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The official list of fastest-growing
digital companies



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2024 WINNERS

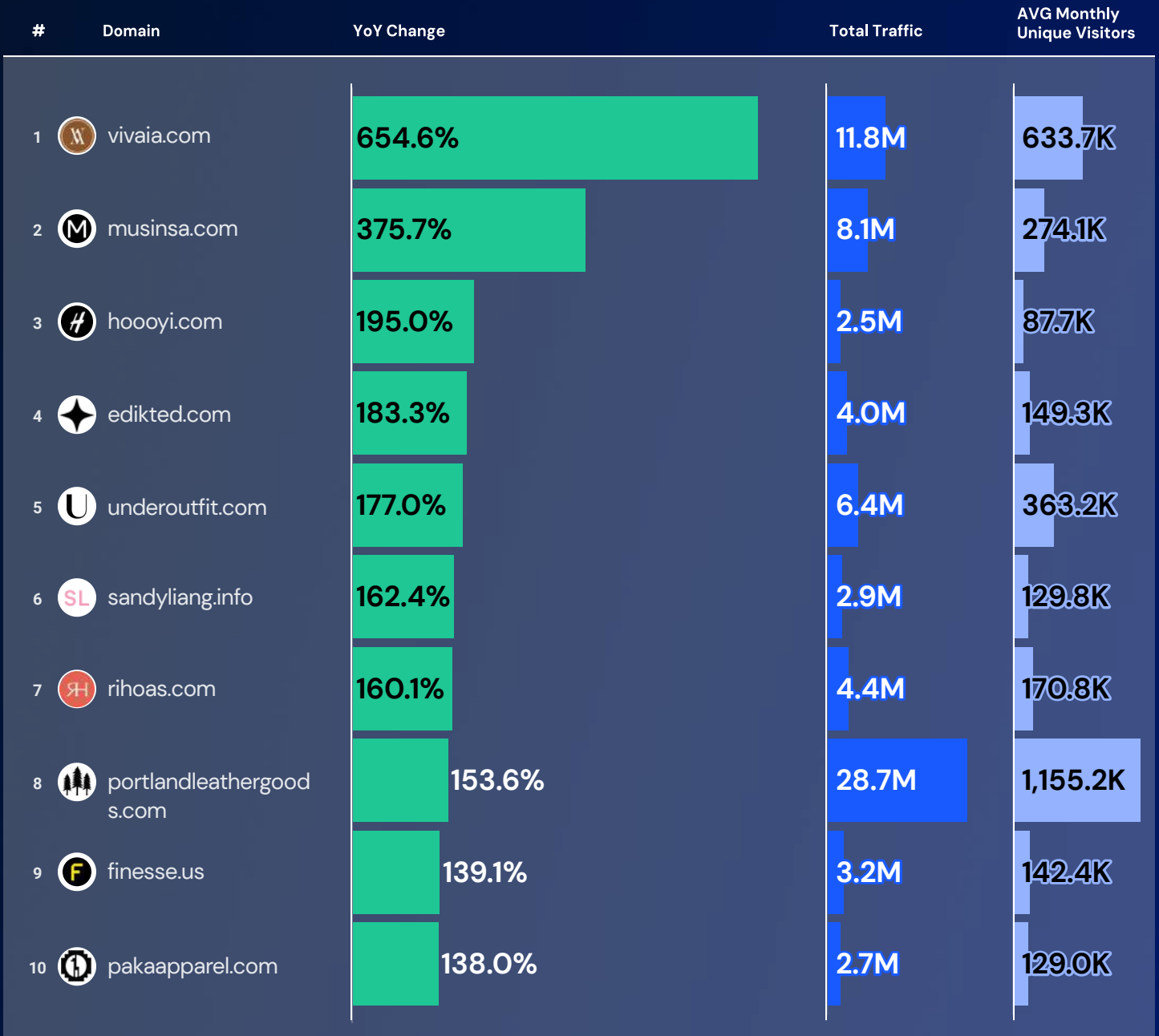
THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **APPAREL & ACCESSORIES** COMPANIES



APPAREL & ACCESSORIES: A predefined list of clothing brands and contemporary lifestyle boutiques.

INSIGHT

Gen Z shoppers have been a driving force, accounting for an impressive 27% of site visits, compared to the industry average of 12%. Notably, finesse.com and edikted.com lead the way, with 45% and 41% of their audiences being Gen Z. However, vivaia.com and underoutfit.com have a lower share of Gen Z visitors at 12% and 10%. This shift is driven by growing environmental awareness and rising inflation, prompting consumers to seek sustainable retailers like vivaia and paka apparel.



