

# Product Research Report

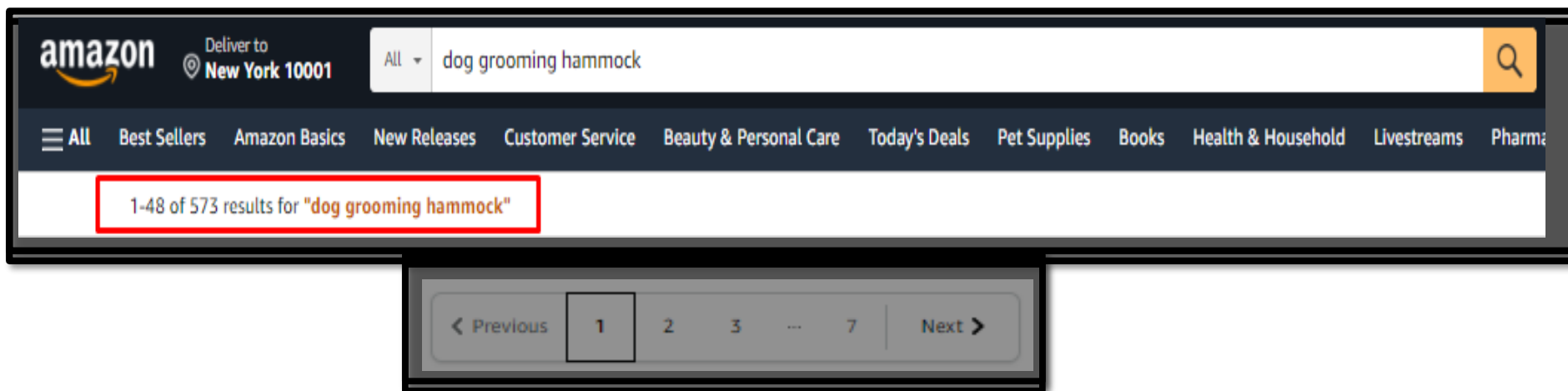


# Product Research Report of Dog Grooming hammock

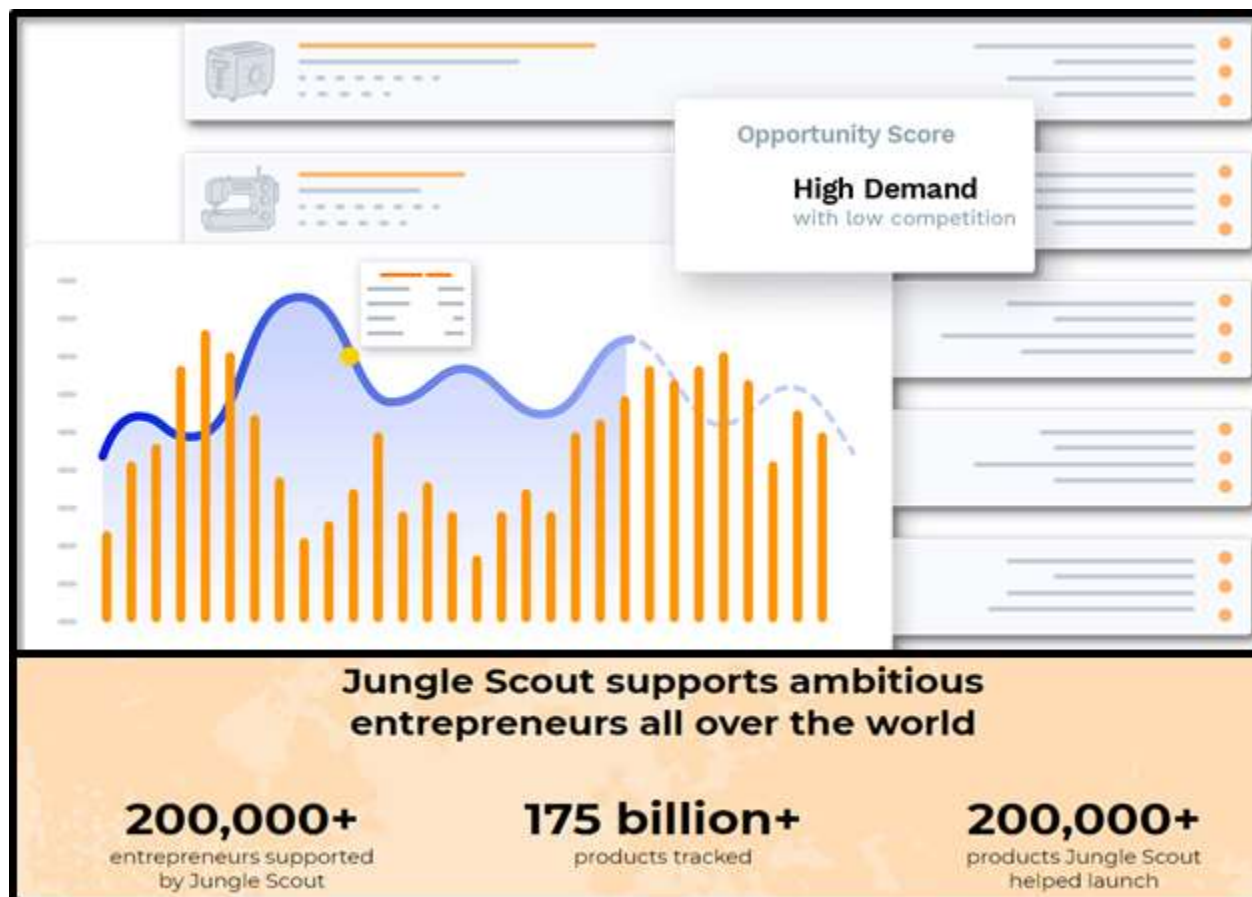


## Product Research Report

- **TITLE : Dog Grooming hammock**
- Product listing & pages detail in all category:
- Category – [Pet Supplies](#)



