

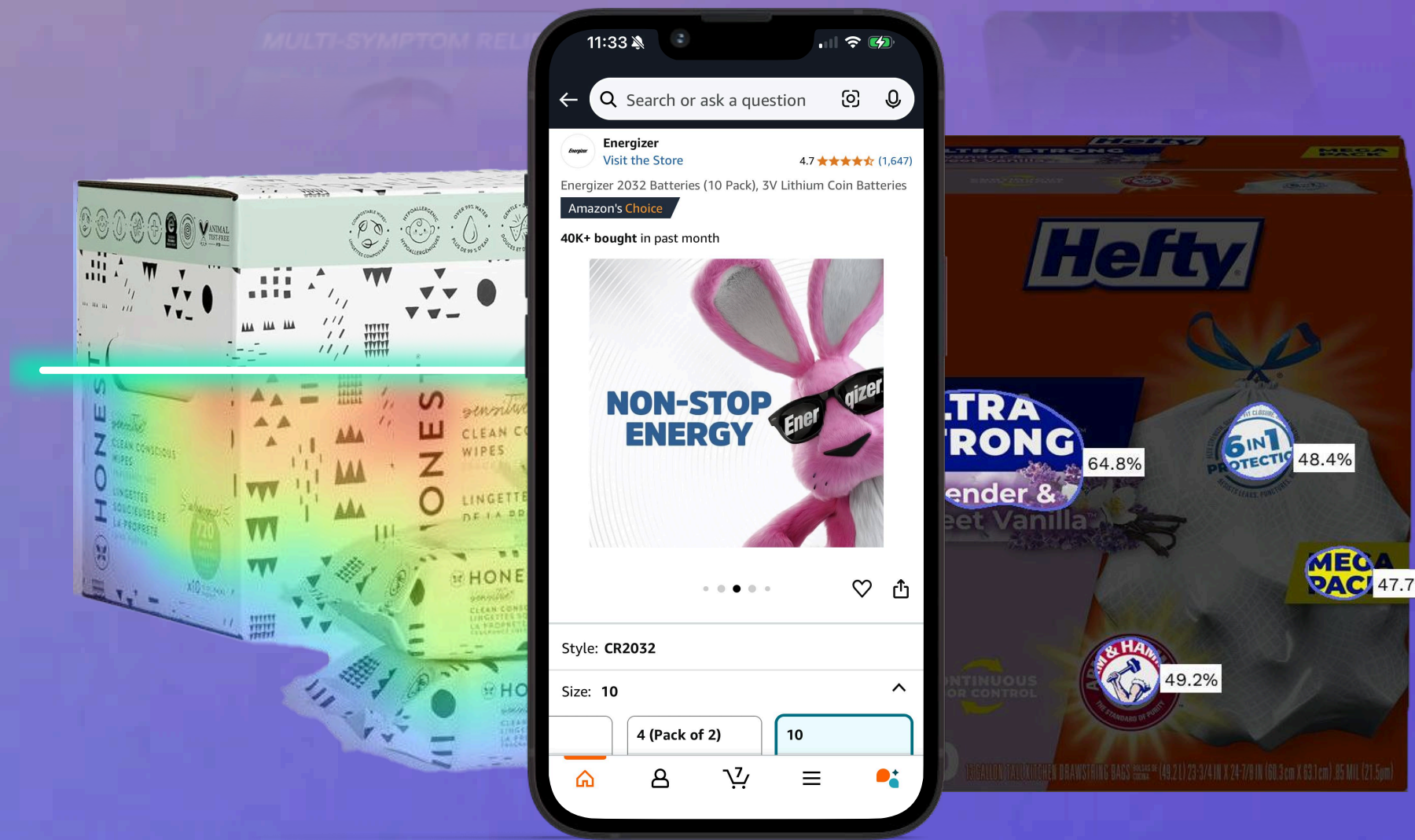
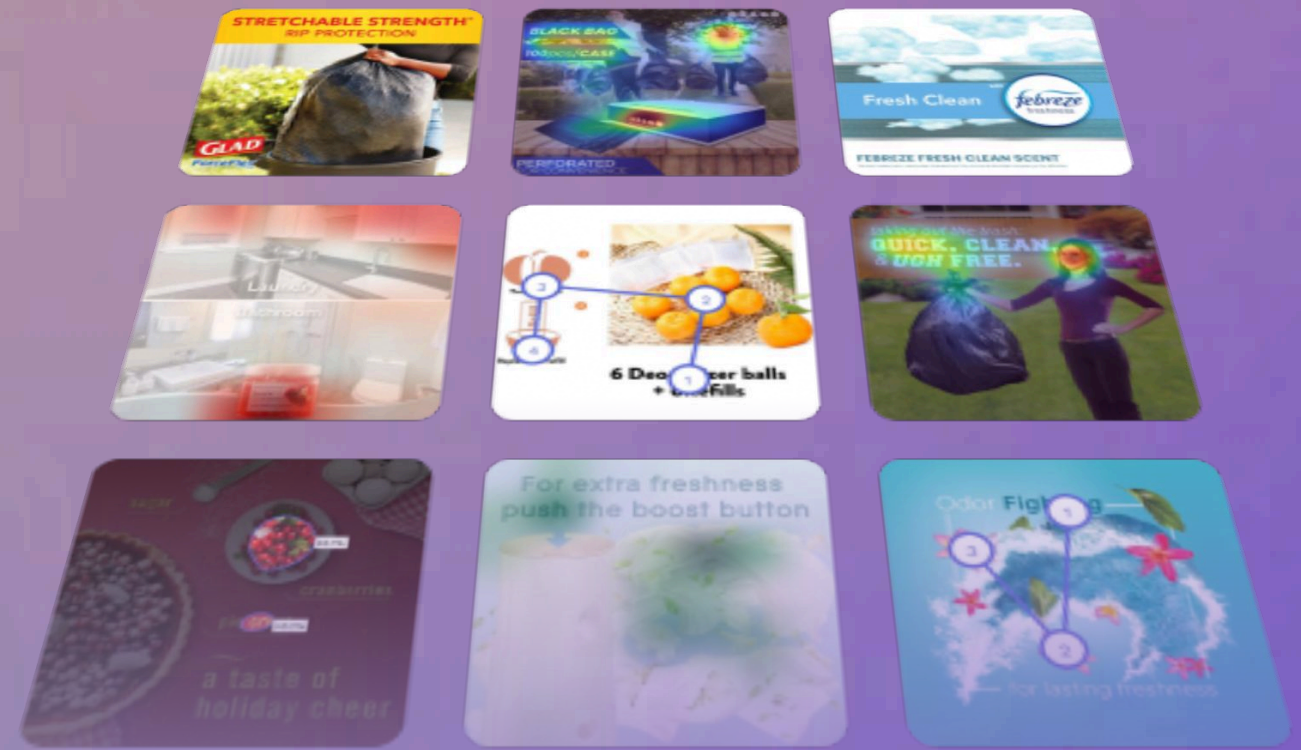


THE #1 AI PLATFORM FOR DIGITAL COMMERCE

VISUAL INTELLIGENCE REPORT

Household Essentials Edition

An AI-powered analysis reveals the winning visual content, product listings, and visual trends impacting the U.S. gen pop on Amazon.



All Purpose Cleaner

Batteries

Baby Wipes

Food Storage

Air Freshener

Dish Detergent

Trash Bags

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This AI-powered Visual Intelligence Report reveals the winning PDP images, product listings, and visual trends that impact household essentials shoppers on Amazon.

