



China E-Commerce Organic Sales Data

Source: Kung Fu Data

E-commerce in China is the fastest growing retail mechanism in the country. More and more tech savvy customers are demanding organic products through this new sales channel. The enclosed report provides insight on what's trending in organics for the product categories listed below.

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For questions about this information please contact Monique Marez at mmarez@ota.com.



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REPORT GUIDE

Each report in this series is ten pages long and follows the same type of information and order for each product category. If you would like the individual excel version of a particular category please send a request via email to mmarez@ota.com.

Page 1 Key Searches per day

Page 2 contains statistics on the number of times the product category key word was searched over the January 1, 2014 – January 25, 2016. In some cases, there the key word translation into English is not identical to the English description however, our analysts ensure it was for the same product type.

Page 2 Comparing Organic and Non Organic Key Word Search Trends

Page 2 provides comparison of category searches between organic and non-organic versions of the product category. This is useful to understand how important “organic” is as a characteristic over the product category itself.

Page 3 Industry Sales

Page 3 shows the monthly sales of the product category in RMB. The table provides the annual growth rate in the last cell.

Page 4 Transactions by Price Range

Page 4 shows how many purchases were made for the product category in a particular price range. For example, how many purchases were made of products costing 500 RMB, v. 1000 RMB, v. 1500 RMB. The “high quality products” indicator explains how many products in that price range have enough customer reviews to receive a high quality category designation.

Page 5 Top 10 Organic Products

Page 5 shows the top 10 organic products in the category based on sales volume over a 30 day period. The page contains an image, description, price, sales volume, information about the top seller, and user saves.



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REPORT GUIDE (continued)

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Page 6 #1 Selling Product

Page 6 provides more detailed information about the number one selling product in the category.

Page 7 Taobao #1 Store Analysis

Page 7 shows information on the number 1 online store housed under the Taobao platform for e-commerce in China. Taobao is a key play for CPGs in China and often drives the trends of all over e-commerce sites. This report provides information on the "store" including number of skus in the product category, prices, sales volume, and operational data.

Page 8 Taobao #1 Selling Product

Page 8 is similar to page 6 except this information is specific to the Taobao platform. It also includes ingredient description and shelf life where applicable.

Page 9 Searcher Location Statistics

Page 9 indicates top searcher provinces and cities. Where are customers searching the term the most? This helps strategize hyper local marketing.

Page 10 Searcher Demographics

Page 10 provides details on the searcher, including gender, name, age, and socio-economic category.



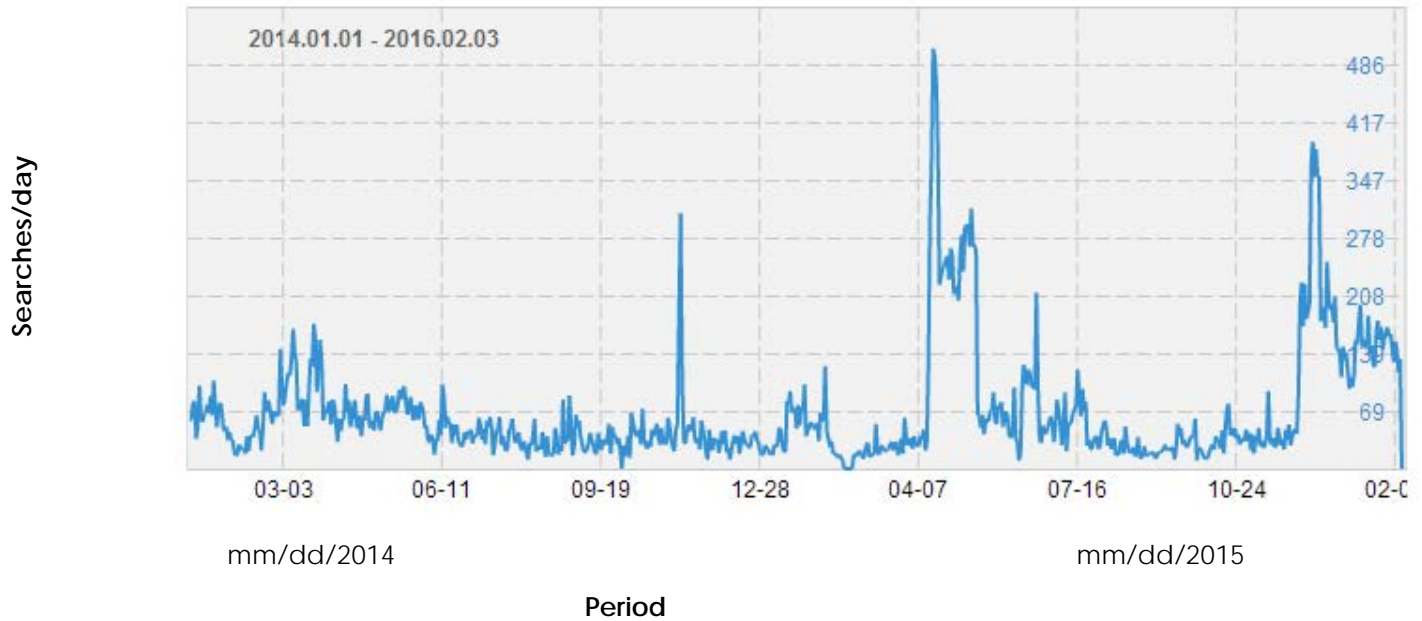
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Project OTA Organic Data

Category:	Fruit and Vegetable- Apple (organic)
Report:	Search: Keyword Trends
Data Source:	TaoBao Index (PC Search Only)
Keyword:	有机苹果 (Organic Apple)
Period:	Jan 1, 2014 - Jan 1, 2016

有机苹果 (Organic Apple) Daily Keyword Searches



Project OTA Organic Data

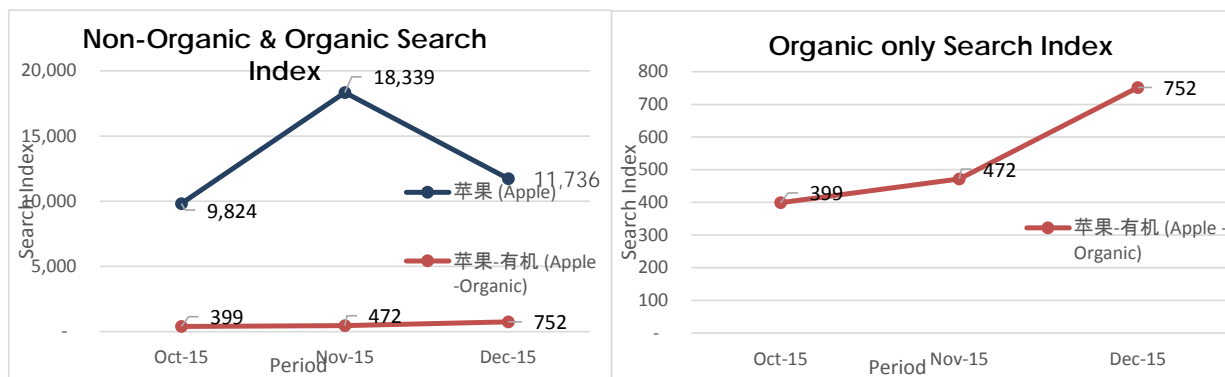
Category:	Fruit and Vegetable- Apple (organic)
Report:	Apple, Organic Apple Search Trends
Tmall Category:	水产肉类/新鲜蔬果/熟食 (Aquatic Product And Meat /Fresh Vegetables And Fruit / Cooked Food)

Apple Search index (non-organic)

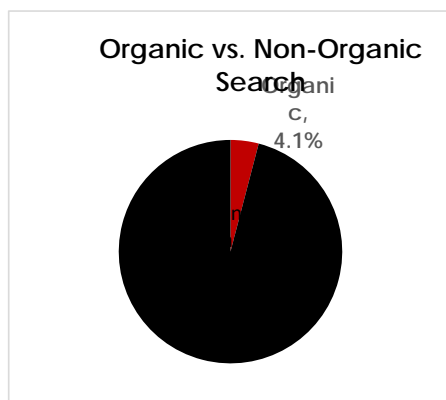
周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	苹果 (Apple)	9,824	99.2%	15,832	99.5%	5.3%
Nov-15	苹果 (Apple)	18,339	99.7%	30,961	99.8%	10.8%
Dec-15	苹果 (Apple)	11,736	99.6%	19,289	99.8%	6.2%
3 Month Average		13,300	99.5%	22,027	99.7%	7.4%

Organic Apple Search Index

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	苹果-有机 (Apple -Organic)	399	99.8%	862	99.9%	80.6%
Nov-15	苹果-有机 (Apple -Organic)	472	99.8%	982	99.9%	85.9%
Dec-15	苹果-有机 (Apple -Organic)	752	99.9%	1,237	99.9%	56.1%
3 Month Average		541	99.8%	1,027	99.9%	74.2%

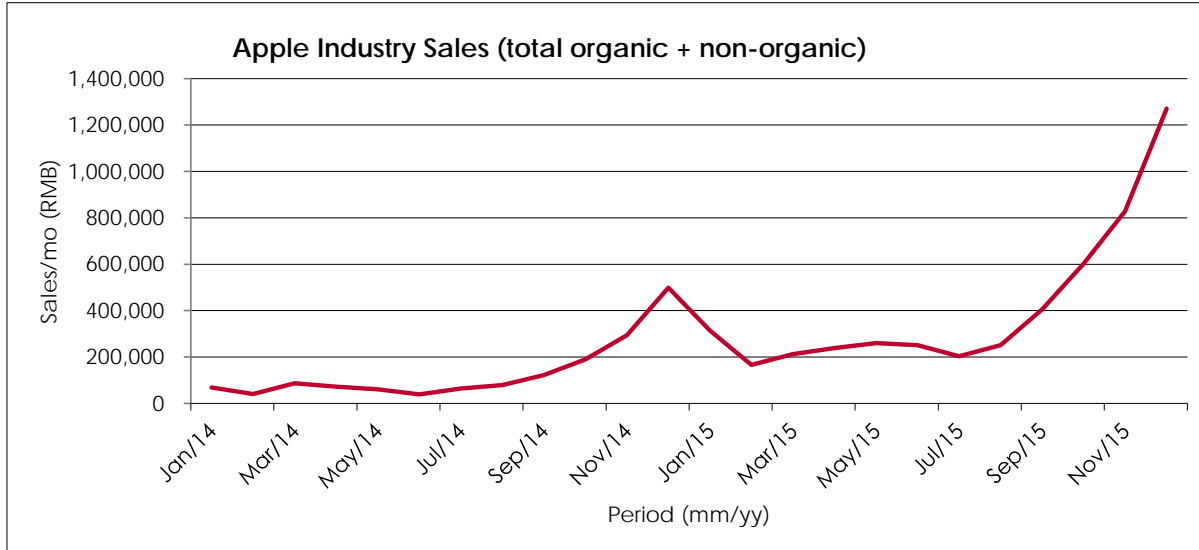


Organic vs. Non-Organic	
Organic	4.1%
Non-Organic	95.9%



Project OTA Organic Data

Category:	Fruit and Vegetable- Apple (organic)
Report:	Apple Industry Sales (total organic + non-organic)



Period (mm/yy)	Sales (RMB)
Jan-14	68,527
Feb-14	40,614
Mar-14	86,252
Apr-14	72,568
May-14	60,688
Jun-14	38,855
Jul-14	63,943
Aug-14	79,122
Sep-14	122,333
Oct-14	189,702
Nov-14	293,573
Dec-14	498,519
Jan-15	314,116
Feb-15	166,427
Mar-15	212,642
Apr-15	237,972
May-15	260,486
Jun-15	250,633
Jul-15	203,543
Aug-15	250,771
Sep-15	404,908
Oct-15	602,058
Nov-15	827,867
Dec-15	1,270,690
2014 Total	1,614,696
2015 Total	5,002,113
Annual Growth Rate	209.8%

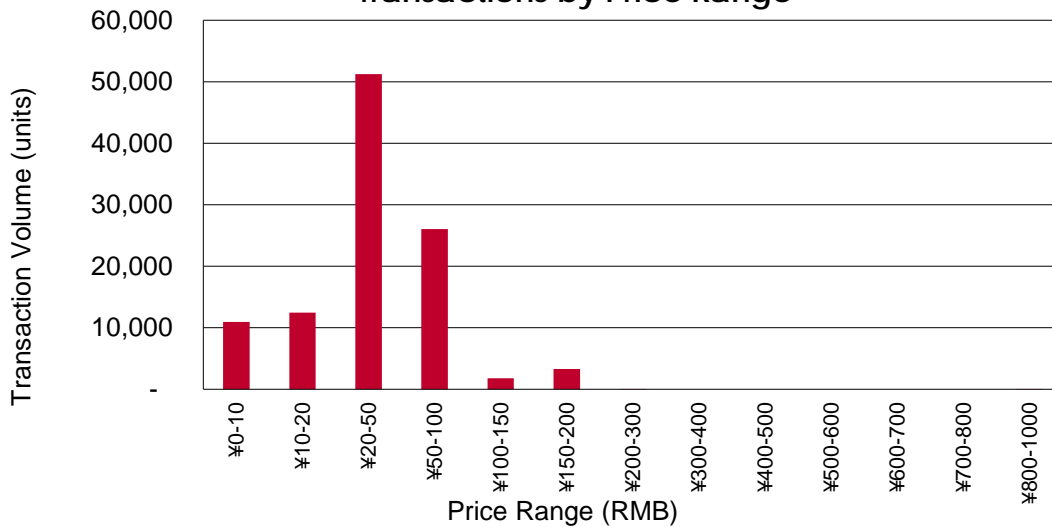
Project OTA Organic Data

Category:	Fruit and Vegetable- Apple (organic)
Report:	Transactions by Price Range
Period:	Dec., 2015

价格区间	成交量	销售额指数	高质宝贝数
Price Range (RMB)	Transaction Volume (units)	Sales Index	Number of High Quality Products
¥0-10	10,927	311	221
¥10-20	12,476	1,194	132
¥20-50	51,253	9,970	369
¥50-100	26,026	10,000	170
¥100-150	1,789	1,265	25
¥150-200	3,279	3,358	15
¥200-300	18	21	1
¥300-400	-	-	-
¥400-500	-	-	-
¥500-600	-	-	-
¥600-700	-	-	-
¥700-800	-	-	-
¥800-1000	38	223	1

Fruit and Vegetable- Apple (organic) Transactions by Price Range

**Fruit and Vegetable- Apple (general)
Transactions by Price Range**



Project OTA Organic Data

Category:	Fruit and Vegetable- Apple
Report:	Top 10 Products
stage:	Latest 30 days, Dec. 14, 2015 - Jan 14, 2016

排名	主图	宝贝名称	价格	销量	店铺掌柜	DSR	信用	所在地	收藏	浏览量	收藏比	评价
Rank	Image	Product Name	Price (RMB)	Sales Volume	Seller's Account Name	Seller Rating	Seller Reputation	Seller Location	Bookmarks	Reviews	Bookmark Ratio	Buyer Evaluations
1		【王小二果园】烟台苹果新鲜山东栖霞红富士苹果有机10斤包邮	55	34,286	忘ooo	4.8		山东烟台	26,528	209,090	12.69%	21,951
2		农夫果园 正宗山东烟台霜雪苹果 原生态红富士5斤装有机新鲜水果	35.8	11,767	农夫和海88	4.7		山东烟台	1,462	70,558	2.07%	1,896
3		霜降烟台苹果 栖霞红富士5斤包邮山东农家有机新鲜水果冰糖心礼盒	34	3,736	烟台苹果-莱阳梨	4.7		山东烟台	1,052	7,539	13.95%	698
4		天水花牛苹果新鲜甜脆有机水果宝宝粉酥蛇果圣诞节平安果胜红富士	39	4,984	宏琳gg	4.8		甘肃天水	4,028	15,838	25.43%	2,225
5		新鲜陕西洛川红富士有机农家水果10斤包邮胜山东烟台冰糖心苹果	59	4,263	c_552377540	4.8		陕西延安	6,910	39,557	17.47%	4,151
6		新鲜大沙河苹果水果农家有机冰糖心红富士苹果10斤装包邮特价批发	48	4,779	仟佰汇2	4.8		江苏徐州	3,522	30,263	11.64%	3,974
7		烟台苹果新鲜山东栖霞红富士有机绿色纯天然批发试吃装包邮	34	1,901	signroom	4.9		山东烟台	218	10,759	2.03%	965
8		冰糖心苹果 山西红富士苹果 天然有机苹果水果新鲜现摘 元旦礼物	39	2,592	美得就饰你521	4.6		山西运城	1,878	20,310	9.25%	995
9		【王小二果园】新鲜水果苹果山东烟台栖霞有机苹果10斤包邮批发大	69	2,648	忘ooo	4.8		山东烟台	2,780	24,944	11.14%	1,286
10		正宗山东栖霞烟台苹果新鲜苹果水果纯天然水晶红富士苹果有机现货	69.8	2,387	烟台大樱桃之恋	4.8		山东烟台	4,554	34,215	13.31%	1,934

Project OTA Organic Data

Category:	Fruit and Vegetable- Apple (organic)
Report:	#1 Product Page
Product's name:	(Wangxiaoer orchard) Yantai apple Qixia Fuji apple fruit fresh organic free shipping 5kg



【王小二果园】烟台苹果水果新鲜山东栖霞红富士苹果有机10斤 包邮

2015年现摘现发，绿色纯天然有机苹果，绝不打蜡绝不使用化学保鲜剂，无农药可带皮吃，追忆小时候的苹果味道。

价格	¥ 156.00	21958	24298
		累计评论	交易成功
淘宝价	¥ 55.00	创纪录价	

配送 山东烟台 至 全国 该区域无法购买

数量 件(限购5件)

[立即购买](#) [加入购物车](#)

支付 快捷支付 信用卡支付 余额宝支付 蚂蚁花呗

提醒 此商品为鲜活易腐类，不支持7天无理由退货



Project OTA Organic Data

Category:	Fruit and Vegetable- Apple (organic)
Report:	Taobao Organic Apple #1 Store Analysis
店铺 (Store)	王小二果园(Wang Xiao Er Orchard)
掌柜旺旺 (Seller's Account Of Wangwang)	忘000
店铺宝贝数 SKUs	13
所在地区 Location	山东烟台(Yantai,Shan Dong)
创店时间 Store Launch	11/29/2006

王小二果园(Wang Xiao Er Orchard) Store Quick Facts					
近30天销售额 Sales Volume Last 30 Days RMB	4,208,100	近30天销量 Transaction Volume In Last 30 Days (Units)	67,517	平均成交价 Average Selling Price (RMB)	62.3
平均日销售额 Daily Average Sales Volume RMB	140,300	平均日销量 Daily Average Transaction Volume (Units)	2,251	近30天滞销宝贝 Unsalable Products Last 30 Days	0
经营数据 Operational Data	价格为38.61 ~ 59.3元宝贝销量占比82.34%，0销量宝贝0件占比0.00%，月销30件以下低销量宝贝0件占比0.00%，月销上千宝贝9件占比69.23% * The transaction volume ratio of the products in price ranges ¥38.61~¥ 59.3 is 82.34% * The percentage of products with 0 transaction volume is 0% * There are 0 SKUs of products with monthly transaction volumes less than 30 units, 0.00% of SKUs * There are 9 SKUs of products that sold more than one thousand units, representing 69.23% of SKUs				

Product Price Range vs. Number of SKUs Analysis

价格范围 (元)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Price Range (RMB)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
9.0 ~ 34.65	2	15.38%	684	1.01%	22726	0.54%
38.61 ~ 59.3	6	46.15%	55591	82.34%	3112406	73.96%
68.31 ~ 78.21	3	23.08%	5899	8.74%	425126	10.10%
119.0 ~ 139.0	2	15.38%	5343	7.91%	647877	15.40%

Unit Sales vs. SKU Volume Analysis

销量范围 (件)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Sales Range (Units)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
30 ~ 199	1	7.69%	38	0.06%	342	0.01%
200 ~ 499	0	0.00%	0	0.00%	-	0.00%
500 ~ 999	3	23.08%	2068	3.06%	137,822	3.28%
1000 ~ 2999	3	23.08%	5899	8.74%	425,126	10.10%
3000+	6	46.15%	59512	88.14%	3,644,844	86.61%

Project OTA Organic Data

Category:	Fruit and Vegetable- Apple (organic)
Report:	#1 Product Analysis
Product's name:	(Wangxiaoyer orchard) Yantai apple Qixia Fuji apple fruit fresh organic free shipping 5kg
Price:	¥55
Sales Volume In Last 30 Days:	¥1885,700
Daily Average Sales Volume:	¥62,900
Transaction Volume Last 30 Days (units):	34286
Daily Ave Transaction Volume (units):	1143



【王小二果园】烟台苹果水果新鲜山东栖霞红富士苹果有机10斤包邮

2015年现摘现发，绿色纯天然有机苹果，绝不打蜡绝不使用化学保鲜剂，无农药可带皮吃，追忆小时候的苹果味道。

价格 ¥156.00 21958 24298
 累计评论 交易成功

淘宝价 ¥55.00 创纪录价

配送 山东烟台至 全国 该区域无法购买

数量 - 1 + 件(限购5件)

立即购买 加入购物车

支付 快捷支付 信用卡支付 余额宝支付 蚂蚁花呗

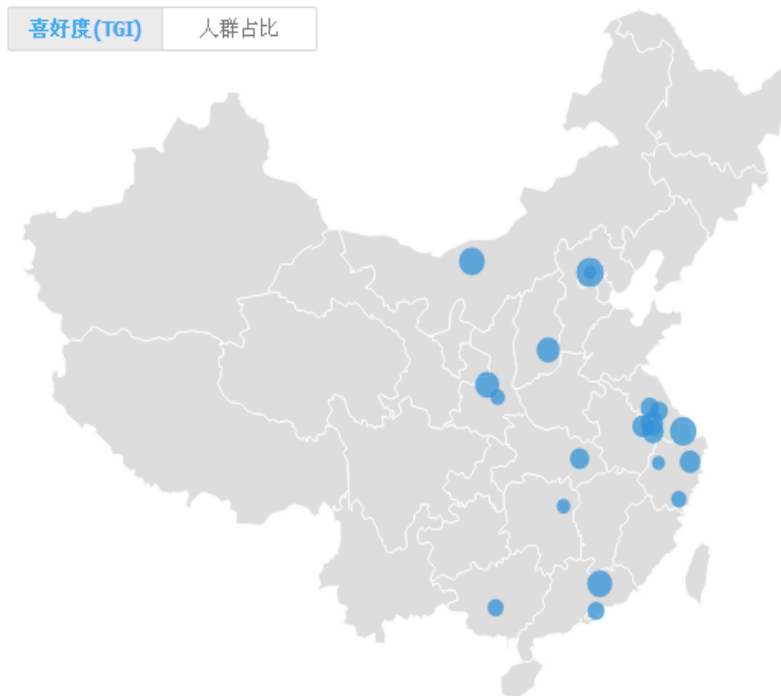
提醒 此商品为鲜活易腐类，不支持7天无理由退货



#1 Product Details	
生产许可证编号:	Production license number:
产品标准号:	Product standards:
厂名:	Make:
厂址:	Address:
厂家联系方式:	Manufacturers Contact:
配料表:	Ingredients:
储藏方法:	Storage:
保质期:	Shelf life:
食品添加剂:	Food additives:
净含量: 4kg	Net weight: 4kg
包装方式: 其他	Packing: Other
食品类型: 初级农产品	Food types: primary agricultural products
同城服务: 同城24小时物流送货上门	City services: city 24 hours logistics delivery

Project OTA Organic Data

Category:	Fruit and Vegetable- Apple (organic)
Report:	Searcher Demographics
Keyword:	有机苹果 (Organic Apple)
Period:	January 1, 2014 - Jan 15, 2016
Source:	TaoBao Index (PC Search Only)



Most Popular Search Provinces			
1	BeiJing	11	GuangXi
2	ShanXi	12	TianJin
3	ShangHai	13	FuJian
4	ZheJiang	14	HaiNan
5	JiangSu	15	SiChuan
6	ChongQi	16	ShanDong
7	HuBei	17	GanSu
8	HuNan	18	HeBei
9	GuangDong	19	HeNan
10	JiangXi	20	AnHui

Most Popular Search Cities			
1	BeiJing	11	WuHan
2	ShangHai	12	YangZhou
3	BaYanZhuoEr	13	TaiZhou
4	HeYuan	14	ShenZhen
5	XianYang	15	NanNing
6	ChangZhi	16	WenZhou
7	ZhenJiang	17	XiAn
8	ChangZhou	18	ChangSha
9	NingBo	19	HangZhou
10	NanJing	20	BeiJing

Project OTA Organic Data

Category:	Fruit and Vegetable- Apple (organic)
Report:	Searcher Demographics
Data Source:	TaoBao Index (PC Search Only)

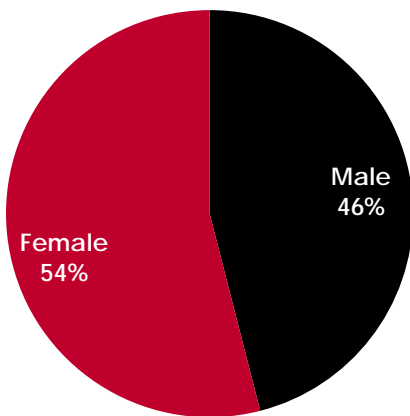
Gender Distribution

Gender	Percentage
Male	46.0%
Female	54.0%

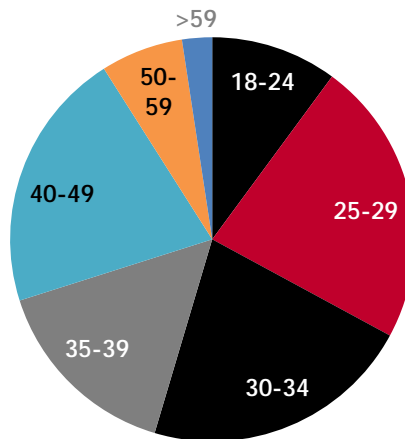
Age Distribution

Age	Percentage
18-24	10.1%
25-29	22.8%
30-34	21.7%
35-39	15.5%
40-49	20.9%
50-59	6.6%
>59	2.4%

Searcher Gender



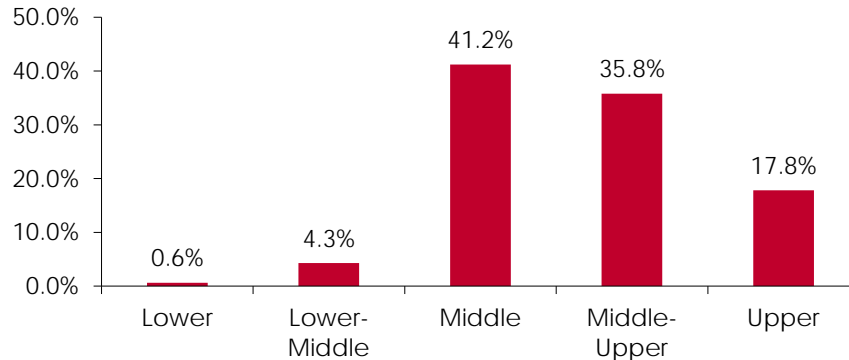
Searcher Age



Social Class Distribution

Social Class	Percentage
Lower	0.6%
Lower-Middle	4.3%
Middle	41.2%
Middle-Upper	35.8%
Upper	17.8%

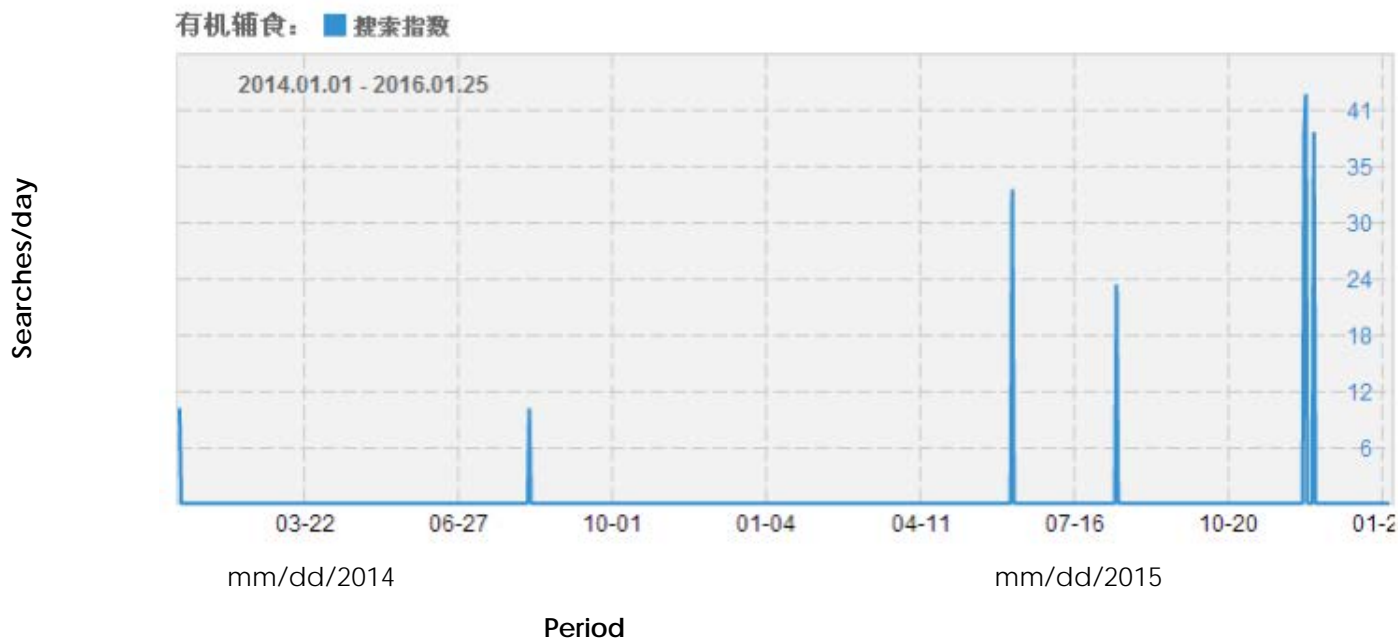
Searcher Social Class



Project OTA Organic Data

Category:	Processed Products - Baby Food
Report:	Search: Keyword Trends
Data Source:	TaoBao Index (PC Search Only)
Keyword:	有机辅食泥 (Organic Complementary Mash)
Period:	Jan 1, 2014 - Jan 1, 2016
Notes:	<p>Chinese users do not typically search 'baby food' directly. They typically search 'Powered milk', 'Cheese', 'Teething cookies' . 'Imported baby food' etc. Data here focuses on mashed baby food in a jar. Daily key word searches for 'Organic Complementary Mash'.</p> <p>* Known in the US as products like Gerber jar baby food or similar</p>

有机辅食泥 (Organic Complementary Mash) Daily Keyword Searches



Project OTA Organic Data

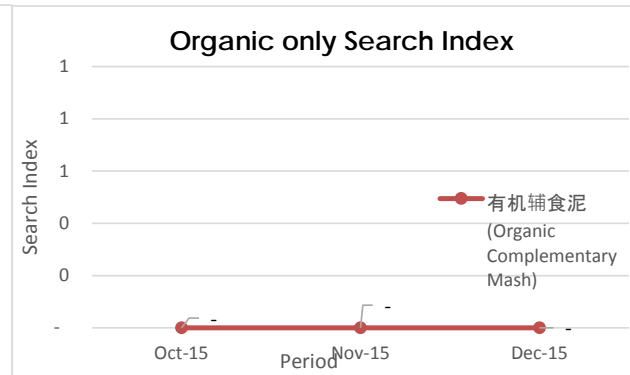
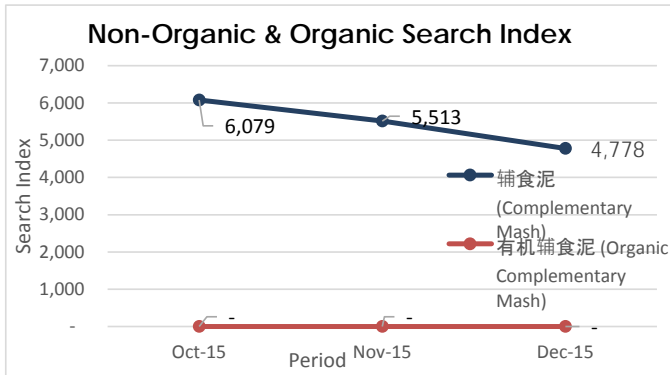
Category:	Processed Products - Baby Food
Report:	Complementary Mash, Organic Complementary Mash Search Trends
Tmall Category:	奶粉/辅食/营养品/零食 (Milk Powder/Complementary/Nutrition/Snack)
Notes:	Chinese people typically would not directly search "Organic Complementary Mash", however, if they search Complementary Mash and there is an organic option, there is a good likelihood that they would select it.

Complementary Mash (non-organic) Search Index

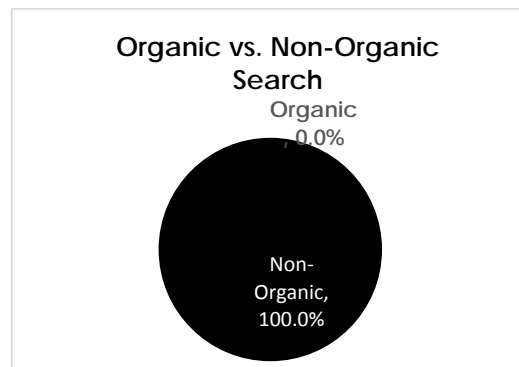
周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	辅食泥 (Complementary Mash)	6,079	97.4%	11,923	98.8%	56.9%
Nov-15	辅食泥 (Complementary Mash)	5,513	97.9%	11,090	99.1%	50.0%
Dec-15	辅食泥 (Complementary Mash)	4,778	98.3%	9,187	99.1%	47.8%
3 Month Average		5,457	97.8%	10,733	99.0%	51.5%

Organic Complementary Mash*** Searches for Organic Complementary Mash are too low to measure. No data available.

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	有机辅食泥 (Organic Complementary Mash)	-	n/a	n/a	n/a	n/a
Nov-15	有机辅食泥 (Organic Complementary Mash)	-	n/a	n/a	n/a	n/a
Dec-15	有机辅食泥 (Organic Complementary Mash)	-	n/a	n/a	n/a	n/a
3 Month Average		-	n/a	n/a	n/a	n/a

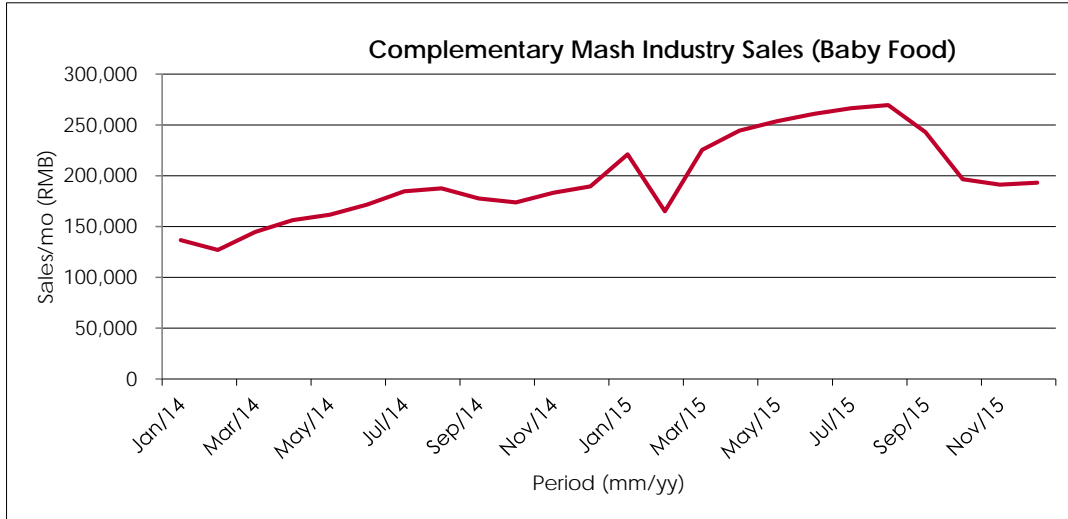


Organic vs. Non-Organic	
Organic	0.0%
Non-Organic	100.0%



Project OTA Organic Data

Category:	Processed Products - Baby Food
Report:	Complementary Mash Industry Sales (Baby Food)
Note:	Keyword: Complementary Mash (organic + non-organic)



Period (mm/yy)	Sales (RMB)
Jan-14	136,724
Feb-14	126,952
Mar-14	144,567
Apr-14	156,192
May-14	161,703
Jun-14	171,602
Jul-14	184,590
Aug-14	187,507
Sep-14	177,584
Oct-14	173,833
Nov-14	183,270
Dec-14	189,471
Jan-15	220,967
Feb-15	165,081
Mar-15	225,440
Apr-15	244,243
May-15	253,479
Jun-15	260,789
Jul-15	266,436
Aug-15	269,498
Sep-15	242,838
Oct-15	196,587
Nov-15	191,278
Dec-15	193,179
2014 Total	1,993,995
2015 Total	2,729,815
Annual Growth Rate	36.9%

Project OTA Organic Data

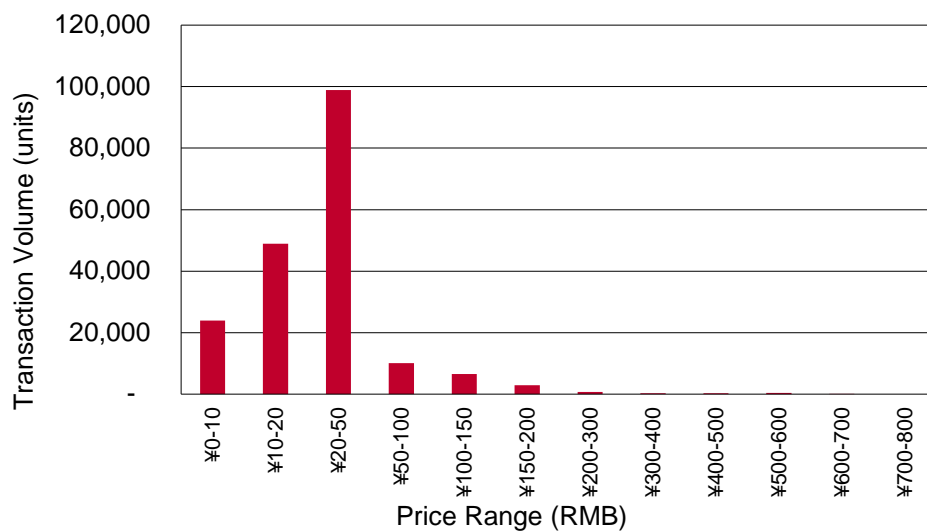
Category:	Processed Products - Baby Food (non-organic)
Report:	Transactions by Price Range
Period:	Dec., 2015
Note:	Keyword: Complementary Mash

Non-Organic Transactions by Price range

价格区间	成交量	销售额指数	高质宝贝数
Price Range (RMB)	Transaction Volume (units)	Sales Index	Number of High Quality Products
¥0-10	23,889	578	297
¥10-20	48,960	2,721	1,120
¥20-50	98,920	10,000	1,889
¥50-100	10,067	2,572	144
¥100-150	6,588	3,009	82
¥150-200	2,941	1,783	45
¥200-300	728	641	17
¥300-400	305	334	3
¥400-500	334	591	4
¥500-600	383	717	3
¥600-700	64	147	1
¥700-800	-	-	-

Processed Products - Baby Food (non-organic) Transactions by Price Range

Complementary Mash Transactions by Price Range
(non-organic) Dec 2015



Project OTA Organic Data

Category:	Processed Products - Baby Food
Report:	Top 10 Organic Products
Period:	Latest 30 days, Dec. 14, 2015 - Jan 14, 2016
Note:	Keyword :有机辅食泥 (Organic Complementary Mash)

排名	主图	宝贝名称	价格	销量	店铺掌柜	DSR	信用	所在地	收藏	浏览量	收藏比	评价
Rank	Image	Product Name	Price (RMB)	Sales Volume	Seller's Account Name	Seller Rating	Seller Reputation	Seller Location	Bookmarks	Reviews	Bookmark Ratio	Buyer Evaluations
1		补铁锌 德国进口hipp牛肉泥宝宝辅食泥喜宝肉泥婴儿有机免敏4个月	19.9	2,018	lostcotton	4.9	👍	北京	8,872	200,276	4.43%	1,480
2		德国原装进口Hipp有机免敏婴幼儿辅食泥 宝宝营养辅食1段含铁锌	19	1,284	corizhan118	4.9	👍👍👍	北京	4,126	75,827	5.44%	1,902
3		英国进口宝宝辅食Ella's Kitchen艾拉厨房婴儿有机果泥吸吸乐泥	15	5,102	小爹地xdd	4.9	💎💎💎💎💎	英国	1,702	11,898	14.30%	678
4		德国进口Hipp辅食泥hipp牛肉泥宝宝辅食泥有机免敏牛肉泥8个月补铁	32	984	lostcotton	4.9	👍	北京	118	1,814	6.50%	233
5		小皮(Little Freddie)牛肉蔬菜泥 婴儿辅食泥 欧盟有机 原装进口	26.5	1,055	yangyaqin2003	4.9	👍	广东 深圳	500	2,794	17.90%	268
6		Hipp辅食泥HiPP有机野生三文鱼蔬菜混合泥4个月以上 补充DHA	24.5	665	lostcotton	4.9	👍	北京	222	3,384	6.56%	374
7		6瓶装 德国进口hipp牛肉泥HiPP辅食泥宝宝肉泥婴儿有机免敏补铁锌	109.8	469	lostcotton	4.9	👍	北京	306	3,440	8.90%	469
8		德国原装进口喜宝牛肉泥进口有机免敏婴儿食品高铁辅食泥果泥4个月1段	18	983	红红红的活	4.9	👍👍👍👍👍	江西 抚州	2,444	80,015	3.05%	600
9		德国原装进口Hipp有机免敏鸡肉泥 婴幼儿辅食营养安全辅食1段	25.88	515	corizhan118	4.9	👍👍👍	北京	822	19,224	4.28%	672
10		德国喜宝有机鸡肉泥 4个月宝宝辅食 喜宝肉泥补铁锌 进口婴儿	19	655	红红红的活	4.9	👍👍👍👍👍	江西 抚州	812	29,773	2.73%	331

Project OTA Organic Data

Category:	Processed Products - Baby Food
Report:	#1 Product Page
Product's name:	Zinc supplementation of beef imported from Germany hipp mash Xi Bao baby food supplement infant meat mash organic Anti-Allergy 4 months
Notes:	Shows #1 Seller of Organic Complementary Mash.