# Jungle Scout Analysis Report



Menu

JungleScout

Average Monthly Sales

422

Average Sales Rank

33,233

Average Price

\$33.02

























































Average Reviews

233

Opportunity Score

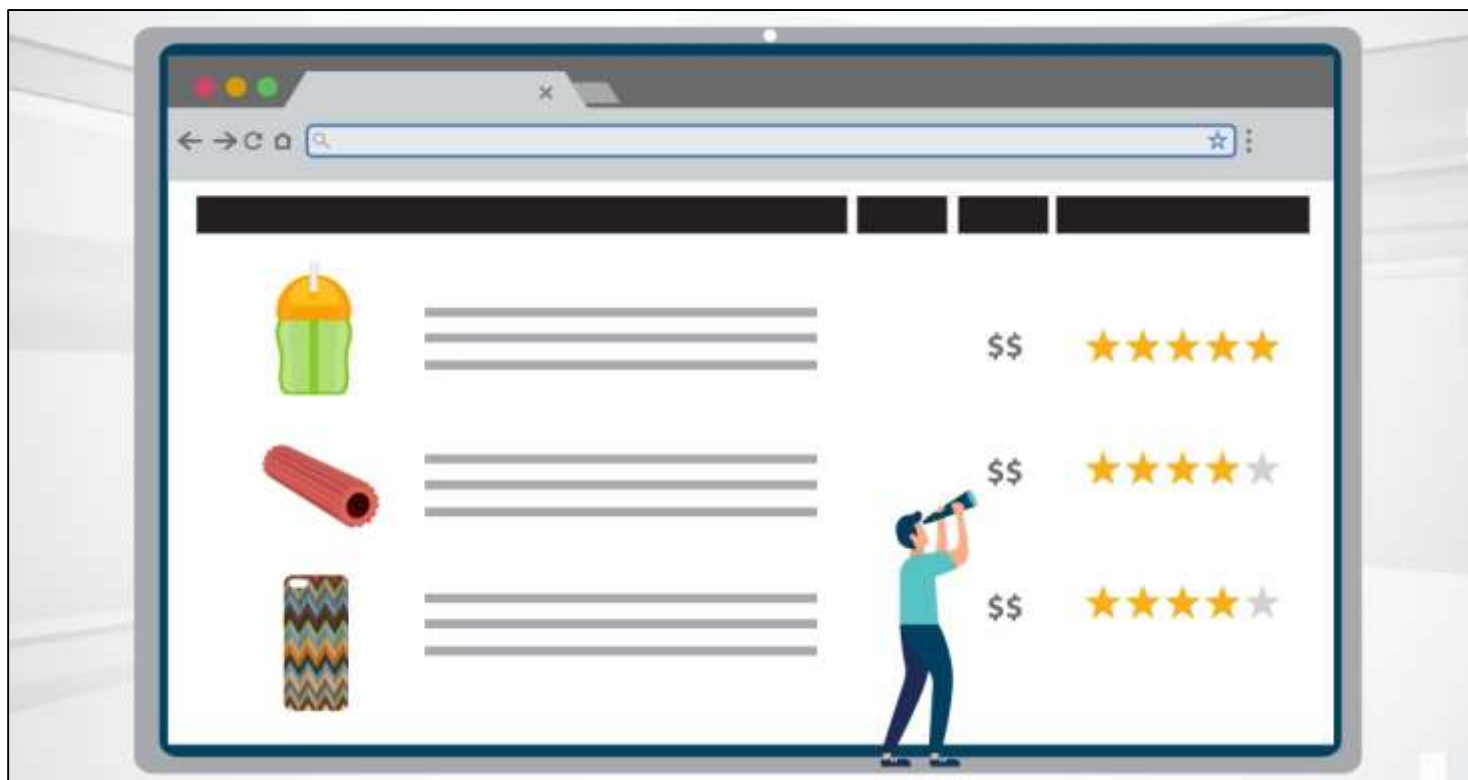
6

High Demand  
with medium comp.