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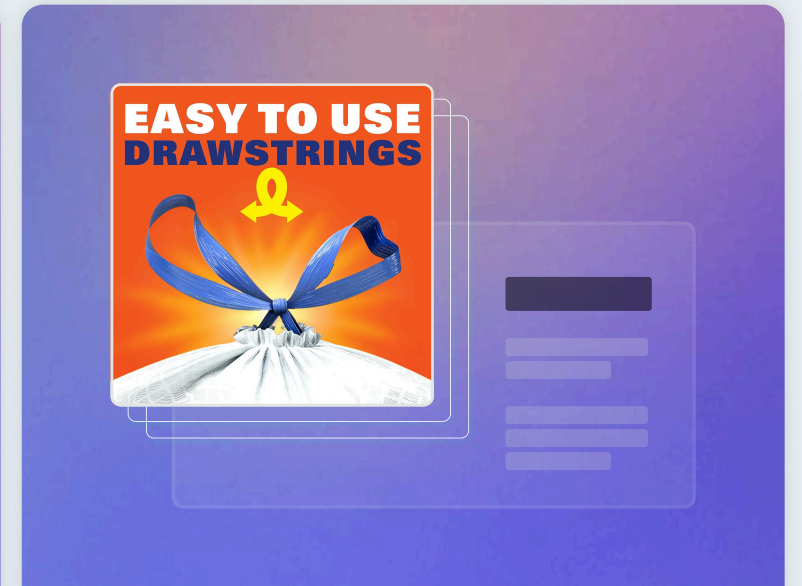
The Impact of Visual Content In Digital Commerce

In the highly competitive world of online retail, **visual content** plays a critical role in capturing attention, building trust, and driving conversions. Today, attractive visual content is one of the most important drivers of success in the “**see, scroll, click**” attention economy.



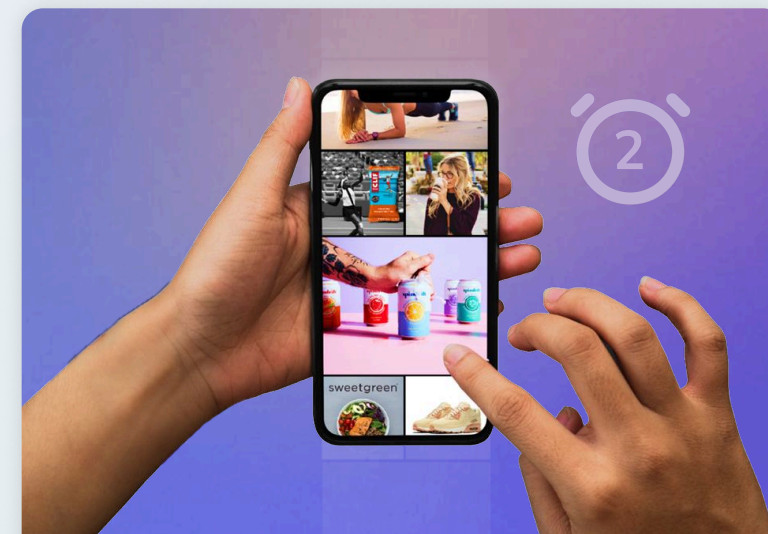
95%

of purchasing decisions happen when the subconscious brain is processing visual information.



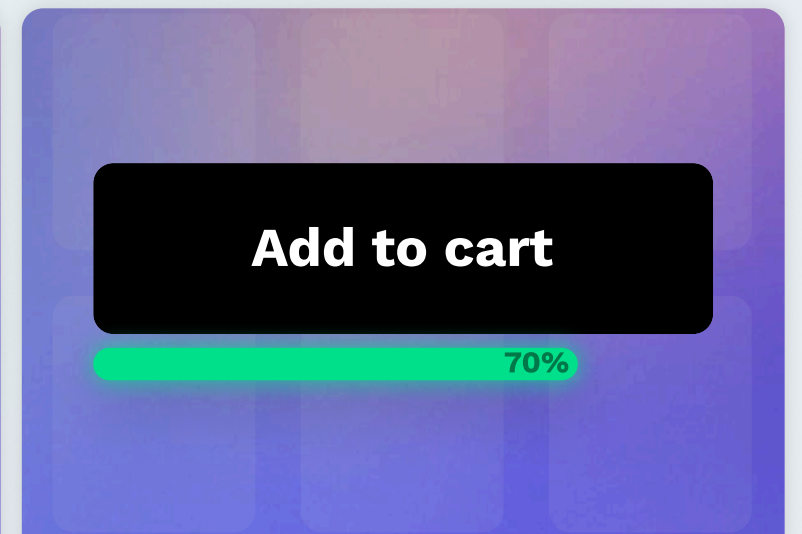
88%

of consumers consider the product image the key element of the online shopping experience.



2 seconds

is all you have to to grab consumers’ attention in an increasingly competitive online environment.



70%

of all retail sales will be digitally influenced by 2027.

Product Detail Pages (PDPs): The Critical Moment of Truth

Ineffective content is the **#1 reason for lost conversion**, consistently driving a loss of up to **40%** of potential sales across unoptimized product listings on online retailer destinations.

Brands are investing millions to drive traffic to product pages through channels like **retail media, advertising, social media, and influencer marketing**, but are losing high-intent buyers due to ineffective content. With access to new AI-powered visual intelligence, it's now possible to measure the effectiveness of content, and optimize product listings and experiences at scale to maximize conversion and sales.

