

# Product Opportunity Explorer overview

## Overview:

This guide is for sellers who want to learn about Product Opportunity Explorer and how it can help them find inspiration for product and offer ideas in the Amazon store.

Jump to:

What is Product Opportunity Explorer?	2
How does it work?	2
Navigating Product Opportunity Explorer	3
Navigating niche results	4
What can I learn from a niche?	5
Resources	11

# What is Product Opportunity Explorer?

Product Opportunity Explorer is a tool that helps Amazon sellers generate new product or offer ideas by better understanding customer demand. The tool gives you insight into Amazon customer search and purchase behavior, which you can use to identify unmet demand and opportunities with new products or offers.

## How does it work?

Product Opportunity Explorer provides you with up-to-date data on customer needs and existing products across the Amazon store. To help you find opportunities that fit your business, Product Opportunity Explorer uses niches.

A niche is a collection of customer search terms and products that represent a specific customer need. Customers show their purchase needs by searching for products, and we create niches by grouping search terms based on the products customers view or purchase after searching. You can browse or search within the tool to find niches that make sense for your business, and use their details to help understand the potential sales performance of a new product or offer in that space.

**A niche is a collection of customer search terms and products that represent a specific customer need.**

Each niche has a detail page providing additional information, like current products within the niche, top search terms, and statistics about new product launch potential. Use these details to determine if a similar product filling the same customer need would be a good fit for your business. Keep in mind that search terms and products can exist in multiple niches. Niche metrics are refreshed at the beginning of each week, and new niches are created at the start of each month.

## Navigating Product Opportunity Explorer

Access the tool by opening the Seller Central main menu, hovering over **Growth**, and selecting **Product Opportunity Explorer**.

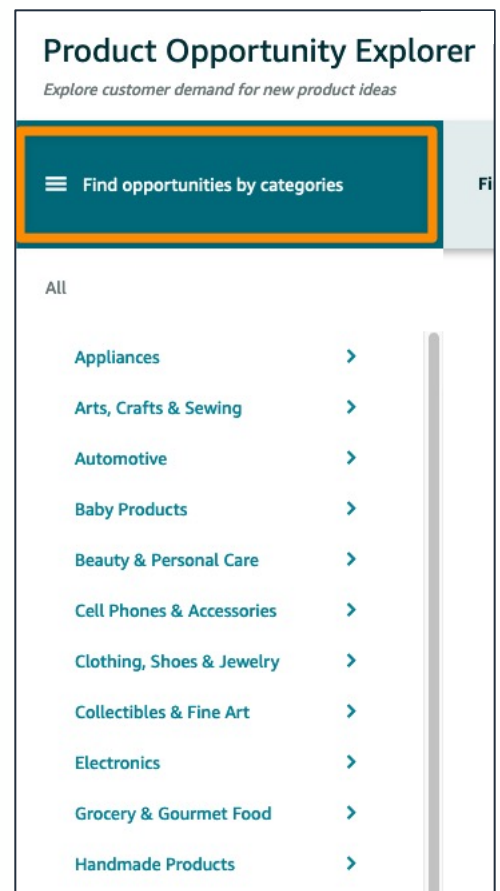
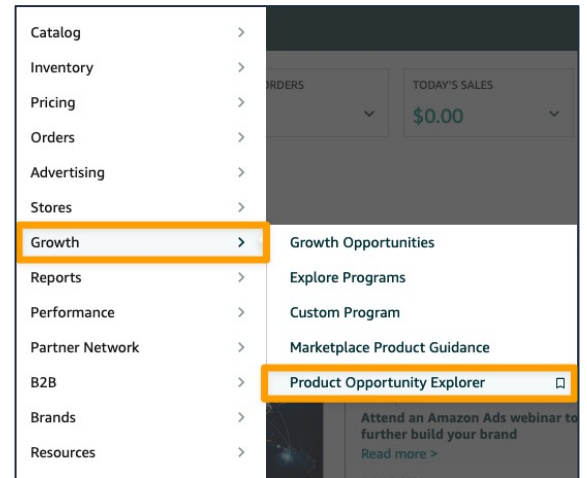
You can:

- browse niches by category
- search for niches
- use example niches

After you select the tool, you'll first see example niches recommended by Amazon. These niches are recommended based on the categories you sell in and your selling history. Use the **Find opportunities by categories** menu in the top-left corner to browse by category, working down from a high-level grouping to a specific category or subcategory.

