

Jungle Scout

亚马逊选品及运营一站式工具

美国2021年 热卖旅游类产品报告

- 了解北美旅游业市场的消费趋势，
以及2021年第三季度亚马逊畅销旅行类产品



关注公众号，
免费领取最新行业分析、
爆款产品报告



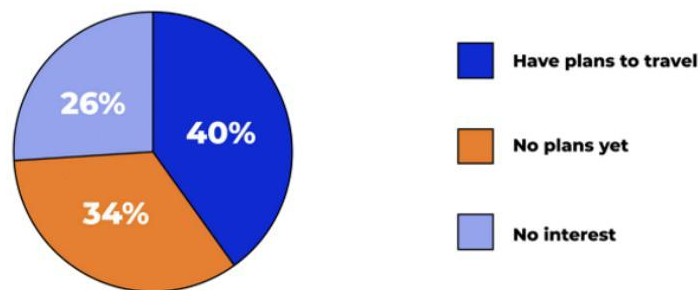
美国 2021 年的主要旅行趋势

COVID-19 对整个旅游业均产生了负面影响，从航空和酒店业、到销售旅行必需品的电子商务品牌、以及其中涉及的所有旅行业务无一避免。光是在美国，2020 年旅游业行情下滑，导致 10 个月内，[收入损失达 1472.45 亿美元](#)全球旅行收入损失达 9,350 亿美元。幸运的是，COVID-19 给旅游业带来的灾难性影响似乎已接近尾声，旅游业即将迎来预测增长。这对销售旅行类产品的亚马逊卖家来说不啻于一大福音！继续阅读，了解当前消费者对旅行的看法和优先考虑事项，以及对 2021 年第三季度亚马逊旅行类产品的销售表现的洞察。

美国旅行统计数据

Jungle Scout [最新消费者趋势报告](#)的结果表明，在因 COVID-19 而颁发旅行限制一年多之后，许多美国居民渴望再次能够外出旅行，并正在制定 2021 年的旅行计划。40% 的美国消费者已经制定了 2021 年剩余时间的旅行计划，另有 34% 的消费者表示尚未制定计划。仅有 26% 的人对于在 2021 年剩余时间出去旅行没有兴趣。

Travel plans for the remainder of 2021:



2021 年，旅行在消费者预算中的优先级有所上升：1/4 与去年相比，今年计划增加旅行或度假消费。消费者对外出旅行的放心程度体现在美国的酒店和机票预订方面。酒店需求几乎恢复到疫情前水平：目前仅比 2019 年 8 月低 4%。目前，每天通过 TSA 检查站的旅行者人数自 2020 年 9 月以来上涨了 130%，但与 2019 年 9 月的航空旅行者人数相比仍低 24%。

最畅销的旅行产品包括行李箱和疫苗接种卡保护套

随着人们准备重新开始与亲人朋友们走动，探索新目的地，摆脱居家束缚，2021 年第三季度亚马逊旅行类产品的销售收入与 2020 年第三季度相比有所增长。

行李箱

无论您前往何处旅行，花费多长时间，您可能都需要打包行李。没有行李箱或需要购买新行李箱的旅行者通常会选择前往亚马逊平台购买。亚马逊平台上行李箱类产品的收入增长了 141%，其中包括提供单个手提箱和含 2-4 件产品的行李箱套装的产品列表。



Kenneth Cole Reaction Out Of Bounds 2-Piece Lightweight Hardside 4-Wheel Spinner Luggage Set: 20" Carry-On & 28" Checked Suitcase

Visit the Kenneth Cole REACTION Store
★★★★★ 10,940 ratings | 355 answered questions

Save 16% Lowest price in 30 days

Was: \$131.66 Details
Price: \$110.23 & FREE Returns
You Save: \$21.43 (16%)

Size: 2-Piece Set (20" & 28")

2-Piece Set (20" & 28") 3-Piece Set (20", 24", & 28")

20-Inch Carry On 24-Inch Checked 28-Inch Checked

Color: Charcoal



- Multi-directional 4-wheel spinners for smooth, 360-degree movement
- Durable, lightweight hardside ABS exteriors with molded corner guard reinforcements and tear-resistant, fully lined interiors

\$110.23

& FREE Returns

FREE delivery: Oct 2 - 6 Details

Fastest delivery: Sep 30 - Oct 4

Select delivery location

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from: Amazon.com

Sold by: Amazon.com

Packaging: Shows what's inside an...

Details

Return policy: Eligible for Return, Refund or Replacement

Details

Return policy: Eligible for Return, Refund or Replacement

Details

Return policy: Eligible for Return, Refund or Replacement

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Return policy: Eligible for Return, Refund or Replacement

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Return policy: Eligible for Return, Refund or Replacement

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Return policy: Eligible for Return, Refund or Replacement

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Return policy: Eligible for Return, Refund or Replacement

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Return policy: Eligible for Return, Refund or Replacement

