



Holiday Market Special Analytics 2020/2021

by **AMZScout**

Upcoming events



October 2020

31

Halloween



November 2020

1

Last day to get inventory to Amazon warehouse for Black Friday/Cyber Monday and the holiday season.

11

Singles Day (China/Alibaba)

26

U.S. Thanksgiving

27

Black Friday (Online)

30

Cyber Monday



December 2020

10-18

Hanukkah

24

Christmas Eve

25

Christmas

31

New Year's Eve



January 2021

31

New Year's Day



February 2021

2

Super Bowl Sunday

14

Valentine's Day

17

Presidents Day

Market analysis during holidays

While analyzing niches and products on Amazon before a holiday season, you should differentiate general trends from seasonal fluctuations. If you want to know real statistics from a niche or about a product, check sales dynamics throughout the year.

Here are some examples of current statistics (an obvious example - Halloween sweets).



AMZ SCOUT PRO

Results58

Avg. Monthly Sales7,221

Avg. Monthly Revenue\$101,175

Avg. Sales Rank8,488

Avg. Price\$17.83

Avg. Reviews431

Avg. Net Margin61%

Niche Score8

Niche History

☰ ✕

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Trends

































Niche Keywords

CSV

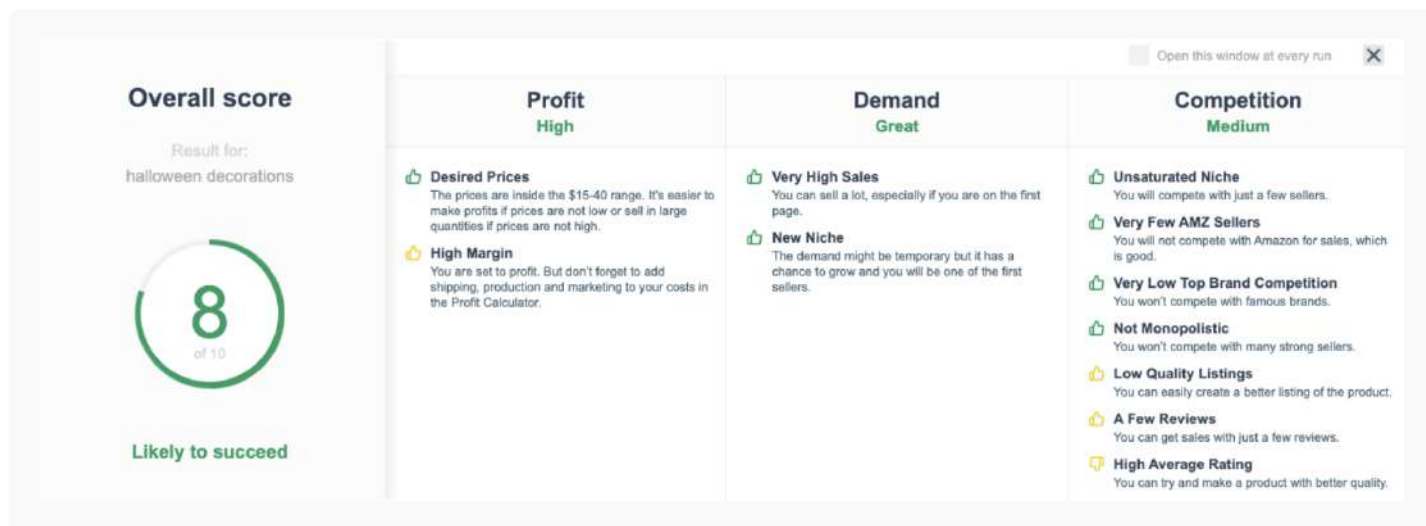
How to Sell on Amazon

Tutorial

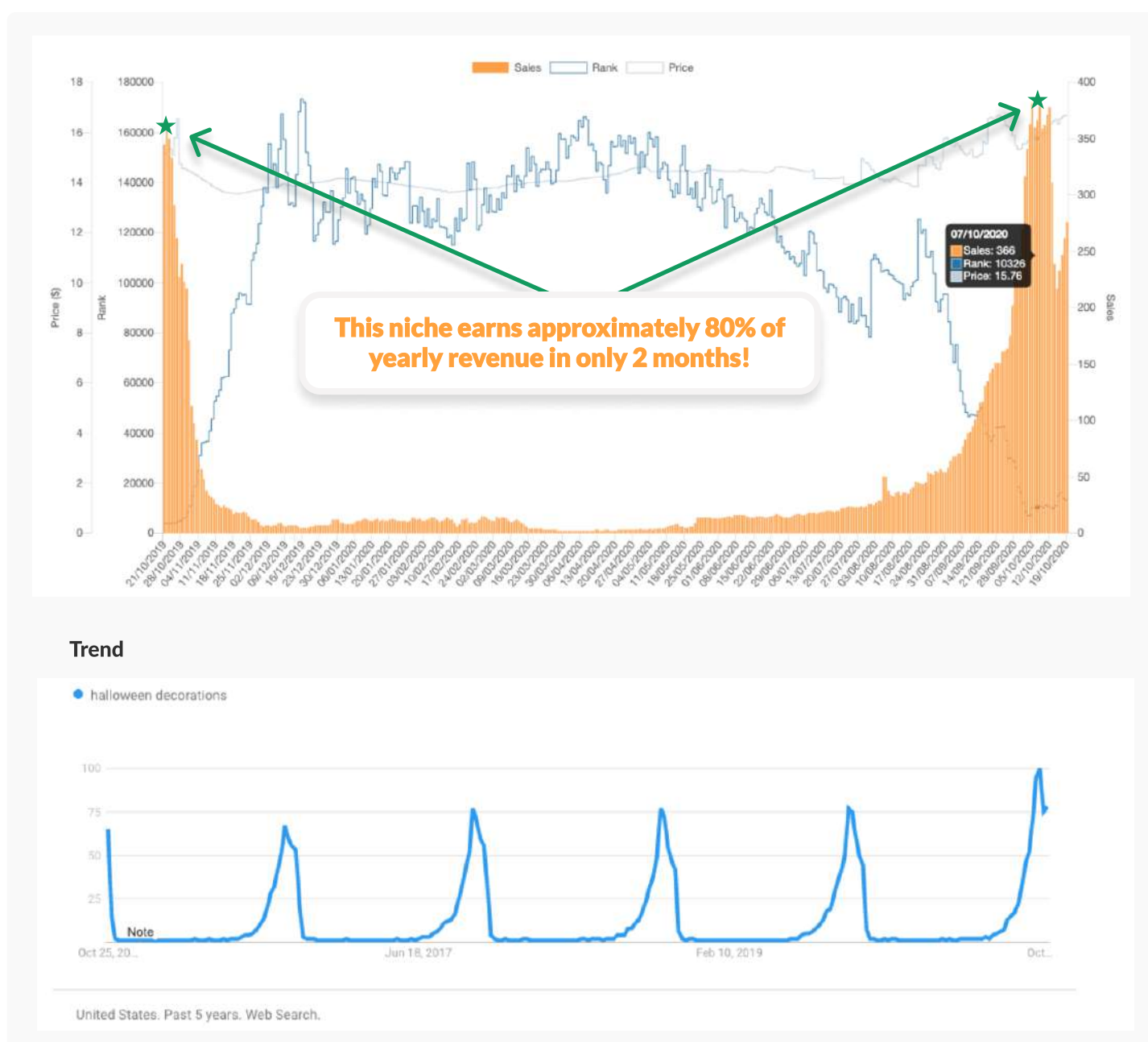
Niche Idea

★ #	Product Name	Brand	Category	Product Score for PL	Product Score for Reselling	Seller	Rank	BSR 30	Price	Price 30	Min Price	Net	FBA Fees	Net Margin	Est. Sales	Est. Revenue	# of Reviews	RPR	Rating	LQ	Inventory	Weight	Over size	Variations	Available From	Seller	
★ 1	 SP Halloween 3D Bats Deco...	Super-GG	Home & Klt...	4	?	1	#18,128		\$9.99	\$12.85	\$9.99	\$5.85	\$4.14	59%	207	\$2,446	102	\$24	5.0	100	?	0.07	✖	1	N/A	FBA	
