



187

ECOMMERCE NICHE IDEAS

Drop Ship LIFESTYLE

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# 187 ECOMMERCE NICHE IDEAS

Brought To You By:  
Drop Ship Lifestyle





## ABOUT DROP SHIP LIFESTYLE

DropShipLifestyle.com is a community where aspiring entrepreneurs, seasoned Drop Shippers, and those who are seeking another stream of income in addition to their 9to5 come to get ideas on:

- Business Fundamentals
- Setting Up Profitable Online Stores, and...
- Ecommerce Automation



**THE ULTIMATE LIST  
OF PROFITABLE  
ECOMMERCE IDEAS.**

Looking for ecommerce niche ideas? You've come to the right place.

*NOTE: Don't miss the "Ecommerce Niche Idea Multiplier" section at the end of this post. It will show you how to multiply each of these ecommerce niche ideas by 3.*

This article is divided into 11 sections, each one representing a broad category that has been shown to be profitable online.



Click on the name to jump to the corresponding category:

- [Sports](#)
- [Kitchen](#)
- [Office](#)
- [Pet Supplies](#)
- [Health & Fitness](#)
- [Medical & Elderly Care](#)
- [Maternity & Parenthood](#)
- [Hobbies & Recreation](#)
- [B2B](#)
- [Patio & Garden](#)
- [Miscellaneous](#)



**SPORTS.**

- 1 Pitching Machines
- 2 Practice Dummies
- 3 Paddle Boards
- 4 Jumpsuits
- 5 Fishing Rods



- 6 Football Sleds
- 7 Trampolines
- 8 Bowling Balls
- 9 Body-Tracking (Step Counter, Running GPS, etc)
- 10 Pole-Vaulting

- 11 Golf Caddies
- 12 Fencing Equipment
- 13 Volleyball Nets
- 14 Physical Therapy Braces
- 15 Outdoor Mobile Basketball Hoops

- 16 Skeet Shooting Launchers
- 17 Rock Climbing Equipment



**KITCHEN.**

- 18 Sous Vide Cookers
- 19 Knife Sets
- 20 Juicers
- 21 Cutting Surfaces
- 22 Sinks & Fixtures



- 23 Wine Fridges
- 24 Deep Fryers
- 25 Asian Cooking Supplies
- 26 Outdoor Grills
- 27 Dining Sets

- 28 Infrared Ovens
- 29 Fondue Sets
- 30 Mobile Islands
- 31 Popcorn Machines
- 32 Rice Cookers

**33** Bar Stools



**OFFICE.**

- 34 Standing Desks
- 35 Office Fitness
- 36 Conference Call Phones
- 37 Posture Support Chairs
- 38 Whiteboards & Glass Boards



- 39 Videography & Photography Lights
- 40 Office Organization
- 41 Video Conference Equipment
- 42 Coffee Tables
- 43 Drawing Tablets

- 44 Projectors
- 45 Water Coolers
- 46 Paper Shredders
- 47 Swinging-Hinge Paper Cutters
- 48 Shelving Units

49 Coffee Machines

50 Lecterns & Podiums



**PET SUPPLIES.**

- 51 Fish Tanks
- 52 Cat Scratch & Climb Units
- 53 Dog Beds
- 54 Falcon Handling Supplies
- 55 Chicken Sheds



- 56 Incubators
- 57 Cages
- 58 Equestrian Supplies
- 59 Pet Travel Supplies
- 60 Pet Rehab Equipment

- 61 Automatic Feeders
- 62 Pet Health Supplies
- 63 Cat Litter Boxes & Housebreaking
- 64 Air Pumps & Filters (For Fish Tanks)
- 65 Wearable Technology For Pets

- 66 Outdoor Bird Feeders
- 67 Exotic Pet Feed
- 68 Pet Stairs



**HEALTH & FITNESS.**

69 Rowing Machines

70 Stair Climbers

71 Supplements

72 Aeropilates

73 Stationary Bikes

- 74 Wearable Technology / Body Tracking
- 75 Elliptical Trainers
- 76 Workout Benches
- 77 Home Gyms
- 78 Inversion Equipment



- 79 Dip Stands
- 80 Dumbbells & Racks
- 81 Punching Bags & Stands
- 82 Workout Trampolines
- 83 Plyometric Boxes

**84** MMA Training Equipment



**MEDICAL &  
ELDERLY CARE.**

- 85 Wheelchairs
- 86 CPAP / Sleep Apnea Relief
- 87 At-Home Hospital Beds
- 88 Mobility Scooters
- 89 Rollators & Walkers

- 90 Bathroom Safety for the Elderly
- 91 Home Vital Monitoring Equipment
- 92 Super Poles / Assist Rails
- 93 Patient Lifts
- 94 Lift Chairs

- 95 Scales
- 96 Bariatric Supplies
- 97 Braces & Supports
- 98 First Aid / Emergency Supplies
- 99 Accessibility Ramps



