

PRODUCT RESEARCH
ANALYSIS
產品趨勢分析

2021 MARCH
POWERLOCK
BOXING GLOVES



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WELL BEGUN IS HALF DONE!

GET THE WINNING PRODUCT AND YOU ARE HALF DONE! MANY AMAZON SELLERS AGREED – A RIGHT PRODUCT ESTABLISHES THE WHOLE BUSINESS. IT'S THE FOREMOST AND CORE PART, WHICH CAN EITHER MAKE OR BREAK. IT'S CRUCIAL TO DO PROPER AMAZON PRODUCT RESEARCH BEFORE KICKING START AS AMAZON SELLER AND IT'S NOT A BIG SURPRISE THAT MANY NOVICE SELLERS FIND IT MAY NOT BE EASY TO IDENTIFY THE POTENTIAL PRODUCT TO SELL. IN VIEW OF THIS, ECOMMUNITY PUBLISHED THIS PRODUCT RESEARCH ANALYSIS REPORT TO SHARE THE LATEST MARKET TRENDS AND CUSTOMER SEARCH NEEDS TO HELP YOU GET SOME UNDERSTANDING OF THE POTENTIAL PRODUCT INFORMATION IN THE MARKET EVERY MONTH.

七分靠選品，三分靠營運

七分靠選品，三分靠營運。選對產品你已經成功了一半！可是對於新手賣家而言，或許未必能夠輕易掌握這些選品法則。有見及此，為了加快各位選品步伐及明快地了解每個月市場有潛力的產品資訊，ECOMMUNITY 特別製作產品趨勢分析報告，從數據中分析市場走勢以及最新客戶搜索需求，有助大家開發有市場潛力的產品。



TERMS AND DEFINITIONS 名詞解釋

AVG. MONTHLY SALES – THE AVERAGE MONTHLY UNITS SOLD
每個月的銷售數量

AVG. SELLING PRICE – THE AVERAGE SALES PRICE
統計平均的銷售價錢

AVG. MONTHLY REVENUE – THE AVERAGE MONTHLY GROSS REVENUE
每月平均的銷售額

AVG. PURCHASING COST – THE AVERAGE PURCHASING COST
平均採購成本

AVG. REVIEW – THE AVERAGE NUMBER OF PRODUCT REVIEWS
平均評價數量

OPPORTUNITY SCORE - THE OPPORTUNITY SCORE IS AN ALGORITHM GRADED ON A SCALE OF 1-10 WHERE 10 IS THE HIGHEST OPPORTUNITY AND 1 IS THE LOWEST. CALCULATED BASED ON ALL LISTINGS EXTRACTED AND THEIR DEMAND ACCORDING TO UNITS SOLD, COMPETITION AND LISTING QUALITY SCORE.