### Tip:

Use the search function to find niches related to specific terms.






## Navigating niche results

After searching or selecting a category or subcategory, relevant niches are listed on a niche results page. We determine relevancy based on text matching between your search terms and the search terms related to niches. Alongside each niche, you'll find the top associated search terms and other key metrics. You can click the arrows to the right of each metric to sort by that metric in ascending order, or click again for descending order.

**Matching Niches for "dog costume" in United States**  
Showing 1 to 25 of 239

Filter Results Reset Default Sort

Customer Need Example image	Top Search Terms	Sales Potential Score (Out of 10) ↑↓	Search Volume (Past 360 days) ↑	Search Volume Growth (Past 360 days) ↑↓	Search Volume (Past 90 days) ↑↓	Search Volume Growth (Past 90 days) ↑↓	Average Units Sold (Past 360 days) ↑↓	# of Top Clicked Products ↑↓	Average Price ↑↓	Price Range (Past 360 days)
 dog cots beds for large dogs xl	xl outdoor dog bed								\$45.45	\$25.66-\$97.02
 dog lead for large dogs heavy duty	heavy duty dog lead								\$20.04	\$9.40-\$33.38
 dog cots beds for small dogs	small elevated dog bed small raised dog bed								\$25.00	\$14.04-\$40.14

**Filter Results** ✕

**Sales Potential Score** ▼ **Minimum**

Search Volume (last 90 days) ▼

Volume Change % (last 90 days) ▼  Show within a range instead

Search Volume (last 360 days) ▼ **Maximum**

Volume Change % (last 360 days) ▼

Average Units Sold ▼

# of Top Clicked Products ▼

Average Price ▼

Use the **Filter Results** button while searching or browsing to help find a niche with specific factors. For each metric, you can enter a minimum, or create a range within a minimum and maximum. Filtering by multiple metrics can help you zero in on specific opportunities. For example, filtering results to only show niches with a low number of total products and a high search volume could help you identify unmet customer demand and an opportunity for a new product.


## What can I learn from a niche?

When you find a niche relevant to your business, you can click it to find more in-depth metrics on the **Niche Details** page.

Here, you'll find four tabbed sections with more information:

**Niche Details**  
Learn more about this niche and its potential for new products.  
Last updated on 6/11/2022

**Products**   Search Terms   Insights   Trends



**dog costume**  
In United States

Is this Niche helpful? 👍 👎 💬

Sales Potential Score\*\*\*  
**4/10**

# of Top Clicked Products\*\*  
**91**

Search Volume\*  
**1,816,955**

Average Price  
**\$18.46**



Search Volume Growth\*  
**33.69%**

Average Units Sold\*  
**250-500**

\* Data refers to the past 360 days.  
\*\* Niches include the top products that cumulatively received 80% of clicks after customers entered any search term in the niche.  
\*\*\* Sales Potential Score is a number between 1 to 10, with 10 being the highest score. It indicates the relative potential sales of a new product in this niche compared to other niches in the same product category. The score is based on historical data from product sales, customer search volume, seasonality and other input signals.

