

**TRENDS REPORT**

# State of Retail Ecommerce

**Month Ending June 2023**

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## Executive Summary: Top 3 Takeaways for June 2023

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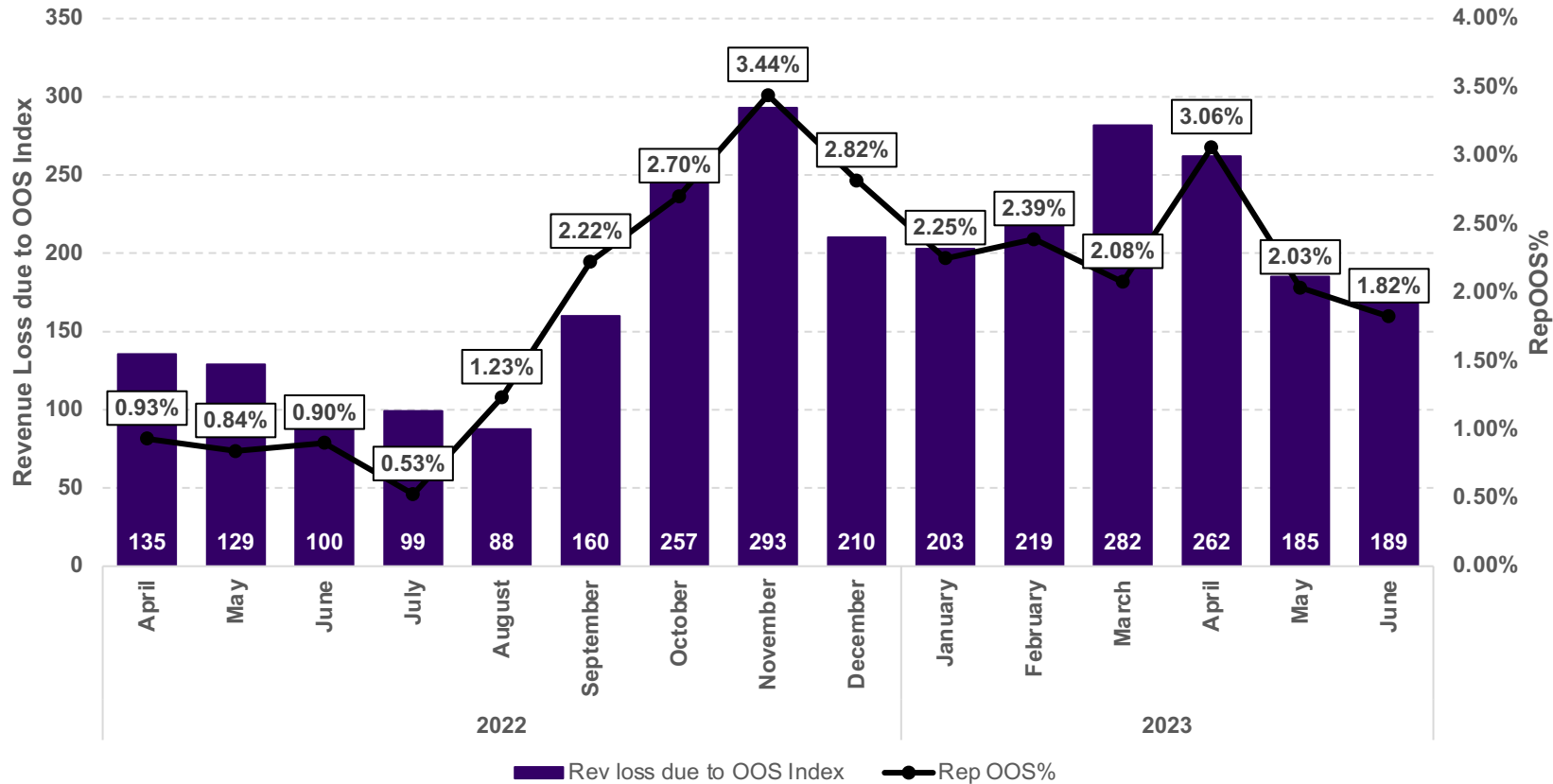
- 1 Out of Stock levels improve but still worse than 2022.
- 2 Fill Rates are starting to fall after 3 months of increases
- 3 Price Levels rising steadily along with slight increase in conversion rates. This likely explains a continued increase in ROAS despite rising CPCs over the last 3 months.