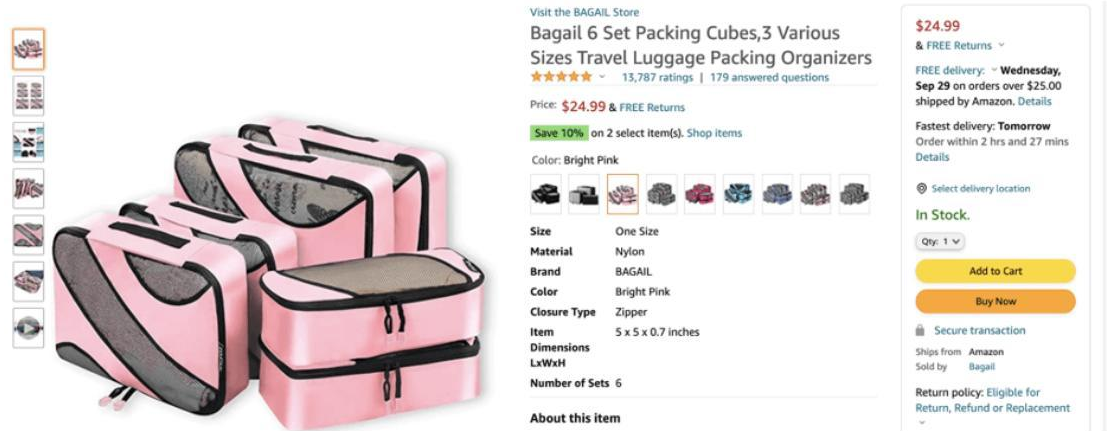
Details

Return policy: Eligible for Return, Refund or Replacement

Details

包装立方体

对于喜欢将物品打理得井然有序的旅行者来说，包装立方体必不可少！亚马逊平台上包装立方体类的收入增长了 151%，似乎越来越多的消费者开始领略到手提箱保持井然有序（甚至是色调协调一致）的魅力。



Visit the BAGAIL Store

Bagail 6 Set Packing Cubes, 3 Various Sizes Travel Luggage Packing Organizers

★★★★★ 13,787 ratings | 179 answered questions

Price: **\$24.99** & FREE Returns

Save 10% on 2 select item(s). Shop items

Color: Bright Pink

Size: One Size

Material: Nylon

Brand: BAGAIL

Color: Bright Pink

Closure Type: Zipper

Item Dimensions LxWxH: 5 x 5 x 0.7 inches

Number of Sets: 6

About this item

\$24.99 & FREE Returns

FREE delivery: **Wednesday, Sep 29** on orders over \$25.00 shipped by Amazon. Details

Fastest delivery: **Tomorrow** Order within 2 hrs and 27 mins Details

Select delivery location

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon

Sold by Bagail

Return policy: Eligible for Return, Refund or Replacement

旅行梳洗袋

男女都可以使用梳洗袋来整理洗漱用品，避免个人护理产品破损弄脏行李和衣物。亚马逊平台上旅行梳洗袋类的收入增长了 228%，其中包括提供单只小梳洗袋和全尺寸悬挂式整理袋（适合长途旅行）的产品列表。



Share

BAGSMART Toiletry Bag Hanging Travel Makeup Organizer with TSA Approved Transparent Cosmetic Bag Makeup Bag for Full Sized Toiletries, Large-Black

★★★★★ 936 ratings | 7 answered questions

List Price: \$34.99 Details

Price: **\$27.99** & FREE Returns

You Save: \$4.00 (13%)

Get \$50 off instantly: Pay \$0.00 ~~\$27.99~~ upon approval for the Amazon Rewards Visa Card. No annual fee.

Extra Savings Promotion Available. 3 Applicable Promotion(s)

Color: Black

Size: Large

\$27.99 & FREE Returns

FREE delivery: **Wednesday, Sep 29** Details

Fastest delivery: **Tomorrow** Order within 2 hrs and 24 mins Details

Select delivery location

In Stock.

Qty: 1

Add to Cart

Buy Now

旅行充电宝

没有人愿意被困在一个没法使用手机和钟爱的数字设备的陌生场所，所以很多旅行者都会携带便携式充电宝，以便在到达目的地之前保持电子设备电量充足。亚马逊平台上旅行充电宝类的收入增长了 76%。



Anker Portable Charger, PowerCore Slim 10000 Power Bank, 10000mAh Battery Pack, High-Speed PowerIQ Charging Technology for iPhone, Samsung Galaxy, and More

Visit the Anker Store
★★★★★ 32,977 ratings | 495 answered questions
Amazon's Choice in Cell Phone Replacement Batteries by Anker

Price: **\$21.99**
Get \$50 off instantly: Pay \$0.00 \$21.99 upon approval for the Amazon Rewards Visa Card. No annual fee.

Color: **Black**

\$21.99 **\$29.99**

\$21.99
FREE delivery: ~ **Wednesday, Sep 29** on orders over \$25.00 shipped by Amazon. Details
Fastest delivery: **Tomorrow** Order within 52 mins Details
Select delivery location
In Stock.
Qty: 1
Add to Cart
Buy Now
Secure transaction
Ships from Amazon

疫苗接种卡保护套

随着 COVID-19 疫苗接种者人数增多，亚马逊平台上消费者对疫苗接种卡保护套的需求大幅增加，这类产品的收入与 2020 年第三季度相比增长了 2,380%。



Covid Vaccination Card Holder, CDC Vaccination Card Protector 4 X 3 Inches Immunization Record Vaccine Card Holder Waterproof Clear Vinyl Plastic Sleeve with Type Resealable Zip (3 Pack)

Brand: Guncyter
★★★★★ 3,377 ratings | 10 answered questions
#1 Best Seller in Index Card Files & Business Card Files

Price: **\$6.99** & FREE Returns
Get \$50 off instantly: Pay \$0.00 \$6.99 upon approval for the Amazon Rewards Visa Card. No annual fee.

Number of Items: **3**


3	5	10	20	50
\$6.99	\$8.99	\$10.99	\$14.99	\$25.99

• [Card Size]: PLEASE NOTE :Please refer to Linked image 2 to 4.Vaccination card size can vary ,please check measurements before purchasing. The maximum Suitable Vaccination card size is 4" L x 3" W.If you think the card holder(Another Card Size 4 1/4X3 1/2)doesn't fit, just flip it over and slide the top underneath and it seals closed.
• [Card Size]: PLEASE NOTE :Please refer to Linked image 2 to 4.Vaccination card size can vary ,please check measurements before purchasing. The maximum Suitable Vaccination card size is 4" L x 3" W.If you think the card holder(Another Card Size 4 1/4X3 1/2)doesn't fit, just flip it over and slide the top

\$6.99
& FREE Returns
FREE delivery: ~ **Wednesday, Sep 29** on orders over \$25.00 shipped by Amazon. Details
Fastest delivery: **Sunday, Sep 26** Order within 10 hrs and 46 mins Details
Select delivery location
In Stock.
Qty: 1
Add to Cart
Buy Now
Secure transaction
Ships from Amazon
Sold by Guncyter
Return policy: Eligible for Return, Refund or Replacement

