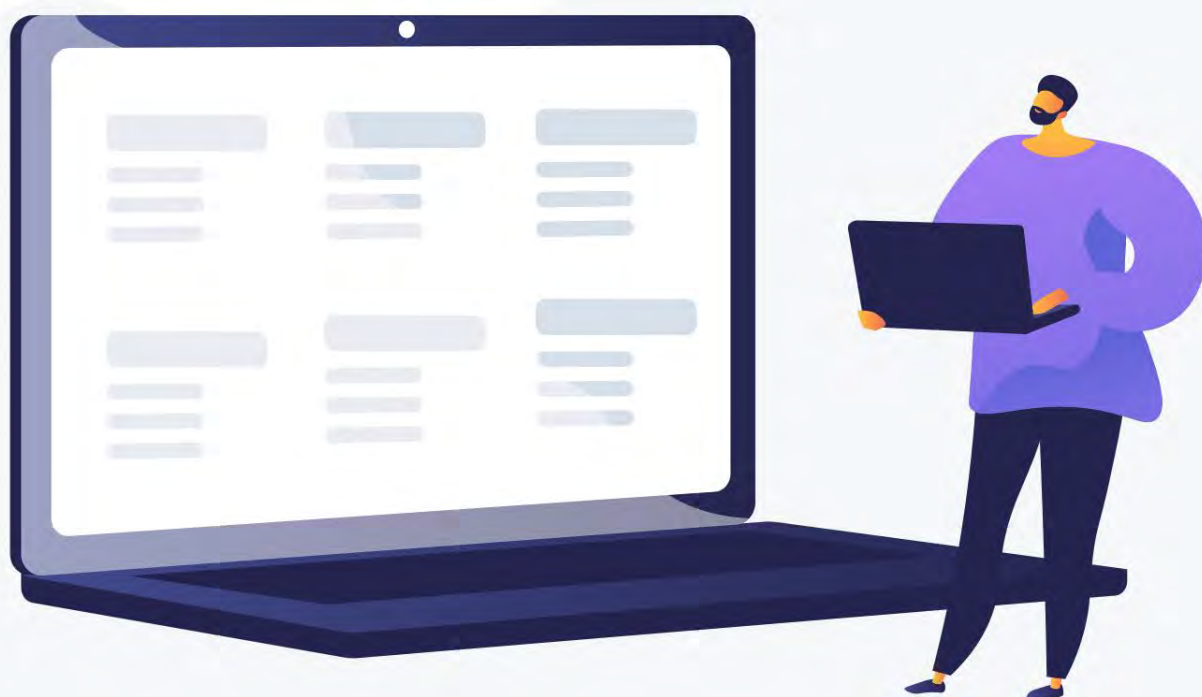


RESEARCH SAMPLE REPORTS



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- Standard Research Report for Amazon2
- Extended Research Report for Amazon8
- Supplier Check Research Report20
- Listing Creation Report for Amazon25
- TikTok Shop Trends Report29

The data presented in these sample research reports is current as of June 2024.

INDIVIDUAL REPORT

HOW WE DID IT

While searching for the product we followed THESE CRITERIA:

- **Categories:** Kitchen & Dining
- **Price range:** \$10-100
- **Product Idea:** This is a specific product that is popular and stands out because of its sales numbers, price, and reviews in the niche. In this report, we showcase profitable products as examples. You can view them as a source of inspiration and customize your offerings to align with your unique brand and target audience.
- **Demand:** Determined by data on monthly sales and revenues on various trading platforms, including Amazon and AliExpress. Good values are considered to be revenue from \$3,000 on Amazon US, from €3,000 in Europe and from £3,000 in the UK. In addition to profits generated, we also pay attention to the search trend for relatable keywords in Google and on Amazon - we get all of this data from a reliable source, AMZScout.
- **Competition:** This can be considered light if the seller doesn't need to compete with any big brands for sales on Amazon and other marketplaces. Also, for a niche to be confidently called uncompetitive, there shouldn't be large Shopify stores with traffic from 100,000

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due to the volatile and constantly evolving nature of the Amazon market.

OUR CHOICE IS

Temperature Control Travel Mug



Low number of reviews



Lightweight



Customizable

WHY PEOPLE BUY IT

This Temperature Control Travel Mug is a great product to sell because it ensures that beverages stay at the perfect temperature for hours, providing convenience and comfort for on-the-go consumers. The smart technology and sleek design also appeal to tech-savvy individuals looking for practical yet stylish solutions for their daily routines.

WHY IT IS A GREAT IDEA TO SELL IT

This niche is not currently oversaturated, so there is plenty of room for new sellers to enter and benefit significantly. On the first page, six sellers with under 100 reviews each are selling over 200 units, which is a positive sign for new sellers. And with only 32 reviews, this product has achieved impressive sales of over 300 units, generating a current monthly revenue of \$25,000. The product can be differentiated from existing competitors by offering a better design and price, as well as offering products in a more attractive set or pack. Despite the fact that this product comes in several varieties, some of them don't sell at all, while others do sell, but not well. Approximately 40% of this item's sales are derived from the variation "Color: Lilac". Additionally, this product is giftable, and apart from its steady sales throughout the year, it can generate extra revenue during the holiday season.



Number of sellers

1

Price

\$79.99

Est. Revenue

\$25,033

Est. Sales

320

Reviews

32

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NICHE INDICATORS ON AMAZON

The general niche indicators here are good. Both the numbers of average monthly sales (617) and the average monthly revenue (\$44,856) promise great profit opportunities for sellers. The average number of reviews in this niche is low (772) which indicates that the niche is not saturated.

Avg. Monthly Sales

617

Outstanding! The product is in high demand.

Avg. Monthly Revenue

\$44,856

Awesome! There is a good opportunity for profits.

