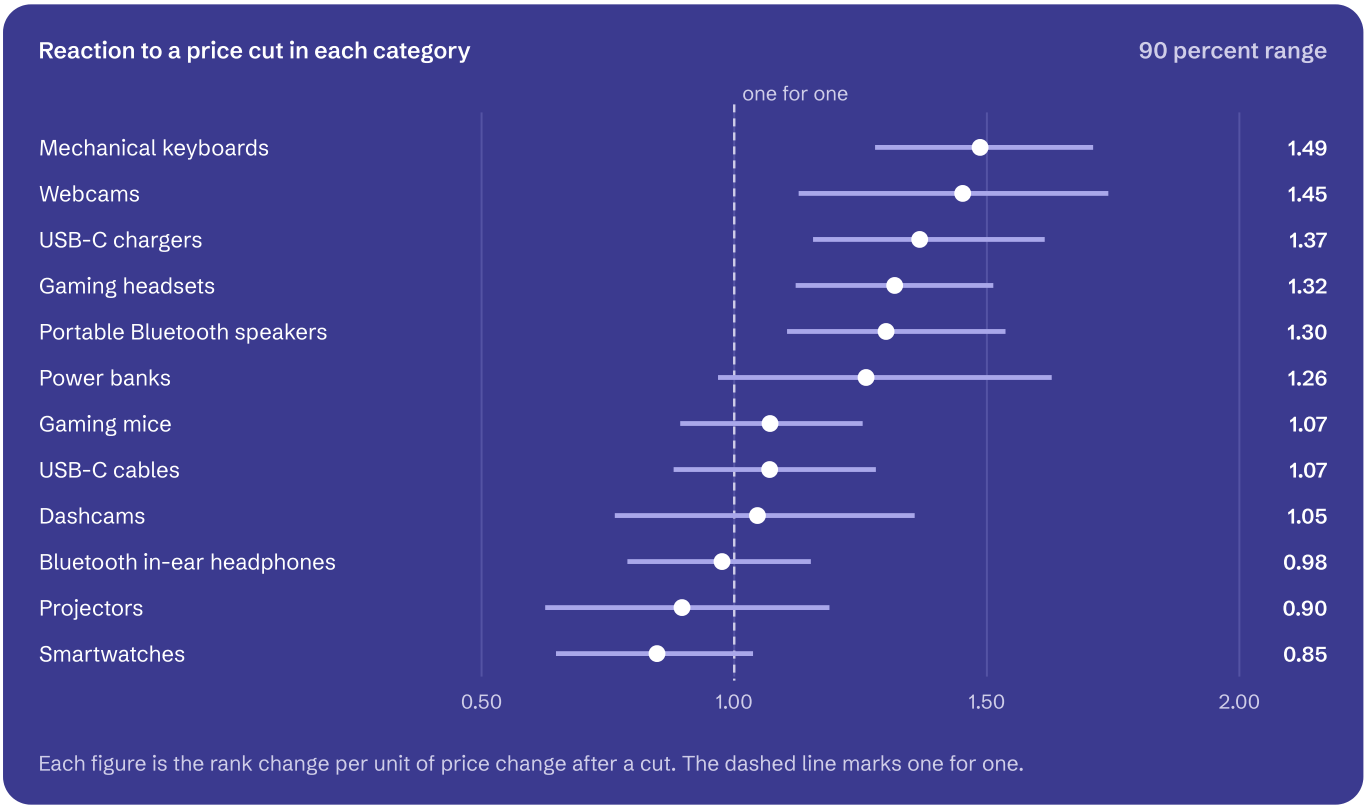
For brands that run deals on Amazon

How deep does your next deal on Amazon need to go?

Q4 2026: Consumer Electronics Accessories

This issue measures 12 categories on amazon.de against products that kept their price. In 10 of them, a cut beyond 25 percent bought clearly more rank than a cut of 5 to 15 percent.



22,484 usable price changes · 4,007 products curated · 12 categories
Difference-in-differences · 90 percent ranges · study protocol v1.1

Daniel Benedikt Zemitzsch · marketplace-economics.com

Start here

Find your category

Each row answers the questions a brand asks before a deal, for one category. The first two figures are the rank change per 10 percent price change, with the 90 percent range in brackets. The last column leads to the full page.

Category	A 10% cut gained, rank %	A 10% rise cost, rank %	First cut size that beat a small cut	A rise of 5 to 15% cost	Price level	Way in for a new product	Page
Mechanical keyboards	15 (13 to 17)	8 (6 to 10)	15 to 25%	no clear cost	No clear gap	none named	12
Webcams	15 (11 to 17)	3 (less than 1 to 7)	over 25%	no clear cost	No clear gap	none named	13
USB-C chargers	14 (12 to 16)	10 (7 to 13)	15 to 25%	11%	No clear gap	€20.05 to €22.85	14
Gaming headsets	13 (11 to 15)	7 (5 to 9)	15 to 25%	12%	No clear gap	none named	15
Portable Bluetooth speakers	13 (11 to 15)	5 (4 to 8)	15 to 25%	11%	Cuts best above €66	none named	16
Power banks	13 (10 to 16)	8 (6 to 10)	over 25%	15%	No clear gap	none named	17
Gaming mice	11 (9 to 13)	7 (6 to 9)	15 to 25%	9%	Rises costly above €40	none named	18
USB-C cables	11 (9 to 13)	4 (2 to 6)	over 25%	no clear cost	No clear gap	none named	19
Dashcams	10 (8 to 14)	9 (6 to 11)	none	12%	No clear gap	none named	20
Bluetooth in-ear headphones	10 (8 to 12)	9 (7 to 11)	over 25%	12%	Weakest below €25	none named	21
Projectors	9 (6 to 12)	10 (7 to 13)	none	19%	No clear gap	none named	22
Smartwatches	8 (6 to 10)	7 (6 to 8)	over 25%	16%	Rises cheap below €40	€43.04 to €55.13	23

A small cut is a cut of 5 to 15 percent. "none" means no larger cut beat it with the two ranges apart. "No clear gap" means the ranges of the price groups overlap. The rise column shows the average rank cost of all rises of that size.

How to use this issue

Start with this table and the results on the next page. Then read the page of your own category and the decision page for your next price move. Page 24 turns the numbers into a plan for a brand week, and page 25 shows how to test them on your own products.

How to read a figure

A figure of 1.00 means a 10 percent price change moved the sales rank by 10 percent. Above 1.00 the rank moved further than the price, below 1.00 less far.

What the range means

Every figure carries a 90 percent range. Where two ranges do not touch, I treat the difference as a result. Where they overlap, I report the point values as an observation.

What held this quarter

What held across the categories

01 **No category reacted less than one for one to a cut.** 12 of 12

In every category the cut range reaches one for one or lies above it. In 5 of 12 the whole range lies above one for one: mechanical keyboards, webcams, USB-C chargers, gaming headsets and portable Bluetooth speakers. There a 10 percent cut bought more than 10 percent of rank.

02 **A price rise cost less rank than a cut gained in 6 of 12 categories.** 6 of 12

In mechanical keyboards, webcams, gaming headsets, portable Bluetooth speakers, gaming mice and USB-C cables the two ranges are apart, and the cut figure is the larger one each time. In the other six they overlap. In no category did a rise cost clearly more than a cut gained.

03 **A cut of more than 25 percent beat a cut of 5 to 15 percent in 10 of 12 categories.** 10 of 12

Only in dashcams and projectors did the steps overlap. A cut of 15 to 25 percent beat a small one in 5 of 12 categories. In the other 7 the medium cut could not be told apart from the small one.

04 **Rises of 5 to 15 percent cost rank in 9 of 12 categories.** 9 of 12

Only mechanical keyboards, webcams and USB-C cables showed no clear cost for a small rise. In the other 9 categories a rise of that size cost between 9 and 19 percent of rank on average.

05 **In 4 of 12 categories the more expensive products reacted more.** 4 of 12

In these categories the price groups show a gap with ranges apart. For cuts these are portable Bluetooth speakers, Bluetooth in-ear headphones and smartwatches, for rises gaming mice, Bluetooth in-ear headphones and smartwatches. In each of these gaps the more expensive group reacted more. The Q3 issue found the same direction in all six of its gaps.

06 **After a cut, competitors moved their prices at most 11 percent more often than usual.** 12 of 12

After a cut, competitors moved their prices between 15 percent less and 11 percent more often than in a normal two-week window. These figures have no range, so they are observations. In every category, more than half of all first moves fell on the same day as the trigger, which I cannot read as a reaction.

07 **Only two categories offer a price band I can recommend for a launch.** 2 of 12

In USB-C chargers the band from €20.05 to €22.85 and in smartwatches the band from €43.04 to €55.13 show enough newcomers that made it. In the other ten categories the evidence in every band was too thin to recommend one.

