

选品必修课 新手必学

今年夏秋卖什么？ 北美站选品攻略大放送

金牌讲师阵容：



亚马逊运营经理
Robin



亚马逊运营经理
Guomo

新卖家重磅福利来袭!

2022年3月1日, 新卖家入门大礼包在美国站、英国站、法国站、德国站、意大利站、西班牙站和日本站上线

亚马逊全球开店
amazon global selling

共创全球品牌新格局

新卖家入门大礼包	
优惠项目	优惠金额
品牌所有者福利	<ul style="list-style-type: none">• 首年或首100万美元品牌商品成交额5%返还, 最高可达5万美元• 200美元 Amazon Vine 计划优惠• 100美元 Transparency (透明计划) 优惠
亚马逊物流入库费用优惠	包含100美元亚马逊合作承运人费用优惠或200美元亚马逊跨境物流服务优惠
亚马逊优惠券费用优惠	50美元亚马逊优惠券费用优惠
亚马逊商品推广广告代金券	200美元亚马逊商品推广广告优惠

加拿大站更新：补货数量限制更新

亚马逊全球开店
amazon global selling

共创全球品牌新格局

控制面板

绩效 新功能

管理库存状况 (冗余库存和超龄库存) 新功能

补充库存

修复无在售信息的亚马逊库存 新功能

补充库存 [了解更多信息](#) | [为此页评级](#) | [观看演示](#) | [观看视频指南](#)

自定义 SKU 设置

下载报告

首选项



取消补货数量限制

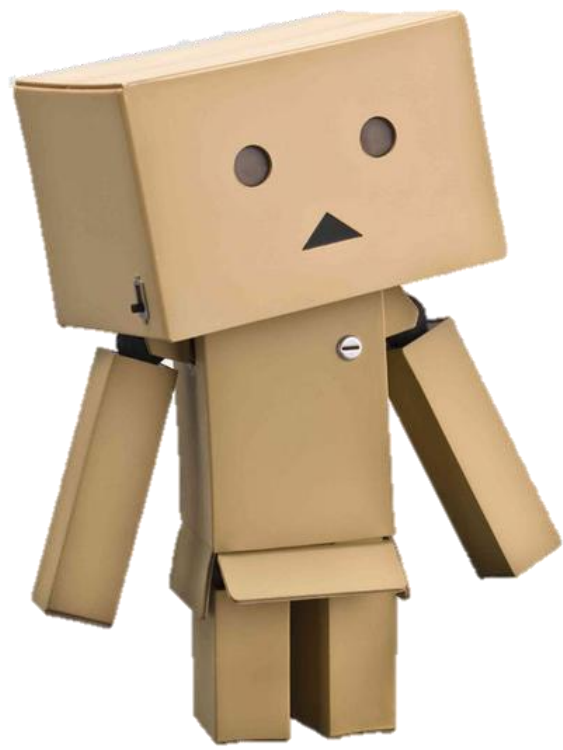
自 2022 年 2 月 22 日起，我们取消了对您的亚马逊物流商品的补货数量限制。我们在 2020 年 7 月的时候实施这些补货数量限制是为了帮助我们妥善接收和储存卖家的商品，以便成功备战销售旺季。建议您按照亚马逊建议的补货数量为商品补货，并继续通过管理冗余库存来提高您的库存绩效。



想想你是否也遇到过这些问题

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共创全球品牌新格局



“上了Listing 却不出单，广告费烧了不少石沉大海”

“我是新手卖家，听别人说跨境好做就注册了店铺，但我根本不知道卖什么好”

“我前期想自发货测一下款，再根据销量情况转FBA，这样合理么”

“我报了十几万的运营课程，还被忽悠去买了软件搞铺货，但还是出不了单”

“... ..”

有没有想过是你的选品出了问题？



目录

01

2022年亚马逊海外消费趋势

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只告诉你！选品理念大揭秘

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北美热力选品推荐

04

新卖家福利及运营秘籍

Part 01

2022年亚马逊海外消费趋势

2022年亚马逊海外消费趋势

趋势1：追求即时消费，受社交媒体影响大

- # 人人都观看直播
 - KOL推荐对用户日用消费品选择的影响力日益增加;
 - 网红直播刺激宠物品类消费
- # 人人都成为主播
 - 全民直播背景下，大家对上镜用的产品的需求激增

趋势2：追求个人和家庭的身心健康

- # 个人健康需求
 - 海外消费者希望在家就能进行一些基础性的个护按摩
- # 室内活动和出行需求
 - 运动健身需求提升
 - 后疫情时代走出去的冲动与日俱增
 - 健康以及环保需求
- # 社交需求
 - 疫情让消费者有更多的时间陪伴家人，享受小范围的家庭活动
- # 个人兴趣需求
 - 不少消费者热衷定制化、个性化的产品，DIY增加

趋势3：追求生产与消费的可持续性和绿色环保

- # 生产端绿色环保需求
 - 再生和可回收材料制作的服装受到消费者欢迎;
 - 具有环保理念的制造商的商品将被优先选择
- # 绿色家居、环保出行需求
 - 对制冷设备的需求也日渐增多,不过出于环保考虑，消费者更多会选择环保类的产品

趋势4：追求产品的个性化、智能化及多功能性

- # 个性化需求
 - 个性化产品在购买时会存在排他性，因此可直观体现消费者满意度。个性化使消费者购物体验更轻松，并增强了品牌忠诚度。
- # 智能化需求
 - 人工智能增强在线购物体验的潜力,智能产品让人们生活更便捷
- # 商品多功能需求
 - 多功能性满足消费者对商品在更多场景使用的需求；同时，性价比提升
 - 传统品类智能化
 - 商品的使用场景更广泛

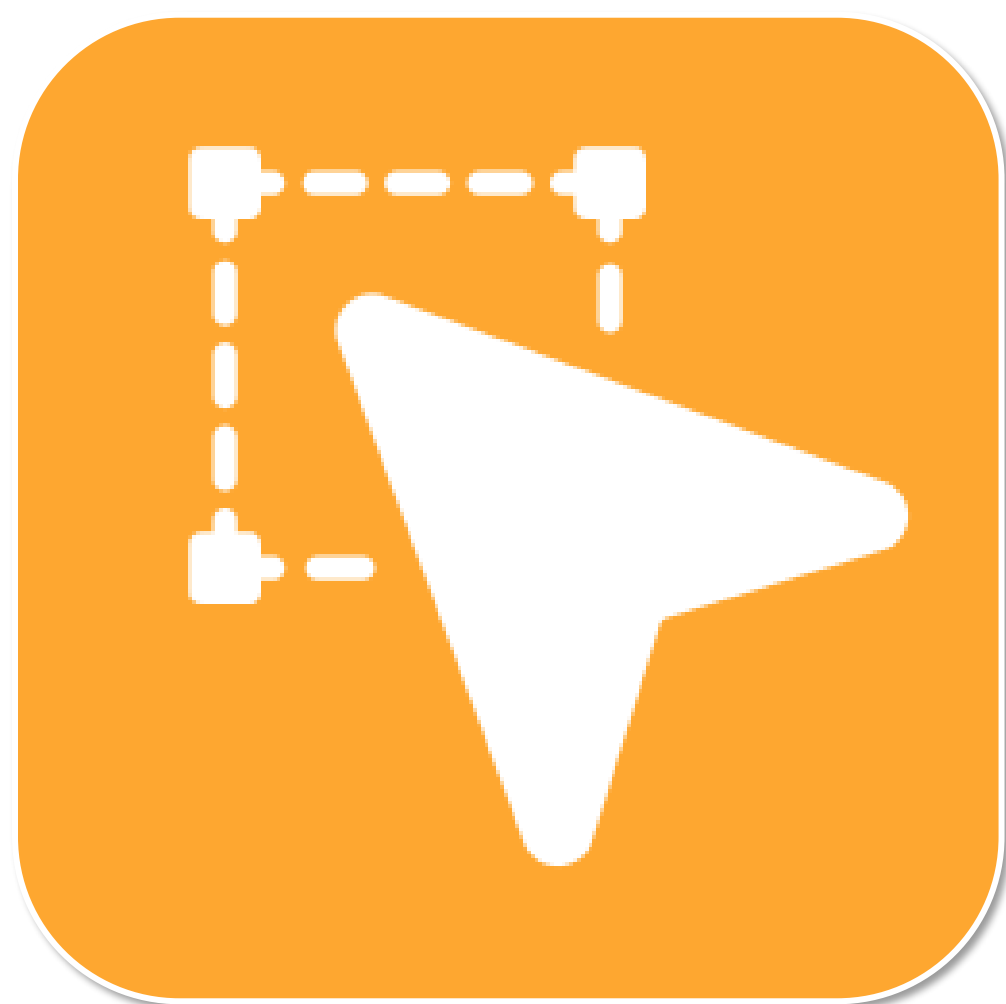
Part 02

只告诉你！选品理念大揭秘

选品真香定律：理念篇

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共创全球品牌新格局



选品为王



成本核算



正确测品

选品真香定律：方法篇

选品的8步成诗法：



如何衡量市场机会大小并差异化卖点?

Amazon Best Sellers

Our most popular products based on sales. Updated hourly.