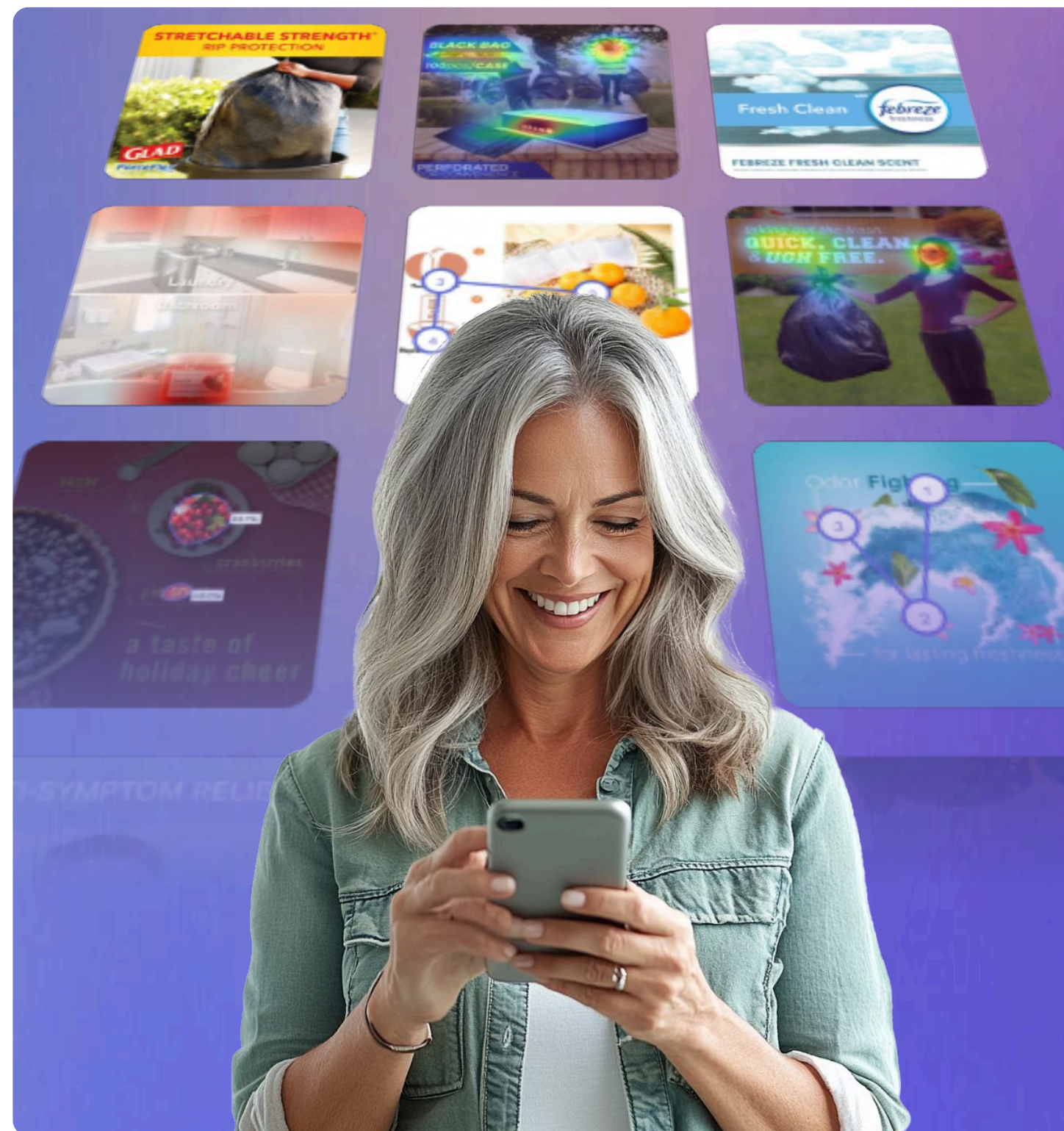


About the Household Visual Intelligence Report:

The household products market is rapidly evolving, with ecommerce driving major sales. To succeed, brands must use visuals that capture attention, build trust, and drive conversions.

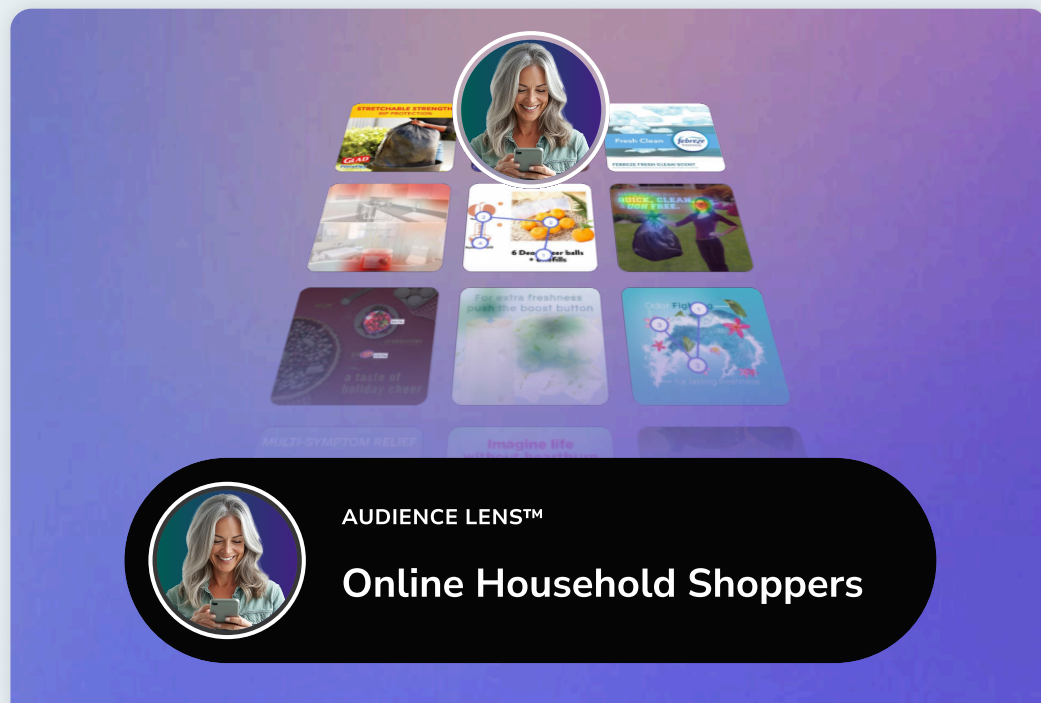
This AI-driven report analyzes thousands of images and top-searched household products on platforms like Amazon, revealing key visual trends that engage shoppers. It provides actionable insights to refine creative strategy, optimize listings, and boost online sales.

From standout hero images to high-impact carousel visuals, this report is a roadmap for brands looking to enhance engagement and maximize conversions in the competitive household category.



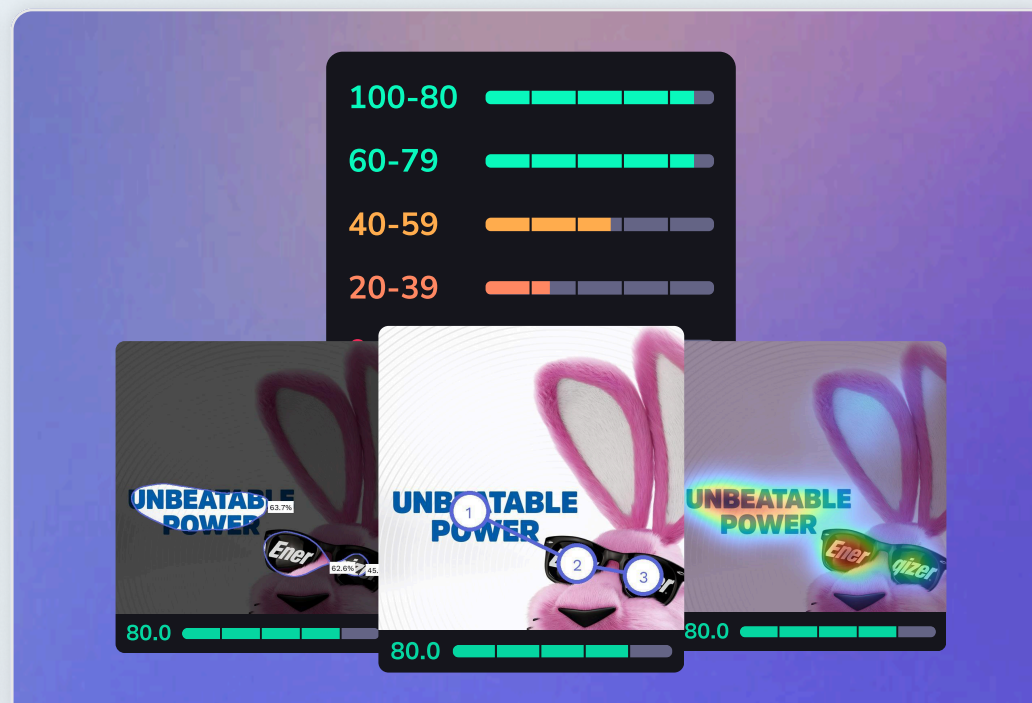
Visual Intelligence, The AI-Driven Approach to Image Measurement

Visual AI technology gives you real-time insight into how individual images and product listings perform with a given audience.



