

# Retail Data Demonstrates Brand Movement

## BABEL STREET DATA

Retailers and analysts who follow the retail market know that data drives major decisions on purchasing, staffing, advertising, and more. However, collecting the data across countless retail sites takes time and effort. Babel Street Data has found that a major online retailer's top seller lists serve as a useful proxy for the retail market as a whole.

## Collection Details

Since 2013, Babel Street Data has performed a daily collection of information across the top 100 products for all first and second-level categories on the retailer's site. This collection includes purchased products by date, product name linked to brand name, product list price, and final sale price across thousands of public and private companies.

This data can be leveraged to gain day-to-day insights into the retail sector, helping to understand segment-level sales and trends for a given company, across competitors, and for a given sub-industry.

Consumer sentiment data is reflected by a product rating scale along with a count of ratings for each product that can be correlated with sales and pricing data as another predictor of where each product/brand is likely to trend. This data set has historically been valuable to investment managers in understanding product launches and consumer reception, and it can also provide insight into a company's brand and financial performance through pricing and discount trends.

This household name in online shopping has operations in over 200 countries and territories, employs over 1.5 million people worldwide, and has roughly 350 million products for sale<sup>1</sup>. This retailer calculates a list of top-selling products across numerous categories using its algorithms.

Data includes:

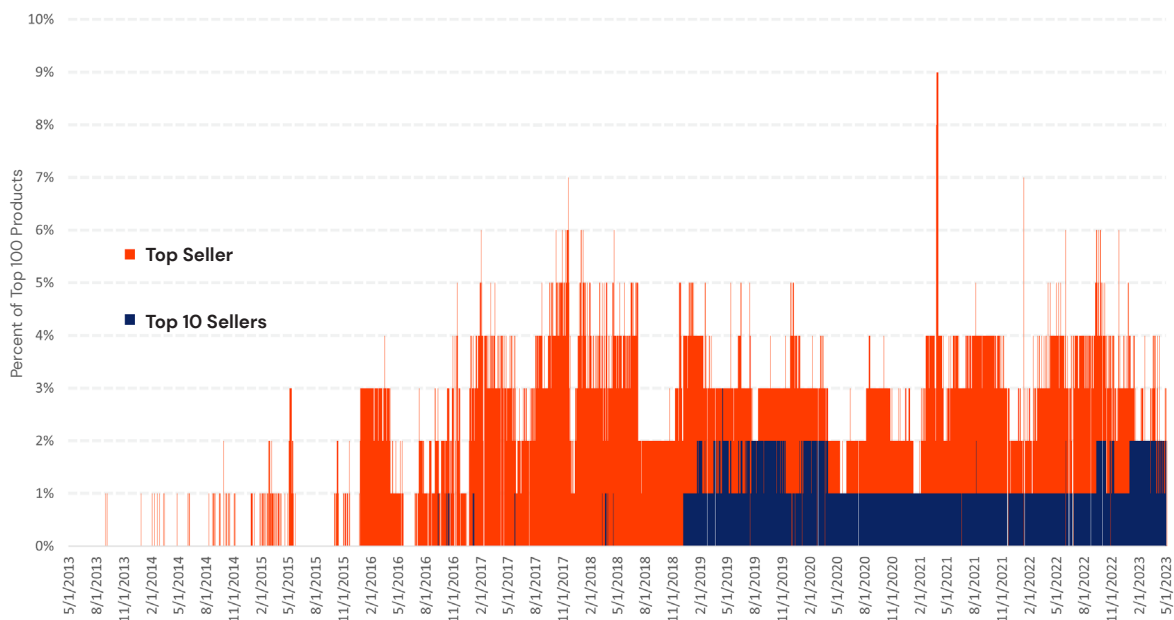
- **Sales volume** — number of units sold of a product over a given period
- **Sales velocity** — rate at which a product is selling
- **Sales rank** — position of a product on the list
- **Category** — category in which a product is listed
- **Price** — price of a product
- **Reviews** — number of reviews and average rating of a product
- **Promotions** — any promotions or discounts that are being offered

This study focuses on two brands with a consistent presence on the retailer's top seller list and the insights derived from our analysis. First, we will explore the rise and popularity of "Brand A" and its line of grills and grilling accessories within a category. Then, we'll examine the continued growth of "Brand B" across multiple categories.

