



amazon

FastMovers

US Electronics

December 2014

 **Profitero**
Global eCommerce Intelligence



EXECUTIVE SUMMARY

Stability

22 days

Avg Tenure

35

New Arrivals

Product Attributes

4.0

Avg Product Rating

1,420

Avg Reviews

4

Avg Images

Pricing

\$125.45

Avg Price

55

Max # of Price Changes

9

Avg # of Price Changes

Programs

85%

Prime-Eligible

N/A

S & S-Eligible

N/A

PrimePantry



BRANDS

Brand	Manufacturer	# of Products in Top 100
Amazon Kindle & Fire	Amazon	34
Samsung	Samsung	8
Apple	Apple	5

INSIGHTS



Amazon had 34 of its own products in the FastMovers 100, including 24 Fire tablets, 7 non-Fire Kindles, 2 Fire TV products, and 1 Fire Phone



Amazon accounted for 12 of 35 new entrants to the Electronics best sellers list



6 of the top 15 products this month were streaming TV enablers—Google’s Chromecast leading the pack, followed by Apple TV and Amazon Fire TV Stick



NEW ARRIVALS

Product Name	Avg Price	Max Price	Min Price	3P Sellers	Prime Eligible	Star Rating	Reviews	Images
Fire HD Kids Edition Tablet	\$175.67	\$189.00	\$159.00	0	Y	3.6	1,434	1
SONOS PLAY:1 Compact Wireless Speaker for Streaming Music - (Black)	\$198.94	\$199.00	\$196.95	15	Y	4.4	2,280	6
Amazon Fire Phone, 32GB (Unlocked GSM)	\$0.00	\$0.00	\$0.00	0	Y	3.5	47	1
Fire HD Kids Edition Tablet	\$175.43	\$189.00	\$159.00	0	Y	3.6	1,435	1
Fujifilm INSTAX Mini film Twin Pack (White)	\$19.34	\$21.99	\$17.53	14		4.7	172	1
Fire HD 6 Tablet	\$97.33	\$99.00	\$79.00	0	Y	4.3	4,746	1
Chromo Inc® 7" Tablet Google Android 4.1 with Touchscreen, Camera, 1024x600 Resolution, Netflix, Skype, 3D Game Supported - Blue [New Model June 2014]	\$52.65	\$58.99	\$49.95	3	Y	3.4	4,948	5
Abco Tech Water Resistant Wireless FM Radio Bluetooth Shower Speaker with Suction Cup and Hands-Free Speakerphone, Orange/Blue	\$40.28	\$46.97	\$25.97	2	Y	4.1	341	5
Kindle Fire HDX 7" Tablet	\$219.00	\$219.00	\$219.00	0	Y	4.3	19,383	1
Fire HD 7 Tablet	\$116.93	\$134.00	\$109.00	0	Y	4.2	3,834	1
VIZIO S3821w-C0 38-inch 2.1 Home Theater Sound Bar with Wireless Subwoofer	\$144.16	\$180.80	\$114.95	21	Y	4.1	922	7
Tile for iOS - For Finding Anything and Everything - 4 Pack	\$70.00	\$70.00	\$70.00	2		3.0	120	7
VIZIO S3820w-C0 38-Inch 2.0 Home Theater Sound Bar with Integrated Deep Bass	\$97.37	\$103.85	\$89.99	24	Y	4.1	1,805	7
Fire HD 7 Tablet	\$156.00	\$174.00	\$144.00	0	Y	4.3	5,714	1
Fire HD 7 Tablet	\$135.07	\$154.00	\$124.00	0	Y	4.3	5,711	1
Tile for iOS - For Finding Anything and Everything (Retail Packaging)	\$25.00	\$25.00	\$25.00	0		3.0	120	7
Sony BDPS5200 3D Blu-ray Disc Player with Wi-Fi	\$81.00	\$88.00	\$59.99	11	Y	3.8	193	5
ASUS MeMO Pad 7 ME170CX-A1-BK 7-Inch 16GB Tablet	\$80.80	\$89.32	\$74.95	4	Y	3.3	130	7
Pivotal Tracker 1 Activity and Sleep Monitor [Amazon Exclusive]	\$17.08	\$39.95	\$15.00	0		2.1	299	6
Samsung UN32EH4003 32-Inch 720p 60Hz LED TV (2012 Model)	\$197.99	\$197.99	\$197.99	9		4.4	1,461	5
Roku 2 Streaming Player (Black) (Roku 2720R)	\$63.89	\$66.73	\$58.31	20	Y	4.3	1,656	4
Celestron 21061 AstroMaster 70AZ Refractor Telescope	\$70.54	\$74.95	\$49.99	24		4.2	290	2
Fire HD Kids Edition Tablet	\$174.37	\$189.00	\$159.00	0	Y	3.6	1,436	1
Fire HD 7 Tablet	\$122.05	\$139.00	\$109.00	0	Y	4.3	5,711	1
Kindle Paperwhite	\$180.35	\$189.00	\$169.00	0	Y	4.5	25,273	1
Sony DVPSR210P DVD Player (Progressive Scan)	\$34.99	\$34.99	\$34.99	3	Y	4.1	1,033	2
Kindle	\$89.00	\$99.00	\$79.00	0	Y	4.1	2,574	1
ASUS 13.3" Chromebook, 2 GB RAM & 16 GB Storage (Black)	\$200.32	\$219.99	\$169.00	24	Y	4.2	304	7
Apple iPad Air 2 MGLW2LL/A (16GB, Wi-Fi, Silver) NEWEST VERSION	\$454.87	\$488.99	\$440.00	132		4.5	176	6