How these figures were made

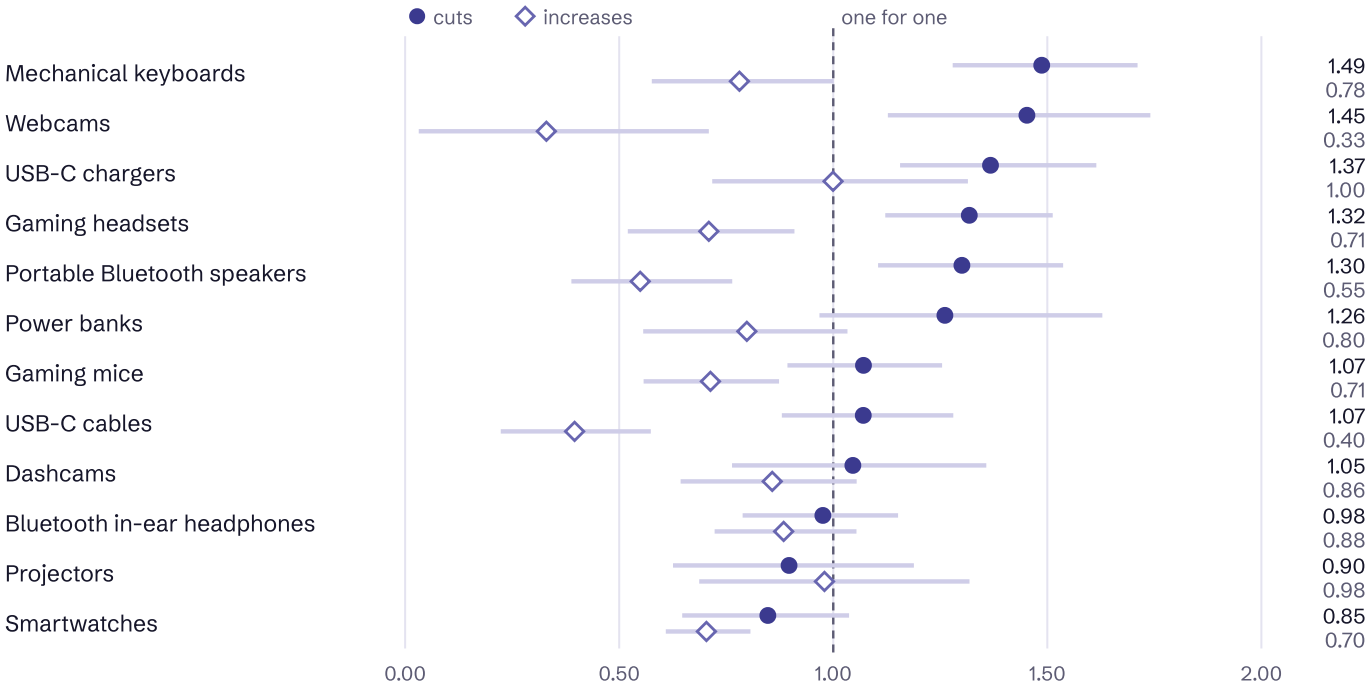
Every figure compares a product that changed its price with products in the same category that kept their price over the same days. I measure the sales rank on Amazon over days 3 to 14 after a change. I cannot see units sold. The figures cover plain price changes without deal or coupon markers, and a deal badge can add visibility on top. The full method is in the appendix on page 26.

Decision 1 · Running a deal

Does a price cut move the rank in my category?

The answer this quarter

A price cut moved the rank in every category. A 10 percent cut gained about 8 percent of rank in smartwatches and about 15 percent in mechanical keyboards, and the ranges of these two categories do not touch.



Each category appears twice: the circle marks the reaction to a cut and the diamond the reaction to a rise. The line through each marker is its 90 percent range, and the dashed line marks one for one.

Where the whole line of a circle sits right of the dashed line, the rank moved further than the price. Five categories pass that test for cuts: mechanical keyboards, webcams, USB-C chargers, gaming headsets and portable Bluetooth speakers.

For rises, no category passes it. The highest rise figure is USB-C chargers at 1.00 [0.72 to 1.31], about one for one. The lowest is webcams at 0.33 [0.03 to 0.71].

The order of the categories is the order of their cut figure. It is the same order as Part Two, which starts on page 12.

What 0.85 and 1.49 mean

Smartwatches at 0.85: a 10 percent cut improved the rank by about 8 percent. Mechanical keyboards at 1.49: the same cut improved it by about 15 percent.

Act on this

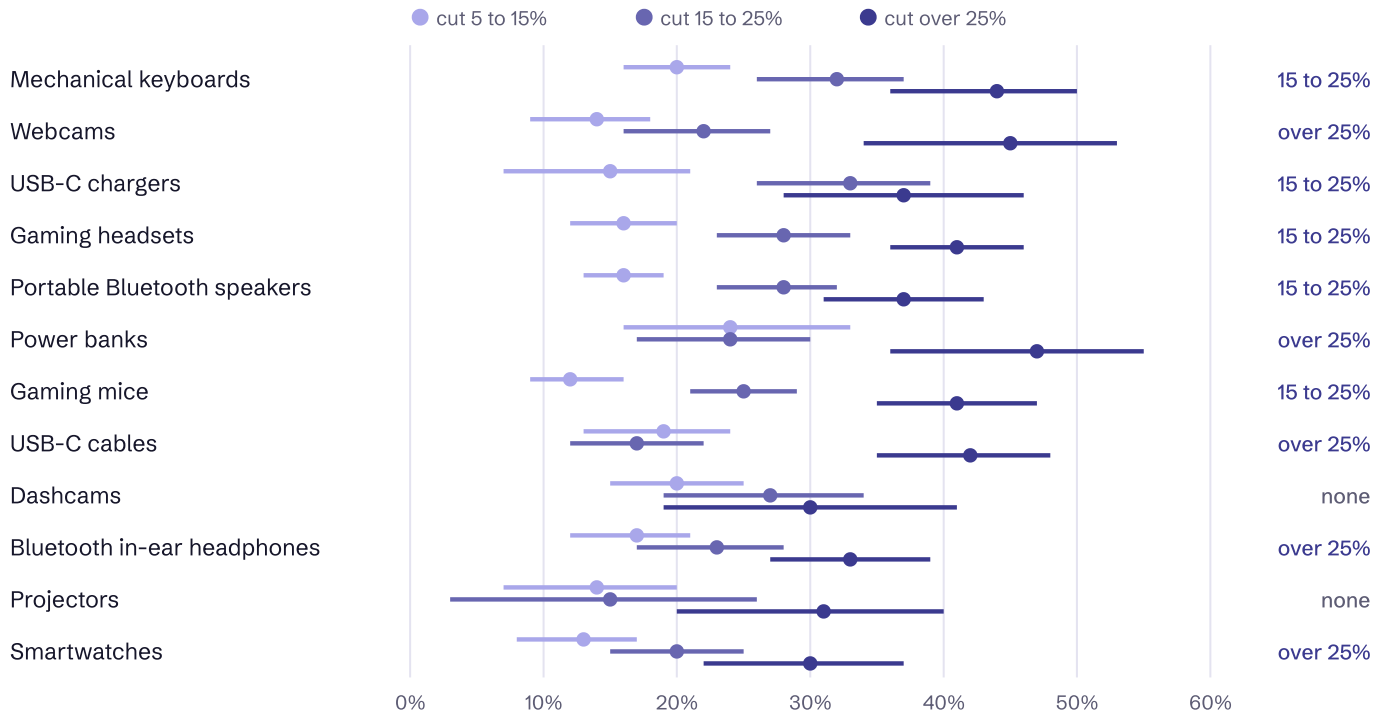
Before you plan the size of a deal, open the step chart on your category page. It shows what cuts of each size did in your category.

Decision 2 · Deal depth

How deep does the deal need to go?

The answer this quarter

A cut of more than 25 percent beat a cut of 5 to 15 percent in 10 of 12 categories. A cut of 15 to 25 percent beat the small one in only 5.



The chart shows the rank improvement after cuts of three sizes, with 90 percent ranges. The figure on the right is the first size whose range is apart from the small cut.

In power banks and USB-C cables, the medium cut did no better than the small one on its point value: 24 against 24 percent in power banks, 17 against 19 percent in USB-C cables. Beyond 25 percent both jumped, to 47 and 42 percent.

Dashcams and projectors are the two categories where no step stood out. There every cut moved the rank, by 14 to 31 percent, but I cannot show that a deeper one added more.

In mechanical keyboards, USB-C chargers, gaming headsets, portable Bluetooth speakers and gaming mice, a cut of 15 to 25 percent bought clearly more than a small one. In 3 of these five, a cut beyond 25 percent was not clearly better than the medium cut.

Before you go deep

A deeper cut costs margin on every unit. Whether the extra rank pays for it depends on how rank turns into units for your product, which this issue cannot measure.

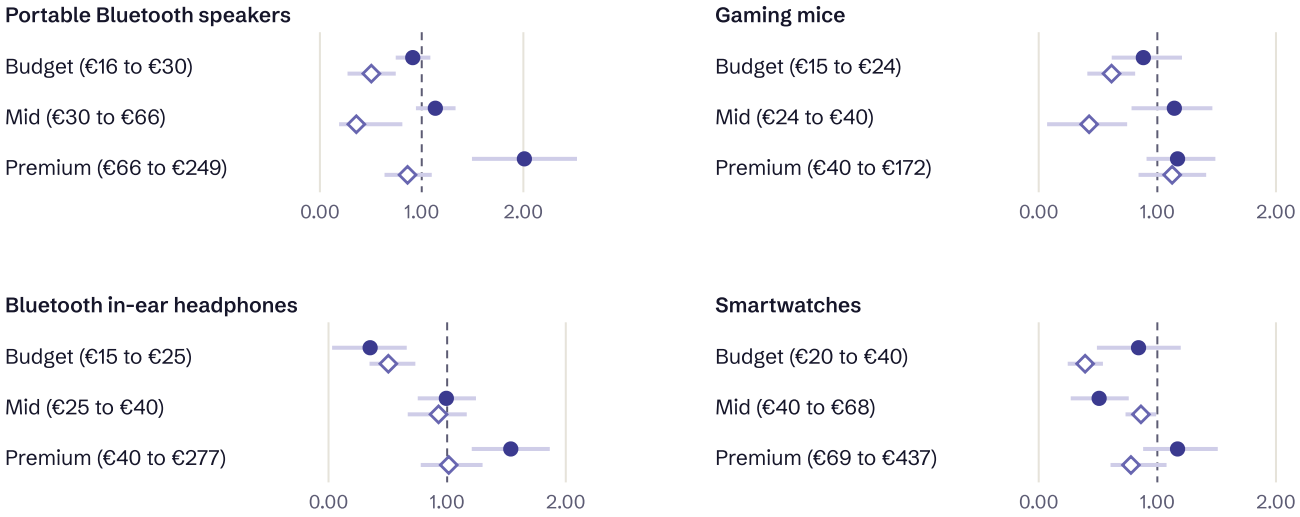
Act on this

Outside the five categories where a medium cut showed a clear extra, plan a deal either small or beyond 25 percent. A cut of 15 to 25 percent there bought no rank I can show over a small one.

Which products should get the deal money?

The answer this quarter

In 4 of 12 categories the price level decides. There the more expensive products reacted more, to cuts and to rises. In the other 8 the price groups overlap, and the category figure is the best guide.



Each category is split into three price groups of similar size. The circle marks the reaction to a cut and the diamond the reaction to a rise, each with its 90 percent range. The dashed line marks one for one, and a dashed range includes zero.

