

100+ Best Products To Sell in 2019



Table of Contents

1. 10 Best Women's Clothing to Sell in 2019

#1. Seamless Bra	8
#2. Lambswool Coat	10
#3. Oversized Sweater	11
#4. Winter/Spring Coat	12
#5. Shapewear	13
#6. Ponytail Beanie Hat	14
#7. Color Block Top	15
#8. Leather Jackets	16
#9. Floral Spring Jacket	17
#10. Padded Swimwear	18
What The Experts Say About Women's Fashion Trends in 2019	20

2. 10 Best Men's Clothing to Sell in 2019

#1. Men's Plaid Shirt	23
#2. Hooded Sweatshirt	24
#3. Wool Coat	25
#4. Men's Body Shaper	26
#5. Sexy Men's Underwear	27
#6. Spring Jacket	28
#7. Tech Gloves	29
#8. Men's Novelty Socks	30
#9. Gym Pants	31
#10. 3D Sweater	32
Men's Fashion Trends in 2019, According to Experts	33

3. 10 Best Home Products to Sell in 2019

#1. Travel Map	35
#2. Crystal Water Bottle	36
#3. Hair Stopper Shower	37
#4. Pet Grooming Tools	38
#5. Makeup Organizer	39
#6. Knitted Throw Blanket	40
#7. Pet Bed	41
#8. DIY Wall Art	42
#9. Reversible Umbrella	43
#10. Reusable Straws	44
Home & Garden Trends to Look Out For in 2019	45

4. 10 Best Jewelry Online to Sell in 2019

Bracelets for Women	48
#1. Color Block Earrings	48
#2. Charm Bracelet	49
#3. Solar System Bracelet	50
Necklaces for Women	51
#4. Pendant Necklace	51
#5. Initial Necklace	52
#6. Multilayer Necklace	53
Other Jewelry To Sell Online	54
#7. Calendar Keychain	54
#8. Smartwatch	55
#9. Hoop Earrings	56
#10. Wave Ring	57
Jewelry Trends to Look Out For in 2019	58

5. 10 Best Beauty Products to Sell in 2019

#1. Magnetic Eyelashes	61
#2. Shimmer Nail Polish	62
#3. Hair Wigs	63
#4. Pore Cleanser	64
#5. Travel Makeup Brushes	65
#6. Posture Corrector	66
#7. Anti Snoring Device	67
#8. Back Massager	68
#9. Neck Pillow	69
#10. Face Massage Roller	70
Beauty Trends to Look Out For in 2019	71

6. 10 Best Watches to Sell in 2019

#1. Smartwatch	73
#2. Marble Watches	75
#3. Starry Skies Watch	76
#4. Wooden Watches	77
#5. Luminous Watch	78
#6. Analog Watch	79
#7. Luxury Watch	80
#8. Minimalist Watch	81
#9. Kids' Smartwatch	82
#10. Kids' Walkie Talkie Watch	83
Watch Trends to Look Out For in 2019	84

7. 10 Best Baby Products to Sell in 2019

#1. Baby Wrap Blanket	86
#2. Baby Hip Seat	87
#3. Baby Moccasins	89
#4. Cute Baby Dress	90
#5. Mother and Baby Beanie Hats	91
#6. Baby Glove Teether	92
#7. Dinosaur Jumpsuit	93
#8. Spill-Proof Bowl	94
#9. Warm Baby Clothes	95
#10. Baby Sleep Cap	96

8. 10 Best Lamps and Lights to Sell in 2019

#1. LED Lights	98
#2. Photo Twinkle Lights	99
#3. Reading Light	100
#4. Night Light Projector	101
#5. Camping Headlamp	102
#6. Wall Lights and Sconces	103
#7. Bulb Loudspeaker	104
#8. Selfie Night Light	105
#9. Bathroom lights	106
#10. Novelty Lights	107
Lighting Trends to Look Out For in 2019	109

9. 10 Best Home Improvement Products to Sell in 2019

#1. Measurement Tool	112
#2. Night Vision Security Camera	113

#3. Water Saving Shower Head	114
#4. Essential Oil Diffuser	116
#5. Fabric Steamer	117
#6. Robot Cleaner	118
#7. Mini Fan Heater	119
#8. Shower Caddy	120
#9. Sponge Paint Roller	121
#10. Flashlight	122
Home Improvement Trends 2019 According to Home Experts	123

10. **10 Best Wedding Decorations and More to Sell in 2019**

#1. Wedding Evening Dress	127
#2. Bridal Ball Gown	128
#3. Artificial Petals for Weddings	129
#4. LED Wedding Balloons	130
#5. Heart-shaped Wedding Confetti	131
#6. Fake Wedding Flowers	132
#7. Flower Girl Dress	133
#8. Silicone Wedding Band	134
#9. LED Marquee Letters	135
#10. Men's Formalwear Bowtie	136
Wedding Trends 2019 According to Wedding Experts	137

1

Women's Clothing

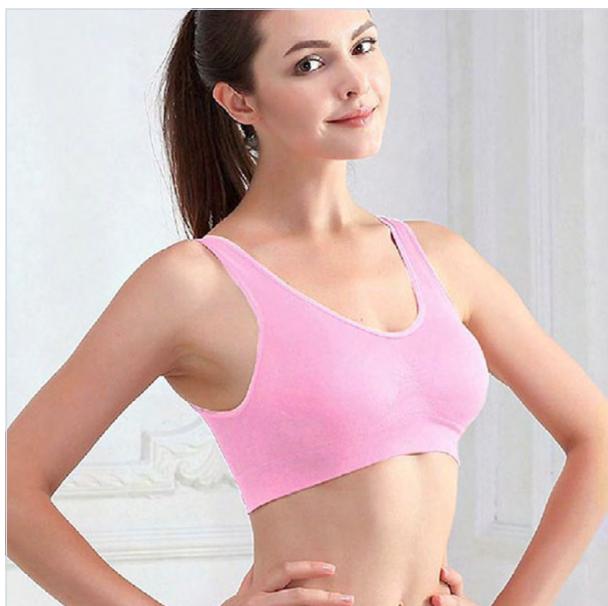
10 Best Women's Clothing to Sell in 2019

Women around the world are getting ready to upgrade their closets with the latest women's clothing for 2019 - and your store can cash in on these new trends.

The trendy clothes on this list make up some of the hottest fashion trends women will be snatching up over the year.

This list of women's clothing will be updated throughout the year so that you can always sell women's fashion women actually want to wear.

#1. Seamless Bra



[Start selling seamless bras](#)

As the athleisure trend continues to grow, so will the popularity of women's sport clothing items. This includes leggings, tank tops, and this [seamless bra](#). This padded seamless bra can be worn as a standalone piece during a workout or underneath a tank top.

It comes in seven colors: beige, black, white, light blue, light pink, light purple, and red. It also accommodates an extensive range of sizes from S to XXXL.

The product has amassed thousands of customer sales in the last six months as you can see on the product page. This bra will likely be popular during peak fitness season in January as well as in the summer months when it gets a bit hotter out. By the way, check out how fast the athleisure niche is growing according to [Google Trends](#).

Athleisure is one of the best women's clothing [niches](#) for sellers in 2019.

When choosing a target audience for this [seamless bra](#), you can reach women in various ways. You might experience with different age groups and types of fitness activity. For example, you might try “running,” “yoga,” “zumba,” “crossfit,” and other various fitness niches to find the ideal [target audience](#) for your product.

Consider your target market when deciding on a niche for your fitness clothing store. For example, do you want to target a general fitness audience or do you want to zero in on a specific niche so you can better cater your marketing to that audience?

You can always expand your niche to serve a bigger audience overtime. But starting with a specific focus allows you to build an early audience easier.

#2. Lambswool Coat



[Start selling lambswool coats](#)

Sometimes the most popular women's clothing isn't flashy, but comfy. And boy does [this lambswool coat](#) look and feel comfy! This is a great women's clothing product to sell in the cold winter months. It's one of the fastest growing women's fashion clothes too.

This product has been purchased over 1200 times in the last 30 days. It comes in 9 colors from red to army green. It's also available in sizes S to 3XL allowing you to sell these items to women of all sizes.

Want to bundle up more women in trendy clothes like this [coat](#)? Reach out to [influencers on Instagram](#), such as fashion bloggers who have massive audiences. Offer them compensation to take a picture wearing your product and tag your brand in the post.

Customers will likely post comments like "I need this" or "I want this" in the post's comment section.

Reply to their comments or send them a DM to let them know your store carries it in case they don't automatically check your brand's brand page. On the day the influencer posts about your [dropshipping store](#), change the URL in your bio to that exact product page so that customers clicking your [Instagram bio](#) link find the exact product quickly.

#3. Oversized Sweater



[Start selling oversized sweaters](#)

Women's clothing like this [oversized sweater](#) proves that even practical sweaters can be considered trendy clothes. This long-sleeved pullover is oversized meaning that you can add extra layers underneath for the colder months.

It comes in five different fashionable colors including brown, red, beige, black and white. There have been hundreds of orders on this [single sweater](#) in the past 30 days, and thousands in the past six months.

The way to attract more customers to this [oversized sweater](#) is by [creating ads on Instagram](#) and Facebook. You'll need to test out a variety of targeting options. Since you're selling sweaters, you'll likely want to [target countries](#) that are currently having colder, winter weather.

For example, in January, Canada and northern states have colder, harsher climates. However, a country like Australia is having their summer during the same month. Be sure to keep that in mind when [marketing your products](#).

#4. Winter/Spring Coat



[Start selling winter/spring coats](#)

With the right coat, any woman can look chic with little effort. This [thin coat](#) may be used for winter or spring/autumn months depending on how cold it gets. For example, this isn't the ideal coat for the traditional Canadian winter. However, it may be just what you need during a spring or autumn day.

This coat, like many fashion items, is an [impulse buy](#) as you might search for the product but ultimately buy it based on its appearance. This coat

comes in four different colors: black, brown, gray and dark gray. And has amassed nearly 1,000 orders over the past month proving its popularity.

Bundle up your customers with this [chic coat](#) by reaching out to influencers during peak coat season. For example, you might reach out to fashion bloggers with big Instagram followings. Ask that [influencer](#) wear the coat, take pictures, share those pictures with their audience and then tag you. You'll be able to attract some sales to your store.

If you're looking to minimize your risk, you can offer an [affiliate link](#) instead of compensation, so that the influencer gets paid per sale. You'll get more rejections from influencers this way. However, it lowers your overall risk as you only pay influencers when they bring you a sale.

#5. Shapewear



[Start selling shapewear](#)

Whether a woman's just given birth or has put on a couple extra pounds, she may feel uncomfortable with the appearance of her stomach. As a result, she turns to a product like [shapewear](#) to help create a better figure.

Wearing [shapewear](#) underneath clothing helps tighten the appearance of your tummy and helps create a slimming silhouette. According to [Google Trends](#), "shapewear" searches have been climbing for a couple of years now.

Direct women towards [this shapewear](#) by targeting [Facebook ads](#) towards women who are classified as "New Parents". By doing this, you'll find women who may feel self-conscious about their midsection after birth.

This can help them fit into their clothing without buying a new wardrobe or spending hours at the gym.

#6. Ponytail Beanie Hat



[Start selling ponytail beanie hats](#)

Some fashion trends, like this [ponytail beanie hat](#), come up so quickly that if you blink you may miss out on sales.

If you're looking to find a clear-cut [winning product](#), this beanie is the perfect item to stock. Unlike most beanies, this hat allows you to wear a ponytail with it – and this slight alteration results in big sales.

Peak season for this product will be in the winter months, so target this product towards customers in the

southern hemisphere from May to August, and towards customers in the northern hemisphere from September onwards. This hat comes in 20 different colors so your customers will have plenty of options to choose from.

You can promote this beanie a number of ways. For example, you can create ads on Facebook and Instagram, as it's an [impulse product](#).

Another smart strategy would be to reach out to fashion bloggers and have them share the product on their blog or [social media channels](#). Additionally, you can ask influencers to post [product photos](#) of them modeling the beanies so that customers can see what the [beanie hat](#) looks like when worn.

#7. Color Block Top



[Start selling color block tops](#)

One of the biggest women's fashion trends of late 2018 and early 2019 is [color blocking](#). This trend can be found in many garments, from t-shirts to sweaters to even jewelry. The design consists of blocks of colors or patterns within a piece of clothing as part of design.

The simplicity of color blocking makes it perfect for everyday wear.

Just take a quick look at this [Google Trends](#) data, which shows that search volume for "[color block top](#)" has been increasing steadily for the past five years. But remember, this fashion trend isn't limited to sweaters so don't forget to add other women's clothing items that match this pattern.

Since this is a popular fashion trend, the easiest way to give it attention on your store is to create a category of trends in your website's top navigation. Some retailers like [Suzy Shier](#) add a section called "Trends" which includes a list of the top trends of the current season. That way, if customers are looking to shop the latest trends they can see which collections you have.

The cool thing about this is that if customers love a specific trend like say color block, they may buy multiple products within the same style which will help you increase your [average order value](#). Plus, over time, you might start ranking for the trend in search results since you're constantly adding or removing products from within that collection.

#8. Leather Jackets



[Start selling leather jackets](#)

With over 360,000 monthly searches for “leather jacket”, it’s pretty safe to say that this evergreen fashion trend is one that you can count on being popular in 2019 and years to come. For this section, we’re going to share two leather jacket styles that you can sell on your store in spring 2019.

This [red leather jacket](#) has had just over 100 sales in the past 30 days - a sure sign that people’s interest in this spring jacket is picking up. It also comes in four other colors: black, pink, sky blue

and red giving your customers a pretty decent choice selection to choose from.

This [motorcycle jacket](#) is also another popular leather jacket to sell on your store. It’s had over 4200 sales in the past six months. It comes in a few different colors. Help your customers add an edge to their look by promoting these leather jackets on your store.

A great way to promote them would be to reach out to influencers. The jacket style is attention-grabbing, especially the [vibrant red jacket](#).

If [customers](#) see influencers wearing the jacket, they’re more likely to envision themselves wearing it. You can create ads using the influencer’s photos, as long as you’ve got their permission, and you can use their influence to help sell more of them on your store.

You can also try working on an SEO strategy by [creating content](#) about leather jackets on your store's blog. Keep in mind that you'll need to devote a few months to this practice so be sure to start a few months before the spring and autumn seasons arrive.

#9. Floral Spring Jacket



[Start selling floral spring jackets](#)

Nothing says spring and summer 2019 better than floral patterns taking over your wardrobe. Fortunately, there's a never-ending selection of floral women's clothing on Oberlo.

You can stock up your store with products like this [floral spring jacket](#) which has had over 100 orders in the past month or this [floral skirt](#) which also shows a lot of potential.

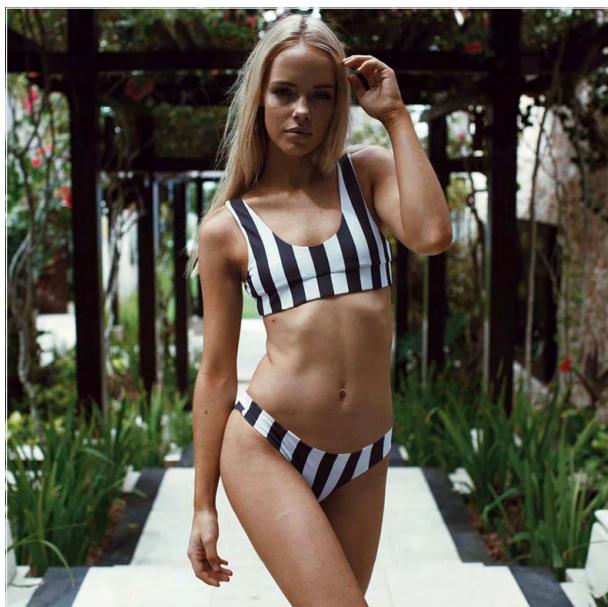
And of course, you can also sell [floral dresses](#), bathing suits, and other

women's clothing items with a floral pattern. [Google Trends](#) shows that between March and July search volume is at its highest for the keyword "floral clothing" so that would be the best time of year to sell women's clothing with floral patterns.

