



187

ECOMMERCE NICHE IDEAS

187 ECOMMERCE NICHE IDEAS

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With hundreds of success stories and world class support, Drop Ship Lifestyle is the undisputed best eCommerce coaching program on the market.

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THE ULTIMATE LIST OF PROFITABLE ECOMMERCE IDEAS

Looking for ecommerce niche ideas? You've come to the right place.

NOTE: Don't miss the "Ecommerce Niche Idea Multiplier" section at the end of this post. It will show you how to multiply each of these ecommerce niche ideas by 3.

This article is divided into 11 sections, each one representing a broad category that has been shown to be profitable online.

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SPORTS

1 PITCHING MACHINES

2 PRACTICE DUMMIES

3 PADDLE BOARDS

4 JUMPSUITS

5 FISHING RODS

6 FOOTBALL SLEDS

7 TRAMPOLINES

8 BOWLING BALLS

9 BODY-TRACKING (STEP COUNTER, RUNNING GPS, ETC)

10 POLE-VAULTING

11 GOLF CADDIES

12 FENCING EQUIPMENT

13 VOLLEYBALL NETS

14 PHYSICAL THERAPY BRACES

15 OUTDOOR MOBILE BASKETBALL HOOPS

16 SKEET SHOOTING LAUNCHERS

17 ROCK CLIMBING EQUIPMENT

KITCHEN

18 SOUS VIDE COOKERS

19 KNIFE SETS

20 JUICERS

21 CUTTING SURFACES

22 SINKS & FIXTURES

23 WINE FRIDGES

24 DEEP FRYERS

25 ASIAN COOKING SUPPLIES

26 OUTDOOR GRILLS

27 DINING SETS

28 INFRARED OVENS

29 FONDUE SETS

30 MOBILE ISLANDS

31 POPCORN MACHINES

32 RICE COOKERS

33 BAR STOOLS

OFFICE

34 STANDING DESKS

35 OFFICE FITNESS

36 CONFERENCE CALL PHONES

37 POSTURE SUPPORT CHAIRS

38 WHITEBOARDS & GLASS BOARDS

39 VIDEOGRAPHY & PHOTOGRAPHY LIGHTS

40 OFFICE ORGANIZATION

41 VIDEO CONFERENCE EQUIPMENT

42 COFFEE TABLES

43 DRAWING TABLETS

44 PROJECTORS

45 WATER COOLERS

46 PAPER SHREDDERS

47 SWINGING-HINGE PAPER CUTTERS

48 SHELVING UNITS

49 COFFEE MACHINES

50 LECTERNS & PODIUMS

PET SUPPLIES

51 FISH TANKS

52 CAT SCRATCH & CLIMB UNITS

53 DOG BEDS

54 FALCON HANDLING SUPPLIES

55 CHICKEN SHEDS

56 INCUBATORS

57 CAGES

58 EQUESTRIAN SUPPLIES

59 PET TRAVEL SUPPLIES

60 PET REHAB EQUIPMENT

61 AUTOMATIC FEEDERS

62 PET HEALTH SUPPLIES

63 CAT LITTER BOXES & HOUSEBREAKING

64 AIR PUMPS & FILTERS (FOR FISH TANKS)

65 WEARABLE TECHNOLOGY FOR PETS

66 OUTDOOR BIRD FEEDERS

67 EXOTIC PET FEED

68 PET STAIRS

HEALTH & FITNESS

69 ROWING MACHINES

70 STAIR CLIMBERS

71 SUPPLEMENTS

72 AEROPILATES

73 STATIONARY BIKES

74 WEARABLE TECHNOLOGY / BODY TRACKING

75 ELLIPTICAL TRAINERS

76 WORKOUT BENCHES

77 HOME GYMS

78 INVERSION EQUIPMENT

79 DIP STANDS

80 DUMBELLS & RACKS

81 PUNCHING BAGS & STANDS

82 WORKOUT TRAMPOLINES

83 PLYOMETRIC BOXES

84 MMA TRAINING EQUIPMENT

MEDICAL & ELDERLY CARE

85 WHEELCHAIRS

86 CPAP / SLEEP APNEA RELIEF

87 AT-HOME HOSPITAL BEDS

88 MOBILITY SCOOTERS

89 ROLLATORS & WALKERS

90 BATHROOM SAFETY FOR THE ELDERLY

91 HOME VITAL MONITORING EQUIPMENT

92 SUPER POLES / ASSIST RAILS

93 PATIENT LIFTS

94 LIFT CHAIRS

95 SCALES

96 BARIATRIC SUPPLIES

97 BRACES & SUPPORTS

98 FIRST AID / EMERGENCY SUPPLIES

99 ACCESSIBILITY RAMPS

100 DIABETES SUPPLIES

MATERNITY & PARENTHOOD

- 101** KID'S CAR SEATS
- 102** BABY-PROOFING SUPPLIES
- 103** STROLLERS
- 104** CRIBS
- 105** HIGH CHAIRS
- 106** BABY FOOD PREP
- 107** BABY MONITORS
- 108** BABY GATES
- 109** MATERNITY SUPPLEMENTS
- 110** BABY PLAY STATIONS
- 111** BABY TRAVEL SUPPLIES
- 112** MATERNITY / NEW MOTHER FITNESS

