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# PRIVATE LABEL INDIVIDUAL REPORT



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# HOW WE DID IT

When searching for a product, we followed these criteria:

**Categories:** Kitchen & Dining

**Price range:** \$10 - 100

**Product idea:** This is a specific product that is popular and stands out because of its sales numbers, price, and reviews in the niche. In this report, we showcase profitable products as examples. You can view them as a source of inspiration and customize your offerings to align with your unique brand and target audience.

**Demand:** Determined by data on monthly sales and revenues on various trading platforms, including Amazon and AliExpress. Good values are considered to be revenue starting at \$3,000 on Amazon U.S., €3,000 in Europe, and £3,000 in the U.K. In addition to profits generated, we also pay attention to the search trend for relatable keywords in Google and on Amazon - we get all of this data from a reliable source: AMZScout.

**Opportunity for Improvement:** With the integration of advanced AMZScout PRO AI, product research has become even more precise and actionable. By incorporating new technologies, this report captures a broader spectrum of data and provides well-founded opportunities for enhancing product profitability. This ensures smarter selling strategies tailored to your specific goals.

**Competition:** This can be considered “light” if the seller won’t need to compete with any big brands for sales on Amazon or other marketplaces. Also, in order for a niche to be confidently deemed “uncompetitive”, there shouldn’t be any large Shopify stores with traffic starting from 100,000 visitors. Last but not least, we look at the number of reviews for products in a niche. The exact proportion between revenue and reviews depends on the category. We also consider RPR (Revenue Per Review), which is the ratio of how much revenue a seller makes per one review.

**Other specific criteria:** Low top-brand competition; Stable demand throughout the year, no seasonality


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# OUR CHOICE IS:

## TEMPERATURE CONTROL TRAVEL MUG

	Number of sellers	Price	Est. Revenue	Est. Sales	Reviews	<a href="#">Link</a>
	1	\$59.99	\$25,033	320	32	

## WHY IT IS A GREAT IDEA TO SELL IT

### 1. Trends Analysis

- **Product Demand:** Growing interest in heated travel mugs, especially models with temperature control.
- **Seasonality:** Sales peak in winter and during holidays.
- **Insight:** Align inventory and promotions with winter and holiday demand spikes.
- **Sales Velocity:** Example: Nextmug Go shows strong sales, confirming high demand for innovative heated mugs.
- **Variants:** 1–44 variants available, appealing to a wide range of preferences.
- **Variety:** Niche includes basic mugs and advanced smart-temperature models.

### 2. Competition Analysis

- **Unique Brands:** Ember, Nextmug, Tastee, YETI.
- **Seller Types:** Mostly FBA sellers; few FBM or Amazon sellers.
- **Key Competitors:** Ember and Nextmug dominate the space.
- **Number of Sellers:** Most listings have 1–3 sellers → moderate competition.
- **Seller Countries:** Primarily US and China.
- **Review Volume:** Example: Contigo x Ally Love with 97,575 reviews → strong buyer engagement.
- **Average Ratings:** Most products rated above 4.0.
- **LQS Range:** 48–100 → higher LQS improves visibility and sales.
- **Page Sales & Revenue Share:** Nextmug Go captures significant share.
- **A+ Content:** Widely used to boost presentation and clarity.

### 3. Pricing Strategies

- **Price Range:** \$18.69–\$199.95; most products priced between \$50–\$130.
- **Seasonal Pricing:** Prices rise during holidays; discounts increase after holidays.
- **Average Price:** \$80–\$120.
- **New Seller Price Range:** \$90–\$140.
- **Suggested Pricing:** \$70–\$130 based on features and brand strength.

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#### 4. Sales Potential for a New Product

- **Total Sales Volume:** Top products sell thousands of units monthly.
- **Revenue Potential:** Top listings generate over \$500,000/month.
- **New Products Launched:** 12 in the past year.
- **Sales for New Products:** 150–400 units per month.
- **Revenue for New Products:** \$3,000–\$8,000 per month.
- **Sales Share Target:** New entrants can aim for 1–3% of page sales.
- **Review Requirement:** 100–200 reviews needed to reach 5–10 daily sales.

#### 5. Keywords

- **Frequencies:** Heated Mug (30), Temperature Control (25), Travel Mug (20), Smart Mug (15), Insulated Mug (10).
- **Optimization Insight:** Place high-frequency keywords (“Heated Mug”, “Temperature Control”) in titles for maximum visibility.

