DATAWEAVE

CORESIGHT RESEARCH

AMAZON APPAREL UK:

AN ANALYSIS OF ALMOST 2 MILLION PRODUCT LISTINGS

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COMPETITIVE INTELLIGENCE
AS A SERVICE

Introduction

In collaboration with global research firm Coresight Research, DataWeave aggregated and analyzed data on almost 2 million women's and men's clothing products listed on Amazon.co.uk. This report calls out some of the key findings from this analysis. **Click here** to access the whole report on Coresight's website.

1) We identified 1.9 million women's and men's clothing products listed on Amazon.co.uk

2) The scale of Amazon's fashion offering has been supported by cheap, generic-style brands shipped from overseas sellers — mainly in China. These brands are the most-listed brands on Amazon Fashion.

3) Amazon also has a large number of brands that list just a few products. Once we strip out the 10 most-listed obscure brands, the average brand on Amazon Fashion lists 366 products.

4) The most-listed famous brands on Amazon Fashion are Adidas, Under Armour, Nike and Puma — reflecting the strength of sportswear on the site.

Gauging Amazon UK's 2-Million-Strong Clothing Offering

Amazon is the big unknown in UK apparel, with little or no hard data on its sales and market share in the category. However, there can be little doubt that it is a major competitor in apparel and that it is growing sales fast: Amazon grew its total UK sales an estimated 23% in 2018. In this report, we uncover the scale of Amazon's UK apparel offering.

In collaboration with global research firm Coresight Research, we aggregated data on almost 2 million women's and men's clothing products listed on Amazon.co.uk (Amazon's UK site). In the sections that follow, we cut and slice that data by brand, product category and type of seller (first-party versus thirdparty).

In Brief:
How We Got Our Data

Our data covers women's and men's clothing on the UK Amazon Fashion site. We aggregated data in two stages:

First, we identified all brands included in the top 500 featured product listings for each product subcategory in the women's clothing and men's clothing sections on Amazon Fashion UK (e.g., the top 500 product listings for women's tops and tees, the top 500 product listings for men's activewear, etc). We believe these top 500 products represent around 95% of Amazon.co.uk's clothing sales. This returned a total of 4,037 unique brands.

We then aggregated data on all product listings in the women's clothing and men's clothing sections for each of the 4,037 identified brands. This returned a total of 1.9 million individually listed products, which are the basis for the analysis in this report.

Our
Top Findings

1. We identified 1.9 million women's and men's clothing products listed on Amazon.co.uk, though this isn't an exhaustive count of Amazon UK's apparel assortment. For comparison, ASOS says it offers around 85,000 products and Zalando says it offers more than 400,000 products. Amazon UK offers 1.2 million women's clothing products and 660,000 men's clothing products, meaning womenswear accounts for around two-thirds of listings.

2. The scale of Amazon's fashion offering has been supported by cheap, generic-style brands shipped from overseas sellers — mainly in China. Unknown brands such as EKU Fashion, Dahuo and ShuangRun are the mostlisted brands on Amazon Fashion, with several listing tens of thousands of clothing products on the site and accounting for a large share of total listings. EKU Fashion lists almost 90,000 clothing items – nearly 5% of all Amazon UK clothing listings.

3. Amazon also sees a large number of brands listing just a few products. Fully 2,481 brands of the 4,037 total have fewer than 100 products – and we found 711 brands with just a single-digit number of products listed.

   After stripping out the 10 most-listed generic-style brands, the average brand on Amazon Fashion has 366 products listed.

The (Very) Long Tail of Brands

Amazon has almost 2 million clothing product listings in large part due to two types of brands: A small number of brands each with many products, and a very long tail of many brands each with very few products. The chart below visualizes this polarization.