HOBBIES & RECREATIONS

113 TELESCOPES / STARGAZING

114 BIRD WATCHING

115 ROCK CLIMBING

116 SKYDIVING

117 GOLFING

118 DJ-ING

119 BACKPACKING

120 DEEP SEA FISHING

121 HOME BREWING

122 BOWHUNTING

123 MODEL TRAINS

124 WORLD BUILDING

125 ARTS & CRAFTS

126 GARDENING

127 DOLL HOUSES

128 SCUBA DIVING

129 SPELUNKING

130 BAKING

131 PADDLE BOARDING

132 CAMPING

133 BILLIARDS

134 FENCING

135 KITESURFING

136 COLLECTING

137 SURVIVAL / PREPPING

138 MUSIC RECORDING & PRODUCTION

139 PODCASTING

140 3D PRINTING

141 RC CARS & PLANES

142 ROBOT BUILDING

143 WOODWORKING, METALWORKING,
& GLASSBLOWING

144 GAMBLING

145 MAGIC

146 POTTERY & CERAMICS

147 PHOTOGRAPHY

148 SLACKLINING

149 VOLLEYBALL

B2B

(SELLING TO BUSINESSES)

150 WELDING SUPPLIES

151 MICROSCOPES

152 PHYSICAL THERAPY EQUIPMENT

153 REPAIR CLIMBING

154 THEATERS & CONCESSIONS

155 RESTAURANT SUPPLIES

156 SCHOOL SUPPLIES

157 LABORATORY EQUIPMENT

158 REC CENTER EQUIPMENT

159 ART DEPARTMENT

160 INDUSTRIAL SAFETY

161 MANNEQUINS

162 CONSTRUCTION SUPPLIES

163 MOBILE BARS

164 MARTIAL ARTS SUPPLIES

165 TATTOO EQUIPMENT

PATIO & GARDEN

166 OUTDOOR HEATERS

167 PATIO FURNITURE

168 OUTDOOR SPEAKERS

169 POOL VACUUMS

170 OUTDOOR CINEMA

171 IRRIGATION

172 SWINGING CHAIRS

173 POOL TOYS

174 WATER FEATURES

175 SHUFFLEBOARD TABLES

176 OUTDOOR GRILLS

177 HAMMOCKS

178 OUTDOOR LIGHTING

179 FIRE PITS

180 GARDEN SCULPTURES

181 BIRD BATHS

MISC

182 SUITCASES

183 BACKPACKS

184 TRAVEL SAFETY

185 STRAIGHT RAZORS

186 ORGANIC MAKEUP

187 AUTOMOTIVE PARTS & ACCESSORIES

NICHE CRITERIA

All of the niche ideas above have already proven to be profitable online, and as of the time I'm writing this, you can make good money getting into any of them today as long as you know what you're doing.

There are some additional criteria that I personally like to follow when selecting a niche, based on my experience in different markets over the years. These 3 criteria are NOT necessary to make money drop shipping, but it is my personal preference to follow them, as it yields the most consistent "best results" from my experience:

1 PRICE POINT


I like to get into niches that have an average product price point of \$200 \$1,000. Any less than around \$200, and you will have to either set up an automated system for processing orders and dealing with customer service in order to make the same amount of revenue, or bootstrap it and do that extra work yourself. Any more than around \$1,000 and you will often either have to talk to more customers on the phone or hire someone to do that for you before they feel comfortable placing an order.

2 TARGET MARKET

I tend to pick niches that appeal to uppermiddleclass families and individuals. This is because products that appeal to discount markets tend to bring you customers that complain more, want a better deal, etc. And products that appeal to luxury markets tend to bring you customers that expect to receive lots of individualized attention or have their “hand held” throughout the process, resulting in more work for you.

3 BRAND LOYALTY

I like to pick niches where the customer doesn't care what brand they buy, so long as the item looks or functions the way they want it to. When the customer DOES care about the brand, for instance with sunglasses, it is usually hard to be approved by major suppliers like Oakley and Chanel, and it's also hard to convince people who already are looking for a specific brand that they should shop generic instead.



**NOW, LETS TAKE A LOOK AT
HOW TO TAKE ONE OF THE
IDEAS ABOVE AND
MULTIPLY IT BY THREE ...**

THE 3X NICHE IDEA MULTIPLIER

Here are the three techniques you can use to find even more niches based on the ones listed above, or based on another unlisted niche that you've thought of.

- **Niching Down** This is when you go from a broader category to a more specific category. For instance, if you want to sell “camping equipment” but are finding that market to be oversaturated, you could “niche down” and focus on a specific element of the broader niche, such as “sleeping bags”.
- **Niching Up** This is the opposite of Niching Down. You might use the Niching Up technique if you've found a good niche that maybe doesn't have as many suppliers or as much search volume as you would like to see. For instance, if you want to sell “pottery wheels” but there are not enough suppliers or demand, you may Niche Up and choose to sell “pottery equipment”, which would also include kilns, brushes, etc

Niching Sideways This is a technique that you can use to find multiple, similar niches and then start up 2 or more related ecommerce stores that can crosspromote one another. To take the example above, if you found that “pottery wheels” had enough suppliers and a good search volume and you ended up making a successful ecommerce store out of it it may be a good idea to Niche Sideways and start a “pottery kilns” ecommerce store, which you could crosspromote with your existing store.

CONCLUSION

Here are the next steps...

- 1 Pick a niche
- 2 Get access to the Niche Selection System Here
[\(https://secure.dropshiplifestyle.com/niche-selection-system-order/\)](https://secure.dropshiplifestyle.com/niche-selection-system-order/)
- 3 Get approved by suppliers and make your very first ecommerce sale!

I hope after reading this report that you've got one or more niche ideas in your head, and are as excited as I am about making your first sale online!

If you have any questions, don't hesitate to reach out to me at anton@dropshiplifestyle.com

Best of luck!



ANTON KRALY
- Creator of Drop Ship Lifestyle -
<https://www.dropshiplifestyle.com/>

