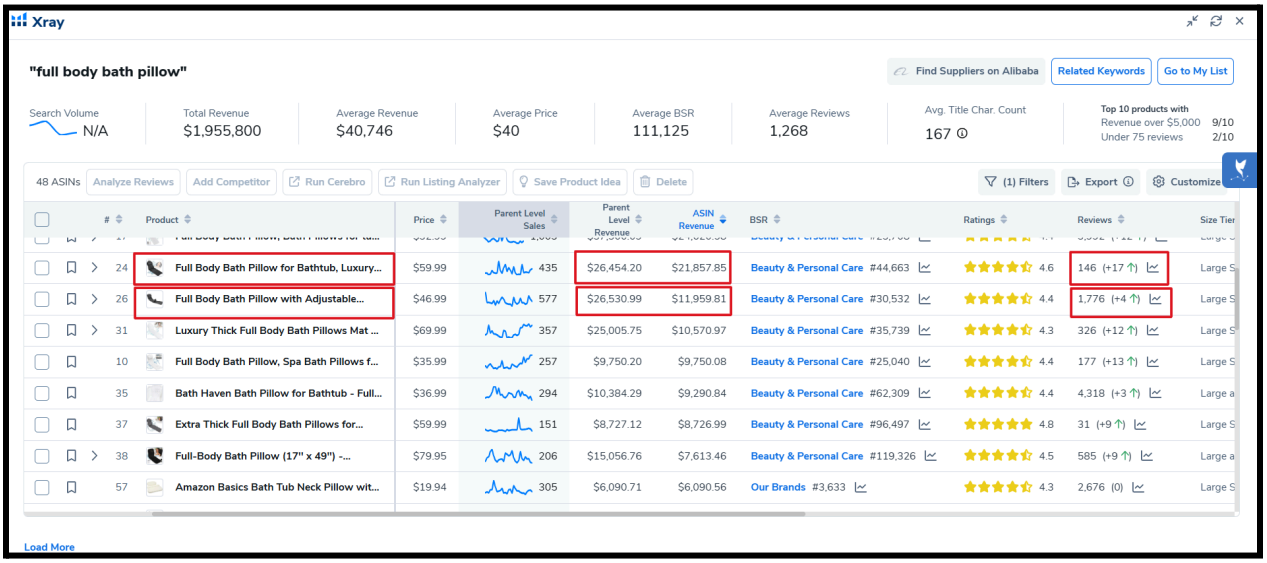
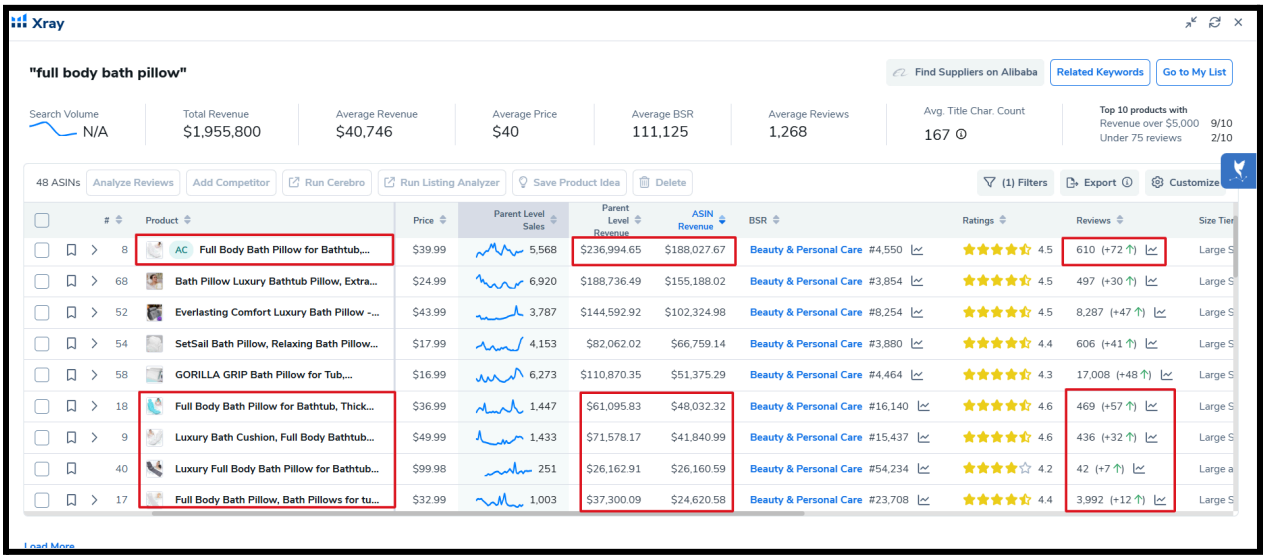
Product Evaluation

Product name: Full body bath pillow

Market Potential:





Explanation:

In this niche, among all the sellers offering 'Full Body Bath Pillow,' five have

fewer than 1,000 reviews, yet they are still generating impressive revenue. We also checked their storefronts—they are not big brands with thousands of reviews that are hard to compete with. They do have products in their catalog, but they are not dominating the market. This signals that these sellers can generate such strong revenue.

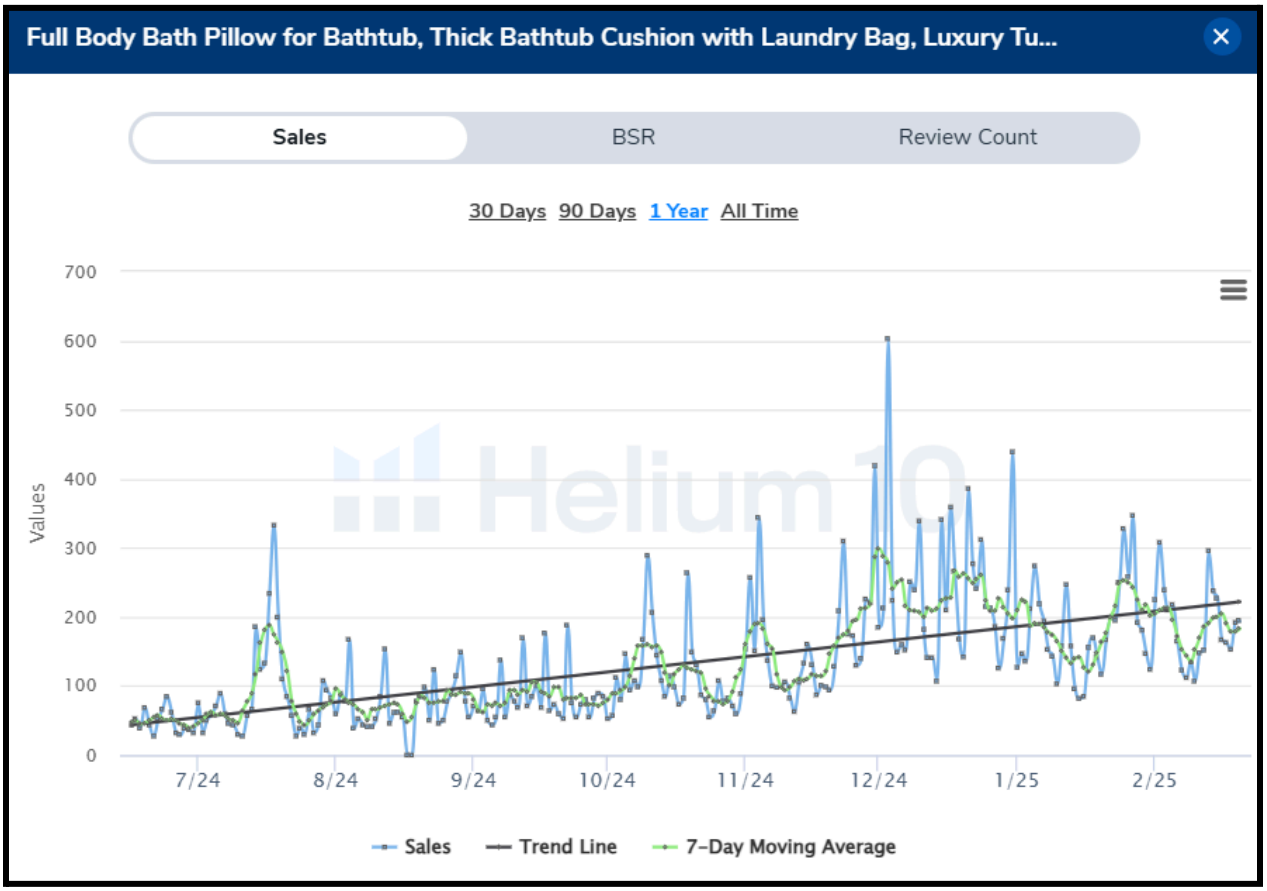
Let’s dive deeper into the top sellers' **catalogs** to get a clearer picture. Are these brands truly small? Can we compete with them?

