



# PRODUCT RESEARCH REPORT

**JANUARY 2023-2**



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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

Clothes Organizers



Name	Clothes Organizers
Avg. Monthly Sale	4000 units
Avg. selling price	US\$ 29
Avg. purchasing cost	RMB 20
Average review	24
Opportunity Score	7
Profit	Medium
Demand	High
Competition	Low

Product Price	\$	20.98
Taxes including VAT	%	<input type="text"/>
Product Cost	\$	2.95
Shipping Cost	\$	1
CPC Cost	\$	<input type="text"/>
Measurement System <input checked="" type="radio"/> inch-lb <input type="radio"/> cm-kg		
Product Weight	pounds	0.85
Product Size	inch	17.30x11.80x8.70
Package Weight	pounds	<input type="text"/> 1.76
Package Size	inch	16.97x9.61x2.91
Date First Available		Jun 19, 2022
Monthly Storage	\$	<input type="text"/> 0.21
Fulfillment fee	\$	5.40
Referral Fee	\$	3.15
Est Monthly Sales	pcs.	<input type="text"/> 401
Total FBA Fee	\$	8.76
Profit per Unit	\$	8.27
Net Margin	%	39.44
ROI	%	209.47
Est Monthly Profit	\$	3,317.83

According to the results from different data analysis softwares,  
the profit per unit is **US\$8.27**,  
the profit margin per unit is **39.44%**.

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\$8.27** 每件產品有**39.44%**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    :CLOTHES ORGANIZERS

● clothes organizers  
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 ?

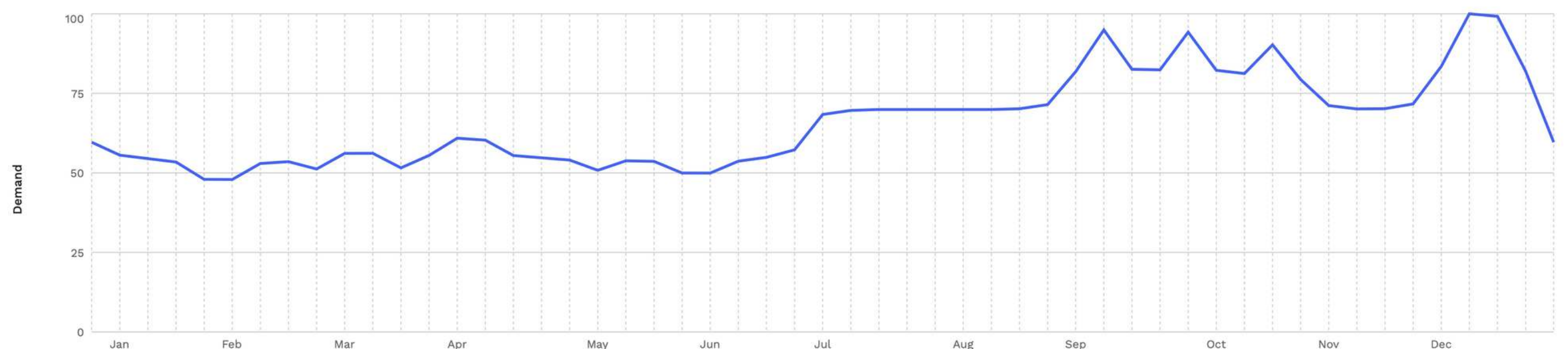
↓ <> ↻



### 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 clothes organizers. There is a no periodic pattern in the past five years in search.

據不同的趨勢分析，這是低季節性產品

## PRICE AND RETURN TRACKING 價格和退貨率分析



Software analysis showed the pricing and return rate for clothes organizers. The price was fluctuated in the range of US\$16.99 to US\$26.99. 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\$26.99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
4K

Average Revenue
\$89K

Average Price
\$29.00

Average No. of Ratings
4K

Opportunity Score
7

High Demand
with Low comp.

Search by name or ASIN









Filter Results

Keyword Cloud

Downloads and Trends

Showing 71 products
Load more

Customize View

#	Actions	Product Name	Brand	Price	Mo. Sales	D. Sales	Mo. Revenue	Date First Available	P
1	<div> <div></div> <div></div> <div></div> </div>	<div>  MANZOO Large Clos... <div> AD B09WVLYLCM </div> </div>	MANZOO	\$29.99	30	1	\$899.70	03/30/2022	
2	<div> <div></div> <div></div> <div></div> </div>	<div>  MANZOO Storage B... <div> AD B09XXFLLYN </div> </div>	MANZOO	\$24.99	-	-	\$0.00	04/14/2022	
3	<div> <div></div> <div></div> <div></div> </div>	<div>  MANZOO Storage B... <div> AD B0B3HYN2PL </div> </div>	MANZOO	\$15.99	-	-	\$0.00	06/08/2022	
4	<div> <div></div> <div></div> <div></div> </div>	<div>  Yancorp 3PCS Draw... <div> AD B09Q2YNZCH </div> </div>	Yancorp	\$17.99	156	5	\$2,860.41	01/10/2022	
5	<div> <div></div> <div></div> <div></div> </div>	<div>  Unmundane 7-Grid ... <div> AD B09X9FZQD2 </div> </div>	Unmundane	\$20.98	568	18	\$3,063.08	06/19/2022	
6	<div> <div></div> <div></div> <div></div> </div>	<div>  VIOSHOP 6 PCS Lar... <div> AD B09TWTY449 </div> </div>	VIOSHOP	\$44.99	349	11	\$15,791.49	03/31/2022	
7	<div> <div></div> <div></div> <div></div> </div>	<div>  4PCS Wardrobe Clo... <div> B09KXZS8WD </div> </div>	TOOVREN	\$23.99	4,326	144	\$103,780.74	11/03/2021	
8	<div> <div></div> <div></div> <div></div> </div>	<div>  6 Pack Sock Under... <div> B0B4D8DZRX </div> </div>	Criusia	\$24.99	8,066	268	\$197,920.80	06/17/2022	

The Average Selling Price was **US\$29.00**  
(range of selling prices **US\$15.99 - US\$44.99**).  
The Average Monthly Sales were **4000 units**.