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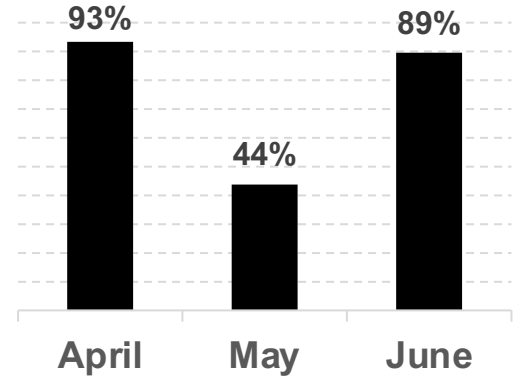
Source: Internal data from CommerceIQ's REM Platform for its users for the 15 months leading up to and including June 2023.

# RepOOS% continue to fall but remain substantially higher than 2022.

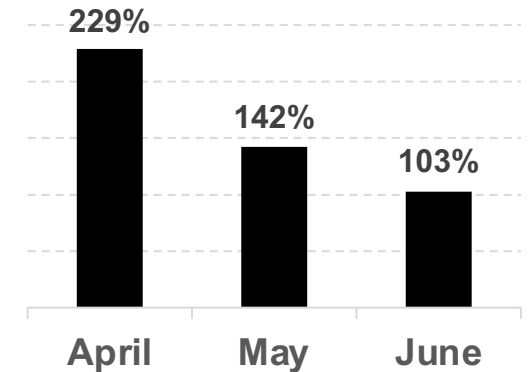
## Out of Stocks for Units and Revenue



## Change in RepOOS% 2023 v 2022



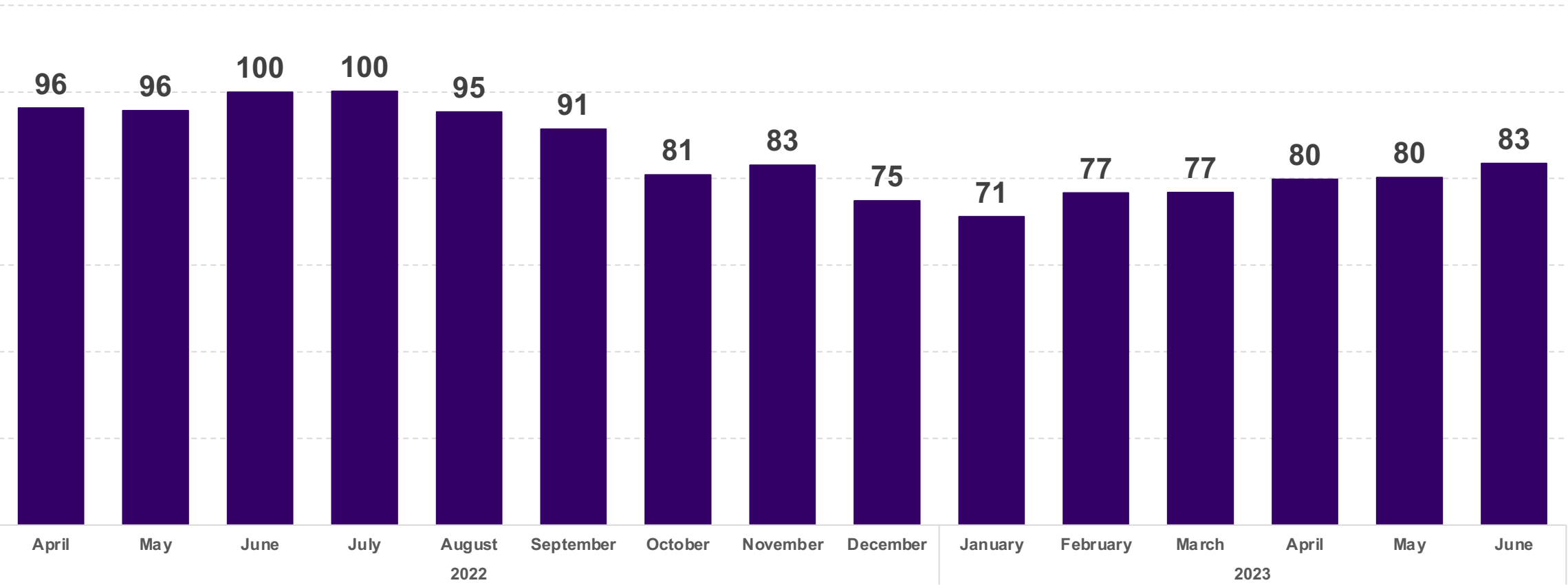
## Change in Revenue Loss due to OOS 2023 v 2022



Source: Internal data in aggregate from CommerceIQ's REM Platform for its users on Amazon for the 15 months leading up to and including June 2023. Index set to 100 for June 2022 to create simpler comparisons for June 2023.

