

# Product Research

by Felix Nguyen

**OUTDATED**



# Structure

1. Product Criteria
2. **Winning Product**
  - a. Introducing the winning product
  - b. Features
3. Amazon Reference and Insights
4. Trends
  - a. US
  - b. Worldwide
5. Industry Analysis
  - a. Key Drivers and Figures
  - b. Forecast
6. Suppliers
  - a. Aliexpress
  - b. Alibaba
7. **Breakdown Potential Revenue**
8. Conclusion

## Disclaimer

Please also do your own research along with suggestions from this report. Never rely blind on researches and do not execute right away if you did not research by yourself after receiving this product suggestion.



# My Product Criterias

Breakdown of a winning product



## High Demand

Problem-solving products are most likely in high demand



## Low Availability

Not easy to find in stores, most likely a new product in the market



## Good Profit Margins

factor of minimum 3x rule  
-> has to be scalable



## Wow Factor

Grabs attention



## Specs

- small & light weight
- straight forward (easy to understand functionalities)
- target retailing price: > 20 USD
- low seasonality
- no legal issues (licensed or patented products)



# The High Potential Product

## Defrosting Tray (& cutting board) function)

Category: Home & Kitchen  
Niche: Serving Trays

### First impression:



- First impression: “What kind of magic is that?” Influencer friendly  
(For Marketing strategies via Facebook, Youtube and Instagram)
- Suitable private labeling product for Webshop Dropshipping and Amazon FBA

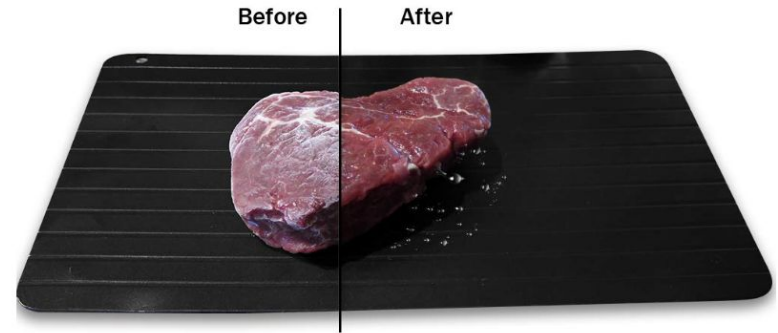




# Defrosting Tray

## Features

1. **Fast and Natural Defrosting** - Frozen meat gets defrosted in half the time compared to room temperature with no electricity or microwaves.
2. **Straightforward and Simple** - Place frozen food directly on the surface of the tray to begin defrosting. Uses **conduction** to quickly and naturally transfer warmth evenly across the surface of food.
3. **Easy to Store** - Flat tray can slide easily into a narrow space. Can be hand washed or bottom rack dishwasher to sterilize.
4. **Material** - The thawing plate is made of high-density aluminium, which can conduct heat faster. The thawing process is 100% physical. As opposed to microwave ovens that partially cook the food during the defrosting process, the tray defrosts the meat safely and quickly. Keep the nutrition and good taste of the food.



**Problem solver? YES**

Frozen food gets defrosted in half the time of room temperature. This saves time for everyone who is preparing food. It also allows to cook the meat while keeping all nutrition and the good taste.



# Amazon Reference



## Why is the amazon insight relevant for online shops and dropshippers?

The Amazon marketplace gives us a huge and important insight if there is a market for this product or not.

Amazon captures nearly half of the U.S. e-commerce market by the end of 2018.

According to the numbers in the next sheet there is a **high demand and low competition** for this product. But in order to explore the full potential of this product, we need to take a look outside of Amazon. At this point google as the largest search engine will join our analysis.

