



INDIVIDUAL **REPORT**

HOW WE DID IT

While searching for the product we followed THESE CRITERIA:

- **Categories:** You have chosen the Home & Kitchen category.
- **Price range:** You have chosen a \$10-100 price range for the product.
- **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 close attention to search trends for relatable keywords on Google and Amazon - we get all of this data from a reliable source: AMZScout.
- **Competition:** This can be considered light if the seller doesn't need to compete with any big brands for sales on Amazon or any other marketplaces. Also, for a niche to be confidently called "uncompetitive", there shouldn't be any large Shopify stores with traffic from 100,000. Last but not least, we look at the number of reviews for the products in a niche - the number of products on Amazon with reviews over 500 should not be more than five. 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 that you wanted us to follow:** Profit margin of more than 55%

OUR CHOICE IS

Travel Foldable Electric Kettle [Link](#)



This product is in high demand with an outstanding net margin of 70%.



It sells very well. The number of monthly sales equals 511, and the estimated monthly revenue for the product is \$17,396.



This product has a good price point of \$35.99, which is desirable to customers and allows sellers to see a profit.

WHY PEOPLE BUY THIS PRODUCT

First of all, this foldable electric kettle is designed to save space and weighs less than a standard electric kettle. Since it is compact and lightweight, this product's target audience includes people who enjoy traveling or go on frequent business trips, for example.

Second of all, not only does this product solve a problem by saving space, it can also be used for a variety of cooking needs. In addition to boiling water and keeping it warm, this kettle also offers modes for cooking noodles and eggs.

