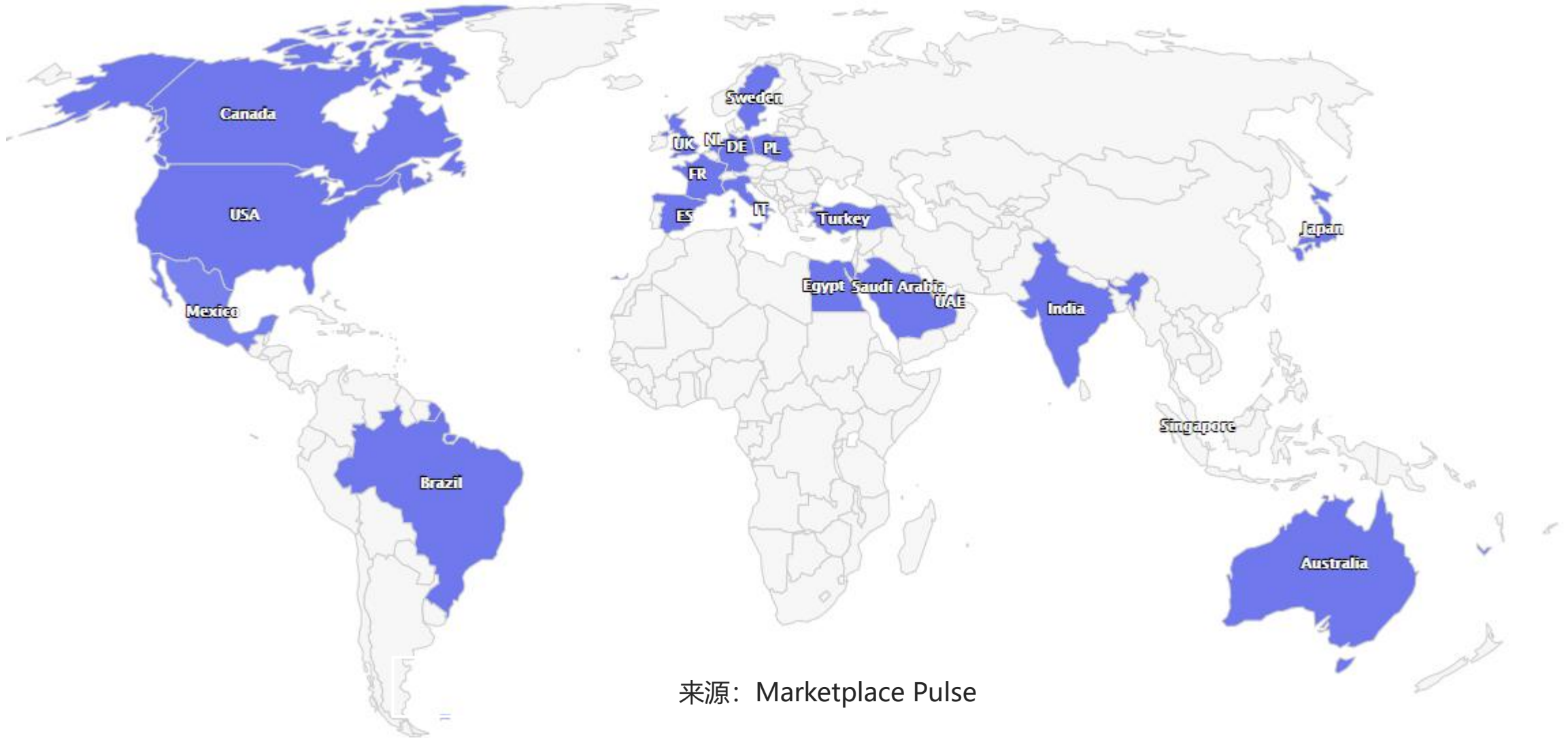




亚马逊2021年度数据报告

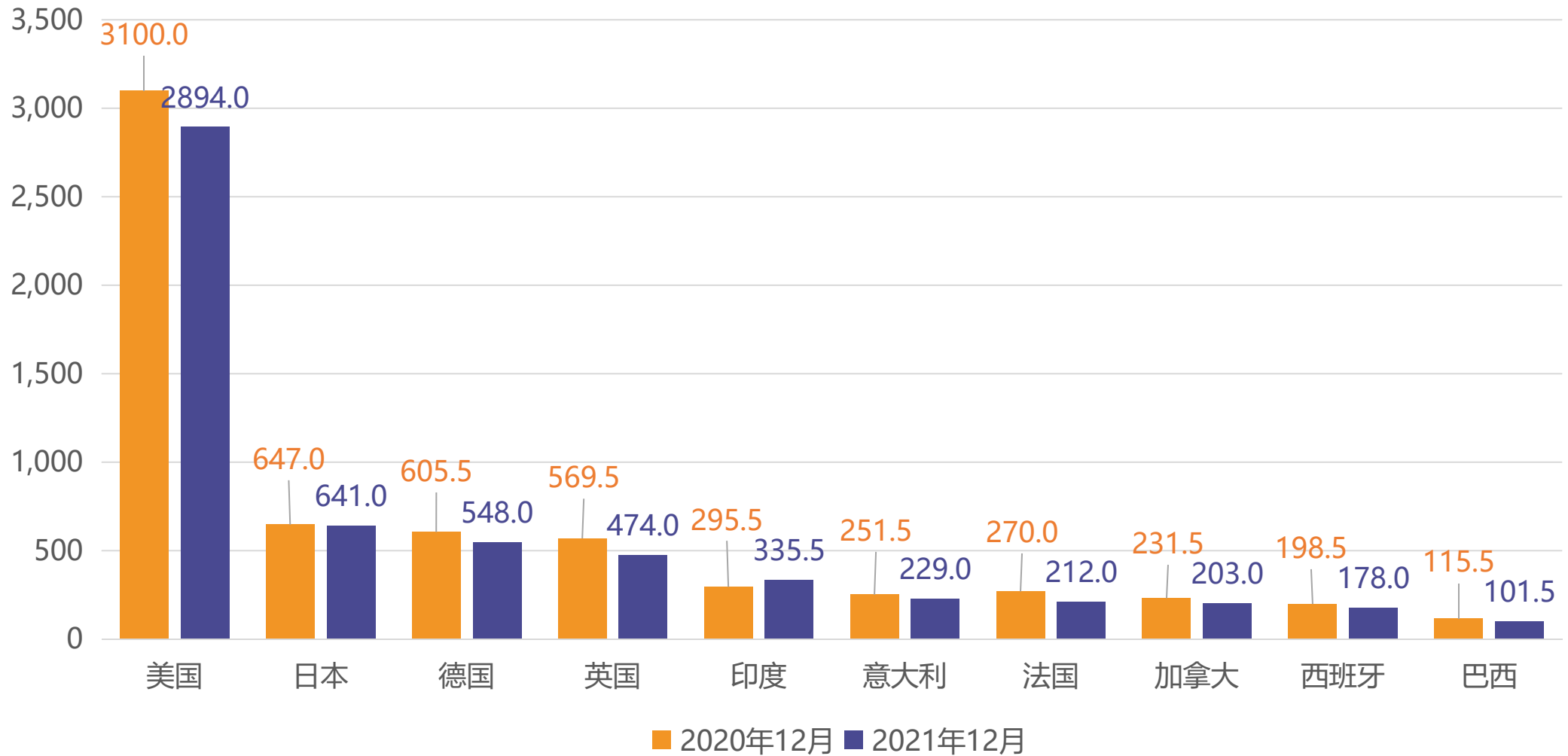
卖家精灵出品

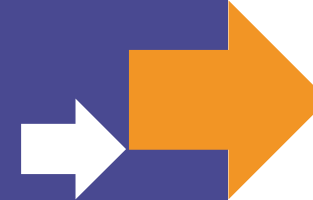


来源: Marketplace Pulse

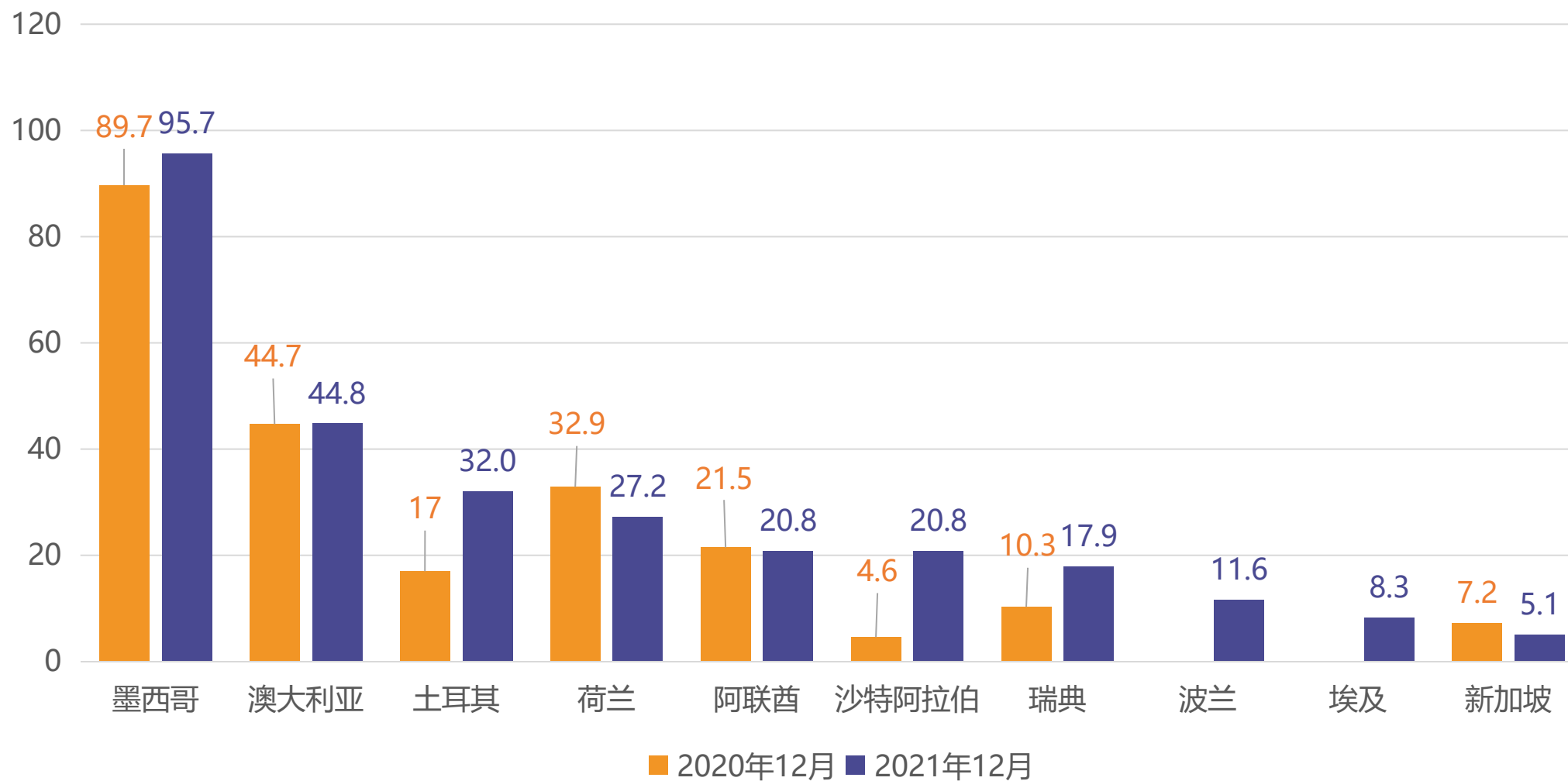


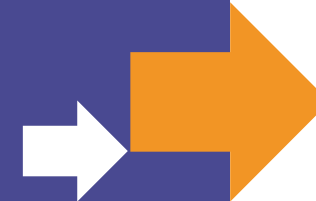
单位: 百万 来源: SimilarWeb 市场: Amazon全球



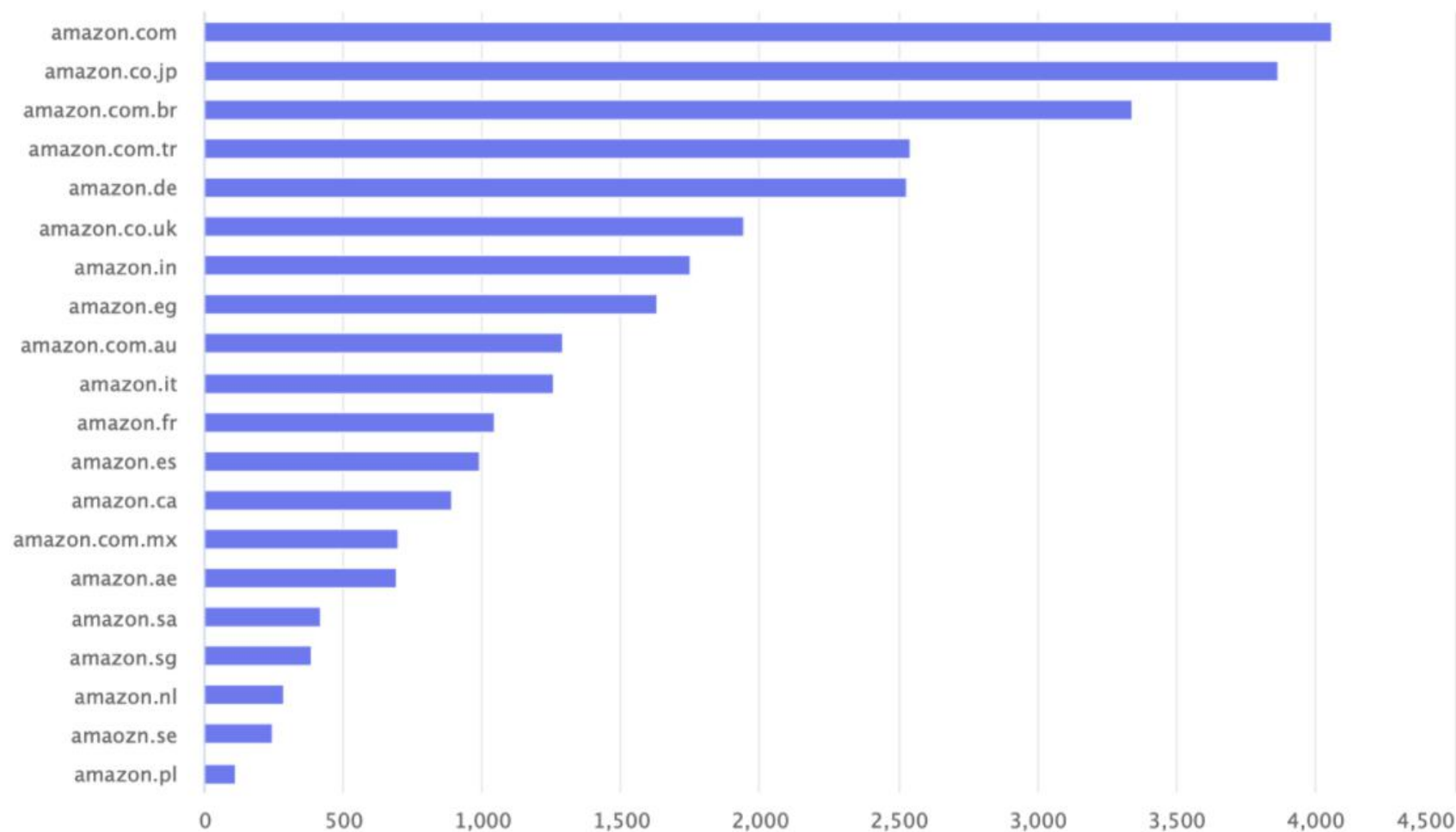


单位: 百万 来源: SimilarWeb 市场: Amazon全球

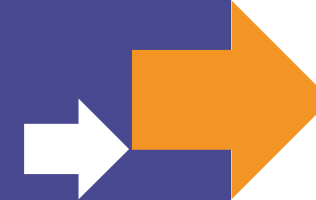




各站点活跃卖家平均获得的访问量 (总访问量除以活跃卖家的数量)



来源: Marketplace Pulse 市场: Amazon全球



(亿美元)	2017年	2018年	2019年	2020年	2021年
国际站销售额	543.0	658.7	747.2	1044.2	1277.9
国际站销售占比	34%	32%	31%	30%	31%
北美站销售额	1061.3	1413.8	1707.7	2362.9	2798.4
总销售(亿美元)	1604.3	2072.5	2454.9	3407.1	4076.3

来源：亚马逊各季度财报及Marketplace Pulse

亚马逊2021年全球净收入：Global net revenue of Amazon.com

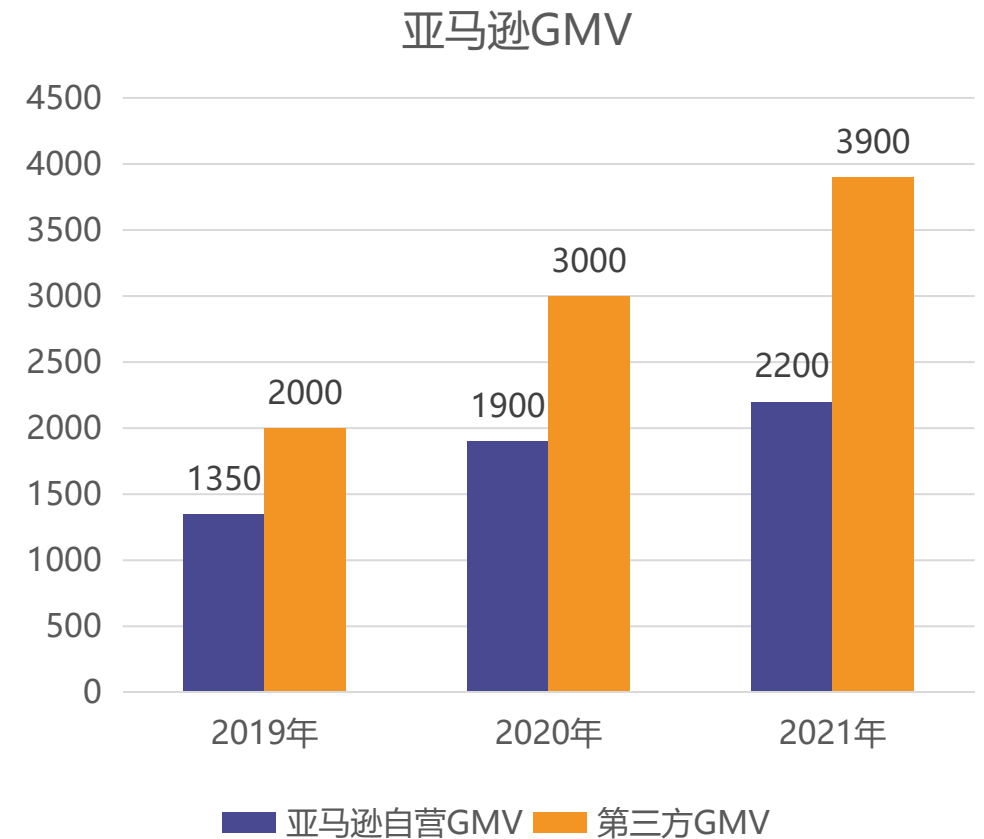


