



SHOPSELLER

THE TOP BUSINESS IDEAS TO LAUNCH IN 2024

Data driven insights backed by Hellium10 & Semrush





Expert Ecommerce Strategist

Liza Simpson is CMO and founder of WCM Group with 7 figure brands including WCM Digital, Adfolk and Shopseller.

A seasoned marketing professional with a wealth of experience spanning over two decades. Alongside her dedicated team, she has successfully spearheaded the launch and scaling of more than 100 e-commerce stores, collectively generating an impressive revenue surpassing \$500 million.

Notably, this achievement encompasses not only external endeavors but also the strategic development and scaling of their in-house brand. Liza's expertise lies in navigating the intricate landscape of marketing, bringing forth a track record marked by substantial success and a commitment to driving results.



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About Shopseller

Welcome to Shopseller, a global product marketing and educational powerhouse committed to transforming innovative product ideas into tangible experiences for entrepreneurs worldwide.

Our foundation is rooted in the expertise of seasoned marketers and e-commerce entrepreneurs, individuals whose skills have been honed through a combination of education and hands-on experience, resulting in the generation of millions of dollars in revenue for both our own stores and our clients.

In the dynamic realm of e-commerce, where trends evolve and consumer preferences shift, data emerges as the undisputed sovereign. It serves as the cornerstone of effective marketing strategies, empowering entrepreneurs to navigate the intricate landscape with precision. Armed with comprehensive data insights, businesses can craft informed strategies, fostering deeper connections with their target audience and propelling their ventures toward sustained, long-term growth.

Here at Shopseller, we believe in equipping you with the knowledge and tools needed to not only survive but thrive in the ever-evolving world of product marketing and e-commerce. Welcome to a future of unparalleled success—welcome to Shopseller.



Skyrocket your online sales in 2024

In the dynamic landscape of the digital age, a staggering 90% of global internet users actively participate in the realm of online retail stores, contributing to the monumental 2.6 billion individuals who have embraced the convenience of online shopping across the globe.

As we navigate through 2023 into 2024, the ecommerce terrain is undergoing a transformative shift, with marketplaces asserting their dominance and claiming substantial portions of the ever-expanding market.

Notably, in the United States, the ecommerce giant Amazon stands as a formidable force, commanding a substantial 37.8% of the global market share. The trajectory suggests that Amazon is poised to surpass Walmart and ascend to the coveted position of market leader by the year 2024, marking a significant milestone in the evolution of online retail.

Yet, far from signalling the conclusion of the ecommerce gold rush, this moment in time unveils a new frontier of opportunities. Advances in artificial intelligence technology and an escalating emphasis on sustainability are reshaping the ecommerce landscape. Entrepreneurs who skilfully craft superior, more intuitive customer experiences, while aligning products, packaging, and manufacturing processes with sustainable practices, stand at the threshold of the next wave of ecommerce success.

While the prospect of running an online store may appear deceptively straightforward, the true key to success lies in meticulous financial management, setting realistic growth expectations—whether driven by financial considerations or market demand—and a strategic approach to market entry that avoids overly competitive sectors without a distinctive and innovative value proposition. As we navigate this exciting era of ecommerce, the potential for success is limitless for those who dare to innovate and adapt.

Starting an ecommerce store in 2024 can be a promising venture for several reasons:

Advancements in Technology: The technological landscape, including AI and machine learning, is evolving rapidly. Leveraging these advancements can enhance your ecommerce operations, from personalized customer experiences to efficient supply chain management.

Sustainability Focus: There's an increasing emphasis on sustainable practices in business. If your ecommerce store aligns with eco-friendly principles in product sourcing, packaging, and overall operations, you can tap into a growing market of environmentally conscious consumers.

Accessible Tools and Platforms: With the abundance of user-friendly ecommerce platforms and tools, starting an online store has become more accessible than ever. You don't necessarily need advanced technical skills to set up and manage a successful ecommerce business.

Potential for Niche Markets: Identifying and catering to niche markets can be highly successful. As consumer preferences diversify, there are opportunities to create specialized stores that meet the unique needs and interests of specific customer segments.

Global Reach: Ecommerce allows you to reach customers worldwide. With effective marketing and a well-designed online store, you can tap into international markets, expanding your customer base beyond geographical limitations.

Flexibility and Scalability: Ecommerce provides flexibility in terms of working hours and location. Additionally, as your business grows, ecommerce platforms offer scalability, allowing you to expand your product offerings and operations seamlessly.

Social Media Influence: Social media platforms continue to play a significant role in influencing consumer decisions. Integrating social media strategies with your ecommerce store can enhance visibility and attract a broader audience.

Entrepreneurial Opportunities: If you have a unique product idea, a passion for a particular niche, or innovative solutions, starting an ecommerce store allows you to bring your entrepreneurial vision to life.

Remember, success in ecommerce often requires a combination of a solid business plan, effective marketing, understanding your target audience, and adapting to market trends.

The role of data in business idea formation

The power of data cannot be overstated when it comes to shaping and deciding on a business idea. Data serves as the compass guiding aspiring entrepreneurs through the complex landscape of market trends, consumer behavior, and industry insights. Here's a closer look at why data is a potent force in the decision-making process for business ideas:

Market Understanding:

- *Identifying Opportunities:* Data analysis allows entrepreneurs to identify gaps and opportunities in the market. By examining trends and consumer demands, entrepreneurs can pinpoint areas where there is unmet need or potential for innovation.
- *Competitor Analysis:* Access to data enables a thorough examination of competitors, understanding their strengths, weaknesses, and market positioning. This insight is crucial for differentiating a new business and identifying areas for improvement.