In **portable Bluetooth speakers**, a 10 percent cut gained about 20 percent of rank above €66 and about 9 below €30.

In **Bluetooth in-ear headphones**, a cut gained about 4 percent below €25 and about 15 above €40. A rise cost about 5 percent below €25 and about 10 above €40.

In **smartwatches**, a 10 percent rise cost about 4 percent of rank below €40 and about 9 from €40 to €68. A cut gained about 5 percent from €40 to €68 and about 12 above €69.

In **gaming mice**, a 10 percent rise cost about 11 percent of rank above €40 and about 6 below €24.

Where the price groups overlap

In mechanical keyboards, webcams, USB-C chargers, gaming headsets, power banks, USB-C cables, dashcams and projectors I cannot rank the price groups. Use the category figure for every product there.

Act on this

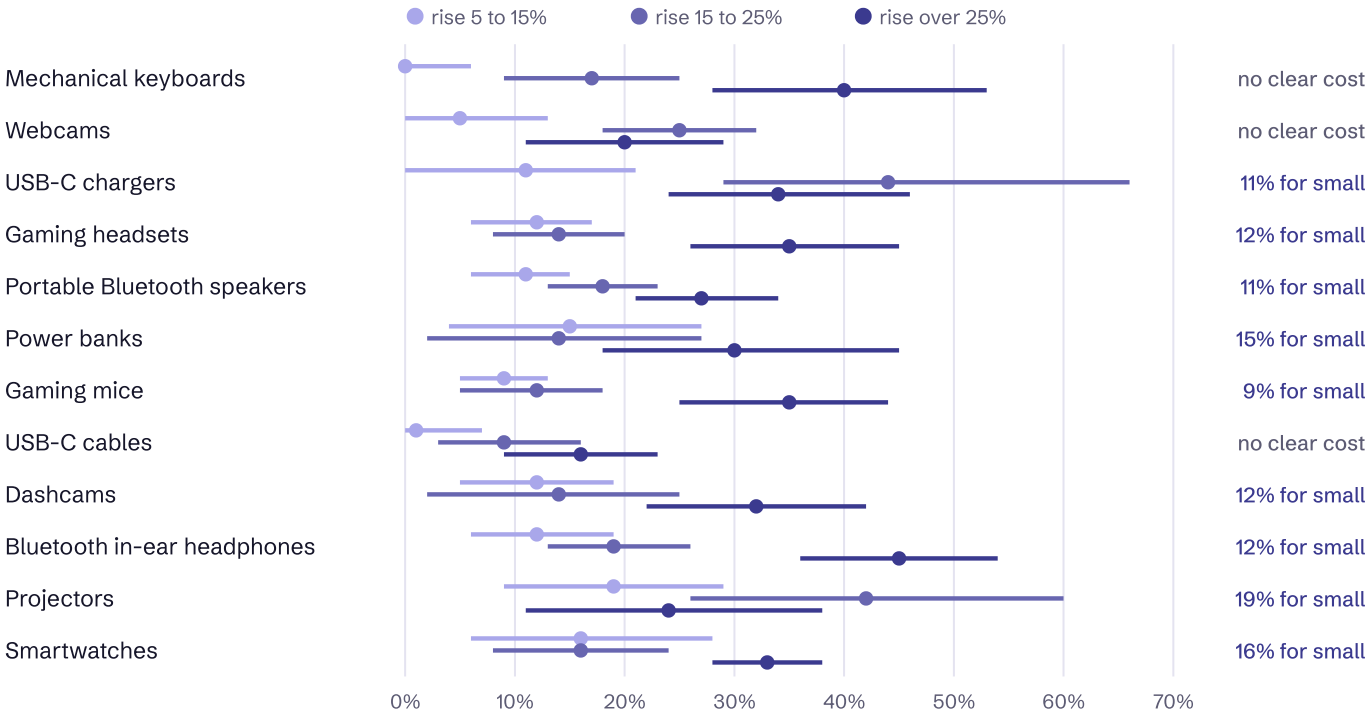
In these four categories, put the deal budget where cuts reacted most and pass a needed price rise on where rises cost least. The category pages give the price limits of each group.

Decision 4 · Price rises

Can I raise the price, and by how much?

The answer this quarter

A rise cost less rank than a cut gained in 6 of 12 categories. A 10 percent rise cost about 3 percent of rank in webcams and about 10 percent in USB-C chargers. Rises of 5 to 15 percent showed no clear cost in 3 categories.



The chart shows the rank cost of rises of three sizes, with 90 percent ranges. The right column gives the average cost of a rise of 5 to 15 percent.

Above 15 percent the cost jumped in mechanical keyboards, webcams and USB-C chargers: the ranges of small and medium rises are apart. Above 25 percent it jumped in mechanical keyboards, gaming headsets, gaming mice, Bluetooth in-ear headphones and smartwatches.

In webcams, USB-C chargers and projectors, the largest rises cost less on their point value than the medium ones. Those two steps overlap, so this is an observation.

A rise of 5 to 15 percent showed no clear cost in mechanical keyboards, webcams and USB-C cables. In the other categories it cost between 9 and 19 percent of rank on average.

The rank cost of a rise

These figures are rank, measured against products that kept their price. A rise also changes your margin per unit, which can outweigh a small loss of rank.

Act on this

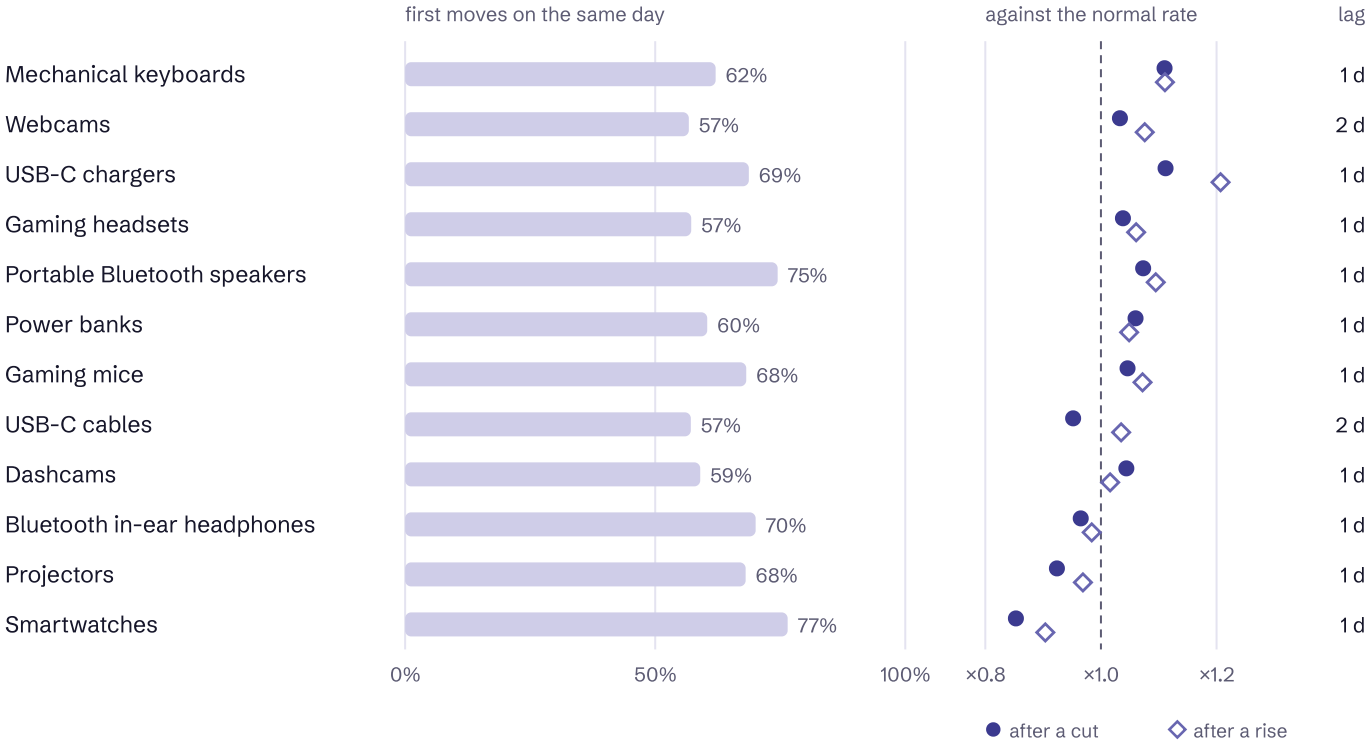
If a rise is needed, split it into steps below 15 percent in mechanical keyboards, webcams, USB-C chargers and USB-C cables. In the other categories, a small step also cost rank.

Decision 5 · Competitors

Will competitors answer my price move?

The answer this quarter

After a cut, competitors changed their prices between 15 percent less and 11 percent more often than they do anyway. In 4 of 12 categories they moved less often than usual.



The bars show the share of first competitor moves on the same day as the trigger. The markers show how often competitors moved within 14 days, against their own normal rate from the year before. The lag is the median number of days to the first move after a cut. None of these figures has a range.

Within 14 days of a cut, some competitor changed a price after 94 to 99 percent of all cuts. That is about as often as competitors change their prices anyway.

Between 57 and 77 percent of first moves fell on the same day as the trigger. I leave those out, because on the day itself I cannot tell a reaction from a coincidence. The median first move came after one day, in webcams and USB-C cables after two.

Rises drew a little more movement than cuts in 10 of 12 categories, most in USB-C chargers at 21 percent above the normal rate. Without a range, this is an observation.

Why the rank figures already allow for this

Every rank figure in this issue is measured against products in the same category that kept their price. Their rank moves in the same market, on the same days.

Act on this

Plan a deal on its own rank effect. Hold back no budget for a price war. In no category did competitors move more than 11 percent more often than usual after a cut.

Decision 6 · Launch

Where can a new product get in?

The answer this quarter

In two categories I can name a price band: USB-C chargers from €20.05 to €22.85 and smartwatches from €43.04 to €55.13. In the other ten the evidence was too thin.

