



**PRODUCT
RESEARCH
REPORT**

FEBRUARY 2024



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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

Card Holder



Name	Card Holder
Avg. Monthly Sale	1532 units
Avg. selling price	US\$ 23.41
Avg. purchasing cost	RMB 1.2
Average review	60
Opportunity Score	6
Profit	Medium
Demand	High
Competition	Medium

Product Price	\$	<input type="text" value="46.99"/>	Measurement System	<input checked="" type="radio"/> inch-lb	<input type="radio"/> cm-kg
Taxes including VAT	%	<input type="text" value="0"/>	Product Weight	pounds	6.35
Product Cost	\$	<input type="text" value="8"/>	Product Size	inch	3.52x2.52x0.01
Shipping Cost	\$	<input type="text" value="4.5"/>	Package Weight	pounds	<input type="text" value="6.36"/>
CPC Cost	\$	<input type="text"/>	Package Size	inch	7.56x6.89x4.84
Monthly Storage	\$	<input type="text" value="0.13"/>	Date First Available	Mar 24, 2022	
Fulfillment Fee	\$	8.45	Total FBA Fee	\$	<input type="text" value="15.63"/>
Referral Fee	\$	7.05	Profit per Unit	\$	18.86
Est Monthly Sales	pcs.	<input type="text" value="826"/>	Net Margin	%	40.14
			ROI	%	67.06
			Est Monthly Profit	\$	15,580.86

According to the results from different data analysis softwares,
the profit per unit is **US\$18.86**,
the profit margin per unit is **40.14%**.

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\$18.86** 每件產品有**40.14%**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 **CARD HOLDER**

