



PowerReviews Brand Health Index: Electronics Edition 2021

Brands ranked based on Ratings & Reviews captured across key retailers and marketplaces



Introduction

Brands and retailers live and die on the performance and reputation of their products. Although this can - to a certain extent - be dictated by preconceptions that these organizations can and should do all they can to manage them. At the end of the day, customer perception is king.

It's therefore critical that brands and retailers not only understand perception around their products, but also how they stack up against the competition. This is why we set out to uncover how customer sentiment around specific products impacts the brand at a deeper level.

Focusing specifically on the electronics vertical, we set out to uncover how brands in this space compare to one another across three of the largest retailers in the U.S.: Amazon, Target and Walmart.

With data cultivated using PowerReviews Benchmarking Sentiment Analytics, we are able to rank brands based on insights around consumer product perception from ratings and reviews. Finally, we evaluate the health of top brands in this category using our proprietary Brand Health Score.

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What's in This Report & Methodology

All analysis for this report is taken from all ratings and reviews published on the websites of Amazon, Walmart and Target - widely considered to be the three biggest retailers in the US. Ratings and reviews are recognized as being critical in influencing and informing shoppers online. However, what is less known is that they also contain a wealth of consumer insight on brand perception and product experience.

Instead of analyzing the entire electronics category where comparisons are challenging due to the variety of product types and accompanying brands, we focus on data collected across four categories indicative of the entire vertical: TVs (and accessories), Cell Phones (and accessories), Wearables and Headphones (as defined on Amazon.com, Walmart.com and Target.com).

We make year-on-year comparisons throughout between June 2020 and May 2021 (This Year) and June 2019 and May 2020 (Last Year). It is important to note that these time frames pertain to the date that a review was written.

We base many of our findings on the PowerReviews Brand Health Score (which we refer to throughout), a proprietary measurement framework made up of the key quality indicators of Ratings & Reviews strategy. The table below outlines how the PowerReviews Brand Health Score is calculated. All performance KPIs are based on percentile rankings relative to all other brands in category/retailer/time period being analyzed. This means that a brand could maintain its star rating and still see its score fall if other brands in the category were to improve and raise the overall average.



Key Performance Indicator (KPI)	KPI Weight
Star Rating	25%
Review Volume	25%
Reviews Per Product	25%
Review Length	10%
Recency	10%
Sentiment	5%
Total	100%

Top Brands (All categories)

In this section, we examine the top performing brands across all four categories we researched (namely TVs, Cell Phones, Wearables and Headphones).

Review volumes: Vizio the clear winner

Review volumes are critical to ecommerce success across all verticals and categories. However, [there is a proven conversion lift among online shoppers of 224.7%](#) for shoppers who visit a product page with between 31-50 reviews.

According to our data, Vizio is the top performing brand when it comes to review generation and average rating - hands down. The TV and soundbar manufacturer has 493,229 reviews across the three retailers we focused on for our research (all time). This works out to approximately 4,216 reviews per product, way ahead of the competition. For comparison, Samsung is the brand with the second most reviews by volume with 214,001 (which works out to approximately 145 reviews per product).

On a reviews per product basis, phone cover brand LK comes in second place with 1,403 and Walmart's own onn. brand comes in third with 965. This is more along the lines of what we would expect to see in the electronics category as phone covers and other accessories have a lower price point and a higher purchase frequency.

Vizio also leads when ranking by average star rating, which comes out at 4.57 for June 2020 to May 2021 (inclusive). This is also significantly ahead of the competition, with LG and Samsung next with a highly credible 4.39 and 4.35 respectively.

Avg. Review Rating for "Healthiest Brands"

Qualifier: Brands with more than 75 products

Brand	Review Rating (this year)	Review Rating (last year)	Variance (+-)
Vizio	4.57	4.68	-0.11
LG	4.39	3.92	0.47
Samsung	4.35	4.05	0.30
Sony	4.23	4.05	0.18
TCL	4.15	4.28	-0.13
Garmin	4.04	4.17	-0.13
Apple	4.24	4.36	-0.12
Google	3.86	3.88	-0.02
Skullcandy	3.75	3.54	0.21

Last year: June 2019-May 2020 (inclusive). This year: June 2020 - May 2021 (inclusive).

