

Ultimate Guide for  
Amazon Private Label Sellers

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# Finding the Perfect Product Niche

FROM THE PRODUCT RESEARCH  
EXPERTS AT ZINGURU

**60** ***HOT  
PRODUCTS***



Ultimate Guide for  
Amazon Private Label Sellers

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# Finding the Perfect Product Niche

**PRESENTED BY**  
Reliable Education in  
collaboration with ZonGuru

**Volume 4**

**AMAZON SELLER SUCCESS STARTS  
WITH ACCESS TO ACCURATE,  
TIMELY, AND INSIGHTFUL DATA.**

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## Section 01

# Introduction

There are as many reasons to sell on  
Amazon as there are products.

Let's start with the fact that your customer base begins with over 112 million dedicated consumers paying for Prime memberships in the US alone (1). Or the fact that, in 2017, Amazon shipped over 5 billion items worldwide using its efficient, cost-effective logistics that you get to leverage (2). And last but certainly not least, the fact that Amazon has dedicated itself to expanding its marketplaces worldwide - like Amazon Australia, which increased its revenue by a massive 1500% in its most recent fiscal year (3).

Skeptical the wave is still swelling? Well, in 2019, sellers on the Amazon marketplace sold \$200 billion worth of products. US marketplace sellers alone sold more than 2.1 billion items (more than 4,000 units per minute). In fact, the Amazon marketplace is so large it would rank as the 50th largest economy in the world if it were its own country. (4)

But, doesn't Amazon sell most of its products under their own brand names? No, actually. 3rd party sellers are reaping massive benefits. The number of sellers who sold more than \$100,000 in a year eclipsed 280,000 in 2019. (4)

Jeff Bezos said it best himself in the annual Amazon shareholder letter released in April, 2019: "Third-party sellers are kicking our first party butt. Badly." In the last decade, third-party sales have grown from 30% of total sales on Amazon to 60%.

The sky continues to be the limit on Amazon as demand continues to swell, and the surf couldn't be sweeter for 3rd party sellers like us. Join us as we show you how to ride this wave.

1. U.S. Amazon Prime Subscribers 2018 Statistic. - Statista
2. Amazon Prime 2017 Users Ship Five Billion - The Verge
3. Amazon Australia Revenue - Smart Company
4. Marketplaces Year in Review 2019 - Marketplace Pulse







# Master Your Own Destiny

Give yourself the freedom to quit your 9-5 job to spend more time with your partner or kids. Work where you want, when you want. Have more creative agency over your livelihood. Diversify your income to retire earlier and travel sooner. Like we said, there are more than 2.1 billion reasons to sell on Amazon. The only important one is yours.

To start your journey, all you need is an open mind. We'll provide you with proven methods and tools necessary to identify which products are good to sell on Amazon - and which ones aren't. You'll also receive advice from our expert, vetted team of sellers and marketplace researchers.

Are you ready to find a winning product and realize your potential?

## Section 02

# Where to Begin?

Selling products on Amazon is a truly rewarding experience.

Successful Amazon Sellers include nationally recognizable brand names, individual sellers sourcing and selling thousands of units from around the world straight from their living rooms, and everything in between. Your success on Amazon comes down to how you choose to leverage the marketplace and tools at your disposal.

Regardless of your size and resources, every new Amazon seller can get started with the same five pieces of information. We'll break that down in just a moment. First, let's get you the tools to take the guesswork out of the decision making process.

To start your journey you'll want to download the ZonGuru Chrome Extension and Niche Rater tool. This industry-leading product validating tool will provide you with the exact information necessary to make a data-driven decision, so you can confidently answer the question: is this a smart investment? We developed the Niche Rater with all the nuances of product research in mind, all within an easy to read UI so you don't feel overwhelmed.

Download the extension for free in the Chrome Store to instantly crunch the numbers and validate product opportunities.

## Section 03

# Research Basics

What is effective product research? What does a good product look like?

In this section, our goal is to answer the two questions on the left. On a high level, you're looking for products that show high demand, healthy competition, and a good price point that won't "break the bank" when it's time to launch.

You also want a product you can differentiate in a way that gives a clear answer to this question: Why will customers choose my product over the competition?

This might seem like a tall order, but you're about to find that the methods we use - alongside tools like the Niche Rater and our *\*brand new\** Niche Finder - couldn't make things easier.



## The Private Label Potential

Does a professional athlete ever play a sport without warming up? No way!

Let's do a quick exercise. Take a moment and look around. There are lots of physical products all around you. Do you see any that catch your eye? Are there any products you recently purchased that you really enjoy? It could be anything: a picture frame, a coffee mug, a piece of clothing, a baby accessory, a dog toy. Jot down two or three items you see around you.

The key here is not to get hung up on whether the product is worth selling. It probably isn't (and that's okay!). Your goal with this exercise is to produce a spark that will ignite a fire as you venture down the "product research rabbit hole."

Again, this is just an exercise to get the juices flowing (some things to think about as you look for your spark):

- How big and how heavy is it?
- What is the estimated retail price?
- Is there one thing I could do to improve it?
- Who is the type of person who would buy this product?
- Is this seasonal?

Now that you're warmed up - let's see what makes a "winning product".





## Section 04

# The Niche Finder

It is the best product idea generator in the world.

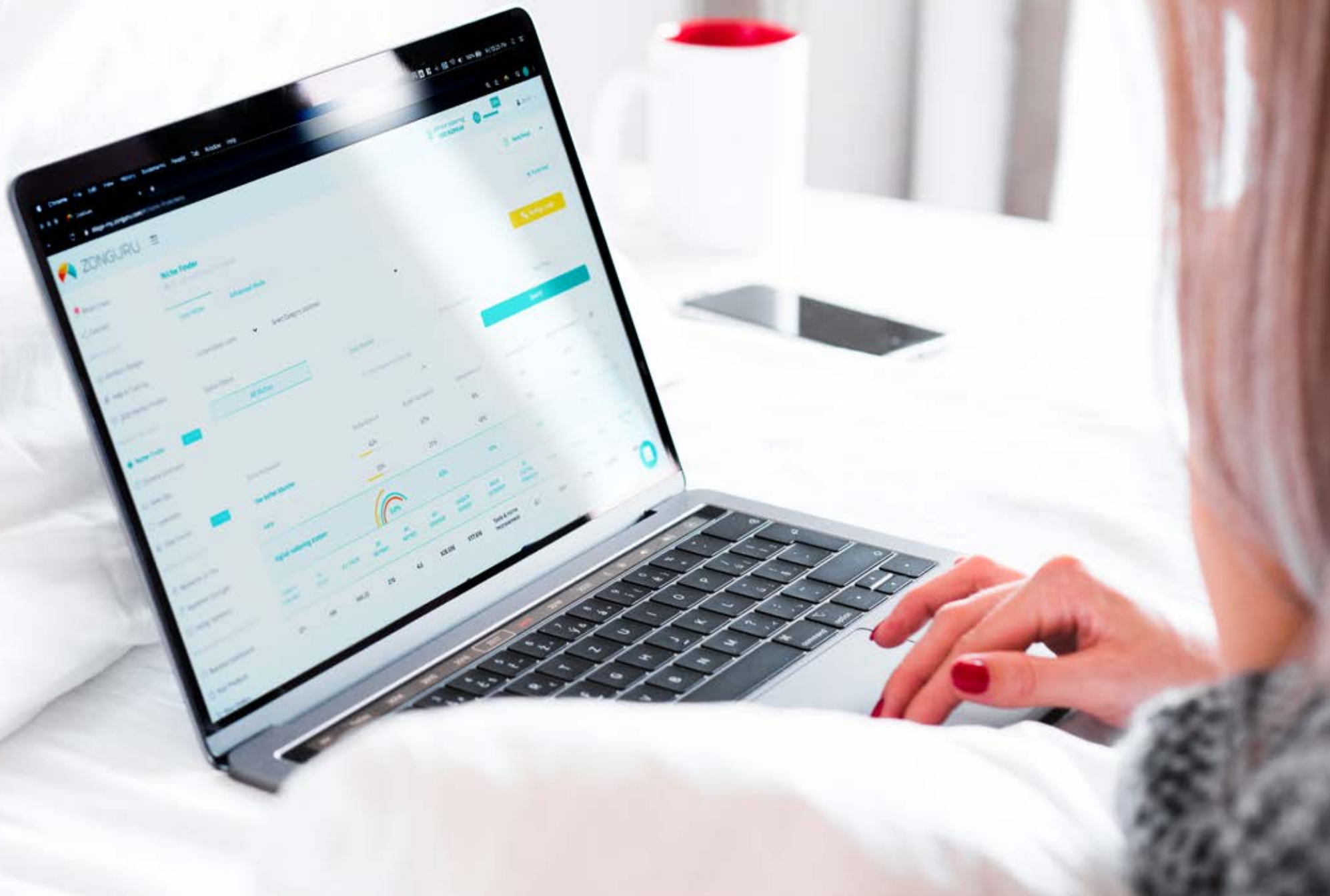


OK, you have the tools and the enthusiasm to find a product on Amazon, but where do you start? With close to 120,000,000 products on Amazon.com (alone), indecision can set in quickly. Some sellers feel stuck before they even begin.

If this sounds familiar, then pay attention because ZonGuru developed a tool and methodology specifically designed to get you “unstuck”!

Say hello to the ZonGuru Niche Finder, the best product research database tool designed to reveal winning products! With Niche Finder, you gain access to ZonGuru’s massive database of historical product data and the ability to filter that data to only show exactly what you’re looking for. Now you can easily generate product ideas and uncover niches you may not have been able to think of otherwise.

Let’s see how it works.



## 2 Ways to Use the Niche Finder

1) Easy Mode, and 2) Advanced Mode.

Let's break down the difference by starting with **Advanced Mode**.

Advanced Mode lets you set a wide array of custom filters so that ZonGuru only shows you the product niches that meet your specific criteria. For example, you can search for products within a specific range of Search Volume, Average Reviews, Price, and Niche Score, just to name a few.

Every seller has a different hierarchy of importance when looking for "winning products." The filters you use should match your personal thresholds for things like risk, profit potential, competition, ability to differentiate, and others. Take a moment to play with the filters that feel the most important to you.

### Note from Kim



Awesome! With just a couple keystrokes and 3 clicks I was able to set a handful of filters and isolated 10 categories that I'm interested in learning more about. Here are the filters that I used in this simple exercise:

**Niche Score** = 60 - 100

**Minimum Search Volume** = 2,000+

**Avg. Reviews** = 0 - 300

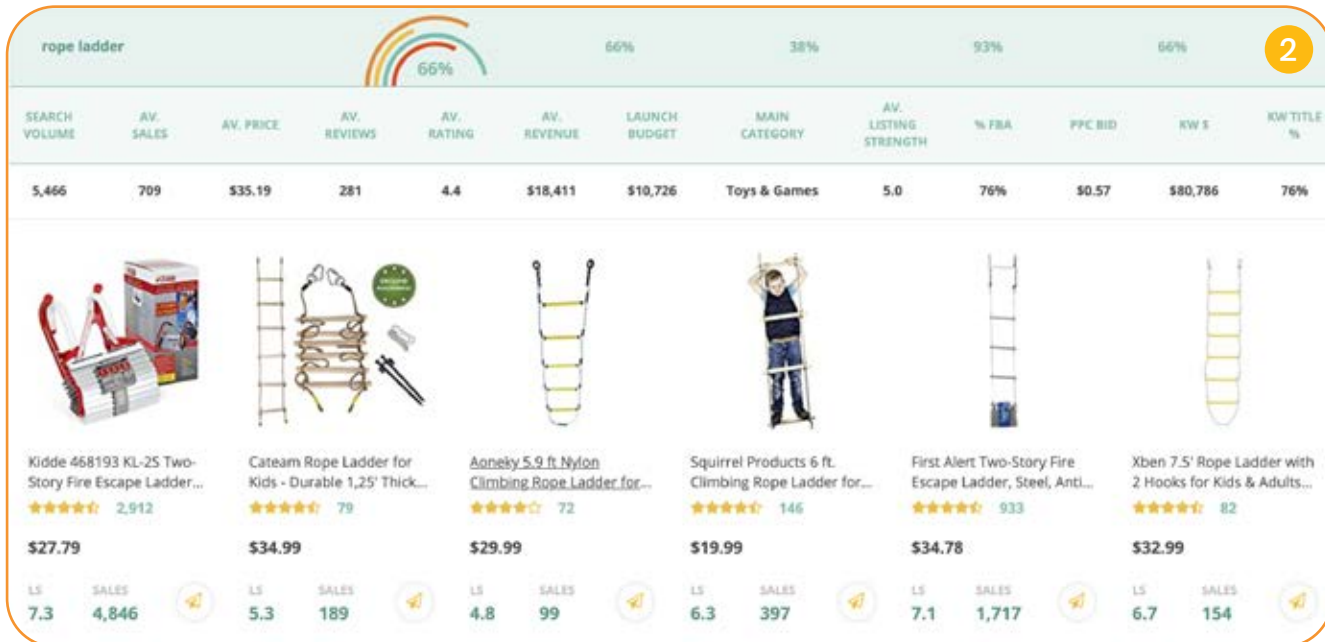
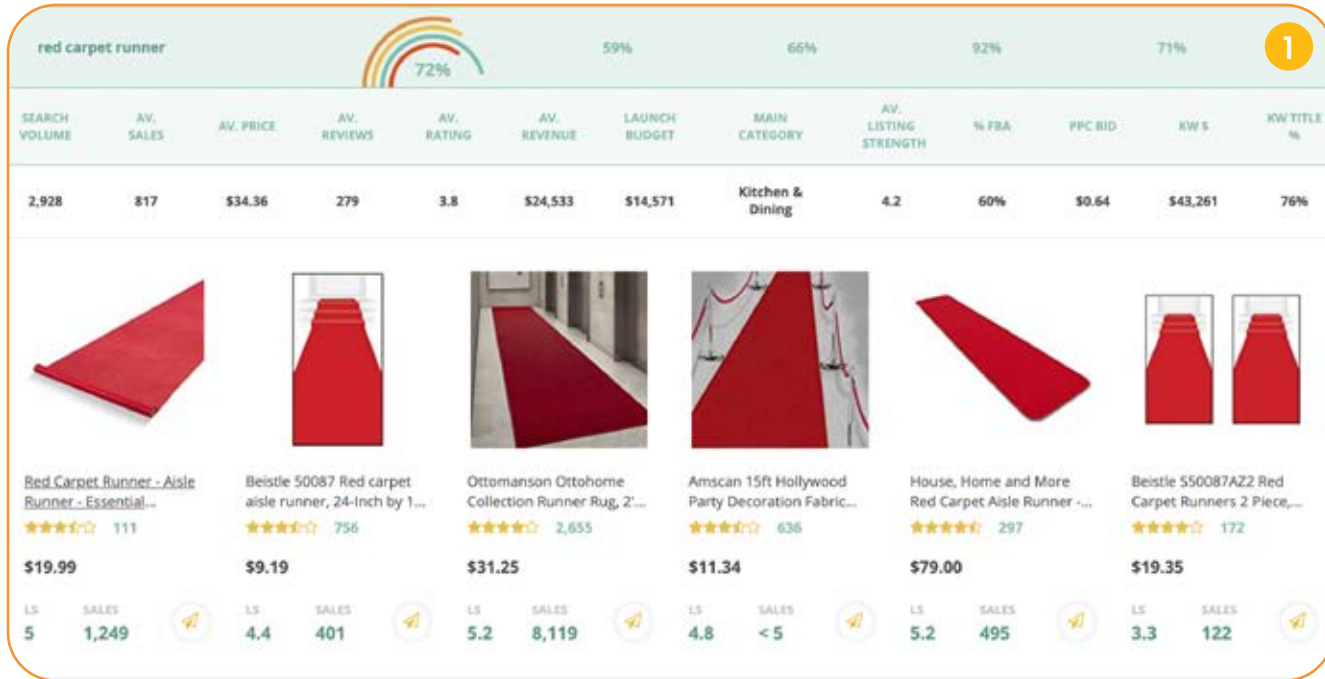
**Av. Price** = \$25 - \$60

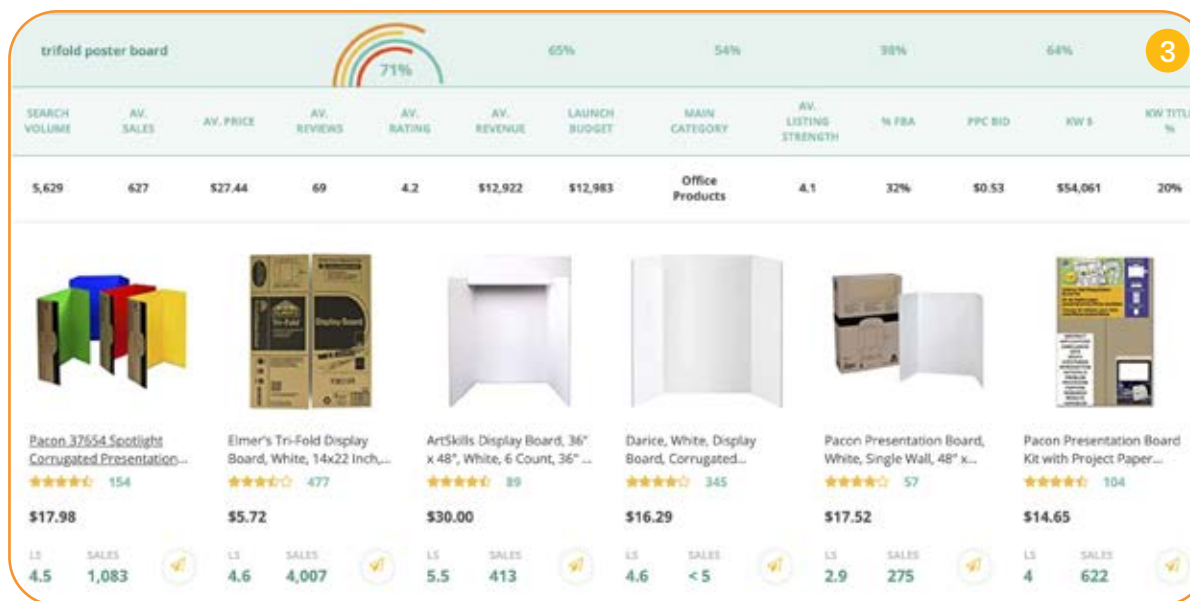
**All Categories Selected**

These are the 10 interesting categories I found (in just 3 minutes of research!) that I 'Favorited' to analyze on a deeper level later:

Golf Club Grips, Tactical Duffle Bag, Softball Pants for Women, Maternity Robe, Utility Tote, Plate Carrier Vest, Sea Moss Gel, Rope Ladder, Red Carpet Runner, Trifold Poster Board.

Check out the numbers for the top 3 in this list:





As you can see, Niche Finder gives you a unique superpower to cut straight through to winning products on Amazon without having to spend hours, days, or weeks aimlessly searching.

It couldn't be easier, right?

Well, we asked this question ourselves and decided even more could be done to simplify product research. That's why we created **Easy Mode**. Easy Mode lets ZonGuru take the wheel by preselecting filters for you and showing the products that best fit within three distinct categories: Easy Starter, Business Builder, and Big Hitter. With Easy Mode, all you need to do is let us know which categories you want us to scan and the type of business you're looking to start. We do the rest.

So, what's the difference between these three types of businesses?

**Easy Starter** will only show niches that seem simple to launch, with less initial overhead. The return might be lower, but so is the initial investment and level of competition.

**Business Builder** is for sellers with long-term vision. The initial investment might be higher than an Easy Starter, but the chance of a higher ROI over time also has better odds.

**Big Hitter** is the type of product that seasoned Amazon sellers with a lot of capital might be more interested in. The upfront cost is usually very high for these products, but so is the likelihood of quick, massive returns.

Our mission statement has always been to bring our customers relevant and timely data. As you can see, we also made ease of use a top priority with the Niche Finder. This is hands down the most powerful research tool on the market, regardless of whether you're looking for your first or 500th product to sell.

Now that you have a tool to easily generate product ideas, let's check out how to validate those ideas so we make sure the data backs up our decision making.

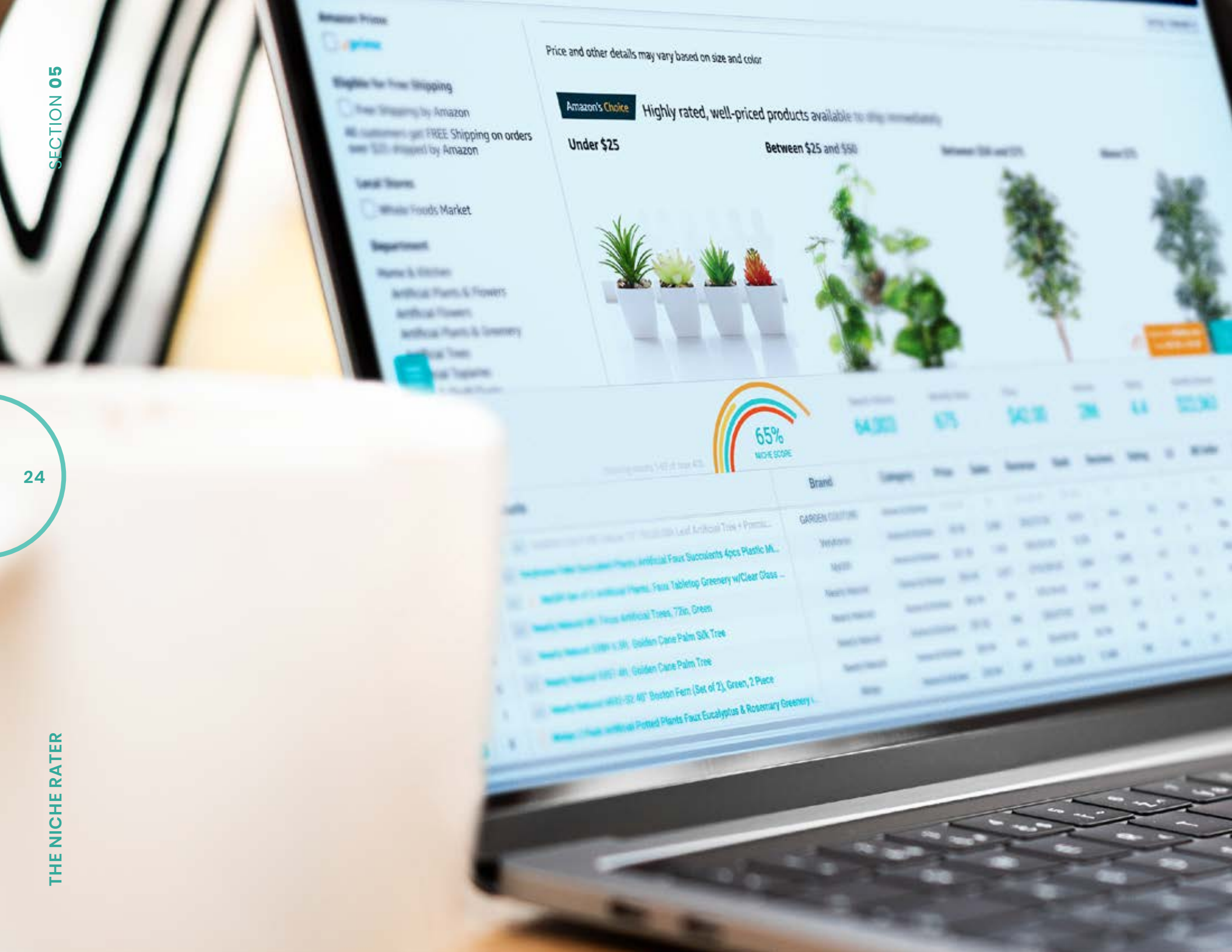
## Section 05

# The Niche Rater

Validate a product quickly and easily  
with Niche Rater.

Learn how easy it is to be profitable on Amazon when you have an inside look at product sales, revenue, exact keyword search volume, reviews, ratings, Listing Scores, and more for any listing. Our Chrome Extension helps make product research a more intuitive process, and gives you the tools to feel confident when deciding whether or not to invest in a new product.