## Brand A Heats Up

Founded in 1985, Brand A's pellet grill was designed to be a new type of grill that utilized compressed hardwood pellets for fuel and featured an electric auger to feed the pellets into the grill automatically. Initially a small family-run business, the Brand A family sold the brand to a venture capital group in 2006, which then sold it to a private equity firm in 2013. Under this new management, the Brand A pellet grills line received wide market distribution and began to grow in popularity.

Our top seller data shows the rise in popularity of this brand and their associated products within the "Garden & Outdoor" category, as the brand goes from zero to many products in the top 100. Furthermore, by July 2019, one or two Brand A products would appear within their category daily.



*Brand A in the "Garden & Outdoor" category*

This growth is even more remarkable considering that in 2013, when Brand A began to sell its new line of pellet grills, there was no existing market for the product, and zero "pellet grills" appeared within the top seller list in any category. By 2022, however, pellet grills grew to 12.7% of the top seller list for the Garden & Outdoor categories.

The brand's rise within the list was not limited to the Garden & Outdoor category. It also developed several other products related to

grills and outdoor cooking, which have continued to place well within the top seller ranks.

In particular, Brand A's line of hardwood pellets (sold in large bags) has routinely placed as the #1 item within the Grills and Outdoor Cooking category, and their line of thermometers and grill electronics have also been rated highly within the Electronics categories. In total, Brand A products reached top seller status in 18 different categories in 2022.

## Brand A Key Findings

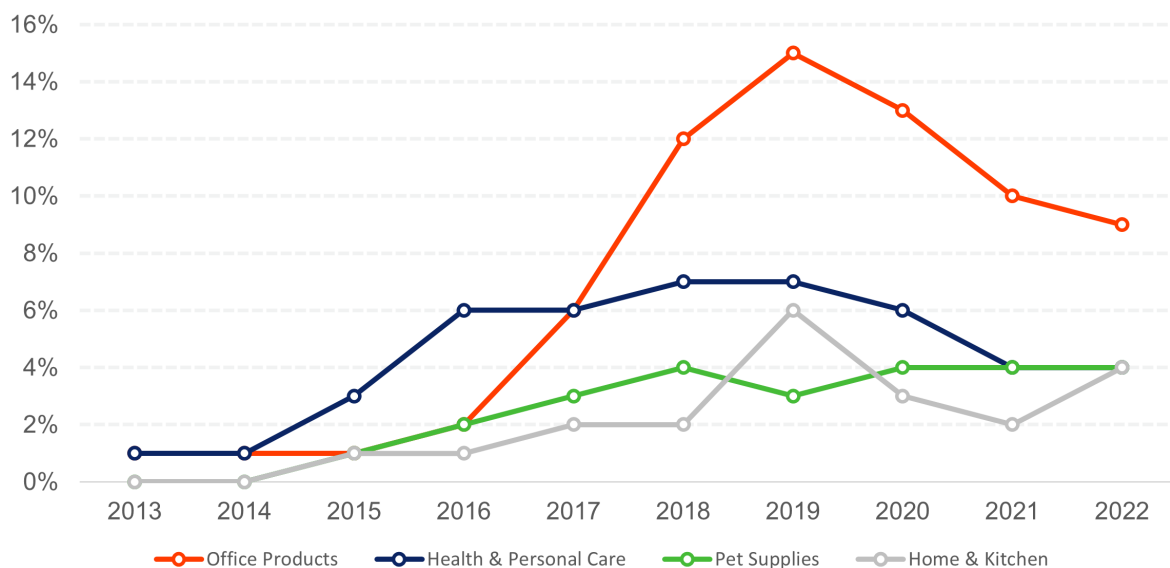
Using the historical data from the nationwide retailer, we found that Brand A continues to grow in popularity and is also the market leader within the pellet grill category. It increased grilling accessories sales, including grill covers, wood pellets, sauces and spice rubs, BBQ tongs and spatulas, and even cookbooks. Brand A has effectively used the online retailer's platform to sell and promote its products and increase consumer engagement with notifications for deals and sales, new products, and even content posts and recipes.

These efforts and expanding its product offerings have allowed Brand A to secure a spot on the top seller list daily within multiple categories.

## The Rise of Budget-Friendly

Brand B is a private label brand of a nationwide online retailer that offers a wide variety of everyday products at a low price. Brand B products are available in multiple categories, including electronics, home goods, office supplies, and more.

Launched in 2009, Brand B offers its products at a competitive price, making it an ideal choice for budget-minded shoppers and a powerful competitor in all the product categories in which it is present.



Brand B as a percentage of all top sellers in specific categories

We analyzed our data to understand Brand B products' performance and brand sentiment within 30 top-level categories over the last ten years.