Brand: VOXOR

Revenue: $236,994

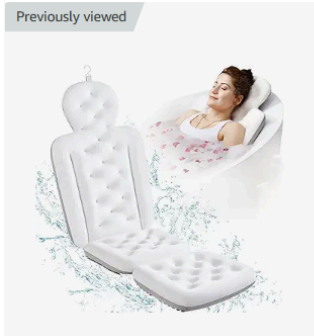
Reviews: 632

Storefront Link: https://www.amazon.com/s?me=A2Z1MDJMTNVDN9&marketplaceID=ATVPDKIKX0DER



Sales Graph

Previously viewed



Full Body Bath Pillow for Bathtub, Thick Bathtub Cushion with Laundry Bag, Luxury Tub Pillow for Bath for Headrest Neck and Back Support White 51" x 16"

4.4 632

4K+ bought in past month

Limited time deal

-15% $37.99 List: ~~$44.69~~

Prime members get FREE delivery

Tomorrow 8 AM - 1 PM

Or Non-members get FREE delivery **Wed, Feb 26**

Add to cart

Full Body Bath Pillow for Bathtub, Thick Bathtub Cushion with Laundry Bag, Luxury Tub Pillow for Bath for Headrest Neck and Back Support Ocean Blue 51" x 16"

4.4 474

900+ bought in past month

$39.96 List: ~~$44.96~~

Prime members get FREE delivery

Tomorrow, Feb 22

Or Non-members get FREE delivery **Wed, Feb 26**

Add to cart

MTG Commander Deck Box, Card Deck Box with Commander Display, Fits 100 Double-Sleeved Cards, 35pt Card Holder & Dice Tray, Suitable for Magic Commander TCG CCG - Black/Red

5.0 36

$18.69 List: ~~$26.99~~

Save 10% with coupon

FREE delivery on $35 shipped by Amazon.

Add to cart

Window Box Brackets, Adjustable Planter Box Brackets, Heavy Duty Iron Flower Box Brackets for Deck Railing with Upgraded Bottom Support - Ideal for Balconies, Fences, and Gardens (4 Pack)

5.0 20

-10% $29.69 List: ~~$32.99~~

Lowest price in 30 days

Prime members get FREE delivery

Tomorrow, Feb 22

Or Non-members get FREE delivery **Wed, Feb 26** on $35 of items shipped by Amazon

Add to cart

Full Body Bath Pillow for Bathtub, Bath Pillows for Tub with Mesh Laundry Bag & Non-Slip Suction Cups, 3D Air Mesh & Quick Drying Ocean Blue

★★★★☆ 233

$62.99

Prime members get FREE delivery **Sun, Feb 23**
Or Non-members get FREE delivery **Wed, Feb 26**
Only 10 left in stock - order soon.

Add to cart

Golf Hitting Mat, 5x4 ft Golf Mats Practice Indoor/Outdoor, Professional Golf Matt Includes 3 Interchangeable Strips for Optimal Practice, Heavy Duty Artificial Turf Hitting Mat

★★★★☆ 46

$129.99

FREE delivery **Fri, Mar 7**

Add to cart

Hug Pets Dog Harness, No Pull Dog Harness with Adjustable Neck and Chest Straps for Small & Medium Sized Dog, Easy Walk Puppy Vest Harness, (Neck:14.2"-20.5", Chest:21.3"-28.7") S - Macar...

Options: 3 sizes

★★★★☆ 24

$24.98 ($24.98/Count)

FREE delivery **Sun, Feb 23** on $35 of pet supplies shipped by Amazon
Or fastest delivery **Tomorrow, Feb 22**
Only 3 left in stock - order soon.

Add to cart

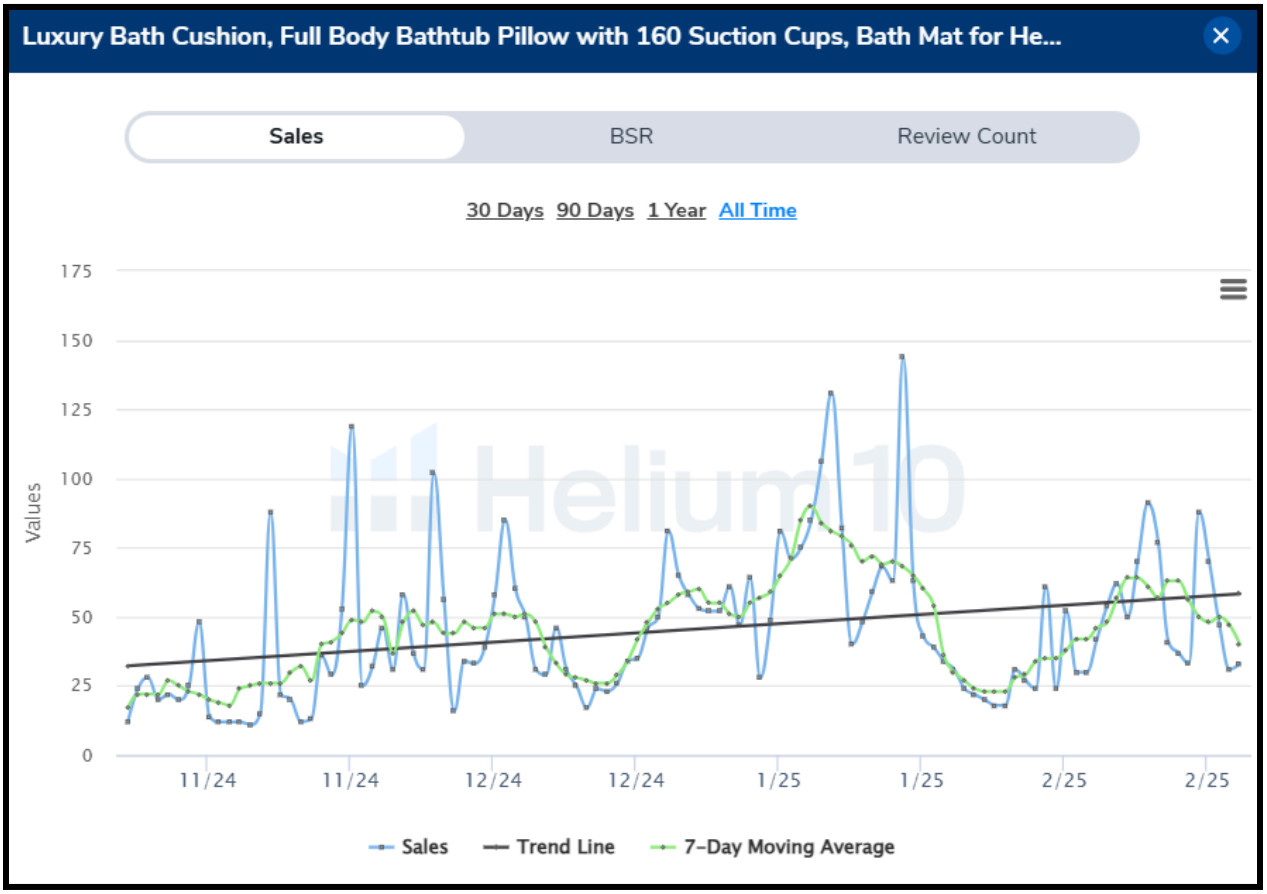
All the products of the brand “**VOXOR**” have fewer than 700 reviews and generate **$236,994** in revenue, with the Full Body Bath Pillow contributing 600 reviews. This highlights the potential in the niche.