补铁锌 德国进口hipp牛肉泥宝宝辅食泥喜宝肉泥婴儿有机免敏4个月

【此产品可以正常拍下发货，亲可以放心拍下哟！】

补锌补铁 | 促进骨骼发育 | 无防腐剂

价格	¥ 32.00	1480	1474
		累计评论	交易成功
淘宝价	¥ 19.90 限购		
	店铺红包可抵5.00元 领取	淘金币可抵0.19元	

配送 北京 至 全国 快递 ¥20.00 卖家承诺72小时内发货

数量 1 件(限购6件)

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承诺 

支付    

Project OTA Organic Data

Category:	Processed Products - Baby Food
Report:	Taobao store Organic Complementary Mash #1 Store Analysis
店铺(Taobao Store)	花生妈妈全球购母婴店(Peanut Mom Global Buys Infant&Mom Store)
掌柜旺旺 (Seller's Account Of Wangwang)	lostcotton
店铺宝贝数 SKUs	213
所在地区 Location	北京(Beijing)
创店时间 Store Launch	9/15/2006

花生妈妈全球购母婴店(Peanut Mom Global Buys Infant&Mom Store) Store Quick Facts

近30天销售额 Sales Volume Last 30 Days RMB	3,441,800	近30天销量 Transaction Volume In Last 30 Days (Units)	129,354	平均成交价 Average Selling Price (RMB)	26.6
平均日销售额 Daily Average Sales Volume RMB	114,700	平均日销量 Daily Average Transaction Volume (Units)	4,312	近30天滞销宝贝 Unsalable Products Last 30 Days	0
经营数据 Operational Data	价格为1.2 - 4.9元宝贝销量占比21.51%，0销量宝贝0件占比0.00%，月销30件以下低销量宝贝19件占比9.09%，月销上千宝贝34件占比16.27% * The transaction volume ratio of the products in price ranges ¥1.2 ~¥ 4.9 is 21.51% * The percentage of products with 0 transaction volume is 0% * There are 19 SKUs of products with monthly transaction volumes less than 30 units, 9.09% of SKUs * There are 34 SKUs of products that sold more than one thousand units, representing 16.27% of SKUs				

Product Price Range vs. Number of SKUs Analysis

价格范围(元)	商品数量	占数量比例	近30天销量(件)	占销量比例	近30天销售额	占金额比例
Price Range (RMB)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
1.2 ~ 4.9	10	4.78%	27830	21.51%	68891.58	2.00%
5.0 ~ 29.9	115	55.02%	63998	49.48%	1352037.54	39.28%
31.8 ~ 58.0	41	19.62%	28536	22.06%	1099509	31.95%
59.0 ~ 79.9	18	8.61%	5425	4.19%	377161.56	10.96%
89.8 ~ 110.0	12	5.74%	1319	1.02%	133314.4	3.87%
118.0 ~ 138.0	4	1.91%	877	0.68%	120406	3.50%
139.9 ~ 389.0	9	4.31%	1369	1.06%	290483.3	8.44%

Unit Sales vs. SKU Volume Analysis

销量范围(件)	商品数量	占数量比例	近30天销量(件)	占销量比例	近30天销售额	占金额比例
Sales Range (Units)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
0	0	0.00%	0	0.00%	0	0.00%
1 ~ 29	19	9.09%	290	0.22%	22478.6	0.65%
30 ~ 199	69	33.01%	7560	5.84%	336318.7	9.77%
200 ~ 499	63	30.14%	19346	14.96%	735450.28	21.37%
500 ~ 999	24	11.48%	16788	12.98%	528197.22	15.35%
1000 ~ 2999	26	12.44%	43115	33.33%	1026191.88	29.82%
3000+	8	3.83%	42255	32.67%	793166.7	23.05%

Project OTA Organic Data

Category:	Processed Products - Baby Food
Report:	Taobao store Organic Complementary Mash #1 Product Analy
Price:	¥19.9
Sales Volume In Last 30 Days:	¥40,200
Daily Average Sales Volume:	¥ 1338.61
Transaction Volume Last 30 Days (units):	2018
Daily Ave Transaction Volume (units):	67



有机免敏牛肉泥
补锌补铁 | 无防腐剂 | 非转基因

全球购商家 金牌卖家

社铁锌 德国进口hipp牛肉泥宝宝辅食泥喜宝肉泥婴儿有机免敏4个月

【此产品可以正常拍下发货，原可以放心拍下啦！】

价格 ¥32.00 1480 1474
淘宝价 **¥19.90** 累计评论 交易成功

店铺红包可抵5.00元 领券 淘金币可抵0.19元

配送 北京 至 全国 快捷 ¥20.00 商家承诺72小时内发货

数量 1 件(限购6件)

立即购买 加入购物车

承诺 7天无理由

支付 快捷支付 信用卡支付 余额宝支付 蚂蚁花呗

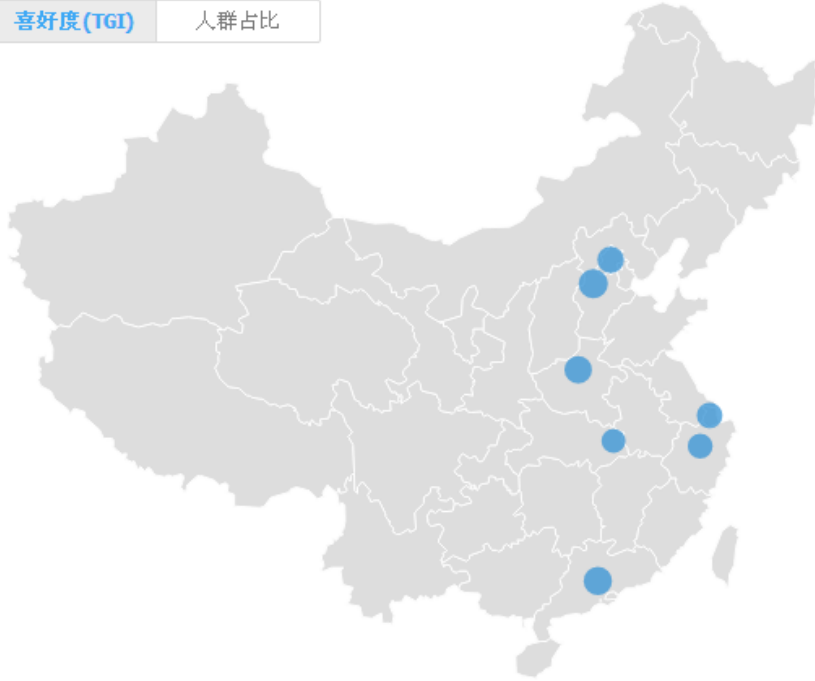
#1 Product Details

食品添加剂(Food Additives)	无(None)
货号 (Item Number)	6010
厂址 (Site)	Georg-Hipp-Str. 7
储藏方法 (Storage)	储存于阴凉干燥处(Store in a cool dry place)
包装种类 (Packing)	罐装(canned)
产地 (Origin)	其他(Other)
厂名 (Company Name)	HiPP GmbH & Co. Vertrieb KG
配料表 (Ingredients)	牛肉41%，水，米饭，菜籽油 0.8%，精细食物泥(Beef 41%, water, rice, canola 0.8%. Fine food mash)
适用年龄 (For ages)	4个月以上(full stage)
适用阶段 (Application Stage)	全阶段(full stage)
保质期 (Expiration Date)	360

Project OTA Organic Data

Category:	Processed Products - Baby Food
Report:	Searcher Demographics
Keyword:	有机辅食泥 (Organic Complementary Mash)
Period:	January 1, 2014 - Jan 15, 2016
Source:	TaoBao Index (PC Search Only)

喜好度(TGI) 人群占比



Most Popular Search Provinces

1	BeiJing	3	GuangDong
2	HeNan	4	HeBei

Most Popular Search Cities

1	BaoDing	5	ShangHai City
2	GuangZhou	6	ShaoXing
3	ZhengZhou	7	HuangGang
4	BeiJing City	8	n/a

Project OTA Organic Data

Category:	Processed Products - Baby Food
Report:	Searcher Demographics
Data Source:	TaoBao Index (PC Search Only)
Note:	Keyword:有机辅食泥 (Organic Complementary Mash)

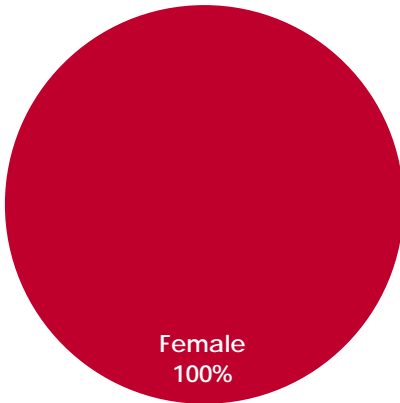
Gender Distribution

Gender	Percentage
Male	0.0%
Female	100.0%

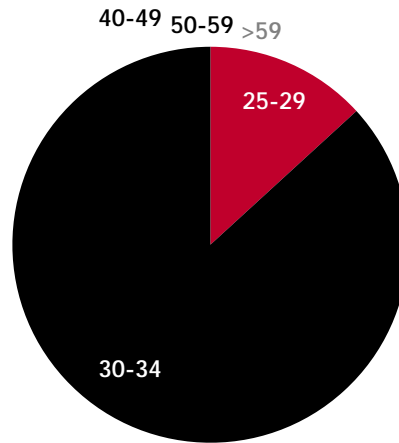
Age Distribution

Age	Percentage
18-24	0.0%
25-29	13.2%
30-34	86.8%
35-39	0.0%
40-49	0.0%
50-59	0.0%
>59	0.0%

Searcher Gender



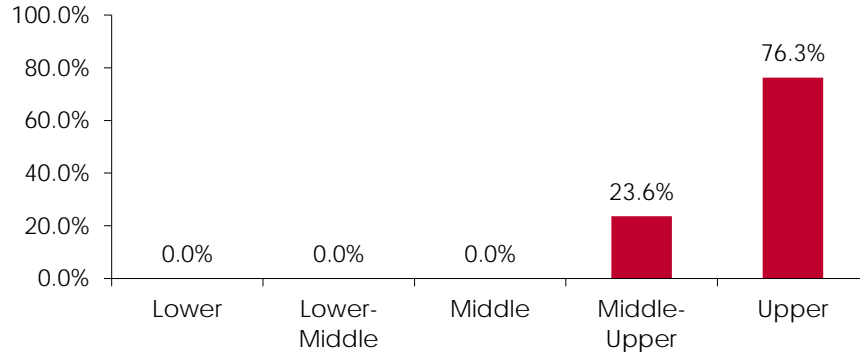
Searcher Age



Social Class Distribution

Social Class	Percentage
Lower	0.0%
Lower-Middle	0.0%
Middle	0.0%
Middle-Upper	23.6%
Upper	76.3%

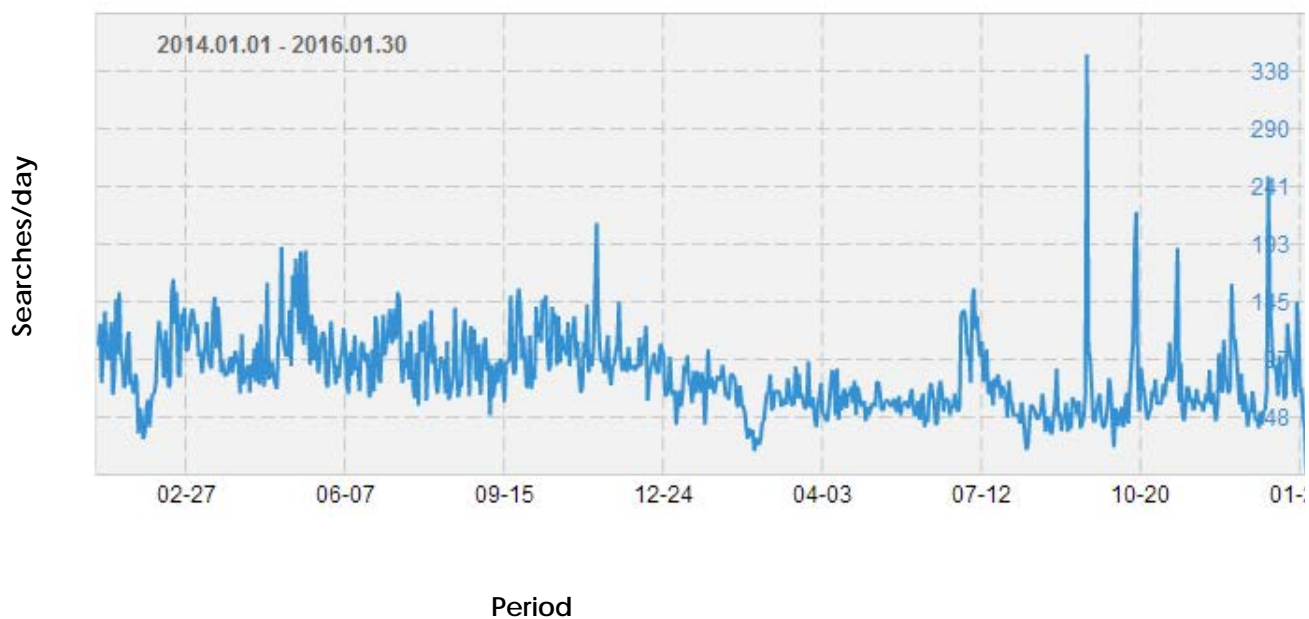
Searcher Social Class



Project OTA Organic Data

Category:	Dairy - Cheese
Report:	Search: Keyword Trends
Data Source:	TaoBao Index (PC Search Only)
Keyword:	Cheese
Period:	Jan 1, 2014 - Jan 1, 2016
Notes:	Most cheese sold on line in China are imported and most of those are organic. Only in a few China provinces produce cheese. Although cheese was not part of the Chinese diet, more people have been eating it lately. The data in this section searched cheese as a category.

Cheese Daily Keyword Searches



Project OTA Organic Data

Category:	Dairy - Cheese
Report:	Cheese, Organic Cheese Search Trends
Tmall Category:	Grain,Oil,Rice,Flour/North South Dry Goods/Condiment
Notes:	Chinese searchers do not specifically search for Organic Cheese and Organic Cheese search date is low/unavailable. However, when cheese is searched, it is often imported and organic.

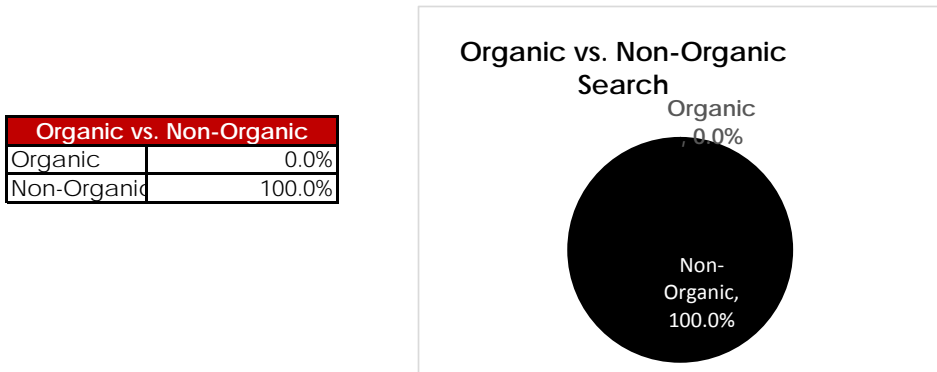
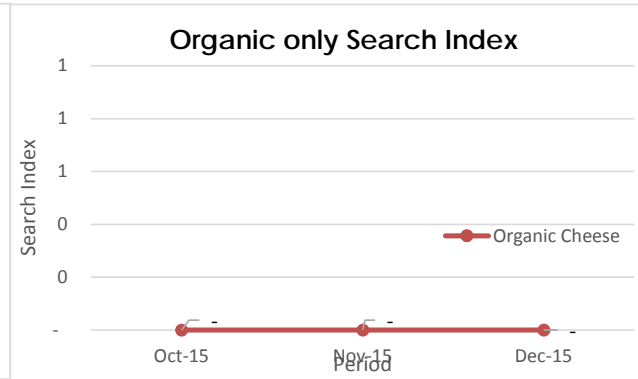
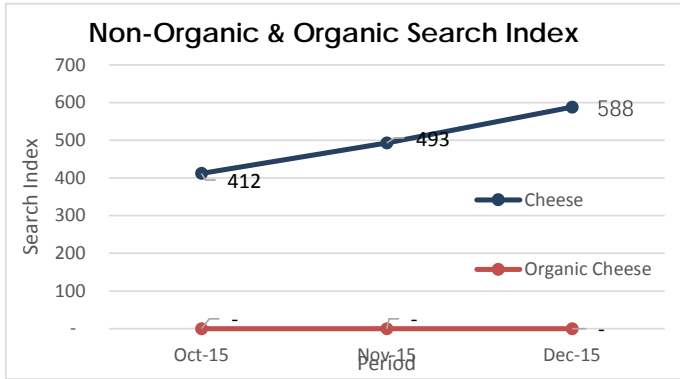
Cheese Search Index

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	Cheese	412	99.4%	742	99.5%	25.1%
Nov-15	Cheese	493	99.2%	882	99.5%	26.3%
Dec-15	Cheese	588	99.4%	1,058	99.7%	26.9%
3 Month Average		498	99.3%	894	99.6%	26.1%

Organic Cheese Search Index

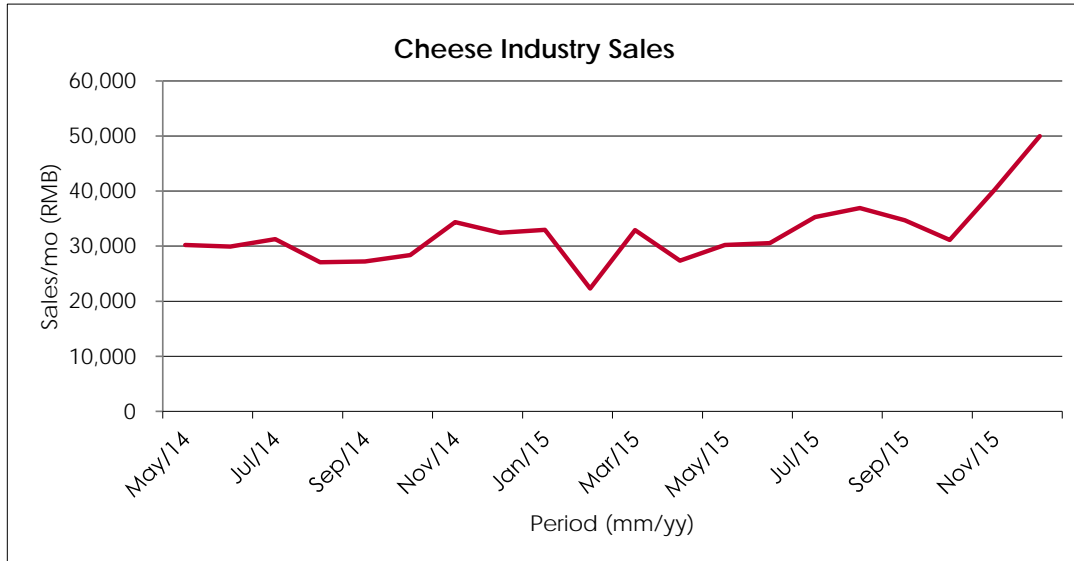
* Direct search volume too low. Data not available

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	Organic Cheese	n/a	n/a	n/a	n/a	n/a
Nov-15	Organic Cheese	n/a	n/a	n/a	n/a	n/a
Dec-15	Organic Cheese	n/a	n/a	n/a	n/a	n/a
3 Month Average		n/a	n/a	n/a	n/a	n/a



Project OTA Organic Data

Category:	Dairy - Cheese
Report:	Cheese Industry Sales



Period (mm/yy)	Sales (RMB)
May-14	30,201
Jun-14	29,940
Jul-14	31,259
Aug-14	27,068
Sep-14	27,227
Oct-14	28,397
Nov-14	34,373
Dec-14	32,458
Jan-15	32,954
Feb-15	22,312
Mar-15	32,897
Apr-15	27,355
May-15	30,197
Jun-15	30,530
Jul-15	35,258
Aug-15	36,905
Sep-15	34,724
Oct-15	31,136
Nov-15	40,298
Dec-15	49,980
2014E 7 months	240,923
2015 Total	404,546
Annual Growth Rate	20.0%

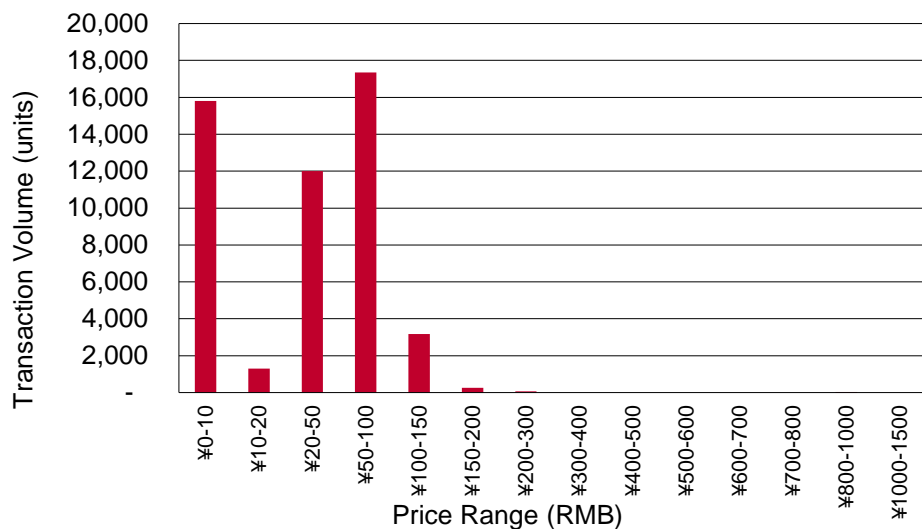
Project OTA Organic Data

Category:	Dairy - Cheese
Report:	Transactions by Price Range
Period:	Dec.2015

价格区间	成交量	销售额指数	高质宝贝数
Price Range (RMB)	Transaction Volume (units)	Sales Index	Number of High Quality Products
¥0-10	15,804	244	244
¥10-20	1,304	152	152
¥20-50	11,999	3,768	3,768
¥50-100	17,348	10,000	10,000
¥100-150	3,171	3,272	3,272
¥150-200	259	369	369
¥200-300	63	109	109
¥300-400	-	-	-
¥400-500	-	-	-
¥500-600	-	-	-
¥600-700	-	-	-
¥700-800	-	-	-
¥800-1000	32	255	255
¥1000-1500	-	-	-

Dairy - Cheese Transactions by Price Range

Dairy - Milk Powder Transactions by Price Range



Project OTA Organic Data

Category:	Dairy- Organic Cheese
Report:	Top 10 Products
Period:	Latest 30 days, Dec. 14, 2015 - Jan 14, 2016

排名	主图	宝贝名称	价格	销量	店铺掌柜	DSR	信用	所在地	收藏	浏览量	收藏比	评价
Rank	Image	Product Name	Price (RMB)	Sales Volume	Seller's Account Name	Seller Rating	Seller Reputation	Seller Location	Bookmarks	Reviews	Bookmark Ratio	Buyer Evaluations
1		新版韩国首尔牛奶婴儿宝宝专用有机奶酪ese芝士片1-3段	39.8	361	中俄朝边境特产大卖场	4.9		吉林 延边朝鲜族	262	1,416	18.50%	106
2		韩国进口正品首尔有机heese婴儿宝宝奶酪儿童芝士1段 6-18月低盐	34	161	bwl630	4.8		山东 威海	136	478	28.45%	41
3		韩国进口首尔奶酪儿童婴儿奶酪宝宝芝士有机cheese 1段 2段2016.4	38	79	男更衣室	4.9		吉林 延边朝鲜族	122	1,388	8.79%	58
4		布纬食疗 香港正品 澳大利亚有机低脂茅屋芝士(cottage cheese)	79.2	86	hixmx	4.8		香港 九龙	238	2,793	8.52%	33
5		韩国婴儿宝宝儿童芝士南阳cheese婴儿奶酪1段 6-18个月有机农包邮	35	37	yingzhang1	4.8		吉林 延边朝鲜族	424	11,758	3.61%	4
6		增强免疫力布纬食疗/澳大利亚有机低脂茅屋芝士(cottage cheese)	72	21	午后的惬意	4.8		北京	232	2,867	8.09%	3
7		有机农奶酪180g 宝宝芝士奶酪 2段 cheese 韩国进口首尔儿童奶酪	34.5	13	韩食供略	4.8		吉林 延边朝鲜族	158	1,667	9.48%	4
8		增强免疫力布纬食疗/澳大利亚有机低脂茅屋芝士(cottage cheese)	72	9	海与天相连	4.9		北京	40	666	6.01%	4
9		预售 Horizon美国小牛organic有机意面+cheese 天然有机面食170g	68	15	旭旭美代小店	4.9		北京	-	11	0.00%	1
10		韩国正品首尔有机cheese婴儿宝宝奶酪儿童芝士1段 6-18月	35	21	baby爱屋	4.7		吉林 延边朝鲜族	18	170	10.59%	7

Project OTA Organic Data

Category:	Dairy - Organic Cheese
Report:	#1 Product Page
Category:	Cheese>Baby snacks(New)>Milk Powder/Supplement/Nutrition/Snacks
Product's name:	New Korea Seoul Milk Baby Organic Cheese 1-3 Period

奶酪>婴幼儿零食(新)>奶粉/辅食/营养品/零食

举报



新版韩国首尔牛奶婴儿宝宝专用有机农奶酪cheese奶酪芝士片 1-3段

应各位宝妈们的要求，我们会陆续上架一些韩国本土的宝宝食品和调料，我们的价格可能不是最低的，但宝妈承诺：我们绝对不会使用篡改日期的货来获取额外的利润！

价格 **¥39.80**

106
累计评论

271
交易成功

配送 吉林延边朝鲜族 至 全国 快递 ¥10.00

数量 件(库存792件)

立即购买

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承诺 7天无理由

支付 快捷支付 信用卡支付 余额宝支付 蚂蚁花呗

Project OTA Organic Data

Category:	Dairy - Cheese
Report:	Tmall Organic Cheese#1 Store Analysis
天猫店铺 (Tmall Store)	韩版好奇屋
掌柜旺旺 (Seller's Account Of Wangwang)	中俄朝边境特产大卖场
店铺宝贝数 SKUs	192
所在地区 Location	
创店时间 Store Launch	10/20/2013
主营类目 Main Categories	

Taobao store, 3 crowns store

韩版好奇屋 Store Quick Facts					
近30天销售额 Sales Volume Last 30 Days RMB	539,000	近30天销量 Transaction Volume In Last 30 Days (Units)	5,932	平均成交价 Average Selling Price (RMB)	90.9
平均日销售额 Daily Average Sales Volume RMB	18,000	平均日销量 Daily Average Transaction Volume (Units)	198	近30天滞销宝贝 Unsalable Products Last 30 Days	25
经营数据 Operational Data	价格为6.8 ~ 49.0元宝贝销量占比56.10%，0销量宝贝25件占比13.02%，月销30件以下低销量宝贝135件占比70.31%，月销上千宝贝0件占比0.00% * The transaction volume ratio of the products in price ranges ¥6.8 ~¥ 49.0 is56.1% * The percentage of 25 SKUs of products with 0 transaction volume is 0% * There are 135 SKUs of products with monthly transaction volumes less than 30 units, 70.31% of SKUs * There are 0 SKUs of products that sold more than one thousand units, representing 0.00% of SKUs				

Product Price Range vs. Number of SKUs Analysis

价格范围 (元)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Price Range (RMB)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
1.0 ~ 6.8	9	4.69%	659	11.11%	2126.9	0.39%
6.8 ~ 49.0	128	66.67%	3328	56.10%	68044.3	12.62%
53.0 ~ 95.0	23	11.98%	155	2.61%	12003	2.23%
99.0 ~ 129.0	11	5.73%	63	1.06%	7047	1.31%
145.0 ~ 185.0	6	3.13%	387	6.52%	67771	12.57%
195.0 ~ 233.0	6	3.13%	149	2.51%	29734	5.52%
268.0 ~ 860.0	9	4.69%	1191	20.08%	352315	65.36%

Unit Sales vs. SKU Volume Analysis

销量范围 (件)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Sales Range (Units)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
0	25	13.02%	0	0.00%	0	0.00%
1 ~ 29	135	70.31%	991	16.71%	39670.7	7.36%
30 ~ 199	25	13.02%	2128	35.87%	107305.3	19.91%
200 ~ 499	5	2.60%	1512	25.49%	165958.8	30.79%
500 ~ 999	2	1.04%	1301	21.93%	226106.4	41.95%
1000 ~ 2999	0	0.00%	0	0.00%	0	0.00%

Project OTA Organic Data

Category:	Dairy - Cheese
Report:	Organic Cheese#1 Product Analysis
Category:	Organic Cheese
	New Korea Seoul Milk Baby Organic Cheese 1-3 Period
Price:	¥39.8
Sales Volume In Last 30 Days:	¥14,400
Daily Average Sales Volume :	¥478.93
Transaction Volume Last 30 Days (units):	361
Daily Ave Transaction Volume (units):	12



新成韩国首尔牛奶婴儿宝宝专用有机奶酪cheese奶酪芝士片 1-3段

应各位宝妈们的要求，我们会陆续上架一些韩国本土的宝宝食品，我们的价格可能不是最低的，但我们承诺：我们绝对不会使用过期的货品来获取客户的利润！

价格 **¥39.80** 106 271
累计评论 交易成功

配送 普特延迟退换货 至 全国 快递 ¥10.00

数量 - 1 + 件(库存792件)

立即购买 加入购物车

承诺 7天无理由

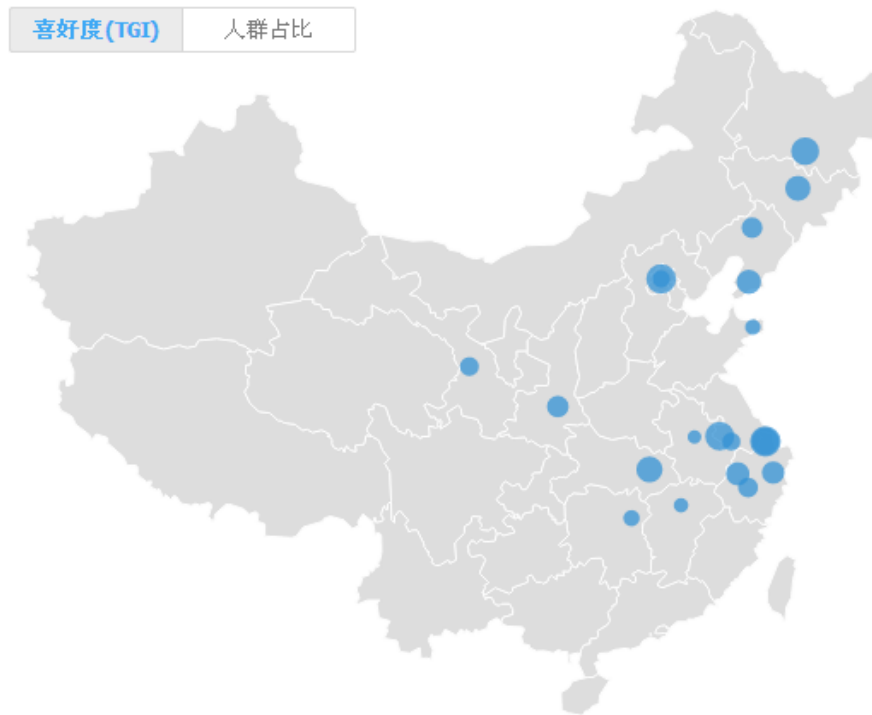
支付 快捷支付 信用卡支付 余额宝支付 蚂蚁花呗

#1 Product Details

食品添加剂 (Food Additives)	见详情(See Details)
厂址 (Factory Location)	韩国
储藏方法 (Storage Method)	0-10 Celsius
包装种类 (Type Of Package)	袋装(Bag)
产地 (Location)	其他(Other)
厂名 (Company's Name)	其他(Other)
品牌 (Brand)	首尔(Seoul)
配料表 (List of Ingredients)	见详情(See Details)
厂家联系方式 (Contact)	031
保质期 (Expiration Date)	180days
生产日期 (Date of Manufacture)	2014年08月30日 至 2014年08月31日
包装方式 (Modes of Packing)	包装(Package)

Project OTA Organic Data

Category:	Dairy- Cheese
Report:	Searcher Demographics
Keyword:	Cheese
Period:	January 1, 2014 - Jan 15, 2016
Source:	TaoBao Index (PC Search Only)
Note:	There is no specific demographic data about organic cheese. However, most of imported cheese is organic and there are a few provinces produce cheese in China. General cheese industry data is representative of Organic cheese .



Most Popular Search Provinces			
1	ShangHai	11	HuNan
2	BeiJing	12	FuJian
3	JiangSu	13	HaiNan
4	ZheJiang	14	GanSu
5	HeiLongJiang	15	SiChuan
6	TianJing	16	GuangDong
7	LiaoNing	17	ShanDong
8	JiLin	18	AnHui
9	HuBei	19	HeNan
10	ShanXi	20	GuangXi

Most Popular Search Cities			
1	ShangHai	11	XiAn
2	BeiJing	12	ShengYang
3	NanJing	13	JinHua
4	HaErBing	14	LanZhou
5	ShangHai City	15	ChangZhou
6	WuHan	16	BeiJing City
7	JiLin	17	ChangSha
8	DaLian	18	WeiHai
9	HangZhou	19	NanChang
10	NingBo	20	HeFei

Project OTA Organic Data

Category:	Dairy - Cheese
Report:	Searcher Demographics
Category:	Dairy- Cheese
Data Source	TaoBao Index (PC Search Only)

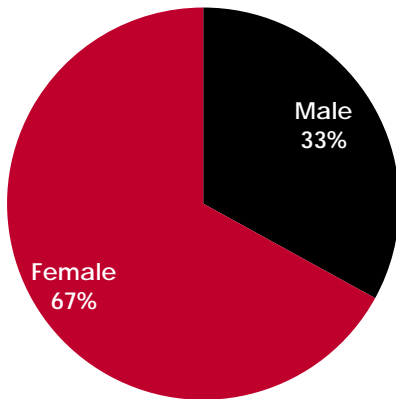
Gender Distribution

Gender	Percentage
Male	33.0%
Female	67.0%

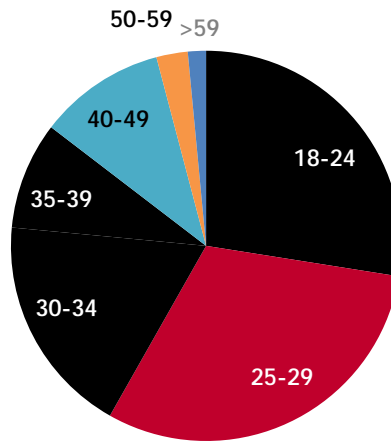
Age Distribution

Age	Percentage
18-24	27.5%
25-29	30.7%
30-34	18.3%
35-39	8.9%
40-49	10.5%
50-59	2.6%
>59	1.5%

Searcher Gender



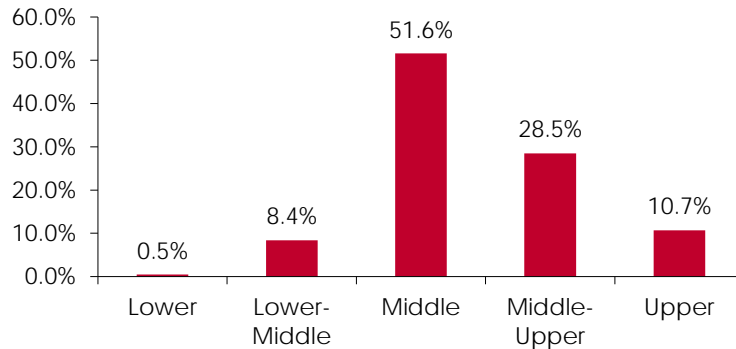
Searcher Age



Social Class Distribution

Social Class	Percentage
Lower	0.5%
Lower-Middle	8.4%
Middle	51.6%
Middle-Upper	28.5%
Upper	10.7%

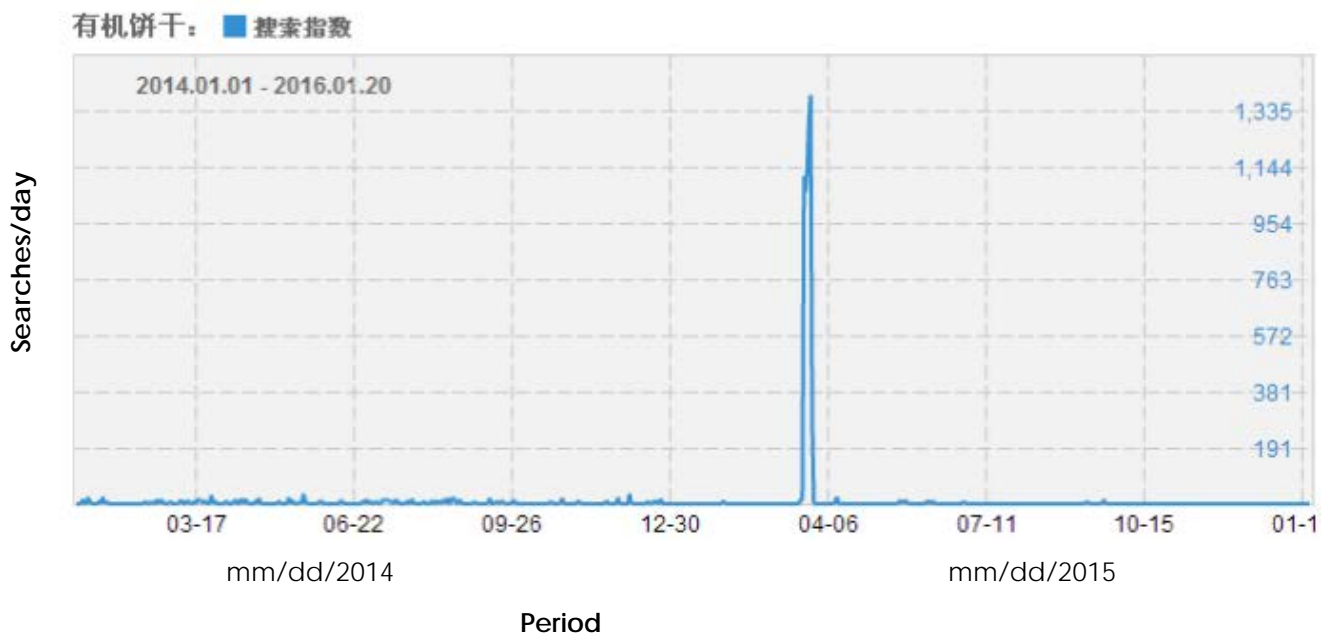
Searcher Social Class



Project OTA Organic Data

Category:	Processed Products - Cookie(organic)
Report:	Search: Keyword Trends
Data Source:	TaoBao Index (PC Search Only)
Keyword:	有机饼干 (Organic Cookie)
Period:	Jan 1, 2014 - Jan 1, 2016
Notes:	Chinese consumers typically do not search for 'organic' cookies. But when searching cookies, may select organic cookie over non-organic.

有机饼干 (Organic Cookie) Daily Keyword Searches



Project OTA Organic Data

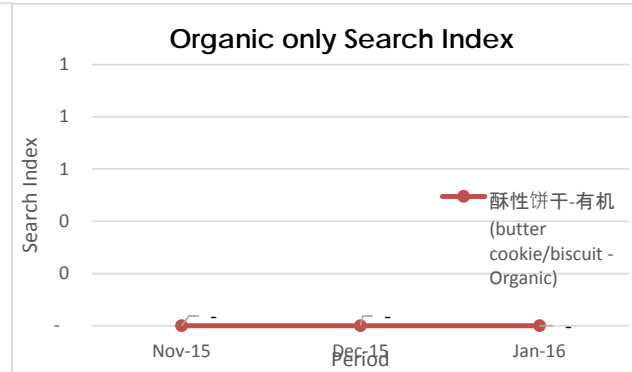
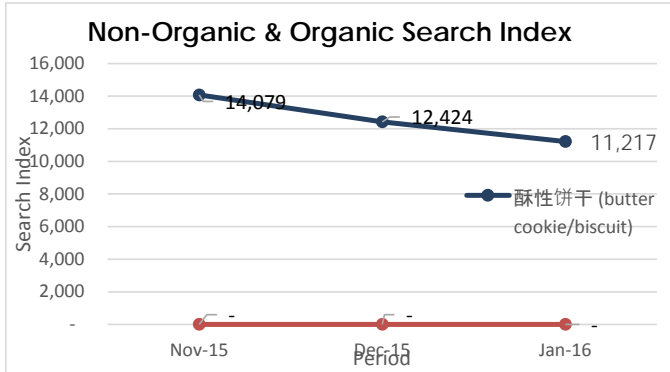
Category:	Processed Products - Cookie(organic)
Report:	butter cookie/biscuit, Organic butter cookie/biscuit Search Trends
Tmall Category:	奶粉/辅食/营养品/零食 (Milk Powder/Supplements/Nutrition/Snacks)
Notes:	The top searched cookie type is 酥性饼干 butter cookie/biscuit (21.5%) . For purposes of comparison, butter cookie/biscuit data is used as the benchmark for data below.

Butter cookie/biscuit (non-organic)

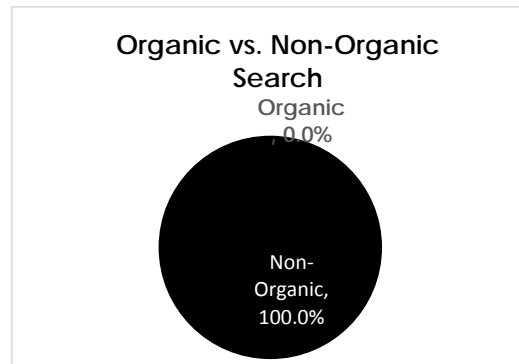
周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Nov-15	酥性饼干 (butter cookie/biscuit)	14,079	21.3%	20,903	25.4%	13.9%
Dec-15	酥性饼干 (butter cookie/biscuit)	12,424	21.8%	18,371	25.4%	13.4%
Jan-16	酥性饼干 (butter cookie/biscuit)	11,217	21.3%	16,571	24.9%	13.2%
3 Month Average		12,573	21.5%	18,615	25.3%	13.5%

Organic Butter cookie/biscuit Search Index

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Nov-15	酥性饼干-有机 (butter cookie/biscuit -Organic)	n/a	n/a	n/a	n/a	n/a
Dec-15	酥性饼干-有机 (butter cookie/biscuit -Organic)	n/a	n/a	n/a	n/a	n/a
Jan-16	酥性饼干-有机 (butter cookie/biscuit -Organic)	n/a	n/a	n/a	n/a	n/a
3 Month Average		n/a	n/a	n/a	n/a	n/a

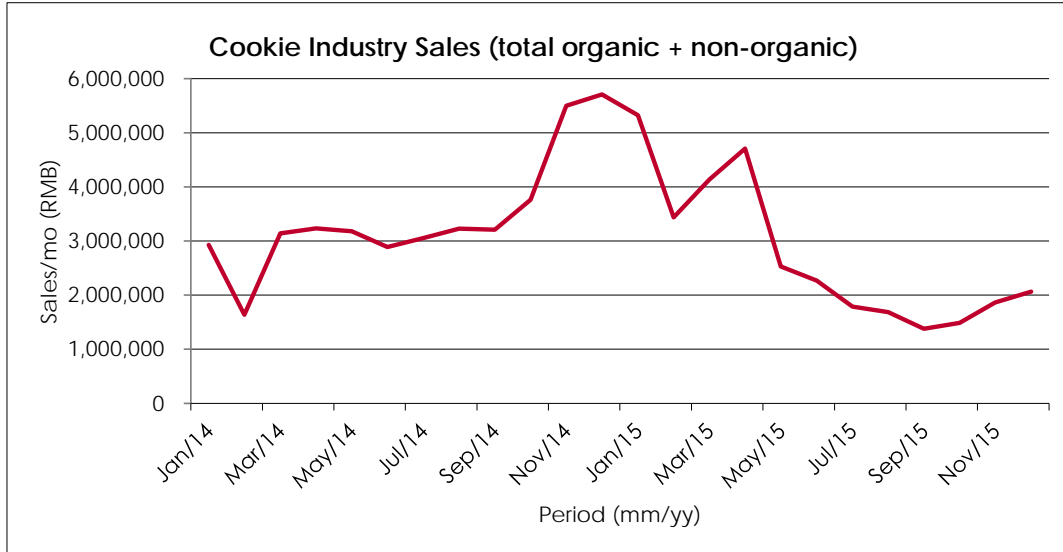


Organic vs. Non-Organic	
Organic	0.0%
Non-Organic	100.0%



Project OTA Organic Data

Category:	Processed Products - Cookie (general)
Report:	Cookie Industry Sales (total organic + non-organic)



Period (mm/yy)	Sales (RMB)
Jan-14	2,929,356
Feb-14	1,638,188
Mar-14	3,141,143
Apr-14	3,231,800
May-14	3,178,101
Jun-14	2,890,261
Jul-14	3,054,420
Aug-14	3,230,948
Sep-14	3,210,213
Oct-14	3,761,135
Nov-14	5,497,307
Dec-14	5,708,120
Jan-15	5,322,232
Feb-15	3,435,227
Mar-15	4,135,373
Apr-15	4,707,082
May-15	2,530,012
Jun-15	2,267,988
Jul-15	1,787,063
Aug-15	1,686,623
Sep-15	1,378,846
Oct-15	1,485,526
Nov-15	1,865,354
Dec-15	2,066,196
2014 Total	41,470,992
2015 Total	32,667,522
Annual Growth Rate	-21.2%

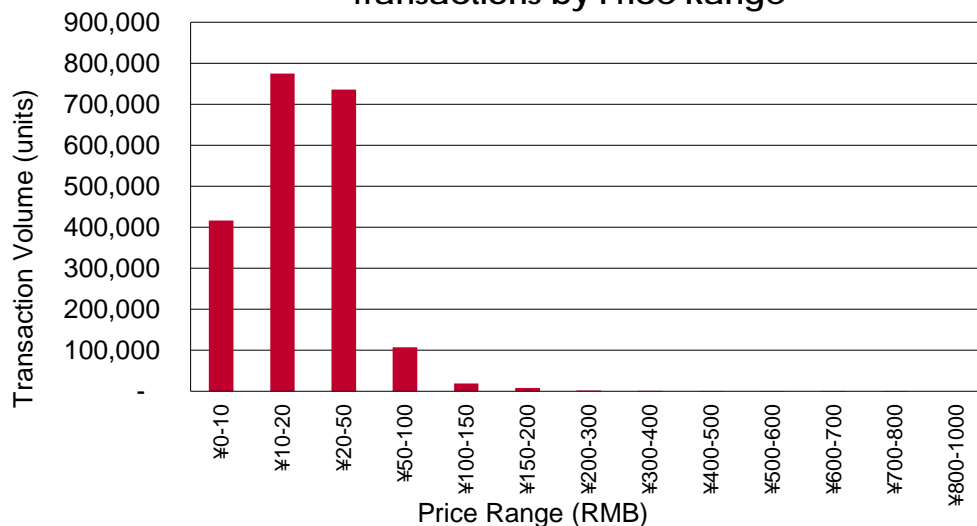
Project OTA Organic Data

Category:	Processed Products - Cookie (general)
Report:	Transactions by Price Range
Period:	Dec., 2015

价格区间	成交量	销售额指数	高质宝贝数
Price Range (RMB)	Transaction Volume (units)	Sales Index	Number of High Quality Products
¥0-10	416,360	942	3,711
¥10-20	775,211	5,982	2,408
¥20-50	736,067	10,000	1,589
¥50-100	107,364	3,424	542
¥100-150	19,151	1,104	158
¥150-200	8,361	729	65
¥200-300	1,812	214	23
¥300-400	1,203	204	14
¥400-500	81	18	2
¥500-600	456	128	4
¥600-700	83	26	1
¥700-800	47	16	1
¥800-1000	-	-	-

Processed Products - Cookie (general) Transactions by Price Range

**Processed Products - Cookie (general)
Transactions by Price Range**



Project OTA Organic Data

Category:	Processed Products - Cookie(Organic)
Report:	Top 10 Products
stage:	Latest 30 days, Dec. 14, 2015 - Jan 14, 2016

排名	主图	宝贝名称	价格	销量	店铺掌柜	信用	所在地	收藏	浏览量	收藏比	评价	
Rank	Image	Product Name	Price (RMB)	Sales Volume	Seller's Account Name	Seller Reputation	Seller Location	Seller Location (Translation)	Bookmarks	Reviews	Bookmark Ratio	Buyer Evaluations
1		Bellamys 贝拉米 宝宝有机磨牙棒 婴儿磨牙饼干100g*2盒 6个月以上	58	1,980	贝拉米海外旗舰店		澳大利亚	Australia	6,122	-		3,493
2		亨氏谷物磨牙棒婴儿磨牙棒饼干宝宝有机辅食组合装牛奶+香橙+蔬菜	49	354	云沁母婴专营店		上海	Shanghai	284	-		340
3		台湾有机园康健康生机三宝胚芽饼干纯素食休闲健康进口零食代餐早餐	17.4	405	mayconsen		广东 广州	Guangzhou, Guangdong	624	4,688	13.31%	245
4		现货 澳洲代购Bellamy's 贝拉米磨牙棒磨牙饼干有机婴儿辅食6+	35	312	love慢妈		澳大利亚	Australia	264	2,131	12.39%	175
5		【浓情约客巧克力曲奇】手工有机营养儿童饼干下午茶 现做无添加	20.5	133	天桥卖艺		山东 潍坊	Shandong Weifang	1,208	3,480	34.71%	179
6		德国HIPP喜宝婴儿磨牙棒饼干儿童天然有机高钙150g宝宝零食手指饼	28	163	marksmallyy		上海	Shanghai	140	2,391	5.86%	93
7		现货德国喜宝hipp婴儿宝宝有机磨牙米饼干蓝莓 苹果 树莓 原味	18.8	258	marksmallyy		上海	Shanghai	200	2,432	8.22%	102
8		德国原装喜宝 有机磨牙饼干 玉米小米圈 100%有机谷物	18	81	红红红的活		江西 抚州	Fuzhou, Jiangxi	20	1,084	1.85%	32
9		澳洲 贝拉米Bellamy's 贝拉米 宝宝有机磨牙棒 婴儿磨牙饼干100g	35	119	_邢颖不离_		北京	Beijing	48	677	7.09%	44
10		澳洲贝拉米Bellamy's 有机磨牙棒 磨牙饼干 宝宝辅食6个月以上	50	62	贝拉米海外旗舰店		澳大利亚	Australia	820	-		295

Project OTA Organic Data

Category:	Processed Products - Cookie(Organic)
Report:	#1 Product Page
Product's name:	Bellamys Bellamy baby organic baby molar teeth stick biscuits 100g * 2 boxes six months or more.