Top 24 Brand Rank by # of Reviews (all Cat and Retailers) TOTAL (no time restriction)

Qualifier: Brands with at least 100 reviews and 10 products

Brand	Product Count	Review Count
Vizio	117	493,229
Samsung	1,479	214,001
LG	484	79,079
TCL	99	71,667
Apple	805	53,443
LK	28	39,295
Sony	334	26,586
Sceptre	54	21,329
Garmin	110	20,751
Skullcandy	92	15,849
Fitbit	75	14,401
Motorola	247	12,353
Secbolt	33	11,655
onn.	11	10,612
OtterBox	35	9,500
Hisense	44	9,116
Tracfone	88	9,097
Philips	46	8,627
BLU	122	8,231
Spigen	26	7,458
INSIGNIA	11	6,972
Google	107	6,554
SUPCASE	14	5,707
Tile	11	5,644

Overall Brand Health Scores Top 30: LG the best, but LetsFit, Vizio and iTouch also strong performers

While review volume is very important, quality is equally - if not more - crucial: a lot of bad reviews isn't going to help you sell more products. And - given that our objective is to provide benchmarks - any analysis should consider both quality and quantity.

Although our exploration of average rating is a good start, we wanted to go much deeper. The below chart gives the definitive brand rankings breakdown over the past two years.

Rank	Brand	Health Score (This Year)	Health Score (Last Year)	Average Rating	Rating Percentile	Review Count	Review Count Percentile	Reviews per Product	Reviews per Product Percentile	Review Length	Review Length Percentile
1	LG	87%	58%	4.39	89%	68,385	98%	172.3	89%	226	58%
2	Letsfit	87%	69%	4.32	83%	4,162	85%	277.5	94%	286	68%
3	Vizio	87%	90%	4.57	97%	278,132	99%	2,575.3	100%	118	16%
4	iTOUCH	85%	79%	4.62	99%	3,341	82%	185.6	91%	428	89%
5	TOYOUTH	84%	66%	4.43	93%	3,358	83%	279.8	95%	148	32%
6	YAMAY	84%	65%	4.30	82%	4,584	87%	458.4	97%	284	67%
7	LK	81%	79%	4.38	89%	20,486	95%	731.6	99%	174	41%
8	Surace	80%	60%	4.48	95%	2,278	72%	207.1	92%	132	22%
9	Philips	79%	91%	4.45	94%	4,604	87%	102.3	74%	425	89%
10	Samsung	79%	65%	4.35	85%	173,953	99%	144.1	87%	256	63%
11	Adepay	76%	38%	4.67	99%	1,701	64%	130.8	83%	106	9%
12	INSIGNIA	76%	73%	4.11	64%	5,856	89%	585.6	98%	181	44%
13	TCL	76%	84%	4.15	69%	43,832	97%	466.3	97%	150	34%
14	OtterBox	76%	81%	4.23	79%	4,343	86%	124.1	81%	200	51%
15	Sony	76%	64%	4.23	77%	18,665	95%	64.8	64%	319	74%
16	Wearlizer	75%	69%	4.36	87%	1,906	69%	136.1	84%	155	36%
17	SoundPEATS	75%	49%	4.14	68%	1,544	61%	154.4	87%	496	93%
18	Toshiba	73%	20%	4.10	62%	3,496	83%	349.6	96%	192	49%
19	Speck	72%	49%	4.12	65%	5,043	88%	296.6	95%	168	40%
20	Meliya	72%	70%	4.13	67%	3,184	81%	265.3	93%	114	13%
21	POY	71%	72%	4.42	92%	2,279	72%	189.9	91%	110	11%
22	onn.	71%	81%	4.23	77%	9,185	93%	835.0	99%	103	9%
23	fastgo	70%	67%	4.45	95%	967	52%	96.7	74%	129	19%
24	SUPCASE	70%	78%	4.20	74%	2,420	77%	172.9	90%	165	38%
25	Maledan	70%	75%	4.15	70%	2,328	74%	136.9	85%	132	21%
26	Garmin	69%	75%	4.04	53%	8,671	92%	84.2	69%	308	72%
27	GEAK	69%	60%	4.18	73%	1,855	68%	109.1	77%	141	29%
28	NANW	68%	72%	4.10	62%	2,254	71%	140.9	86%	146	32%
29	Tensea	68%	69%	4.14	68%	1,725	64%	132.7	83%	139	28%
30	Zebre	67%	N/A	4.40	90%	860	50%	86.0	70%	110	11%

Brand Health Score: Walmart, Amazon, Target combined. 12 months ending 6/30/2021 (Minimum products/brand: 10, Minimum reviews / brand: 100). This Year = June 2020 to May 2021. Last Year = June 2019 to May 2020.

