



Amazon Aggregator Survey: Reviewing 2 Brands from GlobalBees, Perch, and Thrasio

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Introduction

In the September Amazon Aggregator survey, <u>PNW Web Marketing</u> reviewed 28 aggregators by capital raised and estimated health. For this report, we narrowed the list down to 3 of the largest aggregators who disclose their brands and dove deep into their sales.

These aggregators collectively own over a hundred brands, but we focused on just 2 brands from each aggregator for this review. Luckily more aggregators are publicly disclosing more of their brands than ever.

Aggregator	Website	SEMRush AS	SEMRush Visits	
Berlin Brands Group	https://www.berlin-brands-group.com/en		31	119,320
Unybrands	https://www.unybrands.com/		24	27,310
GlobalBees	https://globalbees.com/		31	19,086
Perch	https://www.perchhq.com/		26	18,667
Thrasio	https://www.thrasio.com/		31	16,113
Branded	https://joinbranded.com/		29	12,819
Foundry	https://foundrybrands.com/		23	11,095
Dragonfly	https://www.dragonflycommerce.com/		19	9,291
Mensa Brands	https://mensabrands.com/		30	8,974
Razor Group	https://www.razor-group.com/		30	8,940
SellerX	https://sellerx.com/		29	8,403
Heyday	https://www.heyday.co/		27	6,761
Acquco	https://www.acqu.co/		25	6,483
Moonshot brands	https://www.moonshotbrands.com/		24	6,237
Society Brands	https://www.societybrands.com/		17	5,540
Growve	https://www.growve.com/	https://www.growve.com/		4,982
Merama	https://www.merama.io/e-commerce-aggre	greg: 28		4,652
Boosted Commerce	https://boostedcommerce.com/	24		4,039



GlobalBees Summary

GlobalBees has raised ~300M and is based out of New Delhi, India. They are one of the largest aggregators and one neat thing is you can shop all their brands on a single <u>Shopify website</u>. Many of GlobalBees executives' leaders come from Edelweiss and have a finance or startup background.

Rey Naturals

Introduction

Rey Naturals is a hair care and beauty brand based on Amazon India but with some of their top selection on the US. They are focused on natural hair care and natural oils like castor or coconut.

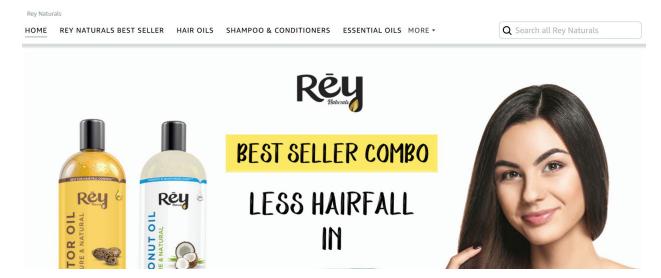


Figure 1 Rey Naturals' storefront Amazon.in

India is the world's largest producer of castor oil and Rey Naturals appears stays focused on core products that are produced domestically.



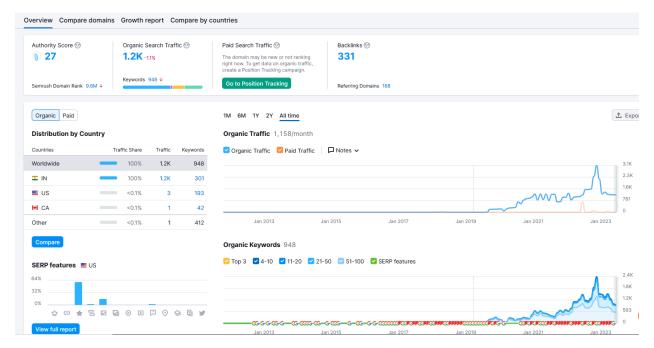
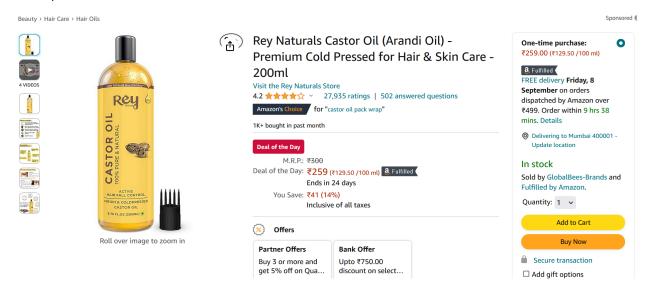


