

The Ultimate Guide to 100+ Best Products to Sell in 2020



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Wedding Trends 2020 According to Wedding Experts



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◆ 10 Best Pet Products to Sell in 2020



Pet products are one of the most popular niches to start selling in. With millions of pet owners around the world, it's no wonder why this niche always does so well. In 2020, the pet products niche will continue to be a stable niche to sell in. You'll be able to sell everything from personalized pet products to biting toys and cat litter mats too. Here are the top ten best pet products to sell next year.

10 Best Pet Products to Sell in 2020

#1. Pet Bed



[Start selling pet beds](#)

This [pet bed](#) was very popular in 2019 and in 2020 we expect to see its popularity continue to rise with international sales. Traditionally, pet beds were stiff in design. But with this fluffy pet bed, we see a more comfortable pet bed being made for our furry friends. In recent months, its generated over 13,000 orders. It comes in various colors and sizes so you'll be able to offer your customers quite a bit of variety to choose from. The search term "pet bed" gets about 22,000 monthly searches, which proves its

popularity. Pet products like this bed are popular each year as it receives the [same amount of volume](#) each year making this a [steady niche](#).

To promote pet products such as this bed, you might want to partner up with Instagram fan pages. You can reach out to pages of each dog and cat breed, asking for a shout-out or a link in Instagram Stories. You'll need to pay a fee to make this happen but usually it's under \$50. When comparing fan pages over influencer marketing, not only are fan pages more effective at converting but they're also usually cheaper than an influencer.

#2. Dog Seat Cover



[Start selling dog seat covers](#)

Pet products like this [dog seat cover](#) help keep your car clean when taking your pet to the pet store or the veterinarian. Rather than having dog hair and dirty paws ruin your car seats, you can have this cover get dirty instead. And since it's removable, you can put in the wash to clean it anytime. Thus, it's easier to clean than your car seats would be. This pet product has had hundreds of orders in the past 30 days making it a popular product to sell right now. With the winter 2020 season starting, your customers will be more

desperate to find something to keep their pet's dirty paws from ruining their car seat.

To promote this product, you'll likely want to create a video ad of a dog entering a car in the winter. You can pair up with an influencer who has a dog and a car to create the video for you. You can then use the ad on your Facebook and Instagram to generate sales for the product. Since you'll be showing the benefits of the dog seat cover through the video, people will clearly understand why they need to buy this: to keep a clean car.

#3. Multifunction Biting Toys



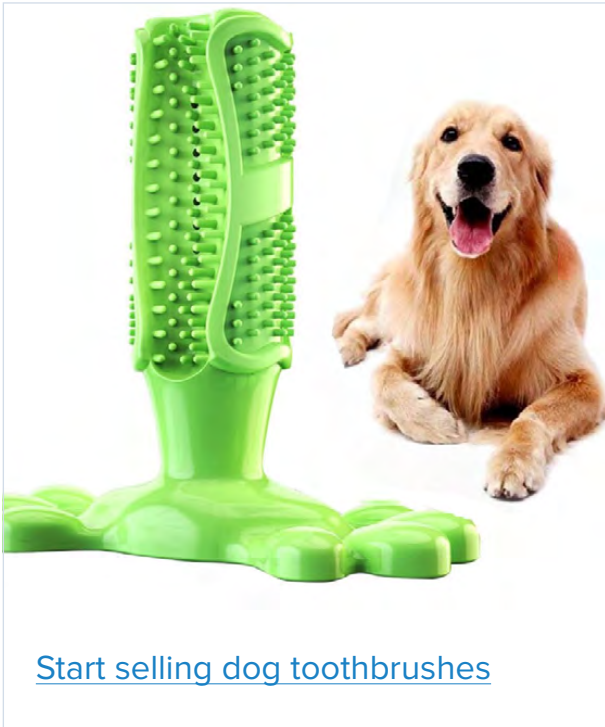
[Start selling multifunction biting toys](#)

Pet products such as [multifunction biting toys](#) are growing in popularity right now. Their popularity is still in the early phases, so it'll be easy to jump on this trend. It has a suction end so customers can place the product on the floor while their dog tries to pull the toy away. As a biting toy, it helps strengthen your dog's teeth by cleaning them. At the same time, your customer's dog is entertained by playing with it. Dog toy [search volume](#) has been steady for a long time but has recently slightly grown. So, if you're going to start a

pet products store, you'll definitely want to have a collection of dog toys on your website. What's even more astounding is that the keyword "dog toys" gets 110,000 monthly searches according to Keywords Everywhere.

Since there's such a massive amount of search traffic for products like this, your best bet is a search-based approach. You should run search network or display Google ads or even Google Shopping ads. You can use keywords like "dog toys" and other keywords like "interactive dog toys" to see which terms convert best and help your store get the most sales. You can also start a pet blog to grow your search traffic back to your website. You can create listicles of the top ten dog toys to help your products rank. You can also write content about raising pets as well to demonstrate your expertise on the pet industry.

#4. Dog Toothbrush

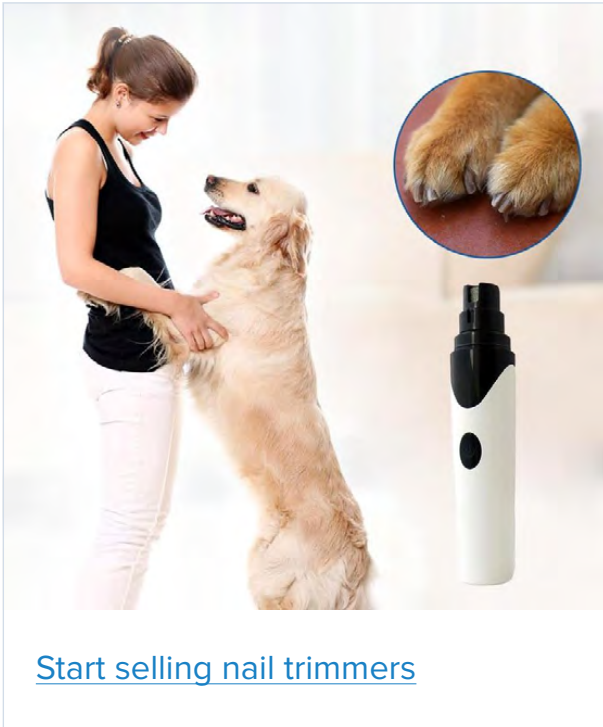


[Start selling dog toothbrushes](#)

Pet products like this [dog toothbrush](#) help keep your dog's teeth clean. This plastic dog toothbrush allows dogs to bite and chew on their "toy" while it is actually cleaning their teeth. This pet product has received thousands of orders proving that owners are concerned about pet dental hygiene. According to [Google Trends](#), the search volume for "dog toothbrush" has [been increasing](#) recently. The keyword generates 33,100 monthly searches, so it's a fairly popular pet product to sell.

To promote your pet products, you can run Google Ads for "dog toothbrush." You can create Google Shopping ads so customers can see the product you're selling, price point, and other key product details. You can also create blog content around dog dental hygiene on your website adding in links to your product pages so you can drive traffic back to your products. This will help you build a bigger and more profitable website while also making sales.

#5. Pet Grooming



[Start selling nail trimmers](#)

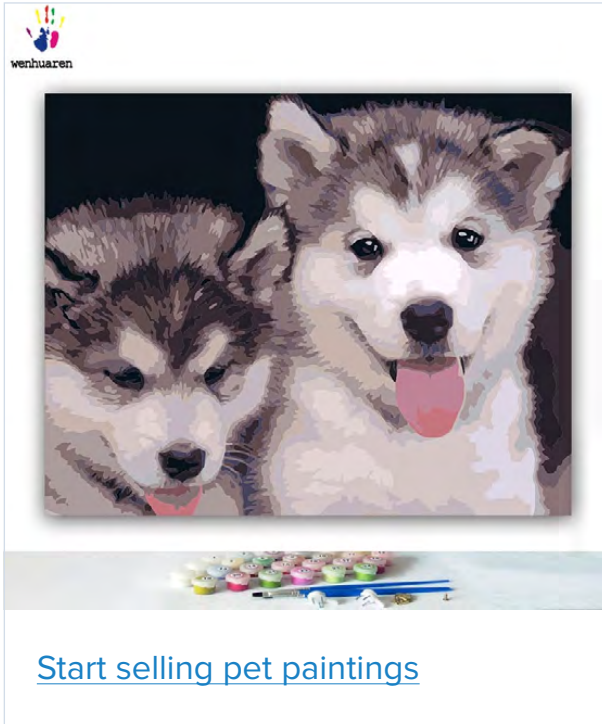
Pet grooming is one of the most popular niches in the pet products space. This pet grooming [nail trimmer](#) allows your customers to save on pet grooming costs by grooming their pets at home instead of taking them to a professional. Ideally, your pet products store shouldn't focus only on pet grooming - instead, it should include grooming products alongside other pet products.

This product can be used on both cats and dogs. It is appealing because it can prevent furniture from ripping while

helping them care for their pets' skin, removing dirt, and reducing inflammation. Searches for "pet grooming" have been [steadily increasing](#) showing the popularity of this category. The keyword "pet grooming" gets 135,000 monthly searches according to Keywords Everywhere. This makes it clear that the pet niche has some of the most popular categories, making it a viable niche to get started in.

Pet grooming products are more of a search-based buy than an [impulse buy](#) play. To appeal to those who are searching for these products, you can run Google Shopping ads to showcase your pet grooming products. You can also create a video of a pet being groomed with your nail trimmer to place on your [product page](#) or on one of your Instagram posts to drive traffic back to your website. Consider creating pet grooming blog content on your website that includes a link to your pet grooming collection to bring in search traffic while easing customers into your product collection. You can also add an email opt-in form to your blog posts so that your search traffic subscribes to your email list. Since most people have pets for at least ten years, they'll likely be customers for several years.

#6. Pet Painting



Two popular painting pet products came out in 2019: diamond painting and paint-by-numbers paintings. Since personalized products are one of the hottest trends of 2020, it makes sense that this pet product [would end up on the list](#). Crafty DIYers can send their pet photo to you and AliExpress will send a custom paint-by-numbers sheet with paint to your customers so they can paint a photo of their pet. This pet product capitalizes on multiple trends, making it a clear-cut impulse buy.

You can promote this product on Instagram, Facebook, and Pinterest. You might create a post or an ad highlighting the product. It's a good idea to create a video of someone painting a pet photo so they can see how the product is used. You can target people who follow pet pages or join a DIY Facebook group to find your audience. On Pinterest, you can join group boards to place a link to your product page. Avoid spamming too many links to your website at once without repinning content from other pages – Pinterest will kick you off their platform for spam (yes, I do know from experience).

#7. Novelty Cat Beds



[Start selling novelty cat beds](#)

So, we've already established that pet beds are popular. But let's dive into novelty pet beds. Rather than focusing on a search-based play, novelty pet beds are totally an impulse buy. I mean, seriously, how cute is this [banana cat bed](#)? Your customers are definitely going to want to snap a quick pic for their [Instagram account](#). With over 1,200 orders in recent months, sales for this cat bed are growing. Search volume for "cat bed" is a [steadily growing niche](#) that'll likely grow throughout 2020 too. The same term gets about 60,500

monthly searches according to Keywords Everywhere.

To promote your novelty cat bed, you can try a search-based strategy. However, you'll want to stick to generic terms like "cat bed" or "pet bed" to generate views, clicks, and sales to your website. The search volume for "banana bed" only gets 1,300 monthly searches and it likely won't produce the volume you need for a sustainable store. This product would likely perform well on Facebook and Instagram as it's visually stimulating. You can post a picture of a cat in the banana bed or create a few videos of a cat sleeping in or playing in the banana bed. Using that content for ads will help you capitalize on sales if you don't have many [Instagram followers](#).

#8. Dog Jackets



[Start selling dog jackets](#)

Winter 2020 will be a cold season. And while our furry friends have fur to keep them warm, they still get cold. That's why more dog owners are bundling up their four-legged friends with winter coats and vests. In recent months, this pet jacket [generated over 7,000 orders](#). The term "dog jackets" generates 22,000 monthly searches. The jackets you sell don't need to be limited to cold weather, and you can sell raincoats too. Since dog jackets tend to be seasonal products, you'll want to make sure that it's only a collection on your store rather

than the basis of your niche. You should sell other pet products too so that you're always generating income despite seasonal dips.

To promote your dog jackets, you'll likely want to start in October of 2020. Peak season for dog jackets is [November and December](#) according to Google Trends so you'll want to make sure your website has content up and loaded. When peak season finally arrives, you'll want to have Google Shopping ads running so people can see the dog jackets you're selling. You may go after terms like "dog jackets" or "dog puffer jacket" to see which keywords convert best. It'll require a bit of trial and error but sometimes it's the random keywords that convert well.

#9. Cat Litter Mat



[Start selling cat litter mats](#)

The term “cat litter” has been skyrocketing in search volume recently, according to Google Trends. So, it’s no surprise that pet products relating to cat litter are racking up high order volume too.

Take this [cat litter mat](#) for instance.

In recent months, this mat has had over 9700 orders purchased by real customers. With “cat litter” getting 74,000 monthly searches, it makes sense that related accessories are a must-sell for pet store owners such as

mats and scoops. There are close to 10,000 monthly searches for “cat litter mat” that you’ll be able to capitalize on as a seller.

You can run Google Ads to related “cat litter” and “cat litter mat” keywords to help entice people to buy your product. You can create content around cat litter on your cat or pet store. By ranking organically in search for popular but relevant keywords, you will drive more traffic to your website. You can collect email addresses from that increase in traffic or add links to your product pages to generate sales from this free traffic. Keep in mind that you’ll need to create content on a consistent schedule each week for at least six months before seeing the impact of your results. It’s a slow-paced game but one where you could surely win.

#10. Personalized Dog Collar



[Start selling personalized dog collars](#)

Dog collars are a must-have pet product on any pet store. These [personalized pet collars](#) add the extra touch that makes them so popular. We already know how popular personalized products are, so it's no wonder this product has generated over 5,600 orders recently. While pet collars are typically search-based products, the personalization element makes them a bit more of an impulse buy. You'll need to include a note box on your website so that customers can fill in the personalized details they want on the

product page when checking out so that you can send those details to AliExpress promptly.

To sell pet products like dog collars, you can run Facebook and Instagram ads and target people who are fans of dog pages or have an interest in dogs. You can also target people who are in dog-related Facebook groups. There are many groups for specific dog breeds, so it might be a good idea to target specific groups. But keep in mind that not all dog breeds wear collars - for example, pugs wear harnesses. You can also do a search-based play targeting keywords related to "dog collars."

Pet Trends for 2020 According to Experts



David Ng Whye Tye,
CEO of [Pet Lovers Centre](#)

“The growing popularity of [pet] trackers can be attributed to the rising awareness among pet owners about their pets’ health. These devices can help a pet owner keep a close eye on their furry friend’s health and monitor their behaviour.

These wearables can track daily activities and generate data on:

- The recommended food intake for their pet
- The number of calories burnt during the day
- Respiratory patterns

A rising number of people are also adopting pets as companions for their mental stability and entertainment. As a result, owners are more inclined to invest in their pets, boosting expenditure on ensuring their well being. With the increasing emphasis on maintaining their pets’ health, the global pet wearable trackers market is expected to expand greatly.”

Vijay J., the founder of dog food brand [Kabo](#), says, “The biggest pet product trends throughout 2020 will be:

Premiumization. With pet spending increasing YoY we’re seeing more and more pet parents spending on higher-quality goods for their furbabies.

Transparency. There has been an increase in human-grade dog food businesses like Pet Plate, Butternutbox and Kabo dog food providing fresh, healthy food in 2019. Pet owners will continue to look for that transparency in ingredients for treats and also move into toys and other accessory products.

We’ve seen an increase in demand from our customers alone asking about safe cleaners to use in their home with pets, human-grade treats, and so on. ”



Anna Judge,
Pet Specialist at
[NHV Natural Pet](#)

“With many pet owners looking to ensure the health of their pets for years to come, there’s a huge focus on natural health and the environment.

People are looking for environmentally conscious pet products such as pet toys made from recycled materials. Natural health supplements are in demand and pet owners want the highest quality.

Our pets are our family and furthering that relationship through quality food and supplements is key.”



2

9 Best Smart Home Products to Sell in 2020

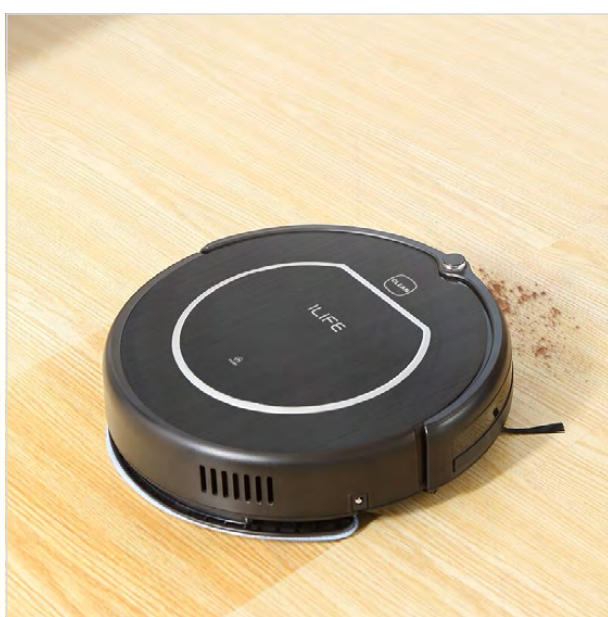




Smart homes are one of the biggest trends of 2020. You'll find a range of smart products like 3D pens, robot vacuums, and smart trackers will help you locate your possessions, help you around the home, or keep you and your loved ones safe. Here's our list on the best smart home devices to sell in 2020.

9 Best Smart Home Products to Sell in 2020

#1. Robot Vacuum



[Start selling robot vacuums](#)

A smart home wouldn't be complete without a robot cleaner sweeping up pet hair, human hair, dust, dirt, and any other mess your customers have laying around. This particular popular [robot vacuum](#) has amassed over 8,900 orders in recent months. But it's definitely not the only popular robot cleaner model you'll find on Oberlo. This trend is so popular the term "robot vacuum" gets an astounding 135,000 monthly searches. Not only that but even Google Trends is [showing sharper increases](#) in search over the years. And

it's expected to keep growing! This product has over 3,300 reviews and a 4.9 out of 5 star rating so it's pretty safe to say this one's a winner.

To promote your robot vacuum, you'll likely want to start with a search-based approach. There's a massive pool of monthly searches, so you'll want to run Google ads for various terms like "robot vacuum" or "robot cleaner." Testing out different keywords will help you find which term converts best for you. Another strategy is to create a video ad on Facebook targeting female homeowners. By showing video clips of the robot cleaning your home while listing a few benefits, you'll help convince browsers to buy.

#2. Smart Water Purifier



[Start selling water purifiers](#)

Water purifiers are insanely popular. In fact, this one has 201,000 monthly searches for that exact key term. But with having a smart home being one of the biggest trends of 2020, it's safe to say that even water purifiers can benefit from being a bit more technologically advanced. This [smart water purifier](#) has higher filtration precision than most purifiers, and it is a cost-effective way to get more purified water.

What's interesting about water purifiers is that they're actually an evergreen

niche. They're not trendy at all. They've been the same level of popularity for a few years, so it's a reliable niche to get into - kind of how women's fashion has always been super popular. So if you're looking for a reliable, long-term product to sell, this could be it.

To promote your smart water purifier, you can run Google ads targeting terms like "water purifier." If you check out Google Trends you'll find that the most popular searches come from Montana, Hawaii, Idaho, Utah, and Alaska. You might want to start your targeting in those States first. Outside the US, searches are popular in India, Nepal, Bangladesh, Singapore, and the United Arab Emirates. So, if you plan on taking your ads outside of the US, those might be some good countries to target for your smart home water purifier.

#3. Smart Tracker



[Start selling smart trackers](#)

One of the most popular smart home products are tracking devices. This works well for people who own a dog and want to be cautious. It could also be useful for drivers who tend to forget where they park.

Search volume for “smart tracker” is [increasing](#) quite rapidly and is expected to continue growth through 2020. There are about 14,800 monthly searches for the term, according to Keywords Everywhere. You can sell an item like this [smart tracker](#) on your

smart home products store. It’s available in different shapes, colors, and includes a hole so you can attach it to a dog collar or keychain.

To market your smart tracker, you can create a video on Facebook listing the benefits of having one. You can show a dog being reunited with its owner, an owner finding a car in a crowded parking lot, or someone finding their keys after misplacing them in their house. By listing the benefits and many uses of the product, you’ll help customers envision how having one could benefit them. If you focus on Google Ads, the countries searching for smart trackers the most are based in Bangladesh, Philippines, South Africa, United Kingdom, and Singapore. In the United States, the states searching for it the most are Michigan, Utah, Iowa, Indiana, and Wisconsin.

#4. Smart Pet Toys



[Start selling smart pet toys](#)

Smart homes aren't complete without catering to our four-legged friends. We're seeing a rise in [smart pet toys](#). You can sell this one which spins around to entertain cats and dogs during the day. However, there's a wide assortment of them on Oberlo so feel free to add other smart pet toy models as well.

This trend is still in the very early stages, but we'll be seeing an uptick in sales over the coming years. If you're in the pet niche, you might add an entire

collection of smart products for your pets. If you're in the smart home niche, you might add this and a few other best-sellers to your collection.

You can advertise your smart pet toys on Facebook and Instagram. You can ask for shout-outs from Instagram dog or cat fan pages. The cost is typically lower than the cost of hiring an influencer for a shout-out. For dog fan pages, I've seen everything from \$35 to \$200 per shout-out. Whereas hiring an influencer is typically \$400 or more. But with fan pages the targeting is more specific so you'll benefit from attracting a relevant audience. If you're staying in the pet niche, you'll have more success building your own audience long-term. But in the short-term, reaching out to popular dog [Instagram accounts](#) can work well.

#5. Smartwatches

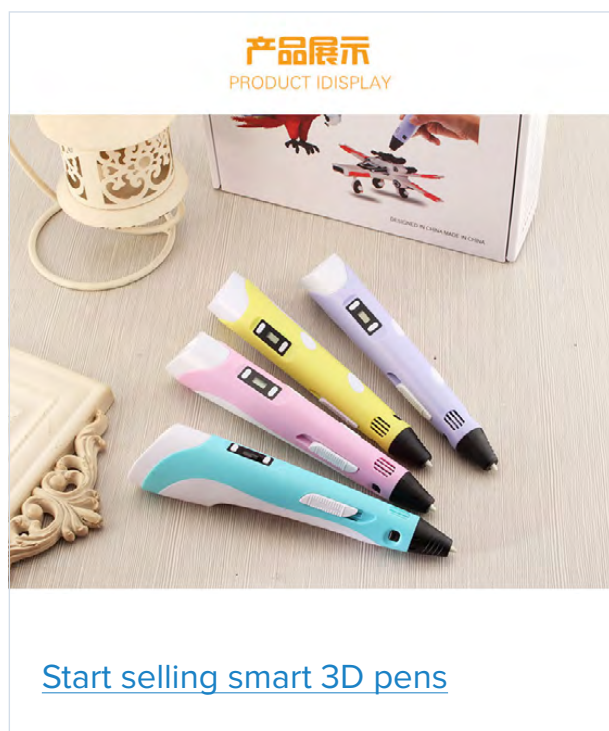


[Start selling smartwatches](#)

Smartwatches are some of the most popular smart products you can sell. A quick look in Keywords Everywhere shows that the keyword “smartwatch” gets 1.83 million monthly searches. Massive! So it’s no surprise when this [smartwatch](#) proves to be a powerhouse with over 5,400 orders in the past 30 days. Peak season for smartwatches tends to be around December each year, but in the non-peak season we’re seeing growth year over year, too. So don’t underestimate the power of the summer months.

Smartwatches can perform well as both an impulse buy and a search-based product. If you decide to focus on search, the most active searchers in the US tend to be in Mississippi, Utah, Iowa, Tennessee, and Alabama. Outside the US, the most active searchers for smartwatch products tend to be in Greece, Cyprus, Nepal, Netherlands, and India. So you might want to try targeting your ads to those countries first, at least for Google. You can also promote your product on Facebook and Instagram as well. Create compelling video content that highlights the benefits your smartwatch offers.

