

Product Opportunity Explorer user guide

Overview:

Ready to discover your next winning product? Product Opportunity Explorer is your data-driven selection tool for navigating selling on Amazon. This guide helps you dive deeper into Product Opportunity Explorer and learn best practices for product-research and go-to-market strategies for new products or offer launches.

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What are the trending categories and opportunities?	3
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Important

The Product Opportunity Explorer tool is intended to provide you with general information to help you make selection decisions. The tool is provided as a guide only and should not be a substitute for your own judgement about demand for your products. Many factors may influence selection decisions, including price fluctuations, consumer demand shifts and changes in competing offers for those products. Amazon does not guarantee any particular outcome or sale by providing this tool and sellers remain responsible for independently determining their own selection.

What is Product Opportunity Explorer?

Product Opportunity Explorer is a tool that helps you generate new products or offer ideas by better understanding customer demand. The tool reveals Amazon customer search and purchase behavior, which you can use to identify unmet demand and opportunities with new products or offers.

Product Opportunity Explorer can help you:

- Understand what customers are searching for
- Discover untapped opportunities
- Identify keywords that drive results
- Analyse the competitive landscape
- Identify what customers buy most

How does it work?

Product Opportunity Explorer provides you with up-to-date data on customer needs and existing products across the Amazon store. To help you find opportunities that fit your business, Product Opportunity Explorer uses 'niches'.

A niche is a collection of customer search terms and products that represent specific customer needs. Customers show their purchase needs by searching for products, and we create niches by grouping the search terms based on the products customers view or purchase after searching. You can browse and analyse niches, to help understand the potential demand for a new product in that space.

What are the trending categories?

Find your golden opportunity

Your goal: Identify high-potential product categories with unmet customer demand

How to get there:

1. **Navigate:** Growth > Product Opportunity Explorer
2. **Browse by category:** Use "Find opportunities by categories" for structured exploration
3. **Apply smart filters:**
 - Search volume >10,000/month (shows demand)
 - Positive growth rate (trending upward)
 - Product count <50 (fewer product options)
4. **Understand competition dynamics:**
 - **Click into your target niche** to analyse product environment
 - **Review click share distribution:** Look at how customer attention is divided among top products
 - **Evaluate distribution of clicks among different product options:**
 - Each product <10% click share = No established front-runner (great opportunity!)
 - Single product >30% click share = Clear product favourite exists (harder entry)
 - Multiple products 10-20% each = Competitive but accessible opportunity
5. **Assess quality standards:**
 - **Check average customer ratings:** High ratings (4.5+ stars) indicate quality competition
 - **Review Best Seller Ranks:** Lower numbers show strong performance
 - **Analyse review counts:** High review counts suggest established products

Tip:

Look for the sweet spot: High search volume + Low product count + Fragmented click share + Quality improvement opportunities = Your golden opportunity zone!

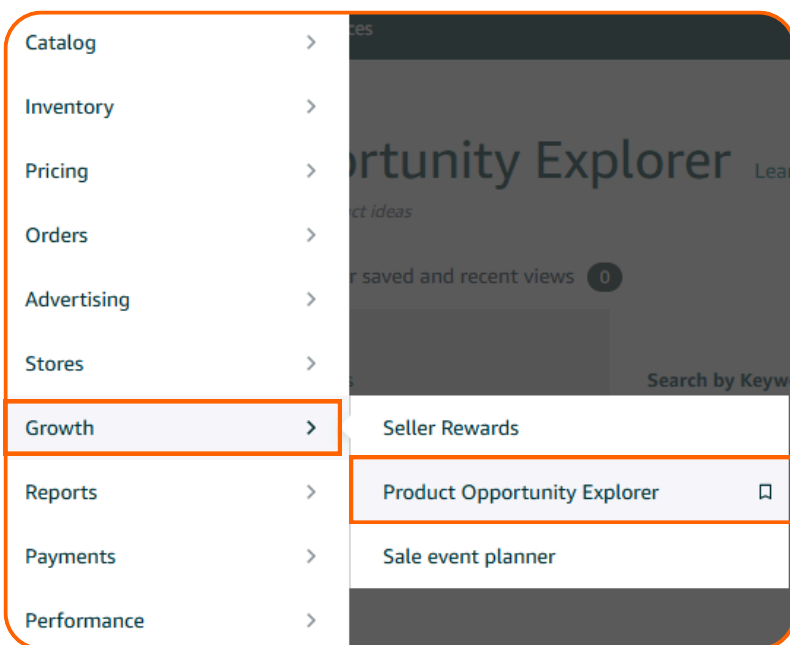
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What are the trending categories? (continued)

Find your golden opportunity (continued)

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Filter results

Search Volume (last 90 days)	▼
Volume Change % (last 90 days)	▼
Search Volume (last 360 days)	▼
Volume change % (last 180 days)	▼
Range of average units sold	▼
No. of Top Clicked Products	▼
Average price	▼
Return Rate (last 360 days)	▼

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What are customers searching for?

