

# Demo Report

With Big Data at our disposal, we've analyzed numerous products and niches to identify the primary competitors on Amazon. This report offers insights based on extensive data collection, focusing on relevant and high-search-volume keywords. It includes a comparative analysis of competitors and calculations including the following indicators:

## Terms and explanations you need to understand in order to get the most value from this report:

- **Total Revenue:** The overall income generated from selling goods or services, calculated by multiplying the quantity sold by the price per unit.
- **Total Sales:** The quantity of goods or services sold within one month, irrespective of revenue earned.
- **Market Share Revenue:** The portion of total revenue within a specific market that a brand generates compared to its competitors.
- **Market Share Sales:** The proportion of total sales within a particular market that a brand or product achieves compared to its competitors.
- **Average Price:** The mean price across all products of a brand.
- **Average Reviews:** The mean number of reviews across all products of a brand.
- **Average LQS:** The mean listing quality score across all products of a brand.
- **Average Rating:** The mean rating across all products of a brand.
- **Average Variants:** The mean number of variants across all products of a brand.
- **Average Search Position:** The mean position of products among a brand's search results.
- **Number of A+ Content Products:** The quantity of products within the brand that feature A+ content.
- **Number of BS Products:** The quantity of products within the category that are Best Sellers.
- **Main Competitors Table** is a key resource that provides crucial data on total sales and revenue for a niche. This table presents a detailed overview of market trends, showcasing the market share of each major competitor in terms of revenue and sales.
- **Main Metrics Table** presents a comprehensive overview of the primary competitors within a niche, showcasing their revenue and sales performance, along with key metrics such as price, reviews, LQS, rating, variants, search position, the number of products with A+ content, and the number of Best Seller products in a category.
- **Market Share Revenue Chart** shows the evolving revenue shares per brand, incorporating data from both January and December. This inclusive analysis provides essential insights into the market dynamics over a given period of time.
- **Market Share Sales Chart** showcases the evolving sales shares per brand, incorporating data from both January and December. This inclusive analysis provides essential insights into the market dynamics over a given period of time.

## Main Competitors for January 2024

Brand	Est. Sales	Est. Revenue	Avg. Price	Avg. Reviews	Avg. LQS	Avg. Rating	Avg. Variants	Avg. Search Position	# of A+ content products	# of BS products
Canon	13,051	\$7,315,626	\$567.09	835	69	4.3	2	102	11	0
Sony	5,134	\$4,523,618	\$481.44	541	69	4.2	3	47	10	0
GoPro	5,053	\$1,504,787	\$314.83	659	78	4.4	2	115	1	0
Kodak	15,023	\$1,262,530	\$112.02	5,665	73	4.1	5	90	12	0
Amazon Renewed	10,034	\$1,240,682	\$102.04	374	62	4.5	1	142	1	0
Panasonic	1,113	\$617,006	\$429.98	835	81	4.4	2	275	4	0
FUJIFILM	2,913	\$593,557	\$132.04	2,378	74	4.4	4	160	4	0
Nikon	852	\$559,262	\$297.25	555	71	4.3	2	198	1	0
Saneen	3,606	\$482,873	\$114.99	122	76	4.3	3	130	2	0
SMARTKLIK	12,696	\$261,232	\$44.22	15	70	3.2	2	100	4	0

In the dynamic realm of camera brands, Canon stands tall as the industry leader, boasting an impressive sales figure of 13,051 units and generating a substantial revenue of \$7,315,625.90. Following Canon's commanding presence, Sony emerges as a formidable contender, with 5,134 units sold, resulting in an overall revenue of \$4,523,617.

GoPro, renowned for its innovation, secures a notable position with 5,053 units sold, contributing \$1,504,786 to the market. Kodak, a stalwart in the industry, surprises with a strong sales performance of 15,023 units, albeit with revenue totaling \$1,262,529.

Amazon Renewed maintains its competitive edge with 10,034 units sold, yielding \$1,240,682 in revenue. Meanwhile, Panasonic, FUJIFILM, and Nikon each play integral roles in the market, exhibiting varying sales figures and revenue streams reflective of their respective market strategies.

In addition, Saneen and SMARTKLIK punctuate the landscape with commendable sales figures and revenue earnings, underscoring the nuanced dynamics inherent within the camera industry's competitive landscape.

## Average Price

Canon, Sony, and Panasonic products have the highest average prices (\$567.09, \$481.44, and \$429.98 respectively), reflecting their positioning in the higher price range. In contrast, SMARTKLIK, Amazon Renewed, and Kodak products are offered at significantly lower average prices (\$44.22, \$102.04, and \$112.02 respectively), serving another market segment with more affordable options. GoPro, Nikon, FUJIFILM, and Saneen fall into the mid-price segment (\$314.83, \$297.25, \$132.04, and \$297.25 respectively). While Kodak and Canon lead in sales, it's worth noting that different pricing strategies are viable within the "Cameras" segment.

