



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 calculates 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 captures 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.

Market Share Revenue per Brand: The percentage of total revenue in a market attributed to a specific brand, reflecting its relative success in generating income compared to other brands in the same market.

Market Share Sales per Brand: The percentage of total sales in a market attributed to a particular brand, illustrating its relative popularity or performance in terms of quantity sold compared to other brands in the same market.

Main Competitors Table is a key resource that provides crucial data on total sales and revenue for a niche. It 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.

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

Brand	Total Sales	Total Revenue
Sceptre Inc.	36,116	\$4,740,850.10
LG Electronics	15,385	\$3,680,853.06
Acer	20,910	\$2,696,138.42
Sumsung	11,031	\$2,573,216.01
Dell	9,607	\$1,992,209.98
Asus	9,651	\$1,910,018.59
KOORUI	10,787	\$1,157,076.77

This data presents a clear picture of brand performance in terms of total sales and revenue, with Sceptre Inc. emerging as the leader in both metrics, selling 36,116 units and generating \$4,740,850 in revenue. Following closely behind is LG Electronics, with 15,385 units sold and \$3,680,853 in revenue, showcasing a strong market presence but trailing Sceptre Inc. in sales performance. Acer, Samsung, and Dell all occupy the middle tier, with Acer leading this group by selling 20,910 units and earning \$2,696,138 in revenue. Asus and KOORUI demonstrate comparable sales volumes, but Asus outperforms KOORUI in revenue, possibly due to its higher-priced products or more effective revenue strategies.

Main Metrics for December 2023

Brand	Total Revenue	Total Sales	Market Share Revenue	Market Share Sales
Sceptre Inc.	\$4,740,850.10	36,116	17.92%	20.76%
LG Electronics	\$3,680,853.06	15,385	13.91%	8.84%
Acer	\$2,696,138.42	20,910	10.19%	12.02%
Sumsung	\$2,573,216.01	11,031	9.73%	6.34%
Dell	\$1,992,209.98	9,607	7.53%	5.52%
Asus	\$1,910,018.59	9,651	7.22%	5.55%
KOORUI	\$1,157,076.77	10,787	4.37%	6.20%



This data highlights Sceptre Inc. as the top-performing brand, leading in both total revenue and total sales. Their market share percentages of 17.92% in revenue and 20.76% in sales underscore their dominance in the market. Following closely behind is LG Electronics, with a notable total revenue figure but a lower number of sales. This results in market share percentages of 13.91% and 8.84% in revenue and sales, respectively. Acer secures the third spot with notable market share percentages of 10.19% in revenue and 12.02% in sales, indicating a strong market presence. Samsung, despite ranking fourth in total revenue, shows a discrepancy in sales compared to Acer. Finally, KOORUI stands out with the lowest market share among the listed brands, capturing 6.20% of sales.

Conclusion

Sceptre Inc. emerges as the clear leader in both sales and revenue within the market landscape, showcasing a remarkable stride ahead of its competitors. Notably, while LG Electronics manages to secure the second position, there remains a substantial gap between its revenue figures and those of SceptreInc, amounting to a notable difference of around \$1 million.

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Main Competitors

Brand	Est. Sales	Est. Revenue
Canon	13,051	\$7,315,625.90
Sony	5,134	\$4,523,617.94
GoPro	5,053	\$1,504,786.89
Kodak	15,023	\$1,262,529.36
Amazon Renewed	10,034	\$1,240,682.17
Panasonic	1,113	\$617,005.65
FUJIFILM	2,913	\$593,556.83
Nikon	852	\$559,261.55
Saneen	3,606	\$482,872.50
SMARTKLIK	12,696	\$261,232.35

The sales and revenue data shown here underscore Canon's dominance within the market, showcasing its robust performance with 13,051 units sold, translating to \$7,315,625 in revenue. Sony emerges as a strong contender with 5,134 units sold, generating \$4,523,617 in revenue, positioning this company firmly as the second-highest performer. GoPro and Kodak also command attention with notable sales figures, although their revenue figures exhibit considerable variance, with GoPro accumulating \$1,504,786 and Kodak \$1,262,529. This data sheds light on the competitive landscape within the "Cameras" niche, indicating the varying market shares and revenue streams among the major players.

Main Metrics for December 2023

Brand	Total Revenue	Total Sales	Market Share Revenue	Market Share Sales
Canon	\$7,315,625.90	13,051	14.59%	2.92%
Sony	\$4,523,617.94	5,134	9.02%	1.15%
GoPro	\$1,504,786.89	5,053	3.00%	1.13%
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%



This data reveals that Canon leads in both total revenue and total sales, capturing a substantial market share in both categories at 14.59% and 2.92%, respectively. Sony follows with a significant revenue contribution, but a comparatively smaller market share in terms of sales. Despite GoPro’s lower revenue compared to Sony and Canon, it still maintains a notable market share in terms of sales, suggesting strong consumer demand for its products. SMARTKLIK, while contributing less to total revenue, surprisingly holds a relatively high market share in terms of sales, indicating potential growth opportunities in the market.

Conclusion

Among the key players in this arena, Canon stands out for its remarkable revenue performance, showcasing a robust financial prowess that reflects its strategic positioning and market penetration strategies. On the other hand, Kodak emerges as the leader in sales, albeit with a slight margin over its competitors, underscoring its ability to resonate with consumers and effectively convert interest into tangible transactions.

Diaper Rash Cream

Category:
Baby

Main Competitors

Brand	Total Sales	Total Revenue
Aquaphor	203,561	\$2,546,950.34
Triple Paste	74,586	\$1,069,351.39
Boudreaux's Butt Paste	71,458	\$878,845.52
CeraVe	50,245	\$613,847.17
A&D	37,495	\$544,117.23
Aveeno	37,009	\$472,183.07
Cetaphil	28,484	\$437,408.89
Desitin	44,256	\$420,069.55

As we can observe, Aquaphor shines as a frontrunner, selling an impressive 203,561 units and raking in a substantial revenue of \$2,546,950. Following closely behind, Triple Paste boasts 74,586 units sold, translating into a commendable \$1,069,351 in revenue. Not to be overlooked, Boudreaux's Butt Paste holds its ground with 71,458 units sold, accumulating \$878,845. Meanwhile, CeraVe, A&D, and Aveeno all contribute significantly, with respectable sales figures of 50,245, 37,495, and 37,009 units, respectively. Despite slightly lower sales volumes, Cetaphil and Desitin still maintain their presence, selling 28,484 and 44,256 units, respectively, and generating revenue streams of \$437,408 and \$420,069.

