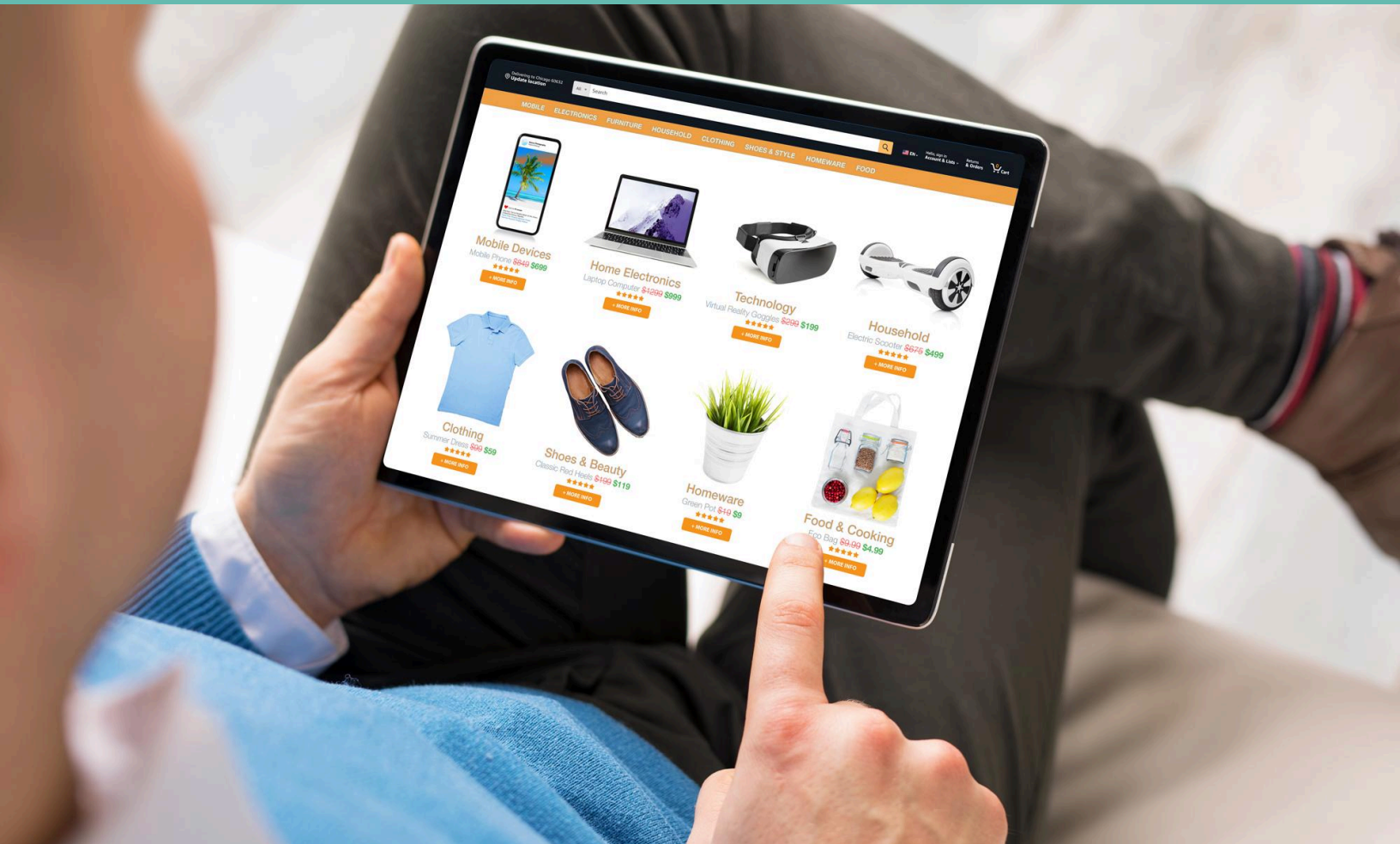


Amazon.com Ratings & Reviews Benchmarks 2023

Benchmarks based on existing Ratings and Reviews data from brands selling on Amazon.com.