Best Sellers in Sheet & Pillowcase Sets

ASIN: B00Q7O9TN2 [Show](#)
Sold by FBA [4](#) Sellers
[Calculate fees](#)

#1



Amazon Basics Microfiber Sheet Set, Twin, Beige
★★★★☆ 227,722
\$7.99 - \$41.98

#2 in Home & Kitchen (Top 100)

ASIN: B00Q7O9TN2

[Price History](#) [Keepa History](#)

ASIN: B08BZXC2VF [Show](#)
Sold by FBA [1](#) Seller
[Calculate fees](#)

#2



Mellanni Bed Sheet Set - Brushed Microfiber 1800 Bedding - Wrinkle, Fade, Stain...
★★★★☆ 216,740
\$32.97 - \$54.97

#4 in Home & Kitchen (Top 100)

ASIN: B08BZXC2VF

[Price History](#) [Keepa History](#)

ASIN: B06X9HB9ZD [Show](#)
Sold by FBA [1](#) Seller
[Calculate fees](#)

#3



Twin Sheet Set - 3 Piece - College Dorm Room Bed Sheets - Hotel Luxury Bed Sheets - Extra...
★★★★☆ 91,150
\$22.31 - \$33.99

#7 in Home & Kitchen (Top 100)

ASIN: B06X9HB9ZD

[Price History](#) [Keepa History](#)

ASIN: B079RY4Q3W [Show](#)
Sold by FBA [2](#) Sellers
[Calculate fees](#)

#4



4 Piece Hotel Luxury Soft 1800 Series Premium Bed Sheets Set, Deep Pockets,...
★★★★☆ 83,460
\$24.99 - \$35.00

#13 in Home & Kitchen (Top 100)

ASIN: B079RY4Q3W

[Price History](#) [Keepa History](#)

ASIN: B08CWMXQDQ [Show](#)
Sold by FBA [1](#) Seller
[Calculate fees](#)

#5



Bedsure 100% Bamboo Sheets Set Twin Black - Cooling Bamboo Bed Sheets for Twin Size...
★★★★☆ 14,724
\$32.99 - \$62.99

#28 in Home & Kitchen (Top 100)

ASIN: B08CWMXQDQ

[Price History](#) [Keepa History](#)

ASIN: B00J602E54 [Show](#)
Sold by FBA [2](#) Sellers
[Calculate fees](#)

#6



Utopia Bedding Bed Sheet Set - Brushed Microfiber 3 Piece Twin Bedding - Shrinkage...
★★★★☆ 80,185
\$12.95 - \$26.95

#57 in Home & Kitchen (Top 100)

ASIN: B00J602E54

[Price History](#) [Keepa History](#)

ASIN: B07TVDBH9F [Show](#)
Sold by FBA [2](#) Sellers
[Calculate fees](#)

#7



Sonoro Kate Bed Sheet Set Super Soft Microfiber 1800 Thread Count Luxury...
★★★★☆ 82,301

ASIN: B077N1W8C5 [Show](#)
Sold by FBA [1](#) Seller
[Calculate fees](#)

#8



Pure Cotton Twin Sheet Set - Burgundy Red Wine 400 Thread Count Sheets, Breathable...
★★★★☆ 37,622

ASIN: B07KSY4CGH [Show](#)
Sold by FBA [2](#) Sellers
[Calculate fees](#)

#9



Shilucheng Bed Sheets Set Microfiber 1800 Thread Count Percale Super Soft and...
★★★★☆ 24,637

ASIN: B08SNLXR VH [Show](#)
Sold by FBA [2](#) Sellers
[Calculate fees](#)

#10



1500 Supreme Collection Extra Deep Pocket Sheets Set - Luxury Soft Bed Sheets, Wrinkle...
★★★★☆ 94,641

ASIN: B07BGB93HD [Show](#)
Sold by FBA [1](#) Seller
[Calculate fees](#)

#11



Twin Size Sheet Set - 4 Piece Set - Hotel Luxury Bed Sheets - Extra Soft Bed Sheets - Deep...
★★★★☆ 51,788

ASIN: B07KP9SLKD [Show](#)
Sold by AMZ [1](#) Seller
[Calculate fees](#)

#12



Elegant Comfort Luxurious 1500 Thread Count Egyptian Three Line Embroidered Softest...
★★★★☆ 33,152

Step 0: 选品必知的榜单

Search pages now use Kata templates to render products in development and will dial up in production by 3/31. This message is shown to raise awareness about this change.

If you make changes to product faceout JSPs or product faceout Java view classes, you must update the corresponding Kata templates. Learn more about this change here.

This message is only shown to internal customers.

Use this message.

1-48 of over 6,000 results for "Sheets"

Sort by: Featured

Eligible for Free Shipping
Free Shipping by Amazon
All customers get FREE Shipping on orders over \$25 shipped by Amazon

Delivery Day
Get It by Tomorrow

Department
Bedding Sheets & Pillowcases
Sheet & Pillowcase Sets
Fitted Bed Sheets
See All 25 Departments

Avg. Customer Review
5 stars & up
4 stars & up
3 stars & up
2 stars & up

Brand
Mellanni
SONORO KATE
Amazon Basics
Shilucheng
California Design Den
Bedsure
CGK Unlimited
See more

Price
Under \$25
\$25 to \$50
\$50 to \$100
\$100 to \$200
\$200 & Above
\$ Min \$ Max Go

Deals
Today's Deals

Amazon Bedding Top Brands
Top Brands

Bedding Size



Shop Our Collection Of Luxe Egyptian Cotton Sheets

Shop CHATEAU HOME COLLECTION >



CHATEAU HOME COLLECTION 100% Egyptian Cotton Sheets Queen Size, 800 Thread Count W...
6,060 reviews
prime



CHATEAU HOME COLLECTION 100% Egyptian Cotton Sheets Queen Size, 800 Thread Count Si...
6,060 reviews
prime



CHATEAU HOME COLLECTION 100% Egyptian Cotton Sheets Queen Size, 800 Thread Count B...
6,060 reviews
prime

Sponsored

Price and other details may vary based on size and color



Best Seller

#320 in Health & Household
#8 in Paper Towels
ASIN: B08RT1NF23 Show
Sold by AMZ 4 Sellers
Calculate fees

#1,787 in Home & Kitchen
#36 in Sheet & Pillowcase Sets
ASIN: B07ZQ4P8Y8 Show
Sold by FBA 2 Sellers
Calculate fees

#107 in Home & Kitchen
#9 in Sheet & Pillowcase Sets
ASIN: B07H3MRDYY Show
Sold by FBA 3 Sellers
Calculate fees



Mellanni Bed Sheet Set - Brushed Microfiber 1800 Bedding - Wrinkle, Fade, Stain Resistant - 4 Piece



Brawny Flex Paper Towels, 8 Triple Rolls = 24 Regular Rolls, Tear-A-Square, 3 Sheet Size Options,



Shilucheng Queen Size 6-Piece Bed Sheets Set Microfiber 1800 Thread Count Percale 16 Inch Deep Pockets





Shilucheng King Size Bed Sheets Set Microfiber 1800 Thread Count Percale Super Soft and Comforterble

Step 1: 输入关键词，找到竞品

Product information

Color:Dark Grey | Size:Queen

Package Dimensions	10.91 x 10.91 x 5.79 inches
Item Weight	3.87 pounds
Manufacturer	Shilucheng
ASIN	B07ZQ4P8Y8
Customer Reviews	★★★★☆  14,860 ratings 4.6 out of 5 stars
Best Sellers Rank	#1,787 in Home & Kitchen (See Top 100 in Home & Kitchen) #36 in Sheet & Pillowcase Sets 
Date First Available	July 25, 2019

Warranty & Support

Product Warranty: For warranty information about this product, please [click here](#)

Feedback

Would you like to [tell us about a lower price?](#) 

Step 2: 点开详情页，找到产品所在的子分类

Best Sellers in Sheet & Pillowcase Sets



FOCUSfactor
 NUTRITION FOR THE BRAIN

Extra Strength
FOCUSfactor
 Nutrition for the Brain


FIND YOUR FOCUS.

Focus Factor Extra Strength - Memory, Concentration...
 ★★★★★ 3,489
 \$40.18 **prime**

Add to Cart

Sponsored ⓘ

#1




Amazon Basics Microfiber Sheet Set, Twin, Beige
 ★★★★★ 227,722
 \$7.99 - \$41.98

Loading rank... 🌞

ASIN: B00Q7O9TN2

Price History Keepa History

#2




Mellanni Bed Sheet Set - Brushed Microfiber 1800 Bedding - Wrinkle, Fade, Stain...
 ★★★★★ 216,740
 \$32.97 - \$54.97

Loading rank... 🌞

ASIN: B08BZXC2VF

Price History Keepa History

#3



Twin Sheet Set - 3 Piece - College Dorm Room Bed Sheets - Hotel Luxury Bed Sheets - Extra...
 ★★★★★ 91,150
 \$22.31 - \$33.99


#7 in Home & Kitchen (Top 100)

ASIN: B06X9HB9ZD

Price History Keepa History

ASIN: B079RY4Q3W Show
 Sold by FBA 2 Sellers
 Calculate fees

#4



4 Piece Hotel Luxury Soft 1800 Series Premium Bed Sheets Set, Deep Pockets,...
 ★★★★★ 83,460
 \$24.99 - \$35.00


#13 in Home & Kitchen (Top 100)

ASIN: B079RY4Q3W

Price History Keepa History

ASIN: B08CWMXQDQ Show
 Sold by FBA 1 Seller
 Calculate fees

#5




Bedsure 100% Bamboo Sheets Set Twin Black - Cooling Bamboo Bed Sheets for Twin Size...
 ★★★★★ 14,724
 \$32.99 - \$62.99

#28 in Home & Kitchen (Top 100)

ASIN: B08CWMXQDQ

Price History Keepa History

#6




Utopia Bedding Bed Sheet Set - Microfiber 3 Piece Twin Bedding...
 ★★★★★ 80,185
 \$12.95 - \$26.95

Loading rank... 🌞

ASIN: B00J602E54

Price History Keepa History

#7




Sonoro Kate Bed Sheet Set Super Soft Microfiber 1800 Thread Count Luxury...
 ★★★★★ 82,301
 \$24.50 - \$48.90

Loading rank... 🌞

ASIN: B07TVDBH9F

Price History Keepa History

#8



Pure Cotton Twin Sheet Set - Burgundy Red Wine 400 Thread Count Sheets, Breathable...
 ★★★★★ 37,622
 \$39.99 - \$70.99

Loading rank... 🌞

ASIN: B077N1W8C5

Price History Keepa History

#9



ASIN: B07KSY4CGH

Price History Keepa History

#10



ASIN: B08SNLXR VH

Price History Keepa History

#11



ASIN: B07BGB93HD

Price History Keepa History

#12



ASIN: B07KP9SLKD

Price History Keepa History

Step 3: 点开畅销榜单，了解目前该分类的热销产品特点

ASIN: B07TYB376Y [Show](#)

Sold by FBA [1 Seller](#)

[Calculate fees](#)

#37



HOMEIDEAS Bed Sheets Set Extra Soft Brushed Microfiber 1800 Bedding Sheets - Deep...