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Main Metrics for December 2023

Brand	Total Revenue	Total Sales	Market Share Revenue	Market Share Sales
Aquaphor	\$1,224,888.00	203,561	10.91%	23.07%
Triple Paste	\$1,069,351.39	74,586	9.53%	8.45%
Boudreaux's Butt Paste	\$878,845.52	71,458	7.83%	8.10%
CeraVe	\$613,847.17	50,245	5.47%	5.69%
A&D	\$544,117.23	37,495	4.85%	4.25%
Aveeno	\$472,183.07	37,009	4.21%	4.19%
Cetaphil	\$437,408.89	28,484	3.90%	3.23%
Desitin	\$420,069.55	44,256	3.74%	5.01%

Total Revenue
\$11,224,643.36

Total Sales
882,554

Aquaphor stands out as the industry leader, commanding a significant 10.91% market share in revenue and an impressive 23.07% in sales. Following closely behind is Triple Paste, demonstrating a commendable performance with a 9.53% market share in revenue and 8.45% in sales. Boudreaux's Butt Paste also secures its position with a solid 7.83% market share in revenue and 8.10% in sales, placing it within reach of the top contenders. Additionally, CeraVe, A&D, Aveeno, Cetaphil, and Desitin contribute to the diverse market landscape, each playing a pivotal role with their respective shares. Despite varying percentages, these brands collectively dominate the niche.

Conclusion

In conclusion, Aquaphor emerges as the undisputed leader in both sales and revenue within its market segment, maintaining a substantial lead over its closest competitors. While rival brands boast considerable sales figures, they pale in comparison to Aquaphor's by nearly threefold. Remarkably, Triple Paste stands out as a notable exception, demonstrating revenue figures that closely rival those of Aquaphor despite differences in sales volume.

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Dataset - Monitors

Brand	ASIN	Price	Est. Sales	Est. Revenue
3M	B06Y667NL6	47.99	2	153.35
6th Ave Electronics	B09FB46XYX	169.49	10	1,708.06
Acer	B0BS9TD2LD	79.99	161	14,192.94
Acer	B0CDM8B1PW	169.99	55	9,861.43
Acer	B0B6JWXZZP	149.99	355	58,021.97
Acer	B0BS9T3FNB	89.99	2,353	211,746.5
Acer	B0BKMPJK3K	99.99	244	27,019.87
Acer	B07YGY3RLN	159.99	574	87,029.43
Acer	B0C1T35BCF	249.99	447	135,751.3
Acer	B09JCM PG7V	199.99	282	56,433.14
Acer	B0CDMC7HXL	109.99	27	2,972.41
Acer	B07CVL2D2S	79.99	2,621	201,706.4
Acer	B0B6DFG1FQ	109.99	2,708	391,820.5
Acer	B0148NNKTC	99.99	1,016	89,639.56
Acer	B0C7WG TKJZ	104.99	232	25,780.26
Acer	B0BS9R3Q5X	89.99	383	34,478.29
Acer	B0BY9NPLP4	99.99	1,800	205,072.6
Acer	B08R7PQ4JW	159.99	1,126	259,064.6
Acer	B0CKT PLM8W	99.99	87	8,739.37
Acer	B0C4Z8RFY9	199.99	1,723	343,920.2
Acer	B0CBVTGLBK	94.49	919	80,232.45
Acer	B0CJVK8PFS	199.99	20	4,136.4
Acer	B0CBZPF6M6	129.99	1,668	220,818.1
Acer	B0C4C8BH4C7	64.99	480	31,195.28
Acer	B0B888H47L3	109.99	1,492	163,948.5
Acer	B0C3H488P13	179.99	95	17,099.4

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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
AllwevieeSolar 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	B0B32W7YK1	459.00	1	459.00
Amulias	B0C7QFND4W	39.99	365	14,784.65
amvivi	B0C17H4D14B5	75.99	5,276	65,963.36
amvivi	B0C187H4P85	39.99	189	3,396.00

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Dataset - Diaper Rash Cream

Brand	ASIN	Price	Est. Sales	Est. Revenue
2DAY BRAZIL	B0CCN4BC3G	28.99	60	1,739.4
A D	B0CP89HY38	33.98	11,583	356,730.2
A D	B016I2JUWM	13.39	4,036	51,975.94
A D	B01D2NTLZG	5.47	9,792	51,913.54
A D	B00DQD63NG	9.99	2,562	27,965.49
A D	B016N3PHBO	5.89	4,011	25,631.87
A D	B0197XWKYY	3.99	4,048	14,472.85
A D	B01GWALS84	19.77	170	2,681.65
A D	B01HQP69OQ	13.92	135	1,744.63
A D	B01D2NTKWK	14.8	101	1,494.86
A D	B00T33HEOK	34.9	11	383.9
A D	B00QQE7ZHA	15.99	15	236.82
A D	B0CQKFPKLL	11.98	4	47.92
A D	B016I352K0	21.88	220	23.33
A&D	B00ZPR8KW8	11.57	752	7,973.21
A&D	B074TSYN5V	17.79	28	529.86
A&D	B01LMOKIBI	10	27	311.16
AlbaBotanica	B000OO7546	7.99	628	3,835.67
AlevaNaturals	B00PQ5IWH2	9.99	40	399.6
AlevaNaturals	B01H1HZNRY	9.99	21	204.16
All Good Makes Everything Better	B003MUQRWU	13.49	633	8,594.61
AmazonBasics	B07C3Z73RY	21.26	2,699	54,688.73
AmazonBasics	B07H4H8KR2X	8.36	1,373	10,489.77
Auriflex	B01B465Z4H42	6.68	279	1,462.92
Aquaphor	B000460746	16.97	25,368	254,902.9
Aquaphor	B017L4C8H6	15.99	25,074	400,280.9

