

eCommerce Marketing



CHAPTER 3 PRODUCT RESEARCH

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AGENDA

Product research for private labelling (on amazon)


Product research for Dropshipping (for Shopify store)

Product research for Print on demand

WHAT ARE PRIVATE LABEL PRODUCTS?

goods and services created by one company to be sold and branded by another company.

TOP ECOMMERCE CATEGORIES OF 2021







Product Category	Consumers buying more	Consumers buying the same amount	Consumers buying less	Consumers who never buy in this category
Automotive Parts & Accessories	15%	43%	20%	22%
Electronics (TVs, smart watches, etc.)	19%	46%	23%	12%
Groceries	37%	53%	8%	2%
Arts, Crafts & Sewing (paints, ceramics, etc.)	24%	30%	19%	27%
Home & Kitchen (furniture, coffee makers, etc.)	21%	46%	20%	14%
Office supplies (laptop stands, printer paper, etc.)	20%	43%	20%	17%
Pet supplies (cat/dog food, toys, etc.)	21%	46%	7%	26%
Books (print or digital), Magazines & Newspapers	24%	42%	17%	17%

source: junglescout.com

























In-store

Shopped in-store in the last 3 months:

 Walmart	54%
 Target	30%
 Walgreens	16%
 Amazon Go or Amazon Grocery	16%
 Lowe's	16%
 Home Depot	15%
 Apple	14%
 Kroger	13%
 Costco	12%
 Kohl's	10%
 Sam's Club	10%
 Best Buy	9%
 Macy's	7%
 Specialty, independent, local, or boutique	6%
 Albertsons	4%

Online

Shopped online in the last 3 months:

 Amazon	71%
 Walmart.com	39%
 Target.com	20%
 eBay.com	19%
 Apple.com	12%
 Kohls.com	10%
 Etsy.com	8%
 BestBuy.com	8%
 HomeDepot.com	7%
 Macys.com	7%
 Facebook Shops	7%
 Lowe's.com	7%
 Costco.com	6%
 Sam's Club	6%
 Wayfair	5%
 Instagram Shop	5%
 Walgreens.com	5%
 Wish	5%
 Kroger.com	5%
 Instacart	4%
 Google Shopping	4%
 Specialty, independent, local or boutique	3%
 Albertsons.com	3%
 Houzz	2%

source: junglescout.com

TOP US RETAILERS FOR 2021





Product research for private labelling

WHAT IS
**PRODUCT
RESEARCH?**



CRITERIA FOR PRODUCT RESEARCH

- Selling price
- Product size and weight
- Product simplicity
- Perishable or consumable products

★☆☆☆☆ TERRIBLE QUALITY

Reviewed in the United States on September 17, 2021

I bought this expecting a good microphone/sound quality, however instead I got a piece of junk. Its extremely buggy and when I connect to my phone or laptop there is constantly a new problem.

On the first day everything seemed to work properly but then the very next day I connected them to my laptop and I couldn't hear any volume whatsoever. onto of that the microphone doesn't even work if you turn it on it prevents you from hearing anything for some reason.

It was also painfully quiet even on full volume, and don't even get me started on the plug-in mode it sounds like tv static in my ears or like I'm 20 yards away from what I'm listening too.

6 WAYS TO DISCOVER GOOD PRODUCT IDEAS

1. Start with your hobbies or interests



Panel Sound USAPA Approved Pickleball Paddle Lightweight Pickleball Paddles Set of 2, Fiberglass Pickleball Rackets Set, 1 Carrying Case, 2 Cooling...

★★★★★ ~ 260



3 in 1 Pickleball Net, 4 Carbon Fiber Paddles and 4 Balls. Complete Regulation Size Portable Pickleball Net Bundle Set for Outdoors or Indoors....

★★★★★ ~ 21



niupipo Wood Pickleball Paddles, Wooden Pickleball Set with 1 Carry Bag and Balls, 7-ply Basswood, Pickleball Rackets with Ergonomic Cushion Grip,...

★★★★★ ~ 631



DOKOU Pickleball Paddles, Pickleball Paddle with Fiberglass Face and Polypropylene Honeycomb Core, Pickleball Paddle Set of 2 with 1 Bag and...

