

PRODUCT RESEARCH  
ANALYSIS  
產品趨勢分析

2021 JUNE

INFLATABLE STOOL  
OTTOMAN



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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

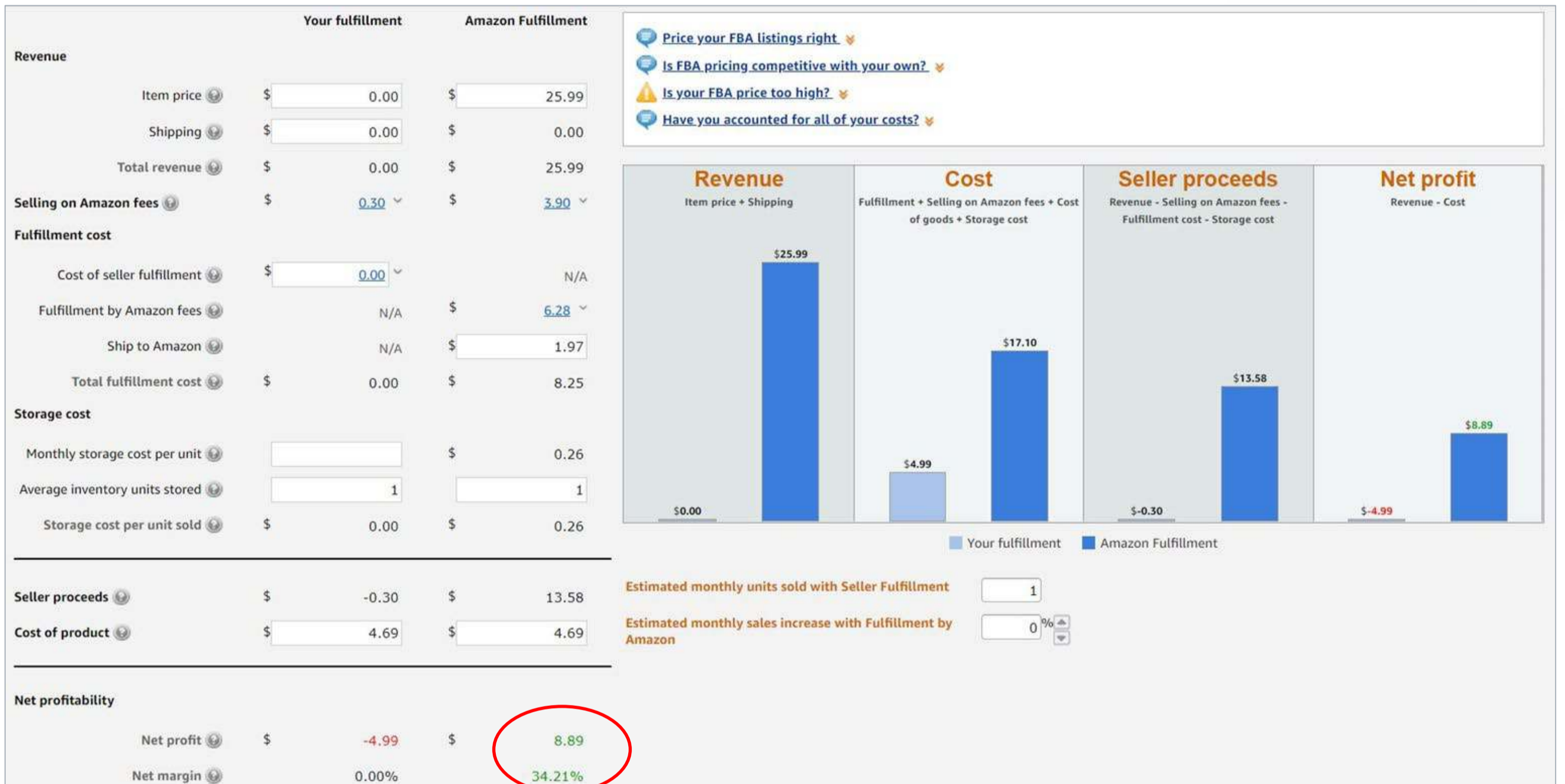


**PRODUCT KEYWORD**  
產品關鍵字

**Inflatable Stool  
Ottoman Outdoor  
Waterproof**



<b>NAME</b>	<b>INFLATABLE STOOL OTTOMAN OUTDOOR WATERPROOF</b>
<b>AVG. MONTHLY SALE</b>	<b>504 UNITS</b>
<b>AVG. SELLING PRICE</b>	<b>US\$ 40.19</b>
<b>AVG. PURCHASING COST</b>	<b>RMB\$ 30.00</b>
<b>AVERAGE REVIEW</b>	<b>964</b>
<b>OPPORTUNITY SCORE</b>	<b>7</b>
<b>PROFIT</b>	<b>HIGH</b>
<b>DEMAND</b>	<b>HIGH</b>
<b>COMPETITION</b>	<b>LOW</b>



ACCORDING TO THE RESULTS FROM DIFFERENT DATA ANALYSIS SOFTWARES,

THE PROFIT PER UNIT IS **US\$8.89**,

THE PROFIT MARGIN PER UNIT IS **34.21%**.

