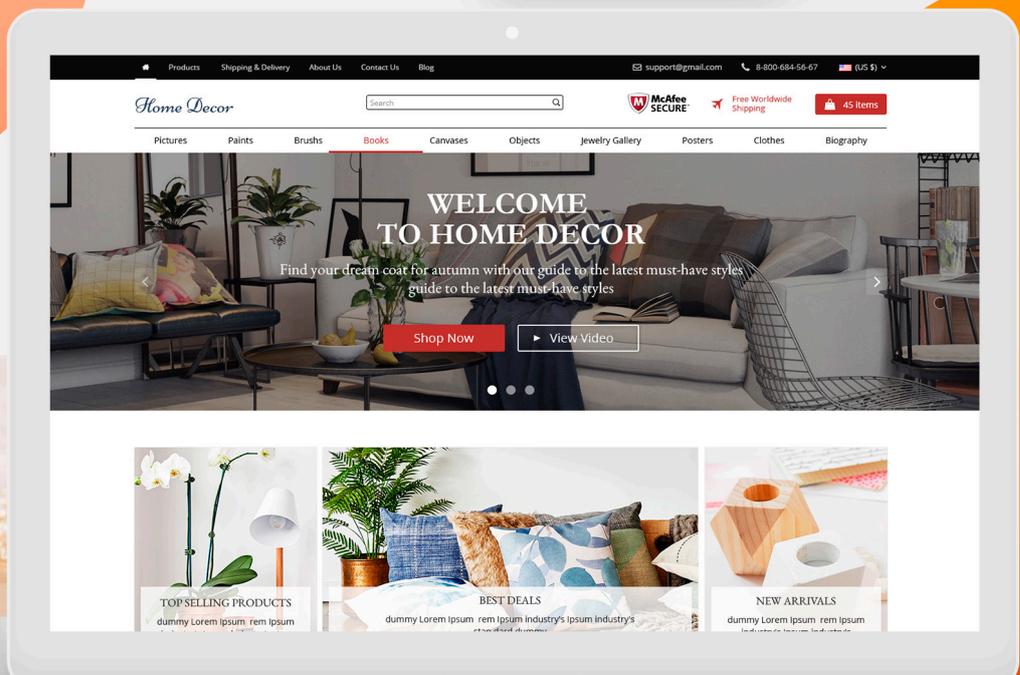
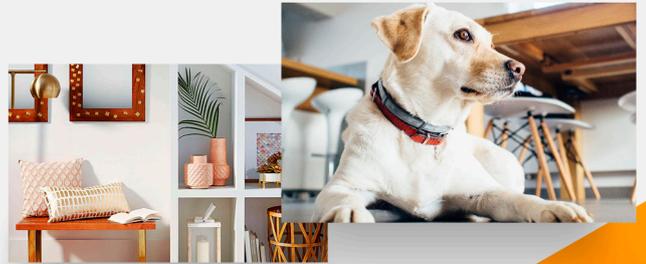




The Complete Guide To The Most Profitable Drop Shipping Niches Selection



How to Find the Perfect Drop Shipping Niche: a Step-by-Step Guide

Looking for the perfect drop shipping niche idea is always hard.

At the very beginning, you are overwhelmed with questions. What niche to think of? What to concentrate on? What if the chosen field won't turn out to be as profitable and popular as expected?...

It is typically [recommended](#) to choose a niche that suits your own interests and passions. That's a nice place to start, and that's a guarantee you will treat this business patiently and professionally.

Still, if you want to build a profitable drop shipping webstore, you need to base your niche choice upon some reliable and measurable criteria.

That's why we have created this Guide for your convenience!



Drop shipping niche selection: exploring AliExpress

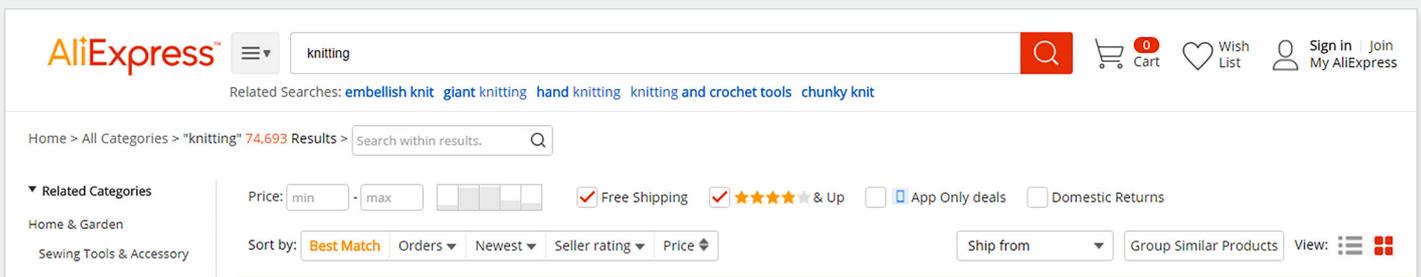
When we select drop shipping niches for [our own stores](#), we evaluate their potential with the help of several parameters.

First of all, we visit the website of the [drop shipping supplier](#) we've previously chosen – most typically, it's a seller's store on AliExpress. Here we can check the relevant statistics to see if this niche and these specific products will be a good choice.

We use a five-star scale. The rating of 5 stars means that from the point of view of this separate parameter, this niche has an excellent potential. The rating of 1 star means that from the point of view of this separate parameter, this niche is not promising at all.

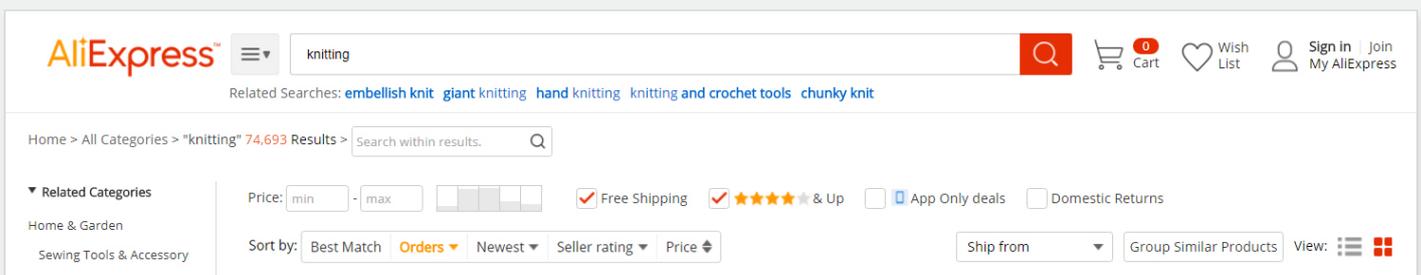
When we visit AliExpress, we estimate:

AliExpress products quantity. We look at the number of items that can be found here upon the use of a particular keyword. We only include the items that have the free shipping option and the 4*+ rating.



