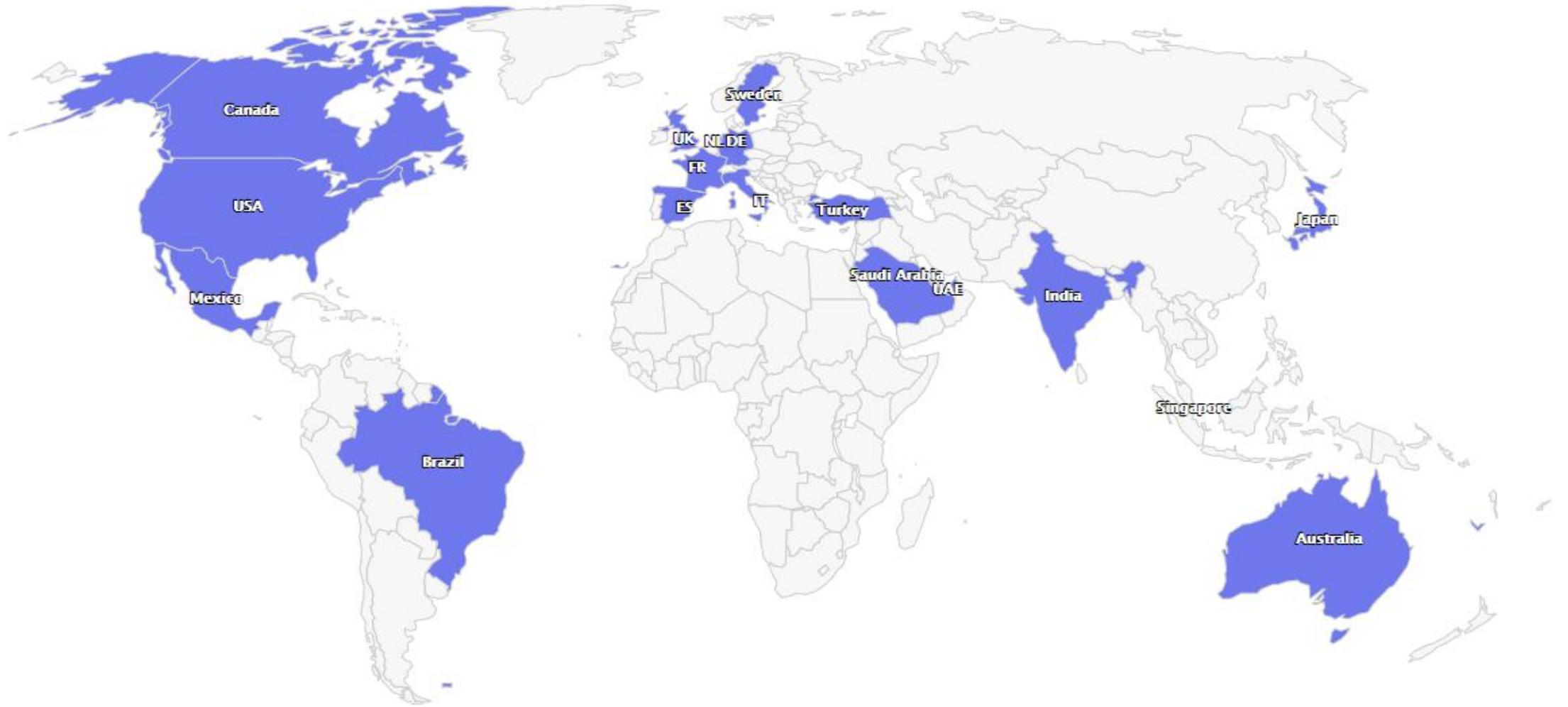
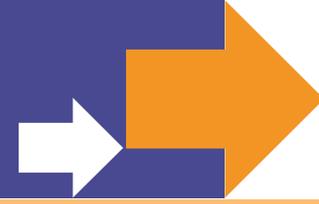


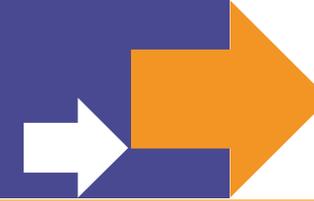


亚马逊年度数据报告2020

卖家精灵出品

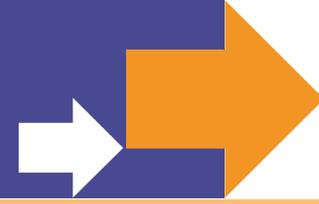


截止2020年12月



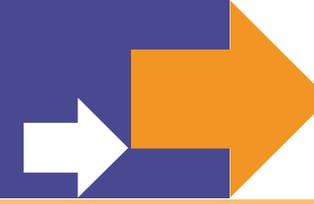
(亿美元)	2016年	2017年	2018年	2019年	2020年
国际站销售额	439.9	543.0	658.7	747.2	1044.2
国际站销售占比	36%	34%	32%	31%	30%
北美站销售额	798.1	1061.3	1413.8	1707.7	2362.9
总销售(亿美元)	1238.0	1604.3	2072.5	2454.9	3407.1

来源：亚马逊各季度财报及Marketplacepulse

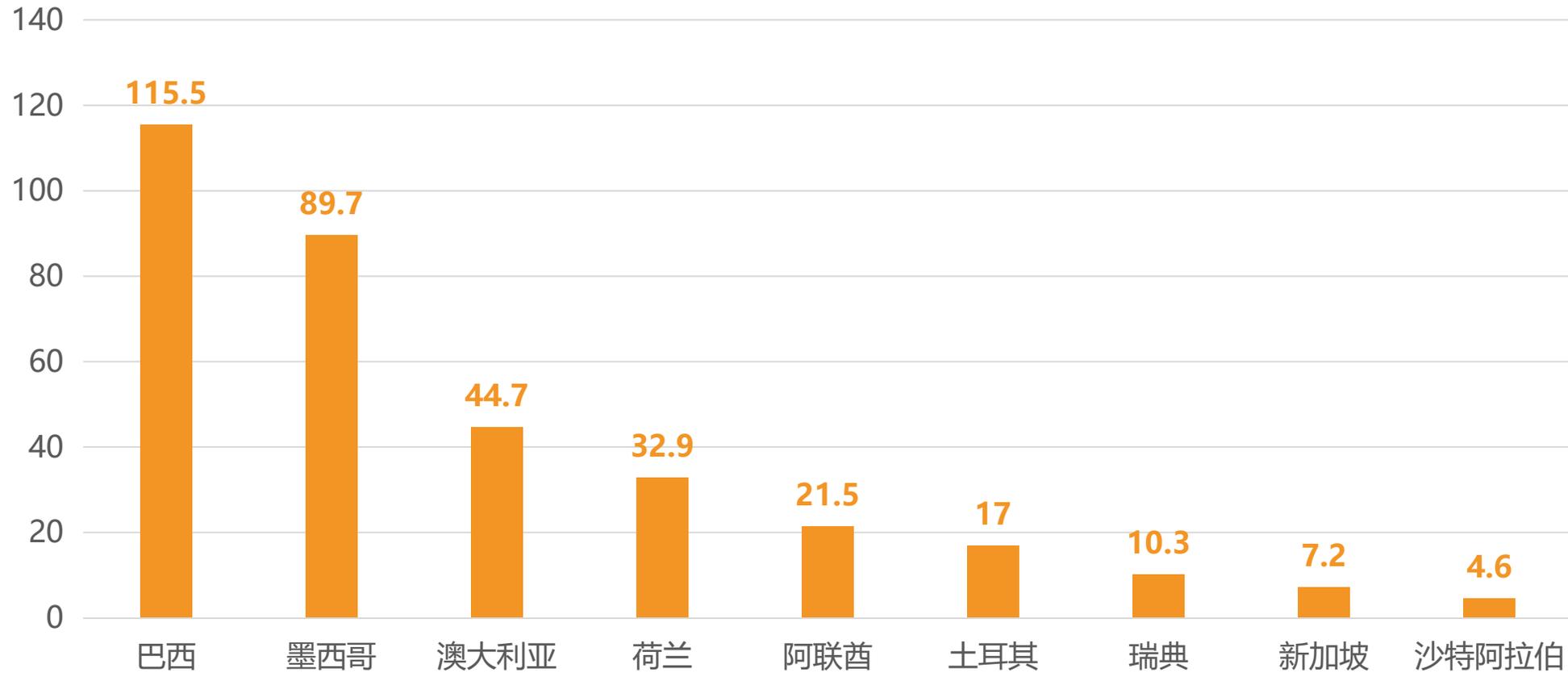


单位: 百万 来源: SimilarWeb 市场: Amazon全球





单位: 百万 来源: SimilarWeb 市场: Amazon全球

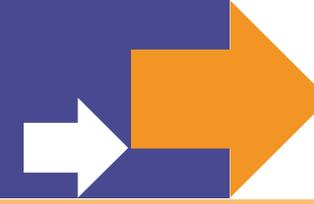


亚马逊2020年全球净收入：Global net revenue of Amazon.com

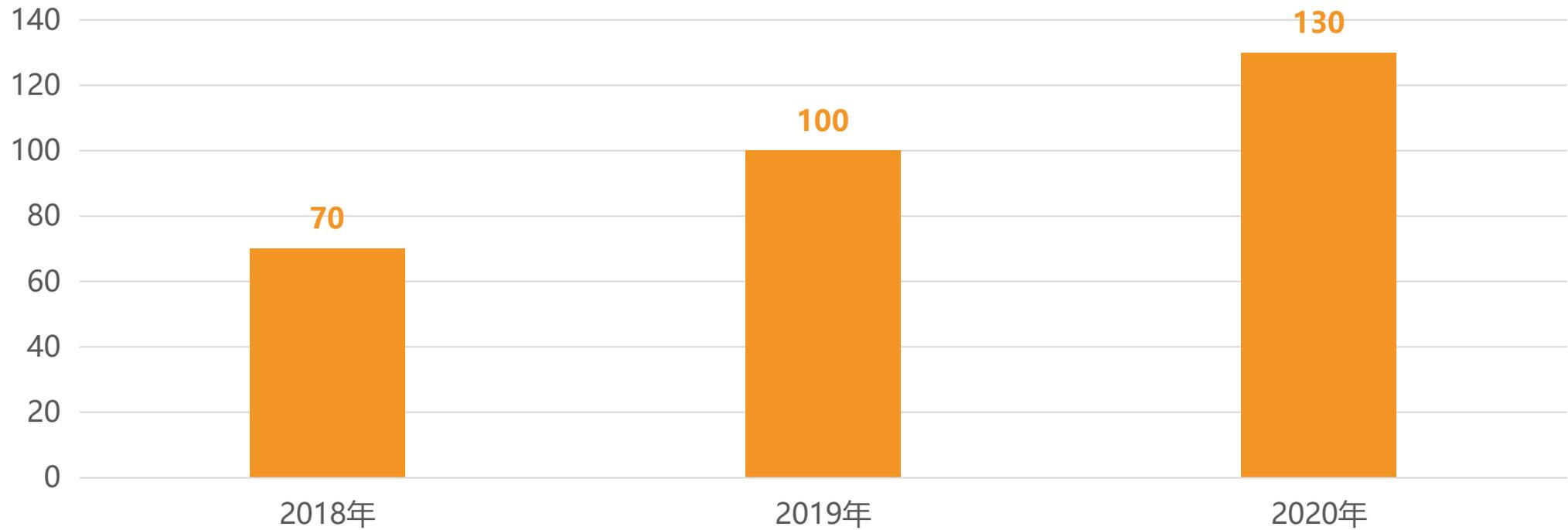


(百万美元)	Net revenue	Online stores	Physical stores	Retail third-party seller services	Subscription services	AWS	Other
2018-Q4	72,383	39,822	4,401	13,383	3,959	7,430	3,388
2019-Q1	59,700	29,498	4,307	11,141	4,342	7,696	2,716
2019-Q2	63,404	31,053	4,330	11,962	4,676	8,381	3,002
2019-Q3	69,981	35,039	4,192	13,212	4,957	8,995	3,586
2019-Q4	87,437	45,657	4,363	17,446	5,235	9,954	4,782
2020-Q1	75,452	36,652	4,640	14,479	5,556	10,219	3,906
2020-Q2	88,912	45,896	3,774	18,195	6,018	10,808	4,221
2020-Q3	96,145	48,350	3,788	20,436	6,572	11,601	5,398
2020-Q4	125,555	66,451	4,022	27,327	7,061	12,742	7,952
2019全年	2805亿美元	1412亿美元	172亿美元	538亿美元	192亿美元	350亿美元	141亿美元
2020全年	3861亿美元	1973亿美元	162亿美元	804亿美元	252亿美元	454亿美元	215亿美元

