

# Already a Seller? Evaluating your ASINs for the EU Market



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Evaluating your ASINs for the EU Market

EU Product Research

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### An Overview

- BSRs in Amazon EU are a good indication, but the numbers are very different from Amazon USA

**Look for the top 3-5 under 2000 BSR**

- Keywords should carry over from USA to UK
  - i.e. pacifier vs. dummy

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### Gathering Data

**Follow this order:**

  
**UK**

  
**DE**

  
**FR**

  
**IT**

  
**ES**

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# Already a Seller? Evaluating your ASINs for the EU Market

**Gathering Data**

**Fill Out your Product Research Spreadsheet**

- Amazon USA Link
- Keyword(s)
- Top 5 UK Sellers + Links to Listings
- Sale Price
- BSRs
- Review Number
- Average Review

**Do this for Amazon UK & DE First.**  
If your products pass the initial markets, continue with FR, IT, and ES.

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**Confirm your Profit**

**Use our Profit Calculator**

- Enter your numbers at the average prices you have found
- Enter your minimum & maximum UK sales price based off of your research

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**Confirm your Profit**

**Calculating Shipping Costs**

- If you don't have a UK shipping quote yet, try this formula:  
*shipping cost to the U.S. + \$0.5 per unit*

**Confirm**

- Note profit % of your products in your spreadsheet at each price point
- **Aim for 30% + after all costs including sales tax**

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## Already a Seller? Evaluating your ASINs for the EU Market

### Our TOP TIPS: Additional Considerations

#### **Avoid Consumables**

**WHY?** UK has strict import regulations (not impossible, but it will slow you down)

#### **Avoid Gated Categories**

**WHY?** This is an extra level of complexity that you don't need to begin with

#### **Avoid Products Priced Under £15**

**WHY?** Even if you maintain the suggested margin of 30%, items under £15 do not give you enough \$ margin to spend on PPC

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### Our TOP TIPS: Additional Considerations

#### **Avoid Oversized Products / Packaging**

**WHY?** Unless you already have oversize products, the logistical issues and addition time required for these can be demotivating.

#### **Ship by Air**

**WHY?** This is much faster, and will greatly improve your cash flow cycle. Leading to more rapid growth.

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## The BIG Takeaways:

**Start with the Lowest Hanging fruit:** Do your research, it will skyrocket your success

**Research All Marketplaces:** Maybe your product will sell OK in the UK, but take off in Germany

**Use Our Profit Calculator:** Just because your product is highly profitable and a big seller in the USA, doesn't mean it's a fit for the EU market at the average selling price

**Move Fast:** Avoid gated, oversize, and sea shipping if at all possible

**Start NOW:** Put your products into the spreadsheet and get calculating

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