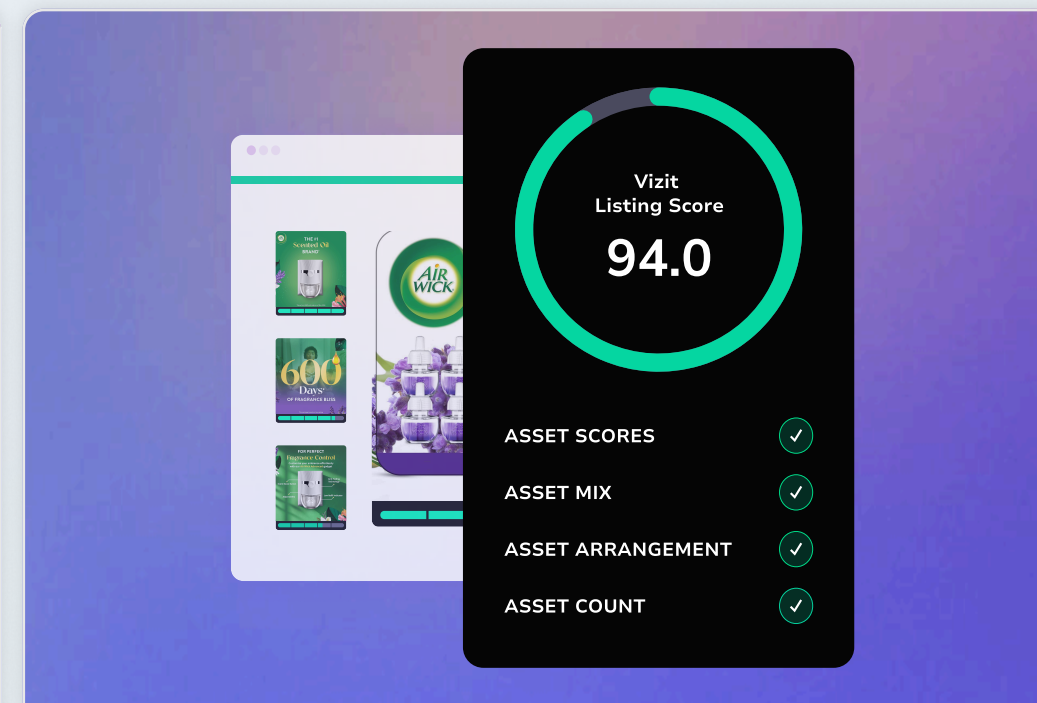
Audience Lens™ Simulating Online Household Shoppers Audience Visual Preferences

Vizit Audience Lens™ AI technology learns from millions of organic interactions that online consumer audiences have with tens of thousands of images daily to replicate their preferences for visual content.



Vizit Score™ AI-Powered Image Analysis and Insights

Predictive image scores are driven by an analysis of thousands of unique variables that impact attention and appeal in every image, as well as competitive imagery in a selected category to quantify the effectiveness of the image for the intended audience.



Vizit Listing Scores™ Measuring PDP Content Effectiveness

Listing-level aggregate PDP primary and secondary imagery effectiveness. These 0-100 scores are also impacted by the volume, arrangement, and diversity of the listing content. Competitive listing scores and content in the selected category also influence overall PDP scores.

Visual Trends | Household Essentials

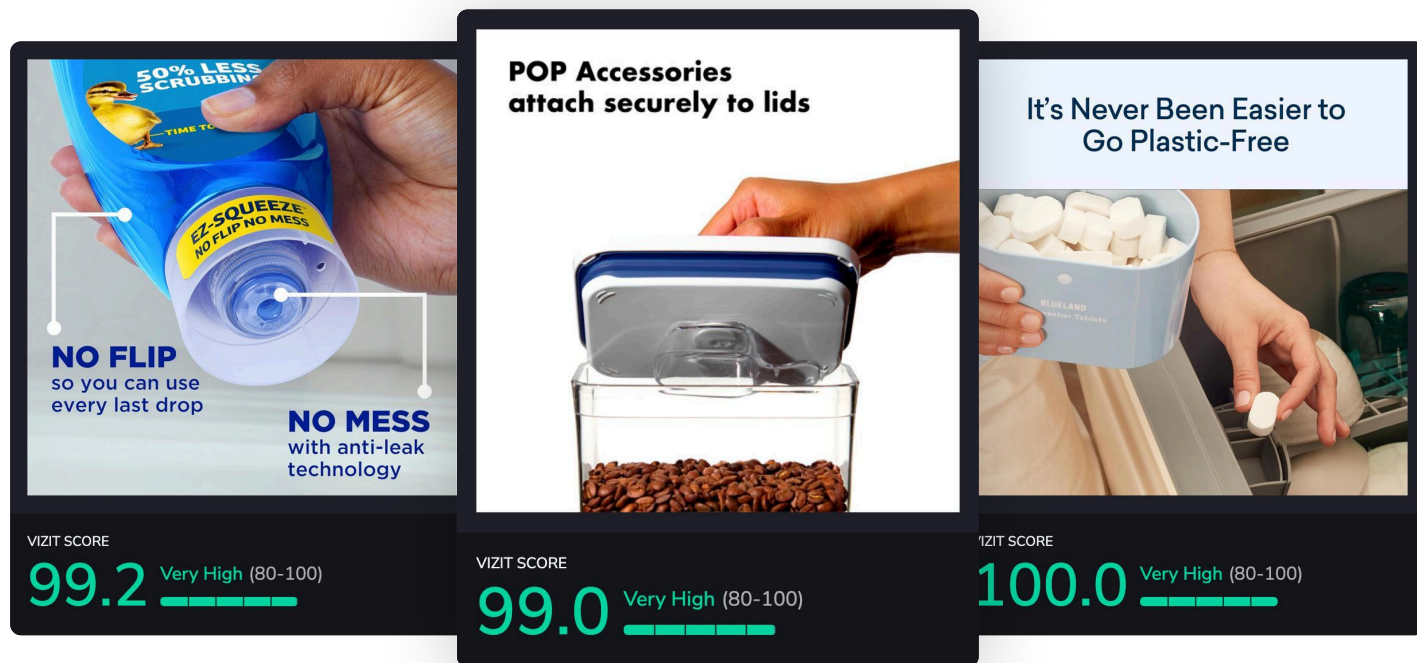
Top Secondary Visual Trends Across Household Categories on Amazon

An analysis of hundreds of products and thousands of images revealed the most impactful visual trends across carousel images on household PDPs on Amazon.

Visual Trend

Product-in-Use Demonstrations

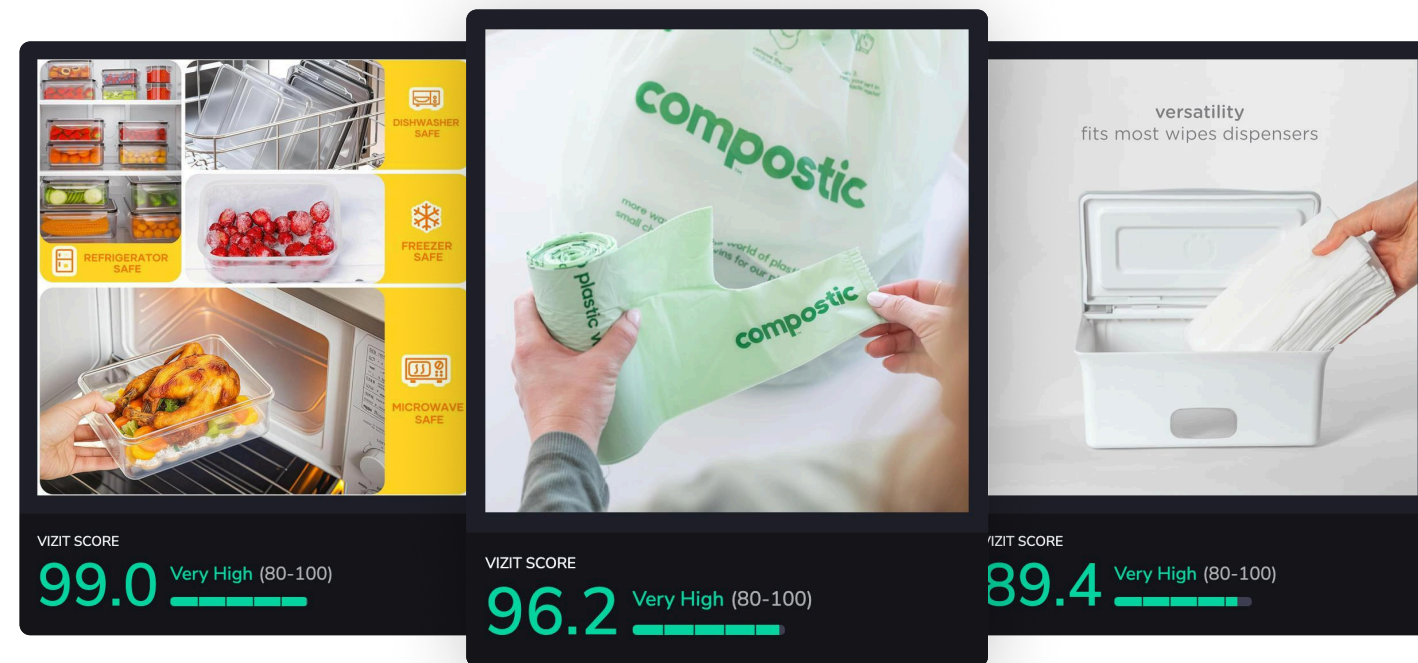
High-scoring hero images showcase hands interacting with products—pouring detergent, sealing food storage containers—creating an intuitive visual story. Macro shots emphasize functionality while maintaining clarity, reinforcing real-world usage and product benefits.



