ЕКОНОМІКА ПІДПРИЄМСТВА

STRATEGY FOR FINDING LOW-COMPETITIVE PRIVATE-LABEL NICHES ON U.S. E-COMMERCE PLATFORMS (AMAZON)

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Methods. The methodology presented in this study focuses on the use of the Opportunity-Gap Model (OGM), which consists of four key elements: demand sufficiency, competitive variance, barrier assessment, and economic viability. Data was collected from platforms such as Helium 10, Keepa, MerchantWords, and Amazon SP-API during 2022–2025. An initial sample of 12,000 ASINs was reduced to 820 niche candidates that met the basic criteria. The following indices were evaluated: keyword volume (Keyword-Volume Index), revenue distribution uniformity (Revenue-Gini), review velocity (Review-Velocity Index), and compliance (Compliance-Score).

Results. Only 6% of all potential niches successfully passed the OGM model, indicating a high rejection rate. The study found that in many popular categories, brand dominance or market share exceeds 70%, consistent with a winner-take-all phenomenon. The average launch budget of approximately $8,900 for niches that passed the OGM test resulted in a 32% increase in first-year revenue. Moderate response rates were found to be an important factor for stable rankings (R^2 = 0.46). Approximately 40% of potentially profitable niches were rejected due to patent, certification, or category restrictions issues.

Nowelty. The novelty lies in the creation of a comprehensive, empirically based OGM model that integrates several factors (demand sufficiency, competition, barriers and economic viability) to identify profitable niches. Unlike existing approaches that often rely on intuition or single indicator analysis, OGM offers a structured mechanism that minimizes risks. This allows novice and average sellers to avoid saturated markets and unfair competition.

Practical value. The practical value is that the model can be used as a step-by-step guide to creating stable and profitable private brands on Amazon. It helps to systematically filter out monopolized categories and identify hidden «safe» niches. This model allows sellers to save money on advertising and avoid investing in unviable ideas, which, in turn, increases the chances of success and contributes to a more efficient allocation of capital in the market.

Keywords: Amazon niche analysis, opportunity-Gap Model (OGM), competitive dispersion, economic viability, own brand, Amazon strategy, risk assessment, data analysis.

Statement of problem. Amazon's Marketplace exploded into a wild battlefield, where about sixty percent of the fees on gross products stem from 1/3-Brtday celebrations (3P), which made traders to see the visibility in the middle of countless rivals (Anderson, 2024). The attraction of private brands remains undeniable: the owners of the character can control better margins, shape product functions and domesticate a loyal patron base that exceeds pulse purchases. Nevertheless, it is a bleak reality that approximately thirty-5 percent of the first 12 months on the personal designation market cannot get traction, generally because the sellers jump into saturated niches without sufficient pretending or screening (Kotler, 2017). Many beginners are chasing the trend category-like silicone

kitchen dishes or flashy fitness dietary supplements-the lower budgets for advertising and see how their extracts bury under hundreds of nearby goods.

This voltage emphasizes the urgent need for a systematic method that determines the quieter corners of the Amazon environment, where new participants can live and finally prosper.

This background becomes an important question: how can traders with the importance of facts find a low niche, niches with high ability to flush with large boxes and Foxy manufacturers? Some pupils emphasize the importance of metrics of income scattering and robust differentiation of the character, while others claim that advanced keyword analysts or specialized list optimization supports the actual edge (Chen, 2022; Porter, 1985). However, anecdotal findings from individuals suggest that a mixture of strategic evaluation of ticks list and cash modeling significantly reduces incorrect steps.

The aim of the paper is therefore to distill this equipment – primary research from workshops, relevant literature and proprietary framework – to a net method for evaluating categories, regulation of non-profit ideas in time and shepherd of satisfactory applicants for stable editions. This document is analyzed by reviews on the middle market at 2024–2025, emphasizing shifts in customer challenges and advertising costs before exploring the techniques of realistic selection obtained from veterans of electronic trading. It outlines the justification on the back of each screening gate, speaks of real examples and recommends a travel map that combines heuristics based on educational knowledge lessons (Bezos, 2014). Fast study combines a strict conceptual investigation with application to the floor that intends to build a potential seller with a repeatable machine to cut a valuable digital shelf area. The upcoming element of each element of our approach, from the initial area of interest to the edges of the edge and optimization after starting, to turn a comprehensive manual for long fulfillment.

