

store zippy

The Ultimate Guide to

Best Products **to sell online**

in 2021



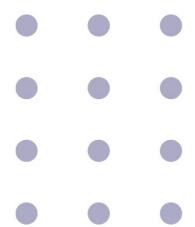


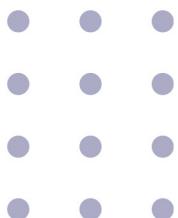
TABLE OF CONTENTS

Top 10 in demand trending products

Characteristics of best trending products

The 3 step “niche success validation” process

Making the Final Decision

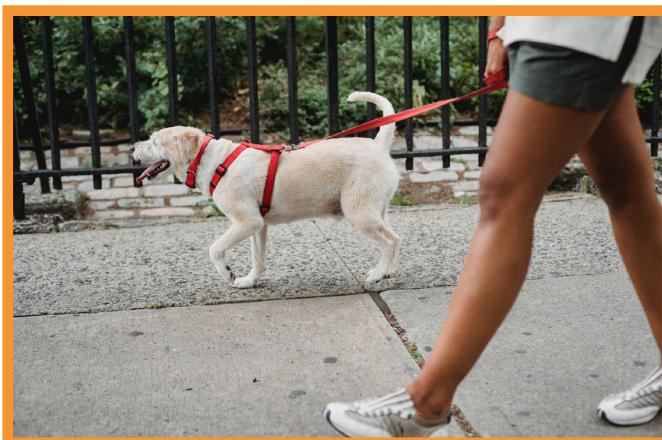


Top 10 in demand trending products

Confused about what to sell online in 2021 on eCommerce platforms? Want to start with a niche that has a viable customer audience? It's no wonder selecting and offering the right products to customers in the competitive battleground of eCommerce is a daunting task. With market conditions fiercer than ever, it is really important to narrow down on the right product to sell amongst the plethora of options available.

Without any further ado, let's navigate directly to the list of trending products for online selling -

1: Pet Accessories



Undoubtedly, the pandemic has brought so many changes to the society, but one thing it has definitely not changed is the society's love for pets. With booming pet ownership across the globe, this niche is gaining rage over other online retail platforms. Pet care market has grown from \$216 billion in 2020 to \$232 billion in 2021 and there has been 63% total pet revenue growth since Covid-19. The keyword "dog toys" gets about 1,10,000 searches every month proving its inflating demand and popularity. With the increasing emphasis on pets' wellbeing and health, the global pet market is expected to expand at a greater degree. You must keep an eye on this niche to start selling as pet accessories continue to boil their way to the top.

2: Shapewear



The fashion industry is buzzing with the ignite in demand for shapewears. As it continues to be an ever-growing market, there is no doubt about why this niche is doing so well. What's interesting about it is that the shapewear market is expected to reach \$5576 million by 2022. Search volume for "Shapewear" is steadily growing over time according to google trends. As they are becoming insanely popular, this category can be classified as one of the top products to be sold online in 2021.

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3: Posture Corrector



Posture correctors are some of the most popular products that you can sell online. While supporting the spinal cord, posture correctors also help to properly align back, neck and shoulders. For those who are constantly slouching and have bad posture, this is an absolute must. Moreover, as due to covid-19 people are unable to hit the gym or go out in parks making their lives even more sedentary, the demand for these corrector belts is increasing more than ever. This niche can perform really well and can be an absolute game changer for the eCommerce entrepreneurs.

4: Doormats



Doormats are a safe bet for people who want to sell a product that can yield decent returns. Also, there are plenty of suppliers from whom these can be easily purchased in bulk quantities at an incredibly cheaper price. The doormat market is expected to grow by \$639.45 million between 2020-2024 accelerating at a CAGR of about 2%. Covid-19 has low impacts on this market and as a result this particular niche still has some promising growth potential. Over the past few months, it has generated a large number of orders making it a popular item to sell.

5: Face masks and face shields



No one cared about face masks and face shields before 2020, but as the pandemic persists, their market continues to grow at a steady pace and these remain among the one of the most highly demanded products. The face mask market is expected to grow from \$737 million in 2019 to \$22,143 million in 2021. In the wake of Covid-19, many social media platforms have been rolling out campaigns encouraging a positive attitude towards wearing masks. So as the world continues to fight against the novel coronavirus, this category is not going away anytime soon.

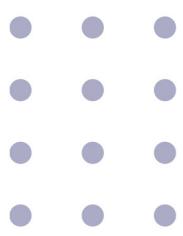
6: Yoga Mats



Yoga mats searches have been climbing up for a couple of years now as per google trends. The pandemic definitely had some positive impacts on the health sector and with the increasing trend of “home gym” and “yoga practicing”, yoga mats continue to rank high among amazon’s best selling products. The yoga mats market size is projected to grow to \$15.2 billion by 2026. As people are stuck at home and yoga is becoming their new go-to fitness routine, this niche has seen a steady rise and it will continue to do so.