Category	New products in 24 months	Now in the top third	Left again	Band named by the scoring	Band I recommend
Mechanical keyboards	60	8	2	€119 to €141	no band
Webcams	78	15	6	€107 to €129	no band
USB-C chargers	100	26	2	€20.05 to €22.85	€20.05 to €22.85
Gaming headsets	30	3	2	€15.76 to €19.48	no band
Portable Bluetooth speakers	163	22	18	€198 to €249	no band
Power banks	135	5	8	€31.71 to €36.02	no band
Gaming mice	59	9	1	€51.68 to €63.18	no band
USB-C cables	93	20	10	€17.86 to €20.54	no band
Dashcams	139	16	23	€103 to €126	no band
Bluetooth in-ear headphones	167	17	17	€105 to €134	no band
Projectors	233	28	14	€229 to €275	no band
Smartwatches	360	76	41	€190 to €243	€43.04 to €55.13

The scoring in my tool rates each price band by how crowded it is and how newcomers fared there. I overrule it where too few newcomers in the band could be judged, or too few of them made it.

In every category some newcomers reached the top third. Across the twelve categories, 1,617 products launched in the last 24 months. 245 of them now rank in the top third of their category, and 144 have left again.

In USB-C chargers, 3 of the 5 newcomers I could judge in the band reached the top third. Only 8 products sit in it, so this is a lead on a small base.

In smartwatches, the scoring points to €190 to €243, where only one newcomer could be judged. Between €43.04 and €55.13 I could judge 20 newcomers, and 12 of them reached the top third.

Act on this

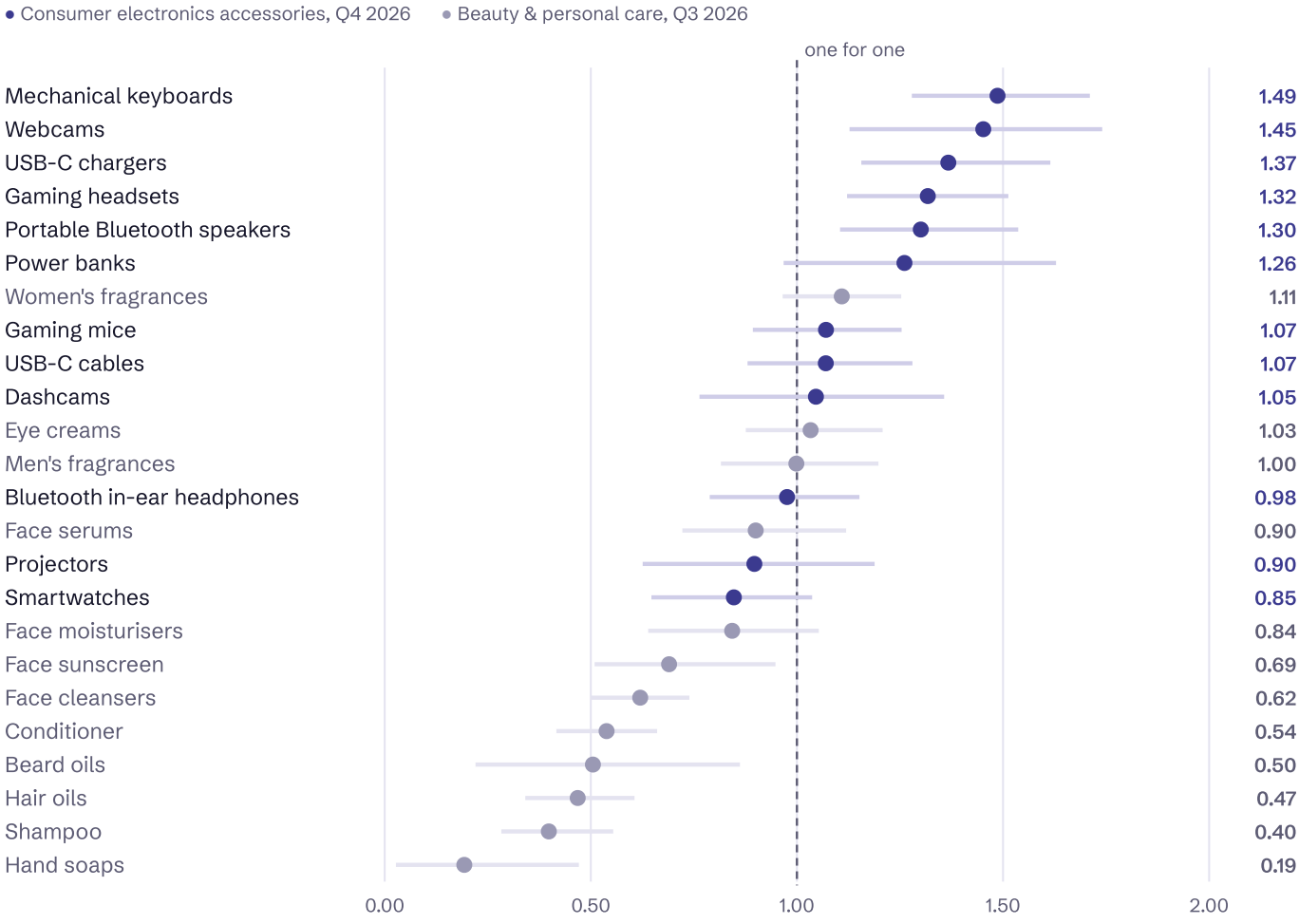
Outside these two bands, plan a launch as a test with weekly rank checks against products that kept their price. Set the date for your decision before the launch.

Two quarters

A 10 percent cut gained between 2 and 15 percent of rank across 24 categories

What changed between the quarters

In Q3 no beauty category moved more than one for one on a cut, and 7 of 12 moved less. In Q4 no electronics category moved less, and 5 of 12 moved more.



The chart shows the reaction to a cut with its 90 percent range. Q3 figures are quoted as published in the Q3 2026 issue.

Rises show the same shift. In Q3, 9 of 12 categories reacted less than one for one to a rise. In Q4 it was 6 of 12.

The range for hand soaps ends at 0.47 and the range for mechanical keyboards starts at 1.28, so the lowest and the highest category do not overlap.

Can the two quarters be compared?

Both quarters use the same measurement with identical thresholds and 90 percent ranges. Protocol v1.1 changed one rule for Q4, about which category nodes a set keeps. Page 27 has the details.

Act on this

Do not carry a discount habit from one category into another. Look up the figure of each category you sell in, and plan each one on its own.

Example

One brand plans its brand week

An accessories brand on amazon.de plans a brand week. It sells portable Bluetooth speakers, Bluetooth in-ear headphones and USB-C cables. Its first plan is 20 percent off every product for the week.

1 **Check where a cut works.**
Speakers above €66 gained about 20 percent of rank per 10 percent cut, speakers below €30 about 9. In-ear headphones below €25 gained about 4 percent, those above €40 about 15. Cables have no clear gap between price groups.

2 **Check how deep it needs to go.**
In speakers, a cut of 15 to 25 percent improved the rank by 28 percent, clearly more than a small cut at 16. So 20 percent off fits there. In headphones and cables, only cuts beyond 25 percent beat a small one: 33 against 17 percent in headphones, 42 against 19 percent in cables. A 20 percent cut falls in the step whose range overlaps with the small cut.

3 **Check where full price is the cheaper choice.**
In cables, rises of 5 to 15 percent showed no clear cost, and a medium cut bought no clear extra. The brand keeps cables at full price for the week.

4 **Check the competitors.**
After a cut, competitors moved about 7 percent more often than usual in speakers, 4 percent less in headphones and 5 percent less in cables. The plan needs no reserve for a price war.

The revised plan

Speakers above €66	20 percent off
Speakers below €66	a cut of 5 to 15 percent
In-ear headphones above €40	a cut of 5 to 15 percent
In-ear headphones below €25	no deal
USB-C cables	no deal, full price

What the brand checks afterwards

It compares the rank of every product on deal with similar products it left alone, over the same days, as on page 25. Then it translates the rank change into units with its own sales data.

The brand and its plan are an illustration. The measured numbers cover plain price changes without deal or coupon markers, and a deal badge can add visibility on top. Every measured number on this page comes from the category pages for portable Bluetooth speakers (page 16), Bluetooth in-ear headphones (page 21) and USB-C cables (page 19).

Q4 2026 · Consumer electronics accessories

Mechanical keyboards

amazon.de · reference 0ce1130f · 1,705 price changes from 216 products · full report on the website

What to do

Raise prices in steps below 15 percent. Rises of 5 to 15 percent showed no clear cost.

Price cuts

1.49

[1.28 to 1.71] · reliable

A 10% cut improved rank by roughly 13 to 17 percent.

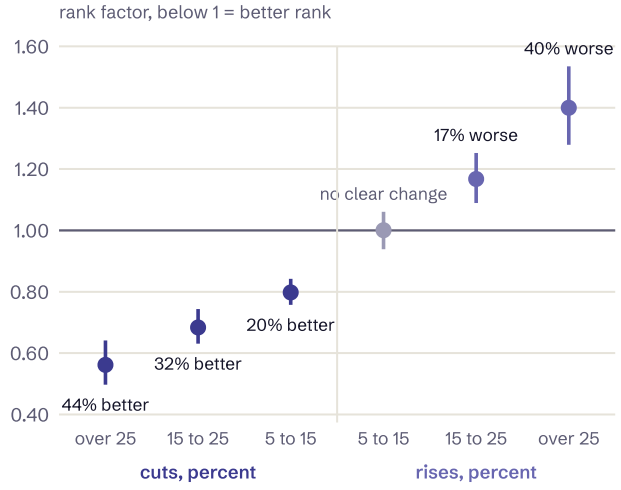
Price increases

0.78

[0.58 to 1.00] · reliable

A 10% increase cost roughly 6 to 10 percent of rank.

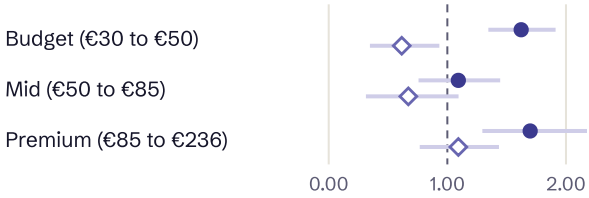
What each size of move did



The chart shows the average rank change for price moves of each size, with 90 percent ranges. Grey marks a step whose range includes no change.