旅行吹风机

虽然很多酒店提供免费吹风机，但很多旅行者还是选择 BYOBD（自带吹风机）。亚马逊平台上旅行吹风机的收入增长了 428%，其中包括适配国际插座（无需国际电源适配器）的吹风机产品列表。





Hair Dryer, 1800W Professional Ionic Hair Dryer with Diffuser and Nozzles, Powerful Blow Dryer for Fast Drying, Compact & Lightweight Travel Portable Hair Dryer for Women

Visit the LPINYE Store
★★★★★ 528 ratings | 10 answered questions

Price: **\$39.99** (\$39.99 / Count) & FREE Returns
Coupon Save an extra 10% when you apply this coupon. Details

Get \$50 off instantly: Pay \$0.00 \$39.99 upon approval for the Amazon Rewards Visa Card. No annual fee.

Color: Green

 \$39.99 (\$39.99 / Count)	 \$39.99 (\$39.99 / Count)
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Hair Type	All, Wavy
Color	Green
Brand	LPINYE
Number of Speeds	2

\$39.99
& FREE Returns

FREE delivery **Saturday, October 2**

Or fastest delivery **Tomorrow, September 28**. Order within 19 mins

Deliver to Eva - Nampa 83651

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon
Sold by LPINYE

Return policy: Eligible for Return, Refund or Replacement

Add your 30-day Prime return protection

美国旅行者将 2021 年度假的安全问题视为重中之重

安全似乎是消费者旅行时考虑的首要问题，也是决定目的地、交通方式和住宿时考虑的关键因素。

更多旅行者选择国内旅行而非国际旅行

在 2021 年剩余时间计划去旅行的人当中，82% 的人表示他们计划选择国内旅行，而 31% 的人则计划选择国际旅行（部分表示两者兼而有之）。

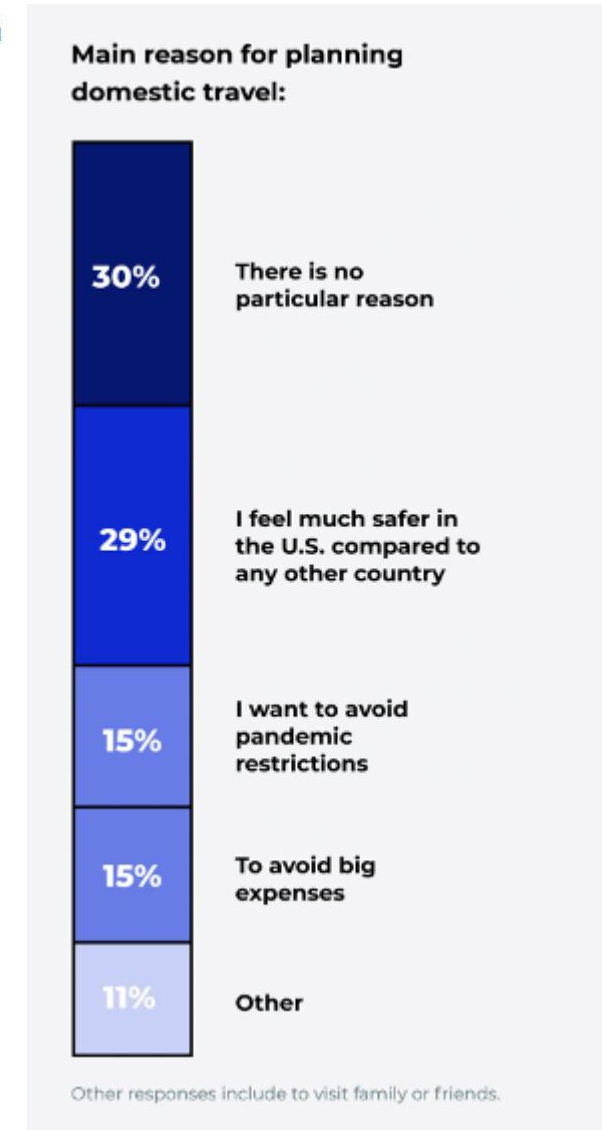
虽然 30% 计划旅行的旅行者表示，他们选择国内旅行而非国际旅行并没有特别的原因，但 29% 的人表示，他们选择国内旅行的主要原因在于他们觉得美国相比其他国家/地区而言更为安全。其他考虑因素包括规避疫情限制以及国际旅行费用更高。

Type of travel plans (among those planning to travel):




Respondents could select multiple answers.

虽然制定了旅行计划的消费者中只有 31% 的人会出国旅行,但亚马逊平台上国际旅行产品 (如护照配件和国际电源适配器) 的收入仍有所增长。



护照保护套

在许多国家关闭边界一年之后，国际旅行终于得以重新开放，人们掏出护照并购买护照保护套，为 COVID-19 后的首次国际旅行做好准备。亚马逊平台护照保护套类的收入增长了 73%。



Visit the WALNEW Store
WALNEW RFID Passport Holder Cover
Traveling Passport Case
★★★★☆ 6,684 ratings | 21 answered questions

Price: **\$9.99** & FREE Returns

Color: Brown

Form Factor: Coat
Brand: WALNEW
Special Feature: RFID_blocking
Material: Faux Leather
Style: Embossing Series

About this item

- Faux Leather lining
- High Quality Material: PU leather exterior and interior. Passport fits snugly into the pocket, providing a comfortable feeling and protection from dust and abrasions
- Security Protective Passport Cover: RFID blocking shield material inside, this RFID Blocking Holder helps prevent personal account information disclosure. Comes with an elastic strap which can secure items inside, passport cover will not open in your bag
- Practical Organizer Case: This organizer pouch has extra slots to hold

Share

\$9.99
& FREE Returns

FREE delivery: ~ **Wednesday, Sep 29** on orders over \$25.00 shipped by Amazon. Details

