



500 NICHES

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Introduction

In order to find the perfect product you can build, launch and grow into a successful ecommerce business, start off by serving a niche market. Niche markets are groups of individuals who are passionate about specific interests and are usually subsets of a larger market. By focusing on selling to a niche market you're more likely to understand their needs and preferences better, and they'll be more likely to rally around a product that's designed specifically for them. This list of 450 niches can help you generate ideas of which market you'd like to focus on selling to and you'll be able to start conducting further research to build off of.

Niches

- 3D Printing
- Acne
- Aerobics
- Aircraft Spotting
- Air Hockey
- Airsoft Guns & Supplies
- Allergies
- Alternative Medicine
- Animal Training
- Anti Aging
- Antiques
- Aquariums & Supplies
- Arborist Tools & Supplies
- Arcade Machines
- Archaeology
- Archery
- Art History
- Art Supplies
- Astrology
- Astronomy
- Audio Books
- Automotive
- Backpacking
- Badminton
- Baking Supplies
- Balloon Animals
- Barbequing
- Bar Supplies



- Base Jumping
- Baseball
- Basket Weaving
- Basketball
- Beach Combing
- Beach Supplies
- Beach Volleyball
- Beading
- Beer Brewing
- Belly Dancing
- Beatboxing
- Beauty
- Beekeeping Supplies
- Biathlon
- Bicycle Polo
- Billiards
- Biometric Safe
- Bioscience
- Bird Training
- Bird Watching
- Black Lights/Party Lights
- Blacksmith Work & Supplies
- Blogging
- BMX Bikes
- Board Games

- Boating & Sailing
- Bobsleigh
- Bocce Ball
- Body Building
- Bodyart
- Bone China
- Bonsai Trees
- Bookbinding
- Boomerangs
- Botany
- Bow Hunting
- Bowling
- Boxing
- Brain Training
- Butterfly Watching
- Buttons
- Cake Decorating
- Calligraphy
- Camping and Hiking
- Candle Making
- Canoeing
- Car Care & Accessories
- Card Making
- Carpentry
- Car Racing



- Cartooning
- Casino Games & Supplies
- Catering Supplies
- Caving
- Ceramics
- Cheerleading
- Chess
- Chiopractic Supplies
- Chocolate
- Cigarettes
- Classical Dance
- Cleaning Supplies
- Cliff Diving
- Coin Collecting
- Coloring
- Coloring Books
- Comics
- Computer Hardware
- Conworlding
- Cooking/Recipes
- Copywriting
- Cosplay
- Costumes
- Crafting
- Craft Beer

- Craft Supplies
- Credit Cards
- Cricket
- Crocheting
- Cross Country Running
- Cross Country Skiing
- Crossword Puzzles
- Cruises
- Curling
- Custom Bumper Stickers
- Customizable Vitamins
- Cycling
- Dance
- Dandruff
- Darts
- Deep Sea Fishing
- Decathlon
- Decorating Supplies
- Deer Hunting
- Dental Supplies
- Depression
- Diabetes
- Diapers
- Diecast Collectable Cars
- Distance Learning



- Diving
- Divorce
- DIY
- Djing Supplies
- Dodgeball
- Dog Sledding
- Dog Training
- Dollhouses
- Dolls
- Domain Registration
- Dominoes
- Drawing & Sketching
- Dredging
- Dumpster Diving
- Earthenware
- Ebay
- E-Books
- Ecommerce
- Educational Courses
- Educational Software
- E-Learning
- Electric Lawn Mower
- Electronic Cigarettes
- Electronics
- Email Marketing

- Embossing
- Embroidery
- Energy Bars
- Entertainment
- Exercise
- Fabric Painting
- Fake Tanning Oils & Supplies
- Falconry
- Fantasy Sports
- Felting
- Fencing
- Figure Skating
- Fine Art
- First Aid
- Fire Poi
- Fireworks
- Fishing
- Fitness
- Flag Football
- Floorball
- Floor Lamps
- Florals & Floral Arrangements
- Fly Fishing
- Fly Tying



- Foosball
- Football
- Foot Care
- Fox Hunting
- Frames
- Friendship Bracelets
- Frisbee & Ultimate Frisbee
- Frisbee Golf
- Furnishing
- Garage Saleing
- Gardening
- Garden Gnomes
- Genealogy
- Gemstones & Gemology
- Geocaching
- Ghost Hunting
- Ghosts
- Ghost Stories
- Gifts
- Glass Blowing
- Glassware
- Glowsticks
- Go Kart Racing
- Gold Panning
- Golf

