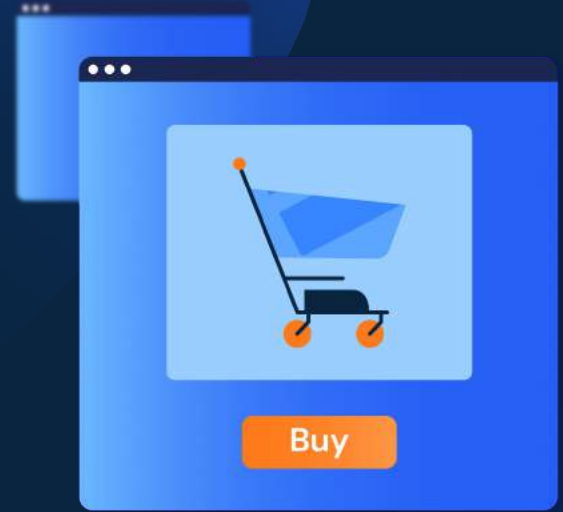




The Fastest-Growing eCommerce Companies H1 2022





Intro

03

Intro

32

Food & Beverage

05

Apparel

41

Pet Care

14

Beauty & Personal
Care

50

Health & Wellness

23

Consumer
Electronics

60

Similarweb for
eCommerce



Introduction

This industry report was created in response to rising consumer trends taking the eCommerce world by storm.

We cover the performance of six key markets in H1 2022 (January – May) examining trends year-over-year (YoY) for a holistic view of what's happening in eCommerce right now.

What do the fastest-growing eCommerce websites tell us?

By determining the fastest-growing websites across sectors, we can draw conclusions and pinpoint new shopper preferences to help you better shape your eCommerce strategy.

We cover how sites are using paid and organic search, running social campaigns, and leveraging current trends to capture traffic and convert users.

We analyze six popular sub-categories of eCommerce:

1. Apparel
2. Beauty & Personal Care
3. Consumer Electronics
4. Food & Beverage
5. Pet Care
6. Health & Wellness

All of these categories have experienced fluctuating consumer behavior in recent years as people increasingly venture online for their shopping needs.

Here's a sneak peek of some of the trends we found:

Apparel – Consumers have a growing taste for higher-end, more sustainable clothing brands.

Beauty & Personal Care – Despite saturation in the U.S. beauty space, D2C brands are soaring.

Consumer Electronics – Shoppers are opting for used or rental electronics as inflation rises.

Food & Beverage – Consumers are taking control of what and how they eat via at-home meal boxes and food blogs.

Pet Care – A new category of premium pet accessories has emerged including GPS-enabled collars, color changing kitty litter, and virtual vet access.

Health & Wellness – Physical and mental health service websites are growing as consumers place more emphasis on their overall wellbeing.

Apparel

FASTEST-GROWING



From the Expert



”

The top 25 fastest-growing apparel websites grew on average by 218% in H1 2022, showing how eager consumers were to renew their wardrobe after wearing loungewear for over 18 months. Despite the rising cost of living, consumers are opting for higher-end, more sustainable clothing brands, in line with the mantra *consume less but better*. Shopper preference has also become increasingly influenced by social media, as traffic growth for many winning websites came primarily from social marketing channels.

Inès Durand | Industry Manager, Retail & CPG

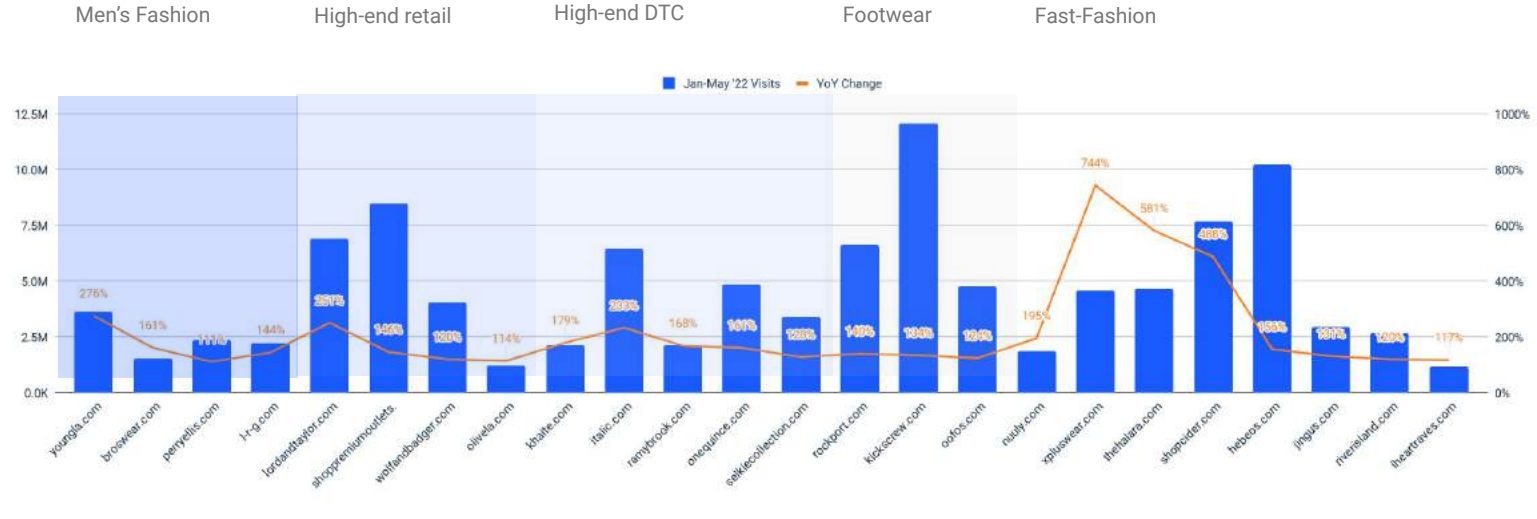


Q1 2022 Total Website Traffic

H1 2022 Total Traffic YoY Growth
US, Desktop & Mobile Web



The top 25 apparel companies highlight growing consumer preference for higher-end brands, as well as rapid growth for social media-heavy fast-fashion players.





3 key trends to keep your eye on

1. It's party time

After two years of restrictions on social gatherings, in-person large events have resumed and consumers need to dress to impress. Among the fastest-growing apparel websites are party and occasion clothing brands, whose growth is largely driven by Instagram and TikTok.

2. Consumers wanting the best

High-end retailers and D2C brands made quite an impression on consumers so far this year. As fast-fashion brands receive bad publicity, shoppers are turning to independent designers for their unique style and eco-friendly materials and business models.

3. Not so niche anymore

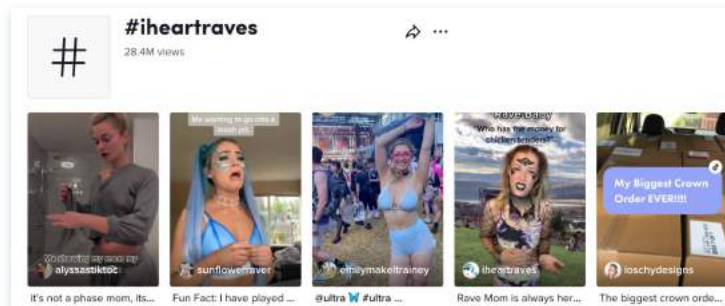
Plus-size fashion is not a niche business anymore, with most of the major fashion players trying to enter the field. Plus-size clothing keywords accumulated over 2.3M searches in 2022 as of May 31st.

It's party time

Festivals are back, and with the first edition of Coachella in 3 years, traffic to **I Heart Rave**, a rave outfit retailer, grew 117% YoY in H1 2022. Its strong presence on Instagram (over 331,000 posts tagged with #iheartraves) and TikTok (over 28M views on #iheartraves) helped I Heart Rave increase its brand awareness with a 138% bump in mobile direct traffic as well as +116% in mobile search.

The return of in-person events such as proms and weddings also explain the steep increase in traffic for **Hebeos** (+158%), a leader in occasion dresses. Looking at the website's top 11 Google keywords by traffic, many are not branded: *prom dresses* (30,100 clicks), *wedding dresses* (12,700), *prom dress*, *prom dresses 2022*, *mother of the bride dresses*, with an average paid traffic share of 66.1%.

Competitors in the space should increase their SEM budgets to capture more traffic on the occasion apparel market.



Top Non-branded Keywords for hebeos.com in traffic US, Desktop, Jan-May '22

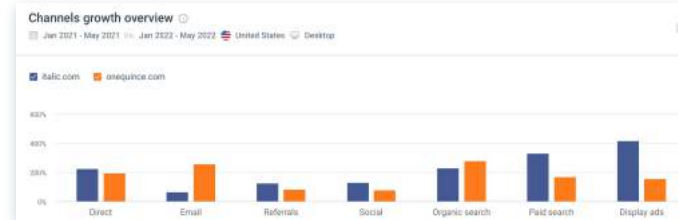
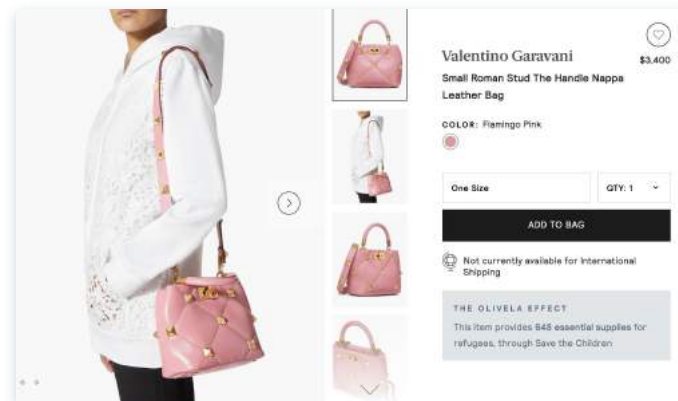
	Search terms (1,323)	Traffic ↓	KD	Change	Volume
1	prom dresses	30.1K <u>5.31%</u>	52	↓ 58.33%	127,390
2	hebeos	23.2K <u>4.10%</u>	37	↓ 41.16%	7,090
3	wedding dresses	12.7K <u>2.24%</u>	81	↓ 45.66%	160,870
4	hebeos reviews	9K <u>1.58%</u>	2	↓ 57.38%	8,650
5	prom dress	7.5K <u>1.32%</u>	56	↓ 84.42%	22,020
6	prom dresses 2022	4.6K <u>0.81%</u>	80	↓ 57.68%	21,310
7	hebeos prom dresses	3.4K <u>0.60%</u>	38	↓ 92.85%	1,660
8	hebos	3.3K <u>0.59%</u>	37	↓ 100%	1,700
9	hebeos dress	2.8K <u>0.49%</u>	37	↓ 93.45%	1,370
10	hebeos	2.7K <u>0.48%</u>	37	↑ 34.13%	790
11	mother of the bride dresses	2.6K <u>0.46%</u>	30	↑ 69.1%	52,310

Consumers want the best

Out of the top 25 fastest-growing apparel websites, at least **nine were positioned on the high-end, luxury segment**. Despite crippling time-high inflation, U.S. consumers seem to be looking for higher quality and original clothing.