Fastest delivery: **Tomorrow**
Order within 1 hr and 51 mins
Details

Select delivery location

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon
Sold by WALNEW

Return policy: Eligible for Return, Refund or Replacement

Add your 30-day FREE trial of Prime and get fast, FREE

国际旅行适配器

如果不购买国际旅行适配器，确保您可以将电子设备安全地插入插座充电，那简直没法开展多数国际旅行。亚马逊平台上国际旅行适配器类的收入增长了 174%。



Roll over image to zoom in

EPICKA Universal Travel Adapter One International Wall Charger AC Plug Adaptor with 5.6A Smart Power and 3.0A USB Type-C for USA EU UK AUS

Visit the EPICKA Store
★★★★☆ 3,933 ratings
Amazon's Choice in Electrical Adapters by EPICKA

Price: **\$22.99** & FREE Returns

Coupon Save an extra 10% when you apply this coupon. Details

Get \$50 off instantly: Pay \$0.00 \$22.99 upon approval for the Amazon Rewards Visa Card. No annual fee.

Style: **4 USB + TYPE C - Grey**

4 USB + TYPE C - Grey \$22.99	4 USB + TYPE C - Rose Gold \$21.99	4 USB + TYPE C - White + Grey \$21.99
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\$22.99
& FREE Returns

FREE delivery: ~ **Wednesday, Sep 29** on orders over \$25.00 shipped by Amazon. Details

Fastest delivery: **Tomorrow**
Order within 16 mins
Details

Select delivery location

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon

更多旅行者选择自驾游，而非搭乘公共交通

似乎许多消费者都选择自驾游，而非客运航班和火车等其他交通方式，以避免旅行枢纽熙熙攘攘的人群。60% 的消费者乘坐私家车出行，23% 的人计划在 2021 年租车出行。越来越多的消费者计划自驾出行，在亚马逊平台上购买的自驾游相关旅行产品也越来越多。

旅行药箱

COVID-19 让人们重新认识到了健康与安全的重要性。似乎越来越多的消费者更加重视是否能快速获得药品，基于此，亚马逊平台上旅行药箱类的收入增长了 816%。



Welly Remedies - Children's Medicine Travel Kit, Individually Wrapped: Allergy Relief, Pain & Fever Relief, and Stomach Soother - 36 Count

Visit the Welly Store
★★★★★ 2,735 ratings | 16 answered questions
Amazon's Choice in Adhesive Bandages by Welly

Save 15% Lowest price in 30 days
Was: ~~\$13.99~~ Details
Price: **\$11.89** (\$0.33 / Count) & FREE Returns
You Save: **\$2.10 (15%)**

Get \$50 off instantly: Pay \$0.00 ~~from \$11.89~~ upon approval for the Amazon Rewards Visa Card. No annual fee.

Color: **Children's Travel Medicine Kit**

 \$11.89 (\$0.33 / Count)	 \$37.99 (\$0.19 / Count)	 \$24.94 (\$0.19 / Count)
 \$6.99 (\$6.99 / Count)	 \$8.94 (\$0.21 / Count)	 \$13.98 (\$0.29 / Count)
 \$13.98 (\$0.29 / Count)		

车载应急包

为了确保安全，自驾游旅行者都应该防患于未然，准备一个车载应急包，包括跨接电缆、信号枪、手电筒和工具等必需品。消费者似乎也有同样的考虑，因此，亚马逊平台上车载应急包类的收入增长了 15%。



Lifeline AAA Premium Road Kit, 42 Piece Emergency Car Kit with Jumper Cables, Flashlight and First Aid Kit, 4330AAA, Black
Visit the Lifeline Store
★★★★★ 6,614 ratings | 22 answered questions
Amazon's Choice in Automotive Safety Kits by Lifeline

Price: **\$25.59** (\$0.61 / Count) & FREE Returns

Get \$50 off instantly: Pay \$0.00 \$25.59 upon approval for the Amazon Rewards Visa Card. No annual fee.

Available at a lower price from other sellers that may not offer free Prime shipping.

- Flashlight with batteries
- Keep in your car
- 8 gauge heavy duty booster cable
- Compact storage bag with handles
- Most trusted name in travel

See more product details

车载充电器

除非您打算使用纸质地图导航至目的地，否则您将需要一个可靠的车载充电器，确保您选择的地图应用能够持续导航。亚马逊平台上车载充电器的收入增长了 4%，其中包括点烟器适配器和带充电器的手机支架。



Wireless Car Charger, CHGeek 15W Qi Fast Charging Auto Clamping Car Charger Phone Mount Windshield Dashboard Air Vent Phone Holder for iPhone 11 Pro Max Xs, Samsung Galaxy S20, S10+ S9+ Note 9, etc
Visit the CHGeek Store
★★★★★ 4,812 ratings | 115 answered questions

Price: **\$29.89** & FREE Returns

Coupon Save an extra \$3.00 when you apply this coupon. Details

Get \$50 off instantly: Pay \$0.00 \$29.89 upon approval for the Amazon Rewards Visa Card. No annual fee.

Available at a lower price from other sellers that may not offer free Prime shipping.

Color: **Black**

Compatible Devices Cellular Phones
Compatible Phone Samsung, iPhone

\$29.89
& FREE Returns

FREE delivery **Saturday, October 2**
Or fastest delivery **Tomorrow, September 28**. Order within 12 hrs

Deliver to Eva - Nampa 83651

In Stock.

