



# PRODUCT RESEARCH REPORT

**JUNE 2022-2**  
**REVISED**



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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

英文	英文解釋	中文
<b>Avg. Monthly Sales</b>	The average monthly units sold	每個月的銷售數量
<b>Avg. Selling price</b>	The average sales price	統計平均的銷售價錢
<b>Avg. monthly revenue</b>	The average monthly gross revenue	每月平均的銷售額
<b>Avg. Purchasing cost</b>	The average purchasing cost	平均採購成本
<b>Avg. review</b>	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  
pool  
volleyball set



Name	Inflatable pool volleyball set
Avg. Monthly Sale	1,141 units
Avg. selling price	US\$ 34.77
Avg. purchasing cost	RMB 65.00
Average review	704
Opportunity Score	6
Profit	Medium
Demand	High
Competition	Low

Product Price	\$	46.99
Taxes including VAT	%	<input type="text"/>
Product Cost	\$	9.73
Shipping Cost	\$	6.4
CPC Cost	\$	<input type="text"/>

Measurement System	<input checked="" type="radio"/> inch-lb	<input type="radio"/> cm-kg
Product Weight	pounds	5.00
Product Size	inch	7.09x7.09x1.97
Package Weight	pounds	<input type="text"/> 7.39
Package Size	inch	14.88x11.81x4.72
Date First Available		N/A

Monthly Storage	\$	<input type="text"/> 0.36
Fulfillment fee	\$	8.04
Referral Fee	\$	7.05
Est Monthly Sales	pcs.	<input type="text"/> 1649

Total FBA Fee	\$	15.45
Profit per Unit	\$	15.41
Net Margin	%	32.79
ROI	%	95.53
Est Monthly Profit	\$	25,410.39

According to the results from different data analysis softwares,  
the profit per unit is **US\$15.41**,  
the profit margin per unit is **32.79%**.

The result from data analysis suggested that this is a regular product.

經多個軟件的分析，  
每件產品的毛利是**US\$15.41** 每件產品有**32.79%**的利潤率  
從數據分析來看這個產品是個中等的選擇。



## TREND ANALYSIS 趨勢分析

### KEYWORDS 關鍵字: POOL VOLLEYBALL SET

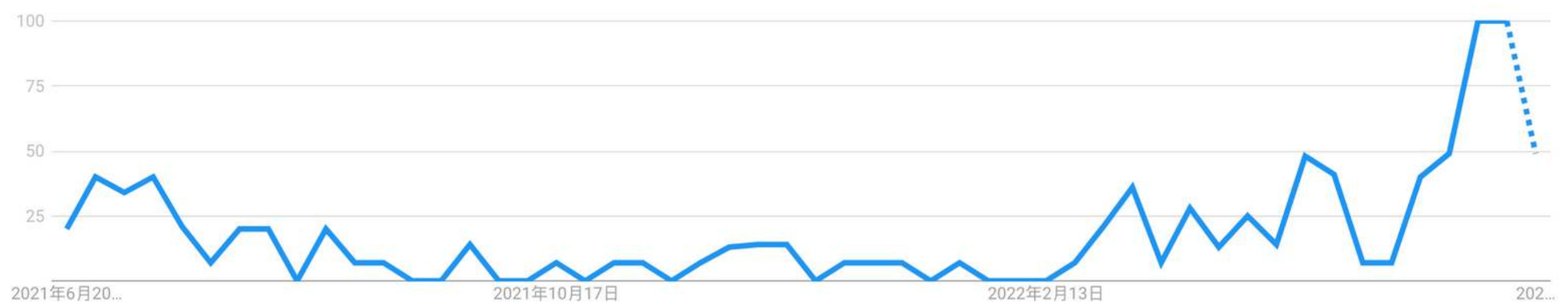
● pool volleyball set  
搜尋字詞

+ 比較

美國 ▼ 過去 12 個月 ▼ 所有類別 ▼ Google 網頁搜尋 ▼

搜尋熱度的趨勢變化 ?