On the retail side, **Wolf & Badger** (+146% YoY), an independent designer marketplace, offers a platform to reach a wider audience. Its growth seems to be strongly fueled by social media, with a 401% YoY increase in social mobile traffic (from 496,000 visits to 1M). **Olivela** (+114%) differentiates from other high-end marketplaces with a philanthropic approach to business – 20% of the profit on each purchase (luxury brands) is donated to children’s charities.

On the D2C side, **Italic** (+233%) and **Quince** (+167%) offer apparel and accessories produced in the same workshops that manufacture Prada or Chanel. But they are sold at a fifth of luxury brands retail price by cutting off middlemen and brands’ markup. For both, growth were fueled by a steep **increase in traffic to almost every marketing channel** across both mobile and desktop.



Not so niche anymore

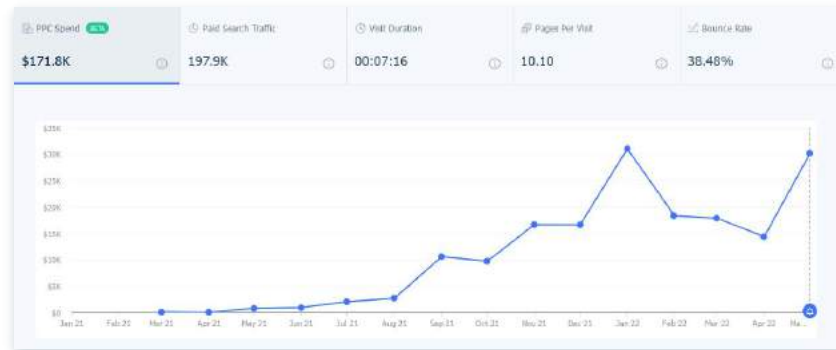
Aligning with body positivity movements, the Fashion industry has made great progress with its offering for plus size consumers. The fastest-growing website of our list was **XPlusWear**, which specializes in plus-size fast fashion. The company grew by over 744%. 48% of its mobile traffic came from **social**, and it **grew by 435%** between H1 2021 and H1 2022.

XPlusWear success in 2022 can be attributed to investments in SEO and SEM. Search traffic share went from **6% of all traffic to 36% in just one year**, with desktop PPC spend rising from under \$1,000 to \$111,700K.

Shein is nonetheless one of the biggest player in the field. The Chinese giant captured over 4% of traffic share for most of the plus-size related keywords in H1 2022.

Desktop PPC Spend for xpluswear.com

US, Desktop, Jan '21-May '22



APPAREL

Top 25 Fastest-Growing Apparel Brands

Part 1

RANK	BRAND	DOMAIN	Q1 2021 VISITS	Q1 2022 VISITS	YOY GROWTH
1	XPlus Wear	xpluswear.com	543.7K	4.6M	744%
2	Halara	thehalara.com	689.1K	4.7M	581%
3	Shop Cider	shopcider.com	1.3M	7.7M	488%
4	Youngla	youngla.com	967.6K	3.6M	276%
5	Lord & Taylor	lordandtaylor.com	2.0M	6.9M	251%
6	Italic	italic.com	1.9M	6.4M	233%
7	Nuuly	nuuly.com	628.2K	1.9M	195%
8	Khaite	khaite.com	758.8K	2.1M	179%
9	Ramy Brook	ramybrook.com	798.0K	2.1M	168%
10	Bros Wear	brosweare.com	593.5K	1.5M	161%
11	Quince	onequince.com	1.9M	4.8M	161%
12	Hebeos	hebeos.com	4.0M	10.2M	156%
13	Shop Premium Outlets	shoppremiumoutlets.com	3.5M	8.5M	146%

APPAREL

Top 25 Fastest-Growing Apparel Brands

Part 2

RANK	BRAND	DOMAIN	Q1 2021 VISITS	Q1 2022 VISITS	YOY GROWTH
14	LRG Clothing	l-r-g.com	914.5K	2.2M	144%
15	Rockport	rockport.com	2.8M	6.6M	140%
16	ASTR The Label	astrthelabel.com	812.8K	1.9M	139%
17	Kicks Crew	kickscrew.com	5.2M	12.1M	134%
18	Jingus	jingus.com	1.3M	2.9M	131%
19	Selkie Collection	selkiecollection.com	1.5M	3.4M	128%
20	Oofos	oofos.com	2.1M	4.8M	124%
21	Wolf and Badger	wolfandbadger.com	1.8M	4.0M	120%
22	River Island	riverisland.com	1.2M	2.7M	120%
23	I Heart Raves	iheartraves.com	534.5K	1.2M	117%
24	Olivela	olivela.com	575.3K	1.2M	114%
25	Perry Ellis	perryellis.com	1.1M	2.4M	111%

Beauty & Personal Care

FASTEST-GROWING



From the Expert



”

Unlike other sub-industries, the Beauty eCommerce vertical still has room for growth. Barriers to online purchase only recently collapsed as beauty websites invested more to offer a seamless virtual shopping experience. While some big box retailers suffered from a loss in traffic in H1, other smaller beauty players have been successful, building strong ties with their customers using D2C models and striving to offer the best quality at the best price.

Inès Durand | Industry Manager, Retail & CPG

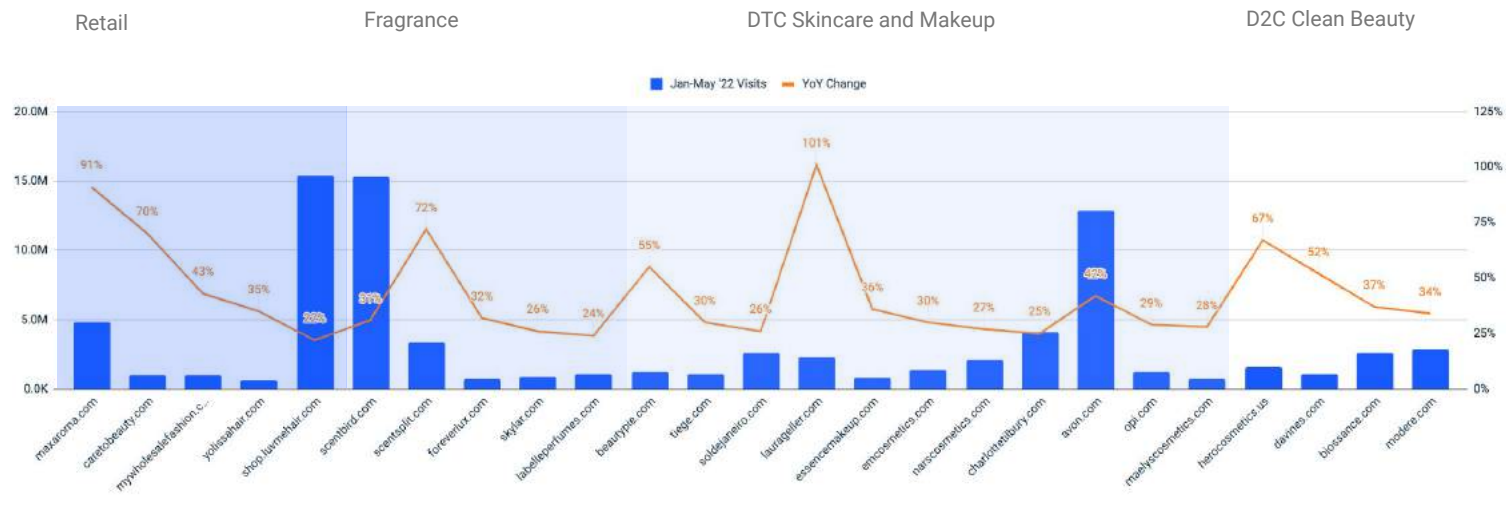


H1 2022 Total Website Traffic

H1 2022 Total Traffic YoY Growth
US, Desktop & Mobile Web



The top 25 beauty websites highlight consumer preference for Fragrance and Clean Beauty as well as fast growth for beauty niche retailers and D2C models.





3 key trends to keep your eye on

1. D2C models soaring

With the saturation of the U.S. Beauty space, it became harder for brands to build a strong relationship with their audience. With big box retailers like Ulta and Sephora losing traffic YoY, beauty brands are all investing in D2C distribution channels. And it's paying off: 16 out of the 25 fastest-growing beauty companies are D2C websites.

2. One size does not fit all for Fragrance

Max Aroma was the 2nd fastest growing beauty company in H1 2022, offering a large variety of famous scents at the best price. However, with time-high inflation, consumers have are choosing to purchase fragrances differently – more specifically, in smaller portions.

3. Skincare consumers are both quality and price conscious

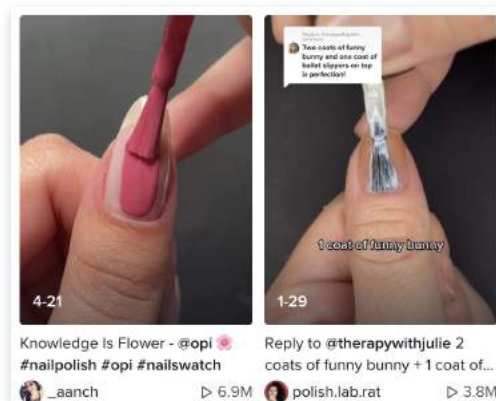
DNVB (digital native vertical brands) such as Beauty Pie or Tiege seem to have solved the price versus quality dilemma. Both brands use trendy and clean ingredients in their products while offering discounts to recurring consumers, securing a high-value consumer base.

D2C channels are soaring

Established brands are trying to move away from traditional retailers and D2C is on everyone's mind: even **Avon**, traditionally distributed door-to-door, made it to the list of fastest-growing digital brands with a 42% increase YoY. **Laura Geller** (+101% YoY), with 48% of its audience is older than 45, developed a successful business model by targeting their audience's needs and creating a community online.

While DNVB paved the way, premium brands such as **Opi** (+29%), **Nars Cosmetics** (+27%) and **Charlotte Tilbury** (+25%) are finding success on their D2C website outside of traditional retail channels, leveraging social media, especially TikTok. For Opi, social mobile traffic grew 57% YoY.

Moderne (+35% YoY) adopted an even more consumer-centric approach by basing its business model on social media retail via shiftingretail.com. Moderne had the highest share of direct traffic (nearly 46% of its total traffic) compared to other Clean Beauty players in our list, thanks to increased organic awareness.



