

Product Research Playbook

A guide to researching products to sell on Amazon.com

Reaching millions of customers globally can boost your sales and take your business to the next level. But many selling partners have trouble identifying demand signals for their products, or finding profitable niches with fewer competitors to penetrate. After all, some products might face stiff competition, require complex compliance approvals, or have low growth potential.

In this guide, we will provide tips on product ideas per category, customer insights that drive demand, and tools that you can use to gain a competitive advantage to maximize your chances for success on Amazon.com.

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1 Go Global with Amazon.com

1.1 Why Sell on Amazon.com

While the average Singapore business takes years to expand their global customer reach to the US and Europe, the Amazon seller can **enter 20 Global Stores** including **Amazon.com** and **Amazon.uk** from the get go.

No physical presence needed. No long haul flights to find distributors and warehouses. No need to find customers. That's the **Amazon Global Selling advantage**.



3 Billion+

Visits to Amazon stores
in US monthly



\$1 Trillion+

Total e-commerce sales
expected in US in 2022



3.5 Billion+

Sales recorded by third-party selling
partners during **Prime Day 2020**

Are you a new seller? Check out these incentives to help you go global:

Amazon New Seller Incentives

ESG Market Readiness Grant

“With Amazon, you can leverage the existing customer base and even shopping events like Prime Day. On Prime Day 2022 in the US, we hit USD750k in sales over two days.”

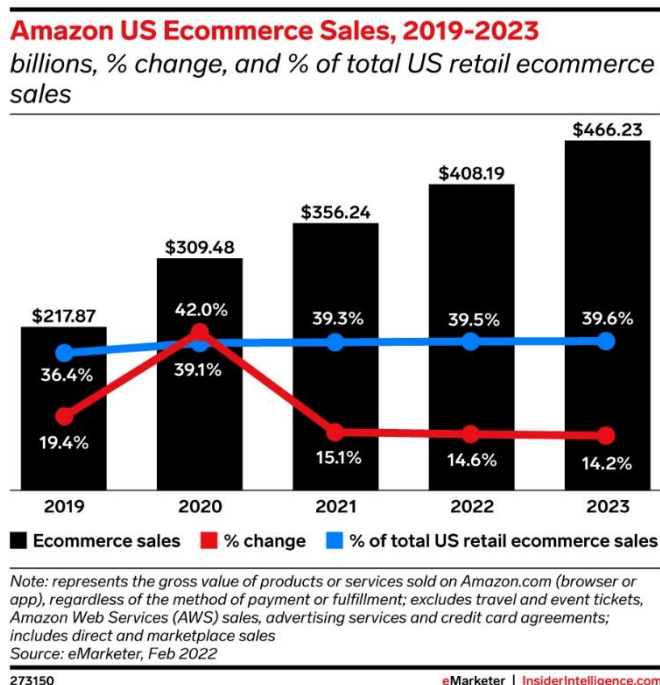
Ivan and Jane

KeaBabies | Singapore global seller on Amazon



1.2 Market Potential

Online Amazon sales in US are growing rapidly, reaching \$222.62 in 2019 and \$302.36 in 2021.¹



We've also assembled data regarding the ecommerce landscape. Find out how Amazon stores can unlock new opportunities for your business.