Amazon in the US takes 49.1 % of the whole ecommerce share. Another example comes from the UK with 33.5 % of all ecommerce sales through Amazon UK. ([Source Link](#))

Top 10 US companies ranked by Retail Ecommerce Sales Share 2018:





# Amazon Reference

All ▾ Defrosting Tray 🔍



Average Monthly Sales <b>402</b>	Average Sales Rank <b>130,752</b>	Average Price <b>\$21.71</b>	Average Reviews <b>143</b>	Opportunity Score <sup>?</sup> <b>7</b> Medium Demand with Low comp.
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#	▲ Actions	Product Name	Brand	Price	Mo. Sales	D. Sales	Mo. Revenue	Reviews	Rating	Fees	Rank
1	⊕ 🗑	GEMITTO Defrosting Tray, High Density A...	GEMITTO	\$25.99	634	13	\$6,478	26	4	\$8.61	#13,206
2	⊕ 🗑	Defrosting Tray Frozen Food Thawing Pla...	Erad	\$30.39	426	13	\$2,946	67	4	\$9.27	#13,159
3	⊕ 🗑	Zintak Defrosting Tray Large   Rustic Red...	Zintak	\$25.99	626	27	\$6,270	141	4.5	\$8.61	#6,009
4	⊕ 🗑	Defrosting Tray (Largest Size) for rapid t...	Zabika	\$24.99	175	4	\$4,373	37	4.5	\$8.46	#32,804
5	⊕ 🗑	VonShef Defrosting Tray with Red Silicon...	VonShef	\$14.99	712	32	\$6,673	302	3.5	\$10.42	#4,936
6	⊕ 🗑	ZWANDP Kitchen aluminum thawing plat...	ZWANDP	\$19.99	105	3	\$2,099	1	5	\$7.71	#41,485
7	⊕ 🗑	Rapid Defrosting Tray Natural Thawing - ...	WINNER H	\$28.99	600	12	\$7,394	1	4	\$9.06	#14,427
8	⊕ 🗑	ThawMax Rapid Defrosting Tray   Defrost...	ThawMax	\$20.99	422	21	\$3,858	15	4.5	\$7.86	#8,005
9	⊕ 🗑	That Inventions Professional Quick Food ...	That! Inventions	\$69.99	219	3	\$5,328	68	4	\$15.84	#41,915
10	⊕ 🗑	Chiachi Defrosting Tray Thawing Plate fo...	Chiachi	\$12.99	28	5	\$364	62	4	\$6.66	#28,336
11	⊕ 🗑	defrosting tray bundle M and L size, Eas...	oliversmagic	\$32.99	53	1	\$1,748	2	4.5	\$7.36	#81,130
12	⊕ 🗑	Coitak Defrosting Tray, Defroster for Defr...	Coitak	\$19.98	126	3	\$2,517	39	4	\$7.71	#44,688
13	⊕ 🗑	Defrosting Tray For Thawing Frozen Food...	A-STAR(TM)	\$22.89	233	8	\$5,333	0	--/	\$6.62	#20,727
14	⊕ 🗑	EOSA Fast Defrosting Tray, Alloy Aluminu...	EOSA	\$29.99	30	1	\$900	8	4.5	\$7.60	#116,740



# Amazon Reference



The Amazon marketplace gives us an important insight if there is a market for this product or not. According to the numbers we have a **stable market** with **good demands** and **manageable low competition**. This will give us space to enter the market and successfully place a product.

**Why do we have medium instead of high demand?**

I believe that this niche could be saturated 6 month from now with high demand. There are not many sellers for this on the market yet and it seems like everyone who lists this product, can get a fair share of the revenue cake. None of the seller is settled and none of them owns a big market share in this niche.



# Amazon Reference

We got less than 300 results on this item which is a very good result.



There are already a few sellers on Amazon but if you look at the data in the previous sheet, you can see that many sellers earn more than 10k per month out of this product with some only 11 reviews!

The screenshot shows the Amazon search results for 'Defrosting Tray'. The search bar at the top contains 'Defrosting Tray' and shows '1-48 of 285 results for "Defrosting Tray"'. The page features a sidebar with filters for Prime, shipping, department, and brand. The main content area displays several product listings, including 'Evelots' products, 'Amazon's Choice' items, and various brands like Zintak, VonShef, and ZWANDP. Each listing includes a product image, title, price, and customer rating.

