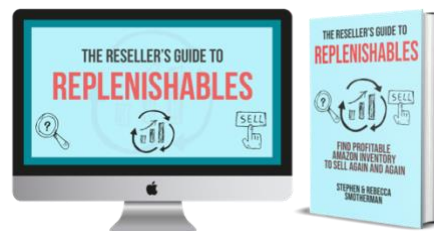


133 Replen Ideas

While a replen can literally be anything you are approved to sell on Amazon, there are some types of items that tend to be more likely a replen than other items. On this page, you'll find a list of items that will have an increased possibility of being a replen.



As always, don't just assume that all items in the categories listed below are going to be good replen. You still need to do your due-diligence to check the Amazon listing, the profitability, and the Keepa graph in order to make the final decision of if this item is going to be a profitable replen or not.

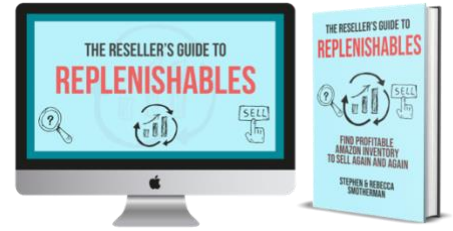
Below includes a list of items that are usually purchased by the customer, used up, disposed of, and then purchased again... and that cycle continues to repeat itself. Or you'll find items that people like to buy that usually cause them to buy even more of the same or like items. Now, to help get you thinking more about replen while you're sourcing, here are 133 replen ideas.

| | |
|---|---|
| 1. Grocery items | 26. Pet accessories |
| 2. Shoes | 27. Light bulbs |
| 3. Make up | 28. Batteries |
| 4. Cleaning supplies | 29. Shoe accessories |
| 5. Arts & crafts | 30. Undergarments |
| 6. Garden supplies | 31. Trash bags |
| 7. Toys | 32. Tooth brushes & tooth paste |
| 8. Office supplies | 33. Organizational items |
| 9. Pet supplies | 34. Supplements |
| 10. Seasonal items | 35. Coffee |
| 11. Anything with "disposable" in the title | 36. Baby toys |
| 12. Diapers | 37. Wrapping paper |
| 13. Clothes | 38. Sunscreen |
| 14. Greeting card bundles | 39. Air fresheners |
| 15. Phone chargers | 40. Essential oils |
| 16. Vitamins | 41. Toy accessories |
| 17. Sports equipment | 42. Video games |
| 18. Printer ink | 43. Model trains |
| 19. Film | 44. Laundry detergent |
| 20. Memory cards | 45. Anything with "travel sized" in the title |
| 21. Calendars | 46. Moisturizing lotion |
| 22. Party favors | 47. Jigsaw Puzzles |
| 23. Books | 48. Headphones |
| 24. Paper goods (plates, tissues, toilet paper) | 49. Cleaning wipes |
| 25. Plastic goods (cutlery, cups, etc.) | 50. Drier sheets |

| | |
|--|---|
| 51. Summer seasonal items | 93. Yarn |
| 52. Fall seasonal items | 94. Workout DVDs |
| 53. Winter seasonal items | 95. Painting canvas/drawing paper |
| 54. Spring seasonal items | 96. Gift bags |
| 55. Collector's cards | 97. Storage baggies |
| 56. Card collecting accessories | 98. Scrapbook supplies |
| 57. School supplies | 99. Paint |
| 58. Filters (water, air, etc.) | 100. Musical instrument accessories |
| 59. Molding clay | 101. Home brew supplies and accessories |
| 60. Canning supplies | 102. Restoration project supplies |
| 61. Hand sanitizer | 103. Cotton balls |
| 62. Pens and pencils | 104. Aluminum foil |
| 63. Building/construction tools and supplies | 105. Watches and accessories |
| 64. Candles | 106. Fishing lures and other equipment |
| 65. Holiday decor | 107. Collectible or toy miniatures |
| 66. Candy | 108. Model airplanes, cars, etc. |
| 67. Tailgating accessories | 109. Anything with "replacement" in the title |
| 68. Coloring books | 110. Pink pong balls |
| 69. Costumes | 111. Wine |
| 70. Journals | 112. Play-Doh |
| 71. Jewelry making supplies and accessories | 113. Hair care products |
| 72. Wood working supplies and accessories | 114. Word search or other puzzle books |
| 73. Q-Tips | 115. Anything "travel sized" |
| 74. Legos | 116. Soap |
| 75. Car maintenance supplies | 117. Pumas stones |
| 76. Wine | 118. Lunch boxes |
| 77. Loofa | 119. Pet food |
| 78. Floss | 120. Post it notes |
| 79. Nail polish | 121. Outdoor water toys |
| 80. Nail polish remover | 122. Shaving supplies |
| 81. Pool upkeep and accessories | 123. Anything with "refill" in the title |
| 82. Socks | 124. Camping gear |
| 83. Bandages | 125. Anything with a sports team logo |
| 84. Cough drops | 126. Motor cycle accessories |
| 85. Reading glasses | 127. Radio controlled toys |
| 86. Bug killer | 128. Rock climbing/repelling supplies |
| 87. Motor oil | 129. Laser Tag devices and accessories |
| 88. Anything "personal" sized | 130. Pet fish supplies |
| 89. Swim suits | 131. Model rockets |
| 90. Backpacks | 132. Kites |
| 91. Towels and wash cloths | 133. RV accessories |
| 92. Baking/cooking supplies | Remember, anything can be a replen! |