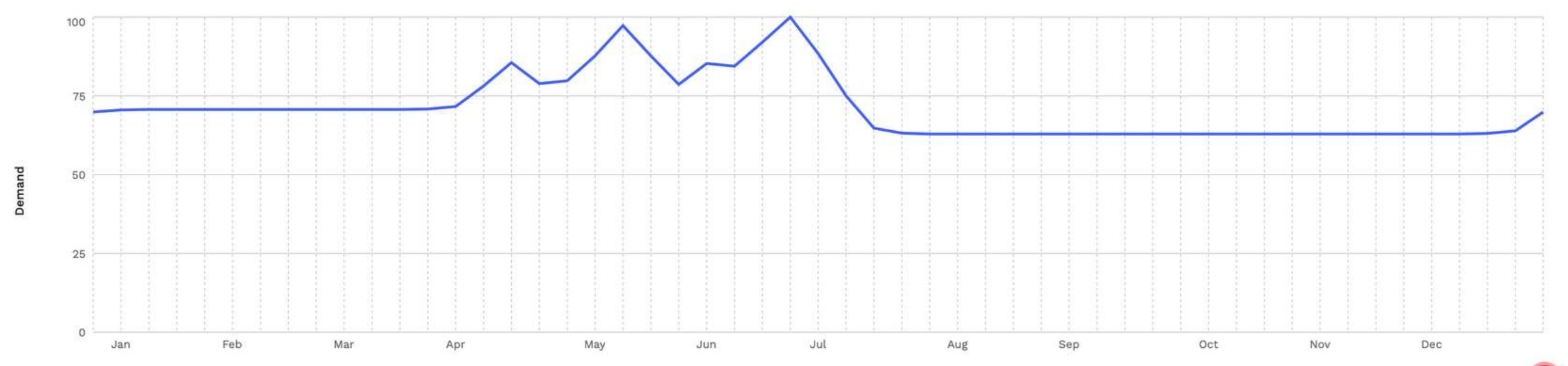
↓ <> ↻



#### Seasonality History

Displaying 12 Months of Data

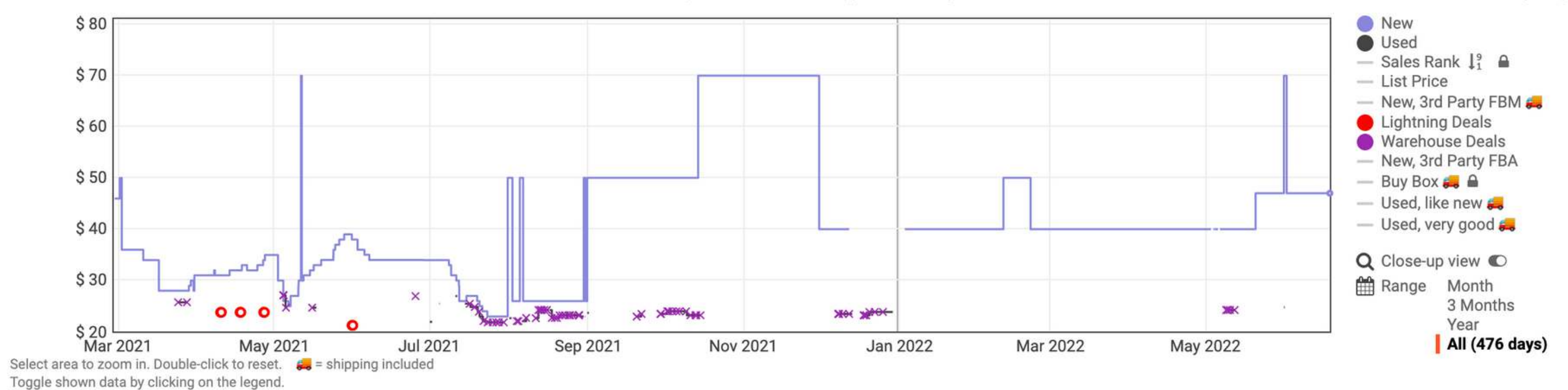
Seasonality ? Peak Month  
Low N/A



The above trend graphs showed that the search and sales volume for Tool Organizer. 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 Power Tool Organizer. The price was fluctuated in the range of US\$25.00 to US\$70.00. 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\$25.00到US\$70.00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

1,141

Average Sales Rank

48,092

Average Price





























\$34.77

Average Rating Number

704

Opportunity Score ?