Figure 2 Rey Naturals has a nascent DTC offering that is growing in India

Rey Naturals has ~15 active SKUs on Amazon.in; their best-selling product sells ~1,000 units a month and has 27,935 reviews.



Estimated revenue

Finally, Rey Naturals' revenue per month is estimated at \$11,500 USD but overall sales to their brand appear to be declining or flat YoY mostly due to increased competition. This excludes their estimated US revenue which is <\$1,000 USD.



Title	Sales Rank: Current	Bought in past month	Reviews: Rating	Reviews: Review Count	Buy Box: Current	Total monthly Sales
Rey Naturals Castor Oil (Arandi Oil) - Premium	n 628	1000	4.2	27935	259.00 Rs.	259000.00 Rs.
Rey Naturals Rosemary Essential Oil for Hair O	630	300	4.4	169	399.00 Rs.	119700.00 Rs.
Rey Naturals Castor Oil (Arandi Oil) - Premium	2128	300	4.3	1893	339.00 Rs.	101700.00 Rs.
Rey Naturals® Cold-Pressed, 100% Pure Casto	r 3543	300	4.3	4970	420.00 Rs.	126000.00 Rs.
Rey Naturals® tea tree oil & Rosemary essenti	2653	200	4.3	264	379.00 Rs.	75800.00 Rs.
Rey NaturalsCoconut Oil 100% Pure & Natur	4285	100	4.3	1522	269.00 Rs.	26900.00 Rs.
Rey Naturals Tea Tree Oil Tea Tree Essential	5383	100	4.1	6916	269.00 Rs.	26900.00 Rs.
Rey Naturals Almond Hair Oil (Badam oil) - 10	5655	100	4.2	2280	329.00 Rs.	32900.00 Rs.
Rey Naturals Neem Oil - 100% Pure, Natural &	7672	100	4.4	48	249.00 Rs.	24900.00 Rs.
Rey Naturals Castor Oil (Arandi Oil) - Premium	n 1902	50	4.3	1893	659.00 Rs.	32950.00 Rs.
Rey Naturals Castor Oil (Arandi Oil) - Premium	n 3543	50	4.3	4969	479.00 Rs.	23950.00 Rs.
Rey Naturals® Cold Pressed Coconut oil for ha	4285	50	4.3	1514	479.00 Rs.	23950.00 Rs.
Rey Naturals Almond Hair Oil 100% Pure Aln	r 9793	50	4.5	22	599.00 Rs.	29950.00 Rs.
Rey Naturals Tea tree oil for Aromatherapy -	13173	50	4.3	399	349.00 Rs.	17450.00 Rs.
Rey Naturals® Lavender oil & Rosemary essen	14172	50	4.1	73	389.00 Rs.	19450.00 Rs.
Total						941500.00 Rs.

Kuvings

Introduction

Kuvings is a juicing brand doing significant sales in the US and Indian markets. Their business healthy and stable with no large declines seen in recent sales history.