One size does not fit all for Fragrance

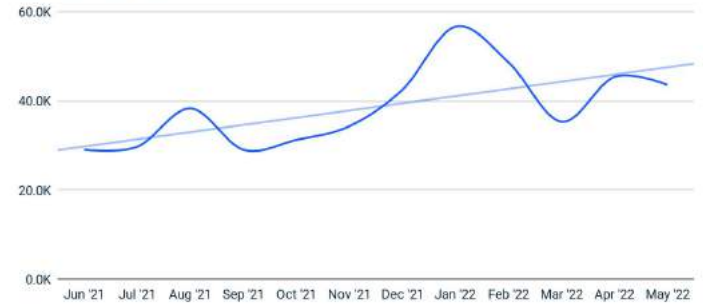
The U.S. Fragrance industry has soared online, but so has the cost of living. **Consumers are therefore turning to cheaper alternatives, rather than buying fragrance at traditional retailers and at full price.** Financial sobriety and consumers' FOMO (fear of missing out) on new fragrance has made sample size perfume companies thrive.

Scent Split (+72%) and **Scent Bird** (+31%) understood that and are distributing luxury perfume brands differently.

Scent Split repackages famous luxury fragrance that consumers actively search for on their website into different sample sizes, allowing consumers to try and switch between different fragrance without ruining their budget. Some popular searches are **dyptique samples** (31,800 clicks), **ysl tuxedo** (33,400) or **prada l'homme l'eau** (31,400)

Scent Bird offers a subscription-based model where fragrances are repackaged into a 30-day supply sample. For only \$16.95 a month, consumers receive one package and can switch between hundreds of fragrances.

Search volume for "perfume sample" keywords, US, All traffic, Jun '21-May '22



Keywords

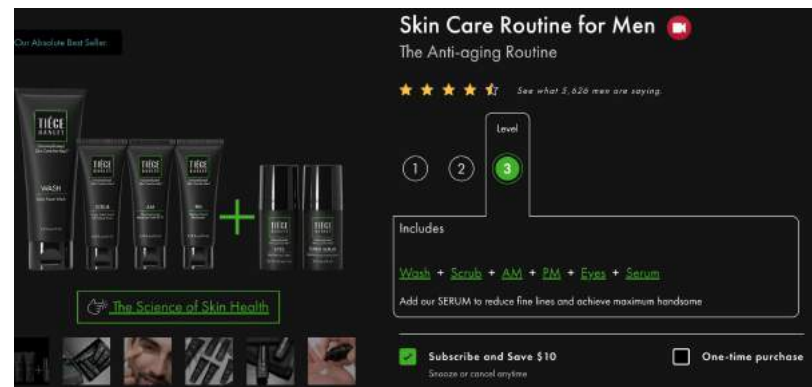
	Search terms (3,970)	Traffic	RD	Competitive traffic share	Volume	CPC	Position	SERP Features
1	perfume samples	205.8K	10.06%	37	\$1.11	\$2.64	2	
2	perfume sample	63.8K	2.12%	36	100%	\$3.79	1	
3	perfume	60.6K	2.94%	67	100%	\$2.59	-	
4	fragrance samples	39K	1.71%	30	100%	\$2.49	1	
5	interlude 533	33.6K	1.64%	N/A	100%	\$1.90	7	
6	ysl tuxedo	33.4K	1.62%	8	100%	\$1.62	3	
7	sonesque	32.7K	1.60%	N/A	100%	100	-	
8	where to buy perfume sam...	32.7K	1.60%	32	100%	\$2.80	1	
9	dyptique samples	31.8K	1.55%	N/A	100%	\$2.59	3	
10	nikhara-wulong cha	31.8K	1.55%	6	100%	\$1.02	6	
11	prada l'homme l'eau sample	31.4K	1.54%	N/A	100%	\$0.16	-	
12	esigine for men	31.2K	1.52%	27	100%	\$1.99	-	
13	jo malone samples	31.1K	1.51%	N/A	100%	\$1.62	2	

Skincare consumers both price and quality conscious

With the rise of living costs, **subscribe and save** seems like a bargain - with DNVB enforcing them. Many of the brands that made it to our list offer trendy clean beauty products for a competitive price.

Tiege (+30%) not only solves male consumer pain points with its clean ingredients, simple formulas, and end-to-end skincare bundles, but it also offers a subscribe and save option. Their customers save time and money on a holistic skincare routine.

Alternatively, **Beauty Pie** (+55%), just like Costco, provides important discounts to clients that subscribe to its buyers' club on products directly sourced from luxury beauty brand' manufacturers. Mobile search trends for the website shows that among top non-branded keywords are other brands' products (**jlo vitamins**: 19,600 clicks, **allie glines makeup bag**: 8,900 clicks), that Beauty Pie mimics and then offers at a lower price point.



Keywords

Rank	Search terms (145)	Traffic	KD	Change	Volume	CPC	Position	SERP Features
1	jlo beauty vitamins	19.6K	11.2%	N/A	↓ 44.51%	-	-	-
2	meaningful beauty tv offer	19.6K	11.27%	1	↓ 44.51%	460	\$2.65	-
3	sugar matte as hell crayon lipstick honey robot	19.6K	11.27%	N/A	↓ 44.51%	-	-	-
4	free makeup subscription	18.9K	10.84%	N/A	-	-	-	-
5	what does step 2 hydrate mean in skincare	18.9K	10.84%	N/A	-	-	-	-
6	beauty	18.7K	10.74%	85	-	\$2,700	\$3.55	10
7	pie face makeup	13K	7.46%	59	-	120	-	2
8	allie glines makeup bag	8.9K	5.11%	4	-	920	\$1.14	-
9	korres mens reverse uplift sculpter in a tube reviews	8.9K	5.11%	N/A	-	-	-	-
10	makeup boxes	7K	4.02%	68	-	1,040	\$3.70	-
11	rose shaped cream blush	7K	4.02%	N/A	-	-	-	-
12	smudge lash sonia kashuk	7K	4.02%	N/A	-	-	-	-
13	peks atzabath and makeup	7K	4.02%	N/A	-	-	-	-

Top 25 Fastest-Growing Beauty Brands

Part 1

RANK	BRAND	DOMAIN	Q1 2021 VISITS	Q1 2022 VISITS	YOY GROWTH
1	Laura Geller	laurageller.com	1.1M	2.3M	101%
2	Max Aroma	maxaroma.com	2.5M	4.8M	91%
3	Scent Split	scentsplit.com	1.9M	3.3M	72%
4	Care to Beauty	caretobeauty.com	589.3K	1.0M	70%
5	Hero Cosmetics	herocosmetics.us	954.3K	1.6M	67%
6	Beauty Pie	beautypie.com	785.8K	1.2M	55%
7	Davines	davines.com	703.7K	1.1M	52%
8	My Wholesale Fashion	mywholesalefashion.com	694.3K	995.9K	43%
9	Avon	avon.com	9.0M	12.8M	42%
10	Boissance	boissance.com	1.9M	2.6M	37%
11	Essence Cosmetics	essencemakeup.com	595.8K	809.3K	36%
12	Yolissa Hair	yolissahair.com	500.8K	677.7K	35%
13	Modere	modere.com	2.2M	2.9M	34%

Top 25 Fastest-Growing Beauty Brands

Part 2

RANK	BRAND	DOMAIN	Q1 2021 VISITS	Q1 2022 VISITS	YOY GROWTH
14	Forever Lux	foreverlux.com	558.6K	737.0K	32%
15	Scentbird	scentbird.com	11.7M	15.3M	31%
16	Tiege	tiege.com	808.1K	1.1M	30%
17	Em Cosmetics	emcosmetics.com	1.0M	1.3M	30%
18	Opi	opi.com	938.0K	1.2M	29%
19	Maelys Cosmetics	maelyscosmetics.com	551.5K	703.2K	28%
20	Nars Cosmetics	narscosmetics.com	1.6M	2.1M	27%
21	Skylar	skylar.com	694.8K	872.0K	26%
22	Sol de Janeiro	soldejaneiro.com	2.1M	2.6M	26%
23	Charlotte Tilbury	charlottetilbury.com	3.3M	4.1M	25%
24	La Belle Perfumes	labelleperfumes.com	888.8K	1.1M	24%
25	Luv me Hair	shop.luvmehair.com	12.6M	15.3M	22%

Consumer Electronics

FASTEST-GROWING



From the Expert



”

The start to this year has been a tenuous one for tech. Demand for consumer electronics has fallen rapidly as fears of a recession take hold. Shoppers are holding on to old devices longer and upgrade cycles for phones and laptops appear to be lengthening. Unsurprisingly some of the fastest growth this year came from used electronics resellers and renters and emerging emerging Chinese brands offering similar feature sets at half the cost.

Nathan Platnick | Sr. Industry Manager, Retail & CPG

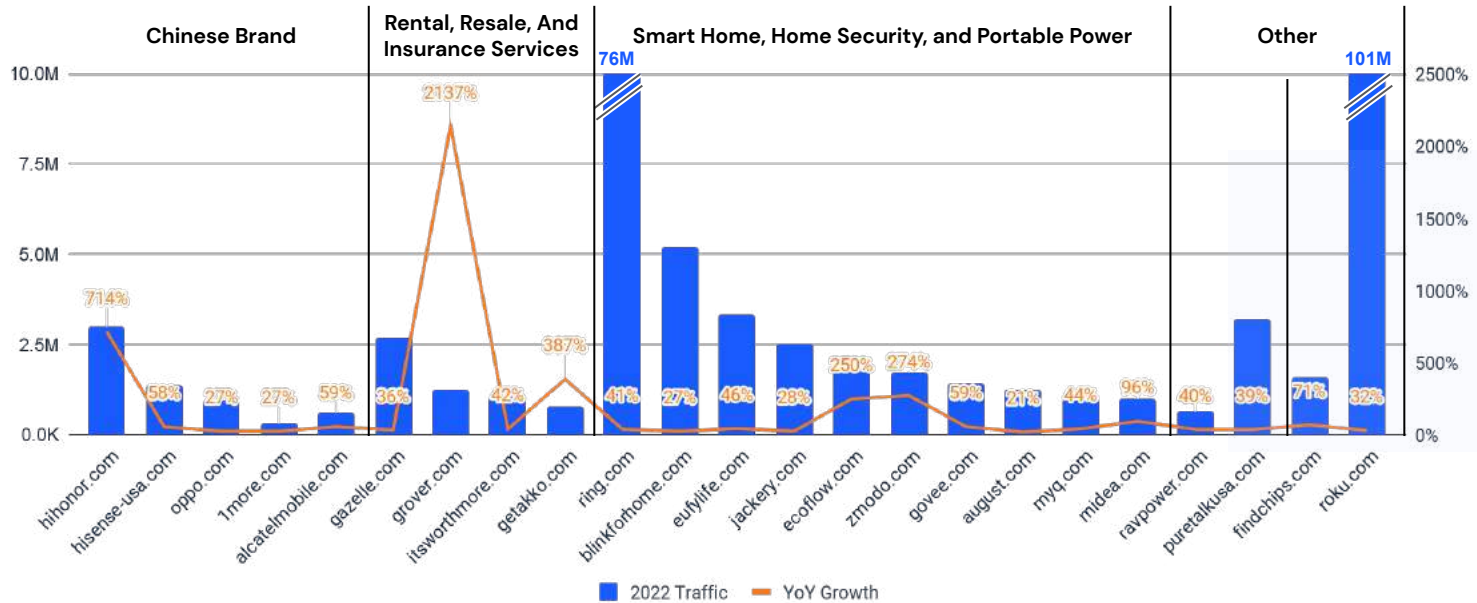


Q1 2022 Total Brand Traffic

Q1 2022 Total YoY Growth
US, Desktop & Mobile Web



The top 25 consumer electronics brands highlight consumer preference for rental or resale electronics.