Price and other details may vary based on size and color

Amazon's Choice

Highly rated, well-priced products available to ship immediately

Under \$25

Between \$25 and \$50

Between \$50 and \$75

Above \$75



Showing results 145 of 145

Brand

GARDEN OF EARTHLY DELIGHTS

Verdant

Mylo

Neon

Neon

Neon

Neon

Neon

Neon

Neon

Neon

Neon

Neon

Neon

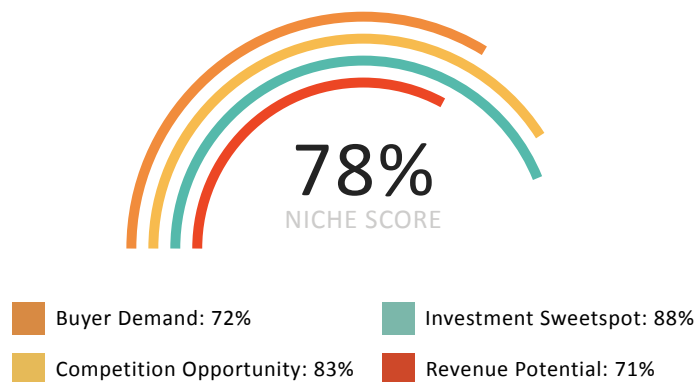
Neon

Neon



# The Niche Rater Method

So, what exactly is the Niche Rater Method? The Niche Rater Method uses four components that ultimately determine how much potential a product niche has. Using this methodology alongside the ZonGuru Chrome Extension will not just find you a product to sell on Amazon, but specifically a product designed for continual growth and long term profit.



Let's break things down a bit further by looking at the four key components of the Niche Rater Method - and the one soft skill aspect we like to call Differentiation:

**Demand:** How often is the product searched for, and how many sales does the product make per month? Specifically, you're looking for products that are searched for at least 2,000 times per month (exact match phrases). You also want to see products that generate 300-500 sales - or \$10,000-\$20,000 gross revenue - per month. If the average seller is making more than that, great! But that may mean the product category is going to be more competitive.

**Competition:** Are the sellers established on Amazon, and how experienced are they? To answer how established the competition is, you want to look at the number of reviews the sellers have on page 1. If you see a handful of sellers with 300-500 reviews, this is usually a good sign the category has healthy competition - and tells you there is demand for the product. What you really want is the majority of page 1 listings to have less than 100 reviews. What you don't want is more than 5-10 sellers on page 1 with 500+ reviews, as this may be a sign the competition is too fierce. You want to compete against as many sellers as possible with 100 reviews or less. Remember, though: there is no one-size fits all. Every category has different levels of competition, and every seller has a different threshold for risk.

Next, you want to judge the seller's experience level. To judge how experienced the sellers are, make sure to pay attention to the Niche Rater Competition rating and Listing Strength Indicator inside the Chrome Extension. These show how well-optimized the listings are by analyzing the strength of the listing copy, product photos, keyword optimization, and whether the seller has EBC or runs ads.

**Budget:** Can you afford to invest in this product niche? Your launch budget is critical to ensure you're making a financially responsible investment. We recommend finding a category that's around \$12k-\$15k to launch. The suggested launch budget takes into account the amount it would cost to purchase three months of inventory and stay in stock for 3 months on page one. It's absolutely critical to stay in stock on Amazon - especially during your first few months live!

**Potential:** Will you be able to price the product to make significant profit without having to sell a massive amount of volume? Some people like to play the margins game. We prefer a more sustainable long term business model that doesn't rely on pennies on the dollar. A product that retails for between \$25-\$35 is perfect because it means that you'd be making between \$8-\$11 per sale at a 30% net margin! 500 sales on a \$35 product puts \$5,250 in your pocket. And that's just a single product. Not too shabby.

# Product Differentiation

The final aspect of a “winning” product is your ability to differentiate. Differentiation is simply answering this question: why would customers choose my product over the competition?

As you can imagine, this is not always easy to answer. Differentiation is a soft skill some people naturally have an eye for. Others begin to see as they adjust their lens towards how they view brands and consumer products.

Throughout the rest of this guide we will show plenty of differentiated products. For more examples, follow us on Instagram (@zonguru) for a never ending stream of differentiated products and tips for optimizing your listings. Our feed is designed to showcase the very best of product ideas and inspiration on Amazon. It’s a fantastic resource!

There are plenty of ways to differentiate a product. Some of the most common ways are:



**Product Photography:** Taking great photos is key to making sure your listing stands out. The goal of your hero image is to stop potential customers from scrolling through the listings on page 1 and click on yours. Make sure you take engaging and professional photos, utilize lifestyle photography, and integrate video into your listing.



**Functionality:** Does your product do what it’s designed to do in a novel way? Is the product smaller, more efficient, quieter, softer? There are a million ways to improve existing products if you put your thinking cap on and find the right supplier.

**Design:** Does your product look different? Visual design is absolutely key towards standing out from your competition.

**Packaging:** Does your product arrive in a brown box? Or does it arrive carefully packaged in a way that makes your customer feel as though they just received a gift? Your packaging is your first impression - so make it a good one. And don’t forget an insert! Inserts are a great way to tell your customer a story, provide bonus materials, and ask for an honest review.

“A great niche looks less like a fad, and more like a foundation.”



**Brand Identity:** Private Label doesn't just mean slapping a logo on something and calling it a successful day. You want to create a brand identity through your storytelling, packaging, social media accounts, photos, tone of voice in emails and listing copy, and advertisements. This all starts by understanding your customer.

**Bundling:** Bundling means that you give your customers a little something extra with each order. Bundling can be a carrying bag, an accessory, educational/promotional materials, and more. As you can see, Product Differentiation can take many different shapes and sizes. There is no right or wrong way to differentiate, other than not differentiating at all. The key is to get creative and really enjoy the experience of creating your unique product and brand.

If you've read this far and thought to yourself, "I don't understand! Where are the fidget spinners and hoverboards that will instantly make me millions of dollars?", You're in the wrong place. This is not a get rich quick scheme. The goal is to create a brand through a single product which you can expand into a larger and larger business. The focus is on sustainable and long term profitability. Not to create a business out of a house of cards.

A great niche looks less like a fad, and more like a foundation.

What you're looking for is a differentiated product generating \$10,000 or more per month in gross revenue in a niche that is not too competitive. At a 30% margin that single product will put over \$36k of sustainable money in your pocket each year!

# Hot vs. Not



# Hot vs. Not

Monthly Sales:

459

**HOT**



\$8.99

ASIN: B07MNJ49VC

Clear photo of the product with Nice Angle  
 Product with a lot of features  
 Well designed, looks comfortable to hold  
 Brand Identity is present  
 Bonus light functionality

Monthly Sales:

0

**NOT**



\$6.50

ASIN: B07RSBB2YJ

Bad hero photo of the product  
 Product with less features  
 Very simple and common  
 Unbranded product  
 Single function product

VS

## Section 06

# Hot Products

Discover the most hottest products that are crushing it on Amazon right now.

Okay, so now you know exactly what to look for on Amazon. Are you ready to see the best examples of winning products?

Luckily for you, ZonGuru's product research team doesn't sleep. They live to find the perfect products to sell on Amazon and deliver them to you! That's just how they roll. Use these listings as inspiration while you fall down the rabbit hole. Or, take a deeper look. One of these could be your next best seller. We hope you enjoy checking out these products as much as we enjoyed finding them for you!

Happy hunting!



## 01 Cat Litter Box

**Main Keyword:** Cat Litter Box

**Category:** Pet Supplies

**ASIN:** B082XDCY6B

**Price:** \$109.99

**MONTHLY  
SALES**

98

**REVENUE**

\$10,779

### LONG TITLE

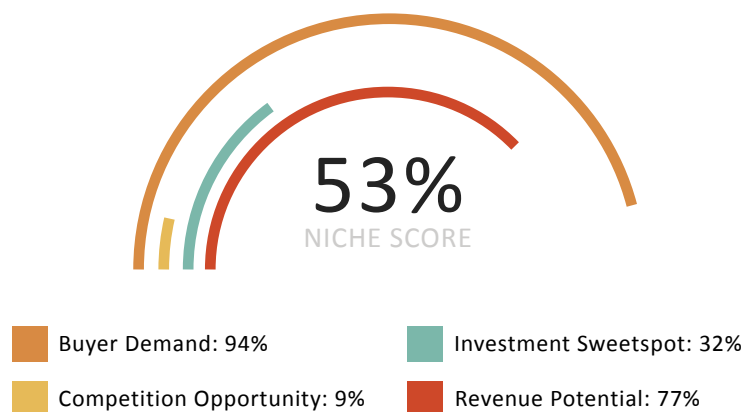
Cat Litter Box for Easier Handling of Cat Litter, Enclosed Design, Easy to Clean, Prevent Sand Leakage, Easy Assembly and Large Space, with Cat Litter Scoop

### WHY IS THIS HOT?

The MS Modern Cat Litter Box is a sleek stunner that comes with a magnetic suction cover to keep kitty messes cleverly hidden. The cosy, hut-like design features a round entrance for cats to enter and exit through, and opens out effortlessly for easy cleaning. Designed to blend in with the rest of your furniture without disrupting the overall tone of your home, the MS Modern Cat Litter Box combines the cosy comforts of the litter box with an inner 'cabinet' and complimentary scoop for the ultimate all-in-one storage solution. The stylish cat litter box comes with one removable litter tray for hassle-free cleaning. With a non-stick surface that uses advanced plastic technology for effective odor-blocking, the lightweight tray provides all-day comfort to our kitties while ensuring easy clean-ups for their humans. Simply slide out, dump, and replace.



### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Catit Jumbo Hooded Cat Litter Pan - Warm Gray

2

AmazonBasics No-Mess Hooded Cat Litter Box (Various Sizes)

3

Nature's Miracle High-Sided Litter Box, Eay Clean Spout

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Cat Litter Box	10,045	\$168,922
Hooded Litter Box	1,358	\$15,817
Litter Box	68,609	\$773,910
Cat Box	9,612	\$115,523
Cat Litter Box with Lid	9,593	\$126,411

### NOT HOT



Arm & Hammer Cat Pan/Litter Box

No Style

Basic

Not Worth \$8

**Monthly Sales:** 65



## 02 Portable Cereal Cup

**Main Keyword:** Cereal Cups to go

**Category:** Home & Kitchen

**ASIN:** B07Q4XVV48

**Price:** \$19.95

**MONTHLY  
SALES**

3,820

**REVENUE**

\$76,209

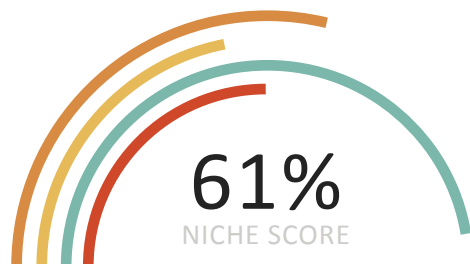
### LONG TITLE

The CrunchCup - A Portable Cereal Cup - No Spoon. No Bowl. It's Cereal On The Go (Yellow)

### WHY IS THIS HOT?

The perfect companion for any student, parent, or business professional who wants to take their cereal to-go. Easy to assemble. The CrunchCup is comprised of two cups; one for the cereal and the other for the milk. Each cup has its own hole so that the cereal and milk don't meet until they hit your mouth. Made of extremely durable, FDA-approved, dishwasher-safe, BPA-free plastic. It will not crack if you drop it. Drink your cereal with one hand on-the-go without having to use a spoon. Control the flow of milk by putting your finger on the air hole or by partially covering milk spout with lower lip.

### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 55%	Investment Sweetspot: 94%
Competition Opportunity: 46%	Revenue Potential: 49%

### OTHER SELLERS IN THE CATEGORY

1

The CrunchCup - A Portable Cereal Cup - No Spoon. No Bowl. It's Cereal On The Go. (Pink)

2

Cereal On the Go Cups Breakfast Drink Cups Portable Yogurt and Cereal

3

Cereal On the Go Cups Travel-To-Go-Food-Containers Storage with Spoon

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Crunch Cup Portable Cereal Cup	766	\$5,284
Cereal On The Go	672	\$6,158
Portable Cereal Cup	314	\$2,269
Cereal And Milk Container On The Go	308	\$2,489
Cereal Cup To Go	672	\$6,158

### NOT HOT



Cereal On The Go, Container Breakfast Drink Milk Cups

Too Many Parts  
Milk Does not Stay with Cereal  
Bad Design

**Monthly Sales: 33**



## 03 Foam Roller Water Bottle

**Main Keyword:** Foam Roller Water Bottle

**Category:** Sports & Outdoors

**ASIN:** B07KZ9Y8ZT

**Price:** \$49.99

**MONTHLY  
SALES**

80

**REVENUE**

\$4,500

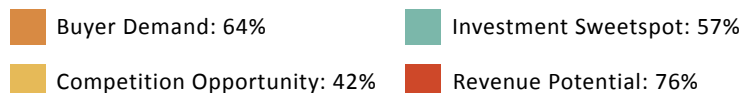
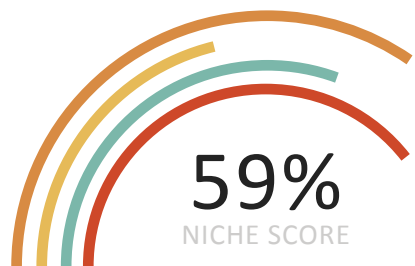
### LONG TITLE

MOBOT Official – Grace 27oz – Foam Roller Water Bottle - High Performance Stainless Steel – Built for Travel

### WHY IS THIS HOT?

Patented 2-in-1 foam roller water bottle – mobot’s industrial strength and unique designs will make you want to drink more water. Hydration on-the-go - grace has everything you need to roll out your entire body. Sustainably made – built to last – made from 100% recycled stainless steel, bpa free and non-toxic, high density eva foam. Tested up to 350lbs – you can roll on your mobot full or empty, and it can hold up to 350lb! Mind, body, planet – designed to feel good and do good. Calmer you, karma planet

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

MOBOT Official – Grace 27oz – Foam Roller Water Bottle - High Performance Stainless Steel

2

MOBOT Official – Big Bertha 40oz – Foam Roller Water Bottle - High Performance Stainless Steel

3

MOBOT Official – Firecracker 18oz – Foam Roller Water Bottle - High Performance Stainless Steel

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Foam Roller For Physical Therapy	18,120	\$212,720
Foam Rollers	5,505	\$58,232
Rumble Roller	2,912	\$32,769
Foam Rollers For Deep Tissue	20,432	\$261,223
Deep Tissue Foam Roller	701	\$11,133

### NOT HOT



Deep Recovery Travel Size Foam Roller

Less Functional

Less Durable

Flat Surface Because Foam

**Monthly Sales: 21**



## 04 Dual Chamber Bottle

**Main Keyword:** Dual Chamber Water Bottle

**Category:** Sports & Outdoors

**ASIN:** B07MVSPJQC

**Price:** \$34.99

**MONTHLY  
SALES**

630

**REVENUE**

\$22,403

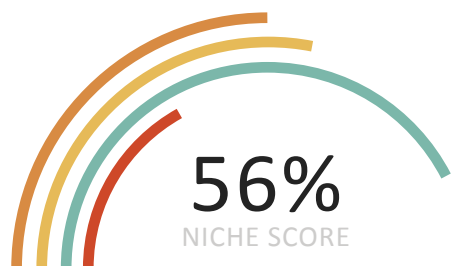
### LONG TITLE

FLPSDE Dual Chamber Water Bottle | Drink+Snack | Vacuum Insulated  
Stainless Steel | Made for Adventure

### WHY IS THIS HOT?

Made for adventure: flpsde dual chamber water bottles are so much more than just a water bottle! The inner chamber can hold your favorite snacks, keys, cash, pet food or other personal essentials while the outer chamber keeps your liquids ready when you are. What combos can you come up with? Capacity: 20oz outer/7oz inner (27oz total capacity). Cleaning: the removable inner chamber delivers exceptional access for simple and efficient cleaning which means no need for special brushes, etc. Yay! Hot/cold: heavy-duty stainless steel vacuum insulated outer chamber keeps items hot/cold for hours, safe, and tasting how they should. Easy and fun to use: the low profile caps on each end provide a stable base no matter which end is up. Each cap is designed with an extended lip for upright carrying in addition to a rubber grip across the center for when the adventures get intense. Wide mouth openings on both ends for easy loading. Get flippin'!

### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 51%	Investment Sweetspot: 86%
Competition Opportunity: 55%	Revenue Potential: 34%

### OTHER SELLERS IN THE CATEGORY

1

Hydra Cup - 30oz Dual Threat Shaker Bottle, Shaker Cup + Water Bottle, 2 in 1

2

Bindle Bottle 24oz Coral Pink | Stainless Steel Double Walled & Vacuum Insulated Water Bottle

3

Wonder Creature Dog Food and Water Bottle 2 in 1 Dual Chambers Portable Bottle

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Drink Dispenser	12,786	\$152,404
Beverage Dispenser	17,683	\$201,533
Dual Chamber Water Bottle	3,871	\$6,004
Infusion Water Bottle	8,718	\$63,905
Water Bottle Insulated	5,435	\$39,385

### NOT HOT



Rubbermaid Refill, Reuse 20-ounce Chug Bottle

Boring Design  
Bad Materials  
Less Features

**Monthly Sales:** 139



## 05 Travel Child Carrier

**Main Keyword:** Ride On Luggage

**Category:** Baby

**ASIN:** B01DD0V4QC

**Price:** \$44.99

**MONTHLY  
SALES**

63

**REVENUE**

\$4,989

### LONG TITLE

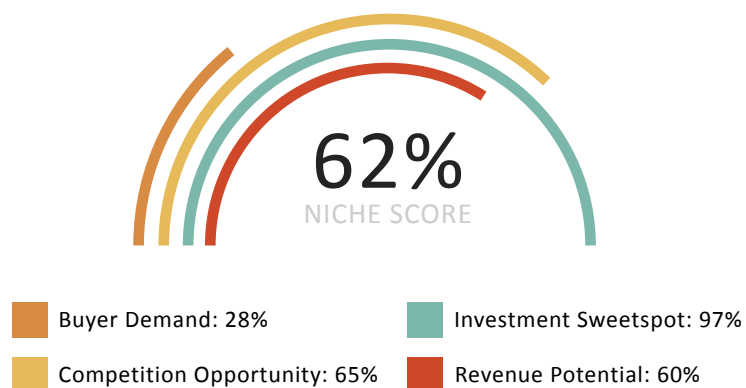
Lugabug Travel Seat, Child Carrier for Carry-On Luggage - Family Travel at Airport Made Easy (Black/Grey)

### WHY IS THIS HOT?

Fun for kids – convert your roller suitcase into a fun travel seat for kids. Makes child transport through the airport convenient and easygoing, sans stroller; an ideal accessory for the minimalist traveler. Easy to use – attaches in seconds. Adjustable straps ensure a tight fit on suitcase; with handle held firmly and child seated safely, tilt suitcase back and off you go. Lightweight and compact – weighs 19 ounces. Stores easily, folds into pocket or stand-alone seat. Comfortable and durable – hammock-like fit, equipped with secure lap strap. Sewn with strong nylon fabric and webbing. For children 2 years and up – weight limit 50 lbs. Fits most standard, soft-sided, carry-on wheeled luggage.



### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

The New latest model kids suitcase for 4-12 years old boys and girls

2

ZincFlyte Kid's Luggage Scooter 18" - Polly the Panda

3

IQ Toys Ride N Roll Suitcase, Travel Luggage & Storage Bag Pink

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Ride On Suitcase	888	\$9,563
Ride On Luggage For Kids	506	\$7,388
Kids Suitcase	10,506	\$185,343
Kids Luggage With Wheels	5,503	\$109,818
Toddler Suitcase	2,276	\$26,993

### NOT HOT



Kids Car Seat Luggage Strap  
Toddler Car Seat Traveling

Heavy

Bulky

Takes Too Much Space

**Monthly Sales: 5**



## 06 Silicone Bread Maker

**Main Keyword:** Loaf Nest

**Category:** Home & Kitchen

**ASIN:** B007F6EN96

**Price:** \$19.93

**MONTHLY  
SALES**

158

**REVENUE**

\$4,286

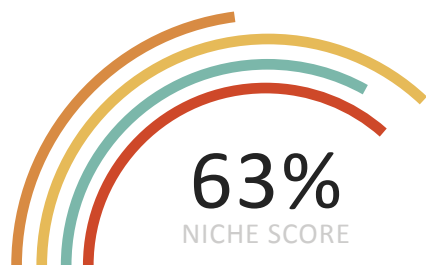
### LONG TITLE

Lekue Silicone Bread Maker, Brown

### WHY IS THIS HOT?

Its versatile design makes it possible to bake real homemade bread in one single container. Shaped as a partially closed bowl, the bread maker allows steam to circulate inside, making the dough moist and preventing the bread from drying out. The side openings allow hot air to circulate inside the Bread Maker giving bread a crusty, golden texture. Includes easy recipes to enjoy the taste and smell of traditional homemade bread. Suitable for microwave and dishwasher safe; made of 100% platinum silicone to withstand high temperatures of up to 428°F (220°C)

### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 47%	Investment Sweetspot: 64%
Competition Opportunity: 72%	Revenue Potential: 70%

### OTHER SELLERS IN THE CATEGORY

1

Lekue Silicone Bread Maker, Model # 0200600M10M017, Brown

2

USA Pan Bakeware Aluminized Steel Hearth Bread Pan

3

Emile Henry Made In France Bread Cloche, 13.2 x 11.2", Burgundy

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Bread Cloche	686	\$18,267
Loaf Pan	12,776	\$66,180
Bread Pan	11,107	\$66,180
Proofing Basket	7,339	\$55,269
Bread Container	3,003	\$33,056

### NOT HOT



Stoneware Rectangle Bread Baking Cloche

Plain and Bulky  
No Air Holes  
Multiple Pieces

**Monthly Sales: 5**



## 07 Puzzle Toy for Dogs

**Main Keyword:** Puzzle Toy For Dog

**Category:** Pet Supplies

**ASIN:** B0719Q89XH

**Price:** \$19.99

**MONTHLY  
SALES**

4,178

**REVENUE**

\$83,518

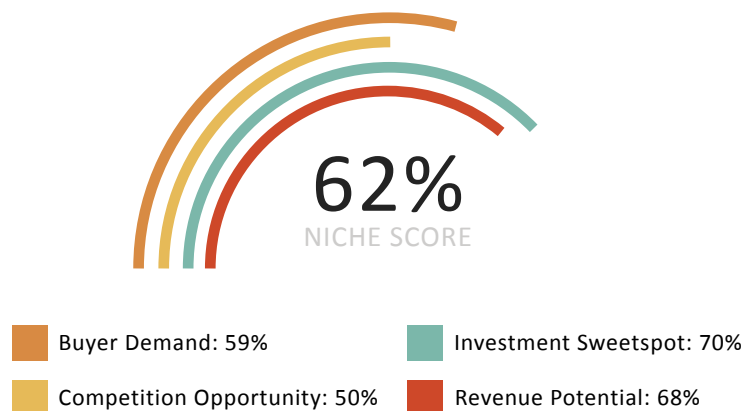
### LONG TITLE

Outward Hound Nina Ottosson Puzzle Toy for Dogs - Stimulating Interactive Dog Game for Dispensing Treats

### WHY IS THIS HOT?

Challenging dog puzzle: the interactive hide n slide dog puzzle toy is an entertaining and engaging dog treat dispenser toy that will exercise your dog's mind and strengthen the dog/owner bond. Real wood appeal: made to look like real wood, the dog treat puzzle toy is a unique composite material, making the durable dog toy tough and easy to clean – a must for any dog toy box. No removable parts: built so play pieces don't come out when your dog plays. This puzzle feeder dog toy stays intact, making it your new go-to dog enrichment toy. How to play: place dog treats in the dog activity toy's blocks and compartments. Swivel flippers to cover the food puzzle's tracks and lock the spinning top. Let the dog games begin! Interactive fun: nina ottosson dog puzzle games are smart, stimulating, and challenging for your dog's brain. Place the dog board game on the floor and encourage your pet to seek treats.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Outward Hound Ottosson Puzzle Brick Dog Toy

2

KONG - Classic Dog Toy - Durable Natural Rubber - Fun to Chew, Chase and Fetch

3

Hyper Pet Doggie Tail Interactive Plush Dog Toys

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Dog Toy	60,499	\$284,043
Dog Puzzle Toys	17,146	\$151,262
Snuffle Mat	7,494	\$62,770
Dog Gifts For Christmas	5,531	\$67,560
Dog Toys For Boredom	2,976	\$17,380

### NOT HOT



Tarvos Interactive Dog and Cat Treat Puzzle Toy

Treat Size Limited

Multiple Parts

Makes a Mess

**Monthly Sales:** 138



## 08 Fruit Infuser

**Main Keyword:** Fruit Infusion Water Bottle

**Category:** Sports & Outdoors

**ASIN:** B07F5XW861

**Price:** \$19.99

**MONTHLY  
SALES**

1,241

**REVENUE**

\$24,808

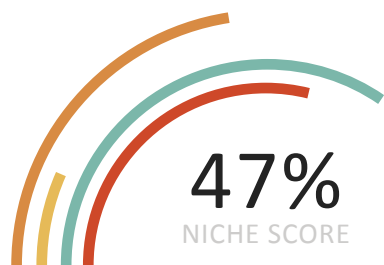
### LONG TITLE

asobu Flavor U See a Stainless Steel Fruit Infuser Slim and Classy Water Bottle 16 Ounce Bpa Free

### WHY IS THIS HOT?

Innovative and fashionable asobu flavour u see is the new upgraded, modern infuser, metallic looking bottle for those that care about fashion and health. Durable, insulated and portable at 16 ounce this infusion water bottle is constructed of double wall insulated stainless steel and bpa free tritan to give you a long lasting bottle that will keep your beverage cold for 12 hours. Healthy drinking option the clear tritan bpa free see-through center section suspends the fruit, mint or other contents in your chilled water between two filters preventing any bulk pulp from entering the drinking section but giving you a great tasting water. Endless options drinking water boring? Think fruits, veggies, herbs, tea, still or sparkling water and the sky's the limit (just no hot water) and your run, gym workout or day at the office just got a bit more interesting. Great gift option available in 5 stunning colors great gift option for dad, mom, teacher and friend for christmas, holiday, year end or just to say thank you.

### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 46%	Investment Sweetspot: 69%
Competition Opportunity: 17%	Revenue Potential: 55%

### OTHER SELLERS IN THE CATEGORY

1

Cactaki 32oz Water Bottle with Time Marker, BPA Free Water Bottle

2

Hydracy Water Bottle with Time Marker - Large BPA Free Water Bottle

3

Hydracy Fruit Infuser Water Bottle - 32 oz Sports Bottle - Time Marker

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Water Bottle	824,561	\$5,458,264
Tea Infuser Bottle	9,626	\$91,286
Infuser Water Bottle	8,718	\$69,439
Cute Water Bottle	8,616	\$80,426
Water Bottle With Fruit Infuser	2,115	\$15,047

### NOT HOT



Fruit Infuser Water Bottle 32 oz: Water & Tea Infusion

Cheaper Material

Plain Design

Bad Photos

**Monthly Sales: 5**



## 09 Painting Rocks

**Main Keyword:** Rocks For Painting

**Category:** Patio, Lawn & Garden

**ASIN:** B07RX4TX3R

**Price:** \$15.99

**MONTHLY  
SALES**

954

**REVENUE**

\$15,254

### LONG TITLE

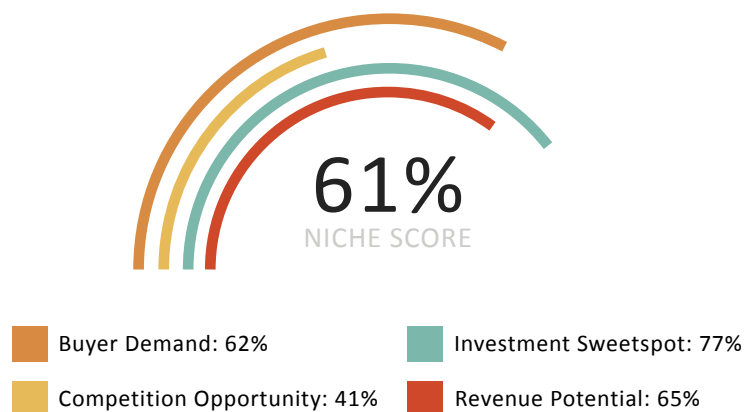
BigOtters Painting Rocks, 12 Rocks 2-3 inches Painting Kindness Rocks  
Mandala Painting Favors, About 3.7 pounds

### WHY IS THIS HOT?

Package included - 2"-3" painting rock x12, package weighs about 3.7 Pounds and each rock weighs about 5 ounces. These painting rocks were all selected by professional artisans, well polished and finished, comfortable to grip, easy for painting, yet hard to abrade your hands. Lightweight & portable - our painting rocks have moderate weight and size, with smooth surfaces, no sharp edges, easy to carry. You just need to put these painting rocks into your pockets to hide the surprise before you give them to your loved one. Safety & quality - every piece of our rocks has been tested and approved to be sold as the painting rock, meets the astm d-4236 standard, non-toxic and eco-friendly. All of these painting rocks were picked out by professionals, solid and durable, ideal carriers for your creations.



### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Beach Treasures Capcoursiers Painting Rocks - Rocks for Painting Kindness Rocks

2

4 Pounds 2-3 inch Natural Rocks for Painting Kindness rocks

3

Rock Canvas Painting Rocks - 4.4lbs of Smooth Rocks for Painting

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Rocks For Painting	5,575	\$43,514
River Rocks	5,473	\$50,859
Painting Rocks	1,216	\$8,759
Rocks To Paint	711	\$5,875
Flat Rocks For Painting	425	\$4,315

### NOT HOT



Capcoursiers Flat Rocks for Painting

Broken Material  
Size too Small  
Bad Keywords

**Monthly Sales: 70**



## 10 Fantasy Fort Kit

**Main Keyword:** Fort Building Kit For Kids

**Category:** Toys & Games

**ASIN:** B01NAAU0WX

**Price:** \$34.99

**MONTHLY  
SALES**

459

**REVENUE**

\$16,059

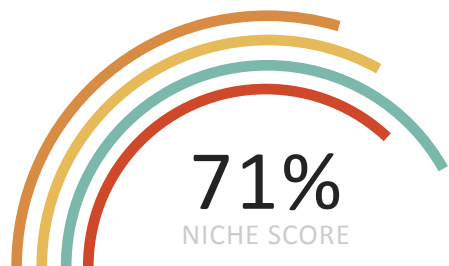
### LONG TITLE

Fantasy fort kit, pretend play construction building set, indoor playhouse, heavy duty faux wood panels, each panel 22 x 22 inches, 32 pieces

### WHY IS THIS HOT?

Stimulate your child's imagination and building skills with our versatile 32 Piece Fantasy Fort Construction Set. Strong, durable faux wood 22" x 22" connectable panels allow your child to build and rebuild structures in different shapes and sizes, providing hours of amusement and play. Kit Includes innovative double-sided Velcro connectors that attach to all four sides of each panel, and additional carton building clips that provide support for two-story structures. Create a storage cube using 6 panels for easy storage and organization to keep all pieces contained in one place Ideal building toy for open-ended and active play that fosters creativity, develops spatial reasoning, and promotes STEM learning.

### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 59%	Investment Sweetspot: 86%
Competition Opportunity: 65%	Revenue Potential: 75%

### OTHER SELLERS IN THE CATEGORY

1

Crazy Forts,Purple, 69 pieces

2

Fort Building Kits for Kids - Fun Forts STEM Building Toys

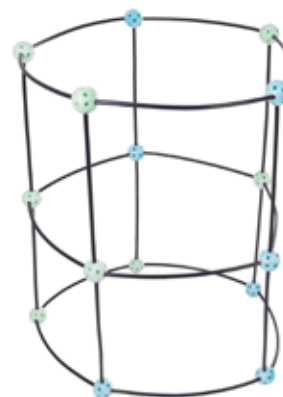
3

Win SPORTS 77 Pieces Flexible Construction Fort Set

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Fort Building Kits For Kids	3,291	\$80,287
Crazy Forts	2,947	\$38,708
Fort Building Kit	1,469	\$22,042
Forts For Kids	734	\$14,665
Forts	720	\$10,881

### NOT HOT



Fort Building Set for Kids

Cheap Material  
Boring Design  
Not Durable

**Monthly Sales: 5**

**11**

## Indoor Herb Garden

**Main Keyword:** Indoor Herb Kit

**Category:** Patio, Lawn & Garden

**ASIN:** B07JD8JKHC

**Price:** \$26.97

**MONTHLY  
SALES**

717

**REVENUE**

\$19,337

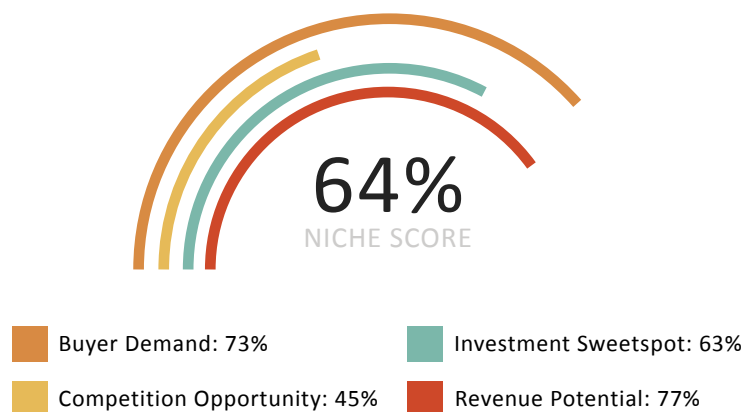
### LONG TITLE

Indoor Herb Garden Seed Starter Kit - Organic Herbal Tea Growing Kits, Grow Medicinal Herbs Indoors, Lavender Chamomile Lemon Balm Mint Seeds, Soil, Plant Markers, Planting Pots, Infuser, Planter Box

### WHY IS THIS HOT?

Herbal tea starter kit - indoor plant growing kit to easily grow your own organic herbal tea garden conveniently in your kitchen window, window-sill, balcony or patio. Herb garden starter kit includes: heirloom, non gmo certified organic herb seeds for growing organic tea plants and making your own chamomile tea, mint tea, lavender herbal tea & lemon herbal tea. 4 Attractive burlap grow bags / plant pots, peat potting soil discs, pruning shears, stainless steel tea infuser, bamboo plant markers, wooden gift box, printed instructions & instructional videos. Medicinal herb seeds for planting indoors / outdoors: mint / peppermint seeds - mentha piperita, chamomile seeds - matricaria chamaemelum, lemon balm seeds - melissa officinalis & lavender seeds for planting lavandula angustifolia. Unique gift ideas - perfect tea gifts for tea lovers, garden gifts for gardeners, gardening gifts for women & men, vegan gifts, unique gifts for couples, kitchen gifts & housewarming, DIY grow kit for kids.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

- 1 9 Herb Window Garden - Indoor Organic Herb Growing Kit
- 2 Indoor Herb Garden Starter Kit - Certified 100% USDA Organic Non GMO
- 3 AeroGarden Black Harvest, 2019 Model

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Indoor Garden Kit	5,611	\$167,640
Indoor Herb Garden	10,652	\$186,862
Herb Garden	18,993	\$328,256
Indoor Garden	7,788	\$195,781
Herb Garden Starter Kit Indoor	8,498	\$139,703

### NOT HOT



Lantern Herb Jars with Hanging Rope 2 Pack

Set of 2  
Bad Product Image  
Outdated Design

**Monthly Sales: 27**



## 12 Insulated Cocktail Glass

**Main Keyword:** Margarita Glasses

**Category:** Home & Kitchen

**ASIN:** B07CGGKG6L

**Price:** \$21.75

**MONTHLY  
SALES**

646

**REVENUE**

\$12,210

### LONG TITLE

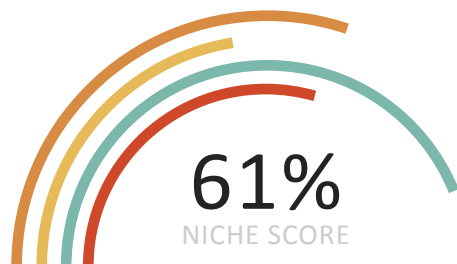
Snowfox Insulated Stainless Steel Margarita and Martini Cocktail Glass,  
Set of 2

### WHY IS THIS HOT?

A great example of thinking outside of the box. Who would of thought of a stainless steel stemless margarita glass? Well these guys did, and they're doing 50k/month because of it! Don't be scared to go all out and innovate something thats always been the same.



### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 62%	Investment Sweetspot: 80%
Competition Opportunity: 46%	Revenue Potential: 57%

### OTHER SELLERS IN THE CATEGORY

1

Libbey Cactus Margarita Glasses, Set of 4

2

HOST Freeze Stemless Margarita, Plastic Glass Insulated Gel Chiller

3

Libbey Stemless Margarita Glasses, Set of 6

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Margarita Glass	8,236	\$8,173
Margarita Glasses Set of 4	5,428	\$9,721
Margarita Cups	737	\$10,462
Plastic Margarita Glasses	5,459	\$9,887
Margarita Glasses Plastic	2,791	\$9,393

### NOT HOT



Home Essentials Basic 10 Ounces Margarita Set of 4

Hero Image is the Box  
Photos show no scale  
Bad Listing Copy

**Monthly Sales: 32**



## 13 Wooden Fishing Game

**Main Keyword:** Fishing Game

**Category:** Toys & Games

**ASIN:** B07XDPJDBN

**Price:** \$23.99

**MONTHLY  
SALES**

1,830

**REVENUE**

\$43,902

### LONG TITLE

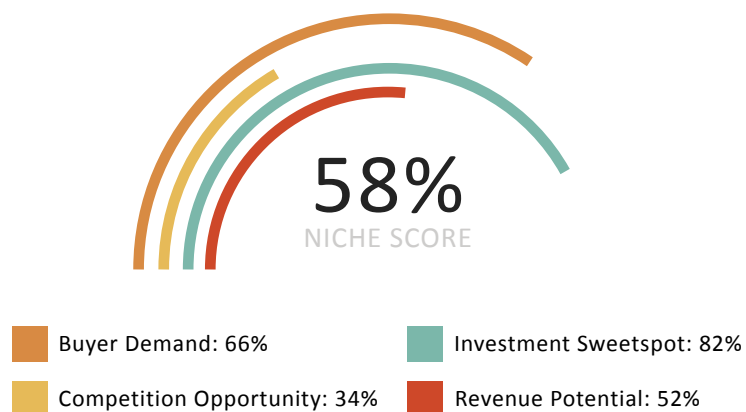
Coogam Wooden Magnetic Fishing Game, Fine Motor Skill Toy ABC Alphabet Color Sorting Puzzle, Montessori Letters Cognition Preschool Gift for 2 3 4 Years Old Toddler Kid Early Learning with 2 Pole

### WHY IS THIS HOT?

Magnetic fishing game: this simple and adorable fishing game offers hours of fun for children ages 3 and up 3 years old. It comes with 2 wooden magnetic fishing poles, 1 wooden sorting box, 26 pcs wooden fish. It is not only a fun activity for your little kids, but also is a great toy for learning the alphabet, color recognition! Safe wooden toy: this toddler fishing magnetic toy is made of high quality, natural solid wood and is coated with environmentally friendly water-based paint. It is completely non-toxic and safe for kids to play without the risk of harm as all edges have been made smooth with no rough surfaces. Creative way to learn: the magnetic wooden fishing game is a great teaching tool to develop your kids hand and eye-coordination as well as their motor skills. Alphabet fish games challenging enough to keep kids entertained, yet easy enough to promote confidence.



### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Pressman Amazon Exclusive Bonus Edition Let's Go Fishin'

2

Haktoys Fishing Game Toy Set with Single-Layer Rotating Board

3

CozyBomB Magnetic Fishing Pool Toys Game for Kids - Water Table Bath-tub Kiddie Party Toy

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Baby Shark Toys	27,816	\$207,118
Kids Games	20,715	\$92,339
Kids Fishing Pole	5,541	\$71,027
Fishing Game	5,348	\$38,449
Kids Game 6 And Up	1,673	\$13,675

### NOT HOT



1 Set Handmade Tibetan Bell Metal Singing Bowl

Bad Product Title

Bad Package Design

Poor Description

**Monthly Sales: 72**



## 14 Junior Cooking Set

**Main Keyword:** Kid Cooking Set

**Category:** Toys & Games

**ASIN:** B0184LNSV4

**Price:** \$39.99

**MONTHLY  
SALES**

283

**REVENUE**

\$11,317

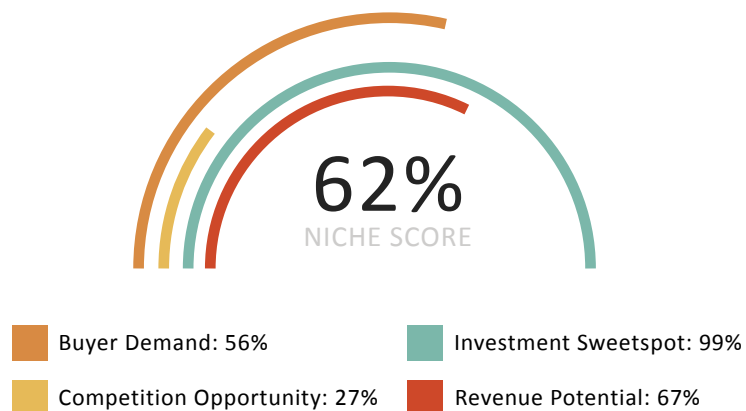
### LONG TITLE

MasterChef Junior Cooking Essentials Set - 9 Pc. Kit Includes Real Cook-ware for Kids, Recipes and Apron

### WHY IS THIS HOT?

Officially licensed MasterChef Junior Cooking Essentials Set. Kids cooking kit comes with an apron, cutting board, mixing bowl, measuring cups, measuring spoon, spatula, spoon and tongs. Set also features 3 unique recipe cards for all levels of experience, plus 1 blank recipe card to write your own recipe! Includes real cooking tools with kid-safe, non-slip silicone grips / Ages 6 and up / Food not included. Makes a great gift for little chefs in training! / Collect all 5 sets and become the ultimate MasterChef Junior!

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

MasterChef Junior Cooking Essentials Set - 9 Pc. Kit Includes Real Cookware for Kids

2

Juboury Kitchen Pretend Play Toys with Stainless Steel Cookware Pots and Pans Set

3

Curious Chef TCC50197 Children's 30-Piece Chef Caddy Collection

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Play Kitchen	32,165	\$689,042
Kids Kitchen Set	8,325	\$31,153
Toy Kitchen	6,687	\$154,245
Play Kitchen Accessories	5,556	\$55,301
Kitchen Toys	5,435	\$83,872

### NOT HOT



#### Kids Cooking Toys Set

Cluttered Product Image  
Cheap Quality  
Bad Keywords

**Monthly Sales: 5**



## 15 Insulated Food Jar

**Main Keyword:** Insulated Lunch Container

**Category:** Home & Kitchen

**ASIN:** B07YYT9TBQ

**Price:** \$34.99

**MONTHLY  
SALES**

1,569

**REVENUE**

\$53,330

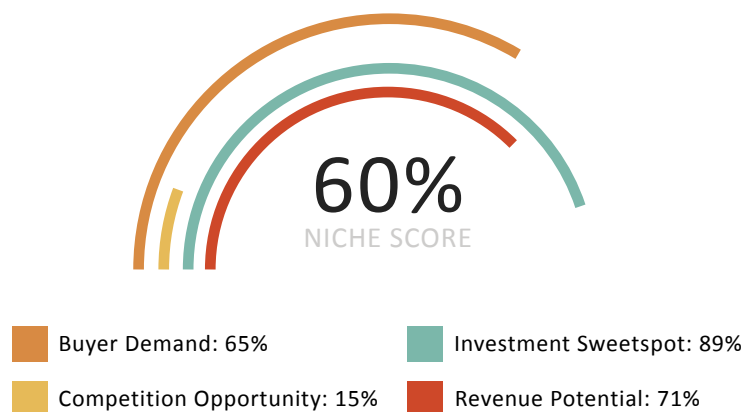
### LONG TITLE

2 Pack Vacuum Insulated Food Jar Hot Food Containers for Lunch School Soup Thermos For Kids, Travel Food Flask Hot Cold (24oz, 17oz) (A-Grey-new)

### WHY IS THIS HOT?

2 Thermos food jar set with updated seal lids] box includes 2 insulated thermos food jar (17oz, 24oz), 1 foldable soup spoon and 1 foldable fork, 1 user manual. Leak-proof - confidently pack our sweat-proof and leak-proof food jars in your lunch bag. No need to worry about leak mess. Air pressure release design makes it easy to open. Vacuum insulation - keep hot or cold food fresh up to 24 hours count on maxso vacuum insulation technology. Take your homemade food everywhere you go! Food grade material - FDA approved stainless steel interior and exterior, silicone and plastic bpa free, ensure our customers could enjoy our healthy food storage container without worry. Lifetime warranty] - Maxso is proud to offer a lifetime warranty on our thermos food jars.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

- 1 WORTHBUY Stainless Steel Lunch Container, 2 Section Design
- 2 DaCool Insulated Lunch Container Hot Food Jar 16 oz Stainless Steel Vacuum Bento Lunch Box
- 3 Lille Home 22oz Stainless Steel Leakproof Lunch Box, Bento Box/Food Container

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Bento Box	80,441	\$566,964
Insulated Lunch Bag	43,573	\$177,009
Thermos Food Jar	25,228	\$229,444
Thermos Kids	19,079	\$118,683
Bento Lunch Boxes For Adults	13,705	\$176,959

### NOT HOT



#### Double Wall Stainless Steel Reusable Food Storage Jar

Less Decorative  
Boring Color  
Looks Smaller in Scale

**Monthly Sales:** 132



## 16 SUV Air Mattress

**Main Keyword:** Car Mattress

**Category:** Sports & Outdoors

**ASIN:** B07LCHTVSM

**Price:** \$79.90

**MONTHLY  
SALES**

141

**REVENUE**

\$11,226

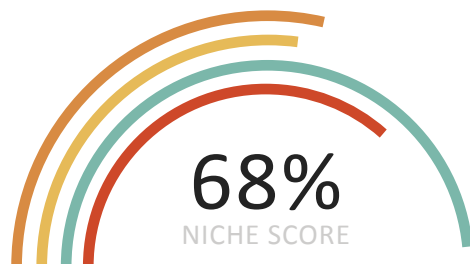
### LONG TITLE

RikkiTikki SUV Air Mattress - Inflatable Car Mattress with Pump and Suitcase - Car Mattress SUV, Minivan, Hatchback, Camping Tent

### WHY IS THIS HOT?

Comfortable and easy to use: air mattress for car turns the back of your car into a bed. It has 8 independent air chambers using which you can adjust car mattress backseat for different car cargo areas of suv, hatchback, minivan or truck. Soft and cozy: flocking suv mattress made with high-quality pvc - soft, pleasant to touch material, cold-resistant. Fast inflation and deflation: suv air mattress package includes reliable two-way electric air pump with 3 nozzles for airbed valves. The pump comes with two power plugs for a car and home outlets. Portable, lightweight and universal: car bed back seat inflatable air mattress comes with portable suitcase where you can fold your inflatable car bed and pump with power adapters. The car inflatable mattress also can be a great camping mattress or home air bed.

### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 54%	Investment Sweetspot: 94%
Competition Opportunity: 53%	Revenue Potential: 72%

### OTHER SELLERS IN THE CATEGORY

1

OLIVIA & AIDEN Inflatable Car Air Mattress with Pump

2

FBSPORT Bed Car Mattress Camping Mattress for Car Sleeping Bed Travel Inflatable Mattress

3

HAITRAL Portable Travel Camping Inflatable Air Mattress with Pillow Fits Most Car Models

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Camping Mattress	13,305	\$206,983
Car Bed	8,617	\$435,541
Truck Bed Tent	5,621	\$416,784
Car Mattress	5,529	\$92,887
Air Mattress Camping	4,210	\$111,471

### NOT HOT



Car Travel Inflatable Mattress

Bad Product Image  
Looks Smaller in Scale  
Hard to Use

**Monthly Sales: 79**





## 17 Bird Travel Bag

**Main Keyword:** Bird Cage

**Category:** Pet Supplies

**ASIN:** B081YL1RF7

**Price:** \$49.99

**MONTHLY  
SALES**

318

**REVENUE**

\$15,897

### LONG TITLE

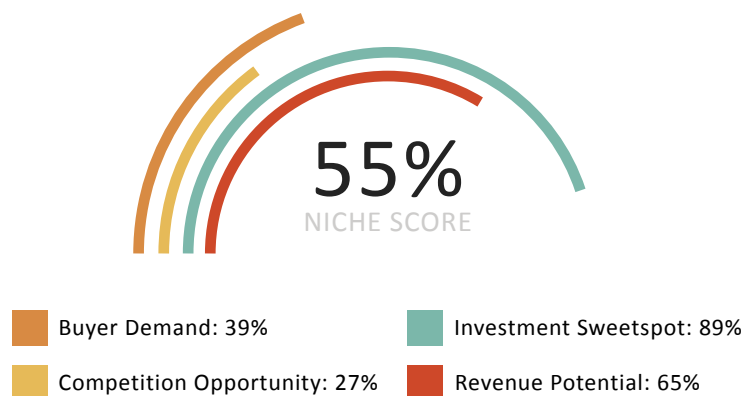
X-ZONE PET Bird Travel Bag Portable Pet Bird Parrot Carrier Transparent Breathable Travel Cage, Lightweight Bird Carrier, Bird Travel Cage.

