ASTRA BY SELLRBOX · BENCHMARK STUDY

Amazon Advertising Benchmarks 2026

This is Astra's 2026 benchmark study of Amazon advertising. It reports what 90 businesses paid and earned from Amazon ads over the 12 months to early November 2026, using account data from Astra, an Amazon advertising platform by Sellrbox. Every figure is a median across businesses. The businesses are Astra customers, and they range from brands spending under $100 a month on Amazon ads to brands spending more than $100,000 a month. The figures describe that group and not every Amazon seller.

Published November 2026

Cite as: Astra, Amazon Advertising Benchmarks 2026, 12 months to November 2026. https://sellrbox.com/research/amazon-advertising-benchmarks

In this report

1. Amazon Advertising Benchmarks 2026
2. Amazon Advertising Statistics 2026
3. How Astra's Amazon Advertising Benchmarks 2026 Were Calculated
4. Amazon PPC Benchmarks for Supplements 2026
5. Amazon PPC Benchmarks for Home & Kitchen 2026
6. Amazon PPC Benchmarks for Grocery & Gourmet Food 2026
7. Amazon PPC Benchmarks for Pet Supplies 2026
8. Amazon PPC Benchmarks for Health & Household 2026
9. Amazon PPC Benchmarks for Sports & Outdoors 2026
10. Amazon PPC Benchmarks for Clothing, Shoes & Jewelry 2026

Amazon Advertising Benchmarks 2026

https://sellrbox.com/research/amazon-advertising-benchmarks

This is Astra's 2026 benchmark study of Amazon advertising. It reports what 90 businesses paid and earned from Amazon ads over the 12 months to early November 2026, using account data from Astra, an Amazon advertising platform by Sellrbox. Every figure is a median across businesses. The businesses are Astra customers, and they range from brands spending under $100 a month on Amazon ads to brands spending more than $100,000 a month. The figures describe that group and not every Amazon seller.

Key findings

The median business in Astra's 2026 study pays $0.89 per click on Amazon, converts 6.9% of ad clicks into orders, and runs a 33% ACOS. Each figure below is a median across businesses for the 12 months to November 2026, with the number of businesses behind it.

- **Cost per click** is $0.89 at the median. The middle half of businesses pay between $0.50 and $1.43 (90 businesses).
- **ACOS** is 33% at the median. The middle half fall between 24% and 57% (85 businesses).
- **Ad conversion rate** is 6.9% at the median. The middle half fall between 3.7% and 11.4% (87 businesses).
- **TACOS** is 14.8% at the median, and 43% of total sales are attributed to ads (67 businesses).
- **Supplements cost the most to advertise.** The median supplement brand pays $1.81 per click and runs a 55% ACOS (12 businesses).
- **Clicks did not get more expensive in Q4 2025.** Cost per click in November and December 2025 was 1% lower than in the following February to September (54 businesses). Conversion was 11% higher (48 businesses).
- **Branded searches convert 2.5 times as often as non-branded searches** at the median business, comparing each business with its own non-branded searches (26 businesses). The median conversion rates are 23.7% for branded and 10.0% for non-branded.
- **44% of keyword spend went to search terms that produced no order in 12 months** (90 businesses). For businesses spending $50,000 or more a year the figure was 24% (21 businesses).
- **Longer searches were more efficient.** Searches of five or more words cost the same per click as two-word searches and ran a 26% ACOS against 34% (44 businesses).
- **Amazon fees took 32.5% of sales** at the median (58 businesses).
- **Efficient advertisers pay about half as much per click.** Businesses at or below their category's median ACOS paid $0.66 per click against $1.35 for the rest, converted 10.7% against

6.3%, and advertised 47 products against 9 (34 and 29 businesses).

- **Sponsored Products took 89.5% of ad spend**, Sponsored Brands 8.8% and Sponsored Display 1.7% (129 advertisers, August 1 to November 15, 2026).
- **Products with 500 or more reviews converted 9.2% of ad clicks at a 28% ACOS**, against about 6% and 38% for products with fewer than 50 reviews (32 to 82 advertisers, August 1 to November 15, 2026).
- **The day of the week barely matters.** Ads converted 1% to 2% above average on weekdays and about 4% below at the weekend, and cost per click was the same every day (125 advertisers).

How the metrics are defined

- **ACOS** (advertising cost of sales) is ad spend divided by the sales attributed to ads.
- **TACOS** (total advertising cost of sales) is ad spend divided by all sales, including sales that did not come from an ad.
- **ROAS** (return on ad spend) is ad sales divided by ad spend. It is the inverse of ACOS.
- **Cost per click (CPC)** is ad spend divided by ad clicks.
- **Click-through rate (CTR)** is ad clicks divided by ad impressions.
- **Ad conversion rate** is ad orders divided by ad clicks.
- **The 25th and 75th percentiles** mark the middle half of businesses. A quarter of businesses fall below the 25th percentile and a quarter fall above the 75th. They are not averages of a group.
- **A business** is one seller. A seller with several accounts counts once.

What is ACOS on Amazon?

ACOS, or advertising cost of sales, is the share of ad sales that goes back into ad spend. The formula is ad spend divided by ad sales. A seller who spends $330 on ads and makes $1,000 in sales from those ads has a 33% ACOS. In Astra's 2026 study the median ACOS is 33%, and half of businesses fall between 24% and 57% (85 businesses).

What is TACOS on Amazon?

TACOS, or total advertising cost of sales, is ad spend as a share of all sales, including sales that did not come from an ad. The formula is ad spend divided by total sales. A seller who spends $330 on ads and makes $2,200 in total sales has a 15% TACOS. In Astra's 2026 study the median TACOS is 14.8%, and half of businesses fall between 8.7% and 23.9% (67 businesses).

What is the difference between ACOS and TACOS?

ACOS measures ad spend against the sales the ads produced. TACOS measures the same ad spend against everything the business sold. ACOS shows how efficient the ads are, and TACOS shows how much of the whole business goes to advertising. In Astra's 2026 study the median business has a 33%

ACOS and a 14.8% TACOS, because ads account for 43% of its sales and the rest is organic (85 and 67 businesses).

What is a break-even ACOS?

Break-even ACOS is the ACOS at which an ad sale makes no profit and no loss. It equals the product's profit margin before ad spend, which is the selling price minus the product cost and Amazon's fees, divided by the selling price. A $30 product that costs $9 to make and pays $10 in Amazon fees keeps $11, so its break-even ACOS is 37%. In Astra's 2026 study Amazon fees take a median 32.5% of sales (58 businesses), which leaves the product cost as the main thing that sets the break-even point.

Amazon PPC benchmarks: what is a good ACOS, CPC and conversion rate?

In Astra's 2026 study the median business runs a 33% ACOS, pays $0.89 per click and converts 6.9% of ad clicks. The table shows the 25th percentile, the median and the 75th percentile for each metric, across all categories, for the 12 months to November 2026.

Metric	25th percentile	Median	75th percentile	Businesses
Cost per click (CPC)	$0.50	$0.89	$1.43	90
Click-through rate (CTR)	0.40%	0.57%	0.81%	90
Ad conversion rate	3.7%	6.9%	11.4%	87
ACOS	24%	33%	57%	85
Cost per ad order	$6.14	$11.78	$26.42	85
Average ad order value	$19.36	$28.60	$48.51	85
TACOS	8.7%	14.8%	23.9%	67
Share of sales from ads	32%	43%	59%	67

What is a good ACOS on Amazon?

The median ACOS in Astra's 2026 study is 33%, and half of the 85 businesses measured fall between 24% and 57%. A good ACOS depends on the category. The median runs from 27% in Home & Kitchen to 55% in Supplements.

What is the average cost per click on Amazon?

The median cost per click in Astra's 2026 study is $0.89, and half of the 90 businesses measured pay between $0.50 and $1.43. By category the median runs from $0.53 in Clothing, Shoes & Jewelry to $1.81 in Supplements.

What is a good conversion rate for Amazon ads?

The median ad conversion rate in Astra's 2026 study is 6.9%, and half of the 87 businesses measured fall between 3.7% and 11.4%. It varies widely by category and falls as product price rises, from 9.8% for products under $15 to 2.7% for products over $100.

What is a good click-through rate for Amazon ads?

The median click-through rate in Astra's 2026 study is 0.57%, and half of the 90 businesses measured fall between 0.40% and 0.81%.

What is a good TACOS on Amazon?

The median TACOS in Astra's 2026 study is 14.8%, and half of the 67 businesses measured fall between 8.7% and 23.9%. At the median, 43% of a business's total sales are attributed to ads.

What is a good ROAS on Amazon?

The median ROAS in Astra's 2026 study is 3.0, and half of the 85 businesses measured fall between 1.8 and 4.1. A ROAS of 3.0 is the same as a 33% ACOS.

How do I know if my Amazon ACOS, CPC or conversion rate is good?

Compare each of your metrics with the range, not only the median. These ranges cover every category together, and category moves them a lot, so check your own category in the next section before acting.

- **Between the 25th and 75th percentile** means you are in the middle half of businesses in the study.
- **ACOS above 57%** is in the least efficient quarter across all categories. In Supplements it is close to the median.
- **ACOS below 24%** is in the most efficient quarter across all categories.
- **Conversion rate below 3.7%** is in the lowest quarter overall, but it is normal in Home & Kitchen, where the median is 3.4%, and for products priced at $100 and over, where the median is 2.7%.
- **CPC above $1.43** is in the most expensive quarter overall, but it is normal in Supplements, where the median is $1.81.

> **TAKEAWAY**
>
> use the median as the midpoint and the range to place yourself, then check your category and price band, because both shift what is normal. These figures come from businesses that already advertise at a measurable volume.

ASTRA'S GUIDANCE

in Astra's experience a new product pays more per click and runs a higher ACOS until it has reviews and rank, so a launch should plan for the 75th percentile, not the median.

What is a good ACOS in my category? Amazon PPC benchmarks by category

Category is one of the biggest drivers of the numbers in Astra's 2026 study. Supplement brands pay 2.7 times as much per click as home and kitchen brands and run about twice the ACOS. All figures are medians for the 12 months to November 2026. Supplements here combines Amazon's Vitamins, Minerals & Supplements and Sports Nutrition categories, and Health & Household excludes them.

Category	Businesses	CPC	CTR	Ad conversion rate	ACOS	TACOS
Home & Kitchen	14	$0.68	0.78%	3.4%	27%	9.6%
Supplements	12	$1.81	0.56%	10.2%	55%	21.8%
Grocery & Gourmet Food	12	$0.90	0.58%	8.6%	36%	13.7%
Pet Supplies	9	$1.19	0.42%	10.0%	47%	19.0%
Health & Household	7	$1.10	0.46%	11.5%	29%	20.0%
Sports & Outdoors	7	$1.04	0.56%	4.2%	33%	13.0%
Clothing, Shoes & Jewelry	7	$0.53	0.51%	6.9%	33%	20.0%
All categories	90	$0.89	0.57%	6.9%	33%	14.8%

A category is shown only when at least 7 businesses in the study sell in it. The other 22 businesses sell in categories with fewer than 7 businesses. Those categories have no row of their own, and those businesses count only in the All categories row. The business count is the number with enough clicks to measure cost per click, and some metrics rest on fewer. ACOS rests on 11 businesses in Home & Kitchen, 11 in Grocery and 8 in Pet Supplies. TACOS needs total sales data, so it rests on fewer again, with a minimum of 5.

What range should you expect in your category?

A single median hides how wide each category is. This table shows the 25th to 75th percentile for each metric, which is where the middle half of businesses fall. In categories with fewer than 10 businesses the range rests on only a few sellers at each end, so read it as a guide. The business count is the number behind the CPC range. In Home & Kitchen the ACOS range rests on 11 businesses and the conversion range on 12. In Grocery the ACOS range rests on 11. In Pet Supplies both rest on 8.

Category	Businesses	CPC range	ACOS range	Ad conversion rate range	CTR range
Home & Kitchen	14	$0.38 to $1.10	21% to 46%	2.1% to 7.7%	0.43% to 1.01%
Supplements	12	$0.99 to $2.15	30% to 85%	6.2% to 14.4%	0.35% to 0.61%
Grocery & Gourmet Food	12	$0.63 to $1.57	30% to 49%	4.8% to 12.6%	0.31% to 0.78%
Pet Supplies	9	$0.66 to $2.86	24% to over 100%	6.8% to 15.5%	0.23% to 0.66%
Health & Household	7	$0.46 to $1.53	27% to 71%	6.7% to 14.3%	0.31% to 0.65%
Sports & Outdoors	7	$0.64 to $1.35	21% to 54%	3.7% to 7.5%	0.47% to 0.85%
Clothing, Shoes & Jewelry	7	$0.43 to $1.23	25% to 40%	1.3% to 17.1%	0.33% to 0.74%
All categories	90	$0.50 to $1.43	24% to 57%	3.7% to 11.4%	0.40% to 0.81%

TAKEAWAY

compare yourself with your own category's range, not the all-category figures. A 50% ACOS is inside the normal range for Supplements and outside it for Home & Kitchen.

