

Market Analysis Report

Market Analysis for **B07NCJH91H** and the following keywords:

- DIM Supplement
- Extra Strength DIM
- Hormone Menopause Relief

Report issued on 6/7/20



DIM Supplement 300mg - Extra Strength DIM (Diindolylmethane) + 5mg BioPerine 60-Day Supply Provides Estrogen Balance, Hormone Menopause Relief, Treatment of Acne & PCOS

This report will provide you with general important details about all products identical or very similar (competitors) to B07NCJH91H

Market Overview

Market Volume

This market has a total volume of \$898,696* in monthly revenue, and it moves about 43,547 units monthly from 94 competing listings.

* Market volume has a close connection with the amount of competing listings. The average income per list is \$9,561

Competitors

There are 94 different brands in the market, which are sold by 78 different sellers.

This means that each seller holds about 1.2 listings on average.

*Listings per brand number will give you a good sense of variations opportunity in this market (The higher this number, the higher variations are possible i.e more product development).

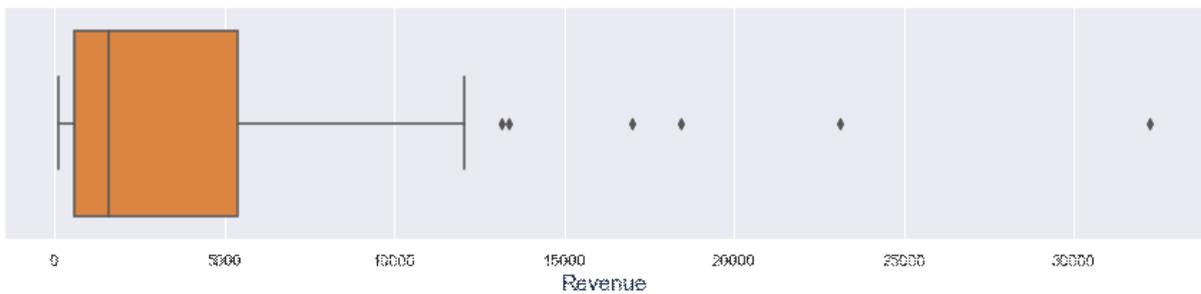
Overall market centralization is about 17% which indicate that market shares are somewhat balanced (100% centralization means all items sold by a single seller, 1% means sales are evenly distributed)

Revenue Breakdown

According to most recent data, this market generates \$898,696 in total per month, which breaks down to an average of \$9,561 monthly revenue per item.

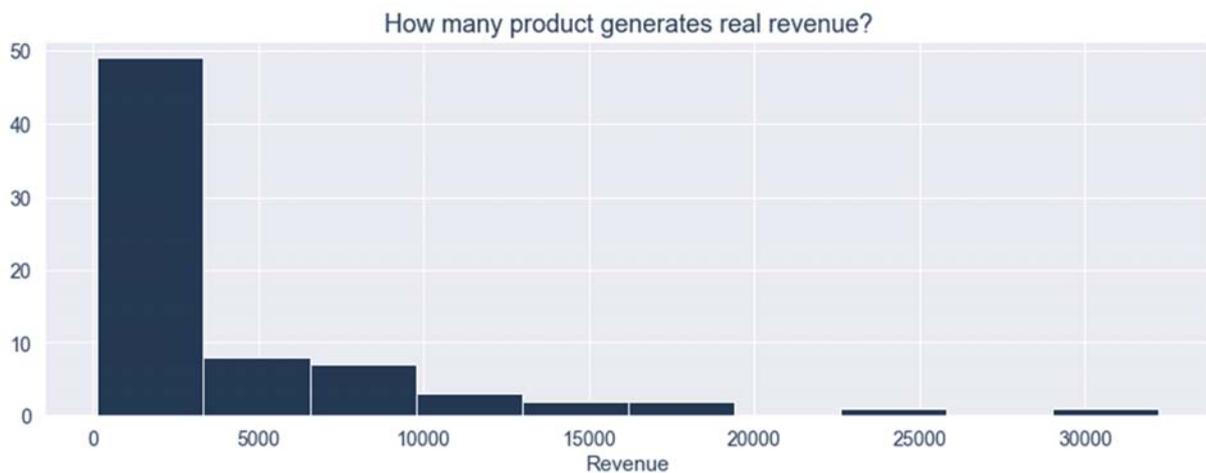
However, the median revenue is \$1,572 - this indicates that the majority of items generate revenue below average.

We can say that the “standard” revenue in this market is in the range of \$591 to \$5,403



How is revenue distributed?

