



Kiliagon



FACE MASKS

ON AMAZON EUROPEAN MARKETPLACES



TOP KEYWORDS

Top Keywords in the four Marketplaces and research volumes (monthly average)



ITALY

- 57K · maschera viso
- 11K · maschere per il viso
- 8K · maschere viso
- 8K · maschera punti neri
- 6K · maschera viso coreana

GERMANY



- gesichtsmaske · 50K
- gesichtspflege · 41K
- maske · 35K
- bubble skincare · 23K
- peeling gesicht · 20K



SPAIN

- 17K · mascarilla facial
- 7K · mascarillas faciales
- 5K · mascarilla
- 4K · cosmetica coreana facial
- 4K · parches de colágeno coreano

FRANCE



- masque visage · 34K
- peeling visage · 12K
- masque · 9K
- masque point noir visage · 7K
- masque visage coreen · 6K

Perimeter of analysis:

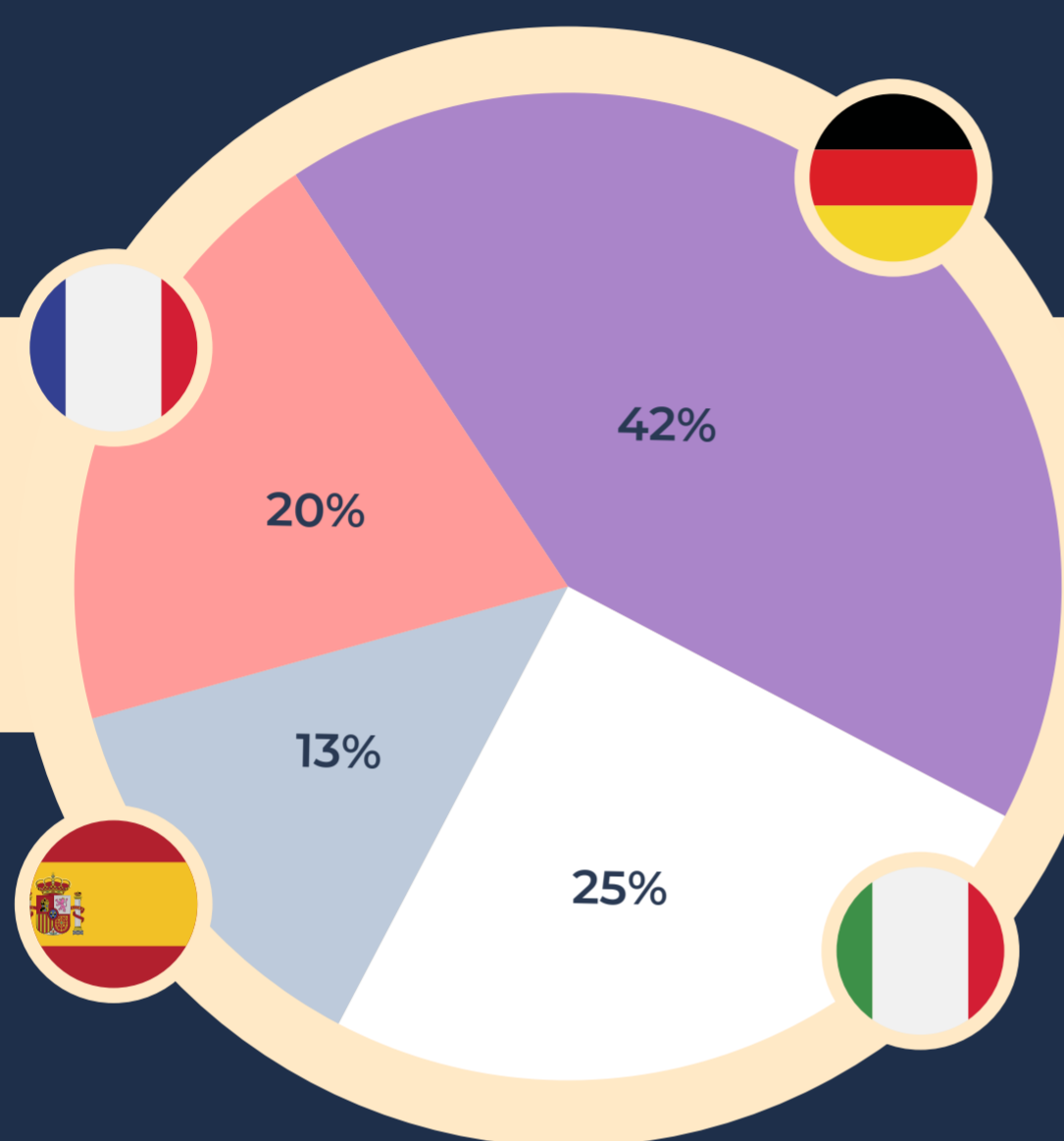
- Top 5 KW in every Marketplace
- Top 100 ASINs of the Category