300 million

customers worldwide

6,500

products sold per minute

1.9 million

selling partners

#1

top shopping website

#2

most trusted brand in US

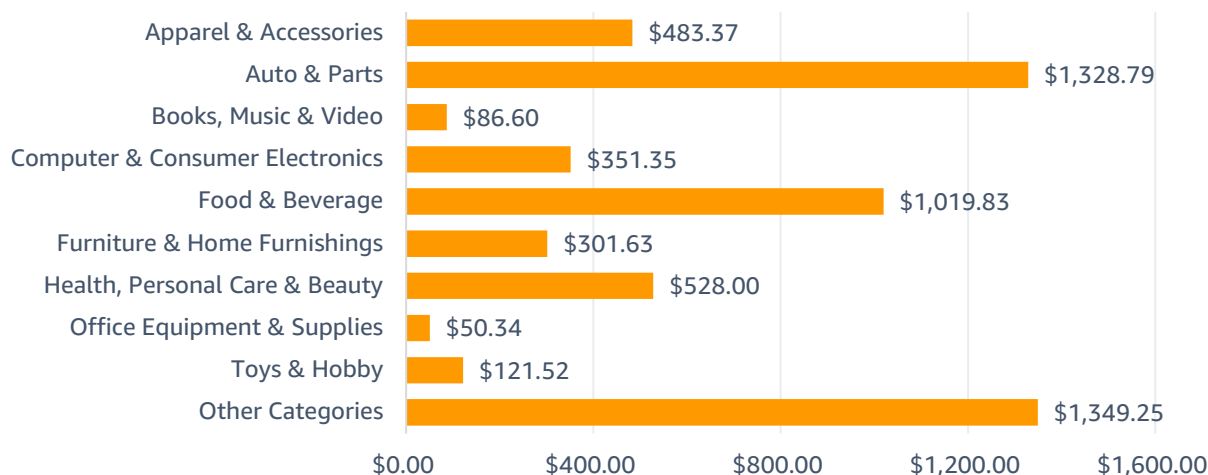
#5

top beauty destination

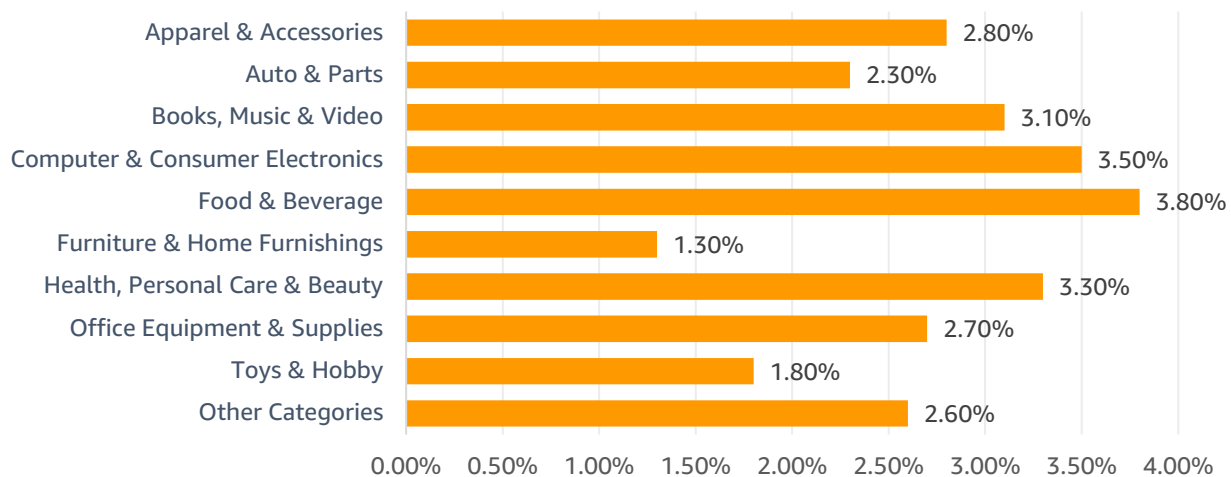
¹ Amazon US Retail Ecommerce Sales, eMarketer, 2020