### WHY IS THIS HOT?

**Lightweight & Portable:** Lightweight design makes it easy to carry, it can carry it by handle or hang it on your shoulders. Suitable for traveling out. **Shading design:** unique shading design to protect your pet from the sun. **Transparent on two sides,** offers wider field of vision, reducing the pet bird's stress level and giving you a good view to check on your pet's well-being. **Anti-grab mesh design and vents** ensure adequate airflow for a non-stuffy outing. **Easy to Clean:** Double zipper design, quick assembly/disassembly, with solid wood perch and bottom tray, easy to clean or fold when not in use.



### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Prevue Hendryx Pet Products Wrought Iron Flight Cage

2

SUPER DEAL PRO 61"/ 68" 2in1 Large Bird Cage with Rolling Stand Parrot Chinchilla Finch Cage

3

ZENY 59.3" Bird Cage with Rolling Stand Wrought Iron Pet Bird Cage

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Bird Cases For Parakeets	5,587	\$114,368
Bird Cage	38,137	\$1,157,916
Parakeet Cage	6,273	\$70,869
Parrot Cage	3,741	\$174,838
Cockatiel Cage	2,730	\$79,859

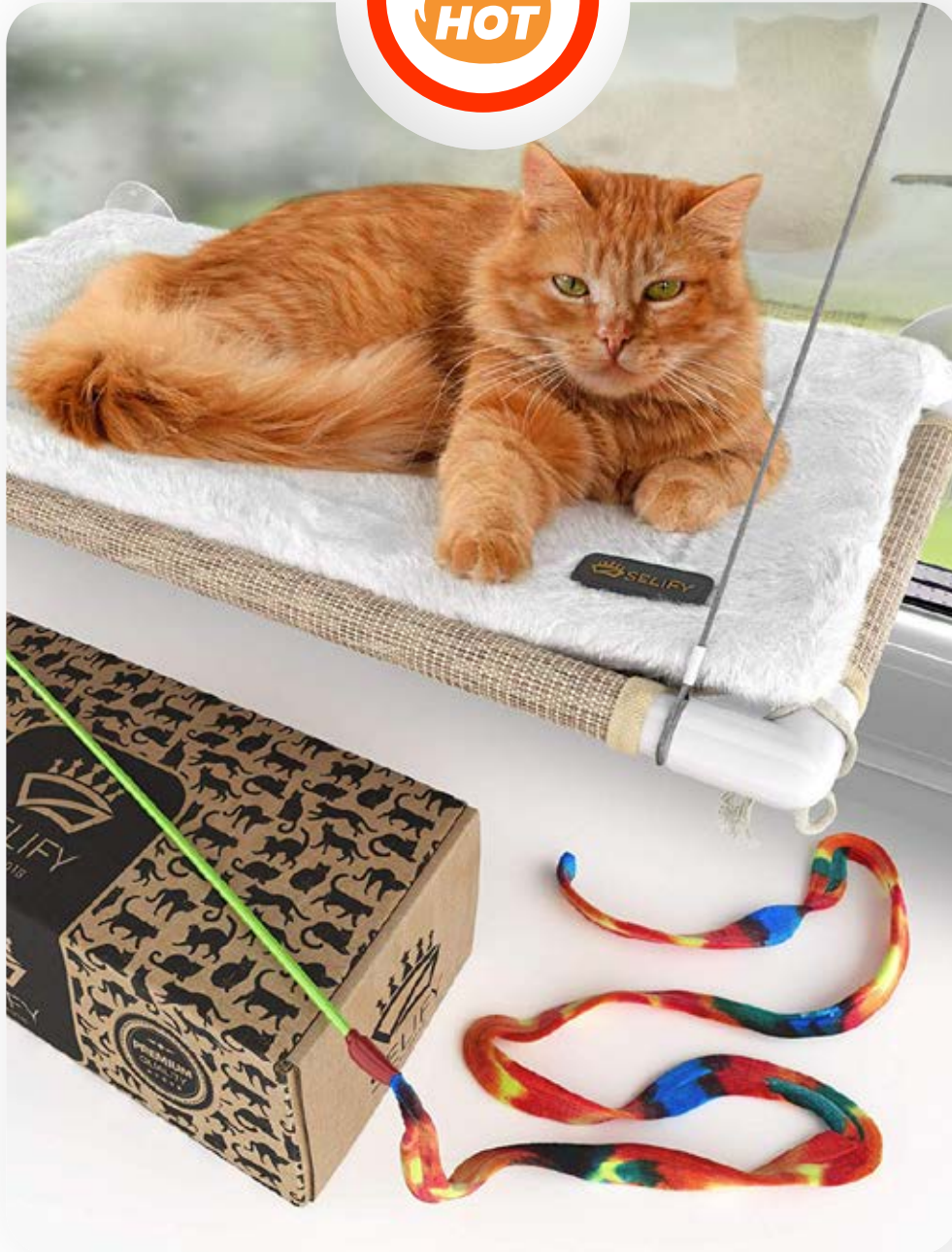
### NOT HOT



Bird Seed Guards & Catchers

Cheap Material  
Bad Product Image  
Outdated Design

**Monthly Sales: 27**



## 18 Cat Window Bed

**Main Keyword:** Cat Window Bed

**Category:** Pet Supplies

**ASIN:** B07KNWZQ14

**Price:** \$29.95

**MONTHLY  
SALES**

499

**REVENUE**

\$14,945

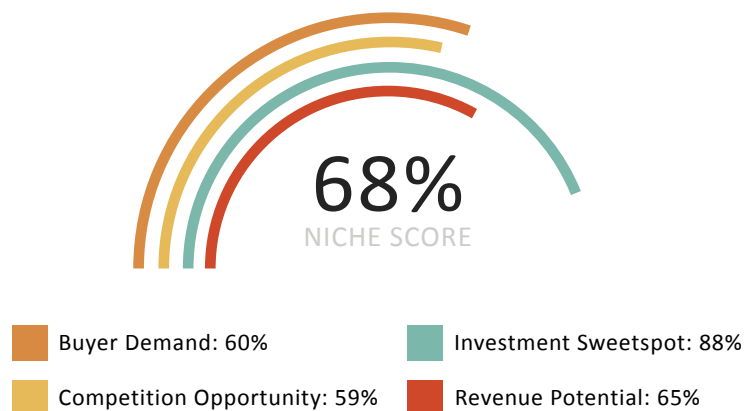
### LONG TITLE

Cat Window Bed - Free Fleece Blanket and Toy – Extra Large and Sturdy  
– Holds Two Large Cats – Easy to Assemble

### WHY IS THIS HOT?

The average window cat perch isn't sturdy enough to hold your cat for long, with suction cups and velcro strips that come loose from the window and send your furry friend tumbling to the ground. Selify's cat window perch suctions securely to windows with specially engineered 3½-inch suction cups that can hold up to 60 lbs. Comes with a fun feather cat toy that will keep your cat occupied for hours! Unlike other cat shelves made of flimsy materials that flex, rip, and break in a matter of days, our cat window hammock is constructed of heavy-duty 1-inch abs tubing, securely supported by robust steel spring clips and ss304 stainless steel cables coated with soft rubber for your cat's protection. Perfect for a standard-sized window! Luxurious comfort for your furry friend – with a view!

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Floating Shelves Wall Mounted, Rustic Wood Wall Shelves Set of 3

2

All Around 360° Sunbath and Lower Support Safety Iron Cat Window Perch

3

HumaneGoods 19" Deluxe Cat Wall Shelf - Wall-Mounted, Floating Perch

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Cat Perch	8,556	\$138,674
Cat Window Perch	9,286	\$119,650
Cat Window Seat	7,440	\$74,094
Cat Hammock Window	5,364	\$53,091
Cat Window Bed	7,933	\$94,691

### NOT HOT



#### Cat Window Seat

Boring Color  
Poor Material  
Boring Design

**Monthly Sales: 21**



## 19 Hanging Wall Shelf

**Main Keyword:** Hanging Wall Shelf

**Category:** Home & Kitchen

**ASIN:** B07YDHRTBZ

**Price:** \$23.99

**MONTHLY  
SALES**

715

**REVENUE**

\$16,438

### LONG TITLE

BAMFOX Hanging Wall Shelves, Swing Rope Floating Shelf, 3 Tier Bamboo Hanging Storage Shelves for Living Room/Bedroom/Bathroom and Kitchen

### WHY IS THIS HOT?

Functional shelves for wall: this hanging shelves can be used as a storage shelves to decorate your living room, office, bathroom and kitchen. Perfect for storing and displaying, it will bring a bit of country rustic style and sensible organization to your home with this beautiful wall shelf. High quality and practical: crafted from chinese bamboo with a natural bamboo look, this shelving unit set presents a rustic and antique beauty that fits into any décor with ease. The boards are varnished so that they last longer without sacrificing on their looks. The ropes are thick, adding strength and durability to the structure. Decorate your space as you like: this hanging plant shelf can make good use of the space by the window. It is a good partner for organizing plants-let you experience the fun of planting plants in the garden or porch environment!

### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 69%	Investment Sweetspot: 59%
Competition Opportunity: 35%	Revenue Potential: 77%

### OTHER SELLERS IN THE CATEGORY

1

Mkono Boho Wall Hanging Shelf, Set of 2 Wood Floating Shelves

2

ASLINY - Hanging Shelf Wall - Floating Swing Storage Shelves

3

J JACKCUBE DESIGN Entryway Key Holder Rustic Wood Hanging Shelf

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Hanging Shelves	17,393	\$138,692
Hanging Shelf	13,489	\$106,736
Hanging Shelves For Wall	5,613	\$95,084
Wall Shelves For Bedrooms	18,488	\$226,297
Floating Shelves	240,578	\$3,412,358

### NOT HOT



1 Set Handmade Tibetan Bell Metal Singing Bowl

Bad Photoshop  
3D Renders as Photos  
Comes in a set

**Monthly Sales: 52**





## 20 Mouth Guard

**Main Keyword:** Football Mouthpiece

**Category:** Sports & Outdoors

**ASIN:** B07HNJWRM8

**Price:** \$18.99

**MONTHLY  
SALES**

1,335

**REVENUE**

\$5,233

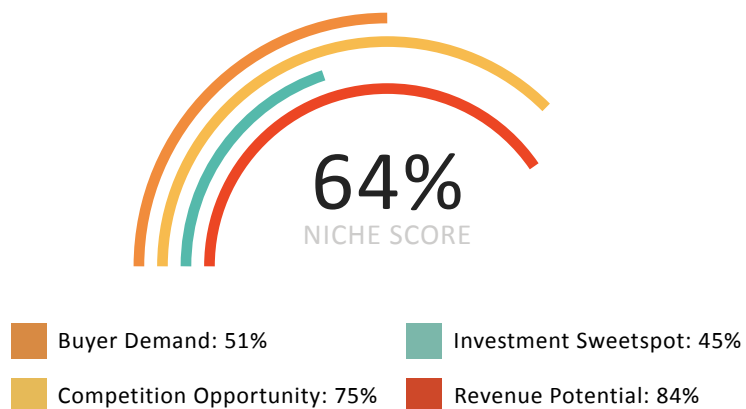
### LONG TITLE

Nxtrnd Rush Mouth Guard Sports – 2 Pack of Professional Mouthguards for Boxing, Football, MMA, Wrestling, Lacrosse, and Other Sports, Fits Adults and Youth 11+, Mouth Guard Case Included

### WHY IS THIS HOT?

Professional mouthguards – from division 1 players to championship fighters, the rush mouth guard has made its way into most every top athletes locker for a reason. We have brought innovation, technology, and style into the impact sports space and have re-defined the word “mouth-guard”. Protective – our dual density frame and high impact outer shell go above industry standards to protect your lips, teeth, and jaw. The black and white rush guard is perfect for football, boxing, wrestling, kickboxing, lacrosse, brazilian jiu-jitsu (bjj), karate, muay thai, taekwondo, judo, flag football along with all other forms of martial arts and contact sports. Comfortable – after molding the mouthpieces, the entirely shock resistant body should lightly snap into place around your teeth and gums. This snug fit will allow ease of speech and unpaired comfort.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Loudmouth Football Mouth Guard | 3D Chrome Grillz Adult & Youth Mouth Guard

2

Shock Doctor Max Airflow Lip Guard, Football Mouth Guard w/ Detachable Helmet Strap

3

SISU Mouth Guards Aero 1.6mm Custom Fit Sports Mouthguard for Youth/Adults

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
Mouth Guard Sports	15,767	\$69,052
Youth Football Gear	8,299	\$87,159
Shock Mouthguard	5,383	\$38,565
Youth Mouth Guard	5,337	\$28,724
Football Mouth Guard	2,979	\$23,260

### NOT HOT



Damage Control Mouthguards Lip Guard

Bad Product Image  
Poor Description  
Bad Design

**Monthly Sales: 5**



## 21 Tibetan Singing Bowl

**Main Keyword:** Singing Bowl

**Category:** Musical Instruments

**ASIN:** B06XHN7VRG

**Price:** \$35.97

**MONTHLY  
SALES**

1,076

**REVENUE**

\$38,709

### LONG TITLE

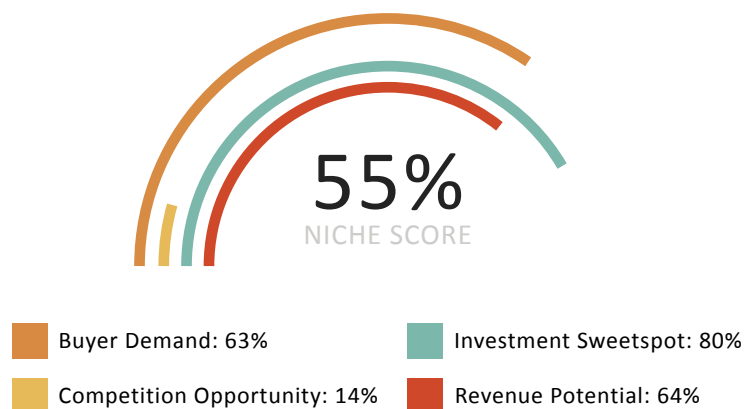
Silent Mind - Tibetan Singing Bowl Set - Bronze Mantra Design - With Dual Surface Mallet and Silk Cushion - Promotes Peace, Chakra Healing, and Mindfulness - Exquisite Gift.

### WHY IS THIS HOT?

Simple, low COGS, little chance of defects... and a target demographic that typically does not overreact (leaving you less susceptible to negative reviews). This product checks all the right boxes. Plus, there is room to bundle, visually differentiate, and engage with your audience through ebooks, meditations, yoga exercises, etc. The top 3 sellers do a combined \$150,000+ per month on Amazon - and there is definitely still room to grow as a new seller if you can put on your thinking cap and define a way to stand out from your competition.



### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Tibetan Singing Bowl Set — Meditation Sound Bowl Handcrafted for Healing and Mindfulness

2

Silent Mind Tibetan Singing Bowl Set Bronze Mantra Design With Dual Surface Mallet

3

Silent Mind Tibetan Singing Bowl Set Antique Design With Dual Surface Mallet and Silk

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
tibetan singing bowls	6,854	\$90,434
singing bowl	18,271	\$177,009
singing bowls meditation	2,456	\$26,408
singing bowls	1,554	\$16,889
singing bowl set	3,144	\$24,030

### NOT HOT



1 Set Handmade Tibetan Bell Metal Singing Bowl

Less Decorative  
Looks Smaller in Scale  
Description Says Not Loud

**Monthly Sales: 5**



## 22 Velvet Footrest Stool

**Main Keyword:** Vanity Stool

**Category:** Home & Kitchen

**ASIN:** B07P75PD97

**Price:** \$34.99

**MONTHLY  
SALES**

579

**REVENUE**

\$17,943

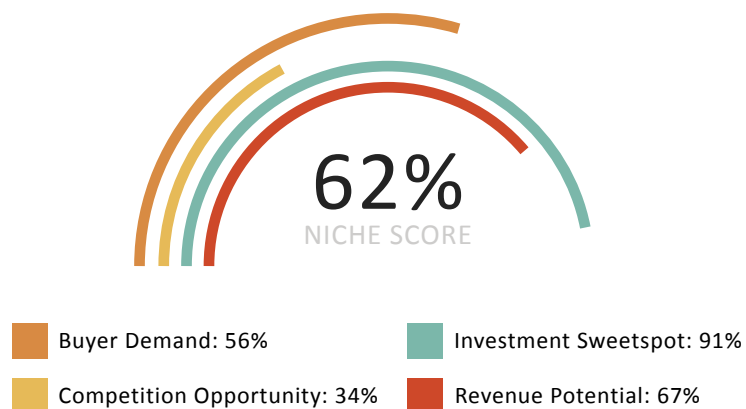
### LONG TITLE

Sorbus Velvet Footrest Stool, Round Mid-Century Modern Luxe Velvet Ottoman, Footstool Side Table, Removable Metal Leg Design in Teal

### WHY IS THIS HOT?

Simple product with no moving parts, large search volume showing that this product is in high demand. The top 3 sellers are generating a combined total of \$450 000 per month. There are plenty of competitors with under 100 reviews that are generating over 10k a month in revenue so there is an opportunity for a new seller to get a slice of the pie. The winners in this category are those have subtly changed their product whether that is by changing the shape or materials.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

- 1 Round Mid-Century Modern Luxe Velvet Ottoman
- 2 Vanity Seat, Modern Makeup Dressing Stool, Padded Bench with Rubberwood Legs
- 3 Faux Fur Decorative Square Ottoman with Metal Hairpin Legs

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
vanity chair	40,286	\$910,045
vanity chairs	5,528	\$126,746
vanity stool	21,061	\$295,094
vanity bench	5,438	\$86,437
vanity chairs and stools	3,907	\$83,455

### NOT HOT



Vanity Bench Stool, Makeup Dressing Stool

Bad Keywords  
Bad Photos  
Not Assembled

**Monthly Sales: 5**



## 23 Scrub Daisy Dishwand Kit

**Main Keyword:** Dish Scrub Brush

**Category:** Home & Kitchen

**ASIN:** B07LGG59HT

**Price:** \$24.99

**MONTHLY  
SALES**

246

**REVENUE**

\$6,148

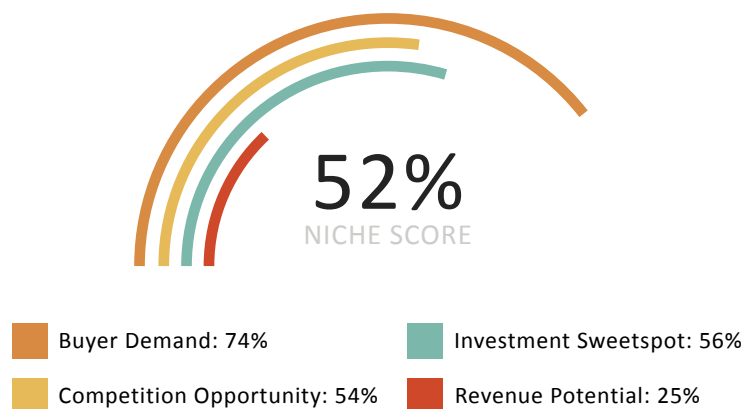
### LONG TITLE

Dishwand Kit - 3 Interchangeble Non-toxic Sponge Heads with Soap Dispensing Wand & Self Draining Storage| Deep Cleaning, Scratch Free, Multi-surface, Stain & Odor Resistant

### WHY IS THIS HOT?

The perfect example of a product that uses clever differentiation in a boring saturated category where the competitors are just competing on price to stand out. This product may not be selling as much as its competitors volume and revenue-wise but priced at \$25 which is 3 times higher than its average competitor it would be making a considerably higher margin. The aim is not to make the most revenue, it's to make the most profit.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

OXO Good Grips Dish Brush

2

Amazer Kitchen Scrub Brush Sink Bathroom Brushes with Scraper Tip

3

Casabella Loop 3-Piece Dish Brush Set

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
dish brush	28,202	\$98,594
oxo dish brush	13,067	\$72,044
dish scrubber	15,432	\$44,222
dish brush with soap dispenser	5,547	\$39,081
dishwashing brush	3,848	\$19,490

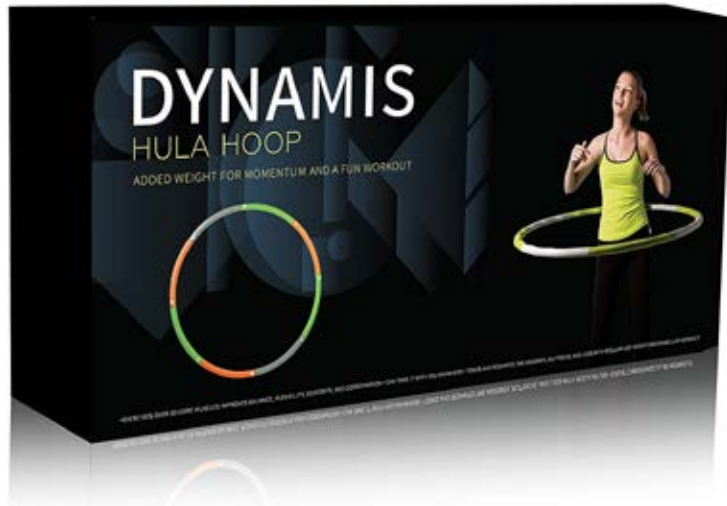
### NOT HOT



Kitchen Good Grips Soap Dispensing Sink

Less Colorful  
Bad Listing Optimization  
Small Sponge

**Monthly Sales: 26**



## 24 Fat Burning Hoola Hoop

**Main Keyword:** Hoola Hoop

**Category:** Sports & Outdoors

**ASIN:** B00VEIB1J6

**Price:** \$29.99

**MONTHLY  
SALES**

498

**REVENUE**

\$14,935

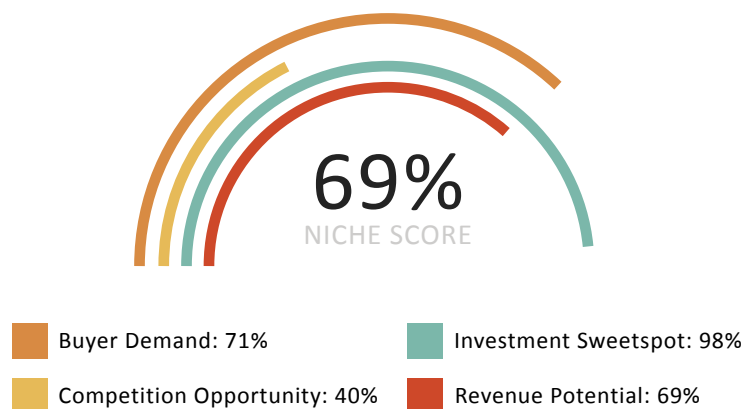
### LONG TITLE

Our adult weighted hula hoop is made of a comfortable foam padded exterior and a high quality durable plastic core. With 6 detachable sections and weighing in at just over 3 pounds.

### WHY IS THIS HOT?

This product cleverly takes a product that is hard to differentiate and targets it towards a customer pain point like weight loss. They manage to make exercise and fat loss fun by reintroducing a game that most customers would have played as a kid. By avoiding cheap plastic, adding weights and the ability to split the product into sections they have done two things, made the product smaller so it is now the standard size saving them on fees and freight but also given themselves the ability to price their product at \$30 and make a considerable profit.

### THE ZONGURU NICHE RATER SCORE



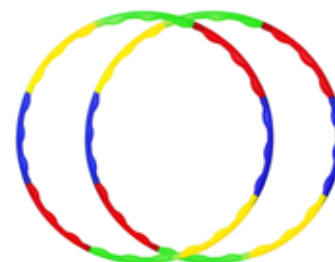
### OTHER SELLERS IN THE CATEGORY

- 1 Liberty Imports 32" Snap Together Detachable Kids Hula Hoop for Playing
- 2 Snap Together Detachable Adjustable Weight Size Plastic Hoops
- 3 Hula Hoop for Kids, Detachable Adjustable Weight Size Plastic Kid Hoola Hoop

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
hoola hoops for adults	8,737	\$114,338
hoola hoops for kids	6,853	\$120,338
hula hoops	19,870	\$258,596
hoola hoop	11,845	\$98,508
kid hoola hoops	5,543	\$62,625

### NOT HOT



Hoola Hoop for Kids and Adults, 32 Inch Plastic

Colors Not for Adults  
Not Weighted  
Comes in 2 Pack

**Monthly Sales: 34**



## 25 Dog Crate Cover

**Main Keyword:** Dog Crate Cover

**Category:** Pet Supplies

**ASIN:** B074RNQ6YS

**Price:** \$29.19

**MONTHLY  
SALES**

1,176

**REVENUE**

\$26,161

### LONG TITLE

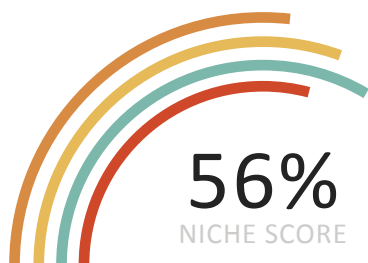
Teflon protected dog crate cover provides the privacy, security & comfort that dog's instinctually need & desire as recommended by Veterinarians, Breeders & Trainers.