3 key trends to keep your eye on

1. New brands get some name recognition

Emerging brands like Hisense, Midea, Ecoflow, and 1More all grew their branded search traffic dramatically, indicating increasing awareness YoY and allowing them to diminish their reliance on paid channels like search and social.

2. Resale skyrockets and rental takes hold

Electronics device resellers like Gazelle and It's Worth More saw traffic grow by 40% YoY, possibly motivated by impending economic downturn. Grover, a new entrant which offers monthly gadget rentals, increased traffic by more than 2,000%.

3. Low cost Chinese brands hit stateside

Chinese brands like Honor, Hisense, Oppo, 1More, and Alcatel (by TLC) were among the fastest growers this year as shoppers seek cheaper alternatives to popular gadgets.

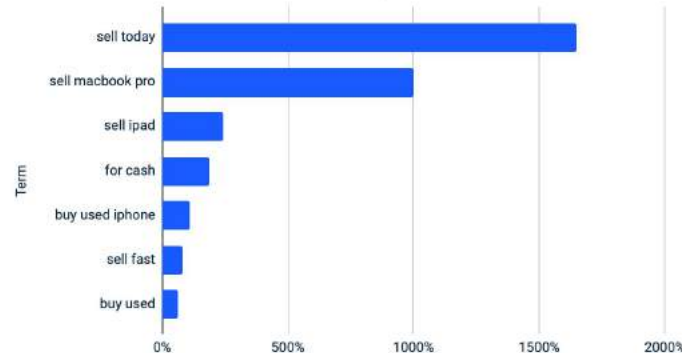
Tough times may drive reseller, rental growth

With global smartphone sales stagnating amidst fears of a global recession, **second-hand marketplaces** for buying and selling phones and other gadgets are gaining popularity, along with a new category, **short-term device rentals**.

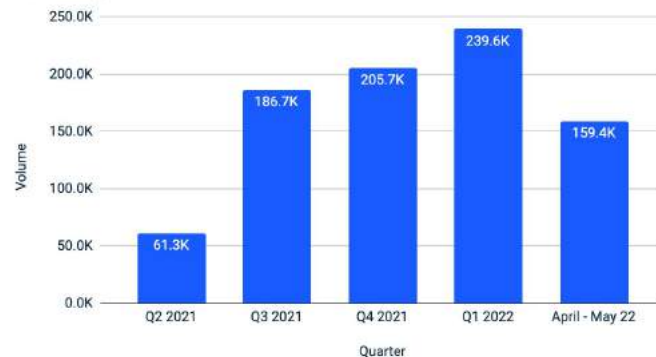
While Gazelle, like others in the competitive set, grew its branded traffic substantially, two-thirds of site traffic comes in via non-branded terms. Many are related to selling devices, often quickly or for cash, with a marked uptick in traffic from shoppers looking to sell premium, non-phone products like Macbooks and iPads.

Meanwhile, Grover, one of the first popular sites to offer tech rentals, grew traffic by more than 20x YoY on the back of skyrocketing demand. While rental services are not a new concept, Grover's tech focused approach differentiates them from legacy players. The top terms driving traffic to their site include, **rent a razer laptop**, **rent a nintendo switch**, and **rent an oculus rift**.

YoY Increase in Site Traffic Driven by Term



Quarterly Search Volume for Electronic Rental Terms



Low-cost Chinese brands hit stateside

Low cost Chinese brands like **Hisense**, **Oppo**, **1More**, **Honor**, and **Alcatel** are among this year's fastest growers. They offer similar products and feature sets to more premium brands like Samsung, Sony, and Apple at a fraction of the cost. Not only are these brands growing their D2C and web presence rapidly, but many are also seeing similar growth on retail channels like Amazon.

Hisense burst onto the U.S. TV market in the last few years, with an undercutting strategy that has proven effective on retailers. Their **website traffic increased almost 60% YoY and Amazon revenue is up nearly 175%**.

Their most popular product, a 50-inch QLED TV is more than \$500 cheaper than the average competitor model offering 4K and Quantum Dot. The brand has recently begun to sell its sound bars as well, priced at nearly half the competition.

Expect to see these brands continue to grow this year and as shoppers tighten belts to prepare for the coming recession.

Hisense

Site Traffic: ▲ 59%

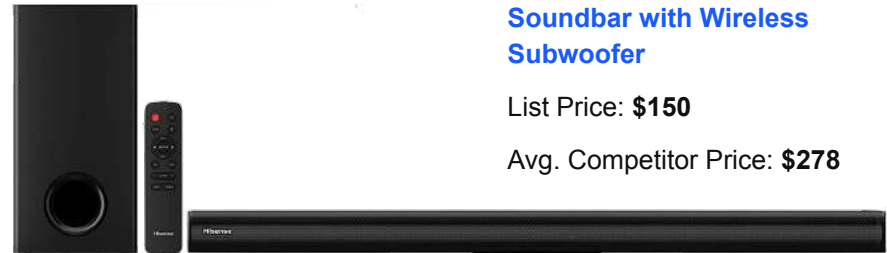
Amazon Revenue: ▲ 174%



Hisense ULED 4K Premium 50U6G Quantum Dot QLED Series 50-Inch

List Price: **\$400**

Avg. Competitor Price: **\$941**



Hisense HS218 2.1ch Soundbar with Wireless Subwoofer

List Price: **\$150**

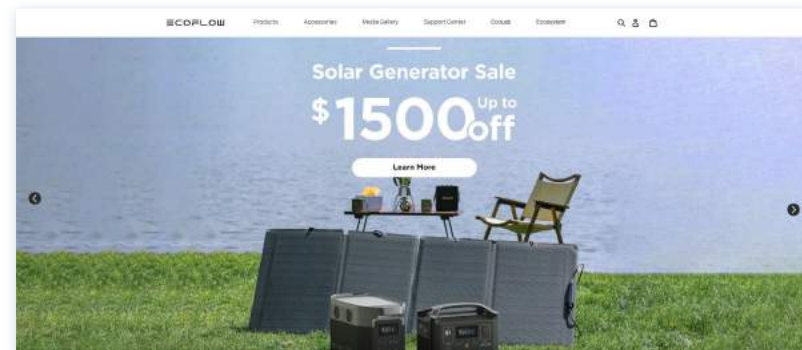
Avg. Competitor Price: **\$278**

New brands get recognition

All but one of the the fastest-growing sites in 2022 dramatically increased their share of traffic coming from branded search. In 2021, Ecoflow received just 19% of search traffic from branded terms, forcing them to rely on spending to win high volume non-branded terms like **solar generator**, **emergency power**, and **portable battery**.

Many other emerging tech brands grew their share of branded search including **midea.com** (+34%), **hisense-usa.com** (+32%), **turboant.com** (+23%), **eufylife.com** (+20%), **hihonor.com** (+15%), and **zmodo.com** (+13%).

As brand recognition improves, these brands can rely more on consumer awareness to drive direct traffic. The brands above grew direct traffic by more than 5-10% and as much as 30% in the case of Zmodo. Ecoflow in particular was able to heavily decrease their reliance on paid search, with the share of traffic dropping by nearly 10% YoY.



Keywords

Keyword	Volume	Share	Change	Ad Share	Competition	Score	Source	Change
solar genera...	1.5K	4.14%	32	TRANSAC.	97.54%	↓ 97.54%		
flow battery	635	1.71%	57	INFO	100%	↓ 100%		
emergency power su...	550	1.48%	N/A	N/A	100%	↓ 100%		
solar powered genera...	518	1.40%	29	TRANSAC.	53.2%	↓ 53.2%		

Rank	Keyword	Volume	Share	Change	Ad Share	Competition	Score	Source	Change
13	midea flow-battery 1500	385	1.04%	N/A	N/A	30	\$1.11		
14	eflode	383	1.02%	N/A	None	190	\$1.90	0	
15	eflow (brand) generator kit	375	1.03%	N/A	N/A	45	\$6.50		
16	eflow generator	307	0.82%	44	None	390	\$1.74	2	
17	solar power generator	278	0.76%	23	None	8,820	\$1.93		
18	hydrogen power cells	229	0.70%	32	W	90	\$1.33		
19	solar generator frame	218	0.70%	N/A	W	343	\$3.81		
20	power generator esp...	204	0.72%	N/A	N/A	93			

Top 25 Fastest-Growing Consumer Electronics Brands

Part 1

RANK	BRAND	DOMAIN	Q1 2021 VISITS	Q1 2022 VISITS	YOY GROWTH
1	Grover	grover.com	56.4K	1.3M	2137%
2	Honor	hihonor.com	366.7K	3.0M	714%
3	Akko	getakko.com	162.9K	794.0K	387%
4	Rising VR	playvrising.com	46.7K	202.4K	334%
5	Zmodo	zmodo.com	464.6K	1.7M	274%
6	Ecoflow	ecoflow.com	526.0K	1.8M	250%
7	Midea	midea.com	504.7K	989.8K	96%
8	Turboant	turboant.com	461.6K	854.3K	85%
9	Find Chips	findchips.com	944.3K	1.6M	71%
10	Govee	govee.com	888.4K	1.4M	59%
11	Alcatel	alcatelmobile.com	403.5K	640.2K	59%
12	Hisense	hisense-usa.com	884.3K	1.4M	58%
13	Eufy	eufylife.com	2.3M	3.3M	46%

Top 25 Fastest-Growing Consumer Electronics Brands

Part 2

RANK	BRAND	DOMAIN	Q1 2021 VISITS	Q1 2022 VISITS	YOY GROWTH
14	Myq	myq.com	710.2K	1.0M	44%
15	Ring	ring.com	54.1M	76.0M	41%
16	Ravpower	ravpower.com	476.2K	665.5K	40%
17	Projector Screen	projectorscreen.com	468.8K	645.8K	38%
18	Gazelle	gazelle.com	2.0M	2.7M	36%
19	Roku	roku.com	76.7M	101.2M	32%
20	Jackery	jackery.com	2.0M	2.5M	28%
21	Oppo	oppo.com	750.3K	956.5K	27%
22	Blinkforhome	blinkforhome.com	4.1M	5.2M	27%
23	1More	1more.com	269.9K	342.6K	27%
24	Harmanaudio	harmanaudio.com	623.8K	772.6K	24%
25	August	august.com	1.0M	1.3M	21%

Food & Beverage

FASTEST-GROWING



From the Expert



”

In H1 2022, we saw consumers of the Food & Beverage industry take control of what and how they eat with increased traffic to food blogs and meal delivery service websites. We also saw increased traffic to D2C coffee websites that offer alternative forms of consumption, like concentrates and pods.