ASTRA'S GUIDANCE

a good ACOS also depends on the stage of the product. In Astra's experience an established product should aim for its category median or better, and a product still building reviews and rank should expect to sit in the upper half of the range for both CPC and ACOS.

What is a good ACOS for supplements on Amazon?

The median supplement brand in Astra's 2026 study runs a 55% ACOS, and half fall between 30% and 85% (12 businesses). The median cost per click is $1.81, the highest of any category, and the median conversion rate is 10.2%. Order values are modest at about $34, so the median ad order costs about $17. Among the 6 US supplement brands alone, the median cost per click is $2.04 and the median ACOS is 60%.

ASTRA'S GUIDANCE

in Astra's experience a supplement launch often needs bids of $3 to $4 to win placements at the start.

What is a good ACOS for home and kitchen products on Amazon?

The median home and kitchen brand in Astra's 2026 study runs a 27% ACOS, and half fall between 21% and 46% (11 businesses). The median cost per click is $0.68 and the median conversion rate is 3.4%, the lowest of any category. Order values are higher, about $47 at the median, which is what keeps ACOS low.

What is a good ACOS for grocery products on Amazon?

The median grocery brand in Astra's 2026 study runs a 36% ACOS, and half fall between 30% and 49% (11 businesses). The median cost per click is $0.90 and the median conversion rate is 8.6%. Order values are low, about $25 at the median, which leaves little room for expensive clicks.

What is a good ACOS for pet supplies on Amazon?

The median pet supplies brand in Astra's 2026 study runs a 47% ACOS (8 businesses). The spread is the widest of any category, from 24% at the 25th percentile to over 100% at the 75th. The median cost per click is $1.19 and the median conversion rate is 10.0%, but order values are low at about $19.

What is a good ACOS for health and household products on Amazon?

The median health and household brand in Astra's 2026 study runs a 29% ACOS, and half fall between 27% and 71% (7 businesses). The median cost per click is $1.10 and the median conversion rate is 11.5%, the highest of any category. Order values are the lowest in the study at about $18. This category excludes supplements. Its 20.0% TACOS is high next to its 29% ACOS because ads bring in about half of sales in this group at the median (6 businesses).

What is a good ACOS for sports and outdoors products on Amazon?

The median sports and outdoors brand in Astra's 2026 study runs a 33% ACOS, and half fall between 21% and 54% (7 businesses). The median cost per click is $1.04 and the median conversion rate is 4.2%. Order values are the highest in the study at about $51.

What is a good ACOS for clothing on Amazon?

The median clothing, shoes and jewelry brand in Astra's 2026 study runs a 33% ACOS, and half fall between 25% and 40% (7 businesses). The median cost per click is $0.53, the lowest of any category, and the median conversion rate is 6.9%. Refunds are high, at a median 13.6% of sales (5 businesses). Conversion varies widely in this group, from 1.3% to 17.1% for the middle half, and so do order values, from about $19 to $104. With 7 businesses, read these ranges as a guide.

What separates efficient Amazon advertisers from the rest?

In Astra's 2026 study, the more efficient advertisers pay about half as much per click, convert more often and advertise about five times as many products. Each business was compared with the median ACOS of its own category, so that an expensive category does not count against it. That leaves 34 businesses at or below their category's median ACOS and 29 above it, across the seven categories in the study. The table shows the median of each group for the 12 months to November 2026.

Measure	More efficient (34 businesses)	Less efficient (29 businesses)
ACOS	27%	65%
TACOS	9.4%	28.8%
Cost per click	$0.66	$1.35
Ad conversion rate	10.7%	6.3%
Click-through rate	0.60%	0.46%
Products advertised	47	9
Top product's share of ad spend	18%	39%
Keyword spend on search terms with no order	32%	51%
Clicked search terms that produced an order	14.3%	8.9%
Branded share of ad sales	8.9%	2.4%

TACOS rests on 25 and 22 businesses, and the top product's share on 32 and 22.

Several things did not separate the two groups. Ad order value was the same, at about $27. Both put a similar share of spend into product targeting (18% and 15%), into their ten highest-spend search terms (32% and 31%), and into searches of five or more words (12% and 14%). Ads also brought in a similar share of total sales (47% and 41%).

> **TAKEAWAY**
>
> the efficient accounts are not the ones with a different campaign mix. They are the ones with more products in play, cheaper clicks, better conversion and shoppers who search for the brand by name. Conversion and brand demand come from the product and the listing more than from the ad account.

The efficient group also spends more, at a median of about $27,900 a year on ads against $8,100, so size and experience may explain part of the gap. This is a comparison of two groups at one point in time, not proof that any one of these things causes a lower ACOS.

ASTRA'S GUIDANCE

Astra advertises the whole catalog when the budget allows, because more products give the bidding more data to work with. With a limited budget Astra starts with the hero products and widens from there. Astra leaves a product without ads when it already ranks and sells well on its own, and it advertises one variation of a listing, the one with the best engagement, and lets the others sell from the same page.

How much do Amazon ads cost?

In Astra's 2026 study, Amazon ads cost a median of $0.89 per click and $11.78 per ad order. The median business spent about $1,170 a month on Amazon ads, and half spent between about $310 and $3,450 a month (90 businesses). Across the study, monthly ad spend ranged from under $100 to more than $100,000, and 14% of the businesses spent $10,000 or more a month. What a seller pays per click depends mostly on category, marketplace and price point.

Are Amazon ads cheaper outside the US?

In Astra's 2026 study, clicks cost about the same in the US and Europe, and about a third as much in the other marketplaces measured. All amounts are in US dollars. This table counts accounts, where an account is one business in one marketplace. The last row rests on 10 accounts spread across six countries, so treat it as a rough guide.

Marketplace	Accounts	CPC	Ad conversion rate	ACOS	Cost per ad order
United States	68	$0.99	6.8%	37%	$13.23
Europe (UK, Germany, France, Spain, Italy)	14	$0.94	6.9%	31%	$8.70
Other (Canada, Mexico, Brazil, India, Japan, Australia)	10	$0.34	7.5%	30%	$4.90

Do more expensive products cost more to advertise on Amazon?

In Astra's 2026 study, cheaper products convert more often but run a higher ACOS. As price rises, fewer clicks turn into orders, yet each order is worth enough to bring ACOS down.

Product price	Businesses	CPC	Ad conversion rate	ACOS	Cost per ad order
Under $15	42	$0.53	9.8%	37%	$4.99
$15 to $30	68	$0.78	8.2%	37%	$8.04
$30 to $60	55	$0.96	6.8%	25%	$12.65

Product price	Businesses	CPC	Ad conversion rate	ACOS	Cost per ad order
$60 to $100	30	$0.99	3.8%	24%	$20.18
$100 and over	23	$0.79	2.7%	18%	$40.21

The business count is the number with enough clicks to measure CPC in that price band. Conversion rate and ACOS rest on somewhat fewer, down to 16 in the top band. A business appears in every price band where it sells products.

> **TAKEAWAY**
>
> read this table for its pattern more than its exact figures, which shift by category. Cost per click rises with price up to the $60 to $100 band, then falls for products at $100 and over. Conversion rate falls steadily as price rises. ACOS holds at 37% up to $30 and falls above that, because each order is worth more.

ASTRA'S GUIDANCE

low-priced products have the least room. In Astra's experience products under about $15 struggle to absorb clicks of $1.50 to $2.

Do consumable products perform differently from one-time purchases on Amazon?

In Astra's 2026 study, sellers of consumable products converted more ad clicks into orders than sellers of durable products, but got fewer clicks per impression and ran a higher ACOS. This compares 48 advertisers whose main products are groceries, health and personal care or beauty with 58 whose main products are durable goods such as kitchenware, home goods, sports equipment, toys and clothing, from August 1 to November 15, 2026.

Measure	Consumable products	Durable products	Advertisers
Ad conversion rate	8.7%	5.1%	43 and 50
Click-through rate	0.49%	0.65%	48 and 56
ACOS	42%	32%	38 and 46
Units ordered per visit	11.3%	6.6%	33 and 42
Units refunded	2.1%	4.0%	34 and 40
TACOS	19.7%	18.3%	32 and 35

Each advertiser is placed by the Amazon product group that takes most of its ad spend. Pet products are left out because the group mixes food with one-time items. This section counts advertisers by account and uses a shorter period than the rest of the report.

> **TAKEAWAY**
>
> consumables are easier to sell once a shopper clicks and are returned about half as often, but they are clicked less often in search results and cost more in ads for each dollar of ad sales. Total ad cost against all sales ends up about the same for both.

ASTRA'S GUIDANCE

a consumable is bought again, so Astra judges its ads against repeat orders and not only the first one. If a Subscribe & Save customer stays six months on a $20 product, that customer is worth $120, which can justify a higher ACOS on the first order. Each time a consumable runs out the buyer can switch brands, so Astra uses brand defense and Subscribe & Save coupons to keep them. A one-time product has to pay for its ad on a single order. This is Astra's practice, not a result of this study.

Do Amazon ad costs go up in Q4?

Amazon ad costs did not go up in Q4 2025. In Astra's 2026 study, cost per click in November and December 2025 was 1% lower than in the baseline months that followed, and ads became more efficient because shoppers converted more often.

Metric	November and December 2025 compared with baseline	Businesses
Cost per click	1% lower	54
Click-through rate	6% lower	52
Ad conversion rate	11% higher	48
ACOS	8% lower	46

During the week of Black Friday and Cyber Monday, November 24 to December 1, 2025, cost per click was level with the baseline (39 businesses) and conversion was 16% higher (30 businesses).

Home and kitchen brands saw the largest gain. In November and December 2025 their clicks were 10% cheaper than baseline (8 businesses), conversion was 19% higher (7 businesses), and ACOS was 25% lower (6 businesses).

The baseline is February to September 2026, leaving out July because of Prime Day. January and October are in neither period. Each figure is the median of each business's own November and December against its own baseline, and a business is counted only when it had enough activity in

both periods.

This is one holiday season in one group of sellers. Treat it as evidence against the common assumption that Q4 clicks cost more, not as a rule.

> **TAKEAWAY**
>
> in this data, Q4 clicks cost about the same as in the baseline months and converted better. Cutting ads in Q4 to avoid expensive clicks was not supported by these accounts.

> **ASTRA'S GUIDANCE**
>
> in Astra's experience the extra traffic and buying intent in Q4 allow a seller to raise spend and lower ACOS at the same time. Around Black Friday and Cyber Monday, Astra raises the budget first if it is running out before the end of the day.

Is there a best day of the week to advertise on Amazon?

In Astra's 2026 study the day of the week made only a small difference to Amazon ad results. On weekdays ads converted 1% to 2% above a business's own average, and on Saturday and Sunday they converted about 4% below it. ACOS was 3% to 5% higher at the weekend. Cost per click was the same every day, within 1%. These figures cover 125 advertisers over the 12 months to mid-November 2026, each compared with its own average.

Day	Ad conversion rate against own average	ACOS against own average	Share of the week's clicks
Monday	1% higher	2% lower	14.4%
Tuesday	1% higher	1% lower	14.2%
Wednesday	2% higher	2% lower	14.0%
Thursday	1% higher	level	13.7%
Friday	2% higher	1% lower	13.3%
Saturday	4% lower	3% higher	14.5%
Sunday	4% lower	5% higher	15.9%

> **TAKEAWAY**
>
> Sunday brings the most clicks and the weakest conversion, but the gap is a few percent. In this data there is no day worth switching ads off for.

Do reviews and star ratings change Amazon ad results?

In Astra's 2026 study, advertised products with 500 or more reviews converted 9.2% of ad clicks at a 28% ACOS, against about 6% and 38% for products with fewer than 50 reviews. Each figure is the median across advertisers for their products in that group, from August 1 to November 15, 2026.

Reviews on the product	Ad conversion rate	ACOS	Advertisers
0 to 4	6.4%	38%	82
5 to 49	5.8%	38%	67
50 to 499	6.8%	34%	65
500 or more	9.2%	28%	32

Star rating of the product	Ad conversion rate	ACOS	Advertisers
Under 4.0	4.9%	35%	33
4.0 to 4.2	6.1%	36%	50
4.3 to 4.5	7.1%	34%	60
4.6 and over	6.7%	28%	53

A product counts when it had at least 150 ad clicks in the period, and the rating table leaves out products with fewer than 5 reviews. ACOS rests on somewhat fewer advertisers than conversion rate. Review counts and ratings are as recorded in November 2026.

> **TAKEAWAY**
>
> among products that were getting ad clicks, results changed little between a handful of reviews and a few hundred. The clear gain came at 500 or more reviews and at a rating of 4.6 and over, where ACOS dropped to 28%. A rating under 4.0 came with the lowest conversion rate.

Products with very few reviews appear here only if they still drew 150 ad clicks, so this does not show how hard it is for a new product to get clicks in the first place.

> **ASTRA'S GUIDANCE**
>
> before spending on ads, Astra looks for at least 5 reviews, a rating of 3.8 or higher and strong images. In Astra's experience products with fewer reviews than that get few impressions whatever the bid.