澳大利亚品牌 官方直供

Bellamys贝拉米 宝宝有机磨牙棒 婴儿磨牙饼干100g*2盒 6个月以上

促进乳牙生长 富铁 有机食品 不易碎

阿里年货节 精选 热卖至1月21日，请尽快购买！

年货 购物券 满399最多抵10元 去抢券 >

价格 **¥147.00**

新年价 **¥58.00** 阿里年货节 精选

关税 卖家承担 总价规则

运费 澳大利亚 至 杭州下沙保税区 至杭州 运费 ¥0.00

16:00前付款，承诺最晚1月28日送达，迟到赔付

月销量 **1980** | 累计评价 **6744**

数量 件 库存12760件

立即购买

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Project OTA Organic Data

Category:	Processed Products - Cookie(Organic)
Report:	Tmall Organic Cookie #1 Store Analysis
天猫店铺 (Tmall Store)	贝拉米海外旗舰店 (Bellamy)
掌柜旺旺 (Seller's Account Of Wangwang)	贝拉米海外旗舰店
店铺宝贝数 SKUs	25
所在地区 Location	香港(Hong Kong)
创店时间 Store Launch	3/21/2014

贝拉米海外旗舰店 (Bellamy) Store Quick Facts

近30天销售额 Sales Volume Last 30 Days RMB	5,960,900	近30天销量 Transaction Volume In Last 30 Days (Units)	17,270	平均成交价 Average Selling Price (RMB)	345.2
平均日销售额 Daily Average Sales Volume RMB	198,700	平均日销量 Daily Average Transaction Volume (Units)	576	近30天滞销宝贝 Unsalable Products Last 30 Days	0
经营数据 Operational Data	<p>价格为450.0 ~ 490.0元宝贝销量占比64.13%，0销量宝贝0件占比0.00%，月销30件以下低销量宝贝6件占比24.00%，月销上千宝贝2件占比8.00%</p> <p>* The transaction volume ratio of the products in price ranges ¥450 ~¥ 490 is 64.13%</p> <p>* The percentage of products with 0 transaction volume is 0%</p> <p>* There are 6 SKUs of products with monthly transaction volumes less than 30 units, 24.00% of SKUs</p> <p>* There are 2 SKUs of products that sold more than one thousand units, representing 8.00% of SKUs</p>				

Product Price Range vs. Number of SKUs Analysis

价格范围 (元)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Price Range (RMB)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
50.0 ~ 132.0	13	52.00%	3153	18.26%	267972	4.50%
139.0 ~ 149.0	7	28.00%	798	4.62%	114752	1.93%
250.0 ~ 282.0	3	12.00%	2244	12.99%	561064	9.41%
450.0 ~ 490.0	2	8.00%	11075	64.13%	5017110	84.17%

Unit Sales vs. SKU Volume Analysis

销量范围 (件)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Sales Range (Units)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
1 ~ 29	6	24.00%	105	0.61%	11,211	0.19%
30 ~ 199	9	36.00%	834	4.83%	74,071	1.24%
200 ~ 499	5	20.00%	1826	10.57%	286,210	4.80%
500 ~ 999	3	12.00%	2487	14.40%	536,706	9.00%
1000 ~ 2999	1	4.00%	1777	10.29%	444,250	7.45%
3000+	1	4.00%	10241	59.30%	4,608,450	77.31%

Project OTA Organic Data

Category:	Processed Products - Cookie(Organic)
Report:	#1 Product Analysis
	Bellamys Bellamy baby organic baby molar teeth stick biscuits 100g * 2 boxes six months or more
Price:	¥58
Sales Volume In Last 30 Days:	¥114,800
Daily Average Sales Volume:	¥3828
Transaction Volume Last 30 Days (units):	1980
Daily Ave Transaction Volume (units):	66



#1 Product Details	
食品添加剂：无	Food Additives: None
货号：有机磨牙棒2盒套餐	Item: organic teething rings 2 boxes Package
厂址：52-54 Tamar Street Launceston PO Box 96 Launceston	Site: 52-54 Tamar Street Launceston PO Box 96 Launceston
储藏方法：阴凉干燥处	Storage: cool and dry place
包装种类：盒装	Packing: Box
产地：其他	Origin: Other
厂名：Bellamy's Organic Pty Ltd	Make: Bellamy's Organic Pty Ltd
品牌：Bellamy's/贝拉米	Brand: Bellamy's / Bellamy
配料表： 有机小麦粉、有机脱脂奶粉（2%）、小麦胚芽粉、酵母、食盐、铁	Ingredients: Organic wheat flour, organic skim milk powder (2%), wheat germ flour, yeast, salt, iron
适用年龄：6个月以上	Age: 6 months or more
保质期：545	Shelf life: 545
厂家联系方式：1800 010 460	Manufacturers Contact: 1800010460
生产日期：2015年05月04日至 2015年08月18日	Production Date: May 4, 2015 to August 18, 2015
包装方式：包装	Packaging: Packaging

Project OTA Organic Data

Category:	Processed Products - Cookie(Organic)
Report:	Searcher Demographics
Keyword:	有机饼干 (Organic Cookie)
Period:	January 1, 2014 - Jan 15, 2016
Source:	TaoBao Index (PC Search Only)

喜好度(TGI) 人群占比



Most Popular Search Provinces			
1	HeiBei	11	JiangXi
2	TianJin	12	ShanXi
3	ShanDong	13	SiChuan
4	FuJian	14	ChongQing
5	ShangHai	15	GuangXi
6	SuZhou	16	HeiLongJiang
7	HuNan	17	HeNan
8	AnHui	18	BeiJing
9	ShanXi	19	GuangDong
10	ZheJiang	20	LiaoNing

Most Popular Search Cities			
1	TianJin	11	HuaiNan
2	ShangHai	12	JiNan
3	ChongQing	13	LiaoCheng
4	BeiJing	14	WuHu
5	ZiBo	15	DaTong
6	YueYang	16	JiaZhuang
7	HeChi	17	DeZhou
8	TangShan	18	ZhengJiang
9	MuDanJiang	19	TaiAn
10	LongYan	20	NanJing

Project OTA Organic Data

Category:	Processed Products - Cookie(Organic)
Report:	Searcher Demographics
Data Source	TaoBao Index (PC Search Only)

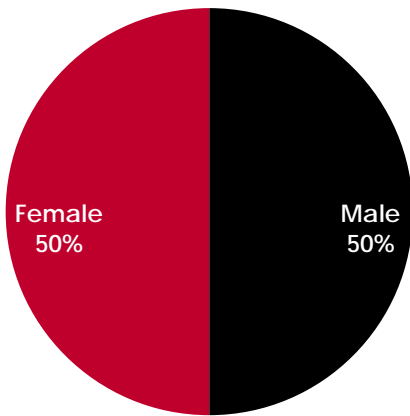
Gender Distribution

Gender	Percentage
Male	50.0%
Female	50.0%

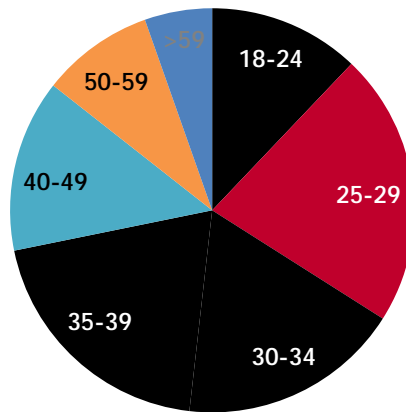
Age Distribution

Age	Percentage
18-24	12.1%
25-29	21.9%
30-34	17.8%
35-39	20.0%
40-49	13.8%
50-59	9.0%
>59	5.4%

Searcher Gender

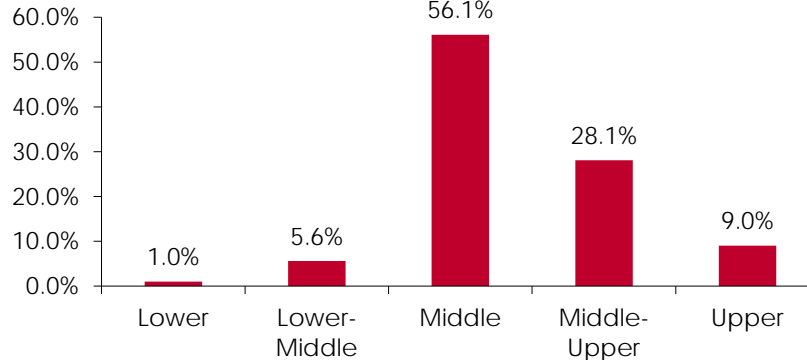


Searcher Age



Social Class Distribution

Social Class	Percentage
Lower	1.0%
Lower-Middle	5.6%
Middle	56.1%
Middle-Upper	28.1%
Upper	9.0%

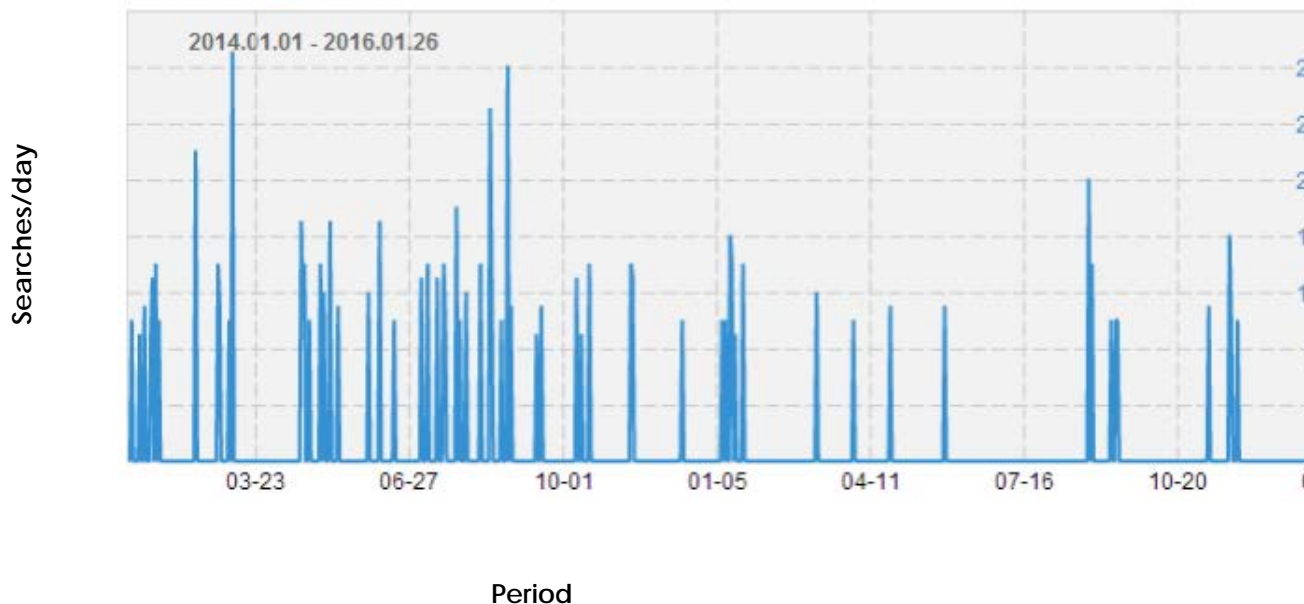


Project OTA Organic Data

Category:	Processed products-Nuts
Report:	Search: Keyword Trends
Data Source:	TaoBao Index (PC Search Only)
Keyword:	有机坚果 (Organic Nuts)
Period:	Jan 1, 2014 - Jan 1, 2016
Note:	Chinese consumers typically will not search Organic Nuts directly. They typically search for a specific type of nut, then often will select the organic type. Chinese consumers are concerned about GMO products.

有机坚果 (Organic Nuts) Daily Keyword Searches

有机坚果: ■ 搜索指数



Project OTA Organic Data

Category:	Processed products-Nuts
Report:	Nuts, Organic Nuts Search Trends
Category:	Processed products-Nuts
Tmall Category:	零食/坚果/特产 (Snack/Nuts/Specialty)
Notes:	The top 2 searched nut types are Macadamia (32.6%) and Pecans (16.8%). For purposes of comparison, Macadamia data is used as the benchmark for data below.

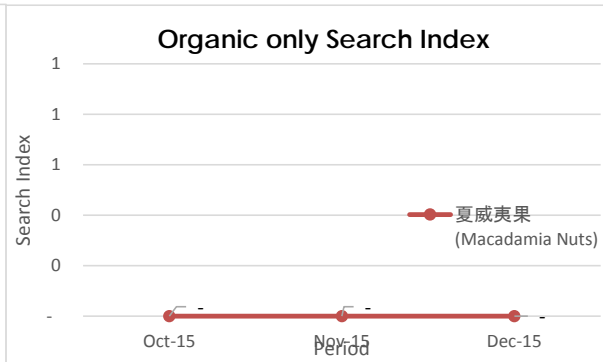
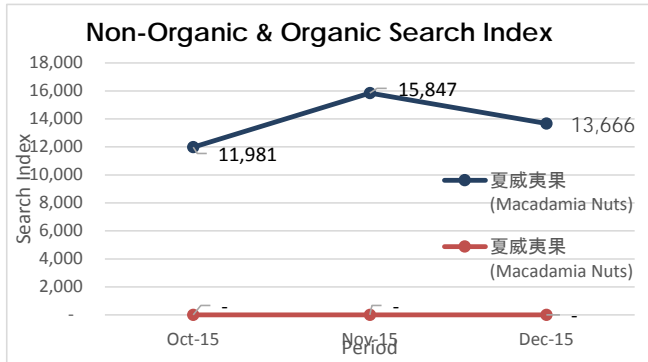
Macadamia Nuts

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	夏威夷果 (Macadamia Nuts)	11,981	31.4%	17,778	36.7%	20.7%
Nov-15	夏威夷果 (Macadamia Nuts)	15,847	32.1%	23,469	38.0%	21.1%
Dec-15	夏威夷果 (Macadamia Nuts)	13,666	32.6%	20,176	38.3%	20.1%
3 Month Average		13,831	32.0%	20,474	37.7%	20.6%

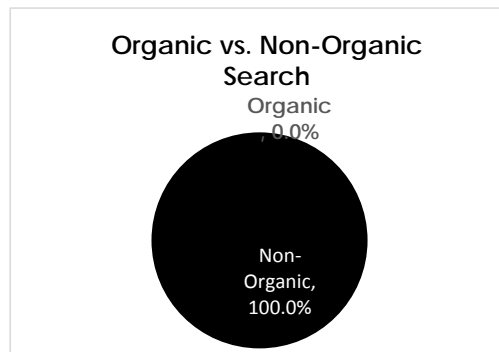
Organic Macadamia Nuts

* Search volume too low. No data available.

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	夏威夷果 (Macadamia Nuts)	n/a	n/a	n/a	n/a	n/a
Nov-15	夏威夷果 (Macadamia Nuts)	n/a	n/a	n/a	n/a	n/a
Dec-15	夏威夷果 (Macadamia Nuts)	n/a	n/a	n/a	n/a	n/a
3 Month Average		n/a	n/a	n/a	n/a	n/a

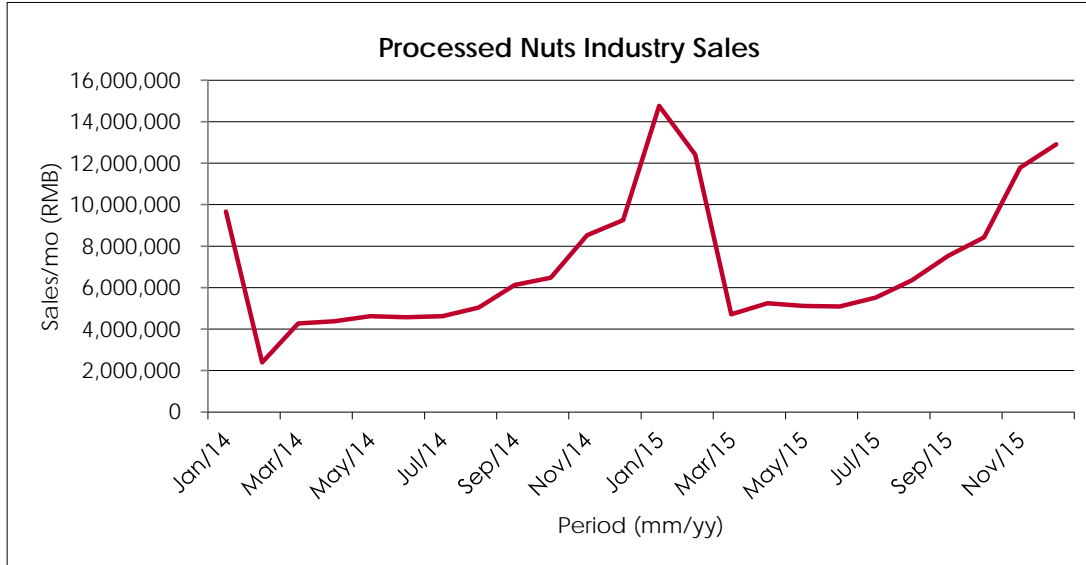


Organic vs. Non-Organic	
Organic	0.0%
Non-Organic	100.0%



Project OTA Organic Data

Category:	Processed products-Nuts
Report:	Processed Nuts Industry Sales



Period (mm/yy)	Sales (RMB)
Jan-14	9,672,540
Feb-14	2,394,586
Mar-14	4,280,366
Apr-14	4,384,909
May-14	4,630,141
Jun-14	4,574,186
Jul-14	4,625,081
Aug-14	5,035,714
Sep-14	6,127,941
Oct-14	6,476,491
Nov-14	8,530,551
Dec-14	9,260,570
Jan-15	14,765,260
Feb-15	12,423,481
Mar-15	4,719,388
Apr-15	5,246,363
May-15	5,111,732
Jun-15	5,089,480
Jul-15	5,515,379
Aug-15	6,356,377
Sep-15	7,531,781
Oct-15	8,429,980
Nov-15	11,777,188
Dec-15	12,913,280
2014 Total	69,993,076
2015 Total	99,879,689
Annual Growth Rate	42.7%

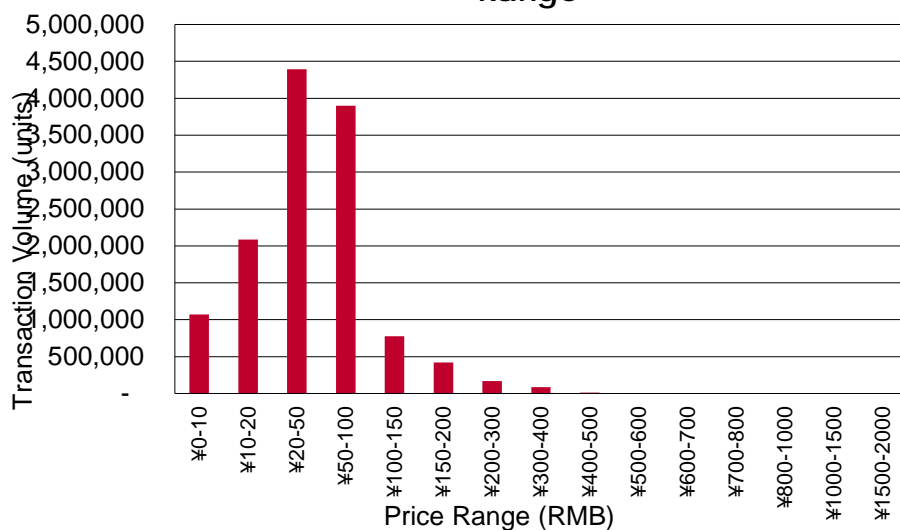
Project OTA Organic Data

Category:	Processed products-Nuts
Report:	Transactions by Price Range
Period:	Dec.2015

价格区间	成交量	销售额指数	高质宝贝数
Price Range (RMB)	Transaction Volume (units)	Sales Index	Number of High Quality Products
¥0-10	1,069,948	197	10,077
¥10-20	2,084,808	1,200	9,419
¥20-50	4,393,029	5,313	14,441
¥50-100	3,897,022	10,000	8,980
¥100-150	777,317	3,387	2,748
¥150-200	420,140	2,640	1,480
¥200-300	168,256	1,560	861
¥300-400	84,547	1,055	297
¥400-500	11,157	188	95
¥500-600	5,357	108	39
¥600-700	919	21	28
¥700-800	135	3	3
¥800-1000	459	15	11
¥1000-1500	186	6	3
¥1500-2000	-	-	-

Processed products-Nuts Transactions by Price Range

Processed products-Nuts Transactions by Price Range



Project OTA Organic Data

Category:	Processed products-Nuts
Report:	Top 10 Products
Period:	Latest 30 days, Dec. 14, 2015 - Jan 14, 2016

排名	主图	宝贝名称	价格	销量	店铺掌柜	DSR	信用	所在地	收藏	浏览量	收藏比	评价
Rank	Image	Product Name	Price (RMB)	Sales Volume	Seller's Account Name	Seller Rating	Seller Reputation	Seller Location	Bookmarks	Reviews	Bookmark Ratio	Buyer Evaluations
¥1		【农宫-野生板栗】神农架原生态有机板栗坚果特产熟制带壳120g	9.9	16,473	chuaozn	4.8		湖北 十堰	1,082	45,973	2.35%	3,960
¥2		2015新鲜生板栗有机毛栗子板栗仁非野生油栗【特别甜】农家坚果	37	4,831	王宽200877	4.7		河南 信阳	3,322	19,969	16.64%	2,756
¥3		美客多 有机板栗迁西栗子100g*9袋坚果板栗仁板栗仁炒特产零食	48.9	5,793	美客多食品旗舰店	4.8		河北 唐山	10,090	-	T	12,812
¥4		美客多 迁西有机板栗仁板栗仁超值装700g河北唐山特产坚果栗子食品	39.9	3,852	美客多食品旗舰店	4.8		河北 唐山	13,366	-	T	21,765
¥5		新疆特产坚果薄皮新货特级大核桃500g非纸皮孕妇有机绿色食品包邮	19.6	5,756	颖颖是熊二嘛	4.8		新疆 吐鲁番	1,016	19,497	5.21%	1,416
¥6		神栗2015有机新鲜宽城板栗2500g河北承德特产坚果燕山生栗子5斤	79	2,738	神栗食品旗舰店	4.8		河北 承德	5,804	-	T	5,646
¥7		燕山板栗仁休闲零食新鲜熟板栗仁儿童有机食品糖炒栗子坚果包邮	6.9	2,650	秦皇岛燕山明珠	4.8		河北 秦皇岛	870	6,636	13.11%	534
¥8	n/a	山西天池有机高山核桃原味坚果零食薄皮无漂白核桃2500G包邮	109	464	山西天池生态发展有限公司	4.8		山西 太原	120	1,607	7.47%	218
¥9		豫罗红2015新鲜生信阳板栗有机油栗生板栗毛栗子坚果五斤装包邮	37.2	812	记发第八名	4.8		河南 信阳	332	2,304	14.41%	208
¥10		15年沂蒙山新鲜板栗有机毛栗子生板栗仁非野生油栗包邮零食坚果	6.5	2,956	沂蒙土特产6	4.8		山东 临沂	416	11,160	3.73%	322

Project OTA Organic Data

Category:	Processed products-Nuts
Report:	#1 Product Page
Category:	Processed products-Nuts
Product's name:	【Nong Gong-Wild Chinese Chestnut】ShengNongJia Natural Organic Chinese Chestnut Cooked 120g

详情页



【农宫-野生板栗】神农架原生态有机板栗坚果特产熟制带壳 120g

全场满18.8元包邮 采自海拔2800米高山，原始森林纯野生板栗/生长周期比种植板栗长40天左右，无任何农药添加剂/化肥/膨大素等，真正的纯天然无公害，软、糯、香、甜，老人小孩都可以食用，送礼佳品。（野生板栗现在已经很珍贵了，请勿和种植的板栗做比较。。凡是本店老客户后续都有免费品尝新品的机会）

价格 ~~¥19.90~~

3960 12957
累计评论 交易成功

淘宝价 **¥9.90** 年终特惠

淘金币可抵0.09元





配送 湖北十堰 至 全国 快递 ¥6.00 卖家承诺72小时内发货

数量 件(限购2件)

立即购买

加入购物车

承诺  15天退货  运费险  公益宝贝

支付  快捷支付  信用卡支付  余额宝支付  蚂蚁花呗

★ 收藏宝贝 (1084人气)

分享

Project OTA Organic Data

Category:	Processed products-Nuts	TaoBao store
Report:	Tmall Organic Nuts #1 Store Analysis	
天猫店铺 (Tmall Store)	十八里长峡	
掌柜旺旺 (Seller's Account Of Wangwang)	chuaozn	
店铺宝贝数 SKUs	¥7	
所在地区 Location	湖北十堰 (ShiYan,HuBei)	
创店时间 Store Launch	10/13/2009	
主营类目 Main Categories		

十八里长峡 Store Quick Facts					
近30天销售额 Sales Volume Last 30 Days RMB	280,500	近30天销量 Transaction Volume In Last 30 Days (Units)	9,352	平均成交价 Average Selling Price (RMB)	11.2
平均日销售额 Daily Average Sales Volume RMB	9,352	平均日销量 Daily Average Transaction Volume (Units)	839	近30天滞销宝贝 Unsalable Products Last 30 Days	1
经营数据 Operational Data	价格为9.9 - 9.9元宝贝销量占比93.89%，0销量宝贝1件占比14.29%，月销30件以下低销量宝贝0件占比0.00%，月销上千宝贝3件占比42.86% * The transaction volume ratio of the products in price ranges ¥9.9 -¥ 9.9 is 93.89% * The percentage of 1 product with 0 transaction volume is 14.29% * There are 0 SKUs of products with monthly transaction volumes less than 30 units, 0.00% of SKUs * There are 3 SKUs of products that sold more than one thousand units, representing 42.86% of SKUs				

Product Price Range vs. Number of SKUs Analysis

价格范围 (元)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Price Range (RMB)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
9.9 - 9.9	¥2	28.57%	¥23,623	93.89%	¥233,868	83.36%
19.9 - 21.9	¥2	28.57%	¥174	0.69%	¥3,739	1.33%
29.9 - 29.9	¥1	14.29%	¥1,256	4.99%	¥37,554	13.39%
49.9 - 49.9	¥2	28.57%	¥108	0.43%	¥5,389	1.92%

Unit Sales vs. SKU Volume Analysis

销量范围 (件)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Sales Range (Units)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
¥0	¥1	14.29%	¥0	0.00%	¥0	0.00%
1 - 29	¥0	0.00%	¥0	0.00%	¥0	0.00%
30 - 199	¥3	42.86%	¥282	1.12%	¥9,128	3.25%
200 - 499	¥0	0.00%	¥0	0.00%	¥0	0.00%
500 - 999	¥0	0.00%	¥0	0.00%	¥0	0.00%
1000 - 2999	¥1	14.29%	¥1,256	4.99%	¥37,554	13.39%
3000+	¥2	28.57%	¥23,623	93.89%	¥233,868	83.36%

Project OTA Organic Data

Category:	Processed products-Nuts
Report:	Tmall Organic Nuts #1 Product Analysis
Category:	Processed products-Nuts
	【Nong Gong-Wild Chinese Chestnut】ShengNongJia Natural Organic Chinese Chestnut Cooked 120g
Price:	¥9.9
Sales Volume In Last 30 Days:	¥163,100
Daily Average Sales Volume :	¥5436.09
Transaction Volume Last 30 Days (units):	¥15,517
Daily Ave Transaction Volume (units):	¥517
Notes:	Although Macadamia nuts were the most searched, Chestnuts had the largest sales in the nut category and thus represent the #1 selling nut product.



【农宫-野生板栗】神农架原生态有机板栗坚果特产熟制带壳 120g

全场满18.8元包邮 已热销16000件

原价 ¥19.90 现价 ¥9.90 (限时特惠)

3960 12957 累计评论 交易成功

立即购买 加入购物车

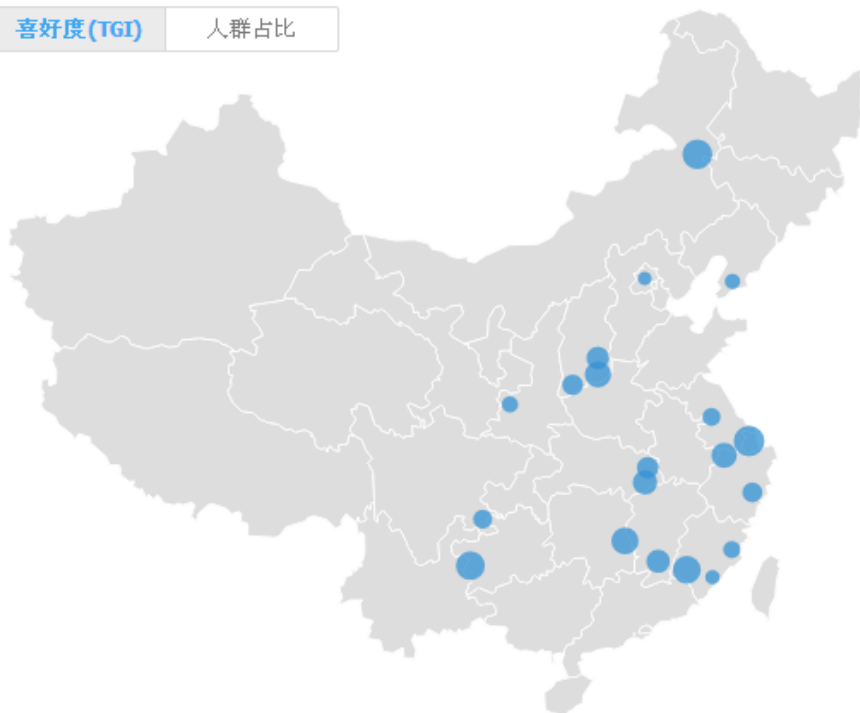
#1 Product Details

特产品类： 神农架野生板栗	Special product category: Shennongjia wild chestnut
食品类型： 地方特色	Food Type: Local specialties
系列： 高山原生态系列	Series: Alpine original eco-series
产地： 中国大陆	Origin: China mainland
省份： 湖北省	Province: Hubei
净含量： 120g	Net weight: 120g
包装方式： 其他	Packing: Other
品牌： 农宫	Brand: Farm Palace

Project OTA Organic Data

Category:	Processed products-Nuts
Report:	Searcher Demographics
Keyword:	有机坚果 (Organic Nuts)
Period:	January 1, 2014 - Jan 15, 2016
Source:	TaoBao Index (PC Search Only)

喜好度 (TGI) 人群占比



Most Popular Search Provinces	
1	BeiJing
2	FuJian
3	NeiMengGu
4	ShanXi
5	JiangXi
6	ShanXi
7	ShangHai
8	HuBei
9	GuangXi
10	ZheJiang
11	HuNan
12	JiLin
13	SiChuan
14	HeBei
15	GuangDong
16	JiangSu
17	AnHui
18	ShanDong
19	HaiNan
20	n/a

Most Popular Search Cities	
1	ShangHai
2	XingAnMeng
3	LiuPanShui
4	LongYan
5	ZhuZhou
6	JinCheng
7	HuZhou
8	HuangShi
9	GanZhou
10	ChangZhi
11	HuangGang
12	YunCheng
13	TaiZhou
14	LuZhou
15	YangZhou
16	FuZhou
17	BaoJi
18	DaLian
19	XiaMen
20	BeiJing

Project OTA Organic Data

Category:	Processed products-Nuts
Report:	Searcher Demographics
Category:	Processed products-Nuts
Data Source	TaoBao Index (PC Search Only)

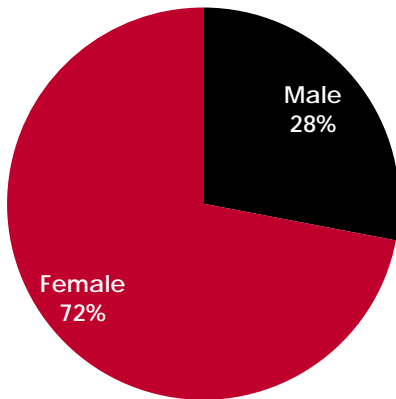
Gender Distribution

Gender	Percentage
Male	28.0%
Female	72.0%

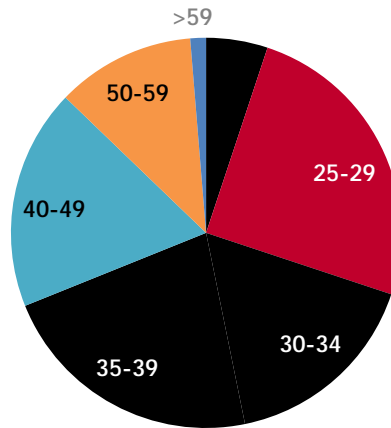
Age Distribution

Age	Percentage
18-24	5.1%
25-29	25.0%
30-34	16.7%
35-39	22.1%
40-49	18.3%
50-59	11.5%
>59	1.3%

Searcher Gender



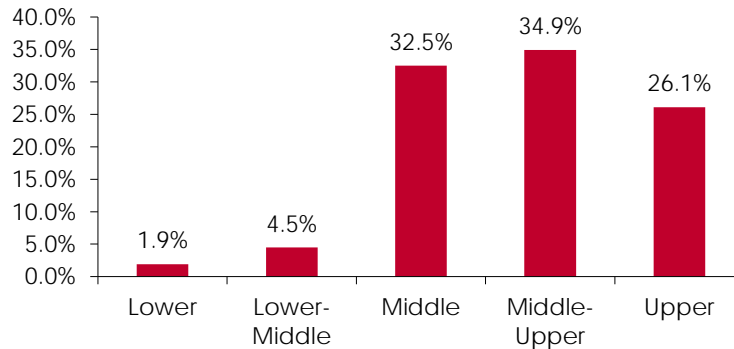
Searcher Age



Social Class Distribution

Social Class	Percentage
Lower	1.9%
Lower-Middle	4.5%
Middle	32.5%
Middle-Upper	34.9%
Upper	26.1%

Searcher Social Class

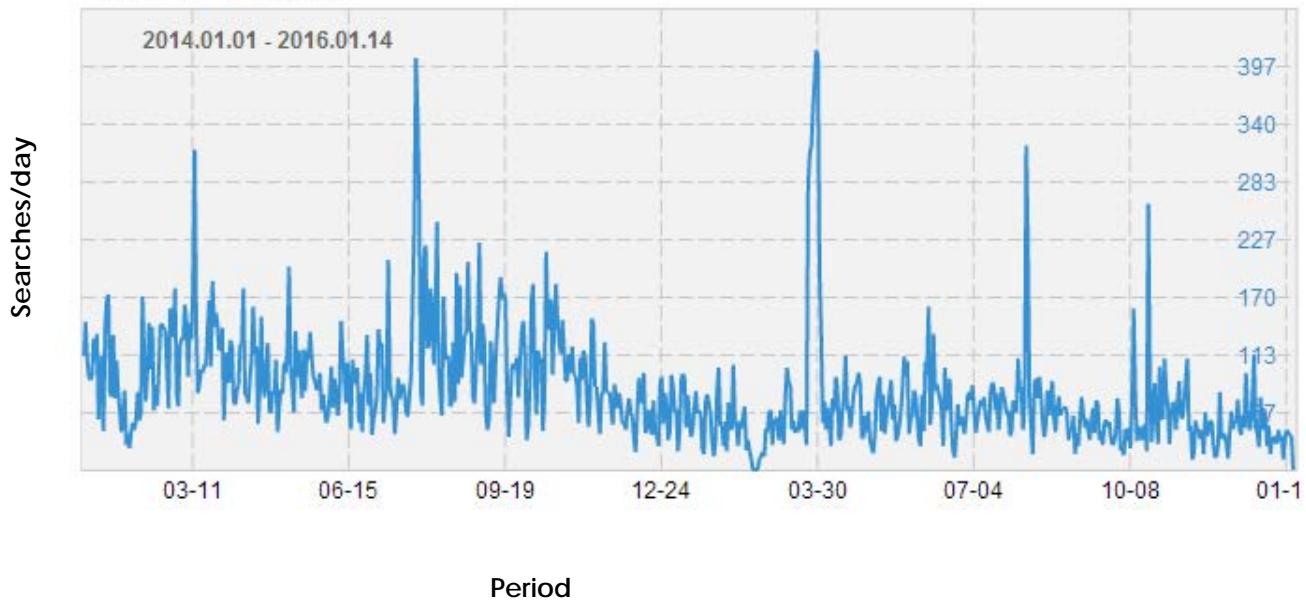


Project OTA Organic Data

Category:	Dairy - Milk Powder (organic)
Report:	Search: Keyword Trends
Data Source:	TaoBao Index (PC Search Only)
Keyword:	有机奶粉 (Organic Milk Powder)
Period:	Jan 1, 2014 - Jan 1, 2016

有机奶粉 (Organic Milk Powder) Daily Keyword Searches

有机奶粉: ■ 搜索指数



Project OTA Organic Data

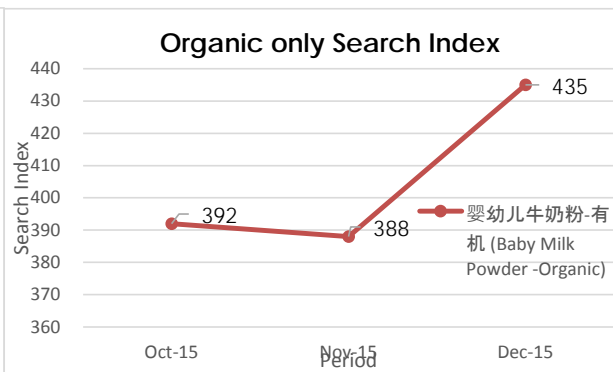
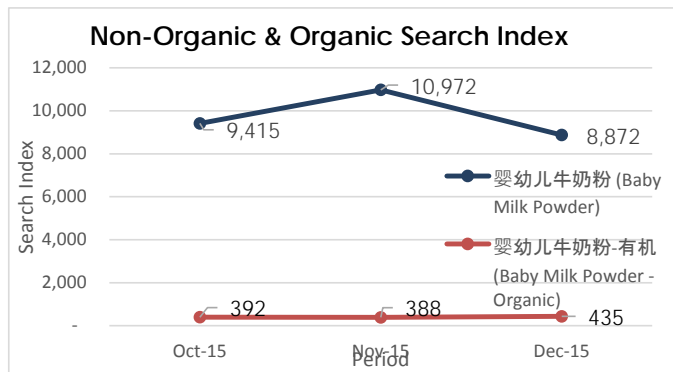
Category:	Dairy - Milk Powder (organic)
Report:	Milk Powder, Organic Milk Powder Search Trends
Category:	Dairy - Milk Powder
Tmall Category:	奶粉/辅食/营养品/零食 (Milk Powder/Supplements/Nutrition/Snacks)
Notes:	Baby milk powder is the most popular item in this category with over 95% of the milk powder market. The data below represents baby milk powder.

Baby Milk Powder (non-organic)

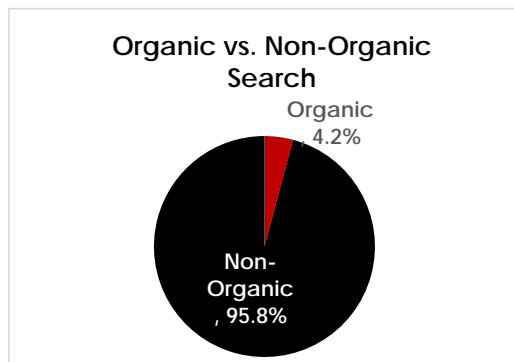
周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	婴幼儿牛奶粉 (Baby Milk Powder)	9,415	96.4%	17,030	98.1%	21.4%
Nov-15	婴幼儿牛奶粉 (Baby Milk Powder)	10,972	95.8%	19,189	97.5%	18.2%
Dec-15	婴幼儿牛奶粉 (Baby Milk Powder)	8,872	95.1%	15,469	97.2%	16.9%
3 Month Average		9,753	95.7%	17,229	97.6%	18.8%

Organic Baby Milk Powder Search Index

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	婴幼儿牛奶粉-有机 (Baby Milk Powder -Organic)	392	99.7%	929	99.9%	60.1%
Nov-15	婴幼儿牛奶粉-有机 (Baby Milk Powder -Organic)	388	99.5%	891	99.7%	55.3%
Dec-15	婴幼儿牛奶粉-有机 (Baby Milk Powder -Organic)	435	99.6%	925	99.8%	59.9%
3 Month Average		405	99.6%	915	99.8%	58.4%

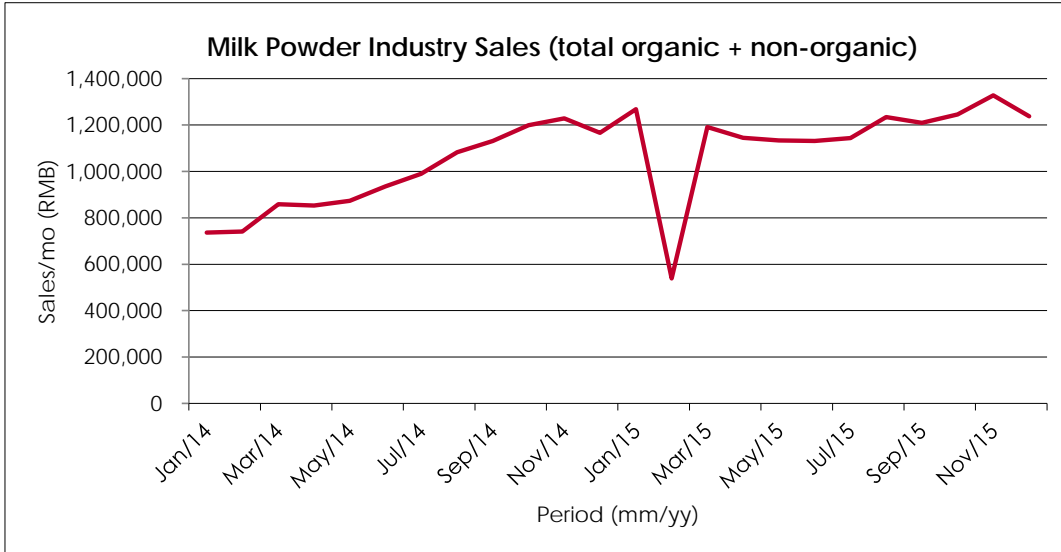


Organic vs. Non-Organic	
Organic	4.2%
Non-Organic	95.8%



Project OTA Organic Data

Category:	Dairy - Milk Powder (general)
Report:	Milk Powder Industry Sales (total organic + non-organic)



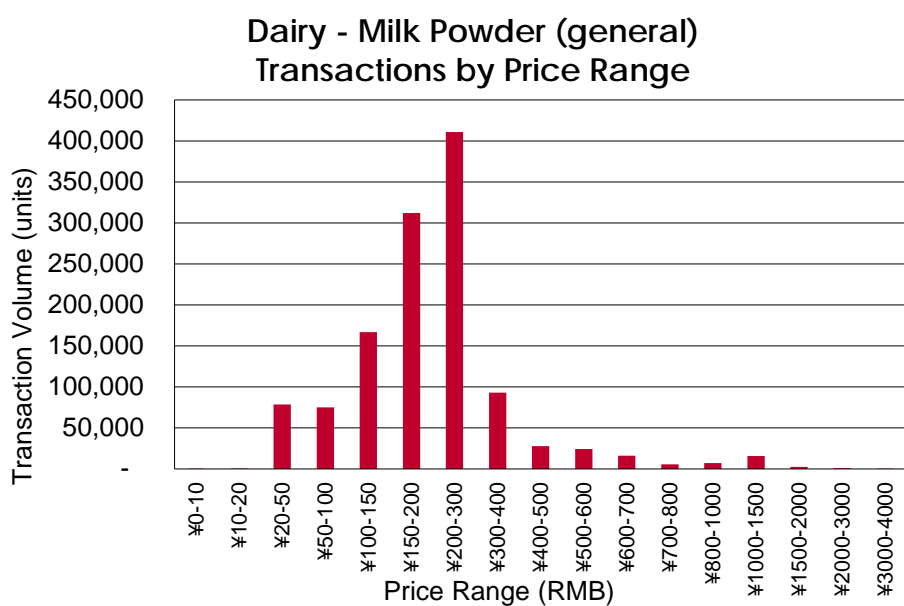
Period (mm/yy)	Sales (RMB)
Jan-14	736,296
Feb-14	740,382
Mar-14	858,892
Apr-14	852,540
May-14	873,313
Jun-14	935,290
Jul-14	990,246
Aug-14	1,083,127
Sep-14	1,131,083
Oct-14	1,198,967
Nov-14	1,228,754
Dec-14	1,166,809
Jan-15	1,268,201
Feb-15	538,790
Mar-15	1,191,632
Apr-15	1,145,010
May-15	1,133,312
Jun-15	1,130,858
Jul-15	1,143,922
Aug-15	1,233,823
Sep-15	1,208,977
Oct-15	1,245,918
Nov-15	1,327,942
Dec-15	1,237,413
2014 Total	11,795,699
2015 Total	13,805,798
Annual Growth Rate	17.0%

Project OTA Organic Data

Category:	Dairy - Milk Powder (general)
Report:	Transactions by Price Range
Period:	Dec., 2015

价格区间	成交量	销售额指数	高质宝贝数
Price Range (RMB)	Transaction Volume (units)	Sales Index	Number of High Quality Products
¥0-10	28	-	2
¥10-20	676	1	5
¥20-50	78,587	303	1,326
¥50-100	75,205	624	1,706
¥100-150	166,988	2,229	3,665
¥150-200	312,066	5,768	6,520
¥200-300	410,883	10,000	6,072
¥300-400	93,100	3,399	1,277
¥400-500	27,869	1,294	466
¥500-600	24,353	1,369	219
¥600-700	15,981	1,076	165
¥700-800	5,439	423	109
¥800-1000	6,989	665	122
¥1000-1500	15,904	2,076	286
¥1500-2000	2,473	445	83
¥2000-3000	857	196	35
¥3000-4000	15	6	1
¥4000-5000	-	-	-

Dairy - Milk Powder (general) Transactions by Price Range



Project OTA Organic Data

Category:	Dairy - Milk Powder
Report:	Top 10 Products
stage:	Latest 30 days, Dec. 14, 2015 - Jan 14, 2016

排名	主图	宝贝名称	价格	销量	店铺掌柜	DSR	信用	所在地	收藏	浏览量	收藏比	评价
Rank	Image	Product Name	Price (RMB)	Sales Volume	Seller's Account Name	Seller Rating	Seller Reputation	Seller Location	Bookmarks	Reviews	Bookmark Ratio	Buyer Evaluations
1		澳洲进口 贝拉米3段有机婴幼儿 奶粉900g*2罐 保税区现货直邮	450	9,223	贝拉米海 外旗舰店	4.9		澳大利亚	9,372	-	T	5,904
2		德国hipp有机 益生菌 Pre段1段2段3段1+ 12+段 2+段 奶粉现货	115	1,753	jacky_ji	4.9		上海	3,560	76,727	4.6%	396
3		丹麦直邮进口 Arla奶粉 阿拉 baby&me爱氏晨曦 婴幼儿有机奶粉 2段	170	892	是非人生1 987	4.9		天津	1,156	8,538	13.5%	939
4		贝拉米 澳洲进口Bellamys有 机婴幼儿奶粉2段900g* 2罐 原装保税直发	490	896	贝拉米海 外旗舰店	4.9		澳大利亚	1,340	-	T	629
5		德国喜宝Hipp有机BI O2段3段4段 12+ 1岁喜宝奶粉800g现 货直邮代购	138	1,418	德国欣码	4.9		广东广州	1,088	49,573	2.2%	447
6		现货-德国直邮 Hipp/喜宝Bio有机系 列奶粉4段12+ 一岁以上 800g	135	2,079	琦琦爱静 静	4.9		山东青岛	1,040	36,240	2.9%	306
7		德国喜宝奶粉HIPP有 机益生菌1段奶粉600 克 原装进口德国代购	110	794	winsonin g2018	4.9		广东深圳	424	2,495	17.0%	313
8		德国奶粉代购喜宝hip p益生菌pre段1段2段 3段1+2+ 有机 600g 直邮	145	2,044	xpch123	4.9		浙江杭州	2,060	52,286	3.9%	780
9		澳洲贝拉米 Bellamys一段婴儿有 机奶粉1段 900g 保税区直邮	250	912	贝拉米海 外旗舰店	4.9		澳大利亚	6,166	-	T	2,066
10		丹麦Arla/阿拉2段原 装进口有机婴幼儿牛 奶粉6月- 3岁直邮代购现货	188	1,245	酷爱玉溪	4.9		丹麦	3,480	25,165	13.8%	906

