

Ultimate Guide for Amazon Private Label Sellers

FROM THE PRODUCT RESEARCH
EXPERTS AT ZINGURU

20 *HOT* *PRODUCTS*

 **INDIA MARKETPLACE**

Ultimate Guide for Amazon Private Label Sellers

PRESENTED BY
ZonGuru



**AMAZON SELLER SUCCESS STARTS
WITH ACCESS TO ACCURATE,
TIMELY, AND INSIGHTFUL DATA.**

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Section 01

Introduction

There are as many reasons to sell on
Amazon as there are products.

Do you want to future-proof your income? The pandemic has placed an unthinkable financial strain upon working families, changing the way Indians live. Evidence of this change is the huge growth seen by the e-commerce sector as more people move online to shop from the safety of their own homes.

So, how can you leverage this consumer shift to take control of your financial future?

Easy, partner with ZonGuru and become an Amazon seller on www.amazon.in

Amazon India already has 100 million active users (1) and is predictably the next biggest Amazon marketplace in the world. The platform is expected to grow by a staggering 30% a year. By 2026, it is due to be worth an incredible \$200 billion USD (2). Coupled with this growth is Amazon's dedication to expanding its Indian market presence with a commitment to bringing more than 10 million sellers online by 2025 (3).

The opportunity to launch a product on Amazon India is yours for the taking. The economic growth is a positive sign that selling on Amazon India now will protect your income for years to come. While there are currently bigger marketplaces, these also bring colossal competition. Amazon India offers less competition for more profitable products, lower starting fees, and a population around four times the size of the U.S., neglecting this would seem foolish.

1. Amazon India Statistics. - Findly.in
2. The world in 2050, Will the shift in global economic power continue - PWC
3. Marketplaces Year in Review 2020 - Marketplace Pulse





Master Your Own Destiny

The pandemic has placed an unthinkable financial strain upon working families and fundamentally changed the way we live. Give yourself the freedom to quit your 9-5 job, take control of your financial future and generate passive income. Work where you want, when you want. Have more creative agency over your livelihood. As we said, there are more than 2 billion reasons to sell on Amazon India--the only important one is yours!

To start your journey, all you need is an open mind. We'll give you the proven methods and tools necessary to find the best products to sell on Amazon - and which to stay away from. You'll also get advice from our expert, vetted team of sellers and marketplace researchers. Are you ready to find a winning product and realize your potential?

Section 02

Where to Begin?

Selling products on Amazon is a truly rewarding experience.

Successful Amazon Sellers include nationally recognizable brand names, individual sellers sourcing and selling thousands of units from around the world straight from their living rooms, and everything in between. Your success on Amazon comes down to how you choose to leverage the marketplace and tools at your disposal.

Regardless of your size and resources, every new Amazon seller can get started with the same five pieces of information. We'll break that down in just a moment. First, let's get you the tools to take the guesswork out of the decision making process.

To start your journey you'll want to download the ZonGuru Chrome Extension and Niche Rater tool. This industry-leading product validating tool will provide you with the exact information necessary to make a data-driven decision, so you can confidently answer the question: is this a smart investment? We developed the Niche Rater with all the nuances of product research in mind, all within an easy to read UI so you don't feel overwhelmed.

Download the extension for free in the Chrome Store to instantly crunch the numbers and validate product opportunities.



Section 03

Research Basics

What is effective product research? What does a good product look like?

In this section, our goal is to answer the two questions on the left. On a high level, you're looking for products that show high demand, healthy competition, and a good price point that won't "break the bank" when it's time to launch.

You also want a product you can differentiate in a way that gives a clear answer to this question: Why will customers choose my product over the competition?

This might seem like a tall order, but you're about to find that the methods we use - alongside tools like the Niche Rater and our **brand new** Niche Finder - couldn't make things easier.



The Private Label Potential

Does a professional athlete ever play a sport without warming up? No way!

Let's do a quick exercise. Take a moment and look around. There are lots of physical products all around you. Do you see any that catch your eye? Are there any products you recently purchased that you really enjoy? It could be anything: a picture frame, a coffee mug, a piece of clothing, a baby accessory, a dog toy. Jot down two or three items you see around you.

The key here is not to get hung up on whether the product is worth selling. It probably isn't (and that's okay!). Your goal with this exercise is to produce a spark that will ignite a fire as you venture down the "product research rabbit hole."

Again, this is just an exercise to get the juices flowing (some things to think about as you look for your spark):

- How big and how heavy is it?
- What is the estimated retail price?
- Is there one thing I could do to improve it?
- Who is the type of person who would buy this product?
- Is this seasonal?

Now that you're warmed up - let's see what makes a "winning product".



Section 04

The Niche Finder

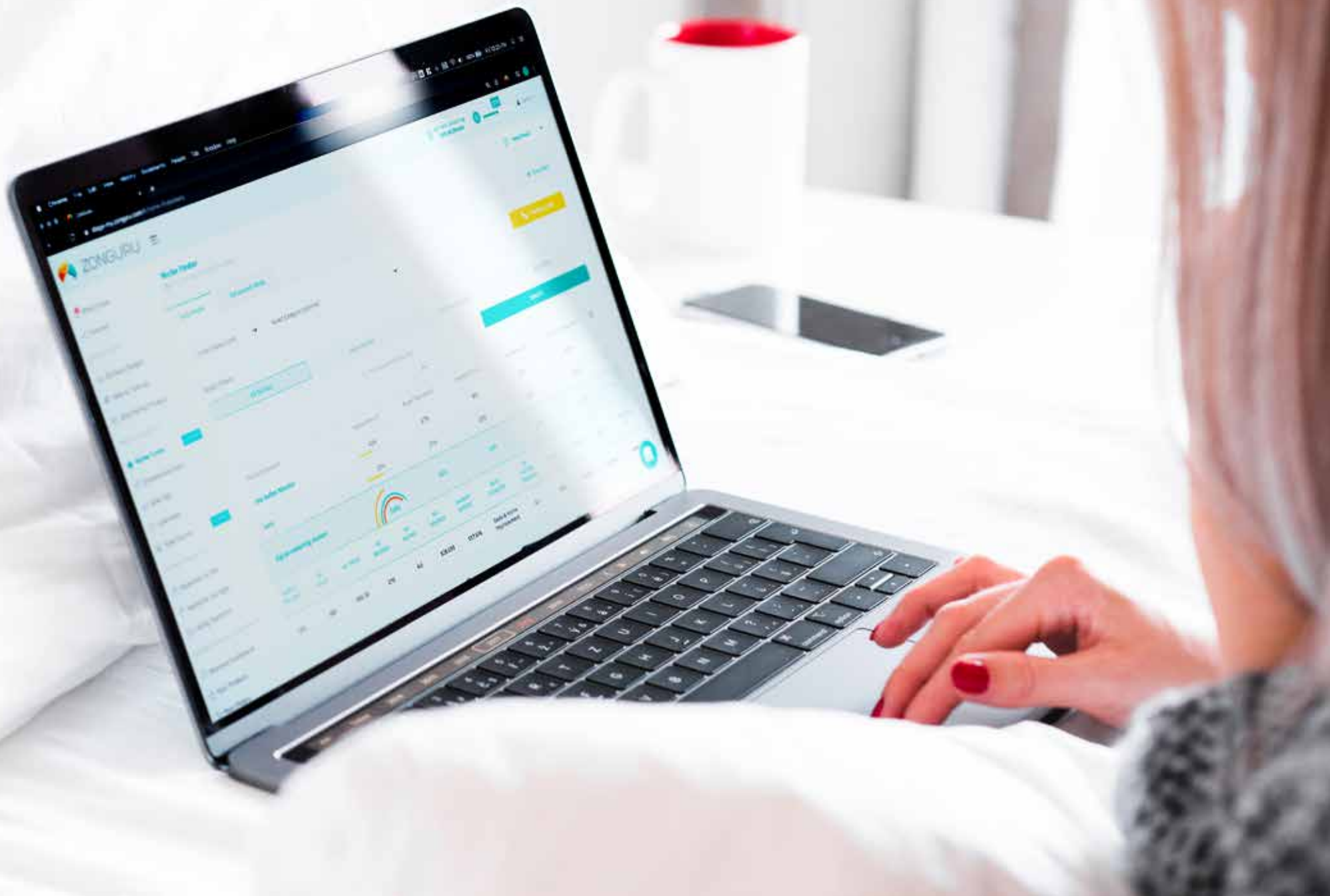
It is the best product idea generator in the world.

OK, you have the tools and the enthusiasm to find a product on Amazon, but you are feeling unsure about where to start. With close to 50,000,000 products on Amazon.in (alone), some sellers feel stuck before they even begin.

If this sounds familiar, then pay attention because ZonGuru developed a tool and methodology specifically designed to get you “unstuck”!

Say hello to the ZonGuru Niche Finder, the best product research database tool designed to reveal winning products! With Niche Finder, you gain access to ZonGuru’s massive database of historical product data and the ability to filter that data to only show exactly what you’re looking for. Now you can easily generate product ideas and uncover niches you may not have been able to think of otherwise.

Let’s see how it works.



2 Ways to Use the Niche Finder

1) Easy Mode, and 2) Advanced Mode.

Let's break down the difference by starting with **Advanced Mode**.

Advanced Mode lets you set a wide array of custom filters so that ZonGuru only shows you the product niches that meet your specific criteria. For example, you can search for products within a specific range of Search Volume, Average Reviews, Price, and Niche Score, just to name a few.

Every seller has a different hierarchy of importance when looking for "winning products." The filters you use should match your personal thresholds for things like risk, profit potential, competition, ability to differentiate, and others. Take a moment to play with the filters that feel the most important to you.