1.3 Category Growth

2020 Retail Sales in US by Category¹ (unit: \$1 billion)



Retail Growth in Different Categories in US in 2020²



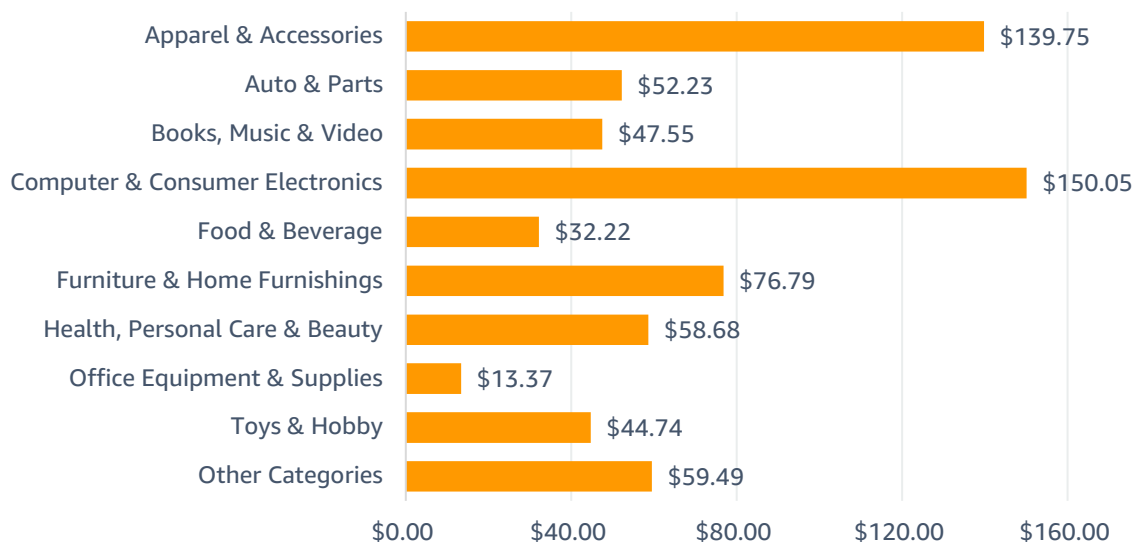
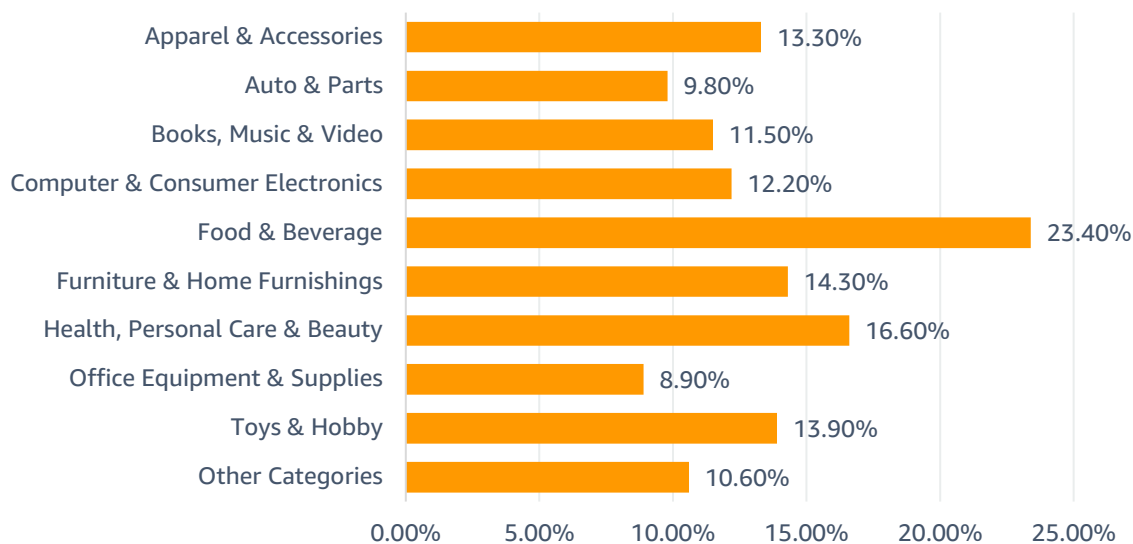
“One year in, we hit 7-figure sales on Amazon.com and this doubled in our second calendar year.”

Crystal Ren

Abound Lifestyle | SG seller in the US, UK, Mexico, Canada



1/2. eMarketer, February 2020.

2020 Retail Sales Growth in US by Category¹ (unit: \$1 billion)**E-commerce Sales Growth in Different Categories in US in 2020²**

“We sometimes underestimate the vastness of the US. From a handful of orders to a few thousand orders a month, Fulfillment by Amazon allowed us to scale to all 50 states, with 2-day shipping.”