(百万美元)	Net revenue	Online stores	Physical stores	Retail third-party seller services	Subscription services	AWS	Other
2019-Q4	87,437	45,657	4,363	17,446	5,235	9,954	4,782
2020-Q1	75,452	36,652	4,640	14,479	5,556	10,219	3,906
2020-Q2	88,912	45,896	3,774	18,195	6,018	10,808	4,221
2020-Q3	96,145	48,350	3,788	20,436	6,572	11,601	5,398
2020-Q4	125,555	66,451	4,022	27,327	7,061	12,742	7,952
2021-Q1	108,518	52,901	3,920	23,709	7,580	13,503	6,905
2021-Q2	113,080	53,157	4,198	25,085	7,917	14,809	7,914
2021-Q3	110,812	49,942	4,269	24,252	8,148	16,110	8,091
2021-Q4	137,410	66,075	4,688	30,320	8,123	17,790	10,414
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
2021全年	4698亿美元	2221亿美元	171亿美元	1034亿美元	318亿美元	622亿美元	333亿美元

来源：亚马逊季度财报 市场：Amazon全球



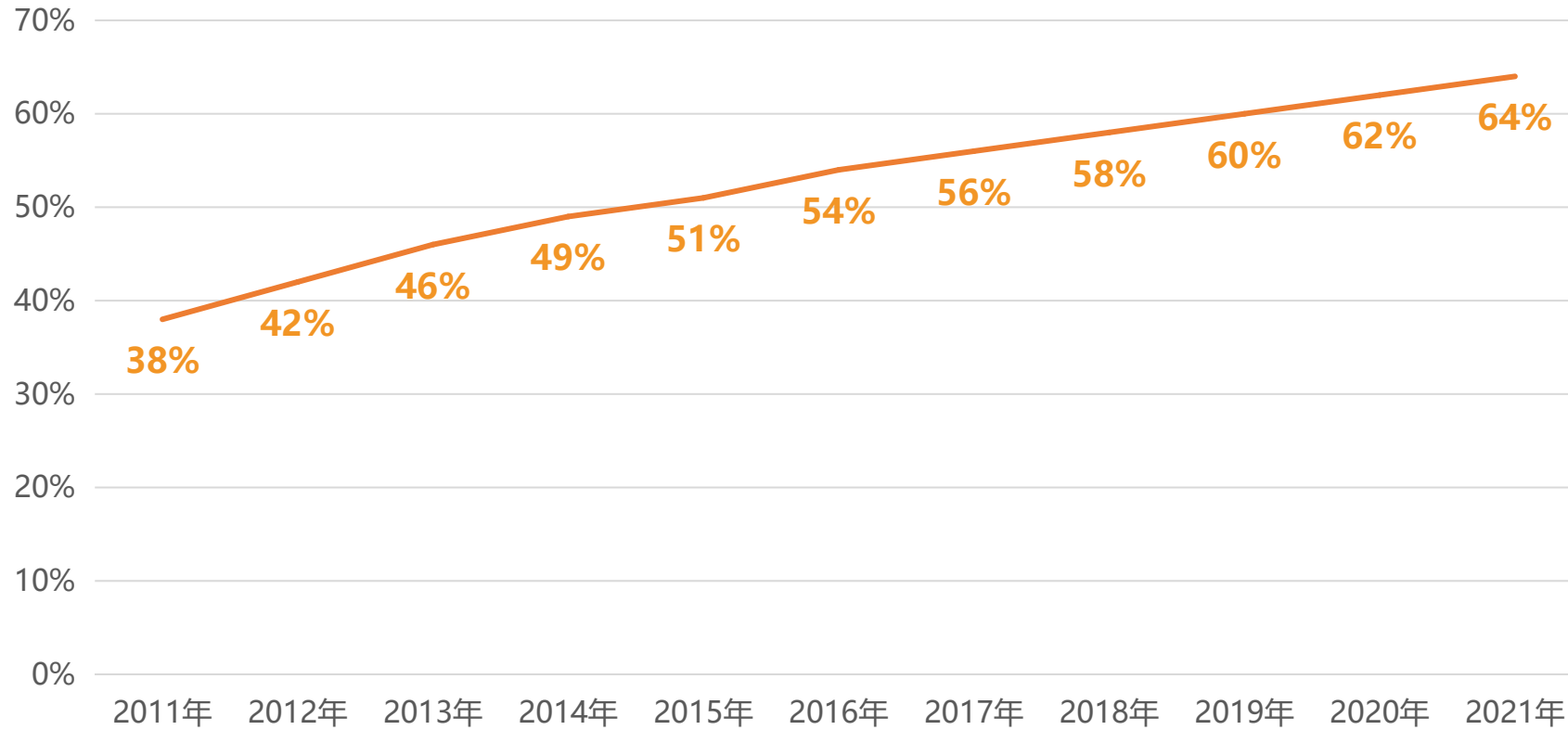
	2019年	2020年	2021年
亚马逊自营GMV	1350	1900	2200
第三方GMV	2000	3000	3900
第三方GMV占比	60%	62%	64%
总GMV(亿美元)	3350	4900	6100