Cuts of 15 to 25 percent and beyond 25 percent both bought clearly more than a small cut. Rises of 5 to 15 percent showed no clear cost. Above 15 percent the cost of a rise jumped.

By price group



Price group	Cuts	Increases
Budget (€30 to €50)	1.62	0.62
Mid (€50 to €85)	1.09	0.67
Premium (€85 to €236)	1.70	1.09

The ranges of the three price groups overlap, so I cannot rank them.

Competitors

After a cut, competitors moved their prices about 11 percent more often than in a normal two-week window. 62 percent of first moves fell on the same day as the trigger.

Newcomers, last 24 months

60 new products launched. 8 of them now rank in the top third, and 2 have left again.

Way in

I recommend no band. The scoring points to €119 to €141, where 2 of 3 judged newcomers reached the top third.

278 products curated · 3,786 price changes found · 2,130 passed every check · 1,705 used for the figures

Q4 2026 · Consumer electronics accessories

Webcams

amazon.de · reference b57bdd04 · 1,525 price changes from 160 products · full report on the website

What to do

Raise prices in steps below 15 percent. A cut of 25 percent or more bought clearly more rank.

Price cuts

1.45

[1.13 to 1.74] · reliable

A 10% cut improved rank by roughly 11 to 17 percent.

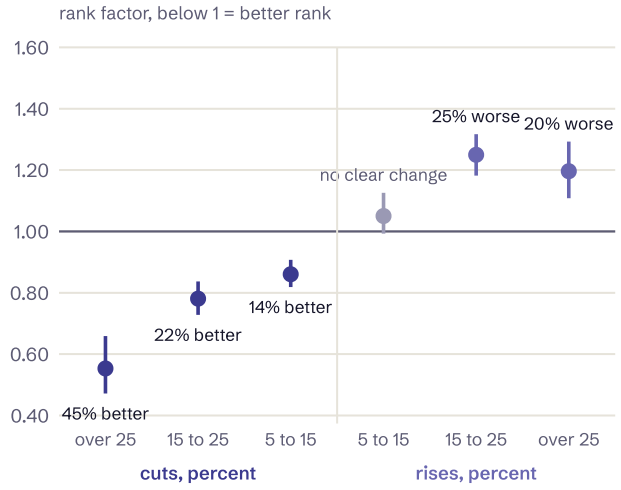
Price increases

0.33

[0.03 to 0.71] · reliable

A 10% increase cost roughly less than 1 to 7 percent of rank.

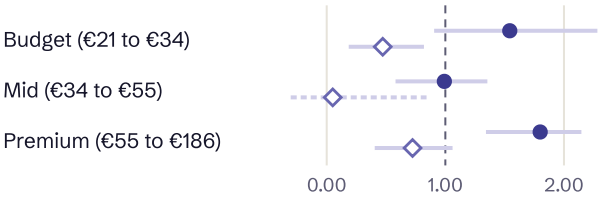
What each size of move did



The chart shows the average rank change for price moves of each size, with 90 percent ranges. Grey marks a step whose range includes no change.

Only cuts beyond 25 percent bought clearly more than a small cut. Rises of 5 to 15 percent showed no clear cost. Above 15 percent the cost of a rise jumped.

By price group



Price group	Cuts	Increases
Budget (€21 to €34)	1.54	0.47
Mid (€34 to €55)	0.99	0.05
Premium (€55 to €186)	1.80	0.72

The ranges of the three price groups overlap, so I cannot rank them.

Competitors

After a cut, competitors moved their prices about 3 percent more often than in a normal two-week window. 57 percent of first moves fell on the same day as the trigger.

Newcomers, last 24 months

78 new products launched. 15 of them now rank in the top third, and 6 have left again.

Way in

I recommend no band. The scoring points to €107 to €129, where no newcomer could be judged yet.

233 products curated · 3,542 price changes found · 1,877 passed every check · 1,525 used for the figures

Q4 2026 · Consumer electronics accessories

USB-C chargers

amazon.de · reference 0617c6a6 · 926 price changes from 130 products · full report on the website

What to do

Keep each price rise below 15 percent. Larger rises cost 34 to 44 percent of rank.

Price cuts

1.37

[1.16 to 1.61] · reliable

A 10% cut improved rank by roughly 12 to 16 percent.

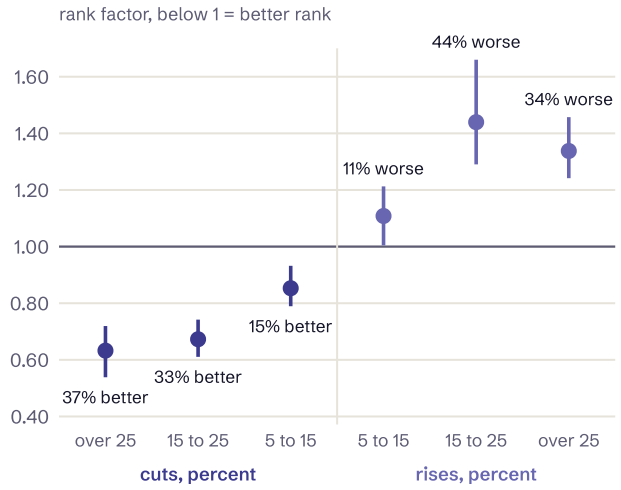
Price increases

1.00

[0.72 to 1.31] · reliable

A 10% increase cost roughly 7 to 13 percent of rank.

What each size of move did



The chart shows the average rank change for price moves of each size, with 90 percent ranges. Grey marks a step whose range includes no change.

Cuts of 15 to 25 percent and beyond 25 percent both bought clearly more than a small cut. Rises of 5 to 15 percent cost about 11 percent of rank. Above 15 percent the cost of a rise jumped.

By price group



Price group	Cuts	Increases
Budget (€10 to €14)	1.49	1.14
Mid (€14 to €19)	1.32	0.86
Premium (€19 to €50)	1.31	1.03

The ranges of the three price groups overlap, so I cannot rank them.

Competitors

After a cut, competitors moved their prices about 11 percent more often than in a normal two-week window. 69 percent of first moves fell on the same day as the trigger.

Newcomers, last 24 months

100 new products launched. 26 of them now rank in the top third, and 2 have left again.

Way in

I recommend €20.05 to €22.85. 3 of 5 judged newcomers there reached the top third. 8 products sit in the band, with a typical 369 reviews.

174 products curated · 2,329 price changes found · 1,087 passed every check · 926 used for the figures

Q4 2026 · Consumer electronics accessories

Gaming headsets

amazon.de · reference f329b3c9 · 2,415 price changes from 181 products · full report on the website

What to do

Deeper deals pay here. Each step of discount bought clearly more, up to 41 percent better rank beyond 25 percent.

Price cuts

1.32

[1.12 to 1.51] · reliable

A 10% cut improved rank by roughly 11 to 15 percent.

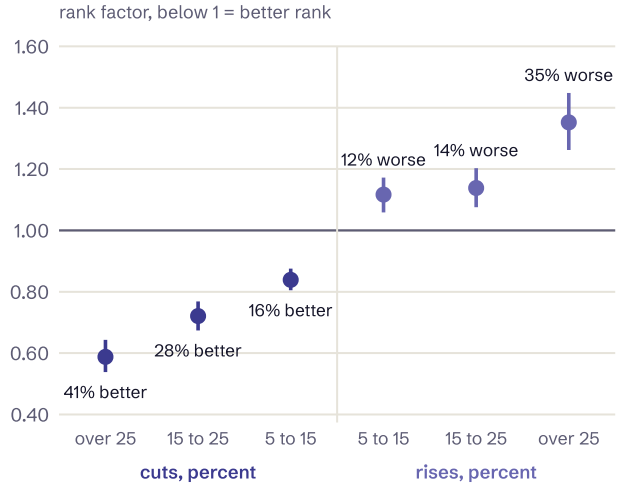
Price increases

0.71

[0.52 to 0.91] · reliable

A 10% increase cost roughly 5 to 9 percent of rank.

What each size of move did



The chart shows the average rank change for price moves of each size, with 90 percent ranges. Grey marks a step whose range includes no change.

Cuts of 15 to 25 percent and beyond 25 percent both bought clearly more than a small cut. Rises of 5 to 15 percent cost about 12 percent of rank. Above 25 percent the cost of a rise jumped.

By price group



Price group	Cuts	Increases
Budget (€15 to €32)	1.32	0.80
Mid (€32 to €56)	1.39	0.75
Premium (€56 to €200)	1.21	0.56

The ranges of the three price groups overlap, so I cannot rank them.

Competitors

After a cut, competitors moved their prices about 4 percent more often than in a normal two-week window. 57 percent of first moves fell on the same day as the trigger.

Newcomers, last 24 months

30 new products launched. 3 of them now rank in the top third, and 2 have left again.

Way in

I recommend no band. The scoring points to €15.76 to €19.48, where no newcomer could be judged yet.

227 products curated · 5,545 price changes found · 3,177 passed every check · 2,415 used for the figures

Portable Bluetooth speakers

amazon.de · reference 94134931 · 4,011 price changes from 364 products · full report on the website

What to do

Put deal money on speakers above €66. A 10 percent cut there gained about 20 percent of rank, against about 9 percent below €30.

Price cuts

1.30

[1.10 to 1.54] · reliable

A 10% cut improved rank by roughly 11 to 15 percent.

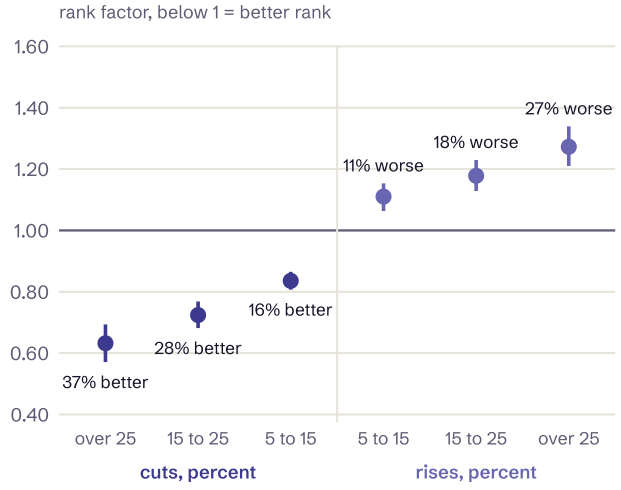
Price increases

0.55

[0.39 to 0.76] · reliable

A 10% increase cost roughly 4 to 8 percent of rank.