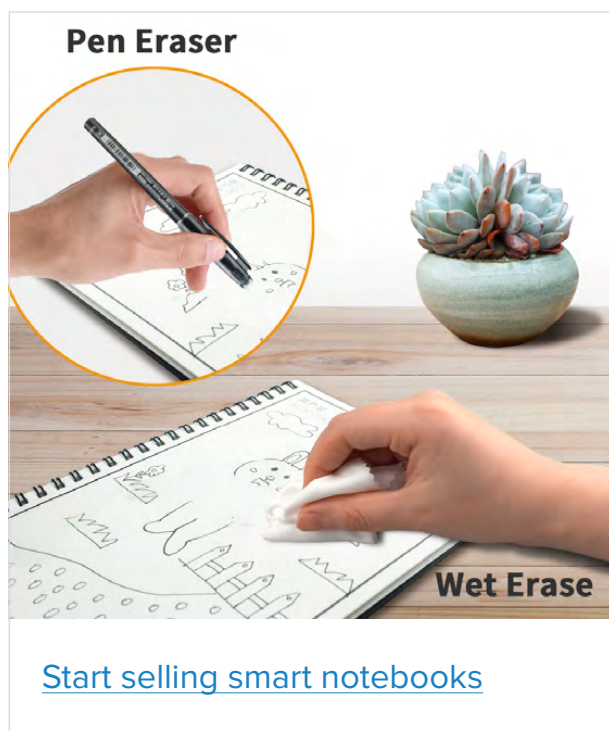
#6. Smart 3D Pens



Smart 3D pens are changing the game in the smart home industry. Kids are able to use these pens to design 3D objects using a smart pen. It'll allow them to explore their imaginations and create crafts that come to life. The term "3D pen" gets about 90,500 monthly searches making it a massive opportunity for online retailers. Sales tend to rise in December, as it's peak season, but they're still expected to grow throughout 2020. This [smart 3D pen](#) has a lot of potential if marketed to the right audience.

For your ads, you can target parents with young children. You can promote this pen as a tool to help your child channel their creativity. You can create video ads showing children using the pen and creating 3D designs to entice parents to purchase this product for their children. Another targeting option would be graphic designers, entrepreneurs, and other types of artists or creators who make things such as jewelry designers. By targeting people who are in a design field, you'll inch closer to generating higher volumes of sales. Countries who search for "3D pen" the most are Netherlands, Lebanon, United Kingdom, Belgium, and Singapore.

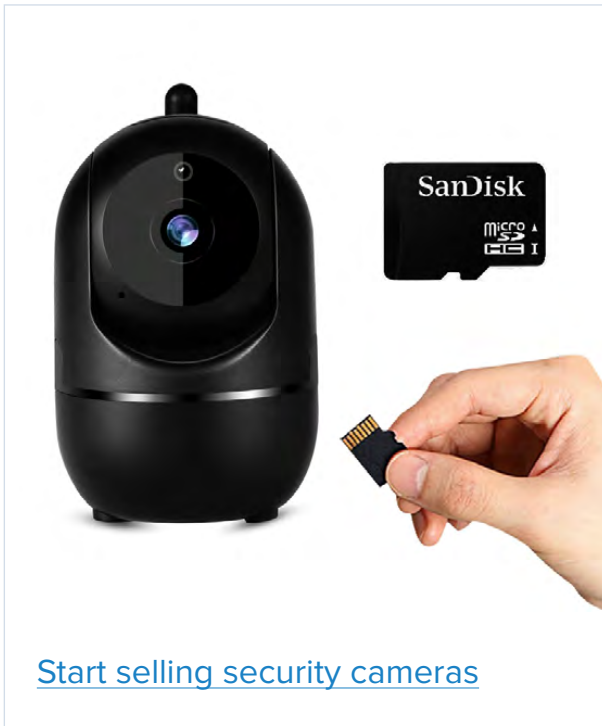
#7. Reusable Smart Notebook



Smart notebooks are the game-changers changing up the notebook industry. Your customers will be able to write or draw in the notebook and it'll be saved to their phone. The pages can be erased with water or heat so you can reuse your smart notebook multiple times. This can save a ton of trees from destruction. The term “smart notebook” gets 33,100 monthly searches proving its popularity. This smart [notebook product](#) has had hundreds of orders in recent months.

You can focus on a few different audiences when selling smart products like this notebook. First, you can target students in university who take notes for class. Notetakers who take notes for students with disabilities could be your ideal target group - it would be easier for those notetakers to use this product. Another audience you can target are artists who want to digitize hand-drawn designs. You can also target people by region as “smart notebooks” is searched for mostly in Delaware, Wisconsin, Missouri, New York, and Connecticut in the United States, according to [Google Trends](#).

#8. Smart Home Security



Most people want a smart home for convenience or security purposes. This smart home security camera tracks humans so you'll always know who came to your door. This can be particularly handy for those who live in houses and regularly have packages stolen from their front porches. There has been an increase in searches for "smart home security" according to [Google Trends](#). And the term "smart home security" gets about 8,100 monthly searches. This particular smart home [security camera](#) has had over

13,300 orders in recent months proving its popularity.

You'll need to stick with a search-based approach as surveillance equipment is [prohibited on Facebook](#). You can target keywords such as "smart home security" or even "home security" or "best home security." By playing around with different keywords, you'll see which terms convert best for you. For "smart home security" the most active searchers tend to be based in St. Helena, Canada, United States, United Kingdom, and Australia. In the United States, the states you'll want to target first are Utah, Nevada, Alabama, Louisiana, and Texas.

#9. Smart Padlock



[Start selling smart padlocks](#)

Safety is an important element of a smart home. Fortunately, it's hard not to feel safe with this smart padlock. You'll be able to lock and unlock doors with your fingerprint. From locking up gates to luggage or bags, you'll feel secure knowing that your access requires a touch of your finger. This [smart padlock](#) has generated over 7,800 orders in recent months. And as the smart home trend keeps climbing, it'll likely become a staple in smart home products. Search volume for "smart padlock" keeps climbing and is expected to [continue growth](#) through 2020.

If you focus on selling your smart padlocks on Google, you might want to target the United States, Canada, India, and the United Kingdom, as that's where most of the active searchers are based. You can create YouTube videos to show how your smart padlock works, benefits of having one, and a call to action. If you post a padlock review video, you might even end up in Google's search results for the term "smart padlock" giving you more visibility.

Smart Home Trends of 2020 According to Experts



Luqman Khan,
[Cliffy B](#)

“People will be able to predict their health conditions and potential risks and threats through smart digitized wearable gadgets like smartwatches.”



Nino Vanich,
Director of Operations
and Marketing of [EWC
Technologies](#)

“Products with voice activation will continue to grow in the market for 2020 because the technology for these products is getting better. Also, voice activation is an easy feature to add to any home or office gadget. Smart home products will gain in popularity in 2020. You will see this in products like smart thermostats, smart ovens and fridges, and smart home security devices like doorbells and cameras.”



Vidya Prabhu,

Tech Writer at [YoungWonks](#)

“In 2020, one can expect home automation systems to evolve to a stage where full integration (including tunable lighting and voice control integration) is on offer. This means much greater compatibility among all smart home products, making it easier to sync up all of one’s favorites into a single home automation system.”



3

10 Best Kitchen Items to Sell in 2020



The best kitchen items to sell in 2020 will make cleaning, cooking, and general use easier and more convenient for customers. From microwave cleaners to multifunction bottle openers, we've been seeing a rise in kitchen products that provide greater value than what's previously been available on the market. So, let's *roll* our way through this list.

10 Best Kitchen Items to Sell in 2020

#1. Microwave Cleaner



[Start selling microwave cleaners](#)

So, we all know how messy microwaves can get. They're hard to clean because they're usually positioned above our eye level. So, it's not too surprising that this [microwave cleaner](#) has been making loads of sales this past month. In the past 30 days, it's generated over 4,300 orders, making it one of the most popular kitchen products on this list. It's likely due to its easy use. Customers simply fill it with water, turn on their microwave, wait for it to create enough steam, and then wipe it down clean.

Searches for "microwave cleaner" have been steady since 2017 with a seasonal peak in December.

If you're selling this kitchen item in the US, you might want to target Ohio, Indiana, New York, Pennsylvania, and Wisconsin as they're the states that search "microwave cleaner" the most according to [Google Trends](#). If you're targeting a non-US audience, you might choose to target the United Kingdom, Australia, Canada, and India as those are the countries that search for "microwave cleaner" the most. You can run Facebook ads targeting those countries who are also homeowners.

#2. Multifunction Bottle Opener



[Start selling bottle openers](#)

What are the hottest kitchen products? Well, believe it or not, this [multifunction bottle opener](#) has generated over 10,400 orders in the past 30 days. Huge. The search term “bottle opener” gets 40,500 monthly searches according to Keywords Everywhere so it’s a fairly popular search-based product. According to Google Trends, search volume has been more or less steady since 2015. But people aren’t just looking to have one-dimensional bottle openers - they’re looking for one kitchen product to do the work of many, which is why this product is so practical.

When it comes to promoting kitchen items like this bottle opener, you might want to start by creating a video ad showing all of its potential uses. You can run the ad on Facebook and Instagram. The countries searching for “bottle opener” the most are the United States, Australia, United Kingdom, New Zealand, and Canada. The American states searching for this item the most are New Hampshire, Rhode Island, Hawaii, Delaware, and Wisconsin. You can run Google Ads targeting these regions first and going after keywords like “bottle opener” and its related keywords.

#3. Embossed Rolling Pin



[Start selling embossed rolling pins](#)

Embossed rolling pins are some of the quirkiest kitchen products you'll find online today. Most people use flat surfaced rolling pins to flatten out dough. However, with this [embossed rolling pin](#), your customers can now add a unique pattern to their dough for baking. During the Christmas season, you can sell embossed Christmas pattern rolling pins for a festive look. And for the rest of the year, you can sell a pretty non-seasonal pattern to make your customers' baked goods beautiful.

To promote this embossed rolling pin, you can create Facebook video ads showing them being used. You can show the difference between an embossed one and a traditional rolling pin. "Embossed rolling pin" gets 8,100 monthly searches so you can also try a search-based approach as well. Countries you might choose to target (according to Google Trends) would be New Zealand, United Kingdom, Australia, Canada, and the United States. In the United States, the states to target first would be Ohio, Washington, Colorado, Indiana, and Wisconsin.

#4. Silicone Cooking Tools



[Start selling silicone cooking tools](#)

Silicone cooking tools have grown in popularity because they're high-heat resistant, stain-resistant, non-corrosive, and safe to use. The term "silicone tools" gets about 5,400 monthly searches which isn't too shabby. According to Google Trends, volume is expected to increase but has been fairly steady making it a reliable kitchen product to sell on your store. This [silicone cooking tool set](#) has generated over 3,100 orders in recent months.

To get your cooking tools into more customers' hands, you can run Google Ads targeting states like New York, California, Florida, and Texas. The countries you'll want to target are the United Kingdom, Australia, the Philippines, the United States, and Canada. You can also run video ads with an explainer on the benefits of having silicone cooking tools while showing them being used. You can run ads targeting homeowners or those who like cooking. You can also run a cooking blog on your store with different food recipes linking out to the items on your store that'll be used while cooking the meal.

#5. Vegetable Cutter



[Start selling vegetable cutters](#)

Multifunctional kitchen products are one of the biggest trends in 2020. This [vegetable cutter](#) allows your customers to grate, shred, or slice their food while cooking. It's generated hundreds of orders in the past month, making it a popular kitchen item to sell. Since July 2014, there's been a sharp growth in searches for "vegetable cutter" and they've been holding steady ever since making this a reliable kitchen item to sell. There are approximately 40,500 monthly searches for the term "vegetable cutter" making it a viable product to sell in 2020.

To slice up the competition, you'll need to run Google Ads targeting countries like India, Sri Lanka, United Arab Emirates, Bangladesh, and Pakistan as those are the countries where people search for "vegetable cutter" the most. If you'd prefer to target the United States, you might want to start with New Jersey, New York, Arizona, Florida, and Illinois. You might also want to create a video of the kitchen items being used so you can show customers the benefits of having this product.

#6. Mandoline Slicers



[Start selling mandoline slicers](#)

Mandoline slicers are another one of the best kitchen items to sell in 2020. While it might not be as practical as our multifunctional vegetable cutters, some people prefer having a one-function product that meets their exact needs. This [slicer](#) has generated over 1,300 orders in recent months and over 350 reviews. And with the term “mandoline slicer” generating approximately 49,500 monthly searches, it’s safe to say this kitchen item is popular.

Promoting this mandoline slicer on Google Ads can be profitable. According to [Google Trends](#), the states you’ll want to target first are Idaho, Washington, Oregon, Colorado, and Connecticut. If you’re targeting an international audience, you might want to start with Australia, New Zealand, United States, Canada, United Kingdom, and Singapore. You can also run Facebook Ads with video ads showing the product being used at home.

#7. Silicone Gloves



[Start selling silicone gloves](#)

The best kitchen items to sell in 2020 might be the ones that use silicone like these [silicone gloves](#). Silicone kitchen products is one of the hottest trends of 2020. These gloves are multi-function as they can also be used for brushing pet hair or cleaning the car, but it will probably be used as a kitchen accessory the most. This product has received hundreds of orders in recent months. It has nearly 300 reviews, which proves its popularity. There are roughly 3,600 monthly searches for the term “silicone gloves.”

When promoting your silicone gloves, you might want to start by targeting the United Kingdom, United States, Australia, South Africa, and Canada. These are the countries where people search for “silicone gloves” the most according to [Google Trends](#). If you’re targeting the United States, these are the states you might want to target first: New York, Washington, Massachusetts, Illinois, and North Carolina. You can run Google Ads or Facebook video ads to highlight your product and its benefits.

#8. Milk Carton Water Bottle



[Start selling milk carton water bottles](#)

[Milk carton water bottles](#) are novelty water bottles that are perfect for when you're camping, climbing, or doing other outdoor activities. In recent months, there've been over 3,300 orders of this product. Searches for "milk carton water bottle" are expected to climb up, though the [Google Trends](#) data shows that this product is a bit more unpredictable unlike other kitchen items on this list. The term also gets 2,400 monthly searches according to Keywords Everywhere so there is some search traffic for this product.

This product is mostly searched for in the United States, so it might be a good idea to start targeting ads towards the US. However, since there's no significant search traffic from other countries, you can lead the market by running ads internationally to see which countries convert best. You might start by expanding into Canada, Australia, and the United Kingdom, and then increasing your international reach as you start figuring out which countries convert best. This product is still new enough that it can reach a bigger international audience and you could be the lucky one to do that.

#9. Spin Mop



[Start selling spin mops](#)

This [spin mop](#) is one of the best kitchen items you can sell to your customers.

Over the past few months, it has generated over 6,528 orders making it a great sell. The product also has over 3,000 reviews with a 4.8 out of 5 star rating. The mop can help your customers clean their floors without having to hand wash their mop. The term “spin mop” gets 49,500 monthly searches according to Keywords Everywhere. Google Trends shows that the same search term has been getting steady search traffic since 2016, making

this a reliable product to sell on your store. You might choose to have a collection of cleaning products on your store and include this mop in that section.

“Spin mop” searches are most common in Singapore, Puerto Rico, Australia, Canada, and the United States. The states that search for it the most are West Virginia, Florida, Louisiana, Arizona, and Kentucky. So, when running ads you can start by targeting those areas first. You might choose to run Google Shopping Ads targeting those countries. You can also run Facebook Ads showing your mop being used and its key benefits.

#10. Reusable Silicone Lids



[Start selling reusable silicone lids](#)

As we've already established, silicone kitchen items are one of the biggest trends in 2020. As a result, these [reusable silicone lids](#) are boiling their way to the top. With over 3,500 orders in recent months, this lid set is a great kitchen product to sell this year.

They come in six different sizes so customers have variety in what they can store. Customers can also choose which color they want the set in: blue, pink, white, or yellow. Searches for "silicone lid" are climbing up. And

with 4,400 monthly searches for the term, there's also some search traffic for the product as well.

You can start marketing your silicone lids by targeting American states such as Oregon, Michigan, Wisconsin, Minnesota, and Colorado. You can also broaden your audience by targeting countries such as New Zealand, Australia, United States, United Kingdom, Canada, Hong Kong, and Ireland. These are the countries where people search for "silicone lids" the most, according to Google Trends. You can also run Facebook Ads creating video content showing the many uses and benefits of your silicone lids.

Kitchen Products Trends in 2020 According to Experts



Bintu Hardy, Food Blogger
of [Recipes From A Pantry](#)

“I believe we will continue to see the rise of the air fryer in 2020 with more and more people looking to enjoy their favorite indulgent food but healthier. I think with the start of a new decade, people will continue with resolutions to lose weight and be healthier. I believe these people will become more involved in the keto or paleo diets, taking more control over the food they are putting into their bodies.”



Alex Johnson,
Creator of [Medmunch](#)

“Following on from the popularity of veganism in 2019, plant-based diets are set to become even more popular in 2020. Naturally, this will translate into the kitchen. Aerogarden kits will likely be found on more of these diets as more people look to grow their own food. These devices are essentially indoor gardens that tell you when to water, add nutrients and change the light to replicate the sunlight hours. No dirt or gardening experience is needed. This makes them great for growing fresh herbs cooks can use all year round to add a range of delicious flavors to their arsenal. From dill and parsley to basil and mint, the opportunities are endless. As many of us go to greater lengths to be more environmentally friendly, expect to see more people grow their own herbs to reduce the carbon footprint of their produce.”



4

10 Best Women's Clothing Items to Sell in 2020





Women around the world are getting ready to upgrade their closets with the latest women's clothing for 2020 – and your store can cash in on these new fashion trends. The trendy clothes on this list make up some of the hottest fashion trends women will be snatching up over the year.

This list of women's clothing will be updated throughout the year so that you can always sell women's fashion women actually want to wear.

10 Best Women's Clothing Items to Sell in 2020

#1. Animal Socks



[Start selling animal socks](#)

There are two wildly popular niches that always rack up the sales: pets and women's fashion. Combining the two powerhouses often leads to sky-high sales. No wonder [animal socks](#) are one of the best women's clothing items to sell in 2020. Searches often soar in December for the term "animal socks" because of holiday shopping as fashion's peak season tends to be in November and December each year. The term "animal socks" gets about 4,400 monthly searches - not too bad, especially since these are more likely to

be an impulse buy and not a search-based buy.

To promote your animal socks, you'll likely want to focus on Instagram. The pet niche is huge on the app so you can pair up with specific animal pages to cross-promote your socks. You can pay for shout-outs on fan pages for pandas, monkeys, and other animal socks you sell. By requesting an Instagram Stories shout-out, you can benefit from getting traffic directly to your site rather than having people find the link in your bio. You can also target people based on their interests, targeting specific animals.

#2. Lambswool Coat



[Start selling lambswool coats](#)

Sometimes the most popular women's clothing isn't flashy, but comfy. And boy, does [this lambswool coat](#) look and feel comfy! This is a great women's clothing product to sell in the cold winter months. It's one of the most popular women's fashion items, too.

This product has been purchased over 2400 times in the last few months. It comes in nine colors from red to army green. It's also available in sizes S to 3XL, allowing you to sell these items to women of all sizes.

Want to bundle up more women in trendy clothes like this [coat](#)? Reach out to [influencers on Instagram](#), such as fashion bloggers who have massive audiences. Offer them compensation to take a picture wearing your product and tag your brand in the post.

Customers will likely post comments like "I need this" or "I want this" in the post's comment section.

Reply to their comments or send them a DM to let them know your store carries it in case they don't automatically check your brand's brand page. On the day the influencer posts about your [dropshipping store](#), change the URL in your bio to that exact product page so that customers can find the product by clicking your [Instagram bio](#) link.

#3. Oversized Sweater



[Start selling oversized sweaters](#)

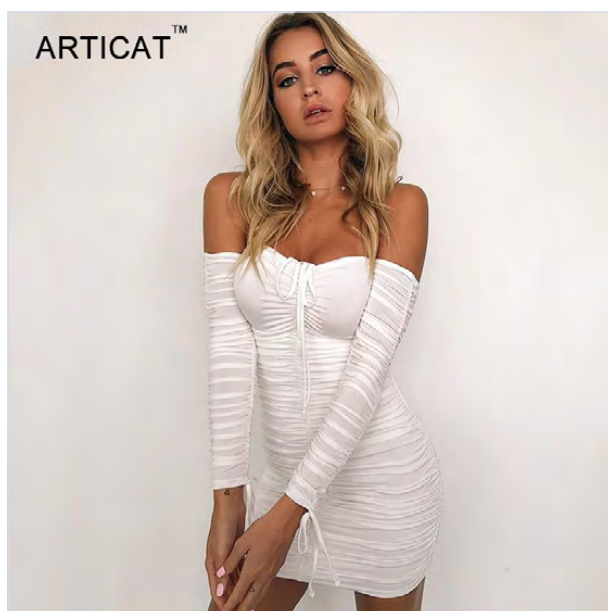
Women's clothing items like this [oversized sweater](#) proves that even practical sweaters can be considered trendy clothes. This long-sleeved pullover is oversized, meaning that you can add extra layers underneath for the colder months.

It comes in five different fashionable colors including brown, red, beige, black, and white. There have been hundreds of orders on this [single sweater](#) in the past 30 days, and thousands in the past six months.

The way to attract more customers to this [oversized sweater](#) is by [creating ads on Instagram](#) and Facebook. You'll need to test out a variety of targeting options. Since you're selling sweaters, you'll likely want to [target countries](#) that are currently having colder, winter weather.

For example, in January, Canada and northern states have colder, harsher climates. However, a country like Australia is having their summer during the same month. Be sure to keep that in mind when [marketing your products](#).

#4. Bodycon Dress



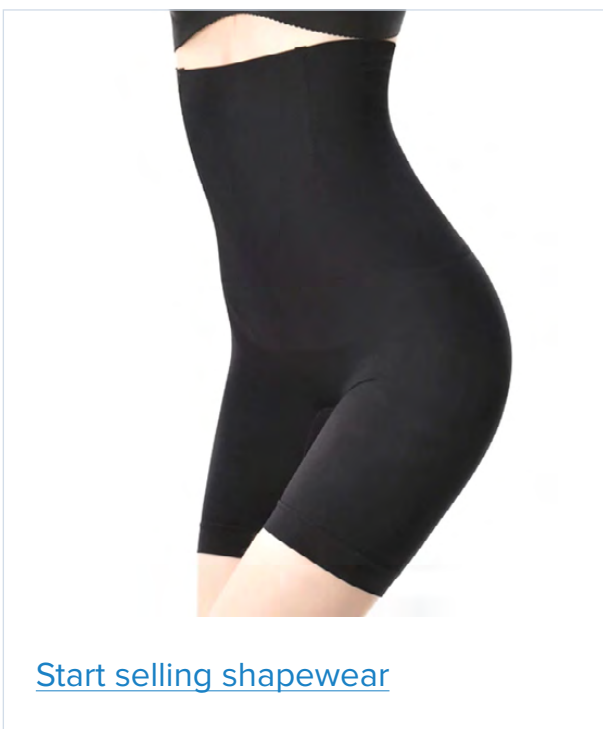
[Start selling bodycon dresses](#)

Bodycon dresses are so popular they could almost be a niche on their own. With 201,000 monthly searches, it's no surprise that women love wearing form-fitting dresses when they head out on the town. One dress that's expected to do particularly well in 2020 is this [off-shoulder bodycon dress](#). In recent months, it's racked up over 6,800 orders proving its popularity. Peak season for bodycon dresses tends to be around September which tends to have a sharp spike. This could likely be due to wedding season, as September

is one of the most popular months for weddings, and bodycon dresses are popular among wedding guests.

You can run ads on Facebook and Instagram to get the impulse buy. You can target women in their 20s and early 30s who follow popular bodycon brands. Think Pretty Little Thing, Lulus, and BooHoo. By targeting fans of those pages, you'll likely find the audience that would shop and buy bodycon dresses from your website. You can also run a search-based play targeting keywords like "bodycon dresses" and related keywords in Google Shopping. For Google ads, the most popular regions searching for this type of dress are Maryland, Delaware, Louisiana, Mississippi, and New York. So you might want to start there.