★★★★★ ~ 82

6 WAYS TO DISCOVER GOOD PRODUCT IDEAS

2. Figure out what is currently trending

Top trending categories [Ⓢ]

1. Vehicle Display Flags	+900%
2. Post Base Plates	+400%
3. Laboratory Chemicals	+300%
4. Hand Exercisers	+300%
5. Cars, Trucks & Vans	+300%
6. Ear Wax Removal Kits	+300%
7. Event Programs	+300%
8. Soccer Shin Guards	+300%

source: junglescout.com

Top growing queries in Hand Exercisers [Ⓢ]

1. pop it	100
2. pop its	55
3. fidgets	52
4. learning express	33
5. simple dimple	27
6. pop it fidget toy	25
7. puppet	16
8. poppet	14



Sponsored

QDASZZ Pop Push Game Controller Gamepad Shape Pop Push tie dye Bubble Sensory Fidget Toy Autism Special Needs Stress Reliever for Kids & Adult...

★★★★☆ ~ 258

Limited time deal



Fescuty Rainbow Fidget Toys Heart Sensory Toys Autism Learning Materials for Anxiety Stress Relief Squeeze Toy (4 Pack Rainbow)

★★★★★ ~ 554

\$16⁹⁹

Get it as soon as Tomorrow, Sep 23



LANQKUISZ Pop Push its tie dye Bubble Sensory Fidget Toy Autism Special Needs Stress Reliever for Kids & Adults

★★★★★ ~ 1,524

Limited time deal

\$11⁸⁹ ~~\$13.99~~

Get it as soon as Tomorrow, Sep 23



IDJWVU Pop Fidget Toy It 3 Pack Push Bubble Popper Sensory Toy, Popping Its Bulk Cheap Fidget for Autism Relief Stress Anxiety Reliever Squeeze Gam...

★★★★☆ ~ 501

Save 8%

\$10⁹⁹ ~~\$11.99~~

Results for 'pop it'

Interest over time ?




6 WAYS TO DISCOVER GOOD PRODUCT IDEAS

3. Search on amazon


Best Sellers in Clothing, Shoes & Jewelry [See More](#) Page 2 of 5 | [Start over](#)

#5




Gildan Men's Fleece Hooded Sweatshirt, Style G18500
★★★★☆ 68,434
\$11.84 - \$36.99

#6




Fruit of the Loom Men's Coolzone Boxer Briefs
★★★★☆ 109,344
\$15.00 - \$425.00

#7



Hanes Men's EcoSmart Sweatshirt
★★★★☆ 102,781
\$4.99 - \$27.13

#8



Gildan Men's Ultra Cotton T-Shirt, Style G2400
★★★★☆ 77,885
\$7.70 - \$170.82

6 WAYS TO DISCOVER GOOD PRODUCT IDEAS

3. Search on amazon

Office Products

Patio, Lawn & Garden

Pet Supplies

Sports & Outdoors

Sports Collectibles

Tools & Home Improvement

Toys & Games

Video Games

Best Sellers New Releases Movers & Shakers Most Wished For Gift Ideas

Amazon Hot New Releases

Our best-selling new and future releases. Updated hourly.

New Releases in Boating Equipment

- Any Department
- Sports & Outdoors
- Sports & Fitness
- Boating & Sailing
 - Boating
 - Bimini Tops
 - Boat Cabin Products
 - Boat Compasses
 - Boat Covers
 - Boat Electronics
 - Boat Engine Parts
 - Boat Motors
 - Boat Plumbing
 - Boat Trailer Accessories
 - Boat Trailers
 - Boats
 - Docking & Anchoring Equipment
 - Dry Bags
 - Electrical Equipment
 - Hardware
 - Horns
 - Maintenance Supplies
 - Safety & Flotation Devices
 - Steering Equipment

<p>TECEUM Paracord Type III 550 lb 100% Nylon MIL-SPEC - 50' 100' 200' & 1000 ft - 40+... ★★★★★ 2 \$7.80 - \$79.99</p>	<p>Rapid-Rope Multipurpose Non-Tangle Rope, Camping, Hiking, Hunting & Fishing... ★★★★★ 121 \$14.95 - \$40.43</p>	<p>Qikafan Fake Nose Ring Hoop, Magnetic Septum Nose Ring False Nose Ring Hoop Reusable Non-Piercing Stainless Steel Nose... \$19.99</p>	<p>Luxtude Waterproof Dry Bag Backpack, 5L/10L/20L/30L Roll Top Portable Dry Sack... ★★★★★ 287 \$8.99 - \$25.99</p>
<p>TECEUM Paracord Type IV 750 lb 100% Nylon</p>	<p>Frelaxy Waterproof Dry Sack 3-Pack/5-Pack</p>	<p>Boat Cover Support Pole System- Adjustable</p>	<p>SASFOU Waterproof Dry Sacks,Lightweight</p>

