

# Seller Insights



Your guide to news, trending products, and inspiration for the holiday selling season



## Industry news

In the Lifestyle & Media category, guitar and amp releases are still topping the charts. We're also seeing increased traffic for new music releases, TV and movie box-sets, books related to film debuts, and travel must-haves.

- **Instruments:** Shoppers are clamoring for the CE24 Standard Satin Bolt-On Guitar and the Spider V Guitar Amp series.
- **TV and movie box-sets:** Blu-ray and DVD collections for popular movies and hit TV shows continue to bring in the buyers.
- **Music:** Rock is still the most popular music category this season, but Pop and Alternative are trending upward.
- **Books:** Books that have been adapted for the big screen like *The Girl On the Train* are popular this season.
- **Luggage:** As Holiday travel picks up, we're seeing more demand for inexpensive suitcases and travel accessories.

## Trending items



Beginner Acoustic Guitar Bundle

\$39.99



Speaker and Microphone Bundle

\$289.95



Beginner Violin

\$34.59



The Lion King  
Blu-ray DVD

\$13.95



Captain America Civil War  
DVD

\$17.99



The Jungle Book DVD

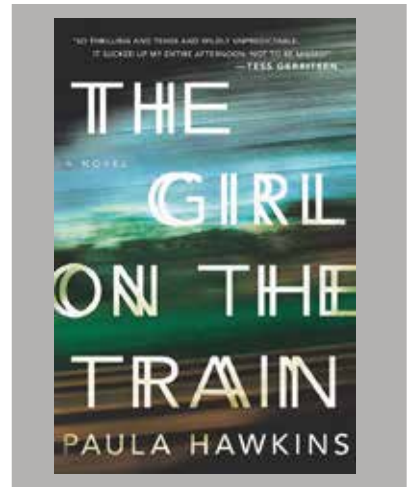
\$10.99



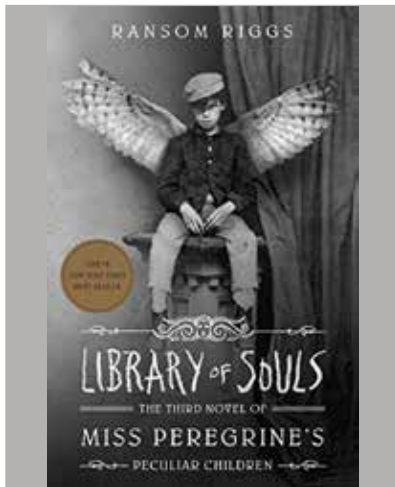
*Blurryface* CD by Twenty One Pilots  
\$8.49



*Lemonade* CD by Beyonce  
\$11.86



*The Girl on the Train* by Paula Hawkins  
\$11.95



*Library of Souls* by Ransom Riggs  
\$9.99



Halloween Fog Machine and Fluid  
\$34.40



Headphone Bundle  
Under \$129.95



American Tourister 4-Piece Luggage Set  
\$60.00



High Sierra Backpack  
\$14.99



Samsonite Hard-Side 3-Piece Sets  
\$269.00



Samsonite Neck Pillow  
\$6.99

For more information on hot items across categories, download the Holiday Hot List from the [Holiday Selling Hub](#).