★★★★☆ 12,594

\$18.92 - \$29.99

#1,956 in Home & Kitchen (Top 100)

ASIN: B07TYB376Y

[Price History](#) [Keepa History](#)

ASIN: B07NYGRMMW [Show](#)

Sold by FBA [1 Seller](#)

[Calculate fees](#)

#38



LIANLAM Twin Bed Sheets Set - Super Soft Brushed Microfiber 1800 Thread Count...

★★★★☆ 9,176

\$19.90 - \$39.90

#2,708 in Home & Kitchen (Top 100)

ASIN: B07NYGRMMW

[Price History](#) [Keepa History](#)

ASIN: B06XQJPHHV [Show](#)

Sold by AMZ [1 Seller](#)

[Calculate fees](#)

#39



Elegant Comfort Best, Softest, Coziest 6-Piece Sheet Sets! - 1500 Thread Count Egyptian...

★★★★☆ 10,388

\$22.00 - \$84.00

#2,226 in Home & Kitchen (Top 100)

ASIN: B06XQJPHHV

[Price History](#) [Keepa History](#)

ASIN: B08CXQF7RV [Show](#)

Sold by FBA [3 Sellers](#)

[Calculate fees](#)

#40



Leafbay Twin Bed Sheets Set - Super Soft Microfiber Bed Sheets 1800 TC with 16"...

★★★★☆ 1,380

\$19.69 - \$28.99

#1,850 in Home & Kitchen (Top 100)

ASIN: B08CXQF7RV

[Price History](#) [Keepa History](#)

ASIN: B071S2GBJ5 [Show](#)

Sold by FBA [2 Sellers](#)

[Calculate fees](#)

#41



Empyrean Bedding 18" - 21" Extra Deep Pocket Fitted Sheet for High Mattress- Hotel Luxury...

★★★★☆ 15,667

\$12.29 - \$33.29

#1,928 in Home & Kitchen (Top 100)

ASIN: B071S2GBJ5

[Price History](#) [Keepa History](#)

ASIN: B08CZSDDFG [Show](#)

Sold by FBA [1 Seller](#)

[Calculate fees](#)

#42



waveUz Satin Sheets Full Size Black Satin Bed Sheet Set 16" Deep Pocket Silky Satin...

★★★★☆ 2,197

\$21.24 - \$24.64

#2,291 in Home & Kitchen (Top 100)

ASIN: B08CZSDDFG

[Price History](#) [Keepa History](#)

ASIN: B086ZJN68F [Show](#)

Sold by FBA [2 Sellers](#)

[Calculate fees](#)

#43



Amazon Basics Soft Microfiber Sheet Set with Elastic Pockets - Twin, Black Grid

★★★★☆ 3,334

\$9.60 - \$42.33

#2,547 in Home & Kitchen (Top 100)

ASIN: B086ZJN68F

[Price History](#) [Keepa History](#)

ASIN: B082PPF8TW [Show](#)

Sold by FBA [1 Seller](#)

[Calculate fees](#)

#44



SONORO KATE Bed Sheet Set Super Soft Microfiber 1800 Thread Count Luxury...

★★★★☆ 10,658

\$27.41 - \$48.90

#2,456 in Home & Kitchen (Top 100)

ASIN: B082PPF8TW

[Price History](#) [Keepa History](#)

ASIN: B0757D2126 [Show](#)

Sold by FBA [1 Seller](#)

[Calculate fees](#)

#45



Best Season Bed Sheet Fitted Sheet and 1 Pillow

★★★★☆ 11,169

\$15.29 - \$24.64

#3,027 in Home & Kitchen (Top 100)

ASIN: B0757D2126

[Price History](#) [Keepa History](#)

ASIN: B06XWMLTRQ [Show](#)

Sold by MERCH [1 Seller](#)

[Calculate fees](#)

#46



[Price History](#) [Keepa History](#)

ASIN: B01N7A4VTG [Show](#)

Sold by AMZ [4 Sellers](#)

[Calculate fees](#)

#47



[Price History](#) [Keepa History](#)

ASIN: B07WRN1DNV [Show](#)

Sold by FBA [2 Sellers](#)

[Calculate fees](#)

#48



[Price History](#) [Keepa History](#)

Step 4: 逐个查看畅销品的特点，找到可能的切入点或机会点

ASIN: B0753JL4L7 [Show](#)


Sold by FBA [2 Sellers](#)

ASIN: B085P3MGML [Show](#)

Sold by FBA [1 Seller](#)

New Releases in Sheet & Pillowcase Sets

#1




Bedsure Twin Size Sheet Sets - Extra Deep Pocket Sheet Sets Moisture Wicking, 3 Pieces...
 ★★★★★ 38
 \$29.99 - \$39.99

#5,132 in Home & Kitchen (Top 100)
 ASIN: B08T9N5PYR

Price History Keepa History

#2




Microfiber Full Bed Sheet Set - 1800 Thread Count - Wrinkle and Stain Resistant - 4 Piece...
 ★★★★★ 309
 \$18.49 - \$21.99

#8,890 in Home & Kitchen (Top 100)
 ASIN: B08WNWM7Q9

Price History Keepa History

#3




100% Organic Pure Cotton Twin XL Bed Fitted Sheet - White - 1Piece - Oeko Tex and GOTS...
 ★★★★★ 28
 \$13.99 - \$36.99

#13,093 in Home & Kitchen (Top 100)
 ASIN: B08R7QXVT4

Price History Keepa History

#4




Bedsure Jersey Knit Sheets Full Set - 100% Cotton T Shirt Bed Sheets for Full Size Bed , ...
 ★★★★★ 212
 \$36.99 - \$44.99

#17,433 in Home & Kitchen (Top 100)
 ASIN: B08CY3J4JV

Price History Keepa History

#5




CELION 6 Pcs Satin Sheets Full Size, Luxury Silky Black Satin Bed Sheets Set with 1 Deep...
 ★★★★★ 7
 \$31.99 - \$42.99

#61,874 in Home & Kitchen (Top 100)
 ASIN: B08V4SY626

Price History Keepa History

#6



Sweet Home Collection Jersey Knit Soft Bed Sheet Set - Premium Soft & Breathable...
 ★★★★★ 1
 \$32.99 - \$39.99

#53,776 in Home & Kitchen (Top 100)
 ASIN: B08ZJRN8Y1

Price History Keepa History

#7




Utopia Bedding Bed Sheet Set - Jersey Knit Sheets 3 Piece Twin Jersey Sheet Set – Jersey...
 ★★★★★ 30
 \$24.99 - \$34.99

#61,911 in Home & Kitchen (Top 100)
 ASIN: B08HH512TR

Price History Keepa History

#8



KKJIAF 4 Piece Bed Sheet Set, Microfiber Bed Sheet Twin Size, 1800 Thread Count...
 ★★★★★ 9
 \$20.99 - \$29.99

#77,608 in Home & Kitchen (Top 100)
 ASIN: B08TM128LJ

Price History Keepa History

#9



Valeron 100% Tencel Modal Sateen Woven- Luxuriously Soft, Breathable. Coolina Beech...
 ★★★★★ 3
 \$40.85 - \$88.51

#83,122 in Home & Kitchen (Top 100)
 ASIN: B08XF8H7PG

Price History Keepa History

#10



AZORE LINEN Brushed Super Soft Easy Care Solid Microfiber Bed Sheet Set with 14" Deep...
 ★★★★★ 0
 \$0.00 - \$0.00

#17,433 in Home & Kitchen (Top 100)
 ASIN: B08CY3J4JV

Price History Keepa History

#11



Chanasya 4-Piece Printed Twin Sheet Set - Ultra Soft Ceramic Blue White Print 1 Flat...
 ★★★★★ 0
 \$0.00 - \$0.00

#61,874 in Home & Kitchen (Top 100)
 ASIN: B08V4SY626

Price History Keepa History

#12



YIYEA Queen Bed Sheets Set 1800 Thread Count Microfiber-Eco Friendly Deep Pocket...
 ★★★★★ 0
 \$0.00 - \$0.00

#53,776 in Home & Kitchen (Top 100)
 ASIN: B08ZJRN8Y1

Price History Keepa History

Step 5: 查看畅销榜单，找到当前的热点趋势和可能切入的机会



Best Sellers



Most Wished For



Gift Ideas



Roll over image to zoom in



Amazon Basics Microfiber Sheet Set, Twin, Beige

Visit the Amazon Basics Store
★★★★★ 227,722 ratings

#1 Best Seller in Sheet & Pillowcase Sets

Price: \$14.99 & FREE Returns

Get \$60 off instantly: Pay \$0.00 upon approval for the Amazon Store Card.