Brand: VEILS

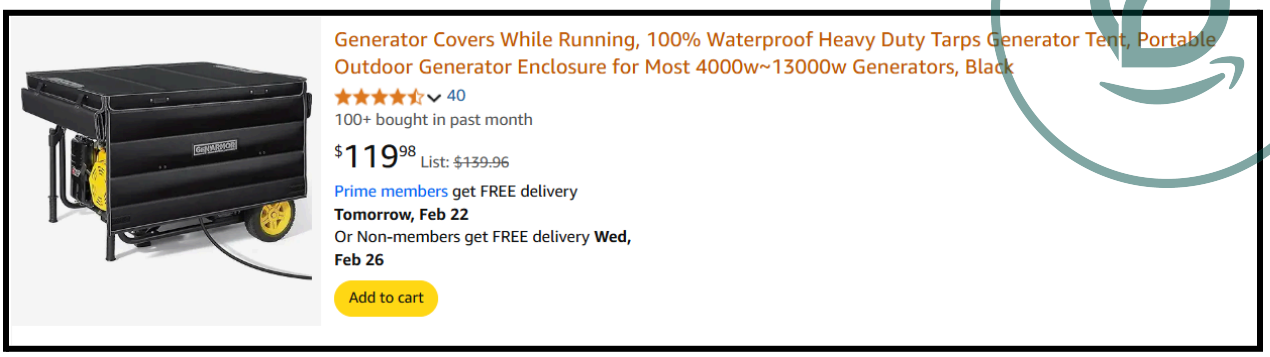
Revenue: $61225

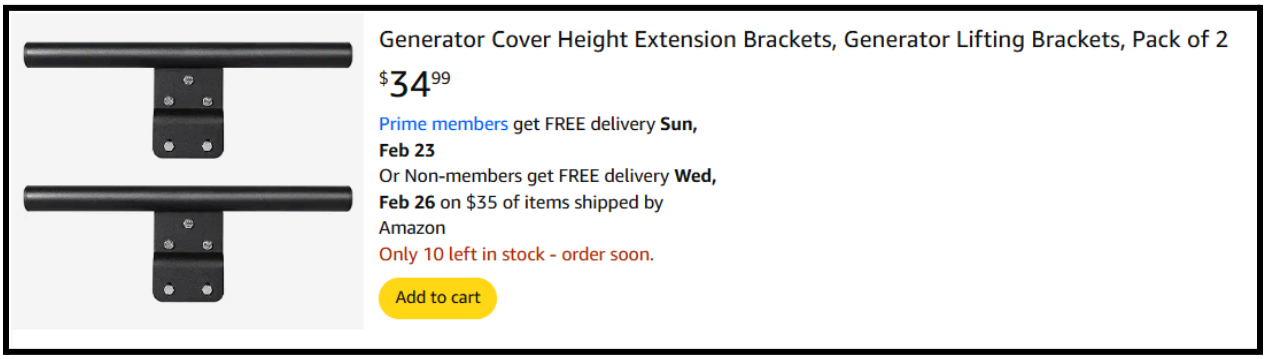
Reviews: 439

Storefront Link: https://www.amazon.com/s?me=A2JRUB8DWZVGB9&marketplaceID=ATVPDKIKX0DER



Sales Graph





Explanation:

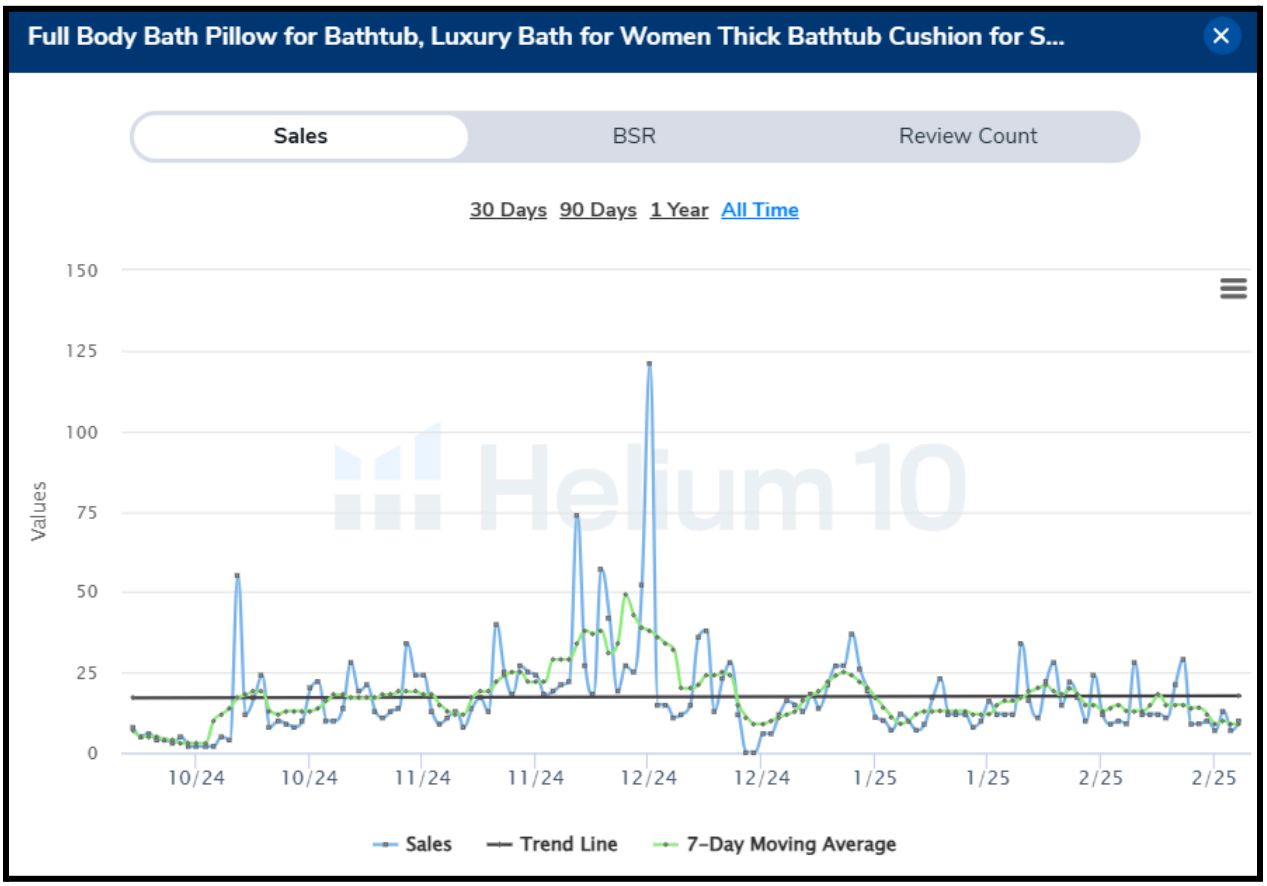
With only four products in their catalog, one product has 430 reviews, and another has 40 reviews. Yet, the seller “**VIELS**” is generating $61,225 in revenue. This shows that with the right strategy, good product quality, and professional visuals, we too can achieve similar or even better results.

Brand:SNLEWRTU

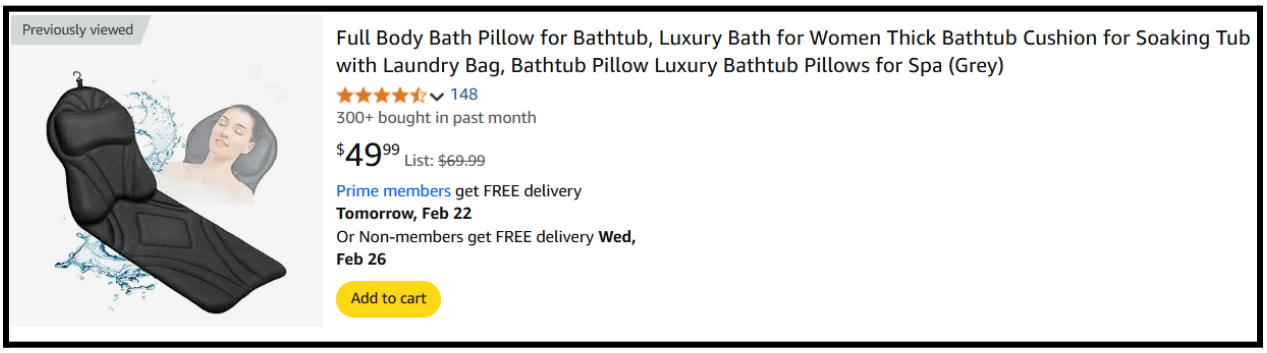
Revenue: $25692

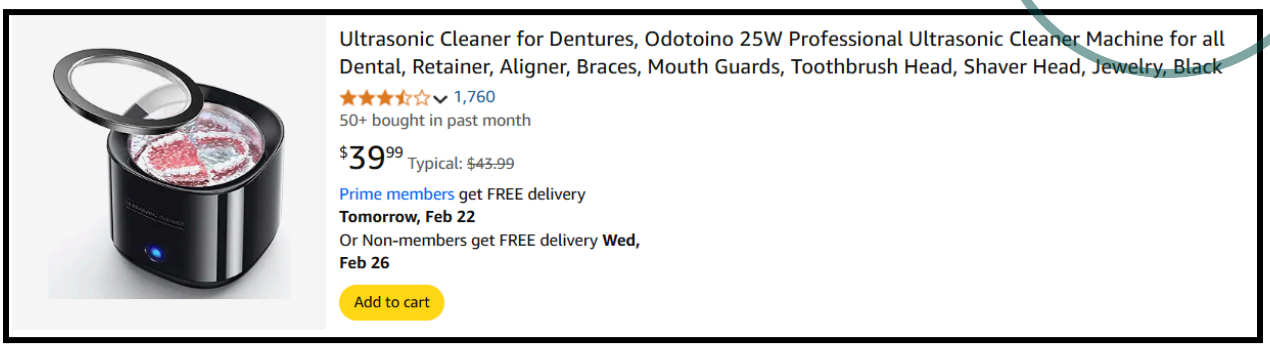
Reviews: 148

Storefront Link: https://www.amazon.com/s?me=A3QE1PPAFCE2EN&marketplaceID=ATVPDKIKX0DER



Consistent Sales Graph





Explanation:

This seller has only two products and just 148 reviews on the Full Body Bath Pillow, yet they are generating $25,692 in revenue.

This gives us a clear idea of the potential in this niche, even weaker sellers are generating significant revenue.