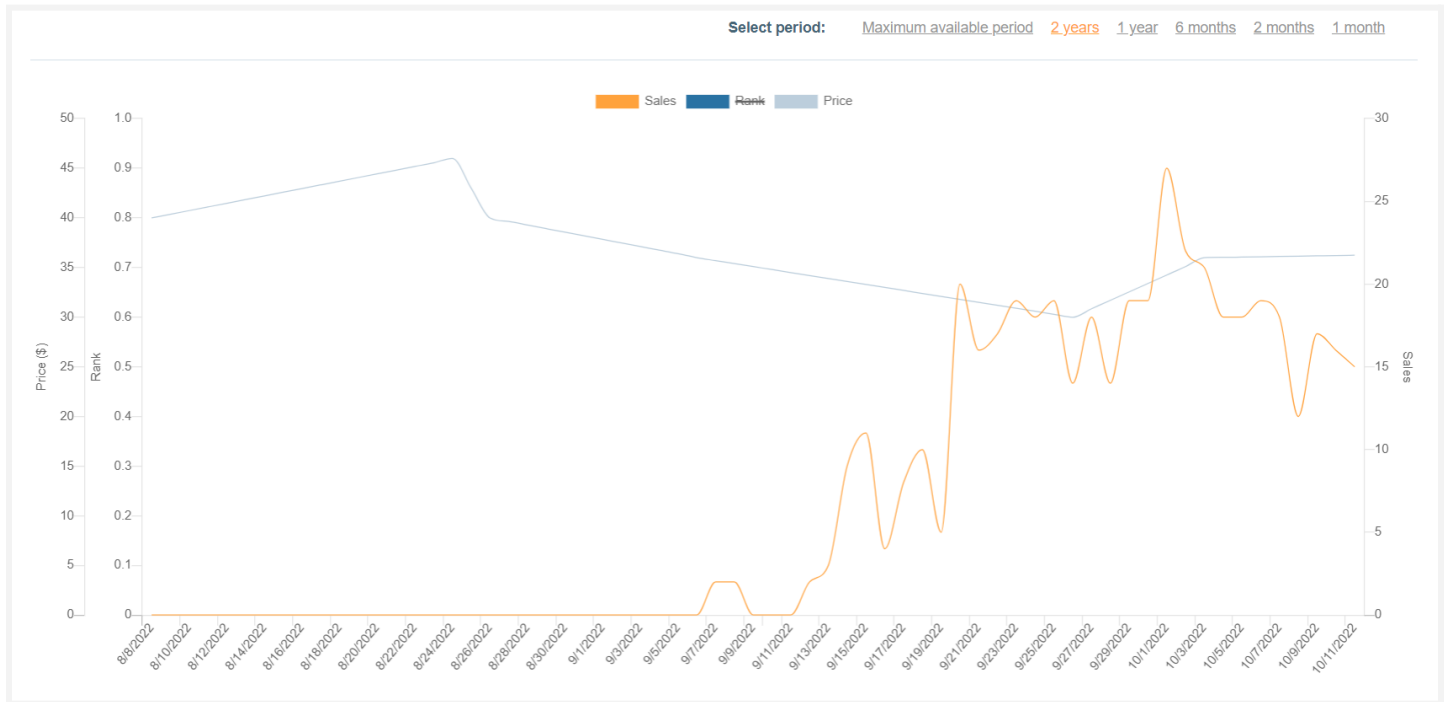


Moreover, this kettle is made from safe materials, and has features that prevent overheating and ensure boil-dry protection which makes it safe to use.

This product's functions are great, and people buy it readily. It also makes a great gift as well.

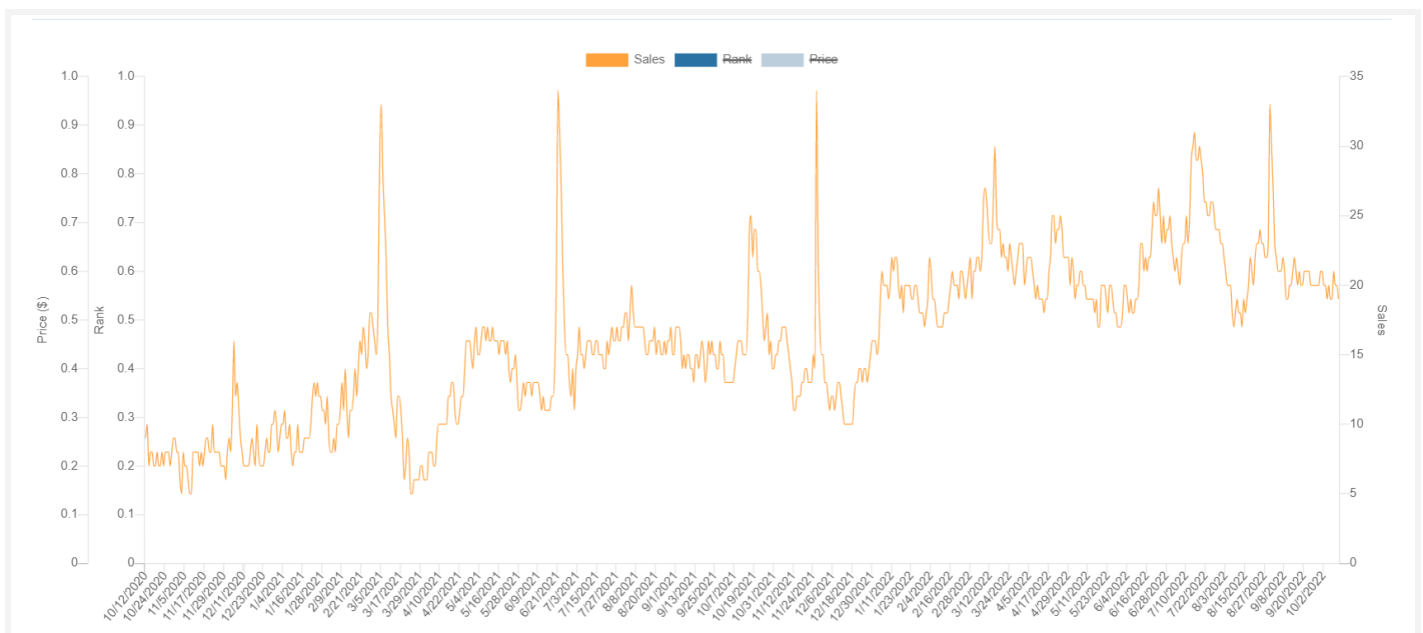
Observing this product's sales history on Amazon, we can see that it has successfully made it through the launch phase, and has been performing quite well since.

PRODUCT SALES AND PRICE HISTORY ON AMAZON



NICHE HISTORY ON AMAZON

By observing this niche on Amazon, we can see that this is a relatively new niche. The product is not seasonal, and there is an overall growing trend.



