家居及园艺高潜力产品类别 - 美国站点

产品种类	产品类别	产品类别(中译)	产品类别编号	品类规模	市场增长	中国卖家占比	可拓展站点(建议)			
							美国	英国	德国	澳洲
Home & Garden > Furniture > Beds & Mattresses	Inflatable Mattresses, Airbeds	充气床及床垫	131598	*****	*****	低	√			
Home & Garden > Furniture > Tables	Tables	桌子	38204	*****	*****	低	√		√	√
Home & Garden > Home Improvement > Building & Hardware	Garage Doors & Openers	车库门＆启动器	180972	*****	*****	低	√			√
Home & Garden > Home Improvement > Heating, Cooling & Air	Air Conditioners	空调	69202	*****	*****	低	√	√		√
Home & Garden > Home Improvement > Heating, Cooling & Air	Air Filters	空气过滤器	43509	*****	*****	低	√			
Home & Garden > Home Improvement > Heating, Cooling & Air	Portable Fans	便携式风扇	20612	*****	*****	低	√	√		√
Home & Garden > Home Improvement > Heating, Cooling & Air	Thermostats	恒温器	115947	*****	*****	低	√			
Home & Garden > Household Supplies & Cleaning > Vacuum Cleaners	Vacuum Cleaners	吸尘器	20614	*****	*****	低	√	√	√	√
Home & Garden > Kitchen, Dining & Bar > Small Kitchen Appliances	Mixers (Countertop)	搅拌器	133701	*****	*****	低	√			√
Home & Garden > Major Appliances > Ranges & Cooking Appliances	Ranges & Stoves	炉灶和火炉	71250	*****	*****	低	√			
Home & Garden > Major Appliances > Refrigerators & Freezers	Refrigerators	冰箱	20713	*****	*****	低	√	√		√
Home & Garden > Tools > Air Compressors	Air Compressors	空气压缩机	30506	*****	*****	低	√		√	
Home & Garden > Tools > Generators	Generators	发电机	33082	*****	*****	低	√		√	
Home & Garden > Tools > Hand Tools	Mixed Tool Sets	手动工具组合	23782	*****	*****	低	√			
Home & Garden > Tools > Power Tools	Combination Sets	工具组合	177000	*****	*****	低	√	√		
Home & Garden > Tools > Power Tools	Cordless Drills	无绳电钻	71302	*****	*****	低	√	√		
Home & Garden > Tools > Power Tools	Drill Bits	钻头	50382	*****	*****	低	√		√	
Home & Garden > Tools > Power Tools	Grinders	研磨机	42275	*****	*****	低	√		√	√
Home & Garden > Tools > Power Tools	Impact Wrenches	套筒扳手	168135	*****	*****	低	√			
Home & Garden > Tools > Power Tools	Saws & Blades	锯和刀片	122831	*****	*****	低	√	√		√
Home & Garden > Tools > Tool Boxes, Belts & Storage	Boxes & Cabinets	盒子和橱柜	42363	*****	*****	低	√			
Home & Garden > Yard, Garden & Outdoor Living > Gardening Supplies	Weed & Pest Control	杂草和害虫控制	181034	*****	*****	低	√			
Home & Garden > Yard, Garden & Outdoor Living > Outdoor Cooking & Eating	Barbecues, Grills & Smokers	烧烤炉、烤架、炭炉	151621	*****	*****	低	√			√
Home & Garden > Yard, Garden & Outdoor Living > Outdoor Power Equipment	Leaf Blowers & Vacuums	叶风机	71273	*****	*****	低	√		√	
Home & Garden > Yard, Garden & Outdoor Living > Outdoor Power Equipment	Pressure Washers	高压清洗机	50388	*****	*****	低	√			√
Home & Garden > Yard, Garden & Outdoor Living > Outdoor Power Equipment	String Trimmers	修剪机	71277	*****	*****	低	√			√
Home & Garden > Yard, Garden & Outdoor Living > Plants, Seeds & Bulbs	Plants & Seedlings	植物和幼苗	19617	*****	*****	低	√			√
Home & Garden > Yard, Garden & Outdoor Living > Pools & Spas	Swimming Pools	游泳池	181053	*****	*****	低	√			√
Pet Supplies > Dog Supplies > Flea & Tick Remedies	Flea & Tick Remedies	猫用跳蚤疗法/措施	20749	*****	*****	低	√			√
Home & Garden > Bedding > Mattress Pads & Feather Beds	Mattress Pads & Feather Beds	床垫和羽毛床	175751	*****	****	低	√	√		
Home & Garden > Bedding > Sheets & Pillowcases	Sheets & Pillowcases	床单和枕头	20460	*****	****	低	√	√		√
Home & Garden > Furniture > Beds & Mattresses	Mattresses	床垫	131588	*****	****	低	√	√		√
Home & Garden > Furniture > Sofas, Loveseats & Chaises	Sofas, Loveseats & Chaises	沙发、双人沙发和躺椅	38208	*****	****	低	√	√		√
Home & Garden > Home Improvement > Building & Hardware	Flooring & Tiles	地板和瓷砖	180983	*****	****	低	√			
Home & Garden > Home Improvement > Heating, Cooling & Air	Water Heaters	热水器	115965	*****	****	低	√	√		√
Home & Garden > Kitchen, Dining & Bar > Flatware, Knives & Cutlery	Flatware & Silverware	餐具和银制餐具	20693	*****	****	低	√			
Home & Garden > Kitchen, Dining & Bar > Flatware, Knives & Cutlery	Kitchen & Steak Knives	厨刀和牛排刀	177005	*****	****	低	√			√
Home & Garden > Kitchen, Dining & Bar > Small Kitchen Appliances	Coffee & Tea Makers	咖啡和茶壶	38250	*****	****	低	√			
Home & Garden > Kitchen, Dining & Bar > Small Kitchen Appliances	Cookers & Steamers	电磁炉	20672	*****	****	低	√	√	√	
Home & Garden > Lamps, Lighting & Ceiling Fans > Ceiling Fans	Ceiling Fans	吊扇	176937	*****	****	低	√			√
Home & Garden > Rugs & Carpets > Area Rugs	Area Rugs	地毯	45510	*****	****	低	√	√	√	√
Home & Garden > Tools > Power Tools	Impact Drivers	冲击钻	168134	*****	****	低	√			
Home & Garden > Yard, Garden & Outdoor Living > Outdoor Power Equipment	Engines, Multi-Purpose	发动机（多用途）	79670	*****	****	低	√			
Home & Garden > Yard, Garden & Outdoor Living > Pools & Spas	Pool Cleaning Tools	游泳池清洁工具	181061	*****	****	低	√			√
Pet Supplies > Fish & Aquariums > Filters	Filters	过滤器	46310	*****	****	低	√			√
Baby > Strollers & Accessories > Strollers	Strollers	婴儿车	66700	*****	****	低	√			√
Home & Garden > Bedding > Comforters & Sets	Comforters & Sets	棉被套装	45462	*****	****	低	√	√		
Home & Garden > Bedding > Quilts, Bedspreads & Coverlets	Quilts, Bedspreads & Coverlets	被子、床单和床罩	175749	*****	****	低	√	√		√
Home & Garden > Furniture > Dining Sets	Dining Sets	餐具套装	107578	*****	****	低	√	√	√	√
Home & Garden > Home Improvement > Heating, Cooling & Air	Fireplaces & Stoves	壁炉和炉灶	38219	*****	****	低	√			
Home & Garden > Home Improvement > Heating, Cooling & Air	Furnaces & Heating Systems	暖气炉和加热系统	41987	*****	****	低	√			√
Home & Garden > Home Improvement > Heating, Cooling & Air	Space Heaters	小型供热器	20613	*****	****	低	√	√	√	
Home & Garden > Home Improvement > Plumbing & Fixtures	Sinks	水槽	71283	*****	****	低	√	√		√

