



# PRODUCT RESEARCH REPORT

JULY 2023-1



The information and material contained in this product analysis report are for reference only. This report has been produced in accordance with its current practices and policies, and with the benefit of information currently available to it. All reasonable efforts have been made to ensure the accuracy of the contents of this report at the time of preparation.

Notwithstanding all effort made by the company to ensure the accuracy of this report, no responsibility or liability is accepted by the company in respect of any use or reference to the report or for any inaccuracies, omissions, mis-statements or errors in the said material, or for any economic or other loss which may be directly or indirectly sustained by any person who obtains access to the material on this report.

The material and information in this report is for general information only and nothing in the report contains professional advice. The company takes no responsibility for any loss caused as a result of reading the contents of this report. No claims, actions or legal proceedings in connection with the report brought by any person having reference to the material on the report will be entertained by the company, it means that you have confirmed and accepted that you must use it at your own risk. The company shall not be liable for any direct, indirect, incidental, consequential, special, punitive or punitive damages or damages related to the loss of profits or lost profits arising from the use, browsing or inability to use this report.

本商品分析報告所提供的資料只作參考用途。對於因使用商品分析報告的任何東西，包括但不限於任何 錯誤、誤差、遺漏、或侵權性質、誹謗性質或虛假性質的信息或任何其他可導致冒犯或在其他方面引致發生任何追索或投訴的資料或遺漏，而導致之任何損失或損害，本公司概不承擔任何有關責任。閣下瀏覽及使用商品分析報告，即代表閣下經已確認及接納閣下須就商品分析報告的使用，自承風險。對於任何因使用、瀏覽或無法使用本網頁而產生的直接、間接、附帶、相應而生、特別、懲戒性或懲罰性的損害或有關損失利潤或損失收益的損害賠償，本公司概不承擔任何責任。

## 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

Coffee To Go Box



Name	Coffee To Go Box
Avg. Monthly Sale	3976 units
Avg. selling price	US\$ 30.29
Avg. purchasing cost	RMB 12.5
Average review	10
Opportunity Score	8
Profit	High
Demand	High
Competition	Low

Product Price	\$	<input type="text" value="49.95"/>	Measurement System	<input checked="" type="radio"/> inch-lb	<input type="radio"/> cm-kg
Taxes including VAT	%	<input type="text" value=""/>	Product Weight	pounds	2.75
Product Cost	\$	<input type="text" value="1.73"/>	Product Size	inch	17.56x12.56x6.26
Shipping Cost	\$	<input type="text" value="3.46"/>	Package Weight	pounds	<input type="text" value=""/> 2.76
CPC Cost	\$	<input type="text" value=""/>	Package Size	inch	17.56x12.56x6.26
			Date First Available		Feb 10, 2020
Monthly Storage	\$	<input type="text" value=""/> 0.70	Total FBA Fee	\$	<input type="text" value=""/> 14.58
Fulfillment fee	\$	6.39	Profit per Unit	\$	30.18
Referral Fee	\$	7.49	Net Margin	%	60.43
Est Monthly Sales	pcs.	<input type="text" value="145"/>	ROI	%	581.60
			Est Monthly Profit	\$	4,376.82

According to the results from different data analysis softwares,  
the profit per unit is **US\$30.18**,  
the profit margin per unit is **60.43%**.

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\$30.18** 每件產品有**60.43%**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    **COFFEE TO GO BOX**

● coffee to go box  
搜尋字詞

+ 比較

美國 ▼

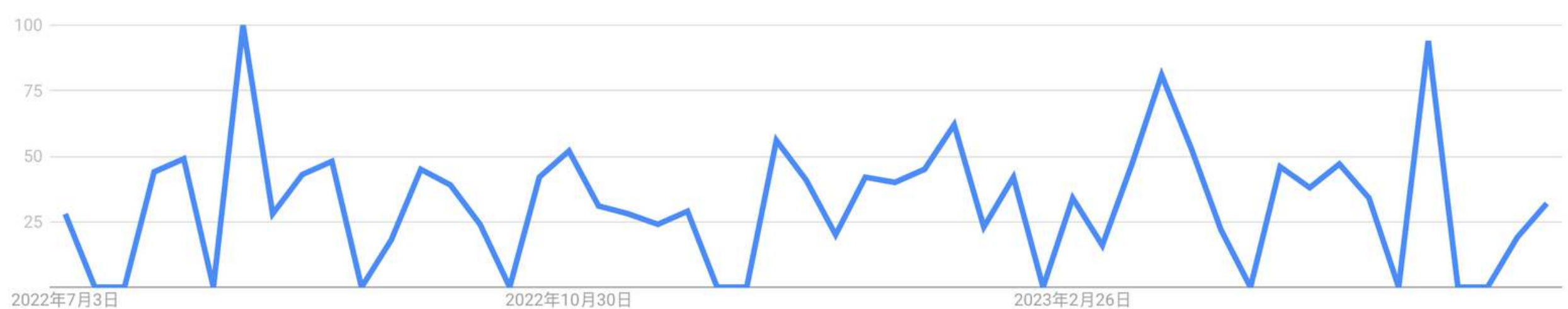
過去 12 個月 ▼

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 Coffee To Go Box. 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 Coffee To Go Box. The price was fluctuated in the range of US\$41.95 to US\$49.95. 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\$41.95到US\$49.95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

3,976

Average Revenue

\$95,249

Average Price

\$30.29

Average No. of Ratings

6,574

Opportunity Score ?

