



How to Scrape Amazon Best Sellers: Gain a Competitive Edge with Data

Discover how to scrape Amazon Best Sellers to track trends and gain market insights with Traject Data's Rainforest API.



40% of Amazon sellers make between \$1,000 and \$25,000 per month, while super sellers earn over \$100,000 per month. The key difference?

Targeting the best-selling items, which Amazon publicly shares on its “Best Seller” lists. These pages are a goldmine of information, revealing consumer trends, hot products, and market opportunities. Let’s dive into “how to scrape Amazon Best Sellers” and leverage this data for better decision-making.

What is the Amazon Best Seller Rank?

Amazon ranks its best-selling products on its Best Seller pages, known as the Amazon Best Sellers Rank (BSR). While Amazon does not disclose the exact formula for ranking, it is widely accepted that sales volume is the primary factor, with recent sales carrying more weight than older ones. The list updates hourly, ensuring the most up-to-date snapshot of consumer demand.

Amazon categorizes these rankings into over 30 main categories, each with multiple subcategories—totaling around **25,000** categories. The algorithm also includes predictive factors to analyze potential future sales. These lists provide valuable insights, such as:

- **Trending Products:** Identify emerging trends before they peak.
- **Competitive Analysis:** See what your competitors are selling and how they’re performing.
- **Market Research:** Understand consumer preferences and demand shifts.
- **Product Development:** Spot market gaps and discover potential new product opportunities.

Amazon Best Sellers

Our most popular products based on sales. Updated frequently.



Any Department

Clothing, Shoes & Jewelry

Baby

Boys

Costumes & Accessories

Girls

Luggage & Travel Gear

Men

Novelty & More

Shoe, Jewelry & Watch Accessories

Sport Specific Clothing

Uniforms, Work & Safety

Women

Best Sellers in Clothing, Shoes & Jewelry

#1




Gildan Men's Crew T-Shirts, Multipack, Style G1100

★★★★★ 306,052

\$21.97

#2



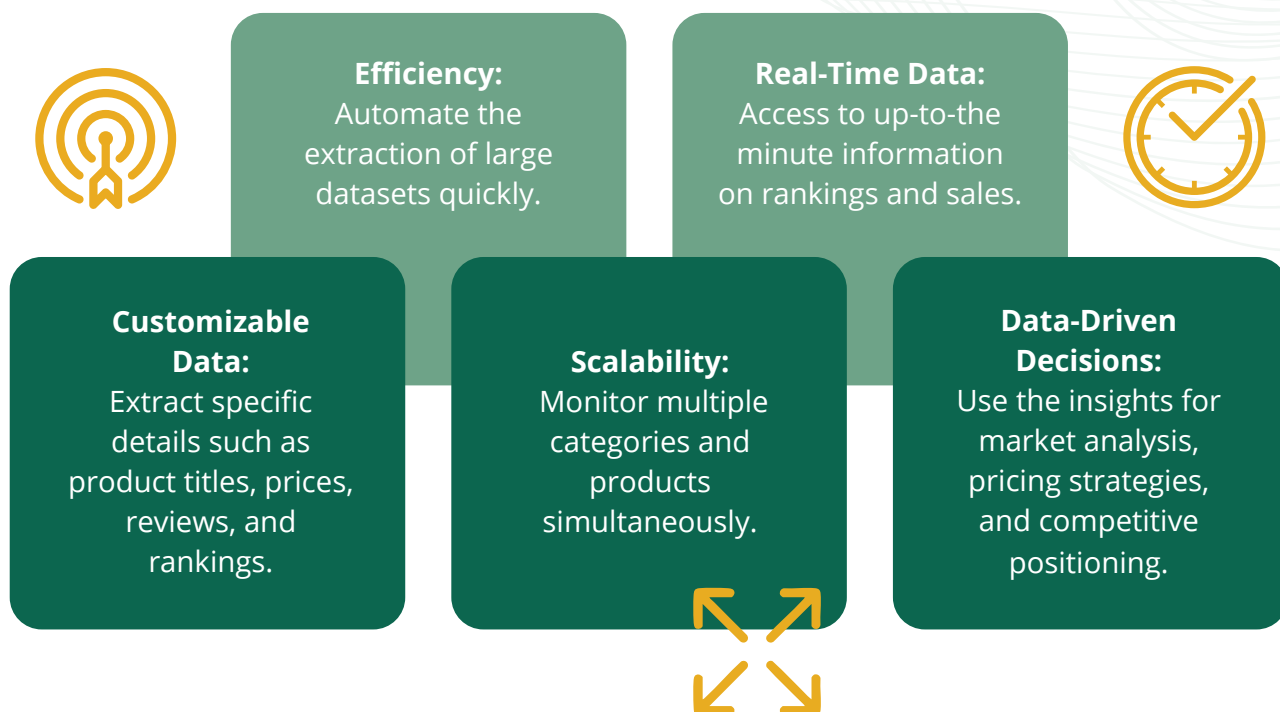
Hanes Men's Cotton, Moisture-Wicking Crew Tee Undershirts, Multi-Packs Available

★★★★★ 75,207

\$18.98

With about 25,000 categories and rankings that vary across Amazon's 20+ domains (amazon.com, amazon.co.uk, amazon.ca, etc.), manually collecting this data is impractical. Additionally, since the rankings update hourly, staying on top of these trends requires automation—this is where scraping APIs come in.

