

SaleHoo

UNLOCK THE 6 FIGURE PRODUCT FRAMEWORK

Find a high-profit, high-demand dropshipping
product in 6 easy steps



If dropshipping is really as easy as they say, why isn't everyone making millions from a beachfront villa?

One of the biggest reasons is product selection.

Choose a product that's too competitive? You won't stand out.

Too expensive? You'll end up with no profit.

Your product is what makes or breaks your dropshipping business. And it's the biggest reasons that newbies fail.

But this guide will change that. Spend 15 minutes reading this and it'll save you at least 3 months of potential product selection mistakes.

In this guide, you'll learn **six actionable tactics** to find very profitable dropshipping products.

By the end of this guide, you'll have everything you need to identify and source high-profit products for your store.

So you can skip months of trial and error. And save a heap of cash.

Just want to get started? We've also included a list of **30 trending product ideas** that you can start selling today.

Let's do it.



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How To Find and Validate a Winning Product

It's true, dropshipping is a low-risk business model.

But get it wrong and you can lose a lot of money.

The two biggest mistakes new dropshippers make are choosing a product that's too expensive and choosing one that no one wants to buy.

That's why market research is critical.

It helps you verify your product before you add it to your store, saving you a bunch of time and money.

Follow these 6 easy steps to find a profitable product every time.

1. Product Research on Social Media

Believe it or not, social media is one of the best places to research dropshipping products.

Not only can you see what's trending, but you can also spy on your competitors to see which products they are spending money on promoting.

Facebook Ads

Grab a pen and paper and start scrolling through Facebook.

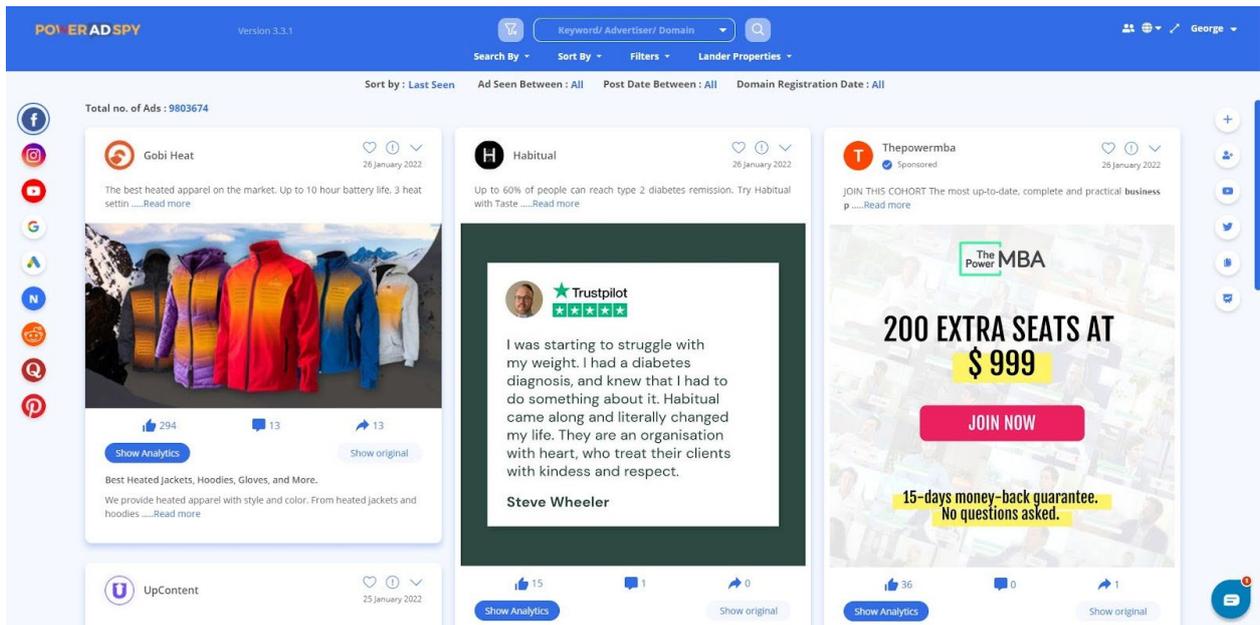
You're not here to stalk exes though.

Studying Facebook Ads is a great way to find winning product ideas and identify opportunities.

The [Facebook Ads Library](#) is a free resource that can show you the products your competitors are advertising.

But paid tools like [PowerAdSpy](#) and [AdSpy](#) are super useful too.

These tools let you spy on top-performing ads on Facebook, Google, Instagram, and more. PowerAdSpy has a Free plan which allows 100 searches for 10 days, so let's use them as an example.



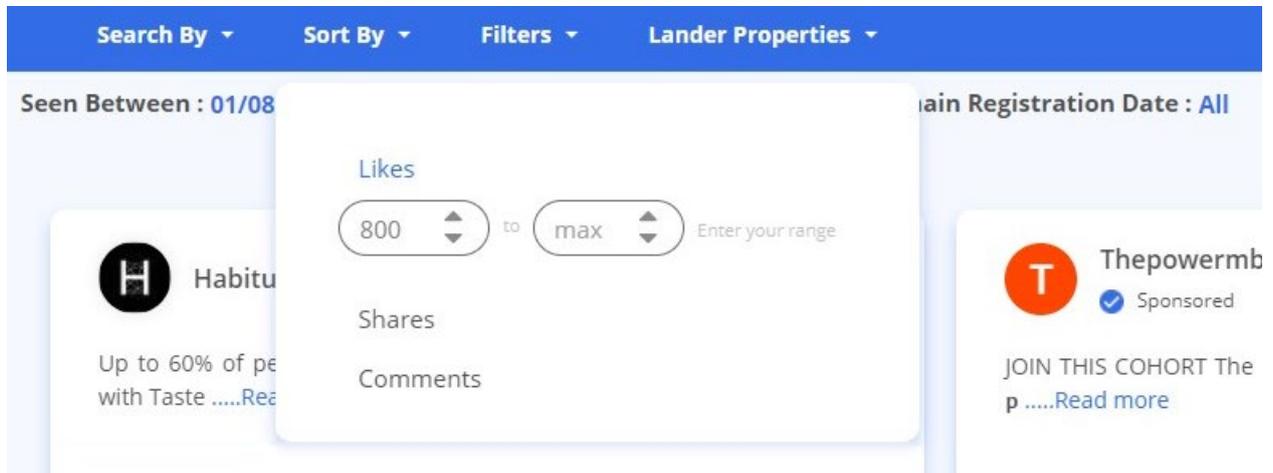
Using filters helps you narrow in on dropshipping products.

To start, filter results to ads seen in the **last six months**. You want to be relevant.



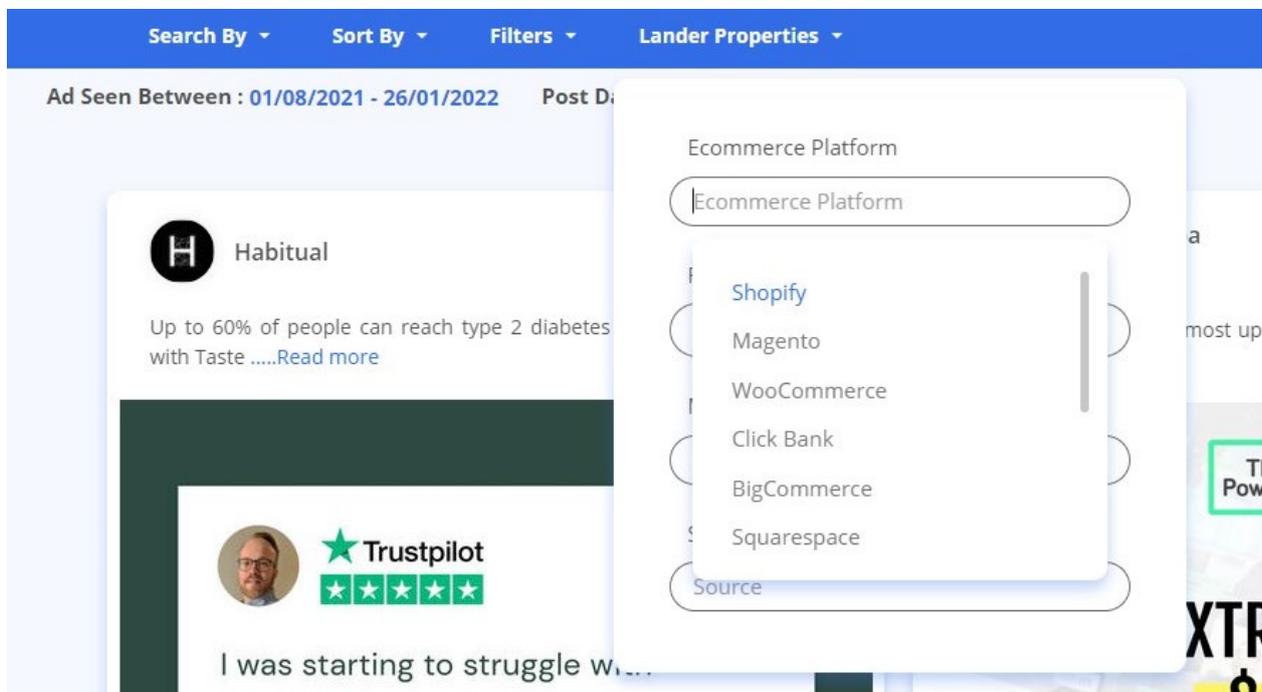
Next, set the **Likes filter to 800+**. This will filter out ads that didn't generate much engagement.