Samuel and Sing Chuen

Naoki Matcha | SG seller in the US, UK



1/2. eMarketer, February 2020.

2 Selection Methodology

There are many factors to consider before selecting the right product to launch. Before you start the selection process, here are a few guidelines we'd recommend you to take a look at.

2.1 Industry Analysis

When taking a macro view to analyze the potential industry, there are several factors that might impact your decision to enter

1 Category-based competition

2 Trending brands

3 Speed of new product launches

4 Category barrier to entry, e.g. Gating/Certification/warehouse distribution/technology/patent limitations for appearance

5 Growth potential of overseas country

To consider whether or not to enter a specific product category, you may look at several indicators for growth potential, such as:

1. Performance of the product category during the past 3-5 years, and growth trends for the next 3-5 years
2. Whether demand is strong: Per capita purchases, ownership rate, total volume of keyword searches in the country or on Amazon etc.
3. Buying habit: Repeat-purchase rate, proportion of online purchases, preferred product model, etc.

2.2 Product Positioning

When taking a micro view to find untapped potential for your product, you will need to consider:

1 Sales contribution by new selections

2 Best-seller trends

3 Product seasonality and sales rhythm

4 Consumer Insights: opportunities and gaps

5 Consumer behavior analysis

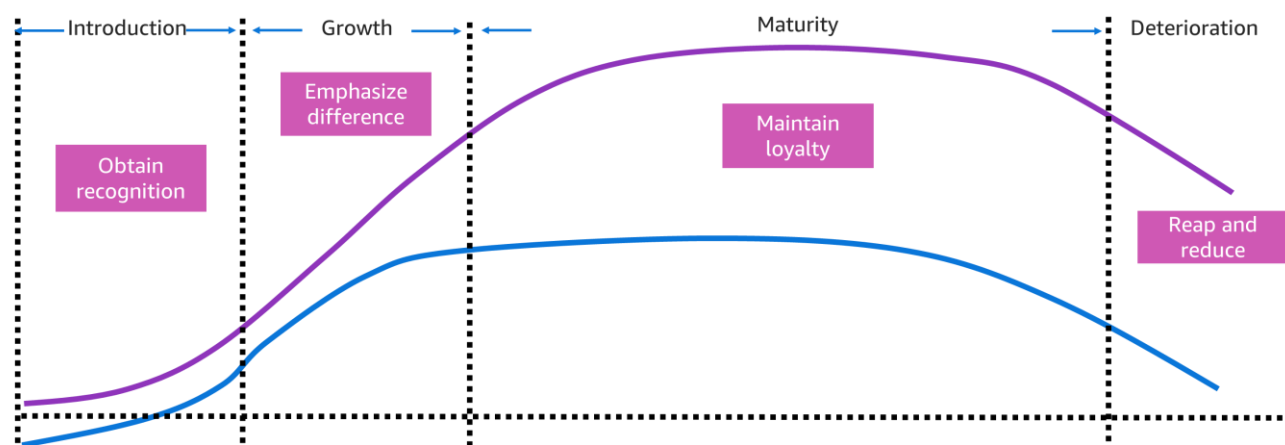
6 Best-seller product parameters such as functions, colors, and measurements

7 Product and brand positioning strategy

8 Customer reviews & ratings

9 Product life cycle

Product life cycle overview:



	Introduction	Growth	Maturity	Deterioration
Sales revenue	Low	Rapid growth	Peak	Decline
Customer-acquisition cost	High	Mid-range	Low	Low
Profit	Negative	Rising	High	Decline
Competitiveness	Low	Growth	Stable	Reduction

2.3 Pricing Strategy

Pricing analysis is a multi-dimensional approach and you will need to determine your preferred pricing strategy by using the following determinants:

1 Distribution of product price band

2 New selection price band distribution

3 Dynamic trend changes of price band

4 Pricing strategy for leading products

5 Comparison of conversion rate for different price bands

6 Simulation of product profit at different price bands

Lastly, when pricing your product, do take into account Amazon selling costs which includes:

Selling Plan

The Individual plan costs **USD0.99** per unit sale. The Professional plan costs **USD39.99** per month, when you have active listings, no matter how many units you sell.

