

ONFIRE! HOTLIST

Fast growing demand and short supply mean sales opportunities for you!

This hotlist goes beyond the obvious big sellers. This is your inside scoop on the opportunity you might otherwise miss. We look for those hidden pockets of high—and fast growing—demand, coupled with short supply. If sales over the past two months grew faster than supply, and notably faster than the rest of the category, it's Hot.

Hot last year uses the same calculation, based on sales and demand in July 2012, for insight into seasonal trends and opportunities.

Business & Industrial >

Collectibles >

Home & Beauty >

Lifestyle >

(Fashion, Jewelry, Health & Beauty)

Motors >

Sports >

Technology >

Toys >

(Including collectible toys)



ebay Business & Industrial

Hot last month

Printing & Graphic Arts >	Screen & Specialty Printing >	Screen Printing
Healthcare, Lab & Life Science >	Dental >	Burs & Bur Blocks
Light Equipment & Tools >	Stationary Engines >	Engines
Retail & Services >	Mannequins & Dress Forms >	Partial-Body & Mannequin Parts
Printing & Graphic Arts >	Sign Making Supplies >	Vinyl & Sign Film
Healthcare, Lab & Life Science >	Dental >	Dental Supplies
Fuel & Energy >	Alternative Fuel & Energy >	Solar Power
Healthcare, Lab & Life Science >	Dental >	Scalers

Retail & Services >	Racks & Fixtures >	Sign Holders
Healthcare, Lab & Life Science >	Lab Supplies >	Frames, Supports & Clamps
Light Equipment & Tools >	Drywall Tools >	Taping Tools
Healthcare, Lab & Life Science >	Dental >	Curing-Light
Restaurant & Catering >	Bar & Beverage Equipment >	Fountains & Soda Dispensing
Light Equipment & Tools >	Hand Tools >	Pipe Cutters
Printing & Graphic Arts >	Screen & Specialty Printing >	Heat Transfer
Light Equipment & Tools >	Industrial Soldering >	Solder
Retail & Services >	Mannequins & Dress Forms >	Full-Body Mannequins
Electrical & Test Equipment >	Electronic Components >	Voltage Regulators
Light Equipment & Tools >	Hand Tools >	Concrete Tools
Office >	Office Equipment >	Typewriters & Word Processors



Cultures & Ethnicities >	Hawaiian >	Jewelry
Tobacciana >	Cigars >	Grinders
Movie Memorabilia >	Props >	Reproductions
Bullion >	Silver >	Coins
Animals >	Insects & Butterflies >	Beetles
Historical Memorabilia >	Flags & Pennants >	Confederate Flags
Rocks, Fossils & Minerals >	Fossils >	Reproductions

Hot last year

Pinbacks, Bobbles, Lunchboxes >	Pinbacks >	Olympic
Trading Cards >	Sci-Fi, Fantasy >	Mars Attacks
Paper Money: World >	Asia >	Malaysia
Advertising >	Hotel & Motel >	Room Keys
Decorative Collectibles >	Decorative Collectible Brands >	Patricia Breen
Television Memorabilia >	Merchandise & Promotional >	Badges, Pins & Buttons
Pens & Writing Instruments >	Pen Accessories >	Cases
Trading Cards >	Animation >	Magic the Gathering
Militaria >	Surplus >	Radios
Photographic Images >	Antique (Pre-1940) >	Viewmaster
Coins: World >	Africa >	Congo
Paper >	Calendars >	Current Year, Next Year
Trading Cards >	Animation >	Wacky Packages
Movie Memorabilia >	Photographs >	Collections & Bulk Lots
Movie Memorabilia >	Wardrobe >	Reproductions
Animation Art & Characters >	Japanese, Anime >	San-X

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Hot last year (continued)

Coins: World >	Africa >	Morocco
Rocks, Fossils & Minerals >	Crystals & Mineral Specimens >	Precious Metals
Silver >	Sterling Silver (.925) >	Salt Cellars
Animation Art & Characters >	Japanese, Anime >	Legend of Zelda
Decorative Collectibles >	Decorative Collectible Brands >	Mary Engelbreit
Architectural & Garden >	Hardware >	Door Plates & Backplates
Movie Memorabilia >	Posters >	Reproductions
Coins: World >	Asia >	Indonesia
Disneyana >	Contemporary (1968-Now) >	Disney Dollars
Pinbacks, Bobbles, Lunchboxes >	Bobbleheads, Nodders >	Modern (1970-Now)
Tobacciana >	Lighters >	Dupont
Bullion >	Gold >	Coins
Coins: US >	Half Cents >	Classic Head (1809-36)
Coins: World >	Africa >	Liberia



