

2022Q4 美国站

B端销售体量

2022返校复工季

B端销售额保持



计算机相关产品	商采热力 指数	商采潜力 指数	商采蓝海 指数	季度环比 价格变化
笔记本电脑配件类				
network-switches	★★★★	★★★★	★★★★	👉
network-routers	★★★★	★★★★	★★★★	👉
category-6-ethernet-cables	★★★★	★★★★	★★★★	👉
computer-dvi-d-hdmi-cable-adapters	★★★★	★★★★	★★★★	👉
usb-network-adapters	★★★★	★★★★	★★★★	👉
network-access-points	★★★★	★★★★	★★★★	👉
computer-usb-cables	★★★★	★★★★	★★★★	👉
computer-cable-usb-to-usb-adapters	★★★★	★★★★	★★★★	👉
network-repeaters	★★★★	★★★★	★★★★	👉
computer-lightning-cables	★★★★	★★★★	★★★★	👉
usb-hubs	★★★★	★★★★	★★★★	👉
whole-home-and-mesh-wi-fi-systems	★★★★	★★★★	★★★★	👉
计算机基础设备和组件类				
single-board-computers	★★★★	★★★★	★★★★	👉
computer-internal-power-supplies	★★★★	★★★★	★★★★	👉
desktop-computer-fans	★★★★	★★★★	★★★★	👉
computer-motherboards	★★★★	★★★★	★★★★	👉
computer-graphics-cards	★★★★	★★★★	★★★★	👉
desktop-computer-shell-cases	★★★★	★★★★	★★★★	👉
desktop-computer-water-cooling-systems	★★★★	★★★★	★★★★	👉
computer-central-processing-units	★★★★	★★★★	★★★★	👉
computer-internal-cpu-fans	★★★★	★★★★	★★★★	👉
desktop-computer-internal-power-supplies	★★★★	★★★★	★★★★	👉

无线类产品及耳机	商采热力指数	商采潜力指数	商采指数	季度环比价格变化
无线电子产品类				
vehicle-power-inverters	*****	*****	*****	增
cell-phone-basic-cases	*****	***	***	增
two-way-radio-headsets	*****	*****	*****	增
cell-phone-wall-chargers	*****	***	**	增
cell-phone-charging-stations	*****	*****	**	增
micro-sd-cards	*****	***	***	增
touch-screen-device-styles	*****	***	***	增
cell-phone-antenna-boosters	*****	***	***	增
cell-phone-car-cradles-and-mounts	*****	***	**	增
external-cell-phone-battery-packs	*****	***	*	增
cell-phone-car-chargers	*****	***	**	增
vehicle-backup-cameras	*****	*	*	增
vehicle-wiring-harnesses	*	*****	*****	增
gps-vehicle-mounts	*	*****	*****	增
gps-cases	*	*****	*****	增
耳机				
on-the-ear-headphones	*****	***	*****	增
over-the-ear-headphones	*****	***	***	增
in-the-ear-headphones	*****	***	***	增
headphones	*****	***	***	增
headphone-cases	*****	***	***	增
headphone-adapters	***	***	***	增
replacement-earpads	*****	***	**	增