<div><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></div>																											
★ 2	 Hot Liecho Halloween D...	Liecho	Patio, Lawn...	8	10	3	#40		\$21.99	\$14.57	\$21.99	\$13.73	\$8.26	62%	16,051	\$264,257	122	\$2,166	4.5	80	?	0.95	✖	1	N/A	FBA	
★ 3	 Hot 5pack Halloween Da...	Tayfremn	Kitchen & ...	7	?	1	#154		\$29.99	\$21.59	\$29.99	\$21.90	\$8.09	73%	8,806	\$197,075	488	\$404	4.7	92	?	0.59	✖	1	08/13/19	FBA	
★ 4	 Hot 4 Sets Bloody Garla...	Moon Boat	Office Prod...	6	10	2	#64		\$16.99	\$14.52	\$16.99	\$10.84	\$6.15	64%	13,625	\$198,239	901	\$220	4.4	78	?	0.22	✖	1	08/11/17	FBA	
★ 5	 Hot AerWo Halloween D...	AerWo	Home & Klt...	6	?	1	#567		\$12.99	\$12.43	\$12.99	\$7.54	\$5.45	58%	19,305	\$241,329	1666	\$145	4.7	94	?	0.10	✖	2	08/31/16	FBA	
★ 6	 Hot Heyzeibo 315 x 79 I...	Heyzeibo	Patio, Lawn...	7	?	1	#545		\$16.99	\$14.49	\$16.99	\$8.86	\$8.13	52%	1,465	\$21,806	36	\$606	4.8	86	?	1.40	✖	1	N/A	FBA	
★ 7	 Hot Fecedy 2pcs 3ft x 6...	FECEDY	Home & Klt...	4	?	1	#284		\$10.98	\$9.83	\$10.98	\$5.80	\$5.18	53%	21,450	\$210,911	2021	\$104	4.6	92	?	0.13	✖	3	06/13/16	FBA	
★ 8	 JOYIN 3D Design Cute Skele...	JOYIN	Patio, Lawn...	9	?	1	#2,066		\$13.95	\$12.60	\$13.95	\$9.22	\$4.73	66%	1,884	\$24,123	26	\$928	4.4	78	?	0.20	✖	1	06/25/20	FBA	
★ 9	 Hot Kangaroo Strechy S...	Kangaroo	Home & Klt...	6	10	3	#44		\$12.95	\$12.48	\$12.95	\$7.42	\$5.53	57%	29,939	\$376,258	618	\$609	4.4	63	?	0.50	✖	2	08/08/17	FBA	
★ 10	 KIDPAR 82Pcs Halloween Pu...	KD KIDPAR	Toys & Ga...	9	?	1	#2,722		\$13.99	\$12.53	\$13.99	\$9.23	\$4.76	66%	1,208	\$16,012	29	\$552	4.3	78	?	0.73	✖	1	07/09/20	FBA	