AMZSCOUT PRO

Results48

Avg. Mo Sales617

Avg. Mo Revenue\$44,856

Avg. Sales Rank220,080

Avg. Price\$65.88

Avg. Reviews772

Avg. Net Margin72%

Visibility Score1

Niche Score1

Niche History

PRODUCT RESEARCH

KEYWORDS & LISTINGS

READY-MADE SOLUTIONS

TRENDS & PRODUCT IDEAS

LEARNING

COMPETITOR DATA ANALYSIS

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View

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Trends

Niche Keywords

Suppliers on Alibaba

Video + Guide: How to use the PRO Extension

CSV

Product Ideas

Temperature Control Travel Mug

Search products

★	#	Product Name	Brand	Category	Product Score for PL	Product Score for Reselling	Sellers	Rank	Price	FBA Fees	Net Margin	Est. Sales	Est. Revenue	# of Reviews	RPR	Rating	LQS	Weight	Variants	Available From	Seller Type
▼	6	Ember Tumbler, Temperature Control Travel Mug, 12 Ounce, Black	Ember	Kitchen & Dining	10	6	15	#26,955	\$127.98	\$26.58	79%	475	\$60,537	78	\$776	3.9	70	3.170	1	04/26/23	MCH
▼	7	Temperature Control Heated Coffee Mug Smart Sense, 12 Oz, Black	OTKAX	Home & Kitchen	9	6	1	#111,802	\$129.99	\$26.26	80%	290	\$37,697	132	\$286	4.8	86	2.690	4	11/08/23	FBA
▼	8	Hot Ember Travel Mug 2+, 12 oz, Temperature Control, Black	Ember	Kitchen & Dining	10	7	7	#23,943	\$184.00	\$34.35	81%	272	\$45,703	59	\$775	3.5	70	2.954	1	09/23/23	MCH
▼	16	BUZIO Temperature Control Mug with Lid, Smart Heating, 12 Oz, Black	BUZIO	Home & Kitchen	5	10	1	#124,587	\$99.99	\$21.75	78%	16	\$800	22	\$36	4.3	76	2.050	1	07/17/23	FBA
▼	17	Coffee thermos, Coffee bottle, Tea Infuser Bottle, Smart, 12 Oz, Black	TLJNNA	Kitchen & Dining	3	7	3	#21,388	\$19.99	\$7.59	62%	285	\$5,697	2,562	\$2	4.2	59	0.769	6	12/27/18	MCH
▼	18	Ember Temperature Control Travel Mug, 12 Ounce, Black	Ember	Kitchen & Dining	6	4	5	#70,100	\$149.95	\$29.22	81%	71	\$11,034	1,495	\$7	3.6	70	2.800	1	11/18/16	FBA
▼	22	Electric Kettle - Travel Portable Heater for Coffee, 1.7L, Black	Jetbo	Home & Kitchen	5	10	1	#64,549	\$44.99	\$12.62	72%	591	\$26,589	468	\$57	4.2	74	1.700	3	09/19/22	FBA
▼	23	Car Electric Kettle 12V/24V Portable Water Boiler, 1.7L, Black	LINGYOKY	Home & Kitchen	8	10	4	#21,873	\$35.99	\$11.24	69%	1,189	\$42,255	144	\$293	4.6	82	1.301	2	02/29/24	FBA
▼	24	Nextmug - Temperature-Controlled, Self-Heating Coffee Mug, 12 Oz, Black	NextmugbyNextb	Home & Kitchen	7	10	3	#3,487	\$99.95	\$21.70	78%	5,905	\$579,978	2,808	\$207	4.3	75	2.121	7	07/15/22	FBA
▼	25	BURNOUT Temperature Regulating 16 oz. Smart Mug, Black	BurnOut	Kitchen & Dining	3	10	1	#176,445	\$79.95	\$17.84	78%	4	\$320	74	\$4	4.0	75	1.920	2	12/09/20	FBA
▼	30	GO Heated Coffee Mug, Travel Mug, 13.5 OZ, Smart, Black	SmartMugg	Kitchen & Dining	9	10	1	#40,612	\$79.99	\$17.87	78%	309	\$24,214	32	\$757	3.5	75	1.281	6	04/07/24	FBA
▼	31	Hot 16Oz Temperature Control Smart Mug, Self-Heating, Black	VFZO	Kitchen & Dining	10	11	1	#25,279	\$99.99	\$21.78	78%	389	\$38,896	87	\$447	4.3	61	2.401	19	09/03/23	FBA
▼	32	Ember Temperature Control Smart Mug 2, 14 Oz, Black	Ember	Kitchen & Dining	7	9	14	#684	\$119.00	\$24.58	79%	6,902	\$863,868	4,667	\$185	4.3	76	2.599	10	10/14/19	MCH

NICHE HISTORY ON AMAZON

This niche experiences consistent sales throughout the year, averaging a minimum of 13 sales/day. However, during the December holiday season, there is a significant boost in sales, as these products are frequently purchased as gifts.



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PRODUCT SALES AND PRICE HISTORY ON AMAZON

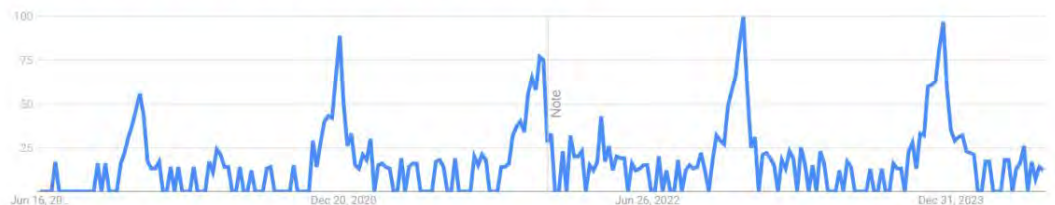
We can see that this product has successfully made it through the launch phase, and has been performing quite well since.



People search regularly for this type of product. Take a look at Google Trends.

GOOGLE KEYWORDS SEARCH TREND

Smart Mug



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BEST SUITED KEYWORDS

Keywords are needed to compile a product card on any site. The description of the product and which keywords are used directly impacts how frequently and how relevantly the product appears in search engines. Keywords are also needed to set up paid advertising and targeting campaigns on Facebook, Google, and Amazon.

temperature control smart mug	heated coffee mug	rechargeable coffee mug
smart mugs	ember smart mug	temperature control travel mug
temperature-controlled travel mug	smart mug with temperature control	smart mugs for coffee
heating auto travel mug	smart coffee mug	ember heated travel mug
heated coffee mug rechargeable	travel smart mug	move travel mug
stainless steel smart mug	reheating coffee mugh	450ml smart coffee mug
the ember mug	tea heater and mug	heated coffee mugs
travel coffee kit	self heating coffee mug	travel coffee
portable milk warmer	smart mug	travel coffee maker

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EXAMPLES OF SUPPLIERS*



Price **\$9.00 - \$10.00 per piece**

Minimum order **50 pieces**

First batch cost **appr. \$9,000**

[Link](#)



Price **\$1.65 - \$2.13 per piece**

Minimum order **50 pieces**

First batch cost **appr. \$9,000**

[Link](#)



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EXTENDED RESEARCH REPORT

HOW WE DID IT

While searching for the product we followed THESE CRITERIA:

Categories: Kitchen & Dining

Price range: You have chosen a \$10-100 price range for the product.

Product Idea: This is a specific product that is popular and stands out because of its sales numbers, price, and reviews in the niche. In this report, we showcase profitable products as examples. You can view them as a source of inspiration and customize your offerings to align with your unique brand and target audience.

Demand: Determined by data on monthly sales and revenues on various trading platforms, including Amazon and AliExpress. Good values are considered to be revenue from \$3,000 on Amazon US, from €3,000 in Europe and from £3,000 in the UK. In addition to profits generated, we also pay attention to the search trend for relatable keywords in Google and on Amazon - we get all of this data from a reliable source, AMZScout.

Competition: This can be considered light if the seller doesn't need to compete with any

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Temperature Control Travel Mug



Low number of reviews



Lightweight



Customizable

amazon

Number of sellers

1

Price

\$79.99

Est. Revenue

\$25,033

Est. Sales

320

Reviews

32

WHY IT IS A GREAT IDEA TO SELL

This Temperature Control Travel Mug is a great product to sell because it ensures that beverages stay at the perfect temperature for hours, providing convenience and comfort for on-the-go consumers. The smart technology and sleek design also appeal to tech-savvy individuals looking for practical yet stylish solutions for their daily routines.

