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.

**The War of the Wipes**

**Estimated Online Baby Wipes Market Size**

- **Amazon**: 80%
- **Others**: 20%

80% of baby wipes sold online are sold through Amazon.com

70% of online baby wipe purchases are made by women

**Online Market Share Among Top 10 Baby Wipe Brands**

- **Huggies**: 33%
- **Pampers**: 26%
- **Amazon**: 16%
- **Kirkland**: 6%
- **Seventh Generation**: 6%
- **Other**: 25%

60% of online baby wipes are sold to women

**Most Popular Item in Online Baby Wipes Category**

- **Huggies One & Done**

266% YoY Growth for Amazon Elements Baby Wipes Sales (August ‘15 - August ‘16)

**Conversion Rates**

- **Amazon**: 46.9%
- **Huggies**: 15.9%
- **Seventh Generation**: 15.1%
- **Pampers**: 10.8%
- **Kirkland**: 10.0%

Category Average: 13.5%

3X More likely to purchase Amazon baby wipes after viewing them online than the category average

More information can be found at marketinsights@1010data.com