

亚马逊欧洲站—

运动品类新卖家选品推荐

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运动品类整体市场概况



亚马逊运动品类划分



亚马逊全球开店
amazon global selling

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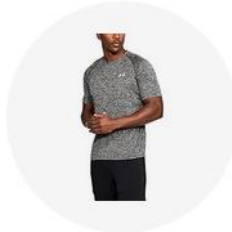
Camping and
Hiking



Fitness



Cycling



Sports & Outdoor
Clothing



Fishing



Sports Technology



Supporters' Gear



Outdoor
Recreation



Winter Sports



Darts



Hunting & Fishing



Running



Sports & Outdoor
Shoes



Football



Accessories



Water Sports

运动类目在亚马逊包含类目丰富，季节性明显
主要品类包含爬山徒步类、健身器材类、骑行类、户外运动服装类等

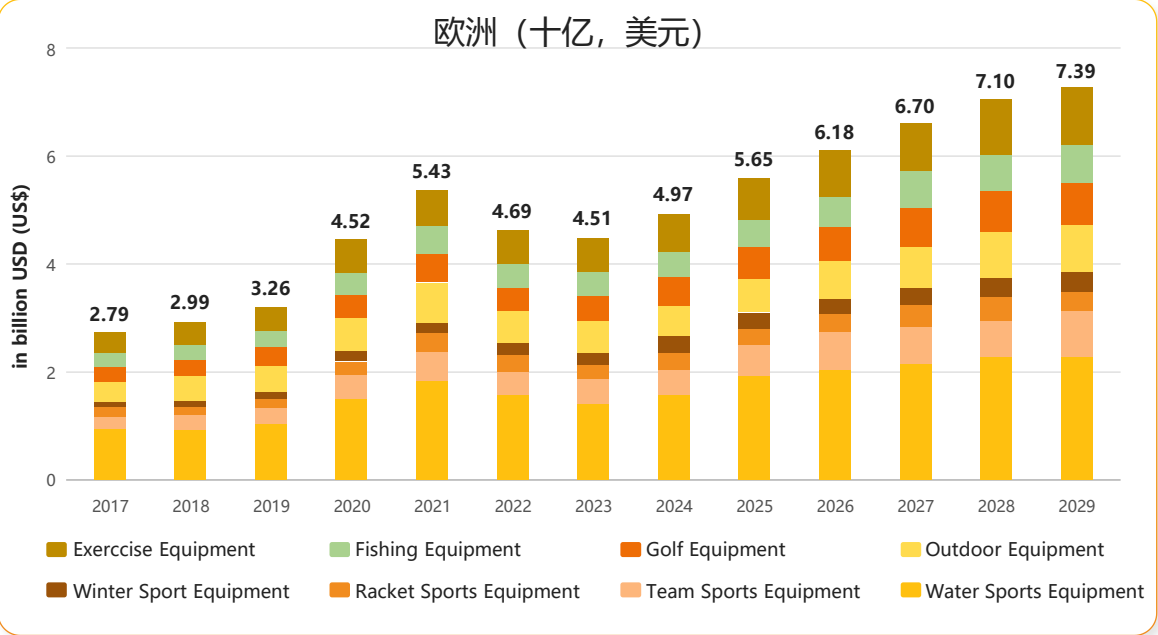


欧洲运动品类体量逐年增长且渗透率不断提升



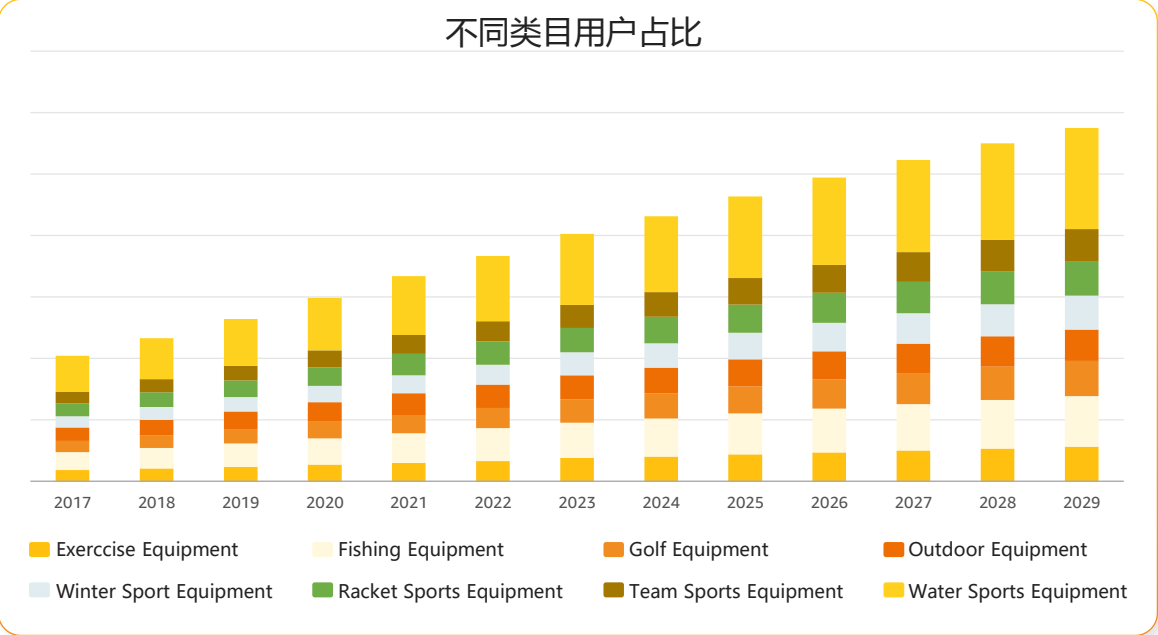
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运动类-销售额



运动品类体量到2029年销售额预计将达到73.9亿美金，各个类目占比差异不大，其中户外装备、团队运动器材、钓鱼装备占据前三位，且都在逐年增长。

运动类-用户人数



运动品类用户人数到2029年销售额预计将达到1.6亿人口，其中冬季运动、钓鱼类运动、团队运动用户占据前三位，且都在逐年增长。

Source: <https://www.statista.com/outlook/emo/toys-hobby/sports-equipment/europe?currency=usd#revenue>



欧洲消费趋势



消费人群特征：

欧洲体育用品消费者的概况可能因地理位置，年龄，性别，收入水平，生活方式和个人兴趣等因素而异。
在欧洲体育用品消费者的诸多分析中，值得关注的消费群体是：



青年 (18岁以下)

- 受趋势和同龄人偏好的影响。
- 更喜欢运动员或名人认可或推荐的体育用品。
- 经常从事各种运动和活动，需要各种设备和服装。
- 重视时尚的运动用品。



年轻人 (18-34岁)

- 生活积极且有健康意识的人群。
- 对性能运动和生活方式相关的体育用品感兴趣。
- 对运动科技设备和可穿戴设备的认可。
- 更喜欢符合其价值观的品牌，包括具有可持续性和社会责任的品牌。



成人 (35-54岁)

- 关注家庭、工作和休闲活动的平衡。
- 优先考虑运动用品的耐用性、舒适性和功能性。
- 更偏向于多功能性和多用途设备。
- 热爱娱乐和健身活动。



中老年 (55-74岁)

- 热衷于保持健康和幸福的积极生活方式。
- 更关注于运动器材和服装的舒适性和安全性。
- 喜欢冲击力低的活动，如散步，游泳和骑自行车。
- 对鞋类和装备有特殊需求。



2024 欧洲运动品类趋势

根据McKinsey 2024年的《体育用品行业报告》，消费者越来越偏向于大众可及的运动项目；今年夏天将在欧洲举办两项重大体育赛事：欧洲杯EUFA Euro和巴黎奥运会；

板网球设备

- 板网球市场规模预计在2027年将有9.6%的涨幅；
- 在欧洲，板网球是西班牙第二受欢迎的运动，在意大利，它是爱好者数量增长最快的运动项目。在英国，这项运动也越来越受欢迎。

产品推荐

- 球拍，鞋类，球包和其他配件

赛事周边，运动休闲产品和运动器材

- 奥运会最受关注的运动是体操，足球，游泳，田径和篮球；
- 四项新运动将首次出现在奥运会上：霹雳舞，滑板，攀岩和冲浪；

产品推荐

- 以足球为主题的商品，例如球衣，围巾，帽子和带有参赛球队徽标或颜色的配件；国家队相关的商品，包括休闲服，连帽衫，T恤，配饰。奥运会为主题的服装和设备，如体操服，奥运会指定大小的篮球和足球，游泳装备和跑步鞋。

