

Jungle Scout

High-Potential Low-Competition Niches for Amazon FBA

How to find the perfect Amazon niches
(Bonus: a list of 1038 niches to help you get started)



Hey there!

I'm Greg Mercer, CEO of Jungle Scout and Amazon FBA seller since 2013, and I have a secret to share with you:

Finding a profitable product on Amazon can be easy if you have the right tools and right formula to put everything together.

You have to:

1. Find a product that has high demand.
2. Find a product that has good demand by seeing how often it is searched for on Amazon
3. Make sure that the product has limited competition.
4. Locate a great supplier for your product.
5. Market your product using Amazon PPC and promotions.

If you follow this method and keep quality in mind throughout your Amazon journey, there will be no problem generating sales to build your freedom through Amazon selling.

In this guide, I'll show you how to master each of these steps. However, if that's not enough, I'm going to toss in over 1,038 excellent product ideas to get you started.

Let's go!

The Art of Niche Hunting

When you're looking for a product on Amazon, you're not looking for a "product" per se, but you're looking for a niche.

What is a niche?

A niche is a tightly defined market segment that has a similar trait in common, or "a group of people who like the same thing."

For example, think about fans of skateboarding. They've all got something similar in common: a love for skateboarding. Their fashion choices, shopping attitudes, and social media all represent their passion for that niche.

Or people who like to cook at home and are gluten-free. Arguably, that's an even tighter market segment than our skateboarders. While the culture might not be as apparent as skateboarders, there are many similarities in their buying habits, too.

Why are niches important?

To be a successful Amazon seller is to be a successful niche hunter. But, to be a successful niche hunter, you need to know what makes a niche worth pursuing.

Here are four signs of a good niche that's worth pursuing:

- 1. Sufficient demand.** Are there enough consumers searching for products? Could you reasonably make 5-10 sales per day?
- 2. Limited supply.** This is "low competition," but if a niche is going to have good demand, you want to make sure that it's not oversaturated with other sellers.
- 3. Physical product opportunities.** If you sell them something, will they buy it?
- 4. Easily expandable.** Once you find a good product, can you stick to the same niche? Staying in the same niche makes it much easier to launch new products.

3 Quick Ways to Find Niches, Right Now

Time to find some niches! I'm going to share some some methods on how I find niches for my products.

Method #1: Go Shopping

This one might sound crazy, but individual stores can often clue you in on what's popular in particular niches. After all, if someone is willing to pay \$25+ for a mundane item, you might be able to do the same yourself on Amazon FBA.

Some niche stores that I like to get ideas from include:

- West Elm
- Anthropologie
- Pier-1 Imports
- Pottery Barn
- Williams Sonoma
- Hot Topic
- Hobby/Gaming Stores
- Dick's Sporting Goods

You don't have to go on a buying spree. However, walk around to get ideas!

Method #2: Magazines and Pinterest

Ever come across a Real Simple magazine? I think that magazine very beneficial because it's a wall to wall coverage of products. It's filled with the kind of products people want to buy, and magazines like Real Simple are always hip to the latest trends.

There are plenty of magazines that are geared towards niches. Back before Amazon FBA, niche magazines were where you had to advertise your products in! That's how Tim Ferriss got started.

Speaking of magazines, that's all Pinterest is. See what's getting pinned and what people are excited about. Often, you'll see products marketed and shared by those same people. These are all clues to popular Amazon FBA products.

Method #3: Use Jungle Scout

If you're looking for a silver bullet to finding profitable niche products on Amazon, Jungle Scout offers powerful tools that will help you find ideas.

Using Jungle Scout for Niches

Niche Hunter

The aptly named Niche Hunter takes your product criterias (such as a specific sales volume or low level of competition) and churns out ideas for you to explore.

Here's how it works:

1. Sign on to the Jungle Scout web app and open the Niche Hunter tab
2. Enter in the search criteria you've set for your product
3. Click search and watch as the ideas load

You'll have hundreds (if not thousands) of product ideas for you to explore. Of course, you'll need to do a little more research, but this is the perfect way to get you started.

Keyword Scout

Keyword Scout is a tool we created to help people with their marketing ads. However, we've also discovered its a great way to scope out potential niches. This is the method we used for creating the list of 1,038 Niches you'll have at the end of this eBook.

Here's how it works:

1. Sign on to the Jungle Scout web app and go to the Keyword Scout tab.
2. Enter in a search phrase in the box near the top.
3. Click search and watch as the terms load.

Keyword Scout gives you search volumes, ad costs, recommend giveaways, and more. Plus, all this data is pulled directly from Amazon! A good rule of thumb I use when using Keyword Scout is that if a search term has a few thousand monthly searches but the ad costs are relatively low (less than a \$1.00), it's worth checking out.

Get these two features (plus two more!) when you [sign up for Jungle Scout](#).

Validating a Product Idea

Once you have found some product ideas, it's time to figure out whether or not it's a product worth pursuing.

You're going to want to **Jungle Scout it**.

How to Jungle Scout a product idea.

In addition to the Jungle Scout Web App, we also have a tool that works directly into your search browser. It's called the Jungle Scout Chrome Extension.

Here's how it works:

1. Download and install the Jungle Scout Chrome Extension
2. Go to Amazon.com and do a search with your product idea
3. When the search page loads, click the JS button to open the extension
4. Watch as the extension estimates the average monthly sales for each and every product on the search page and averages out all of the data

Instantly, you have sales data for all of the products related to the niche market you're interested in selling. That's how Jungle Scouting works!

Start Jungle Scouting with the Chrome Extension

Now that we have the data, here are the criterias I set for finding profitable products on Amazon:

1. Average monthly sales between 200-400 units per month
2. Average reviews are less than 100
3. Lightweight and easy to ship; it should weigh less than 1 pound and ideally fit in an iPhone-sized box
4. Low seasonality (ie, it's not a winter-only product, Halloween mask, etc.)
5. No legal headaches (patented product, hazmat, edibles)

You'll be surprised how many product opportunities fit these criteria!

Get Started With Our List

Let's take it one step further and show you how easy it is to find profitable niches to sell on Amazon. We've taken these methods outlined above to compile a substantial list of 1038 niche products for you to download, read through, and test out on your own.

 [Get the list now](#)

And if you're ready to start Jungle Scouting on your own, [learn more about our great Jungle Scout tools](#) that can help you create a massive passive income today.