注: 站点的品类规模和市场增长：以"*"代表数值高低。大中华区卖家销售占比：以"高/中/低" 为指标代表数值高低。可拓展站点：以“√” 表示该产品类别在其他站点同样有需求和增长。以上产品分类为美国站点分类，其他站点稍有不同，具体请查阅eBay各站点品类分录。
数据来源：eBay内部数据，截至2016年12月31日，该数据仅供参考。

家居及园艺高潜力产品类别 - 美国站点

产品种类	产品类别	产品类别(中译)	产品类别编号	品类规模	市场增长	中国卖家占比	可拓展站点(建议)			
							美国	英国	德国	澳洲
Home & Garden > Home Improvement > Plumbing & Fixtures	Vanities	面盆	115625	*****	****	低	√			
Home & Garden > Kitchen, Dining & Bar > Small Kitchen Appliances	Blenders (Countertop)	搅拌机	133704	*****	****	低	√			√
Home & Garden > Major Appliances > Ranges & Cooking Appliances	Range Hoods	抽油烟机	71253	*****	****	低	√	√		√
Home & Garden > Window Treatments & Hardware > Curtains, Drapes & Valances	Curtains, Drapes & Valances	窗帘、布帘和帷幔	45515	*****	****	低	√	√	√	
Home & Garden > Yard, Garden & Outdoor Living > Outdoor Power Equipment	Chainsaws	链锯	42226	*****	****	低	√			√
Home & Garden > Yard, Garden & Outdoor Living > Pools & Spas	Pool Equipment & Parts	游泳池设备及配件	181067	*****	****	低	√			
Pet Supplies > Dog Supplies > Training & Obedience	Electronic Fences	电子围栏	116388	*****	****	低	√			
Home & Garden > Bath > Towels & Washcloths	Towels & Washcloths	毛巾和浴巾	40587	****	*****	低	√	√		√
Home & Garden > Home Décor > Home Fragrances	Air Fresheners	空气清新剂	166724	****	*****	低	√			
Home & Garden > Home Décor > Plaques & Signs	Plaques & Signs	匾和标志	31587	****	*****	低	√	√		
Home & Garden > Home Improvement > Home Security	Smoke & Gas Detectors	烟雾和气体探测器	115941	****	*****	低	√			
Home & Garden > Home Improvement > Plumbing & Fixtures	Shower Enclosures & Doors	淋浴房和门	121850	****	*****	低	√			
Home & Garden > Home Improvement > Plumbing & Fixtures	Water Filters	滤水器	116400	****	*****	低	√			
Home & Garden > Household Supplies & Cleaning > Trash Cans & Wastebaskets	Trash Cans & Wastebaskets	垃圾桶和废纸篓	20608	****	*****	低	√	√		
Home & Garden > Major Appliances > Microwave Ovens	Microwave Ovens	微波炉	150138	****	*****	低	√			
Home & Garden > Tools > Hand Tools	Clamps & Vises	夹具	20761	****	*****	低	√			
Home & Garden > Tools > Tool Boxes, Belts & Storage	Bags, Belts & Pouches	袋、皮带、颊袋	42362	****	*****	低	√			
Home & Garden > Yard, Garden & Outdoor Living > Pools & Spas	Pool Fun	游泳池乐趣	159921	****	*****	低	√			
Pet Supplies > Dog Supplies > Dog Chews & Treats	Dog Chews & Treats	狗咬胶和零食	77664	****	*****	低	√			
Pet Supplies > Dog Supplies > Health Care	Vitamins & Supplements	维生素和补充品	134754	****	*****	低	√			
Pet Supplies > Reptile Supplies > Reptile Supplies	Reptile Supplies	爬行动物用品	1285	****	*****	低	√			
Crafts > Stamping & Embossing > Stamps	Stamps	印章	31740	****	****	低	√			
Home & Garden > Furniture > Cabinets & Cupboards	Cabinets & Cupboards	橱柜和壁橱	20487	****	****	低	√	√		√
Home & Garden > Furniture > Dressers & Chests of Drawers	Dressers & Chests of Drawers	梳妆台和抽屉柜	114397	****	****	低	√	√		√
Home & Garden > Home Décor > Frames	Frames	框架	79654	****	****	低	√	√		
Home & Garden > Home Décor > Wall Sculptures	Wall Sculptures	墙壁雕塑	166729	****	****	低	√			
Home & Garden > Home Improvement > Heating, Cooling & Air	Dehumidifiers	除湿机	79621	****	****	低	√			
Home & Garden > Home Improvement > Home Security	Sensors & Motion Detectors	传感器和运动探测器	115940	****	****	低	√			
Home & Garden > Kitchen, Dining & Bar > Small Kitchen Appliances	Food Processors	食物处理机	20673	****	****	低	√		√	√
Home & Garden > Yard, Garden & Outdoor Living > Garden Décor	Statues & Lawn Ornaments	雕像和草坪装饰品	29511	****	****	低	√			
Home & Garden > Yard, Garden & Outdoor Living > Outdoor Cooking & Eating	Ice Chests & Coolers	冰箱和冷却器	79691	****	****	低	√			
Pet Supplies > Cat Supplies > Flea & Tick Remedies	Flea & Tick Remedies	猫用跳蚤疗法/措施	20738	****	****	低	√			√
Pet Supplies > Fish & Aquariums > Pumps (Water)	Pumps (Water)	泵（水）	77641	****	****	低	√			
Crafts > Needlecrafts & Yarn > Embroidery & Cross Stitch	Hand Embroidery Kits	手工刺绣套件	183197	****	****	低	√			
Crafts > Needlecrafts & Yarn > Yarn	Yarn	纱线	36589	****	****	低	√			
Home & Garden > Furniture > Bookcases	Bookcases	书柜	3199	***	*****	低	√		√	√
Home & Garden > Greeting Cards & Party Supply > Party Supplies	Favors & Party Bag Fillers	花结和派对袋	26385	***	*****	低	√			
Home & Garden > Kitchen, Dining & Bar > Kitchen Storage & Organization	Racks & Holders	挂物架	46283	***	*****	低	√			
Home & Garden > Major Appliances > Refrigerators & Freezers	Mini Fridges	迷你冰箱	71262	***	*****	低	√	√	√	
Home & Garden > Tools > Hand Tools	Pliers	钳	82251	***	*****	低	√			
Home & Garden > Tools > Hand Tools	Screwdrivers & Nutdrivers	螺丝批和螺母起子	42255	***	*****	低	√			
Home & Garden > Tools > Power Tools	Nail & Staple Guns	钉和钉枪	122828	***	*****	低	√			
Home & Garden > Window Treatments & Hardware > Blinds & Shades	Blinds & Shades	窗帘	20585	***	*****	低	√	√		
Crafts > Leathercrafts > Leather Hides & Fur Pelts	Leather Hides & Fur Pelts	皮革、兽皮毛皮	83938	***	****	低	√			
Home & Garden > Household Supplies & Cleaning > Carpet Shampooers	Carpet Shampooers	地毯清洗器	177746	***	****	低	√			
Home & Garden > Rugs & Carpets > Leather, Fur & Sheepskin Rugs	Leather, Fur & Sheepskin Rugs	皮革、羊皮地毯	91421	***	****	低	√		√	
Home & Garden > Yard, Garden & Outdoor Living > Garden Décor	Flags	旗	43533	***	****	低	√			

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数据来源：eBay内部数据，截至2016年12月31日，该数据仅供参考。

