

\$13,400,000

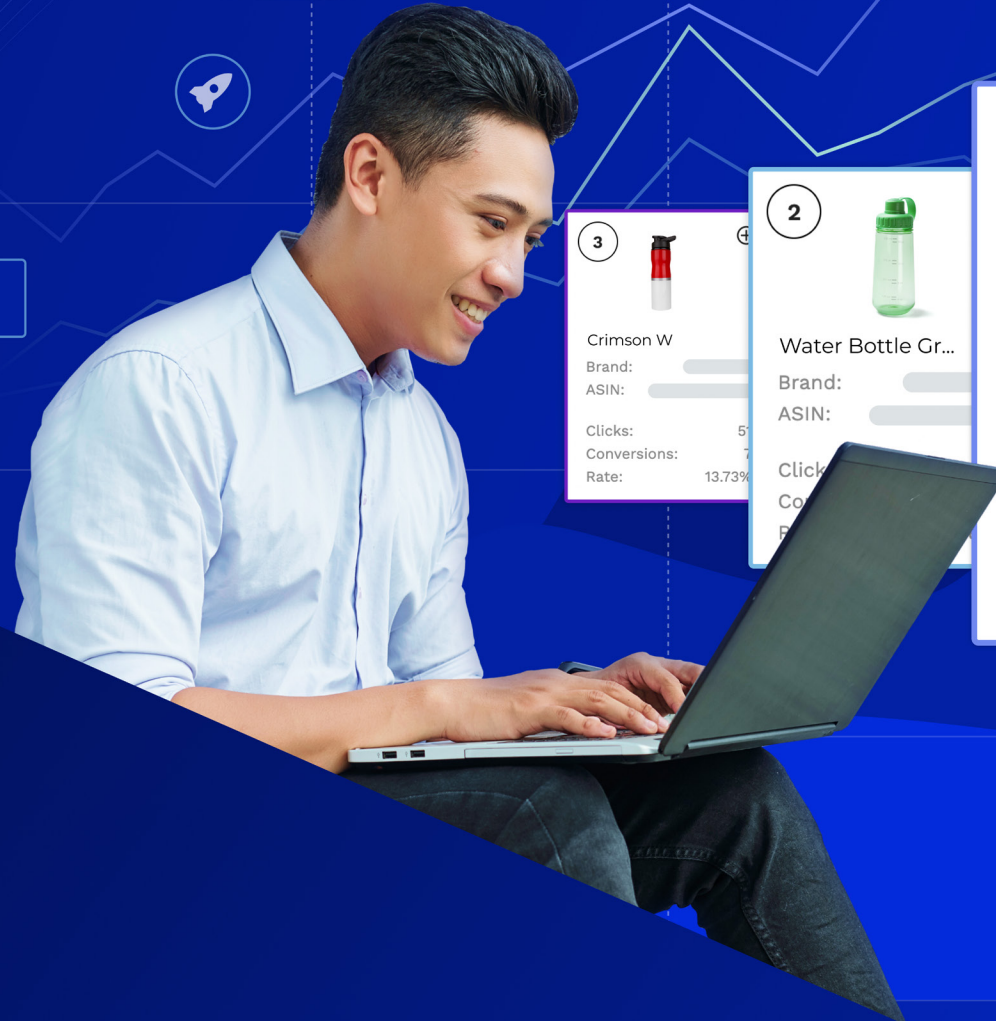
\$159,920 Revenue


\$2,550,000

44 Brands

Revenue


\$1,700,000



3 


Crimson W
Brand:
ASIN:

Clicks: 5
Conversions: 7
Rate: 13.73%

2 

Water Bottle Gr...
Brand:
ASIN:

Clicks:
Conversions:
Rate:

1 

Aqua Water Bot...
Brand:
ASIN:

Clicks: 336
Conversions: 43
Rate: 12.80%

8,696 Unit Sales

Feb 21

Apr 21

Jungle Scout Cobalt

Amazon Product & Market Analysis Guide

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Chapter 1

Product Launch Strategies for Enterprise Brands

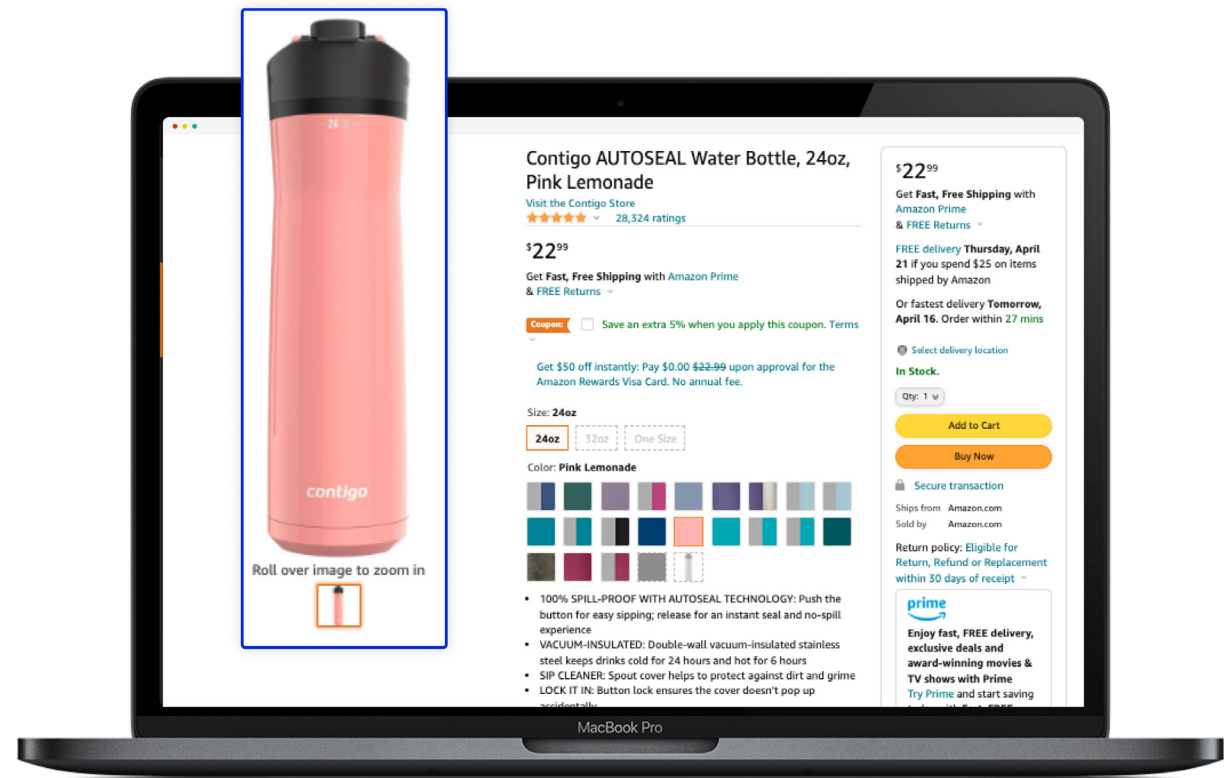
Product launches are the fuel that propels successful Amazon brands. They can increase sales, generate brand awareness, attract a broader audience, and better serve existing customers. In fact, 45% of brands plan to grow their Amazon businesses in 2022 by launching new products that are unrelated to their current products or brands, according to Jungle Scout's 2022 [State of the Amazon Seller Report](#).

You can spot opportunities for catalog expansions by collecting customer feedback, monitoring social media, attending trade shows, and studying the product selection offered by your core and emerging competitors. Once you identify a product that you would like to add to your catalog, you can assess demand and determine if you have a product-market fit.

Product launches do not need to be as ambitious as rolling out an entirely new item. You can roll out small variations of products that are already in your catalog. For example, if you sell blue water bottles and your competitor on Amazon has a best-selling pink water bottle, you might want to consider adding pink as a color variation to capture more sales. You could also offer additional variations for sizes and styles.

Tools such as **Jungle Scout Cobalt** can simplify the process of researching new products — and show you how your competitors' products are performing — to help you make informed decisions about adding new products to your catalog.

This guide will demonstrate strategies for product discovery, product research, and market research that can help your brand successfully launch a product on Amazon.