This niche is not currently oversaturated, so there is plenty of room for new sellers to enter and benefit significantly. On the first page, six sellers with under 100 reviews each are selling over 200 units, which is a positive sign for new sellers. And with only 32 reviews, this product has achieved impressive sales of over 300 units, generating a current monthly revenue of \$25,000. The product can be differentiated from existing competitors by offering a better design and

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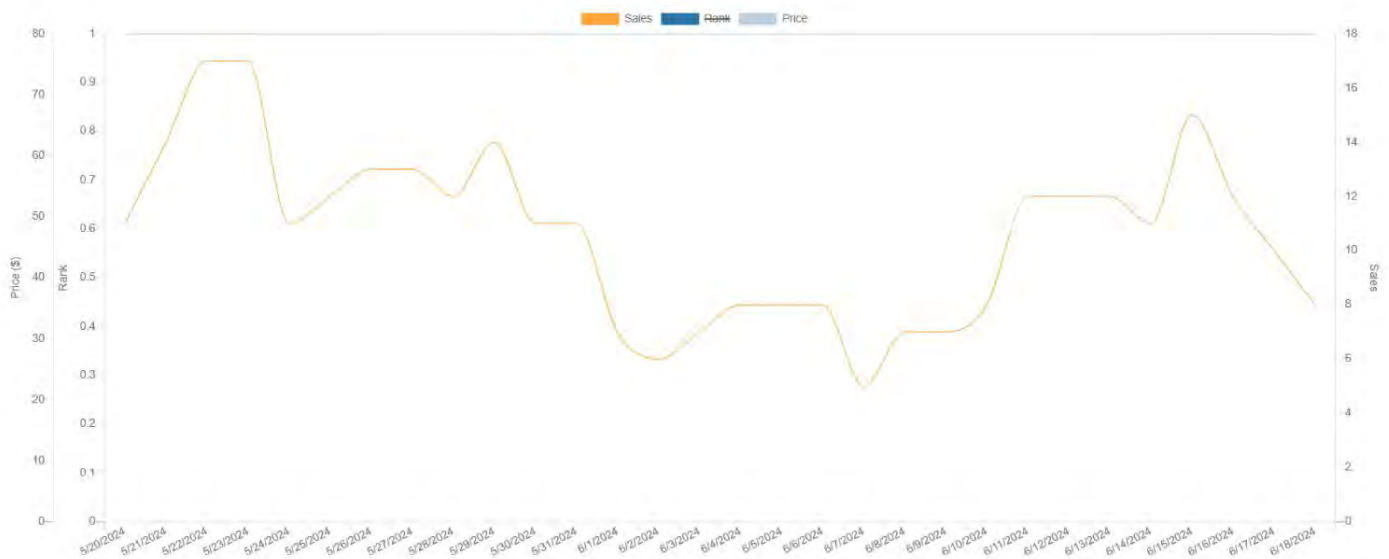
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PRODUCT SALES AND PRICE HISTORY ON AMAZON

We can see that this product has successfully made it through the launch phase, and has been performing quite well since.



NICHE HISTORY ON AMAZON

This niche experiences consistent sales throughout the year, averaging a minimum of 13 sales/day. However, during the December holiday season, there is a significant boost in sales, as these products are frequently purchased as gifts.



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NICHE INDICATORS ON AMAZON

The general niche indicators here are good. Both the numbers of average monthly sales (617) and the average monthly revenue (\$44,856) promise great profit opportunities for sellers.

Avg. Monthly Revenue

\$44,856

Great! There is an excellent opportunity for profits.

Avg. Monthly Sales

617

Awesome! The product is in demand.

AMZSCOUT PRO

Results48Avg. Mo Sales617Avg. Mo Revenue\$44,856Avg. Sales Rank220,080Avg. Price\$65.88Avg. Reviews772Avg. Net Margin72%Visibility Score1Niche Score1Niche History



PRODUCT RESEARCHKEYWORDS & LISTINGSREADY-MADE SOLUTIONSTRENDS & PRODUCT IDEASLEARNINGCOMPETITOR DATA ANALYSIS

Next PageViewFilterTrendsNiche KeywordsSuppliers on AlibabaVideo + Guide: How to use the PRO ExtensionCSVProduct Ideas

Temperature Control Travel Mug

★	#	Product Name	Brand	Category	Product Score for PL	Product Score for Reselling	Sellers	Rank	Price	FBA Fees	Net Margin	Est. Sales	Est. Revenue	# of Reviews	RPR	Rating	LQS	Weight	Variants	Available From	Seller Type
▼	6	Ember Tumbler, Temperature Control Travel Mug, ...	Ember	Kitchen & Dining	10	9	15	#26,955	\$127.98	\$26.58	79%	475	\$60,537	78	\$775	3.9	70	3.170	1	04/26/23	MCH
▼	7	Temperature Control Heated Coffee Mug Smart Se...	OTKAX	Home & Kitchen	9	11	1	#111,802	\$129.99	\$26.26	80%	290	\$37,697	132	\$285	4.8	86	2.690	4	11/08/23	FBA
▼	8	Ember Travel Mug 2+, 12 oz, Temperature ...	Ember	Kitchen & Dining	10	7	7	#23,943	\$184.00	\$34.35	81%	272	\$45,703	59	\$775	3.5	70	2.954	1	09/23/23	MCH
▼	16	BUZIO Temperature Control Mug with Lid, Smart H...	BUZIO	Home & Kitchen	5	12	1	#124,587	\$99.98	\$21.75	78%	16	\$800	22	\$36	4.3	76	2.050	1	07/17/23	FBA
▼	17	Coffee thermos, Coffee bottle, Tea Infuser Bottle, Sm...	TLINNA	Kitchen & Dining	3	7	3	#21,368	\$19.99	\$7.59	62%	285	\$5,697	2,562	\$2	4.2	59	0.769	6	12/27/18	MCH
▼	18	Ember Temperature Control Travel Mug, 12 Ounce	Ember	Kitchen & Dining	8	4	5	#70,100	\$149.95	\$29.22	61%	71	\$11,034	1,495	\$7	3.6	70	2.800	1	11/18/16	FBA
▼	22	Electric Kettle - Travel Portable Heater for Coffee T...	Jette	Home & Kitchen	8	11	1	#64,549	\$44.99	\$12.62	72%	591	\$26,589	468	\$57	4.2	74	1.700	3	09/19/22	FBA
▼	23	Car Electric Kettle, 12V/24V Portable Water Boiler ...	LINGYOKY	Home & Kitchen	8	10	4	#21,873	\$35.99	\$11.24	69%	1,189	\$42,255	144	\$293	4.6	82	1.301	2	02/29/24	FBA
▼	24	Nextmug - Temperature-Controlled, Self-Heating C...	NextmugbyHendb	Home & Kitchen	7	10	3	#3,487	\$99.95	\$21.70	78%	5,805	\$579,978	2,808	\$207	4.3	76	2.121	7	07/15/22	FBA
▼	25	BURNOUT Temperature Regulating 16 oz. Smart ...	BurnOut	Kitchen & Dining	8	10	1	#176,445	\$79.95	\$17.84	78%	4	\$320	74	\$4	4.0	75	1.920	2	12/09/20	FBA
▼	30	GO Heated Coffee Mug, Travel Mug, 13.5 OZ, Sm...	SmartMugg	Kitchen & Dining	9	10	1	#40,612	\$79.99	\$17.87	78%	309	\$24,214	32	\$757	3.5	75	1.281	6	04/07/24	FBA
▼	31	16Oz Temperature Control Smart Mug, Sel...	VFZO	Kitchen & Dining	10	11	1	#25,279	\$99.99	\$21.76	78%	389	\$38,895	87	\$447	4.3	61	2.401	19	09/03/23	FBA
▼	32	Ember Temperature Control Smart Mug 2, 14 Oz...	Ember	Kitchen & Dining	7	9	14	#684	\$119.00	\$24.58	79%	6,902	\$863,868	4,667	\$185	4.3	76	2.599	10	10/14/19	MCH

Now, let's take a look at the other marketplaces and stores that offer this product.