#5. Shapewear



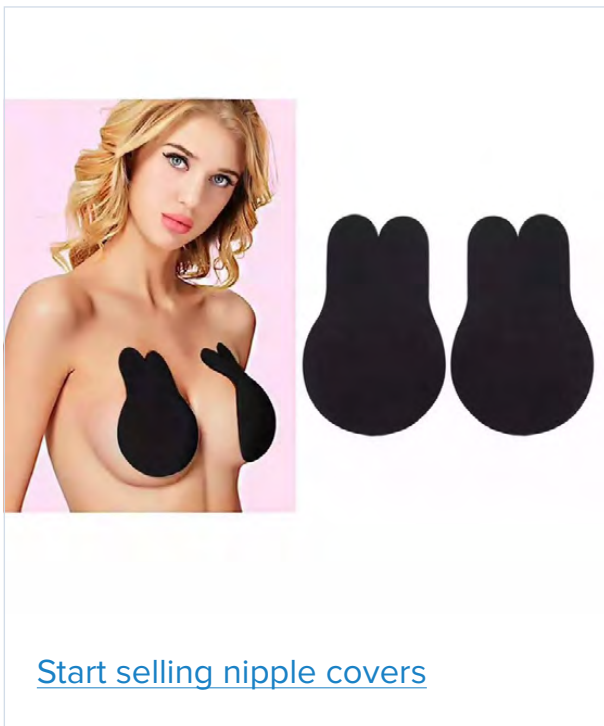
Whether a woman has just given birth or has put on a couple extra pounds, she may feel uncomfortable with the appearance of her stomach. As a result, she turns to a product like [shapewear](#) to help create a slimmer figure.

Wearing shapewear underneath clothing makes your tummy appear flatter, creating a slimmer silhouette. According to [Google Trends](#), “shapewear” searches have been climbing for a couple of years now.

Direct women towards [this shapewear](#) by targeting [Facebook ads](#) towards women who are classified as “New Parents”. By doing this, you’ll find women who may feel self-conscious about their midsection after birth.

This can help them fit into their clothing without buying a new wardrobe or spending hours at the gym.

#6. Nipple Covers



Your customers can't wear a bra with every dress they buy. Many people use sticky bra cups or nipple covers to wear their dress without flashing their goods. These [nipple covers](#) provide a breast lift to create cleavage in the dress they wear. They're so popular, they've generated over 2,900 orders in the past month. They're likely to continue to skyrocket into popularity throughout 2020.

You can promote your nipple covers via Google Shopping ads. There are several different key terms you can target such as "nipple covers," "bra tape," "stick on bra," and others just like it. There is quite a bit of search volume for any of the keywords. You'll have to play around a bit to see which keywords convert the best for your business. If you focus on a bra, lingerie, or shapewear store, you should consider creating a blog on your website where you create blog content around your products and content your customers would find valuable. You'll need to pick high volume keywords you can revolve your content around so that each article brings relevant traffic to your blog.

#7. Cat Hoodie



[Start selling cat hoodies](#)

When you cross women's clothing with cats, you get the *purrfect* combination for a winning product. Each year, we see several clothing items for cat lovers skyrocket to the top of the sales leaderboard. The cat niche is a super popular one and when you pair that with women's fashion, it's easy for sales to shoot up to the top. You can either include [this product](#) on a pet store or on a women's fashion store and it would likely perform well on both. This highly popular item has received hundreds of orders.

You can promote your cat hoodie on Instagram and Facebook targeting women who like cats or are fans of cat pages. Play around with age groups such as 22-34, which would likely be your ideal audience. You can reach out to cat Instagram pages offering compensation for a shout-out in a post or in Stories.

#8. Leather Jackets



[Start selling leather jackets](#)

With over 360,000 monthly searches for “leather jacket,” it’s pretty safe to say that this evergreen fashion trend is one that you can count on being popular in 2020 and years to come. For this section, we’re going to share two leather jacket styles that you can sell on your store in spring 2020.

This [red leather jacket](#) has had just over 1500 sales in recent months – a sure sign that people’s interest in this spring jacket is picking up. It also comes in four other colors: black, pink, sky blue and red giving your customers a pretty

decent choice selection to choose from.

This [motorcycle jacket](#) is also another potential leather jacket to sell on your store. It comes in a few different colors. Help your customers add an edge to their look by promoting these leather jackets on your store.

A great way to promote them would be to reach out to influencers. The jacket style is attention-grabbing, especially the [vibrant red jacket](#). If [customers](#) see influencers wearing the jacket, they’re more likely to envision themselves wearing it. You can create ads using the influencer’s photos, as long as you’ve got their permission, and you can use their influence to help sell more of them on your store.

You can also try working on an SEO strategy by [creating content](#) about leather jackets on your store’s blog. Keep in mind that you’ll need to devote a few months to this practice so be sure to start a few months before the spring and autumn seasons arrive.

#9. Floral Spring Jacket



[Start selling floral spring jackets](#)

Nothing says spring and summer 2020 better than floral patterns taking over your wardrobe. Fortunately, there's a never-ending selection of floral women's clothing items on Oberlo.

You can stock up your store with products like this [floral spring jacket](#) which has had over 100 orders in the past month or this [floral skirt](#) which also has a lot of potential.

And of course, you can also sell [floral dresses](#), bathing suits, and other

women's clothing items with a floral pattern. [Google Trends](#) shows that between March and July search volume is at its highest for the keyword "floral clothing" so that would be the best time of year to sell women's clothing with floral patterns.

You can create Facebook and Instagram ads targeting women in their twenties and thirties to help promote your floral apparel. Create ads that lead directly to the [product page](#) of the product you're selling (the one in your picture) so that customers can find the exact product with ease.

You might end up adding a floral section under a Trends collection for the spring and summer seasons that customers can browse as well. You could also add recommended products that feature a floral pattern for customers to see the other designs as well.

#10. TV Blanket



[Start selling TV blankets](#)

In the cold, winter months of 2020, we'll be seeing more people bundling up with [TV blankets](#). This isn't a blanket you wrap around yourself. Nope. It's one you wear. Hoodie and all.

The product has generated over 2,800 orders recently proving that people really do just want to lounge around on their couch. The fleece blanket is sure to keep your customers toasty and warm during the brisk winter nights. It comes in two colors: red and blue.

There's also an upsell version where you can sell two blankets in a single order which can help increase average order value.

To sell these blankets, you can go after keywords like "snuggie." You can't include the word in your ad as it's trademarked, but you can still target the keyword in your ads as it has 74,000 monthly searches and the product is similar in nature. You can also run Facebook ads targeting women ages 25-45. You might try to target people who are fans of the Snuggies page as the audience is likely to overlap.

What The Experts Say About Women's Fashion Trends in 2020



Erum Ilyas,
CEO & Founder,
Certified Dermatologist
[AmberNoon.com](https://www.AmberNoon.com)

“The wellness trend for health and beauty is taking on a whole new life as clothing is factored into the discussion. Fashion trends for 2020 and onwards will start to look more to clothing and textiles to provide both style and function. Sun protective clothing, antimicrobial, moisture-wicking, insect repellent, and eczema relief are some of the many functions that textiles and clothing have started to take on. As these functions take shape, to reach a larger audience adding style and beauty to the use of the textiles makes them more widely available and practical to add to any wardrobe. The functional clothing trend has been elevated to the next stage of environmental and health awareness by contributing less to fast fashion trends and focusing on styles that are timeless.”



Malvika Sheth,
Fashion Blogger of
[StyleByMalvika](https://www.StyleByMalvika.com)

“I’m excited to see what the next season of shows this February has to offer, but judging from the shows I attended in New York, Milan, and Paris this past September for the Spring/Summer 2020 season, I saw a lot of big handbags, black and white looks, blue and brown color pairings, glossy lips and ponytails. Overall, slicked-back hair with classic, well-fitted looks seems to have remained a popular go-to. I believe we just might start seeing these classic looks with different color pairings based on season, as well as the addition of layered, yet minimal jewelry and larger than usual handbags to personalize those classic looks as we continue through 2020.”



Kristian Lorén Lopez,

Fashion Designer of

[Kristian Lorén](#)

“The upcoming year, 2020 is the beginning of a new decade where traditional fashion norms are forgotten. You’ll see more lingerie worn as daywear, which will no longer be reserved for just after hours. Bustier, corset-inspired tops, romantic shirts and skirts trimmed with lace are in. We’ll see a lot of mixing and pairing of plaids and prints that aren’t typically paired together, and soft silhouettes paired with structured pieces. We’ll also continue to see a rise in streetwear. With more start-up businesses, there is an increased desire for casual business attire. There is more acceptance for casual, streetwear, and light business attire. The next year marks the decade of ‘liberated comfort but make-it fashionable.’ This year solidifies the era of smart fashion. Technology, sustainability, gender fluidity, and utility fashion is becoming a key factor that is en vogue. Shoppers are no longer concerned with only looking good, they want products that do not harm the earth, which are trans-seasonal to avoid polluting the planet through fast fashion and they want gender-fluid fashions.”



5

10 Best Men's Clothing Items to Sell in 2020





In 2020, men's style will be evolving more than ever. You'll still see some of the popular staples like plaid shirts bringing in a ton of sales. However, you'll also discover that athleisure will be changing up the game for men everywhere. Compression shirts are also a big hit.

So let's dive into the top men's clothing items you'll want to stock in your stores in 2020.

10 Best Men's Clothing Items to Sell in 2020

#1. Men's Plaid Shirt



In 2020, people will be mad about plaid. There was a sudden growth in search volume for “plaid shirts” in September 2018. But let’s be honest, plaid is an [evergreen style](#) that’s popular year after year. And hey, it’s been [steadily growing](#) each year too.

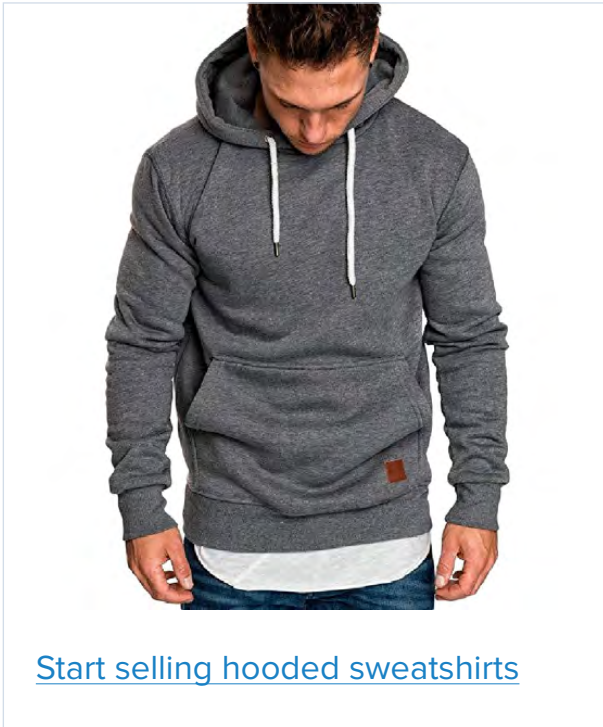
So, if you’re selling in the men’s fashion niche, make sure you have several different plaid styles available on your store like this [plaid shirt](#). It has had over 1,000 orders in the last six months, proving that this is a timeless item of clothing men really want.

When it comes to men’s clothing, you want to make sure every style of the [plaid shirt](#) is visible.

So instead of having all these styles hidden on this one product page, you can actually “Split Product” under “More actions” in Oberlo, which will create separate [product pages](#) for every style on that product.

How does that help you? It shows that you’re adding more products to your website which gives you an increased chance of getting found through search engines like Google. But remember, you don’t want to write the exact same copy on all those product pages. That’s called duplicate content, and it can hurt your Google rankings long-term.

#2. Hooded Sweatshirt



[Start selling hooded sweatshirts](#)

Men's clothing needs to be fashionable, but appropriate for everyday wear in order to sell well. Fortunately, this [hooded sweatshirt](#) fits that combo perfectly

This product's sales have remained steady over the past six months, with over 1,600 orders. This sweatshirt comes in seven colors: black, white, khaki, burgundy, and more.

The neutral tones of this sweatshirt prove that this isn't just another men's fashion fad but perfect for men to wear for years to come as well.

Promoting [these sweatshirts](#) will involve a mix of [influencer marketing](#) and [Instagram marketing](#). You can reach out to male influencers on Instagram and ask them to wear, photograph, and share your sweatshirt with their audience.

When the post goes live, you can DM all men who comment on the post to try to encourage the sale of your sweatshirt. Take notice of the people who say they like the shirt. They might be a great [target audience](#). Figure out what those men have in common and create an ad targeting that interest.

For example, if you find men who work out a lot tend to want this sweatshirt, you might use fitness keywords to try to attract your audience with your ad.

#3. Wool Coat



[Start selling wool coats](#)

Men's clothing can take the average guy and turn him into a fashionable, sophisticated one. All it takes is a simple [wool coat](#) to do the trick. With over 27,000 monthly searches for the keyword "men's wool coat" in Google each month, it's clear that this clothing piece is a must-have in every man's closet.

Oberlo has a few wool coats you can choose to experiment with and sell on your store, like [this one](#) or this [wool sweater jacket](#) or this [wool jean jacket](#).

When promoting these wool coats, jackets or sweaters, you can add them to a specific product category called "Wool Coats" so that men searching for wool coats will see all the options you have on your store.

Since there is a substantial search volume for that keyword, as mentioned earlier, you can begin to rank for the keyword over time.

All you have to do is continue to add [new products](#) regularly and remove unpopular products that don't sell well to better optimize your product collection. You can also create [Google Shopping ads](#) or search-based ads to help attract more people to your store's wool coats.

#4. Men's Compression Shirts



[Start selling men's compression shirts](#)

Last year we saw a rise in men's shapewear. [Compression shirts](#) will be a niche in tip-top shape for 2020. According to Google Trends, there's been a [rise in search volume](#) for "compression shirts" proving that it's a viable and popular product to promote on your website. There are 27,100 monthly searches for that keyword but that number will likely continue to grow throughout the year.

Men are buying compression shirts because it keeps muscles warm during workouts and prevents muscle strain. You can choose to have this item on a fitness store, a fitness apparel store, or a men's fashion store.

A search-based approach will likely work best for this product. According to Google Trends, searches for compression shirts are most popular in New Mexico, West Virginia, New York, Alabama, and Nebraska. So you might want to start by targeting those states first. You can run Google ads to get immediate sales on day one. However, if you're focusing on a fitness apparel store for men, you might want to create blog content around the topic such as "benefits of compression shirts" to help drive organic traffic to your website. Of course, you'll still need to optimize your blog posts to drive eyeballs to your product pages, though.

#5. Bomber Jacket

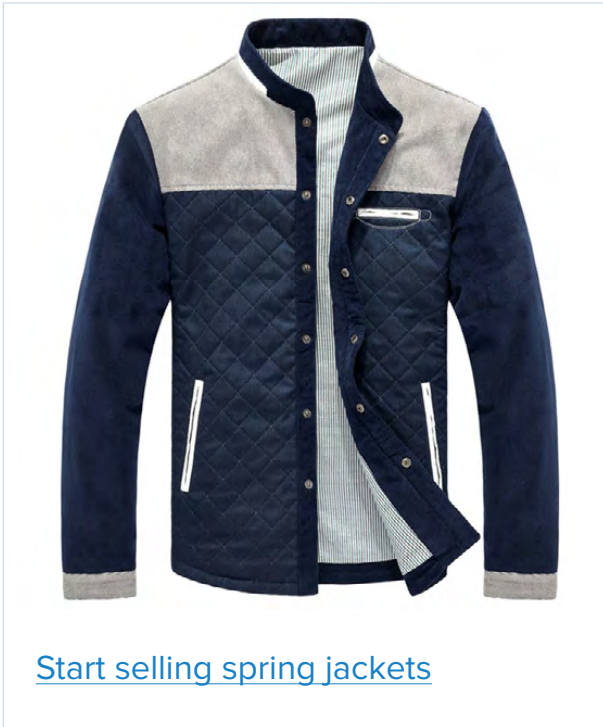


[Start selling bomber jackets](#)

In the springtime, we'll see more men wearing bomber jackets again. Surprisingly, peak season for purchasing these jackets isn't actually in the spring. Instead, November and December tend to be peak season for searches – at least that's what the [seasonal trends](#) show in Google Trends. Despite the seasonality of the product, we're seeing greater rises during peak season proving that bomber jackets are *exploding* right now. [This one](#) has generated over 1,500 orders recently so it might be a good product to add to your store.

There are 301,000 monthly searches for the term “bomber jacket.” The term is most searched in the states of New York, California, New Jersey, Illinois, and Maryland. So you might want to start your Google Shopping ad targeting there. You can add this jacket under the keyword “bomber jacket” while playing around with other related keywords to see what helps you convert sales at the best price. Of course, this will take some trial and error for you to see what works best.

#6. Spring Jacket



This spring jacket has been springing up in sales, especially in recent months. Over 560 customers have placed orders for this [spring jacket](#) or one of the other two styles.

Even though this jacket has a casual look, it can still create a polished men's style making it perfect for everyday wear in the spring and autumn months.

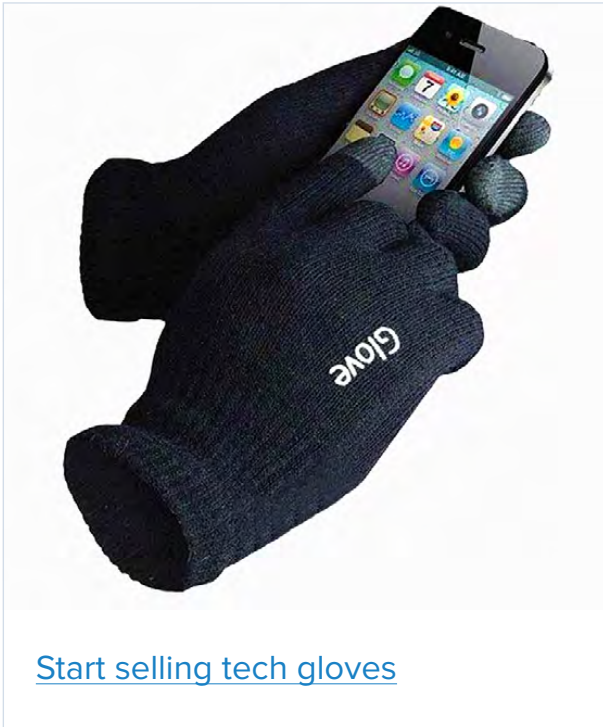
The jacket also comes in five sizes, ranging from M to XXXL, to help store owners reach a bigger audience. To

help you [attract more sales](#) for your men's fashion store you might want to channel some help from male [influencers on Instagram](#).

Men with large, engaged, male-dominated audiences might be good partners to help elevate your brand. The influencer can post an image or a video of them posing in your store's jacket.

You'll likely get sales from it so long as they tag your brand in the post, but feel free to also DM people commenting about your product in the post's comment section.

#7. Tech Gloves



[Start selling tech gloves](#)

Nobody wants those cheap winter gloves that make it impossible to text or use your phone. Fortunately, there's been a rise in [tech gloves](#) which allow you to do just that – while keeping your hands nice and toasty.

These gloves can also be used for motorcyclists and winter sports enthusiasts. The sleek, thermal design makes it perfect for everyday wear in the winter months, and its appearance is perfect regardless of whether you dress up or down.

When targeting customers for tech gloves, you can start by [targeting countries](#) with colder climates during their winter season. You can also target people based on the mobile device they use.

Also, you might reach out to someone who has an iPhone and recommends these gloves to them so that they can use their phone while walking outdoors.

#8. Mandarin Collar Shirts



[Start selling mandarin collar shirts](#)

Asian-inspired clothing is one of the popular trends in men's clothing. In the summer months, we'll be seeing loose and thin clothing to prevent overheating. And we also see a rise in products like this [mandarin collar shirt](#). While most people tend to focus on the United States for men's clothing, international audiences will also generate a tone of sales in the men's clothing space as well. By broadening your audience reach, you can capitalize on sales from underserved markets in Africa, Asia, and Europe.

This product has generated over 4,800 orders in recent months. Notably, it comes in larger XXXL and 4XL sizes. This is likely so that you can promote it to people in the United States who generally have larger body sizes than people in China.

Selling men's clothing like this mandarin collar shirt will require some form of advertising. You can run Google Shopping ads targeting keywords like "mandarin collar shirt" which has 14,800 monthly searches according to Keywords Everywhere. Or even "collarless dress shirt" which gets about 4,400 monthly searches. You can also run Google ads targeting various subregions. For example, if you take a look at Google Trends, it shows that these keywords are searched most often in New York, New Jersey, California, Illinois, and Florida. This can help you better narrow down your targeting so you attract the right people.

#9. Men's Joggers



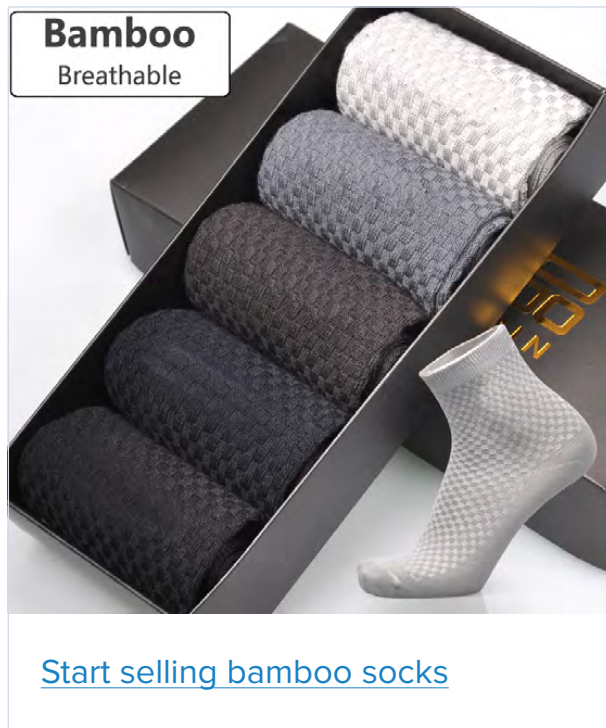
[Start selling men's joggers](#)

Streetwear is one of the most popular men's clothing you can sell. When it comes to men's clothing, you'll want to sell these [men's joggers](#), which have been racking up hundreds of orders. You can promote these joggers with sweatshirts or a pair of shoes to sell an entire outfit to customers interested in streetwear. According to Google Trends, searches for "streetwear" are [trending upwards](#). You could actually create an entire brand around men's streetwear clothing as it's quite popular.

Keywords Everywhere shows that there are 201,000 monthly searches for the term making it a viable niche right now. It has been growing for a while now and could very well continue to be popular over the next few years.

You can target men who are interested in hip hop and create lookalike audiences of popular streetwear brand pages to promote your men's joggers. Run Google Ads for streetwear related terms so that customers can find you as you build your domain authority. You can create blog content around streetwear related key terms to help Google understand that your store is a streetwear brand.

#10. Bamboo Socks



Bamboo socks have been growing in popularity because they're soft, antibacterial, sustainable, and chemical-free. So if you're looking to stock up on a great product to sell, these [men's bamboo socks](#) are the way to go. In recent months, they've generated over 8,000 orders. And the term "bamboo socks" gets about 22,000 monthly searches. So while this is a niche type of sock, there is definitely an audience looking for them. This product could also be very popular on an eco-friendly store if you're not looking to start a men's clothing store in 2020.

Bamboo socks can be promoted on Google with Shopping ads. You can target the main keyword "bamboo socks" and other related terms to generate views to your products. You can also create a video on Facebook where you list the benefits of bamboo socks in the video to help entice people to invest in this product and buy from your store. If you decide to go the eco-friendly route, you can write content around the benefits of bamboo socks while including a link to your product in the post so people can find and buy your products.