- If we can find more than 2 000 items, the score we assign to this niche is 5*;
- For 500 – 1 999 items the score is 4,5*;
- For 100 – 499 items the score is 4*;
- For 1-99 items the score is 3*.

The niche popularity on AliExpress. We set the same parameters and sort the items by the number of orders. Then we take the first 10 items and calculate the arithmetic mean of the number of orders.



- If the arithmetic mean is more than 2 000 orders, the score we assign to this niche is 5*;
- For 500 – 1 999 orders the score is 4,5*;
- For 100 – 499 orders the score is 4*;
- For 1-99 orders the score is 3*.

Trusted supplier. We set the same parameters, take the first 10 stores, and evaluate them by the same parameters as AliExpress itself does:

- How long the store has been in operation;
- What its feedback score is;
- What the percentage of its positive feedback is;
- How much the items fit their descriptions;
- How good the communication is;
- How satisfactory the shipping speed is.

We consider all these parameters, but, in our opinion, the percentage of positive feedback is the most important. Customer satisfaction is the key factor to a store's commercial success. This is why we calculate the arithmetic mean of the feedback score for these first 10 stores:

- *If the arithmetic mean is more than 96%, the score we assign to this niche is 5*;*
- *For 95% – 95,9% the score is 4,5*;*
- *For 94% – 94,9% the score is 4*;*
- *For 93% – 93,9% the score is 3*.*

Price setting aspects. We are surely most interested in the products and drop shipping niches where a considerable markup is possible.

It is exactly the case for the majority of simple basic goods offered on AliExpress because their prices are really low. It means there's no problem with setting a higher price on our drop shipping website – it will anyway be lower than the price of competitors' goods, so our customers will be satisfied with the purchase, and we will be happy with the profit.

To estimate the margin potential, we take the price of the most popular item in the niche and look this item up in 10 other online stores. We calculate the arithmetic mean of these 10 different prices (i.e. the average market price) and compare it to the price set by AliExpress seller.

- *If the difference is more than 250%, the score we assign to this niche is 5*;*
- *For 100% – 249% the score is 4,5*;*
- *For 50% – 99% the score is 4*;*
- *For 1% – 49% the score is 3*.*

Drop shipping niche selection: going to Google Trends

Fashion, as well as public interest towards different product categories and separate items, tends to change over time. You need to monitor it if you want to be sure that people's interest to this niche is stable.

Google Trends is a wonderful instrument that gives you the necessary insight into general public interest towards particular products. This service is designed to analyse search trends, so it's perfect for your business because it shows:



How the search volume changes over time;



Where the people searching for this term live;



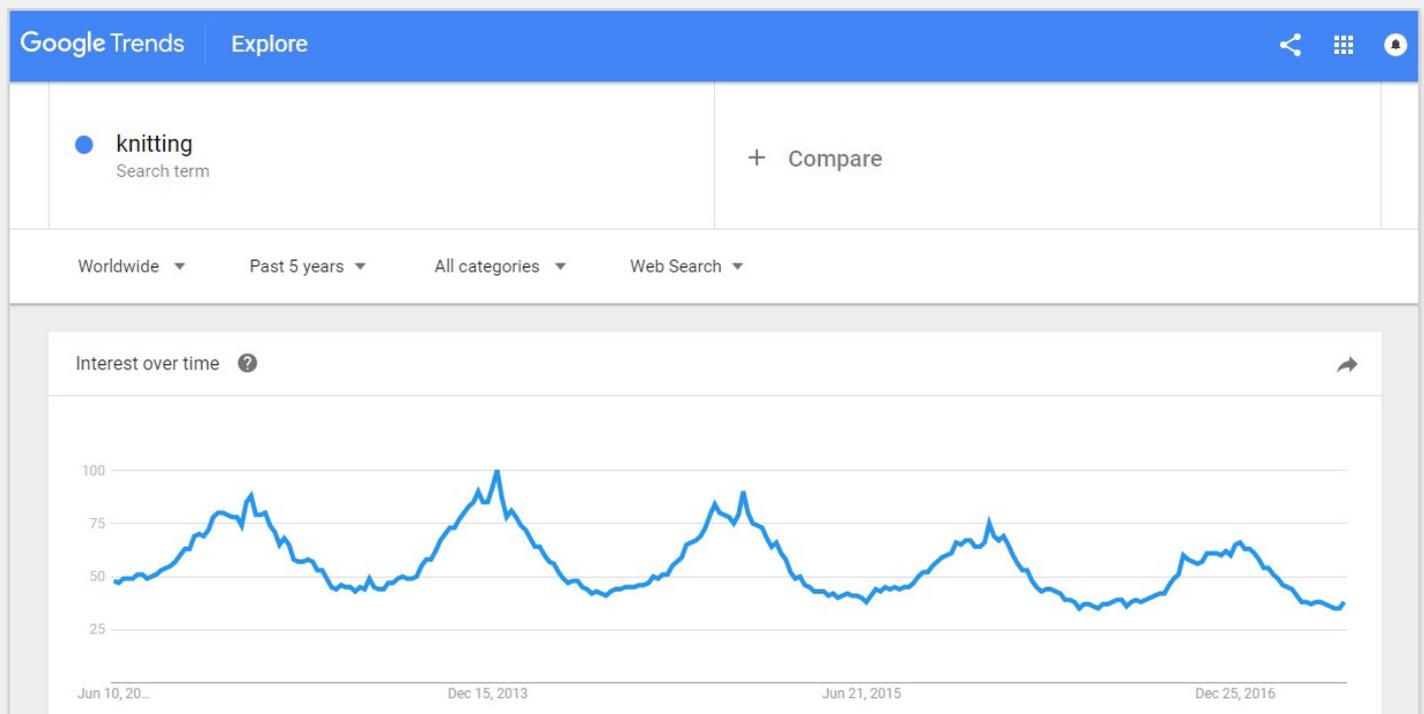
What the most popular search terms are;



Whether the interest towards this search query is seasonal.

How to use it?

