price point has the greatest influence on which products consumers are choosing to buy in Q1.

Learn more about consumer price sensitivity and pricing trends on Amazon in ***Chapter 2.***

When shopping on Amazon...

*Data reflects the percentage of survey respondents who said they "agree" or "strongly" agree with each statement

EXPERT TIP

"Prioritize reviews; They're your roadmap for building better products and fostering customer loyalty."

Kunal Desai, Investment & Marketing Expert

INSIGHT

61%

of consumers have an Amazon Prime account

EXPERT TIP

"Use videos to give customers a better sense of product features. Videos drive conversion and open the door for influencers to help sell your products."

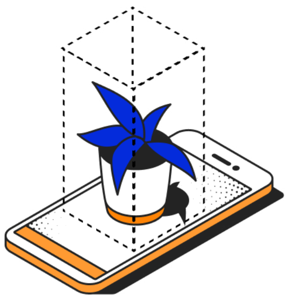
Kathleen Kobel, CEO, Masters of Marketplace

Evolving customer experiences

New and burgeoning technologies like augmented reality (AR) and artificial intelligence (AI) are changing the ecommerce experience for customers, gaining a greater influence over their purchase decisions.

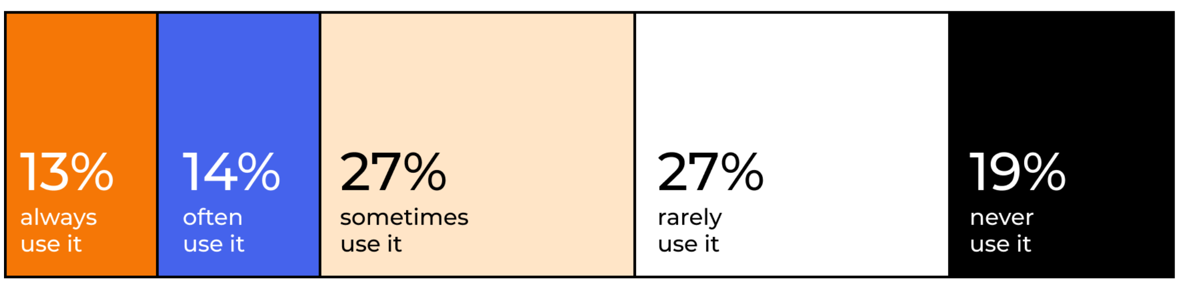
Amazon AR

Amazon's View in Your Room is an AR feature that lets shoppers "place" products – like furniture – into their real-world environments. While awareness of this feature is still growing, a majority of consumers who know about the View in Your Room option are using it when they shop.



25%
of consumers are familiar with Amazon's View in Your Room tool.

Of those...



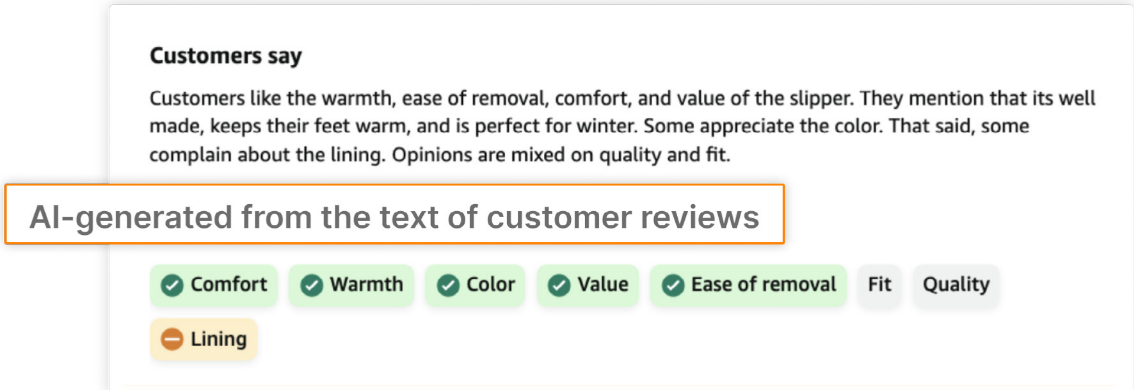
INSIGHTS

31%
of consumers who have used Amazon View in Your Room say it has led them to buy something from Amazon that they would otherwise only buy in person.