### WHY IS THIS HOT?

This product is visually different from its competitors with its unique pattern. The main reason this product is such a great seller is that it has been around since August 2017 so it has had time to build up its reviews and sales history. The competitors in this space are not coming up with any unique designs to compete with this product and they are still selling well with under 100 reviews. A new seller here has a huge opportunity to come into this space and upgrade this product. You could add pockets for the dogs toys, leash etc, upgrade the material so it had air ventilation for when the doors are down or upgrade to a warmer material to keep your dog warm at night. A good brainstorm could really disrupt this niche.



### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 52%	Investment Sweetspot: 62%
Competition Opportunity: 58%	Revenue Potential: 54%

### OTHER SELLERS IN THE CATEGORY

1

Petsfit Durable Double Door Polyester Dog Crate Cover

2

Explore Land Dog Crate Cover Durable - Polyester Pet Kennel Cover Universal Fit

3

Molly Mutt Dog Crate Cover

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
dog crate cover	8,418	\$153,762
crate cover	5,574	\$47,914
kennel cover	2,538	\$40,166
dog kennel cover	1,261	\$20,169
dog crate covers	875	\$11,564

### NOT HOT



Pet Protectant Indoor/Outdoor Pet Crate Cover

Not showing dog

Not Decorative

Bad Product Photography

Monthly Sales: 7



## 26 Pop-up Fire Pit

**Main Keyword:** Fire Pit

**Category:** Patio, Lawn, & Garden

**ASIN:** B07GH8984N

**Price:** \$119.75

**MONTHLY  
SALES**

1,201

**REVENUE**

\$143,820

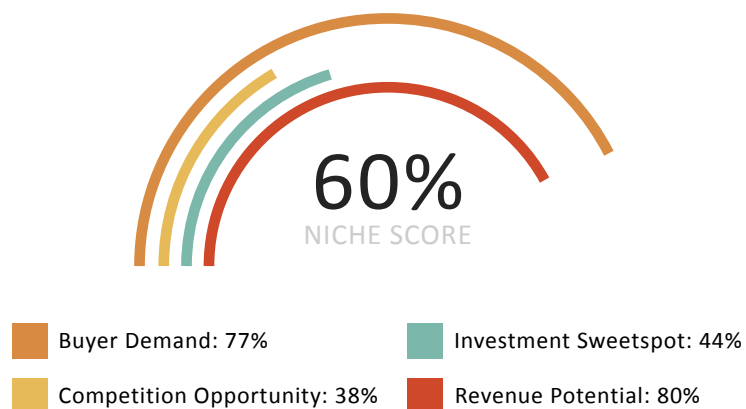
### LONG TITLE

The Pop-Up Fire Pit is the first truly portable fire pit. The Pop-Up Pit packs smaller than a camp chair and weighs just 8lbs but opens to an outstanding 24"x24" fire pit.

### WHY IS THIS HOT?

The average fire pit is not very practical for the occasional user. It is big, heavy and once it is set up it not designed to be moved. It will also leave a mess on the ground and deteriorate in the weather. This seller designed their fire pit with functionality in mind, they found a way to make it light-weight and portable saving them so much on fees and freight. This Niche generates a huge search volume and this seller has found a way to jump straight in and take a huge slice of the revenue at an estimated huge margin. Check this listing out if you want to see an example of A++ product photography.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

- 1** Outdoor Fire Pit Square Metal Firepit Backyard Patio Garden Stove
- 2** AmazonBasics 23.5 Inch Steel Lattice Fire Pit
- 3** Mainstay' Fire Pit, 28" Includes a Spark Guard Mesh Lid with Lid Lift

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
firepits for outside	8,976	\$493,043
wood fire pit	5,396	\$271,015
fire pits outdoor wood burning	5,389	\$261,402
firepit	26,158	\$861,448
firepits	7,290	\$273,672

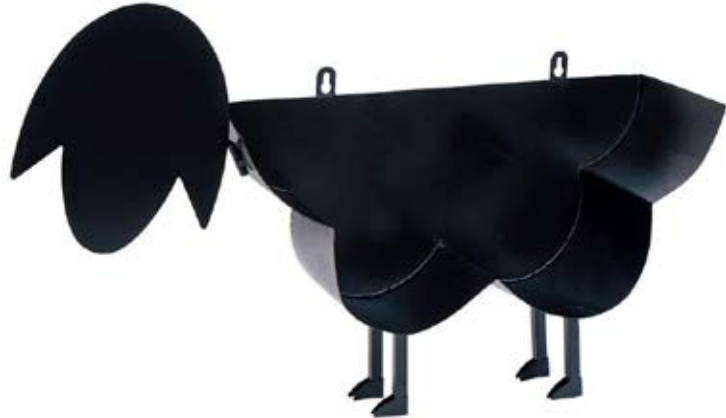
### NOT HOT



#### 29.5-Inch Universal Replacement Fire Pit Bowl

Not Safe  
Not Stable  
Needs Separate Parts

**Monthly Sales: 478**



## 27 Sheep Toilet Paper Holder

**Main Keyword:** Toilet Roll Holder

**Category:** Tools & Home Improvement

**ASIN:** B07FVCB95W

**Price:** \$37.99

**MONTHLY  
SALES**

241

**REVENUE**

\$9,156

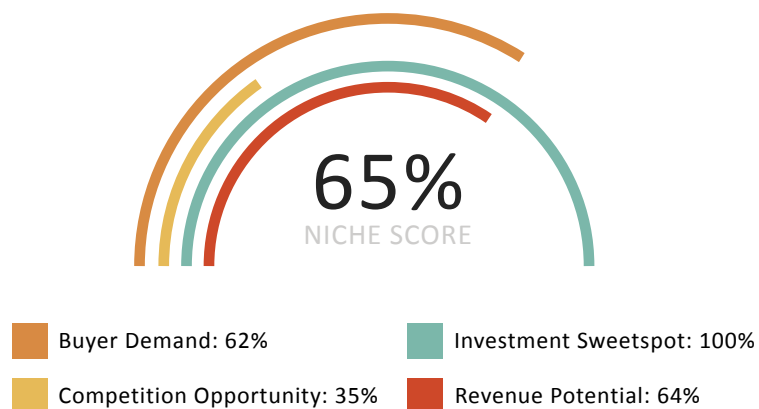
### LONG TITLE

Create more space, and put a smile on the face of anyone who enters your bathroom with Baxter, The Baa-dorable Sheep Toilet Paper Stand.

### WHY IS THIS HOT?

How to make a toilet roll holder look appealing? This is how! An ingenious use of design to create a visually differentiated product that jumps off the page at you. This product would have started making sales from day one in this competitive niche by coming up with this clever idea. They are also able to price their product at \$37.99 because they are not competing on price with the rest of the competitors.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Danco 88648 Toilet Paper Holder Rod

2

Adhesive Toilet Paper Holder - MST001

3

Qualihome Universal Plastic Spring Loaded Toilet Paper Roll Holder Replacement, Chrome

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
toilet paper holder	176,293	\$1,335,155
toilet paper holder stand	48,170	\$436,011
toilet paper stand	14,466	\$158,915
toilet paper holders free standing	5,503	\$51,017
toilet paper roll holder	5,570	\$39,048

### NOT HOT



4" Toilet Paper Holder Storage - White

Bad Photo

Priced Too High at \$37

Not Practical

**Monthly Sales: 5**



## 28 Pet Crate Table

**Main Keyword:** Pet Crate

**Category:** Pet Supplies

**ASIN:** B0756H8J1D

**Price:** \$176.04

**MONTHLY  
SALES**

33

**REVENUE**

\$5,270

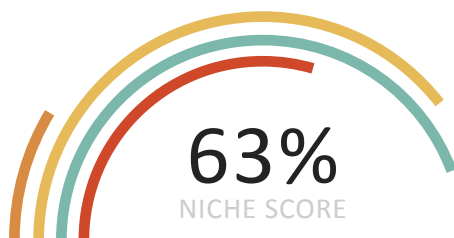
### LONG TITLE

For Indoor use, use in your living area as a side table with door, as indoor dog cage or dog kennel.

### WHY IS THIS HOT?

Visually differentiated by designing this dog kennel to look like an actual painted house. It stands out on page one with its appealing look compared to all the other competitors which are all a shade of brown. There is a huge opportunity in this niche to stand out whether that be by doing a clever design like this seller or by bundling to include a bed, bowl etc. Pet owners are also much more likely to scroll past page one for a product like this so if you can stand out with great photography you could sell from day one.

### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 22%	Investment Sweetspot: 91%
Competition Opportunity: 84%	Revenue Potential: 57%

### OTHER SELLERS IN THE CATEGORY

1

Internet's Best Wood & Wire Dog Crate with Cushion

2

Casual Home Wooden Pet Crate

3

ecoFlex Pet Crate/End Table

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
dog crate furniture	2,820	\$164,101
dog crate end table	1,107	\$63,515
wood dog crate	1,051	\$56,542
wooden dog crate	732	\$41,366
wooden crates furniture	814	\$55,062

### NOT HOT



Precision Pet Care 1-Door  
2000 Crate

Out of Stock

Basic

Generic

**Monthly Sales: 5**



## 29 Baby Nursing Cover

**Main Keyword:** Breast Feeding Cover

**Category:** Baby Products

**ASIN:** B074M6FRND

**Price:** \$12.99

**MONTHLY  
SALES**

2,644

**REVENUE**

\$34,346

### LONG TITLE

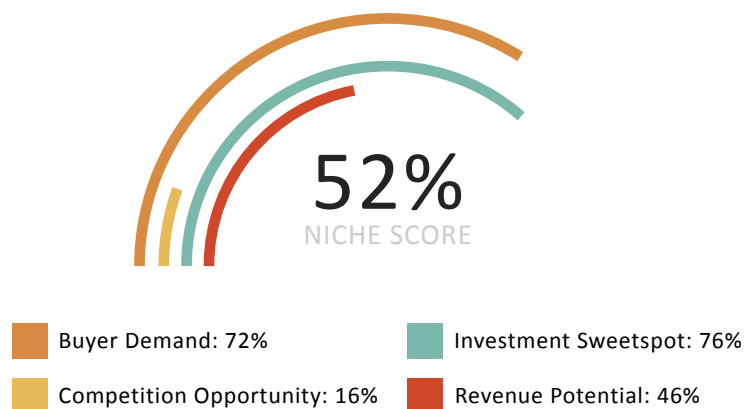
Multi Use Cover for Baby Car Seat Canopy, Shopping Cart Cover, Stroller Cover, 360° Full Privacy Breastfeeding Protection.

### WHY IS THIS HOT?

Small, lightweight and successfully aiding multiple pain points with the one product. This seller has managed to create a product that aids three different issues that nursing mothers have. It is able to be used as a cover while mothers feed their baby, a cover for their stroller that can protect their baby from the weather and bugs and also as fashionable poncho or top so mothers don't have to carry an extra item with them everywhere. Have a look at this listing if you want to see great examples of image overlays



### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Nursing Cover, Infinity Soft Breastfeeding Cotton for Babies with no See Through Cotton

2

Nursing Cover for Breastfeeding Super Soft Cotton Multi Use for Baby Car Seat Covers

3

Baby Nursing Cover & Nursing Poncho - Multi Use Cover for Baby Car Seat Canopy

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
nursing cover	39,615	\$219,697
breastfeeding cover	15,173	\$78,540
nursing cover for breastfeeding	9,045	\$68,917
breast feeding cover ups	5,606	\$42,200
nursing cover scarf	1,321	\$8,871

### NOT HOT



Nursing Cover for Boys and Girls

No Description

Title says for Boys and Girls

Bad Photos

**Monthly Sales: 42**



## 30 Moses Blanket Baby Set

**Main Keyword:** Moses Basket for Babies

**Category:** Baby Products

**ASIN:** B01CRE9HNW

**Price:** \$60.79

**MONTHLY  
SALES**

428

**REVENUE**

\$25,857

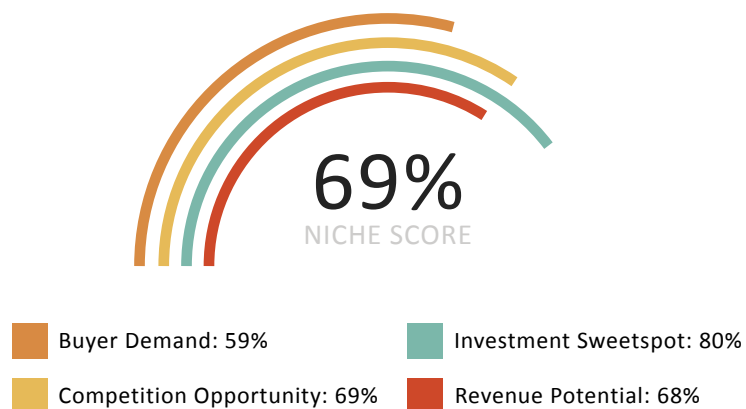
### LONG TITLE

A great first bed for baby, Moses baskets have been in use for centuries and offer baby a comfortable and secure alternative to bassinets and cradles. Perfect for newborns up to 15 lbs or 3 months.

### WHY IS THIS HOT?

This lightweight simple product has a unique feature that allows it to cover the whole buyer market, the bedding of the basket is removable and they give the customer the option of buying the bedding on its own. Essentially they created one product with multiple variations but instead of changing the whole product they just changed the style of the bedding. A customer would be inclined to buy extra bedding from this seller once their original wears out instead of buying a whole new basket creating an upsell and brand loyalty. Priced at \$60.79 this product would have great margins and there is an opportunity for a new seller to enter this market as there is not many competitors with optimized listings or bundling.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

- 1 Tadpoles Line Stitched Moses Basket and Bedding Set
- 2 Baby Moses Basket with Liner, Sheet, and Pad
- 3 SwaddleMe By Your Side Sleeper

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
moses basket for babies	5,530	\$172,453
moses basket	7,971	\$212,023
moses basket stand	844	\$29,526
baby bassinet bedside sleeper	2,601	\$139,028
moses para bebés	986	\$32,268

### NOT HOT



#### Badger Basket Wicker-Look Woven Baby Moses Basket

Details say (na, imported)

Bad Photos

Bad Color Choices

**Monthly Sales: 5**



## 31 Blooming Bath Lotus

**Main Keyword:** Baby Bath

**Category:** Baby Products

**ASIN:** B01N42JV9H

**Price:** \$39.99

**MONTHLY  
SALES**

1,586

**REVENUE**

\$38,048

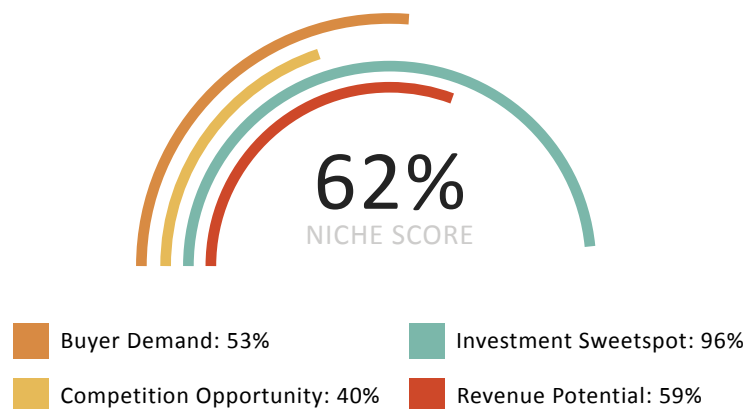
### LONG TITLE

The Blooming Bath Lotus has a new shape, 4 wide contoured petals offer optimal sink coverage and comfort for your baby. These wider petals create a safe seat that cradles baby like no other baby bath can.

### WHY IS THIS HOT?

Visually stands out on page one at a price point that leaves lots of room for profit. This seller offers a variety of colors that all sell well, if you open up the chrome extension you can see what colors perform the best. The competition is managing to take a slice of the revenue by coming up with unique patterns that would be functional yet still appeal to children. You could enter this niche by coming up with your own unique design as well as bundling. Try to think of ways to improve this product to assist the parent and make their life easier.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Baby Bath Cushion, Newborn Bath Anti-Slip Cushion Seat

2

Summer Bath Sponge, Aqua

3

Skip Hop Moby Softspot Sink Infant Bather And Baby Bath Cushion

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
blooming bath	1,087	\$12,982
baby bath flower	1,001	\$11,716
blooming bath lotus	3,079	\$29,711
flower bath baby	786	\$7,362
baby bath tubs for newborns	5,462	\$93,813

### NOT HOT



Baby Bath Tub Newborn Foldable Blooming Flower

Bad Photos

Listing Copy Poorly Written

Product Looks Flat

**Monthly Sales: 5**



## 32 Hanging Silk Flowers

**Main Keyword:** Greenery Backdrop

**Category:** Home & Kitchen

**ASIN:** B06Y589D13

**Price:** \$19.99

**MONTHLY  
SALES**

879

**REVENUE**

\$17,571

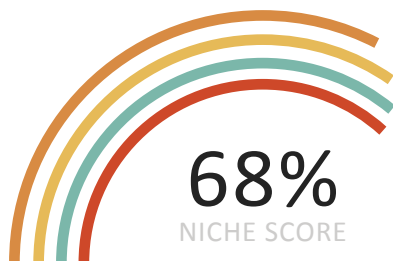
### LONG TITLE

Wisteria artificial, 12 PCS/ lot, wisteria each strand 110CM/3.6feet, great for home, garden, wedding and festival decoration. Get beautiful for your big day like these artificial wisteria flower.

### WHY IS THIS HOT?

A high-quality product that looks very realistic, this would be a cheap product to produce and very lightweight to air freight! Reviews in the niche don't seem to have a big impact with lots of products under 100 reviews selling over \$10 000 a month. An easy way to enter this market would be to find a popular plant that hasn't been used already and design your product around that. Also, there may be a way you could bundle this product in a clever way to rise the price point.

### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 64%	Investment Sweetspot: 70%
Competition Opportunity: 67%	Revenue Potential: 71%

### OTHER SELLERS IN THE CATEGORY

1

Silk Artificial Ivy Vines Leaf Garland Plants  
Hanging Wedding Garland Fake Foliage Flowers

2

Green Leaves Backdrop Spring Background  
Natural Green Lawn

3

Green Leaves Wall Photography Backdrops  
Spring Nature Safari Party Decoration

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
boxwood panels	3,001	\$86,091
grass backdrop	5,487	\$65,581
grass wall	2,551	\$77,153
greenery backdrop	5,561	\$75,230
boxwood hedge	882	\$48,215

### NOT HOT



Greenery Garland Hanging  
Plant with Willow Leaf

Bad Photoshop  
No Variation in Leafs  
Bad Listing Copy

**Monthly Sales:** 169





## 33 Bohemian Room Decor

**Main Keyword:** Pouf

**Category:** Home & Kitchen

**ASIN:** B07C91ZSX3

**Price:** \$62.00

**MONTHLY  
SALES**

553

**REVENUE**

\$28,756

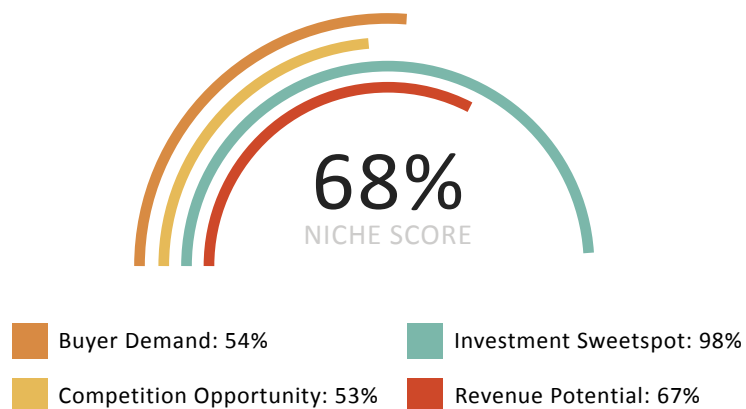
### LONG TITLE

Marrakesh Gallery Ottomans: Made of 100% authentic Goatskin leather - handcrafted Moroccan Pouf made out of Genuine soft leather and has an exquisite embroidery on the Top.

### WHY IS THIS HOT?

A product that stands out on page one compared to all its competitors with its crisp, vibrant hero image. This seller has taken a different approach to their competitors by designing their pouf to be inspired by a classic Moroccan look. This would appeal to a customer with a Mediterranean style home. This niche has huge demand with 20 000 searches for the keyword pouf every month, the average seller has well under 200 reviews and is generating in excess of \$15 000 per month. A new seller would have a great opportunity to come into this space with a unique design that stands out. They could learn from this seller and find a design that is popular somewhere else off Amazon and bring it to the Amazon market.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Round Pouf Foot Stool Ottoman - Knit Bean Bag Floor Chair

2

Straw Flat Seat Cushion, Handmade Floor Pouf Mat, Ottoman

3

Stuffed Handmade Genuine Leather Moroccan Pouf, Ottoman

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
poufs for living room	5,376	\$165,268
poufs ottoman	5,531	\$96,800
pouf ottoman	19,794	\$333,529
ottoman pouf	9,484	\$206,419
pouf	19,988	\$347,292

### NOT HOT



Urban Shop Square Knit Pouf, Grey

Only one photo  
No Photo Showing Scale  
No Color Options

**Monthly Sales: 5**



## 34 Traction Snow Grips

**Main Keyword:** Ice Cleats

**Category:** Sports & Outdoors

**ASIN:** B07H4H7MKR

**Price:** \$25.90

**MONTHLY  
SALES**

2,246

**REVENUE**

\$138,372

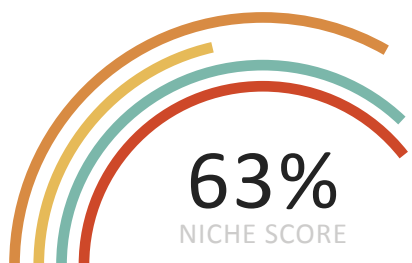
### LONG TITLE

Used on ice, snow, icy driveway, mud, wet grass and other poor conditions. Perfect and ideal for everyday use: The city to use or winter outdoor work and a variety of activities.

### WHY IS THIS HOT?

Amazing product photography highlighting all the benefits of the product is what makes this product stand out. The seller highlights the heavy duty durable materials that won't need to be replaced unlike its competitors. When you think of snow cleats you assume that this would be a seasonal product that would only sell well in winter, a quick look into Sales Spy will show you that sales do spike over the winter months but that this product does sell very well all year. This is probably due to the clever images that highlight that this product can be used for mud and gravel not just snow and ice. How could you take a leaf out of this seller's book and apply that method to a seasonal product of your own?

### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 64%	Investment Sweetspot: 70%
Competition Opportunity: 45%	Revenue Potential: 72%

### OTHER SELLERS IN THE CATEGORY

1

Yaktrax Walk Traction Cleats for Walking on Snow and Ice

2

ODIER Shoe Ice Cleats 24 Teeth Ice Grippers 10 Teeth Cleats Shoes

3

ICETRAX Pro Winter Ice Grips for Shoes and Boots - Ice Cleats for Snow and Ice

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
ice cleats	1,034	\$10,336
ice cleats for shoes and boots	696	\$6,570
snow cleats	294	\$2,688
crampons for hiking boots	711	\$11,222
traction cleats	668	\$4,870

### NOT HOT



Wistar Hiking Cleats Ice Grippers Traction

Too Many Parts  
Bad Hero Image  
Not Durable

Monthly Sales: 5



## 35 Back Roller

**Main Keyword:** Yoga Wheel

**Category:** Sports & Outdoors

**ASIN:** B07B1HMDT3

**Price:** \$55.95

**MONTHLY  
SALES**

710

**REVENUE**

\$42,565

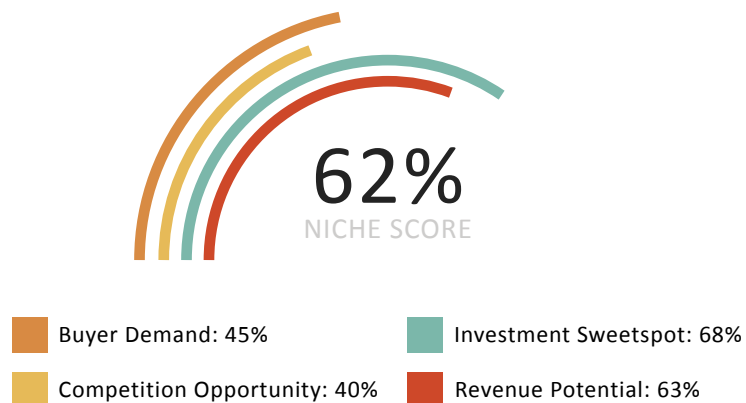
### LONG TITLE

The Ultimate Back Roller is the FIRST Chiropractor invented foam roller with a Spine Gap designed to enhance spinal mobility and flexibility!