Chapter 2

3 Tips for Launching a New Product on Amazon

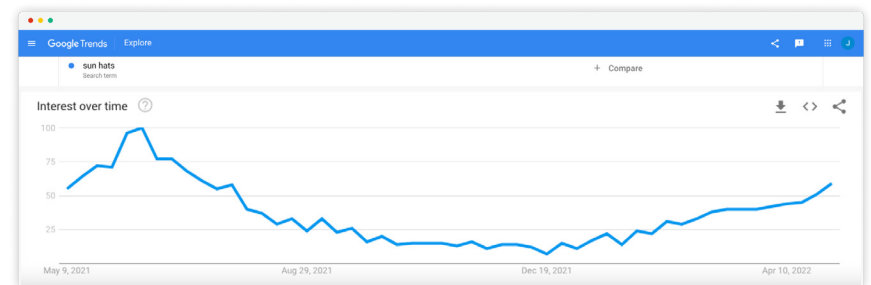
- 1 **Discover New Product Opportunities**
- 2 **Research New Products**
- 3 **Analyze the Market**

Tip: Discover New Product Opportunities

Find Inspiration

Product launches begin with discovering in-demand products that are natural extensions to your catalog. You can find inspiration through a number of sources — both online and offline. Here's how.

- 1. Monitor social media for in-demand products.** See which products and categories Facebook, Twitter, Instagram, and TikTok users are talking about. Monitor the top hashtags to stay in the know about the latest trends. Social media is an excellent way to catch styles and features at their onset.
- 2. Consider your hobbies (or your colleagues' interests).** If you, your coworkers, or anyone you know would like to see a particular product on the market, there is a chance that other people would like to as well. Be sure that your potential new product solves customer problems and needs.
- 3. Attend trade shows.** Visit the booths of suppliers and manufacturers to learn about new product offerings that you can provide under your own brand name. See if you can request modifications or improvements to their offerings that you can use to differentiate your products from others on the market.
- 4. Collect customer feedback and suggestions.** Conduct surveys through a tool such as SurveyMonkey to ask your customers what products they would like to see in your catalog. Provide discounts or free products to incentivize participation. Ask customers for feedback with each order you fill through the use of product inserts.
- 5. Follow industry publications and blogs.** [Articles](#) and [blog posts](#) can help you discover trending categories and the latest product innovations in your industry. They can also allow you to learn about new product launches from core and emerging competitors.
- 6. Peruse Amazon lists.** While it is unlikely that you will be able to compete with brands offering products on Best Seller lists for Amazon's main categories, you can find lucrative niches through Amazon's other lists like [New Releases](#), [Movers & Shakers](#), [Most Wished For](#), and [Gift Ideas](#).
- 7. Track popular web searches.** [Google Trends](#) shows you what consumers are searching for. These search trends can suggest in-demand products that you can add to your catalog. If search volumes are rising for "sun hats," you might consider sun hats, or related products like sun screen or visors.



Research on Amazon

The next step is to search for your potential new product on Amazon. If you don't see a high number of brands offering that item, there might be room in the market for your brand to launch a new product. However, if Amazon is saturated with listings for that item, you might want to explore other product ideas.

You will also need to examine your potential competitors' listings to gauge pricing. Selling price is a key consideration for Amazon product launches, as items that retail for higher price points allow you to recoup expenses associated with selling such as Amazon fees and advertising.

Examine your competitors' product listings in your potential niche. Their reviews give you an idea of what customers love and hate about your competitors' products and can help you spot weaknesses. Four- and five-star reviews can give you an idea of what works and reviews below four stars can provide ideas for improvements you can make during the manufacturing process to differentiate your new product.


azhelton

★★★★☆ **Decent bag but really needs dual zippers**

Reviewed in the United States on December 26, 2020

Size: Medium | Verified Purchase

Nothing bad to say about the quality of materials of this bag, or the price, those are both good. But this style of bag (where it's resting state is almost horizontal) really should have dual zippers so you can open both zippers equally from top as to keep contents of bag from spilling out. So I gave 3 stars, would have given 5 if it had dual zippers.

Helpful
Report abuse

RoAS by Amazon Product Price Range

Product price range	14-day RoAS	30-day RoAS
\$0 - \$10	\$0.80	\$0.81
\$11 - \$20	\$1.11	\$1.13
\$21 - \$30	\$2.72	\$2.81
\$31 - \$40	\$1.17	\$1.19
\$41 - \$50	\$1.86	\$1.91
\$50+	\$1.48	\$1.53

Jungle Scout's ecommerce data. Sales are attributed from the same SKU of the item in the ad. Data represented from a subset of nearly 10,000 products advertised on Amazon.



Expert Advice

Return on Ad Spend (RoAS) generally increases with a product's price, but items that retail for \$21-\$30 hit a sweet spot, with a greater RoAS than both more and less expensive ones. While it takes time and patience to **optimize PPC campaigns** and your mileage will vary, knowing a ballpark return on investment can help guide your decisions.