电子类产品	南孚热动力 指数	南孚聚能 指数	南孚蓝海 指数	季度环比 价格变化
线材				
electronics-power-cables	★★★★	★★★★	★★★★	↗
hdmi-cables	★★★★	★★★★	★★★★	↗
electronics-cable-connectors	★★★★	★★★★	★★★★	↗
audio-video-selectors	★★★★	★★★★	★★★★	↗
coaxial-video-cables	★	★★★★	★★★★	↗
speaker-cables	★★	★★★★	★★★★	↗
ra-audio-cables	★★	★★★★	★★★★	↘
stereo-jack-cables	★★	★★★★	★★★★	↘
cord-management	★	★★★★	★★★★	↗
输入设备				
webcams	★★★★	★★★★	★★★★	↗
computer-headsets	★★★★	★★★★	★★★★	↗
keyboard-and-mouse-sets	★★★★	★★★★	★★★★	↗
computer-keyboards	★★★★	★★★★	★★★★	↗
computer-mice	★★★★	★★★★	★★★★	↗
computer-speakers	★★★★	★★★★	★★★★	↗
computer-microphones	★★★★	★★★★	★★★★	↗
computer-game-mice	★★★★	★★★★	★★★★	↗
video-game-keyboards	★★★★	★★★★	★★★★	↗
video-game-headsets	★★★★	★★★★	★★★★	↗
video-game-controllers	★★★★	★★★★	★★★★	↗
video-game-gamepads	★★★★	★★★★	★★★★	↗
video-game-consoles	★★★★	★★★★	★★★★	↗

企业买家热搜词

类目名称	商采热力指数	商采潜力指数	商采蓝海指数	季度环比价值变化
cell-phone-basic-cases	★★★★★	★★	★★★	👉
standard-laptop-computers	★★★★★	★★	★★★★	👉
computer-monitors	★★★★★	*	★★★★	👇
in-the-ear-headphones	★★★★★	★★	★★★★	👇
touch-screen-tablet-computer-cases	★★★★★	★★★★	★★	👉
tablet-computers	★★★★★	★★★★	★★★★	👉
computer-usb-cables	★★★★★	★★★★	★★★★	👉
portable-m3-3-player-wireless-speaker-systems	★★★★★	★★★★	★★★★	👇
power-strips	★★★★★	★★★★	★★★★	👇
laptop-computer-backpacks	★★★★★	★★★★	★★★★	👉
computer-mice	★★★★★	★★★★	★★★★	👉
laptop-computer-docking-stations	★★★★★	★★★★	★★★★	👇
external-cell-phone-battery-packs	★★★★★	★★★★	*	👇
cell-phone-screen-protectors	★★★★★	★★★★	★★	👉
cell-phones	★★★★★	★★★★	★★	👉
over-the-ear-headphones	★★★★★	★★★★	★★★★	👉
computer-internal-solid-state-drives	★★★★★	★★★★	★★★★	👉
computer-keyboards	★★★★★	★★★★	★★★★	👉
cell-phone-flip-cases	★★★★★	★★	★★★★	👉
cell-phone-wall-chargers	★★★★★	★★	★★	👉

新品攀升榜				
类目名称	商家热力指数	商家潜力指数	商家蓝海指数	季度环比价值变化
dvd	☆☆	☆☆	★★★★	📈
network-repeaters	☆☆	☆☆	★★★★	📈
dj-equipment-packages	☆☆	☆☆	★★★★	📈
cell-phone-tripods	☆☆	☆☆	☆☆	📉
computer-cable-usb-to-usb-adapters	☆☆☆☆	★★★★	☆☆	📈
smart-watch-cables	☆☆	☆☆	☆☆	📈
cell-phone-basic-cases	☆☆	☆☆	★★★★	📈
gps-cases	☆☆	☆☆	★★★★	📈
all-in-one-computers	☆☆	☆☆	★★★★	📈
mp3-bluetooth-transmitters	☆☆	☆☆	★★★★	📈
headphones	☆☆	☆☆	★★★★	📈
computer-video-games	☆☆	☆☆	★★★★	📈
cell-phone-wall-chargers	☆☆	☆☆	☆☆	📈
computer-internal-power-supplies	★★★★	★★★★	☆☆	📈
computer-graphics-cards	★★★★	★★★★	★★★★	📈
smart-watch-cases	☆☆	☆☆	☆☆	📈
video-game-gamepads	☆☆	☆☆	☆☆	📈
audio-video-remote-controls	★★★★	☆☆	☆☆	📈
cell-phone-screen-protectors	☆☆	☆☆	☆☆	📈
mp3-players	☆☆	☆☆	☆☆	📈