產品平均銷售價是**US\$29.00**  
(價格範圍**US\$15.99 - US\$44.99**)。  
每月平均售出**4000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
<input type="checkbox"/> clothes organizers		624	↑58%	Home & Kitchen	\$1.02	\$1.02	Easy
<input type="checkbox"/> closet organizers and storage		643,379	↓1%	Home & Kitchen	\$1.03	\$1.01	Moderate
<input type="checkbox"/> organization and storage		488,590	↑13%	Home & Kitchen	\$0.82	\$1.08	Moderate
<input type="checkbox"/> drawer organizer		433,396	↑4%	Home & Kitchen	\$0.92	\$1.16	Very Difficult
<input type="checkbox"/> closet organizer		242,761	↓1%	Home & Kitchen	\$0.90	\$1.22	Very Difficult
<input type="checkbox"/> storage		206,976	↓1%	Home & Kitchen	\$0.89	\$1.05	Very Difficult
<input type="checkbox"/> organizer		171,147	↑18%	Home & Kitchen	\$0.89	\$1.04	Very Difficult
<input type="checkbox"/> clothes organizer		103,789	↑25%	Home & Kitchen	\$1.01	\$1.02	Moderate
<input type="checkbox"/> drawer organizers for clothing		90,488	↑34%	Home & Kitchen	\$1.14	\$0.96	Moderate
<input type="checkbox"/> closet		82,665	↓8%	Home & Kitchen	\$0.66	\$1.11	Very Difficult
<input type="checkbox"/> organizers and storage		71,573	↑52%	Kitchen & Dining	\$1.24	\$1.10	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。



Frequently bought together



Total price: **\$48.09**

Add all three to Cart

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

- This item:** Unmundane 7-Grid Gray Linen Wardrobe Clothes Organizer (2-Pack) | Large, Reinforced, Washable, & Foldable **\$20.98 (\$10.49/Count)**
- Amazon Basics Underwear Dresser Drawer Organizers, 2- Pack **\$10.13 (\$5.07/Count)**
- 3 Pack Sock Underwear Organizer Dividers, 64 Cell Drawer Organizers Fabric Foldable Cabinet Closet Organizers and more **\$16.98 (\$5.66/Count)**

Customers frequently viewed

Sponsored | Popular products in the last 7 days



Wardrobe Clothes Organizer for Folded Clothes, Closet Organizers and more  
★★★★☆ 123  
**\$18.99** ✓prime



Fixwal 4pcs Wardrobe Clothes Organizer and Storage with Support Board Foldable Jeans Organizer  
★★★★★ 1  
**\$18.99** (\$4.75/Count) ✓prime



Jeans Organizer for Closet Extra Large 7 Grids, TOOOREN Upgraded Wardrobe Organizer  
★★★★☆ 1,839  
**\$35.99** ✓prime



DIMJ Wardrobe Clothes Organizer Foldable Jeans Drawer Organizer, Closet Organizers and more  
★★★★☆ 419  
**\$18.99** (\$9.50/Count) ✓prime  
Save 10% with coupon



XGOLD Large 6 Grids Wardrobe Clothes Organizer Jeans Organizer Closet Organizer  
★★★★☆ 38  
**\$20.96** ✓prime  
Save 5% with coupon



Prisame Wardrobe Clothes Organizer, 7 Grids Clothes Organizer for Folded Clothes, Wardrobe Organizer  
★★★★☆ 39  
**\$17.99** ✓prime  
Save 8% with coupon

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

褲子衣服收納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



裤子衣服收纳神器分格盒牛仔裤分隔整理袋家用衣柜分层放衣物筐箱

★★★★★ 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\$ 1.40 ~ US\$ 1.60

2个起批

优惠

500件混批

查看

服务

运费险 · 极速退款 · 7天包换 · 材质保障

物流

安徽 黄山 至 请选择

运费：选择收货地后展示运费

付款成功后3天内安排发货

颜色

5格灰色36\*25\*20CM

9.50元

300个可售

- 0 +

7格灰色36\*25\*20CM

10.00元

310个可售

- 0 +

9格灰色32\*25\*17CM

9.60元

330个可售

- 0 +

立即订购

加采购车

跨境铺货

☆ 收藏(1)

代購

咨询  
客服

手机  
下单

采购车

意见  
反馈



https://ssur.cc/d9c9pNL



Attribute	Product	Optimum (Reference)
Price	US\$20.98	US\$20- US\$80
Number of Category Listing	< 1000	< 1000
1st BSR	#142 in Closet Mounted Storage & Organization Systems	< 3000
Number of Review	24	< 500
Review and Rating	4.3	4 stars and above
Selling History	202 DAYS	< 3 years (< 1100 days)
Seasonality	No	No
Geographical Limitation	No	No
Weight	0.85 lbs	< 1lbs
Size (Dimensions)	17.3 x 11.8 x 8.7 inches	Longest side < 15 inches
Shipping Cost	5% of Selling Price	< 33% of Selling Price
Profit per Unit	US\$8.27	> US\$8
Profit Margin	39.44%	> 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	No	Yes
Consumable	No	Yes
Room for Improvement	Yes	Yes
Fragile or Hazardous to Ship	No	No



**PRODUCT KEYWORD**

產品關鍵字

Clothes Organizers



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