Eight brands each have more than 30,000 product listings, and a further 13 brands have between 10,000 and 30,000.
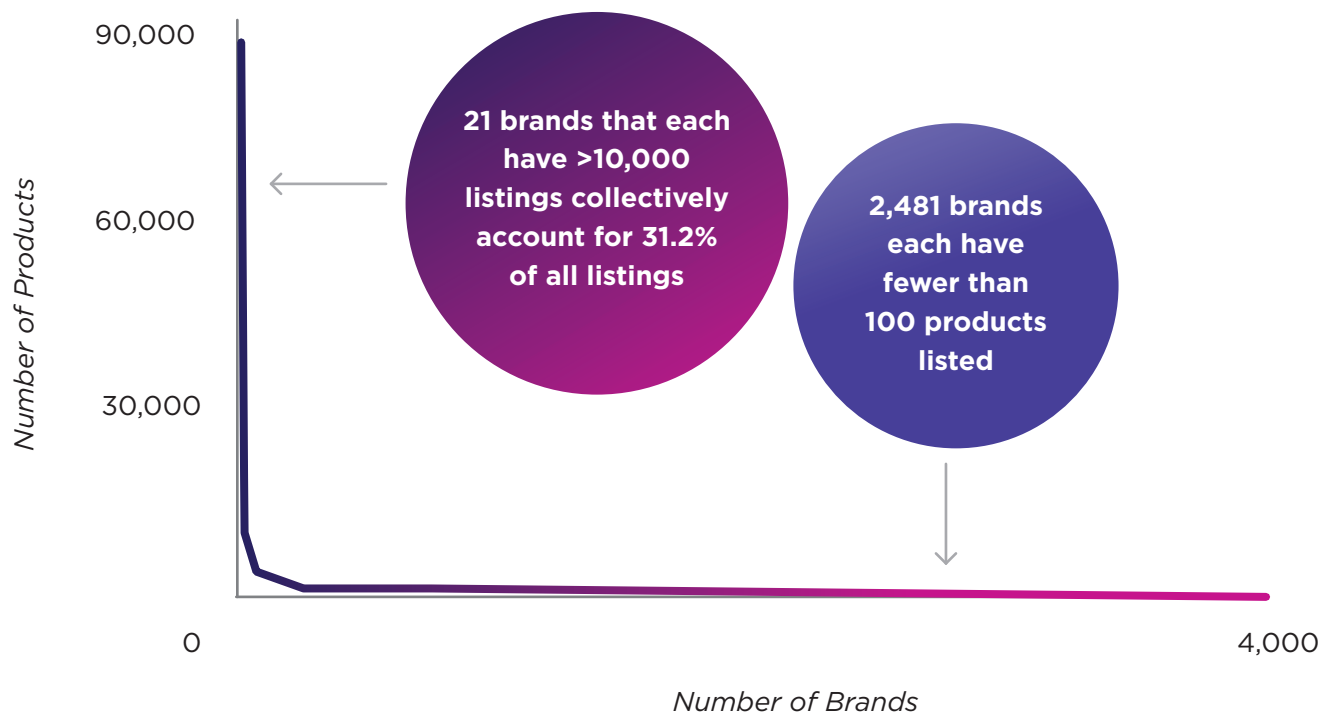
Those 21 brands that have more than 10,000 listings together account for close to one-third (31.2%) of all clothing listings on Amazon.co.uk.

Some 2,481 brands of the 4,037 total each have fewer than 100 products.

As we show later, obscure generic-style brands, mainly despatched on order from China, dominate the most-listed brands ranking.

Amazon UK Clothing:
Number of Products Listed for Sale, by Number of Brands
Source: DataWeave/Coresight Research

21 brands that each have >10,000 listings collectively account for 31.2% of all listings

2,481 brands each have fewer than 100 products listed

Number of Products

90,000

60,000

30,000

0

4,000

Number of Brands

20 Most-Listed Brands: Obscure Brands from China Lead the Pack

Major names are among the most-listed brands on Amazon Fashion — but they are joined by cheap, imported brands.

- The 20 most-listed brands together account for over 30% of all clothing listings on Amazon.co.uk.

- The ranking of most-listed brands is led by obscure brands, mainly shipped from China-based sellers. The scale of these brands, in and beyond the top 20, helps explain the dominance of third-party listings on Amazon apparel, because Amazon is not the seller for these little-known brands. Many more such brands appear further down the ranking, outside of the scope of the table.

- These brands sell at very low prices: ShuangRun sells men's shirts for around £10 and women's jackets for less than £15. Many of these products are offered in Chinese sizes. HCFKJ sells leather wallets for a penny.

- Confirming the strength of sportswear in Amazon's apparel offering, the most-listed famous brands are Adidas, Under Armour, Nike and Puma. Indeed, Adidas is the only major apparel brand with more than 30,000 product listings on Amazon.co.uk.

- Lower-price brands that have traditionally wholesaled to retailers, such as Fruit of the Loom and Hanes, also rank highly in terms of number of product

Confirming the strength of sportswear in Amazon's apparel offering, the most-listed famous brands are Adidas, Under Armour, Nike and Puma.