### WHY IS THIS HOT?

Surely in a Red Ocean like the Yoga Niche there would be no way to enter the market as a new seller? With the help of Keywords on Fire we were able to use filters to locate this amazing sub-niche. "Yoga wheel" is generating 12 000 searches a month on amazon and the average seller has well under 200 reviews. Those sellers who have managed to differentiate or bundle their products have been the biggest winners averaging over \$15 000 a month. Color is not a form of differentiation and this seller knows that, they created this clever design that incorporates small bumps that result in a deeper massage and a product that stands out on page one, generating over \$40 000 a month as a result.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

UpCircleSeven Yoga Wheel - Strongest & Most Comfortable Dharma Yoga Prop Wheel

2

BodyGood Cork Yoga Wheel. Pro Grade, 13-inch Dharma Yoga Prop

3

pete's choice Dharma Yoga Wheel with Bonus eBook & Free Yoga Strap

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
yoga wheel	11,739	\$149,676
plexus wheel	3,748	\$72,175
chirp back wheel	3,037	\$52,382
chirp wheel	2,375	\$43,587
yoga wheel for back pain	856	\$13,370

### NOT HOT



Wind-Susu Yoga Wheel  
Massage Wheel

Small in Size

No Branding

Generic Design

**Monthly Sales: 5**





## 36 Hanging Diaper Organizer

**Main Keyword:** Baby Storage

**Category:** Baby Products

**ASIN:** B07JWNZBR8

**Price:** \$19.99

**MONTHLY  
SALES**

1,466

**REVENUE**

\$29,305

### LONG TITLE

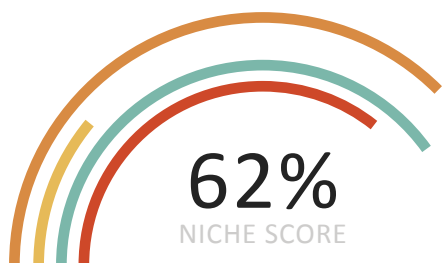
Keep your baby essentials organized and within arms reach with Maliton's diaper caddy organizer for changing table, make your life more convenient and neat.

### WHY IS THIS HOT?

This seller has completely optimized their listing resulting in \$29,000 in sales per month for this one simple product. Amazing product photography and benefit overlays showing every feature of this product in use is what makes it stand out from the crowd. Most of their competitors have failed to show their product in use in their hero image resulting in this seller taking up a lot of the sales. This seller has also stacked their listing with keywords in a way that is still easily readable and made the most of their A+ content (EBC). Have a look at this listing to get an idea of what great Amazon product photography looks like and use it as a guide for your products.



### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 72%	Investment Sweetspot: 77%
Competition Opportunity: 25%	Revenue Potential: 72%

### OTHER SELLERS IN THE CATEGORY

1

Putska Baby Diaper Caddy Organizer: Portable Holder Bag for Changing Table and Car

2

Homey Grips - Baby Diaper Caddy - Infant Portable Organizer

3

StarHug Baby Diaper Caddy Organizer - Baby Shower Gift Basket

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
nursery organizer	11,275	\$151,875
baby food storage	14,953	\$112,784
baby organizer	9,168	\$83,906
baby storage organizer	5,415	\$60,905
baby organizers and storage	5,516	\$59,970

### NOT HOT



Baby Stroller Organizer/Bag, Universal Design

Lack of Color  
Looks Like a Camera Bag  
Less Capacity

**Monthly Sales: 5**



## 37 Pet Shower Sprayer

**Main Keyword:** Dog Shower

**Category:** Pets Supplies

**ASIN:** B06Y3QSGWP

**Price:** \$24.95

**MONTHLY  
SALES**

1,256

**REVENUE**

\$31,337

### LONG TITLE

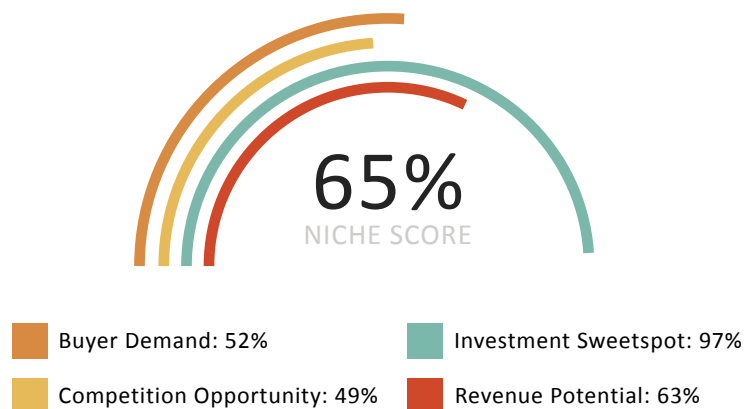
The innovative click on/click off design makes it easy to bathe your pet in the same way you would pet them with one hand, and always have the other hand to keep them under control.

### WHY IS THIS HOT?

The Aquapaw catches your eye as soon as you start scrolling in the dog shower niche with a bright clear image and a unique design. This seller has found a way to fix a pain point of dog owners whose pet may not enjoy a bath. In the past you would have to hold the hose with one hand and scrub with other whilst still trying to keep you dog still. Now you can comfort your dog with your free hand while you wash them with you other hand. This seller makes sure to show you the features of their product in their images and as a result they are generating over \$30 000 a month in the competitive pet category.



### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Waterpik PPR-252 Pet Wand Pro Shower Attachment

2

REEGE Dog Shower Sprayer Attachment Set for Pet Bathing and Dog Washing

3

Rinse Ace 3 Way Pet Shower Sprayer with 8 Foot Hose and Quick Connect to Showerhead

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
dog bath	5,636	\$119,788
dog bathing tub	5,465	\$246,778
dog washing station for home	789	\$60,905
dog bath tub	726	\$63,458
dog wash	1,846	\$32,800

### NOT HOT



Pet Dog Bathing Cleaning Set  
Tool Shower Sprayer Kit

Regular Shower Attachment

No Advantage

For Indoor Only

**Monthly Sales: 5**



## 38 Outdoor Beach Blanket

**Main Keyword:** Travel Blanket

**Category:** Sports & Outdoors

**ASIN:** B01LON78FQ

**Price:** \$20.99

**MONTHLY  
SALES**

848

**REVENUE**

\$17,800

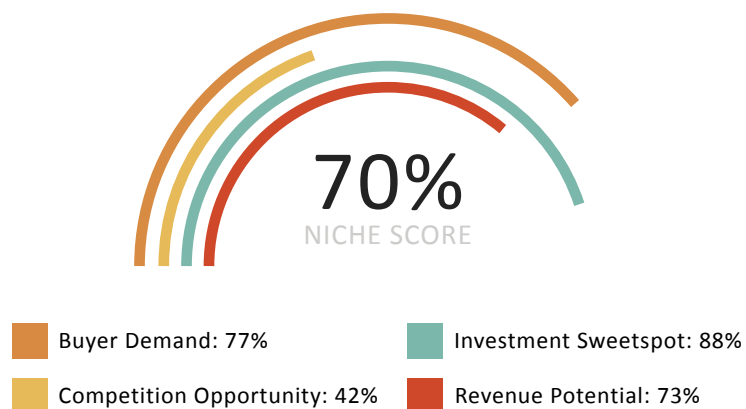
### LONG TITLE

Get comfortable anytime, anywhere in nature. Bring this compact, waterproof blanket with you on all your outdoor activities & adventures!

### WHY IS THIS HOT?

There is 20 000 searches for travel blanket every month and this seller is sure to catch a big portion of those eyes with its clear, bright hero image that shows you one of its main features instantly! It packs up to be tiny and as a traveller saving space and weight is essential, this seller makes sure to show you all the different ways you can use this product with its exceptional A+ Content (EBC). They also make sure to stack their listing with a range of different keywords so they are shown to a huge audience of potential customers. A tiny product like this would have a very small COG's and being priced at \$20.99 it is the perfect price for a customer to impulse buy.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Portable Travel Blanket Airplane Office 4 in 1 Micro Mink Fleece Poncho Blanket Foldable

2

World's Best Cozy-Soft Microfleece Travel Blanket, 50 x 60 Inch, Navy, Great for Travel

3

BlueHills Premium Soft Travel Blanket Pillow Airplane Blanket Packed in Soft Bag Pillowcase

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
travel blanket	19,801	\$160,566
travel blanket airplane compact	5,593	\$46,779
airplane blanket	4,826	\$49,986
travel blanket compact	866	\$8,465
compact travel blanket	840	\$8,578

### NOT HOT



Lewis N. Clark Plush Travel Blanket, Gray

No Lifestyle Photo

Bad Listing Optimization

Not Compact

**Monthly Sales: 5**



## 39 Bamboo Stovetop Cover

**Main Keyword:** Stove Cover

**Category:** Home & Kitchen

**ASIN:** B06W9JTV44

**Price:** \$35.99

**MONTHLY  
SALES**

467

**REVENUE**

\$16,807

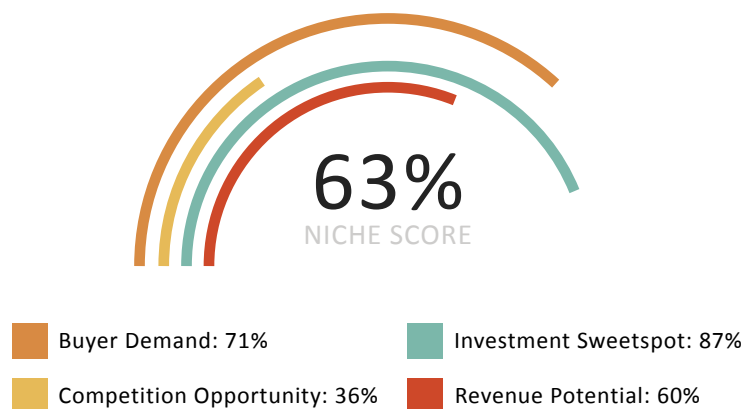
### LONG TITLE

Prosumer's Choice presents the ideal accessory for large, medium and especially small kitchens where finding enough space to mince, dice and chop your ingredients can be a challenge.

### WHY IS THIS HOT?

The average stove cover is a low priced product with no differentiation where sellers compete on price. This seller managed to find a way to create a blue ocean with a product that has multiple uses. It can be used as a bamboo chopping board, which is a really popular product but is in a competitive niche. But with the addition of the removable legs it can also double as a stove cover making it really practical and stand out from the crowd. This single product is generating over \$16 000 month because of this simple improvement. How could you make a simple change to a product in a competitive niche to create your own blue ocean?

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Prosumer's Choice Dual-purpose Bamboo Stovetop cover workspace

2

Sunny Town Stove Burner Covers- Reusable Gas Range Protectors

3

Farmhouse Noodle Board Stove Cover

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
stove burner covers	20,455	\$137,188
stove top cover	6,596	\$5,388
burner covers	5,388	\$37,005
gas stove burner covers	5,477	\$57,875
stove cover	5,571	\$81,452

### NOT HOT



Range Kleen 572 Black Rectangular Burner Cover

Not Decorative

Painted Metal

No Photo Showing Scale

**Monthly Sales: 151**





## 40 Bread Proofing Basket

**Main Keyword:** Banneton

**Category:** Home & Kitchen

**ASIN:** B089K7HZM4

**Price:** \$33.95

**MONTHLY  
SALES**

646

**REVENUE**

\$12,210

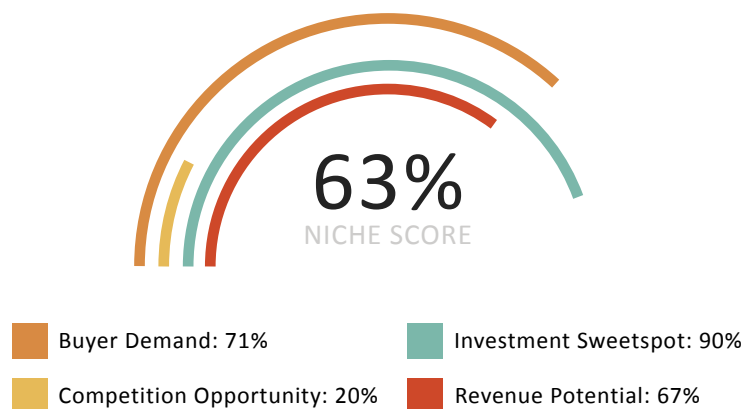
### LONG TITLE

Bread Proofing Basket Set, 9.6 Inch Oval & 10 Inch Round Banneton, Natural Rattan Proofing Baskets with Bread Lame + Dough Scraper + Linen Liner - Bread Making Tools for Professional & Home Bakers

### WHY IS THIS HOT?

This seller has done an excellent job in showcasing high perceived value and good bang for your buck through their hero shot. Including the banneton and the added tools/accessories straight away draws the customer straight in to get a bargain. To add to this they have excellent product images including infographics and informative lifestyle photography. That being said, I think that there is huge opportunity to stand out in other ways in this niche, with every single product looking almost the same... (hint, hint time for visual differentiation)

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

9 Inch Bread Banneton Proofing Basket - Baking Bowl Dough Gifts for Bakers

2

(10 x 6 x 3.5 inch) Oval Bread Banneton Proofing Basket & Liner

3

WERTIOO Bread Proofing Basket + Bread Lame +Dough Scraper+ Linen Liner Cloth

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
proofing basket	10,525	\$12,936
bread lame	9,448	\$6,981
bread basket	8,934	\$17,183
bread proofing basket	6,312	\$12,526
banneton proofing basket	5,469	\$12,104

### NOT HOT



Frieling Brotform Liner  
Rectangular 12 x 5.5"

Bad Photos

Bad Listing Copy

Needs Better Title

**Monthly Sales: 20**



## 41 Dog Cooling Mat

**Main Keyword:** Dog Cooling Mat

**Category:** Pet Supplies

**ASIN:** B00TTEEWP2

**Price:** \$49.98

**MONTHLY  
SALES**

3,354

**REVENUE**

\$68,551

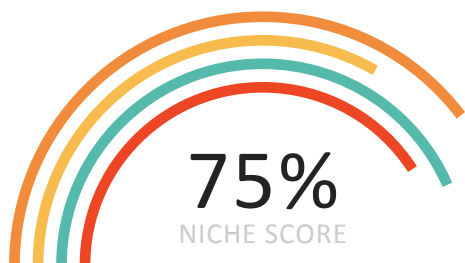
### LONG TITLE

The Green Pet Shop Dog Cooling Mat - Patented Pressure-Activated Gel Cooling Pad for Dogs & Pets - Dog Accessories to Help Your Pet Stay Cool This Summer - Avoid Overheating, Ideal for Home & Travel

### WHY IS THIS HOT?

Compared to all other products in this category this seller does the best with their product photography. In addition, their branding is subtle but present AND the seller differentiated their product by color.

### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 77%	Investment Sweetspot: 81%
Competition Opportunity: 66%	Revenue Potential: 77%

### OTHER SELLERS IN THE CATEGORY

1

The Green Pet Shop Dog Cooling Mat -  
Patented Pressure-Activated Gel Cooling Pad

2

Volwco Pet Dog Self Cooling Mat Pad, Ice Silk  
Mat Pet Cooling Non Sticking Blanket

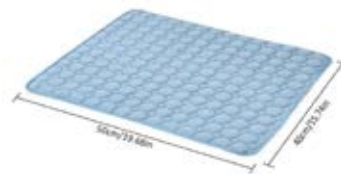
3

Hugs Pet Products Chillz Pressure Activated  
Pet Cooling Gel Pad

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
cooling mat for dogs	9,974	\$130,250
cooling dog bed	5,583	\$85,085
dog cooling bed	1,503	\$29,120
dog cooling mat	18,453	\$285,579
cooling pads for dogs	5,432	\$73,612

### NOT HOT



Summer Pet Cooling Mat  
Blue 50cm 40cm

No Pet in the Photo

No Branding, Looks Generic

No Vibrant Colors

**Monthly Sales: 0**



## 42 Personal Smoothie Blender

**Main Keyword:** Blendjet

**Category:** Kitchen & Dining

**ASIN:** B07HC6LC85

**Price:** \$37.99

**MONTHLY  
SALES**

959

**REVENUE**

\$27,087

### LONG TITLE

Personal Glass Smoothie Blender, Kacsoo S610 USB Rechargeable Portable Blender Juicer Cup, Single Serve Fruit Mixer, Multifunctional Small Travel Blender, with 5200 mAh Rechargeable Battery, FDA BPA Free.

### WHY IS THIS HOT?

This product has a lot going for it. For one, the seller knows how to brand. The photos and product description are so well done that they make you want to use their product to make a smoothie ASAP! And that's the goal as a seller with your marketing. You want to make potential customers thirsty to use your product.

In addition, the seller has some features that set it apart from the competition in useful ways: USB charging / wireless functionality, perfect size for personal smoothies, AND it looks better than the competition with its sleek stainless steel design.

### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 90%	Investment Sweetspot: 42%
Competition Opportunity: 58%	Revenue Potential: 81%

### OTHER SELLERS IN THE CATEGORY

1

Portable Blender USB Rechargeable, Small Blender Single Serve

2

Portable Blender, OBERLY Smoothie Juicer Cup - Six Blades in 3D

3

Portable Blender, DOUHE Cordless Mini Personal Blender Small Smoothie Blender

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
personal blender	24,812	\$385,891
mini blender	11,352	\$108,863
blender cup	5,541	\$64,716
travel blender	5,868	\$80,223
travel blender for shakes and smoothies	1,100	\$18,907

### NOT HOT



Portable Blender USB Rechargeable, Single Serve

Bad Photoshop  
No Real Fruits or Smoothie  
Large, Tacky Branding

**Monthly Sales: 2,292**



## 43 Snap 'n Strain Strainer

**Main Keyword:** Colander

**Category:** Home & Kitchen

**ASIN:** B018W9JII0

**Price:** \$10.18

**MONTHLY  
SALES**

3,773

**REVENUE**

\$46,175

### LONG TITLE

Kitchen Gizmo Snap 'N Strain Strainer, Clip On Silicone Colander, Fits all Pots and Bowls - Lime Green

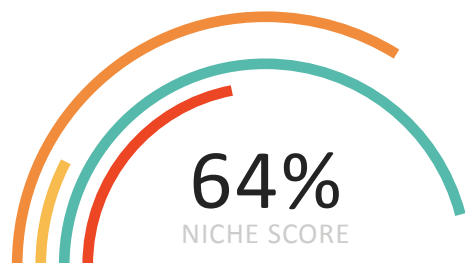
### WHY IS THIS HOT?

This clip-on colander checks all the right boxes:

- It's functionally different (clips to any pot/pan),
- It's visually different (vibrant green compared to boring white),
- AND, the seller photographed the product using interesting angles and showing the product in action.
- The other seller's product might as well blend into the white background of its hero image.



### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 75%	Investment Sweetspot: 95%
Competition Opportunity: 22%	Revenue Potential: 46%

### OTHER SELLERS IN THE CATEGORY

1

ExcelSteel 242 5-Quart Stainless Steel Colander

2

Bellemain Micro-perforated Stainless Steel 5-quart Colander-Dishwasher Safe

3

Chef Craft 21311 Deep Colander, 1 pack, White

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
colander	19,022	\$130,114
strainer	33,006	\$165,994
collapsible colander	5,550	\$40,669
strainers and colanders	5,462	\$38,234
collander	5,524	\$30,347

### NOT HOT



Arrow 4 Quart White Plastic Colander

Generic  
Nothing Fun About It  
Common Way of Straining

**Monthly Sales:** 603



## 44 Baby Milestone Blanket

**Main Keyword:** Baby Milestone Blanket

**Category:** Baby Products

**ASIN:** B07JKN43H6

**Price:** \$21.97

**MONTHLY  
SALES**

1,152

**REVENUE**

\$25,309

### LONG TITLE

Baby Monthly Milestone Blanket Girl - Floral Plush Fleece Baby Photography Backdrop Memory Blanket for Newborns Large - New Moms Baby Shower Gift Set - 100% Wrinkle-Free - Bonus Wreath + Headband

### WHY IS THIS HOT?

Baby monthly milestone calendars are trending in a really intriguing direction. You may have noticed them in your friend's Instagram or Facebook feeds. Making sure to find categories that are trending in popularity as early as possible is very important! This is one of those products.

In addition, this seller does awesome work with their listing. Great photos, bundling, and a distinct style sets them apart from their competition. And look at that baby. So cute!

### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 63%	Investment Sweetspot: 62%
Competition Opportunity: 38%	Revenue Potential: 60%

### OTHER SELLERS IN THE CATEGORY

1

Premium Fleece Baby Milestone Blanket – Double Sided Unisex Design

2

Baby Monthly Milestone Blanket Large 60"x40" | Bonus Floral Wreath & Headband

3

Baby Monthly Milestone Blanket | Includes Bib and Picture Frame

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
baby milestone	5,561	\$57,344
baby monthly milestone	5,490	\$50,003
milestone blanket boy	7,773	\$78,974
milestone blanket girl	7,183	\$80,570
milestone blanket	20,538	\$183,992

### NOT HOT



Kids Royalty Baby Monthly Milestone Blanket

Blurry Photo

Baby Not Smiling

No Bonus Accessories

**Monthly Sales: 132**



## 45 Mason Jar Lids (3 Pack)

**Main Keyword:** Mason Jar Lid

**Category:** Kitchen & Dining

**ASIN:** B07K15YTQR

**Price:** \$14.99

**MONTHLY  
SALES**

1,075

**REVENUE**

\$17,301

### LONG TITLE

Mason Jar Lids,3 Pack Canning Lids Flip Cap Lids with Leak-Proof Seal Storage Caps for Wide Mouth Mason Jars Ball Jars Canning Jars Drinking Lemonade Coffee Tea Jam Oatmeal,Black (Jars not Included)

### WHY IS THIS HOT?

Sometimes ... differentiation = simplicity!

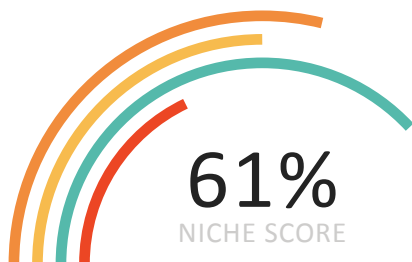
This is another one of those simple products... and even a “why didn’t I think of that?” product.

After all, this is just a cheap plastic lid with a spout that can screw onto a mason jar.

But this product serves consumers that like to recycle their mason jars and adds value by eliminating copper lids that are 2 separate pieces that often rust very quickly. AND it allows you to pour the contents of the jar in a much more controlled way. It’s simple and smart.

And just imagine their margins!... A single lid costs the customer \$8.99!

### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 58%	Investment Sweetspot: 78%
Competition Opportunity: 50%	Revenue Potential: 45%

### OTHER SELLERS IN THE CATEGORY

1

Aozita [12 Pack] Colored Plastic Mason Jar Lids for Ball

2

Drink, Pour, Store! Wide Mouth Mason Jar Flip Cap Lid by County Line

3

Ball Regular Mouth Jar Storage Caps Set of 8

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
mason jar lids with straw hole	7,470	\$56,458
mason jar lids	20,301	\$122,009
wide mouth mason jar lids	5,461	\$39,812
plastic mason jar lids	2,221	\$15,846
canning lids	1,399	\$16,732

### NOT HOT



Resinta 20 Pack Regular Mouth Mason Jar Lids

Standard Lids  
No Appealing Features  
Generic

**Monthly Sales: 121**



## 46 Camping Cookware Kit

**Main Keyword:** Camping Cookware

**Category:** Sports & Outdoors

**ASIN:** B01743BX1A

**Price:** \$26.99

**MONTHLY  
SALES**

1,972

**REVENUE**

\$46,722

### LONG TITLE

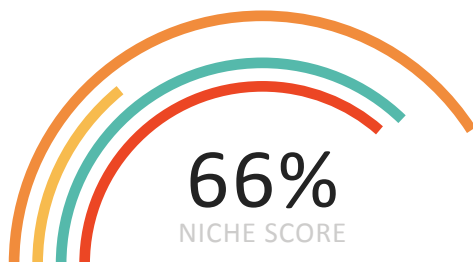
MalloMe Camping Cookware Mess Kit Backpacking Gear & Hiking Outdoors Bug Out Bag Cooking Equipment Cookset | Lightweight, Compact, Durable Pot Pan Bowls.