While LG was a strong performer on review volumes, it's a narrow winner when considering the bigger picture. Even still, this represents a huge turnaround for the South Korean brand, which experienced a 50% increase in its Brand Health Score year-on-year.

However, the award for the biggest improvement in brand health year-over-year (YOY) goes to Toshiba. Though it came in 18th, Brand Health Score increased by 267%.

Another strong performer was the second place finisher, Letsfit. The affordable wearables brand also achieved significant year-over-year improvement with a Brand Health Score increase of 26%.

In addition to being top on review volumes, Vizio is one of the highest ranking electronics brands across all our analysis. It comes in third here, but the brand's year-over-year consistency is extremely notable.

Given the nature of how we calculate our rankings, pricing is undoubtedly a factor. Higher end items from household brands of course come with bigger expectations. Sony was 15th in our list and Garmin 27th. Apple and Google came in 47th and 46th respectively - likely for the same reason - so don't make our summary list.

Top Brands by Retailer

While the analysis above provides overall rankings across categories and retailers, we also wanted to understand the differences across the various retailers we incorporated in our research.



Amazon

Everyone knows all about the dominance of Amazon. This year, it has been projected that [Amazon's market share will account for 50 percent of the entire e-commerce retail market's gross merchandise volume \(GMV\)](#). So - at the risk of stating the obvious - understanding your brand reputation on Amazon.com is key.

Rank	Brand	Health Score (This Year)	Health Score (Last Year)	Average Rating	Rating Percentile	Review Count	Review Count Percentile	Reviews per Product	Reviews per Product Percentile	Review Length	Review Length Percentile
1	Apple	88%	75%	4.45	99%	6,677	95%	290.3	95%	187	37%
2	YAMAY	86%	66%	4.30	89%	4,584	90%	458.4	97%	284	59%
3	TOYOUTH	86%	68%	4.43	97%	3,358	88%	279.1	94%	148	23%
4	Surace	83%	60%	4.48	100%	2,278	78%	207.1	92%	132	12%
5	LK	82%	81%	4.38	93%	20,486	97%	731.6	100%	174	32%
6	INSIGNIA	79%	75%	4.11	73%	5,856	92%	585.6	99%	181	35%
7	SoundPEATS	78%	48%	4.14	78%	1,544	65%	154.4	90%	496	87%
8	Wearlizer	77%	70%	4.36	91%	1,906	74%	136.1	87%	155	26%
9	Toshiba	76%	17%	4.10	70%	3,496	89%	349.6	96%	192	39%
10	Meliya	75%	70%	4.13	76%	3,184	87%	265.3	93%	114	5%
11	GEAK	73%	59%	4.18	82%	1,855	73%	109.1	81%	141	19%
12	Maledan	73%	76%	4.15	79%	2,328	80%	136.9	88%	132	11%
13	SUPCASE	72%	80%	4.20	84%	2,418	81%	186.0	91%	165	30%
14	Tensea	72%	71%	4.14	77%	1,725	70%	132.7	86%	139	18%
15	fastgo	72%	69%	4.45	98%	967	55%	96.7	76%	129	10%
16	NANW	71%	74%	4.10	70%	2,254	77%	140.9	89%	146	22%
17	Garmin	71%	75%	3.90	51%	3,004	85%	120.2	85%	380	77%
18	Soundcore	71%	54%	3.97	55%	1,334	63%	95.3	74%	589	96%
19	OUKITEL	71%	30%	4.07	65%	2,294	79%	60.4	68%	290	62%
20	Joyozy	70%	67%	4.18	83%	1,065	57%	106.5	80%	149	24%
21	V-MORO	70%	75%	4.23	86%	1,745	71%	116.3	84%	152	25%
22	Zebre	69%	N/A	4.40	94%	860	51%	86.0	72%	110	3%
23	Spigen	69%	80%	4.31	90%	2,502	82%	96.2	75%	158	27%
24	NotoCity	68%	76%	4.36	92%	1,257	61%	104.8	78%	131	10%
25	Fitbit	68%	69%	3.57	25%	6,575	94%	505.8	98%	283	57%
26	TCL	67%	76%	3.67	33%	8,343	96%	170.3	90%	320	69%
27	Monster	67%	67%	4.36	90%	672	49%	56.0	65%	209	43%
28	Secbolt	64%	76%	4.07	64%	3,509	90%	106.3	79%	117	7%
29	EZCO	63%	69%	3.86	46%	2,517	84%	114.4	83%	145	21%
30	CAVN	63%	68%	4.05	61%	1,695	70%	113.0	82%	137	15%