On Hand Inventory has seen a slight rise but has consistently remained below 2022 levels.

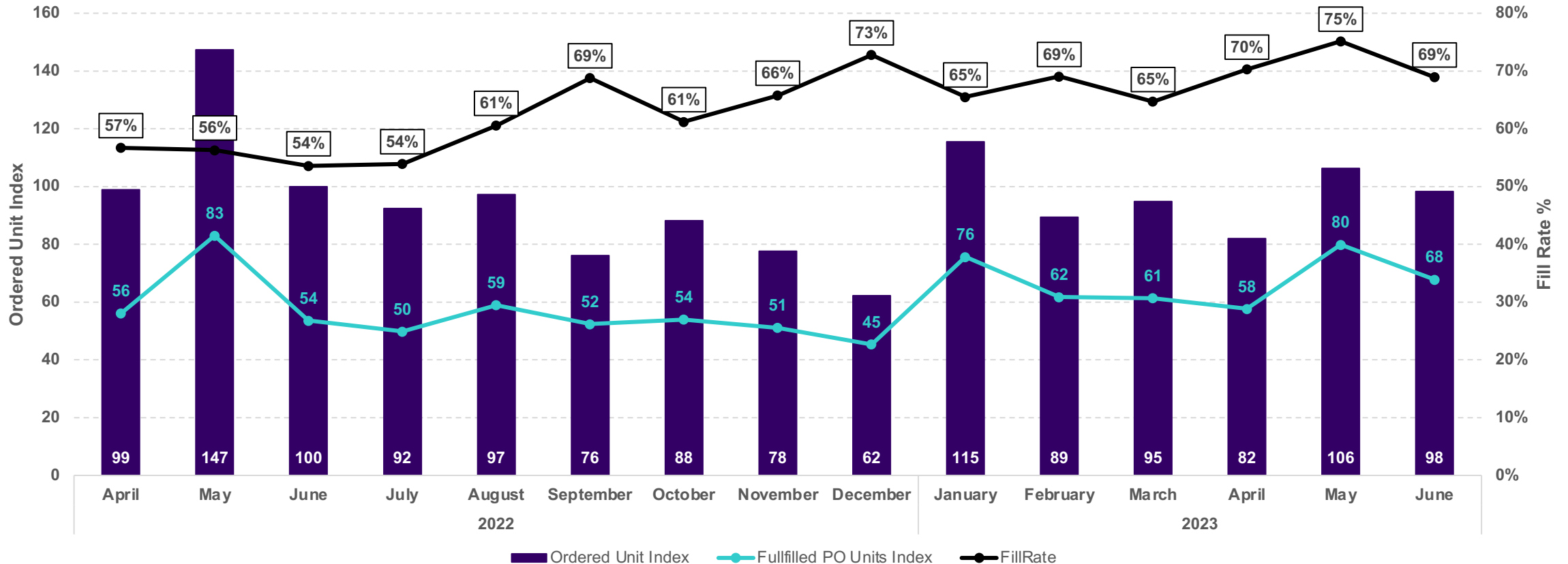
On Hand Inventory Index



Source: Internal data in aggregate from CommerceIQ's REM Platform for its users on Amazon for the 15 months leading up to and including June 2023. Index set to 100 for June 2022 to create simpler comparisons for June 2023.

