

PRODUCT RESEARCH  
ANALYSIS  
產品趨勢分析

2022 JANUARY  
7 PIECES GOLD CHEESE  
KNIFE SET



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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

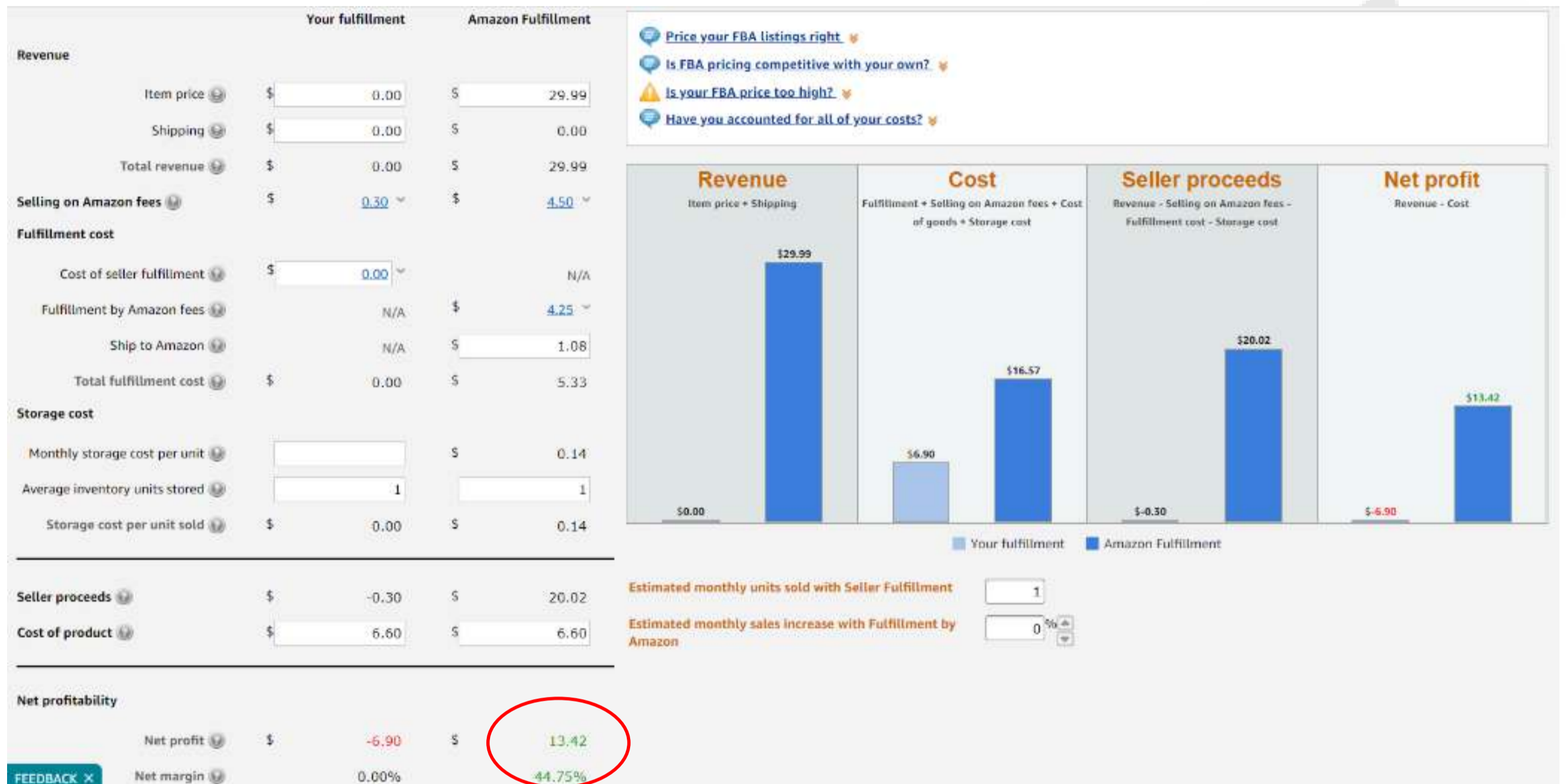


**PRODUCT KEYWORD**  
產品關鍵字

## 7 Pieces Gold Cheese Knife Set



<b>NAME</b>	<b>7 PIECES GOLD CHEESE KNIFE SET</b>
<b>AVG. MONTHLY SALE</b>	<b>1,207 UNITS</b>
<b>AVG. SELLING PRICE</b>	<b>US\$ 26.59</b>
<b>AVG. PURCHASING COST</b>	<b>RMB 42</b>
<b>AVERAGE REVIEW</b>	<b>401</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\$13.42**,

THE PROFIT MARGIN PER UNIT IS **44.75%**.

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\$13.42**，

每件產品有**44.75%**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: CHEESE KNIFE