Men's Fashion Trends in 2020, According to Experts



Tori Famuyiwa,
fashion designer of [Toriola](#)

“A few men’s fashion trends I see taking off in men’s fashion in 2020 are bell bottoms, 70s and 80s retro fits, bold jewelry, and shirt dresses just to mention a few. This trend has expanded the adventurous men’s clothing options while leaving him lots of room to explore the newfound freedom that comes with having lots more options and fun with fashion. I see men’s fashion embracing what was considered feminine silhouettes, bringing us closer to the age of gender fluidity and getting away from stereotypes and rules.

The Gen Z population are on the front end of this new gender-bending wave and its quickly pulling in Millennials, celebrities and influencers, and any man who dares to be different. In 2020, you will see more men in florals, pastels, sequins, lace, and sheers than we have seen in many generations. Get ready for a fun, colorful ride with men having fun in the new fashion revolution.”



Andreu Fernández,
Founder of [Hockerty](#)

“In 2020, we believe men’s fashion will have a mixture of colorful trends and a return to old classical trends. We expect fabrics to be trending.

- Pinstripes are coming back. Once favored by bankers and businessmen, for SS20 the fabric feels contemporary and chic
- Ultra-extra animal print: from silk tiger-stripe camp collar shirts to the leopard-print extravaganza
- Double-denim: combos of jeans plus shirts or jackets

In terms of classical trends, we expect to see:

- Pockets, lots of pockets: field jackets, safari jackets, and field-safari hybrids
- Oversized Oxford shirts: the bigger, the better
- Super-shallow double-breasted items

However, these men’s fashion trends will have a minor impact on men’s business fashion. We expect suits to be less slim, fabrics to include more stripes and the appearance of field jackets as a complement to the suit. We could also start seeing more of the double-breasted jacket.”



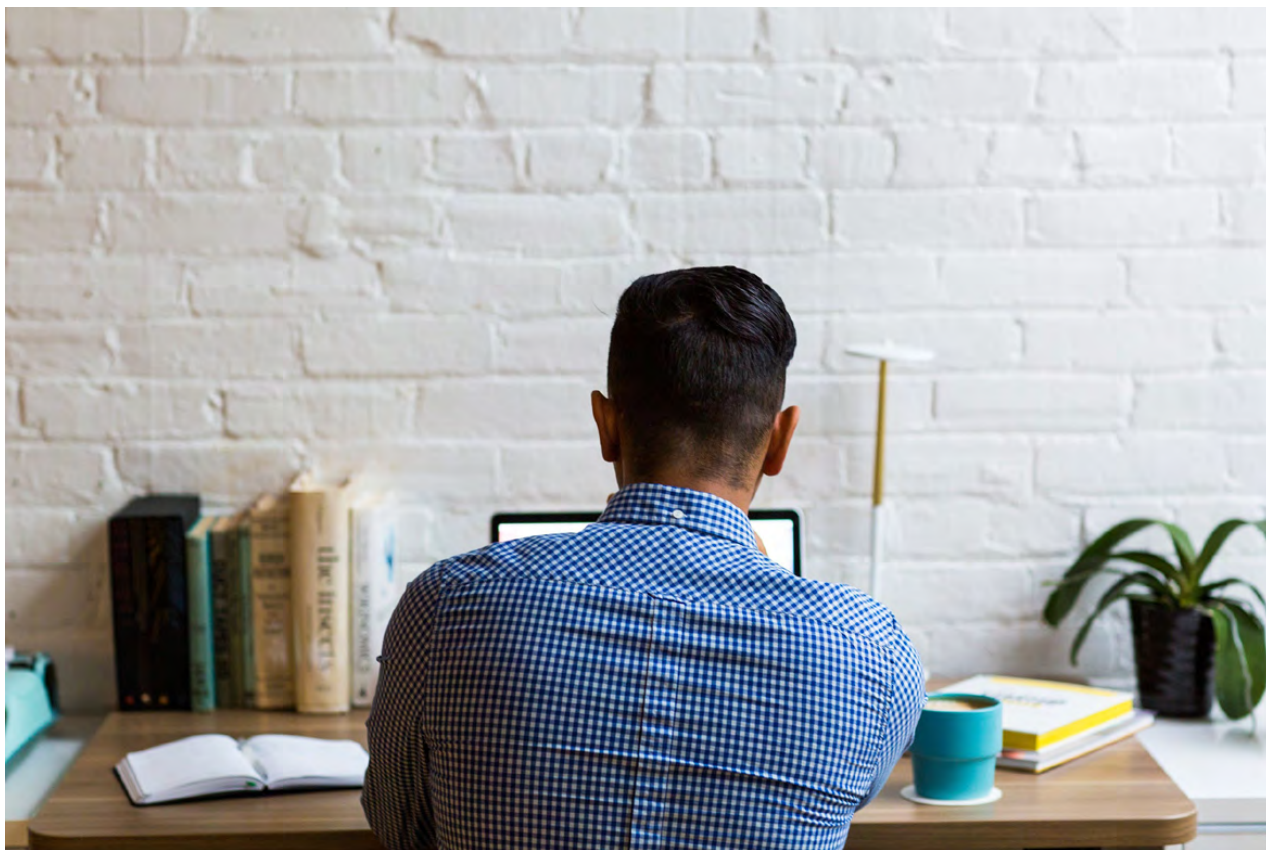
Jake Smith,
Founder of [Smithers](#)
[Swimwear](#)

“The team at Smithers Swimwear has singled out the leading fashion trend for 2020 to be a nod to the 90s. The focus for Smithers this season is on the classic men’s swim brief. There’s been a wave of men shifting away from board shorts and embracing the speedo-style cut which was all the rage in the 90s in Australia. Sometimes less really is more! And the same applies to our prints too. We’ve avoided the gimmicky designs and kept things simple with low key lines and signature stripes. The 90s really come to life through our color palette with bright pinks, vibrant blues and mint green in the mix.”



6

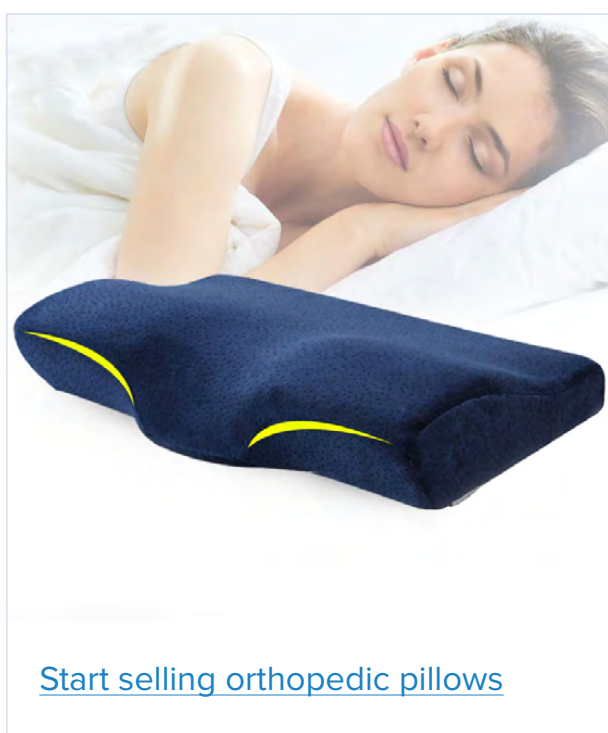
10 Best Home Products to Sell in 2020



Looking to spruce up your customers' homes in 2020? Well, these home products will be a game changer this year. Below are some of the most reliable, quirky and fun home products people want – no, need – in their lives. So, don't forget to add these household items to your [online stores](#)!

10 Best Home Products to Sell in 2020

#1. Orthopedic Pillows



[Start selling orthopedic pillows](#)

One of the best home products to sell in 2020 are [orthopedic pillows](#). These memory foam pillows conform to the shape of your head to give you a comfortable position during your good night's sleep. The search term "orthopedic pillows" generates 14,800 monthly searches according to Keywords Everywhere. You can also jump on relevant keywords like "memory foam pillows" which has 60,500 monthly searches according to the same tool. Sleep products are always wildly popular, so whether you

start a home products or sleep store, this pillow will likely be the perfect fit.

You can sell home products like this pillow by focusing on a search-based strategy. You can run Google Shopping ads for keywords like "memory foam pillows" or "orthopedic pillows" and similar keywords. Don't be afraid of choosing keywords with smaller volume as well as you may find some that convert well. You can also create video content to share and show the benefits of having this product. You can run the ads on Facebook to find customers who may be in the market for a new pillow.

#2. Bath Towel Cap

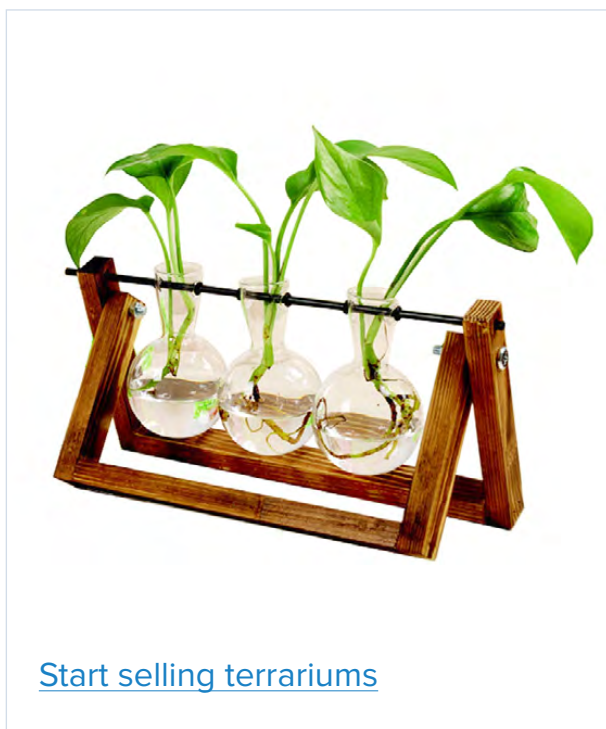


[Start selling bath towel caps](#)

Every woman knows the struggle of having a massive towel on her head after coming out of the shower. Fortunately, there's a compact home product you can sell to her: [a bath towel cap](#). It's designed to dry the hair faster and with less bulk. The term "hair towel" has seen [massive growth](#) in recent months when it comes to search traffic, so this is definitely one of those home products with high demand. In recent months, this product has even had over 20,000 orders proving its popularity.

Selling this product will likely be easier on Facebook and Instagram. You can post influencer created video content on Instagram to promote your hair towel on social media. You can also ask the influencers to share it with their audience as well so you can get a bigger audience of people finding it. You can run video ads promoting the towel cap targeting women aged between 18 and 34. You can also reach out to beauty fan pages to have your video shared with their audience. You'll need to pay a fee to make this happen but it'll likely cost less than the cost of creating the video in the first place.

#3. Terrarium



Terrariums have been selling well for a while now and in 2020 we'll continue to see their sales rise. Take [this terrarium](#) for instance. There are 450,000 monthly searches for the keyword "terrarium" proving its popularity. Then, there's a bunch of search volume for related keywords such as "terrarium plants" or "terrarium diy." And with thousands of orders placed on only [this terrarium](#) alone, it's safe to say that this is a worthwhile niche to explore.

To promote home products like this terrarium, you can focus on two key channels: Pinterest and Google. Both are search-based platforms. You can add your terrarium products to the platform optimizing them for keywords. Customers then find the pin, engage with it, or click through to your website. You can also invest in Pinterest ads to get immediate sales for your products.

Another option is to focus on Google. With hundreds of thousands of monthly searches, you should consider running ads to your website. You can also build out blog content about terrariums to help Google identify your website as a terrarium store.

#4. Pet Grooming Products



[Start selling pet grooming products](#)

So, we all know that shedding is an annoying problem for many pet owners. Dog and cat hair ends up all over your clothes, furniture, and floor leaving you feeling like no matter how often you clean, it's never enough. Fortunately, this home product helps you [groom your pet](#) by gathering their hair before it ends up on the floor.

Pet grooming is a [pretty stable niche](#) as search traffic for it has been steady for a few years now. Notably, there are 110,000 monthly searches for “pet grooming”, making this a great niche to tackle if you’re in the pet space.

The pet niche is very popular across visual platforms like Instagram or Facebook and via search. A great place to start would be to create your own pet fan page.

You can [repost](#) other people’s pet pictures (with their permission, of course) to build your own pet brand. Occasionally post product pictures and videos to [drive sales on your store](#).

Another way to tap into early sales on your store. You can reach out to existing pet fanpages and pay them for a post on their page. When I worked in the pet space a few years ago, reposts on fan pages often cost between \$30 and \$200 depending on the size of the audience. This was drastically lower than the typical sponsored post of an influencer.

#5. Makeup Organizer



[Start selling makeup organizers](#)

Some of the most popular home products are storage and organization products. This [makeup organizer](#) can help organize messy drawers and better organize makeup products.

In the past 30 days, this organizer has amassed over 210 orders proving its popularity. The storage organizer comes in three colors: black, white, and pink.

While its main function is as a makeup organizer, you can also position it as an organizer for some other function, such as a kitchen organizer, jewelry organizer, or art supply organizer.

You can position this home product in many ways, which allows you to reach a wide range of audiences. For example, if you take your own custom photos, you can create photos that target the kitchen, school supplies, jewelry, beauty and men's grooming niches.

With this single product, you can capitalize on sales in many niches. This will allow you to increase your sales by serving different [market segments](#). So you'll likely want to explore [Facebook ads](#) to help you target whichever segment you hope to attract to your store.

#6. Burrito Blanket



[Start selling burrito blankets](#)

Not all home products are serious. Sometimes they're quirky and fun. Kinda like this [burrito blanket](#), your customers don't realize they need until they see it. With over 3,700 orders in recent months, this novelty blanket proves to be a funny home product to purchase. But one thing you won't laugh about is the massive search volume that's wrapped around this little keyword. The term "burrito blanket" gets about 110,000 [monthly searches](#).

Instagram will likely be the platform where you promote your burrito blankets. You can pair up with influencers who will post pictures of the burrito blanket on their social accounts and tagging your brand. You can offer an affiliate commission to customers who purchase your product. By telling customers they can earn a commission for sharing with their friends, they'll be more likely to post about it on social media. And since there's massive search volume for this product, you might want to try dabbling in some Google Ads too.

#7. Pet Bed



Pets are often treated like members of the family. So, it only makes sense to have home products like this pet bed to make them more comfortable.

This [pet bed](#) has seen over 1200 orders in recent months. It comes in six colors: brown, green, orange, gray, sky blue, and wine red.

The comfortable fleece bed gives your pet a comfortable place to rest or sleep. With the pet niche, your best bet will likely be promoting your pet bed products on Instagram.

There are countless dog fan pages on Instagram you can tap into to capitalize on sales. Even more still, there are popular dog breeds with fan pages in the hundred thousand or millions that you can do sponsored posts on as well.

As mentioned earlier, on average, the cost of a sponsored post on a pet fan page tends to be between \$30 and \$200, making it one of the more affordable influencer marketing strategies. So feel free to reach out to fan pages by direct messaging the page to work out a deal.

#8. Couch Slipcover

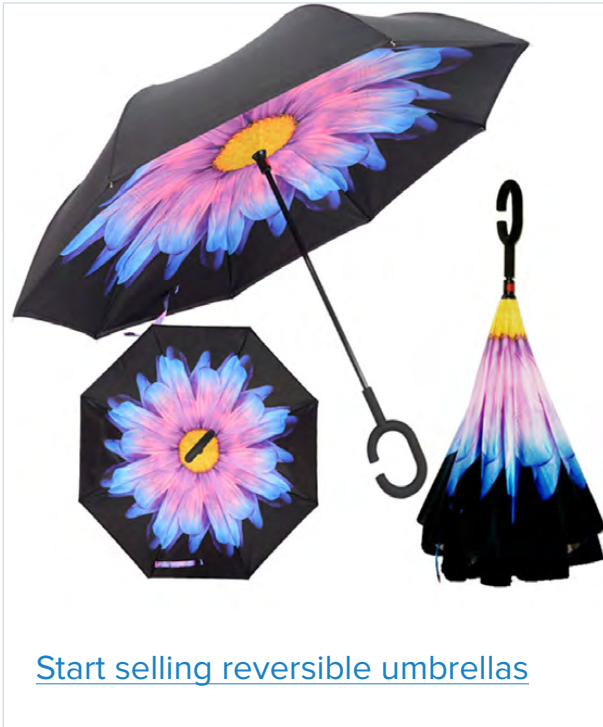


[Start selling couch slipcovers](#)

[Sofa covers](#) are one of the most popular home products of 2020. We've seen sales tick up in late 2019, but the trend will continue to grow in the coming year. The couch cover essentially protects the couch from stains, dirt, and other debris. The cover can also be used as a decoration to make your couch look a certain way with a changeable fabric. The fabric can be sold for single, double, or triple seat couches, thus accommodating most homes. The keyword "sofa cover" has been seeing more search demand according to [Google Trends](#).

When selling home products like this sofa cover, you'll likely want to start with a search-based strategy. The term "sofa covers" gets 165,000 monthly searches. You can target that keyword and others just like it to see which keywords convert best for your products. You can also post these sofa covers on your Pinterest account or on group boards. You'll want to make sure you include the right keywords on your pins so you gain the most visibility for your products. You can also run ads on Facebook, targeting women age 25 to 45 who own homes.

#9. Reversible Umbrella



[Start selling reversible umbrellas](#)

[Reversible umbrellas](#) have been growing in popularity in terms of sales. In the past six months, they've amassed over 1400 in customer orders. While we're still in the dead of winter in the northern hemisphere, expect this umbrella to grow in popularity in the spring.

With 21 different styles to choose from, customers will be more likely to find an umbrella in the color they love.

In the past couple months, searches have been skyrocketing for “reversible umbrella” according to [Google Trends](#). Want to make the reversible umbrella sales pour in? If you sell on Facebook, you might choose to target cities with a lot of annual rainfall, creating ads for each separate city.

If you'd rather do a search-based approach, you can create [Google Shopping ads](#) for keywords like “reversible umbrella” which gets 4,400 monthly searches or “umbrella” which gets an astounding 450,000 monthly searches.

#10. Reusable Straws



[Start selling reusable straws](#)

Several restaurants around the world are [moving away from plastic straws](#) to reduce their overall plastic waste. If you're passionate about selling home products that lower overall waste or have a [socially conscious brand](#) that focuses on marine life, this may be a good product to sell on your store.

There will be a growing number of people, businesses and restaurants who will be turning away from the consumption of plastic straws and move towards something more

environmentally friendly like these [reusable straws](#).

When it comes to promoting your reusable straws, you'll likely want to create an educational video ad that focuses on the environmental benefits of having a reusable straw versus buying a plastic one.

You can also highlight that your brand is socially conscious or donates a portion of sales to marine life to help your customers feel like their purchase contributes to the betterment of society. Research shows that customers are [willing to spend more](#) on a product if it comes from a brand that practices sustainability. Of course, if you say you'll donate a percentage of sales, you'll need to actually do that.

Home & Garden Trends to Look Out For in 2020



Ashley Spencer,
Artist of [Casart Coverings](#)

“The three home product trends we’ll be seeing in 2020 involve the “3 C’s,” Comfort, Color, and Conscientiousness. For comfort, diffusers help create a cozy interior ambiance using a scent that adds a welcoming, fresh atmosphere for entertaining. They also help to relieve stress. Color continues to be a trend aligning with both Maximalist and Minimalist design styles. The easiest way to get a pop of color is with accessories, such as pillows and more substantial side tables. Finally, being conscientious about each purchase is key. Ask will it be used long term and not just be thrown in the trash? Can it be recycled, reused or repurposed? The items mentioned above, as well as Casart wallcoverings, fit these trending criteria. Casart self-adhesive designer wallcoverings are high-quality and reusable. They can be donated and depending on the state, recycled. Gone are the days of wastefulness. Meaningful purchases are a must.”



Josie Abate,
Interior Designer of
[Ambience Express](#)

“We all crave the benefits that being in nature can give us, including a healthier body and mind, however, most people are lacking one of the most important elements for improving their daily well being, and that is natural light. Aligning your internal clock to be more in sync with the natural daylight cycle will allow you to reap many health benefits such as improved mood, optimized metabolism, and increased cognitive performance, to name just a few of the advantages. The year 2020 will bring us a new solution in the form of LED skylights. These innovative skylights produce artificial light that closely mimics natural sunlight. This product can be installed on any type of ceiling without having to make costly roof alterations, making it a great alternative to traditional skylights. Put this cutting-edge LED technology to good use in refreshing the ambiance in your space.”



Antonia Korcheva,
Zero-Waste Living
Enthusiast of [Escape Waste](#)

“The eco-trend is overtaking the planet. More people ride to the sustainable living trend of conscious choices about home purchases. Plastic-free and zero waste products are on a huge rise and demand will grow throughout the decade. The easiest way to make your home more eco-friendly is to opt for reusable swaps in the bathroom and kitchen: Products for a zero-waste bathroom: bamboo toothbrushes, solid shampoo bars, safety razors, cotton pads, silk dental floss, and biodegradable cotton swabs. Products for a zero-waste kitchen: wooden dish brushes, loofah sponges, beeswax wraps, glass food containers, bamboo or stainless steel utensils, French press for plastic-free coffee and tea, unpaper towels, reusable silicone zip lock bags, and reusable straws.”



7

10 Best Jewelry Products to Sell in 2020





The best jewelry products come in the form of jewelry trends such as hip hop jewelry, charm bracelets, and more. If you run an online jewelry store be sure to add these 10 jewelry products to your store **ASAP**. In this section, you'll find bracelets for women, necklaces for women, and other jewelry online that you'll want to snatch up.

10 Best Jewelry Products to Sell in 2020

#1. Hip Hop Jewelry



[Start selling hip hop jewelry](#)

Hip hop jewelry started growing in popularity in 2019, we saw the rise in chains, blinged-out jewelry and more. In 2020, jewelry products with a hip hop flair to them will continue to rise. For example, this blinged-out [personalized pendant](#) for necklaces. Personalization is the absolute hottest trend in 2020 with various categories offering custom products. But in the jewelry niche, personalization is always a goldmine. Your customers will order the letter that means most to them, so be sure to have a note box on the product page

so that they can tell you which letter they'd like to purchase as they order from your website so you don't need to contact them to check.

To promote your hip hop jewelry, you can target people who are interested in hip hop or streetwear clothing brands. You might decide to target fans of those pages to create a lookalike audience off of. You can also choose to target people who like jewelry or who are in relationships so they can get their partner's initials around their neck (just like Taylor Swift).

#2. Charm Bracelet



[Start selling charm bracelets](#)

Each year charm bracelets take over sales and 2020 will be no exception. This [charm bracelet](#) has been charming customers in recent months. It's expected to continue selling well throughout 2020. Recently, it's generated over 17,400 orders proving its a powerhouse for jewelry online. Jewelry products like charm bracelets have been popular for years. The keyword "charm bracelets" gets about 110,000 monthly searches according to Keywords Everywhere. So, this jewelry category isn't going away anytime soon.

To promote your charm bracelet you can run ads on Facebook and Instagram. You might target fans of pages like [Pandora](#) or other popular charm bracelet websites to find your target audience. You might find that women ages 18 to 24 or 25 to 34 convert best. You can also run paid Google Shopping ads for keywords like "charm bracelet" and other relevant keywords to capitalize on the search-based audience.

#3. Solar System Bracelet



[Start selling solar system bracelets](#)

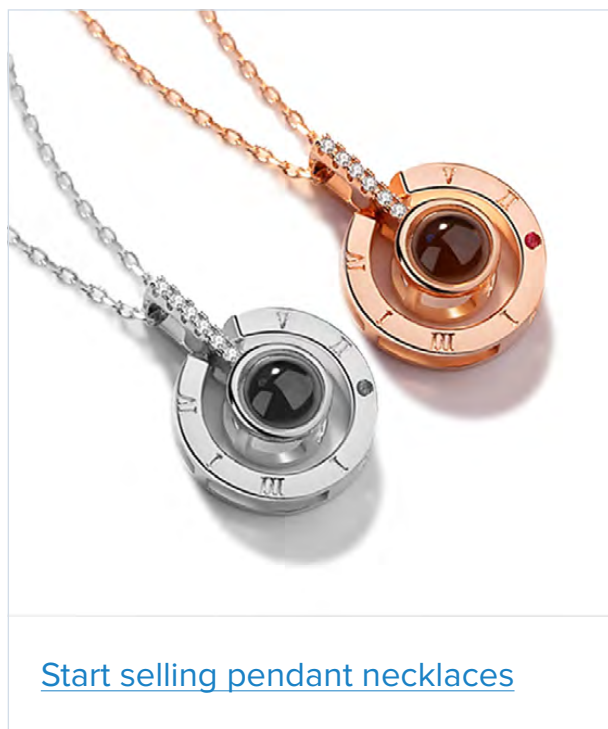
Looking for a women's bracelet that's out of this world? Fortunately, this [solar system](#) bracelet is as far out as it gets. This product has been taking over sales on AliExpress.