根據競爭力銷售量及毛利率已計算出來的評分，
分數越高即表示銷售此產品的勝算越高

PROFIT – 毛利

DEMAND – 需求

COMPETITION – 競爭性

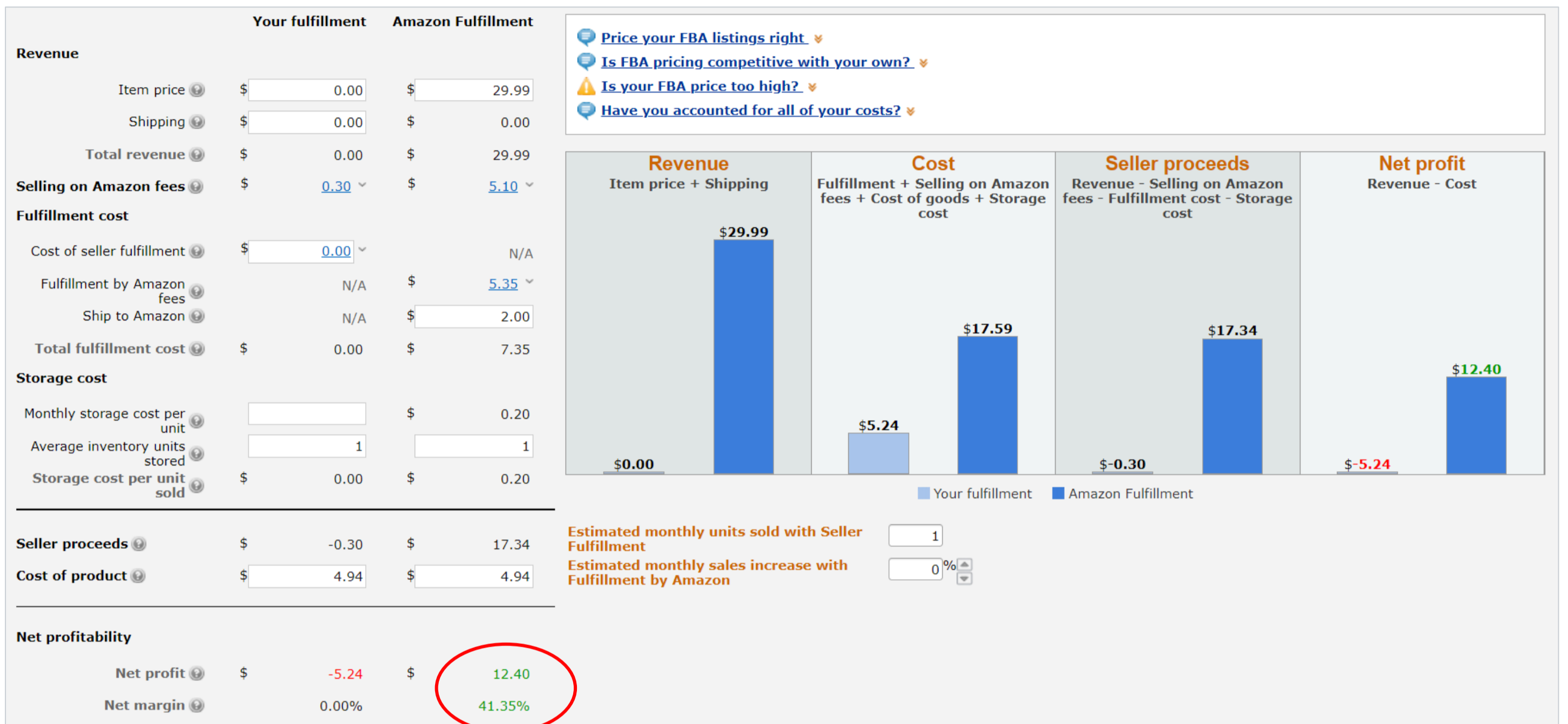


PRODUCT KEYWORD
產品關鍵字

POWERLOCK
BOXING GLOVES



NAME	BIKE RAMP
AVG. MONTHLY SALE	670 UNITS
AVG. SELLING PRICE	US\$ 63.18
AVG. PURCHASING COST	RMB\$ 32.00
AVERAGE REVIEW	799
OPPORTUNITY SCORE	7
PROFIT	MEDIUM
DEMAND	MEDIUM
COMPETITION	Low



ACCORDING TO THE RESULTS FROM DIFFERENT DATA ANALYSIS SOFTWARES,

THE PROFIT PER UNIT IS **US\$12.40**,

THE PROFIT MARGIN PER UNIT IS **41.35%**.

THE RESULT FROM DATA ANALYSIS SUGGESTED THAT THIS IS A PROFITABLE PRODUCT.

