

亚马逊2023年度数据报告

 卖家精灵 ×  云雅智库 联合出品

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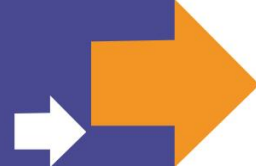
03

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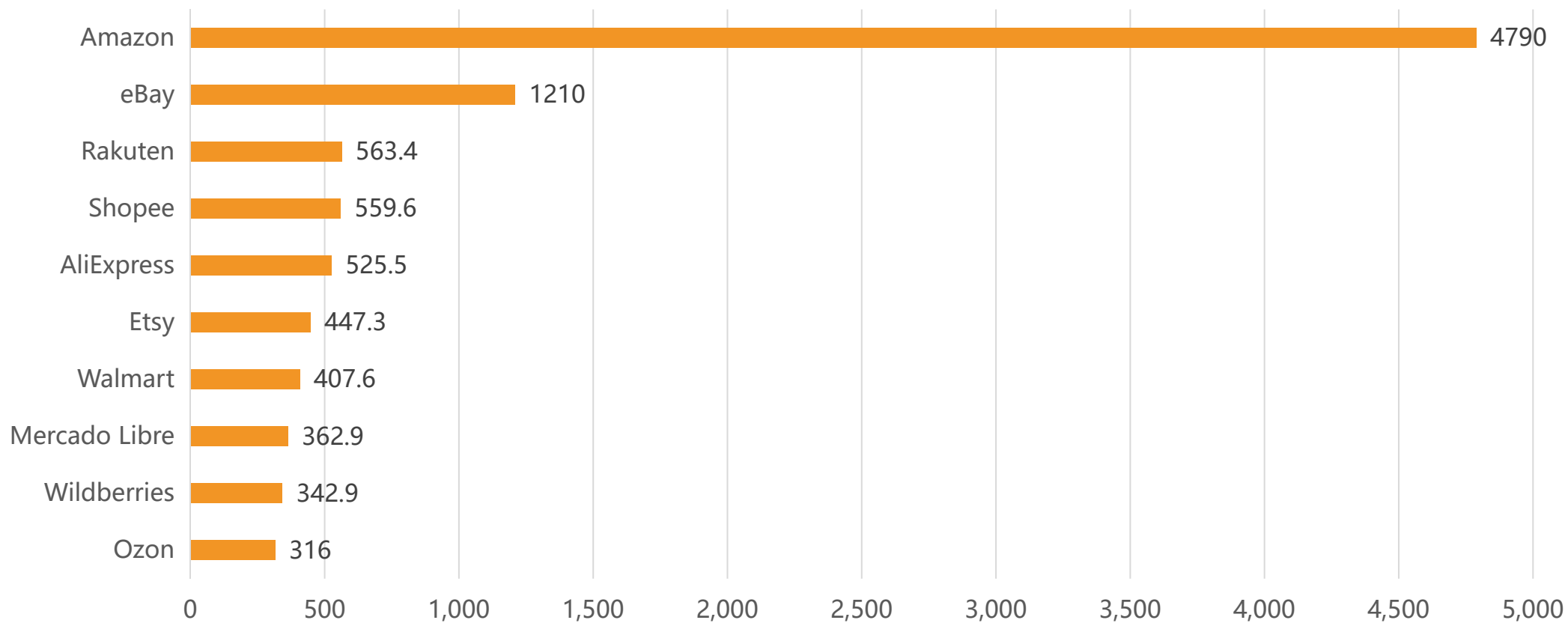


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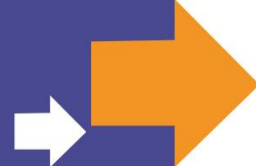
亚马逊卖家
及类目数据



按月流量 (单位: 百万访问量)

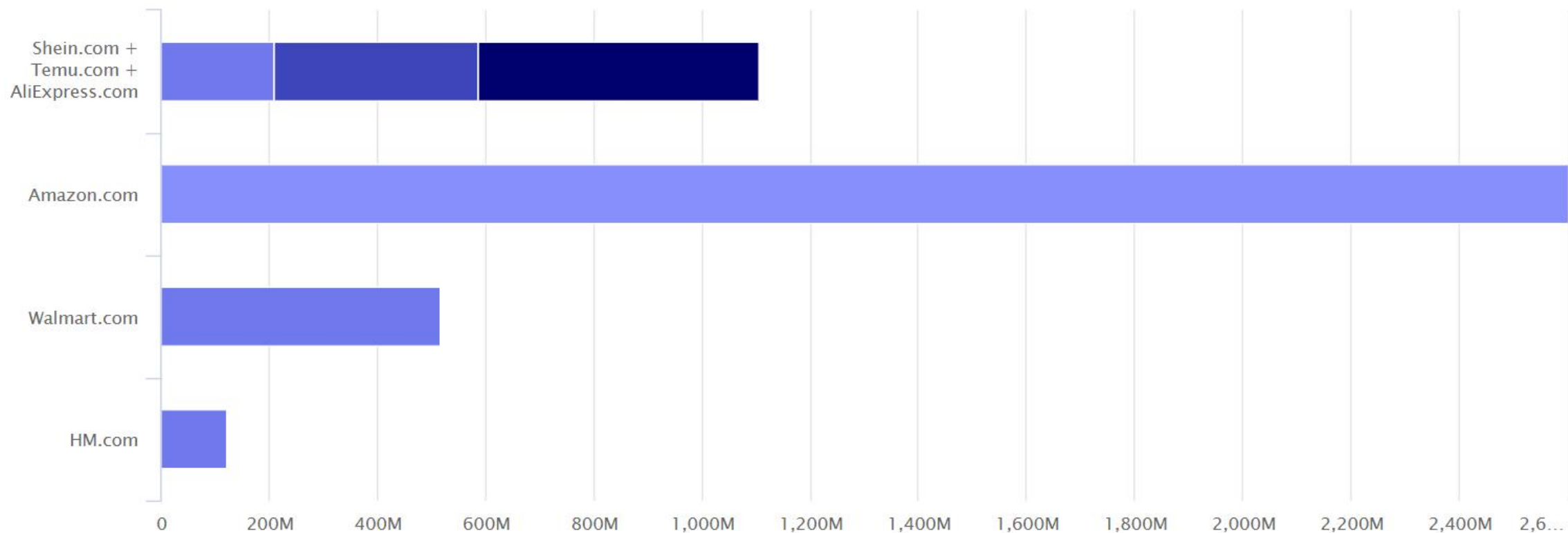


来源: statista

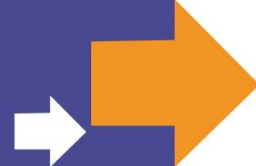


Shein、Temu、AliExpress的Web端流量

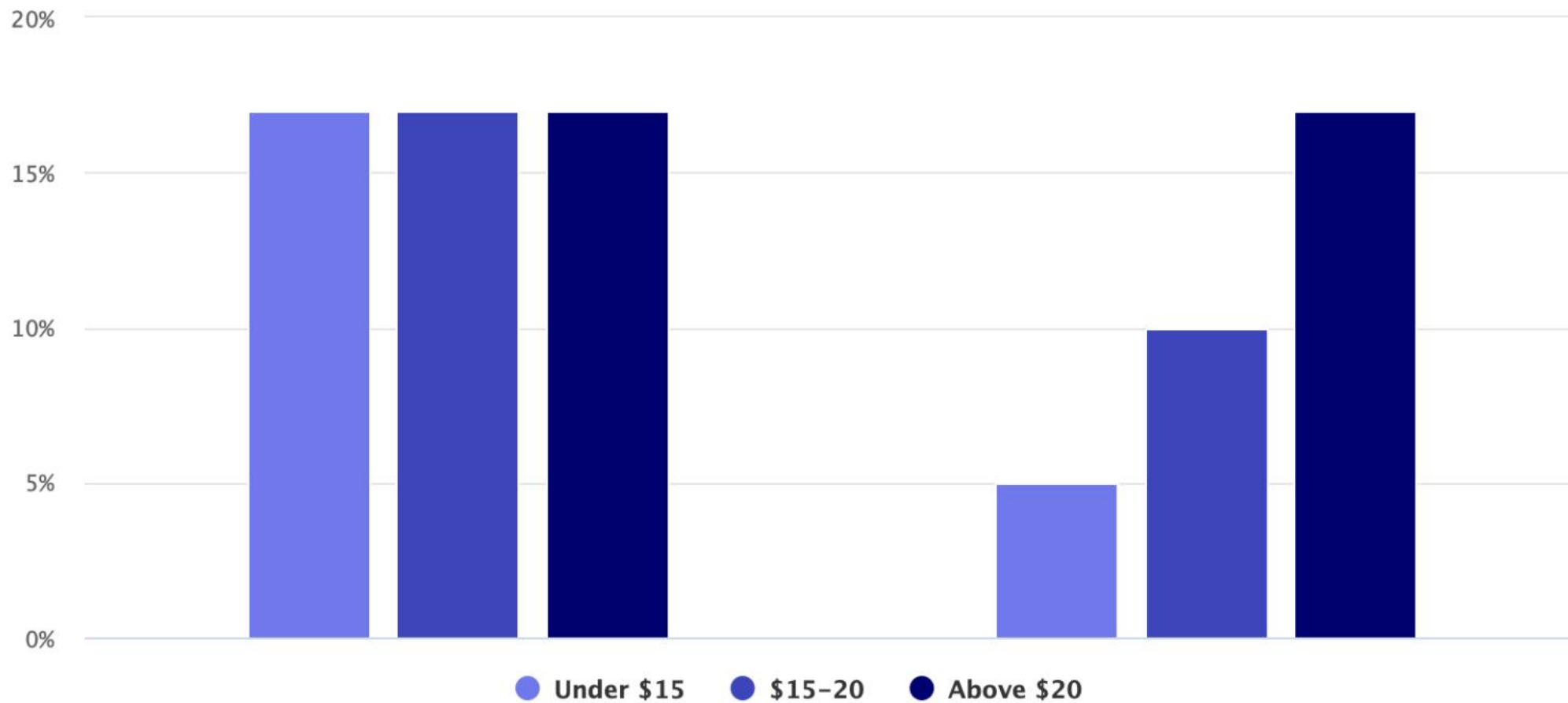
Shein + Temu + AliExpress Web Traffic



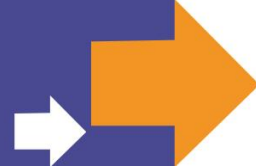
来源: SimilarWeb 数据取样: 2023年11月



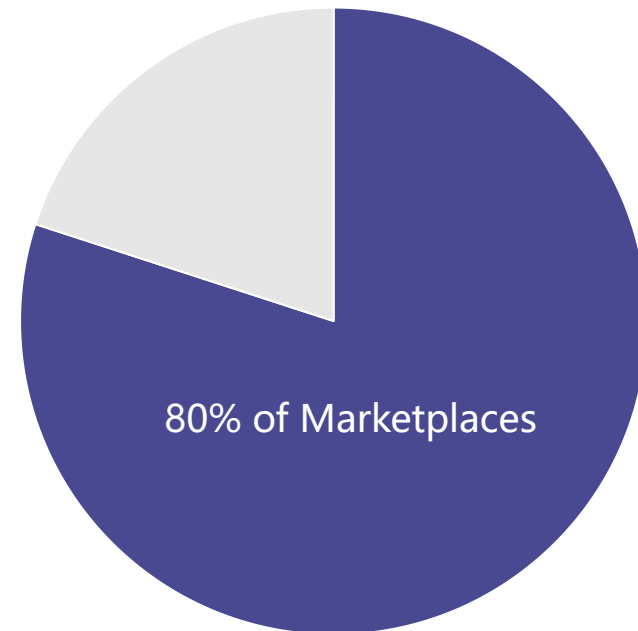
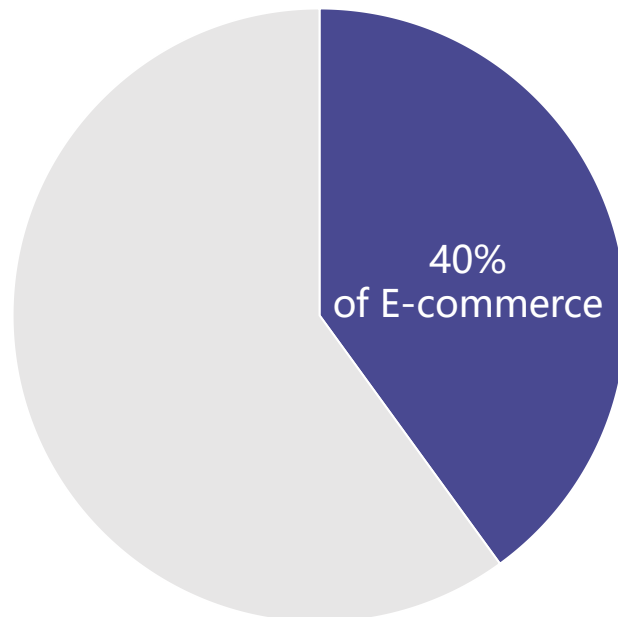
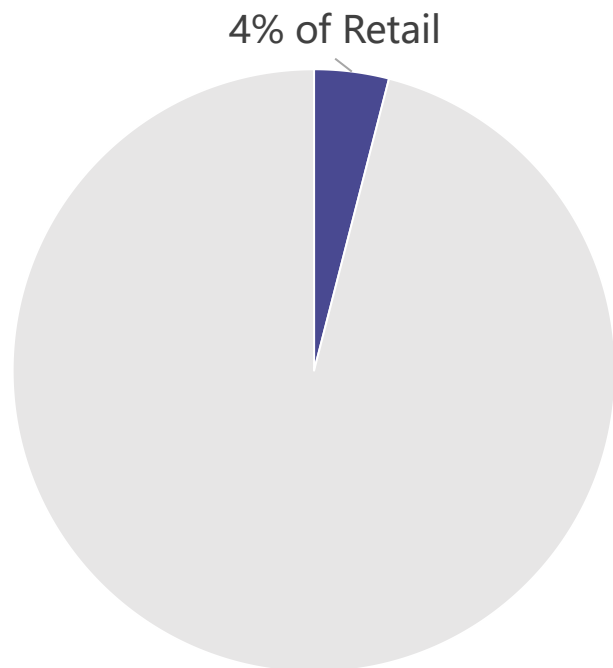
Amazon Clothing Referral Fee Now vs. Starting 2024



