

# Amazon Business Ideas: The 5 Lists

Fifty product ideas, checked against real market data, with what to watch out for before you spend a rupee.

**Who is writing this:** I am Ishika, co-founder of **Eleveon** and **BM Designink**. For the last **6 years** I have run Amazon advertising for **350+ brands** across India, the US, UK and Dubai. I lead the ads side, so I see what actually sells, what burns ad money, and which products never recover from a bad launch. These lists come from that work, plus fresh market research for this guide.

## What is inside

Five lists of ten ideas each. **List 1** is for people who cannot put in much money. **List 2** is for low competition and healthy margins. **List 3** is what is booming right now (these need more investment). **List 4** is where the market is heading over the next five years. **List 5** is my personal picks, the ones I did not share in the reel.

Each idea comes with why it can work and what can go wrong. Where I found a number from a published market report I have quoted it, and every source is listed at the end.

## How to read this honestly

Market reports are estimates, and different publishers often disagree, sometimes by a lot. I have used the figures I could verify and said so when I could not. A growing market does not mean your product will sell. Competition on Amazon decides that, so every idea here is a place to start your own research, not a guarantee. Section 7 shows how to test any idea in 30 minutes.

## A quick map of the guide

| Part   | Theme                        | Best for                                               |
|--------|------------------------------|--------------------------------------------------------|
| List 1 | No heavy investment          | Light, cheap to make, easy to test with small stock    |
| List 2 | Low competition, high margin | Niches where you can price above the crowd             |
| List 3 | Booming right now            | Fast growth today, more capital needed                 |
| List 4 | Big in 5 years               | Market forecasts, and an honest read on each           |
| List 5 | My personal picks            | Ten ideas I would look at first, with my angle on each |
| Extras | Checks and compliance        | Margin reality check, compliance list, 30-minute test  |

## List 1: No heavy investment

Small, light products. You can test most of these with 50 to 100 units before committing more.

### 1. Padel accessories

**Why it works:** Grips, overgrips, wristbands, racket covers. Padel courts in India grew from 70+ in 2023 to 300+ by early 2026, and every new player needs small add-ons that are cheap to ship.

**Watch out:** Skip rackets at first. Accessories have simple sizing and fewer returns.

### 2. Camping accessories

**Why it works:** Lanterns, carabiner sets, dry bags, hammock straps. The India camping equipment market is estimated at about 14.7% growth a year to 2030, and small items let you test without a tent-sized stock.

**Watch out:** Demand is seasonal. Plan stock before the trekking months, and test any waterproof claim yourself.

### 3. Pet leash sets

**Why it works:** Leash, collar and a waste bag holder in one set lifts order value above a single leash. Pet care is one of the faster-growing categories (see List 4).

**Watch out:** Sizing causes returns. Add a clear size chart and a photo showing how to measure.

### 4. Baby muslin essentials

**Why it works:** Burp cloths, bibs, wraps. About 25 million births a year keep demand steady, and muslin is light and cheap to ship.

**Watch out:** It touches skin, so keep fabric test reports and only claim organic or chemical-free if you can prove it.

### 5. Ice trays, scoops

**Why it works:** Silicone moulds and scoops cost very little per unit, and the home-bar and cold-coffee trend keeps pulling people in.

**Watch out:** Food-grade silicone proof is a must. Odour is the top review risk, so ask your supplier about it before ordering.

### 6. Highball glass sets

**Why it works:** Sets sell as gifts and the product is simple. Firozabad is India's glass hub, so sourcing is close to home if you are nearby.

**Watch out:** Breakage can kill a listing. Spend on packaging, because one damaged set means a one-star review.

### 7. Matcha tool sets

**Why it works:** Whisk, whisk holder, scoop and bowl. Matcha has moved from niche to cafe staple, and tool sets are light and giftable.

**Watch out:** Be careful with words like ceremonial grade. Check bamboo finishing for splinters.

### 8. Travel organisers

**Why it works:** Packing cubes and toiletry bags are light and fold flat. Category margin benchmarks run around 20 to 28%.

**Watch out:** Basic versions are crowded. Win with a specific angle, like a cabin-bag set sized for budget airlines.

## 9. Kitchen gadgets

**Why it works:** One-problem gadgets sell through reels and demos. Benchmarks run around 22 to 28% margin.

**Watch out:** Copycats appear within weeks. Register your brand early so you can protect the listing.

## 10. Grow kits

**Why it works:** Herb and microgreen kits are giftable and the refill packs bring repeat orders.

**Watch out:** Seeds are living products. Check category approval, and be honest about germination time.

# List 2: Low competition, high margin

Niches where fewer sellers fight on price. Check the competition yourself before you commit (Section 7).

## 1. STEM build toys

**Why it works:** Demand for educational and STEM toys is rising, and mandatory certification has reduced cheap imports. If you design the kit, you control the margin.