AI on Amazon

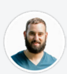
AI is also becoming highly influential in ecommerce, for both sellers and shoppers. At Amazon, the implementation of new AI-powered features on its platform seeks to enhance the consumer experience.

They include a feature that provides a snapshot of customer satisfaction with a product. These summaries are AI-generated from the text of customer reviews, which consumers list as the second-most influential factor in their Amazon purchase decisions.



EXPERT TIP

"AI is a game-changer on Amazon. You can upgrade listings and images faster than ever before. You can use it to assist in analysis. AI will only continue to have a greater impact; If brands and sellers aren't leveraging it, they'll fall behind."



David Wennberg, Brand Owner, Hornz

Ready to leverage AI for your Amazon business?

Jungle Scout features AI tools to help you optimize listings, analyze reviews, and more.

AI Review Analysis

Enlist AI to analyze your brand and competitors' reviews, summarizing common customer feedback and delivering recommendations for improving your products.

AI Listing Builder

Let AI write compelling product listings using high-potential keywords with the click of a button.

AI Sales Analytics

Use AI to analyze your profit overview data and deliver a comprehensive report with key sales insights and tips to optimize for growth.

Try Jungle Scout AI

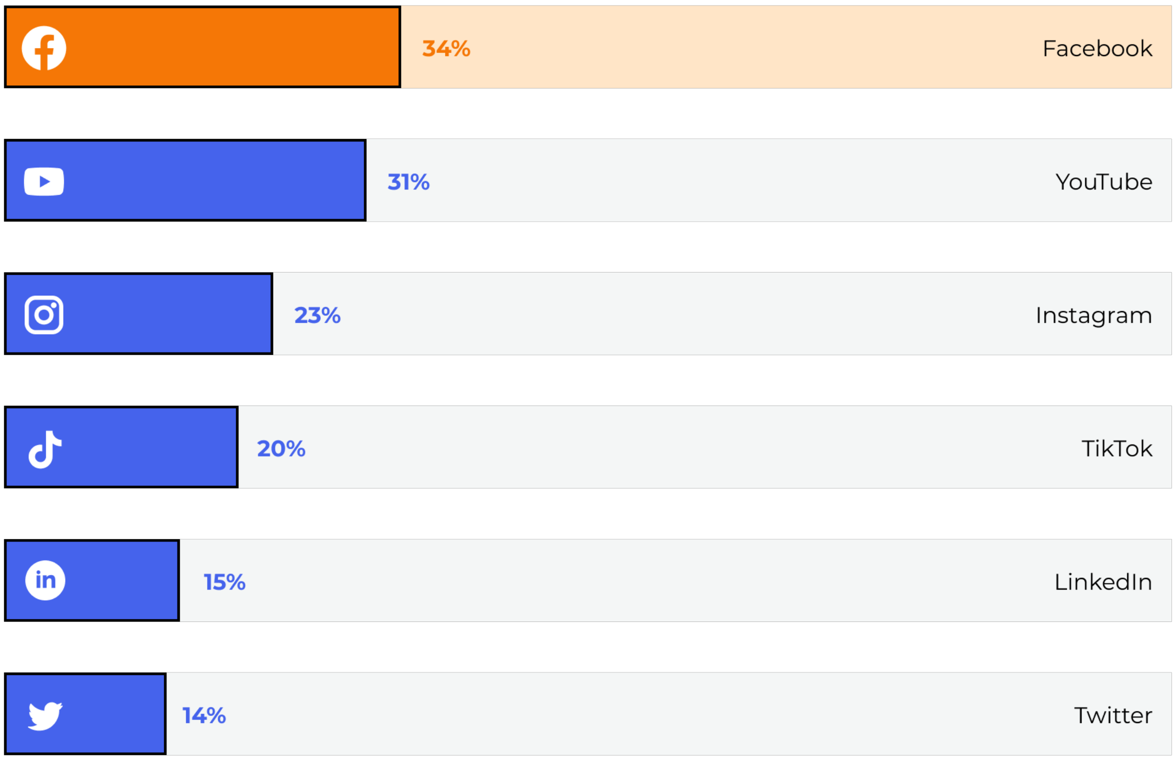
Social media spotlight

Social media continues to expand its ecommerce reach. At least one in five consumers now say they are likely to buy directly from TikTok, Instagram, YouTube, or Facebook.