Introduction

It's difficult to overstate the sheer dominance of Amazon. The site represents 13% of all eCommerce desktop traffic, making it the most popular retail website in the world (and the 11th overall). Roughly 2.5 billion people visit the website every month. And, sales continue growing at a healthy clip, with predictions to reach an astounding \$746.22 billion in 2023.

Amazon claims the top spot for eCommerce sales and traffic by a large margin — but that's not all. It is also the most common place for people to start their purchase journey. 50% of consumers search here first when shopping online, followed by Google (31.5%) and a retailer or brand website (14%). Ensuring consistent review generation, through [review syndication](#) and other review collection techniques, is key to success — on Walmart or anywhere else. But if you're selling on Walmart, what is a reasonable target? How many reviews is enough? What star rating do customers expect for different categories? We created this report to find out.

Competition on Amazon is fierce. At the latest count, the platform boasted [1.1 million active third-party sellers](#), who account for [more than 60%](#) of Amazon's sales. These sellers represent brands across verticals, from Apparel & Accessories to Toys, Grocery, Furniture, and everything in between. In an increasingly crowded marketplace like Amazon, ratings and reviews are key to increasing visibility and winning over customers. [91% of consumers](#) always or regularly read reviews when shopping online. 57% do so when shopping in-store. [Nearly half](#) (45%) of consumers simply won't purchase a product if there are no reviews available for it. And if they're considering a brand or product for the first time, 71% of consumers agree that having a high number of reviews — ideally, [recent reviews](#) — becomes even more important.

Ensuring consistent review generation, through [review syndication](#) and other review collection techniques, is key to success — on Amazon or anywhere else. But if you're selling on Amazon, what is a reasonable target? How many reviews is enough? What star rating do customers expect for different categories? We created this report to find out.

Methodology

Analysis for this report is taken from ratings and reviews published on the website Amazon.com. Our analysis focuses on brands with at least 1 product and 1 review per month (across all their products) on Amazon.com. This totals 31,908 brands with a cumulative approximately 12.2M individual reviews. Review data was extracted for the 12-month period between September 1, 2022 and August 30, 2023 and relates only to the reviews submitted in this timeframe on Amazon.com.

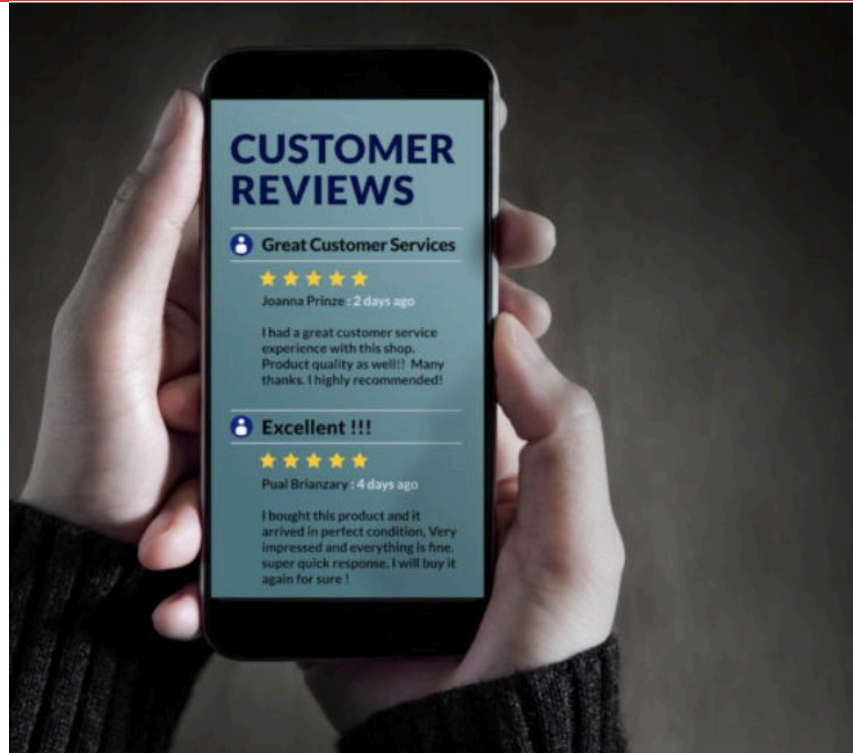


Analysis

Overall

The below analysis is taken from all of the 31,900+ brands included in our analysis (across ten product categories), representative of all brands on Amazon.com.