You can create Facebook and [Instagram ads](#) targeting women in their twenties and thirties to help promote your floral apparel. Create ads that lead directly to the [product page](#) of the product you're selling (the one in your picture) so that customers can find the exact product with ease.

You might end up adding a floral section under a Trends collection for the spring and summer seasons that customers can browse as well. You could also add recommend products that feature a floral pattern for customers to see the other designs as well.

#10. Padded Swimwear



[Start selling padded swimwear](#)

By the time most people figure out fashion trends, there's so much competition that they just don't stand a chance next to big box retailers. Fortunately, this trend is still so early that it currently has less than 1,000 monthly searches for the "padded swimwear" keyword.

Peak season for these searches come between May and July. [Google Trends](#) shows that there's a slight growth with each season. And considering how influential influencers can be at

making a trend happen, it's only a matter of time this keyword really takes off.

New stores selling swimwear or beach products will want to create a collection targeting the "padded swimwear" or "padded swimsuits" keywords to get a jump start on this product before others start catching on.

In the past 30 days, there've been over 250 orders for this specific [padded bikini set](#). So, what's the easiest way to make this fashion trend take off?

Start with influencers who post a lot of beach photos. Reach out to several influencers on Instagram and have them change the link to your [padded bikini set](#) product in their bio. The secret is to get them to add a UTM tag so you'll know exactly which influencer is bringing you sales so you know whether to work with them in the future or not.

By reaching out to several influencers with engaged followers, you can increase the odds of driving sales back to your website. You can also have a [retargeting ad](#) running on your store so in case customers don't buy the first time, you can win them back with your ad.

What The Experts Say About Women's Fashion Trends in 2019



Chiara and Gloria Piscedda,
Fashion Designers of [ChiGlo](#)

"We think that long and tiered dresses - an expression of romanticism and femininity - will remain a huge trend for 2019. We also predict that pure all-white outfits, which effortlessly make sophistication come alive, as well as the blazer, an element that adds character and is capable of transforming every look, will be very popular go-to choices in the upcoming season."



[Heather Loduca](#), fashion
stylist and personal shopper

"BEIGE is the biggest colour, and wearing full monochromatic outfits with the colour is how to execute this trend. Soft suiting (matching pants and jacket with a loose almost athleisure fit) is huge and can be worn traditionally with a dress shirt or more modernly with a crop top or sports bra underneath. Finally, the 'Wet Suit' is a big one this year. Bodysuits, shorts and fitted crop tops in "scuba material" are being worn with regular day wear such as jeans, tee shirts and hoodies. We're mostly seeing these pieces in bright neons and primary colors."



Naomi Ellis, Professor of
Fashion at Arizona State
University

“2019 is going to be all about shorts, short shorts and bike shorts that is. Top influencers and celebs are wearing them everywhere. Even Chanel’s Spring runway show paired bike shorts with blazers for a more chic look. However, if bike shorts just aren’t for you, short shorts, renamed mini shorts, are also making their way back to us for 2019.”



Beata Hajde, Co-Founder
and Chief Editor at [Give Me
a Bag](#)

“Fashion always seeps into bag designs, and I’ve been seeing a few notable patterns during our reviews. I think 2019 will be the year of bold and colorful styles. One of the most chick style will be ‘loud leopard’ print on everything: think pairing a leopard printed coat with leopard printed shoes and bags and you already get the idea. If you want to choose more of a low-key style, neon and lavender colors are definitely the way to go. If you want a more feminine look, you’ll love coats and blouses with puffed shoulders. Then again, if you want go wild, I think the neo-gothic style will return with its dark and moody vibes to shake the world in 2019.”

2

Men's Clothing

10 Best Men's Clothing to Sell in 2019

In 2019 men's style will be evolving more than ever. You'll still see some of the popular staples like plaid shirts bringing in a ton of sales. However, you'll also discover that athleisure will be changing up the game for men everywhere. And we've even noticed a trend for sexy novelty underwear! So let's dive in to the top men's clothing you'll want to stock up your stores with in 2019.

#1. Men's Plaid Shirt



[Start selling men's plaid shirts](#)

In 2019, people will be mad about plaid. There was a sudden growth in search volume for "plaid shirts" in September 2018. But let's be honest, plaid is an [evergreen style](#) that's popular year after year. And hey, it's been [steadily growing](#) each year too.

So, if you're selling in the men's fashion niche, make sure you have several different plaid styles available on your store like this [plaid shirt](#). This shirt has had over 1400 orders in the last six months, proving this is a timeless item of clothing men really want.

When it comes to men's clothing, you want to make sure every style of the [plaid shirt](#) is visible. Instead of having all these styles hidden on this one product page, you can actually "Split Product" under "More actions," which will create separate [product pages](#) for every style on that product. How does that help you? It shows that you're adding more products to your website which gives you an increased chance of getting found through search engines like Google.

But remember, you don't want to write the exact same copy on all those product pages. That's called duplicate content, and it can hurt your Google rankings long-term.

#2. Hooded Sweatshirt



Men's clothing needs to be fashionable, but perfect for everyday wear in order to sell well. Fortunately, this [hooded sweatshirt](#) fits that combo perfectly

This product's sales have remained steady over the past six months, with over 2,000 orders. This sweatshirt comes in seven colors: black, white, khaki, burgundy, and more.

The neutral tones of this sweatshirt prove that this isn't just another men's fashion fad but perfect for men to wear for years to come as well.

Promoting [these sweatshirts](#) will involve a mix of [influencer marketing](#) and [Instagram marketing](#). You can reach out to male influencers on Instagram and ask them to wear, photograph, and share your sweatshirt with their audience.

When the post goes live, you can DM all men who comment on the post to try to encourage the sale of your sweatshirt. Take notice of the people who say they like the shirt. They might be a great [target audience](#). Figure out what those men have in common and create an ad targeting that interest.

For example, if you find men who work out a lot tend to want this sweatshirt, you might use fitness keywords to try to attract your audience with your ad.

#3. Wool Coat



[Start selling wool coats](#)

Men's clothing can take the average guy and turn him into a fashionable, sophisticated one. All it takes is a simple [wool coat](#) to do the trick. With over 27,000 monthly searches for the keyword "men's wool coat" in Google each month, it's clear that this men's clothing piece is a must-have in every man's closet.

Oberlo has a few wool coats you can choose to experiment with and sell on your store, like [this one](#) or this [wool sweater jacket](#) or this [wool jean jacket](#).

When promoting these wool coats, jackets or sweaters, you can add them to a specific product category called “Wool Coats” so that men searching for wool coats will see all the options you have on your store.

Since there is a substantial search volume for that keyword, as mentioned earlier, you can begin to rank for the keyword overtime.

All you have to do is continue to add [new products](#) regularly and remove unpopular products that don't sell well to better optimize your product collection. You can also create [Google Shopping ads](#) or search-based ads to help attract more people to your store's wool coats.

#4. Men's Body Shaper



[Start selling men's body shapers](#)

Over the past few decades, shapewear has helped women create a slimming silhouette. In fact, women's shapewear has been so successful that this men's fashion trend is now gaining popularity. The body shaper comes in two colors, orange and black. It's also got eight sizes to choose from.

[Google Trends](#) shows that there's been a steady growth of searches for “men's shaper” with January of 2017 hitting an all-time high. The best way to help men find your [men's shapewear](#) is through organic search.

There are about 5,400 monthly searches for “shapewear for men.” Interestingly enough, ‘shapewear for women’ gets 9,900 monthly searches.

It’s expected that women would be more interested in shapewear than men. However, the gap between them is only a mere few thousand proving the viability and popularity of targeting men.

By creating [Google Shopping ads](#), creating [blog content](#) about men’s shapewear, creating optimized product collections for men’s shapewear, and creating traditional Google ads, you’ll increase your chances of getting found organically.

#5. Sexy Men’s Underwear



[Start selling sexy men's underwear](#)

Some of the most popular men’s fashion right now is... sexy men’s underwear. It may be a bit more revealing than what you’re used to seeing at your local Calvin Klein but its popularity is unlike anything you’ve ever seen.

Take a look at this one [underwear style](#) (NSFW) – in the past six months, it’s amassed over 1,600 sales. This [men’s briefs](#) (NSFW) has seen over 1,000 sales in the past six months. And there are more just like it.

Considering how underwear is a must-have undergarment, it’s no wonder that these men’s clothing pieces have been performing so well. When it comes to

selling [underwear](#) (NSFW) this revealing, you'll likely have to use an organic search approach. However, if you do use Facebook or Instagram to advertise your store, remember that exposed buttocks are not permitted in content or ads.

Also, be sure to use an image of the underwear without the model wearing it.

To rank organically, you'll want to use long-tail keywords to increase your chances of ranking. For example, "underwear" is too competitive for a small or mid-sized brand to rank for. Heck, even "sexy men's underwear" has a lot of competition.

However, you can [write content](#) for keywords like "men's underwear styles" and include a list of underwear styles that you sell on your store with some text describing each style. That keyword gets 4,400 monthly searches but is also less [competitive](#).

#6. Spring Jacket



[Start selling spring jackets](#)

This spring jacket has been springing up in sales, especially in the last 30 days. Over 1600 customers have placed orders for this jacket or one of the other two styles. And in the past six months have seen thousands of orders on this [spring jacket](#). Even though this jacket has a casual look, it can still create a polished men's style making it perfect for everyday wear in the spring and autumn months. The jacket also comes in five sizes, ranging from M to XXXL, to help store owners reach a bigger audience.

To help you [attract more sales](#) for your men's fashion store you might want to channel some help from male [influencers on Instagram](#). Men with large, engaged, male-dominated audiences might be good partners to help elevate your brand. The influencer can create an image or video of them posing in your store's jacket and share their post with their audience.

You'll likely get sales from it so long as they tag your brand in the post, but feel free to also DM people commenting about your product in the post's comment section.

#7. Tech Gloves



[Start selling tech gloves](#)

Nobody wants those cheap winter gloves you can't text or use your phone in. Fortunately, there's been a rise in [tech gloves](#) which allow you to do just that – while keeping your hands nice and toasty.

These gloves can also be used for motorcyclists and winter sports enthusiasts. The sleek, thermal design makes it perfect for everyday wear in the winter months, and its appearance is perfect regardless of whether you dress up or down.

When targeting customers for tech gloves, you can start by [targeting countries](#) with colder climates during their winter season. And you can also target people based on the mobile device they use.

Also, you might reach out to someone who has an iPhone and recommends these gloves to them so that they can use their phone while walking outdoors.

#8. Men's Novelty Socks



[Start selling novelty socks](#)

They're quirky. They're trendy. And they sell well. [Novelty socks](#) have been making big strides in the world of men's clothing. Whether worn for everyday use or for special occasions, these socks help give you a distinct look while adding a touch of personality to your outfit.

Entire stores have been creating selling only novelty socks – some as subscription services and some as sock-only stores.

And while you can choose to sell within your men's fashion store or create your own novelty sock store, you'll find that there are so many different styles that you can sell online to your customers.

The best thing about novelty [socks](#) is that they work great as both an [impulse buy](#) and search-based product. For example, socks with the Mona Lisa on it are unique enough that an art lover would buy it immediately after seeing an ad on Facebook or Instagram.

However, “novelty socks” has 8,100 monthly searches so you can also execute an SEO strategy to drive organic traffic to your store. This will help you lower your overall ad costs.

#9. Gym Pants



[Start selling gym pants](#)

As Instagram fitness models keep taking over the internet, more men are stepping up their fitness game. With [athleisure](#) becoming a staple in the fitness apparel world, more men are rocking the trend themselves.

These [gym pants](#) and others just like it are becoming more popular. The casual style makes them perfect for running, jogging, the gym, and many other physical activities.

Instagram is a good starting point for store owners selling men's fitness clothing. You can tap into [influencer marketing](#), reaching out to fitness influencers and having them wear and share your clothing brand.

Additionally, you can search up fitness fan pages and pay for sponsored posts on their page to get some sales without paying a pricy influencer rate as fan pages are generally cheaper.

#10. 3D Sweater



[Start selling 3D sweaters](#)

In 2019, 3D printed clothing will start becoming more popular. Take this men's [3D printed sweater](#), in the past month, it had a growing sales volume with 43 customer purchases.

While this trend still hasn't reached its peak, it's one that'll be growing over the next few years. In the next couple of years, 3D printers will begin to become more popular.

Entire [online stores](#) will be made up of 3D printed men's clothing, jewelry, toys and basically any other physical object you can imagine.

The best way to sell your 3D printed men's clothing is by focusing on visual platforms like Facebook or Instagram. Men will be more likely to buy sweaters like the one above by the way it looks instead of because of how it was created.

So while you can build an online store selling 3D printed clothing, the way the clothing looks will determine whether or not a customer buys it – just like any other fashion item.

Men's Fashion Trends in 2019, According to Experts



Wale Nubi, Menswear
Designer and Owner of
[JoJayden](#)

“Overall, my thoughts on 2019 trends are that fashion is going back to the 90s because there are a lot of BOLD colors and prints happening. Bold checks and plaid patterns, bold brand logos, bold stripes and even bold shoulder pads on jackets and blazers are back in style.”



Jordan Barnett, founder of
[Kapow Meggings](#)

“In 2019 our prediction is the growth of men’s leggings. With changing attitudes towards clothing; the rapid growth of activewear; and more adventurous street and festival apparel we’ve doubled the last two years running, and the plan for 2019 is to double again. This has been across all ranges - Originals, Performance, and our more unique styles - metallic, holographic, glitter.”

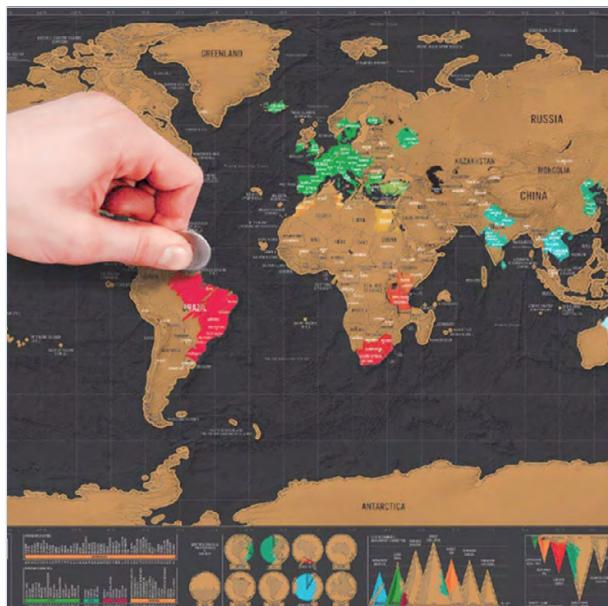
3

Home Products

10 Best Home Products to Sell in 2019

Looking to spruce up your customers homes in 2019? Well, these home products will be a game changer this year. These are some of the most reliable, quirky and fun home products people want - no, need - in their lives. So, don't forget to add these household items to your [online stores!](#)

#1. Travel Map



[Start selling travel maps](#)

When you think of home decor, you usually think of focal pieces like a nice lamp or vase or a stunning wall art. This trending product is an interactive and unusual conversation starter.