# Fill Rates are starting to fall after 3 months of steady growth. Ordered Units are close to 2022 levels.

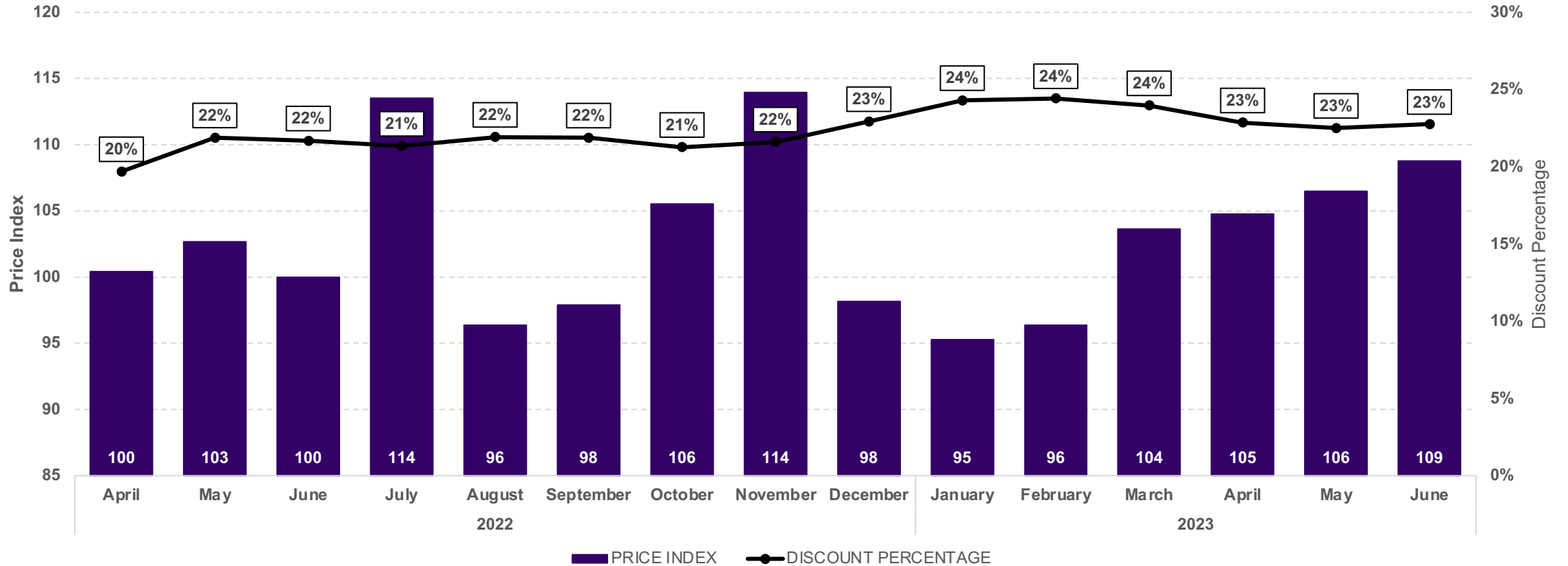
## Fill Rate % vs. Ordered Unit & Fulfilled PO Units Indices



Source: Internal data in aggregate from CommerceIQ's REM Platform for its users on Amazon for the 15 months leading up to and including June 2023. Index set to 100 for June 2022 to create simpler comparisons for June 2023. Fulfilled PO Units Index = Ordered Unit Index X Fill Rate %