## Customer Feedback and Satisfaction

Brands like Kodak and FUJIFILM have higher average review scores, indicating a larger volume of customer feedback. Amazon Renewed leads with an impressive average rating of 4.5, signaling consistently positive customer feedback. Panasonic, FUJIFILM, and GoPro also perform well, with an average rating of 4.4. SMARTKLIK has the lowest average rating at 3.2, suggesting potential areas for improvement, yet it still ranks third in sales among major competitors.

## Product Diversity

FUJIFILM and Kodak offer a wider range of products, catering to various customer preferences. However, it's important to note that the "Cameras" segment, like many electronics categories, typically doesn't feature a large number of product variations. Standard sizes are common, with minor differences in color options.

## Visibility

The positions of products on search result pages are crucial for visibility. For example, Sony's products are predominantly positioned on the first page of search results with an average position of 47. Products from Kodak, SMARTKLIK, Canon, and GoPro typically appear on the second page, indicating that high sales don't necessarily require placement on the first page.

## Additional Success Factors

Metrics related to A+ content and Best Seller status highlight additional success factors. Canon and Kodak lead in terms of the number of products with A+ content, indicating a direct correlation with sales volume. Panasonic stands out with a high Likelihood to Recommend Score (LQS) of 81, while Canon indicates potential areas for improving its products' listing quality. Notably, none of the major competitors have any products listed as Best Sellers in their category, but they still maintain high sales volumes.

# Main Metrics for January 2024

Brand	Total Revenue	Total Sales	Market Share Revenue	Market Share Sales
Canon	\$3,547,480.69	7,635	5.62%	0.94%
Kodak	\$1,585,222.65	17,604	2.51%	2.18%
GoPro	\$1,446,590.42	4,338	2.29%	0.54%
Sony	\$920,269.53	2,426	1.46%	0.30%
Amazon Renewed	\$371,123.02	6,969	0.59%	0.86%
SMARTKLIK	\$17,750.04	810	0.03%	0.10%

**Total Revenue**  
**\$63,086,082.71**

**Total Sales**  
**808,909**

**Canon** Emerges as the leading brand with the highest market share in terms of both revenue (5.62%) and sales (0.94%). Canon's dominant position underscores its strong presence and influence in the market.

**Kodak** Holds a notable market share in sales (2.18%), with a slightly higher revenue share (2.51%). Kodak's performance indicates a solid presence in sales, though its revenue share suggests room for growth in strategies for generating revenue.

**GoPro** Exhibits a significant market presence with a notable market share in revenue (2.29%) and market share in sales (0.54%). GoPro's performance highlights its competitiveness in terms of both revenue and sales, contributing to its overall market influence.

**Sony** Also exhibits a significant market presence with a notable market share in revenue (1.46%) and market share in sales (0.30%). Sony's presence in both revenue and sales reflects its strong brand recognition and consumer appeal.

**Amazon Renewed** Demonstrates a higher sales share relative to its revenue share, suggesting potentially higher sales volume. Amazon Renewed's performance indicates effective sales strategies that drive volume, despite a proportionately lower revenue share.

**SMARTKLIK** While having minimal market share, this brand still contributes to the overall market landscape. SMARTKLIK's presence, though small, adds diversity to the market and indicates opportunities for niche market segments.

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# Dataset\* - Cameras

Brand	ASIN	Price	Est. Sales	Est. Revenue
abetap	B08V226T8Q	35.99	305	13,444.23
Acuvar	B07ZRZLHH4	23.99	21	535.14
Acuvar	B09M9STYRB	23.99	21	535.14
Acuvar	B09WYHSPYT	39.99	6	239.94
Acuvar	B0CCS8T4LS	69.99	11	69.99
Ahirmoy	B0C77XRRH5	109.99	6	659.94
aidowocam	B0C7VG1SVZ	29.99	63	75,950.41
AKASO	B0C6QDR194	71.97	8	754.92
AKASO	B0CP24YJJ1	109.99	578	78,981.97
AKASO	B0B9CJS6F9	109.99	578	78,981.97
AKJJHFUE	B0CGTVF6HS	45.99	305	13,444.23
AKJJHFUE	B0BR8H6S81	45.99	91	3,665.81
AKJJHFUE	B092LG9GML	45.99	91	3,665.81
AKJJHFUE	B0CHW4FBQD	72.98	59	6,441.44
AKJJHFUE	B083XRJD8L	45.99	25	984.58
AllweieeSolar Securitycam	B08B5MYT8T	79.99	12	4,788.00
ALSONE	B0C6SCZZKG	89.99	432	35,190.52
Amazon Renewed	B010BJJAVY	44.95	3,390	173,377.00
Amazon Renewed	B0C9SSSRXW	43.29	3,390	173,377.00
Amazon Renewed	B0CBN9W1Z5	41.95	720	35,706.48
AmazonBasics	B0B4D9PNFZ	134.63	493	64,202.69
Amazon Renewed	B091L65891	389.00	2,040	793,560.00
Amazon Renewed	B0B32WYX1	459.00	1	459.00
Amazon	B0C7QFND4V	29.99	365	14,130.00
Amazon	B0C7H42C4B	19.99	1,270	25,490.00
Amazon	B0C3P4L9B	29.99	100	2,999.00

\*The final report will include the complete dataset related to your order.