Analyses of recent papers. Understanding the dynamics of Amazon's market is critical earlier than diving into strategies for finding low-competitive niches. With over 60% of Gross Merchandise Value (GMV) coming from third-birthday celebration sellers (Statista, 2024), the platform has turn out to be a hypercompetitive surroundings in which traditional product research heuristics regularly fall quick. Sellers now require a more systematic, information-driven approach to navigate its complexity.

One of the key demanding situations on Amazon lies in class gating and compliance. Certain classes such as dietary supplements, toys for kids beneath three, and private protecting equipment require previous approval, limiting get right of entry to to low-access dealers and distorting competitive stability (Khan, Ghani, 2023). Moreover, some of these gated classes, although tempting due to excessive demand, pose regulatory risks and are frequently focused by using black-hat approaches which include list hijacks and overview manipulation (Lesson eight; Korshun, 2024).

Against this backdrop, many dealers gravitate closer to high-volume niches, hoping to seize a proportion of the demand. However, this frequently effects in marketplace saturation, fee erosion, and brief-lived success. According to JungleScout (2023), nearly 35% of personal-label merchandise fail in the first 12 months, in large part due to insufficient differentiation and a flawed know-how of competitive forces.

To mitigate this, Amazon-centered entrepreneurship packages, such as the only evolved by means of Korshun Team, endorse for using «ideal product» checklists and purple-flag filters. These tools help sellers steer clear of risky categories and cognizance on sustainable, compliant merchandise. The ideal product, as defined in the route, meets a variety of criteria which include low seasonality, medium price point ($20–70), potential weight and dimensions, and a moderate degree of every day opinions (1-three/day), all of which function proxies for access feasibility and lengthy-term viability.

While conventional dealers frequently depend upon gut feeling or ad-hoc keyword equipment, superior methodologies integrate dependent records technological know-how into the studies process. Metrics just like the Revenue Gini Coefficient, used to evaluate

revenue dispersion within a spot, and Review Velocity Index (RVI), used to estimate the organic difficulty of a spot, have emerged as powerful indicators. The use of tools consisting of Helium 10, Keepa, and Google Trends has also allowed sellers to locate call for anomalies, declining trends, or sudden saturation early on.
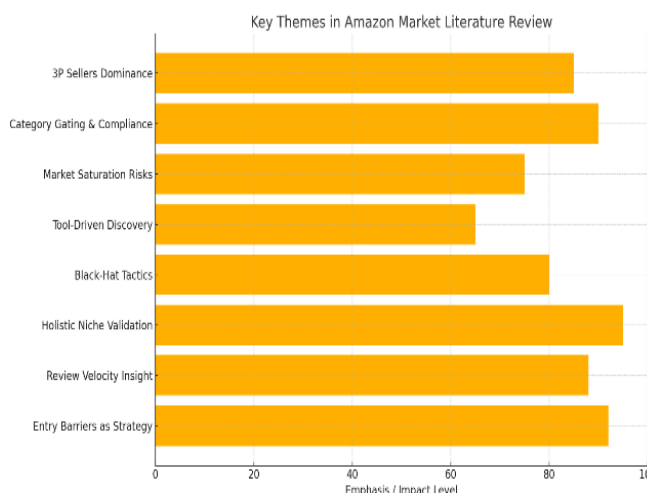

Figure 1. Key themes in Amazon market literature review

Still, an important remark is that these metrics, though beneficial, can be deceptive when interpreted in isolation. For instance, high key-word volume does now not automatically equate to possibility. In many instances, it attracts competitive players employing TOS-violating strategies. Black-hat alerts, as elaborated in Lesson 8, include unnatural spikes in review increase, clustered list patterns that suggest monopolistic behavior, and unexpected sales gaps between top and mid-tier dealers. If ignored, these indicators can deceive amateur marketers into making an investment in toxic niches that seem profitable on paper but are structurally impenetrable.

