

PRODUCT RESEARCH REPORT

**OCTOBER
2022-1**

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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
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

door wreaths



Name	door wreaths
Avg. Monthly Sale	623 units
Avg. selling price	US\$ 42.98
Avg. purchasing cost	RMB 38
Average review	159
Opportunity Score	6
Profit	Medium
Demand	High
Competition	Low

Product Price	\$	42.98
Taxes including VAT	%	<input type="text"/>
Product Cost	\$	5.33
Shipping Cost	\$	1.24
CPC Cost	\$	<input type="text"/>

Measurement System	<input checked="" type="radio"/> inch-lb	<input type="radio"/> cm-kg
Product Weight	pounds	0.99
Product Size	inch	22.00x22.00x4.00
Package Weight	pounds	<input type="text"/> 2.65
Package Size	inch	19.61x19.41x5.79
Date First Available		Jan 20, 2020

Monthly Storage	\$	<input type="text"/> 0.61
Fulfillment fee	\$	10.19
Referral Fee	\$	6.45
Est Monthly Sales	pcs.	<input type="text"/> 1

Total FBA Fee	\$	17.25
Profit per Unit	\$	19.16
Net Margin	%	44.57
ROI	%	291.60
Est Monthly Profit	\$	19.16

According to the results from different data analysis softwares,
the profit per unit is **US\$19.16**,
the profit margin per unit is **44.57%**.

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\$19.16** 每件產品有**44.57%**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 DOOR WREATHS

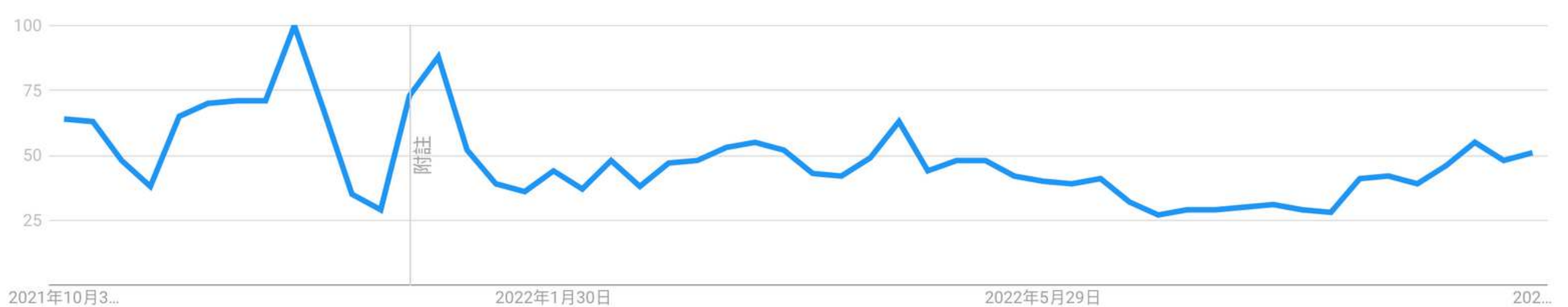
door wreaths
搜尋字詞

+ 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

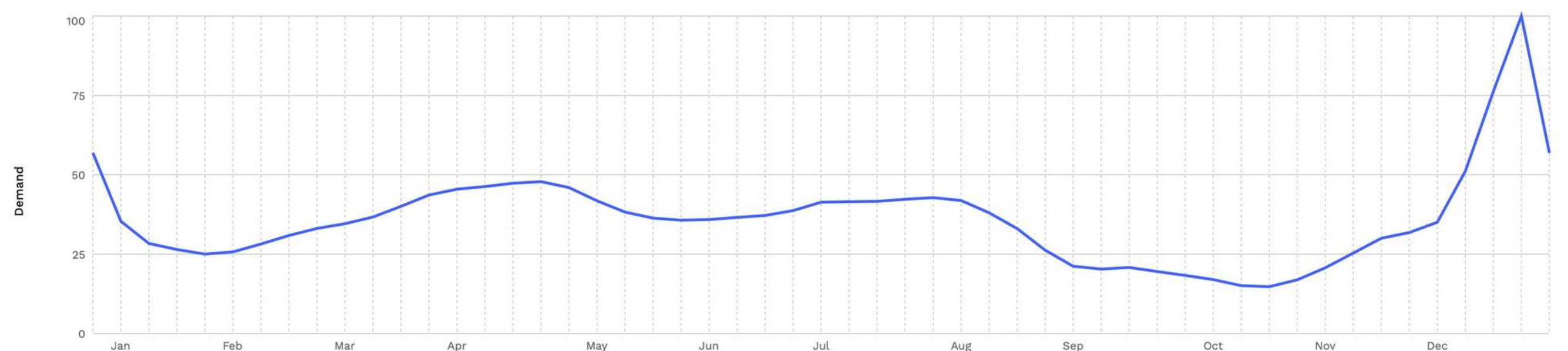
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Seasonality History

