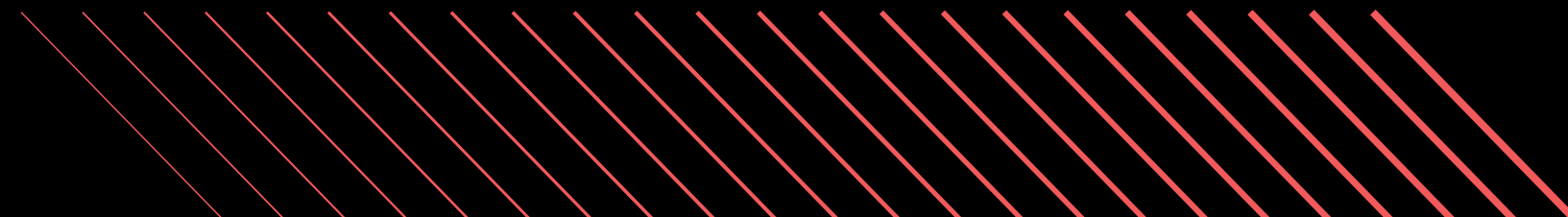
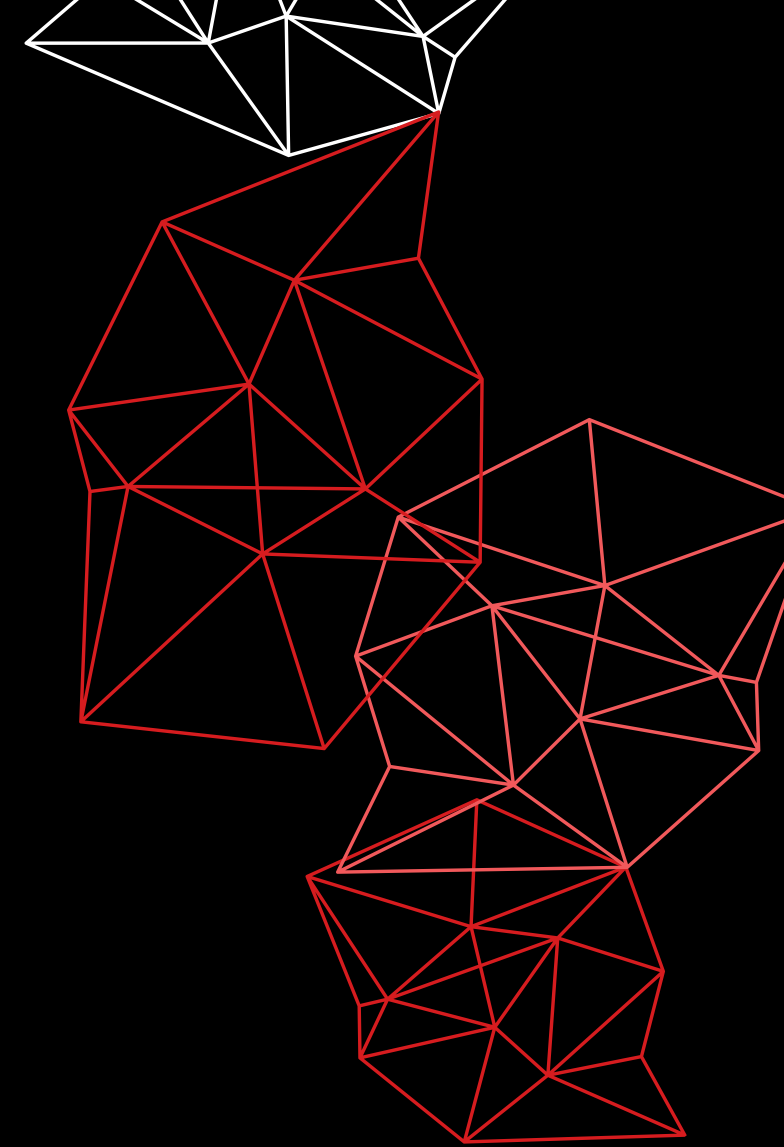


**BV BellaVix**

# ***TURKEY 5***

**SUPPLEMENT CATEGORY:  
BLACK FRIDAY & CYBER  
MONDAY RECAP 2023**

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# TABLE OF CONTENT

This Early Data Comprehensive Report for Black Friday Cyber Monday 2023 is crafted to offer you a glimpse into the most captivating trends, insights, and highlights from this eagerly awaited event.

- **Results** of Amazon's Black Friday Cyber Monday
- **Category** Overview
- **Initial** Internal **Data**
- Brand **Wins** and **Success Stories**



# MORE THAN **9.8 BILLION SPENT** AND **54% OFF** ONLINE SALES WERE ON **MOBILE DEVICES**

According to data from Adobe Analytics, online shoppers set a **new record on Black Friday**, spending a staggering **\$9.8 billion\***. This figure represents a **7.5% increase** compared to the previous year.

According to Adobe Analytics, **smartphones were responsible for \$5.3 billion** in online sales during Black Friday, marking a 10.4% increase compared to the previous year.

**54% of all online sales** were done through **smartphones**. This can be attributed to enhanced shopping experiences that have made completing purchases on mobile devices more convenient.

Additionally, **influencers and social media advertising** have facilitated consumers' feeling **more comfortable** when making purchases on their mobile devices.\*\*

[Source:Adobe.com](https://www.adobe.com)

[\\*Source: Retaildive.com](https://www.retaildive.com)

[\\*\\*Source: CNBC.com](https://www.cnbc.com)



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# E-COMMERCE PRICE DECREASE OF 6% YOY

The latest data from the Consumer Price Index reveals that there has been a **3.2% rise in prices** for all items over the past 12 months in October. This increase is **slightly lower** than the 3.7% rise observed in the previous 12 months ending in September, **indicating a possible slowdown in inflation.**

According to Adobe's Digital Price Index, eCommerce prices have **consistently dropped for 14 consecutive months**, with a year-on-year decrease of **6%** in October. These declining prices, coupled with a stabilizing inflation rate, could potentially have a positive impact on consumer spending, particularly during the holiday season.

*\*Source: Forbes.com*



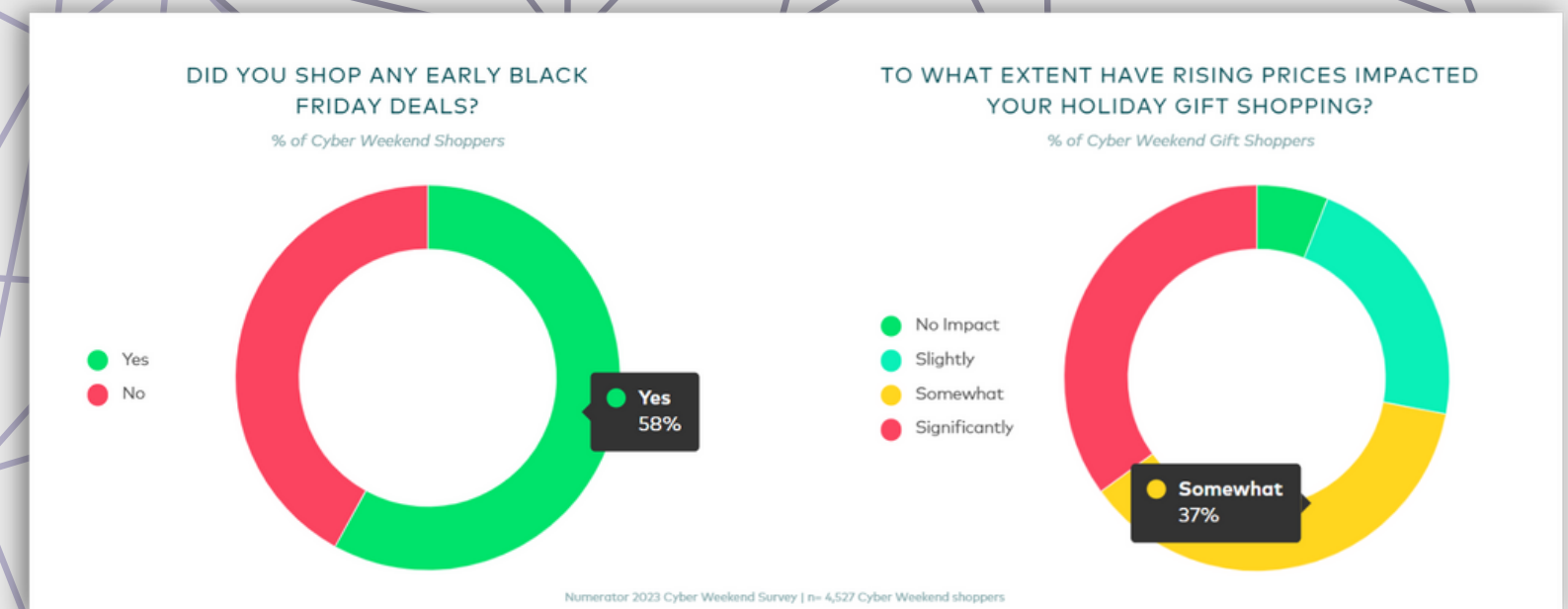
# 89% OF SALES WERE DONE ON BLACK FRIDAY

According to Numerator's early data analysis of Cyber Weekend 2023, **89%** of the shoppers were making purchases during **Black Friday**.

Most of the purchases were **primarily gifts for others (36%)**. **Apparel (66%)** is the most attractive category for gift purchases.

