

2009 Internet Sales Trends for specialty online stores

As a small business that helps companies establish their brand online and drive traffic to their sites, we spend a very large portion of our time analyzing Internet search traffic and sales trends on sales of things that our clients sell.

Over time, we've noticed some very interesting facts. For instance, in the present year 2009 and last year (2008), we've seen a significant increase in the number of people buying things online. OK, that's what everyone says and reports but we've actually seen that in many Ecommerce stores that we promote - so I can say a 10-20% increase in sales on average despite the recession.

In particular, sales of vegan products are on the rise. We can say that based on sales on veggieplaza.com - a store for vegetarian and vegan cookbooks. Sales of clothing stores such as stores selling jeans, Etc. appear to be going down, we will not name the stores to protect our clients' identities. Gay and Lesbian apparel sales online are on the rise as well.

Below, I will list of trends that we have personally observed. Note that these could be different than the overall sales results for the market. Our observations are based on only a few stores (our client sites and their closest competitors). Our clientele usually comprises upcoming online stores and sometimes, even brand new ones. So our observations are more applicable for custom or specialty stores not the really macro economic trends which the bigger ones like walmart.com or bestbuy.com would reflect better.

Sales on the rise

- Vegan products including vegan shoes, vegan wallets and vegan apparel
- Gay and Lesbian products
- Pet food and pet supplements
- Pet apparel - including pet sports apparel such as NFL dog jerseys and collars, Etc.
- Online discount gift cards

Sales going down

- Generics such as standard jeans, tops, Etc.
- Designer clothers and high end fashion stores
- Travel related stores

As we close in on holiday season - including Black Friday, I can see sales on specialty electronics products go up soon. Off late, since we have some insight into these kinds of sales trends, I've been wondering if it could be a profitable endeavor to source products internationally and stock is locally and sell online or via Ebay or other sites. I know thousands of people do this and it can be done, but the secret is to know what to sell and then establish a profitable, reliable supply chain.

I will be posting some more thoughts on this in my next few posts.