家居及园艺高潜力产品类别 - 英国站点

产品种类	产品类别	产品类别(中译)	产品类别编号	品类规模	市场增长	中国卖家占比	可拓展站点(建议)			
							美国	英国	德国	澳洲
Home, Furniture & DIY > Appliances > Cookers, Ovens & Hobs	Hobs	炉盘	71246	*****	*****	低		√	√	√
Home, Furniture & DIY > Appliances > Cookers, Ovens & Hobs	Oven & Cooker Hoods	抽油烟机	71253	*****	*****	低	√	√		√
Home, Furniture & DIY > Appliances > Ironing & Vacuuming	Vacuum Cleaners	吸尘机	20614	*****	*****	低	√	√	√	√
Home, Furniture & DIY > Appliances > Small Kitchen Appliances	Microwaves	微波炉	150140	*****	*****	低		√	√	
Home, Furniture & DIY > Bath > Baths	Baths	浴室	42025	*****	*****	低		√		√
Home, Furniture & DIY > Bath > Shower Enclosures	Shower Enclosures	淋浴房	112553	*****	*****	低		√		
Home, Furniture & DIY > Bath > Toilets & Bidets	Toilets	坐厕	71284	*****	*****	低		√		√
Home, Furniture & DIY > DIY Materials > Electrical Fittings	Electrical Fittings	电气配件	57215	*****	*****	低		√		
Home, Furniture & DIY > DIY Materials > Flooring & Tiles	Floor & Wall Tiles	地板和墙砖	45800	*****	*****	低		√		
Home, Furniture & DIY > DIY Materials > Flooring & Tiles	Laminate & Vinyl Flooring	层压板和乙烯基地板	85914	*****	*****	低		√		
Home, Furniture & DIY > DIY Materials > Plumbing	Plumbing	管道系统	3191	*****	*****	低		√		
Home, Furniture & DIY > DIY Materials > Windows & Window Accessories	Windows	窗口	45794	*****	*****	低		√		
Home, Furniture & DIY > DIY Tools > Power Tools	Combo Kits/Packs	工具组合	177000	*****	*****	低	√	√		
Home, Furniture & DIY > DIY Tools > Power Tools	Cordless Drills	无绳电钻	71302	*****	*****	低	√	√		
Home, Furniture & DIY > DIY Tools > Power Tools	Saws & Blades	锯和刀片	122831	*****	*****	低	√	√		
Home, Furniture & DIY > DIY Tools > Tool Boxes/ Storage	Tool Boxes/ Storage	工具存储箱	11706	*****	*****	低		√		√
Home, Furniture & DIY > Furniture > Cabinets & Cupboards	Cabinets & Cupboards	橱柜和壁橱	20487	*****	*****	低	√	√		√
Home, Furniture & DIY > Furniture > Sofas, Armchairs & Suites	Armchairs	扶手椅	115763	*****	*****	低		√	√	
Home, Furniture & DIY > Furniture > TV & Entertainment Stands	TV & Entertainment Stands	电视柜/台	20488	*****	*****	低		√		√
Home, Furniture & DIY > Heating, Cooling & Air > Radiators	Radiators	暖气	93631	*****	*****	低		√	√	
Home, Furniture & DIY > Heating, Cooling & Air > Space Heaters	Space Heaters	小型供热器	20613	*****	*****	低	√	√	√	
Home, Furniture & DIY > Heating, Cooling & Air > Water Heaters & Boilers	Water Heaters & Boilers	热水器/炉	42234	*****	*****	低		√	√	
Home, Furniture & DIY > Home Decor > Photo & Picture Frames	Photo & Picture Frames	框架	79654	*****	*****	低	√	√		
Home, Furniture & DIY > Home Decor > Plaques & Signs	Plaques & Signs	匾和标志	31587	*****	*****	低	√	√		
Home, Furniture & DIY > Home Decor > Wall Decals & Stickers	Wall Decals & Stickers	墙贴花和贴纸	159889	*****	*****	低		√	√	
Home, Furniture & DIY > Household & Laundry Supplies > Cleaning Products & Supplies	Cleaning Products & Supplies	清洁用品	20605	*****	*****	低		√		
Home, Furniture & DIY > Household & Laundry Supplies > Waste Bins & Dustbins	Waste Bins & Dustbins	垃圾桶和废纸篓	20608	*****	*****	低	√	√		
Home, Furniture & DIY > Kitchen Plumbing & Fittings > Kitchen Sinks without Taps	Kitchen Sinks without Taps	厨房水槽（不连水龙头）	20603	*****	*****	低		√		
Home, Furniture & DIY > Storage Solutions > Storage Boxes	Storage Boxes	沙发	159897	*****	*****	低		√		
Home, Furniture & DIY > Appliances > Cookers, Ovens & Hobs	Ovens	烤箱	71318	*****	****	低		√		√
Home, Furniture & DIY > Appliances > Fridges & Freezers	Fridge Freezers	冰箱	20713	*****	****	低	√	√	√	√
Home, Furniture & DIY > Appliances > Washing Machines & Dryers	Tumble Dryers	干衣机	71254	*****	****	低		√		√
Home, Furniture & DIY > Appliances > Washing Machines & Dryers	Washing Machines	洗衣机	71256	*****	****	低		√	√	√
Home, Furniture & DIY > Bath > Shower Plumbing	Complete Shower Units	淋浴装置套装	32875	*****	****	低	√	√	√	
Home, Furniture & DIY > Bath > Sinks	Sinks	水槽	71283	*****	****	低	√	√		√
Home, Furniture & DIY > Bath > Towel Rails	Towel Rails	毛巾架	20442	*****	****	低		√		
Home, Furniture & DIY > Bedding > Duvets	Duvets	棉被套装	45462	*****	****	低	√	√		
Home, Furniture & DIY > Bedding > Mattress Toppers & Protectors	Mattress Toppers & Protectors	床垫和羽毛床	175751	*****	****	低	√	√		
Home, Furniture & DIY > Bedding > Pillows	Pillows	枕头	20445	*****	****	低		√	√	√
Home, Furniture & DIY > Children's Home & Furniture > Furniture	Bedframes & Divan Bases	床架和床单	131604	*****	****	低		√		
Home, Furniture & DIY > Children's Home & Furniture > Furniture	Beds with Mattresses	床与床垫	122763	*****	****	低		√		
Home, Furniture & DIY > Curtains & Blinds > Blinds	Blinds	窗帘	20585	*****	****	低	√	√		
Home, Furniture & DIY > Curtains & Blinds > Curtains & Pelmets	Curtains & Pelmets	窗帘、布帘和帷幔	45515	*****	****	低	√	√	√	
Home, Furniture & DIY > DIY Materials > Doors & Door Accessories	Doors	门	85892	*****	****	低		√	√	√
Home, Furniture & DIY > Fireplaces & Accessories > Fireplaces	Fireplaces	壁炉	175756	*****	****	低		√	√	
Home, Furniture & DIY > Furniture > Beds & Mattresses	Bed Frames & Divan Bases	床架和床单	131583	*****	****	低		√	√	√
Home, Furniture & DIY > Furniture > Beds & Mattresses	Beds with Mattresses	床与床垫	175810	*****	****	低		√	√	
Home, Furniture & DIY > Furniture > Beds & Mattresses	Mattresses	床垫	131588	*****	****	低	√	√		√
Home, Furniture & DIY > Furniture > Chests of Drawers	Chests of Drawers	梳妆台和抽屉柜	114397	*****	****	低	√	√		√
Home, Furniture & DIY > Furniture > Sideboards & Buffets	Sideboards & Buffets	餐具柜和餐车	183322	*****	****	低		√		√
Home, Furniture & DIY > Furniture > Sofas, Armchairs & Suites	Sofa Beds	沙发床	101422	*****	****	低		√	√	
Home, Furniture & DIY > Furniture > Sofas, Armchairs & Suites	Sofas	沙发	93676	*****	****	低		√		
Home, Furniture & DIY > Furniture > Tables	Kitchen & Dining Tables	厨房和餐桌	38202	*****	****	低	√	√	√	