Apple is the top dog on Amazon.com for electronics, although it's closely followed by - as tends to be more typical given the Amazon ecosystem - newer brands including YAMAY (wearables), TOYOUTH (accessories), Surace (wearables) and LK.

Although it's perhaps easy to discount these up-and-coming brands, their review footprint demonstrates outstanding success. It's clear from our analysis that they represent genuine competition to the more established players. YAMAY's hero product for instance is a smartwatch that retails for \$69.99, providing an affordable alternative to devices from aspirational brands and industry titans.

Target

Target generates annual revenue of \$93.5b, making it a significant player in the US retail ecosystem. Brands who show up well on Target.com are most likely to secure the biggest share of this particular pie.

Rank	Brand	Health Score (This Year)	Health Score (Last Year)	Average Rating	Rating Percentile	Review Count	Review Count Percentile	Reviews per Product	Reviews per Product Percentile	Review Length	Review Length Percentile
1	LG	89%	58%	4.61	94%	12,295	94%	614.8	97%	214	48%
2	Vizio	82%	85%	4.57	84%	119,214	100%	9,170.3	100%	133	3%
3	iTOUCH	80%	76%	4.62	97%	3,341	68%	185.6	84%	428	100%
4	Samsung	79%	63%	4.50	81%	34,809	97%	504.5	94%	296	68%
5	Sony	72%	63%	4.24	65%	4,002	71%	166.8	81%	317	81%
6	Apple	66%	67%	4.57	87%	5,239	84%	69.9	58%	134	10%
7	Skullcandy	63%	47%	3.76	23%	6,801	87%	206.1	87%	273	61%
8	Speck	63%	47%	4.12	55%	5,043	81%	296.6	90%	168	23%
9	OtterBox	63%	75%	4.23	61%	4,343	77%	124.1	68%	200	39%
10	Tracfone	62%	27%	4.04	48%	4,141	74%	165.6	77%	182	32%
11	Pelican Products	58%	47%	4.68	100%	441	32%	40.1	45%	124	0%
12	Beats	55%	40%	4.17	58%	1,034	48%	103.4	65%	231	52%
13	Garmin	53%	68%	4.04	45%	1,932	58%	60.4	52%	268	55%
14	Anker	49%	52%	4.33	71%	410	26%	37.3	42%	406	94%
15	iOttie	48%	33%	4.48	77%	190	3%	19.0	23%	422	97%
16	Total Wireless	48%	37%	4.04	52%	895	45%	52.6	48%	176	26%
17	JLab	48%	55%	3.68	19%	2,019	61%	155.3	71%	311	77%
18	Sonix	48%	42%	4.59	90%	291	13%	14.6	13%	208	42%
19	Turtle Beach	46%	48%	3.92	32%	1,130	52%	66.5	55%	367	87%
20	Tile	45%	71%	3.97	35%	1,778	55%	161.6	74%	185	35%
21	Case-Mate	43%	57%	4.42	74%	845	39%	16.6	16%	133	6%
22	Fossil.	39%	60%	4.03	42%	422	29%	30.1	32%	372	90%
23	Bracketron	39%	N/A	4.33	68%	101	0%	10.1	6%	342	84%
24	Heyday	38%	33%	3.65	13%	2,760	65%	31.0	35%	214	45%
25	JBL	36%	39%	3.41	0%	859	42%	71.6	61%	308	74%
26	Simple Mobile	32%	31%	3.86	26%	452	35%	22.6	26%	140	13%
27	AT&T	30%	51%	3.89	29%	314	23%	31.4	39%	154	19%
28	Fitbit	28%	33%	3.67	16%	301	16%	16.7	19%	268	58%
29	INSTEN	18%	19%	3.63	10%	311	19%	1.8	0%	153	16%
30	Kate Spade	17%	46%	3.51	6%	276	10%	9.5	3%	180	29%

At Target, the picture is more familiar. The established brands dominate, with LG taking the top spot and Samsung, Sony and Apple all joining it in the top six. Vizio - a consistent top performer - and affordable wearables brand iTOUCH make up the remaining two positions.