|    | Actions   | Product Name  | Brand       | Price   | Mo. Sales | D. Sales | Mo. Revenue | Date First Available | Net     | Reviews | Rating | Fees                 | Rank    | Category     |
|----|---|---|-------------|---------|-----------|----------|-------------|----------------------|---------|---------|--------|----------------------|---------|--------------|
| 1  |          |  Coomazy Pet Grooming Hammo...<br>B09MVZ2KqS       | Coomazy     | \$18.99 | 27        | 0        | \$513       | 12/25/2021           | \$11.62 | 1       | 4      | \$7.37               | —       | —            |
| 2  |          |  Kkilmatt 10 In 1 Pet Grooming Ha...<br>B09F9YRXP  | Kkilmatt    | \$25.99 | 2,041     | 68       | \$53,046    | 07/10/2021           | \$17.57 | 425     | 4.4    | \$8.418499999999999  | #3,556  | Pet Supplies |
| 3  |          |  Guzekier Pet Dog Grooming Ha...<br>B08BJRXHH2     | Guzekier    | \$22.30 | 2,659     | 88       | \$59,296    | 06/22/2021           | \$15.19 | 740     | 4.5    | \$7.115              | #2,282  | Pet Supplies |
| 4  |          |  PIPIHUA Dog Grooming Hammoc...<br>B098QPT4G       | PIPIHUA     | \$19.99 | 132       | 2        | \$2,639     | 08/05/2021           | \$11.85 | 54      | 4.1    | \$8.14               | —       | —            |
| 5  |          |  Pet Grooming Hammock Harnes...<br>B09N37BTMS      | Supet       | \$24.99 | 1,374     | 45       | \$34,336    | 12/06/2021           | \$14.51 | 102     | 4.5    | \$10.478499999999999 | #99910  | Pet Supplies |
| ×  |          |  ATO-DJCX Dog Grooming Hamm...<br>B09MYJLC5J       | ATO-DJCX    | \$9.99  | 475       | 15       | \$4,745     | 06/19/2021           | \$4.72  | 11      | 4.4    | \$5.268499999999999  | #8954   | Pet Supplies |
| 7  |          |  Kkilmatt 10 In 1 Pet Grooming Ha...<br>B09FFTLMF9 | Kkilmatt    | \$23.99 | 1,955     | 65       | \$46,900    | 07/10/2021           | ...     | 426     | 4.4    | —                    | #3,522  | Pet Supplies |
| 8  |          |  ATESON Pet Grooming Hammoc...<br>B09MZ26HSL       | ATESON      | \$33.99 | 1,407     | 46       | \$47,824    | 12/03/2021           | \$23.75 | 104     | 4.2    | \$10.2385            | #4,749  | Pet Supplies |
| 9  |          |  FOXBUS Dog Grooming Hammoc...<br>B095BYBXNK       | FOXBUS      | \$22.98 | 759       | 25       | \$17,442    | 02/11/2022           | ...     | 138     | 4.3    | —                    | #17,780 | Pet Supplies |
| 10 |          |  MAIYOUWENG Dog Grooming Ha...<br>B09L5VM8Y1      | MAIYOUWE... | \$11.99 | 491       | 16       | \$5,887     | 11/06/2021           | \$4.4   | 50      | 4.5    | \$7.5885             | #7,819  | Pet Supplies |
| 11 |    |  Dog Grooming Hammock, Nail Tr...<br>B09QVW2LD3  | HachiPal    | \$13.98 | 280       | 9        | \$3,914     | 01/29/2022           | \$8.11  | 3       | 5      | \$5.867              | #16,513 | Pet Supplies |
| 12 |    |  NIMLLAND Dog Grooming Ham...<br>B09CQ6571B      | NIMLLAND    | \$16.57 | 366       | 12       | \$6,065     | 08/16/2021           | \$10.31 | 109     | 4.4    | \$6.2555             | #12,608 | Pet Supplies |
| 13 |    |  WSCXSC Dog Grooming Sling Ha...<br>B095RGBYqB   | WSCXSC      | \$15.99 | 994       | 33       | \$15,894    | 05/28/2021           | \$9.82  | 224     | 4.4    | \$6.1685             | #11,345 | Pet Supplies |
| 14 |    |  Dog Grooming Hammock KIT, Pe...<br>B09MC7KNWB   | Bismarck    | \$29.99 | 85        | 2        | \$2,549     | 12/16/2021           | \$20.35 | 11      | 4.7    | \$9.6385             | #54,585 | Pet Supplies |

Jungle Scout is showing opportunity score of “6” High Demand with Medium Competition.