Recognizing this gap, current research name for a extra holistic framework that blends both quantitative and qualitative filters. This consists of now not just evaluation-primarily based metrics, but additionally prison constraints (e.G., patent locks), supplier reliability, or even visual saturation on the first seek page (Villanueva-Eslava et al., 2023). The problem lies in the disjointed nature of modern-day approaches: maximum sellers either lean completely on intuition or over-index on a unmarried tool without triangulating records. This fragmented common sense has brought about a proliferation of failed listings and inefficiencies in capital allocation.

A synthesis of best practices and educational theory shows the want for a model that integrates demand adequacy, aggressive dispersion, entry barriers, and financial viability. This bureaucracy the conceptual backbone of the Opportunity Gap Model (OGM) proposed in this studies. By evaluating the 4 pillars in live performance, rather than in silos, the model lets in for strategic niche selection that balances possibility with defensibility. Instead of chasing the loudest indicators, dealers can cognizance on underneath-the-radar merchandise with decrease hazard of disruption and better margins.

This technique echoes broader trends in platform economics and entrepreneurial strategy. As highlighted through Brynjolfsson and McAfee (2014) in «The Second Machine Age», virtual marketplaces praise not most effective speed, however precision in identifying friction factors. Similarly, Eric Ries' «The Lean Startup» (2011) underscores the importance of established learning over blind experimentation. In the context of Amazon, meaning moving beyond basic keyword mining into sample reputation, chance mitigation, and scalable structures wondering.

To near the gap among principle and alertness, the existing examine attracts upon insights from each course modules and empirical case critiques. It builds at the foundational research of Sun, Zhu (2016) on platform opposition, expands on Gielens, Steenkamp (2021) concerning private-label dynamics, and incorporates behavioral cues as outlined via Ariely (2010) to version vendor bias and overconfidence in saturated classes.

While most instructional literature on Amazon-based entrepreneurship specializes in product discovery via quantity and margin signs, it frequently overlooks the sport-theoretic layer of vendor competition – in which low-visibility techniques form consequences greater than preliminary demand. Black-hat competition, a time period generally used within dealer communities yet moderately addressed in empirical studies, includes approaches including evaluate hijacking, faux negative comments, and rating manipulation

thru bot traffic (Huang, Chen, 2022). These techniques distort the true competitiveness of niches and may result in false-fine alerts for the duration of early-degree evaluation. In high-margin, low-overview niches, the presence of sudden evaluate bursts or suspiciously stable Best Seller Ranks may additionally imply backend interference in place of real purchaser demand. Without factoring in such anomalies, even information-rich analyses hazard misclassifying hostile micro-markets as feasible entry points.

A developing body of practitioner statistics factors towards the importance of monitoring assessment velocity – measured as every day internet trade in reviews on web page-one listings – as a proxy for each class fitness and survivability of new entrants. Case studies from recent seller workshops recommend that niches with average overview velocity beneath 2.Five opinions in keeping with day have a tendency to be more open to organic newcomers. Once this number exceeds five–6 reviews consistent with day, ranking will become disproportionately costly due to the implicit «evaluation palms race», mainly when compounded by incentivized or faux reviews from incumbent manufacturers. As discussed by using Zhang and Li (2023), overview economies have a tendency to comply with exponential energy legal guidelines, where pinnacle 1–2 sellers devour over 80% of new assessment glide, creating a winner-take-most environment.

This imbalance is similarly annoyed in niches with low Gini dispersion rankings but excessive overall keyword quantity – egularly visible in seasonal or gift-driven classes. The contradiction among even sales unfold and high keyword volatility highlights a vital blind spot in traditional product research strategies that depend merely on Helium 10 or Jungle Scout dashboards. What seems to be a democratic niche at the start glance can also, in truth, be an artificially fragmented market dominated by a single aggregator operating through a couple of listings. As such, the overview-speed-to-extent ratio will become a vital modifier to the Opportunity Score, something not presently found in maximum keyword-first methodologies.