健身器材

- 2024年欧洲健身器材市场的收入将达60亿美元
- 预计市场将有4.33% 的年增长率 (CAGR 2024-2028)

产品推荐

- 健身器材，健身单车，跑步机，瑜伽设备，拳击设备。

Source: <https://www.mckinsey.com/industries/retail/our-insights/sporting-goods-industry-trends>
Padel Statistics: <https://www.padel.fyi/blog/padel-statistics>
Padel Athletes Statistics: <https://padelathletes.com/padel-statistics/>
Sports Brief: <https://sportsbrief.com/olympics/32564-which-watched-olympic-sport-world-currently/>
Olympics: <https://olympics.com/en/news/breaking-skateboarding-sport-climbing-and-surfing-provisionally-included-on-pari>
Statista: <https://www.statista.com/outlook/cmo/toys-hobby/sports-equipment/exercise-equipment/europe>

02

运动品类亚马逊概况



运动品类亚马逊市场情况

市场容量增速

2023年市场回暖同比去年有略微增长，运动品类整体维持波动增长态势，2021年达到高点，受疫情影响，略有下降，但后期初见复苏

第三方卖家销售持续稳定增长



中国卖家依然有很大潜力

亚马逊第三方卖家依然是运动品类的主力军，未来潜力很大

欧洲五国运动品类体量对比

运动品类中德国，英国体量领先

亚马逊欧洲市场品类表现

欧洲运动头部品类主要集中在：Exercise & Fitness、Outdoors、Cycling、Team & Racket Sports以及Athletic Sports Apparel

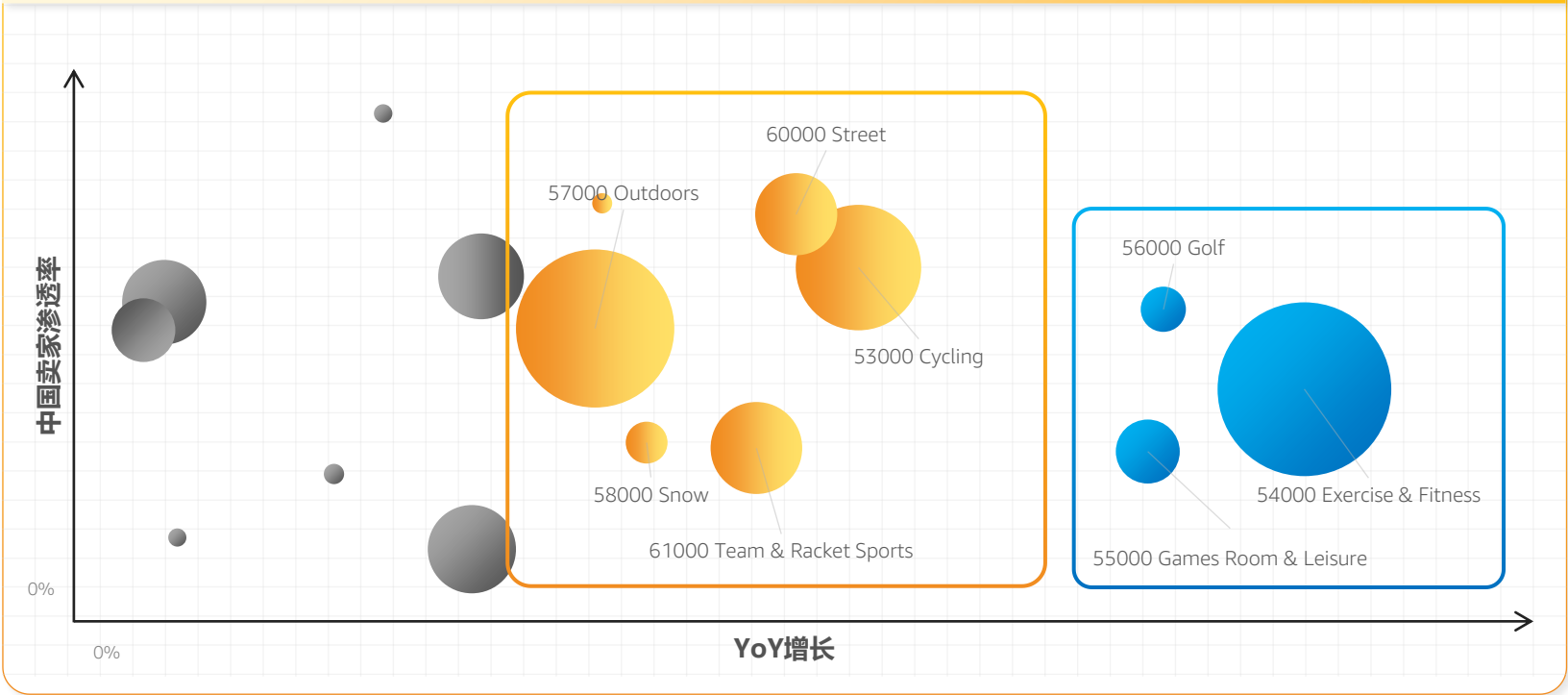
03

亚马逊热销运动选品推荐



从气泡图分析，以下框选的子品类有较大的增长空间

市场容量趋势及CN卖家渗透率



- **户外运动系列**，存在较大的增长机会，57000 Outdoors，61000 Team & Racket Sports, 53000 Cycling这几个类目中国卖家占比较高，市场相对成熟，且绝对值较大，有较大的发展机会。
- **室内运动系列**，54000 Exercise & Fitness, 55000 Games Room & Leisure, 年对年增速快且中国卖家占比相对较低，未来仍有较大空间。

- 在这张图上，泡泡的大小突出了基于亚马逊销售收入的子类别的规模（从2023年全年数据）
- 横轴“增长”轴表示类别的销售收入增长速度
- 纵轴“中国卖家渗透率”表示有中国卖家占整体收入的比例

Top品类选品指南-Exercise & Fitness

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Exercise & Fitness 产品推荐



Skipping Rope



Exercise Ball



Lifting Straps



Lifting Gloves



Boxing Gloves



Gym Bags



Running shoes



Activity Tracker



Treadmills



消费者行为特点

更为关注自身健康，运动需求明显增大，能兼具一边工作一边运动的跑步机需求有明显增加，消费者偏好易于安装，质量好的跑步机。



主要产品

- **步行垫**：消费者能直接置于桌子底下，随时可使用
- **跑步机**：消费者偏好可折叠家用跑步机，减少空间占用



价格参考

150-300 €



热销季节

全年热销，10月-次年2月
尤其高峰

Dumbbells & Weights



消费者行为特点

对自身身型塑造要求较高，运动需求明显增大，每个消费者对重量的要求非常明确。



主要产品

哑铃：消费者对哑铃的重点有明确要求，偏好可基于自身实际情况可调节的哑铃



价格参考

35-60 €



热销季节

全年热销，10月-次年3月
尤其高峰

Yoga Accessories



消费者行为特点

消费者以女性为主，偏好轻便舒适便捷携带的产品。



主要产品

- **瑜伽垫**：消费者偏好轻薄舒适且携带方便的瑜伽垫
- **瑜伽裤**：消费者以女性为主，偏好舒适性



价格参考

10-40 €



热销季节

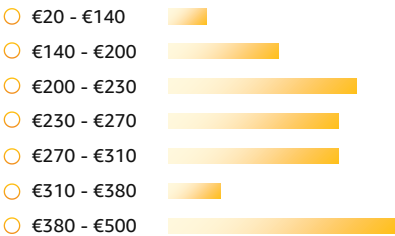
全年热销，11月-次年2月
尤其高峰



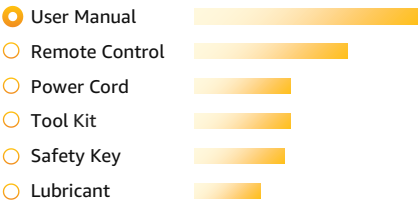
跑步机品类资讯

产品特性: 价位段集中在中高价位段；消费者非常关注用户手册，满足他们的操作需求；跑步机长度大于137cm的需求占比最高，可折叠式跑步机和带蓝牙功能的跑步机需求占比位居top2