注: 站点的品类规模和市场增长：以"*"代表数值高低。大中华区卖家销售占比：以"高/中/低" 为指标代表数值高低。可拓展站点：以“√”表示该产品类别在其他站点同样有需求和增长。以上产品分类为英国站点分类，其他站点稍有不同，具体请查阅eBay各站点品类分录。
数据来源：eBay内部数据，截至2016年12月31日，该数据仅供参考。

家居及园艺高潜力产品类别 - 英国站点

产品种类	产品类别	产品类别(中译)	产品类别编号	品类规模	市场增长	中国卖家占比	可拓展站点(建议)			
							美国	英国	德国	澳洲
Home, Furniture & DIY > Furniture > Wardrobes	Wardrobes	衣柜	103430	*****	****	低		√	√	
Home, Furniture & DIY > Heating, Cooling & Air > Extractor Fans	Extractor Fans	排气扇	122909	*****	****	低		√		
Home, Furniture & DIY > Home Decor > Cushions	Cushions	坐垫	20563	*****	****	低		√	√	
Home, Furniture & DIY > Home Decor > Mirrors	Mirrors	镜子	20580	*****	****	低		√	√	√
Home, Furniture & DIY > Kitchen Plumbing & Fittings > Kitchen Units & Sets	Kitchen Units & Sets	厨柜组合套件	57231	*****	****	低		√	√	√
Home, Furniture & DIY > Rugs & Carpets > Fitted Carpets & Underlay	Fitted Carpets & Underlay	地毯及底衬	175820	*****	****	低		√		
Home, Furniture & DIY > Rugs & Carpets > Rugs	Rugs	地毯	45510	*****	****	低	√	√	√	√
Home, Furniture & DIY > Appliances > Dishwashers	Dishwashers	洗碗机	116023	*****	***	低		√		
Home, Furniture & DIY > Bedding > Bed Linens & Sets	Bedding Sets & Duvet Covers	床上用品和羽绒被	37644	*****	***	低		√		
Home, Furniture & DIY > DIY Materials > Wallpaper & Accessories	Wallpaper Rolls & Sheets	壁纸	50364	*****	***	低		√		
Home, Furniture & DIY > Fireplaces & Accessories > Heating Stoves	Heating Stoves	暖气炉	84184	*****	***	低		√		
Home, Furniture & DIY > Furniture > Bedroom Furniture Sets	Bedroom Furniture Sets	卧室家具套装	20480	*****	***	低		√		√
Home, Furniture & DIY > Furniture > Table & Chair Sets	Table & Chair Sets	餐具套装	107578	*****	***	低	√	√	√	√
Home, Furniture & DIY > Home Decor > Candles & Tea Lights	Candles & Tea Lights	蜡烛和茶灯	46782	*****	***	低		√	√	
Home, Furniture & DIY > Security & Home Automation > Fire Alarms/ Smoke Detectors	Fire Alarms/ Smoke Detectors	火灾报警/烟雾探测器	41970	*****	***	低		√		
Home, Furniture & DIY > Appliances > Coffee, Tea & Espresso Making	Kettles	水壶	133705	****	*****	低		√	√	√
Home, Furniture & DIY > Appliances > Fridges & Freezers	Fridges	迷你冰箱	71262	****	*****	低	√	√	√	
Home, Furniture & DIY > Appliances > Small Kitchen Appliances	Cookers & Steamers	电磁炉	20672	****	*****	低	√	√	√	
Home, Furniture & DIY > Appliances > Small Kitchen Appliances	Water Filters	滤水器	20684	****	*****	低		√		√
Home, Furniture & DIY > Bath > Shower Enclosures	Shower Trays	淋浴盆	112555	****	*****	低		√		
Home, Furniture & DIY > Bath > Toilet Seats	Toilet Seats	厕板	37637	****	*****	低		√	√	
Home, Furniture & DIY > Bath > Towels	Towels	毛巾和浴巾	40587	****	*****	低	√	√		√
Home, Furniture & DIY > Bedding > Bed Linens & Sets	Fitted Sheets	床单被套	87335	****	*****	低		√		
Home, Furniture & DIY > Children's Home & Furniture > Bedding	Bedding Sets & Duvet Covers	床上用品和羽绒被	66731	****	*****	低		√		
Home, Furniture & DIY > DIY Materials > Roofing	Roofing	盖屋顶用材料	101416	****	*****	低		√		
Home, Furniture & DIY > DIY Materials > Stairs	Stairs	沙发床	112568	****	*****	低		√	√	
Home, Furniture & DIY > Furniture > Tables	Side/End Tables	茶几	38206	****	*****	低		√	√	
Home, Furniture & DIY > Heating, Cooling & Air > Air Conditioning	Air Conditioning	空调	69202	****	*****	低	√	√		√
Home, Furniture & DIY > Heating, Cooling & Air > Thermostats	Thermostats	恒温器	41988	****	*****	低	√	√		
Home, Furniture & DIY > Home Decor > Throws	Throws	床尾毯	20549	****	*****	低		√		
Home, Furniture & DIY > Home Decor > Wall Hangings	Wall Hangings	壁挂	38237	****	*****	低		√		
Home, Furniture & DIY > Household & Laundry Supplies > Airers/ Driers/ Clothes Horses	Airers/ Driers/ Clothes Horses	晾衣架	101409	****	*****	低		√		
Home, Furniture & DIY > Lighting > Lampshades & Lightshades	Lampshades & Lightshades	灯罩＆遮光帘	20708	****	*****	低		√		
Home, Furniture & DIY > Appliances > Fridges & Freezers	Freezers	冰柜	71260	****	****	低		√		
Home, Furniture & DIY > Appliances > Ironing & Vacuuming	Irons	熨斗	43513	****	****	低		√		√
Home, Furniture & DIY > Celebrations & Occasions > Party Supplies	Party Tableware	派对餐具	26388	****	****	低		√		
Home, Furniture & DIY > Cookware, Dining & Bar > Food & Kitchen Storage	Canisters & Jars	茶筒和罐子	20654	****	****	低		√		
Home, Furniture & DIY > Cookware, Dining & Bar > Glassware	Glassware	玻璃器皿	20696	****	****	低		√		
Home, Furniture & DIY > Cookware, Dining & Bar > Pots & Pans	Pan Sets	平底锅组合	98847	****	****	低		√		
Home, Furniture & DIY > Curtains & Blinds > Curtain Poles & Finials	Curtain Poles & Finials	窗帘杆及杆头	103459	****	****	低		√		
Home, Furniture & DIY > Fireplaces & Accessories > Mantelpieces & Surrounds	Mantelpieces & Surrounds	壁炉架和饰边	79650	****	****	低		√		
Home, Furniture & DIY > Household & Laundry Supplies > Window Cleaning	Window Cleaning	窗户清洁	112579	****	****	低		√		
Home, Furniture & DIY > Luggage & Travel Accessories > Luggage	Travel Bags & Hand Luggage	旅行袋和手提行李	157968	****	****	低		√		
Home, Furniture & DIY > Appliances > Coffee, Tea & Espresso Making	Espresso & Cappuccino Machines	浓咖啡＆卡布奇诺咖啡机	38252	****	***	低		√		√
Home, Furniture & DIY > Cookware, Dining & Bar > Tableware, Serving & Linen	Mugs	杯子	20695	***	*****	低		√	√	
Home, Furniture & DIY > Furniture > Tables	Console Tables	玄关桌	175812	***	*****	低		√		
Home, Furniture & DIY > Heating, Cooling & Air > Portable Fans	Portable Fans	便携式风扇	20612	***	*****	低	√	√		√

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数据来源：eBay内部数据，截至2016年12月31日，该数据仅供参考。

