

OMG!

BANG!

BANG!

YEAH!

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VOL. 1

LIMITED EDITION

EBOOK

# WHAT, WHERE AND HOW TO SELL ONLINE IN THE NEW E-COMMERCE REALITY

ALARM!  
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ALARM!



UH

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THE IMPACT OF COVID-19  
ON THE GLOBAL E-COMMERCE

WOW!



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\$ 4.99



# TABLE OF CONTENTS

<b>Introduction: The current e-commerce reality.....</b>	<b>2</b>
<b>Top Selling Items on Marketplaces</b>	
<b>What to Sell Online Right Now and where.....</b>	<b>3</b>
<b>The Impact of Covid-19 on Product Categories.....</b>	<b>9</b>
<b>Market Saturation.....</b>	<b>10</b>
<b>Key Recommendations for Online Sellers.....</b>	<b>11</b>
<b>Optimizing product listings to improve their visibility on market places:</b>	
<b>Analisis.....</b>	<b>12</b>
<b>Conclusion.....</b>	<b>15</b>



# INTRODUCTION: CURRENT E-COMMERCE REALITY

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COVID & Post COVID-19 continue to affect international e-commerce sales. The world is changing rapidly. Businesses need to pivot quickly to stay competitive, often by adjusting their product portfolio or exploring options on alternative markets and marketplaces. What will the future of e-commerce look like? Nobody knows for sure, but there's good news. Despite the general volatility of the current environment, e-commerce seems to be at the forefront of retail.

New opportunities are up for grabs. However, this also means more competition and eventually market saturation. So how to not only survive, but also thrive in the current e-commerce environment? **Listen to your business intuition, but above all: make informed decisions.**

Sometimes you'll need to react to events as they're unfolding. However, you don't have to choose the time-will-tell approach most of the time. The fact is that you already have access to data that can help you prepare for the future and maximize your chances of growing your online sales on both domestic and international markets.



# TOP SELLING ITEMS ON MARKETPLACES: WHAT TO SELL ONLINE RIGHT NOW

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To start with, when we talk about the top-selling items on any marketplace, this doesn't necessarily mean that you should sell these specific products. Your final decision will depend on multiple factors, such as competition, demand in the markets you sell, "unexpected" world events or your specific business situation.

No strategy is likely to guarantee you'll pick a best seller every time, but you can still maximize your chances of success. In fact, you may need to experiment with a few different items. Furthermore, any time you're looking to add new products, you should research the market to ensure the product will still be in demand by the time you get set up.


Before I share findings from my research, let's take eBay and Amazon to see what has sales potential on two of the most popular e-commerce platforms in the world.





## #1 TOP SELLING ITEMS ON eBay


 Mobile Phone & Accessories. Best sellers include mobiles and their accessories, like silicone cases, tempered glass screen protectors, car iPhone holders, etc.

 Video Games. Video games and video consoles are among eBay's best selling products.

 Health and Beauty. Best selling products on eBay in the Health & Beauty category are Vitamins & Dietary Supplements, Skincare products, perfume, hair straighteners and hair dryers.

 Home and Garden. Home & garden products are very popular on eBay, especially in springtime. Home furnishing items such as lighting, coffee tables, and sofas are among eBay's best selling items. Popular garden items include barbecues, garden furniture and more.

 Fashion. Fashion is the category most often searched by shoppers. With the change of seasons, the fashion category is popular all year round.

 Crafts. The most popular categories in Crafts are Jewelry making beads, Stone beads, Scrap booking & Paper Crafts.

## #2 TOP SELLING ITEMS ON AMAZON

A good starting point for identifying top selling items on Amazon is a list of current best sellers that the platform itself curates and updates hourly. Amazon's best seller list is a way to gather ideas by checking what sells best and is trending. However, on top of that, you need a more scientific approach.