Eva Hart

Enterprise Ecommerce Expert at Jungle Scout

Jungle Scout Cobalt's Opportunity Finder

Product discovery can be a tedious process of conducting searches and examining listings on Amazon. However, tools such as **Cobalt's Opportunity Finder** can help you discover niches that have the potential for successful launches. The tool allows you to search Amazon with parameters that are not available on Amazon's website, such as the level of competition, average monthly units sold, seasonality, and more.

Displaying 200 of 2,868									
Niche	Category	Avg Mthly Units Sold	Avg Mthly Price	Mthly Search Vol	30-Day Search Trend	90-Day Search Trend	Competition	Niche Score	Seasonality
Andre 3000	Toys & Games	24,904	\$19.16	557	↑ 9%	↑ 9%	Very Low	10	Low
Funk Pop...	Toys & Games	2,508	\$21.19	621	↓ 31%	↓ 10%	Very Low	10	Very Low
Neck Floaties	Toys & Games	4,196	\$21.73	298	↑ 20%	↓ 9%	Very Low	9	Very Low
Hug Mees...	Toys & Games	1,207	\$28.91	932	↑ 14%	↑ 266%	Very Low	9	Low
Keych ain Sq.	Toys & Games	1,007	\$17.01	161	↑ 5%	↓ 12%	Very Low	9	Low



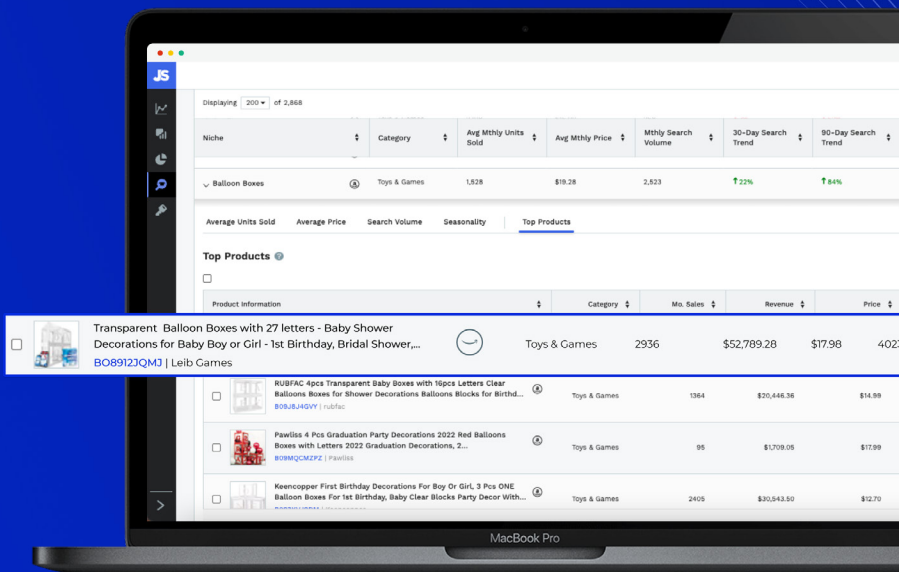
Expert Advice

You can also exclude top brands – such as Nike, Disney, or Apple – from the search results within the Opportunity Finder, so you can focus your search on private label items that you can source from a manufacturer and market under your own brand name.



Eva Hart

Enterprise Ecommerce Expert at Jungle Scout



Your goal should be to find product niches that have low competition and high demand. (You want to see average monthly units sold of at least 200-500.) Opportunity Finder's Niche Score can help highlight profitable niches. You want to see a niche score of 7 or higher; you may find a number of niches with Niche Scores of 8 or 9 within Opportunity Finder.

Once you find a niche that you would like to explore, Cobalt shows the average units sold each month in that niche over three months, six months, one year, or two years. You can view charts showing a niche's average price, search volume, or seasonality over those timeframes. And you can discover the top-performing ASINs within a particular niche.

Tip: Research New Products

After discovering potential products to launch, you should research these items to ensure that they are a good fit for Amazon. If there is insufficient demand for your product or the market is saturated and you launch a new product, you may be left with excess inventory.

Best Sellers Rank

Once you have discovered specific ASINs for the products you are interested in launching, **Amazon's Best Sellers Rank (BSR)** can help you assess how well a product is performing within a niche – and the broader category as a whole. The BSR is a number that almost every product in Amazon's product catalog is assigned after it generates at least one sale.

