

# The Battle of Batteries

ONLINE MARKET SEPTEMBER 2015 - AUGUST 2016



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.

Market Insights Series: Amazon's Advance

**\$113M**

Estimated Online Batteries Market Size



**94%**

of batteries sold online are sold through Amazon.com

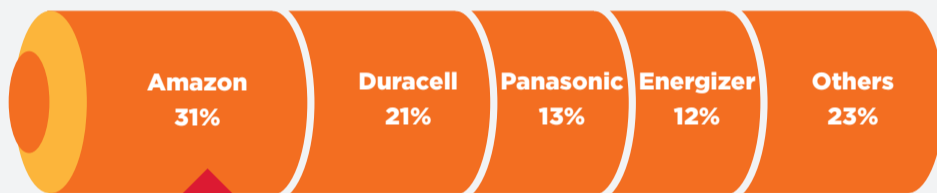
Amazon.com encompasses Amazon Marketplace, Direct and Subscription sites



**62%**

of online battery purchases are made by men

## Online Market Share Among Top 10 Battery Brands



**1/3**

AmazonBasics accounts for almost one-third of battery sales online



**MOST POPULAR ITEM IN ONLINE BATTERY CATEGORY**

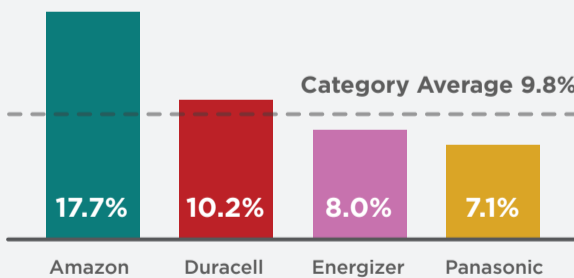
AmazonBasics AA Performance Alkaline Batteries (48 Pack)



**93%**

YOY Growth for AmazonBasics Battery Sales (August '15 - August '16)

## CONVERSION RATES\*



CONSUMERS ARE

**50%**

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

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