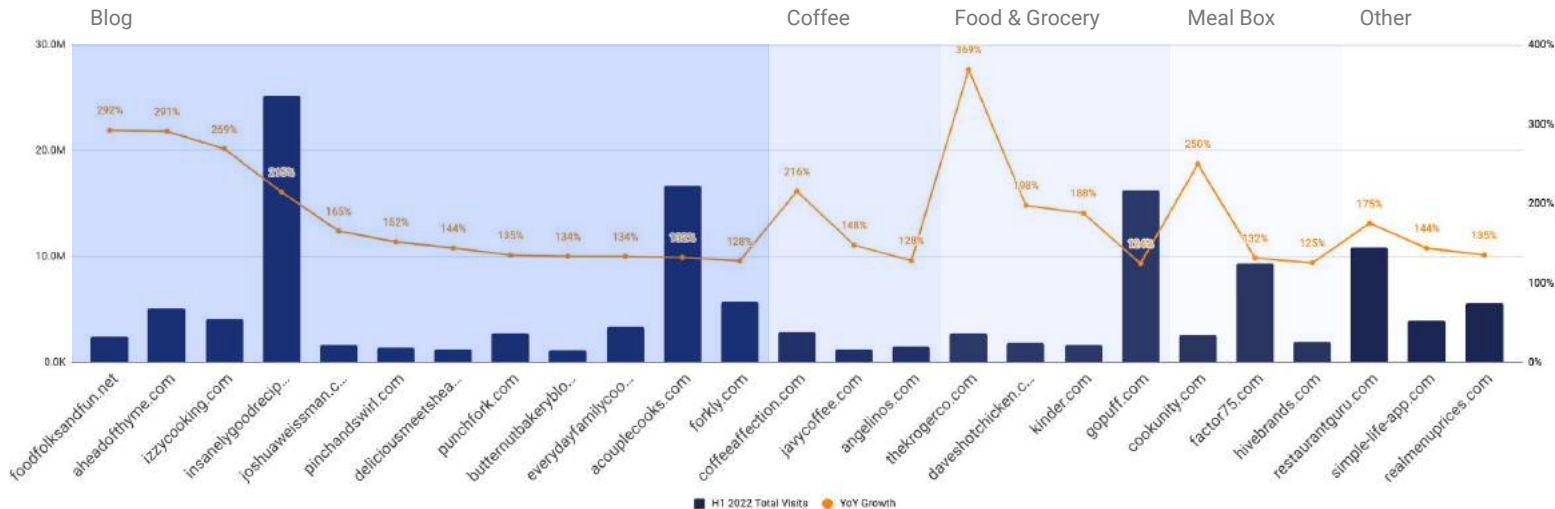
Lucas Pettinato | Industry Manager, Retail & CPG

H1 2022 Total Brand Traffic

H1 2022 Total YoY Growth
US, Desktop & Mobile Web



The top 25 food & beverage brands highlight consumer preference for food blogs and coffee as well as grocery and meal boxes.





3 key trends to keep your eye on

1. Blogs over books

Half of the fastest growing websites of H1 2022 are food blogs that publish recipes for every type of appetite. These websites generated majority of traffic from organic search through non-branded keywords.

2. Keep caffeinated

D2C coffee websites also captured some of the top spots on our list. Age distribution revealed consumer preferences in coffee consumption from craft brewing to quick fixes.

3. Why cook when you can reheat

Meal delivery services also ranked high on our list. These websites saw increases to their incoming social traffic YoY from platforms such as Facebook, Youtube and Reddit.

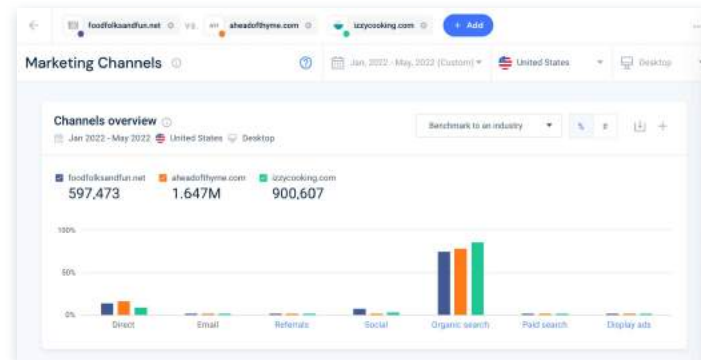
Blogs over books

Half of the fastest growing food & beverage websites of H1 2022 are food blogs that publish recipes for every type of appetite. This includes **foodfolksandfun.net (292%)**, **aheadofthyme.com (291%)** and **izzycooking.com (269%)**.

These websites all received well **over 75% of their traffic from organic search** in H1 2022. Although these websites supply a myriad of recipes, navigation to their site is defined by specific non-branded topics.

For example, foodfolksandfun.net received most of its organic search traffic from keywords such as ***baked chicken thighs (50.7K)***, ***chicken thighs in oven (13.5K)***, and ***bake chicken thighs (11.2K)*** while aheadofthyme.com saw majority traffic from keywords like ***ground beef recipes (82K)*** and ***recipes with ground beef (17.1K)***.

To promote further growth, food blogs should improve their website navigation to better connect visitors that land on their popular recipes to the rest of their platform.



Keywords (Jan 2022 - May 2022, United States, Desktop)

Rank	Search terms (40,497)	Traffic	KD	Competitive traffic share	Volume	CPC	Position L.	SERP Features
1	ground beef recipes	82K	3.24%	37	226,520	\$0.33	2	Image, Video, Local Pack, Rich Snippets
2	baked chicken thg...	50.7K	2.00%	28	116,270	\$0.69	1	Image, Video, Local Pack, Rich Snippets
3	dinner ideas	25.9K	1.02%	65	387,960	\$0.28	6	Image, Video, Local Pack, Rich Snippets
4	pasta recipes	17.9K	0.71%	42	106,210	\$0.39	5	Image, Video, Local Pack, Rich Snippets
5	recipes with groun...	17.1K	0.67%	37	26,870	\$0.29	1	Image, Video, Local Pack, Rich Snippets
6	salad recipes	14.8K	0.59%	41	99,230	\$0.96	5	Image, Video, Local Pack, Rich Snippets
7	air fryer recipes	13.8K	0.54%	37	176,910	\$0.29	11	Image, Video, Local Pack, Rich Snippets
8	chicken thighs in o...	13.5K	0.52%	32	36,950	\$0.95	1	Image, Video, Local Pack, Rich Snippets
9	mediterranean chicken r...	13.4K	0.53%	25	31,670	\$0.29	1	Image, Video, Local Pack, Rich Snippets
10	chicken recipes	11.5K	0.45%	63	218,650	\$0.69	10	Image, Video, Local Pack, Rich Snippets
11	bake chicken thighs	11.2K	0.44%	29	15,330	\$0.72	2	Image, Video, Local Pack, Rich Snippets
12	origin fillings	10.3K	0.41%	N/A	8,260	\$0.20	1	Image, Video, Local Pack, Rich Snippets
13	how to bake chick...	9.9K	0.38%	27	9,600	\$0.81	2	Image, Video, Local Pack, Rich Snippets
14	ovens baked chicke...	8K	0.31%	28	14,470	\$0.88	1	Image, Video, Local Pack, Rich Snippets
15	how long to bake c...	8K	0.31%	25	24,700	\$0.79	2	Image, Video, Local Pack, Rich Snippets

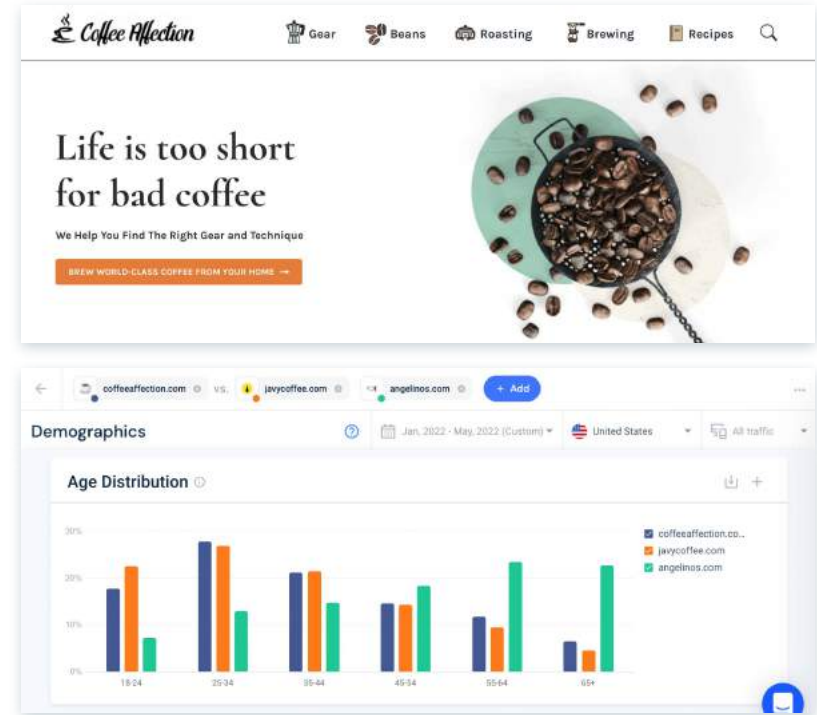
Keep caffeinated

D2C coffee websites centered around alternative methods to traditional coffee consumption also captured some of the top spots on our list. This includes **coffeeaffection.com (216%)**, **javycoffee.com (148%)** and **angelinos.com (128%)**.

While these websites all shared a 50/50 split between male and female visitors, their age distributions revealed an interesting insight on consumer behavior.

Coffeeaffection.com and javycoffee.com saw over 25% of their total traffic attributed to users age 25-34. Coffee Affection’s messaging, which claims that “life is too short for bad coffee”, and Javy Coffee’s concentrate products seem to resonate with a younger audience that are either connoisseurs of the craft or in need of a quick fix.

Angelinos.com, on the other hand, saw nearly 50% of their total traffic attributed to users age 55 and over. Angelino’s convenient coffee pod products seem to resonate with older audiences that want both authenticity and convenience in their coffee preparation and consumption.