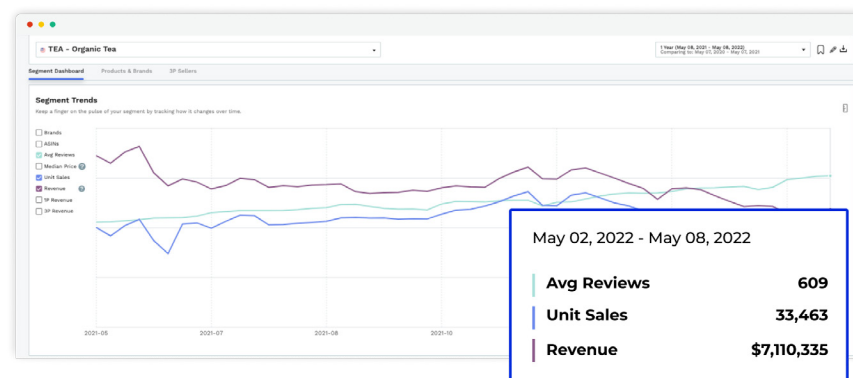
The BSR can provide an idea of how well a product is selling on Amazon. Lower BSRs indicate more sales than higher BSRs. In other words, a product with a BSR of 10 has much higher sales than a product with a BSR of 1,000. To find this data, look under “product information” on an Amazon product listing.

Product information	
Product Dimensions	11.8 x 11.8 x 1.5 inches
Item Weight	1.34 pounds
ASIN	B093KVJ9DM
Manufacturer recommended age	3 years and up
Best Sellers Rank	#2,079 in Toys & Games (See Top 100 in Toys & Games) #28 in Kids' Party Balloons #1,205 in Pre-Kindergarten Toys
Customer Reviews	★★★★★ 498 ratings 4.6 out of 5 stars
Manufacturer	Keencopper Decorations

Customer Feedback

You can also get a sense of the demand for a particular ASIN by examining the volume of customer feedback. The number of reviews on a listing can be a good proxy for the demand of a particular ASIN. However, note that some products – particularly B2B items – have far fewer average reviews than consumer-focused products.

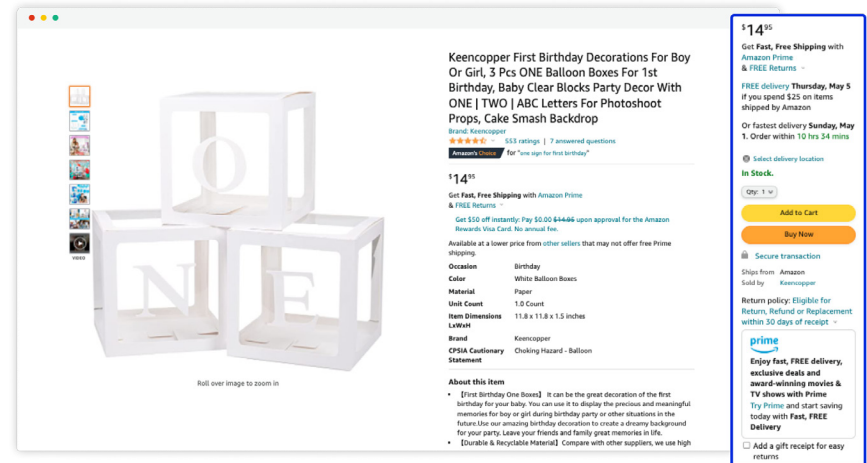
You can gauge the average number of reviews for a category by counting the reviews on your competitors' listings. However, there are far easier ways to obtain this information. Cobalt shows you the average number of reviews for a category.



Buy Box

You can check the **Buy Box Owner** to see which 3P brand (or if Amazon itself) is the top seller of an ASIN. The Buy Box appears on the right-hand side of a listing on desktop and below the product photos on mobile. It includes the “Add to Cart” and “Buy Now” buttons.

Almost all Amazon purchases are made through the Buy Box since this is the first ‘call to action’ that consumers see when they browse a listing. For this reason, the seller that owns the Buy Box is likely the one generating the most sales from an ASIN. One of the advantages of being enrolled in the **Amazon Brand Registry** is that you don’t share the Buy Box with other sellers.



Jungle Scout Cobalt's Insights

However, there are more straightforward ways that offer a more precise idea of how a particular ASIN is performing on Amazon.