6 WAYS TO DISCOVER GOOD PRODUCT IDEAS

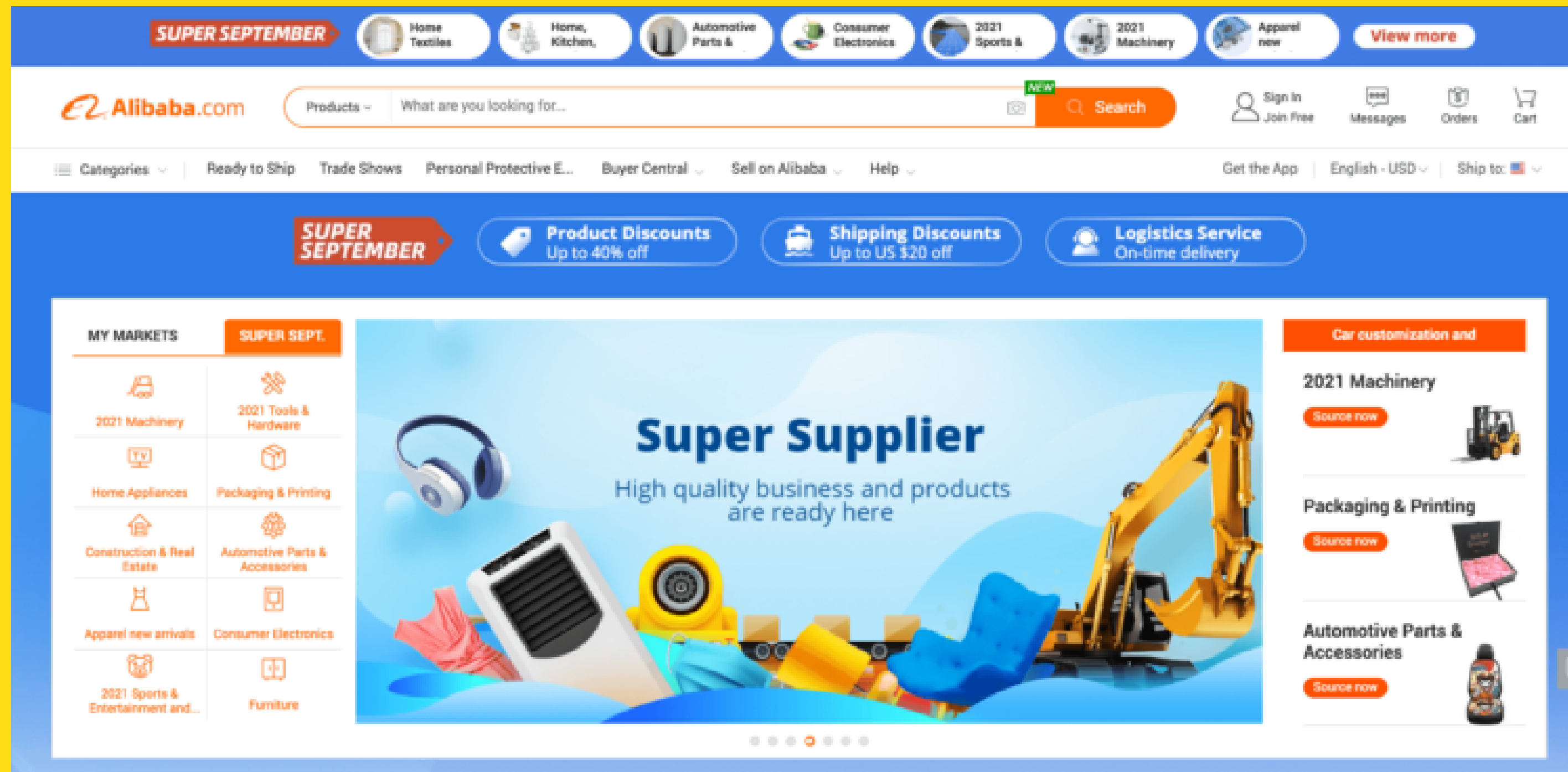
4. Attend wholesale trade shows



source: junglescout.com

6 WAYS TO DISCOVER GOOD PRODUCT IDEAS

5. Search on alibaba.com



6 WAYS TO DISCOVER GOOD PRODUCT IDEAS

5. Search on alibaba.com

AliExpress

iphone 11 case

Top Rankings [View more](#)

- Men's Quartz Wristwatches**: 63765 adds
- Earphones & Headphones**: 603311 interested
- New trends - Fascia Gun**: 1697273 followers
- New trends - Internal Solid State Drives**: 4545068 followers
- New trends - Speakers**: 2402920 followers
- DIY tool - Milling Cutter**: 433693 followers

SuperDeals Top products. Incredible prices. **16:15:13** [View more](#)