Why cook when you can reheat

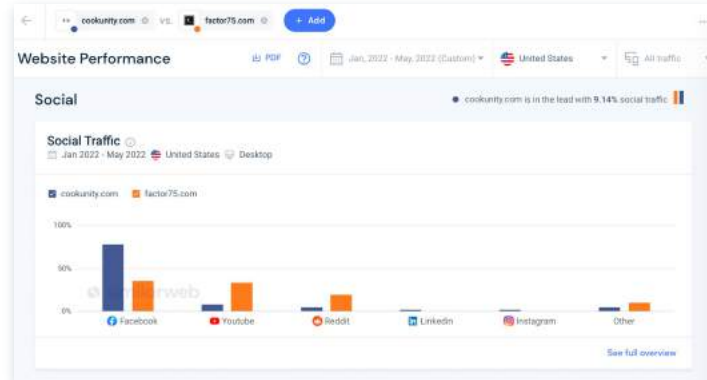
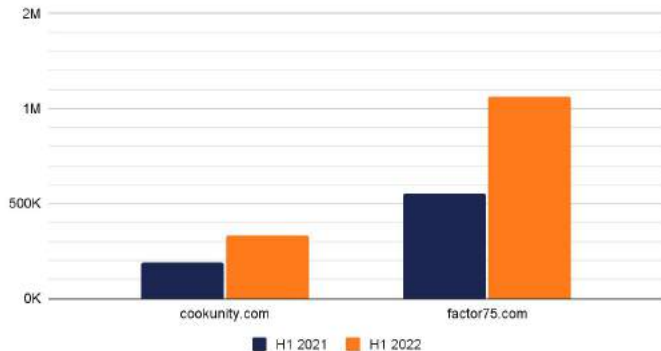
Meal delivery services also ranked high on our list of fastest-growing food & beverage brands. This includes **cookunity.com (250%)**, **factor75.com (132%)** and **hivebrands.com (125%)**.

Unlike traditional meal subscription services that deliver ingredients to your door, these websites provide precooked meals that are ready within a few minutes. How did such efficient services connect to digital audiences?

One notable tactic employed was increased investment in social marketing in H1 2022. Both **cookunity.com (+77%)** and **factor75.com (+92%)** increased incoming traffic from social channels year-over-year.

Although these services are similar, the majority of their social traffic comes from different platforms. Cookunity.com, which is marketed as luxury service, received **78% of their social traffic from Facebook**, while factor75.com, which is marketed as simple, healthy service, received **nearly an even split of social traffic from Facebook (36%), Youtube (34%) and Reddit (20%)**.

Meal Delivery Service Social Traffic



Top 25 Fastest-Growing Food & Beverage Brands

Part 1

RANK	BRAND	DOMAIN	H1 2021 VISITS	H1 2022 VISITS	YOY GROWTH
1	Kroger	thekrogerco.com	583K	2.7M	369%
2	Food Folks and Fun	foodfolksandfun.net	611K	2.4M	292%
3	Ahead of Thyme	aheadofthyme.com	1.3M	5.1M	291%
4	EasyCooking	izzycooking.com	1.1M	4.2M	269%
5	CookUnity	cookunity.com	751K	2.6M	250%
6	Coffee Affection	coffeeaffection.com	910K	2.9M	216%
7	Insanely Good Recipes	insanelygoodrecipes.com	8.0M	25.2M	215%
8	Dave's Hot Chicken	daveshotchicken.com	610K	1.8M	198%
9	Kinder	kinder.com	575K	1.7M	188%
10	Restaurant Guru	restaurantguru.com	3.9M	10.8M	175%
11	Joshua Weissman	joshuaweissman.com	643K	1.7M	165%
12	Pinch and Swirl	pinchandswirl.com	576K	1.4M	152%
13	Javy Coffee	javycoffee.com	515K	1.3M	148%

Top 25 Fastest-Growing Food & Beverage Brands

Part 2

RA NK	BRAND	DOMAIN	DOMAIN	H1 2021 VISITS	H1 2022 VISITS	YOY GROWTH
14	Delicious Meets Healthy	deliciousmeetshealthy.com	deliciousmeetshealthy.com	503K	1.2M	144%
15	Simple	simple-life-app.com	simple-life-app.com	1.6M	3.9M	144%
16	Real Menu Prices	realemenuprices.com	realemenuprices.com	2.4M	5.6M	135%
17	Punchfork	punchfork.com	punchfork.com	1.2M	2.7M	135%
18	Butternut Bakery	butternutbakeryblog.com	butternutbakeryblog.com	510K	1.2M	134%
19	Everyday Family Cooking	everydayfamilycooking.com	everydayfamilycooking.com	1.5M	3.4M	134%
20	A Couple Cooks	acouplecooks.com	acouplecooks.com	7.2M	16.7M	132%
21	Factor	factor75.com	factor75.com	4.0M	9.4M	132%
22	Angelino's Coffee	angelinos.com	angelinos.com	676K	1.5M	128%
23	Forkly	forkly.com	forkly.com	2.5M	5.7M	128%
24	Hive Brands	hivebrands.com	hivebrands.com	853K	1.9M	125%
25	Gopuff	gopuff.com	gopuff.com	7.2M	16.2M	124%

Pet Care

FASTEST-GROWING



From the Expert



”

While premium pet food has been an emerging trend for nearly the last decade, a new category of premium pet accessories and services has gained traction in the last few months. From GPS-enabled collars and color changing kitty litter, to telehealth and on-demand virtual vet access, pet parents are spending more and more each year on their fur babies, and niche brands have emerged to fill increasingly specific needs

Nathan Platnick | Sr. Industry Manager, Retail & CPG



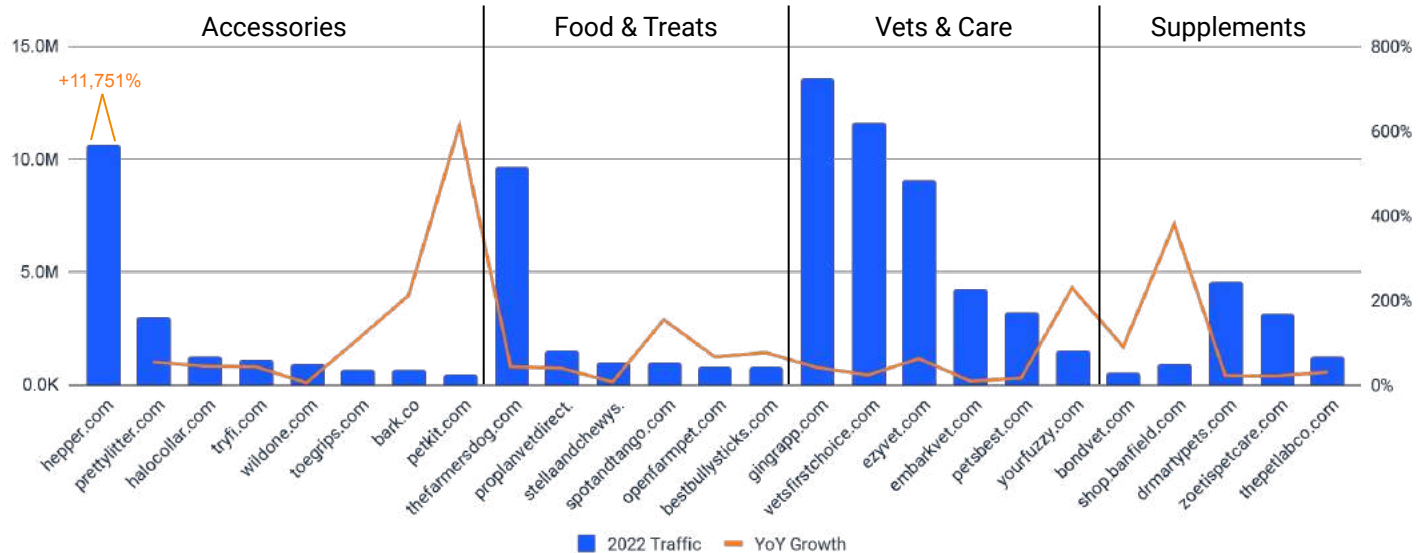
Q1 2022 Total Brand Traffic

Q1 2022 Total V YoY Growth

US, Desktop & Mobile Web



The top 25 pet care brands highlight pet owners preference for new premium accessories, supplements, and healthcare.





3 key trends to keep your eye on

1. Premium accessories for pampered pups

From GPS enabled collars to bluetooth litter boxes, pet owners proved once again that they'll spend any amount of money on their fur babies. Shoppers flocked to D2C sites, especially for products not available on retailers.

2. Fresh foods help redefine the doggy bag

Meal delivery services like Spot & Tango and The Farmer's Dog offer fresh dog food shipped to your door, promising pet-owners high quality fresh food. Other growing pet food brands provide food in new forms like toppers, gently cooked, and freeze dried raw.

3. Paging Dr. Dog – virtual vets & new platforms

Virtual vets like Fuzzy and Bond Vet offering telehealth services to pets grew rapidly this year, as did traffic to several new software offerings designed to help vets and clinics streamline service and prescriptions for patients

Premium accessories for pampered pups

Premium accessories have been among the years fastest-growing categories, including products like **GPS enabled collars** from Halo and Fi, color **changing kitty litter** to help owners spot disease from Pretty Litter, and **upscale takes on classics like toys and harnesses** from Wild One.

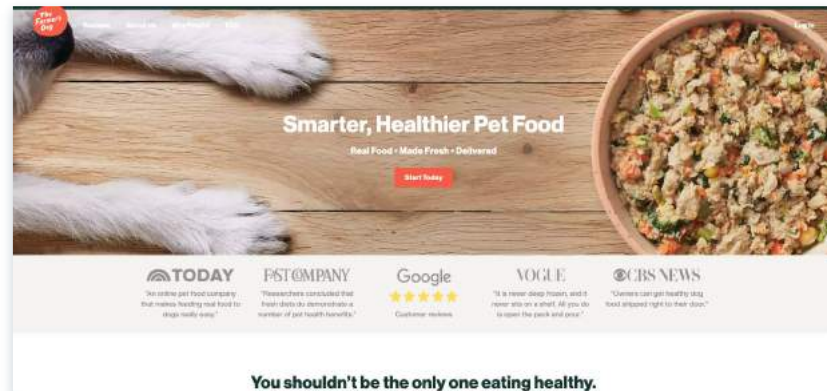
These sites smartly leverage paid non-branded search to drive traffic, a challenge for many smaller D2C sites, and rely heavily on question queries, which mirror natural questions from pet owners. Halo collar prompts dog owners searching for less humane solutions like electric fences to try their tracking collars. Toe grips, a product that primarily caters to older dogs, drives traffic from questions related to other health queries common amongst senior pups.