**Amazon's Choice**

Product Name	Price	Rating
Evelots NEW Meat Defrosting Tray-Thaws Fast-Large Size-No Microwave/Electricity	\$15 <sup>99</sup>	★★★★☆ ~ 170
Zintak Defrosting Tray Large   Rustic Red Silicone Border   Natural Eco Friendly Heating   No Electricity   No Chemicals   Thaw...	\$25 <sup>99</sup>	★★★★☆ ~ 141
VonShef Defrosting Tray with Red Silicone Border Thaws Frozen Food Faster, Defrost Meat, Vegetables Quicker, No Electricity, No...	\$14 <sup>99</sup>	★★★★☆ ~ 302
ZWANDP Kitchen aluminum thawing plate 9 times speed defrosting food, aluminum alloy fast defrosting tray	\$19 <sup>99</sup>	★★★★☆ ~ 1
Rapid Defrosting Tray Natural Thawing - Eco Friendly Thawing Plate with Thickness 0.2" and Stable Framework for Frozen...	\$28 <sup>99</sup>	★★★★☆ ~ 11



# Amazon Reference

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9	⊕ 🗑️	That Inventions Professional Quick Food ...	That! Inventions	\$69.99	219	3	\$15,328	68

Even the first ranked seller got “only” 26 reviews but generates more than 16k per month



# Amazon Reference

Among the first 12 ranked products on the search results, we can find 2 products that are exactly like ours.

Even though it is the same product, both of them got a decent number of reviews and good ratings.

With a decent labeling I am 100% sure, that you can outperform those 2 sellers.

## Tips to outperform:

- create original content (Shoot you own photos and videos)
- Create attractive copywriting
- Create EBC (Enhanced Brand Content) -> Google, if you do not know what EBCs are

**Evelots NEW Meat Defrosting Tray-Thaws Fast-Large Size-No Microwave/Electricity**  
★★★★☆ ~ 170  
\$15<sup>99</sup>  
prime

**Zinrak Defrosting Tray Large | Rustic Red Silicone Border | Natural Eco Friendly Heating | No Electricity | No Chemicals | Thaw...**  
★★★★☆ ~ 141  
\$25<sup>99</sup>

**VonShef Defrosting Tray with Red Silicone Border Thaws Frozen Food Faster, Defrost Meat, Vegetables Quicker, No Electricity, No...**  
★★★★☆ ~ 302  
\$14<sup>99</sup>

**ZWANDP Kitchen aluminum thawing plate 9 times speed defrosting food, aluminum alloy fast defrosting tray**  
★★★★☆ ~ 1  
\$19<sup>99</sup>

**Rapid Defrosting Tray Natural Thawing - Eco Friendly Thawing Plate with Thickness 0.2" and Stable Framework for Frozen...**  
★★★★☆ ~ 11  
\$28<sup>99</sup>

**ThawMax Rapid Defrosting Tray | Defrost Chicken, Steak and other Meats Quickly | No Mess Full Silicone Border | Thaw Frozen...**  
★★★★☆ ~ 15  
\$20<sup>99</sup>

**That Inventions Professional Quick Food Defrosting Tray and Thawing Plate, Red**  
★★★★☆ ~ 68  
\$69<sup>99</sup>

**Chiachi Defrosting Tray Thawing Plate for fast defrosting of frozen foods Premium Quality Defrost Tray With bonus Drip tray and...**  
★★★★☆ ~ 62  
\$17<sup>99</sup>

**GEMITTO Defrosting Tray, High Density Aviation Aluminum Thawing Plate for Faster Defrosting Frozen Food, Quicker...**  
★★★★☆ ~ 26  
\$20<sup>99</sup>

**defrosting tray bundle M and L size, Easy and Convenient to use The Safest Fastest and Easiest way to Thaw Frozen Meat, Chicken, a...**  
★★★★☆ ~ 2  
\$27<sup>99</sup>

**Coitak Defrosting Tray, Defroster for Defrost Frozen Food Quickly, Natural Way for Meat Defrosting, Large Size 13.8X7.8 inch**  
★★★★☆ ~ 39  
\$10<sup>98</sup>