- 30 products (31.91%) generate less than \$591 revenue
- 38 products (40.43%) generate between \$591 and \$5,403 revenue
- 26 products (27.66%) generate more than \$5,403 revenue



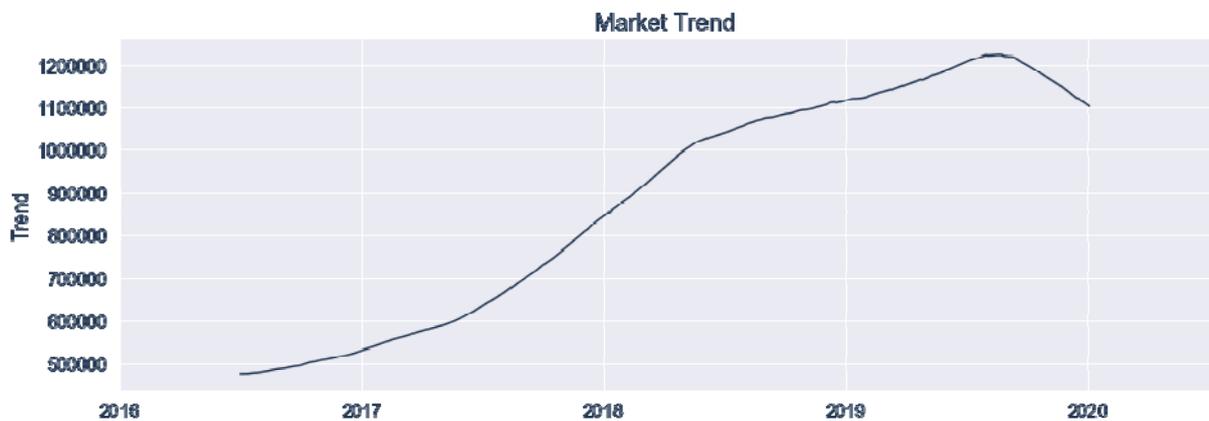
Market History

Overall in the past 2 years, the market cap has changed by 6% - growing from \$820K to around \$867K

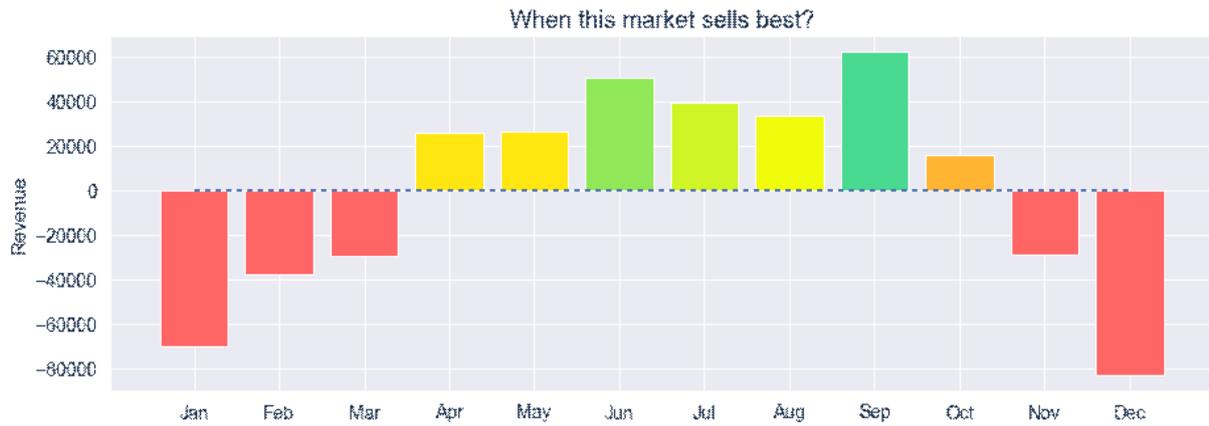


Trends & Seasonality

- Trend wise, the market shows a growing trend of about 131% over the past 3 years
While last 12 months shows a dropping trend of about -2.4%



- In terms of seasonality, this market best performs during Sep and Jun, while lowest performance mostly observed during Dec and Jan



Pricing

For most, price ranges between \$8.40 and \$45.05 with an average price of \$26.72 and a median price of \$19.91