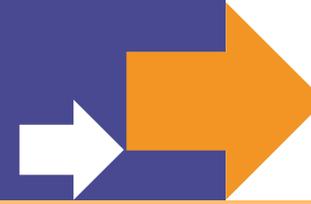
来源：亚马逊季度财报 市场：Amazon全球



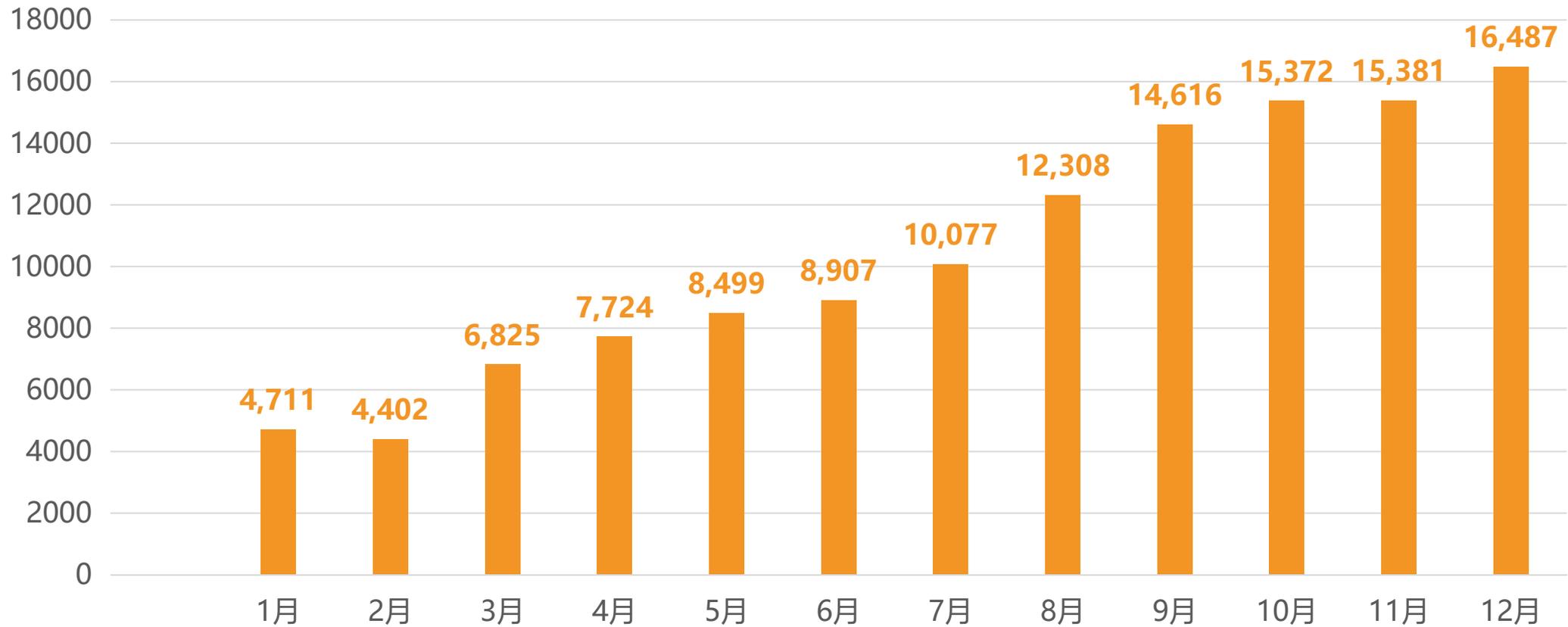
Amazon Advertising Spending in the US 美国站广告支出费用 (单位: 亿美元)



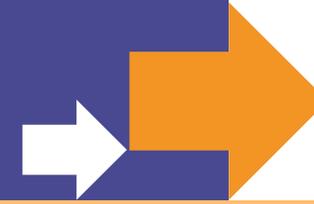
来源: eMarket 市场: Amazon美国



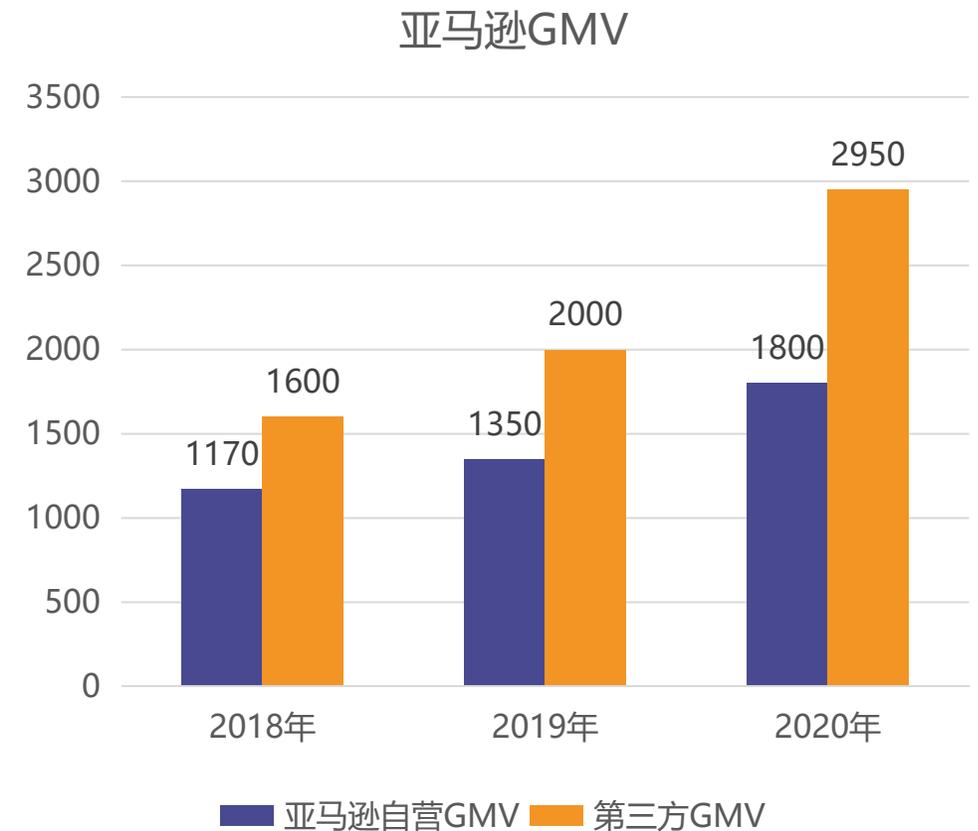
美国站Screen Protectors(屏幕保护膜)Top100产品的平均评分数



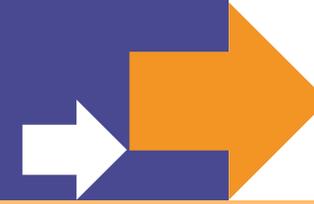
来源：卖家精灵 大数据选品 市场：Amazon美国



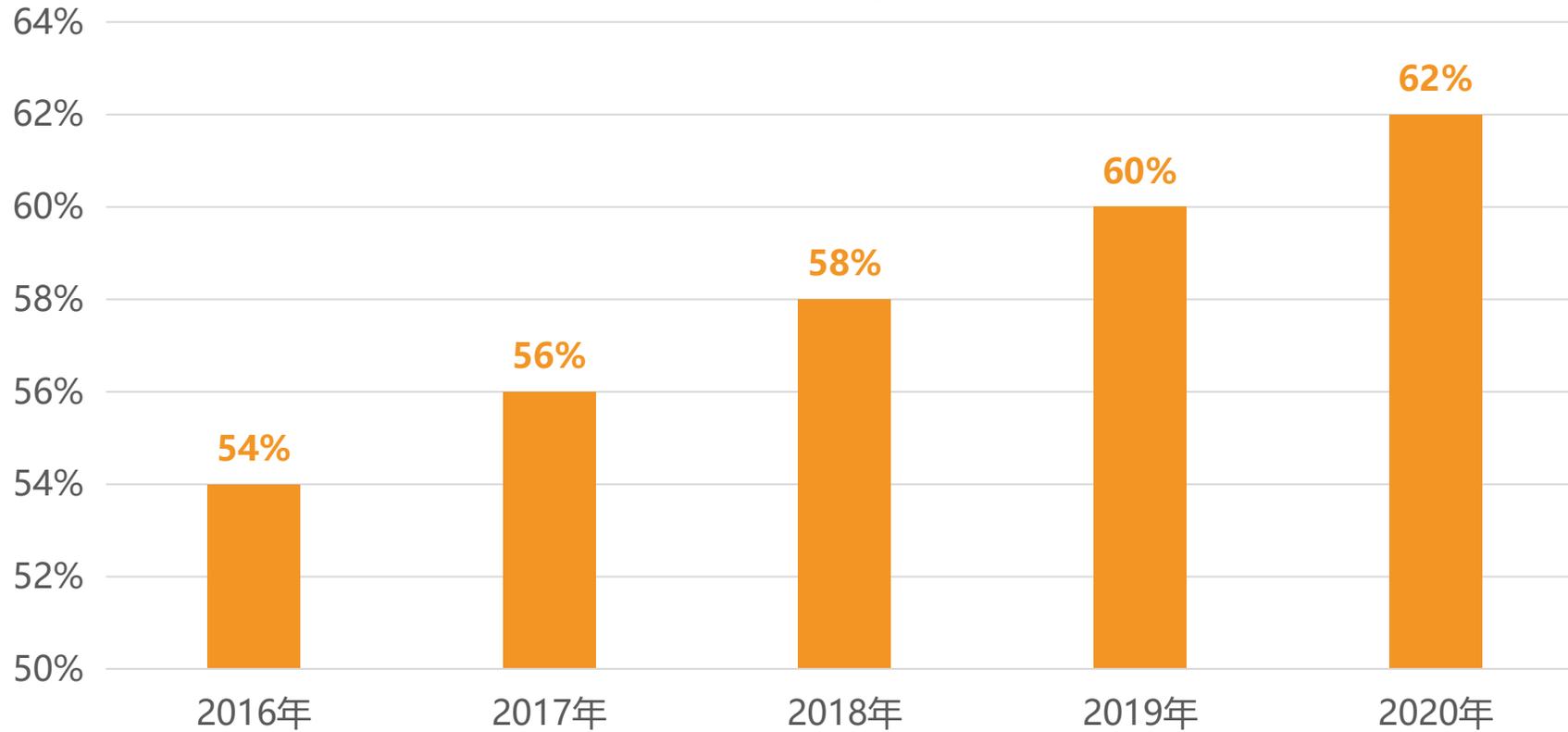
	2018年	2019年	2020年
亚马逊自营GMV	1170	1350	1800
第三方GMV	1600	2000	2950
第三方GMV占比	58%	60%	62%
总GMV(亿美元)	2770	3350	4750



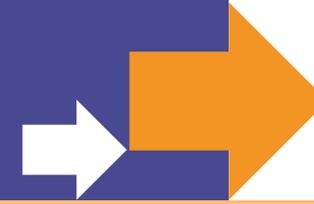
来源: Marketplacepulse 市场: Amazon全球



第三方GMV占比



来源: Marketplacepulse 市场: Amazon全球



亚马逊自营和第三方卖家销售额的占比

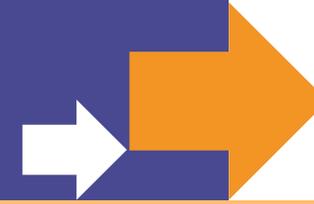
Category	First-Party % of Total Sales \$	Private Brand % of First-Party	Third-Party % of Total Sales \$
Consumer Electronics	43%	3%	57%
Beauty	35%	<1%	65%
Home & Kitchen	33%	4%	67%
Softlines	28%	9%	72%
Books	74%	<1%	26%
Consumables	41%	2%	59%
Toys	42%	<1%	58%