来源: Marketplace Pulse 市场: Amazon全球



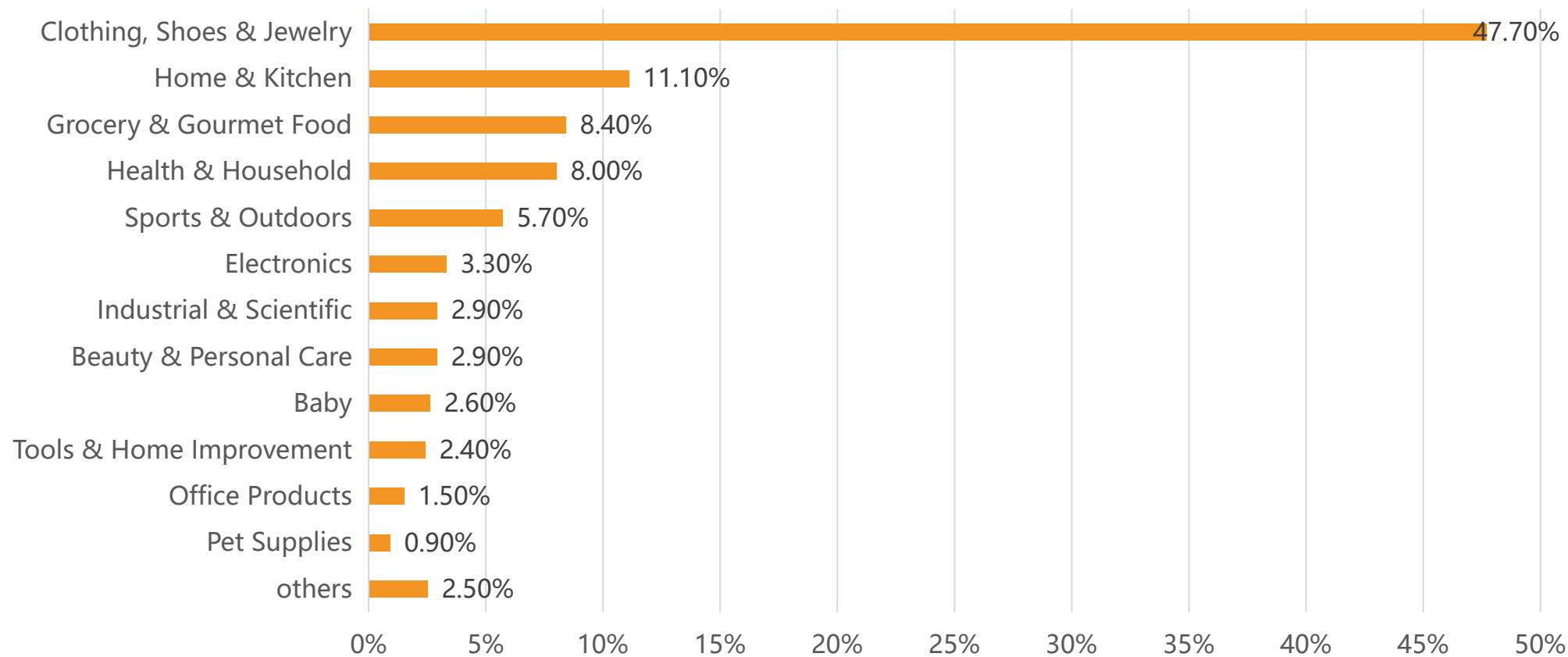
第三方GMV占比



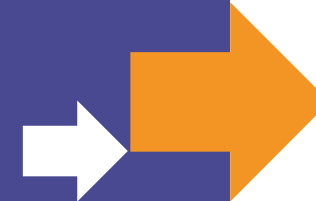
来源: Marketplace Pulse 市场: Amazon全球



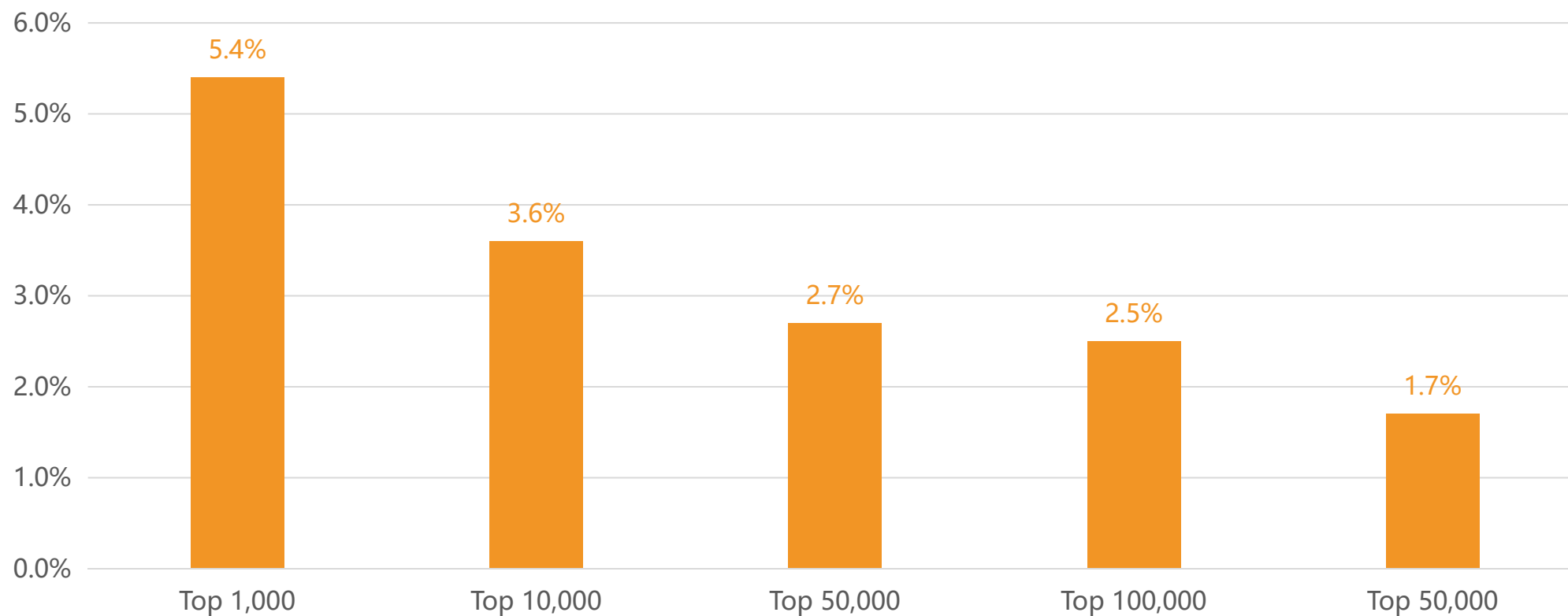
亚马逊自有品牌的市场份额



来源：Marketplace Pulse 市场：Amazon全球



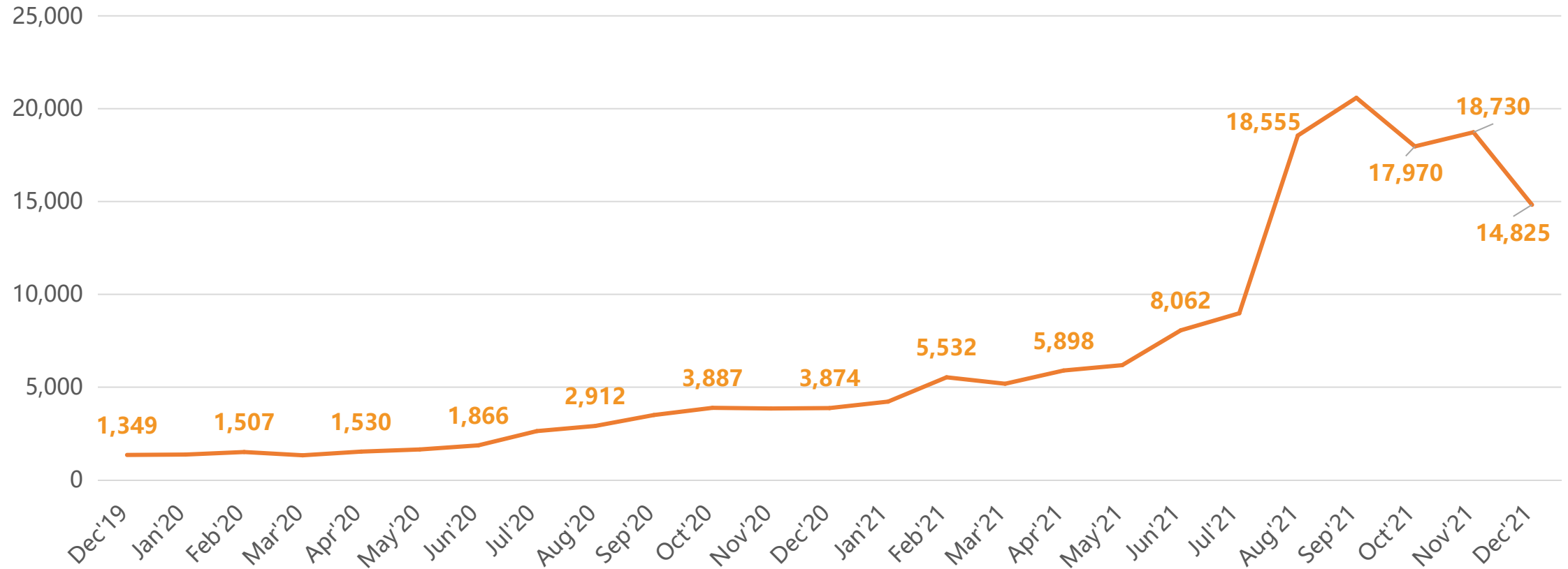
AmazonBasics在Top搜索词中的点击份额



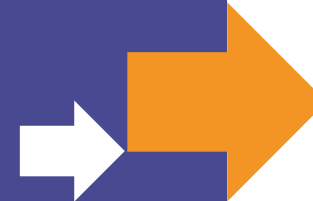
来源：Marketplace Pulse 市场：Amazon全球



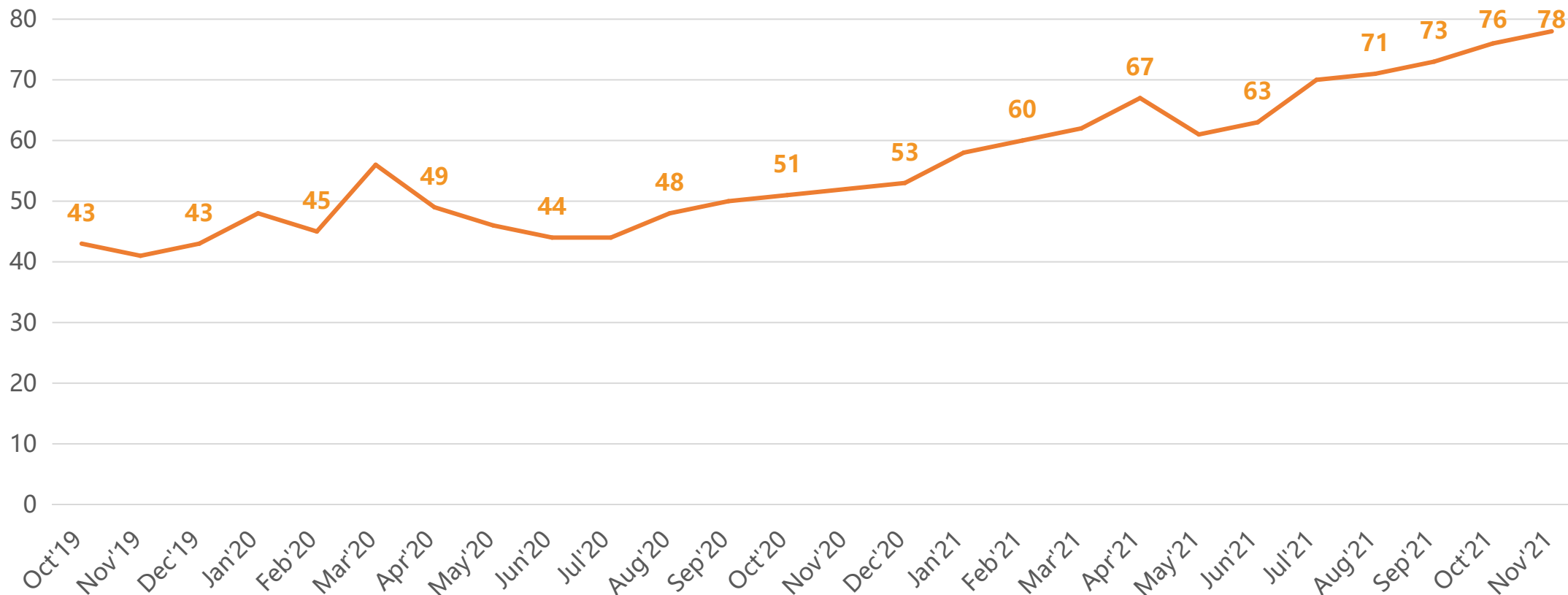
中国/东亚到北美西海岸的海运费率 (单位: 美元)