Interestingly, Tracfone experienced the biggest increase year-on-year (128%) but also credible turnarounds for Beats (38%) and even best performer LG (54%).

Electronics at Target will be an interesting segment to watch as the retailer continues to expand its offering in this space, with investments such as its Apple Shopping Destination initiative launched earlier this year.

Walmart

Walmart is the [second biggest retailer in the US by market share behind Amazon](#). It is a critical channel for electronics brands, so consumer perception on Walmart.com can go a long way to making or breaking a product.

Rank	Brand	Health Score (This Year)	Health Score (Last Year)	Average Rating	Rating Percentile	Review Count	Review Count Percentile	Reviews per Product	Reviews per Product Percentile	Review Length	Review Length Percentile
1	Vizio	93%	92%	4.57	100%	157,749	100%	4,780.3	100%	106	47%
2	LG	89%	53%	4.41	84%	50,205	94%	669.4	91%	217	84%
3	Samsung	85%	75%	4.44	94%	114,673	97%	498.6	88%	238	91%
4	TCL	83%	90%	4.28	78%	35,028	91%	946.7	97%	109	53%
5	Sony	82%	65%	4.41	91%	9,010	75%	209.5	78%	229	88%
6	Philips	79%	92%	4.52	97%	4,301	69%	204.8	75%	438	100%
7	onn.	74%	83%	4.23	75%	9,185	78%	835.0	94%	103	44%
8	Hisense	69%	73%	4.31	81%	4,577	72%	326.9	81%	109	56%
9	Garmin	67%	70%	4.16	63%	3,735	63%	81.2	63%	270	97%
10	Sceptre	65%	69%	4.14	59%	10,925	81%	496.6	84%	91	25%
11	Cshidworld	64%	61%	4.18	72%	2,296	56%	143.5	66%	129	72%
12	Skullcandy	57%	53%	3.79	34%	4,064	66%	162.6	69%	168	81%
13	Motorola	56%	43%	3.96	44%	2,035	53%	72.7	59%	121	66%
14	Apple	54%	64%	4.09	50%	21,229	88%	33.2	50%	67	3%
15	Fitbit	53%	50%	4.13	56%	1,659	50%	41.5	53%	98	38%
16	RCA	50%	63%	3.96	41%	2,630	59%	164.4	72%	98	41%
17	JVC	48%	55%	4.12	53%	984	47%	65.6	56%	96	34%
18	Google	44%	29%	3.66	22%	491	34%	17.5	28%	253	94%
19	Beats	42%	46%	4.08	47%	577	38%	19.9	41%	115	63%
20	Indigi	40%	22%	3.40	19%	318	28%	28.9	47%	122	69%
21	Panasonic	38%	45%	4.41	88%	195	9%	17.7	31%	81	19%
22	EEEkit	32%	27%	3.69	31%	827	44%	16.5	19%	88	22%
23	iPhone	32%	29%	3.68	25%	257	22%	8.3	6%	115	59%
24	TSV	28%	28%	3.69	28%	722	41%	16.8	22%	67	9%
25	IGK	28%	44%	4.17	69%	162	6%	13.5	13%	77	16%
26	BLU	26%	28%	3.10	6%	241	16%	17.2	25%	155	78%
27	INSTEN	26%	36%	4.16	66%	201	13%	8.4	9%	55	0%
28	AGPTEK	24%	27%	3.10	9%	242	19%	18.6	34%	107	50%
29	General	22%	25%	2.93	3%	338	31%	14.1	16%	92	31%
30	Afflux	22%	27%	3.25	13%	277	25%	25.2	44%	69	13%

Again, the established brands reign at Walmart, with Vizio, LG, Samsung, TCL and Sony making up the top five. Year-over-year rankings are actually more consistent, with little variation evident. The most notable exceptions to this are LG (+69%) and Philips (-16%).