Categories with sales potential on Amazon;



Toys & Video Games



Electronics



Camera & Photo Video Games



Books & e-books



Clothing, Shoes & Jewelry



Health & Beauty Fitness Home



Kitchen Garden & Outdoors



Handmade Pet Supplies

You need to know the stats sales potential on Amazon: behind each product before



you decide to invest in it:

- What are its average monthly sales?
- How many other people are selling it?
- What is its average price, average reviews or sales history?
- What kind of sales margins can you expect?
- Are its sales trending up or down?

### #3 WHAT TO SELL ON MARKETPLACES IN TIMES OF THE PANDEMIC & POST-PANDEMIC?

Check out the lists below to see what has been selling best on eBay and Amazon during and post-pandemic.

eBay	Amazon
1 Masks & sanitizers	Face Masks
2 Webcams	Peel-off face masks
3 Puzzles	Nail Polish
4 Painting Equipment & Supplies	Hair care products
5 Cardio Equipment	Fitness items
6 Laptop Docking Stations and Power Adapters	Yoga Mats
7 Golf Training Aids	Water bottles
8 Wireless Routers and Mobile Hot spots	Games and puzzles
9 VR Headsets	Board Games
10 Lego Building Toys	Laptop Skins
11 Strength Training	

#### A word of caution

Bear in mind that coronavirus makes things a little tricky as shoppers may not have as much money to spend on personal items or gifts. On the other hand, in the era of social distancing and quarantines, more people are shopping online than ever before.

## #4 WHAT TO SELL ON MARKETPLACES: CHECKLIST

When choosing products you want to sell on marketplaces, have you considered the points, tips and ideas below?

Look at the top selling products for each category and find trending products.

- Research top sellers on a few marketplaces for further clarification and to identify product gaps
- Choose items with high demand "or some demand": any product you plan to sell should achieve at least 10 sales per day.
- Find and consider a niche with consistent demand.
- Consider products with low competition that could indicate an untapped market.
- Consider products that are inexpensive to acquire/make.
- Consider uncomplicated products so you avoid potential customer issues.
- Pick products that are easy to ship. Be careful with items that are fragile, breakable, perishable or prone to damage.
- Avoid being too trendy or seasonal so you have consistent sales throughout the entire year.
- Avoid picking heavily saturated markets and consider international markets.
- Leverage existing product reviews, a product with small number of reviews in the 4-5 star range could mean that the product is emerging as a top seller.
- Consider creating your own brand. Private label products can be less expensive to purchase compared to big names.



## #5 SELLING NICHE PRODUCTS

Consider narrowing down your research to a point where the product you're about to sell is so specific that competition is drastically reduced. This way you should only attract serious buyers and your product should be easier to find for people searching for it, too.

However, at the same time bear in mind that selling niche products can mean a fairly limited audience for your products, which may also bring extra risks. My analysis will provide you with further insights regarding this question. If you don't have a niche yet, start with the basics:

- What are the most searched for keywords on a given marketplace?
- Which products are most successful?
- What's the demand for the product and the level of competition?
- What are the expected sales margins?

Additionally, find a gap in the market through simple organic search or by reading customer reviews in your product market niche. You might discover that customers are unsatisfied by the current brands or product availability and want something you can provide or think of providing. Niche products on Amazon take pet supplies for example. As many sellers will offer standard dog training aids, consider narrowing it down to very specific training aids, like the clicker and then possibly even further to clickers with a wrist strap, for instance.

# THE IMPACT OF COVID-19 ON PRODUCT CATEGORIES

Overall, the pandemic and post-pandemic has had a positive effect on e-commerce sales and has increased product demand and online purchases. This has been due to social distancing and people spending more time at home, working remotely, exercising at home, children learning remotely, etc.

As a result, international sales increased in the following categories in the majority of markets:

- 🏆 Sporting Goods
- 🎮 Toys & Games
- 🏢 Business, Office & Industrial
- 🌿 Garden & Patio
- 🔧 Home, Furniture & DIY
- 📶 Home Appliances
- 📷 Cameras & Photography

At the same time, categories with cosmetics and clothes suffered the most as people who stayed at home seemed to have focused less on their looks.