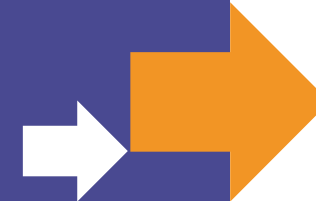
来源: Marketplace Pulse 市场: Amazon美国



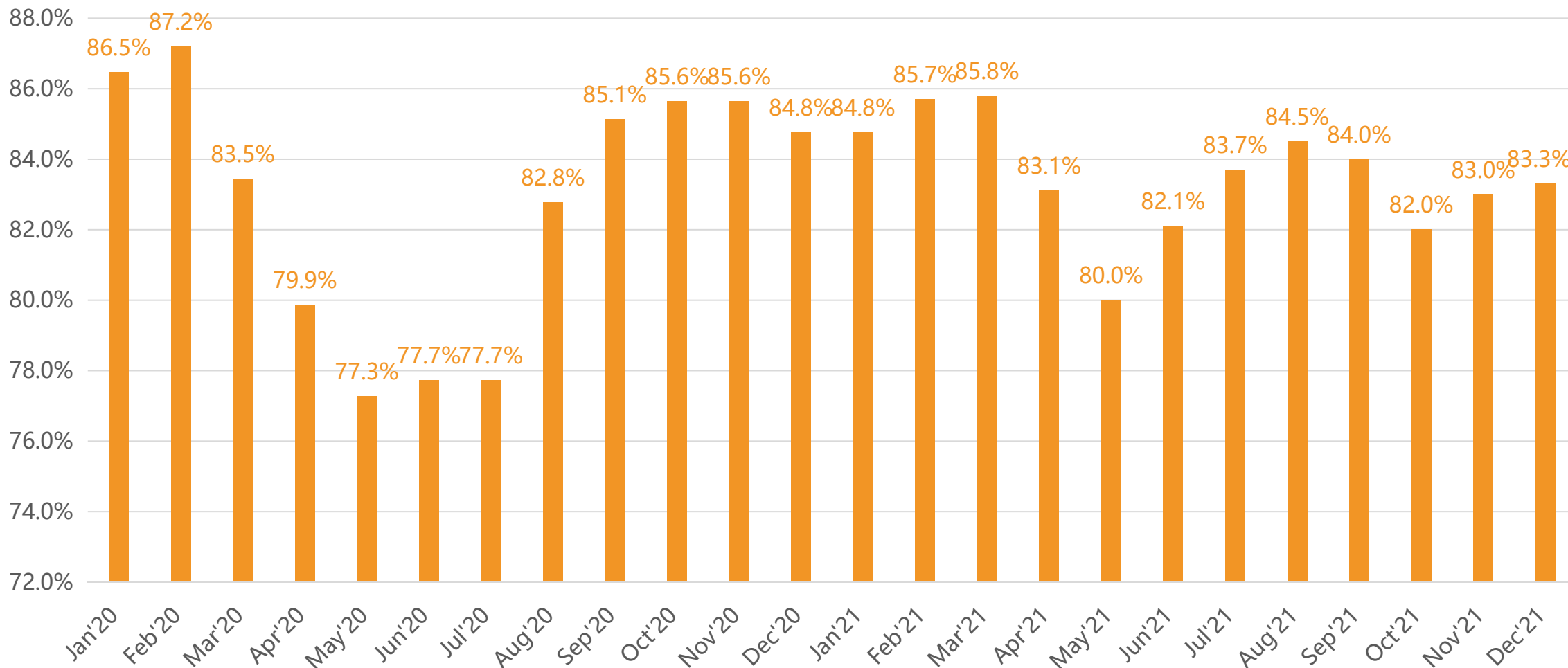
中国到美国海岸的运输时间 (单位: 天)



来源: Marketplace Pulse 市场: Amazon美国



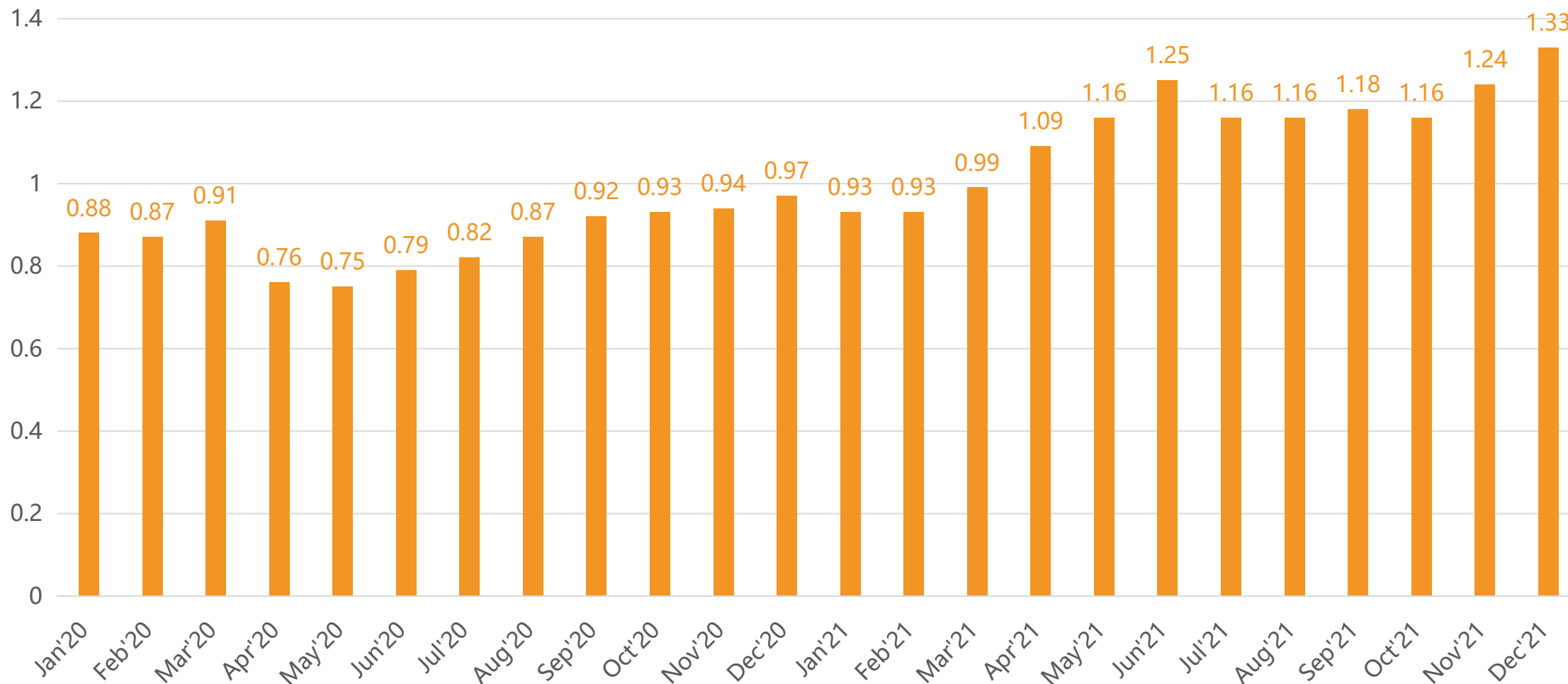
亚马逊上提供Prime Shipping服务的顶级卖家占比



来源：Marketplace Pulse 市场：Amazon全球



美国站的平均点击成本 (CPC) (单位: 美元)



