



Amazon Report

(Demo)

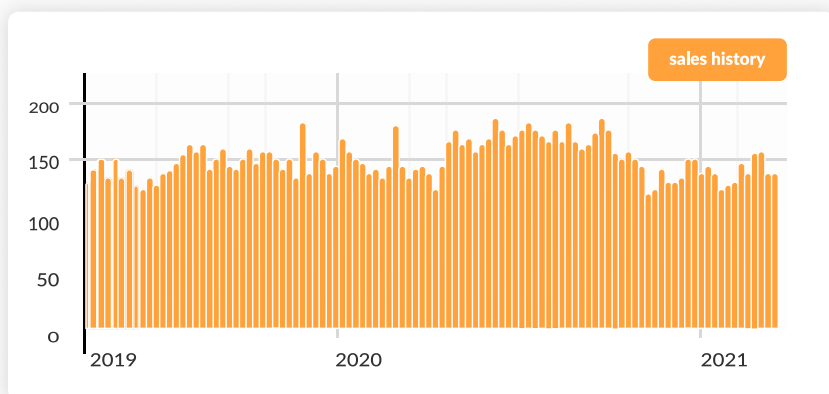
#May 2021

Here is our new Amazon trends report to keep you up-to-date on the important news and trends on Amazon as well as the latest updates about AMZScout's products.

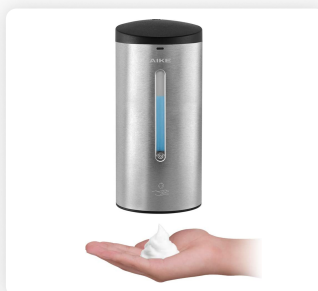
We have created a bird's eye view to show you the big picture, and are also sharing about several specific niches that are profitable right now!

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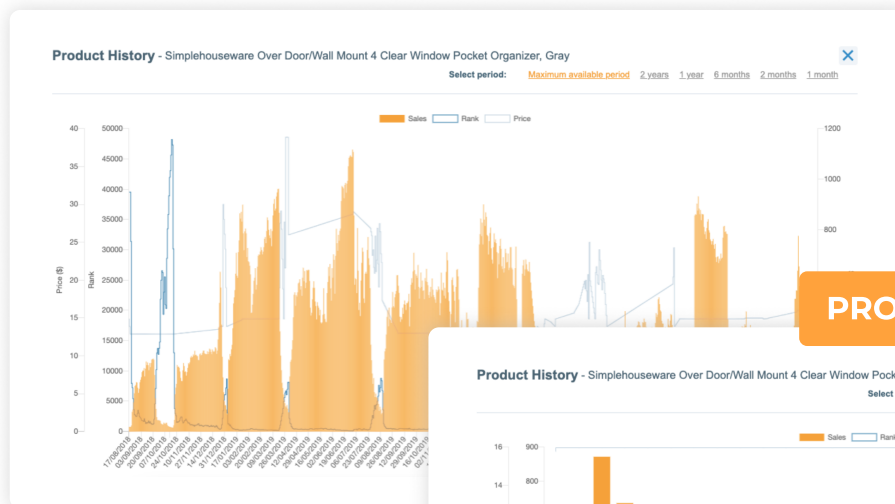
- Niche Ideas in the Home & Kitchen category



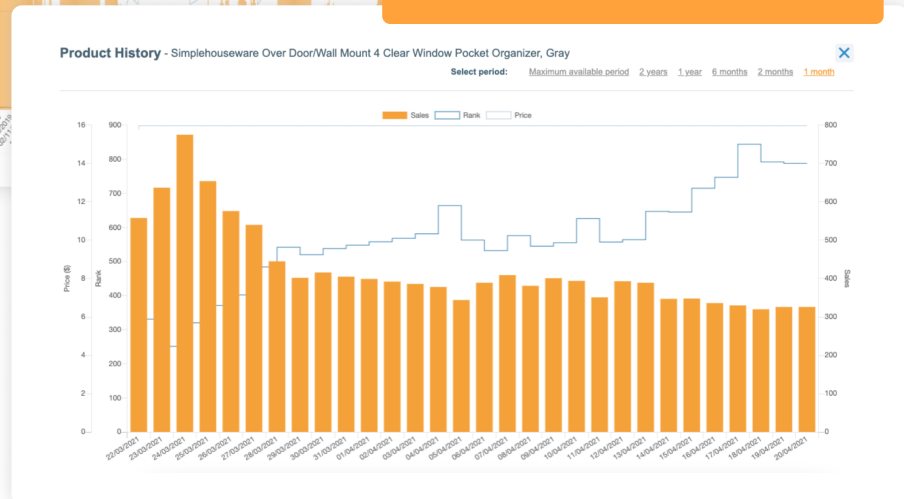


AMZScout PRO Extension recent updates

AMZScout PRO Extension now allows users to choose a time frame for viewing Sales, Rank and Price history. When viewing Product history, you can select the period of viewing: 1 month, 2 months, 6 months, 1 year, 2 years or the maximum available period. More data for deeper analysis!