In recent months, we've been seeing sales for [scratch off travel maps](#) skyrocketing. Why? Because not only does it show off which countries you've been to, it's also perfect for hanging on a wall.

So if you're looking to promote a fun home decor piece [targeting travellers](#), home products like this are just what you need. This article is so popular that countless suppliers are selling different styles and designs that you can sell to different types of audiences.

What I love about household products like this is how clear-cut the [target audience](#) is. The people likely buying this travel map are likely people who travel regularly.

When choosing targeting options, you might choose to target people based on the type of traveler they are and their travel-based interests to find your ideal customer. The great thing is that there are so many different travel-based segments to choose from so you can explore your options as much as your customers [explore the world](#).

#2. Crystal Water Bottle



[Start selling crystal water bottles](#)

We've been seeing the rise of [crystal water bottles](#) lately. And the styles they come in keep on evolving. Google Trends shows that a really high search volume trend started in [November](#). However, we expect to see other styles grow in popularity.

The crystal bases add a fun look to the inside of your water bottle and while trends may change, we're likely to continue to see other designs take shape within the bottle over the next few years.

Some believe that having crystals in your water offers healing properties. This type of water bottle is very popular among people who practice Feng Shui and paganism, as well as those who are into New-Age wellness.

While the [water bottle design](#) is unlike anything you've ever seen, its marketability comes from its Feng Shui element. Since it's believed that crystals have healing properties, having a water bottle that includes it allows you to market it that way.

Like all home products that make claims, the secret is to be careful with phrasing. For example, instead of saying that this water bottle will heal you, you'd say something like "people believe this crystal has healing properties." Otherwise, you can experience a lawsuit for false advertising. Never make a direct claim when marketing home products like this.

#3. Hair Stopper Shower



[Start selling shower hair stoppers](#)

Home products like this [shower hair stopper](#) prevent things like hair or food from clogging the drain. Considering how expensive a plumber can be, your affordable shower hair stopper can help solve a pretty big problem. Keywords like "sink plug" get 8,100 monthly searches, and there are other trending keywords such as "hair catcher," "sink drain stopper," and "shower plug" which prove that people are searching for products like this.

Marketing your [shower hair stopper](#) will likely be best done visually. You can [create videos](#) showing how your hair stopper catches hair or prevents food from going down the drain. You can then use those videos to create Facebook and Instagram ads.

If you're positioning it as a hair stopper, you might target women as it'll likely be a problem for women with longer hair. However, if you're positioning it as a food catcher, you might target people who like cooking or people who recently bought a home.

#4. Pet Grooming Tools



[Start selling pet grooming tools](#)

So, we all know that shedding is an annoying problem for many pet owners. Dog and cat hair ends up all over your clothes, furniture, and floor leaving you feeling like no matter how often you clean, it's never enough. Fortunately, this home product helps you [groom your pet](#) by vacuuming their hair before it ends up on the floor.

Pet grooming is a [pretty stable niche](#) as search traffic for it has been steady for a few years now. Notably, there are

110,000 monthly searches for "pet grooming", making this a great niche to tackle if you're in the pet space.

The pet niche is very popular across visual platforms like Instagram or Facebook and via search. A great place to start would be to create your own pet fan page.

You can [repost](#) other people's pet pictures (with their permission, of course) to build your own pet brand. Occasionally post product pictures and videos to [drive sales on your store](#).

Another way to tap into early sales on your store. You can reach out to existing pet fanpages and pay them for a post on their page. When I worked in the pet space a few years ago, reposts on fan pages often cost between \$30-\$200 depending on the size of the audience. This was drastically lower than the typical sponsored post of an influencer.

#5. Makeup Organizer



[Start selling makeup organizers](#)

Some of the most popular home products are storage and organization products. This [makeup organizer](#) can help organize messy drawers and better organize makeup products. In the past 30 days, this organizer has amassed over 1400 orders proving its popularity. The storage organizer comes in three colors: black, white, and pink.

While its main function is as a makeup organizer, you can also position it as an organizer for some other function,

such as a kitchen organizer, jewelry organizer, or art supply organizer.

You can position this home product in many ways which allows you to reach a wide range of audiences. For example, if you take your own custom photos, you can create photos that target the kitchen, school supplies, jewelry, beauty and men's grooming niches. With this single product, you can capitalize on sales in so many niches allowing you to increase your sales by serving different [market segments](#). So you'll likely want to explore [Facebook ads](#) to help you target whichever segment you hope to attract to your store.

#6. Knitted Throw Blanket



[Start selling knitted throw blankets](#)

The best home products add a hint of coziness to your home, like this [knitted throw blanket](#). There are over 15 different colors for your customers to choose from allowing them to match the color with the color scheme of their room. With so many colors to choose from, it's not too surprising that this product has seen a pretty substantial order volume: over 1350 orders in 30 days.

To get this product purchased by your customers, you'll want to promote the

[throw blanket](#) on Facebook and Instagram as a home decor piece. You can take custom [product photos](#) or have an influencer take them for you to get different types of photos to provoke different emotions. For example, a blanket in front of a fireplace evokes a different emotion than the product photo above. You can then use those photos for your ads to help [attract more sales](#).

#7. Pet Bed



[Start selling pet beds](#)

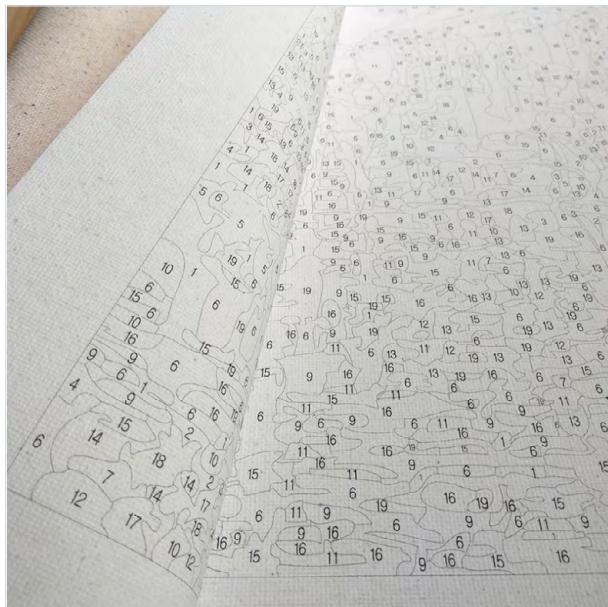
Pets are often treated like members of the family. So, it only makes sense to have home products like this pet bed to make them more comfortable.

This [pet bed](#) has seen over 1600 orders in the past month and over 9100 orders in the past six months. It comes in six colors: brown, green, orange, gray, sky blue, and wine red. The comfortable fleece bed gives your pet a comfortable place to rest or sleep.

With the pet niche, your best bet will likely be promoting your [pet bed](#) products on Instagram. There are countless dog fan pages on Instagram you can tap into to capitalize on sales. Even more still, there are popular dog breeds with fan pages in the hundred thousands or millions that you can do sponsored posts on as well.

As mentioned earlier, on average, the cost of a sponsored post on a pet fan page tends to be between \$30-200 making it one of the more affordable influencer marketing strategies. So feel free to reach out to fan pages by direct messaging the page to work out a deal.

#8. DIY Wall Art



[Start selling DIY wall art](#)

Homes around the world have their walls decorated with art. But what about artists and painters who want to pursue their passion - what's the best art for their wall? Fortunately, this popular home product is taking over.

It's a [DIY wall art](#) that allows people to paint by number to create their own special piece of art for their home. This product is perfect for people who'd rather have art in their home share a significance, in this case the significance is that they painted it

themselves. And since it's had over 2700 orders in the past month, this is proving to be a product that people love buying.

Since this [wall art](#) is DIY, the [target audience](#) of it will likely be artists or amateur artists. You'll likely want to target people who like painting or art in general. You might even target people based on their job titles or school major to attract the right audience.

You can also create videos showing an artist painting by number to show how easy it is. This will demonstrate that the product does require you to paint your own art rather than buy it pre-made.

#9. Reversible Umbrella



[Start selling reversible umbrellas](#)

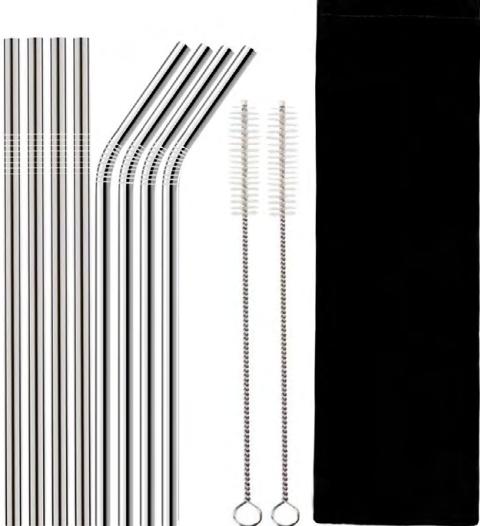
Reversible umbrellas have been growing in popularity in terms of sales. In the past six months, they've amassed over 2100 in customer orders. While we're still in the dead of winter in the northern hemisphere, expect this umbrella to grow in popularity in the spring.

With 21 different styles to choose from, customers will be more likely to find an umbrella in the color they love.

In the past couple month, searches have been skyrocketing for "reversible umbrella" according to Google Trends. Want to make the reversible umbrella sales pour in? If you sell on Facebook, you might choose to target cities with a lot of annual rainfall creating ads for each separate city.

If you'd rather do a search-based approach, you can create Google Shopping ads for keywords like "reversible umbrella" which gets 4,400 monthly searches or "umbrella" which gets an astounding 450,000 monthly searches.

#10. Reusable Straws



[Start selling reusable straws](#)

Several restaurants around the world are [moving away from plastic straws](#) to lower overall plastic waste. If you're passionate about selling home products that lower overall waste or have a [socially conscious brand](#) that focuses on marine life, this may be a good product to sell on your store.

There will be a growing number of people, businesses and restaurants who will be turning away from the consumption of plastic straws and move towards something more environmentally friendly like these [Reusable straws](#).

When it comes to promoting your reusable straws, you'll likely want to create an educational video ad that focuses on the environmental benefits of having a reusable straw versus buying a plastic one.

You can also highlight that your brand is socially conscious or donates a portion of sales to marine life to help your customers feel like their purchase contributes to the betterment of society. Research shows that customers are [willing to spend more](#) on a product if it comes from a brand that practices sustainability. Of course, if you say you'll donate a percentage of sales, you'll need to actually do that.

Home & Garden Trends to Look Out For in 2019, According To Experts

Claire Coutts, PR & Content Assistant Manager of [The House Shop](#), shares, “With 6 digits in monthly visitors at The House Shop, we are a hot spot for renters throughout the UK and what we can tell for sure is that the high mobility of millennials and Gen Z is what thrives the necessity to adapt to a new home fast and also the higher demand over technological and clever household solutions, which are what make the wide product range of portable appliances top sellers and of high demand.

Products such as portable stoves, smart fryer pans, mini rice cookers, induction hotplates and infrared grills that are both healthy and eco-friendly, also oil-free fryers, and all-in-one breakfast centres slowly but surely become a core part of modern kitchen inventory.

Although most are unisex, products such as portable beer systems ‘bottle-to-draft’ and also cocktail scales could be a peculiar hint to dropshippers and shed light on male or female-focused accessories and campaigns.”

Dean Signori, Managing Director of [HomesDirect.co.uk](#), shares “At HomeDirect365 we’ve narrowed the focus to a tight vertical of products and we can confirm that demand over French interior & decor has been on a solid rise throughout the entire year. We also witness a parallel increase in inquiries over products to accompany French interior & decor such as vintage cooking ware, wooden and ornamental cutlery, Frenchy bakeware sets, teacups, coasters, bread baskets and other French-themed tableware, as well as smaller luxury accessories like leather wallets (for men), vintage cones, and even floral hairbands (for women) and also soaps.

People would rather stick to a particular trend whether it is French design, the Scandinavian Hygge, Lagom or any other as long as they are consistent.

That's why for 2019 we plan to expand our catalogue to meet such untapped but "hot" demand for the French. We also plan a range of 100% French-styled vanity and bathroom accessories and sets possibly in collaboration with well-known and established designers specialising in French interiors and decor further established our brand.

To sum our ecommerce know-how and tips, what we advise sellers to look into products business models related to specific themes/trends and thus maximise conversions, upsells and combo sales of matching products or entire sets. A rather simpler comparison would be the Chinese, Mexican, Indian, British, African, Asian and etc. restaurants. This model proves to work great for home decor and furnishing and our company is living proof."

4

Jewelry

10 Best Jewelry Online to Sell in 2019

The best jewelry online comes in the form of jewelry trends such as color block, hoop earrings, smartwatches, and more. If you run an online jewelry store be sure to add these 10 jewelry products to your store ASAP. In this section you'll find bracelets for women, necklaces for women, and other jewelry online that you'll want to snatch up.

Bracelets for Women

#1. Color Block Earrings



In late 2018, we saw the rise of the color block trend. Clothing designs rocked it. And not surprisingly, jewelry did too. Just take a quick look at [Google Trends](#), since August 2017 the search volume for ‘color block’ has been on an upward trend.

And it's not even the first time that this keyword has peaked. These [color block earrings](#) have a modern color scheme that's sure to impress those customers of yours.

You can add this product to an “Earrings” collection or you can add it to a trend collection called “Color Block” to help customers shop based on the latest trends.

So, how do you get jewelry trends like these [color block earrings](#) into more of your customer's hands?

You can bundle these earrings with some women's clothing to create and sell an outfit look for customers. For example, some online retailers have a trending outfits section where they create an entire outfit for customers that they can buy.

You can create a similar feature on your store using a [product bundles app](#). That way, instead of selling a low cost jewelry accessory, you're selling a higher volume of products such as the clothing, these [earrings](#), and any other fashion or jewelry accessories you'd like to add on.

#2. Charm Bracelet



[Start selling charm bracelets](#)

In the past 30 days, 435 orders have been placed for this [Tree of Life](#) charm bracelet. In the past 12 months, [Google Trends](#) even reported more search volume for the keyword "charm bracelet" though searches over the years appear to be trending downward.

Nevertheless, adding a popular product like this jewelry trend is never a bad idea. [This jewelry product](#) comes in three colors: gold, silver and rose gold. And with a product

cost of under \$10 with shipping, the price point is low enough to appeal to a mass audience so you can grow your sales.

Getting these [charm bracelets](#) onto your customers' hands can be done a number of ways. First, you can use this product as a freebie for a higher ticket product. For example, you can sell a two-piece yoga outfit and offer this bracelet free to incentivize more purchases and increase your [average order value](#).

If you'd prefer to make this the higher ticket item, you can bundle it by recommending it as a gift for bridesmaids or as a friendship bracelet for your customers' closest friends.

#3. Solar System Bracelet



[Start selling solar system bracelets](#)

Looking for a women's bracelet that's out of this world? Fortunately, this [solar system](#) bracelet is as far out as it gets. This product has been taking over sales on AliExpress.

This simple bracelet has eight planet-like beads using natural stone. This bracelet can be worn by both men and women due to its simplistic style and mass appeal.

Want to get an astronomical number of people wearing your [solar system bracelet](#)? Try targeting people based on their interests.

You might target people who are studying astronomy in school or people who've liked popular space-themed movies on Facebook. You can also target people who like specific planets or general space themed astronomy terms.

Necklaces for Women

#4. Pendant Necklace



[Start selling pendant necklaces](#)

Searching for the best necklaces for women? Consider selling something sentimental and completely unique. This [pendant necklace](#) has a stunning design and projects phrases onto a wall when light is flashed into it.