# Helium 10 Analysis Report





# Helium 10 Analysis Report

Xray — Amazon Product Research for "dog grooming hammock"

Search volume: 15,274

[Find Suppliers on Alibaba](#)

TOTAL REVENUE  
**\$238,352**

AVERAGE REVENUE  
**\$15,890**

AVERAGE PRICE  
**\$20**

AVERAGE BSR  
**27,157**


































AVERAGE REVIEWS  
**123**

[Related Keywords](#)

6 4

Rows Selected: 0 | Select up to 10 ASINs to run a Reverse-ASIN keyword search on Helium 10's Cerebro tool.

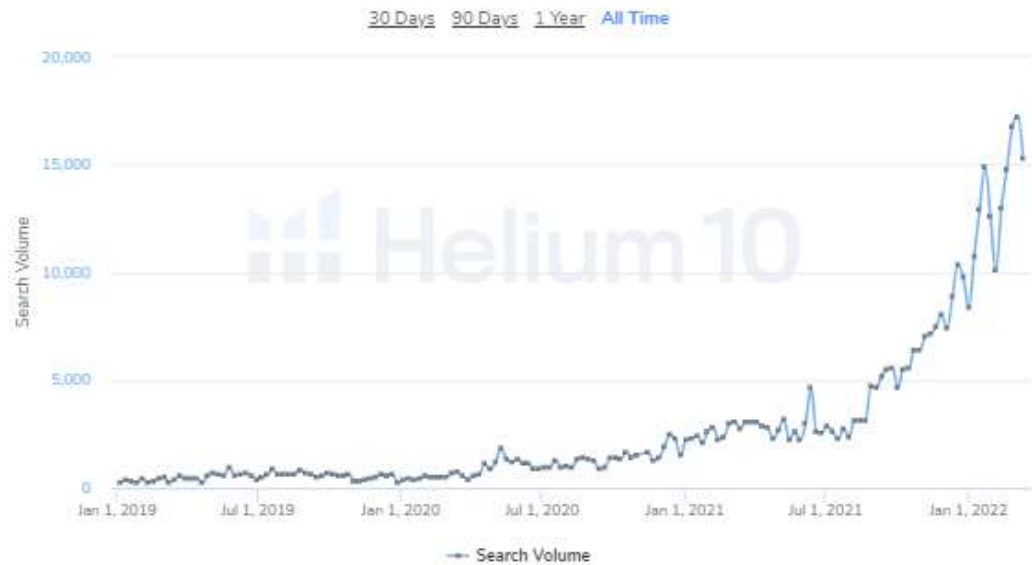
[Filter Results \(18/60\)](#)

