

jumpshot presents

Bringing Home Online Sales



The **Home** category saw a **23% increase** in online sales compared to 2017.



Bath

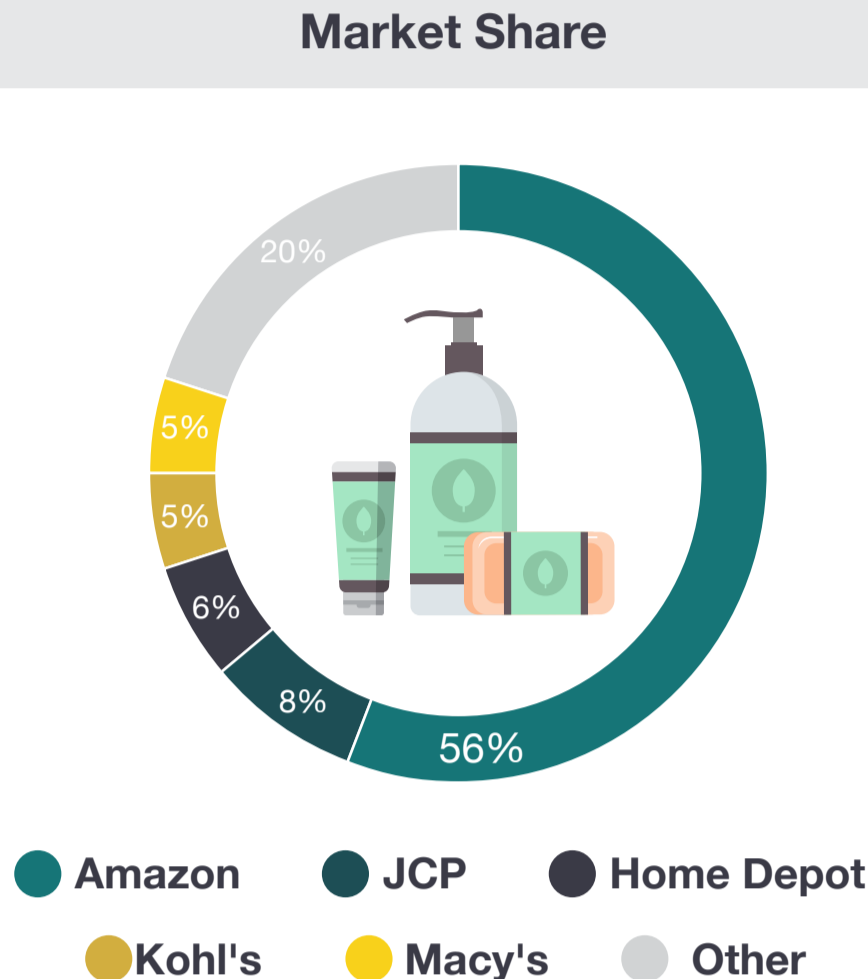
Bath product sales increased **nearly 30%** from 2017.

Top Brands

Brand	Market Share	YoY Change in Sales
InterDesign	3.5%	31% ▼
mDesign	2.1%	123% ▲
Amazon Basics	1.7%	202% ▲
Home by Argos	1.6%	8% ▲
JC Penny Home	1.6%	8% ▲

Top Retailers

Market Share



Kitchen and Dining

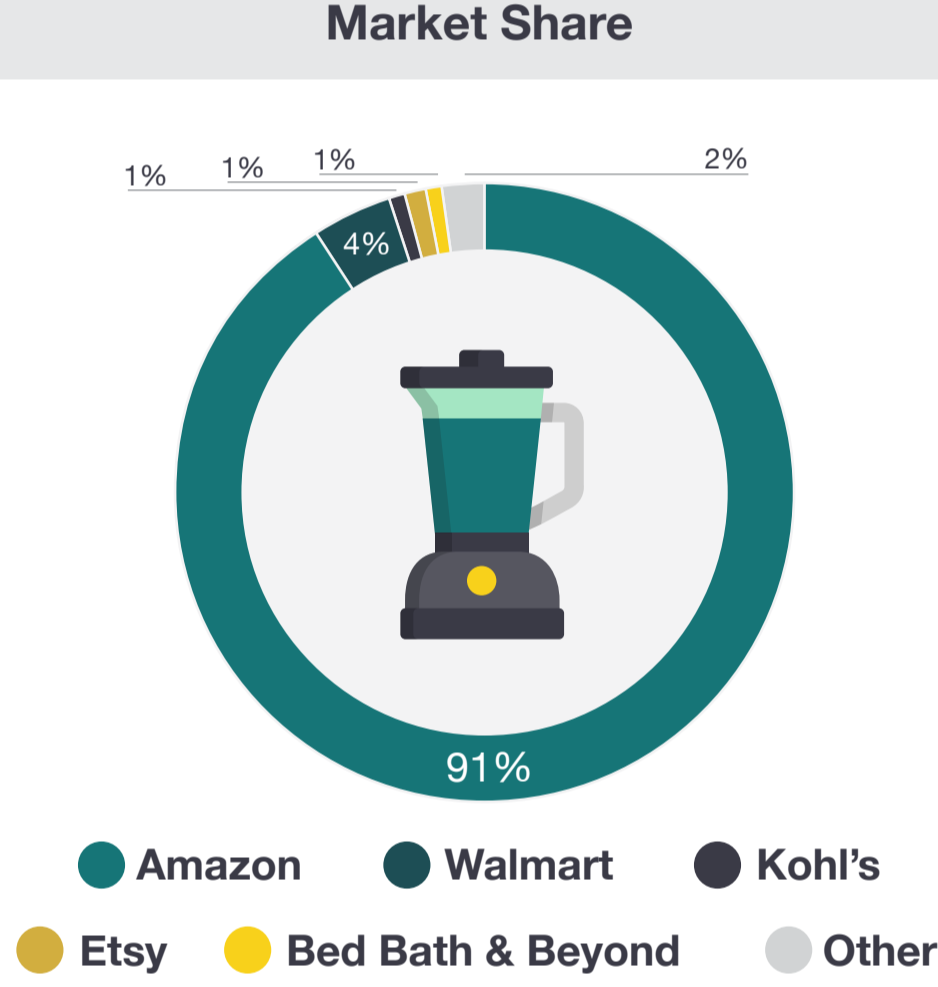
Amazon dominates **inexpensive product categories** including 'kitchen & dining.'

