What to Sell on Amazon India This November

A researched guide for the window from Diwali to New Year: what is selling, why, how much effort it takes, and what not to start now.

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.

My story, in a minute

I did not start as an agency owner. I started by selling my own products on Amazon, and I taught myself from YouTube. I made the mistakes most new sellers make: wrong products, bad timing, money stuck in stock. Then I began helping other brands, first in India and later internationally.

What 6 years of that taught me is simple. Most sellers do not fail because Amazon is hard. They fail because they pick the wrong product at the wrong time. In November, timing matters more than in any other month, and that is what this guide is about.

What is inside

- **Part 1.** The November calendar, and what is realistic to sell with the time left
- **Part 2.** What the numbers say: festive, wedding and winter demand, with sources
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How to use this honestly: the figures here come from public reports and are listed at the end. Search volume and rankings for a single product change every day, so check your shortlist yourself before you buy stock (Part 6 shows how). A growing category does not mean your product will sell.

Part 1: The calendar decides what you can sell

Dates for 2026 in India. Festival dates can differ by a day depending on the panchang.

Date	What happens
Fri 6 Nov	Dhanteras
Sat 7 Nov	Choti Diwali (Naraka Chaturdashi dates vary by source: 7 or 8 Nov)
Sun 8 Nov	Diwali (Lakshmi Puja)
Tue 10 Nov	Govardhan Puja
Wed 11 Nov	Bhai Dooj
Fri 20 Nov	Dev Uthani Ekadashi: wedding season starts. Busiest dates run from late November to the first half of December
Mid Dec	Kharmas begins: auspicious events, including weddings, pause until Makar Sankranti on 15 Jan 2027
25 Dec, 1 Jan	Christmas and New Year

The real talk: Diwali is on 8 November. If you do not already have stock in Amazon's warehouse or in your hands, Diwali is too late to chase. Chasing it now means rushed sourcing, wrong quality and unsold stock after the festival. The better question is: **what can I get live and delivering before the next window?**

The three windows after Diwali

Window	When	What it means for you
Bhai Dooj gifting	Up to 11 Nov	Only if you already hold stock and can ship fast. Do not source new products for this.
Wedding season	From 20 Nov to about mid December (roughly 25 days)	Shorter than last year. In 2025 the CAIT-reported season ran from 1 Nov to 14 Dec. Anything you sell must be on Amazon by mid November.
Winter and year-end	Now to February	The longest window. Winter demand builds through the season, and Christmas, New Year and gifting add to it.

Lead times, honestly

These are typical ranges, not promises. Confirm with your own supplier.

Type	Typical time	Fit
Ready stock bought from a wholesaler or manufacturer	About 3 to 7 days to inspect, pack and send to Amazon	Realistic for November
Small changes to existing stock (your packaging, a label)	About 1 to 2 weeks	Possible for the late November and December windows
Made-to-order or customised products	About 2 to 5 weeks or more	Too slow for wedding season this year. Plan for the next one
Anything needing a licence or BIS certificate	Weeks to months	Not for this November

Part 2: What the numbers say

Public reports from the last year, with what each one tells you.

Source	What it says	What it means
Diwali trade (CAIT, 2025)	Rs 6.05 lakh crore total trade, of which Rs 5.40 lakh crore was goods. Shares of the total: grocery and FMCG 12%, gold and jewellery 10%, electronics 8%, garments 7%, gifts 7%, home decor 5%, sweets and namkeen 5%. 87% of buyers preferred Indian-made products.	Gifting, apparel and home are big. Buyers are choosing Indian-made. CAIT is a traders' body, so treat totals as estimates.
Wedding season (CAIT, 2025)	46 lakh weddings and Rs 6.5 lakh crore of business, in a season from 1 Nov to 14 Dec. Goods shares: jewellery 15%, apparel and sarees 10%, dry fruit and sweets 5%, electronics 5%, gift items 4%. Earlier years: 38 lakh weddings (Rs 4.74 lakh crore) in 2023; 48 lakh (Rs 5.9 lakh crore) in 2024.	Jewellery and apparel are the biggest goods spends. Weddings fell slightly in 2025 while value rose, so spend per wedding is going up. I found no 2026 forecast.
Festive online retail forecast (Redseer, Sept 2026)	Festive online retail growth projected at 25%, against 16% last year. Category growth forecasts: grocery 48 to 50%, beauty and personal care 35 to 40%, home and furniture 32 to 35%, fashion 20 to 22%, electronics 15 to 17%.	Growth is coming from categories beyond electronics. Home, beauty and fashion are strong.
Amazon Great Indian Festival 2026 (Amazon, opening phase)	Seller units ordered in the first 24 hours were over 2x the same period last year. By category: beauty nearly 7x, kitchen 4.2x, wireless 3.4x, apparel 3.1x, home 2.7x. Air fryers and air purifiers were up 30x against a regular day. Over 72% of visits came from beyond the top 9 metros.	This is a sale event, not a normal month. It shows where shoppers were buying, not what November will look like.
Small appliances (Redseer, Aug 2026)	Online sales (GMV) year on year: air fryers +103%, flat grills +94%, coffee and espresso appliances +82%, espresso machines +176%. The top three brands hold about 70% of online air fryer sales.	The machines are dominated by big brands. The opportunity for a new seller is in accessories.