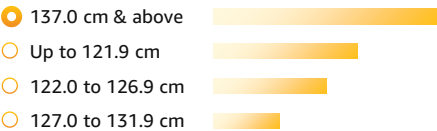
Price



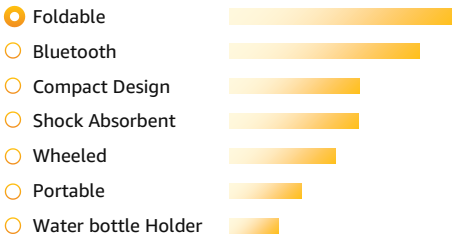
Treadmill Included Components



Treadmill Item Depth Front to Back



Treadmill Special Features



竞争情况: 出现头部竞争对手，多家激烈竞争

关键词推荐: treadmill, treadmills for home foldable, folding treadmill



买家评论见解

买家评论见解		
过去6个月评论摘要。基于对亚马逊市场商品评论的文本分析。		
主题	提及率 (%)	评论摘要
Exercise/Sports Suitability	21.70%	"Great for walking.", "It's good for walking.", "Probably good for just walking."
Quality-Overall	10.97%	"Quality is great.", "Very high quality.", "Great quality."
Easy To Install	9.46%	"Easy to set up.", "easy to set up.", "Easy to assemble."
Value For Money	6.88%	"Good Value.", "Worth every penny.", "Good value for money"
Ease Of Use	4.06%	"Simple to operate.", "Easy to operate.", "Simple to use."
As Advertised/Claimed	3.54%	"Exactly what I needed.", "Exactly what I wanted.", "Just what I wanted."
Compactness	3.50%	"Compact and sturdy.", "compact it is.", "Compact easy to use."
Efficiency	3.34%	"Very Effective.", "Works well.", "works well."
Noise Level	2.72%	"Hardly any noise", "makes no noise", "Hardly any noise"

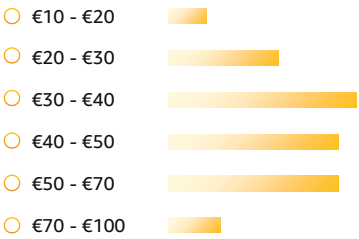
*以上截图来源于官方选品工具-选品指南针和商机探测器（进入路径：卖家后台 -> 增长 -> 选品指南针/商机探测器）



举重哑铃品类资讯

产品特性：价位段集中在中低价位段；消费者偏好橡胶制成的哑铃，且偏好低宽度的哑铃，不超过7.9cm的占比最多

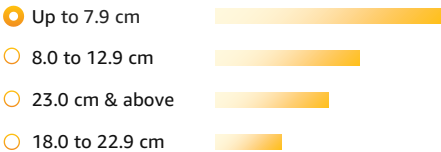
Price



Dumbbell Material



Dumbbell Item Width Shorter Edge

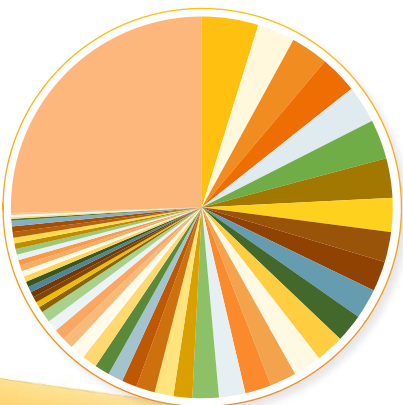


Dumbbell Handle Material



竞争情况：无头部竞争对手，多家激烈竞争

关键词推荐：dumbbells set, weights, weights dumbbells



买家评论见解

买家评论见解		
过去6个月评论摘要，基于对亚马逊市场中商品的客户评论的文本分析。		
主题	提及率 (%)	评论摘要
Quality-Overall	31.71%	"Good quality," "Good quality," "Good quality."
Value For Money	12.91%	"great value," "Good for money," "Good value for money."
As Advertised/Claimed	8.27%	"just what I needed", "As expected", "As advertised."
Weight	6.11%	"not too bulky", "strong and sturdy", "Sturdy"
Exercise/Sports Suitability	6.06%	"Perfect for lightweight exercise", "Good for exercise", "Great for home workouts."
Suitability Beginner	4.78%	"Great for beginners", "Good set for beginners", "Good for beginners."
Easy To Install	2.95%	"Easy to put together", "easy to assemble", "Very easy to set up."
Comfort	2.41%	"Comfortable in use", "Comfortable to use", "Comfortable to use."
Ease Of Use	1.97%	"Simple to use", "Easy to hold and use", "Easy to use, works well."

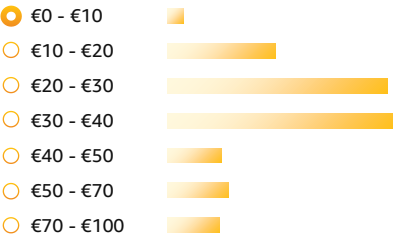
*以上截图来源于官方选品工具-选品指南针和商机探测器（进入路径：卖家后台 -> 增长 -> 选品指南针/商机探测器）



瑜伽垫品类资讯

产品特性：价位段集中在中低价位段；

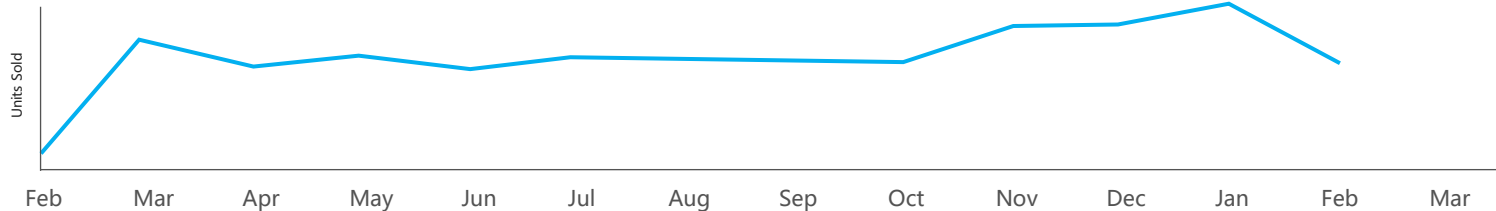
Price



大盘情况：全年热销，11月-次年2月尤其高峰

产品需求

售出件数
这些ASIN售出的合并商品销售趋势



竞争情况：无头部竞争对手，多家激烈竞争



关键词推荐：yoga mat, yoga mats for women, exercise mat

买家评论见解

买家评论见解

无版本 无版本

过去6个月评论摘要。基于对选品指南中的商品评论的更新评分。

主题	提及率 (%)	评论摘要
质量-整体	18.10%	"High quality", "Good quality", "Quality is great"
材料质量-整体	12.21%	"Great size, good material, does the job effectively", "Good quality mat", "Good quality mat, nice and thick."
运动/运动适用性	8.16%	"so comfortable for exercising", "great to exercise on", "Good for workout"
性价比	7.54%	"Good value for money", "Worth the money", "Good value"
舒适度	6.04%	"The mat offers support and cushioning", "well padded too", "it is nicely padded."
如广告/声称	5.37%	"As expected", "As advertised", "As described."
厚度	5.27%	"Thick and soft", "lovely thick mat", "Thick and good quality"
舒适度	5.11%	"Comfy", "is is very comfortable and looks nice", "Very comfortable to use"
柔软度	4.91%	"Surprisingly soft", "Soft and comfortable", "Soft and comfy"

*以上截图来源于官方选品工具-选品指南针和商机探测器（进入路径：卖家后台 -> 增长 -> 选品指南针/商机探测器）



Top品类选品指南- Games Room & Leisure



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Games Room & Leisure 产品推荐



Chess Board



Billiard Balls



Sport Bandage



Ball Racks



Snooker Chalk



Dart Wallet



Table Brush



Bowling Towel



Dart Boards



消费者行为特点

满足室内玩耍需求，更偏好能磁吸且带电的产品，主要是陪伴孩子玩耍，产品不能过重。



主要产品

飞镖盘：消费者偏好质量好，产品色彩明艳以及易于安装和便携的产品



价格参考

20-40 €



热销季节

12月-次年2月

Darts



消费者行为特点

产品使用频率较高，且一般多支购买，消费者对产品的材质、重量都有比较明确的需求。



主要产品

飞镖：消费者对飞镖的品牌以及产品材质和重点都有明确需求



价格参考

10-20 €



热销季节

12月-次年2月

Table Tennis Tables



消费者行为特点

消费者在特定时间类使用需求会有明显增长，偏好便携耐用产品。



主要产品

- **乒乓球：**消费者偏好便宜可多个购买产品，颜色要明亮，耐用度高
- **乒乓球拍：**消费者比较关注耐用性，使用者需要磨合，质量重点关注，包括也需要适合部分初学者。