No likes = no winning product.



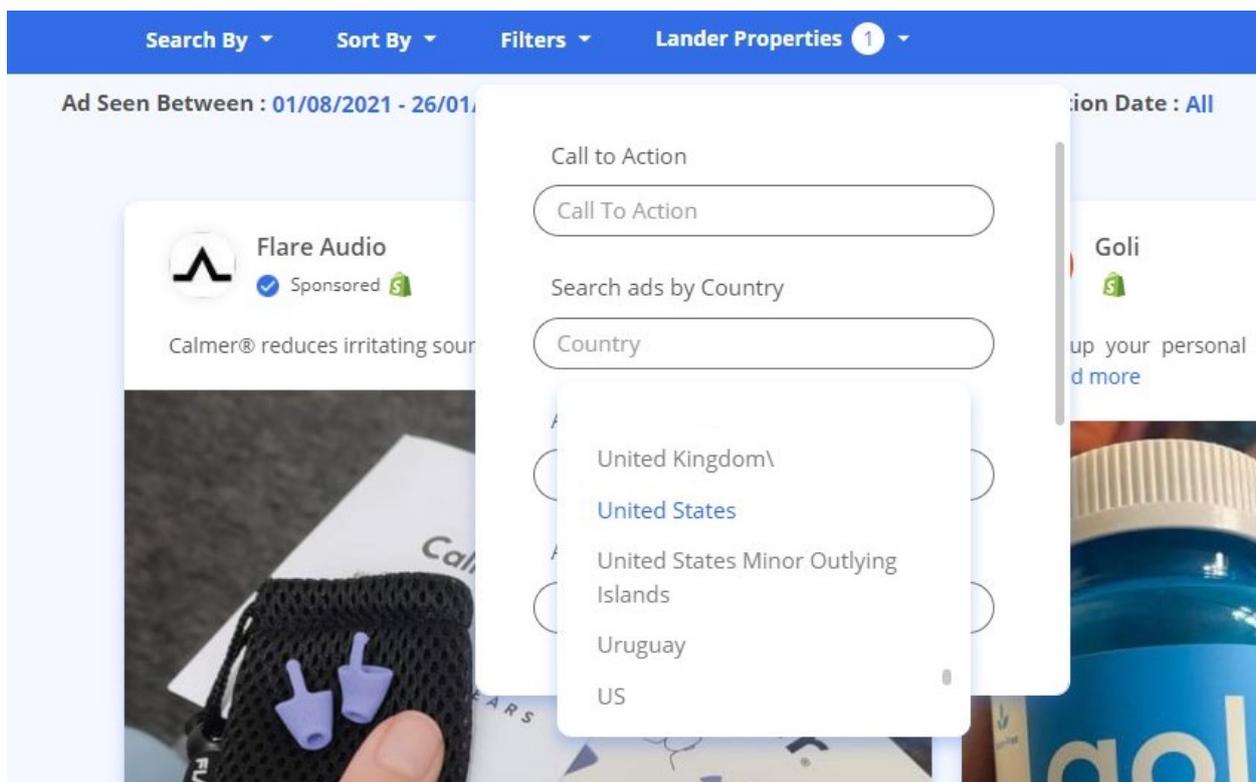
You can also filter your results according to the eCommerce platform of the landing page.

Select **Shopify** to narrow your search to dropshipping and white label products only.



The last filter you want to apply is the **ad location**.

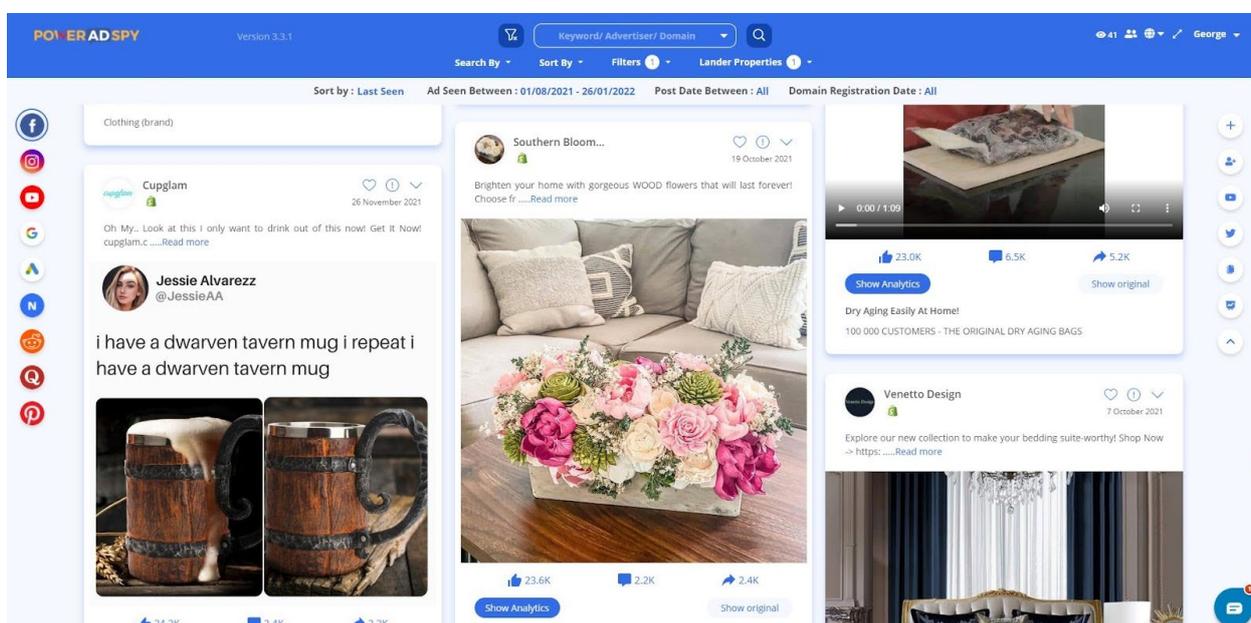
Set the location filter to where your target audience is based. People based in different locations like different things.



You'll now be able to see all the ads on Facebook that meet your criteria.

Scroll through the results and look for ads that generate at least **300 shares and 300 comments.**

This level of engagement shows that the advertiser is spending a lot of money on ads, which indicates their product is probably selling well. (Otherwise, who would be crazy enough to throw money at Facebook for a non-winning product?)

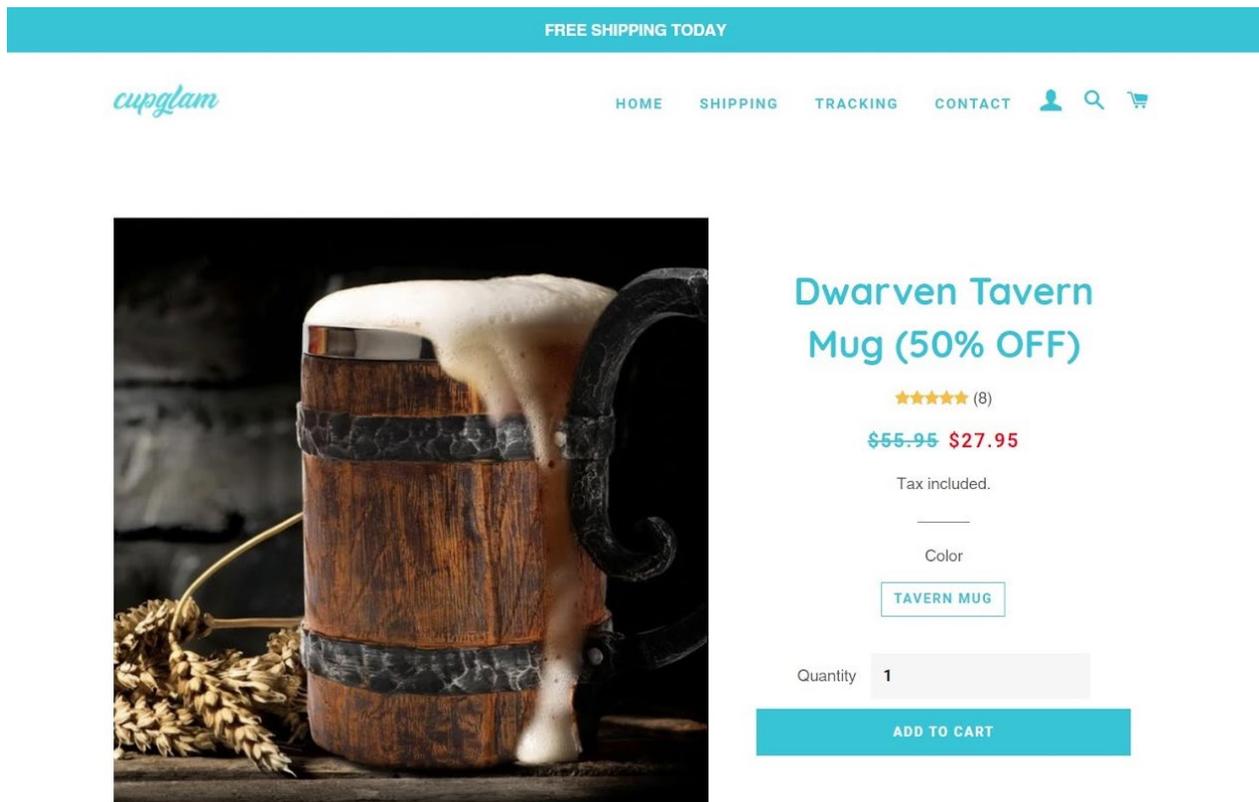


Focus on ads that are selling a specific product. If the Ad is selling a wide selection of products you won't be able to tell which is the winner.