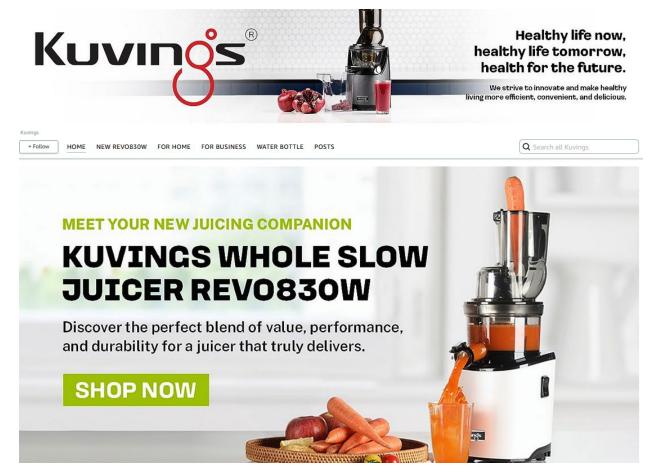
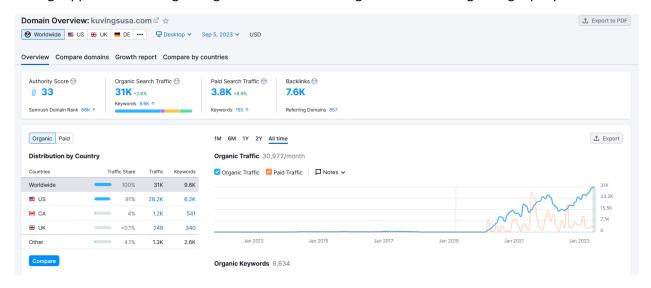


Figure 3 The Amazon.com Kuvings Storefront



Figure 4 Kuvings.com has a large volume of organic traffic which is trending up. They likely have a growing DTC channel.

Kuvings appears to have a growing DTC channel – their organic traffic DTC is growing rapidly.



Estimated revenue

Their estimated monthly US sales are ~345K and 143K in India for a combined total estimated monthly revenue of ~488K a month. This doesn't include DTC which they are investing in and may be generating significant sales. Interestingly other 3P sellers are reselling their juicers on Amazon.ca.

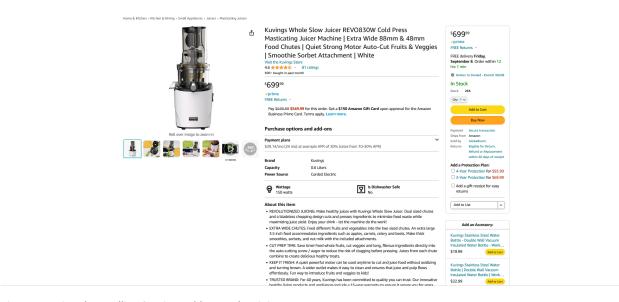


Figure 5 Kuvings best-selling SKU is a cold press slow juicer



Title	Sales Rank: Current	Bought in past month	Reviews: Rating	Buy Box: Current	Estimated Sales
Kuvings Whole Slow Juicer REVO830W Cold Press Masticating Juicer Mac	25551	300	4.6	699.99 \$	209997.00 \$
Kuvings Whole Slow Juicer EVO820CG Higher Nutrients and Vitamins, BP.	41230	50	4.5	599.00 \$	29950.00 \$
Kuvings Whole Slow Juicer EVO820GM - Higher Nutrients and Vitamins, E	44366	100	4.5	629.95 \$	62995.00 \$
Kuvings Whole Slow Juicer B6000S - Higher Nutrients and Vitamins, BPA-	46412	50	4.2	399.95 \$	19997.50 \$
Kuvings Whole Slow Juicer Elite C7000S - Higher Nutrients and Vitamins,	148249	50	4.4	449.95 \$	22497.50\$
					345437.00 \$

Figure 6 Estimated US sales across 6 active ASINs ~345K

Brand List

Urban Gabru, Prolixir, Yellow Chimes, The Clownfish, The Better Home, Kuber Industries, Usha Shriram, Kuvings, Reach, Strauss, The Butternut Co., Sigriwala, Savya Home, Absorbia, Candes, Rey Naturals, Haironic, HealthyHey, Healthvit, Andme, Cheston, Cleno, Ecovacs, Intellilens, Dr. Foot, Encasa, The Bath Store, Joker & Witch, Rejusure, Kozicare, Glutalight, Moxie, Mush, Petvit, Smart Greens, Top Gummy, Urban Yog, Oralvit, Head, Plantex, Pinnacle, Surya Flame, Interceptor, Raajsi, Man-up, Melbees, Carbinic, Ellementry, Gleevers



Perch Summary

Perch is based in Boston MA and has raised over 900M making them one of the largest aggregators. Interestingly in September it became public that they are currently looking for a buyer.