First-Party:
亚马逊供应商卖家

Private Brand:
亚马逊自有品牌

Third-Party:
亚马逊第三方卖家

来源: Marketplacepulse 市场: Amazon全球



亚马逊自营和第三方卖家Listing数量的占比

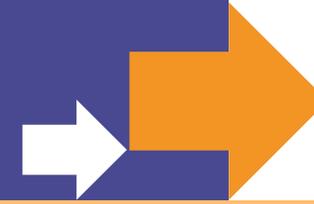
Category	First-Party % of Total Listings	Private Brand % of First-Party	Third-Party % of Total Listings
Consumer Electronics	4%	<1%	96%
Beauty	4%	<1%	96%
Home & Kitchen	1%	<1%	99%
Softlines	8%	<1%	92%
Books	34%	<1%	66%
Consumables	3%	<1%	97%
Toys	9%	<1%	91%

First-Party:
亚马逊供应商卖家

Private Brand:
亚马逊自有品牌

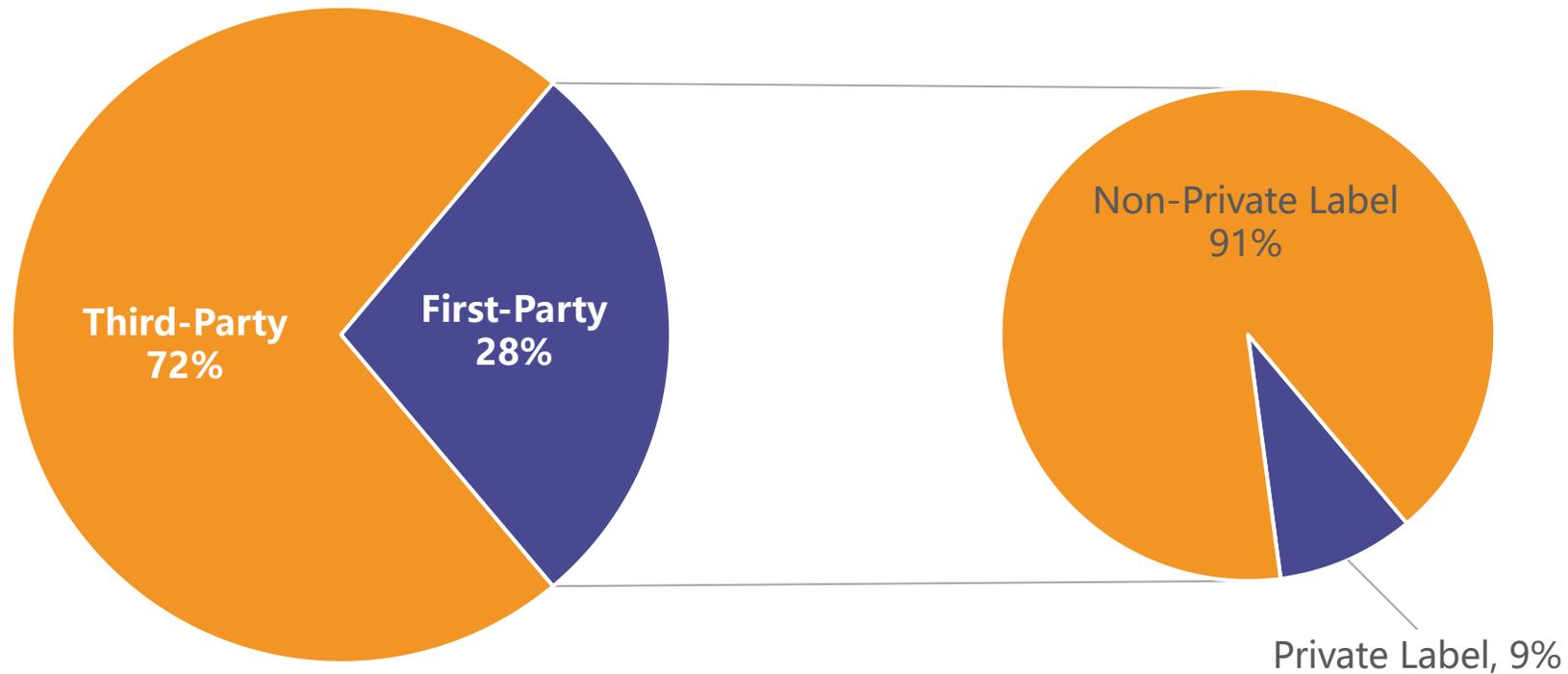
Third-Party:
亚马逊第三方卖家

来源: Marketplacepulse 市场: Amazon全球



服装、鞋子和配饰类目亚马逊自营和第三方卖家销售额的占比

Clothing, Shoes & Accessories Amazon Department GMV



First-Party:
亚马逊供应商卖家

Third-Party:
亚马逊第三方卖家

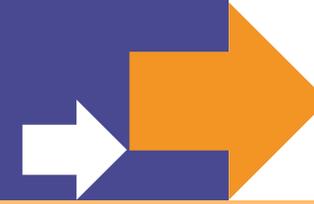
Private Label:
亚马逊自有品牌卖家

来源: Marketplacepulse 市场: Amazon全球

美国站 2021.01.01更新	Total	Top 1%	Top 3%	Top 5%	Top 10%
Total (在售商品数, 最大Sales Rank值)	429,840,326	4,298,406	12,895,212	21,492,017	42,984,030
Clothing, Shoes, & Jewelry	123,330,263	1,233,303	3,699,908	6,166,513	12,333,026
Home & Kitchen	66,302,783	663,028	1,989,083	3,315,139	6,630,278
Books	62,468,064	624,681	1,874,042	3,123,403	6,246,806
Sports & Outdoors	31,460,004	314,600	943,800	1,573,000	3,146,000
Automotive	23,594,791	235,948	707,844	1,179,740	2,359,479
Tools & Home Improvement	18,786,100	187,861	563,583	939,305	1,878,610
Electronics	14,623,070	146,231	438,692	731,154	1,462,307
Cell Phones & Accessories	13,955,134	139,551	418,654	697,757	1,395,513
Industrial & Scientific	11,154,134	111,541	334,624	557,707	1,115,413
Beauty & Personal Care	9,617,007	96,170	288,510	480,850	961,701
Patio, Lawn, & Garden	8,839,721	88,397	265,192	441,986	883,972
Art, Crafts, & Sewing	8,385,688	83,857	251,571	419,284	838,569
Toys & Games	8,301,852	83,019	249,056	415,093	830,185
Office Products	8,284,288	82,843	248,529	414,214	828,429
Health & Household	8,010,692	80,107	240,321	400,535	801,069
Pet Supplies	5,394,768	53,948	161,843	269,738	539,477
Baby Products	3,233,651	32,337	97,010	161,683	323,365
Handmade Products	1,909,853	19,099	57,296	95,493	190,985
Musical Instruments	1,525,289	15,253	45,759	76,264	152,529
Appliances	663,174	6,632	19,895	33,159	66,317

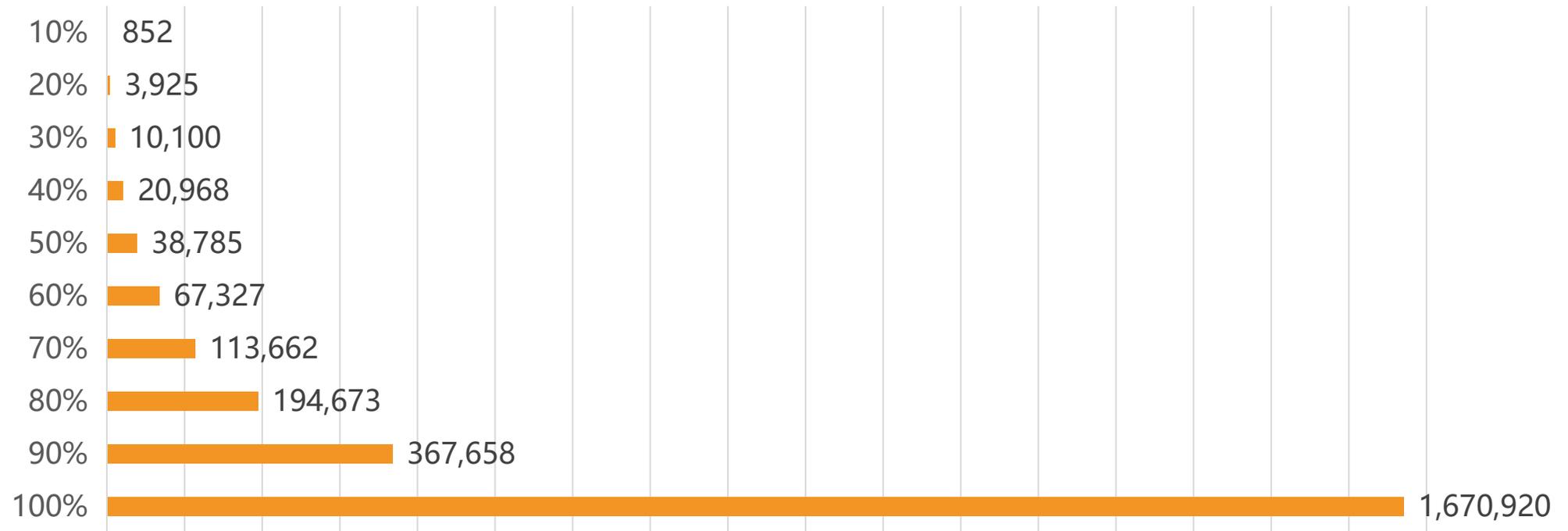
加拿大站 2021.01.01更新	Total	Top 1%	Top 3%	Top 5%	Top 10%
Total (在售商品数, 最大Sales Rank值)	73,047,434	730,475	2,191,426	3,652,373	7,304,745
Home & Kitchen	16,570,617	165,706	497,119	828,531	1,657,062
Books	14,485,763	144,858	434,573	724,288	1,448,576
Clothing & Accessories	9,622,492	96,225	288,675	481,125	962,249
Electronics	5,320,979	53,210	159,629	266,049	532,098
Tools & Home Improvement	4,770,311	47,703	143,109	238,516	477,031
Sports & Outdoors	4,423,259	44,233	132,698	221,163	442,326
Shoes & Handbags	2,836,119	28,361	85,084	141,806	283,612
Automotive	2,362,218	23,622	70,867	118,111	236,222
Toys & Games	1,863,138	18,631	55,894	93,157	186,314
Beauty & Personal Care	1,680,661	16,807	50,420	84,033	168,066
Health & Personal Care	1,618,894	16,189	48,567	80,945	161,889
Pet Supplies	1,507,995	15,080	45,240	75,400	150,800
Patio, Lawn, & Garden	1,316,618	13,166	39,499	65,831	131,662
Jewelry	1,057,718	10,577	31,732	52,886	105,772
Office Products	1,053,906	10,539	31,617	52,695	105,391
Industrial & Scientific	751,559	7,516	22,547	37,578	75,156
Baby	593,488	5,935	17,805	29,674	59,349
Luggage & Bags	468,185	4,682	14,046	23,409	46,819
Watches	412,301	4,123	12,369	20,615	41,230
Musical Instruments, Stage, & Studio	331,213	3,312	9,936	16,561	33,121