Understand customer intent

Your goal: Decide what customers really want and identify opportunities to address customer needs

How to get there:

1. Click into any niche that interests you
2. Navigate to "Search Terms" tab
3. Analyse search patterns:
 - o High volume + Low conversion = Unmet need opportunity
 - o Problem-focused terms ("non-slip", "easy clean") = High purchase intent
 - o Generic terms = Broad opportunity requiring differentiation

Product Opportunity Explorer

Explore customer demand for new product ideas

Explore all opportunities

Your saved and recent views 0

Find opportunities by categories

All

- Automotive >
- Baby >
- Beauty >
- Clothing, Shoes & Accessories >
- Computers >
- Electronics >

Insights and trends NEW Products Search Terms Customer Review Insights Returns									
Search terms in this Niche									
Showing 1 to 19 of 19									
Search Term	Search Volume			Demand		#1 Top Clicked Product			
	Total Count Past 360 days	Growth Past 90 days	Growth Past 180 days	Click Share Past 360 days	Search Conversion Past 360 days	Product name	ASIN	Image	Pr
torch	183,662	0.148	-0.09%	39.53%	2.69%	Blukar LED Torch Rechargeable Super Bright ...	B0B42R2GKP		LE
flashlight	68,709	0.13	32.68%	14.52%	1.45%	Blukar LED Torch Rechargeable Super Bright ...	B0B42R2GKP		LE

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Is my pricing strategy competitive?

Find your price sweet spot

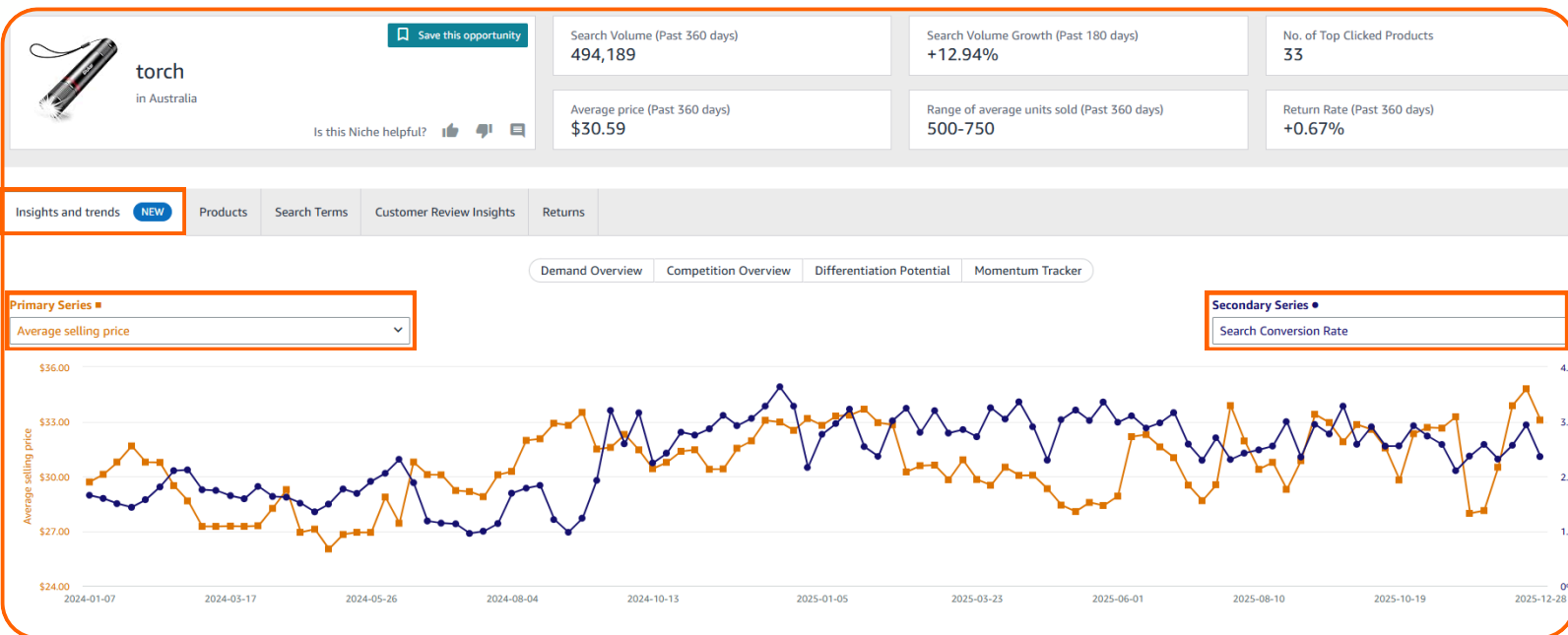
Your goal: Position your product at the optimal price point for maximum conversion