Once you find a potential product, click through to the landing page.

Take a look at the product pictures, description, and design of the landing page.

Ask yourself this, does this landing page make you trust them enough to buy this from them?



The screenshot shows a product page for a wooden mug. At the top, a teal banner reads "FREE SHIPPING TODAY". Below it, the "cupglam" logo is on the left, and navigation links for "HOME", "SHIPPING", "TRACKING", and "CONTACT" are on the right, along with icons for a user profile, search, and shopping cart. The main product image is a wooden mug with a dark handle, overflowing with beer and foam, with wheat stalks in the foreground. To the right of the image, the product title is "Dwarven Tavern Mug (50% OFF)". Below the title is a 5-star rating with "(8)" reviews. The price is shown as "\$55.95" crossed out and "\$27.95" in red. Below the price, it says "Tax included." and "Color". A teal button labeled "TAVERN MUG" is visible. At the bottom, there is a quantity selector set to "1" and a teal "ADD TO CART" button.

As an entrepreneur, could you do better?

If not, give them a round of applause and skip selling this product.

If you feel that you could do better, though, steal the idea. That's right, stealing is good here.

Take this product idea, source a similar product, give it some tweaks to make it your own, get super creative (and aggressive) with ads, and become the market leader.

It's as simple as that.

To sum up:

Your Facebook Ad research has shown that this product is getting lots of attention. But they might not be selling well because their landing page doesn't look trustworthy. Boom. That's where you come in and take over.

FaceBook is the first place to find a winning idea, but you want to make sure it will win across platforms. Here's how.

TikTok Product Research

TikTok is one of the best places to conduct **free product research** on social media.

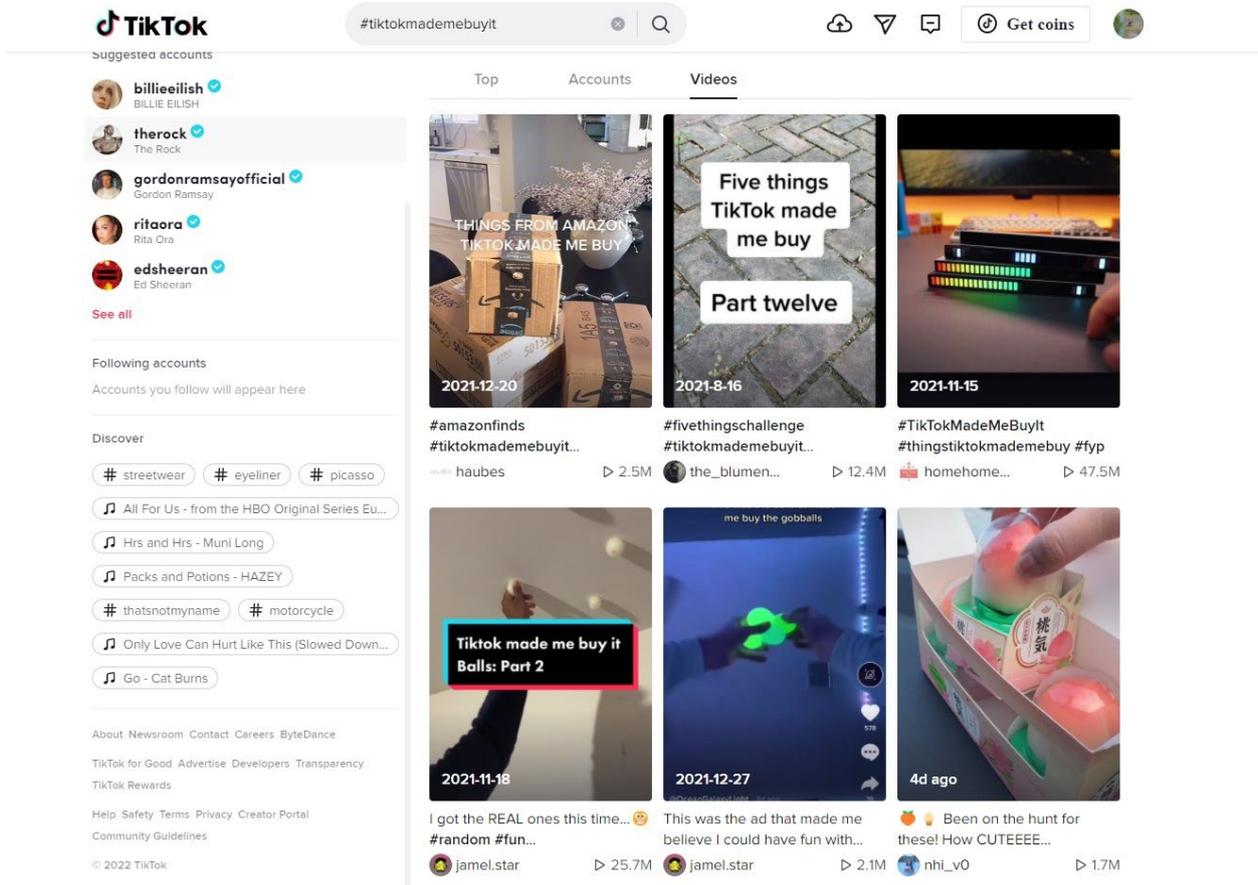
That's right, TikTok.

The platform has quickly reached over 1 billion active monthly users in a short period of time.

You might think, TikTok? You mean the platform with teeny boppers dancing to Jason Derulo?

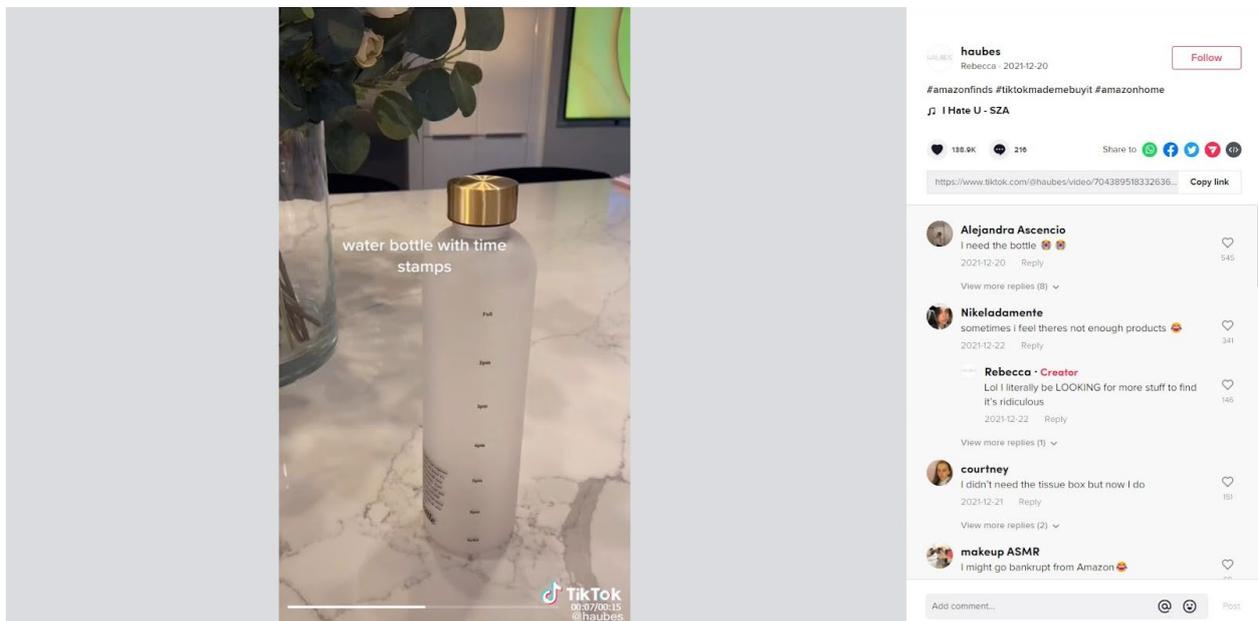
Yes, people use TikTok for entertainment, but they also use it to find products to buy. Around 67% of users have been inspired by a TikTok video to shop, even if they weren't planning to do so...can you say hashtag dropship goldmine?

Speaking of hashtags, this one is actually a gold mine: **#tiktokmademebuyit** and other relevant hashtags are a super useful resource for finding trending and winning products.



It's easier to get likes and views on TikTok. So you need to be more selective when looking for product posts.

Focusing on videos with **500k+ likes** is a good way to narrow in on popular products.



One of the downsides of TikTok is that you can't access the same filters you get with paid tools.

For example, there's no way to filter results to only show Shopify stores. So you won't know if it's an eCommerce store selling this product or just a TikToker filming their purchases for ASMR.

You'll also need to scroll through lots of irrelevant videos to find winning product posts. It's a fun task until you've realized you spend 2 hours watching grumpy cats do their "day in the life"s. So try to keep focused.



Pro Tip:

Pinterest is another social media platform that's great for product research. Type in the name of a niche you think can be a winner and see which products are featured in the most popular posts.