- 58%** Security Camera: \$22.92 (US \$54.58), 150 orders
- 50%** Earbuds: \$68.62 (US \$137.24), 167 orders
- 63%** Smart Ring: \$7.46 (US \$20.17), 723 orders
- 55%** Watch: \$17.99 (US \$39.98), 2 orders
- 45%** Smartwatch: \$37.49 (US \$68.16), 1890 orders
- 69%** Portable Device: \$6.92 (US \$22.32), 44133 orders

6 WAYS TO DISCOVER GOOD PRODUCT IDEAS

6. Use Product research software

The screenshot displays a product research software interface with the following components:

- Product Database**: Title at the top left.
- Save Filter** and **Load Filter Set**: Buttons at the top right.
- United States**: A dropdown menu for selecting a country.
- Product Tier**: Includes checkboxes for **Standard** and **Oversize**.
- Seller Type**: Includes checkboxes for **Amazon**, **FBA**, and **FBM**.
- Select one or multiple categories**: A section with two columns of checkboxes for various product categories such as **Home & Kitchen**, **Electronics**, and **Beauty & Personal Care**.
- Filters**: A section with multiple filter pairs, each consisting of a min/max input field and a range arrow, including **Min Price**, **Max Price**, **Min Reviews**, **Max Reviews**, **Min Net**, **Max Net**, **Min Rating**, **Max Rating**, **Min Rank**, **Max Rank**, **Min Weight**, **Max Weight**, **Min Sales**, **Max Sales**, **Min Sellers**, **Max Sellers**, **Min Revenue**, **Max Revenue**, **Min LOS**, and **Max LOS**.
- Date First Available**: A dropdown menu currently set to **All**.
- Include Keywords** and **Exclude Keywords**: Two text input fields for entering search terms, with a placeholder "Enter words separated by commas".
- Exclude Top Brands** and **Exclude Unavailable Products**: Two checkboxes at the bottom, with **Exclude Unavailable Products** being checked.

EVALUATING YOUR PRODUCT IDEAS

- Product demand
- Competition
- Seasonality
- Profitability
- Marketability



PRODUCT DEMAND

- Check amazon bestsellers rank

Product details

Is Discontinued By Manufacturer : No

Product Dimensions : 4 x 5 x 5 inches; 11.2 Ounces

Item model number : S-53W

Date First Available : November 17, 2006

Manufacturer : Ritchie Navigation

ASIN : B000KOV1J8

Country of Origin : USA

Domestic Shipping: Currently, item can be shipped only within the U.S. and to APO/FPO ad

International Shipping: This item can be shipped to select countries outside of the U.S. [Lea](#)

Best Sellers Rank: #106,132 in Sports & Outdoors ([See Top 100 in Sports & Outdoors](#))