Available at a lower price from other sellers that may not offer free Prime shipping.

Color: Beige



Size: Twin

Twin Twin XL Full Standard Queen King

California King

Style: Sheet Set

Sheet Set Sheet Set

Size: Twin
Brand: Amaz
Color: Beige
Material: Micro
Product Care: Machi
Instructions

About this item

- 100% Polyester Microfiber
- Imported
- Twin sheet set includes (1) 66 x 96 inch flat sheet, (1) 38 x 74 x 14 inch fitted sheet, and (1) 20 x 30 inch pillowcase
- All-around elastic on 14" fitted sheet allows for snug, secure fit of most mattress sizes up to a 16" mattress depth
- Polyester microfiber material offers strength and durability with exceptional softness
- Easy to care for: machine wash warm, no bleach, tumble dry low
- Made in OEKO-TEX Standard 100 factory, an independent certification system that ensures textiles meet high safety and environmental standards.

Buy new: \$14.99

& FREE Returns

FREE delivery: April 27 - May 14 on orders over \$25.00 shipped by Amazon. Details

Fastest delivery: April 21 - May 11

In stock on May 9, 2021.

Order it now.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon.com
Sold by Amazon.com
Packaging Shows what's inside

Details

Return policy: This item is returnable

Add Prime to get Fast, FREE

Step 6: 了解产品卖点和用户需求 场景——读Listing

FREE delivery: April 26 on orders over \$25.00 shipped by Amazon. Ships from: Amazon Sold by: Amazon Warehouse

Add to List

Add to Registry & Gifting

New & Used (4) from



共创全球品牌新格局

SORT BY **FILTER BY**

Top reviews ▾ All reviewers ▾ 5 star only ▾ All formats ▾ Text, image, video ▾

FILTERED BY
5 star [Clear filter](#)
 168,783 global ratings | 30,102 global reviews



共创全球品牌新格局

From the United States

nativepeach

★★★★★ **Great for hot weather!**
 Reviewed in the United States on August 28, 2018
 Color: Lavender Paisley | Size: Full | Style: Sheet Set | **Verified Purchase**

Over the past year I've purchased at least six sets of sheets. I recently discovered Pinzon by Amazon, and their flannel sheets are wonderful, as are the... However, I have yet to be able to configure the right combination of light weight sheets and a light blanket until I found these microfiber sheets. They expect hotel quality sheets. But wow, are they cool at night! I read lots of reviews and made sure to wash them in cold water, dry on low and remove... came out perfectly! I have a deep mattress with a gel/foam topper, and the sheets fit perfectly. They do make a sort of slippery sound, but it's not b... here to get another set today. Wish I had tried them sooner.

ETA 11/16/19 - I'm purchasing my 3rd and 4th sets of these sheets today. One will be a gift for my mom and dad. Over a year later, I've had no issue... wash and fit perfectly, and are easily adaptable for weather changes. I add a flannel top sheet or blanket when chilly. Can't be beat for under \$20 a... of pillowcases available in standard and king.

298 people found this helpful

Helpful | Report abuse

Snarky Mom Michelle

★★★★★ **You get a LOT MORE than you pay for!!**
 Reviewed in the United States on July 7, 2017
 Color: Chocolate | Size: Twin XL | Style: Sheet Set | **Verified Purchase**

I absolutely LOVE these sheets. SERIOUSLY. I have such a hard time finding sheets, even at the Twin XL length, that don't tend to pull off of our... mattress. These actually seem a touch too long, which is fantastic. They are VERY soft, and actually have the feel of a silky sheet. I will be purch... especially because I have some kids with sensory issues and they will REALLY be happy with the smooth, soft feel of the sheets. The BEST thing... PRICE. Even with coupons, rebate codes, whatever - I have not found any other store (Bed Bath & Beyond, Target, etc...) that offers a Twin XL sh... close to this one (I paid \$13.99 when I purchased them in early July 2017).

Like I said - I will be purchasing a lot more sets of these for not only my split king bed, but my kids' beds!

195 people found this helpful

Helpful | Report abuse

Wathan48

★★★★★ **Durable and Inexpensive**
 Reviewed in the United States on June 11, 2017
 Color: Dark Grey | Size: Queen | Style: Sheet Set | **Verified Purchase**

So these aren't high end sheets, but for the cost, they are well worth the buy. I own 3 sets of these sheets and they've all held up very well.

It's fits my 14 in deep queen foam mattress without issue. It's not too warm in the summer and still has the ability to help you keep warm in the winter. They feel pretty good. No, they won't feel like 850 thread count Egyptian cotton, it's these are a fraction of the cost.

For the price, you can't go wrong purchasing these.

129 people found this helpful

Helpful | Report abuse

Read reviews that mention

- fitted sheet
- sheet set
- super soft
- wrinkle free
- great price
- deep pockets
- thread count
- good quality
- another set
- soft and comfortable
- highly recommend
- great value
- pillow case

Top reviews ▾

Step 6: 了解产品卖点和用户需求
场景——读评论、读好评



From the United States

kiera walker

★☆☆☆☆ **Bed bug infested - DO NOT PURCHASE**

Reviewed in the United States on December 23, 2018

Color: Dark Grey | Size: Full | Style: Sheet Set | **Verified Purchase**

I purchased these sheets in Sep 2018. I have seen a couple of similar reviews with this same experience during that time, so maybe we just got a really bad fluke. But this was absolutely horrifying. Didn't wash them before I put them on the bed, cause I was too cheap to pay to to wash em, I'll never make that mistake again. After we noticed some itching, decided to wash them to see this. The sheets them self were good quality, but this has been a very expensive, disgusting, horrifying purchase. Don't buy these. Let this photo make you want to throw up and look elsewhere.



2,984 people found this helpful

Helpful | Report abuse

Sunshine

★☆☆☆☆ **Not a good buy**

Reviewed in the United States on December 10, 2017

Color: Cream | Size: Full | Style: Sheet Set | **Verified Purchase**

These sheets feel soft when they arrive and also after the first laundering. It was fun to put these new sheets on the bed. Then came the problems. The sheets are so thin that the bottom sheet can't possibly stay flat, so the result is a wrinkly bed all the time. Then they started to pill. I washed them in cold water and dried them on low, but still they pill. There are tiny crumbs everywhere, including on the bedroom floor. These sheets are not worth buying. AmazonBasics does not mean Amazon's Best, or even Mediocre.

1,509 people found this helpful

Helpful | Report abuse

Maggie Top Contributor: Pets

★☆☆☆☆ **Go With A Different Brand**

Reviewed in the United States on June 5, 2018

Color: Dark Grey | Size: Queen | Style: Sheet Set | **Verified Purchase**

I have had these sheets for 6 months and they are already worn and pilly. The top sheet is so rough that I can feel the pills again sheets. I should have went with the Utopia brand or these from Sweet Home Collection [1500 Supreme Collection Bed Sheets - PRICE, SINCE 2012 - Deep Pocket Wrinkle Free Hypoallergenic Bedding - 4 Piece Sheets - PAISLEY PRINT- Queen, Gray](#) because they continue to feel soft and comfortable. These two brands of sheets I have had for several years and they have held up wonderfully.

773 people found this helpful

Helpful | Report abuse

Wendi Friesen

★☆☆☆☆ **Faulty sewing and get pilly in just one week**

Reviewed in the United States on March 2, 2019

Color: Plum | Size: Full | Style: Sheet Set | **Verified Purchase**

These sheets are very thin. VERY thin. They got pilly after just a week. I went to return them and since I chose defective (the only choice that applied) they were replaced. I did



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Step 7: 提炼用户痛点和需求—— 读差评



Roll over image to zoom in



Visit the Amazon Basics Store

★★★★★ 227,722 ratings

#1 Best Seller in Sheet & Pillowcase Sets

Price: \$17.99 & FREE Returns

Get \$60 off instantly: Pay \$0.00 upon approval for the Amazon Store Card.

Available at a lower price from other sellers that may not offer free Prime shipping.