# Price levels continue to rise steadily, with discount levels slightly elevated versus 2022.

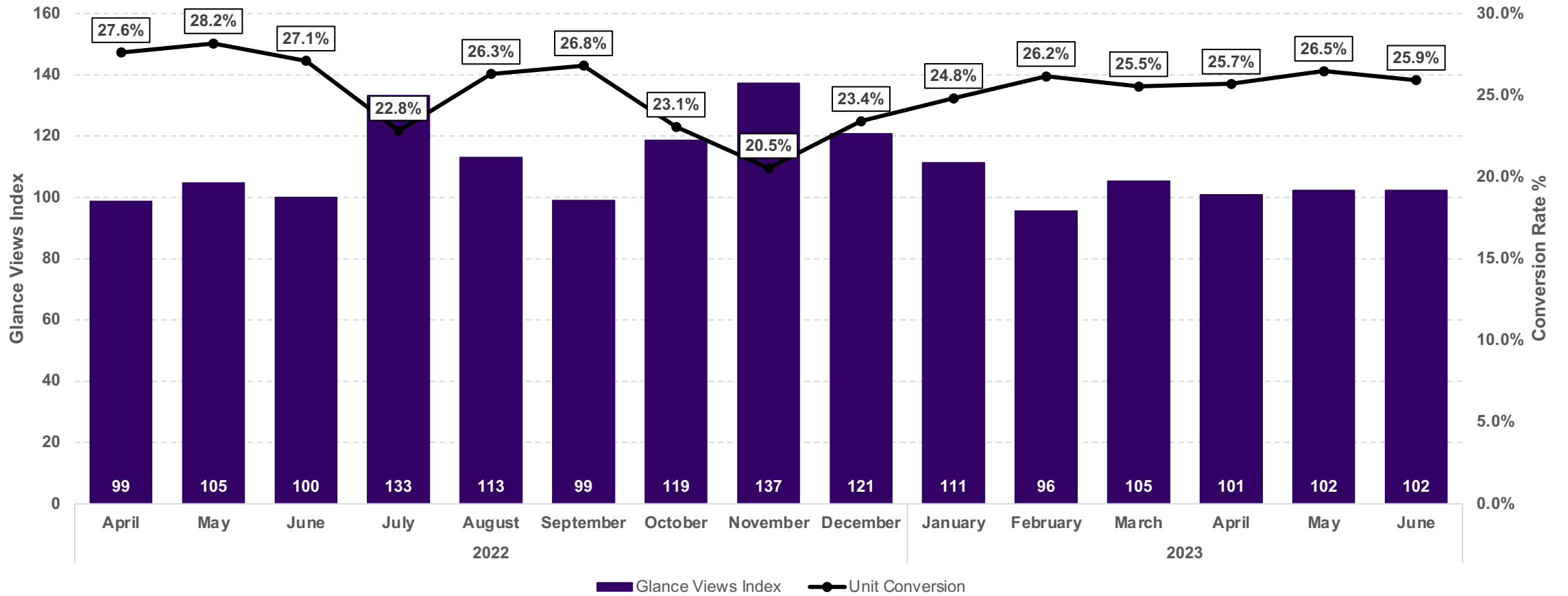
## Price Index vs. Discount Percentage



Source: Internal data in aggregate from CommerceIQ's REM Platform for its users on Amazon for the 15 months leading up to and including June 2023. Index set to 100 for June 2022 to create simpler comparisons for June 2023.

# Glance Views held relatively steady, with conversion rates slightly below 2022.

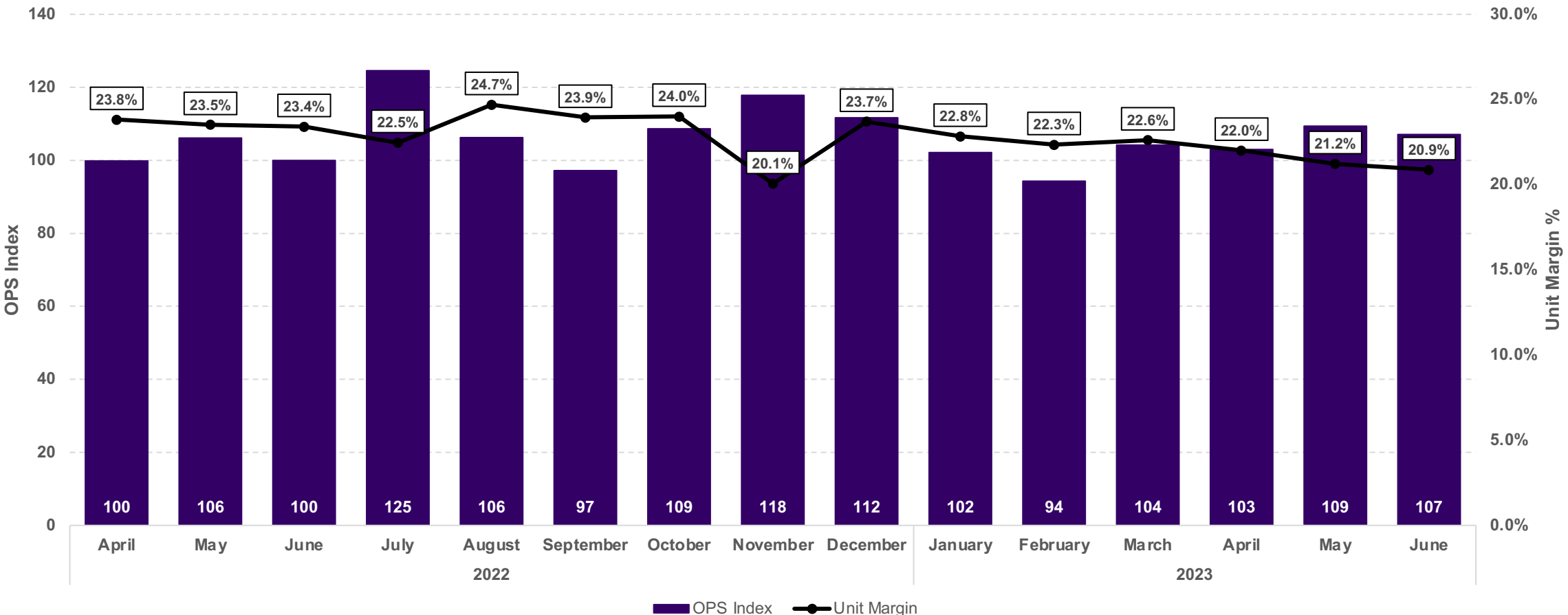
## Glance Views vs. Conversion Rates



Source: Internal data in aggregate from CommerceIQ's REM Platform for its users on Amazon for the 15 months leading up to and including June 2023. Index set to 100 for June 2022 to create simpler comparisons for June 2023.