### WHY IS THIS HOT?

Our HOT product is a lightweight all-in-one cookware set that weighs just a couple of pounds and can easily fit inside a backpack. Its portability makes this product extremely functional for hikers and campers. The NOT product... looks like it might break your back trying to lift it out of a car.

In addition, we did some research: this seller could easily raise their price a little based on the quality of their product compared to similar ones. Even though a \$27 retail is in the pricing sweetspot - it never hurts to improve your margins where possible.

### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 81%	Investment Sweetspot: 74%
Competition Opportunity: 38%	Revenue Potential: 73%

### OTHER SELLERS IN THE CATEGORY

1

MalloMe Camping Cookware Mess Kit Backpacking Gear & Hiking

2

Gold Armour 17Pcs Camping Cookware Mess Kit Backpacking Gear

3

Terra Hiker Camping Cookware, Nonstick, Lightweight Pots

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
camping accessories	300,437	\$1,002,678
camping gear	123,059	\$412,023
hiking backpack	77,086	\$221,498
survival gear	52,909	\$203,112
survival kit	45,709	\$184,045

### NOT HOT



7 Piece Heavy Duty Cast Iron Dutch Oven Camping Set

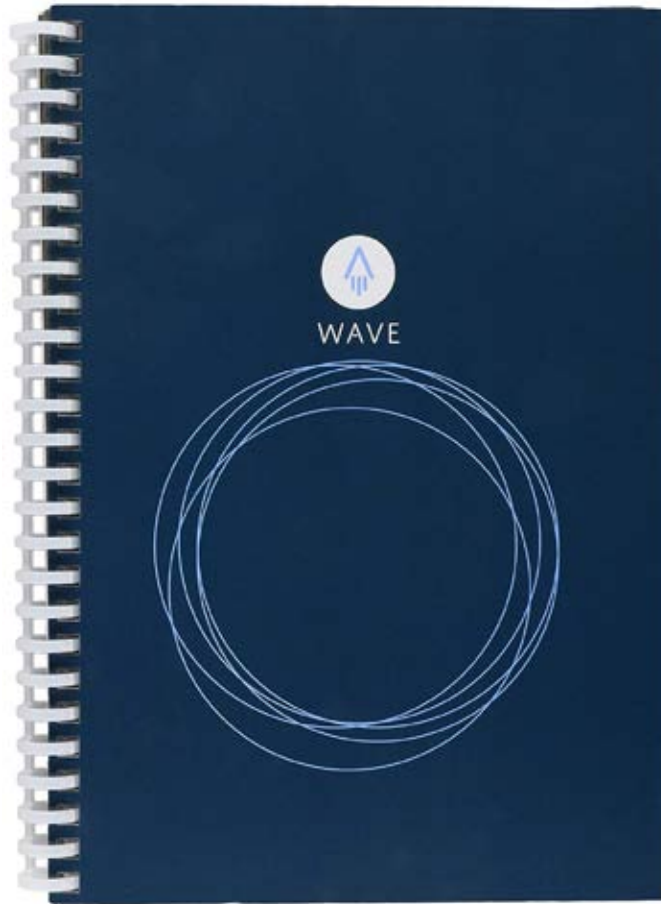
Larger Format

Difficult to Carry

Use Pots from Home Instead

Monthly Sales: 171





## 47 Wave Smart Notebook

**Main Keyword:** Smart Notebook

**Category:** Office Products

**ASIN:** B01GTYVEHI

**Price:** \$26.99

**MONTHLY  
SALES**

620

**REVENUE**

\$6,490

### LONG TITLE

Introducing the world's first smart, microwave-to-erase-and-reuse notebook. Polypropylene binding. Blast your notes to Google Drive, Dropbox, Evernote, Box, OneNote, Slack, iCloud.

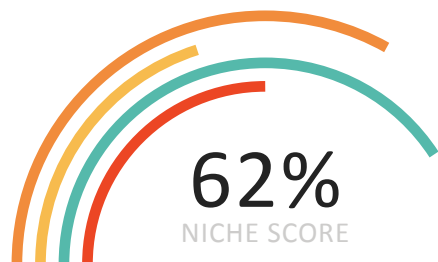
### WHY IS THIS HOT?

At first glance it may look like a normal notebook; but in reality this company found an ingenious way for their customers to sync the notebook to their very own mobile app which then seamlessly integrates with Google (making digitizing and sharing notes and sketches seamless). Oh, and their special 'friction pen' allows the buyer to clear the entire notebook by throwing it in the microwave for a few seconds. The future is here!

This might seem like a complex product - but in reality the entire setup is simple and could be accomplished by sourcing properly and hiring a single mobile developer to set up the app.

Not only is the product unique, but their listing EBC blew us away! This is all around a very cool product...

### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 64%	Investment Sweetspot: 78%
Competition Opportunity: 43%	Revenue Potential: 52%

### OTHER SELLERS IN THE CATEGORY

1

Rocketbook Everlast Reusable Smart Notebook, Executive Size

2

NEWYES Reusable Smart Notebook, A5 Size Wirebound Notebook 100 Pages

3

Rocketbook Wave Smart Notebook - Standard

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
rocketbook everlast	7,366	\$110,482
rocketbook	27,308	\$331,915
smart pen	3,789	\$72,180
rocket book	5,498	\$44,474
smart writing set	618	\$15,679

### NOT HOT



Reusable Smart Notebook + Erasable Pen

Smart Notebook, Less Features

No Color

Proprietary Cloud Storage

Monthly Sales: 5



## 48 Insulated Stemless Glass

**Main Keyword:** Wine Tumbler

**Category:** Kitchen & Dining

**ASIN:** B0797STND3

**Price:** \$24.95

**MONTHLY  
SALES**

4,164

**REVENUE**

\$102,611

### LONG TITLE

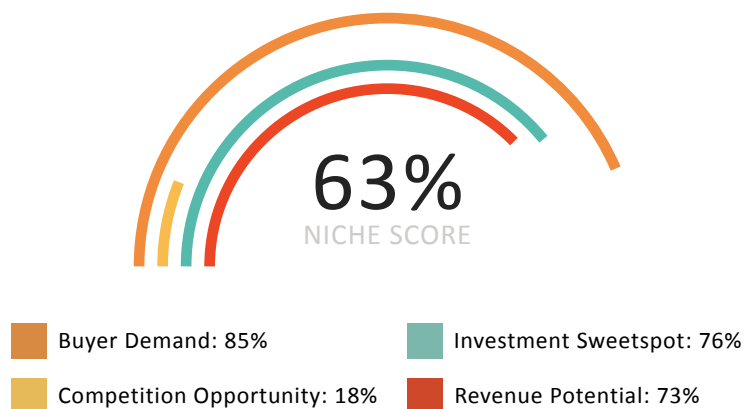
Corkcicle 12 oz Triple-Insulated Stemless Glass (Perfect for Wine) - Aurora. TRIPLE-INSULATED STAINLESS STEEL - Keeps cold drinks cold and hot ones hot; By the pool, on the patio, at the office - wherever.

### WHY IS THIS HOT?

This is just flat out a very pretty product. The design and wrap that the seller decided to use are industry-leading.

It's clear this seller spared no expense when it came to creating a quality product. Based on the reviews we noticed that customers were impressed by the high quality materials the seller was able to source. The drinks stay cold for long periods of time, and the lid doesn't leak! Making sure your product doesn't have any fatal flaws is very important!

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Vacuum Insulated Wine Tumbler with Lid Rose Gold

2

Maars Bev Stainless Steel Stemless Wine Glass Tumbler with Lid

3

Stainless Steel Stemless Wine Glass Tumbler with Lid, 12 oz

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
yeti wine tumbler	19,172	\$182,836
insulated wine tumbler with lid	18,687	\$229,873
crackle wine tumbler	5,481	\$51,236
wine tumbler with lid stainless steel	5,446	\$57,405
wine tumbler with lid	17,562	\$199,364

### NOT HOT



Wine Because Punching People In The Face is Illegal

Reduced Target Audience

Not Funny to Most

Text Alignment Off

**Monthly Sales: 88**



## 49 Eco Wool Dryer Balls

**Main Keyword:** Dryer Balls

**Category:** Home & Kitchen

**ASIN:** B06XDKQ266

**Price:** \$23.95

**MONTHLY  
SALES**

1,317

**REVENUE**

\$25,100

### LONG TITLE

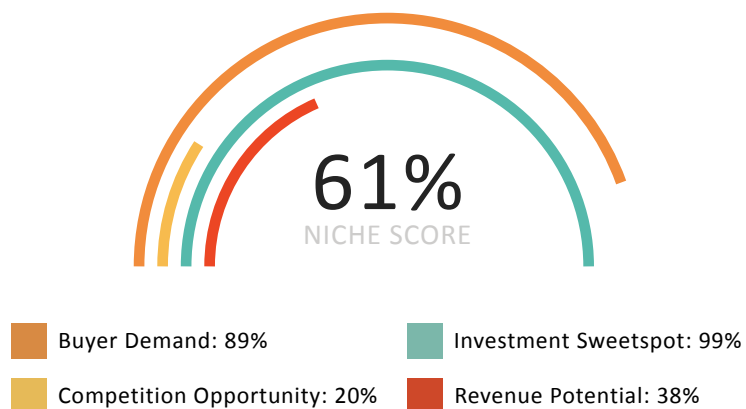
Organic Eco Wool Dryer Balls - Black Penguin - 6 Pack - 100% Handmade, Fair Trade, Organic, No Lint - Premium Quality Cool Friends.

### WHY IS THIS HOT?

Look at these cute little guys! This seller is a master differentiator and brand builder. A few things we really like about this product:

- With some simple line work the seller turned a sphere into a cute penguin (visual differentiation)
- The seller has a clever brand name - and uses packaging and branding that matches the 'vibe' of the product
- The seller targets a specific market with their branding (namely, moms with young children)

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Wool Dryer Balls by Smart Sheep 6-Pack, XL Premium Reusable Natural Fabric Softener

2

Wool Dryer Balls - Natural Fabric Softener, Reusable, Reduces Clothing Wrinkles

3

SnugPad Wool Dryer Balls Natural Fabric Softener and 100% Organic, Chemical Free

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
dryer balls	53,028	\$312,992
dryer sheets	43,530	\$139,448
wool dryer balls	42,463	\$283,993
dog hair remover	14,206	\$123,547
dryer balls laundry	8,357	\$46,064

### NOT HOT



Wool Dryer Balls 6-Pack, XL Size Premium

Generic  
Nothing Stands Out  
No Branding

**Monthly Sales:** 549



## 50 Blue Agate Bookends

**Main Keyword:** Bookends

**Category:** Home & Kitchen

**ASIN:** B00M9R264K

**Price:** \$27.41

**MONTHLY  
SALES**

430

**REVENUE**

\$17,651

### LONG TITLE

Made with 100% natural Brazilian agate geodes, 2-3Lb.

A symbol of friendly love and hope, help to eliminate the pressure, fatigue, turbidity and other negative energy.

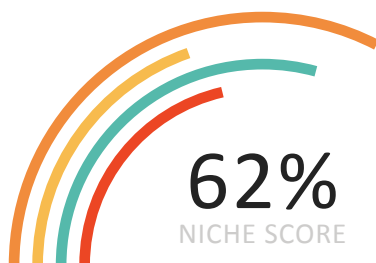
### WHY IS THIS HOT?

Compared to their competition it is clearly obvious why this is the superior product. These bookends are beautiful and heavy (important for holding books in position).

Plus, the seller opens themselves up to a more defined audience by selling bookends that are made of a mineral (namely, bohemian readers that have a sense of style).



### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 66%	Investment Sweetspot: 60%
Competition Opportunity: 52%	Revenue Potential: 44%

### OTHER SELLERS IN THE CATEGORY

1

Bookend Supports - Business Source - Black (6 Pairs, Small)

2

JIC Gem: Polished Dyed Blue Agate Bookend(s) - 1 Pair - 2 to 3 Lbs

3

RooLee Bookends Black, Decorative Metal Book Ends Supports for Shelves

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
book ends	49,765	\$379,468
bookends	30,534	\$280,400
book holder	16,156	\$170,963
shelf decor	10,843	\$144,702
book ends for shelves	6,570	\$71,610

### NOT HOT



Spectrum Diversified  
Elements Bookends

Bad Title

Boring Design

Does Not Look Sturdy

**Monthly Sales: 77**



## 51 Sitting Ball

**Main Keyword:** Exercise Ball Solution

**Category:** Sports & Outdoors

**ASIN:** B077SVLBSQ

**Price:** \$49.99

**MONTHLY  
SALES**

237

**REVENUE**

\$10,528

### LONG TITLE

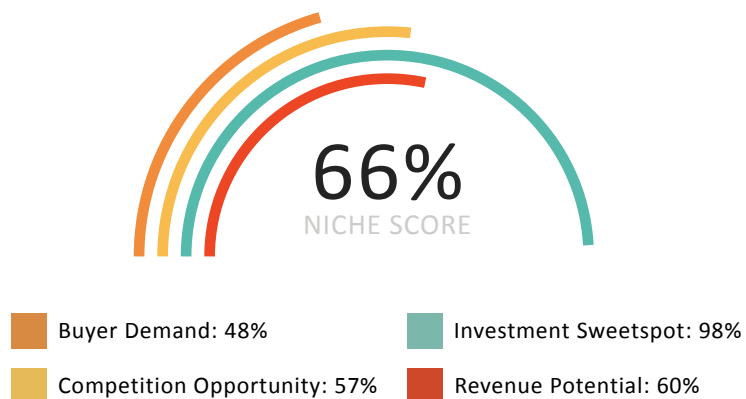
Vivora Luno - Sitting Ball Chair for Office and Home, Lightweight Self-Standing Ergonomic Posture Activating Exercise Ball Solution with Handle & Cover, Classroom & Yoga.

### WHY IS THIS HOT?

This product simply looks better!

Sometimes that's all that your product needs to stand out from the competition! At the end of the day, this is still just an exercise ball... but this seller somehow managed to turn an established product into something stylish, while also adding value (by merely adding a handle).

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Vivora Luno - Sitting Ball Chair for Office and Home, Lightweight Self-Standing.

2

Exercise Ball for Yoga, Balance, Stability from SmarterLife - Fitness, Pilates, Birthing.

3

DYNAPRO Exercise Ball - 2,000 lbs Stability Ball - Professional Grade.

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
excercise ball	8,455	\$97,249
stability ball	11,158	\$116,784
workout ball	5,559	\$60,077
yoga ball	31,832	\$280,208
ball chair	13,043	\$237,119

### NOT HOT



CanDo NonSlip Inflatable Exercise Ball

Stability Feet not Straight  
Looks Flimsy  
Does not Look Stable to Sit On

**Monthly Sales: 12**



## 52 Spartan Steak Knife Set

**Main Keyword:** Spartan Knife Block

**Category:** Home & Kitchen

**ASIN:** B012DUM16K

**Price:** \$189.95

**MONTHLY  
SALES**

130

**REVENUE**

\$22,044

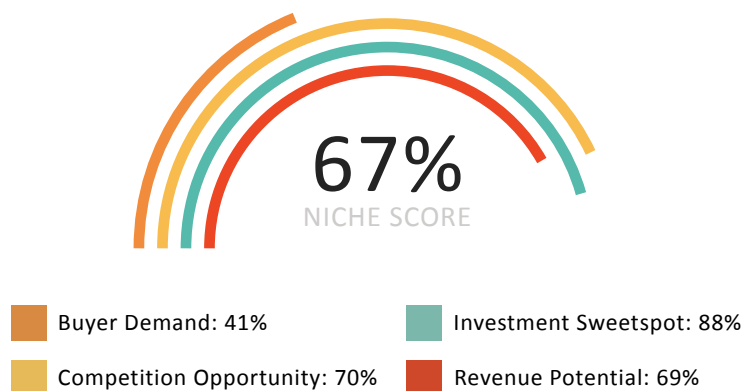
### LONG TITLE

Spartan Steak Knife Set - Carnivore's Edition - Handmade, 10-Piece, Professional Steak Knife Set

### WHY IS THIS HOT?

Perfect example of visual differentiation! At the end of the day this is still just a knife block. But this seller had the creativity to design a product that looks fun and inspiring. This is one of those products that stops you in your tracks as you scroll down page 1.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Spartan Knife Block - Handmade Premium Birch - Holds Your 6 Knives

2

Spartan Knife Set - Chef's Edition - 8-piece, Handmade, Heavy Steel Professional Set

3

Spartan Steak Knife Set - Carnivore's Edition - Handmade, 10-Piece, Professional Knife Set

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
knife holders by coninx	10,522	\$255,476
magnetic knife block	2,944	\$75,870
body knife holder	523	\$7,589
knife block without knives	3,569	\$63,757
man knife holder	375	\$6,854

### NOT HOT



Chicago Cutlery Knife Block  
17 Slot Cutlery Organizer

Specific Size Slots  
Knives Not Included

Monthly Sales: 50



## 53 Lbell Alarm Clock

**Main Keyword:** Sunrise Alarm Clock

**Category:** Home Audio

**ASIN:** B07L87MH64

**Price:** \$44.99

**MONTHLY  
SALES**

1,499

**REVENUE**

\$67,440

### LONG TITLE

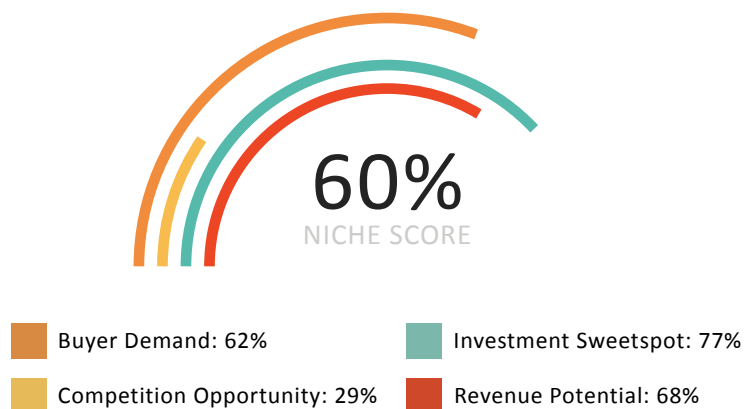
Wake- Up Light, LBell Alarm Clock 8 Colored Sunrise Simulation & Sleep Aid Feature, Dual Alarm Clock with FM Radio, 7 Natural Sound and Snooze for Kids Adults Bedrooms.

### WHY IS THIS HOT?

This futuristic alarm clock is amazingly clever. The circular disk mimics the rising sun as it begins to light up your room at the same pace as the outside world. This is perfect for people in rooms that don't get direct sunlight!

This is a great example of a seller taking something that has existed for a long time already (alarm clocks) - and making it functionally fresh.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Wake Up Light Alarm Clock Lamp Alarm Clock  
Radio Sunrise Alarm Clock Fading Sunset

2

HeimVision Sunrise Alarm Clock, Smart Wake  
up Light Sleep Aid Digital Alarm Clock

3

Philips Wake-Up Light Alarm Clock with  
Colored Sunrise Simulation

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
wake up light	16,436	\$323,089
philips wake up light	737	\$35,049
wake up sunrise alarm clock	5,434	\$149,544
alarm	7,561	\$125,532
smart alarm clock	5,443	\$114,016

### NOT HOT



Braun BNC009BK-RC Digital  
Quartz Alarm Clock

Less Features

Lacks Colour

Less Sound Options

**Monthly Sales: 34**





## 54 Backpack Cooler Bag

**Main Keyword:** Camping Cookware

**Category:** Sports & Outdoors

**ASIN:** B00LGV833I

**Price:** \$69.99

**MONTHLY  
SALES**

2,246

**REVENUE**

\$138,372

### LONG TITLE

Classic Insulated Backpack Cooler Bag - Hands-free, Highly-Portable, Collapsible, Waterproof & Soft-Sided Cooler Backpack for Hiking, the Beach, Picnics, Camping, Fishing.

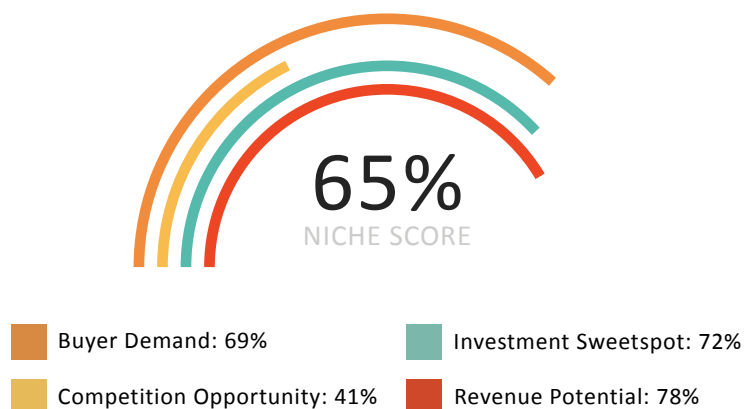
### WHY IS THIS HOT?

We love everything about this brand. Ice Mule does everything right from a Private Label perspective.

- They create a great product that is stylish compared to competition
- They professionally brand the product with perfect packaging and product photograph.
- They spare no expense by optimizing their listing, setting up EBC, running ads.

In our opinion, this is a brand that you'll want to try to mimic when you're looking to launch.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Coleman C003 Soft Backpack Cooler

2

Backpack Cooler Backpack Insulated, Hiking Backpack Coolers, Travel Backpack

3

FORICH Cooler Backpack Insulated Leak Proof Backpack Cooler Bag

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
beach bag	173,218	\$434,612
backpack cooler	52,881	\$149,001
cooler backpack	40,109	\$130,789
soft cooler	21,811	\$62,556
beach cooler	13,717	\$39,879

### NOT HOT



Igloo MaxCold Coolers

Bulky

Not Stylish

Too Large for most people

**Monthly Sales:** 270



## 55 Pet Carrier Backpack

**Main Keyword:** Pet Backpack

**Category:** Pet Supplies

**ASIN:** B07DRM4RFK

**Price:** \$56.98

**MONTHLY  
SALES**

234

**REVENUE**

\$16,144

### LONG TITLE

Lollimeow Pet Carrier Backpack, Space Capsule Bubble Transparent Backpack for Cats and Puppies, Airline-Approved, Designed for Travel, Hiking, Walking & Outdoor Use.

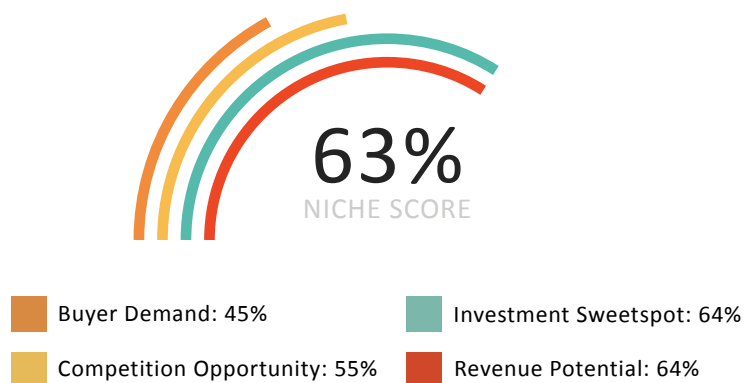
### WHY IS THIS HOT?

This product is perfect for cat lovers - a high GAS factor niche (GAS stands for Give A Shit... oops!).

It's important to sell in high GAS factor niches because your consumers are going to be loyal to your products if you effectively connect with them. Plus, consumers in high GAS niches will more likely leave reviews and recommend products they love to friends (free marketing)!

Also, this product simply looks more stylish than anything else in the space - which is sometimes enough!