	Price \$97.47	There aren't many similar products selling on Walmart
		

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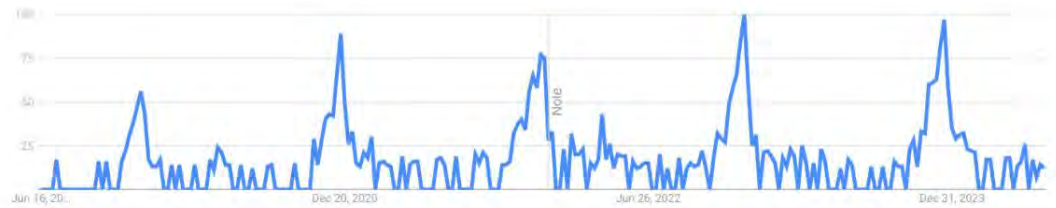
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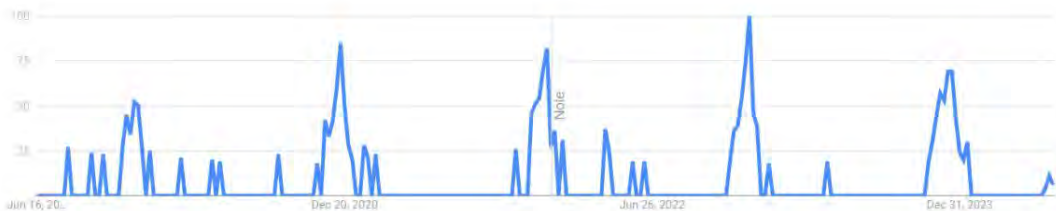
What's more, people search regularly for this type of product. Take a look at Google Trends.

GOOGLE KEYWORDS SEARCH TREND

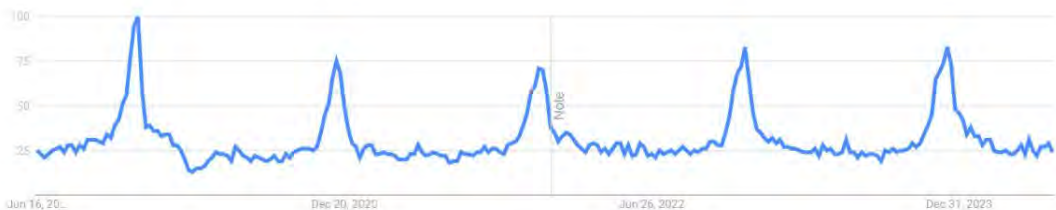
Smart Mug



Temperature Control Mug



Travel Mug



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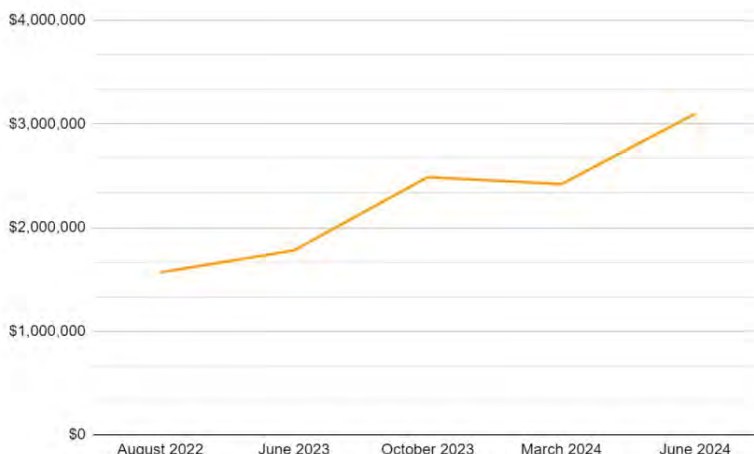
MARKET VOLUME

FOR THE TEMPERATURE CONTROL TRAVEL MUG NICHE

Market Volume	Average Revenue	Average Sales	Average Reviews	Average Price	FBA fees	RPR
\$2,153,088	\$44,856	617	772	\$65.88	\$15.15	\$200

MARKET VOLUME DYNAMICS

Aug 2022	\$1,566,418
Jun 2023	\$1,779,149
Oct 2023	\$2,485,823
Mar 2024	\$2,418,863
Jun 2024	\$3,097,498



As you can see, the market is steadily growing. Overall niche indicators are more than satisfactory.

We have also performed price segmentation research for this niche.

PRICE SEGMENTATION

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Now, let's take a look at the profitability of this [specific product](#).

PRODUCT PROFITABILITY

Original Product Selling on Amazon, Monthly Profit

Estimated Monthly Revenue	Est. Monthly Sales	320
	Selling Price	\$79.99
	Est. Monthly Revenue	\$25,596.80
Total Monthly FBA Fees	Monthly Storage per Piece	\$0.10
	Fulfillment Fee per Piece	\$5.77
	Referral Fee per Piece	\$12.00
	Total FBA Fees per Piece	\$17.87
	Total Monthly FBA Fees	\$5,718.40
Total Monthly Investments	Cost per Piece	\$11.00
	Investments on Product Supply	\$3,520.00
	Listing promotion	\$2,559.68
	Total Monthly Investments	\$6,079.68

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As you can see, someone who sells this particular product on Amazon sees strong sales. **Total monthly profits for this product equal \$12,694.82.**

However, you are not likely to sell around 320 pieces in one month when you first start selling this type of product. You may sell closer to 230 pieces/month, which is the number of average estimated sales for products with less than 500 reviews in this niche.

For your first batch, we took 500 pieces. We decided to use this number for the calculations due to the budget you indicated in the survey.

First of all, let's take a look at the first batch of product supply investments.

PRODUCT SUPPLY

Price per set	\$9.00
Product cost for 500 pieces	\$4,500.00
Shipping	\$1,000.00
Total Investments on Product Supply	\$5,500.00
Total Cost per Piece	\$11.00

So, for manufacturing and shipping your products to Los Angeles, you will need \$5,500.00. The total cost/piece will be \$11.00.

To ship a batch of 500 pieces, the supplier is offering a price of around \$1,000.00. Please keep in

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Considering you sell 230 pieces per month, your product profitability from the first batch will probably look like this:

NEW PRODUCT PROFITABILITY

First Batch, Monthly Profits

Estimated Monthly Revenue	Est. Monthly Sales	230
	Selling Price	\$79.99
	Est. Monthly Revenue	\$18,397.70
Total Monthly FBA Fees	Monthly Storage per Piece	\$0.10
	Fulfillment Fee per Piece	\$5.77
	Referral Fee per Piece	\$12.00
	Total FBA Fees per Piece	\$17.87
	Total Monthly FBA Fees	\$4,110.10
Total Monthly Investments	Investments on Product Supply	\$2,530.00
	Listing promotion	\$1,839.77
	Total Monthly Investments	\$4,369.77

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Now, let's calculate the profitability of the whole batch (we factor in 500 pieces). Here, we have calculated the total investments, fees, revenue, and profit for your first order.