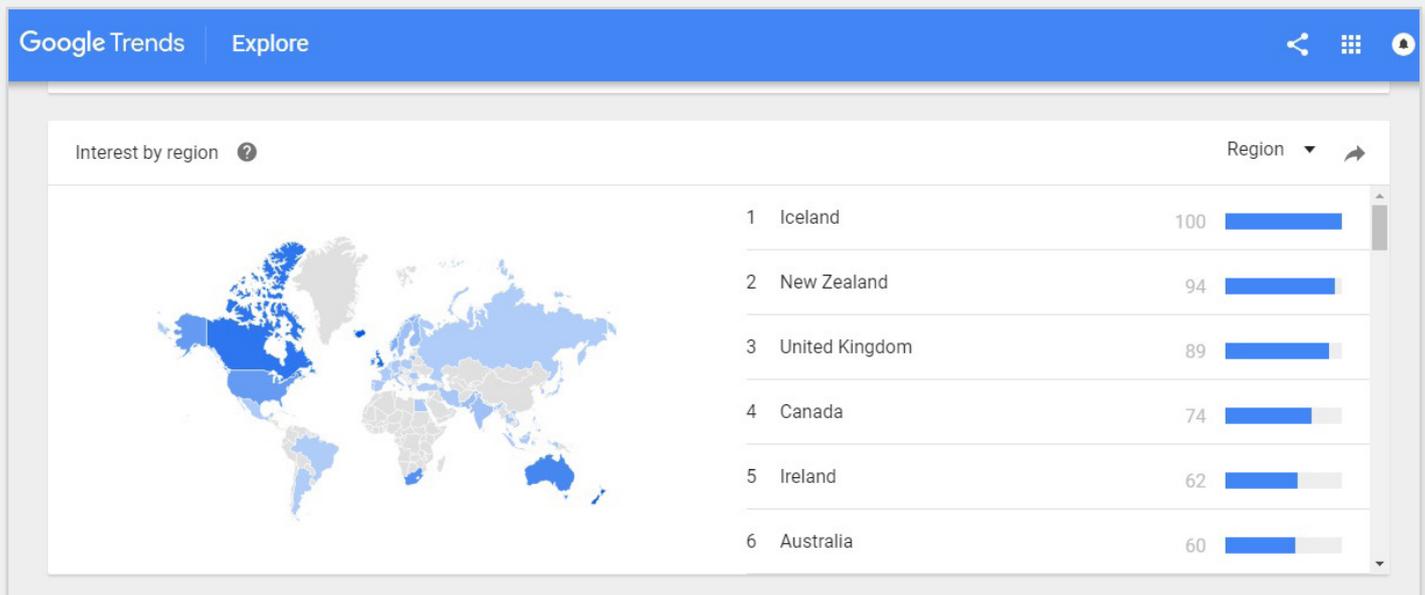
- Pick a product category. The easiest way to do this is to rely on Aliexpress and gather all its possible categories (e.g. electronics, home and décor, jewellery, etc.).
- Go to Google Trends and type in this category in the 'Explore Topics' field. Let's take 'knitting', for example.
- Look at the result and try to analyze it using additional settings.
For example, the graph below shows how the search volume changes over time, and, as you can see, it decreases gradually. To learn more about this dynamics, you can change some settings:
 - *Your region of interest;*
 - *Time frame;*
 - *Categories;*
 - *Type of content.*



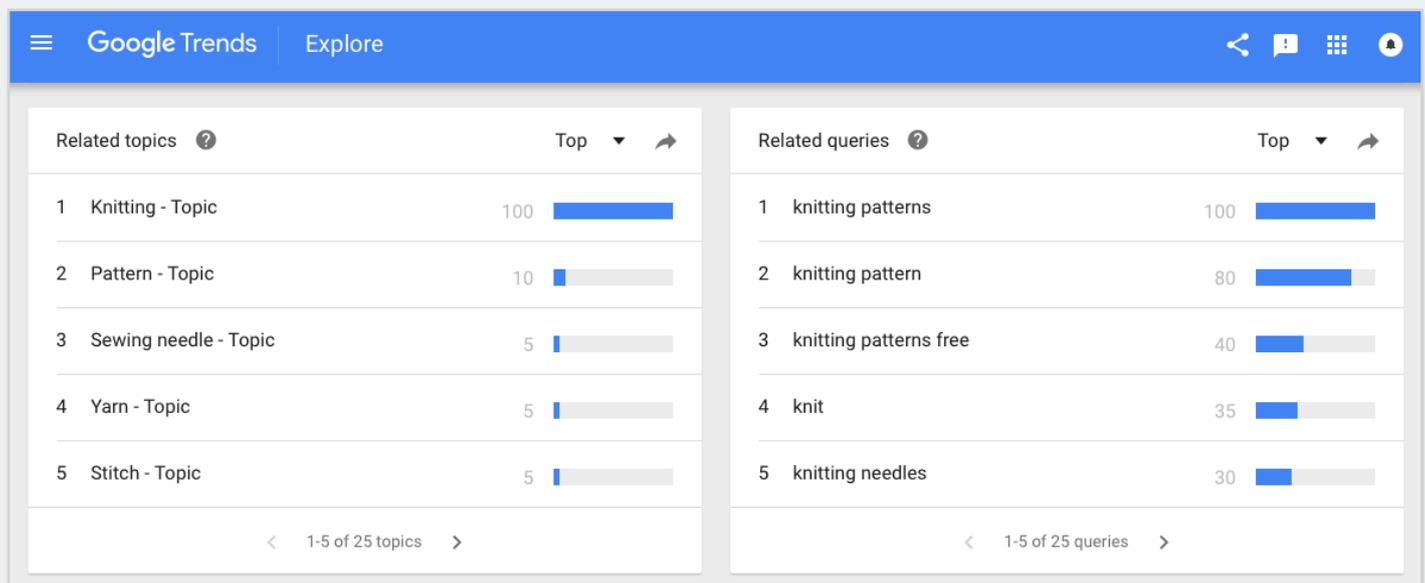
- If the trend is ascending, the score we assign to this niche is 5*;
- For a flat trend the score is 4*;
- For a descending trend the score is 3*.

What's quite curious, this example shows the seasonal interest towards a search query. There are types of goods (for example, Halloween decorations, Christmas gifts, etc.) that are in demand only within a limited period of time. There's nothing wrong about having these products in your store if they are combined with some other kinds of offers (birthday cards, wedding decorations, etc.) that are not season-dependent, but it's not recommended to rely on them solely.

Surely, you will also find it essential to learn more about the regions where this search query is the most popular.



Additionally, you will get the chance to see the most popular related search terms and estimate the speed of their popularity growth. This will be a very important piece of knowledge at the moment of planning your marketing and SEO strategies for promoting your drop shipping webstore.



Drop shipping niche selection:

evaluating promotional potential

We should try to estimate if we can successfully promote our offers on various social networks, at least on such popular ones as [Facebook](#) and [Instagram](#).

For example, while evaluating whether we can use Instagram for a particular category, we use the statistics provided by the Websta service. All you need to do is type the chosen category in the 'Search' field.

table border="1">| Category | Account/Hashtag | Followers |
| --- | --- | --- |
| USER SEARCHES RELATED TO "KNITTING" | knittingnoodles | KNITTING NOODLES | |
| knitting_inspiration | knitting | |
| knittingforolive | KNITTING FOR OLIVE | |
| about_my_knitting | ВЯЗАНИЕ СВИТЕРА | |
| knittingtrend | Knitting Podium | |
| wickedlynx | Ольга, Уч в @Okx2.knitt | |
| HASHTAG SEARCHES RELATED TO "KNITTING" | knitting | 6,947,651 | |
| knittinglove | 403,563 | |
| knittingneedles | 46,287 | |
| knittingpattern | 43,988 | |
| knittingfactory | 51,411 | |
| knittingforkids | 40,382 | |

As you can see, the search results are divided into two categories: users who have this keyword in their account names, and hashtags with this keyword. Therefore you can easily understand:

- **What kinds of hashtags you need to use** in order to reach the widest possible audience (these numbers show how many times the hashtag was used);
- **What user accounts you can cooperate with** in order to increase your webstore awareness.

