

iHerb Hair Care Product Analysis - Overview

11

No. of Brands

2

No. of Categories

110

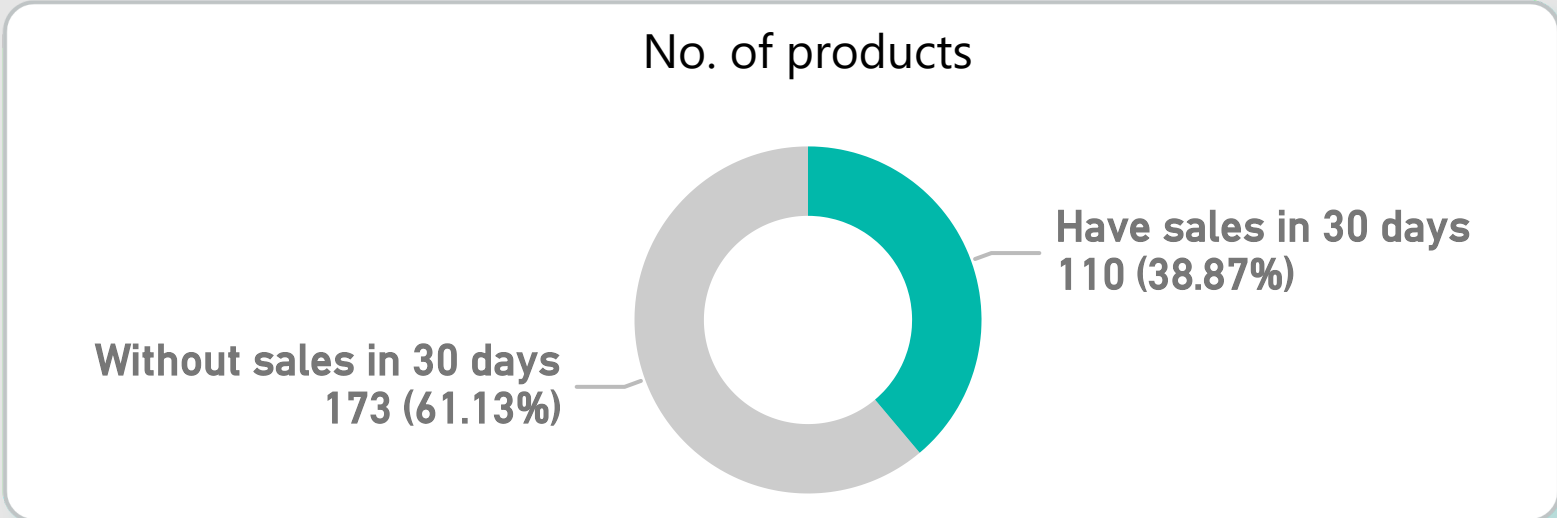
No.of Products

Sales Revenue in 30 days