Timeline: May 2024

Perimeter: top 100 ASINs in each Marketplace

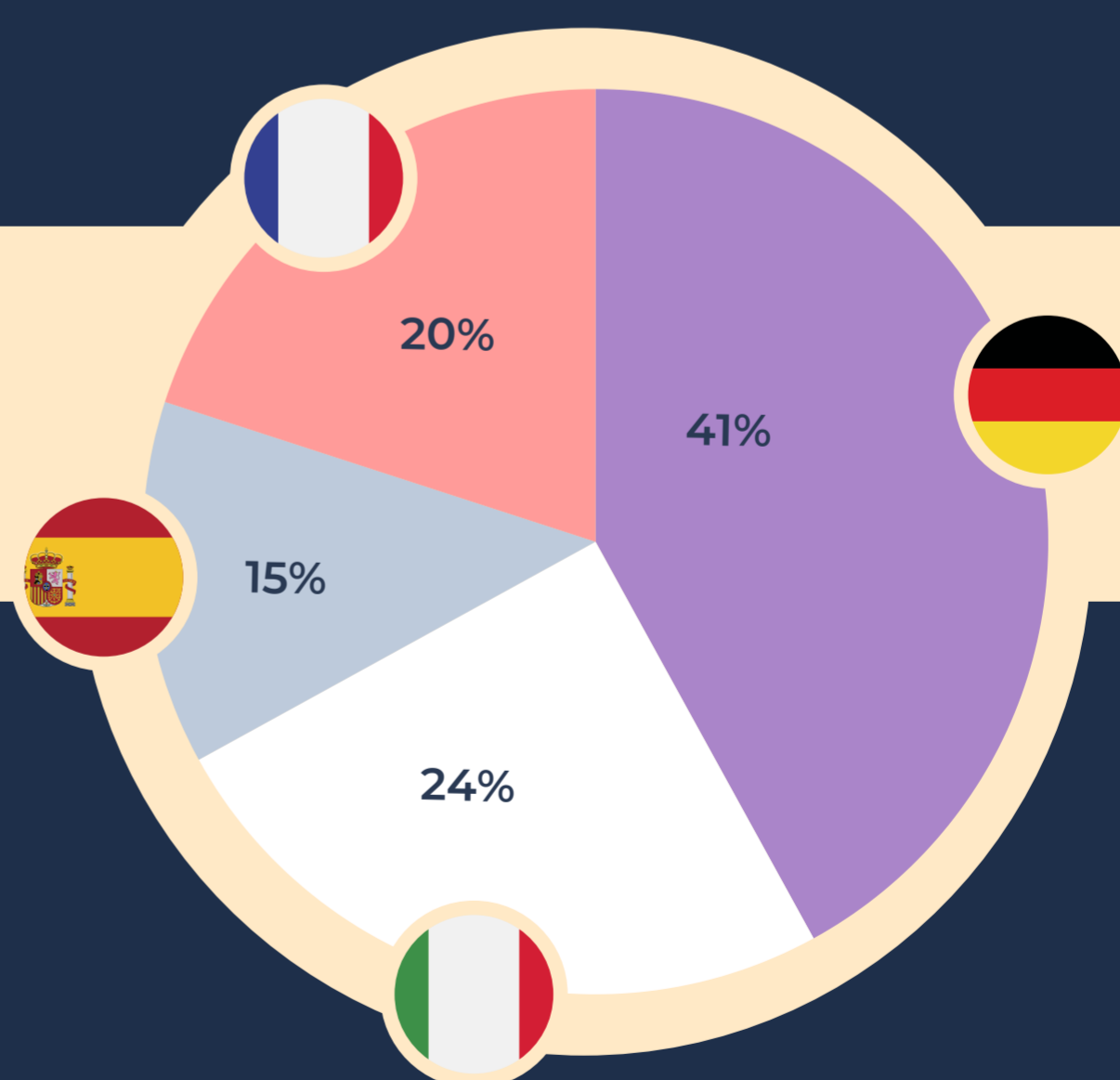
MARKETSHARE

There has been a total of 1.8M Sales and 20.5M€ Revenues for the whole category Between 2023 and 2024



MONTHLY SALES
86K

MONTHLY REVENUES
1M€



Timeline: Jan 2023 - May 2024

Perimeter: top 100 ASINs in each Marketplace

CREATIVE ASSETS

Creative assets play a key role in Sales: we compared wich ones are the most effective in terms of sold products: A+, Videos, both of them or none of them