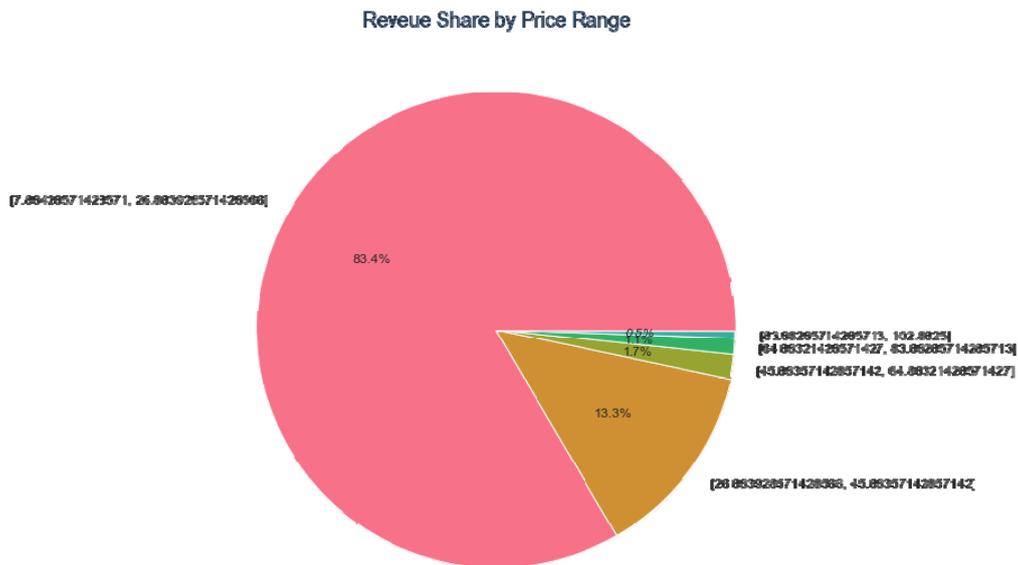


- The best selling price in the market is \$18.95 (B006KL4TYG)
*Best selling price is the price that generates the most units' sales
- The best revenue price in the market is \$18.95 (B006KL4TYG)
*Best revenue price is the price that generates the most revenues comparing to competitors

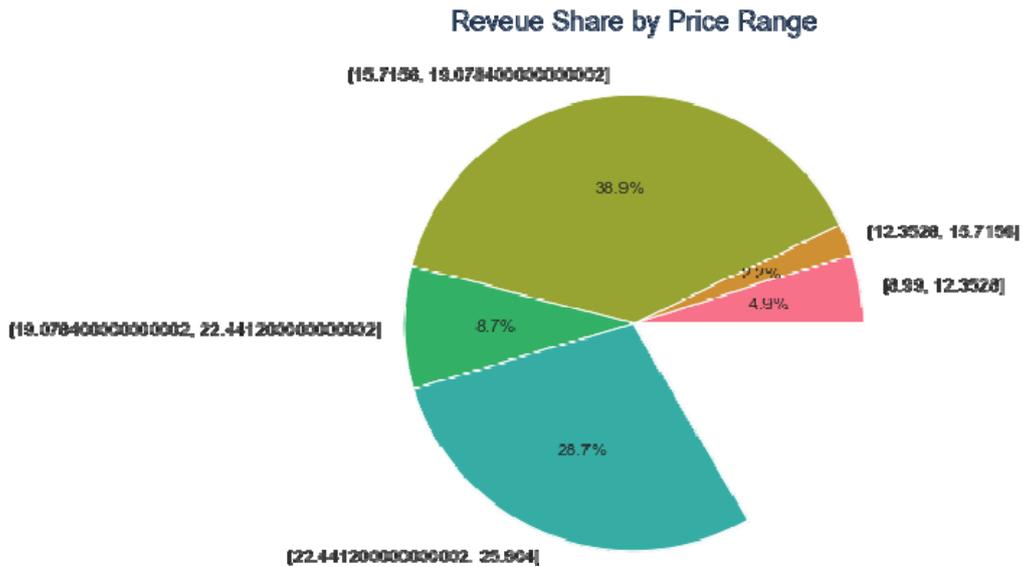


Price Tiers

- The most dominant price tier in the market is between \$7.88 and \$26.88 and is generating about 83.4% of the total market revenue

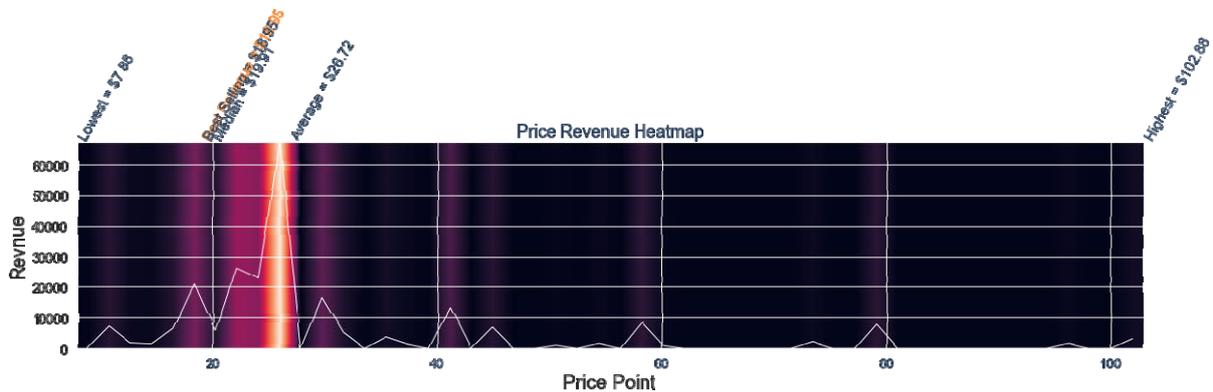


- Further drill down shows that within this price range, most revenue is generated between \$15.72 and \$19.08



