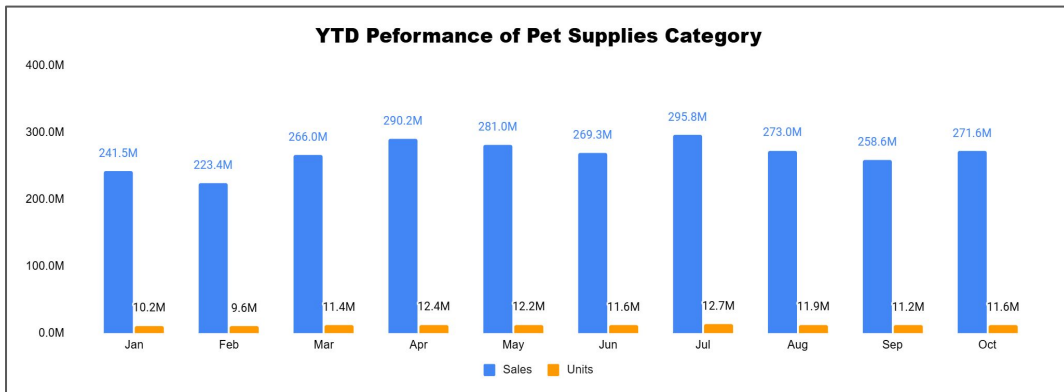


# Amazon Category Analysis and Insights

**“Pet Supplies”**

NetElixir™

The Pet Supplies Category has observed potential growth in the last 10 months, generating **\$2,670M** in **revenue** with **115M orders** from January to October

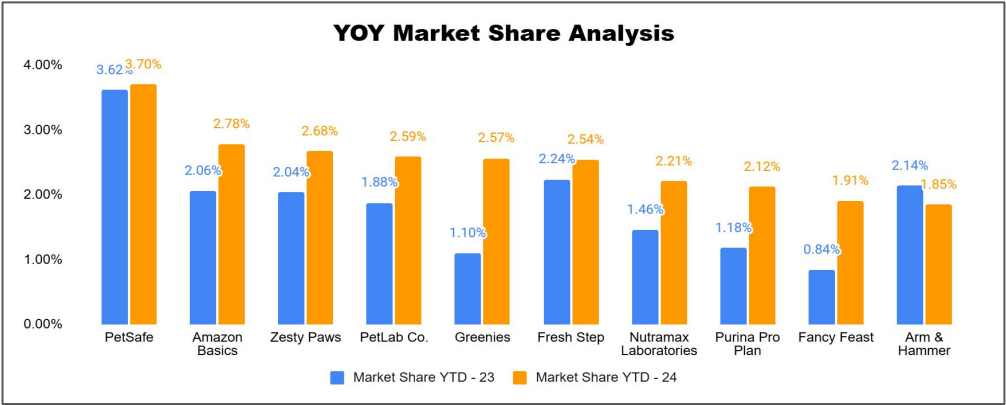


- **62%** of the revenue was generated between May to October in 2024.
- July month generated maximum revenue of **\$295.8M** across **12.7M** orders this year.

### **Staying Ahead of the Curve: How NetElixir Fuels Your Competitive Edge**

- Leverage **NetElixir's data-driven insights** to monitor shifts in market dynamics, uncover emerging players, and track industry trends
- Helps in staying ahead of competitors by identifying the **next big opportunity** and adjusting your strategy based on real-time market signals
- NetElixir's **tailored Amazon strategies** will help you optimize your listings, run effective ad campaigns, and enhance your product discoverability

# The Pet Supplies category experienced an influx of 80+ new competitors in 2024



- The Pet Supplies category as a whole witnessed a **17% YOY increase** in revenue
- The top brand **PetSafe** witnessed a **2.43% increase** in market share YOY.
- Brands like **Greenies & Fancy Feast** have seen **more than 100%** increase in market share YOY.
- **87 new brands** were added in this category in 2024

## Outsmarting the Competition: **NetElixir's** Success in Competitor Targeting Campaigns



Generated **\$1.3M YTD** in sales for a **hair care brand**  
Total revenue contribution: **12%**



Generated **\$177K YTD** in sales for a **gaming accessories brand**  
Total revenue contribution: **18%**



Generated **\$59K YTD** in sales for a **brand that features anatomy models**  
Total revenue contribution: **15%**

The category ASP has decreased by 6% year-over-year to \$23.2

Brand	% change in Revenue	% change in Orders	% change in ASP
PetSafe	2%	10%	-7%
Amazon Basics	35%	82%	-26%
Zesty Paws	31%	31%	0%
PetLab Co.	38%	31%	5%
Greenies	133%	139%	-3%
Fresh Step	14%	16%	-2%
Nutramax Laboratories	51%	56%	-3%
Purina Pro Plan	80%	73%	4%
Fancy Feast	126%	153%	-11%
Arm & Hammer	-13%	1%	-15%
<b>Total</b>	<b>17%</b>	<b>25%</b>	<b>6%</b>