METHODOLOGY

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2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **AUTOMOTIVE** COMPANIES



AUTOMOTIVE: A predefined list of automotive care and vehicle parts platforms.

INSIGHT

The pandemic has accelerated online shopping, notably in the automotive sector, which was previously less inclined toward ecommerce. Rising inflation and cost-conscious consumers have shifted the focus to vehicle repairs. Winners include online tire retailers like Mavis, Giga Tires, Big Brand Tire, and spare parts retailer Friday Parts – all offering affordable solutions. The quest for savings has also driven interest in RVs and campers sites such as rvs.com and bishs.com, allowing for more economical holiday and living options.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	caredge.com	357.3%	10.6M	381.2K
2	mavis.com	155.4%	8.7M	418.4K
3	abetter.bid	128.4%	3.6M	160.8K
4	giga-tires.com	111.7%	1.9M	76.0K
5	fridayparts.com	110.1%	2.0M	109.9K
6	rvs.com	100.7%	2.4M	107.9K
7	carmechanic.expert	95.8%	1.3M	88.5K
8	bishs.com	87.3%	2.9M	124.2K
9	bigbrandtire.com	78.5%	1.4M	72.0K
10	texaspridetrailers.com	77.5%	1.4M	83.6K

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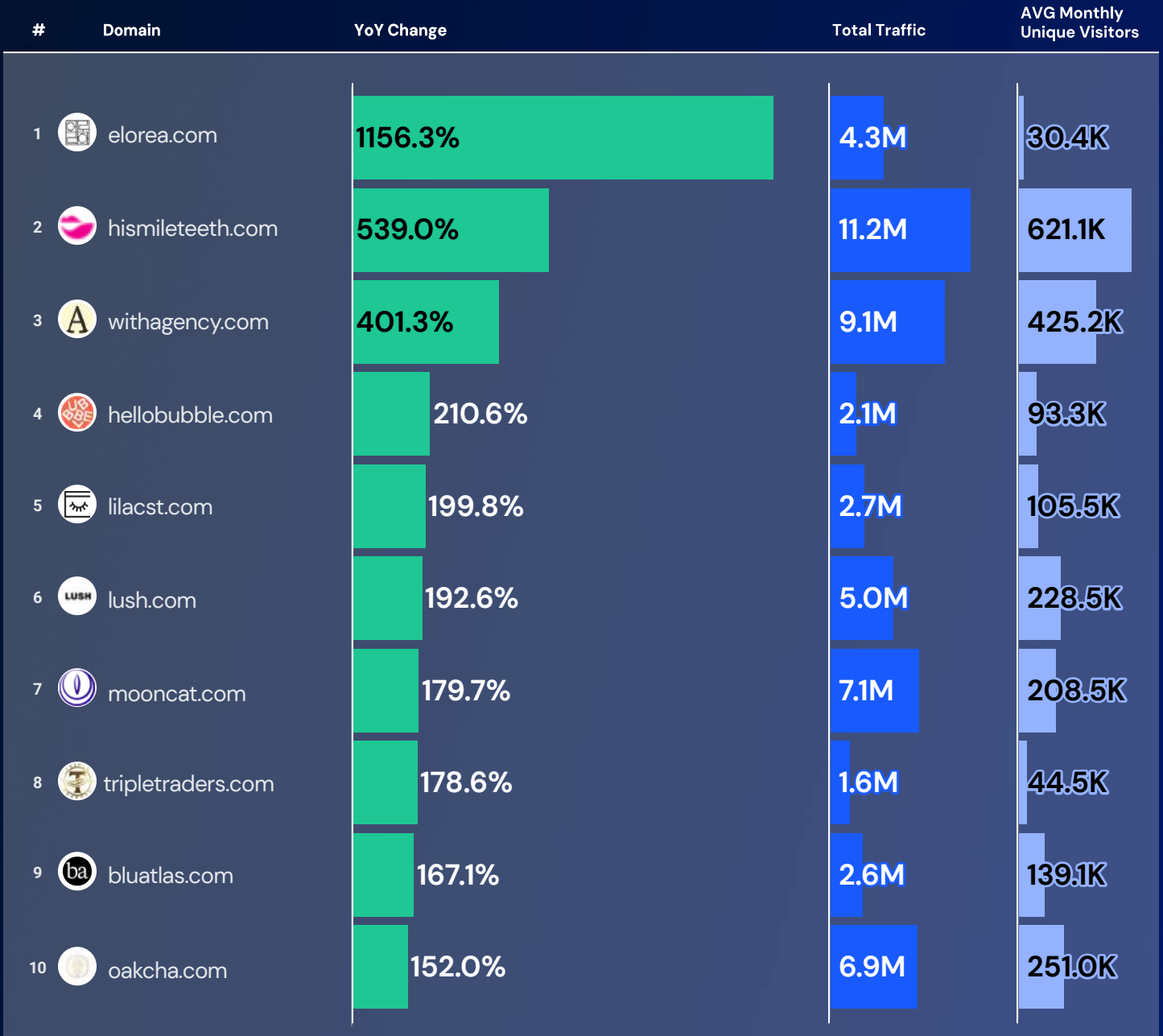
THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **BEAUTY & PERSONAL CARE**
COMPANIES