經多個軟件的分析，

每件產品的毛利是**US\$12.40**，

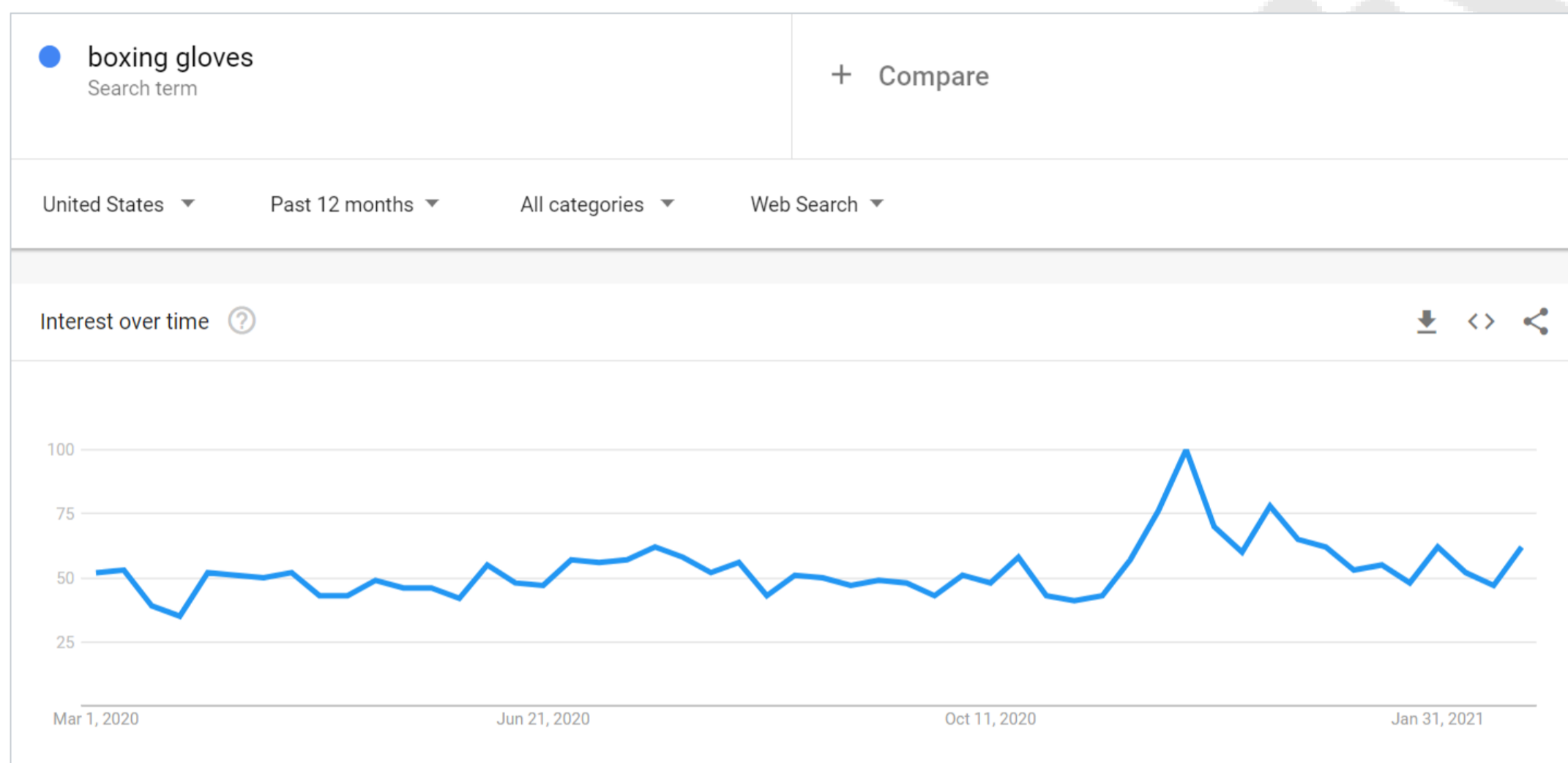
每件產品有**41.35%**的利潤率

從數據分析來看這個產品是個不錯的選擇。



TREND ANALYSIS 趨勢分析

KEYWORDS 關鍵字: POWERLOCK BOXING GLOVES

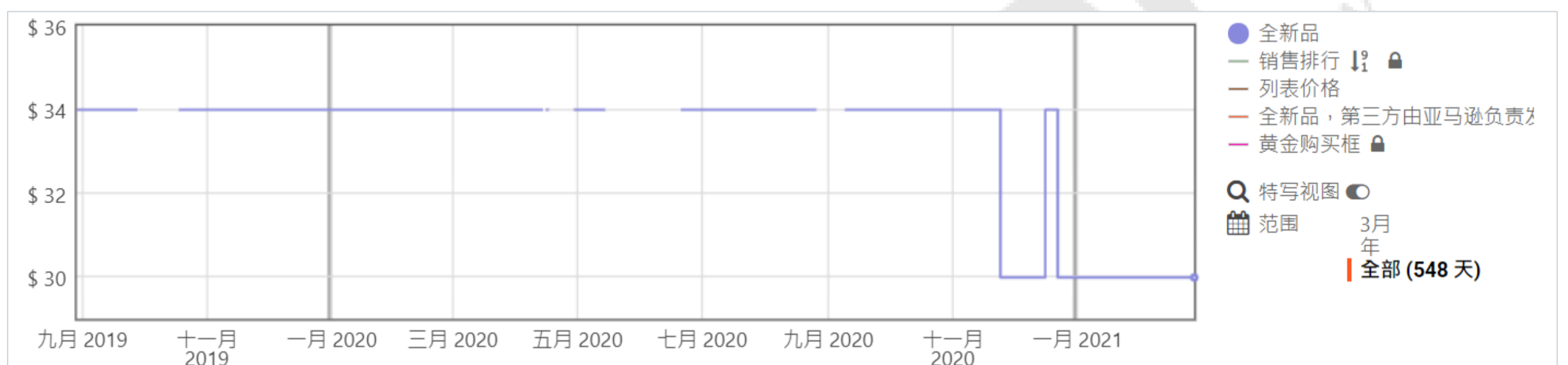


THE ABOVE TREND GRAPHS SHOWED THAT THE SEARCH AND SALES VOLUME FOR **POWERLOCK BOXING GLOVES**. THE SALES VOLUME WAS QUITE STEADY OVER THE PAST 12 MONTHS. THIS INDICATED THAT IT HAD LOW SEASONALITY, WHICH SUGGESTED THE SALES WERE STABLE OVER THE PAST 12 MONTHS.

據不同的趨勢分析，這是無季節性產品，市場對這產品的需求穩定。



PRICE AND RETURN TRACKING 價格和退貨率分析



SOFTWARE ANALYSIS SHOWED THE PRICING AND RETURN RATE FOR **POWERLOCK BOXING GLOVES**. THE PRICE WAS FLUCTUATED IN THE RANGE OF US\$30 TO US\$34. THE RETURN AND RESELL RATES ARE LOW. THESE INDICATED THAT THE PRICING AND QUALITY OF THE PRODUCT ARE QUITE STEADY THROUGHOUT THE LISTING PERIOD.

據產品軟件分析，產品的價格在US\$30到US\$34之間波動，亦有相對低的退貨率。
這表明產品的定價和質量都相當穩定。



SOFTWARE DATA ANALYSIS 軟件數據分析

Average Monthly Sales		Average Sales Rank		Average Price		Average Reviews		Opportunity Score [?]		
670		337,234		\$63.18		799		7 Medium Demand with Low comp.		
#	Actions	Product Name	Brand	Price	Mo. Sales	D. Sales	Mo. Revenue	Date First Available	Net	Review
29		Hayabusa S4 Boxing Gloves for ... B07L374S9J	Hayabusa	\$49.00	1,869	73	\$91,581	12/02/2018	\$33.37	2,050
55		Everlast Mixed Martial Arts Heav... B000JF4HP0	Everlast	\$24.99	1,673	37	\$41,808	10/03/2006	\$13.4	1,873
1		Everlast Powerlock Training Glov... B01KNN9BY4	Everlast	\$35.72	1,211	36	\$43,257	07/12/2019	\$22.06	188