● card holder
搜尋字詞

+ 比較

美國 ▾

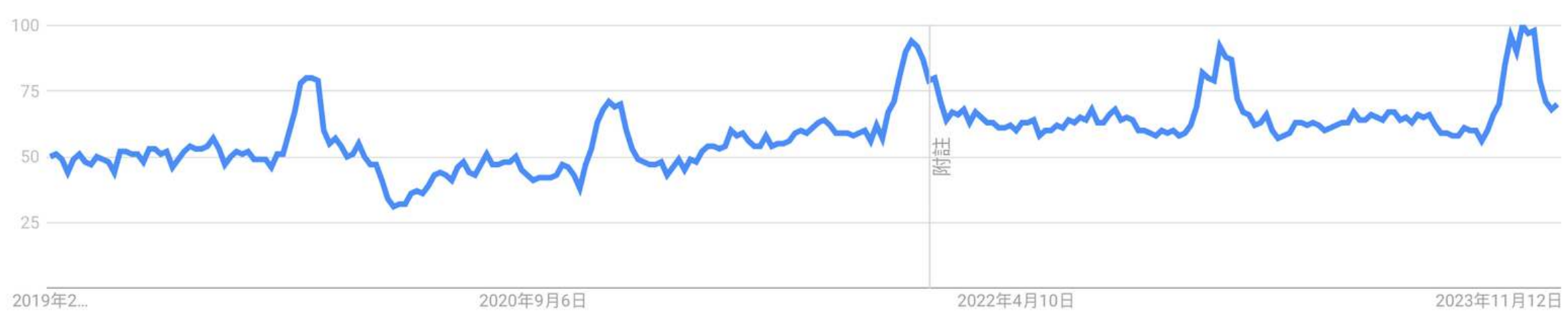
過去 5 年 ▾

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 Card Holder. There is a no periodic pattern in the past 5 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 card holder. The price was fluctuated in the range of US\$43.99 to US\$65.95. 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\$43.99到US\$65.95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 1,532	Average Revenue \$28,603	Average Price \$23.41	Average No. of Ratings 841	Opportunity Score [?] 6 High Demand with Medium comp.					
Search by name or ASIN <input type="text"/> <input type="button" value="Q"/> <input type="button" value="Filter Results"/> <input type="button" value="Keyword Cloud"/> <input type="button" value="Show Hidden Rows"/> <input type="button" value="Downloads and Trends"/>									
Showing 59 products <input type="button" value="Load more"/>		<input type="button" value="Customize View"/>							
#	Actions	Product Name	Brand	Price	Monthly Units Sold	Daily Units Sold	Monthly Revenue	Date First Available	Number of Ratings
<input type="checkbox"/> 5	<input type="button" value="+"/> <input type="button" value="🔗"/> <input type="button" value="🏷️"/>	2023 Panini Prestige... B0CMV5T7NW	Panini Prizm	\$32.90	2,647	99	\$87,086	11/14/2023	
<input type="checkbox"/> 6	<input type="button" value="+"/> <input type="button" value="🔗"/> <input type="button" value="🏷️"/>	2023 Panini Prizm F... B0CR1Y2QT7	Panini	\$34.99	7,742	217	\$270,893	12/29/2023	
<input type="checkbox"/> 7	<input type="button" value="+"/> <input type="button" value="🔗"/> <input type="button" value="🏷️"/>	2022-2023 Panini Pr... B0CLB8R28X	Panini Prizm	\$33.70	641	20	\$21,602	10/20/2023	
<input type="checkbox"/> 8	<input type="button" value="+"/> <input type="button" value="🔗"/> <input type="button" value="🏷️"/>	Stack 52 HIIT Interv... B00UBZ1BNE	Stack 52	\$23.97	199	7	\$4,770	04/01/2015	
<input type="checkbox"/> 9	<input type="button" value="+"/> <input type="button" value="🔗"/> <input type="button" value="🏷️"/>	TABLETOPICS Famil... B001DYOE4	TableTopics	\$25.00	214	4	\$5,350	06/16/2011	
<input type="checkbox"/> 10	<input type="button" value="+"/> <input type="button" value="🔗"/> <input type="button" value="🏷️"/>	Fitletic Modern Spor... B06WGS2T5C	Fitletic	\$26.99	81	2	\$2,186	02/17/2017	
<input type="checkbox"/> 11	<input type="button" value="+"/> <input type="button" value="🔗"/> <input type="button" value="🏷️"/>	Bucket Ball Beach ... B07G7H23HX	Bucket Ball	\$119.99	129	4	\$15,479	08/06/2018	
<input type="checkbox"/> 12	<input type="button" value="+"/> <input type="button" value="🔗"/> <input type="button" value="🏷️"/>	100 Count TopLoad... B09XQ698F5	Mlikero	\$14.99	2,546	57	\$38,165	04/12/2022	

The Average Selling Price was **US\$23.41**
(range of selling prices **US\$14.99 - US\$119.99**).
The Average Monthly Sales were **1532 units**.

產品平均銷售價是**US\$23.41**
(價格範圍**US\$14.99 - US\$119.99**)。
每月平均售出**1532件**。

SOFTWARE DATA ANALYSIS 軟件數據分析

Keyword		Search Trend 30-Day	Exact Search Volume 30-Day	Category	PPC Bid Exact	PPC Bid Broad	Ease to Rank
<input type="checkbox"/> card holder	Ⓐ	5%	223,920	Clothing, Shoes & Jewelry	\$0.75	\$1.00	● Very Difficult
<input type="checkbox"/> wallet for men	Ⓐ	52%	711,866	Clothing, Shoes & Jewelry	\$1.58	\$1.60	● Somewhat Difficult
<input type="checkbox"/> mens wallet	Ⓐ	53%	501,422	Clothing, Shoes & Jewelry	\$1.33	\$1.74	● Moderate
<input type="checkbox"/> wallet	Ⓐ	31%	490,565	Clothing, Shoes & Jewelry	\$1.08	\$1.36	● Very Difficult
<input type="checkbox"/> business card holder	Ⓐ	6%	310,256	Office Products	\$0.66	\$0.71	● Very Difficult
<input type="checkbox"/> ridge wallets for men	Ⓐ	57%	138,872	Clothing, Shoes & Jewelry	\$1.92	\$2.09	● Easy
<input type="checkbox"/> credit card holder for women	Ⓐ	6%	118,054	Clothing, Shoes & Jewelry	\$0.60	\$0.50	● Easy
<input type="checkbox"/> small wallets woman	Ⓐ	30%	116,901	Clothing, Shoes & Jewelry	-	-	● Easy
<input type="checkbox"/> keychain wallet	Ⓐ	3%	97,670	Clothing, Shoes & Jewelry	\$0.61	\$0.74	● 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: \$80.32

Add all 3 to Cart

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

This item: 50 ct Magnetic Card Holder for Trading Cards - 35 pt Card Protectors Hard Plastic Fit...
\$46⁹⁹

Ultra PRO 3" x 4" Clear Regular Top Loaders for Cards with Sleeves Bundle Standard Size...
\$27³³

Ultra PRO Clear Card Sleeves for Standard Size Trading Cards measuring 2.5" x 3.5" (500 coun...
\$6⁰⁰

