

**Amazon.co.uk product rank  
and BSR% chart**



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**Amazon UK Rank and BSR%**

Category	Total Products	Top 1%	Top 3%	Top 10%
Automotive	5,365,904	53,659	160,977	536,590
Baby	1,721,926	17,219	51,658	172,193
Beauty	3,627,434	36,274	108,823	362,743
Books	41,451,137	414,511	1,243,534	4,145,114
Business, Industry & Science	1,614,259	16,143	48,428	161,426
Clothing	23,322,492	233,225	699,675	2,332,249
Computers & Accessories	3,945,642	39,456	118,369	394,564
DIY & Tools	8,516,703	85,167	255,501	851,670
DVD & Blu-ray	1,333,188	13,332	39,996	133,319
Electronics & Photo	7,963,143	79,631	238,894	796,314
Garden & Outdoors	3,510,484	35,105	105,315	351,048
Grocery	1,567,017	15,670	47,011	156,702
Handmade	290,512	2,905	8,715	29,051
Health & Personal Care	2,817,582	28,176	84,527	281,758
Home & Kitchen	23,154,638	231,546	694,639	2,315,464
Jewellery	2,997,106	29,971	89,913	299,711
Luggage	1,677,550	16,776	50,327	167,755
PC & Video Games	546,795	5,468	16,404	54,680
Pet Supplies Store	2,615,392	26,154	78,462	261,539
Shoes & Bags	10,825,893	108,259	324,777	1,082,589
Software	55,985	560	1,680	5,599
Sports & Outdoors	10,318,995	103,190	309,570	1,031,900
Stationery & Office Supplies	3,384,953	33,850	101,549	338,495
Toys Store	5,801,209	58,012	174,036	580,121
Watches	796,174	7,962	23,885	79,617

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