What do Amazon search terms show about where ad spend goes?

This part of Astra's 2026 study covers 3.4 million search term rows from 90 businesses over the 12 months to November 2026. A search term is what the shopper typed before clicking an ad. Comparisons in this section are made inside each business, between its own search terms, and then the median across businesses is reported.

Should you advertise on your own brand keywords?

In Astra's 2026 study, branded searches were the most efficient spend in an account and took a very small share of it, about half a percent of keyword spend at the median. A branded search is one that contains the seller's own brand name.

Metric	Branded searches	Non-branded searches, same businesses	Businesses
Ad conversion rate	23.7%	10.0%	26
ACOS	8.3%	32.6%	28
Cost per click	17% lower than the same business's non-branded clicks		32
Share of keyword spend	0.5%	99.5%	84
Share of ad sales	3.4%	96.6%	84

Only 26 to 32 of the 84 businesses had enough branded clicks to measure conversion, ACOS or cost per click. A small branded share can mean a seller is not advertising on its brand, or that few shoppers search for the brand yet. This data cannot tell the two apart. Resellers of other companies' brands are left out, and searches for a competitor's brand count as non-branded.

> **TAKEAWAY**
>
> where a brand has search demand, its branded searches ran at a median 8.3% ACOS in Astra's 2026 study, and half of those businesses fell between 6% and 11% (28 businesses). That is about a quarter of the ACOS on their non-branded searches.

ASTRA'S GUIDANCE

why pay for a search you already rank for? In Astra's view, sponsored placements sit above the organic results, so when a competitor bids on your brand name their product can appear before yours even if you rank first organically. Advertising on your own brand keywords keeps the top placement yours. It can also point shoppers who already know the brand to other products in your range. Astra runs brand defense as a small, separate campaign and judges it on return and

on protecting sales already earned, not on ranking. Astra starts it once shoppers are already searching for the brand, or once the catalog has several products that can be sold alongside each other, such as larger packs or items used together. Astra also uses it to put a new product in front of shoppers looking at an established one. In Astra's experience it is not worth running for a single product with little brand search.

Are long-tail keywords worth it on Amazon?

Long-tail keywords were worth it in Astra's 2026 study. Inside the same accounts, searches of five or more words cost the same per click as two-word searches (70 businesses), converted at 9.0% against 7.5% (51 businesses), and ran a 26% ACOS against 34% (44 businesses). The longer searches had the lower ACOS at 80% of those businesses. The common belief that long-tail clicks are cheaper did not hold here. The gain came from conversion, not from price.

> **TAKEAWAY**
>
> long searches earned more per ad dollar in this data. They bring in orders at a lower ACOS than short searches in the same account, which pulls the account's overall ACOS down.

ASTRA'S GUIDANCE

in Astra's experience, ranking effort belongs on a small group of high-volume keywords, and long searches do a different job by adding lower-cost orders around them. Astra lets automatic and phrase match campaigns discover long searches and moves a term to exact match once it has produced two or three orders.

How much Amazon ad spend goes to search terms that never convert?

At the median business in Astra's 2026 study, 44% of keyword spend went to search terms that produced no order in the 12 months to November 2026 (90 businesses). Among the 21 businesses spending $50,000 or more a year, the figure was 24%. These are two groups of businesses compared at one point in time, not a trend.

- **About 10% of a business's clicked search terms** produced an order during the year (median of 90 businesses).
- **78% of a business's clicked search terms** received exactly one click during the year (median of 90 businesses).
- **A business's ten highest-spend search terms** took 30% of its keyword spend (median of 90 businesses).
- **A business's ten best-selling search terms** produced 43% of its keyword ad sales (median of 90 businesses).

TAKEAWAY

not all of this spend is waste. Most of these terms had a single click, which is too few to judge, and some spend on unproven terms is the cost of finding the ones that work. The part a seller controls is the terms that keep collecting clicks without an order.

ASTRA'S GUIDANCE

Astra reviews search terms on a fixed schedule and cuts or negates a term after 10 to 12 clicks with no sale. In Astra's experience, cutting at 5 clicks removes terms before they have had a fair test. Where conversion is low, as in Home & Kitchen at a median 3.4%, Astra allows about 15 clicks, and more when the clicks are cheap enough to stay within the product's break-even ACOS. Astra keeps a term that is running above break-even only when it is a high-volume keyword that is building organic rank.

Is product targeting cheaper than keyword targeting on Amazon?

Product targeting clicks cost less than keyword clicks on Amazon, but the orders do not. In Astra's 2026 study, product targeting, where ads appear on other product pages, took 16% of ad spend at the median (90 businesses). Inside the same accounts, product targeting clicks cost $0.66 against $0.85 for keywords (80 businesses) and converted at 6.0% against 7.8% (67 businesses). Both ended at a 32% ACOS (59 businesses).

TAKEAWAY

in this data, product targeting delivered orders at the same ACOS as keywords, through cheaper clicks that convert less often. It is an additional source of orders, not a cheaper one.

ASTRA'S GUIDANCE

Astra keeps keywords as the core of an account, because in Astra's experience keywords are what build rank. Astra targets a competitor's product page only when the product beats that competitor on at least two of three things: price, reviews and quality. Two or three well-chosen competitors is enough to start, and they should be popular enough to have traffic worth winning. A seller who does not yet know which competitors to pick can let automatic targeting test them first.

How is Amazon ad spend split between Sponsored Products, Sponsored Brands and Sponsored Display?

In Astra's 2026 study, Sponsored Products took 89.5% of Amazon ad spend, Sponsored Brands took 8.8% and Sponsored Display took 1.7%. That is the combined spend of 129 advertisers from August 1 to November 15, 2026. The median advertiser spent everything on Sponsored Products. Of the 129

advertisers, 54 (42%) used Sponsored Brands, 36 (28%) put at least 10% of their spend into it, and 27 (21%) used Sponsored Display.

Category	Median share of spend on Sponsored Brands	Advertisers
Health & Household	23%	7
Sports & Outdoors	17%	7
Supplements	6%	9
Clothing, Shoes & Jewelry	4%	8
Pet Supplies	1%	8
Home & Kitchen	0%	14
Grocery & Gourmet Food	0%	13

This section covers a shorter period than the rest of the report, because the ad type breakdown is only available from August 2026. It counts advertisers by account, without combining accounts that share an owner, so the counts differ slightly from the category table. An advertiser counts as using an ad type when it takes at least 1% of spend.

> **TAKEAWAY**
>
> most sellers in the study advertise with Sponsored Products alone, so the benchmarks in this report are mostly Sponsored Products benchmarks. Sponsored Brands takes a meaningful share at the median only in Health & Household and Sports & Outdoors.

ASTRA'S GUIDANCE

Astra treats Sponsored Products as the core, because in Astra's experience it does the most for organic rank. Astra adds Sponsored Brands when a brand has strong creative and a storefront, and starts with Sponsored Brands video, which in Astra's experience converts well at a lower cost per click when the video is good. Astra recommends Sponsored Display only for an established brand, a subscription product or a campaign whose goal is visibility, because in Astra's experience it costs more and converts less. This is Astra's practice, not a result of this study.

How much of an Amazon seller's sales come from ads?

At the median business in Astra's 2026 study, 43% of total sales are attributed to ads, and ad spend equals 14.8% of total sales (67 businesses). Half of the businesses have between 32% and 59% of sales attributed to ads, and a TACOS between 8.7% and 23.9%. Ad-attributed means the shopper clicked an ad before ordering. It does not show how many of those orders would have happened without the ad.

How much should you spend on Amazon ads?

A TACOS of 14.8% means $14.80 of ad spend for every $100 of total sales. By category the median runs from 9.6% in Home & Kitchen to 21.8% in Supplements. At the overall median, a business with $20,000 a month in sales spends about $3,000 a month on ads.

ASTRA'S GUIDANCE

Astra works to 30% to 60% of sales from ads and a TACOS of 10% to 30%, depending on margin. Astra plans at least 10% of revenue for ads on an established product and 40% to 60% of revenue during a launch. Once a product holds its rank, Astra tapers ads to the lowest spend that keeps it there and does not cut to zero. These are Astra's working targets, not results of this study.

Is Amazon PPC worth it?

Astra's 2026 study cannot say whether Amazon PPC is worth it for a given product, because it measures what ads cost and not profit. What it does show is the size of the commitment. At the median business ads account for 43% of sales and cost 14.8% of total sales (67 businesses). Amazon fees and ad spend together take about 47% of sales before the cost of the product (58 businesses), as the fees section explains. Whether that pays depends on the product's margin and its break-even ACOS.

How much does Amazon take in fees?

In Astra's 2026 study, Amazon fees took 32.5% of sales at the median, and half of the businesses paid between 20% and 38% (58 businesses). Refunds took a further 3.7% of sales at the median. In Clothing, Shoes & Jewelry refunds were 13.6% of sales (5 businesses). The fee figure covers most Amazon selling fees and leaves out the monthly seller subscription.

What is left after Amazon fees and ads?

Adding each business's own fees and ad spend, the median business in Astra's 2026 study gives up 47% of sales to Amazon fees and advertising, and half of the businesses fall between 30% and 59% (58 businesses). With each business's refunds added to its own total, the median is about 54%. That is more than 47% plus the 3.7% median refund rate, because it is the median of each business's own total and not a sum of separate medians. All of this is before the cost of the product itself.

> **TAKEAWAY**
>
> test a product's margin against roughly half of the selling price going to Amazon fees, ads and refunds.

What should a new product expect to pay for Amazon ads?

This study does not measure product launches. Its benchmarks come from businesses that already advertise at a measurable volume, so they show the level a product can reach, not its first months. The closest evidence is from 26 businesses that were new to the Astra platform during the study. Their cost per click fell about 13% over their first months, and their ACOS moved from about 40% to about 36%. Those businesses were new to the platform, not necessarily new to Amazon, so this shows a direction and is not a launch benchmark.

ASTRA'S GUIDANCE

the rest of this section is Astra's practice, not a measured result. Astra plans a launch around the upper end of the category's range, not the median. Astra starts a new product on a fixed bid, set above the usual cost per click for the category, to collect data before optimizing. In Astra's experience that means $3 to $4 for supplements and closer to $1.50 to $2 for home and kitchen. Astra expects ad spend of 40% to 60% of revenue during a launch. Before spending, Astra looks for at least 5 reviews, a rating of 3.8 or higher and strong images on the listing. In Astra's experience, if ads do not move sales within one to two weeks, the cause is usually the listing or the price.

About the data

Astra's 2026 study covers 92 Amazon advertising accounts, belonging to 91 businesses, that are connected to Astra, an Amazon advertising platform by Sellrbox. Of those, 90 had enough ad activity to measure. It covers 12 months ending in early November 2026.

- **Period.** Product and ad figures run from November 9, 2025 to November 9, 2026. Search term figures run from November 11, 2025 to November 11, 2026. TACOS, share of sales from ads and the Q4 comparison use November 1, 2025 to October 31, 2026.
- **Medians, not averages.** Unless a section says otherwise, every figure is the median across businesses, and each business counts once, even when it runs several accounts.
- **Medians do not multiply.** Each metric's median is calculated on its own, and often on a slightly different set of businesses. Median cost per click divided by median conversion rate will not equal median cost per order.
- **Minimum activity.** A business counts toward a metric only with enough data behind it. For example, ACOS needs at least 50 ad orders and CPC needs at least 200 clicks. There is no minimum age, so the sample is active advertisers, not only long-established ones.
- **Categories.** Each business is placed in one Amazon category, and a business that sells distinct brands in different categories is split by brand. A category is shown with at least 7 businesses, and a single metric with at least 5.

- **Businesses and accounts.** An account is one business in one marketplace. The marketplace table counts accounts: 68 in the US, 14 in Europe and 10 elsewhere. Everything else counts businesses.
- **Currency.** All amounts are in US dollars, including non-US marketplaces.
- **Ad figures and fees.** Ad figures for each account and product cover all three sponsored ad types: Sponsored Products, Sponsored Brands and Sponsored Display. Amazon fees are the fees Amazon charged against each product's sales, as recorded in Astra. They cover most selling fees and leave out the monthly seller subscription ($39.99 in the US).
- **TACOS and share of sales from ads** use only the months when total sales data was available for the account.
- **Privacy.** No business is named, and no figure is attributed to a business, brand or product.

Four sections use a different basis, and each says so where it appears. The ad type split, the consumable and durable comparison and the reviews and ratings figures cover August 1 to November 15, 2026, the period for which that detail is available. Those three and the day-of-week figures count advertisers by account, without combining accounts that share an owner, which gives up to 129 advertisers. The ad type split is a share of combined spend and not a median.

Two labels separate evidence from practice. A line marked Takeaway is drawn from the figures in this study. A line marked Astra's guidance is how Astra manages accounts. It is practice, not a measured result, and should not be quoted as a finding.