It comes in two colors: silver and rose gold. And its price with ePacket shipping is under \$10, allowing you to make a decent profit off of it if you sell it for \$29.99, which is within market value.

When the necklace phrases project on the wall, customers will find phrases for "I love you" in various languages, making it a great gift for a romantic partner.

Help your customers shout "I love you" from the rooftops by promoting this to couples celebrating anniversaries, newly engaged couples, or couples who've recently gotten married.

The best thing about this necklace is how many languages are shown in the projection, allowing you to target couples in various countries such as United States, United Kingdom, Canada, Australia, Italy, Netherlands, Romania, Bulgaria and more. This is a perfect product for stores looking to sell to an [international audience](#).

#5. Initial Necklace



[Start selling initial necklaces](#)

In the past six months, this [initial necklace](#) has received an astounding 28400+ orders. So it's pretty safe to say that necklaces for women like this one are flying off the shelf. What makes this necklace spectacular is the [personalization](#) element to it. Personalization will continue to be one of the best jewelry trends in 2019.

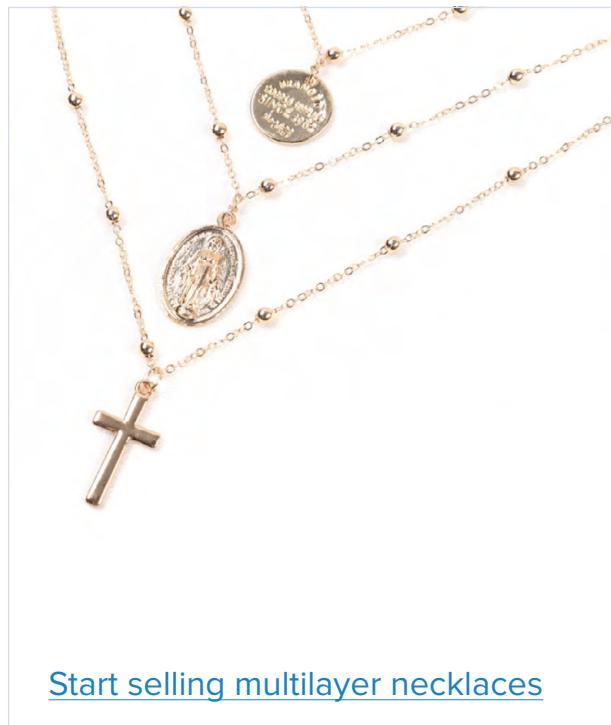
Over the past few years, [Google Trends](#) seen a rise in name necklaces. And while an initial necklace only has one letter, sales prove that it's still

wildly popular. These types of necklaces sell particularly well around the holiday season. However, you can still promote them year round by focusing on milestones such as anniversaries and birthdays.

Spread the love by promoting your [initial necklace](#) to people celebrating anniversaries, birthdays, engagements, and holidays such as Mother's Day. While women are the target audience of who will be wearing your necklace, men may want to buy the necklace for them.

So don't be afraid to target men who might buy jewelry for their girlfriends or wives. But still be sure to target women in your ads too, as some may buy for themselves or send links to friends to buy for them.

#6. Multilayer Necklace



[Start selling multilayer necklaces](#)

Religion plays a role in millions of people's lives. This [multilayer cross necklace](#) is just one example of a popular religious jewelry. It only costs \$4.99 and includes free shipping to various countries.

In the past six months, it's had over 1200 orders. "Multi layer necklace" searches have also been steady for a number of years.

So whether you decide to sell general multi layer necklaces or focus on the religious aspect, you'll surely find an audience that's a great fit for your store. The benefit of selling [religious jewelry](#) like this women's necklace is that marketing becomes a lot easier.

If you sell a standard multi-layer necklace it can be difficult to know who to target. However, when you add a religious element to the mix, you can target the specific religion the jewelry belongs to.

For this necklace, you might target Christian customers. You could create a blog on your store about Christianity, Christian values, and content around Bible verses so you can attract more of your audience to your store.

This general formula works well for any religion's jewelry that you choose to focus on such as Muslim pendants, Virgin Mary necklaces, Om necklaces for Hindus, or Buddha necklaces.

Other Jewelry To Sell Online

#7. Calendar Keychain



While this [calendar keychain](#) isn't an accessory that you'd wear, it does embellish your style just the same. This personalized accessory features a calendar with a heart around a specific date that's meaningful to your customer, like a birthday, anniversary, or wedding date.

Interestingly enough, both the copy on the circle trinket and on the square one can be customized. You can add any text you'd like to the circle and any month to the calendar.

Not surprisingly, sales for this type of keychain have been going through the roof – I'm talking over 19,000 sales in the past six months. There've been almost 7,000 sales in the past 30 days alone too. So be sure to add [this product](#) to your store now before this jewelry trend is long gone.

So you want to get more of these calendar keychains into your customers' pockets?

Here's what you should do first: focus on targeting customers based on their milestones, such as people with an upcoming anniversary or birthday, or those who are newly engaged, recently married, pregnant, or new parents. People tend to find their date very special to them. For example, couples in long-term relationships might cherish their anniversary date.

Those who love their birthday might want a keychain highlighting their special day. Couples who are newly engaged or recently married might want a keychain celebrating their special day. From there, you might find people leave comments or send you emails detailing other dates of significance to them that you can target as well.

#8. Smartwatch



[Start selling smartwatches](#)

Some jewelry embellish your look while others are more practical – like this [smartwatch](#). You know how we're always talking about [winning products](#) on the Oberlo blog?

Well, in the past 30 days alone, this smartwatch has gotten over 1,000 sales (and almost 14,000 in the past six months!) Mind blowing! Its features include answering and dialing calls, calendar, music player, alarm clock, passometer, sleep tracker, and it's even waterproof. And this little handy device comes in five colors: white, pink, blue, black, and silver.

Tired of waiting for your first sale? This product is a sure thing. With New Year resolutioners in full swing right now, this is the perfect time to [promote this smartwatch](#) to fitness and health enthusiasts.

You can target people who like various types of workouts such as walking and running (since it has the passometer), people who like working out at the gym (because it has that handy music player), and health conscious people (that sleep tracker helps with better sleeping habits). So focus on various types of workouts and highlight the features that would appeal to that audience.

#9. Hoop Earrings



[Start selling hoop earrings](#)

One of the biggest jewelry trends right now is [hoop earrings](#). Fortunately, finding jewelry online in this style isn't hard. This rhinestone hoop earring has the perfect amount of sparkle your customers will love.

According to [Google Trends](#), “hoop earrings” searches have been steadily growing since 2015 making it a must-have on your store today. In the past 30 days, there have been 87 orders for this product which means it still hasn't reached its peak making this a high-potential product as it has a high conversion rate.

Selling jewelry online like these [hoop earrings](#) can be tricky. It all comes down to finding the right audience. You might want to target women aged in their twenties and thirties who like jewelry.

You might also try to capitalize on special events such as New Years, birthdays, Valentine's Day, and wedding season for both guests and bride. Create ads around special occasions can help you find your customers without needing to target based on interests.

#10. Wave Ring



[Start selling wave rings](#)

You won't want to wave off this [wave ring](#). The simple design makes it perfect for anyone to wear. The style comes in three colors: silver, gold and rose gold, and the total cost with shipping is under \$6.

This is the perfect product to sell to people who love water sports, nature, and being near the ocean.

Get a tidal wave of sales flowing on your store with this [wave ring](#) by promoting it via influencers. Find influencers who live by the water or who do water sports like surfing to post pictures of this product to their social media.

They'll tag you in the post so that those interested can shop via the link in your [Instagram bio](#). That way, you attract qualified leads to your store.

As a result, your ads will end up performing better as you've been attracting the ideal customer all along. Just make sure you have a [Facebook pixel](#) added to your store before you send traffic and create ads.

What The Experts Say About Women's Fashion Trends in 2019



Alicia Davis, VP of Merchandise of Shane Co

"We expect the minimalist jewelry trend to continue but in louder fashion, making classic jewelry more unique and statement-worthy, including hoops and gemstones. A play on the traditional hoop – bulkier and forward-facing hoops will reign in popularity, adding more drama to the staple jewelry piece. With thanks to 2019's Pantone Color of the Year, the natural gemstone morganite that has been growing in popularity will explode in 2019. Paired with rose gold, an appealing metal because it looks great on every skin tone, morganite is a gemstone that can be dressed up or down."



Jayme Pretzloff, Director of Marketing of Wixon Jewelers

“If you can’t get enough color in your collection, then color blocking is a style to get behind in a big way! Let your mind wander around the color wheel to create a piece that is uniquely yours. The pairing of different hues creates a jewel juxtaposition that showcases a variety of gems in a wide assortment of different shades. Color blocking creates a beautiful and bold expression of color!”



Jinal Sampat, Lead Jewelry Designer of [Sampat Jewellers Inc.](#)

“Jewelry in the form of oversized coins with chain links will excite fashionistas. Coin jewelry will include brand logos, natural materials such as seashells, floral and celestial motifs. You’ll find necklaces, earrings, cuff bracelets, and bangles that will have some element of an oversized coin. Coin jewelry will also incorporate enamel in a variety of colors, making it an exciting year for many trendsetters.”

5

Beauty Products

10 Best Beauty Products to Sell in 2019

Looking for the best beauty products of 2019? This year is all about looking and feeling great so we've also thrown in some health products that'll help keep you feeling your best. Some of these beauty trends will be driving strong sales growth through the year and could very well help increase your store's sales this year.

#1. Magnetic Eyelashes



While fake eyelashes have been popular for a few years now, it's pretty apparent that beauty trends like this will continue to grow. Search volume for "fake eyelashes" is steadily growing over time according to [Google Trends](#).

And while "[magnetic eyelashes](#)" had an all-time peak in August 2017, they're beginning to rise again and will likely continue to climb throughout the year. Fake eyelashes are starting to become a staple in most makeup looks.

The reason why we're giving a shout-out to [magnetic eyelashes](#) instead of ones requiring glue comes down to the simplicity of application making it perfect for the casual beauty enthusiast.

When marketing beauty products like [magnetic eyelashes](#) your focus will likely be on Instagram.

While you can partner with beauty bloggers and create ads to get immediate sales, a stronger long-term strategy would be to create your own [Instagram account](#) with different pictures and videos of eye look with your fake eyelashes and other beauty products.

Long-term, this will keep your ad costs low since you'll have built up your own audience and brand. You can also build a blog on your website so that you can [drive organic traffic](#) to your magnetic lashes and other beauty products on your store.

#2. Shimmer Nail Polish



If you love beauty products, then your Instagram feed is likely packed with countless nail looks. Mine definitely is. And with nail posts constantly filling up beauty Instagram accounts, you could create a store around nail beauty products alone.

[Shimmer nail polish](#) has been taking over so many Instagram posts lately that this is a product you'll want to sell asap. And this specific shimmer polish has had hundreds of purchases in the last 30 days, so you better polish up your Instagram account and start selling.

One of the most popular ways to make your shimmer nail polish stand out on Instagram is through carousel posts. Carousel posts are scrollable posts that allow you to include multiple pictures or videos. They've become wildly popular for beauty products.

You can create videos or pictures of the nail polish being painted on yours or a model's fingers. By having carousel posts, you'll allow people to see various pieces of content. However, the great thing about carousel posts is that they often show up high in [Instagram Search](#) and Explore giving your content more visibility.

#3. Hair Wigs



[Start selling hair wigs](#)

Lately, we've been seeing an increase in [hair wig](#) ads in the beauty products space. And if that isn't proof enough, check out this [Google Trends](#) data, those "wigs" searches have been on an upward climb.

Some are choosing to use hair wigs instead of extensions as it is less damaging to the hair. You can target different hair communities such as novelty/cosplay hair, African American hair, cancer patients or the casual consumer giving you a variety of customer demographics your store caters to.

This [long-haired colorful wig](#) is one example of a product you can sell on your store. While you can choose to run a beauty products store and sell wigs, many online retailers find that focusing on wigs or extensions works well as a standalone store too.

By focusing on that specific niche, you can [create blog content](#) around wigs, hair tutorials, and other hair related topics. When you do this, you'll be able to attract higher quality leads to your website that you can convert into paying customers.

It'll keep your overall acquisition costs low. And since the wig niche has and will be around a long time, you can build a long-term brand. Keywords like "hair wigs" get 27,100 monthly searches. There are countless other long-tail keywords that could bring you traffic.

#4. Pore Cleanser



[Start selling pore cleansers](#)

Let's face it, people want clear skin. [Google Trends](#) shows that for the second time since April 2017, "blackhead removal" searches have been skyrocketing. But let's be honest, the acne niche isn't some fad, it's a big enough problem to have a reliable customer base.

So if you're looking to sell a [pore cleanser](#) on your store, you can choose to either have a general beauty products store or a skincare store and you can find a way to make a reliable passive income.

The best way to sell your [pore cleanser](#) beauty products is through a [search engine optimization](#) strategy. With 246,000 monthly searches for "blackhead removal" you can create content around the topic to find your audience and run retargeting ads to show them your products.

You can also create [Google Shopping ads](#) and search-based ads to help you find your ideal customer. Keep in mind that this is more of a search-based product than an impulse-buy product. And while you can get sales via Facebook or Instagram, you'll likely find that Google ads and SEO work best for you.

#5. Travel Makeup Brushes



[Start selling makeup brushes](#)

Over the past few years, we've been seeing [makeup brush](#) sales skyrocket. From trends like mermaid brushes to unicorn brushes, beauty products like this never go out of style. These [travel makeup brushes](#) add a new selling point to these classic beauty products.

And with over 300,000 monthly searches for "makeup brushes" it's pretty safe to say that this is a product that has a fanbase. Makeup brush trends may change over time, with certain designs skyrocketing into popularity but this is a great product to sell on a beauty products store.

The way you promote your [makeup brushes](#) will depend on what type you're selling. If you're selling a novelty style makeup brush you'll likely use Instagram or Facebook to find your audience.

However, if you're selling a traditional set you might choose to create Google Shopping ads to tap into that massive search-based audience.

Stick to a beauty products store, and you can build the right audience who will buy products like this and others just like it. Build out your blog content to find new audiences and retarget them to win that sale.

#6. Posture Corrector



[Start selling posture correctors](#)

When it comes to health and beauty products, there's no easier way to straighten up your product collection than by selling a [posture corrector](#). This product is clearly gonna stick around for a while.

As you read this, are you looking down at your phone or your laptop? Are you hunched over reading this? If so, you've realized that posture can be a real problem.

And not surprising, [search volume](#) for "posture corrector" is on a really rapid rise. You can promote your [posture corrector](#) by creating video ads on Facebook and Instagram.

If you target people based on a mobile device you can call out people for being hunched over while looking down at their phones and show that your product helps solve that problem by improving posture.

By explaining the key product benefits and solutions, you'll be more likely to convince people to make a purchase.

#7. Anti Snoring Device



[Start selling anti-snoring devices](#)

You can't get any beauty sleep if you're significant other is snoring loudly in your ear throughout the night. Fortunately, with this [anti-snoring device](#) you can help your customers reduce their snoring so their partners can get some sleep.

About [40% of men snore and 24% of women snore](#) showing that this problem affects a huge chunk of the population. There are over 135,000 monthly searches for the term “snoring” and it’s highly likely that most people searching for it are being affected by it.

Even the term “stop snoring” has about 40,500 monthly searches so this is definitely a problem people want to solve. Since this [anti-snoring device](#) solves a problem people want to solve, you can market a number of ways.

You can create content on your blog to drive traffic to keywords around the topic of snoring and how to stop it.