Cobalt's Product Insights feature can help you evaluate the performance of a product in a niche with more detailed information – and without tedious research based on inexact data. Enter an ASIN into the tool to see the estimated weekly total revenue and estimated weekly unit sales to better gauge demand for your potential new product.



You can also discover variations of a competing product, such as listings for different colors of the same item, and the rankings for those listings. This can help you learn monthly search volumes for competing products and what you should bid for PPC ads should you decide to sell this product on Amazon.

Keyword	30-Day Search Volume (Exact)	30 Day Trend	Time Stamp	Dominant Category	PPC Bid (Exact)	PPC Bid (Broad)	Ease to Rank	Relativity Score
1st birthday	2,726	↓ 0%	Apr 18 at 7:54 am	Toys & Games	\$1.17	\$1.37	Difficult	-
oneyo birthday party supplies	2,887	↓ 4%	Apr 18 at 8:37 am	Toys & Games	\$0.70	\$0.58	Moderate	-
one birthday decorations	2,665	↑ 0%	Apr 7 at 3:35 pm	Toys & Games	\$0.58	\$0.49	Easy	-
first birthday decorations	2,558	↓ 6%	Apr 15 at 8:44 am	Toys & Games	\$0.68	\$0.81	Moderate	-
balloon boxes	2,523	↑ 22%	Apr 15 at 9:01am	Toys & Games	\$0.52	\$0.51	Difficult	-
onecolum birthday decorations	2,488	↑ 7%	Apr 18 at 11:21 am	Toys & Games	-	-	Easy	-

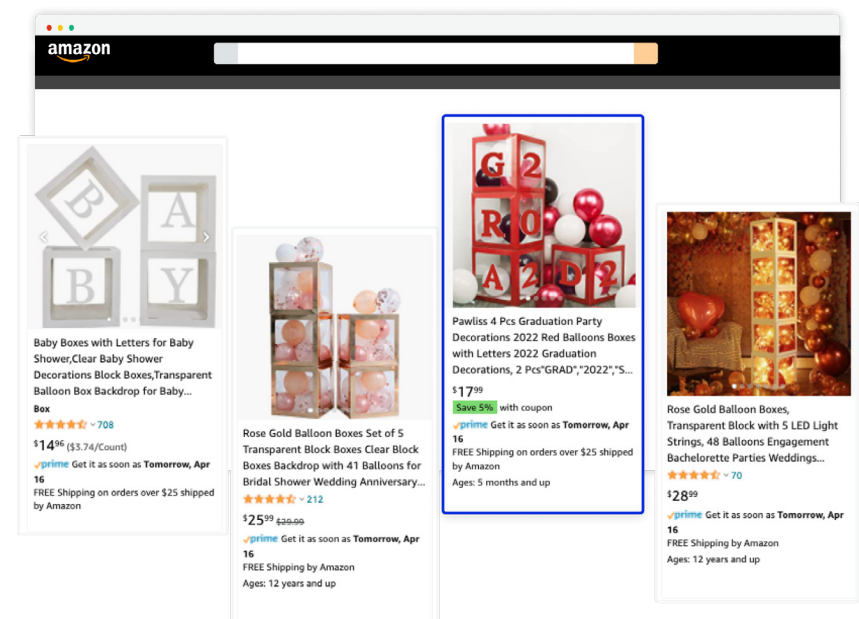


Tip: Analyze the Market

Market Research

After product discovery and product research, the next step in your launch is to conduct market research. To begin the process, search for keywords associated with your potential product on Amazon:

1. Study the order in which products appear in the search results. Pay close attention to the listings that appear first. These are the products that have the greatest visibility to consumers and generate the most clicks. In fact, [studies](#) show that products on the first page get at least 80% of all the clicks.
2. Examine the search results to see how many brands are selling your potential new product. If you don't see a high number of brands offering that item, there might be room in the market for your product launch. However, if there are a high number of brands that have listings for your potential item, the market might be too saturated.
3. See how often competing brands appear in the search results. If a particular brand has many listings for a keyword, they have high visibility in the search results and are more likely to generate clicks and conversions than other sellers. The brand that appears most often has the highest share of voice.