英国站 2021.01.01更新	Total	Top 1%	Top 3%	Top 5%	Top 10%
Total (在售商品数, 最大Sales Rank值)	121596557	1215963	3647895	6079830	12159657
Clothing	22,178,901	221,789	665,367	1,108,945	2,217,890
Home & Kitchen	20,559,539	205,595	616,786	1,027,977	2,055,954
Shoes & Bags	10,616,817	106,168	318,505	530,841	1,061,682
Sports & Outdoors	10,608,189	106,082	318,246	530,409	1,060,819
DIY & Tools	8,166,642	81,666	244,999	408,332	816,664
Electronics & Photo	7,885,140	78,851	236,554	394,257	788,514
Toys & Games	5,630,400	56,304	168,912	281,520	563,040
Automotive	4,921,278	49,213	147,638	246,064	492,128
Beauty	3,839,475	38,395	115,184	191,974	383,948
Computers & Accessories	3,743,094	37,431	112,293	187,155	374,309
Home & Garden	3,597,635	35,976	107,929	179,882	359,764
Stationery & Office Supplies	2,960,138	29,601	88,804	148,007	296,014
Jewelry	2,719,740	27,197	81,592	135,987	271,974
Health & Personal Care	2,687,407	26,874	80,622	134,370	268,741
Pet Supplies	2,506,383	25,064	75,191	125,319	250,638
Baby Products	1,759,381	17,594	52,781	87,969	175,938
Lighting	1,658,133	16,581	49,744	82,907	165,813
Luggage	1,538,439	15,384	46,153	76,922	153,844
Business, Industry, & Science	1,401,351	14,014	42,041	70,068	140,135
Musical Instruments & DJ	978,436	9,784	29,353	48,922	97,844
Watches	785,232	7,852	23,557	39,262	78,523
Large Appliances	610,616	6,106	18,318	30,531	61,062
Handmade Products	244,191	2,442	7,326	12,210	24,419

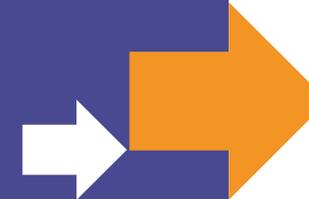


Number of Amazon Sellers Contributing % of Volume

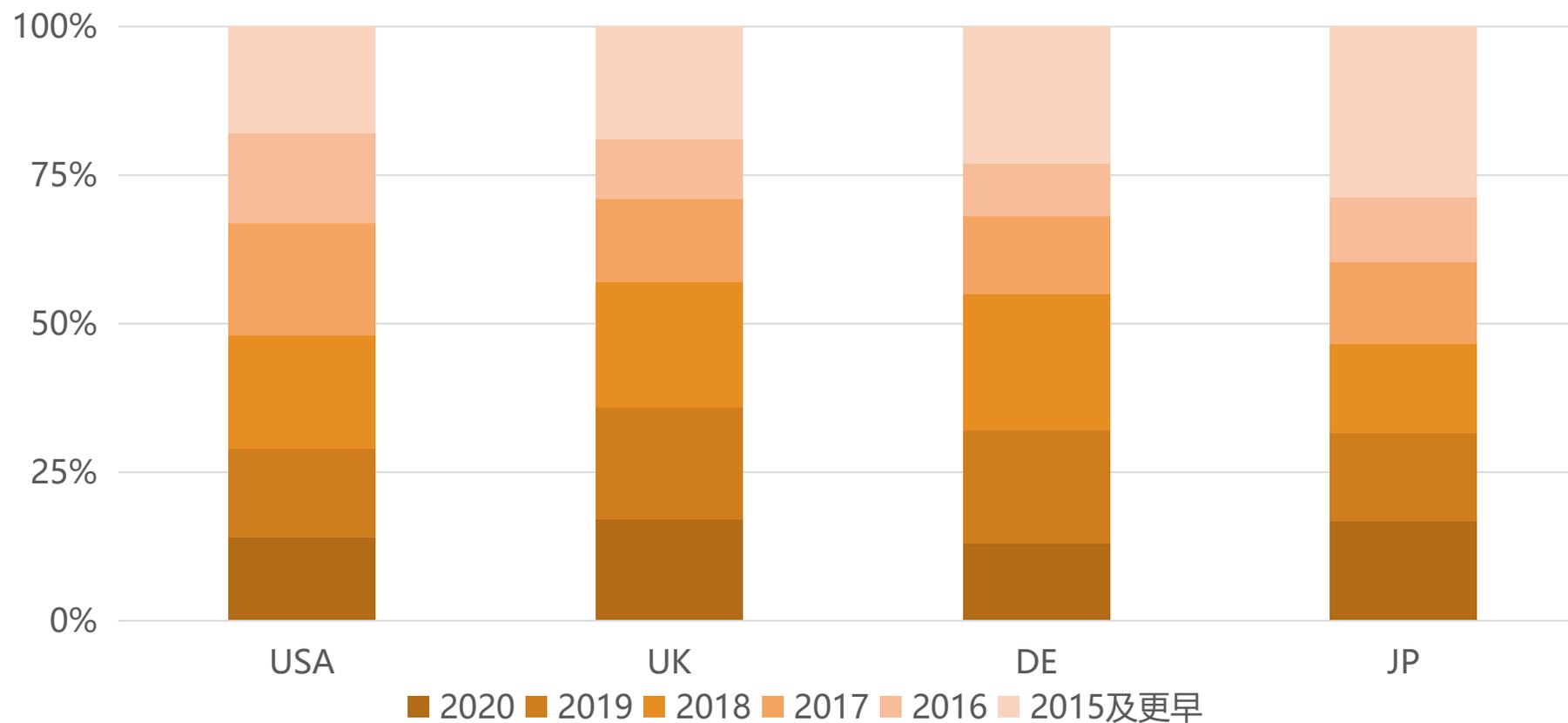
亚马逊动销卖家数量及其所占销量份额



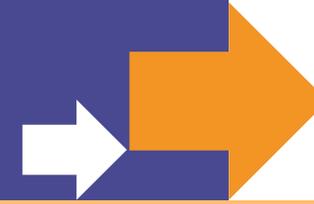
来源: Marketplacepulse 市场: Amazon全球



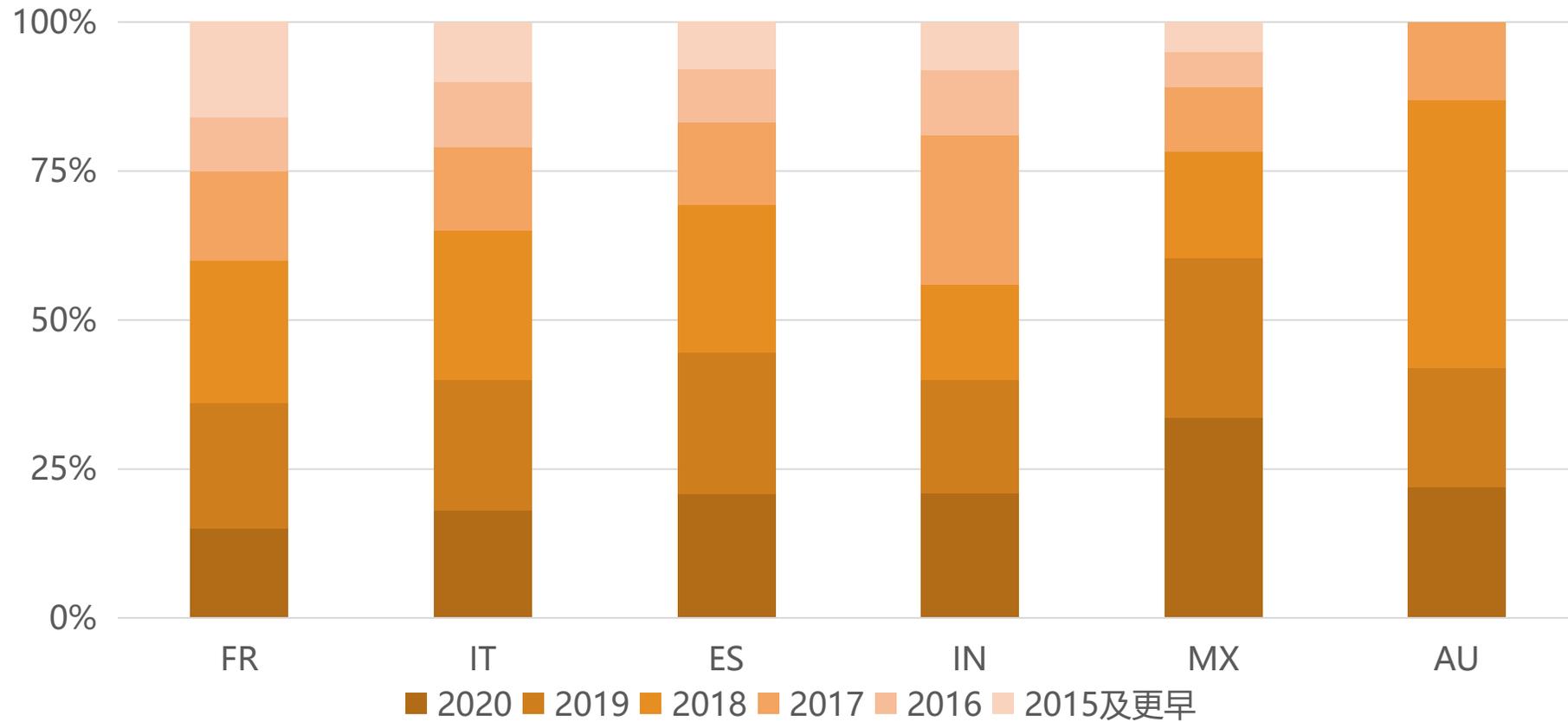
Share of Amazon GMV by Seller Cohort - 按卖家加入年份划分的亚马逊GMV份额



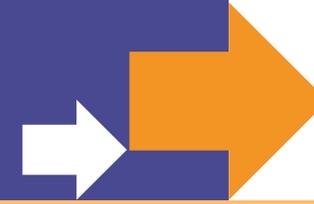
来源: Marketplacepulse 市场: Amazon全球



Share of Amazon GMV by Seller Cohort - 按卖家加入年份划分的亚马逊GMV份额



来源: Marketplacepulse 市场: Amazon全球



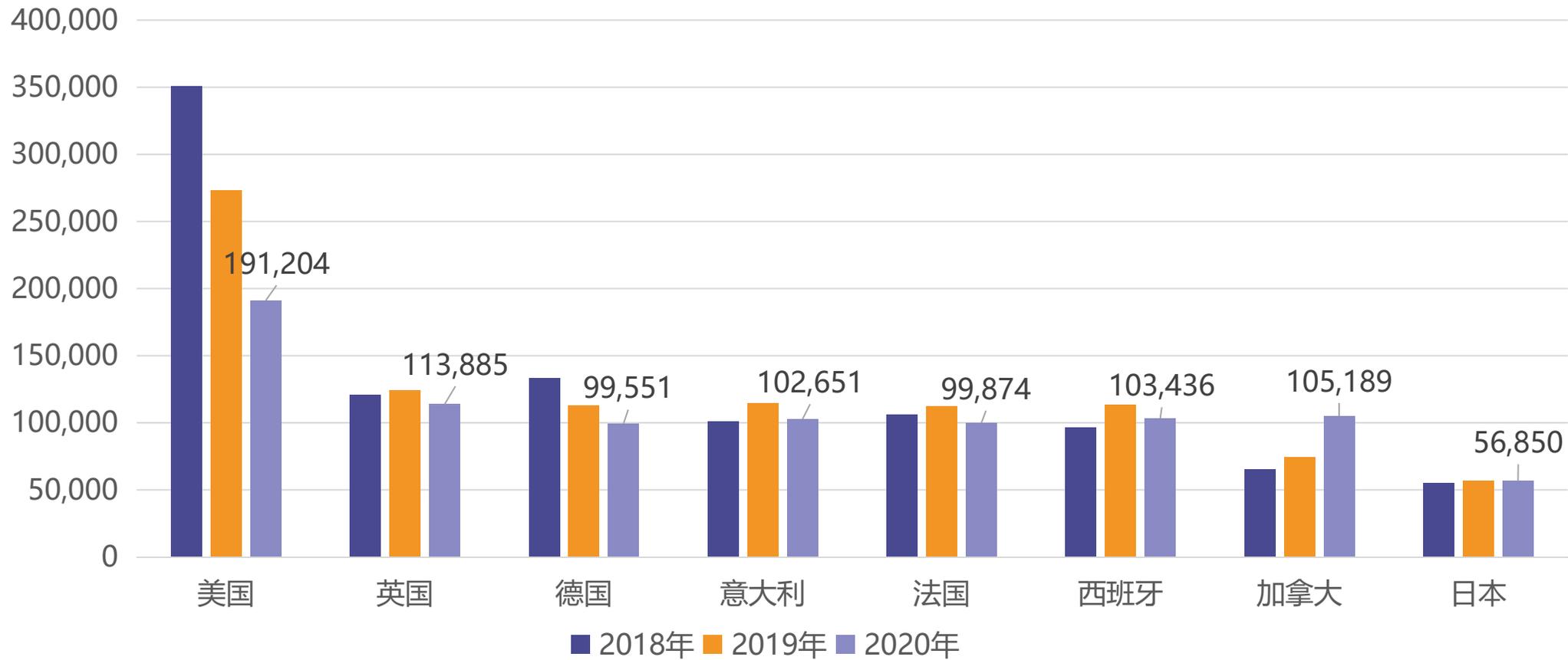
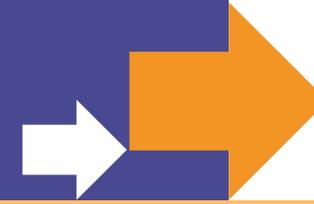
Lifetime Active Sellers by Top Sellers Cohort