Top Brands by Category

In this section, we dig deeper into the four categories that feature in our analysis. All analysis here is across all the retailers we analyzed (i.e. Amazon, Target and Walmart).

As a reminder, each category is as defined by the retailers in question. As a result, complementary products (e.g. sound enhancement products for Televisions and cell phone accessories in the Cell Phone category) feature throughout.

Televisions

Unsurprisingly given its number one ranking overall, Vizio is in top spot for the Television category - followed by LG and Samsung (both of which demonstrated impressive year-on-year improvements).

Rank	Brand	Health Score (This Year)	Health Score (Last Year)	Average Rating	Rating Percentile	Review Count	Review Count Percentile	Reviews per Product	Reviews per Product Percentile	Review Length	Review Length Percentile
1	Vizio	88%	87%	4.57	86%	278,132	100%	2,575.3	100%	118	27%
2	LG	79%	54%	4.46	73%	61,982	91%	399.9	68%	231	77%
3	Samsung	77%	64%	4.48	77%	139,670	96%	481.6	77%	271	82%
4	Philips	71%	82%	4.53	82%	4,173	61%	417.3	73%	444	91%
5	Sony	70%	64%	4.37	68%	13,100	83%	145.6	50%	308	86%
6	TCL	68%	76%	4.16	55%	42,703	87%	593.1	82%	146	36%
7	INSIGNIA	65%	64%	4.11	45%	5,833	65%	833.3	86%	180	55%
8	onn.	64%	68%	4.23	59%	8,982	74%	1,283.1	95%	99	18%
9	Toshiba	62%	31%	4.11	41%	3,396	57%	1,132.0	91%	192	64%
10	JBL	55%	N/A	4.60	91%	5	22%	5.0	18%	548	95%
11	Hisense	49%	57%	4.03	27%	7,162	70%	170.5	55%	191	59%
12	Sceptre	48%	55%	4.10	36%	11,559	78%	214.1	59%	95	9%
13	JVC	45%	47%	4.12	50%	898	39%	224.5	64%	100	23%
14	Panasonic	43%	N/A	5.00	100%	1	13%	1.0	9%	899	100%
15	ASUS	42%	46%	4.32	64%	19	26%	19.0	32%	95	5%
16	Westinghouse	40%	31%	3.55	18%	348	30%	31.6	41%	195	68%
17	RCA	32%	46%	3.95	23%	2,682	48%	116.6	45%	99	14%
18	Anself	31%	N/A	5.00	100%	1	13%	1.0	9%	0	0%
19	Supersonic	31%	21%	3.38	9%	655	35%	25.2	36%	180	50%
20	TSV	18%	38%	3.33	5%	3	17%	3.0	14%	153	41%

Brand Health Score: Walmart, Amazon, Target combined. 12 months ending 6/30/2021 (Minimum products/brand: 10, Minimum reviews / brand: 100). This Year = June 2020 to May 2021. Last Year = June 2019 to May 2020.