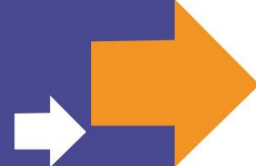
来源: Marketplace Pulse



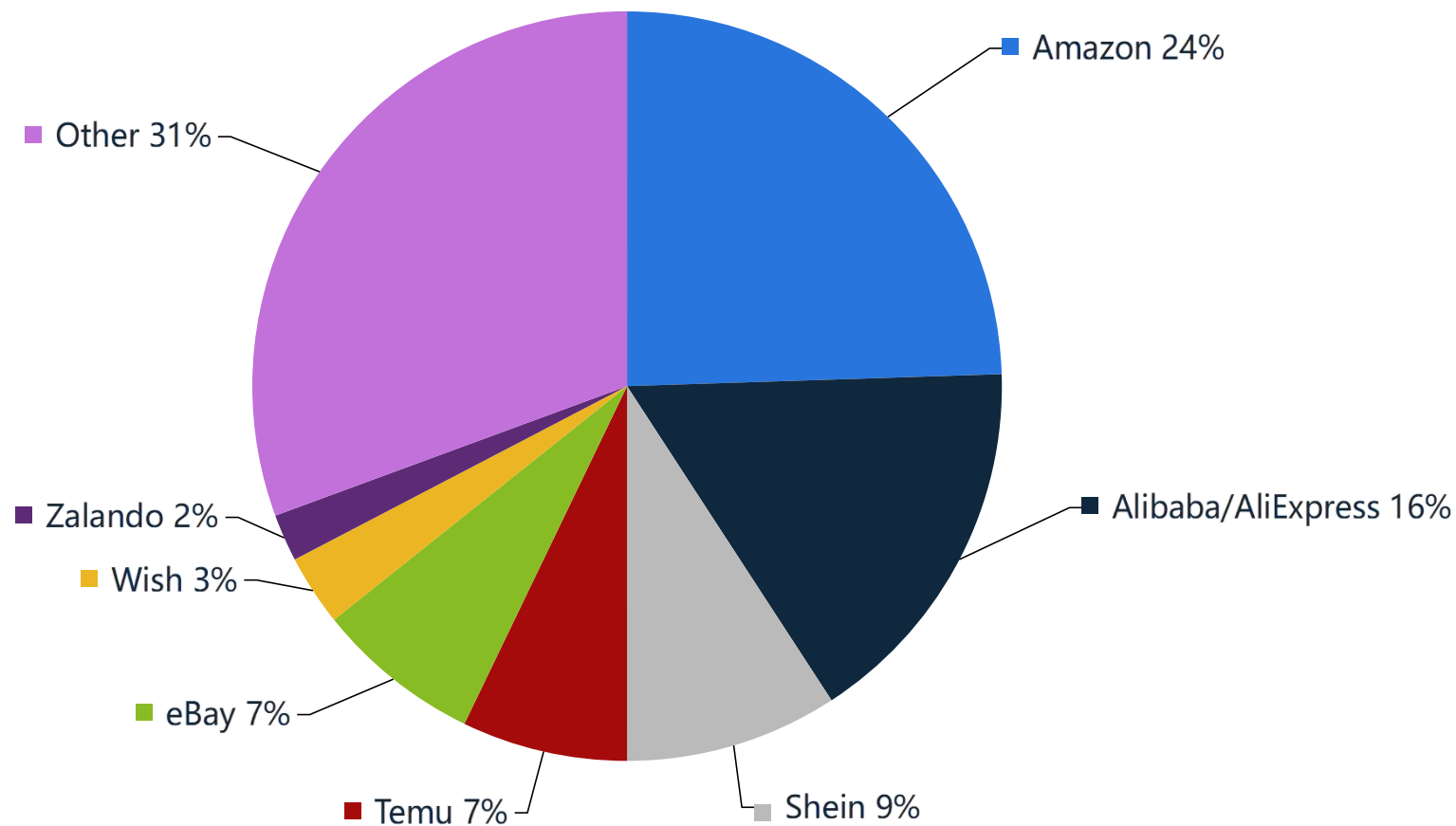
亚马逊在美国零售（包括所有实体店）、电子商务领域和电子商务平台的份额



来源: Marketplace Pulse



41 个国家/地区的 32,510 名受访者



来源: SimilarWeb 数据取样: 2023年9月

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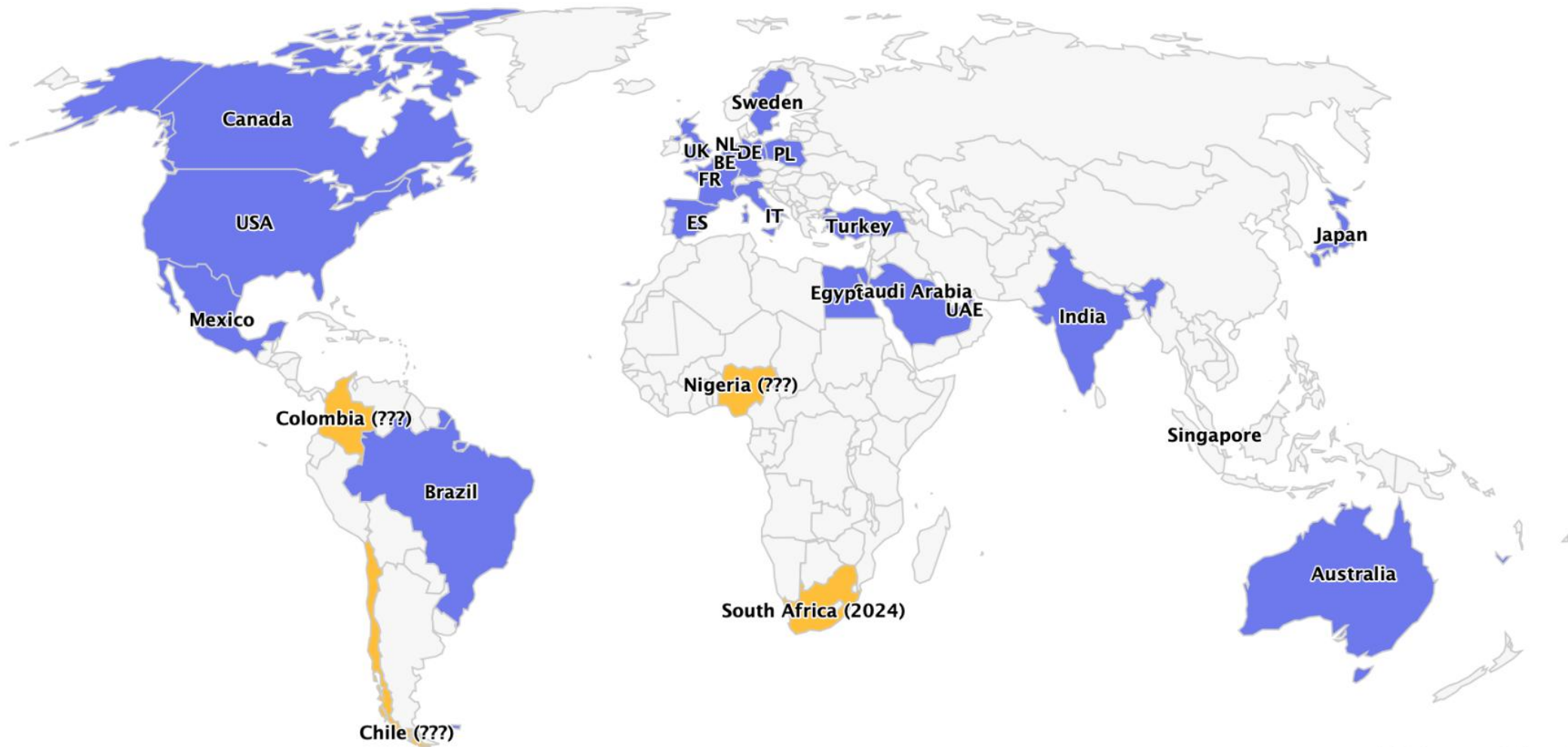
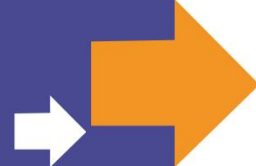
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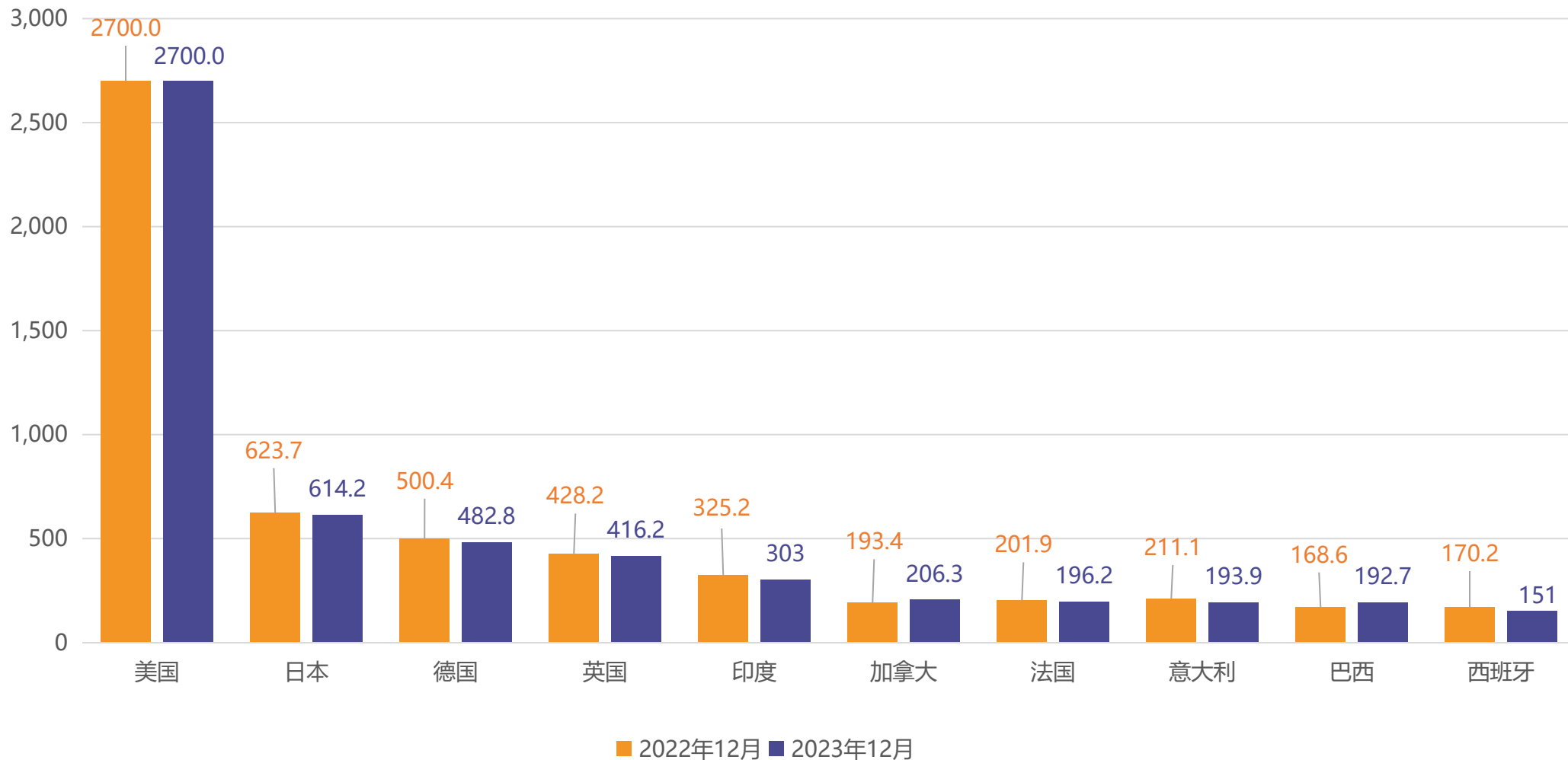
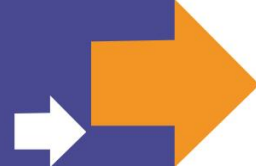


Highcharts.com © Natural Earth

来源: Marketplace Pulse



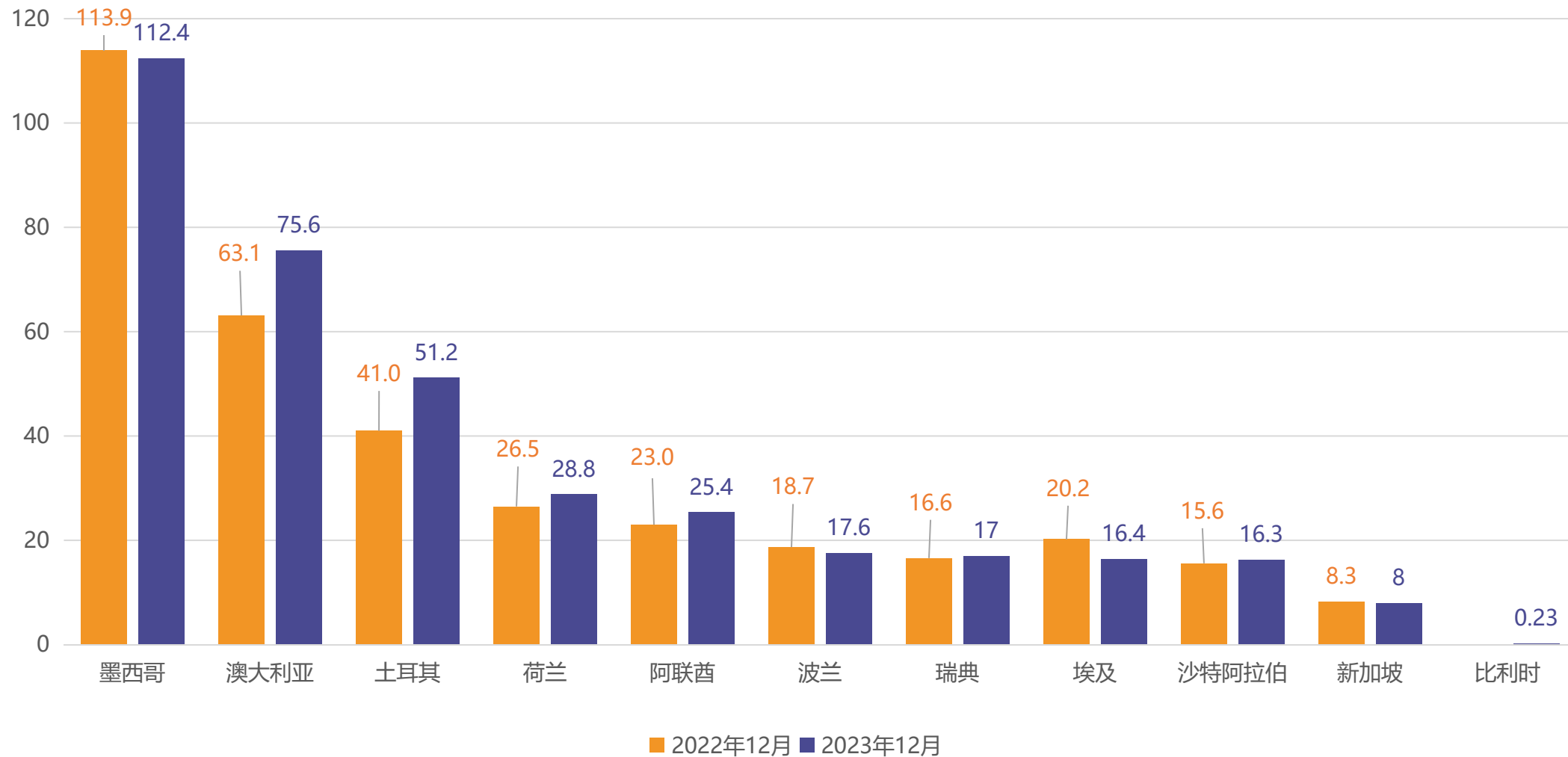
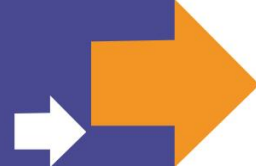
亚马逊各站点访问量 (2023年12月)



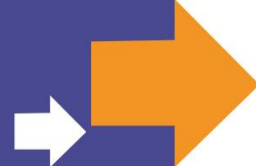
单位: 百万 来源: SimilarWeb 市场: Amazon全球



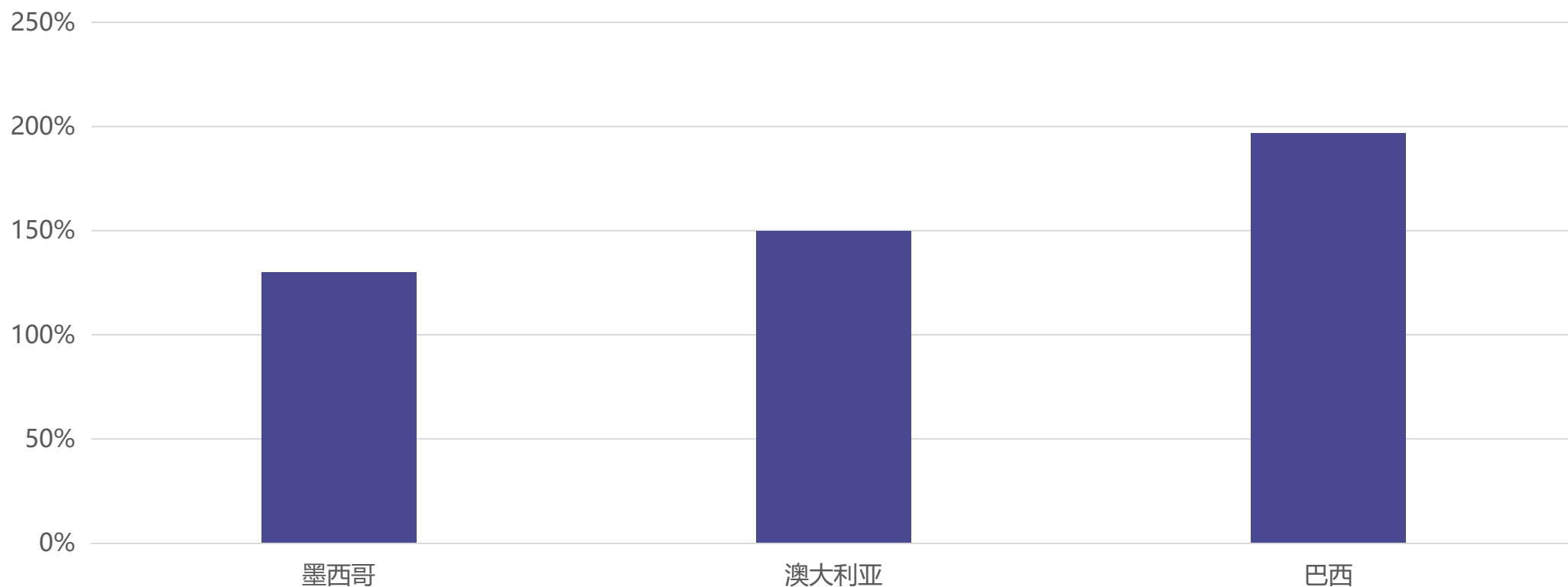
亚马逊各站点访问量 (2023年12月)