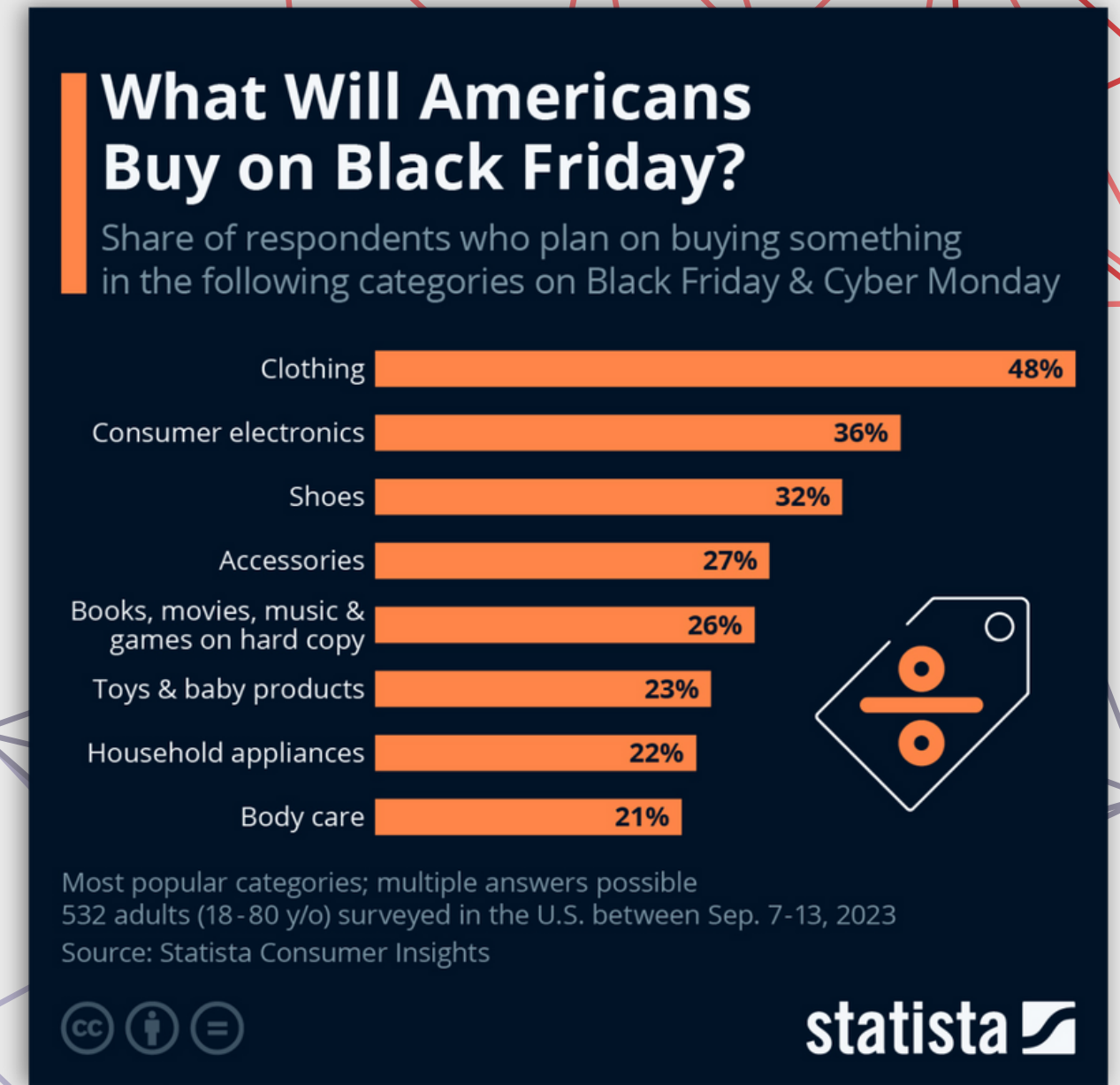
Additionally, **37%** of the people said that inflation and price rises had **somewhat** of an impact and **35%** a **significant** impact on their holiday gift shopping.

*\*Source: Numerator.com*



# 85% WOULD LOVE TWO PRIME DAY EVENTS A YEAR

The most sought-after items for American consumers intending to make online purchases on Black Friday and Cyber Monday were **clothing** 48%, **electronics** 36%, **accessories** 27%, **toys** 23%, and **body care** 21%. These products topped the list of popular choices among those planning to shop during these two major retail events. \*



**Buy Now, Pay Later (BNPL)** continues to play a big role in the shopper's behavior. **26%** of shoppers have said that they used Amazon Pay in the past 12 months.\*\*

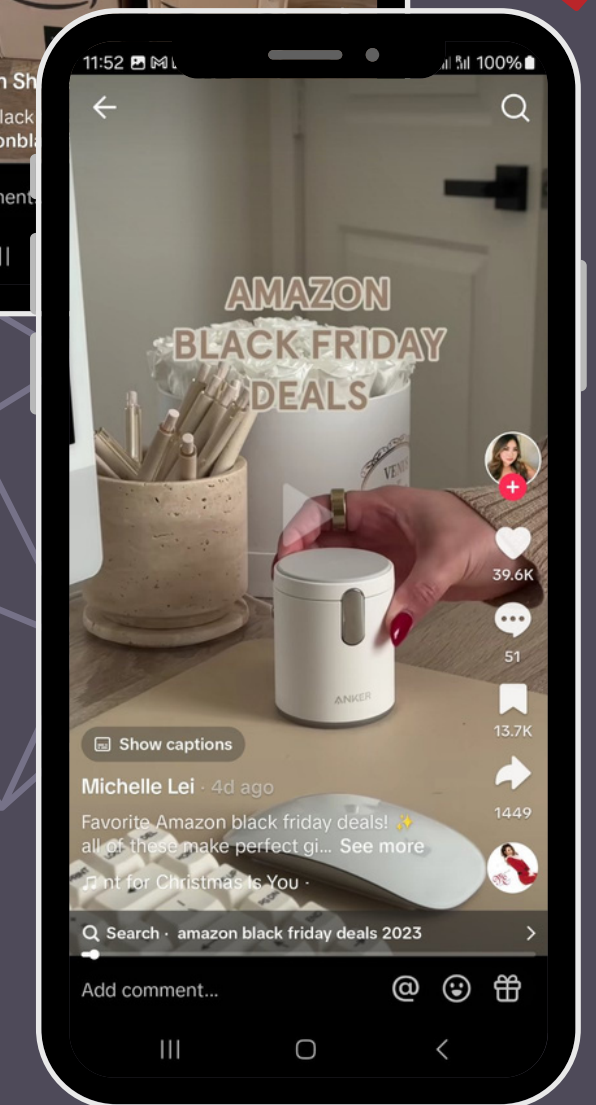
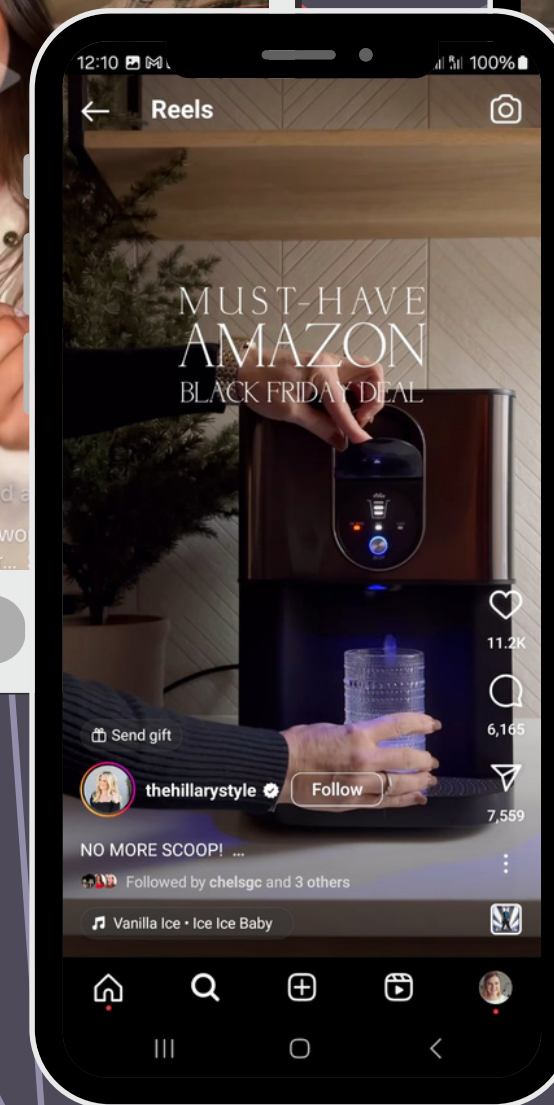
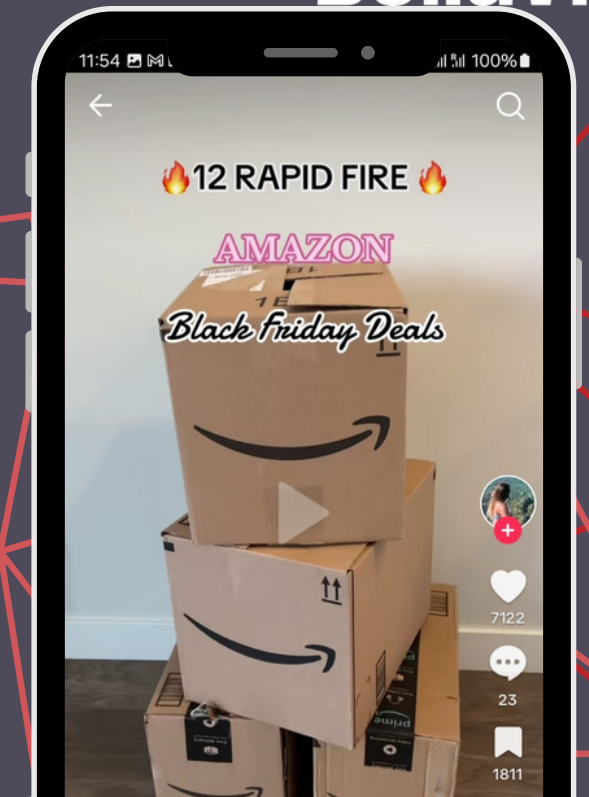
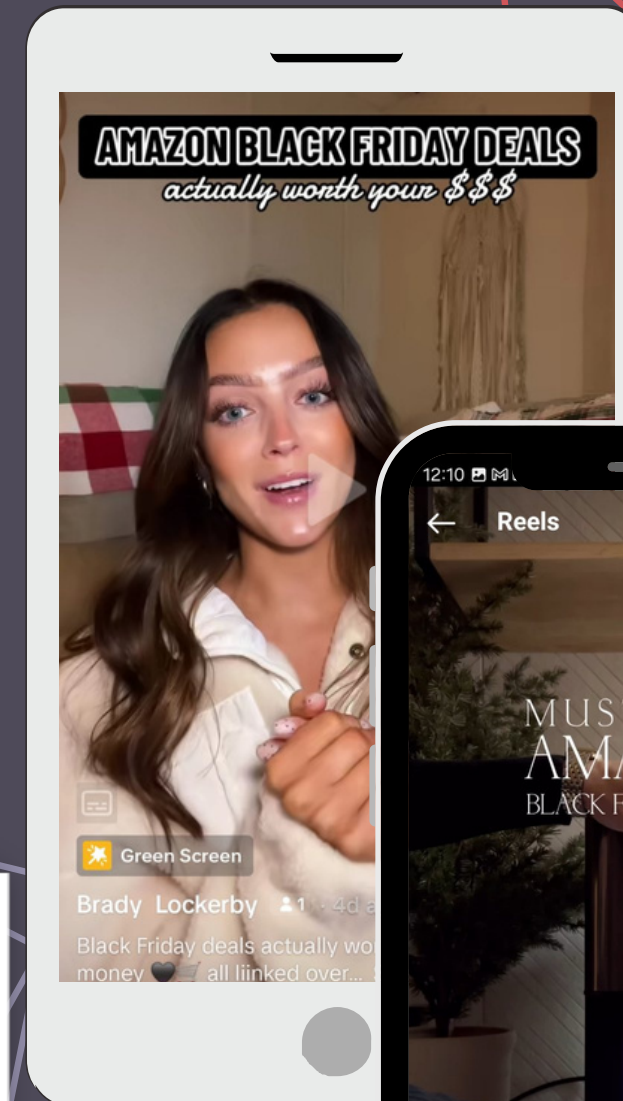
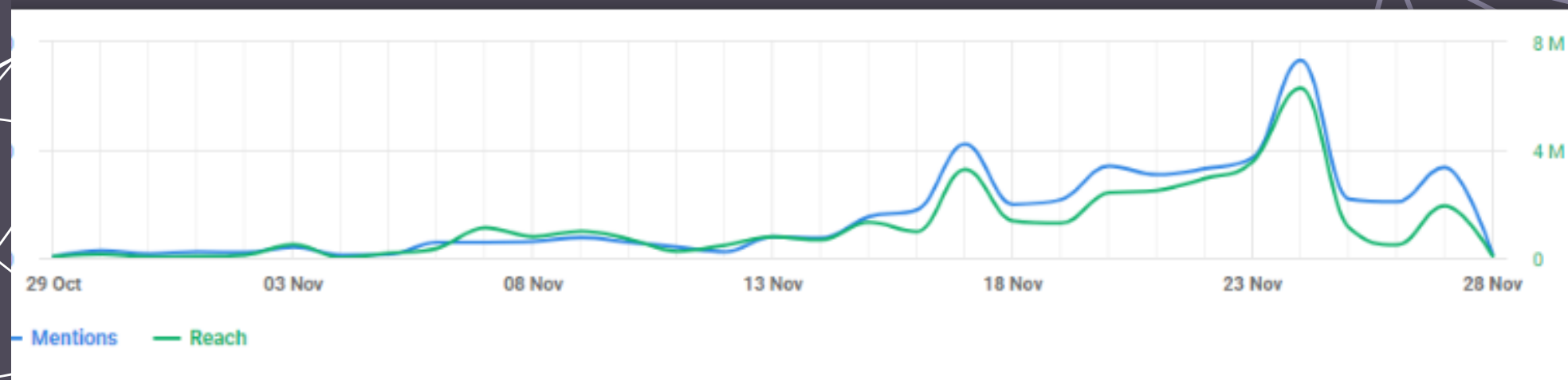
\*Source: Statista.com