Project OTA Organic Data

Category:	Dairy - Milk Powder (organic)
Report:	#1 Product Page
Product's name:	From Australia Bellamy's 3 stage Organic Milk Powder 900g*2 Can Free Delivery



澳洲进口 贝拉米3段有机婴幼儿奶粉900g*2罐 保税区现货直邮
 澳洲进口 营养丰富 有机认证 保税区现货

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16:00前付款, 承诺最晚1月22日送达, 迟到赔付

净含量 1800g

月销量 **9220** | 累计评价 **13259**

版本 **三段 900g两罐组合** 二段 三段 900g 一段 900g

数量 件 库存11658件

[立即购买](#) [加入购物车](#)



Project OTA Organic Data

Category:	Dairy - Milk Powder (organic)
Report:	Tmall Organic Milk Powder #1 Store Analysis
天猫店铺 (Tmall Store)	贝拉米海外旗舰店 (Bellamy)
掌柜旺旺 (Seller's Account Of Wangwang)	贝拉米海外旗舰店
店铺宝贝数 SKUs	25
所在地区 Location	香港(Hong Kong)
创店时间 Store Launch	3/21/2014

贝拉米海外旗舰店 (Bellamy) Store Quick Facts

近30天销售额 Sales Volume Last 30 Days RMB	5,960,900	近30天销量 Transaction Volume In Last 30 Days (Units)	17,270	平均成交价 Average Selling Price (RMB)	345.2
平均日销售额 Daily Average Sales Volume RMB	198,700	平均日销量 Daily Average Transaction Volume (Units)	576	近30天滞销宝贝 Unsalable Products Last 30 Days	0
经营数据 Operational Data	<p>价格为450.0 ~ 490.0元宝贝销量占比64.13%，0销量宝贝0件占比0.00%，月销30件以下低销量宝贝6件占比24.00%，月销上千宝贝2件占比8.00%</p> <p>* The transaction volume ratio of the products in price ranges ¥450 ~¥ 490 is 64.13%</p> <p>* The percentage of products with 0 transaction volume is 0%</p> <p>* There are 6 SKUs of products with monthly transaction volumes less than 30 units, 24.00% of SKUs</p> <p>* There are 2 SKUs of products that sold more than one thousand units, representing 8.00% of SKUs</p>				

Product Price Range vs. Number of SKUs Analysis

价格范围 (元)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Price Range (RMB)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
50.0 ~ 132.0	13	52.00%	3153	18.26%	267972	4.50%
139.0 ~ 149.0	7	28.00%	798	4.62%	114752	1.93%
250.0 ~ 282.0	3	12.00%	2244	12.99%	561064	9.41%
450.0 ~ 490.0	2	8.00%	11075	64.13%	5017110	84.17%

Unit Sales vs. SKU Volume Analysis

销量范围 (件)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Sales Range (Units)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
1 ~ 29	6	24.00%	105	0.61%	11,211	0.19%
30 ~ 199	9	36.00%	834	4.83%	74,071	1.24%
200 ~ 499	5	20.00%	1826	10.57%	286,210	4.80%
500 ~ 999	3	12.00%	2487	14.40%	536,706	9.00%
1000 ~ 2999	1	4.00%	1777	10.29%	444,250	7.45%
3000+	1	4.00%	10241	59.30%	4,608,450	77.31%

Project OTA Organic Data

Category:	Dairy - Milk Powder (organic)
Report:	#1 Product Analysis
	From Australia Bellamy's 3 period Organic Milk Powder 900g*2 Can Free Delivery
Price:	¥450
Sales Volume In Last 30 Days:	¥4150,400
Daily Average Sales Volume :	¥138,300
Transaction Volume Last 30 Days (units):	9223
Daily Ave Transaction Volume (units):	307



#1 Product Details

食品添加剂(Food Additives)	无(No)
保质期(Experation date)	1095
厂址(Factory site)	52-54 Tamar Street , Launceston
储藏方法(Storage methods)	阴凉干燥处25度(Cool dry place 25 degrees)
包装种类(Packing)	罐装(Canned)
适用年龄(Suitable age)	1周岁以上(More than 1 year old)
适用阶段(Applicable stage)	三段(3 stage)
厂名(Compamy name)	Bellamy's Organic Pty Ltd
品牌(Brand)	Bellamy's/贝拉米
联系方式(Manufacturers Contact)	1800-010-460
表聚糖(List of ingredients glycans)	脱盐乳精·植物油·乳糖·脱脂乳·低聚糖·果糖·淀粉·乳清蛋白浓缩物·碳酸钙·柠檬酸钾·氯化钾·鱼油·氯化镁·钙磷酸盐·维生素C, 大豆软磷脂·氯化胆碱·牛磺酸·核苷酸, 硫酸亚铁·维生素E, 硫酸锌·肌醇·(Fine desalting milk, vegetable oils, lactose, skimmed milk, oligosaccharides, fructose, starch, whey protein concentrate, calcium carbonate, potassium citrate, potassium chloride, fish oil, magnesium chloride, calcium phosphate, vitamin C, soy lecithin , choline chloride, taurine, nucleotides, ferrous sulfate, vitamin E, zinc sulfat, inositol,)
含量(Net content of milk powder)	900g两罐组合(900g 2 cans combination)
规格(Specification)	900g两罐组合(900g 2 cans combination)
重量(g)(Weight)	1800g
销售地(Sale location)	澳大利亚(Australia)
生产日期(Production Date)	2015年01月01日至2015年09月01日(January 1, 2015 to September 1, 2015)
原产地(Origin)	澳大利亚(Australia)
包装方式(Packing)	包装(package)
系列(Series)	有机(澳洲版)(Organic (Australian version))

Project OTA Organic Data

Category:	Dairy - Milk Powder (organic)
Report:	Searcher Demographics
Keyword:	有机奶粉 (Organic Milk Powder)
Period:	January 1, 2014 - Jan 15, 2016
Source:	TaoBao Index (PC Search Only)

喜好度(TGI)

人群占比



Most Popular Search Cities

1	BeiJing	11	GuiYang
2	ShangHai	12	HeFei
3	ChangSha	13	ZhengZhou
4	YongZhou	14	NanChang
5	ChongQing	15	ChengDu
6	QiZhou	16	WuHan
7	BeiJing	17	ZhenJiang
8	NanNing	18	WenZhou
9	JiangMen	19	NanTong
10	JiNan	20	GanZhou

Most Popular Search Provinces

1	BeiJing	11	JiangSu
2	ChongQing	12	ShanDong
3	HuNan	13	HeNan
4	ShangHai	14	ZheJiang
5	SiChuan	15	GuangDong
6	GuangXi	16	FuJian
7	JiangXi	17	ShanXi
8	AnHui	18	LiaoNing
9	HuBei	19	ShanXi
10	YunNan	20	TianJing

Project OTA Organic Data

Category:	Dairy - Milk Powder (organic)
Report:	Searcher Demographics
Data Source:	TaoBao Index (PC Search Only)

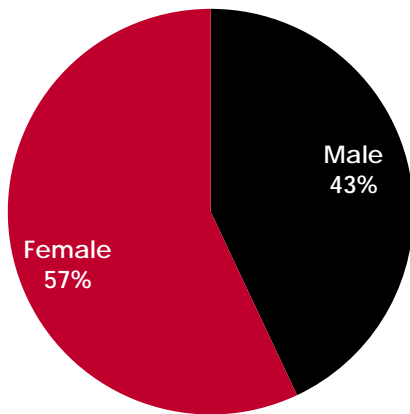
Gender Distribution

Gender	Percentage
Male	43.0%
Female	57.0%

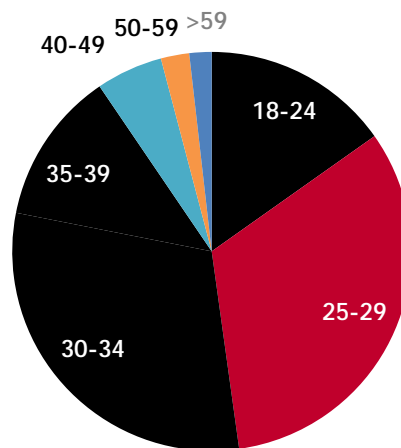
Age Distribution

Age	Percentage
18-24	15.2%
25-29	32.6%
30-34	30.3%
35-39	12.4%
40-49	5.4%
50-59	2.3%
>59	1.8%

Searcher Gender



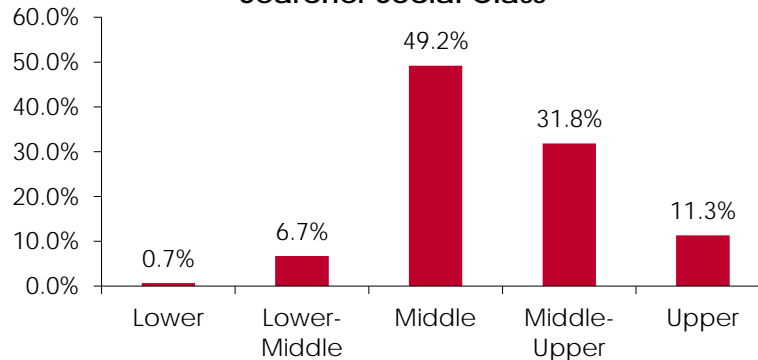
Searcher Age



Social Class Distribution

Social Class	Percentage
Lower	0.7%
Lower-Middle	6.7%
Middle	49.2%
Middle-Upper	31.8%
Upper	11.3%

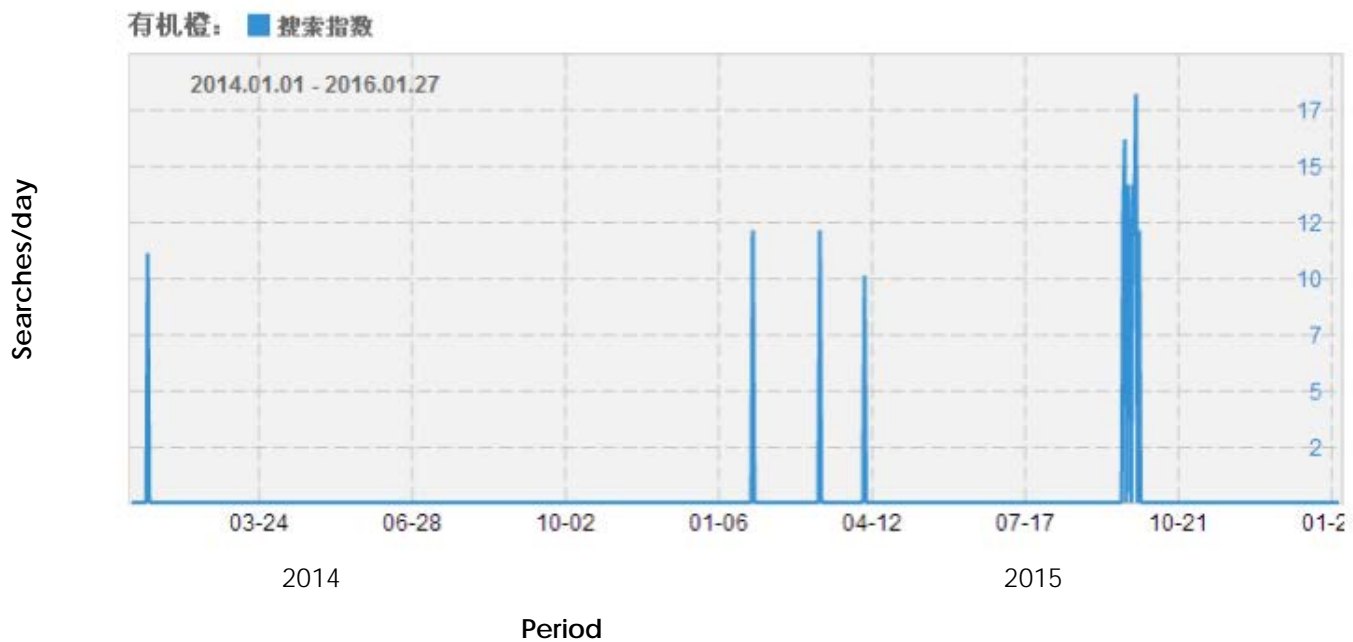
Searcher Social Class



Project OTA Organic Data

Category:	Fruit and Vegetable - Orange (organic)
Report:	Search: Keyword Trends
Data Source:	TaoBao Index (PC Search Only)
Keyword:	有机橙 (Organic Orange)
Period:	Jan 1, 2014 - Jan 1, 2016
Notes:	Searches for Organic Oranges are low, as Chinese consumers typically search Oranges, then choose based on quality, pricing, etc.

有机橙 (Organic Orange) Daily Keyword Searches



Project OTA Organic Data

Category:	Fruit and Vegetable - Orange (organic)
Report:	Orange, Organic Orange Search Trends
Tmall Category:	水产肉类/新鲜蔬果/熟食(Aquatic Product And Meat / Fresh Vegetables And Fruit / cooked Food)

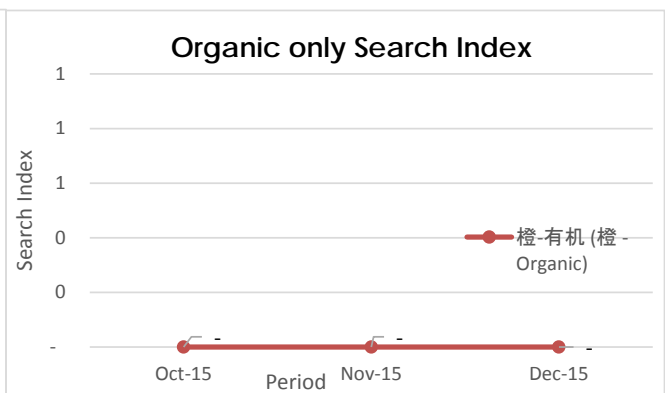
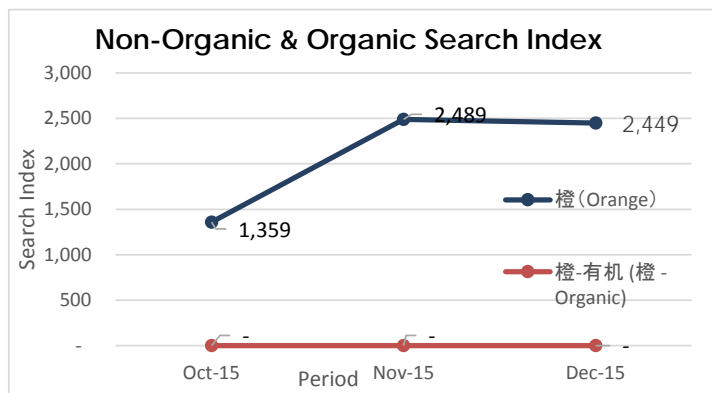
Orange (generic) Search

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	橙 (Orange)	1,359	99.5%	2,841	99.8%	61.4%
Nov-15	橙 (Orange)	2,489	99.5%	5,239	99.8%	63.1%
Dec-15	橙 (Orange)	2,449	99.2%	5,437	99.7%	64.5%
3 Month Average		2,099	99.4%	4,506	99.8%	63.0%

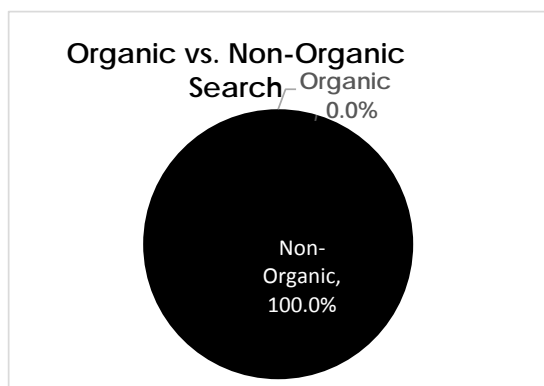
Organic Orange Search Index

* Data too low to measure

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	橙-有机 (橙 -Organic)	n/a	n/a	n/a	n/a	n/a
Nov-15	橙-有机 (橙 -Organic)	n/a	n/a	n/a	n/a	n/a
Dec-15	橙-有机 (橙 -Organic)	n/a	n/a	n/a	n/a	n/a
3 Month Average		n/a	n/a	n/a	n/a	n/a

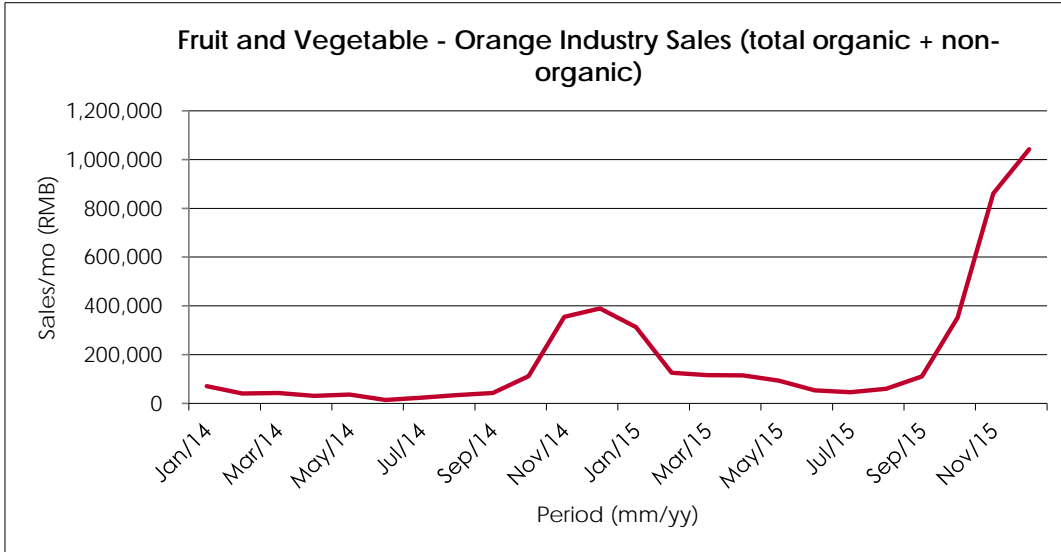


Organic vs. Non-Organic	
Organic	0.0%
Non-Organic	100.0%



Project OTA Organic Data

Category:	Fruit and Vegetable - Orange (general)
Report:	Orange Industry Sales (total organic + non-organic)



Period (mm/yy)	Sales (RMB)
Jan-14	70,377
Feb-14	40,202
Mar-14	43,226
Apr-14	30,813
May-14	35,775
Jun-14	14,078
Jul-14	23,436
Aug-14	34,291
Sep-14	42,986
Oct-14	111,821
Nov-14	355,052
Dec-14	389,487
Jan-15	313,494
Feb-15	125,851
Mar-15	116,044
Apr-15	115,248
May-15	93,484
Jun-15	53,661
Jul-15	45,591
Aug-15	60,148
Sep-15	110,692
Oct-15	352,264
Nov-15	860,984
Dec-15	1,042,483
2014 Total	1,191,544
2015 Total	3,289,944
Annual Growth Rate	176.1%

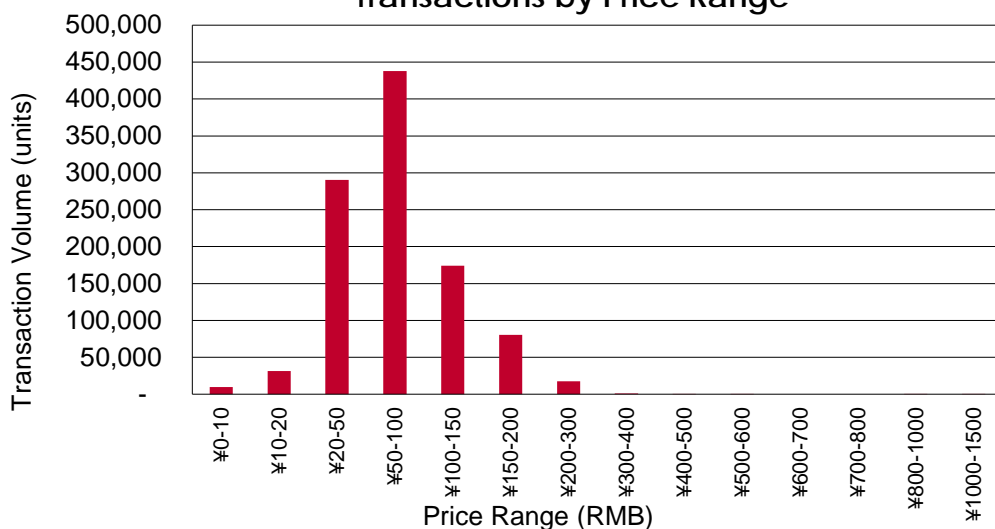
Project OTA Organic Data

Category:	Fruit and Vegetable - Orange (general)
Report:	Transactions by Price Range
Period:	Dec., 2015

价格区间	成交量	销售额指数	高质宝贝数
Price Range (RMB)	Transaction Volume (units)	Sales Index	Number of High Quality Products
¥0-10	9,731	16	153
¥10-20	31,367	169	143
¥20-50	290,484	3,285	940
¥50-100	437,910	10,000	2,263
¥100-150	173,947	6,456	1,182
¥150-200	80,375	4,186	509
¥200-300	17,608	1,209	175
¥300-400	815	84	19
¥400-500	56	7	3
¥500-600	31	5	2
¥600-700	-	-	-
¥700-800	-	-	-
¥800-1000	129	38	3
¥1000-1500	30	10	2

Fruit and Vegetable - Orange (general) Transactions by Price Range

Fruit and Vegetable - Orange(general)
Transactions by Price Range



Project OTA Organic Data

Category:	Fruit and Vegetable - Orange (Organic)
Report:	Top 10 Products
stage:	Latest 30 days, Dec. 14, 2015 - Jan 14, 2016

排名	主图	宝贝名称		价格	销量	店铺掌柜	DSR	信用	所在地		收藏	浏览量	收藏比	评价
Rank	Image	Product Name	Product Name (Translation)	Price (RMB)	Sales Volume	Seller's Account Name	Seller Rating	Seller Reputation	Seller Location	Seller Location (Translation)	Bookmarks	Reviews	Bookmark Ratio	Buyer Evaluations
1		正宗江西赣南脐橙10斤装赣州新鲜水果冰糖橙子寻乌信丰有机包邮	Authentic Jiangxi Gannan navel orange 10 kg loaded Ganzhou fresh fruit sweet sugar orange xunwu Xinfeng organic free shipping	39.8	9,352	帝果庄园	4.7		江西 赣州	Ganzhou, Jiangxi	5,450	33,146	16.44%	4,781
2		正宗湖南麻阳冰糖橙子新鲜水果纯天然10斤装农家有机甜橙麻橙包邮	Authentic Hunan Mayang fresh fruit natural orange 10 kg loaded organic orange farm hemp orange shipping	38	3,436	似水柔情19850105	4.7		湖南 怀化	Huaihua	1,846	7,316	25.23%	667
3		重庆奉节脐橙正宗新鲜纯天然PK赣南橙子20斤包邮有机孕妇水果现摘	Fengjie Orange PK authentic fresh natural orange Gannan shipping 20 pounds of organic fruits	88.8	4,032	小马飞局	4.8		重庆	Chongqing	670	4,298	15.59%	404
4		奉节特产10斤装精品超甜精选水果新鲜脐橙有机橙纯天然绿色食品	Fengjie specialty boutique Super Sweet 10 pounds mounted featured fresh fruit organic navel orange natural green food	48.8	1,170	毅力yi	4.7		重庆	Chongqing	640	6,037	10.60%	194
5		【全网最低】永兴冰糖橙有机孕妇水果5斤装正宗湖南特产纯甜橙子	Lowest price Yongxing orange crystal sugar 5 pounds of organic fruits pregnant authentic Hunan specialty pure orange	26.9	1,332	myyang117	4.7		湖南 郴州	Hunan Chenzhou	342	3,433	9.96%	228
6		广西特产农家正宗富川脐橙 橙子新鲜水果 纽荷尔脐橙孕妇有机10斤	Guangxi specialty authentic farmhouse Bucheon navel orange fruit Newhall pregnant organic fresh 10 pounds	88	667	liuning211520	4.9		广西 贺州	Hezhou	1,658	13,549	12.24%	369
7		正宗重庆奉节脐橙新鲜纯天然孕妇有机水果现摘10斤包邮非赣南橙子	Authentic Chongqing Fengjie Orange natural fresh organic fruits pregnant women now pick 10 pounds shipping non Gannan oranges	55.9	1,299	橙都壹号	4.8		重庆	Chongqing	946	21,327	4.44%	381
8		正宗江西脐橙纯天然新鲜有机水果农家橙子赣南超甜现摘10斤装包邮	Authentic Jiangxi Orange natural fresh organic fruit farm now pick oranges Gannan Super Sweet 10 pounds loaded shipping	39.8	966	hikeretro	4.6		江西 赣州	Ganzhou, Jiangxi	1,054	13,466	7.83%	1,086
9		中华红橙 血橙 橙子新鲜水果 有机秬脐橙 纯天然孕妇甜5斤 包邮	Chinese red-orange blood orange oranges fresh fruit natural organic Zigui Orange pregnant sweet 5 pounds shipping	32	638	丰和橙	4.8		湖北 宜昌	Yichang, Hubei	346	1,002	34.53%	43
10		正宗永兴冰糖橙有机甜橙新鲜水果橙子胜云冠橙橙脐橙整箱18斤装	Authentic Wing Hing candy orange oranges organic sweet orange fresh fruits Orange 18 pounds mounted	88	655	shmilyhappy39	4.8		湖南 郴州	Hunan Chenzhou	1,030	19,819	5.20%	642

Project OTA Organic Data

Category:	Fruit and Vegetable - Orange (organic)
Report:	#1 Product Page
Product's name:	Authentic Jiangxi Gannan navel orange 10 kg loaded Ganzhou fresh fruit sweet sugar orange xunwu Xinfeng organic free shipping



正宗江西赣南脐橙10斤装赣州新鲜水果甜冰糖橙子寻乌信丰有机包邮

正宗赣南脐橙 天然有机 现摘现发

价格	¥178.00	4781	6517
		累计评论	交易成功
淘宝价	¥39.80 今日特价		

¥ 店铺红包可抵5.00元 [领取](#)
¥ 淘金币可抵0.39元

配送: 江西赣州 至 全国 快递 ¥15.00 卖家承诺72小时内发货

数量: 1 件(库存11146件)

立即购买
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支付: [快捷支付](#) [信用卡支付](#) [余额宝支付](#) [集分宝](#)

提醒: 此商品为鲜活易腐类, 不支持7天无理由退货







Project OTA Organic Data

Category:	Fruit and Vegetable - Orange (organic)
Report:	Taobao Organic Orange #1 Store Analysis
店铺 (Store)	陈氏阳光果园(ChenShi Sunshine Orchard)
掌柜旺旺 (Seller's Account Of Wangwang)	帝果庄园(Di Guo Zhuang Yuan)
店铺宝贝数 SKUs	41
创店时间 Store Launch	11/3/2015

陈氏阳光果园(ChenShi Sunshine Orchard) Store Quick Facts					
近30天销售额 Sales Volume Last 30 Days RMB	870,300	近30天销量 Transaction Volume In Last 30 Days (Units)	16,691	平均成交价 Average Selling Price (RMB)	52.1
平均日销售额 Daily Average Sales Volume RMB	29,000	平均日销量 Daily Average Transaction Volume (Units)	556	近30天滞销宝贝 Unsalable Products Last 30 Days	0
经营数据 Operational Data	价格为19.6 - 87.98元宝贝销量占比99.10%，0销量宝贝0件占比0.00%，月销30件以下低销量宝贝25件占比60.98%，月销上千宝贝3件占比7.32% * The transaction volume ratio of the products in price ranges ¥19.6 - ¥87.98 is 99.10% * The percentage of products with 0 transaction volume is 0.00% * There are 25 SKUs of products with monthly transaction volumes less than 30 units, 60.98% of SKUs * There are 3 SKUs of products that sold more than one thousand units, representing 7.32% of SKUs				

Product Price Range vs. Number of SKUs Analysis

价格范围 (元)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Price Range (RMB)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
19.6 ~ 87.98	24	58.54%	16540	99.10%	849498.32	97.61%
97.02 ~ 158.4	11	26.83%	126	0.75%	15723.45	1.81%
167.31 ~ 196.71	3	7.32%	18	0.11%	3100.47	0.36%
265.28 ~ 268.0	2	4.88%	6	0.04%	1594.4	0.18%
368.0 ~ 368.0	1	2.44%	1	0.01%	368	0.04%

Unit Sales vs. SKU Volume Analysis

销量范围 (件)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Sales Range (Units)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
1 ~ 29	25	60.98%	210	1.26%	22,329	2.57%
30 ~ 199	9	21.95%	837	5.01%	44,139	5.07%
200 ~ 499	4	9.76%	1322	7.92%	73,069	8.40%
500 ~ 999	0	0.00%	0	0.00%	-	0.00%
1000 ~ 2999	2	4.88%	4970	29.78%	362,278	41.63%
3000+	1	2.44%	9352	56.03%	368,469	42.34%

Project OTA Organic Data

Category:	Fruit and Vegetable - Orange (organic)
Report:	#1 Product Analysis
Product's name:	Authentic Jiangxi Gannan navel orange 10 kg loaded Ganzhou fresh fruit sweet sugar orange xunwu Xinfeng organic free shipping
Price:	¥39.8
Sales Volume In Last 30 Days:	¥368,500
Daily Average Sales Volume :	¥12,300
Transaction Volume Last 30 Days (units):	9352
Daily Ave Transaction Volume (units):	312



The screenshot shows a Taobao product listing for '正宗江西赣南脐橙10斤装赣州新鲜水果甜冰糖橙子寻乌信丰有机包邮'. The price is listed as ¥178.00, with a current '淘宝价' (Taobao price) of ¥39.80. The product has 4781 reviews and 6517 successful transactions. It includes details about delivery (江西赣州 to 全国) and quantity (1 unit, 11146 in stock). Payment options like '快捷支付' and '信用卡支付' are visible.

#1 Product Details	
食品类型：初级农产品	Food types: primary agricultural products
产地：中国大陆	Origin: China mainland
配送频次：1周1次	Delivery frequency: once a week
城市：赣州市	City: Ganzhou
售卖方式：单品	By way of sale: a single product
套餐份量：4人份	Package Servings: 4 servings
品牌：陈氏阳光	Brand: Chen Sun
净含量：2.5kg(含) -5kg(不含)	Net weight: 2.5kg (including) -5kg (not included)
特产品类：脐橙	Special product category: Orange
包装方式：其他	Packing: Other
水果种类：脐橙	Fruit Type: Orange
价格：101-200元	Price: 101-200
省份：江西省	Province: Jiangxi
同城服务：同城24小时卖家送货上门	City services: city 24 hours sellers delivery
套餐周期：1周	Package cycle: 1 week
热卖时间：1月,2月,3月,10月,11月,12月	Hot Time: January, February, March, October, November, December

Project OTA Organic Data

Category:	Fruit and Vegetable - Orange (organic)
Report:	Searcher Demographics
Keyword:	有机橙 (Organic Orange)
Period:	January 1, 2014 - Jan 15, 2016
Source:	TaoBao Index (PC Search Only)



Most Popular Search Provinces			
1	HuNan	11	ShanDong
2	ZheJiang	12	HeNan
3	JiangXi	13	BeiJing
4	GuangDong	14	n/a
5	ShangHai	15	n/a
6	HuBei	16	n/a
7	ChongQing	17	n/a
8	HeBei	18	n/a
9	FuJian	19	n/a
10	JiangSu	20	n/a

Most Popular Search Cities			
1	ShangHai	11	XingTai
2	BeiJing	12	XiangYang
3	JiaXing	13	XinYang
4	PingXiang	14	GuangZhou
5	ChangSha	15	WenZhou
6	ChenZhou	16	HuiZhou
7	SuQian	17	TaiZhou
8	XianNing	18	ShenZhen
9	HeZhe	19	DongGuan
10	FuZhou	20	ShangHai

Project OTA Organic Data

Category:	Fruit and Vegetable - Orange (organic)
Report:	Searcher Demographics
Data Source:	TaoBao Index (PC Search Only)

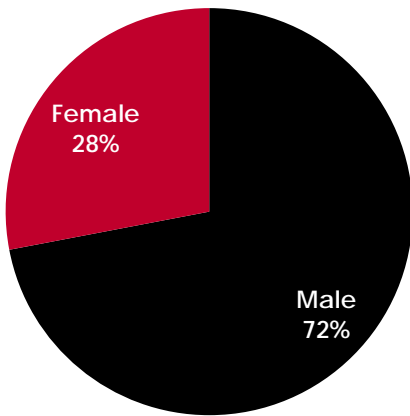
Gender Distribution

Gender	Percentage
Male	72.0%
Female	28.0%

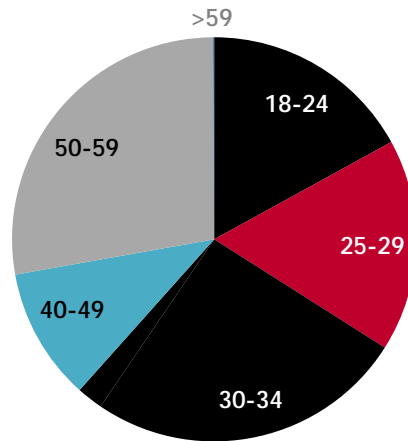
Age Distribution

Age	Percentage
18-24	17.0%
25-29	17.0%
30-34	25.5%
35-39	2.1%
40-49	10.6%
50-59	27.7%
>59	0.1%

Searcher Gender



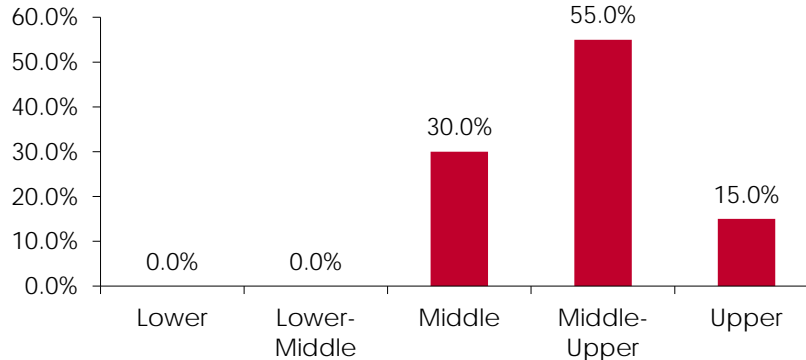
Searcher Age



Social Class Distribution

Social Class	Percentage
Lower	0.0%
Lower-Middle	0.0%
Middle	30.0%
Middle-Upper	55.0%
Upper	15.0%

Searcher Social Class

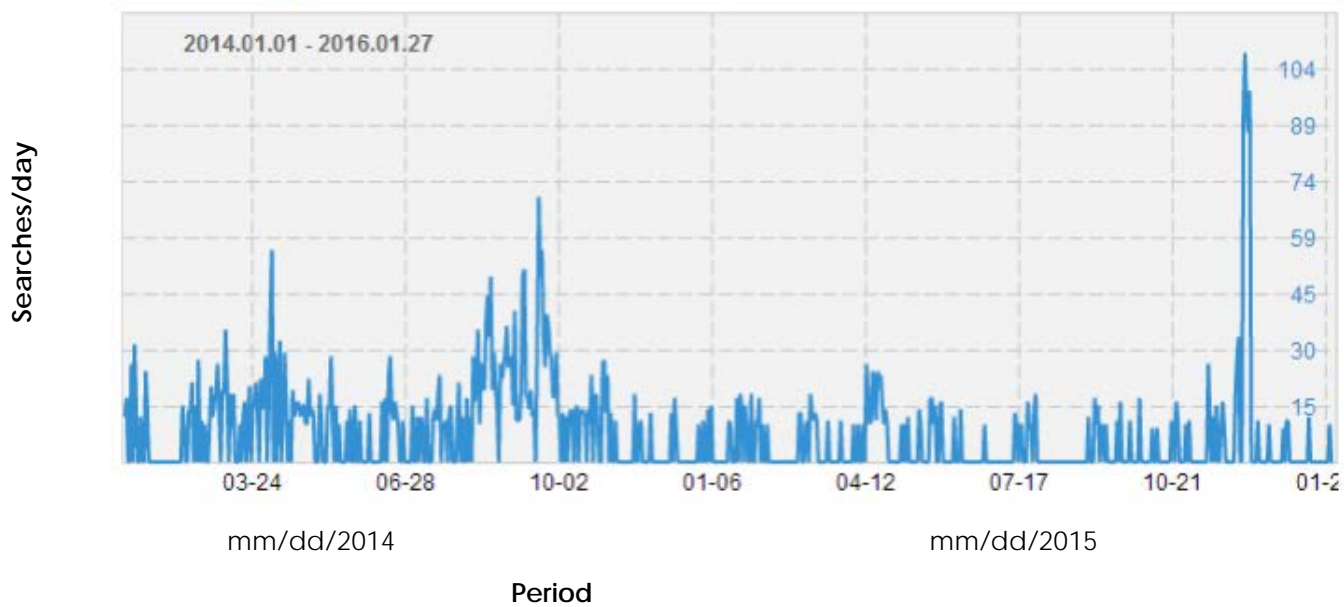


Project OTA Organic Data

Category:	Fruit and Vegetable- Potato (organic)
Report:	Search: Keyword Trends
Data Source:	TaoBao Index (PC Search Only)
Keyword:	有机土豆 (Organic Potato)
Period:	Jan 1, 2014 - Jan 1, 2016

有机土豆 (Organic Potato) Daily Keyword Searches

有机土豆: ■ 搜索指数



Project OTA Organic Data

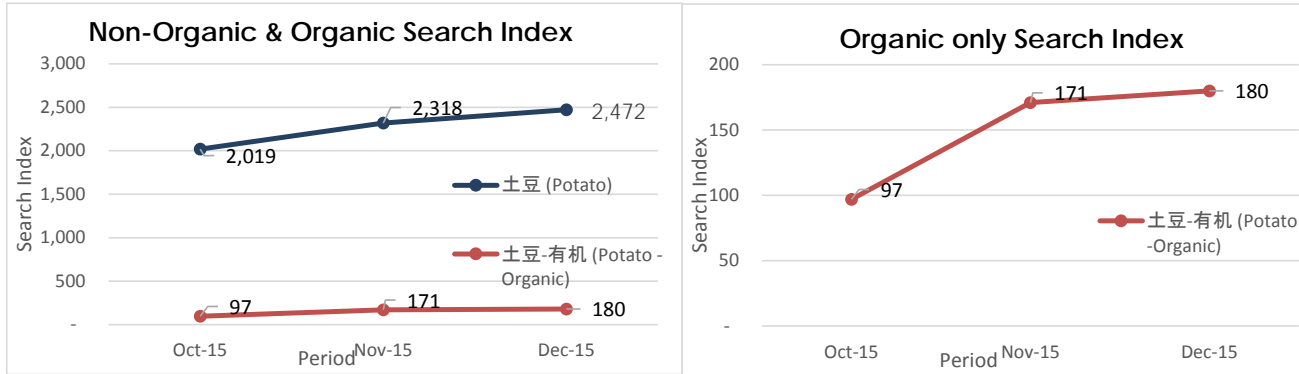
Category:	Fruit and Vegetable- Potato (organic)
Report:	Potato, Organic Potato Search Trends
Tmall Category:	水产肉类/新鲜蔬果/熟食 (Aquatic Product And Meat /Fresh Vegetables And Fruit / Cooked Food)

Potato Search index (non-organic)

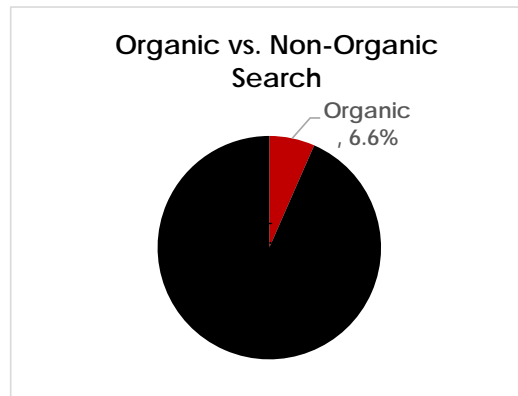
周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	土豆 (Potato)	2,019	98.0%	3,400	98.9%	35.1%
Nov-15	土豆 (Potato)	2,318	97.8%	3,949	98.8%	30.8%
Dec-15	土豆 (Potato)	2,472	98.1%	4,198	98.8%	28.5%
3 Month Average		2,270	98.0%	3,849	98.8%	31.5%

Organic Potato Search Index

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	土豆-有机 (Potato -Organic)	97	95.0%	256	96.2%	77.6%
Nov-15	土豆-有机 (Potato -Organic)	171	99.3%	366	99.6%	103.6%
Dec-15	土豆-有机 (Potato -Organic)	180	91.3%	366	92.3%	83.4%
3 Month Average		149	95.2%	329	96.0%	88.2%

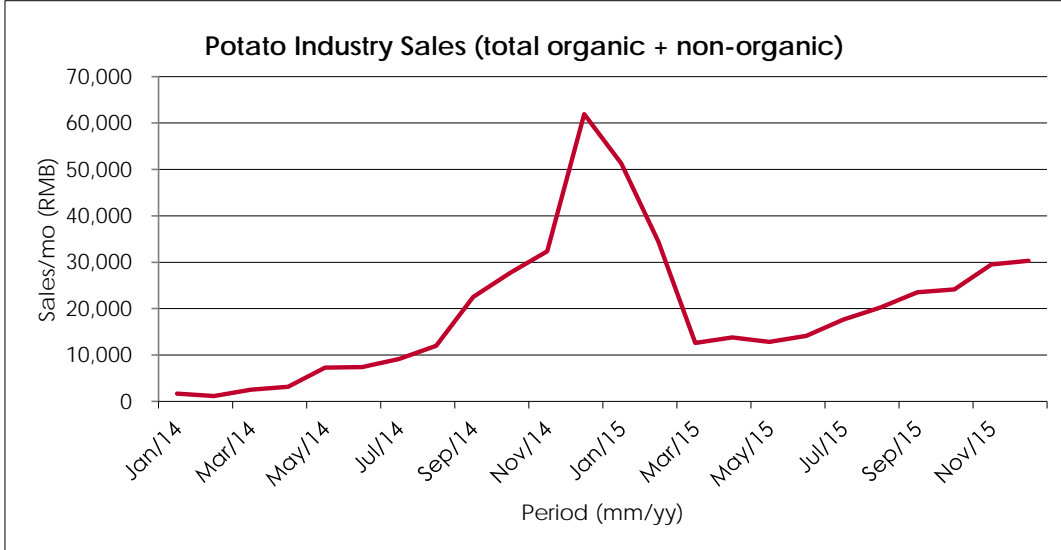


Organic vs. Non-Organic	
Organic	6.6%
Non-Organic	93.4%



Project OTA Organic Data

Category:	Fruit and Vegetable- Potato (general)
Report:	Potato Industry Sales (total organic + non-organic)



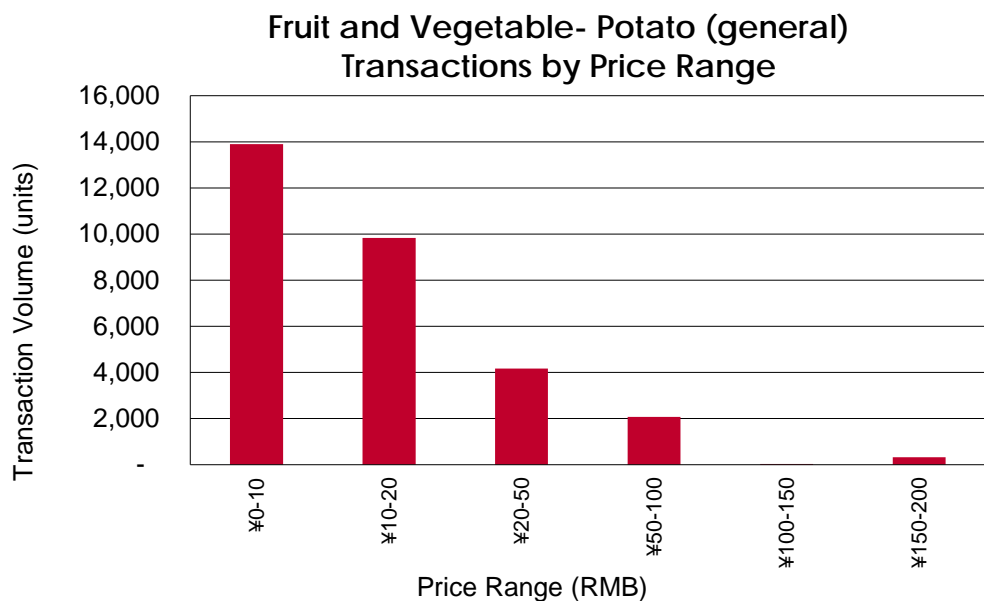
Period (mm/yy)	Sales (RMB)
Jan-14	1,654
Feb-14	1,153
Mar-14	2,508
Apr-14	3,140
May-14	7,266
Jun-14	7,401
Jul-14	9,170
Aug-14	11,992
Sep-14	22,477
Oct-14	27,715
Nov-14	32,330
Dec-14	61,920
Jan-15	51,287
Feb-15	34,478
Mar-15	12,575
Apr-15	13,797
May-15	12,800
Jun-15	14,127
Jul-15	17,629
Aug-15	20,219
Sep-15	23,496
Oct-15	24,171
Nov-15	29,494
Dec-15	30,336
2014 Total	188,726
2015 Total	284,409
Annual Growth Rate	50.7%

Project OTA Organic Data

Category:	Fruit and Vegetable- Potato (general)
Report:	Transactions by Price Range
Period:	Dec., 2015

价格区间	成交量	销售额指数	高质宝贝数
Price Range (RMB)	Transaction Volume (units)	Sales Index	Number of High Quality Products
¥0-10	13,903	4,441	128
¥10-20	9,834	8,847	48
¥20-50	4,165	8,937	53
¥50-100	2,073	10,000	23
¥100-150	38	329	2
¥150-200	323	3,512	3