Note from Kim

Awesome! With just a couple keystrokes and 3 clicks I was able to set a handful of filters and isolated 10 categories that I'm interested in learning more about. Here are the filters that I used in this simple exercise:

Niche Score = 60 - 100

Minimum Search Volume = 2,000+

Avg. Reviews = 0 - 300

Av. Price = \$25 - \$60

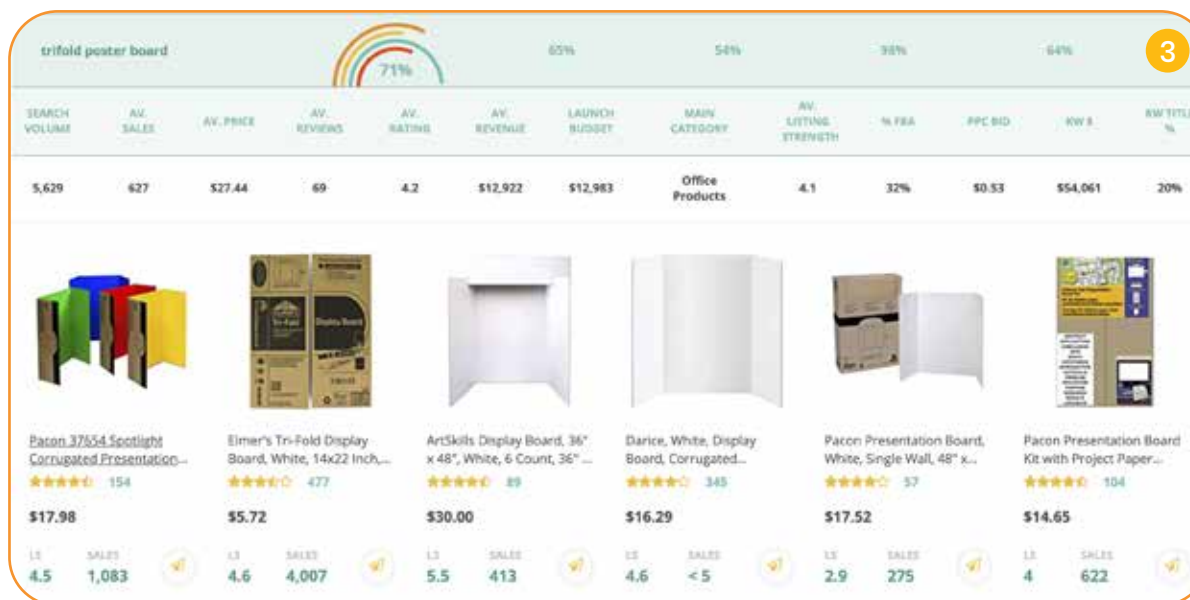
All Categories Selected

These are the 10 interesting categories I found (in just 3 minutes of research!) that I 'Favorited' to analyze on a deeper level later:

Golf Club Grips, Tactical Duffle Bag, Softball Pants for Women, Maternity Robe, Utility Tote, Plate Carrier Vest, Sea Moss Gel, Rope Ladder, Red Carpet Runner, Trifold Poster Board.

red carpet runner												72%	59%	66%	92%	71%	1
SEARCH VOLUME	AV. SALES	AV. PRICE	AV. REVIEWS	AV. RATING	AV. REVENUE	LAUNCH BUDGET	MAIN CATEGORY	AV. LISTING STRENGTH	% FBA	PPC BID	KW \$	KW/TIT %					
2,928	817	\$34.36	279	3.8	\$24,533	\$14,571	Kitchen & Dining	4.2	60%	\$0.64	\$43,261	76%					
																	
Red Carpet Runner - Aisle Runner - Essential...	Beistle 50087 Red carpet aisle runner, 24-Inch by 1...	Ottomanson Ottohome Collection Runner Rug, 2'...	Amscan 15ft Hollywood Party Decoration Fabric...	House, Home and More Red Carpet Aisle Runner ...	Beistle 550087A2Z Red Carpet Runners 2 Piece...												
★★★★☆ 111	★★★★☆ 756	★★★★☆ 2,655	★★★★☆ 636	★★★★☆ 297	★★★★☆ 172												
\$19.99	\$9.19	\$31.25	\$11.34	\$79.00	\$19.35												
LS: 5 SALES: 1,249 	LS: 4.4 SALES: 401 	LS: 5.2 SALES: 8,119 	LS: 4.8 SALES: < 5 	LS: 5.2 SALES: 495 	LS: 3.3 SALES: 122 												

rope ladder												
66% 33% 33% 66% 2												
SEARCH VOLUME	AV. SALES	AV. PRICE	AV. REVIEWS	AV. RATING	AV. REVENUE	LAUNCH BUDGET	MAIN CATEGORY	AV. LISTING STRENGTH	% FBA	PPC BID	KW \$	KW TIT %
5,466	709	\$35.19	281	4.4	\$18,411	\$10,726	Toys & Games	5.0	76%	\$0.57	\$80,786	76%
Kidde 468193 KL-2S Two-Story Fire Escape Ladder... ★★★★★ 2,912 \$27.79 LS 7.3 SALES 4,846 Cateam Rope Ladder for Kids - Durable 1,25' Thick... ★★★★★ 79 \$34.99 LS 5.3 SALES 189 Aonsley 5.9 ft Nylon Climbing Rope Ladder for... ★★★★☆ 72 \$29.99 LS 4.8 SALES 99 Squirrel Products 6 ft Climbing Rope Ladder for... ★★★★★ 144 \$19.99 LS 6.3 SALES 397 First Alert Two-Story Fire Escape Ladder, Steel, Anti... ★★★★★ 933 \$34.78 LS 7.1 SALES 1,717 Xben 7.5' Rope Ladder with 2 Hooks for Kids & Adults... ★★★★★ 82 \$32.99 LS 6.7 SALES 154												



As you can see, Niche Finder gives you a unique superpower to cut straight through to winning products on Amazon without having to spend hours, days, or weeks aimlessly searching.

It couldn't be easier, right?

Well, we asked this question ourselves and decided even more could be done to simplify product research. That's why we created **Easy Mode**. Easy Mode lets ZonGuru take the wheel by preselecting filters for you and showing the products that best fit within three distinct categories: Easy Starter, Business Builder, and Big Hitter. With Easy Mode, all you need to do is let us know which categories you want us to scan and the type of business you're looking to start. We do the rest.

So, what's the difference between these three types of businesses?

Easy Starter will only show niches that seem simple to launch, with less initial overhead. The return might be lower, but so is the initial investment and level of competition.

Business Builder is for sellers with long-term vision. The initial investment might be higher than an Easy Starter, but the chance of a higher ROI over time also has better odds.

Big Hitter is the type of product that seasoned Amazon sellers with a lot of capital might be more interested in. The upfront cost is usually very high for these products, but so is the likelihood of quick, massive returns.

Our mission statement has always been to bring our customers relevant and timely data. As you can see, we also made ease of use a top priority with the Niche Finder. This is hands down the most powerful research tool on the market, regardless of whether you're looking for your first or 500th product to sell.

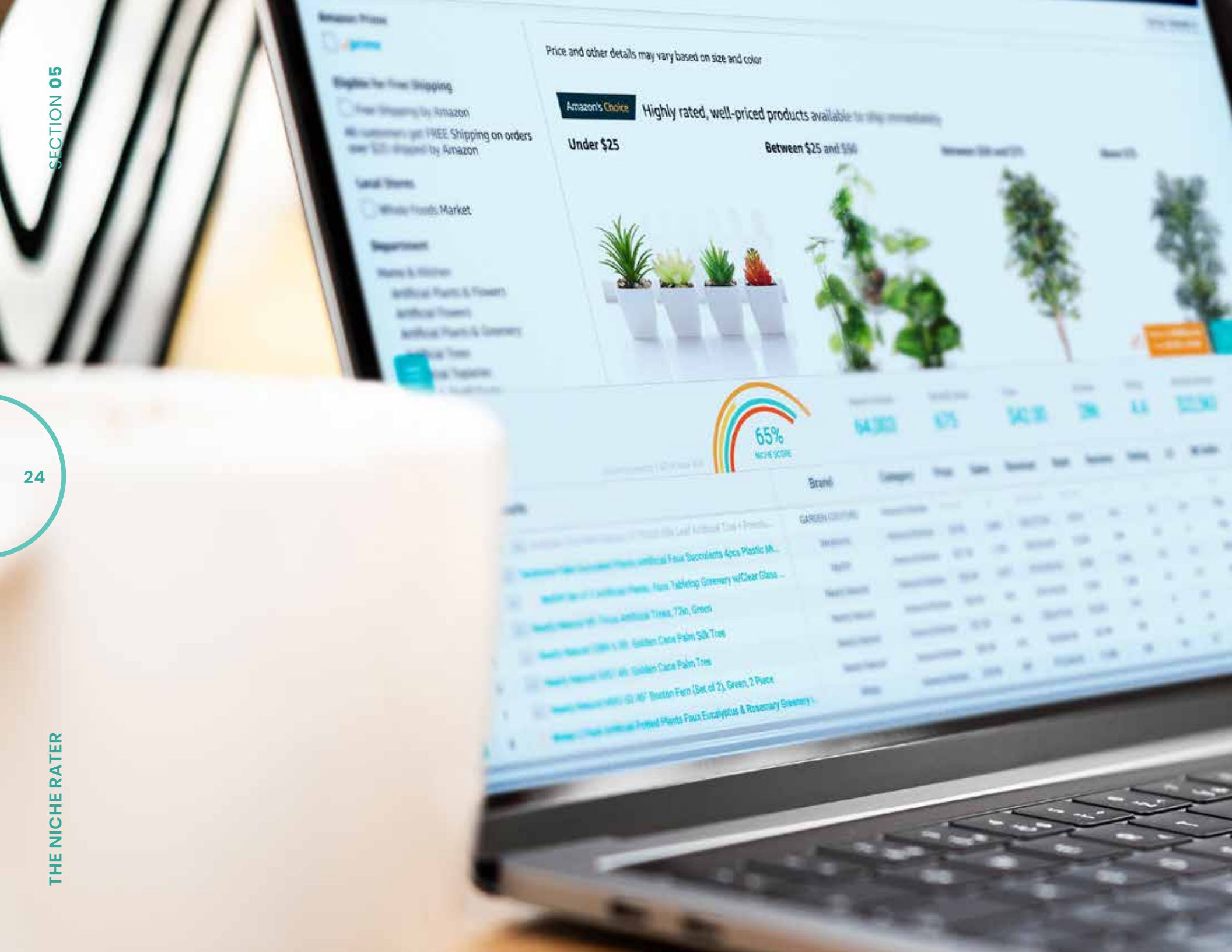
Now that you have a tool to easily generate product ideas, let's check out how to validate those ideas so we make sure the data backs up our decision making.

Section 05

The Niche Rater

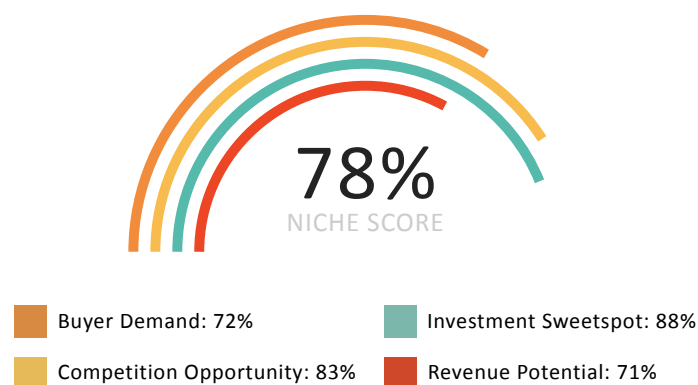
Validate a product quickly and easily
with Niche Rater.