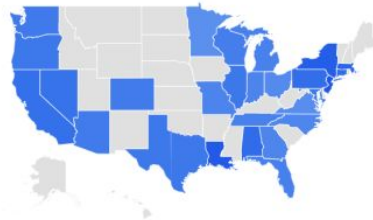
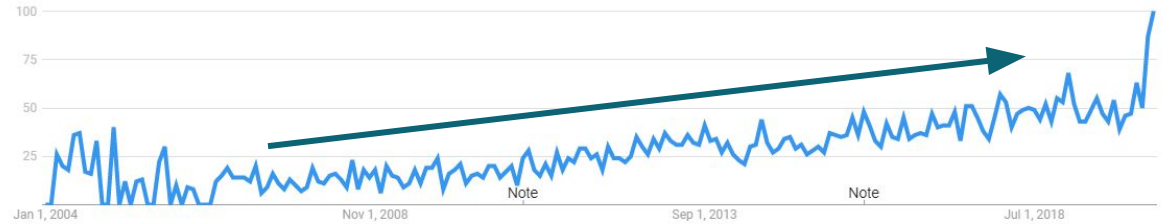
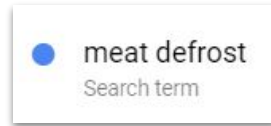
# Google Trends U.S.

## Constantly increasing search volume over the years

According to the search volume on Google, we can see an ongoing increasing graph which indicates a stable and increasing search volume over each year. Potential customers are constantly looking for ways how to defrost meat or food in general. Especially the global pandemic gave the search volume a big boost.

## Target these regions with PPC (i.e., AdWords)

Don't waste money targeting the whole of the US on Google AdWords. Run ads for the cities or subregions where potential customers reside. Let me know if you need insights for other regions besides the US, I can research that for you as well.



1	New Jersey	100	<div style="width: 100%;"></div>
2	Louisiana	97	<div style="width: 97%;"></div>
3	New York	94	<div style="width: 94%;"></div>
4	Massachusetts	87	<div style="width: 87%;"></div>
5	Alabama	82	<div style="width: 82%;"></div>



# Google Trends Worldwide

**The Worldwide** search volume is very similar to the US. Steady and increasing demand.

**Australia and the UK** seem to be big markets for this product.



1	Ireland	100
2	Australia	96
3	United Kingdom	91
4	Singapore	89
5	New Zealand	78



# Defrosting Tray

## Key Drivers and Figures

Under kitchen equipment market, the kitchen appliances segment is expected to reach **USD 242.5 Billion by 2023** by registering a CAGR of 6.5% over the forecast period i.e. 2016-2023..

Source ([Link](#))

The market has been growing together with the rise of the environmental awareness

“Kitchen equipment market is one of the growing markets across the globe. Rising urbanization in developing nations and growing need of modular and advanced kitchen equipment is expected to accelerate the market for kitchen equipment during the forecast period 2016-2023 in the global market....

In addition to this, the cooking appliances segment is expected to witness the highest growth and projected to contribute highest revenue share over the forecast period i.e. 2016-2023 owing to rapid growth of infrastructure in residential and hospitality sector.

Further, adoption of energy efficient, **time-savings feature** and ease of handling equipped kitchen equipment by the population is rising **in order to consume better quality food**. Fuelled by availability of modular & better quality kitchen equipment in the market, a steep demand has been captured in recent years across the globe. Moreover, infrastructural growth in residential and hospitality sector in the recent years across the globe has fueled the kitchen equipment demand in past few years. Trending (do-it-yourself) DIY methodology is yet another strong reason which is believed to propel the demand for smart and compact kitchen appliances substantially in the coming years across the globe.”



# Defrosting Tray

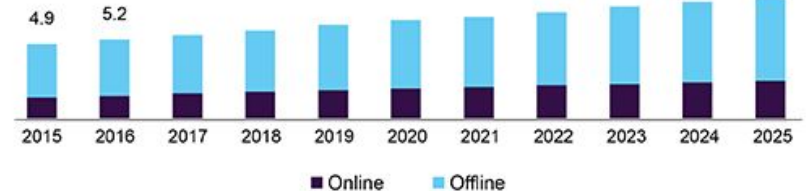
Key Drivers & Figures and Forecast

## Key market highlights

“Rise health consciousness, increasing gross disposable income, availability of technological advanced & smart appliances, rising concerns towards reduction of energy consumption and shift towards eco-friendly equipment are some of the factors projected to open new avenues for the kitchen equipment supplier base. In addition to this, factors such as rising concern towards health and hygiene, growing trend of consuming ready-to-cook food, busy schedules of working population owing to rapid growth in urbanization, availability of smart and multi-tasking kitchen equipment such as grinders, mixers and juicers are some of the major factors likely to foster the demand for kitchen equipment over the forecast period i.e. 2016-2023”

Source [\(Link\)](#)

U.S Kitchenware market size, by distribution channel, 2015 - 2025 (USD billion)



Source [\(Link\)](#)



# Supplier

## Aliexpress Insights

(for Webshop/Dropshipping)

KITCHEN MEMORIES STORE

[\(Link\)](#)

The seller sold constantly items within the last 14 days.