BEAUTY & PERSONAL CARE: A curated list of beauty, skincare, and fragrance brands.

INSIGHT

Beauty consumers are increasingly focused on cost-saving strategies like subscription models. However, high-end beauty brands, like elorea, are gaining recognition among US consumers with +1,156% YoY growth. Additionally, consumers clearly prefer DTC sites, underscoring the importance of brand-client relationships. In the skincare sector, personalization is making waves, with theagency.com securing the 3rd top spot in 2023 with +401% growth.



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2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **CONSUMER ELECTRONICS**
COMPANIES



CONSUMER ELECTRONICS: A predefined list of high-tech DTC sites and retailers.

INSIGHT

Rising crime rates and increased privacy concerns have prompted consumers to invest in smart security systems like Ring and MyQ. Consumers are also embracing broader IoT devices, such as smart lights (govee), alarm clocks (hatch), and robot vacuum cleaners, which are enhancing their quality of life. Additionally, they are leaning towards handheld gaming, with sites like playbackstone.com allowing them to transform their smartphones into miniature gaming consoles.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	playbackbone.com	263.8%	6.4M	339.2K
2	status.co	117.6%	2.1M	89.7K
3	hatch.co	81.5%	4.0M	227.2K
4	govee.com	69.9%	8.3M	416.0K
5	ecovacs.com	55.3%	1.5M	75.2K
6	prusa3d.com	53.7%	9.8M	350.5K
7	jsaux.com	51.0%	2.1M	74.9K
8	ring.com	50.0%	255.3M	9,346.6K
9	myq.com	44.1%	4.1M	231.7K
10	soundcore.com	43.6%	5.7M	322.8K

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2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **FOOD & DRINKS** COMPANIES



FOOD & DRINKS: A predefined list of food and grocery websites.

INSIGHT

Driven by health and convenience, consumers are favoring artisan products and delivery/pick-up. Winners in this category focus on specific segments like premium snacks (oatsovernight.com, pretzel.com), and sweets (licorice.com, themashmallow.co), leading to faster growth than the industry average (+4% YoY in 2023). Subscription models are essential, with wildgrain, firstleaf, and oatsovernight offering subscribe-and-save options regardless of the product type.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	shop.staterbros.com	854.2%	4.7M	231.3K
2	shop.winndixie.com	447.9%	8.5M	460.3K
3	wildgrain.com	430.7%	3.6M	171.9K
4	firstleaf.com	324.0%	3.6M	159.1K
5	bokksmarket.com	243.9%	2.5M	144.3K
6	licorice.com	217.5%	3.2M	157.0K
7	themarshmallow.co	213.3%	2.1M	114.8K
8	shopflavcity.com	177.1%	1.8M	91.0K
9	oatsovernight.com	164.9%	8.2M	371.5K
10	pretzels.com	148.3%	1.8M	95.8K

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2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **HOME & GARDEN** COMPANIES



HOME & GARDEN: A predefined list of marketplaces for essential household items and domestic goods.

INSIGHT

Despite a sharp sales decline in 2022, the Home and Garden industry showed greater stability in 2023. Niche players thrived by increasing their traffic, offering convenience (insikerators.com for waste disposal in sinks), healthiness (cosori.com and emerileveryda.com for air fryers), and passion-enhancing accessories (mybirdbuddy.com for smart bird feeders.)



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2024 WINNERS

THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **NEWS & MEDIA** COMPANIES



NEWS & MEDIA: A predefined list of publishers across various topics.