来源: Marketplace Pulse 市场: Amazon美国

关键词gaming chair 在亚马逊美国站的CPC竞价趋势

关键词: gaming chair



来源: 卖家精灵 关键词选品 市场: Amazon美国

关键词earbuds 在亚马逊美国站的CPC竞价趋势

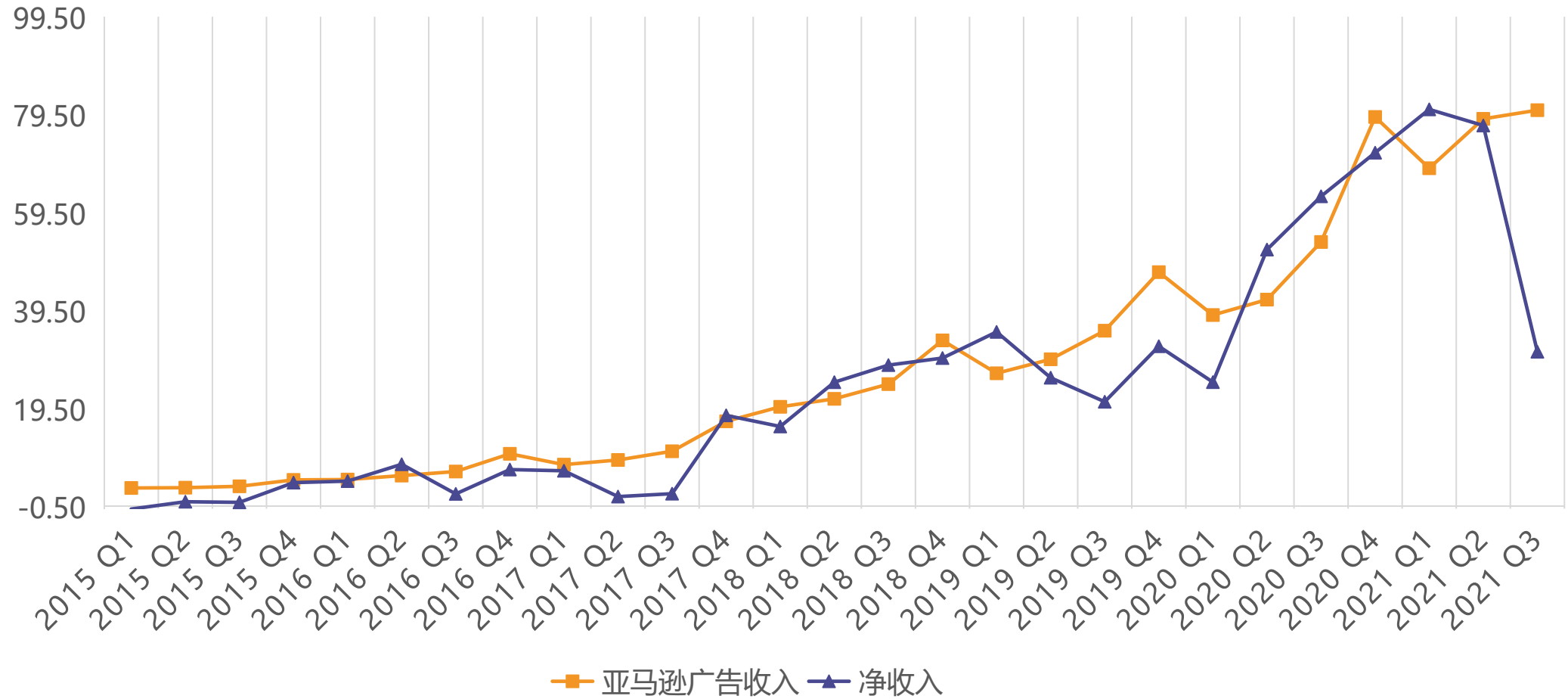
关键词: earbuds



来源: 卖家精灵 关键词选品 市场: Amazon美国



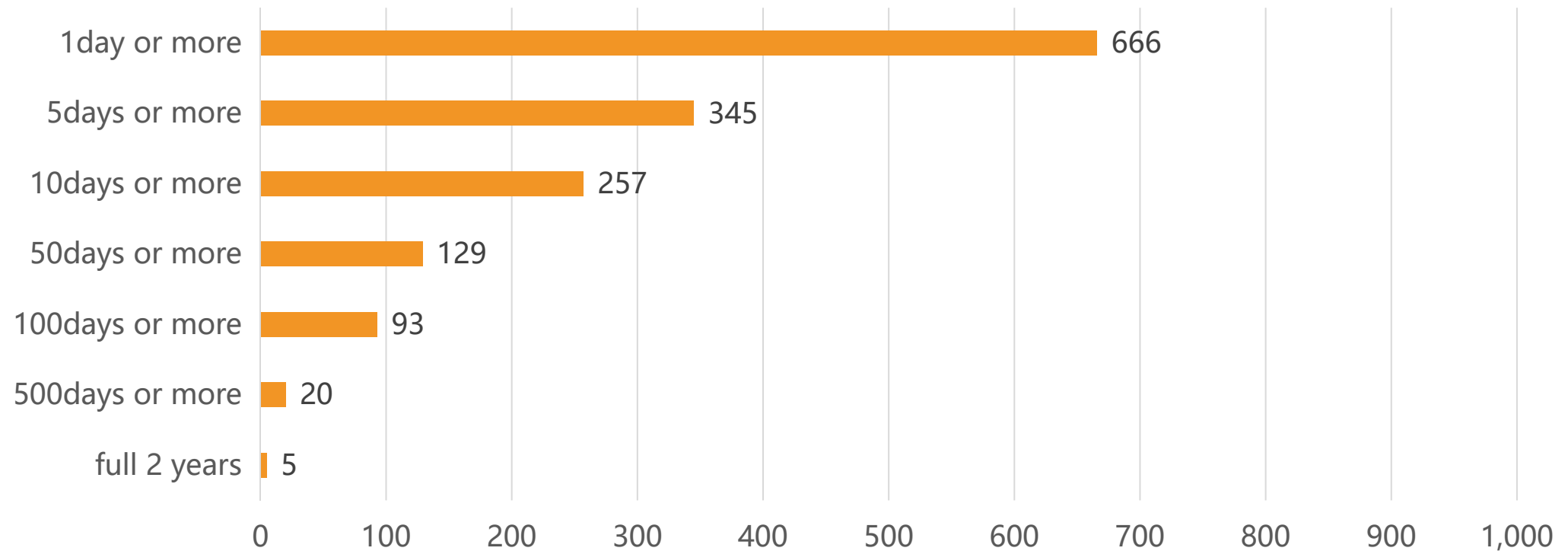
亚马逊广告收入 VS 净收入 (利润) (单位: 亿美元)