ebay Home & Beauty

Hot last month

Tools >	Power Tools >	Sharpeners
Tools >	Power Tools >	Jacks & Stands
Tools >	Power Tools >	Planers
Dog Supplies >	Health Care >	Ear Care
Tools >	Power Tools >	Cordless Drills
Makeup >	Face >	BB Cream
Shaving & Hair Removal >	Clippers & Trimmers >	Blades, Guides & Attachments
Health Care >	Sexual Wellness >	Condoms & Contraceptives
Health Care >	Sexual Wellness >	Fertility Monitors
Weight Management >	Foods, Bars & Snacks >	Foods, Meals
Health Care >	Smoking Cessation >	Gum, Lozenges
Health Care >	First Aid >	Ointments, Creams & Oils
Health Care >	Sexual Wellness >	Ovulation Kits
Makeup >	Makeup Tools & Accessories >	Sharpeners
Weight Management >	Foods, Bars & Snacks >	Snacks, Treats
Medical, Mobility & Disability >	Diabetic Aids >	Test Strips
Tools >	Power Tools >	Combination Sets
Yard, Garden & Outdoor Living >	Outdoor Power Equipment >	Hedge Trimmers
Tools >	Power Tools >	Impact Wrenches
Housekeeping & Organization >	Laundry Supplies >	Laundry Bags
Yard, Garden & Outdoor Living >	Gardening Supplies >	Pest & Weed Control
Yard, Garden & Outdoor Living >	Pools & Spas >	Pool Parts & Maintenance
Yard, Garden & Outdoor Living >	Outdoor Power Equipment >	String Trimmer Parts & Accs
Yard, Garden & Outdoor Living >	Pools & Spas >	Swimming Pool Covers
Dog Supplies >	Health Care >	Eye Care



ebay Home & Beauty

Kids & Teens at Home >	School Supplies >	Pens & Pencils
Kids & Teens at Home >	Educational Materials >	High School
Dietary Supplements, Nutrition >	Sports Supplements >	Weight Gainers
Kitchen, Dining & Bar >	Kitchen Storage & Organization >	Food Storage Bags
Kids & Teens at Home >	Educational Materials >	Middle School
Makeup >	Eyes >	Lash Growth & Conditioner
Food & Beverages >	Candy, Gum & Chocolate >	Licorice
Kids & Teens at Home >	Educational Materials >	Elementary School
Kitchen, Dining & Bar >	Cake, Candy & Pastry Tools >	Candy & Chocolate Molds
Tools >	Power Tools >	Joiners
Kitchen, Dining & Bar >	Kitchen Tools & Gadgets >	Slicers
Dietary Supplements, Nutrition >	Sports Supplements >	Amino Acids
Medical, Mobility & Disability >	Monitoring & Testing >	Stethoscopes
Vision Care >	Reading Glasses >	+1.25 strength
Dog Supplies >	Training & Obedience >	Whistles
Greeting Cards & Party Supply >	Gift Wrapping Supplies >	Cellophane
Food & Beverages >	Candy, Gum & Chocolate >	Mints
Health Care >	Sleeping Aids >	CPAP Accessories
Greeting Cards & Party Supply >	Gift Wrapping Supplies >	Tissue Paper
Home Decor >	Home Fragrances >	Air Fresheners
Vision Care >	Reading Glasses >	+2.75 strength
Makeup >	Eyes >	Eyebrow Liner & Definition
Vision Care >	Reading Glasses >	+2.00 strength
Massage >	Massagers >	Back



Hot last year (continued)

Dog Supplies >	Health Care >	Skin & Coat Care
Dietary Supplements, Nutrition >	Sports Supplements >	Muscle Growth
Makeup >	Eyes >	False Eyelashes & Adhesives
Health Care >	Sexual Wellness >	Body Enhancing Devices
Shaving & Hair Removal >	Electric Shavers >	Women's
Vision Care >	Reading Glasses >	+2.50 strength



For the Lifestyle categories, we look for brands where demand and conversion is high compared to the top ten selling brands in each category each month, and inventory on eBay is light. Product experts then examine trends and suggest which styles and colors may be popular within that brand.