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Main Competitors for 2024 January

Brand	Total Sales	Total Revenue
Sceptre Inc.	34,750	\$4,305,159.12
LG Electronics	15,845	\$3,285,940.06
Acer	17,804	\$2,001,885.85
Sumsung	12,700	\$4,247,121.34
Dell	12,432	\$2,525,525.77
Asus	13,518	\$2,719,553.34
KOORUI	5,024	\$530,987.68

Within the electronics sector, SceptreInc emerged as the frontrunner, boasting a robust total sales figure of 34,750 units and a commendable revenue of \$4,305,159. Following closely behind, LG Electronics demonstrated a strong performance with 15,845 units sold, yielding revenue totaling \$3,285,940. Acer secured a noteworthy position in the market, achieving sales of 17,804 units and generating a total revenue of \$2,001,885.85. Despite a comparatively modest sales volume, Samsung still managed to accrue a significant revenue of \$4,247,121 from 12,700 units sold. Dell, with sales of 12,432 units, generated a revenue of \$2,525,525, while Asus trailed closely behind with 13,518 units sold and revenue of \$2,719,553. Notably, KOORUI, while recording the lowest sales volume at 5,024 units, still achieved a respectable revenue figure of \$530,987.68.

Main Metrics for January 2024

Brand	Total Revenue	Total Sales	Market Share Revenue	Market Share Sales
Sceptre Inc.	\$4,305,159.12	34,750	13.78%	16.52%
LG Electronics	\$3,285,940.06	15,845	10.52%	7.53%
Acer	\$2,001,885.85	17,804	6.41%	8.46%
Sumsung	\$4,247,121.34	12,700	13.59%	6.04%
Dell	\$2,525,525.77	12,432	8.08%	5.91%
Asus	\$2,719,553.34	13,518	8.70%	6.43%
KOORUI	\$530,987.68	5,024	1.70%	2.39%



In the competitive landscape of monitors, Sceptre Inc. emerges as a formidable leader, commanding a substantial 16.52% share of total sales, equivalent to 13.78% of market revenue. Following closely is LG Electronics, securing a noteworthy 7.53% market share in sales, contributing significantly to the revenue stream with 10.52%. Acer maintains its position with a commendable 8.46% share in sales, translating to 6.41% in revenue, indicating consistent performance. Samsung demonstrates its enduring presence, capturing 6.04% of the market in sales and 13.59% in revenue. Dell and Asus uphold their reputable standings, each accounting for over 5% in sales and approximately 8% in revenue. Meanwhile, KOORUI, while modest in comparison, sustains its market presence with 2.39% in sales and 1.70% in revenue, underscoring the industry's diverse landscape.

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Main Competitors for January 2024

Brand	Est. Sales	Est. Revenue
Canon	13,051	\$7,315,625.90
Sony	5,134	\$4,523,617.94
GoPro	5,053	\$1,504,786.89
Kodak	15,023	\$1,262,529.36
Amazon Renewed	10,034	\$1,240,682.17
Panasonic	1,113	\$617,005.65
FUJIFILM	2,913	\$593,556.83
Nikon	852	\$559,261.55
Saneen	3,606	\$482,872.50
SMARTKLIK	12,696	\$261,232.35

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, translating to a 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.

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 both revenue and sales, capturing 5.62% and 0.94% respectively. Following Canon, Kodak holds a notable market share in sales at 2.18%, although its revenue share is slightly higher at 2.51%. GoPro and Sony also exhibit significant market presence, albeit less pronounced than Canon and Kodak. Interestingly, Amazon Renewed demonstrates a higher sales share relative to its revenue share, indicating potentially higher sales volume compared to generated revenue, likely driven by competitive pricing strategies. SMARTKLIK, while having minimal market share, still contributes to the market landscape. Overall, this data underscores Canon's dominant position in the market, followed by Kodak, with each brand showcasing varying degrees of influence and market penetration.

Diaper Rash Cream

Category:
Baby

Main Competitors in January

Brand	Total Sales	Total Revenue
Aquaphor	190,482	\$2,478,355.33
Triple Paste	63,649	\$1,058,651.72
Boudreaux's Butt Paste	96,021	\$1,465,308.23
CeraVe	56,950	\$739,249.46
A&D	49,429	\$383,970.83
Aveeno	24,543	\$348,167.31
Cetaphil	28,933	\$443,159.75
Desitin	55,286	\$417,971.55

This data presents a comprehensive overview of the sales performance within the diaper rash cream niche. Leading the pack is Aquaphor, boasting 190,482 units sold, translating to a revenue of \$2,478,355. Following closely is Triple Paste, with 63,649 units sold, generating \$1,058,651 in revenue. Boudreaux's Butt Paste also exhibits robust sales figures, moving 96,021 units and accumulating \$1,465,308 in revenue. Notable contributions also come from CeraVe, A&D, Aveeno, Cetaphil, and Desitin, each showcasing distinct sales patterns and revenue streams. This data not only highlights consumer preferences but also provides valuable insights into market dynamics and brand performance within the baby care products industry.