Products related to this item

Page 1 of 35

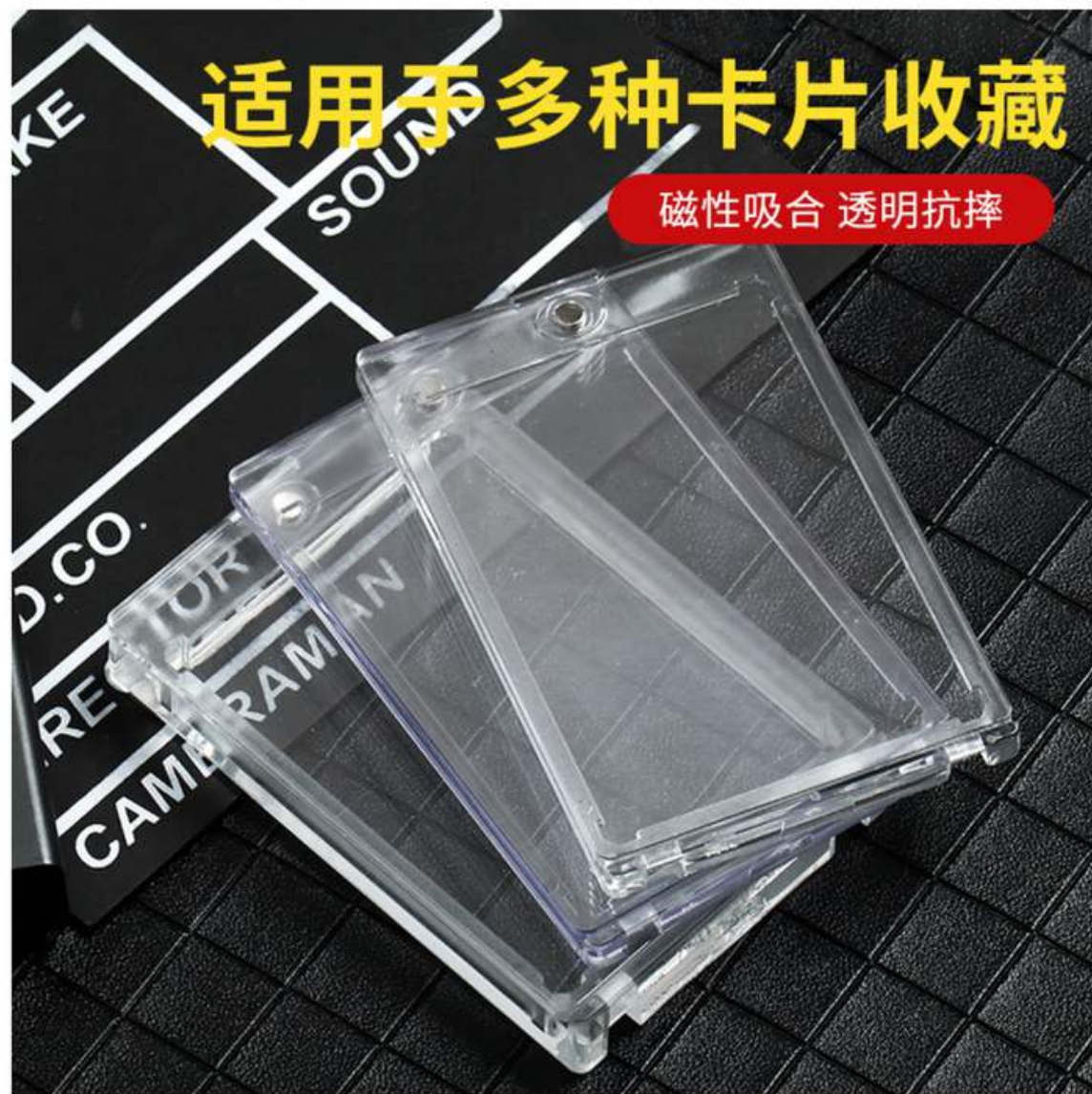
Sponsored

<p>Vault X Magnetic Card Holders - 35pt for Trading Cards & Sports Cards (5 Pack) ★★★★☆ 274 \$11.99 ✓prime</p>	<p>50ct Magnetic Card Holder 35pt, Card case Holder for Trading Cards · Card... ★★★★☆ 70 \$42.99 ✓prime</p>	<p>Lzerking Magnetic Card Holders 12 Pack, 130PT One Touch Card Holder for Trading Car... ★★★★☆ 36 \$23.99 ✓prime</p>	<p>50 Pieces Magnetic Card Holders for Trading Cards, 35 Pt Hard Card Case Card Protec... ★★★★☆ 35 \$39.99 ✓prime</p>	<p>35pt Magnetic Card Holder for Trading Cards, 24 Pack Baseball Cards Protectors Hard... ★★★★☆ 126 \$26.99 ✓prime Save \$2.00 with coupon</p>	<p>40 Pieces Thick Magnetic Card Sleeve Card Holder 35pt Hard Plastic Protector Stand... ★★★★☆ 132 \$38.99 ✓prime</p>	<p>35pt Magnetic Card Holder for Trading Cards Pack x 10 Standard One Touch Card H... ★★★★☆ 10 \$17.99 ✓prime</p>

