

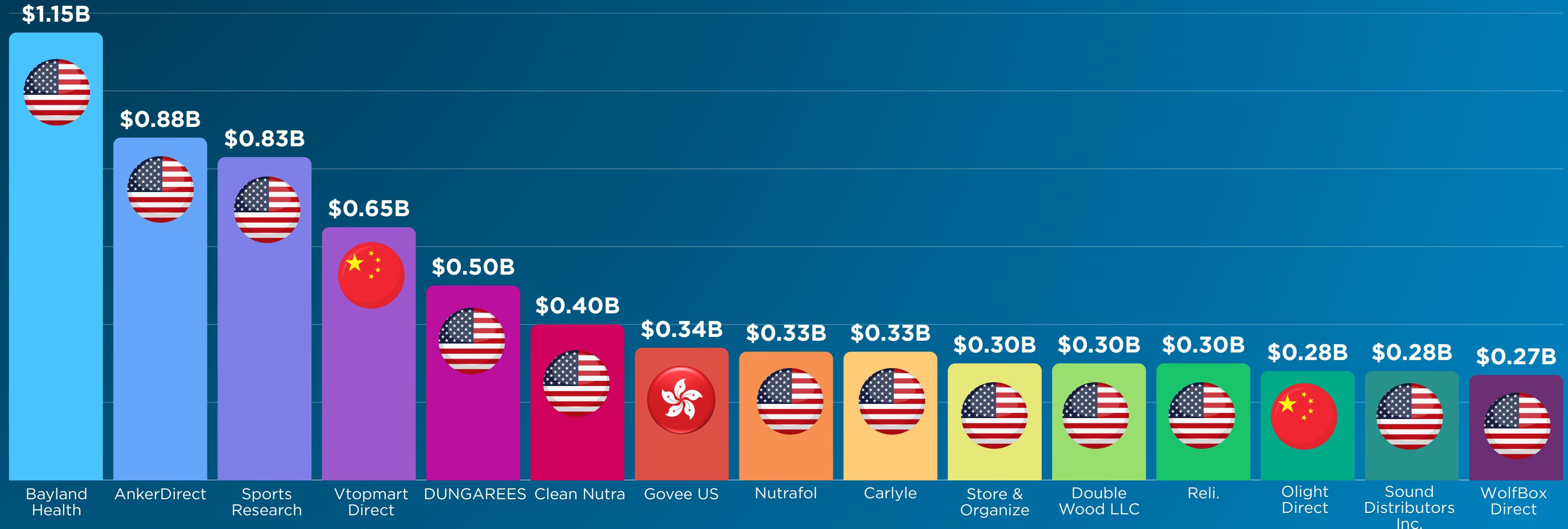
MONTHLY TOP AMAZON SELLERS

February 2026

Amazon.com Marketplace

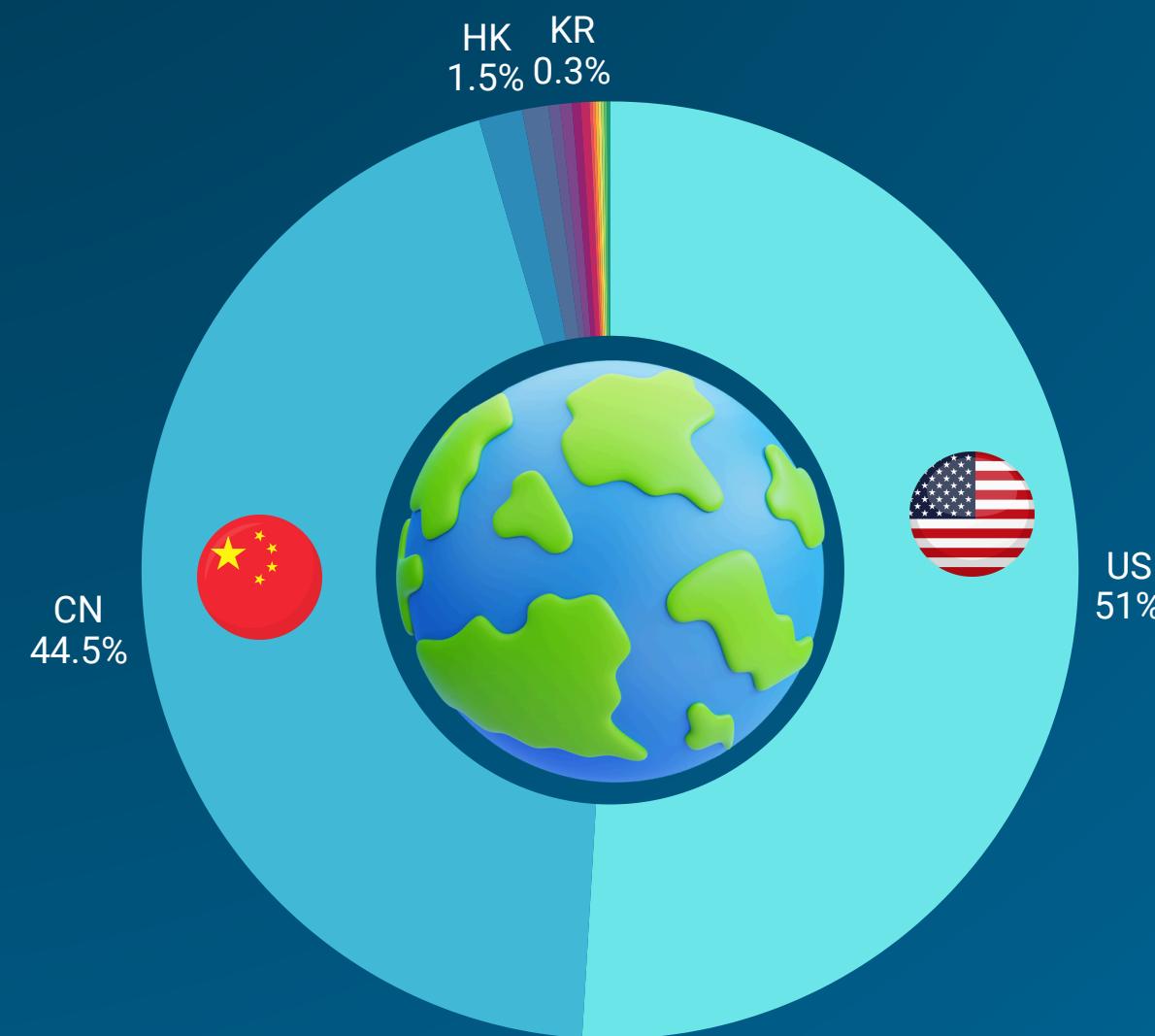


TOP SELLERS BY REVENUE



TOP SELLERS BY COUNTRY

● US ● CN ● HK ● CA ● IN
● GB ● KR ● JP ● VN ● OM
● DE ● AU ● IL ● FR ● TW



Sellers are heavily concentrated in two places: the United States and China. The U.S. has just over half of all sellers (51%), with China close behind at 44.5%. The rest of the world barely registers—Hong Kong (1.5%) and South Korea (0.3%) are the only other countries to crack even 1%, while places like Canada, India, Great Britain, and Germany represent tiny fractions.

SELLER SPOTLIGHT: VTOPMART DIRECT

- **Estimated Amazon Revenue: \$649.3M**
- **Month-over-Month Revenue Growth: +75.11%**
- **30-Day Rank: #165**
- **Country: China (CN)**
- **Business Model: Private Label / D2C**

Vtopmart Direct has built a substantial business by focusing exclusively on home organization products—plastic containers, drawer dividers, and pantry bins. The category supports repeat purchases as customers' storage needs evolve over time,

The company generates an estimated \$649M in revenue and is growing at 75% month-over-month. Their product listings are consistently well-executed: professional photography, detailed A+ content, and strong review performance with ratings above 4 stars. This indicates sustained investment in brand quality rather than price competition alone.



SELLER SPOTLIGHT: VTOPMART DIRECT