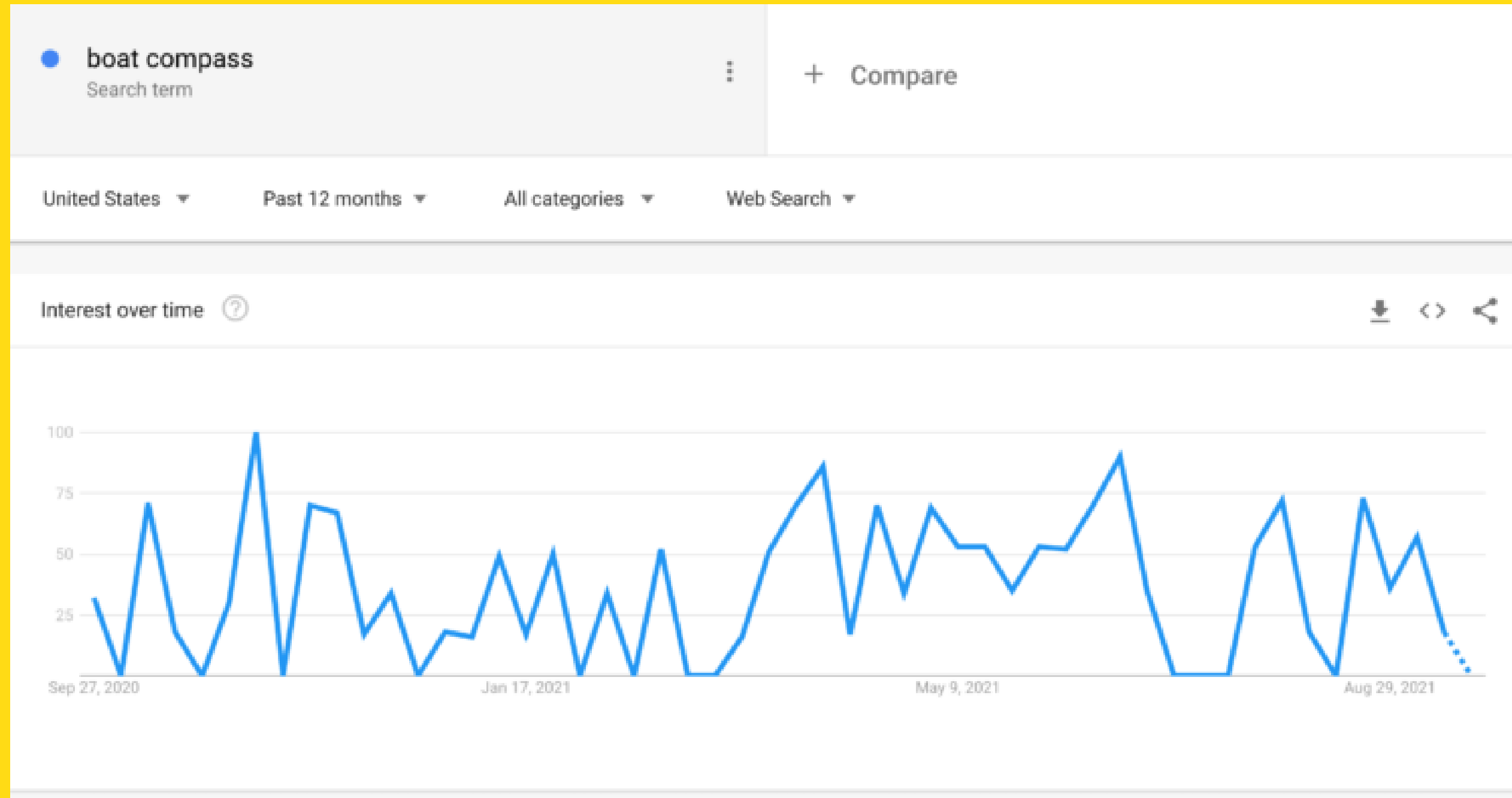
#140 in [Compasses \(Sports & Outdoors\)](#)

Customer Reviews:

★★★★☆ [230 ratings](#)

PRODUCT DEMAND

- Check google trends




PRODUCT DEMAND

- Check product review dates

Most recent

From the United States


 Melissa Joseph

★★★★★ **Just buy it!**


Reviewed in the United States on **September 19, 2021**

Size: 3 Pack

The picture speaks for itself. I sprayed some windex and an uncleanable surface was cleaned. Five stars



Helpful | Report abuse

 Scott Robinson

★★★★★ **Works like expected**

Reviewed in the United States on **September 18, 2021**

Verified Purchase

The product worked like the description said.