NICHE INDICATORS ON AMAZON

The niche indicators on Amazon also look pretty good. We can see a solid number of average monthly sales (624), and the average net margin of 62% promises great profit opportunities. The low average number of reviews indicates that this niche is not yet saturated, so there is room for new sellers.

Avg. Monthly Sales

624

Outstanding! The product is in high demand.

Avg. Net Margin

62%

Very nice! There is a good opportunity for profits.

AMZ SCOUT PRO

Results18

Avg. Monthly S...624

Avg. Monthly R...\$21,516

Avg. Sales Rank99,768

Avg. Price\$27.55

Avg. Reviews656

Avg. Net Margin62%

Visibility Score1

Niche Score7

Niche History

✕

PRODUCT RESEARCH

KEYWORD RESEARCH

TRENDS & PRODUCT IDEAS

LEARNING

COMPETITOR DATA ANALYSIS

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Trends

Niche Keywords

Suppliers on Alibaba

CSV

Product Ideas

★

⚙️

Q Travel Foldable Electric Kettle

Search products

★ #	Product Name	Brand	Category	Product Score for PL	Product Score for Reselling	Number of Sellers	Rank	BSR 30	Price	FBA Fees	Net Margin	Est. Sales	Est. Revenue	# of Reviews	RPR	Rating	LQS	Weight	Variant s	Available From	Seller Type	
▼	3	Travel Foldable Electric Kettle, Collapsible El...	T-magtic	Home & Kitchen	5	10	5	#13,298		\$33.98	\$10.56	69%	2,355	\$80,023	1968	\$41	4.6	77	1.519	1	12/23/19	FBA
<div>⊕ Add to Tracker</div> <div>📊 Profit Calculator</div> <div>📅 Product History</div> <div>🔑 Get keywords</div> <div>🔍 Find on Alibaba</div> <div>🌐 Find on Google</div> <div>📄 Copy ASIN</div>																						
▲	4	HYTRIC Travel Electric Kettle, 700M...	HYTRIC	Home & Kitchen	9	0	1	#56,753		\$28.99	\$9.82	66%	448	\$15,027	13	\$1.156	4.1	70	1.739	1	07/22/22	FBA
▲	5	Ultrathin Upgraded Food Grade Silicone Trav...	LOUTYUO	Home & Kitchen	5	10	9	#12,798		\$49.89	\$12.98	74%	1,181	\$58,920	2266	\$26	4.5	80	1.850	8	07/31/18	FBA
▲	7	Travel Foldable Electric Kettle, Food Grade Si...	SMARTCITYN...	Home & Kitchen	4	0	1	#179,689		\$19.99	\$8.46	58%	109	\$2,330	171	\$14	4.2	74	1.080	1	08/25/21	FBA
▲	8	Travel Portable Kettle, Foldable Electric Kettle...	WADEOmakeyo...	Home & Kitchen	5	10	2	#108,098		\$25.59	\$9.35	63%	331	\$9,854	293	\$34	4.4	78	1.830	1	04/13/21	FBA
▲	9	Travel Foldable Electric Kettle, Colla...	PAHTTO	Home & Kitchen	4	0	1	#74,817		\$22.49	\$8.89	60%	10	\$250	12	\$21	4.5	77	1.790	1	04/18/22	FBA
▲	10	Travel Foldable Electric Kettle, Food Grade Si...	KOXHOX	Home & Kitchen	3	4	4	#209,446		\$19.29	\$8.36	57%	53	\$1,022	204	\$5	4.4	78	1.190	2	03/19/21	FBA
▲	11	Foldable Portable Kettle Travel Ketti...	gootrades	Home & Kitchen	3	10	2	#17,762		\$15.99	\$7.86	51%	814	\$16,272	1767	\$9	4.5	80	1.080	3	12/11/20	FBA

Now, let's take a look at the other marketplaces and stores that offer this product.