\*\*Source: Statista.com

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# WHY INFLUENCERS?

The **role** influencers play in **sharing brand products** is becoming more and **more significant**, as shown in Amazon lives and on Social media presence. The **#amazonblackfridaydeals** had more than **6M** reach on different platforms. On TikTok **#AmazonBlackFriday** had over **106M** views, and on Instagram **#black\_friday** more than **507K** on Instagram.



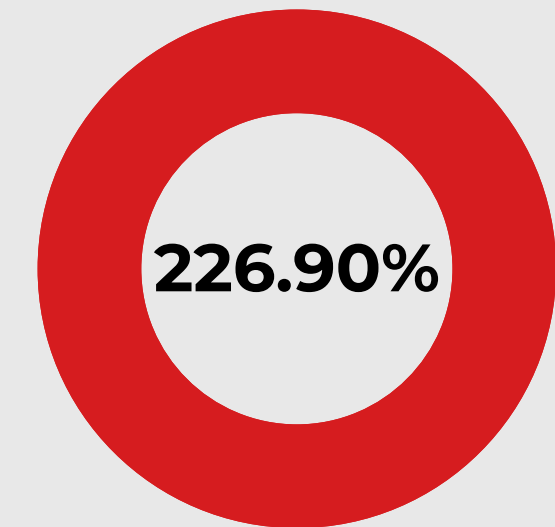
# BELLAVIX INTERNAL DATA

Turkey 5 sales event has shown again that is the busiest time of the year, and for a good reason. Through meticulous preparation, BellaVix clients **experienced** an **average increase** of **226.90%** in **Total Revenue** when comparing Black Friday with month-to-date data, and a **236.91%** **increase** when comparing Cyber Monday with month-to-date data. Also, **158.21%** in **total revenue** when compared BFCM weekend (11.24 - 11.27) to the month-to-date data.

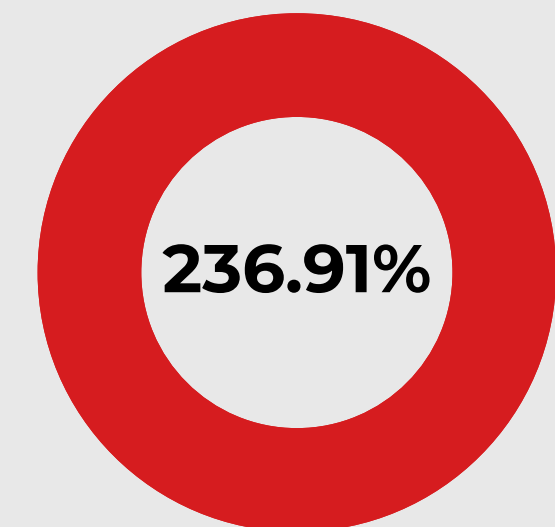
In addition, we saw page views increase by **126.05%**, conversion rate improve by **48.24%**, a **16.13%** increase in cost per click when comparing Black Friday with November month-to-date data.

And, for Cyber Monday with November month-to-date data, we saw increases in page views by **100.51%**, a conversion rate improvement by **45.59%**, and a **15.18%** increase in cost per click.

## Total Revenue



Black Friday '23 vs. November MTD



Cyber Monday '23 vs. November MTD



# SUPPLEMENT CATEGORY OVERVIEW

According to Berul Tomay, the VP of Last Mile Delivery & Tech at Amazon, Amazon was selling about **1,000 items per second** during the Black Friday and Cyber Monday weekend. It's clear these sales events are a massive deal for both shoppers and businesses.

With the new year around the corner, it's no surprise that one of the categories experiencing significant sales is supplements category. The "**New Year, New Me**" mindset seems to resonate with many shoppers, particularly as this category gains prominence during this time, providing an opportunity to prepare and enhance health for the upcoming year.