- Green Living
- Greenhouse Supplies
- Guitars
- Guns
- Gymnastics
- Gyotaku
- Hang Gliding
- Herping
- Hiking
- Hockey
- Home Brewing
- Home Improvement
- Home Theatres
- Horse Riding
- Hot Air Ballooning
- Hula Hooping
- Humanities
- Humidifiers
- Hunting
- Hypnosis
- Ice Fishing
- Ice Skating
- Illustration
- Impersonations
- Incense



- Inline Skating
- Insomnia
- Interior Design
- Jewelry Making & Design
- Jigsaw Puzzles
- Journaling
- Jousting
- Judo
- Juggling
- Juicing
- Jumping Rope
- Karaoke
- Karate
- Kayaking
- Kites
- Kite Surfing
- Kitchen Tools & Supplies
- Knitting
- Knotting
- Lacrosse
- Landscaping
- Lawn Bowling
- Lawn Darts
- Leathercrafting
- Letterboxing

- Literature
- Locksport
- Luge
- Macramé
- Magic Tricks
- Marksmanship
- Meditation
- Martial Arts
- Medieval Collectibles
- Memory Improvement
- Men's Grooming
- Men's Health
- Mental Health
- Metal Detecting
- Metalwork
- Microscopy
- Millinery
- Miniatures
- Model Building
- Motivation
- Motorcycles
- Mountain Biking
- Mountaineering
- Musical Instruments
- Music Composition



- Nail Art
- Nail Biting
- Needlepoint
- Nutrition
- Office Furniture & Supplies
- Oral Health
- Organic Food
- Origami
- Outdoor Decorations & Supplies
- Outdoor Gear
- Outdoor Heaters
- Outdoor Lighting
- Outdoor Speakers
- Paddle Boating
- Paintball
- Painting
- Papermaché
- Papermaking
- Parachuting
- Paragliding
- Parenting
- Parkour
- Party Decorations
- People Watching

- Performing Arts
- Pet Care & Supplies
- Photography
- Piano
- Playing Cards
- Podcasting
- Poker
- Pole Dancing
- Pole Vaulting
- Polo
- Pottery
- Powerbocking
- Power Walking
- Pregnancy
- Printmaking
- Protesting
- Psychology
- Puppetry
- Pyrotechnics
- Quilting
- Racquetball
- Radios
- Rafting
- Railfans
- Rapping



- Reading
- Real Estate
- Recreational Vehicles & Accessories
- Relationships & Dating
- Remote Control Toys
- Rock Climbing
- Rock Collecting
- Rocketry
- Roller Skating
- Rowing
- Rugby
- Running
- Sailing
- Saltwater Aquariums
- Saltwater Fishing
- Sand Castles & Supplies
- School Supplies
- Scooters
- Scrapbooking
- Scuba Diving
- Sculpture
- Self Defense
- Sewing
- Shot Put

- Shuffleboard
- Simulation Technology
- Skateboarding
- Sketching
- Skiing
- Skincare
- Sky Diving
- Slack Lining
- Sleeping Bags
- Slingshots
- Snooker
- Snorkeling
- Snowboarding
- Soap Making
- Soccer
- Spa Therapy
- Speedcubing & Speedsolving
- Speed Skating
- Sports Nutrition
- Squash
- Stained Glass
- Stamp Collecting
- Stickers
- Stoneware



- Storytelling
- Storm Chasing
- String Figures
- Supplements
- Sudoku Puzzles
- SUP Boarding
- Surfing
- Survival
- Swimming
- Swimming Pools & Supplies
- Swords & Sword Collecting
- Synchronized Swimming
- Table Tennis
- Taekwondo
- Tattooing
- Tattoo Removal
- Telescopes
- Tchoukball
- Tea
- Teacher Supplies
- Tennis
- Textbooks
- Textiles
- Theatre
- Time Management

- Track and Field
- Train Spotting
- Trampolining
- Travel
- Treasure Hunting
- Triathlon
- Typography
- Unemployment
- Upholstery
- Urban Exploration
- Video Games
- Violin
- Visual Arts
- Volleyball
- Volunteering
- Wall Art
- Wall Decals
- Wall Hangings
- Watches
- Water Polo
- Water Skiing
- Wearable Technology
- Weather Watching
- Weaving
- Web Design



- Website Traffic
- Wedding Party Dresses
- Wedding Supplies
- Weight Training
- Weightloss
- Welding Supplies
- Wheelchair Basketball
- Wheelchairs
- White Water Rafting
- Wind Surfing
- Window Stickers
- Wingsuit Flying
- Wine Making

- Women's Health
- Wooden Toys
- Woodworking
- Wordsearch Puzzles
- Wrestling
- Writing
- Yachting
- Yoga
- Yo-Yo
- Zen Gardens
- Ziplining
- Zorbing
- Zumba