价格参考

10-40 €



热销季节

4月-8月



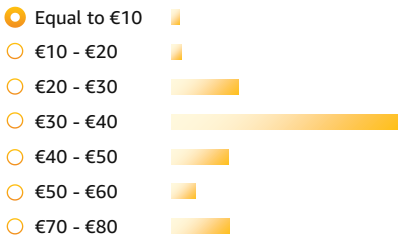
飞镖盘品类资讯



共创全球品牌新格局

产品特性：价位段集中在中低价位段；

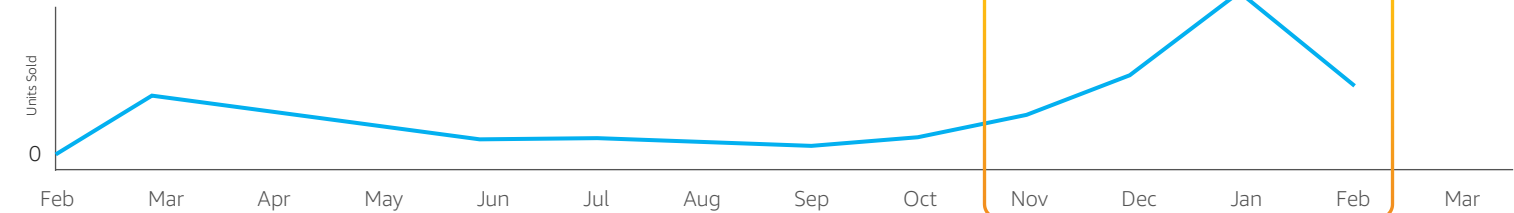
Price



大盘情况：12月-次年2月为热卖季

产品需求

售出件数
这些ASIN售出的合并商品销售趋势



竞争情况：有头部竞争对手，多家激烈竞争

关键词推荐：dart board, darts board, dart board set



买家评论见解

买家评论见解		
过去6个月评论摘要，基于2024年12月市场最热门的关键词的买家评论。		
主题	提及率 (%)	评论摘要
Quality-Overall	31.05%	"very good quality", "Good quality", "Good quality"
Value For Money	14.76%	"Good Value For Money", "Worth the money", "Good value"
Brightness/Shine/Glow	10.96%	"gives so much light it's perfect", "Really bright", "Really pleased, brighter than expected, really easy to install, fits great."
Wood Quality	10.56%	"Great quality board with a good solid weight", "The board seems well made", "A great sturdy board"
As Advertised/Claimed	4.91%	"Just what I was looking for", "As advertised", "As described"
Easy To Install	4.87%	"Easy to set up", "Easy to assemble", "Easy to setup"
Suitability Beginner	2.73%	"Great for beginners or as a practice board", "Perfect for starting out", "Great starter kit for the newbie"
Design Overall	2.40%	"Good and sturdy and heavy quality design", "Perfect dartboard surround", "Every other aspect of the board looks top notch."
Weight	2.25%	"not too light", "Well made and heavy", "very light"

*以上截图来源于官方选品工具-选品指南针和商机探测器（进入路径：卖家后台 -> 增长 -> 选品指南针/商机探测器）



飞镖盘品类资讯



共创全球品牌新格局

产品特性：价位段集中在10 €-20 €段；

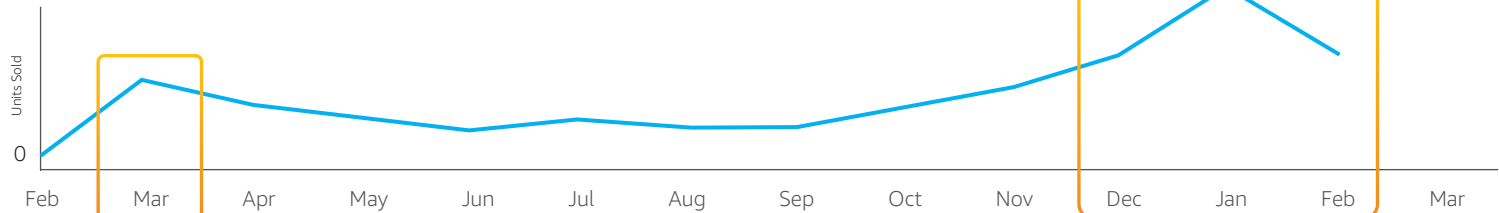
大盘情况：12月-次年2月为热卖季

Price



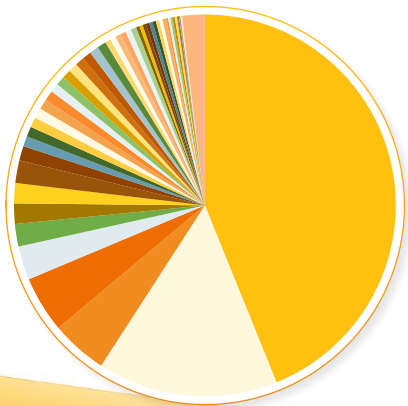
产品需求

售出件数
这些ASIN售出的合并商品销售趋势



竞争情况：有头部竞争对手，top2 卖家占据超50%市场份额

关键词推荐：dart board, darts board, dart board set



买家评论见解

买家评论见解		
过近6个月评价摘要，基于对卖家产品市场表现的评论摘要。		
主题	提及率 (%)	评论内容
Quality-Overall	32.66%	"Great quality", "Good quality", "Good quality."
Value For Money	22.75%	"Worth the money", "Good value for money", "good value"
Suitability Beginner	10.41%	"Very good for basic set", "Good for beginners", "Highly recommend for the beginner."
Range	6.22%	"Great darts to throw", "Really good darts", "they throw great."
As Advertised/Claimed	4.50%	"No advertised", "exactly what I wanted", "Just what I needed"
Grippers/Spikes/Cleats	2.12%	"Love them had to put small shafts on them.", "These are super strong", "these are smooth barrel I was wanting a grippy dart which is why I bought these"
Weight	1.94%	"Not too heavy", "Nice and heavy", "Good weight and quality"
Easy To Install	1.44%	"were coming for amas I thought it would be fun to set this up", "Easy to assemble and great quality", "Easy enough to put together"
Display Overall	1.17%	"the colours are great", "Well presented", "Really nicely presented as well which is a bonus."

*以上截图来源于官方选品工具-选品指南针和商机探测器（进入路径：卖家后台 -> 增长 -> 选品指南针/商机探测器）



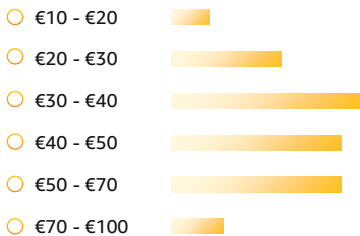
举重哑铃品类资讯



共创全球品牌新格局

产品特性：价位段集中在中低价位段；手柄以木制和塑胶制为主

Price



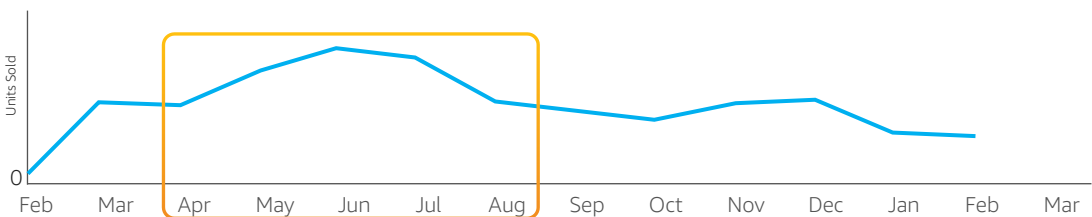
Dumbbell Material



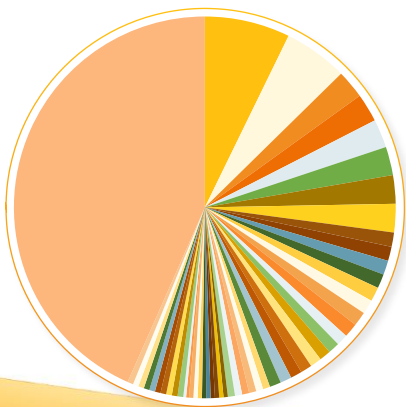
大盘情况：4月-8月为热卖季

产品需求

售出件数
这些ASIN售出的合并商品销售趋势



竞争情况：无头部竞争对手，多家份额相对平均



关键词推荐：table tennis bats, table tennis, table tennis bat

买家评论见解

买家评论见解		
过去6个月评论摘要，基于对亚马逊市场销售的英文评论的买家评价。		
主题	提及率 (%)	评论摘要
Quality-Overall	41.73%	"Great quality", "Good quality", "Very good quality!"
Value For Money	17.15%	"For the price good value", "Great value for money", "great value"
Easy To Install	5.45%	"Easy to set up", "Easy to use and assemble", "easy to set up."
As Advertised/Claimed	3.17%	"As described - many thanks!", "Exceeded expectations.", "Just as expected"
Battery Life	3.00%	"Great bat to use", "the performance of this bat comes with a nice case", "Good bat and case."
Suitability Beginner	2.51%	"Great for beginners and intermediate", "Great set for an 11 year old", "The balls are ideal quality for beginner level."
Ease Of Use	1.57%	"easy to carry", "Easy to handle", "easy to hit the ball with"
Portability	1.49%	"This is a great little portable set.", "Fun portable set up for non serious table tennis."
Durability	1.49%	"The net is sturdy", "Gave to my grandson last night he was so pleased with it he didn't put it down all night"