Main Metrics for January 2024

Brand	Total Revenue	Total Sales	Market Share Revenue	Market Share Sales
Aquaphor	\$2,478,355.33	190,482	16.82%	18.94%
Triple Paste	\$1,058,651.72	63,649	7.19%	6.33%
Boudreaux's Butt Paste	\$1,465,308.23	96,021	9.95%	9.55%
CeraVe	\$739,249.46	56,950	5.02%	5.66%
A&D	\$383,970.83	49,429	2.61%	4.91%
Aveeno	\$348,167.31	24,543	2.36%	2.44%
Cetaphil	\$443,159.75	28,933	3.01%	2.88%
Desitin	\$417,971.55	55,286	2.84%	5.50%

Total Revenue

\$14,731,844.25

Total Sales

1,005,803

Aquaphor stands out as a top performer, boasting the highest total revenue of \$2,478,355 and capturing significant market shares of 16.82% in revenue and 18.94% in sales. Following closely behind is Boudreaux’s Butt Paste, with \$1,465,308 in revenue and notable market shares of 9.95% in revenue and 9.55% in sales. Similarly, Triple Paste maintains its position with \$1,058,651 revenue and respective market shares of 7.19% and 6.33%. Meanwhile, smaller brands such as CeraVe, A&D, Aveeno, Cetaphil, and Desitin contribute meaningfully, each securing market shares ranging from 2% to 5%. This data showcases a competitive market landscape led by Aquaphor, Boudreaux’s Butt Paste, and Triple Paste, while underscoring the importance of smaller brands in diversifying consumer options and shaping market dynamics.

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Dataset - Monitors

Brand	ASIN	Price	Est. Sales	Est. Revenue
Acer	B0BY9NPLP4	109.99	2,606	281,378.9
Acer	B0BS9RH7GX	99.99	1,891	192,202.1
Acer	B0BS9T3FNB	89.99	2,109	213,842.6
Acer	B0BS9R3Q5X	89.99	418	38,254.99
Acer	B07CVL2D2S	89.49	2,352	186,529.2
Acer	B0B6JWXZZP	149.99	994	152,150.7
Acer	B0BKMPJK3K	99.99	343	42,029.07
Acer	B0CJVK8PF5	199.99	143	28,609.97
Acer	B08R7PQ4JW	159.99	661	130,572.5
Acer	B0BGM54LT6	449.99	53	23,917.56
Acer	B0B6DFG1FQ	109.99	1,818	235,643.1
Acer	B0148NNKTC	99.99	917	87,704.84
Acer	B0BS9TDY31	99.99	475	53,573.73
Acer	B07YGY3RLN	159.99	536	86,522.98
Acer	B0C7WGTKJZ	129.99	318	34,666.57
Acer	B0CRC7STK8	79.99	12	952.93
Acer	B07QPBXVBQ	228.88	9	1,833.58
Acer	B0CBVTGLBK	104.98	1,031	97,725.7
Acer	B091FYS5D5	229.99	106	21,789.22
Acer	B096L3JJ39	228	2	401.94
Acer	B0CJQ7NRDF	99.99	117	12,178.11
Acer	B0C4C69HG7	64.99	723	51,788.69
Acer	B0CD3BXNCW	279.99	11	3,079.89
Acer	B0B887H4JQ	149.99	4	643.48
Acer	B0CJQ7NRDF	99.99	117	12,178.11
Acer	B0C4C69HG7	64.99	723	51,788.69

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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
AllwevieeSolar 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	B0B32W1YK1	459.00	1	459.00
Amulets	B0C7QFND4W	39.99	365	14,794.65
amulets	B0C7FND4W	39.99	3,276	131,943.24
amulets	B0C7FND4W	39.99	100	3,999.00

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Dataset - Diaper Rash Cream

Brand	ASIN	Price	Est. Sales	Est. Revenue
365 by Whole Foods Market	B08RG1HSB6	8.39		
A D	B0197XWKYY	4.24	12,545	48,332.12
A D	B016I2JUWM	14.99	13,065	182,454.1
A D	B016N3PHBO	5.89	4,016	24,729.73
A D	B00DQD63NG	9.99	4,758	47,358.43
A D	BOCQKFPKLL	13.5	139	1,846.64
A D	B016I352K0	22.76	220	22.88
A D	B001EPQ1WG	27.31	61	1,646.39
A D	B002OTLNVA	4.24	3,799	15,483.76
A D	B01D2NTLZG	5.47	10,170	54,630.26
A&D	B00ZPR8KW8	11.59	656	7,466.52
AbsolutelyNatural	B07MZHD8CN	14	10	140
ACPLAY	B0C46YT6NL	14.99		
ADAGIO	B0CMR6GNXZ	9.99		
AlbaBotanica	B000OO7546	8.3	1,093	5,584.49
AlevaNaturals	B00PQ5IWH2	9.99	37	369.63
All Good Makes Everything Better	B003MUQRWU	13.49	613	8,269.37
All Good Makes Everything Better	B08KWMD65H	19.99	633	12,653.67
AmazonBasics	B07RCTTKB3	9.31	2,262	19,752.35
AmazonBasics	B09HHD9X58	10.5	8,023	84,241.5
AmazonBasics	B09HH8KR2X	8.36	1,221	9,966.22
Aorfler	B08C65ZHW2	6.68	185	1,235.8
Aorfler	B0CK3TH448	6.68	182	1,214.76
Aquaphor	B000U30944	16.27	25,498	415,200.1
Aquaphor	B000U30944	12.97	17,346	225,008.8

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

Main Metrics for January 2024 - Monitors

Brand	Total Revenue	Total Sales	Market Share Revenue	Market Share Sales
Sceptre Inc.	\$4,305,159.12	34,750	13.78%	16.52%
LG Electronics	\$3,285,940.06	15,845	10.52%	7.53%
Acer	\$2,001,885.85	17,804	6.41%	8.46%
Sumsung	\$4,247,121.34	12,700	13.59%	6.04%
Dell	\$2,525,525.77	12,432	8.08%	5.91%
Asus	\$2,719,553.34	13,518	8.70%	6.43%
KOORUI	\$530,987.68	5,024	1.70%	2.39%