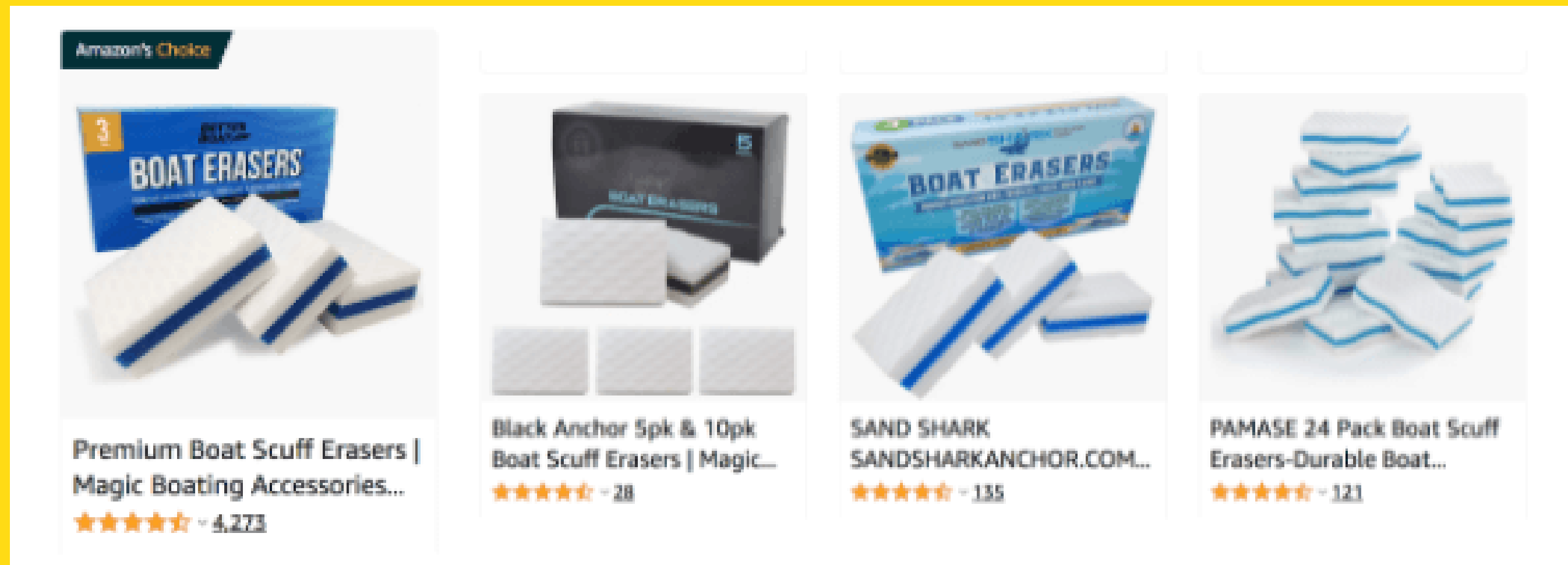
PRODUCT DEMAND

- Google Keyword Planner

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches
Keywords you provided	
<input type="checkbox"/> ear wax candle	10K – 100K
Keyword ideas	
<input type="checkbox"/> ear candling	10K – 100K
<input type="checkbox"/> ear wax removal candle	10K – 100K