Domain	Share Search Traffic from ?s	Top Volume Search Terms
halocollar.com	5%	<ul style="list-style-type: none"> can you make a dog fence out of lattice how to train a dog with a shock collar how does an electric dog fence work
prettylitter.com	11%	<ul style="list-style-type: none"> what natural fresheners can use around cats how to make cat litter smell better
toegrips.com	8%	<ul style="list-style-type: none"> how to keep dogs from scratching hardwood floors what to do if you clipped your dog's nail too short my dog is in pain a wobbles when he walks
tryfi.com	5%	<ul style="list-style-type: none"> how many steps does a dog need a day what size collar for lab puppy what can you do if someone tries to steal your dog
wildone.com	3%	<ul style="list-style-type: none"> how to travel with cats how to keep your dog entertained what do you need for a new puppy

Fresh foods help redefine the doggy bag

This year's fastest-growing pet foods are all premium brands focused on **freshness**, **ingredients**, and **health**. Many offer new food form factors like meal toppers, bone broths, made-to-cook fresh food, and freeze dried raw foods.

While these brands uniformly increased traffic across all major channels, category leader "The Farmer's Dog" made a substantial investment in **display advertising with a big focus on YouTube**. While many smaller D2C brands have shifted away from display advertising in favor of other less-expensive channels, given their niche product category Farmer's Dog utilize high-reach, long format ads to educate new new consumers about their product.

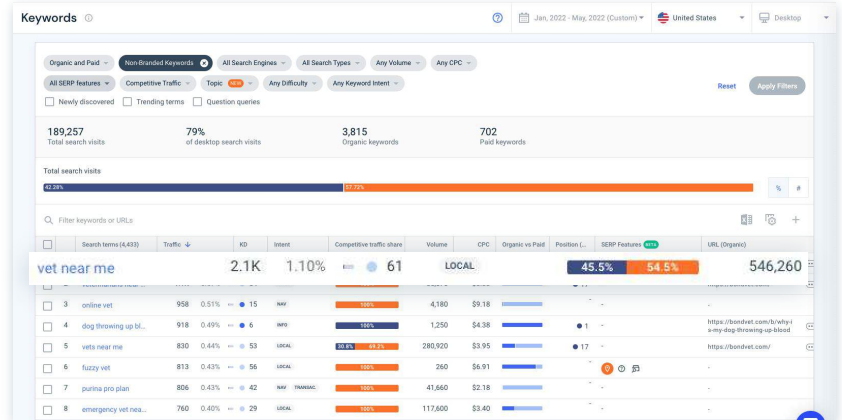
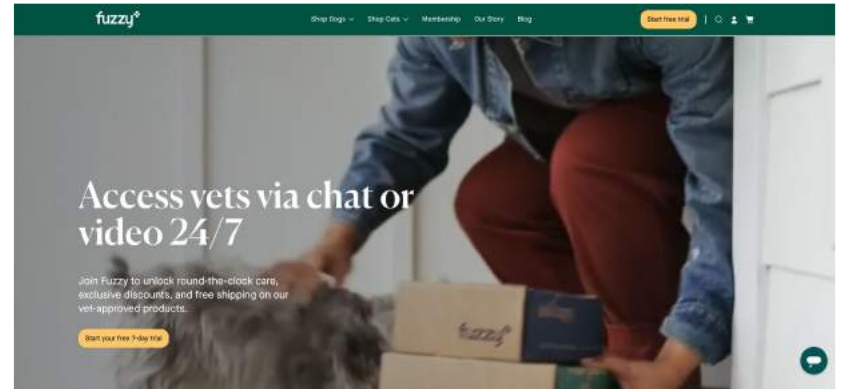


Paging Dr. Dog – virtual vets & new platforms

Like their human counterparts, pets are increasingly getting their medical care via video chat and online services. Two of this year's fastest growing sites, Bond Vet and Fuzzy, offer comprehensive digital pet care including a range of private label vet-prescribed products.

Both sites rely heavily on search with a focus on supplanting local vets by bidding heavily on keywords like **vets near me**, a term that receives more than half a million searches each month. Both sites also focus on question queries related to common medical ailments for pets.

While these sites also offer veterinary products, **search spend primarily focuses on easier to win non-branded terms to drive traffic**, rather than compete with brands on retailers on expensive bottom funnel branded terms.



Top 25 Fastest-Growing Pet Care Brands

Part 1

RANK	BRAND	DOMAIN	Q1 2021 VISITS	Q1 2022 VISITS	YOY GROWTH
1	Dog Leash Pro	dogleashpro.com	0.7K	346.3K	46343%
2	Hepper	hepper.com	89.9K	10.6M	11751%
3	The Wildest	thewildest.com	99.6K	2.8M	2665%
4	Petkit	petkit.com	67.8K	482.8K	612%
5	Banfield	shop.banfield.com	198.7K	952.7K	379%
6	Fuzzy	yourfuzzy.com	467.0K	1.5M	229%
7	Bark.Co	bark.co	207.8K	645.8K	211%
8	Spot and Tango	spotandtango.com	376.8K	956.0K	154%
9	Toe Grips	toegrips.com	325.3K	673.8K	107%
10	Bond Vet	bondvet.com	282.8K	538.6K	90%
11	Best Bully sticks	bestbullysticks.com	442.3K	779.0K	76%
12	Open Farm Pet	openfarmpet.com	490.8K	814.6K	66%
13	Ezy Vet	ezyvet.com	5.6M	9.1M	62%

Top 25 Fastest-Growing Pet Care Brands

Part 2

RANK	BRAND	DOMAIN	Q1 2021 VISITS	Q1 2022 VISITS	YOY GROWTH
14	Pretty Litter	prettylitter.com	2.0M	3.0M	54%
15	Halo Collar	halocollar.com	874.1K	1.3M	44%
16	Fi	tryfi.com	763.5K	1.1M	43%
17	The Farmer's Dog	thefarmersdog.com	6.8M	9.7M	43%
18	Gingr	gingrapp.com	9.6M	13.6M	41%
19	Pro Plan Vet Direct	proplanvetdirect.com	1.1M	1.5M	39%
20	The Pet Lab Co	thepetlabco.com	942.1K	1.2M	30%
21	Vets First Choice	vetsfirstchoice.com	9.5M	11.6M	23%
22	Dr. Marty Pets	drmarty pets.com	3.7M	4.6M	22%
23	Zoetis Petcare	zoetispetcare.com	2.6M	3.1M	21%
24	Pet's Best	petsbest.com	2.8M	3.2M	16%
25	Baxter Boo	baxterboo.com	759.0K	843.7K	11%

Health & Wellness

FASTEST-GROWING



From the Expert



”

Consumers of the Health & Wellness industry are taking control of their healthcare with increased traffic to physical and mental health service websites. We also saw traffic growth to nutrition websites that offer plant-based powder supplements to optimize diets.

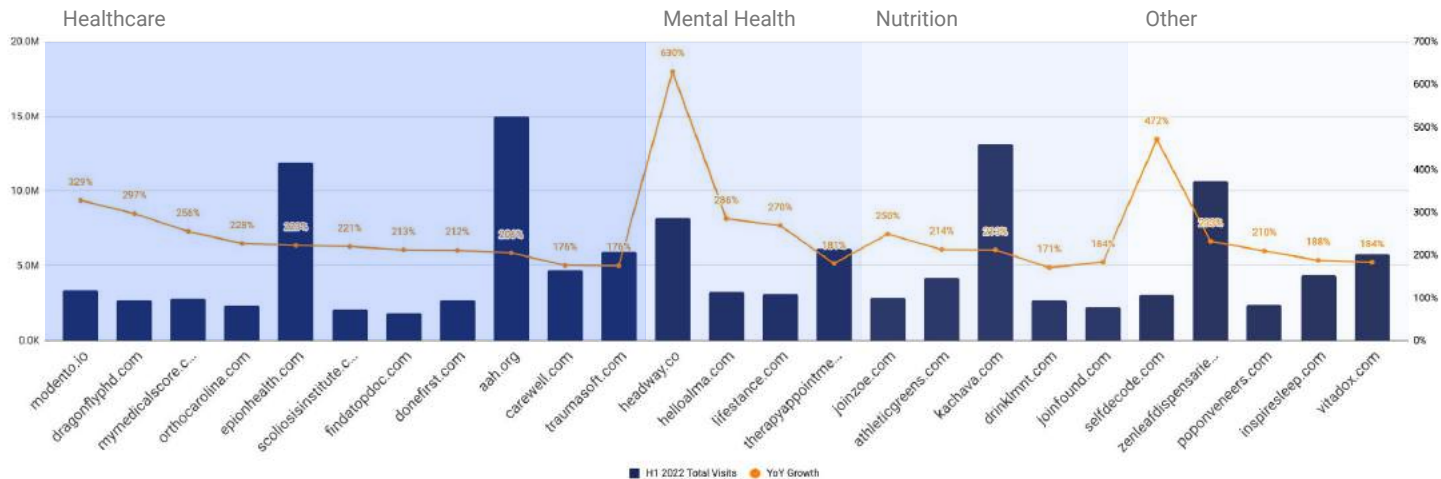
Lucas Pettinato | Industry Manager, Retail & CPG



H1 2022 Total Brand Traffic

H1 2022 Total YoY Growth
US, Desktop & Mobile Web

The top 25 health & wellness brands highlight consumer preference for healthcare, mental health services, and nutrition.





3 key trends to keep your eye on

1. Health comes first

Nearly half of the fastest-growing health & wellness websites of H1 2022 are healthcare websites that offer customized, streamlined solutions to both patients and physicians. These websites generated majority of traffic from direct channels, but can stand to grow in organic search.

2. Mental healthcare made easy

Mental health services focused on connecting patients to providers also captured some of the top spots on our list. These websites all received 50% or more of their traffic from branded search.

3. Shaken or stirred

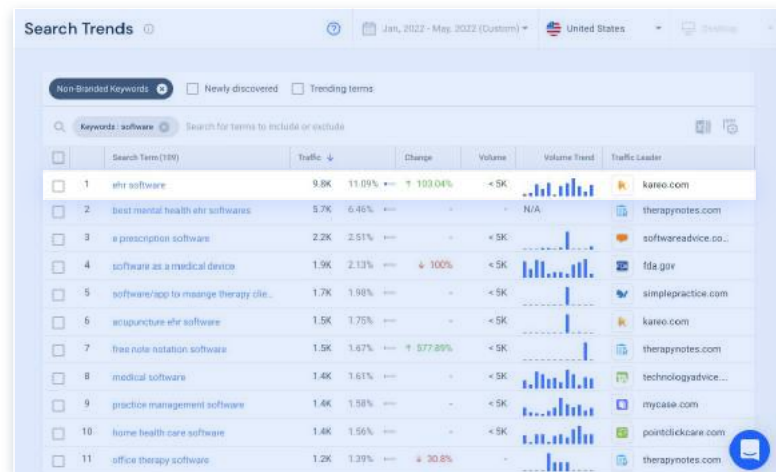
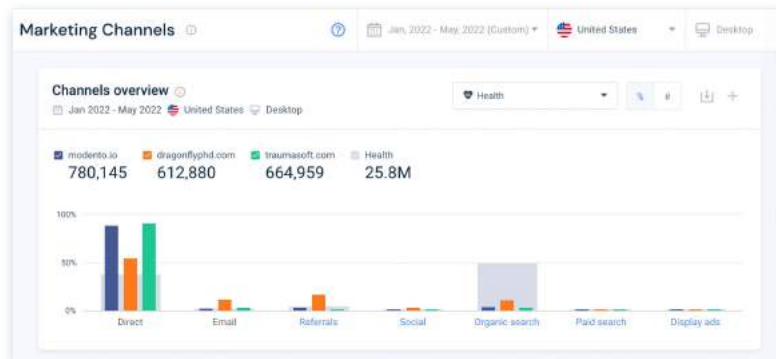
D2C nutrition websites that offer drinkable supplements and plant-based meal replacements also ranked high on our list. Players in this space should increase investment in display advertisement on websites like youtube.com that put ads and navigation directly in front of the consumer.