**While OPS is elevated versus 2022, unit margins continue to decline MoM and remain below 2022.**

**OPS Index vs. Unit Margin %**

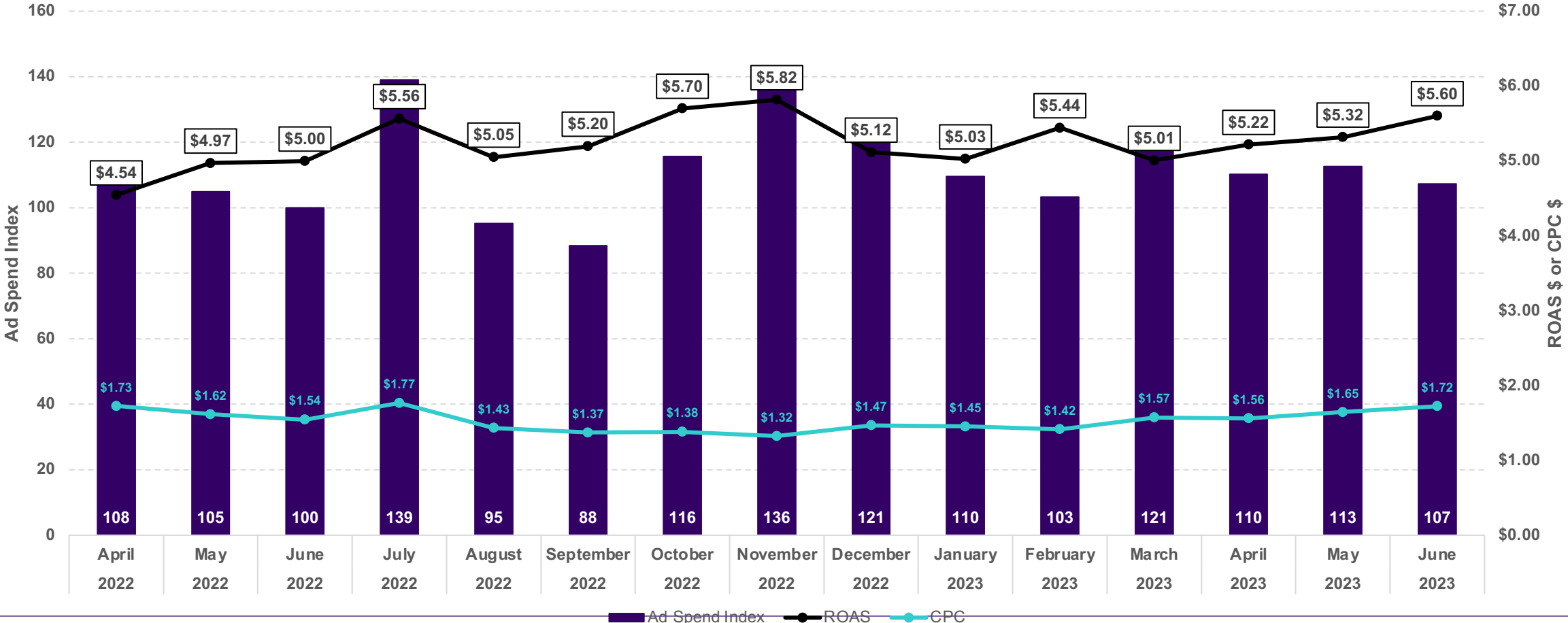


Source: Internal data in aggregate from CommerceIQ's REM Platform for its users on Amazon for the 15 months leading up to and including June 2023. Index set to 100 for June 2022 to create simpler comparisons for June 2023.



**Ad Spend declined slightly but remains above 2022. ROAS has improved despite rising CPCs, likely driven by an increase in overall price levels with consistent conversion rates.**

**Ad Spend Index vs. ROAS and CPC**



Source: Internal data in aggregate from CommerceIQ's REM Platform for its users on Amazon for the 15 months leading up to and including June 2023. Index set to 100 for June 2022 to create simpler comparisons for June 2023.

## Contact Us

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