*以上截图来源于官方选品工具-选品指南针和商机探测器（进入路径：卖家后台 -> 增长 -> 选品指南针/商机探测器）

Top品类选品指南- Outdoors

Outdoors

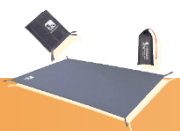
产品推荐



Tents



Tent Pegs



Carpets



Glasses



Ropes



Fishing Line



Fishing Lures



Carabiners

重点选品推荐

Outdoors Accessories & Equipment



 消费者行为特点 主要目的是为外出远足使用，产品的轻便性较为关注	 主要产品 - 睡袋：消费者比较关注保暖性、舒适性以及便携性，拉链的质量和防水性消费者也较为关注 - 露营配件：产品更注重实用性，消费者在露营期间不可缺少的产品，便携性比较关注
 价格参考 20-70 €	 热销季节 5月-8月

Outdoors Backpacks



 消费者行为特点 消费者使用场景主要为户外运动，产品的轻便性和适用性较为关注	 主要产品 户外背包：消费者偏好多口袋和隔层的户外包，可方便携带物分类，同时也很关注背包容量和防水性
 价格参考 10-60 €	 热销季节 全年热销，5月-8月尤其高峰

Outdoors Water Bottles & Hydration Pack



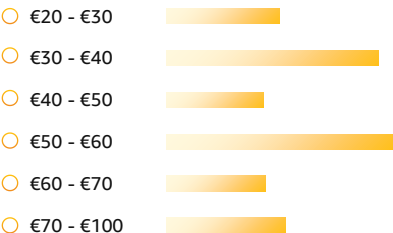
 消费者行为特点 主要为户外运动场景使用，且为户外运动必需品，消费者需求较高	 主要产品 - 水瓶：消费者偏好质量好且轻便的水瓶，防漏水特别关注，保温性也较为关注。 - 水袋：消费者偏好便携性和可折叠性，防汗性也较为关注
 价格参考 10-20 €	 热销季节 全年热销，5月-8月尤其高峰



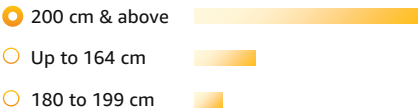
睡袋品类资讯

产品特性：价位段分布较为均匀，消费者偏好睡袋的长和宽较大的产品；颜色以蓝色、黑色和绿色为主

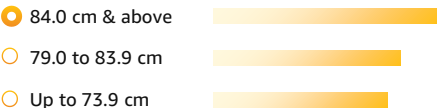
Price



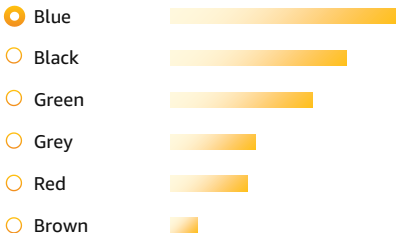
Sleeping Bag Item Length Head to Toe



Sleeping Bag Item Width Side to Side



Sporting_Goods-Color



竞争情况：无明显头部竞争对手，多家份额相对平均

关键词推荐：sleeping bag, sleeping bags for adults, kids sleeping bag



买家评论见解

买家评论见解		
过去6个月评论摘要。基于对该细分市场商品的带文字评论的买家评分。		
主题	提及率 (%)	评论摘要
Quality-Overall	15.80%	"very good quality.", "Quality product", "Quality is good"
Zipper Quality	11.95%	"Good quality sleeping bag.", "I like how it zips Right up high.", "Great quality for price, sturdy zip, warm with 5/10 mins, waterproof"
Value For Money	9.55%	"Good value.", "Good value for money", "worth the money"
Comfort	6.09%	"+ Comfortable enough.", "Comfy.", "This is great, comfy and good quality."
As Advertised/Claimed	3.47%	"Better than i expected", "Just what i needed", "Does exactly what you expect."
Storage Capacity	3.38%	"Easy to store and use", "there is lots of room.", "It is alright and spacious."
Weight	2.83%	"Lightweight.", "Lightweight, roomy and warm.", "Very light weight."
Suitability Hot Weather	1.92%	"Good for camping", "Great for summer", "so outdoor probably only good in summer."
Material Quality-Overall	1.79%	"I LIKE THE MATERIAL AND COLOUR QUITE LIGHT THAT IS WHAT I WANTED.", "Great style, comfy inner material.", "Material is fine"

*以上截图来源于官方选品工具-选品指南针和商机探测器（进入路径：卖家后台 -> 增长 -> 选品指南针/商机探测器）



户外背包品类资讯

产品特性：价位段分布较为均匀，颜色以黑色、绿色和蓝色为主，主要目的是运足使用，非常注重防水性

Price

- €10 - €20
- €20 - €30
- €30 - €40
- €40 - €50
- €50 - €70
- €70 - €90
- €90 - €100

Sporting_Goods-Color

- Black
- Green
- Blue
- Grey
- Multicoloured
- Red
- Brown

Backpack Sport Type

- Hiking
- Trekking
- Mountaineering
- Climbing
- Multi-Sport
- Cycling
- Snowhoarding

Backpack Water Resistance Level

- Water Resistant
- Waterproof
- Not Water Resistant

竞争情况：无明显头部竞争对手，多家份额相对平均

关键词推荐：hiking backpack, small backpack, internal frame camping & hiking backpacks



买家评论见解

买家评论见解		
过去6个月评论摘要，基于对全球分布商品的好评差评的买家评分。		
主题	提及率 (%)	评论内容
Quality-Overall	17.77%	"Good quality", "Excellent quality product", "Great quality"
Value For Money	12.25%	"Good value for money", "Great value", "Worth the money"
Pockets/Compartments	10.85%	"Good amount of compartments", "Lots compartments", "lots of compartments"
Weight	10.34%	"not heavy", "Very lightweight", "Very lightweight"
Zipper Quality	5.92%	"good quality zips", "the zips work well", "strong durable zips"
Portability	3.23%	"Excellent for Travel", "Portability size and ease of use", "Great, very adaptable backpack"
Comfort	3.17%	"comfy to wear", "Good quality and comfortable", "comfortable to wear"
Storage Capacity	2.50%	"plenty of storage options", "Plenty of space for everything", "Great size bag with lots of storage"
As Advertised/Claimed	2.39%	"Exactly what I wanted", "Just as advertised", "Just as described"

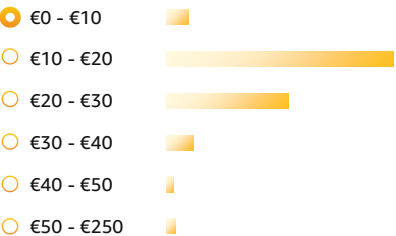
*以上截图来源于官方选品工具-选品指南针和商机探测器（进入路径：卖家后台 -> 增长 -> 选品指南针/商机探测器）