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\$8.89**，

每件產品有**34.21%**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

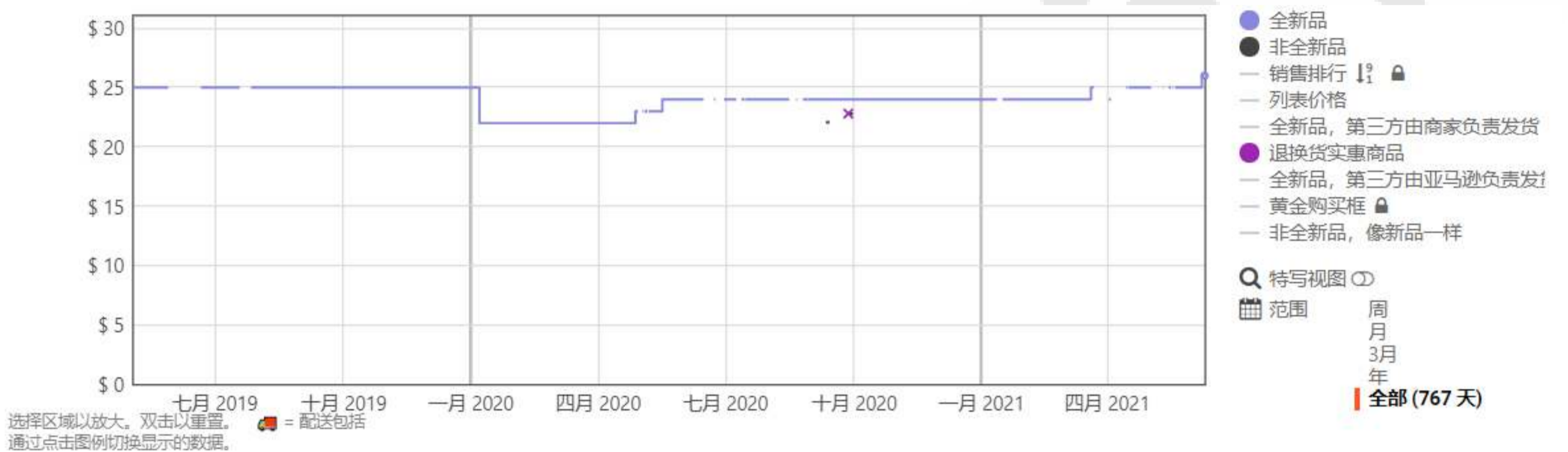
### KEYWORDS 關鍵字: OUTDOOR OTTOMAN



THE ABOVE TREND GRAPHS SHOWED THAT THE SEARCH AND SALES VOLUME FOR **OUTDOOR OTTOMAN**. THERE IS A PERIODIC PATTERN IN THE PAST FIVE YEARS IN SEARCH WITH PEAK FROM APRIL TO JUNE EVERY YEAR. FOLLOWING THE SAME TREND, SALES VOLUME ALSO REACHES THE TOP IN MAY.

據不同的趨勢分析，這是高季節性產品，市場於每年夏季對這產品有較高需求。

## PRICE AND RETURN TRACKING 價格和退貨率分析



SOFTWARE ANALYSIS SHOWED THE PRICING AND RETURN RATE FOR **INFLATABLE STOOL OTTOMAN OUTDOOR WATERPROOF**. THE PRICE WAS FLUCTUATED IN THE RANGE OF **US\$23.99 TO US\$25.99**. THE RETURN AND RESELL RATES ARE REASONABLE.