Referral Fees

Amazon charges a referral fee for each item sold. The amount depends on the product category. Most referral fees are between **6% and 15%**.

Fulfilment Fees

The cost to ship your orders depends on whether you fulfil your own orders or use Fulfilment by Amazon (FBA).

Other Costs

Factor in marketing costs on Amazon Advertising, Vine and other Promotional costs (e.g. Coupons and Prime Exclusive Discounts) to drive visibility and sales on Amazon



Getting paid and paying fees

When you set up a seller account, you'll provide credit card and bank account information. Amazon will charge the credit card to cover your fees, and proceeds from any sales will be dispersed into your bank account every two weeks.



[See more on Amazon.com Selling Fees](#)

[Calculate revenue potential with FBA](#)

2.4 Product Compliance

There are a wide range of products you can sell on Amazon. However, depending on the product, you may be required to [apply for approval to sell](#) or be registered under a professional seller account.

If you are shipping orders through Fulfilment By Amazon (FBA), it is important to ensure that your products are compliant with our [product regulations](#).

Click here to see the full list of categories with and without restrictions.

[What can I sell?](#)

2.5 Category Research

Doing adequate research is key to looking for profitable niches with low competition to sell on Amazon.com.

Keep reading to check out our category guides, product research tools, best sellers list, Amazon product research tools, and other resources to help you find the right products for global customers.

3 Global Category Trends & Selections

Unsure of popular product items, and US customer insights for your category of interest? Check out our Amazon Seller University **Category Guides** below for in-depth analyses on customer trends, hot selling products, and peak shopping seasons for you.



Health & Personal Care

[See category overview →](#)



Toys

[See category overview →](#)



Consumer Electronics

[See category overview →](#)



Kitchen

[See category overview →](#)



Home

[See category overview →](#)



Lawn & Garden

[See category overview →](#)



Tools

[See category overview →](#)



Pet

[See category overview →](#)



Beauty

[See category overview →](#)



Sports

[See category overview →](#)

[See more product research tips here](#)

3.1 Health & Personal Care (HPC) – Top Selling Products Overview

Protective Equipment

- Menstrual cup
- Hair removal tool
- Electric toothbrush replacement brush head
- Teeth whitening



Health Care

- Sleeping aid
- Pain relievers/oils
- Incontinence related (e.g. diapers, pads)
- Essential oils
- First aid kits
- Eyeglass cloth



Medical Devices

- Home medical testing
- Auxiliary oxygen absorption equipment
- Glucose meters
- Hot and cold compress products
- Blood pressure monitors
- Personal adhesive bandages
- Physical traction physiotherapy devices



Source: Internal Amazon data

Nutritional Supplements

- Vitamins/Minerals
- Detox and intestinal clearing
- Collagens
- Weight loss and body shaping
- Mineral extractants



[Click here to see the detailed HPC Guide](#)



Source: Internal Amazon data

3.2 Toys – Top selling products overview

Indoor Entertainment

- Shortwave full frequency radios
- Dolls & action figures
- Yoga equipment
- Balance boards
- Steel drums
- Toy dinosaur & prehistoric figurines
- Indoor figurine lamps
- Mini figurines
- MP3 Player for children
- Card games
- Magnets & magnetic toys



Study Supplies

- Children's desks
- Chalk
- Children's drawing kits
- Learning & education
- Art sketchbooks & notebooks



Arts & Crafts

- Gift wrapping paper
- Sewing kits
- Sewing machine
- File storage boxes
- Coin boxes
- Handbag organizers
- Children's felt craft kits



Source: Internal Amazon data

Outdoor Exercise

- Vehicle valve stem caps
- Croquet sets
- Swimming pool & spa supplies
- Hunting targets & accessories
- Outdoor-lit holiday displays
- Inflatable circular swimming pools
- Kiddie pools
- Inflatable outdoor holiday yard decorations



Role Play

- Stethoscopes
- Nursery bed blankets
- Costume canes
- Novelty bandanas



[Click here to see the detailed Toys Guide](#)

