Amazon owns most of the online market’s "shelf space" and is leveraging this in an attempt to gain market share for its own branded products. In this four-part series, we dive into the three categories where Amazon products are booming. Our first is a look into the online battery category and the role that Amazon’s battery brand, AmazonBasics, plays within it.

### The Battle of Batteries

**ONLINE MARKET SEPTEMBER 2015 - AUGUST 2016**

**Estimated Online Batteries Market Size**

- **$113M**

**94%** of batteries sold online are sold through Amazon.com

**62%** of online battery purchases are made by men

**Most Popular Item in Online Battery Category**

- AmazonBasics AA Performance Alkaline Batteries (48 Pack)

**YOY Growth for AmazonBasics Battery Sales**

(August ‘15 - August ‘16)

**Conversion Rates**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Conversion Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Amazon</td>
<td>17.7%</td>
</tr>
<tr>
<td>Duracell</td>
<td>10.2%</td>
</tr>
<tr>
<td>Panasonic</td>
<td>8.0%</td>
</tr>
<tr>
<td>Energizer</td>
<td>7.1%</td>
</tr>
</tbody>
</table>

* Category Average 9.8%

**Consumers Are More Likely to Purchase Amazon Batteries after Viewing them Online than the Category Average**

For more information, contact marketinsights@1010data.com