Price

\$35.19

Few reviews

Few sellers selling this product



No big stores are currently selling this item



Price

\$49.99

Few reviews

Few sellers selling this product



Price

\$15.79

Reviews

3

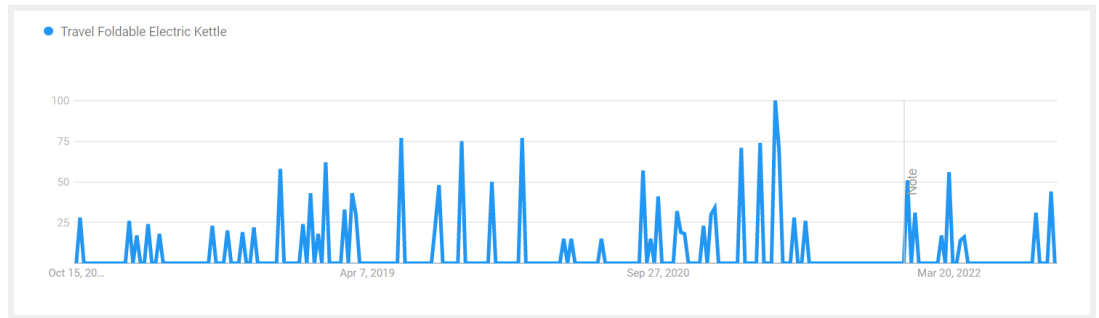
Customer rating: 5/5 - people like this product

Considering other marketplaces and stores, you can see that the opportunities for sales look good. The competition is low and there is a chance to successfully enter the niche.

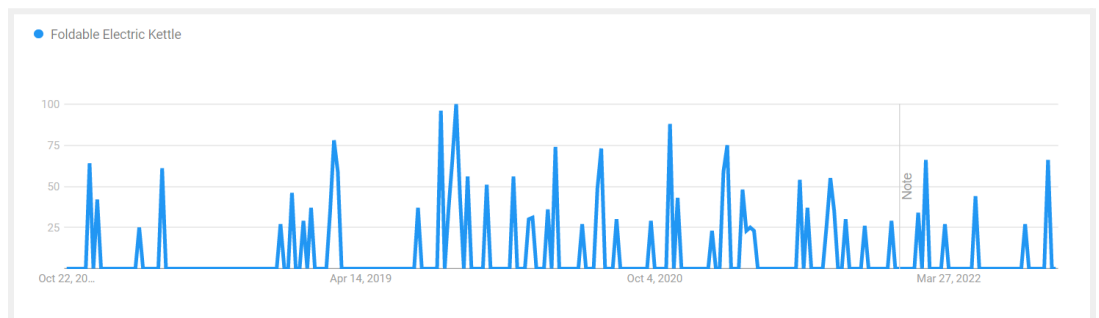
What's more, people search regularly for this type of product. Take a look at Google Trends and Amazon Keyword Search volume.

GOOGLE KEYWORDS SEARCH TREND

Travel Foldable Electric Kettle



Foldable Electric Kettle

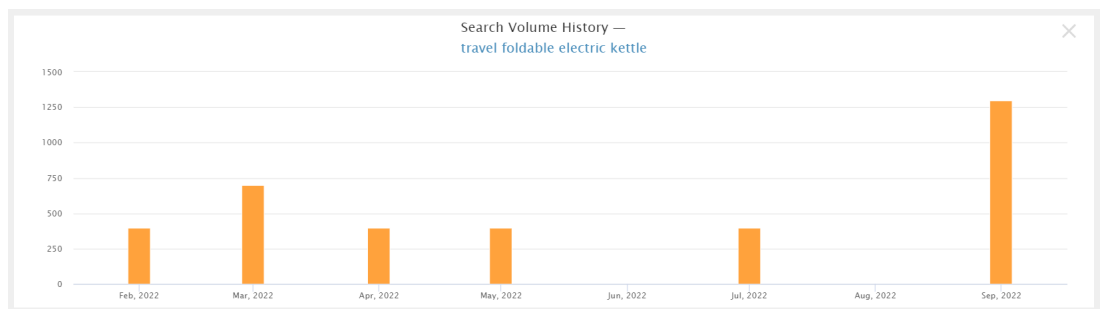


KEYWORD SEARCH VOLUME

Travel Kettle



Travel Foldable Electric Kettle



As you can see, this type of product is quite popular among buyers.

For the Amazon marketplace, we have calculated the niche volume, inevitable expenses needed during product launch, and product profitability!

You can count on these calculations when launching your product on other marketplaces, or when launching your own store, as the major parameters will stay the same.