Source	What it says	What it means
Artificial jewellery (MarkNtel Advisors, Sept 2026)	India market USD 5.87 billion in 2026, projected USD 9.73 billion by 2032, about 8.8% a year. Drivers: affordable fashion for weddings and festivals, and record gold prices.	Imitation jewellery benefits when gold is expensive.
Winter demand (older reports)	A Flipkart-reported 33% rise in heating appliance demand in October to December (article dated January 2023), with oil-filled heaters up about 35 to 40%. A Snapdeal report said winter items sales more than doubled from mid October to mid November 2020.	Winter demand is real and repeats every year, but these figures are old. Use them as a pattern, not as a 2026 forecast.

Numbers vary by publisher and a few of these are from trade bodies or company reports. Check the sources at the end before you quote any of them.

Part 3: The 12 picks at a glance

Effort and compliance are my own assessment from the rules and timing above. Evidence says how much sourced data backs the pick.

Pick	Window	Evidence	Effort	Rules
1. Wedding jewellery sets (imitation)	Wedding	Strong	Medium	No licence, but claims must be honest
2. Potli bags and clutches	Wedding	Medium	Easy to medium	None
3. Wedding return gifts (non-food)	Wedding, Bhai Dooj	Medium	Easy to medium	None, label rules apply
4. Dry fruit and sweet gift boxes	Wedding, gifting	Medium	Hard	FSSAI needed
5. Thermals, socks, gloves, caps	Winter	Medium	Easy	None
6. Hot water bags and heat packs (non-electric)	Winter	Medium	Easy	Electric versions need BIS
7. Blankets and quilts	Winter	Medium	Medium	None, but bulky
8. Pet winter wear	Winter	Weak	Easy to medium	None
9. Heel and foot-care accessories	Winter	Weak	Easy	Avoid creams without a licence
10. Air fryer accessories	All season	Strong	Easy	Food-grade proof
11. Coffee and espresso accessories	All season	Strong	Easy to medium	None
12. Wildcard: 2027 planners and diaries	Year-end	None sourced	Easy	None

If I had to choose two to start this week: air fryer accessories (strong data, easy, stock is simple to find) and thermals or winter accessories (easy, the longest window). If you can handle the wedding timeline and have a supplier ready, wedding jewellery or potli bags are the next step up.

Part 4: Each pick in detail

Why it can work, an angle that avoids a price war, and what to watch out for.

1. Wedding jewellery sets (imitation)

Window: Wedding season, and again after 15 Jan 2027

Why: Jewellery is 15% of wedding goods spend (CAIT, 2025), and the imitation market is projected to grow about 8.8% a year to 2032. Record gold prices push more buyers to imitation.

Your angle: Sell sets by outfit colour, not single pieces. A buyer wants a necklace, earrings and a tikka that match a red or green lehenga, in one listing.

Watch out: Returns when the colour looks different on screen: use real photos in daylight. Never call imitation jewellery gold, silver or pure. Gold and silver jewellery have separate hallmarking rules.

2. Potli bags and clutches

Window: Wedding season

Why: Apparel and sarees are 10% of wedding goods spend, and accessories sell alongside outfits. Amazon reported apparel units 3.1x in its festival's opening phase.