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

透明卡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



1688严选 35PT-360PT火影 奥特NBA球星游戏王三国杀卡牌收纳保护套强磁卡砖

★★★★★ 50+ 条评价 | 一年内 6900+ 个成交

举报

批发

一件代发

加工定制

限时促销 >

距结束 60天 06 : 22 : 50

活动价

US\$ 0.16 ~ US\$ 0.82

(RMB ¥1.20) (RMB ¥5.99)

价格

¥1.20 ~ ¥6.00

起批量

10个起批

优惠

满500减5

满1000减10

满2000减20

满5000减50

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浙江温州 至 请选择 > 运费: 选择收货地 平台指导运费

3个以上 预计20小时发货 承诺7天发货 更多 >

定制

换颜色 · 换材质 · 定制 · 挂绳定制 | 10个起订 7天出货

去定制 >

规格

1688 卡砖35PT65*90MM-透明
蓝金磁铁

2.10元

874858个可
售

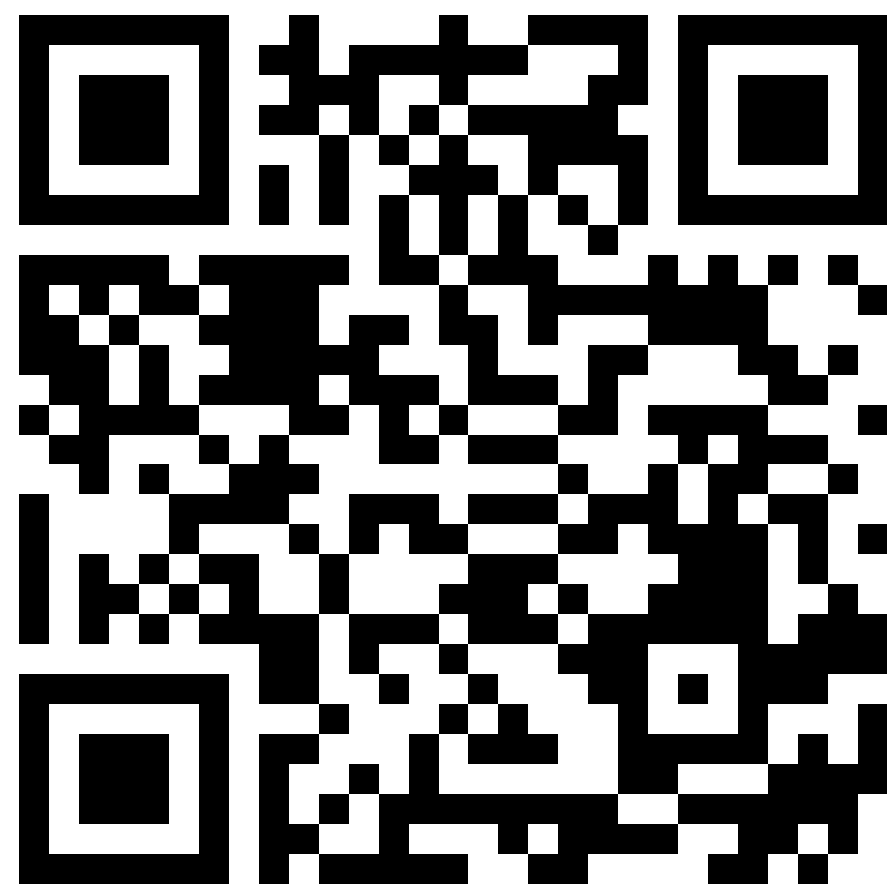
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1688 卡砖35PT65*90MM-透明
蓝银磁铁

2.10元

982602个可
售

- 0 +



<https://reurl.cc/dLQzAg>

Attribute	Product	Optimum (Reference)
Price	US\$23.41	US\$20- US\$80
Number of Category Listing	< 1000	< 1000
1st BSR	#97 in <u>Collectible Trading Card Protective Sleeves</u>	< 3000
Number of Review	60	< 500
Review and Rating	4.6	4 stars and above
Selling History	644 DAYS	< 3 years (< 1100 days)
Seasonality	No	No
Geographical Limitation	No	No
Weight	6.36 lbs	< 1lbs
Size (Dimensions)	3.52 x 2.52 x 0.01 inches	Longest side < 15 inches
Shipping Cost	9.5% of Selling Price	< 33% of Selling Price
Profit per Unit	US\$18.86	> US\$8
Profit Margin	40.14%	> 60%
Opportunity Scores	6 (High Demand with Medium 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

Card Holder



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