2. Validate Your Product Idea with Google Trends & Keyword Planner

Ok, time to get serious. You've found a potential winning product on social media.

Now you need to understand the demand and validate the idea.

You need to **understand the demand**.

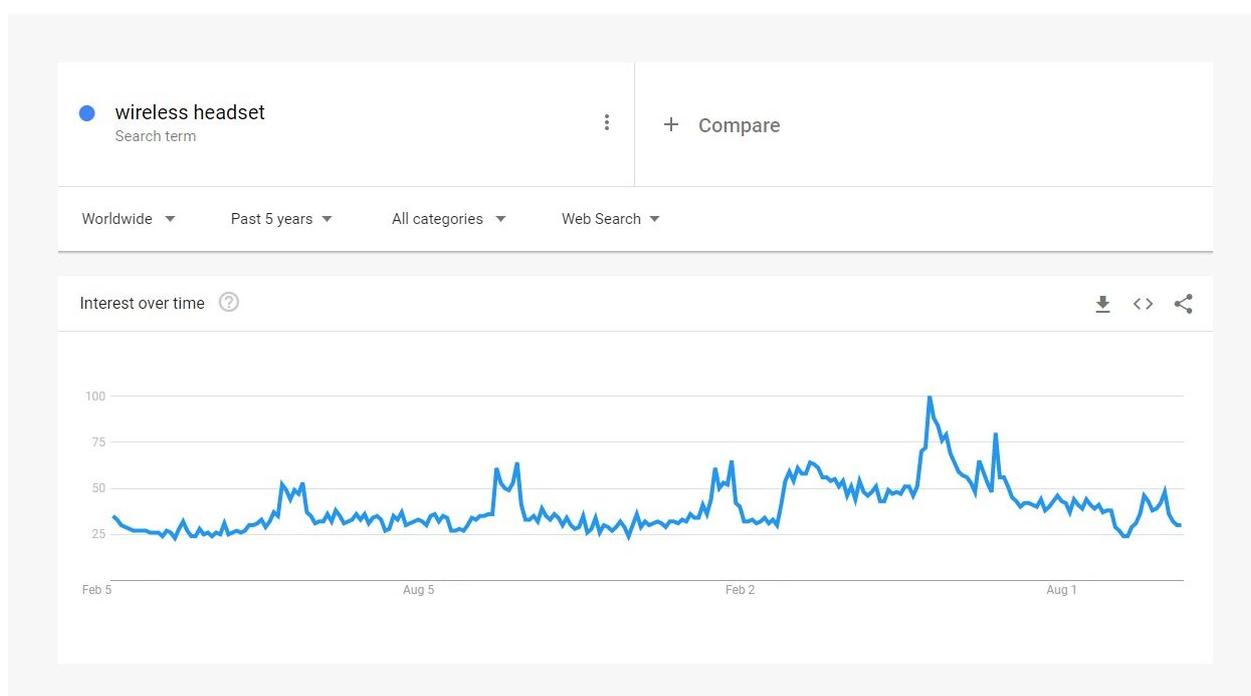
After all, you don't want to sell a product no one actually wants.

For example, you may find that the product sells well during the winter but not in the summer.

Seasonal products can be lucrative, but you need to know when to advertise and when not to.

The easiest way to find out this information is [Google Trends](#).

Type in the name or main keyword for your product. You can also select the country for your target market.



You'll be able to see interest in the product over time and how it's currently performing.

[Google Keyword Planner](#) is another free tool that can help you **validate your product idea**.

Keyword Planner will show you which search terms people are using to find your product.

Type in your main keyword and Keyword Planner will show you the average monthly search volume range, the estimated bid range, and the competition for the keyword.

The more popular, the better.

You'll also see related keywords and questions people have asked about the product.

| <input type="checkbox"/> Keyword (by relevance) | Avg. monthly searches | Three month change | YoY change | Competition | Ad impression share | Top of page bid (low range) | Top of page bid (high range) | Account status |
|--|-----------------------|--------------------|------------|-------------|---------------------|-----------------------------|------------------------------|----------------|
| Keywords you provided | | | | | | | | |
| <input type="checkbox"/> wireless headset | 100K – 1M | +900% | 0% | High | – | £0.13 | £1.12 | |
| Keyword ideas | | | | | | | | |
| <input type="checkbox"/> bluetooth headset | 100K – 1M | 0% | 0% | High | – | £0.03 | £0.58 | |
| <input type="checkbox"/> astro a50 | 100K – 1M | 0% | 0% | High | – | £0.14 | £0.58 | |
| <input type="checkbox"/> steelseries arctis 7 | 100K – 1M | 0% | 0% | High | – | £0.09 | £0.48 | |
| <input type="checkbox"/> logitech g733 | 100K – 1M | +900% | 0% | High | – | £0.06 | £0.43 | |
| <input type="checkbox"/> steelseries arctis pro | 10K – 100K | 0% | -90% | High | – | £0.10 | £0.60 | |
| <input type="checkbox"/> turtle beach stealth 600 | 10K – 100K | 0% | -90% | High | – | £0.18 | £0.66 | |
| <input type="checkbox"/> jabra headset | 10K – 100K | 0% | 0% | High | – | £0.12 | £0.87 | |
| <input type="checkbox"/> steelseries arctis pro wireless | 100K – 1M | 0% | +900% | Medium | – | £0.12 | £0.62 | |

Not only will this info help you determine if a product is viable, it's also a goldmine if you plan to use Google Ads to promote it.

Ideally, you want to find a **high search volume and low competition keyword** for your product idea.

If your product idea has a low search volume and high competition, it will be challenging to stand out and generate sales.

3. Investigate User Comments

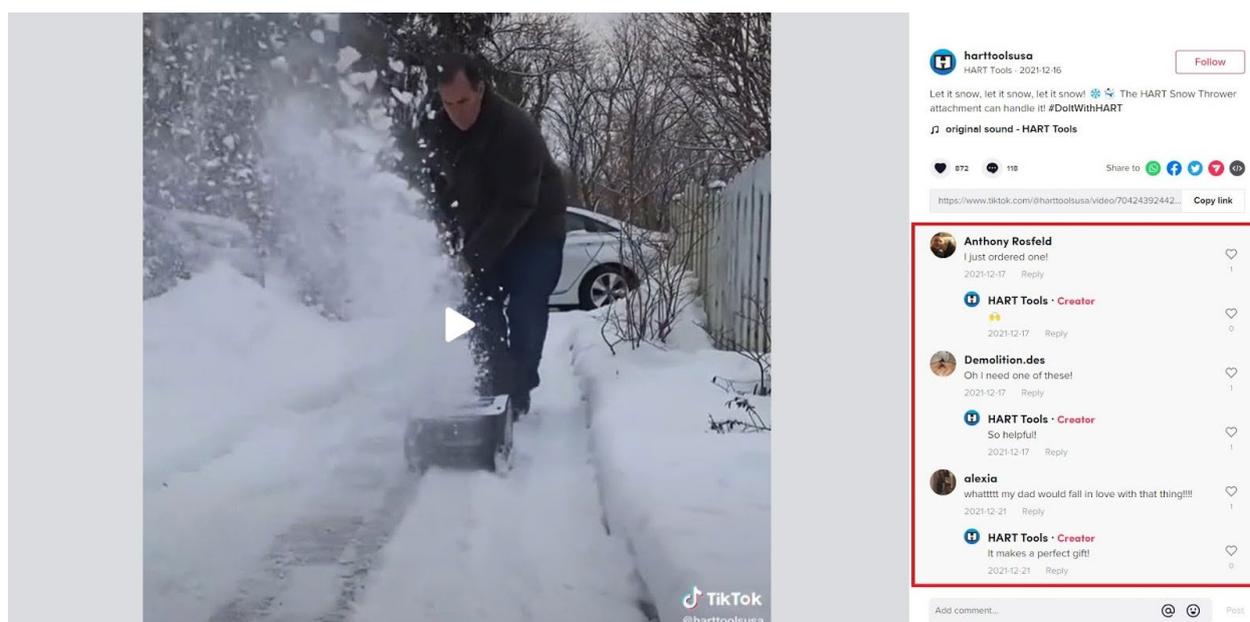
To choose a winning product, you need to know what your target audience wants - and what they don't want.

The **best way to learn about your audience** is to see what they say about similar products.

And boy, are people opinionated. Which, in our case, is a good thing.

Again, FaceBook and TikTok are great places to discover what your audience likes and dislikes.

Groups and forums can also be an excellent resource for audience research.



Look at the user comments to see what people say about the product.

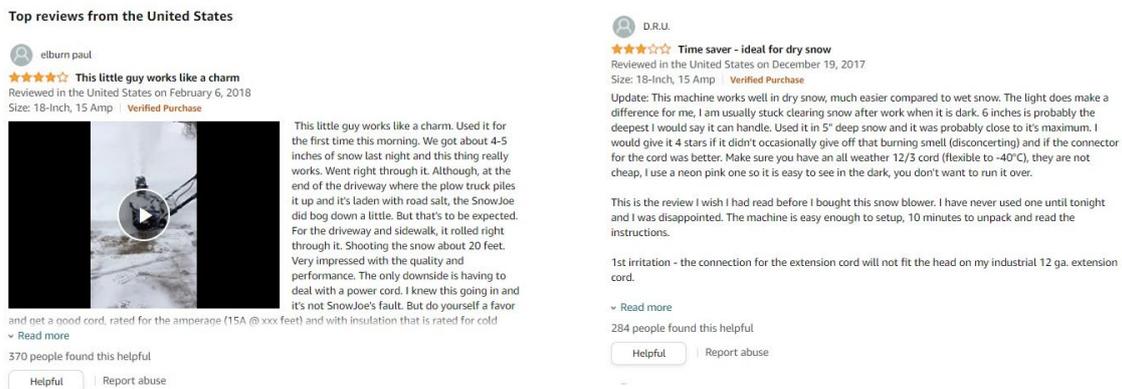
- Why do they like it?
- Are they buying the product for themselves or somebody else?
- What problem are they trying to solve?