To evaluate how promising this drop shipping niche is, we use the following criteria:

- If there are more than 10 accounts with more than 30 000 followers, the score we assign to this niche is 5*;
- For 5-9 accounts the score is 4,5*;
- For 1-4 accounts the score is 4*;
- For 0 accounts with this amount of followers the score is 3*.

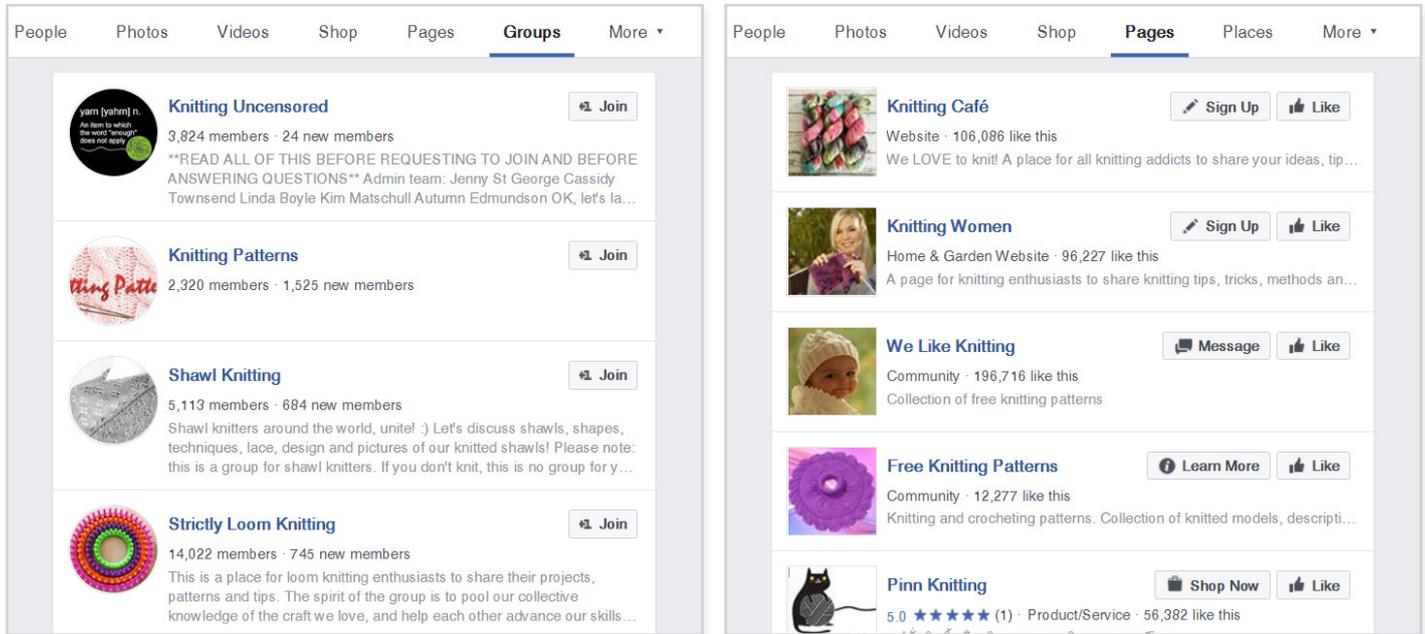
We usually try to collaborate with the accounts that have at least 30,000 followers as this provides us with quite a significant audience. The most common way of such collaboration is promotion via [shoutouts](#): we ask the account owner to publish our advertising posts from time to time on a paid basis.

When evaluating the promotional potential of a drop shipping niche, don't forget about Facebook! Facebook as a social network is an exciting tool to communicate with your prospects and make your webstore well-known and popular.

To check whether the chosen niche has the necessary potential, type its name in the 'Search' field and choose the

'Groups' section. You will see a list of the existing groups that have this keyword in their names, and the number of their members.

We usually consider a niche to be promising and prospective if it has more than 15 groups with more than 30,000 members per each. Additionally, it can be useful to also check out the 'Pages' section – it gives you even more insight into this niche popularity and its opportunities for your business.



- If there are more than 10 groups with more than 30 000 members, the score we assign to this niche is 5*;
- For 5-9 groups the score is 4,5*;
- For 1-4 groups the score is 4*;
- For 0 groups with this amount of subscribers the score is 3*.

It's important to mention that all these parameters can be successfully used to evaluate not only these particular niches, but the related ones as well. For example, exploring the knitting niche, you can also consider looking into sewing and knitting patterns, craftwork materials, etc.

It is also a great strategy to choose a product category that can easily be promoted through pay-per-click advertising and search engine optimization tools. It means that we check if:



Some valuable content can be generated for this webstore niche;



We can optimize images and videos;



We can select enough relevant and competitive keywords related to this category.

This is why search engine optimization (SEO) is vital for a successful webstore promotion.

Drop shipping niche selection: evaluating SEO aspect

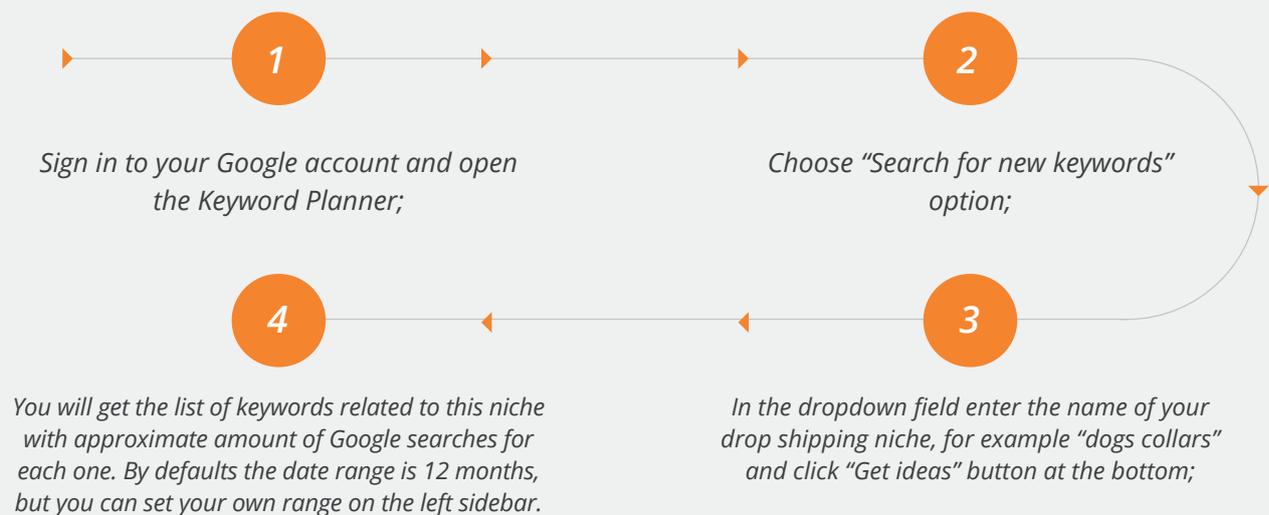
There are several important points you need to research before making up your mind on any niche for your drop shipping business.