Price Heat Map

The following chart is a price/revenue heat map that represents the relationship between a market price point and its generated revenue, the brighter the color the more revenue detected at that price point



Meet the Sellers

Best Revenue

The best revenue listing is B006KL4TYG, it is sold by Smoky Mountain Naturals, LLC under brand name Smoky Mountain Naturals.

It generates revenue of \$159,578 with 8,421 sales at price of \$18.95

It wins about 17.76% share of the total market revenue

Best Sales

The best-selling listing is B006KL4TYG, it is sold by Smoky Mountain Naturals, LLC under brand name Smoky Mountain Naturals

It moves 8,421 units per month at price of \$18.95 and generates revenue of \$159,578
 This means it moves about 19.34% of the total units in this market

Best Reviews

The best reviews listing is B006KL4TYG, it is sold by Smoky Mountain Naturals, LLC under brand name Smoky Mountain Naturals

It has 5,245 reviews which is about 23.77% of the total reviews in the market

It move 8,421 unit and generate \$159,578 revenue per month

This turns to average harvest rate of 0.62

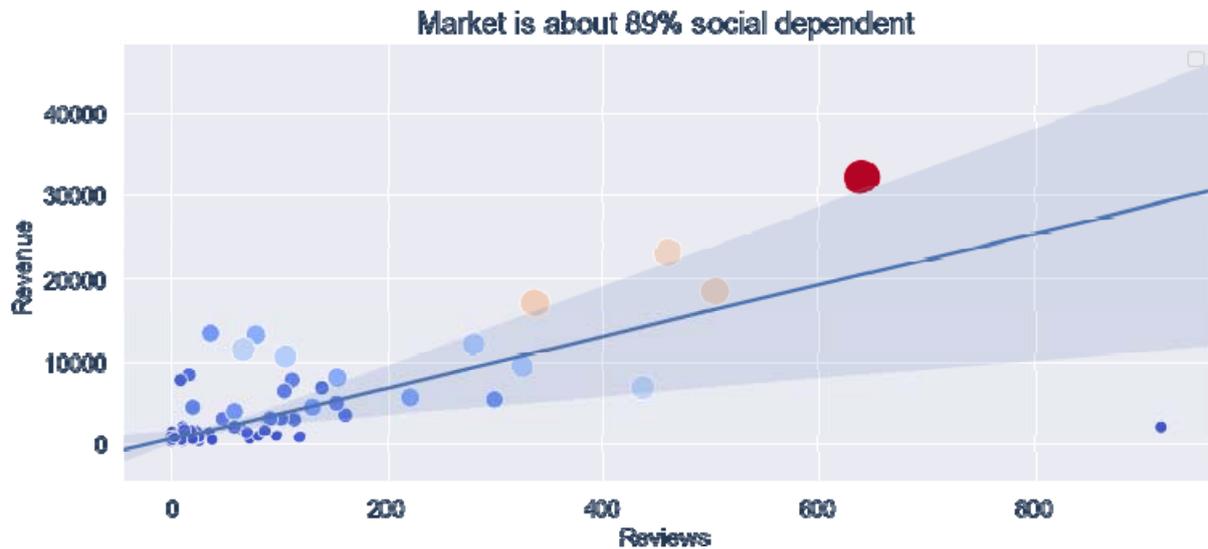
This translates to an average value of \$30.43 per month for each review

Market Leaders

Seller Name	Listings	Sales	Avg. Price	Revenue	Market Share	Reviews
Smoky Mountain Naturals, LLC	3	11,484	24.28	245,518	27.3%	8,151
Amazon.com	5	7,422	16.26	122,946	13.6%	1,985
Purely Beneficial, Inc.	1	5,274	22.99	121,249	13.5%	1,531
eSupplements	3	3,542	36.61	68,841	7.6%	926
Pacific Coast Naturals	1	1,932	23.53	45,469	5.1%	2,240

Market Opportunity

Market opportunity describes the key parameters which will assist in evaluating if this market has hidden opportunity and what will be required to exploit it



We've found that this market is about 89% social dependent, this means that your revenue has about 89% chance to be affected by listing reviews (for better or worse).

However the highest review value in the market is at \$1,533.00 while the lowest observed at \$2.29 monthly revenue per review