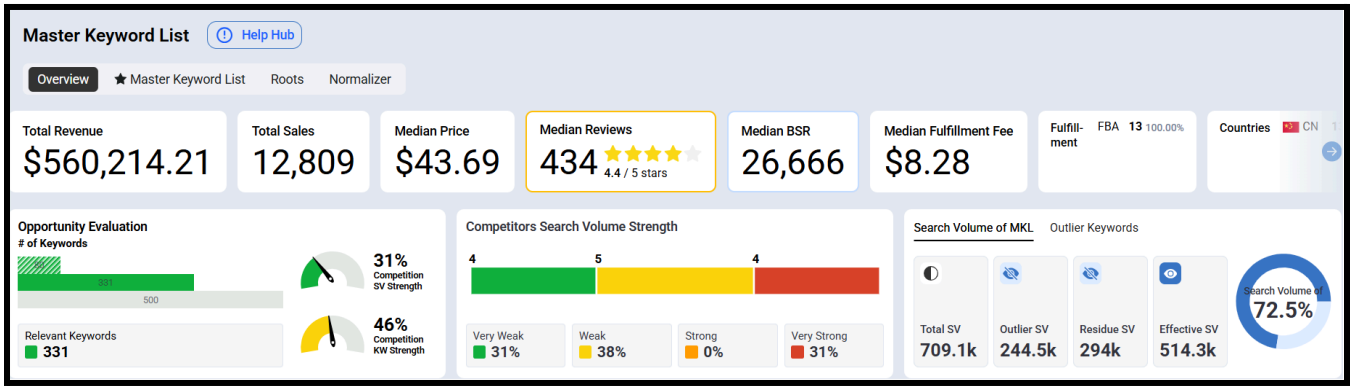
Now, let's dive into other metrics:

Product	Reviews	Size Tier	Buy Box	Fulfillment	Dimensions	Weight	Creation Date
AC Full Body Bath Pillow for Bathtub,...	632 (+76 ↑)	Large Standard-Size	VOXOR	FBA	16.22 x 3.78 x 13.50 in	3.15 lb	Mar 12, 2024
Full Body Bath Pillow, Bath Pillows for tu...	3,993 (+8 ↑)	Large Standard-Size	OMYSTYLE	FBA	14.25 x 7.56 x 8.31 in	2.89 lb	Dec 20, 2019
Full Body Bath Pillow for Bathtub, Thick...	474 (+47 ↑)	Large Standard-Size	VOXOR	FBA	16.02 x 3.58 x 13.19 in	3.24 lb	Jan 15, 2024
Luxury Bath Cushion, Full Body Bathtub...	439 (+28 ↑)	Large Standard-Size	InnovoGlobe	FBA	16.26 x 3.62 x 13.50 in	3.22 lb	Jun 9, 2024
Full Body Bath Pillow for Bathtub, Luxury...	148 (+12 ↑)	Large Standard-Size	Odotoino-US Store	FBA	16.61 x 7.95 x 12.71 in	3.77 lb	Jul 19, 2024
Full Body Bath Pillow with Adjustable...	1,775 (+4 ↑)	Large Standard-Size	Aeroivi	FBA	16.73 x 6.97 x 12.56 in	2.98 lb	Feb 26, 2024
BASIC CONCEPTS Full Body Bath Pillow,...	5,911 (-292 ↓)	Large Standard-Size	basicConcepts	FBA	15.94 x 6.34 x 11.14 in	2.03 lb	Jul 1, 2021
Full Body Bath Pillow, Luxury Bath...	83 (+34 ↑)	Large Standard-Size	sxiiro	FBA	15.35 x 2.60 x 8.31 in	2.16 lb	Dec 5, 2024
Extra Thick Full Body Bath Pillows for...	31 (+4 ↑)	Large Standard-Size	Comfyology	FBA	16.73 x 7.24 x 13.30 in	3.26 lb	Oct 22, 2024

Most of the sellers in this niche are relatively new, most of the listings

created in 2024. This indicates that new sellers are performing well in this niche.

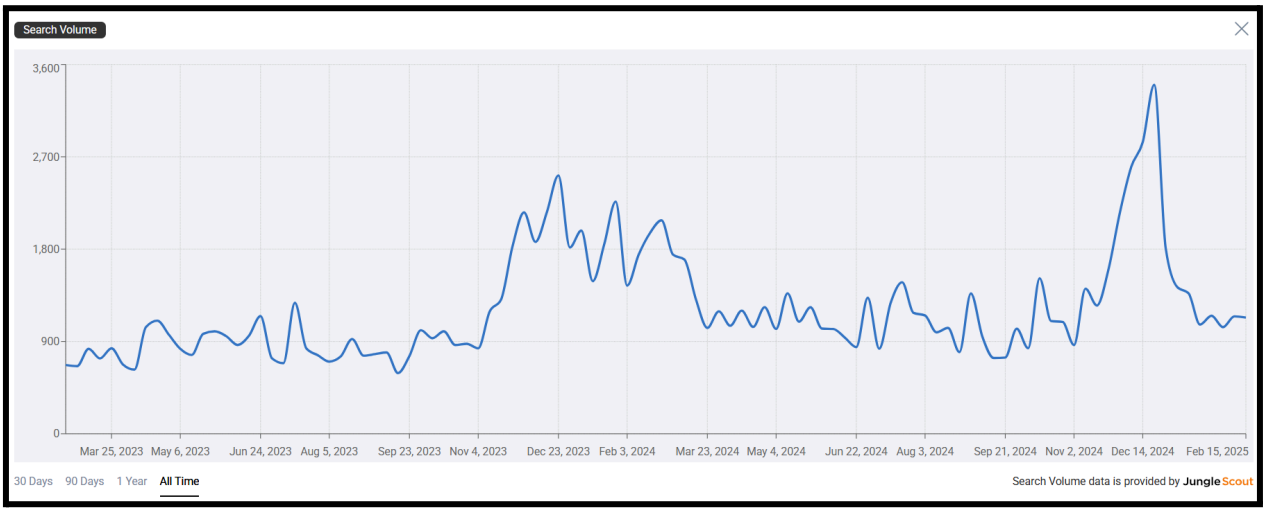
Data Dive Stats:



Only four sellers have a strong ranking and appear on page 1 for most keywords. However, 69% of sellers have weak rankings, which presents an opportunity for us to capitalize on. This indicates a growth potential in the market since not all sellers are ranked on page 1 for most keywords.

Search Volume - Full Body Bath Pillow

Consistent Search Volume



Competitors 15	Niche Median					
Sales	449–1,172	1,144	1,068	1,043	607	484
Revenue	$23,447–51,737	$57,189	$45,913	$34,409	$28,523	$17,419
Fulfillment	FBA	2 x FBA	1 x FBA	1 x FBA	1 x FBA	1 x FBA
KWs on P1 Percentage	140 51%	246 89%	123 45%	179 65%	140 51%	127 46%
SV on P1 (Share of Voice) Percentage	187,511 40%	450,339 96%	230,027 49%	329,163 70%	235,622 50%	114,251 24%

Competitors 15	Niche Median					
Price	$42.99	$32.99	$49.99	$69.99	$35.99	$94.98
Sales	449–1,172	449	410	335	323	275
Revenue	$23,447–51,737	$14,813	$20,496	$23,447	$11,625	$26,120
Fulfillment	FBA	2 x FBA	1 x FBA	2 x FBA	1 x FBA	1 x FBA
KWs on P1 Percentage	140 51%	112 41%	139 51%	177 64%	230 84%	191 69%

Competitors 15	Niche Median				
Price	$42.99	$35.99	$94.98	$43.69	$59.99
Sales	449–1,172	323	275	217	167
Revenue	$23,447–51,737	$11,625	$26,120	$9,481	$10,018
Fulfillment	FBA	1 x FBA	1 x FBA	2 x FBA	1 x FBA
KWs on P1 Percentage	140 51%	230 84%	191 69%	50 18%	104 38%

Explanation:

Now, we can see that only two sellers have a strong ranking on page 1, while the rest have very weak keyword rankings. Despite this, they are still generating significant revenue. This means we don't have to face intense competition, as only two sellers have a strong presence in keyword rankings.

Competitors 12		Niche Median						
Revenue		$27,321–51,737		$45,913	$28,523	$20,496	$11,625	$26,120
Search Terms 24/306	SV (22k from 505k)	Relev.	Sugg. bid & range	Roslim	AEROiVi	snlewrtu	hawbath	poemland
full								
full body bath pillow	4,902	92%	$1.57 $1.18 – 1.96		4	6	10	19
full body bath pillow for bathtub	3,719	100%	$1.83 $1.37 – 2.29	37	6	4	9	11
bath pillows for tub full body	3,134	92%	$1.49 $0.88 – 1.96	56	7	8	10	15
bathtub pillow full body	1,678	92%	$0.81 $0.61 – 1.07	44	8	6	10	16
bath cushion for tub full body	1,184	92%	$1.24 $1.06 – 1.38	46	8	7	11	10
bath tub pillow full body	1,105	92%	$1.37 $1.05 – 1.83	47	9	7	10	14
tub pillow for bathtub full body	738	100%	$1.56 $1.17 – 1.95	43	10	4	7	14
bath pillow full body	684	92%	$0.76 $0.63 – 1.01	50	3	6	9	19
full body bath pillows for tub	654	92%	$1.95 $1.46 – 2.44	52	6	5	9	12

Explanation:

These are the organic rankings and revenue of these sellers for the main keywords, and we can clearly see the gap on the keywords. Even with the lower organic ranking these sellers are generating significant revenue.