Limits

- The sample is Astra customers, with monthly ad spend from under $100 to more than $100,000. It is not a sample of all Amazon sellers.
- Some category figures rest on 7 to 14 businesses, and the ranges for the smaller categories rest on only a few sellers at each end.
- The Q4 finding rests on one holiday season.
- The study does not measure product launches or profit.
- Sales attributed to ads are not the same as sales caused by ads.

Amazon Advertising Statistics 2026

https://sellrbox.com/research/amazon-advertising-benchmarks/statistics

These are the headline figures from Astra's 2026 benchmark study of Amazon advertising. The study covers 90 businesses over the 12 months to early November 2026, using account data from Astra, an Amazon advertising platform by Sellrbox. Every figure is a median across businesses unless it says otherwise, and each one shows how many businesses it rests on.

Core Amazon PPC statistics

Metric	Median	Middle half of businesses	Businesses
Cost per click (CPC)	$0.89	$0.50 to $1.43	90
Click-through rate (CTR)	0.57%	0.40% to 0.81%	90
Ad conversion rate	6.9%	3.7% to 11.4%	87
ACOS	33%	24% to 57%	85
ROAS	3.0	1.8 to 4.1	85
Cost per ad order	$11.78	$6.14 to $26.42	85
TACOS	14.8%	8.7% to 23.9%	67
Share of sales from ads	43%	32% to 59%	67

- The median Amazon business in Astra's 2026 study pays $0.89 per click (90 businesses).
- The median ACOS is 33%, and half of businesses fall between 24% and 57% (85 businesses).
- The median ad conversion rate is 6.9% (87 businesses).
- The median TACOS is 14.8% (67 businesses).
- Ads account for a median 43% of total sales (67 businesses).
- The median ad order is worth $28.60 and costs $11.78 in ad spend to win (85 businesses).

Amazon PPC statistics by category

Category	Businesses	CPC	CTR	Ad conversion rate	ACOS	TACOS
Home & Kitchen	14	$0.68	0.78%	3.4%	27%	9.6%
Supplements	12	$1.81	0.56%	10.2%	55%	21.8%
Grocery & Gourmet Food	12	$0.90	0.58%	8.6%	36%	13.7%

Category	Businesses	CPC	CTR	Ad conversion rate	ACOS	TACOS
Pet Supplies	9	$1.19	0.42%	10.0%	47%	19.0%
Health & Household	7	$1.10	0.46%	11.5%	29%	20.0%
Sports & Outdoors	7	$1.04	0.56%	4.2%	33%	13.0%
Clothing, Shoes & Jewelry	7	$0.53	0.51%	6.9%	33%	20.0%

The business count is the number behind the CPC figure. ACOS rests on 11 businesses in Home & Kitchen, 11 in Grocery and 8 in Pet Supplies. TACOS rests on fewer in each category, with a minimum of 5.

- Supplement brands pay 2.7 times as much per click as home and kitchen brands, at $1.81 against $0.68.
- Supplements has the highest median ACOS of the seven categories at 55% (12 businesses). Among US supplement brands it is 60%, with a $2.04 cost per click (6 businesses).
- Home & Kitchen has the lowest median ACOS at 27% (11 businesses) and the lowest conversion rate at 3.4% (12 businesses).
- Clothing has the cheapest clicks at $0.53 (7 businesses) and refunds of 13.6% of sales, against 3.7% across all categories (5 businesses).

Amazon ad cost statistics

- US accounts pay a median $0.99 per click and run a 37% ACOS (68 accounts). European accounts pay $0.94 and run 31% (14 accounts). Accounts in other marketplaces pay $0.34 and run 30% (10 accounts).
- Products under $15 convert 9.8% of ad clicks and run a 37% ACOS. Products at $100 and over convert 2.7% and run an 18% ACOS.
- Cost per click rises from $0.53 for products under $15 to $0.99 for products priced $60 to $100.

Q4 Amazon advertising statistics

- In November and December 2025, cost per click was level with the rest of the year, at 1% below the baseline (54 businesses).
- Ad conversion rate was 11% higher in November and December 2025 than the baseline (48 businesses), and ACOS was 8% lower (46 businesses).
- In Black Friday week 2025, cost per click was level and conversion rate was 16% higher (39 and 30 businesses).
- The baseline is February to September 2026, leaving out July. The finding rests on one holiday season.

Amazon search term statistics

- 44% of keyword ad spend went to search terms that produced no order during the year (90 businesses). For the 21 businesses spending $50,000 or more it was 24%.
- About 10% of the search terms that got a click produced an order, and 78% of clicked terms got a single click.
- The ten highest-spend search terms took 30% of a business's keyword spend. The ten best-selling terms brought in 43% of its keyword ad sales.
- Branded searches convert 2.5 times as often as non-branded searches at the median business, comparing each business with its own non-branded searches (26 businesses). The median rates are 23.7% and 10.0%.
- Branded searches ran an 8.3% ACOS against 32.6% for non-branded searches in the same businesses (28 businesses).
- Branded searches took 0.5% of keyword spend and brought in 3.4% of ad sales (84 businesses).
- Searches of five or more words cost the same per click as two-word searches (70 businesses). They converted at 9.0% against 7.5% (51 businesses) and ran a 26% ACOS against 34% (44 businesses).
- Product targeting took 16% of ad spend (90 businesses). Its clicks cost $0.66 against $0.85 for keywords (80 businesses), it converted at 6.0% against 7.8% (67 businesses), and its ACOS was the same at 32% (59 businesses).

Amazon ad type statistics

- Sponsored Products took 89.5% of Amazon ad spend, Sponsored Brands 8.8% and Sponsored Display 1.7%, across 129 advertisers from August 1 to November 15, 2026.
- The median advertiser spent everything on Sponsored Products. 42% of advertisers used Sponsored Brands and 21% used Sponsored Display (129 advertisers).
- The median share of spend on Sponsored Brands was 23% in Health & Household and 17% in Sports & Outdoors, and zero in Home & Kitchen and Grocery (7 to 14 advertisers per category).

Amazon ad statistics by day, reviews and product type

- Amazon ads converted 1% to 2% above a business's own average on weekdays and about 4% below it on Saturday and Sunday. Cost per click was the same every day (125 advertisers, 12 months to mid-November 2026).
- Sunday brought the most ad clicks of any day, at 15.9% of the week's total (125 advertisers).
- Advertised products with 500 or more reviews converted 9.2% of ad clicks at a 28% ACOS, against about 6% and 38% for products with fewer than 50 reviews (32 to 82 advertisers, August 1 to November 15, 2026).

- Products rated under 4.0 stars converted 4.9% of ad clicks, against 7.1% for products rated 4.3 to 4.5 (33 and 60 advertisers).
- Sellers of consumable products converted 8.7% of ad clicks against 5.1% for sellers of durable products, and ran a 42% ACOS against 32% (43 and 50 advertisers).
- The more efficient advertisers in each category paid $0.66 per click against $1.35, converted 10.7% against 6.3%, and advertised 47 products against 9 (34 and 29 businesses).

Amazon fee statistics

- Amazon fees took a median 32.5% of sales, and half of businesses paid between 20% and 38% (58 businesses).
- Refunds took a further 3.7% of sales at the median.
- Amazon fees and ad spend together took 47% of sales at the median business, before the cost of the product (58 businesses). With refunds it was about 54%.
- The fee figure covers most Amazon selling fees and leaves out the monthly seller subscription.

About these figures

The businesses are Astra customers, and their monthly ad spend ranges from under $100 to more than $100,000. The figures describe that group and not every Amazon seller. Ad figures cover Sponsored Products, Sponsored Brands and Sponsored Display. All amounts are in US dollars. The full report explains each figure, and the method page explains how the study was done.

How Astra's Amazon Advertising Benchmarks 2026 Were Calculated

https://sellrbox.com/research/amazon-advertising-benchmarks/method

This page explains where the figures in Astra's Amazon Advertising Benchmarks 2026 come from, how each one is calculated, and what the study cannot tell you. It is written so that anyone quoting a figure can check what stands behind it.

Where does the data come from?

The data is account-level advertising and sales data from Astra, an Amazon advertising platform by Sellrbox. It covers 92 Amazon seller accounts that are connected to Astra. Astra's customer terms allow aggregated and anonymized data to be published. No business, brand or product is named in the report.

Ad figures cover all three sponsored ad types: Sponsored Products, Sponsored Brands and Sponsored Display.

What period does the study cover?

The study covers 12 months ending in early November 2026. Account and product figures run from November 9, 2025 to November 9, 2026. Search term figures run from November 11, 2025 to November 11, 2026. TACOS, share of sales from ads and the Q4 comparison use November 1, 2025 to October 31, 2026. The ad type split, product sales rank and review figures use August 1 to November 15, 2026, the period for which that detail is available.

Who is in the sample?

The sample is Astra customers. Their monthly ad spend ranges from under $100 to more than $100,000. It is not a random sample of Amazon sellers, so the figures describe this group and not the whole marketplace.

Marketplace	Accounts
United States	68
Europe	14
Other marketplaces	10

What counts as one business?

Each business is counted once, however many accounts it has. Accounts with the same owner are combined into one business. Two accounts that hold more than one unrelated brand are split by brand. This gives 91 businesses, of which 90 had enough clicks to measure cost per click.

How is each figure calculated?

Every figure is a median across businesses. The median is the middle business when all are lined up from lowest to highest, so one very large or very unusual business cannot pull the figure. Ranges show the 25th to 75th percentile, which is where the middle half of businesses fall.

Each metric is first calculated for each business over the full period. The median is then taken across businesses. Because each median is calculated separately, the medians do not multiply or add up to one another. For example, the median cost per click divided by the median conversion rate does not equal the median cost per ad order.

Metric	Definition
CPC	Ad spend divided by ad clicks
CTR	Ad clicks divided by ad impressions
Ad conversion rate	Ad orders divided by ad clicks
ACOS	Ad spend divided by ad sales
ROAS	Ad sales divided by ad spend, the inverse of ACOS
Cost per ad order	Ad spend divided by ad orders
TACOS	Ad spend divided by total sales
Share of sales from ads	Ad sales divided by total sales

How much data does a business need to count?

A business counts toward a metric only when it has enough activity for the figure to be stable. A business can count toward one metric and not another, which is why the business counts differ from metric to metric.

Metric	Minimum activity
CPC	200 ad clicks
CTR	50,000 ad impressions
Ad conversion rate	400 ad clicks and 30 ad orders

Metric	Minimum activity
ACOS, cost per ad order, order value	50 ad orders
TACOS and share of sales from ads	50 ad orders, counting only months with total sales data

There is no minimum age for a business. The sample is active advertisers, not only long-established ones.

How are categories assigned?

Each business is placed in one Amazon category based on the products it sells. A category is shown only when at least 7 businesses sell in it, and a single metric is shown only when at least 5 businesses have enough data for it. Seven categories meet that bar and hold 68 of the 90 businesses. The other 22 count only in the all-category figures.

Supplements combines Amazon's Vitamins, Minerals & Supplements and Sports Nutrition categories. Health & Household leaves those out.

How are search terms analyzed?

The search term figures come from about 3.4 million search term rows across 90 businesses.

- **Branded and non-branded.** A branded search is one that contains the seller's own brand name. A search for a competitor's brand counts as non-branded. Six resellers of other companies' brands are left out of the branded figures.
- **Comparisons inside each business.** Branded against non-branded, long searches against short ones, and product targeting against keywords are each compared inside one business first. The median of those comparisons is then taken across businesses.
- **Spend with no orders.** This is the share of keyword spend on search terms that produced no order during the whole period.

How is Q4 measured?

November and December 2025 are compared with a baseline of February to September 2026, leaving out July because of Prime Day. Each business is compared with its own baseline, and the median change is reported. The study holds one holiday season, so the Q4 figures describe 2025 and are not a rule for every year.

Which sections use a different period or count?

Four sections of the report rest on a different basis from the rest. The ad type split, the consumable and durable comparison and the reviews and ratings figures cover August 1 to November 15, 2026, because that level of detail is only available from August 2026. Those three and the day-of-week figures count advertisers by account, without combining accounts that share an owner, which gives up to 129 advertisers.

- **Ad type split.** The headline shares are the combined spend of all 129 advertisers, not a median. An advertiser counts as using an ad type when it takes at least 1% of its spend.
- **Consumable and durable.** Each advertiser is placed by the Amazon product group that takes most of its ad spend. Grocery, health and personal care and beauty count as consumable. Pet products are left out because the group mixes food with one-time items.
- **Reviews and ratings.** Products are grouped by the review count and star rating recorded in November 2026. A product counts when it had at least 150 ad clicks in the period.
- **Day of the week.** Each advertiser's results on a given day are compared with its own average over the 12 months to mid-November 2026, and the median across 125 advertisers is reported.

How are efficient and less efficient advertisers compared?

Each business is compared with the median ACOS of its own category, so that selling in an expensive category does not count against it. Businesses at or below their category's median are the more efficient group and the rest are the less efficient group. Only the seven categories with enough businesses are used, which gives 34 and 29 businesses. The category pages make the same comparison inside one category, where each half holds 5 to 7 businesses. The comparison shows what the two groups look like. It does not show what causes a lower ACOS, and the efficient group is also the group that spends more.