**100** Diabetes Supplies



**MATERNITY &  
PARENTHOOD.**

- 101** Kid's Car Seats
- 102** Baby-Proofing Supplies
- 103** Strollers
- 104** Cribs
- 105** High Chairs

- 106 Baby Food Prep
- 107 Baby Monitors
- 108 Baby Gates
- 109 Maternity Supplements
- 110 Baby Play Stations

**111** Baby Travel Supplies

**112** Maternity / New Mother Fitness



# **HOBBIES & RECREATION.**



**113** Telescopes / Stargazing

**114** Bird Watching

**115** Rock Climbing

**116** Skydiving

**117** Golfing

- 118 DJ-ing
- 119 Backpacking
- 120 Deep Sea Fishing
- 121 Home Brewing
- 122 Bowhunting

**123** Model Trains

**124** World Building

**125** Arts & Crafts

**126** Gardening

**127** Doll Houses

**128** Scuba Diving

**129** Spelunking

**130** Baking

**131** Paddle Boarding

**132** Camping

- 133 Billiards
- 134 Fencing
- 135 Kitesurfing
- 136 Collecting
- 137 Survival / Prepping

**138** Music Recording & Production

**139** Podcasting

**140** 3D Printing

**141** RC Cars & Planes

**142** Robot Building



**143** Woodworking, Metalworking, & Glassblowing

**144** Gambling

**145** Magic

**146** Pottery & Ceramics

**147** Photography

**148** Slacklining

**149** Volleyball



**B2B  
(SELLING TO  
BUSINESSES).**

- 150 Welding Supplies
- 151 Microscopes
- 152 Physical Therapy Equipment
- 153 Repair Climbing
- 154 Theaters & Concessions

- 155 Restaurant Supplies
- 156 School Supplies
- 157 Laboratory Equipment
- 158 Rec Center Equipment
- 159 Art Department

- 160 Industrial Safety
- 161 Mannequins
- 162 Construction Supplies
- 163 Mobile Bars
- 164 Martial Arts Supplies



**165** Tattoo Equipment



**PATIO &  
GARDEN.**

- 166 Outdoor Heaters
- 167 Patio Furniture
- 168 Outdoor Speakers
- 169 Pool Vacuums
- 170 Outdoor Cinema

- 171 Irrigation
- 172 Swinging Chairs
- 173 Pool Toys
- 174 Water Features
- 175 Shuffleboard Tables

- 176 Outdoor Grills
- 177 Hammocks
- 178 Outdoor Lighting
- 179 Fire Pits
- 180 Garden Sculptures

**181** Bird Baths





**MISC.**

- 182 Suitcases
- 183 Backpacks
- 184 Travel Safety
- 185 Straight Razors
- 186 Organic Makeup

**187** Automotive Parts & Accessories



# **NICHE CRITERIA.**

All of the niche ideas above have already proven to be profitable online, and as of the time I'm writing this, you can make good money getting into any of them today as long as you know what you're doing.

There are some additional criteria that I personally like to follow when selecting a niche, based on my experience in different markets over the years. These 3 criteria are NOT necessary to make money drop shipping, but it is my personal preference to follow them, as it yields the most consistent "best results" from my experience:



## 1 Price Point

I like to get into niches that have an average product price point of \$200 - \$1,000. Any less than around \$200, and you will have to either set up an automated system for processing orders and dealing with customer service in order to make the same amount of revenue, or bootstrap it and do that extra work yourself. Any more than around \$1,000 and you will often either have to talk to more customers on the phone or hire someone to do that for you before they feel comfortable placing an order.