PRO Extension for Chrome





Amazon Refunds Buyers at First Scan

Amazon announced that starting on May 4th, it would introduce the Refund at First Scan (RFS) feature to all sellers who use the Prepaid Return Label program. Products returned through Amazon's Prepaid Return Label program will automatically be eligible for RFS. It is already mandatory for seller-fulfilled items and for sellers who use Fulfillment by Amazon (FBA).

With RFS, sellers will no longer need to rush to process a refund within the two business day SLA. Customers will receive a refund after the first carrier scan when they drop-off or ship back their return using an Amazon prepaid return label. A seller will continue to be notified about refunds through Amazon notification emails for all refunds processed with RFS.



Product Documents for Brand Owners

Amazon Brand owners can now upload product documents such as installation manuals, compatibility guides and troubleshooting guides so that they are available to customers on the product detail pages. Customers will benefit from this content pre-purchase to help them make shopping decisions and post-purchase to make the most of the products they choose to buy.

Selling in the Home & Kitchen category

Recent research by Finbold found that Amazon is adding 3,700 new sellers on a daily basis in 2021. It is estimated that Amazon could attract 1.4 million new sellers by the end of 2021. A total of 26% of those new sellers are in the United States, while 10% are located in India. One of the most popular categories among new sellers is Home and Kitchen.

TOP 10 CATEGORIES WITH THE MOST PRODUCT PURCHASES ON AMAZON

Category	Product Views	Unique Purchases
Grocery & Gourmet Food	3.1B	836.0M
Health & Household	5.6B	648.7M
Home & Kitchen	10.6B	457.1M
Electronics	10.4B	428.2M
Beauty & Personal Care	3.9B	342.5M
Tools & Home Improvement	5.4B	319.9M
Clothing, Shoes & Jewelry	10.4B	299.3M
Sports & Outdoors	5.9B	216.4M
Books	4.6B	214.0M
Pet Supplies	2.1B	193.0M

Source: [Similarweb.com](https://www.similarweb.com)

This category is not among the top profitable categories though there are some profitable subcategories. Usually it has high competition, but it is the most popular category for private label sellers. Many new Amazon sellers start selling in the Home & Kitchen category. What are the reasons for this?

- The category is not a gated category and there are no restrictions for new sellers
- There are fewer difficulties for sellers such as compliance with various regulations or expiry date concerns
- This category allows a lot of room to improve products and the products are easy to understand
- It is relatively easy to find a manufacturer for products in this category
- Many products from this category are light-weight and hard to damage while shipping
- Demand in this category is usually high

The full version of Amazon Trend reports is available to paid AMZscout users, along with a complete toolset for finding profitable products and selling on Amazon.

Get AMZScout and receive a full version of these reports monthly!

[Check Out all AMZScout Tools and Perks Now](#)

Niche ideas in the Home & Kitchen category

We analyze all Amazon reviews using our AI system and Big Data to select product qualities that customers prefer. We also examine what customers are complaining about so that users can understand the ways that a product can be improved to make it stand out from the competition.

Here are some interesting niche ideas from the Home and Kitchen category:



Motion Sensor Under Bed Light

Avg. Price
\$23.04

Avg. Monthly Sales:
252

Avg. Reviews:
512

Avg. Net Margin:
71%



High quality product



Good value for money

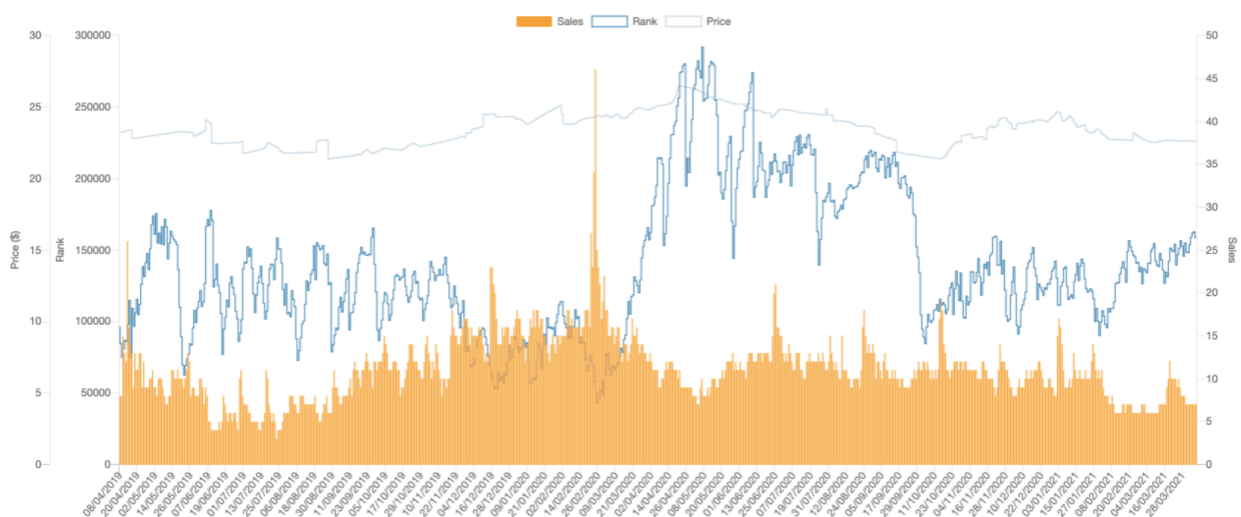


Easy to install



The motion sensor is very sensitive and works well in the dark

Niche history





Kids Pod Swing Seat

Avg. Price

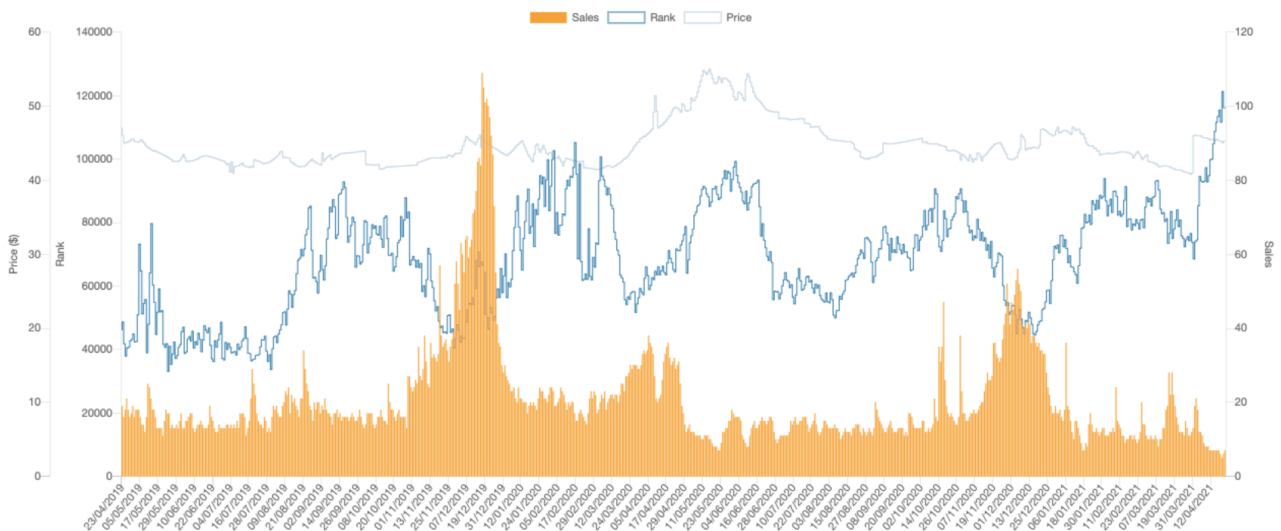
Avg. Monthly Sales:

Avg. Reviews:

Avg. Net Margin:

- High margin product.
- Relatively simple product.
- There is constant demand in the niche.
- Relatively low number of reviews.

Niche history





Cute Cat

Avg. Price

Avg. Monthly Sales:

Avg. Reviews:

Avg. Net Margin:



Only a few sellers of the product means low competition.