#### 6. First Available Date Analysis

- **Market Maturity:** Most products have been active for 2+ years → stable, competitive niche.
- **Insight:** Innovative features are essential for new sellers to gain traction.

#### 7. Top Competitors Breakdown

- **High-Performing ASINs:** Nextmug Go (B0DD9FZM6V); Ember Travel Mug 2+ (B0CK639YVV).
- **Brands With Multiple Listings:** Ember, Nextmug.
- **Highest LQS:** Happiness Self-Heating Travel Mug (LQS 100).
- **Sales Share:** Nextmug Go holds ~15% of total page sales.

#### 8. Actionable Insights

- **Listing Quality:** Target LQS 75+ for stronger visibility.
- **Keyword Optimization:** Include high-density keywords in titles.
- **Pricing:** Keep prices in the \$70–\$130 competitive range.
- **A+ Content:** Invest in strong visuals and structured info blocks.
- **Reviews:** Build 100–200 reviews to increase credibility.
- **Differentiation:** Add unique features or design elements to stand out.

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PRODUCT IMPROVEMENT TIP:

Tip for Improvement: Enhanced Insulation Technology

Rationale: Given that this is a heated travel mug, enhancing the insulation technology to improve heat retention could significantly increase customer satisfaction. Many customers of heated mugs seek a prolonged period of maintaining the optimal beverage temperature. By upgrading to a superior insulation system, the mug could retain heat more efficiently and for a longer duration, potentially outpacing the competition.

Estimated Impact on Metrics:

- Conversion Rate:** By addressing a frequent complaint of travel mugs (losing heat quickly), the conversion rate could see a boost by approximately 5-10%, as potential buyers may be swayed by improved functionality.
- Sales and Revenue:** Increased customer satisfaction can lead to higher sales, potentially boosting estimated revenue by 10%, resulting in an increase to around \$67,380.
- Rating:** Enhancements in key product features can improve customer satisfaction and reviews, potentially raising the average rating from 3.4 to around 4.0, as users may appreciate better performance.
- Review Count:** As improved functionality often leads to improved customer experiences, expect an increase in positive reviews, potentially raising the number of reviews with increased favorable feedback.

NICHE INDICATORS ON AMAZON

The niche for temperature-controlled travel mugs shows strong demand, with an average of 516 monthly sales per product and over \$36K in average monthly revenue. Despite a relatively high average sales rank, the visibility score is excellent and the Niche Score indicates solid potential.