Also, you can advertise using search-based and Google Shopping ads so people searching for keywords like “stop snoring” find your product. And you can also create [Facebook ads](#) that run through the night and early morning in case anyone is up at night from their partner’s snoring.

#8. Back Massager



[Start selling back massagers](#)

There are very few health and beauty products that not only relieve muscle pain and help you relax. So you won't want to turn your back away from selling this [back massager](#).

There are about 246,000 monthly searches for "back pain" showing that this is a problem that affects countless people.

Having a back massager may not cure back pain but it can help alleviate any discomfort for your customers. This is

another product that helps solve a problem which helps make it an easier sell.

You can promote your [back massager](#) by creating search-based content and ads targeting keywords like "back pain" and "back pain treatment." You can also create ads on Facebook.

However, having a picture of the product above likely won't convert very well since the graphic isn't very attention grabbing. So if you decide to create an ad on Facebook or Instagram, you'll want a video that shows the product being used to help customers understand how the health product works.

#9. Neck Pillow



[Start selling neck pillows](#)

When it comes to health products, popular items like these [neck relaxation pillows](#) can help your customers relieve pain and improve the realignment of your neck. This product is so insanely popular that in the past 30 days it's had over 2200 sales - and there have been thousands more sales in the past six months. With people hunching over their computers and phones all day, this is a problem-solving product you need in your store.

To promote this [neck pillow](#), you can create content such as articles and videos detailing the benefits of using a neck pillow every day. You can create ads on Facebook to target people who are looking down at their phones. Or you can create search-based ads for keywords like “neck pain” which has 165,000 monthly searches. You can also create educational video ads discussing the benefits of relaxing your neck for half an hour each day to help convert the sale.

#10. Face Massage Roller



[Start selling face massage rollers](#)

Beauty products like this [face massager](#) help massage the most beautiful part of your body: your face. The simple massager can be used to massage the nose, chin, cheeks and more. The jade roller costs under \$3 and includes free shipping, allowing store owners to make a substantial profit on the product.

This month, the [face massager](#) had over 475 orders from customers proving its popularity. To add to that, “face massager” even gets an

impressive 49,500 monthly searches proving that this is a product people really want.

You can market this [face massager](#) by creating Google ads targeting keywords like “face massager.” You can also create simple videos showing your massager being used on the face to demonstrate its need and benefits. Then, use those videos as ads for Facebook. You can also reach out to various blogs and ask them to share a link to your product to drive some [referral traffic](#) back to your website.

Beauty Trends to Look Out For in 2019



Colleen Gwen Armstrong,
publicist and founder of
beauty and pop culture blog
#InstaglamNews

“One of the biggest beauty trends of 2019 is bold (a blue eyeshadow) the brighter the better. The 80s are having a huge moment which was very noticeable at the Golden Globes. Several actresses including Lupita Nyong’o and Camilla Belle adorned their eyes with bright blue eyeshadow (both matching their shadow with their gowns) which used to be a HUGE no-no! Things are definitely changing and the former rules are taking a backseat to beauty this year.”

6

Watches

10 Best Watches to Sell in 2019

The watch niche is proving to be a popular evergreen niche you won't want to miss out on. Whether you sell smartwatches, trendy wooden watches, or pocket watches, you'll find that there'll always be an audience who loves wearing them on their wrist. You can even choose different segments to target: mens' watches, womens' watches, or kids' watches. And of course, you'll want to sell all of the above in a general watch store.

So if you're looking for the best watches to sell in 2019, you'll want to read through this list.

#1. Smartwatch



[Start selling smartwatches](#)

Smartwatches are some of the most popular watches to sell. Each month, there are over 1.22 million searches for the term "smartwatch." With so many different styles to sell, you could literally create an entire store selling smartwatches alone.

This one [smartwatch model](#) has had over 6,000 orders in the past six months, proving that popular smartwatches are extremely popular.

And fortunately, there are many other popular smartwatch models that can be sold through your store.

All smartwatch models have varying features which you can use in your targeting. Some have pedometers and heart rate monitoring while others have calendars, GPS tracking, and allow you to make and receive phone calls.

Since “smartwatch” is such a popular search term for customers, creating an SEO strategy for your store can work out really well for you.

An easy way to do this would be to write reviews about smartwatch brands. This is a popular strategy among smartwatch stores. Even if you’re writing reviews for products you don’t sell, you might end up attracting people who are in the market for a new smartwatch, which will make your retargeting ads much more effective.

While this is more of a long-term strategy, it’ll help you lower your ad costs while allowing you to build a big and relevant audience.

#2. Marble Watches



[Start selling marble watches](#)

Sales for marble watches have been sky high over the past six months. I mean, with an astounding 17,890 orders on this one specific [marble watch](#), it's pretty safe to say this trend is popular. And sales in the past thirty days are still in the thousands.

This women's watch comes in four colors: black, gold, rose gold, and silver. That, combined with its low-cost and free shipping, make it a great option for those who want to sell higher quantities of this watch.

Since search volume for "marble watches" is only around 2,400 monthly searches, you'll likely want to focus on [impulse sales](#). Instagram is a popular platform for watch brands. You can also try Facebook and Pinterest.

To start, you might want to reach out to [influencers on Instagram](#). Micro influencers are influencers with small but engaged audiences. They're often more affordable due to their lower follower count. You could DM the influencers to take custom photos and [repost](#) it to their audience for a small fee. If they're small enough, you might be able to offer a free product instead of compensation.

#3. Starry Skies Watch



[Start selling starry skies watches](#)

Looking for a watch that's out of this world? This [starry skies watch](#)'s sales are sky high. In the past month, they've amassed over 1300 orders from customers. Over the past 6 months, they've surpassed the 12k mark. The watch comes in multiple colors: rose gold, rose gold blue, rose gold purple, black, blue, and purple. And with multiple styles to choose from and some steady sales rolling on through, this women's watch is the perfect accessory for you to sell.

Getting your [starry skies watch](#) onto more wrists can be done through platforms like Instagram and Facebook. You can tap into the world of [influencer marketing](#). Reach out to influencers who will post pictures wearing your watch and share them with their audience driving traffic back to your store.

You can also run [retargeting ads](#) for people who've visited your website from the influencer traffic so that you can win back one time visitors. It'll also help you improve your ad's understanding of who your audience is so you can run more effective ads on Facebook and Instagram.

#4. Wooden Watches



[Start selling wooden watches](#)

While wooden watches may not be the newest watch trend of 2019, it's definitely got a big enough audience to tap into. Each month, there are 74,000 monthly searches for 'wooden watches'. And with an audience of that size, wooden watches are still a product you'll want to be adding to your store.

While it may not be sustainable as a standalone store, you can add a wooden watches category on your store so that you cover your bases

on the types of watches you sell. This [one](#) watch in particular has had a couple hundred sales in the last month.

The best way to market your [wooden watches](#) is through a search-based play. Since wooden watches get tens of thousands of monthly searches, you can explore [Google Shopping ads](#), Google search ads, and an SEO strategy for your website. The two types of Google ads will help drive your immediate sales. However, you need to step up your SEO game so that long-term you're lowering your ad costs and driving traffic to your website. You can create watch-related content on your blog and run [retargeting ads](#) showing your products to your blog readers.

#5. Luminous Watch



[Start selling luminous watches](#)

Luminous watches have been lighting up store's sales lately. These LED flashing lights have surpassed over 2,200 orders this month, with over 14k in the last six. While search volume is low, it's pretty clear that this [watch](#) can drive some impulse shoppers into buying.

The watch comes in both black and white and can light up in seven different colors. It's the perfect watch to help you tell time in the dark and it adds just enough brightness for when

you're out dancing in a club or at a glow in the dark party.

This [watch](#) will be best marketed on platforms like Instagram. You can run Instagram ads using lookalike audiences based on other purchases on your store. You can also reach out to influencers who share pictures and drive traffic back to your website. Or you can [partner with affiliates](#) by offering a commission for each sale they bring to your store's website.

You'll want to post on social media regularly enough so that you grow your own audience on Instagram so that you drive sales to your watches when you post a new one to your collection.

#6. Analog Watch



[Start selling analog watches](#)

Analog watches are the original watch style people wore before digital watches grew in popularity.

And they're still quite popular among watch consumers. The keyword "analog watch" has 33,100 monthly searches proving its still quite a powerhouse.

While there are various designs of analog watch, we've been seeing this [particular model](#) grow in sales recently. From a relatively small

amount of imports, it's had over 100 customer orders in the past month, showing that analog watches are still on trend.

This watch, and others just like it, can be promoted in various ways.

You can run ads on Facebook, Instagram and [Google Shopping](#) which tend to be more visual which will help attract customers who are interested in this watch style. You can also execute an SEO strategy to drive more sales to your watch store over the long-term which will drive down your ad costs.

#7. Luxury Watch



[Start selling luxury watches](#)

Luxury watches are a popular watch style you'll want to promote on your store. Luxury watches don't need to be expensive or from a big name brand. However, their style needs to give off a luxurious look with just enough bling to attract customers to the style.

The search term “luxury watches” gets 49,500 monthly searches proving that customers love this watch style. If you create a collection of luxury watches on your store, you might want to add this [women's watch](#) to it.

To promote your luxury watches you might want to try out an SEO strategy. You can create a collection about luxury watches which you update with new products regularly. Then, you'll also want to optimize the [product pages](#) for your luxury watches going after long-tail keywords.

You can also create blog content around the topic such as “best luxury watches for men under \$500” while promoting some of the luxury watches from your collection.

#8. Minimalist Watch



[Start selling minimalist watches](#)

Minimalist watches have been seeing a [steady increase](#) in the growth of monthly searches for a few years now. The simplicity of the watch style makes it quite popular.

Each month, there are approximately 12,100 monthly searches for the keyword “minimalist watches” proving that there’s an audience for this watch trend.

This [minimalist watch](#) has amassed over 7,000 orders in the past six

months proving that people who see this product will buy it.

Tap into [influencer marketing](#) when it comes to promoting these minimalist watches to your customers. You can have influencers take custom photos wearing your watches and promote them on social media.

You can even offer an [affiliate link](#) so that the influencers can make a commission of the sale of the watches they promote to help push them into driving sales back to your website. You can also offer your customers the ability to be your affiliates so that they can recommend your watches to their friends.

#9. Kids' Smartwatch



[Start selling kids' smartwatches](#)

Kids' smartwatches have been growing in popularity. Some parents have their children wear them so that they can monitor their movements on the GPS tracker as they link up to a parent's smartphone device.

Parents are also able to send notifications such as telling them that dinner's ready or that it's time to come home so that they can communicate with them when they're not there.

It also has a step counter so parents can monitor their children's physical activity. This [specific watch](#) has over 3,400 orders in the past six months and this trend is likely to continue to rise over the year.

Kids' smartwatches are best marketed to parents of young children.

You can highlight its safety features to attract parents who want to keep their children safe or find a better way to communicate with them when they're out playing.

You'll likely want to target "Parents of school-aged children" on Facebook or Instagram to help find the parents who'd buy this smartwatch for their young child.

#10. Kids' Walkie Talkie Watch



[Start selling kids' walkie talkie watches](#)

The best kids' watches have an element of play to them, like these [kids' walkie talkie watches](#). These watches do much more than tell time – they also allow kids to talk to each other even when they're apart.

This makes it the perfect watch for kids to use for playing and for telling the time.

The set of two watches contains one red and one blue, allowing them to play with a friend. These kids' watches can be marketed to parents of young, adventurous children.

You can position them as a way to help parents to get their kids to unplug from technology and play more. On Facebook, you can target parents of young children. For example, “Parents with preschoolers” or “Parents with early school-aged children” as those two groups target children between ages three to eight.

Watch Trends to Look Out For in 2019

Avi Suriano, owner of [Watch Warehouse](#), shares, “2019 is going to be all about high fashion watch styles that bring an unexpected, quirky edge to everyday fashion. Large, chunky pieces with brightly colored faces and bands in unusual materials like sleek rubber, moldable silicone, and unexpected fabric patterns, will bring an unusually stylish edge to everyday wear. In particular, watch for styles from Tissot like the T-Race Chrono Stefan Bradl watch, which brings a standout, futuristic edge to everything from business wear to daytime styles.”

7

Baby Products

10 Best Baby Products to Sell in 2019

Looking for the best baby products of 2019? In this section of the ebook, we break down the top baby clothes and baby products new parents will be obsessing over in 2019. So if you run a baby accessories store, then you'll want to get these baby products on your store ASAP - you don't want to miss out and end up crying over spilled milk.

#1. Baby Wrap Blanket



[Start selling baby wrap blankets](#)

Help your customers swaddle up their bundle of joy in this [baby wrap blanket](#) and hat combo. The cotton blanket comes in a range of cute designs, including sharks, dinosaurs, sloths and cupcakes. In the past six months, it's had hundreds of orders, proving that it's a must-have for many new parents.

The best baby products are often both cute and practical, making them irresistible to new parents. This baby wrap blanket is perfect for new parents to tuck their babies in during the colder winter months.

If you check out Google Trends, they show a skyrocketing search volume for "swaddle blanket" proving that this blanket and others out there will continue to be popular throughout 2019.

Marketing your baby products can be done on visual platforms like Facebook and Instagram. When marketing on Facebook, you can target women who've recently given birth.

You can post pictures of a baby in the [baby wrap blanket](#) similar to the one above to help them imagine what it'd be like to have their baby in the same blanket. You can also reach out to new moms with [big followings on Instagram](#) and compensate them for sharing custom photos of your product with their audience. This will help you attract more sales.

#2. Baby Hip Seat



Start selling baby hip seats

One of the most popular baby products is baby carriers. Search volume for the keyword "baby carrier" has been [more or less stable](#) for a few years with peak season occurring around June.

However, to keep up with trends, manufacturers have been altering the design of baby carriers like this [baby hip seat](#) which allows parents to comfortably carry their baby on their hip while they stand without having to use both of their arms.

To get more eyeballs on your [baby hip seat](#) during the peak June season, you'll want to start your SEO strategy now.

If your entire store is catered to the baby products niche, you can build out blog content that'll better attract your audience. You can create content twice a week around topics such as "How to Hold a Baby" which has 4,400 monthly searches – low enough for a new blog.

As your blog grows over the next few months from your continued content you can start creating content around higher volume words like "baby carrier." But in the meantime, to capitalize on sales earlier, you can share those blog posts on Twitter, [Facebook groups](#), or relevant baby forums.

As long as you have a Facebook pixel and retargeting ad running in the background, you can [monetize your blog content](#) more affordably while attracting qualified traffic to your website. You can then use this data to create lookalike audiences when you start creating standard Facebook ads.

#3. Baby Moccasins



[Start selling baby moccasins](#)

When it comes to baby clothes, baby shoes often bring about that ‘aww’ factor more than anything. How can someone’s feet be so small and adorable?

Fortunately, with shoes like these [baby moccasins](#) that ‘aww’ factor can help you make some sales. This style comes in thirteen different colors and three sizes to suit every baby.

With a price point under \$6, store owners can make a profit when selling

these baby shoes for between \$19.99 to \$29.99. [Searches](#) for “baby shoes” has been seeing a slight increase in volume.

This product would likely perform best with the help of influencer photos. You can reach out to influencers with newborn babies and offer these shoes and compensation in return for your own custom photos.

The influencer can then share the photos with their audience, tagging your store. This will allow you to get sales from their circle of influence. You can then use your custom photos in ads and on [social media](#) to attract other new parents to encourage sales from them as well.

#4. Cute Baby Dress



[Start selling cute baby dresses](#)

Baby clothes are the most popular baby products to sell. With babies growing in size rapidly over the span of months, new parents are constantly upgrading their newborn's outfits throughout their first few years.