Color: **Bright White**



Step 8: 明确产品卖点

Twin Twin XL **Full** Standard Queen King

California King

Style: **Sheet Set**

Sheet Set

Sheet Set + Duvet Cover Set

Pillowcases

Part 03

北美热力选品推荐

说在前头：



在节假日大促前期，尤其Prime Day前后是销量高峰，是卖家朋友的必争之地。

卖家们应：

- 尽量在活动结点做促销折扣
- 考虑是否有资金实力去做高客单价产品
- 注意产品重量、体积较大、仓储方面的要求

亚马逊北美站热销-庭院品类



亚马逊全球开店
amazon global selling

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庭院类产品销量近几年一直保持稳定增长，在每年春夏秋为热卖旺季。因为疫情关系，对比之前，有较大增长。消费者会普遍关注产品尺寸、产品质量及质保和坚固程度。

选品趋势推荐

园艺水管
garden hoses

框架泳池
framed swimming pools

庭院伞
patio umbrellas

消费者关注点

长度、售后质保、喷头

尺寸、产品质量

坚固程度、尺寸、收纳

给卖家的建议

Prime day 前后是销量高峰，尽量在活动节点做促销折扣

Prime day 前后是销量高峰，尽量在活动节点做促销折扣，产品单价较高，需考虑是否有资金实力

会有更多具有购买力的买家在旺季购买此类产品，旺季销量高，均价亦会提升

热卖月份

4-9月

4-8月

4-8月

热销价格区间

15-45美元

50-300、500+美元

30-60美元

热销产品图片



亚马逊北美站热销-户外品类



亚马逊全球开店
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今年健身仍是大趋势，户外运动类产品保持着持续性高增长，而夏季正是运动品类的旺季。消费者会关注产品的**配件种类**、**产品质量**、**便携性**和**多功能性**。



选品趋势推荐	桨板 paddle boards	自行车/儿童自行车/山地车 bike/cycling	睡袋 sleeping bags
消费者关注点	配件种类、产品质量	产品质量、重量	保暖、收纳
给卖家的建议	产品单价较高，需考虑是否有资金实力	产品重量、体积较大，仓储方面要求较高；货值高，竞争相对较小	顾客购买均价逐年下降，更倾向于性价比产品
热卖月份	5-8月	5-8月	5-12月
热销价格区间	200+美元	80+美元	20-60美元
热销产品图片			

亚马逊北美站热销-户外露营品类（加墨）

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在加墨地区，户外露营类产品从2020年开始整体平均单价上升。热卖集中在**每年夏季**。消费者愿意为**高品质产品**买单，他们关注**产品质量、便携性、收纳方便和多功能性**。

选品趋势推荐	户外露营椅 camping chairs	户外露营床垫 camping air mattresses	吊床 camping hammocks	运动水壶 sports water bottles
消费者关注点	产品质量、便携性、多功能	产品质量、安全性、收纳方便、使用场景多样性	收纳、质量、功能	尺寸、密封性、耐摔
给卖家的建议	大量买家会选择性价比高的产品，买家购买均价在夏季会逐步提升	顾客更加注重产品质量，愿意为高质量产品付费	产品均价低，季节性明显，注意备货节奏及库存指标	在功能性相差不大的情况下，买家更在意性价比
热卖月份	5-8月	5-8月	5-7月	4-9月
热销价格区间	30-60美元	30-90美元	20-40美元	15-40美元
热销产品图片				

亚马逊北美站热销-汽配品类



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共创全球品牌新格局

汽车配件品类的消费者会针对
不同品牌、型号、年份的高适
配性需求购买，如轮胎配件、
减震器和加热器。

汽车配件第二季度选品趋势

类目名称	推荐指数	竞争指数	热力指数
加热器 Heaters	★★★★★	★★★★★	★★☆
轮胎配件 Tire and wheel accessories	★★★★☆	★★★★	★★☆
拖车牵引器 Towing receivers	★★★★☆	★★★★	★★★★★
汽车采暖器 Automotive hvac motors	★★★★☆	★	★★★
天线顶部装饰 Antenna toppers	★★★★	☆	★★★★☆
车用大灯组件 Automotive headlight assemblies	★★★★	★★	★★★★
车用行李(置物)架 Automotive cargo bars	★★★★☆	★★☆	★★☆
隔热遮阳板 Windshield sun shades	★★★★☆	★★☆	★★★★☆
船罩 Boat covers	★★★	★★★★☆	★★
汽车空调压缩机离合器 Automotive air conditioning compressor clutches	★★☆	☆	★★★★
汽车行李(置物)筐 Automotive cargo baskets	★★☆	★★☆	★★★★☆
车用装饰徽章 Automotive decorative emblems	★★☆	★	★★
汽车行李(置物)袋 Automotive cargo bags	★★☆	★★	★★★★☆
便携作业用灯 Portable work lights	★★	★★☆	★★★★☆
冷媒汽车空调加氟表 Air conditioning manifolds	★★	★★★	★★☆
广播天线 Radio antennas	★	★★★★☆	☆
弹力绳索 Bungee cords	★	★★★★☆	★★
野营桌 Camping tables	☆	★★★★☆	☆
车用皮艇架 Automotive kayak racks	☆	☆	★★
车用碰撞修理工具 Automotive collision repair sets	☆	★★★★☆	☆

汽车配件第三季度选品趋势

类目名称	推荐指数	竞争指数	热力指数
汽车升降机 Clearfloor lifts	★★★★☆	★★★★☆	★★★★★
汽车刹车线 Automotive starter motors	★★★★	★★★★	★★★★☆
汽车除雪刷 Automotive snow brushes	☆	★★★★☆	★★★★☆
动力轴承 Powersports bearings	★★★★☆	★★★	★★★★☆
汽车脚垫 Car floor mats	★★★★☆	★★★	★★★★
汽车刹车线 Automotive brake lines	★★★★☆	★★	★★★★
汽车刮冰刀 Automotive ice scrapers	☆	★★★★★	★★★★
汽车车窗 Automotive windows	★★☆	★★★★	★★★★
房车台阶 RV steps	★★★★★	★★☆	★★★
汽车发动机缸盖垫片组 Automotive engine cylinder head gasket sets	★	★★☆	★★★
汽车空调制热器 Automotive hvac heaters	☆	★★☆	★★★
电瓶充电器 Powersports battery chargers	★	★★★★☆	★★★
船罩 Boat covers	★★★★	★	★★★
汽车燃油泵 Automotive fuel pump products	★★☆	★★	★★
减震器 Powersports shocks	★★☆	★	★★
汽车车身套件 Automotive body kits	★★★★☆	☆	★★
汽车电路检测器 Automotive circuit testers	★★	★★	★★
汽车引擎谐波平衡器 Automotive engine harmonic balancers	★★	☆	☆
牵引绳 Towing straps	★★☆	☆	☆
汽车空燃比传感器 Automotive air fuel ratio sensors	★★★	★★★	☆

2022 Prime Day热卖风向标

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对于2022 Prime Day的选品策略，我们的20位资深经理们从站点整体维度包括**Prime Day常规热卖品类、品类增长速度**，再深入到各品类消费者**在网站上的搜索行为、商品关注要点**，最后结合大部分卖家们普遍需要考量的因素例如**成本是否较低**，在特定品类**是否价格亲民，物流风险是否可控**，为大家出谋划策。

零售端热门选品推荐

地面清洁类



热卖子品类：吸尘器

价格区间（仅供参考）：150-200美金，其中中国卖家价格多集中在100-150美金

消费者关注点：吸力、重量、便于清洁、续航时间、对于宠物毛发的吸尘能力

智能家居类



热卖子品类：控制连接、智能灯光、智能安防和家庭娱乐等

价格区间（仅供参考）：低于200美金

消费者关注点：消费者通常从价格较低的小物件开始入手，比如智能灯泡和智能音箱的结合

床品相关



热卖子品类：床单、枕头、毛毯、装饰枕

价格区间（仅供参考）：30-50美金床上四件套

消费者关注点：可机洗、耐用；需要注意应为美国的标准尺寸；款式以简约单色为主

2022 Prime Day热卖风向标

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零售端热门选品推荐

家用电器类

热卖子品类：便携空调机、电扇、除湿器

价格区间（仅供参考）：空调机300-400美金，电扇50美金以内，除湿器80-150美金

消费者关注点：体积大小、可携带性、充电时间、智能化操控、多场景使用

家居装饰类

热卖子品类：户外灯具、台灯、花园灯、吊灯、吊扇灯

价格区间（仅供参考）：台灯30美金以内，吊扇灯100-150美金，户外灯具以组合套装销售

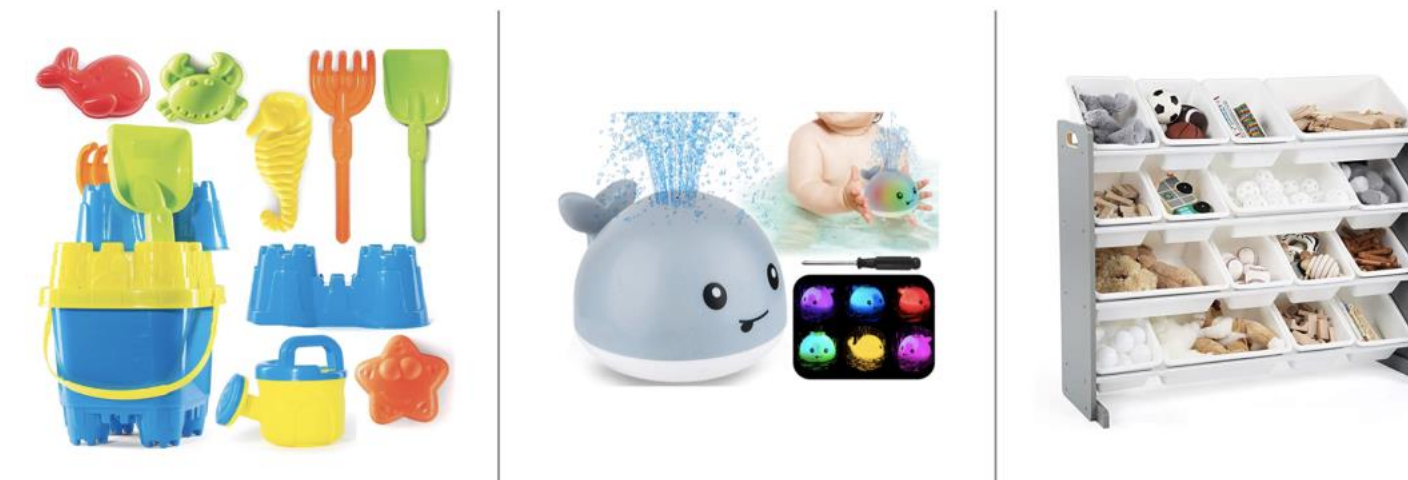
消费者关注点：户外灯具常需考虑其防水、防热、感应能力，还要考虑其电池续航容量室内灯则看重是否设计简约、护眼、可调节亮度以及是否省电