Visual Trend

Textured or Transparent Product Packaging

Transparent or textured packaging enhances realism, making products feel tangible. Close-ups highlight material quality, durability, and storage benefits, giving shoppers confidence in their purchase by showcasing details that static images often miss.



Visual Trends | Household Essentials

Top Secondary Visual Trends Across Household Categories on Amazon

An analysis of hundreds of products and thousands of images revealed the most impactful visual trends across carousel images on household PDPs on Amazon.

Visual Trend

Blue and Green Dominance

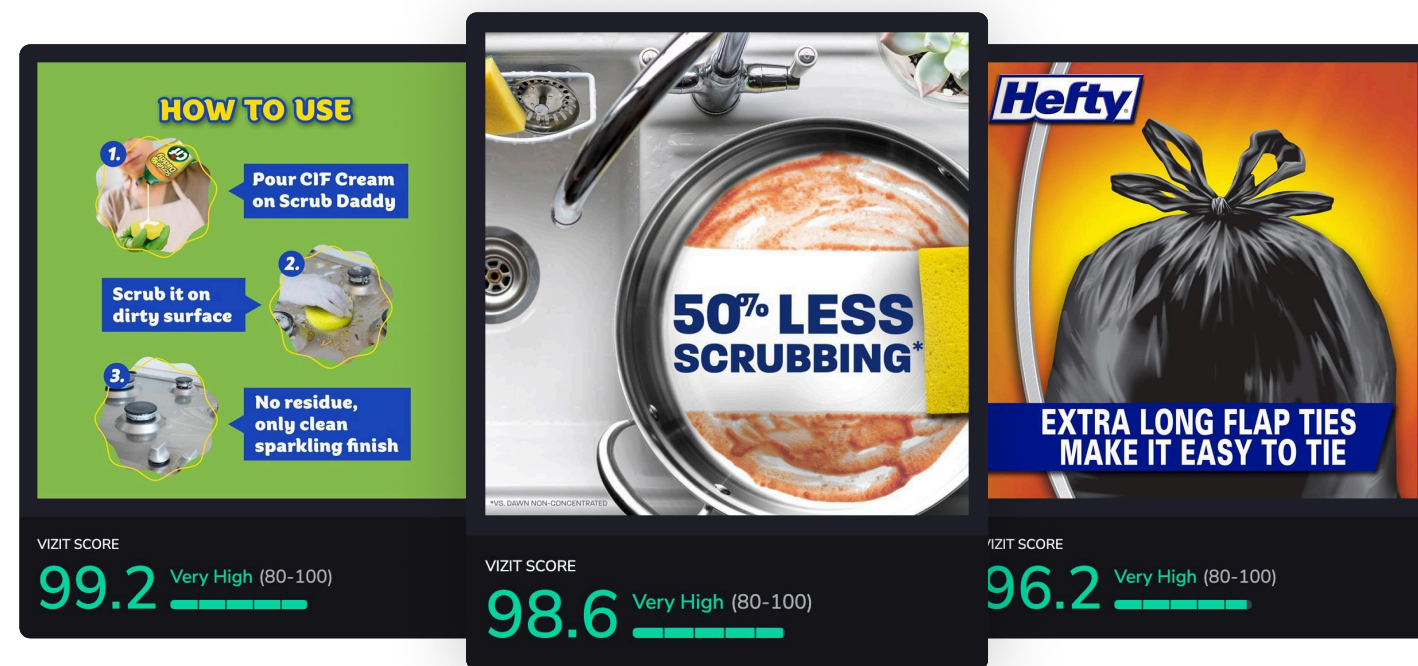
Blue dominates in air fresheners and cleaning products to signal freshness and purity, while green reinforces eco-friendly branding. These colors subtly communicate product benefits, aligning with consumer expectations for cleanliness and sustainability.



Visual Trend

Circular or Layered Badging for Key Benefits

Rounded or layered badges quickly communicate key product benefits without overwhelming the main image. Strategic placement in corners ensures clarity while maintaining focus on the product, aiding quick purchasing decisions.



Visual Trends | Household Essentials

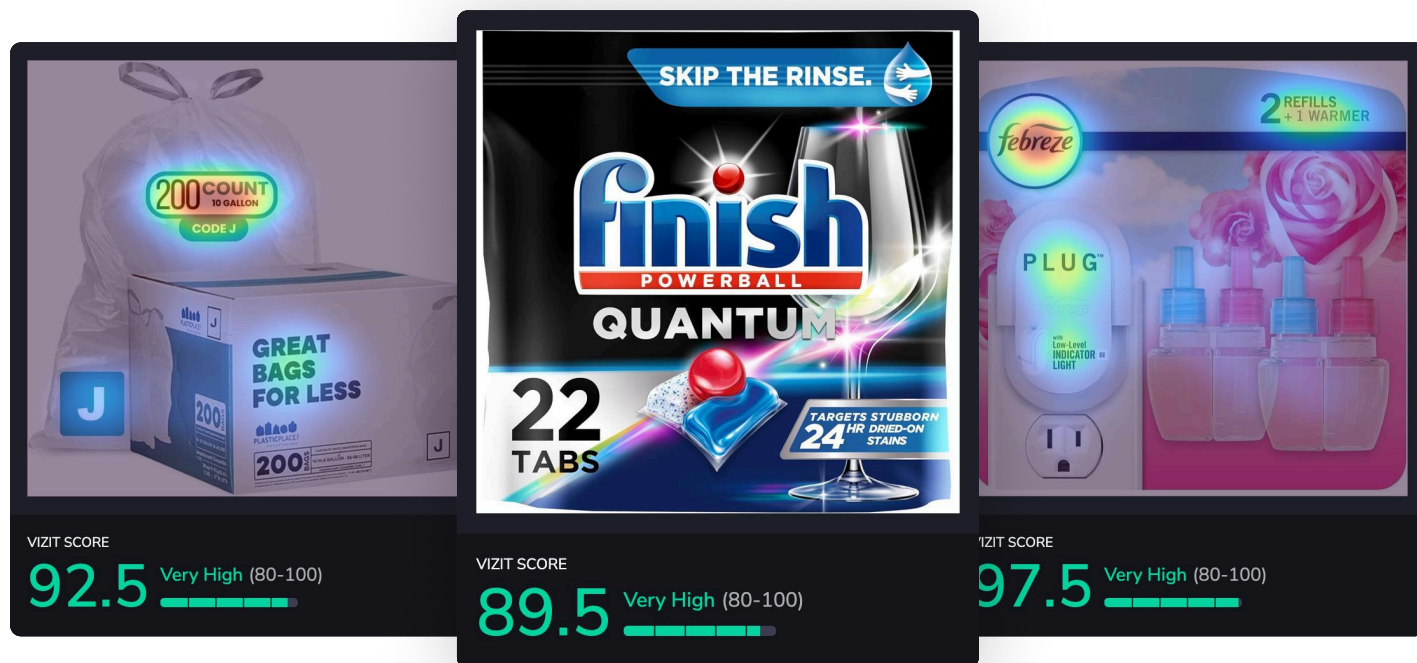
Top Primary Visual Trends Across Household Categories on Amazon

An analysis of hundreds of products and thousands of images revealed the most impactful visual trends across hero images on household PDPs on Amazon.