● Cheese Knife  
Search term

+ Compare

United States ▼ Past 12 months ▼ All categories ▼ Web Search ▼

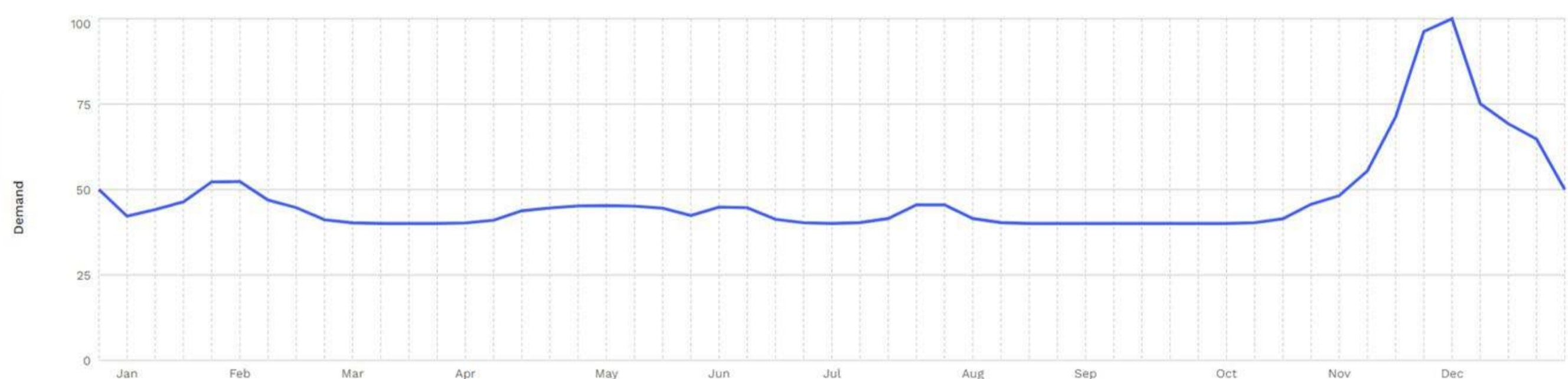
Interest over time ⓘ



#### Seasonality History

Displaying 12 Months of Data

Seasonality ⓘ Peak Month  
High December

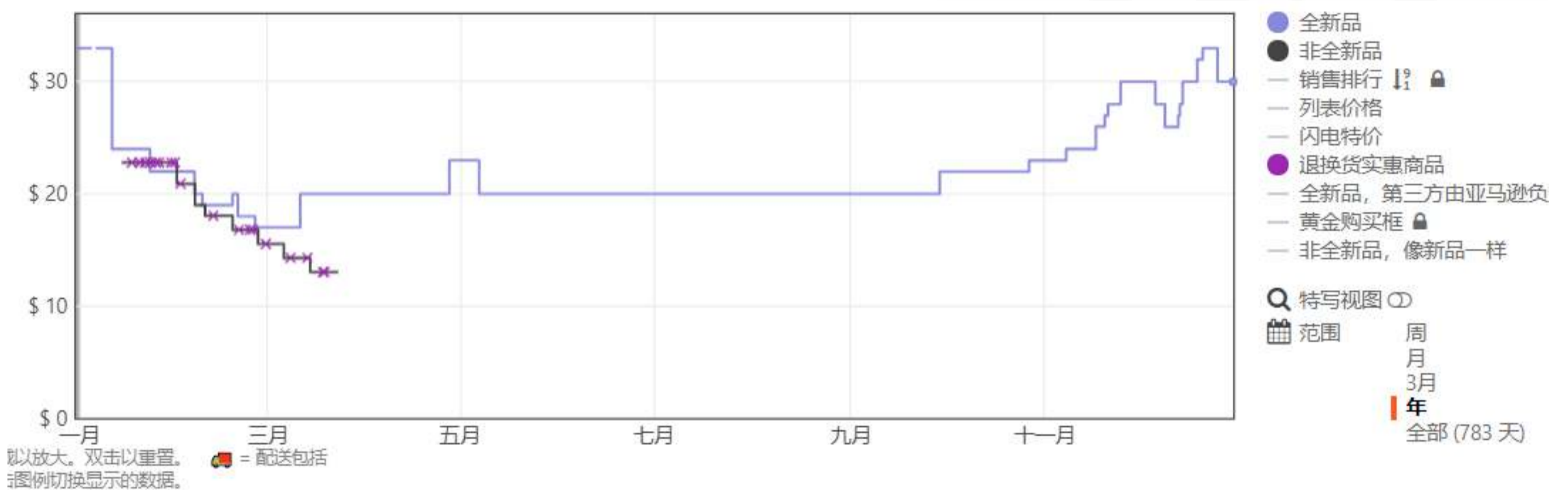


THE ABOVE TREND GRAPHS SHOWED THAT THE SEARCH AND SALES VOLUME FOR **CHEESE KNIFE**. THE PRODUCT HAS THE HIGHEST DEMAND IN DECEMBER AS IT COULD BE BOUGHT FOR GIFTING PURPOSE. BUT IT ALSO HAS A VERY STABLE DEMAND THROUGHOUT THE YEAR.

據不同的趨勢分析，這是高季節性產品。由於可作送禮用途，有銷售高峰在12月。但從數據可見其實在其他月份這個產品一樣有穩定的需求。



## PRICE AND RETURN TRACKING 價格和退貨率分析































SOFTWARE ANALYSIS SHOWED THE PRICING AND RETURN RATE FOR **7 PIECES GOLD CHEESE KNIFE SET**. THE PRICE WAS FLUCTUATED IN THE RANGE OF **US\$16.99 TO US\$32.99**. 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\$16.99到US\$32.99**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 Rating Number		Opportunity Score <sup>?</sup>	