Listing Builder | Help Hub

Overall Listing Ranking Juice ® 0

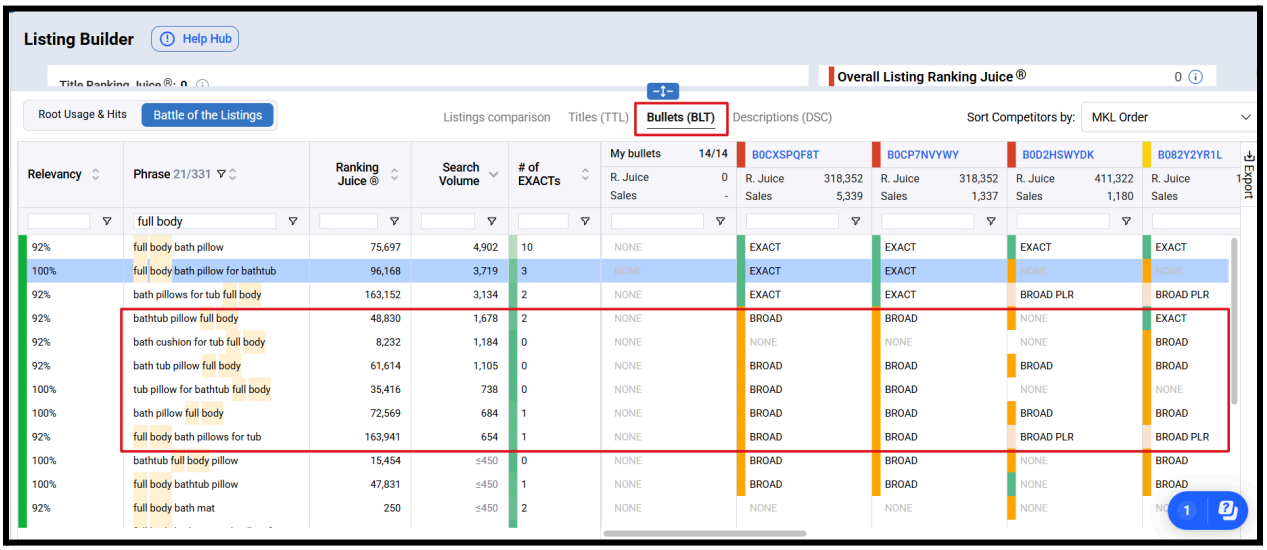
Root Usage & Hits | Battle of the Listings | Listings comparison | Titles (TTL) | Bullets (BLT) | Descriptions (DSC) | Sort Competitors by: MKL Order

Relevancy	Phrase 21/331	Ranking Juice ®	Search Volume	# of EXACTs	My title 14/14	B0CXSPQF8T	B0CP7NVYWY	B0D2HSWYDK	B082Y2YR1L
					R. Juice 0 Sales -	R. Juice 328,599 Sales 5,339	R. Juice 328,599 Sales 1,337	R. Juice 167,466 Sales 1,180	R. Juice 7 Sales
	full body								
92%	full body bath pillow	75,697	4,902	11	NONE	EXACT	EXACT	BROAD	EXACT
100%	full body bath pillow for bathtub	96,168	3,719	6	NONE	EXACT	EXACT	BROAD	BROAD
92%	bath pillows for tub full body	163,152	3,134	1	NONE	BROAD PLR	BROAD PLR	NONE	BROAD
92%	bathtub pillow full body	48,830	1,678	1	NONE	BROAD	BROAD	BROAD	BROAD
92%	bath cushion for tub full body	8,232	1,184	0	NONE	BROAD	BROAD	NONE	NONE
92%	bath tub pillow full body	61,614	1,105	0	NONE	BROAD	BROAD	NONE	BROAD
100%	tub pillow for bathtub full body	35,416	738	0	NONE	BROAD	BROAD	NONE	BROAD
100%	bath pillow full body	72,569	684	0	NONE	BROAD	BROAD	BROAD	BROAD
92%	full body bath pillows for tub	163,941	654	0	NONE	BROAD PLR	BROAD PLR	NONE	BROAD
100%	bathtub full body pillow	15,454	≤450	0	NONE	BROAD	BROAD	BROAD	BROAD
100%	full body bathtub pillow	47,831	≤450	1	NONE	BROAD	BROAD	EXACT	BROAD
92%	full body bath mat	250	≤450	0	NONE	NONE	NONE	BROAD	NONE

Explanation:

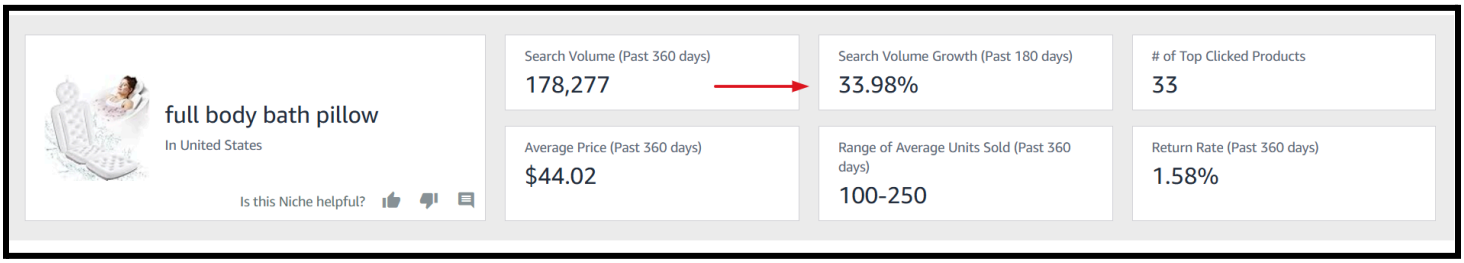
In this niche, we can easily maximize our ranking potential by including these main keywords. As we can see, the title density for these keywords is low, meaning most sellers are not incorporating them into their titles. This gives us an advantage, allowing us to rank more quickly and effectively.

Bullet Point:



We can also include these keywords in exact form in our bullet points to maximize our ranking juice.

POE Analysis:



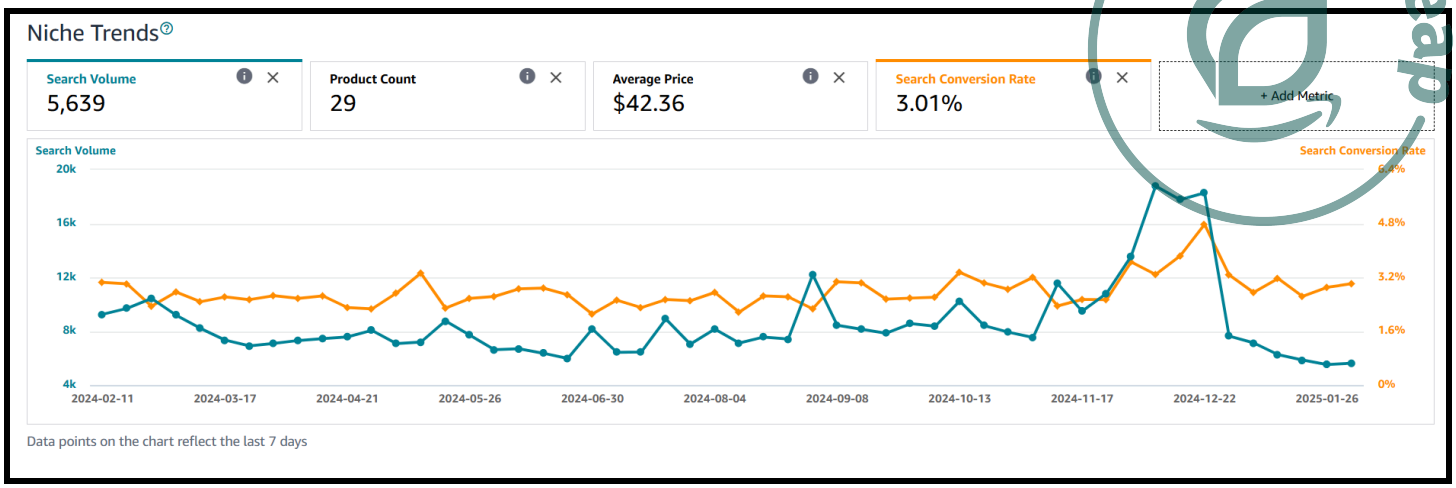
Positive search volume growth in the last 180 days.