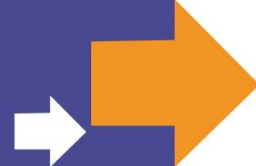
单位: 百万 来源: SimilarWeb 市场: Amazon全球



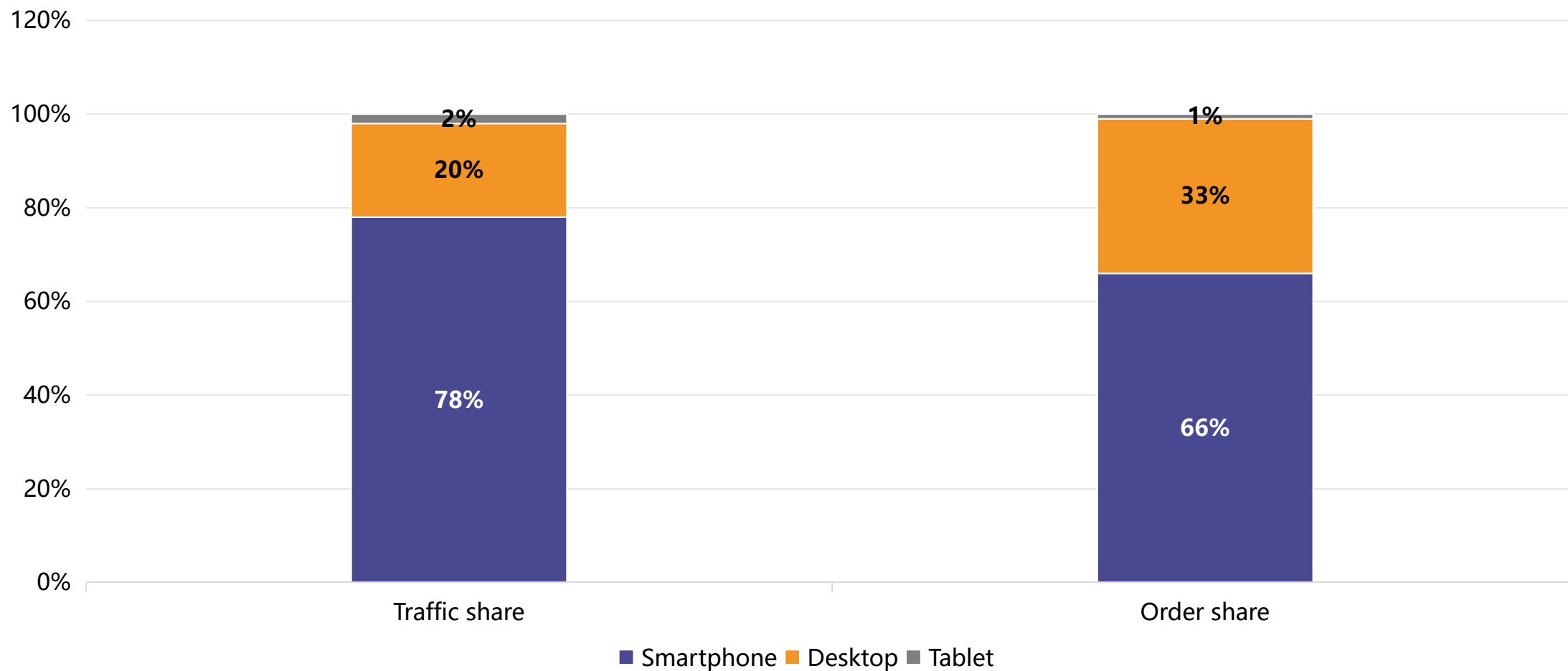
2020-2023年亚马逊Web端流量增长



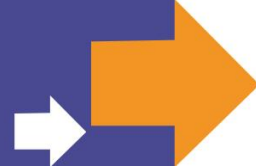
来源: SimilarWeb



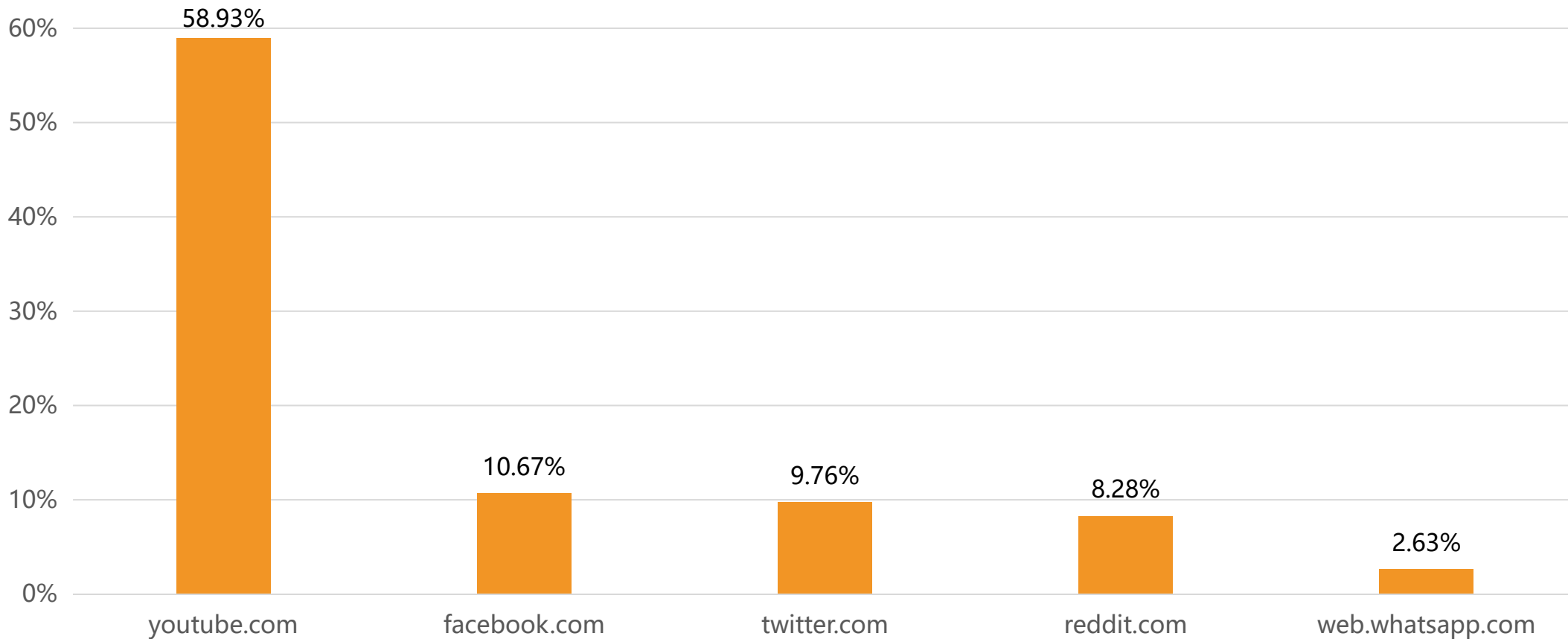
智能手机、电脑、平板端的流量和订单分布



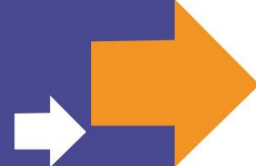
来源: statista 数据取样: 2023年第四季度



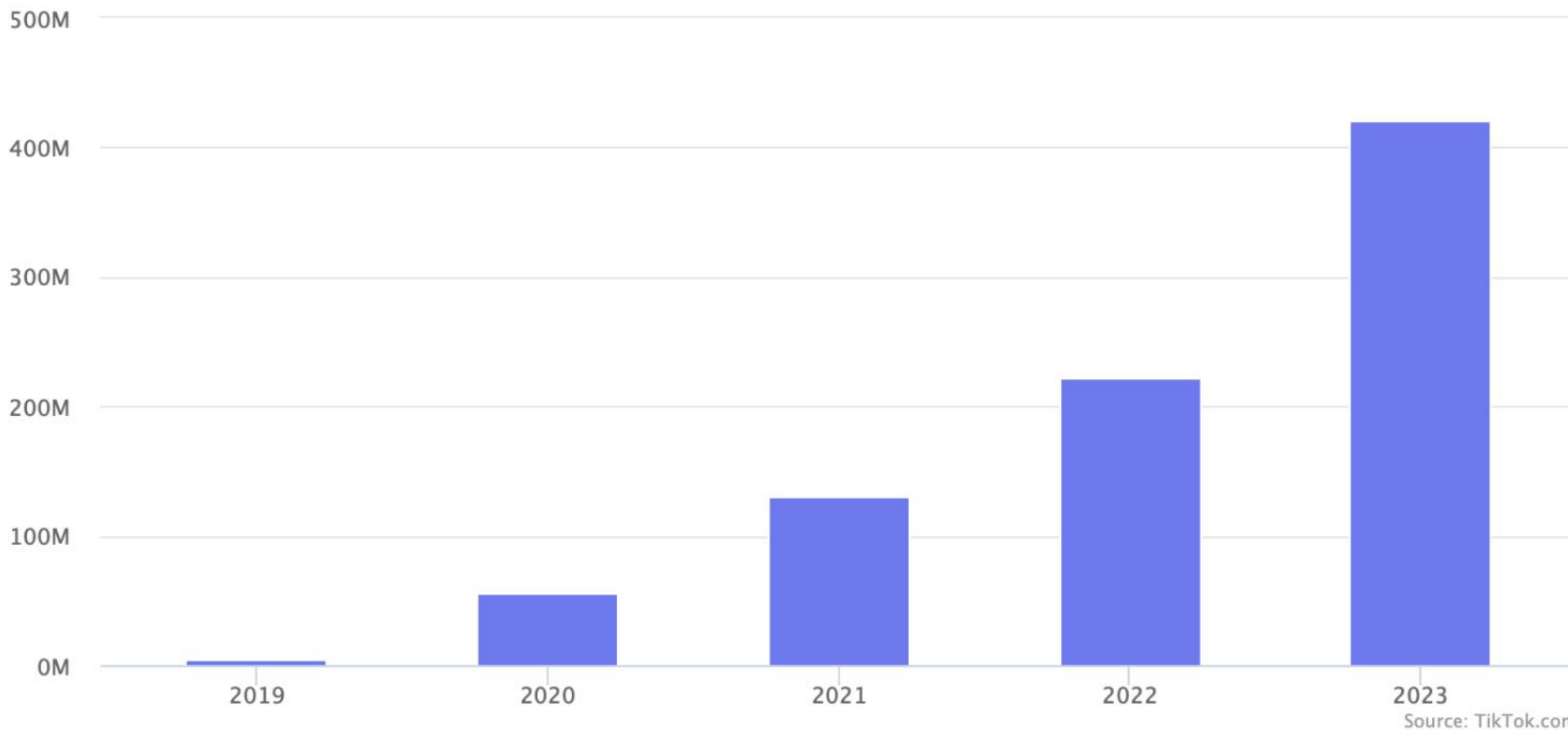
社交媒体给亚马逊的引荐流量占比（结合桌面和移动网络；排除app）



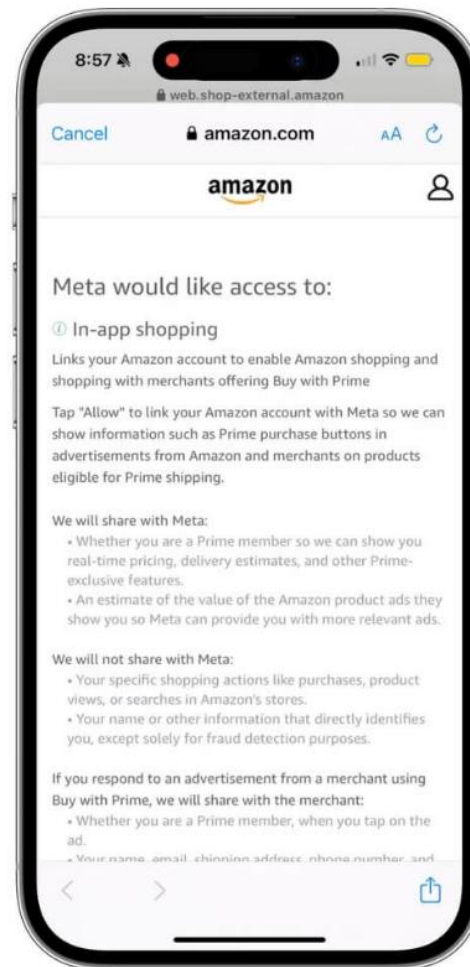
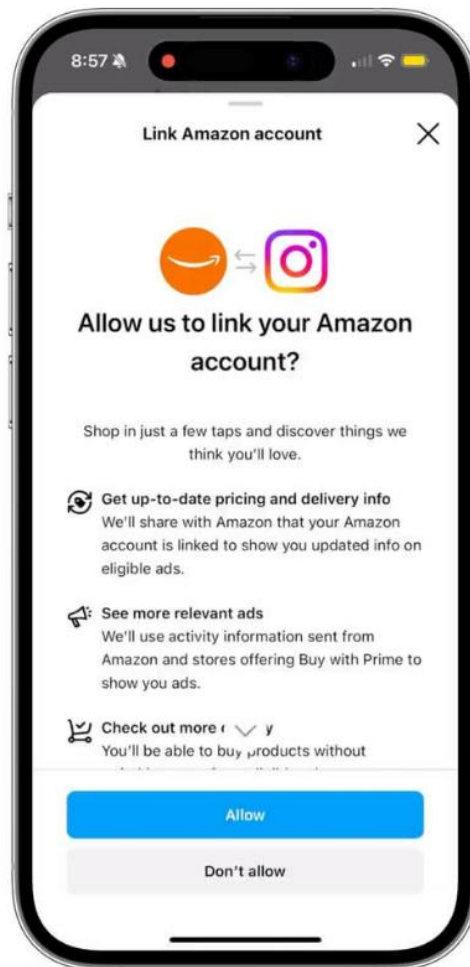
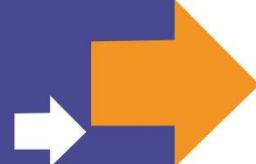
来源: statista 数据取样: 2023年12月



Prime Day Views on TikTok (#primeday + #primeday2023 + #amazonprimeday2023)



来源: Marketplace Pulse



来源：Marketplace Pulse

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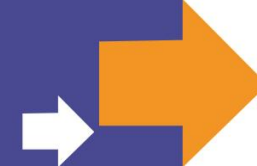
亚马逊卖家
及类目数据

(亿美元)	2019年	2020年	2021年	2022年	2023年
国际站销售额	747.2	1044.2	1277.9	1180.1	1312.0
国际站销售占比	31%	30%	31%	27%	27%
北美站销售额	1707.7	2362.9	2798.4	3158.7	3528.3
总销售(亿美元)	2454.9	3407.1	4076.3	4338.8	4840.3

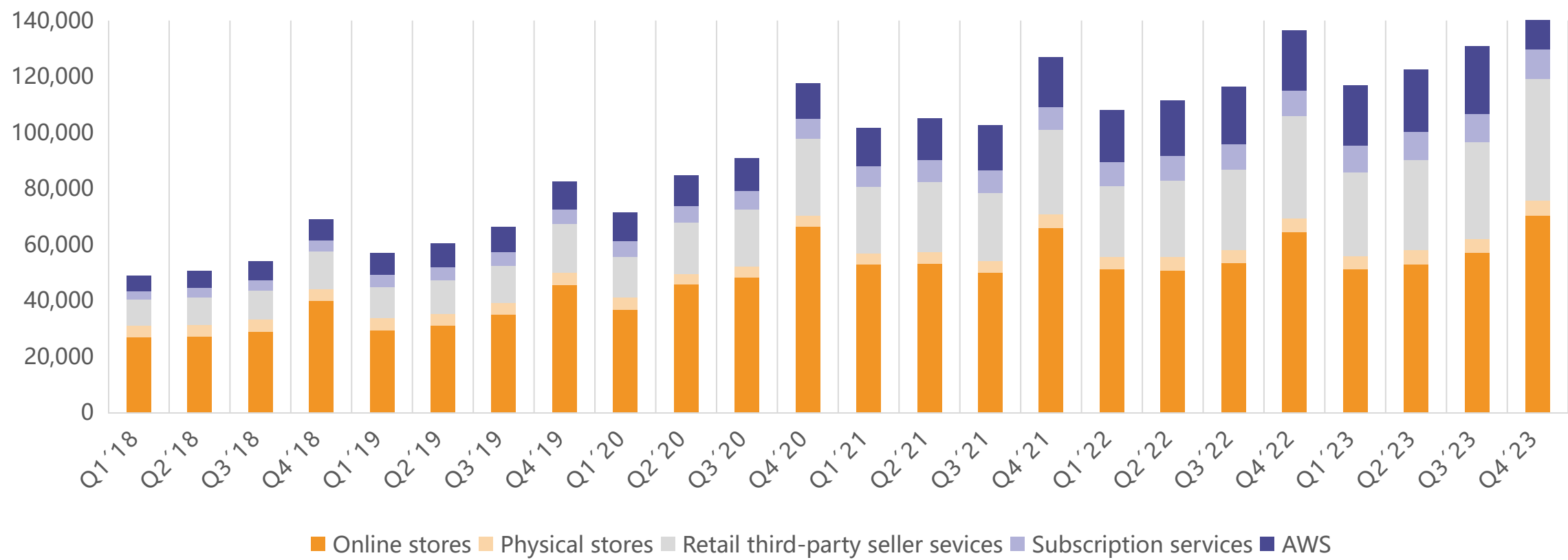
来源：亚马逊各季度财报及Marketplace Pulse

(亿美元)	Net revenue	Online stores	Physical stores	Retail third-party seller services	Subscription services	AWS	Other
2018年	2329	1229.9	172.2	427.5	141.7	256.6	101.1
2019年	2805.3	1412.5	171.9	537.6	192.1	350.3	140.9
2020年	3860.7	1973.5	162.3	804.6	252.1	453.7	214.5
2021年	4698.2	2220.8	170.8	1033.7	317.7	622	333.2
2022年	5139.7	2200.04	189.63	1177.16	352.18	800.96	419.73
2023-Q1	1273.6	510.96	48.95	298.2	96.57	213.54	105.38
2023-Q2	1343.8	529.66	50.24	323.32	98.94	221.40	120.24
2023-Q3	1430.8	572.67	49.59	343.42	101.70	230.59	132.83
2023-Q4	1699.6	705.43	51.52	435.59	104.88	242.04	160.14
2023全年	5747.8	2318.72	200.3	1400.53	402.09	907.57	518.59

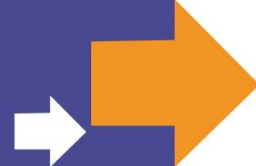
来源：亚马逊各季度财报及Marketplace Pulse



亚马逊2023年全球净收入 (单位: 百万美元)