Sales Percentage



A+ & Video



A+ no Video



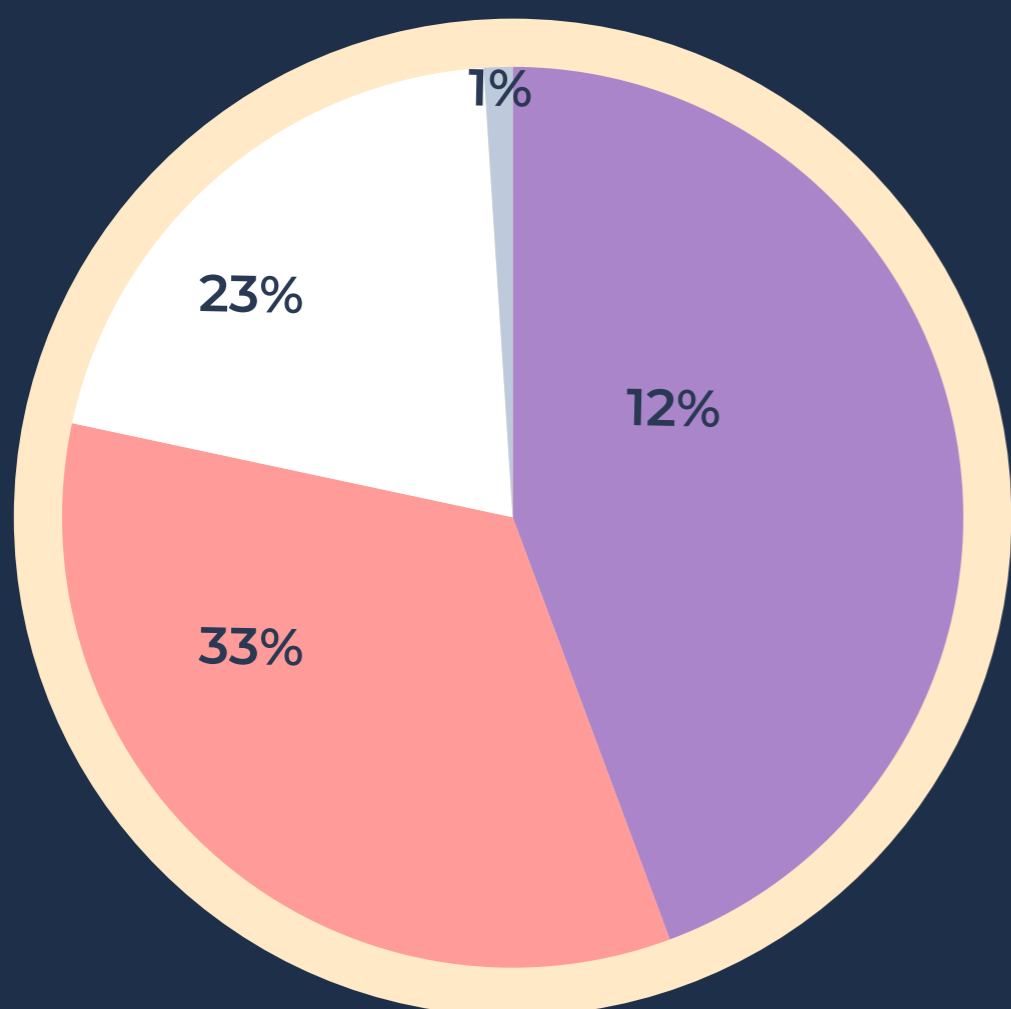
no A+ no Video



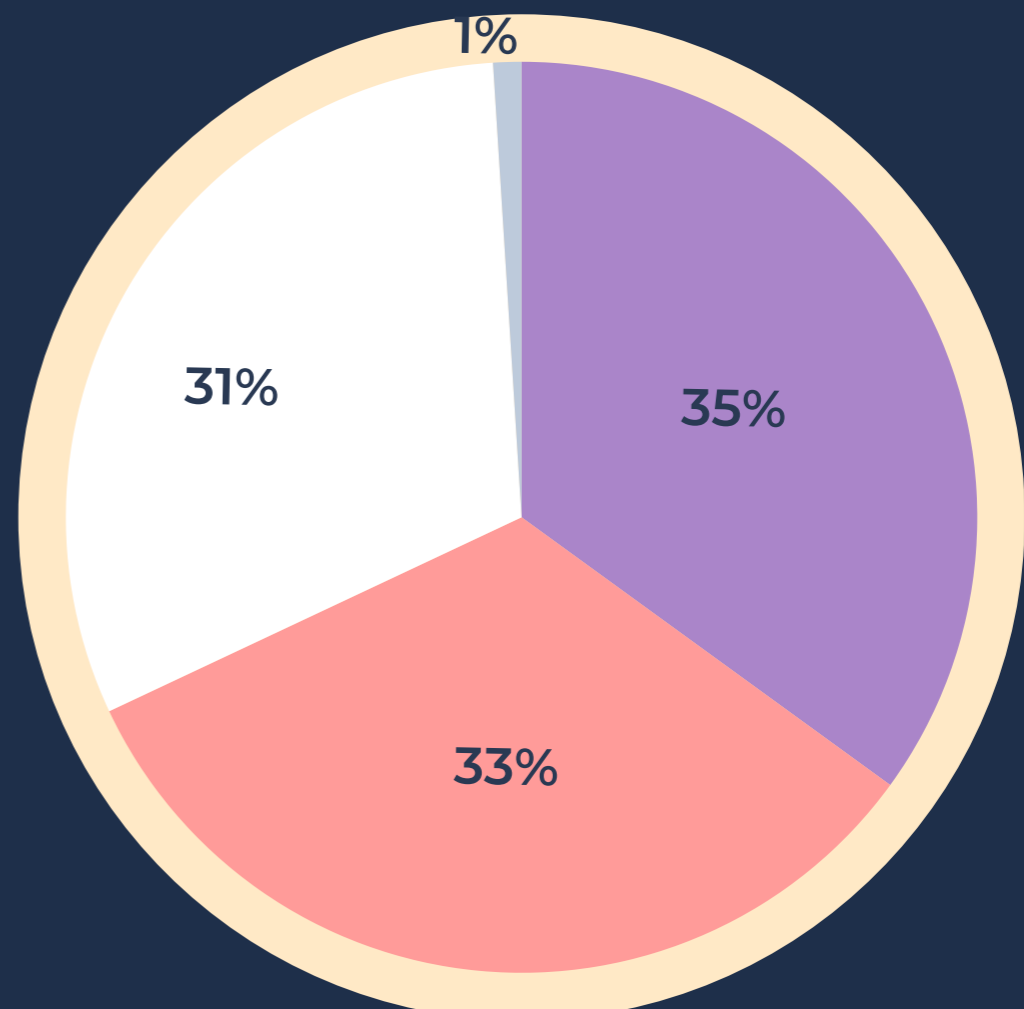
Video no A+



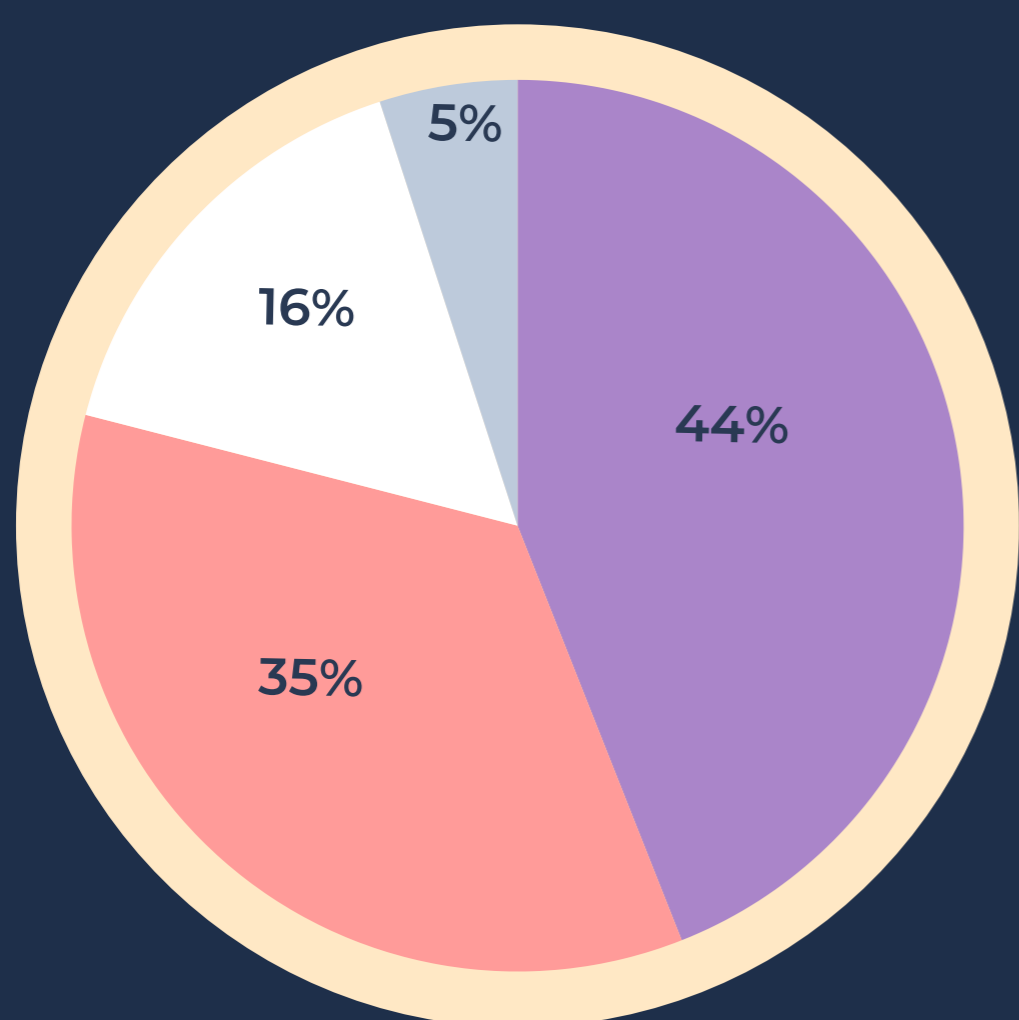
ITALY



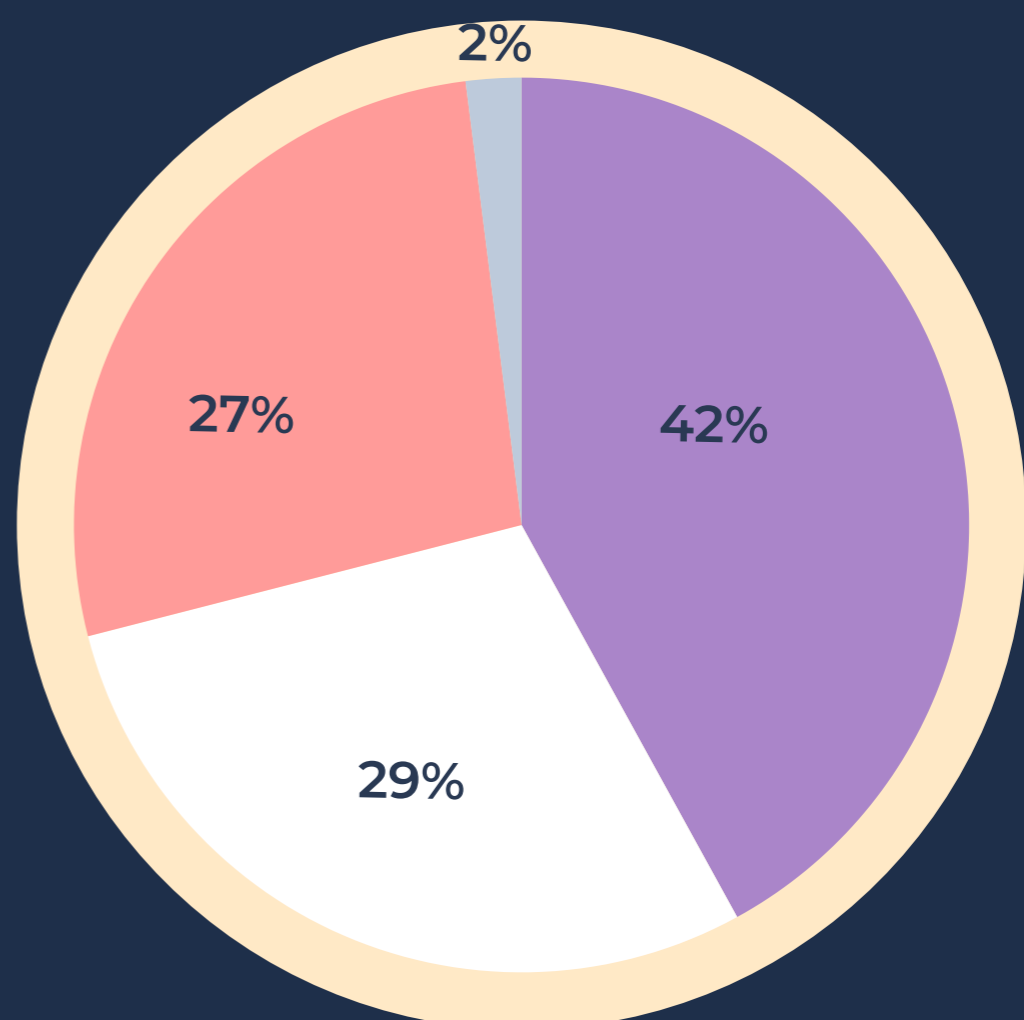
GERMANY



SPAIN



FRANCE



ORGANIC SHARE OF VOICE

Brands & Products that appear the most among organic results on the analyzed Keywords

Share of Voice data offers insights into the market landscape, but it doesn't reflect sales volume or overall market performance. It does show brand visibility and popularity within the category and market.