NEW PRODUCT PROFITABILITY

First Batch. Profits You Get from Selling the Whole First Batch

First Batch Parameters	Order Quantity	500
	Selling Price	\$79.99
	Cost per Piece	\$11.00
First Batch FBA fees	Monthly Storage (2 months)	\$0.20
	Fulfillment Fee	\$5.77
	Referral Fee	\$12.00
	Total FBA Fees	\$8,985.00
First Batch Revenue	Total Revenue	\$39,995.00
	Investments on Product Supply	\$5,500.00

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You can see that the profitability for this product is good.

Additionally, your profits will increase from the second batch. First of all, the amount of money spent on Amazon PPC is going to decrease as you gain increased organic sales. Second of all, you may be able to bargain with your supplier to reduce the price of your product purchase. The discount you receive from your supplier might even increase with each batch you buy, and your monthly sales will probably increase, too.

You can check out the profitability calculations for this product in more detail [here](#).

This product's numbers look excellent, but you may achieve even better results by improving some of this product's imperfections. Doing so can help you increase the product's value and allow you to stand out from the competition. **For example, here are some ideas:**

- **Temperature Control Issues:**

Customers have complained about the lack of adjustable temperature settings; the supplier can incorporate digital controls to allow users to set and monitor their preferred temperature more precisely.

- **Product Reliability and Durability:**

Users have reported that this product stopped working after a short period of time; the supplier can enhance the strength of the internal components and improve quality control to ensure longer-lasting reliability.

Another good way to help you stand out from competitors is by offering this product as part of a bundle. For example, you may consider adding a Brush Tube Cleaning Set and a Mug Sleeve.

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BEST SUITED KEYWORDS

Keywords are needed to compile a product card on any site. The description of the product and which keywords are used directly impact how frequently and how relevantly the product appears in search engines. Keywords are also needed to set up paid advertising and targeting campaigns on Facebook, Google, and Amazon.

temperature control smart mug	heated coffee mug	rechargeable coffee mug
smart mugs	ember smart mug	temperature control travel mug
temperature-controlled travel mug	smart mug with temperature control	smart mugs for coffee
heating auto travel mug	smart coffee mug	ember heated travel mug
heated coffee mug rechargeable	travel smart mug	move travel mug
stainless steel smart mug	reheating coffee mugh	450ml smart coffee mug
the ember mug	tea heater and mug	heated coffee mugs
travel coffee kit	self heating coffee mug	travel coffee
portable milk warmer	smart mug	travel coffee maker

EXAMPLES OF SUPPLIERS

Price **\$9.00 - \$10.00 per piece**

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SUPPLIER CHECK

Travel Foldable Electric Kettle



We have performed a thorough review of suppliers on Alibaba, and we've chosen one that seems to be the most suitable.

WHY WE HAVE CHOSEN THIS SUPPLIER

1. **This is a verified supplier.** The “Verified” tag means that the supplier has been verified by a third-party agency as a legally registered business (in this case by SGS Group). This supplier has also passed Alibaba's Onsite Check, as it has the 4-year Gold Supplier badge.



2. **This company has a Trade Assurance mark,** which will protect your Alibaba.com order from unscrupulous suppliers.

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4. This supplier has a patent for the product.

Picture	Patent No	Patent Name	Patent Type
	zl 2017 2 0130956.2	blender	UTILITY_MODEL
	ZL 2019 2 2204795.9	portable heating machine	UTILITY_MODEL
	ZL 2019 2 2277238.X	Folding kettle	UTILITY_MODEL

5. They have a strong supplier index and good customer reviews.

5.0/5 Very satisfied 11 Reviews	Supplier Index	
	25 Transactions	480,000+
	Response Time	≤5h
	Response rate	94.53%

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MORE DETAILS

PRODUCT CHARACTERISTICS

After-Sales Service Provided	Free Spare Parts
Application	Outdoor, Hotel, Household, Travel
Body Material	BPA-Free, ABS+S/S-304
Outer Body material	304 Stainless Steel
Motor	100% Copper
Power Source	Electric
Voltage	220 V
Power	850 W
Frequency	50 HZ
Warranty	1 Year/12 Months
Control Type	Digital
Feature	Keep Warm, Temperature Control, Boil-Dry Protection
Motor	Capacity
Automatic Shut-off	Yes
Plug	Customized

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MOQ (Minimum Order Quantity) for product customization (OEM): 500 pcs.

CUSTOMIZATION:

- You can put a logo on any part of the kettle or packaging.
- The supplier can customize your product. The customization can be performed on the packaging, the kettle itself, and/or the user manual.
- The product can be designed in any selected color (for example: blue body, white lid and handle, or gray body and gray lid and handle.
- The supplier offers free customization for orders above 1,000 pcs.

PRODUCT PRICE:

For a batch of 1,260 pieces, the supplier offered an **excellent price of \$3.85/piece.**

PRODUCT SHIPPING:

- To ship the batch of 1,260 pieces, the supplier offered an excellent price of \$1,157.00. Please keep in mind that the shipping cost will depend on the destination and type of freight. The cost mentioned here is for shipping to LA, USA using sea freight.
- The company can arrange for air/sea/land shipment.

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As part of this service, we will introduce you to a supplier via email or messenger if you prefer. When you're ready to contact them, please let us know by sending an email to email@sellerhook.com.

Be sure to include your name, the same email address you used when submitting your product survey, and your preferred mode of communication with the manufacturer.

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LISTING CREATION REPORT

Explanations you need to understand in order to get the most value from this report:

An Amazon “listing” is a product page on Amazon's website that displays information about a product. A listing usually consists of a title, product description, images, price, and reviews. This information helps customers find a product and learn more about it.

“Listing optimization” is very important, as it allows sellers to improve a product’s visibility and ranking in Amazon search results, which means higher sales and revenues. Another goal of listing optimization is to make the product more attractive to potential customers, which can lead to more clicks, higher sales, and better reviews.

SEO optimization of an Amazon listing includes following steps:

- **Keyword research.** In this step, we collect all relevant keywords from Amazon search results pages and competitor listings, using AMZScout tools.
- **Selecting the main keywords for promotion.** During this step, we select the most effective main keyword for the listing. We consider the difficulty of promotion for every keyword, and choose the most optimal one in terms of the volume of requests and the level of competition.
- **Creating SEO optimized texts for a listing.** This includes writing a title, bullets, and description of the product. It is very crucial to include the right keywords in each of these parts of the listing. It’s also important that the title, bullets, and product description are not too long. All text must be attractive to customers, informative, and follow best practices for Amazon SEO.
- **Adding a list of backend keywords.** There should be no keyword repetitions.

All listing elements need to meet strict Amazon requirements.

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MAIN KEYWORD FOR PROMOTION

Electric Pencil Sharpener



WHY DID WE SELECT THIS KEYWORD?