Visual Trend

Minimal Badging with Quantity Callouts

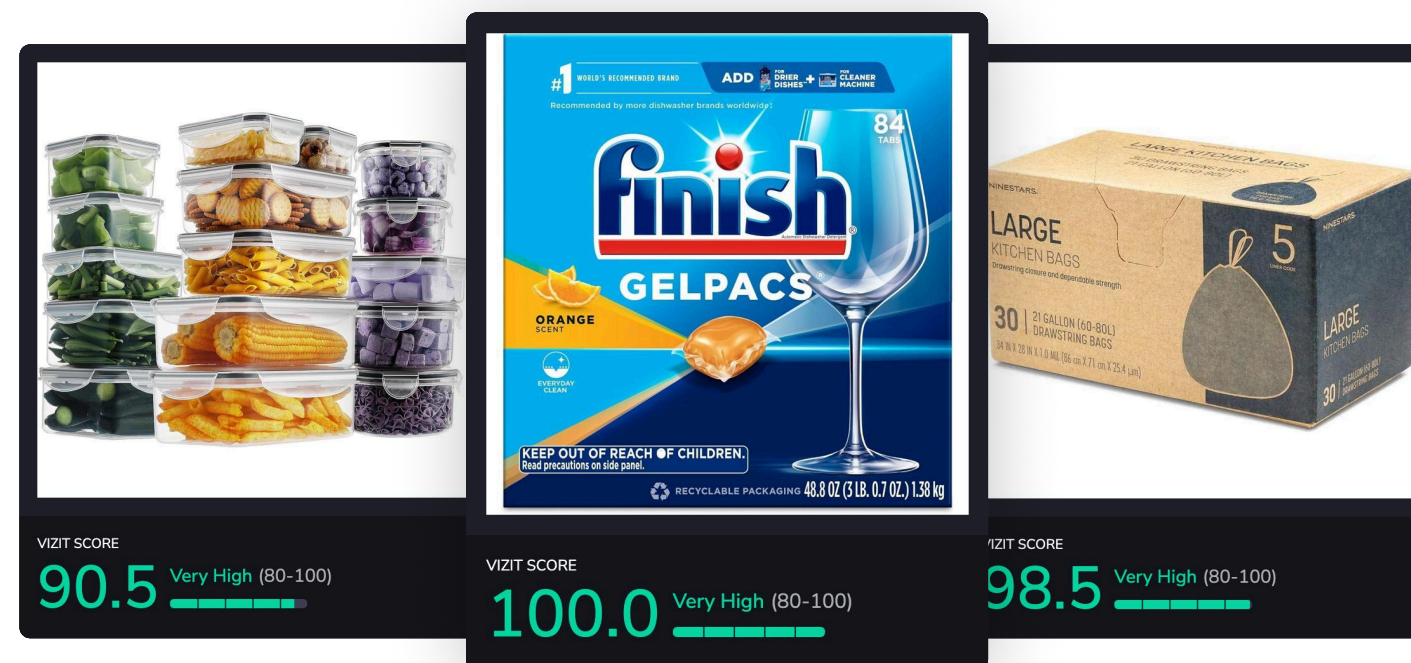
A key trend among high-scoring hero images is small, non-intrusive badging in a top corner, usually displaying the number of items in the package. Bold, sans-serif fonts enhance readability so key details stand out at a glance.



Visual Trend

Perspective and Angles Vary by Product Type

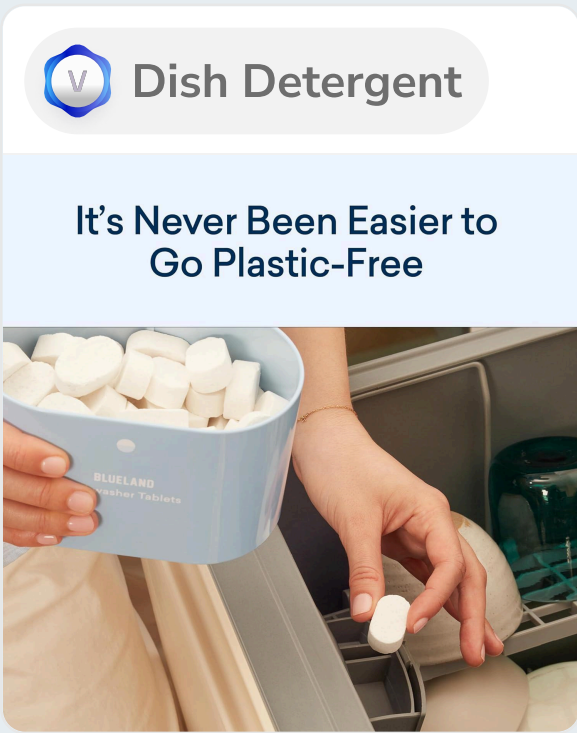
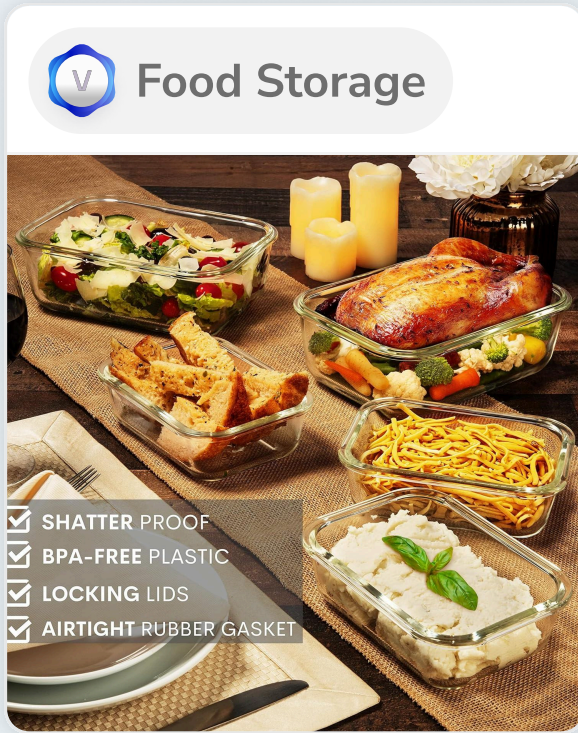
High-scoring hero images use strategic product angles based on packaging type. Flat items like baby wipes and detergent packs are shot straight-on for brand clarity, while containers, spray bottles, and boxed products favor a three-quarter angle to highlight depth and usability.



Winning Carousel Images | Household Essentials

Top Secondary Images in Household Goods

These carousel images have high individual VIZIT Scores and take advantage of appealing visual trends in the category. Carousels with higher scoring images will be more effective at converting shoppers.

