Your guide to professionally photographing your store's products

If you have taken your first steps in creating your own online store, and are wondering how you can photograph the products of your store professionally to attract the attention of customers to your products and highlight their subtle details, then you have an integrated guide on how to photograph products professionally.

E-commerce accounted for more than 14.1% of sales around the world in the past year 2020, and this percentage is expected to increase to 22% by 2032, with a sales volume of more than 4 trillion US dollars annually. One study predicts that 95% of sales will be via online stores in 2040. Based on previous data, it seems clear to us that online sales are constantly booming.

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Product photography methods and techniques

There are two main types that online store owners rely on when photographing their products, and the main difference between both types is the need to focus on the product itself or on its use in the surrounding environment.

Single solid product photography
In a single solid product photography we want the customer to focus on the product with all its fine details, so any other detail in the background of the photo will confuse and potentially distract the customer. For this type of product photography, you will need a completely white background, and you can include multiple photos of the product taken from different angles.

Bio imaging

In dynamic product photography we must show the customer the practicality of the product. Therefore, the focus will be on the action or effect of the product and not the product itself. For example, in sporting goods products, the customer needs to know how the product works and how effective or efficient it is. So photographing a sports equipment being used by an athlete might be a great idea to showcase the product.

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