FastMovers

Product Name	Avg Price	Max Price	Min Price	3P Sellers	Prime Eligible	Star Rating	Reviews	Images
Microsoft Surface 2 (32 GB)	\$365.58	\$379.99	\$349.99	29		3.7	350	6
Joby JM3-01WW GripTight GorillaPod Stand (Black)	\$15.73	\$21.99	\$8.94	15	Y	4.4	395	6
66 Audio BTS+ Bluetooth Sports Headphone [2014] - Wireless Stereo Music Streaming and Hands-free Calling w/ Mic and Noise Cancelling	\$51.25	\$56.99	\$49.95	2	Y	4.3	827	7
Jensen CD-490 Sport Stereo CD Player with AM/FM Radio and Aux Line-In	\$34.82	\$37.99	\$30.52	58	Y	3.7	210	1
Crosley CR8005A-TU Cruiser Portable Turntable (Turquoise)	\$80.24	\$96.13	\$72.22	19	Y	3.7	914	6
HP Stream 13 Laptop with Free Office 365 Personal for One Year (Horizon Blue)	\$270.57	\$309.00	\$229.99	6	Y	4.2	366	5



MOVERS UP

Moves	Product Name	Avg Price	Max Price	Min Price	3P Sellers	Prime Eligible	Star Rating	Reviews	Images
72	Fire HD Kids Edition Tablet	\$175.67	\$189.00	\$159.00	0	Y	3.6	1,434	1
70	SONOS PLAY:1 Compact Wireless Speaker for Streaming Music - (Black)	\$198.94	\$199.00	\$196.95	15	Y	4.4	2,280	6
67	Amazon Fire Phone, 32GB (Unlocked GSM)	\$0.00	\$0.00	\$0.00	0	Y	3.5	47	1
65	Fire HD Kids Edition Tablet	\$175.43	\$189.00	\$159.00	0	Y	3.6	1,435	1
64	Fujifilm INSTAX Mini film Twin Pack (White)	\$19.34	\$21.99	\$17.53	14		4.7	172	1
63	Fire HD 6 Tablet	\$97.33	\$99.00	\$79.00	0	Y	4.3	4,746	1
62	Jensen JTA-230 3 Speed Stereo Turntable with Built In Speakers, Software to Convert Records to MP3, RCA Line Out, Pitch and Tone Control	\$56.19	\$72.99	\$49.50	114	Y	3.9	522	1
59	Chromo Inc® 7" Tablet Google Android 4.1 with Touchscreen, Camera, 1024x600 Resolution, Netflix, Skype, 3D Game Supported - Blue [New Model June 2014]	\$52.65	\$58.99	\$49.95	3	Y	3.4	4,948	5
58	Abco Tech Water Resistant Wireless FM Radio Bluetooth Shower Speaker with Suction Cup and Hands-Free Speakerphone, Orange/Blue	\$40.28	\$46.97	\$25.97	2	Y	4.1	341	5
55	Kindle Fire HDX 7" Tablet	\$219.00	\$219.00	\$219.00	0	Y	4.3	19,383	1