Consumer Insights:

- *Understanding Preferences:* Data provides valuable insights into consumer preferences, behaviors, and purchasing patterns. This information is essential for tailoring products or services to meet the specific needs and desires of the target audience.
- *Feedback Loop:* Leveraging data allows for a continuous feedback loop with consumers. Through surveys, reviews, and social media analytics, entrepreneurs can gather real-time feedback to refine their offerings and enhance customer satisfaction.

Risk Mitigation:

- *Informed Decision-Making:* Data-driven decisions reduce the inherent risks associated with starting a business. Analyzing data helps entrepreneurs make informed choices, minimizing the likelihood of investing resources in ventures with uncertain outcomes.
- *Predictive Analytics:* By utilizing predictive analytics, entrepreneurs can forecast market trends and potential challenges. This foresight enables proactive strategies and adaptations to changing market conditions.

Resource Allocation:

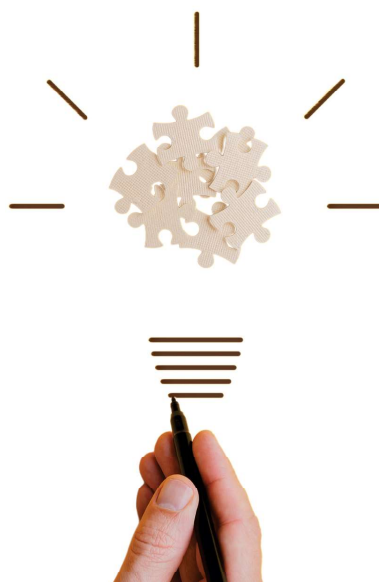
- **Optimizing Investments:** Data assists in optimizing resource allocation by identifying high-performing marketing channels, target demographics, and cost-effective strategies. This ensures that limited resources are invested where they can yield the maximum return on investment.
- **Efficiency in Operations:** Operational efficiency is enhanced through data-driven insights. Entrepreneurs can streamline processes, reduce inefficiencies, and improve overall business operations based on performance metrics and key performance indicators (KPIs).

Validation of Assumptions:

Testing Hypotheses: Entrepreneurs often start with assumptions about their target market and product-market fit. Data allows for the testing of these hypotheses, providing evidence-based validation or adjustment of initial assumptions.

Iterative Improvement: Continuous data analysis facilitates an iterative approach to business development. Entrepreneurs can adapt and refine their business ideas based on real-world feedback and evolving market dynamics.

In essence, data is not just information; it's a strategic asset that empowers entrepreneurs to make informed decisions, mitigate risks, and position their businesses for sustainable success. Aspiring entrepreneurs who harness the power of data in shaping their business ideas are better equipped to navigate the complexities of the marketplace and create ventures that resonate with their target audience.



The tools we use for business idea validation:

MindMeister: A mind mapping tool that facilitates brainstorming and visual organization of ideas. It's great for exploring connections and relationships between different concepts.

Google Trends: A tool by Google that analyzes the popularity of search queries over time. It provides insights into the relative search interest for specific topics, keywords, or queries, helping users identify trends, regional interest, and the overall popularity of search terms on Google.

Statista: Access a vast database of statistics and market research to understand industry trends, consumer behavior, and market dynamics.

Google Keyword Planner: A powerful tool offered by Google within the Google Ads platform. Primarily designed for advertisers, the Keyword Planner serves as a comprehensive resource for conducting keyword research and estimating ad spend. A great tool to cross reference demand however it only provides an estimated range for a specific keyword.

SEMrush: A comprehensive digital marketing toolkit that provides essential tools for SEO, SEM, content marketing, and competitor analysis. It offers insights into keyword research, backlink analysis, site audits, and more, helping businesses optimize their online presence and stay competitive in the digital landscape.

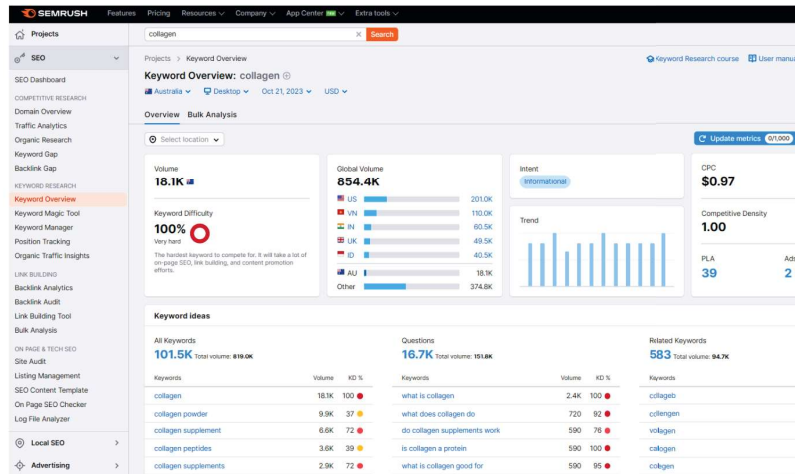
Helium10: An all-in-one suite of powerful tools designed for Amazon sellers. It offers a comprehensive set of features, including keyword research, product research, listing optimization, and competitor analysis. Helium 10 empowers Amazon sellers to enhance their product visibility, find lucrative opportunities, and optimize their strategies for success on the e-commerce platform.

Everbee: This is the most comprehensive Etsy selling data platform on the market. It is an essential tool to dive into products in the arts, craft, jewellery print on demand and furnishing niche.