Source: Internal Amazon data

3.3 Consumer Electronics (CE) – Top selling products overview

Tablets and Accessories

- Tablets
- Kid's tablets
- Computer monitors
- Security & surveillance



Security Communications

- 2-way radios
- Cordless home phones



Headphones

- True wireless stereos
- Headphones



Home Entertainment

- TV mounts
- TV cards
- Radios
- Digital frames



Webcams

- Ring lights & studio recording kits
- Holders & mounts
- Background screens



Source: Internal Amazon data

Wearable Tech

- Wearables

Other Accessories

- Audio video cables
- Desktop charger/cradle
- Screen protectors



[Click here to see the detailed CE Guide](#)



Source: Internal Amazon data

3.4 Kitchen – Top selling products overview

Non-electrical Kitchen Products

- Food preservation, classification
- Stainless steel kitchen utensils and cutlery
- Kitchen tools and cooking utensils
- Coffee, tea-related items and products
- Storage
- Baking items
- Dining items for gatherings



Electrical Kitchen Products

- Coffee machine
- Cooking machine, juice extractor, smoothie machine, ice-making machine
- Electric kettle
- Air fryer
- Pressure cooker, rice cooker
- Oven



[Click here to see the detailed Kitchen Guide](#)



3.5 Home – Top selling products overview

Non-electrical Home Improvement Products

- DIY art
- Painting
- Home furnishing and renovation
- Home decorations
- Sundry items
- Home textiles
- Storage items
- Bedding textiles
- Mattress

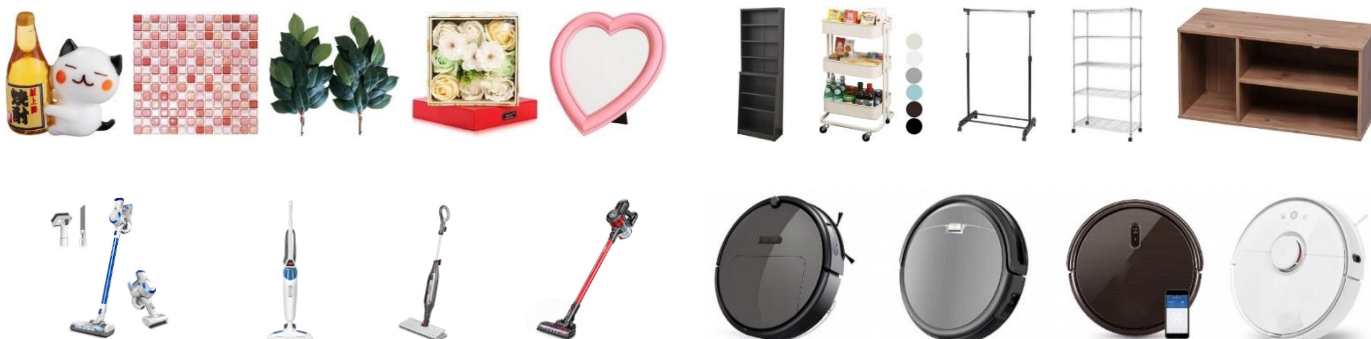


Electrical Home Appliances

- Air purifier
- Dehumidifier
- Fan and tower fan
- Heater
- Vacuum cleaner and cordless mop
- Robot vacuum



[Click here to see the detailed Home Guide](#)



Source: Internal Amazon data

3.6 Lawn & Garden – Top selling products overview

Home Gardening

- Horticulture
- Garden irrigation
- Landscape fabric and rimmed fencing
- Plant lights
- Plant tools
- Predatory animal control
- Animal scavenging gear



Yard Care

- Lawn mowers
- Leaf sweepers
- Trimmers
- Swimming pool sewage vacuums



Family Leisure

- Shade tents and umbrellas
- Awnings
- Grill accessories
- Outdoor hammock
- Coverings
- Garden furniture
- Lighting equipment
- Portable generators



Source: Internal Amazon data

Holiday Gatherings

- Christmas yard ornaments
- Halloween garden decorations

[Click here to see the detailed Lawn & Garden Guide](#)