| #  | Product Details   | ASIN                       | Brand      | Price   | Sales | Sales Graph  | Revenue   | BSR    | FBA Fees | Active Sellers # | Ratings | Review Count | Images | Review velocity | Buy Box         | Category     | Size Tier        |
|----|---|----------------------------|------------|---------|-------|--|-----------|--------|----------|------------------|---------|--------------|--------|-----------------|-----------------|--------------|------------------|
| 5  |  Guzekier Pet Dog Grooming Ham...    | <a href="#">B098JRXH4Z</a> | Guzekier   | \$22.30 | 2,695 |    | 60,098.50 | 2,282  | \$8.49   | 1                | 4.5     | 740          | 6      | 183             | jahoo           | Pet Supplies | Large Standard-S |
| 6  |  Pet Grooming Hammock Harness...     | <a href="#">B09N37BTM5</a> | Supet      | \$24.99 | 1,307 |    | 32,661.93 | 3,810  | \$8.89   | 1                | 4.5     | 102          | 8      | 17              | Blue Pet        | Pet Supplies | Large Standard-S |
| 7  |  ATO-DICK Dog Grooming Hamm...       | <a href="#">B09MYJLC5J</a> | ATO-DICK   | \$9.99  | 433   |    | 4,325.67  | 7,173  | \$6.64   | 1                | 4.4     | 11           | 7      | 4               | ATO-DICK        | Pet Supplies | Large Standard-S |
| 8  |  MAIYOUWENG Dog Grooming H...        | <a href="#">B09L5VM8Y1</a> | MAIYOUWENG | \$11.99 | 455   |    | 5,455.45  | 7,819  | \$7.59   | 1                | 4.5     | 50           | 7      | 28              | libolibo-US     | Pet Supplies | Large Standard-S |
| 9  |  Dog Grooming Hammock, Nail Tri...   | <a href="#">B09QVWZLD3</a> | HachiPal   | \$13.98 | 245   |    | 3,425.10  | 16,513 | \$8.23   | 1                | 5.0     | 3            | 7      | 0               | nimolan         | Pet Supplies | Large Standard-S |
| 10 |  ATESON Pet Grooming Hammoc...       | <a href="#">B09MZ26H5L</a> | ATESON     | \$33.99 | 1,324 |    | 45,002.76 | 4,749  | \$10.18  | 1                | 4.2     | 104          | 7      | 45              | ATESON US       | Pet Supplies | Large Standard-S |
| 11 |  NIMLLAND Dog Grooming Ham...        | <a href="#">B09CQ6571B</a> | NIMLLAND   | \$16.57 | n/a   | n/a  | n/a       | 12,608 | \$7.63   | 1                | 4.4     | 109          | 7      | 5               | chengcai US     | Pet Supplies | Large Standard-S |
| 12 |  WSCX Dog and Cat Grooming H...      | <a href="#">B095RG9YQB</a> | WSCXSC     | \$15.99 | 1,005 |    | 16,069.95 | 11,345 | \$7.54   | 1                | 4.4     | 224          | 6      | 39              | WSCXSC-US       | Pet Supplies | Large Standard-S |
| 13 |  Kkilmatt 10 in 1 Pet Grooming Ha... | <a href="#">B09FRYYRXP</a> | Kkilmatt   | \$25.99 | 1,948 |    | 50,628.52 | 3,522  | \$8.42   | 1                | 4.4     | 426          | 6      | 86              | Kaven store     | Pet Supplies | Large Standard-S |
| 14 |  Dog Grooming Hammock Kit, Pet...    | <a href="#">B09MC7KNWB</a> | Bismarck   | \$29.99 | n/a   | n/a  | n/a       | 54,585 | \$9.64   | 1                | 4.7     | 11           | 7      | 4               | Bismarck Sh...  | Pet Supplies | Large Standard-S |
| 15 |  PETNANNY Dog Grooming Ham...        | <a href="#">B09LCOT1Z4</a> | PETNANNY   | \$24.99 | 273   |    | 6,822.27  | 13,270 | \$8.89   | 1                | 4.2     | 24           | 8      | 9               | Hypond          | Pet Supplies | Large Standard-S |
| 16 |  COOLBEY Dog Grooming Hamm...        | <a href="#">B09KH7BDM</a>  | COOLBEY    | \$12.99 | 378   |    | 4,910.22  | 10,768 | \$6.47   | 2                | 3.9     | 32           | 7      | 11              | COOLBEY         | Pet Supplies | Large Standard-S |
| 20 |  Newcrew Dog Grooming Hammo...       | <a href="#">B09J3Z8LDH</a> | Newcrew    | \$29.99 | 167   |    | 5,008.33  | 23,954 | \$9.64   | 1                | 5.0     | 20           | 6      | 6               | Newell Ecom...  | Pet Supplies | Large Standard-S |
| 21 |  Hyttrolly Dog Grooming Hammoc...    | <a href="#">B09FJQ77F</a>  | Hyttrolly  | \$8.99  | 14    |    | 125.86    | 60,897 | \$7.14   | 1                | 3.9     | 23           | 7      | 5               | Hyttrolly       | Pet Supplies | Large Standard-S |
| 28 |  PIPHUA Dog Grooming Hammo...      | <a href="#">B09BQPKT4G</a> | PIPIHUA    | \$19.99 | 136   |  | 2,718.64  | 43,053 | \$8.14   | 1                | 4.1     | 54           | 8      | -11             | Fast good se... | Pet Supplies | Large Standard-S |
| 31 |  Dog Grooming Hammock Pet Gro...   | <a href="#">B09PD28QFD</a> | Generic    | \$25.99 | n/a   | n/a  | n/a       | 66,770 | \$10.02  | 1                | 5.0     | 3            | 9      | 2               | Atlanta Mall    | Pet Supplies | Large Standard-S |
| 43 |  Yomaxer Dog Grooming Hammoc...    | <a href="#">B095C5B57H</a> | yomaxer    | \$9.99  | 89    |  | 889.11    | 74,480 | \$6.02   | 1                | 4.1     | 126          | 7      | 10              | Yomaxer Pet...  | Pet Supplies | Large Standard-S |
| 57 |  TYISON 10 in 1 Pet Grooming Ha... | <a href="#">B08XMPRYBB</a> | TYISON     | \$29.99 | 7     |  | 209.93    | 71,227 | \$8.14   | 3                | 4.3     | 159          | 9      | 7               | TYISON Pet...   | Pet Supplies | Large Standard-S |