Total Revenue \$31,249,248.06

Total Sales 210,380

Main Metrics for December 2023 - Monitors

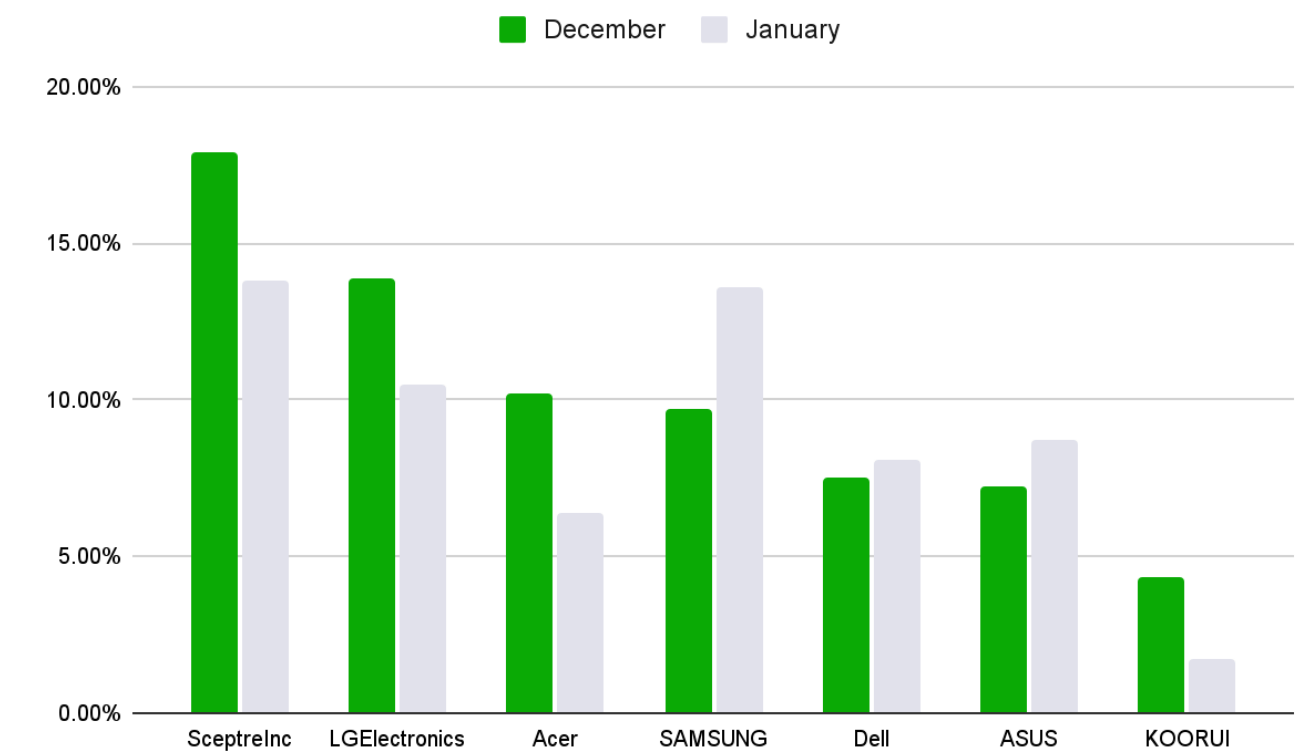
Brand	Total Revenue	Total Sales	Market Share Revenue	Market Share Sales
Sceptre Inc.	\$1,157,076.77	36,116	17.92%	20.76%
LG Electronics	\$3,680,853.06	15,385	13.91%	8.84%
Acer	\$2,696,138.42	20,910	10.19%	12.02%
Sumsung	\$2,573,216.01	11,031	9.73%	6.34%
Dell	\$1,992,209.98	9,607	7.53%	5.52%
Asus	\$1,910,018.59	9,651	7.22%	5.55%
KOORUI	\$1,157,076.77	10,787	4.37%	6.20%

Total Revenue \$26,458,945.72

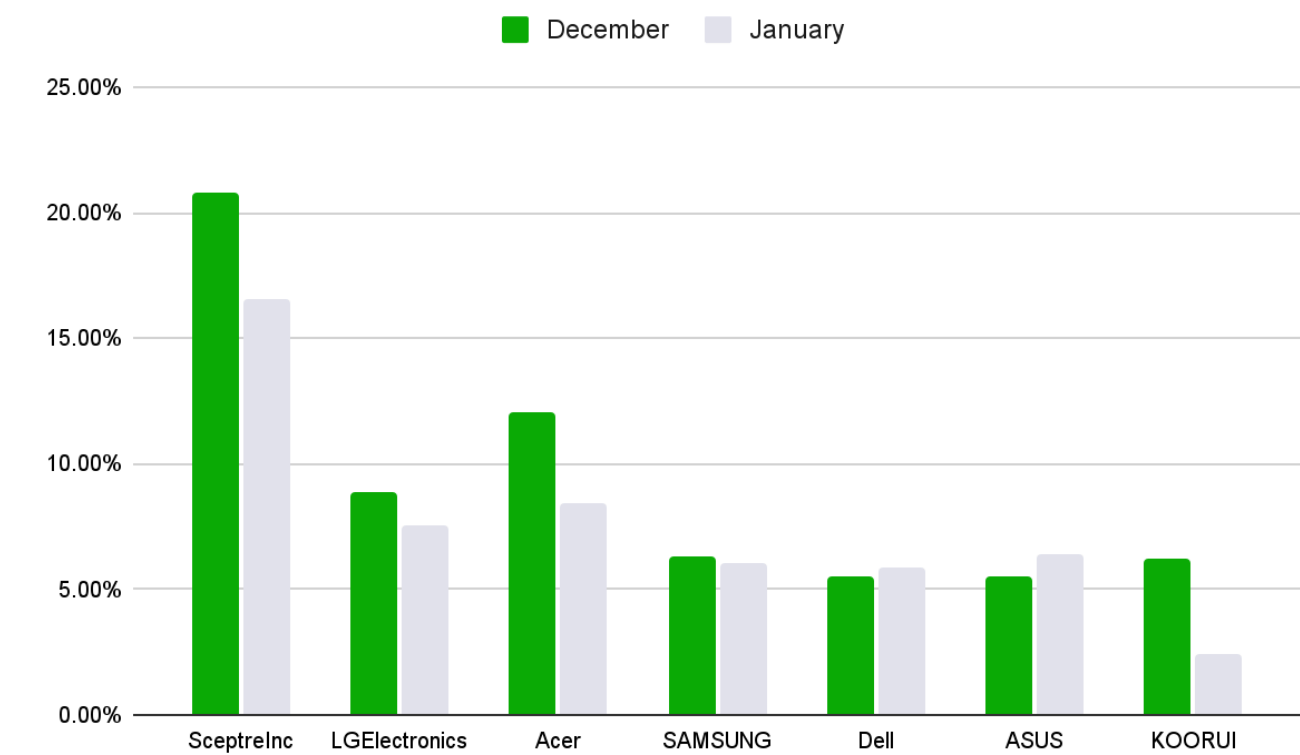
Total Sales 173,945

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Market Share Revenue - Monitors