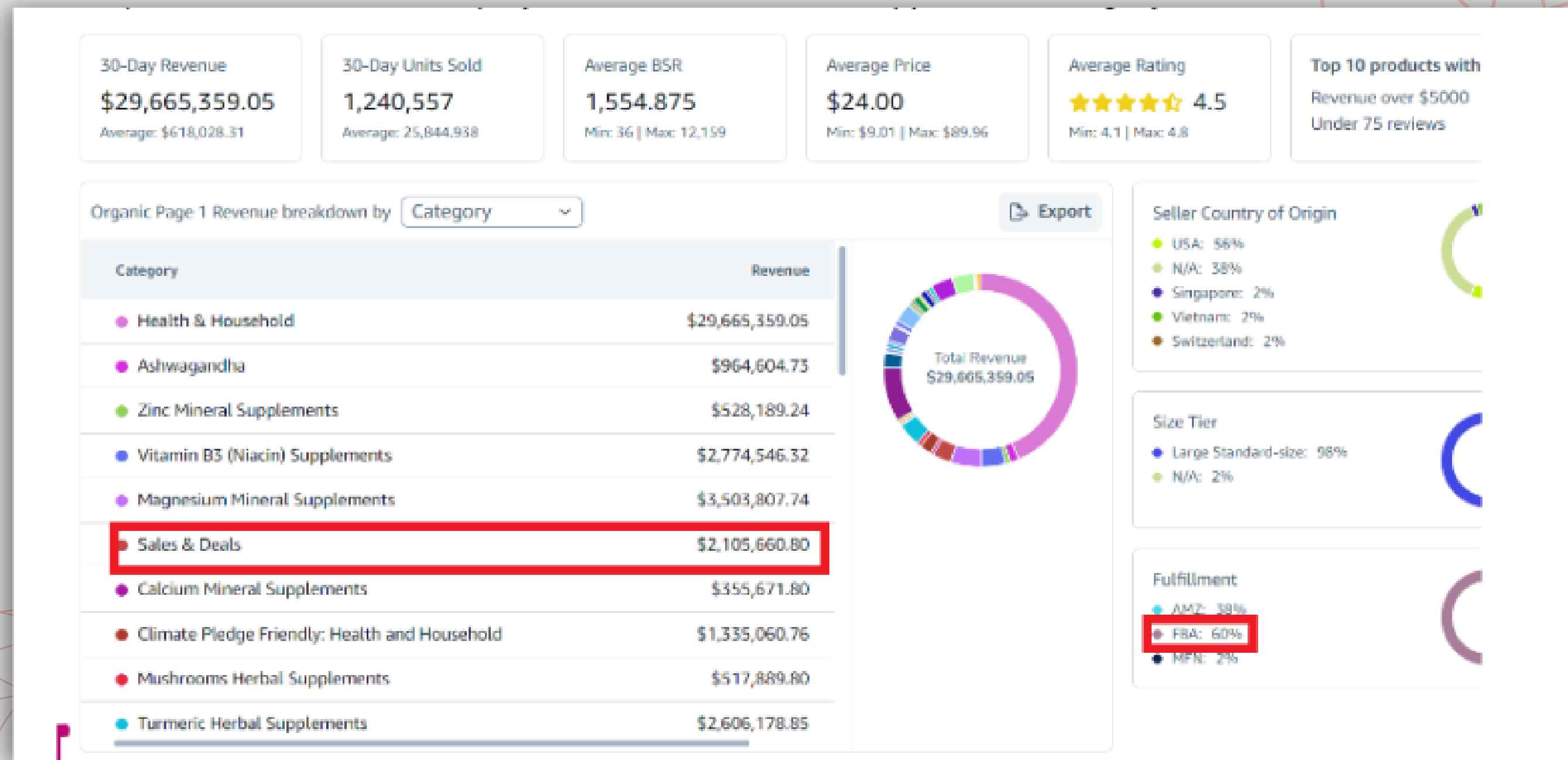
So, not only did people snagged great deals on various products during Black Friday and Cyber Monday, but they're also gearing up to **kickstart a healthier lifestyle** in the coming year. Let's review the performance of the supplement category during this event.

*\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.*

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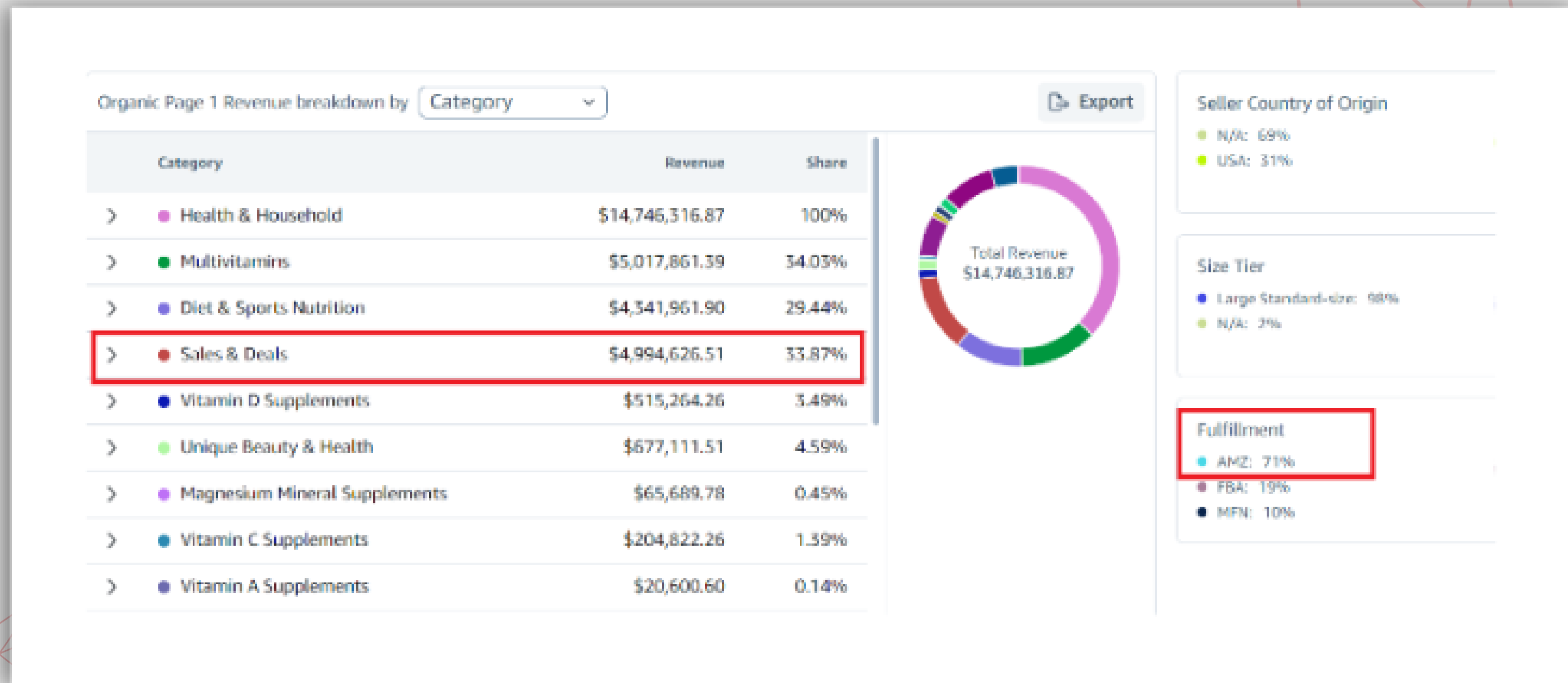
# SUPPLEMENT CATEGORY OVERVIEW

The majority of brands are selling via FBA, and the average selling price is **\$24.00**, most of the products are listed under the Health & Household Category. A lot of brands are offering **Sales & Deals**, which is shown by the over 2 million sales which are attributed to that. The subcategory with the highest revenue generation is the **Magnesium Mineral Supplements**.



# SUPPLEMENT CATEGORY OVERVIEW

By examining particular subcategories, such as the **vitamin subcategory**, it becomes apparent those Sales & Deals account for approximately **33.87%** of the market share. The majority of brands are selling via **Vendor Central**. Multivitamins and Diet & Sports Nutrition are the most popular subcategories.