Benefits of Scraping Amazon Best Sellers Pages



What is the Amazon Best Sellers Scraper?

An **Amazon** Best Sellers Scraper is a tool or script designed to automatically extract data from Amazon's Best Sellers pages. These scrapers can be custom-built or utilize pre-built APIs, like **Traject Data's** Amazon Rainforest API, to streamline the process.

The Legality and Challenges of Scraping Amazon

Now, let's address the elephant in the room: is it legal to scrape Amazon? The answer is nuanced.

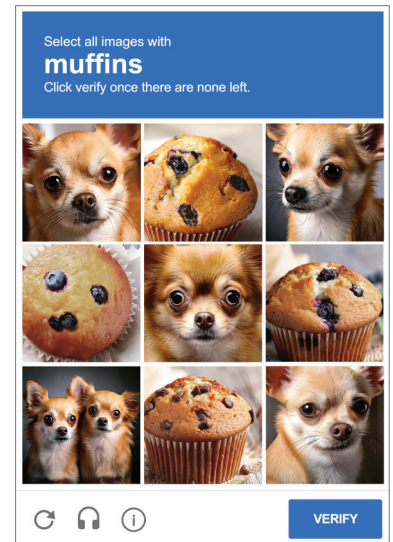
- > **However, the legality of web scraping is a complex legal area** and depends on how the extracted data is used.
- > **Amazon employs various anti-scraping measures** to detect and block automated scraping activities.

How Does Amazon Prevent Scraping?

Amazon implements several techniques to block scraping, including:

- **IP Address Blocking:** Blocking IPs that send too many requests.
- **CAPTCHAs:** Requiring users to verify they are human.
- **Rate Limiting:** Restricting the number of requests per IP address.
- **User-Agent Analysis:** Identifying bots through user-agent strings.
- **Honeypot Traps:** Inserting hidden elements that only bots can see.

Due to these challenges, maintaining a manual scraping script is difficult and costly.



How to Scrape Amazon Best Sellers Effectively and Responsibly

Okay, so how do you actually scrape **Amazon** Best Sellers while minimizing the risks?

Use a Reliable API

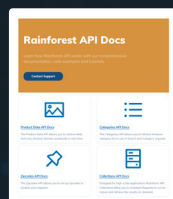
For a seamless and ethical approach, consider using a dedicated API like **Traject Data's Amazon Rainforest API**. APIs handle the complexities of scraping, ensuring you get accurate data without triggering Amazon's defenses.

1

**Rainforest
API**

Sign up for a FREE
API key at
TrajectData.com.

2



**Visit Traject Data's
documentation** for
integration details.

3



**Watch a getting
started video** to
learn how to use
the API efficiently.

4

**type=
bestsellers**

Leverage the
Rainforest API
Bestsellers Endpoint,
type=bestsellers.

When making a request with `type=bestsellers`, the Rainforest API returns Best Seller results from an Amazon Best Sellers page. The page can be specified using the `category_id` and `amazon_domain` parameters (where `category_id` is returned from the Categories API) or by using the `url` parameter.

The Rainforest API supports all types of Amazon Bestseller pages, including:



Leveraging the Traject Data Amazon Rainforest API

The Traject Data Amazon Rainforest API simplifies the process of scraping Amazon Best Sellers.

- **Easy Integration:** Easily integrate with your **BI tool** of choice. Data is delivered how and when you need it.
- **Comprehensive Documentation & Support:** Well-documented endpoints and libraries for various programming languages.
- **Structured Data:** Clean, JSON-formatted results, parsed and ready for analysis.
- **Comprehensive Data:** Retrieve rankings, **prices**, **reviews**, and more.
- **Bestsellers Endpoint:** Fetch Best Seller lists from any Amazon category.



Unlocking Insights with Amazon Best Seller Data

“How to scrape Amazon Best Sellers” is a question many data-driven businesses and researchers ask. By understanding the benefits, challenges, and best practices, you can unlock valuable insights hidden within Amazon’s Best Sellers pages. With the right approach—leveraging a robust API like Traject Data’s Amazon Rainforest API—you can harness real-time eCommerce intelligence without the headaches of manual scraping.

Ready to See What Traject Data Can Help You Do?

We're your premier partner in web scraping for SERP data.
Get started with one of our APIs for free and see the
data possibilities that you can start to collect.

[VIEW ALL SERP APIs](#)

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