★ 11	 Hot TMCCE 60Pcs Hall...	TMCCE	Home & Klt...	8	?	1	#5,898		\$10.99	\$12.08	\$10.99	\$6.70	\$4.29	61%	4,078	\$49,014	122	\$402	4.4	78	?	0.30	✖	1	N/A	FBA	
★ 12	 Hot KD KIDPAR 6Pcs H...	KD KIDPAR	Patio, Lawn...	7	?	1	#54		\$15.99	\$14.99	\$15.99	\$10.93	\$5.06	68%	12,799	\$191,857	391	\$491	4.5	90	?	0.75	✖	2	07/03/19	FBA	
★ 13	 Hot TMCCE 138 Piece H...	TMCCE	Toys & Ga...	8	?	1	#2,224		\$11.99	\$12.14	\$11.99	\$7.54	\$4.45	63%	1,734	\$21,053	78	\$270	4.5	80	?	0.40	✖	1	N/A	FBA	
★ 14	 Hot TMCCE 107 Piece H...	TMCCE	Toys & Ga...	8	?	1	#1,244		\$10.99	\$12.32	\$10.99	\$6.68	\$4.31	61%	4,593	\$57,061	199	\$287	4.3	77	?	0.28	✖	1	08/14/18	FBA	
★ 15	 Hot HOZZQ DIY Hallowe...	HOZZQ	Toys & Ga...	6	?	1	#17		\$11.99	\$11.79	\$11.99	\$7.54	\$4.45	63%	27,082	\$320,226	2434	\$132	4.5	83	?	0.09	✖	1	N/A	FBA	
★ 16	 Halloween Decorations Reus...	NF	Clothing, S...	?	?	1	#586		\$2.98	\$2.85	\$2.98	N/A	N/A	N/A	14,567	\$41,160	27	\$1,524	4.4	72	?	N/A	N/A	39	09/10/20	MCH	

This statistics may seem amazing: **average reviews 431, average monthly revenue is over \$100,000, average margin is 61% and niche score is 8!**



However, if you check sales and trends throughout the year, you will see that these numbers apply only until the end of October.



Rough calculations show that:

- On average, from September to October sellers receive around \$214,000 in revenue (over 200 items per day costing \$17.83).
- On average, from November to August sellers receive around \$55,000 in revenue (around 10 items per day costing \$17.83).

So, in just 2 months an average seller of halloween sweets earns almost 4 times more than he/she earns during the rest of the year.

What might these **niche statistics** look like in the off-holiday season?