8

High Demand

with Low comp.

Search by name or ASIN

Q

Filter Results

Filter Results

Keyword Cloud

Keyword Cloud

Show Hidden Rows

Show Hidden Rows

Downloads and Trends

Downloads and Trends

Showing 58 products

Load more

Customize View

#	Actions	Product Name	Brand	Price	Mo. Sales	D. Sales	Mo. Revenue	Date First Available
5	<div><div></div><div></div><div></div></div>	<div><div></div><div>Cater Tek 96 Ounce...</div><div>B07GWB3MCH</div></div>	Restaurantware	\$65.98	138	5	\$9,105	08/28/2018
6	<div><div></div><div></div><div></div></div>	<div><div></div><div>[5 Pack] Disposable...</div><div>B08HDQGLS4</div></div>	Sunset	\$59.99	8	-	\$479.92	09/03/2020
7	<div><div></div><div></div><div></div></div>	<div><div></div><div>NESCAFE Taster's C...</div><div>B01HGBAJMY</div></div>	Nescafe Taste...	\$17.88	4,708	172	\$84,179	07/20/2016
8	<div><div></div><div></div><div></div></div>	<div><div></div><div>Southern Champion...</div><div>B008WCI5LY</div></div>	Southern Cha...	\$130.00	9	-	\$1,170	07/24/2012
9	<div><div></div><div></div><div></div></div>	<div><div></div><div>EcoQuality Portable...</div><div>B07Q2H2GWW</div></div>	EcoQuality	\$99.95	-	-	\$0.00	03/26/2019
10	<div><div></div><div></div><div></div></div>	<div><div></div><div>Decony MADE IN US...</div><div><div>AD</div>B07RHQB2N3</div></div>	decony	\$49.49	78	2	\$3,860	05/06/2019
11	<div><div></div><div></div><div></div></div>	<div><div></div><div>Black Rifle Coffee S...</div><div><div>AD</div>B076DH7H5R</div></div>	Black Rifle Co...	\$44.84	12,260	386	\$549,738	11/22/2016
12	<div><div></div><div></div><div></div></div>	<div><div></div><div>Death Wish Coffee I...</div><div><div>AD</div>B081TMDLXF</div></div>	Death Wish C...	\$11.99	2,643	89	\$31,690	12/20/2019

The Average Selling Price was **US\$30.29**  
(range of selling prices **US\$11.99 - US\$130**).  
The Average Monthly Sales were **3976 units**.












產品平均銷售價是**US\$30.29**  
(價格範圍**US\$11.99 - US\$130**)。

每月平均售出**3976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"/> coffee to go box		450	↑104%	Kitchen & Dining	\$0.66	\$0.71	Easy
<input type="checkbox"/> instant coffee		229,344	↓2%	Grocery & Gourmet Food	-	-	Very Difficult
<input type="checkbox"/> cold brew		171,034	↑26%	Grocery & Gourmet Food	\$1.63	\$1.84	Very Difficult
<input type="checkbox"/> cold brew coffee		105,416	↑34%	Grocery & Gourmet Food	\$1.78	\$2.03	Difficult
<input type="checkbox"/> iced coffee		98,716	↑2%	Grocery & Gourmet Food	\$2.33	\$1.11	Difficult
<input type="checkbox"/> javy coffee concentrate		53,793	↓4%	Grocery & Gourmet Food	-	-	Easy
<input type="checkbox"/> coffee concentrate		31,303	↑13%	Grocery & Gourmet Food	-	-	Very Difficult
<input type="checkbox"/> instant coffee packets		26,404	↑16%	Grocery & Gourmet Food	-	-	Moderate
<input type="checkbox"/> cold brew concentrate		21,567	↑34%	Grocery & Gourmet Food	\$2.46	\$1.70	Moderate
<input type="checkbox"/> ice coffee		20,960	↑59%	Grocery & Gourmet Food	\$1.67	\$0.89	Easy
<input type="checkbox"/> to go coffee cups with lids		20,791	↓19%	Health & Household	-	-	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。




Frequently bought together



**This item:** [5 Pack] Disposable Coffee Dispenser, Insulated Hot Cold Bulk Beverage Server Caraf...

\$49<sup>95</sup> (\$9.99/Item)


+



Cater Tek 96 Ounce Disposable Coffee Dispensers, 10 Insulated Coffee Take Out Containers -...