Semrush

Using SEMrush to generate business ideas involves leveraging its various features to identify opportunities, analyze competitors, and explore market trends. Here's a step-by-step guide:

Launch SEMRUSH



Keyword Research:

Start by entering broad industry-related keywords into the SEMrush search bar. Explore the related keywords and phrases suggested by SEMrush to discover potential niches and subtopics within the industry. Pay attention to search volume, trends, and competition metrics to gauge the potential demand and viability of specific keywords.

Competitor Analysis:

Identify key competitors in your industry and enter their domain names into SEMrush. Analyze the competitor's organic and paid keywords, backlink profile, and top-performing content.

Look for gaps in their strategy or areas where they may be underperforming. These gaps could present opportunities for a new business.

Market Trends and Insights:

Use SEMrush's tools to explore industry trends and insights. Check the 'Overview' section for market trends, keyword trends, and the overall performance of the industry. Analyze the 'Traffic Analytics' and 'Market Explorer' features to understand the market dynamics and identify potential business areas.

Content Gap Analysis:

Use SEMrush to perform a content gap analysis by comparing the content strategies of multiple competitors. Identify topics or types of content that competitors are successfully covering, and explore whether there are gaps or underserved areas that your business can address.

Local SEO Opportunities:

If your business has a local focus, use SEMrush to analyze local SEO opportunities. Explore local keywords, local competitors, and analyze the local search landscape to identify gaps or areas with less competition.

Industry Insights and Reports:

Explore SEMrush's industry-specific reports and insights. Look for emerging trends, challenges, and opportunities within your industry. The 'Reports' section may provide valuable data and analysis.

Social Media Analysis:

Use SEMrush to analyze the social media landscape in your industry. Identify popular social media channels, trending topics, and engagement metrics to understand what resonates with your target audience.

PPC Research:

Analyze paid advertising strategies within your industry using SEMrush's PPC tools. Identify high-performing ad copies, keywords, and ad spend patterns. This information can reveal areas where businesses are investing heavily, indicating potential profitable niches.

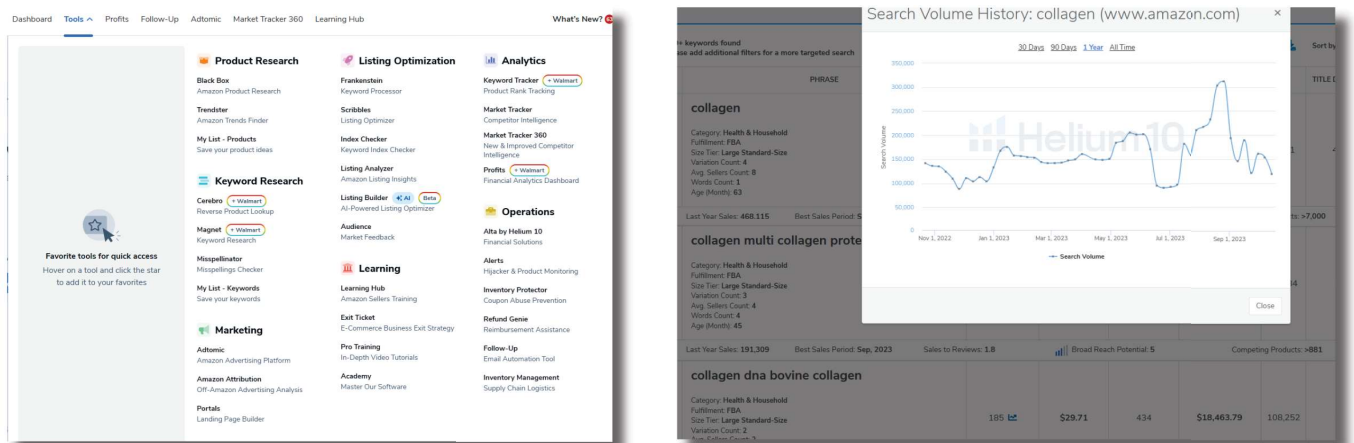
By utilizing SEMrush's versatile features, you can gain valuable insights into market dynamics, competitor strategies, and emerging trends. This data-driven approach can help you uncover business ideas that align with market demand and present opportunities for innovation and success.

Helium10

Helium 10 is an all-in-one software suite designed specifically for Amazon sellers, offering a comprehensive set of tools to optimize and streamline various aspects of the e-commerce business.

Whilst it is specifically data generated from Amazon, it is a powerful trend analysis tool, particularly in the US where Amazon dominates the market. Search for products on Amazon generally align with the search demand on Google and other market platforms.

[Launch HELIUM10](#)



How we use Helium10 to find trending products.

We use Helium10 to explore trending Amazon products and find products that may have room for improvement based on high demand and low ratings. Helium10 is an absolute MUST if you plan to sell on Amazon as it gives you a full suite of listing optimisation, competitor and financial modelling tools to give your products that optimal chance for success.

The Black Box is great for exploring potential product ideas in all niche's that can then be cross referenced to Google Trends, other marketplaces, key word search tools like Semrush etc. Using Black Box, we can select a marketplace across the globe, the niche and filter by improvement range, search, monthly revenue and competition.

Black Box
Find a product to sell by evaluating products, keywords, competitors and more

Search For: Products Keywords Competitors Niche Product Targeting Elite Analytics

Answer these questions to find a product

I want to sell a product...