Displaying 12 Months of Data

Seasonality Peak Month
Medium December



The above trend graphs showed that the search and sales volume for door wreaths. The sales volume was quite steady over the past 12 months. December got the most sales. This indicated that it had medium seasonality, which suggested the sales were stable.

據不同的趨勢分析，這是中季節性產品

PRICE AND RETURN TRACKING 價格和退貨率分析



Software analysis showed the pricing and return rate for door wreaths. The price was fluctuated in the range of US\$42.98 to US\$59.99. 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\$42.98到US\$59.99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

623

Average Sales Rank

167,906

Average Price





























\$31.26

Average Rating Number

725

Opportunity Score ?

6 High Demand
with low comp.












#	Actions	Product Name	Brand	Price	Mo. Sales	D. Sales	Mo. Revenue	Date First Available	Net
1	  	 Halloween Wreaths for Front Do... B0B6VNXLN9	PUPPY GO	\$24.89	1,268	48	\$31,561	07/18/2022	--i
2	  	 Fall Wreath for Front Door, 24 In... B0B5DG9TQF	MISSPIN	\$49.99	480	21	\$23,995	06/29/2022	\$31.65
3	  	 Peyan Fall Wreath for Front Door... B0B8SKMJJD	Peyan	\$20.99	1,023	34	\$21,473	08/26/2022	...
4	  	 Nearly Natural 24\" Peony Wreath... B00BEJ79OQ	Nearly Nat...	\$83.05	60	1	\$4,983	04/15/2011	\$55.95
5	  	 Pinkpum Wreaths for Front Door... B08QFBHYZC	Pinkpum	\$20.69	1,244	37	\$25,738	12/12/2020	\$11.8
6	  	 CEWOR Artificial Eucalyptus Wre... B07SZBBRPX	CEWOR	\$13.99	691	34	\$9,667	06/13/2019	\$8.12
7	  	 Artificial Daisy Wreath - 22 Inch... B08T7DVF4L	LSKYTOP	\$27.99	25	1	\$700	01/16/2021	\$20.25

The Average Selling Price was **US\$31.26**
(range of selling prices **US\$13.99 - US\$83.05**).
The Average Monthly Sales were **623 units**.

產品平均銷售價是**US\$31.26**
(價格範圍**US\$13.99 - US\$83.05**)。
每月平均售出**623件**。

SOFTWARE DATA ANALYSIS

軟件數據分析

Keyword	30-Day Search Trend	30-Day Search Volume (Exact)	30-Day Trend	Category	PPC Bid (Exact)	PPC Bid (Broad)	Ease to Rank	Relevancy Score
<input type="checkbox"/> door wreaths		1,030	↓ 36%	Home & Kitchen	\$0.78	\$0.96	Easy	-
<input type="checkbox"/> wreaths for front door		27,942	↓ 35%	Home & Kitchen	\$1.11	\$1.06	Somewhat Difficult	74
<input type="checkbox"/> front porch decor		27,449	↓ 25%	Home & Kitchen	\$0.77	\$0.77	Easy	7
<input type="checkbox"/> front door decor		19,142	↓ 25%	Home & Kitchen	\$0.86	\$0.86	Moderate	28
<input type="checkbox"/> wreath		17,196	↓ 22%	Home & Kitchen	\$1.05	\$1.11	Very Difficult	42
<input type="checkbox"/> front door wreath		15,722	↓ 35%	Home & Kitchen	\$0.92	\$0.99	Moderate	64
<input type="checkbox"/> summer wreaths for front door		14,238	↓ 44%	Home & Kitchen	-	-	Easy	18
<input type="checkbox"/> door wreaths for front door outside		8,873	↓ 40%	Home & Kitchen	-	-	Easy	56
<input type="checkbox"/> summer wreath		8,442	↓ 41%	Home & Kitchen	\$1.05	\$1.10	Difficult	15
<input type="checkbox"/> door wreath		8,004	↓ 21%	Home & Kitchen	\$0.84	\$0.97	Moderate	57
<input type="checkbox"/> fall wreath		7,297	↑ 155%	Home & Kitchen	\$0.69	\$0.69	Very Difficult	45