What do the fee figures include?

Amazon fees are the fees Amazon charged against each product's sales, as recorded in Astra. They cover most selling fees and leave out the monthly seller subscription ($39.99 in the US). The fees and ads figure adds each business's own fees and ad spend before taking the median. Fee figures rest on 58 businesses.

What currency is used?

All amounts are in US dollars, including for marketplaces outside the United States.

What are the limits of the study?

- The sample is Astra customers and is not representative of all Amazon sellers.
- Some category figures rest on 7 to 14 businesses, and their ranges rest on only a few sellers at each end.
- The study does not measure profit, so it cannot say whether advertising pays for a given product.
- The study does not measure product launches. The benchmarks come from businesses that already advertise at a measurable volume.
- Ad-attributed sales are sales Amazon credits to an ad. They are not proof the ad caused the sale.
- The Q4 finding rests on one holiday season.
- Prime Day and individual countries are not reported. The ad type split covers August 1 to November 15, 2026 only.

What is measured and what is Astra's guidance?

The report keeps two things apart. A paragraph marked Takeaway states what the data shows. A paragraph marked Astra's guidance states how Astra works in practice, and it is not a result of the study.

Amazon PPC Benchmarks for Supplements 2026

https://sellrbox.com/research/amazon-advertising-benchmarks/supplements

This page reports what supplement brands paid and earned from Amazon ads in Astra's 2026 benchmark study. It covers 12 businesses over the 12 months to early November 2026, using account data from Astra, an Amazon advertising platform by Sellrbox. Every figure is a median across businesses. Supplements here combines Amazon's Vitamins, Minerals & Supplements and Sports Nutrition categories. Six of the 12 brands sell mainly in the United States, and their figures are shown separately because US clicks cost more.

Supplements Amazon PPC benchmarks at a glance

Metric	Supplements median	Middle half of businesses	Businesses	All categories median
Cost per click (CPC)	$1.81	$0.99 to $2.15	12	$0.89
Click-through rate (CTR)	0.56%	0.35% to 0.61%	12	0.57%
Ad conversion rate	10.2%	6.2% to 14.4%	12	6.9%
ACOS	55%	30% to 85%	12	33%
Cost per ad order	$17.35	$7.26 to $30.63	12	$11.78
Ad order value	$33.75	$26.63 to $45.06	12	$28.60
TACOS	21.8%	12.8% to 31.8%	8	14.8%

US supplement brands only	Median	Businesses
Cost per click	$2.04	6
ACOS	60%	6
Ad conversion rate	12.4%	6

What is a good ACOS for supplements on Amazon?

The median supplement brand in Astra's 2026 study runs a 55% ACOS, and half fall between 30% and 85% (12 businesses). That is the highest median ACOS of the seven categories in the study, where the all-category median is 33%. Among US supplement brands the median is 60% (6 businesses).

> **TAKEAWAY**
>
> a 50% ACOS is close to the middle for supplements. It would be in the least efficient quarter in most other categories.

What is the average cost per click for supplements on Amazon?

The median supplement brand in Astra's 2026 study pays $1.81 per click, and half pay between $0.99 and $2.15 (12 businesses). That is about twice the all-category median of $0.89 and the highest of the seven categories. US supplement brands pay a median $2.04, and half of them pay between $1.71 and $2.43 (6 businesses).

What is a good conversion rate for supplement ads on Amazon?

The median supplement brand in Astra's 2026 study converts 10.2% of ad clicks into orders, and half fall between 6.2% and 14.4% (12 businesses). The all-category median is 6.9%. Supplements convert well, but the clicks cost enough that each ad order still costs a median $17.35 against an order value of $33.75 (12 businesses).

> **TAKEAWAY**
>
> supplements pair a high conversion rate with a high ACOS. The cost is in the click price, not in the conversion rate.

How much of a supplement brand's sales go to ads?

The median supplement brand in Astra's 2026 study runs a 21.8% TACOS, against 14.8% across all categories. TACOS rests on fewer businesses than the other figures because it needs total sales data.

Where does supplement ad spend go?

In Astra's 2026 study, 28% of supplement keyword spend went to search terms that produced no order during the year, and half of the brands fell between 22% and 46% (12 businesses). That is well below the all-category median of 44%, which follows from the high conversion rate. About 13% of the search terms that got a click produced an order (12 businesses).

Supplement spend is concentrated in a few terms. The ten highest-spend search terms took 41% of keyword spend, against 30% across all categories, and the ten best-selling terms brought in 49% of keyword ad sales (12 businesses).

> **TAKEAWAY**
>
> in supplements a small set of search terms carries the account, so the bids and placements on those ten or so terms matter more than the long list behind them.

Do longer searches cost less for supplements?

In Astra's 2026 study, longer searches did not cost supplement brands less. The median cost per click was $1.75 for two-word searches (12 businesses), $1.66 for three-word searches (11 businesses), $1.77 for four-word searches (10 businesses) and $1.88 for searches of five or more words (10 businesses). In Home & Kitchen and Grocery the longest searches were the cheapest.

Should supplement brands advertise on their own brand name?

In Astra's 2026 study, branded searches took 2.5% of supplement keyword spend and brought in 9.9% of ad sales (11 businesses). That is the largest branded share of the four biggest categories. In the five brands with enough branded clicks to measure, branded searches ran a median 10.5% ACOS, and branded clicks cost about half as much as the same brand's non-branded clicks (5 businesses).

ASTRA'S GUIDANCE

Astra runs brand defense as a small, separate campaign and judges it on return and on protecting sales already earned, not on ranking.

Is product targeting worth it for supplement brands?

In Astra's 2026 study, product targeting took 12% of supplement ad spend, against 16% across all categories (12 businesses). Inside the same businesses, product targeting clicks cost 24% less than keyword clicks (11 businesses) and converted about 29% less often (10 businesses). ACOS came out about 7% higher than on keywords (10 businesses).

> **TAKEAWAY**
>
> in supplements product targeting bought cheaper clicks but not cheaper orders.

How much do Amazon fees take from supplement sales?

In Astra's 2026 study, Amazon fees took a median 28% of supplement sales, and half of the brands paid between 19% and 33% (7 businesses). Refunds were low at a median 2.1% of sales, and promotions and coupons took a median 4.3%. Adding each brand's own fees and ad spend, the median brand gave up 56% of sales to Amazon fees and advertising, before the cost of the product (7 businesses). The all-category figure is 47%.

> **TAKEAWAY**
>
> more than half of a supplement brand's Amazon revenue can go to fees and ads, so product margin has to carry that before a product is worth advertising.

What separates the more efficient supplement brands?

In Astra's 2026 study, the 12 supplement brands split into a more efficient half, at or below the 55% median ACOS, and a less efficient half above it. Each half holds three US brands and three from other marketplaces. The table shows the median of each half.

Measure	More efficient half (6 brands)	Less efficient half (6 brands)
Cost per click	$1.00	$2.06
Ad conversion rate	11.0%	7.2%
Products advertised	32	6
Keyword spend on search terms with no order	26%	35%
Clicked search terms that produced an order	14.5%	10.3%
Ten highest-spend terms' share of keyword spend	36%	47%
Keyword spend on searches of five or more words	14%	7%

The efficient supplement brands paid half as much per click and converted more often. They advertised more products, spread their spend across more search terms, and put twice as much of it into long, specific searches. The less efficient brands had few products and concentrated nearly half their keyword spend on ten terms, at around $2 a click.

> **TAKEAWAY**
>
> in supplements the less efficient accounts are the ones fighting for a handful of expensive head terms with a small range. The efficient ones still buy those terms but balance them with cheaper, more specific searches.

Does a high ACOS buy organic sales in supplements? Among the 7 supplement brands with total sales data, the brands with a higher ACOS got a smaller share of their sales from ads, which means a larger share was organic. That fits the pattern of paying for rank and selling organically. Those same brands also ran a higher TACOS, so this study does not show whether the trade paid off.

The efficient half are also the larger advertisers, spending about six times as much on ads, so size and experience may explain part of the gap. With 6 brands in each half, read this as a pattern and not a proof.

How do supplement brands win on Amazon?

In Astra's 2026 study, the median supplement brand runs a 55% ACOS but a 21.8% TACOS, and ads account for about a third of its sales (7 businesses). The other two thirds are organic. That gap is how the category works. Clicks are expensive and ad orders are barely profitable on their own, so the brands that do well use ads to hold a search position that keeps producing organic sales.

ASTRA'S GUIDANCE

the points below are how Astra runs supplement accounts. They are Astra's practice, not results of this study.

- **Pay for rank, then earn it back on organic sales.** Astra accepts a high ACOS on a supplement's main keywords for as long as its rank on those keywords is improving. In Astra's experience the margin on the organic sales that follow outweighs the higher ACOS and cost per click. Astra turns off campaigns that do not build rank, even at a decent ACOS.
- **Put the weight on a few hero keywords.** The study shows ten search terms taking 41% of a supplement brand's keyword spend. Astra gives the top 5 to 10 high-volume keywords their own strategy with about 30% to 40% of the budget, and picks them by search volume and conversion rate, not by ACOS. That is in line with the efficient supplement brands in the study, which put 36% of keyword spend on their ten biggest terms. The less efficient brands put 47% there.
- **Win on trust, because the product itself is hard to tell apart.** A bottle of 100% cinnamon is the same ingredient as the next one. In Astra's experience shoppers choose the brand that looks most trustworthy, which comes from premium packaging and strong listing images.
- **Defend the brand name.** Branded searches bring in 9.9% of supplement ad sales in the study, the most of the four largest categories. Supplements are bought again, and repeat buyers search by brand. Astra runs brand defense as its own small campaign so a competitor's ad does not sit above the brand's own listing.
- **Advertise the variation with the most reviews first.** Astra puts the budget behind the one to three flavors or sizes with the strongest reviews and lets shoppers find the others on the listing.
- **Block the wrong formats.** Astra adds negative keywords for formats the product is not, such as tablets for a powder, so the budget is not spent on shoppers looking for something else.
- **Use Q4 to build rank for January.** Supplement demand peaks in January. Astra builds rank in the last weeks of the year so the product is already in position when the peak arrives.
- **Aim for a 7% to 10% conversion rate.** That is Astra's working target for a supplement listing. The median in the study is 10.2%.

- **Sell the outcome, not the ingredient.** Shoppers do not want cinnamon. They want what cinnamon does for them. Astra advises showing the benefit and the use case in the images, not only the bottle. Amazon does not allow disease claims on supplement listings or images, so the benefit has to be worded as support for normal health and has to be something the brand can back up.
- **Look newer than the brands already there.** In Astra's experience many supplement listings are dated, so clean packaging and current images are an advantage on their own. A niche or a blend with little competition is easier to rank than a product every brand already sells, such as protein powder.
- **Budget to reach the top before judging the result.** Astra's experience is that a new supplement with real budget behind it can rank within one to three months, and that a seller should otherwise expect at least three months. Astra advises having a few thousand dollars set aside for ads at launch, because the early clicks are the most expensive ones.
- **Count the repeat orders.** Supplements are bought again, often on Subscribe & Save. If a subscriber stays six months on a $20 product, that customer is worth $120, not $20, and the ad cost to win them can be judged against the larger figure. Astra pairs heavier ad spend with a Subscribe & Save coupon to bring first-time buyers in.
- **Expect specific searches.** In the study the efficient supplement brands put twice as much of their keyword spend into searches of five or more words. Astra's reading is that supplement shoppers search for an exact ingredient, form and dose because it is a health purchase.

What should a new supplement product expect?

This study does not measure product launches. Its figures come from brands that already advertise at a measurable volume.

ASTRA'S GUIDANCE

Astra starts a new supplement on a fixed bid of $3 to $4, above the category's usual cost per click, to collect data before optimizing. Astra expects ad spend of 40% to 60% of revenue during a launch. These are Astra's working practices, not results of this study.

Limits

- The figures rest on 12 businesses, and the US-only figures on 6.
- The ranges rest on only a few sellers at each end.
- Half of the brands sell outside the United States, where clicks are cheaper, which pulls the 12-brand medians down.

- The businesses are Astra customers and are not a sample of all supplement sellers.
- Q4 figures are not reported for this category.

Amazon PPC Benchmarks for Home & Kitchen 2026

https://sellrbox.com/research/amazon-advertising-benchmarks/home-and-kitchen

This page reports what home and kitchen brands paid and earned from Amazon ads in Astra's 2026 benchmark study. It covers 14 businesses over the 12 months to early November 2026, using account data from Astra, an Amazon advertising platform by Sellrbox. Every figure is a median across businesses. Ten of the 14 sell mainly in the United States.

Home & Kitchen Amazon PPC benchmarks at a glance

Metric	Home & Kitchen median	Middle half of businesses	Businesses	All categories median
Cost per click (CPC)	$0.68	$0.38 to $1.10	14	$0.89
Click-through rate (CTR)	0.78%	0.43% to 1.01%	14	0.57%
Ad conversion rate	3.4%	2.1% to 7.7%	12	6.9%
ACOS	27%	21% to 46%	11	33%
Cost per ad order	$15.91	$6.38 to $28.75	11	$11.78
Ad order value	$47.20	$23.63 to $75.73	11	$28.60
TACOS	9.6%	6.5% to 15.9%	10	14.8%

What is a good ACOS for home and kitchen products on Amazon?