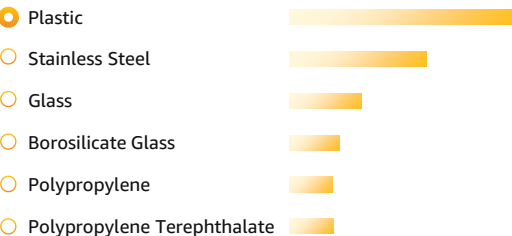
户外水瓶品类资讯

产品特性：价位段以中低价位段为主，材质偏塑胶和不锈钢为主，清洁方式洗碗机和手洗占比较高，水瓶形状以圆形为主

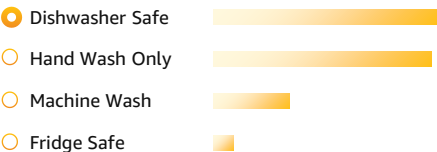
Price



Bottle Material



Bottle Care Instructions

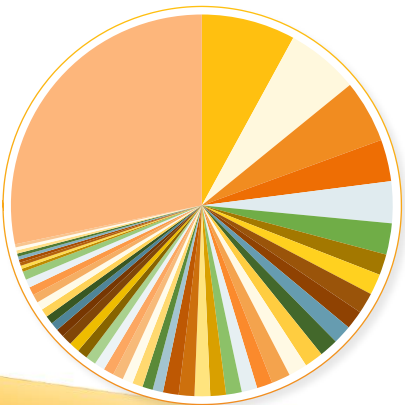


Bottle Item Shape



竞争情况：无明显头部竞争对手，多家份额相对平均

关键词推荐：water bottle, water bottles with straw, water bottle 1l



买家评论见解

买家评论见解		
过去6个月评论摘要。基于对该细分市场商品的带文字评论的买家评分。		
主题	提及率 (%)	评论摘要
Quality-Overall	23.11%	"very good quality", "good quality", "Very good quality"
Leak-Proof	11.48%	"No leaks.", "It doesn't leak.", "No leakage."
Value For Money	6.32%	"Great purchase", "great value.", "Good value for money."
Temperature Retention	6.24%	"keeps my water cold all day.", "Keeps drinks cold.", "Keeps Water Cold."
As Advertised/Claimed	4.09%	"Just what I wanted", "Looks as advertised", "Exactly what I needed"
Water Resistance	3.70%	"keeps his water fresh", "Good water bottle.", "and holds water perfectly!"
Ease Of Use	2.98%	"Great product easy to carry and use.", "easy to carry.", "easy to open"
Color	2.65%	"A great choice of colours.", "So many color options to choose from", "GREAT CHOICE OF COLOURS."
Strong	2.62%	"seems very sturdy.", "Strong and sturdy.", "Excellent & strong."

*以上截图来源于官方选品工具-选品指南针和商机探测器（进入路径：卖家后台 -> 增长 -> 选品指南针/商机探测器）



Top品类选品指南- Cycling

Cycling 产品推荐



Cycling Shorts



Sport Tops



Cycling Tights



Shoe Covers



Cycling Glasses



Bike Backpack



Bike Cover



Bike Lights



Other Bike Parts



消费者行为特点

自行车的相关配件，出行时使用，非常关注产品的安全性。



主要产品

- **自行车锁**：消费者非常关注锁的设置模式，以及轻便型。
- **弹簧悬挂座杆**：单独使用场景较少，主要关注产品安全。



价格参考

10-80 €



热销季节

3月-8月

E-Bikes



消费者行为特点

消费者出行方式的改变，更为绿色环保，且能锻炼身体，天气的影响较大。



主要产品

电动自行车：产品的安全性最为重要，消费者较为关注电动自行车的是否便于安装、是否便于折叠以及电池的续航能力。



价格参考

100-2000 €



热销季节

3月-8月

Helmets



消费者行为特点

消费者关注出行安全，必要的保护措施不可缺少，



主要产品

头盔：消费者最为关注产品的保护作用，注重头盔的舒适性以及轻便性。



价格参考

40-70 €



热销季节

3月-8月



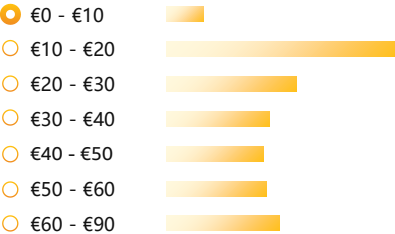
自行车锁品类资讯



共创全球品牌新格局

产品特性：价位段集中在中低价位段；消费者偏好以绘画为主的密码锁

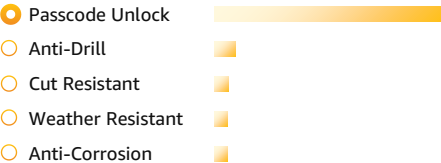
Price



Lock Finish Type



Lock Special Features



竞争情况：无明显头部竞争对手，多家份额相对平均

关键词推荐：bike lock, bike locks high security, bicycle



买家评论见解

买家评论见解		
过去6个月评论摘要，基于对利基市场商品的带文本评论的买家评分。		
主题	%Mentions	评论摘要
Quality-Overall	18.78%	"quality is great", "High quality.", "Excellent quality."
Value For Money	10.32%	"Good value", "Good value for money.", "Good for the price"
Strong	5.58%	"Strong and sturdy.", "weighty and sturdy", "It is sturdy"
As Advertised/Claimed	4.84%	"Exactly what I wanted.", "As described.", "exactly what I needed."
Weight	4.16%	"Very lightweight.", "Not too heavy", "not too heavy"
Fastener Quality	3.75%	"Strong lock.", "Really secure looks great easy to use", "Good sturdy Lock combo."
Ease Of Use	3.50%	"Quick and Easy.", "easy to operate.", "very simple to use"
Security	3.04%	"Looks secure.", "Safe and secure.", "VERY secure."
Design-Overall	2.83%	"Sturdy and easy to use.", "Very Sturdy.", "Very sturdy"

*以上截图来源于官方选品工具-选品指南针和商机探测器（进入路径：卖家后台 -> 增长 -> 选品指南针/商机探测器）



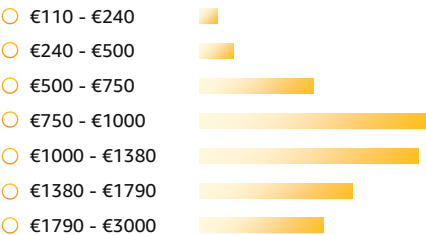
电动自行车品类资讯



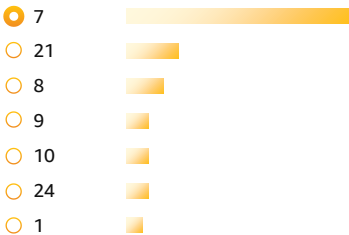
共创全球品牌新格局

产品特性：价位段以中高价位段为主，可调节速度不需要太多，尺寸以45-55cm为主

Price



Bicycle Number of Speeds



Road Bike Frame Size



竞争情况：无明显头部竞争对手，多家份额相对平均

关键词推荐：electric bike, bike, electric bikes for adults



买家评论见解

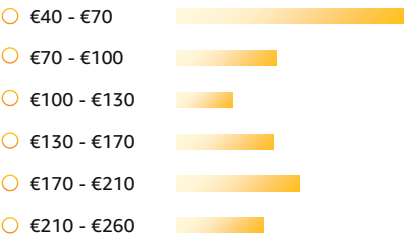
买家评论见解		
过去6个月评论摘要。基于对该细分市场商品的带文本评论的买家评分。		
主题	提及率 (%)	评论摘要
Wheeling Action	24.65%	"Good bicycle.", "Excellent bike.", "Great design, perfect wheels, great brakes!"
Quality-Overall	15.18%	"Excellent quality.", "Overall quality is good.", "Top quality."
Value For Money	10.68%	"Its affordable", "Great value!", "Good value for money"
Easy To Install	8.25%	"Set up was really easy", "Easy to assemble", "very simple to set up."
Comfort	3.07%	"Fast, comfortable, and amazing fun.", "the seat is pretty comfortable - you can always swap that out for"
Battery Life	3.05%	"Charges quickly.", "good battery life", "battery works well."
Terrain Suitability	1.76%	"The motor provides a smooth and powerful boost, making hills feel like flat terrain.", "handling differer"
Exercise/Sports Suitability	1.44%	"great support when going uphill", "makes doing exercise a real joy", "Rides really well."
Easy Of Use	1.14%	"Very easy to use and store.", "easy to finish off.", "easy to ride."