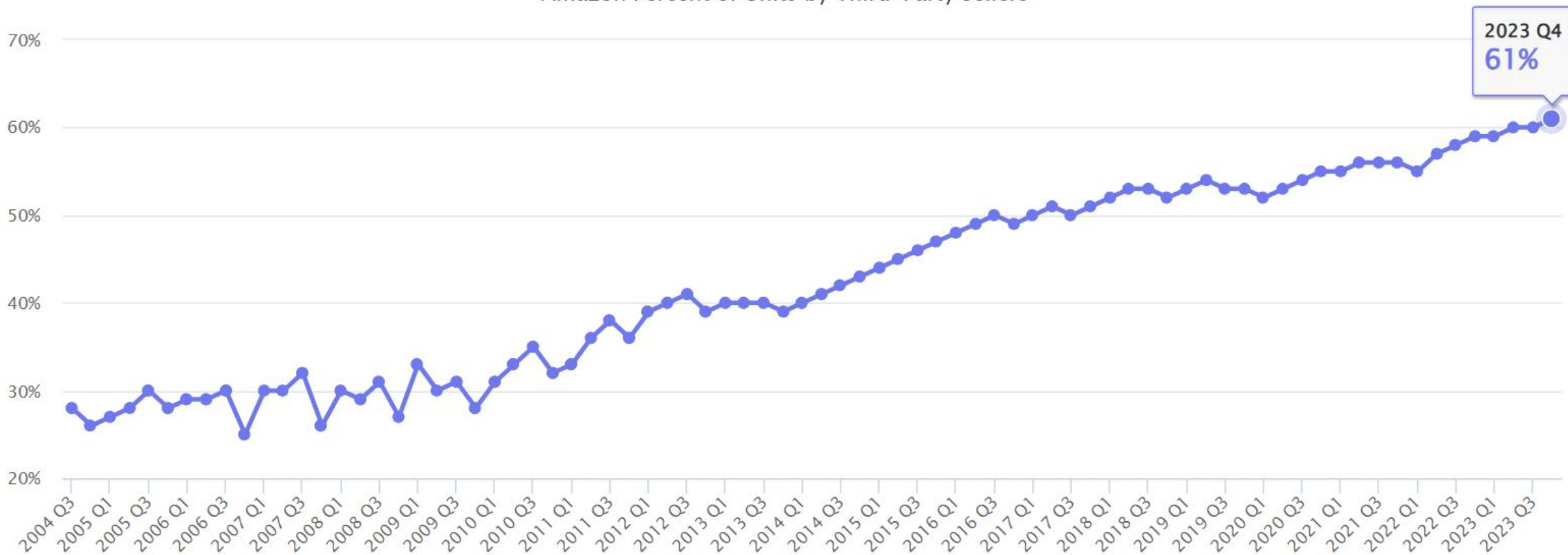


来源: Marketplace Pulse 市场: Amazon全球



亚马逊第三方卖家销售份额

Amazon Percent of Units by Third-Party Sellers

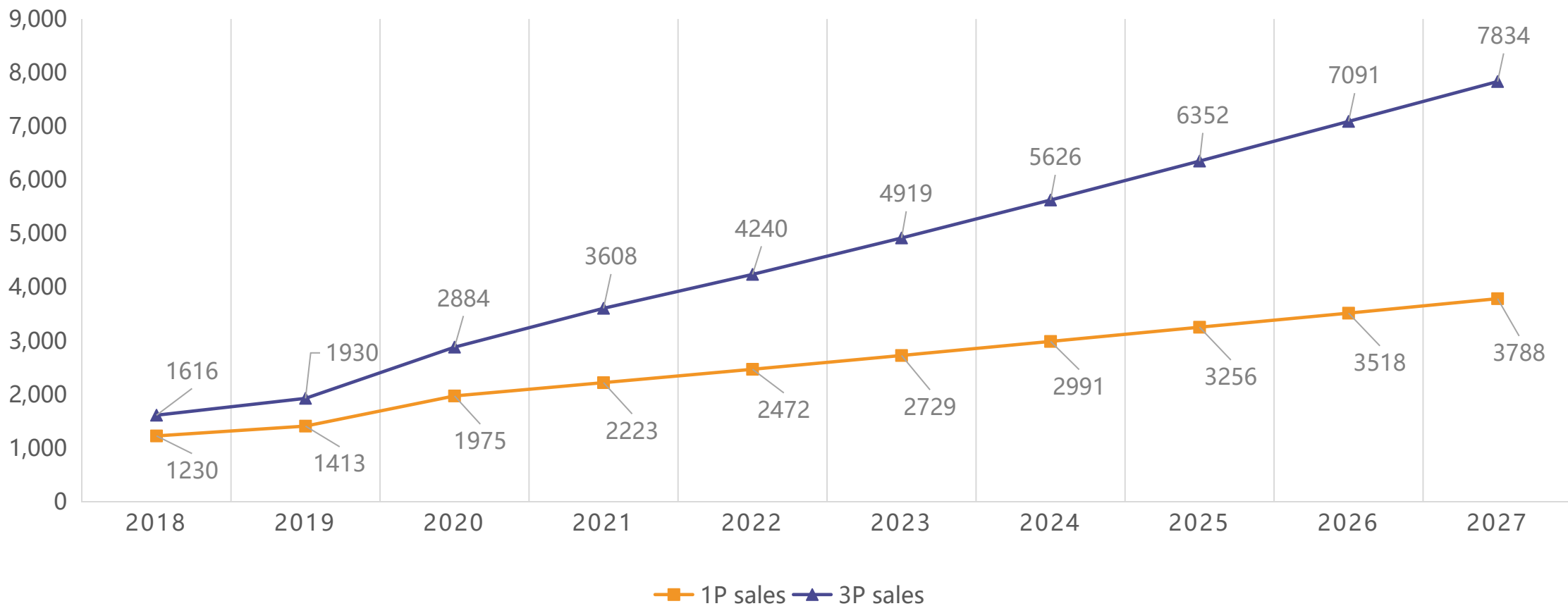


Source: Amazon Quarterly Results

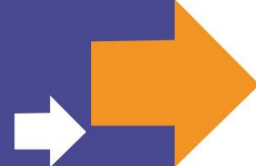
来源: Marketplace Pulse 市场: Amazon全球



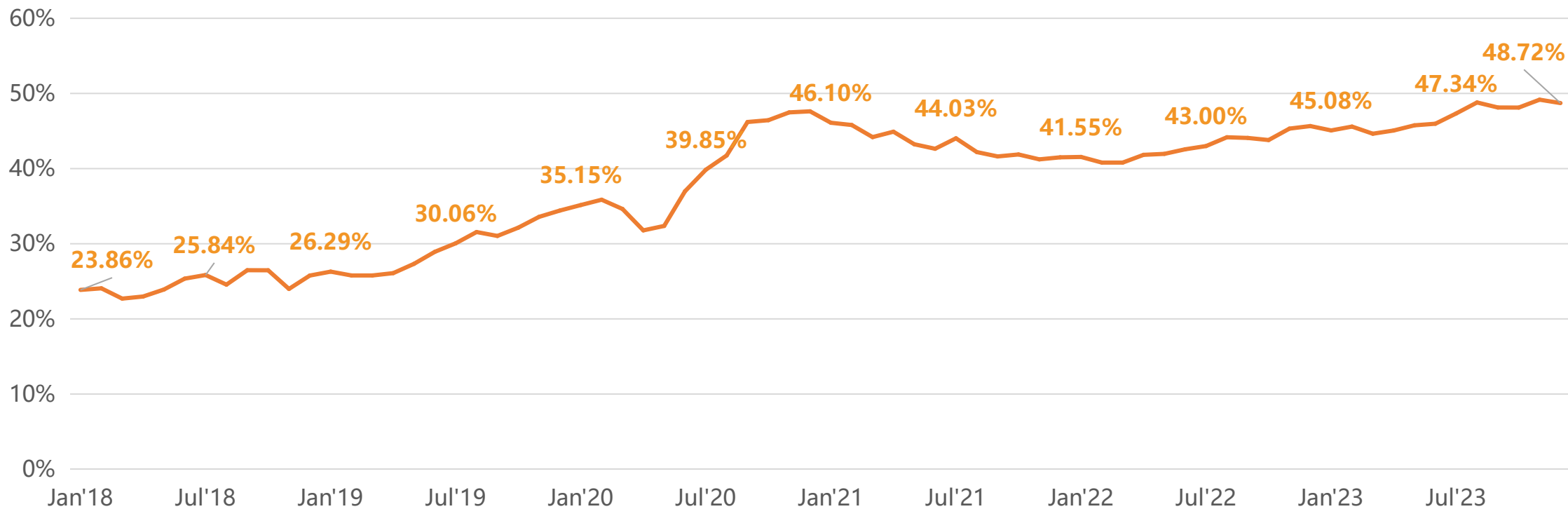
2018-2027年净销售额预测 (单位: 亿美元)



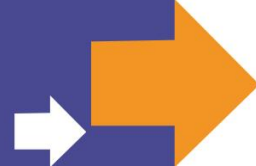
来源: statista



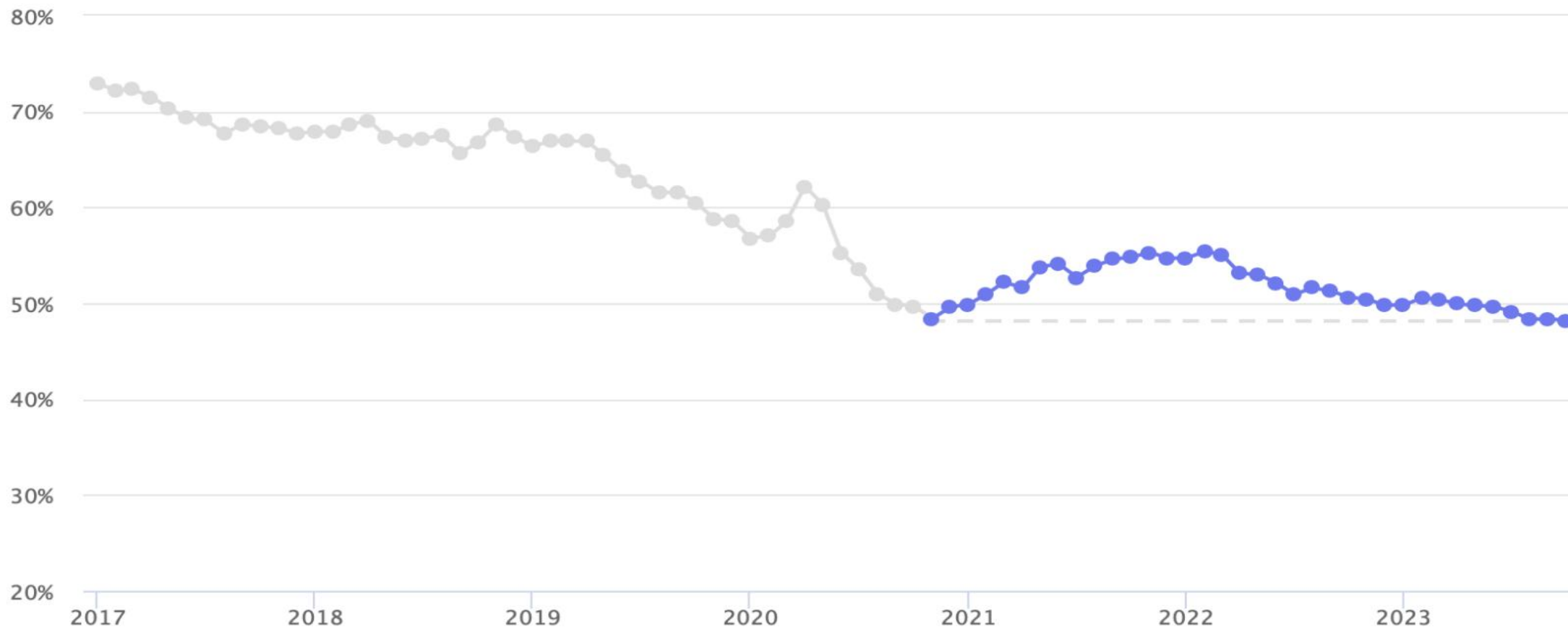
亚马逊顶级卖家中中国卖家的市场份额



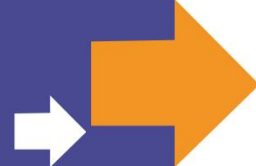
来源：Marketplace Pulse 市场：Amazon全球



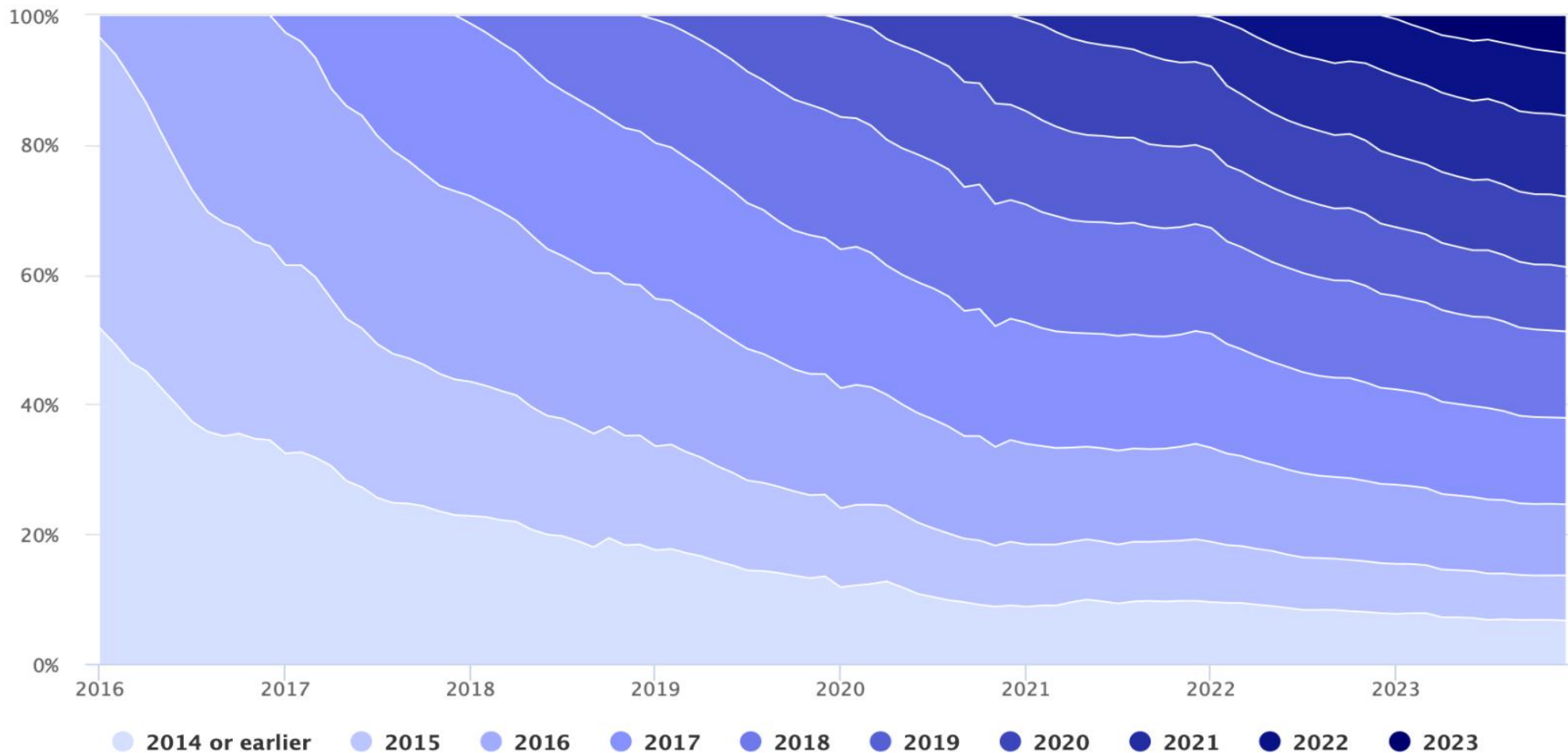
亚马逊顶级卖家中美国卖家的市场份额



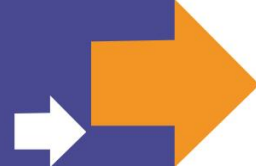
来源：Marketplace Pulse 市场：Amazon全球



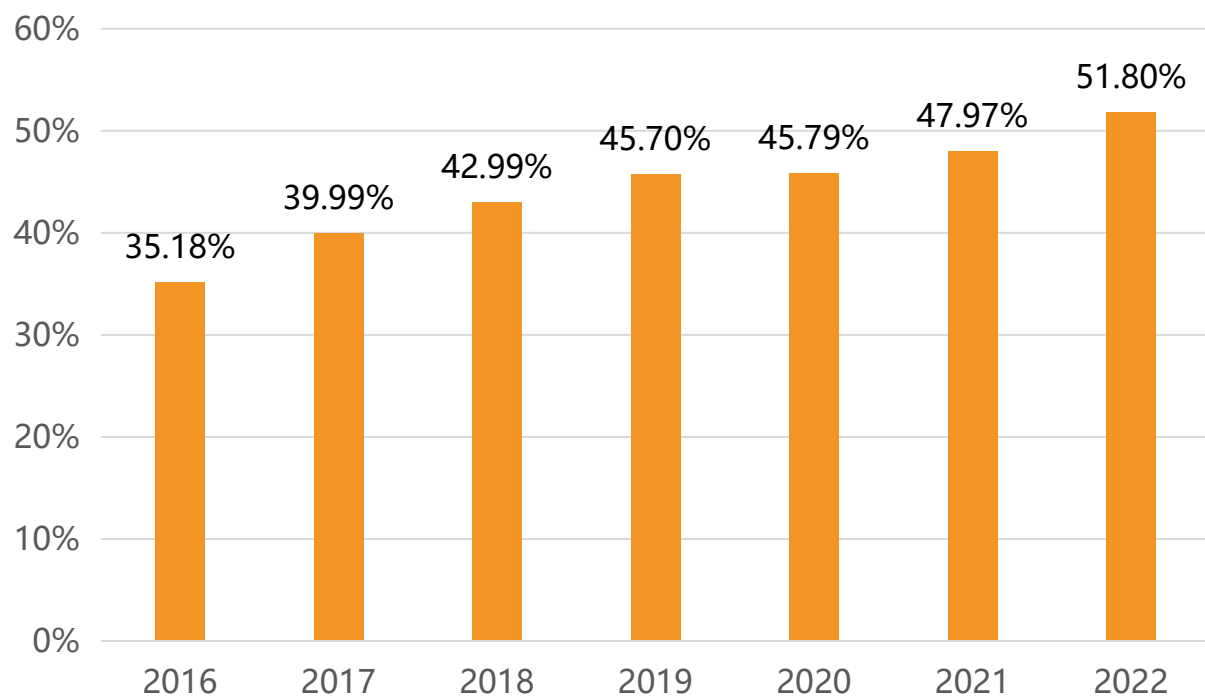
Volume Mix by The Year Seller Started Selling on Amazon



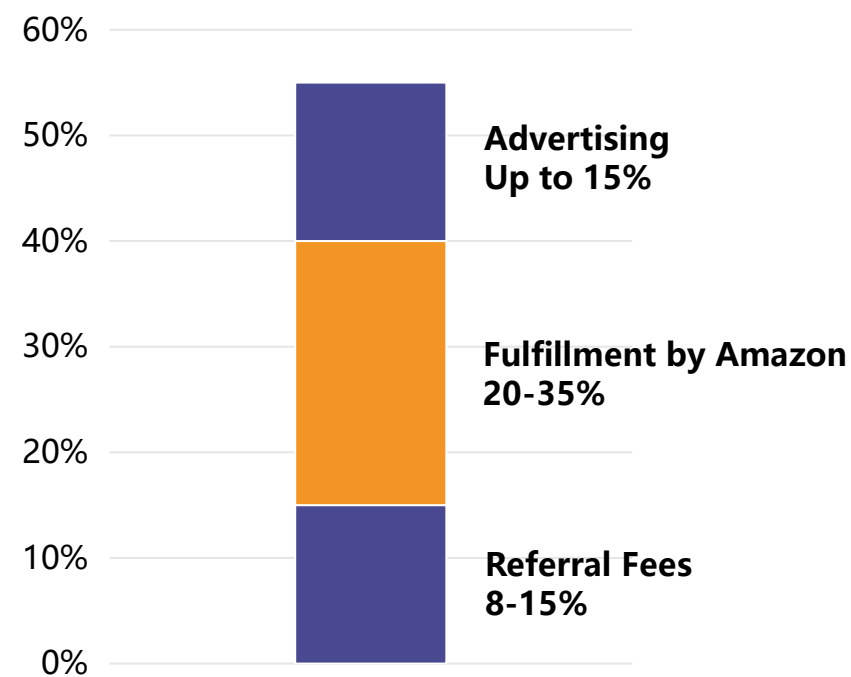
来源: Marketplace Pulse 市场: Amazon全球



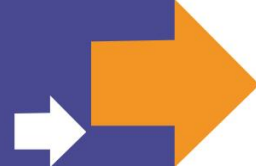
亚马逊从卖家收入中的抽成 佣金、配送、仓储、广告及其它费用




亚马逊卖家费用支出占比



来源: Marketplace Pulse 市场: Amazon全球



Best Seller



Mielle Organics Rosemary Mint Scalp & Hair Strengthening Oil With Biotin & Essential Oils, Nourishing... 2 Fl Oz (Pack of 1)