Qty: 1

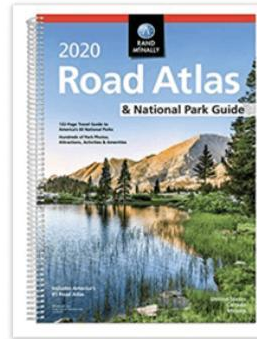
Add to Cart

Buy Now

Secure transaction

道路地图集

哦，等等，仍然有人在自驾游时使用纸质地图.....这可能会让很多人深感意外，但亚马逊平台上道路地图集类的收入增长了 495%（爸爸，是你吗？）



[See this image](#)

Rand McNally 2020 National Park Atlas & Guide Spiral-bound – April 15, 2019

by Rand McNally (Author)

★★★★★ 4,351 ratings

[See all formats and editions](#)

Spiral-bound
\$24.95

10 Used from \$8.87
3 New from \$24.95

There is a newer edition of this item:



Rand McNally 2022 Road Atlas & National Park Guide (Rand McNally National Park Road Atlas and Travel Guide)

\$20.95

★★★★★ (890)

In Stock.

Pinpoint the best in the best: America's 60 national parks. With essential information and tips, hundreds of photos and maps, and a complete road atlas, this guide is all you need to have extraordinary park experiences. A four-color, 132-page National Park Guide details the best of the best in each park—from trails, drives, and natural wonders to programs, museums, and lodges. Hundreds of photos capture the essence of each park. Park inset maps highlight key points-of-interest. A completely updated 2020 Road

[Read more](#)

与 2020 年相比，旅行者觉得 2021 年乘坐航空旅行更为安心

COVID-19 疫情导致航班时刻表和航线运营出现重大变动，航空旅行减少。2019 年，全球约有 45 亿航空乘客；2020 年，航空业客流量锐减 60%，仅有 18 亿人次。尽管与 2019 年相比仍有所下降，但 2021 年 6 月的航空乘客总人数与 2020 年 6 月相比高出 304%。随着人们开始重新信赖航空旅行，52% 的消费者表示，他们计划在即将到来的假期搭乘飞机前往目的地。常用于航空旅行的旅行产品（如旅行配件和个人护理产品）的收入也有所增加。

行李秤

无论您选择哪家航空公司，都必须遵守行李重量限制（如果超重，则要付费）。对于手头没有浴室秤的人来说，行李秤是航空旅行的必备产品。亚马逊平台上行李秤的收入增长了 219%，这让我们意识到，航空乘客都对逾重行李费忍无可忍！



Etekcity Luggage Scale, Digital Portable Handheld Suitcase Weight for Travel with Rubber Paint, Temperature Sensor, 110 Pounds, Battery Included

Visit the Etekcity Store
★★★★★ 26,050 ratings | 140 answered questions
#1 Best Seller in Luggage Scales

Price: **\$12.42** & FREE Returns

Get \$50 off instantly: Pay \$0.00 ~~\$12.42~~ upon approval for the Amazon Rewards Visa Card. No annual fee.

Size: **1 Pack**

Color: **Blue**



Brand	Etekcity
Material	Plastic
Item Weight	2.45 Pounds
Item Dimensions LxWxH	5 x 2 x 1 inches

行李吊牌

许多旅行者在乘坐飞机前都会购买行李吊牌，以免行李放错位置或误拿他人的手提箱。亚马逊平台上行李吊牌类的收入增长了 182%。



Brand: COWDIY

Set of 2 Luggage Tag with Full Back Privacy Name ID Card Stainless Steel Loop Suitcase Labels Identifiers PU Leather Baggage Tags Luggage for Women Men Kids Girls Travel

★★★★★ 1,654 ratings | 8 answered questions

Save 9% Lowest price in 30 days

Was: ~~\$40.89~~ Details
Price: **\$9.89** & FREE Returns
You Save: \$1.00 (9%)

Color: **Passport Stamp**



Color	Passport Stamp
Material	Leather
Brand	COWDIY

About this item

- [LIGHTWEIGHT AND DURABLE] High quality PU leather, soft, lightweight and durable. It will not scratch your luggage case. Stainless Steel Loop, Connect your luggage and tag securely.

\$9.89
& FREE Returns

FREE delivery: **Wednesday, Sep 29** on orders over \$25.00 shipped by Amazon. Details

Fastest delivery: **Tomorrow**
Order within 1 hr and 30 mins
Details

Select delivery location

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon

Sold by ONEHD Direct

Return policy: Eligible for Return, Refund or Replacement

Add your 30-day FREE trial of Prime and get **fast, FREE delivery**

1-Click ordering is not available for

旅行装洗漱用品

没有人希望自己的美容产品因为容量超过 3.4 盎司而在 TSA 被扣下并被扔进垃圾桶,所以如果您打算下次乘坐飞机前往目的地,那必须准备旅行装洗漱用品。亚马逊平台上旅行装洗漱用品类的收入增长了 95%,其中包括提供经 TSA 批准的空瓶(用于自行填充液体)和预装个人护理产品(如洗发水、护发素和沐浴露)的洗漱用品套装的产品列表。



POLENTAT 17 Pcs Silicone Travel Bottles Set, TSA Approved Travel Size Containers for Toiletries for Shampoo Leak-proof Travel Accessories Containers with Tag

Visit the POLENTAT Store
★★★★★ 2,772 ratings | 22 answered questions
Amazon's Choice for "travel accessories"

Price: **\$13.99** (\$13.99 / Count) & FREE Returns

Get \$50 off instantly: Pay \$0.00 \$13.99 upon approval for the Amazon Rewards Visa Card. No annual fee.