Solid seller with good reviews, steady sales and positive feedback



Fast Defrosting Tray Thaw Frozen Food Meat Fruit Quick Defrosting Plate Board Defrost Kitchen Gadget Tool

★★★★★ 4.6 - 116 Reviews 775 orders

TREND SPOTTING

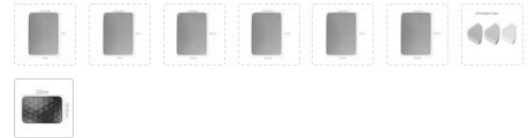
Ends in  
Mar 8, 11:59 PM PT

US \$3.27 - 11.62 ~~US \$4.81 - 17.99~~ -32%

Instant discount: US \$2.00 off per US \$99.00

+ US \$6.00 off per US \$65.00 + US \$1.00 off on US \$30.00 [Get coupons](#)

Color:



Quantity:

1 500 pieces available

Shipping: US \$1.26  
to United States via ePacket

Epacket

Shipping: US \$1.26  
to United States via ePacket





# Supplier

## Aliexpress Insights

### ePacket

In case you are not familiar with ePacket, here is a short benefit list of this service:

1. **Faster:** Standard methods of shipping from China to other parts of the world usually take months. But, with ePacket delivery you get much faster delivery times. Of course, you're still no match in comparison to Amazon's delivery times, but [you can expect your delivery to reach your customer in the span of 10-20 days.](#)
2. **Cheaper:** ePacket offers cheaper delivery options so you can use this to your advantage. With cheaper delivery options you'll be able to [price your products competitively.](#)
3. **Door-to-door China ePacket tracking:** The ePacket delivery provides customers the option of [end-to-end tracking](#), without paying any additional costs. This is a huge benefit for them to be able to monitor the location of the package. The ePacket can easily be tracked on official websites such as [EMS](#) and [USPS](#).
4. **Free returns on any undeliverable items:** Another benefit to the customers is the sense of security they get knowing that any undeliverable item is returned, without any additional expense. [This in turn, improves the customer-merchant relationship, as the online merchants will be able to provide refunds](#) on any packages that were not successfully delivered to customers.
5. **Payment of postal customs:** Any customs, duties, and/or taxes must be paid by the recipient of the shipment. As the ePacket delivery goes through regular custom clearance, customers might be required to pay any applicable taxes and duties.

[Source Link](#)



# Supplier

## Alibaba

### Own Stock holding

In case you want to hold and build your own inventory or for Amazon FBA I recommend you to take a look at this supplier:

- VERY LOW Minimum Order Quantity
- Good Lead Time
- Verified Supplier
- Trade Assurance

**Verified Supplier**

**Ninghai Shunda Rubber Co., Ltd.**  
Manufacturer, Trading Company

🇨🇳 CN 9YRS 4.8★

93.5% Response Rate

40,000+ for 88 Transactions

90.9% On-time delivery rate



[\(Link\)](#) to supplier

### Choose Shipping Method

select country/region United States

Shipping Method	Estimated Delivery Time	Shipping Cost	DDU/DDP ⓘ
<input checked="" type="radio"/> Alibaba.com Parcels (>20KG)	3-7 working days	US\$ 3.74 / Piece	DDU
<input type="radio"/> Alibaba.com Parcels(3C)	3-6 working days <span>🚚 On-time Delivery</span>	US\$ 4.17 / Piece	DDU
<input type="radio"/> Alibaba.com Parcels	3-6 working days <span>🚚 On-time Delivery</span>	US\$ 4.23 / Piece	DDU

Please take the shipping cost into consideration when planning to buy in bulk.