In the marketplace for that needs improvement.









where competition is I want to sell my product for with a monthly revenue of

This is a handy hack that will enable you to find potential business ideas where there is demand for a product that is not being met with a good quality solution. In this example we have searched Amazon US in all product niches with products that need a lot of improvement (this is based on reviews), low competition, an average order value above \$30 (easier to sell via ads) and an existing revenue above \$10,000

Products on that match your criteria [Edit Filters](#)

Category: **Appliances** Category: Arts, Crafts & Sewing Category: Automotive Category: Baby Products Category: Beauty & Personal Care Category: Books Category: Camera & Photo Category: CDs & Vinyl +25

Viewing 1-25 of 200 items ☐ Show Advanced Product Details ☐ Customize

<input type="checkbox"/>	Product	Category BSR	Price	Monthly Sales	Monthly Revenue	Reviews	Seller	Brand
<input type="checkbox"/>	 Natural Uniforms Women's Cool Stretch V-Neck Top and Cargo... B0C79YDDG2 · FBA	Clothing, Shoes & Jewel... #630	\$30.95	27,795	\$860,255.25	★★★★☆	ScrubsDealer	Natural Uniforms
<input type="checkbox"/>	 QINSEN Women's Solid Light Green Mini Dress Square Neck... B0CCKFXJ4M · FBA	Clothing, Shoes & Jewel... #717	\$36.99	24,269	\$897,710.31	★★★★☆	QINSEN	QINSEN
<input type="checkbox"/>	 SONORO KATE Bed Sheet Set Super Soft Microfiber 1800... B06XWYKQXS · FBA	Home & Kitchen #556	\$38.90	22,907	\$891,082.30	★★★★☆	SONORO KATE	SONORO KATE
<input type="checkbox"/>	 2023 Women's Long Sleeve Striped Sweater Button Cardiga... B0B7M97XXL · FBM	Clothing, Shoes & Je... #12,285	\$56.99	22,531	\$1,284,041.69	★★★★☆	Lendoll	NUTSE
<input type="checkbox"/>	 2023 Women's Long Sleeve Striped Sweater Button Cardiga... B0B7M866GQ · FBM	Clothing, Shoes & Je... #12,285	\$59.99	22,531	\$1,351,634.69	★★★★☆	Lendoll	NUTSE
<input type="checkbox"/>	 2023 Women's Long Sleeve Striped Sweater Button Cardiga... B0B7M8DV56 · FBA	Clothing, Shoes & Je... #12,285	\$59.99	22,531	\$1,351,634.69	★★★★☆	Lendoll	NUTSE
<input type="checkbox"/>	 Walker's unisex adult Modern Razor 2nd Amendment, FS 2A... B0924TKHB7 · FBM	Sports & Outdoors #170,482	\$55.13	21,742	\$1,200,810.66	★★★★☆	Defender Outd...	Walker's
<input type="checkbox"/>	 Assorted Candy Variety Pack - Individually Wrapped Party Can...	Grocery & Gourmet Food #300	\$36.95	17,354	\$641,230.30	★★★★☆	Midnight-Munc...	Okida

Next, we compile a roster of products that may benefit from enhancements in manufacturing. However, this entails thorough research, aiming to pinpoint a product with a substantial number of reviews for issue identification. The objective is to align with a product that is cost-effective to produce, deliver, and sell.

For example, the Lumbar support pillow featured on the next page has over 1800 sales per month generating \$60,000 plus in revenue but has a number of poor reviews.



From the United States

Kloris Leer

☆☆☆☆☆ Useless and causing tailbone pain

Reviewed in the United States on April 4, 2023

Material Type: Back Cushion [Verified Purchase](#)

This is way too thick for a car seat lumbar support.

Because of the thickness, it pushed my body forward by about half of the car seat and cause most my thighs to leave the seat, so the thighs were not able to support the weights.

The entire body basically was sitting on butts and tailbone.
1 hr of driving, and it's causing major tailbone pain.

[Helpful](#) [Report](#)

Amazon Customer

☆☆☆☆☆ Item not working as described

Reviewed in the United States on August 2, 2023

Material Type: Back Cushion [Verified Purchase](#)

I'm disabled and this item doesn't work as described

[Helpful](#) [Report](#)

Steven Young

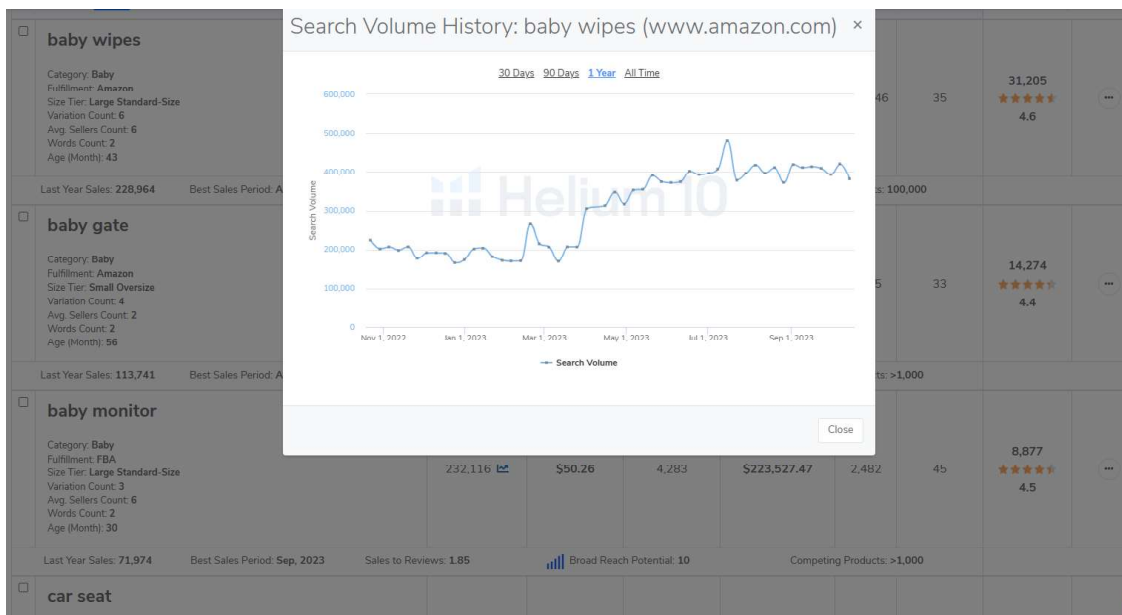
☆☆☆☆☆ It is not comfortable and generates too much heat.