AMZ SCOUT PRO AI

Results

46

Avg. Mo Sales

516

Avg. Mo Revenue

\$36,058

Avg. Sales Rank

228,727

Avg. Price

\$75.92

Avg. Reviews

892

Avg. Net Margin

75%

Visibility Score

1

AI Niche Score

7

Niche History

PRODUCT RESEARCH

KEYWORDS & LISTINGS

READY-MADE SOLUTIONS

TRENDS & PRODUCT IDEAS

LEARNING

COMPETITOR DATA ANALYSIS

Load More

Favorites

Trends

Title Keywords

Suppliers

Research Tips

Watch Training

AI Analysis

Product Ideas

View

Filters

Q TEMPERATURE CONTROL TRAVEL MUG

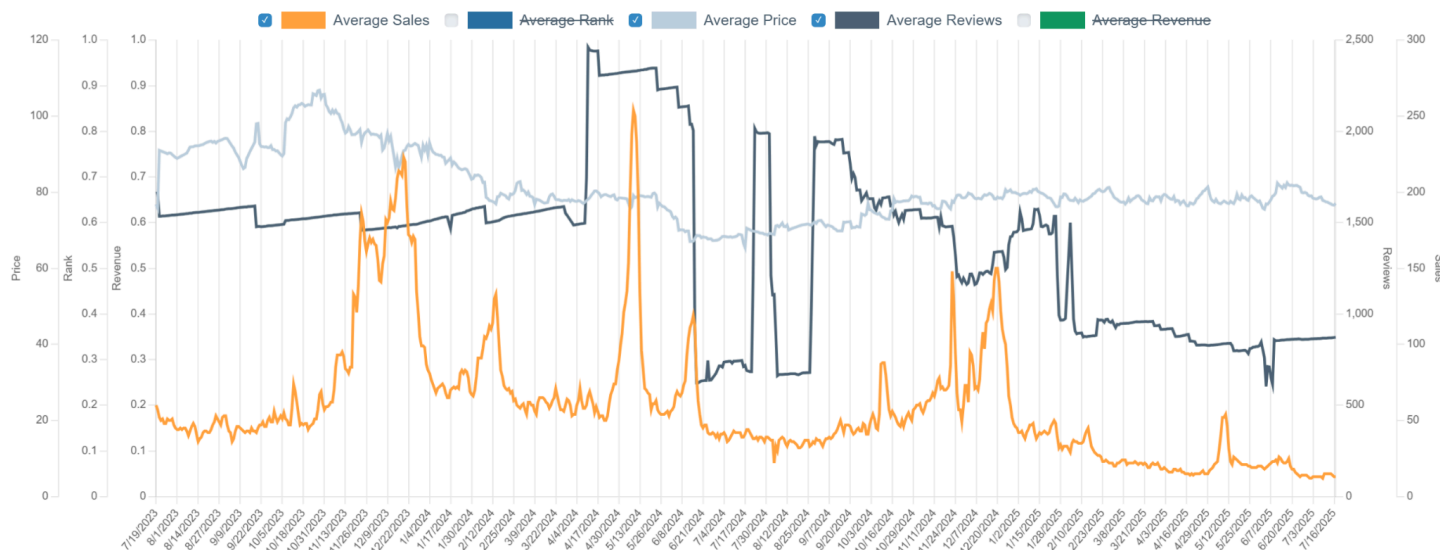
Search products

CSV

★	#	Product Name	Brand	Category	Score for PL	Score for Reselling	Rank	Est. Revenue	Page Rev. Share	Est. Sales	Price	FBA Fees	Available from	# of Reviews	# of Sellers	Seller Type	Net Margin	Variants	Rating	Weight
♥	21	X Heated Coffee Mug 19 oz...	SmrtMugg	Home & Kitchen	10		#65,844	\$17,678.64	0.48%	136	\$129.99	\$25.64	12/27/24	52	1	FBA	80%	1	4	0.94
♥	47	Ember Temperature Control...	Ember	Home & Kitchen	10	4	#168,801	\$5,522.70	0.15%	42	\$129.95	\$25.86	04/23/25	5	4	MCH	80%	1	2.8	0.89
♥	7	Nextmug Go - Temperature...	Nextmug by Nextb...	Home & Kitchen	9	10	#24,537	\$57,871.07	1.57%	395	\$129.95	\$25.45	10/01/24	234	3	FBA	80%	3	4.2	2.20
♥	22	Temperature Control Heate...	VFZO	Home & Kitchen	9		#150,534	\$8,376.26	0.23%	67	\$123.48	\$24.90	09/14/24	61	1	FBA	80%	3	4.3	2.23
♥	27	Premium Heated Coffee Mu...	THERMACUP	Home & Kitchen	9	2	#85,759	\$32,217.67	0.87%	560	\$54.95	\$14.39	04/08/25	58	21	FBA	74%	2	4.5	1.18
♥	36	Happiness Smart Heated C...	Happiness	Home & Kitchen	9		#90,925	\$9,599.04	0.26%	96	\$99.99	\$20.87	02/26/25	81	1	FBA	79%	4	4.7	1.98
♥	15	Ember Tumbler, Temperat...	Ember	Home & Kitchen	8	7	#56,119	\$22,396.58	0.61%	140	\$159.99	\$31.14	04/26/23	227	4	MCH	81%	1	3.9	1.20
♥	19	Self Heating Coffee Mug T2...	Kapwam	Home & Kitchen	8		#17,232	\$106,334.00	2.88%	1,638	\$59.99	\$14.62	02/10/25	264	1	FBA	76%	6	4.4	1.70
♥	33	Hot Rechargeable Self H...	Ciwexa	Home & Kitchen	8		#155,442	\$33,476.77	0.91%	473	\$59.99	\$14.89	07/24/24	270	1	FBA	75%	1	4.1	1.74
♥	37	Self Heating Coffee Mug T1...	Kapwam	Home & Kitchen	8		#44,292	\$56,470.58	1.53%	742	\$66.49	\$15.84	08/01/24	270	1	FBA	76%	14	4.2	1.85