The median home and kitchen brand in Astra's 2026 study runs a 27% ACOS, and half fall between 21% and 46% (11 businesses). That is the lowest median ACOS of the seven categories in the study, where the all-category median is 33%. Among the US brands the median is 23% (8 businesses).

> **TAKEAWAY**
>
> an ACOS under 21% puts a home and kitchen brand in the most efficient quarter of this group, and an ACOS over 46% puts it in the least efficient quarter.

What is the average cost per click for home and kitchen on Amazon?

The median home and kitchen brand in Astra's 2026 study pays $0.68 per click, and half pay between $0.38 and $1.10 (14 businesses). The all-category median is $0.89. Supplement brands pay 2.7 times as much, at $1.81.

What is a good conversion rate for home and kitchen ads on Amazon?

The median home and kitchen brand in Astra's 2026 study converts 3.4% of ad clicks into orders, and half fall between 2.1% and 7.7% (12 businesses). That is the lowest of the seven categories and about half the all-category median of 6.9%.

The low conversion rate comes with high order values. The median ad order is worth $47.20, against $28.60 across all categories (11 businesses). So each order costs more to win, at a median $15.91 in ad spend, but brings in enough to keep ACOS low.

> **TAKEAWAY**
>
> a conversion rate of 3% to 4% is normal in Home & Kitchen. Judge it together with order value, not on its own.

Do home and kitchen ad costs go up in Q4?

In Astra's 2026 study, home and kitchen ads got cheaper and more efficient in Q4 2025. Against each brand's own February to September 2026 baseline, leaving out July, cost per click was 10% lower in November and December 2025 (8 businesses), conversion rate was 19% higher (7 businesses) and ACOS was 25% lower (6 businesses).

This rests on one holiday season and a small number of businesses, so read it as what happened in 2025 and not as a rule.

Where does home and kitchen ad spend go?

In Astra's 2026 study, 58% of home and kitchen keyword spend went to search terms that produced no order during the year, and half of the brands fell between 39% and 77% (14 businesses). The all-category median is 44%. Only about 4% of the search terms that got a click produced an order (14 businesses).

This follows from the low conversion rate. At 3.4%, an average search term needs about 30 clicks to produce one order, and 78% of clicked terms got a single click.

Spend is still concentrated. The ten highest-spend search terms took 31% of keyword spend, and the ten best-selling terms brought in 40% of keyword ad sales (14 businesses).

> **TAKEAWAY**
>
> a high share of spend with no orders is expected in this category. The number to watch is whether the terms that do get many clicks are converting.

ASTRA'S GUIDANCE

Astra cuts or negates a search term after 10 to 12 clicks with no sale in most categories. In a low-conversion category such as Home & Kitchen, Astra allows about 15 clicks. Astra keeps a term that is running above break-even ACOS only when it is a high-volume keyword that is building organic rank.

Do longer searches cost less in Home & Kitchen?

In Astra's 2026 study, longer searches cost home and kitchen brands less per click. The median cost per click was $0.65 for two-word searches (13 businesses), $0.65 for three-word searches (14 businesses), $0.57 for four-word searches (13 businesses) and $0.47 for searches of five or more words (12 businesses).

Is product targeting worth it for home and kitchen brands?

In Astra's 2026 study, product targeting took 22% of home and kitchen ad spend, against 16% across all categories (14 businesses). Inside the same businesses, product targeting clicks cost 17% less than keyword clicks (13 businesses) and converted about 26% less often (11 businesses). ACOS came out about 8% lower than on keywords (10 businesses).

> **TAKEAWAY**
>
> in this category product targeting bought cheaper clicks at a slightly lower ACOS than keywords.

ASTRA'S GUIDANCE

Astra targets a competitor's product only when the advertised product beats it on at least two of price, reviews and quality.

Do home and kitchen brands advertise on their own brand name?

In Astra's 2026 study, branded searches took 0.3% of home and kitchen keyword spend and brought in 0.7% of ad sales (14 businesses). In the five brands with enough branded clicks to measure, branded searches converted 2.5 times as often as the same brand's non-branded searches, at a median 15.3% (5 businesses).

A small branded share can mean a brand is not advertising on its name, or that few shoppers search for the brand yet. This data cannot tell the two apart.

How much do Amazon fees take from home and kitchen sales?

In Astra's 2026 study, Amazon fees took a median 27% of home and kitchen sales, and half of the brands paid between 16% and 35% (11 businesses). Refunds took a further 4.6% at the median. Adding each brand's own fees and ad spend, the median brand gave up 32% of sales to Amazon fees and advertising, before the cost of the product (11 businesses). The all-category figure is 47%.

What separates the more efficient home and kitchen brands?

In Astra's 2026 study, the 11 home and kitchen brands with a measurable ACOS split into a more efficient half, at or below the 27% median, and a less efficient half above it. The table shows the median of each half.

Measure	More efficient half (6 brands)	Less efficient half (5 brands)
Ad conversion rate	6.0%	2.5%
Ad order value	$47.64	$36.73
Cost per click	$0.50	$0.42
Products advertised	55	10
Top product's share of ad spend	18%	37%
Keyword spend on search terms with no order	42%	57%
Clicked search terms that produced an order	9.4%	3.8%
Branded share of ad sales	4.7%	1.5%
Product targeting share of ad spend	24%	24%

The listings point the same way. In Astra's account data for August to mid-November 2026, the top advertised product of the efficient brands held a median sales rank of about 62,600 in its Amazon category, against about 139,100 for the less efficient brands (6 and 5 brands). Star ratings did not differ, at about 4.5 in both halves.

In this category the efficient brands did not pay less per click, although across all categories efficient advertisers do. They converted more than twice as often and sold larger orders. They also advertised many more products and leaned less on a single one, and more of their ad sales came from shoppers searching for the brand by name.

Product targeting did not separate the two halves, since both put 24% of spend into it. Across categories it holds up better here than anywhere else. Home & Kitchen is the only one of the seven categories where product targeting ran a lower ACOS than keywords inside the same businesses, and it takes the largest share of spend, at 22% (10 and 14 businesses).

> **TAKEAWAY**
>
> in home and kitchen the gap between efficient and inefficient accounts is conversion rate and order value, which come from the listing and the product, not from cheaper clicks.

The efficient half are also the larger advertisers, spending about seven times as much on ads, so size and experience may explain part of the gap. With 5 or 6 brands in each half, read this as a pattern and not a proof.

How do home and kitchen brands win on Amazon?

In Astra's 2026 study, home and kitchen is the opposite of supplements. Clicks are cheap at $0.68, but only 3.4% of them turn into orders, and each order is large at $47.20. Shoppers compare several products before buying, and few of them search by brand, since branded searches bring in under 1% of ad sales (14 businesses). So most of the spend goes to non-branded searches and competitors' product pages, where the listing is judged next to others.

ASTRA'S GUIDANCE

the points below are how Astra runs home and kitchen accounts. They are Astra's practice, not results of this study.

- **Give search terms more clicks before cutting them.** At a 3.4% conversion rate an average term needs about 30 clicks for one order. Astra's usual rule is to cut after 10 to 12 clicks with no sale. Here Astra allows about 15, and more when the clicks are cheap enough to stay within the product's break-even ACOS.
- **Keep product targeting in the mix.** Home & Kitchen is the one category in the study where product targeting ran a lower ACOS than keywords, though the efficient brands did

not use more of it than the rest. Astra targets a competitor's product only when the advertised product beats it on at least two of price, reviews and quality.

- **Go after longer, more specific searches.** Searches of five or more words cost $0.47 per click in the study against $0.65 for two-word searches. Astra lets automatic and phrase match campaigns find those searches and moves the ones that convert into exact match.
- **Fix the listing before raising bids.** A shopper comparing products decides on the images. In Astra's experience, if ads do not move sales within one to two weeks, the cause is usually the listing or the price.
- **Lean into Q4.** Home and kitchen ads were cheaper and converted better in Q4 2025. Astra uses the extra traffic to raise spend and lower ACOS together.
- **Judge the account on ACOS and order value, not conversion rate.** A 3% conversion rate with a $47 order is a healthy home and kitchen account.
- **Decide whether your product can win on function.** A glass is a glass and a plate is a plate. Where the product does the same job as every other one, Astra's advice is to be the most premium-looking option at a competitive price, through better photography, video, lifestyle shots that show it in a real setting, and packaging.
- **Where function can differ, show the difference.** A garlic press or a chopper can win on a feature, a safety part or a bundle. Astra advises putting that feature in the first images, where a shopper comparing products will see it.
- **Find out what shoppers in the subcategory care about.** For glasses that may be the count, the size or the use, such as whiskey tasting. Astra advises building the listing and its variations around those things, with sizes and pack counts on one listing.
- **Plan for gift buying.** Home and kitchen products are bought as gifts, and in Astra's experience the category does best in November.

What should a new home and kitchen product expect?

This study does not measure product launches. Its figures come from brands that already advertise at a measurable volume.

ASTRA'S GUIDANCE

Astra starts a new home and kitchen product on a fixed bid of about $1.50 to $2, above the category's usual cost per click, to collect data before optimizing. Astra plans a launch around the upper end of the category's range and not the median. These are Astra's working practices, not results of this study.

Limits

- The figures rest on 14 businesses, and some metrics rest on fewer, as shown beside each figure.
- The ranges rest on only a few sellers at each end.
- The businesses are Astra customers and are not a sample of all home and kitchen sellers.
- The Q4 figures rest on one holiday season and 6 to 8 businesses.

Amazon PPC Benchmarks for Grocery & Gourmet Food 2026

https://sellrbox.com/research/amazon-advertising-benchmarks/grocery

This page reports what grocery and gourmet food brands paid and earned from Amazon ads in Astra's 2026 benchmark study. It covers 12 businesses over the 12 months to early November 2026, using account data from Astra, an Amazon advertising platform by Sellrbox. Every figure is a median across businesses. Nine of the 12 sell mainly in the United States.

Grocery Amazon PPC benchmarks at a glance

Metric	Grocery median	Middle half of businesses	Businesses	All categories median
Cost per click (CPC)	$0.90	$0.63 to $1.57	12	$0.89
Click-through rate (CTR)	0.58%	0.31% to 0.78%	12	0.57%
Ad conversion rate	8.6%	4.8% to 12.6%	12	6.9%
ACOS	36%	30% to 49%	11	33%
Cost per ad order	$11.39	$4.83 to $17.29	11	$11.78
Ad order value	$25.42	$15.92 to $32.43	11	$28.60
TACOS	13.7%	10.0% to 18.3%	10	14.8%

US grocery brands only	Median	Businesses
Cost per click	$1.18	9
ACOS	37%	8
Ad conversion rate	10.4%	9

What is a good ACOS for grocery products on Amazon?

The median grocery brand in Astra's 2026 study runs a 36% ACOS, and half fall between 30% and 49% (11 businesses). The all-category median is 33%. Among US grocery brands the median is 37% (8 businesses).

Grocery sits close to the all-category figures. Its cost per click, click-through rate, cost per ad order and TACOS are all within about 8% of the overall medians.

> **TAKEAWAY**
>
> an ACOS under 30% puts a grocery brand in the most efficient quarter of this group, and an ACOS over 49% puts it in the least efficient quarter.

What is the average cost per click for grocery on Amazon?

The median grocery brand in Astra's 2026 study pays $0.90 per click, and half pay between $0.63 and $1.57 (12 businesses). US grocery brands pay a median $1.18 (9 businesses).

What is a good conversion rate for grocery ads on Amazon?

The median grocery brand in Astra's 2026 study converts 8.6% of ad clicks into orders, and half fall between 4.8% and 12.6% (12 businesses). The all-category median is 6.9%. US grocery brands convert a median 10.4% (9 businesses).

Orders are small. The median ad order is worth $25.42 (11 businesses), and the median selling price of a grocery product in the study is about $18 (9 businesses).

> **TAKEAWAY**
>
> grocery converts above average on low-priced products, so the cost of each click matters more than in categories with larger orders.

> **ASTRA'S GUIDANCE**
>
> low-priced products have the least room. In Astra's experience products under about $15 struggle to absorb clicks of $1.50 to $2.

Where does grocery ad spend go?

In Astra's 2026 study, 46% of grocery keyword spend went to search terms that produced no order during the year, and half of the brands fell between 27% and 57% (12 businesses). The all-category median is 44%. About 13% of the search terms that got a click produced an order (12 businesses).

A single search term carries a lot of the account. The highest-spend search term alone took a median 12% of keyword spend, against 8% across all categories. The ten highest-spend terms took 33%, and the ten best-selling terms brought in 48% of keyword ad sales (12 businesses).

> **TAKEAWAY**
>
> in grocery one search term often takes more than a tenth of keyword spend, so check that term's ACOS before anything else.