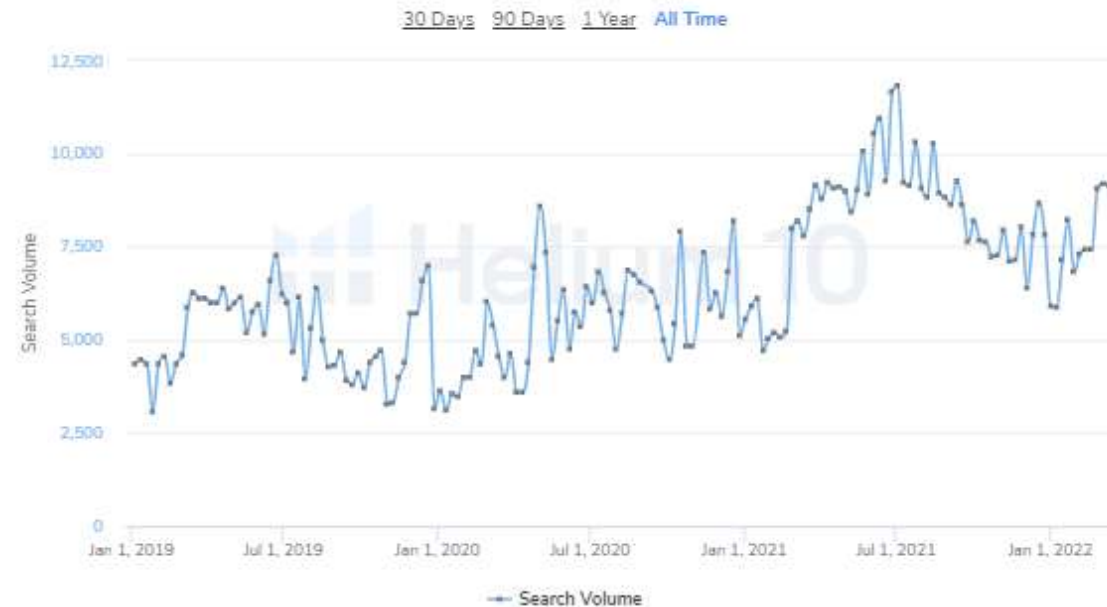
## Helium 10 Conclusion:

Helium 10 snap shows that average revenue is good, Seller with low reviews also getting Good Sales.

Search Volume History: dog grooming hammock  
(www.amazon.com)



Search Volume History: dog hammock  
(www.amazon.com)



Search volume on main keywords shows that search volume is increasing all the time.



# Viral Launch Analysis Report

## SOFTWARE



### PRODUCT DISCOVERY

The best Amazon product finder for advanced idea generation.

[STRATEGY GUIDES](#) [EBOOK](#) [USE CASES](#)



### MARKET INTELLIGENCE

The most sophisticated Amazon product research tool for validating product ideas.

[TUTORIAL](#) [CHROME EXTENSION](#)



### KEYWORD RESEARCH

The most accurate Amazon keyword tool for finding your product's most relevant keywords.

[TUTORIAL](#)



### COMPETITOR INTELLIGENCE

The most advanced reverse ASIN tool for monitoring and tracking top competitors.

[TUTORIAL](#)



### KEYWORD MANAGER

Track your most important keyword analytics in one simple-to-use dashboard.

[TUTORIAL](#)



### LISTING ANALYZER

Discover innovative and impactful listing improvements you can make today.

[TUTORIAL](#)



### LISTING BUILDER

Build a listing guaranteed to include your product's most important keywords.

[TUTORIAL](#)



# Viral Launch Analysis Report

Keyword: 

dog grooming ham...