Your angle: Pair by outfit shade and sell in sets of 2 or 3 for wedding guests and bridesmaids.

Watch out: Juttis and mojaris bring sizing returns, so start with bags, not footwear. If you do sell footwear, check whether any BIS quality order applies to your footwear type.

3. Wedding return gifts (non-food)

Window: Wedding season and Bhai Dooj

Why: Gift items are 4% of wedding goods spend and 7% of Diwali trade (CAIT). Hosts buy in bulk.

Your angle: Sell in packs of 25, 50 and 100, with a bulk price. Use Amazon's business pricing for bigger orders if it suits you.

Watch out: Customisation (names, logos) adds weeks. Offer ready packs now and custom later. Keep packaged goods labelled correctly.

4. Dry fruit and sweet gift boxes

Window: Wedding season, gifting

Why: Dry fruit and sweets are 5% of wedding goods spend (CAIT). Amazon reported seeds and dry fruits up 50% in its 2025 festival.

Your angle: Premium, ready-to-gift boxes with clear weights and a best-before date.

Watch out: This is a food business. FSSAI rules apply, and a brand whose food is made by someone else is a relabeller with its own duties. Shelf life and Amazon category approval add time. Skip this one unless you are already licensed.

5. Thermals, socks, gloves and caps

Window: Winter

Why: Winter demand repeats every year. A Snapdeal report said winter item sales more than doubled in mid October to mid November 2020, led by thermals, fleece, socks, caps and gloves (old data, but the pattern holds).

Your angle: Size charts that actually fit Indian bodies, and bundles (a thermal set with socks and cap). Well-known supply areas include Ludhiana for hosiery and Tirupur for knitwear. Verify any supplier yourself.

Watch out: Sizing returns, and fabric claims. If you say wool, cotton or fleece, the label must match the fabric.

6. Hot water bags and heat packs (non-electric)

Window: Winter

Why: The same Snapdeal report named hot water bottles and heating pads among items that kept getting traction.

Your angle: Soft covers, and a clear safety guide on the pack.

Watch out: Electric heating pads, heated blankets and foot warmers fall in a BIS standard family (IS 302) and may need certification. Stay with non-electric versions unless you have the certificate.

7. Blankets and quilts

Window: Winter

Why: Home and furniture is forecast to grow 32 to 35% this festive season (Redseer). Amazon reported home units 2.7x in its opening phase.

Your angle: Compressed, easy-ship packs, with clear GSM and size on the listing. Panipat is a well-known base for blankets. Verify any supplier yourself.

Watch out: Bulky items attract higher fulfilment fees. Work out the margin using the exact size and weight slab.

8. Pet winter wear

Window: Winter

Why: The Snapdeal report listed pet beds and jackets. Pet care is projected to grow about 17% a year to 2030 (Nexdigm). Evidence for this exact product is thin.

Your angle: Size by breed and by chest measurement, with a photo showing how to measure.

Watch out: Sizing returns. Verify search demand before ordering.

9. Heel and foot-care accessories

Window: Winter

Why: The Snapdeal report mentioned heel repair silicone caps bought with foot creams. Beauty and personal care is forecast to grow 35 to 40% (Redseer).

Your angle: Silicone heel socks and caps with clear sizing. These are accessories, not cosmetics.

Watch out: Creams and lotions are cosmetics and need a licensed manufacturer. Skip them for now. Evidence for this pick is weak, so test with a small batch.

10. Air fryer accessories

Window: All season

Why: Online air fryer sales rose 103% in August 2026 year on year, but the top three brands hold about 70% of sales (Redseer). Amazon reported air fryers and air purifiers up 30x in its festival's opening phase. More machines in homes means more accessories.

Your angle: Size-specific products: liners, silicone baskets, racks and oil sprayers that fit common sizes. Name the size in the title.

Watch out: Fit complaints. Use food-grade materials and be ready to show proof. Copycats arrive fast, so register your brand.

11. Coffee and espresso accessories

Window: All season

Why: Coffee and espresso appliances grew 82% online in August 2026 and espresso machines 176% (Redseer). The top three brands hold about 47% of coffee appliances.

Your angle: Tampers, milk jugs, knock boxes, scales and cleaning kits. Machines use different portafilter sizes (for example 51 mm, 54 mm or 58 mm), so a listing that says exactly which machines it fits solves the biggest complaint.