4.6 ★★★★★ (28,225)
100K+ bought in past month

\$8⁸⁴ (\$4.42/Fl Oz)
Save more with Subscribe & Save

✓prime

Best Seller



Mighty Patch Original from Hero Cosmetics - Hydrocolloid Acne Pimple Patch for Covering Zits an... 36 Piece Assortment

4.5 ★★★★★ (118,670)
100K+ bought in past month

\$12⁹⁹ (\$0.36/Count)
\$11.69 with Subscribe & Save discount

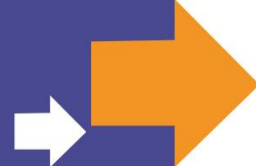
✓prime

质量得分 **7.3** | 近30天销量(父体) **5,019** | BSR **323** | FBA费用 **\$7.33** | 变体数 **41** | 上架时间 **2020-02-14(1,447天)**

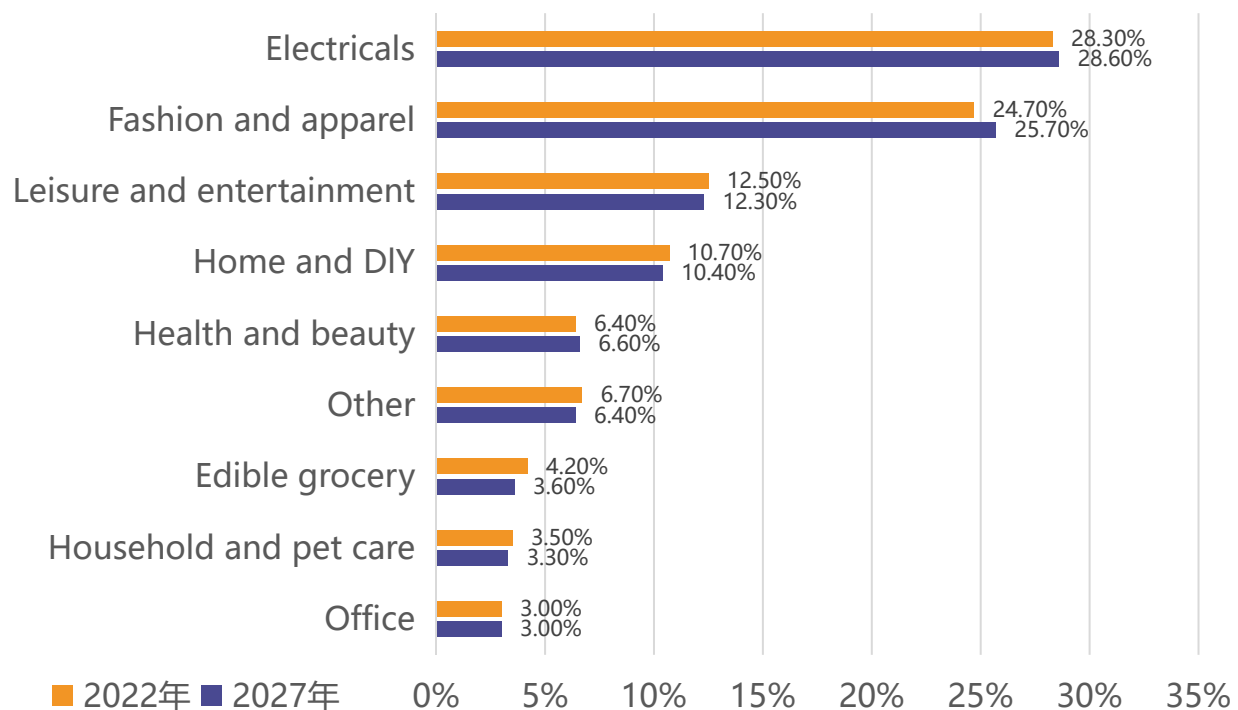
变体对比(41) | Keapa插件替代 | AI评论分析 | 全站点售卖 | 反查出单词 | 查流量来源

全屏展示	变体 ?	SKU	价格	月销量 ?	流量词数	评分
	B09R2CXCSM	Size: One Size Color: S...	\$36.99	子 800+	41	4.7
	B09DDGL1K9	Size: One Size Color: S...	\$27.99	子 600+	103	4.7
	B0CGTM7J5N	Size: One Size Color: K...	\$34.99	子 200+	74	4.7
	B09R3H75BG	Size: One Size Color: B...	\$32.99	子 200+	28	4.7
	B09DDDQJ58	Size: One Size Color: M...	\$36.98	子 100+	66	4.7
	B09DDCDDJ3	Size: One Size Color: B...	\$27.99	子 100+	49	4.7

来源：亚马逊前台/卖家精灵插件

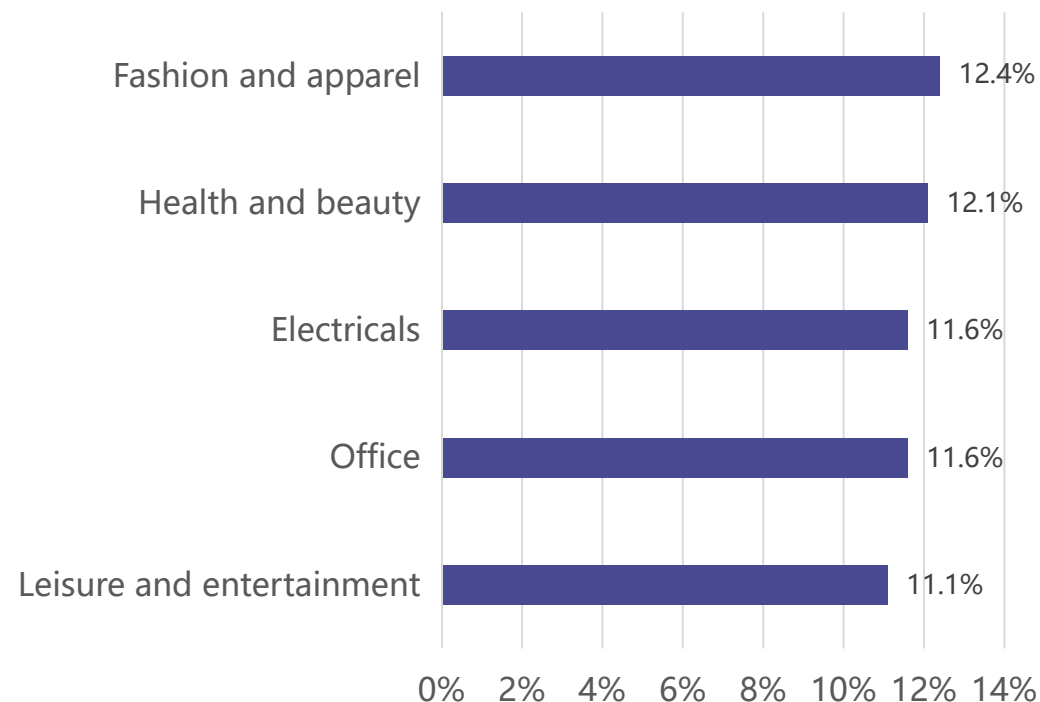


2022年 VS 2027年的销量分布预测

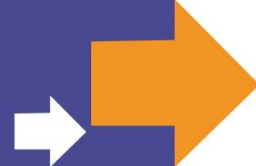


2022年至2027年亚马逊增长最快的产品品类

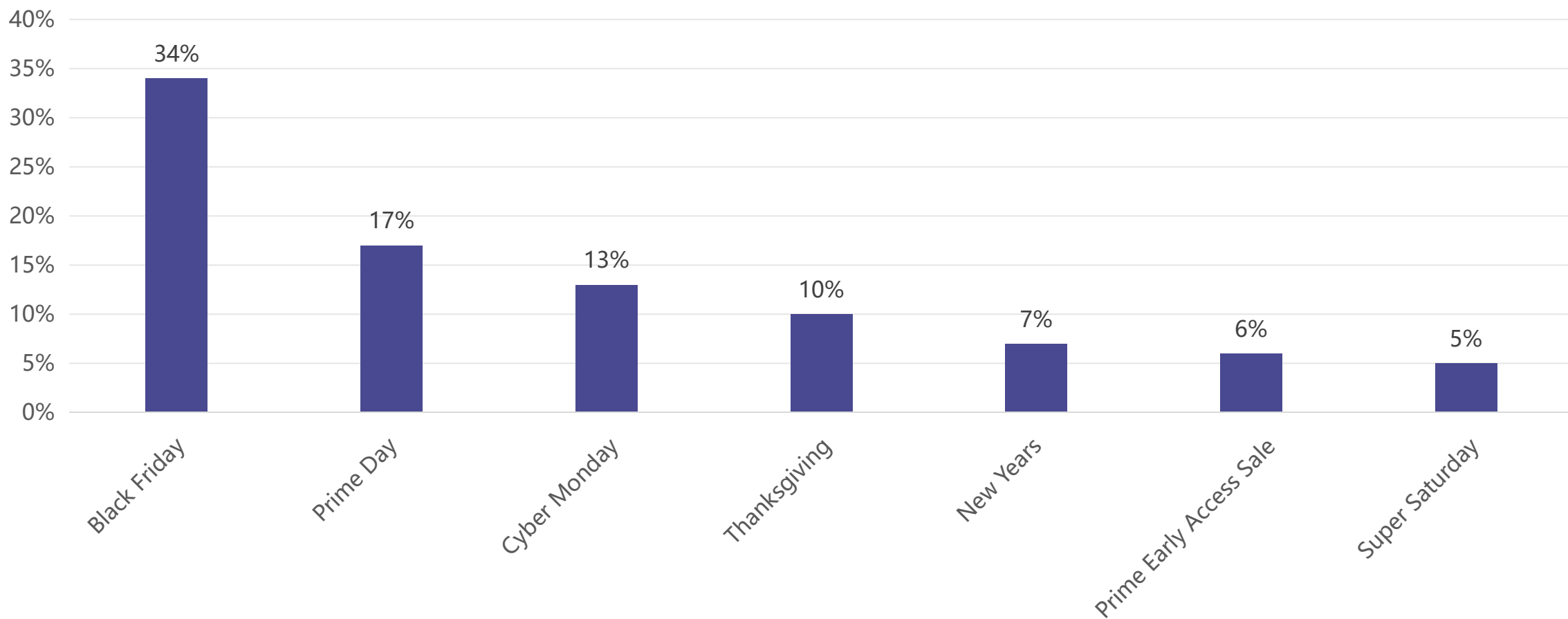
(按复合年增长率计算)



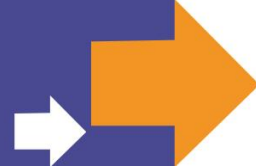
来源: statista



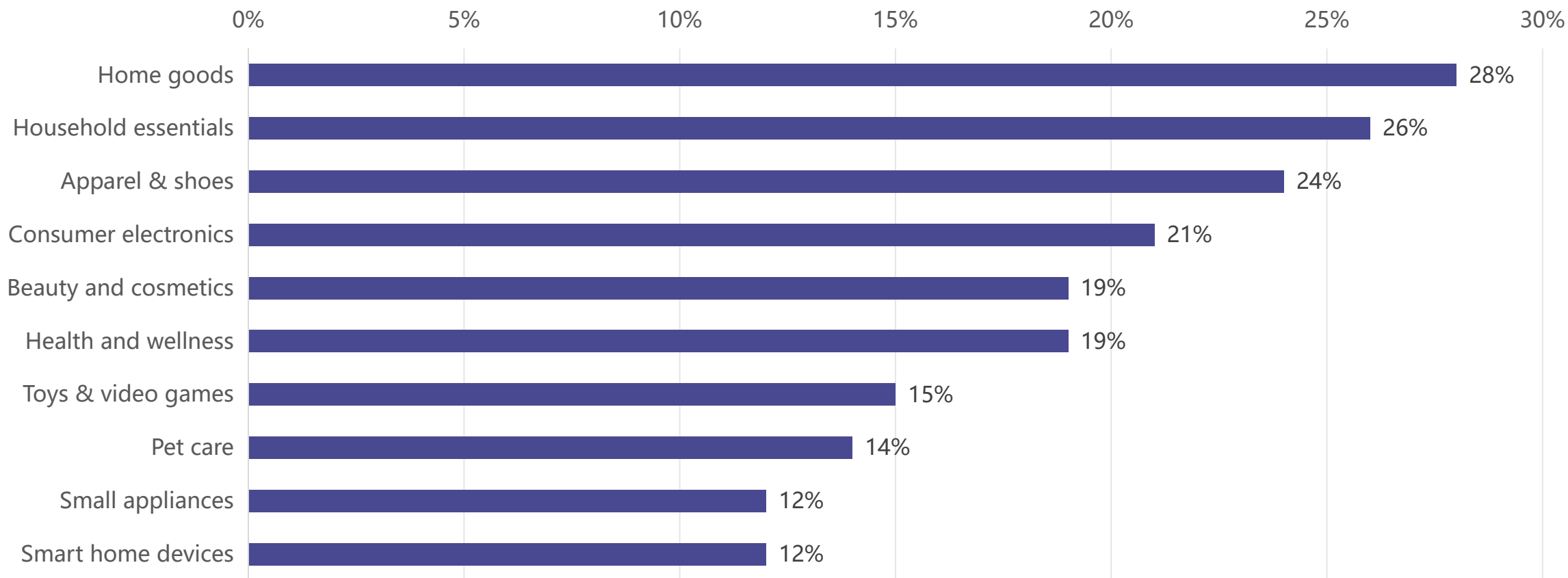
2023年亚马逊美国站购物活动销量分布



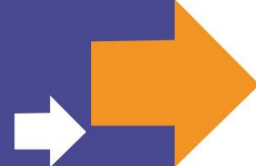
来源: statista



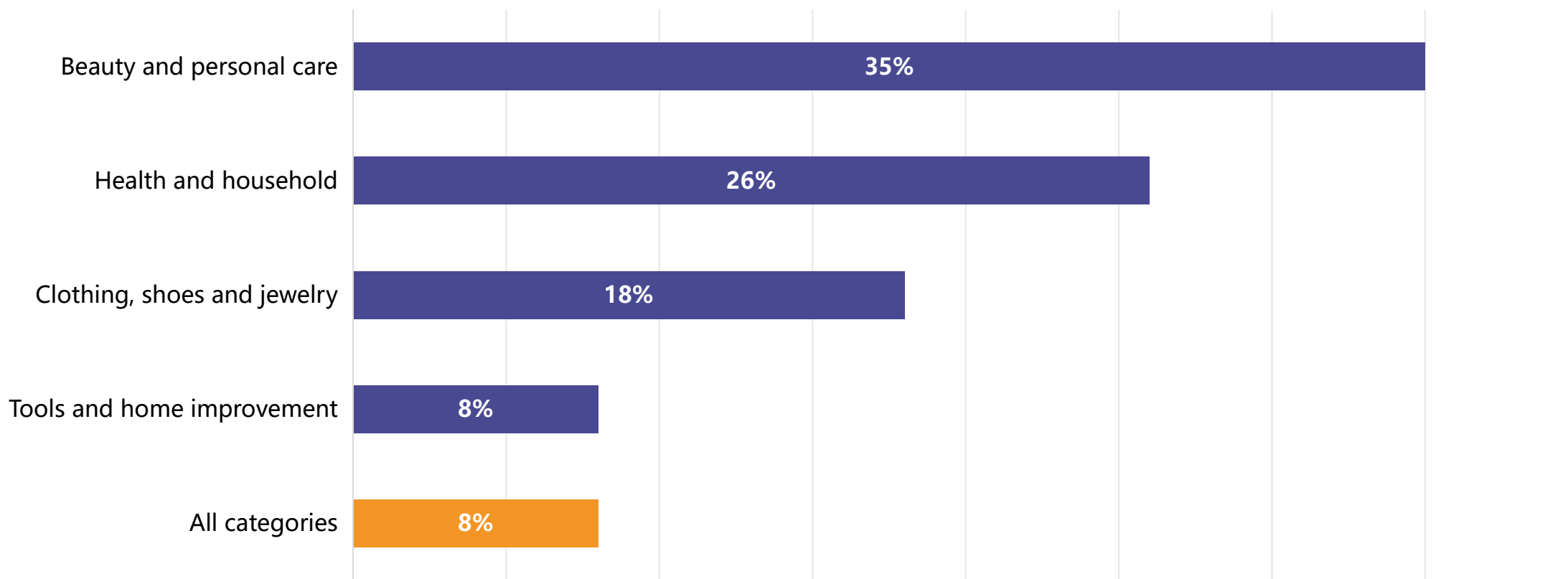
2023年亚马逊美国站会员日购物者购买的主要产品品类



来源: statista



亚马逊Prime Day美国热门品类销售额同比增长



来源: statista

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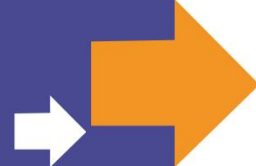
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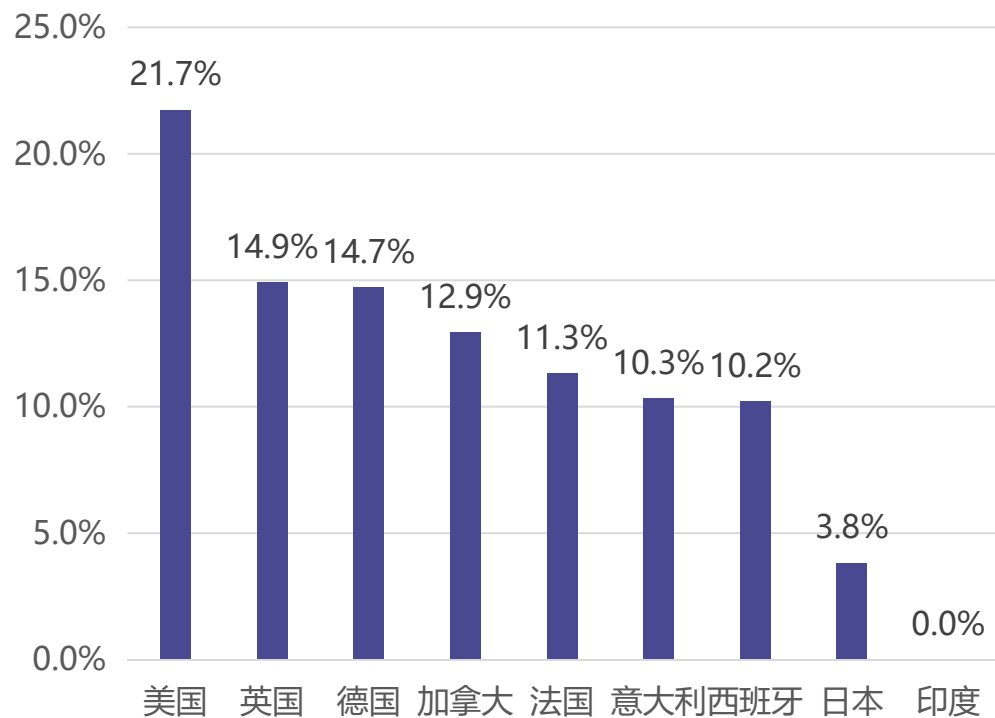