Top10000卖家	Year1	Year2	Year3
2015年	95%	89%	84%
2016年	96%	91%	85%
2017年	96%	90%	86%
2018年	96%	93%	
2019年	97%		

行：表示卖家的活跃期
列：表示卖家在亚马逊注册的年份

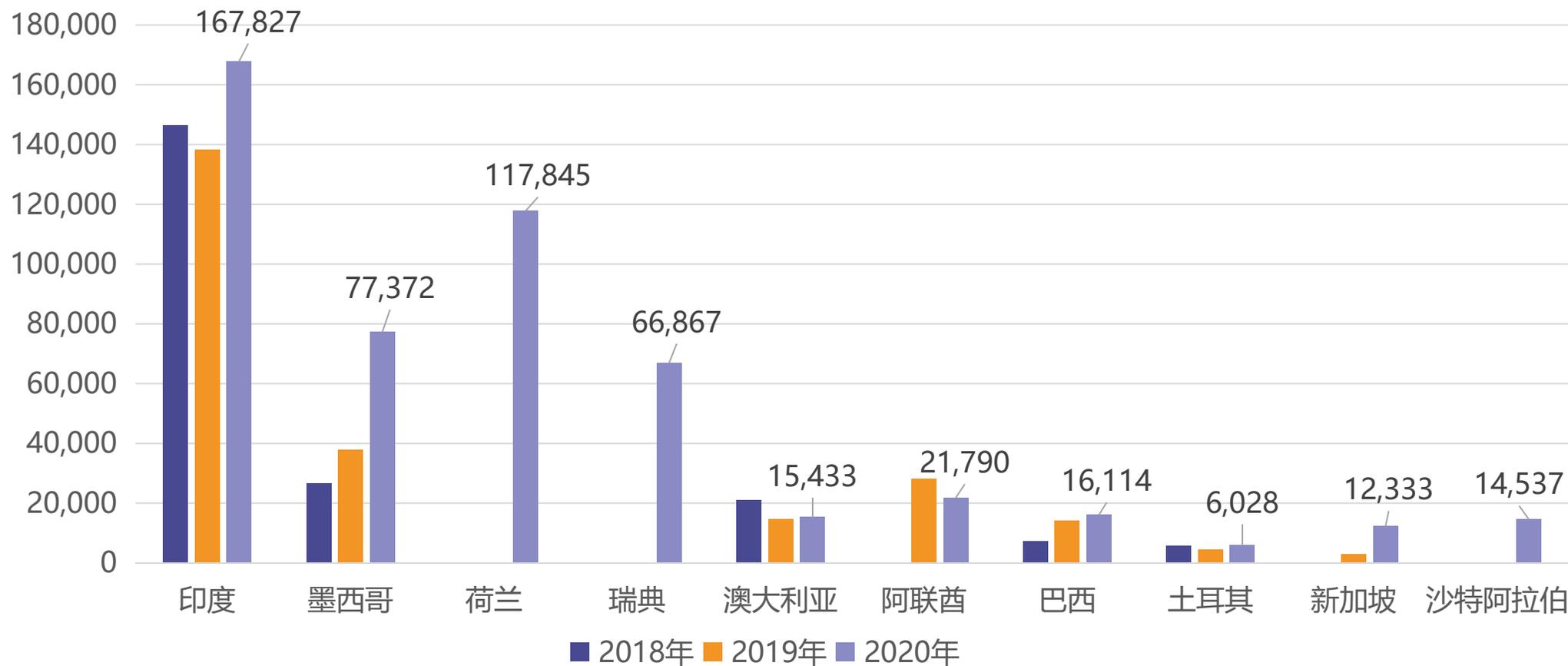
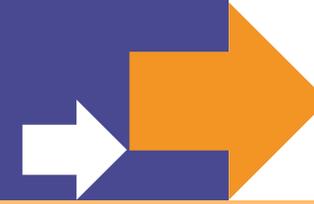
举例：2015年注册的Top10000卖家中，在一年后还在活跃的比例是95%，两年后仍然活跃的比例为89%，三年后还活跃的比例为84%。

亚马逊近3年新增卖家数 (2018-2020)

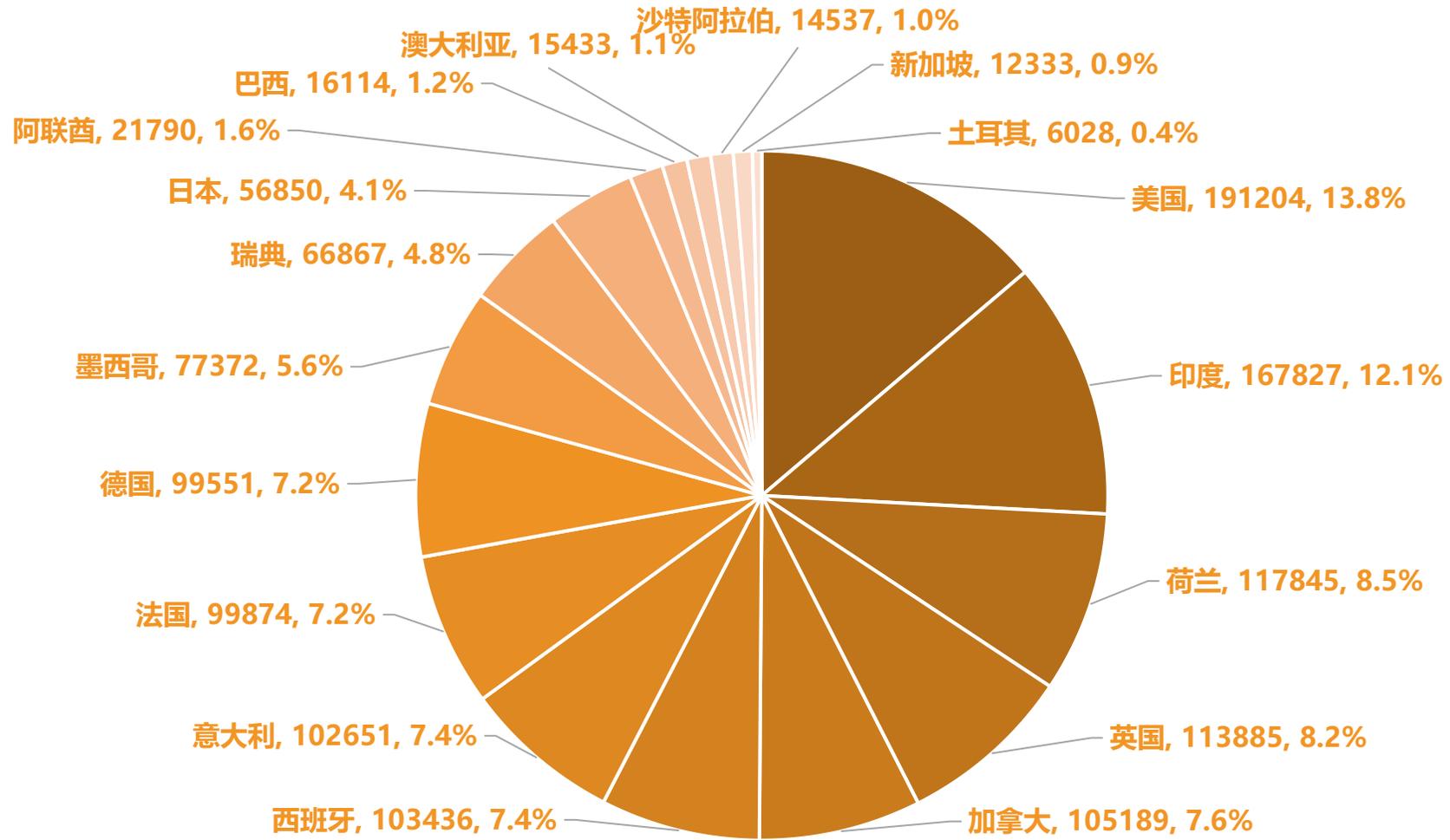
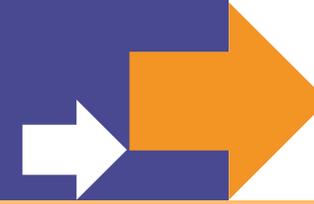


来源: Marketplacepulse 市场: Amazon全球

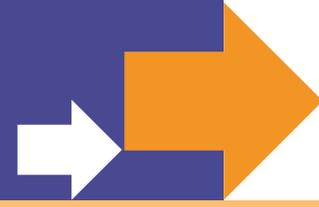
亚马逊近3年新增卖家数 (2018-2020)