Top Brands

Brand	Market Share	YoY Change in Sales
Oxo	1.8%	7% ▲
Rubbermaid	1.3%	3% ▼
Wilton	0.9%	30% ▼
Cuisinart	0.9%	8% ▲
Norpro	0.7%	15% ▼

Top Retailers

Market Share



Patio, Garden and Lawn

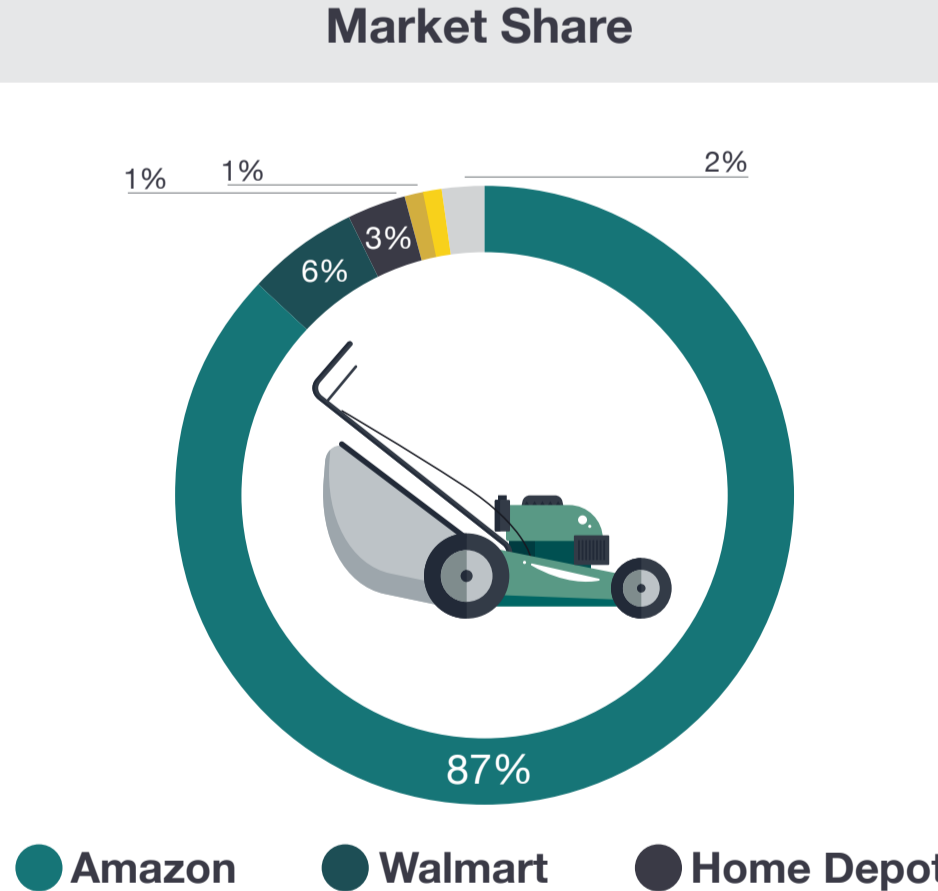
Sales **increased 2.7X** in summer months compared to winter, the largest jump in recent years.

Top Brands

Brand	Market Share	YoY Change in Sales
Intex	1.3%	7% ▼
Weber	1.2%	12% ▲
Amazon Basics	1.1%	29% ▼
Black & Decker	0.9%	26% ▼
Briggs & Stratton	0.9%	25% ▲

Top Retailers

Market Share



84% of marketers say they lack insights into e-commerce marketplaces.

Marketers need:



A detailed understanding of the competition and their tactics



A comprehensive view of all e-commerce retailers



A full perspective of customer path to purchase

Jumpshot is the only company that unlocks walled-garden data across all e-commerce marketplaces.

Learn more at

jumpshot.com

Jumpshot studied anonymous consumer actions within 500 online eCommerce sites and marketplaces in Q2 2018 and analyzed visits and purchases of different brand categories across these sites.

Our real-time, global panel of 100 million devices tracks 5 billion actions a day to deliver insights into online behavior from every consumer action.

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