Search Term	Search Volume: Total Count Past 360 days	Search Volume: Growth Past 90 days	Search Volume: Growth Past 180 days	Demand: Click Share Past 360 days	Demand: Search Conversion Past 360 days	#1 Top Clicked Product: Product Name	#1 Top Clicked Product: ASIN
full body bath pillow	73,042	76.39%	28.46%	45.30%	2.23%	Full Body Bath Pillow Bath Pillows for tub wit...	B082Y2YR1L
full body bath pillow for bathtub	52,053	33.17%	56.72%	31.92%	2.46%	Full Body Bath Pillow Bath Pillows for tub wit...	B082Y2YR1L
bath pillow full body	14,519	37.01%	14.27%	7.52%	2.15%	Full Body Bath Pillow Bath Pillows for tub wit...	B082Y2YR1L
full body bath pillows for tub	7,719	140.98%	48.28%	4.88%	2.29%	Full Body Bath Pillow for Bathtub Thick Batht...	B0CXSPQF8T
bathtub seat cushion	6,197	17.08%	5.27%	1.21%	0.81%	Bath Pillow Bathtub Pillow Luxury Bath Pillo...	B0BJ8LLHF5
full body bath mat with pillow for tub	5,869	31.61%	1.75%	2.73%	1.91%	Full Body Bath Pillow Bath Pillows for tub wit...	B082Y2YR1L
bath seat cushion	5,626	42.17%	24.86%	0.78%	0.36%	DMI Bath Seat Foam Cushion for Transfer Ben...	B079T7SG6D
full body bathtub pillow	5,363	89.19%	52.14%	3.46%	1.86%	Full Body Bath Pillow Bath Pillows for tub wit...	B082Y2YR1L
bathtub pad	4,744	8.91%	23.98%	1.30%	1.60%	Full Body Bath Pillow Bath Pillows for tub wit...	B082Y2YR1L

		Today	90 days ago	360 days ago
Products (Top 90% of clicks)	Number of Products	33	23	38
	% of Products Using Sponsored Products (past 360 days)	89.74%	95.65%	97.37%
	% of Prime Products (past 360 days)	87.18%	95.65%	94.74%
	Top 5 Products Click Share (past 360 days)	47.1%	58.9%	44.4%
	Top 20 Products Click Share (past 360 days)	83.2%	95.9%	81.5%
	Average Best Seller Rank	77	74	211
	Average Number of Reviews	1,250	–	–
Brands and Selling Partners (Top 90% of clicks)	Brand Count	27	21	29
	Top 5 Brands Click Share	56.5%	65.2%	56.9%
	Top 20 Brands Click Share	92.3%	98.7%	92.1%
	Average Brand Age in Niche (past 360 days)	3.0 years	2.8 years	3.7 years
	# of Selling Partners (past 360 days)	35	25	24
	Average Selling Partner Age in Niche	11.3 years	11.3 years	12.2 years
	# of New Products Launched (past 180 days)	8	7	3
	# of Successful Launches (past 180 days)	4	3	3
	# of New Products Launched (past 360 days)	18	11	18
	# of Successful Launches (past 360 days)	11	7	13
Customer Experience (Top 90% of clicks)	Average Review Rating	4.26	4.32	4.14
FEEDBACK ×	Average Out of Stock Rate (past 360 days)	12.62%	4.01%	8.30%

Explanation:

The top 20 products collectively hold 83.2% of the total click share, which indicates that clicks are not dominated by just a few top brands. Instead, multiple sellers are getting a fair share of visibility and traffic.

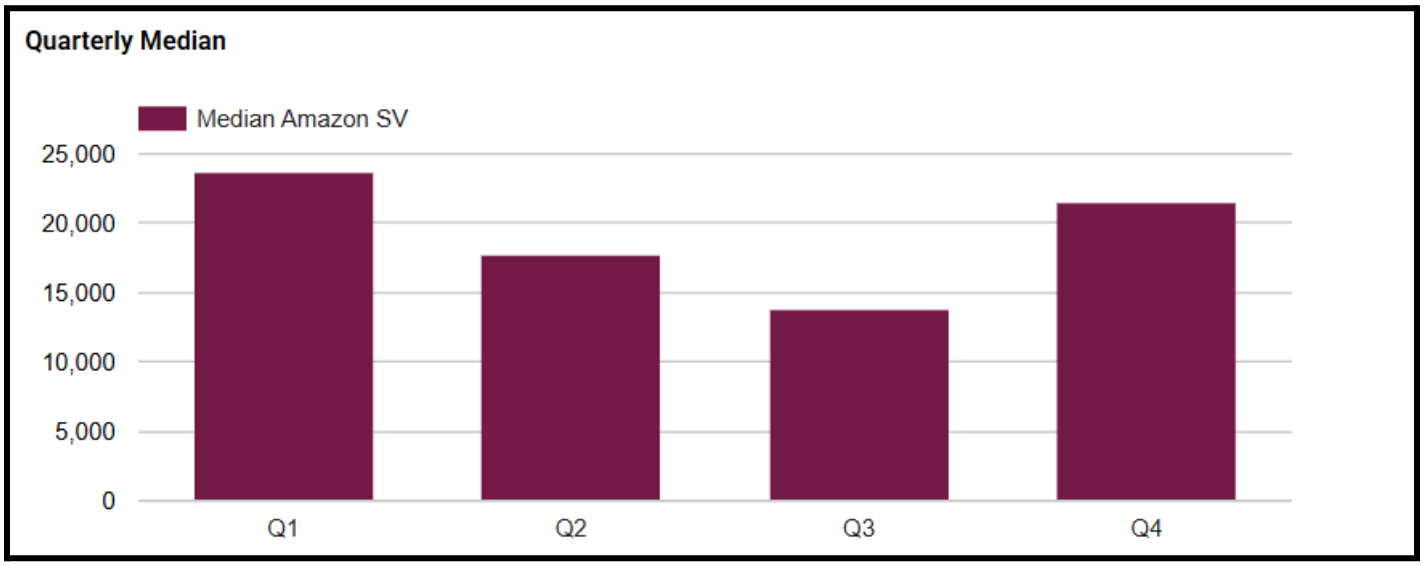


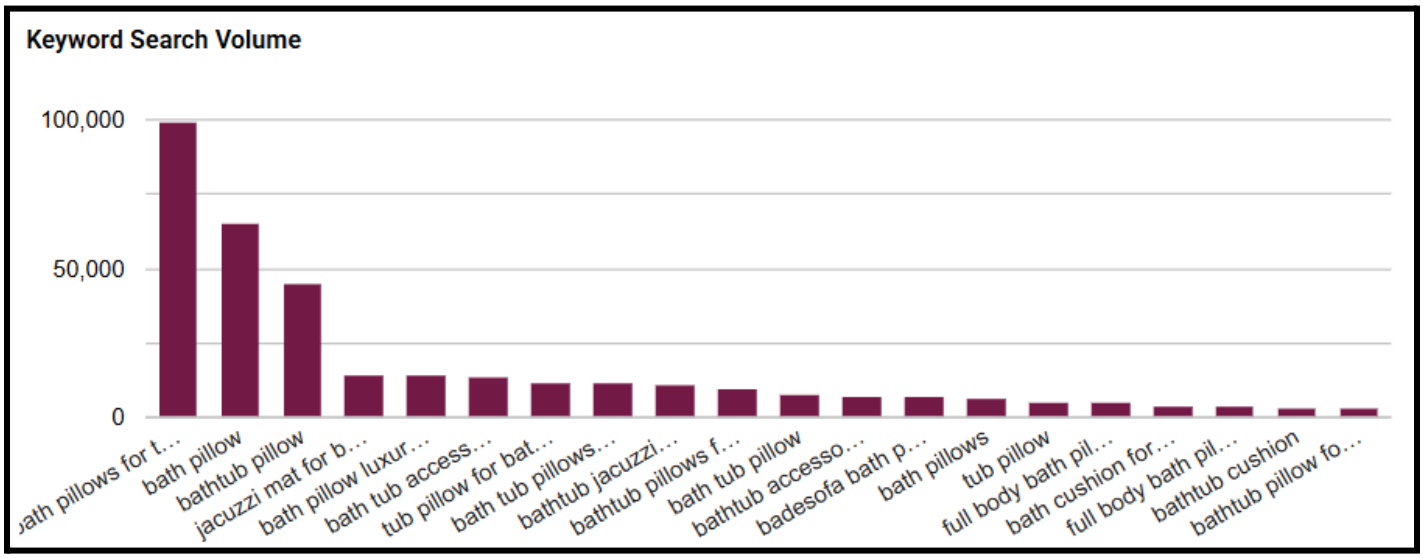
Consistent SV and Conversion rate.