Cell Phones & Accessories

Rank	Brand	Health Score (This Year)	Health Score (Last Year)	Average Rating	Rating Percentile	Review Count	Review Count Percentile	Reviews per Product	Reviews per Product Percentile	Review Length	Review Length Percentile
1	OUKITEL	81%	48%	4.07	76%	2,292	79%	61.9	92%	290	75%
2	OtterBox	81%	82%	4.24	86%	4,330	85%	135.3	96%	200	47%
3	Google	79%	77%	3.92	67%	3,121	83%	35.9	80%	390	88%
4	Tracfone	78%	66%	3.95	69%	6,465	92%	89.8	94%	185	43%
5	TCL	75%	45%	3.86	63%	970	64%	138.6	98%	290	76%
6	Speck	75%	62%	4.12	80%	4,978	87%	414.8	100%	169	29%
7	Pelican Products	72%	55%	4.68	96%	435	47%	43.5	86%	123	10%
8	DOOGEE	69%	26%	4.09	78%	432	45%	25.4	63%	525	98%
9	Total Wireless	68%	55%	4.00	71%	1,163	72%	29.8	75%	182	39%
10	Ulefone	67%	51%	3.71	39%	1,685	75%	56.2	90%	283	73%
11	Samsung	67%	68%	3.84	59%	26,995	100%	33.3	76%	161	24%
12	Blackview	65%	66%	3.79	53%	1,339	74%	34.3	78%	316	80%
13	iOttie	64%	35%	4.48	92%	190	26%	19.0	45%	422	92%
14	OnePlus	64%	73%	3.90	65%	1,069	68%	19.8	51%	448	94%
15	Xiaomi	63%	78%	4.19	82%	2,023	77%	25.3	59%	215	57%
16	Motorola	62%	69%	3.73	41%	5,168	89%	27.1	67%	243	69%
17	Sonix	62%	42%	4.59	94%	291	38%	14.6	37%	208	51%
18	Case-Mate	60%	70%	4.47	90%	686	60%	19.1	47%	135	12%
19	Heyday	57%	36%	3.74	43%	1,115	70%	27.9	69%	190	45%
20	LG	56%	61%	3.67	31%	5,722	91%	25.3	61%	175	35%
21	CUBOT	55%	59%	3.21	14%	455	53%	50.6	88%	237	65%
22	UMIDIGI	55%	75%	3.57	29%	545	57%	38.9	84%	515	96%
23	Bracketron	54%	N/A	4.33	88%	101	11%	10.1	25%	342	84%
24	Apple	54%	66%	3.78	49%	9,859	96%	19.5	49%	95	4%
25	BLU	50%	69%	3.25	20%	2,382	81%	23.4	55%	275	71%

Brand Health Score: Walmart, Amazon, Target combined. 12 months ending 6/30/2021 (Minimum products/brand: 10, Minimum reviews / brand: 100). This Year = June 2020 to May 2021. Last Year = June 2019 to May 2020.

OUKITEL had a huge breakout year, according to our analysis, ranking number one across all Cell Phones and Accessories following a 93% increase in its Brand Health Score. Case specialist OtterBox came in second down from top spot the previous year, while Google rounds out the top three. As noted earlier, consumer pre-conceptions and expectations hugely shape our analysis so this is an impressive showing from such an established brand with a tight product line.

The two main market leaders did not fare as well. Apple's Brand Health Score fell 23% (placing 24 overall), while Samsung did not make the top 10 - albeit coming in a much higher 11th overall. With Apple's retail strategy heavily influenced by direct channels (be this apple.com or the iconic store network), this perhaps illustrates the limits of a "brand halo" in a more apples-for-apples online marketplace and retail environment.



Wearables

Wearables is a product category where less established up-and-coming brands - elevated predominantly by the rise of Amazon - are winning overall. This makes sense: it's a relatively new and immature product category that many still think of as a "nice to have".

Rank	Brand	Health Score (This Year)	Health Score (Last Year)	Average Rating	Rating Percentile	Review Count	Review Count Percentile	Reviews per Product	Reviews per Product Percentile	Review Length	Review Length Percentile
1	Letsfit	87%	63%	4.30	75%	3,707	90%	337.0	94%	288	81%
2	iTOUCH	85%	75%	4.62	97%	3,341	86%	185.6	86%	428	99%
3	YAMAY	85%	50%	4.31	79%	4,426	92%	491.8	97%	277	79%
4	TOYOUTH	84%	59%	4.43	90%	3,358	88%	279.8	93%	148	44%
5	LK	83%	77%	4.38	85%	20,486	99%	731.6	99%	174	61%
6	Surace	80%	53%	4.48	94%	2,278	74%	207.1	90%	132	29%
7	SoundPEATS	78%	N/A	4.29	74%	756	46%	756.0	100%	393	96%
8	Adepay	74%	40%	4.67	99%	1,701	63%	130.8	76%	106	13%
9	Wearlizer	73%	63%	4.36	81%	1,906	69%	136.1	79%	155	50%
10	POY	70%	67%	4.42	89%	2,279	75%	189.9	89%	110	18%
11	Apple	68%	66%	4.46	93%	18,513	97%	98.5	58%	108	14%
12	SUPCASE	68%	76%	4.20	65%	2,418	78%	186.0	88%	165	53%
13	Meliya	68%	64%	4.13	53%	3,184	85%	265.3	92%	114	19%
14	Maledan	65%	73%	4.15	57%	2,328	76%	136.9	81%	132	28%
15	fastgo	65%	61%	4.45	92%	967	53%	96.7	57%	129	25%
16	GEAK	64%	54%	4.18	63%	1,855	68%	109.1	68%	141	39%
17	NANW	64%	66%	4.10	50%	2,254	72%	140.9	82%	146	43%
18	Bose	63%	N/A	4.31	78%	146	11%	146.0	83%	545	100%
19	V-MORO	63%	68%	4.23	69%	1,745	65%	116.3	72%	152	47%
20	Spigen	63%	75%	4.31	76%	2,502	81%	96.2	56%	158	51%
21	Amazfit	63%	47%	3.72	18%	2,483	79%	130.7	75%	413	97%
22	Zebre	63%	N/A	4.40	86%	860	50%	86.0	53%	110	17%
23	Garmin	62%	65%	4.04	40%	8,671	96%	84.2	51%	308	86%
24	Tensea	62%	61%	4.14	54%	1,725	64%	132.7	78%	139	38%
25	Joyozy	62%	60%	4.18	64%	1,065	56%	106.5	65%	149	46%