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\$23.99到US\$25.99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 <sup>?</sup>	
<b>504</b>		<b>82,566</b>		<b>\$40.19</b>		<b>964</b>		<b>7</b> Medium Demand with low comp.	
Actions	Product Name	Brand	Price	Mo. Sales	D. Sales	Mo. Revenue	Date First Available	Net	
	Kozyard Inflatable Stool Ottoma... B07QQ1CNRL	Kozyard	<b>\$25.99</b>	<b>1,153</b>	<b>53</b>	\$29,966	02/21/2018	<b>\$13.89</b>	
	UniGlean Outdoor Inflatable Rou... B08Y7B5DH5	UniGlean	<b>\$31.99</b>	<b>165</b>	<b>7</b>	\$5,278	03/06/2021	<b>\$19.01</b>	
	UniGlean Outdoor Inflatable Squ... B08Y7B32CC	UniGlean	<b>\$33.99</b>	<b>60</b>	<b>3</b>	\$2,039	03/06/2021	<b>\$20.51</b>	
	Esschert Design BK014 Outdoor ... B01C30E5L4	Esschert D...	<b>\$29.99</b>	<b>61</b>	<b>3</b>	\$1,829	04/28/2016	<b>\$17.39</b>	
	Sunnydaze Indoor and Outdoor I... B08VTWCHH4	Sunnydaze	<b>\$29.95</b>	<b>29</b>	<b>0</b>	\$869	02/09/2021	<b>\$17.2</b>	
	BloChair Rick and Morty AirCand... B07PJ1M5NV	BloChair	<b>\$8.02</b>	<b>133</b>	<b>4</b>	\$1,067	08/22/2019	<b>\$-1.08</b>	
	Inflatable Sofa, Single Bedroom ... B095WKFKNX	LCYZ	<b>\$74.90</b>	--/	--/	--/	--/	--/	
	I VTXIII Indoor/Outdoor Inflatabl... I VTXIII	I VTXIII	<b>\$32.99</b>	<b>1,338</b>	<b>44</b>	\$44,141	11/27/2020	<b>\$19.52</b>	

THE AVERAGE SELLING PRICE WAS **US\$40.19**  
(RANGE OF SELLING PRICES **US\$8.02 - US\$159.98**).  
THE AVERAGE MONTHLY SALES WERE **504 UNITS**.

產品平均銷售價是**US\$40.19**  
(價格範圍**US\$8.02 - US\$159.98**)。  
每月平均售出**504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"/> outdoor pouf ottoman	8,880	↑32%	Home & Kitchen	\$0.73	\$1.00	Moderate
<input type="checkbox"/> outdoor ottoman cushion	3,428	↑14%	Patio, Lawn & Garden	\$0.81	\$0.67	Easy
<input type="checkbox"/> outdoor floor cushion	3,108	↑3%	Patio, Lawn & Garden	\$0.66	\$0.65	Easy
<input type="checkbox"/> wicker ottoman	2,383	↑4%	Patio, Lawn & Garden	\$0.76	\$0.80	Somewhat Difficult
<input type="checkbox"/> inflatable foot rest	2,248	↑94%	Home & Kitchen	\$0.72	\$0.91	Moderate
<input type="checkbox"/> outdoor footstool for patio	2,114	↑44%	Patio, Lawn & Garden	-	-	Easy
<input type="checkbox"/> outdoor foot stool	1,802	↑8%	Patio, Lawn & Garden	\$0.71	\$0.73	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: \$45.98

Add both to Cart

**i** One of these items ships sooner than the other. [Show details](#)

- This item:** Kozyard Inflatable Stool Ottoman Used for Indoor or Outdoor, Kids or Adults, Camping or Home(Red) \$25.99
- Inflatable Ottoman footrest Stool with Portable air Pump and Storage Bag or Pouch Used for Outdoor or Indoor Tra... \$19.99



Honest Patio Chair Covers, Lounge Deep Seat Cover, Heavy Duty and Waterproof...  
★★★★☆ 497  
\$35.99 ✓prime



LVTXIII Indoor/Outdoor Inflatable Ottoman, All Weather Round Footrest Stool with Fo...  
★★★★☆ 64  
\$30.99 ✓prime



JOXJOZ Outdoor Indoor Curved Wooden Swing Chair Tree for Children Adults  
★★★★☆ 90  
\$49.98 ✓prime



MIULEE Pack of 2 Decorative Outdoor Waterproof Pillow Covers Square Garden...  
★★★★☆ 6,884  
\$12.99 ✓prime



MIULEE Pack of 2 Decorative Outdoor Solid Waterproof Throw Pillow Covers...  
★★★★☆ 1,918  
\$12.99 ✓prime



RAJRANG BRINGING RAJASTHAN TO YOU Boho Ottoman Décor Pouf Outdoor Indoor...  
★★★★☆ 407  
\$89.99 ✓prime



Hofdeco Patio Indoor Outdoor Throw Pillow Cover ONLY, for Backyard, Couch, Sofa,...  
★★★★☆ 93  
\$29.99 ✓prime

**Inflatable Stool Ottoman Outdoor Waterproof** can be bundle selling or cross-selling with other accessories to further increase the revenue.