58		Everlast Women's Pro Style Trai... B000LPJPQY	Everlast	\$27.99	533	17	\$14,919	11/06/2020	\$15.8	3,151
X		ZTTY Boxing Gloves Kickboxing ... B07PZK2GQ8	ZTTY	\$22.99	480	16	\$11,035		\$11.66	1,146
15		Ringside Apex Flash Sparring GL... B00MX2BNS6	Ringside	\$52.28	420	14	\$21,958	09/17/2014	\$36.67	1,171
25		Ringside Apex Flash Sparring GL... B01A9H6LDS	Ringside	\$52.28	418	14	\$21,853	09/17/2014	\$36.27	1,171

THE AVERAGE SELLING PRICE WAS **US\$63.18** (RANGE OF SELLING PRICES **US\$14.99 - US\$149.99**).

THE AVERAGE MONTHLY SALES WERE **670 UNITS**.

產品平均銷售價是**US\$63.18**
(價格範圍**US\$14.99-US\$149.99**)。
每月平均售出**670件**。



SOFTWARE DATA ANALYSIS 軟件數據分析

Keyword	30-Day Search Volume (Exact)	30 Day Trend	Dominant Category	PPC Bid (Exact)	PPC Bid (Broad)	Ease to Rank
<input type="checkbox"/> 8 oz boxing gloves for men	< 150	0%	Sports & Outdoors	\$2.60	\$2.56	Easy
<input type="checkbox"/> training gloves for kids	< 150	0%	Sports & Outdoors	\$1.15	\$1.15	Easy
<input type="checkbox"/> boxing gloves	< 150	↑ 7%	Sports & Outdoors	\$1.25	\$1.07	Easy
<input type="checkbox"/> title classic boxing gloves	< 150	↑ 2%	Sports & Outdoors	\$0.59	\$0.83	Easy
<input type="checkbox"/> guantes de karate	< 150	0%	Sports & Outdoors	\$0.60	\$1.60	Easy
<input type="checkbox"/> boxing gloves 8 oz	< 150	↓ 2%	Sports & Outdoors	\$1.79	\$1.96	Easy
<input type="checkbox"/> bytomic performer 3.0 carbon boxing...	< 150	0%	Sports & Outdoors	-	-	Easy