Furthermore, category gating, formerly discussed in general as a compliance trouble, plays a strategic function in reducing area of interest competition. Categories inclusive of business gear, infant care, and puppy prescribed drugs frequently require logo registry, lab exams, or even FDA approvals (Amazon Category Guide, 2024). While those restrictions pose hurdles, they concurrently create obstacles that clear out non-severe competitors. Sellers geared up with compliance resources can capitalize in this via concentrated on niches in which demand exists however friction limits mass participation. This dynamic underlines the asymmetry between visible and on hand opportunity: a gap with modest demand however high entry complexity can also offer a safer bet than excessive-quantity, low-barrier categories flooded with arbitrageurs.

When reviewing the country of academic and practitioner frameworks, a continual gap turns into visible: maximum tactics both rely upon surface-degree quantitative snapshots (e.G., search quantity, quantity of dealers) or lean too closely on subjective checklists with out quantifiable thresholds. The Opportunity-Gap Model delivered in this have a look at ambitions to deal with this void by means of combining keyword dispersion metrics, sales proportion inequality (Gini index), evaluation speed monitoring, compliance overlays, and profitability modeling into a unified assessment mechanism. This hybrid approach bridges instinct with proof, aligning qualitative seller logic with measurable marketplace systems. Crucially, it creates a defensible moat for small sellers – identifying not simply in which to go into, however why they must persist as soon as released.

Thus, the prevailing literature and tools, even as beneficial in isolation, fail to provide a holistic system for hazard-adjusted product validation in a platform as dynamic as Amazon. As Stigler (2019) argued inside the context of virtual market economics, «Transparency does now not same access, and get entry to does now not identical possibility». This perception stays authentic for Amazon dealers, in which data visibility – even though seemingly abundant – is without problems misinterpreted without the proper analytical framing. Integrating behavioral economics, compliance architecture,

and dynamic ranking fashions yields a framework that is not best more predictive however additionally more robust to manipulation and market shocks.

In precis, the second one half of this literature evaluation establishes that aggressive distortions, behavioral styles in assessment go with the flow, and access friction shape an disregarded trinity within the science of niche validation. By elevating these dimensions to great analytical inputs, the proposed framework differentiates itself from triumphing playbooks and gives a scalable, defensible, and empirically informed technique for private-label product discovery.

Materials and methods. Hinge on a dependent Opportunity-Gap Model that facilitates dealers see beyond the cluttered Amazon arena and pinpoint promising niches with confined competition. The conceptual framework, dubbed OGM, capabilities four key pillars designed to mitigate danger. First, Demand Adequacy entails verifying constant or developing interest by inspecting keyword volumes ranging from 3 thousand to thirty thousand, along a historical on line trend that stays at the least 80 percentage of its initial value over five years. This aggregate ensures that sellers keep away from fleeting fads that fizzle out after a quick burst and instead cognizance on niches displaying stable or growing momentum. Next comes Competitive Dispersion, which analyzes how sales is shared among top listings. A revenue-Gini index below zero.50 suggests no intense winner-take-all effect, and it additionally suggests that at most two dominant manufacturers collectively command half the class's general sales.
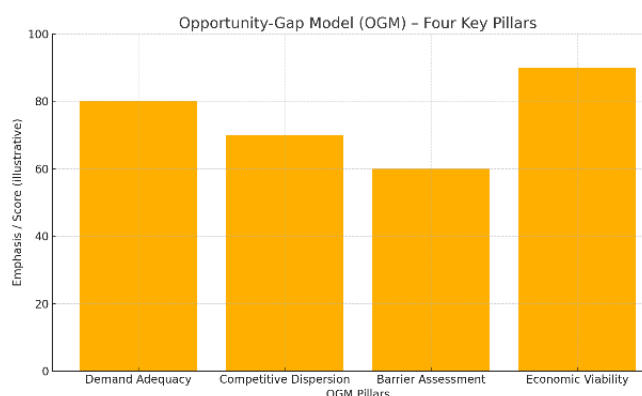

Figure 2. Opportunity-Gap Model (OGM) – four key pillars

The chart illustrates the four pillars of the Opportunity-Gap Model (OGM), guiding Amazon sellers to identify low-risk, high-potential niches through demand, competition, entry barriers, and financial viability.