With nearly 300 SKUs, Vtopmart has become a go-to brand for household organization. Customers who purchase one product often discover others that fit related needs, creating built-in cross-sell opportunities. A customer buying fridge bins might also need pantry organizers or drawer dividers—all available within the same brand ecosystem.

The approach isn't flashy, but it works. Vtopmart has turned a mundane product category into a recognizable brand and a scalable Amazon operation.



TOP ASINS BY REVENUE

Rank	Product	ASIN	Price (USD)	Units Sold	30-Day Revenue (USD)
1	Bounty Paper Towels Quick Size, White, 16 Family Rolls	B079VP6DH5	\$87.95	100,000	\$8.80M
2	Xbox Series X - Gaming Console (1TB)	B08H75RTZ8	\$697.95	10,000	\$6.98M
3	Meta Quest 3 (512GB) VR Headset	BOCD1JTBSC	\$689.00	10,000	\$6.89M
4	Core Power Elite High Protein Shake (42g)	B01DDIRDZA	\$65.99	100,000	\$6.60M
5	Core Power Protein Shake (26g, 12-Pack)	B07LD2NV9X	\$75.00	80,000	\$6.00M
6	PlayStation 5 Console (1TB)	B0FRGTYSL5	\$589.99	10,000	\$5.90M
7	GE XWFE Refrigerator Water Filter	B0882ZJ48W	\$65.00	90,000	\$5.85M
8	Nintendo Switch 2 + Mario Kart Bundle	B0FC5FJZ9Z	\$557.95	10,000	\$5.58M
9	Dyson V11 Origin Cordless Vacuum	BOOFZPRUTY	\$549.95	10,000	\$5.50M
10	Charmin Ultra Soft Toilet Paper (24 Rolls)	B0798DVT68	\$54.97	100,000	\$5.50M
11	Nintendo Switch 2 System	B0F3GWXLTS	\$519.99	10,000	\$5.20M
12	Charmin Ultra Soft Toilet Paper (18 Rolls)	B07986PWD3	\$56.49	90,000	\$5.08M
13	Shark Navigator Lift-Away Upright Vacuum	B00JH98GR4	\$169.00	30,000	\$5.07M

*Based on the previous 30 days of selling activity. Data collected February 1, 2026.