10.12M

Quantity Sold in 30 days

116K



Quantity Sold in 30 days

0

40,000

Category

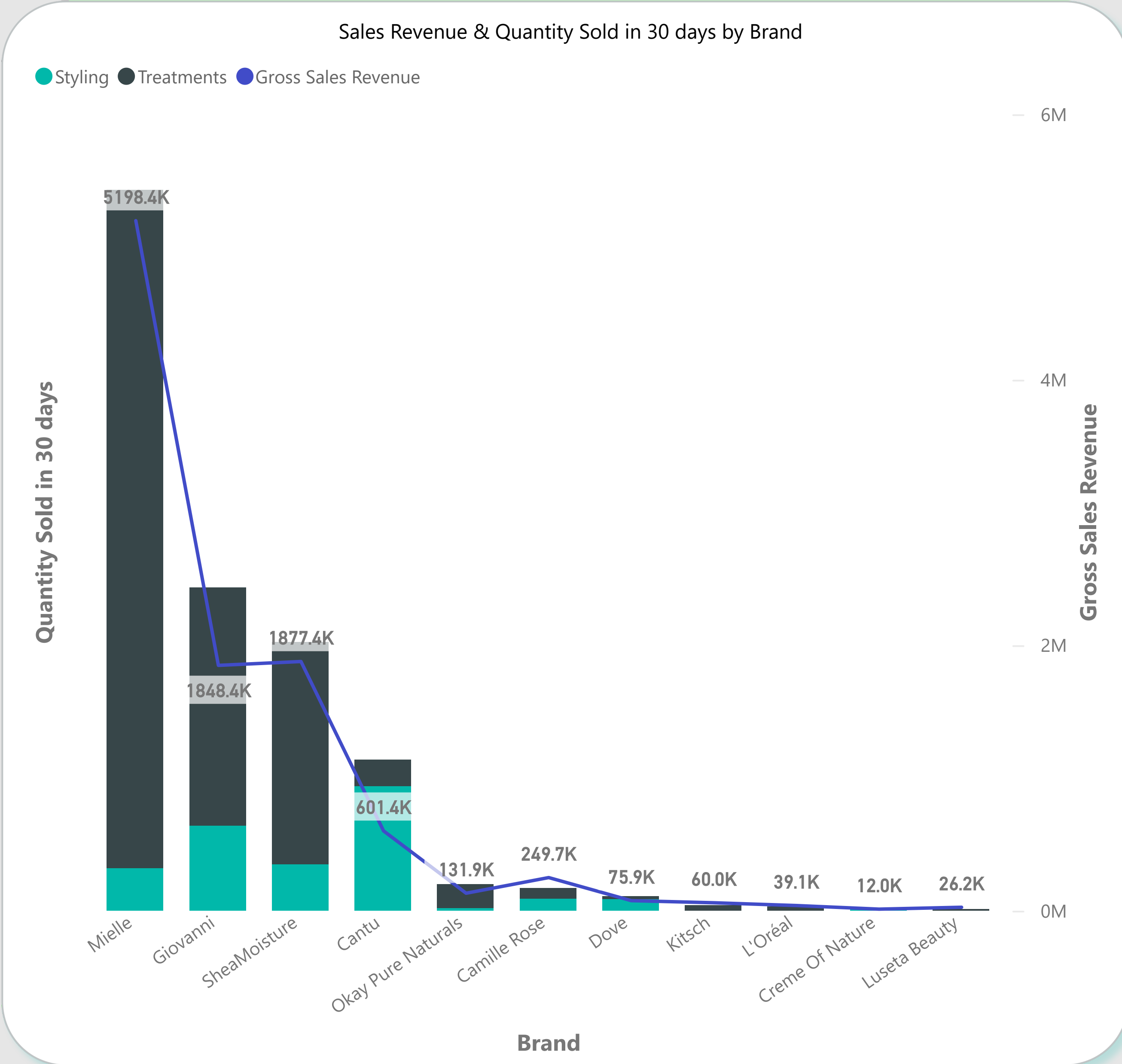
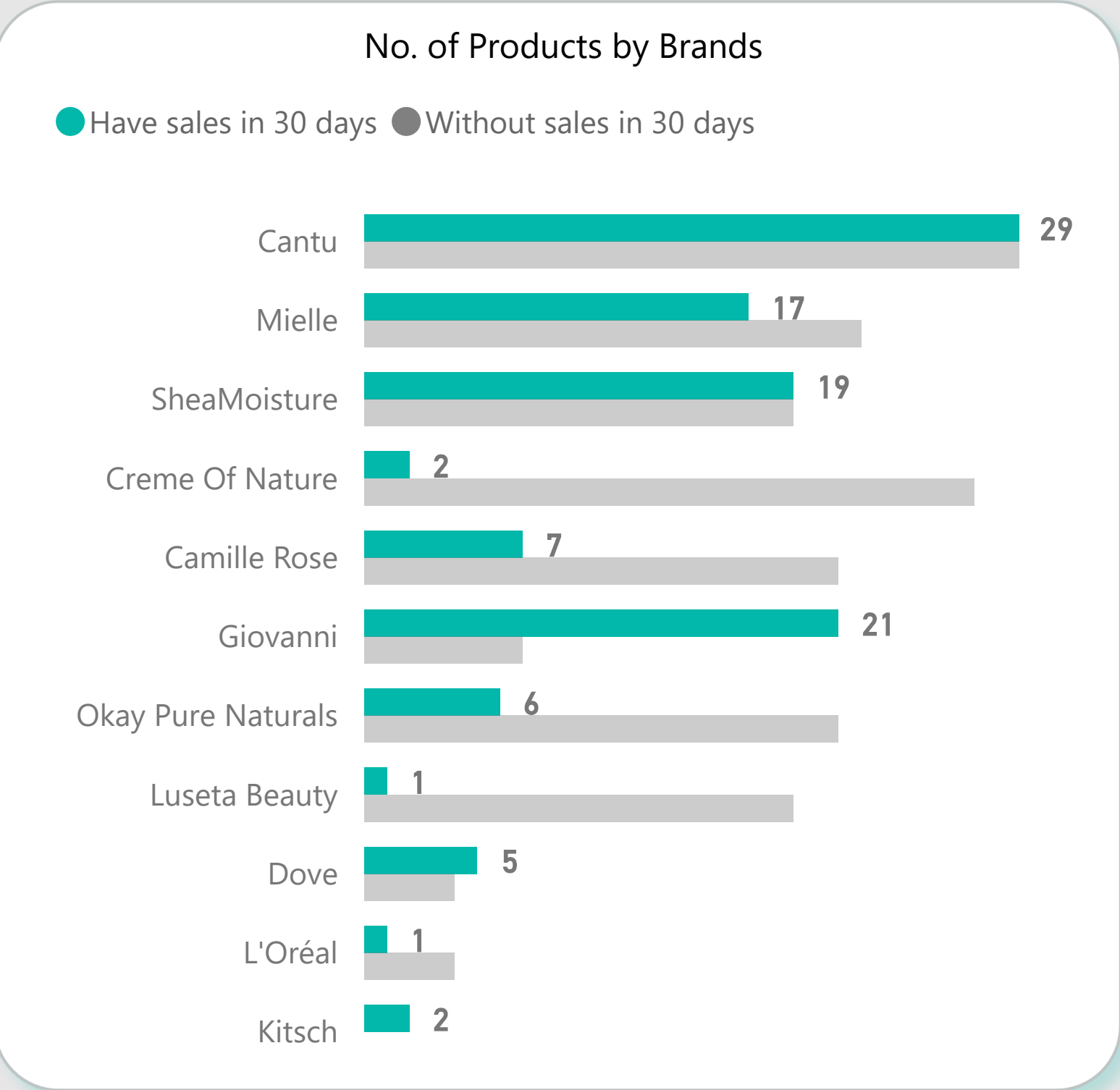
Select all