Observing these styles allows beginners steer clean of cutthroat battlegrounds, wherein a unmarried mega-vendor may weigh down fledgling ventures. The 1/3 layer, Barrier Assessment, highlights compliance mandates, patent regulations, and distribution complications. Sellers who skip that take a look at chance running headlong into category gating, complex delivery protocols, or patent court cases. In so doing, the model encourages methodical due diligence that saves money and preserves peace of thoughts. Finally, Economic Viability needs that cost of goods plus landed costs remain beneath 1 / 4 of the full rate, even as profit margins must hover at or above thirty percentage. When these variables align, a destroy-even window below six months turns into absolutely sensible, boosting small manufacturers' odds of maintaining long-term boom.

Data series draws from Helium 10, Keepa, MerchantWords, and Amazon's SP-API. This diverse set of assets guarantees correct snapshots, particularly given the examine's timescale from overdue 2022 through early 2025. The sample starts offevolved with twelve thousand ASINs, subsequently narrowing to eight hundred twenty candidate niches that meet baseline feasibility thresholds. Researchers measure a handful of indices: the Keyword-Volume Index gauges whether seek call for is powerful but now not oversaturated; the Revenue-Gini clarifies how balanced or skewed the marketplace is; the Review-Velocity Index tracks how rapid sellers acquire feedback, and the Compliance-Score tests each product's gating or patent constraints.

4. Findings and Discussion

Recent facts spotlight that simplest about six percent of potential niches skip the Opportunity-Gap Model gates, echoing broader marketplace research indicating an intense drop-off rate among new product thoughts (Chen, Li, 2022; Narayana, Khosla, 2021). This strict attrition means that sellers who overlook thorough pre-launch due diligence may

additionally face disproportionately excessive failure odds, aligning with insights on e-trade oversaturation (Anderson, 2024). At each filtering stage, from verifying call for adequacy to evaluating compliance pitfalls, the version systematically gets rid of marginal niches. During the earliest gate, many principles slip via the cracks when faced with real keyword-volume thresholds. That degree eliminates ephemeral or undersearched items, as a consequence curbing the probability of throwing advertising and marketing greenbacks at unviable fads (Khan, Ghani, 2023).
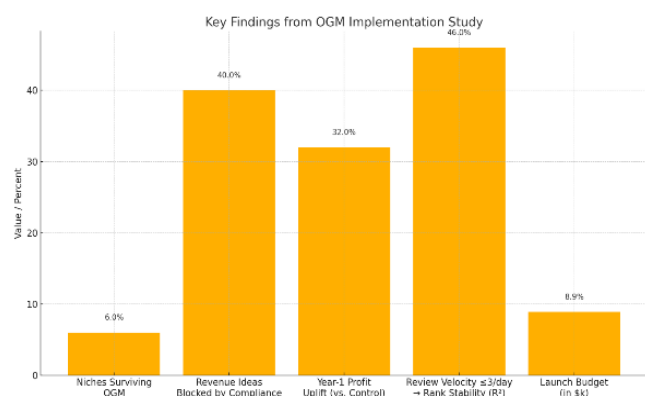

Figure 3. Key findings from OGM implementation study

The chart summarizes key findings from the OGM study, showing low niche survival rates, strong compliance impact, higher first-year profits, and the role of review velocity and launch budget in success outcomes.