Watch out: Wrong fit means returns. List compatible machine models clearly.

12. Wildcard: 2027 planners and diaries

Window: Year-end

Why: No sourced data. This is my judgement: year-end gifting and new-year resolutions. Test with a very small batch.

Your angle: A niche planner for sellers, students or a specific profession, not a generic diary.

Watch out: Unsold stock after January loses value. Order small.

Part 5: What I would not start now

Not because they are bad businesses, but because they are wrong for a new seller in the time left.

Skip for now	Why
Diwali decor and lights	Diwali is on 8 November. New sourcing will not reach customers in time, and decorative lighting may need BIS certification. Check before any future season.
Room heaters, geysers, immersion rods	Demand is real, but heating appliances fall in a BIS standard family and certain ones are mandatory, so certification is needed before sale. Established brands also dominate. Check the current BIS notification.
Air fryers and coffee machines themselves	Strong growth, but the top three brands hold about 70% of online air fryer sales. Sell accessories instead.
Skincare, body lotions, lip balm	Strong demand, but cosmetics need a licensed manufacturer and the right licence route. Not something you can finish this month.
Dry fruit hampers (without a licence)	FSSAI rules apply to brand owners whose food is made by someone else.
Anything made to order	Two to five weeks or more. It will miss the wedding window.
Anything you cannot test	Do not order big because the price drops. Start with a small batch.

Part 6: Test any product in 15 minutes

I cannot check live search volume and rankings for you, because they change daily. Do these five checks yourself before you buy.

1. Last year's pattern. In a research tool such as Helium 10 or Jungle Scout, or Google Trends, look at the last 2 or 3 years for your keyword. Does demand start rising in October and peak in December? If it rises every year in the same window, it is a pattern, not a fluke.

2. Who owns the first page. Search the product on Amazon.in. If one or two big brands hold most of the top results, pick a different product or a niche version.

3. Read the bad reviews. Read the 1 to 3 star reviews on the top products. They list the problems your product can solve.

4. Check the rules. Does your product need FSSAI, BIS, a cosmetic licence or category approval? If yes and you do not have it, move on.

5. Do the maths. Use the method below. If the price you can afford to pay is lower than your supplier's quote, change the product or the price.

The price you can afford to pay

Maximum buy price = selling price without GST x (1 minus Amazon fees, ads, returns and the profit you want) minus packaging minus freight.

Worked example. Every number is assumed, to show the method. Use your own:

Item	Value	Note
Selling price without GST	Rs 500	Assumed
Amazon fees	25%	Assumed. Use Amazon's Revenue Calculator for your product
Ad spend	12%	Assumed. Ad costs usually rise as the festive season peaks
Returns and damages	4%	Assumed
Profit you want	15%	Your choice
Left for the product	44% of Rs 500 = Rs 220	500 x (1 - 0.25 - 0.12 - 0.04 - 0.15)
Packaging and freight	Rs 15 and Rs 10	Assumed
Maximum buy price	**Rs 195**	220 - 15 - 10

Part 7: Your next 10 days

When	What to do
Days 1 and 2	Pick two products from Part 3. Run the five checks in Part 6. Drop any that fail.
Days 3 to 4	Get quotes and samples from ready-stock suppliers. Ask for GST and licence details. Confirm what you can ship within a week.
Days 5 to 6	Check labels and rules (Legal Metrology declarations, any BIS or FSSAI need). Write a clear listing with real photos and size charts.
Days 7 to 8	Send a small batch to Amazon. Start modest ad spend on exact keywords you have already checked.
Days 9 to 10	Watch search terms, returns and reviews daily. Fix listing problems quickly. Reorder only after the first sales.

A small first batch is not timid, it is smart. The sellers who lose money in November are usually the ones who ordered big, too late.

A note from me

Picking the right product is half the work. The other half is getting it in front of buyers without burning money on ads. That second half is what I work on every day.

Eleveon is where I teach Amazon Ads and Meta Ads. If you would like to see how we teach before deciding anything, I run a free marketing series with live sessions. 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 product and avoid one expensive mistake, it has done its job.

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Sources

Checked on 3 November 2026. Several are news reports of company or trade-body estimates. Check the original before you quote any figure.

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