

Product Research: 2 Killer Hacks for Successful Product Selection in the EU



PRODUCT RESEARCH:
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EU Product Research

HACK #1

Use the U.S. Marketplace to find low-hanging fruit

Product Criteria

- Under 300 grams
- Less than 20cm x 20cm x 5cm
- Unregulated category
- Over £12 GBP
- Consumable (not essential + not ingestible)

HACK #2

Validate your Idea with: ALIBABA

Use Alibaba to:

- Research the manufacturing price of your product(s)
- Add price into the *Profit Calculator* to evaluate profitability.
- If this figure is over 30% at the minimum projected pricing - order samples.

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The BIG Takeaways:

Start with Best Sellers: Don't be afraid of items that are super competitive in the USA. They can still be EU opportunities

Follow Tradition Criteria: In the USA, it's time to think outside of the box. But in the EU, you can still be successful the in UK with small, light, easy to ship products.

Be Ruthless: Rapidly validate or dismiss your ideas using Alibaba

Don't Get Too Attached: If your product idea doesn't meet the criteria, either trash it or shelve it for later. Move forward with other ideas.