家居及园艺高潜力产品类别 - 澳洲站点

产品种类	产品类别	产品类别(中译)	产品类别编号	品类规模	市场增长	中国卖家占比	可拓展站点(建议)			
							美国	英国	德国	澳洲
Home & Garden > Building Materials & DIY > Garage Doors & Openers	Garage Door Remotes	车库门遥控器	85899	*****	*****	低				√
Home & Garden > Building Materials & DIY > Plumbing & Fixtures	Sinks, Basins	厨房水槽和脸盘	71283	*****	*****	低	√	√		√
Home & Garden > Furniture > Beds & Mattresses	Mattresses	床垫	131588	*****	*****	低	√	√		√
Home & Garden > Furniture > Desks & Home Office Furniture	Desks & Home Office Furniture	书桌和家居办公家具	88057	*****	*****	低				√
Home & Garden > Kitchen, Dining, Bar > Cookware	Cookware	炊具	20628	*****	*****	低				√
Home & Garden > Kitchen, Dining, Bar > Cutlery	Knives	刀	20639	*****	*****	低				√
Home & Garden > Tools > Hand Tools	Spanners & Wrenches	扳手	20773	*****	*****	低				√
Home & Garden > Yard, Garden & Outdoor Living > Outdoor Cooking & Eating	BBQs	烧烤	151621	*****	*****	低	√			√
Home & Garden > Yard, Garden & Outdoor Living > Outdoor Power Equipment	String Trimmers	手提式割草机	71277	*****	*****	低	√			√
Home & Garden > Yard, Garden & Outdoor Living > Pools & Spas	Pool Cleaning Tools	游泳池清洁工具	181061	*****	*****	低	√			√
Home Appliances > Cappuccino & Espresso Machines > Cappuccino & Espresso Machines	Cappuccino & Espresso Machines	咖啡机	38252	*****	*****	低		√		√
Home Appliances > Cooktops > Cooktops	Cooktops	灶台	71246	*****	*****	低		√	√	√
Home Appliances > Heating, Cooling & Air > Air Conditioners	Air Conditioners	空调	69202	*****	*****	低	√	√		√
Home Appliances > Heating, Cooling & Air > Hot Water Systems	Hot Water Systems	热水系统	115965	*****	*****	低	√			√
Home Appliances > Ovens > Ovens	Ovens	烤箱	71318	*****	*****	低		√		√
Home Appliances > Refrigerators, Freezers > Refrigerators	Refrigerators	冰箱	20713	*****	*****	低	√	√		√
Home Appliances > Washers, Dryers > Washing Machines	Washing Machines	洗衣机	71256	*****	*****	低		√	√	√
Home & Garden > Bedding > Quilts & Bedspreads	Quilts & Bedspreads	被子和床罩	175749	*****	****	低	√			√
Home & Garden > Building Materials & DIY > Doors & Door Hardware	Doors	门	85892	*****	****	低		√	√	√
Home & Garden > Furniture > Bar Stools	Bar Stools	酒吧凳	153928	*****	****	低			√	√
Home & Garden > Tools > Power Tools	Drills	电钻	164628	*****	****	低				√
Home & Garden > Yard, Garden & Outdoor Living > Lawnmowers	Riding Mowers	乘坐式割草机	177021	*****	****	低				√
Home & Garden > Yard, Garden & Outdoor Living > Outdoor Power Equipment	Chainsaws	链锯	42226	*****	****	低	√			√
Home & Garden > Yard, Garden & Outdoor Living > Outdoor Power Equipment	Pressure Washers	高压清洗机	50388	*****	****	低	√			√
Home Appliances > Small Kitchen Appliances > Water Filters	Water Filters	滤水器	20684	*****	****	低		√		√
Pet Supplies > Dogs > Flea, Tick Remedies	Flea, Tick Remedies	狗用防虫剂	20749	*****	****	低	√			√
Baby > Furniture > Cots & Cribs	Cots & Cribs	婴儿床	2985	*****	***	低				√
Baby > Prams, Strollers & Accs > Prams & Strollers	Prams & Strollers	婴儿车	66700	*****	***	低	√			√
Crafts > Sewing > Sewing Machines	Sewing Machines	缝纫机	3118	*****	***	低				√
Home & Garden > Bedding > Sheets	Sheets	床单	20460	*****	***	低	√			√
Home & Garden > Furniture > Beds & Mattresses	Beds & Bed Frames	床和床架	175758	*****	***	低				√
Home & Garden > Furniture > Cabinets & Cupboards	Cabinets & Cupboards	橱柜和壁橱	20487	*****	***	低	√	√		√
Home & Garden > Furniture > Chairs	Chairs	椅子	54235	*****	***	低				√
Home & Garden > Furniture > Dining Sets	Dining Sets	餐具套装	107578	*****	***	低	√	√	√	√
Home & Garden > Furniture > Entertainment Units, TV Stands	Entertainment Units, TV Stands	电视架	20488	*****	***	低		√		√
Home & Garden > Furniture > Sideboards & Buffets	Sideboards & Buffets	餐具柜	183322	*****	***	低		√		√
Home & Garden > Furniture > Sofas & Couches	Sofas & Couches	沙发	38208	*****	***	低	√			√
Home & Garden > Furniture > Tables	Tables	桌子	38204	*****	***	低	√			√
Home & Garden > Tools > Parts, Accessories	Toolboxes & Storage	工具存储箱	42361	*****	***	低				√
Home & Garden > Yard, Garden & Outdoor Living > Garden Structures & Shades	Garden & Storage Sheds	花园储藏房	139956	*****	***	低			√	√
Home & Garden > Yard, Garden & Outdoor Living > Garden Structures & Shades	Marquees & Tents	帐篷	180994	*****	***	低				√
Home & Garden > Yard, Garden & Outdoor Living > Patio & Garden Furniture	Furniture Sets	家具套装	139849	*****	***	低			√	√
Home & Garden > Yard, Garden & Outdoor Living > Pools & Spas	Pool Chemicals & Testing	游泳池化学品和测试剂	181057	*****	***	低				√
Home & Garden > Yard, Garden & Outdoor Living > Pools & Spas	Spas & Hot Tubs	热水浴缸	84211	*****	***	低				√
Home & Garden > Yard, Garden & Outdoor Living > Pools & Spas	Swimming Pools	游泳池	181053	*****	***	低	√			√
Home Appliances > Heating, Cooling & Air > Furnaces & Heating Systems	Furnaces & Heating Systems	暖气炉和加热系统	41987	*****	***	低	√			√
Home Appliances > Small Kitchen Appliances > Blenders (Countertop)	Blenders (Countertop)	搅拌机（台面）	133704	*****	***	低	√			√
Home & Garden > Building Materials & DIY > Electrical	Sockets	插座	149272	****	*****	低				√
Home & Garden > Building Materials & DIY > Electrical	Switches	电制	149273	****	*****	低				√
Home & Garden > Building Materials & DIY > Garage Doors & Openers	Garage Doors	车库门	115699	****	*****	低				√
Home & Garden > Building Materials & DIY > Plumbing & Fixtures	Bathtubs	浴缸	42025	****	*****	低		√		√
Home & Garden > Building Materials & DIY > Plumbing & Fixtures	Shower Screens	淋浴屏	147147	****	*****	低				√
Home & Garden > Cleaning, Housekeeping > Laundry	Clothes Airers	干衣架	155074	****	*****	低				√

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数据来源：eBay内部数据，截至2016年12月31日，该数据仅供参考。