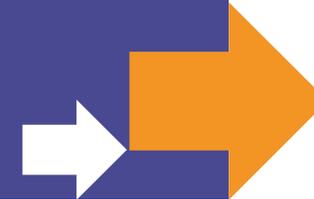


来源: Marketplacepulse 市场: Amazon全球



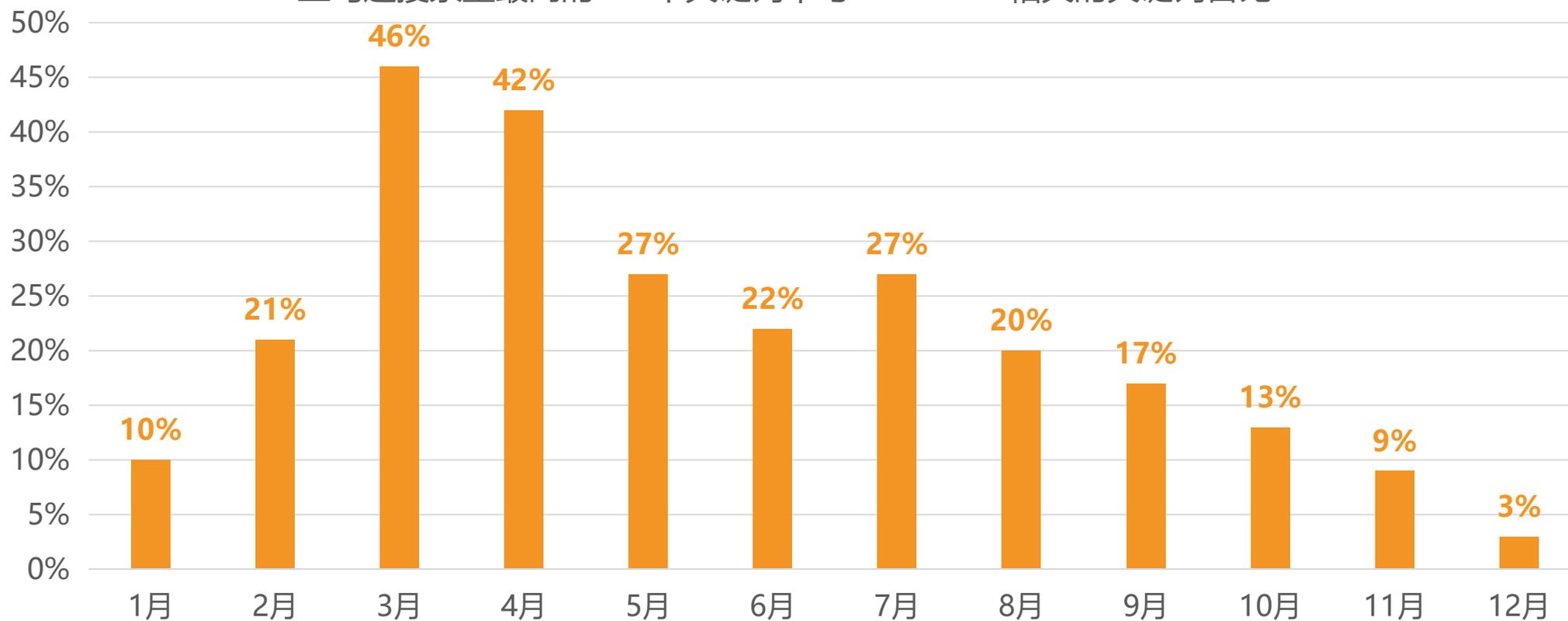
来源: Marketplacepulse 市场: Amazon全球





Share of Top 100 Most-Popular Searches Related to COVID-19

亚马逊搜索量最高的100个关键词中与COVID-19相关的关键词占比



来源: Marketplacepulse 市场: Amazon全球

关键词hand sanitizer 2020年在亚马逊美国站的搜索趋势

关键词:  hand sanitizer

分年显示

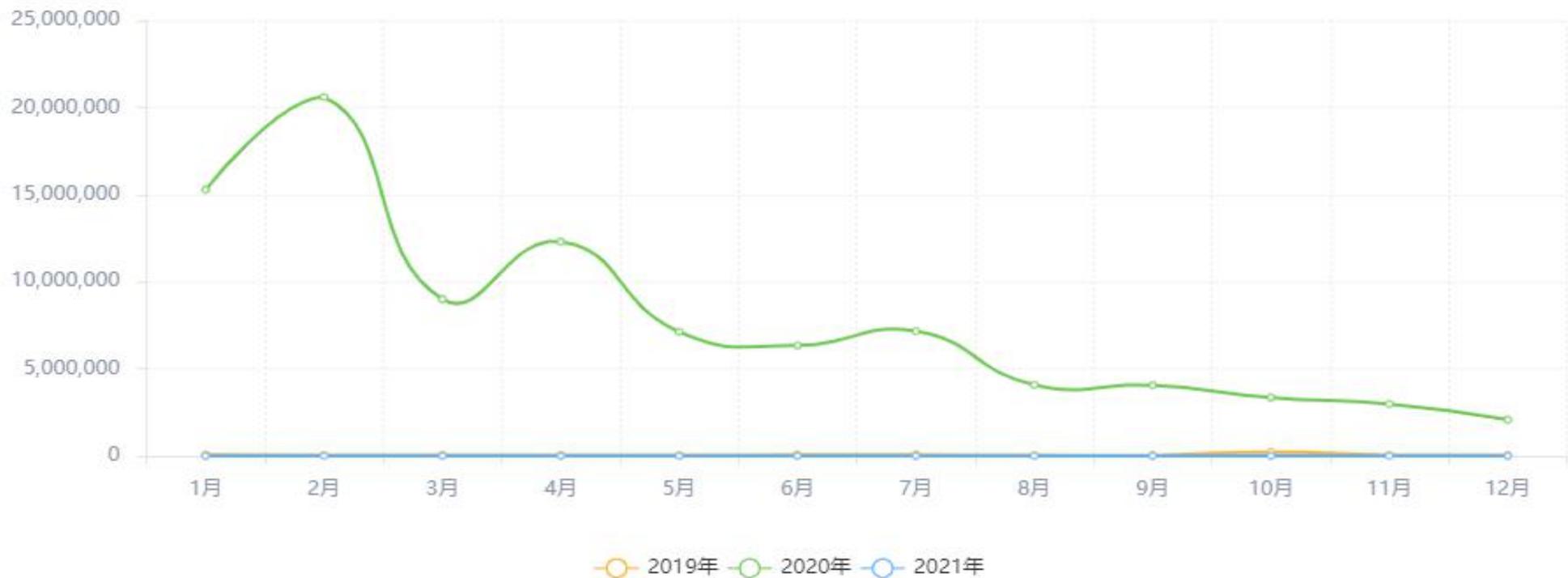


来源: 卖家精灵关键词选品 市场: Amazon美国站

关键词n95 mask 2020年在亚马逊美国站的搜索趋势

关键词:  n95 mask

分年显示

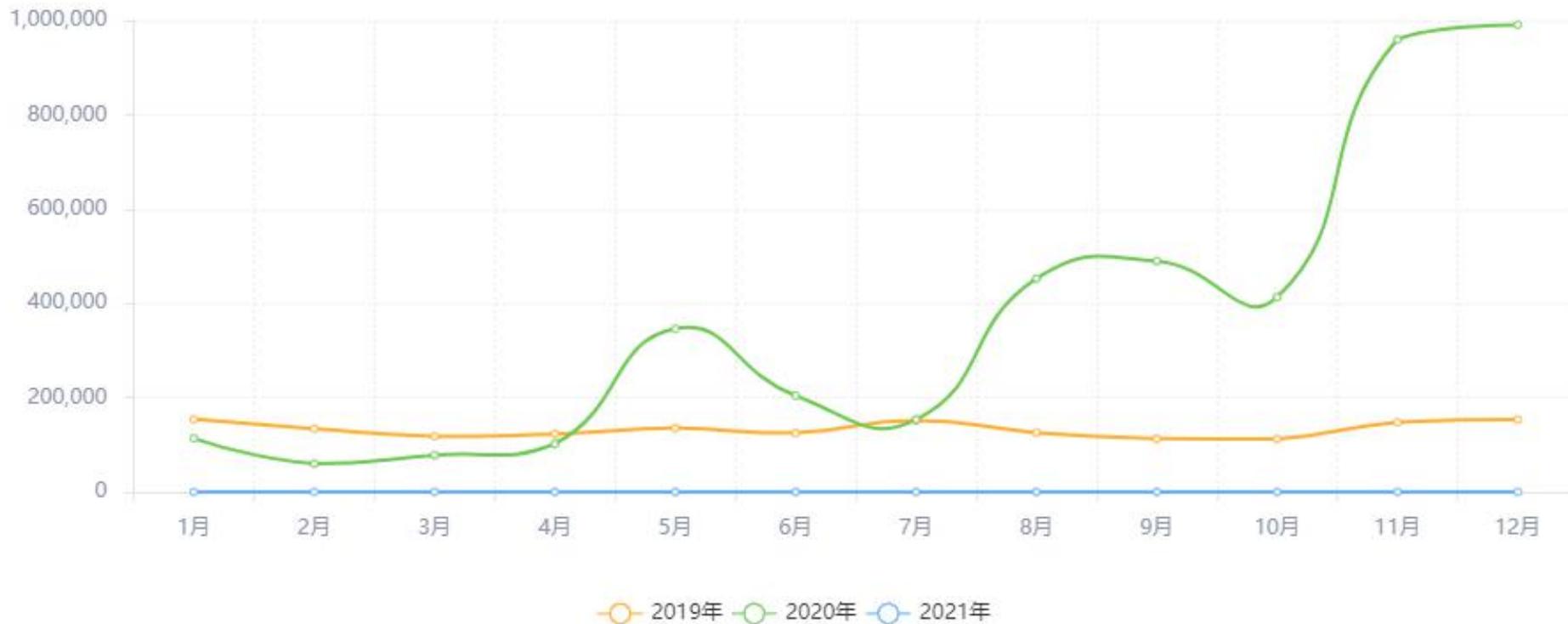


来源: 卖家精灵关键词选品 市场: Amazon美国站

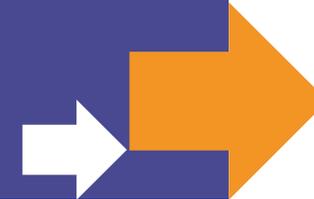
关键词ergonomic office chair 2020年在亚马逊美国站的搜索趋势

关键词:  ergonomic office chair

分年显示



来源: 卖家精灵关键词选品 市场: Amazon美国站



Positive Seller Reviews on Amazon Marketplaces

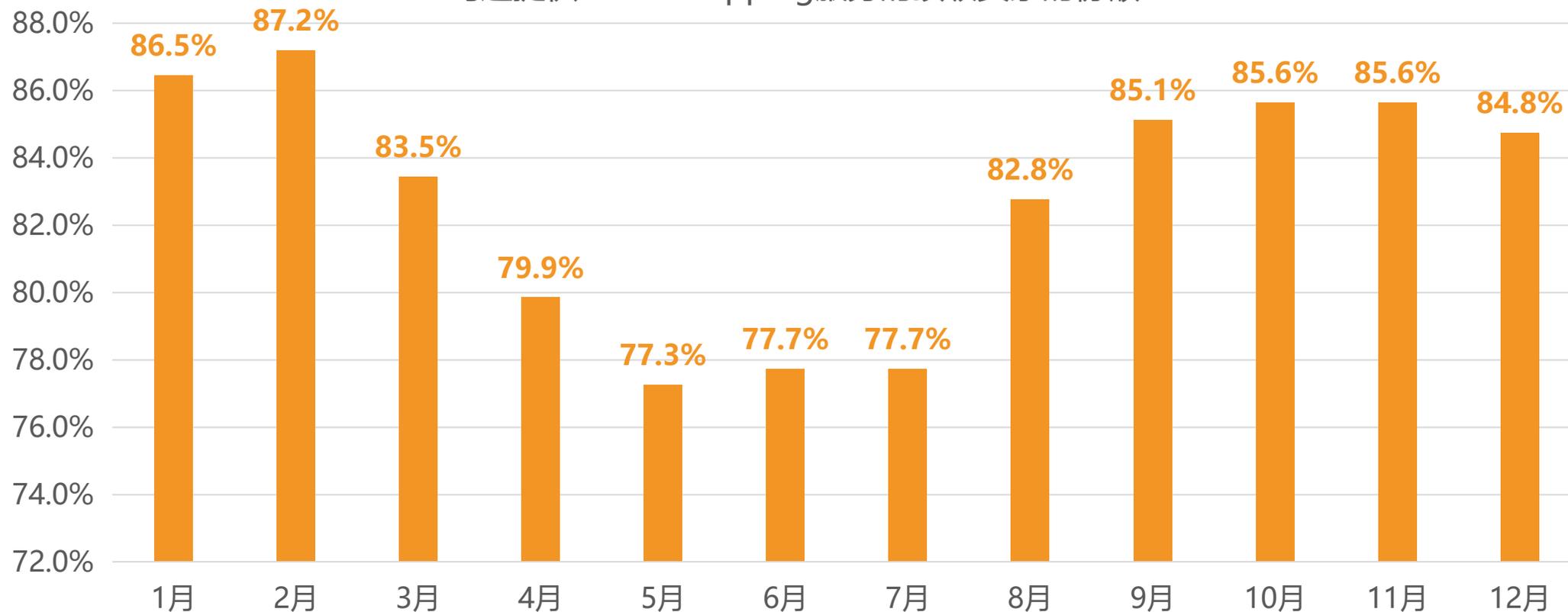


受新冠疫情影响，订单交付延迟，亚马逊在5月经历了历来最高的负面卖家评论。

在2月29日至5月24日之间的85天内，在亚马逊全球市场上获得好评的比例从92.5%下降至88.7%。直到8月12日才恢复。

Share of the Top Amazon.com Marketplace Sellers That Offer Prime Shipping

亚马逊提供Prime Shipping服务的顶级卖家的份额



来源: Marketplacepulse 市场: Amazon全球

产品需求 vs FBA发货数量限制

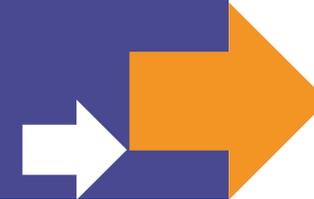
Product Demand vs FBA Quantity Limit Illustration