Tame the Wild

Introduction

Tame the Wild is a specialty beauty brand focused on beard care and they currently have 5 children ASINs listed – 3 of which are complete care kits.

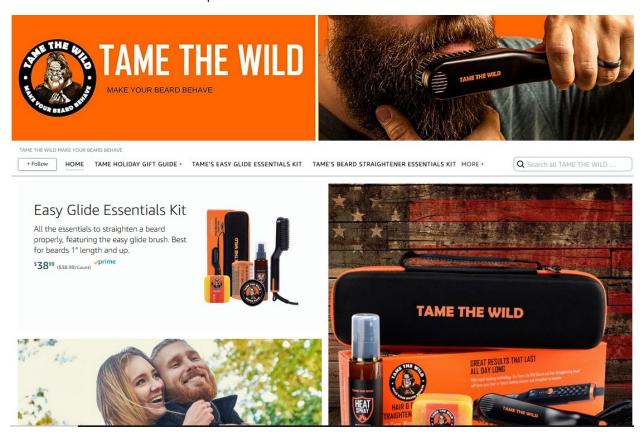


Figure 7 Tame the Wild's Amazon Storefront

Their top selling ASIN is their beard straightening kit which does 300 units per month.



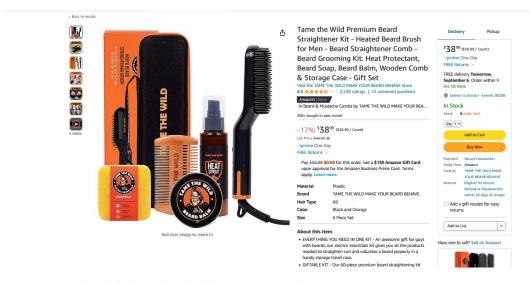


Figure 8 Tame the Wild's best-seller which does 11K per month.

Tame the Wild is doing an estimated ~30K in sales on Amazon.com.

Title	Sales Rank: Current	Bought in past month	Reviews: Rating	Reviews: Review Count	Buy Box: Current	Estimated Sales
Tame The Wild Pro Beard Straightener for Men Kit - Beard Groomin	29899	100	4.5	3690	36.99 \$	3699.00 \$
Tame The Wild Pro Beard Straightener for Men Kit - Heated Beard E	29899	100	4.5	3690	51.99\$	5199.00\$
Tame the Wild Premium Beard Straightener Kit - Heated Beard Brus	39734	300	4.5	2538	38.99 \$	11697.00 \$
Tame the Wild Heat Protectant for Hair & Beards - Thermal Protect	42501	200	4.5	876	14.99 \$	2998.00 \$
Tame The Wild Pro Beard Straightener for Men - Premium Heated E	69269	200	4.4	3770	31.99 \$	6398.00 \$
						29991.00\$

Figure 9 Sales are 30k in the US and spread across 5 ASINs. Their best-seller accounts for about 35% of sales.

They do not have a DTC site and appear to be focused on marketplace. The revenue estimate is for Amazon.com only – they are selling on Walmart for instance as well.



Prestee

Introduction

<u>Prestee</u> sells disposable party ware like cups, plates, tablecloths, and utensils.