The average star rating for a product on Amazon.com is 4.23 stars, which is lower than the optimal product rating for conversion. Our research shows that products with ratings between [4.75 to 4.99 stars](#) have the highest conversion lift - although a product with more than 4.25 stars also generates a healthy sales increase.



At 212.55 characters long, product reviews on Amazon.com are in line with what we see on other brand and retailer websites, which have an average length of [218 characters](#). PowerReviews research shows that [reviews of 500 characters](#) or longer receive the most helpful votes from customers, which has a positive association with conversions.

The average product on Amazon.com has about 40 reviews, which is [much lower](#) than what we typically see on other brand and retailer websites, which boast an average of 402 reviews per product. Amazon's average of 40 reviews may suffice for some consumers, but it is too low for the majority (65%) of consumers who ideally want to see at least 51 reviews. In fact, [one in four](#) consumers want to see vastly more reviews, upwards of 500.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.23 stars	40 reviews per product	213 characters	382 reviews

Reviews submitted on Amazon.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 31,908).

Electronics

At 4.08 stars, the [average rating for Electronics](#) products is significantly lower than the average rating for products on Amazon.com overall. This aligns with our [previous analysis](#) of over 3,600 brand and retailer websites that showed that Consumer Appliances & Electronics have lower-than-average ratings, with Computers & Software having some of the lowest ratings overall. The other review metrics for the Electronics category were also lower than the overall averages for Amazon.com. Electronics products had about half the review volume — by brand and by product — than the typical product on Amazon.com. Reviews were also slightly shorter.

Increasing these metrics can only benefit the Electronics brands who sell on Amazon.com. Consumer electronics is the #1 category where [review length matters most](#) to consumers. It's also the category where consumers most value [review volume and recency](#). Electronics products with 251+ reviews experience a 70.9% lift in conversion compared to those with 0 reviews. Reach 500+ reviews, and the product sees a conversion lift of 96.5%.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.08 stars	21 reviews per product	209 characters	196 reviews

Reviews submitted on Amazon.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 1,906) across Televisions, Cell Phones, Wearables, and Headphones product categories (as defined on Amazon.com).

Beauty, Bath & Body

Beauty, Bath & Body products had review metrics that were right in line with the overall averages for products on Amazon.com, with one notable exception. At 508.17 reviews per brand, this was the only category in our analysis to break the 500 mark, let alone 400!

With roughly one-third of all beauty products being purchased on Amazon.com, improving the other review metrics can help brands in this category stand out in a crowded digital shelf. Seven in ten consumers say [review length](#) and [review volume](#) are important for beauty products.

Review volume in particular has a profound impact on conversion in this category. Beauty products that have 101-250 reviews have a 24.8% higher conversion lift than those with 100 reviews or less. With 500 or more reviews, the conversion lift more than triples — to 92%. Reach 1,000 reviews, and the conversion lift doubles again, to 187.6%.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.18 stars	41 reviews per	214 characters	508 reviews

Reviews submitted on Amazon.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 10,005) across Haircare, Skincare, and Bath and Body product categories (as defined on Amazon.com).

Grocery & CPG

For this section, we focused on breakfast staples as representatives of the broader Grocery and CPG category. While Coffee & Cereal brands had slightly more reviews by brand, products in this category had lower star ratings, review volumes, and review lengths than the average product on Amazon.com. The [review metrics for CPG brands](#) on Amazon are also lower than what we see on other brand and retailer sites. Typically, CPG brands have an average 4.6 star rating, with more than 7 times more reviews per product. CPG brands who syndicate their reviews to Amazon.com may benefit from improved ratings and reviews metrics.