How to get there:

1. Review "Insights and Trends" tab

2. Analyse price vs conversion data:

- Look for conversion rate drops at certain price points
- Identify the "price cliff" where customers stop buying
- Find your competitive positioning zone



Your decision framework:

- Identify where current competitors position their products
- Define your brand's unique value proposition.
- Determine if there is room for premium positioning

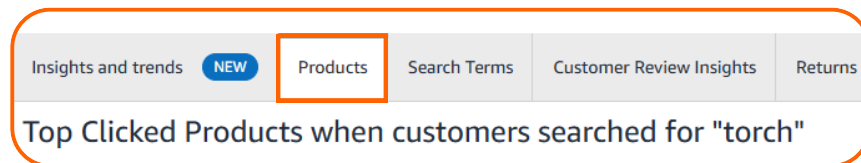
How do I differentiate from top products?

Establish competitive intelligence & positioning

Your goal: Understand your competition and find your unique angle

How to get there:

1. Navigate to "Products" tab in your selected niche



2. Conduct Individual Product Analysis:

- Go through each top product one by one and ask yourself the critical questions:
 - "Can I provide a unique offering compared to this top product?"
 - "If not unique, can I price more competitively with equivalent offering?"

3. Analyse top performers:

- Review ratings, reviews, and click share
- Identify patterns associated with successful brands
- Spot quality gaps or opportunities

4. Competition analysis framework:

- **Single brand >50% customer preference** = Concentrated product space (harder entry)
- **Multiple brands with similar recognition** = Competitive but accessible
- **No clear leader** = Untapped brand-building opportunity
- **High clicks + Low ratings** = Quality improvement opportunity

Your differentiation strategy:

- Offer better quality than low-rated leaders
- Fill feature gaps identified in your analysis of existing product offerings
- Price competitively while maintaining equivalent quality

When should I launch for maximum impact?

Time your product launch

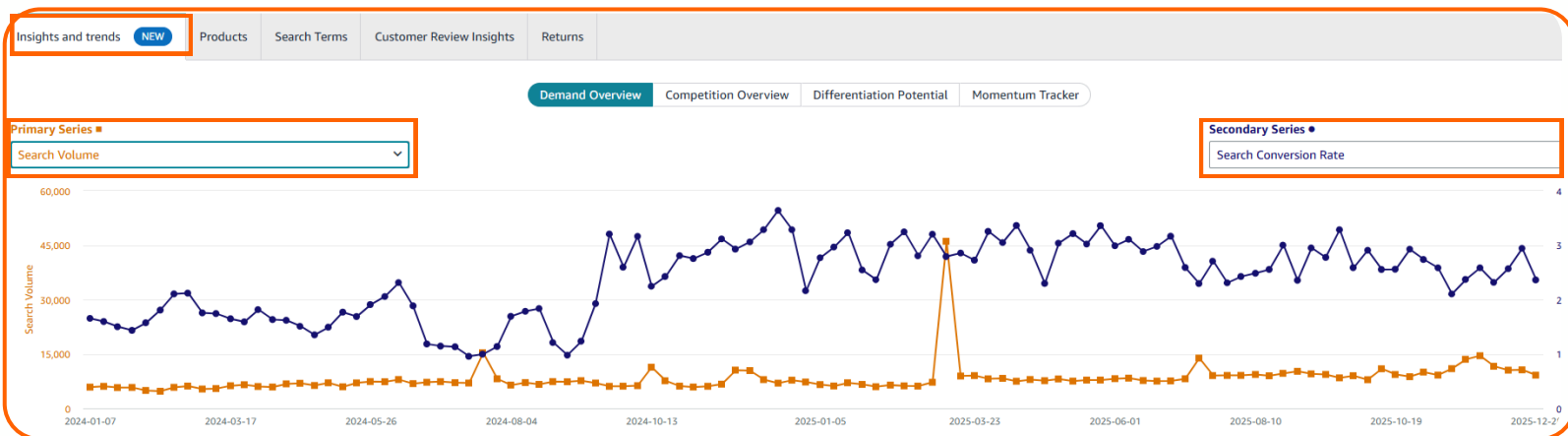
Your goal: Launch when customer demand peaks and competition is manageable

How to get there:

1. Check "Insights and Trends" tab

2. Study seasonality patterns:

- Search volume peaks and valleys
- Price movement trends
- Conversion rate fluctuations



Your launch strategy:

- Plan inventory around demand peaks
- Prepare for competitive pricing during high seasons
- Consider counter-seasonal opportunities for year-round sales

How does my existing product compare to leading products?