Learn how easy it is to be profitable on Amazon when you have an inside look at product sales, revenue, exact keyword search volume, reviews, ratings, Listing Scores, and more for any listing. Our Chrome Extension helps make product research a more intuitive process, and gives you the tools to feel confident when deciding whether or not to invest in a new product.



The Niche Rater Method

So, what exactly is the Niche Rater Method? The Niche Rater Method uses four components that tell you how much potential a product niche has. Using this methodology alongside the ZonGuru Chrome Extension will not just find you a product to sell on Amazon, but specifically, a product designed to continue growing and take in profit long-term.



Let's break things down a bit more by looking at the four key components of the Niche Rater Method - and the one soft skill aspect we like to call Differentiation:

Demand: How often is the product searched for, and how many sales does the product make per month? Specifically, you're looking for products that are searched for at least 3,000 times per month (exact match phrases). You also want to see products that generate 300-500 sales - or ₹2,00,000-₹4,00,000 gross revenue - per month. If the average seller is making more than that, great! But that may mean the product category is going to be more competitive.

Competition: Are the sellers established on Amazon India, and how experienced are they? To answer how established the competition is, look at the number of reviews the sellers have on page 1. What you really want is the majority of page 1 listings to have less than 800 reviews. What you don't want is more than 5-10 sellers on page 1 with 1,000+ reviews, as this may be a sign the competition is too fierce. Remember, though: there is no one-size-fits-all. Every category has different levels of competition, and every seller has a different threshold for risk.

Next, you want to judge the seller's experience level. To judge how experienced the sellers are, make sure to pay attention to the Niche Rater Competition rating and Listing Strength Indicator inside the Chrome Extension. These show how well-optimized the listings are by analyzing the strength of the listing copy, product photos, keyword optimization, and whether the seller has A+content or runs ads.

Budget: Can you afford to invest in this product niche? Your launch budget is critical to ensure you're making a financially responsible investment. The suggested launch budget takes into account the amount it would cost to purchase three months of inventory and stay in stock for 3 months on page one. It's absolutely critical to stay in stock on Amazon - especially during your first few months live!

Potential: Will you be able to price the product to make a significant profit without having to sell a massive amount of volume? Some people like to play the margins game. We prefer a more sustainable long-term business model that doesn't rely on pennies on the dollar. A product that retails above ₹1,500 is perfect because it means that you'd be making between ₹450 per sale at a 30% net margin! 500 sales on a ₹1,500 product puts ₹2,25,000 in your pocket. And that's just a single product. Not too shabby.

Product Differentiation

The final aspect of a “winning” product is your ability to differentiate. Differentiation is simply answering this question: why would customers choose my product over the competition?

As you can imagine, this is not always easy to answer. Differentiation is a soft skill some people naturally have an eye for. Others begin to see as they adjust their lens towards how they view brands and consumer products.

Throughout the rest of this guide we will show plenty of differentiated products. For more examples, follow us on Instagram (@zonguru) for a never ending stream of differentiated products and tips for optimizing your listings. Our feed is designed to showcase the very best of product ideas and inspiration on Amazon. It's a fantastic resource!

There are plenty of ways to differentiate a product. Some of the most common ways are:



Product Photography: Taking great photos is key to making sure your listing stands out. The goal of your hero image is to stop potential customers from scrolling through the listings on page 1 and click on yours. Make sure you take engaging and professional photos, utilize lifestyle photography, and integrate video into your listing.

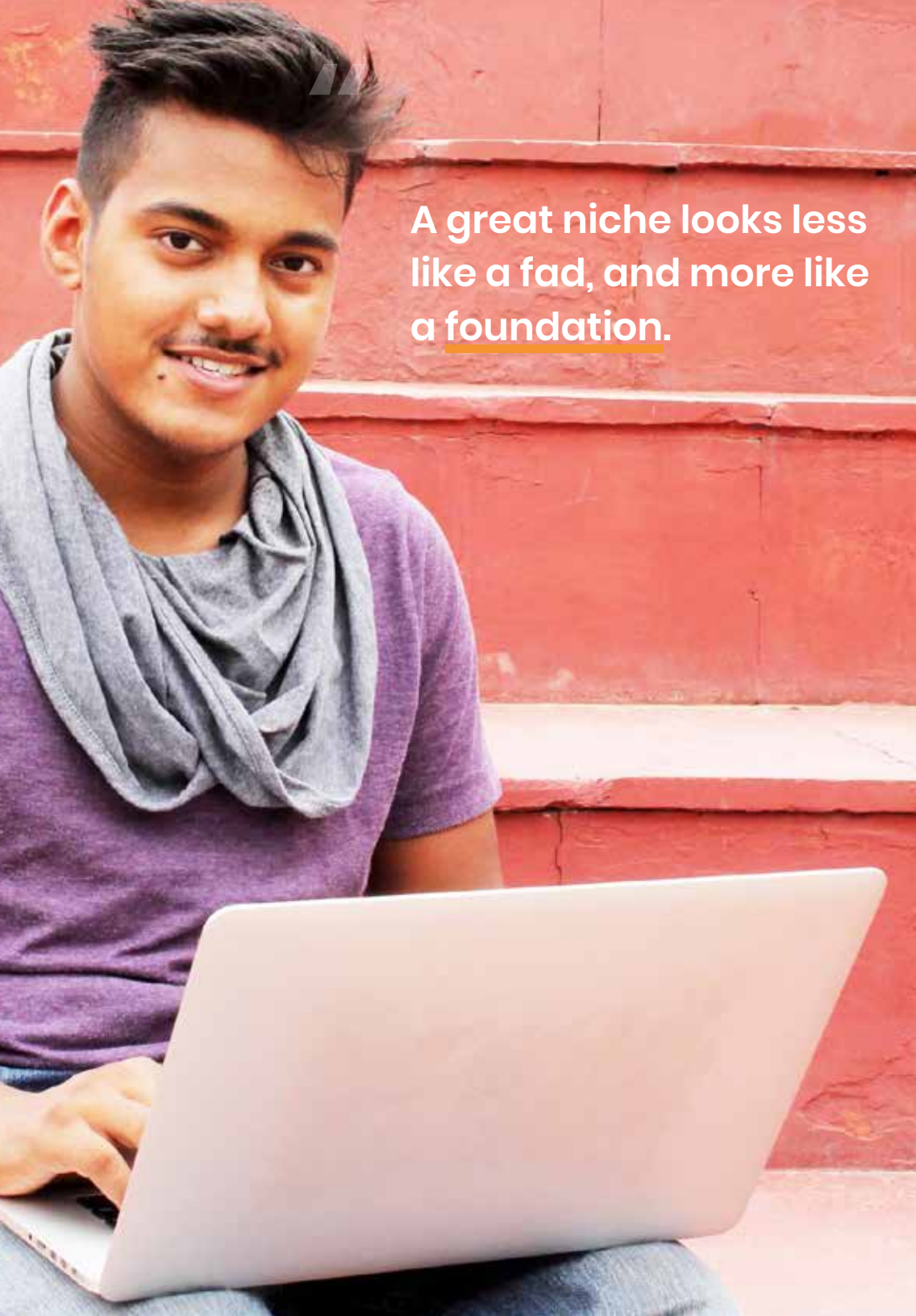


Functionality: Does your product do what it's designed to do in a novel way? Is the product smaller, more efficient, quieter, softer? There are a million ways to improve existing products if you put your thinking cap on and find the right supplier.

Design: Does your product look different? Visual design is absolutely key towards standing out from your competition.

Packaging: Does your product arrive in a brown box? Or does it arrive carefully packaged in a way that makes your customer feel as though they just received a gift? Your packaging is your first impression - so make it a good one. And don't forget an insert! Inserts are a great way to tell your customer a story, provide bonus materials, and ask for an honest review.





A great niche looks less like a fad, and more like a foundation.



Brand Identity: Private Label doesn't just mean slapping a logo on something and calling it a successful day. You want to create a brand identity through your storytelling, packaging, social media accounts, photos, tone of voice in emails and listing copy, and advertisements. This all starts by understanding your customer.

Bundling: Bundling means that you give your customers a little something extra with each order. Bundling can be a carrying bag, an accessory, educational/promotional materials, and more. As you can see, Product Differentiation can take many different shapes and sizes. There is no right or wrong way to differentiate, other than not differentiating at all. The key is to get creative and really enjoy the experience of creating your unique product and brand.

If you've read this far and thought to yourself, "I don't understand! Where are the fidget spinners and hoverboards that will instantly make me millions of dollars?", You're in the wrong place. This is not a get-rich-quick scheme.

The goal is to create a brand through a single product that you can expand into a larger and larger business. The focus is on sustainable and long-term profitability, not creating a business out of a house of cards. A great niche looks less like a fad, and more like a foundation. What you're looking for is a differentiated product generating ₹2,00,000 or more per month in gross revenue in a niche that is not too competitive. At a 30% margin that single product will put over ₹60,000 of sustainable money in your pocket each year!

Hot vs. Not

HOT


Monthly Sales:

3,075
\$21.99

ASIN: B07LG9RJT7

VS

Monthly Sales:

1,200
\$13.65

ASIN: B005QIYVMY

NOT


Clear photo of the product showing scale
 Product with multiple features
 Well designed, looks fun to play with
 Brand identity present
 Bonus ball functionality

Scale not shown in the photo
 Product with less features
 Very simple and boring
 Unbranded product
 Single function product

Hot vs. Not

Monthly Sales:

459

HOT



\$8.99

ASIN: B07MNJ49VC

Clear photo of the product with Nice Angle
Product with a lot of features
Well designed, looks comfortable to hold
Brand Identity is present
Bonus light functionality

Monthly Sales:

0

NOT



\$6.50

ASIN: B07RSBB2YJ

Bad hero photo of the product
Product with less features
Very simple and common
Unbranded product
Single function product

VS

Section 06

Hot Products

Discover the most hottest products that are crushing it on Amazon right now.

Okay, so now you know exactly what to look for on Amazon. Are you ready to see the best examples of winning products?