Fruit and Vegetable- Potato (general) Transactions by Price Range



Project OTA Organic Data

Category:	Fruit and Vegetable- Potato
Report:	Top 10 Products
stage:	Latest 30 days, Dec. 14, 2015 - Jan 14, 2016

排名	主图	宝贝名称	价格	销量	店铺掌柜	DSR	信用	所在地	收藏	浏览量	收藏比	评价
Rank	Image	Product Name	Price (RMB)	Sales Volume	Seller's Account Name	Seller Rating	Seller Reputation	Seller Location	Bookmarks	Reviews	Bookmark Ratio	Buyer Evaluations
1		农家自种 有机小土豆 迷你土豆 非转基因 新鲜现挖 洋芋黄心土豆	3.9	6,494	然宝掌柜	4.8	◆◆	山东 济宁	688	6,224	11.05%	470
2		15年新鲜红皮土豆马铃薯 洋芋有机蔬菜马铃薯 非转基因5斤包邮	19.5	909	张宏宝8339	4.8	◆◆◆◆	甘肃 定西	602	4,635	12.99%	425
3		甘肃定西红皮土豆 马铃薯土豆种子农家直销 有机新鲜蔬菜5斤包邮	18.9	997	办公设备服务7	4.8	◆◆◆◆	甘肃 定西	322	3,091	10.42%	325
4		密云山区 山脚下的土豆 有机蔬菜 小土豆 农家肥 不催长自然健康	10	632	孔二楞子	4.8	◆◆◆◆	北京	186	14,299	1.30%	212
5		乌兰察布产地直销新土豆后旗红绿色有机农家肥马铃薯精装9斤包邮	178	429	kainss	4.8	◆◆◆◆	内蒙古 乌兰察布	1,076	2,541	42.35%	295
6		北大杨哥 有机种植无公害蔬菜土豆马铃薯洋芋头	6.4	519	wuxifarm	4.8	◆◆	江苏 无锡	48	1,775	2.70%	190
7		甘肃定西红皮土豆 马铃薯土豆种子农家直销 有机新鲜蔬菜5斤包邮	18.9	340	tb3202180	4.9	◆◆	甘肃 定西	80	849	9.42%	59
8		密云农家 新鲜土豆 马铃薯，自然生长 有机肥 无农药 新鲜速达	10	319	小鱼儿2868	4.8	◆◆◆	北京	68	5,680	1.20%	112
9		农家自种 有机小土豆 迷你土豆 非转基因 新鲜现挖 洋芋黄心土豆	4.5	1,022	齐鲁戴代	4.8	◆◆	山东 济宁	194	2,503	7.75%	155
10		有机非转基因绿色-龙腾堂牌当季紫土豆马铃薯-包邮农家洋芋新鲜	2	1,189	long_gm	4.8	◆◆◆◆	山东 枣庄	194	2,976	6.52%	268

Project OTA Organic Data

Category:	Fruit and Vegetable- Potato (organic)
Report:	#1 Product Page
Product's name:	Farm from the kinds of small organic non-genetically modified potato mini potatoes freshly dug potatoes ¥3.9/500g



农家自种 有机小土豆 迷你土豆 非转基因 新鲜现挖 洋芋黄心土豆

山东农家自产土豆，乒乓球不大不小，吃着正好。老品种土豆产量低，价格比市场上常见的土豆高很多，目前我们是亏本促销，大家不用担心价低品质不好。这种黄心土豆易熟、淀粉含量高、口感好，喜欢吃土豆的朋友不要错过哦！

价格 ~~¥10.70~~ 470 4580
累计评论 交易成功

淘宝价 **¥3.90** 一天后提价

配送 山东济宁 至 全国 快递 ¥6.00

数量 件(库存86434件)

立即购买

加入购物车

支付 快捷支付 余额宝支付 集分宝

提醒 此商品为鲜活易腐类，不支持7天无理由退货

Project OTA Organic Data

Category:	Fruit and Vegetable- Potato (organic)
Report:	Taobao Organic Potato #1 Store Analysis
店铺 (Store)	醉美乡村农产品 (Zui Mei Country Product)
掌柜旺旺 (Seller's Account Of Wangwang)	然宝掌柜(RanBao Zhang Gui)
店铺宝贝数 SKUs	¥5
所在地区 Location	n/a
创店时间 Store Launch	7/13/2015

醉美乡村农产品 (Zui Mei Country Product) Store Quick Facts

近30天销售额 Sales Volume Last 30 Days RMB	28,000	近30天销量 Transaction Volume In Last 30 Days (Units)	6,958	平均成交价 Average Selling Price (RMB)	4.0
平均日销售额 Daily Average Sales Volume RMB	934	平均日销量 Daily Average Transaction Volume (Units)	232	近30天滞销宝贝 Unsalable Products Last 30 Days	0
经营数据 Operational Data	<p>价格为3.7 ~ 4.7元宝贝销量占比98.35%，0销量宝贝0件占比0.00%，月销30件以下低销量宝贝0件占比0.00%，月销上千宝贝1件占比20.00%</p> <p>* The transaction volume ratio of the products in price ranges ¥3.7 ~¥ 4.7 is 98.35%%</p> <p>* The percentage of products with 0 transaction volume is 0%</p> <p>* There are 0 SKUs of products with monthly transaction volumes less than 30 units, 0.00% of SKUs</p> <p>* There is 1 SKU of products that sold more than one thousand units, representing 20.00% of SKUs</p>				

Product Price Range vs. Number of SKUs Analysis

价格范围 (元)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Price Range (RMB)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
3.7 ~ 4.7	3	60.00%	6843	98.35%	26878	95.95%
9.8 ~ 9.9	2	40.00%	115	1.65%	1134	4.05%

Unit Sales vs. SKU Volume Analysis

销量范围 (件)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Sales Range (Units)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
30 ~ 199	3	60.00%	204	2.93%	1,463	5.22%
200 ~ 499	1	20.00%	260	3.74%	1,222	4.36%
500 ~ 999	0	0.00%	0	0.00%	-	0.00%
1000 ~ 2999	0	0.00%	0	0.00%	-	0.00%
3000+	1	20.00%	6494	93.33%	25,327	90.42%

Project OTA Organic Data

Category:	Fruit and Vegetable- Potato (organic)
Report:	#1 Product Analysis
Product's name:	Farm from the kinds of small organic non-genetically modified potato mini potatoes freshly dug potatoes ¥3.9/500g
Price:	¥3.9
Sales Volume In Last 30 Days:	¥25,300
Daily Average Sales Volume:	¥844.22
Transaction Volume Last 30 Days (units):	6494
Daily Ave Transaction Volume (units):	216



农家自种 有机小土豆 迷你土豆 非转基因 新鲜现挖 洋芋黄心土豆

山东农家自产土豆，乒乓球不大不小，吃着正好。老品种土豆产量低，价格比市场上常见的土豆高很多，目前我们是亏本促销，大家不用担心价格低品质不好。这种黄心土豆易熟、淀粉含量高、口感好，喜欢吃土豆的朋友不要错过哦！

价格 ¥10.70 470 4580
累计评论 交易成功

淘宝价 **¥3.90** 一天后提价

配送 山东济宁 至 全国 快递 ¥6.00

数量 1 件(库存86434件)

[立即购买](#) [加入购物车](#)

支付 快捷支付 余额宝支付 集分宝

提醒 此商品为鲜活易腐类，不支持7天无理由退货



#1 Product Details

厂址:	Address: n/a
厂家联系方式:	Manufacturers Contact: n/a
配料表:	Ingredients: n/a
储藏方法:	Storage: n/a
保质期:	Shelf life: n/a
食品添加剂:	Food additives: n/a
净含量: 500g	Net weight: 500g
包装方式: 其他	Packing: Other
食品类型: 初级农产品	Food types: primary agricultural products
品牌: 醉美乡村农产品有限公司	Brand: Drunk US rural agricultural Ltd.
售卖方式: 单品	Sale: a single product
产地: 中国大陆	Origin: Chinese mainland
省份: 山东省	Province: Shandong Province

Project OTA Organic Data

Category:	Fruit and Vegetable- Potato (organic)
Report:	Searcher Demographics
Keyword:	有机土豆 (Organic Potato)
Period:	January 1, 2014 - Jan 15, 2016
Source:	TaoBao Index (PC Search Only)



Most Popular Search Provinces			
1	ShangHai	11	AnHui
2	HuBei	12	HeBei
3	BeiJing	13	ShanDong
4	JiangSu	14	JiangXi
5	HuNan	15	SiChuan
6	TianJing	16	GuangXi
7	ZheJiang	17	FuJian
8	YunNan	18	LiaoNing
9	ShanXi	19	HeNan
10	GuangDong	20	GanSu

Most Popular Search Cities			
1	ShangHai	11	BaiSe
2	BeiJing	12	WeiHai
3	EnShi	13	ChangSha
4	Ezhou	14	JiaXing
5	YueYang	15	ShangHai City
6	YangZhou	16	KunMing
7	FuZhou	17	SuZhou
8	YiChang	18	WuHan
9	NanJing	19	BeiJing
10	ZhenJiang	20	HeFei

Project OTA Organic Data

Category:	Fruit and Vegetable- Potato(organic)
Report:	Searcher Demographics
Data Source	TaoBao Index (PC Search Only)

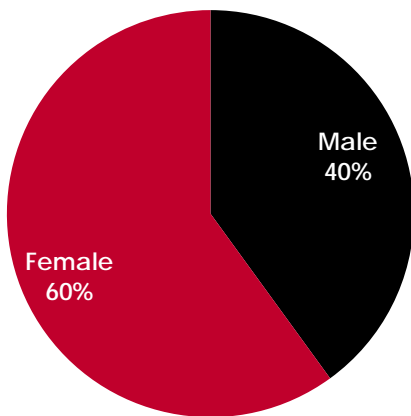
Gender Distribution

Gender	Percentage
Male	40.0%
Female	60.0%

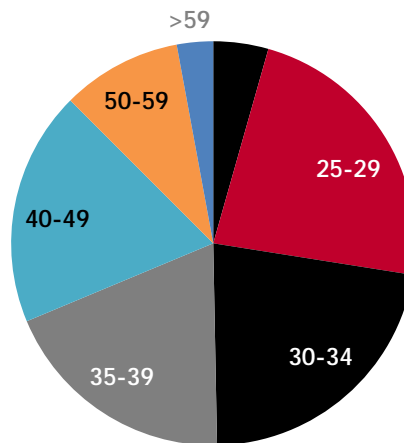
Age Distribution

Age	Percentage
18-24	4.4%
25-29	23.1%
30-34	22.2%
35-39	19.0%
40-49	18.8%
50-59	9.6%
>59	2.9%

Searcher Gender



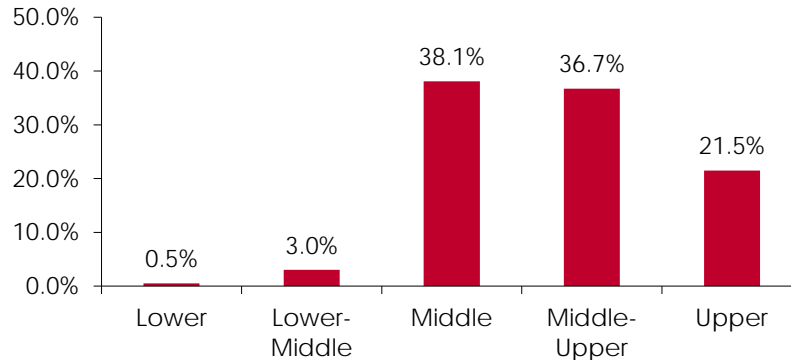
Searcher Age



Social Class Distribution

Social Class	Percentage
Lower	0.5%
Lower-Middle	3.0%
Middle	38.1%
Middle-Upper	36.7%
Upper	21.5%

Searcher Social Class

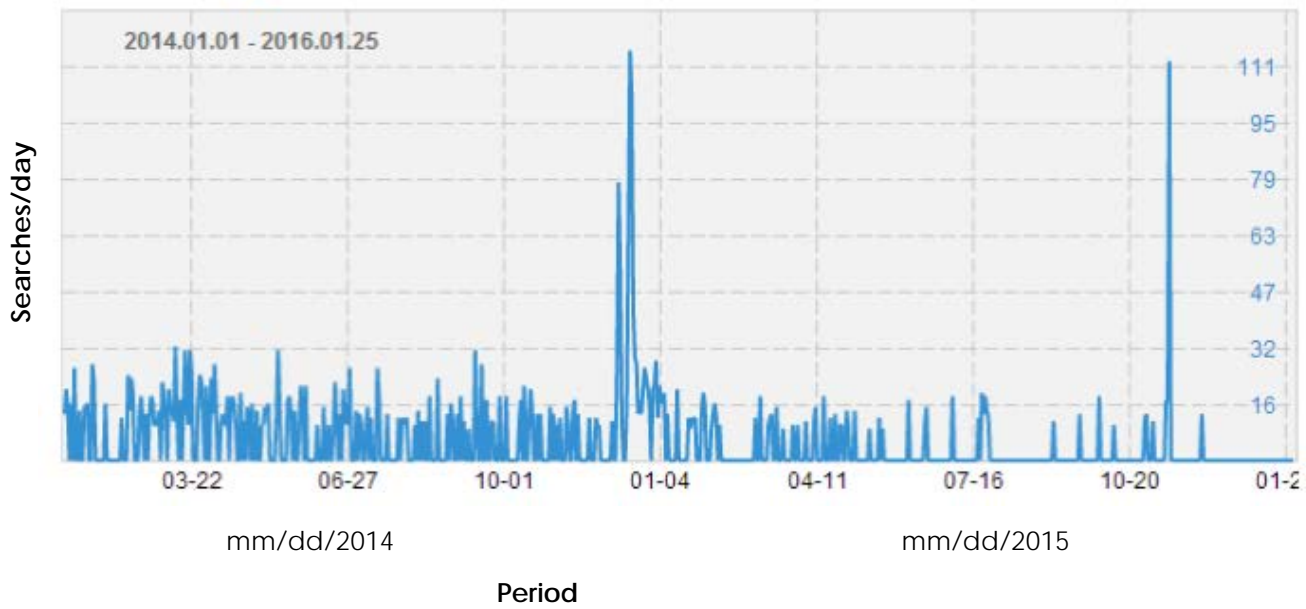


Project OTA Organic Data

Category:	Processed Products- Raisin (organic)
Report:	Search: Keyword Trends
Data Source:	TaoBao Index (PC Search Only)
Keyword:	有机葡萄干 (Organic Raisin)
Period:	Jan 1, 2014 - Jan 1, 2016

有机葡萄干 (Organic Raisin) Daily Keyword Searches

有机葡萄干: ■ 搜索指数



Project OTA Organic Data

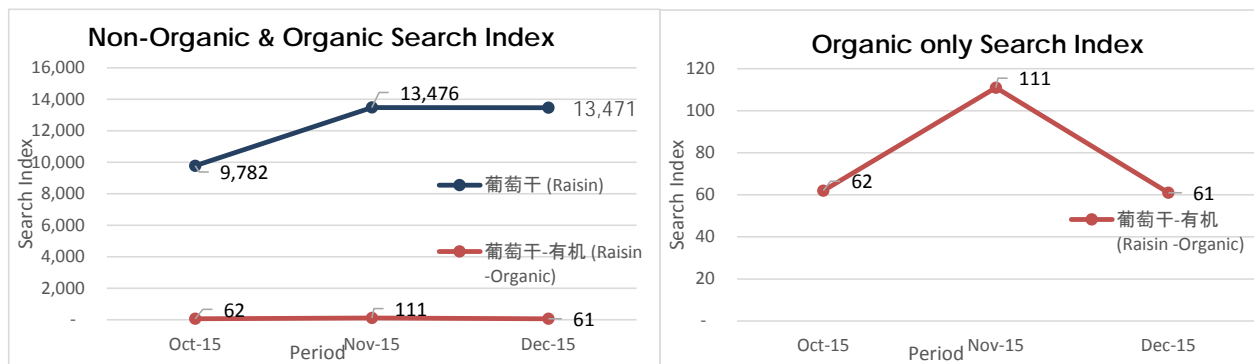
Category:	Processed Products- Raisin (organic)
Report:	Raisin, Organic Raisin Search Trends
Tmall Category:	零食/坚果/特产 (Snack/Nuts/Local Speciality)
Notes:	Chinese consumers search raisins, but typically don't search specifically for organic raisins.

Raisin Search index (non-organic)

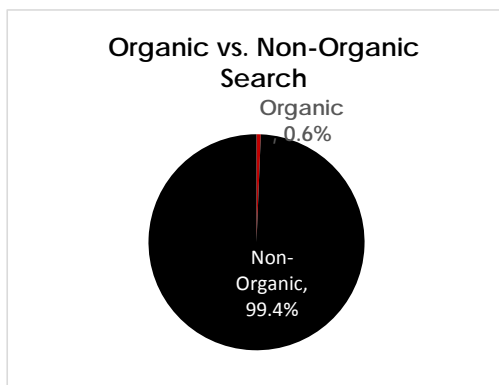
周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	葡萄干 (Raisin)	9,782	99.5%	20,045	99.8%	75.2%
Nov-15	葡萄干 (Raisin)	13,476	99.6%	27,641	99.8%	68.2%
Dec-15	葡萄干 (Raisin)	13,471	99.6%	27,587	99.8%	64.9%
3 Month Average		12,243	99.6%	25,091	99.8%	69.5%

Organic Raisin Search Index

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	葡萄干-有机 (Raisin -Organic)	62	77.4%	172	77.4%	67.4%
Nov-15	葡萄干-有机 (Raisin -Organic)	111	95.3%	259	96.2%	69.0%
Dec-15	葡萄干-有机 (Raisin -Organic)	61	80.6%	168	80.6%	57.8%
3 Month Average		78	84.5%	200	84.7%	64.7%

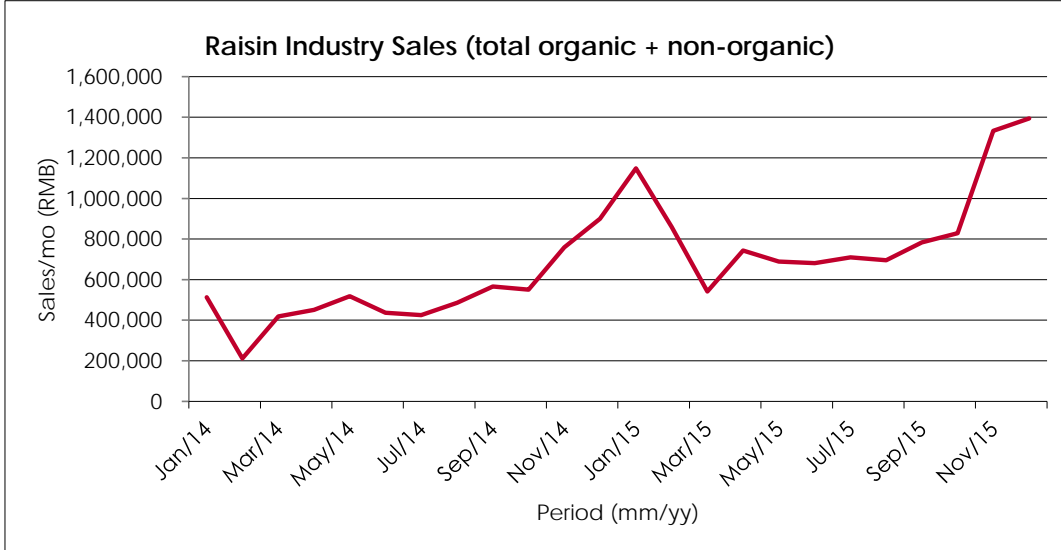


Organic vs. Non-Organic	
Organic	0.6%
Non-Organic	99.4%



Project OTA Organic Data

Category:	Processed Products- Raisin (general)
Report:	Raisin Industry Sales (total organic + non-organic)



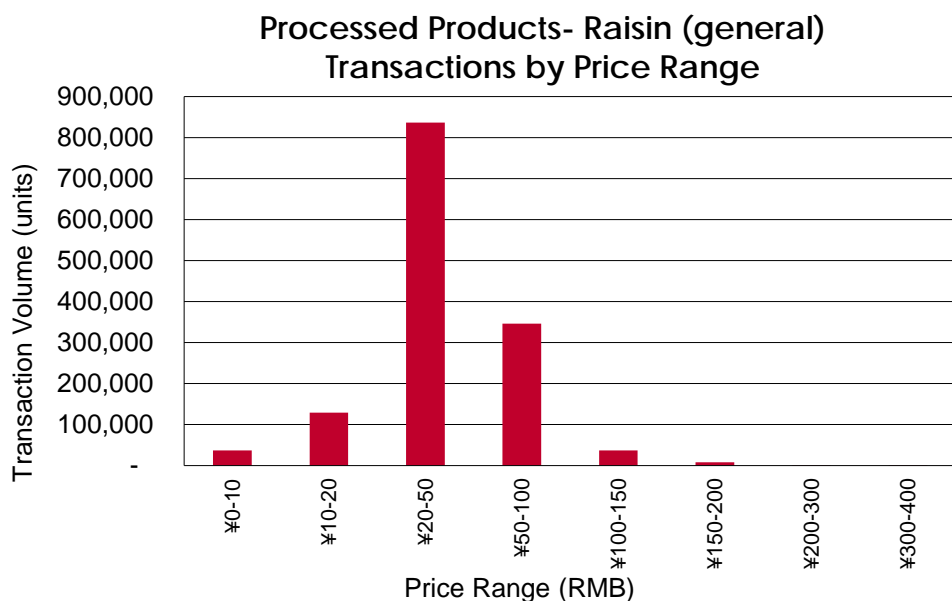
Period (mm/yy)	Sales (RMB)
Jan-14	512,614
Feb-14	211,693
Mar-14	418,484
Apr-14	450,898
May-14	518,039
Jun-14	437,389
Jul-14	424,934
Aug-14	486,337
Sep-14	566,437
Oct-14	551,106
Nov-14	759,130
Dec-14	899,513
Jan-15	1,147,822
Feb-15	860,278
Mar-15	541,928
Apr-15	743,568
May-15	688,881
Jun-15	681,776
Jul-15	709,314
Aug-15	695,661
Sep-15	783,625
Oct-15	829,059
Nov-15	1,333,265
Dec-15	1,394,129
2014 Total	6,236,574
2015 Total	10,409,306
Annual Growth Rate	66.9%

Project OTA Organic Data

Category:	Processed Products- Raisin (general)
Report:	Transactions by Price Range
Period:	Dec., 2015

价格区间	成交量	销售额指数	高质宝贝数
Price Range (RMB)	Transaction Volume (units)	Sales Index	Number of High Quality Products
¥0-10	36,966	88	632
¥10-20	129,398	758	887
¥20-50	836,338	10,000	1,836
¥50-100	346,389	8,438	922
¥100-150	36,690	1,510	132
¥150-200	7,979	458	40
¥200-300	328	25	5
¥300-400	41	4	2

Processed Products- Raisin (general) Transactions by Price Range



Project OTA Organic Data

Category:	Processed Products- Raisin
Report:	Top 10 Products
stage:	Latest 30 days, Dec. Dec. 14, 2014 - Jan. 14, 2016

排名	主图	宝贝名称	价格	销量	店铺掌柜	DSR	信用	所在地	收藏	浏览量	收藏比	评价
Rank	Image	Product Name	Price (RMB)	Sales Volume	Seller's Account Name	Seller Rating	Seller Reputation	Seller Location	Bookmarks	Reviews	Bookmark Ratio	Buyer Evaluations
1		2斤有机零食绿色新疆吐鲁番提子葡萄干 特产无核白纯天然500gx2袋	49.9	5,609	taidi1958	4.8		新疆 昌吉	27,470	83,967	32.72%	5,835
2		新疆特产吐鲁番特级超大无核红香妃纯天然葡萄干500g有机零食包邮	39.9	3,495	颖颖是熊二嘛	4.8		新疆 吐鲁番	1,704	18,555	9.18%	1,380
3		吐鲁番红色葡萄干500g 红香妃紫提子干特级新疆特产有机零食包邮	59	1,831	taidi1958	4.8		新疆 昌吉	1,942	20,336	9.55%	1,484
4		500g新疆特产新货吐鲁番精品绿香妃葡萄干250gX2袋纯天然有机零食	58.8	611	颖颖是熊二嘛	4.8		新疆 吐鲁番	148	1,892	7.82%	166
5		新疆吐鲁番特产绿色葡萄干纯天然青提子干 有机零食散装500g 包邮	13.5	586	风中的承诺qq	4.7		山东 临沂	1,710	6,964	24.55%	1,462
6		冰山雪农有机黑加仑葡萄干500g 新疆吐鲁番黑玫瑰 包邮	19.9	702	西域干果折扣店	4.8		新疆 乌鲁木齐	180	6,643	2.71%	478
7		【森林熊】黑加仑葡萄干有机干果野生坚果233g*2包	37.5	202	森林熊店铺	4.8		山东 青岛	196	2,170	9.03%	97
8		美国加州迷你玫瑰红葡萄干 进口天然有机提子新疆零食 200g分装	8.9	256	新鲜质	4.9		辽宁 大连	118	1,703	6.93%	258
9		包邮 美国SUN-MAID阳光少女加州有机无籽葡萄干提子干 907g	46.9	283	物美大卖场2007	4.8		北京	490	6,749	7.26%	160
10		全国包邮美国SUN-MAID阳光少女加州有机无籽葡萄干 提子干 907g	46.88	192	全球购专家	4.8		上海	274	4,386	6.25%	55

Project OTA Organic Data

Category:	Processed Products- Raisin (organic)
Report:	#1 Product Page
Product's name:	2 pounds green organic snack Turpan grapes seedless raisins specialty natural 500gx2 bags

半页

吐鲁番葡萄沟小夫妻



农民创业，自产自销

2斤有机零食绿色新疆吐鲁番提子葡萄干 特产无核白纯天然 500gx2袋


第一：我们的葡萄干来自我们自己的种植基地； 第二：我们的葡萄干没有任何添加，种植过程不打农药，施用农家肥！ 第三：收到货，不满意，全额退款！





价格	¥ 60.00	5836	2772
		累计评论	交易成功
淘宝价	¥ 49.90 优惠促销		
	淘金币可抵0.49元		

配送 新疆昌吉 至 全国 快递 免运费 卖家承诺24小时内发货

数量 1 件(库存176515件)

[立即购买](#) [加入购物车](#)

承诺  15天退货

支付  快捷支付  信用卡支付  余额宝支付  蚂蚁花呗



Project OTA Organic Data

Category:	Processed Products- Raisin (organic)
Report:	Tmall Organic Raisin #1 Store Analysis
店铺 (Store)	吐鲁番葡萄干农户直销
掌柜旺旺 (Seller's Account Of Wangwang)	taidi1958
店铺宝贝数 SKUs	¥11
所在地区 Location	吐鲁番(Tulu Fan)
创店时间 Store Launch	11/21/2014

吐鲁番葡萄干农户直销 Store Quick Facts

近30天销售额 Sales Volume Last 30 Days RMB	783,100	近30天销量 Transaction Volume In Last 30 Days (Units)	17,916	平均成交价 Average Selling Price (RMB)	597.0
平均日销售额 Daily Average Sales Volume RMB	26,100	平均日销量 Daily Average Transaction Volume (Units)	597	近30天滞销宝贝 Unsalable Products Last 30 Days	0
经营数据 Operational Data	<p>价格为21.9 ~ 29.9元宝贝销量占比22.43%，0销量宝贝0件占比0.00%，月销30件以下低销量宝贝0件占比0.00%，月销上千宝贝6件占比54.54%</p> <p>* The transaction volume ratio of the products in price ranges ¥21.9 ~¥ 29.9 is 22.43%</p> <p>* The percentage of products with 0 transaction volume is 0%</p> <p>* There are 0 SKUs of products with monthly transaction volumes less than 30 units, 0.00% of SKUs</p> <p>* There are 6 SKUs of products that sold more than one thousand units, representing 54.54% of SKUs</p>				

Product Price Range vs. Number of SKUs Analysis

价格范围 (元)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Price Range (RMB)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
1.0 ~ 1.0	¥1	9.09%	¥163	0.91%	¥163	0.02%
21.9 ~ 29.9	¥2	18.18%	¥4,019	22.43%	¥118,912	15.18%
39.0 ~ 49.9	¥7	63.64%	¥11,903	66.44%	¥556,006	71.00%
59.0 ~ 59.0	¥1	9.09%	¥1,831	10.22%	¥108,029	13.79%

Unit Sales vs. SKU Volume Analysis

销量范围 (件)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Sales Range (Units)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
1 ~ 29	¥0	0.00%	¥0	0.00%	-	0.00%
30 ~ 199	¥2	18.18%	¥320	1.79%	3,601	0.46%
200 ~ 499	¥2	18.18%	¥739	4.12%	36,211	4.62%
500 ~ 999	¥1	9.09%	¥920	5.14%	35,880	4.58%
1000 ~ 2999	¥4	36.36%	¥6,466	36.09%	312,055	39.85%
3000+	¥2	18.18%	¥9,471	52.86%	395,363	50.49%

Project OTA Organic Data

Category:	Dairy - Raisin (organic)
Report:	#1 Product Analysis
Product's name:	2 pounds green organic snack Turpan grapes seedless raisins specialty natural 500gx2 bags
Price:	¥49.9
Sales Volume In Last 30 Days:	¥279,900
Daily Average Sales Volume:	¥9329.64
Transaction Volume Last 30 Days (units):	¥5,609
Daily Ave Transaction Volume (units):	¥187



吐鲁番葡萄沟小夫妻
2斤有机零食绿色新疆吐鲁番无核白葡萄干 特产无核白纯天然 500gx2袋

第一：我们的葡萄干来自我们自己的种植基地；第二：我们的葡萄干没有任何添加，种植过程不打农药，施用农家肥；第三：收割后，不清洗，全部晾干！

价格 ¥69.00 5836 2772
好评 差评 交易成功

淘宝价 **¥49.90** 比原价低

淘金币可抵0.49元

配送 新疆直发至全国 快速 免运费 卖家承诺24小时内发货

数量 1 件(库存176515件)

立即购买 **加入购物车**

承诺 15天退货

支付 快捷支付 信用卡支付 余额宝支付 花呗花呗

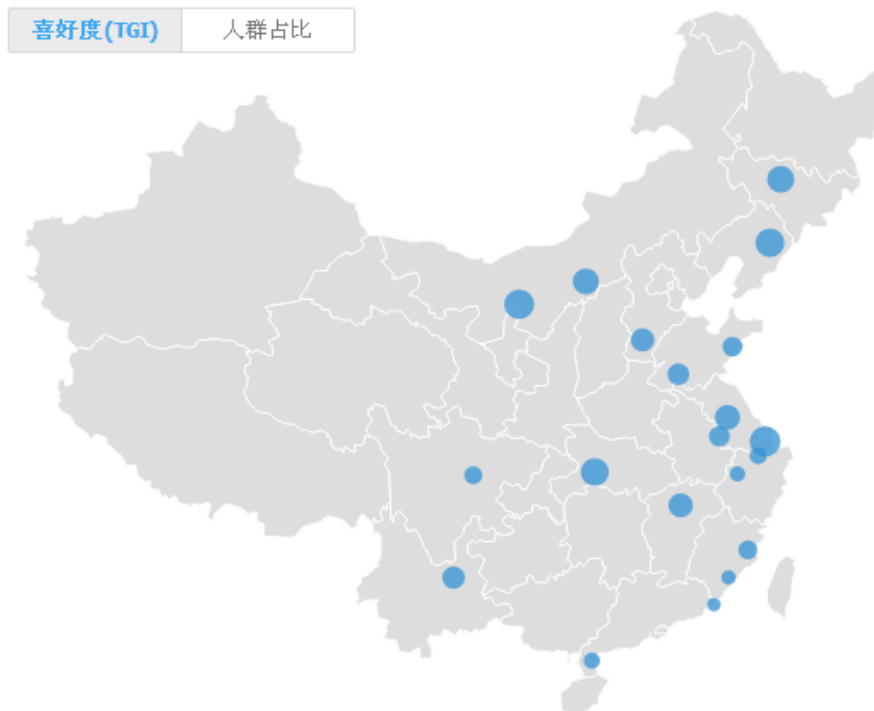
农民创业，自产自销

#1 Product Details

食品类型：初级农产品	Food types: primary agricultural products
产地：中国大陆	Origin: China mainland
套餐份量：2人份	Package Servings: 2 servings
品牌：宝桐堂	Brand: Bao Tong Zhi
净含量：1000g	Net weight: 1000g
特产品类：吐鲁番葡萄干	Special product category: Turpan raisins
零食种类：无核白	Snacks Category: Seedless
套餐周期：1个月	Package cycle: 1 month
颜色分类：绿色	Color: Green
系列：零食	Series: Snacks
食品工艺：其他/other	Food Technology: other / other
省份：新疆维吾尔自治区	Province: Xinjiang Uygur Autonomous Region
包装方式：其他	Packing: Other

Project OTA Organic Data

Category:	Processed Products- Raisin (organic)
Report:	Searcher Demographics
Keyword:	有机葡萄干 (Organic Raisin)
Period:	January 1, 2014 - Jan 15, 2016
Source:	TaoBao Index (PC Search Only)



Most Popular Search Provinces			
¥1	BeiJing	¥11	GuangDong
¥2	ShangHai	¥12	LiaoNing
¥3	JiLin	¥13	HuBei
¥4	TianJing	¥14	ShanDong
¥5	NeiMengGu	¥15	HuNan
¥6	FuJian	¥16	AnHui
¥7	ChongQing	¥17	GuangXi
¥8	JiangSu	¥18	HaiNan
¥9	ZheJiang	¥19	GuiZhou
¥10	SiChuan	¥20	HeiBei

Most Popular Search Cities			
¥1	ShangHai	¥11	JiNing
¥2	WuHai	¥12	NanJing
¥3	BenXi	¥13	QingDao
¥4	YiChang	¥14	FuZhou
¥5	ChangChun	¥15	ChengDu
¥6	HuHeHaoTe	¥16	JiaXing
¥7	YangZhou	¥17	ZhanJiang
¥8	NanChang	¥18	HangZhou
¥9	XingTai	¥19	XiaMen
¥10	KunMing	¥20	ShanTou

Project OTA Organic Data

Category:	Dairy - Raisin (organic)
Report:	Searcher Demographics
Data Source:	TaoBao Index (PC Search Only)

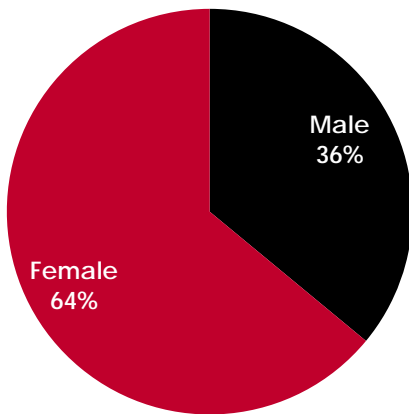
Gender Distribution

Gender	Percentage
Male	36.0%
Female	64.0%

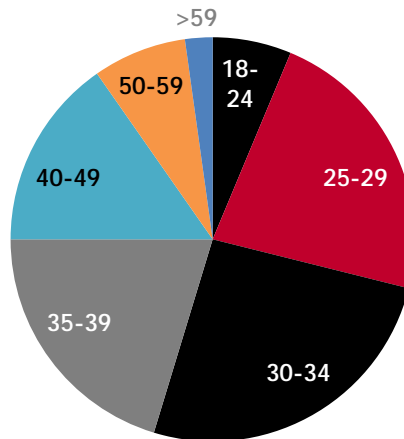
Age Distribution

Age	Percentage
18-24	6.3%
25-29	22.6%
30-34	25.8%
35-39	20.3%
40-49	15.3%
50-59	7.5%
>59	2.2%

Searcher Gender



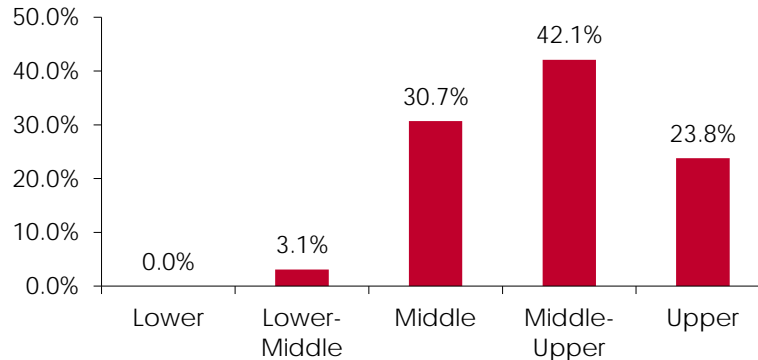
Searcher Age



Social Class Distribution

Social Class	Percentage
Lower	0.0%
Lower-Middle	3.1%
Middle	30.7%
Middle-Upper	42.1%
Upper	23.8%

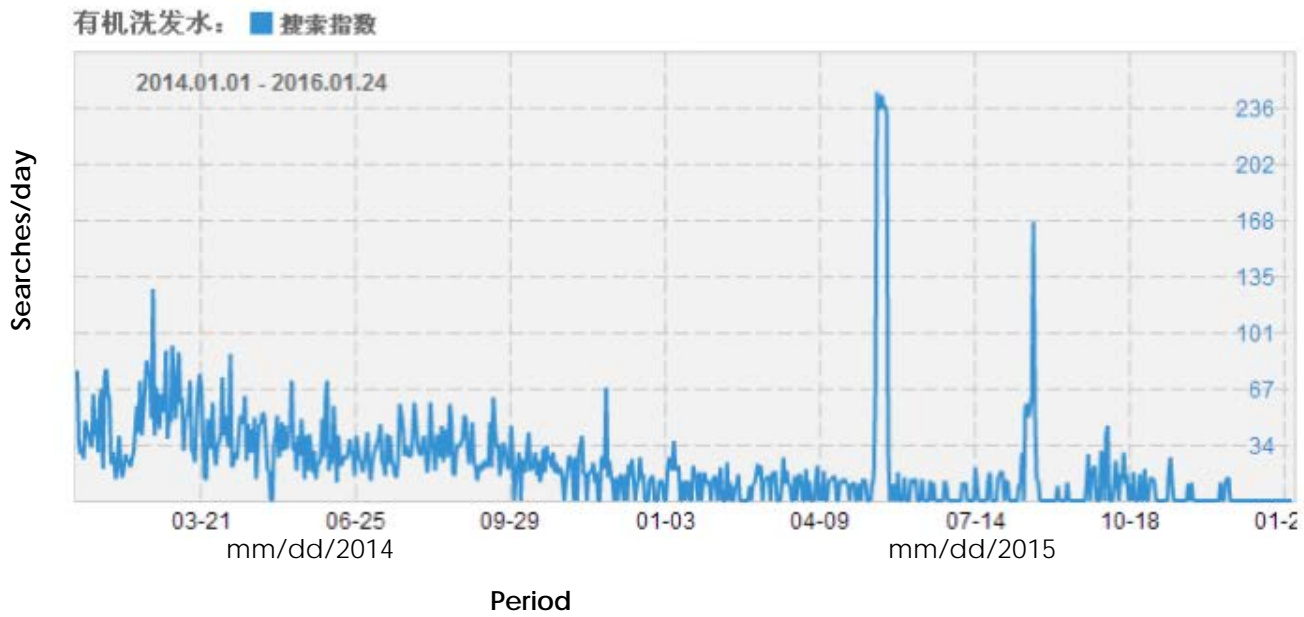
Searcher Social Class



Project OTA Organic Data

Category:	Personal Care - Organic Shampoo
Report:	Search: Keyword Trends
Data Source:	TaoBao Index (PC Search Only)
Keyword:	有机洗发水 (Organic Shampoo)
Period:	Jan 1, 2014 - Jan 1, 2016

有机洗发水 (Organic Shampoo) Daily Keyword Searches



Project OTA Organic Data

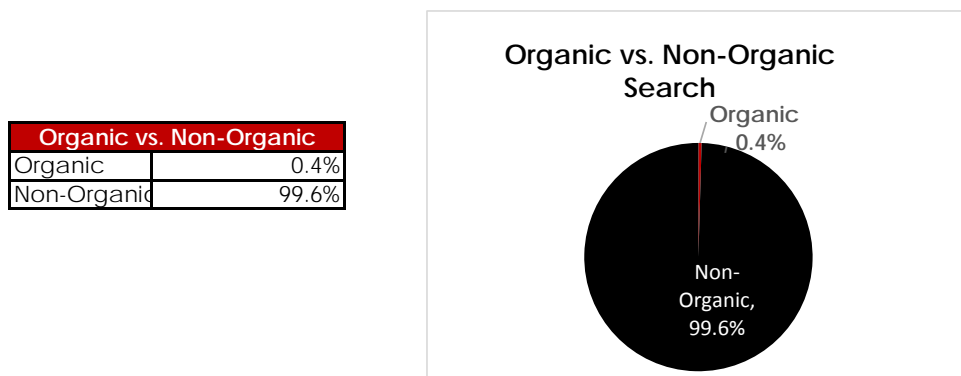
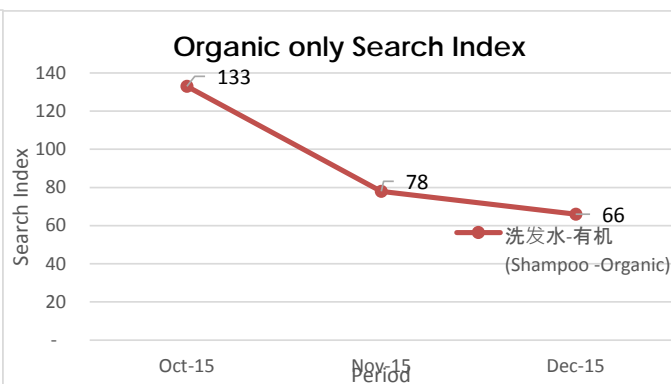
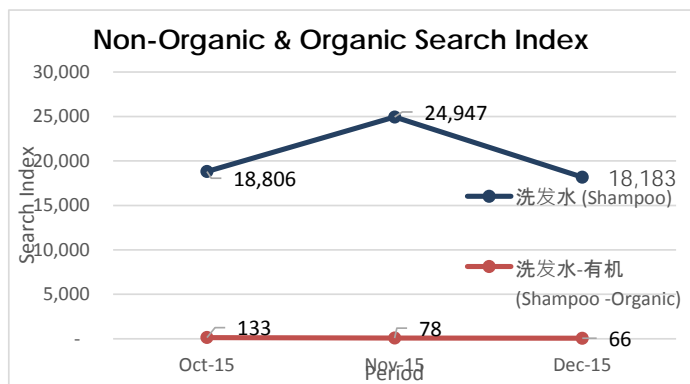
Category:	Personal Care - Organic Shampoo
Report:	Shampoo, Organic Shampoo Search Trends
Category:	Personal Care - Shampoo
Tmall Category:	洗护清洁剂/卫生巾/纸/香薰 (Wash protect cleaner/sanitary napkin/paper/aro
Notes:	Organic Shampoo has very small direct search numbers. However, once someone searches shampoo, they may select an organic shampoo.