Benchmark your performance

Your goal: Understand where you stand and what to improve

How to get there:

1. Enter your ASIN in the search bar
2. Select "ASIN view"
3. Compare against competitors:
 - Best Seller Rank positioning
 - Click share performance
 - Pricing strategy effectiveness
 - Review count and ratings

Demand [?]			Customer Sentiment [?]		Competition [?]	
Niche click count Past 360 days ↓	Click Share Past 360 days ↓	Average selling price Past 360 days ↓	Total Ratings Past 360 days ↓	Avg. Customer Rating Past 360 days ↓	Avg. Best Seller Rank Past 360 days ↓	Avg. # of Sellers & Vendors Past 360 days ↓
86,527	28.22%	\$18.83	2,213	4.8/5	1	128
53,974	17.60%	\$15.89	1,904	4.7/5	2	17
45,787	14.93%	\$17.38	1,208	4.8/5	3	15

Your action plan:

- **Low clicks?** → Increase advertising spend
- **Poor Best Seller Ranking?** → Optimise listing and pricing
- **Few reviews?** → Consider Amazon Vine program
- **Unbranded vs branded competitors?** → Develop brand strategy

What's my Fulfilment by Amazon (FBA) advantage opportunity?

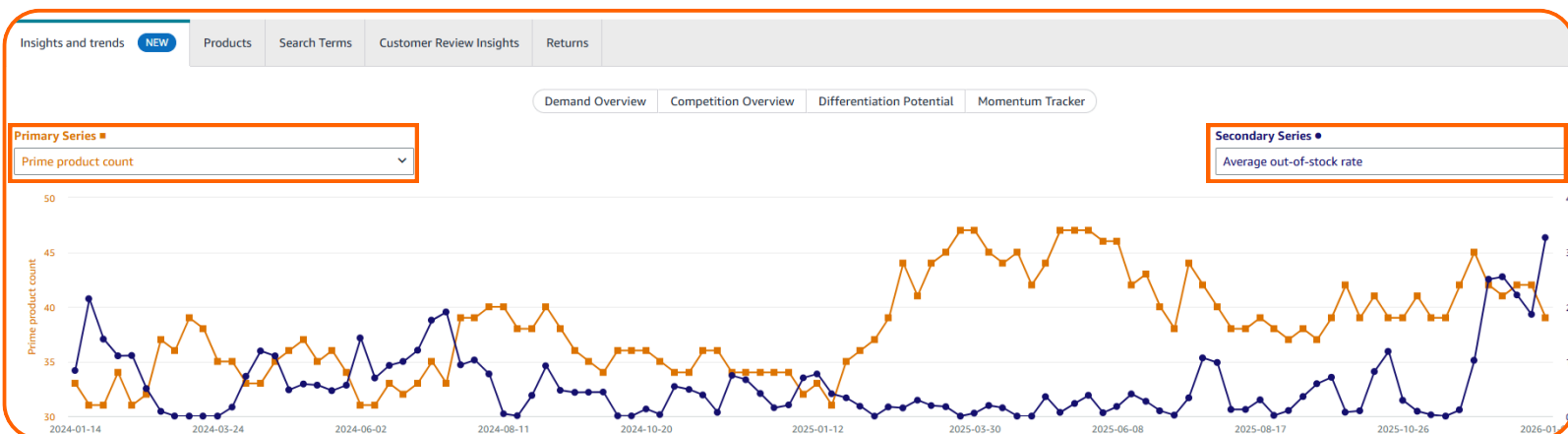
Gain fulfillment strategy insights

Your goal: Identify where FBA can help give you a competitive edge

How to get there:

1. Check niche metrics:

- % of Prime products (lower = opportunity)
- Out-of-stock (OOS) rates (higher = supply gap opportunity)
- Fulfillment method distribution



Your FBA decision:

- **High OOS rates** = Inventory opportunity
- **Low Prime penetration** = Competitive advantage potential
- Consider FBA for reliability and customer trust

Advanced seller use cases

Finding product opportunities - is there hidden gold in your category?