**Products**   Search Terms   Insights   Trends

**Top Clicked Products when customers searched for "dog costume"**

Product Name <small>Category, Brand</small>	Launch Date <small>↑↓</small>	Click Count <small>↑↓</small>	Click Share <small>(Past 360 days) ↓</small>	Average Selling Price <small>(Past 360 days) ↑↓</small>	Total Reviews <small>↑↓</small>	Average Customer Rating <small>↑↓</small>	Average BSR <small>↑↓</small>
 Dogs/Apparel & Accessories/Costumes	2016-12-09	79,229	6.7%	\$14.34	6,791	4.3	5
 Dogs/Apparel & Accessories/Costumes	2017-04-30	71,081	6.0%	\$14.91	3,820	4.5	29


**Products:** This section lists the products within a niche that cumulatively receive 80% of clicks after customer searches. Use it to help understand what customers are looking for, and to gain an overall sense of the competition within a niche. Product attributes like brand, average selling price, and launch date provide more details on how long these products have been in this space, how well established they are, and how customers rate and review them. The different brands listed can help you determine if a particular brand is already dominating the space. Checking total reviews and average customer rating can help you understand how established products in this niche are, as a high number of reviews with a high average rating could indicate tough competition.

## What can I learn from a niche?

### Niche Details

Learn more about this niche and its potential for new products.

Last updated on 6/11/2022 [Request a Metric](#)



**dog costume**  
In United States

Is this Niche helpful? 👍 👎 💬

Sales Potential Score\*\*\*  
**4/10**

Search Volume\*  
**1,816,955**

Search Volume Growth\*  
**33.69%**

# of Top Clicked Products\*\*  
**91**



Average Price  
**\$18.46**

Average Units Sold\*  
**250-500**

\* Data refers to the past 360 days.  
\*\* Niches include the top products that cumulatively received 80% of clicks after customers entered any search term in the niche.  
\*\*\* Sales Potential Score is a number between 1 to 10, with 10 being the highest score. It indicates the relative potential sales of a new product in this niche compared to other niches in the same product category. The score is based on historical data from product sales, customer search volume, seasonality and other input signals.

Products Search Terms Insights Trends

#### Search Terms in this Niche

Search Term	Search Volume (Past 360 days) ↓	Search Volume Growth (QoQ) ↑↓	Search Volume Growth (YoY) ↑↓	Click Share (Past 360 days) ↑↓	Search Conversion Rate (Past 360 days) ↑↓	Top 3 Clicked Products
dog costume	559,730	+16.4%	+45.4%	45.8%	1.1%	
dog halloween costumes	397,837	+111.4%	+31.4%	7.1%	0.8%	

**Search Terms:** This section can help you better understand customer search behavior and search term performance. It contains the top Amazon customer search terms for a niche, along with search volume, click share, search conversion rate, and top-three clicked products. Use this section to learn more about customer intent and to identify product attributes or features that are potentially important to customers. Year-over-year and quarter-over-quarter metrics can help you better understand the customer demand behind certain search terms and how well they're converting. Reviewing search terms for branded phrases can also help you understand whether or not the niche is dominated by certain brands. Non-branded search terms with high search volume may indicate customers are open to new solutions. Additionally, you can use this section to plan Sponsored Campaigns when entering a niche.

## What can I learn from a niche?

Products		Search Terms	Insights	Trends
<b>Insights about this Niche</b>				
All metrics in the table below only include the top products that cumulatively received 80% of clicks after customers entered any search term in the niche.				
		Today	90 days ago	360 days ago
<b>Products (Top 80% of clicks)</b>	Number of Products	27	22	37
	% of Products Using Sponsored Products (past 360 days)	82.76%	77.27%	83.78%
	% of Prime Products (past 360 days)	96.55%	100.00%	100.00%
	Top 5 Products Click Share (past 360 days)	57.5%	65.6%	35.2%
	Top 20 Products Click Share (past 360 days)	89.3%	97.8%	80.5%
	Average Best Seller Rank	64	83	331
	Average Number of Reviews	15,418	–	–
<b>Brands and Selling Partners (Top 80% of clicks)</b>	# of Brands	16	17	26
	Top 5 Brands Click Share	75.7%	70.2%	46.9%
	Top 20 Brands Click Share	100.0%	100.0%	93.9%
	Average Brand Age in Niche (past 360 days)	2.9 years	3.5 years	4.3 years
	# of Selling Partners (past 360 days)	1	1	2
	Average Selling Partner Age in Niche	7.7 years	9.4 years	9.3 years
	# of New Products Launched (past 180 days)	0	0	0
	# of Successful Launches (past 180 days)	0	0	0
	# of New Products Launched (past 360 days)	3	3	11
	# of Successful Launches (past 360 days)	2	2	10
<b>Customer Experience (Top 80% of clicks)</b>	Average Review Rating	4.42	4.35	4.35
	Average Out of Stock Rate (past 360 days)	23.08%	12.94%	22.87%
	Average Product Listing Quality	99 / 100	95 / 100	–