Market Share Sales - Monitors



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Conclusion - Monitors

In summary, January of this year marked a notable upturn in total revenue and sales compared to December, with a significant increase of approximately \$5 million in revenue and over 36,000 units in sales. Despite this overall positive trend, market shares dwindled for several key players, including Sceptre Inc., LG Electronics, Acer, and KOORUI, with KOORUI suffering a drastic decline in monthly revenue by more than half.

Conversely, SAMSUNG, Dell, and ASUS witnessed growth in both sales and revenue, with SAMSUNG experiencing a remarkable surge from 9.73% to 13.59% in revenue share. Certainly, it is reasonable to infer that Samsung's revenue growth can be attributed to the adoption of increased pricing strategies for their products during the specified period.

Furthermore, it's worth noting that several brands, which had lower sales in December, demonstrated impressive revenue growth in January. AOC, HP, Philips, and SANSUI all achieved significant increases in monthly revenue, showcasing potential shifts in consumer preferences and market dynamics. Specifically, AOC reached \$818,757 in monthly revenue, HP reached \$720,802, Philips reached \$902,348, and SANSUI reached \$709,271.

Overall, while certain companies have faced challenges in maintaining their market share, others capitalized on expansion opportunities, suggesting a dynamic and evolving landscape within the industry. Continued monitoring and strategic adaptation will be crucial for navigating future developments and maximizing growth potential.

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

Main Metrics in January - Cameras

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

Main Metrics in December - Cameras

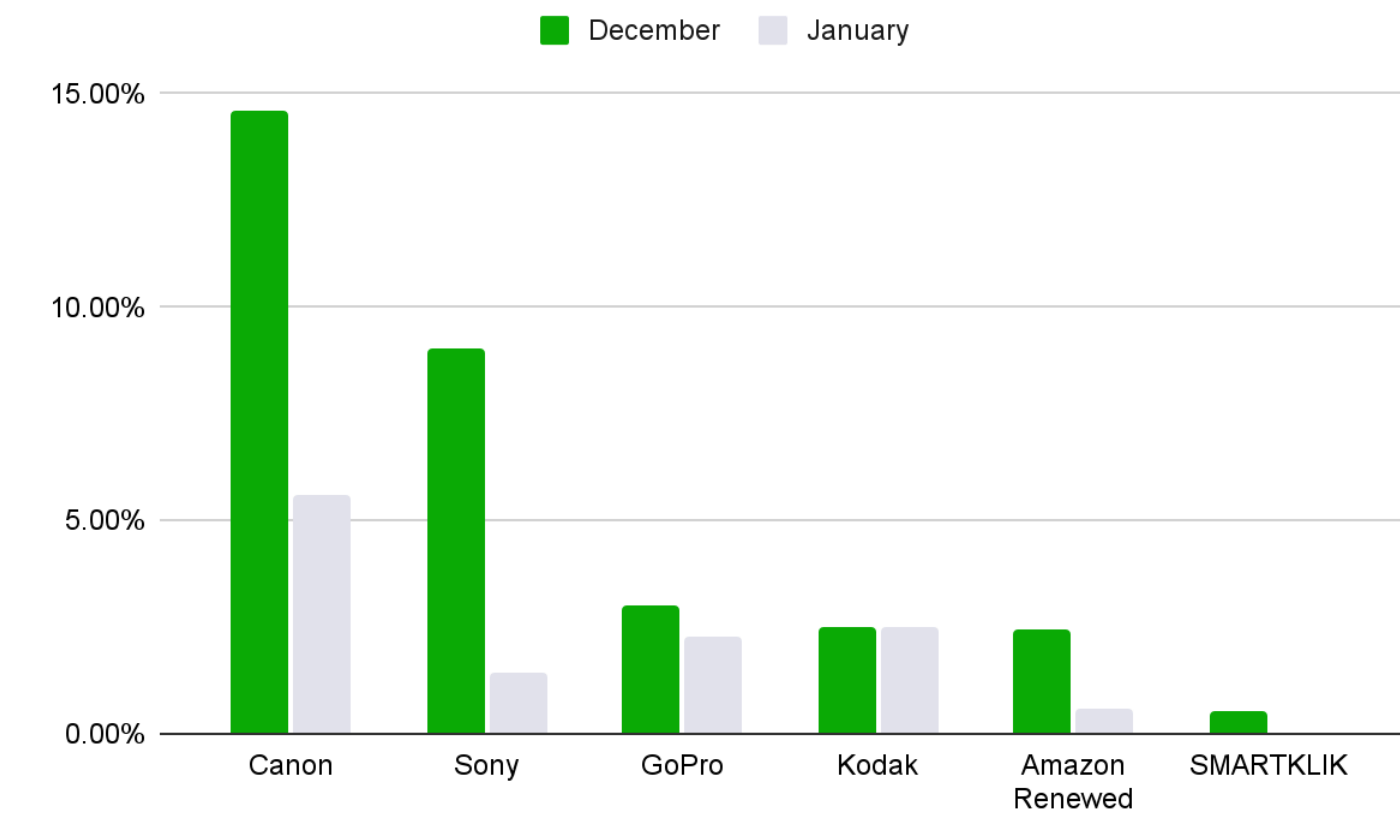
Brand	Total Revenue	Total Sales	Market Share Revenue	Market Share Sales
Canon	\$7,315,625.90	13,051	14.59%	2.92%
Sony	\$4,523,617.94	5,134	9.02%	1.15%
GoPro	\$1,504,786.89	5,053	3.00%	1.13%
Kodak	\$1,262,529.36	15,023	2.52%	3.36%
Amazon Renewed	\$1,240,682.17	10,034	2.47%	2.24%
SMARTKLIK	\$261,232.35	12,696	0.52%	2.84%