Sold from China	Sold from the UK	
Sold from HK/UK*	Sold from Lithuania	

Brand	No. of Products	% of All Products Listed
EKU Fashion	88,709	4.7%
Dahuo	64,480	3.4%
ShuangRun	54,928	2.9%
Bolawoo-77	48,350	2.6%
Emmay	40,860	2.2%
Adidas/Adidas Originals	36,612	1.9%
Absolute Cult	32,432	1.7%
Tootlessly-Women	31,070	1.6%
Under Armour	19,898	1.1%
Nike	18,327	1.0%
Ansenesna	17,287	0.9%
Puma	17,033	0.9%
Fruit of the Loom	16,017	0.8%
Queen of Cases	14,697	0.8%
Hanes	14,465	0.8%
Columbia	14,352	0.8%
Erido	14,261	0.8%
HCFKJ	12,946	0.7%
Emporio Armani	12,417	0.7%
Billabong	10,261	0.5%
Total of the Above	**579,402**	**30.6%**

*Queen of Cases is a UK-registered company, but orders are shipped from Hong Kong. Percentages may not sum due to rounding.
Source: DataWeave/Coresight Research*

Listings by Category

The highly listed brands from China, such as EKU Fashion, Dahuo and ShuangRun typically have substantial numbers of listings for categories such as dresses, coats and jackets, and sweaters, cardigans and sweatshirts, boosting these categories' presence in the ranking.

These brands also tend to have a much more limited offering in categories such as jeans, which helps explain the relatively low ranking of jeans in womenswear and menswear — even though Amazon.co.uk offers almost 17,000 different jeans in womenswear and over 15,000 in menswear.
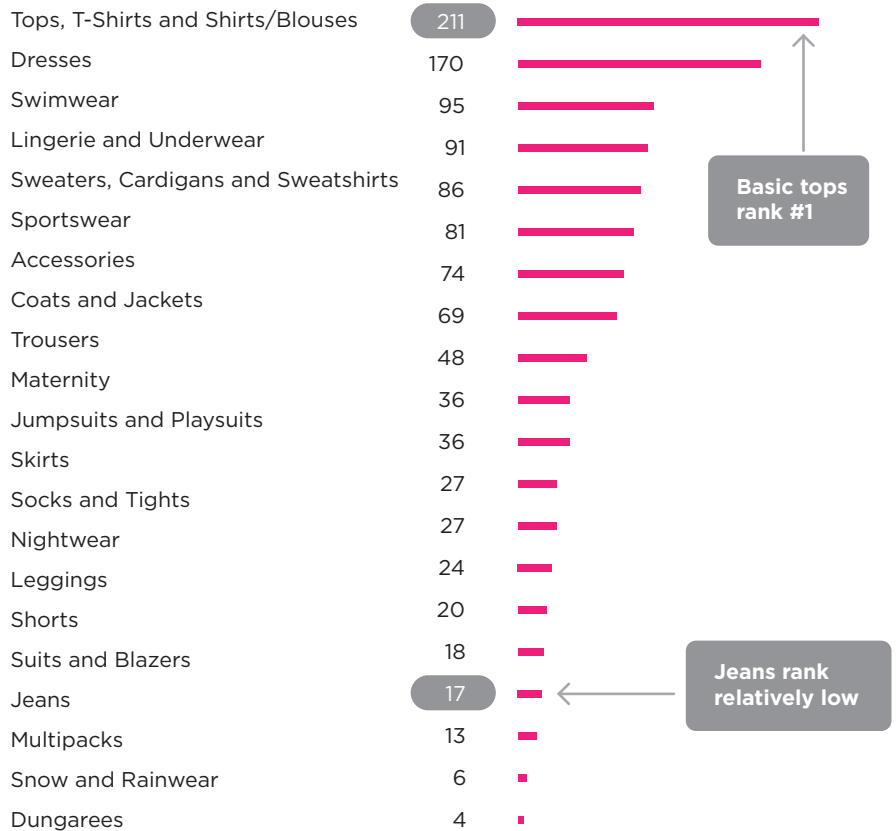
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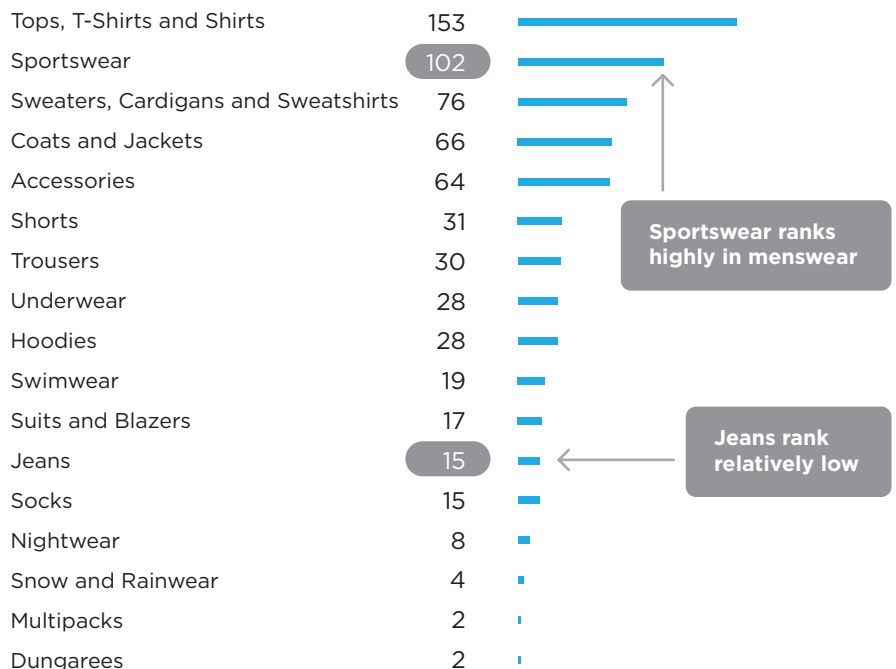
Amazon UK Clothing:
Source: DataWeave/Coresight Research
Number of Product Listings by Category (Thous.)