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# Dynamics of Revenue and Sales Shares Among Camera Brands: December 2023 - January 2024

## Main Metrics in January - Cameras

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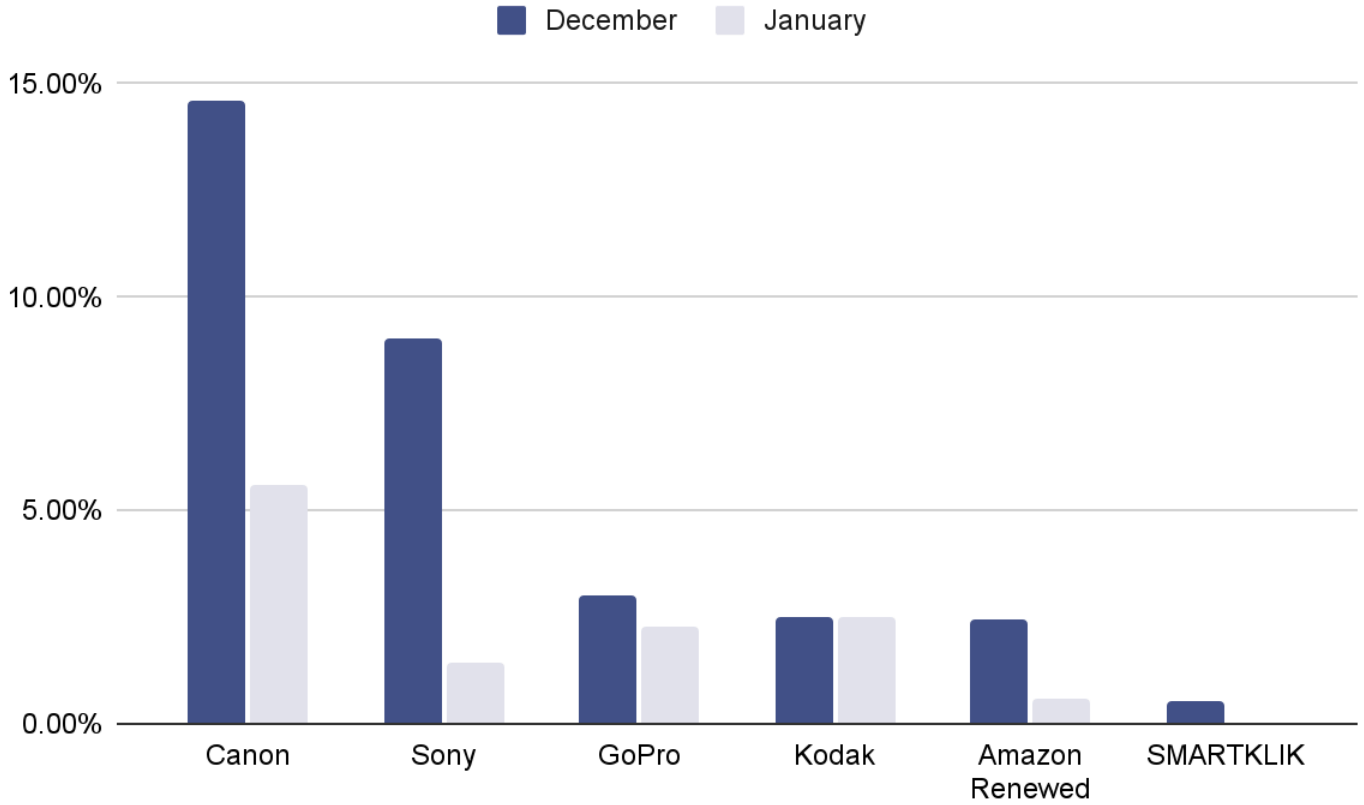
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Kodak	\$1,262,529.36	15,023	2.52%	3.36%
Amazon Renewed	\$1,240,682.17	10,034	2.47%	2.24%
SMARTKLIK	\$261,232.35	12,696	0.52%	2.84%