To make the drop shipping niche evaluation easier for you, we have made a scale that will help you decide which niche has more potential in terms of SEO, and which one is almost impossible to squeeze in.

The first step is keywords analysis.

Every niche name in fact is a keyword. Therefore, first of all you should estimate the amount of searches for this keyword on Google (and for those that sound alike). You can do it with Google Keyword Planner.

The algorithm is the following:



Google AdWords Home Campaigns Opportunities Reports Tools

Your account isn't active - To activate your account and start running your ads, enter your billing information. [Fix it](#) | [Learn more](#) 1 of 2 < >

Keyword Planner Find keywords Review plan

Targeting [?]

- All locations [?]
- All languages [?]
- Google [?]
- Negative keywords [?]

Date range [?]

Show avg. monthly searches for: last 12 months

Customize your search [?]

- Keyword filters [?]
- Keyword options
 - Show broadly related ideas
 - Hide keywords in my account
 - Hide keywords in my plan
- Keywords to include [?]

Your product or service

knitting [Get ideas] [Modify search]

This page shows ranges for search volumes. For a more detailed view, set up and run a campaign. [Dismiss](#)

Average monthly searches for all ideas.
1M – 10M

Ad group ideas Keyword ideas Columns [v] Download Add all (701)

Search terms	Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Ad impr. share [?]	Add to plan
knitting	100K – 1M	low	avg \$0.20	-	>>

Show rows: 30 1 - 1 of 1 keywords |< < > >|

Keyword (by relevance)	Avg. monthly searches [?]	Competition [?]	Suggested bid [?]	Ad impr. share [?]	Add to plan
knitting patterns	10K – 100K	Medium	avg \$0.20	-	>>

Your plan is empty

Add ad group and keyword ideas from the table to your plan

+ Or start with an empty ad group

If a keyword has something between 10K and 100K searches, it is the perfect result for a drop shipping niche, as it has some demand but it doesn't exceed the sensible limits. If there are more than 100K searches, the niche is too wide and the competition will be simply monstrous. If there are less than 5K searches, skip to the next niche option: this one probably has neither competition nor profit.

We personally rate the results the following way:

- *If there are 5K-50K searches, the score we assign to this drop shipping niche is 5* since it's perfect in terms of competition;*
- *For 50K-100K the score is 4* – the competition is great, but there still might be a place for you;*
- *For $\leq 5K$ searches the score is 3* – the niche is all yours, but there's no profit in it;*
- *For $\geq 100K$ the score is 2* – the competition is too high, no chances to win.*

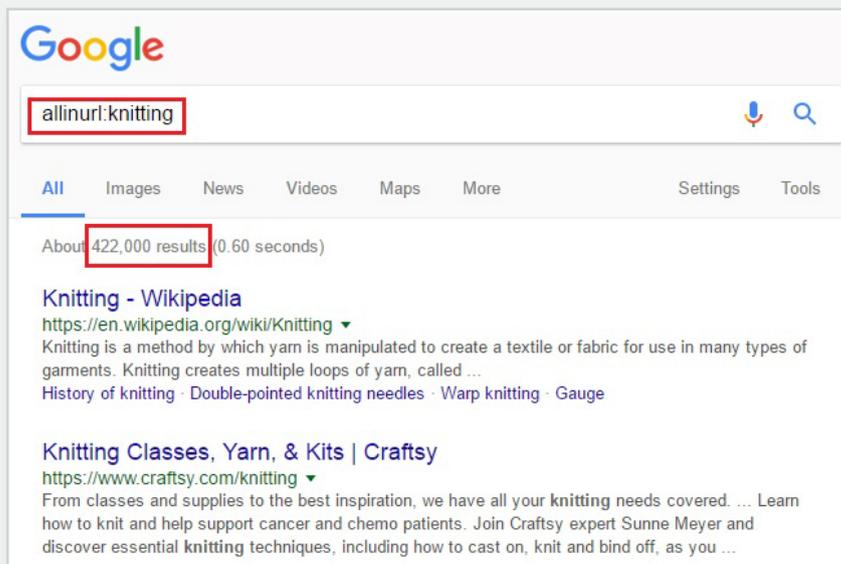
You can see that Google Keyword Planner has only 3 ranges, therefore we advise you to look through the list of related keywords it provides for your query. If there are a lot of keywords with 10-100K searches, it is probably between 50-100K in our scale; if there are mostly 1-10K, it is closer to 5K-50K in our scale.

During the next step, you need to conduct a manual research and get an insight into the niche and your probable competitors. In order to do that, open Google search page, enter the following query in the search field and click "search":

allinurl:niche name (for example:
allinurl:knitting)

As the result, Google will show you the pages that have that keyword in their URL, which is a competitive advantage for them.

Look at the number of pages Google shows and that will give you a rough idea of the competition in the drop shipping niche.