Brand Health Score: Walmart, Amazon, Target combined. 12 months ending 6/30/2021 (Minimum products/brand: 10, Minimum reviews / brand: 100). This Year = June 2020 to May 2021. Last Year = June 2019 to May 2020.



Headphones

Soundcore takes the number one spot in the headphones category. This bucks the trend of other categories we researched: Soundcore is mid-range from a price point perspective, with products costing in the \$100 range.

Rank	Brand	Health Score (This Year)	Health Score (Last Year)	Average Rating	Rating Percentile	Review Count	Review Count Percentile	Reviews per Product	Reviews per Product Percentile	Review Length	Review Length Percentile
1	Soundcore	83%	68%	3.98	66%	1,386	86%	81.5	90%	584	95%
2	Letsfit	82%	N/A	4.45	92%	455	69%	113.8	95%	269	48%
3	SoundPEATS	79%	63%	4.00	70%	788	78%	87.6	92%	596	97%
4	Monster	77%	79%	4.36	88%	672	75%	56.0	83%	209	32%
5	Apple	77%	75%	4.33	87%	4,772	96%	108.5	94%	90	9%
6	Cshidworld	76%	77%	4.18	82%	2,329	94%	137.0	99%	131	19%
7	Bose	76%	76%	4.01	74%	1,604	90%	47.2	81%	446	82%
8	iLive	76%	79%	4.36	90%	1,017	82%	84.8	91%	151	22%
9	1More	75%	47%	4.26	84%	335	57%	30.5	70%	476	83%
10	Skullcandy	74%	61%	3.75	48%	11,548	99%	129.8	97%	248	45%
11	Sony	73%	70%	3.91	61%	5,210	97%	37.5	74%	326	62%
12	TaoTronics	72%	70%	4.08	77%	439	68%	39.9	78%	583	94%
13	Turtle Beach	70%	65%	3.92	62%	1,130	84%	66.5	87%	367	70%
14	Anker	70%	65%	4.30	86%	399	62%	39.9	77%	415	81%
15	Beats	69%	58%	3.98	69%	1,880	91%	36.9	73%	214	36%
16	YAMAY	67%	75%	4.01	73%	158	43%	158.0	100%	495	84%
17	JLab	67%	71%	3.67	39%	2,292	92%	76.4	88%	335	64%
18	Jaybird	65%	79%	3.6	29%	841	81%	64.7	86%	496	86%
19	Panasonic	64%	48%	4.20	83%	425	65%	18.5	58%	594	96%
20	Google	64%	26%	3.51	18%	586	74%	117.2	96%	298	56%
21	Altec Lansing	63%	65%	3.77	49%	839	79%	59.9	84%	280	49%
22	by	62%	68%	4.43	91%	170	47%	15.5	57%	213	34%
23	Samsung	61%	48%	3.51	22%	1,410	87%	28.8	68%	344	65%
24	Heyday	61%	42%	3.60	30%	1,108	83%	39.6	75%	245	43%
25	Edifier	60%	52%	4.10	78%	163	45%	13.6	48%	400	78%

Brand Health Score: Walmart, Amazon, Target combined. 12 months ending 6/30/2021 (Minimum products/brand: 10, Minimum reviews / brand: 100). This Year = June 2020 to May 2021. Last Year = June 2019 to May 2020.



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