Reviewed in the United States on July 5, 2022

Material Type: Back Cushion [Verified Purchase](#)

I feel like it is a bit too stiff. Also when using it for over 15 minutes it seems to keep the heat. The heat and the stiffness leads to a very uncomfortable situation.

The Helium 10 keyword search can give you insight into the search demand and competition for a keyword or trending keywords in a niche.



Great for finding a trending product keyword search or cross-referencing keywords of products you have identified as potential opportunities.



The top 5 verticals for 2024 (Top 8 Products per Vertical)

There are hundreds of niche categories and verticals, we recommend clicking the link below and joining Helium10 to start your ecommerce journey with the right data. You can also work with our team to prepare a detailed strategic analysis of your particular niche.

Discovering the ideal idea for you can be intricate, as it requires more than merely introducing a product. Successfully bringing your idea to market demands an investment of time, money, or both, and having a passion or expertise in the product niche is beneficial. While this guide provides a swift overview of the top trending verticals and products, we suggest that if you aspire to launch a thriving online store, you schedule a consultation and involve our team to craft a more comprehensive marketing strategy.

Top 5 things to look for in a winning product idea:

High Demand

Search for rising or consistent trends and substantial search volumes within the same or related niche. If the product you plan to introduce is novel, assess the level of search activity related to the problem you aim to solve.

Medium to Low Competition

Navigating competitive positioning is intricate; having no competition doesn't necessarily equate to an advantage—it often means investing more effort into audience-building and crafting effective messaging. Nevertheless, it's crucial to thoughtfully assess your competition and strategize how to innovate either the product itself or the process, ensuring you enter the market with a distinctive and competitive edge.

Room for Innovation (poor reviews)

Examining competitor reviews, whether through tools like Helium10 or simple Google searches, provides valuable insights into potential opportunities for establishing a unique selling proposition. Customers express their needs, highlight what isn't working, and share dissatisfaction with their experiences. This is the fertile ground where you can cultivate your unique selling points to meet market demand.

Seasonality

While it's not essential to steer clear of seasonal products, it is crucial to comprehend how you'll need to structure your go-to-market strategy to capitalize on off-season periods.

Other Considerations: *Manufacturing capabilities, shipping costs,*

Baby Products

The baby niche boasts both enduring popularity and a substantial demand. An additional perk is the presence of passionate customers who actively endorse products within their close-knit communities, heavily influenced by ambassadors, friends, and family. Furthermore, these customers, engaged in round-the-clock parenting duties, shop at all hours, particularly during late-night feedings and soothing sessions.

Despite these advantages, the baby niche faces stiff competition for products, underscoring the importance of discovering a distinctive competitive edge. As the baby industry continues to evolve, ecommerce businesses can stay competitive by embracing these trends, staying informed about consumer preferences, and offering innovative and customer-centric solutions.



Keyword search volume avg. per month as of October 2023. Source: Helium10 & Semrush

Keyword	Amazon US	Google US	Google Global	Google Aus
Baby Wipes	393,029	33,000	106,600	5400
Baby Swings	271,761	14,800	73,200	9900
Baby Gates	269,692	22,200	46,400	9900
Baby monitors	231,840	12,100	65,500	14800
Diaper Bags	186,706	22,200	77,900	(nappy bag) 12100
Bottle Brush	161,140	12,100	45,700	6600
Pregnancy Pillow	148,351	74,000	221,500	14800
Sleep Sack	104,345	22,200	36,000	baby swaddle 3600

Baby Niche Competitive Edge

Globally, demand for sustainable products has increased, as has products that have superior customer experiences.

The biggest customer complaints for **pregnancy pillows** are the size, filling and exterior fabric (generally the concern is the feel and level of warmth it creates). Very few products available on the market use memory foam inserts, varying sizes depending on height or have bamboo or Tencel cover options for cooler comfort.

Baby wipes are certainly a competitive product, but what about compostable, sensitive, great smelling wipes that are delivered to your door? Who Gives a crap shook up the toilet paper industry with a better look, focus on the environment and a convenient delivery service, could the same be done for wipes?

A brief search on Amazon for baby bottle brushes reveals an array of plastic options. Although a Google search yields a wooden brush with a travel container, it seems popular, but customer complaints cite issues with functionality and bristle size. Introducing a cost-effective product with notable improvements could present a compelling and competitive entry into the market.

There is a growing demand for eco-friendly and sustainable baby products. Parents are increasingly seeking products made from organic materials, free from harmful chemicals, and produced with environmentally friendly practices.

Subscription box services tailored for babies have seen increased adoption. These boxes often contain a curated selection of baby products, offering convenience to parents and creating a recurring revenue model for ecommerce businesses.

Ecommerce platforms are increasingly used for creating and managing baby registries. Parents can curate a list of desired items, and friends and family can conveniently purchase gifts online.