Conditioner

Shampoo

Styling

Treatments



iHerb Hair Care Product Analysis - Best Seller

30-Day Best Sellers - Shampoo

▼ Sales	Brand	Popularity	Ranking
10,000	Mielle	72.74	2
5,000	Giovanni	22.00	8
5,000	Giovanni	42.73	4
5,000	SheaMoisture	96.34	9
2,000	Giovanni	12.36	15

30-Day Best Sellers - Conditioner

▼ Sales	Brand	Popularity	Ranking
5,000	Mielle	38.49	2
4,000	Giovanni	35.00	4
4,000	SheaMoisture	40.10	3
3,000	Cantu	77.72	8
3,000	Giovanni	20.98	5

30-Day Best Sellers - Styling

▼ Sales	Brand	Popularity	Ranking
4,000	Giovanni	15.81	2
3,000	Cantu	77.75	8
2,000	Mielle	29.13	6
1,000	Cantu	11.19	7
1,000	Cantu	20.36	10
1,000	Giovanni	5.17	13
1,000	SheaMoisture	17.42	8

30-Day Best Sellers - Treatment

▼ Sales	Brand	Popularity	Ranking
40,000	Mielle	194.99	1
10,000	Giovanni	30.04	4
7,500	SheaMoisture	107.76	5
5,000	Mielle	52.23	8
4,000	SheaMoisture	40.10	3

iHerb Hair Care Product Analysis - By Category

11

No. of Brands

1

No. of Categories

58

No.of Products (with sales)