### Ninghai Shunda Rubber Co., Ltd.



Ready to Ship 🚚 In Stock 🚚 Fast Dispatch

2019 Amazon Best Selling Products Safest Way Thawing Plate To Defrost Meat Fast Defrosting Tray for Frozen Food

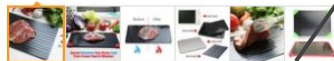
★★★★★ 4.5 2 Reviews 10 buyers

**\$0.32 - \$4.56** / piece | 50 Pieces (Min. Order)

Color: 📷 \$2.84 📷 \$3.15 📷 \$4.09

All 7 Options ▾

Customization: Customized logo (Min. Order: 500 Pieces)  
Customized packaging (Min. Order: 300 Pieces) More ▾



### Note:

Price and often negotiable!



# Supplier

## Alibaba

### DDU:

When it comes to shipping the supplier can choose or quote an incoterm on how they want to deliver the goods. DDU in this case means **Delivery Duty Unpaid**. That means the forwarder will ship directly to your desired address and will cover all costs but not the importing tax or duty fees.

We also have a very short lead time of 7 days and shipping will take up to 7 days as well. In case you are running out of stock, you will have a time window of 14 days in order to restock.

### Choose Shipping Method

select country/region United States

Shipping Method	Estimated Delivery Time	Shipping Cost	DDU/DDP ⓘ
<input checked="" type="radio"/> Alibaba.com Parcels (>20KG)	3-7 working days	US\$ 3.74 / Piece	DDU
<input type="radio"/> Alibaba.com Parcels(3C)	3-6 working days <span>On-time Delivery</span>	US\$ 4.17 / Piece	DDU
<input type="radio"/> Alibaba.com Parcels	3-6 working days <span>On-time Delivery</span>	US\$ 4.23 / Piece	DDU

Please take the shipping cost into consideration when planning to buy in bulk.

50 Pieces **\$142.00**

Ship to United States  
by Alibaba.com Par... **\$186.83**

Lead Time 7 days ⓘ

Shipping time 3-7 days ⓘ

---

**Total \$328.83**

[Start Order](#)

[Contact Supplier](#)

[Add to cart](#)

**Verified Supplier**

**Ninghai Shunda Rubber Co., Ltd.**  
Manufacturer, Trading Company

🇨🇳 CN 9 yrs 4.8★ ❤️❤️❤️

93.5% Response Rate

40,000+ for 88 Transactions

90.9% On-time delivery rate



# Supplier

## Alibaba

Right now you can see that for 50 pcs we have about 2.84 USD unit costs.

The total unit cost including shipping will be 6.56 USD. I believe you can go even lower once you ask the supplier for a quotation. If you have a bit time, you can also ask the supplier to seafreight the goods, that will cut down the cost immense!

Every supplier is willing to give you some discounts if you politely ask for it. Give the supplier the feeling that you are willing to work on a long term partnership, so that he can trust you.



50 Pieces	\$142.00
Ship to <u>United States</u> by <u>Alibaba.com Par...</u>	\$186.83
Lead Time 7 days ⓘ	
Shipping time 3-7 days ⓘ	
<b>Total</b>	<b>\$328.83</b>
<a href="#">Start Order</a>	
<a href="#">Contact Supplier</a>	
<a href="#">Add to cart</a>	



# Potential Online Revenue

## Webshop (Shopify)/Dropshipping Breakdown (w/google ads)

Average Online Market Selling Price: **22.99 USD**

Monthly searches for the top keywords related to

“Defrosting Tray”: **1,263,480**

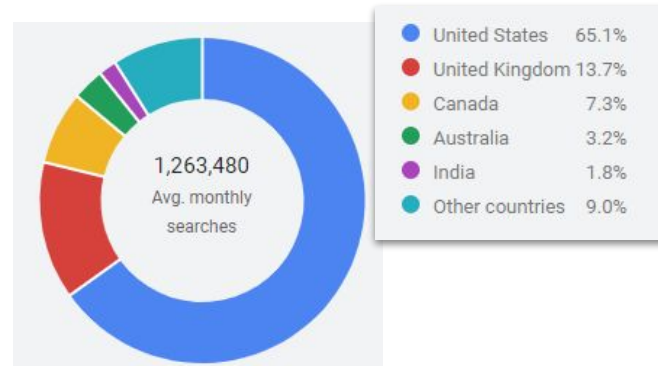
Expected Click Through Rate: **2.38 %**

Expected Conversion Rate: **2.96 %**

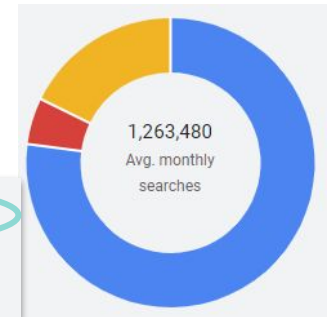
=  $1,263,480 \times 0.0238 \times 0.0296 \times 22.99\text{US\$}$