家居及园艺高潜力产品类别 - 澳洲站点

产品种类	产品类别	产品类别(中译)	产品类别编号	品类规模	市场增长	中国卖家占比	可拓展站点(建议)			
							美国	英国	德国	澳洲
Home & Garden > Rugs & Carpets > Floor Rugs	Floor Rugs	地毯	45510	****	*****	低	√	√	√	√
Home & Garden > Tools > Power Tools	Grinders	研磨机	42275	****	*****	低	√		√	√
Home & Garden > Yard, Garden & Outdoor Living > Gardening Supplies	Plant Care, Soil & Accessories	植物护理、土壤及配件	179308	****	*****	低				√
Home & Garden > Yard, Garden & Outdoor Living > Outdoor Cooking & Eating	BBQ Tools & Accessories	烧烤工具及配件	20725	****	*****	低				√
Home & Garden > Yard, Garden & Outdoor Living > Outdoor Cooking & Eating	Picnicware	野餐器具	79692	****	*****	低				√
Home & Garden > Yard, Garden & Outdoor Living > Patio & Garden Furniture	Outdoor Heaters	户外取暖器	106402	****	*****	低			√	√
Home & Garden > Yard, Garden & Outdoor Living > Plants, Seeds & Bulbs	Plants & Seedlings	植物和幼苗	19617	****	*****	低	√			√
Home Appliances > Accessories, Parts > Water Filter Cartridges	Water Filter Cartridges	滤水器滤芯	170743	****	*****	低				√
Home Appliances > Dishwashers > Dishwashers	Dishwashers	洗碗机	177748	****	*****	低				√
Home Appliances > Heating, Cooling & Air > Portable Fans	Portable Fans	便携式风扇	20612	****	*****	低	√	√		√
Home Appliances > Irons & Press Irons > Irons & Press Irons	Irons & Press Irons	熨斗	43513	****	*****	低		√		√
Home Appliances > Rangehoods > Rangehoods	Rangehoods	抽油烟机	71253	****	*****	低	√	√		√
Home Appliances > Small Kitchen Appliances > Deep Fryers	Deep Fryers	炸锅	158365	****	*****	低				√
Home Appliances > Small Kitchen Appliances > Food Processors	Food Processors	食物处理机	20673	****	*****	低	√		√	√
Home Appliances > Small Kitchen Appliances > Kettles	Kettles	水壶	133705	****	*****	低		√	√	√
Home Appliances > Small Kitchen Appliances > Mixers (Countertop)	Mixers (Countertop)	搅拌器（台面）	133701	****	*****	低	√			√
Home Appliances > Vacuum Cleaners > Bagless Vacuums	Bagless Vacuums	无尘袋吸尘器	136164	****	*****	低				√
Home Appliances > Vacuum Cleaners > Handheld Vacuums	Handheld Vacuums	手提吸尘器	20616	****	*****	低				√
Home Appliances > Washers, Dryers > Dryers	Dryers	干衣机	71254	****	*****	低		√		√
Pet Supplies > Cats > Flea, Tick Remedies	Flea, Tick Remedies	猫用防虫剂	20738	****	*****	低	√			√
Pet Supplies > Dogs > Kennels	Kennels	狗屋	101434	****	*****	低				√
Alcohol & Food > Chocolate, Sweets > Chocolate, Sweets	Chocolate, Sweets	巧克力、糖果	38173	****	****	低				√
Home & Garden > Bath > Towels & Washcloths	Towels & Washcloths	毛巾和浴巾	40587	****	****	低	√	√		√
Home & Garden > Bedding > Pillows	Pillows	枕头	20445	****	****	低		√	√	√
Home & Garden > Building Materials & DIY > Plumbing & Fixtures	Toilets	坐厕	71284	****	****	低		√		√
Home & Garden > Cleaning, Housekeeping > Cleaning Supplies	Steam Products	蒸汽清洁用品	79656	****	****	低				√
Home & Garden > Furniture > Bookshelves	Bookshelves	书架	3199	****	****	低	√		√	√
Home & Garden > Home Décor > Mirrors	Mirrors	镜子	20580	****	****	低		√	√	√
Home & Garden > Home Décor > Posters & Prints	Posters & Prints	家居装饰海报	41511	****	****	低			√	√
Home & Garden > Lighting, Fans > Ceiling Fans	Ceiling Fans	吊扇	176937	****	****	低	√			√
Home & Garden > Parties, Occasions > Cake	Cake	蛋糕装饰品	102391	****	****	低				√
Home & Garden > Tools > Air Tools	Nailers	钉子	42241	****	****	低				√
Home & Garden > Tools > Power Tools	Combos	电动工具套装	28057	****	****	低				√
Home & Garden > Tools > Power Tools	Saws	电动锯	20783	****	****	低				√
Home & Garden > Yard, Garden & Outdoor Living > Outdoor Power Equipment	Chippers, Shredders, Mulchers	切碎机	42228	****	****	低				√
Home & Garden > Yard, Garden & Outdoor Living > Patio & Garden Furniture	Chairs	庭院椅子	79682	****	****	低			√	√
Pet Supplies > Birds > Cages	Cages	鸟笼	46289	****	****	低				√
Pet Supplies > Fish > Filters	Filters	鱼缸过滤器	46310	****	****	低	√			√
Pet Supplies > Small Animals > Small Animals	Small Animals	宠物用品	26696	****	****	低				√
Home & Garden > Furniture > Bedroom Sets & Suites	Bedroom Sets & Suites	卧室家具套装	20480	****	***	低		√		√
Home & Garden > Furniture > Bedside Tables	Bedside Tables	床头柜	38199	****	***	低			√	√
Home & Garden > Furniture > Children's Furniture	Bedroom Furniture	卧室家具	66742	****	***	低				√
Home & Garden > Furniture > Dressers & Chests of Drawers	Dressers & Chests of Drawers	梳妆台和抽屉柜	114397	****	***	低	√	√		√
Home & Garden > Kitchen, Dining, Bar > Kitchen Units, Sets	Kitchen Units, Sets	厨房套装	57231	****	***	低		√		√
Home Appliances > Refrigerators, Freezers > Bar Fridges	Bar Fridges	酒吧冰箱	149230	****	***	低	√	√		√
Home Appliances > Vacuum Cleaners > Canister Vacuums	Canister Vacuums	圆筒式吸尘器	20615	****	***	低				√
Home Appliances > Vacuum Cleaners > Robotic Vacuums	Robotic Vacuums	智能吸尘机	124101	****	***	低				√

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数据来源：eBay内部数据，截至2016年12月31日，该数据仅供参考。