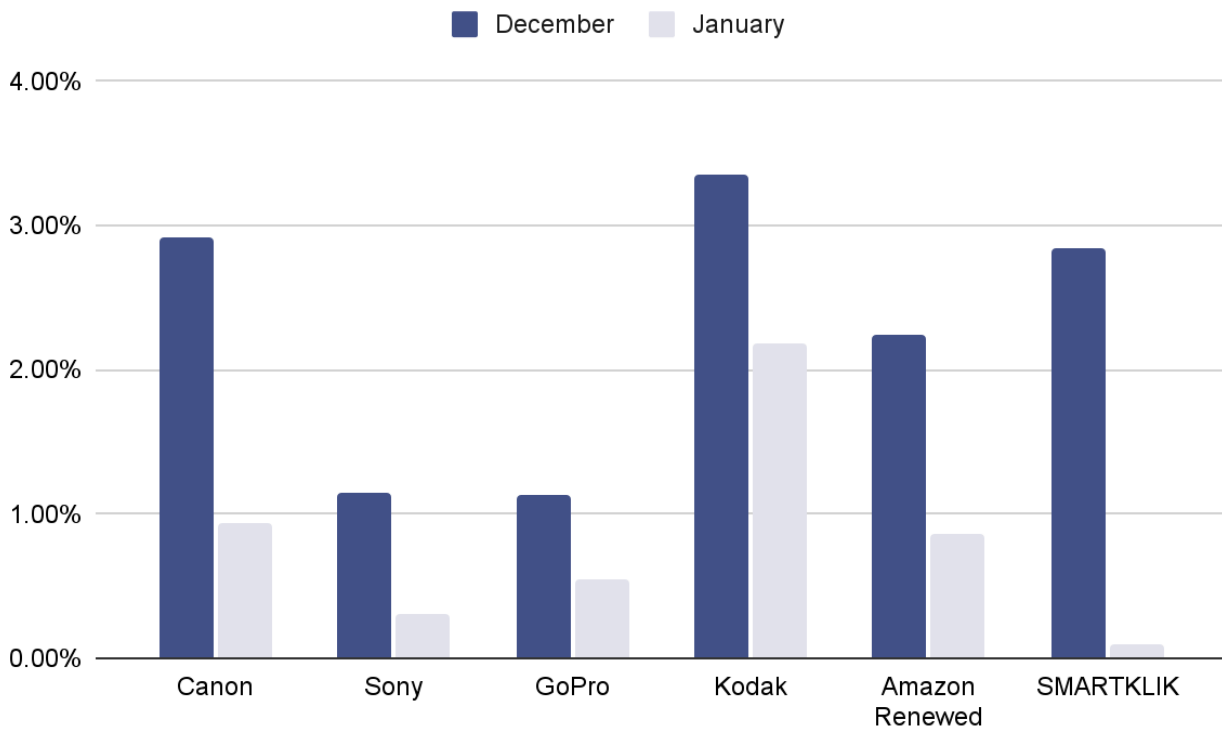
**Total Revenue**  
**\$50,147,475.75**

**Total Sales**  
**446,967**

## Market Share Revenue - Cameras



## Market Share Sales - Cameras



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## Conclusion - Cameras

In summary, in December, Canon led in revenue, followed by Sony and GoPro. However, in January, Canon maintained its lead, but Kodak and GoPro took the second and third positions, respectively. This indicates a shift in revenue generation among these brands. Kodak led in sales in December, followed by Canon and SMARTKLIK. In January, Canon maintained its lead in sales, followed by SMARTKLIK and Kodak. This shows a change in the sales performance of these brands between the two months.

Canon had the highest market share in revenue in both December and January, indicating its consistent performance in revenue generation. Sony and GoPro also maintained their positions in the top three, but there were shifts in the rankings of other brands. Kodak had the highest market share in sales in December, followed by Canon and Amazon Renewed. However, in January, Canon took the lead in market share, followed by SMARTKLIK and Kodak. This suggests changes in consumer preferences and brand performance in the sales market.

Overall, Canon maintained its lead in both revenue and sales, with Kodak also performing well in these areas. Other brands like Sony, GoPro, Amazon Renewed, and SMARTKLIK also had varying degrees of market share. Based on the charts, it can be concluded that there is a downward trend in both indicators for all brands except Kodak, which shows growth in the Market Share Sales metric. Additionally, new competitors LaView and Brewene have emerged, with revenue results of \$2,863,265.20 and \$315,891.80 respectively.

In conclusion, despite the decline in the last period studied, Canon and Kodak continue to lead in market share revenue. In terms of market share sales, Kodak and Canon remain at the forefront.



## REPORT DETAILING

# BRAND COMPARATIVE PERFORMANCE ANALYSIS WITHIN THE SEGMENT

Do you want to elevate your market position by tracking your monthly market share as well as that of your competitors?



can provide you with an Amazon Market Share report, created **just for you!**

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1

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2

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ALLOW 10 BUSINESS DAYS for our AI algorithm and AMZScout experts to analyze sales and revenue data, develop exclusive product insights, and create charts

4

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