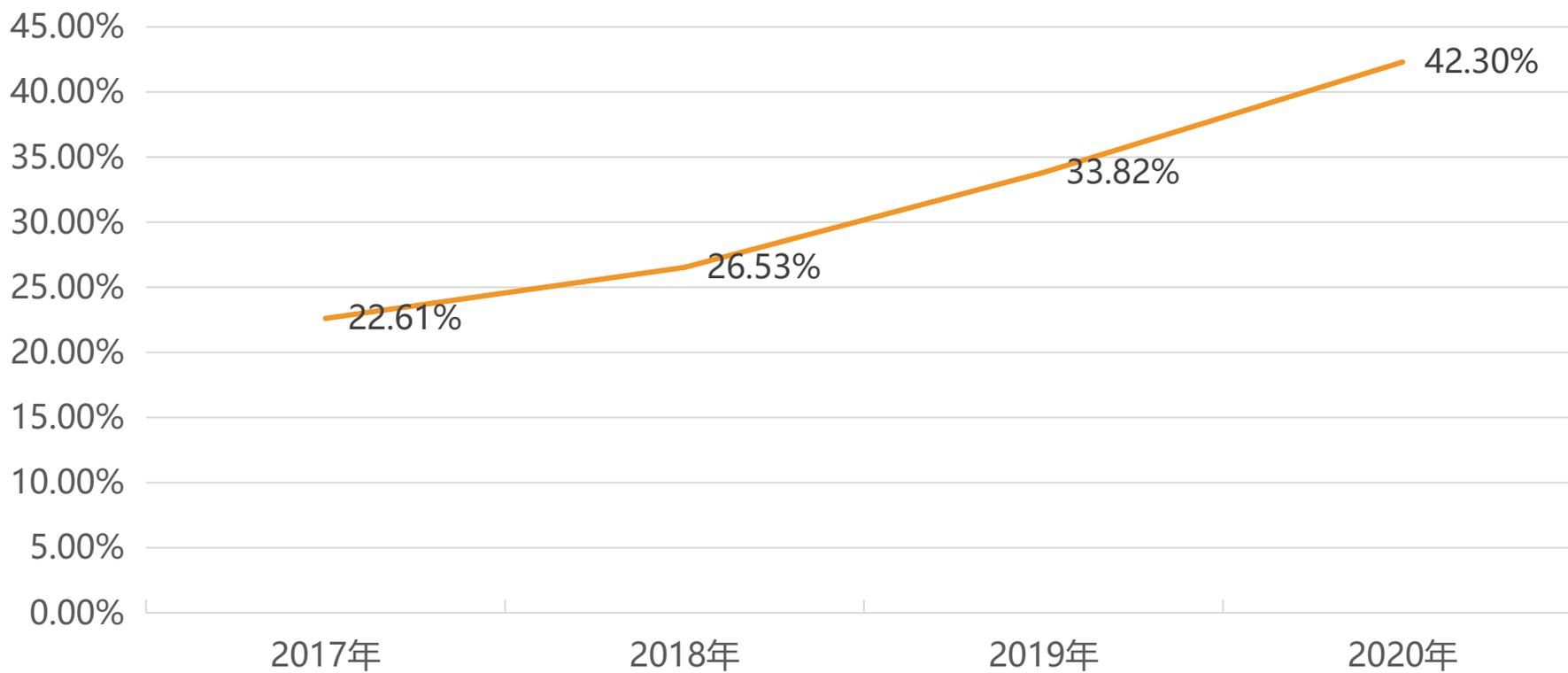
为了保证医疗物资和日常生活用品的供给，亚马逊在3月首次进行了发货类别限制。

7月，对新产品实行了数量限制，并根据最近的销售历史对其他产品进行了限制。

第四季度产品需求增加，FBA数量限制反而降低了。



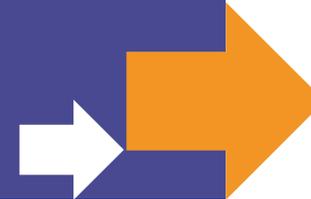
Percent of Top Amazon Sellers Based in China



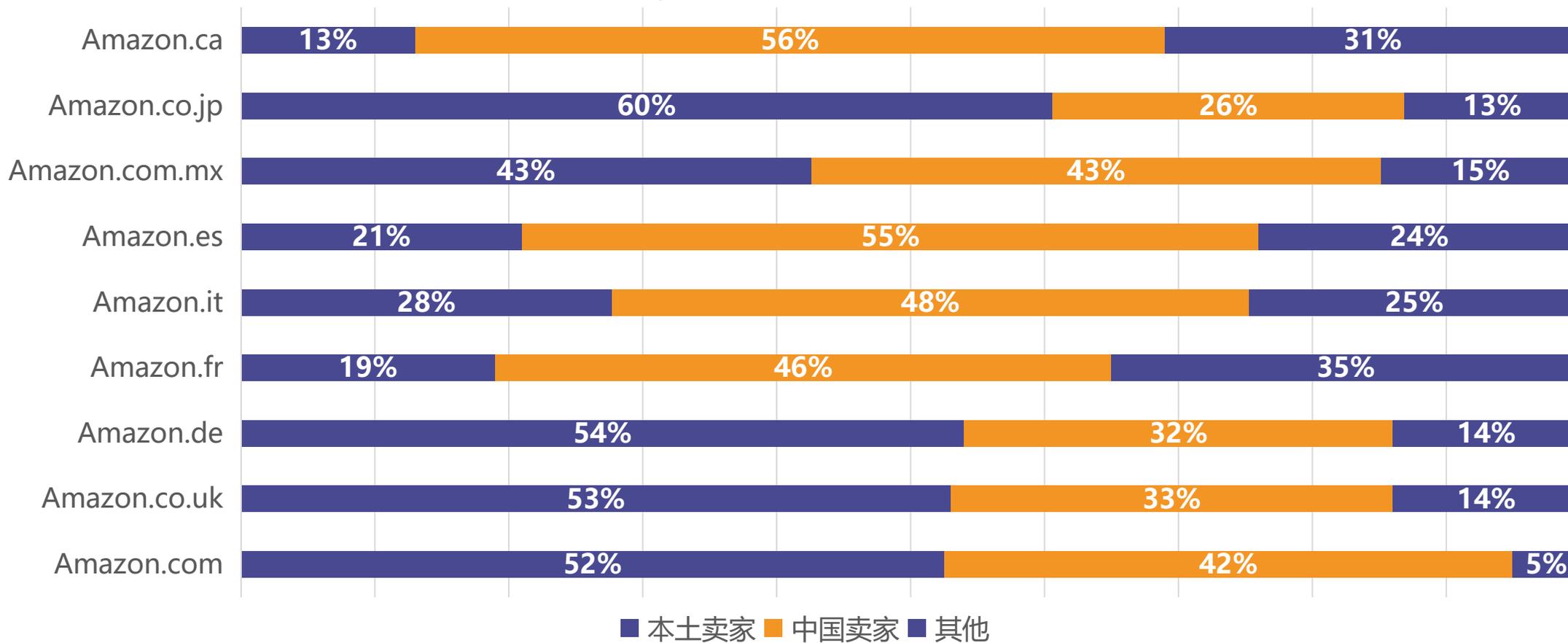
亚马逊Top卖家中中国卖家的销售份额

数据取自2017-2020年每年12月, 美国、英国、德国、日本四个站点的平均值

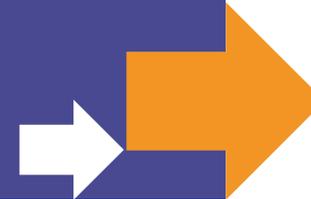
数据来源: Marketplacepulse



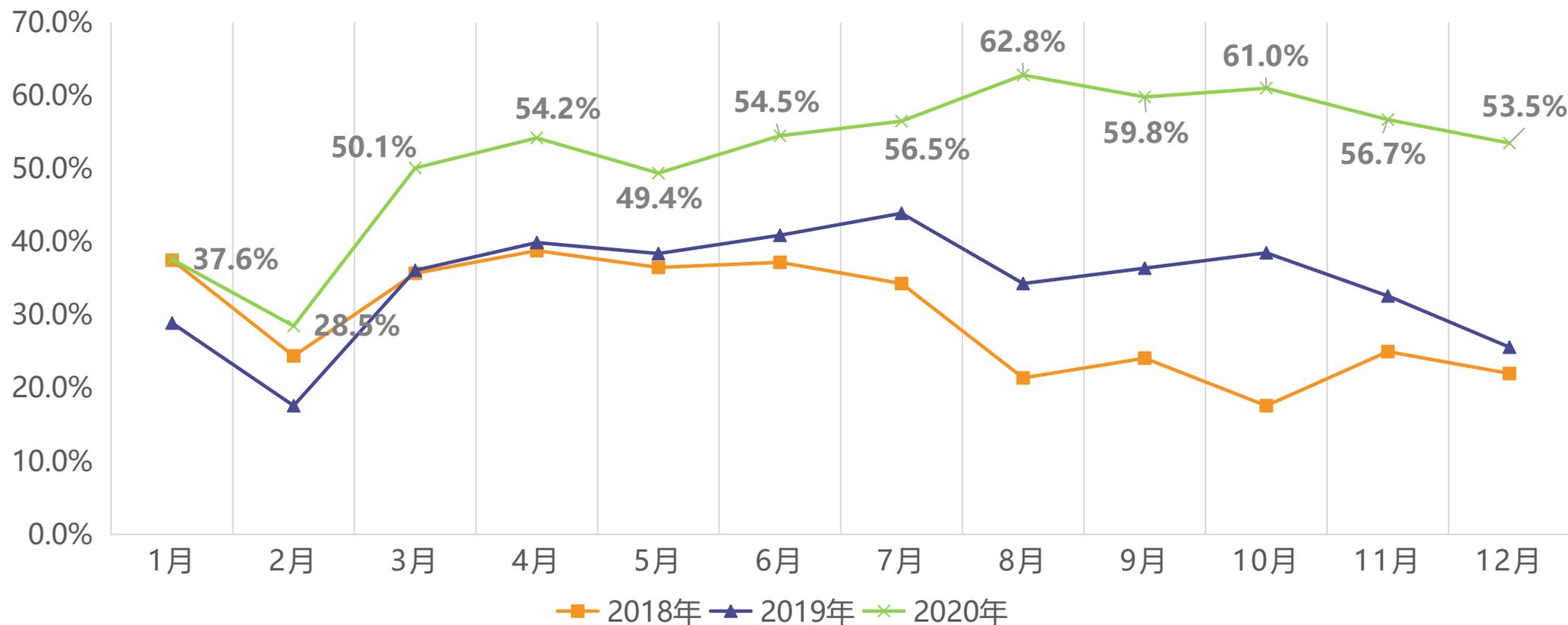
Share of Amazon GMV by Seller Location-按卖家所属国家划分的亚马逊GMV份额



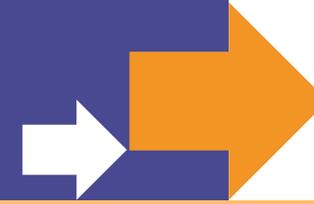
来源: Marketplacepulse 市场: Amazon全球



Percentage of New Amazon.com Sellers Based in China
亚马逊美国站新卖家中中国卖家的占比

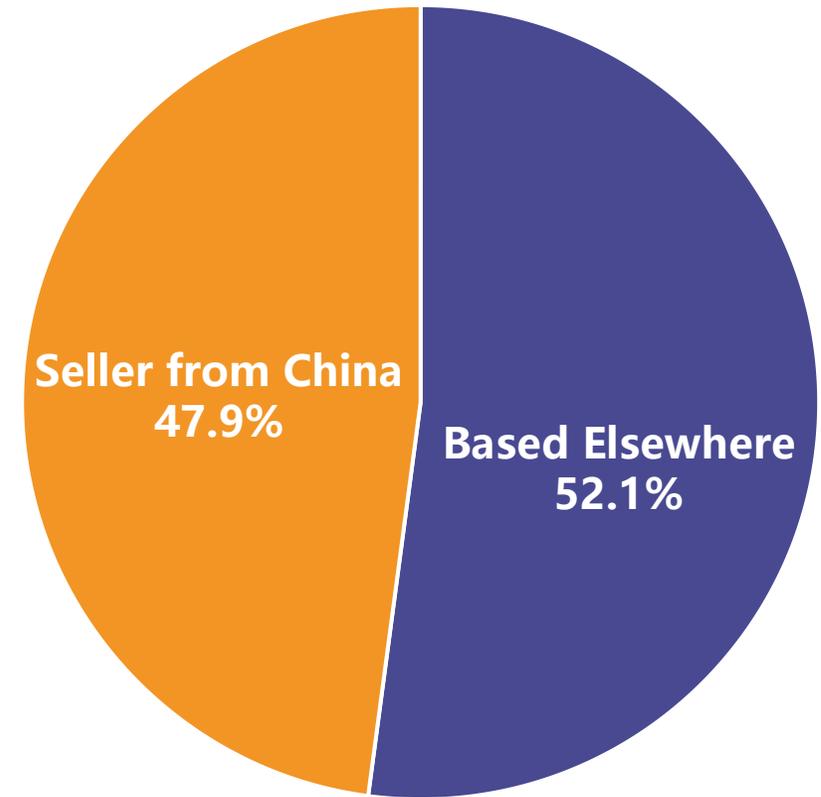


来源: Marketplacepulse 市场: Amazon美国站

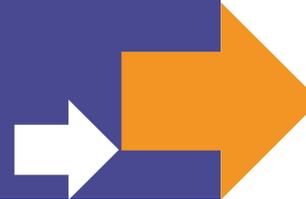


站点	China in Active Sellers	China in Top 10,000
加拿大站	57%	65%
意大利站	52%	56%
英国站	52%	45%
德国站	50%	42%
美国站	46%	46%
法国站	46%	59%
西班牙站	44%	62%
日本站	42%	31%