*以上截图来源于官方选品工具-选品指南针和商机探测器（进入路径：卖家后台 -> 增长 -> 选品指南针/商机探测器）

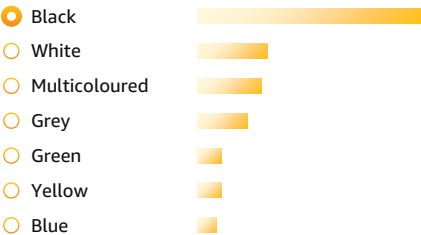


产品特性：价位段集中在中低价位段；消费者偏好以黑色

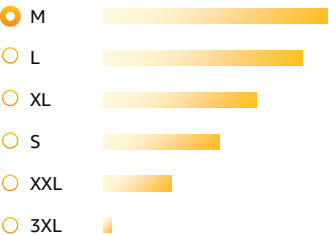
Price



Automotive-Color



Protective Clothing Size



Helmet Size



竞争情况：出现头部竞争对手，多家份额相对平均



关键词推荐：bike helmet, helmet, cycle helmet

买家评论见解

买家评论见解		
过去6个月评论摘要。基于对该细分市场商品的带文字评论的买家评分。		
主题	提及率 (%)	评论摘要
Quality-Overall	16.02%	"Good Quality", "overall the quality is excellent", "Quality."
Value For Money	14.54%	"Great value for money.", "Great value.", "Worth the money"
Comfort	9.74%	"Really comfortable and well made.", "comfortable to wear", "Comfortable and easy to use"
Brightness/Shine/Glow	7.86%	"The light is bright.", "sits perfectly whilst brightening up without blinding people", "To add light at the back was an easy process and it has a different charge it which indicates the fact that the battery would last for quite a long time."
Weight	7.06%	"Very light weight.", "Comfortable and lightweight.", "It's incredibly lightweight"
Adjustability/Rotatability/Reclining	6.58%	"Adjustable.", "Easy to adjust.", "Great adjustability."
Protection	4.36%	"It becomes a safety-focused accessory that ensures you're both protected", "Good design and lightweight protection", "Great helmet for head safety"
Shape/Style	2.87%	"liked the fact that it was a skate/BMX style helmet with a low profile", "Love the style", "The matte finish makes it very stylish"
Material Quality-Overall	2.64%	"Its quite nicely made. lightweight and comfortable". "Good material. fits well." "Stroom and sturdy. offers good coverage and is lightweight."

*以上截图来源于官方选品工具-选品指南针和商机探测器（进入路径：卖家后台 -> 增长 -> 选品指南针/商机探测器）



Top品类选品指南- Team & Racket Sports

Team & Racket Sports 产品推荐

- 

Tennis Bags
- 

Tennis Balls
- 

Racquet Grips
- 

Tennis Skorts
- 

Squash Racquets
- 

Badminton Racket
- 

Sports Memorabilia



重点选品推荐



Football Balls

 消费者行为特点 消费者以休闲运动为主，和多人一起运动，同时还能增强感情。	 主要产品 足球：消费者偏好质量好的产品，且还带有一定礼品属性
 价格参考 10-30 €	 热销季节 全年热销，10月-12月尤其高峰



Football Soccer Goals & Nets

 消费者行为特点 消费者多为集中购买，企业用户占相对比较多。	 主要产品 足球网：消费者的关注点主要集中在易安装性以及产品牢固性上
 价格参考 10-120 €	 热销季节 3月-7月，10-12月为主



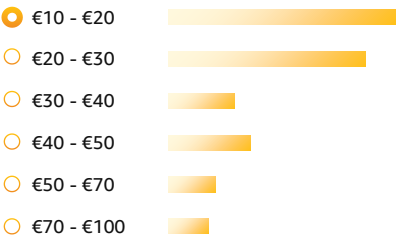
Racket Sports

 消费者行为特点 消费者愿意尝试此类运动，门槛相对也不高。	 主要产品 网球拍：消费者关注是否适合初学者，且防汗性也较为关注
 价格参考 10-100 €	 热销季节 全年热销，5月-8月尤其高峰



产品特性：价位段集中在中低价位段；以成年人为主，儿童和青年占比也不低，球的直径以5-9.9in为主

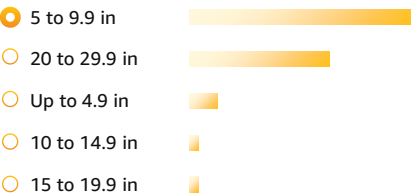
Price



Age Range Description



Item Diameter

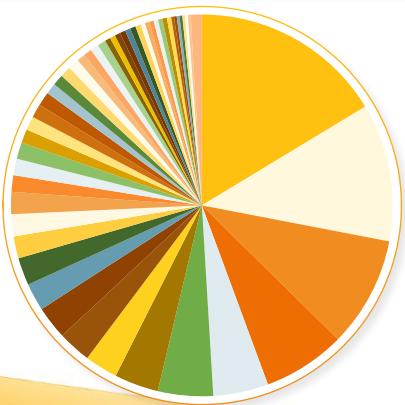


Size



竞争情况：出现头部竞争对手，top 5占据50%市场份额，其他份额相对平均

关键词推荐：football, footballs, nike football



买家评论见解

买家评论见解

反馈来源 负面反馈

过去6个月评论摘要，基于对该部分市场商品的带文字评论的买家评分。

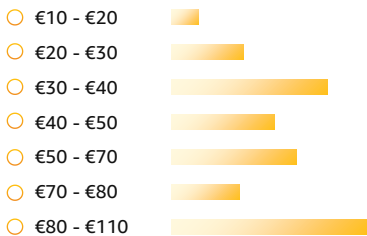
主题	提及率 (%)	评论摘要
Quality-Overall	43.68%	"Good quality", "Good Quality", "Quality."
Value For Money	15.19%	"good value for money", "Good value.", "Good buy for the price."
As Advertised/Claimed	8.39%	"As described", "Just what I ordered.", "It looks just like the picture"
Range	3.19%	"Good ball.", "shots these are very good training balls", "Good ball"
Gifting Purpose	3.19%	"Good for a present.", "a late present for my Grandson however he likes it", "Gift loved by 8year old."
Soft Feel	2.13%	"Soft", "Even fully inflated...soft", "soft after 2 days."
Inflation/Deflation	2.13%	"retains its air for all of a day before deflating.", "It is professional looking and inflates nicely and has even survived being left outside in the rain.", "easy to inflate."
Durability	2.01%	"Good sturdy product", "looks very sturdy", "he loves this football for its durability."
Brightness/Shine/Glow	1.42%	"Bright colour.", "the ball is very light", "The ball is very light."

*以上截图来源于官方选品工具-选品指南针和商机探测器（进入路径：卖家后台 -> 增长 -> 选品指南针/商机探测器）



产品特性：价位段集中在中高价位段

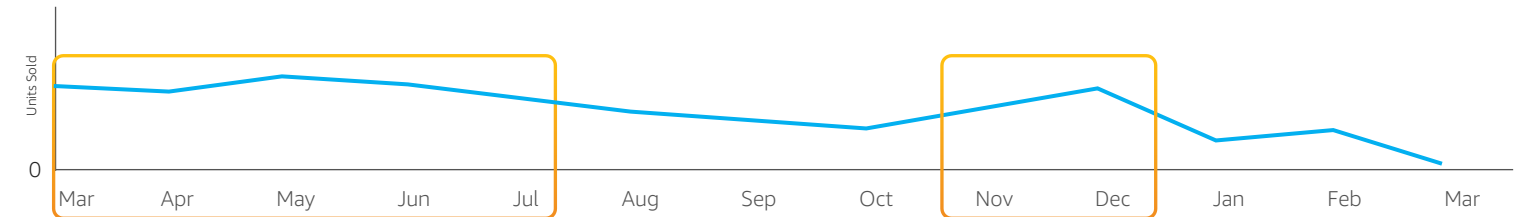
Price



大盘情况：季节性明显，3月-7月，10-12月销量较为集中

产品需求

售出件数
这些ASIN售出的合并商品销量趋势



竞争情况：出现头部竞争对手，top 4占据50% 市场份额，其他份额相对平均



关键词推荐：football goal, goal, football goals

买家评论见解

买家评论见解

正面主题 负面主题

过去6个月评论摘要，基于对这些细分市场商品的带文字评论的买家评分。

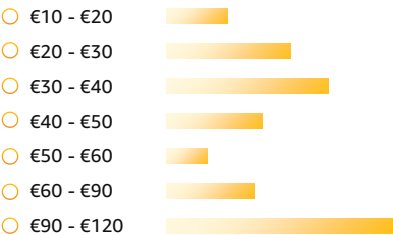
主题 副标题	提及率 (%)	评论摘要
Easy To Install	21.39%	"Easy to set up.", "Easy to assemble.", "easy to setup"
Quality-Overall	20.26%	"Seems good quality", "Good quality.", "Great quality."
Value For Money	7.12%	"Good value for money.", "good value.", "worth the money"
Range	5.66%	"Nice goal post for practicing shooting.", "Good for some precision shooting from the distance.", "I brought this for my nephew who is really
Durability	4.41%	"It feels sturdy", "The frame work is so sturdy", "has held up well over the summer."
Weight	4.09%	"quite lightweight", "Sturdy.", "Sturdy."
Easy Of Use	3.77%	"Very easy to carry around.", "easy enough to get out", "easy to build easy to use."
Portability	3.67%	"how to make it portable at the same time as having it easy to setup.", "Super PORTABLE!", "A great portable football goal"
Suitability Beginner	2.85%	"perfect for practice etc.", "Great for a little kick about", "Perfect for indoor games."