This simple bracelet has eight planet-like beads using natural stone. This bracelet can be worn by both men and women due to its simplistic style and mass appeal.

Want to get an astronomical number of people wearing your [solar system bracelet](#)? Try targeting people based on their interests.

You might target people who are studying astronomy in school or people who've liked popular space-themed movies on Facebook. You can also target people who like specific planets or general space-themed or astronomy terms.

#4. Pendant Necklace



Searching for the best necklaces for women? Consider selling something sentimental and completely unique. This [pendant necklace](#) has a stunning design and projects phrases onto a wall when light is flashed into it.

It comes in two colors: silver and rose gold. And its price with ePacket shipping is under \$10, allowing you to make a decent profit off of it if you sell it for \$29.99, which is within market value.

When the necklace phrases project on the wall, customers will find phrases for “I love you” in various languages, making it a great gift for a romantic partner.

Help your customers shout “I love you” from the rooftops by promoting this to couples celebrating anniversaries, newly engaged couples, or couples who’ve recently gotten married.

The best thing about this necklace is how many languages are shown in the projection, allowing you to target couples in various countries such as United States, United Kingdom, Canada, Australia, Italy, Netherlands, Romania, Bulgaria and more. This is a perfect product for stores looking to sell to an [international audience](#).

#5. Initial Necklace



[Start selling initial necklaces](#)

In the past six months, this [initial necklace](#) has received an astounding 23300+ orders. So it's pretty safe to say that necklaces for women like this one are flying off the shelf.

What makes this necklace spectacular is the [personalization](#) element to it. Personalization will continue to be one of the best jewelry trends in 2020. Over the past few years, [Google Trends](#) saw a rise in name necklaces.

And while an initial necklace only has one letter, sales prove that it's still wildly popular. These types of necklaces sell particularly well around the holiday season. However, you can still promote them year-round by focusing on milestones such as anniversaries and birthdays.

Spread the love by promoting your [initial necklace](#) to people celebrating anniversaries, birthdays, engagements, and holidays such as Mother's Day. While women are the target audience of who will be wearing your necklace, men may want to buy the necklace for them.

So don't be afraid to target men who might buy jewelry for their girlfriends or wives. But still be sure to target women in your ads too, as some may buy for themselves or send links to friends to buy for them.

#6. Multilayer Necklace



[Start selling multilayer necklaces](#)

Religion plays a role in millions of people's lives. This [multilayer cross necklace](#) is just one example of a popular religious jewelry item. It only costs \$4.99 and includes free shipping to various countries.

In the past six months, it's had over 150 orders. "Multilayer necklace" searches have also been steady for a number of years.

So whether you decide to sell general multilayer necklaces or focus on the

religious aspect, you'll surely find an audience that's a great fit for your store. The benefit of selling [religious jewelry](#) like this women's necklace is that marketing becomes a lot easier.

If you sell a standard multilayer necklace it can be difficult to know who to target. However, when you add a religious element to the mix, you can target the specific religion the jewelry belongs to.

For this necklace, you might target Christian customers. You could create a blog on your store about Christianity, Christian values, and content around Bible verses so you can attract more of your audience to your store.

This general formula works well for any religion's jewelry that you choose to focus on such as Muslim pendants, Virgin Mary necklaces, Om necklaces for Hindus, or Buddha necklaces.

#7. Magnetic Bracelet



[Start selling magnetic bracelets](#)

[Magnetic bracelets](#) grew in popularity for their healing benefits. They reportedly help improve circulation which protects the body during injuries while ensuring good health. The term “magnetic bracelet” generates 27,100 monthly searches. It’s a high-intent search, which means people are likely looking for this exact product you’re selling. In recent months, this product has received thousands of orders proving its popularity.

When it comes to marketing, you might want to promote it to people who suffer from circulation issues. This might be people who regularly suffer from blood clots or people who take aspirin on a daily basis such as heart attack victims. Remember that you can’t make any direct claims about the product as that can get you in hot water. However, you can advertise this product as a magnetic bracelet that helps with circulation.

#8. Locket



In 2020, we'll see a rise in jewelry products like lockets. Locketts are jewelry that can open and unveil a photo or message inside. One of the best-selling jewelry products right now is this [You Are My Sunshine locket](#). On the outer part, the pendant is a sunflower. However, the locket opens to reveal the message 'you are my sunshine.' In the past 30 days, this locket has generated over 2100 orders proving its rapid popularity. Other styles are available with other messages such as "in a world full of roses, be a sunflower."

To promote this locket, you can run a carousel ad showing all the different messages each locket contains so customers can buy the one with the message they like best. Another option is to create an influencer video of them putting on the locket and opening it and unveiling the message. The video should then be used in ads. You can run the ads on Facebook and Instagram to entice people to your product.

#9. Hoop Earrings



[Start selling hoop earrings](#)

One of the biggest jewelry trends right now is [hoop earrings](#). Fortunately, finding jewelry online in this style isn't hard. This rhinestone hoop earring has the perfect amount of sparkle your customers will love.

According to [Google Trends](#), “hoop earrings” searches have been steadily growing since 2015 making it a must-have on your store today. In the recent months, there have been 11200 orders for this product, making this a high-potential product as it has a high conversion rate.

Selling jewelry online like these [hoop earrings](#) can be tricky. It all comes down to finding the right audience. You might want to target women aged in their twenties and thirties who like jewelry.

You might also try to capitalize on special events such as New Years, birthdays, Valentine's Day, and wedding season for both guests and bride. Create ads around special occasions can help you find your customers without needing to target based on interests.

#10. Personalized Letter Rings



[Start selling personalized letter rings](#)

[Personalized letter rings](#) are all the rage in the jewelry products world. Personalization has always been one of the most popular trends in this niche and this ring is no exception. Customers can choose to purchase their initial to wear around their fingers. If their name is only a few letters long, they may choose to buy each letter in their name (or nickname). In recent months, over 4,000 orders have been placed by customers for these things. You can promote these rings on a jewelry store or even a personalization store where

you sell products that can be personalized to the customer.

To promote these rings, you might partner up with an influencer who takes custom photos and videos of the rings that you can use in your ads. Your best bet for advertising would be to go for the [impulse buy](#) and run ads on Facebook and Instagram. You can also post pins of your jewelry products on Pinterest as well. You can even join jewelry group boards on Pinterest so you can reach a bigger audience even if you're just starting out.

Jewelry Trends to Look Out For in 2020



Al Sandimirova,
Founder and CEO of
[Automic Gold](#)

“In 2020, we’ll be seeing more jewelry that caters to plus-sized clients in larger sizes. We’ll be seeing more diverse representation, with models of all sizes, skin colors and genders who are not photoshopped. The earrings will be more futuristic-looking with unique styles. There will be more personalization and boldness to make a loud statement. In addition, we’ll be seeing more unique rings for pinkies, thumbs, and pointy fingers.”



Jeff Moriarty,
Marketing Manager of
[Moriarty's Gem Art](#)

“Our family has been in the jewelry business for over 40 years. In 2019, we sold the most colored gemstone engagement rings we have ever in the life of our business. This holiday season this trend has continued, with it being the biggest percentage of engagement type jewelry we are selling. This trend is not something we expect to decrease, as we can see the searches and sales increasing into 2020. Within this category, the top sellers are Morganite, Sapphire and Tanzanite. We are expecting the type of colored gemstones to expand, but these top three will continue to trend upward for engagement rings into 2020.”

Amber Smetana, Marketing and Operations Manager of [Rogers and Hollands](#), tells us, “We have been seeing a big trend with lab crafted jewelry in 2019. In the past, these non-mined Diamonds were seen just in engagement rings, but over this past year, and especially during the holidays we are seeing a big trend in customers purchasing lab crafted Diamonds in necklaces, earrings, and bracelets as well. With the current statistics we are seeing, this trend will continue going into 2020.”



8

10 Best Beauty Products to Sell in 2020





Looking for the best beauty products of 2020? This year is all about looking and feeling great so we've also thrown in some health products that'll help keep you feeling your best. Some of these beauty trends will be driving strong sales growth throughout the year and could very well help increase your store's sales this year.

10 Best Beauty Products to Sell in 2020

#1. Magnetic Eyelashes



[Start selling magnetic eyelashes](#)

While fake eyelashes have been popular for a few years now, it's pretty apparent that beauty trends like this will continue to grow. Search volume for "fake eyelashes" is steadily growing over time according to Google Trends.

And while "magnetic eyelashes" had an all-time peak in August 2017, they're beginning to rise again and will likely continue to climb throughout the year. Fake eyelashes are starting to become a staple in most makeup looks.

The reason why we're giving a shout-out to magnetic eyelashes instead of

ones requiring glue comes down to the simplicity of application making it perfect for the casual beauty enthusiast.

When marketing beauty products like magnetic eyelashes your focus will likely be on Instagram. While you can partner with beauty bloggers and create ads to get immediate sales, a stronger long-term strategy would be to create your own Instagram account with different pictures and videos of eye look with your fake eyelashes and other beauty products.

Long-term, this will keep your ad costs low since you'll have built up your own audience and brand. You can also build a blog on your website so that you can drive organic traffic to your magnetic lashes and other beauty products on your store.

#2. Shimmer Nail Polish



If you love beauty products, then your Instagram feed is likely packed with countless nail looks. Mine definitely is. And with nail posts constantly filling up beauty Instagram accounts, you could create a store around nail beauty products alone.

[Shimmer nail polish](#) has been taking over so many Instagram posts lately that this is a product you'll want to sell asap. And this specific shimmer polish has had hundreds of purchases in the last 30 days, so you better polish up your Instagram account and start selling.

One of the most popular ways to make your shimmer nail polish stand out on Instagram is through carousel posts.

Carousel posts are scrollable posts that allow you to include multiple pictures or videos. They've become wildly popular for beauty products.

You can create videos or pictures of the nail polish being painted on yours or a model's fingers. By having carousel posts, you'll allow people to see various pieces of content. However, the great thing about carousel posts is that they often show up high in [Instagram Search](#) and Explore giving your content more visibility.

#3. Hair Wigs



[Start selling hair wigs](#)

Lately, we've been seeing an increase in [hair wig](#) ads in the beauty products space. And if that isn't proof enough, check out this [Google Trends](#) data: those "wigs" searches have been on an upward climb.

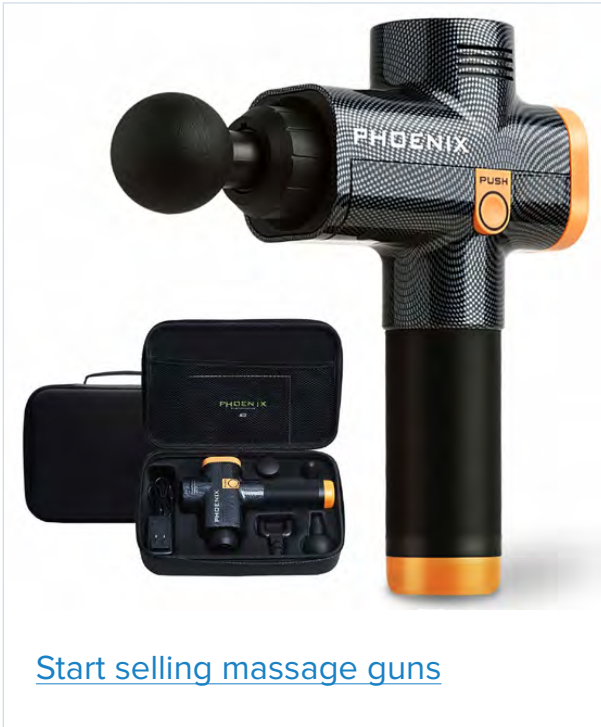
Some are choosing to use hair wigs instead of extensions as it is less damaging to the hair. You can target different hair communities such as novelty/cosplay hair, African American hair, cancer patients, or the casual consumer giving you a variety of customer demographics.

This [long-haired colorful wig](#) is one example of a product you can sell on your store. While you can choose to run a beauty products store and sell wigs, many online retailers find that focusing on wigs or extensions works well as a standalone store too.

By focusing on that specific niche, you can [create blog content](#) around wigs, hair tutorials, and other hair related topics. When you do this, you'll be able to attract higher quality leads to your website that you can convert into paying customers.

It'll keep your overall acquisition costs low. And since the wig niche has and will be around for a long time, you can build a long-term brand. Keywords like "hair wigs" get 27,100 monthly searches. There are countless other long-tail keywords that could bring you traffic.

#4. Massage Gun



[Start selling massage guns](#)

Those who've suffered from a recent injury may not be able to afford the regular massages they need to heal their injury. Fortunately, this [deep tissue massage gun](#) can be used at home to provide a do-it-yourself massage. In the past 30 days, this product has seen hundreds of orders making it a popular health and beauty product to sell. Search volume for "massage" has grown in recent years proving the strength in the category. And according to Keywords Everywhere, the term "massage" generates 4,090,000 million

monthly searches making it a massive category to get into.

To promote your massage gun, you should consider starting with an SEO play. Since the massage category is huge, you can start a massage-related online store with several massage and spa products. You can write blog posts about massages so you can build authority as an expert in the industry. To promote this specific product, you can run Google Shopping ads so that customers searching for the product will find it. You can try various massage based keywords to determine which converts best.

#5. Travel Makeup Brushes



[Start selling travel makeup brushes](#)

Over the past few years, we've been seeing makeup brush sales skyrocket. From trends like mermaid brushes to unicorn brushes, beauty products like this never go out of style. These [travel makeup brushes](#) add a new selling point to these classic beauty products.

And with over 300,000 monthly searches for "makeup brushes," it's pretty safe to say that this is a product that has a fanbase. Makeup brush trends may change over time, with certain designs skyrocketing into

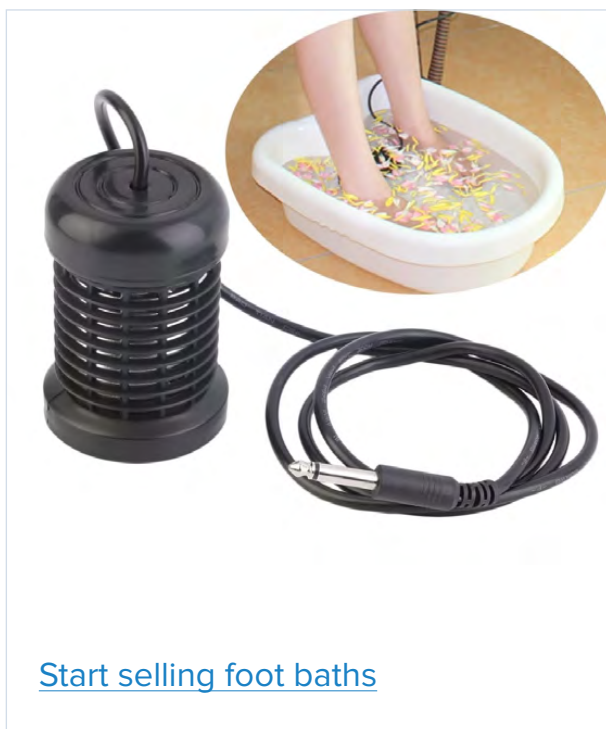
popularity but this is a great product to sell on a beauty store.

The way you promote your [makeup brushes](#) will depend on what type of brush you're selling. If you're selling a novelty-style makeup brush, you'll likely use Instagram or Facebook to find your audience.

However, if you're selling a traditional set you might choose to create Google Shopping ads to tap into that massive search-based audience.

Stick to a beauty products store, and you can build the right audience who will buy products like this and others just like it. Build out your blog content to find new audiences and retarget them to win that sale.

#6. Foot Bath



Not everyone can afford to go to the spa or receive a foot treatment on a regular basis. Some people are also worried about the level of sanitation found at these spas. Fortunately, you can provide them with this [foot bath](#) beauty product so that customers can take care of their feet from home. There have been over 1,100 orders of this product in recent months, proving its popularity. The foot bath can be used to help your customers remove dead skin.

To promote this product, you might decide to target people who are fans of nail salons or spas to entice them to try an at-home treatment. You can look up nail salons and spas for popular cities like New York, Los Angeles, Toronto, and so forth to find your target audience. You can also pair up with a beauty influencer to share content with your product and possibly create content you can use for your own advertising.

#7. Beard Straightener



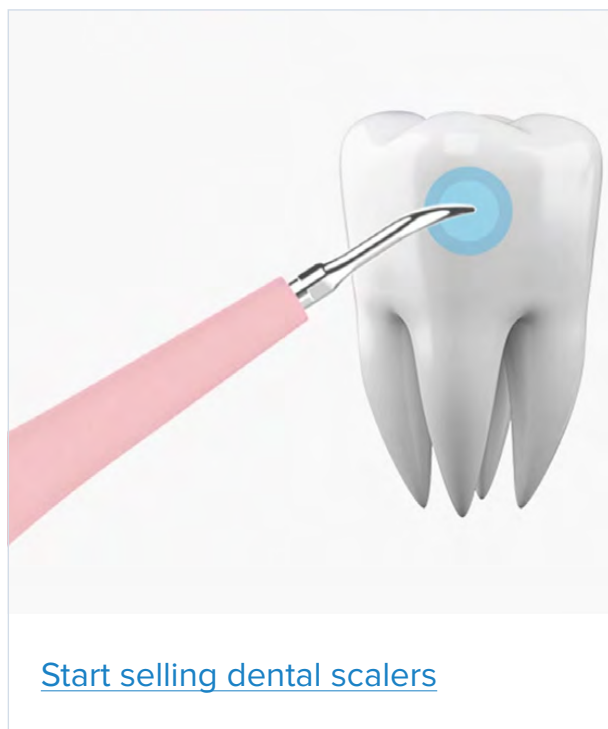
[Start selling beard straighteners](#)

Whoever thought hair straighteners were just for women didn't see their full potential. A popular hair product to sell in 2020 is this [beard straightener](#). It helps volumize beard hair, straighten curly hair, and flatten the hair on the sides. And your customers can get the job done in under three minutes.

With over 9100 orders in recent months, it proves to be a great addition to any men's grooming store. The search term "beard straightener" generates 60,500 monthly searches. So, there's quite a bit of demand for products like this one.

To promote your beard straightener, you can create videos of someone straightening their beard on Instagram. You can also do before and after influencer photos to show the impact of the product. You can also run Google Ads for the term "beard straightener" so that customers looking for that product can find your website instead of a competitor's. And since there's a sizeable number of searches, you'll be able to generate quite a few views (and possibly sales) to your website.

#8. Dental Scaler

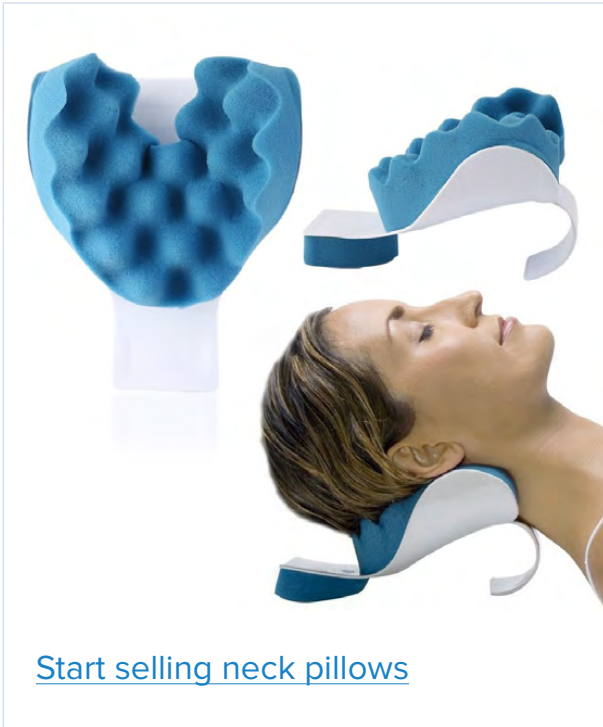


A smile is often the center of attention when you look at someone's face. It's no wonder that the teeth niche within the beauty sector is so popular. Not too long ago teeth whitening products were the best beauty products to sell. But these days, teeth health products like this [dental scaler](#) are taking over sales. It helps remove tartar and tooth stains. You could be selling your customers the same tools dental hygienists use on patients.

You can run ads with copy along the lines of "Hate going to the dentist? Use this dental scaler to take care of your teeth at home." It shows that it solves the problem of going to the dentist (which many people fear) and it provides the solution with your product being it. You can promote this product to people who are fans of dentist pages, who work in the dental industry, or who are fans of teeth whitening pages.

The keyword "dental scaler" gets about 6,600 monthly searches. You can run paid Google ads targeting that keyword and directing traffic to your product page. This will help you capture a search based audience who is looking for your product.

#9. Neck Pillow



When it comes to health products, popular items like these [neck relaxation pillows](#) can help your customers relieve pain and improve the realignment of your neck.

This product is so insanely popular that in the past few months it's had over 1500 sales. With people hunching over their computers and phones all day, this is a problem-solving product you need in your store.

To promote this [neck pillow](#), you can create content such as articles and videos detailing the benefits of using a neck pillow every day. You can create ads on Facebook to target people who are looking down at their phones.

Or you can create search-based ads for keywords like “neck pain” which has 165,000 monthly searches. You can also create educational video ads discussing the benefits of relaxing your neck for half an hour each day to help convert the sale.

#10. Face Massage Roller



[Start selling face massage rollers](#)

Beauty products like this [face massager](#) help massage the most beautiful part of your body: your face. The simple massager can be used to massage the nose, chin, cheeks and more.

The jade roller costs under \$3 and includes free shipping, allowing store owners to make a substantial profit on the product. This month, the [face massager](#) had over 475 orders from customers proving its popularity.

To add to that, “face massager” even gets an impressive 49,500 monthly searches proving that this is a product people really want. You can market this [face massager](#) by creating Google ads targeting keywords like “face massager.”

You can also create simple videos showing your massager being used on the face to demonstrate its need and benefits.

Then, use those videos as ads for Facebook. You can also reach out to various blogs and ask them to share a link to your product to drive some [referral traffic](#) back to your website.

Beauty Trends to Look Out For in 2020



Sandy Taylor,
Beauty Blogger and
Makeup Artist of
[Foundation Fairy](#)

“It is without a doubt that the world is becoming more aware of the effects of climate change and this trend will continue in 2020. Major beauty brands like Olay are already moving toward refillable, reusable and recyclable packaging. On the consumer front, people are moving away from single-use products and heading towards a “zero waste lifestyle”. Therefore, we may see an upward trend in the use of the following types of beauty products:

- 1. Reusable Makeup Pads** - These pads are usually made of soft organic bamboo fibers.
- 2. Reusable Sheet Masks** - These masks are usually made of soft silicone and can be worn over a daily serum or facial creams to hold in facial moisture.
- 3. Reusable Beauty Blenders** - These blenders are usually made of soft silicone that helps with the application and blending of makeup products such as primers, concealers, and foundations.
- 4. Reusable Silicone Swabs** - These swabs are made of soft silicone and are meant to replace cotton swabs. They are great for the application of makeup and skincare products.”



Desiree Delia,

Makeup Artist

“In 2020, we are going to see the continued desire by the consumer to do their own research on which skincare and makeup products they are choosing to use. Our mindsets on how we can achieve our beauty goals are changing.

We are looking for effortless longevity when it comes to the youthfulness in the appearance and health of our skin. We are going to see people continue to peel back their makeup foundation layers and invest in the right skincare services to treat concerns rather than cover them up. Hydro Jet & Jet Peel facials will continue to be mainstream and advanced eye rejuvenation treatments will trend!