Source: Internal Amazon data

3.7 Tools - Product Trend Overview

Electronic Equipment

- Electric bench planer
- Electric handheld planer
- Electric mitre saws
- Electric bench grinders
- Lawn & garden blower vacs
- Electric routers
- Electric nail gun
- Electric oscillating tools
- Workbench with ruler



Tool Racks & Storage

- Art storage cabinets
- Business card holders
- Workshop dust collector
- Frame stud set
- Utility carts
- Nail sets



Wood Equipment

- Ink fountain
- Wooden screws
- Carpentry squares



Source: Internal Amazon data

Accessories

- Molding & casting materials
- Multitool accessories
- Sanding blocks
- Workbenches



Auto Repair

- Welding fuel cylinders
- Welding cables

Handheld Equipment

- Socket & socket wrench sets

Safety Protection

- Fire extinguishers

[Click here to see the detailed Tools Guide](#)



Source: Internal Amazon data

3.8 Pet – Top selling product overview

Pet House

- Pet house
- Pet furniture
- Pet door/fence
- Bird cage
- Cat tree
- Scratching post
- Cat window supporting rack



Pet Bedding

- Bed
- Carpet
- Bed cover
- Cooled/heated mattress
- Mat
- Training mat



Pet Travel

- Vehicle pet fence
- Carry bag
- Cart
- Shoulder bag
- Vehicle pet ladder



Source: Internal Amazon data

Pet Care

- Hair-grooming tools
- Scissors and tools
- Electric pet shaver and nail clippers
- Wipes
- Grooming tools



Pet Clothing and Accessories

- Shirt
- Collar accessories
- Cap
- Overcoat
- Nameplate



Pet Feeding

- Feeder
- Electric feeder



Other Pet-related Products

- Doorbell/training bell
- Memorabilia
- Pitching machine



[Click here to see the detailed Pet Guide](#)

Source: Internal Amazon data

3.9 Beauty - Top selling products overview

Skin Care and Primer

- Essence for facial use
- Face wash
- Makeup remover
- Facial cleansing mask
- Facial machines
- Eye cream



Makeup Products

- Eyelash treatment solution
- Eye primer
- Double eyelid sticker
- Fake eyelashes



Manicure, Hand, and Foot Care Products

- Nail polish/gel
- Acrylic nail products
- Nail patches
- Manicure finishing gel
- Nail polish removing products
- Toe separator
- Nail brush
- Nail clippers
- Exfoliating scrub



Source: Internal Amazon data

Bathing Products

- Soap and bath ball
- Shower brush
- Bath sponge
- Body puff and bath glove
- Bathing tools/accessories
- Cosmetic mirror and bathroom mirror



Hair Care Products

- Conditioner and essence
- Hair grooming product

Men's Products

- Beard conditioner
- Comb

[Click here to see the detailed Beauty Guide](#)



Source: Internal Amazon data

3.10 Sports - Top selling products overview

Indoor Exercise Equipment & Accessories

- Weight plates
- Dumbbells
- Gym benches
- Kettlebell weights
- Exercise mats
- Pilates reformers
- Exercise equipment mats
- Weight bars
- Elliptical trainers
- Treadmills
- Dumbbell racks
- Yoga form wedges
- Yoga blocks
- Punching bags
- Power cages
- Skipping ropes
- Medicine balls
- Vibrating platform exercise machine
- Adjustable gym benches



Outdoor Exercise Equipment & Accessories

- Push-and-pull golf carts
- Exercise machine attachments
- Arm exercise machines
- Golf hitting mats
- Pull-up bars
- Exercise bikes
- Exercise rowers
- Golf putting mats



Source: Internal Amazon data

Exercise Apparel Accessories

- Safety glasses
- Exercise bands
- Weight vests
- Cleaning gloves
- Safety masks