Example:

- Category "Kitchen" + Filter results "search volume >10,000/month"
- 26% search growth rate last 90 days
- Niche "Kitchen Scales", only 17 products but 96,000 monthly searches
- 30,000-40,000 Units Sold (past 360 days) → Approx 3,000 units sold per month

Result: Clear unmet customer demand

Explore all opportunities > Niche Search Results

Product Opportunity Explorer

Learn more | Rate this Page

Explore customer demand for new product ideas

Find opportunities by categories





Search by Keyword or ASIN: kitchen

Niche View | ASIN View

Matching Niches for "kitchen" in Australia

Filter results: Search Volume (last 90 days) ≥ 10000 × Clear all

Showing 1 to 25 of 51 | Displaying 13 of 13 columns | Customise Columns

Customer Need	Niche Details			Search Volume				Units Sold Past 360 days ↓
	Image	Top Search Terms	Number of Top-Clicked Products ↓	Total Past 360 days ↓	Growth Past 180 days ↓	Total Last 90 days ↓	Growth Last 90 days ↓	
kitchen scales		kitchen scales, food scale, kitchen scale	17	327,297	+12.03%	96,325	+25.74%	30,000-40,000
kitchen mat		kitchen mat, kitchen mats non slip, kitchen rug	80	244,977	+6.65%	69,822	+23.34%	2,500-3,000
kitchen scissors		kitchen scissors, kitchen shears	17	89,292	-0.85%	24,253	+20.05%	8,000-10,000
kitchen island		kitchen island, kitchen trolley, kitchen island bench	72	108,710	-1.55%	31,596	+41.47%	250-500

Identifying unmet needs - what are customers searching for but not finding?

Example:

- Category "Kitchen" + sort by "search volume" highest to lowest
- "Rice Cooker" niche shows 176,00 monthly searches
- Search terms analysis reveals:
 - "rice cooked small" – 1.25% Search Conversion
 - "mini rice cooker" – 0.49% Search Conversion
 - "small rice cooker" – 0.76% Search Conversion

Result: High search count + low search conversion = Product development opportunity

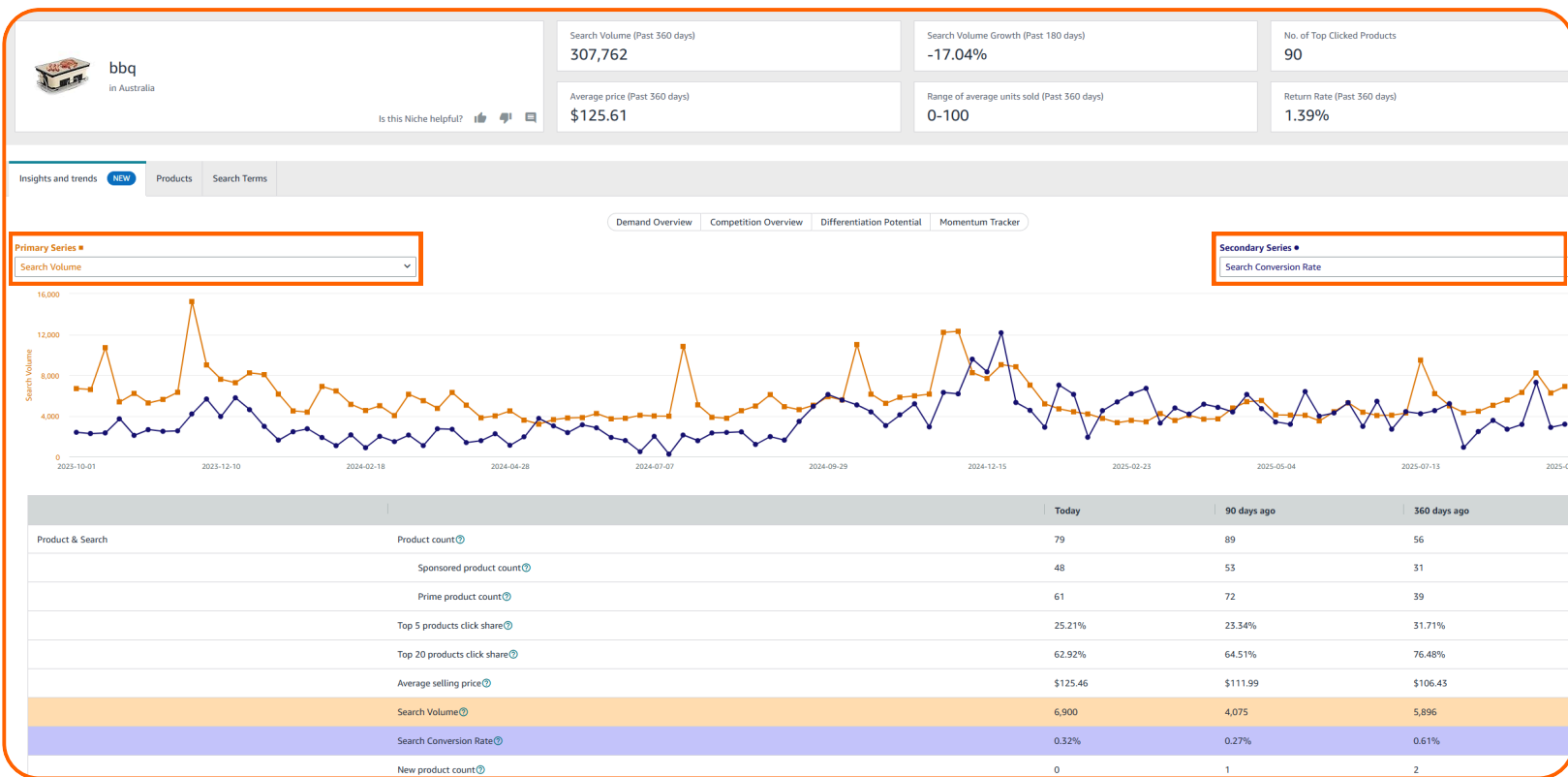
rice cooker in Australia		Search Volume (Past 360 days) 590,683	Search Volume Growth (Past 180 days) 9.19%	No. of Top Clicked Products 42				
Is this Niche helpful?		Average price (Past 360 days) \$102.72	Range of average units sold (Past 360 days) 250-500	Return Rate (Past 360 days) 2.66%				
Insights and trends NEW Products Search Terms								
Search terms in this Niche Showing 1 to 10 of 10 Displaying 15 of 15 columns Customise Columns								
Search Term	Search Volume			Demand		#1 Top Clicked Product		
	Total Count Past 360 days ↓	Growth Past 90 days ↓	Growth Past 180 days ↓	Click Share Past 360 days ↓	Search Conversion Past 360 days ↓	Product name >	ASIN	Image
rice cooker	479,603	0.376	6.66%	85.07%	1.66%	Philips 3000 Series Digital Rice Cooker 18 Co...	BOC1KPJLPF	
rice cooker small	28,179	0.464	2.48%	4.30%	1.25%	7 Cup Rice Cooker White	B08LBCWYXF	
mini rice cooker	27,826	0.075	-5.68%	2.59%	0.49%	Russell Hobbs Rice Cooker Mini [Small] 0.4 L (...)	B084863LKW	
panasonic rice cooker	13,517	0.538	13.88%	3.30%	1.66%	Panasonic 8 Cup Induction Heat Rice Cooker ...	B0BG1NY9VS	
small rice cooker	13,242	0.349	7.10%	2.14%	0.76%	Mini Rice Cooker 1.2L Small Rice Cooker with ...	B0CL8MLF88	