Watches >	Wristwatches >	Michael Kors >	Chronograph, Rose Gold & Stainless Steel
Watches >	Wristwatches >	Diesel >	Chronographer, Silicone & Stainless Steel
Women's Shoes >	Athletic >	ASICS >	Gel
Men's Shoes >	Athletic >	ASICS >	Gel
Women's Shoes >	Athletic >	SKECHERS >	DANZA-WILD FIRE
Women's Shoes >	Sandals >	KEEN >	waimea, kona
Women's Shoes >	Sandals >	Tory Burch >	thong miller, miller2, emmy flat
Women's Clothing >	Dresses >	Lilly Pulitzer >	Spring Floral & Print Day Dresses
Men's Clothing >	T-Shirts >	Ralph Lauren >	plain medium fit vneck tees
Men's Clothing >	Casual Shirts >	Hollister >	Button Downs
Women's Handbags & Bags >	Handbags & Purses >	Michael Kors >	Totes and Satchels



Parts & Accessories >	Services & Installation >	Restoration & Fabrication
Parts & Accessories >	Other Vehicle Parts >	Go Kart Parts
Parts & Accessories >	Other Vehicle Parts >	Golf Car Parts & Accessories

Parts & Accessories >	Snowmobile Parts >	Decals & Stickers
Parts & Accessories >	Performance & Racing Parts >	Kart Racing Parts
Parts & Accessories >	Automotive Tools >	Power Tools
Parts & Accessories >	ATV Parts >	Lighting
Parts & Accessories >	Services & Installation >	Glass Repair or Replacement
Parts & Accessories >	ATV Parts >	Intake & Fuel Systems
Parts & Accessories >	Automotive Tools >	Hand Tools
Parts & Accessories >	Tools >	Hand Tools
Parts & Accessories >	Car Electronics >	Satellite Radio
Parts & Accessories >	Car Electronics >	12-Volt Portable Appliances
Parts & Accessories >	RV, Trailer & Camper Parts >	Tires & Wheels
Parts & Accessories >	Car Electronics >	Alarms & Security



Team Sports >	Soccer >	Training Aids
Cycling >	Cycling Clothing >	Shorts
Cycling >	Bicycle Accessories > Lights & Reflectors	
Exercise & Fitness >	Gym, Workout & Yoga >	Books & Video
Cycling >	Bicycle Components & Parts >	Headset Spacers
Golf >	Accessories >	Ball Pick-Ups & Retrievers
Outdoor Sports >	Backyard Games >	Bocce Ball
Cycling >	Bicycle Components & Parts >	Brake Levers
Cycling >	Bicycle Accessories >	Decals, Stickers
Cycling >	Bicycle Components & Parts >	Derailleurs (Rear)
Golf >	Clothing, Shoes & Accessories >	Gloves
Cycling >	Bicycle Components & Parts >	Handlebar Grips, Tape & Pads
Tennis & Racquet Sports >	Clothing, Shoes & Accessories >	Hats & Headwear
Outdoor Sports >	Camping & Hiking > Insect Nets & Repellents	
Vater Sports >	Kitesurfing > Kites, Lines	
Cycling >	Bicycle Accessories >	Mirrors
xercise & Fitness >	Gym, Workout & Yoga >	Monitors & Pedometers
Golf >	Accessories >	Range Finders
Cycling >	Bicycle Components & Parts >	Skewers
Water Sports >	SCUBA & Snorkeling >	Spear Guns
Golf >	Clothing, Shoes & Accessories >	Sunglasses
Hunting >	Tactical & Duty Gear >	Tactical Footwear
Team Sports >	Basketball >	Training Aids
Cycling >	Bicycle Components & Parts >	Tubes
Outdoor Sports >	Go-Karts (Recreational) >	Parts & Accessories



Exercise & Fitness >	Running >	Safety & Reflective Gear
Hunting >	Blinds & Treestands >	Tree Stands
Team Sports >	Football >	Clothing, Shoes & Accessories
Hunting >	Hunting Accessories >	Scents & Scent Eliminators
Team Sports >	Gymnastics >	Equipment
Outdoor Sports >	Archery >	Accessories
Hunting >	Gun Storage >	Racks
Exercise & Fitness >	Running >	Watches & Pedometers
Team Sports >	Volleyball >	Clothing
Hunting >	Hunting Accessories >	Game Feeders & Feed
Team Sports >	Volleyball >	Volleyballs
Outdoor Sports >	Archery >	Arrows
Team Sports >	Bowling >	Bags
Hunting >	Gun Parts >	Magazines
Indoor Games >	Table Tennis, Ping Pong >	Paddles
Hunting >	Tactical & Duty Gear >	Body Armor & Plates
Outdoor Sports >	Camping & Hiking >	Backpacks
Hunting >	Vintage Hunting >	Duck Decoys
Exercise & Fitness >	Boxing >	Shorts
Hunting >	Vintage Hunting >	Shell Boxes
Hunting >	Scopes, Optics & Lasers >	Range Finders
Hunting >	Gun Smithing & Maintenance >	Smithing Equipment
Team Sports >	Bowling >	Accessories