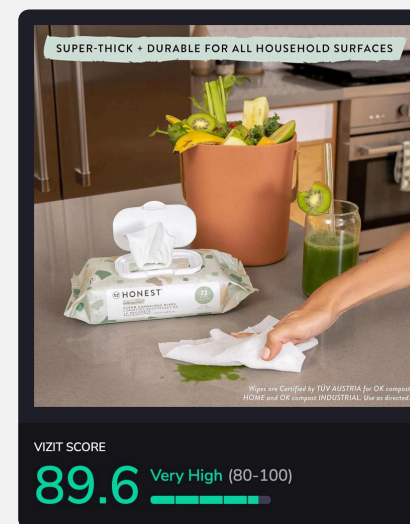
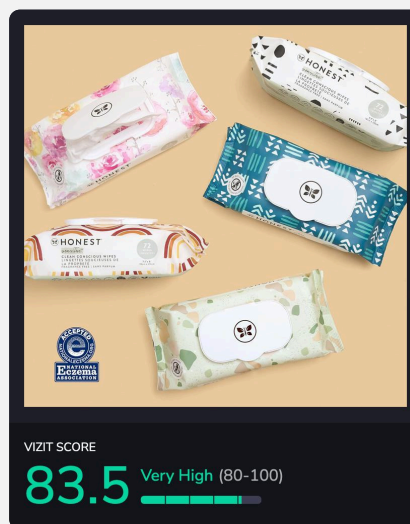
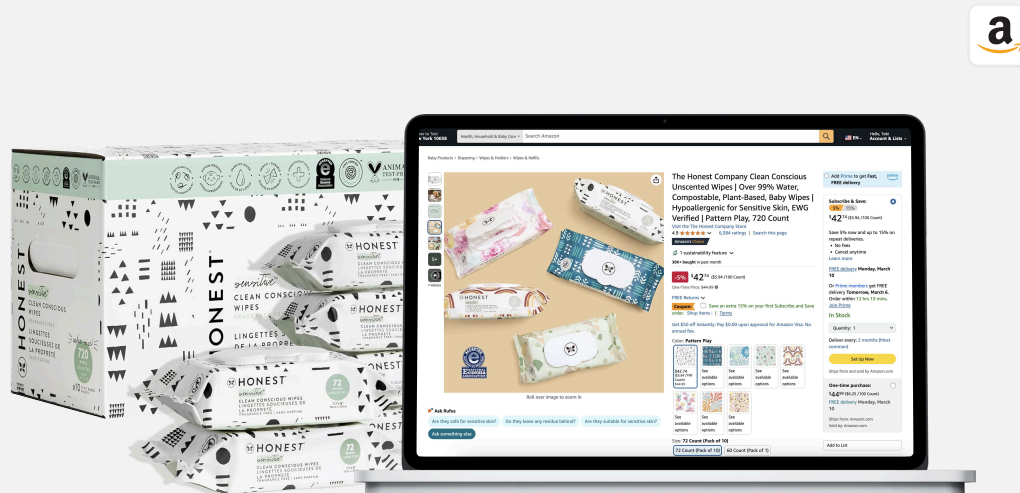


Top Listing | Baby Wipes

PDP Spotlight | Baby Wipes

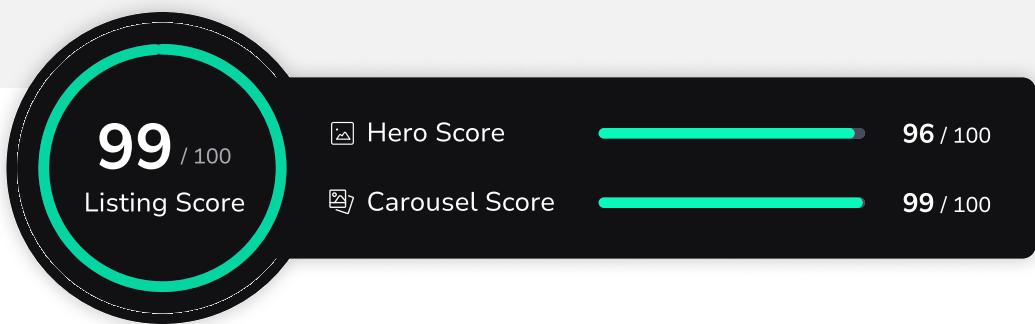
This baby wipes listing from The Honest Company contains effective imagery advantaged in attracting and converting parents with children under 12. See a full breakdown of the listing content below.

Top Listing | Baby Whipes



What makes this listing a winner?

This baby wipes PDP scores 98.0, excelling with a clean, high-contrast hero and a cohesive carousel that enhances consumer understanding through product variety and lifestyle imagery.



The Honest Company Clean Conscious Unscented Wipes | Over 99% Water, Compostable, Plant-Based, Baby Wipes | Hypoallergenic for Sensitive Skin, EWG Verified | Pattern Play, 720 Count

[view listing](#)

- ASSET COUNT**
 7+ scored assets
 This listing has at least 7 scored assets.
- ASSET ORDER**
 Assets are out of order
 Order assets by VIZIT Score (high to low) to improve your Listing Score.
- ASSET MIX**
 Assets are diverse
 This listing's assets are diverse and therefore match VIZIT's recommendations.
- ASSET SCORES**
 5 of 8
 Improve the VIZIT score of the other 2 scored assets to optimize this listing.

How can this listing improve?

Optimizing asset order by VIZIT scores boosts engagement. Cleaner designs, better contrast, and contextual product images enhance appeal for conversions.

Batteries

PDP Face Off

Energizer outperforms Duracell with a higher hero and Listing Score. Its high-contrast design, strong branding, and recognizable character enhance engagement, while Duracell lacks differentiation. Though both struggle with carousel performance, Energizer's stronger asset mix gives it an edge.


DURACELL®

VS

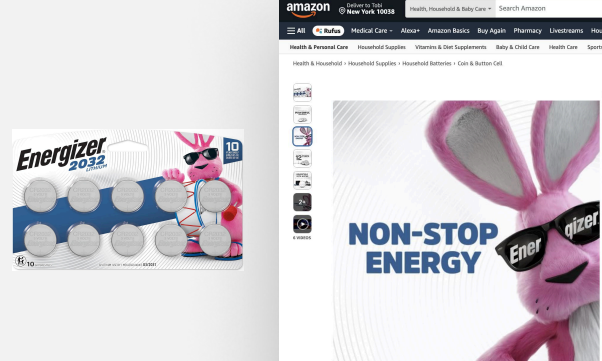
Overall Winner 48.0



LISTING SCORE	44.0	Duracell
HERO SCORE	17.0	
CAROUSEL SCORE	61.0	



LISTING SCORE	92.0	Energizer
HERO SCORE	99.0	
CAROUSEL SCORE	53.0	



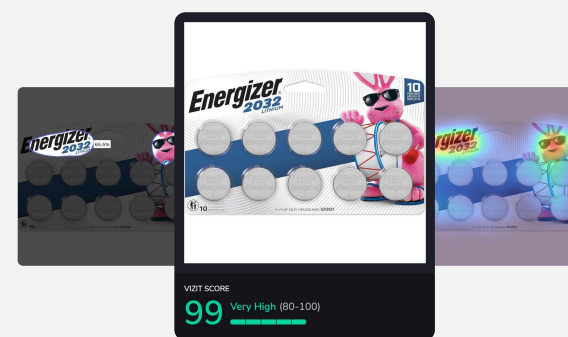
Hero Image Comparison

Duracell's hero image underperforms due to weak clarity, low contrast, and an unengaging design. Small text, dark areas, and lack of differentiation reduce impact.



Hero Image Comparison

This hero image excels with a clean design, strong branding, and the Energizer Bunny as a visual hook. High-contrast packaging boosts visibility, while clear claims reinforce value.