For example, like this:



The screenshot shows the AMZScout PRO interface with a dark blue header. The header contains the AMZScout PRO logo on the left and a series of statistics on the right. The statistics are: Results (49), Avg. Monthly Sales (153), Avg. Monthly Revenue (\$1,877), Avg. Sales Rank (281,951), Avg. Price (\$17.70), Avg. Reviews (169), Avg. Net Margin (53%), Niche Score (represented by a yellow circle icon), and Niche History (represented by a line graph icon). There are also menu and close buttons on the far right.

Results	Avg. Monthly S...	Avg. Monthly R...	Avg. Sales Rank	Avg. Price	Avg. Reviews	Avg. Net Margin	Niche Score	Niche History
49	153	\$1,877	281,951	\$17.70	169	53%		

Want to know how to stay on track and not get fooled by overly-optimistic holiday stats? How to ensure you choose the right products to bring your business profit and make sure that they don't stack up in storage after the holiday season?

Make use of AMZScout statistics! Receive real time history updates on any product and niche over an entire year. Receive all that you need to know on the Amazon marketplace by hitting the Trends button. Finally, a tool that's helpful and useful across any ecommerce platform.

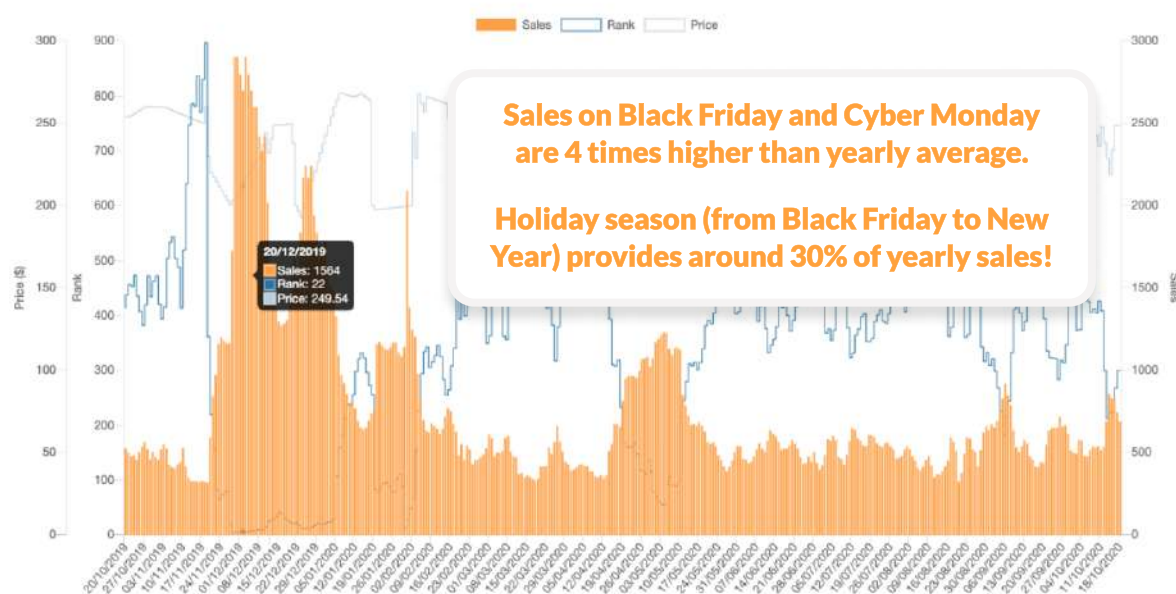
Market impact of big events

Here are some examples of products that were **on sale** during Black Friday 2019 (on November 29) and Cyber Monday 2019 (December 2).