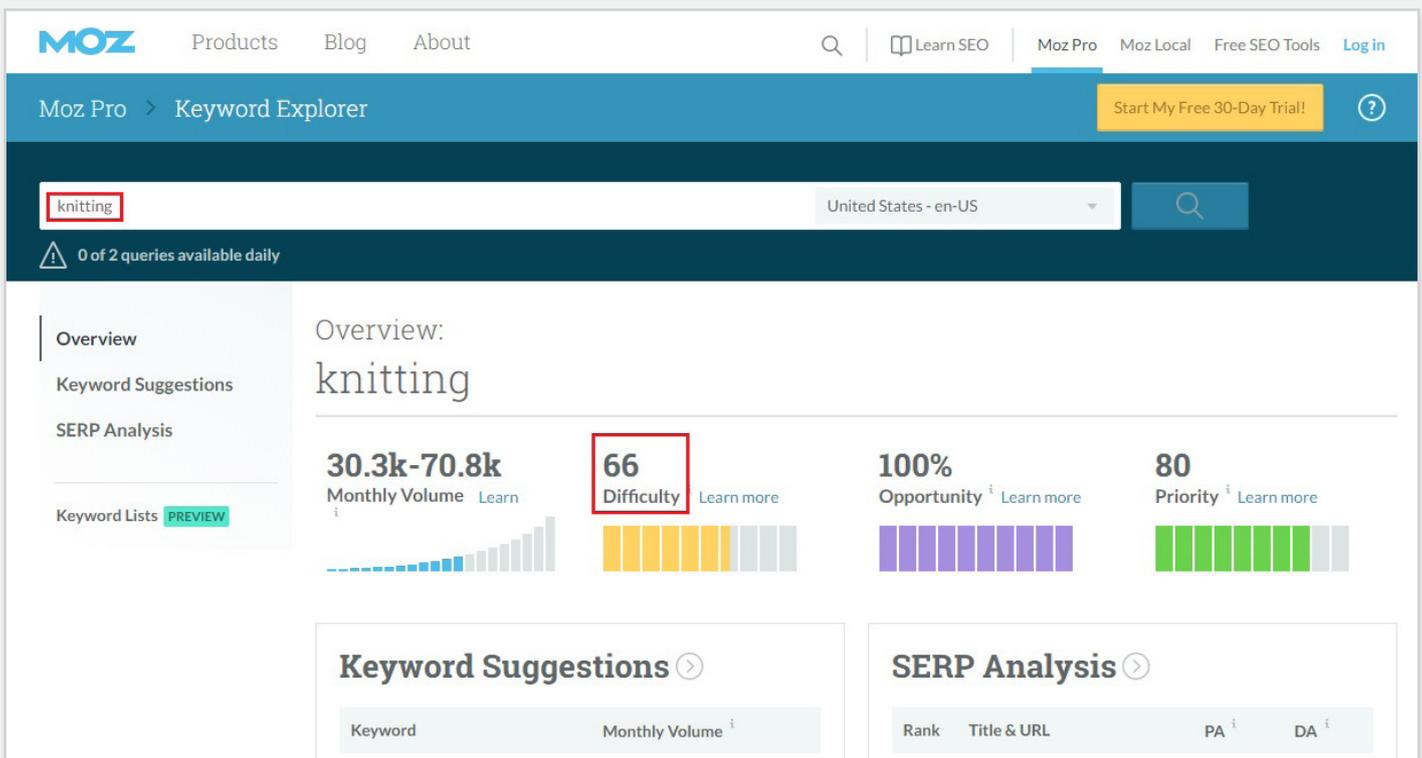
We personally rate the results the following way:

- *If there are 10K-100K pages, the score we assign to this niche is 5* since it's perfect in terms of competition;*
- *For 3K-10K pages the score is 4* – you'll have to work hard to win the competition but it will be worth it;*
- *For $\leq 3K$ pages the score is 3* – the competition is pretty low but profits are not high;*
- *For $\geq 100K$ the score is 2* – the competition is too high, no chances to win.*

We can also recommend using special services like Keyword Explorer by Moz. You'll need to register with Moz and you'll be granted access to this tool.

Just enter your keyword to the search field and click "try free". This wonderful tool will estimate the keyword competition in real figures and provide extremely valuable information on the competition in the niche.

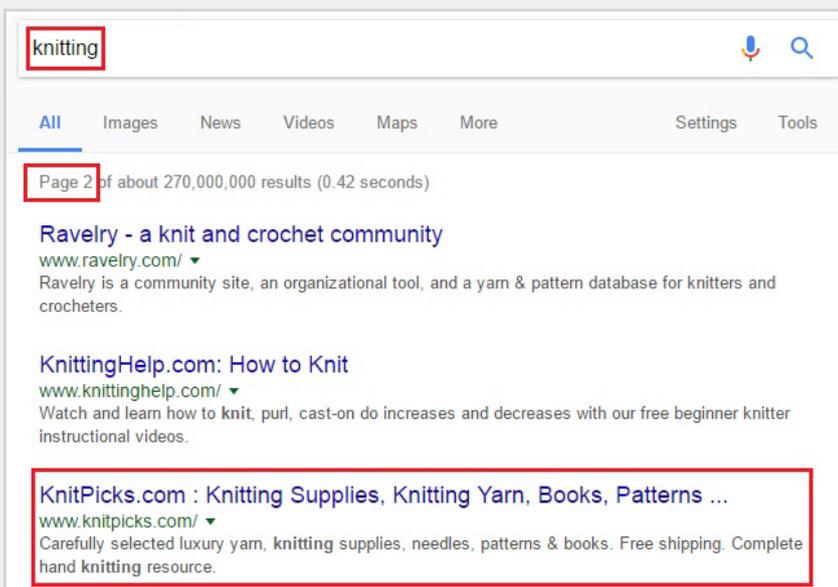
Here is how the results for “knitting” look like:



As you can see, this tool analyses whether it's difficult to work effectively in such a competition, shows your opportunities and the potential of entering this niche. Even though all these criteria are crucial, we first of all look at the “Difficulty” parameter as it lets us know if the competition in this niche is fine for us. We personally rate the results the following way:

- If “Difficulty” reaches the mark of 0-40, the score we assign to this niche is 5*;
- For 41-60 the score is 4*;
- For 61-80 pages the score is 3*;
- For 81-100 the score is 2*.

We advise you to research everything this tool suggests. But remember that this is a limited version since it's free, however it is exactly enough to evaluate a few niche options.



The last step of our evaluation is the manual analysis of search engine results pages. To understand your potential SEO competition with huge retailers, just enter your niche keyword in Google search field and explore the results on the first 2 pages.



If the whole first page is taken by such behemoths as Amazon, eBay and others – there is a really slim chance that you will have any profit in this niche. It will be really hard to compete with these giants who get 90% of all the customers. What is left brings no profit.

If the results include not your competitors but some services like Yahoo!Answers or some spammy articles (such resources are called Easy Target), this means that the niche is free and you'd better grab the chance to take it.

- *If the 1st page is mainly taken by giants but there are up to 4 places taken by Easy Target results, the score we assign to this niche is 5* – this is the most preferable result where you can get a good spot in the competition and enjoy good profits;*
- *If the 1st page is fully taken by giants, the score is 4* – the competition is extremely high and your chances are rather slim;*
- *If the majority of the results on the 1st page are Easy Target, the score is 3* – you can win the competition but profits won't be worth it;*
- *If the 1st and 2nd pages are taken by giants, the score is 2* – your chances for a commercially successful venture are insignificantly low.*

Drop shipping niche selection: what niches to avoid?

There are some specific niches that should be approached with great caution. We recommend you to think twice if you want to try them.



Items that are usually carefully checked before the purchase include sophisticated electronics, footwear, exquisite clothing, etc. When we buy such products in regular brick-and-mortar shops, we try them out first and make sure they suit us by all parameters. If you include such offers in your store, be ready to deal with lots of product refunds and returns – most likely, your customers will experience some difficulties with ordering the right modification from the first time.



Items that can possibly experience some legal issues while being taken by a postal service and transferred through customs. Knives, fishing and hunting guns, bows and arrows, etc. can be classified as questionable goods by a postal service and customs; therefore it is vital to check their requirements beforehand to be absolutely sure you will not experience any troubles before shipment. Please note that these requirements vary in different countries, so take some time to learn more about these issues in your target region.



Items that can get damaged during transportation. Fragile products made of glass, porcelain, etc., as well as food, are not particularly suitable for being loaded in and out multiple times. Since the delivery can take a good deal of time, the overall condition of such items by the moment when the package is received can be quite disappointing for the customer and, therefore, quite harmful for your store reputation.