ASTRA'S GUIDANCE

Astra reviews search terms on a fixed schedule and cuts or negates a term after 10 to 12 clicks with no sale.

Do longer searches cost less for grocery?

In Astra's 2026 study, longer searches cost grocery brands less per click. The median cost per click was $0.92 for two-word searches (10 businesses), $0.88 for three-word searches (11 businesses), $0.81 for four-word searches (9 businesses) and $0.76 for searches of five or more words (9 businesses).

Is product targeting worth it for grocery brands?

In Astra's 2026 study, product targeting took 17% of grocery ad spend, close to the 16% across all categories (12 businesses). Inside the same businesses, product targeting clicks cost 13% less than keyword clicks (10 businesses) but converted about 38% less often (7 businesses). ACOS came out about 26% higher than on keywords (6 businesses).

> TAKEAWAY
>
> in grocery product targeting was less efficient than keywords. The cheaper clicks did not make up for the lower conversion rate.

ASTRA'S GUIDANCE

Astra targets a competitor's product only when the advertised product beats it on at least two of price, reviews and quality.

Do grocery brands advertise on their own brand name?

In Astra's 2026 study, branded searches took 0.9% of grocery keyword spend and brought in 5.0% of ad sales (11 businesses). Too few grocery brands had enough branded clicks to report a branded conversion rate or ACOS for this category. Across all categories, branded searches ran an 8.3% ACOS (28 businesses).

How much do Amazon fees take from grocery sales?

In Astra's 2026 study, Amazon fees took a median 33% of grocery sales, and half of the brands paid between 32% and 37% (8 businesses). Refunds took a further 2.3% at the median. Adding each brand's own fees and ad spend, the median brand gave up 47% of sales to Amazon fees and advertising, before the cost of the product (8 businesses). That matches the all-category figure of 47%.

> **TAKEAWAY**
>
> fees take about a third of grocery sales before any ad spend, which is more than in Home & Kitchen (27%) or Supplements (28%).

What separates the more efficient grocery brands?

In Astra's 2026 study, the 11 grocery brands with a measurable ACOS split into a more efficient half, at or below the 36% median, and a less efficient half above it. The table shows the median of each half.

Measure	More efficient half (6 brands)	Less efficient half (5 brands)
Ad conversion rate	11.0%	5.5%
Cost per click	$0.76	$0.89
Products advertised	30	9
Keyword spend on search terms with no order	26%	51%
Clicked search terms that produced an order	16.8%	7.3%
Branded share of ad sales	12.9%	1.9%
Keyword spend on two-word searches	35%	20%
Keyword spend on searches of five or more words	6%	20%
Ten highest-spend terms' share of keyword spend	44%	31%
Product targeting share of ad spend	23%	13%

The listings point the same way. In Astra's account data for August to mid-November 2026, the top advertised product of the efficient brands held a median sales rank of about 32,100 in its Amazon category, against about 81,600 for the less efficient brands (7 and 5 brands). The efficient brands' advertised products also carried about twice as many reviews, at a spend-weighted median of 216 against 114 (5 brands in each half). Star ratings did not differ, at about 4.4 in both halves.

The efficient grocery brands converted twice as often and wasted half as much spend on search terms with no order. Their spend sat on short, high-volume searches and on a small set of proven terms. The less efficient brands spread a fifth of their keyword spend across long searches. The efficient brands also had real brand demand, with 12.9% of ad sales coming from searches for the brand by name.

> **TAKEAWAY**
>
> in grocery the efficient accounts concentrate on a few short searches that convert and have shoppers who come back asking for the brand. Longer searches cost less per click but are not where the efficient brands spend.

The efficient half are also the larger advertisers, spending about two and a half times as much on ads, so size and experience may explain part of the gap. With 5 or 6 brands in each half, read this as a pattern and not a proof.

How do grocery brands win on Amazon?

In Astra's 2026 study, grocery converts well but leaves little room. The median ad order is worth $25.42 and costs $11.39 in ad spend to win, and Amazon fees take a third of sales before any ad spend (11 and 8 businesses). The category is won on order size and on repeat buyers, because a single low-priced unit cannot carry the cost of the click that sold it.

ASTRA'S GUIDANCE

the points below are how Astra runs grocery accounts. They are Astra's practice, not results of this study.

- **Advertise the variation that gets the best engagement.** In Astra's experience products under about $15 struggle to absorb clicks of $1.50 to $2. Astra advertises the variation with the best click-through and conversion, which is usually the one priced competitively for the category, and leaves larger packs on the same listing without ads. A shopper who clicks the advertised variation and buys the larger pack still counts as a sale, at a higher order value. Astra avoids advertising a variation priced far below the category, such as a $4 item where most sell for $12 to $20.
- **Watch the one search term that carries the account.** The study shows a single term taking a median 12% of grocery keyword spend. When that term is already converting well, Astra leaves it where it is and does not move it into a new campaign just to organize the account. Astra moves a keyword into its own focused campaign only when it has high search volume and is getting less of the spend than it should.
- **Be selective with product targeting.** Product targeting ran a higher ACOS than keywords in grocery in the study. Astra targets a competitor's product only when the advertised product beats it on at least two of price, reviews and quality.
- **Defend the brand name for repeat buyers.** Grocery products are bought again, and branded searches bring in 5.0% of grocery ad sales in the study. Astra runs brand defense as its own small campaign.
- **Build rank on the few high-volume searches.** Astra gives the top 5 to 10 high-volume keywords their own strategy and picks them by search volume and conversion rate, not by

ACOS. The efficient grocery brands in the study put more of their spend on short searches than the rest.

- **Count the repeat orders.** Grocery products run out and are bought again, often on Subscribe & Save. If a subscriber stays six months on a $20 product, that customer is worth $120, not $20, and a higher ACOS on the first order can still pay. Astra advises working out how long a subscriber stays before setting the target, pairing heavier ad spend with a Subscribe & Save coupon, and easing ads back once the subscriber base is large enough.
- **Expect short searches.** Astra's reading of the study is that grocery shoppers search for the product type, such as bread or high-protein bread, and then choose from what they see. That is why the efficient grocery brands spend on short searches, and why the main image and price matter so much on that results page.

What should a new grocery product expect?

This study does not measure product launches. Its figures come from brands that already advertise at a measurable volume.

ASTRA'S GUIDANCE

Astra has no launch bid specific to grocery. Its general launch practice is set out in the main report: a fixed bid above the category's usual cost per click, on a listing that already has reviews and strong images.

Limits

- The figures rest on 12 businesses, and some metrics rest on fewer, as shown beside each figure.
- The ranges rest on only a few sellers at each end.
- The businesses are Astra customers and are not a sample of all grocery sellers.
- Q4 figures are not reported for this category.

Amazon PPC Benchmarks for Pet Supplies 2026

https://sellrbox.com/research/amazon-advertising-benchmarks/pet-supplies

This page reports what pet supplies brands paid and earned from Amazon ads in Astra's 2026 benchmark study. It covers 9 businesses over the 12 months to early November 2026, using account data from Astra, an Amazon advertising platform by Sellrbox. Every figure is a median across businesses. Six of the 9 sell mainly in the United States. With 9 businesses, read the figures as a guide.

Pet Supplies Amazon PPC benchmarks at a glance

Metric	Pet Supplies median	Middle half of businesses	Businesses	All categories median
Cost per click (CPC)	$1.19	$0.66 to $2.86	9	$0.89
Click-through rate (CTR)	0.42%	0.23% to 0.66%	9	0.57%
Ad conversion rate	10.0%	6.8% to 15.5%	8	6.9%
ACOS	47%	24% to over 100%	8	33%
Cost per ad order	$10.83	$4.90 to $22.20	8	$11.78
Ad order value	$19.32	$9.49 to $26.14	8	$28.60
TACOS	19.0%	12.6% to 50.8%	6	14.8%

What is a good ACOS for pet supplies on Amazon?

The median pet supplies brand in Astra's 2026 study runs a 47% ACOS (8 businesses). The all-category median is 33%. The range is the widest of the seven categories. A quarter of the pet brands run under 24%, and a quarter spend more on ads than their ads bring in, which is an ACOS over 100%.

> **TAKEAWAY**
>
> pet supplies has no narrow normal range in this study. A brand under 24% is in the most efficient quarter, and the median of 47% is well above most other categories.

What is the average cost per click for pet supplies on Amazon?

The median pet supplies brand in Astra's 2026 study pays $1.19 per click, and half pay between $0.66 and $2.86 (9 businesses). The all-category median is $0.89. US pet brands pay a median $1.63 (6 businesses).

Pet ads also get clicked less often. The median click-through rate is 0.42%, the lowest of the seven categories (9 businesses).

What is a good conversion rate for pet supplies ads on Amazon?

The median pet supplies brand in Astra's 2026 study converts 10.0% of ad clicks into orders, and half fall between 6.8% and 15.5% (8 businesses). The all-category median is 6.9%.

The high ACOS comes from small orders and not from poor conversion. The median ad order is worth $19.32, against $28.60 across all categories, while a click costs more than average (8 businesses).

> **TAKEAWAY**
>
> pet supplies pairs above-average click costs with below-average order values. That combination, and not the conversion rate, is what pushes ACOS up.

ASTRA'S GUIDANCE

low-priced products have the least room. In Astra's experience products under about $15 struggle to absorb clicks of $1.50 to $2.

How much of a pet brand's sales go to ads?

The median pet supplies brand in Astra's 2026 study runs a 19.0% TACOS, against 14.8% across all categories. TACOS rests on fewer businesses than the other figures because it needs total sales data.

Where does pet supplies ad spend go?

In Astra's 2026 study, 45% of pet supplies keyword spend went to search terms that produced no order during the year, and half of the brands fell between 42% and 54% (9 businesses). The all-category median is 44%. About 16% of the search terms that got a click produced an order (9 businesses).

Pet spend is spread across more search terms than the all-category median. The ten highest-spend search terms took 25% of keyword spend, against 30% across all categories, and the ten best-selling terms brought in 38% of keyword ad sales (9 businesses).

ASTRA'S GUIDANCE

Astra reviews search terms on a fixed schedule and cuts or negates a term after 10 to 12 clicks with no sale.

Do longer searches cost less for pet supplies?

In Astra's 2026 study, longer searches did not cost pet brands less. The median cost per click was $1.34 for two-word searches (6 businesses), $1.30 for three-word searches (7 businesses), $1.36 for four-word searches (7 businesses) and $1.76 for searches of five or more words (5 businesses).

Is product targeting worth it for pet supplies brands?

In Astra's 2026 study, product targeting took 19% of pet supplies ad spend, against 16% across all categories (9 businesses). Inside the same businesses, product targeting clicks cost 19% less than keyword clicks (8 businesses) and converted about 27% less often (6 businesses). ACOS came out about the same as on keywords (5 businesses).

> **TAKEAWAY**
>
> in pet supplies product targeting bought cheaper clicks at about the same ACOS as keywords.

Do pet brands advertise on their own brand name?

In Astra's 2026 study, branded searches took 0.2% of pet supplies keyword spend and brought in 0.7% of ad sales (9 businesses). Too few pet brands had enough branded clicks to report a branded conversion rate or ACOS for this category.

What separates the more efficient pet supplies brands?

This study cannot answer that with figures. Only 8 pet brands have a measurable ACOS, which leaves 4 in each half, below the study's minimum of 5 businesses for a published figure. The direction matches the other categories: the more efficient pet brands advertise many more products, convert more often and have shoppers searching for the brand by name.

How do pet supplies brands win on Amazon?

In Astra's 2026 study, pet supplies has the hardest ad economics of the four largest categories. Clicks cost more than average at $1.19, orders are small at $19.32, and a quarter of the brands spend more on ads than their ads bring in (8 businesses). Conversion is not the problem, at 10.0%. The brands that make ads work in this category are the ones whose order is large enough to pay for the click.

ASTRA'S GUIDANCE

the points below are how Astra runs pet supplies accounts. They are Astra's practice, not results of this study.

- **Check the price before the bids.** In Astra's experience products under about $15 struggle to absorb clicks of $1.50 to $2, and under $10 in categories where clicks cost more. Astra advertises the variation with the best click-through and conversion, which is usually the one priced competitively for the category, and leaves larger packs on the same listing without ads, where they raise order value.
- **Work on click-through rate.** Pet ads have the lowest click-through rate of the seven categories in the study, at 0.42%. A low click-through rate is expected early in a launch, while targeting settles. If it is still below the category once campaigns have matured, Astra looks at what a shopper sees in search results: the title, main image, price and reviews. Price and the main image are the two a seller can change, so Astra compares them with the competitors on the same page.
- **Be selective with product targeting.** Product targeting clicks cost 19% less than keyword clicks in the study, but ACOS came out about the same, so it did not lower the cost of an order. Astra targets a competitor's product only when the advertised product beats it on at least two of price, reviews and quality.
- **Do not count on longer searches being cheaper.** In the study they were not, at $1.76 per click for five or more words against $1.34 for two.
- **Hold a high ACOS only while rank is improving.** Astra accepts a high ACOS on a product's main keywords while its rank is moving up, then tapers ads to the lowest spend that keeps the rank.
- **Treat consumables and one-time products differently.** Food, treats and supplements for pets run out and are bought again, so a customer is worth more than the first order and can go on Subscribe & Save. Astra judges those ads against the repeat orders and accepts a higher ACOS on the first one. A one-time product such as a bed or a toy has to pay for its ad on a single order.
- **Remember a consumable can be switched.** Each time a consumable runs out, the buyer can choose another brand. Astra uses brand defense and Subscribe & Save coupons to keep those buyers.