ITALY

24% · Fria

18% · GARNIER

8% · Ardaraz

5% · SEMOU

4% · Nailgeler



SPAIN

27% · Garnier

12% · NIVEA

11% · NUAL

9% · ardaraz

7% · Ziaja

GERMANY



Schaebens · 44%

GARNIER · 27%

YEAUTY · 14%

EUNYUL · 9%

SHVYOG · 4%

FRANCE



GARNIER · 53%

CATTIER · 17%

Qullmartle · 14%

nailgeler · 10%

Le Petit Olivier · 9%

Timeline: Apr-May 2024

Perimeter: top 100 ASINs in each Marketplace

SPONSORED SHARE OF VOICE

Brands & Products that appear the most among organic results on the analyzed Keywords



ITALY

5% · FAQ

5% · ANAiRUi

3% · Face D

2% · ZOZU

2% · RoC

GERMANY



GARNIER · 21%

ANAiRUi · 6%

d'Alba Piedmont · 4%

Lustre · 3%

Voit Facemask · 3%



SPAIN

13% · EUNYUL

1% · ANAiRUi

10% · Foreo

6% · COCUNAT

5% · Florence

FRANCE



GARNIER · 59%

EUNYUL · 27%

BIOOTHERMS · 21%

ANAiRUi · 11%

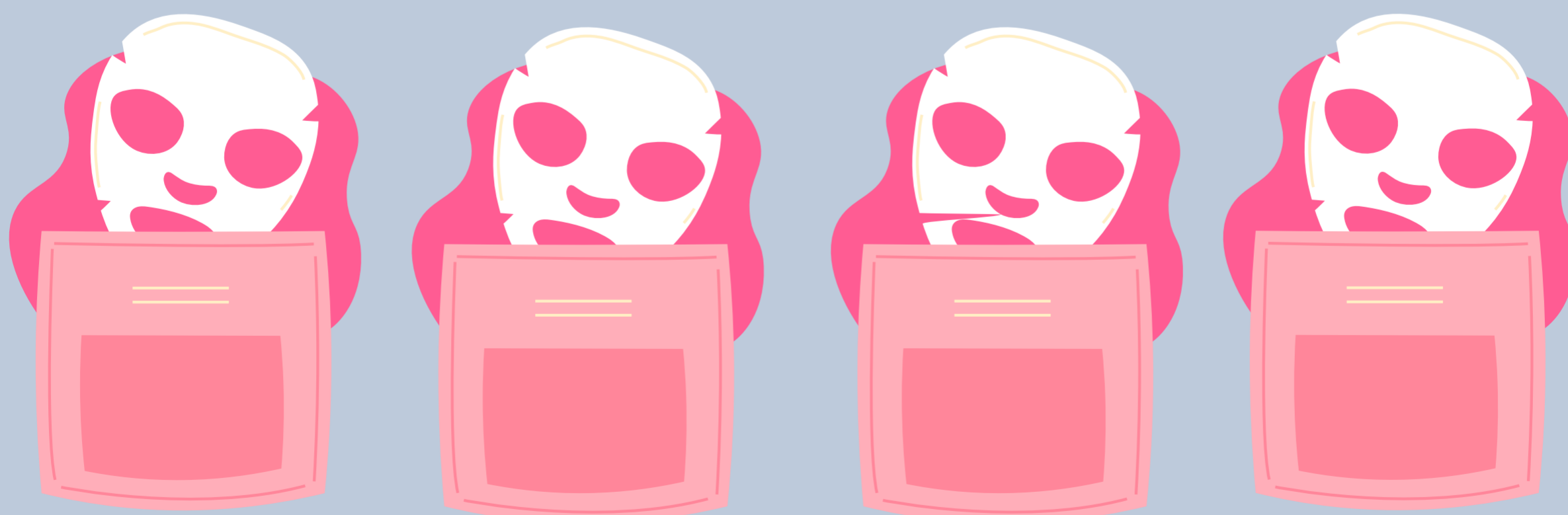
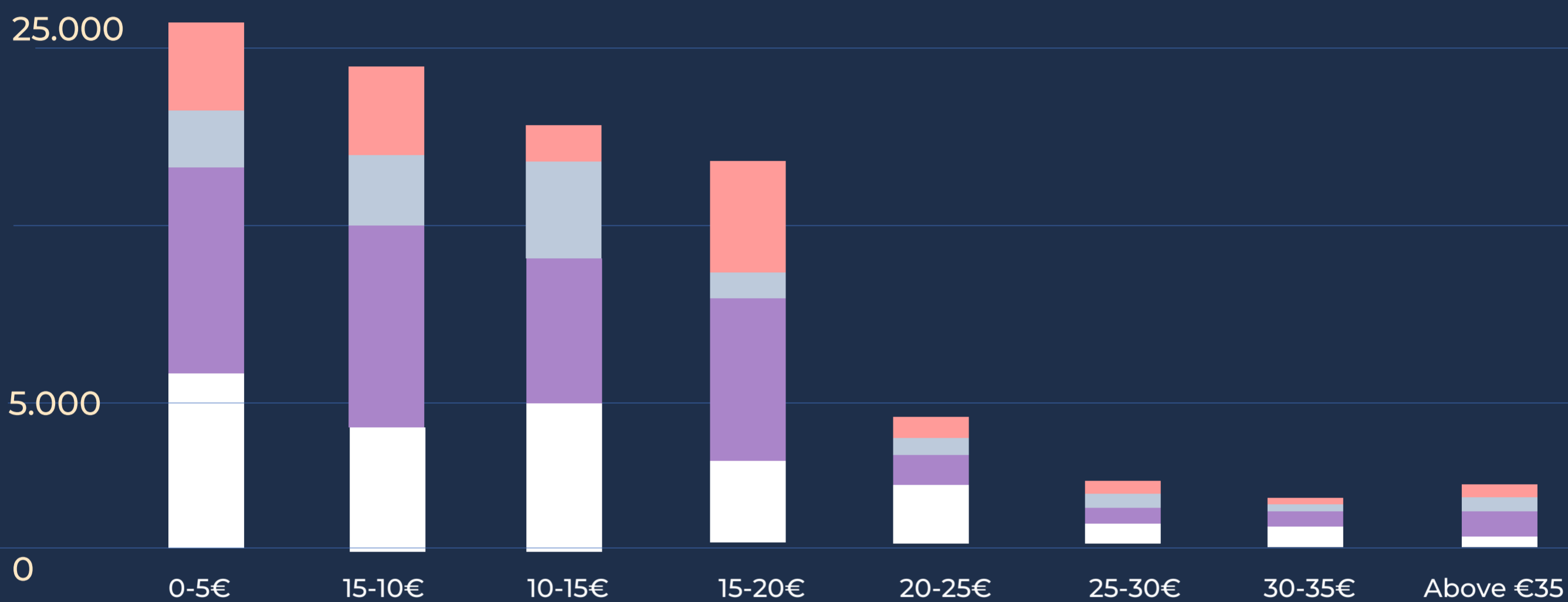
IBORRIA · 8%