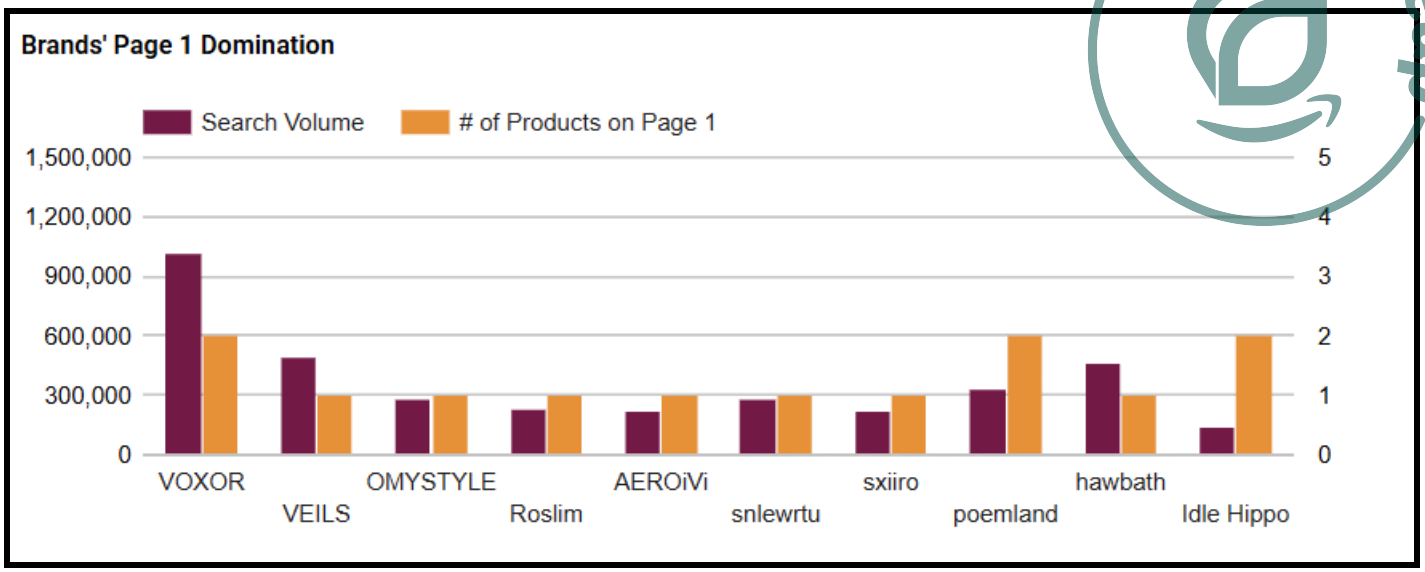
Most of the negative feedback sellers have received is related to suction. If we focus on improving our product's suction quality and addressing these common customer

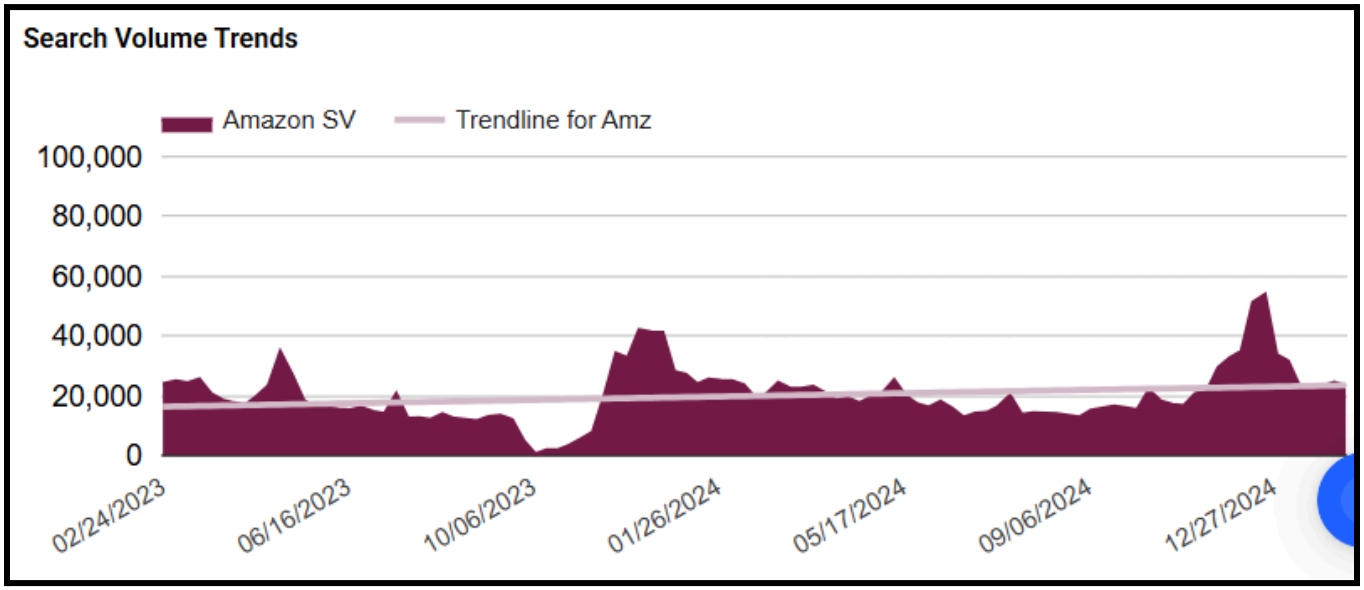
concerns during product development, we can gain a competitive edge. By offering a superior solution, we can increase our chances of getting positive reviews and gaining traction right from the start in the market.

SV Trends:






Brands' Page 1 Domination
Search Volume
# of Products on Page 1
1,500,000
1,200,000
900,000
600,000
300,000
0
5
4
3
2
1
0
VOXOR
VEILS
OMYSTYLE
Roslim
AEROiVi
snlewrtu
sxiiro
poemland
hawbath
Idle Hippo


Search Volume Trends
Amazon SV
Trendline for Amz
100,000
80,000
60,000
40,000
20,000
0
02/24/2023
06/16/2023
10/06/2023
01/26/2024
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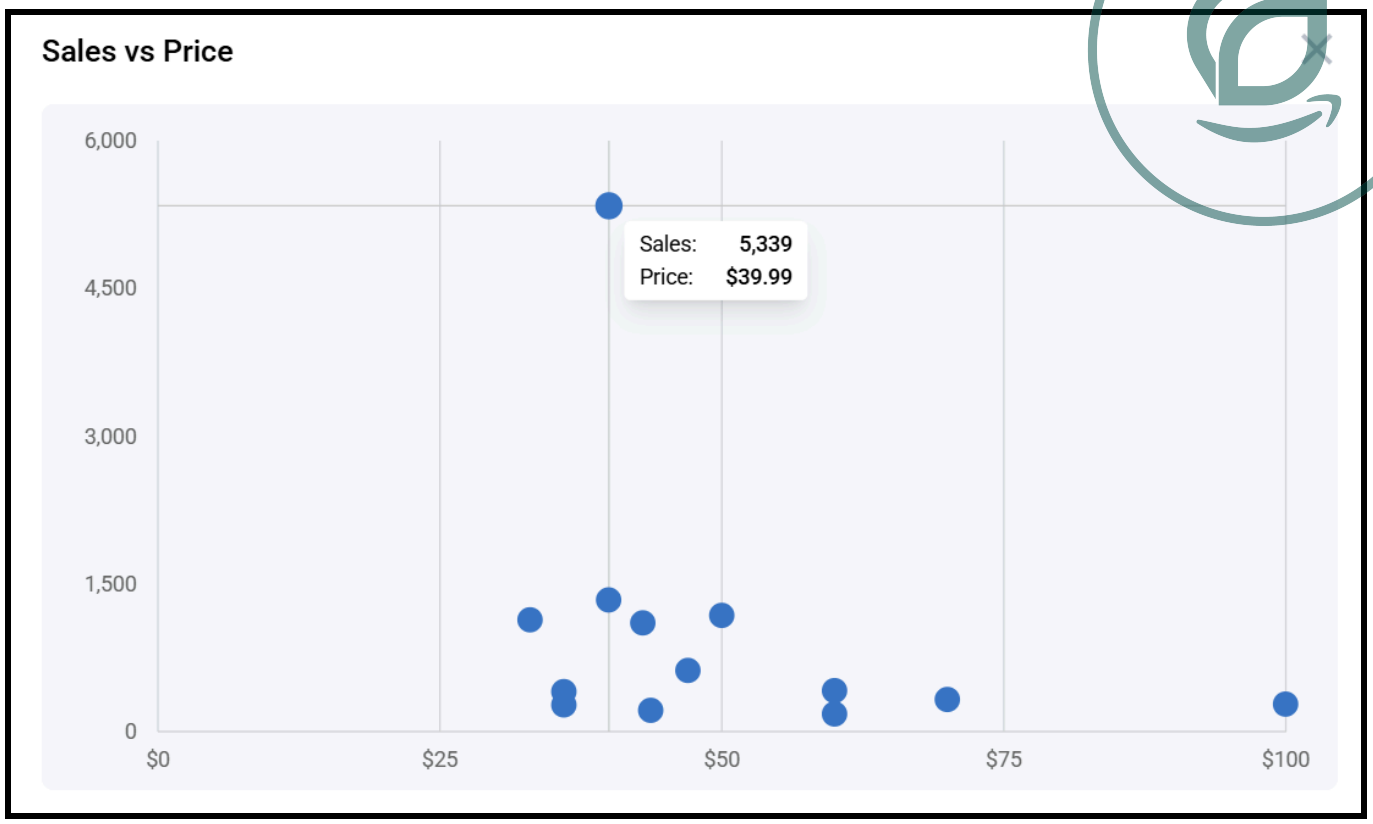
09/06/2024
12/27/2024



Median Price: $43

Product Returns Insights

Returns insights pertain to data collected in the last 6 months.