# MARKET SATURATION

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With billions of listings, eBay is a very competitive marketplace. As a result, in some categories it may be hard to make your products stand out. When assessing competition, it's important to consider a market saturation level: a metric that measures a relation between product supply from sellers and demand from buyers. Small markets and niche categories saturate faster as there's less demand from buyers. In contrast, bigger markets and popular categories have a much higher capacity and can effectively accommodate bigger supplies from sellers.

## **Market saturation vs. sales potential: analysis**

- In general, markets with the biggest sales potential for international sellers are markets with the highest demand and highest capacity, such as the USA and the UK. Such markets are still able to absorb new supplies. This means that sellers can still achieve dynamic sales growth when expanding their inventories.
- Other markets with high sales potential include France, Germany and Italy. Based on my observations, in these markets supply has grown slightly faster than demand in recent years. International inventory is at a stable growth stage. - As there are early signs of saturation in these markets, product optimization to improve listing visibility and its attractiveness is playing a bigger and bigger role, like price and shipping optimization, adding good photos and product descriptions, improving SEO (title, attributes to match search filters), advertising and promotion, etc. •

# KEY RECOMMENDATIONS FOR ONLINE SELLERS

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## Maximizing product

Visibility is crucial for e-commerce sellers. Competition is huge, especially on some saturated markets. If we take eBay:

- Consider advertising with eBay/Amazon Promoted Listings.
- Ensure that recommended attributes are in place in your product listings and they match search filters. More on that in the next section. “Optimizing product listings to improve their visibility on marketplaces”.
- Use free shipping to attract more customers.

Make sure your products are available on all major markets.



**Don't Focus on things you can't control It's time to stop f\*\*\*ing around and get to work**

# OPTIMIZING PRODUCT LISTINGS TO IMPROVE THEIR VISIBILITY ON MARKETPLACES: ANALYSIS

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I aim to provide the best possible e-commerce solution to help marketplace sellers increase their revenue. One of the ways to maximize conversion rates is by optimizing product attributes "Attributes are features that allow users to know and find what your offer and improve product listing visibility" as a result, color, size, price, location, description, material, style etc.



## **#1 PRODUCT LISTING VISIBILITY ON MARKETPLACES**

The journey of a buyer towards the purchase of a good or service. One of the key aspects of this framework is the concept of “visibility”: how likely a particular product is to be found by a potential buyer.

In contrast to other factors like price that mainly impact the final decision of the buyer, product visibility is affected by the particularities of the search engine and the interface implemented by the marketplace. A clear example of this are the widespread search filters.

Search filters on marketplaces help buyers refine their searches and see only those listings that match the criteria defined by the search filter. In other words, only products that contain the attributes "or specifics search items" and values defined by the search filter will be displayed in search results.

## **#2 LOCALIZING MARKETPLACE LISTINGS: CHALLENGE**

Finding corresponding product attributes can be tricky when a product listing is localized on different international sites or markets of a given marketplace. In other words, the attributes in the original listing may not correspond with the recommended ones in the destination market.

The challenge goes beyond the simple translation of specific attributes.

Consider this example. Let's say, if you are looking for a specific an original product listing on eBay or amazon in Italy containing an attribute called "Colore". We want to localize this listing for eBay/Amazon in the United States marketplace. It may seem obvious that we should simply translate "Colore" (Italian) into "Color" (English).

This, however, may result in product visibility issues. The recommended attribute in the destination market "in this case United states" may not be a direct translation but a different word / phrase, or-instance "Color principal". Such situations are quite common on different markets / sites of the same market.



# CONCLUSION

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Multichannel and multimarket sales strategy provides sellers with more opportunities as well as options in the event of adversities.

At the same time it's crucial to pinpoint what to sell and where to sell it. Additionally, to beat competitors, sellers must maximize their product visibility. Finally, staying proactive is essential, especially if the future feels uncertain.





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**I hope this information help you understand better how to sell your products online. My goal is to help as many people I possibly can in their entrepreneurship journey.**

**If you enjoyed my short book please consider leaving a review on Amazon to help others discover it.**

**Thank you,  
Marcel.**