玩具类

热卖子品类：玩具娃娃、浴缸玩具、沙类玩具、玩具工具/周边（如收纳）

价格区间（仅供参考）：10-30美金

消费者关注点：注意侵权问题。顾客会关注质量、产品安全性、产品样式、材质、收纳便捷与否、造型多样性以及套装的产品种类



2022 Prime Day热卖风向标

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零售端热门选品推荐

运动服饰

热卖子品类：女士运动瑜伽裤（长裤短裤）、运动内衣、运动套装，登山运动装

价格区间（仅供参考）：20-30美金

消费者关注点：追求舒适型、面料透气、高腰塑身款



女式连衣裙

热卖子品类：休闲裙、派对裙

价格区间（仅供参考）：25-35美金

消费者关注点：蕾丝、包臀、基本款、印花

女式泳装

热卖子品类：女士连体泳衣、女士分体泳衣

价格区间（仅供参考）：25-35美金

消费者关注点：对身型包容度高、纯色或大色块设计

珠宝配饰

热卖子品类：墨镜、防蓝光眼镜，耳环、项链

价格区间（仅供参考）：低于50美金

消费者关注点：防蓝光眼镜、oversize墨镜、珠宝简洁款式、色彩丰富



拖鞋、轻便休闲鞋

热卖子品类：夹脚拖、平底拖、花园鞋、非专业类运动鞋

价格区间（仅供参考）：低于50美金

消费者关注点：

拖鞋类：关注防滑胶底平底，材质要柔软的皮料、塑料、布料；并且根据不同使用场景有不同材质，比如在海滩是塑料材质、在秋冬家里是绒毛布材质；春夏追求透气性、吸汗、舒适度；秋冬追求穿着柔软、保暖

非专业类运动鞋：面料透气、自重轻、可支撑性、柔软、舒适度、贴合脚部生理曲线

后疫情时代选品策略

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共创全球品牌新格局

选品策略第一招：选择复购率高的产品，抓住复购潜力

这一类的产品多为小而轻便的产品，集中在美妆，个护，厨房用品方面，属于消费者频繁购买的产品。对于卖家而言资金周转压力较小，是在较为特殊的时期中求稳的选品策略。

选品策略第二招：挑选成本控制有把握的产品，保护利润率

这边的切入点应该是利用自身供应链优势，优选可以进一步压缩成本的产品利润率主要来源于两个特点。1.小众，2.高单价 对于市场而言，精准定位到一些体量适中，增长快速，但竞争度较小的产品，从而降低推广成本是较为明智的选品方法和思路。而高单价又保证了产品的利润空间。

选品策略第三招：多考虑性价比高的产品，迎合海外消费者多样购买力需求

目前整体市场的高性价比主要体现在市场需求量较大的产品。并且普遍存在高质量和中等价位的产品特点，即高端新能中等价格。

选品策略第四招：侧重刚需产品，更符合消费者需求

在疫情反复的情况下，供应链资源，物流资源，工厂产能都是巨大的挑战。因此选择非季节性且稳定的刚需产品是较为稳妥的选品思路。

选品策略第五招：倾向无接触产品，顺应客观环境需求

针对现有产品进行创新开发更快速的针对客观市场环境进行产品迭代，满足市场得需求。例如：免接触洗手盆，在现有的产品上增加功能和亮点以满足疫情期间产生的新需求，一方面可以提升消费者购物体验，一方面还节省了开发全新产品的成本和精力，产生事半功倍的效果

Part 01

新卖家福利&新品运营秘籍

北美站新卖家运营流程

账户注册

商品上传

销售管理

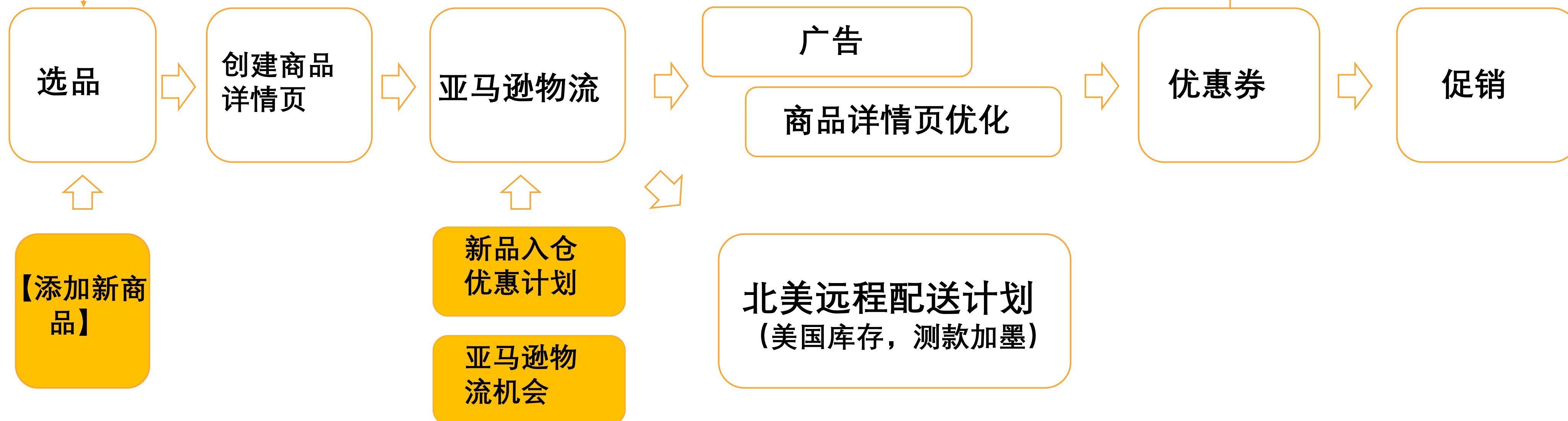
账户安全



品牌备案

5%销售额返还 (最高可享5万美元)

继续新一轮选品



选品工具【添加新商品】



入驻卖家产品指南：新产品

入驻卖家产品指南根据需求、竞争情况、定价、质量和您取得成功的特殊优势，为您提供个性化的建议。

新商品 高级研究

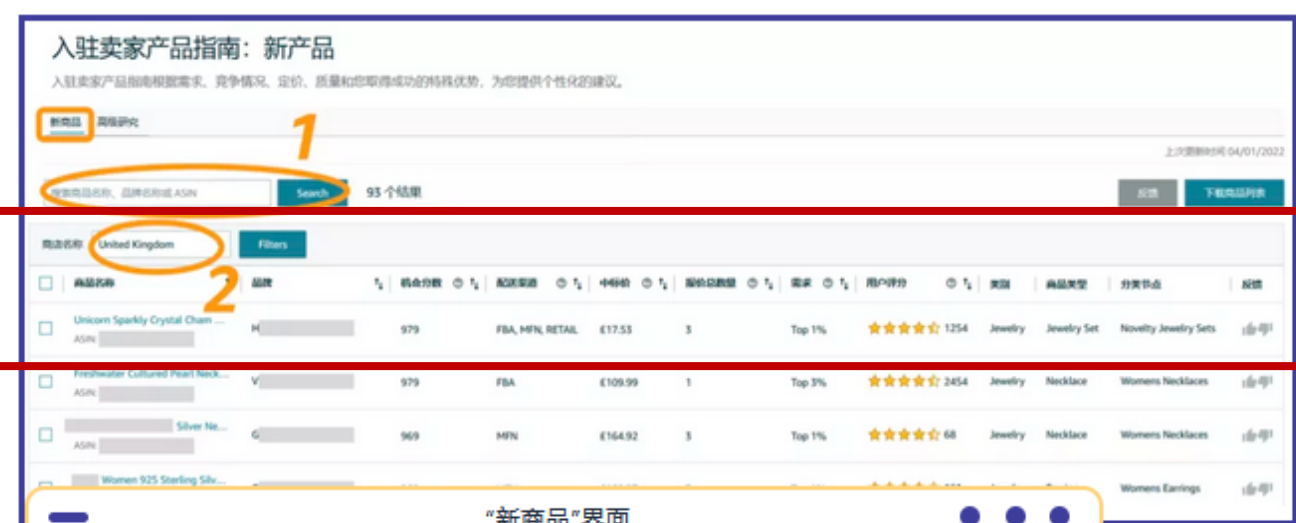
✔ 一表熟悉【添加新商品】两大功能，针对不同卖家需求，提供更多品类商机：

功能名称	新商品推荐 New Product	高级研究 Advanced Research
卖家需求	有哪些具有高销售潜力的选品推荐？	海外消费者有哪些消费偏好？不同站点、品类下，不同产品的性能、功能有哪些特点？
产品功能	根据卖家所售类目，提供高需求的ASIN选品推荐，帮助卖家在现有销售类目下，拓展更多高需求产品。	提供目标商城消费者的购买偏好，具体到不同产品的性能和功能的需求与竞争情况，帮助卖家开拓新的品类机会。