Total Revenue \$50,147,475.75

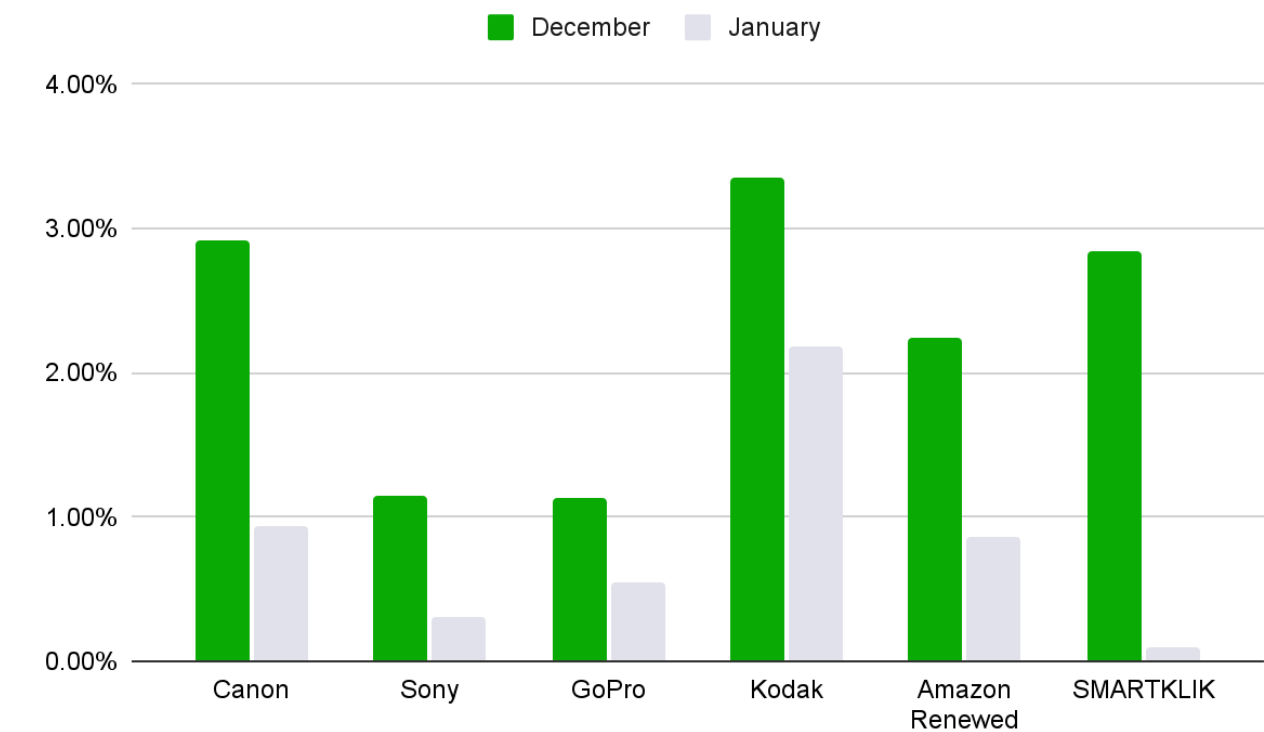
Total Sales 446,967

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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.

Dynamics of Revenue and Sales Shares Among Diaper Rash Cream Brands: December 2023 - January 2024

Main Metrics for January 2024 - Diaper Rash Cream

Brand	Total Revenue	Total Sales	Market Share Revenue	Market Share Sales
Aquaphor	\$2,478,355.33	190,482	16.82%	18.94%
Triple Paste	\$1,058,651.72	63,649	7.19%	6.33%
Boudreaux's Butt Paste	\$1,465,308.23	96,021	9.95%	9.55%
CeraVe	\$739,249.46	56,950	5.02%	5.66%
A&D	\$383,970.83	49,429	2.61%	4.91%
Aveeno	\$348,167.31	24,543	2.36%	2.44%
Cetaphil	\$443,159.75	28,933	3.01%	2.88%
Desitin	\$417,971.55	55,286	2.84%	5.50%

Total Revenue \$14,731,844.25

Total Sales 1,005,803

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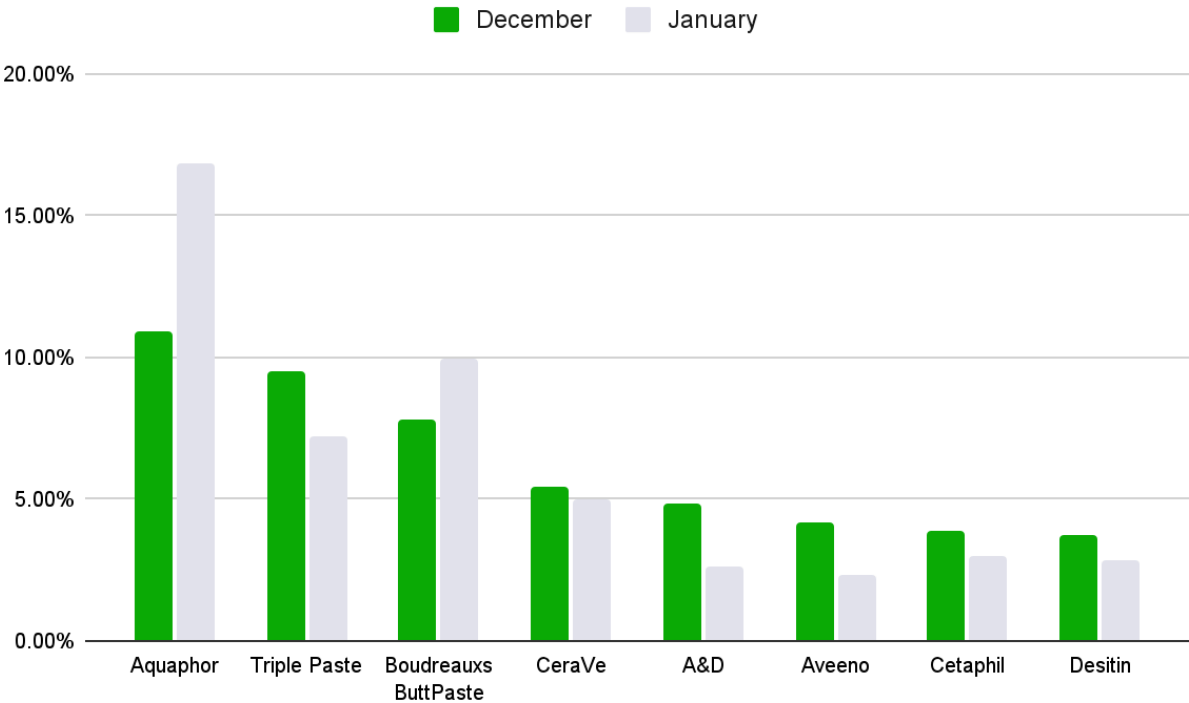
Main Metrics for December 2023 - Diaper Rash Cream