<b>1,207</b>		<b>71,141</b>		<b>\$26.59</b>		<b>401</b>		<b>7</b> High Demand with low comp.	
#	Actions	Product Name	Brand	Price	Mo. Sales	D. Sales	Mo. Revenue	Date First Available	Net
1	  	 14 PCs Gold Cheese Knife Set, M... B09K73HX4K	Funland	\$25.99	306	11	\$7,953	10/25/2021	\$17.14
2	  	 Freehawk 4 Pieces Set Cheese K... B014CRJ96W	FREEHAWK	\$11.95	536	13	\$6,405	08/24/2015	\$6.69
3	  	 CAMP COSIE Set of 4 Gold Chee... B08YP6YWHV	CAMP COSIE	\$17.99	391	5	\$7,034	03/11/2021	\$11.82
4	  	 Freehawk Cheese Knife Set, 6-P... B07WSWPS5Q	FREEHAWK	\$19.99	219	8	\$4,378	08/21/2019	\$12.04
5	  	 ZOOFOX 8 Pieces Cheese Knives... B09JLSKRB3	ZOOFOX	\$15.99	363	7	\$5,804	10/16/2021	\$9.95
6	  	 Cheese Knives with Wood Handl... B07B6P8VPC	Linwnil	\$12.99	9,966	243	\$129,458	03/03/2018	\$7.57
7	  	 LUNAR Premium 6-Piece Chees... B01HS7MW0I	ICOSA Living	\$21.97	2,443	92	\$53,673	08/11/2016	\$13.72

THE AVERAGE SELLING PRICE WAS **US\$26.59**  
(RANGE OF SELLING PRICES **US\$9.99- US\$79.99**).  
THE AVERAGE MONTHLY SALES WERE **1,207 UNITS**.