Luckily for you, ZonGuru's product research team doesn't sleep. They live to find the perfect products to sell on Amazon and deliver them to you! That's just how they roll. Use these listings as inspiration while you fall down the rabbit hole. Or, take a deeper look. One of these could be your next best seller. We hope you enjoy checking out these products as much as we enjoyed finding them for you!

Happy hunting!



01 Bed Rail

Main Keyword: Bed Rail

Category: Baby

ASIN: B08625FN11

Price: ₹1,899

**MONTHLY
SALES**

440

REVENUE

₹9,92,024

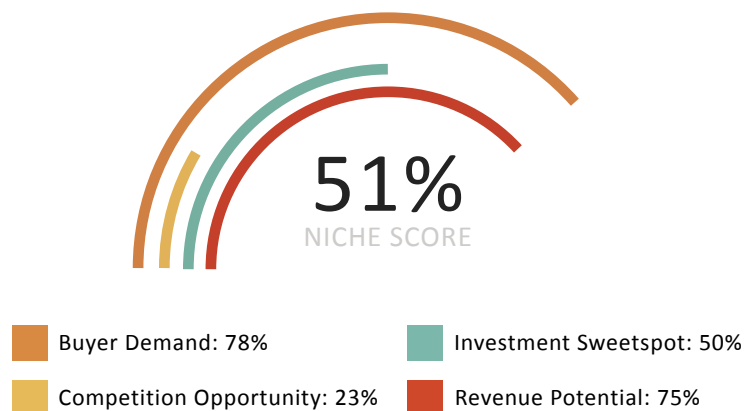
LONG TITLE

Luvlap Bed Rail Guard for Baby/Kids Safety (180 x 68 cm), Portable & Foldable Bed Rail (Green)

WHY IS THIS HOT?

Most bed rails are either pink or blue, having a gender neutral design that includes a pop of color really makes it jump off the page and into buyers shopping carts.

THE ZONGURU NICHE RATER SCORE



OTHER SELLERS IN THE CATEGORY

1

Vic Kid® Adjustable Baby Bedrail Guard Bed
Fence Size: L 178cm* H 66cm

2

LuvLap Bed Rail Guard For Baby Safety (158cm
x 44cm) -1 Pc -(Blue)

3

Baybee Bed Rail Guard Barrier for Baby
Portable Safety

TOP KEYWORDS

KEYWORD	VOLUME	SALES
bed side protector for baby	3,539	₹34,77,280
baby bed protector grill	2,995	₹30,25,275
bed railing for baby safety	4,785	₹44,91,898
bed rails for baby safety	2,901	₹30,83,592
bed guard for baby safety	1,937	₹19,65,138

NOT HOT



Mini Crib Breathable Mesh
Crib Liner

Boring Design

Monthly Sales: 5



02 Gaming Chair

Main Keyword: Gaming Chair For Gamers

Category: Furniture

ASIN: B08DVC69PM

Price: ₹18,990

**MONTHLY
SALES**

148

REVENUE

₹28,10,520

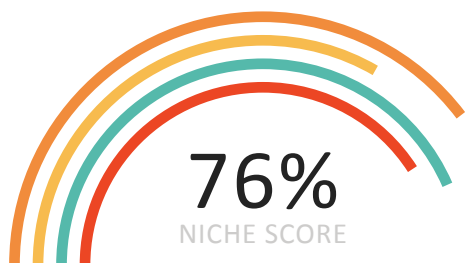
LONG TITLE

Green Soul Monster Ultimate (S) Multi-Functional Chair (GS-734US)
(FullBlack)

WHY IS THIS HOT?

This chair looks like it belongs in the cockpit of an airplane. Designed with stylish wrap around edges and tones of ergonomic features including neck pillow and lumbar support, this chair makes comfort king and is the must have hot product for avid gamers.

THE ZONGURU NICHE RATER SCORE



Buyer Demand: 77%	Investment Sweetspot: 81%
Competition Opportunity: 66%	Revenue Potential: 77%

OTHER SELLERS IN THE CATEGORY

1

Savya Home® APEX Chairs™ Apollo Chrome Base HIGH Back Office CHAIR2

2

Green Soul Beast Series Fabric and PU Leather Gaming/Ergonomic Chair in GS-600

3

Casa Copenhagen High Back Home Office Chair/Revolving Chair/Desk Chair

TOP KEYWORDS

KEYWORD	VOLUME	SALES
gaming chairs	23,876	₹5,12,11,919
chair for gaming	1,583	₹31,56,434
gaming chair under 20000	1,449	₹32,39,645
gaming Chair Under	1,156	₹33,61,005
chair Gaming	2,370	₹39,70,435

NOT HOT



Wipro Furniture Fabric Ergonomic Office Chairs (Black)

Looks cheap
Not modern

Monthly Sales: 5



03 Suitcase

Main Keyword: Suitcase Large

Category: Bags, Wallets and Luggage

ASIN: B082PB88CQ

Price: ₹6,753.00

**MONTHLY
SALES**

344

REVENUE

₹23,23,032

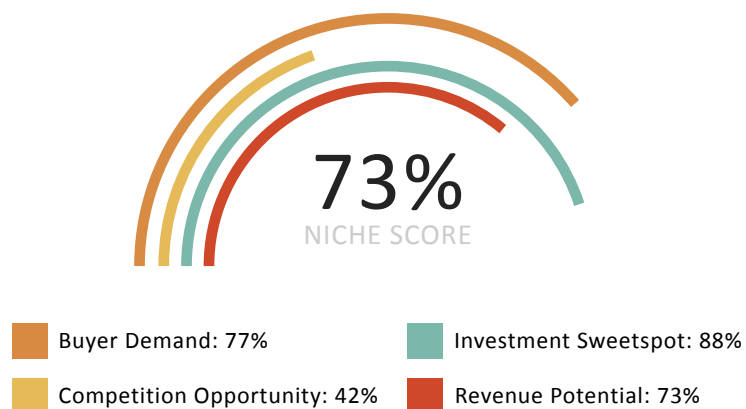
LONG TITLE

Kamiliant by American Tourister Kiza Combo set of 3 Ruby Red Small, Medium and Large 4-wheel Check-in Suitcase

WHY IS THIS HOT?

What's better than one suitcase? Three! The perfect suitcase size for every trip and an eyecatching color to boot. In a sea of single black cases this set really pops with a bundle offering.

THE ZONGURU NICHE RATER SCORE



OTHER SELLERS IN THE CATEGORY

1

American Tourister Jamaica Polyester 80 cms
Wine Red Softsided Suitcase

2

Kamilant by American Tourister KAM Kiza
Polypropylene 79 cms Ash Blue

3

Kamilant by American Tourister KAM Kiza
Polypropylene 79 cms Black

TOP KEYWORDS

KEYWORD	VOLUME	SALES
suitcase bag	3,509	₹32,57,385
luggage trolley	6,252	₹61,28,711
trolley bags 65& 70 cm	6,318	₹1,03,72,918
trolley bag large size	2,627	₹46,81,087
luggage	4,166	₹36,87,850

NOT HOT



Delsey Polyester 78 cms
Black Softsided

Too Generic

Same price but just one suitcase

Monthly Sales: 63



04 Treadmill

Main Keyword: Treadmill

Category: Sports, Fitness & Outdoors

ASIN: B0846LQ4XW

Price: ₹24,249.00

**MONTHLY
SALES**

125

REVENUE

₹30,31,125

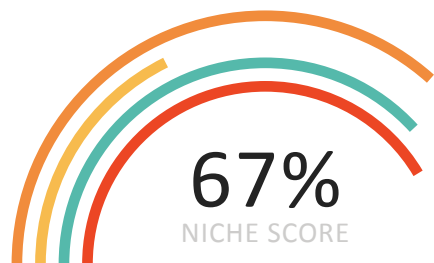
LONG TITLE

Sparnod Fitness STH-3000 Series (4 HP Peak) 2 in 1 Foldable Treadmill for Home Cum Under Desk Walking Pad - Slim Enough to be stored Under Bed

WHY IS THIS HOT?

Not everyone has the luxury of space. This clever seller knows what their customer wants, a treadmill that can tuck away easily without taking up unnecessary space. Simply slide under the bed or couch after use for easy storage. No bulky handles or clunky machinery in sight!

THE ZONGURU NICHE RATER SCORE



Buyer Demand: 69%	Investment Sweetspot: 72%
Competition Opportunity: 41%	Revenue Potential: 78%

OTHER SELLERS IN THE CATEGORY

1

Lifelong FitPro LLTM09 (2.5 HP Peak) Manual Incline Motorized Treadmill for Home

2

Cockatoo CTM-05 1.5 HP - 2HP Peak DC Motorized Treadmill for Home

3

PowerMax Fitness MFT-410 Manual Treadmill with Free Installation Assistance

TOP KEYWORDS

KEYWORD	VOLUME	SALES
RPM fitness treadmill	1,561	₹75,95,876
trademill	4,216	₹1,89,29,916
trademilles for home 110 kg	2,620	₹1,52,63,691
thread mills for fitness for home	767	₹37,67,067
treadmill for gym	1,081	₹24,52,295

NOT HOT



Sparnod Fitness STH-5700 (6 HP Peak) Automatic Treadmill

More Expensive

Monthly Sales: 5



05 Baby Cot Bed

Main Keyword: Baby Cot Bed Wooden

Category: Baby

ASIN: B07MVZDJSW

Price: ₹9,136.50

**MONTHLY
SALES**

108

REVENUE

₹9,86,742

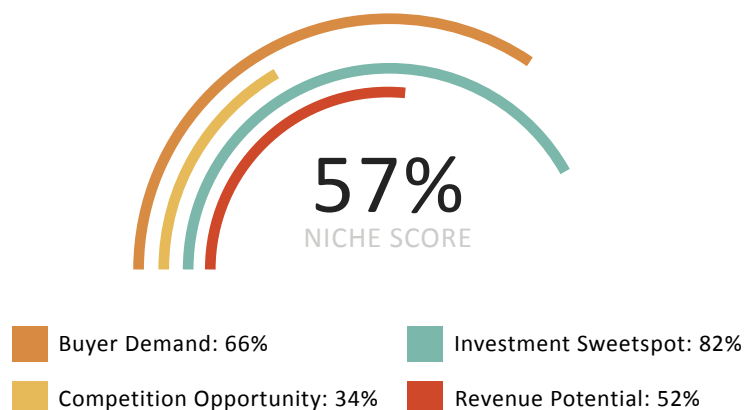
LONG TITLE

Luvlap Baby Wooden Cot with Rocker C-70

WHY IS THIS HOT?