7: Phone tripods



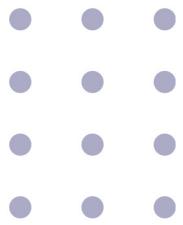


Rise of vlogging and live streaming is keeping up the global phone tripod market. These tripods allow people to shoot videos while keeping their hands free. When it comes to marketing, you might want to promote it to people who are youtube vloggers and those who love weekend tripping, recreational camping and leisure activities. With tiktok and reels fever just round the corner, the demand for phone tripods has insanely increased. You can also partner with youtubers or tech review bloggers in order to get more exposure for your business.

8: Baby Carriers



Baby carriers are a great item to sell for a quick buck. It lets parents carry their infants easily without the need of a stroller. The baby carrier market is poised to grow by \$224.68 million during 2020-2024. To promote baby carriers, you can target new parents and highlight the need, importance and benefits to convince them. The number of searches for “baby carriers” has jumped up rapidly over the past few years.



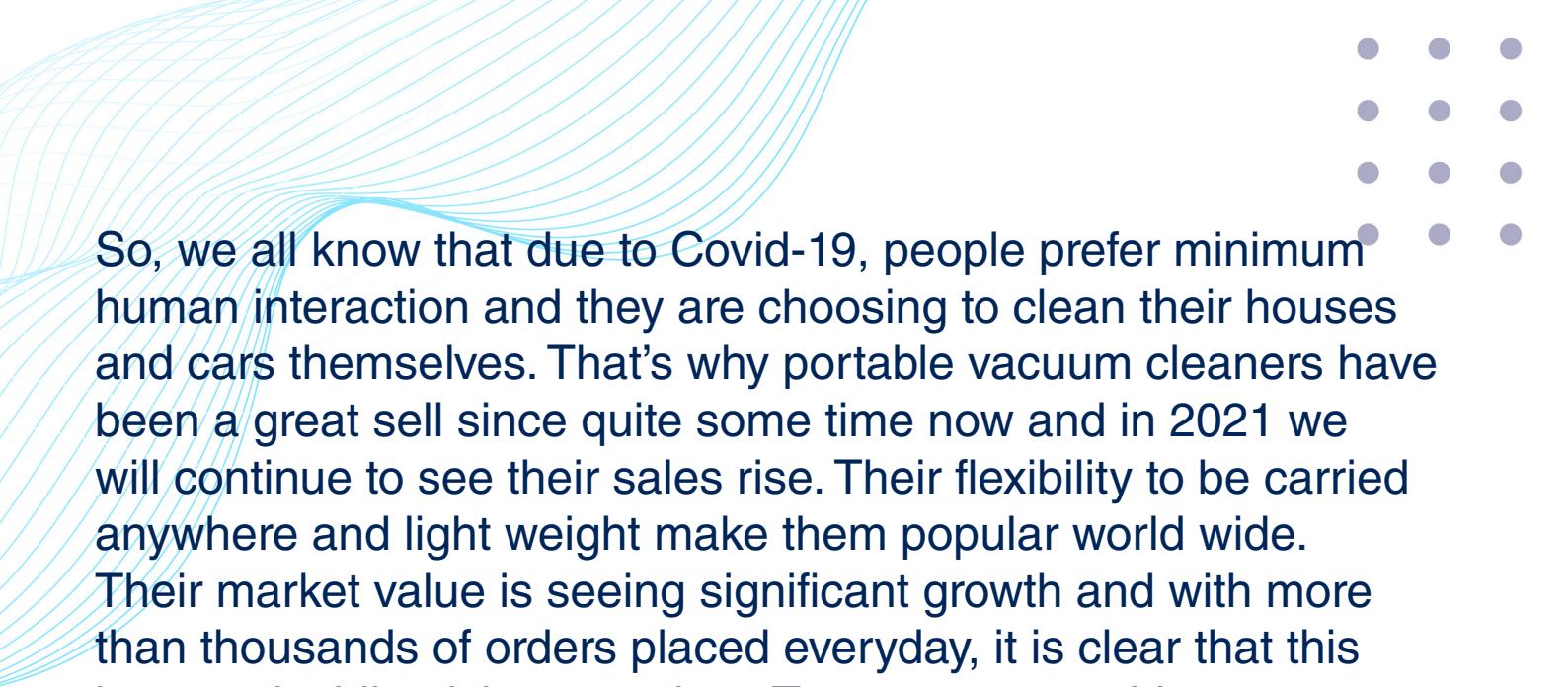
9: Baby playmats



Looking for a dedicated space for your infants and toddlers to entertain themselves? Of Course everyone is! Well, that's why baby playmats are on a boom this year. The increasing trend of daycare centres and preschools has further contributed to their market growth. As far as marketing is concerned, focus on social media and target parents with infants. You might also want to set up ads on instagram and facebook in order to reach your target audience. Post informative videos educating people about benefits and uses of these playmats. These are absolutely something young parents want- sorry need for their babies. So, don't forget to add this niche to your online store.