What each size of move did



The chart shows the average rank change for price moves of each size, with 90 percent ranges. Grey marks a step whose range includes no change.

Cuts of 15 to 25 percent and beyond 25 percent both bought clearly more than a small cut. Rises of 5 to 15 percent cost about 11 percent of rank.

By price group



Price group	Cuts	Increases
Budget (€16 to €30)	0.91	0.50
Mid (€30 to €66)	1.13	0.36
Premium (€66 to €249)	2.01	0.86

For cuts, the budget and mid groups reacted less than premium, with ranges apart.

Competitors

After a cut, competitors moved their prices about 7 percent more often than in a normal two-week window. 75 percent of first moves fell on the same day as the trigger.

Newcomers, last 24 months

163 new products launched. 22 of them now rank in the top third, and 18 have left again.

Way in

I recommend no band. The scoring points to €198 to €249, where no newcomer could be judged yet.

507 products curated · 8,110 price changes found · 4,689 passed every check · 4,011 used for the figures

Q4 2026 · Consumer electronics accessories

Power banks

amazon.de · reference 8ba21764 · 897 price changes from 126 products · full report on the website

What to do

Cut by 5 to 15 percent or by more than 25. A medium cut bought no more than a small one.

Price cuts

1.26

[0.97 to 1.63] · reliable

A 10% cut improved rank by roughly 10 to 16 percent.

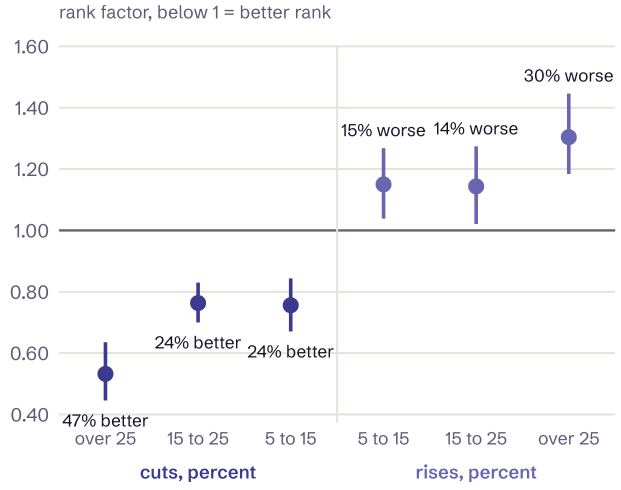
Price increases

0.80

[0.56 to 1.03] · reliable

A 10% increase cost roughly 6 to 10 percent of rank.

What each size of move did



The chart shows the average rank change for price moves of each size, with 90 percent ranges. Grey marks a step whose range includes no change.

Only cuts beyond 25 percent bought clearly more than a small cut. Rises of 5 to 15 percent cost about 15 percent of rank.

By price group



Price group	Cuts	Increases
Budget (€13 to €21)	1.34	0.61
Mid (€22 to €30)	1.34	0.78
Premium (€30 to €60)	0.96	1.11

The ranges of the three price groups overlap, so I cannot rank them.

Competitors

After a cut, competitors moved their prices about 6 percent more often than in a normal two-week window. 60 percent of first moves fell on the same day as the trigger.

Newcomers, last 24 months

135 new products launched. 5 of them now rank in the top third, and 8 have left again.

Way in

I recommend no band. The scoring points to €31.71 to €36.02, where 1 of 2 judged newcomers reached the top third.

228 products curated · 2,201 price changes found · 1,019 passed every check · 897 used for the figures

Gaming mice

amazon.de · reference f49f2222 · 3,268 price changes from 299 products · full report on the website

What to do

Raise prices on mice above €40 with care. A 10 percent rise there cost about 11 percent of rank.

Price cuts

1.07

[0.89 to 1.25] · reliable

A 10% cut improved rank by roughly 9 to 13 percent.

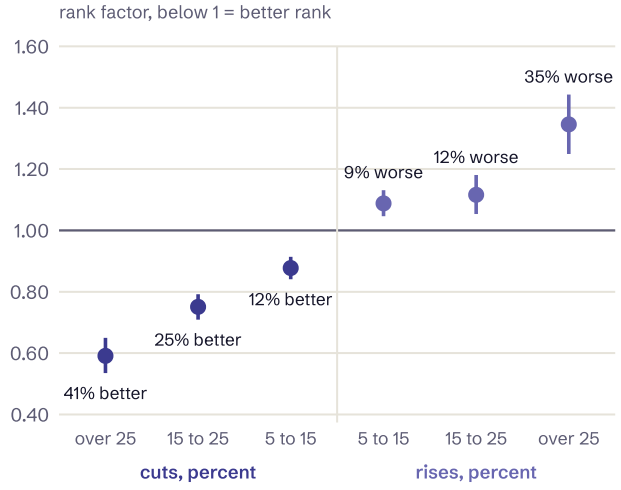
Price increases

0.71

[0.56 to 0.87] · reliable

A 10% increase cost roughly 6 to 9 percent of rank.

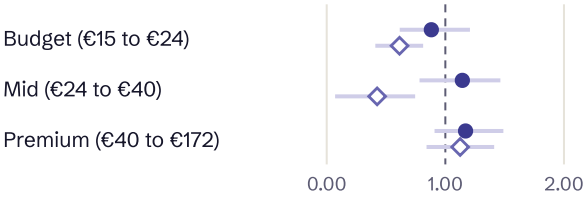
What each size of move did



The chart shows the average rank change for price moves of each size, with 90 percent ranges. Grey marks a step whose range includes no change.

Cuts of 15 to 25 percent and beyond 25 percent both bought clearly more than a small cut. Rises of 5 to 15 percent cost about 9 percent of rank. Above 25 percent the cost of a rise jumped.

By price group



Price group	Cuts	Increases
Budget (€15 to €24)	0.88	0.61
Mid (€24 to €40)	1.14	0.42
Premium (€40 to €172)	1.17	1.12

For rises, the budget and mid groups reacted less than premium, with ranges apart.

Competitors

After a cut, competitors moved their prices about 5 percent more often than in a normal two-week window. 68 percent of first moves fell on the same day as the trigger.

Newcomers, last 24 months

59 new products launched. 9 of them now rank in the top third, and 1 have left again.

Way in

I recommend no band. The scoring points to €51.68 to €63.18, where 2 of 3 judged newcomers reached the top third.

367 products curated · 6,898 price changes found · 3,952 passed every check · 3,268 used for the figures

Q4 2026 · Consumer electronics accessories

USB-C cables

amazon.de · reference ec0d77ac · 1,494 price changes from 218 products · full report on the website

What to do

Raise prices in steps below 15 percent. If you cut, a cut beyond 25 percent improved the rank by 42 percent.

Price cuts

1.07

[0.88 to 1.28] · reliable

A 10% cut improved rank by roughly 9 to 13 percent.

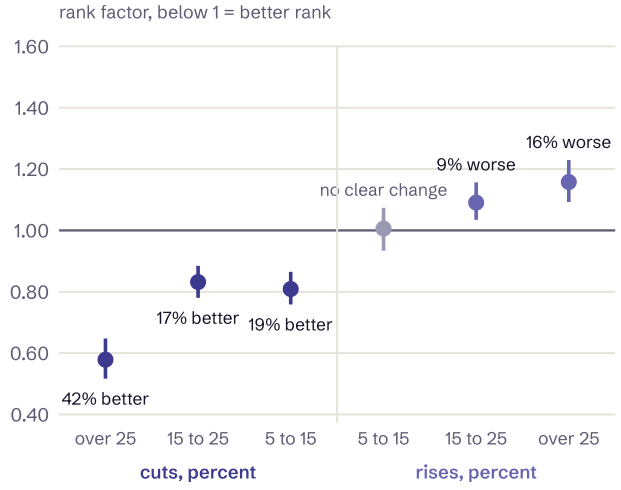
Price increases

0.40

[0.22 to 0.57] · reliable

A 10% increase cost roughly 2 to 6 percent of rank.

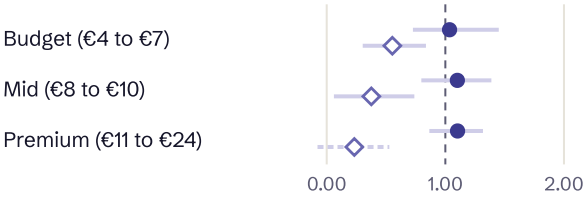
What each size of move did



The chart shows the average rank change for price moves of each size, with 90 percent ranges. Grey marks a step whose range includes no change.

Only cuts beyond 25 percent bought clearly more than a small cut. Rises of 5 to 15 percent showed no clear cost.

By price group



Price group	Cuts	Increases
Budget (€4 to €7)	1.04	0.55
Mid (€8 to €10)	1.10	0.38
Premium (€11 to €24)	1.10	0.23

The ranges of the three price groups overlap, so I cannot rank them.

Competitors

After a cut, competitors moved their prices about 5 percent less often than in a normal two-week window. 57 percent of first moves fell on the same day as the trigger.

Newcomers, last 24 months

93 new products launched. 20 of them now rank in the top third, and 10 have left again.

Way in

I recommend no band. The scoring points to €17.86 to €20.54, where 2 of 3 judged newcomers reached the top third.

299 products curated · 2,999 price changes found · 1,663 passed every check · 1,494 used for the figures

Dashcams

amazon.de · reference a4db9b99 · 947 price changes from 123 products · full report on the website

What to do

Plan for about one for one in both directions. Keep rises below 25 percent, larger ones cost 32 percent of rank.

Price cuts

1.05

[0.76 to 1.36] · reliable

A 10% cut improved rank by roughly 8 to 14 percent.