New parents are always looking for ways to sooth a newborn to sleep. This baby cot bed doubles as a rocker! No kidding! Gently rock your newborn to sleep in the comfort of their own bed. No wonder this double tasking masterpeice is a winner on Amazon.

THE ZONGURU NICHE RATER SCORE



OTHER SELLERS IN THE CATEGORY

1

LuvLap C-50 Baby Wooden Cot (Cherry Red, Large)

2

BabyTeddy® 9 in 1 Multifunctional Baby Crib

3

Baybee Lucenta Wooden Cradle for Baby New Born Baby Swing Cradle

TOP KEYWORDS

KEYWORD	VOLUME	SALES
baby cot bed	4,280	₹13,51,723
cot bed for baby	296	₹3,12,920
baby bed	17,496	₹44,90,873
cot bed	4,885	₹45,84,260
baby cot	6,666	₹52,04,423

NOT HOT



Fisher-Price Natural Wood Crib/Cot for Baby's Joy

No lifestyle photos

Monthly Sales: 5



06 Kids Scooters

Main Keyword: Kids Scooters

Category: Toys & Games

ASIN: B08QFXGVJ8

Price: ₹3,461.25

**MONTHLY
SALES**

426

REVENUE

₹14,74,493

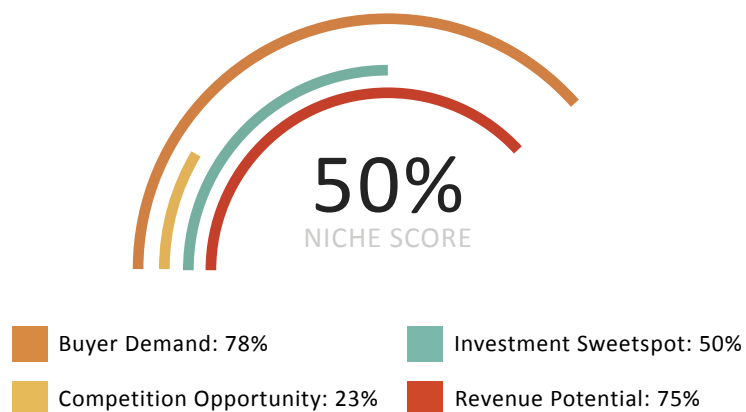
LONG TITLE

Baybee Alpha-Glide Skate Scooter for Kids, 3 Wheel Kids Scooter, Smart Kick Scooter with Fold-able & Height Adjustable Handle, Runner Scooter with Wide LED PU Wheels & Brake for Kids

WHY IS THIS HOT?

This seller has thought of everything, LED flashing wheels, adjustable handle bar, compact storage and three wheel base for safe learning. This product is five stars for a reason, every detail has been well thought out to provide maximum safety and fun. Loved by parents and children alike.

THE ZONGURU NICHE RATER SCORE



OTHER SELLERS IN THE CATEGORY

1

R for Rabbit Road Runner Kick Scooter for Kids of Above 3 Years

2

Little Pumpkin Classic Scooter for Kids Smart Kick Scooter

3

BAYBEE Speed Force Scooter 3 Wheel Smart Kick Scooter

TOP KEYWORDS

KEYWORD	VOLUME	SALES
scooter for kids	7,162	₹51,86,640
kick scooter for kids	3,052	₹23,12,134
scooter	11,748	₹56,44,115
scooter for kids 5 years	5,933	₹59,22,902
scooter for kids 7 years	3,652	₹25,66,123

NOT HOT



EVOHOME® Scooter for Kids of Age 3+ Years

Not modern - generic

Not Showing Scale

Monthly Sales: 5



07 Dumbbell Set

Main Keyword: Dumbbell Set

Category: Sports, Fitness & Outdoors

ASIN: B089DF1PXS

Price: ₹1,820.00

**MONTHLY
SALES**

1,522

REVENUE

₹20,86,198

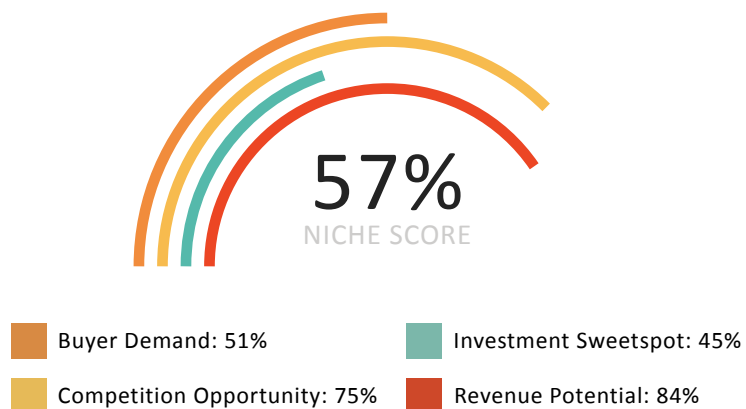
LONG TITLE

Kore PVC 16-30 Kg Home Gym Set with One 3 Ft Curl and One Pair Dumbbell Rods with Gym Accessories

WHY IS THIS HOT?

With gyms off limits due to the pandemic people are making the most of home workouts. Why buy a dumbbell set when you can buy a whole workout system! This seller has bundled everything a home fitness hero needs to stay in shape and achieve those gains!

THE ZONGURU NICHE RATER SCORE



OTHER SELLERS IN THE CATEGORY

1

Aurion Dumbbells (Boxed in Pair) for Home Gym Exercise

2

Kore Home gym & Fitness Kit

3

Aurion Set of 2 PVC Dumbbells Weights Fitness Home Gym Exercise Barbell

TOP KEYWORDS

KEYWORD	VOLUME	SALES
dumbell	17,169	₹54,17,429
dumbells	24,250	₹50,04,451
dumbbells sed	8,039	₹33,35,381
dumbells set	2,726	₹11,44,135
dumbbell set	10,359	₹31,41,959

NOT HOT



ZANGOORA 2pcs Set of 5Kg Fixed Weight Steel Dumbbell

Bad Product Photography

Monthly Sales: 5



08 High Chair

Main Keyword: High Chair

Category: Baby

ASIN: B07JD9Z68Y

Price: ₹3,229.25

**MONTHLY
SALES**

241

REVENUE

₹7,78,249

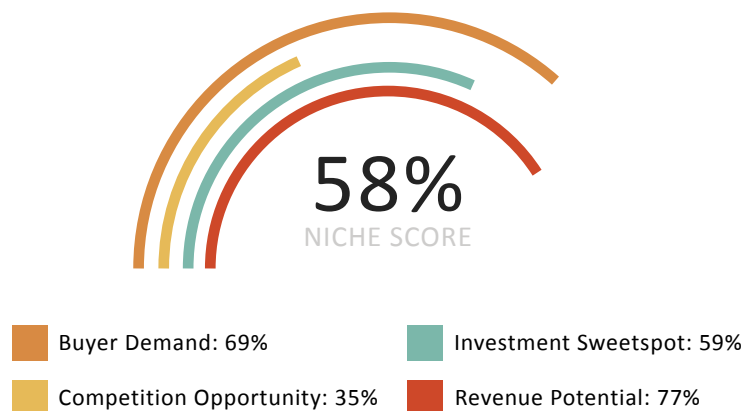
LONG TITLE

SYGA High Chair for Baby Kids,Safety Toddler Feeding Booster Seat Dining Table Chair with Wheel and Cushion(Blue)

WHY IS THIS HOT?

Another multitasking super hero product. This 3 in 1 design is a traditional high chair, table top chair and can even turn into a mobile walker. Safe, stain resistant and grows with your child. Winning on all fronts!

THE ZONGURU NICHE RATER SCORE



OTHER SELLERS IN THE CATEGORY

1

LuvLap 4 in 1 Convertible High Chair Cum Booster Seat (Green)

2

LuvLap 3 in 1 Convertible High Chair with 5 Point Safety Belts

3

SYGA High Chair for Baby Kids, Safety Toddler Feeding Booster

TOP KEYWORDS

KEYWORD	VOLUME	SALES
high chair for baby 1 to 5 years	4,121	₹60,39,449
high chair for baby	3,060	₹35,54,158
baby high chair	2,194	₹33,67,733
baby high chairs for feeding	2,831	₹41,67,804
high chair for baby 6 months to 3 years	4,169	₹57,25,935

NOT HOT



eHomeKart High Chair for Kids

Bad Photoshop

Plastic Product

Monthly Sales: 5



09 Almirah

Main Keyword: Almirah

Category: Home & Kitchen

ASIN: B07CSTMG1T

Price: ₹1,299.00

**MONTHLY
SALES**

636

REVENUE

₹8,26,164

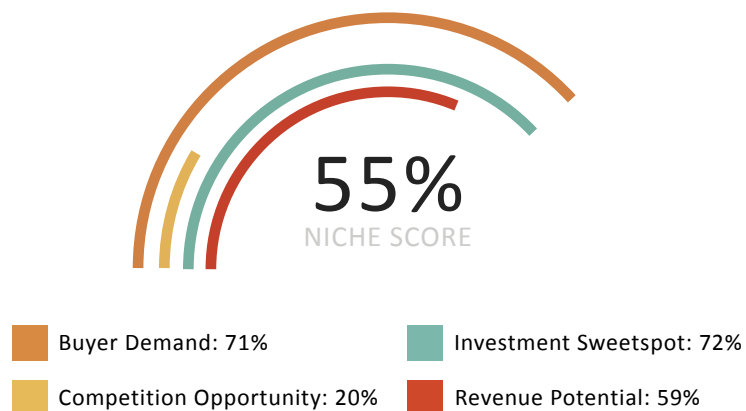
LONG TITLE

Maison & Cuisine® 6+2 Layer Fancy and Portable Foldable Collapsible Closet/Cabinet (Need to Be Assembled) (88130) (Wine Red)
144.5x42.5x166 cm

WHY IS THIS HOT?

Wow, this portable closet packs a punch. The storage space contained in this collapsible design is exceptional. The hero shot perfectly showcases how much can fit inside and the red color is eye catching and draws shoppers in.