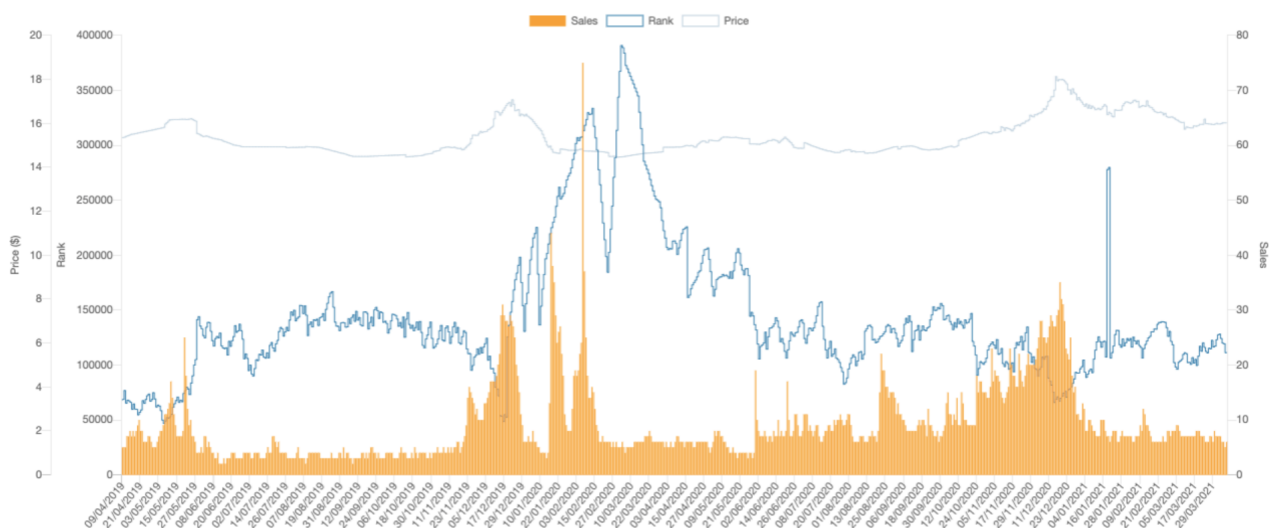


Fragile item.



It is possible to offer various options and designs.

Niche history



Wall Mount Key Metrics

Avg. Price

\$29.26

Avg. Monthly Sales:

200

Avg. Reviews:

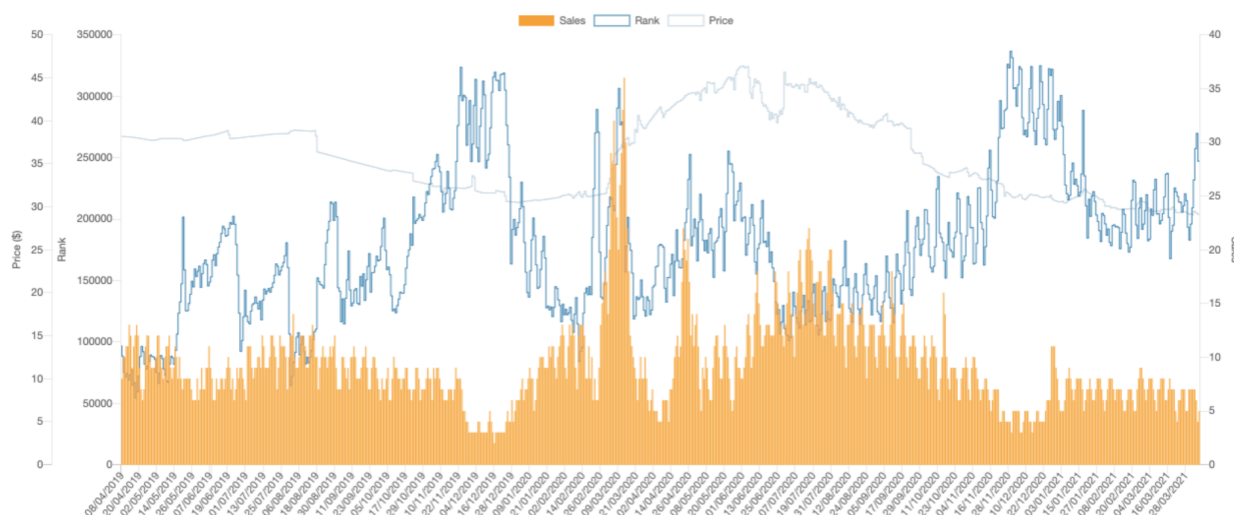
416

Avg. Net Margin:

65%



Niche history



Do you want to know about 6 more profitable niches and even more insights?

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