Est. Search Volume: 12,131

Product Idea Score: ★★★★★

## Selected Products' Averages

Review Count: 42.48

Monthly Sales: 416

Review Rating: 4.34

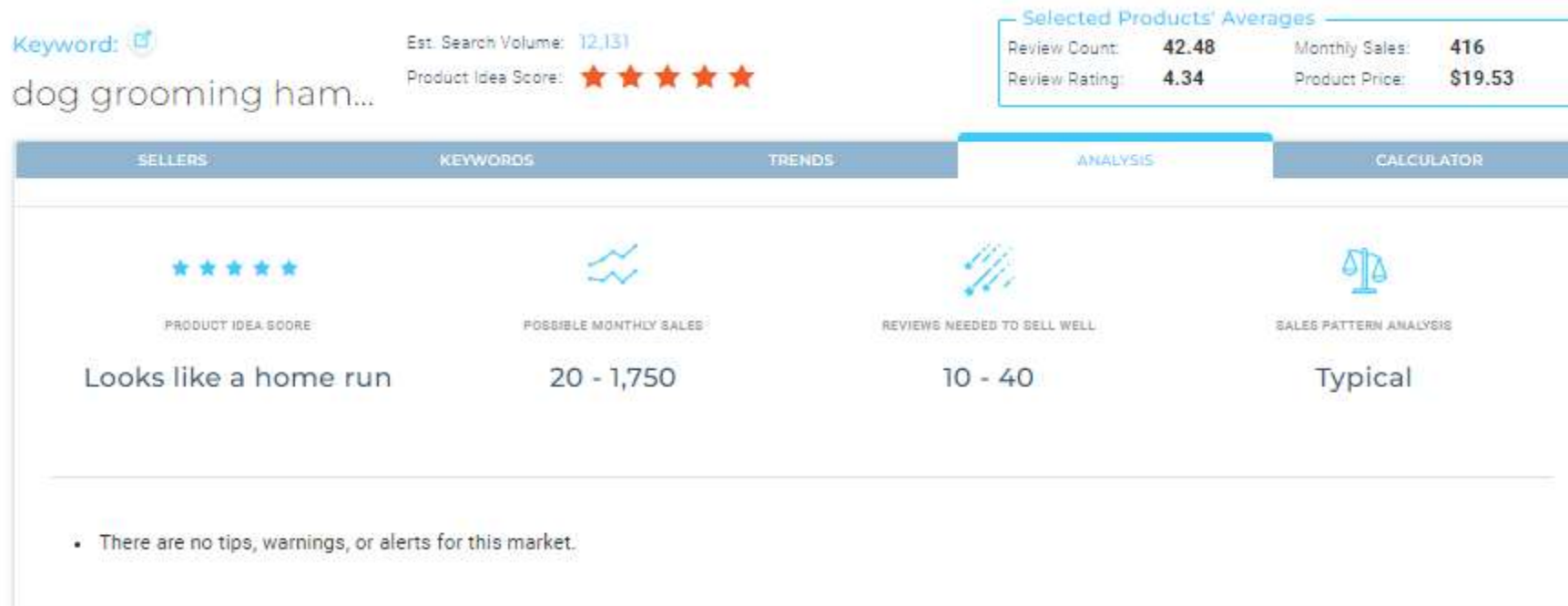
Product Price: \$19.53

| SELLERS       |  | KEYWORDS            |  | TRENDS |  | ANALYSIS |  | CALCULATOR |  |
|---------------|--|---------------------|--|--------|--|----------|--|------------|--|
| STANDARD VIEW |  | DETAILED STATISTICS |  |        |  |          |  |            |  |
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## Viral Launch Conclusion:

Viral launch product ideal score is 5.

# Viral Launch Analysis Report



According to viral launch product need only 10 to 40 reviews to sell well which is positive point.

# Fulfillment by Amazon Revenue Calculations:



YoulePetHouse Pet Dog Grooming Hammock Harness with Nail Clippers, Nail File, Comb, Breathable Dog Hammock Restraint Bag, Dog Grooming Sling Helper for Cats & Dogs Nail Trimming/Clipping  
ASIN: B09MJSN88C  
Package dimensions: 2.28 X 7.83 X 9.37 inches  
Unit weight: 0.7297 pounds



See product details

Try another product

|                                | Your fulfillment | Amazon Fulfillment |
|--------------------------------|------------------|--------------------|
| <b>Revenue</b>                 |                  |                    |
| Item price                     | \$ 0.00          | \$ 18.99           |
| Shipping                       | \$ 0.00          | \$ 0.00            |
| Total revenue                  | \$ 0.00          | \$ 18.99           |
| Selling on Amazon fees         | \$ 0.30          | \$ 2.65            |
| <b>Fulfillment cost</b>        |                  |                    |
| Cost of seller fulfillment     | \$ 0.00          | N/A                |
| Fulfillment by Amazon fees     | N/A              | \$ 5.14            |
| Ship to Amazon                 | N/A              | \$ 1.50            |
| Total fulfillment cost         | \$ 0.00          | \$ 6.64            |
| <b>Storage cost</b>            |                  |                    |
| Monthly storage cost per unit  |                  | \$ 0.08            |
| Average inventory units stored | 1                | 1                  |
| Storage cost per unit sold     | \$ 0.00          | \$ 0.08            |
| Seller proceeds                | \$ -0.30         | \$ 9.42            |
| Cost of product                | \$ 3.00          | \$ 3.00            |
| <b>Net profitability</b>       |                  |                    |
| Net profit                     | \$ -3.30         | \$ 6.42            |
| Net margin                     | 0.00%            | 33.81%             |