下一季度潜力榜

类目名称	商采潜力 指数	商采潜力 指数	商采蓝海 指数	季度环比 价格变化
standard-laptop-computers	*****	**	***	🔴
laptop-computer-docking-stations	*****	**	***	🔴
computer-monitors	*****	*	***	🔴
mini-computers	*****	*****	***	🔴
tablet-computers	*****	**	*****	🟡
network-switches	*****	*****	*****	🟡
tower-computers	*****	**	***	🟡
uninterrupted-power-supplies	*****	*****	***	🟡
laptop-computer-chargers-and-adapters	*****	**	**	🟡
computer-internal-hard-drives	*****	*****	*****	🟡
power-strips	*****	*****	***	🟡
category-6-ethernet-cables	*****	*****	***	🟡
webcams	*****	*****	***	🟡
touch-screen-tablet-computer-cases	*****	*****	**	🟡
computer-internal-solid-state-drives	*****	***	***	🟡
computer-graphics-cards	*****	**	***	🟡
network-routers	*****	*****	*****	🟢
usb-hubs	*****	***	*	🟢
network-access-points	*****	*****	**	🟢
cell-phones	*****	*****	**	🟢

1. 最高星级为5星，星级越高则在相应指数中的得分越高。分数依据该类目在亚马逊企业购的市场表现来评定，星级分布的相对参照物为本品类中top10%的小类目。

3. 前三张类目榜单是各类目下商采综合指数排名较高的小类目，**优先展示同时在整体市场(B+C端)都有不错表现的类目。**

4. 后三张榜单是根据特定的单一参数的排名来列举- **热搜榜**参考了浏览量, **新品攀升榜**参考了top100 ASIN中新品的销售额占比, **潜力榜**参考了历史销售、增长情况及季节性变化。

5. 季度价格环比的标记说明：上下表示比值走向正负，黄色箭头表示变化在5%以内，红绿箭头则表示变化在5%以上。

6. 以上选品信息仅供参考，建议卖家结合自身条件和市场风险进行综合分析后再判断可行性。

亚马逊批量服务 (ABS)-多层级包装展示(Package Hierarchy)

是什么？

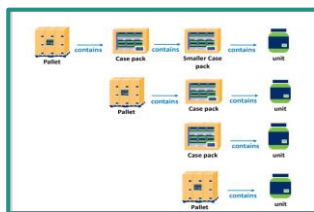
亚马逊批量服务 (ABS) 可帮助您增加批量销售业务。批量销售业务具有高增长机会。调查表明, 企业买家想要进行大批量采购并且喜欢合并发货的货物, 但他们在亚马逊商城找不到足够多的大包装 (Case Pack) 或托拍装(Pallet) 商品。

亚马逊批量服务 (ABS) 计划可以改善卖家和买家体验。借助亚马逊批量服务，您可以获得以下权益：

1. **创建多层级包装展示(Package Hierarchy)关联同一商品的单件装 (unit)、大包装 (Case Pack) 和托拍装(Pallet)**, 创建相互关联的商品信息, **提高商品出现在亚马逊商城搜索中的几率**。当买家在亚马逊商城中购物时, 亚马逊为买家提供详情专属页面体验(详情页面正在陆续上线)。

2. 符合大批量large pack条件且在美国商城销售的大包装 (Case Pack) 和托拍装(Pallet)商品, **可享受 15-25% 的销售佣金折扣。**

3. 改善大包装 (Case Pack) 和托拍装 (Pallet) 的配送, 防止出现有时将托拍装商品拆分为多个包裹进行配送的问题。 轻松管理同一商品的多个配置 (单件装/大包装/托拍装) 的库存和定价。



多层级包装展示示例



买家产品详情页面示例



大批量 (Large Pack) 条件

销售佣金折扣			
整箱装或托拍装中的商品数量	2~9 件	10~23 件	24 件及以上
销售佣金折扣	15%	20%	25%

销售佣金折扣