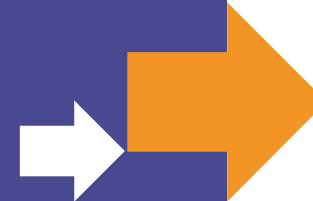
来源: Marketplace Pulse 市场: Amazon全球



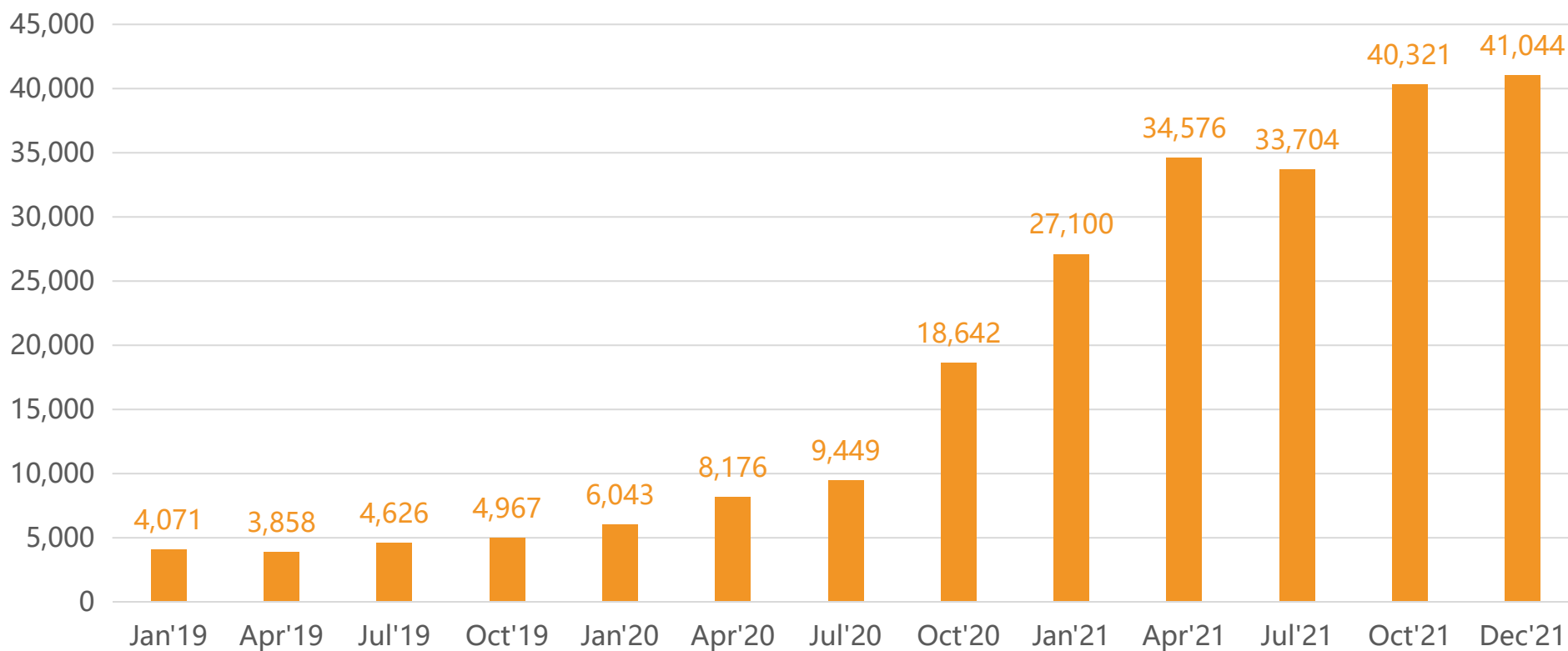
Headphone类目销量持续上榜Top100名的品牌数量



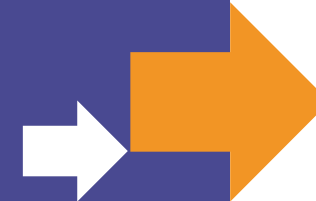
来源: Marketplace Pulse 市场: Amazon美国



Headphone类目Top100产品的平均评分



来源：Marketplace Pulse 市场：Amazon美国

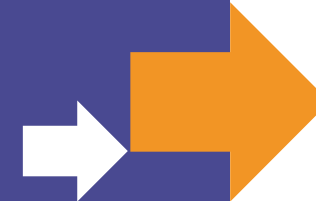


关键词squid game costume 在亚马逊美国站的搜索排名

关键词: squid game costume



来源: 卖家精灵 关键词趋势选品 市场: Amazon美国



关键词tiktok leggings 在亚马逊美国站的搜索排名

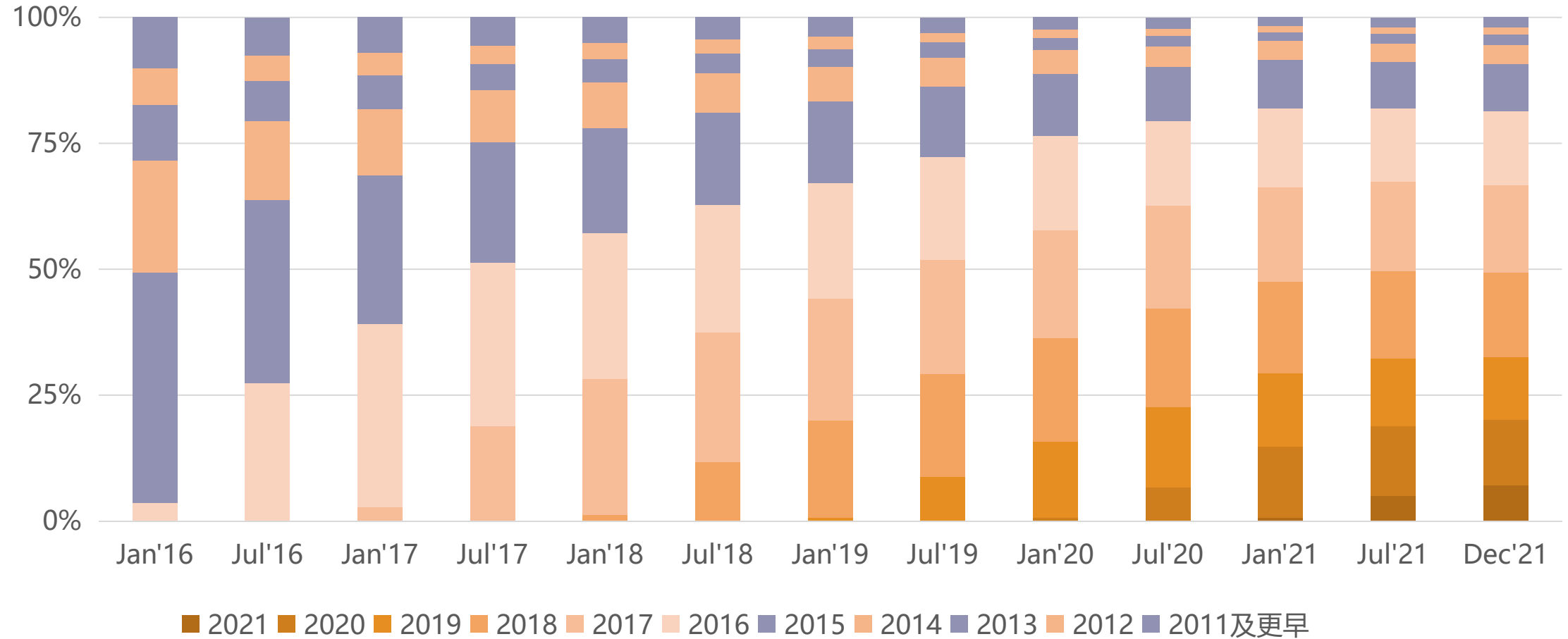
关键词: tiktok leggings



来源: 卖家精灵 关键词趋势选品 市场: Amazon美国



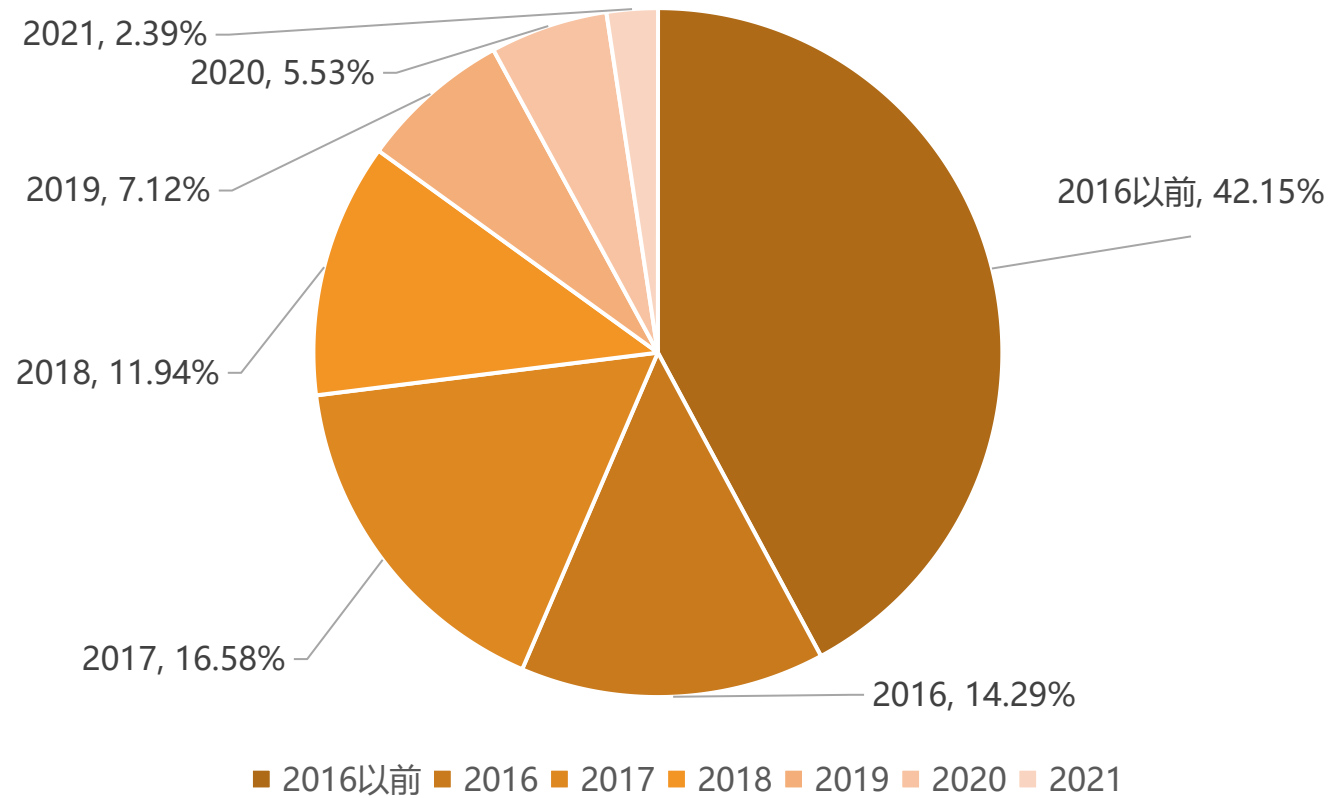
按卖家加入年份划分的亚马逊销售额



来源: Marketplace Pulse 市场: Amazon全球



顶级卖家加入亚马逊的年份



来源: Marketplace Pulse
市场: Amazon全球



Top Sellers Cohort by Lifetime

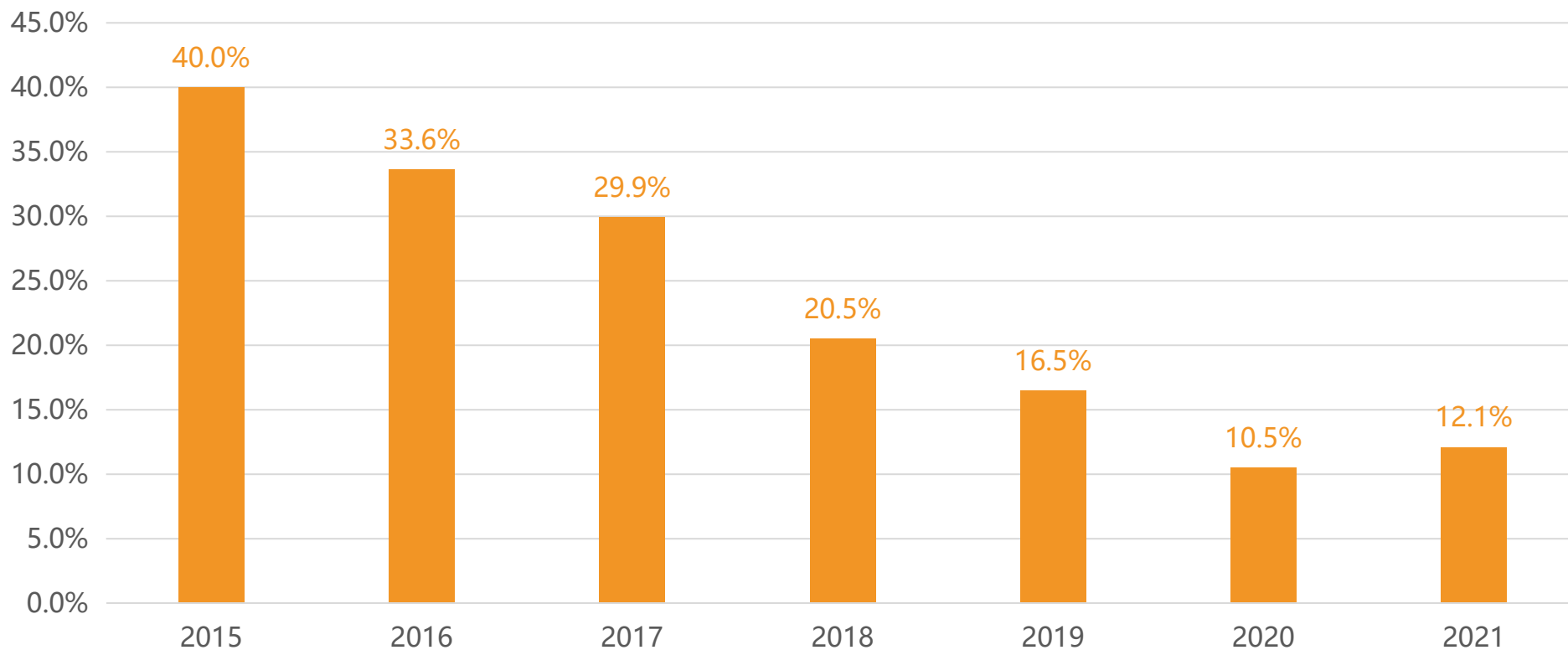
Top10000卖家	Year1	Year2	Year3	Year4
2015年	63.3%	48.7%	40.5%	31.1%
2016年	65.7%	53.2%	40.7%	30.3%
2017年	66.9%	51.3%	38.7%	37.7%
2018年	65.6%	48.3%	46.9%	
2019年	62.5%	58.4%		
2020年	66.7%			

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63.3%，两年后仍然活跃的比例为48.7%，三年后还活跃的比例为40.5%。



拥有1000或更多产品的亚马逊顶级卖家占比



来源：Marketplace Pulse 市场：Amazon全球



美国站 2022.01.07更新	Total	Top 1%	Top 5%	Top 10%	Top 25%
Total (在售商品数, 最大Sales Rank值)	582,561,437	5,825,614	29,128,072	58,256,144	145,640,359
Clothing, Shoes, & Jewelry	157,920,368	1,579,204	7,896,018	15,792,037	39,480,092
Home & Kitchen	101,804,981	1,018,050	5,090,249	10,180,498	25,451,245
Books	87,578,097	875,781	4,378,905	8,757,810	21,894,524
Sports & Outdoors	30,857,945	308,579	1,542,897	3,085,795	7,714,486
Automotive	27,810,544	278,105	1,390,527	2,781,054	6,952,636
Tools & Home Improvement	24,139,057	241,391	1,206,953	2,413,906	6,034,764
Cell Phones & Accessories	17,710,628	177,106	885,531	1,771,063	4,427,657
Electronics	17,464,748	174,647	873,237	1,746,475	4,366,187
Industrial & Scientific	13,567,787	135,678	678,389	1,356,779	3,391,947
Patio, Lawn, & Garden	12,326,063	123,261	616,303	1,232,606	3,081,516
Everything Else	11,364,552	113,646	568,228	1,136,455	2,841,138
Art, Crafts, & Sewing	11,342,815	113,428	567,141	1,134,282	2,835,704
Beauty & Personal Care	10,277,950	102,780	513,898	1,027,795	2,569,488



美国站 2022.01.07更新	Total	Top 1%	Top 5%	Top 10%	Top 25%
Office Products	9,645,242	96,452	482,262	964,524	2,411,311
Health & Household	8,724,434	87,244	436,222	872,443	2,181,109
CD's & Vinyl	7,981,784	79,818	399,089	798,178	1,995,446
Toys & Games	7,929,772	79,298	396,489	792,977	1,982,443
Pet Supplies	5,915,188	59,152	295,759	591,519	1,478,797
Movies & TV	5,476,057	54,761	273,803	547,606	1,369,014
Grocery & Gourmet Food	3,375,759	33,758	168,788	337,576	843,940
Baby Products	3,146,740	31,467	157,337	314,674	786,685
Handmade Products	2,254,402	22,544	112,720	225,440	563,601
Musical Instruments	1,827,405	18,274	91,370	182,741	456,851
Video Games	1,029,260	10,293	51,463	102,926	257,315
Appliances	907,792	9,078	45,390	90,779	226,948
Software	182,067	1,821	9,103	18,207	45,517



亚马逊各站点商品分级-英国站

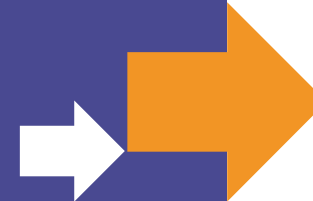


英国站 2022.01.07更新	Total	Top 1%	Top 5%	Top 10%	Top 25%
Total (在售商品数, 最大Sales Rank值)	199,294,375	1,992,944	9,964,719	19,929,438	49,823,594
Books	46,572,585	465,726	2,328,629	4,657,259	11,643,146
Clothing	30,609,211	306,092	1,530,461	3,060,921	7,652,303
Home & Kitchen	25,928,566	259,286	1,296,428	2,592,857	6,482,142
Shoes & Bags	12,148,008	121,480	607,400	1,214,801	3,037,002
DIY & Tools	10,292,782	102,928	514,639	1,029,278	2,573,196
Electronics & Photo	8,643,904	86,439	432,195	864,390	2,160,976
Sports & Outdoors	8,147,978	81,480	407,399	814,798	2,036,995
Automotive	6,211,422	62,114	310,571	621,142	1,552,856
CD's & Vinyl	4,733,158	47,332	236,658	473,316	1,183,290
Computers & Accessories	4,073,624	40,736	203,681	407,362	1,018,406
Garden & Outdoors	3,968,014	39,680	198,401	396,801	992,004
Beauty	3,951,739	39,517	197,587	395,174	987,935
Stationery & Office Supplies	3,936,711	39,367	196,836	393,671	984,178
Everything Else	3,073,860	30,739	153,693	307,386	768,465
Home & Garden	3,045,747	30,457	152,287	304,575	761,437



英国站 2022.01.07更新	Total	Top 1%	Top 5%	Top 10%	Top 25%
Health & Personal Care	2,987,880	29,879	149,394	298,788	746,970
Pet Supplies	2,917,456	29,175	145,873	291,746	729,364
Jewelry	2,895,131	28,951	144,757	289,513	723,783
Business, Industry, & Science	2,008,891	20,089	100,445	200,889	502,223
Baby Products	1,924,120	19,241	96,206	192,412	481,030
Lighting	1,919,562	19,196	95,978	191,956	479,891
Luggage	1,827,907	18,279	91,395	182,791	456,977
Grocery	1,663,046	16,630	83,152	166,305	415,762
DVD & Blu-ray	1,392,042	13,920	69,602	139,204	348,011
Musical Instruments & DJ	1,068,846	10,688	53,442	106,885	267,212
Toys & Games	909,103	9,091	45,455	90,910	227,276
Watches	844,205	8,442	42,210	84,421	211,051
PC & Video Games	581,994	5,820	29,100	58,199	145,499
Large Appliances	515,979	5,160	25,799	51,598	128,995
Handmade Products	308,845	3,088	15,442	30,885	77,211
Fashion	135,018	1,350	6,751	13,502	33,755

加拿大站 2022.01.07更新	Total	Top 1%	Top 5%	Top 10%	Top 25%
Total (在售商品数, 最大Sales Rank值)	102,466,767	1,024,668	5,123,338	10,246,677	25,616,692
Clothing, Shoes, & Accessories	22,863,017	228,630	1,143,151	2,286,302	5,715,754
Home & Kitchen	20,191,527	201,915	1,009,576	2,019,153	5,047,882
Books	19,656,051	196,561	982,803	1,965,605	4,914,013
Electronics	6,355,611	63,556	317,781	635,561	1,588,903
Tools & Home Improvement	5,525,569	55,256	276,278	552,557	1,381,392
Sports & Outdoors	4,867,527	48,675	243,376	486,753	1,216,882
Automotive	3,714,512	37,145	185,726	371,451	928,628
Health & Personal Care	2,364,354	23,644	118,218	236,435	591,089
Everything Else	2,126,014	21,260	106,301	212,601	531,504
Music	2,066,732	20,667	103,337	206,673	516,683
Beauty & Personal Care	1,950,354	19,504	97,518	195,035	487,589
Toys & Games	1,936,029	19,360	96,801	193,603	484,007
Patio, Lawn, & Garden	1,869,580	18,696	93,479	186,958	467,395
Pet Supplies	1,753,568	17,536	87,678	175,357	438,392
Office Products	1,383,720	13,837	69,186	138,372	345,930
Industrial & Scientific	1,008,198	10,082	50,410	100,820	252,050
Movies & TV	836,486	8,365	41,824	83,649	209,122
Baby	647,194	6,472	32,360	64,719	161,799
Grocery & Gourmet Food	488,005	4,880	24,400	48,801	122,001
Musical Instruments, Stage, & Studio	423,266	4,233	21,163	42,327	105,817