- This keyword is relevant to the product.
- It has sufficient search volume. The exact match for this keyword is 1,230 searches/month. The keyword is also included in 24 broader keywords, with a total search volume of around 4,000 searches/month.
- This keyword is very popular and yet not too competitive. Listings that use the “pencil sharpener” keyword (which has only 270 searches more than “electric pencil sharpener”) have 30% more reviews on average than those that use “electric pencil sharpener”.

LIST OF KEYWORDS TO BE USED FOR THE TITLE, BULLETS AND DESCRIPTION:

Amazon Search Keyword	Est. Month Search Volume	Used for
-----------------------	--------------------------	----------

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Title

Electric Pencil Sharpener, Heavy Duty Pencil Sharpener for Colored Pencils, Auto Stop, Suitable for Classroom, School, Office, Kids, Home

Bullets

- **Super fast electric pencil sharpener.** Equipped with a sharp helical blade and strong motor, this item sharpens pencils to a fine point in seconds, making it perfect for students, artists, and office workers.
- **Designed for any type of pencils.** This device can sharpen almost all types of 6-12mm pencils, including No.2/colored/sketch/wooden pencils as well as round, triangular, and hexagonal pencils. This sharpener is equipped with an adjustable sharpening dial, allowing you to choose from different sharpening angles and point sizes to suit your needs. This product can also be used to sharpen make-up pencils.
- **Auto-stop function for extra safety.** This electric sharpener is designed with safety in mind. Its automatic stop feature ensures that the sharpener stops when the pencil is fully sharpened, preventing over-sharpening or damage to the pencil.
- **Durable heavy-duty blade.** Equipped with a strong, replaceable blade that gives you a sharp pencil with over 8,000 repeated uses. This sharpener's sturdy construction ensures

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Description

Designed for both home and office use, our colored pencil sharpener features a space-saving design that fits perfectly in any setting and adds a modern twist. Despite its small size, this sharpener has a powerful motor that operates smoothly and reliably without stalling.

How to use

- Plug the sharpener into an outlet.
- Select pencil nib: blunt and sharp.
- Insert pencil and press it down using little pressure. The sharpener will start to work automatically. Keep holding the pencil as you sharpen.
- The sharpener will automatically stop when the pencil is sufficiently sharpened.

You can use this electric pencil sharpener for the classroom, office, home, and more. This device is the best tool for teachers, students, artists, carpenters, professors, engineers, architects, and fashion designers of all ages, making drawing, writing, shading, and coloring optimal.

Why choose this pencil sharpener?

- Adjustable for any pencil type or size
- Super fast sharpening (in just 3-5 seconds)
- Can sharpen over 9,000 pencils
- Auto-stop feature for safe use

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TIKTOK SHOP TRENDS REPORT

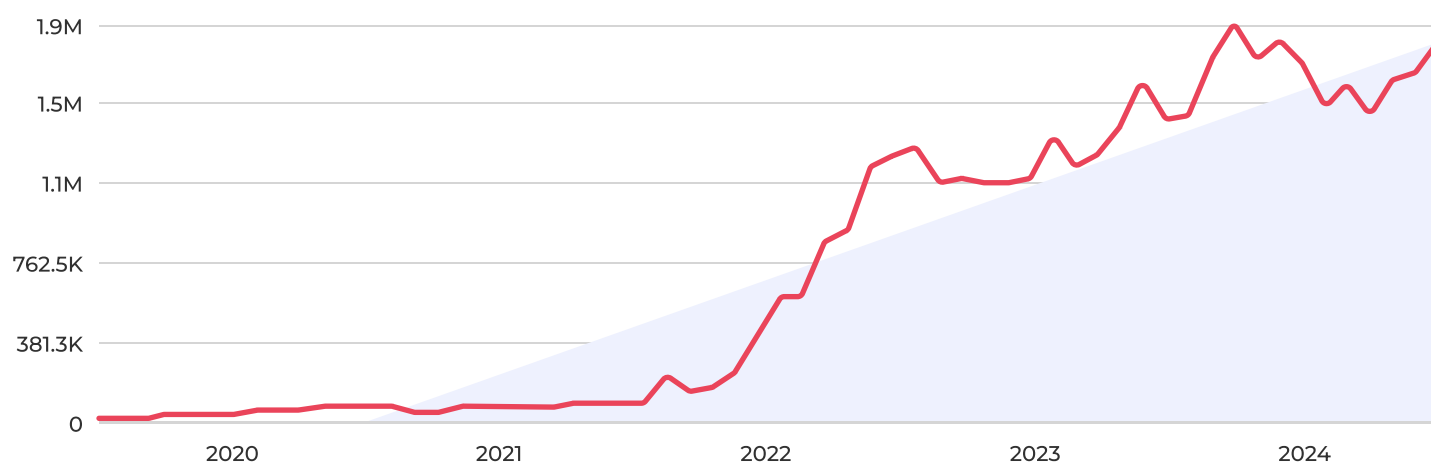


TikTok Shop is the platform's new e-commerce feature. Content creators and brands can sell products directly on TikTok with in-feed videos, live broadcasts, and the Showcase tab. This feature also pairs with new TikTok offerings like Fulfilled by TikTok, native Shop ads, and secure checkout. Currently, there are more than 500,000 sellers registered with TikTok Shop.

Yearly search growth: 9,500%

Search growth status: Exploding

Total TikTok Posts: 4.0 million



TikTok Shop offers a new avenue for direct-to-consumer sales, including secure checkout and fulfillment options.

TikTok Shop's viral products present a significant opportunity for new sellers on Amazon.

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TRENDING TIKTOK SHOP PRODUCT:

HAIR IDENTIFIER SPRAY



This product has gone viral on TikTok, thanks to its effective use with skincare routines and its relatable presentation in in-feed videos and live streams.

	Number of sellers	Price	Est. Revenue	Est. Sales	Net Margin	Reviews
	1	\$12.99	\$19,027	1,676	61%	104

WHY PEOPLE BUY IT

Hair Identifier Spray became viral on TikTok a few months ago. The product meets customer demand by providing a simple and affordable solution for removing unwanted facial hair. One of the main factors contributing to its popularity is the relatable problem it addresses. Ads [1](#) and [2](#) showcase the spray in action, providing a visual representation of how it works. The voiceovers in these ads highlight the effectiveness of the spray in identifying and removing peach fuzz, creating a sense of satisfaction and intrigue among viewers.

WHY IT’S A GREAT IDEA TO SELL IT

Selling Hair Identifier Spray is a great idea because it taps into the growing demand for at-home skincare solutions. With the rise of self-care and beauty routines, consumers are actively seeking products that help them achieve their desired look. There are only 74 reviews, and less than 114 results for the keyword “Hair Identifier Spray”, which means it should be relatively easy for a new seller to enter this niche. All products in this niche were recently introduced in 2024, and the majority of them are already achieving impressive sales figures, indicating it is new and popular.