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

LEMONDA Portable Travel Pet Carrier Backpack,Space Capsule Bubble Design

2

Lollimeow Pet Carrier Backpack,Space Capsule Bubble Transparent Backpack for Cats

3

PetAmi Deluxe Pet Carrier Backpack for Small Cats and Dogs, Puppies

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
dog carrier backpack	6,044	\$103,539
dog backpack carrier	9,515	\$162,634
pet carrier backpack	5,531	\$64,467
cat carrier backpack	4,513	\$77,546
cat backpack	19,581	\$267,241

### NOT HOT



Sherpa on Wheels Pet Carrier, Black

Bad Photo

Not Convenient

Sports Category

**Monthly Sales: 5**



## 56 Bamboo Charcoal Bags

**Main Keyword:** Shoe Deodorizer

**Category:** Home & Kitchen

**ASIN:** B071YLSWHW

**Price:** \$13.99

**MONTHLY  
SALES**

3,745

**REVENUE**

\$62,681

### LONG TITLE

Marsheepy 12 Pack Natural Air Purifying Bamboo Charcoal Bags and Odor Remover, Shoe Deodorizer and Odor Eliminator

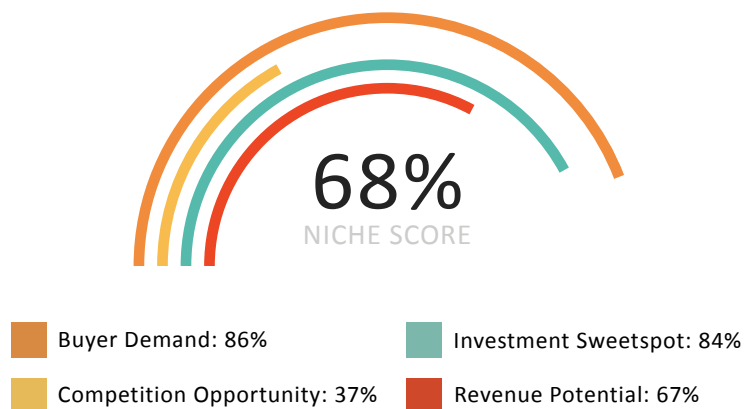
### WHY IS THIS HOT?

Even if your product does exactly what your competition does - visual differentiation can be enough to convince customers to buy your product over the competition (even if the competition is a well established brand).

Studies have shown that Amazon shoppers are not needs-focused, rather than brand-focused. That is why this PL seller outperforms a big brand like Arm & Hammer.

These products simply look better.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Natural Shoe Deodorizer Spray, Foot Odor Eliminator and Air Freshener

2

Marsheepy 12 Pack Natural Air Purifying Bamboo Charcoal Bags

3

Sof Sole Sneaker Balls Shoe, Gym Bag, and Locker Deodorizer, 3 Pair

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
foot spray	8,367	\$72,426
odor eaters for shoes	12,144	\$91,857
odor eaters	4,001	\$26,525
deodorizer	4,169	\$38,405
foot powder for smelly feet shoes	1,181	\$10,898

### NOT HOT



Arm & Hammer Odor Busterz Balls, 3 Pack

Works for only 60 days

Plastic Ball of Baking Soda

Bad title

**Monthly Sales: 0**



## 57 Smart Bone

**Main Keyword:** Interactive Dog Toy

**Category:** Pets Supplies

**ASIN:** B07J583Q5S

**Price:** \$139.99

**MONTHLY  
SALES**

29

**REVENUE**

\$3,766

### LONG TITLE

Wickedbone Smart Bone, Automatic & Interactive Toys for Dogs, Puppy and Cats, App Control, Safe & Durable, Keep Your Pets Entertained All Day, Automatic & Intelligent.

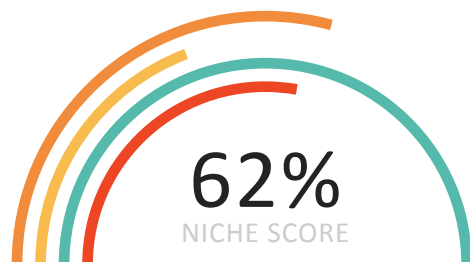
### WHY IS THIS HOT?

Did Apple make a dog bone? This sure looks like something Apple would make.

Looking at how successful companies design their products is a great way to gain inspiration for your product differentiation. That's probably what gave this seller the vision to create the most futuristic dog toy on the market! Good stuff here.



### THE ZONGURU NICHE RATER SCORE



Buyer Demand: 57%	Investment Sweetspot: 100%
Competition Opportunity: 36%	Revenue Potential: 54%

### OTHER SELLERS IN THE CATEGORY

1

StarMark Bob-A-Lot Interactive Dog Toy

2

Allstar Innovations Wobble Wag Giggle Ball, Dog Toy, As Seen on TV

3

Pet Qwerks Talking Babble Ball Interactive Dog Toy, Wisecracks and Makes Funny Sounds

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
dog toys for aggressive chewers	40,088	\$136,004
dog toy	41,107	\$139,112
interactive dog toys	11,880	\$34,078
dog puzzle toys	11,874	\$34,003
dog bone	8,982	\$29,139

### NOT HOT



PEDOMUS Light Up Squeak Dog Ball

Looks just like another ball  
Reviews Say it Falls Apart

Monthly Sales: 60



## 58 Memory Foam Travel Pillow

**Main Keyword:** Travel Neck Pillow

**Category:** Home & Kitchen

**ASIN:** B01IEJHJWK

**Price:** \$24,99

**MONTHLY  
SALES**

3,922

**REVENUE**

\$98,031

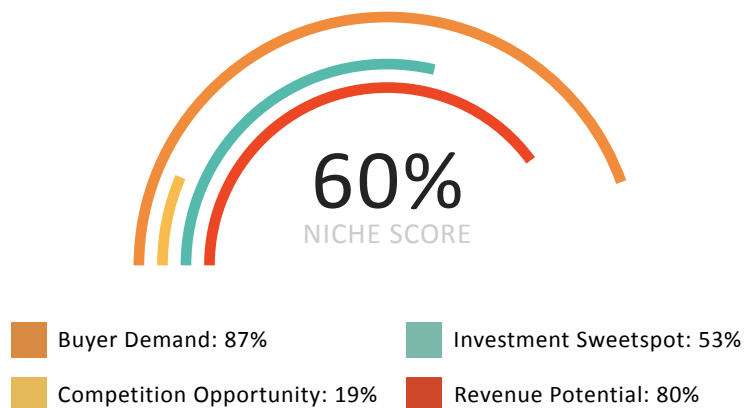
### LONG TITLE

Twist Memory Foam Travel Pillow for Neck, Chin, Lumbar and Leg Support - For Traveling on Airplane, Bus, Train or at Home - Best for Side, Stomach and Back Sleepers - Adjustable, Bendable Roll Pillow

### WHY IS THIS HOT?

Product differentiation: these guys get it! We love the way this neck pillow is functionally different to its competitors by using a flexible frame inside the cushion so the pillow folds into unique shapes. This stands out on Page 1! The competition's product on the other page looks uncomfortable and cheap.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

MLVOC Travel Pillow 100% Pure Memory Foam Neck Pillow

2

BCOZZY Chin Supporting Patented Travel Pillow - Prevents The Head from Falling Forward

3

NeckSnug - Luxury Travel Pillow - 100% Memory Foam Neck Pillow for Travel

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
memory foam travel pillow	5,571	\$323,089
neck pillow	98,348	\$1,161,923
airplane travel accessories	18,627	\$171,164
cabeau evolution pillow	5,374	\$69,841
cabeau travel pillow	2,662	\$27,552

### NOT HOT



Inflatable Travel Pillow, Air Neck Pillow

Shows Photo of it Deflated  
Not Flexible

Monthly Sales: 199



## 59 Pop-up Shower Tent

**Main Keyword:** Pop Up Shower Tent

**Category:** Sports & Outdoors

**ASIN:** B01AT3SZ36

**Price:** \$32.99

**MONTHLY  
SALES**

3,730

**REVENUE**

\$123,053

### LONG TITLE

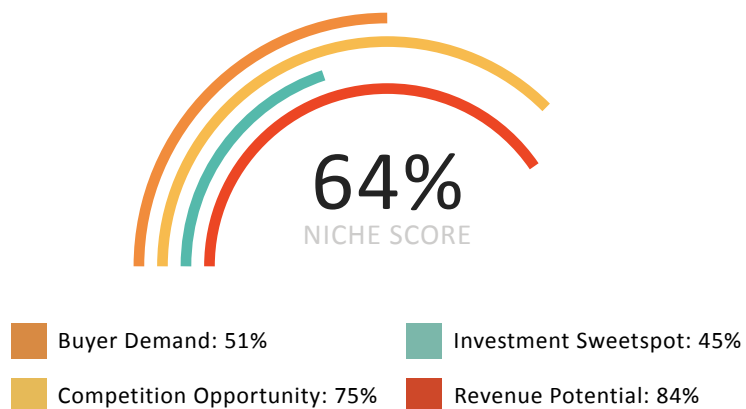
Pops up and folds down in seconds, no assembly required. Ultra-lightweight construction allows for easy transportation with included carrying bag. Weighing just 4.3 pounds; it can be folded into a compact size.

### WHY IS THIS HOT?

Compared to the competition in the Not Hot section it should be pretty clear why this product is superior. This product feels inviting while the competition looks cheap ... and frankly a little scary.

These pop-up shower/changing tents are crushing it on Amazon and is a niche that has room for new sellers that can put on their thinking caps to produce a bit more differentiation ideas.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

WolfWise Easy Pop Up Privacy Shower Tent  
Portable Outdoor Sun Shelter Camp

2

Pop Up Privacy Tent – Instant Portable Outdoor  
Shower Tent, Camp Toilet & Changing Room

3

WolfWise Pop-up Shower Tent

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
portable shower for camping	3,966	\$83,194
camping shower	17,997	\$235,671
portable shower	18,397	\$315,637
camp shower	11,161	\$285,842
outdoor shower enclosure	2,992	\$142,006

### NOT HOT



Texsport Portable Outdoor  
Privacy Camp Shower Tent

Looks Flimsy  
Trash Bag on a Hanger

**Monthly Sales: 26**



## 60 Night Lights for Kids

**Main Keyword:** LED Night Light

**Category:** Tools & Home Improvement

**ASIN:** B0785DT97B

**Price:** \$19.99

**MONTHLY  
SALES**

754

**REVENUE**

\$15,079

### LONG TITLE

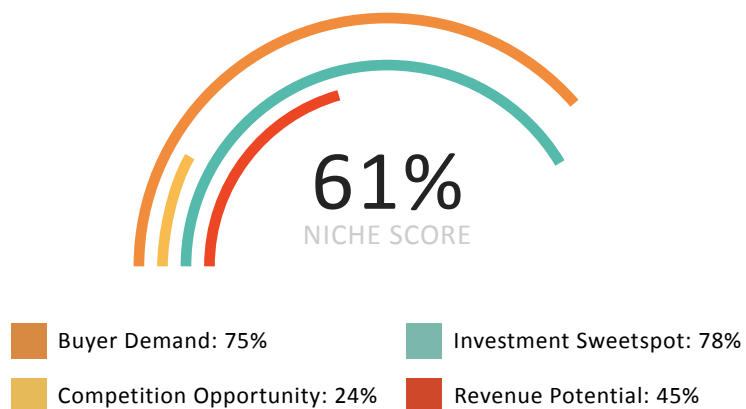
VAVA VA-CL006 Night Lights for Kids with Stable Charging Pad, ABS+PC Bedside Lamp for Breastfeeding, Touch Control&Timer Setting, White

### WHY IS THIS HOT?

This is a night light that rests on a charging dock - but can be picked up and moved around a room, or guide a youngster down the hall to the bathroom. This adds some great functionality to a product that all children grow up with.

And the design of the product is somehow inviting in a subtle way (it should be able to fend off scary monsters no problem!). Check out their listing too because their EBC is great.

### THE ZONGURU NICHE RATER SCORE



### OTHER SELLERS IN THE CATEGORY

1

Uigos LED Night Light Lamp with Smart Sensor  
Dusk to Dawn Sensor

2

Sycees Plug-in LED Night Light with Dusk-to-  
Dawn Sensor

3

Maxxima MLN-16 LED Plug in Night Light with  
Auto Dusk to Dawn Sensor

### TOP KEYWORDS

KEYWORD	VOLUME	SALES
night lights for kids	40,079	\$119,778
dock a tot	40,069	\$130,003
bedside lamp	34,393	\$119,112
touch lamp	20,387	\$62,189
night lights	13,754	\$45,070

### NOT HOT



Meridian Electric 10911 5 Im  
LED Auto, 5000K

Traditional Night Light  
Stays On the Wall Plug  
Less Features

**Monthly Sales: 214**

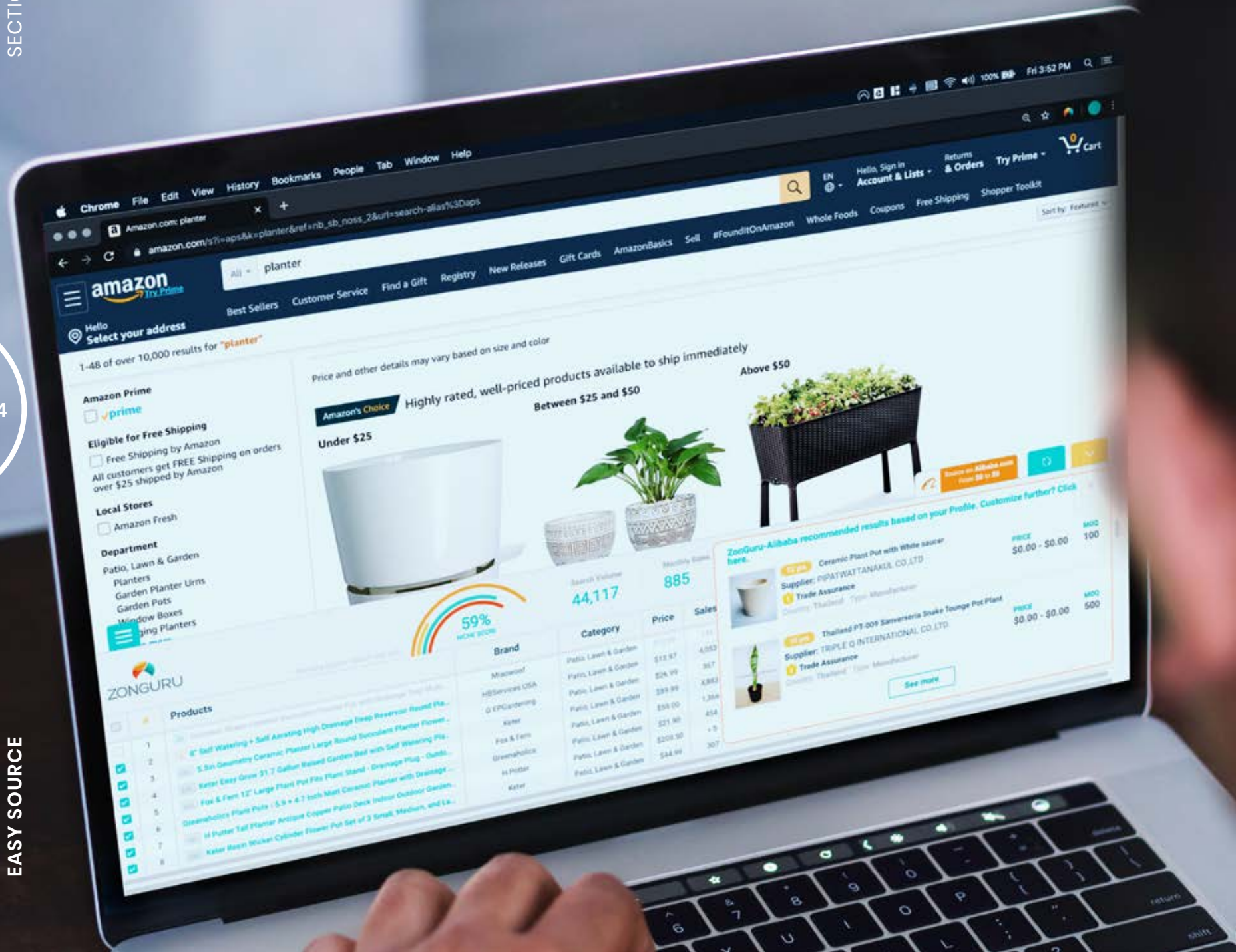


## Section 07

# Easy Source

Find reliable, Alibaba.com verified suppliers  
perfect for your product idea!

Congratulations! After analyzing all of Amazon with Niche Finder and fine tuning the data with Niche Rater, you've found your first product to start selling. It's finally time to get in touch with a reliable supplier who can produce your product. Finding a product supplier that can meet your specific needs is a job in itself. There's simply too much data out there and that is where Easy Source comes in.



# The Easy Source Method

Our brand new tool instantaneously matches you with a list of only the best, most reliable suppliers available. All powered by Alibaba.com's massive supplier database - and a world's first software partnership with Alibaba!

**The method is simple:**

1. Navigate to an Amazon listing, then open your Chrome Extension, and click on the EasySource tab.
2. Browse an instantly generated, curated list of Alibaba.com-backed suppliers with important data points such as location, manufacturer/agent, price/MOQ, verified revenue/shipments, and more.
3. Select a manufacturer from the fits your specific needs.
4. Send an introductory email to the supplier to get things going.
5. Ship your product and start making some money!

Maybe you can't find exactly what you need in the Chrome Extension. No problem! Log into your ZonGuru account and head over to the EasySource tool. Enter the exact product you're looking to browse a more detailed list of suppliers, along with stats such as average MOQ, revenue, and lead time. Narrow down your search even further by adjusting filters such as the supplier's rating, years they've been on Alibaba.com, and whether they're a manufacturer or a supply agent. ZonGuru's powerful filtering options are at your disposal to help you find exactly what you need.

With EasySource in your corner, ZonGuru streamlines your entire Amazon Private Label business journey into one intuitive experience designed to give you less hassle and more money.

## Section 08

# About Us

We are passionate Amazon sellers  
educating and helping others.

ZonGuru is the best all-in-one software toolset for Amazon Private Label Sellers. We believe that creating & selling branded, physical products through digital platforms like Amazon is one of the best ways to create scalable, financial wealth and freedom. And it is access to “the right data” in this digital world, that is one of the biggest influences on success. We are constantly seeking the most accurate, relevant and timely data, that support real-time business decisions to drive profitability and scale.

We build powerful data driven digital tools for Amazon Private-Label Sellers. **These are tools built for Sellers by Sellers!**

Adam Hudson (founder) and Jon Tilley (CEO) – Two friends, who are both successful Amazon Sellers, created ZonGuru to satisfy a real frustration they were having. Before ZonGuru Amazon Sellers needed at least 3 or 4 separate software tools to really boost their Amazon sales.

ZonGuru solves this frustration. Think of it as an all in one marketing tool that will help you research, optimize, and automate your Amazon business – giving you everything you’ll need to be successful all under one login!

Their vision is to continue to add valuable tools to ZonGuru, that meet their needs as the Amazon marketplace continues to grow and change!



A full-page photograph of Jon Tilley, CEO of ZonGuru, walking across a stage. He is wearing a black t-shirt with a graphic and dark trousers, smiling and looking towards the right. The background features a large screen with a logo, a gong, and stage lighting. A teal gradient bar is at the bottom.

# meet Jon Tilley

## Jon Tilley

CEO of ZonGuru

After spending 15 years working as an Account Director and Strategist at some of the top digital advertising agencies in Johannesburg, London and Los Angeles, Jon began selling products on Amazon.

His unique experience managing digital marketing and design projects for large brands, allowed him to quickly grow a high quality, high margin brand on the Amazon, leveraging their global marketplace and logistics infrastructure.

Jon and Adam have been friends for many years and in 2016 they co-founded ZonGuru. Jon is currently CEO of ZonGuru, whilst still successfully growing his own private label brands on Amazon across the USA and Europe.



## Kimberlee French

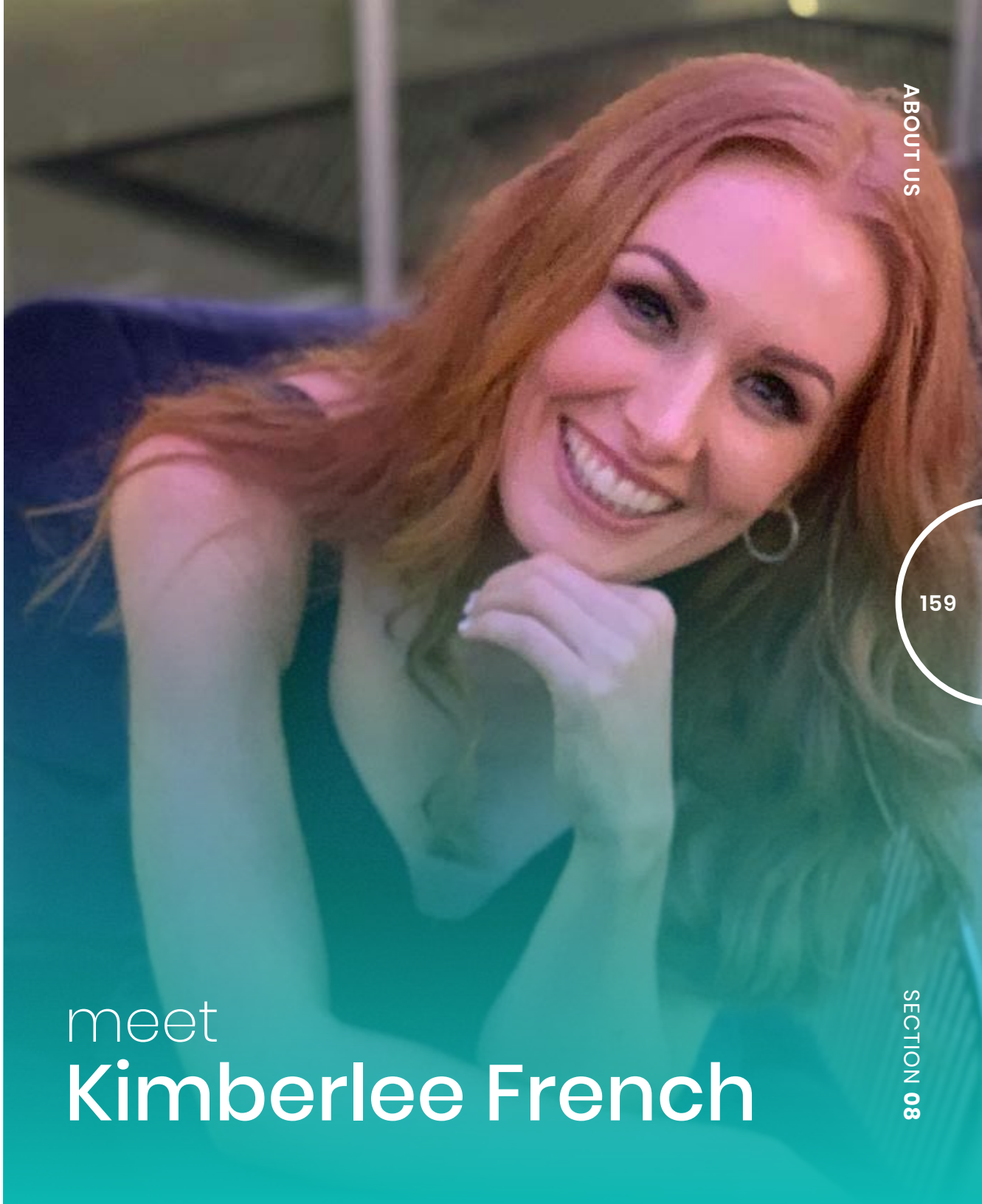
### Customer Success Manager

Kimberlee has a long history in finance and business management. After 15+ years working as an Accountant and Business Advisor she applied her skillset to E-Commerce in 2018 launching a successful Shopify store.

Her E-Commerce success was later expanded to Amazon in the USA and Australia and regularly features on Amazon best seller lists. Kimberlee continues to thrive under the guidance of the ZonGuru Team and is expanding her Amazon FBA business with additional launches in the pipeline.

Kimberlee joined ZonGuru during 2020 as part of the Customer Success Team. Kimberlee is the go-to-girl for nearly all questions or concerns that ZonGuru customers might have. She is also the resident product research expert and she looks forward to continuing to share her expertise in Amazon FBA brand and product building.

meet  
**Kimberlee French**





**DISCLAIMER**

All the data presented in this document is the result of in-depth product research throughout August 2020. Data shown can naturally shift due to the overall performance of the listings. Some of these categories may be performing a little better, or a little worse than they were when we created this Hot Product List (and this is normal). Still have questions about the data that we're showing in this document? Feel free to reach out to ZonGuru's dedicated support team where they will be happy to help!: [support@zonguru.com](mailto:support@zonguru.com).