- **MUST-HAVE TRAVELING SETS** - 16 packs silicone traveling bottles sets includes 6 Pcs 3 sizes silicone bottles (2*3OZ + 4* 2OZ) for conserving shampoo or detergent, 2 Spray Bottles (30ml) for perfume or moisturizer, 3 cream jar (20ml) for moisturizing cream and 2 toothbrush cover + 1 funnel + 1 trowel+ 1 Brush
- **SAFE & PREMIUM MATERIAL** - Our silicone travel bottles are made of food-grade BPA-Free silicone, It is very safe and convenient for your vacation, the lightweight and soft material allows you squeeze the liquid out very easily
- **LEAK-PROOF DESIGN** - 3-layer leak-roof cap make you avoid liquid leakage or spillage, prevent your luggage and bags from getting dirty and smearing . And No-drip valve enhance the ability of leak-proof and make sure you will not squeeze excessive amount liquid
- **WIDE MOUTH DESIGN** - Wide Mouth makes it very easy to fill the bottle with viscous fluids, and it also allows you to brush the inside of bottle easily. Opal shape bottle body make liquids would not stuck in

Roll over image to zoom in

\$13.99
& FREE Returns

FREE delivery: **Wednesday, Sep 29** on orders over **\$25.00** shipped by Amazon. Details

Fastest delivery: **Tomorrow**
Order within 1 hr and 29 mins
Details

Select delivery location

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon
Sold by Samoyeah

Return policy: Eligible for Return, Refund or Replacement

部分旅行者计划下次去海边度假

在历经游轮被困港口逾一年之久,且行业收入损失预估达 320 亿美元之后,航行爱好者们一直期待有机会重回海洋的怀抱。到 2021 年 7 月,这一梦想终成现实。随着豪华邮轮再次起航,17% 的消费者表示,他们计划下次度假时会选择乘船或乘坐游轮旅行。亚马逊平台上常用于船只和游轮的旅行产品的收入有所增加,体现了这一转变。

晕船药

任何有过晕船经历的人可能知道，远海航行时务必要做好周全的准备。亚马逊平台上晕船药类的收入增长了 82%，包括非处方药（如茶苯海明和晕船贴）和顺势疗法药物（如 Sea-Band 和姜糖）等产品列表。



The screenshot shows the Amazon product page for 'Minter 40ct Motion Sickness Patch for Cruise/Plane/Train/Bus, Seasick Patches Anti Nausea Patches Behind Ear, Sea Sickness Patches with Waterproof and Non Drowsy...'. The product is by MT Healthy and has a 4.5-star rating from 40 reviews. The price is \$9.99, a 23% discount from the original price of \$12.99. The product is in stock and can be delivered by Wednesday, Sep 29. The page includes a 'Add to Cart' button and a 'Buy Now' button.

Brand	MT Healthy
Specific Uses For Product	Nausea, Motion Sickness
Item Form	Patch
Unit Count	40.00 Count
Target Audience	Unisex-Adults, Unisex-Kids

巡航挂绳

邮轮旅行者需要随身携带游轮 ID 卡，才能使用船上的多项设施，所以人们航行前都喜欢购买巡航挂绳。亚马逊平台上巡航挂绳类的收入增长了 14%。



The screenshot shows the Amazon product page for 'Cruise Lanyard with Waterproof ID Card Holder, Colorful Durable Lanyard with Badge ID Card Holder (Apple Green, 12 Pack)'. The product is by YOYOGO and has a 4.5-star rating from 2,383 reviews. The price is \$9.99 with free returns. The product is in stock and can be delivered by Oct 6 - 7. The page includes a 'Add to Cart' button and a 'Buy Now' button.