THE ZONGURU NICHE RATER SCORE



OTHER SELLERS IN THE CATEGORY

1

Spacewood Texas 2 Door Wardrobe (Woodpore Finish, Natural Wenge)

2

Amazon Brand - Solimo 3-Door Foldable Wardrobe, 10 Racks, Brown

3

SATHYA Furniture Metal Line Series Steel Almirah 4 Door Brown with Mirror

TOP KEYWORDS

KEYWORD	VOLUME	SALES
almirah for clothes	15,324	₹1,10,78,243
plastic almirah for clothes	2,042	₹20,02,232
almirah	10,899	₹55,72,894
almirah for kids	2,399	₹17,49,765
kids almirah for clothes	2,857	₹16,89,212

NOT HOT



PrettyKrafts Combo of Folding Wardrobe Almirah

Looks Cheaper

Monthly Sales: 32



10 Clothes Drying Rack

Main Keyword: Clothes Drying Rack

Category: Home & Kitchen

ASIN: B0754PFLYV

Price: ₹2,939.00

**MONTHLY
SALES**

385

REVENUE

₹11,31,515

LONG TITLE

PARASNATH Prime Steel and Plastic 3 Poll Clothes Drying Stand with Breaking Wheel System (Blue)

WHY IS THIS HOT?

This is a serious clothes drying rack! While traditional racks are horizontal in nature this one goes sky high and gives users the ability to pack so much more in a confined space. A sure winner with apartment dwellers and people living in smaller spaces. Nifty hangers and customizable racks add to the attraction of this product.

THE ZONGURU NICHE RATER SCORE



Buyer Demand: 44%	Investment Sweetspot: 66%
Competition Opportunity: 49%	Revenue Potential: 47%

OTHER SELLERS IN THE CATEGORY

1

LiMETRO STEEL Stainless Steel Foldable Cloth Dryer

2

HOUSEWARE™ Stainless Steel Heavy Duty Double Pole

3

Bathla Mobidry Neo - Foldable Clothes Steel Drying Stand

TOP KEYWORDS

KEYWORD	VOLUME	SALES
cloth drying rack	3,283	₹24,47,673
drying racks for clothes	3,750	₹24,16,620
clothes stand for drying foldable	14,868	₹1,71,36,161
clothes drying stand	4,993	₹41,82,588
cloth dry stand	4,023	₹37,92,057

NOT HOT



CLASSY 'N' COZY Clothes Drying Rack-24ft.

Looks Cheap

Does not show size

Monthly Sales: 61



11

Freezer Storage Containers

Main Keyword: Storage Boxes

Category: Home & Kitchen

ASIN: B072HCP5PL

Price: ₹939.13

**MONTHLY
SALES**

2,126

REVENUE

₹19,96,580

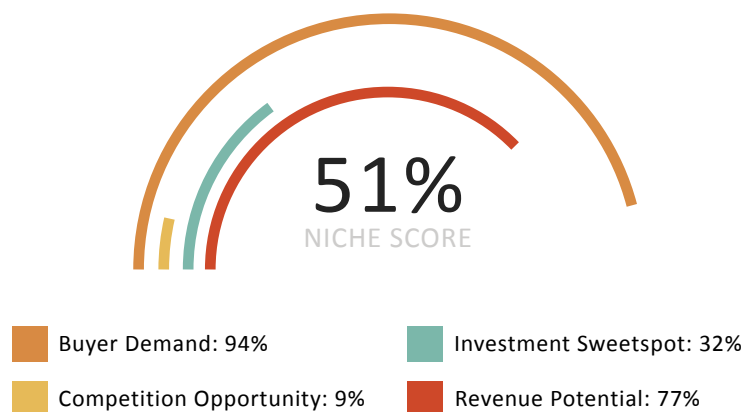
LONG TITLE

Cello Checkers Plastic PET Canister Set, 18 Pieces, Clear

WHY IS THIS HOT?

This bundle makes buyers spoilt for choice when it comes to food storage. With so many different size options included there is something for everything. You wont need any other food storage solution after buying this mega pack. Each canister is air tight, BPA Free and see through so you always know what's inside.

THE ZONGURU NICHE RATER SCORE



OTHER SELLERS IN THE CATEGORY

1

Kuber Industries Plastic 3 Pieces Small Size Multipurpose Solitaire Storage Basket

2

Amazon Brand - Solimo Modular Plastic Storage Containers with Lid

3

Prexo Fridge Storage Pack of 1 Refrigerator Organizer Container

TOP KEYWORDS

KEYWORD	VOLUME	SALES
fridge storage containers	21,027	₹42,25,586
fridge containers	8,151	₹16,69,936
fridge storage boxes	9,989	₹16,20,106
container for fridge	3,666	₹8,69,989
fridge containers for storage set	4,483	₹12,30,379

NOT HOT



Cutting EDGE Stackable BPA-Free Modular Design

Boring Design

Outdated Design

Monthly Sales: 517



12 Baby Tricycle

Main Keyword: Baby Tricycle

Category: Toys & Games

ASIN: B07SVQ9SKN

Price: ₹2,899

**MONTHLY
SALES**

808

REVENUE

₹23,42,392

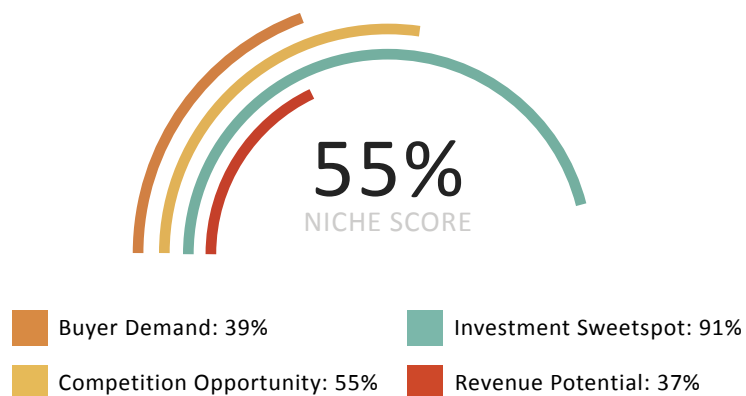
LONG TITLE

Luusa RX-500 Kids / Baby Tricycle with Parental Control , Cushion seat and seat Belt for 12 Months to 48 Months Boys / Girls / Kids. Carrying Capacity Upto 30kgs (Green)

WHY IS THIS HOT?

The bad boy of kids trikes! Wow what an eye catching design with all the bells and whistles. Complete with seat belt, storage basket, cushioned control handle and foldable footrest. This trike ticks all the boxes and it's obvious a lot of time and attention to detail has been spent on making this a winning design.

THE ZONGURU NICHE RATER SCORE



OTHER SELLERS IN THE CATEGORY

1

JoyRide Learn-to-Ride Trike on 3 Wheels with Safety Harness

2

Panda Baby Product HK World Happy Birthday Tricycle with Music with Lights

3

Toyzoy Maple Grand Kids|Baby Trike|Tricycle with Safety Guardrail for Kids

TOP KEYWORDS

KEYWORD	VOLUME	SALES
baby tricycle 1-5 yrs	2,946	₹29,63,533
tricycle for kids	11,093	₹1,27,97,772
tricycle for kids for 1 years to 3 years	7,639	₹1,00,07,414
tricycle for kids for 1 years	5,477	₹81,91,272
Trycyce while baby cycle 2-5years	4,000	₹48,82,162

NOT HOT



Stepupp Tricycle for Kids Blue

Plastic Product

Monthly Sales: 5



13 Raincoat

Main Keyword: Raincoat

Category: Sports, Fitness & Outdoors

ASIN: B089474YXN

Price: ₹1,832.50

**MONTHLY
SALES**

502

REVENUE

₹9,19,915

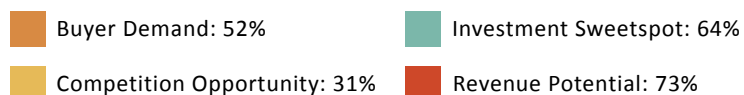
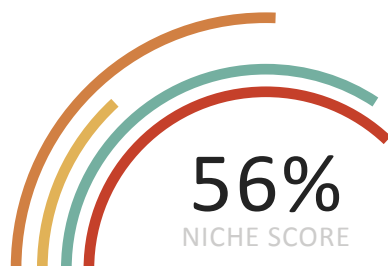
LONG TITLE

ZEEL Seam Sealed Raincoat | Stylish Long Jacket with Hood | Waterproof
Pant and Carrying Pouch | JS508

WHY IS THIS HOT?

This raincoat looks like it's come straight off the Paris Fashion Week runway. Proof that even the most mundane and functional product can be revamped. The result? Increased clicks and sales and a price point well above the competition.

THE ZONGURU NICHE RATER SCORE



OTHER SELLERS IN THE CATEGORY

1

Unisex Disposable Pocket Size Easy to Carry Digi Raincoat

2

THE CLOWNFISH Rain Coat for Men Waterproof for Bike Reversible Double Layer

3

Motoway 100% Waterproof (Black,) RAIN Suit with Hood & Carry Bag for Bikers

TOP KEYWORDS

KEYWORD	VOLUME	SALES
rain coat	49,946	₹1,29,09,323
rain jackets for men waterproof	9,222	₹34,51,300
raincoat	21,183	₹47,68,914
rain coat for men waterproof for bike	41,868	₹1,60,40,987
rain coat for men waterproof best	23,043	₹80,75,926

NOT HOT



THE CLOWNFISH Rain Coat for Men Waterproof

Monthly Sales: 211



14 Weight Machine

Main Keyword: Weight Machine

Category: Health & Personal Care

ASIN: B08VKBZ9VJ

Price: ₹1,699.00

**MONTHLY
SALES**

657

REVENUE

₹11,16,243

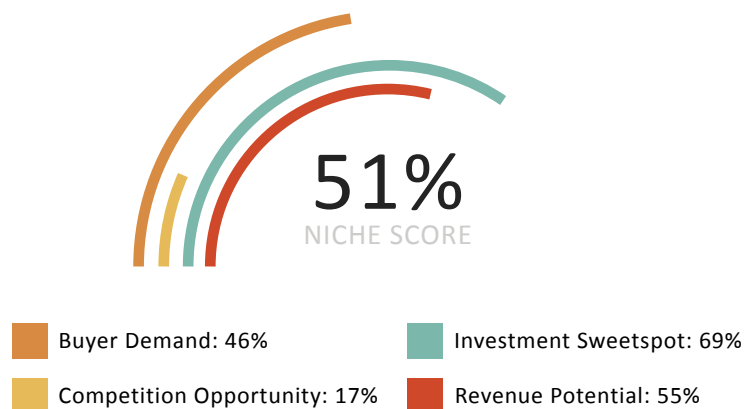
LONG TITLE

Dr Trust Digital Smart Electronic Rechargeable Bluetooth Fitness Body Composition Monitor Fat Analyzer Weight Machine and Weighing Scale-509 (Black)

WHY IS THIS HOT?