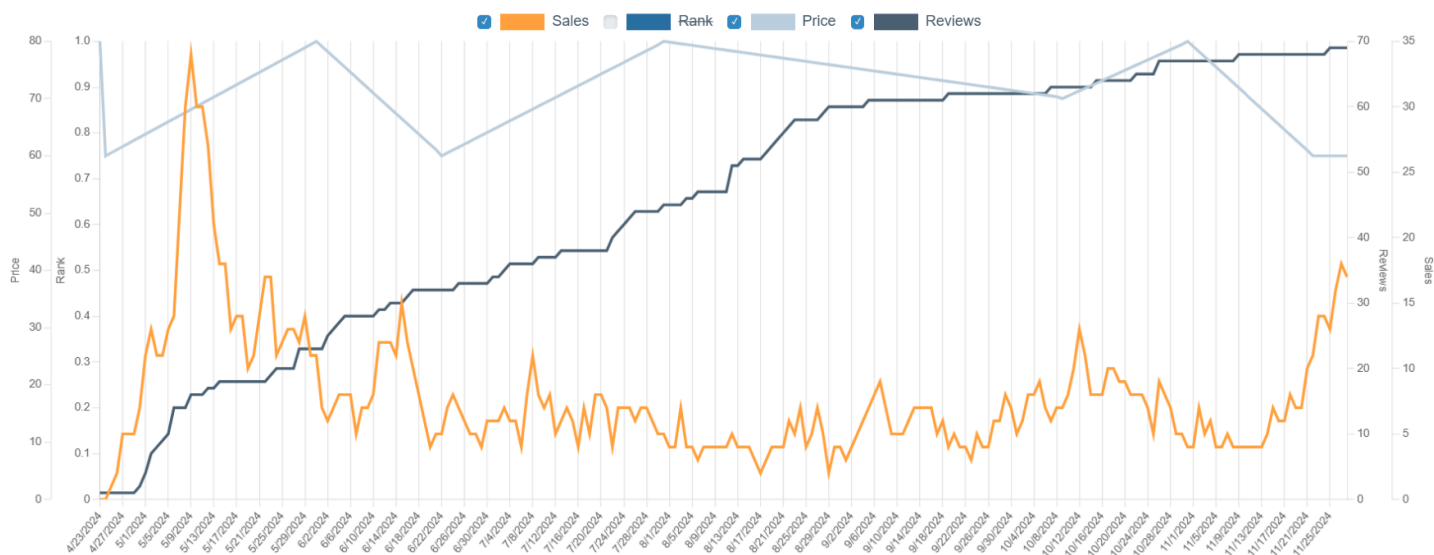
## NICHE HISTORY ON AMAZON

This niche experiences consistent sales throughout the year, averaging a minimum of 13 sales/day. Additionally, during the December holiday season, there is also a significant boost in sales, as these products are frequently purchased as gifts.



## PRODUCT HISTORY ON AMAZON

We can see that this product has successfully made it through the launch phase, and has been performing quite well since.



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## BEST SUITED KEYWORDS

Click the [LINK](#) to open the file with the most common keywords used in top organic listings for this niche. The file includes all keywords sorted by how many times each appears across the analyzed listings.

Use these insights to optimize your SEO and PPC campaigns. Listings Keyword Density analyzes the full text of top organic competitor listings and identifies the most frequent and relevant keywords. These keywords are grouped into categories such as product features and quality characteristics.

Since top competitors repeat these keywords multiple times in their listings, they are likely essential for ranking and conversions. Incorporate them into your titles, bullets, descriptions, backend keywords, and PPC campaigns to improve visibility and performance.

## LISTING QUALITY SCORE

The LQS (Listing Quality Score) measures how optimized a product listing is on Amazon. This score ranges from 1 to 100, with 100 being excellent. This table compares the current values of the listing with recommended values to improve the LQS. Improving the red-highlighted factors can increase the listing's visibility and appeal to customers, which can lead to better sales performance.

	On page	Recommended
Name Length	171	<= 200
Brand Length	8	<= 100
Bullets Count	8	>= 5
Rating	3.4 ?	>= 4
Reviews	364 ?	>= 15
Description Length	1837 ?	>= 1,000 or A+ Content
Seller Type	FBA	Fulfilled by Amazon (FBA)
Images Count	10	> 5

## EXAMPLES OF SUPPLIERS\*

The suppliers listed here are meant to serve as examples to help you understand the types of available manufacturers for your product needs. You can explore additional options on other sourcing platforms or through direct manufacturer outreach to find the best fit for your requirements. Keep in mind that evaluating multiple suppliers ensures competitive pricing, quality standards, and the greatest flexibility for customization.