This simple [rabbit dress](#) is the perfect Easter dress to sell to new parents in spring 2019. With colder weather still in the midst of winter and early spring, the long sleeved dress is perfect for those lukewarm days.

And since the baby product costs under \$10, you can sell it for \$29.99 to make a profit even after advertising. This [baby dress](#) can be promoted via Facebook and Instagram's ad platform. You can create ads showing the dress targeting New Parents (0-12 months), Parents with Toddlers (1-2 years), and Parents with Preschoolers (3-5 years).

You can also target these segments as the dress comes in sizes for young children from 0-3 years old. By targeting parents with children in that age range, you'll be more likely to find a parent who'd buy this for their little princess.

#5. Mother and Baby Beanie Hats



[Start selling mother and baby beanie hats](#)

What can be cuter than a mother and her newborn sporting matching hats? Not much. One of the most popular matching sets this year is this [mother and baby beanie hat set](#). In the past 30 days alone, they've amassed hundreds of sales.

The matching set even comes in five distinct colors: red, beige, black, white, and gray. The set of two beanies cost store owners under \$6, though the value appears to be higher since customers get two products with their purchase.

You can market these mother and baby products by reaching out to new moms on Instagram. Have the mom take a picture of her and her baby wearing [the beanie](#). She can then post the picture on Instagram giving you a shout-out. However, if you compensated her for the photo you can also use the photo for your ads targeting “New Parents.” By having a cute matching photo, you’ll be more likely to entice new moms who are completely head-over-heels about their newborn baby.

#6. Baby Glove Teether



One of the biggest milestones in a newborn's life is when they start growing teeth. Teething often causes discomfort in babies so naturally, they prefer chewing on something.

Fortunately, store owners can sell this [silicone baby glove teether](#) to help combat teething pain. In the past month, this teether's sales have surpassed 2.1k proving that this product solves a big problem for new parents. And with a high 4.9 out of 5 rating out of 468 reviews, it's pretty

safe to say that parents have a sweet spot for this teether.

Want to get this teether in more hands? Pun definitely intended. Well the easiest way to do that is to target "New Parents (0-12 months)." Why? Because most babies start teething somewhere around four to six months of age.

You can create simple videos of babies using [the teether](#) or have new parents take pictures of their baby using it to help [increase sales](#) with your ads. And with multiple colors for parents to choose from you can even create a carousel ad as an experiment to show all of the options.

#7. Dinosaur Jumpsuit



[Start selling dinosaur jumpsuits](#)

For baby clothes to sell well, they need to be unique enough to stand out among countless other options. Not surprisingly, this [dinosaur jumpsuit](#) will captivate your customers with its unique back scales that help transform a bundle of joy into an adorable stegosaurus.

What's amazing about the baby clothes niche is that it's been both stable and popular for [over ten years](#). So if you're looking to enter the baby products niche, you'll be able to build

a successful, long-term business that goes beyond 2019.

Want to make this [dinosaur jumpsuit](#) a *rawring* success for your store? Your best bet is to try out Instagram. You can create Instagram ads targeting "New Parents" showing them a picture of this adorable baby in his little jumpsuit.

And since selling baby clothes has the potential to become a long-term business for you, be sure to start building out your blog content from day one.

By writing blog content about babies, you'll be able to build your brand's authority in the baby niche. So that a year or two from now, your blog will be driving so much traffic to your website which will help you lower your long-term [ad costs](#). Why? Because you'll be able to focus on [retargeting ads](#), which have lower costs and organic traffic.

#8. Spill-Proof Bowl



[Start selling spill-proof bowls](#)

Imagine a house with a young toddler, running around and causing havoc. Things are bound to get messy. Now consider that toddler playing with their food and spilling it all over the floor.

This universal [spill-proof bowl](#) will solve that problem. It first entered the scene a few years ago but its innovative design is proving to be a must-have bowl for parents with young children. And with hundreds of customer orders over the past month, sales are still going strong for this little gem.

The easiest way to market this [spill-proof bowl](#) is by creating a short video that shows how the bowl works. You can contact an influencer with young children to create a video of the toddler trying to spill the bowl, unsuccessfully. You can then use that video for your ads to better communicate how the product works and to entice other parents to buy the bowl for preventing messes during suppertime.

#9. Warm Baby Clothes



[Start selling warm baby clothes](#)

Cute animal ears decorate the hood of his adorable [winter puffer coat for infants](#). The growing trend for children's clothing tends towards cute animal features such as animal ears or the dinosaur scales we saw earlier, added to apparel to increase the appeal for moms buying for their young children.

This coat comes in 15 colors and designs, allowing your customers to have more selection to choose from.

To promote this cute little coat, you can reach out to mom bloggers who regularly feature children's apparel on their blog.

You may need to compensate the blogger to be included in their post. However, you can also choose to offer instead an affiliate link so they may a commission of the sales to lower your risk and their potential gains.

The traffic sent to your store would consist of qualified leads as they've already seen your product and went to the website to buy. This is a pretty good strategy to get your first sale and warm up your [Facebook pixel](#) so that when you land that coveted sale, your future ads will be able to know who your ideal customer is.

#10. Baby Sleep Cap



[Start selling baby sleep caps](#)

While this product will help put a baby to sleep, it'll keep an entrepreneur busy with its constant sales. This newborn [sleep cap](#) is one of those baby products you need to add to your store today. In the past 30 days, it's had over 4400 sales and shows no signs of slowing down.

What's remarkable about this sleep cap is how many colors it comes in. An astounding 16! There are almost too many options for your customer to choose from. With a low price point of

under \$3 with shipping, you can make quite a substantial profit off these products when selling at retail value.

Want to tuck more money into your pockets? Create your own custom photos using this sleep cap and a onesie for a baby to sleep in. You can create an outfit with a couple of your baby products so you can increase the [average order value](#) on your store by selling more of your stuff. By taking your own custom photos you can get more shots of babies wearing the sleep cap to better entice parents into buying the cute baby product for their newborn.

8

Lamps and Lights

10 Best Lamps and Lights to Sell in 2019

Looking for the best table lamps and LED lights to sell in 2019? In this section, we do a deep dive into the lighting niches that'll skyrocket over the coming year. From bathroom lights to novelty lamps, you'll find a whole spectrum of lamps and lights you can sell on your store.

#1. LED Lights



[Start selling LED lights](#)

This future of the lighting niche looks bright, especially when you consider how many lamp styles you can sell on your store. With so many suppliers selling this one lamp, sales for this [ellipse lamp](#) are taking the spotlight on people's stores.

You can position this lamp in various ways. For example, it can work well as a reading lamp, table lamp, night lamp, bedside lamp and more.

For a lamp, it's quite versatile for where it can be used due to its unique but stunning design. This specific product works as a night lamp, table lamp, kids lamp and is also an LED lamp.

So when you finally get around to marketing this product you can go after various keywords so you end up in people's search results. However, [ellipse lamps](#) can also work as impulse-buy products due to their design.

So Google Shopping ads would be a great option. Why? Because then you can lure potential customers in with their keyword search but your product's look will compel them to drop everything and buy it immediately.

#2. Photo Twinkle Lights



[Start selling photo twinkle lights](#)

A quick Google Trends search shows that both [twinkle](#) and [fairy](#) lights are moving on up in searches. So, not surprisingly, wall lights like this [photo twinkle light](#) will rise in popularity too.

A big indicator that a product is a winning product is the number of suppliers who sell it. On Oberlo, we have countless suppliers selling various styles of twinkle and fairy lights that you can sell on your store.

Good news: the keyword "fairy lights" gets 165,000 monthly searches according to Keywords Everywhere, which shows the viability of a niche around these types of products.

You can devote an entire product category to having various styles of twinkle and fairy lights to promote your wall lights on your store. Want to get [this product](#) on your customers' walls? Then, try taking your own custom photos.

If you aren't a savvy photographer, reach out to an influencer to take custom photos for you. Then, add your custom photos to platforms like [Pinterest](#), [Instagram](#), and [Facebook](#).

Women planning their [wedding](#) or interested in [home decor](#) may be interested in purchasing these products so keep them in mind when setting targeting options. But don't be afraid to explore other demographics as well.

#3. Reading Light



[Start selling reading lights](#)

When it comes to selling night lights, never forget the bookworm who reads late at night. From students to the lifelong learner, reading lights are [trending upward](#). “[Reading light](#)” also gets a fair amount of monthly searches: 22,200 to be exact.

They're popular enough to be added as a standalone category within your lighting store. The difference between reading lights and regular table lamps is that the former tend to clip to your book to minimize the lighting within the room, so that your customers don't accidentally wake up their roommate with their late-night reading.

The easiest way to find your target audience for [this product](#) is by aiming for students or parents of young children. When targeting students, you might decide to target different universities right before their midterms or right before the start of the school year.

When targeting parents, you'll be promoting the product to them on behalf of their young children. You can write copy that helps encourage their children to read books before bed. Use the targeting options in Facebook to run Instagram and [Facebook ads](#).

#4. Night Light Projector



Are most of your customers' young parents? If so, you might want to help them ease their children's fear of the dark by promoting this night light [wave projector](#).

It adds a dark blue wave design on the ceiling to subtly brighten up the room. It's also great for bathrooms for late night bathroom runs. Projector lights made up huge sales volumes in 2018 and are expecting continued growth in the upcoming year.

In the past 12 months, it's seen [searches](#) for projector lights have been climbing, especially towards the end of each year. You can recommend [this product](#) to customers as a way to better see in the dark.

Since this product is battery operated, you can easily place it in rooms without needing any outlets. You can showcase this product's benefits for being able to better see in the dark.

For example, if promoted as a bathroom light, it can help you see in the dark without a harsh yellow light waking up anyone else in the home. The dark blue light is also less harsh than a traditional yellow one. This can also be marketed as a children's night light for children who tend to get scared of the dark.

#5. Camping Headlamp



[Start selling camping headlamps](#)

Those catering to outdoor enthusiasts will love promoting this camping light. Walking in the dark woods looking for an outhouse at three in the morning can be a dreaded experience.

Especially if there are wild animals like snakes or bears that walk along the same paths. [This product](#) can help ensure your customers' safety while they trek through the deep woods.

Interestingly enough, [search volume](#) for "headlamp" tends to hold steady each year proving that this is a [steady product](#) you can sell. Peak season tends to climb during the darker winter months.

There are actually various niches you can promote this headlamp to. For starters, you can promote it to outdoor enthusiasts such as campers and hunters. Second, you can also promote it to fitness enthusiasts such as cyclists and runners for those darker, winter days where visibility is a matter of life or death.

This can also come in handy for outdoor workers who work later in the evening and require headgear to be able to complete work tasks in the dark. You can use Facebook's targeting options to target people based on their job title or interests to inch closer to finding your ideal customer.

#6. Wall Lights and Sconces



Wall lights like [these sconces](#) will start becoming more popular in the coming year. People are looking for more accent lighting, according to [Google Trends](#).

Lining up hallways with sconces is a perfect way to add some subtle lighting to a home and shoppers are aware of this. These sconces come in five different colors: black, gray, green, pink, and white better allowing you to find a customer who is looking for a specific color.

Search volume for “wall lights” is at about 90,500 monthly searches showing that this type of lighting is quite popular. And this specific product has a 4.7 out of 5 star rating, showing that it’s a product customers are happy with.

So with these [wall sconces](#), you can promote them on popular home decor blogs. You can reach out to blogs in the niche and ask them to include a link to your product in one of their lighting products round-up articles to get more eyeballs on your [wall sconces](#). If people click on the link to your website after seeing the photo, they're much more likely to buy it than if they stumbled onto your website searching for something else. You can then run a [retargeting ad](#) for this product so that you can win-back shoppers who didn't buy it on their first visit.

#7. Bulb Loudspeaker



[Start selling bulb loudspeakers](#)

On average, most lamps and lighting products are search-based finds, meaning that customers tend to look for it before buying rather than buying it based on impulse. However, like fairy lights and novelty lights, this [bulb loudspeaker](#) is quirky enough to be bought on impulse.

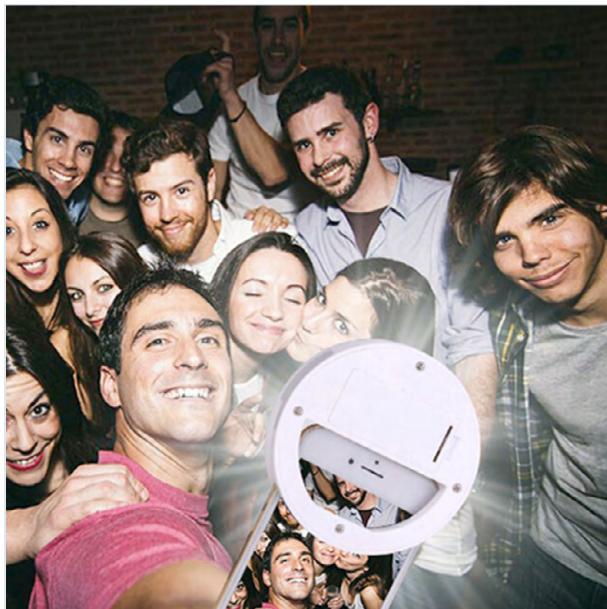
What's interesting about it is how it's a wireless Bluetooth speaker and a light bulb that changes color. Why's this amazing? Because it's perfect for those who want to hold a house party or who have a stage in their home.

In the past six months, 2441 of these [bulb loudspeakers](#) were sold to customers. Since this is an impulse-buy product, you'll likely want to promote this bulb loudspeaker on Facebook and Instagram. You might want to target people who like partying or clubbing.

You might also try targeting people who listen to music like EDM. This might inch you closer to finding your target audience. Marketing your products via [Facebook groups](#) or Instagram direct messages can also help you drive more sales on your store.

So, don't be afraid to reach out to people who might fit your target audience. And don't forget to reach out to influencers who might be willing to promote your products for you.

#8. Selfie Night Light



[Start selling selfie night lights](#)

But first, let me take a selfie. With Instagram's popularity going strong, it's safe to say that the selfie isn't going anywhere. Fortunately, now you can help customers get their best shot no matter where they are or what time of day it is.

This [Selfie Night Light Ring](#) allows customers to take their selfies in dark clubs, in the darkest hours of the night, or in rooms with bad lighting. This one in particular has had over 27,000 sales in the past six months. Huge!

This night light also comes in three colors: white, black and pink, thus allowing you to recommend different colors for people with different phone colors or color preferences.

This light ring is compatible with various phones such as iPhones, Samsung, Sony, Motorola and more. Want to get your night light on more phones?

Fortunately, there's a pretty simple way to do that. When it comes to targeting on Facebook, you can target people based on the device they use. So if the night light is compatible with an iPhone 7, you can target people with iPhones 7s under behavior (meaning they own it) and interests.

You can also zero in on your marketing such as by gender or other interests to find the type of customer who is most likely to buy [your product](#). You can also reach out to influencers who have taken great photos who can plug this product on Instagram or [YouTube](#) by educating people on simple tricks to take better photos. This product can be included as one of the ways to take better photos because lighting is essential for great photography.

#9. Bathroom lights



[Start selling bathroom lights](#)

Nobody likes being awakened by bright bathroom lights in the middle of the night. Fortunately, [this toilet seat light](#) is the solution to that problem.

These battery-operated bathroom lights light up the toilet seat at night so you can find it in the dark. The subtle lighting is perfect for those who don't want to turn on a bright, harsh light in the early hours of the morning.

It's also perfect for those who regularly need to use the washroom throughout the night. In the past six

months, over 2,700 customers have purchased this product proving that it's a must-have light for the home.

So, how do you connect more customers to your [toilet seat light](#)? This impulse-buy product can be marketed on Facebook or Instagram to capture [impulse shoppers](#) looking to brighten up their toilets.

