

The War of the Wipes

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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. Here's a look into the online baby wipes category and the role that Amazon's baby wipes brand, Amazon Elements, plays within it.

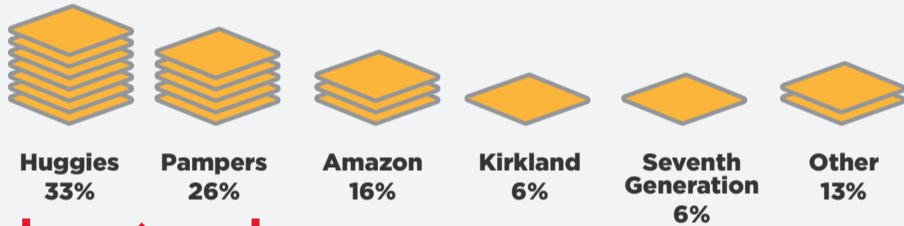
Market Insights Series: Amazon's Advance

\$60M

Estimated Online Baby Wipes Market Size



Online Market Share Among Top 10 Baby Wipe Brands

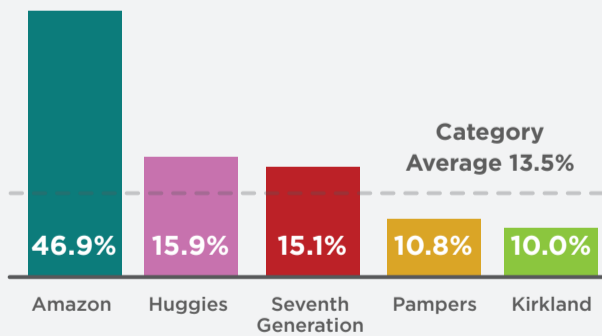


60%

Household names like Huggies and Pampers still own 60% of the online baby wipes market



CONVERSION RATES*



CONSUMERS ARE

3X

MORE LIKELY to purchase Amazon baby wipes after viewing them online than the category average

* Conversion Rate is calculated as Units Sold divided by Product Views across all online retailers