Shampoo Search Index

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	洗发水 (Shampoo)	18,806	96.2%	32,741	97.9%	31.2%
Nov-15	洗发水 (Shampoo)	24,947	94.5%	42,585	96.9%	28.7%
Dec-15	洗发水 (Shampoo)	18,183	95.6%	31,672	97.6%	29.0%
3 Month Average		20,645	95.4%	35,666	97.5%	29.7%

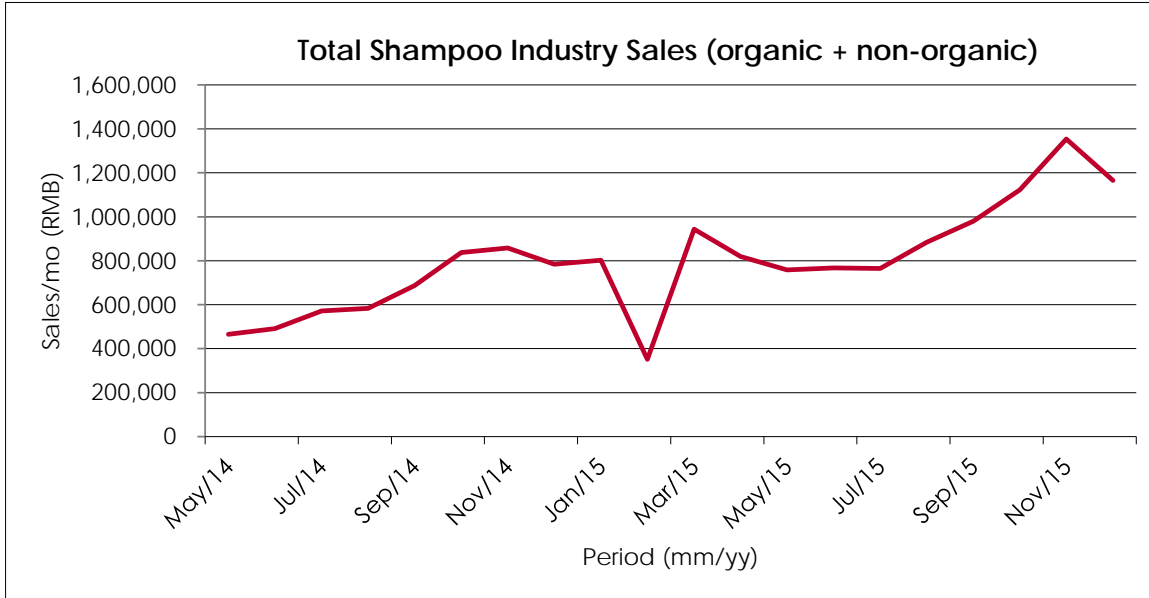
Organic Shampoo Index

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	洗发水-有机 (Shampoo -Organic)	133	99.4%	258	99.7%	49.6%
Nov-15	洗发水-有机 (Shampoo -Organic)	78	96.3%	166	96.4%	39.5%
Dec-15	洗发水-有机 (Shampoo -Organic)	66	96.8%	139	96.8%	31.9%
3 Month Average		92	97.5%	188	97.6%	40.3%



Project OTA Organic Data

Category:	Personal Care - Shampoo
Report:	Total Shampoo Industry Sales (organic + non-organic)



Period (mm/yy)	Sales (RMB)
May-14	465,069
Jun-14	491,759
Jul-14	571,198
Aug-14	582,733
Sep-14	686,930
Oct-14	838,011
Nov-14	858,264
Dec-14	783,753
Jan-15	802,443
Feb-15	351,520
Mar-15	944,321
Apr-15	819,152
May-15	758,508
Jun-15	767,660
Jul-15	765,403
Aug-15	884,494
Sep-15	979,802
Oct-15	1,123,156
Nov-15	1,353,753
Dec-15	1,165,817
2014E 7 months	5,277,717
2015 Total	10,716,029
Annual Growth Rate	47.8%

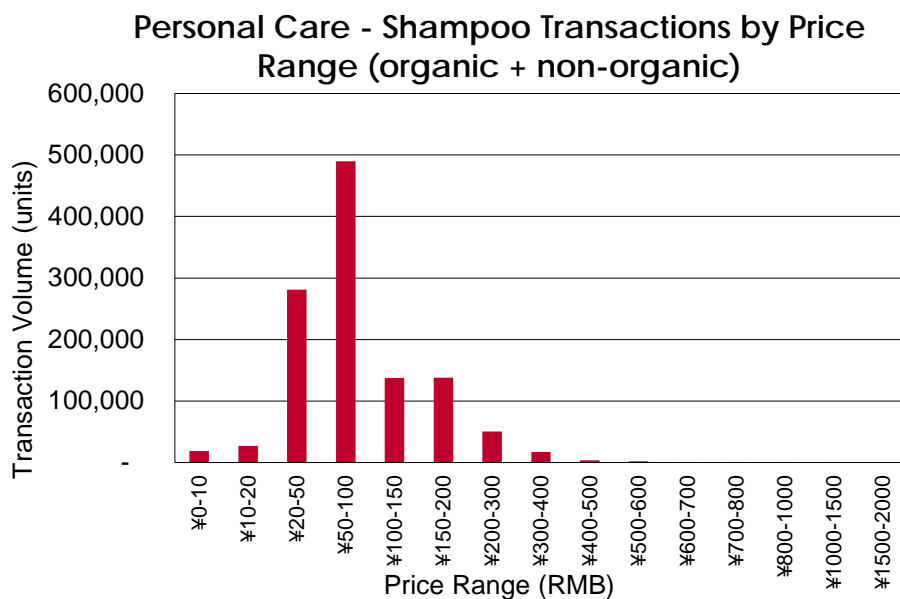
* YoY final 7 months

Project OTA Organic Data

Category:	Personal Care - Shampoo
Report:	Transactions by Price Range (organic + non-organic)
Period:	Dec., 2015

价格区间	成交量	销售额指数	高质宝贝数
Price Range (RMB)	Transaction Volume (units)	Sales Index	Number of High Quality Products
¥0-10	18,424	27	346
¥10-20	27,054	113	396
¥20-50	281,203	2,914	2,500
¥50-100	489,973	10,000	3,302
¥100-150	137,399	4,621	1,022
¥150-200	137,703	6,405	640
¥200-300	50,509	3,246	420
¥300-400	16,899	1,589	157
¥400-500	3,621	418	42
¥500-600	1,976	295	31
¥600-700	652	113	14
¥700-800	354	67	7
¥800-1000	39	9	2
¥1000-1500	11	4	1
¥1500-2000	-	-	-

Personal Care - Shampoo Transactions by Price Range (organic + non-organic)



Project OTA Organic Data

Category:	Personal Care - Organic Shampoo
Report:	Top 10 Products
Period:	Latest 30 days, Dec. 14, 2015 - Jan 14, 2016

排名	主图	宝贝名称	价格	销量	店铺掌柜	DSR	信用	所在地	收藏	浏览量	收藏比	评价
Rank	Image	Product Name	Price (RMB)	Sales Volume	Seller's Account Name	Seller Rating	Seller Reputation	Seller Location	Bookmarks	Reviews	Bookmark Ratio	Buyer Evaluations
第1页第1位		Avalon阿瓦隆 健发防掉有机洗发水 无硅油改善脱发 家庭装	99	1,129	avalonorganics海外旗舰店	4.8		浙江 宁波	1,096	-		225
第1页第2位		Néolia 有机橄榄油萃取 无硅洗发水 加拿大 1000ml Costco直营	85	1,322	costco海外旗舰店	4.9		台湾 台北	10,118	-		2,800
第1页第3位		美国直邮 Avalon/阿瓦隆有机维生素B群生物素防脱发洗发水414ml	79	19	腾世达海外专营店	4.9		美国	2,984	-		394
第1页第4位		小乖美货 Aubrey Organics GPB蛋白平衡有机洗发水/护发素325ml	70	148	snnt123	4.9		福建 福州	760	4,886	15.55%	107
第1页第5位		Avalon阿瓦隆健发防掉有机洗发水 无硅油维生素b呵护强韧发丝	79	880	avalonorganics海外旗舰店	4.8		浙江 宁波	7,774	-		1,066
第1页第6位		Avalon Organics 阿瓦隆有机B群防脱等洗发水/护发素 多款	59	81	101pretty	4.9		北京	184	1,579	11.65%	72
第1页第7位		John Masters Organics 天然有机 薄荷和绣线菊洗发水 平衡油脂	168	24	吃鸡心长记性	4.9		浙江 绍兴	118	621	19.00%	27
第1页第8位		包邮美国DESERT Essence沙漠精华孕妇可用无硅油有机洗发水护发素	49.88	43	canay	4.8		浙江 金华	434	4,833	8.98%	49
第1页第9位		John Masters Organics 天然有机 薰衣草迷迭香洗发水 一般发质	138	15	吃鸡心长记性	4.9		浙江 绍兴	102	576	17.71%	20
第1页第10位		澳洲苏芊Sukin protein shamp 有机蛋白养护发露洗发水 500ml	59	33	诚信贸易港行	4.8		广东 深圳	126	1,002	12.57%	29

Project OTA Organic Data

Category:	Personal Care - Organic Shampoo
Report:	#1 Product Page
Category:	Personal Care - Shampoo
Product's name:	Néolia Organic olive oil shampoo Canada 1000ml Costco
Note:	Had most sales, but rated #2 based on number of buyers who actively clicked they received.



(加) 加拿大品牌 官方直供
Néolia 有机橄榄油萃取无硅洗发水 加拿大 1000ml Costco直营
 正品 加拿大进口 清洁毛孔 辟污 维护头皮健康

天猫 购物券 天猫实物商品通用 积分刮券 >
 价格 ~~¥99.00~~
 促销价 **¥85.00** 年货疯囤价
 关税 卖家承担 总价规则

运费 台湾台北 至 中国海关 至杭州 运费 ¥0.00
 16:00前付款，承诺最晚2月24日送达，迟到赔付

月销量 **1322** | 累计评价 **5695**

净含量 **1L**
 数量 件 库存4954件 (每人限购1件)

立即购买

服务承诺 正品保障 七天放心退 环球必达 支付

Project OTA Organic Data

Category:	Personal Care - Organic Shampoo
Report:	Tmall Organic Shampoo #1 Store Analysis
天猫店铺 (Tmall Store)	COSTCO海外旗舰店
掌柜旺旺 (Seller's Account Of Wangwang)	COSTCO海外旗舰店
店铺宝贝数 SKUs	236
所在地区 Location	台湾高雄(Gaoxiong,Taiwan)
创店时间 Store Launch	7/28/2014

COSTCO海外旗舰店 Store Quick Facts					
近30天销售额 Sales Volume Last 30 Days RMB	27,338,700	近30天销量 Transaction Volume In Last 30 Days (Units)	214,966	平均成交价 Average Selling Price (RMB)	127.2
平均日销售额 Daily Average Sales Volume RMB	911,300	平均日销量 Daily Average Transaction Volume (Units)	7,166	近30天滞销宝贝 Unsalable Products Last 30 Days	0
经营数据 Operational Data	价格为75.0 - 145.0元宝贝销量占比86.89%，0销量宝贝0件占比0.00%，月销30件以下低销量宝贝33件占比14.47%，月销上千宝贝22件占比9.65% * The transaction volume ratio of the products in price ranges ¥75.0 -¥ 145.0 is 86.89% * The percentage of products with 0 transaction volume is 0% * There are 33 SKUs of products with monthly transaction volumes less than 30 units, 14.47% of SKUs * There are 22 SKUs of products that sold more than one thousand units, representing 9.65% of SKUs				

Product Price Range vs. Number of SKUs Analysis

价格范围 (元)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Price Range (RMB)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
49.0 - 75.0	11	4.82%	11536	5.37%	683954	2.50%
75.0 - 145.0	132	57.89%	186782	86.89%	22589404	82.63%
149.0 - 219.0	54	23.68%	10700	4.98%	1822574	6.67%
229.0 - 295.0	13	5.70%	4078	1.90%	1097612	4.01%
325.0 - 379.0	7	3.07%	294	0.14%	100866	0.37%
429.0 - 429.0	1	0.44%	19	0.01%	8151	0.03%
435.0 - 699.0	10	4.39%	1557	0.72%	1036161	3.79%

Unit Sales vs. SKU Volume Analysis

销量范围 (件)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Sales Range (Units)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
0	0	0.00%	0	0.00%	0	0.00%
1 - 29	33	14.47%	542	0.25%	126098	0.46%
30 - 199	112	49.12%	10285	4.78%	1544899	5.65%
200 - 499	45	19.74%	15277	7.11%	1887964	6.91%
500 - 999	16	7.02%	11646	5.42%	1492260	5.46%
1000 - 2999	16	7.02%	31491	14.65%	4589368	16.79%
3000+	6	2.63%	145725	67.79%	17698133	64.74%

Project OTA Organic Data

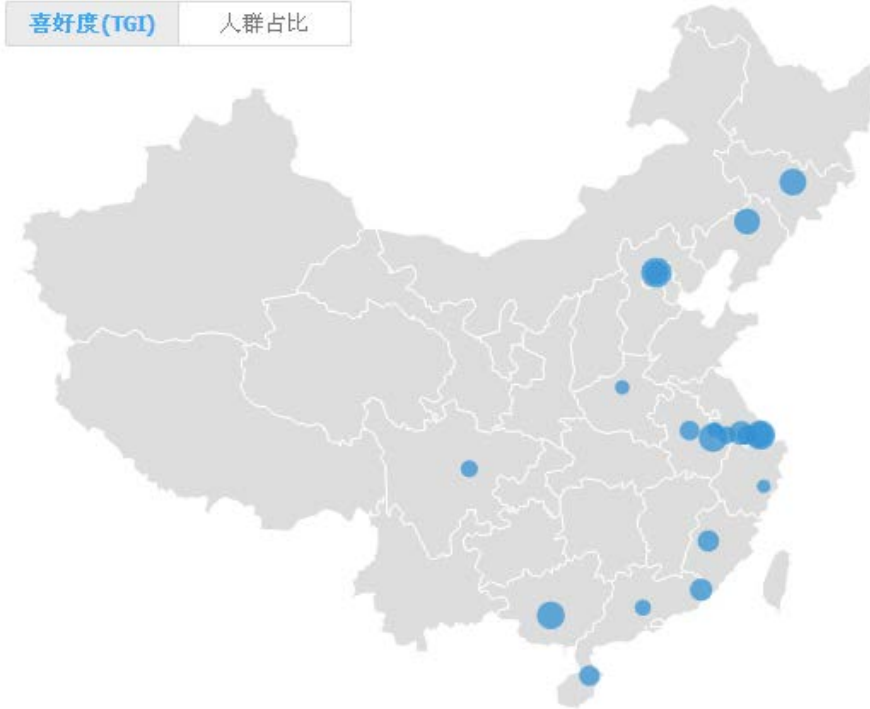
Category:	Personal Care - Organic Shampoo
Report:	Tmall Organic Shampoo #1 Store Analysis
Category:	Personal Care - Shampoo
	Néolia Organic olive oil shampoo Canada 1000ml Costco
Price:	¥85
Sales Volume In Last 30 Days:	¥112,400
Daily Average Sales Volume :	¥3745.67
Transaction Volume Last 30 Days (units):	1322
Daily Ave Transaction Volume (units):	44



#1 Product Details	
是否量贩装：是	Are discount equipment: Yes
净含量：1L	Net weight: 1L
规格类型：常规单品	Specifications Type: conventional single product
品牌：neolia	Brand: neolia
型号：橄榄油萃取洗发精	Model: olive oil extraction shampoo
功效：滋润营养	Efficacy: nourishing nutrition

Project OTA Organic Data

Category:	Personal Care - Shampoo
Report:	Searcher Demographics
Keyword:	有机洗发水 (Organic Shampoo)
Period:	January 1, 2014 - Jan 15, 2016
Source:	TaoBao Index (PC Search Only)



Most Popular Search Provinces	
1	Shanghai
2	Beijing
3	Jiangsu
4	Jilin
5	Hainan
6	Hunan
7	Tianjing
8	Zhejiang
9	Liaoning
10	Guangxi
11	Fujian
12	Guangdong
13	Anhui
14	Hubei
15	Shanxi
16	Henan
17	Jiangxi
18	Heilongjiang
19	Heilongjiang
20	Shandong

Most Popular Search Cities	
1	Beijing
2	Shanghai
3	Maanshan
4	Nanning
5	Jilin
6	Shenyang
7	Shanghai City
8	Wuxi
9	Beijing City
10	Chaozhou
11	Sanming
12	Haikou
13	Hefei
14	Suzhou
15	Changzhou
16	Chengdu
17	Guangzhou
18	Nanjing
19	Zhengzhou
20	Taizhou

Project OTA Organic Data

Category:	Personal Care - Organic Shampoo
Report:	Searcher Demographics
Data Source:	TaoBao Index (PC Search Only)

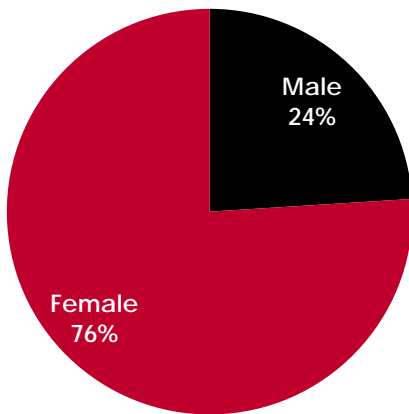
Gender Distribution

Gender	Percentage
Male	24.0%
Female	76.0%

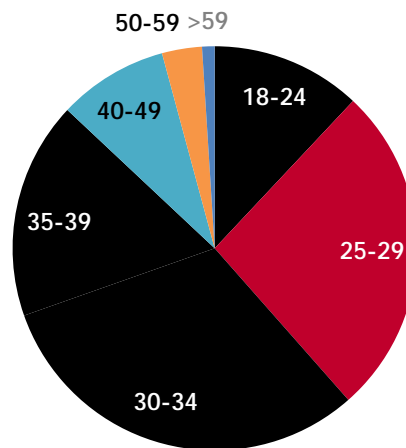
Age Distribution

Age	Percentage
18-24	12.0%
25-29	26.5%
30-34	31.1%
35-39	17.4%
40-49	8.8%
50-59	3.2%
>59	1.0%

Searcher Gender

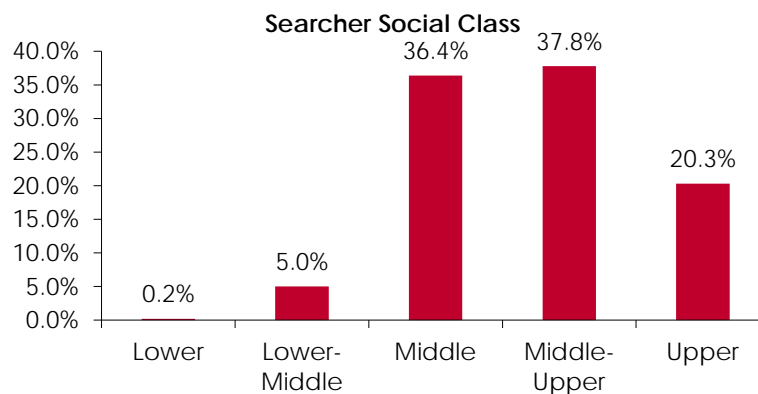


Searcher Age



Social Class Distribution

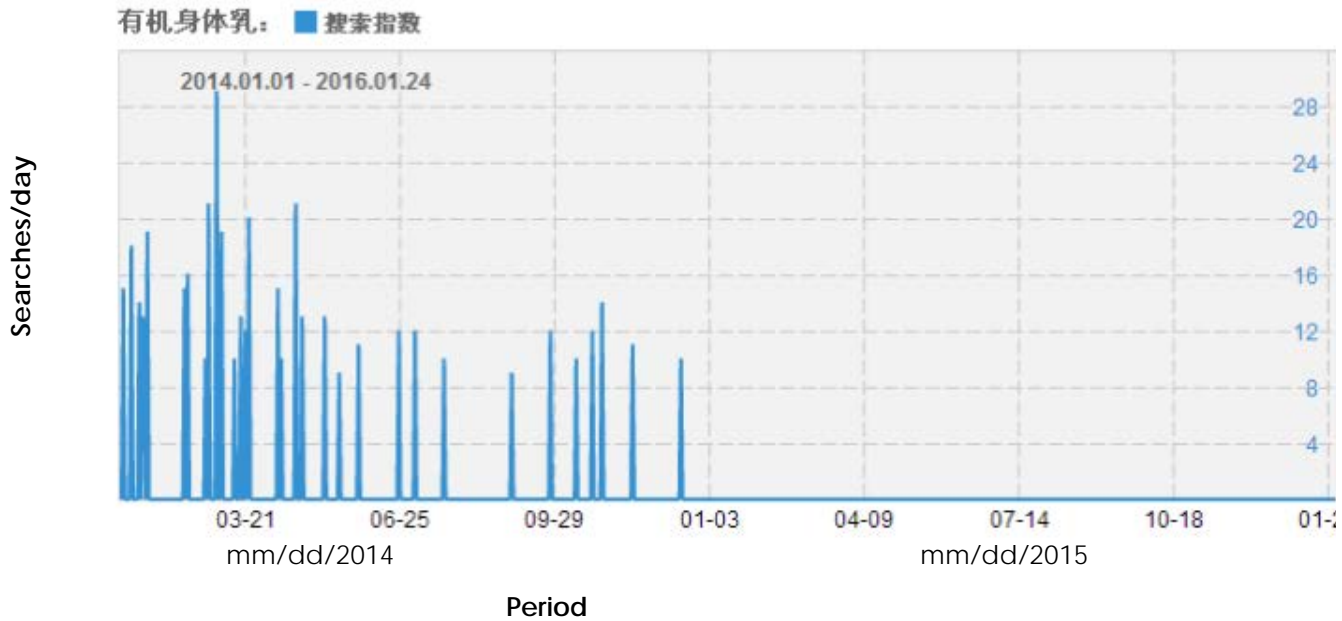
Social Class	Percentage
Lower	0.2%
Lower-Middle	5.0%
Middle	36.4%
Middle-Upper	37.8%
Upper	20.3%



Project OTA Organic Data

Category:	Personal Care - Skin Care Moisturizer (Organic)
Report:	Search: Keyword Trends
Data Source:	TaoBao Index (PC Search Only)
Keyword:	有机身体乳 (Skin Care Moisturizer)
Period:	Jan 1, 2014 - Jan 1, 2016

有机身体乳 (Skin Care Moisturizer) Daily Keyword Searches



Project OTA Organic Data

Category:	Personal Care - Skin Care Moisturizer (Organic)
Report:	Skin Care Moisturizer, Organic Skin Care Moisturizer Search Trends
Category:	Personal Care - Skin Care Moisturizer
Tmall Category:	美容护肤/美体/精油 (Skincare/Body care/Essential Oil)
Notes:	There is very low search traffic for Organic Skin Moisturizers. However, when Skin Moisturizer is searched, many buyers will favor organic products.

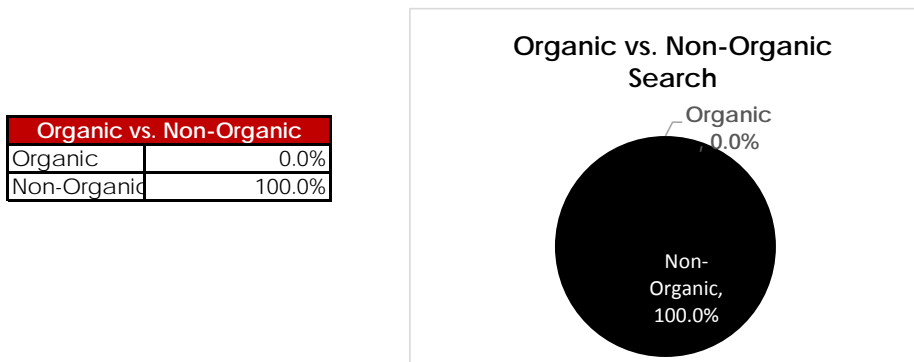
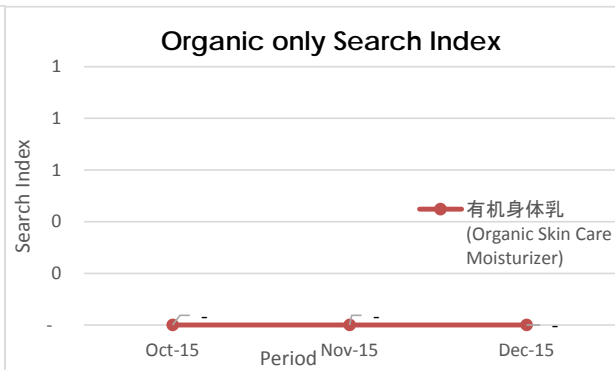
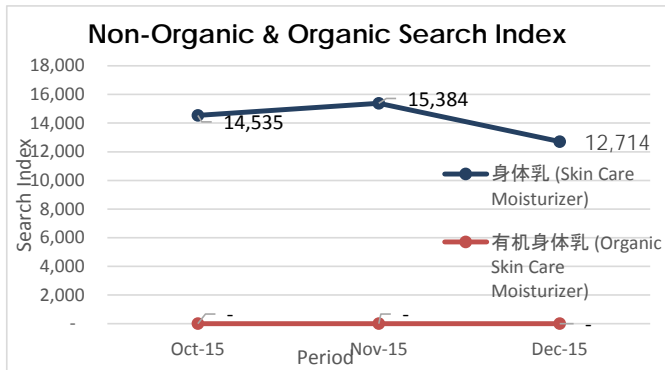
Skin Care Moisturizer Search Index

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	身体乳 (Skin Care Moisturizer)	14,535	91.2%	31,074	96.2%	63.9%
Nov-15	身体乳 (Skin Care Moisturizer)	15,384	92.2%	33,363	96.6%	58.7%
Dec-15	身体乳 (Skin Care Moisturizer)	12,714	93.2%	26,657	96.9%	55.7%
3 Month Average		14,211	92.2%	30,365	96.6%	59.4%

Skin Care Moisturizer (Organic) Search Index

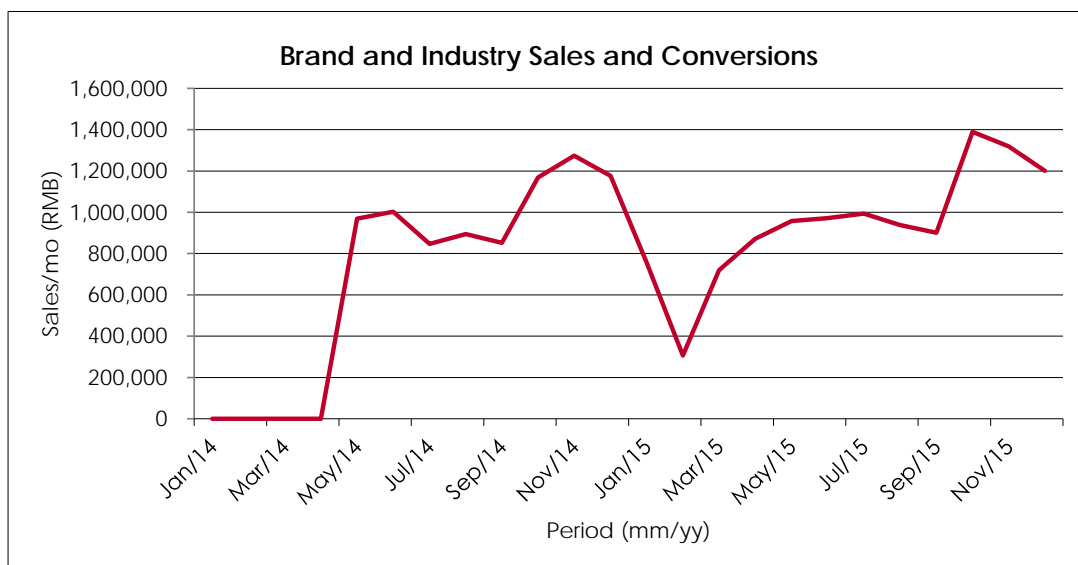
* Very low values. Data not available.

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	有机身体乳 (Organic Skin Care Moisturizer)	n/a	n/a	n/a	n/a	n/a
Nov-15	有机身体乳 (Organic Skin Care Moisturizer)	n/a	n/a	n/a	n/a	n/a
Dec-15	有机身体乳 (Organic Skin Care Moisturizer)	n/a	n/a	n/a	n/a	n/a
3 Month Average		n/a	n/a	n/a	n/a	n/a



Project OTA Organic Data

Category:	Personal Care - Skin Care Moisturizer (Organic)
Report:	Brand and Industry Sales and Conversions



Period (mm/yy)	Sales (RMB)
Jan-14	n/a
Feb-14	n/a
Mar-14	n/a
Apr-14	n/a
May-14	969,033
Jun-14	1,002,411
Jul-14	846,430
Aug-14	894,560
Sep-14	852,582
Oct-14	1,168,603
Nov-14	1,274,241
Dec-14	1,175,622
Jan-15	755,195
Feb-15	306,269
Mar-15	719,599
Apr-15	870,911
May-15	957,966
Jun-15	971,916
Jul-15	993,112
Aug-15	937,921
Sep-15	901,182
Oct-15	1,389,443
Nov-15	1,318,780
Dec-15	1,201,004
2014E 7months	8,183,482
2015 Total	11,323,298
Annual Growth Rate	6.0%

* Last 7 months of year.

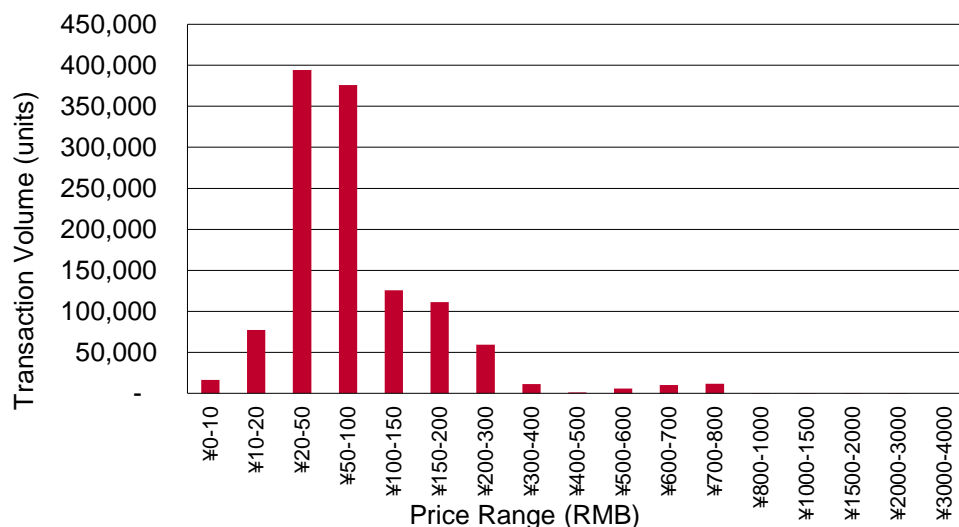
Project OTA Organic Data

Category:	Personal Care - Skin Care Moisturizer (Organic)
Report:	Transactions by Price Range
Period:	Dec., 2015

价格区间	成交量	销售额指数	高质宝贝数
Price Range (RMB)	Transaction Volume (units)	Sales Index	Number of High Quality Products
¥0-10	16,171	37	321
¥10-20	77,343	473	638
¥20-50	394,255	5,022	2,416
¥50-100	375,926	10,000	2,324
¥100-150	125,730	5,555	844
¥150-200	111,105	7,181	743
¥200-300	59,282	5,607	358
¥300-400	11,343	1,458	113
¥400-500	1,089	173	19
¥500-600	5,708	1,167	35
¥600-700	10,258	2,545	42
¥700-800	11,828	3,357	19
¥800-1000	355	118	11
¥1000-1500	408	164	10
¥1500-2000	186	118	2
¥2000-3000	17	13	1
¥3000-4000	-	-	-
¥4000-5000	-	-	-

Personal Care - Skin Care Moisturizer (Organic) Transactions by Price Range

Personal Care - Skin Care Moisturizer (Organic)
Transactions by Price Range



Project OTA Organic Data

Category:	Personal Care - Skin Care Moisturizer
Report:	Top 10 Products
Period:	Latest 30 days, Dec. 14, 2015 - Jan 14, 2016

排名	主图	宝贝名称	价格	销量	店铺掌柜	DSR	信用	所在地	收藏	浏览量	收藏比	评价
Rank	Image	Product Name	Price (RMB)	Sales Volume	Seller's Account Name	Seller Rating	Seller Reputation	Seller Location	Bookmarks	Reviews	Bookmark Ratio	Buyer Evaluations
1		GAIA贝婴儿童润肤乳 宝宝润肤露 有机儿童身体乳 防湿疹 澳洲进口	79	152	gaia海外旗舰店	4.8		上海	1,776	-		289
2		西班牙正品新款补水保湿滋润歌雅妮有机燕麦身体乳润肤露淡香全身	38	43	lmh6677	4.9		广东 深圳	410	1,362	30.10%	26
3		Avalon阿瓦隆薰衣草精油有机润肤露 舒缓滋润保湿补水身体乳	65	62	avalonorganics海外旗舰店	4.8		浙江 宁波	194	-		64
4		游家超润爆水表 黄油水润身体乳100克去妊娠纹 有机护肤孕婴可用	29.9	27	凡卡君	4.9		安徽 合肥	64	238	26.89%	27
5		雏菊的天空野生有机初榨黄金乳木果油 补水保湿滋润护手霜身体乳	52	36	lxix333	4.9		湖南 长沙	448	6,368	7.04%	189
6		英国有机奢侈品牌婴幼儿儿童护肤身体乳润肤露滋润保湿锁水现货	270	20	露西西公主	4.9		海外	52	770	6.75%	14
7		现货德国代购喜宝HiPP有机杏仁油婴儿儿童身体乳液润肤乳350ml	63.9	25	陈一婷0720	4.9		德国	104	1,377	7.55%	28
8		Néolia 有机橄榄油身体乳液750ml 保湿补水滋润肌肤Costco直营	99	68	costco海外旗舰店	4.9		台湾 台北	164	-		8
9		德国HiPP喜宝洗护有机杏仁油免敏温和婴儿柔肤滋润身体乳液350ml	58	20	德国life	4.8		江苏 常州	2	20	10.00%	2
10		原装进口以色列Sabon身体乳 200ml美白保湿嫩滑 天然有机成分孕婴可用	210	14	旺仔仔的小店	4.9		广东 深圳	44	97	45.36%	4

Project OTA Organic Data

Category:	Personal Care - Skin Care Moisturizer (Organic)
Report:	#1 Product Page
Product's name:	GAIA Baby Skin Care Moisturizer Organic Children Skin Care Moisturizer Prevent Eczema Import Australia



澳大利亚品牌 海外直供
GAIA 贝贝婴儿润肤乳 宝宝润肤露 有机儿童身体乳 防湿疹 澳洲进口
 保湿滋润 有机天然 敏感肌适用 澳洲进口

天猫 购物券 天猫实物商品通用 积分刮券

价格 ~~¥118.00~~
 促销价 **¥79.00** 澳洲有机

本店活动 满1件,送5元店铺优惠券 更多优惠
 关税 卖家承担 总价规则

运费 上海 至 杭州下沙保税区 至杭州 运费 ¥0.00
 16:00前付款, 承诺最晚2月21日送达, 迟到赔付

月销量 **152** | 累计评价 **588**

数量 件 库存1609件

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Project OTA Organic Data

Category:	Personal Care - Skin Care Moisturizer (Organic)
Report:	Tmall Organic Skin Care Moisturizer #1 Store Anal
天猫店铺 (Tmall Store)	GAIA海外旗舰店
掌柜旺旺 (Seller's Account Of Wangwang)	gaia海外旗舰店
店铺宝贝数 SKUs	25
所在地区 Location	海外 (Overseas)
创店时间 Store Launch	5/13/2015

GAIA海外旗舰店 Store Quick Facts					
近30天销售额 Sales Volume Last 30 Days RMB	62,500	近30天销量 Transaction Volume In Last 30 Days (Units)	695	平均成交价 Average Selling Price (RMB)	89.9
平均日销售额 Daily Average Sales Volume RMB	62,500	平均日销量 Daily Average Transaction Volume (Units)	23	近30天滞销宝贝 Unsalable Products Last 30 Days	0
经营数据 Operational Data	价格为78.0 ~ 79.0元宝贝销量占比38.71%，0销量宝贝0件占比0.00%，月销30件以下低销量宝贝19件占比76.00%，月销上千宝贝0件占比0.00% * The transaction volume ratio of the products in price ranges ¥78.0-¥ 79.0 is 38.71% * The percentage of products with 0 transaction volume is 0% * There are 19 SKUs of products with monthly transaction volumes less than 30 units, 76.00% of SKUs * There are 0 SKUs of products that sold more than one thousand units, representing 0.00% of SKUs				

Product Price Range vs. Number of SKUs Analysis

价格范围 (元)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Price Range (RMB)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
78.0 ~ 79.0	8	32.00%	269	38.71%	20996	33.60%
88.0 ~ 88.0	10	40.00%	36	5.18%	3168	5.07%
98.0 ~ 99.0	7	28.00%	390	56.12%	38316	61.33%

Unit Sales vs. SKU Volume Analysis

销量范围 (件)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Sales Range (Units)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
0	0	0.00%	0	0.00%	0	0.00%
1 ~ 29	19	76.00%	119	17.12%	10426	16.69%
30 ~ 199	5	20.00%	310	44.60%	25986	41.59%
200 ~ 499	1	4.00%	266	38.27%	26068	41.72%
500 ~ 999	0	0.00%	0	0.00%	0	0.00%
1000 ~ 2999	0	0.00%	0	0.00%	0	0.00%
3000+	0	0.00%	0	0.00%	0	0.00%

Project OTA Organic Data

Category:	Personal Care - Skin Care Moisturizer (Organic)
Report:	Tmall Skin Care Moisturizer #1 Product Analysis
Name:	GAIA Baby Skin Care Moisturizer Organic Children Skin Care Moisturizer Prevent Eczema Import Australia
Price:	¥78
Sales Volume In Last 30 Days:	¥11,900
Daily Average Sales Volume :	¥397.8
Transaction Volume Last 30 Days (units):	153
Daily Ave Transaction Volume (units):	5

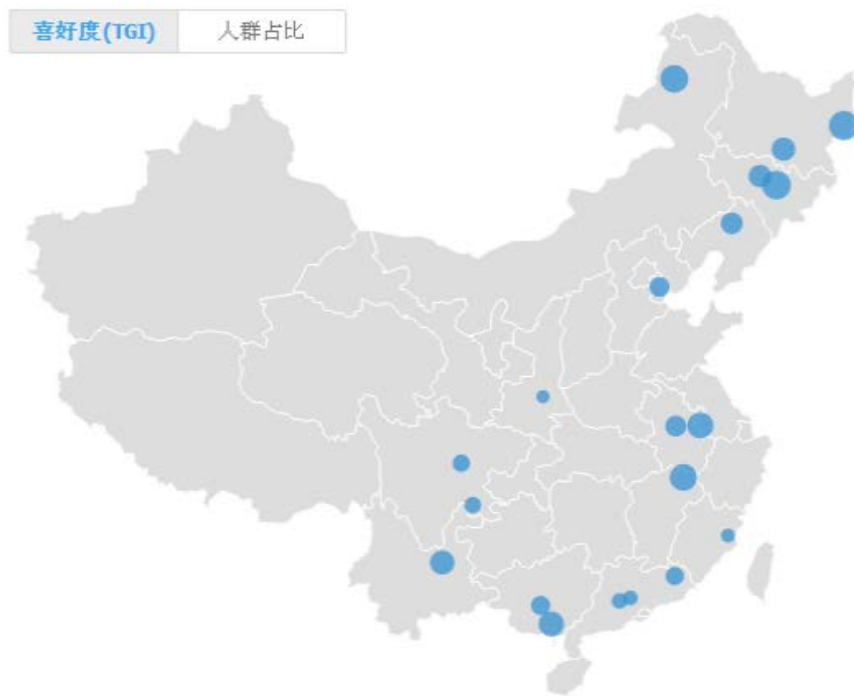


#1 Product Details

系列 (Set)	baby moisturizer
商品条形码 (Bar Code)	9332059000030
型号 (Type)	250mL
品牌 (Brand)	250mL
产地 (Place Of Production)	澳大利亚 Australia

Project OTA Organic Data

Category:	Personal Care - Skin Care Moisturizer
Report:	Searcher Demographics
Keyword:	有机身体乳 (Organic Skin Care Moisturizer)
Period:	January 1, 2014 - Jan 15, 2016
Source:	TaoBao Index (PC Search Only)



Most Popular Search Provinces	
1	JiLin
2	HeiLongJiang
3	TianJin
4	JiangSu
5	YuNan
6	NeiMengGu
7	GuangXi
8	AnHui
9	SiChuan
10	LiaoNing
11	GuangDong
12	ShangHai
13	BeiJing
14	JiangXi
15	ZheJiang
16	HuBei
17	n/a
18	n/a
19	n/a
20	n/a

Most Popular Search Cities	
1	JiXi
2	JiLin
3	HuLunBeiEr
4	JingDeZhen
5	NanJing
6	QinZhou
7	KunMing
8	HaErBing
9	ChangChun
10	ShenYang
11	HeFei
12	TianJing
13	NanNing
14	MeiZhou
15	ChengDu
16	YiBing
17	FoShan
18	GuangZhou
19	FuZhou
20	XiAn

Project OTA Organic Data

Category:	Personal Care - Skin Care Moisturizer (Organic)
Report:	Searcher Demographics
Category:	Personal Care - Skin Care Moisturizer
Data Source	TaoBao Index (PC Search Only)

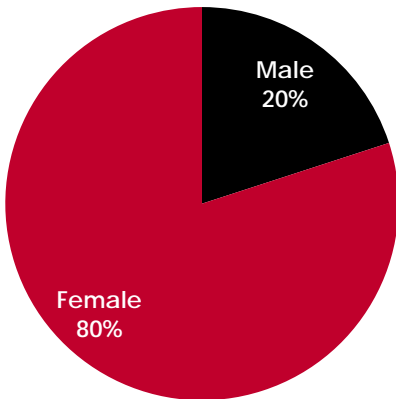
Gender Distribution

Gender	Percentage
Male	20.0%
Female	80.0%

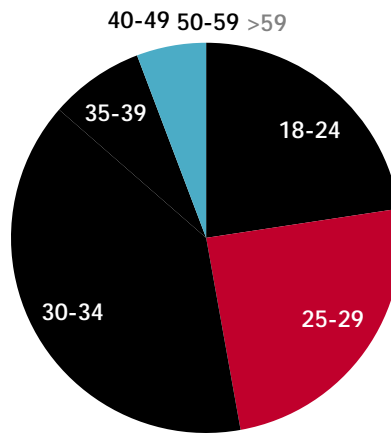
Age Distribution

Age	Percentage
18-24	20.8%
25-29	22.6%
30-34	36.1%
35-39	7.2%
40-49	5.3%
50-59	0.0%
>59	0.0%

Searcher Gender



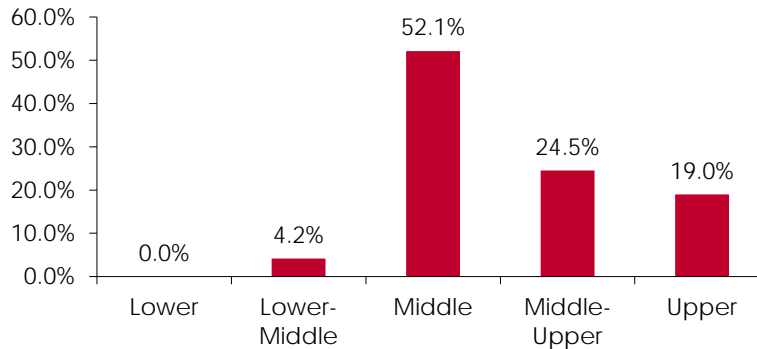
Searcher Age



Social Class Distribution

Social Class	Percentage
Lower	0.0%
Lower-Middle	4.2%
Middle	52.1%
Middle-Upper	24.5%
Upper	19.0%

Searcher Social Class

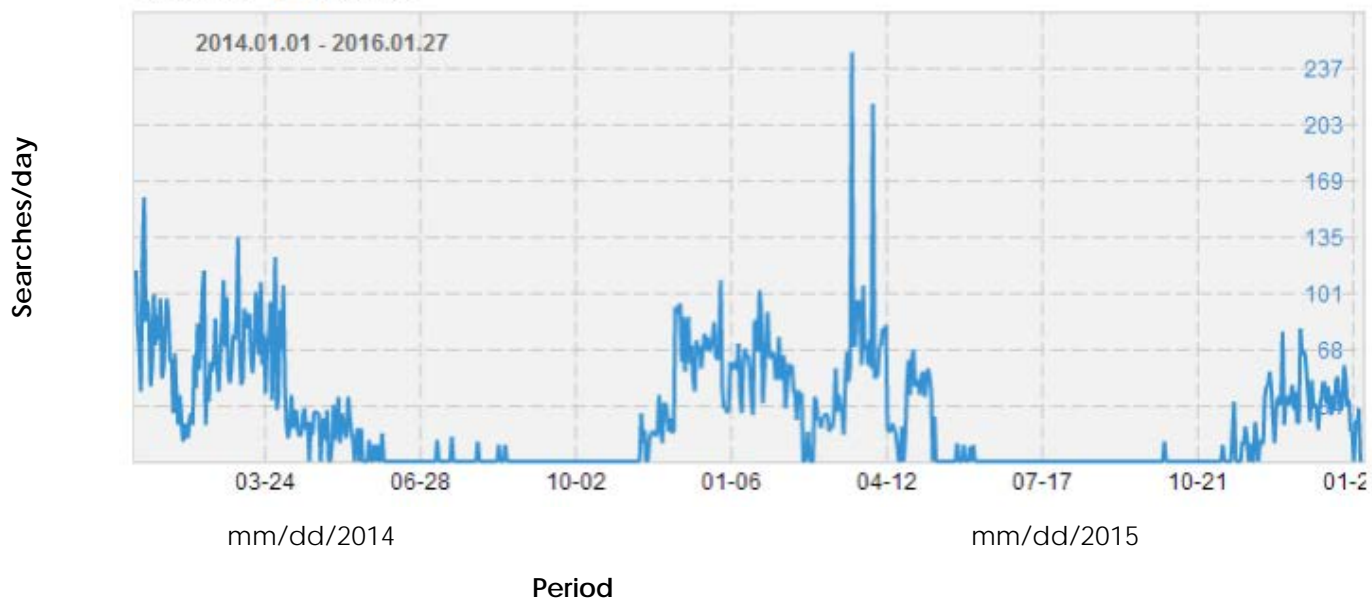


Project OTA Organic Data

Category:	Fruit and Vegetable- Strawberry (organic)
Report:	Search: Keyword Trends
Data Source:	TaoBao Index (PC Search Only)
Keyword:	有机草莓 (Organic Strawberry)
Period:	Jan 1, 2014 - Jan 1, 2016

有机草莓 (Organic Strawberry) Daily Keyword Searches

有机草莓: ■ 搜索指数



Project OTA Organic Data

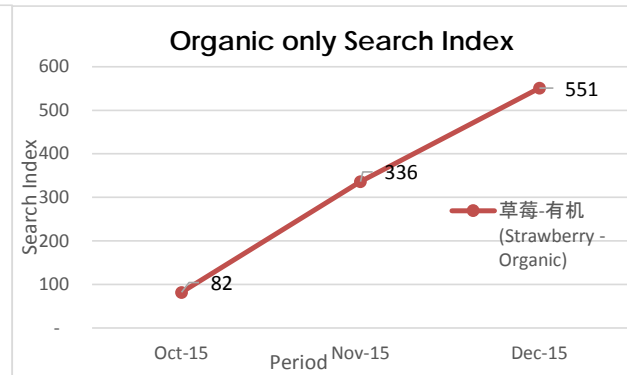
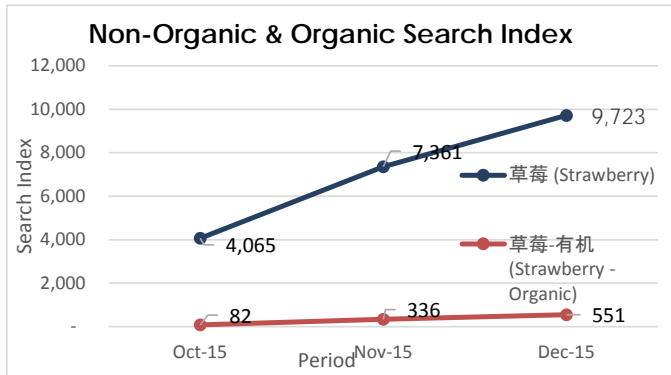
Category:	Fruit and Vegetable- Strawberry (organic)
Report:	Strawberry, Organic Strawberry Search Trends
Tmall Category:	水产肉类/新鲜蔬果/熟食 (Aquatic Product And Meat /Fresh Vegetables And Fruit / Cooked Food)

Strawberry Search index (non-organic)

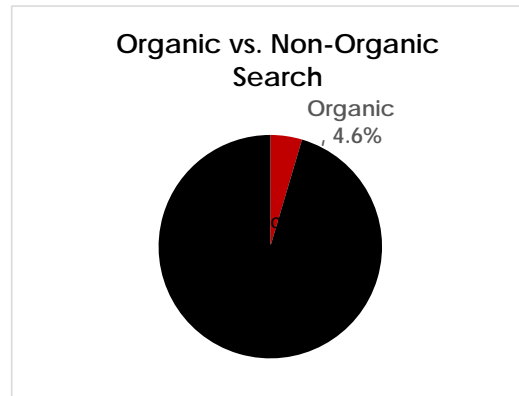
周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	草莓 (Strawberry)	4,065	99.6%	6,746	99.8%	39.5%
Nov-15	草莓 (Strawberry)	7,361	99.6%	12,226	99.8%	41.3%
Dec-15	草莓 (Strawberry)	9,723	99.6%	16,021	99.8%	41.8%
3 Month Average		7,050	99.6%	11,664	99.8%	40.9%

Organic Strawberry Search Index

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	草莓-有机 (Strawberry -Organic)	82	80.3%	192	80.6%	83.7%
Nov-15	草莓-有机 (Strawberry -Organic)	336	99.9%	692	99.9%	125.4%
Dec-15	草莓-有机 (Strawberry -Organic)	551	99.6%	1,182	99.9%	69.6%
3 Month Average		323	93.2%	689	93.4%	92.9%