Timing your launch - when should you launch your products?

Example:

- Niche: BBQ Grill
- 225% search increase July and November
- 200% higher conversion rate in season

Result: Perfect Q2 launch for Q3 peak



Competitive Analysis - How does your product compare to leading products?

Method:

- Enter your ASIN into the “Search by Keyword or ASIN” field
- Review product-specific metrics
- Analyse the ASIN view to view similar ASINs (competitors)
- Check top sellers metrics to compare performance

Product Opportunity Explorer [Learn more](#) | [Rate this page](#)

Explore customer demand for new product ideas

Find opportunities by categories

Search by Keyword or ASIN

Enter a search term to find product niches



Example:

- Enter your ASIN, select ASIN view
- Sort competition by Avg Best Seller Rank

Product name >	Image	ASIN	Brand	ASIN Details ⓘ		Demand ⓘ	Price Details ⓘ	Customer Sentiment ⓘ		Avg. Best Seller Rank Past 360 days
				Category >	Launch Date ↓			Search click count Past 360 days ↓	Average Price Last 90 days ↓	
Target ASIN										
DENKOE 32 Inch Round Fire Pit Table with Fire Pit...		B0CS9MGRHB	DENKOE	Outdoor Heating & Cooling/Fire Pits & Outdoor Fi...	1/2024	1,561	\$369.97	147	4.3/5	24
Similar ASIN										
Outdoor Fire Pit Stainless Steel Foldable Camping...		B0CBLNZ77V	ZYNTM	Outdoor Heating & Cooling/Fire Pits & Outdoor Fi...	7/2023	22	\$38.13	0	0.0/5	897
Rilime Fire Pit Cover Rectangular Waterproof Fire ...		B0B212YXFT	Rilime	Outdoor Heating & Cooling/Fire Pits & Outdoor Fi...	5/2022	5	\$82.69	1,242	4.6/5	669
Rilime Fire Pit Cover Round 22 Inch Heavy-Duty W...		B08NDLVJM8	Rilime	Outdoor Heating & Cooling/Fire Pits & Outdoor Fi...	4/2020	4	\$77.49	1,242	4.6/5	669
Rilime Fire Pit Cover 30 x 25 Inch Round Propane ...		B0C65HHYBF	Rilime	Outdoor Heating & Cooling/Fire Pits & Outdoor Fi...	7/2022	3	\$81.07	1,242	4.6/5	669
Rilime Round Fire Pit Cover 30 Inch Outdoor Firep...		B087G4585P	Rilime	Outdoor Heating & Cooling/Fire Pits & Outdoor Fi...	4/2020	3	\$58.53	1,242	4.6/5	669
Rilime Fire Pit Cover Rectangular 42inch Fire Pit C...		B087JRV19L	Rilime	Outdoor Heating & Cooling/Fire Pits & Outdoor Fi...	4/2020	2	\$86.51	1,242	4.6/5	669