家居及园艺高潜力产品类别 - 德国站点

产品种类	产品类别	产品类别(英译)	产品类别(中译)	产品类别编号	品类规模	市场增长	中国卖家占比	可拓展站点(建议)			
								美国	英国	德国	澳洲
Garten & Terrasse > Gartenbauten & Sonnenschutz > Markisen, Terrassenüberdachung	Markisen, Terrassenüberdachung	Awnings, terrace roofing	遮阳篷、露台屋顶	180992	*****	*****	低			√	
Garten & Terrasse > Gartenbauten & Sonnenschutz > Pavillons	Pavillons	Pavilions	亭子	180995	*****	*****	低			√	
Garten & Terrasse > Gartenzäune & Sichtschutzwände > Sicht- & Lärmschutzwände	Sicht- & Lärmschutzwände	Visibility & noise protection walls	视觉和噪声防护墙	180991	*****	*****	低			√	
Haushaltsgeräte > Gefriergeräte & Kühlschränke > Kühlschränke	Kühlschränke	Refrigerators	迷你冰箱	71262	*****	*****	低	√	√	√	
Haushaltsgeräte > Klimaanlagen & Heizgeräte > Heizgeräte	Heizgeräte	Heaters	小型取暖器	20613	*****	*****	低	√	√	√	
Haushaltsgeräte > Pflege- & Wellness-Geräte > Haar- & Bartschneidegeräte	Haar- & Bartschneidegeräte	Hair & Beard Cutters	头发和胡须刀	11856	*****	*****	低			√	
Haushaltsgeräte > Pflege- & Wellness-Geräte > Zahnpflege	Elektrische Zahnbürsten	Electric Toothbrushes	电动牙刷	31770	*****	*****	低			√	
Haushaltsgeräte > Staubsauger > Staubsauger	Staubsauger	Vacuum cleaner	吸尘器	20614	*****	*****	低	√	√	√	
Haushaltsgeräte > Staubsauger > Staubsauger-Zubehör	Staubsauger-Zubehör	Vacuum cleaner accessories	吸尘器配件	42146	*****	*****	低			√	
Haushaltsgeräte > Waschmaschinen & Trockner > Waschmaschinen	Waschmaschinen	Washing machines	洗衣机	71256	*****	*****	低		√	√	√
Heimwerker > Bad & Küche > Duschen	Duschkabinen	Shower cubicles	淋浴间	167011	*****	*****	低			√	
Heimwerker > Elektrowerkzeuge > Bohrmaschinen	Bohrmaschinen	Drilling machines	电钻机	122827	*****	*****	低			√	
Heimwerker > Elektrowerkzeuge > Schleifmaschinen	Schleifmaschinen	Grinding machines	磨床	42284	*****	*****	低			√	
Heimwerker > Elektrowerkzeuge > Winkelschleifer	Winkelschleifer	Angle grinder	研磨机	42275	*****	*****	低	√		√	√
Heimwerker > Reinigungsgeräte > Hochdruckreiniger	Hochdruckreiniger	High pressure cleaner	高压清洗机	26685	*****	*****	低			√	
Heimwerker > Werkstattausrüstung > Werkzeugkoffer	Werkzeugkoffer	Toolbox	工具箱	33089	*****	*****	低			√	
Möbel & Wohnen > Möbel > Tische	Esstische & Küchentische	Dining Tables & Kitchen Tables	厨房和餐桌	38202	*****	*****	低		√	√	
Modellbau > Auto- & Verkehrsmodelle > Autos, LKW & Busse	Autos, LKW & Busse	Cars, trucks & buses	汽车、卡车和公共汽车模型	180273	*****	*****	低			√	
Garten & Terrasse > Bewässern > Pumpen	Pumpen	Pump	泵	118851	*****	****	低			√	
Garten & Terrasse > Gartenbauten & Sonnenschutz > Gartenhäuser & Geräteschuppen	Gartenhäuser & Geräteschuppen	Garden houses & equipment sheds	花园房子和设备棚	139956	*****	****	低			√	√
Garten & Terrasse > Möbel > Liegen	Liegen	Loungers	躺椅	79684	*****	****	低			√	
Garten & Terrasse > Möbel > Stühle & Sessel	Stühle & Sessel	Chairs & Armchairs	椅子和扶手椅	79682	*****	****	低			√	√
Haushaltsgeräte > Backöfen & Herde > Kochfelder	Kochfelder	Hobs	炉盘	71246	*****	****	低		√	√	√
Haushaltsgeräte > Kleingeräte Küche > Mikrowellen	Mikrowellen	Microwaves	微波炉	150140	*****	****	低		√	√	
Haustierbedarf > Klein- & Nagetiere > Käfige, Auslauf & Gehege	Käfige, Auslauf & Gehege	Cages, Spouts & Enclosures	宠物笼及喂食喷嘴	63108	*****	****	低			√	
Heimwerker > Bad & Küche > Badkeramik	WCs	Toilets	厕所	124971	*****	****	低			√	
Heimwerker > Bad & Küche > Badkeramik	Waschtische & -becken	Washbasins & basins	洗脸盆、洗漱槽	83832	*****	****	低			√	
Heimwerker > Fenster, Türen & Treppen > Türen	Türen	Doors	门	85892	*****	****	低		√	√	√
Heimwerker > Installation > Wasser	Warmwasserspeicher	Hot water storage	热水储存器	126230	*****	****	低			√	
Möbel & Wohnen > Dekoration > Bilder & Drucke	Bilder & Drucke	Pictures & prints	图片和打印	41511	*****	****	低			√	√
Möbel & Wohnen > Möbel > Barhocker & Stehtische	Barhocker & Stehtische	Bar stools & standing tables	酒吧凳和站立式桌子	153928	*****	****	低			√	√
Möbel & Wohnen > Möbel > Betten & Wasserbetten	Betten mit Matratze	Beds with mattress	床与床垫	175810	*****	****	低		√	√	
Möbel & Wohnen > Möbel > Betten & Wasserbetten	Bettgestelle ohne Matratze	Bedsteads without mattress	床架	131583	*****	****	低		√	√	
Möbel & Wohnen > Möbel > Kleiderschränke	Kleiderschränke	Wardrobes	衣柜	103430	*****	****	低		√	√	
Möbel & Wohnen > Möbel > Regale & Aufbewahrung	Regale & Aufbewahrung	Shelves & Storage	书柜	3199	*****	****	低	√		√	√
Möbel & Wohnen > Möbel > Sofas & Sessel	Sessel	Armchair	扶手椅	115763	*****	****	低		√	√	
Möbel & Wohnen > Möbel > Tische	Couchtische	Cooktop	灶台	38205	*****	****	低			√	
Möbel & Wohnen > Rollos, Gardinen & Vorhänge > Gardinen & Vorhänge	Gardinen & Vorhänge	Curtains & Pelmets	窗帘、布帘和帷幔	45515	*****	****	低	√	√	√	
Möbel & Wohnen > Teppiche & Teppichböden > Teppiche	Teppiche	Carpets	地毯	45510	*****	****	低	√	√	√	√
Baby > Auto-Kindersitze & Zubehör > Auto-Kindersitze	Auto-Kindersitze	Car children's seats	汽车儿童座椅	66695	*****	***	低			√	
Garten & Terrasse > Möbel > Garnituren & Sitzgruppen	Garnituren & Sitzgruppen	Benches & Seating	长凳、座椅	139849	*****	***	低			√	√
Haushaltsgeräte > Kleingeräte Küche > Rühren, Mixen & Zerkleinern	Küchenmaschinen	Food Processors	食物处理机	20673	*****	***	低	√		√	√
Haustierbedarf > Katzen > Kratzbäume & Möbel	Kratzbäume & Möbel	Scratching trees & furniture	猫抓板/家具	20740	*****	***	低			√	
Heimwerker > Installation > Heizung	Heizkörper	Radiator	暖气	46467	*****	***	低			√	
Heimwerker > Werkzeug > Leitern	Leitern	Ladders	梯子	112567	*****	***	低			√	
Möbel & Wohnen > Dekoration > Wandtattoos & Wandbilder	Wandtattoos & Wandbilder	Walltattoos & wall paintings	墙贴花和贴纸	159889	*****	***	低		√	√	
Garten & Terrasse > Gartengeräte > Hand-Gartengeräte	Schubkarren	Wheelbarrow	手推车	75671	****	*****	低			√	
Garten & Terrasse > Gartengeräte > Motor-Gartengeräte	Laubsauger & -bläser	Vacuum Cleaners & Blowers	叶风机	71273	****	*****	低	√		√	
Garten & Terrasse > Gartenzäune & Sichtschutzwände > Gartentore	Gartentore	Garden gates	花园大闸	139948	****	*****	低			√	
Haushaltsgeräte > Kleingeräte Küche > Dampfgarer & -kocher	Dampfgarer & -kocher	Steamer & Cooker	电磁炉	20672	****	*****	低	√	√	√	
Haushaltsgeräte > Kleingeräte Küche > Folienschweißgeräte	Folienschweißgeräte	Foil welding machines	铝箔焊接机	69221	****	*****	低			√	
Haushaltsgeräte > Kleingeräte Küche > Fritteusen	Fritteusen	Fryers	炸锅	20674	****	*****	低			√	
Haushaltsgeräte > Kleingeräte Küche > Rühren, Mixen & Zerkleinern	Handmixer	Handmixer	手动搅拌器	133703	****	*****	低			√	
Haushaltsgeräte > Kleingeräte Küche > Wasserkocher	Wasserkocher	Electric kettle	水壶	133705	****	*****	低		√	√	√
Heimwerker > Bad & Küche > Duschen	Komplettduschen	Complete showers	淋浴间	167018	****	*****	低			√	
Heimwerker > Elektrowerkzeuge > Kompressoren	Kompressoren	Compressors	空气压缩机	30506	****	*****	低	√		√	
Heimwerker > Elektrowerkzeuge > Stromaggregate	Stromaggregate	Power units	发电机	33082	****	*****	低	√		√	
Heimwerker > Sicherheitstechnik > Tresore	Tresore	Safes	保险箱	112601	****	*****	低			√	