In 2020, we are also going to see people’s tolerance for animal testing dwindle and the demand for more transparency in the cosmetic industry increase. Clean Beauty will no longer be viewed as a “trend,” rather becoming the new normal because mindfully created and produced beauty products without any proved or suspected toxic ingredients are here to stay. We are also going to see people scaling back and stepping away from that over the top eyelash extension obsession and wear a more natural look. Natural lashes are ready for their comeback!”



Margina Dennis,

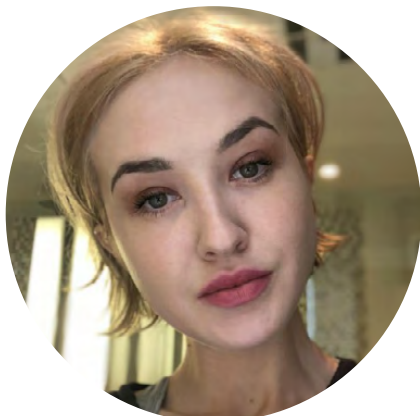
Makeup Artist

“The beauty products we will be seeing in 2020 are even more tech-savvy, personalized skincare products and treatments. Leading beauty companies are improving their existing facial sensory programs and apps to detect targeted skin issues and for more accurate complexion readings for foundation matching. Beauty subscription boxes will continue their popularity and so will face stone rollers. Additionally, men’s grooming and product marketing will increase and more advanced hair loss treatments will roll out in 2020. We’ll also see sleek facial and body hair removal tools that are easier to use and to travel with. Additionally, more DIY beauty products, such as hair color, manicure kits, facial kits, aromatherapy and self-care kits will become more popular in 2020.”



Irma Stefanova,
Model, Fashion Blogger,
and Digital PR Specialist
at [Independent Fashion Bloggers](#)

“I think that the best product in the beauty trends for this upcoming year 2020 is the at-home hair removal laser. Here is why: it’s a safe home alternative to a beauty salon’s procedures. It’s a simple and comfortable device adapted for easy operation. It’s inexpensive compared to salon treatments. It’s excellent for healing acne, red spots, scars, etc. It is a trendy and innovative at-home product that provides many benefits for your appearance and beauty routines.”



Nataliya Ogle,
Founder of [Style Tomes](#)

“We’ll be seeing many more products from beauty influencers and a lot more “unusual” color palettes. We’re moving toward beauty experimentation, so pigments will be bolder in palettes and many more loud combinations will be hitting beauty store shelves. The future looks bright. People are willing to experiment with post-Euphoria vibes. Expect to see more takes on face adhesives like gems and glitter products. Don’t be surprised if a favorite influencer or big brand releases a loose face glitter collection. Because graphic eyes dominated runways and TV shows, more people will be scouting for bright, smooth eyeliner to recreate those richly hued looks. And while colored eyeliner is nothing new, the selections will grow rapidly. Metallic texture in bright hues will have its moment. Instead of fussy individual products, expect multi-use tubes you can swipe over lids, face, and lips to create quick, bold looks.”



9

9 Best Watches to Sell in 2020



The watch niche is proving to be a popular evergreen niche you won't want to miss out on.

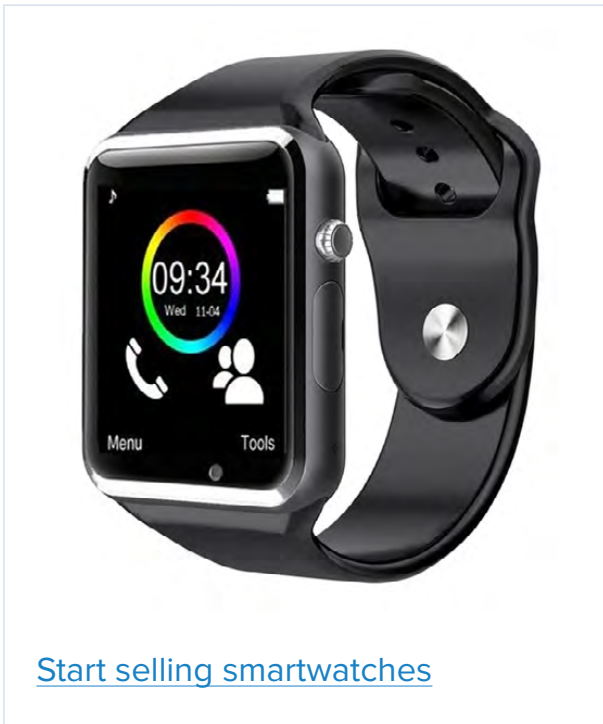
Whether you sell smartwatches, fashion watches, or minimalist watches, you'll find that there'll always be an audience who loves wearing them on their wrist.

You can even choose different segments to target: men's watches, women's watches, or kids' watches. And of course, you'll want to sell all of the above in a general watch store.

So if you're looking for the best watches to sell in 2020, you'll want to read through this list.

9 Best Watches to Sell in 2020

#1. Smartwatch



[Start selling smartwatches](#)

Smartwatches are some of the most popular watches to sell. Each month, there are over 1.22 million searches for the term “smartwatch.” With so many different styles to sell, you could literally create an entire store selling smartwatches alone.

This one [smartwatch model](#) has had over 6,000 orders in the past six months, proving that popular smartwatches are extremely popular.

And fortunately, there are many other popular smartwatch models that can be sold through your store.

All smartwatch models have varying features that you can use in your targeting. Some have pedometers and heart rate monitoring while others have calendars, GPS tracking, and allow you to make and receive phone calls.

Since “smartwatch” is such a popular search term for customers, creating an SEO strategy for your store can work out really well for you.

An easy way to do this would be to write reviews about smartwatch brands. This is a popular strategy among smartwatch stores. Even if you’re writing reviews for products you don’t sell, you might end up attracting people who are in the market for a new smartwatch, which will make your retargeting ads much more effective.

While this is more of a long-term strategy, it’ll help you lower your ad costs while allowing you to build a big and relevant audience.

#2. Marble Watch



[Start selling marble watches](#)

Marble accessories have been popular for quite some time now, and they'll still be generating watch sales in 2020. Over the past few months we've seen thousands of orders for marble watches like [this one](#). The simple, minimalist design is popular among watches. So if you're looking for complementary watches to add to your store along with your marble watch you might want to look for minimalist watches as well. They'd make a great complement to one another.

The keyword "marble watches" gets 1,900 monthly searches. It's really high intent so someone looking for that keyword is looking for a product just like this one. When selling the best watches, you'll want to make sure your product pages are optimized for keywords like "marble watches." And if you're selling multiple marble watches you'll want to make sure your collection is optimized for that keyword tool.

You can run Google Shopping ads to this product as there is volume for the keyword. You can also run Facebook and Instagram ads to capitalize on the [impulse buy](#).

#3. Magnetic Starry Sky Watch



[Start selling starry sky watches](#)

Astronomy is a popular niche in 2020. This [starry sky watch](#) is no exception. In the past few months, there's been an *out of this world* 41,000+ orders placed on this watch alone. Now that's what I call *astronomical*.

Search volume for "star watch" gets 6,600 monthly searches. While "astronomical watch" gets about 4,400 monthly searches. While this number may be lower than other main keywords on this list. It's really high intent and the person searching is looking for a very

specific product so they'll be more likely to buy. That said, you might want to try dabbling in some Google ads to run paid Shopping Ads with your watch for those two keywords.

Another option is to, of course, try Facebook and Instagram ads. The look of this watch screams impulse buy and those two platforms are best suited to it. You can post influencer photos or clip together influencer videos to create a captivating video ad.

#4. Luminous Watch



[Start selling luminous watches](#)

Luminous watches have been lighting up stores' sales lately. These LED flashing lights have surpassed over 2,200 orders this month, with over 14k in the last six. While the search volume is low, it's pretty clear that this [watch](#) can drive some impulse shoppers into buying.

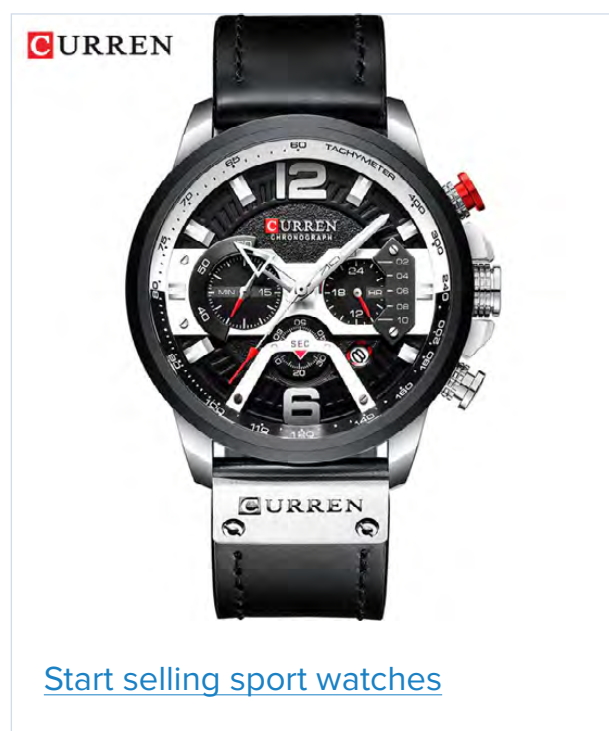
The watch comes in both black and white and can light up in seven different colors.

It's the perfect watch to help you tell the time in the dark and it is just bright enough for when you're out dancing in a club or at a glow in the dark party. This [watch](#) will be best marketed on platforms like Instagram.

You can run Instagram ads using lookalike audiences based on other purchases on your store. You can also reach out to influencers who share pictures and drive traffic back to your website. Or you can [partner with affiliates](#) by offering a commission for each sale they bring to your store's website.

You'll want to post on social media regularly enough so that you grow your own audience on Instagram so that you drive sales to your watches when you post a new one to your collection.

#5. Sport Watches



Men's sport watches are some of the most popular watches to sell online in 2020. Take a quick look at [this one](#), in the past month it's surpassed 1,000 orders. But in the past few months, it's actually surpassed 30,000 orders... on a single product. The watch niche is a profitable one to get into with watches like this model stealing the show. If you look at its design, it's captivating, unique, and acts as a statement piece. It has a 4.8 out of 5 star review and over 9200 reviews so when it comes to [social proof](#), this watch has got it all.

To sell watches, you likely want to focus on Facebook and Instagram ads. You can create custom videos of the watch to be used in your ads or clip together influencer photos or videos together to create an attention-grabbing video ad. Having male influencers take photos wearing the product can also entice shoppers to buy this watch for themselves.

You can also try your hand at a little content marketing. The term "sport watches" gets 110,000 monthly searches. You can write blog posts such as 'best sport watches for men' or "best sport watches for women" optimized for those exact keywords. And then you might include a list of ten of the products from your sport watches collection on your online store to entice people to shop on your website.

#6. Luxury Watch



[Start selling luxury watches](#)

Luxury watches are a popular watch style you'll want to promote on your store. They don't need to be expensive or from a big name brand. However, their style needs to give off a luxurious look with just enough bling to attract customers to the style.

The search term "luxury watches" gets 49,500 monthly searches proving that customers love this watch style. If you create a collection of luxury watches on your store, you might want to add this [women's watch](#) to it.

To promote your luxury watches you might want to try out an SEO strategy. You can curate a collection of luxury watches that you update with new products regularly. Then, you'll also want to optimize the [product pages](#) for your luxury watches going after long-tail keywords.

You can also create blog content around the topic such as "best luxury watches for men under \$500" while promoting some of the luxury watches from your collection.

#7. Minimalist Watch



[Start selling minimalist watches](#)

Minimalist watches have been seeing a [steady increase](#) in the growth of monthly searches for a few years now. The simplicity of the watch style makes it quite popular.

Each month, there are approximately 12,100 monthly searches for the keyword “minimalist watches,” which shows that there’s an audience for this watch trend.

This [minimalist watch](#) has amassed over 7,000 orders in the past six months

proving that people who see this product will buy it.

Tap into [influencer marketing](#) when it comes to promoting these minimalist watches to your customers. You can have influencers take custom photos wearing your watches and promote them on social media.

You can even offer an [affiliate link](#) so that the influencers can make a commission of the sale of the watches they promote to help push them into driving sales back to your website. You can also offer your customers the ability to be your affiliates so that they can recommend your watches to their friends.

#8. Kids' Smartwatch



[Start selling kids' smartwatches](#)

Kids' smartwatches have been growing in popularity. Some parents have their children wear them so that they can monitor their movements on the GPS tracker as they link up to a parent's smartphone device.

Parents are also able to send notifications such as telling them that dinner's ready or that it's time to come home so that they can communicate with them when they're not there.

It also has a step counter so parents can monitor their children's physical activity. This [specific watch](#) has over 3,400 orders in the past six months and this trend is likely to continue to rise over the year.

Kids' smartwatches are best marketed to parents of young children.

You can highlight its safety features to attract parents who want to keep their children safe or find a better way to communicate with them when they're out playing.

You'll likely want to target parents of school-aged children on Facebook or Instagram to help find the parents who'd buy this smartwatch for their young child.

#9. Fashion Watches



[Start selling fashion watches](#)

People don't really turn to watches for their time, their phone does that for them. Instead, we're seeing a shift towards watches as statement pieces... or fashion accessories. The best watches to sell will be the ones that complement most outfits. They may be minimalist in nature or act as a focal piece that draws the eye.

A popular fashion watch to sell right now is this [rose gold ladies' watch](#). It's had hundreds of orders in the past 30 days and over 15,000 in the past few

months. This watch is so popular it has over 4400 reviews.

To promote this watch, you might want to pair up with some influencers for captivating photos you can use for your Instagram or Facebook ads. You can also have the influencer post on their account but typically those don't convert very well. Feel free to offer them an affiliate link in case they want to promote to their audience. However, focus on having them take photos with the products instead. If the photos are taken by someone who knows how to create engaging posts, you'll have better success promoting them on your own anyway – at least long-term.

Watch Trends to Look Out For in 2020



Rudy Dewatine,

Founder of [Chronographed](#)

“Vintage style and ‘revival’ watches are becoming increasingly popular. Small micro brands are launching vintage-inspired timepieces on crowdfunding platforms, some of them effectively pulling off 6 figures launches. Considering the feedback from enthusiasts and growing confidence in the strength of the entire vintage-inspired trend, I expect to see more and more watches with smaller diameter, faux patine lume, and domed sapphire.”



Steve Balzer,

Cofounder of

[Mason Huxley](#)

“We will be seeing a trend back to more mechanical and analog wristwatches. This trend is most obvious in that we are seeing people buy vintage watches that don’t even work, just because they look cool! So, trending away from smartwatches will be big in 2020. This is also true for kids’ watches. Many kids can’t even tell time anymore! Kids trends usually lag slightly behind adult fashion, and 2020 will see a trend back to a more analog way of living, and that includes kids’ watches.”



Joel Flynn,

Lifestyle and Fashion

Expert of [Gentleman Zone](#)

“Retro, technology, extravagant. Leading brands draw inspiration from the '40s, '50s, '60s, '70s, and '90s to incorporate vintage layouts like the “triple calendar” and bolted bezels. Watch-embedded nanograph materials take 96% empty space making wrist wear lighter than ever. While retro holds strong, other trendsetters look at extravagance and change. Shades of blue and green errthang, rose gold, bronze, amber, and smoking salmon-tinted ornaments dominate wrist wear fashion. Men mature and settled-down adore finesse and style of the classic gentleman, while Millenials and baby boomers are bored of the usual and seek to stand out from the crowd. Looking at the size, demand for 40mm products grows as opposed to those 42mm to 45mm making discrete proportions a favorable option.”



10

10 Best Baby Products to Sell in 2020





Looking for the best baby products of 2020? In this section of the ebook, we break down the top baby clothes and baby products new parents will be obsessing over. So if you run a baby accessories store, then you'll want to get these baby products on your store ASAP – you don't want to miss out and end up crying over spilled milk.

10 Best Baby Products to Sell in 2020

#1. Pregnancy Brace



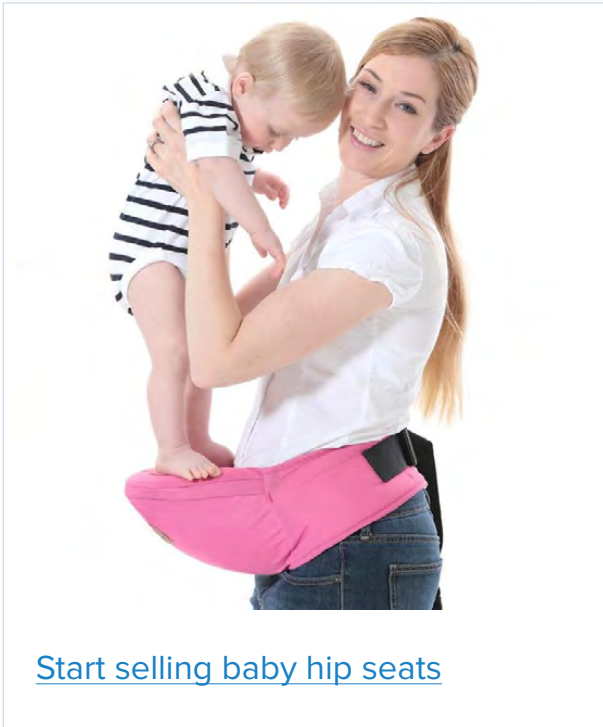
[Start selling pregnancy braces](#)

Expectant mothers carry around extra pounds during their pregnancy. That weight can be difficult to carry. Fortunately, there's a solution for women that you can provide: a [pregnancy brace](#). What a pregnancy brace does is help provide support throughout a woman's pregnancy as her baby grows. This popular baby product has seen thousands of orders in recent months. It has a 4.9 out of 5 star review and over 2100 orders.

To promote this product, you'll want to use Google Ads. You can target keywords such as "maternity belt," "pregnancy brace" or "best pregnancy support belt." You can also build out a blog targeting pregnant women so that they find your website for free through organic search.

You can also join Facebook groups for pregnant women to help you find your target audience. Focus on building relationships by commenting as your page. Don't try to sell your products there. Focus on brand awareness instead. By commenting as your page, they'll learn to find you on their own.

#2. Baby Hip Seat



[Start selling baby hip seats](#)

One of the most popular baby products is baby carriers. Search volume for the keyword “baby carrier” has been [more or less stable](#) for a few years with peak season occurring around June.

However, to keep up with trends, manufacturers have been altering the design of baby carriers like this [baby hip seat](#) which allows parents to comfortably carry their baby on their hip while they stand without having to use both of their arms.

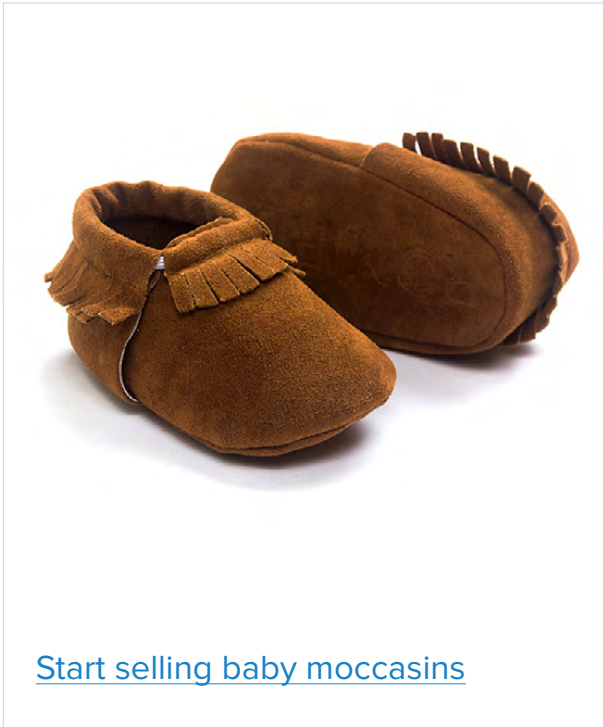
To get more eyeballs on your [baby hip seat](#) during the peak June season, you’ll want to start your SEO strategy now.

If your entire store is catered to the baby products niche, you can build out blog content that’ll better attract your audience. You can create content twice a week around topics such as “How to Hold a Baby” which has 4,400 monthly searches – low enough for a new blog.

As your blog grows over the next few months from your continued content you can start creating content around higher volume words like “baby carrier.” But in the meantime, to capitalize on sales earlier, you can share those blog posts on Twitter, [Facebook groups](#), or relevant baby forums.

As long as you have a Facebook pixel and retargeting ad running in the background, you can [monetize your blog content](#) more affordably while attracting qualified traffic to your website. You can then use this data to create lookalike audiences when you start creating standard Facebook ads.

#3. Baby Moccasins



[Start selling baby moccasins](#)

When it comes to baby clothes, baby shoes often bring about that “aww” factor more than anything. How can someone’s feet be so small and adorable?

Fortunately, with shoes like these [baby moccasins](#) that “aww” factor can help you make some sales. This style comes in thirteen different colors and three sizes to suit every baby.

With a price point under \$6, store owners can make a profit when selling

these baby shoes for between \$19.99 to \$29.99. [Searches](#) for “baby shoes” has been seeing a slight increase in volume.

This product would likely perform best with the help of influencer photos. You can reach out to influencers with newborn babies and offer these shoes and compensation in return for your own custom photos.

The influencer can then share the photos with their audience, tagging your store. This will allow you to get sales from their circle of influence. You can then use your custom photos in ads and on [social media](#) to attract other new parents to encourage sales from them as well.

#4. Pacifier Feeder



[Start selling pacifier feeders](#)

Silicone baby products have been growing in popularity in recent years. And this silicone [pacifier feeder](#) is no exception.

In recent months, it's seen thousands of orders placed. It has a protective outer part to prevent choking, while allowing the baby to feed on the juice of fruits. It's quite popular with a 4.8 out of 5 star rating and over 3100 reviews. It's best for babies over four months of age. Search volume for "pacifier" has been stable for over five years so it's a

reliable product to sell on your baby products store.

To promote this baby pacifier, you'll want to target "New Parents" on Facebook you'll want to choose the age range appropriate such as over four months as listed on the product page. You can also promote it on other popular baby blogs to help new parents find your product. And of course, you can start your own blog on your online store so that you can attract expectant and new parents to your website.

#5. Mother and Baby Beanie Hats



[Start selling beanie hat sets](#)

What could be cuter than a mother and her newborn sporting matching hats? Not much. One of the most popular matching sets this year is this [mother and baby beanie hat set](#).

In the past 30 days alone, they've amassed hundreds of sales. The matching set even comes in five distinct colors: red, beige, black, white, and gray. The set of two beanies cost store owners under \$6, though the value appears to be higher since customers get two products with their purchase.

You can market these mother and baby products by reaching out to new moms on Instagram. Have the mom take a picture of her and her baby wearing [the beanie](#). She can then post the picture on Instagram giving you a shout-out.

However, if you compensated her for the photo you can also use the photo for your ads targeting new parents. By having a cute matching photo, you'll be more likely to entice new moms who are completely head-over-heels about their newborn baby.

#6. Baby Glove Teether



[Start selling baby glove teethers](#)

One of the biggest milestones in a newborn's life is when they start growing teeth. Teething often causes discomfort in babies so naturally, they prefer chewing on something.

Fortunately, store owners can sell this [silicone baby glove teether](#) to help combat teething pain. In the past month, this teether's sales have surpassed 2.1k proving that this product solves a big problem for new parents.

And with a high 4.9 out of 5 rating out of 468 reviews, it's pretty safe to say that parents have a sweet spot for this teether. Want to get this teether in more hands? Pun definitely intended.

Well, the easiest way to do that is to target the group "New Parents (0-12 months)." Most babies start teething somewhere around four to six months of age.

You can create simple videos of babies using [the teether](#) or have new parents take pictures of their baby using it to help [increase sales](#) with your ads. And with multiple colors for parents to choose from you can even create a carousel ad as an experiment to show all of the options.