TikTok is the newest social channel to enter the ecommerce space with the September 2023 launch of TikTok Shop, which 20%* of Amazon brands and sellers plan to expand to in 2024.

*Source: Jungle Scout **2024 State of the Amazon Seller Report**

Percentage of consumers likely to purchase a product directly from social media



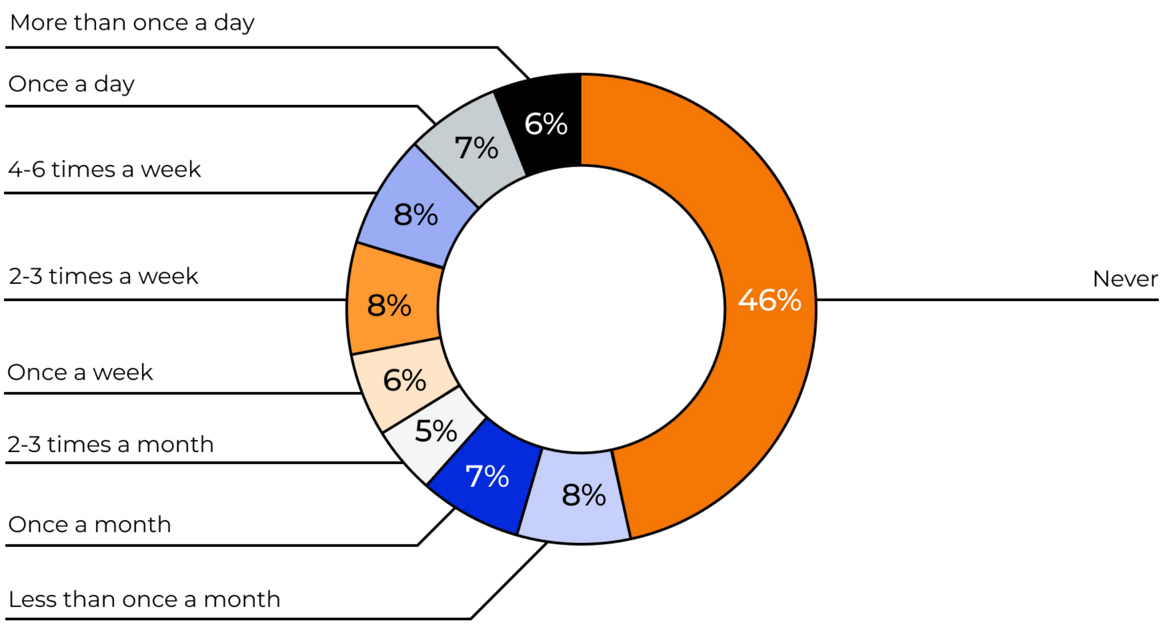
INSIGHTS

Gen Z shoppers are the most likely to make purchases on social media; More than 40% would buy directly from any of these platforms.

TikTok is the most popular social media shopping site for Gen Z, with 70% saying they're likely to purchase directly from the platform. For Millennials, Gen X, and Baby Boomers, Facebook tops the list.

While approximately **20% of Baby Boomers would buy products directly on Facebook or YouTube,** less than 10% would purchase from any other social platform.

How often do consumers browse or shop on TikTok Shop?



Top five reasons for browsing/shopping on TikTok Shop

1. Enjoy discovering new products
2. Convenience/ease of use
3. Competitive prices and/or discounts
4. Entertainment (engaging content/creators)
5. Want to support small/independent businesses

INSIGHTS

More than 1 in 3 consumers (35%) browse or shop on TikTok Shop once a week or more.

23%

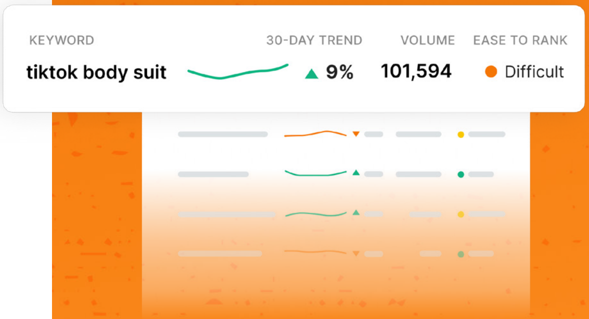
of consumers have bought a product directly from TikTok Shop.