= Possible monthly revenue:

**20,463.31 US\$**



Target Mobile User!



This number is only related to customer with google accounts which means: The potential revenue is even higher including all sales channels like Amazon, Ebay etc. and social media channels like Instagram, Facebook, Youtube etc.



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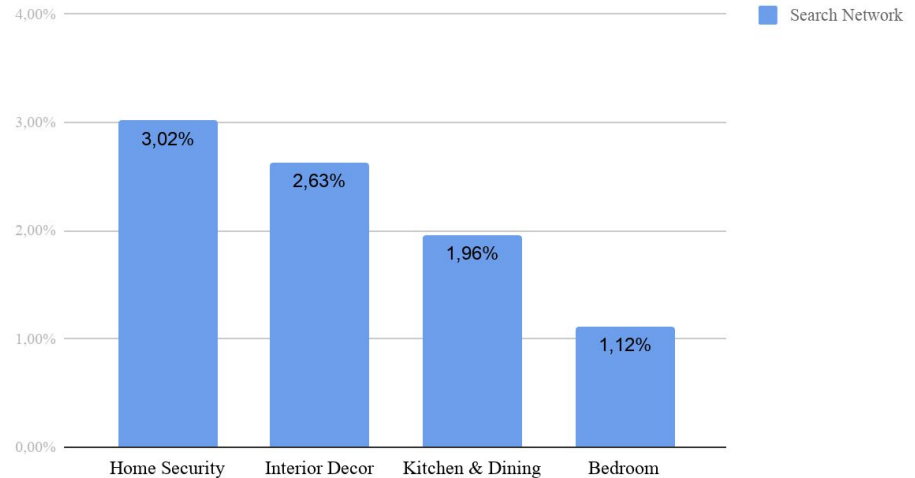
=  $1,263,480 \times 0.0238 \times 0.0296 \times 22.99\text{US\$}$

= Possible monthly revenue:

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### Conversion Rate



Google Ads Industry Benchmarks 2018 ([Link](#))

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# Potential Revenue U.S

## AMAZON FBA Breakdown

Revenue (Justify your high sales price by branding your Product!)

Item Price	450 USD
Shipping	22 USD
Total Revenue	22.99 USD
<b>Selling on Amazon Fees</b>	<b>3.45 USD</b>
Fulfillment by Amazon Fees	4.88 USD
<b>Cost of Product</b>	<b>5.00 USD</b>

---

<b>Net Profitability</b>	<b>9.66 USD</b>
<b>Net Margin</b>	<b>42.02%</b>

---

Profit Margin Calculation refers to the following product shipping details:

**Package Dimensions:** 0.7 X 8.4 X 14.1 inches  
**Unit Weight:** 1.0494 pounds

This calculation should be used as a guide to evaluate FBA. The actual number can vary depending on the weight and package dimension but this is the most accurate number that I can provide.



# Defrosting Tray

## Result

Why do I believe this product has high potential to be a successful winner on the market?

Because the numbers don't lie.

However, I highly suggest, that you also do your research on this product before buying in bulk or launching a dropshipping business.

I can see that this product can be very successful and generate some revenue out of the existing revenue cake. But you need to be quick, because I believe that there will be more sellers coming soon. Take action!



High Demand? **YES**

Good Profit Margins? **YES**

Low Availability? **YES**

Wow Factor? **YES**

Specs **YES**

- small & light weight **YES**
- straight forward **YES** (easy to understand functionalities)
- target retailing price: > 20 USD **YES**
- low seasonality **YES**
- no legal issues (licensed or patented products) **YES**

**HIGH POTENTIAL!**