ANALYSIS SOFTWARE SHOWS THE KEYWORDS COMMONLY USED BY AMAZON BUYERS.

WE CAN LEVERAGE THE RESULTS OF ANALYSIS AND RECOMMENDATION FOR ADVERTISING CAMPAIGNS.

分析軟件顯示消費者在亞馬遜常用的關鍵字。

我們可以參考分析軟件提供的數據，在不浪費廣告預算下跟競爭對手爭排名。



Total price: **\$62.20**

Add all three to Cart

Add all three to List

Powerlock Boxing Gloves can be bundle selling or cross-selling with other accessories to further increase the revenue.

拳擊手套可以和其它週邊用品一起作捆綁或交叉銷售以提高銷售額。



MANUFACTURER
生產商



现货 分销

L0 买家 当月再采购2000元，立享9.8折起

价格	¥ 40.00	¥ 36.00	¥ 32.00
原价	¥ 40.00	¥ 36.00	¥ 32.00
起批量	1-19 套	20-39 套	≥40 套

手机专享 手机下单更便宜 ¥31.68

优惠 混批 本店部分商品满100元或1...

物流 河北 石家庄 至 请选择 快递 ¥6 付款成功后10天内安排发货



<https://bit.ly/3bo4DG5>



ATTRIBUTE	PRODUCT	OPTIMUM (REFERENCE)
PRICE	US\$29.99	US\$20- US\$80
NUMBER OF CATEGORY LISTING	< 100	< 1000
1ST BSR	# 539	< 3000
NUMBER OF REVIEW	1146	< 500
REVIEW AND RATING	4.7	4 STARS AND ABOVE
SELLING HISTORY	< 1000 DAYS	< 3 YEARS (< 1100 DAYS)
SEASONALITY	No	No
GEOGRAPHICAL LIMITATION	No	No
WEIGHT	1 LBS	< 1LBS
SIZE (DIMENSIONS)	4.9 X 6.2 X 14.8 INCHES	LONGEST SIDE < 15 INCHES
SHIPPING COST	25% OF SELLING PRICE	< 33% OF SELLING PRICE
PROFIT PER UNIT	US\$12.40	> US\$8
PROFIT MARGIN	41.35%	> 60%
OPPORTUNITY SCORES	7 (MEDIUM DEMAND WITH LOW COMPETITION)	5 AND ABOVE
FDA OR LEGAL ISSUE	No	No
PATENT	No	No
PRODUCT RETURN OR EXCHANGE	LOW	LOW
EASY TO USE	YES	YES
BUNDLING WITH OTHER PRODUCT	YES	YES
GIFTABLE	YES	YES
CONSUMABLE	YES	YES
ROOM FOR IMPROVEMENT	YES	YES
FRAGILE OR HAZARDOUS TO SHIP	No	No



PRODUCT KEYWORD
產品關鍵字

POWERLOCK
BOXING GLOVES



THIS IS A **BRANDABLE** AND **PROFITABLE EVERGREEN NICHE** FOR AMAZON SELLERS. IT HAS **SPECIFIC TARGET CUSTOMER** WITH A **GROWING DEMAND** AND **LOW COMPETITIONS**.

CUSTOMER LIFETIME VALUE CAN BE MAXIMIZED BY SELLING THIS **PRODUCT** THEN **UPSELL OR CROSS-SELL ACCESSORIES** AND OTHER PRODUCTS TO MORE EXPERIENCED USERS.

對於亞馬遜賣家來說，這是一個可品牌化的常青利基產品。它有特定的目標客戶，並具有不斷增長的需求和較低的競爭。

通過銷售此產品，賣家可以向客戶加售或交叉銷售配件和其他產品，可以令顧客生涯價值最大化。



追蹤我們以獲取更多資訊