Reviews have become increasingly important for customer acquisition in CPG, given the swift growth of online grocery during the pandemic. 72% of consumers say they shop online for groceries now more than they did pre-pandemic, and 71% making an online grocery purchase within the last three months. Even today, many in-store grocery shoppers look up reviews online. For example, 58% of in-store shoppers say they are [more likely to buy a grocery item](#) they haven't tried before if they can read reviews.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.17 stars	32 reviews per product	196 characters	392 reviews

Reviews submitted on Amazon.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 1,082) across Coffee and Breakfast Cereal product categories (as defined on Amazon.com).

Alcohol

For our analysis, we included Beer, Wine, and Vodka brands to represent Alcohol as a category. Alcohol brands had a slightly higher-than-average star rating, but the other metrics were below the averages for Amazon.com. Review volumes for Alcohol products were particularly low, with less than a third of the average review volume for brands, and only 4.44 reviews per product. Both of these metrics were the lowest out of all the categories included in our analysis.

In part, these lower metrics can be explained by Alcohol's shorter tenure in ecommerce, as the category's online sales really started to take off once the pandemic began. Still, these numbers are lower than what we've found on other retailer sites, including Target and Walmart. In our latest [Brand Health Index report](#), for example, alcohol brands on these Amazon competitor sites were more likely to have star ratings between 4.5–4.75 stars. And, importantly, [consumer interest in Alcohol reviews](#) has steadily increased over the last three years.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.30 stars	4 reviews per product	204 characters	108 reviews

Reviews submitted on Amazon.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 29) across Beer, Wine, and Vodka product categories (as defined on Amazon.com).

Home & Garden

For Home & Garden, we selected three sub-categories to be representative of the category as a whole. These included Kitchen Tools & Gadgets, Home Appliances & Power Tools, and Office & Patio Furniture.

On the whole, this category had slightly higher-than-average star ratings, but less than a third of the average review volume by brand. On a positive note, the average review volume per product — 31.25 — correlates with a [conversion lift of 211.6%](#).



Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.31 stars	31 reviews per product	211 characters	124 reviews

Reviews submitted on Amazon.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 4,597) across Kitchen Tools & Gadgets, Microwaves, Washers & Dryers, Lawn Mowers, Leaf Blowers & Accessories, Office Furniture, and Patio Furniture product categories (as defined on Amazon.com).

Kitchen Tools & Gadgets

The Kitchen Tools & Gadgets category was the winner in our analysis, claiming the top spot for highest star rating (4.35) and highest review volume by product (42.92).

However, this category had less than a third of the typical review volume per brand, along with shorter reviews.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.35 stars	43 reviews per product	192 characters	119 reviews

Reviews submitted on Amazon.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 3,764) across Kitchen Tools & Gadgets product categories (as defined on Amazon.com).

Home Appliances & Power Tools

At 3.84 stars, Home Appliances & Power Tools had the lowest average star rating of all the categories included in our analysis. Average review volumes, by product and by brand, were also on the lower side.

But, with an average review length of 299.34 characters, one of the highest in our analysis, consumers clearly had a lot to say about products in this category.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
3.84 stars	18 reviews per product	299 characters	143 reviews

Reviews submitted on Amazon.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 288) across Microwaves, Washers & Dryers, Lawn Mowers, and Leaf Blowers & Accessories product categories (as defined on Amazon.com).

Office & Patio Furniture

With an average review length of 301.27 characters, Furniture products had the longest reviews out of all the products in our analysis. Longer, more detailed reviews are highly valued by consumers, with 97% of shoppers actively seeking them out at least sometimes, and 68% doing so always or regularly.

Review volumes by product and by brand were low for this category, however. Part of this is due to the high-priced nature of these items. Because they are more expensive, people tend to buy them less frequently than, say, CPG or Clothing products. However, consumers find reviews to be an essential part of the furniture buying process — especially recent reviews. 86% of consumers say [having recent reviews is important](#) for home decor and furniture brands.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.21 stars	15 reviews per product	301 characters	140 reviews

Reviews submitted on Amazon.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 575) across Office Furniture and Patio Furniture product categories (as defined on Amazon.com).