HINT

There is a presence of a few main Brands in every marketplace, and small percentages at the bottom of the pie showing how there is space for Brand willing to enter the channel.

PRICE ANALYSIS

EUROPEAN MARKETPLACES PRICE COMPARISON



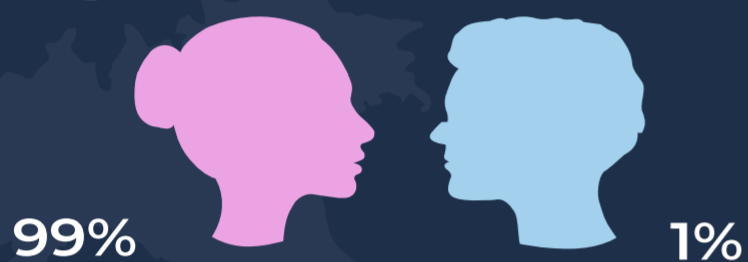
Perimeter: top 100 ASINs in each Marketplace

CUSTOMER PROFILE

By analyzing the searches and sales of the top products of each marketplace, we have been able to design the profile of a potential customer for this category: who buys, when, from where and what are the purposes.



ITALY



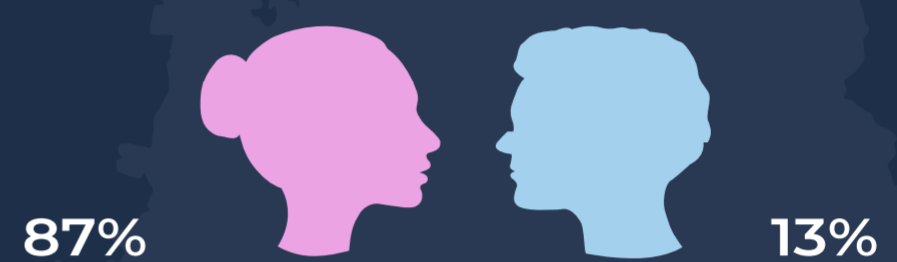