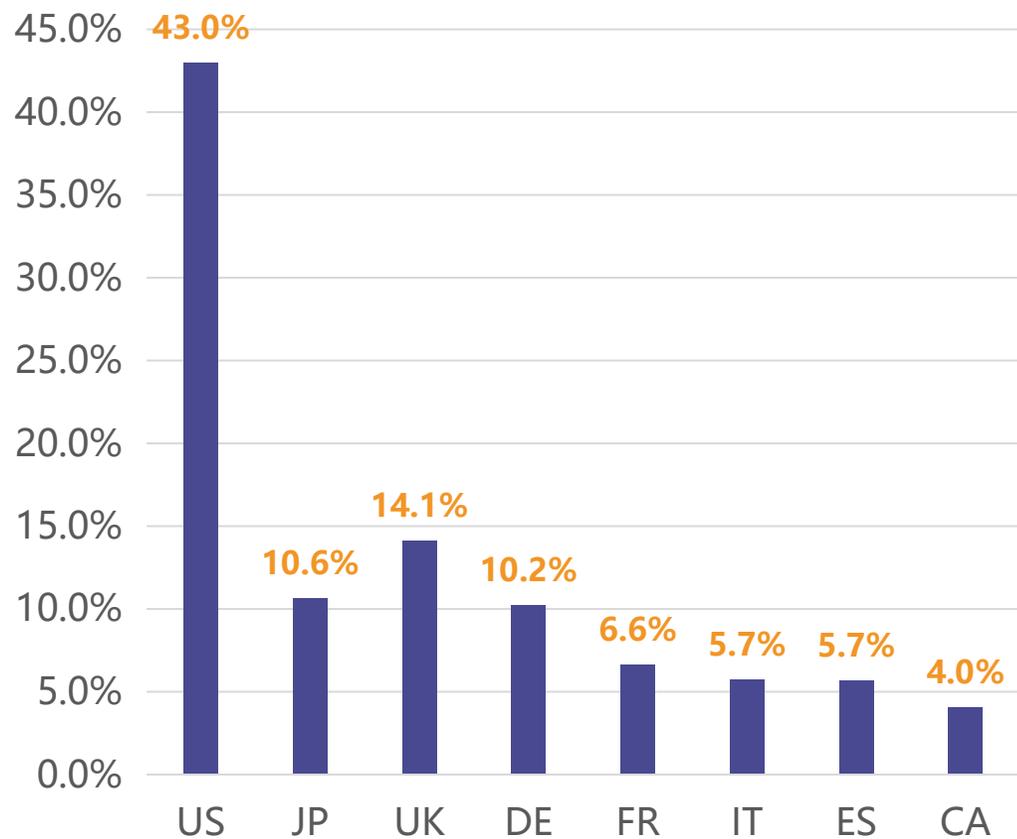
Amazon Sellers Based in China



来源: Marketplacepulse 市场: Amazon全球

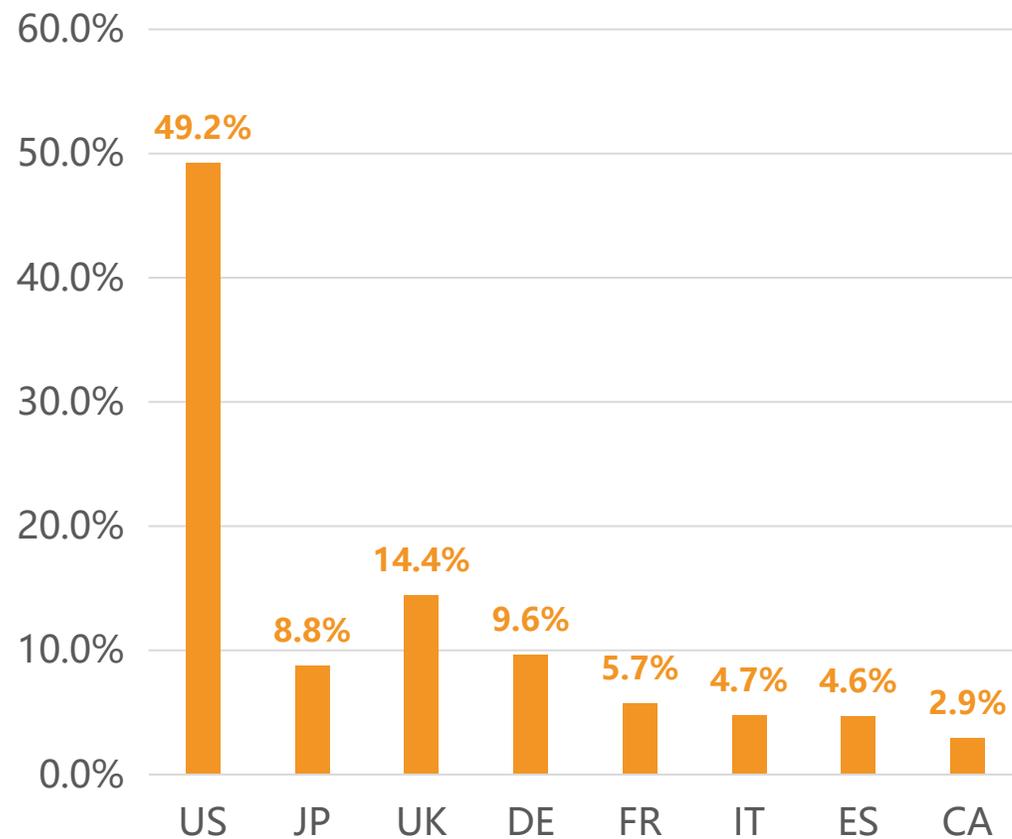


站点查询次数占比



取样：卖家精灵 关键词反查 2020年下半年(6个月)

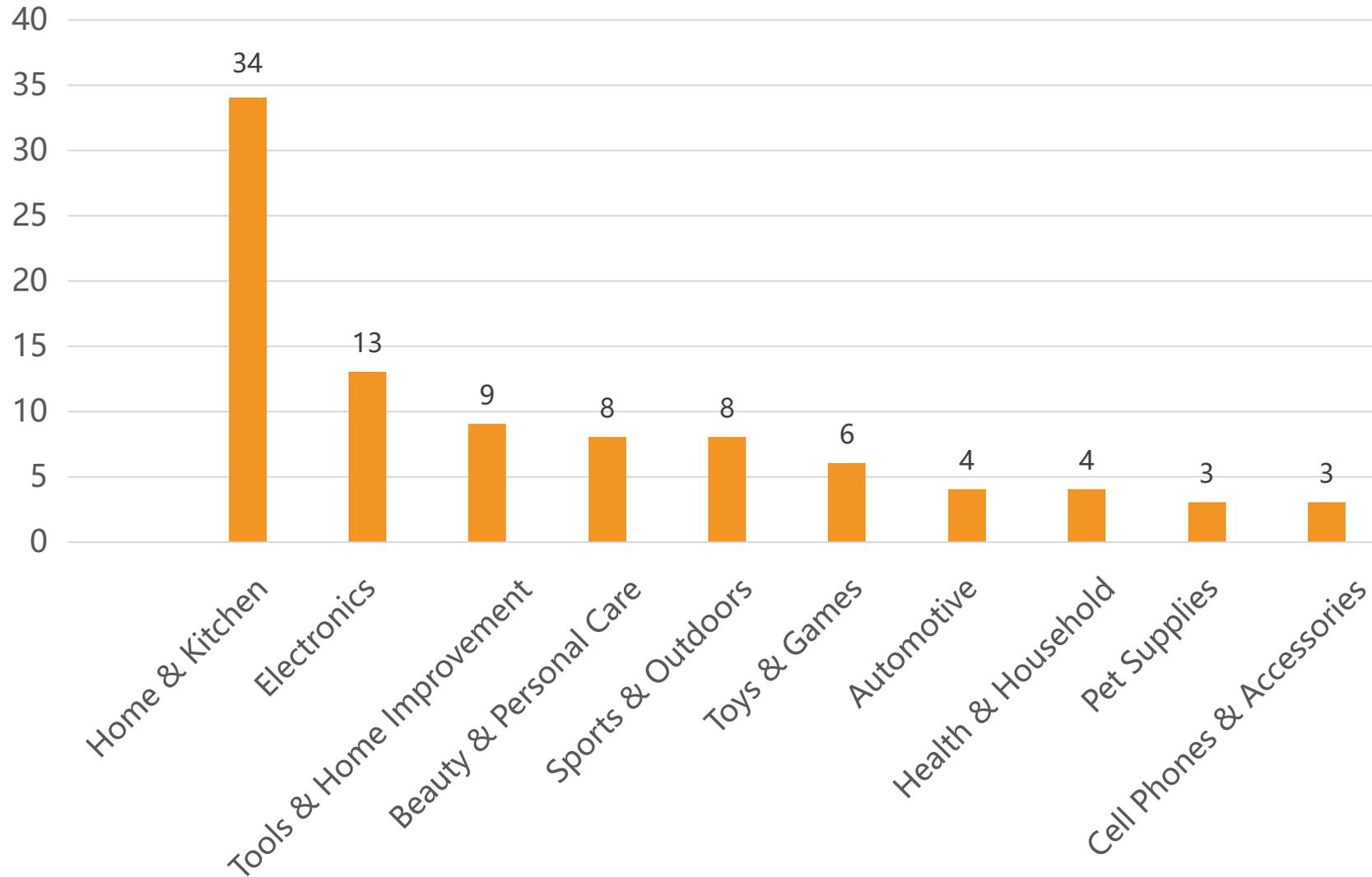
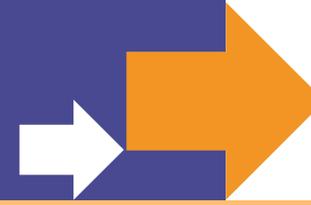
站点查询次数占比



随机取样：卖家精灵 关键词反查 2020年12月第2周



亚马逊中国卖家关注的类目-美国站

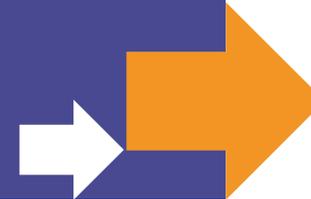


来源：卖家精灵 关键词反查
2020年下半年(6个月)

数据：查询次数Top100ASIN的
所属类目



亚马逊各站点有动销的店铺数量



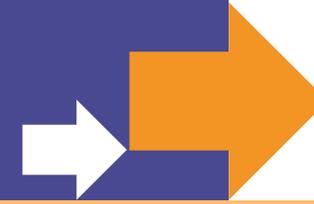
站点	卖家数量	中国卖家	中国卖家占比
美国	527,583	203,277	39%
德国	207,074	78,277	38%
西班牙	149,628	59,805	40%
法国	164,877	68,766	42%
意大利	160,584	66,432	41%
日本	181,261	60,605	33%
英国	204,431	80,505	39%

来源：卖家精灵 大数据选品

数据：该站点迄今为止有动销的商品，动销卖家肯定比这个更多，但这些卖家的商品当月进入了大类目Top 50万



亚马逊各站点有动销的店铺数量



来源：卖家精灵 大数据选品

数据：该站点迄今为止有动销的商品，动销卖家肯定比这个更多，但这些卖家的商品当月进入了大类目Top 50万



谢谢观看

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