MOVERS DOWN

Moves	Product Name	Avg Price	Max Price	Min Price	3P Sellers	Prime Eligible	Star Rating	Reviews	Images
-68	LIFETIME GUARANTEED - Apple 85W Macintosh Macbook Pro Charger - Works on 13 inch, 15 inch, 17 inch Unibody, Macbook Air & Retina Display - ALL Our Original Ropee Mac Power Adapters come with LIFETIME GAURANTEES	\$19.44	\$22.99	\$18.00	21		3.2	249	7
-67	GoPro Hero3: White Edition - (131' / 40m Waterproof Housing)	\$203.84	\$249.99	\$199.99	2		4.3	376	4
-66	Sony CFDS50 Portable CD, Cassette & AM/FM Radio Boombox	\$71.39	\$89.98	\$49.99	5	Y	4.1	411	2
-64	Fujifilm Instax Mini 8 Instant Film Camera (Blue)	\$98.75	\$113.00	\$69.99	25		4.7	1,496	1
-61	ProntoTec 7" Android 4.4 KitKat Tablet PC, Cortex A8 1.2 GHz Dual Core Processor, 512MB / 4GB, Dual Camera, HDMI, G-Sensor (Black)	\$46.86	\$46.99	\$45.99	4	Y	3.4	374	7
-54	593553-001 - Brand New HP Original Battery - MU06 (GENERIC PACKAGING)	\$26.05	\$28.50	\$24.42	30	Y	4.0	1,596	3
-52	Samsung Galaxy Tab 4 (10.1-Inch, White)	\$294.51	\$299.99	\$263.88	7	Y	4.5	821	7
-51	Dell Inspiron 15R 15.6-Inch Laptop	\$282.74	\$313.95	\$247.00	98	Y	3.7	989	7
-50	Roku LT Streaming Media Player	\$58.19	\$66.95	\$29.99	3	Y	4.3	909	2
-49	Samsung BD-H5100 Blu-Ray Disc Player	\$60.96	\$97.97	\$47.99	8	Y	4.1	502	7