6 High Demand  
with low comp.

#	Actions	Product Name	Brand	Price	Mo. Sales	D. Sales	Mo. Revenue	Date First Available	Net
1	  	 GoSports Splash Net Air, Inflatable B08QTV8FZS	GoSports	\$47.31	916	21	\$43,336	12/16/2020	\$33.18
2	  	 Pool Volleyball Set & Basketball Set B09QSQW8NQ	KIDDIToy	\$50.99	2,573	86	\$131,197	04/04/2022	\$36.61
3	  	 JOYIN Inflatable Pool Float Set B07Q8JC9X4	JOYIN	\$25.49	6,080	397	\$154,979	03/27/2019	\$14.64
4	  	 Inflatable Pool Volleyball Set & Basketball Set B08W1PQ1SH	iBaseToy	\$53.99	1,608	59	\$86,816	...	\$38.86
5	  	 Wilbest Pool Volleyball Set, 120" B08R9L28Y6	Wilbest	\$45.99	694	23	\$31,917	12/25/2020	\$32.06
6	  	 Max Fun Pool Floats Toys Game Set B09PB9J3X7	Max Fun	\$29.99	442	24	\$13,256	03/23/2022	\$18.16
7	  	 SCS Direct Giant Inflatable Palm Tree B091D9T9ZM	SCS Direct	\$27.99	308	11	\$8,621	09/25/2021	\$17.06

The Average Selling Price was **US\$34.77**  
(range of selling prices **US\$9.99 - US\$112.89**).  
The Average Monthly Sales were **1,141 units**.

產品平均銷售價是**US\$34.77**  
(價格範圍**US\$9.99 - US\$112.89**)。  
每月平均售出**1,141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"/> pool volleyball	16,205	↑129%	Toys & Games	\$0.98	\$1.06	Difficult
<input type="checkbox"/> water games	13,776	↑141%	Toys & Games	\$0.75	\$0.93	Easy
<input type="checkbox"/> pool volleyball set for inground pools	12,827	↑103%	Toys & Games	-	-	Easy
<input type="checkbox"/> volleyball net for pool	11,868	↑177%	Toys & Games	\$1.33	\$1.17	Easy
<input type="checkbox"/> pool volleyball net	11,436	↑76%	Toys & Games	\$1.23	\$1.23	Moderate
<input type="checkbox"/> large pool floats	10,347	↑375%	Toys & Games	\$0.89	\$1.03	Easy
<input type="checkbox"/> swimming pool toys	7,867	↑117%	Toys & Games	\$1.05	\$1.06	Moderate
<input type="checkbox"/> star wars pool floats	7,399	↑599%	Toys & Games	\$0.78	\$0.77	Easy
<input type="checkbox"/> pool balls for swimming pool	7,343	↑157%	Toys & Games	-	-	Easy
<input type="checkbox"/> volleyball set	5,725	↓2%	Sports & Outdoors	\$0.69	\$0.90	Somewhat Difficult
<input type="checkbox"/> inflatable pool toys	5,638	↑83%	Toys & Games	\$1.07	\$1.06	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。



## Buy it with



Total price: **\$79.82**

Add all three to Cart

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

✓ **This item:** MeiGuiSha Swimming Pool Volleyball Set- Water Game 2021 Edition-Inflatable Volleyball Net with Ball I... **\$46.99**

Get it as soon as **Friday, Jun 24** FREE Shipping on orders over \$25 shipped by Amazon

✓ **Pool Toys - LED Beach Ball with Remote Control - 16 Colors Lights and 4 Light Modes, 100ft Control Distance - Outd...** **\$17.84**

Get it as soon as **Friday, Jun 24** FREE Shipping on orders over \$25 shipped by Amazon

✓ **Inflatable Pool Ring Toss Pool Game Toys Floating Swimming Pool Ring with 4 Pcs Rings for Multiplayer Water Pool ...** **\$14.99**

Get it as soon as **Friday, Jun 24** FREE Shipping on orders over \$25 shipped by Amazon



Sloosh Inflatable Pool Float Set Volleyball Net & Basketball Hoops, Balls Included ...