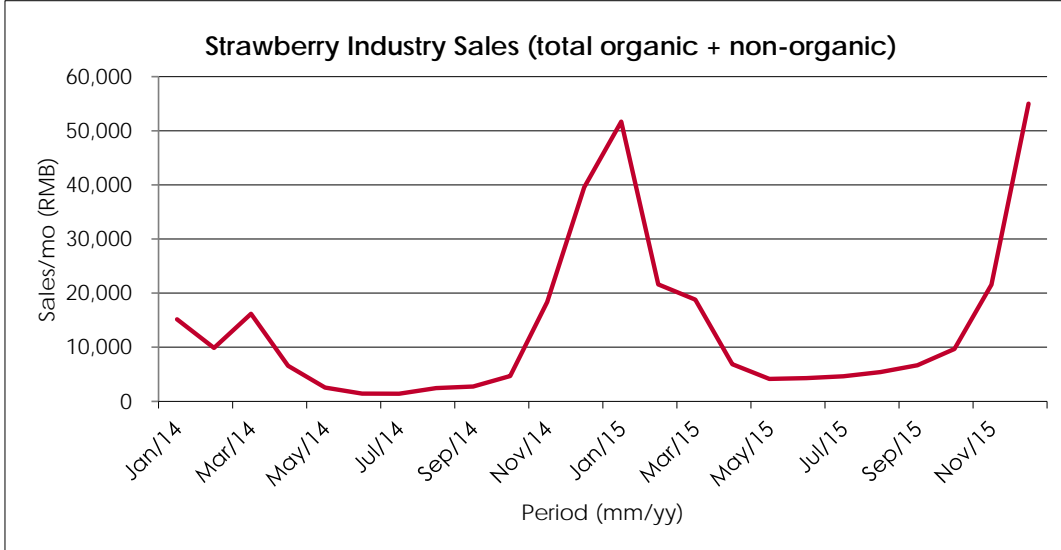


Organic vs. Non-Organic	
Organic	4.6%
Non-Organic	95.4%



Project OTA Organic Data

Category:	Fruit and Vegetable- Strawberry (general)
Report:	Strawberry Industry Sales (total organic + non-organic)



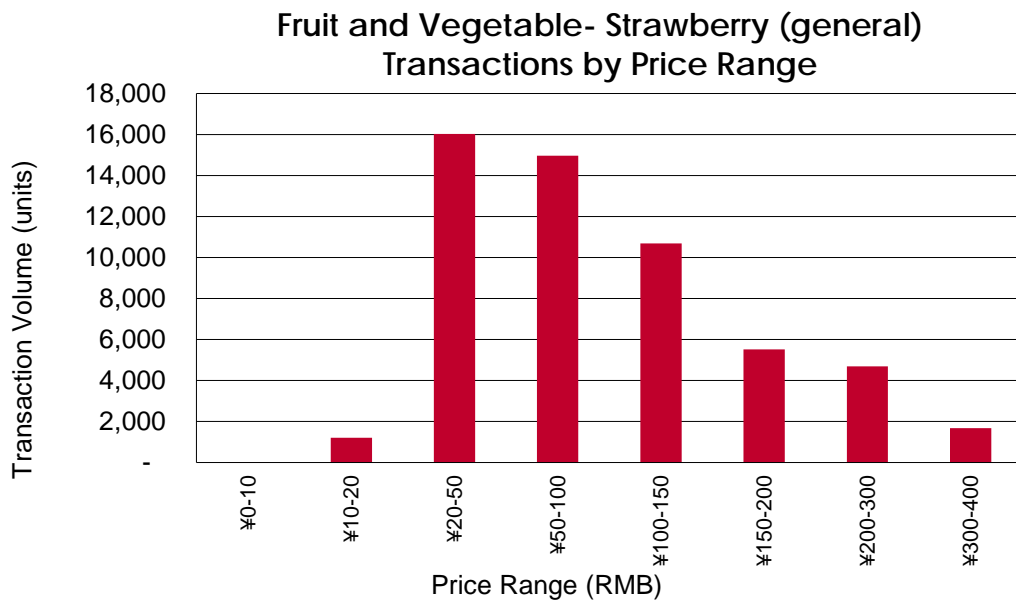
Period (mm/yy)	Sales (RMB)
Jan-14	15,170
Feb-14	9,885
Mar-14	16,165
Apr-14	6,569
May-14	2,541
Jun-14	1,458
Jul-14	1,418
Aug-14	2,436
Sep-14	2,735
Oct-14	4,709
Nov-14	18,378
Dec-14	39,573
Jan-15	51,681
Feb-15	21,616
Mar-15	18,824
Apr-15	6,855
May-15	4,175
Jun-15	4,299
Jul-15	4,650
Aug-15	5,423
Sep-15	6,691
Oct-15	9,672
Nov-15	21,589
Dec-15	55,008
2014 Total	121,037
2015 Total	210,483
Annual Growth Rate	73.9%

Project OTA Organic Data

Category:	Fruit and Vegetable- Strawberry (general)
Report:	Transactions by Price Range
Period:	Dec., 2015

价格区间	成交量	销售额指数	高质宝贝数
Price Range (RMB)	Transaction Volume (units)	Sales Index	Number of High Quality Products
¥0-10	23	-	2
¥10-20	1,206	149	21
¥20-50	16,034	3,806	140
¥50-100	14,971	9,145	127
¥100-150	10,691	10,000	90
¥150-200	5,525	6,963	61
¥200-300	4,684	8,712	30
¥300-400	1,671	4,346	5
¥400-500	203	656	4

Fruit and Vegetable- Strawberry (general) Transactions by Price Range



Project OTA Organic Data

Category:	Fruit and Vegetable- Strawberry (organic)
Report:	Top 10 Products
stage:	Latest 30 days, Dec. 14, 2015 - Jan 14, 2016

排名	主图	宝贝名称	价格	销量	店铺掌柜	DSR	信用	所在地	收藏	浏览量	收藏比	评价
Rank	Image	Product Name	Price (RMB)	Sales Volume	Seller's Account Name	Seller Rating	Seller Reputation	Seller Location	Bookmarks	Reviews	Bookmark Ratio	Buyer Evaluations
1		新鲜有机奶油草莓3斤装 秒双流顺丰包邮当季水果送礼首选冬季养生	129	3,841	qq2公主	4.8	★★★★★	江苏 无锡	3,510	9,048	38.79%	1,307
2		新鲜草莓【5盒装】奶油有机草莓 新鲜水果顺丰包邮 红颜冬季草莓	88	1,332	明嘉琪琪	4.7	★★★★	浙江 嘉兴	1,440	3,829	37.61%	510
3		农家有机水果 新鲜红颜草莓 现摘现发 2.5斤顺丰空运包邮 限时	99	958	客_客	4.8	★★★★★	浙江 杭州	1,176	3,201	36.74%	299
4		新鲜水果有机奶油草莓 现摘现发 3斤装超值孕妇水果牛奶草莓包邮	128	1,024	认真玩98	4.8	★★★★★	江苏 无锡	2,080	32,371	6.43%	344
5		新鲜有机巧克力草莓顺丰包邮孕妇水果精品2斤礼盒装杨氏草莓直销	95	797	qq2公主	4.8	★★★★★	江苏 无锡	418	1,773	23.58%	262
6		新鲜水果 红颊巧克力草莓 现摘孕妇有机水果4盒 上海红颜奶油包邮	130	497	尖果庄园	4.7	★★★★★	上海	3,424	5,897	58.06%	710
7		新鲜草莓 有机奶油草莓3.5斤净重 新鲜水果 日本章姬 上海自送	105	717	享受惬意	4.8	★★★★	上海	924	3,139	29.44%	321
8		现货新鲜草莓有机水果特大章姬奶油草莓105元/箱上海外环内包邮	105	852	xiaojian416321372	4.8	★★★★★	上海	1,542	61,573	2.50%	174
9		【2斤礼盒装】现摘现发新鲜日本红颜草莓 有机健康水果顺丰包	68	301	智儿乐婴儿推车	4.7	★★★★	湖北 武汉	498	2,275	21.89%	311
10		【5盒装】新鲜草莓 奶油有机草莓 红颜冬季草莓 新鲜水果顺丰包邮	108	670	谁喝了偶的茶	4.9	★★★★★	浙江 嘉兴	600	2,197	27.31%	66

Project OTA Organic Data

Category:	Fruit and Vegetable- Strawberry (organic)
Report:	#1 Product Page
Product's name:	3 pounds of fresh organic strawberry seasonal fruit Free delivery

举报



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价格 **¥ 129.00** 1307 2807
累计评论 交易成功

淘金币可抵1.29元

配送 江苏无锡 至 全国 快递 免运费 卖家承诺4小时内发货

数量 件(库存14795件)

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承诺 公益宝贝

支付 快捷支付 信用卡支付 余额宝支付 蚂蚁花呗

提醒 此商品为鲜活易腐类，不支持7天无理由退货

Project OTA Organic Data

Category:	Fruit and Vegetable- Strawberry (organic)
Report:	Tmall Organic Strawberry #1 Store Analysis
店铺 (Store)	杨氏草莓生态园(YangShi Strawberry Garden)
掌柜旺旺 (Seller's Account Of Wangwang)	qq2公主
店铺宝贝数 SKUs	¥6
所在地区 Location	江苏无锡(Wuxi, Jiangsu)
创店时间 Store Launch	9/17/2010

杨氏草莓生态园(YangShi Strawberry Garden) Store Quick Facts

近30天销售额 Sales Volume Last 30 Days RMB	576,700	近30天销量 Transaction Volume In Last 30 Days (Units)	5,045	平均成交价 Average Selling Price (RMB)	114.3
平均日销售额 Daily Average Sales Volume RMB	19,200	平均日销量 Daily Average Transaction Volume (Units)	168	近30天滞销宝贝 Unsalable Products Last 30 Days	0
经营数据 Operational Data	价格为129.0 ~ 129.0元宝贝销量占比76.13%，0销量宝贝0件占比0.00%，月销30件以下低销量宝贝1件占比16.67%，月销上千宝贝1件占比16.67% * The transaction volume ratio of the products in price ranges ¥129.0 ~¥ 129.0 is76.13% * The percentage of products with 0 transaction volume is 0% * There are 1 SKUs of products with monthly transaction volumes less than 30 units,16.67% of SKUs * There are 1 SKUs of products that sold more than one thousand units, representing 16.67% of SKUs				

Product Price Range vs. Number of SKUs Analysis

价格范围 (元)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Price Range (RMB)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
1.8 ~ 4.5	2	33.33%	316	6.26%	769	0.13%
45.0 ~ 45.0	1	16.67%	80	1.59%	3600	0.62%
95.0 ~ 99.0	2	33.33%	808	16.02%	76804	13.32%
129.0 ~ 129.0	1	16.67%	3841	76.13%	495489	85.92%

Unit Sales vs. SKU Volume Analysis

销量范围 (件)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Sales Range (Units)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
1 ~ 29	1	16.67%	11	0.22%	1,089	0.19%
30 ~ 199	2	33.33%	154	3.05%	3,933	0.68%
200 ~ 499	1	16.67%	242	4.80%	436	0.08%
500 ~ 999	1	16.67%	797	15.80%	75,715	13.13%
1000 ~ 2999	0	0.00%	0	0.00%	-	0.00%
3000+	1	16.67%	3841	76.13%	495,489	85.92%

Project OTA Organic Data

Category:	Fruit and Vegetable- Strawberry (organic)
Report:	#1 Product Analysis
Product's name:	3 pounds of fresh organic strawberry seasonal fruit Free delivery
Price:	¥129.00
Sales Volume In Last 30 Days:	¥495,500
Daily Average Sales Volume:	¥16,500
Transaction Volume Last 30 Days (units):	3841
Daily Ave Transaction Volume (units):	128



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价格 **¥129.00** 1307 2807
累计评论 交易成功

淘金币可抵1.29元

配送 江苏无锡至 全国 快速 免运费 卖家承诺4小时内发货

数量 件(库存14795件)

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支付 快捷支付 信用卡支付 余额宝支付 蚂蚁花呗

提醒 此商品为鲜活易腐类，不支持7天无理由退货

#1 Product Details

生产许可证编号:	Production license number:
产品标准号:	Product standards:
厂名: 杨氏草莓生态园	Make: Young Strawberry Ecological Park
厂址: 无锡市锡山区八士镇文八路	Address: Xishan District, Wuxi Shi Wen town eight 8
厂家联系方式: 0510-66883998	Manufacturers Contact: 0510-66883998
配料表: 鲜草莓	Ingredients: Fresh Strawberries
储藏方法: 常温保鲜·请勿吹风	Storage: at room temperature preservation, do hair
保质期: 7	Shelf life: 7
食品添加剂: 无	Food Additives: None
净含量: 1500g	Net weight: 1500g
包装方式: 散装	Packing: Bulk
同城服务: 同城24小时卖家送货上门	City services: city 24 hours sellers delivery
品牌: 杨氏草莓	Brand: Young Strawberry

Project OTA Organic Data

Category:	Fruit and Vegetable- Strawberry (organic)
Report:	Searcher Demographics
Keyword:	有机草莓 (Organic Strawberry)
Period:	January 1, 2014 - Jan 15, 2016
Source:	TaoBao Index (PC Search Only)



Most Popular Search Province	
1	ShangHai
2	BeiJing
3	TianJing
4	LiaoNing
5	JiangXi
6	HeiLongJiang
7	JiangSu
8	GuiZhou
9	SiChuan
10	HuBei
11	ShanDong
12	ZheJiang
13	HeNan
14	FuJian
15	ShanXi
16	HuNan
17	GuangDong
18	HeBei
19	GuangXi
20	AnHui

Most Popular Search Cities	
1	ShangHai
2	BeiJing
3	ShangHai City
4	DanDong
5	BeiJing City
6	DaLian
7	NanChang
8	ChongQing
9	GuiYang
10	DaQing
11	TianJing
12	ChangZhou
13	GuiLin
14	ChengDu
15	AnShan
16	NanJing
17	YanTai
18	ZiBo
19	ZhengZhou
20	WuHan

Project OTA Organic Data

Category:	Fruit and Vegetable- Strawberry (organic)
Report:	Searcher Demographics
Data Source:	TaoBao Index (PC Search Only)

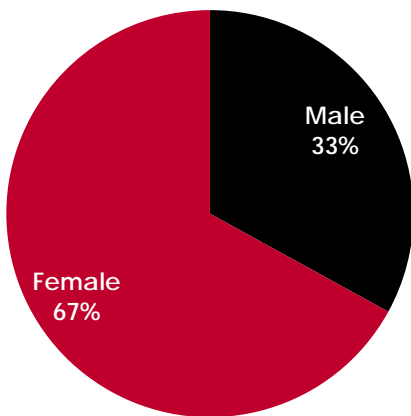
Gender Distribution

Gender	Percentage
Male	33.0%
Female	67.0%

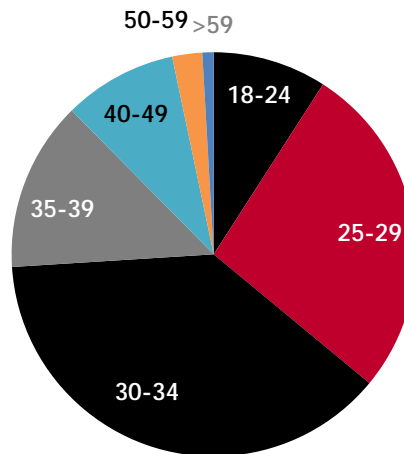
Age Distribution

Age	Percentage
18-24	9.1%
25-29	26.9%
30-34	38.0%
35-39	13.6%
40-49	9.1%
50-59	2.4%
>59	0.9%

Searcher Gender



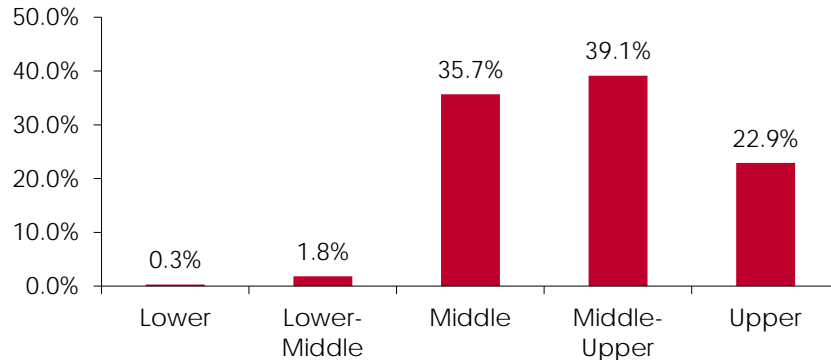
Searcher Age



Social Class Distribution

Social Class	Percentage
Lower	0.3%
Lower-Middle	1.8%
Middle	35.7%
Middle-Upper	39.1%
Upper	22.9%

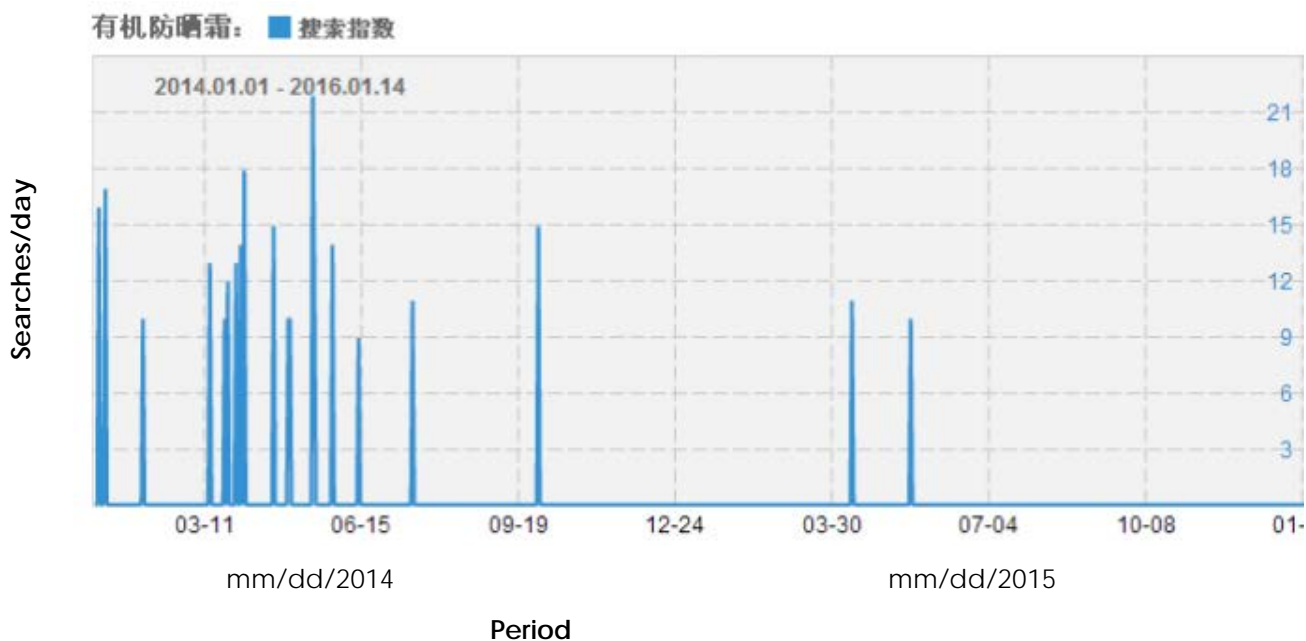
Searcher Social Class



Project OTA Organic Data

Category:	Personal Care - Sunscreen
Report:	Search: Keyword Trends
Data Source:	TaoBao Index (PC Search Only)
Keyword:	有机防晒霜 (Organic Sunscreen)
Period:	Jan 1, 2014 - Jan 1, 2016
Notes:	Daily key word searches for 'Organic Sunscreen'

有机防晒霜 (Organic Sunscreen) Daily Keyword Searches



Project OTA Organic Data

Category:	Personal Care - Sunscreen
Report:	Sunscreen, Organic Sunscreen Search Trends
Tmall Category:	美容护肤/美体/精油 (Skincare/Bodycare/Essential Oil)
Notes:	Chinese people typically would not directly search "Organic Sunscreen", however, if they search Sunscreen and there is an organic option, there is a good likelihood that they would select it.

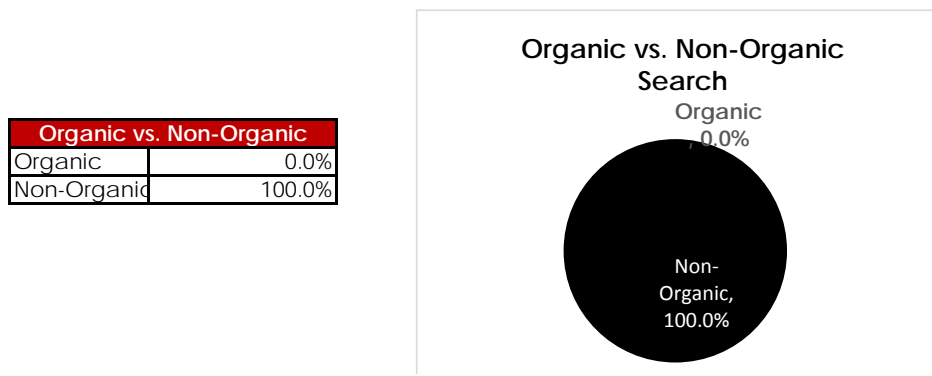
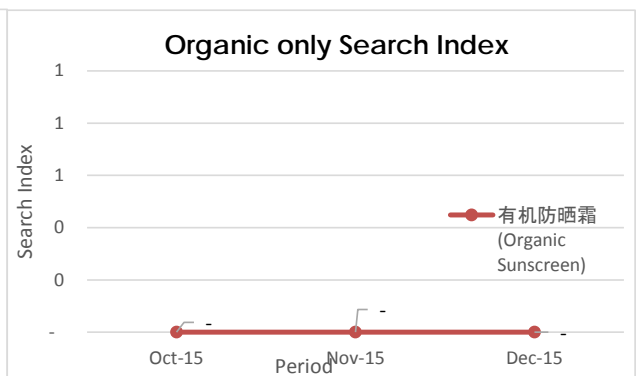
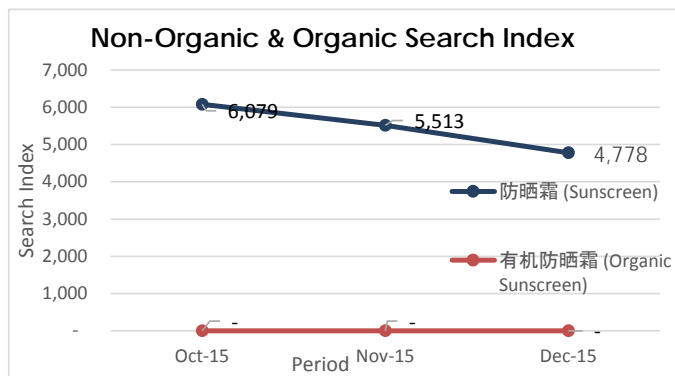
Sunscreen (non-organic)

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	防晒霜 (Sunscreen)	6,079	97.4%	11,923	98.8%	56.9%
Nov-15	防晒霜 (Sunscreen)	5,513	97.9%	11,090	99.1%	50.0%
Dec-15	防晒霜 (Sunscreen)	4,778	98.3%	9,187	99.1%	47.8%
3 Month Average		5,457	97.8%	10,733	99.0%	51.5%

Organic Sunscreen

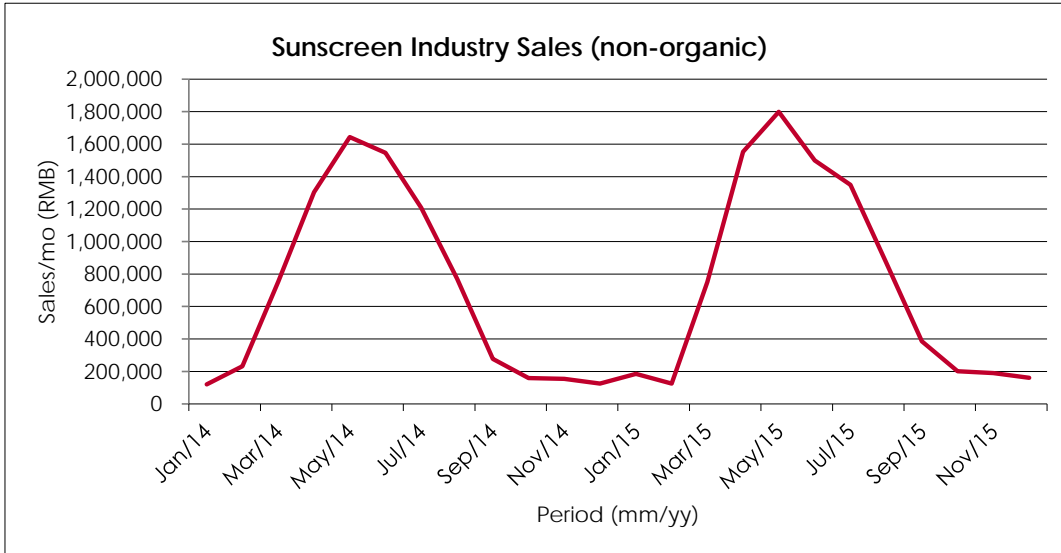
*** Searches for Organic Sunscreen are too low to measure. No data available.

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	有机防晒霜 (Organic Sunscreen)	-	n/a	n/a	n/a	n/a
Nov-15	有机防晒霜 (Organic Sunscreen)	-	n/a	n/a	n/a	n/a
Dec-15	有机防晒霜 (Organic Sunscreen)	-	n/a	n/a	n/a	n/a
3 Month Average		-	n/a	n/a	n/a	n/a



Project OTA Organic Data

Category:	Personal Care - Sunscreen
Report:	Sunscreen Industry Sales (non-organic)



Period (mm/yy)	Sales (RMB)
Jan-14	120,462
Feb-14	231,637
Mar-14	754,935
Apr-14	1,303,707
May-14	1,644,211
Jun-14	1,545,702
Jul-14	1,208,758
Aug-14	770,104
Sep-14	277,650
Oct-14	159,252
Nov-14	153,823
Dec-14	126,060
Jan-15	184,960
Feb-15	125,600
Mar-15	750,541
Apr-15	1,552,320
May-15	1,799,023
Jun-15	1,499,006
Jul-15	1,349,455
Aug-15	870,198
Sep-15	385,182
Oct-15	201,818
Nov-15	189,363
Dec-15	161,285
2014 Total	8,296,301
2015 Total	9,068,751
Annual Growth Rate	9.3%

Project OTA Organic Data

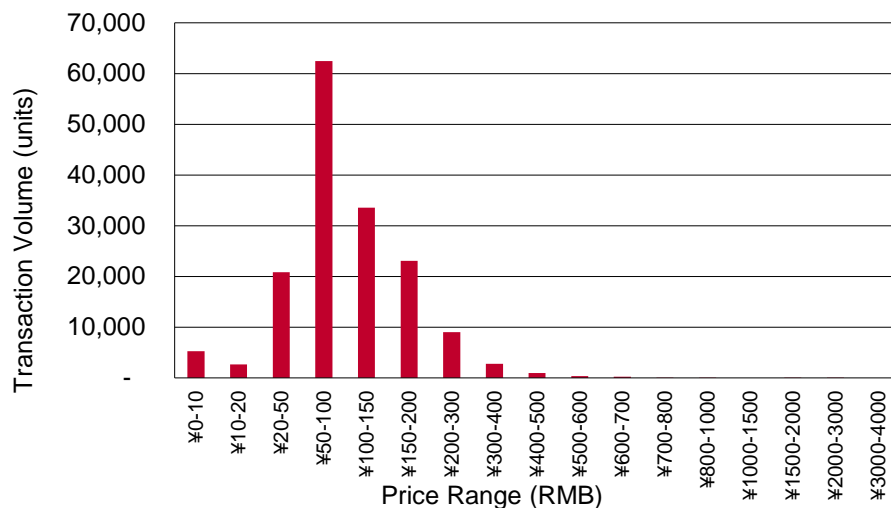
Category:	Personal Care - Sunscreen (non-organic)
Report:	Transactions by Price Range
Period:	Dec., 2015

Non-Organic Transactions by Pricerange

价格区间	成交量	销售额指数	高质宝贝数
Price Range (RMB)	Transaction Volume (units)	Sales Index	Number of High Quality Products
¥0-10	5,239	48	177
¥10-20	2,665	95	92
¥20-50	20,855	1,772	555
¥50-100	62,481	10,000	1,178
¥100-150	33,541	8,558	509
¥150-200	23,088	8,629	527
¥200-300	9,022	4,680	263
¥300-400	2,793	2,070	75
¥400-500	965	955	26
¥500-600	332	393	11
¥600-700	207	291	9
¥700-800	12	20	1
¥800-1000	53	114	1
¥1000-1500	-	-	-
¥1500-2000	20	72	1
¥2000-3000	12	67	1
¥3000-4000	-	-	-
¥4000-5000	-	-	-

Personal Care - Sunscreen (non-organic) Transactions by Price Range

Sunscreen Transactions by Price Range
(non-organic) Dec 2015



Project OTA Organic Data

Category:	Personal Care - Sunscreen
Report:	Top 10 Organic Sunscreen Products
Period:	Latest 30 days, Dec. 14, 2015 - Jan 14, 2016

排名	主图	宝贝名称		价格	销量	店铺掌柜	DSR	信用	所在地		收藏	浏览量	收藏比	评价
Rank	Image	Product Name	Product Name (Translation)	Price (RMB)	Sales Volume	Seller's Account Name	Seller Rating	Seller Reputation	Seller Location	Seller Location (Translation)	Bookmarks	Reviews	Bookmark Ratio	Buyer Evaluations
1		觅己天然有机紫薯遮瑕隔离霜防晒美白淡斑SPF20PA顺丰满百包邮	MiJi Natural Organic Concealer Sunscreen Whitening SPF20PA	39.8	95	kerilin	4.9		山东 青岛	Qingdao, Shandong	80	785	10.19%	91
2		油皮救星 日本有机naturaglace防晒遮瑕多合一BB霜 孕妇推荐	Japan Organic naturaglace Sunscreen Concealer BB Cream Suitable For Pregnancy	199	59	nature_studio	4.8		上海	Shanghai	2,080	17,237	12.07%	36
3		现货最新韩国beyond孕妇可用天然有机变色CC霜隔离防晒SPF25PA++	Newest Korean beyond Suitable For Pregnancy Natural Organic CC Cream Concealer Sunscreen SPF25PA++	120	43	馋嘴小小黄	4.8		韩国	Korea	1,536	1,341	114.54%	59
4		日期特价, 一年底价加州宝宝天然有机婴幼儿30倍物理防晒霜16.2	California Baby Natural Organic Baby Sunscreen 16.2	62.4	22	corizhan1118	4.9		北京	Beijing	816	11,605	7.03%	9
5		LG旗下韩国beyond孕妇可用纯天然有机CC霜隔离防晒SPF25 正品现货	Korean beyond Suitable For Pregnancy Natural Organic CC Cream Concealer Sunscreen SPF25PA++	105	19	亚亚o尼	4.8		广东 广州	Guangzhou, Guangdong	106	398	26.63%	24
6		持久定妆控油 日本有机naturaglace防晒遮瑕多合一美容BB霜 孕妇	Japan Organic naturaglace Sunscreen Concealer BB Cream Suitable For Pregnancy	183.2	15	koalabuddy	4.8		上海	Shanghai	122	555	21.98%	18
7		加州宝宝防晒霜 婴儿儿童有机物理防晒乳隔离霜SPF30 无香防敏美国	California Baby Natural Organic Baby Sunscreen SPF30 Fragrance Free Anti-Allergy USA	76	26	品味海外专营店	4.9		重庆	Chongqing	704	-		148
8		Oasis有机天然全矿物质防晒BB霜 2款可选 孕妇可用	Oasis Organic Natural Mineral Sunscreen BB Cream 2 Types Suitable For Pregnancy	99	23	幸福小强88	4.9		广东 珠海	Guangdong Zhuhai	60	1,075	5.58%	4
9		韩国代购innisfree悦诗风吟有机葵花天然无油草本防晒霜SPF35	Korean innisfree Organic Sunflower Natural Oil Free Herb Sunscreen SPF35	58	8	魔幻扫帚	4.9		山西 太原	Taiyuan	26	110	23.64%	8
10		正品防伪 澳洲澳赞洋甘菊有机防晒霜美白保湿防晒130ml SPF50	Certified Products Australia Aozan Chamomile Organic Sunscreen Whitening Moisturing Anti-Allergy 130ml SPF50	55.8	8	美丽珍藏	4.8		四川 成都	Chengdu, Sichuan	118	437	27.00%	19

Project OTA Organic Data


Category:	Personal Care - Sunscreen
Report:	#1 Product Page
Product's name:	MiJi Natural Organic Concealer Sunscreen Whitening SPF20PA
Notes:	Shows #1 Seller of Organic Sunscreen.

平口状

觅己天然有机紫薯遮瑕隔离霜防晒美白淡斑SPF20PA顺丰满百包邮



价格 **¥39.80** 91 55
累计评论 交易成功

 店铺红包可抵5.00元 [领取](#)





配送 山东青岛 至 全国 快递 ¥10.00 卖家承诺45天内发货

颜色分类 **紫薯系遮瑕**

数量 件(库存77件)

[立即购买](#) [加入购物车](#)

承诺  7天无理由

支付  快捷支付  信用卡支付  余额宝支付  蚂蚁花呗

Project OTA Organic Data

Category:	Personal Care -Sunscreen
Report:	Taobao store Organic Sunscreen #1 Store Analysis
店铺(Store)	吉祥美业觅己店 (JiXiangMeiYeMiJiDian) (A 4 crown Taobao store)
掌柜旺旺 (Seller's Account Of Wangwang)	kerilin
店铺宝贝数 SKUs	133
所在地区 Location	山东青岛(Qingdao,Shandong)
创店时间 Store Launch	11/24/2005

吉祥美业觅己店 (JiXiangMeiYeMiJiDian)(A 4 crown Taobao store) Store Quick Facts

近30天销售额 Sales Volume Last 30 Days RMB	269,000	近30天销量 Transaction Volume In Last 30 Days (Units)	17,537	平均成交价 Average Selling Price (RMB)	15.3
平均日销售额 Daily Average Sales Volume RMB	8,966	平均日销量 Daily Average Transaction Volume (Units)	585	近30天滞销宝贝 Unsalable Products Last 30 Days	0
经营数据 Operational Data	价格为1.0 ~ 15.9元宝贝销量占比69.54%，0销量宝贝0件占比0.00%，月销30件以下低销量宝贝0件占比0.00%，月销上千宝贝4件占比10.00% * The transaction volume ratio of the products in price ranges ¥1.0 ~¥ 15.9 is 69.54% * The percentage of products with 0 transaction volume is 0% * There are 0 SKUs of products with monthly transaction volumes less than 30 units, 0.00% of SKUs * There are 4 SKUs of products that sold more than one thousand units, representing 10.00% of SKUs				

Product Price Range vs. Number of SKUs Analysis

价格范围 (元)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Price Range (RMB)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
1.0 ~ 15.9	11	27.50%	12196	69.54%	76408	28.41%
18.0 ~ 29.9	15	37.50%	3236	18.45%	82428.7	30.64%
38.0 ~ 49.8	9	22.50%	1197	6.83%	48295.4	17.95%
59.8 ~ 69.8	3	7.50%	652	3.72%	41519.6	15.44%
79.0 ~ 79.8	2	5.00%	256	1.46%	20336.8	7.56%

Unit Sales vs. SKU Volume Analysis

销量范围 (件)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Sales Range (Units)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
0	0	0.00%	0	0.00%	0	0.00%
1 ~ 29	0	0.00%	0	0.00%	0	0.00%
30 ~ 199	29	72.50%	3523	20.09%	110835.4	41.20%
200 ~ 499	5	12.50%	1393	7.94%	56393.3	20.96%
500 ~ 999	2	5.00%	1350	7.70%	36388	13.53%
1000 ~ 2999	2	5.00%	3176	18.11%	18420.8	6.85%
3000+	2	5.00%	8095	46.16%	46951	17.45%

Project OTA Organic Data

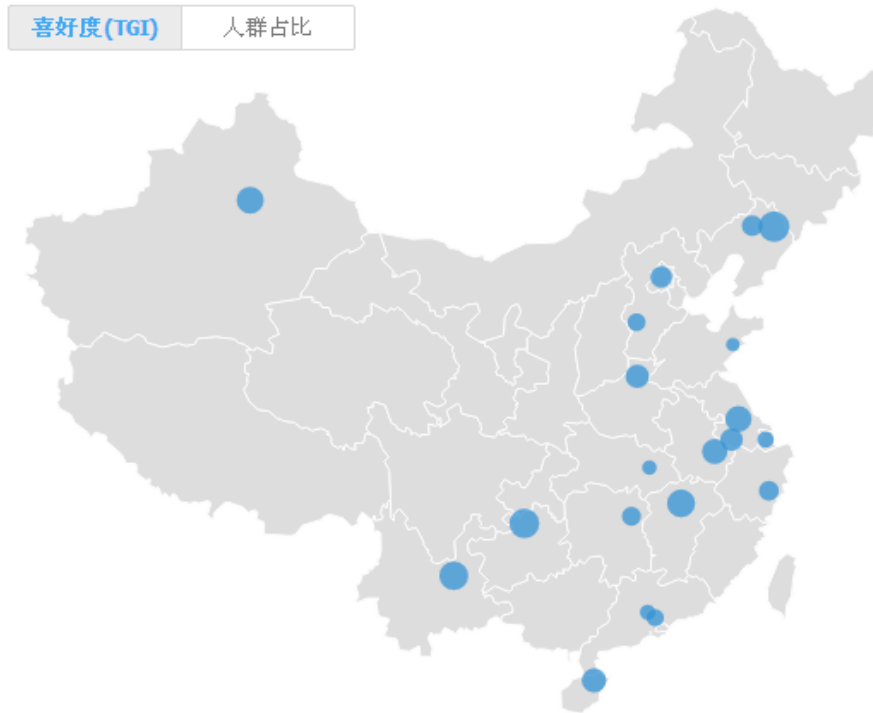
Category:	Personal Care - Organic Sunscreen
Report:	Taobao store Organic Sunscreen #1 Product Analysis
Category:	Personal Care - Organic Sunscreen
	MiJi Natural Organic Concealer Sunscreen Whitening SPF20PA
Price:	¥39.80
Sales Volume In Last 30 Days:	¥3781.0
Daily Average Sales Volume :	¥126.03
Transaction Volume Last 30 Days (units):	95
Daily Ave Transaction Volume (units):	3



#1 Product Details	
适合肤质(For skin)	任何肤质()
产地(Origin)	中国(China)
品牌(Brand)	other/其他
规格类型(Type)	正常规格(Regular)
是否防晒(Sunscreen or not)	是(Yes)
功效(Function)	控油,提亮肤色,遮瑕,防晒,隔离(Containment,bright color of skin,block defect, sunscreen, insulation)
妆前乳单品(Make-up base)	其他/other
途化妆品(Special make-up or not)	否(No)
颜色分类(Color)	紫薯系遮瑕(Purple)
质地分类(Quality)	乳霜(Cream)
适用部位(Applicable parts)	脸部(Face)

Project OTA Organic Data

Category:	Personal Care - Sunscreen
Report:	Searcher Demographics
Keyword:	有机防晒霜 (Organic Sunscreen)
Period:	January 1, 2014 - Jan 15, 2016
Source:	TaoBao Index (PC Search Only)



Most Popular Search Provinces			
1	Yunnan	11	Hunan
2	Hainan	12	Guangdong
3	Guizhou	13	Hubei
4	Xinjiang	14	Hebei
5	Jiangxi	15	Zhejiang
6	Beijing	16	Henan
7	Liaoning	17	Shandong
8	Shanghai	18	n/a
9	Jiangsu	19	n/a
10	Anhui	20	n/a

Most Popular Search Cities			
1	Fushun	11	Beijing
2	Zunyi	12	Shenyang
3	Kunming	13	Taizhou
4	Nanchang	14	Changsha
5	Wulumuqi	15	Shijiazhuang
6	Taizhou	16	Dong wan
7	Wuhu	17	Shanghai
8	Haikou	18	Guangzhou
9	Xinxiang	19	Wuhan
10	Changzhou	20	Qingdao

Project OTA Organic Data

Category:	Personal Care - Organic Sunscreen
Report:	Searcher Demographics
Data Source:	TaoBao Index (PC Search Only)

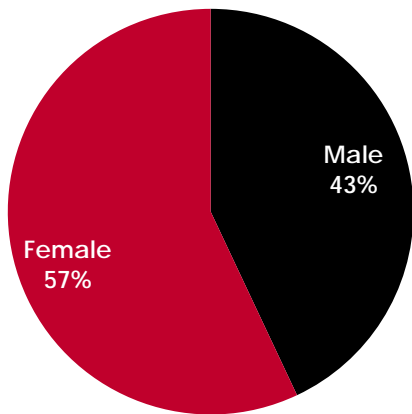
Gender Distribution

Gender	Percentage
Male	43.0%
Female	57.0%

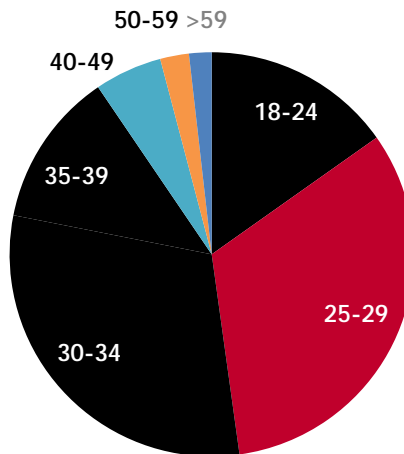
Age Distribution

Age	Percentage
18-24	15.2%
25-29	32.6%
30-34	30.3%
35-39	12.4%
40-49	5.4%
50-59	2.3%
>59	1.8%

Searcher Gender



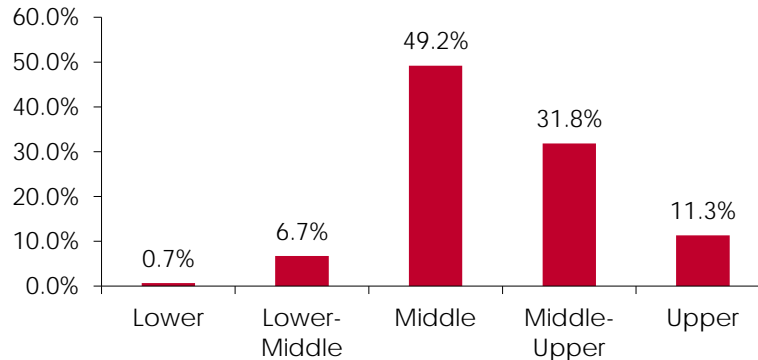
Searcher Age



Social Class Distribution

Social Class	Percentage
Lower	0.7%
Lower-Middle	6.7%
Middle	49.2%
Middle-Upper	31.8%
Upper	11.3%

Searcher Social Class

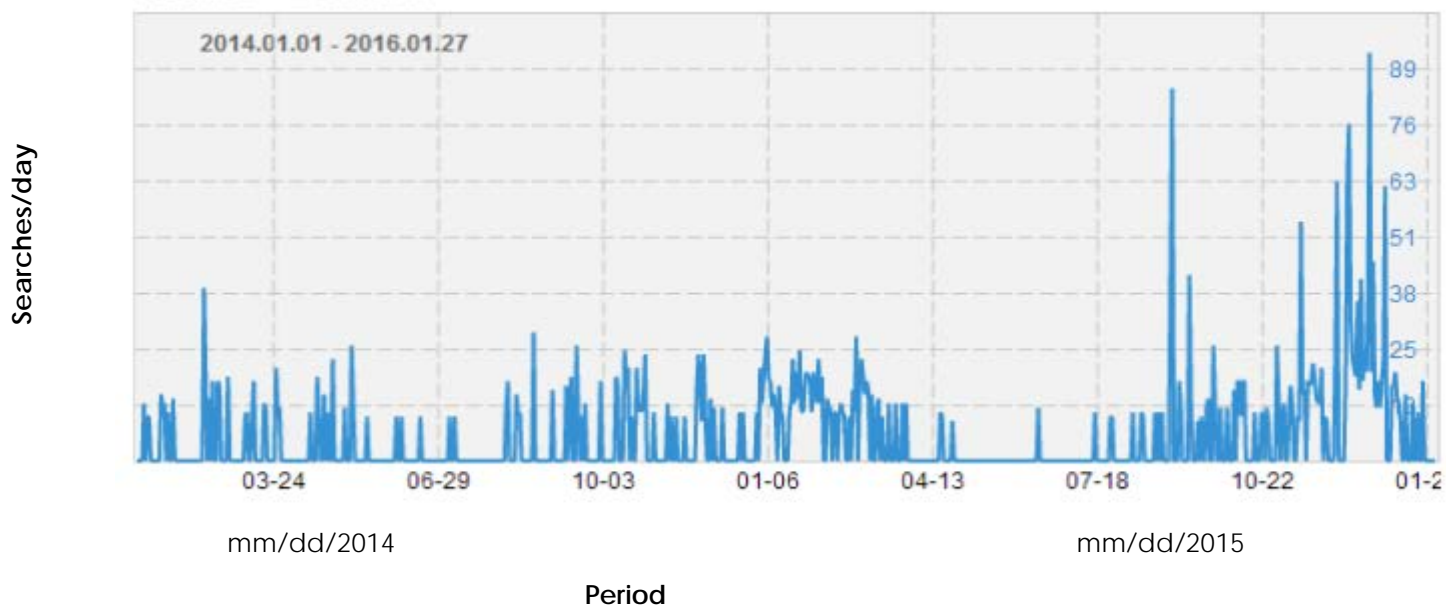


Project OTA Organic Data

Category:	Fruit and Vegetable- Sweet Potato (organic)
Report:	Search: Keyword Trends
Data Source:	TaoBao Index (PC Search Only)
Keyword:	有机番薯 (Organic Sweet Potato)
Period:	Jan 1, 2014 - Jan 1, 2016

有机番薯 (Organic Sweet Potato) Daily Keyword Searches

有机番薯: ■ 搜索指数



Project OTA Organic Data

Category:	Fruit and Vegetable- Sweet Potato (organic)
Report:	Sweet Potato, Organic Sweet Potato Search Trends
Tmall Category:	水产肉类/新鲜蔬果/熟食 (Aquatic Product And Meat /Fresh Vegetables And Fruit / Cooked Food)
Notes:	

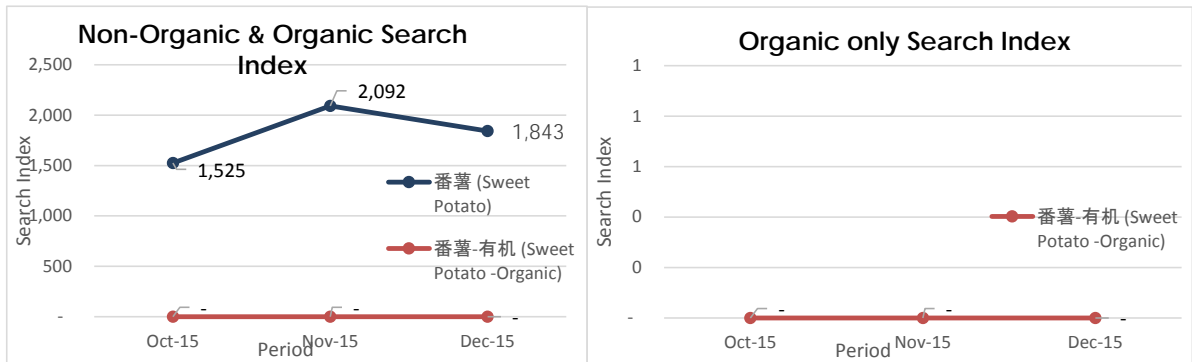
Sweet Potato Search index (non-organic)

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	番薯 (Sweet Potato)	1,525	99.6%	3,243	99.8%	72.9%
Nov-15	番薯 (Sweet Potato)	2,092	99.5%	4,099	99.8%	70.4%
Dec-15	番薯 (Sweet Potato)	1,843	99.7%	3,934	99.8%	67.0%
3 Month Average		1,820	99.6%	3,759	99.8%	70.1%

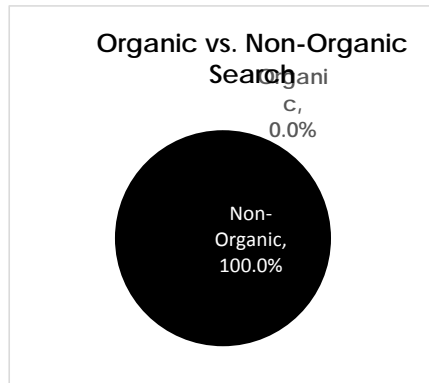
Organic Sweet Potato Search Index

* Data too low to measure.