Price  
**\$9.00 - \$10.00 per piece**

Minimum order  
**50 pieces**

First batch cost  
**Appr. \$9,000**

[Link](#)

Having a trustworthy, reliable, and responsive supplier is a key factor to providing your customers with high-quality products and services. Working with honest suppliers ensures that your business will be successful. If you're looking for a deeper analysis, you can order a [Suppliers Check Research Report](#).

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# RESELLING

## INDIVIDUAL REPORT



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# HOW WE DID IT

While searching for this product, we followed these criteria:

**Categories:** Pet Supplies; Arts, Crafts & Sewing; Beauty & Personal Care; Health & Household

**Price range:** \$25 - 50

**Demand:** Determined by data on monthly sales and revenues on various trading platforms, including Amazon and AliExpress. Good values are considered to be revenue from \$3,000 on Amazon US, from €3,000 in Europe, and from £3,000 in the UK. In addition to profits generated, we also pay attention to the search trend for relatable keywords in Google and on Amazon - we get all of this data from a reliable source, AMZScout.

**Competition:** This can be considered “light” if there are not too many sellers on the same listing. We also take into account the number of reviews for the product and the average number of reviews within the niche. If the product has a high number of reviews and high ratings compared to the average within the niche, this is a great advantage. Additionally, we analyze the Best Seller Rank (BSR). A lower BSR suggests stronger demand, which is crucial for reselling models on Amazon (like Wholesale and Online Arbitrage).

**Other specific criteria:** High revenue; Stable demand throughout the year, no seasonality; Lightweight and small product size (might be especially important to some sellers who utilize the Amazon FBA business model).

① **ASIN:** The Amazon Standard Identification Number is a 10-character alphanumeric code used by Amazon to uniquely identify products listed on the marketplace.

① **UPC:** The Universal Product Code is a 12-digit number used globally in retail to identify products and typically appears as a barcode on product packaging.

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# OUR CHOICE IS

## SNUGGLE PUPPY HEARTBEAT STUFFED TOY



Number of sellers  
**2**

Price  
**\$39.95**

Est. Revenue  
**\$77,303**

Est. Sales  
**1,935**

Reviews  
**2,453**

[Link](#)