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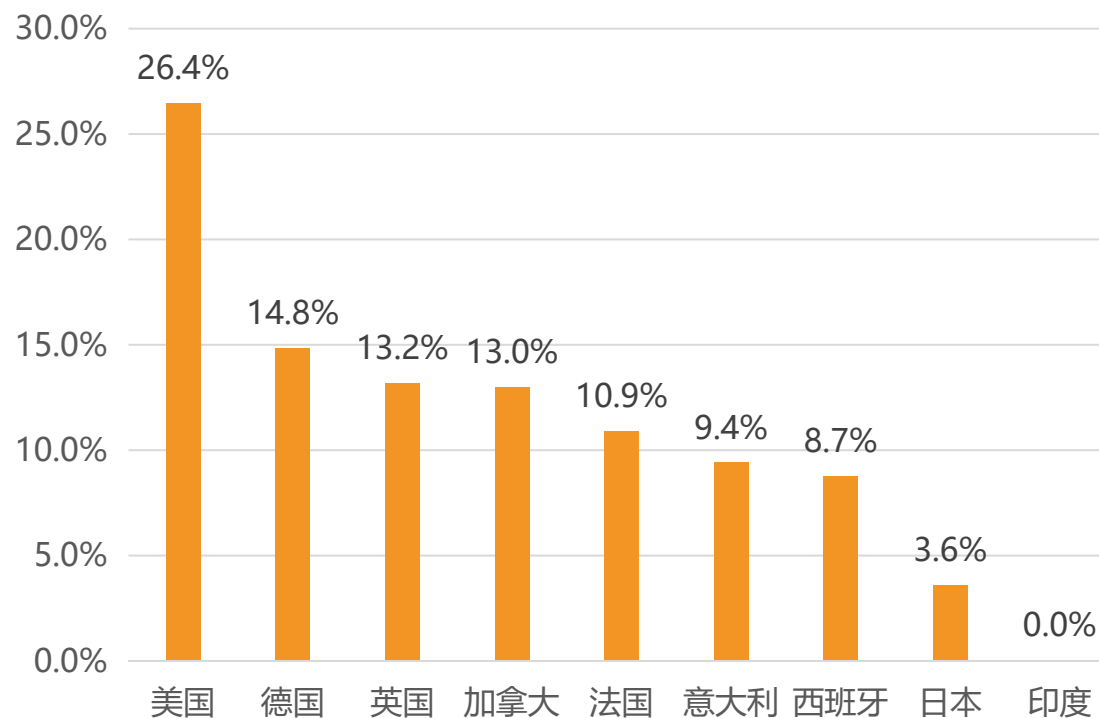
亚马逊卖家
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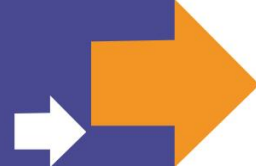
站点查询次数占比



取样：卖家精灵 关键词反查 2023年12月

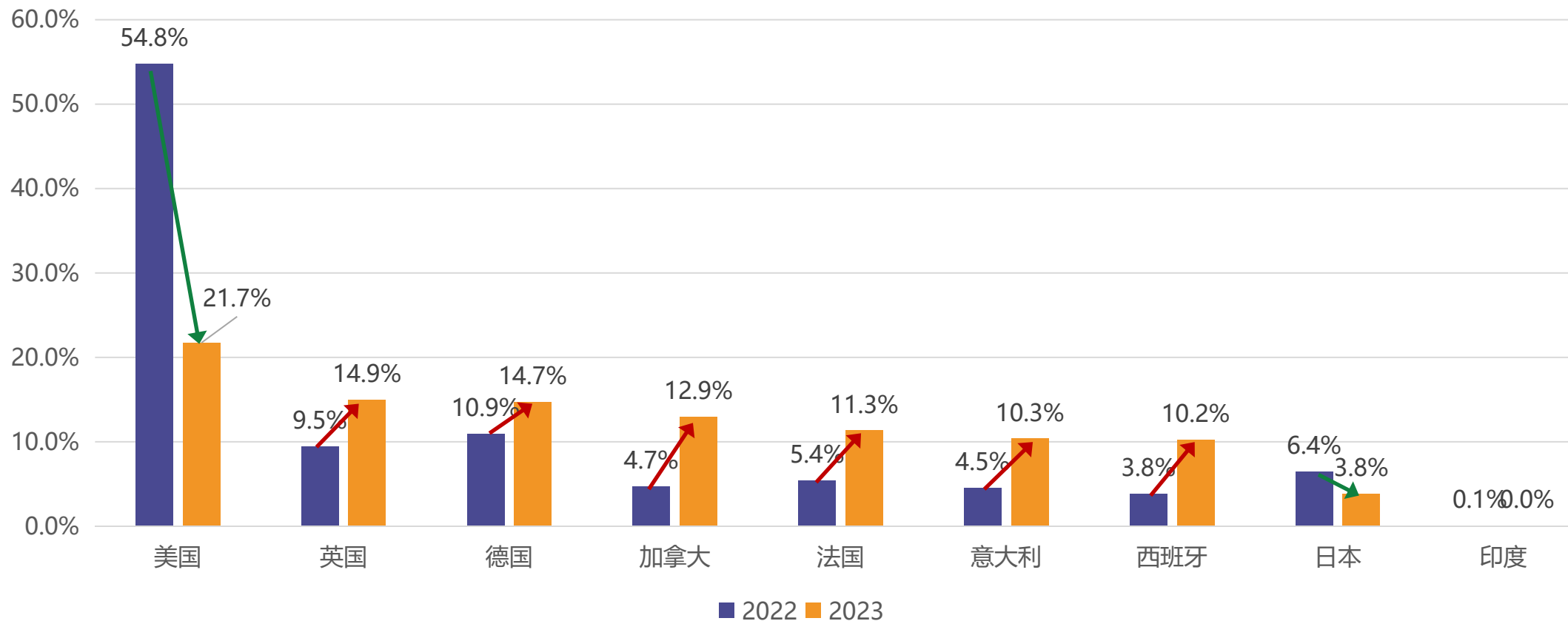


取样：卖家精灵 关键词反查 2023年12月第1周



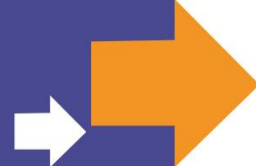
站点查询次数占比变化

(每个站点查询人次均上升, 但不同站点关注格局发生变化)

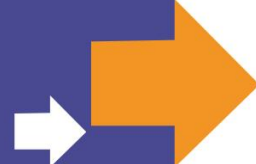


取样: 卖家精灵 关键词反查 2022年 VS 2023年

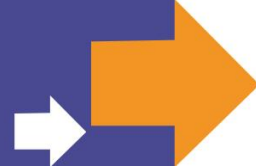
美国站 2024.01.01更新	Total	Top 1%	Top 5%	Top 10%	Top 25%
Totals (在售商品数, 最大Sales Rank值)	849,291,970	8,492,920	42,464,599	84,929,197	212,322,993
Clothing, Shoes, & Jewelry	261,753,854	2,617,539	13,087,693	26,175,385	65,438,464
Home & Kitchen	158,425,302	1,584,253	7,921,265	15,842,530	39,606,326
Books	99,287,850	992,879	4,964,393	9,928,785	24,821,963
Automotive	43,564,777	435,648	2,178,239	4,356,478	10,891,194
Sports & Outdoors	41,843,721	418,437	2,092,186	4,184,372	10,460,930
Tools & Home Improvement	37,319,153	373,192	1,865,958	3,731,915	9,329,788
Cell Phones & Accessories	25,160,481	251,605	1,258,024	2,516,048	6,290,120
Electronics	25,110,250	251,103	1,255,513	2,511,025	6,277,563
Patio, Lawn, & Garden	21,696,228	216,962	1,084,811	2,169,623	5,424,057
Industrial & Scientific	19,556,100	195,561	977,805	1,955,610	4,889,025
Art, Crafts, & Sewing	16,224,631	162,246	811,232	1,622,463	4,056,158
Beauty & Personal Care	15,512,276	155,123	775,614	1,551,228	3,878,069
Office Products	12,104,943	121,049	605,247	1,210,494	3,026,236



美国站 2024.01.01更新	Total	Top 1%	Top 5%	Top 10%	Top 25%
Health & Household	11,492,397	114,924	574,620	1,149,240	2,873,099
Toys & Games	9,254,183	92,542	462,709	925,418	2,313,546
Everything Else	9,005,400	90,054	450,270	900,540	2,251,350
Pet Supplies	8,706,804	87,068	435,340	870,680	2,176,701
CD's & Vinyl	8,232,800	82,328	411,640	823,280	2,058,200
Movies & TV	7,502,054	75,021	375,103	750,205	1,875,514
Baby Products	4,258,001	42,580	212,900	425,800	1,064,500
Grocery & Gourmet Food	3,948,903	39,489	197,445	394,890	987,226
Handmade Products	3,472,244	34,722	173,612	347,224	868,061
Musical Instruments	2,876,434	28,764	143,822	287,643	719,109
Appliances	1,523,031	15,230	76,152	152,303	380,758
Video Games	1,248,654	12,487	62,433	124,865	312,164
Software	211,499	2,115	10,575	21,150	52,875



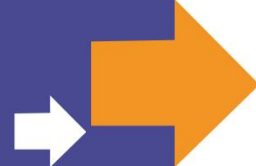
英国站 2024.01.01更新	Total	Top 1%	Top 5%	Top 10%	Top 25%
Total (在售商品数, 最大Sales Rank值)	274,866,680	2,748,667	13,743,334	27,486,668	68,716,670
Fashion	76,649,626	766,496	3,832,481	7,664,963	19,162,407
Books	53,358,365	533,584	2,667,918	5,335,837	13,339,591
Home & Kitchen	38,354,858	383,549	1,917,743	3,835,486	9,588,715
DIY & Tools	13,987,079	139,871	699,354	1,398,708	3,496,770
Electronics & Photo	11,594,652	115,947	579,733	1,159,465	2,898,663
Automotive	11,291,149	112,911	564,557	1,129,115	2,822,787
Sports & Outdoors	10,080,366	100,804	504,018	1,008,037	2,520,092
Toys & Games	6,355,523	63,555	317,776	635,552	1,588,881
Garden	5,882,525	58,825	294,126	588,253	1,470,631
CD's & Vinyl	5,655,051	56,551	282,753	565,505	1,413,763
Stationery & Office Supplies	5,049,787	50,498	252,489	504,979	1,262,447
Home & Garden	4,730,450	47,305	236,523	473,045	1,182,613
Computers & Accessories	4,653,568	46,536	232,678	465,357	1,163,392



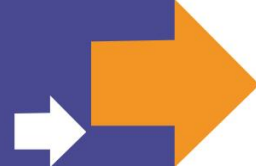
英国站 2024.01.01更新	Total	Top 1%	Top 5%	Top 10%	Top 25%
Beauty	4,438,647	44,386	221,932	443,865	1,109,662
Pet Supplies	4,062,909	40,629	203,145	406,291	1,015,727
Health & Personal Care	3,640,800	36,408	182,040	364,080	910,200
Business, Industry, & Science	3,408,504	34,085	170,425	340,850	852,126
Lighting	3,085,764	30,858	154,288	308,576	771,441
Baby Products	2,078,589	20,786	103,929	207,859	519,647
Grocery	1,753,598	17,536	87,680	175,360	438,400
DVD & Blu-ray	1,609,784	16,098	80,489	160,978	402,446
Musical Instruments & DJ	1,232,921	12,329	61,646	123,292	308,230
PC & Video Games	608,066	6,081	30,403	60,807	152,017
Handmade Products	560,652	5,607	28,033	56,065	140,163
Large Appliances	543,448	5,434	27,172	54,345	135,862
Everything Else	159,183	1,592	7,959	15,918	39,796
Software	40,816	408	2,041	4,082	10,204

德国站 2024.01.01更新	Total	Top 1%	Top 5%	Top 10%	Top 25%
Totals (在售商品数, 最大Sales Rank值)	346,196,538	3,461,965	17,309,827	34,619,654	86,549,135
Fashion	113,239,623	1,132,396	5,661,981	11,323,962	28,309,906
Küche, Haushalt & Wohnen	56,870,983	568,710	2,843,549	5,687,098	14,217,746
Bücher	38,404,287	384,043	1,920,214	3,840,429	9,601,072
Baumarkt	22,283,369	222,834	1,114,168	2,228,337	5,570,842
Elektronik & Foto	16,872,095	168,721	843,605	1,687,210	4,218,024
Auto & Motorrad	15,904,336	159,043	795,217	1,590,434	3,976,084
Sport & Freizeit	14,204,020	142,040	710,201	1,420,402	3,551,005
Garten	11,879,401	118,794	593,970	1,187,940	2,969,850
Spielzeug	7,070,316	70,703	353,516	707,032	1,767,579
Computer & Zubehör	6,869,470	68,695	343,474	686,947	1,717,368
Kosmetik	5,754,424	57,544	287,721	575,442	1,438,606
Gewerbe, Industrie & Wissenschaft	5,627,638	56,276	281,382	562,764	1,406,910
Drogerie & Körperpflege	5,237,381	52,374	261,869	523,738	1,309,345

德国站 2024.01.01更新	Total	Top 1%	Top 5%	Top 10%	Top 25%
Haustier	5,017,210	50,172	250,861	501,721	1,254,303
Bürobedarf & Schreibwaren	4,141,975	41,420	207,099	414,198	1,035,494
Beleuchtung	3,418,604	34,186	170,930	341,860	854,651
Musik-CDs & Vinyl	3,374,524	33,745	168,726	337,452	843,631
Baby	3,184,296	31,843	159,215	318,430	796,074
DVD & Blu-ray	1,554,636	15,546	77,732	155,464	388,659
Musikinstrumente & DJ-Equipment	1,447,784	14,478	72,389	144,778	361,946
Lebensmittel & Getränke	1,213,924	12,139	60,696	121,392	303,481
Games	892,449	8,924	44,622	89,245	223,112
Elektro-Großgeräte	724,956	7,250	36,248	72,496	181,239
Handmade Produkte	366,580	3,666	18,329	36,658	91,645
Sonstiges	360,476	3,605	18,024	36,048	90,119
Bier, Wein, & Spirituosen	228,113	2,281	11,406	22,811	57,028
Software	53,668	537	2,683	5,367	13,417

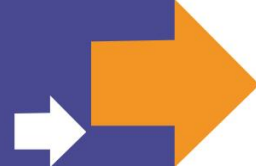


加拿大站 2024.01.01更新	Total	Top 1%	Top 5%	Top 10%	Top 25%
Totals (在售商品数, 最大Sales Rank值)	174,687,223	1,746,872	8,734,361	17,468,722	43,671,806
Clothing, Shoes, & Accessories	45,533,348	455,333	2,276,667	4,553,335	11,383,337
Home & Kitchen	33,507,217	335,072	1,675,361	3,350,722	8,376,804
Books	31,725,576	317,256	1,586,279	3,172,558	7,931,394
Electronics	9,697,737	96,977	484,887	969,774	2,424,434
Tools & Home Improvement	8,890,383	88,904	444,519	889,038	2,222,596
Sports & Outdoors	7,968,038	79,680	398,402	796,804	1,992,010
Automotive	7,756,903	77,569	387,845	775,690	1,939,226
Beauty & Personal Care	4,211,495	42,115	210,575	421,150	1,052,874
Patio, Lawn, & Garden	4,000,848	40,008	200,042	400,085	1,000,212
Music	3,456,341	34,563	172,817	345,634	864,085
Health & Personal Care	3,336,342	33,363	166,817	333,634	834,086