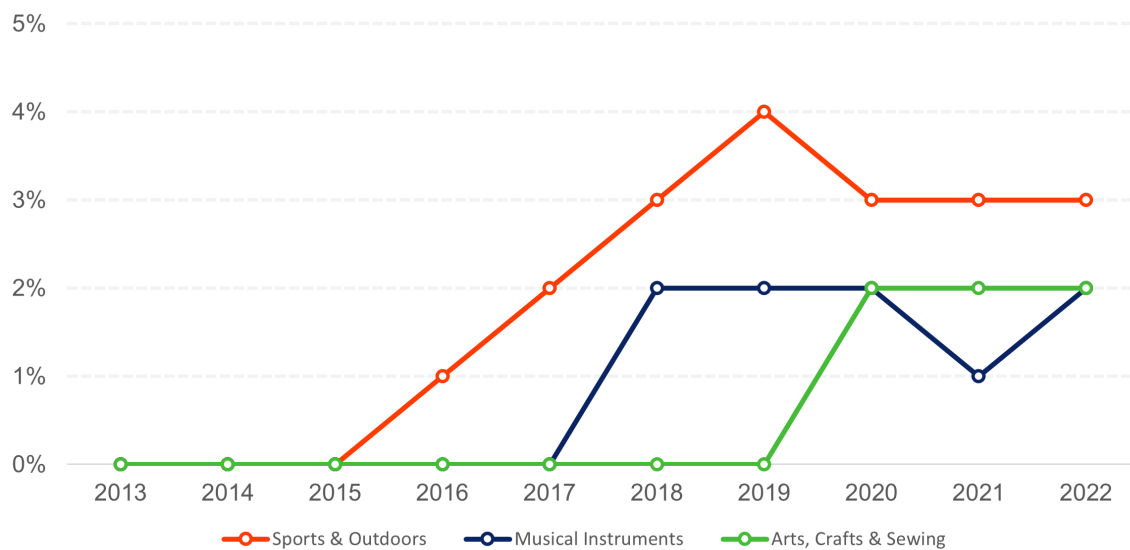
We found that Brand B saw significant upward trends in five categories, moving from less than 1% to commanding anywhere from 5-10% of the top seller lists in these categories over a short timeframe.

Some of these categories included:

**Cables** — Computer and phone cables, including Lightning, USB, and HDMI, are Brand B's number-one selling product line.

**Batteries** — Brand B dominates the battery space with many best-selling products, including standard AA and AAA batteries as well as specialty and rechargeable batteries.


**Wipes and cleaning cloths** — Brand B wipes used for home, auto, and pets continue to perform very well in multiple categories.



*Brand B new and trending products as a percentage of all top sellers*

In several categories, Brand B has entered the market and, while still a low percentage of the overall top seller list, has seen rapid upwards trends. From 2019 to 2020, Brand B art supplies and paper products for kids and adults likely benefited from the effect of the pandemic. Brand B art supplies jumped nearly 2.25% over a year, increasing in ranking as consumers worldwide looked to fill their time with hobbies during lockdowns.

Musical Instruments was another category that saw an increase of Brand B products on the top seller list. Microphones and microphone accessories, speaker and guitar stands, and cable sales have been a significantly growing market for Brand B since 2017.



Lastly, the rise in the Sports and Outdoors category was driven by the popularity of Brand B's line of yoga mats, exercise equipment, and foam rollers. The introduction of Brand B rubber-coated dumbbells made it an extremely fast-rising best-seller across all weights the retailer offers.

We also found that Brand B has zero to minimal presence in several top seller categories, even though it offers products within the categories.

### Brand B Key Findings

At one time, the Brand B product line was considered an off-brand or even a cheap knock-off of more well-known brand-name products. But over the years, the retailer established the brand's value by instilling strict quality-control measures and backing its products with a customer satisfaction guarantee.

Brand B continues to grow its product selection to provide shoppers with quality items at low prices. The ability to learn from internal data provided the company with ample insight to offer new products that appealed to their everyday customers. Internal insights increased Brand B's presence across multiple categories on top seller lists. They indicated that other brands could face increasing competition in spaces where Brand B products gained popularity.

This top seller data collection from Babel Street Data can help businesses better understand the competitive landscape and make informed pricing and product visibility decisions.

### Endnotes

<sup>1</sup> The nationwide retailer sells over 12 million products in its own inventory; when including third-party sellers, the total number of products available for sale is over 350 million.



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