Topic	%Mentions
Size-Overall	24.97%
Suction	11.79%
Gifting Purpose	7.66%
Adhesion/Stickiness	7.12%
Comfort-Overall	6.77%
Advertised Vs Actual Product	4.54%
Functionality-Overall	3.91%
Quality-Overall	2.48%
Material Quality	2.40%
Cushion	2.34%

Most product returns are due to issues with size and suction. By addressing these concerns during product development, we can minimize return rates and improve customer satisfaction, giving us a strong advantage in the market.

Countries		
CN	12	100.00%

All the sellers in this niche are Chinese, but their main images and Enhanced Brand Content (EBC) are very basic. This gives us a strong advantage, by using high-quality images and well-designed EBC, we can significantly improve our Click-Through Rate

(CTR) and Conversion Rate (CVR), making our product stand out and attract more customers.

Product Name	Category	Launch Date	Niche Click Count Past 360 days	Click Share Past 360 days
Full Body Bath Pillow for Bathtub Thick Batht...	Personal Care/Bath & Bathing Accessories/Ba...	3/2024	8,623	18.23%
Full Body Bath Pillow Bath Pillows for tub wit...	Personal Care/Bath & Bathing Accessories/Ba...	12/2019	5,790	12.24%
Full Body Bath Pillow for Bathtub Thick Batht...	Personal Care/Bath & Bathing Accessories/Ba...	1/2024	5,728	12.11%
Bath Pillow Bathtub Pillow Luxury Bath Pillo...	Personal Care/Bath & Bathing Accessories/Ba...	10/2022	2,602	5.50%
AEROiVi Full Body Bath Pillow with Lumbar P...	Personal Care/Bath & Bathing Accessories/Ba...	4/2020	2,278	4.82%
Luxury Bath Cushion Full Body Bathtub Pillo...	Personal Care/Bath & Bathing Accessories/Ba...	6/2024	1,903	4.02%
Full Body Bath Pillow (Neck Back & Body Sup...	Personal Care/Bath & Bathing Accessories/Ba...	7/2023	1,889	3.99%
Bath Haven Bath Pillow for Bathtub - Full Bo...	Personal Care/Bath & Bathing Accessories/Ba...	8/2016	1,652	3.49%
OMYSTYLE Full Body Bath Pillow Bath Pillow...	Personal Care/Bath & Bathing Accessories/Ba...	3/2023	1,512	3.20%

Explanation:

The advantage of launching this product in this niche is that click share is distributed among all sellers, rather than being dominated by just the top sellers. This means we have a fair opportunity to capture traffic and gain visibility without facing overwhelming competition.

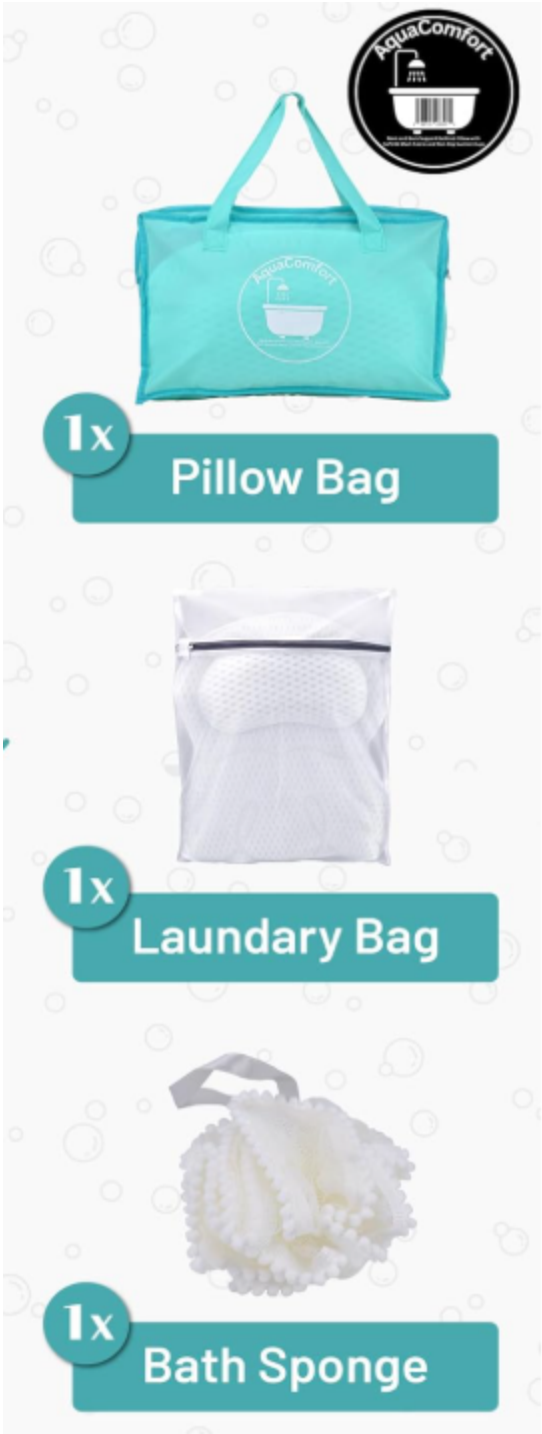
The strategy of Top Seller Brand in the category:

Competitors 12	
Brand	VOXOR
Strength	Very Strong
ASIN	B0CXSPQF8T
Outlier SV Keywords	284,999 50
Rating Review Count	4.5 623
Listing Age	11 mos
Price	$37.99
Sales	5,660
Revenue	$215,023

Search Terms 22/52	SV (145k from 302k)	Relev.	Sugg. bid & range	VOXOR
				8
bath accessories for women	10,973	25%	$0.77 $0.58 – 0.96	7
bathtub jets for tub	5,853	25%	$0.57 $0.43 – 0.71	7
bathtub spa	2,827	25%	$0.60 $0.45 – 0.75	7
turn tub into jacuzzi	2,554	25%	$0.77 $0.58 – 0.96	6
bath jets for tub	10,602	17%	$0.56 $0.42 – 0.70	5
bath tub accessories	4,851	17%	$0.73 $0.55 – 0.91	3
bath accessories for women r...	4,346	17%	$0.89 $0.67 – 1.11	3
bathtub spa jet for tub	4,043	17%	$0.61 $0.46 – 0.76	7
bathtub jet	3,521	17%	$0.55 $0.41 – 0.69	3
cordless bath jet	3,216	17%	$0.55 $0.41 – 0.69	5
portable jacuzzi for bathtub	3,039	17%	$0.56 $0.42 – 0.70	7
tub accessories	2,389	17%	$0.82 $0.62 – 1.02	3
bath tub jets portable	2,286	17%	$0.56 $0.42 – 0.70	2
bath jets for tub portable	2,190	17%	$0.54 $0.41 – 0.68	7
bath	29,834	8%	$0.71 $0.53 – 0.89	3
bath accessories	25,853	8%	$0.91 $0.68 – 1.14	5
bath essentials	6,095	8%	$1.65 $1.05 – 1.89	6
portable jet spa for bathtub	5,894	8%	$0.57 $0.43 – 0.71	6
bathtub jacuzzi	5,588	8%	$0.58 $0.43 – 0.73	4
bath spa	3,668	8%	$0.89 $0.67 – 1.11	7

Value Additions:

160 Silicone
Suction Cups
Stick Better And
Easier To Eemove
Silicone
VS
Plastic


AquaComfort
1x
Pillow Bag
1x
Laundary Bag
1x
Bath Sponge

Visual Improvements:

Now, we can see that the content of these sellers is not well-optimized. This gives us an opportunity to enhance our visuals, making them more appealing and engaging. By doing so, we can stand out among competitors and attract more customers.

Why We Should Launch This Product

- **High Market Potential** – Several sellers in this niche, even those with fewer than 1,000 reviews, are generating strong revenue. This proves that new entrants can succeed without competing against dominant brands.

- **Low Competition in Rankings** – Only two sellers have a strong presence on page 1, while 69% have weak rankings. This gap presents an opportunity to rank quickly with the right optimization strategy.

- **New Sellers Are Thriving** – Most listings in this niche were created in 2024, showing that new sellers are performing well and gaining traction.

- **Opportunity to Improve Listings** – Most sellers have basic main images and EBC. By using high-quality visuals, branding and strong brand story we can increase our CTR and CVR, making our product stand out.

- **Strategic Keyword Advantage** – The title density for important keywords is low, meaning we can include them in our listings to improve ranking and visibility faster.

- **Fair Click Distribution** – The top 20 products share 83.2% of the total clicks, meaning sales are spread across multiple sellers, not just dominated by a few big brands.

- **Addressing Customer Pain Points** – The most common negative feedback is related to suction and size. By improving these aspects in our product, we can reduce return rates and gain a competitive edge.