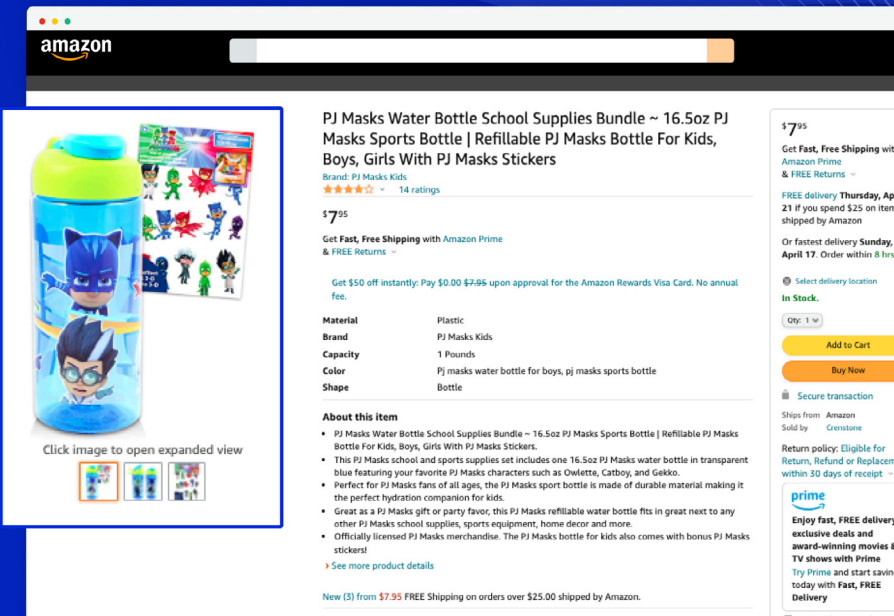
Jungle Scout Cobalt's Share of Voice

Manually gauging share of voice by examining a keyword's search result page can be a tedious process and an inexact art. However, Cobalt's Share of Voice (SOV) allows you to gauge your brand's presence in Amazon's search results.

This tool shows your brand's basic SOV, or the number of times your brand appears within the search results divided by the number of total search results. It also shows your brand's weighted SOV, which takes the Amazon Choice Badge and Position on Page into account.

By adding new products or variations on existing products to your catalog, you can help increase your brand's basic SOV. More items in your brand's product catalog equate to more chances for your brand to appear in Amazon's search results. As a result, your brand will have more opportunities to increase its basic SOV.

Top Brands	Placements	Weighted SOV	Basic SOV	Avg. Position	Avg. Price
Opsey	3	31.0%	2.8%	8	\$14.31
Happy Place Products	1	18.75%	0.6%	2	\$30.99
Alinto	1	14.06%	0.6%	3	\$22.99
Leib Games	2	10.55%	1.3%	50	\$13.48
Easute	3	7.97%	2.0%	56	\$21.66
Pawllis	3	4.48%	2.0%	34	\$18.32
Hiboom	3	3.34%	2.0%	69	\$24.66
Joybox Design	2	2.50%	1.3%	35	\$24.45
Frigg	6	2.34%	4.17%	52	\$18.31
Jeumgoos	2	1.05%	1.3%	27	\$13.74
Tkonline	1	0.79%	0.6%	13	\$14.99
Ragal Decorations	2	0.45%	1.3%	26	\$35.49
Keencopper	3	0.32%	2.0%	60	\$16.55
Rubfac	1	0.19%	0.6%	18	\$14.99
Lanmok	1	0.14%	0.6%	19	\$15.99
Staraise	1	0.11%	0.6%	20	\$22.99
Enhon	2	0.06%	1.3%	46	\$27.99



Expert Advice

Beyond adding variations of existing products to your catalog, you can create custom product bundles. Find complementary products from your existing catalog, create a unique UPC code, and package them together to sell on Amazon. Bundles can help grow your catalog without sourcing entirely new products, and customers will often pay more for the convenience of a bundle pack.

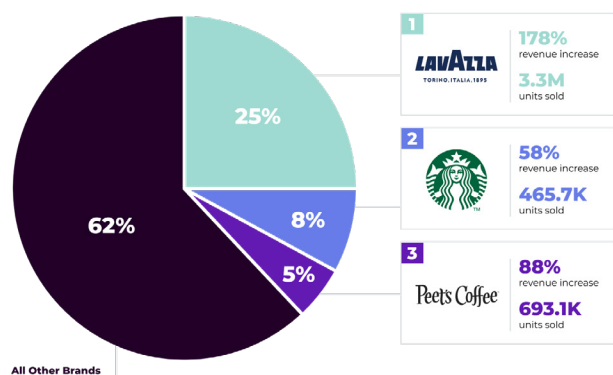


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Jungle Scout Cobalt's Market Insights

Beyond Share of Voice, Cobalt's Market Insights tool can provide essential competitive intelligence by identifying your brand's core and emerging competitors. You can learn what strategies competitors employ and evaluate the overall efficacy of those strategies.