It's not just positive comments that are useful. Negative comments can show you why people don't like the product.

- Is there an annoying feature that people don't like?
- Is there a common fault?
- Do they provide terrible customer service?

This information can help you decide if you should start selling a product.

You can also **look at user reviews** on Amazon and eBay of similar products to see what people like and dislike.



The great thing about reviews is that shoppers will tell you precisely what they think about the product.

Your target audience is telling you **exactly** what they want.

Obviously, one person's opinion isn't enough to build a business around. But when you see something that is being said repeatedly, take out that pen and paper and jot it down.

 **Pro Tip:**

User reviews and comments can also be super-useful when it comes to writing your ad copy and product descriptions. You can see the language your target audience uses and the pain points they want to solve with the product.

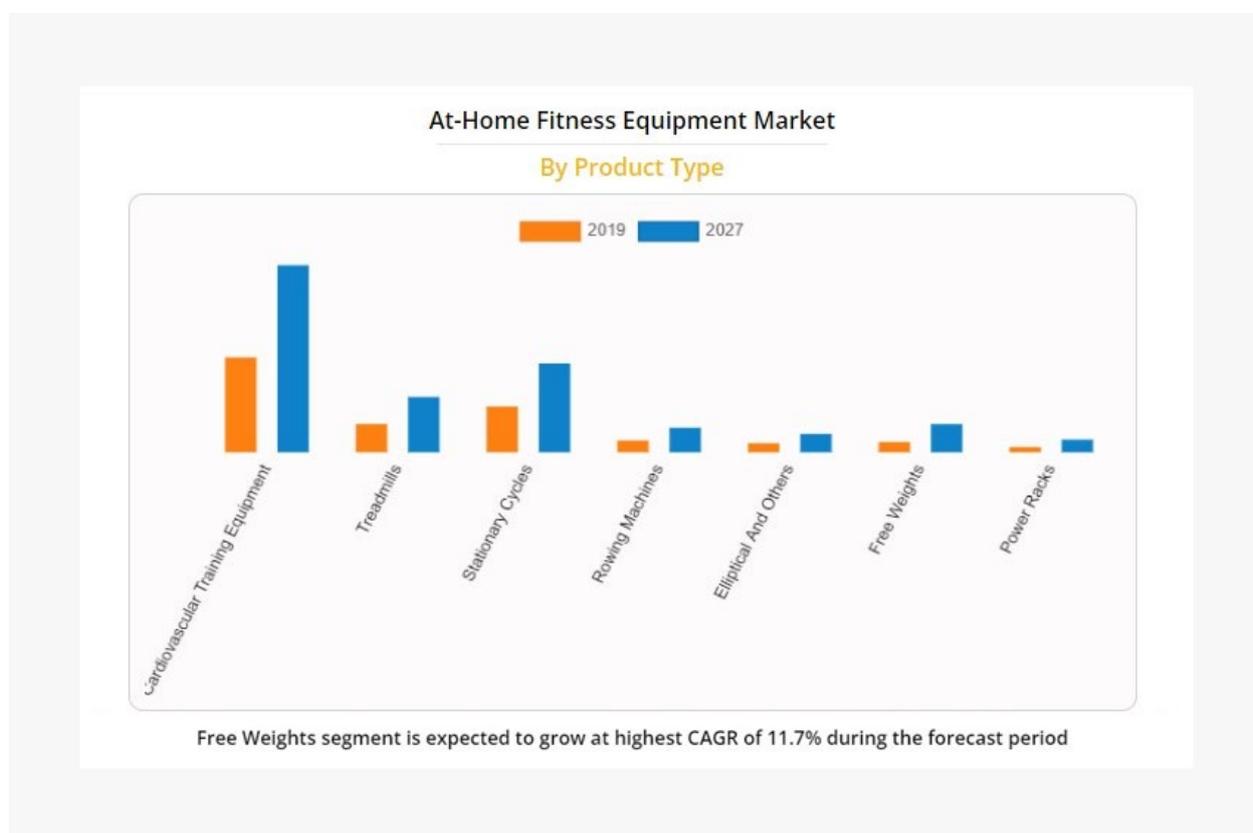
4. Macro Research

The next step is to look at the broader market trends for your product idea.

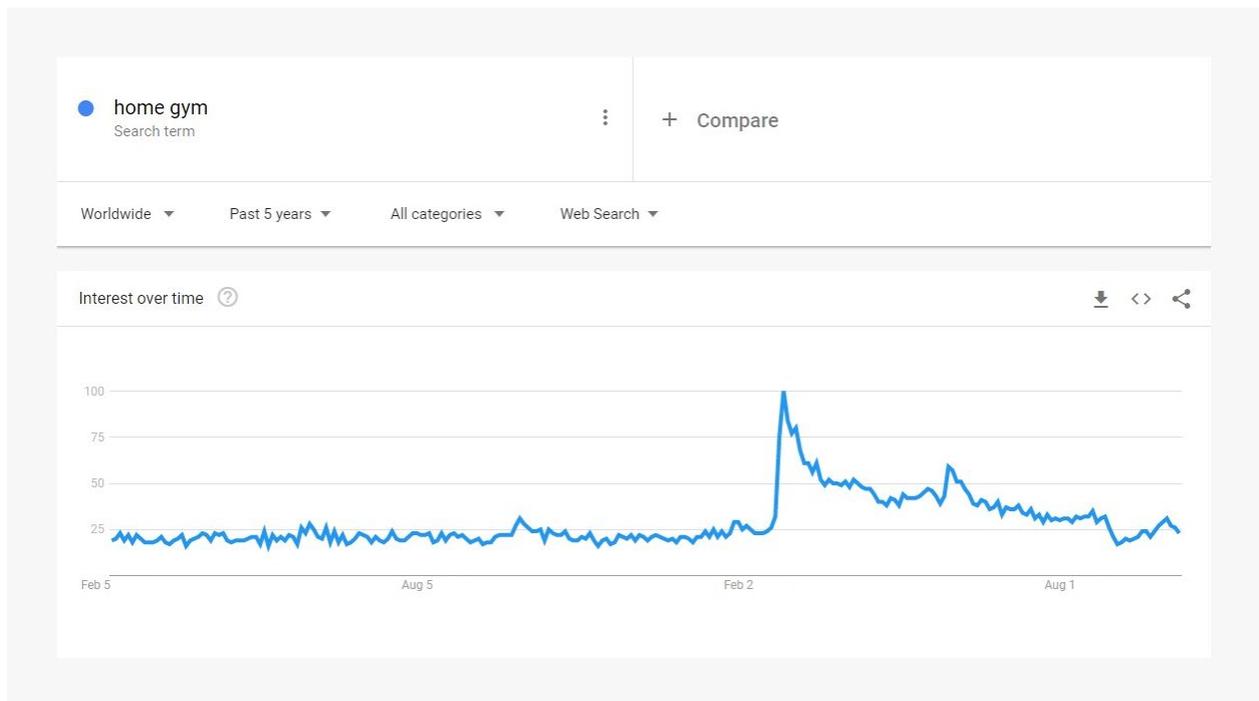
Is the product part of a popular growing market, or is it more niche?

A smaller market of passionate buyers can sometimes be more lucrative than a casual, broader market.

Google is a great place to find out this information. You can search for research papers and statistics about the niche.



You can also use Google Trends to see the interest in the niche over time. This will help you **see if demand is increasing or declining**.

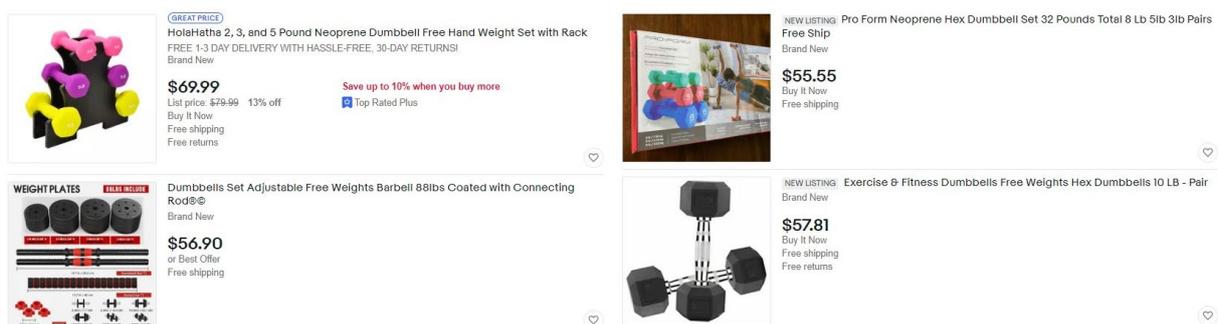


Think about the types of people you can sell to.

Are there enough of these people? Are they passionate about the niche?

You also need to consider the competition.