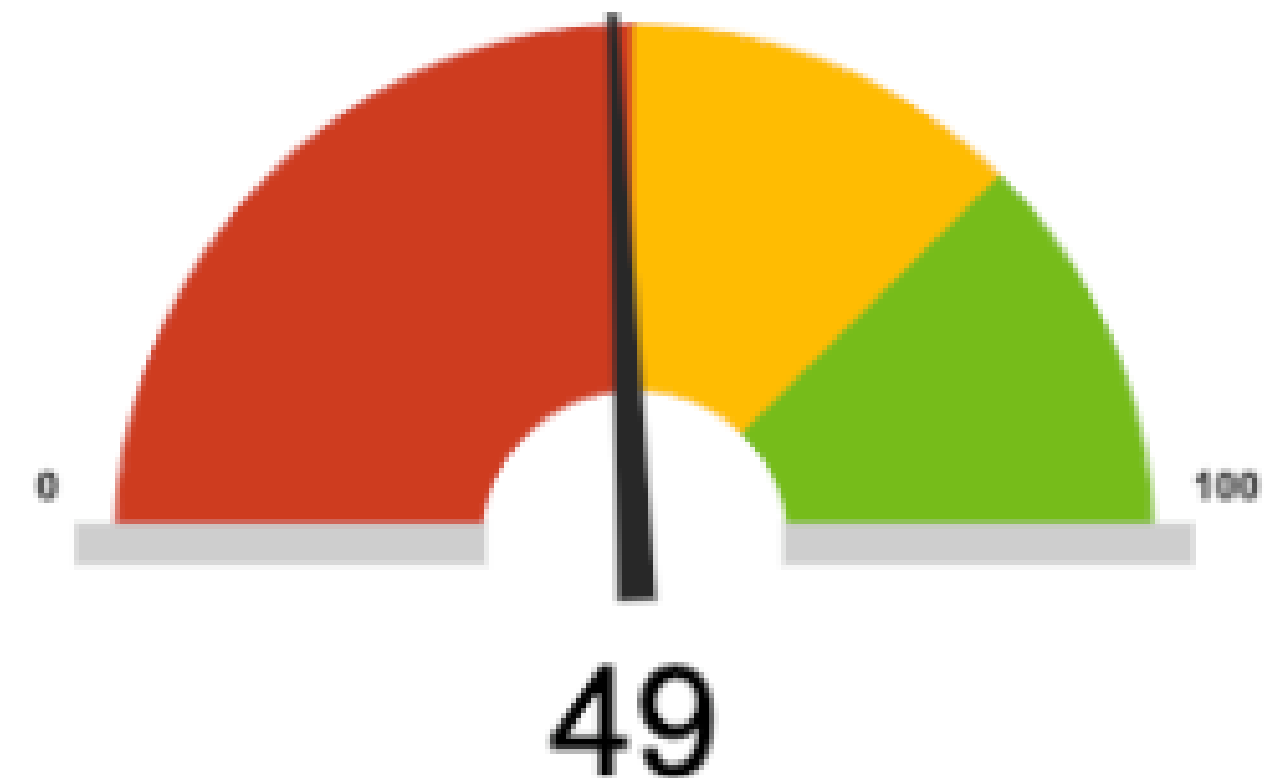
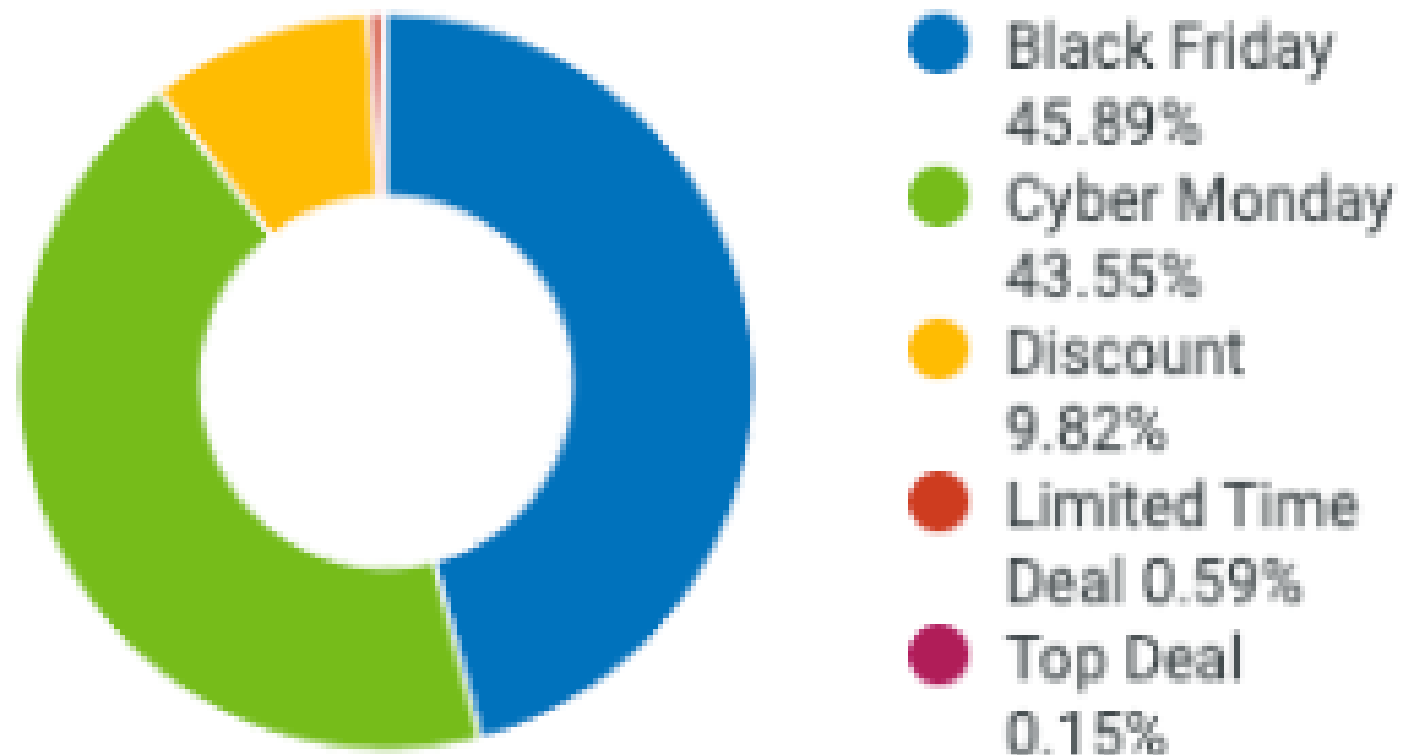


\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.

# SUPPLEMENT CATEGORY OVERVIEW

## Supplement Category Overview Performance

As detailed below, many brands eagerly took part in the Black Friday and Cyber Monday shopping events, offering **discounts of up to 60%**. These great deals applied to a variety of supplement products, ranging from **liquid I.V. to fruit and vegetable supplements**. It's worth noting that nearly half, or **49%**, of the brands on Amazon, featured **fantastic deals** during this busy shopping period.



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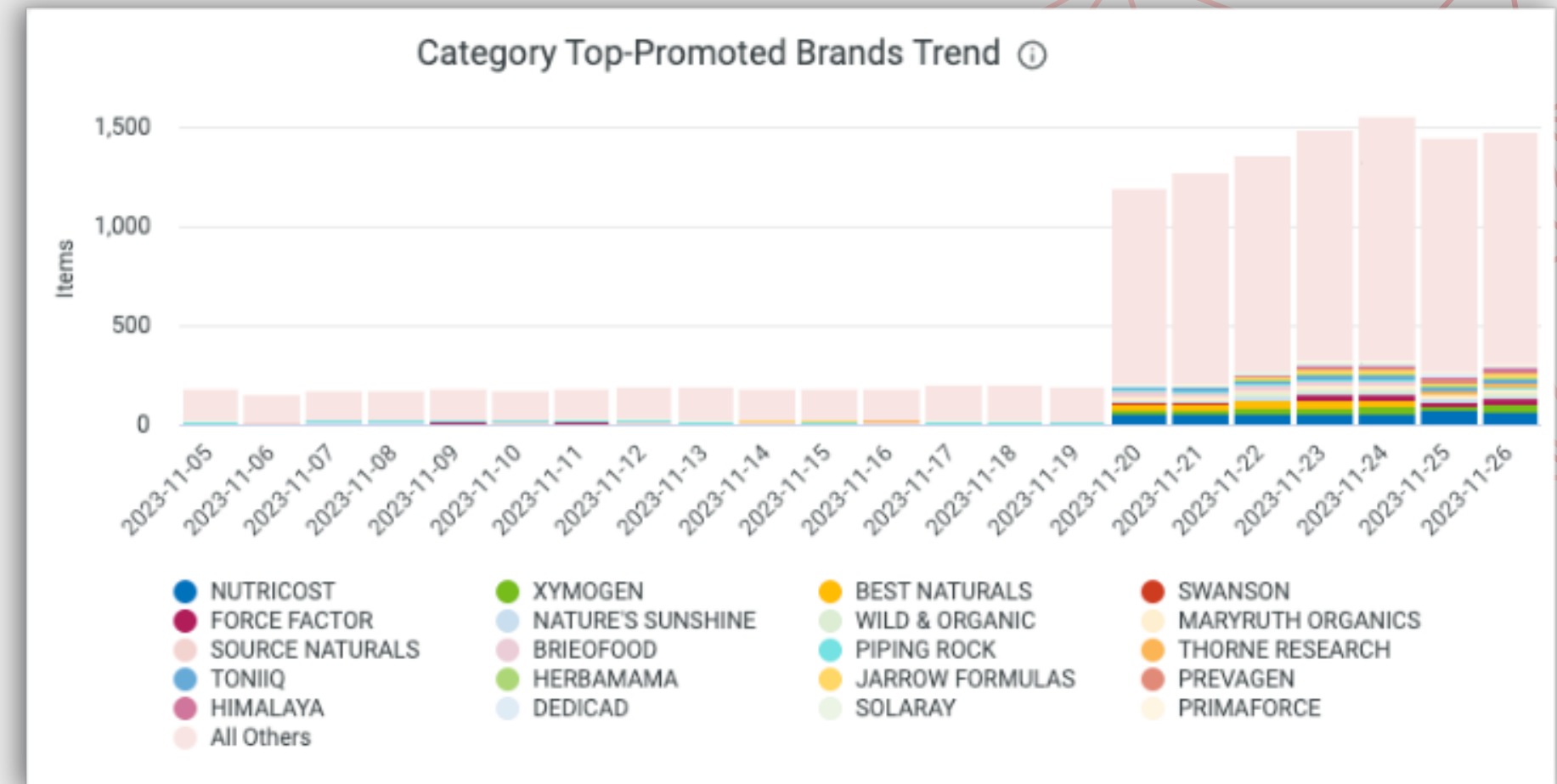
*\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.*

# SUPPLEMENT CATEGORY OVERVIEW

## Are brands really dropping prices?

Another noteworthy aspect in this category is that brands started offering deals earlier, even before the actual Black Friday. Most of them initiated their deals the Monday prior to Black Friday, making it ideal for shoppers who prefer taking their time to choose their best option.

For this category, it is important to mention that shoppers **take more time** than usual to purchase products, especially since health products require careful consideration. They invest time in **reading reviews, researching online, and gathering every detail**. Having deals available for longer allows customers the time needed to make informed decisions, and it's evident that brands are aware of this.



# SUPPLEMENT CATEGORY OVERVIEW

## Are brands really dropping prices?

Recently, there has been a lot of talk on TikTok and in articles suggesting that brands aren't actually lowering prices. However, after analyzing various brands, we observed a significant drop in prices.

**Did you know that Amazon won't allow you to set up a deal unless you offer the best or lowest price in the past 30 days?** This means that the current price must be lower than or equal to the lowest featured offer price for this item sold on Amazon in the past 30 days. This policy implies that sellers cannot adjust the price in the 30 days leading up to the events.