Women's Clothing

Category	Listings
Tops, T-Shirts and Shirts/Blouses	211
Dresses	170
Swimwear	95
Lingerie and Underwear	91
Sweaters, Cardigans and Sweatshirts	86
Sportswear	81
Accessories	74
Coats and Jackets	69
Trousers	48
Maternity	36
Jumpsuits and Playsuits	36
Skirts	27
Socks and Tights	27
Nightwear	27
Leggings	24
Shorts	20
Suits and Blazers	18
Jeans	17
Multipacks	13
Snow and Rainwear	6
Dungarees	4

Basic tops rank #1

Jeans rank relatively low

Men's Clothing

Category	Listings
Tops, T-Shirts and Shirts	153
Sportswear	102
Sweaters, Cardigans and Sweatshirts	76
Coats and Jackets	66
Accessories	64
Shorts	31
Trousers	30
Underwear	28
Hoodies	28
Swimwear	19
Suits and Blazers	17
Jeans	15
Socks	15
Nightwear	8
Snow and Rainwear	4
Multipacks	2
Dungarees	2

Sportswear ranks highly in menswear

Jeans rank relatively low

ABOUT DATAWEAVE

DataWeave is an AI-powered SaaS platform that provides Competitive Intelligence as a Service to consumer brands and eCommerce businesses, enabling them to compete profitably and accelerate revenue.

DataWeave's technology platform enables eCommerce businesses to make smarter pricing and merchandising decisions to drive profitable growth, as well as consumer brands to protect their online presence, enhance their availability, and optimize their discoverability on online marketplaces.

KEY FEATURES

AI/ML PLATFORM

- Proprietary NLP and Computer Vision technologies purpose-built for retail

- Human-aided Machine Intelligence ensures faster and better data accuracy with time

DATA AGGREGATION AT SCALE

- Massive scale data aggregation across complex web environments & mobile apps, as well as for specific ZIP codes

- Language-agnostic platform supports and processes a slew of international languages

CUSTOMER SUCCESS

- Customer success team of domain experts as well as round the clock customer service and support

- Diverse delivery modes (including APIs) for easy and speedy consumption

RETAIL INTELLIGENCE

PRICING INTELLIGENCE

Increase your revenue and margin by tracking and acting on price improvement opportunities

ASSORTMENT INTELLIGENCE

Improve customer conversion and retention by identifying and plugging high-demand gaps in your assortment

BRAND ANALYTICS

BRAND PROTECTION

Protect your brand equity online — minimize MAP violations, unauthorized merchants, and counterfeit products. Perform catalog content audits.

DIGITAL SHELF ANALYTICS

Optimize your eCommerce presence through insights on search discoverability, competitors, consumer opinion, and more.

There's a universe of data out there.

ACQUIRE. ANALYZE. ACT.

GET IN TOUCH

Email **contact@dataweave.com** or give us
a call at **+91 770-823-8430**

For information on DataWeave, visit
WWW.DATAWEAVE.COM