Radio Communication >	Parts & Accessories >	Coax. Cables & Connectors
Portable Audio & Headphones >	iPod, Audio Player Accessories >	Device-Specific Batteries
Vehicle Electronics & GPS >	GPS Accessories & Tracking >	GPS Holders & Mounts
Radio Communication >	Antennas >	Walkie Talkie/Two-Way Antennas
Radio Communication >	Parts & Accessories >	Batteries & Chargers
TV, Video & Home Audio >	Home Audio Stereos, Components >	Compact & Shelf Stereos
Vehicle Electronics & GPS >	GPS Accessories & Tracking >	GPS Chargers & Batteries
Radio Communication >	Antennas >	Ham, Amateur Radio Antennas
Lighting & Studio >	Flash Lighting >	Slaves & Trigger Systems

Printers, Scanners & Supplies >	Parts & Accessories >	Printer Memory
Printers, Scanners & Supplies >	Parts & Accessories >	Fusers
Computer Components & Parts >	Laptop Replacement Parts >	Laptop Replacement Keyboards
Computer Components & Parts >	Fans, Heatsinks & Cooling >	Water Cooling
Drives, Storage & Blank Media >	Hard Drives (HDD, SSD & NAS) >	External Hard Disk Drives
Computer Components & Parts >	Motherboard Components & Accs >	Motherboard Diagnostic Cards
Printers, Scanners & Supplies >	Ink, Toner & Paper >	Toner Refills & Kits
Computer Components & Parts >	Motherboard Components & Accs >	Motherboard Components
Printers, Scanners & Supplies >	Parts & Accessories >	Print Heads
Lighting & Studio >	Light Controls & Modifiers >	Studio Umbrellas
Vintage Movie & Photography >	Vintage Cameras >	Folding Cameras
Lighting & Studio >	Light Controls & Modifiers >	Softboxes & Diffusers
Vintage Movie & Photography >	Vintage Cameras >	Subminiature Cameras
Vintage Movie & Photography >	Vintage Cameras >	Stereo Cameras



Art Supplies >	Decorative & Tole Painting >	Ready to Paint Items
Dolls >	Reborn >	Reborn Kits & Supplies
Beads & Jewelry Making >	Beads, Pearls & Charms >	Pendants
Beads & Jewelry Making >	Beads, Pearls & Charms >	Beads
Art Supplies >	Decorative & Tole Painting >	Stencils
Dolls >	By Brand, Company, Character >	Dollfie & BJDs
Dolls >	By Brand, Company, Character >	Integrity, Fashion Royalty
Games >	Miniatures, War Games >	Confrontation
Building Toys >	LEGO >	Mindstorm Robotics
Trading Card Games >	Yu-Gi-Oh >	Packs

Hot last year

Handcrafted & Finished Pieces >	Greeting Cards & Gift Tags >	Blank Cards
TV, Movie & Character Toys >	My Little Pony >	1990-Now
Slot Cars >	Accessories >	1970-Now
Trading Card Games >	Magic the Gathering >	Complete Sets
Building Toys >	Erector Sets >	Pre-1980
Home Arts & Crafts >	Leathercraft >	Accessories
Preschool Toys & Pretend Play >	Little Tikes >	Dollhouse Size
Games >	Miniatures, War Games >	Star Wars
Home Arts & Crafts >	Ceramics & Pottery >	Ready-to-Paint Pottery
Home Arts & Crafts >	Candles & Soap >	Dyes
Educational >	Alphabet & Language >	Magnets
Model Railroads & Trains >	N Scale >	Bachmann
Electronic, Battery & Wind-Up >	Electronic & Interactive >	Furby

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Hot last year (continued)

Building Toys >	LEGO >	Technic
TV, Movie & Character Toys >	Digimon >	Action Figures
Model Railroads & Trains >	HO Scale >	Bachmann
Model Railroads & Trains >	HO Scale >	Broadway Limited
Scrapbooking & Paper Crafts >	Scrapbooking Tools >	Blades, Cutters & Trimmers
Trading Card Games >	Yu-Gi-Oh >	Promotional
Games >	Role Playing Games >	Dungeons & Dragons
Needlecrafts & Yarn >	Crocheting & Knitting >	Knitting Boards & Looms
Trading Card Games >	Magic the Gathering >	Foil Cards
Glass & Mosaics >	Glass Art & Mosaic Supplies >	Glass Art Tools
Scrapbooking & Paper Crafts >	Embellishments >	Bottle Caps
Needlecrafts & Yarn >	Needlepoint & Plastic Canvas >	Plastic Canvas Patterns