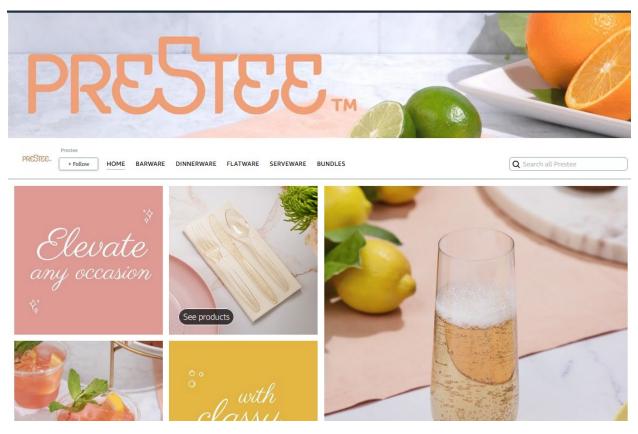


Figure 10 Prestee's Amazon Storefront

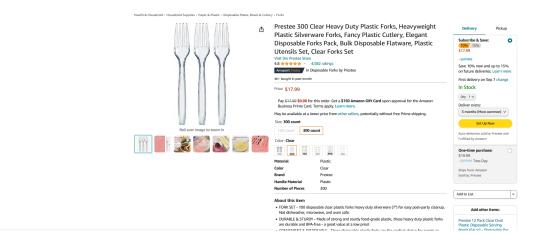


Figure 11 Prestee's best-seller is responsible for 43% of estimated US revenue



Prestee has only a few parent ASINs but over a dozen children variations. In the US they are estimated to be selling ~182K per month and when taken with amazon.ca they are doing about 202K per month.

Title	Sales Rank: Current	Bought in past month	Reviews: Rating	Reviews: Review Count	Buy Box: Current	Estimated Sales
Prestee White/Gold Tablecloths, 12pk, 54"x108" Gol	1754	300	4.4	4003	21.99 \$	6597.00 \$
Prestee Rose/Gold Tablecloths, 12pk, 54"x108" Gold	1617	200	4.4	3998	14.99 \$	2998.00 \$
Prestee Black/Gold Tablecloths, 4pk, 54"x108" Gold I	1754	800	4.4	4003	8.99 \$	7192.00 \$
Prestee Rose/Gold Tablecloths, 4pk, 54"x108" Gold [1754	400	4.4	4003	8.99 \$	3596.00 \$
Prestee Black/Gold Tablecloths, 12pk, 54"x108" Gold	1754	200	4.4	4002	16.99 \$	3398.00 \$
Prestee White/Gold Tablecloths, 4pk, 54"x108" - Gold	1754	2000	4.4	4003	9.99 \$	19980.00 \$
4 White Plastic Tablecloth - 108 X 54 Plastic Table Clot	1888	3000	4.2	4210	8.99 \$	26970.00 \$
4 White Round Plastic Tablecloth 84" Disposable W	1888	500	4.2	4210	8.99 \$	4495.00 \$
24 White Plastic Tablecloth - 108 x 54 Plastic Table Clo	1888	200	4.2	4210	28.99 \$	5798.00 \$
Prestee 100 Anti Burst Disposable Piping Bags - 12 Inch	4112	100	4.5	2427	7.99 \$	799.00 \$
Prestee 200 Pieces Anti Burst Piping Bags - 12 Inch, Pas	4112	1000	4.5	2427	8.99 \$	8990.00 \$
Prestee 300 Silver Plastic Forks Heavy-Duty, Heavyweig	5363	100	4.8	4082	24.99 \$	2499.00 \$
Prestee 100 Black Plastic Forks Heavy-Duty, Heavyweig	5363	50	4.8	4082	9.99 \$	499.50 \$
Prestee 100 Rose Gold Plastic Forks Heavy-Duty, Heavy	5363	200	4.8	4082	16.99 \$	3398.00 \$
Prestee 100 Gold Plastic Forks Heavy-Duty, Heavyweigh	5363	50	4.8	4082	16.99 \$	849.50 \$
Prestee 100 Silver Plastic Forks Heavy-Duty, Heavyweig	5363	200	4.8	4082	12.99 \$	2598.00 \$
Prestee 300 Gold Plastic Forks Heavy-Duty, Heavyweigh	5363	50	4.8	4082	33.99 \$	1699.50 \$
Prestee 100 White Plastic Forks Heavy-Duty, Heavywei	5363	50	4.8	4082	9.99 \$	499.50 \$
Prestee 300 Clear Heavy Duty Plastic Forks, Heavyweig	5363	4000	4.8	4082	19.99 \$	79960.00 \$
						182816.00 \$