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家居及园艺高潜力产品类别 - 德国站点

产品种类	产品类别	产品类别(英译)	产品类别(中译)	产品类别编号	品类规模	市场增长	中国卖家占比	可拓展站点(建议)			
								美国	英国	德国	澳洲
Heimwerker > Werkstattausrüstung > Werkstattwagen	Werkstattwagen	Workshop trolley	车间手推车	46496	****	*****	低			√	
Möbel & Wohnen > Bettwaren, -wäsche & Matratzen > Kopfkissen & Körperkissen	Kopfkissen & Körperkissen	Head pillow & body pillow	枕头	20445	****	*****	低		√	√	√
Möbel & Wohnen > Dekoration > Kerzen & Teelichter	Kerzen & Teelichter	Candles & Tealights	蜡烛和茶灯	46782	****	*****	低		√	√	
Möbel & Wohnen > Dekoration > Spiegel	Spiegel	Mirror	镜子	20580	****	*****	低		√	√	√
Möbel & Wohnen > Haushalt > Schädlingsschutz	Insektenschutz	Insect protection	防虫器	151943	****	*****	低			√	
Möbel & Wohnen > Kamine & Kaminzubehör > Kamine	Kamine	Fireplaces	壁炉	175756	****	*****	低		√	√	
Möbel & Wohnen > Klein- & Hängeaufbewahrung > Wand-, Türgarderoben & Haken	Wand-, Türgarderoben & Haken	Wall-, door- and garage-hooks	墙、门衣柜和挂钩	36024	****	*****	低			√	
Möbel & Wohnen > Kochen & Genießen > Gedeckter Tisch	Tischdecken	Tablecloths	桌布	20663	****	*****	低			√	
Möbel & Wohnen > Kochen & Genießen > Küchenhelfer	Schäler & Zerkleinerer	Peeler & shredder	剥皮和切碎机	20641	****	*****	低			√	
Möbel & Wohnen > Möbel > Nachttische & Nachtkonsolen	Nachttische & Nachtkonsolen	Night tables & nightstands	床头柜	38199	****	*****	低			√	√
Möbel & Wohnen > Möbel > Schminktische	Schminktische	Dressing tables	梳妆台	32878	****	*****	低			√	
Möbel & Wohnen > Möbel > Sofas & Sessel	Schlafsofas	Sofa beds	沙发床	101422	****	*****	低		√	√	
Möbel & Wohnen > Möbel > Tische	Beistelltische	Side tables	茶几	38206	****	*****	低		√	√	
Möbel & Wohnen > Teppiche & Teppichböden > Felle & Kunstfelle	Felle & Kunstfelle	Skins & artificial fur	皮革、羊皮地毯	91421	****	*****	低	√		√	
Garten & Terrasse > Bewässern > Bewässerungssysteme	Bewässerungssysteme	Irrigation systems	花园灌溉系统	139909	****	****	低			√	
Garten & Terrasse > Gartenbauten & Sonnenschutz > Pavillons & Partyzelte Zubehör	Pavillons & Partyzelte Zubehör	Pavilions & Party tents accessories	亭子和派对帐篷配件	159472	****	****	低			√	
Garten & Terrasse > Gartenbauten & Sonnenschutz > Sonnenschirme	Sonnenschirme	Sunshades	遮阳罩	180998	****	****	低			√	
Garten & Terrasse > Gartenzäune & Sichtschutzwände > Spaliere	Spaliere	Trellises	棚架	43538	****	****	低			√	
Garten & Terrasse > Möbel > Bänke	Bänke	Benches	长凳	79678	****	****	低			√	
Haustierbedarf > Hunde > Betten	Betten	Beds	床	20744	****	****	低			√	
Heimwerker > Fenster, Türen & Treppen > Treppen	Treppen	Stairs	楼梯	112568	****	****	低		√	√	
Heimwerker > Sauna & Schwimmbecken > Saunen	Saunen	Saunas	桑拿	181054	****	****	低			√	
Heimwerker > Sauna & Schwimmbecken > Schwimmbeckenbedarf	Pumpen	Pump	游泳池泵	181485	****	****	低			√	
Möbel & Wohnen > Badzubehör & -textilien > Toilettensitze	Toilettensitze	Toilet seat	厕板	37637	****	****	低		√	√	
Möbel & Wohnen > Dekoration > Dekokissen	Dekokissen	Throw pillows	坐垫	20563	****	****	低		√	√	
Möbel & Wohnen > Kochen & Genießen > Bar & Wein-Accessoires	Weinregale	Wine racks	酒架	20689	****	****	低			√	
Möbel & Wohnen > Kochen & Genießen > Gedeckter Tisch	Kaffeetassen & -becher	Coffee Cups & Mugs	杯子	20695	****	****	低		√	√	
Möbel & Wohnen > Kochen & Genießen > Gedeckter Tisch	Teller	Plate	盘子	36030	****	****	低			√	
Möbel & Wohnen > Möbel > Tisch- & Stuhl-Sets	Tisch- & Stuhl-Sets	Table & chair sets	餐具套装	107578	****	****	低	√	√	√	√
Garten & Terrasse > Bewässern > Gartenschläuche	Gartenschläuche	Garden hoses	花园橡胶水管	151604	****	***	低			√	
Garten & Terrasse > Dekoration > Vogelhäuser	Vogelhäuser	Bird houses	鸟屋	20502	****	***	低			√	
Garten & Terrasse > Teiche, Bachläufe und Brunnen > Teichbecken & -folien	Teichbecken & -folien	Pond Pools & Foils	池塘和箔	181124	****	***	低			√	
Haushaltsgeräte > Kleingeräte Küche > Rühren, Mixen & Zerkleinern	Stabmixer	Bar mixers	搅拌机	133700	****	***	低			√	
Heimwerker > Elektrowerkzeuge > Bohrer	Bohrer	Drill	钻头	50382	****	***	低	√		√	
Heimwerker > Installation > Wasser	Durchlauferhitzer	Water heater	热水器/炉	126226	****	***	低			√	
Möbel & Wohnen > Haushalt > Wäsche	Wäscheständer	Clothes dryer	干衣架	20622	****	***	低			√	
Möbel & Wohnen > Komplett-Küchen & Ausstattung > Küchenschränke	Küchenschränke	Kitchen cabinets	厨柜	85879	****	***	低			√	
Modellbau > RC-Modellbau > RC Modelle & Bausätze	Flugzeuge	Aircraft	飞机模型	182182	****	***	低			√	
Garten & Terrasse > Beleuchtung > Wege- & Sockelleuchten	Wege- & Sockelleuchten	Way & socket lights	路灯＆插座灯	94940	***	*****	低			√	
Garten & Terrasse > Grills, Öfen & Heizstrahler > Heizstrahler	Heizstrahler	Heaters	户外取暖器	106402	***	*****	低			√	√
Haushaltsgeräte > Pflege- & Wellness-Geräte > Personenwaagen	Personenwaagen	Personal scales	体重秤	77305	***	*****	低			√	
Möbel & Wohnen > Dekoration > Paravents	Paravents	Screens	屏幕	31601	***	****	低			√	

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