Bicycle-related

- Children's mountain bicycles
- Mountain bicycles
- Comfort bicycles
- Folding bicycles
- Bicycle saddles & seats
- Cycling glasses & goggles
- Camping sanitation supplies
- Tents
- Children's bicycles
- Bicycle trainer accessories
- Exercise bicycles
- Bicycle GPS units
- Bicycle spokes & accessories
- Indoor kayak storage racks
- Bicycle child seats
- Bicycle tool kits



Source: Internal Amazon data

Skiing-related

- Outdoor skiing shoes
- Diving mask defoggers
- Skiing shoes
- Inline roller hockey shoes
- Children's ride-on accessories
- Skiing & snowboarding protective gear
- Roller skate replacement wheels
- Cruiser recreational vehicles
- Paddle boards
- Bicycle tubes
- Standup paddle board bags
- Snow sleds
- Skiing & snowboarding elbow pads



[Click here to see the detailed Sports Guide](#)

Source: Internal Amazon data



Singapore Seller: Niko

Product type: Pet feed

Store: Supreme Grubs (Amazon.com)

“Research is done predominantly on product and keyword research tools such as Helium10 or JungleScout. The main idea is to size the online selling potential, and how that demand is distributed across the brands/sellers — large product categories (in terms of revenue) where market share is split across many smaller sellers are categories which would be more friendly toward a new seller.”

Singapore Seller: Jeremy

Product category: Home

Store: Pristine Aroma (Amazon.com, Amazon.uk)

“Customer reviews can provide you with a lot of insights to improve your product. We look at the top reviews, bottom reviews and purchase sample products from competitors to see where we can create a winning edge.”



Singapore Seller: Samuel

Product type: Food & Gourmet

Store: Naoki Matcha (Amazon.com, Amazon.uk)

“Being a registered brand can also get you access to Amazon Vine Reviews on Amazon.com, which allows up to 30 customers to receive your product for free in exchange for an unbiased review. That gets you critical early feedback as well as helpful reviews if you want to use Amazon ads to promote your product.”



4 Best Sellers Lists on Amazon.com

The **Best Sellers** page on Amazon.com is updated with top products by category. Get inspired, and start your product research by viewing the top sellers, movers and shakers, new releases, gifting ideas and more.



Best Sellers

Our most popular products based on **sales**, updated hourly

[See more →](#)



Gifting Ideas

Our most popular products ordered as **gifts**, updated daily

[See more →](#)



New Releases

Our best-selling **new and future releases**, updated hourly

[See more →](#)



Movers & Shakers

Our biggest gainers in **sales rank** over the past 24 hour, updated daily

[See more →](#)



Most Wished For

Our products most often added to **Wishlist & Registries**, updated daily

[See more →](#)

[See more product research tips here](#)



Seller: Sarah

Product type: Personal Care

Store: US, Europe

Highlight: 2021's performance doubled as the pandemic greatly pushed global customers to pay attention to health

"We must ensure the stability of the supply chain, and if we have technology research and development, we must sign a confidentiality agreement."

Seller: Bryan

Product category: Home

Store: US

"Be sure to do some preliminary research. Your specialty will also allow you to communicate with the factory to anticipate the unexpected."



Seller: Jason

Product category: Personal Care

Store: US

Highlight: Increased 150% in 2019 we they pioneered the personal care segment and won over the competition in various dimensions

"Most customers in the US like basic models, such as black and transparent. Of course, there are also people who like very fancy ones, such as tortoiseshell and colorful ones. But there's basically no middle ground."

Resources to help you in find the right products

Product Opportunity Explorer (OX)

Product research is both a science and an art. The good news is that the science is greatly aided by data - data on what customers are searching, how many products compete for those keywords, how many reviews they have, whether they run-out-of-stock often.



Amazon's **Product Opportunity Explorer** tool gives you access to rich, accurate customer demand data so you know the WHY as well as the WHAT.



Discover unmet & underserved demand

Research customer demand signals via keyword search data, and filter for the highest search volume or highest growth keywords



Find niche opportunities

Look for product niches, review competitive products in key niches to identify opportunities for differentiation



Assess competition

Find data on how many brands and products compete in the same space, their average pricing, reviews and even out-of-stock rates

[Click here to learn more about OX](#)

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