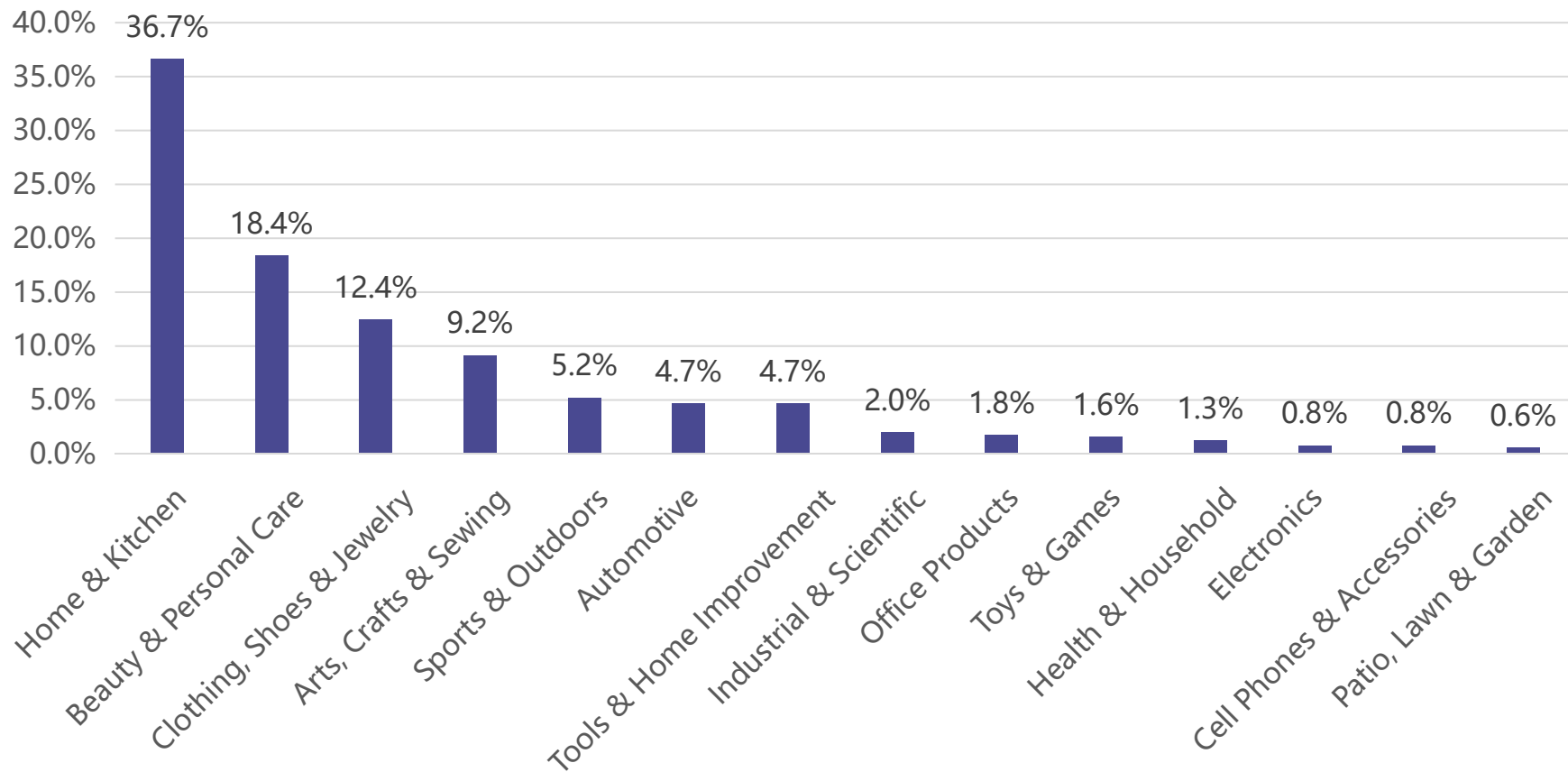


加拿大站 2024.01.01更新	Total	Top 1%	Top 5%	Top 10%	Top 25%
Toys & Games	3,304,604	33,046	165,230	330,460	826,151
Pet Supplies	2,559,615	25,596	127,981	255,962	639,904
Office Products	2,487,353	24,874	124,368	248,735	621,838
Industrial & Scientific	1,798,436	17,984	89,922	179,844	449,609
Movies & TV	1,273,119	12,731	63,656	127,312	318,280
Baby	982,740	9,827	49,137	98,274	245,685
Musical Instruments, Stage, & Studio	830,452	8,305	41,523	83,045	207,613
Grocery & Gourmet Food	664,337	6,643	33,217	66,434	166,084
Video Games	391,295	3,913	19,565	39,130	97,824
Handmade	239,526	2,395	11,976	23,953	59,882
Everything Else	71,518	715	3,576	7,152	17,880

以上数据来源: cleartheself

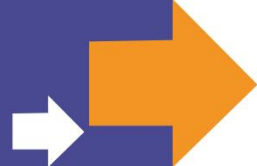


查询TOP100 ASIN所属类目



类目翻译 (按顺序)	平均价格
家庭与厨房	\$32.36
美容与个人护理	\$10.67
服装、鞋类和珠宝	\$30.23
艺术、手工艺和缝纫	\$30.19
运动与户外	\$14.64
汽车	\$73.99
工具与家庭装修	\$165.24
工业与科学	\$12.59
办公用品	\$72.40
玩具与游戏	\$21.04
健康与家居	\$21.83
电子产品	\$13.99
手机及配件	\$19.99
庭院、草坪和花园	\$89.99

来源：卖家精灵 关键词反查 市场：Amazon美国



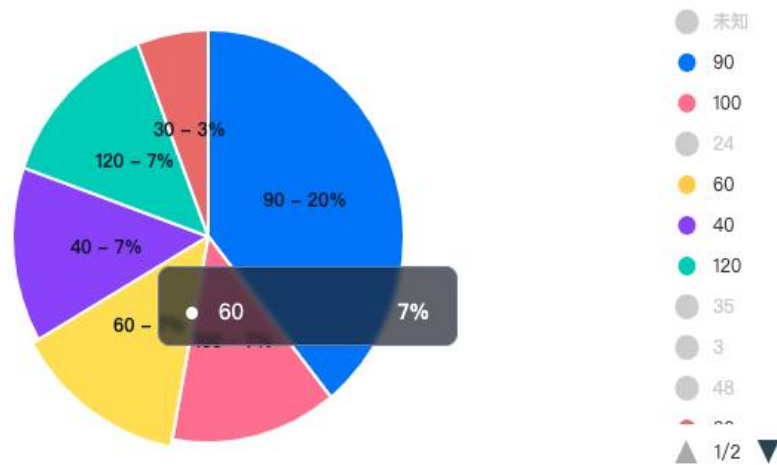
细分市场情况



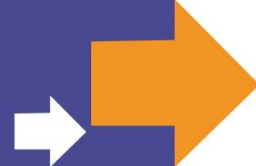
属性销量趋势 分析当前属性销量变化趋势，及时感知市场变化方向



属性占比 了解当前市场属性情况，帮助明确选品方向



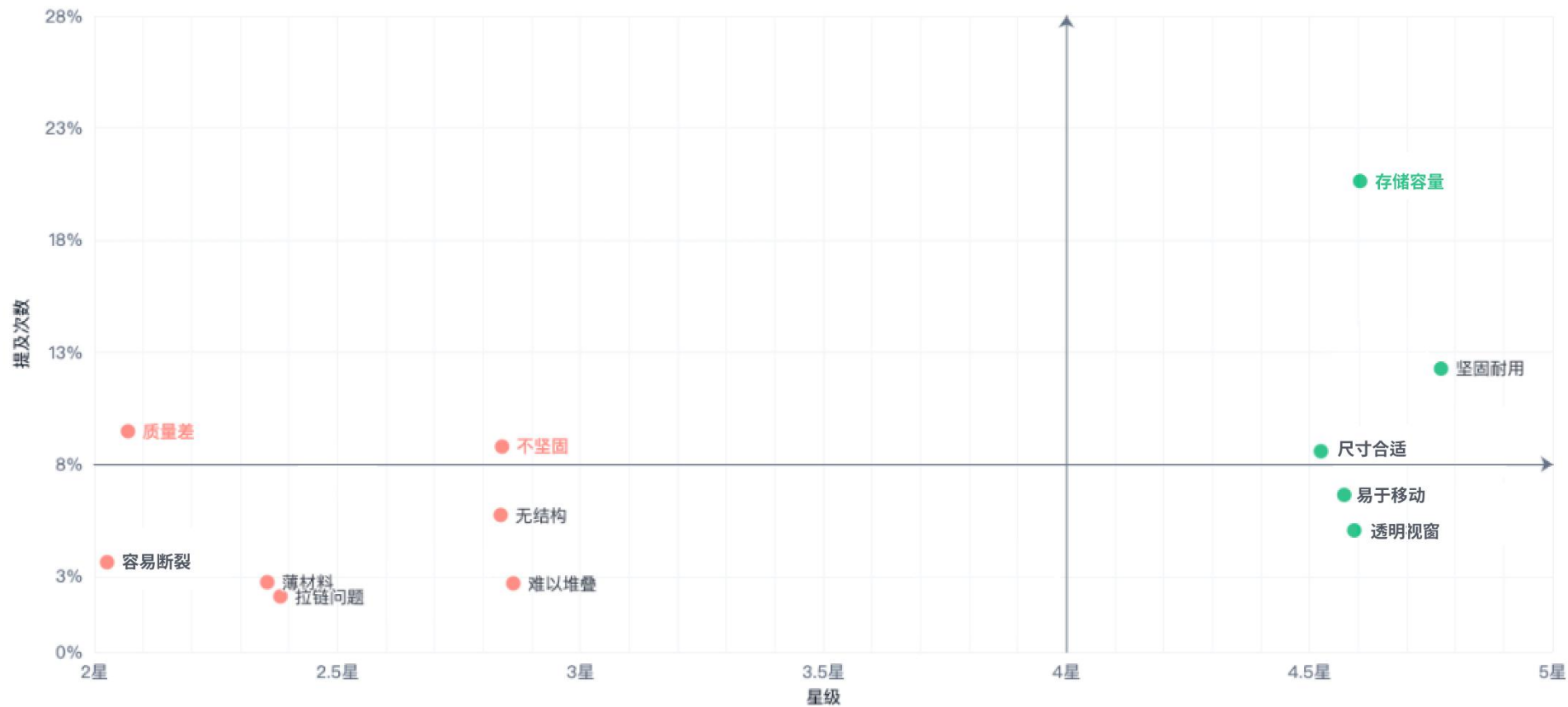
来源：Shulex VOC（亚马逊美国站TOP100中Under-Bed Storage商品）



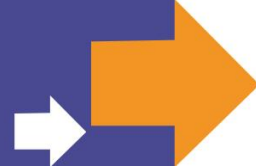
产品体验及星级影响情况

☆ 星级影响度

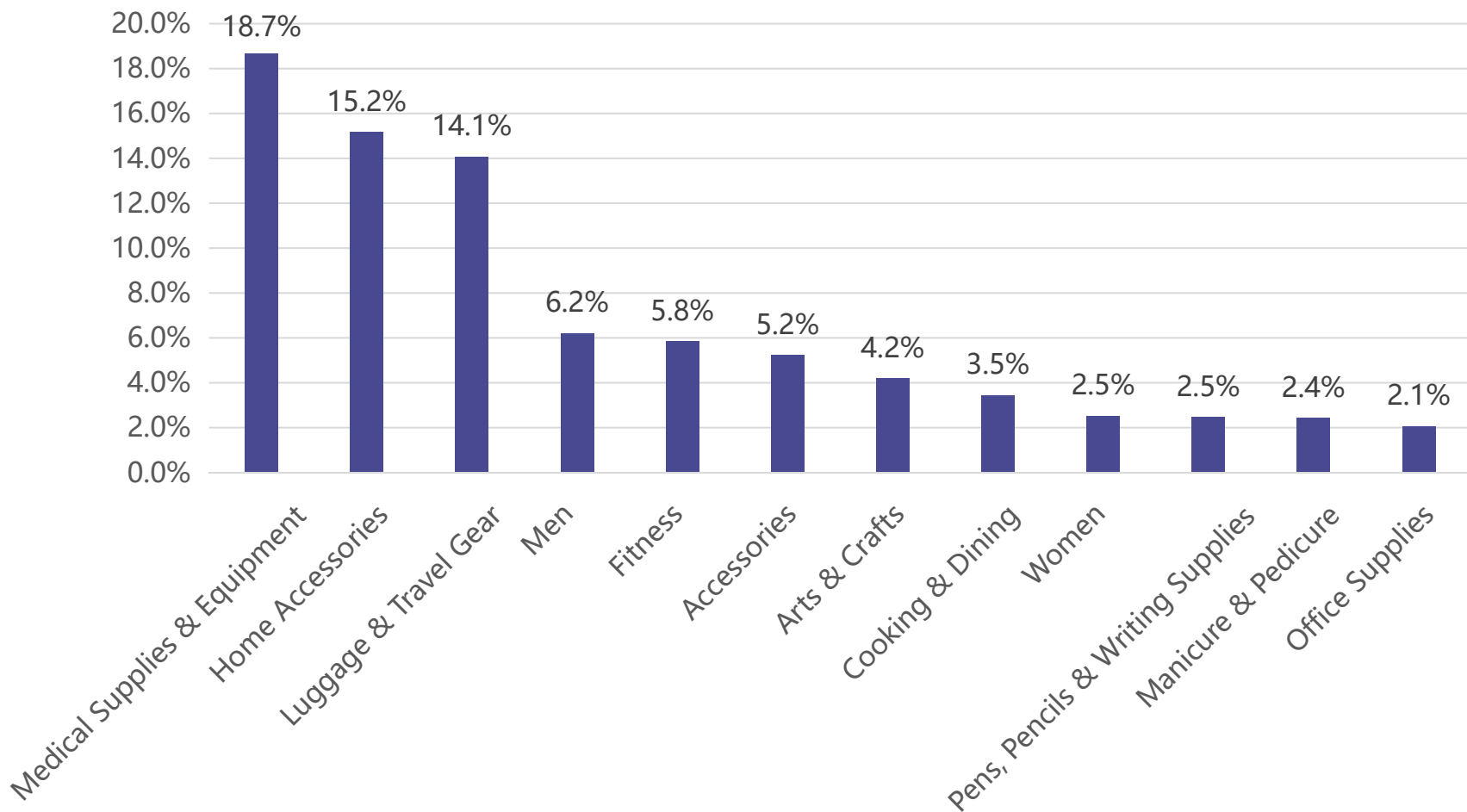
分析该商品星级的影响原因，帮助你聚焦问题和机会



来源：Shulex VOC（亚马逊美国站TOP100中Under-Bed Storage商品）

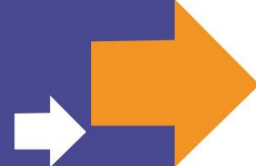


查询TOP100 ASIN所属类目

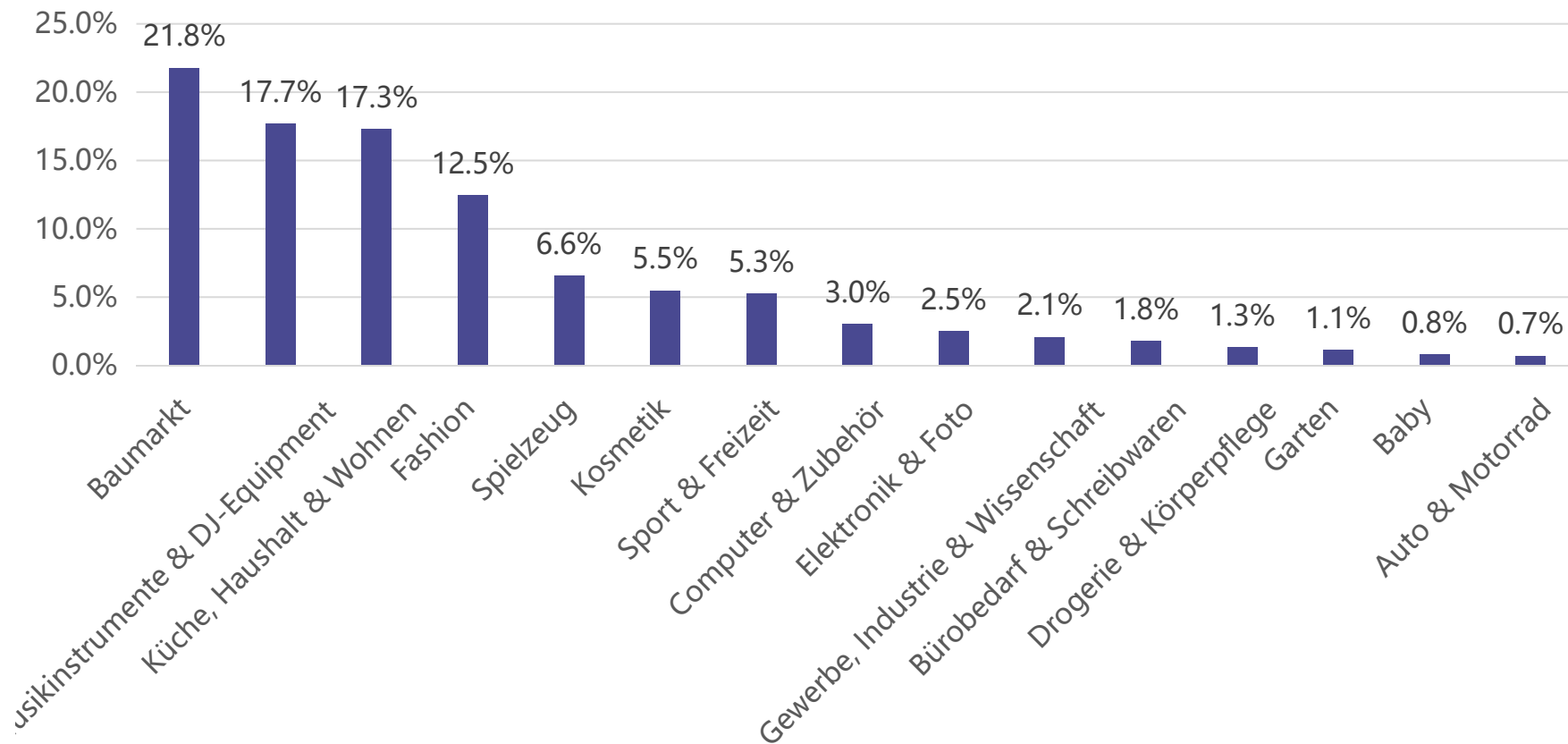


类目翻译 (按顺序)	平均价格
医疗用品和设备	£9.99
家居饰品	£15.30
行李和旅行装备	£13.42
男士	£11.46
健身	£19.02
配饰	£8.58
工艺品	£9.88
烹饪与餐饮	£11.39
女装	£17.63
钢笔、铅笔及书写用品	£8.99
修指甲和修脚	£15.99
办公用品	£11.49