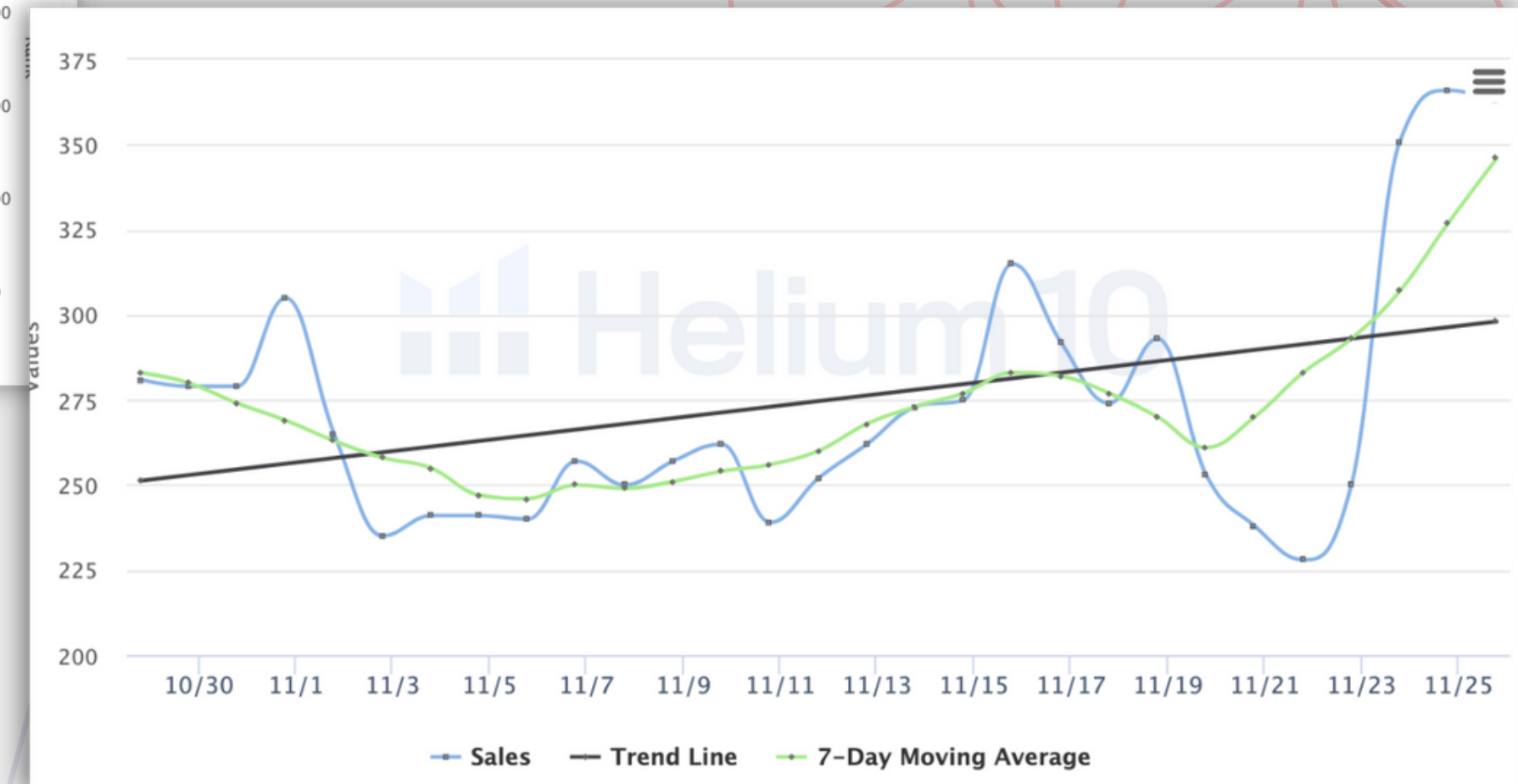
Here, we analyze a product within the supplement category that reduced its prices. Clearly, you can observe how lowering prices during these dates enhances both the Best Sellers Rank (BSR) and sales. The sales exponent experiences improvement in tandem with the BSR.

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*\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.*

# SUPPLEMENT CATEGORY OVERVIEW

Are brands really dropping prices?



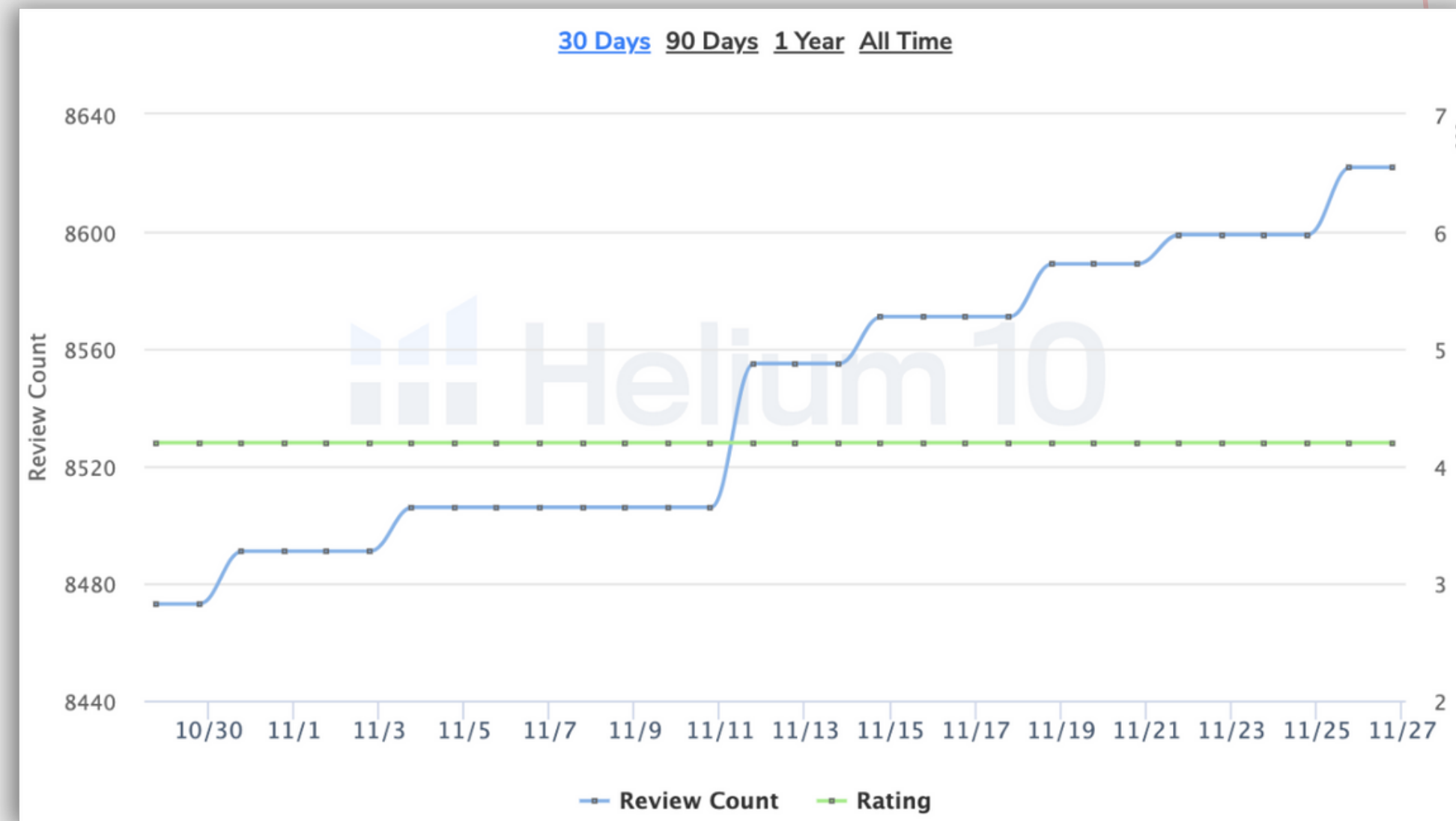
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\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.

# SUPPLEMENT CATEGORY OVERVIEW

## Are brands really dropping prices?

Another significant benefit for brands, apart from increased sales, is the **halo effect** associated with these dates. The visibility of deals and heightened promotions during this period can have a positive impact on reviews, contributing to longer-term benefits for these products. As mentioned earlier, reviews play a crucial role in the supplement category, making this ripple effect an advantageous outcome.



\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.