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



This item: Glitzhome 22" D Artificial Greenery Lemon Wreath Decorative Spring Summer Wreath
\$42⁹⁸



Valery Madelyn 24 Inch Lemon Wreath for Front Door, Fall Summer Fruit Wreath with Yellow Lemons
\$69⁹⁹



Avera Products | Welcome Lemons, Natural Coir Fiber Doormat, Anti-Slip PVC Mat Back
\$25⁹⁹

Total price: \$138.96

Add all three to Cart

i These items are shipped from and sold by different sellers.
[Show details](#)

4 stars and above

Sponsored ⓘ



Glitzhome 22" D Artificial Greenery Lemon Wreath Decorative Wreath for Front Door
★★★★☆ 170
\$42.98 ✓prime
Save 5% with coupon



Fall Peony and Pumpkin Wreath, Autumn Year Round Wreaths for Front Door, Artificial...
★★★★☆ 426
#1 New Release
\$23.99
Save 8% with coupon



Valery Madelyn 24 Inch Lemon Wreath for Front Door, Fall Summer Fruit Wreath with Yellow Lemons
★★★★☆ 421
\$69.99 ✓prime
Save 5% with coupon



HANTAJANSS Artificial Tulip Flower Wreaths for Front Door 20 Inches, Silk Fake Flowers
★★★★☆ 143
\$39.99 ✓prime



Valery Madelyn 24 inch Fall Wreaths Decor for Front Door, Fruit Summer Farmhouse Wreath
★★★★☆ 71
\$59.99 ✓prime



Green Eucalyptus Wreath, Artificial Eucalyptus Leaves Wreath with Big White Flowers
★★★★☆ 2,936
\$23.99 ✓prime

Door wreaths can be bundle selling or cross-selling with other accessories to further increase the revenue.

花環門掛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



春季花环门挂亚马逊跨境仿真四季柠檬花环节日装饰壁挂独立站摆件

★★★★★ 0条评价 | 90天内 <10 个成交

本产品采购属于商业贸易行为 举报

批发

代发

价格

起批量

US\$ 5.36

2个起批

服务






48小时发货 · 极速退款 · 不支持七天无理由退货 · 运费险

物流

浙江省 金华市 至 请选择

快递 ¥5起

付款成功后2天内安排发货

尺寸	<div> A款</div>	38.00元	10000个可售	<div>- 0 +</div>
	<div> B款</div>	38.00元	10000个可售	<div>- 0 +</div>
	<div> C款</div>	38.00元	10000个可售	<div>- 0 +</div>
	<div> D款</div>	38.00元	10000个可售	<div>- 0 +</div>
	<div> E款</div>	38.00元	10000个可售	<div>- 0 +</div>

立即订购

加进货单

跨境铺货

☆ 收藏(0)

代購



https://reurl.cc/pM0R2l

Attribute	Product	Optimum (Reference)
Price	US\$42.98	US\$20- US\$80
Number of Category Listing	< 1000	< 1000
1st BSR	#2,451 in Wreaths	< 3000
Number of Review	21	< 500
Review and Rating	4.6	4 stars and above
Selling History	964 DAYS	< 3 years (< 1100 days)
Seasonality	No	No
Geographical Limitation	No	No
Weight	0.99 lbs	< 1lbs
Size (Dimensions)	22 x 4 x 22 inches	Longest side < 15 inches
Shipping Cost	2.8% of Selling Price	< 33% of Selling Price
Profit per Unit	US\$19.16	> US\$8
Profit Margin	44.57%	> 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

door wreaths



This is a **brand-able** 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