Even for consumers who are hesitant to buy directly from social media platforms, channels like TikTok have a heavy influence over product discovery and purchase decisions. Jungle Scout keyword trends data reveals an uptick in TikTok-related searches on Amazon over the past year.

TikTok related searches on Amazon

Year-over-year trends

Search term	YoY Search trend
TikTok body suit	+3,230%
TikTok made me buy it	+2,375%
TikTok scrolling ring	+1,083%
Chamoy pickle kit with candy TikTok	+987%
TikTok must haves	+871%
Trending TikTok items	+343%
TikTok trend items for kids	+336%
TikTok ring	+326%
TikTok must haves	+304%
TikTok stuff	+299%



Chapter 4

About the Report

Methodology

Jungle Scout conducted an anonymous survey between Feb. 21 and Feb. 23, 2024, among 1,000 U.S. consumers about their buying preferences and behaviors. Respondents represented 50 U.S. states, all genders, and ages 18 to 75+, as well as various employment types and income levels.

Respondents were asked questions about their behaviors and spending since the beginning of 2024. Some of the analysis in the report compares responses from this survey to previous consumer trends surveys conducted by Jungle Scout, where data has been collected on a quarterly basis since June 2020. While Gen Z typically refers to people born between 1997 and 2012, report data references a subset aged 18+.

Amazon market trends data — including category sales trends, product pricing trends, and Amazon search trends — was gathered using **Jungle Scout**, **Jungle Scout Cobalt**, and **Jungle Scout Data Cloud**. Category sales trends are estimates based on a sampling of thousands of ASINs in each category. Year-over-year Amazon market trends data represents the date range of March 1, 2023 - March 1, 2024 compared to March 1, 2022 - Feb. 28, 2023.

Using the data

We invite you to explore **Jungle Scout's Q4 2023 Consumer Trends Report,** and to share, reference, and publish the findings with attribution to "Jungle Scout" and a link to **this page**.

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

Demographic data

Gender

Male	**50%**
Female	**50%**
Non-binary	**<1%**
Other/prefer not to say	**<1%**

Age

18-26 (Gen Z,* born 2004-2012)	**5%**
27-42 (Millennials, born 1981-1996)	**18%**
43-58 (Gen X, born 1965-1980)	**28%**
59-77 (Baby Boomers, norn 1955-1964)	**43%**
78+	**6%**

*While Gen Z typically refers to people born between 1997 and 2012, report data references a subset aged 18+ were included in this survey.

Region

Midwest	**23%**
Northeast	**19%**
West	**15%**
South	**43%**

Household income

Less than $25,000	**27%**
$25,000 to $34,999	**15%**
$35,000 to $49,999	**17%**
$50,000 to $74,999	**21%**
$75,000 to $99,999	**9%**
$100,000 to $124,999	**5%**
$125,000 to $149,999	**3%**
$150,000 or more	**4%**

Employment status

Employed (total)	**39%**
Employed (full-time or part-time) and leaving my home for work	**31%**
Employed (full-time or part-time) and currently working at home	**8%**

Unemployed (total)	**60%**
Unemployed (looking for work)	**8%**
Unemployed (not looking for work)	**3%**
Student	**1%**
Homemaker	**6%**
Retired	**35%**
Disabled/unable to work	**7%**

Jungle Scout: Leading Amazon Market Intelligence Tools

Over the past decade, Jungle Scout has gathered a wealth of data points through continuous monitoring and analysis of Amazon. The tools used to build this report are the same ones that 1 million+ sellers, enterprise brands, retailers, and agencies use each day to make confident decisions and develop effective strategies on Amazon. See how our tools can help your business grow by signing up or requesting a demo.

FOR FIRST-TIME AND ESTABLISHED SELLERS

Jungle Scout

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

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

Sign up today

FOR BRANDS, RETAILERS, AND AGENCIES

Jungle Scout Cobalt

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

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

Book a demo

FOR BIG BOX RETAILERS AND INVESTORS

Jungle Scout Data Cloud

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

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

Try Data Cloud with Snowflake