INSIGHT

In response to 'fake news,' driven by figures like Donald Trump, US consumers are increasingly turning to alternative news sources that align with their political beliefs. Our list features "mainstream alternatives" such as Resist the Mainstream, Tucker Carlson Network, and Journal. Events like King Charles' coronation, Prince Harry's divorce from the Royals, and the final season of the Crown sparked a +623% YoY surge in visits to yourroyals.com. There's also a growing interest in science and technology publications.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	parentztalk.com	2679.2%	47.9M	2,403.2K
2	themusicman.uk	950.7%	14.0M	626.8K
3	resistthemainstream.com	758.3%	14.0M	340.0K
4	thedebrief.org	717.3%	19.4M	1,168.2K
5	livenews.com	684.6%	8.5M	119.5K
6	yourroyals.com	623.3%	25.9M	1,444.9K
7	sfstandard.com	566.0%	35.7M	1,566.2K
8	learnitwise.com	561.7%	8.2M	544.8K
9	tuckercarlson.com	536.3%	6.3M	291.5K
10	denvergazette.com	535.7%	24.7M	1,087.8K

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THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **PERSONAL FINANCE** COMPANIES



PERSONAL FINANCE: Curated list of fintech platforms and specialized banking solutions for consumers.

INSIGHT

The end of the student loan grace period in October 2023 drove a 12x YoY surge in Ed Financial visits, with 4.8M visits that month, as consumers adjusted repayments. Inflation prompted various strategies, including short-term loans (starloan.app), cashback services (joinpogo.com), and usage-based car insurance (withhugo.com). Some preferred 5% savings accounts over volatile investments, while others ventured into crypto (mexc.com).

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	bmo.com	670.0%	61.0M	1,444.0K
2	ufbdirect.com	379.6%	7.0M	251.4K
3	edfinancial.com	300.4%	24.6M	1,058.5K
4	starloan.app	294.3%	3.7M	187.8K
5	withhugo.com	286.9%	7.3M	200.7K
6	joinpogo.com	286.7%	3.5M	238.1K
7	mexc.com	248.5%	12.4M	133.6K
8	zillowhomeloans.com	247.3%	5.0M	263.9K
9	cred.ai	237.1%	2.6M	143.0K
10	stellarfi.com	230.8%	19.0M	927.4K

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THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **PET CARE** COMPANIES



PET CARE: A predefined list of websites selling pet food, medicine, accessories, and care solutions.

INSIGHT

Subscription models are key in the pet food and supplements sector, providing pet owners with cost-effective, high-quality choices (greenies, sundaysfordogs, nutro, wuffes). Personalization, as seen in DTC brand sundaysfordogs.com, is a growing trend, crafting tailored pet food plans based on factors like breed, age, health, and lifestyle to prevent future health issues. Also, platforms like thevets.com for at-home visits and pet insurance from spotpetins.com simplify pet healthcare and reduce expenses for owners.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	greenies.com	492.2%	9.6M	663.9K
2	capstarpet.com	236.2%	2.3M	149.7K
3	sundaysfordogs.com	160.8%	3.3M	179.2K
4	petmeds.com	138.6%	2.2M	73.7K
5	wuffes.com	124.5%	2.2M	97.5K
6	spotpetins.com	120.4%	8.2M	472.3K
7	canadavetexpress.com	109.1%	2.1M	115.2K
8	tuftandpaw.com	106.9%	1.4M	74.2K
9	thevets.com	96.4%	2.6M	166.3K
10	askaveterinarianonline.com	93.4%	1.6M	110.2K

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THE OFFICIAL LIST OF FASTEST-GROWING
DIGITAL **TRAVEL & TOURISM** COMPANIES



TRAVEL & TOURISM: A predefined list of global travel and experience providers.

INSIGHT

A surge in traffic to discount airlines like Zipair, coupled with growing interest in Japanese guides (JRailpass, Japan Wonder Travel, Japan Travel), and discounted tourist attraction tickets (Spotlight Vega, Klook), highlights the increasing cost-consciousness among US travelers over the last year. This trend also reflects an increasing desire to choose Japan as a preferred holiday destination, despite its long-distance nature.

#	Domain	YoY Change	Total Traffic	AVG Monthly Unique Visitors
1	jrailpass.com	238.9%	4.9M	246.0K
2	spotlight.vegas	216.1%	2.3M	123.2K
3	oneworldobservatory.com	212.3%	3.9M	211.4K
4	zipair.net	210.6%	5.9M	231.9K
5	japanwondertravel.com	203.3%	3.7M	163.3K
6	flynorse.com	183.4%	6.4M	287.7K
7	klook.com	181.0%	12.4M	647.5K
8	aqvoyages.com	180.6%	2.3M	140.0K
9	china-airlines.com	174.3%	5.4M	221.5K
10	gobrightline.com	162.1%	6.6M	349.1K

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