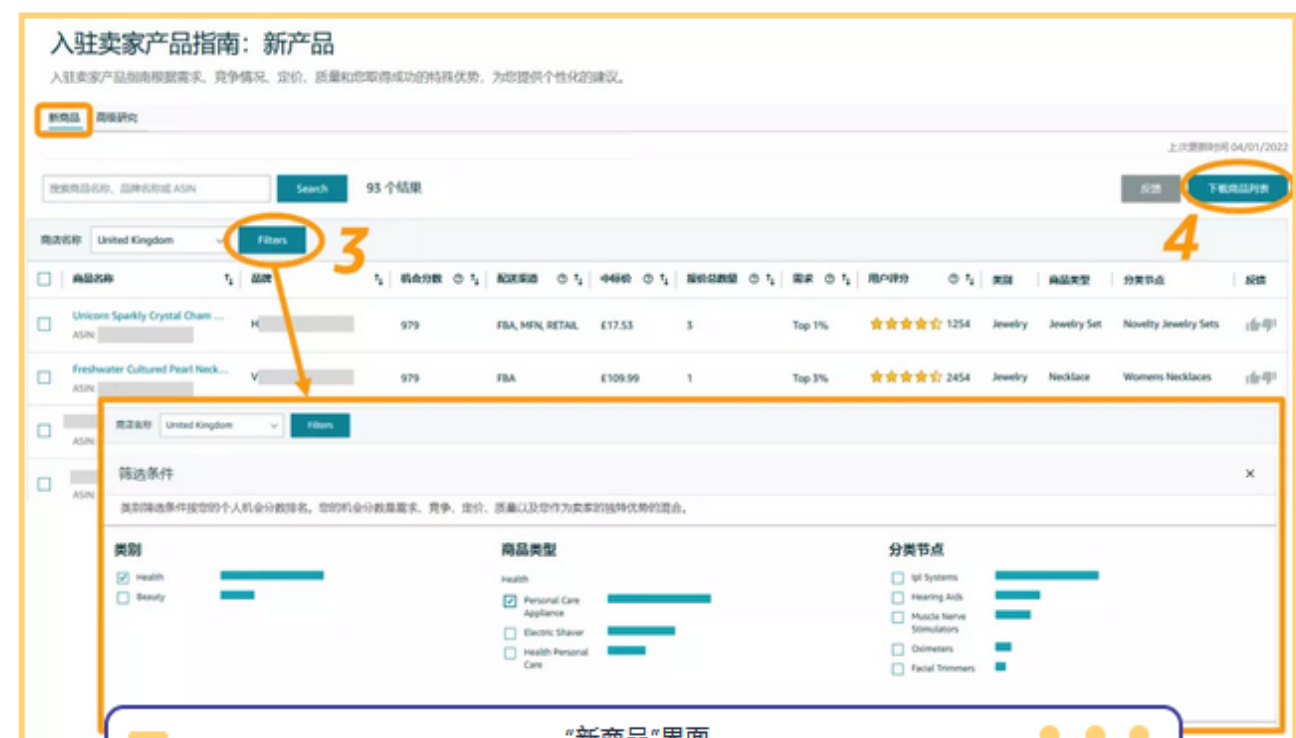
亚马逊官方选品工具“添加新商品”，采用数据分析及人工智能算法，为卖家提供动态选品推荐。帮助卖家不仅在现有销售类目下，拓展更多高需求产品；还可以开拓新的品类机会，挖掘更多深受消费者喜爱的产品趋势特点！

“新商品”vs“高级研究”

【添加新商品】“新商品”功能，为卖家提供定制化的、动态的高需求选品推荐



1. 使用搜索、浏览功能，查看为您定制的高需求选品推荐
2. 选择感兴趣的站点



3. 点击Filters按钮可筛选条件，查看为您定制的高需求选品推荐
4. 勾选感兴趣的选品，下载报告

基于卖家现有销售类目，提供高需求选品推荐，所列指标包括：

- 商品名称
- 品牌
- 机会分数
- 配送渠道
- 中标价
- 报价总数量
- 需求
- 评分
- 类别
- 商品类型
- 浏览节点
- 反馈等

【添加新商品】“高级研究”功能，帮助卖家挖掘细分类目选品机会的同时，查看产品特征趋势



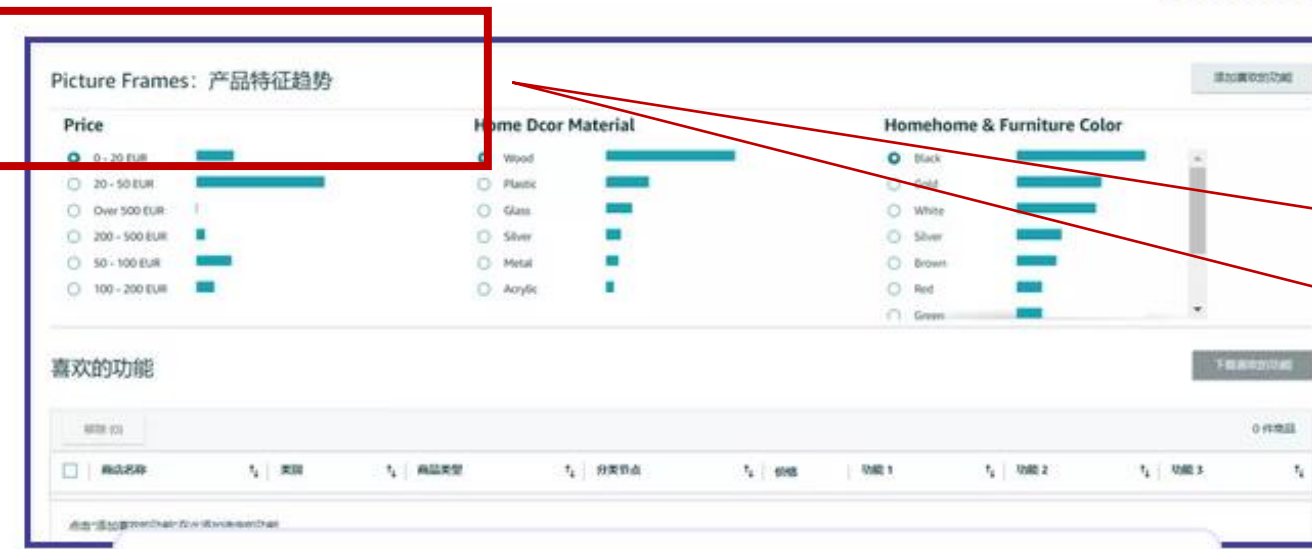
高级研究功能提供的海外消费者消费偏好特点，卖家可根据自身情况，筛选：

- 目标站点（商店名称）
- 类别
- 商品类型
- 浏览节点



可以根据“需求与竞争”、“仅需求”或“仅竞争”来排序

产品性能：需求，报价和选择指标



产品功能：如价格、材质、颜色、款式、尺寸、重量等

*请注意，以下示意图仅供参考，请以卖家平台看到的实时内容为准。

哪些卖家可以看到【添加新商品】工具？

亚马逊全球开店
amazon global selling

共创全球品牌新格局

卖家在英国、德国、日本、**美国站**有活跃账户

卖家为专业销售账户

目前只有专业销售账户的主账户可以查看

已注册超过一个自然年的卖家在过去12个月内销售额大于0；新注册一个自然年以内的卖家没有销售额限制

如何定义新注册一个自然年以内的卖家？举例来说：如果您是在2021年1月1日新注册的英国、德国或日本站，现在是11月30日，不满一个自然年，那么您就属于新注册一个自然年以内的卖家，没有销售额的限制。

卖家所售类目下有高需求选品

目前，大体积、有毒材料、受限制的商品不在推荐范围内。

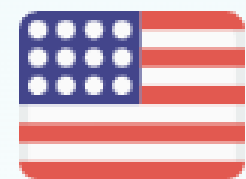
亚马逊物流新品入仓优惠计划

适用于您符合条件的亚马逊物流（FBA）新父ASIN，**不限量!**

亚马逊全球开店
amazon global selling

共创全球品牌新格局

2019年3月，亚马逊物流开展了一项针对亚马逊物流（FBA）新品ASIN月度仓储费和移除费限时优惠活动，并于2021年4月升级了该计划，成为“**亚马逊物流新品入仓优惠计划**”。符合一定限制条件的**新ASIN**可获得月度仓储费、移除费用和退货费用等服务的限时费用减免优惠。