There is a trend toward gender-neutral baby products, including clothing, nursery decor, and toys. Ecommerce platforms offer a wide selection of gender-neutral options, reflecting a more inclusive approach.

Gardening & Outdoors

The gardening niche does face factors like seasonality, the climate of the specific geographical market, and a general trend away from larger gardens. Nevertheless, it has proven to be, and is expected to continue being, a highly sought-after product vertical.



Gardening has seen a surge in popularity, with more people expressing interest in home gardening, sustainable living, and outdoor activities. This growing trend creates a substantial market for gardening-related products.

Gardening is often seasonal, with increased demand during planting and harvesting seasons. Ecommerce platforms can capitalize on these seasonal fluctuations by offering targeted promotions and seasonal products.

Keyword search volume avg. per month as of October 2023. Source: Helium10 & Semrush

Keyword	Amazon US	Google US	Google Global	Google Aus
Fruit fly trap	360,205	74,000	115,400	2900
Portable power station	257,444	27,000	76,500	4400
Mouse Traps	269,692	22,200	75,300	8100
Fire pit	161,151	90,000	196,500	14800
Plant stand	161,147	60,000	157,400	14800
Patio furniture	136,585	200,000	271,700	outdoor furniture 60,500
Outdoor rug	113,094	49,000	96,500	8100
Garden Hose	113,012	30,000	88,800	5400

Gardening & Outdoors Competitive Edge

There are some important home and garden trends for 2023 that you should take into consideration, sustainability and eco friendliness and augmented reality. The home and garden ecommerce market is expected to grow at a CAGR of 10.53% from 2022 to 2027.

Fruit fly trap search demand has significantly increased in the last 2 months. This is likely the increase in temperature in the US as the market moves into warmer seasons. Whilst there is strong competition for the products, very few of the top rating products have higher than a 4 rating with nearly all negative reviews referencing the ability for the product to catch fruit flies.

The **Garden hose** market has changed in the last few years with a push towards more feminine styles. However, these styles are not as prevalent on Amazon, and still highly costly in the market. A lower cost, designer product could have a place on the Amazon market.

Plant stands fit into a broader niche of interior styling, rather than simply function. There may be room for innovation with technology driven products, perhaps a sensor that predicts plant dryness based on weight, or an inbuilt speaker to combine plant stands with invisible home technology.

While **outdoor rugs** appear to be in a simple, over saturated market, styles are very similar with very little multipurpose solutions. Indoor rugs with in built memory foam have seen great success, which seems well aligned with outdoor use including options for dogs that have cooling gel for summer.

DIY and Sustainable Living Trends:

- The do-it-yourself (DIY) and sustainable living movements align well with gardening. Many individuals are looking for ways to grow their own food, create sustainable landscapes, and engage in eco-friendly practices, driving demand for related products.

Educational and Content Opportunities:

- Gardening lends itself well to educational content, and ecommerce businesses in this niche can create valuable resources such as blogs, tutorials, and videos.

Subscription Box Potential:

- Subscription box models work well in the gardening niche. Curated monthly or seasonal boxes containing seeds, tools, and gardening tips can appeal to gardening enthusiasts, creating a recurring revenue stream.

Health & Household

Health and wellness are increasingly prioritized by consumers. The demand for products that contribute to a healthier lifestyle is on the rise, presenting a vast market. The worldwide healthcare e-commerce market is projected to increase from \$309.62 billion in 2022 to \$366.94 billion in 2023, demonstrating a compound annual growth rate (CAGR) of 18.5%. Anticipated further expansion will lead the healthcare e-commerce market to reach \$732.3 billion by 2027, sustaining a CAGR of 18.9%.



The increasing awareness of health and wellness has led to a growing market for health-related products. Consumers are seeking products that promote well-being, healthy living, and sustainability.

Keyword search volume avg. per month as of October 2023. Source: Helium10 & Semrush

Keyword	Amazon US	Google US	Google Global	Google Aus
Toilet Paper	360,205	74,000	184,400	9,900
Magnesium	844,383	368,000	1.1M	33,100
Protein Powder	768,613	165,000	568,000	33,100
Toothpaste	638,293	60,000	212,700	4,400
Pill Organizer	515,995	18,000	24,500	2,900
Liquid IV	404,388	368,000	398,900	2,900
Creatine	391,963	550,000	1.4M	49,500
Heating Pad	360,749	74,000	163,600	2400

Health & Household Competitive Edge

Globally, demand for sustainable products has increased in the health and household category, as has products that have superior customer experiences.

Health and household products are often essential, and they cater to a wide consumer base. Items such as vitamins, supplements, personal care products, cleaning supplies, and home essentials are consistently in demand.

The biggest customer complaints for **pregnancy pillows** are the size, filling and exterior fabric (generally the concern is the feel and level of warmth it creates). Very few products available on the market use memory foam inserts, varying sizes depending on height or have bamboo or Tencel cover options for cooler comfort.

Baby wipes are certainly a competitive product, but what about compostable, sensitive, great smelling wipes that are delivered to your door? Who Gives a crap shook up the toilet paper industry with a better look, focus on the environment and a convenient delivery service, could the same be done for wipes?

A quick amazon search on **baby bottle brush** and all products are plastic. There is a wooden brush with travel container via a google search, that seems popular however the complains include the functionality and size of the bristles. A great potential improvement, low-cost product could be a great competitive entry to the market.

The increasing awareness of health and wellness has led to a growing market for health-related products. Consumers are seeking products that promote well-being, healthy living, and sustainability.