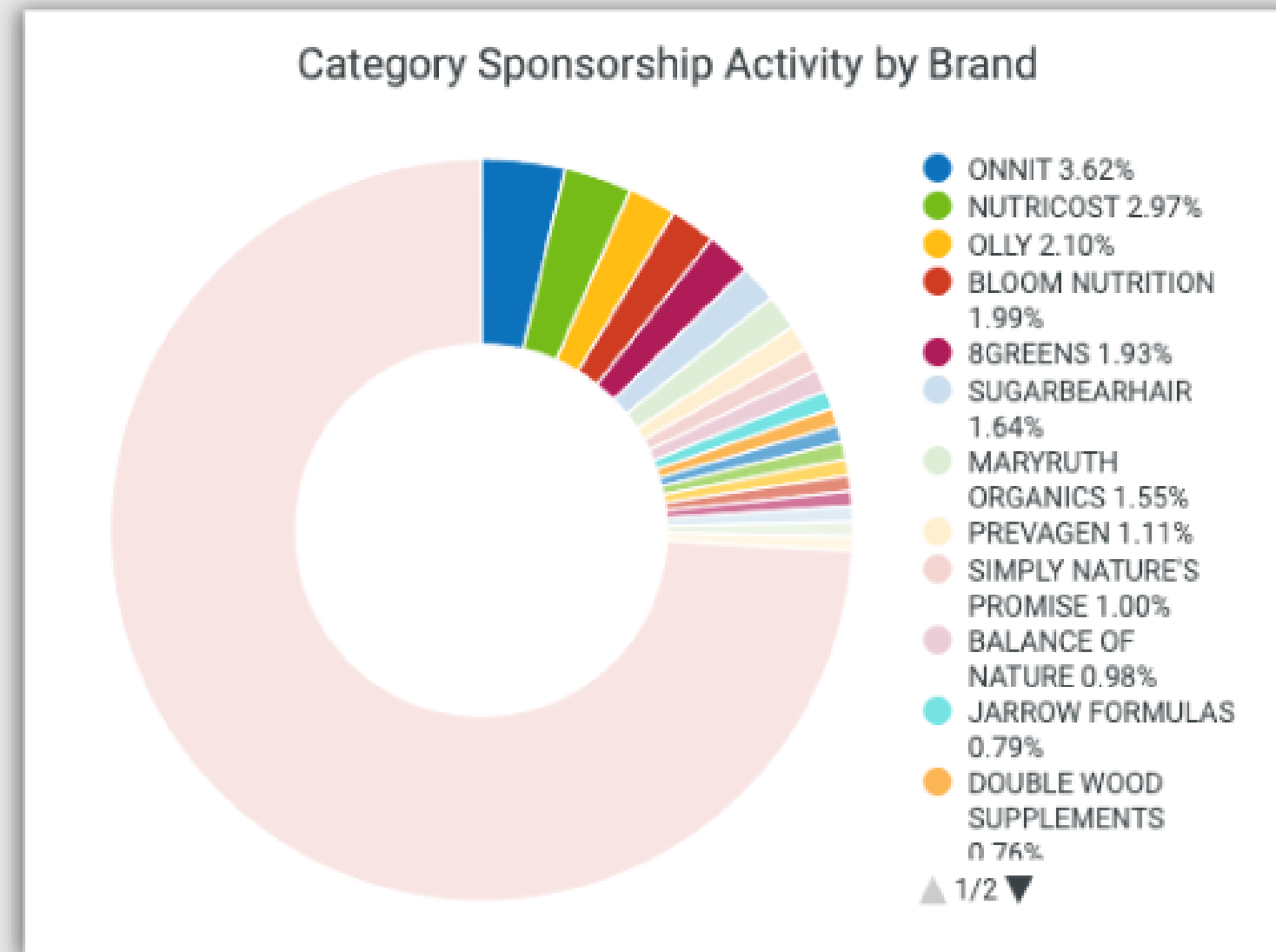
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# SUPPLEMENT CATEGORY OVERVIEW

## Advertising Strategies

Brands made smart moves by diving into both enticing deals and sponsorship activities during the Black Friday and Cyber Monday frenzy. As you can see below, major players like ONNIT and NUTRICOST carved out a significant chunk of the market share. Their success not only reflected the appeal of their deals, but also highlighted the considerable impact of their advertising investments during this high-stakes shopping period.

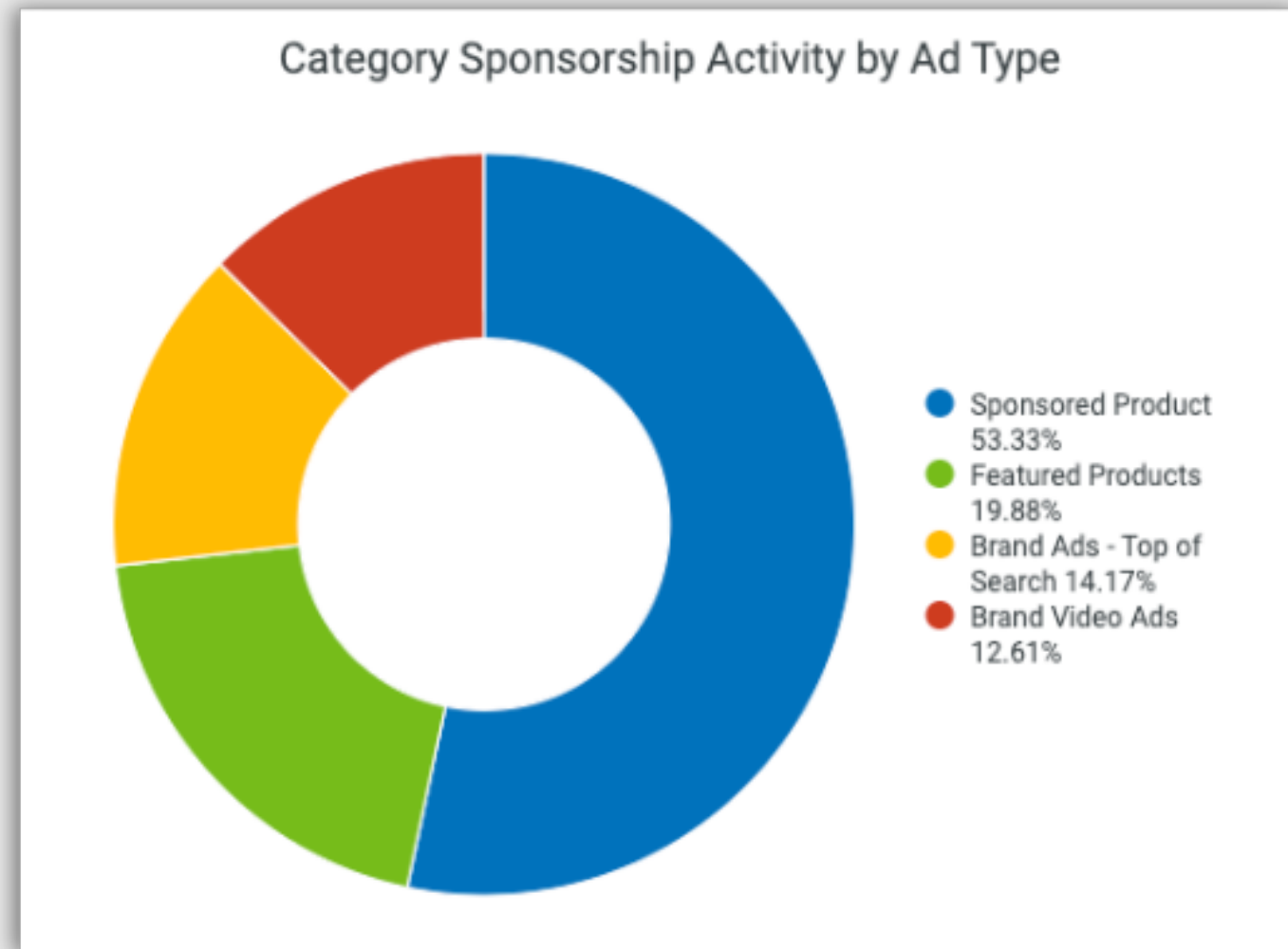


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*\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.*

# SUPPLEMENT CATEGORY OVERVIEW

## Advertising Strategies



Brands overwhelmingly opted to sponsor their products using Sponsored Brands, and it's clear that this was the best approach for boosting sales. During this time, many brands increased their budgets and expanded their range of keywords to secure prime positions in Amazon searches. Terms like "**fruits and vegetables supplements**" and brand-specific keywords such as "**neuriva ultra**" were the most commonly searched terms during this season.

Product Name	Price	Discount
Simply Nature's Promise - Packed with Over 40 Different Fruits & Vegetables - Made ...	\$39.95	43% off (List: \$69.95)
Simply Nature's Promise - Packed with Over 40 Different Fruits & Vegetables - Made ...	\$79.95	27% off (List: \$109.95)
Natrol JuiceFestiv Daily Fruit & Veggie with SelenoExcell and Whole-Food [Phyto]Nut...	\$19.58	20% off (List: \$24.59)
Simply Nature's Promise - Simply Beets Heart Gummies - Delicious Cherry Flavor - No...	\$19.95	50% off (List: \$39.95)
Turmeric Curcumin with Black Pepper Extract 1500mg - High Absorption Ultra...	\$15.97	36% off (List: \$24.99)
MaryRuth's Super Greens Gummy   Sugar Free   with a Full Serving of Veggies for Adu...	\$20.97	30% off (List: \$29.95)
Nature's Way Sambucus Elderberry Gummies, With Vitamin C, Vitamin D and Zinc, Immun...	\$12.01	43% off (List: \$20.99)

# BRAND WINS AND SUCCESS STORIES

One common challenge that advertisers face on Amazon during the Black Friday to Cyber Monday (BFCM) period is increased competition. The holiday season is peak shopping time, and many advertisers ramp up their advertising efforts to capture shoppers' attention. This competition can lead to higher advertising costs as more advertisers bid for ad placements, making it more challenging for individual advertisers to maintain visibility and cost-effectiveness.

In the **Health & Household Category**, more specifically in the Vitamins, Minerals & Supplement category, we have seen an increasing trend in interest since November 17th. That means one week prior to BF. Planning and having well-structured advertising campaigns to cover the full funnel is essential.

We prepared a **new awareness campaign** to enhance brand visibility during BFCM. We integrated a wide range of targets to pursue throughout the customer journey using **product ads, video ads, as well as display ads**. Of course, most of the advertising budget was spent on **keyword targeting** in Sponsored product campaigns which included **high-volume keywords, best-selling keywords, and close-targeted competitors**.