1,577.59

Average Quantity Sold

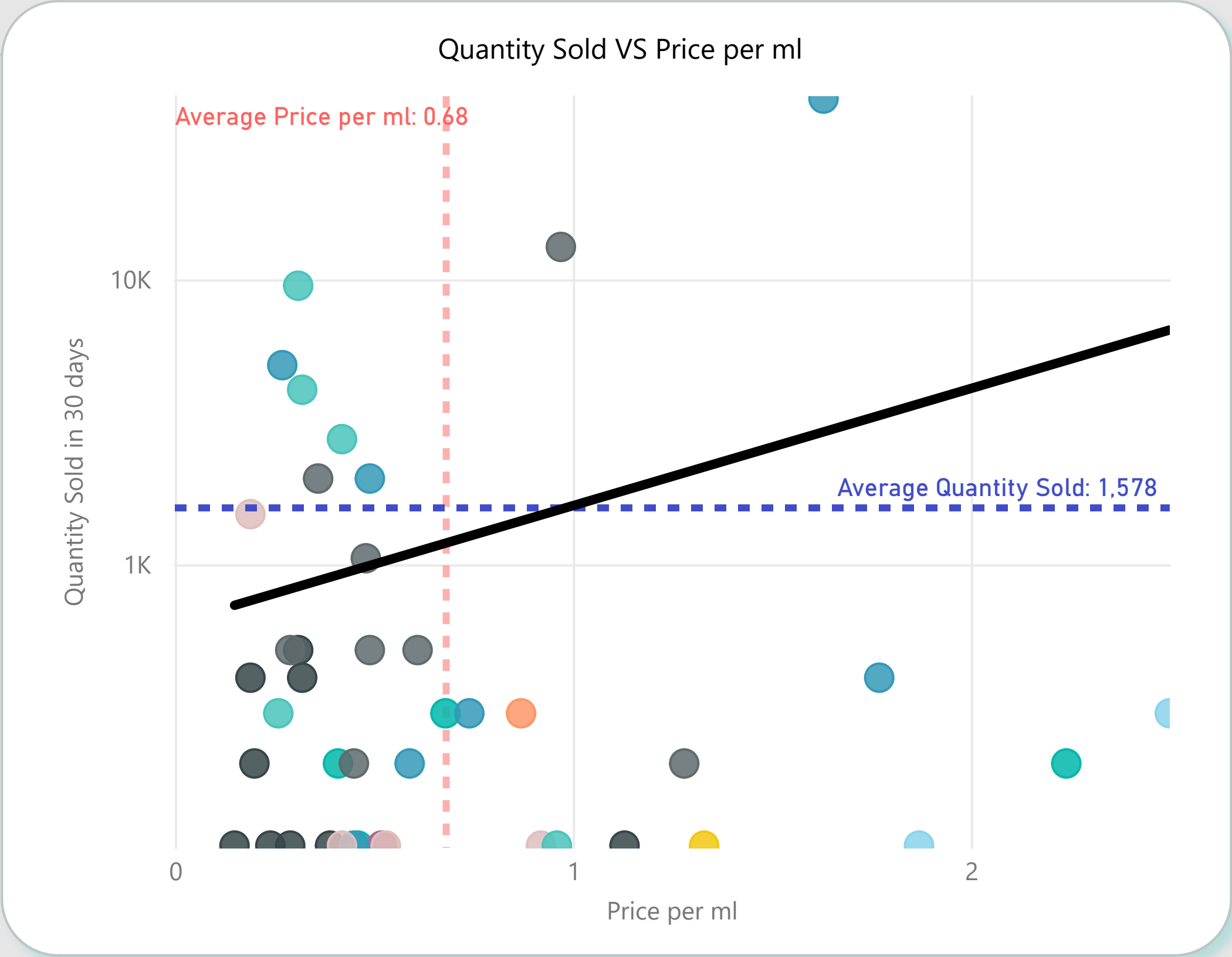
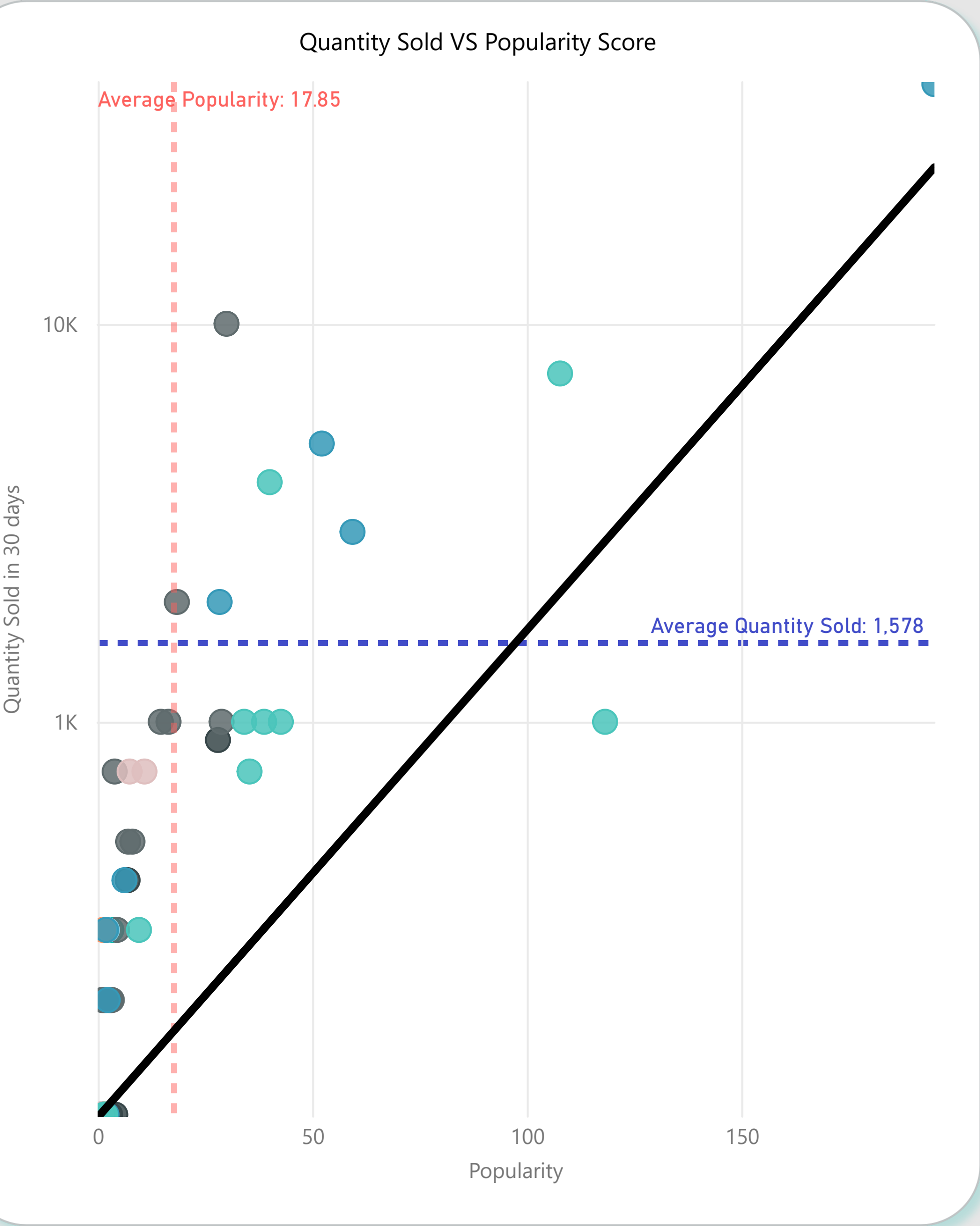
Quantity Sold in 30 days

100

40,000

Category

- Conditioner
- Shampoo
- Styling
- Treatments



Products with High Popularity (>50) and low sales (<=1000)					
Product Name	30-Day Sales	Price per ml	Rating	Popularity	Stock Status
SheaMoisture, Jamaican Black Castor Oil, Strengthen & Restore Treatment Masque, 2 oz (57 g)	1,000	0.42	4.70	118.25	in stock

Camille Rose, 5 Minute
Strengthening Hair Beauty Mask,
Rosemary Oil, 8.5 fl oz (251 ml)

Sales Revenue in 30 days

0.00

Price per ml

0.09

First Available

2007-05