Figure 12 Prestee has 19 children ASINs, their best-seller is the Prestee 300 Clear Heavy Duty forks at 4000 units per month and 43% of total revenue

Other Brands

CaliWhite, Stina, Baby Merlins Magic Sleepsuit, Pretex, Tame the Wild, Prestee, Zap it, BootyWipes, Caretouch, Space Saver, Open Seed Vault



Thrasio

Thrasio has raised 3.4 billion to date – making them massive. It shows in more than just their funding, Thrasio has maintained a fairly deep bench of executives with former Amazon executives running a lot of the portfolio at this point.

However, Thrasio has not escaped from bad acquisitions or entire leadership changeovers. It is difficult to tell with Thrasio how well their portfolio is doing, and this is just a look at 2 of their brands.

Veva

Introduction

Veva was the most exciting brand to look at of the 6, they are in a trending high ASP home category – this type of brand has a broad customer base.

Veva makes home air purifiers and filters. It looks like Veva is focused on the US market but their products are available broadly as they are being resold on marketplaces by other sellers.



Figure 13 Veva's Amazon Storefront



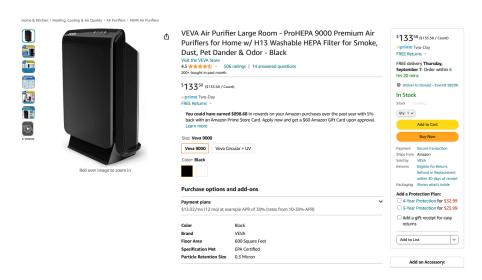


Figure 14 Veva has 2 air purifiers, one with UV and one without. The Veva 9000 is their best-seller.

Title	Sales Rank: Current	Bought in past month	Reviews: Rating	Reviews: Review Count	Buy Box: Current	Estimated Sales
VEVA Complete Premium Vacuum Filter Set Including	12599	50	4.8	1248	13.28 \$	664.00 \$
VEVA Precut for HPA300 Premium Carbon Activated Pr	23279	50	4.6	291	42.54 \$	2127.00 \$
VEVA Air Purifier Large Room - ProHEPA 9000 Premium	28409	200	4.5	506	133.58 \$	26716.00 \$
VEVA Air Purifier Large Room - ProHEPA 9000 Premium	28409	1000	4.5	3887	151.22 \$	151220.00 \$
VEVA 8000 Elite Pro Series Air Purifier 2 HEPA & 8 Carl	40896	300	4.7	1565	32.61 \$	9783.00 \$
VEVA HEPA Filter Replacement 2 Pack - Premium Air P	41764	400	4.6	1838	37.55 \$	15020.00 \$
VEVA Advanced Filters - HEPA & Carbon Pre Filters for	70479	300	4.6	3546	21.42 \$	6426.00 \$
30 Pack VEVA Premium SuperVac Vacuum Bags Type C	78471	300	4.7	1761	23.24 \$	6972.00 \$
VEVA 6 Pack Premium Humidifier Filters Replacement	81791	50	4.4	817	36.20 \$	1810.00 \$
						220738.00 \$

Figure 15 Veva has 9 Children ASINs, mostly replacement filters.

Thirteen Chefs

Introduction

Thirteen Chefs is a cutting board and mineral oil brand (it is used on wood cutting boards). They have a decent volume of revenue but with half their revenue coming from a product priced <\$13 its hard to imagine them throwing off a lot of cash.