Clothing

The average star rating for Clothing products was just above the overall average for Amazon.com. However, the other review metrics for this category were lower.

In particular, Clothing products had the [shortest reviews](#) of any category in our analysis, at just 187.86 characters. This correlates with other research we've done on review length. For whatever reason, the Clothing category tends to have shorter reviews than other verticals.

Yet, consumers rate Clothing as one of the [top 3 categories](#) in which review length matters most. Clothing brands can improve their review length by updating their review form to include more prompts, and then syndicating those reviews to Amazon.com.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.25 stars	28 reviews per product	188 characters	192 reviews

Reviews submitted on Amazon.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 4,477) across Men's Clothing and Women's Clothing product categories (as defined on Amazon.com).

Shoes

For this category, we included Men's and Women's Shoes in our analysis. Similar to the Clothing category, Shoes had higher star ratings than the average product on Amazon.com, but fewer and shorter reviews.

The review volume for Shoes on Amazon.com is lower than what we typically see for the category. According to our [latest Footwear Scorecard](#) (which analyzed reviews across 3,600+ brand and retailer sites), Shoes on Amazon.com have about 80% fewer reviews.

Consumers place a high value on reviews for Shoes, with [seven in ten shoppers](#) specifically seeking out longer reviews to get sizing and fit information.



Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.34 stars	35 reviews per product	191 characters	266 reviews

Reviews submitted on Amazon.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 734) across Men's Shoes and Women's Shoes product categories (as defined on Amazon.com).

Toys

Toys had significantly longer reviews than the average product included in our analysis. However, Toys had less than half the average review volume per product and by brand.

And, when compared to Toys on other brand and retail websites, the [review metrics for Toys](#) on Amazon.com were significantly lower. When compared to other websites, Toys on Amazon.com had a 12% lower average star rating, and 75% fewer reviews per product. Positively, reviews for Toys on Amazon.com were more than twice as long as those on other websites.

Toys are a category where it's especially impactful to have a high volume of reviews. The conversion rate of a customer who is exposed to between 1 and 100 reviews (where most Toys on Amazon.com fall) is [38% higher](#) than the conversion rate of one exposed to no reviews. However, once a Toy gathers 101 reviews, the conversion lift jumps up to 153%. Reach 251 reviews, and it jumps up again to an impressive 456%.

Average Star Rating	Average Review Volume	Average Review Length	Total Reviews by Brand
4.21 stars	15 reviews per product	279 characters	138 reviews

Reviews submitted on Walmart.com from 12 months ending 8/30/23 (Minimum products/brand: 1, Minimum reviews per month: 1, Total brands: 49) across Toys product categories (as defined on Walmart.com).



To stand out on Amazon.com and sell more products, you need to meet some specific thresholds when it comes to your Ratings and Reviews presence.

While there is significant nuance across categories and product types, you should have two main focuses.

Step 1: Focus on review collection.

To boost your reviews presence (both quantity and quality), you need more content. Here are some ways to collect more reviews:

- **Run a product sampling campaign.** Receiving product free of charge or before it's publicly available are the top 2 incentives leading to review submissions.
- Boost your review presence on Amazon by syndicating reviews from your site to Amazon. Learn more about review syndication.
- Most reviews come from an email request. **Optimize your post-purchase email campaigns** with our guide.
- **Incentivize review submissions.** Offer a discount code or loyalty points in return for writing a review.
- **Discover more strategies** about review collection.

Step 2: Analyze your reviews.

Review volume is one thing; star ratings are another. To capture better review content, you need to build products that delight your customers. This is another area where reviews can help. Analyzing review content of your underperforming products can quickly inform tweaks - both from a marketing or product improvement perspective - that will ultimately result in capturing better rated reviews.

Did you find this report for Amazon.com useful? Keep up on the latest UGC benchmarks for your industry.

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PowerReviews (PowerReviews.com) is the Ratings and Reviews Specialist Doing More with UGC to Grow Your Business. We enable you to collect and share more and better user-generated content, display it for maximum conversion impact and analyze it to benchmark and improve product experiences.



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