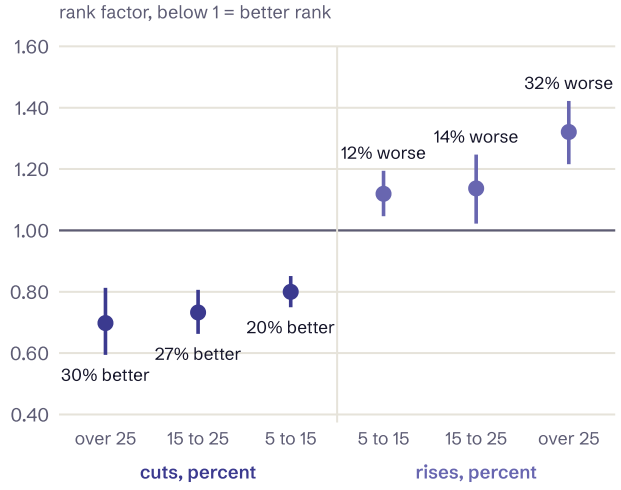
Price increases

0.86

[0.64 to 1.05] · reliable

A 10% increase cost roughly 6 to 11 percent of rank.

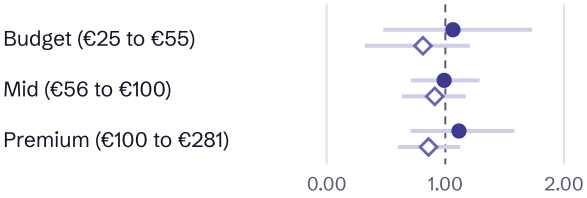
What each size of move did



The chart shows the average rank change for price moves of each size, with 90 percent ranges. Grey marks a step whose range includes no change.

No larger cut bought clearly more than a small one. Rises of 5 to 15 percent cost about 12 percent of rank.

By price group



Price group	Cuts	Increases
Budget (€25 to €55)	1.06	0.81
Mid (€56 to €100)	0.99	0.91
Premium (€100 to €281)	1.11	0.86

The ranges of the three price groups overlap, so I cannot rank them.

Competitors

After a cut, competitors moved their prices about 4 percent more often than in a normal two-week window. 59 percent of first moves fell on the same day as the trigger.

Newcomers, last 24 months

139 new products launched. 16 of them now rank in the top third, and 23 have left again.

Way in

I recommend no band. The scoring points to €103 to €126, where 1 of 5 judged newcomers reached the top third.

221 products curated · 2,103 price changes found · 1,072 passed every check · 947 used for the figures

Bluetooth in-ear headphones

amazon.de · reference e01f1ff3 · 2,451 price changes from 257 products · full report on the website

What to do

Keep deals off headphones below €25. A 10 percent cut there gained only about 4 percent of rank.

Price cuts

0.98

[0.79 to 1.15] · reliable

A 10% cut improved rank by roughly 8 to 12 percent.

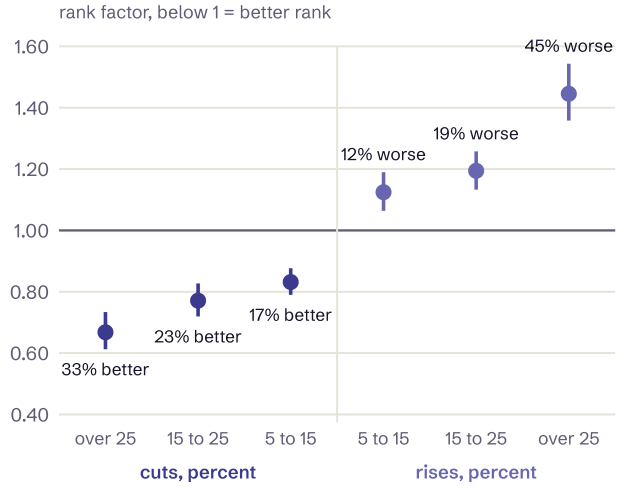
Price increases

0.88

[0.72 to 1.05] · reliable

A 10% increase cost roughly 7 to 11 percent of rank.

What each size of move did



The chart shows the average rank change for price moves of each size, with 90 percent ranges. Grey marks a step whose range includes no change.

Only cuts beyond 25 percent bought clearly more than a small cut. Rises of 5 to 15 percent cost about 12 percent of rank. Above 25 percent the cost of a rise jumped.

By price group



Price group	Cuts	Increases
Budget (€15 to €25)	0.35	0.51
Mid (€25 to €40)	0.99	0.93
Premium (€40 to €277)	1.54	1.01

For cuts, the budget group reacted less than mid and premium, with ranges apart. For rises, the budget group reacted less than premium, with ranges apart.

Competitors

After a cut, competitors moved their prices about 4 percent less often than in a normal two-week window. 70 percent of first moves fell on the same day as the trigger.

Newcomers, last 24 months

167 new products launched. 17 of them now rank in the top third, and 17 have left again.

Way in

I recommend no band. The scoring points to €105 to €134, where 2 of 3 judged newcomers reached the top third.

435 products curated · 5,348 price changes found · 2,878 passed every check · 2,451 used for the figures

Projectors

amazon.de · reference a74cfdc9 · 910 price changes from 182 products · full report on the website

What to do

Between €81 and €160, run a deal only with daily rank checks. A cut there showed no clear gain.

Price cuts

0.90

[0.63 to 1.19] · reliable

A 10% cut improved rank by roughly 6 to 12 percent.

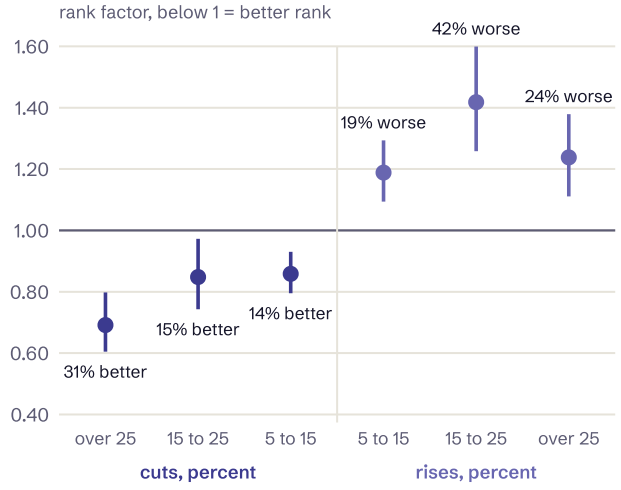
Price increases

0.98

[0.69 to 1.32] · reliable

A 10% increase cost roughly 7 to 13 percent of rank.

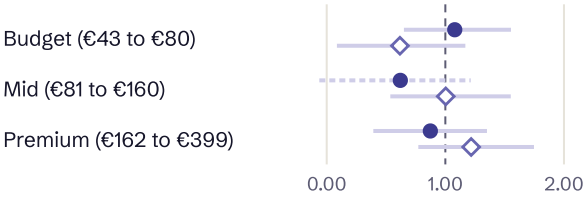
What each size of move did



The chart shows the average rank change for price moves of each size, with 90 percent ranges. Grey marks a step whose range includes no change.

No larger cut bought clearly more than a small one. Rises of 5 to 15 percent cost about 19 percent of rank.

By price group



Price group	Cuts	Increases
Budget (€43 to €80)	1.08	0.62
Mid (€81 to €160)	0.62	1.00
Premium (€162 to €399)	0.87	1.22

The ranges of the three price groups overlap, so I cannot rank them.

Competitors

After a cut, competitors moved their prices about 8 percent less often than in a normal two-week window. 68 percent of first moves fell on the same day as the trigger.

Newcomers, last 24 months

233 new products launched. 28 of them now rank in the top third, and 14 have left again.

Way in

I recommend no band. The scoring points to €229 to €275, where 1 of 1 judged newcomer reached the top third.

354 products curated · 2,276 price changes found · 1,029 passed every check · 910 used for the figures

Smartwatches

amazon.de · reference 5f1ced16 · 1,935 price changes from 347 products · full report on the website

What to do

Pass on cost increases on watches below €40 first. A 10 percent rise there cost only about 4 percent of rank.

Price cuts

0.85

[0.65 to 1.04] · reliable

A 10% cut improved rank by roughly 6 to 10 percent.

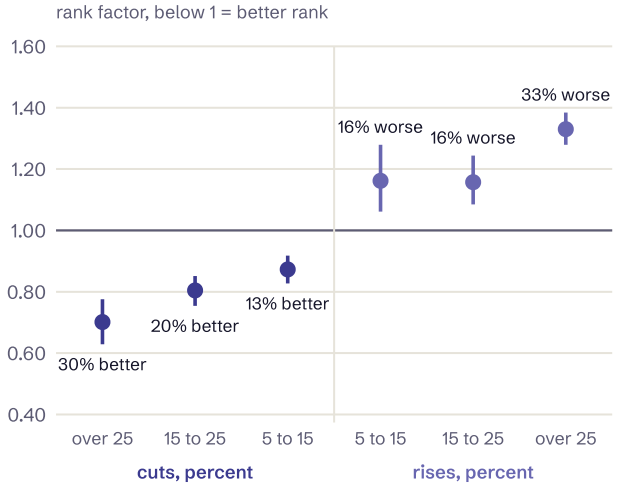
Price increases

0.70

[0.61 to 0.81] · reliable

A 10% increase cost roughly 6 to 8 percent of rank.

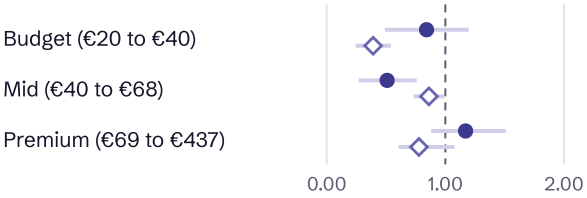
What each size of move did



The chart shows the average rank change for price moves of each size, with 90 percent ranges. Grey marks a step whose range includes no change.

Only cuts beyond 25 percent bought clearly more than a small cut. Rises of 5 to 15 percent cost about 16 percent of rank. Above 25 percent the cost of a rise jumped.

By price group



Price group	Cuts	Increases
Budget (€20 to €40)	0.84	0.39
Mid (€40 to €68)	0.51	0.86
Premium (€69 to €437)	1.17	0.78

For cuts, the mid group reacted less than premium, with ranges apart. For rises, the budget group reacted less than mid and premium, with ranges apart.