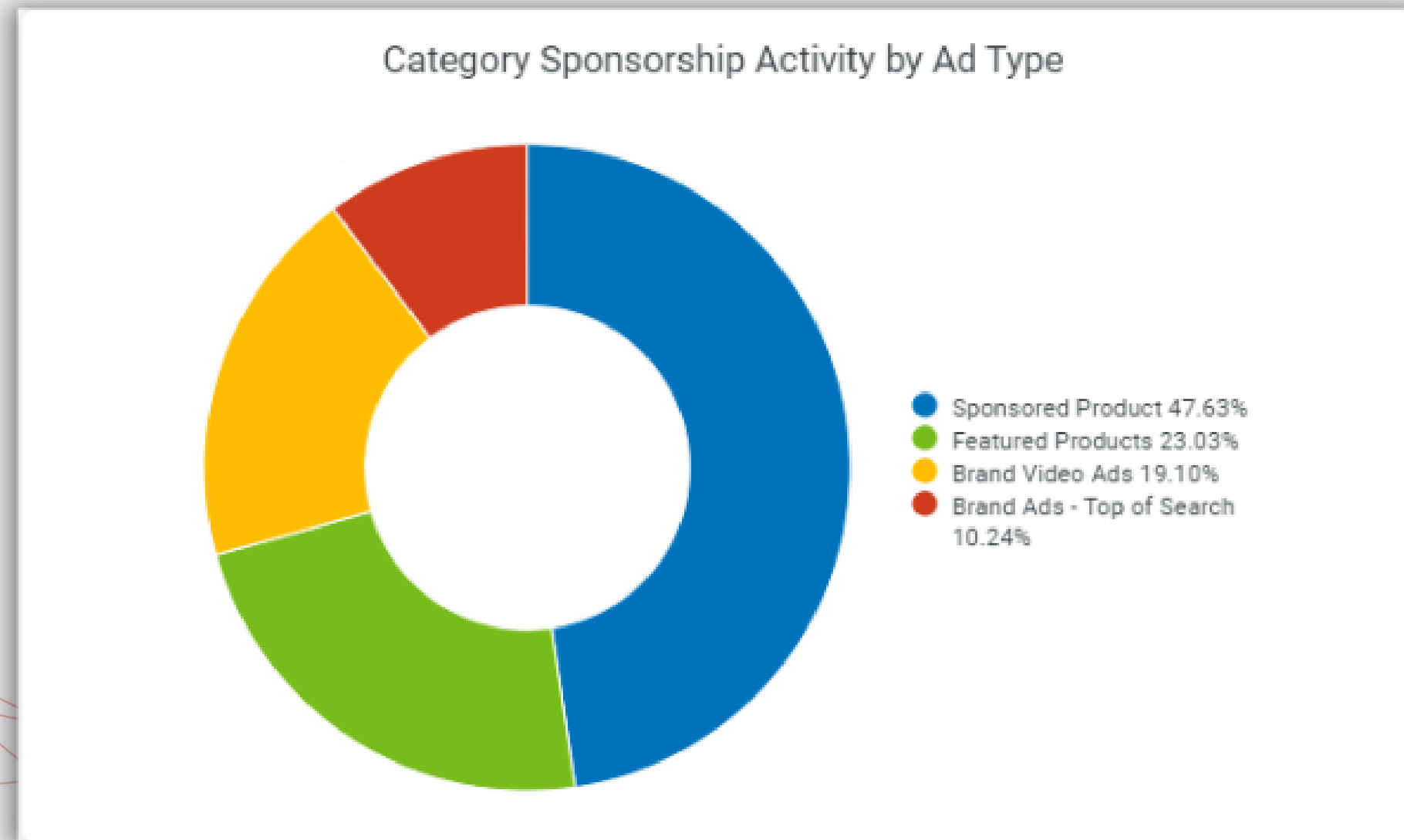
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*\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.*

# BRAND WINS AND SUCCESS STORIES

## Advertising

At a category level, brands invested the most in sponsored product campaigns, covering up to **47.63%** of the sponsored efforts. This was followed by featured products with **23.03%**, Video Ads with 19.10%, and top search Sponsored Brand campaigns with **10.24%**



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*\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.*

# BRAND WINS AND SUCCESS STORIES

## Advertising

Advertising spend has doubled in this period compared to the previous week. The higher demand, coupled with **securing most of the available advertising spots**, significantly contributed to a remarkable upswing in Total Sales for our client in the supplement category.

However, upon analyzing the broader landscape within this category, it becomes evident that there is untapped potential for our client to further enhance their market share. By strategically **fine-tuning the allocation of advertising budgets**, we are set for a trajectory that promises to elevate our client's year-over-year performance. These adjustments not only capitalize on the current momentum but also position the brand for sustained growth in the competitive market landscape.

When comparing to last year's sales, our client has seen an increase of over **125% in total sales**. This outstanding growth in advertising spend and total sales is a testament to the effectiveness of our strategic approach. By doubling the advertising investment during this critical period, our client capitalized on the heightened consumer demand and secured a dominant presence in the competitive landscape.

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*\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.*

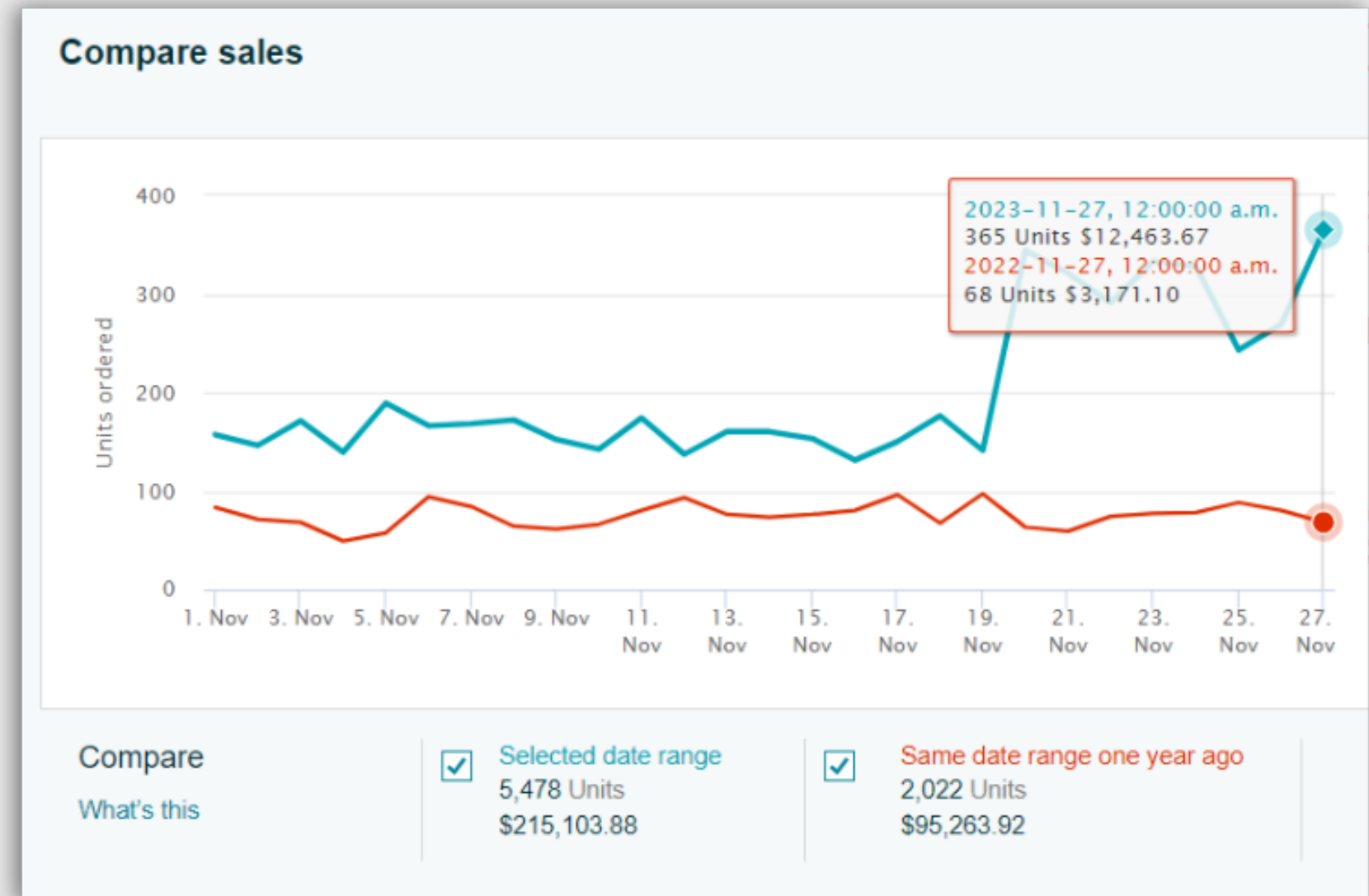
# BRAND WINS AND SUCCESS STORIES

## Advertising

The substantial year-over-year increase of over **125%** in sales showcases the impact of our targeted advertising efforts. To further optimize our client's market position, we are now focusing on leveraging data analytics to identify specific product lines and audience segments with untapped potential. By refining our targeting strategies and capitalizing on emerging trends, we aim to unlock additional avenues for growth and solidify our client's position.

## Conclusion

Achieving success during major retail events like Black Friday and Cyber Monday necessitates a well-rounded strategy for brands to maximize sales and enhance brand visibility. Following trends, **ensuring you have inventory**, and implementing **diverse advertising initiatives** are crucial components of this comprehensive approach.



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*\*Source: Compiled insights from Amazon metrics, Helium 10 analytics, Merchant Spring reports, in-house data, and Analytic Index tracking.*

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**WE BUILD BRANDS ON AMAZON**

If you are **interested in** learning more we are happy to provide additional references and content. We enjoy challenges and **new opportunities to learn & grow**. We look forward to working together.

**hello@bellavix.com**  
**www.bellavix.com**

