

jumpshot presents

# The Competitive State of eCommerce Marketplaces



## Methodology

Jumpshot studied anonymous consumer actions on mobile and desktop devices within 500 eCommerce sites and marketplaces in Q2 2018, analyzing visits and transactions for different brand categories across these sites.

Amazon has **over 80% market share** across diverse product categories:



Electronics:  
**89.9% amazon**



Home Improvement:  
**83.8% amazon**



Sports, Fitness & Outdoors:  
**89.6% amazon**



Food:  
**81.8% amazon**



Household Essentials:  
**92.0% amazon**



Health (Medicines):  
**88.8% amazon**

But Amazon's dominance is being challenged.

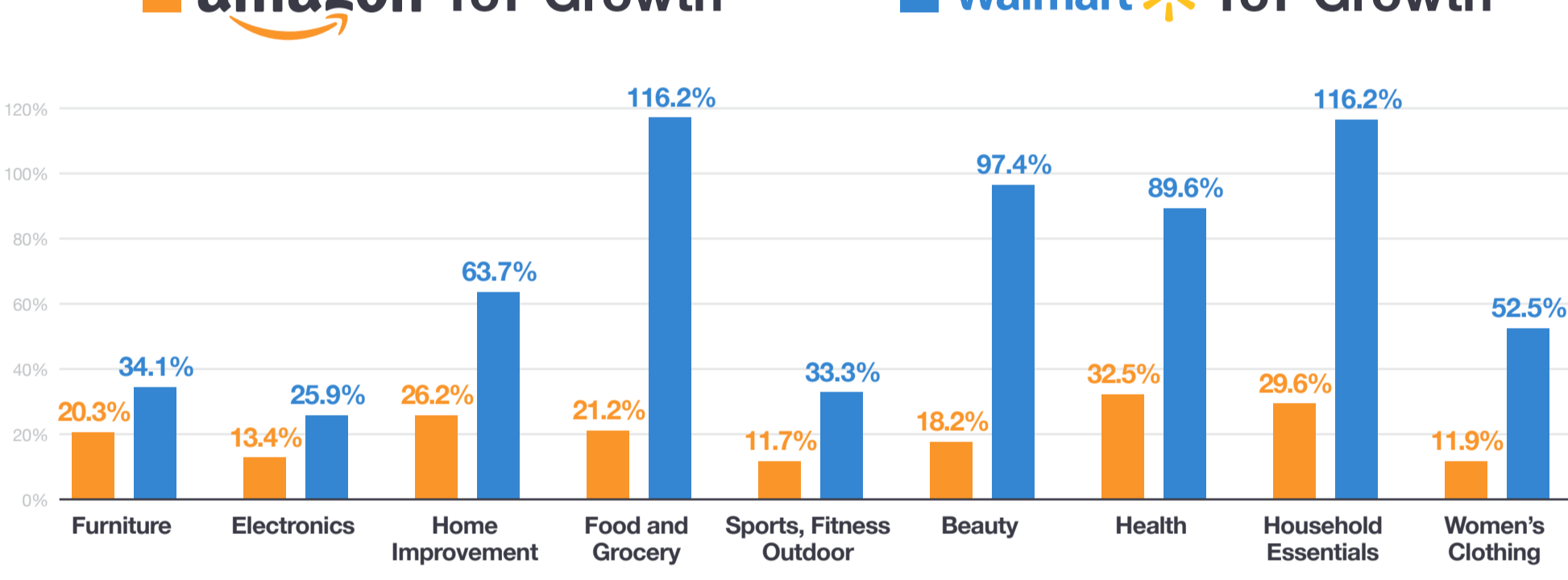
## YoY Growth

Furniture, Electronics, Home Improvement, Food/Grocery, Sports, Fitness & Outdoor, Beauty, Health (Medicine & Treatments), Household Electronics, Women's Clothing



But Amazon's YoY growth is **1.7x slower** than individual category growth.

Walmart is growing **3.5x faster** YoY than Amazon.



## Key Players and Trends within Various Product Categories:

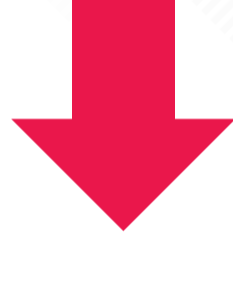
### Home Improvement

Walmart, Lowes, Home Depot



Although they have small market share, they are **growing rapidly YoY**.

Amazon



Amazon's market share **declined by 3%** compared to 2017.

### Furniture

Wayfair, Ikea



Ikea grew its market share by **57.4%** compared to last year.

Amazon, Walmart, Overstock



Amazon has **less than 50%** market share in furniture, which is rare across categories.

### Food

Walmart, Kroger



Walmart **grew 52%** and Kroger **grew 20% YoY**.

Amazon, FreshDirect, Peapod



**Specialized food delivery are losing** while big box stores increase market share.

### Beauty

Walmart, Macy's, Target



Superstores Walmart and Target **steal market share** from Amazon and Sephora.

Amazon, Sephora



Amazon is the market leader in Beauty but **lost 9%** market share YoY.

### Women's Clothing

Walmart, Macy's, JC Penny, Kohl's, H&M



H&M is growing its market share at a staggering pace of **77% YoY**.

Amazon



Amazon is losing transaction share **30% YoY** despite adding many designers to their portfolio.

Interested in more data? Download the full report at:

[jumpshot.com/proof](http://jumpshot.com/proof)

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