Subscription box models work well in the health and household niche. Curated boxes containing wellness products, supplements, or self-care items can attract recurring customers.

The global health crisis has accelerated the adoption of online shopping for health and household products. Ecommerce businesses in this niche can leverage this trend by offering convenience and safety through online purchasing.

Pet Supplies

The US pet industry is worth about \$76 billion, and is expected to grow at a CAGR of 5.3% to 2025. 70% of households in the US and Australia have at least one pet. The market is incredibly saturated but the demand for products continues to increase.



Pet ownership is on the rise globally, and many pet owners prioritize the well-being of their pets. This trend creates a consistent and growing demand for pet-related products.

The pet supply niche offers a diverse range of products, including pet food, toys, grooming supplies, healthcare products, and accessories. This diversity allows for a broad product catalog, appealing to various pet owners and their specific needs.

Keyword search volume avg. per month as of October 2023. Source: Helium10 & Semrush

Keyword	Amazon US	Google US	Google Global	Google Aus
Human dog bed	547,050	40,000	81,500	2900
Dog bed	540,953	60,000	178,800	14,800
Cat Litter	403,323	60,000	141,900	8,100
Cat toys	358,843	33,100	95,100	5400
Dog Harness	360,231	60,500	139,800	14,800
Cat water fountain	335,998	33,000	55,300	4,400
Dog crate	295,289	60,000	124,800	12,100
Dog costumes	113,749	33,100	50,000	1,900

Pet Supplies Competitive Edge

The **Human Dog Bed** is not technically just a pet product, however the demand for the product has seen a significant recent search. A place for you and pets (or just you) to snuggle. A great concept that needs its function to meet the highest quality. Reviews indicate that poorly sized products with poor quality exterior coverings have caused the greatest concern.

The market for second hand fashion has been popular for some time, as an answer to fast fashion. However, animal products such as puppy crates and beds are being sold via Facebook marketplace in significant numbers. A home for **Second Hand/Preloved** Animal Products could be the answer to a more ecofriendly pet home.

Silicone No Pull Leads is a product I personally wished was on the market. 53% of dog owners have large dogs who are difficult to train not to pull, including with the use of a harness. Current no pull leads with head collars are made of thick nylon material that leaves painful red marks for dogs. Silicone or softer comfort materials would be a welcome change to the current design.

Dog crates are generally used from puppy to adulthood, yet very few have adjustable sizes or come with comfortable padding for dogs to sit on.

The emphasis on pet health and wellness has led to a demand for premium pet food, supplements, and healthcare products. Ecommerce businesses can cater to this demand by offering high-quality, nutritious products.

While the pet supply niche presents opportunities, it's important for ecommerce entrepreneurs to conduct thorough market research, understand customer preferences, and stay updated on industry trends. Providing excellent customer service, reliable delivery, and quality products are key factors for success in this niche.

Beauty & Personal Care



The global beauty industry rakes in a staggering \$100 billion in revenue. Remarkably, beauty companies shelled out an estimated \$7.7 billion in advertising in 2022, solidifying it as one of the most fiercely competitive markets globally. Despite brand loyalty, the quest for beauty solutions persists. We've curated a collection of lesser-known products that harbor promising potential for growth.

Consumers increasingly prefer the convenience of shopping for beauty and personal care products online. Ecommerce platforms provide a convenient and accessible way for customers to explore and purchase a wide array of products.

Keyword search volume avg. per month as of October 2023. Source: Helium10 & Semrush

Keyword	Amazon US	Google US	Google Global	Google Aus
Pimple patches	577,531	90,500	249,800	9,900
Press on nails	461,667	90,000	187,400	8,100
Castor oil	412,545	165,000	724,000	27,100
Travel Essentials	405,098	9,900	32,000	2,900
Mascara	397,288	90,500	500,700	9,900
Snail Mucin Serum	360,449	6,600	7,100	Snail Mucin 6,600
Hair Clips	391,609	49,000	210,300	6,600
Lashes	358,543	49,500	228,800	6,600 Extensions (18,100)

Beauty & Personal Care Competitive Edge

Globally, demand for sustainable products has increased, as has products that have superior customer experiences. The beauty and personal care industry encompasses a vast range of products, including skincare, cosmetics, hair care, fragrance, and more. This diversity allows for a comprehensive and varied product catalog.

Imagine the trendsetting potential of turning **pimple patches** into a sensation. Instead of concealing those blemishes, picture embracing them with adorable freckles, stars, or love hearts. It might sound unconventional, but believe it or not, these unique patches are already available on Amazon. All it takes is one influential TikTok personality, and every teenager out there will be clamoring for their <insert great brand name> right away.

People have been using **castor oil** solutions long before the internet came into existence. It's a go-to remedy for constipation, various skin issues (like eye irritation and dry skin), and even as a method to induce pregnancy. While it's not typically marketed as a hair product, there's untapped potential in offering it as a spray for promoting hair growth and enhancing shine.