These space age digital scales can track 18 difference body metrics. Short of making your morning cup of coffee this product can do it all. Plus it's rechargeable and bluetooths to your phone. Wowsers what a product, it leaves the traditional scales in it's dust.

THE ZONGURU NICHE RATER SCORE



OTHER SELLERS IN THE CATEGORY

1

Hoffen HO-18 Digital Electronic LCD Personal Body Fitness Weighing Scale (Black)

2

Glun Multipurpose Portable Electronic Digital Weighing Scale Weight Machine

3

Ionix weight machine, body weight scale

TOP KEYWORDS

KEYWORD	VOLUME	SALES
weighing machine	30,654	₹1,25,36,260
digital weight machine	14,680	₹59,74,393
weight machine digital for body weight	15,832	₹58,64,432
weight machine for home	24,438	₹1,08,90,159
weight scale	8,112	₹21,24,997

NOT HOT



Omron HN 289 Automatic Digital Weight Machine

Not as stylish

Monthly Sales: 109



15 Water Cooler

Main Keyword: Water Dispensers

Category: Home Improvement

ASIN: B072LWCC6N

Price: ₹8,950.00

**MONTHLY
SALES**

86

REVENUE

₹7,69,700

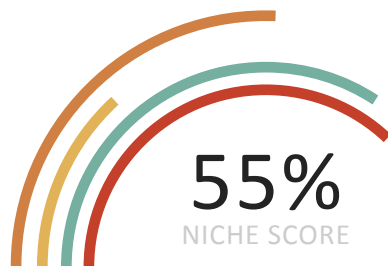
LONG TITLE

Voltas Plastic Pearl Water Dispenser (Standard Size, Black)

WHY IS THIS HOT?

A very sleek addition to any home or workspace. This design ticks all the boxes providing everything you could want including, hot and cold water functions, compressor cooling and storage cupboard. It's black monochrome design makes it stand out from the competition.

THE ZONGURU NICHE RATER SCORE



Buyer Demand: 52%	Investment Sweetspot: 64%
Competition Opportunity: 31%	Revenue Potential: 73%

OTHER SELLERS IN THE CATEGORY

1

Black Olive's Wireless Drinking Water Bottle Pump upto 25 Litres

2

Konquer TimeS KTS Automatic Wireless Water Can Dispenser Pump for 20 Litre Bottle Can

3

Blue Star BWD3FMRGA Star Hot, Cold and Normal Water Dispenser

TOP KEYWORDS

KEYWORD	VOLUME	SALES
cooler water	2,111	₹23,72,764
water dispenser voltas	1,111	₹21,39,678
voltas water dispenser hot and cold	3,595	₹96,14,930
hot and cold water dispenser	2,258	₹50,42,024
voltas water dispenser	1,545	₹41,95,231

NOT HOT



Empathy Manual Water Pump For Bisleri Bottles

Not As Modern
Looks Cheap

Monthly Sales: 54



16 Fridge

Main Keyword: Fridge

Category: Home & Kitchen

ASIN: B07R3WXXH5

Price: ₹6,990.00

**MONTHLY
SALES**

208

REVENUE

₹14,53,920

LONG TITLE

Godrej 30 L Qube Personal Cooling Solution (TEC Qube 30L HS Q103, Black)

WHY IS THIS HOT?

Fridges are a mega niche on Amazon India but this seller knows it pays to solve a pain point to cut through the competition. In a niche where most sellers are going big this seller goes small and offers the perfect mini fridge. Ideal for small spaces or a second fridge for entertaining this listing has found their winning niche.

THE ZONGURU NICHE RATER SCORE



Buyer Demand: 77%	Investment Sweetspot: 81%
Competition Opportunity: 66%	Revenue Potential: 77%

OTHER SELLERS IN THE CATEGORY

1

Samsung 192 L 2 Star Direct Cool Single Door Refrigerator

2

Haier 53 L 2 Star Direct-Cool Single Door Mini Refrigerator

3

Godrej 30 L Qube Personal Cooling Solution (TEC Qube 30L HS Q103, Black)

TOP KEYWORDS

KEYWORD	VOLUME	SALES
refrigerator low price	822	₹30,26,916
fridge low price	98	₹22,90,368
refrigerator	66,797	₹24,73,70,332
fridge	10,063	₹3,36,64,961
refreezerator single door 5 star	5,429	₹4,06,15,556

NOT HOT



Whirlpool 265 L 2 Star Frost-Free Double Door Refrigerator

More Expensive

Monthly Sales: 15



17 Bench Gym

Main Keyword: Bench Gym

Category: Sports, Fitness & Outdoors

ASIN: B08M9XKQH4

Price: ₹2,299.00

**MONTHLY
SALES**

1,479

REVENUE

₹34,00,221

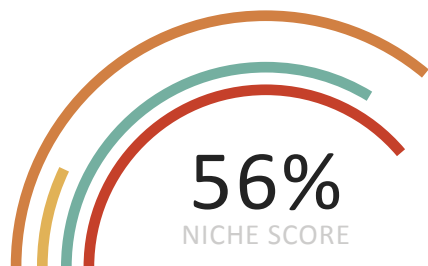
LONG TITLE

BULLAR Gym Bench, 3 in 1 Gym Bench, Fitness Bench for Home Gym Exercise, Heavy Duty Multipurpose Home Gym Bench for Home Exercise Fitness Equipment, Multiple Workouts and Strength Training

WHY IS THIS HOT?

Sometimes a small change like adding a pop of color can make a huge difference. Take this product for example, the seller has made it blue and voila it suddenly catches buyers attention when almost all other options are plain black. The seller hasn't stopped there adding functional benefits like adjustable back and bar supports.

THE ZONGURU NICHE RATER SCORE



Buyer Demand: 70%	Investment Sweetspot: 64%
Competition Opportunity: 19%	Revenue Potential: 76%

OTHER SELLERS IN THE CATEGORY

1

IBS Heavy Duty 3 in 1 Adjustable Incline, Decline, and Flat Bench

2

SX Fitness Flat Gym Bench Home Workout Multipurpose Exercise Bench

3

Kore Heavy Duty Multipurpose Home Gym Bench

TOP KEYWORDS

KEYWORD	VOLUME	SALES
home gym bench	4,334	₹37,85,095
gym bench for home	8,108	₹84,54,114
exercise bench	3,878	₹26,51,133
bench press for home gym	8,308	₹1,01,65,576
bench press	6,414	₹67,63,255

NOT HOT



IBS Foldable Flat Bench- Up to 500 kg

Less Features
Too Generic

Monthly Sales: 5



18 Pedestal Fan

Main Keyword: Pedestal Fan

Category: Home & Kitchen

ASIN: B00PFG3NIA

Price: ₹4,699.00

**MONTHLY
SALES**

116

REVENUE

₹5,45,084

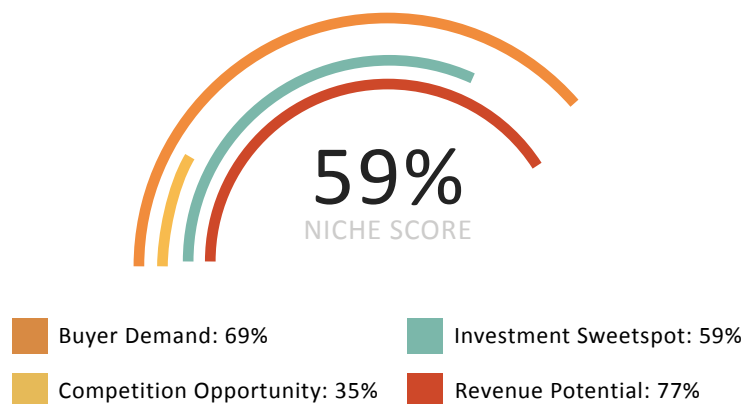
LONG TITLE

Havells V3 450mm Pedestal Fan (Black)

WHY IS THIS HOT?

When a buyer purchases something for their home that is going to be visible and on display people care what it looks like. This is true even for something as unimbiqious as a pedestal fan. This seller provides a contemporary pedestal fan option in a sleek black design. It is stylish and attracts a buyer willing to pay a premium.

THE ZONGURU NICHE RATER SCORE



OTHER SELLERS IN THE CATEGORY

1

Usha Mist Air Icy 400mm Pedestal Fan (White)

2

Bajaj Esteem 400 mm Pedestal Fan (White)

3

iBELL CHROME10 5 Leaf Pedestal Fan with Timer, High Speed Motor - Black

TOP KEYWORDS

KEYWORD	VOLUME	SALES
padestlar fan	2,867	₹22,44,164
fan stand	3,679	₹36,67,831
table fan long stand	10,203	₹1,08,01,100
standing fan	9,184	₹79,34,682
pedestal fans	2,509	₹28,45,768

NOT HOT



Venus Sway Plus Pedestal Fans SPF-400 (White)

Looks Cheap

Not Showing Scale

Monthly Sales: 5



19 Sewing Machine

Main Keyword: Sewing Machine

Category: Home & Kitchen

ASIN: B086X18Q71

Price: ₹8,999.00

**MONTHLY
SALES**

369

REVENUE

₹33,20,631

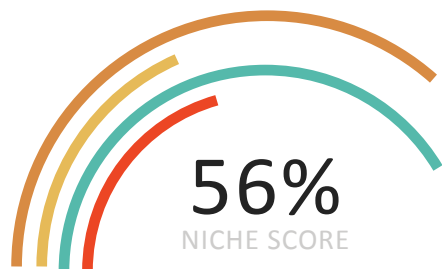
LONG TITLE

Usha Janome Dream Stitch Automatic Zig-Zag Electric Sewing Machine (White and Blue) with Free Sewing KIT Worth RS 500

WHY IS THIS HOT?

Never underestimate the power of a good hero shot. This clever seller knows their stuff and has nailed the visual sell with beautifully curated images. Not only is the hero shot crisp and clear but they have placed small props around the product to set the scene. When every other seller has boring front on images for their hero shot small differences can have BIG impact.