PURCHASE PURPOSE

26% Part of daily routine

10% Relax time

6% Weekly routine

GERMANY



PURCHASE PURPOSE

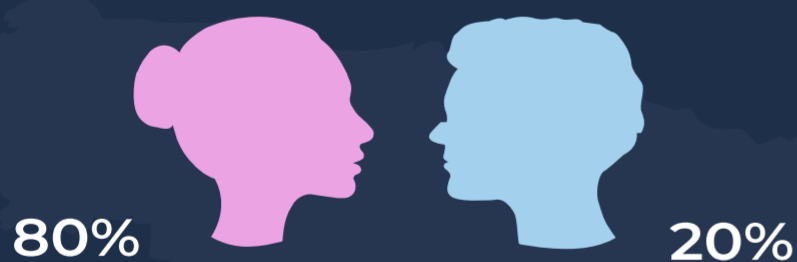
52% Relaxation

7% Travel

7% Weekly routine



SPAIN

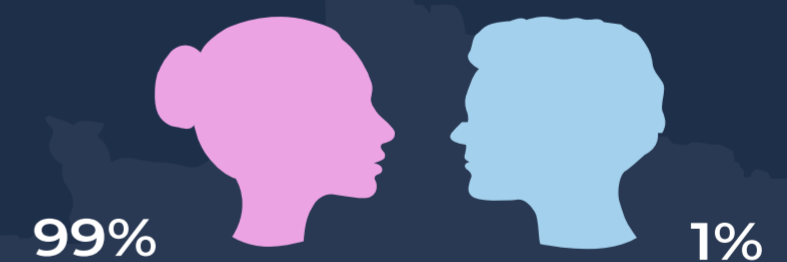


PURCHASE PURPOSE

33% Daily routine

17% Relax time

FRANCE



PURCHASE PURPOSE

62% Facial Treatment

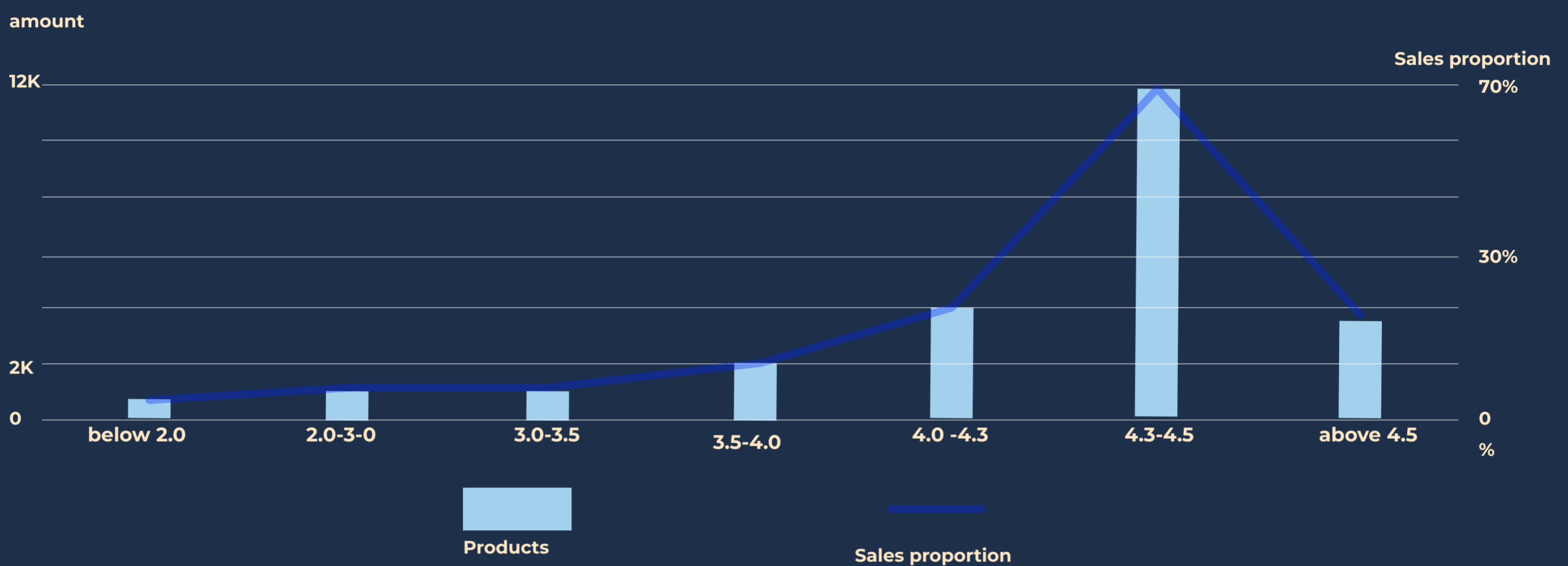
38% Gifting

REVIEWS SCORE

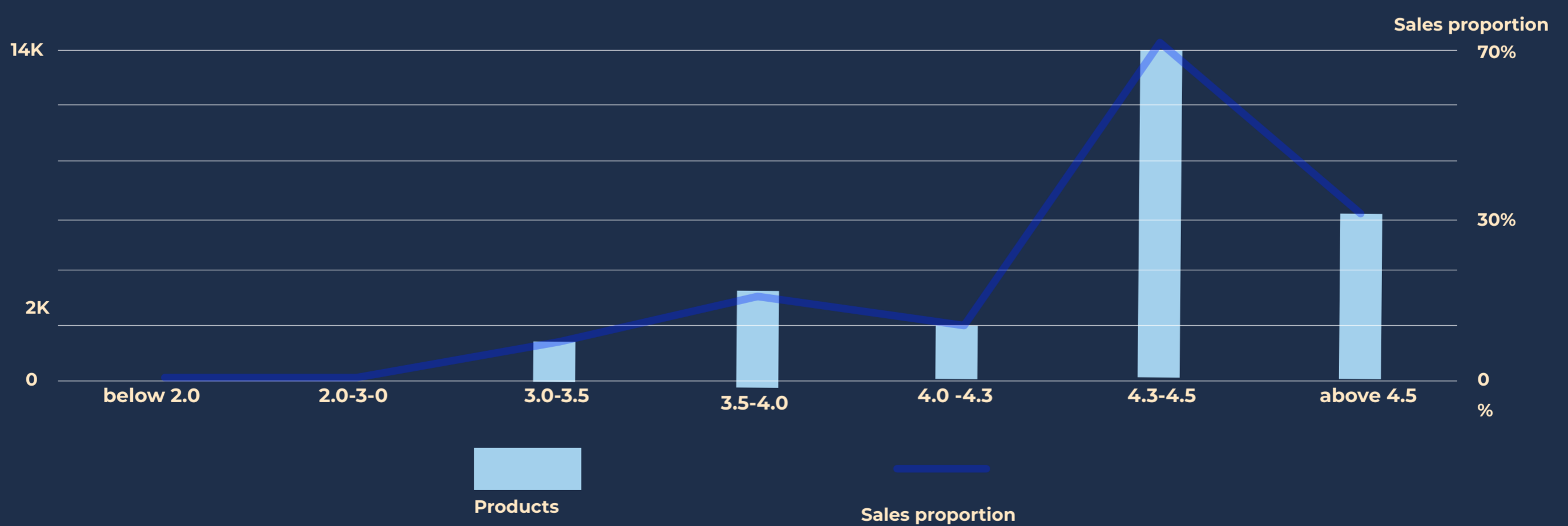
We have analyzed the distribution of products considering the ratings to see the sales proportion compared to the scores.