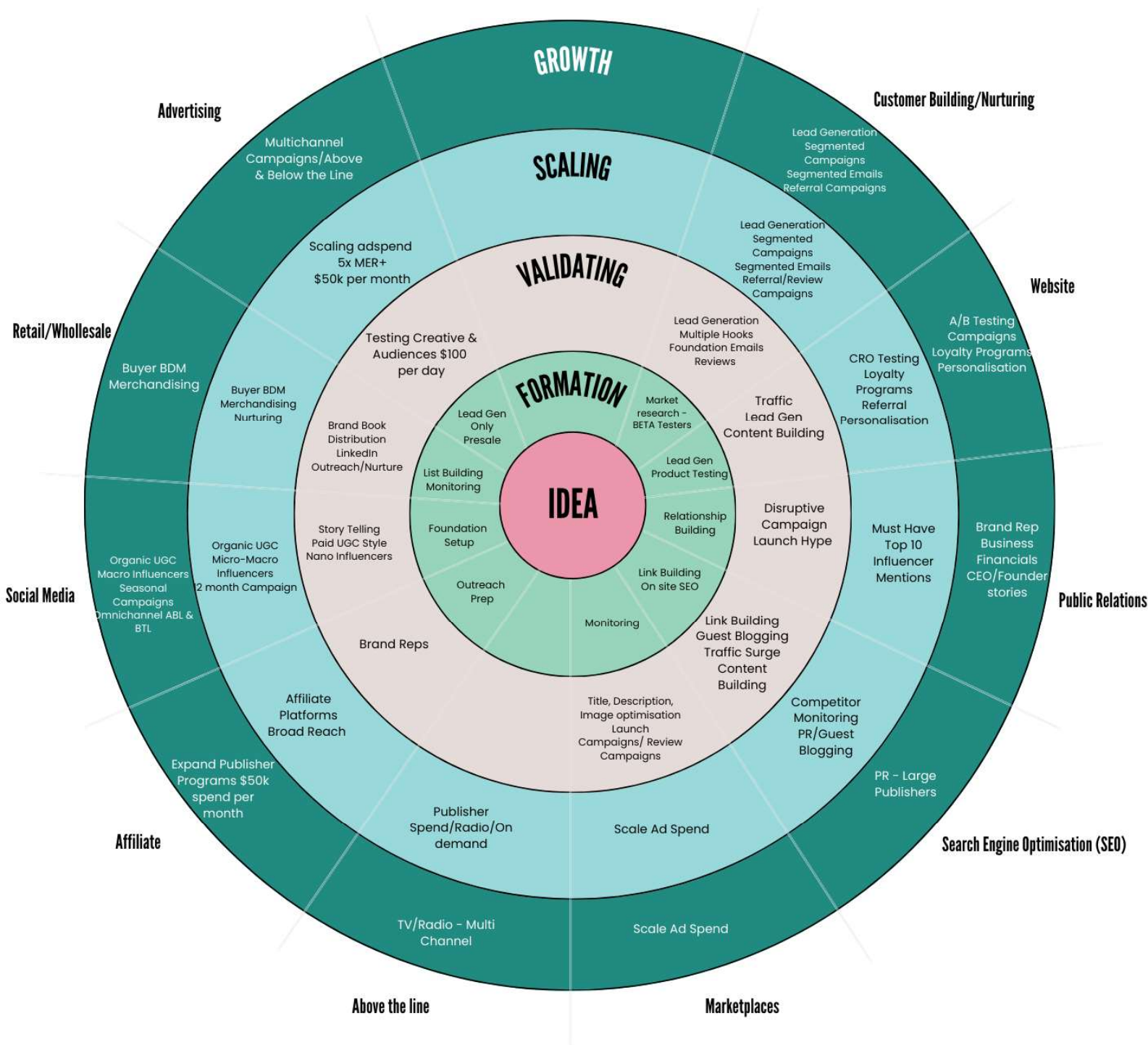
TikTok views for the hashtag #pressonnails (6.5 billion views) have overtaken those for #gelnails (5.4 billion views). Google Trends shows that search for press on nails is at an all-time high. The products pose a terrible environmental impact as most are made from plastic and acrylic. A sustainable option would be well placed on Amazon and beyond.

Many beauty brands have adopted DTC models, bypassing traditional retail channels and selling directly to consumers. Ecommerce platforms provide the infrastructure for successful DTC strategies.

The beauty industry is dynamic, with constantly evolving trends and innovations. Ecommerce allows brands to quickly adapt to emerging trends, introduce new products, and stay ahead in a competitive market.

The Ecommerce Growth Wheel

Part of the “Make Big Ideas” Framework is the wheel of marketing at every stage of product validation. Marketing is not a quick fix, magic fairy dust process. Marketing is hypothesis, testing, optimisation, scale which means that it is constantly fluid. The trick is establishing the right hypothesis and being nimble (or agile) enough to maximise opportunities. Build clever campaigns at every step that gain interest from the media and your audience, for fast growth.



Make Big Ideas Happen in 2024

In 2016, Liza Simpson, the CEO of Shopseller, launched the WCM group of digital agencies, drawing on two decades of enterprise and agency experience. Becoming a single parent in 2018, she not only managed the emotional and financial needs of her three kids but also propelled the agency to a seven-figure success. Since then, these agencies have collaborated with numerous clients, generating hundreds of millions of dollars in ecommerce revenue.

With over 10 years of entrepreneurial experience and holding two marketing degrees, Liza shares the genuine insights into the journey from \$0 to \$1 million. Recognizing the uniqueness of each entrepreneurial path, she offers a refreshing departure from baseless e-commerce courses. Her book is a comprehensive exploration of the entrepreneurial journey, delving into the emotional, spiritual, and financial dimensions.

Key contents:

- **The entrepreneurial mindset.**
- **Understanding Innovation & Invention.**
- **Core foundations of creating an ecommerce business not just a product**
- **The Big Idea Code.**
- **The launch and scale framework that has generated over 100 million in ecommerce sales.**

Comes with additional practical tools such as pricing models & launch checklists



The book is scheduled to debut in November 2022, and we are on the lookout for 50 individuals to receive a complimentary copy before its official launch.

[Register here](#)