FastMovers

FASTMOVERS 100 PRODUCTS

Rank	Product Name	Avg Price	Max Price	Min Price	3P Sellers	Prime Eligible	Star Rating	Reviews	Images
1	Google Chromecast HDMI Streaming Media Player	\$30.55	\$32.61	\$22.99	225	Y	4.0	26,120	5
2	Apple TV MD199LL/A	\$93.45	\$102.49	\$89.00	0		4.4	4,979	5
3	Kindle Paperwhite	\$111.22	\$119.00	\$99.00	0	Y	4.5	25,273	1
4	Fire HD 7 Tablet	\$121.05	\$139.00	\$109.00	0	Y	4.3	5,711	1
5	Garmin nüvi 52LM 5-Inch Portable Vehicle GPS with Lifetime Maps (US)	\$91.72	\$109.00	\$79.99	114	Y	4.3	2,143	3
6	Amazon Fire TV	\$89.15	\$99.00	\$69.00	0	Y	4.1	16,584	1
7	Fire TV Stick	\$39.00	\$39.00	\$39.00	0	Y	4.0	8,975	1
8	Fire HD 7 Tablet	\$139.22	\$159.00	\$129.00	0	Y	4.3	5,710	1
9	Kindle	\$69.91	\$79.00	\$59.00	0	Y	4.1	2,574	1
10	Fire HD 6 Tablet	\$97.89	\$99.00	\$79.00	0	Y	4.3	4,744	1
11	Roku 3 Streaming Media Player	\$82.64	\$94.50	\$74.99	65	Y	4.3	10,635	7
12	Roku 3500R Streaming Stick (HDMI)	\$46.09	\$49.97	\$39.97	19	Y	4.0	2,896	6
13	Chromo Inc® 7" Tablet Google Android 4.1 with Touchscreen, Camera, 1024x600 Resolution, Netflix, Skype, 3D Game Supported - Pink [New Model June 2014]	\$51.05	\$53.99	\$49.95	5	Y	3.4	4,947	7
14	Kindle Fire HDX 7" Tablet	\$179.00	\$179.00	\$179.00	0	Y	4.3	19,383	1
15	ASUS 15.6-Inch Dual-Core 2.16GHz Laptop, 4GB RAM & 500GB Hard Drive (1-Year Accidental Damage Protection)	\$248.24	\$268.00	\$229.99	34	Y	3.7	651	7
16	GoPro HERO4 SILVER	\$399.99	\$399.99	\$399.95	2	Y	4.2	212	7
17	Kindle Fire HDX 7" Tablet	\$199.00	\$199.00	\$199.00	0	Y	4.3	19,383	1
18	Kindle Paperwhite	\$130.67	\$139.00	\$119.00	0	Y	4.5	25,273	1
19	Samsung Galaxy Tab 4 (7-Inch, White)	\$161.96	\$164.00	\$158.00	5	Y	4.4	1,037	4
20	Sony BDPS3200 Blu-ray Disc Player with Wi-Fi	\$75.83	\$78.00	\$49.99	11	Y	4.0	665	4
21	Chromo Inc® 7" Tablet Google Android 4.1 with Touchscreen, Camera, 1024x600 Resolution, Netflix, Skype, 3D Game Supported - White [New Model June 2014]	\$50.71	\$53.99	\$49.95	3	Y	3.4	4,947	7
22	Samsung BD-F5700 Wi-Fi Blu-Ray Player	\$71.82	\$106.99	\$52.99	8	Y	4.0	1,116	3
23	Fujifilm Instax Mini Instant Film, 10 Sheets x 5 packs	\$49.92	\$53.80	\$36.23	109	Y	4.7	691	2
24	Jensen JTA-230 3 Speed Stereo Turntable with Built In Speakers, Software to Convert Records to MP3, RCA Line Out, Pitch and Tone Control	\$56.19	\$72.99	\$49.50	114	Y	3.9	522	1
25	TP-LINK TL-WR841N Wireless N300 Home Router, 300Mbps, IP QoS, WPS Button	\$19.83	\$19.99	\$14.99	76	Y	4.4	2,962	4
26	Fire HD Kids Edition Tablet	\$142.51	\$149.00	\$119.00	0	Y	3.6	1,436	1
27	Garmin Vivofit Fitness Band - Black	\$85.12	\$99.99	\$69.99	43	Y	3.6	1,454	7
28	Apple iPad mini MD531LL/A (16GB, Wi-Fi, White / Silver)	\$246.38	\$257.98	\$240.79	375	Y	4.6	3,114	6
29	Fire HD Kids Edition Tablet	\$175.67	\$189.00	\$159.00	0	Y	3.6	1,434	1
30	Fire HD 6 Tablet	\$117.18	\$119.00	\$99.00	0	Y	4.3	4,744	1
31	SONOS PLAY:1 Compact Wireless Speaker for Streaming Music - (Black)	\$198.94	\$199.00	\$196.95	15	Y	4.4	2,280	6
32	Kindle Voyage	\$199.00	\$199.00	\$199.00	0	Y	4.1	1,338	1
33	Samsung Galaxy Tab 4 (7-Inch, Black)	\$0.00	\$0.00	\$0.00	6	Y	4.4	509	1