**Insights:** Use this section to understand specific dynamics in a niche, including how saturated it is, launch potential for new products, and overall customer experience. With metrics like "Average Out of Stock Rate," "% of Prime products," and "% of Products Using Sponsored Products," you can identify high impact opportunities quickly. Use the "Average Out of Stock Rate" metric to help understand the need for additional products or offers in a niche. If search volume is high and search growth shows yearly growth, this could indicate an opportunity. A low "% of Prime Products" metric can indicate an open space for sellers to quickly gain momentum by adding a product with a Prime offer. Similarly, a low "% of Products Using Sponsored Products" can indicate a less competitive space and an opportunity to launch a product with less advertising investment. You can also use the **Insights** section to conduct deep analysis.

## What can I learn from a niche?

### Tip:

Use the "Top 5 Products Click Share" and "Top 20 Products Click Share" metrics to evaluate a niche. High "Number of Products" and "Click Share" values may indicate a specific brand or ASIN is dominating the niche with heavy competition, and a new product may not meet customer need. However, this could indicate an opportunity to add an offer on an existing product.

### Insights about this Niche

All metrics in the table below only include the top products that cumulatively received 80% of clicks after customers entered any search term in the niche.

		Today	90 days ago	360 days ago
<b>Products (Top 80% of clicks)</b>	Number of Products	27	22	37
	% of Products Using Sponsored Products (past 360 days)	82.76%	77.27%	83.78%
	% of Prime Products (past 360 days)	96.55%	100.00%	100.00%
	Top 5 Products Click Share (past 360 days)	57.5%	65.6%	35.2%
	Top 20 Products Click Share (past 360 days)	89.3%	97.8%	80.5%
	Average Best Seller Rank	64	83	331
Average Number of Reviews	15,418	-	-	
<b>Brands and Selling Partners (Top 80% of clicks)</b>	# of Brands	16	17	26
	Top 5 Brands Click Share	75.7%	70.2%	46.9%
	Top 20 Brands Click Share	100.0%	100.0%	93.9%
	Average Brand Age in Niche (past 360 days)	2.9 years	3.5 years	4.3 years

### Tip:

Identifying a niche with high search volume, and low "Number of Products" and "Click Share" values, can be an ideal scenario for launching a new product, as this can indicate low competition and high customer demand.



## What can I learn from a niche?

**Insights about this Niche**

All metrics in the table below only include the top products that cumulatively received 80% of clicks after customers entered any search term in the niche.

		Today	90 days ago	360 days ago
<b>Products (Top 80% of clicks)</b>	Number of Products	27	22	37
	% of Products Using Sponsored Products (past 360 days)	82.76%	77.27%	83.78%
	% of Prime Products (past 360 days)	96.55%	100.00%	100.00%
	Top 5 Products Click Share (past 360 days)	57.5%	65.6%	35.2%
	Top 20 Products Click Share (past 360 days)	89.3%	97.8%	80.5%
	Average Best Seller Rank	64	83	331