**Watch out:** Toys for children under 14 need BIS certification (ISI mark). Get it before launch, not after.

## 2. Channapatna wooden toys

**Why it works:** A GI-tagged craft from Karnataka with a real story. Handmade supply keeps this from becoming a race to the lowest price.

**Watch out:** Genuine artisan supply is limited, so lock it in first. Check paint safety and whether BIS rules apply to your product.

## 3. Smart sensors

**Why it works:** Door, motion and water-leak sensors. Smart home is growing fast (List 4), yet few brands explain installation in simple language.

**Watch out:** Wireless devices need WPC approval and may need BIS. Plan for customer support after the sale.

## 4. Electrolyte packets

**Why it works:** Heat, gym and travel use, plus repeat purchase. Few brands speak to Indian summers and fitness habits.

**Watch out:** It is a food product: FSSAI licence, Amazon category approval, and no medical claims. This has the most compliance work of the ten.

## 5. Silk scarves

**Why it works:** Light, high value per gram, and a natural gift. A proven origin story lets you charge more.

**Watch out:** A pure silk claim must be provable, since buyers do test it. Consider Silk Mark certification.

## 6. Eco home products

**Why it works:** Bamboo, coconut-shell and compostable home goods. Category margin benchmarks run around 22 to 30%.

**Watch out:** Greenwashing gets caught. Terms like biodegradable need proof.

## 7. Home organisers

**Why it works:** Indian kitchens and wardrobes have odd sizes, so specific, well-measured organisers win.

**Watch out:** Bulky items attract higher fulfilment fees. Check the weight and size slab before choosing a design.

## 8. Fitness bands

**Why it works:** I mean resistance and loop bands: tiny, cheap, and used for home workouts and physio. The wider fitness market is projected to grow around 15% a year (Deloitte).

**Watch out:** Latex allergy and snapping are the main complaints. Offer a non-latex option and label resistance clearly. If you meant smart bands, WPC and BIS apply.

## 9. Self-watering planters

**Why it works:** They solve a real problem for busy urban gardeners who forget to water.

**Watch out:** Leaking reservoirs are the top complaint. Test the design with water for a week before ordering.

## 10. Pet grooming tools

**Why it works:** Deshedding brushes, slicker brushes, nail clippers. Pet care is projected to keep growing at double digits (see List 4).

**Watch out:** Use rounded edges and guards. A cut or injury creates the worst kind of review.

# List 3: Booming right now

Strong momentum today. These need more investment, so research first and start small.

## 1. Smart home devices

**What is driving it:** One estimate has the Indian smart home market at USD 3.9 billion in 2024, reaching USD 15.7 billion by 2032. Other publishers give different numbers, but all point up.

**Watch out:** Higher unit cost, WPC and BIS compliance, and you must handle support questions.

## 2. Padel rackets

**What is driving it:** Courts grew from 70+ to 300+ in about two and a half years, around 40% of the community are women, and padel is in the 2026 Asian Games. Prices are expected to come down within a year or two.

**Watch out:** Rackets cost more and branded imports dominate. Start with beginner-priced rackets and be clear about weight and shape.

## 3. Camping tents

**What is driving it:** Camping equipment is estimated to grow about 14.7% a year to 2030.

**Watch out:** Tents are bulky, which raises fulfilment fees. Prove waterproof claims with a stated hydrostatic head rating.

## 4. Baby gear

**What is driving it:** Growth of about 9.5% a year to 2030, and the middle class is expected to grow from 432 million (2019) to 715 million by 2031.

**Watch out:** Safety is non-negotiable. Some baby products need BIS, and returns are costly.

## 5. BIS-certified toys

**What is driving it:** The toy market is estimated at USD 2.30 billion in 2026, growing to USD 4.74 billion by 2034. Customs duty and certification rules have cut import dependency.

**Watch out:** Certification takes time and money. Use the ISI mark prominently in your images, because buyers look for it.

## 6. Home gym equipment

**What is driving it:** Fitness equipment is estimated to grow about 8.5% a year, and the wider fitness market around 15%. Hybrid work keeps people exercising at home.

**Watch out:** Heavy, damage-prone in transit, and assembly complaints are common. This needs the most capital in the list.

## 7. Nugget ice makers

**What is driving it:** A trend-led, high-ticket counter appliance. I could not find a reliable India-specific forecast, so treat this as a trend, not a proven market.

**Watch out:** Electrical safety and BIS requirements, service network, and return costs. Test demand with search volume first.

## 8. Kids toothbrushes

**What is driving it:** Parents replace brushes every few months, which means repeat purchase. Character designs and soft bristles lead.

**Watch out:** Oral-care claims are sensitive. The electric segment is small (see List 4), so start with manual or silicone.

## 9. Smart pet feeders

**What is driving it:** Urban pet parents who work long hours want scheduled feeding. Pet care is growing at double digits.