Rank	Product Name	Avg Price	Max Price	Min Price	3P Sellers	Prime Eligible	Star Rating	Reviews	Images
34	Amazon Fire Phone, 32GB (Unlocked GSM)	\$0.00	\$0.00	\$0.00	0	Y	3.5	47	1
35	Dragon Touch® Y88X 7" Quad Core Google Android 4.4 KitKat Tablet PC, Dual Camera, HD 1024x600 Multi-touch Screen, 8GB Nand Flash, Google Play Pre-load, 3D Game Supported (Advanced version of Y88) [By TabletExpress]	\$55.15	\$57.99	\$54.99	2	Y	4.2	737	7
36	Fire HD Kids Edition Tablet	\$175.43	\$189.00	\$159.00	0	Y	3.6	1,435	1
37	Fujifilm INSTAX Mini film Twin Pack (White)	\$19.34	\$21.99	\$17.53	14		4.7	172	1
38	Fire HD 6 Tablet	\$97.33	\$99.00	\$79.00	0	Y	4.3	4,746	1
39	Fujifilm Instax Mini Rainbow Instant Film, 10 Photos/Pack (Rainbow)	\$12.07	\$15.99	\$10.69	28	Y	4.7	172	2
40	GoPro HERO4 BLACK	\$499.99	\$499.99	\$499.99	0	Y	4.1	144	6
41	Sabrent 4-Port USB 2.0 Hub with Individual Power Switches and LEDs (HB-UMLS)	\$6.99	\$6.99	\$6.99	43	Y	4.4	3,434	7
42	Chromo Inc® 7" Tablet Google Android 4.1 with Touchscreen, Camera, 1024x600 Resolution, Netflix, Skype, 3D Game Supported - Blue [New Model June 2014]	\$52.65	\$58.99	\$49.95	3	Y	3.4	4,948	5
43	Abco Tech Water Resistant Wireless FM Radio Bluetooth Shower Speaker with Suction Cup and Hands-Free Speakerphone, Orange/Blue	\$40.28	\$46.97	\$25.97	2	Y	4.1	341	5
44	GoPro HERO	\$129.99	\$129.99	\$129.99	0	Y	4.3	120	5
45	Fire HD 6 Tablet	\$97.52	\$99.00	\$79.00	0	Y	4.3	4,314	1
46	Kindle Fire HDX 7" Tablet	\$219.00	\$219.00	\$219.00	0	Y	4.3	19,383	1
47	Fire HD 7 Tablet	\$116.93	\$134.00	\$109.00	0	Y	4.2	3,834	1
48	Fire HD Kids Edition Tablet	\$143.17	\$149.00	\$119.00	0	Y	3.6	1,434	1
49	VIZIO S3821w-C0 38-inch 2.1 Home Theater Sound Bar with Wireless Subwoofer	\$144.16	\$180.80	\$114.95	21	Y	4.1	922	7
50	Tile for iOS - For Finding Anything and Everything - 4 Pack	\$70.00	\$70.00	\$70.00	2		3.0	120	7
51	Magnasonic MAG-MM176K AM/FM Projection Clock Radio with Dual Alarm, Auto Time Set/Restore, Temperature Display, and Battery Backup	\$32.88	\$39.98	\$29.99	3	Y	4.2	3,906	7
52	Sony DVPSR510H DVD Player (Upscaling)	\$0.00	\$0.00	\$0.00	6	Y	4	891	1
53	Fire HD 7 Tablet	\$118.81	\$139.00	\$109.00	0	Y	4.3	5,711	1
54	VIZIO S3820w-C0 38-Inch 2.0 Home Theater Sound Bar with Integrated Deep Bass	\$97.37	\$103.85	\$89.99	24	Y	4.1	1,805	7
55	Fire HD 6 Tablet	\$97.57	\$99.00	\$79.00	0	Y	4.3	4,547	1
56	Fire HD 7 Tablet	\$119.89	\$139.00	\$109.00	0	Y	4.3	5,711	1
57	Fire HD 7 Tablet	\$156.00	\$174.00	\$144.00	0	Y	4.3	5,714	1
58	Fujifilm Instax Mini 8 Instant Film Camera (Pink)	\$104.45	\$112.49	\$84.95	50		4.7	1,496	1
59	Fire HD 7 Tablet	\$135.07	\$154.00	\$124.00	0	Y	4.3	5,711	1
60	Tile for iOS - For Finding Anything and Everything (Retail Packaging)	\$25.00	\$25.00	\$25.00	0		3.0	120	7
61	Acer C720 Chromebook (11.6-Inch, 2GB)	\$207.96	\$234.99	\$149.99	38	Y	4.4	2,860	7
62	Kindle Voyage	\$219.00	\$219.00	\$219.00	0	Y	4.1	1,338	1
63	Garmin nüvi 2555LMT 5-Inch Portable GPS Navigator with Lifetime Maps and Traffic	\$105.68	\$107.02	\$99.99	123	Y	4.1	3,958	7
64	Sony BDPS5200 3D Blu-ray Disc Player with Wi-Fi	\$81.00	\$88.00	\$59.99	11	Y	3.8	193	5
65	Samsung Galaxy Tab 4 (10.1-Inch, Black)	\$306.26	\$339.00	\$297.99	9	Y	4.5	821	4
66	Dropcam Pro Wi-Fi Wireless Video Monitoring Camera	\$199.70	\$199.99	\$197.49	28		4.0	1,447	7
67	ASUS RT-N66U Dual-Band Wireless-N900 Gigabit Router	\$118.70	\$124.99	\$109.99	83	Y	4.3	3,773	3