*以上截图来源于官方选品工具-选品指南针和商机探测器（进入路径：卖家后台 -> 增长 -> 选品指南针/商机探测器）



产品特性：价位段集中在中低价位段；长度以超过25in为主，宽度以超过14in为主，手柄尺寸4inch左右

Price



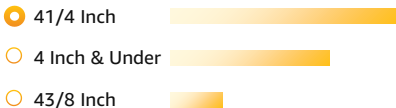
Item Length Longer Edge



Item Width Shorter Edge

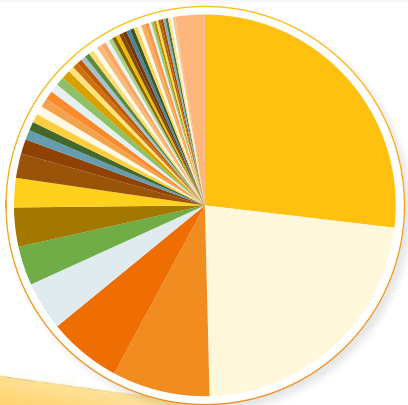


Grip Size



竞争情况：出现明显头部竞争对手，top 2占据50%市场份额，其他份额相对平均

关键词推荐：tennis rackets, tennis racket, wilson tennis racketl



买家评论见解

买家评论见解

主题主选 负面主题

过去6个月评论摘要，基于对该细分市场商品的带文字评论的买家评分。

主题	提及率 (%)	评论摘要
Suitability Beginner	25.97%	"Perfect beginner racket", "Good for beginners", "Would highly recommend as a first tennis racquet."
Quality-Overall	25.00%	"Well made and durable, good value for money", "Good Quality Racket.", "Is really well made."
Value For Money	16.25%	"Decent racket", "good value.", "To hit balls better it's worth every penny!"
As Advertised/Claimed	7.08%	"Item as described.", "Just what you needed", "as expected for the price"
Brightness/Shine/Glow	4.17%	"I liked that it was light", "Light Racket, great product."
Grippers/Spikes/Cleats	4.17%	"other than that good sized rackets."
Shape/Style	2.92%	"We've had good wear", "Nice looking."
Touch/Button Controls	2.08%	"easy to control in my tennis games."
Soft Feel	2.08%	"It feels light"

*以上截图来源于官方选品工具-选品指南针和商机探测器（进入路径：卖家后台 -> 增长 -> 选品指南针/商机探测器）

亚马逊官方选品工具-解决哪些卖家痛点?

	选品指南针 Marketplace Product Guidance			商机探测器 Product Opportunity Explorer
	全球商品需求 Global Product Demand	新选品推荐 New Selection Recommendations	类目分析 Category Insights	
产品亮点	根据卖家在美国站所销售的商品，分别提供在英国站、德国站、日本站的销售机会	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进行竞品分析并拓展更多高需求产品	帮助卖家开发不同类目下不同产品的消费者购买偏好，帮助卖家开拓新的品类机会	- 通过向卖家展示买家“搜索关键词”“点击率”“购买产品的信息”，帮助卖家了解买家需求 “搜索量和增长”“销售历史”“定价趋势”等各类辅助数据，可帮助卖家用于判断细分市场，开发高潜力选品
适用场景	适合有意愿拓展现有站点选品到亚马逊其它站点的卖家，其产品在跨站点也有相同或相似消费需求，及较低或相似的合规要求	- 适合多选品策略卖家，快速了解高需产品的机会点 - 适合精品型卖家，高质量地拓展高需求产品	- 适合想寻找新品类机会的卖家 - 适合现有品类已成熟或遇到增长瓶颈的卖家	适合寻找细分市场机会点的卖家，提供更多数据维度支持

进入路径



×

菜单

目录

库存

货件

确定价格

订单

广告

增长

数据报告

付款

绩效

应用程序和服务

B2B

增长建议

浏览计划

定制计划

选品指南针

商机探测器

04

运动品类运营建议



品类运营建议-重大赛事

2024年欧洲两大重要赛事:

- 欧洲足球锦标赛 (6月14日至7月14日)
 - 巴黎奥运会 (7月26日至8月11日)
- 这是品牌吸引消费者和增加支出的好时机!



- **以足球为主题的商品:** 例如带有参赛球队徽标或颜色的球衣、围巾、帽子和配饰;运动服装和配饰: 除了球队专用商品, 包括休闲服、连帽衫、T恤、以足球为灵感设计的帽子。
- **国家队和奥运会主题服装和设备:** 如体操服装、奥运标准尺寸的篮球和足球、游泳装备和跑鞋, 以奥运会最受关注的运动体操、足球/足球、游泳、田径、篮球为动力。



品类运营建议-运动品类全年备货节奏



共创全球品牌新格局

2024年



运动品类
季节性销售



特别提醒！至少提前**3-6个月**选品，大促前更要提前备货

- 季节性产品受季节影响明显，需提前3-6个月选品和备货。
- 季节性产品即时在季度末开始进行清仓处理，腾出库容为下个季度新品上市做准备。



合 规

- **自行车灯和其他自行车照明设备**：只有在制造商获得了德国联邦道路交通管理局针对此类商品的通用型式批准 (Bauartgenehmigung) 时，自行车灯和其他自行车照明设备才能在德国销售。通用型式批准的记录依据是批准标志和批准编号，这两者必须贴在自行车灯上。批准标志始终是一个正弦波，后跟字母 “K” 和一个 4 位数字：~K****
- **运动玩具和带电产品**：需要CE认证；
- **运动玩具类**：需要符合安全指令 2009/48/EC； EN 71-1:2014； EN 71-3:2013
- **建议使用CPF环保认证**：Climate Pledge Friendly



品类运营建议 - 品牌打造



共创全球品牌新格局

亚马逊品牌运营地图是为品牌卖家提供一站式工具检索和运营知道汇总概览，囊括品牌打造6大模块30多个工具详细介绍与最佳实践，这一运营手法结合运动品类产品的运营，提升消费者对产品的认可度，增加复购率！

核心目标：品牌增长，精细运营，降本增效，提升引流转化，复购率

重点工具推荐：

- 品牌分析
数据分析工具，包括全系商品搜索表现、搜索词表现、重复购买行为、人口统计数据、热搜词和购物篮分析六大报告
- 品牌旗舰店
介绍品牌故事与产品的品牌阵地
- 品牌档案
可实现品牌资料“自动粘贴”到各页面的品牌资料同步工具
- A+页面
可自定义产品详情页面、优化品牌展示效果的转化工具
- 品牌故事
品牌展示其调性、故事的模块
- Vine 计划
获得优质评论的工具
- 买家评论
与买家取得联系并回应其评论的工具
- Transparency 透明计划
亚马逊商品追踪和真伪验证服务
- 举报违规行为
授权知识产权所有人及其代理人向亚马逊举报侵犯知识产权行为的功能





气候友好认证，助力产品转化



气候友好认证，目前是一种自愿性的认证。帮助有环境意识、注重绿能的买家更好地找到带认证产品，同时让买家知道哪些品牌致力于减少碳足迹，为地球的生态做出贡献。

1

客户关注 可持续发展

- 适用于英、德、法、西、意站点
- 由各家机构出具的45个气候友好承诺认证，都可以获得亚马逊气候友好承诺标签



亚马逊加入品牌持续增加

- 超过 350,000 种商品
- 20,000 多个品牌
- 18 项商品发现功能

2

认证后提升销量转化

- ✓ 获取气候友好认证标识，提升产品差异化
 - 展示场景：商品详情页面、购物车、搜索、主页、Amazon Live、网红、全站活动
 - 获得专属的亚马逊教育和购物店面
- ✓ 符合欧洲卖家青睐和需求，提升流量和转化
 - 加入此计划，使商品页面浏览量平均增长10%，可促进产品搜索排名。

3

认证获取方式说明

要获得气候友好承诺的资格，产品必须符合以下条件：

一种是通过第三方合作伙伴的外部认证，即市面上三方机构认证，有35种不同行业标准的图标；

一种是通过亚马逊Compact by Design 认证，该认证有2个不同类型的标准。

