

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 9-to-5 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.

The sections covered in this article are:

- 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 Equipment
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:

Criteria #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.

Criteria #2 - Target Market

I tend to pick niches that appeal to upper-middle-class 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.

Criteria #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 cross-promote 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 cross-promote 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 “21-Step Drop Shipping Launch Plan”:
<http://www.dropshiplifestyle.com/21-step-drop-shipping-launch-plan/>
- 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

Best of luck!



Anton Kraly,
Creator of Drop Ship Lifestyle
www.DropShipLifestyle.com