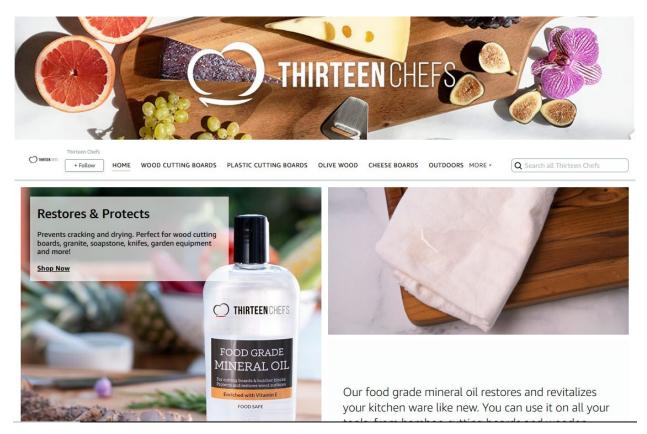


Figure 16 Thirteen Chefs' Amazon Storefront

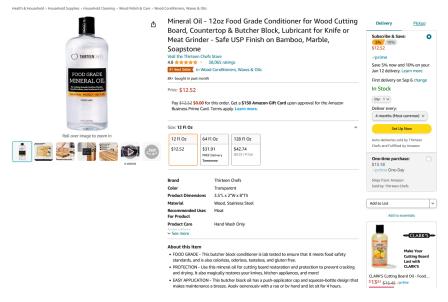


Figure 17 Mineral oil is Thirteen Chefs best-selling ASIN, 800 units a month



Thirteen Chefs' revenue in the US is ~205K – with over 50% of that coming from their best-selling 12oz mineral oil. They have a few ASINs listed on Canada but it seems like testing mostly without a lot of associated revenue.

Title	Sales Rank: Current	Bought in past month	Reviews: Rating	Reviews: Review Count	Buy Box: Current	Estmated Sales
Mineral Oil - 64oz Food Grad	1617	800	4.8	38065	31.91 \$	25528.00 \$
Mineral Oil - 128oz Food Gra	1617	500	4.8	38065	44.99 \$	22495.00 \$
Mineral Oil - 12oz Food Gra	1617	8000	4.8	38065	13.18 \$	105440.00 \$
Thirteen Chefs Plastic Cuttir	2863	100	4.7	3950	37.43 \$	3743.00 \$
Thirteen Chefs Plastic Cuttir	3212	100	4.7	3950	63.56 \$	6356.00 \$
Thirteen Chefs Plastic Cuttir	3212	200	4.7	3950	21.53 \$	4306.00 \$
Thirteen Chefs Plastic Cuttir	3212	100	4.7	3950	21.53 \$	2153.00 \$
Thirteen Chefs Plastic Cuttir	3212	200	4.7	3950	40.75 \$	8150.00 \$
Thirteen Chefs Cutting Boar	3344	500	4.7	13444	28.90 \$	14450.00 \$
Thirteen Chefs Cutting Boar	3438	50	4.7	13444	24.58 \$	1229.00 \$
Thirteen Chefs Cutting Boar	3438	50	4.7	13444	31.45 \$	1572.50 \$
Thirteen Chefs Plastic Cuttir	3468	100	4.7	3950	43.24 \$	4324.00 \$
Thirteen Chefs Cutting Boar	3538	50	4.7	13444	22.64 \$	1132.00 \$
Thirteen Chefs Plastic Cuttin	3585	100	4.7	3950	43.38 \$	4338.00 \$
						205216.50 \$

Other Brands

Beckham Hotel Collection, Veva, Katchy, Guardline, Angry Orange, Turbo Mops, This Worx, Brush Hero, Giggle 'N Go, Mendini By Cecilio, ChalkTastic, Laegendary, Willow & Everett, Thirteen Chefs, Kizen, Mixology, Wise Owl Outfitters, Glow City, TrailBuddy, EEZY, URBNFit, Bikeroo, Cloud Massage, Vybe