# Are you focusing on the right listing strategy?

*Your top competitor products have high **listing quality score** on amazon!*

**PetSafe**



[View Product Analysis](#)

Listing Quality Score	9.43
Seller Type	FBM
Review Count	39,709
Rating	★★★★☆ 4.6
Months Listed	236
Price	\$69.95



[View Product Analysis](#)

Listing Quality Score	9.39
Seller Type	AMZ
Review Count	46,874
Rating	★★★★☆ 4.4
Months Listed	99
Price	\$24.95



[View Product Analysis](#)

Listing Quality Score	9.43
Seller Type	AMZ
Review Count	39,708
Rating	★★★★☆ 4.6
Months Listed	74
Price	\$69.95

## NetElixir's Listing Optimization Services for Amazon

- **Individual Product Listing Enhancement, Brand Store Development and A+ Content & Creative + Content Advisory**
- **Enhance Organic SEO by Following Amazon Best Practices**
- **Following Amazon guidelines, your product listing is more likely to be favored by Amazon's algorithms and receive *increased visibility in search results.***



**PetLab Co.**



[View Product Analysis](#)

Listing Quality Score	10
Seller Type	FBA
Review Count	45,978
Rating	★★★★☆ 4.1
Months Listed	52
Price	\$35.95



[View Product Analysis](#)

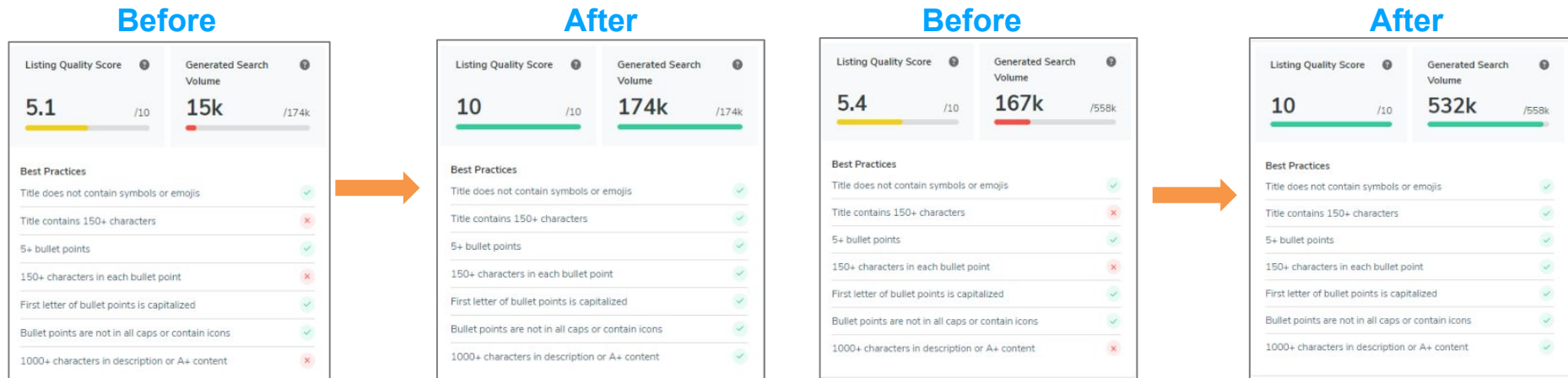
Listing Quality Score	8.18
Seller Type	FBA
Review Count	3,405
Rating	★★★★☆ 3.9
Months Listed	19
Price	\$35.95



[View Product Analysis](#)

Listing Quality Score	9.09
Seller Type	FBA
Review Count	45,968
Rating	★★★★☆ 4.1
Months Listed	18
Price	\$35.95

# NetElixir's listing optimization drives 5-10X search volume





**Total revenue contribution: 50%**

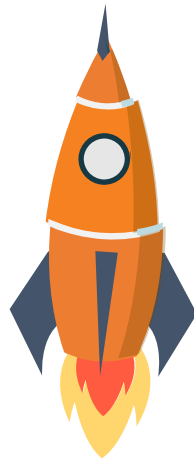


**Total revenue contribution: 35%**



# How can we help you drive success on Amazon?

## NetElixir Marketplaces Success Drivers



### A/B TESTING & PROFITABILITY MEASUREMENT

High - Low AOV analysis  
Margin & profitability based  
campaigns



### CUSTOMER HEATMAPS

Profitability  
Sales volume  
Customer traffic  
Product category insights



### CREATIVE EXCELLENCE

A+ Content  
Listing optimization  
Brand store creation &  
optimization  
Product images & video



### TARGETING & OPTIMIZATION TO GAIN MARKET SHARE

Competitive insights  
New customer acquisition  
Brand awareness





**Thank You!**