被封禁的中国卖家-近30天评论数

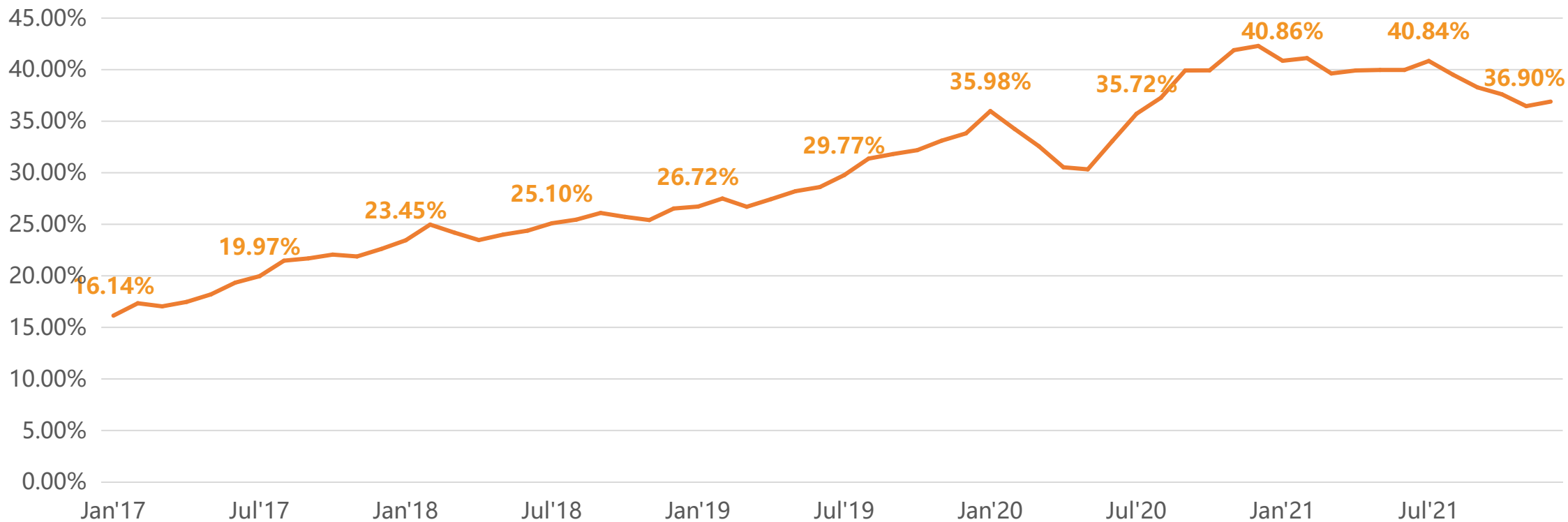
Seller Reviews by the Suspended Chinese Sellers



来源：Marketplace Pulse 市场：Amazon全球



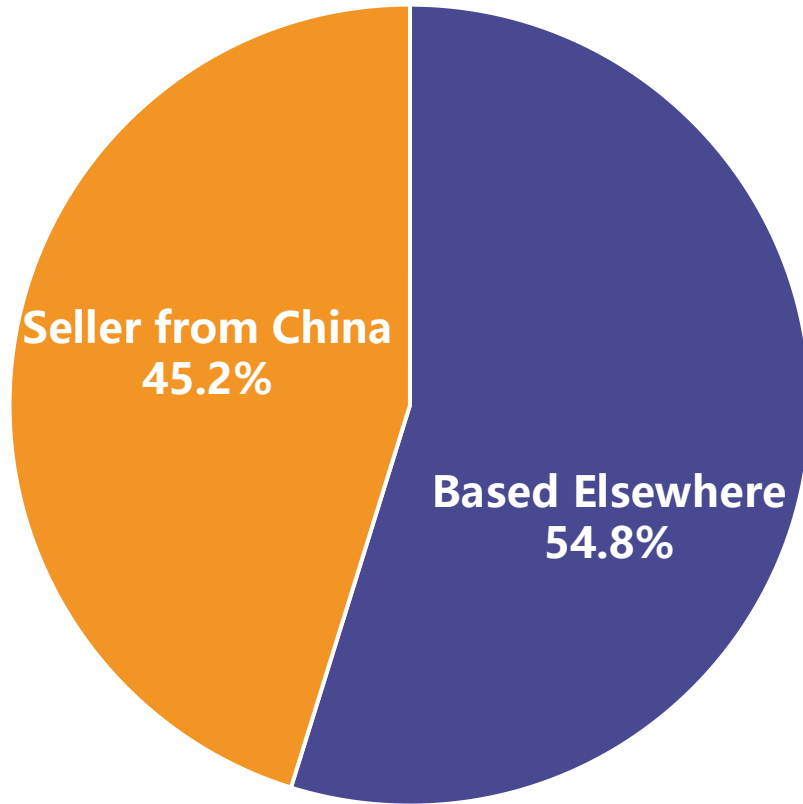
亚马逊顶级卖家中中国卖家的销售份额



来源: Marketplace Pulse 市场: Amazon全球



亚马逊中国卖家的市场份额

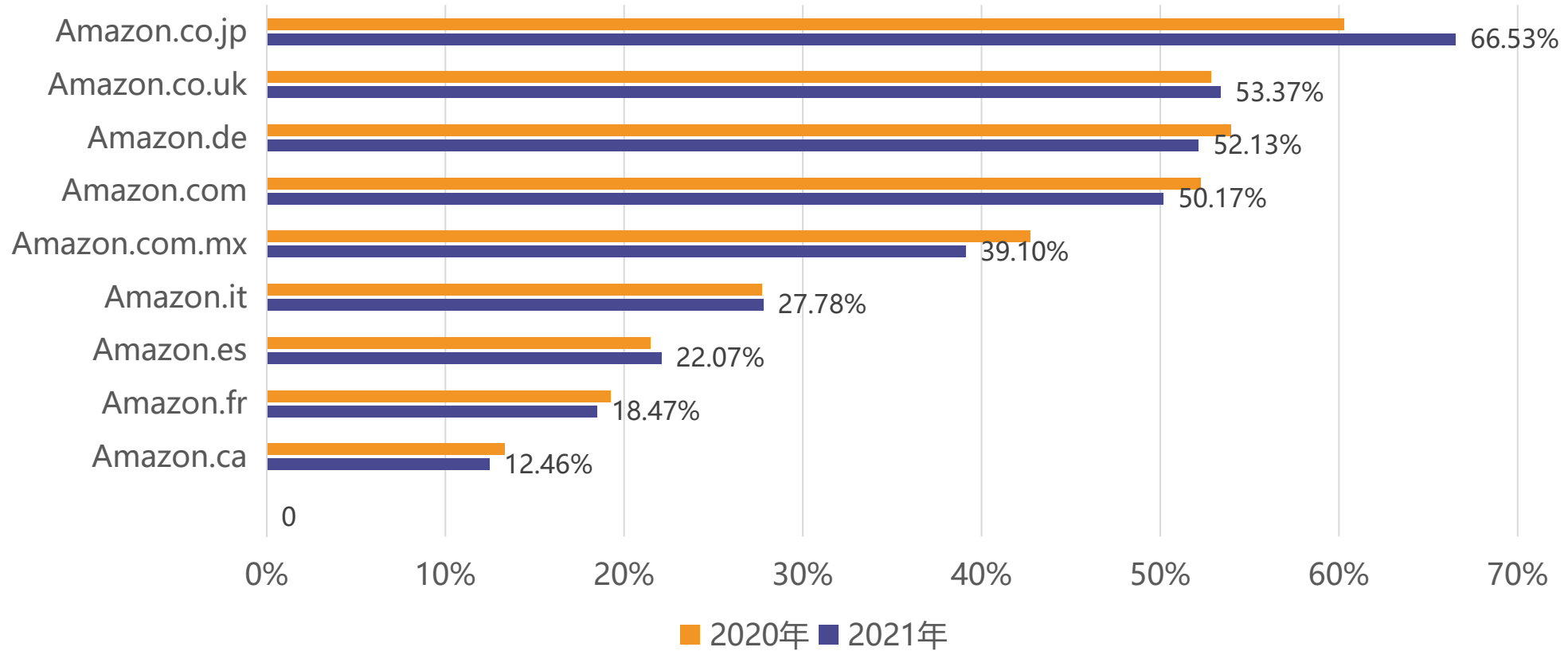


站点	China in Top 10,000
西班牙站	58%
法国站	55%
意大利站	51%
加拿大站	47%
美国站	41%
英国站	38%
德国站	35%
日本站	33%