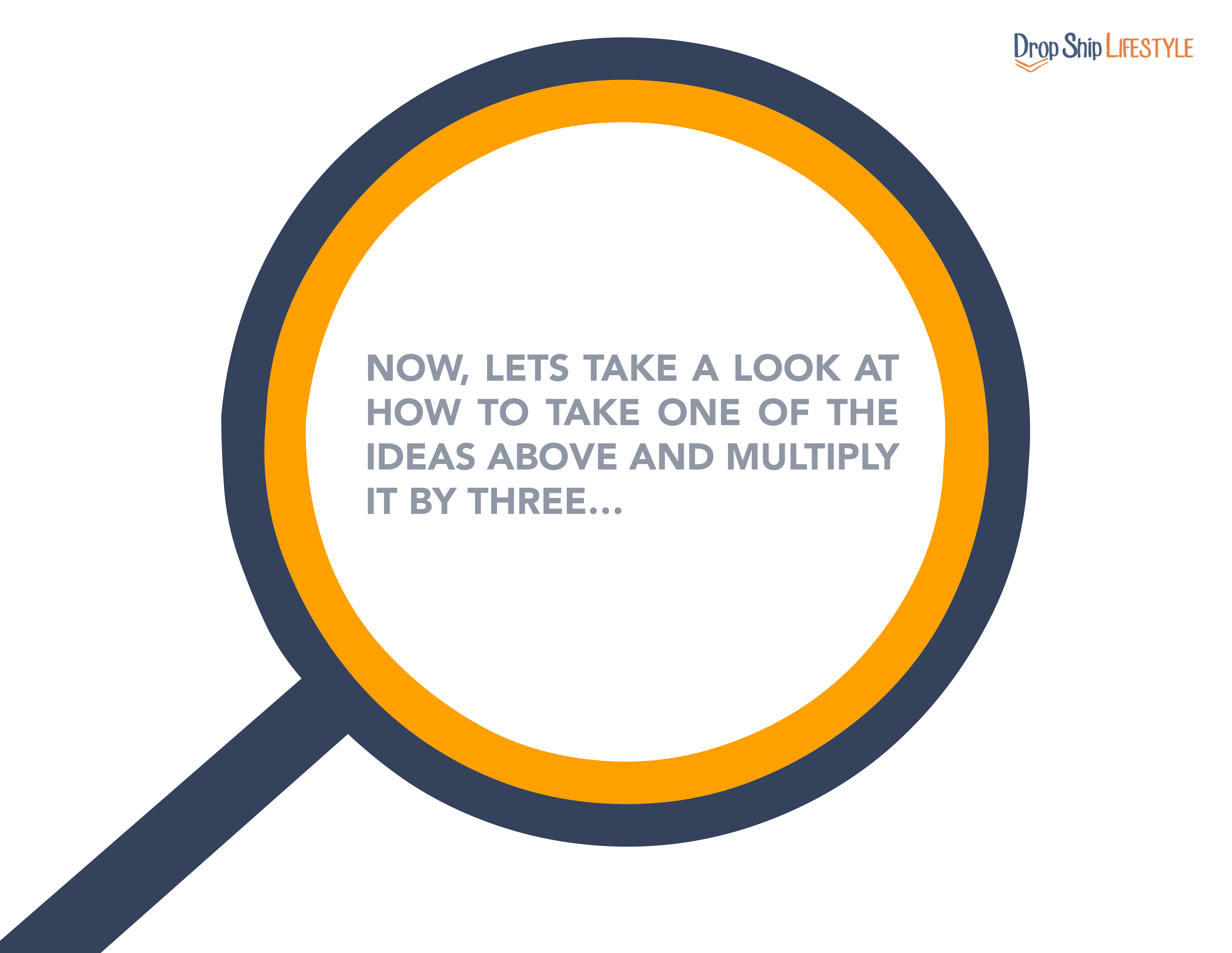
## 2 Target Market

I tend to pick niches that appeal to uppermiddleclass families and individuals. This is because products that appeal to discount markets tend to bring you customers that complain more, want a better deal, etc. And products that appeal to luxury markets tend to bring you customers that expect to receive lots of individualized attention or have their "hand held" throughout the process, resulting in more work for you.



## 3 Brand Loyalty

I like to pick niches where the customer doesn't care what brand they buy, so long as the item looks or functions the way they want it to. When the customer DOES care about the brand, for instance with sunglasses, it is usually hard to be approved by major suppliers like Oakley and Chanel, and it's also hard to convince people who already are looking for a specific brand that they should shop generic instead.



**NOW, LETS TAKE A LOOK AT  
HOW TO TAKE ONE OF THE  
IDEAS ABOVE AND MULTIPLY  
IT BY THREE...**



**THE 3X NICHE  
IDEA MULTIPLIER.**



Here are the three techniques you can use to find even more niches based on the ones listed above, or based on another unlisted niche that you've thought of.

- **Niching Down** This is when you go from a broader category to a more specific category. For instance, if you want to sell "camping equipment" but are finding that market to be oversaturated, you could "niche down" and focus on a specific element of the broader niche, such as "sleeping bags".
- **Niching Up** This is the opposite of Niching Down. You might use the **Niching Up** technique if you've found a good niche that maybe doesn't have as many suppliers or as much search volume as you would like to see. For instance, if you want to sell "pottery wheels" but there are not enough suppliers or demand, you may **Niche Up** and choose to sell "pottery equipment", which would also include kilns, brushes, etc.

- **Niching Sideways** This is a technique that you can use to find multiple, similar niches and then start up 2 or more related ecommerce stores that can crosspromote one another. To take the example above, if you found that “pottery wheels” had enough suppliers and a good search volume and you ended up making a successful ecommerce store out of it it may be a good idea to **Niche Sideways** and start a “pottery kilns” ecommerce store, which you could crosspromote with your existing store.

What do you think? What ideas do you have for ecommerce niches? Add them to the comments section below and lets talk about them!



# CONCLUSION.

Here are the next steps...

- 1 Pick a niche
- 2 Get access to the your "5 Day Drop Shipping Action Plan":  
<http://www.dropshiplifestyle.com/5-day-launch-plan-187-niches/>
- 3 Get approved by suppliers and make your very first ecommerce sale!

I hope after reading this report that you've got one or more niche ideas in your head, and are as excited as I am about making your first sale online!

If you have any questions, don't hesitate to reach out to me at [anton@dropshiplifestyle.com](mailto:anton@dropshiplifestyle.com)

Best of luck!

**Drop Ship** LIFESTYLE

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