Health comes first

Nearly half of the fastest-growing health & wellness websites of H1 2022 are healthcare websites that offer customized, streamlined solutions to both patients and physicians. This includes **modento.io** (329%), **dragonflyphd.com** (297%) and **traumasoft.com** (176%).

Modento.io and **traumasoft.com** received over 90% of their desktop traffic from direct channels, meaning that users accessed these sites by entering a URL into a browser, using a bookmark or clicking on a link from outside a browser. The share of direct traffic from these websites over-indexed the greater Health industry average (38%).

On the other hand, these websites received less than 10% of traffic from organic search, under-indexing the industry average (50%). Healthcare websites should consider investing in an organic search strategy to increase new user acquisition. For example, the keyword **“ehr software”** sent nearly 10,000 in traffic to the health category and grew, on average, 103% MoM in traffic volume.



Mental healthcare made easy

Mental health services focused on connecting patients to providers also captured some of the top spots on our list. This includes **headway.co (630%)**, **helloalma.com (286%)** and **lifeforce.com (270%)**.

These websites all received **50% or more of their traffic from search** in H1 2022. Although the majority of their search traffic comes from branded keywords, investment in competitive non-branded can help these websites gain traffic share.

For example, the keywords **therapist near me** and **therapist** both had an average monthly search volume of over 100,000, but the keywords sent less than 2,000 of traffic each to these fastest-growing websites.

Players in the mental healthcare space looking to grow their SEO strategy should invest in **keywords with high search volumes and reasonable CPC rates** to get ahead.



Search terms (27)	Traffic ↓	RD	Competitive traffic share	Volume	CPC	Organic vs Paid	Position (1-10)	SERP Features
1 find a therapist	2.8K	12.63% → 89	50.3% 47.6%	29,820	\$18.13		19	
2 therapists near me	2.3K	10.17% → 89	37.5% 46.5% 18.2%	47,800	\$18.72		11	
3 therapist near me	1.9K	8.50% → 88	37.5% 19.5%	177,260	\$16.91		13	
4 therapy covered by...	1.3K	5.84% → 33	41.5% 18.1%	800	\$14.52		7	
5 find therapist	1.2K	5.48% → 90	45.6% 54.4%	3,940	\$18.12		14	
6 therapist	957	4.27% → 89	49.3% 16.2% 34.5%	121,280	\$21.32			
7 how to find a thera...	695	3.10% → 75	48.8% 19.0%	110	\$11.25		8	
8 victor furtick	681	3.04% → N/A	48.1% 19.1%	130	-			
9 online therapy that...	648	2.89% → 20	41.0% 19.1%	4,830	\$30.28		9	
10 qianwei chen	637	2.84% → N/A	41.5% 19.1%	100	-			
11 online therapy med...	632	2.82% → 25	48.2% 13.5%	250	\$18.47			
12 natalia lalanne	625	2.79% → N/A	48.5% 13.5%	100	\$2.96		2	
13 maggie osinski	621	2.77% → N/A	44.6% 15.2%	60	\$5.86		5	
14 eliot bitenshal	614	2.74% → N/A	44.2% 19.4%	50	-		2	
15 applying to insuran...	612	2.73% → 17	46.8% 19.1%	50	-			

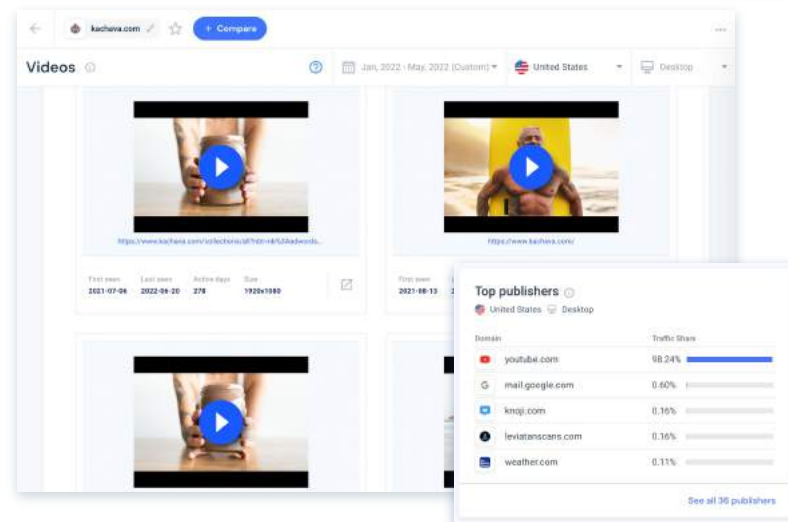
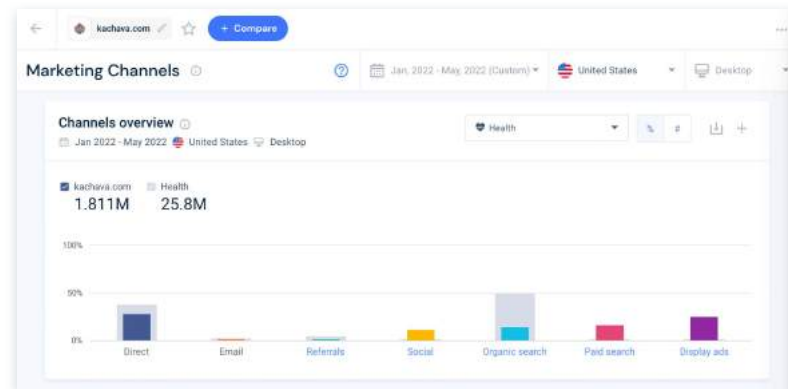
Shaken or stirred

D2C nutrition websites that offer drinkable supplements and plant-based meal replacements also ranked high on our list of fastest-growing health & wellness brands. This includes **athleticgreens.com (214%)**, **kachava.com (213%)** and **drinkmnt.com (171%)**.

When looking at the marketing channel distribution for kachava.com, we noticed that **the website received 25% of traffic from display ads**. This is interesting considering the Health industry thrives on direct and organic search traffic and averaged less than 1% in traffic from display ads.

Kachava.com's display strategy includes both static and video ads summarizing the benefits of their product. Instead of spreading their messaging across a variety of website, **the brand received nearly 100% of ad traffic from youtube.com**.

Players in the nutrition supplement space looking to link more users to their website should consider following after kachava.com by increasing investment in display ads on websites like youtube.com that put video ads directly in front of the consumer.



Top 25 Fastest-Growing Health & Wellness Brands

Part 1

RANK	BRAND	DOMAIN	H1 2021 VISITS	H1 2022 VISITS	YOY GROWTH
1	Headway	headway.co	1.1M	8.2M	630%
2	SelfDecode	selfdecode.com	541K	3.1M	472%
3	Modento	modento.io	788K	3.4M	329%
4	DragonflyPHD	dragonflyphd.com	671K	2.7M	297%
5	Alma	helloalma.com	846K	3.3M	286%
6	Lifestance Health	lifestance.com	856K	3.2M	270%
7	MyMedicalScore	mymedicalscore.com	790K	2.8M	256%
8	ZOE	joinzoe.com	822K	2.9M	250%
9	Zen Leaf	zenleafdispensaries.com	3.2M	10.7M	233%
10	OrthoCarolina	orthocarolina.com	713K	2.3M	228%
11	Epion Health	epionhealth.com	3.7M	11.9M	223%
12	Southwest Scoliosis Institute	scoliosisinstitute.com	639K	2.0M	221%
13	Athletic Greens	athleticgreens.com	1.3M	4.2M	214%

Top 25 Fastest-Growing Health & Wellness Brands

Part 2

RANK	BRAND	DOMAIN	H1 2021 VISITS	H1 2022 VISITS	YOY GROWTH
14	Ka'Chava	kachava.com	4.2M	13.1M	213%
15	FindaTopDoc	findatopdoc.com	597K	1.9M	213%
16	Done.	donefirst.com	870K	2.7M	212%
17	Pop on Veneers	poponveneers.com	773K	2.4M	210%
18	Advocate Aurora Health	aah.org	4.9M	15.0M	206%
19	Inspire Sleep	inspiresleep.com	1.5M	4.4M	188%
20	Found	joinfound.com	791K	2.2M	184%
21	Vitadox	vitadox.com	2.0M	5.8M	184%
22	TherapyAppointment	therapyappointment.com	2.2M	6.2M	181%
23	Carewell	carewell.com	1.7M	4.7M	176%
24	Traumasoft	traumasoft.com	2.2M	5.9M	176%
25	LMNT	drinklmnt.com	995K	2.7M	171%

Methodology

Similarweb's Fastest-Growing eCommerce companies of H1 2022 analyze performance metrics to understand which sites are growing the fastest. Our goal is to help businesses and consumers understand which brands are worth keeping an eye on.

We measure the YoY performance of 70K+ websites to see which have the highest growth across categories. Results are limited to sites with at least 500K visits in H1 2022 to ensure brands have gained traction with consumers. The average YoY growth for H1 2022 is +568%, a very impressive metric that's far greater than category performance.

70K+

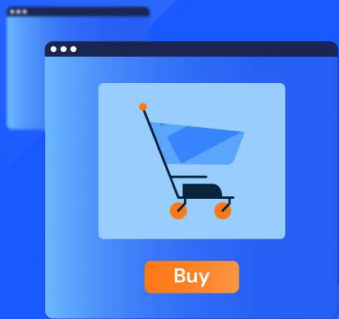
Sites Measured

500K

**Minimum
Visits in H1 2022**

+568%

**Average Growth
H1 YoY**



Similarweb

FOR ECOMMERCE

Data overload is a huge challenge in the digital world.

Luckily, **Similarweb** takes care of the heavy lifting for you:

- **Discover what consumers buy online** and analyze shopper behavior across marketplaces
- **Track category, brand, and product performance** to stay on top of what consumers are buying
- **Analyze consumer browsing and buying behaviors** to identify threats and white space areas of opportunity
- **Optimize on-site search strategies** to improve SEO and paid campaigns' ROI

eCommerce insights on demand

Book your live demo today

 similarweb