美国



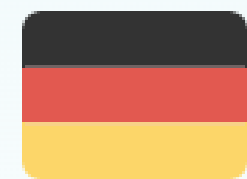
加拿大



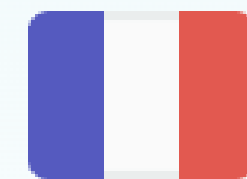
墨西哥



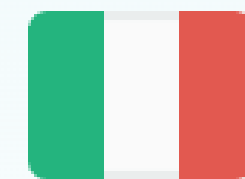
英国



德国



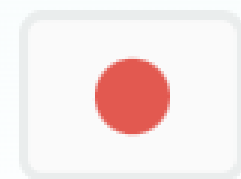
法国



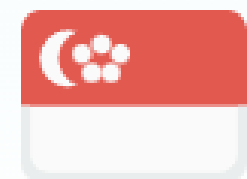
意大利



西班牙



日本



新加坡



澳大利亚



阿联酋



沙特

亚马逊物流新品入仓优惠计划

能为您带来什么好处？

亚马逊全球开店
amazon global selling

共创全球品牌新格局

选品无忧

为您的新选品提供销售额返还，降低新选品面对的未知风险成本，助您拓宽选品，能无忧地销售季节性选品

深挖需求

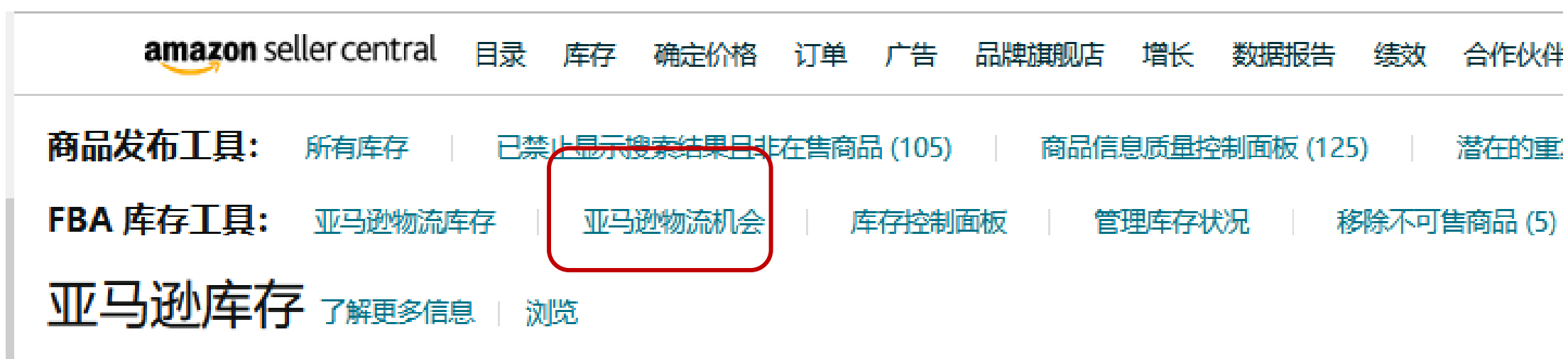
增加产品变体，挖掘消费者更细分的产品偏好



降价仓储

省下的仓储费和库存、退货处理费可用于旺季引流和促销，提高销售机会

亚马逊物流机会



“亚马逊物流机会”可分析您的目录并建议哪些 ASIN 应注册哪项亚马逊 Prime 计划（如亚马逊物流和亚马逊物流轻小商品计划）。**该工具使用机器学习系统识别您的目录中可受益于亚马逊物流计划的商品。**例如，符合亚马逊物流要求的 ASIN 可能也符合亚马逊物流轻小商品计划的要求，而後者的费用更低。此外，**对于您商品有资格参与的任何促销，亚马逊物流机会都会给出建议。**

亚马逊物流机会

通过在亚马逊物流计划中注册这些高潜力 ASIN 吸引更多买家。

注册亚马逊物流 注册轻小商品计划 New 追踪绩效 New

商品	为什么是这个 ASIN?	优惠	推荐价格	销售历史记录	配送费用/商品	退货率	操作
<input type="checkbox"/>	符合促销条件 需求	无 Prime 报价!	您的赢得率 当前价格: US... 您的商品价格	收入: US... 已售商品数量 订单			注册
<input type="checkbox"/>	符合促销条件 需求	无 Prime 报价!	您的赢得率 当前价格: US... 您的商品价格	收入: US... 已售商品数量 订单			注册
<input type="checkbox"/>	符合促销条件 需求	无 Prime 报价!	您的赢得率 当前价格: US... 您的商品价格	收入: US... 已售商品数量 订单			注册
<input type="checkbox"/>	符合促销条件 需求	无 Prime 报价!	您的赢得率 当前价格: US... 您的商品价格	收入: US... 已售商品数量 订单			注册
<input type="checkbox"/>	符合促销条件 需求	无 Prime 报价!	您的赢得率 当前价格: US... 您的商品价格	收入: US... 已售商品数量 订单			注册

如何使用“为何使用此 ASIN”列?

此列列出了每项建议背后的主要理由。下面是您会看到的最常见的基本理由:

配送承诺: 如果 ASIN 的平均配送时间超过三天，将其转换为亚马逊物流可确保更快的配送和更好的买家体验。

需求: 如果对该商品的既定需求足够高，将其转换为亚马逊物流将帮助您吸引更多买家。我们可从浏览量、销售速度和售出商品数量中获取此信息。

商品密度: 如果此 ASIN 没有足够的商品，则在亚马逊物流中注册该 ASIN 有助于提高销量。

亚马逊物流机会

如何查看及使用：

- 1.登录卖家平台后，请转至[亚马逊物流机会](#)。
- 2.查看机会列表。
- 3.要下载建议的所有数据，请点击右上角的【下载所有建议】。
- 4.要将 ASIN 注册到亚马逊物流或亚马逊物流轻小商品计划，请选择相应的选项卡，然后选择 ASIN。在【操作】列下，点击【注册】。您也可以选择多个 ASIN，然后点击建议列表右上角的【注册多个】。

如何提供有关 ASIN 的反馈？

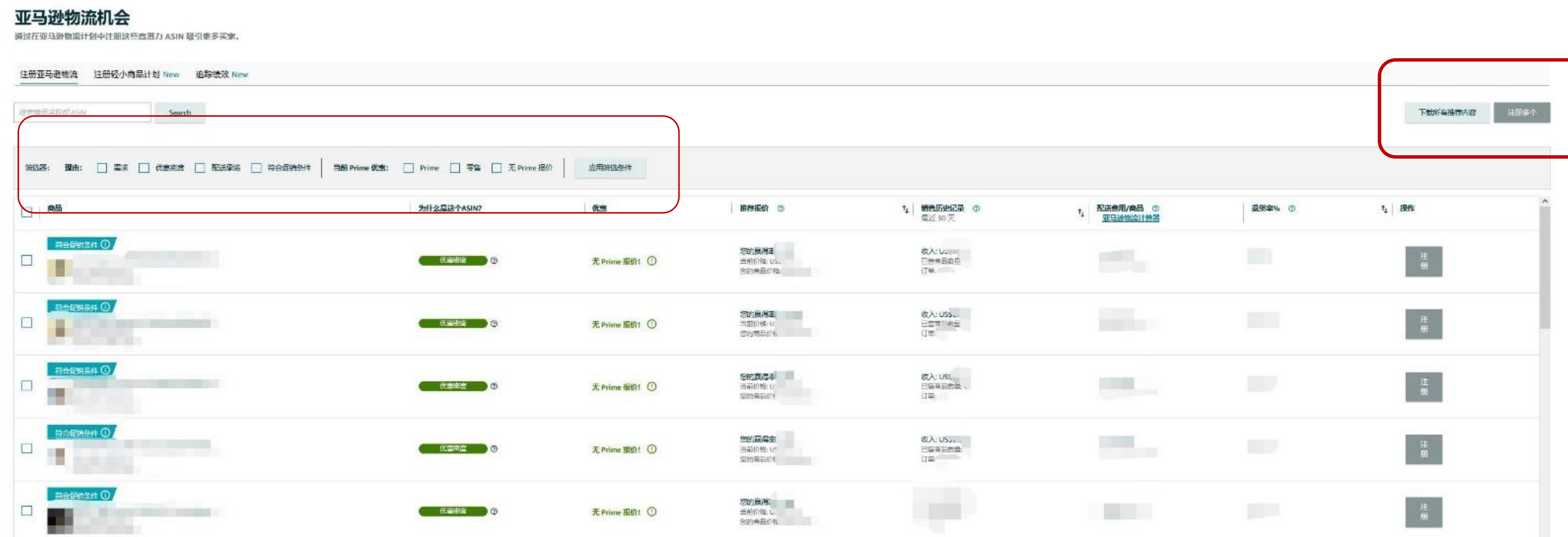
选择 ASIN。将鼠标悬停在行末尾的“x”上以选择一个反馈选项。

多久更新一次建议？

每周都会在“亚马逊物流机会”页面上刷新一次建议。请确保下载每组新建议的数据文件。

帮助页面：

<https://sellercentral.amazon.com/help/hub/reference/GLVZKY7AM8CKEUB6>



亚马逊全球开店 官方信息渠道



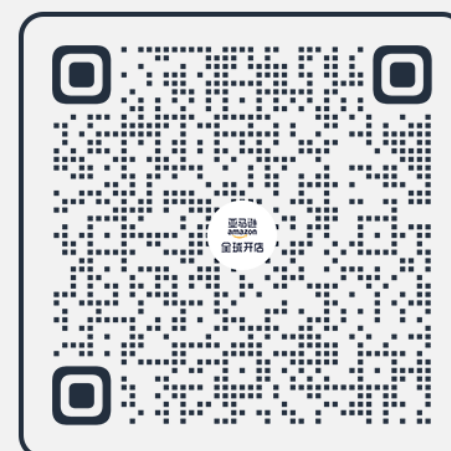
官方网站
gs.amazon.cn



官方微信
亚马逊全球开店



官方头条号
亚马逊全球开店

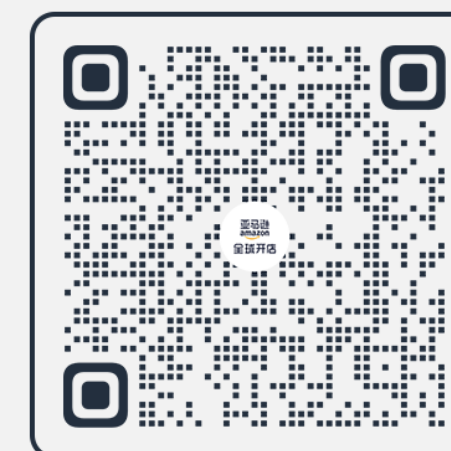


官方抖音号
亚马逊全球开店



直播

官方微吼直播
亚马逊全球开店



DAY ONE