Brand	Total Revenue	Total Sales	Market Share Revenue	Market Share Sales
Aquaphor	\$1,224,888.00	203,561	10.91%	23.07%
Triple Paste	\$1,069,351.39	74,586	9.53%	8.45%
Boudreaux's Butt Paste	\$878,845.52	71,458	7.83%	8.10%
CeraVe	\$613,847.17	50,245	5.47%	5.69%
A&D	\$544,117.23	37,495	4.85%	4.25%
Aveeno	\$472,183.07	37,009	4.21%	4.19%
Cetaphil	\$437,408.89	28,484	3.90%	3.23%
Desitin	\$420,069.55	44,256	3.74%	5.01%

Total Revenue \$11,224,643.36

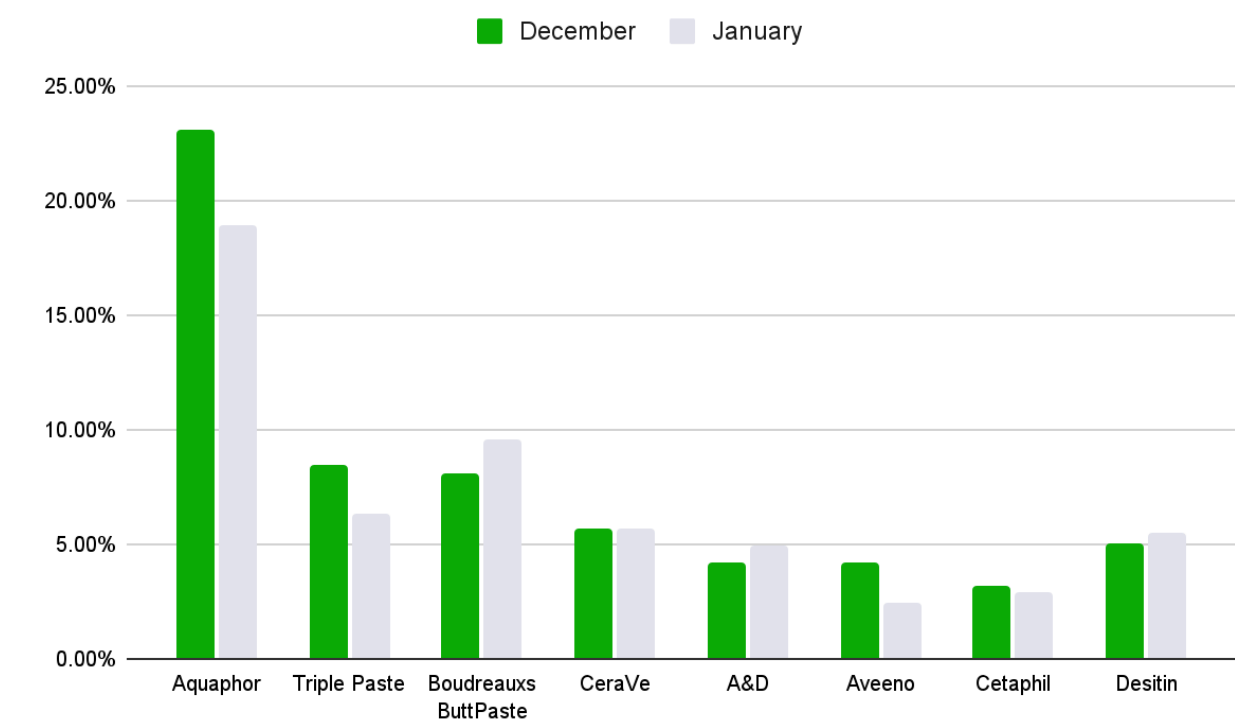
Total Sales 882,554

Market Share Revenue - Diaper Rash Cream



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Market Share Sales - Diaper Rash Cream



Conclusion - Diaper Rash Cream

In January, total revenue and sales showed significant increases compared to December, with revenue growing by around \$3.5 million and sales by over 120,000 units. Despite a slight decline in sales market share, Aquaphor still managed to increase its revenue share significantly. This indicates a potential strategy of increasing prices, resulting in higher revenue despite a smaller market share. Triple Paste experienced declines in both revenue and sales market share, suggesting potential challenges in maintaining its market position. Boudreaux’s Butt Paste emerged as a standout performer, showing growth in both revenue and sales market share. This indicates a successful market penetration strategy or product performance that resonates well with consumers. Aveeno faced significant challenges, evidenced by the sharp decline in both revenue and sales market share.

These findings emphasize the importance of staying flexible and responsive to changes in the market. By understanding these trends, companies can adapt their approaches to stay competitive and thrive in the ever-changing business landscape.

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