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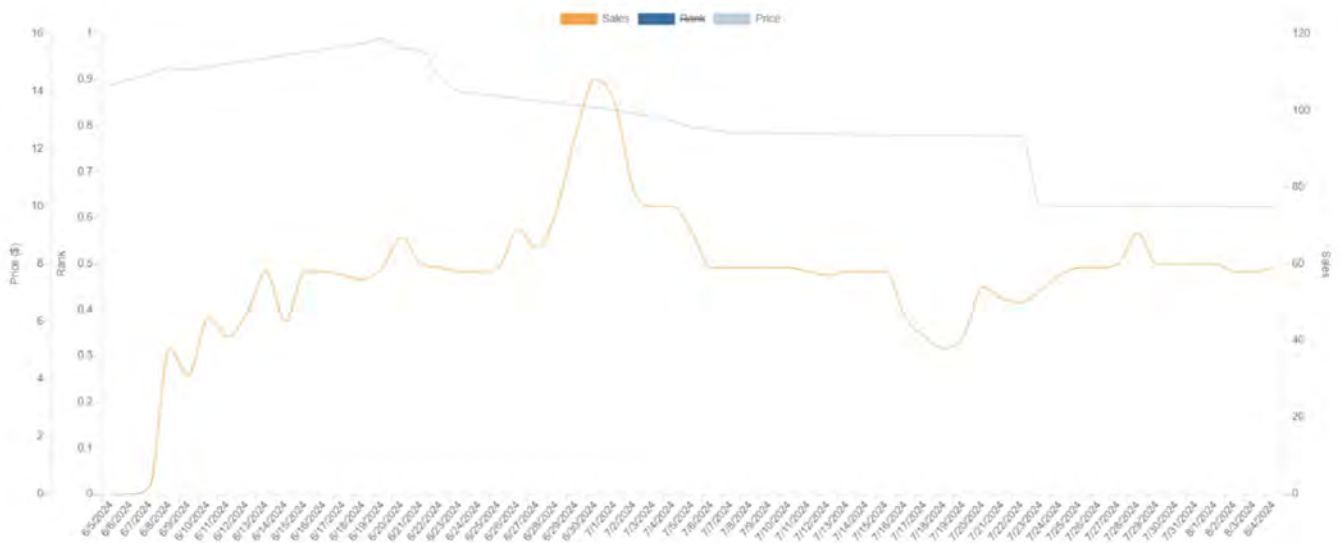
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AMAZON STATISTICS

PRODUCT SALES AND PRICE HISTORY ON AMAZON

We can see that a similar product selling on Amazon has successfully made it through the launch phase, and has been performing quite well since.



NICHE INDICATORS ON AMAZON



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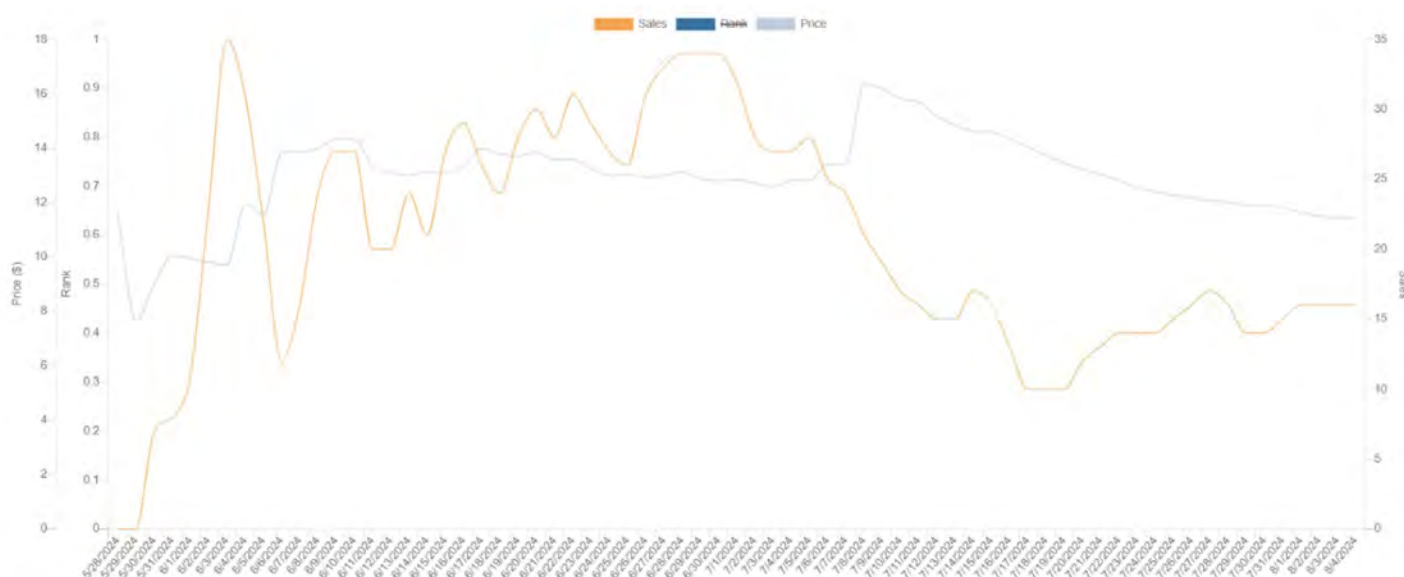
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NICHE HISTORY

This niche is new, having emerged just over a few months ago, and has already been generating consistent sales.



AMAZON KEYWORD ANALYSIS

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TIKTOK SHOP STATISTICS



 TikTok Shop

Price

\$16.99

Est. Sales

3,683

In TikTok Shop, this product is priced higher and does not include the bundle function (while on Amazon, it's listed as "With Razors"). If you sell the product as a set, you can increase the price, for example, up to \$25.88 (as this product is sold here: [TikTok Shop link](#)).

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TIKTOK ADS EXAMPLE

Region	Industry
View all (14)	Skincare
Objective	Brand name
View all (2)	-
Landing Page	Ad caption
-	Dermaplaning at home is so easy if you have th...

AD PERFORMANCE

Likes	Comments	Shares
1K	16	40
CTR	Budget	
Top 4%	Medium	

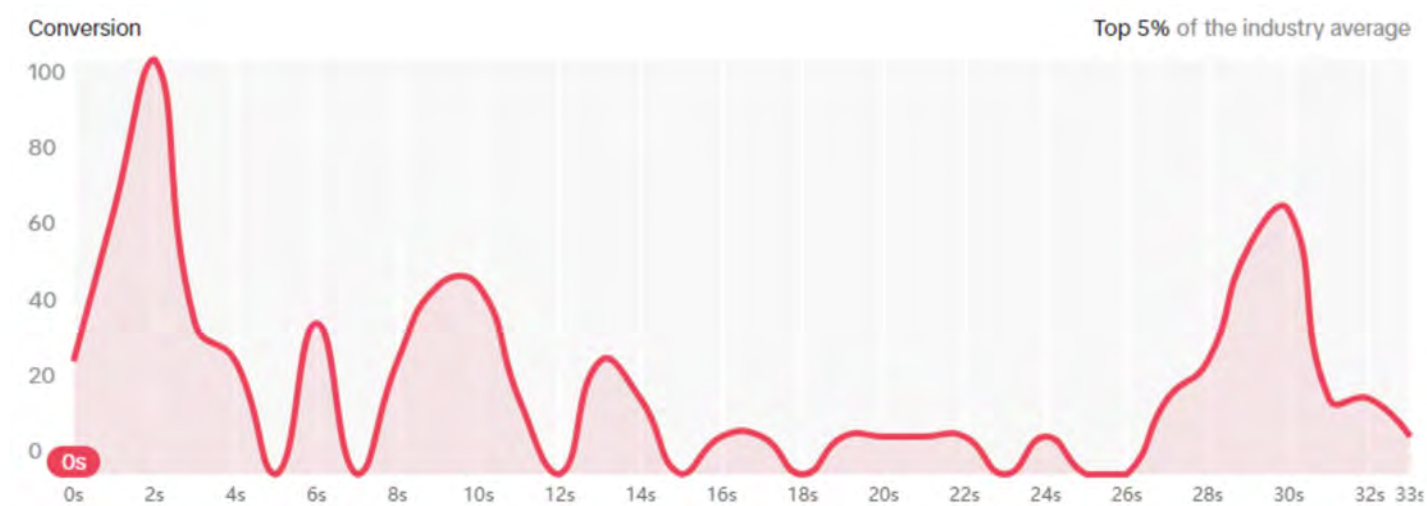
Based on the ad details and performance metrics from TikTok, the campaign for Hair Identifier Spray is operating across 11 diverse regions. This strategic regional targeting suggests a broad approach for reaching a varied audience base.