Estimated monthly units sold with Seller Fulfillment:

Estimated monthly sales increase with Fulfillment by Amazon: %

**Calculate**

**Price your FBA listings right**

**Is FBA pricing competitive with your own?**

**Is your FBA price too high?**

**Have you accounted for all of your costs?**

**Revenue**  
Item price + Shipping  
\$18.99

**Cost**  
Fulfillment + Selling on Amazon fees + Cost of goods + Storage cost  
\$12.57

**Seller proceeds**  
Revenue - Selling on Amazon fees - Fulfillment cost - Storage cost  
\$0.42

**Net profit**  
Revenue - Cost  
\$6.42

Legend: ■ Your fulfillment ■ Amazon Fulfillment



# Competitor Analysis



| Competitor Analysis             |         |       |         |
|---------------------------------|---------|-------|---------|
| Top competitors in sub category | price   | sales | reviews |
| B09P56KL2H                      | \$21.99 | 2,694 | 704     |
| B09FRZKKNY                      | \$22.99 | 1,948 | 426     |
| B09JW65CVN                      | \$23.99 | 1,307 | 102     |
| B09D9HNPGF                      | \$25.99 | 1,324 | 104     |



# Top Highly Relevant Keywords

| Top 15 keywords |                                       |               |
|-----------------|---------------------------------------|---------------|
| Sr.No           | Keywords                              | search volume |
| 1               | dog grooming hammock                  | 15274         |
| 2               | dog hammock                           | 9148          |
| 3               | pet grooming hammock                  | 5308          |
| 4               | dog grooming harness                  | 4715          |
| 5               | dog hammock for grooming              | 3912          |
| 6               | pet hammock                           | 3726          |
| 7               | grooming hammock                      | 3385          |
| 8               | dog grooming sling                    | 2746          |
| 9               | dog sling for nail clipping           | 1993          |
| 10              | dog hanging harness for nail trimming | 1453          |
| 11              | small hammock                         | 1451          |
| 12              | grooming hammock for small dogs       | 1318          |
| 13              | dog nail trimming hammock             | 1028          |
| 14              | dog holder for nail trimming          | 1026          |
| 15              | dog grooming bag                      | 1026          |



# Launch Plan

- ☐ Work on Product Development and get the competitive advantage while entering in the market.
- ☐ Need to make Product and listing Differentiates From other Sellers.
- ☐ PPC Launch on the main keywords, first tried to get rank with low search volume keywords in which main keywords also included.
- ☐ Need to work on off site website for traffic.
- ☐ Need to enroll in vine voice if brand registered.
- ☐ Tried to get some initial reviews with very safe method Called search find and buy.
- ☐ Need to run some promotions and coupon.

## Supplier link.

[https://www.alibaba.com/product-detail/Pet-Grooming-Hammock-Harness-for-Dogs\\_1600407575092.html?spm=a2700.galleryofferlist.normal\\_offer.d\\_title.4909226fu8iALG](https://www.alibaba.com/product-detail/Pet-Grooming-Hammock-Harness-for-Dogs_1600407575092.html?spm=a2700.galleryofferlist.normal_offer.d_title.4909226fu8iALG)

[https://www.alibaba.com/product-detail/Pet-Grooming-Hammock-Kit-with-Glove\\_1600455985300.html?spm=a2700.galleryofferlist.normal\\_offer.d\\_title.4909226fu8iALG&s=p](https://www.alibaba.com/product-detail/Pet-Grooming-Hammock-Kit-with-Glove_1600455985300.html?spm=a2700.galleryofferlist.normal_offer.d_title.4909226fu8iALG&s=p)



# Overall Analysis



## **Market Competition**

The competition is low, main keywords has only 573 listings.

## **Estimated Sales of Competitor**

Small competitors also getting good sales.

## **Average Review**

Average Number of Reviews are low which means there are chances for organic stability.

No Brand Dominancy

Avg Reviews & Avg Revenue are so good we can good to go with that product.

Avg Price are also good.

Competitors getting good sales with low review count.

Non seasonal product

No amazon as a seller

Everything is according to your provided product hunting Criteria.