充氣PVC布套凳子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

厂家新款充气布套沙发加厚PVC内胆布套沙发凳充气椭圆形坐垫脚凳

本产品采购自



☆ 收藏产品(1)

☰ 手机下单

现货

分销

订货

L0买家

当月再采购2000元，立享9.8折起

价格	¥ 30.00	¥ 25.00	¥ 20.00
起批量	1000-4999 个	5000-9999 个	≥10000 个

开通月卡省1200元 开月卡解锁30天底价8折品

立即开卡

优惠 满优惠 单笔订单满200元，... 去凑单 优惠券 满6元减5元 领券

累积返利 1000以上返0.5%

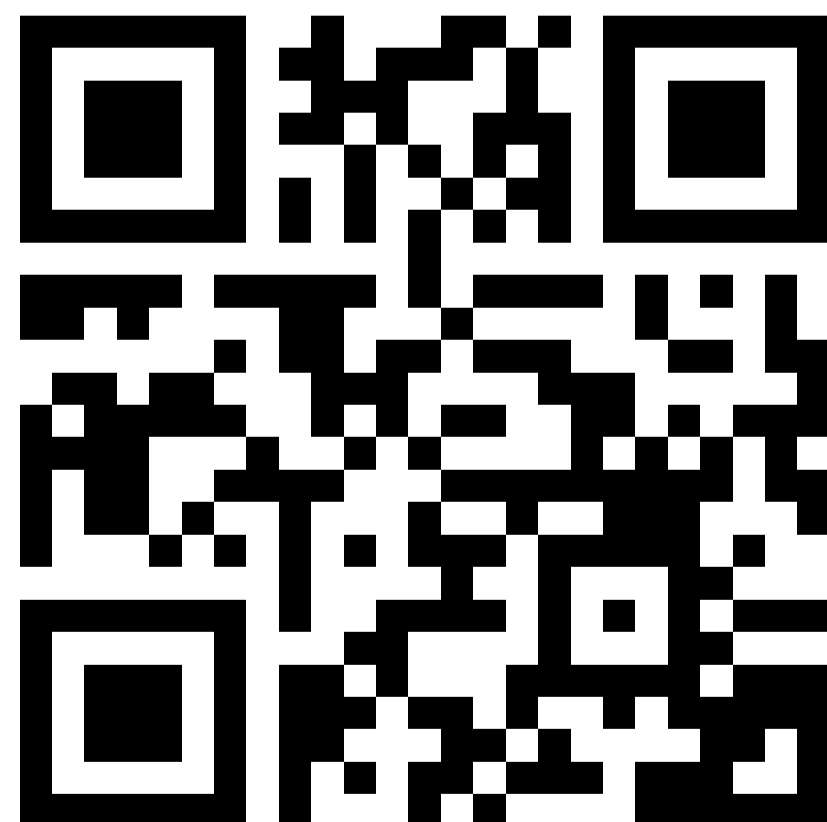
物流 广东省 中山市 至 请选择 快递 ¥700 付款成功后15天内安排发货

尺寸 53\*23CM 30.00元 200000个可售 - 0 +

立即订购

加入进货单

一键铺货



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



ATTRIBUTE	PRODUCT	OPTIMUM (REFERENCE)
PRICE	US\$25.99	US\$20- US\$80
NUMBER OF CATEGORY LISTING	< 200	< 1000
1ST BSR	#1 IN PATIO OTTOMANS	< 3000
NUMBER OF REVIEW	189	< 500
REVIEW AND RATING	4.4	4 STARS AND ABOVE
SELLING HISTORY	< 1300 DAYS	< 3 YEARS (< 1100 DAYS)
SEASONALITY	HIGH	No
GEOGRAPHICAL LIMITATION	No	No
WEIGHT	1.9 LBS	< 1LBS
SIZE (DIMENSIONS)	11.4 X 3.9 X 13.0 INCHES	LONGEST SIDE < 15 INCHES
SHIPPING COST	31.7% OF SELLING PRICE	< 33% OF SELLING PRICE
PROFIT PER UNIT	US\$8.89	> US\$8
PROFIT MARGIN	34.21%	> 60%
OPPORTUNITY SCORES	7 (HIGH 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	No	YES
ROOM FOR IMPROVEMENT	YES	YES
FRAGILE OR HAZARDOUS TO SHIP	No	No



**PRODUCT KEYWORD**  
產品關鍵字

**Inflatable Stool**  
**Ottoman Outdoor**  
**Waterproof**



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