Competitors

After a cut, competitors moved their prices about 15 percent less often than in a normal two-week window. 77 percent of first moves fell on the same day as the trigger.

Newcomers, last 24 months

360 new products launched. 76 of them now rank in the top third, and 41 have left again.

Way in

I recommend €43.04 to €55.13. 12 of 20 judged newcomers there reached the top third. 68 products sit in the band, with a typical 220 reviews.

684 products curated · 5,156 price changes found · 2,368 passed every check · 1,935 used for the figures

Plan

Plan your next brand week product by product

Fill in one row per product before the week starts. Columns 4 to 6 come from the page of its category. The first row is filled in as an example.

Product and price	Category and page	Price group	Planned move	What moves of that size did in the category	Clearly more than a smaller move?	Decision
Speaker, €79	Portable Bluetooth speakers, page 16	Premium, above €66	cut 20%	28% better rank (23 to 32)	yes, apart from 5 to 15%	keep at 20%

1 **Read the step chart.**
On the category page, find the size of move you plan and note what moves of that size did, with the range.

2 **Compare with the smaller step.**
If its range overlaps with the step below, the smaller move did about as much and costs less margin.

3 **Check the price group.**
In four categories the price level changes the answer. Their pages show where the groups are apart.

4 **Write the expectation down.**
Note the rank change you expect, with its range, before the week starts. Afterwards compare it with what happened, using the test on the next page.

Test

Run the same test on your own products

The method used in this issue scales down to a single catalogue. A category average is a starting point for your own products. This test shows what your own listing does.

1 **Pick two groups.**
Choose three to five products to move and three to five comparable ones to leave alone, from the same category and with a similar price and review count. The untouched group makes the test readable, because whatever happens to the market in those weeks happens to both.

2 **Move the price once, and hold it.**
Move by at least 10 percent and hold the new price for four weeks. A shorter test ends before the rank has finished reacting, and a smaller move gets lost in the normal ups and downs of the rank.

3 **Change nothing else.**
Keep images, coupons, advertising and stock as they are, and keep the products out of deal events. Each of these changes is a reason the analysis in this issue discards an event, and the same logic applies to yours.

4 **Compare trajectories.**
Take the rank change of the moved products and subtract the rank change of the untouched ones over the same days.

5 **Translate into units.**
Turn the rank change into units with your own sales data before you decide anything.

6 **Run it the other way.**
Afterwards run the test in the other direction, on a different set of products.

Product	Moved by	Rank before	Rank after	Control rank before	Control rank after	Difference

Appendix

How these numbers were made

For each product I take the days around a price change: the two weeks before it as a baseline, days 3 to 14 after it as the effect window. The first two days are skipped because rank reacts with a lag. Then I take the products in the same category that held their price through exactly those days and subtract their rank movement from the treated product's. What is left is the part I attribute to the price.

A price change only counts if it was at least 5 percent and at least €0.30 and held for a week, and only if at least five comparable products held their price alongside it. Eight further checks remove events where something other than the price was moving: gaps in the price history, thin ranking data, a second price change overlapping the window, deal markers, stockouts, bursts of new reviews and listings younger than sixty days.

In this issue, 26,941 of 50,293 detected price changes passed every check. That is about 54 percent. A pre-trend check then removes changes on products that were already moving unusually before the change, and the category check removes products filed outside the set's category. 22,484 price changes remain for the figures.

The ranges are 90 percent ranges from a bootstrap that resamples products rather than events, because several changes by the same product are not independent observations. Where a range includes the point at which nothing happens, I report that instead of a direction. Where it includes one for one, I say the direction is measured but its size against the price is not settled.

Thresholds are identical for every category and were frozen before the quarter. Each figure points to one specific analysis run, identified by the reference code on its category page.

Rank is not units

Everything here is measured in Amazon's sales rank, which is a position relative to competitors. A product at rank 500 sells more than one at rank 5,000, but a 20 percent better rank does not mean 20 percent more units. Turning one into the other needs your own sales data.

What this cannot tell you

It does not show units sold. Sales rank is a position relative to competitors.

It says nothing about the time after day 14. Effects on organic ranking or on how buyers see your prices would show later.

It holds only for the price moves sellers made. A figure says nothing about price changes larger than those observed in its category.

It does not describe a single product. Every figure stands for a category or a price group.

It does not model what happens around a price move. Advertising and effects inside your own range are outside the measurement.

Appendix

Protocol and provenance

Study protocol v1.1

Price event: change of at least 5 percent and at least €0.30, held at least 7 days. Windows: baseline days –14 to –1, effect days 3 to 14. Controls: same category, price moved less than 2 percent through the window, at least 5 required. Outcome: change in category sales rank, log-transformed. Estimator: difference-in-differences against the control group, ranges from a cluster bootstrap over products with 1,000 iterations, 90 percent. Exclusions E1 to E8: price-source gaps, rank coverage below 70 percent of days, overlapping price change, deal or coupon markers, stockout signals, a review burst above 10 percent and at least 15 new reviews, listings younger than 60 days, fewer than five qualifying controls. Pre-trend guard: events already moving unusually before the change are excluded. Category guard: a set keeps every Amazon category node that holds at least 20 percent of its products, matched by name across parallel category trees. A generic parent node never counts on its own. Products outside the accepted nodes are left out of the figures and the control groups. Publication gates: at least 50 events from at least 20 products, and a direction only where the range excludes zero.

Changes to the protocol

October 2026, version 1.1: the category guard now accepts more than one category node, so products that Amazon files in parallel trees stay in the set. Before, it kept only the majority branch. Q3 2026 stays on version 1.0 and is unchanged. August 2026: the review-burst rule now needs both a 10 percent jump and at least 15 new reviews, because a purely relative threshold flagged ordinary growth on small review bases. The control threshold of 2 percent has never been changed for a published category.

Before publication, I applied each set's price limits to the reference price of every product once more and measured each category again. This removed between 3 and 16 products per category. All figures in this issue and in the reports come from that run.

Provenance

Each reference code identifies one recorded analysis run, including the data and the code it used. Republishing a category creates a new reference. The old one stays valid for the report it produced.

Category	Reference	Protocol	Export	Price changes / products used
Mechanical keyboards	0ce1130f	v1.1	4 October 2026	1,705 / 216
Webcams	b57bdd04	v1.1	4 October 2026	1,525 / 160
USB-C chargers	0617c6a6	v1.1	4 October 2026	926 / 130
Gaming headsets	f329b3c9	v1.1	4 October 2026	2,415 / 181
Portable Bluetooth speakers	94134931	v1.1	4 October 2026	4,011 / 364
Power banks	8ba21764	v1.1	4 October 2026	897 / 126
Gaming mice	f49f2222	v1.1	4 October 2026	3,268 / 299
USB-C cables	ec0d77ac	v1.1	4 October 2026	1,494 / 218
Dashcams	a4db9b99	v1.1	4 October 2026	947 / 123
Bluetooth in-ear headphones	e01f1ff3	v1.1	4 October 2026	2,451 / 257
Projectors	a74cfdc9	v1.1	4 October 2026	910 / 182
Smartwatches	5f1ced16	v1.1	4 October 2026	1,935 / 347

Appendix

How the sets were built, and what I did not measure

Set construction

Every set is curated by hand and narrowed by the same rules: no multipacks or bundles, no adjacent product types with a different price logic, a band for the defining feature where one exists, price limits per category, a cap of three listings per brand and a minimum review count. The feature bands are 30 to 70 watts for chargers, 10,000 to 20,000 mAh for power banks, 1 to 2 metres for cables and one or two channels for dashcams. Per-category details are in the reports, and product lists are available on request.

Under the new category guard, mechanical keyboards, gaming mice and Bluetooth in-ear headphones kept two category nodes each, because Amazon files these products in two parallel trees. In every set a few products sat outside the accepted nodes, between 2 and 45 per category. They stay in the set and are left out of the figures.

Categories not measured

The Q3 issue listed the categories planned for this quarter. Five of them did not reach 200 products after curation, the minimum I set before measuring: phone cases with 159 products, screen protectors with 12, monitor mounts with 93, smart plugs with 77 and indoor cameras with 138. I did not measure them. Portable Bluetooth speakers, gaming headsets, smartwatches, dashcams and projectors took their place.

Measured but not published

Every category measured for Q4 2026 passed the publication gates.

Corrections since the last issue

14 October 2026, women's fragrances, cut range lower bound 0.97, was shown as 0.96 on the website. 10 November 2026, beard oils, price cuts, point value 0.50, was shown as 0.51 due to rounding. 10 November 2026, shampoo, price cuts, upper range bound 0.55, was shown as 0.56 due to rounding.

About

Who made this



Daniel Benedikt Zemitzsch · Hamburg

I sell on Amazon. I wanted to know what my discounts did. For my own brands I tested prices by hand. After each change I watched the rank, but I could not tell whether the price had moved it. Rank moves for a dozen reasons, and a handful of tests cannot tell them apart.

Marketplace Economics answers the same question with thousands of price changes and a control group. The design follows chapter 18 of Nick Huntington-Klein's The Effect. I am not an econometrician, which is why the full protocol is published.

Since 2018	Working in marketplace e-commerce, today as VP, Marketplace Management at Front Row Europe.
Since 2020	Building private label brands on Amazon with Hanseatic Commerce.
Since 2026	Publishing Marketplace Economics, one market area per edition.

Independence

No one pays for this publication, and no brand chooses a category.

Scrutiny welcome

If you find an error in the design or in the controls, write to me. Corrections appear next to the report they correct.
hello@marketplace-economics.com

A 10 percent cut gained about 8 percent of rank in smartwatches and about 15 percent in mechanical keyboards.

Each of the twelve categories on amazon.de was measured against a control group.

Next edition · Q1 2027

Sports nutrition and supplements

After that, Q2 2027 measures home, garden and DIY. Every edition is sent by email to the people who signed up on marketplace-economics.com.

Tell me what to measure

Write to me with the category you sell in and the price decision you face next. I read every message. The categories readers ask for most shape the selection in each edition.

hello@marketplace-economics.com