★★★★☆ 112

**\$22.99** ✓prime

FREE delivery: **Friday, June 24** on orders over \$25 shipped by Amazon.



JOYIN Inflatable Pool Float Set Volleyball Net & Basketball Hoops, Floating Swimmin...

★★★★☆ 5,703

**\$25.49** ✓prime

FREE delivery: **Friday, June 24**

List: \$34.99 (20% off)



JOYIN Inflatable Pool Volleyball Set, Volleyball Net & Basketball Hoops Pool Float ...

★★★★☆ 164

**\$24.99** ✓prime

FREE delivery: **Friday, June 24** on orders over \$25 shipped by Amazon.



Chuiendi Inflatable Pool Volleyball Set, Floating Water Volleyball Net, Pool Float ...

★★★★☆ 62

**\$32.38** ✓prime

Save 10% with coupon  
FREE delivery: **Friday, June 24**



Large Inflatable Pool Games Volleyball Net & Basketball Hoop with 2 Beach Balls Ame...

★★★★☆ 225

**\$46.99** ✓prime

FREE delivery: **Friday, June 24**



Sloosh Pool Volleyball Net & Basketball Hoop with 2 Balls,American Flag Design Infl...

★★★★☆ 170

**\$29.99** ✓prime

FREE delivery: **Friday, June 24**



Inflatable Volleyball Net & Basketball Hoops Pool Float Set; Balls Included for Kid...

★★★★☆ 308

**\$22.99** ✓prime

FREE delivery: **Friday, June 24** on orders over \$25 shipped by Amazon.

Inflatable pool volleyball set can be bundle selling or cross-selling with other accessories to further increase the revenue.

水上遊戲充氣排球網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



源头工厂PVC充气排球架水上沙滩泳池投掷玩具 成人网纱篮球框订款

★★★★★ 0 条评价 | 30天内 0 个成交

批发

代发

加工定制

价格	US\$ 9.737	US\$ 8.239
起批量	(RMB ¥ 65.00) 1000个起批	(RMB ¥ 55.00) ≥2000个

会员

1688月卡 开通享更多金融权益，采满2000退卡费 立即开卡 >

服务

38天免费账账 · 72h发货 · 极速退款 · 支持7天无理由退货 ▾

物流

官方直送 广东省 惠州市 至 选择配送地址为您计算运费及送达时间 ▾

颜色

蓝色

规格

299\*100cm

65.00元

3000个可售

-

0

+

立即订购

加进货单

跨境铺货

☆ 收藏(0)



<https://bit.ly/3z4xS77>



Attribute	Product	Optimum (Reference)
Price	US\$46.99	US\$20- US\$80
Number of Category Listing	< 1000	< 1000
1st BSR	#27 in Swimming Pool Basketball & Volleyball	< 3000
Number of Review	66	< 500
Review and Rating	4.3	4 stars and above
Selling History	476 DAYS	< 3 years (< 1100 days)
Seasonality	Yes	No
Geographical Limitation	No	No
Weight	5lbs	< 1lbs
Size (Dimensions)	7.09 x 7.09 x 1.97 inches	Longest side < 15 inches
Shipping Cost	13.61% of Selling Price	< 33% of Selling Price
Profit per Unit	US\$15.41	> US\$8
Profit Margin	32.79%	> 60%
Opportunity Scores	6 (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	No	Yes
Consumable	No	Yes
Room for Improvement	Yes	Yes
Fragile or Hazardous to Ship	No	No



**PRODUCT KEYWORD**  
產品關鍵字

Inflatable  
pool  
volleyball set



This is a **brandable** and comparably **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，這是一個相較之下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。



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