You can target men who might need the light to better aim in the dark. You can also target parents of young children under 12 who use the washroom frequently throughout the night. This can also work well as a search-based product as “toilet light” gets about 9,900 monthly searches so don’t be afraid to write content around this keyword, create Google Shopping ads and search ads as well.

#10. Novelty Lights



[Start selling novelty lights](#)

In 2018, we saw the rise of novelty lights. But 2019 will see that trend continue to rise. [Google Trends](#) shows that from September to November each year there’s an upward trend in “novelty lights” searches.

When you create a product category for novelty lights on your store, you’ll find that there’s a great selection of products to choose from. However, various products have also proven to be quite popular.

Want to sell these [novelty lamps](#) to the masses? Since search volume for “novelty lights” and “shark light” tends to be low, you’ll likely want to focus on an impulse-buy strategy. You can focus on Facebook and Instagram. For instance, you might choose to target people based on holidays or milestones.

For example, an ad for the love lamp above might target couples celebrating an anniversary, couples that are newly engaged or holidays such as Valentine’s Day, whereas ads for the shark lamp might target people who are interested in sharks. Remember, no two novelty lights are the same so be sure to target people based on the specific product you’re selling rather than creating a general ad for the entire product category.

Lighting Trends to Look Out For in 2019



Doug Root, Co-Owner &
President of [Atlanta Light
Bulbs](#)

“Many companies and homeowners are retrofitting their lights with LEDs. These lighting replacements are not only more energy efficient, they also reduce maintenance costs and provide better lighting. Many are also leaning toward Smart Bulbs that provide them with remote access.”



Tina Carpenter,
E-Commerce Manager at
[Juice Electrical Supplies](#)

“Interiors take cues from the supernatural, as designers continue to be inspired by mysticism, and this filters down to high-street level. For lighting, this will mean fixtures and fittings with an ethereal quality. So, expect luminous colours mixed with subdued brightness outputs, multiple bulbs, light-distorting jewels, and natural stones.”



Andres Torrubia, CEO & Co-founder of [Fixr](#)

Whimsical lighting designs are only set to grow in 2019. Expect to see more face motives as we search for connection in an increasingly disconnected world. However, depictions of faces will extend far beyond just people, as bulbs feature inside designs of animals, birds and robots. The continuation of political turbulence means that neon lights will continue to reign supreme in the world of novelty lighting, thanks to the ease with which they can be used to depict political messages.

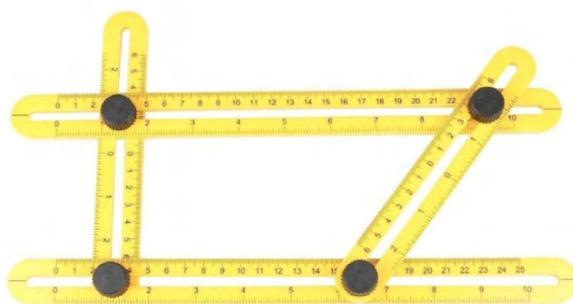
9

Home Improvement

10 Best Home Improvement Products to Sell in 2019

Take your home improvement and home supplies store to the next level by adding these epic products to your collections. In this section, we'll break down some of the most popular home improvement products of 2019, covering everything from handy tools, organization products and safety devices. These home supplies are currently trending upwards so be sure to add them to your store before the trend fades away!

#1. Measurement Tool



[Start selling measurement tools](#)

When it comes to home improvement and renovations, a [measurement angle-izer tool](#) will come in handy throughout the process. Sure, you can use a measuring tape for some aspects. But sometimes you've got to take angles into account.

This angle-izer ruler can measure various angle degrees with its simple tool. You can measure from 0-300mm which is perfect for small-scale home improvement projects. This niche product has only been ordered by

customers 760 times in the past six months but has garnered a 4.9 star rating with over 400 reviews.

So while it is a niche product, this is definitely one that customers love. When it comes to marketing home supplies like this [measurement angle-izer tool](#) you can focus on a few different markets. First, you can target people who work in home renovations, construction, or trade type industries.

Second, you can target students in engineering or architecture programs. You can focus on [Facebook ads](#) when targeting using the options mentioned above. However, this is mostly a search-based product, so don't be afraid to experiment with Google ads and [Google Shopping ads](#) as well.

#2. Night Vision Security Camera



[Start selling security cameras](#)

There's been an uptick in "home security" searches in [Google Trends](#) in recent months. People are shifting towards buying home supplies that'll improve the security of their loved ones and possessions.

This [mini security camera](#) can be bought to watch over certain rooms in your home. It immediately alerts you the moment someone breaks into your house. This indoor security camera also allows you to do video playback, acts as a motion detector, includes a remote control and more.

Marketing this [night vision security camera](#) can be a bit tricky as platforms like Facebook and Instagram don't allow ads to security products.

Your best bet when it comes to marketing is a search-based approach. You can create blog content around home security with links to your products. You can then run [retargeting ads](#) for your blog traffic with Google.

Next, you can create [Google Shopping ads](#) for home security keywords. Keep in mind that “home security” can be a competitive and expensive keyword to go after.

So when creating ads or blog content focus on long-tail keywords. For example, instead of “home security” you might create content such as “home security Toronto” or “best home security reviews” or “home security do it yourself.”

#3. Water Saving Shower Head



[Start selling water saving shower heads](#)

Looking for a product to sell that'll help the planet? Home supplies like this [water-saving shower head](#) have been becoming more popular.

Customers will get a shower head with three different spray modes, which can help reduce the amount of water they use every time they shower. There has been a massive 13,038 sales of this product in the last month, and 1,675 in the last 30 days alone. That shows this product trend isn't going anywhere.

If you're looking to create a socially conscious business, selling products like this can help you create a positive brand image. Want to get a big splash of sales? You can create YouTube videos talking about the benefits of having a [water saving shower head](#) such as the environmental impact, the money you save on your bills, and so forth.

You can also write guest posts on socially conscious blogs about helping the environment and adding a link back to your product page so you get some [free traffic](#).

Alternatively, you can reach out to eco-friendly influencers and ask them to give your website a shout-out in exchange for payment. If you zero in on products like this, you can build your entire store around being a socially conscious brand to help you find like-minded customers who are interested in preserving the environment. You can also promote [this product](#) to those in the home improvement space to help more homes become environmentally friendly.

#4. Essential Oil Diffuser



[Start selling essential oil diffusers](#)

Home supplies like [essential oil diffusers](#) first emerged in 2015 and have been climbing in sales ever since. Whereas scented candles pose a fire risk, oil diffusers help give your home a pleasant aroma with minimal risk.

Not only can you promote this product as a way to keep a fresh scent in your home, but also for the overall safety of it as well. Hundreds of customers have bought this specific product in the past 30 days making it a great product to sell in the winter months.

One of the best features of this product is that it has warehouses in the United States, the United Kingdom, and Australia. So if your target audience is in one of these countries, they can expect the product delivered to their door in a shorter period.

Don't forget to upsell these [essential oils](#) which have also been growing in popularity lately! Promoting your [oil diffuser](#) doesn't need to be complicated. You can create ads on Facebook, Instagram, Google, and Pinterest targeting women.

You can also create videos showcasing the product in use within the home with a captivating copy to entice the buyer. You can reach out to home improvement bloggers and ask them to include links to your oil diffuser. Some may require a form of compensation. You can offer them payment or offer an affiliate link so that they make a commission for every sale they bring.

#5. Fabric Steamer



[Start selling fabric steamers](#)

Calling all fashionistas! [Fabric steamers](#) are used by top fashion trend-setters to keep a polished appearance. Goodbye wrinkled clothing! While it may not be an item everyone has in their home, that doesn't mean this product doesn't have potential.

Men often use steamers to keep their suits looking like new, and women use steamers to clear out wrinkles in their favorite clothing. So you'll actually have some flexibility in who you want to target.

Don't believe in the popularity of [this product](#)? Then, you'll want to check out YouTube. Videos about steamers tend to get thousands of views.

The [most popular video by Melissa Maker](#) garnered 374k views in only a year! Now, imagine reaching out to top men's fashion influencers or women's fashion vloggers and asking them to create a video with your product.

You can send them a free sample, offer an affiliate deal and they'll send traffic back to your website. Since they've already got an audience built up, it'll be easier to have traffic driven back to your website.

#6. Robot Cleaner

ILIFE



[Start selling robot cleaners](#)

Cleaning your home can make you feel a little nuts. Fortunately, a [robot cleaner](#) can help. This product tends to peak around November and December each year.

And while it's hard to confirm, it may very well be a product people buy others as gifts for the holiday season. The keyword 'robot cleaner' gets 22,000 monthly searches according to Keywords Everywhere which is more than enough traffic to prove its popularity.

If you're looking for an even bigger proof of popularity, the keyword 'robot vacuum' gets an astounding 135,000 monthly searches so this is definitely something people are snatching up.

Want to get more robot vacuums into homes? Here's where to start. Due to the popularity of this product, top brands, and retailers tend to take over the highest ranking in search results making them hard to beat.

Instead of trying to rank your website in search focus on elements that rank high in search. For example, videos tend to show up high in search results so creating a few YouTube videos promoting your product can help elevate your brand's presence.

And if you throw in a link to your product in the video, people will be more likely to buy from you. News articles also tend to rank high for those keywords, so reaching out to a few niches but relevant publications can help get your products featured in lists that rank well allowing you to increase your [referral traffic](#).

#7. Mini Fan Heater



[Start selling mini fan heaters](#)

This past summer, one of the hottest products was a mini air cooler but in the colder months home improvement products like this [mini fan heater](#) take over.

The portable size makes it perfect for receptionists who work by front doors, homes without heating, and people who want to bundle up when the winter gets a bit chilly.

And according to [Google Trends](#), search volume for 'mini heater' is at its

highest all-time peak right now. So you'll want to add this [steaming hot product](#) to your store today.

While traditional heaters tend to be more search-based this mini one can work well as an impulse-buy product. Don't worry, you can still create [Google Shopping ads](#) and [optimize your website for search](#).

This home improvement product can also be marketed with Facebook ads. You can create videos promoting the benefits of this product using short but captivating copy. You can also show the many places this [mini heater](#) can be used due to its compact size.

#8. Shower Caddy



[Start selling shower caddies](#)

Nobody likes seeing their tub surrounded with shampoo bottles and soap. Fortunately, you can now sell a home improvement product like this [shower caddy](#) to solve that problem. In the past 30 days, there have been over 100 customer purchases for this exact product.

When it comes to home supplies, organization products tend to do well. In fact, if you sell home products on your store you can devote an entire product category to organization.

According to [Keywords Everywhere](#), the keyword “home organization” gets over 12,000 monthly searches showing its popularity. And the specific product “shower caddy” gets 60,500 monthly searches showing just how much of a powerhouse this product can be.

Help your customers improve their home by promoting your [shower caddy](#) with various ads. Firstly, you can run ads on Google since “shower caddy” has enough search volume to warrant it.

Secondly, you can create blog content around “home organization” which also tends to be popular. Make sure to focus on long-tail keywords such as “bathroom organization ideas” while including links to your shower caddy along with other relevant products on your store.

Aside from search-based marketing activities, you can also promote your [shower caddy](#) in home improvement or home organization Facebook groups.

#9. Sponge Paint Roller



[Start selling sponge paint rollers](#)

Nothing takes your home improvement projects to the next level better than a paint job. Home supplies like this [paint roller](#) are perfect for DIY painting. What's most impressive about this product is just how many sales volume it's gotten in the last 30 days: 1341 orders. It even has a 4.5 star rating making it a product that customers actually love.

Search volume for keywords like "paint roller" get 33,000 monthly searches, making it a popular product

to sell. Interestingly enough, [Google Trends](#) shows that paint roller searches have been trending upwards the past couple years with July being peak season.

If your goal is to try to capture some of those monthly searches, you can run [Google ads](#). If you've got a tight budget, you can focus on writing blog content around relevant painting keywords to attract the right audience. Make sure you have your retargeting ad running. Then, you can share those articles on social media. Your retargeting ad will show your painting products which will help you monetize your blog content.

#10. Flashlight



[Start selling flashlights](#)

If there's a top 10 list of home supplies everyone needs a flashlight has a place on it. Homeowners never know when the power will go out and they'll need a safer alternative to candles.

Fortunately, this exact [flashlight](#) has been purchased by customers 1,974 times in the past 30 days and a whopping 32,776 times in the past six months!

If you want to get the spotlight on this [flashlight](#), a search-based approach

will likely be your best bet. Search volume for “LED flashlight” is high with 135,000 monthly searches. You can create blog posts about flashlights, promoting them on Twitter and using popular but relevant hashtags to increase visibility.

If you get traffic through this method, you can have a retargeting ad running on your blog to show them the flashlights you sell on your store. You can add this flashlight to listicles about home safety or what to buy for your first home. You can also run Google ads for specific flashlight keywords or Google Shopping ads for product based ads.

Home Improvement Trends 2019 According to Home Experts



Kathryn Emery, founder of
[Be The Best Home](#)

“Be green, without compromising style. Sustainability is a growing trend. People WANT to make a difference, and they can tremendously at home.

• **Energy:** Convert to LED lighting to save energy, without losing the color, style, efficiency with LED advancements. Look at lighting that provides color, style, function from your phone and saves energy.

- **Smart Home:** many items can help you save energy & water. Look at things like thermostats; lighting control; smart leak detection; plugging any device into a smart plug that you can turn off when on vacation because when something is plugged in at home, it is still pulling power + more
- **Clean Air:** lithium ion powered tools in the garden (no emissions) without compromising power and function, also quieter! Or no VOC paint that you could paint a baby's room and they could sleep in it that day.
- **Water:** Watersense items like toilets, faucets, showerheads now have even better features than those that don't; there are even watersense toilets that are self cleaning, faucets with motion sensors to save spreading germs and many more innovations in these water saving devices

More Living Outside: With the continued influx of electronics and working harder, when people relax, they want to relax longer outside, away from it all.

- Outdoor patio: there is a movement in getting the same quality outside as you can get inside.
- Products with built in lighting, LED speakers, and charging devices all in them so no need to ever go inside
- Grills that can cook anything a kitchen can cook - smoke a brisket, then bake a pie in the same device

Do things smarter so you can enjoy more: With the hustle bustle of everyday life, getting everyday tasks done quicker and more efficiently lends itself to more enjoyment time!

- Clean less - products that do more in less time, with multiple functions are growing in popularity because it is ONE thing that does many functions
- And products that create a barrier to keep the clean in so you don't have to clean as much
- Things like power tools are being built to keep their power so a project can be done all at once
- Items are carrying multiple features, like our smart home devices do such as order an Uber, play your music, set a timer, read you a recipe all from one device.
- You are also seeing light bulbs act as alarm clocks you can set to wake you up. Power tools with USB outlets for phones. Refrigerators with screens on them. Doorbells that also act as security systems."



Rebecca Edwards, Safety &
Security Expert at

SafeWise.com

“The trend in Smart Home Tech products will continue, with an estimated overall market value up to as much as \$16.4 billion. With the vast adoption of AI voice assistants, look for smart home products like smart locks and video doorbells, thermostats, smart plugs, and smart lighting.”



Yoel Piotraut, Managing
Partner of [MyHome Design +
Remodeling](http://MyHomeDesignRemodeling.com)

Yoel Piotraut, Managing Partner of [MyHome Design + Remodeling](http://MyHomeDesignRemodeling.com) says “Recent National Kitchen and Bath Association (NKBA) report shows homeowners are using technology in their kitchen, not only for email/texts or surfing the web, but also for looking up recipes, online grocery shopping and prep.

