

How to Conduct Product Research on Amazon

Amazon product research refers to the process of analyzing market trends on the world's largest eCommerce site to determine products with the highest sales potential. The better your research, the more profit you can make as a merchant on the site.

It is important to conduct product research on Amazon because there are increasingly more sellers and stringent policies making the site more competitive than ever. It is easier for your business to succeed with product research than without.

Picture 1 of How to Conduct Product Research on Amazon

Conducting product research on Amazon is an involved and complex process. The following are some tips to help you along:

Use Amazon Lists

It is no surprise that the first place you should perform Amazon product research is Amazon itself. There are many lists to be found on the site that rank all the products sold on the e-commerce giant. A great example is the Amazon bestsellers list. On the list, you can find books that are selling in high volume that you can profit from as well. Another great tool in this regard is movers and shakers. There is a skill to using Amazon lists because a product that is highly ranked will have a lot of competition between sellers. You should especially look for new releases as you can start selling a product before there is plenty of competition.

Consult Your Supplier

A great tactic you can use to gain information on products you are selling is to talk to the suppliers. They will have a lot of information on the subject and is one of the cheapest ways to conduct product research on Amazon.

The flipside of this tactic is that you have to have a great relationship with a supplier as they won't just fork over the information. In some cases, you may have to strike a deal to pay the supplier for the information.

The supplier of a product is a great source of inside information that only he and Amazon are privy to and if you can use it wisely, can benefit your business greatly in the long-term.

Look for Deals

Another incredible way to obtain information on various products on Amazon is to look for deals. You will be surprised at what you can learn by simply looking for great deals from which you can benefit.

There is a specific type of Amazon deal that is beneficial in this regard. These deals are known as Jungle Scout deals. You should learn more about Amazon's jungle scout plans. There are plenty of deals to be found on Amazon; it depends on how hard you look. Learn as much about each product and don't just look at the amount you can save and gain.

Use Google Trends

A fantastically functional and beneficial tool for conducting product research on Amazon is Google Trends. First and foremost, you need to set up alerts so you can receive notifications on any trending topics on Google.

You will not receive direct information from Amazon using this tactic. However, the information from Google can help you identify relevant information that pertains to your business or products.

Google Trends is a great tool because it offers various metrics as it relates to certain products such as interest in a certain product over time. You can gain valuable and much information on Amazon products via Google Trends.

Investigate Your Competitors

Every successful businessman knows the importance of knowing what the competition is doing. A wonderful product research tactic to use on Amazon is to spy on your competitors.

The tool you will be using to do this is Amazon PPC. It will tell you which products are selling successfully and which ones sellers are spending the most money to promote.

The products with the highest profit margins are often the most promoted hence the importance of this tactic. You can also find out which products paid advertisements and organic traffic works best.

Check Out eBay's Trending Lists

Picture 2 of How to Conduct Product Research on Amazon

Though you are a seller on Amazon, the other large eCommerce site can be of tremendous benefit to you. The reason is that the two sites are very similar and the same goes for product performance.

Therefore, if a product is selling well or generating high profits on eBay, the same is probably happening on Amazon. That is why the lists on eBay can be extremely useful in doing Amazon product research. Not all elements of the two sites are similar so ensure to confirm the research on Amazon.

Conducting product research on Amazon is vital for you as a merchant. The above tactics are a few examples of how to conduct product research on Amazon. Different tactics will yield different information so a combination of the tactics works best.

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