

■ Helium 10 vs Jungle Scout

Complete Guide for Amazon Private Label — UAE Market (Amazon.ae)

1. What Are These Tools?

Both Helium 10 and Jungle Scout are Amazon seller research platforms. They help you find profitable products, analyze keywords, spy on competitors, and optimize your listings. For UAE / Amazon.ae Private Label sellers, these tools are essential before investing money into inventory.

All-in-one suite with 30+ tools. More advanced, preferred by experienced sellers.	Simpler interface, great for beginners. Strong product database & supplier finder.
helium10.com	junglescout.com

2. UAE Amazon Market — Quick Overview

- Amazon.ae launched in 2019. Growing fast — UAE has high disposable income & strong e-commerce adoption.
- Customers speak Arabic & English. Always do bilingual keyword research.
- Currency is AED (Dirham). Lower competition than .com or .co.uk — great window for PL sellers.
- Top PL categories: Kitchen, Sports, Baby, Health, Beauty, Home Decor.
- Both tools now support Amazon.ae data — but Helium 10 has broader UAE database.

■ Set your marketplace to Amazon.ae in both tools before any research. Data from Amazon.com is NOT accurate for UAE.

3. Helium 10 — How to Use for UAE PL

STEP 1	Set Marketplace	Login → click flag icon (top right) → select Amazon.ae. This ensures all data reflects the UAE market.
STEP 2	Black Box — Product Research	Go to Black Box → set filters: Monthly Revenue > 5,000 AED, Reviews < 200, Rating 3.5–4.5. Click Search to find low-competition products.
STEP 3	Xray — Validate on Amazon	Install Helium 10 Chrome Extension → go to Amazon.ae → search a product → click Xray. See real BSR, monthly sales, revenue, FBA fees for UAE.

STEP 4	Cerebro — Reverse ASIN	Enter a competitor's ASIN into Cerebro → get all keywords they rank for. Filter by Search Volume > 500, Organic Rank < 20 for top keywords.
STEP 5	Magnet — Keyword Research	Type your seed keyword (e.g. 'yoga mat') in Magnet → find high-volume UAE keywords. Look for Search Volume > 300 and low competition score.
STEP 6	Frankenstein + Scribbles — Listing	Paste all keywords into Frankenstein to clean & deduplicate. Then use Scribbles to write your Title, Bullet Points & Description ensuring all keywords are used.
STEP 7	Profits — Track Business	Connect your seller account to Profits tool. Track AED revenue, FBA fees, PPC cost, and net profit in real-time.

4. Jungle Scout — How to Use for UAE PL

STEP 1	Set Marketplace	Login → top of dashboard → Marketplace selector → choose Amazon.ae (UAE). All data will now be UAE-specific.
STEP 2	Product Database — Find Products	Go to Product Database → Filters: Price 50–500 AED, Monthly Sales > 100 units, Reviews < 150. This shows profitable, low-competition products.
STEP 3	Product Tracker — Monitor Over Time	Add shortlisted products to Product Tracker. Watch 30–60 days of sales data to confirm consistency before committing to a product.
STEP 4	Opportunity Finder	Enter a niche keyword → Opportunity Finder shows demand score, competition, and monthly revenue potential specifically for Amazon.ae.
STEP 5	Keyword Scout — Research	Enter a keyword (e.g. 'water bottle') → see UAE search volume, trending 30-day data, PPC bid costs in AED, and related keywords.
STEP 6	Listing Builder	Use the AI-powered Listing Builder → paste your keywords → it generates an optimized Title, Bullets, and Description. Review and customize for UAE buyers.
STEP 7	Supplier Database	Search product name → Jungle Scout shows verified Alibaba suppliers with shipment history, reliability score, and MOQ — very useful for UAE PL sourcing.

5. Helium 10 vs Jungle Scout — Full Comparison

Feature	Helium 10	Jungle Scout
UAE Market Support	■ Amazon.ae data	■ Amazon.ae data
Product Research	Black Box	Product Database
Keyword Research	Magnet + Cerebro	Keyword Scout
Reverse ASIN	■ Cerebro (advanced)	■ Basic
Listing Optimization	Scribbles + Frankenstein	Listing Builder (AI)
Competitor Spying	■ Very detailed	■ Good
Supplier Finder	■ Not available	■ Built-in
Chrome Extension	■ Xray (powerful)	■ Extension
Profit Tracker	■ Profits tool	■ Sales Analytics
PPC Management	■ Adtomic (advanced)	■ Basic PPC
Ease of Use	■■■■ (learning curve)	■■■■■■ (beginner friendly)
Price (approx/month)	\$39–\$99 USD	\$49–\$129 USD
Best For	Experienced / scaling	Beginners / research
UAE Arabic Keywords	■ Supported	■ Supported
Free Trial	■ Freemium plan	■ 7-day free trial

6. Which Tool Should You Use for UAE PL?

Choose Helium 10 if...	Choose Jungle Scout if...
<ul style="list-style-type: none"> • You want the most powerful keyword tools • You run PPC ads and need Adtomic • You want deep competitor intelligence • You are scaling to multiple products • You want listing hijack alerts 	<ul style="list-style-type: none"> • You are just starting out on Amazon UAE • You want a simple, clean interface • You need a built-in supplier finder • You prefer AI-written listing copy • Budget is a priority

■ Pro Tip: Many experienced UAE sellers use BOTH tools — Jungle Scout for initial product research and supplier sourcing, Helium 10 for keyword research, listing optimization, and PPC management.

7. UAE Private Label Workflow (Step-by-Step)

1	Product Research	Helium 10 Black Box / JS Product Database
2	Validate Product	Helium 10 Xray Chrome Extension on Amazon.ae
3	Track 30–60 Days	Jungle Scout Product Tracker

4	Keyword Research	Helium 10 Magnet + Cerebro for UAE keywords
5	Find Supplier	Jungle Scout Supplier Database / Alibaba
6	Create Listing	Helium 10 Scribbles (Arabic + English)
7	Launch & PPC	Helium 10 Adtomic / Amazon Ads Console
8	Monitor & Scale	Helium 10 Profits + JS Sales Analytics

8. UAE-Specific Tips for PL Sellers

- Always research both Arabic and English keywords. UAE shoppers search in both languages.
- VAT in UAE is 5%. Factor this into your pricing when calculating profit margins.
- Check if your product needs municipality approval or ESMA certification before importing.
- Ramadan season (March–April) and National Day (December) are peak shopping periods — stock up early.
- Use UAE fulfillment centers (FBA Dubai) for faster delivery — this boosts your listing rank.
- Competition on Amazon.ae is still low compared to .com — act fast before it gets saturated.
- Minimum viable price on Amazon.ae: price 15–20% lower than souq/noon.com for launch phase.