ITALY



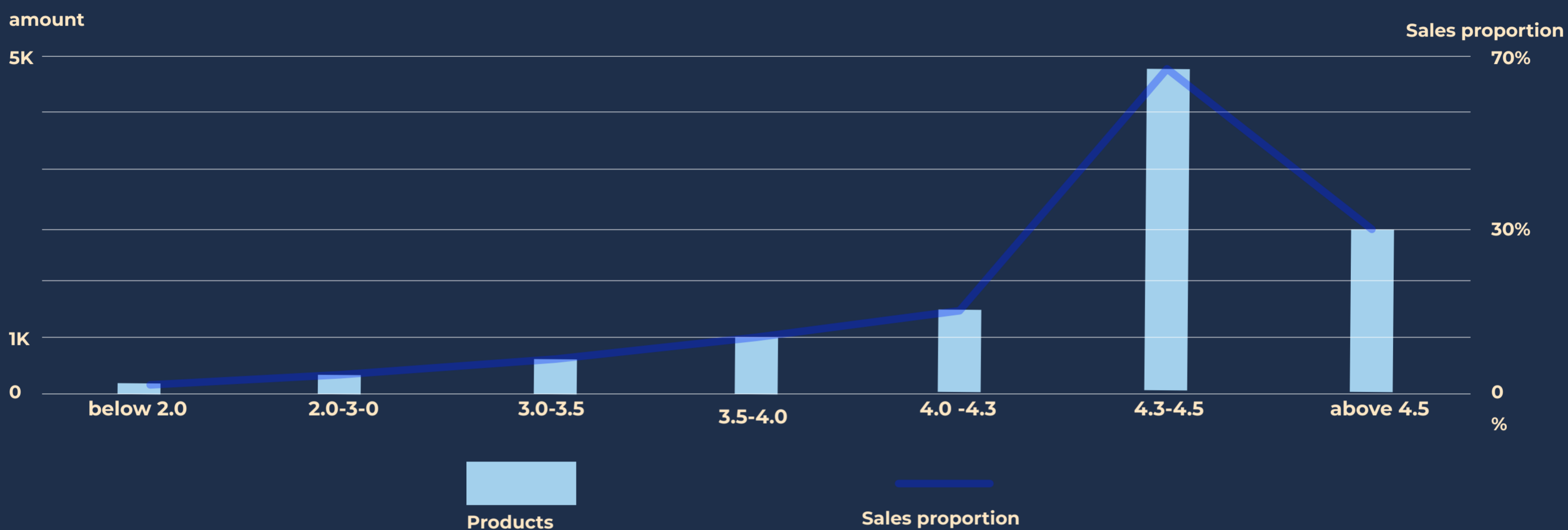
GERMANY



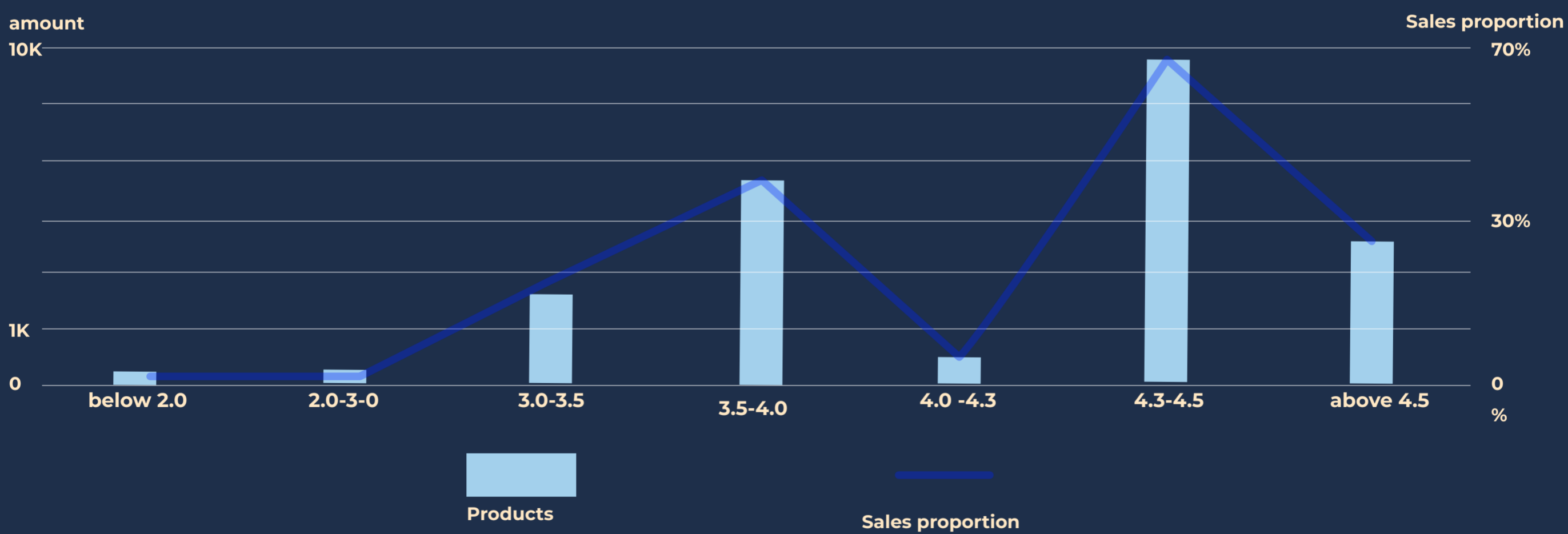
REVIEWS SCORE



SPAIN



FRANCE



HINT

With the exception of Germany, for this product category there are sales for every price range; as happens quite often, higher sales are in the 4-4.5 reviews range.

KEY TAKEAWAYS & INSIGHTS

Across all countries, keywords general for face masks, with an elevate interest for korean masks, peeling masks and masks for blackheads.

In terms of Price, the sales are focused more in the first ranges (0-20€) ; however there have been sales for every price range in every marketplace.

Purchase purposes are in general for relaxing times and products are used as part of a daily/ weekly routine; Women are most keen on buying in this category.



**FOR A DEEPER
UNDERSTANDING:**



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kiliagon.com



Kiliagon (formerly Xingu)
Amazon Ads Advanced Partner