Color	Apple Green
Size	12 Pack

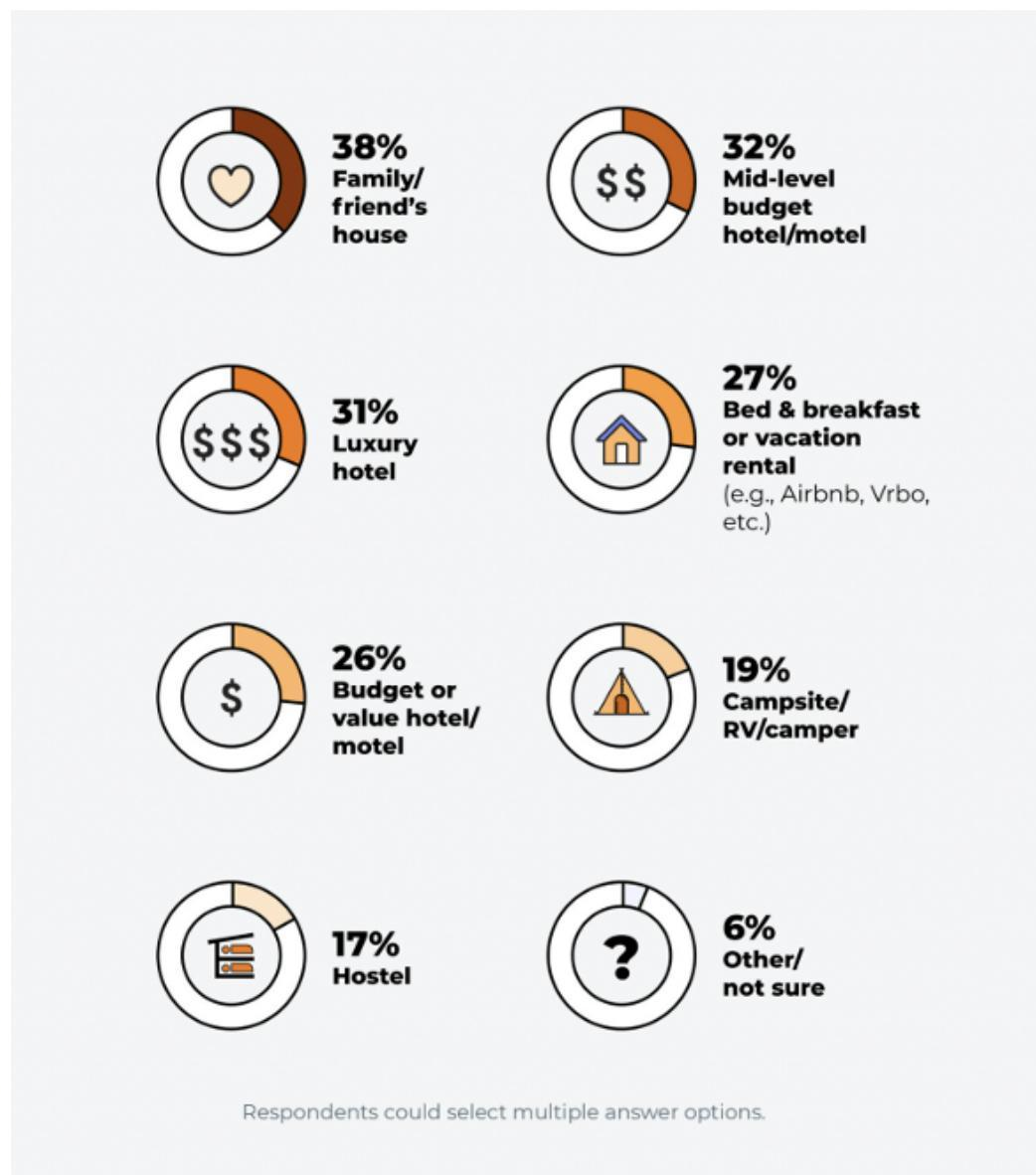
大部分旅行者计划缩减 2021 年的住宿开支

在住宿方面，许多旅行者计划选择更便宜的住宿方式，以节省开支。

- 38% 的人选择入住家人或朋友家（不用花钱）
- 32% 的人会选择中档经济型酒店或汽车旅馆，26% 的人会选择经济型或性价比高的酒店和汽车旅馆，更为省钱
- 17% 的人会选择入住旅舍
- 不到三分之一（31%）的人会选择豪华住宿
- 19% 的人会选择房车或露营车

许多旅行者会选择与家人朋友同住

由于很大一部分旅行者选择与家人或朋友同住，因此，东道主可能会囤积清洁用品和家庭用品等产品。在过去三个月内，28% 的消费者购买了更多清洁用品，21% 的消费者购买了更多美容和个人护理用品，20% 的消费者购买了更多家庭和厨房用品。



其他旅行选择公共住宿

许多消费者计划入住酒店、住宿加早餐酒店和旅舍等公共场所。亚马逊平台上酒店毛巾和酒店设施等散装酒店用品的销售收入也在增长，让消费者旅行和入住公共设施时能更为舒心。

散装酒店洗漱用品

大部分酒店和度假租屋业主（如爱彼迎和 VRBO 房东）会购买散装洗漱用品，以便随时提供给客人使用。亚马逊平台上散装酒店洗漱用品类的收入增长了142%，其中包括提供针线套装、指甲锉和剃须刀等设施的产品列表。



Terra Pure White Tea and Coconut Hotel Soaps and Toiletries Bulk Set | 1-Shoppe All-In-Kit for Hotels | 1oz Shampoo & Conditioner, Body Wash, Lotion & 1.25oz Bar Soap | Travel Size Toiletries 75 Pieces

Visit the Terra Pure Store
★★★★☆ - 77 ratings

Price: **\$71.49** (\$0.95 / Count) & FREE Returns
Get \$50 off instantly: Pay \$21.49 \$71.49 upon approval for the Amazon Rewards Visa Card. No annual fee.

Scent	Honey, Coconut, Aloe Vera
Brand	Terra Pure
Material Type Free	Gluten Free
Product Benefits	Smoothing

About this item

- HOTEL AMENITIES:** We offer luxury bulk travel size toiletries enriched with pure ingredients that are good for your skin. Each product is conveniently packaged for hotels, gyms, homeless care package supplies, vacation rentals, guest rooms, cruise ships, & more! Our bulk soap sets are Airbnb essentials!
- 75 Pieces IN THE BOX:** This 75 piece mini toiletries set has everything you need to keep your hotel guests comfortable. Your hotel kit includes 15 of each: Shampoo, Conditioner, Lotion, Body Wash & Soap Bar. Naturally scented with honey, coconut, and aloe vera.

\$71.49
& FREE Returns
FREE delivery: Oct 22 - 23
Details
Fastest delivery: Oct 20 - 21
Select delivery location
In stock soon.
Order it now.
Qty: 1
Add to Cart
Buy Now
Secure transaction
Ships from Amazon
Sold by 1-Shoppe Products
Packaging Shows what's inside. T...
Details
Return policy: Eligible for Return, Refund or Replacement
Add your 30-day FREE trial of Prime

散装酒店毛巾

除了酒店洗漱用品，大部分酒店和度假租屋都提供毛巾，供客人在入住期间使用。亚马逊平台上包括泳池毛巾和浴巾在内的散装酒店毛巾类的销售收入增长了 59%。



Arkwright Oversized Beach Towels (30x70, 24 Bulk Case Pack), Ringspun Cotton Double Yarn Strength, Perfect Beige Striped Pool Towel, Beach Towel, Bath Towel

Visit the Arkwright LLC Store
★★★★★ 1,587 ratings

Price: \$249.00 (\$10.38 / Count)

Get \$50 off instantly: Pay \$199.00 \$249.00 upon approval for the Amazon Rewards Visa Card. No annual fee.

Color: Beige



Item Package Quantity: 6

1 6

Size 35" x 70"

Color Beige

Material Cotton

Fabric Type 100% Cotton

Brand Arkwright LLC

\$249.00

FREE delivery: Oct 4 - 8

Select delivery location

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Arkwright LLC

Sold by Arkwright LLC

Return policy: Eligible for

Return, Refund or Replacement

within 30 days of receipt

1-Click ordering is not available for

this item.

Add to List

Share

部分旅行者会选择露营度假

尽管天气寒冷时露营的受欢迎程度往往有所下降，但 19% 的消费者表示，他们计划 2021 年外出旅行时选择房车或露营车进行露营度假。常用露营和房车用品（如睡袋）的收入略有增长。

房车用品

如果您选择房车旅行，您可能会发现自己有时不知身在何处，连家便利店都找不到，所以，在开始旅程之前，务必在车中储备一些必需品。亚马逊平台上房车用品类的收入增长了 46%，包括分格收纳罐、防水布和房车淋浴喷头等常用房车用品。



OMAIA Steel Organizer with Paper Towel Holder - Picnic Caddy for Plates and Utensils - RV Accessories for Inside - Camping Supplies - Condiment Grill BBQ Caddy - Cleaning Caddy for Cleaning Supplies

Visit the OMAIA Store
★★★★★ 51 ratings

Save 53% Lowest price in 30 days

Was: \$42.99 Details

Price: \$28.99 & FREE Returns

You Save: \$14.00 (33%)

Get \$50 off instantly: Pay \$0.00 \$28.99 upon approval for the Amazon Rewards Visa Card. No annual fee.