Large and heavy items. Huge packages may cause some undesirable shipping issues. At the very least, the cost of such a delivery will be frustratingly high, and your customers will see no point in ordering such an item instead of buying it in a regular store.

This is the exact way we select niches for our clients who want to start their own drop shipping stores. Every webstore is created based on the results of such an in-depth analysis, and we do our best to make our customers satisfied with the financial outcome.

This is why we are thrilled to introduce...

The Ultimate List of the Best Drop Shipping Niches!

This is an exhaustive list of niches recommended for a commercially successful drop shipping store.

We've handpicked them in full accordance with the methodology described below, so feel free to choose any of the listed niches.

Category:

FAN MERCH

Action figures ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★☆☆☆

Facebook promotion ★★★☆☆☆

Keyword analysis ★★★★★★

Competition overview ★★★☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★★

Average score: ★★★★★☆ (4 out of 5)

Classic art ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★☆☆☆

Facebook promotion ★★★☆☆☆

Keyword analysis ★★★★★★

Competition overview ★★★☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Pin-up ★★★★★☆

AliExpress product quantity ★★★★★☆

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★☆

Instagram promotion ★★★★★★

Facebook promotion ★★★★★★

Keyword analysis ★★★☆☆☆

Competition overview ★★★☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Rap ★★★★★☆

AliExpress product quantity ★★★★★☆

The niche popularity on AliExpress ★★★★★☆

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★★

Instagram promotion ★★★★★★

Facebook promotion ★★★★★★

Keyword analysis ★★★☆☆☆

Competition overview ★★★☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Rock ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★★

Keyword analysis ★★★☆☆☆

Competition overview ★★★☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Category:
FASHION



Harajuku ★★★★★☆

AliExpress product quantity ★★★★★★
The niche popularity on AliExpress ★★★★★★
Trusted supplier ★★★★★★
Price setting aspects ★★★★★☆
Trends ★★★★★☆
Instagram promotion ★★★★★☆
Facebook promotion ★★★★★☆
Keyword analysis ★★★★★☆
Competition overview ★★☆☆☆☆
Keyword competition ★★★★★★
SEO competition with huge retailers ★★☆☆☆☆
Average score: ★★★★★☆ (4 out of 5)

Leggings ★★★★★☆

AliExpress product quantity ★★★★★★
The niche popularity on AliExpress ★★★★★★
Trusted supplier ★★★★★★
Price setting aspects ★★★★★☆
Trends ★★★★★★
Instagram promotion ★★★★★☆
Facebook promotion ★★★★★★
Keyword analysis ★★☆☆☆☆
Competition overview ★★☆☆☆☆
Keyword competition ★★★★★☆
SEO competition with huge retailers ★★★★★★
Average score: ★★★★★☆ (4 out of 5)

Office wear ★★★★★☆

AliExpress product quantity ★★★★★★
The niche popularity on AliExpress ★★★★★★
Trusted supplier ★★★★★★
Price setting aspects ★★★★★★
Trends ★★★★★★
Instagram promotion ★★★★★☆
Facebook promotion ★★★★★☆
Keyword analysis ★★★★★★
Competition overview ★★☆☆☆☆
Keyword competition ★★★★★★
SEO competition with huge retailers ★★★★★★
Average score: ★★★★★☆ (4 out of 5)

Socks ★★★★★☆

AliExpress product quantity ★★★★★★
The niche popularity on AliExpress ★★★★★★
Trusted supplier ★★★★★★
Price setting aspects ★★★★★★
Trends ★★★★★☆
Instagram promotion ★★★★★☆
Facebook promotion ★★★★★★
Keyword analysis ★★★★★☆
Competition overview ★★☆☆☆☆
Keyword competition ★★★★★☆
SEO competition with huge retailers ★★★★★★
Average score: ★★★★★☆ (4 out of 5)

Sunglasses ★★★★★☆

AliExpress product quantity ★★★★★★
The niche popularity on AliExpress ★★★★★★
Trusted supplier ★★★★★★
Price setting aspects ★★★★★★
Trends ★★★★★☆
Instagram promotion ★★★★★★
Facebook promotion ★★★★★★
Keyword analysis ★★☆☆☆☆
Competition overview ★★☆☆☆☆
Keyword competition ★★★★★☆
SEO competition with huge retailers ★★☆☆☆☆
Average score: ★★★★★☆ (4 out of 5)

Category:

GADGET ACCESSORIES



Action cameras ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Consoles accessories ★★★★★☆

AliExpress product quantity ★★★★★☆

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★☆☆☆☆

Facebook promotion ★★☆☆☆☆

Keyword analysis ★★★★★☆

Competition overview ★★★★★★

Keyword competition ★★★★★☆

SEO competition with huge retailers ★★★★★★

Average score: ★★★★★☆ (4 out of 5)

Electronic cigarette accessories ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★☆

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★★

Competition overview ★★★★★★

Keyword competition ★★★★★★

SEO competition with huge retailers ★★☆☆☆☆

Average score: ★★★★★☆ (4 out of 5)

GoPro accessories ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★☆

SEO competition with huge retailers ★★☆☆☆☆

Average score: ★★★★★☆ (4 out of 5)

Smartphone accessories ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★☆

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★★

Competition overview ★★★★★★

Keyword competition ★★★★★★

SEO competition with huge retailers ★★☆☆☆☆

Average score: ★★★★★☆ (4 out of 5)

Category:

HEALTH & BEAUTY



Hair accessories ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★☆

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★☆☆☆☆

Average score: ★★★★★☆ (4 out of 5)

Massage ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★☆☆☆☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★☆

SEO competition with huge retailers ★★☆☆☆☆

Average score: ★★★★★☆ (4 out of 5)

Manicure & pedicure ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★☆

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★☆☆☆☆

Competition overview ★★★★★★

Keyword competition ★★★★★★

SEO competition with huge retailers ★★☆☆☆☆

Average score: ★★★★★☆ (4 out of 5)

Nails stuff ★★★★★☆

AliExpress product quantity ★★★★★☆

The niche popularity on AliExpress ★★★★★☆

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★★

Keyword analysis ★★★★★★

Competition overview ★★★★★★

Keyword competition ★★★★★★

SEO competition with huge retailers ★★☆☆☆☆

Average score: ★★★★★☆ (4 out of 5)

Tattoo and body art ★★★★★★

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★☆

Instagram promotion ★★★★★★

Facebook promotion ★★★★★★

Keyword analysis ★★☆☆☆☆

Competition overview ★★★★★★

Keyword competition ★★★★★★

SEO competition with huge retailers ★★☆☆☆☆

Average score: ★★★★★★ (5 out of 5)

Category:

HOME & GARDEN



Bar accessories ★★★★★

AliExpress product quantity ★★★★★

The niche popularity on AliExpress ★★★★★

Trusted supplier ★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★

Instagram promotion ★★★★★

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★

Competition overview ★★☆☆☆

Keyword competition ★★★★★

SEO competition with huge retailers ★★★★★

Average score: ★★★★★ (5 out of 5)

Children room ★★★★★☆

AliExpress product quantity ★★★★★

The niche popularity on AliExpress ★★★★★

Trusted supplier ★★★★★

Price setting aspects ★★★★★

Trends ★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★☆☆☆

Competition overview ★★☆☆☆

Keyword competition ★★★★★☆

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Feng shui ★★★★★☆

AliExpress product quantity ★★★★★

The niche popularity on AliExpress ★★★★★☆

Trusted supplier ★★★★★

Price setting aspects ★★★★★

Trends ★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★

Keyword analysis ★★☆☆☆

Competition overview ★★☆☆☆

Keyword competition ★★★★★☆

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Kitchen accessories ★★★★★☆

AliExpress product quantity ★★★★★

The niche popularity on AliExpress ★★★★★

Trusted supplier ★★★★★

Price setting aspects ★★★★★

Trends ★★★★★☆

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★

Keyword analysis ★★★★★

Competition overview ★★☆☆☆

Keyword competition ★★★★★☆

SEO competition with huge retailers ★★★★★

Average score: ★★★★★☆ (4 out of 5)

Plants care ★★★★★☆

AliExpress product quantity ★★★★★

The niche popularity on AliExpress ★★★★★

Trusted supplier ★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★

Instagram promotion ★★☆☆☆

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★

Competition overview ★★★★★

Keyword competition ★★★★★☆

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Category:

KIDS & BABIES



Baby accessories ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Baby products ★★★★★☆

AliExpress product quantity ★★★★★☆

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★☆

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★★

Keyword analysis ★★★★★★

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★★

Average score: ★★★★★☆ (4 out of 5)

Baby textile ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★☆

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★☆☆☆☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★★

Average score: ★★★★★☆ (4 out of 5)

Baby toys ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★★

Keyword analysis ★★☆☆☆☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Puzzles ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★☆

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★☆☆☆☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★★

Average score: ★★★★★☆ (4 out of 5)

Category:

MEN ACCESSORIES



Bowties ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★☆

Competition overview ★★★★★★

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Card holders ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★☆

Competition overview ★★★★★☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★★

Average score: ★★★★★☆ (4 out of 5)

Cuff links ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★☆

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★☆

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★☆

Competition overview ★★★★★☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Men wallets ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★☆

Competition overview ★★★★★☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★★

Average score: ★★★★★☆ (4 out of 5)

Ties ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★☆

Competition overview ★★★★★☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Category:

PARTY DECORATIONS



Birthday decorations ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★★

Instagram promotion ★★★★★★

Facebook promotion ★★★★★★

Keyword analysis ★★☆☆☆☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★★

Average score: ★★★★★☆ (4 out of 5)

Garden decorations ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★☆

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★☆☆☆☆

Competition overview ★★★★★☆

Keyword competition ★★★★★☆

SEO competition with huge retailers ★★★★★★

Average score: ★★★★★☆ (4 out of 5)

Party decorations ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★★

Instagram promotion ★★★★★★

Facebook promotion ★★★★★★

Keyword analysis ★★☆☆☆☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★★

Average score: ★★★★★☆ (4 out of 5)

Posters ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★☆

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★★

Keyword analysis ★★☆☆☆☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★☆

SEO competition with huge retailers ★★★★★★

Average score: ★★★★★☆ (4 out of 5)

Wedding decorations ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★☆

Instagram promotion ★★★★★★

Facebook promotion ★★★★★★

Keyword analysis ★★☆☆☆☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★★

Average score: ★★★★★☆ (4 out of 5)

Category:

PETS



Pet accessories ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★☆

Instagram promotion ★★☆☆☆☆

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★☆

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Pet clothing ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★☆

Instagram promotion ★★☆☆☆☆

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★★

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★☆

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Pet product ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★☆

Instagram promotion ★★☆☆☆☆

Facebook promotion ★★★★★★

Keyword analysis ★★★★★★

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Pet supplies ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★★

Instagram promotion ★★☆☆☆☆

Facebook promotion ★★★★★★

Keyword analysis ★★★★★☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★☆

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)



Category:

SPORT & OUTDOORS



Camping ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★★★★

Facebook promotion ★★★★★★

Keyword analysis ★★☆☆☆☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★☆☆☆☆

Average score: ★★★★★☆ (4 out of 5)

Cycling accessories ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★★

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Football ★★★★★★

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★★

Instagram promotion ★★★★★★

Facebook promotion ★★★★★★

Keyword analysis ★★★★★☆

Competition overview ★★★★★☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★★

Average score: ★★★★★★ (5 out of 5)

Hunting ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★★★★

Facebook promotion ★★★★★★

Keyword analysis ★★☆☆☆☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★☆☆☆☆

Average score: ★★★★★☆ (4 out of 5)

Survival ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★★★★

Facebook promotion ★★★★★★

Keyword analysis ★★☆☆☆☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★☆☆☆☆

Average score: ★★★★★☆ (4 out of 5)

Category:

STATIONERY



Cute notebooks ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★★

Competition overview ★★★★★★

Keyword competition ★★★★★☆

SEO competition with huge retailers ★★★★★★

Average score: ★★★★★☆ (4 out of 5)

Japanese kawaii ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★★

Keyword analysis ★★★★★★

Competition overview ★★★★★★

Keyword competition ★★★★★☆

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Scrapbooking ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★☆

Trends ★★★★★☆

Instagram promotion ★★★★★★

Facebook promotion ★★★★★☆

Keyword analysis ★★★★★☆

Competition overview ★★★★★☆

Keyword competition ★★★★★☆

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Stickers ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★★

Keyword analysis ★★★★★☆

Competition overview ★★★★★☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)



Category:

WOMEN ACCESSORIES



Cat jewellery ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★☆☆☆☆

Facebook promotion ★★☆☆☆☆

Keyword analysis ★★★★★★

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★★

Average score: ★★★★★☆ (4 out of 5)

Scarves ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★★★☆

Facebook promotion ★★★★★☆

Keyword analysis ★★☆☆☆☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)

Women bags ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★☆

Instagram promotion ★★★★★★

Facebook promotion ★★★★★★

Keyword analysis ★★★★★☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

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Competition overview ★★☆☆☆☆

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Women watches ★★★★★☆

AliExpress product quantity ★★★★★★

The niche popularity on AliExpress ★★★★★★

Trusted supplier ★★★★★★

Price setting aspects ★★★★★★

Trends ★★★★★★

Instagram promotion ★★★★★★

Facebook promotion ★★★★★★

Keyword analysis ★★☆☆☆☆

Competition overview ★★☆☆☆☆

Keyword competition ★★★★★★

SEO competition with huge retailers ★★★★★☆

Average score: ★★★★★☆ (4 out of 5)