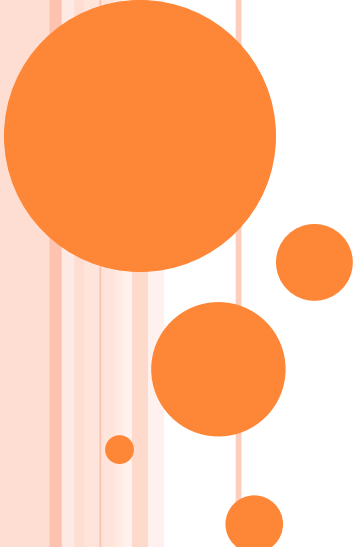


# TOPIC: AMAZON PRODUCT RESEARCH / PRODUCT HUNTING

## Difference Between Search and Research:




Search is try to find something by looking or otherwise seeking carefully and thoroughly, whereas research is the systematic investigation into and study of materials and sources in order to establish facts and reach new conclusions.

# WHAT IS AMAZON PRODUCT RESEARCH?

- Amazon Product Research is all about analyzing current market trends to choose “winning” items – something that can generate high sales.
- The idea is to search for products that you can get for cheap and yet sell for competitive prices with a good profit margin in return.
- Hence, you need to look for those “winner” products but also sell high and get fetch positive reviews.



# DIFFERENCE BETWEEN WHOLESALE/ PRIVATE LABEL/ DROP SHIPPING

- The first steps for private labelling and wholesaling on Amazon are the same. Both models source the products directly from the manufacturers. The succeeding steps are what sets one apart from the other.
  - In private labelling, sellers work closely with the manufacturers to add a label to the products. This is done to increase the value of the products. However, wholesaling is just merely selling what the manufacturers are selling. No modifications will be made, and no private labelling will be done. Price-wise, products that are sold on a wholesale basis are significantly lower than that of those that are privately labelled.
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# WHY IS IT IMPORTANT TO DO A PRODUCT RESEARCH?

- The foremost and the most crucial step to kick start as an Amazon seller is to find a kick ass product.
- It is not a big surprise that most people who look into FBA will never start unless they come up with low-competition, high-demand, and private label products.
- With an increased number of sellers and stringent selling policies, it is important to understand that those old tricks of finding products are no longer going to work in the current scenario.



# KEY ELEMENTS OF AN AMAZING PRODUCT OPPORTUNITY

Huge demand / High Demand

Low competition

Decent profit margins

Low seasonality

No legal issues

Lightweight items

Small items

Products with a room for improvement

Product with no expiry date



# THINGS TO AVOID

Avoid: Normal or common things like (Shoes, Cloths, Jewelry, Simple home product like cups, mugs, plates, simple baskets.

Common Sports Products: Bat, Balls, Basketballs, tension balls, hockey, table tension paddles etc.

Gym Products: Yoga meets, Gym gloves, towels, dumbbells, Gym bags, shirts, trousers, Resistance bands



# GENERATING A PRODUCT IDEA CAN ALSO BE DONE THROUGH THE FOLLOWING WAYS:

- Amazon's best-seller list
- Amazon storefronts
- Exploring the retail stores
- Amazon's Movers & Shakers
- Amazon Basics
- Browsing about a few products on Pinterest
- Exploring the [Shopify stores](#)
- Looking at eBay's trending list
- Checking the section – “Customers Also Bought”
- Amazon's product sub-tiers
- Seeing through the AliExpress's Weekly best-sellers list
- Keywords Suggestions





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Hello, Ammar  
Account & Lists ▾

Returns  
& Orders



≡ All

Best Sellers

Health & Household

Amazon Basics

Customer Service

Sports & Fitness

Shopper Toolkit

Beauty & Personal Care

Pet Supplies

Epic deals on your fave brands

Are you good to gift?  
Hurry, shop now.

### Keep shopping for



Organic Golden Mil... Garden of Life myki...

### Stocking stuffers for all



Gifts for him



Gifts for her

### Deal of the Day



### Give the gift of Alexa devices

Explore more gifts



CHEESY, CRUNCHY, SATISFACTION







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All ▾

**All** Best Sellers Health & Household Amazon Basics Customer Service Sports & Fitness Shopper Toolkit

**Best Sellers** New Releases Movers & Shakers Most Wishd For Gift Ideas

## Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

### Any Department

- Amazon Devices & Accessories
- Amazon Explore
- Amazon Launchpad
- Appliances
- Apps & Games
- Arts, Crafts & Sewing
- Audible Books & Originals
- Automotive
- Baby
- Beauty & Personal Care
- Books
- Camera & Photo Products
- CDs & Vinyl
- Cell Phones & Accessories
- Clothing, Shoes & Jewelry
- Collectible Currencies
- Computers & Accessories
- Digital Educational

### Best Sellers in Baby [See More](#)

#1



Pampers Choose Your Count,  
Sensitive Water Based Baby Diaper  
Wipes, Hypoallergenic and  
Unscented, (Packaging May Vary)...

★★★★★ 38,464

\$10.97 - \$42.99

#2



Diapers Size 1 (8-14 lbs) Newborn,  
198 Count - Pampers Swaddlers  
Disposable Baby Diapers, ONE  
MONTH SUPPLY (Packaging May...

★★★★★ 50,623

\$42.99 - \$105.99



bamboo plates baby	Keywords Before	bamboo forks	bamboo and glass bottle with straw	bamboo with lid
bamboo canes	bamboo bamboo	bamboo forks disposable	bamboo and bamboo	bamboo with cool comfort pillow
bamboo toothbrushes	lucky bamboo 	bamboo for garden	bamboo and cotton yarn	bamboo with straw
bamboo fence screening	wacom bamboo	bamboo forks baby	bamboo and white bathroom accessories	bamboo with cover
bamboo steamer	gucci bamboo	bamboo for plants	bamboo and glass water bottle with straw	bamboo with suction
bamboo	toothbrush bamboo	bamboo for plants support	bamboo and black bathroom accessories	bamboo with fly cover
bamboo plates	Keywords After	bamboo forks reusable	bamboo and cotton	
bamboo lunch box	bamboo bamboo	bamboo for balcony	bamboo and rattan chandelier	
bamboo screening	bamboo bowl	bamboo for fence	bamboo and lycra boxers	
bamboo bowl	Other	bamboo for garden fence	bamboo and white storage	





A product you're sure isn't saturated.



A product with enough demand to support your sales goals.



A product where the competition has deficiencies that you can capitalize on.

- And that's it. There's your recipe for product research success. Check off all these aspects of the Amazon product FBA research process, and you're good to go.
- But doing it on your own...well, that's where it gets complicated.