Carousel Image Comparison

The carousel is inconsistent, with one strong image and weak ones. Repetitive visuals and unclear benefits reduce impact. Prioritizing top performers boosts engagement.



Carousel Image Comparison

The carousel is mixed, with strong and weak assets. Some highlight key features, others lack clarity. Enhancing text, differentiation, and lifestyle images can improve VIZIT Scores.





Trash Bags

SKU Rescue

Visual intelligence drives new optimization capabilities for PDP visual content. Here's a look at how visual AI helps Hefty upgrade its listing—and increase conversions—with more engaging images and content arrangement.

🙄 Before



AI-POWERED VIZIT SCORE™

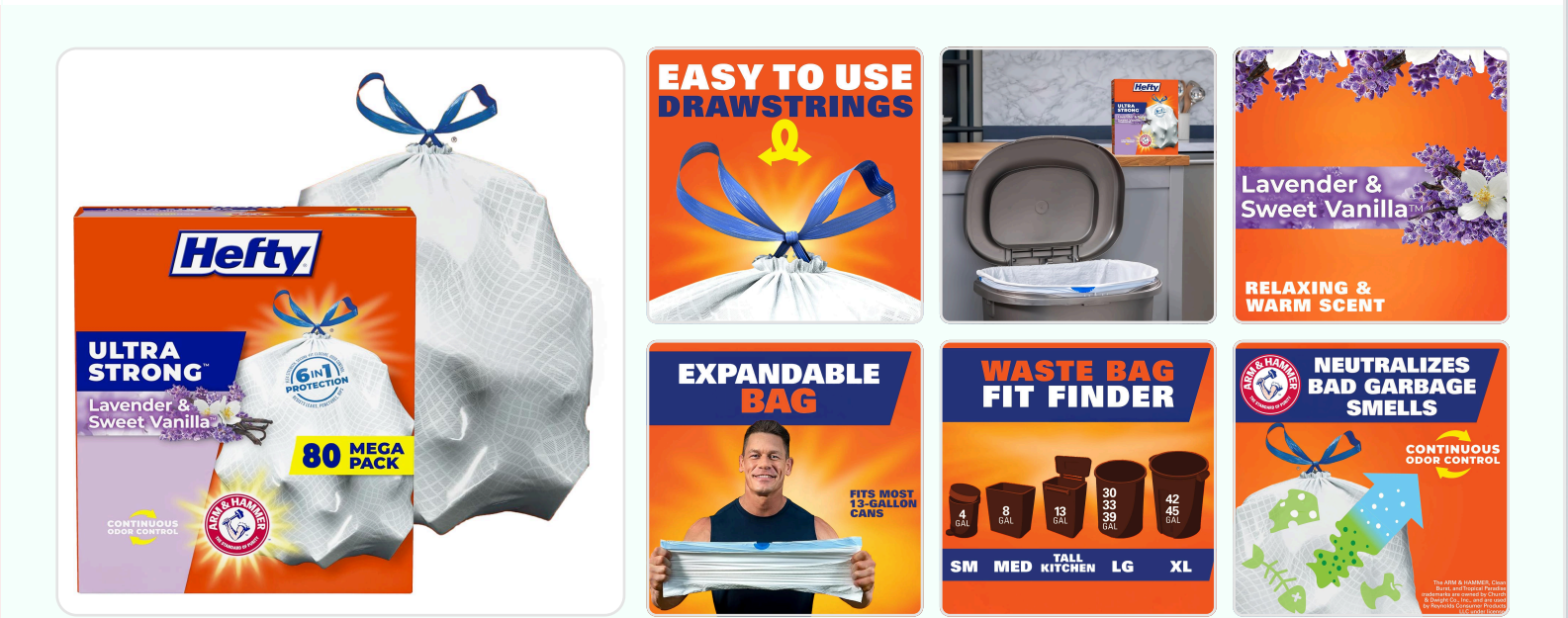
AI-POWERED RECOMMENDATIONS

LISTING SCORE	49.0	ASSET SCORES	⚠️
HERO SCORE	36.0	ASSET ORDER	⚠️
CAROUSEL SCORE	51.0	ASSET MIX	✅
		ASSET COUNT	✅

SKU Breakdown

The previous listing had a low VIZIT Score due to several factors, including suboptimal hero image composition, an inconsistent carousel image order, and low asset scores. The hero image lacked clear differentiation, and carousel images were not optimized for visual engagement. The messaging hierarchy was not as effective, leading to suboptimal shopper engagement.

✅ After



AI-POWERED VIZIT SCORE™

AI-POWERED RECOMMENDATIONS

LISTING SCORE	51.0	100	ASSET SCORES	⚠️
HERO SCORE	47.5	83.5	ASSET ORDER	✅
CAROUSEL SCORE	49.0	100	ASSET MIX	✅
			ASSET COUNT	✅

Optimization Overview

The optimized listing improves the VIZIT Score significantly, reaching a 100 Listing Score with a hero image that enhances clarity and appeal. The carousel images have been restructured with stronger visual hierarchy, improved asset order, and better asset mix. Adjustments in composition, messaging clarity, and alignment with consumer visual preferences resulted in a more engaging and effective product display.

Visual Intelligence

Why Visual AI: How **Vizit** Enables Optimized Content Creation at Scale

Don't let ineffective content hurt your bottom line. Vizit's Visual AI technology allows brands to see through the eyes of their audience for the first time.

Online Beverage Shoppers

SCIENTIFICALLY DESIGNED TO WORK
BETTER THAN WATER
FOR REHYDRATION

22.4

49.0

95.0

Objective Image Analysis

Measure and understand the effectiveness of your PDP visual content and uncover specific areas for optimization to improve the conversion power of your imagery.

10 PRODUCTS

100% PREMIUM BEEF

GET THE ONE WITH WHOLE FRUIT SODAS APPROVED

take healthy eating on-the-go

Visual Content Measurement at Scale

Identify high-performing products and listings, leverage visual insights, and gain a competitive edge in shoppers' eyes across your entire catalog.

No matter where you hurt

92.1

Real-Time Test and Learn Capabilities

Test new content, configurations, and product listings to optimize image effectiveness pre-flight.


#1	hismile	Gen Z Shoppers	96.0
#2	ZOËBA		56.0
#3	parodontax		18.0

Continuous Conversion Improvement

Track performance over time, monitoring category leaders and laggards for a holistic view of visual content effectiveness.

Make Your Visual Content Work for You

Visual content is the **#1 driver of sales** on ecommerce. Vizit helps you create and surface the right content that cuts through the noise to lift conversions, traffic, and sales.



Don't see your content in this analysis?

Submit your listing for analysis

	Up to 45% boost in conversions
	Up to 30% increase in online sales
	Up to 25% increase in traffic



THE #1 AI PLATFORM FOR DIGITAL COMMERCE

About VIZIT

Vizit is the visual intelligence platform, enabling digital leaders, designers, and marketers around the world to view and optimize their digital content through their audience's eyes in real time. Powered by patented intuitive AI technology, Vizit provides a revolutionary, easy to use software platform that helps teams deliver breakthrough digital content that stands out, delights customers, and sells more products, delivering the essential infrastructure to achieve content excellence at scale.

Vizit is relied upon by the world's most iconic brands, retailers, and agencies in over 15 countries, including Mars, L'Oreal, Unilever, Colgate Palmolive, and Kimberly-Clark. Vizit has been recognized as a Business Insider Top 15 Technology Startup, a Leading 100 Startup, a CB Insights Retail Technology 100 winner, and a Greenbook Insight Innovation Finalist. For more information, visit www.vizit.com.

BRANDS WINNING WITH VIZIT