Rank	Product Name	Avg Price	Max Price	Min Price	3P Sellers	Prime Eligible	Star Rating	Reviews	Images
68	ASUS MeMO Pad 7 ME170CX-A1-BK 7-Inch 16GB Tablet	\$80.80	\$89.32	\$74.95	4	Y	3.3	130	7
69	Pivotal Tracker 1 Activity and Sleep Monitor [Amazon Exclusive]	\$17.08	\$39.95	\$15.00	0		2.1	299	6
70	Samsung UN32EH4003 32-Inch 720p 60Hz LED TV (2012 Model)	\$197.99	\$197.99	\$197.99	9		4.4	1,461	5
71	Dell Inspiron 15R 15.6-Inch Laptop	\$282.74	\$313.95	\$247.00	98	Y	3.7	989	7
72	Roku 2 Streaming Player (Black) (Roku 2720R)	\$63.89	\$66.73	\$58.31	20	Y	4.3	1,656	4
73	Samsung UN32H5203 32-Inch 1080p 60Hz Smart LED TV	\$285.99	\$347.99	\$247.99	7		4.2	538	6
74	Celestron 21061 AstroMaster 70AZ Refractor Telescope	\$70.54	\$74.95	\$49.99	24		4.2	290	2
75	HP Stream 11 Laptop with Free Office 365 Personal for One Year (Horizon Blue)	\$236.59	\$299.99	\$199.99	45	Y	4.2	366	6
76	A1184, 60W Power Adapter (for Apple MacBook and 13-inch MacBook Pro)	\$38.47	\$41.99	\$27.45	17		3.3	96	3
77	Fire HD Kids Edition Tablet	\$174.37	\$189.00	\$159.00	0	Y	3.6	1,436	1
78	Fire HD 7 Tablet	\$122.05	\$139.00	\$109.00	0	Y	4.3	5,711	1
79	Samsung Galaxy Tab 4 (10.1-Inch, White)	\$294.51	\$299.99	\$263.88	7	Y	4.5	821	7
80	Samsung BD-H5100 Blu-Ray Disc Player	\$60.96	\$97.97	\$47.99	8	Y	4.1	502	7
81	SanDisk Sansa Clip+ 4 GB MP3 Player (Black)	\$35.12	\$40.59	\$29.99	81	Y	3.8	9,622	1
82	Kindle Paperwhite	\$180.35	\$189.00	\$169.00	0	Y	4.5	25,273	1
83	Sony DVPSR210P DVD Player (Progressive Scan)	\$34.99	\$34.99	\$34.99	3	Y	4.1	1,033	2
84	Kindle	\$89.00	\$99.00	\$79.00	0	Y	4.1	2,574	1
85	GoPro HERO3+: Silver Edition	\$299.99	\$299.99	\$299.99	4		4.4	388	7
86	Panasonic DMP-BDT225 Smart Wi-Fi 3D Blu-Ray Player	\$105.53	\$189.99	\$54.99	5	Y	4.0	162	3
87	Fire HD 7 Tablet	\$140.67	\$159.00	\$129.00	0	Y	4.2	3,622	1
88	ASUS 13.3" Chromebook, 2 GB RAM & 16 GB Storage (Black)	\$200.32	\$219.99	\$169.00	24	Y	4.2	304	7
89	Fire HD Kids Edition Tablet	\$142.51	\$149.00	\$119.00	0	Y	3.6	1,435	1
90	TVPower Mini USB Cable for Chromecast	\$6.96	\$6.99	\$5.99	2	Y	4.1	114	3
91	Apple iPad Air 2 MGLW2LL/A (16GB, Wi-Fi, Silver) NEWEST VERSION	\$454.87	\$488.99	\$440.00	132		4.5	176	6
92	Fire HD 7 Tablet	\$138.53	\$159.00	\$129.00	0	Y	4.3	5,710	1
93	Apple Lightning to 30-Pin Adapter (0.2M)	\$34.99	\$34.99	\$34.99	2		4.0	862	1
94	Microsoft Surface 2 (32 GB)	\$365.58	\$379.99	\$349.99	29		3.7	350	6
95	Joby JM3-01WW GripTight GorillaPod Stand (Black)	\$15.73	\$21.99	\$8.94	15	Y	4.4	395	6
96	66 Audio BTS+ Bluetooth Sports Headphone [2014] - Wireless Stereo Music Streaming and Hands-free Calling w/ Mic and Noise Cancelling	\$51.25	\$56.99	\$49.95	2	Y	4.3	827	7
97	Orbo Jr. 4GB Android 4.1 Five Point Multi Touch Tablet PC - Kids Edition [March 2014] - Pink	\$60.70	\$63.95	\$59.95	2	Y	3.4	1,338	3
98	Jensen CD-490 Sport Stereo CD Player with AM/FM Radio and Aux Line-In	\$34.82	\$37.99	\$30.52	58	Y	3.7	210	1
99	Crosley CR8005A-TU Cruiser Portable Turntable (Turquoise)	\$80.24	\$96.13	\$72.22	19	Y	3.7	914	6
100	HP Stream 13 Laptop with Free Office 365 Personal for One Year (Horizon Blue)	\$270.57	\$309.00	\$229.99	6	Y	4.2	366	5