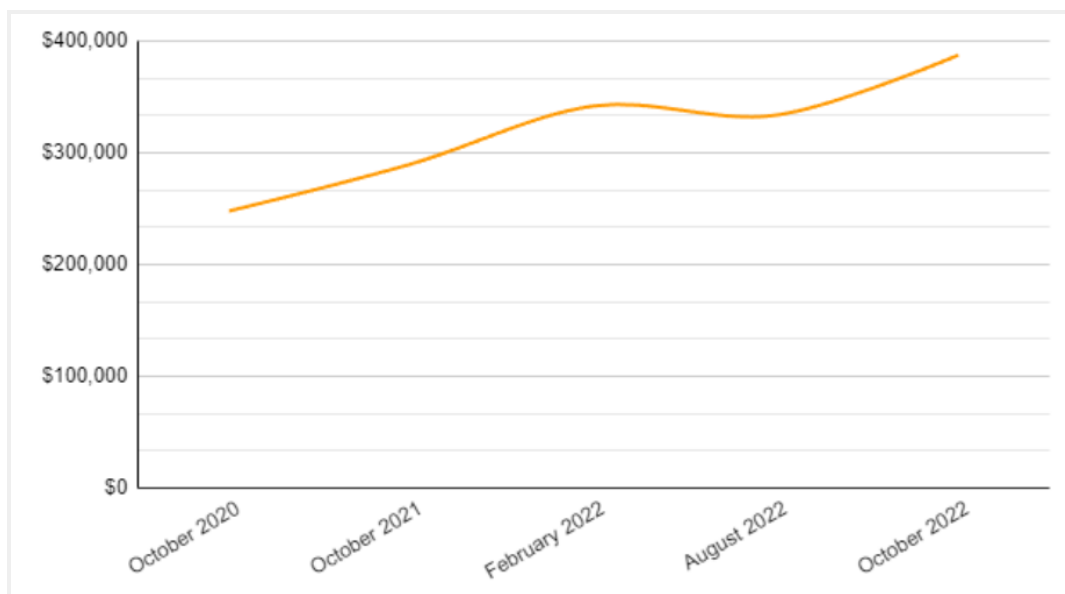
Now, let's take a closer look at the niche volume.

MARKET VOLUME FOR THE TRAVEL FOLDABLE ELECTRIC KETTLE NICHE

Market Volume	Average Revenue	Average Sales	Average Reviews	Average Price	FBA fees	RPR
\$387,288	\$21,516	624	656	\$27.55	\$9.93	\$132

MARKET VOLUME DYNAMICS

Oct 2020	\$247,665
Oct 2021	\$289,784
Feb 2022	\$341,640
Aug 2022	\$333,450
Oct 2022	\$387,288



As you can see, the market is steadily growing. Overall niche indicators are more than satisfactory.

Now, let's take a look at the profitability of this [specific product](#).

PRODUCT PROFITABILITY

Original Product Selling on Amazon, Monthly Profit

Estimated Monthly Revenue	Est. Monthly Sales	511
	Selling Price	\$35.99
	Est. Monthly Revenue	\$18,390.89
Total Monthly FBA Fees	Monthly Storage per Item	\$0.07
	Fulfillment Fee per Item	\$5.40
	Referral Fee per Item	\$5.40
	Total FBA Fees per Item	\$10.87
	Total Monthly FBA Fees	\$5,554.57
Total Monthly Investments	Cost per Item	\$4.77
	Investments on Product Supply	\$2,437.47
	Listing promotion	\$3,678.18
	Total Monthly Investments	\$6,115.65
Total Monthly Profit	ROI	101.10%
	Pre-tax profit	\$6,720.67
	After-tax (8%) profit	\$6,183.02
	Total profitability	33.62%

As you can see, someone who sells this particular product on Amazon sees strong sales. **Total monthly profits for this product equal \$6,183.02.**

However, you may not start selling this type of product with 511 sales/month. More realistically, you will sell around 210 items/month, which is the average estimated sales for products with less than 1,000 reviews.

For your first batch, we recommend purchasing 1,260 pieces to start. How did we get this number? We multiplied the average monthly sales for products with less than 1,000 reviews (210 in this particular case) by six months. This amount will ensure that you have enough products to sell for several months, and if they sell more quickly than expected, you'll have time to order a second batch.

First of all, let's take a look at the first batch product supply investments.