How to Use These Replen Ideas

The list of 133 potential replens on the previous pages might seem like a lot of items but those items are only scratching the surface of what is possible. I could easily come up with another 133 ideas, but it's my hope that these items will help get your brain to start thinking more and more about what is possible when you're out searching for profitable replens.



Here are the ways you can use this idea list to help you find more replens:

1. **Similar item rabbit trails**

This list was created to be a good “jumping off” point when it comes to finding profitable replens. Maybe you see idea #110 (ping pong balls) and first think, “Ok, I’m at a sporting goods store and looked at all the ping-pong balls, but didn’t find anything.” Well, what other sport equipment probably gets replaced on a regular basis? Tennis balls? Golf balls? Badminton shuttlecocks? Pickleball balls? Yes, yes, yes, and yes!

Let’s keep thinking about possible sports replens. What other sporting related items get replaced all the time. Billiards pool chalk? Plastic orange cones for kid’s soccer? Pine tar for baseball? Yes, yes, and yes!

You could easily take each one of these 133 ideas and follow multiple rabbit trails to come up with even more ideas.

2. **Get out of your comfort zones**

Most Amazon sellers are in a sourcing rut and they don’t even know it. We all create certain habits based on the success we have when we are first starting to sell on Amazon. For example, if you first find success selling toys, then you’ll always be drawn to the toy sections of the stores you are sourcing at. If you find success with groceries when you are a beginner, you’ll always go to the grocery sections when you’re out sourcing.

This list of replen ideas was created to help get you out of your comfort zones and start seeing the profit potential of other categories you might have never even considered before.

3. **Think outside of the box.**

You might be asking the question, “Ok, I see that #32 on the replen idea list is toothbrushes and I can understand that people are going to be buying new tooth

brushes throughout the year... but is a \$2 tooth brush actually going to be a good replen?" That's a good question if all we are talking about is a \$2 toothbrush. But I want you to use this list and think outside of the box.

While a single \$2 tooth brush is probably not going to be profitable, we might miss out on a great opportunity if we don't check the data first. Perhaps there is a \$2 tooth brush that will be profitable for you. Maybe the \$2 tooth brush has a popular kid's TV character on the handle and it's selling for \$12 on Amazon. It's totally possible. Scan the item and look at the data before you write it off.

If you scan the item and see that it's not profitable selling as a single item, what about if it was sold together as a multipack of 20 tooth brushes? If you use a keyword search (like I teach you as another sourcing option in this course) then you might find a great listing of a tooth brush multipack that would be profitable for you.

Or maybe I'm not talking about a \$2 cheap tooth brush. Maybe you can find a more expensive electric tooth brush that is selling well that people need to keep buying replacement brush heads for.

You see, just with idea #32 (tooth brushes), that opened up at least three possible opportunities (kids show character themed, sold in a multipack, or replacement part for a higher priced gadget). Try to think outside of the box. It might be hard at first, but the more you try, the better you'll be at it.

By now I hope you can see the limitless possibilities of finding possible replens that you might have never seen before and just passed up because you didn't know what to be looking for.

Again, all of these items are going to get your mind on the right path. Every item you hope that might be a replen needs to go through the checklist of looking at the Amazon listing, the profitability, and the Keepa graph in order to make the final decision of if this item is going to be a profitable replen or not.