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Each data point compares the relative volume against the peak volume of the entire video, with 100 being the peak value. Conversions refers to the number of conversions generated for that second



Performance Indicator:

- The conversion rate reaches its highest point at two seconds, placing it in the top 5% of the industry average.
- The conversion rate peaks significantly at the 2- and 29-second marks of the video, suggesting that these key moments at the start and the end of the video drive conversions significantly.

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RELEVANT KEYWORDS RESULTS

TikTok Creative Center shows five keywords that are relevant to the query "Hair Identifier Spray" from the last 30 days in the US.

Shampoo & Conditioner Beauty & Personal Care/Hair Care & Styling/Shampoo & Conditioner
Hair & Scalp Treatments Beauty & Personal Care/Hair Care & Styling/Hair & Scalp Treatments
Hair Dye Beauty & Personal Care/Hair Care & Styling/Hair Dye
Hair Removal Cream, Waxing & Shaving Beauty & Personal Care/Bath & Body Care/Hair Removal Cream, Waxing & Shaving
Body Beauty Devices Beauty & Personal Care/Personal Care Appliances/Body Beauty Devices

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Get your TikTok Shop Trends Report today to unlock insights that will elevate your sales performance!

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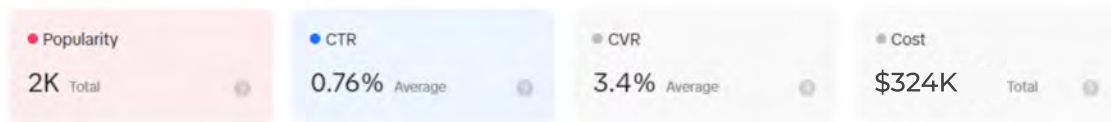
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HAIR REMOVAL CREAM, WAXING & SHAVING

Beauty & Personal Care/Bath & Body Care/Hair Removal Cream, Waxing & Shaving

These statistics display the performance analytics for the keyword "Hair Identifier Spray" on TikTok's ad platform, highlighting the metrics for the most relevant keyword "Hair Removal Cream, Waxing & Shaving".



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CVR (Conversion Rate)

- Average: **3.4%**

A 3.4% CVR indicates that out of all the clicks, 3.4% resulted in a conversion

Cost

- Total: **\$324,000**

The total amount of money spent on advertising over the last 30 days for this keyword across all relevant product types

Impressions

- Total: **49 million**

A total of 49 million impressions indicates extensive visibility

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KEY INSIGHTS:

- **Investment and Return:** The total cost of \$324,000 with a CVR of 3.4% suggests that while the campaign is generating conversions, the conversion rate is relatively low. It's important to assess whether the revenue from each conversion justifies this expense.
- **Engagement Levels:** The ad creatives have garnered significant likes, shares, and comments, indicating good audience engagement. However, the CTR of 0.76% is relatively low, suggesting room for improvement in ad creative or targeting to increase clicks.
- **Ad Effectiveness:** With an impressions total of 49 million and a 6s view rate of 10.46%, the ads are reaching a wide audience, but sustained attention beyond six seconds is only being captured by about 10% of viewers. This suggests a need to enhance the initial appeal of the ads.

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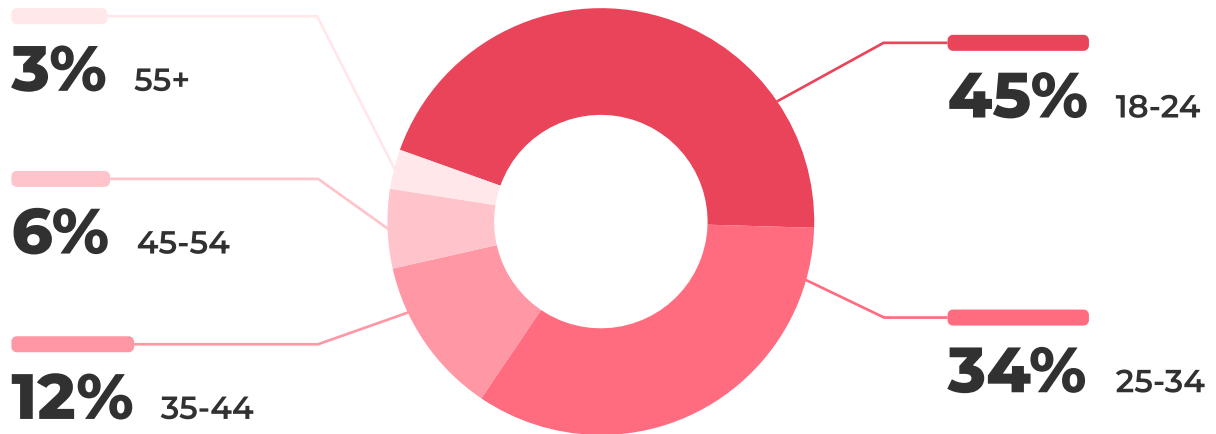
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CREATIVE INSIGHTS

AGE RANGE

The primary target audience is individuals ages 18 to 34 years old. Notably, 45% of viewers fall within the 18-24 age bracket, making it the largest segment. The second most significant group comprises those ages 25-34 years.

The approximate percentage of viewers associated with different age ranges. Only available for age ranges above 18 years old.



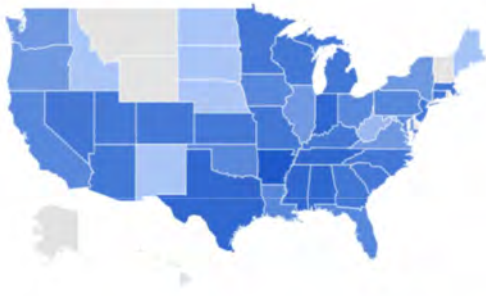
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1	Arkansas	100
2	Mississippi	85
3	Texas	85
4	Indiana	85
5	Alabama	85

Based on the results of interest by subregion, we can see that the keyword “Hair Identifier Spray” garners significant interest in states like Arkansas, Mississippi, Texas, Indiana, and Alabama. This indicates potentially high demand for this product in these particular areas.



Alibaba:

[Link](#)

[Link](#)

Temu:

[Link](#)

CONCLUSIONS:

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