

COMMENT SPRAY ON INSTAGRAM

The Spray Cost-Stack

An enzyme odor spray costs roughly 61 cents a unit to produce. On Amazon the category leader sells the same kind of product near \$19.97 with over 100,000 reviews. That is one of the fattest margin structures in pet.

What the price actually pays for

The shelf price pays for branding and review velocity, not the liquid. Category leaders like Angry Orange were built recently from zero and bought out, not fifty-year-old companies. If you already have an audience or a pet brand, a cleaner line is one of the cheapest real products you can add.

The cost stack, formula to Amazon price

Line	Rough figure	Note
Formula (liquid)	~\$0.61 / unit	Enzyme cleaner, filled
Bottle + trigger	~\$0.35 / unit	Varies by size
Label + box	~\$0.25 / unit	Private-label print
Landed + fulfillment	~\$1.50 / unit	Freight, duty, FBA prep
Amazon fees	~\$6 to \$8 / unit	Referral + FBA on a ~\$20 price
Suggested retail	~\$19.97	Category-leader anchor

THE MARGIN MATH

Product COGS = Formula + Bottle + Label = \$0.61 + \$0.35 + \$0.25 = \$1.21 / unit

Landed unit cost = COGS + Landed & fulfillment = \$1.21 + \$1.50 = \$2.71 / unit

Contribution = Retail - Landed cost - Amazon fees = \$19.97 - \$2.71 - ~\$7 = ~\$10.26 / unit (before ad spend)

Figures are an illustrative example based on public category pricing. Your real numbers move with size, formula, and fulfillment. The point stands: the liquid is the cheap part, and the price pays for the brand.

Private-label it end to end

Formula, label, bottle, box. All of it can be private-labeled. The product is the cheap part. What you are really buying is a lane where the price pays for brand, not liquid.

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