\$65<sup>98</sup> (\$6.60/Count)

+



Decony MADE IN USA- 5 Pc. Hot Cold Bulk Beverage Server Carafe Coffee to Go Container- 96 Oz....

\$49<sup>49</sup> (\$9.90/Count)

Total price: \$165.42

Add all three to Cart

Some of these items ship sooner than the others.

Show details

Related Climate Pledge Friendly items

Page 1 of 6



Bhakti Fair Trade Dairy Free Premium Chai Tea - Original Concentrate (32 ounce, 6 Pack) -...

★★★★☆ 579

Amazon's Choice in Chai Tea

\$59.95 (\$0.31/Fl Oz)

Get it as soon as **Sunday, Jul 2**

FREE Shipping on orders over \$25 shipped by Amazon

Climate Pledge Friendly



Kraft Paper Hot Cup Sleeve Jacket Holder | Corrugated Cardboard Protective Hot And Col...

★★★★☆ 355

Amazon's Choice in Disposable Cups

\$22.99

Get it as soon as **Sunday, Jul 2**

FREE Shipping on orders over \$25 shipped by Amazon

Climate Pledge Friendly



Tork Xpressnap Natural Dispenser Napkin N4, Universal, Interfold 1-ply, 13" x 8.5", 12 x 500 napkins, DX906E

★★★★☆ 176

\$82.99 (\$0.01/Count)

Get it as soon as **Sunday, Jul 2**

FREE Shipping on orders over \$25 shipped by Amazon

Climate Pledge Friendly



Jade Leaf Organic Ceremonial Grade Matcha Green Tea Powder - Authentic...

★★★★☆ 91,068

#1 Best Seller in Matcha Tea

\$119.95 (\$7.50/Ounce)

Get it as soon as **Sunday, Jul 2**

FREE Shipping on orders over \$25 shipped by Amazon

Climate Pledge Friendly



Premium Japanese Ceremonial Matcha Green Tea Powder - 1st Harvest HIGHEST Grade - USDA & JAS Organic ...

★★★★☆ 591

\$35.95 (\$8.99/Ounce)

Get it as soon as **Sunday, Jul 2**

FREE Shipping on orders over \$25 shipped by Amazon

Climate Pledge Friendly



magnus Disposable 2.5" Mini Palm Leaf Bowl, 1.5oz Bamboo Bowl Like Party Pack (100 Pc) for...

★★★★☆ 70

Amazon's Choice in Disposable Bowls

\$18.99 (\$0.19/Count)

Get it as soon as **Sunday, Jul 2**

FREE Shipping on orders over \$25 shipped by Amazon

Climate Pledge Friendly



Weemium Wooden Forks Disposable - 100 Splinter-free 6.5" Compostable Forks - Biodegradable and Eco...

★★★★☆ 38

\$13.99

Get it as soon as **Monday, Jul 3**

FREE Shipping on orders over \$25 shipped by Amazon

Climate Pledge Friendly

Coffee To Go Box can be bundle selling or cross-selling with other accessories to further increase the revenue.

一次性裝咖啡手提箱整套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

定制3升啤酒包装纸箱盒中袋套装印刷 一次性装咖啡手提箱整套

本产品采购属于商业贸易行为 举报 器



视频 1 商品 7 加工图样 7



定制价 **¥2.50** 1000PCS起定

安心购 延期必赔 · 品质保障 · 资金安全

- 服务 运费险 · 安心购品质险 · 安心购交期险 · 极速退款 · 交期保障 · 不支持七天无理由退货
- 支付 支付宝 网上银行 大额支付
- 物流 广东 广州 至 请选择 运费: 选择收货地后展示运费 最快支付后5天发货
- 支持 选款定制 1000PCS起订 贴牌 订货生产 按需定制 1000件起订 来样加工 来图加工 贴牌加工
- 出货 打样 预计2天 1000件 预计5天 3000件 预计7天 5000件 预计7天

选款定制 贴牌、换包装等轻定制

按需定制

打样

纸(板)材质

灰底白

牛皮纸

尺寸	1L	2.50元	- 0 +
	2L	2.50元	- 0 +
	3L	2.50元	- 0 +



<https://reurl.cc/2WR3R4>



Attribute	Product	Optimum (Reference)
Price	US\$49.95	US\$20- US\$80
Number of Category Listing	< 1000	< 1000
1st BSR	#178 in <u>Iced Beverage Dispensers</u>	< 3000
Number of Review	10	< 500
Review and Rating	4.2	4 stars and above
Selling History	1233 DAYS	< 3 years (< 1100 days)
Seasonality	No	No
Geographical Limitation	No	No
Weight	2.75 lbs	< 1lbs
Size (Dimensions)	10"L x 6"W x 7"H	Longest side < 15 inches
Shipping Cost	6.9% of Selling Price	< 33% of Selling Price
Profit per Unit	US\$30.18	> US\$8
Profit Margin	60.43%	> 60%
Opportunity Scores	8 (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

Coffee To Go Box



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