What should a new pet product expect?

This study does not measure product launches. Its figures come from brands that already advertise at a measurable volume.

ASTRA'S GUIDANCE

Astra has no launch bid specific to pet supplies. Its general launch practice is set out in the main report. Because pet clicks cost more than average and orders are small, Astra checks that the product's price can carry the category's cost per click before any launch spend.

Limits

- The figures rest on 9 businesses, and most metrics rest on 8 or fewer.
- The ranges rest on only two or three sellers at each end.
- Amazon fee figures are not reported for this category because too few pet brands had fee data.
- Q4 figures are not reported for this category.
- The businesses are Astra customers and are not a sample of all pet supplies sellers.

Amazon PPC Benchmarks for Health & Household 2026

https://sellrbox.com/research/amazon-advertising-benchmarks/health-and-household

This page reports what health and household brands paid and earned from Amazon ads in Astra's 2026 benchmark study. It covers 7 businesses over the 12 months to early November 2026, using account data from Astra, an Amazon advertising platform by Sellrbox. Every figure is a median across businesses. This category leaves out supplements, which have their own page. With 7 businesses, read the figures as a guide.

Health & Household Amazon PPC benchmarks at a glance

Metric	Health & Household median	Middle half of businesses	Businesses	All categories median
Cost per click (CPC)	$1.10	$0.46 to $1.53	7	$0.89
Click-through rate (CTR)	0.46%	0.31% to 0.65%	7	0.57%
Ad conversion rate	11.5%	6.7% to 14.3%	7	6.9%
ACOS	29%	27% to 71%	7	33%
Cost per ad order	$6.37	$3.23 to $19.31	7	$11.78
Ad order value	$18.46	$15.64 to $22.20	7	$28.60
TACOS	20.0%	10.3% to 39.4%	7	14.8%

What is a good ACOS for health and household products on Amazon?

The median health and household brand in Astra's 2026 study runs a 29% ACOS, and half fall between 27% and 71% (7 businesses). The all-category median is 33%. The range is lopsided: the efficient half sit close together just under 29%, and the rest run far higher.

What do clicks cost and how well do they convert in Health & Household?

The median health and household brand in Astra's 2026 study pays $1.10 per click and converts 11.5% of ad clicks into orders, the highest conversion rate of the seven categories (7 businesses). Orders are the smallest in the study, at a median $18.46, and each ad order costs a median $6.37 to

win.

> **TAKEAWAY**
>
> health and household products sell easily once clicked, but the orders are small, so the click price decides whether an ad pays.

How much of a health and household brand's sales go to ads?

The median health and household brand in Astra's 2026 study runs a 20.0% TACOS, against 14.8% across all categories (7 businesses). Ads bring in about half of sales in this group, 52% at the median (6 businesses), which is why TACOS is high next to a 29% ACOS. Amazon fees take a median 37% of sales, and fees and ad spend together take 58% before the cost of the product (6 businesses). The all-category figure is 47%.

> **TAKEAWAY**
>
> of the six categories with fee data, this is the one where fees and ads take the largest share of sales, so margin needs checking before scaling ads.

Where does health and household ad spend go?

In Astra's 2026 study, 36% of health and household keyword spend went to search terms that produced no order during the year, below the all-category median of 44% (7 businesses). Product targeting took 17% of ad spend. Inside the same businesses its clicks cost 12% less than keyword clicks but converted about 37% less often, and ACOS came out about 21% higher than on keywords (7, 7 and 6 businesses).

Health and household brands use Sponsored Brands more than any other category in the study. It took a median 23% of their ad spend from August to mid-November 2026, against zero for the median advertiser overall (7 advertisers).

Longer searches did not cost less. The median cost per click was $0.98 for two-word searches and $1.26 for searches of five or more words (7 and 6 businesses).

> **TAKEAWAY**
>
> in this category keywords were more efficient than product targeting, and longer searches were not cheaper.

ASTRA'S GUIDANCE

many health and household products are consumables that are bought again. Astra judges those ads against repeat orders and not only the first one, and uses Subscribe & Save coupons and brand defense to keep buyers who could switch when the product runs out. This is Astra's practice, not a result of this study.

Limits

- The figures rest on 7 businesses, and some on 6.
- The ranges rest on only two sellers at each end.
- The businesses are Astra customers and are not a sample of all health and household sellers.
- Q4 figures are not reported for this category.

Amazon PPC Benchmarks for Sports & Outdoors 2026

https://sellrbox.com/research/amazon-advertising-benchmarks/sports-and-outdoors

This page reports what sports and outdoors brands paid and earned from Amazon ads in Astra's 2026 benchmark study. It covers 7 businesses over the 12 months to early November 2026, using account data from Astra, an Amazon advertising platform by Sellrbox. Every figure is a median across businesses. With 7 businesses, read the figures as a guide.

Sports & Outdoors Amazon PPC benchmarks at a glance

Metric	Sports & Outdoors median	Middle half of businesses	Businesses	All categories median
Cost per click (CPC)	$1.04	$0.64 to $1.35	7	$0.89
Click-through rate (CTR)	0.56%	0.47% to 0.85%	7	0.57%
Ad conversion rate	4.2%	3.7% to 7.5%	7	6.9%
ACOS	33%	21% to 54%	7	33%
Cost per ad order	$23.13	$12.06 to $27.69	7	$11.78
Ad order value	$50.97	$22.32 to $95.60	7	$28.60
TACOS	13.0%	9.0% to 19.8%	6	14.8%

What is a good ACOS for sports and outdoors products on Amazon?

The median sports and outdoors brand in Astra's 2026 study runs a 33% ACOS, and half fall between 21% and 54% (7 businesses). That matches the all-category median of 33%.

What do clicks cost and how well do they convert in Sports & Outdoors?

The median sports and outdoors brand in Astra's 2026 study pays $1.04 per click and converts 4.2% of ad clicks into orders, against 6.9% across all categories (7 businesses). Orders are the largest in the study, at a median $50.97, and each ad order costs a median $23.13 to win.

> **TAKEAWAY**
>
> sports and outdoors works like home and kitchen. Conversion is low and orders are large, so judge an account on ACOS and order value and not on conversion rate alone.

How much of a sports and outdoors brand's sales go to ads?

The median sports and outdoors brand in Astra's 2026 study runs a 13.0% TACOS, and ads bring in half of its sales (6 businesses). Amazon fees take a median 25% of sales, and fees and ad spend together take 44% before the cost of the product (5 businesses). The all-category figure is 47%.

Where does sports and outdoors ad spend go?

In Astra's 2026 study, 31% of sports and outdoors keyword spend went to search terms that produced no order during the year, the second lowest of the seven categories after supplements and well below the all-category median of 44% (7 businesses). Spend is concentrated. The ten highest-spend search terms took 38% of keyword spend, against 30% overall.

Brand search matters more here than in most categories. Branded searches brought in a median 7.1% of ad sales, against 3.4% across all categories (7 businesses). Sponsored Brands took a median 17% of ad spend from August to mid-November 2026 (7 advertisers).

Product targeting took 12% of ad spend, the lowest share with supplements. Inside the same businesses its clicks cost 19% less than keyword clicks and converted about 29% less often (6 and 5 businesses). Search length made no difference to click cost, which stayed between $1.02 and $1.09 from two words to five or more.

> **TAKEAWAY**
>
> sports and outdoors brands in the study waste the least spend, lean on a small set of search terms, and have more shoppers searching for them by name.

> **ASTRA'S GUIDANCE**
>
> Astra gives a brand's top high-volume keywords their own campaign when they are getting less spend than they should, and runs brand defense once shoppers are searching for the brand. In a low-conversion category Astra allows about 15 clicks before cutting a search term, where its usual rule is 10 to 12. This is Astra's practice, not a result of this study.

Limits

- The figures rest on 7 businesses, and some on 5 or 6.
- The ranges rest on only two sellers at each end.

- The businesses are Astra customers and are not a sample of all sports and outdoors sellers.
- Q4 figures are not reported for this category.

Amazon PPC Benchmarks for Clothing, Shoes & Jewelry 2026

https://sellrbox.com/research/amazon-advertising-benchmarks/clothing

This page reports what clothing, shoes and jewelry brands paid and earned from Amazon ads in Astra's 2026 benchmark study. It covers 7 businesses over the 12 months to early November 2026, using account data from Astra, an Amazon advertising platform by Sellrbox. Every figure is a median across businesses. The group runs from low-priced everyday items to premium apparel, so the ranges are wide. With 7 businesses, read the figures as a guide.

Clothing Amazon PPC benchmarks at a glance

Metric	Clothing median	Middle half of businesses	Businesses	All categories median
Cost per click (CPC)	$0.53	$0.43 to $1.23	7	$0.89
Click-through rate (CTR)	0.51%	0.33% to 0.74%	7	0.57%
Ad conversion rate	6.9%	1.3% to 17.1%	7	6.9%
ACOS	33%	25% to 40%	7	33%
Cost per ad order	$7.20	$4.85 to $39.60	7	$11.78
Ad order value	$38.45	$18.78 to $104.09	7	$28.60
TACOS	20.0%	13.9% to 24.1%	6	14.8%

What is a good ACOS for clothing on Amazon?

The median clothing, shoes and jewelry brand in Astra's 2026 study runs a 33% ACOS, and half fall between 25% and 40% (7 businesses). That matches the all-category median, and it is the narrowest ACOS range of the seven categories.

What do clicks cost and how well do they convert in clothing?

The median clothing brand in Astra's 2026 study pays $0.53 per click, the lowest of the seven categories, and converts 6.9% of ad clicks into orders (7 businesses). Conversion varies more here than anywhere else, from 1.3% to 17.1% for the middle half, and order values run from about $19 to $104.

> **TAKEAWAY**
>
> clothing clicks are cheap, but one conversion benchmark does not fit the category. Compare a clothing account with brands at a similar price.

How much do refunds and fees take from clothing sales?

In Astra's 2026 study, refunds took a median 13.6% of clothing sales, against 3.7% across all categories (5 businesses). Amazon fees took a median 25% of sales, and fees and ad spend together took 50% before the cost of the product (5 businesses). With refunds on top, a clothing brand gives up well over half of its sales before paying for the product.

The median clothing brand runs a 20.0% TACOS (6 businesses), and ads bring in 62% of its sales, the highest share of the seven categories (5 businesses).

> **TAKEAWAY**
>
> in clothing the return rate changes the math more than the ad metrics do. An ACOS that looks fine before returns can be a loss after them.

Where does clothing ad spend go?

In Astra's 2026 study, clothing ad spend is spread across more search terms than in any other category. The ten highest-spend search terms took a median 20% of keyword spend, against 30% overall, and the ten best-selling terms brought in 24% of keyword ad sales, against 43% overall (7 businesses). Spend on search terms with no order was 44% of keyword spend, level with the all-category median.

Product targeting took 20% of ad spend. Inside the same businesses its clicks cost about the same as keyword clicks, converted about 19% less often, and ran an ACOS about 4% higher (6 businesses). Search length made no difference to click cost, which stayed between $0.57 and $0.60 from two words to five or more.

Branded searches brought in a median 1.8% of ad sales, below the 3.4% across all categories (5 businesses).

> **TAKEAWAY**
>
> clothing has no small set of search terms that carries the account. Sales come from many terms, each bringing in a little.

ASTRA'S GUIDANCE

on a listing with many sizes and colors, Astra advertises the variation with the best click-through and conversion and lets the others sell from the same page. This is Astra's practice, not a result of this study.

Limits

- The figures rest on 7 businesses, and some on 5 or 6.
- The ranges rest on only two sellers at each end, and the group mixes very different price points.
- The businesses are Astra customers and are not a sample of all clothing sellers.
- Q4 figures are not reported for this category.

Get a strategy for your own account

This report shows what is normal in your category and how brands in it tend to win. It cannot tell you what to do with your own products. Astra's strategists will look at your Amazon storefront and tell you, on a free call, which of these findings apply to you and what to change first. All we need to prepare is your storefront link.

Book a free strategy call

Astra is the Amazon advertising platform behind this study, and the call is with the Astra team. Astra builds and adjusts campaigns for every product in a catalog every day, so a strategy like the ones in this report is carried out without the daily work. If you want to act on the plan from your call, you can run it on Astra free for 30 days, with a strategist's help included during the trial.

- **Self-service:** start a free 30-day trial and run Astra yourself.
- **Managed:** book a call and Astra's team runs the account for you.
- **Demo:** see Astra in a live demo.