#7. Winter Clothing



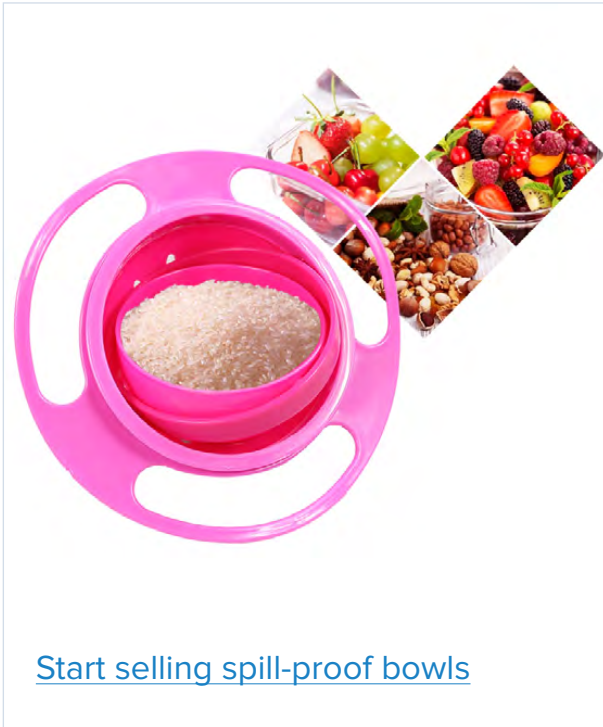
[Start selling winter clothing](#)

Seasonal clothing is a must for new parents. They don't want their newborn to freeze in the winter months so selling winter clothing at the start of 2020 can help you capitalize on seasonal sales. This [cute animal winter romper](#) has been chomping on sales with thousands of orders in recent months. It's even got a 4.9 out of 5 star rating and over 1100 reviews to boot.

There's no retention focus in the baby clothing niche so building an email list is often short-lived. That means you'll need to focus on acquisition. This can be done with paid Facebook or Google Ads.

You can also focus on acquiring backlinks to your website so you get free traffic back to your website. You can reach out to parenting blogs about including your product so that you get a backlink and free traffic back to your website. Some charge fees for it, you can use your discretion to know whether or not the price they're charging for the backlink is fair or you can keep asking until you get them for free. You can also sign up for HARO to get backlinks to your website when reporters ask for expertise on parenting, babies, and similar topics.

#8. Spill-Proof Bowl



Imagine a house with a young toddler, running around and causing havoc. Things are bound to get messy. Now consider that toddler playing with their food and spilling it all over the floor.

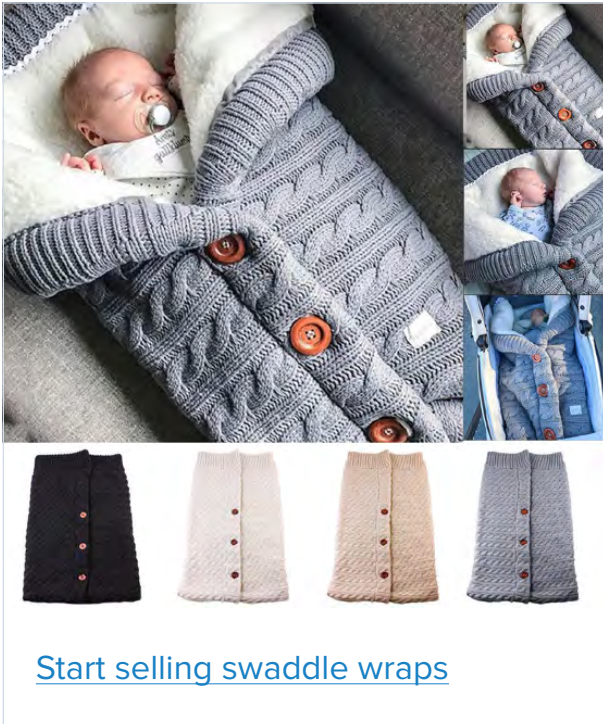
This universal [spill-proof bowl](#) will solve that problem. It first entered the scene a few years ago but its innovative design is proving to be a must-have bowl for parents with young children.

And with hundreds of customer orders over the past month, sales are still

going strong for this little gem. The easiest way to market this [spill-proof bowl](#) is by creating a short video that shows how the bowl works.

You can contact an influencer with young children to create a video of the toddler trying to spill the bowl, and failing. You can then use that video for your ads to better communicate how the product works and to entice other parents to buy the bowl for preventing messes during suppertime.

#9. Swaddle Wrap



Newborn babies have spent months curled into the fetal position in their mum's belly. The level of closeness they felt is something that new moms want to continue to give their baby. That's why products like swaddle wraps are a baby product to sell in 2020.

This [swaddle wrap](#) has seen hundreds of orders in the past 30 days and thousands of orders in the past few months. According to [Google Trends](#), the term "swaddle" has been seeing strong growth for a while now and it's

expected to continue growing over the coming year. July tends to be peak season for this product, but don't worry about getting started on selling them months before or after. According to Keywords Everywhere, search volume for the term "swaddle" generates 90,500 monthly searches.

That said, it seems like going after a search-based play may help you generate more sales for your swaddle wrap baby product. You can go after relevant "swaddle" keywords and create Google Shopping ads and Google display ads. That way people who are searching for your product can find you instead of you trying to find them. Of course, you can also target "New Parents" on Facebook too. But with sky-high search volume for this product, Google seems like your best bet.

#10. Hipseat Carrier



[Start selling hipseat carriers](#)

Closeness is one of the baby product trends we'll be seeing a lot of in 2020. That's what makes products like this hipseat carrier so appealing. Carrying a baby in your arms can be uncomfortable, especially as they begin to gain weight. Having a [hipseat carrier](#) allows your customers to hold their baby close while placing the weight on their hip instead of their arms. It's also practical. It allows their babies to face the same direction their parents face so they've got a good view from where they're seated.

To promote your hip seat carrier, you'll want to target new parents on Facebook. You can also run Google Ads targeting keywords like "hip seat carrier" so that parents find the exact product they're looking.

You can also run a maternity and new mom blog on your online store. You can write SEO-driven content that's optimized for various popular keywords new moms are constantly searching for. That way your online store gets more attention from the increase in website traffic. You can also reach out to other mom blogs about having your hip seat carrier featured on their website so you get referral traffic back to your site.

Baby Trends to Monitor in 2020



Liz Jeneault,
Vice President of
Marketing of [Faveable](#)

“Products that claim to help babies sleep will remain popular in 2020. We’ve continued to see more of these products make their way to market as parents with busy lives look to any method possible to help put their little one to sleep. There are “magic sleepsuits” and swaddling systems, special baby swings and seats, co-sleepers, sound machines, essential oils, vibrating crib wedges, and even more advanced products out there promising to help your baby fall into a deep slumber. Sleep is precious as a new parent and companies know that. That’s why you’ll continue to see even more of these products in the future.

There are countless options to consider, but it’s important for parents to do thorough research. Many of the products can be expensive and it’s worth reading the reviews to see if they’ve actually worked for other customers before splurging.”



Joanna Jozwik Serra,
[Birdy Boutique](#)

“One trend that never goes away is safety. When it comes to the safety of our children, moms make this a priority. Recently there has been so much talk about bulky coats and car seats, which are a dangerous mix. Into 2020, as we see with sales trends, products such as car seat ponchos will continue to grow in popularity to keep children safer in their required car seats.”



Dr. Lina Velikova,
MD, Ph.D., Contributor of
[Disturb Me Not](#)

“Over the years, I’ve noticed an increase in parents buying snuggly baby-carriers. The importance of close contact between a parent and a baby has become more and more prominent - resulting in more parents willing to commit to attachment parenting. I believe that this trend will continue in 2020, as well.”



11

10 Best Lamps and Lights to Sell in 2020



Looking for the best lamps and lights to sell in 2020? In this section, we do a deep dive into the lighting niches that'll *skyrocket* over the coming year. From planetarium lights to novelty lamps, you'll find a whole spectrum of lamps and lights you can sell on your store.

10 Best Lamps and Lights to Sell in 2020

#1. Planetarium Light



[Start selling planetarium lights](#)

When you live in the city, there are many starry nights you'll miss. City lights prevent even people in the highest buildings from seeing the stars. So if you can't find them outside, it's time to find them inside. Fortunately, you can help your customers create an at-home planetarium with this romantic [star projector](#). It's generated hundreds of orders in the past few months helping people all over the world transform their rooms while brightening up the sky.

There are a few key audiences you can target with this planetarium light or star projector. First, you can target people in relationships as this can work as a mood setter for a romantic evening in. Second, you can target people who are interested in astronomy, space, stars, and relevant key terms like that. Third, you can target people who are fans of space-related pages such as NASA or SpaceX. Next, you can also use Google and run ads targeting keywords like "home planetarium" or "planetarium projector." You can also run Google Shopping ads so people see the product you're selling.

#2. Photo Twinkle Lights



[Start selling photo twinkle lights](#)

A quick Google Trends search shows that both [twinkle](#) and [fairy](#) lights are moving on up in searches. So, not surprisingly, wall lights like this [photo twinkle light](#) will rise in popularity too.

A big indicator that a product is a winning product is the number of suppliers who sell it. On Oberlo, we have countless suppliers selling various styles of twinkle and fairy lights that you can sell on your store.

Good news: the keyword “fairy lights” gets 165,000 monthly searches according to Keywords Everywhere, which shows the viability of a niche around these types of products.

You can devote an entire product category to having various styles of twinkle and fairy lights to promote your wall lights on your store. Want to get [this product](#) on your customers’ walls? Then, try taking your own custom photos.

If you aren’t a savvy photographer, reach out to an influencer to take custom photos for you. Then, add your custom photos to platforms like [Pinterest](#), [Instagram](#), and [Facebook](#).

Women planning their [wedding](#) or interested in [home decor](#) may be interested in purchasing these products so keep them in mind when setting targeting options. But don’t be afraid to explore other demographics as well.

#3. Photo Lamp



[Start selling photo lamps](#)

Your customers are often looking for the perfect gift for someone: wedding gifts, anniversary gifts, and birthday gifts. Fortunately, there's actually a lighting product that would make the perfect gift for someone's special day.

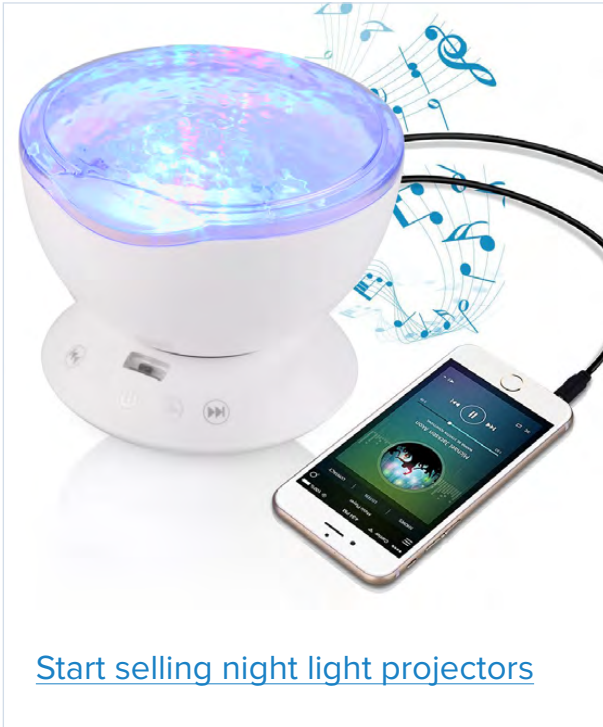
This [photo lamp](#) allows you to place a photo inside a moon lamp. When it's lit, you can see a photo of the person. Customers are also able to place customized text on the lamp as well to personalize the gift. Personalized products tend to perform insanely well

and this product capitalizes on that trend quite nicely. It's had hundreds of orders in the past few months.

Promoting your photo lamp can be done in multiple ways. You can target business owners looking for a lamp to post their logo or marketing copy on. A simple idea you can mention to persuade them is to post a picture of their first year in business to always remember how they started.

Another marketing option is to focus on relationships. You can target couples based on their anniversary date, upcoming wedding, or birthday. Another option is to promote this photo lamp on special occasions such as Mother's Day or Father's Day. Keep in mind that different countries have different dates for Mother's Day so you want to target certain countries on their exact dates rather than targeting every country on the American holiday.

#4. Night Light Projector



Are most of your customers young parents? If so, you might want to help them ease their children's fear of the dark by promoting this night light [wave projector](#).

It adds a dark blue wave design on the ceiling to subtly brighten up the room. It's also great for bathrooms for late-night bathroom runs. Projector lights made up huge sales volumes in 2019 and are expecting continued growth in the upcoming year.

In the past 12 months, [searches](#) for projector lights have been climbing, especially towards the end of each year. You can recommend [this product](#) to customers as a way to better see in the dark.

Since this product is battery operated, you can easily place it in rooms without needing any outlets. You can showcase this product's benefits for being able to better see in the dark.

For example, if promoted as a bathroom light, it can help you see in the dark without a harsh yellow light waking up anyone else in the home. The dark blue light is also less harsh than the conventional yellow one. This can also be marketed as a children's night light for children who tend to get scared of the dark.

#5. Camping Headlamp



[Start selling camping headlamps](#)

Those catering to outdoor enthusiasts will love promoting this camping light. Walking in the dark woods looking for an outhouse at three in the morning can be a dreaded experience.

Especially if there are wild animals like snakes or bears that walk along the same paths. [This product](#) can help ensure your customers' safety while they trek through the deep woods.

Interestingly enough, [search volume](#) for “headlamp” tends to hold steady each

year proving that this is a [steady product](#) you can sell. Peak season tends to climb during the darker winter months.

There are actually various niches you can promote this headlamp to. For starters, you can promote it to outdoor enthusiasts such as campers and hunters. Second, you can also promote it to fitness enthusiasts such as cyclists and runners for those darker, winter days where visibility is a matter of life or death.

This can also come in handy for outdoor workers who work later in the evening and require headgear to be able to complete work tasks in the dark. You can use Facebook's targeting options to target people based on their job title or interests to inch closer to finding your ideal customer.

#6. Wall Lights and Sconces



[Start selling wall lights and sconces](#)

Wall lights like [these sconces](#) will start becoming more popular in the coming year. People are looking for more accent lighting, according to [Google Trends](#).

Lining up hallways with sconces is a perfect way to add some subtle lighting to a home and shoppers are aware of this. These sconces come in five different colors: black, gray, green, pink, and white better allowing you to find a customer who is looking for a specific color.

Search volume for “wall lights” is at about 110,000 monthly searches showing that this type of lighting is quite popular. And this specific product has a 4.9 out of 5 star rating, showing that it’s a product customers are happy with.

So with these [wall sconces](#), you can promote them on popular home decor blogs. You can reach out to blogs in the niche and ask them to include a link to your product in one of their lighting products round-up articles to get more eyeballs on your wall sconces.

If people click on the link to your website after seeing the photo, they’re much more likely to buy it than if they stumbled onto your website searching for something else. You can then run a [retargeting ad](#) for this product so that you can win back shoppers who didn’t buy it on their first visit.

#7. Pendant lamp



[Start selling pendant lamps](#)

Pendant lamps are a popular lamp type that people hang from the ceiling. They're often used in kitchens, dining rooms, or studies to add some light to a room. This popular [pendant lamp](#) comes in various styles so you can offer your customers a greater selection. You can also allow them to mix and match different lamps in the same style so that they can create a unique decor statement with their lights.

According to [Google Trends](#), search volume for “pendant lights” is steadily growing meaning it’s a reliable niche to get into. You don’t necessarily need to start a pendant light store but you might want to invest in more pendant lights in your lighting store. It’s expected to continue to grow throughout 2020.

To promote this pendant lamp, you’ll likely want to target homeowners or newlyweds as they may be in the market to buy a pendant lamp. But your best bet likely won’t be an impulse buy on Facebook, it’ll likely be a search-based play on Google. You can create lighting content on your lighting store’s blog to drive traffic to your website. Another option is to run paid Google ads targeting specific keywords like “pendant lamp” or “pendant lights” which both have thousands of monthly searches.

#8. Selfie Night Light



[Start selling selfie night lights](#)

But first, let me take a selfie. With Instagram's popularity going strong, it's safe to say that the selfie isn't going anywhere. Fortunately, now you can help customers get their best shot no matter where they are or what time of day it is.

This [Selfie Night Light Ring](#) allows customers to take their selfies in dark clubs, in the darkest hours of the night, or in rooms with bad lighting. This one in particular has had over 33,000 sales in the past six months. Huge!

This night light also comes in three colors: white, black and pink, thus allowing you to recommend different colors for people with different phone colors or color preferences.

This light ring is compatible with various phones such as iPhones, Samsung, Sony, Motorola and more. Want to get your night light on more phones?

Fortunately, there's a pretty simple way to do that. When it comes to targeting on Facebook, you can target people based on the device they use. So if the night light is compatible with a specific iPhone model, you can target people with that iPhone under behavior (meaning they own it) and interests.

You can also zero in on your marketing such as by gender or other interests to find the type of customer who is most likely to buy [your product](#). You can also reach out to influencers who have taken great photos who can plug this product on Instagram or [YouTube](#) by educating people on simple tricks to take better photos. This product can be included as one of the ways to take better photos because lighting is essential for great photography.

#9. Rocket Lamp



[Start selling rocket lamps](#)

With an expedition to Mars getting ready for takeoff in the coming years, interest in astronomy is growing like crazy. And to be honest, products like this [rocket lamp](#) have never been hotter. The smoke from the rocket lights up to create light in a dark room. This unique lamp has seen hundreds of orders in the past few months.

To promote this lamp, you can target a few audiences such as people who work in astronomy, astrophysics, and space agencies. You can also target

parents of young children as this might be a great lamp for inspiring young kids to take an interest in space. Another audience you can target are fans of SpaceX or NASA as people who like those pages likely also have an interest in astronomy.

By focusing on Facebook or Instagram, you can target these audiences more easily. You can also pin pictures of your rocket lamp on Pinterest going after keywords such as “kids room decor.” Or worst case scenario, you can always ask Elon Musk to buy your rocket lamp (just kidding).

#10. Novelty Lights



[Start selling novelty lights](#)

In 2019, we saw the rise of novelty lights. In 2020, that trend will continue to rise. [Google Trends](#) shows that from September to November each year there's an upward trend in "novelty lights" searches.

When you create a product category for novelty lights on your store, you'll find that there's a great selection of products to choose from. However, various products have also proven to be quite popular.

Want to sell these [novelty lamps](#) to the masses? Since search volume for "novelty lights" and "shark light" tends to be low, you'll likely want to focus on an impulse-buy strategy. You can focus on Facebook and Instagram. For instance, you might choose to target people based on holidays or milestones.

For example, an ad for the love lamp above might target couples celebrating an anniversary, couples that are newly engaged or holidays such as Valentine's Day, whereas ads for the shark lamp might target people who are interested in sharks. Remember, no two novelty lights are the same so be sure to target people based on the specific product you're selling rather than creating a general ad for the entire product category.

Lighting Trends to Look Out For in 2020



Michael Helwig,
Interior Designer of
[Michael Helwig Interiors](#)

“Lampshades are taking a turn from barrel shape to cone shape in 2020. It doesn’t seem to matter the shape of the lamp itself so, a quick upgrade would be to switch out the shade and keep the lamp. Staying with the lampshades for a moment, another big trend in lighting is black shades. If you want to be completely on-trend for the turn of the decade, pair the cone-shaped lampshade with a matte black lampshade and you will have a winning combination. Brass is also trending pretty big going into 2020 and I don’t see that slowing down. It comes on the heels of the gold trend of the past couple of years, brass is a bit more earthy in tone and more opaque rather than shiny, as was popular in recent years.”



Tina Carpenter,
Online Marketing Manager
of [Juice Electrical](#)

“Two big trends, that are a continuation of the current landscape, focus heavily on geometric shapes and wireless technology. Over recent years we’ve seen a big shift from traditional-shaped lamps towards “unconventional” shapes. Some ultra-modern looking products combine new and traditional, giving the best of both worlds. Geometric and essential shapes are gaining more and more popularity worldwide. The lighting industry can boast that it’s always stayed ahead of the curve when it comes to tech. Whether it’s eco-friendly (you won’t find many energy-heavy items these days) or just convenience trends, most lamp and lighting companies actively seek ways to improve their offerings. Most newly-released products have some form of wireless capabilities. This offers advantages that consumers love. Companion smartphone apps can switch these lamps on and off, reducing energy consumption, as well as dim them to offer atmosphere to taste and fit around a person’s schedule.”



Meggan Fadden Wynja,

Interior Designer and
Co-Founder of

[Color Cord Company](#)

“For 2020, a big trend is elegant minimalism with natural accents and that’ll be reflected in lighting. Expect to see more rounded edges, curves, and arches. Mid-century modern is still a favorite, clean lines will be prominent but with a natural twist. Pendant lighting is a very approachable design element and one of the most affordable options. With more people taking a customized, personalized approach to all things home decor, many light fixtures now are easily customizable and designed for plug-and-play use for the everyday consumer. Expect to see a lot of muted earth tones and metallics paired with rich, deep, colors and accents. These stylish looks are easy to pull off and match anyone’s home decor.”



12

9 Best Home Improvement Products to Sell in 2020



Take your home improvement and home supplies store to the next level by adding these epic products to your collections. In this section, we'll break down some of the most popular home improvement products of 2020, covering everything from handy tools, organization products and safety devices. These home supplies are currently trending upwards so be sure to add them to your store before the trend fades away!

9 Best Home Improvement Products to Sell in 2020

#1. Measurement Tool



When it comes to home improvement and renovations, a [measurement angle-izer tool](#) will come in handy throughout the process. Sure, you can use a measuring tape for some aspects. But sometimes you've got to take angles into account.

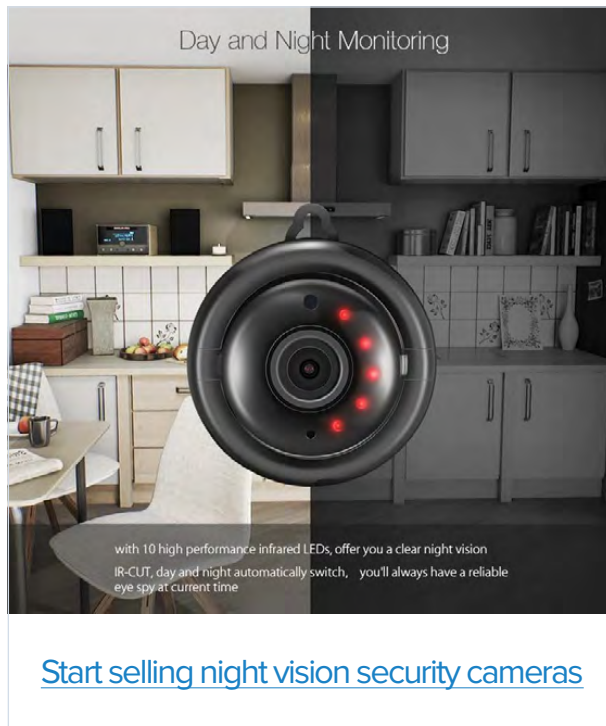
This angle-izer ruler can measure various angle degrees with its simple tool. You can measure from 0-300mm which is perfect for small-scale home improvement projects. This niche product has only been ordered by customers 512 times in the past six

months but has garnered a 4.9 star rating with over 195 reviews.

So while it is a niche product, this is definitely one that customers love. When it comes to marketing home supplies like this measurement angle-izer tool you can focus on a few different markets. First, you can target people who work in home renovations, construction, or trade type industries.

Second, you can target students in engineering or architecture programs. You can focus on [Facebook ads](#) when targeting using the options mentioned above. However, this is mostly a search-based product, so don't be afraid to experiment with Google ads and [Google Shopping ads](#) as well.

#2. Night Vision Security Camera



There's been an uptick in "home security" searches in [Google Trends](#) in recent months. People are shifting towards buying home supplies that'll improve the security of their loved ones and possessions.

This [mini security camera](#) can be bought to watch over certain rooms in your home. It immediately alerts you the moment someone breaks into your house. This indoor security camera also allows you to do video playback, acts as a motion detector, includes a remote control and more.

Marketing this [night vision security camera](#) can be a bit tricky as platforms like Facebook and Instagram don't allow ads to security products.

Your best bet when it comes to marketing is a search-based approach. You can create blog content around home security with links to your products. You can then run [retargeting ads](#) for your blog traffic with Google.