**Watch out:** App and Wi-Fi problems cause bad reviews. WPC approval and a support plan are needed.

## 10. Pickleball paddles

**What is driving it:** Widely reported as one of the fastest-growing sports in the US, and still early in India. I could not find reliable India sales data.

**Watch out:** Early stage, so test with a small batch. Weight and grip size matter to players, so list them clearly.

## List 4: Big in 5 years

What published forecasts say. I show the actual figures and years, because publishers differ.

| Idea                         | What the data says                                                                                                                                            | What it means for you                                                                                 |
|------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|
| <b>Padel gear</b>            | Courts: 70+ (2023) to 300+ (early 2026), over 4x in about 2.5 years                                                                                           | Accessories now, rackets once prices fall                                                             |
| <b>Pet care</b>              | USD 720M, about 17.3% a year to 2030, roughly 2.6x (Nexdigm). Pet food alone: USD 844M (2024) to 1.98B (2030). IMARC puts food growth lower, near 6.9% a year | Publishers disagree on size, but all say growing. Grooming and accessories are less crowded than food |
| <b>Smart home</b>            | USD 3.9B (2024) to 15.7B (2032), about 4x, at 19.1% a year (Verified Market Research)                                                                         | Pick one device type and own it                                                                       |
| <b>Baby care</b>             | About 9.5% a year, 2024 to 2030, roughly 1.7x. About 25M births a year                                                                                        | Steady, not explosive. Premium and safe products win                                                  |
| <b>Camping gear</b>          | USD 892M (2024) to about 2.03B (2030), roughly 2.3x, 14.7% a year                                                                                             | Strong. Start with accessories                                                                        |
| <b>Toys</b>                  | USD 2.30B (2026) to 4.74B (2034), roughly 2x, 9.5% a year                                                                                                     | Certified, educational toys are well placed                                                           |
| <b>Home gym</b>              | Equipment about 8.5% a year (Nexdigm, years not stated). Wider fitness market about 15% a year to INR 37,700 crore by 2030 (Deloitte)                         | Growth is real. Capital needs are high                                                                |
| <b>Electric toothbrushes</b> | USD 80.5M (2025) to 124.6M (2034), about 4.7% a year (IMARC)                                                                                                  | Small market. Not a 10% a year story, so go in cautiously                                             |
| <b>Nugget ice makers</b>     | No reliable India forecast found                                                                                                                              | Watch-list idea, not a data-backed one                                                                |
| <b>Eco-friendly goods</b>    | No single verified figure                                                                                                                                     | Treat as a positioning angle for other categories, not a category by itself                           |

**Honest note:** forecasts get repeated on social media without checking. The table above uses only figures I could trace to a source, and where I could not, I have said so. If you see a bigger number somewhere, ask where it comes from.

## List 5: My personal picks

Ten ideas that are not in the lists above. Each one needs the usual validation, but these are the ones I would look at first.

### 1. Pilates and yoga accessories

**Why I like it:** Deloitte's India fitness report names yoga the most popular activity and boutique formats like yoga and bodyweight the fastest-growing. The mat market alone is about USD 1.56 billion in 2026.

**My angle:** Do not sell another mat. Build a studio kit: grip socks, resistance bands, a mat strap, a towel mat.

**Watch out:** Plain mats are a price war. Differentiate on the add-ons.

### 2. Pour-over coffee gear

**Why I like it:** Cafe habits are moving into homes. Starter kits are light, giftable and bring repeat orders for filters.

**My angle:** Bundle a dripper, filters, a scale and a gooseneck kettle, with a printed brew guide in English and Hindi.

**Watch out:** Electric kettles need BIS. I could not find a hard India market figure, so validate with search volume.

### 3. Cat care essentials

**Why I like it:** Many pet accessories are designed around dogs, so cat products may be thinner. I have not verified this, so check search volume yourself.

**My angle:** Scratchers, litter mats and interactive toys sized for Indian flats.

**Watch out:** If search volume is low, drop it. Trust your own data over my hunch.

### 4. Brass and copper puja essentials

**Why I like it:** Festival gifting creates sharp demand peaks, and puja items are bought again and again.

**My angle:** Gift-ready sets with a story card, bundled for Diwali, Navratri and housewarming.

**Watch out:** Claims like pure brass need a test report. Stock for seasons, because off-season sales drop.

### 5. Block-print and handloom home textiles

**Why I like it:** India's craft textiles carry a premium story, and you can sell abroad as well as at home through Amazon Global Selling.

**My angle:** Cushion covers and table runner sets, with the artisan and the printing method named on the listing.

**Watch out:** Colourfastness and shrinkage drive complaints. Wash-test every batch.

### 6. Work-from-home ergonomics

**Why I like it:** Hybrid work is a stated driver in the fitness and wellness reports I read, and desk setups are a daily need.