iRobot Roomba

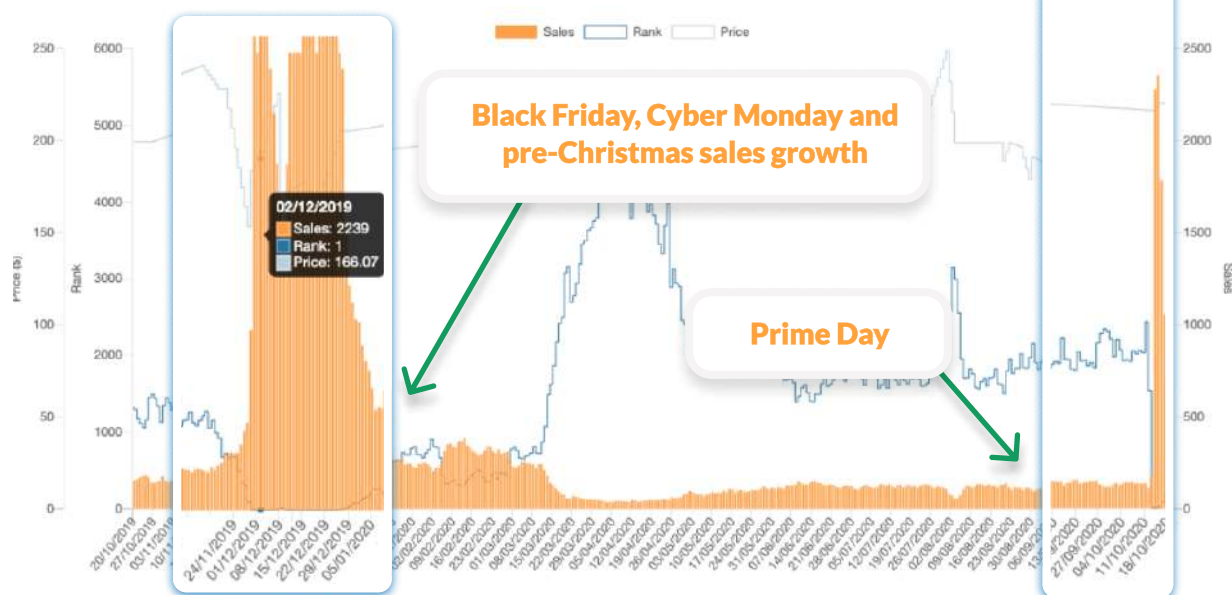
Niche history





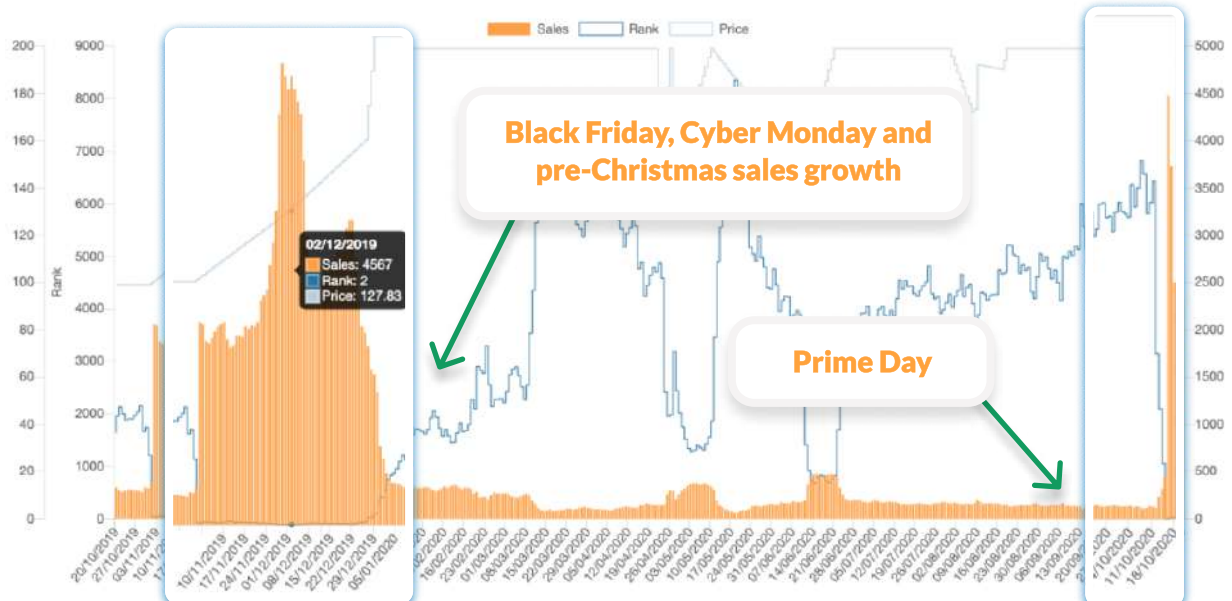
Furbo Dog Camera

Niche history



23andMe Health + Ancestry Service

Niche history

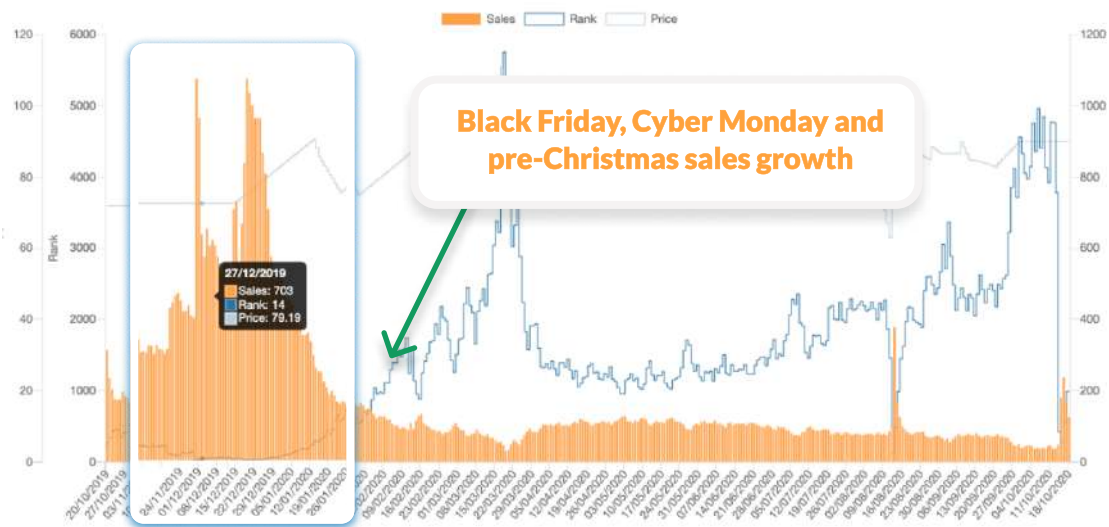


A good example of a sales increase during **Black Friday** and before **Christmas** and **New Year**:



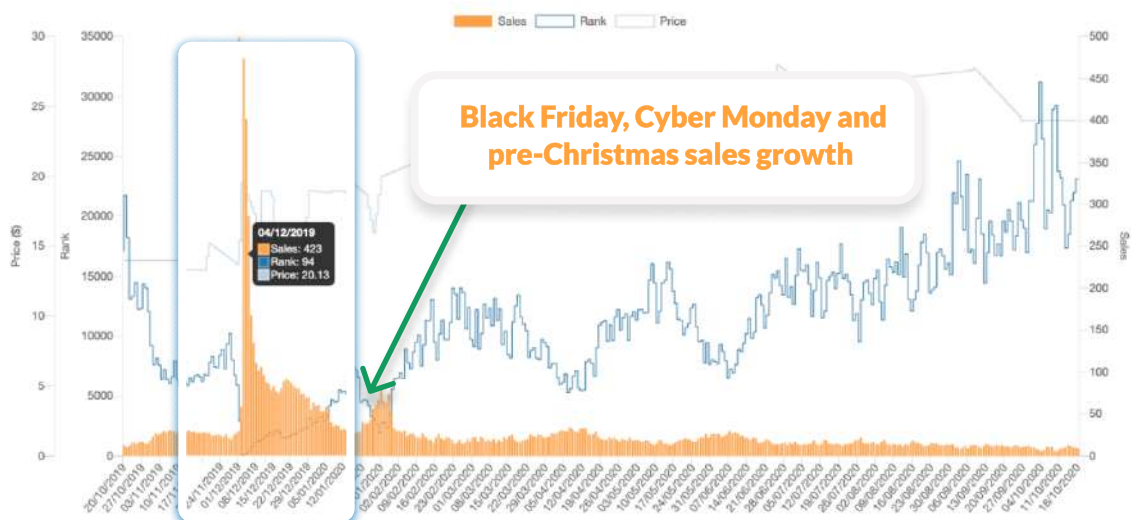
L.O.L. Surprise

Niche history



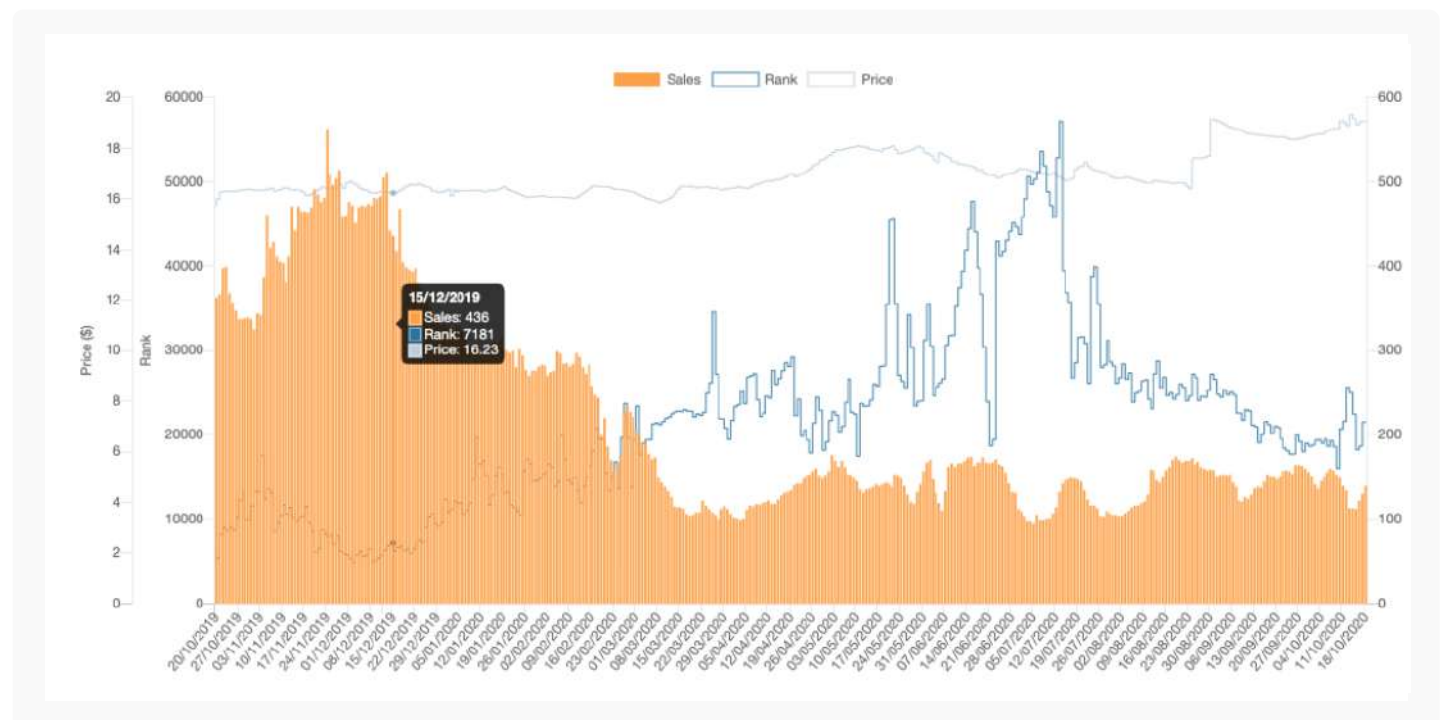
LEGO City Ambulance Helicopter

Niche history



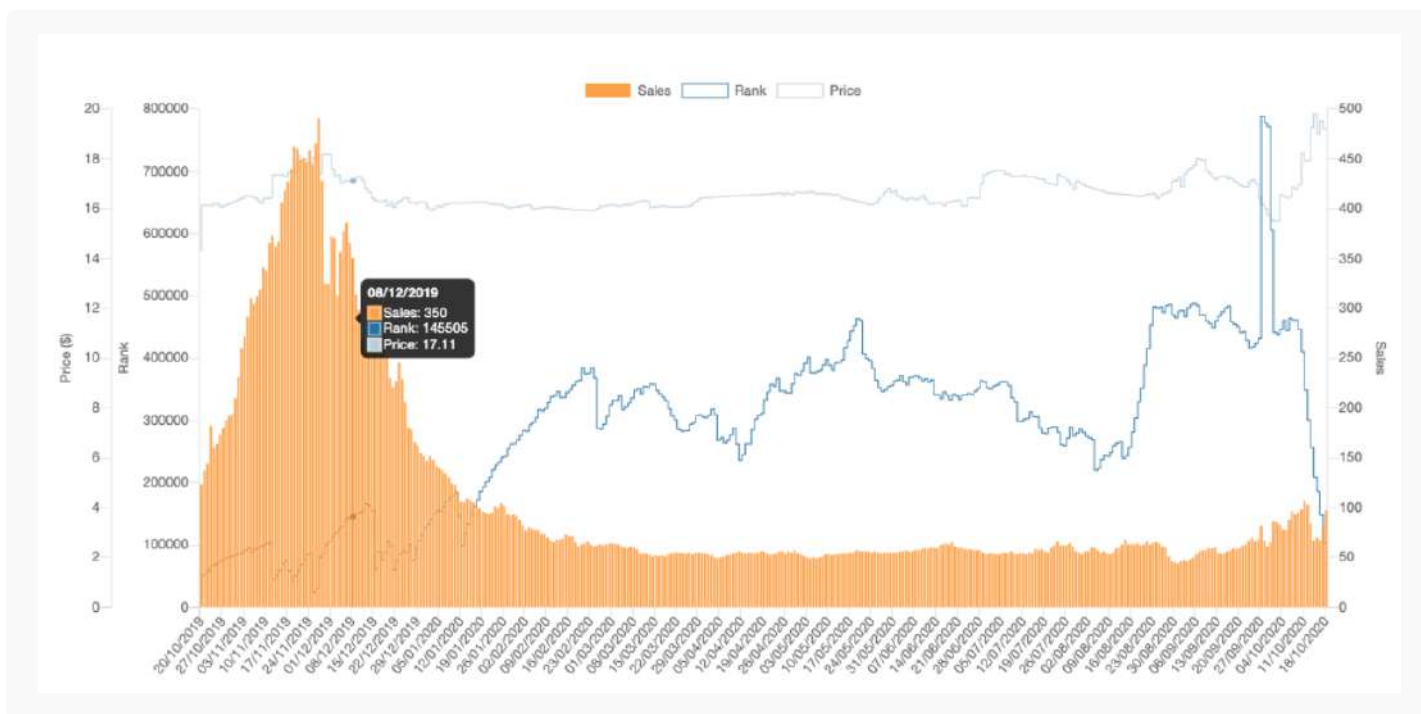
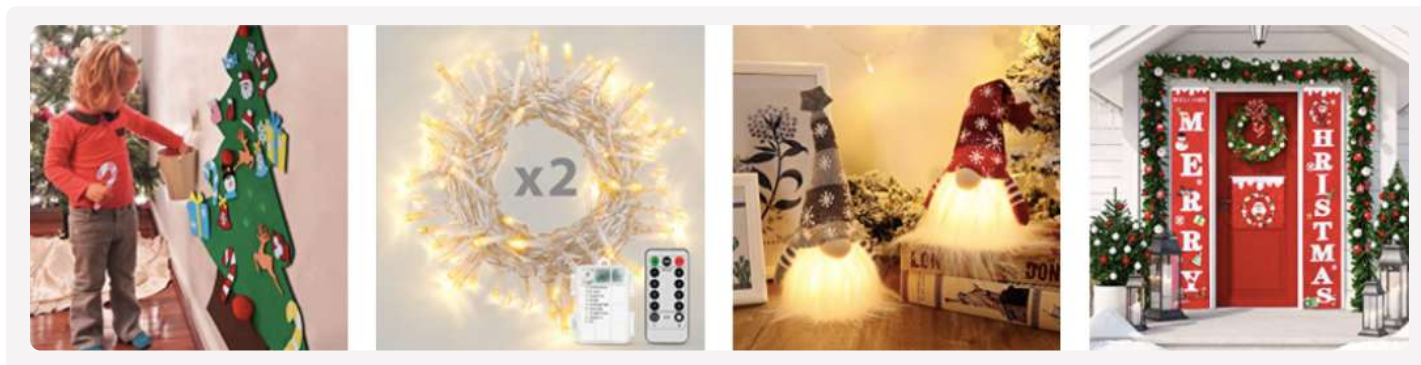
Here are two examples of sales during the pre-Christmas and New Year season. We've selected the most obvious niches, but this kind of growth is possible in almost every niche, since everyone shops more!

Decorative Lights



- Holiday season provides around **38%** of yearly sales.
- Sales during Holiday season are **2-4** times higher than yearly average.

Christmas Decorations



- Holiday season provides around **54%** of yearly sales.
- Sales during Holiday season are up to **10** times higher than yearly average.

Tips for Holiday market analysis:

- When analyzing an Amazon niche, check current statistics (like average revenue, average reviews) and niche score, as well as niche history and niche trends.
 - When you find a niche that may seem profitable don't forget to ask the question: "Is this niche really growing or is it a temporary increase due to the holiday season?"
 - Understand that after the pre-holiday boom of sales there is always an after-holiday drop.
 - Remember that sales during the holiday season may make 30% or more of all-year profit.
 - Our estimations show that during the holiday season, sales in niches that don't have seasonality may grow up to 10%.
 - We recommend that our users refer to all 3 graphs. You can make a comparison of sales against price changes, for example. General changes can be analysed in the rating history. This will be very helpful in creating your own profitable business strategy. The Amazon marketplace has situations where users come across paradoxes. These graphs reflect areas where your profit margin can be increased x10.
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We'd like to congratulate you on setting time aside to read this article. This shows that you have a deeper understanding about your goals and sales strategies. Success is all you should be focusing on this holiday season. All of the opportunities to double or triple your numbers begin with the selection process of the right products, if you pay careful attention to your statistics. One more important fact to remember is that every season has its own bestseller products.

Start now and make your yearly income increase with the help of this powerful tool, **powered by detailed analytics from AMZScout**. We've assisted over 1,000,000 users to make the right business decisions every day!