Next, you can create [Google Shopping ads](#) for home security keywords. Keep in mind that "home security" can be a competitive and expensive keyword to go after.

So when creating ads or blog content focus on long-tail keywords. For example, instead of "home security" you might create content such as "home security Toronto" or "best home security reviews" or "home security do it yourself."

#3. Water-Saving Shower Head



[Start selling water-saving shower heads](#)

Looking for a product to sell that'll help the planet? Home supplies like this [water-saving shower head](#) have been becoming more popular.

Customers will get a shower head with three different spray modes, which can help reduce the amount of water they use every time they shower. There have been over 781 orders in the last 30 days and over 7000 in the last six months. That shows this product trend isn't going anywhere.

If you're looking to create a socially conscious business, selling products like this can help you create a positive brand image. Want to get a big splash of sales? You can create YouTube videos talking about the benefits of having a water-saving shower head such as the environmental impact, the money you save on your bills, and so forth.

You can also write guest posts on socially conscious blogs about helping the environment and adding a link back to your product page so you get some [free traffic](#).

Alternatively, you can reach out to eco-friendly influencers and ask them to give your website a shout-out in exchange for payment. If you zero in on products like this, you can build your entire store around being a socially conscious brand to help you find like-minded customers who are interested in preserving the environment. You can also promote this product to those in the home improvement space to help more homes become environmentally friendly.

#4. Air Diffuser



[Start selling air diffusers](#)

Air diffusers have been insanely popular for quite some time now. But once again, we expect to see them take over sales in 2020. Home improvement products like this [air diffuser](#) have generated tens of thousands in orders. It also acts as a humidifier, which can help clear your sinuses when you're sick. But the best part is that it keeps your home smelling fresh. Of course, customers will need to buy their own scents to make that happen.

The term "air diffuser" generates 27,100 monthly searches. You can also go after terms like "diffuser" which has 368,000 monthly searches or other similar key terms when running paid ads via Google. You can also promote your diffuser on Pinterest where the search term is also quite popular.

You can reach out to bloggers to include your diffuser in their lists. Or if you plan on focusing on a home improvement or general home store, you can create content about diffusers on your own blog so that you can build your own audience. Don't forget to share those blog posts on Pinterest though.

#5. Fabric Steamer



Calling all fashionistas! [Fabric steamers](#) are used by top fashion trend-setters to keep a polished appearance. Goodbye wrinkled clothing! While it may not be an item everyone has in their home, that doesn't mean this product doesn't have potential.

Men often use steamers to keep their suits looking new, and women use steamers to clear out wrinkles in their favorite clothing. So you'll actually have some flexibility in who you want to target.

Don't believe in the popularity of [this product](#)? Then, you'll want to check out YouTube. Videos about steamers tend to get thousands of views.

The [most popular video by Melissa Maker garnered 743k views](#)! Now, imagine reaching out to top men's fashion influencers or women's fashion vloggers and asking them to create a video with your product.

You can send them a free sample, offer an affiliate deal and they'll send traffic back to your website. Since they've already got an audience built up, it'll be easier to have traffic driven back to your website.

#6. Plug In Wall Heater



[Start selling plug-in wall heaters](#)

Each season we see the rise of temperature controlling appliances. In the summer, we see cooling fans take over sales and in the winter months we find home improvement products like this [plug-in wall heater](#) take the top spot. This portable heater is a perfect addition for when the heating is broken or you want heating in a room that is generally colder than others. As a winter product, this item works well in home improvement, general, or seasonal online stores.

Search volume for keywords like “wall heater” generate 22,200 monthly searches. You can run paid Google advertising for this product to capitalize on the search volume traffic. You can list this product for Google Shopping ads as well so that customers browsing for wall heater products can find it.

You can also play around with other keywords to test out which term performs best for you. You can use terms like “plug-in heater,” “heater,” “room heater,” and other relevant terms. You can use a tool like Keywords Everywhere or any SEO-based tool to find the search volume for popular keywords and then run ads with different terms.

#7. Water Filter



[Start selling water filters](#)

Home improvement doesn't always need to be about renovations or massive technological changes, sometimes simple products can transform your life. Take this [Portable Water Filter](#) for instance. It purifies water for you so you're always drinking the freshest water possible. As an alkaline water ionizer, it capitalizes on the alkaline water trend which is considered a billion-dollar market according to [The Washington Post](#). Alkaline water is considered to be "a performance-enhancing sports drink."

Search volume for "alkaline water" is approximately 246,000 monthly searches according to Keyword Planner. There's steady search growth for the keyword according to [Google Trends](#).

When it comes to promoting this product, you might choose to create an alkaline-based store where you sell alkaline recipe books and products like this water filter. You can also run Facebook Ads targeting people who exercise or do high-intensity workouts to promote your alkaline water to them. Another option is to reach out to fitness blogs and publications about having your product featured in one of their product roundup articles.

#8. Sponge Paint Roller



[Start selling sponge paint rollers](#)

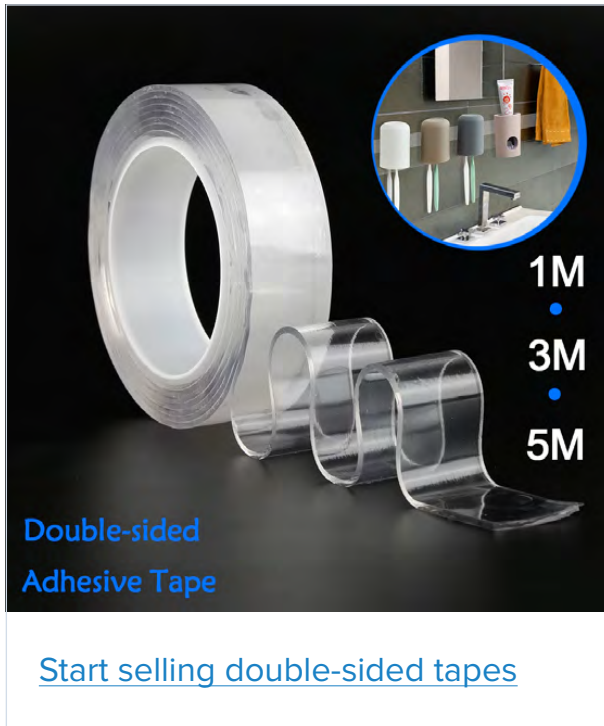
Nothing takes your home improvement projects to the next level better than a paint job. Home supplies like this [paint roller](#) are perfect for DIY painting.

Search volume for keywords like “paint roller” get 33,000 monthly searches, making it a popular product to sell. Interestingly enough, [Google Trends](#) shows that paint roller searches have been trending upwards the past couple years with July being peak season.

If your goal is to try to capture some of those monthly searches, you can run [Google ads](#). If you’ve got a tight budget, you can focus on writing blog content around relevant painting keywords to attract the right audience.

Make sure you have your retargeting ad running. Then, you can share those articles on social media. Your retargeting ad will show your painting products which will help you monetize your blog content.

#9. Double-Sided Tape



When it comes to home improvement products, the one you'll definitely need over the coming year is double-sided tape. If you take a quick look at this [fast-growing product](#) you'll see that it's had over 5400 orders in the past 30 days. This proves that even something as simple as tape can skyrocket in sales when you find the right audience. If you take a gander over to [Google Trends](#), you'll see that [search volume](#) for double-sided tape is steadily growing so it's a market you should be entering now. Search volume for the keyword

"double sided tape" is also quite strong with 60,500 monthly searches according to Keywords Everywhere.

Now, when it comes to finding an audience for this product, there are a few key audiences you want to keep in mind. First, there's the DIY crowd. You can search for DIY crafts Facebook groups to do research about the audience. Avoid spamming groups your product, as you'll very likely get banned. You can use insight learned from Facebook groups to use in your ads when targeting that audience. Another audience you might want to target is the home repair or renovation DIY crowd. There are several times you'd use double-sided tape like when to attach insulation to walls, to hold something together temporarily, or even to protect floors during renovation. You can target these audiences with Facebook Ads but be sure to do your research in Facebook Groups first.

Home Improvement Trends in 2020, According to Home Experts



Walt Key,

Realtor of [Long and Foster](#)

“Smart Security! Video doorbells, Wi-Fi enabled locks, voice-activated security features. These are the hottest trends in home improvement! Not only do you have the enhanced security of real-time monitoring that you can watch live from your smartphone, but you also have the enhanced convenience of being able to control and change your home’s security level at the push of a button (or the sound of your voice!) from that very same device. Even better, many of these devices make an easy DIY project! For often far less than a big-name security company would charge every month, you can buy, install, setup, and control your smart security apparatus all on your own. Great new products are hitting the shelf as we speak! Expect to see an increasing shift towards smart security in 2020 and beyond.”



Brett Elron,
Owner of [BarterDesign](#)

“Smart home technology usage is on the rise and will continue to rise in 2020. A big increase in usage will most likely come from home security systems including Smart Door Locks, Smart Doorbells and Video Cameras, and Smart Exterior Lighting Systems with all of these being able to be controlled via your smartphone from any location. These systems will become more and more common in the everyday household and as more home technology companies enter the market.”



Lauren Noel,
Founder of [Love Remodeled](#)

“A big home improvement trend for 2020 is smart technology for the home. While many aspects of home living are now easily controlled and directed by smart home systems such as the Amazon Echo or the Google Home, smart home security is the next frontier for homeowners. Products such as video doorbell systems that will allow you to see and talk to anyone who is at your front door, smart security cameras that you can monitor from your smartphone, and smart lighting that alerts you when someone comes onto your property, will be utilized more as a younger, tech-focused generation begins to take home security seriously. In addition to the use of smart outlets, smart lights and smart thermostats, employing smart home security systems will ensure that almost all parts of home living are directly monitored and controlled by your smartphone.”



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10 Best Wedding Decorations and Bridal Accessories to Sell in 2020



What are the best wedding decorations, wedding supplies, and bridal accessories for 2020? In this ebook section, we used a combination of data while consulting wedding experts to get a deep dive look into the biggest wedding trends for 2020. The wedding products featured in this list are some of the most popular upcoming products for the year. So if you'd like to get a head start in this niche, you can start by adding these wedding products to your store.

10 Best Products for Wedding Decorations, Wedding Supplies and Bridal Accessories

#1. Wedding Evening Dress



[Start selling wedding evening dresses](#)

Of all bridal accessories, a bride's gown is the most important. While traditional brides may choose to buy their main wedding dress in-store, an evening dress for the reception is often bought online.

Budget-friendly brides may also choose to do some of their bridal shopping online as well. Shoppers may choose to purchase a [white evening dress](#) like this lace off-shoulder dress.

You can upsell other bridal accessories like a belt, sash, or lace bolero to

create a more figure-flattering appearance for your customers. When it comes to marketing bridal accessories like evening gowns, your best bet is to stick to ads on Facebook and Instagram.

Using targeting options, you can target women who are recently engaged. If you want to tap into [influencer marketing](#), you can have influencers create videos of them wearing the dress. Then, you can repost those videos not only on your own [social media](#) but also on bridal fan pages on Instagram to get more eyes on your bridal accessories.

#2. Bridal Ball Gown



[Start selling bridal ball gowns](#)

Budget brides are slowly taking over the wedding industry. With more brides shopping online for a cheaper wedding dress alternative, online retailers can land a number of sales from selling wedding dresses on their store.

You can sell wedding dresses like this [bridal ball gown](#) along with other bridal accessories to [increase average order value](#). Items like jewelry, veils, footwear, hairpieces, and more can be curated for the customer to complete her bridal look.

To market this bridal ballgown to brides, you can use [Facebook ads](#) to target women who are “Newly engaged” with options to target 3 months, 6 months and 1 year. While you’ll likely want to target brides in the 3-6 months range, keep in mind some brides have two-year engagements so don’t discount a newly engaged bride of one year!

You can also target women who are listed as “Engaged.” You can also promote this dress on popular open boards on Pinterest to increase the free visibility the product gets. Then run retargeting ads to win back visitors of the dress.

#3. Wedding Belt Sash



[Start selling wedding belt sashes](#)

Brides will be adorning their wedding dresses with wedding belt sashes in 2020. This popular [wedding belt sash](#) is used to add some sparkle to a bride's dress, especially if the dress is simple in nature. Brides simply tie the belt around the waistline to glamorize their gowns.

You can sell this product with other wedding accessories to generate a higher volume of sales. For example, you might sell this sash with another sparkly accessory like a bridal tiara or a set of bridal jewelry.

To promote this sash, you might find yourself in luck by pinning this on popular Pinterest boards. Using a website like [PinGroupie](#), you can find popular group boards in the wedding or bridal niche. Since these group boards are actively looking for contributors, you can apply to be accepted. The boards already have a massive number of followers so your pins gain more visibility. You can still build your own boards as well and you'll find your wedding products will gain [website traffic](#) from Pinterest over time.

#4. LED Wedding Balloons



[Start selling LED wedding balloons](#)

Wedding decorations like these [LED wedding balloons](#) can brighten your customers' wedding venue. Brides can use these wedding decorations for decorating a kid's table, to light up a pathway at their outdoor wedding venue, or as simple decor inside their dimly lit venue.

These balloons can be lit up with helium and activated with a switch of a button. The balloon even comes with its own LED rope. With these LED wedding balloons, you can focus on bulk selling – especially for weddings.

You can use a Shopify app like [Product Bundles](#) by Bold to create higher volume bundles so you can increase your [average order value](#) and make a higher profit. When it comes to marketing, you'll likely choose to target women who are currently engaged and potentially wedding planners as well.

If you have a niche wedding store, you can partner with wedding bloggers to get shout-outs and links to your store to drive more qualified website traffic.

#5. Plus Size Evening Dress



[Start selling plus-size evening dresses](#)

From wedding guests to bride, you might find this plus-size evening dress is perfect for that special occasion. The dress is available in white so plus-size brides who'd rather shop online for a dress might decide to shop on your website instead. But as with many other bridal websites, you might want to offer dresses for wedding guests as well.

This [plus size evening dress](#) can be promoted on Facebook, Pinterest, and Instagram. You can run ads targeting engaged females while showing the

white dress on your ad. If you plan on targeting wedding guests, you might choose to target people between the ages of 25-34 which is often the range that most people get married and likely their friends are within the same range.

You can upsell wedding accessories like jewelry, hairpieces, and other products to help boost your sales. It's important to remember that brides are usually only a potential customer for a year or two maximum so it's essential to promote other wedding products to them to keep your business afloat.

#6. Bridal Hairband



[Start selling bridal hairbands](#)

Most brides use hair accessories in their hair. From hair pins to tiaras to bridal hairbands, you'll want to ensure you stock your store with the hair accessories your potential customers will love.

One of these hairpieces that tends to perform well is this [bridal hairband](#). It comes in multiple styles but maintains that iconic pearl hairband look. The larger hairbands almost act like a pearl bridal tiara for brides going for that look.

To promote this hairband, you'll likely want to target brides who've been engaged for at least six months. This is likely around the timeframe that brides will start looking for specific accessories to complete their wedding look. Of course, you can still target brides who've been engaged for less or more time as well.

You can share this product on Instagram Stories, Pinterest, or via Facebook ads to help you generate sales from this product. You can also upsell this with a set of pearl earrings or necklace to boost sales.

#7. Silk Flowers



[Start selling silk flowers](#)

Wedding decorations aren't complete without silk flowers. These artificial flowers tend to be a more affordable option for brides while being absolutely stunning. Heck, I used only silk flowers for my wedding and the wedding decor looked gorgeous. In the past, it was a bit taboo to have fake flowers, but it's starting to become much more common.

These [silk flowers](#) can be used for bridal bouquets, floral arches, centerpieces, and other wedding decor

pieces. This is one of the most popular wedding products you can sell right now with hundreds of orders in the past 30 days.

To promote these flowers, you can target engaged brides who are interested in DIY or follow DIY pages. You can also target wedding decor businesses who might be looking to purchase bulk silk flowers for their events. And you can also join DIY Facebook groups to share examples of DIY designs with your flowers while telling people in the comments where you got your supplies from.

#8. Silicone Wedding Band



According to [Google Trends](#), men's [silicone wedding bands](#) have been seeing strong and steady growth in the past few years. The main reason men turn to silicone instead of platinum or gold boils down to two things. First, silicone wedding bands are a much more cost-effective alternative to metal. Second, metal rings have been known to [injure people who work in the trades](#). Some people have even lost their fingers due to their ring getting stuck while at work.

Fortunately, silicone rings solve that problem too. The [silicone wedding bands](#) come in nine colors including gold, silver, copper and glitter designs. The silver and gold options allow you to market them as wedding bands.

You can create ads targeting people who've recently gotten engaged. How you choose to position your ads is up to you. However, you can promote it as an affordable wedding band for someone more budget-conscious.

Or you can highlight it as a band for people in the trades by mentioning the injuries metal bands have caused. You can post a picture for your ad as well as create an informative video that details everything you'd like people to know to convince them to buy your wedding band.

With the product costing only 60 cents, you can sell these for as much \$29.99 making it a great profit you can reinvest back into your store.

#9. Bridal Robe



[Start selling bridal robes](#)

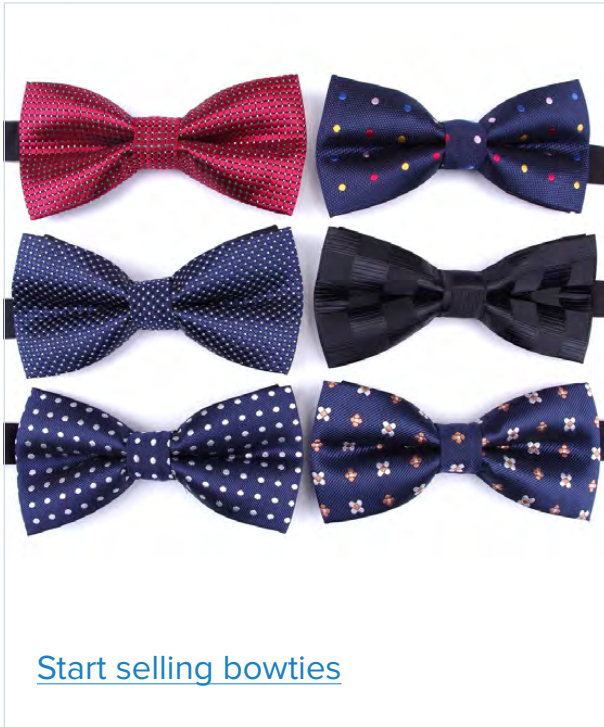
Bridal and bridal party robes and kimonos are all the rage. They're often worn on the morning of the wedding. While they look really cute in bridal party photos, they're also practical. The reason why people buy them is so that their hair and makeup doesn't get messed up. For example, if you wear a t-shirt instead, when you lift your shirt over your head to put on your dress, the makeup can smudge and the hair gets shuffled around. So, makeup artists usually recommend bridal robes or button-down shirts to avoid this burning

problem. Plus, they really do look great in photos.

To promote these [bridal robes](#), you'll want to target women who've been engaged for six months. That's typically the time they'll start shopping for these kinds of wedding accessories. Keep in mind that bridesmaids often buy the robes for the bride's big day, so if you create an ad, ask the bride to tag her bridesmaids in the post to further the reach of the ad but to also attract the right people to the product.

You can also post pictures of the robes being worn on a wedding day by asking for an influencer to take photos with your robes with her friends. Or have the influencer create a video of her and her bridesmaids wearing robes that you can use in ads.

#10. Men's Formalwear Bowtie



Men's suit sales have been [growing steadily](#) for quite some time. So naturally, accessories like bowties, cufflinks and pocket squares are increasingly popular.

You can sell these products either on a men's formalwear or fashion store or on a wedding website catered to men. This [bowtie](#), in particular, comes in 20 different colors allowing you to give your customers plenty of options.

It can be used as an add-on product to a higher-end suit or it can be marketed on its own. Marketing products like this [men's formalwear bowtie](#) can be done via Facebook ads or Google Shopping ads.

'Bow ties' gets 90,500 monthly searches and 'bowties' gets 22,000 monthly searches.

You can create ads for your products with those keywords in mind. You can also create separate ads for the different designs you offer, such as, 'polka dot bow ties' which only gets 880 monthly searches. However, a customer searching for that keyword knows exactly what they're looking for so they can still convert well.

Wedding Trends 2020 According to Wedding Experts



Karen Norian,
Founder of [Simply Eloped](#)

“One wedding accessory that’s making a huge comeback is the wedding veil. While veils in the past have been a subtle yet elegant addition to a bride’s look, we’ll be seeing more and more brides making a statement with their headpiece - whether it’s a dip-dyed fabric or having a customized quote or design, bridal veils are upping the wow-factor. Another wedding trend on the rise for 2020 is incorporating acrylic details into ceremony and reception spaces. Whether it’s a DIY welcome sign, seating chart, or individual place cards, acrylics are making a huge statement in a minimalistic way. Lastly, couples are taking a more mindful approach when it comes to their wedding day and are thinking of ways to become more eco-friendly and sustainable. Donating or composting wedding flowers, replacing products like glow sticks or sparklers for biodegradable confetti, and skipping on plastic dishware and cutlery all help to reduce a wedding day’s carbon footprint.”



Marie Kubin,
CEO of [Rent My Wedding](#)

“The biggest wedding trend for 2020 is DIY wedding lighting! We’re seeing more and more couples use monogram lighting to personalize their venue with their names in lights. Texture lighting is also trending. These patterns of light can be added to the walls, ceiling, or dance floor to add dimension. Think tropical palm fronds, elegant floral patterns, and abstract swirls... the possibilities are endless! The best part is that monogram lights and texture lights can be customized with any color or design, making it a very versatile decor element to transform any venue into the couple’s vision.”



Marie McCord Jones,
Owner of [Flower Moxie](#)

“Overall, I’ve seen a huge shift in the overall floral style and color palettes which is exciting! Brides are moving away from expensive flowers like peonies and garden roses and embracing less pricey blooms with more interesting hues like Carmel or Minerva Fancy Carnations. Burgundy and blush palettes have dominated the real wedding world for the past five to seven years, but suddenly we’re seeing a huge interest in earthy flavors like terracotta, mustards, and dusty beige hues. Our DIY brides are also more open to achieving their desired color stories with floral spray paints as well as dried and bleached elements like bleached Italian ruscus and dried sun palms.”



Stefany Allongo,

Founder of

[Married in Palm Beach](#)

“A huge trend in 2020 is focusing on creating an atmosphere and mood rather than specific color combinations. Couples want to plan a wedding that feels like “them”, which leads them to incorporate details that reflect who they are as a couple.

Whether is their love for all things boho, their plans to travel the world, or including their favorite fandom (think GOT or Marvel), celebrations are truly showcasing their personalities.”



Nicola Jackson,

Author of [Hanami Dream](#)

“Neon signage, perhaps with a personalized pun, will be popular wedding decor in 2020 along with a nostalgic nineties injection of vibrant color. Nods to the nineties will be found in holographic stationery, glow in the dark elements, as well as lace seeing a revival. Colored linens will give white napkins a run for their money, whilst cutlery will come in iridescent colors. Décor is focused on concrete, stone and cement details such as pots, coasters, monogram letters and table numbers. And it’s all about unique lighting with vintage lampshades, statement chandeliers and 90s-inspired neon.”



Whitney Cox,
Wedding Coordinator of
[Vegas Weddings](#)

“The overall trend for 2020 is customization. Couples want a wedding that is uniquely “them,” and they don’t mind switching up traditions to create a personalized event. We’ll be seeing more non-traditional wedding dresses in 2020, meaning fewer white dresses and more colors and floral motifs. Wedding pantsuits and other atypical styles are also becoming popular. At the same time, veils and tiaras are being replaced with stylish barrettes and customized combs. This goes hand in hand with the trend of allowing bridesmaids to choose their own dress in a particular color or style rather than cookie-cutter dresses for each bridesmaid. For example, Lady Gaga was recently in a wedding where all the bridesmaids were simply asked to wear pink, silk dresses in a style of their choosing.

As far as decor goes, minimalist Japanese-inspired decor is becoming more popular as couples go for a more elegant and refined look. Galactic motifs, from moody color palettes that mimic the night sky to actual depictions of the moon and astrological symbols, are becoming trendy.”