ASIN  
**B000NVDDXM**

UPC  
**656402701047**

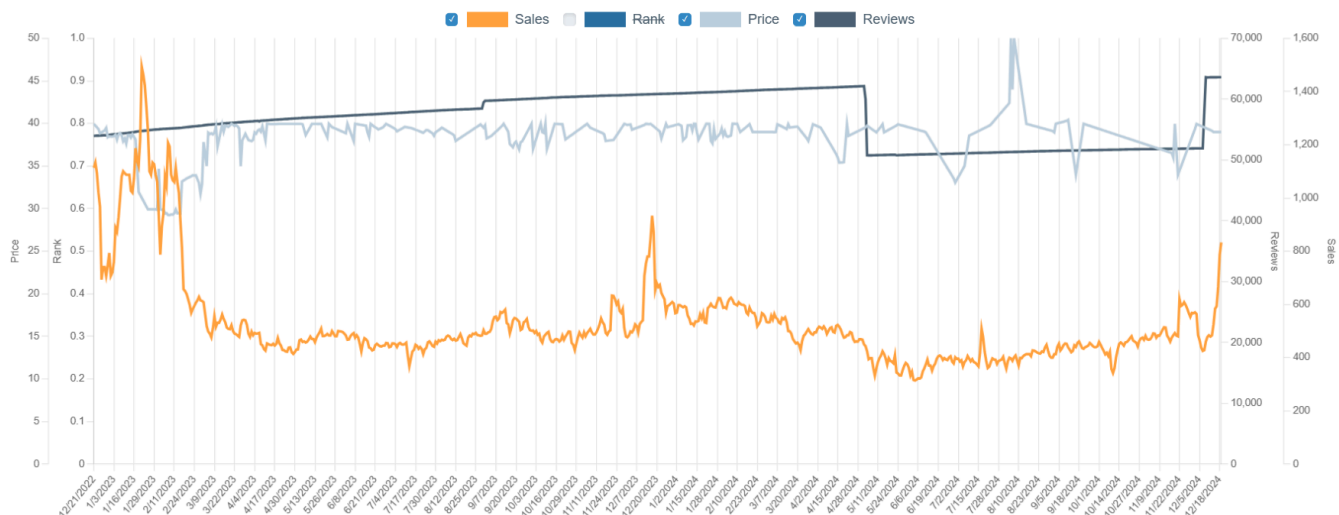
Product Rank  
**#462** in Pet Supplies

## WHY IT IS A GREAT IDEA TO SELL IT

- This product's score for reselling is 10, which indicates that the product has high demand and low competition for reselling, using a wholesale model. The competitive landscape for reselling remains limited, with only two other sellers currently offering this product.
- Additionally, the considerable volume of reviews indicates this item's immense popularity among buyers, suggesting that achieving high sales should be relatively feasible. This product also boasts an impressive rating of 4.5 stars on Amazon, and there is an opportunity to offer complementary products, such as heat packs, and more.
- Since there are currently only two other sellers on this listing, neither of whom is Amazon, this reduces direct competition from other strong sellers. Furthermore, sellers can expect to achieve high profits due to this product's low fulfillment costs, compact size, and light weight. They can become part of an Amazon listing for this product seamlessly without needing to obtain any special permission, which means that this product currently has no limitations under the new conditions.

## PRODUCT HISTORY ON AMAZON

Despite occasional fluctuations, we can see that this product has been experiencing consistently high sales throughout the last year.



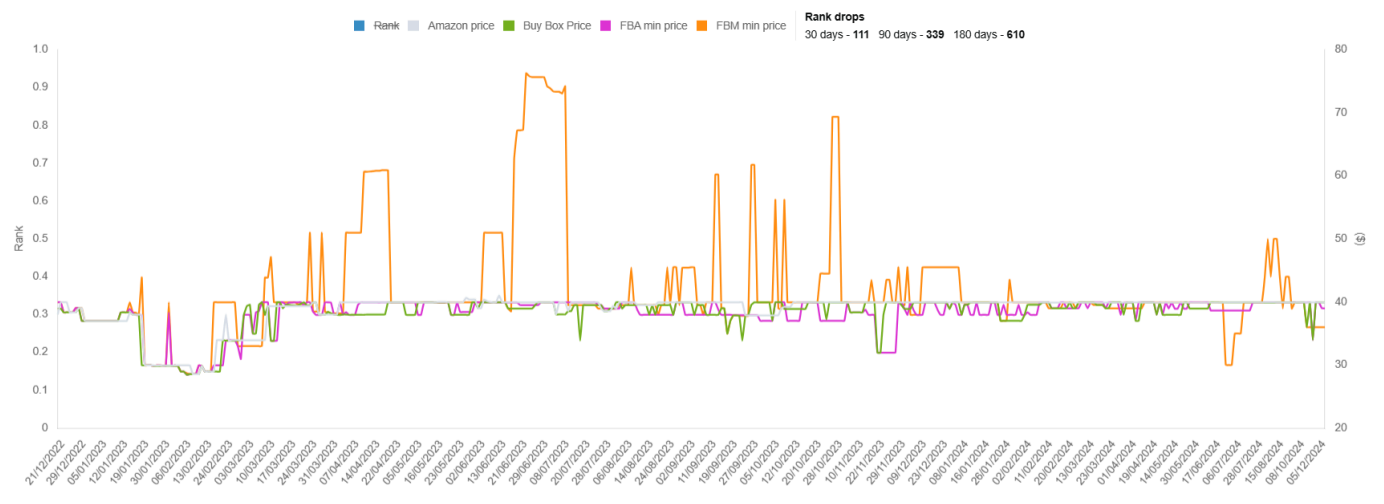
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# PRODUCT BUY BOX PRICE HISTORY







This chart illustrates the historical trends of the Buy Box price, Amazon price, and other key pricing metrics (FBA and FBM minimum prices). It highlights how pricing dynamics affect a product’s competitiveness when securing the Buy Box, which is critical for driving sales.

Monitoring these metrics allows sellers to evaluate their pricing strategies, understand competition, and make data-driven adjustments to improve visibility and performance. Frequent drops in rank or significant price spikes may indicate issues with inventory, competition, or pricing.



# SOURCING OPTIONS\*

It’s important for sellers to work closely with suppliers to achieve a successful product launch. The suppliers listed in the report are merely examples, and you have the opportunity to explore more suitable options tailored to your profit goals. When using the wholesale model, it’s generally more feasible to request documentation from the official distributor and build long-term relationships with suppliers.

		Price On request	<a href="#">Link</a> 
		Price On request	<a href="#">Link</a> 

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