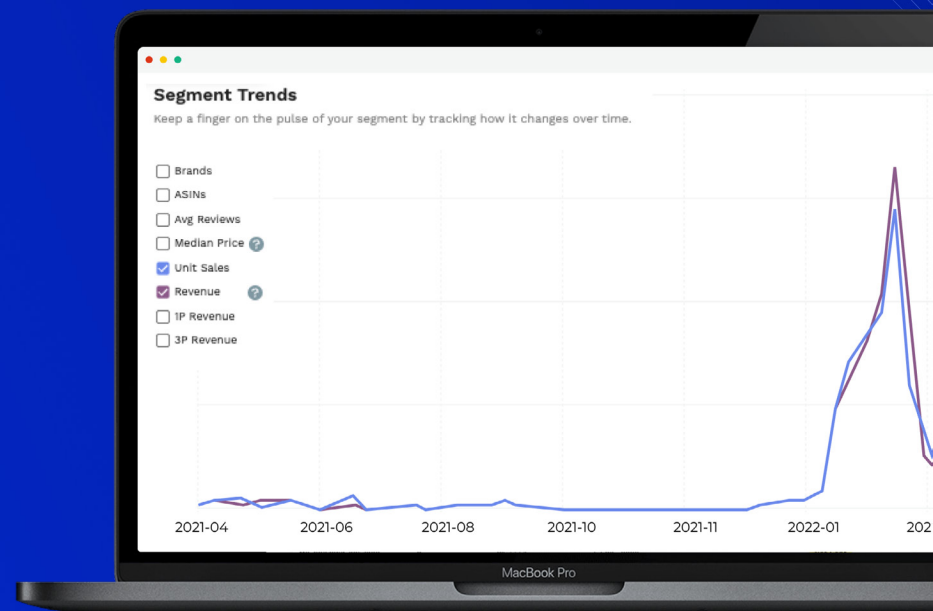
Market Share for Segment Leaders



If your brand is losing market share in a particular category, you may want to consider launching a new product or multiple new products in that category. By adding products to your catalog, you have more opportunities to bring in revenue for your brand, and, therefore, **increase your market share**.

Cobalt's Market Insights can show whether your brand is gaining or losing market share. The tool allows you to see how your market share has changed between the present day and the same day last year – or any period of time within the last two years. It also allows you to track the market share of each of your competitors.

Jungle Scout Cobalt's Segment Trends



Beyond market share, you will need to get an idea of how a particular category has performed historically. You can use Market Insight's Segment Trends to see the performance of a product category over time. The tool tracks data points such as a category's unit sales, revenue, and median price.

By studying trends in this data, you can make predictions on demand fluctuations throughout the year to determine the seasonality of a category. Products in highly seasonal categories will be difficult to sell outside of their peak selling season, so you might want to consider launching products in categories that have low seasonality.

Chapter 3

Jungle Scout for Product Launches

Jungle Scout **Cobalt**

In this guide, we've covered a number of **Cobalt** tools for product launch research on Amazon:



Opportunity Finder:

Discover product niches that have low competition and high demand



Product Insights:

Gather detailed sales data for ASINs and identify competitors in a given product category



Market Insights:

Gather detailed sales data for ASINs and identify competitors in a given product category



Share of Voice:

View your total SOV and the SOV of your competitors

About Jungle Scout

Jungle Scout is the leading all-in-one platform for selling on Amazon and beyond. Founded in 2015 as the first Amazon product research tool, Jungle Scout today features a full suite of best-in-class business management solutions and powerful market intelligence resources to help brands, agencies and investors manage their ecommerce businesses.



Supports \$40 billion in Amazon revenue



Serves more than 600,000 customers worldwide



Raised \$110 million in growth equity in 2021



Monitors over 1.8 billion data points daily

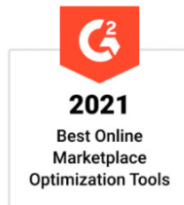


Supports up to 17 global marketplaces

Recognized as the most trusted platform for selling on Amazon



Top E-Commerce
Apps and Software



Jungle Scout Cobalt

Discover how Cobalt can help you launch products on Amazon. Speak with a Jungle Scout Expert today!

[Request a Demo](#)