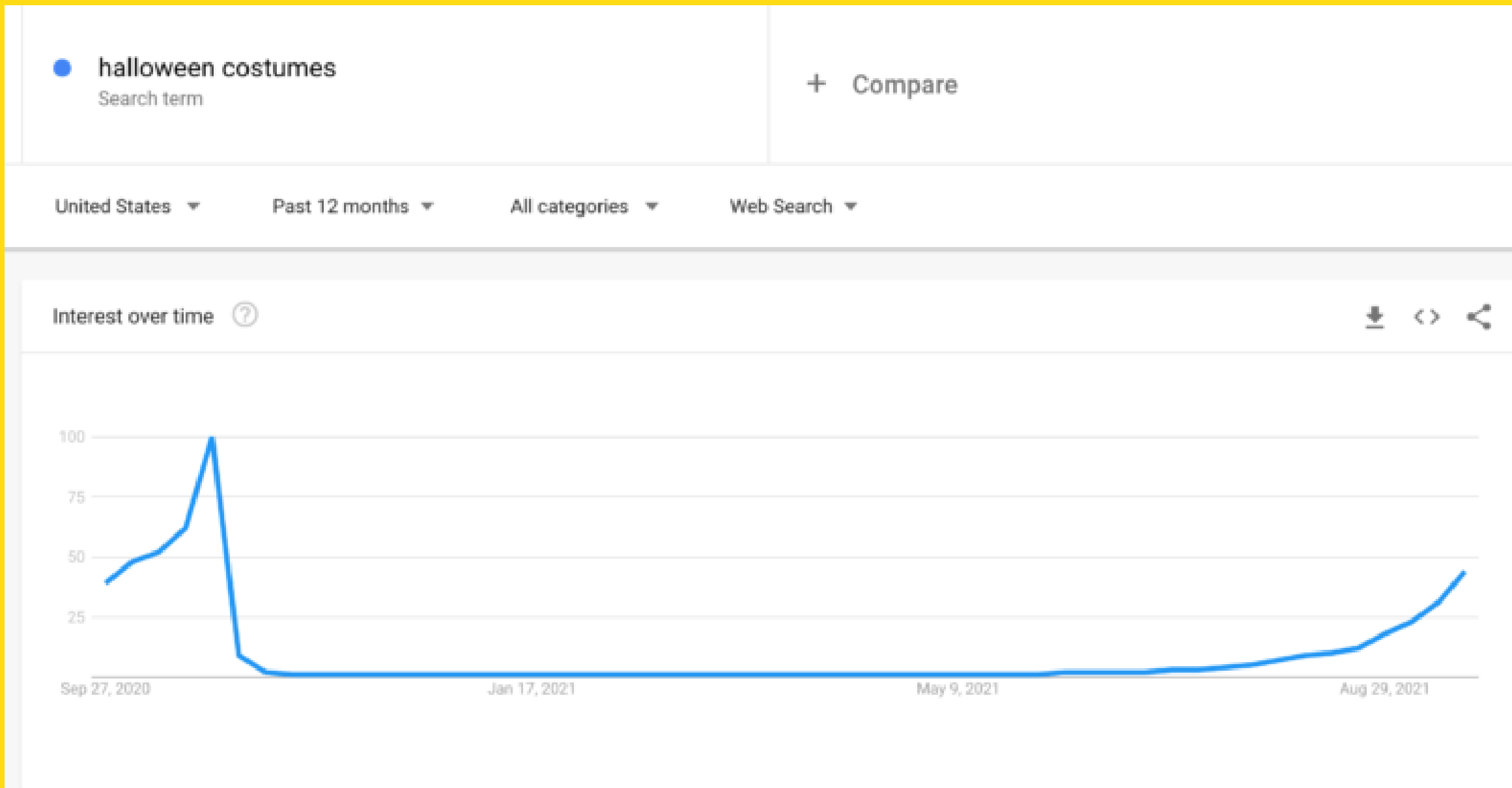
COMPETITION

- Google Keyword Planner
- Search on Amazon and Walmart.com



SEASONALITY

- Google trends
- Opportunity finder (jungle scout)



PROFITABILITY

After evaluating a product's demand, competition, and seasonality, you need to be sure that the product you want to sell will be profitable. This involves sourcing your product at a reasonable cost and pricing the product properly.





Product research for dropshipping

FIND TRENDING PRODUCTS ARE PERFECT FOR A DROPSHIPPING BUSINESS

- [Kickstarter.com](https://www.kickstarter.com)
- [Wish.com](https://www.wish.com)
- [Google Trends](https://www.google.com/trends)

source: [oberlo.com](https://www.oberlo.com)



FIND A NICHE DROPSHIPPING PRODUCT

Take a look on Google Trends and do some research into the top niches that have high potential

source: oberlo.com



COMPETITOR PRODUCT RESEARCH

Look at possible competitors and research their products and how they source and sell them



SEARCH PRODUCT VIDEOS ON FACEBOOK

Search Results

Filters

- All
- Posts
- People
- Photos
- Videos**
- Sort By
- Date Posted
- Live
- Marketplace
- Pages
- Places

source: oberlo.com



FREE Shipping

World's Best Knife Sharpener! ✂️ Order here 🛒
primegiftideas.com/sharpener

Unique Gift Ideas
Dec 28, 2020 · 2.4M Views



FREE Shipping When You Shop Now

A must-have for every dog parent! Qudascooper™ is designed to pick up waste from multiple surfaces. Clean-up is smooth with th...

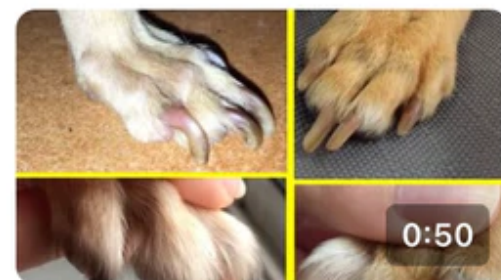
QudaScooper
Aug 30, 2019 · 1.9M Views



Free Shipping Worldwide Only Today!

👜 Fashionable Large Capacity 💖 Removable Shoulder Strap Get yours while they last! 📦 Free Shipping Worldwide Only Today!