### Tip:

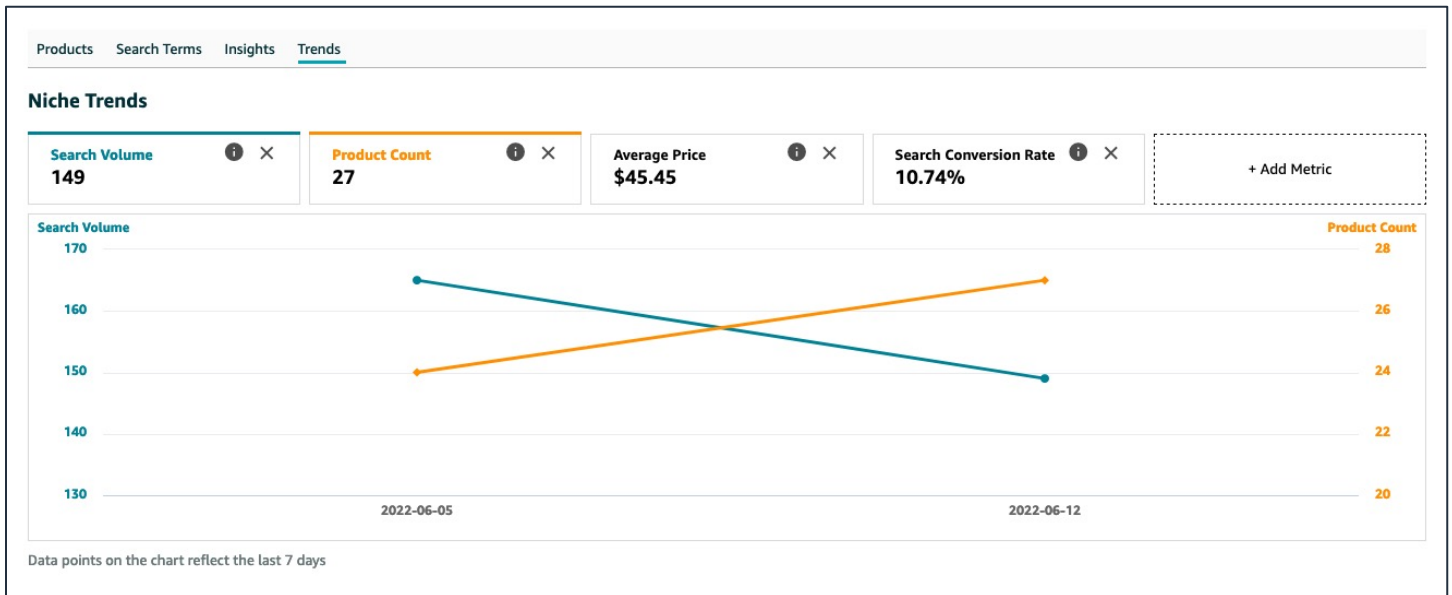
A low "Number of Products" value and high "Click Share" value may indicate a specific brand or product is dominating the space based on lack of competition. This could present an opportunity to add an offer to an existing product.

	Average Selling Partner Age in Niche	7.7 years	9.4 years	9.3 years
	# of New Products Launched (past 180 days)	0	0	0
	# of Successful Launches (past 180 days)	0	0	0
	# of New Products Launched (past 360 days)	3	3	11
	# of Successful Launches (past 360 days)	2	2	10
<b>Customer Experience (Top 80% of clicks)</b>	Average Review Rating	4.42	4.35	4.35
	Average Out of Stock Rate (past 360 days)	23.08%	12.94%	22.87%
	Average Product Listing Quality	99 / 100	95 / 100	-

### Tip:

If you identify a niche with a high "Number of Products" value and low "Click Share" value, you can use the "# of Successful Launches," "% of Products Using Sponsored Products," and "Average Review Rating" metrics to determine if the niche is competitive or lacking quality products.

## What can I learn from a niche?



**Trends:** This section can help you understand the seasonality of a niche, historical average price within a niche, and performance over time. It includes a customizable graph that can display two active metrics at a time. Use this section to understand seasonal customer behavior and how you can adjust and optimize your business strategy. Comparing search volume with search conversion rate can help you understand customer search and purchase habits, like when customers may be more likely to purchase. Comparing selling partner count, brand count, or product count with search volume can also help you gauge the overall competition in a niche. You can click the **Add Metric** button to show options for more metrics, and add or remove options to customize the display.

**Use each section to better understand a niche and your opportunity for expanding within it.**

## Resources:

**Now that we've covered Product Opportunity Explorer, you can start searching for niches to identify opportunities that fit your business.**

**[Product Opportunity Explorer](#)**