10: Portable vacuum cleaners





So, we all know that due to Covid-19, people prefer minimum human interaction and they are choosing to clean their houses and cars themselves. That's why portable vacuum cleaners have been a great sell since quite some time now and in 2021 we will continue to see their sales rise. Their flexibility to be carried anywhere and light weight make them popular world wide.

Their market value is seeing significant growth and with more than thousands of orders placed everyday, it is clear that this is a worthwhile niche to explore. To promote portable vacuum cleaners, you can send your items for review to youtubers and give them an affiliate link for their viewers. You should also invest in ads to get immediate sales for your product.

Now we have gone through the list of top 10 trending products for online selling. However, it is important to remember that this is just the start of the journey and you also need to focus on a few important characteristics when selecting the product. So don't stop, read on!

Top 13 characteristics of best trending products

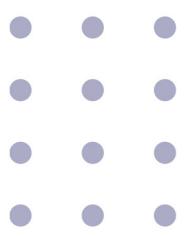
The answer to the question - “what are the most popular products for online selling” is more complex than what you might have thought. You cannot just directly jump to the popular product bandwagon. There are a number of factors to be considered while choosing your niche and following are the 3 important characteristics to focus on-

1: The product must be unique

Imagine selling a product which no one else is selling! Sounds great? Yeah, selling unique products will definitely set you apart and help to develop a long-term competitive advantage. Make sure the product is unique but at the same time something which people want and not the kind of unique that people do not want to buy.

2: Not readily available

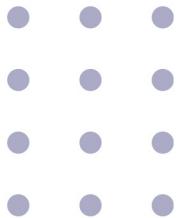
Make sure the product you choose to sell is not easily available in the brick and mortar stores. Afterall, why would customers buy from amazon or flipkart if the product is easily available to



them at hypermarkets or other local surrounding shops. Products which have limited accessibility for people have greater potential to succeed when being sold online. So, try to choose a niche which is otherwise not easily available for people to buy in order to launch a successful online store.

3: Must be profitable

The endgame of every business is “profit” and if there are no profits your business will be brought to a standstill. Money, if not the first must be the second or the third thing driving you towards your eCommerce journey. Make sure you choose a profitable niche that can yield good results to add value to your business and help you grow.



The 3 step “niche success validation”

I'm sure it is now clear to us all why picking a viable niche is crucial. The following “3 step niche success validation” will help you judge the potential of the product niche you have finalised upon -

1: Check niche size

It is important to investigate the size and check the volumes of searches for the particular niche you plan to choose before you make the final decision.

2: Explore market competition

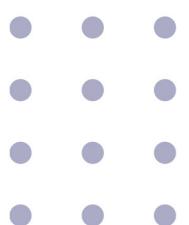
More competition in your chosen niche simply means that those products are in demand and wanted by many. Evaluating your competitors will help you focus on how you can provide better service and products to the customers.

3: Analyze profitability

It is imperative to make sure that your niche is profitable because that's what you are doing your business for..right? The products you decide to sell must be able to deliver you good profit margins otherwise there is simply no sense of investing your time and

- money in the business.

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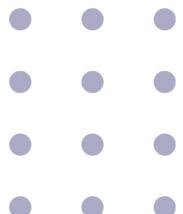
Making the final decision

Remember the list of top 10 in-demand trending products I shared at the very beginning? Use the above mentioned 3 step niche success validation process to have a clear indication of the potential, scope, competition and profit possibility of the niches you have selected for your online store. After putting your choices through the process, you will be clear on which one you finally want to select to get your eCommerce business running.

Now whatever niche you pick, make sure to create a solid strategy, keep exploring the market and target relevant audiences to ensure the success of your online store. Focus on digital and content marketing and create a beautiful online presence. Also, it is important for your success as an eCommerce entrepreneur to have passion for the products you sell so that it is easier for you to connect with the customers and market your niche.

So, take your pick, choose a relevant eCommerce platform and start building your business today.

All the best!



GET IN TOUCH



+91 73031 15557



www.storezippy.com



info@storezippy.com