Available at a lower price from other sellers that may not offer free Prime shipping.

Brand OMAIA

\$28.99

& FREE Returns

FREE delivery Saturday,

October 2

Or fastest delivery Tomorrow, September 28. Order within 4 hrs 53 mins

Deliver to Eva - Nampa 83651

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from Amazon

Sold by OMAIA

Packaging Shows what's inside. T...

Details

露营配件

您会发现房车或露营车上通常还备有一些其他产品，包括睡袋、营灯和折叠椅等露营必需品。亚马逊平台上包括上述产品在内的露营用品类的收入增长了33%。



MalloMe Sleeping Bags for Adults Kids & Toddler - Camping Accessories Backpacking Gear for Cold Weather & Warm - Lightweight Equipment with Ultralight Compact Bag - Girls Boys Single & Double Person

Visit the MalloMe Store

★★★★★ 5,264 ratings | 81 answered questions

Price: \$29.99 - \$56.99 & Free Return on some sizes and colors

Color: Blue Double



Size:

Select ▾

Size Double

Closure Type Zipper

Color Blue Double

Fill Material Polyester

Outer Material Polyester

Fabric Type **✓ WAY BETTER THAN THE REST** - Our bag is more comfortable than the competition due to more padding and cushioning inside to make sure you are well rested and full...

▾ See more

旅行人数上升意味着电子商务将迎来新机遇

2021 年，随着人们日渐认为可以放心外出旅行，机票、酒店、租车预订量势必会上升，消费者必然会选择购买新的度假必需品。亚马逊平台上旅行相关产品的收入和销量已经出现大幅增长，所以，如果您经营的电子商务公司出售旅行必需品，敬请**备好库存**，迎接增长吧！

方法

消费者对 2021 年第三季度旅行的看法

消费者数据来自 Jungle Scout [2021 年第三季度消费者趋势报告](#)。2021 年 8 月 6-9 日，Jungle Scout 面向 1,100 名美国消费者开展了一项关于其购买偏好和行为的匿名调查。受访者来自美国各州，包括了年龄在 18 岁至 75 岁以上范围内的各个性别者，覆盖了所有的就业类型和不同的收入水平。

在该调查中，受访者回答了关于 COVID-19 疫情持续期间的一些行为问题，其中设定 COVID-19 疫情于 2020 年 3 月在美国开始，以保持相关回答的一致性。

部分分析还将本次调查的回答与之前的消费者趋势调查进行了对比，该调查从 2020 年 6 月开始按季度收集数据。第二季度是指 2021 年 4 月至 6 月。第三季度是指 2021 年 7 月至 9 月。

如需了解更多关于此报告和/或 Jungle Scout 数据的信息，请联系 press@junglescout.com。

2021 年第三季度，亚马逊平台上的热门旅行产品

本报告中的产品数据代表美国亚马逊市场。亚马逊产品的市场洞察来自 [Jungle Scout Cobalt](#)，其是一个行业领先的市场情报和产品洞察平台，背后由每天逾 10 亿亚马逊数据所支撑。收入同比增长是将 2021 年 7 月 1 日 - 2021 年 9 月 28 日期间的收入与 2020 年 7 月 1 日 - 2020 年 9 月 28 日期间的收入进行对比得出的数据。

Jungle Scout

亚马逊选品及运营一站式工具

50万亚马逊卖家选择的选品运营工具

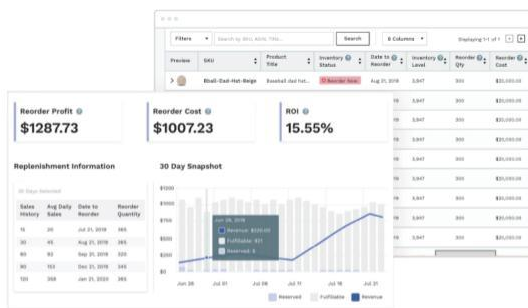
店铺销售全方位分析

透视企业财务运营状况
掌握各个产品的营收趋势



自动化库存管理

准确预测备货量以及备货时间节点



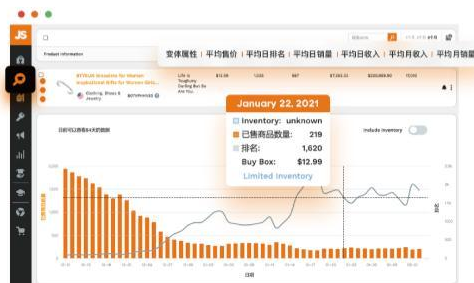
一键验证产品市场需求

透视历史销售、历史定价和销售估算



跟踪追查竞品ASIN

精准定位竞品ASIN的流量词
快速筛选出其核心关键词及首页关键词



站外引流就用

JumpSend

推新品, 清库存

280K

网站月访问量高达

83%

直接访问比例高达

20万+

注册用户数量



关键词趋势分析, 配合PPC广告打排名

某关键词过去30天或90天
的搜索量对比变化, 直观了解关键词的
总体热度趋势和季节性变化



想获取更多亚马逊行业产品数据, 【扫码】回复【试用】
可免费领取JS插件+网页版全功能产品8天试用

免费学习资源

精品课程

《百万美金案例分析》

《新手卖家从 0 到 1 速成指南》

《亚马逊选品运营系统训练营》

《亚马逊精品直播课》

数据报告

《每月热卖产品报告》

《类目趋势分析报告》

《消费者趋势报告》

《亚马逊卖家报告》



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