来源：卖家精灵 关键词反查 市场：Amazon英国

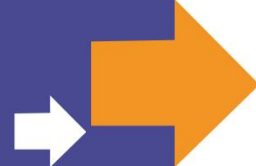


查询TOP100 ASIN所属类目

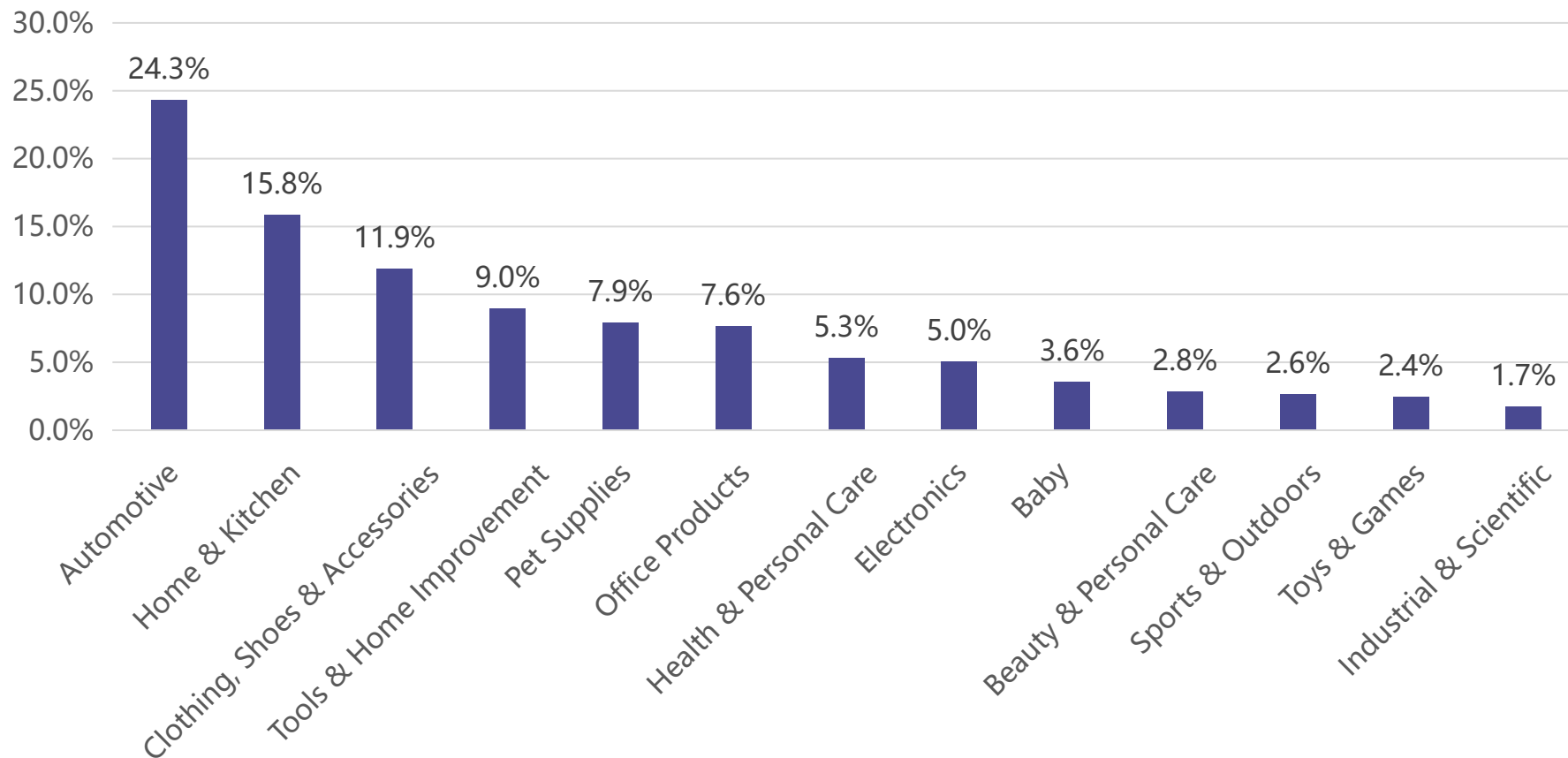


类目翻译 (按顺序)	平均价格
五金店	€17.65
乐器和 DJ 设备	€11.99
厨房、家居和生活用品	€14.14
时尚	€12.06
玩具和游戏	€16.77
化妆品	€12.32
运动与休闲	€18.29
电脑及配件	€10.79
电子产品与照片	€34.40
贸易、工业和科学	€19.32
办公用品及文具	€9.99
药店与身体护理	€16.99
园艺与花园	€7.49
婴儿用品	€6.99
汽车与摩托车	€10.99

来源：卖家精灵 关键词反查 市场：Amazon德国

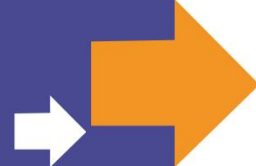


查询TOP100 ASIN所属类目



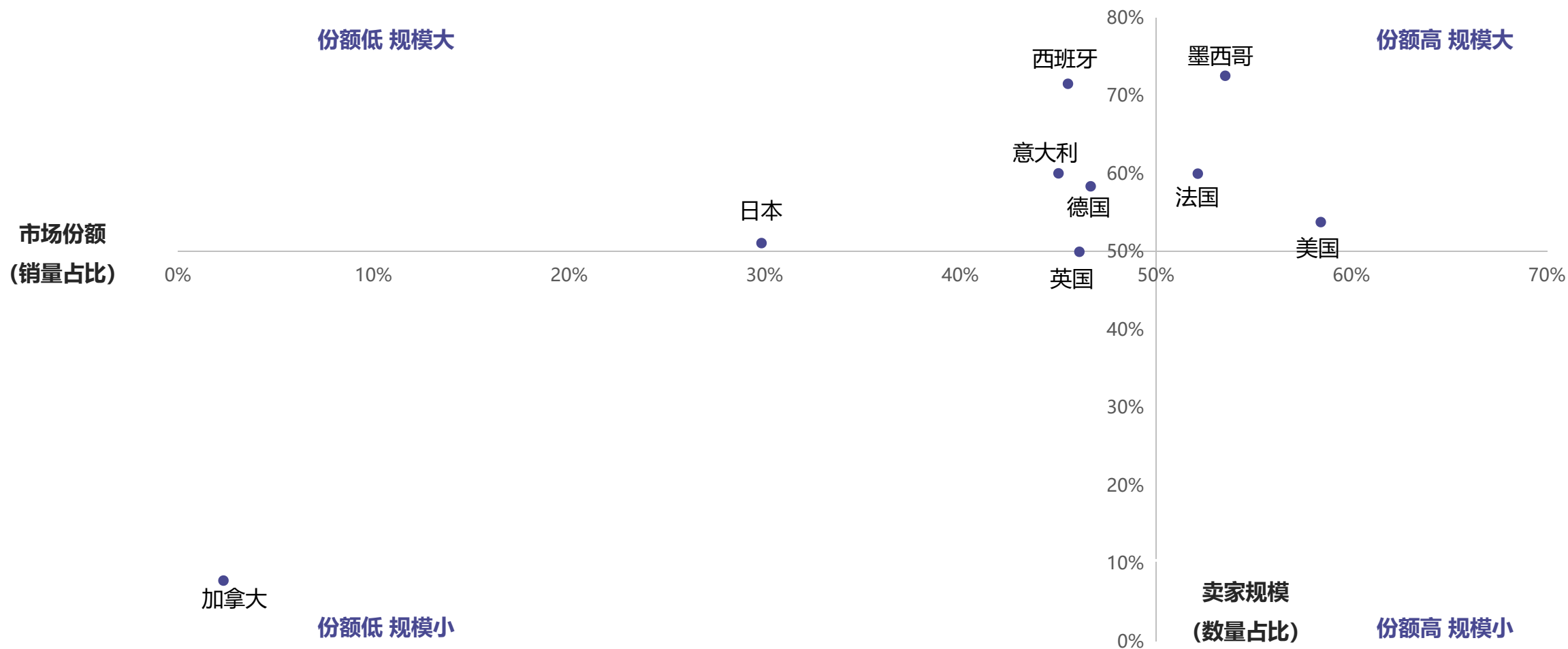
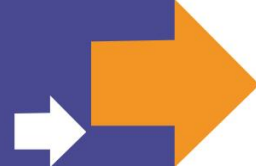
类目翻译 (按顺序)	平均价格
汽车	CDN\$26.52
家居与厨房	CDN\$20.63
服装、鞋及配件	CDN\$25.79
工具和家庭装修	CDN\$29.15
宠物用品	CDN\$19.72
办公用品	CDN\$17.10
健康与个人护理	CDN\$21.54
电子产品	CDN\$19.19
婴儿用品	CDN\$13.06
美容及个人护理	CDN\$24.32
运动与户外	CDN\$35.95
玩具与游戏	CDN\$58.63
工业与科学	CDN\$10.94

来源：卖家精灵 关键词反查 市场：Amazon加拿大

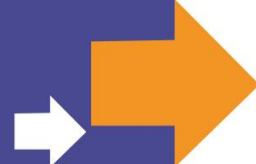


站点	卖家数量	中国卖家	中国卖家占比	中国卖家数量同比2022
美国	1,791,608	963,626	53.8%	+56.8%
加拿大	647,878	50,553	7.8%	-
英国	381,694	190,757	50.0%	+39.5%
日本	366,833	187,421	51.1%	+48.1%
德国	315,724	184,302	58.4%	+42.6%
法国	303,728	182,230	60.0%	+50.9%
意大利	287,009	172,312	60.0%	+56.0%
西班牙	226,221	161,805	71.5%	+56.3%
墨西哥	201,379	146,109	72.6%	-
澳大利亚	53,387	5,081	9.5%	-
阿联酋	30,018	4,730	15.8%	-
巴西	17,443	824	4.7%	-

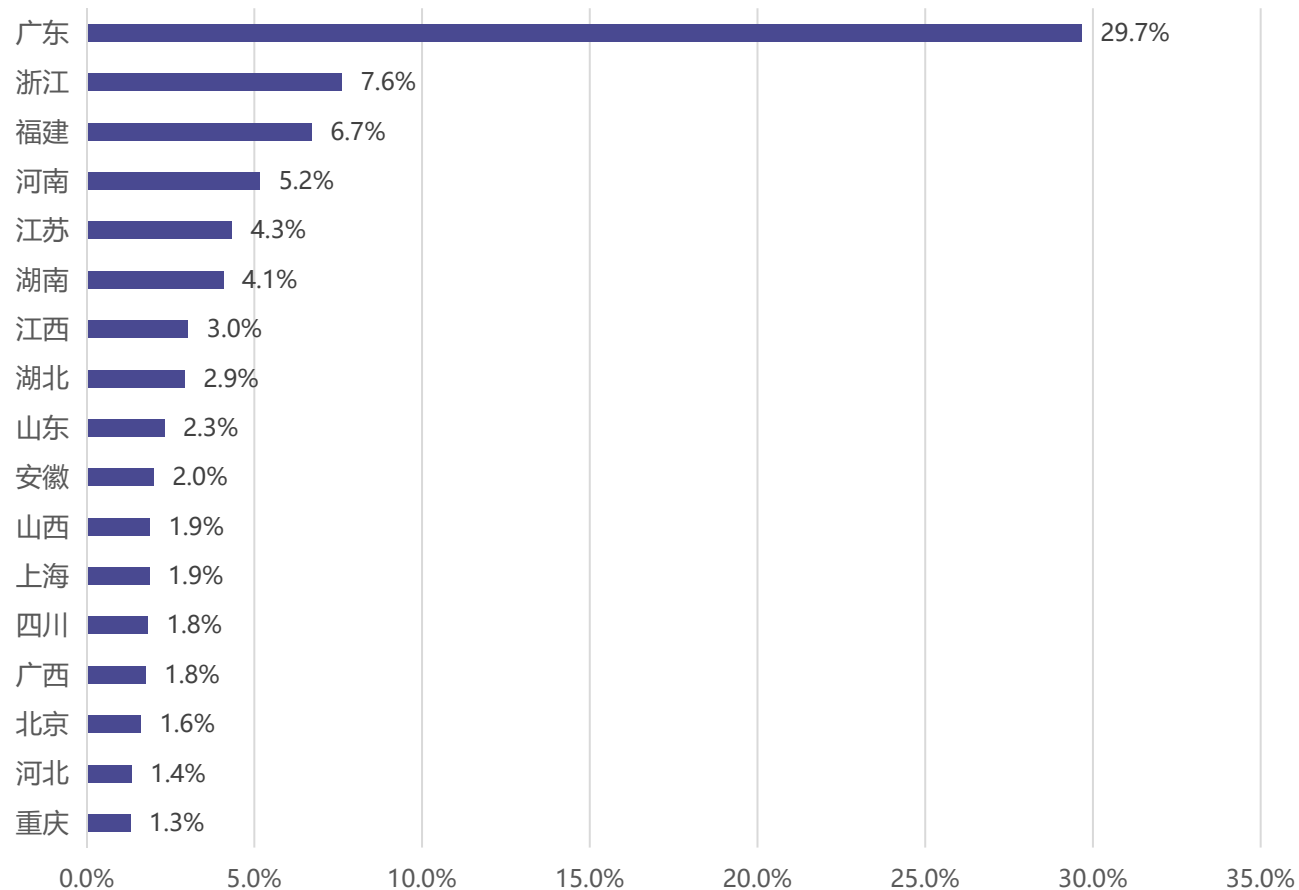
来源：卖家精灵 大数据选品



来源：卖家精灵 大数据选品



亚马逊中国卖家的省份分布



来源：卖家精灵 大数据选品

TOP城市

深圳	福州
广州	泉州
东莞	宁波
上海	佛山
杭州	重庆
郑州	莆田
金华	汕头
北京	成都
武汉	南京
长沙	温州
厦门	中山

排名顺序：从上到下 - 从左到右



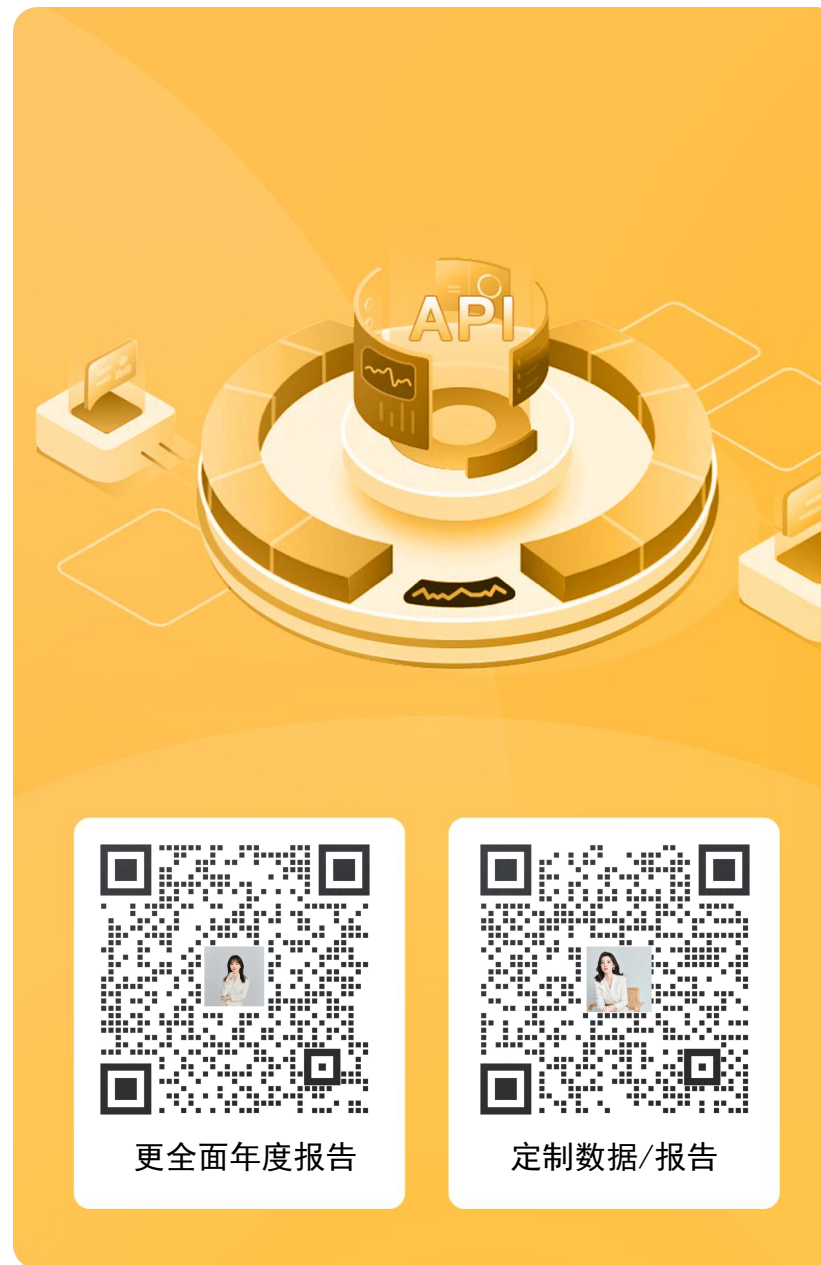
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类型	API接口	数据包	标准市场报告	高级定制报告
核心场景	10种接口, 9个站点	类目全量数据	市场报告	数据报告
作用	助力数字化转型	提供跨境情报	判断赛道机会	挖掘市场趋势
适用人群	有技术的跨境卖家	大型企业	个人初创卖家	工厂投资企业

- 云雅智库, 是继卖家精灵后, 云雅科技推出的一款数据信息服务。通过API接口或数据包等形式, 为大中小型跨境卖家、品牌出海企业、工厂投资机构等, 提供专业的数据或市场报告。





AI助力高效打造爆品

Shulex VOC是一个基于ChatGPT/AI的全渠道智能消费者声音洞察平台。通过洞察全球消费者声音，助力商品开发、优化卖点、分析竞品，赢得竞争。快人一步打造爆款，塑造打动人心品牌。

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扫码体验AI洞察

Customer Profile
The consumer group most commonly mentioned is family, the most commonly moment of use is night, the most behavior is away . By focusing on these key consumer characteristics, it is possible to identify pain points associ

Who

Category	Count
Family	2800
Family	1600
Family	1900
Family	800
Family	500

When

Category	Count
Night	2800
Night	1600
Night	1900
Night	800
Night	500

Where

Category	Count
Home	2800
Home	1600

• The most common consumer reviews about "family" are as follows

" ... Initially we thought this was going to be the perfect solution for our 9-year-old son ... "

" ... Initially we thought this was going to be the perfect solution for our 9-year-old son ... "



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