Search for the product on Amazon, eBay, and other platforms to see the level of competition.



If your competitors are well established, you'll need to find a way to differentiate your product.

If they are just starting, you might be able to take over the market and crown yourself king/queen.

5. Micro Research

There are four main criteria for a winning dropshipping product.

1. Problem Solving

Products that solve a problem are often the most lucrative.

While trends can come and go, problems are usually ongoing.

For example, the fidget spinner was a trending product that exploded in 2017. But it didn't solve a problem.

There is still a market for fidget spinners, but it's far less than at its peak.

In contrast, a pet hair remover is a product that solves a problem. As a result, there will be consistent, ongoing demand from pet owners.

If your product solves a common problem that people are willing to spend money on, you could be onto a winning product.

2. Offline Availability

How easy is it for your customers to find the product offline?

If they can buy a similar product in a local brick-and-mortar store, you'll struggle to generate sales.

After all, why should they buy from you when they can feel and see the product in person?

The harder the product is to find offline, the more likely people will buy from you.

That's why **novelty items, unique designs, and niche products** are great for dropshipping.

3. Shipping Suitability

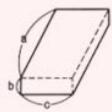
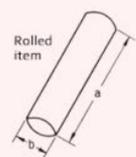
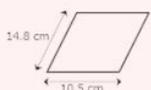
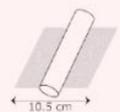
You need to consider shipping when deciding which products to sell.

Many dropshipping suppliers are based in China. It can be costly and take a long time for large items to be shipped to customers in the U.S. and worldwide.

Plus have you ever packed a couch? Not fun.

Smaller items can be shipped much faster and for a much lower fee.

The ePacket service is great for shipping to international delivery as it's pretty cheap. But you'll need to make sure your product meets the size and weight requirements.

| International ePacket | | | |
|-----------------------|---|--|---|
| | Maximum size | Minimum size | |
| Size | <p>Lenght + Width + Thickness = 90cm (Permissible difference 2mm) Please note that the maximum length is 60cm. (Permissible difference 2mm)</p> <p>a (lenght) : 60cm a + b + c = 90cm</p>  | <p>Rolls Leght + Diameter x 2 = 104cm (Permissible difference 2mm) Please note that the maximum length is 90cm (Permissible difference 2mm).</p> <p>a (lenght) : 90cm a + 2b = 104cm</p>  | <p>Lenght: 14.8cm Width: 10.5cm (Permissible difference 2mm)</p>  <p>Rolled items small in width are unacceptable.</p>  |
| Weight | Maximum weight of the item is 2kg | | |

If you want to use ePacket, try to find products that can fit inside a shoebox and weigh less than 2 kg.

If you can't find this information on a product page, reach out to the supplier and ask about shipping costs and estimated delivery times.

If you want to use ePacket, try to find products that can fit inside a shoebox and weigh less than 2 kg.

If you can't find this information on a product page, reach out to the supplier and ask about shipping costs and estimated delivery times.

4. Customer Support

A good dropshipping product is robust and reliable.

You want to **avoid products that are fragile or complicated.**

If the product is damaged during shipping, you'll have to deal with refunds and returns. If you sell on a marketplace, you'll get negative feedback.

Make sure you choose a product that is easy to use. If it requires complex assembly on arrival or before use, expect to spend lots of time dealing with customer support.

It's also important to know about any restrictions and regulations in the country you plan to sell an item.

If the product requires permits or additional paperwork, kiss it goodbye and let someone else deal with the headache.

6. Calculate Your Profit Margin

Now for the fun part. How much money can you make with your product?

Find Out Competitor Pricing

First, find out how much similar products sell for online. Check eBay, Amazon, and Google Shopping to see typical pricing.



| | | | |
|---|---|---|---|
|  <p>Universal Bathroom Fabric Shower Curtain for Men or Women: Earth Tones of Brown, Taupe, Slate Blue and Aqua (Brown, Turquoise, Beige,...</p> <p>★★★★☆ ~ 187</p> <p>\$18⁹⁹</p> <p>✓prime Get it as soon as Wed, Feb 2 FREE Shipping on orders over \$25 shipped by Amazon</p> |  <p>Cebernia Floral Shower Curtain , Waterproof, Weighted Hem, Durable, Washable, Quick dry Polyester Fabric Bathroom Accessories , Leaves...</p> <p>★★★★☆ ~ 374</p> <p>\$19⁹⁹ \$29.99</p> <p>✓prime Get it as soon as Wed, Feb 2 FREE Shipping on orders over \$25 shipped by Amazon</p> |  <p>natu2eco Colourful Marble Shower Curtains for Bathroom Sets Fabric with 12 Hooks Watercolor Abstract Ink Paint Blue Green Jade Texture...</p> <p>★★★★☆ ~ 1,023</p> <p>\$21⁹⁹</p> <p>✓prime Get it as soon as Wed, Feb 2 FREE Shipping on orders over \$25 shipped by Amazon</p> |  <p>Modern Geometric Shower Curtain Blue, Waterproof Shower Curtains and Polyester Bath Curtain for Bathroom, Textured Fabric Shower...</p> <p>★★★★☆ ~ 298</p> <p>\$25⁹⁹</p> <p>Save 5% with coupon</p> <p>✓prime Get it as soon as Wed, Feb 2 FREE Shipping by Amazon</p> |
|---|---|---|---|

A good USP (unique selling point) will let you charge a higher price for your product.

What's a USP? It could be an additional feature, better quality materials, or another key differentiator.

Calculate Supplier Costs

Next, you'll need to calculate the total expense of selling the product.

The most significant cost will be the payment for the item. To see how much you can expect to pay, you need to look for suppliers.

Here are the three best places to look for dropshipping suppliers:

SaleHoo Directory

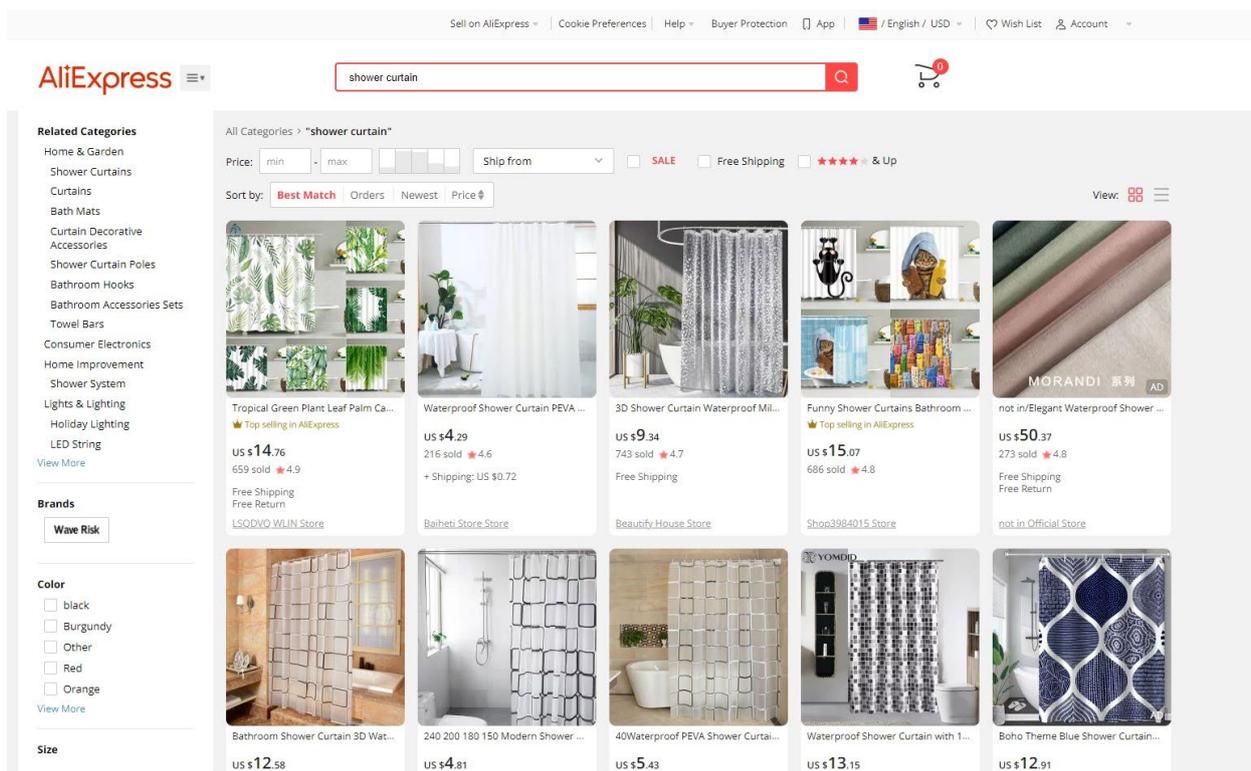
| | | |
|---|---|---|
|  <p>Shower Curtain & Hook Set</p> <p>USD 21.96</p> <p> Kole Imports Dropshippers, Wholesalers, Liquidators</p> <p>View Supplier</p> |  <p>Shower Curtains & Rings Set</p> <p>USD 14.60</p> <p> Kole Imports Dropshippers, Wholesalers, Liquidators</p> <p>View Supplier</p> |  <p>shower curtain / hook set</p> <p>USD 15.42</p> <p> Kole Imports Dropshippers, Wholesalers, Liquidators</p> <p>View Supplier</p> |
|  <p>Frozen 72" Shower Curtain</p> <p>3.75</p> <p> Great Buy Products Wholesalers, Manufacturers</p> <p>View Supplier</p> |  <p>SHOWER CURTAIN W 12</p> <p>0.90</p> <p> Great Buy Products Wholesalers, Manufacturers</p> <p>View Supplier</p> |  <p>Bambury Polyester Shower Curtains</p> <p>AUD 49.95</p> <p> Simply Wholesale NZ Wholesalers, Manufacturers</p> <p>View Supplier</p> |

[SaleHoo Directory](#) contains millions of products from wholesalers and dropshipping suppliers.