Analysis:

- Brand presence: All top ASINs branded? Consider branding your ASIN
- Search clicks: Low clicks? Run advertising campaigns
- Pricing: Evaluate strategy to match competitive offers
- Reviews: Increase review count to match competitors

Price optimisation - Where's your price sweet spot?

Method:

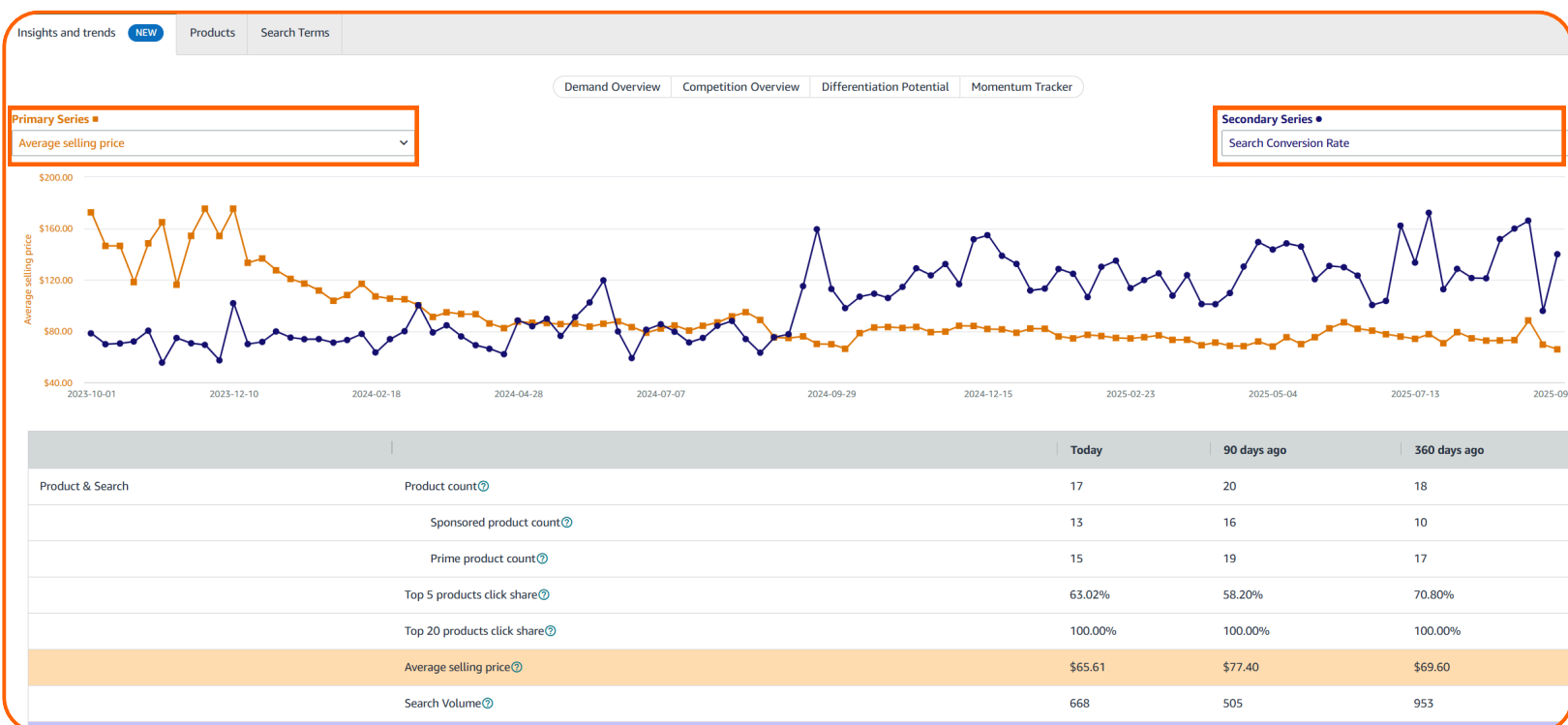
- Review price range distribution in the Insights and Trends tab
- Check conversion rates at different price points
- Analyse pricing trends and positioning in the Products tab