PRODUCT SUPPLY

Price per Piece	\$3.85
Product cost for 1,260 pcs	\$4,851.00
Shipping	\$1,157.00
Total Investments on Product Supply	\$6,008.00
Total Cost per Item	\$4.77

So, for manufacturing and shipping your products to Los Angeles, you will need \$6,008.00. The total cost/item will be \$4.77 (we have included this cost in calculations of the exact Amazon product profitability as well).

Considering you sell 210 items per month, your monthly product profitability from the first batch will probably look like this:

NEW PRODUCT PROFITABILITY

First Batch, Monthly Profits

Estimated Monthly Revenue	Est. Monthly Sales	210
	Selling Price	\$35.99
	Est. Monthly Revenue	\$7,557.90
Total Monthly FBA Fees	Monthly Storage per Item	\$0.07
	Fulfillment Fee per Item	\$5.40
	Referral Fee per Item	\$5.40
	Total FBA Fees per Item	\$10.87
	Total Monthly FBA Fees	\$2,282.70
Total Monthly Investments	Investments on Product Supply	\$1,001.70
	Listing promotion	\$1,511.58
	Total Monthly Investments	\$2,513.28
Total Monthly Profit	ROI	101.10%
	Pre-tax profit	\$2,761.92
	After-tax (8%) profit	\$2,540.97
	Total profitability	33.62%

These calculations will probably be accurate for the first couple of months. Then your profit is likely to increase as you get more reviews, more sales, and spend less on your listing promotion.

Now, let's calculate the profitability of the whole batch (we factor in 1,260 items for the first batch). Here, we have calculated total investments, fees, revenue and profit for your first order.

NEW PRODUCT PROFITABILITY

First Batch, Profits You Get from Selling the Whole First Batch (1,260 items)

First Batch Parameters	Order quantity	1,260
	Selling Price	\$35.99
	Cost per Item	\$4.77
First Batch FBA fees	Monthly Storage	\$0.07
	Fulfillment Fee	\$5.40
	Referral Fee	\$5.40
	Total FBA Fees	\$13,696.20
First Batch Revenue	Total Revenue	\$45,347.40
First Batch Investments	Investments on Product Supply	\$6,008.00
	Listing promotion	\$9,069.48
	Total Investments	\$15,077.48
First Batch Profit	ROI	101.10%
	Pre-tax profit	\$16,573.72
	After-tax (8%) profit	\$15,247.82
	Total profitability	33.62%

You can see that the profitability for this product is great.

Additionally, your profits will increase from the second batch. First of all, the amount of money spent on Amazon PPC is going to decrease as you gain increased organic sales. Second of all, you may be able to bargain with your supplier to reduce the price of your product purchase. The discount you receive from your supplier might even increase with each batch you buy, and you will probably increase your monthly sales, too.

You can check out the market volume and product profitability calculations in more detail [here](#).

This product's numbers look great, but you may achieve even better results by working to improve this product's imperfections. Doing so might help you increase the product's value and stand out from the competition. **For example, here are some ideas from previous customers:**

- **Making the cord longer**

The cord's too short. I have to unplug it to pour which is problematic with that heavy, thick cord and a flexible kettle.

- **Making sure that the handle locks securely into the base when folded**

I really like the folding mechanism on this kettle. It's a simple, silicone sleeve, but it works great! The handle clicks into place and folds for collapsing. The kettle collapses to half its expanded size, which is particularly meaningful in a camper. We also use it for hotel stays, as those in-room coffee machines are just nasty. As a kettle, it works fine. Boils water like a champ. The one flaw is inexplicable, as the handle does not lock into the base when folded, leaving it free to flop around. Even worse, it doesn't go in far enough, so the kettle does not sit flat on the bottom when collapsed! It's hard to understand how these issues passed a design review, but they aren't fatal flaws, just annoying ones.



Another opportunity to help you stand out from the competition is to create a bundle with this product. For instance, you might consider adding a collapsible pour-over coffee dripper, like the one below, as these products are often purchased together.



This collapsible pour-over coffee dripper is very popular among buyers. The estimated monthly sales for this product are 915 items, and the estimated monthly revenue is \$9,635.

[Link](#)

This travel foldable electric kettle is a product idea that has great sales potential. It is popular among customers, and there is plenty of room for new sellers to enter the niche market.