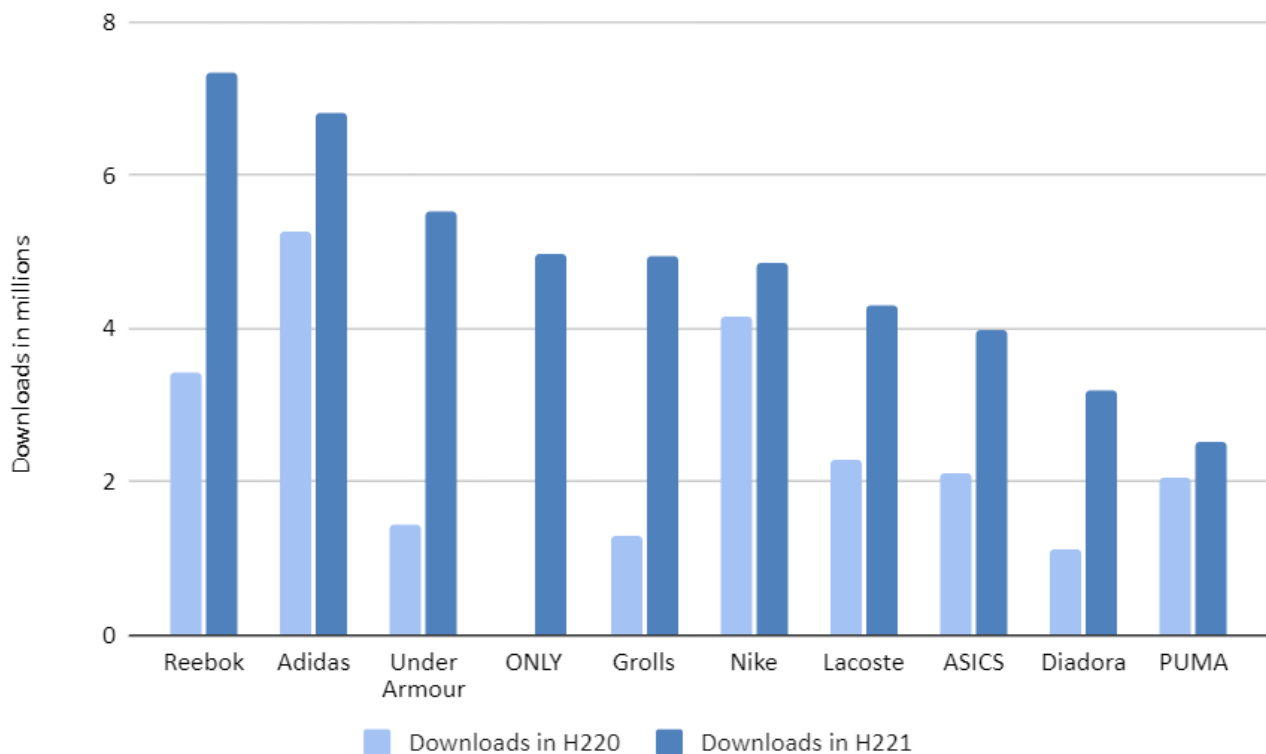


# Brand Rank H2-21: Reebok, Adidas, and Under Armour Top Fashion & Lifestyle

Just like [in H1-21](#), also for the second half of 2021, we are going to highlight some of the verticals and their best-performing brands. The ranking is determined by the number of downloads of data-sheets from the Icecat database and is represented by the below graph, where darker blue means H1-21 and lighter blue represents the same period in 2020. First up, we are analyzing the [category](#) Fashion & Lifestyle.

## Fashion & Lifestyle

While in H1-20, Adidas was the number one brand in the category, in this period, Reebok took the reign, registering YoY growth of 115%. Under Armour remained in 3rd position just like in the previous period. However, in comparison to the previous year, the brand also registers three-digit growth (+285%). On the fourth position is a newcomer in the top 10, ONLY, with more than 5.5 million downloaded data-sheets. The rest of the brands in the top 10 remains the same as the previous period, although in a different order. Furthermore, all of these brands have grown YoY in double or triple digits.



## Other KPIs on Brand Rank Page

While statistics per vertical is something that we keep only for overviews like this one, overall brand [analytics per country](#) are visible in the front end. A brand rank per country is especially interesting for a brand's local business representatives. Besides, as the internet implies globalization, Icecat can not resolve all views or downloads to an individual country. Some e-commerce users are international. And some individual data consumers browse anonymously.

Furthermore, Icecat also publishes a Brand Average Review Score. This includes the total number of reviews that contribute to the score calculation. Again, this is done for transparency. This daily updated statistic is also available for XML API users by default. The [data health score](#) is visible. The brand data health completeness score is the average of the completeness scores of all product data sheets of a brand's products. This ranges from main products to

supplies and spare parts. Again, brand editors can see the color changing of completeness. New is the addition of the [Most Popular Products](#). For every brand, its most popular products in the Icecat catalog based on (tens of) thousands of requests are now visible