DATA COLLECTION AND METHODOLOGY

In each country, Amazon updates its 100 best-selling products in each category hourly.

Profitero monitors these best sellers lists in the US (more than 4.9 million products) and the UK (more than 2.1 million products) daily and analyzes products' performance over specific time periods to produce a cumulative ranking of best-selling products. We release these FastMovers reports monthly.

Categorization is taken directly from Amazon's product taxonomy:

- **New Arrivals** identifies products that appear in a given month's FastMovers ranking and did not appear in the previous month
- **FastMovers 100** identifies the products with the best cumulative sales performance during each month, calculated as a function of rank and tenure on Amazon's public best sellers lists
- **Movers Up** refers to products that ascend the most spots in Profitero's calculated ranking of best selling products during a specific time period
- **Movers Down** refers to products that descend the most spots in Profitero's calculated ranking of best selling products during a specific time period
- **S & S** refers to Amazon's "Subscribe & Save" program

Use the Amazon FastMovers reports to:

- Identify strong-selling new products in your category, including launches from competitors
- Benchmark high-performing products' pricing, pack configuration, ratings & reviews, and other attributes
- Gauge the importance of participating in Amazon programs such as Subscribe & Save and Prime

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About Profitero

Profitero is a global provider of eCommerce intelligence for retailers and brands, collecting data on more than 275 million product pages at more than 4,000 online retailers every day.

Profitero provides retailers with their competitors' prices, promotions and full product assortment information. More than 50 global retailers and brand manufacturers including Waitrose, Morrisons, and Ocado rely on Profitero's accurate and timely intelligence to make more informed decisions, helping them to increase sales and margins.

Profitero also supplies brand manufacturers with critical eCommerce intelligence including price and promotions, search rankings, product content, ratings & reviews, and more, helping to improve online sales and market positioning.

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