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	番薯-有机 (Sweet Potato -Organic)	n/a	n/a	n/a	n/a	n/a
Nov-15	番薯-有机 (Sweet Potato -Organic)	n/a	n/a	n/a	n/a	n/a
Dec-15	番薯-有机 (Sweet Potato -Organic)	n/a	n/a	n/a	n/a	n/a
3 Month Average		n/a	n/a	n/a	n/a	n/a

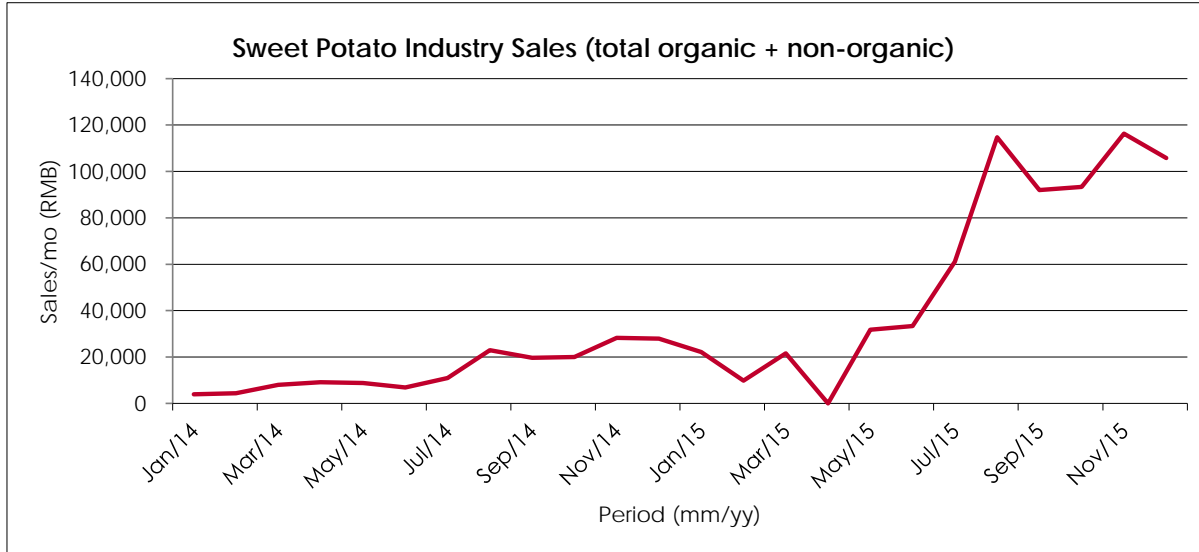


Organic vs. Non-Organic	
Organic	0.0%
Non-Organic	100.0%



Project OTA Organic Data

Category:	Fruit and Vegetable- Sweet Potato (organic)
Report:	Sweet Potato Industry Sales (total organic + non-organic)



Period (mm/yy)	Sales (RMB)
Jan-14	3,963
Feb-14	4,360
Mar-14	7,984
Apr-14	9,078
May-14	8,761
Jun-14	6,855
Jul-14	10,991
Aug-14	22,884
Sep-14	19,665
Oct-14	19,981
Nov-14	28,235
Dec-14	27,929
Jan-15	22,196
Feb-15	9,805
Mar-15	21,531
Apr-15	Beijing
May-15	31,819
Jun-15	33,319
Jul-15	61,053
Aug-15	114,693
Sep-15	91,930
Oct-15	93,302
Nov-15	116,295
Dec-15	105,806
2014 Total	170,686
2015 Total	701,749
Annual Growth Rate	311.1%

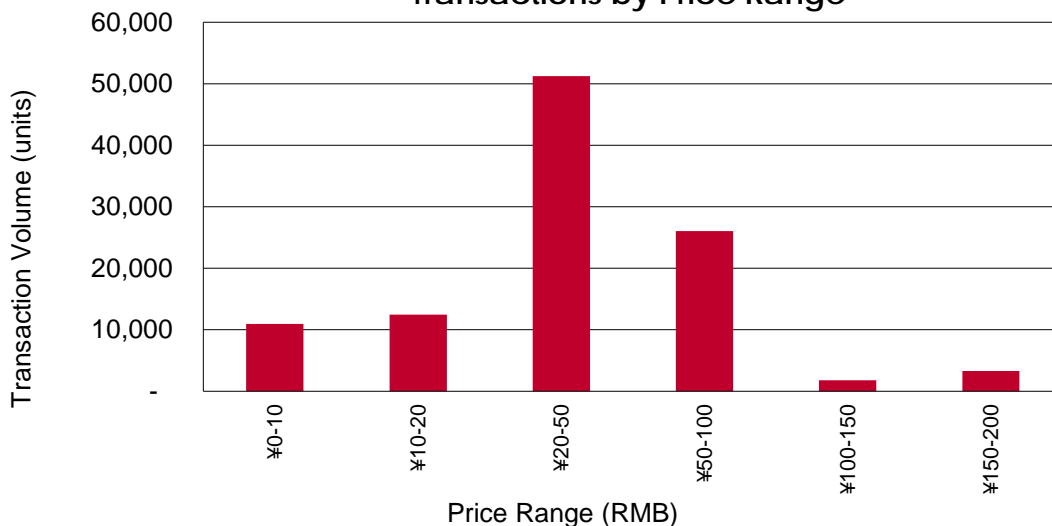
Project OTA Organic Data

Category:	Fruit and Vegetable- Sweet Potato (organic)
Report:	Transactions by Price Range
Period:	Dec., 2015

价格区间	成交量	销售额指数	高质宝贝数
Price Range (RMB)	Transaction Volume (units)	Sales Index	Number of High Quality Products
¥0-10	10,927	311	221
¥10-20	12,476	1,194	132
¥20-50	51,253	9,970	369
¥50-100	26,026	10,000	170
¥100-150	1,789	1,265	25
¥150-200	3,279	3,358	15
¥200-300	18	21	1
¥300-400	-	-	-
¥400-500	-	-	-
¥500-600	-	-	-
¥600-700	-	-	-
¥700-800	-	-	-
¥800-1000	38	223	1

Fruit and Vegetable- Sweet Potato (organic) Transactions by Price Range

**Fruit and Vegetable- Sweet Potato (general)
Transactions by Price Range**



Project OTA Organic Data

Category:	Fruit and Vegetable- Sweet Potato
Report:	Top 10 Products
stage:	Latest 30 days, Dec. 14, 2015 - Jan 14, 2016

排名	主图	宝贝名称	价格	销量	店铺掌柜	DSR	信用	所在地	收藏	浏览量	收藏比	评价
Rank	Image	Product Name	Price (RMB)	Sales Volume	Seller's Account Name	Seller Rating	Seller Reputation	Seller Location	Bookmarks	Reviews	Bookmark Ratio	Buyer Evaluations
1		5斤蒙阴新鲜紫薯/农家有机特产紫薯地瓜绿色蔬菜/红皮小紫薯	13.9	1,496	非常好的掌柜	4.7	★★★★	山东 临沂	932	7,576	12.30%	538
2		新鲜白心红薯生薯小白薯香薯白心山芋农家有机地瓜5斤全国包邮	13.8	1,262	小瑜编织店	4.7	★★★	四川 内江	710	4,893	14.51%	387
3		阳江特产有机栗子薯 农家板栗番薯新鲜红薯包邮地瓜白心山芋5斤装	39.9	1,300	tb542964	4.8	★★★	广东 阳江	4,412	58,494	7.54%	1,117
4		5斤山东新鲜有机农家红薯紫薯白薯黄心番薯地瓜山芋水果蔬菜包邮	25	1,685	yj3680	4.8	★★★★	山东 烟台	422	3,928	10.74%	247
5		原生态出口红心地瓜 正宗农家自产有机番薯新鲜红薯山芋果蔬5斤装	19.6	582	百农绿	4.7	★★★	山东 枣庄	676	5,682	11.90%	423
6	n/a	新鲜紫薯生紫心薯番薯山芋红薯地瓜农家有机种植小紫薯2500克包邮	16.82	768	王维昌76	4.8	★★★★	山东 临沂	898	9,332	9.62%	715
7	n/a	红薯 番薯地瓜生白薯新鲜黄心山芋有机甘薯 孕妇宝宝辅食新货现挖	4.9	13,161	billowsli	4.8	★★★	山东 德州	3,114	70,429	4.42%	655
8		新鲜生地瓜小番薯甘薯白薯山芋东北特产农家自种有机红薯一件包邮	28.8	708	吾兄供销社	4.8	★★★★	辽宁 沈阳	944	13,531	6.98%	275
9		鹤仔人蔘红薯 香糯新鲜小番薯 农家有机香甜地瓜山芋5斤起包邮	8.8	2,605	甄心农业	4.8	★★★★	广东 韶关	902	10,838	8.32%	1,069
10		台湾番薯地瓜新鲜有机1件5斤包邮胜小香薯红薯紫薯黄薯白薯山芋	25.8	552	mike1023160213	4.8	★★★★	福建 漳州	830	7,359	11.28%	762

Project OTA Organic Data

Category:	Fruit and Vegetable- Sweet Potato (organic)
Report:	#1 Product Page
Product's name:	Mengyin 5 pounds of fresh purple sweet potato / sweet potato purple potato specialty farm organic green vegetables / Redskins small purple sweet potato



5斤蒙阴新鲜紫薯/农家有机特产紫薯地瓜绿色蔬菜/红皮小紫薯

1.蒙阴品种种植历史悠久、先天的种植环境和地理位置，是紫薯生长的沃土 2.收货后不满意、全额退款、信誉第一！3.100%新鲜，紫薯成熟的季节、你下单、我去挖紫薯，让你吃到真正原产地新鲜的紫薯。.....

价格 **¥ 58.50** 541 1023
累计评论 交易成功

淘宝价 **¥ 13.90** 特价

淘 淘金币可抵**0.13**元

配送 山东临沂 至 全国 ▼ 快递 免运费 ▼

数量 件(库存3346件)

[立即购买](#) [加入购物车](#)

- 承诺 公益宝贝
- 支付 快捷支付 信用卡支付 余额宝支付 蚂蚁花呗
- 提醒 此商品为鲜活易腐类，不支持7天无理由退货



Project OTA Organic Data

Category:	Fruit and Vegetable- Sweet Potato (organic)
Report:	Taobao Organic Sweet Potato #1 Store Analysis
店铺 (Store)	沂蒙深山特产 (QiMeng Mountain Local Specialty)
掌柜旺旺 (Seller's Account Of Wangwang)	非常好的掌柜 (Very Good Boss)
店铺宝贝数 SKUs	17
所在地区 Location	n/a
创店时间 Store Launch	2/23/2014

沂蒙深山特产 (QiMeng Mountain Local Specialty) Store Quick Facts					
近30天销售额 Sales Volume Last 30 Days RMB	35,400	近30天销量 Transaction Volume In Last 30 Days (Units)	2,770	平均成交价 Average Selling Price (RMB)	12.8
平均日销售额 Daily Average Sales Volume RMB	1,178	平均日销量 Daily Average Transaction Volume (Units)	92	近30天滞销宝贝 Unsalable Products Last 30 Days	0
经营数据 Operational Data	价格为1.9 ~ 8.72元宝贝销量占比24.12%，0销量宝贝0件占比0.00%，月销30件以下低销量宝贝9件占比52.94%，月销上千宝贝1件占比5.88% * The transaction volume ratio of the products in price ranges ¥1.9 ~¥8.72 is 24.12% * The percentage of products with 0 transaction volume is 0% * There are 9 SKUs of products with monthly transaction volumes less than 30 units, 52.94%of SKUs * There are 1 SKUs of products that sold more than one thousand units, representing 5.88% of SKUs				

Product Price Range vs. Number of SKUs Analysis

价格范围 (元)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Price Range (RMB)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
1.9 ~ 8.72	9	52.94%	668	24.12%	4440	12.56%
9.41 ~ 15.19	4	23.53%	1531	55.27%	20842	58.95%
17.53 ~ 18.51	3	17.65%	568	20.51%	9962	28.18%
36.75 ~ 36.75	1	5.88%	3	0.11%	110	0.31%

Unit Sales vs. SKU Volume Analysis

销量范围 (件)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Sales Range (Units)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
1 ~ 29	9	52.94%	84	3.03%	828	2.34%
30 ~ 199	5	29.41%	342	12.35%	2,458	6.95%
200 ~ 499	2	11.76%	848	30.61%	11,694	33.08%
500 ~ 999	0	0.00%	0	0.00%	-	0.00%
1000 ~ 2999	1	5.88%	1496	54.01%	20,376	57.63%

Project OTA Organic Data

Category:	Fruit and Vegetable- Sweet Potato (organic)
Report:	#1 Product Analysis
Product's name:	Mengyin 5 pounds of fresh purple sweet potato / sweet potato purple potato specialty farm organic green vegetables / Redskins small purple sweet potato
Price:	¥13.9
Sales Volume In Last 30 Days:	¥20,400
Daily Average Sales Volume:	¥679.18
Transaction Volume Last 30 Days (units):	1496
Daily Ave Transaction Volume (units):	50



5斤蒙阴新鲜紫薯/农家有机特产紫薯地瓜绿色蔬菜/红皮小紫薯

1.蒙阴品种种植历史悠久、先天的种植环境和地理位置，是紫薯生长的沃土 2.收货后不满意、全额退款、信誉第一！ 3.100%新鲜，紫薯成熟的季节，你下单，我去挖紫薯，让你吃到真正原产地新鲜的紫薯。.....

价格 ¥58.50 541 1023
累计评论 交易成功

淘宝价 **¥13.90** 券后价

淘金币可抵0.13元

配送 山东临沂至 全国 快递 免运费

数量 件(库存3346件)

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承诺 

支付    

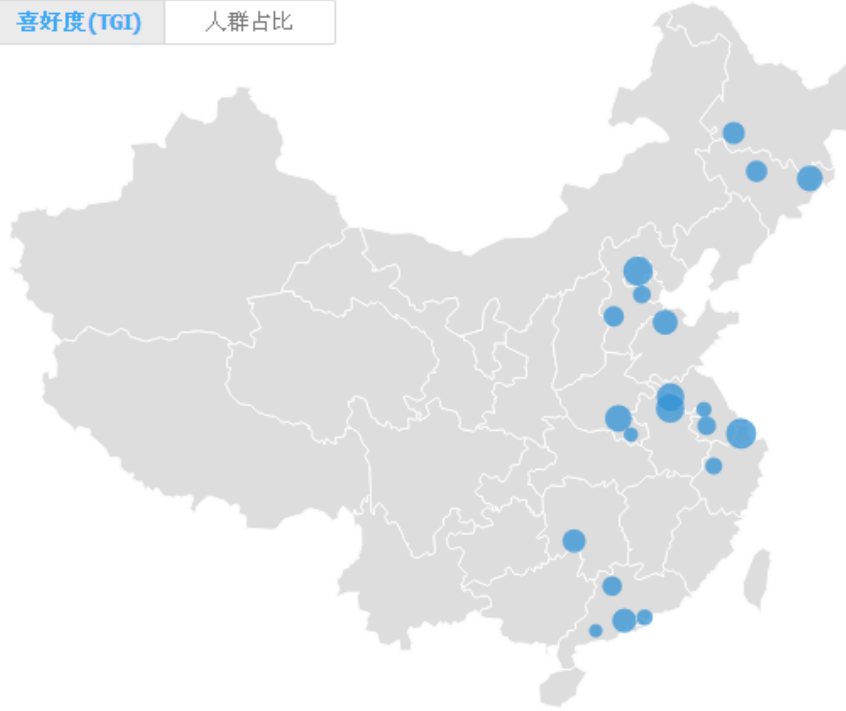
提醒 此商品为鲜活易腐类，不支持7天无理由退货

#1 Product Details	
生产许可证编号:	Production license number:
产品标准号: G B / T 5835—2009	Product standards: GB / T5835-2009
厂名: 张二宝杂粮店	Make: Zhang Erbao dry goods store
厂址: 山东省临沂市莒南县尚都汇隆	Address: Linyi City, Shandong Province Junan County Shangdu WLS
厂家联系方式: 18354967222	Manufacturers Contact: 18354967222
配料表: 鲜紫薯	List of ingredients: fresh purple sweet potato
储藏方法: 阴凉干燥通风处	Storage: cool, dry place
保质期: 365	Shelf life: 365
食品添加剂: 有机食品	Food additives: organic food
净含量: 2500g	BeiJing
包装方式: 包装	Packaging: Packaging
品牌: 张二宝	Brand: Zhang Erbao
售卖方式: 产地直销	Sale: direct origin

Project OTA Organic Data

Category:	Fruit and Vegetable- Sweet Potato (c
Report:	Searcher Demographics
Keyword:	有机番薯 (Organic Sweet Potato)
Period:	January 1, 2014 - Jan 15, 2016
Source:	TaoBao Index (PC Search Only)

喜好度 (TGI)
人群占比



Most Popular Search Provinces	
1	BeiJing
2	JiLin
3	ShangHai
4	GuangDong
5	ZheJiang
6	AnHui
7	HeBei
8	JiangSu
9	TianJing
10	HuNan
11	FuJian
12	SiChuan
13	LiaoNing
14	HeiLongJiang
15	ShanXi
16	HeNan
17	ShanXi
18	ShanDong
19	GuangXi
20	HuBei

Most Popular Search Cities	
1	ShangHai
2	BeiJing
3	BengBu
4	SuZhou
5	ZhuMaDian
6	YanBian
7	BingZhou
8	ZhongShan
9	ShaoYang
10	DaQing
11	ChangChun
12	ShiJiaZhuang
13	QingYuan
14	ZhengJiang
15	LangFang
16	HangZhou
17	ShenZhen
18	YangZhou
19	XinYang
20	YangJiang

Project OTA Organic Data

Category:	Fruit and Vegetable- Sweet Potato (organic)
Report:	Searcher Demographics
Data Source:	TaoBao Index (PC Search Only)

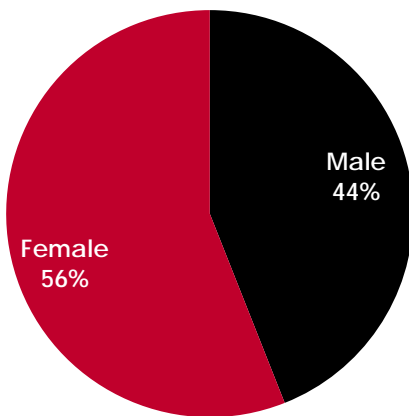
Gender Distribution

Gender	Percentage
Male	44.0%
Female	56.0%

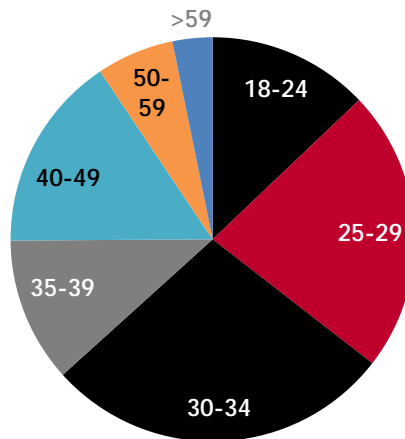
Age Distribution

Age	Percentage
18-24	12.9%
25-29	22.6%
30-34	27.8%
35-39	11.6%
40-49	15.7%
50-59	6.2%
>59	3.2%

Searcher Gender



Searcher Age

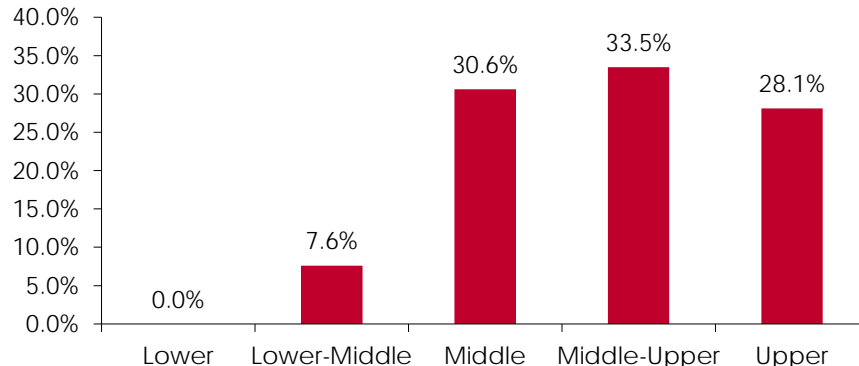


Social Class Distribution

Social Class	Percentage
Lower	0.0%
Lower-Middle	7.6%
Middle	30.6%
Middle-Upper	33.5%
Upper	28.1%

Beijing

Searcher Social Class

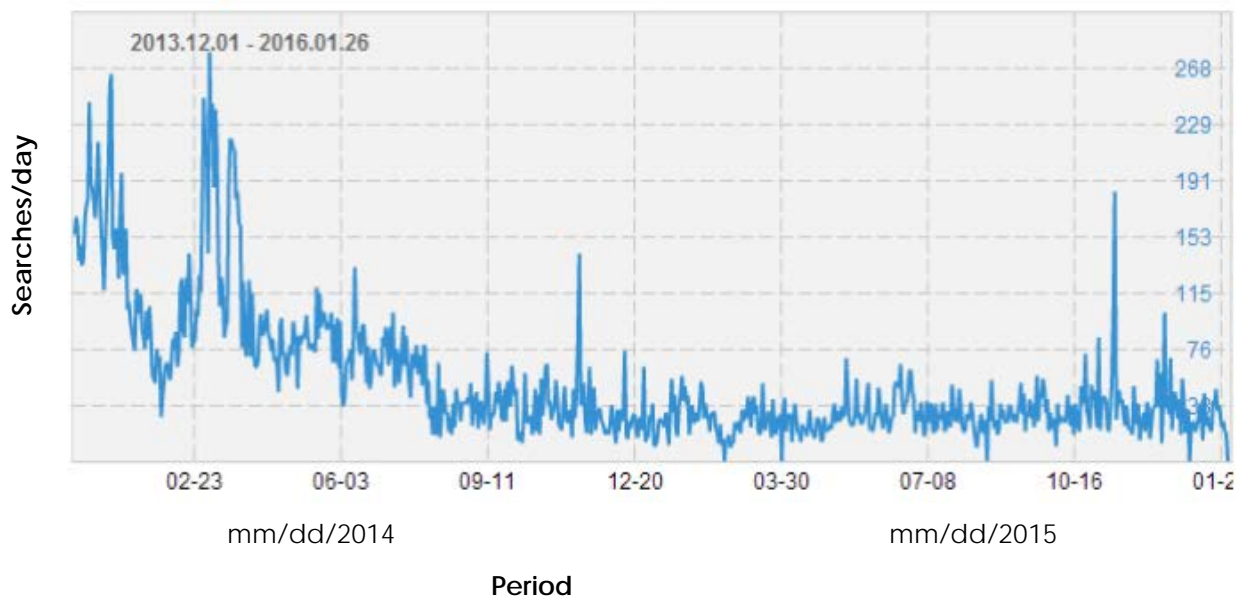


Project OTA Organic Data

Category:	Dairy - UHT Milk (Organic)
Report:	Search: Keyword Trends
Data Source:	TaoBao Index (PC Search Only)
Keyword:	有机奶 (Organic Milk)
Period:	Jan 1, 2014 - Jan 1, 2016

有机奶 (Organic Milk) Daily Keyword Searches

有机牛奶: ■ 搜索指数



Project OTA Organic Data

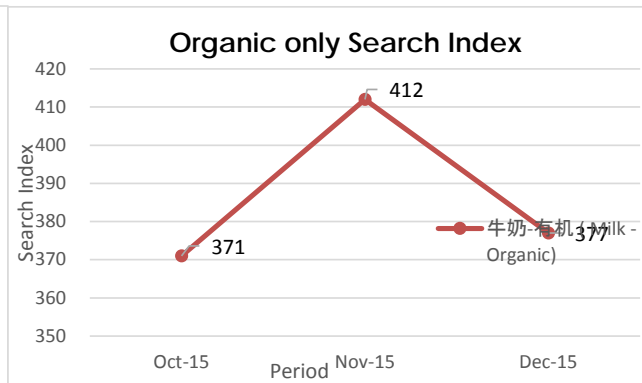
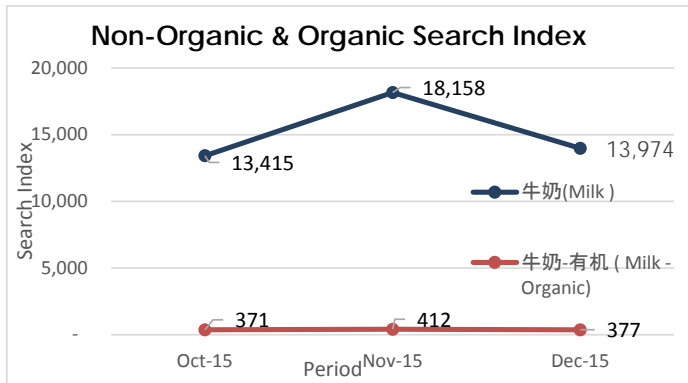
Category:	Dairy - UHT Milk (Organic)
Report:	Milk Powder, Organic Milk Powder Search Trends
Tmall Category:	咖啡/麦片/冲饮 (Coffee/Cereal/Drinks)

Milk (non-organic) Search Index

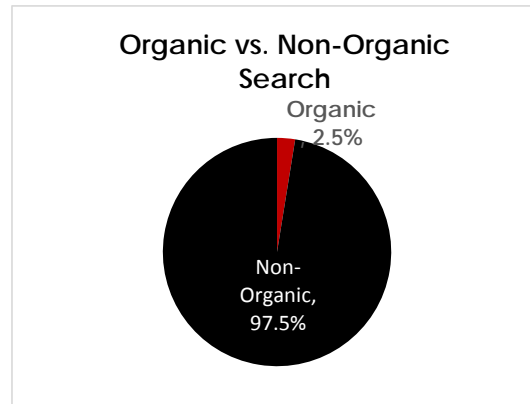
周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	牛奶(Milk)	13,415	67.7%	23,127	76.6%	25.9%
Nov-15	牛奶(Milk)	18,158	62.8%	31,380	72.8%	29.3%
Dec-15	牛奶(Milk)	13,974	61.6%	23,692	71.1%	28.9%
3 Month Average		15,182	64.1%	26,066	73.5%	28.0%

Organic Milk Search Index

周期	类目名称	点击人气	点击人数占比	点击热度	点击次数占比	点击率
Period (mm/yy)	Category	Search Index	Search Index Proportion	Click Index	Click Index Proportion	Click Ratio
Oct-15	牛奶-有机 (Milk -Organic)	371	89.9%	756	94.6%	41.7%
Nov-15	牛奶-有机 (Milk -Organic)	412	89.6%	812	93.9%	47.7%
Dec-15	牛奶-有机 (Milk -Organic)	377	87.2%	780	93.2%	42.8%
3 Month Average		387	88.9%	783	93.9%	44.1%

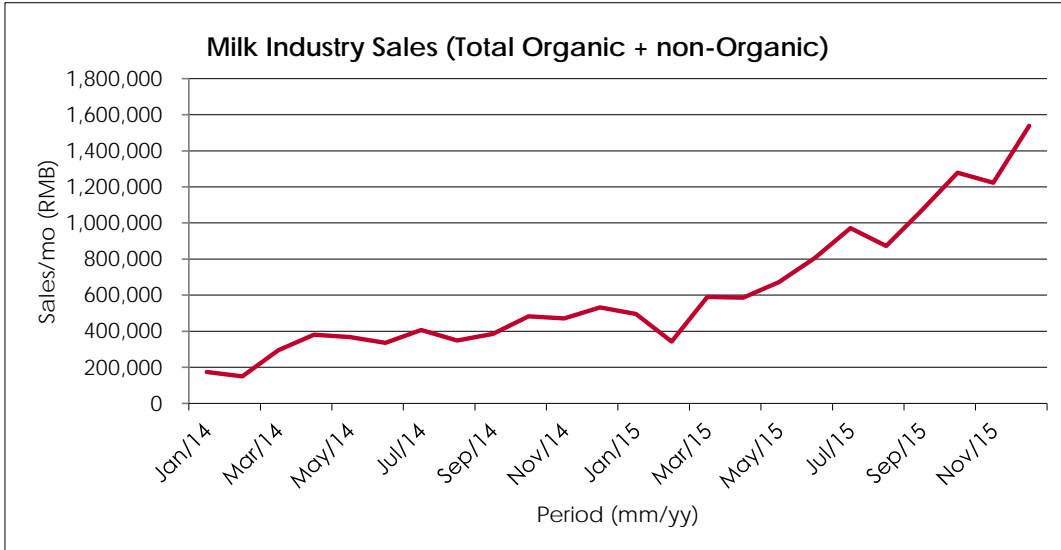


Organic vs. Non-Organic	
Organic	2.5%
Non-Organic	97.5%



Project OTA Organic Data

Category:	Dairy - UHT Milk (general)
Report:	Milk Industry Sales (Total Organic + non-Organic)



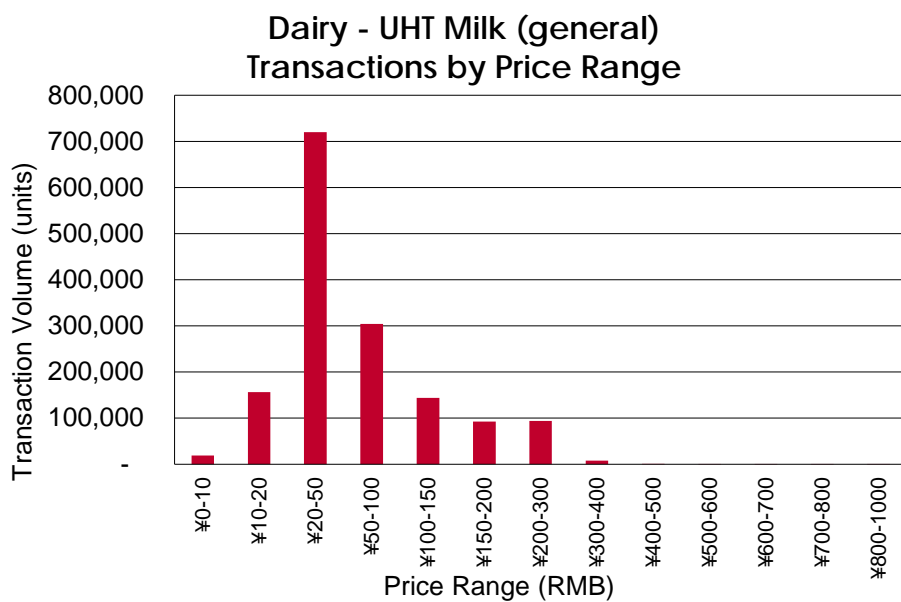
Period (mm/yy)	Sales (RMB)
Jan-14	174,845
Feb-14	149,942
Mar-14	294,403
Apr-14	380,765
May-14	368,320
Jun-14	336,212
Jul-14	406,449
Aug-14	348,470
Sep-14	385,752
Oct-14	482,870
Nov-14	471,683
Dec-14	532,463
Jan-15	495,874
Feb-15	342,663
Mar-15	589,813
Apr-15	585,545
May-15	671,286
Jun-15	804,927
Jul-15	971,956
Aug-15	872,623
Sep-15	1,070,360
Oct-15	1,277,860
Nov-15	1,223,910
Dec-15	1,538,438
2014 Total	4,332,174
2015 Total	10,445,255
Annual Growth Rate	141.1%

Project OTA Organic Data

Category:	Dairy - UHT Milk (general)
Report:	Transactions by Price Range
Period:	Dec., 2015

价格区间	成交量	销售额指数	高质宝贝数
Price Range (RMB)	Transaction Volume (units)	Sales Index	Number of High Quality Products
¥0-10	19,282	47	268
¥10-20	156,244	1,075	309
¥20-50	719,811	10,000	1,226
¥50-100	303,954	8,201	1,341
¥100-150	143,926	7,019	532
¥150-200	92,269	6,050	250
¥200-300	93,791	8,318	241
¥300-400	7,764	1,069	77
¥400-500	894	152	16
¥500-600	234	49	10
¥600-700	195	48	5
¥700-800	61	17	4
¥800-1000	13	4	1

Dairy - UHT Milk (general) Transactions by Price Range



Project OTA Organic Data

Category:	Dairy - UHT Milk
Report:	Top 10 Products
stage:	Latest 30 days, Dec. 14, 2015 - Jan 14, 2016
Note:	Product 2 has higher sales volume

排名	主图	宝贝名称	价格	销量	店铺掌柜	DSR	信用	所在地	收藏	浏览量	收藏比	评价
Rank	Image	Product Name	Price (RMB)	Sales Volume	Seller's Account Name	Seller Rating	Seller Reputation	Seller Location	Bookmarks	Reviews	Bookmark Ratio	Buyer Evaluations
1		【天猫超市】圣牧 全程有机酸牛奶205g*12盒沙漠有机欧盟认证	49.9	24,529	天猫超市	4.9	★★★★★	上海	6,036	-	T	24,394
2		【天猫超市】圣牧 全程有机全脂纯牛奶200ml*12盒经济装	40.8	31,567	天猫超市	4.9	★★★★★	上海	3,346	-	T	13,289
3		【天猫超市】圣牧 全程有机全脂纯牛奶200ml*24盒实惠装	129	20,618	天猫超市	4.9	★★★★★	上海	3,692	-	T	13,789
4		【天猫超市】圣牧 全程有机酸牛奶205g*12盒沙漠有机欧盟认证	49.9	8,349	天猫超市华北站	4.9	★★★★★	北京	2,354	-	T	9,398
5		【天猫超市】圣牧 全程有机全脂纯牛奶200ml*12盒经济装	40.8	8,272	天猫超市华南站	4.8	★★★★★	广东 广州	992	-	T	3,699
6		【天猫超市】圣牧 全程有机全脂纯牛奶250ml*12盒环保装特价促销	49.9	5,628	天猫超市	4.9	★★★★★	上海	2,730	-	T	9,498
7		【天猫超市】圣牧 全程有机酸牛奶205g*12盒沙漠有机欧盟认证	49.9	2,790	天猫超市华南站	4.8	★★★★★	广东 广州	1,132	-	T	3,257
8		【天猫超市】圣牧 全程有机全脂纯牛奶200ml*24盒实惠大包装	129	2,374	天猫超市华南站	4.8	★★★★★	广东 广州	1,154	-	T	3,177
9		【天猫超市】圣牧 全程有机全脂纯牛奶200ml*24盒实惠大包装	129	2,055	天猫超市华北站	4.9	★★★★★	北京	962	-	T	4,044
10		【天猫超市】圣牧 全程有机低脂纯牛奶200ml*12盒经济装	46.8	1,908	天猫超市	4.9	★★★★★	上海	598	-	T	1,940

Project OTA Organic Data

Category:	Dairy - UHT Milk(organic)
Report:	#1 Product Page
Product's name:	[Tmall Supermarket]ShengMu organic whole milk 200ml * 12 boxes economy pack



【天猫超市】圣牧 全程有机全脂纯牛奶200ml*12盒经济装 沙漠有机 欧盟标准 优质乳蛋白 节约环保

天猫 购物券 天猫实物商品通用

积分刮券

价格 **¥40.80** 卖家优惠

运费 上海 至上海 黄浦区 满¥88包邮(10kg以内) 配送规则

24:00前付款, 预计1月28日(明天)送达 次日达, 可选送货时间

重量 2.4 kg

月销量 **31568**

累计评价 **36153**

送天猫积分 **20**

版本 24盒装 12盒装

数量 件 库存7570件

加入超市购物车

配送范围 送货范围仅限上海地区(生鲜类别仅限部分地区)

支付方式

Project OTA Organic Data

Category:	Dairy - UHT Milk (organic)
Report:	Tmall Organic Milk #1 Store Analysis
天猫店铺 (Tmall Store)	天猫超市
掌柜旺旺 (Seller's Account Of Wangwang)	天猫超市
店铺宝贝数 SKUs	36282
所在地区 Location	上海 (Shang Hai)
创店时间 Store Launch	6/28/2011

天猫超市 Store Quick Facts					
近30天销售额 Sales Volume Last 30 Days RMB	462,000,000	近30天销量 Transaction Volume In Last 30 Days (Units)	27,120,780	平均成交价 Average Selling Price (RMB)	17.0
平均日销售额 Daily Average Sales Volume RMB	15,395,600	平均日销量 Daily Average Transaction Volume (Units)	904,026	近30天滞销宝贝 Unsalable Products Last 30 Days	34
经营数据 Operational Data	价格为1.9 ~ 12.8元宝贝销量占比44.75%，0销量宝贝34件占比0.49%，月销30件以下低销量宝贝69件占比1.00%，月销上千宝贝4142件占比59.90% * The transaction volume ratio of the products in price ranges ¥1.9 ~¥12.8 is 44.75% * The percentage of 34 products with 0 transaction volume is 0.49% * There are 69 SKUs of products with monthly transaction volumes less than 30 units, 1.00% of SKUs * There are 4142 SKUs of products that sold more than one thousand units, representing 59.90% of SKUs				

Product Price Range vs. Number of SKUs Analysis

价格范围 (元)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Price Range (RMB)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
0.0 ~ 1.9	345	4.99%	3371686	12.43%	3964641.17	0.86%
1.9 ~ 12.8	3605	52.13%	12136439	44.75%	91874260.05	19.89%
12.89 ~ 23.8	1529	22.11%	6209609	22.90%	103637687.5	22.44%
23.9 ~ 34.8	596	8.62%	2352371	8.67%	67151261.7	14.54%
34.9 ~ 45.8	344	4.97%	1281435	4.72%	50497394.02	10.93%
45.9 ~ 56.8	168	2.43%	556373	2.05%	27791768.26	6.02%
56.9 ~ 368.0	328	4.74%	1212867	4.47%	116950156.7	25.32%

Unit Sales vs. SKU Volume Analysis

销量范围 (件)	商品数量	占数量比例	近30天销量 (件)	占销量比例	近30天销售额	占金额比例
Sales Range (Units)	Number Of Products	Quantity Ratio	Transaction Volume In Last 30 Days (Units)	Transaction Volume Ratio	Sales Volume In Last 30 Days	Total Ratio
0	34	0.49%	0	0.00%	-	0.00%
1 ~ 29	69	1.00%	783	0.00%	15,906	0.00%
30 ~ 199	397	5.74%	49055	0.18%	880,016	0.19%
200 ~ 499	949	13.72%	332109	1.22%	5,468,974	1.18%
500 ~ 999	1,324	19.15%	982979	3.62%	17,617,390	3.81%
1000 ~ 2999	2,168	31.35%	3890337	14.34%	67,976,299	14.72%
3000+	1,974	28.55%	21865517	80.62%	369,908,585	80.09%

Project OTA Organic Data

Category:	Dairy - UHT Milk (organic)
Report:	#1 Product Analysis
	[Tmall Supermarket]ShengMu organic whole milk 200ml * 12 boxes economy pack
Price:	¥40.9
Sales Volume In Last 30 Days:	¥1287,900
Daily Average Sales Volume :	¥42,900
Transaction Volume Last 30 Days (units):	31567
Daily Ave Transaction Volume (units):	1052

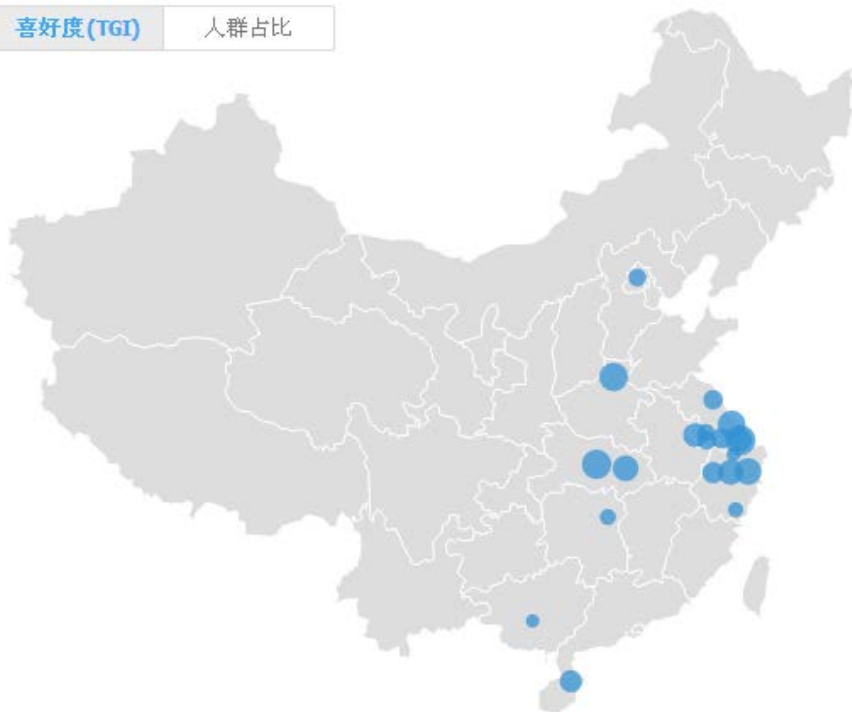


#1 Product Details	
产地：中国大陆	Origin: China mainland
厂名：内蒙古圣牧高科奶业有限公司	Make: Hi-Tech Dairy Co., Inner Mongolia, animal husbandry St.
套餐份量：1人	Package weight: 1 person
特产品类：罐口有机奶	Special product categories: organic milk Dengkou
厂家联系方式：010-68527979	Manufacturers Contact: 010-68527979
保质期：180	Shelf life: 180
系列：全脂纯牛奶电商装200ml*12盒	Series: whole milk 200ml * 12 electricity providers installed
生产日期：2015年03月01日至2015年05月01日	Production Date: March 1, 2015 to May 1, 2015
省份：内蒙古自治区	Province: Inner Mongolia Autonomous Region
包装方式：包装	Packaging: Packaging
食品添加剂：食品	Food Additives: Food
厂址：内蒙古巴彦淖尔市	Address: Bayannaoer
储藏方法：常温密闭保存	Storage: Kept closed at room temperature
包装种类：箱	Packing: Box
配送频次：1周1次	Delivery frequency: once a week
品牌：圣牧全程	Brand: Saint grazing throughout
净含量：1x12x200ml	Net weight: 1x12x200ml
配料表：有机生牛乳	Ingredients: organic raw milk
套餐周期：1周	Package cycle: 1 week
单件规格：500mL及以上	Single piece Specifications: 500mL and above
是否进口：国产	Whether imported: Domestic
城市：巴彦淖尔市	City: Bayannao'er
生产许可证编号：QS1528 0501 0022	Production license number: QS1528 0501 0022
产品标准号：GB 25190	Product standards: GB 25190
商品条形码：6955150400504	Product bar code: 6955150400504
饮品种类：全脂牛奶	Drinks Category: whole milk
适用对象：儿童,常人,老年,女,青少年	Suitable for: Children, ordinary people, the elderly people, the women, you

Project OTA Organic Data

Category:	Dairy - UHT Milk (organic)
Report:	Searcher Demographics
Keyword:	有机奶 (Organic Milk)
Period:	January 1, 2014 - Jan 15, 2016
Source:	TaoBao Index (PC Search Only)

喜好度 (TGI) 人群占比



Most Popular Search Provinces			
1	ShangHai	11	LiaoNing
2	ZheJiang	12	AnHui
3	HuBei	13	FuJian
4	JiangSu	14	YunNan
5	BeiJing	15	GuangXi
6	HaiNan	16	GuangDong
7	TianJing	17	HeiLongJiang
8	HuNan	18	ShanXi
9	JiangXi	19	JiLin
10	HeNan	20	ShanDong

Most Popular Search Cities			
1	ShangHai	11	HangZhou
2	JingMen	12	WuXi
3	XinXiang	13	YanCheng
4	NanTong	14	ChangZhou
5	NingBo	15	BeiJing City
6	WuHan	16	ZhengJiang
7	ShaoXing	17	ChangSha
8	NanJing	18	WenZhou
9	ShangHai City	19	JiaXing
10	HaiKou	20	NanNing

Project OTA Organic Data

Category:	Dairy - UHT Milk (organic)
Report:	Searcher Demographics
Data Source:	TaoBao Index (PC Search Only)

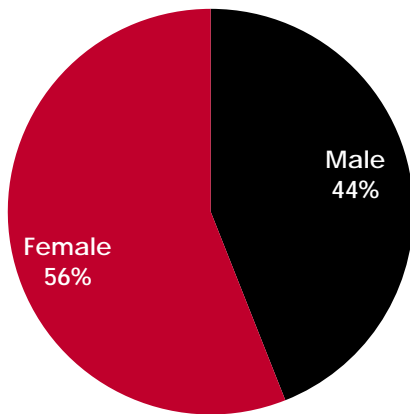
Gender Distribution

Gender	Percentage
Male	44.0%
Female	56.0%

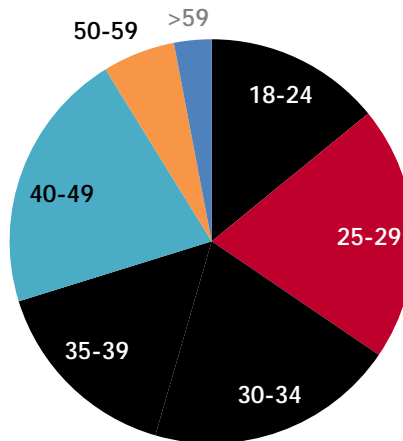
Age Distribution

Age	Percentage
18-24	14.1%
25-29	20.4%
30-34	20.0%
35-39	15.7%
40-49	21.0%
50-59	5.8%
>59	3.0%

Searcher Gender



Searcher Age



Social Class Distribution

Social Class	Percentage
Lower	0.5%
Lower-Middle	4.9%
Middle	45.0%
Middle-Upper	33.1%
Upper	16.2%

Searcher Social Class