PRODUCT SPOTLIGHT

Meta Quest 3 (512GB)

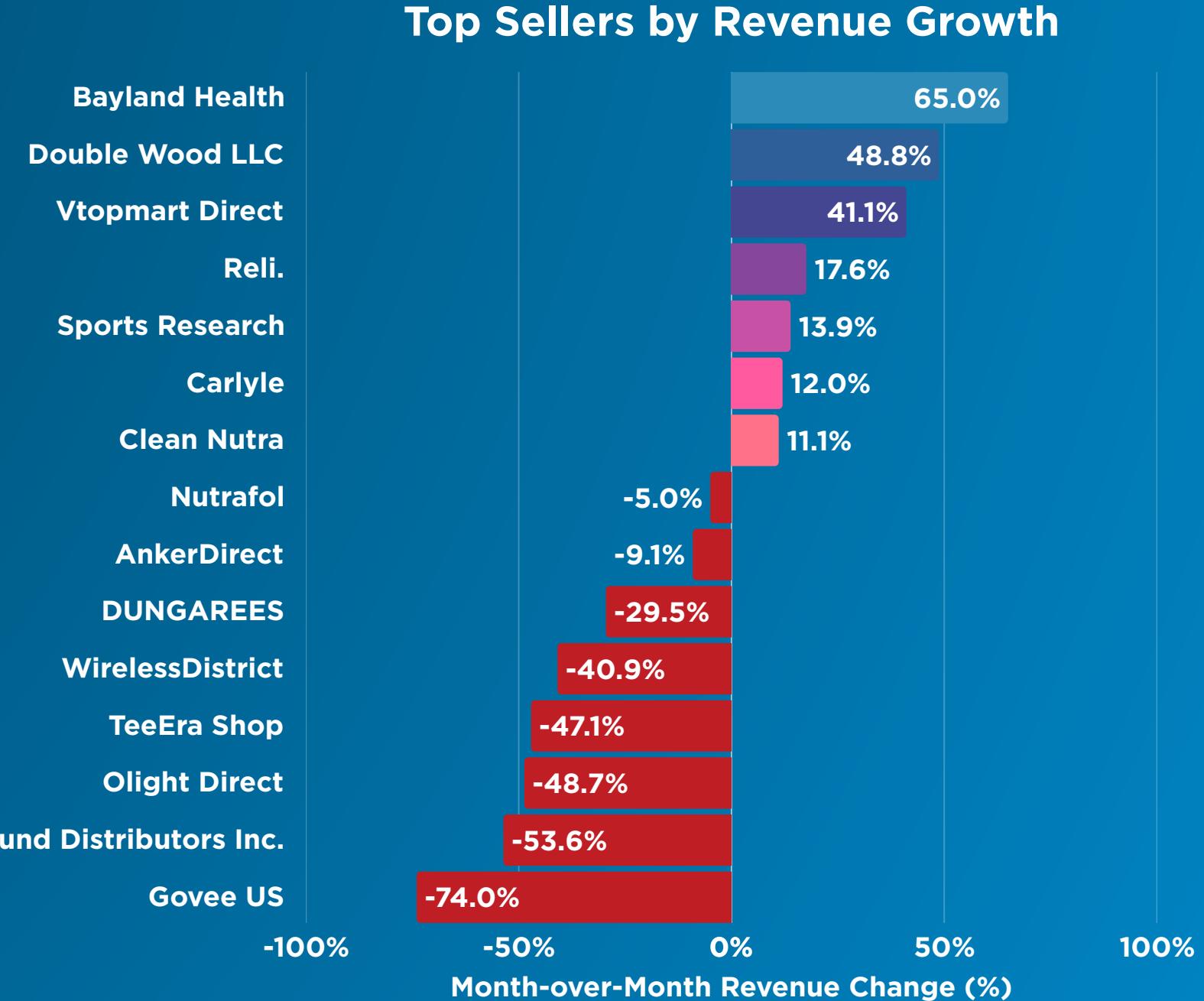
- ASIN: BOCD1JTBSC
- Price point: \$689
- 30-day units sold: ~10,000
- 30-day revenue: ~\$6.89M

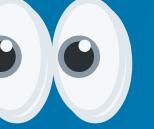
MONTHLY REVENUE GROWTH & DECLINE

Performance among top sellers is sharply divided this month. Several large operators posted strong month-over-month growth, led by Bayland Health and Vtopmart Direct, showing continued momentum at the top of the revenue rankings.

At the same time, several previously high-performing sellers—including Govee US, WirelessDistrict, and DUNGAREES—experienced notable declines. This likely reflects normalization after earlier spikes or pullbacks in category demand.

Revenue concentration remains high, but growth is uneven. Gains are driven by a smaller group of sellers, while others are adjusting after exceptionally strong prior months.



SNOOP ON ANY AMAZON SELLER 

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