











Top & Flop 50 Products on Amazon.com:
**Shopping Trends During the
Coronavirus Crisis**

sellics

Top 50 growing subcategories in the U.S. on Amazon: March vs February

1	Nintendo Switch 	+3247%	26	Outdoor Power Tools	+31%
2	Needlework	+433%	27	Outdoor Storage	+30%
3	Sports & Outdoor Play	+211%	28	Building Toys	+28%
4	Canned, Jarred & Packaged Foods	+170%	29	Security & Surveillance	+27%
5	Air Conditioners	+127%	30	Raw Materials	+26%
6	Arts & Crafts	+110%	31	Kitchen & Bath Fixtures	+25%
7	Fabric Decorating	+95%	32	Air Purifiers	+23%
8	Keyboards & MIDI	+93%	33	Oils & Fluids (Automotive)	+21%
9	Stringed Instruments	+87%	34	Herbs, Spices & Seasonings	+21%
10	Health & Baby Care	+81%	35	Sports & Fitness	+19%
11	Science Education	+79%	36	Potty Training	+13%
12	Puzzles	+77%	37	Television & Video	+13%
13	Meat & Seafood	+76%	38	Outdoor Heating & Cooling	+13%
14	Produce	+66%	39	Novelty & Gag Toys	+12%
15	Patio Furniture & Accessories 	+66%	40	Drums & Percussion 	+11%
16	Gardening & Lawn Care	+66%	41	Safety	+8%
17	Soups, Stocks & Broths	+53%	42	Bath	+8%
18	Learning & Education	+53%	43	Cooking & Baking	+8%
19	Dried Beans, Grains & Rice	+53%	44	Health Care	+7%
20	Farm & Ranch	+50%	45	Janitorial & Sanitation Supplies	+7%
21	RV Parts & Accessories	+48%	46	Breakfast Foods	+7%
22	Painting, Drawing & Art Supplies 	+46%	47	Dairy, Cheese & Eggs	+6%
23	Pools, Hot Tubs & Supplies	+43%	48	Foot, Hand & Nail Care 	+6%
24	Vision Care	+38%	49	Crafting	+6%
25	Arts & Photography	+34%	50	Kids' Electronics	+5%

Top 50 declining subcategories in the U.S. on Amazon: March vs February

1	Lighting & Ceiling Fans	-76%
2	Stuffed Animals & Plush Toys	-68%
3	Cell Phones	-64%
4	Wellness & Relaxation	-60%
5	Additive Manufacturing Products	-56%
6	Candy & Chocolate	-52%
7	Luggage & Travel Gear 	-51%
8	Car Seats & Accessories	-51%
9	Appliances - Small Appliances	-50%
10	Fabric	-49%
11	Heating, Cooling & Air Quality	-48%
12	Safety & Security	-47%
13	Humidifiers	-45%
14	Professional Dental Supplies	-45%
15	Ceiling Fans & Accessories	-45%
16	Jewelry 	-44%
17	Sexual Wellness	-43%
18	Stationery & Gift Wrap	-42%
19	Fish & Aquatic Pets	-40%
20	Fan Shop (Sports & Outdoors)	-40%
21	Gifts 	-40%
22	Oral Care	-39%
23	Women (Clothing)	-38%
24	Organization, Storage & Transport	-38%
25	Men (Clothing; Shoes & Jewelry)	-37%
26	Portable Audio & Video Electronics	-37%
27	Dolls & Accessories	-37%
28	Makeup	-35%
29	Wind & Woodwind Instruments 	-35%
30	Hobbies (Toys & Games)	-35%
31	Gift Wrapping Supplies	-35%
32	Garbage Disposals	-34%
33	Gear (Baby Products)	-34%
34	Cases, Holsters & Clips	-34%
35	Car Electronics & Accessories	-33%
36	Action Figures & Statues	-33%
37	Test, Measure & Inspect (Industrial)	-33%
38	Office & School Supplies	-32%
39	Party Decorations & Supplies	-31%
40	Tires & Wheels 	-31%
41	Home & Kitchen	-30%
42	Shoe, Jewelry & Watch Accessories	-30%
43	Kitchen & Dining	-29%
44	Hydraulics, Pneumatics & Plumbing	-29%
45	Replacement Parts (Automotive)	-29%
46	Home Decor	-28%
47	Beading & Jewelry Making	-28%
48	Interior Accessories (Automotive)	-27%
49	Costumes & Accessories	-27%
50	Outdoor Recreation	-26%

What are Americans buying on Amazon since the COVID-19 pandemic hit?

We analyzed February and March 2020 to determine: Which products are seeing the most sales growth in the US since the advent of the coronavirus, and, conversely, which are now seeing the sharpest decline?

Our analysis is based on quantitative and qualitative surveys, anonymized aggregated data as well as complex analytical models.

We compared estimated sales by subcategory in March to February 2020 on Amazon.com, to see which subcategories saw the (comparatively) highest increases and steepest decreases during this short period.

For a sense of scale, besides the rank of top growing and declining subcategories, you will find the accompanying increase and decrease percentages for each category.

Top Products

About a third (34%) of the products fall into 'Entertainment & Activities', featuring the ultimate chart-topper, the 'Nintendo Switch', with an impressive 3246% increase. The creative lean for these activities is also well represented with 'Needlework' taking second place, increasing in sales by over 4x (+433%).

The next most significant trend represented is 'Groceries & Home Basics' (26%) followed by 'Backyard Betterment' (14%) with 'Canned, Jarred & Packaged Foods' (+170%) and 'Patio Furniture & Accessories' (+66%) both making the top-fifty cut.

Flop Products

As for the chart-droppers, there is one (unsurprising) common theme: Not leaving the house. Shoppers are on the whole much less likely to purchase any products which are associated with either leaving the house, visiting friends, or, especially, traveling:

'Luggage & Travel Gear' (-51%), 'Gifts' (-40%), and clothing for men (-37%) and women (-38%) all made the list.

Higher ticket or luxury items such as 'Cell Phones' (-64%) and 'Jewelry' (-44%) also saw significant decreases in spending, which is to be expected in the current climate of economic uncertainty.

And while Home Improvement is an up-and-coming (positive) trend, this chart makes clear that it won't be applied indiscriminately. Items with long lifecycles (more likely to be installed in new accommodations) and/or that require assistance with installation are unlikely to be purchased in the current climate.

'Lighting & Ceiling Fans' (-76%), 'Appliances' (-50%) and other subcategories fitting this description make up almost 20% of this list with decreases ranging from 76 to 29%.

What can we extrapolate from these trends, and what can they tell us about how to navigate Amazon during the COVID-19 crisis?

Check in on the Sellics Blog for regular updates, reports, and analyses to learn more.