THE ZONGURU NICHE RATER SCORE



Buyer Demand: 75%	Investment Sweetspot: 78%
Competition Opportunity: 24%	Revenue Potential: 45%

OTHER SELLERS IN THE CATEGORY

1

KPCB Tech Sewing Machine with Extension Table Double Thread Mode

2

Isabella Sewing Machine for Home Use, White

3

Milford Mini Sewing Machine with Extension Table for Home

TOP KEYWORDS

KEYWORD	VOLUME	SALES
stitching machine for home	4,719	₹56,94,044
sewing machines	7,472	₹1,39,27,061
silai machine	10,759	₹1,33,46,307
portable sewing machine for home	2,783	₹24,80,570
swing machine	5,316	₹68,18,638

NOT HOT



VAKHAR Electric Portable Crafting Mending Machine

Colors Looked Washed Out

Monthly Sales: 5



20 Mop with Bucket

Main Keyword: Mop with Bucket

Category: Home Improvement

ASIN: B07D4T4YT2

Price: ₹1,399.00

**MONTHLY
SALES**

760

REVENUE

₹10,63,240

LONG TITLE

Spotzero by Milton Prime Spin Mop with Big Wheels and Stainless Steel Wringer, Bucket Floor Cleaning and Mopping System, 2 Microfiber Refills, Aqua Green

WHY IS THIS HOT?

This seller is the master of infographics. Not only is the product exceptionally well designed but after viewing the infographic shoppers can't help but click add to cart. They win the conversion every time. What a great example of displaying the benefits of a product in a clear easy to follow format.

THE ZONGURU NICHE RATER SCORE



Buyer Demand: 48%	Investment Sweetspot: 70%
Competition Opportunity: 23%	Revenue Potential: 75%

OTHER SELLERS IN THE CATEGORY

1

Gala Turbo Spin Mop that removes over 99% bacteria, with Easy wheels

2

Scotch-Brite 2-in-1 Bucket Spin Mop (Green, 2 Refills)

3

Esquire Elegant 360° Spin Mop Set with Additional Refill

TOP KEYWORDS

KEYWORD	VOLUME	SALES
floor cleaning mop for home	6,391	₹43,81,797
floor mop with bucket	5,222	₹31,73,806
mob floor cleaner	5,465	₹25,68,218
gala mop with bucket	5,825	₹32,72,911
mop for floor cleaning	10,176	₹48,85,750

NOT HOT



Danube Home SS20 Harmony Mop Bucket

Bad Product Images
Not Showing Scale

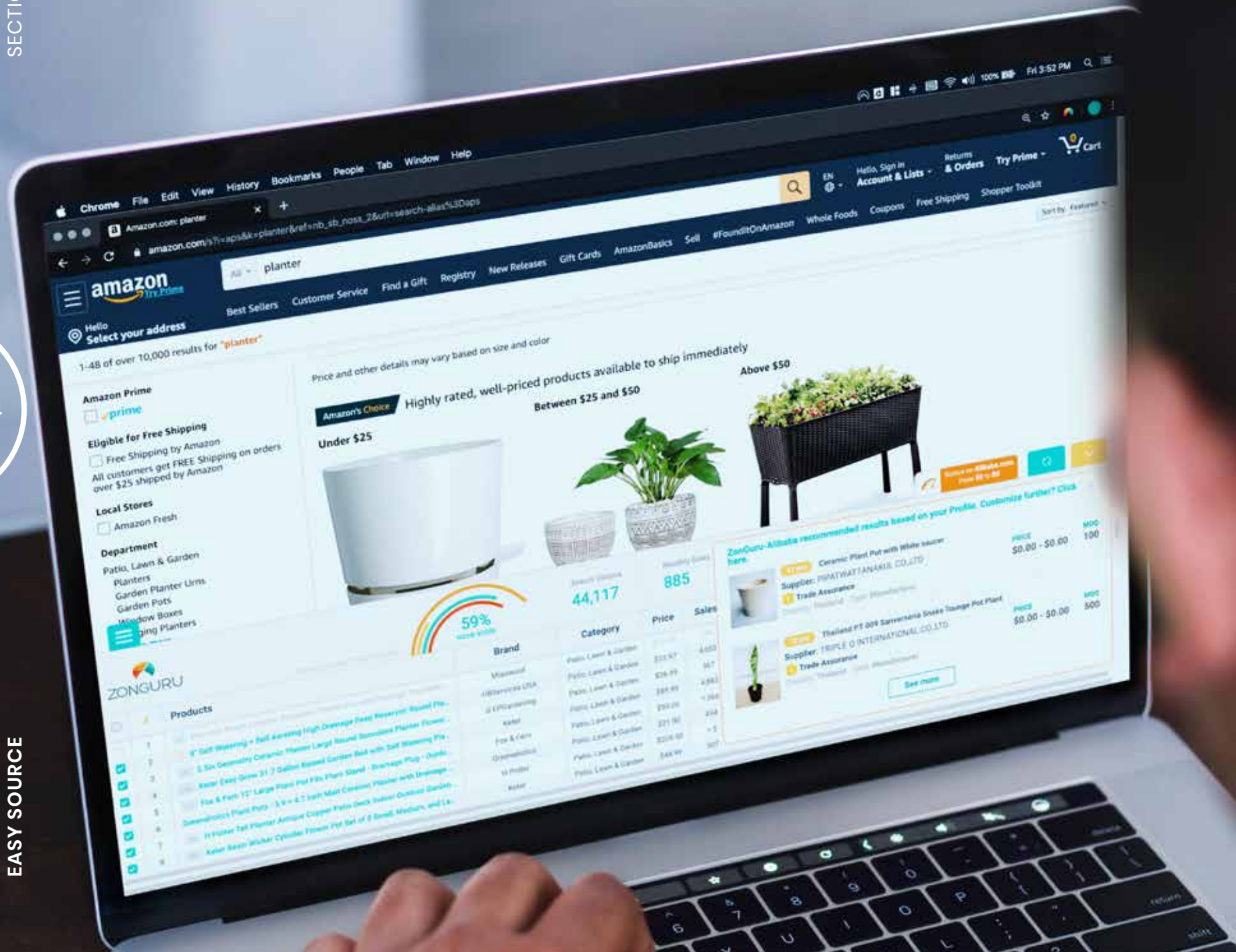
Monthly Sales: 5

Section 07

Easy Source

Find reliable, Alibaba.com verified suppliers
perfect for your product idea!

Congratulations! After analyzing all of Amazon with Niche Finder and fine tuning the data with Niche Rater, you've found your first product to start selling. It's finally time to get in touch with a reliable supplier who can produce your product. Finding a product supplier that can meet your specific needs is a job in itself. There's simply too much data out there and that is where Easy Source comes in.



The Easy Source Method

Our brand new tool instantaneously matches you with a list of only the best, most reliable suppliers available. All powered by Alibaba.com's massive supplier database - and a world's first software partnership with Alibaba!

The method is simple:

1. Navigate to an Amazon listing, then open your Chrome Extension, and click on the EasySource tab.
2. Browse an instantly generated, curated list of Alibaba.com-backed suppliers with important data points such as location, manufacturer/agent, price/MOQ, verified revenue/shipments, and more.
3. Select a manufacturer from the fits your specific needs.
4. Send an introductory email to the supplier to get things going.
5. Ship your product and start making some money!

Maybe you can't find exactly what you need in the Chrome Extension. No problem! Log into your ZonGuru account and head over to the EasySource tool. Enter the exact product you're looking to browse a more detailed list of suppliers, along with stats such as average MOQ, revenue, and lead time. Narrow down your search even further by adjusting filters such as the supplier's rating, years they've been on Alibaba.com, and whether they're a manufacturer or a supply agent. ZonGuru's powerful filtering options are at your disposal to help you find exactly what you need.

With EasySource in your corner, ZonGuru streamlines your entire Amazon Private Label business journey into one intuitive experience designed to give you less hassle and more money.

Section 08

About Us

We are passionate Amazon sellers
educating and helping others.

ZonGuru is the best all-in-one software toolset for Amazon Private Label Sellers. We believe that creating & selling branded, physical products through digital platforms like Amazon is one of the best ways to create scalable, financial wealth and freedom. And it is access to “the right data” in this digital world, that is one of the biggest influences on success. We are constantly seeking the most accurate, relevant and timely data, that support real-time business decisions to drive profitability and scale.

We build powerful data driven digital tools for Amazon Private-Label Sellers. **These are tools built for Sellers by Sellers!**

Adam Hudson (founder) and Jon Tilley (CEO) – Two friends, who are both successful Amazon Sellers, created ZonGuru to satisfy a real frustration they were having. Before ZonGuru Amazon Sellers needed at least 3 or 4 separate software tools to really boost their Amazon sales.

ZonGuru solves this frustration. Think of it as an all in one marketing tool that will help you research, optimize, and automate your Amazon business – giving you everything you’ll need to be successful all under one login!

Their vision is to continue to add valuable tools to ZonGuru, that meet their needs as the Amazon marketplace continues to grow and change!

A full-page photograph of Jon Tilley, CEO of ZonGuru, walking on a stage. He is wearing a black t-shirt and dark trousers, smiling and looking towards the right. The background features a large screen with a logo, a large brass gong, and a person in the background holding a camera. The bottom of the image has a teal gradient overlay with the text 'meet Jon Tilley'.

meet Jon Tilley

Jon Tilley

CEO of ZonGuru

After spending 15 years working as an Account Director and Strategist at some of the top digital advertising agencies in Johannesburg, London and Los Angeles, Jon began selling products on Amazon.

His unique experience managing digital marketing and design projects for large brands, allowed him to quickly grow a high quality, high margin brand on the Amazon, leveraging their global marketplace and logistics infrastructure.

Jon and Adam have been friends for many years and in 2016 they co-founded ZonGuru. Jon is currently CEO of ZonGuru, whilst still successfully growing his own private label brands on Amazon across the USA and Europe.

Kimberlee French

Customer Success Manager

Kimberlee has a long history in finance and business management. After 15+ years working as an Accountant and Business Advisor she applied her skillset to E-Commerce in 2018 launching a successful Shopify store.

Her E-Commerce success was later expanded to Amazon in the USA and Australia and regularly features on Amazon best seller lists. Kimberlee continues to thrive under the guidance of the ZonGuru Team and is expanding her Amazon FBA business with additional launches in the pipeline.

Kimberlee joined ZonGuru during 2020 as part of the Customer Success Team. Kimberlee is the go-to-girl for nearly all questions or concerns that ZonGuru customers might have. She is also the resident product research expert and she looks forward to continuing to share her expertise in Amazon FBA brand and product building.

meet
Kimberlee French

DISCLAIMER

All the data presented in this document is the result of in-depth product research throughout January 2021. Data shown can naturally shift due to the overall performance of the listings. Some of these categories may be performing a little better, or a little worse than they were when we created this Hot Product List (and this is normal). Still have questions about the data that we're showing in this document? Feel free to reach out to ZonGuru's dedicated support team where they will be happy to help!: support@zonguru.com.