產品平均銷售價是**US\$26.59**  
(價格範圍**US\$9.99- US\$79.99**)。  
每月平均售出**1,207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
cheese knife set	25,917	↑164%	Kitchen & Dining	\$1.28	\$1.39	Somewhat Difficult
cheese knife	17,633	↑37%	Kitchen & Dining	\$1.12	\$1.37	Very Difficult
cheese knives	14,267	↑111%	Kitchen & Dining	\$1.12	\$1.37	Difficult
charcuterie utensils	4,816	↑16%	Kitchen & Dining	\$0.84	\$0.85	Easy
cheese knife set for charcuterie board	3,257	↑42%	Kitchen & Dining	-	-	Easy
cheese markers	2,485	↑91%	Kitchen & Dining	\$0.98	\$0.96	Very Difficult
cheese knives for charcuterie board	2,113	↑29%	Kitchen & Dining	-	-	Easy
cheese knives set	1,599	↑105%	Kitchen & Dining	\$1.27	\$1.41	Moderate

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。





**i** Some of these items ship sooner than the others. [Show details](#)

**✓ This item:** Cheese Knives with Cheese Slicer Cheese Cutter Cheese Fork, Cheese Spreading Knife for Charcuterie Boar... **\$29.99**

**✓ Beautiful Boards: 50 Amazing Snack Boards for Any Occasion** by Maegan Brown Hardcover **\$22.49**

**✓ Food-Grade Slate Labels with Markers - 5 Natural Slate Boards And 3 Soapstone Chalk Markers for Cheese Name Ta...** **\$14.99**



[Cheese Board Set by StarBlue - Large - with 4 Knives and Slide Out Drawer | Large Oak...](#)  
★★★★☆ 1,029  
\$34.99 ✓prime



4 Pieces Set Cheese Knives with Wood Handle, Steel Stainless Knives Fork Slicer...  
★★★★☆ 2  
\$13.99 ✓prime



Patelai Spreader Knife Set Cheese Butter Spreader Knife Cheese Slicer Knife Stainless...  
★★★★☆ 84  
\$35.99 ✓prime



Slice of Goodness Bamboo Cheese Board Set - Large Wooden Charcuterie Board Set...  
★★★★☆ 64  
\$32.95 ✓prime



LINFIDITE Cheese Boards and Knife Set Charcuterie Board with Slide-Out Drawers and...  
★★★★☆ 6  
\$44.99 ✓prime



LINZOM Cheese Knife Set, 18/10 Stainless Steel, Hand Forged, Black, Teardrop Edge, ...  
★★★★☆ 332  
\$22.99 ✓prime



14 Pieces Cheese Butter Jam Spreader Knives Set Stainless Steel Cheese Slicer Butter Spreader...  
★★★★☆ 142  
\$15.99 ✓prime

**7 Pieces Gold Cheese Knife Set** can be bundle selling or cross-selling with other accessories to further increase the revenue.