Example:

Niche: Hydrogen Water Bottle

- \$65-\$90 range: 3-5% conversion = Volume maximisation zone
- \$90-\$119 range: 3.8% conversion = Premium positioning opportunity
- \$120-\$175 range: 1-2.5% conversion = Price cliff identified
- Current ASP is \$65.61
- Competing ASINs: \$50-\$120 range

Result: Evaluate your competitive positioning for optimal pricing



FBA advantage analysis - Could you win with FBA?

Method:

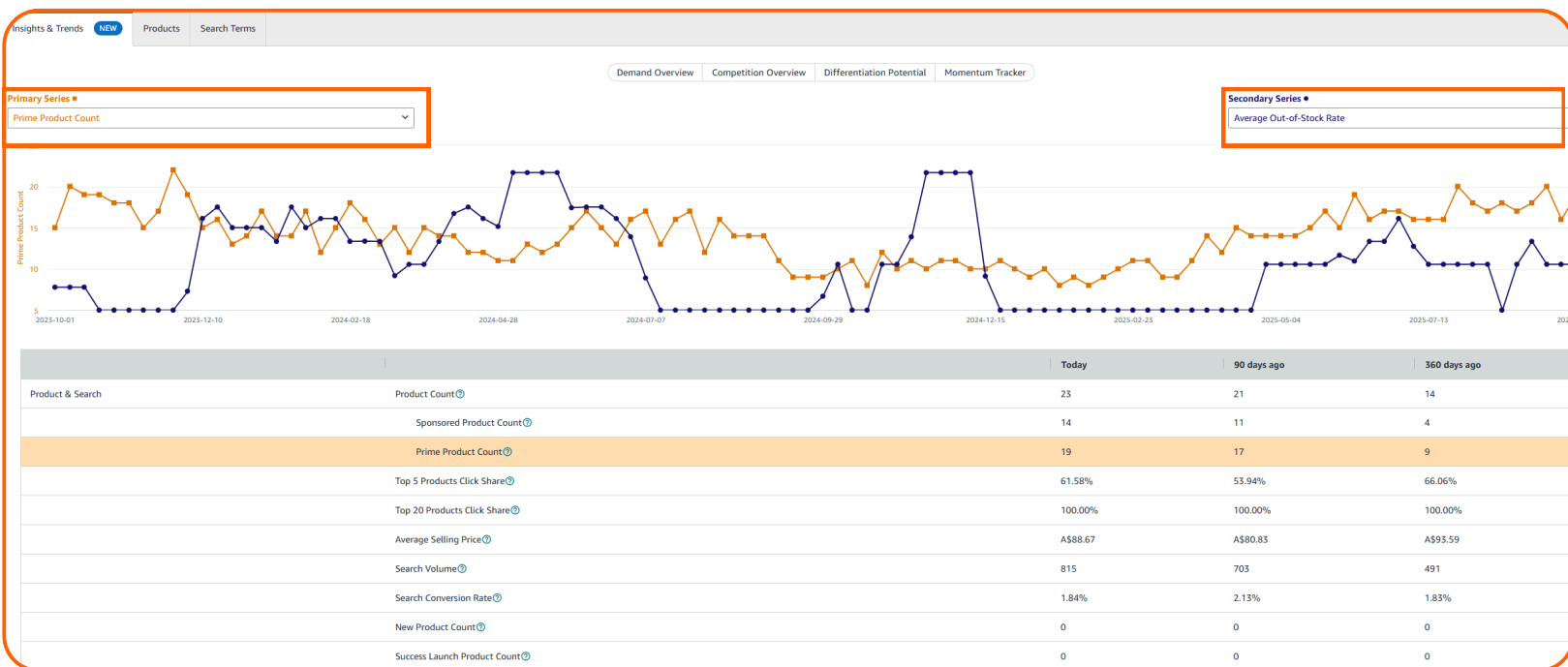
- Check % of Prime products
- Review OOS rates

Example:

Niche: Dumbbell Rack

- 80% Prime penetration
- 33% current average OOS rate
- 66% average OOS rate (90 days ago)

Result: FBA advantage opportunity



Resources

[Product Opportunity Explorer help page on Seller Central](#)

[Product Opportunity Explorer FAQ on Seller Central](#)