“The shift in technology usage is impacting kitchen design. Designers are including integrated mobile charging, Wi-Fi connectivity, automated faucets, centralized lighting controls, smart appliances, music/speakers and motion-sensor task lighting.”

10

Wedding Decorations

10 Best Wedding Decorations and More to Sell in 2019

What are the best wedding decorations, wedding supplies, and bridal accessories for 2019? In this ebook section, we used a combination of data while consulting wedding experts to get a deep dive look into the biggest wedding trends for 2019.

The wedding products featured in this list are some of the most popular upcoming products for the year. So if you'd like to get a head start in this niche, you can start by adding these wedding products to your store.

#1. Wedding Evening Dress



[Start selling wedding evening dresses](#)

Of all bridal accessories, a bride's gown is the most important. While traditional brides may choose to buy their main wedding dress in store, an evening dress for the reception is often bought online.

Budget-friendly brides may also choose to do some of their bridal shopping online as well. Shoppers may choose to purchase a [white evening dress](#) like this lace off-shoulder dress.

You can upsell other bridal accessories like a belt, sash, or lace bolero to create a more figure-flattering appearance for your customers. When it comes to marketing bridal accessories like evening gowns, your best bet is to stick to ads on Facebook and Instagram.

Using targeting options, you can target women who are recently engaged. If you want to tap into [influencer marketing](#), you can have influencers create videos of them wearing the dress. Then, you can repost those videos not only on your own [social media](#) but also on bridal fan pages on Instagram to get more eyes on your bridal accessories.

#2. Bridal Ball Gown



[Start selling bridal ball gowns](#)

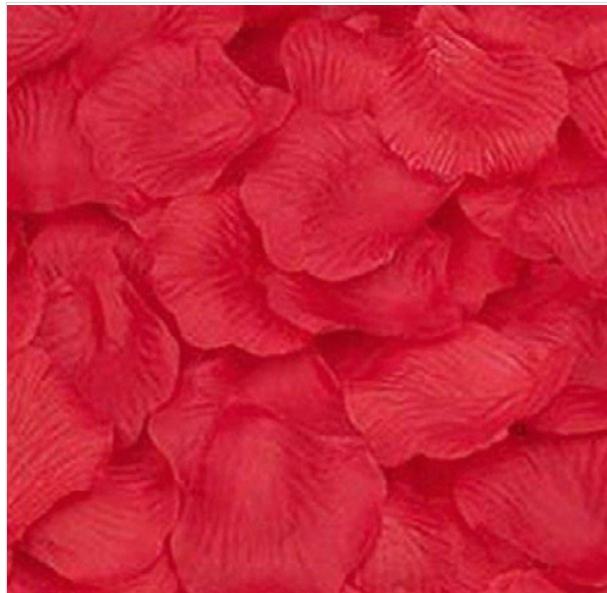
Budget brides are slowly taking over the wedding industry. With more brides shopping online for a cheaper wedding dress alternative, online retailers can land a number of sales from selling wedding dresses on their store.

You can sell wedding dresses like this [bridal ball gown](#) along with other bridal accessories to [increase average order value](#). Items like jewelry, veils, footwear, hairpieces and more can be curated for the customer to complete her bridal look.

To market this [bridal ball gown](#) to brides, you can use [Facebook ads](#) to target women who are ‘Newly engaged’ with options to target three months, six months and one year. While you’ll likely want to target brides in the three to six months range, keep in mind some brides have two-year engagements so don’t discount a newly engaged bride of one year!

You can also target women who are listed as ‘Engaged.’ You can also promote this dress on popular open boards on Pinterest to increase the free visibility the product gets. Then run [retargeting ads](#) to win back visitors of the dress.

#3. Artificial Petals for Weddings



[Start selling artificial petals for weddings](#)

With flower costs increasing each year, brides have been turning to [artificial flower petals](#) for their weddings. These wedding decorations can be used by the flower girl or for table decor. Rose petals can cost as much as [\\$2.50](#) per cup. Imagine how many cups you’d need to cover each table for a wedding!

Fortunately, artificial petals are much more affordable which may result in brides turning to an online purchase instead of their florist. And considering [these petals](#) come in a bulk bag of

1000 pieces, you can position your product as cost-effective wedding decorations for your customers.

You can promote these [flower petals](#) wedding decorations by showing different wedding decor using flower petals. You can create YouTube videos of centerpieces that use floral petals such as petals in a water-filled vase. You can decorate a table top with flower petals next to candles to show a different look. And you can also mention in your videos that these petals can also be used for flower girls so that you can increase bulk purchases.

When it comes to ads, you can show pictures of the petals being used for wedding decor. And for targeting you might want to target women who are Newly Engaged (6 months-1 year)

#4. LED Wedding Balloons



[Start selling LED wedding balloons](#)

Wedding decorations like these [LED wedding balloons](#) can brighten your customers' wedding venue. Brides can use these wedding decorations for decorating a kid's table, to light up a pathway at their outdoor wedding venue, or as simple decor inside their dimly lit venue.

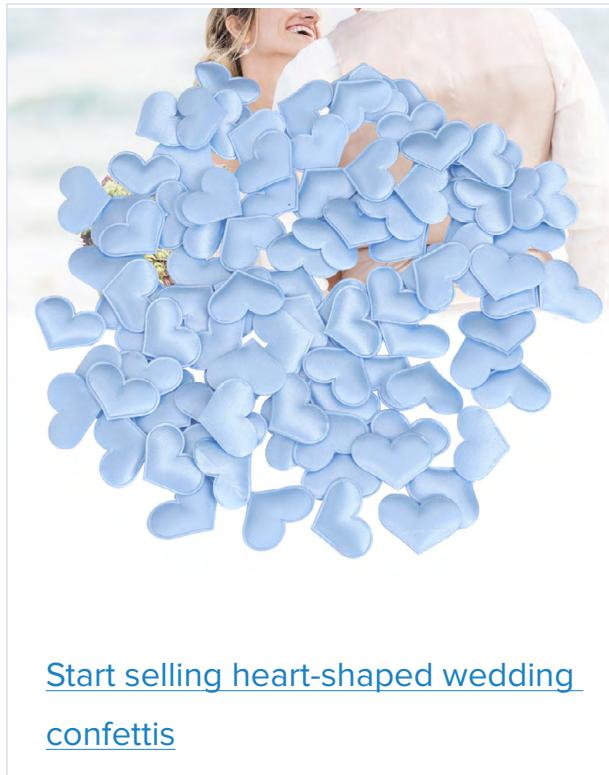
These balloons can be lit up with helium and activated with a switch of a button. The balloon even comes with its own LED rope. With these [LED wedding balloons](#), you can focus on bulk selling – especially for weddings.

You can use a Shopify app like [Product Bundles](#) by Bold to create higher volume bundles so you can increase your [average order value](#) and make a higher profit.

When it comes to marketing, you'll likely choose to target women who are currently engaged and potentially wedding planners as well.

If you have a niche wedding store, you can partner with wedding bloggers to get shout-outs and links to your store to drive more qualified [website traffic](#).

#5. Heart-shaped Wedding Confetti



[Start selling heart-shaped wedding confettis](#)

Wedding supplies, especially for decor, are one of the biggest aspects when it comes to a wedding. Fortunately, there are many wedding decorations you can promote on your store. Kinda like this [heart-shaped wedding confetti](#).

They come in several different colors including blue, red, pink, purple, white, off-white, and rosy. The reason why this confetti is ideal is because a lot of wedding venues ban smaller confettis as they're harder to clean up.

However, since these take on a bigger shape they're easier to pick up after being thrown. They can also be used for tabletop wedding decorations, confetti replacement for glitter or rice, or for flower girls to spread down the aisle.

You can promote these wedding decorations in a number of ways. First, you can create Facebook ads targeted recently engaged women. Second, you can [take product photos](#) of brides using [this confetti](#) in photos.

You might stage a photo yourself or offer the product to brides for free in return for a photo. Then, you can use the photo for visual social sites like [Pinterest](#), Instagram and [Facebook](#) to [drive traffic](#) to the product.

You could also take photos of different tabletop decor using these products so customers can get unique ideas. Video marketing can also be included in your strategy to increase conversions but also drive traffic back to your website.

#6. Fake Wedding Flowers



[Start selling fake wedding flowers](#)

With wedding flowers costing [between \\$6000 and \\$11000](#) dollars on average, budget brides have been turning to alternative options. Some wedding experts recommend greenery as an alternative as it tends to have a lower cost (check out Erica Hartwig's quote down below).

And others recommend [fake wedding flowers](#). Okay, we'll be the first to admit that some say that fake flowers at a wedding are tacky. But boy, are they cost effective – and quite popular at that too.

In the past 30 days, these [fake wedding flowers](#) have been purchased by 101 customers. Brides can choose to use these as their bridal and bridesmaids bouquets but can also use them for wedding decorations like centerpieces.

The ideal audience for fake wedding flowers is likely a DIY or budget bride.

You can use targeting options such as DIY and Newly Engaged to find your ideal customer. You can also create videos of DIY wedding decor with your flowers.

It can also be a good idea to showcase several different looks using different styles or color vases. You can mix and match flower colors to create a bigger bouquet. Or you can add special accessories to your flowers to help complete a more polished look.

By showing all the ways you can spruce up wedding decor with fake flowers, you'll be more likely to help convince customers to buy your wedding products.

#7. Flower Girl Dress



[Start selling flower girl dresses](#)

Flower girl dresses can cost anywhere between [\\$75](#) and an astronomical \$200+ amount. Not everyone can shell out that kind of dough, though.

And fortunately, this [flower girl dress](#) is a cost-effective option for a budget-friendly bride. The product cost is only \$5.50, but you can sell it for as much as \$29.99 while being at a low-end price for your flower girl dress.

Plus, this dress has been ordered 40 times by customers in the past

30 days showing that simple dresses can be just as popular. Also, don't forget the number of accessories you can upsell to customers such as hair accessories, children's dress shoes, and more.

When it comes to promoting flower girl dresses you can approach it in two ways. First, you can create ads targeting the bride in hopes that she'll share the dress with the flower girl's mother.

However, it can also be just as likely that the flower girl's mother is the target audience for the product. As a result, search-based ads may work quite well too. Search volume for a keyword like 'flower girl dresses' get about 246,000 monthly searches.

If you're a new retailer, your website likely won't rank for that keyword. However, you can create Google ads or [Google shopping ads](#) for that keyword to increase visibility for your products and your store.

#8. Silicone Wedding Band



[Start selling silicone wedding bands](#)

According to [Google Trends](#), men's [silicone wedding bands](#) have been seeing strong and steady growth in the past few years. The main reason men turn to silicone instead of platinum or gold boils down to two things.

First, silicone wedding bands are a much more cost-effective alternative to metal. Second, metal rings have been known to [injure men who work in the trades](#).

Some men have even lost their fingers due to their ring getting stuck while at work. Fortunately, silicone rings solve that problem too. The [silicone wedding bands](#) come in nine colors including gold, silver, copper and glitter designs.

The silver and gold options allow you to market them at wedding bands. The target audience of [silicone wedding bands](#) is likely the men who have to wear them.

You can create ads targeting men who've recently gotten engaged. How you choose to position your ads is up to you. However, you can promote it as an affordable wedding band for someone more budget-conscious.

Or you can highlight it as a band for people in the trades by mentioning the injuries metal bands have caused. You can post a picture for your ad as well as create an informative video that details everything you'd like people to know to convince them to buy your wedding band.

With the product costing only 60 cents, you can sell these for as much \$29.99 making it a great profit you can reinvest back into your store.

#9. LED Marquee Letters



[Start selling LED marquee letters](#)

Light up wedding decorations are all the rage for 2019. From romantic 'Marry Me' signs for romantic proposals to 'I Do' signs for the head table at the wedding venue.

The best thing about [this product](#) is that it's quite easy to increase your average order value. Each letter is purchased individually and multiple are needed to complete an entire sentence.

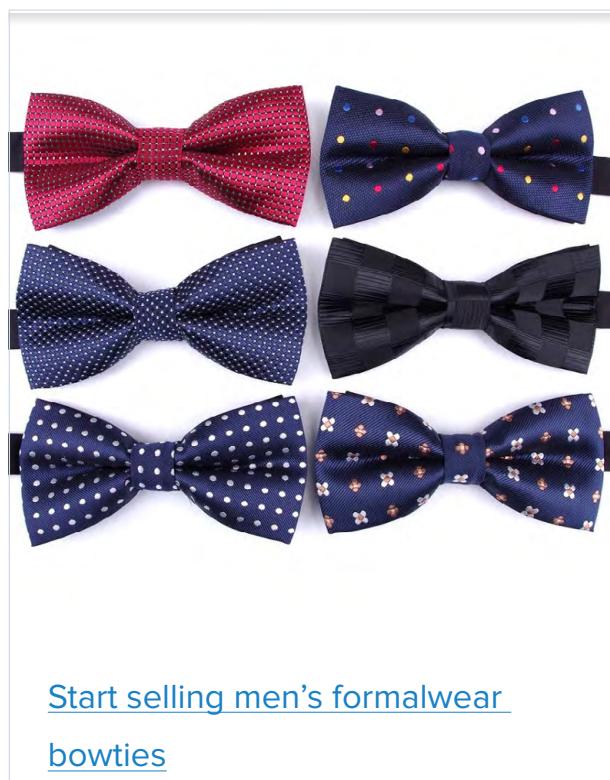
You can create bundles for popular phrases as well such as 'Bride to Be' or 'The Smiths' to showcase more

variety. Marketing this [marry me marquee sign](#) doesn't have to be tied to the wedding niche.

You can start promoting it for the wedding niche to start. However, as time goes on, you can start expanding your audiences with different phrases.

This can also be marketed for the decor of a child's room, or you can use these lights to create a dim-lit ambiance in your home. The versatility of the product will allow you to target more audience segments so you can increase your odds of landing a higher volume of sales.

#10. Men's Formalwear Bowtie



[Start selling men's formalwear bowties](#)

Men's suit sales have been [growing steadily](#) for quite some time. So naturally, accessories like bowties, cufflinks and pocket squares are increasingly popular.

You can sell these products either on a men's formalwear or fashion store or on a wedding website catered to men. This [bowtie](#), in particular, comes in 20 different colors allowing you to give your customers plenty of options.

It can be used as an add-on product to a higher-end suit or it can be

marketed on its own. Marketing products like this [men's formalwear bowtie](#) can be done via Facebook ads or Google Shopping ads.

'Bow ties' gets 90,500 monthly searches and 'bowties' gets 22,000 monthly searches.

You can create ads for your products with those keywords in mind. You can also create separate ads for the different designs you offer, such as, 'polka dot bow ties' which only gets 880 monthly searches. However, a customer searching for that keyword knows exactly what they're looking for so they can still convert well.

Home Improvement Trends 2019 According to Home Experts



Erica Hartwig, Director
of Operations of [Organic
Moments Photography](#)

“Greener! It’s almost 2019 and brides want plants galore. I believe plants and vines will be everywhere. This trend has become more and more popular. Brides do not want boring ballrooms anymore. Sometimes that is the only option, so they are turning ballrooms and wedding halls into an inside garden room. Hanging plants from the ceilings and sweetheart table. Green, green green!”



Lucas Horton, GIA Graduate
Gemologist of [Valeria Fine
Jewelry](#)

“One trend I have noticed is that brides and grooms have been creating a custom pendant, pin, or even a corkscrew to give to the entire bridal party. Everybody likes custom jewelry. With custom jewelry, you can create something showing your personality and that can’t be found at the mall. It is also cool knowing you have something one-of-a-kind and that no one or only a few others have.”