Fashion She"ss
Jan 15 · 1.4M Views

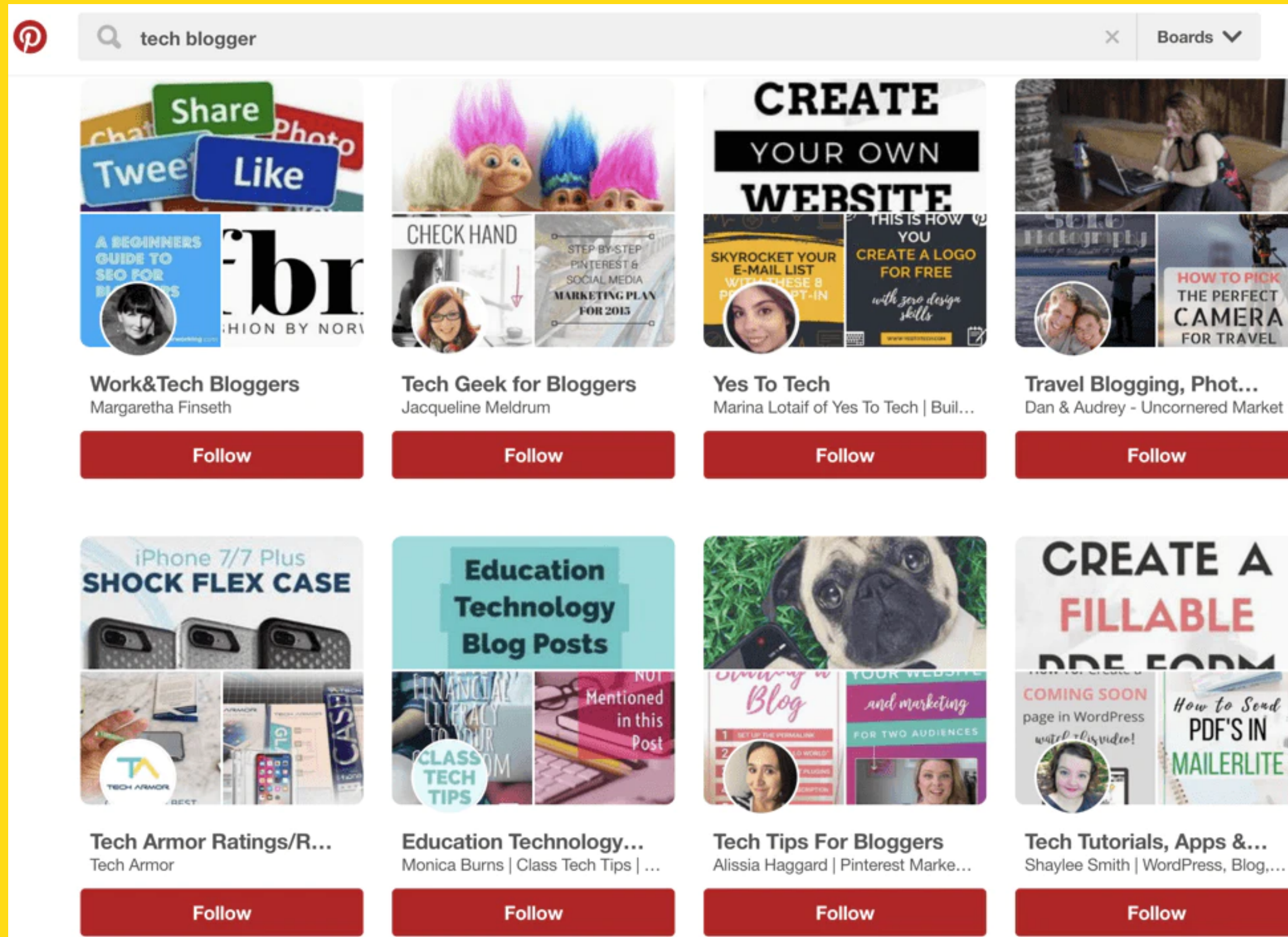


📦 FREE SHIPPING!

Trim your dog's nails safely from home. Get it while it's still 50% OFF + FREE Shipping Buy here 🛒 <https://www.pista-paws.com/50>

PistaPaws
Jul 11, 2020 · 4.6M Views

SEARCH SOCIAL SHOPPING SITES FOR PRODUCTS THAT SELL



- Pinterest
- Wanelo
- Etsy

JOIN ONLINE COMMUNITIES TO FIND PRODUCTS TO DROPSHIP

Facebook has hundreds of open and close communities that can help you understand the needs and wants for people in certain areas of the world.

source: oberlo.com



GO OLD SCHOOL WITH GOOGLE

- People are going crazy over this product
- This item went viral
- Most interesting items in 2021
- Unique last-minute gift ideas

source: oberlo.com



DETERMINE YOUR PRICE RANGE

After doing your product research and noting the prices that competitors charge, you then need to look at shipping rates, supplier pricing and other business costs to decide if this business model is for you and your online store.




SELECT SUPPLIER FOR YOUR DROPSHIPPING STORE



- Oberlo
- Wioo.io
- Fulfillman.com
- Yakkyofy.com

DEALING WITH DELIVERY TIMES

Available shipping methods ×

Calculate your shipping price by country: 

These are the shipping methods you will be able to select when processing orders:

Shipping Method	Estimated Delivery Time	Shipping Cost
ePacket	12-22 days	US \$2
Fedex	9-16 days	US \$3
USPS	8-15 days	US \$3
DHL	3-8 days	US \$18



Product research for print on demand

GETTING INTO THE HOT PRODUCT MINDSET

If it's selling on Amazon and it's a hot product, it will also sell on Etsy... Facebook, Instagram, Bing and TikTok



PRODUCT RESEARCH ON ETSY

STEP 1: START RESEARCHING EVERY WEEK

Simply search on Etsy for different gift ideas, e.g., “gift for mom”, “funny gift for mom”, “funny Christmas gift”, “gift for dad”, “funny mom mug”, etc.

PRODUCT RESEARCH ON ETSY

STEP 2: NOTE DOWN VALID PRODUCTS AND HOW THEY CAN BE IMPROVED

- Using a better design.
- Using a domestic dropshipping supplier to improve delivery times.
- Improving SEO on the product page outside of its title.
- Selling for cheaper.