来源: Marketplace Pulse 市场: Amazon全球



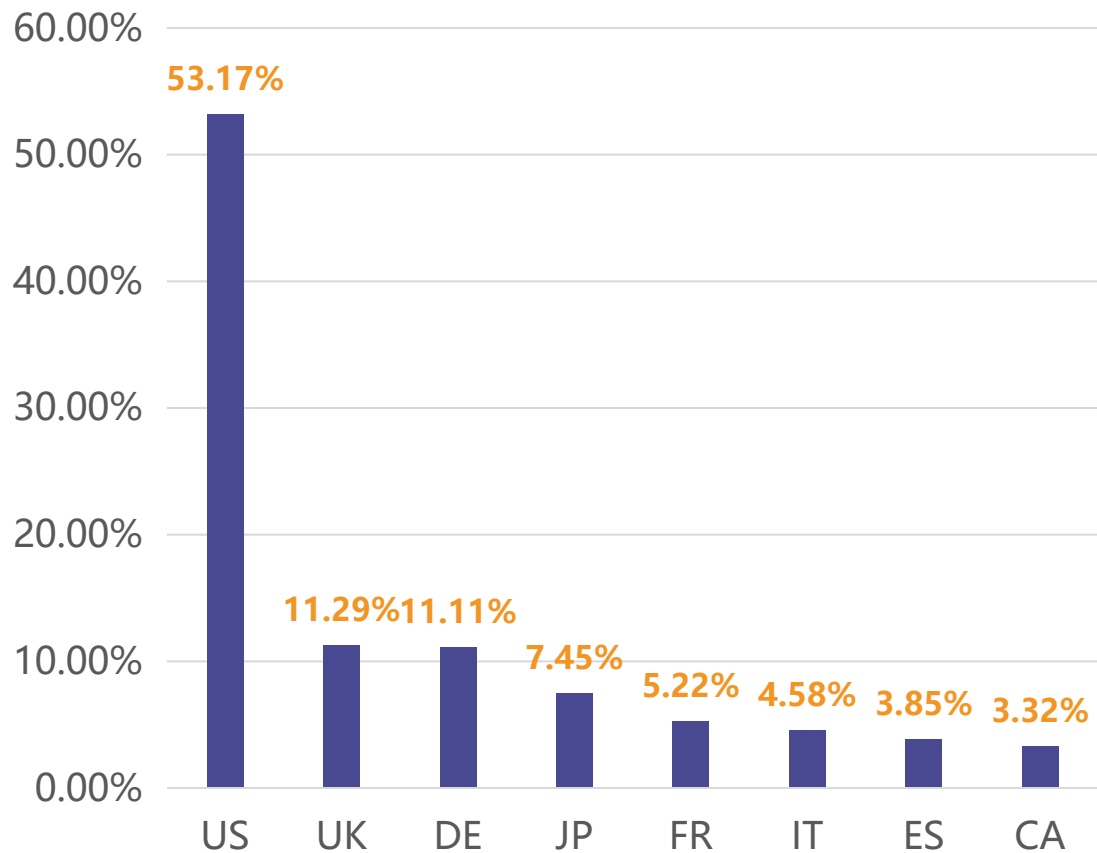
亚马逊顶级卖家中本土卖家的销售份额



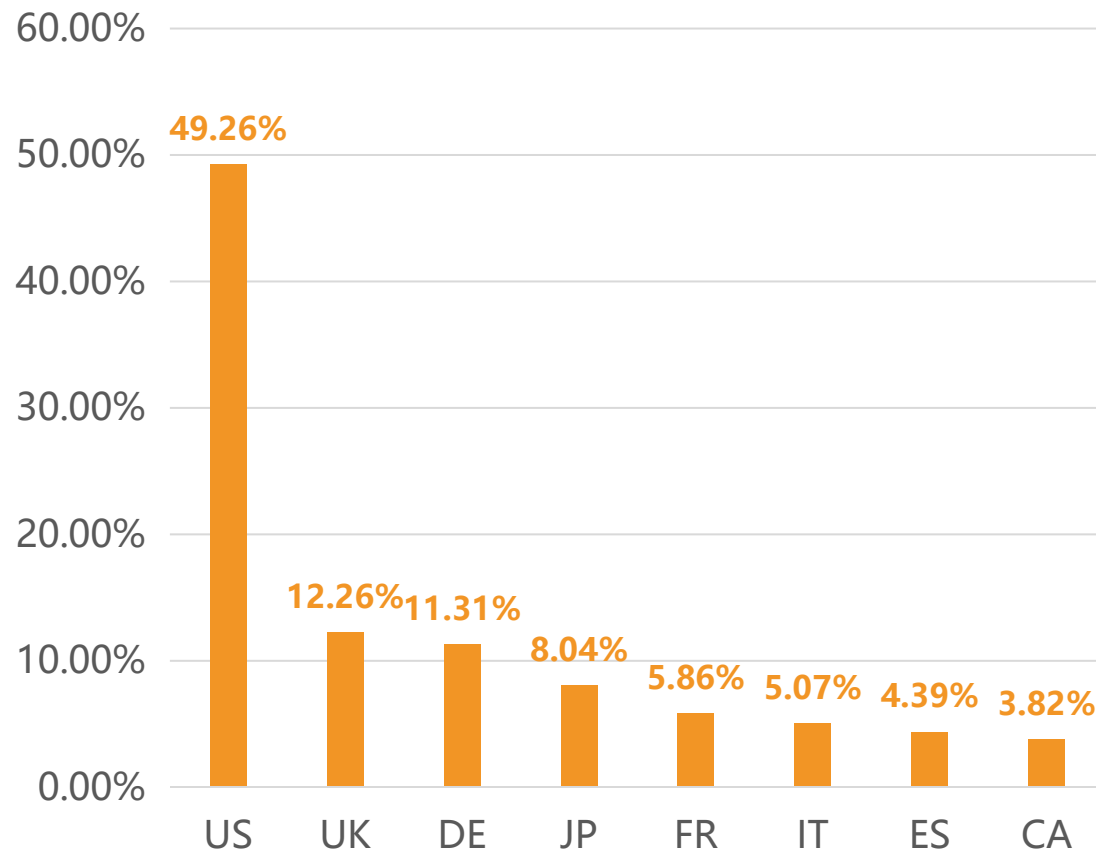
来源: Marketplace Pulse 市场: Amazon全球



站点查询次数占比



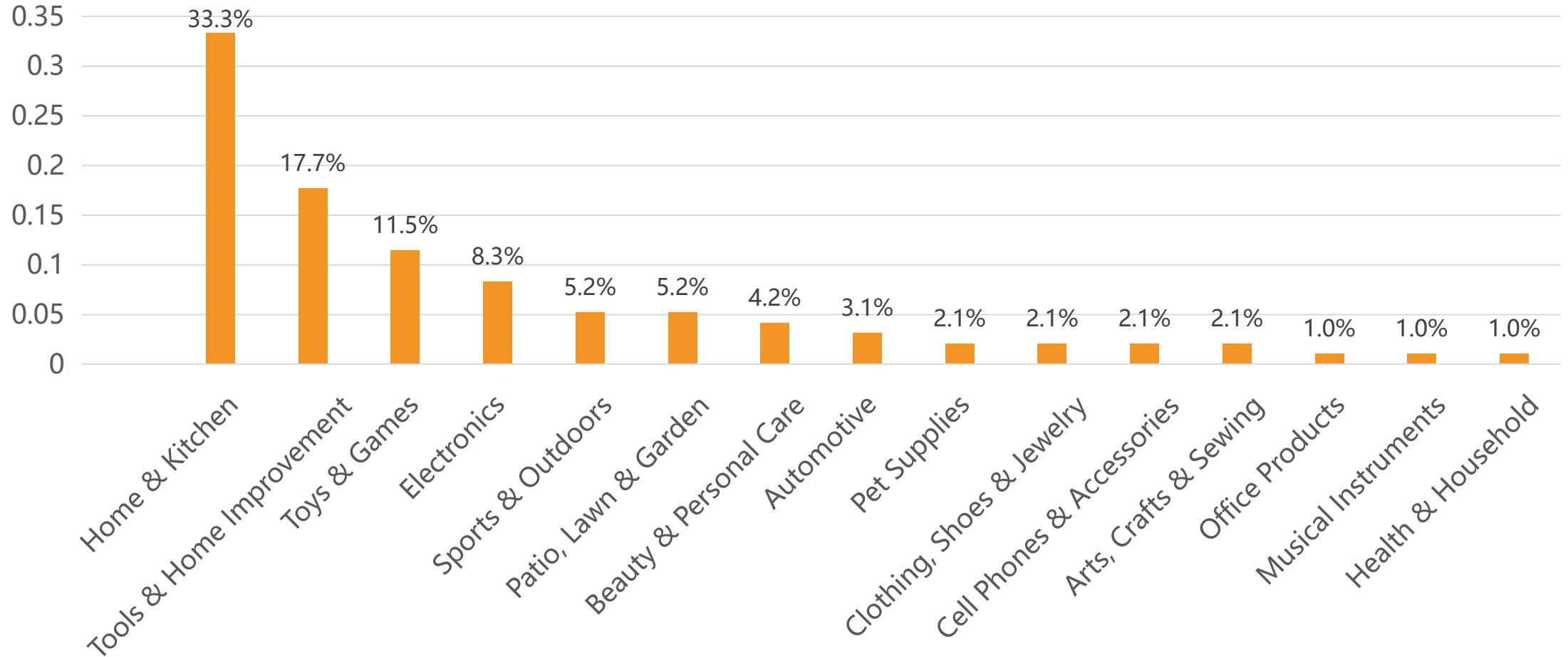
取样：卖家精灵 关键词反查 2021年下半年(6个月)



随机取样：卖家精灵 关键词反查 2021年12月第2周



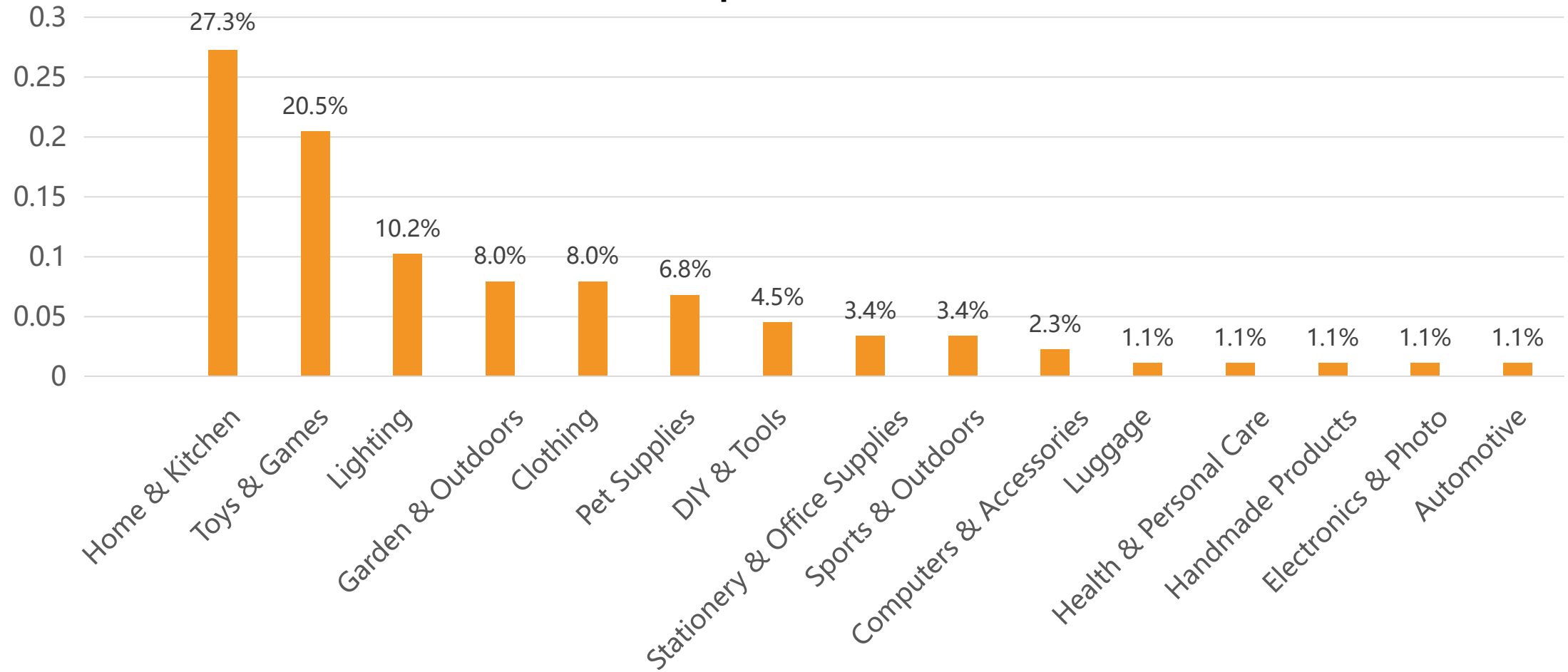
查询次数Top100 ASIN的所属类目



来源：卖家精灵 关键词反查 市场：Amazon美国

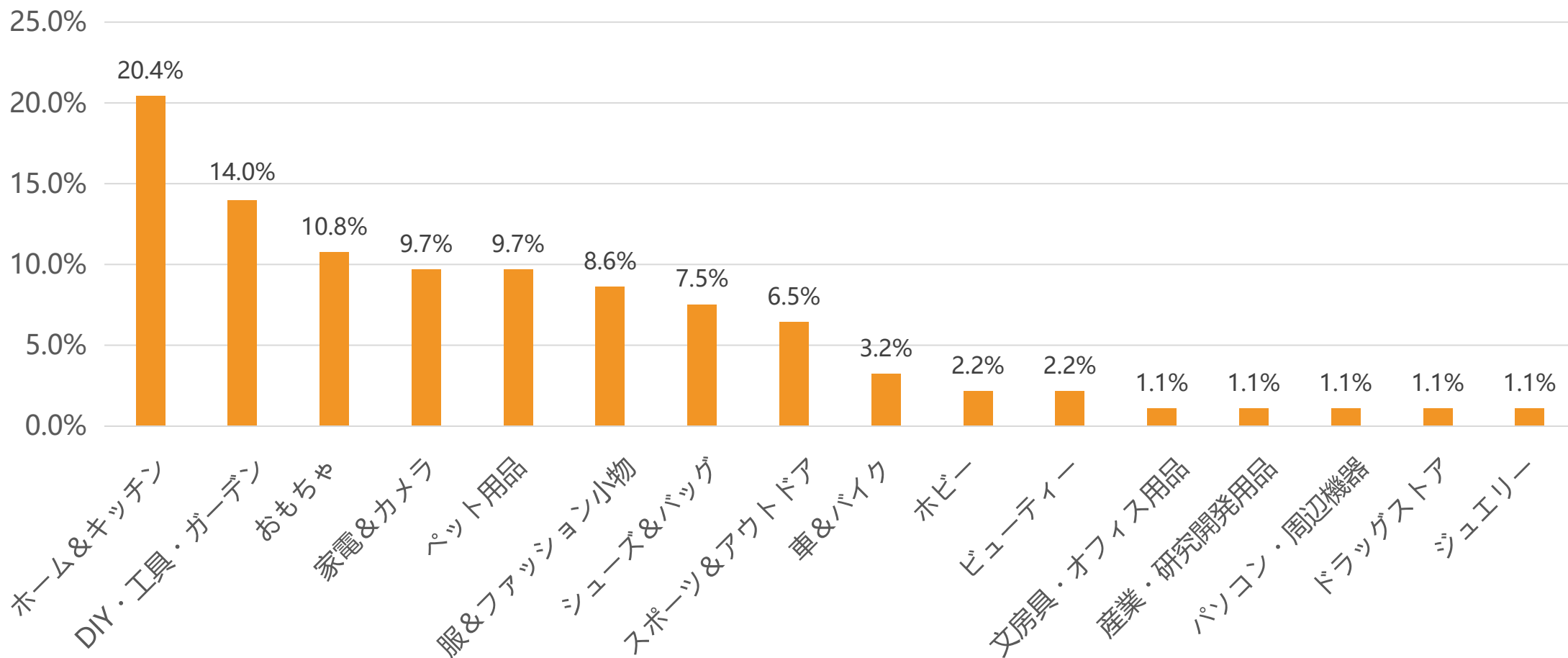


查询次数Top100 ASIN的所属类目



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