芝士刀套装7件套可以和其它週邊用品一起作捆绑或交叉銷售以提高銷售額。



## MANUFACTURER 生產商



**新品** 跨境亚马逊不锈钢餐具芝士刀套装7件套蛋糕铲奶酪刀厨房烘焙套装

★★★★★ 0条评价 | 30天内 0套成交

本产品采购属于商业贸易行为 举报

批发

代发

价格 **¥38.00 ~ ¥45.00**  
起批量 2套起批

会员 **1688月卡** 开通月卡享更多金融权益, 采满2000退卡费 开卡 ▾

优惠 **新人减1元** 查看 ▾

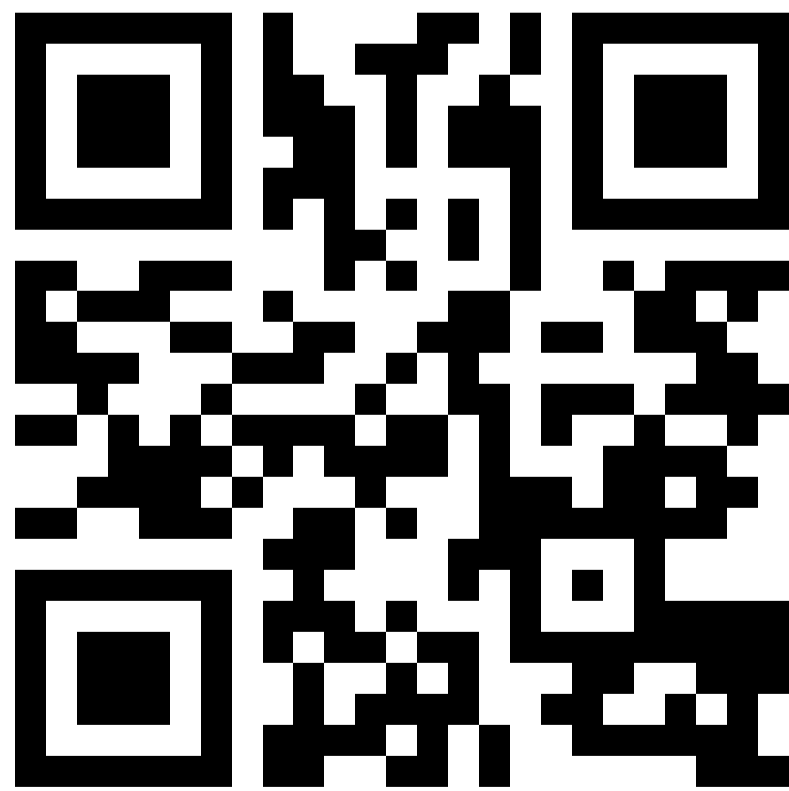
服务 38天免费账, 48h发货 · 极速退款 · 不支持7天无理由退货 ▾

物流 广东省 揭阳市 至 请选择 ▾ | 快递 ¥7 | 付款成功后2天内安排发货

属性 不锈钢 套装 亚马逊 展销会 40-50元  
材质 款式 主要下游平台 适用送礼场合 价格段



规格	【原色】芝士七件套礼盒装	38.00元	963套可售	- 0 +
	【金色】芝士七件套礼盒装	42.00元	963套可售	- 0 +
	【玫瑰金】芝士七件套礼盒装	42.00元	963套可售	- 0 +



<https://bit.ly/3eDOo2l>



ATTRIBUTE	PRODUCT	OPTIMUM (REFERENCE)
PRICE	US\$29.99	US\$20- US\$80
NUMBER OF CATEGORY LISTING	< 500	< 1000
1ST BSR	#1 IN CHEESE KNIVES	< 3000
NUMBER OF REVIEW	1,024	< 500
REVIEW AND RATING	4.7	4 STARS AND ABOVE
SELLING HISTORY	< 800 DAYS	< 3 YEARS (< 1100 DAYS)
SEASONALITY	HIGH	No
GEOGRAPHICAL LIMITATION	No	No
WEIGHT	0.82LBS	< 1LBS
SIZE (DIMENSIONS)	1.18 X 7.36 X 11.46 INCHES	LONGEST SIDE < 15 INCHES
SHIPPING COST	17.77% OF SELLING PRICE	< 33% OF SELLING PRICE
PROFIT PER UNIT	US\$13.42	> US\$8
PROFIT MARGIN	44.75%	> 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

**7 Pieces Gold  
Cheese Knife Set**



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



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