Search for your product idea, and you'll see the wholesalers, manufacturers, and liquidators that stock the item.

You can filter results to show only dropshipping suppliers and those that offer worldwide shipping with no minimum order quantity.

Once you find a supplier, you can contact them directly using the chat feature or their contact information.



[AliExpress](#) is one of the most well-known ecommerce platforms.

It's free to use, and you can use the star ratings and reviews to judge suppliers before adding a product to your eCommerce store.

However, suppliers are not pre-vetted, so make sure you order **sample products**.



Pro Tip:

Make sure that you account for any pre-order fees. Some suppliers charge an application fee before you can order a sample product.

SaleHoo Dropship

| Product Name | Rating | Price | Delivery Estimate | Stock Levels | Orders | Action |
|---|------------|-----------|-------------------|--------------|--------|------------------------------------|
| 12pcs/set Shower Curtain Ring ... | ★★★★★ (5) | 2.22 USD | 16 - 25 days | 11993 | 17 | View on AliExpress |
| Shower Curtain With Hook | ★★★★★ (4) | 22.20 USD | 16 - 25 days | 494 | 3 | View on AliExpress |
| Minimalist Print Shower Curtain | ★★★★★ (32) | 6.33 USD | 11 - 20 days | 81293 | 105 | View on AliExpress |
| (Image of white ruffled shower curtain) | | | | | | |
| (Image of white ruffled shower curtain) | | | | | | |
| (Image of white ruffled shower curtain) | | | | | | |

[SaleHoo Dropship](#) is a tool that helps you find reliable suppliers on AliExpress.

Think of it as an “AliExpress you can trust.”

You’ll find shoddy products and scammy suppliers on AliExpress but not on SaleHoo Dropship.

Search for your product idea, and you’ll see the top-rated suppliers on the AliExpress platform.

Once you find a product, you can import the item into your Shopify store with a single click.

That’s right - photos, product description, specs all imported automatically. And if you’re testing a lot of products, that will be a huge time-saver.

Customer Acquisition Costs

Before you can calculate your profit margin, you need to consider customer acquisition costs.

This is the amount you expect to spend on marketing and ads per sale.

As you won't have advertising data for a new product, you'll need to make a rough estimate. Generally, you can expect to spend **between \$10-\$30 per product** on marketing.

The exact cost can vary according to the type of product. You may find that it costs slightly less or more once you start running ads and generating sales.

As you gain more experience, you'll be able to estimate marketing costs more accurately.

Calculate Your Profit Margin

To calculate your profit margin, take the average sale price and minus the product cost and your customer acquisition costs.

For example, let's say that you want to sell a camping tent with an average sale price of \$450 on Amazon, eBay, and other marketplaces.

You can source the product for \$200 from a supplier on SaleHoo Directory. And you estimate that you will need to spend \$30 per sale on advertising.

Average sale price: \$450

Supplier costs: \$200

Customer acquisition costs: \$30

$\$450 - \$230 = \$220$

You could expect to make a **\$220 profit per sale**.

If you are happy with the profit margin, consider how many you can realistically sell per week, per month, and then per year. Now you have a goal!

After You Find Your Product - Next Steps

Finding a winning product idea is an important step. But you'll also need a trustworthy supplier to source your products.

This is a difficult task for beginner dropshippers.

Manufacturers are often based in China, and it's hard to find a reliable supplier on Google.

Most newbie dropshippers turn to AliExpress.

While there are plenty of trustworthy suppliers on the platform, you need to know what to look for and **how to avoid scams**.

If you look at Trustpilot and other review sites, you'll find thousands of people that have been scammed or received poor quality goods from suppliers on AliExpress.

We've all been there and trust us, it's not fun getting "Ali-scammed."



Make sure that any AliExpress supplier you deal with has a high star rating.

And when looking at user reviews, make sure the product mentioned in the review is the same as the product in the listing.

It's also highly recommended that you order a sample product. This will allow you to judge the quality of the product and the service for yourself.

If you want to find reliable suppliers quickly and avoid scammers, you can use a pre-vetted supplier directory.

All the suppliers on SaleHoo are assessed before being added to the directory. You can also use SaleHoo Dropship to find the best suppliers and trending products on AliExpress. Think of it as a 'filtered' stress-free AliExpress haven where you can freely dropship and sell products that have been fully vetted.

30 Trending Products You Can Find on SaleHoo Dropship

If you want to find the latest trending products and the ones likely to be best sellers in the future, check out the following list of **top trending dropshipping products**.

For each product, we will provide a link to the viral FaceBook ad, the Google Trends Graph, where you can buy the product from AliExpress, and where you can dropship it by directly importing it from SaleHoo Dropship to your Shopify store.

*Products from SaleHoo Dropship are vetted and filtered for supplier credibility and product quality. Products directly from AliExpress website have not been tested or vetted. We advise you to do your own research and due diligence when purchasing off AliExpress as quality and experience can vary from vendor to vendor.

Electronics

The consumer electronics niche is a consistent moneymaker. Total revenue in the industry is predicted to reach over \$1 trillion in 2022. And consumer electronics accounted for 21% of total U.S. eCommerce revenue.

Here are the top five trending electronics you can start selling today.

1 Eye Massagers



Eye massagers are one of the hottest products in the beauty niche right now. These devices help relieve temple pressure, eliminate dark circles, and rejuvenate the eyes. The product looks great in social media ads and solves a problem. Plus, take a look at it's performance on Google Trends below - it's sure to be a clear winner.

[ACCESS PRODUCT ON SALEHOO DROPSHIP](#) ↗

[GOOGLE TRENDS DATA](#) ↗

[ACCESS PRODUCT ON ALIEXPRESS](#) ↗

[FACEBOOK AD EXAMPLE](#) ↗

2 Butt Shaper Shorts



Shapewear has become a sensation thanks to Instagram and the enduring influence of the Kardashians. While you might not find the exact shorts being sold, there are so many alternatives that you can work with on AliExpress. Run these ads on Instagram, Facebook, and TikTok and you'll definitely see those sales roll in.

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[GOOGLE TRENDS DATA](#)

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[FACEBOOK AD EXAMPLE](#)

3 Baby Electric Tooth Brusher



Like the Facebook ad below, if you show a 'before' crying baby to an 'after' calm baby when marketing to parents, they will flock towards your product. This electric toothbrush for babies not only comes in adorable designs and shapes, it teaches kids to be more independent, something parents will love.

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[FACEBOOK AD EXAMPLE](#)

4 Built-in WiFi Ear Cleaner



WiFi ear cleaners are getting very popular as people want a new way to clean their ears. It solves a problem and is very light to ship, two characteristics that make it a potential winner.

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[FACEBOOK AD EXAMPLE](#)

5 Back Shaver



Cleverly market this back shaver to men and you'll definitely see the results come in. Target men in Western countries or those who are already interested in shaving products so you're correctly targeting those who are interested in hair growth.

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[FACEBOOK AD EXAMPLE](#) 

6 360 Degree Face Tracking Phone Stand



A great product for girls who don't have an "Instagram husband/boyfriend." You can target them to women who are interested in being influencers or to people who just want an easy way to do video calls. There are tons of ways you can creatively market this product.

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[FACEBOOK AD EXAMPLE](#) 

Babies/Kids

Around 385,000 babies are born each day. The market for baby products alone is set to be worth \$16.78 billion by 2025, according to research from the Grand View. Here are some trending baby/kids products that can be big winners in 2022:

7 Blinged Out Pacifier



Remember the USPs we mentioned earlier in the guide? Here's a prime example. Babies pacifiers are common, but one that's personalized and blinged out is how you can differentiate. Sell them as baby shower gifts or directly to parents looking for something different for their newborns.

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[FACEBOOK AD EXAMPLE](#) ↗

8 Baby Swaddle Blankets



While there are many baby swaddle blanket companies, this is a product that never gets old and has lots of opportunities to differentiate. Whether its design, material, or price, you can play around with different USPs to sell a winning product.

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[GOOGLE TRENDS DATA](#) ↗

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[FACEBOOK AD EXAMPLE](#) ↗

9 Baby Nail Trimmer



This is a sure hit to market to parents of newborns. Once you highlight all the benefits of using your baby nail trimmer as opposed to others on the market, you're golden. Parents of newborns are very willing to spend on products that make their babies safer.

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[GOOGLE TRENDS DATA](#)

[ACCESS PRODUCT ON ALIEXPRESS](#)

[FACEBOOK AD EXAMPLE](#)

10 Talking Books for Kids



Parents are extremely invested in their kids' education. These smart talking books help young kids easily learn new languages. You can market different languages to different countries or even market to parents who want their kids to learn a second language at a young age.