**My angle:** Foldable, lightweight laptop stands and footrests for people who work from cafes and co-working spaces.

**Watch out:** Aluminium stands are a commodity. Win on weight, folding and finish.

### 7. Cycling accessories

**Why I like it:** A 2022 report noted waiting times of 3 to 6 months for premium bikes, a sign of strong demand. That article is old, so check current interest.

**My angle:** Phone mounts, bottle cages and lights for commuters, not racers.

**Watch out:** Safety claims on lights need testing. The data I found is dated.

## 8. Sports recovery tools

**Why I like it:** People who exercise buy recovery gear. The fitness market is projected to grow around 15% a year.

**My angle:** Foam rollers and massage balls bundled with a simple exercise card.

**Watch out:** Massage guns are electrical and need BIS. Start with rollers and balls.

## 9. Steel tiffins and insulated bottles

**Why I like it:** A daily-use, India-specific product that also sells as a corporate gift.

**My angle:** Leak-proof, multi-container sets that fit a lunch bag, with a clear capacity guide.

**Watch out:** Use and prove food-grade steel (such as 304 grade). Leaks cause reviews, and weight raises shipping.

## 10. Aroma diffusers and soy candles

**Why I like it:** Home fragrance is light, giftable and bought again and again.

**My angle:** Gift sets with a clear burn-time and fragrance guide.

**Watch out:** Essential oils and candles may be restricted or need approval on Amazon. Check restricted-product rules before buying stock.

## Margin reality check

Indicative net margin ranges by category, from published seller benchmarks. These are mostly US FBA numbers. Indian fees and costs differ, so use them to compare categories, not to price your product.

| Category               | Typical margin range                  |
|------------------------|---------------------------------------|
| Baby products          | 22 to 30%                             |
| Eco home products      | 22 to 30%                             |
| Kitchen gadgets        | 22 to 28%                             |
| Fitness                | 20 to 28%                             |
| Travel organisers      | 20 to 28%                             |
| Pet products           | 20 to 26% (one source says 14 to 22%) |
| Patio, lawn and garden | 18 to 28%                             |
| Tools                  | 15 to 25%                             |

Light, high-value products keep more of their margin because fulfilment fees are lower. Always run your own numbers with the Amazon Revenue Calculator.

## Compliance: what to check

| If your product is                                                      | Check this first                           |
|-------------------------------------------------------------------------|--------------------------------------------|
| Toys for children under 14                                              | BIS certification (ISI mark)               |
| Wireless devices (Bluetooth, Wi-Fi): smart sensors, feeders, smart home | WPC approval, and BIS where it applies     |
| Electrical appliances: ice makers, kettles, massage guns                | BIS and electrical safety rules            |
| Food and drinks: electrolyte packets                                    | FSSAI licence and Amazon category approval |

| If your product is             | Check this first                                      |
|--------------------------------|-------------------------------------------------------|
| Silk and textile claims        | Test reports; Silk Mark for genuine silk              |
| Candles, essential oils, seeds | Amazon restricted-product and category approval rules |
| Anything touching skin or food | Material test reports from your supplier              |

Rules change. Confirm the current requirement with the relevant authority or Amazon Seller Central before you order stock.

## Section 7: Test any idea in 30 minutes

Before you pick a product, run it through these five checks.

- 1. Search it on Amazon.in.** Type your product's main keyword. How many of the top 10 results are sponsored? Many ads can mean a crowded or expensive space.
- 2. Look at the reviews.** If the top results have under a few hundred reviews, a good new listing can compete. Thousands of reviews on every result means a tough fight.
- 3. Check search demand.** Use a research tool such as Helium 10 or Jungle Scout, or Amazon Brand Analytics if you are brand registered, to see monthly search volume.
- 4. Work out your real cost.** Add up the product cost, shipping to Amazon, and Amazon's fees using the Revenue Calculator, plus ad spend. If margin disappears, drop it.
- 5. Order samples and check compliance.** Never order stock without holding a sample and confirming the rules from the compliance list.

## A note from me

Picking the product is only the first half. Many good products fail because the launch is rushed or the ads are set up badly. That second half is what I work on every day.

**Eleveon** is where I teach Amazon Ads and Meta Ads. Students work through live sessions, and some practise on real client accounts through BM Designink. More than 300 students have learned with us so far.

If you would like to see how we teach before deciding anything, I run a free marketing series with live sessions on Amazon Ads, Meta Ads and online marketing. Comment **JOIN NOW** on my reels and my team will send you the community link. Seats are limited.

This guide is complete without any of that. If it helps you pick one good idea, it has done its job.

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## Sources

Figures were taken from the pages below in October 2026. Market research estimates vary between publishers.

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This guide is for information only. It is not financial or legal advice, and it does not guarantee sales or profit.