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[GOOGLE TRENDS DATA](#)

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[FACEBOOK AD EXAMPLE](#)

11 Camera for Kids



A camera made for children is a great gift idea for kids. You can sell to parents, friends, and family looking for a present for a children's party. As for Christmas, it's a surefire hit - just check the Google Trends graph below. Add an education angle to it and parents will be even more inclined to purchase the product.

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[GOOGLE TRENDS DATA](#)

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[FACEBOOK AD EXAMPLE](#)

12 Mosquito Repellent Stickers for Kids



This is a great seasonal product to sell before and during summer, as you can see on the Google Trends graph. Target them to parents who live in warmer areas or places that are more prone to mosquitoes.

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[GOOGLE TRENDS DATA](#)

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13 Transitional Pencil Case Cup for Kids



Can you say “back to school winner?” This pencil case that transitions easily to a pencil cup is perfect for selling around the time when kids are heading back to school. As you can see in the Google Trends graph which is set to the US, the number of searches shoot upwards during back to school time. Try to differentiate by offering different colors or designs.

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Pets

More than half of the global population has at least one pet living in their home, according to Growth for Knowledge data company. In the US, dog owners spend roughly \$1500 on their furry friends every year. And cat owners spend about \$900. That's a huge opportunity. Here are some winning dropship product ideas for the pet category.

14 Dog or Cat Paw Cleaner



These portable paw cleaners are a big hit on Facebook ads as you can see below. The products are small and simple to ship, and not something you can purchase at your local pet store. The best part is, you can market them to both dog and cat owners!

[ACCESS PRODUCT ON SALEHOO DROPSHIP](#) 

[GOOGLE TRENDS DATA](#) 

[ACCESS PRODUCT ON ALIEXPRESS](#) 

[FACEBOOK AD EXAMPLE](#) 

15 Floppy Fish Dog or Cat Toy



With many people buying "lockdown puppies," there is a big market for toys that keep dogs occupied and stimulated. Experienced dog owners will want something that's indestructible too. You can also market this versatile toy to both dog and cat owners.

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[GOOGLE TRENDS DATA](#) 

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[FACEBOOK AD EXAMPLE](#) 

16 Harness for Cats



A clear target to cat owners who like outdoor activities such as hiking or biking. Contrary to popular belief, it's no longer 'strange' to walk cats. And because of this breakthrough thinking, more and more people are looking for harnesses for cats. Try to sell different colors to differentiate.

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[GOOGLE TRENDS DATA](#)

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[FACEBOOK AD EXAMPLE](#)

17 Portable Dog Water Bottle



Pet owners who bring their dogs hiking or to lots of outdoor activities will love this portable dog water bottle. Film an easy video of how to use it and target it to pet owners who love hiking. It's a product that you can sell year-round, and there are also plenty of opportunities for cross-selling with portable food bowls, toys, and more.

[ACCESS PRODUCT ON SALEHOO DROPSHIP](#)

[GOOGLE TRENDS DATA](#)

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[FACEBOOK AD EXAMPLE](#)

18 Vomit Prevention Cat Bowl



This cat bowl prevents cats from throwing up by angling it so that the food falls towards them. It's a problem solving product that cat owners will love. Be sure to highlight all the benefits of the bowl to show how yours differentiates from all other cat bowls out there.

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[GOOGLE TRENDS DATA](#)

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[FACEBOOK AD EXAMPLE](#)

Furniture/Cleaning

There's been a pandemic-driven boom in home improvement and furniture sales over the last few years. And it's still growing. The U.S. home decor market is estimated to be worth \$202 billion by 2024, according to Statista. You can capitalize on this trend by selling decor, DIY equipment, and cleaning supplies. Let's take a look at the top trending products:

19 Galaxy Night Light Projector



This starry night light projector is a great gift for both adults and children. Who doesn't love to sleep under a room full of beautiful stars? And as a seller, who doesn't love a product you can sell to multiple age groups? #winner

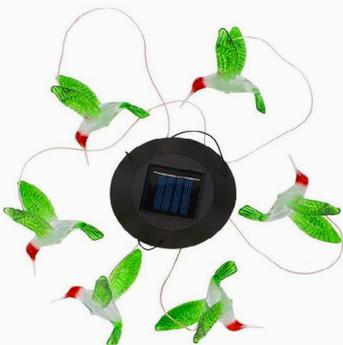
[ACCESS PRODUCT ON SALEHOO DROPSHIP](#)

[GOOGLE TRENDS DATA](#)

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[FACEBOOK AD EXAMPLE](#)

20 Butterfly Garden Lights



These butterfly garden lights are a sure hit with any gardeners out there. Not only are they waterproof, but they change color and are solar-powered. Market them during Mother's Day or Christmas to see sales come through.

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[GOOGLE TRENDS DATA](#)

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[FACEBOOK AD EXAMPLE](#)

21 Glass Cleaning Cloth



Looking for a viral product? These glass cleaning cloths absorb water very well and leave no watermarks afterwards. Just like the viral video ad, to market this product, all you have to do is order a sample and start filming yourself cleaning different objects in your house.

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[GOOGLE TRENDS DATA](#)

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[FACEBOOK AD EXAMPLE](#)

22 Uprooting Lint Cleaner



This lint cleaner gets rid of lint on rugs, on your sweaters, everywhere! The miracle product looks can get layers of dust and lint off any surface, making it very easy to go viral on Facebook or TikTok. It solves a problem, is small and lightweight, which means it can potentially qualify for ePacket (cheap shipping!).

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[FACEBOOK AD EXAMPLE](#)

23 Silicone Food Storage Bags



These food storage bags can be used for almost anything as the video ad below shows. While there are other brands who might be selling similar products, you can differentiate with colors and perhaps even price. Show all the uses you can get out of these bags and you'll be golden.

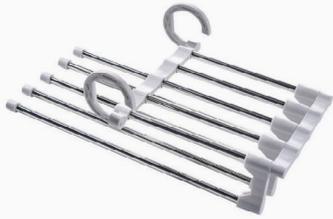
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[GOOGLE TRENDS DATA](#)

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[FACEBOOK AD EXAMPLE](#)

24 Multi-functional Pants Rack



This pants rack saves so much space in your closet as you're able to hang and then fold them downward. Sell these to mothers or women who live in big cities like New York as you'll be solving a big problem of theirs. They're always looking for ways to save space in their closets.

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[GOOGLE TRENDS DATA](#) 

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[FACEBOOK AD EXAMPLE](#) 

Beauty & Self-Care

The beauty niche can be competitive. But it's also one of the most lucrative for dropshipping. In 2022, the beauty and personal care industry is estimated to be worth almost \$565 billion worldwide, according to Statista. Once a person adopts a new beauty product into their daily routine, they'll buy the same product again and again. Repeat customer? Yes, please. Let's look at the top trending beauty products on SaleHoo Dropship.

25 Teeth Whitening Paste



Anything related to teeth whitening is a great sell - especially when you have a video where viewers can clearly see results. You can target coffee lovers, smokers, or really anyone who is searching for teeth whitening solutions.

[ACCESS PRODUCT ON SALEHOO DROPSHIP](#) ↗

[GOOGLE TRENDS DATA](#) ↗

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[FACEBOOK AD EXAMPLE](#) ↗

26 Nail Polish Strips



Although there's a few brands out there that are really trying to take over the space, there are many ways to differentiate nail polish strips. Design, material, and price are just some unique angles you can play around with to create your own line of nail polish strips.

[ACCESS PRODUCT ON SALEHOO DROPSHIP](#) ↗

[GOOGLE TRENDS DATA](#) ↗

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[FACEBOOK AD EXAMPLE](#) ↗

27 Hair Detangling Brush



This hair detangling brush is a big problem solver for children everywhere. Target them at mothers who have daughters. You can even market them as a way to make their kids more independent plus a time saver for parents! Boom. Two problems solved.

[ACCESS PRODUCT ON SALEHOO DROPSHIP](#)

[GOOGLE TRENDS DATA](#)

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[FACEBOOK AD EXAMPLE](#)

28 Beard Growth Kits



Patchy beards are an embarrassing problem for many men, especially now that we're emerging out of the pandemic and back to the real world. Film a step by step video of how to use each tool and why it helps in the beard growing process. Then do before and after's to get the sales rolling in.

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[GOOGLE TRENDS DATA](#)

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[FACEBOOK AD EXAMPLE](#)

29 Acne Wand



This acne wand is a great product if you're looking to break into the beauty niche, specifically the 'home spa' niche. Consider selling side products like face cream, unique towels, or different tube shapes to supplement the wand.

[ACCESS PRODUCT ON SALEHOO DROPSHIP](#)

[GOOGLE TRENDS DATA](#)

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[FACEBOOK AD EXAMPLE](#)

30 Neck Massager



In the age of computers, and the resulting posture, an easy and effective way to ease neck pain is irresistible. While there are a ton of massage tools in the market, a small tweak of this product to make it unique is all you'd need to make this stand out and rake in the sales.

[ACCESS PRODUCT ON SALEHOO DROPSHIP](#) 

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[FACEBOOK AD EXAMPLE](#) 

Start your dropshipping business with SaleHoo

Finding the right products to sell is one of the most challenging parts of dropshipping. But you've now got the simple steps to get it right, every time.

The easiest way to keep up with trending products and ensure you don't miss out on sales is to use SaleHoo Labs. It tracks data across eBay, Amazon, and AliExpress and puts it into an easy-to-understand dashboard.

Once you've found a product, use the [SaleHoo Directory](#) or [SaleHoo Dropship](#) to find a trusted supplier and start making sales.