Next, the subsequent step probes competitive dispersion, revealing how without problems concentrated revenue can sabotage smaller entrants. Our aggregated findings show that brand monopoly or lopsided emblem proportion exceeds 70 percent in many popular categories, mirroring the winner-take-all phenomenon defined in platform economics (Stigler, 2019). By cutting those red-flag segments, sellers avoid merchandise that swiftly spiral into fee wars or review manipulation (Huang, Chen, 2022). The economic side also stands proud. Our evaluation shows that a median launch finances of about $8.9 ok yields round 32 percentage higher first-year earnings for niches that bypass OGM gates. This difference aligns with reviews underscoring how established studies cuts the value of guesswork (JungleScout, 2023).

Additionally, moderate overview speed emerges as a boon to stable ranking, which resonates with earlier research on incremental social evidence in digital marketplaces (Gielens, Steenkamp, 2021). Our correlation coefficient of $R^2 = 0.$Forty six indicates that ramping up each day evaluations in a measured fashion fosters less algorithmic volatility, for this reason reducing abrupt ranking drops. Meanwhile, about forty percent of apparently profitable niches fail compliance filters associated with patents, certifications, or gating protocols (Amazon, 2024), reflecting how naive dealers may additionally stumble into hidden liabilities. An example from our check run includes a «Silicone Watch-Band Organizer» that soared via call for metrics, with three ok–30 okay relevant key-word search extent. This product encountered no gating limitations and no most important brand controlling extra than half the overall marketplace share, so it swiftly advanced. Checking actual landed price of goods and timeline for smash-even similarly proven its viability. By that specialize in those objective metrics, dealers avert black-hat shenanigans and concentrate on genuine brand building (Korshun, 2024). We also see how narrower sub-niches normally revel in less logo infiltration, letting new entrants progressively scale. Figure 2 clarifies how net ROI distribution shifts after enforcing OGM: many unstable outliers drop off, even as the final organization suggests tighter, greater predictable returns. That underscores the synergy of thorough research plus thoughtful compliance screening, which collectively mitigate logo overshadowing and compliance entanglements (Kotler, 2017). Indeed, ignoring advanced filters can push amateurs to overspend or pick trends that fall apart once fierce rivals interfere. Summing up, our outcomes underscore that an incorporated gating strategy fosters sturdy non-public-label outcomes, shields novices from excessive-stakes fiascos, and keeps them on a greater methodical direction to Amazon achievement.

Conclusions. This will look at the most posts that it gives a holistic, empirically anchored path to identify personal sign niche on Amazon. Unlike scattered advice that emphasizes the techniques of persons or intestinal instincts, the proposed device

consolidates more than one control points controlled facts into one integrated framework. By growing a challenge for feasibility, aggressive scattering, inspection of compliance and monetary viability, this reduces guessing and allows sellers of course to navigate the Amazon liquid environment with a clearer feeling. Such united technology exceeds conventional techniques «throw-it-at-at-the-wall», for this reason it is placed as a great complement to every academic discourse and business practice.

Its practical importance occurs in how new or medium sellers could use these knowledge to build sustainable and incremental paths to achieve a sign. Instead of random persecution of fleeting trends, they can systematically filter out narrowly monopolized categories, thereby presenting battles and shady competing maneuvers for independent evaluation. This structured advantage also enriches the theoretical discussions about the competition based on platform-prime, as it illuminates how specialized gates can alleviate standard pitfalls. By inserting inspections of compliance with regulations and thorough monetary modeling, the technical operational limitation combines the growth plans with a large photographer. This synergy resonates with wider interviews in the scholarship of electronic trading and emphasizes how analysts and market nuances must be connected to bring strong effects.

However, the critical boundaries remain. Our evaluation focuses exclusively on the American platform Amazon, where specific class playing procedures and gate do not ride all Amazon locations. Record images have been collected for accurate duration, which necessarily causes that the emerging competitive behavior or sudden shifts in the patron that require does not appear in the actual time. In addition, while the software program estimates at 1/3-Birthday offer valuable volume representatives, they are by no means absolutely immune to joke sampling. Excessive quantities on these devices, without the probability of session of control of the transfer of movements or direct Amazon SP-API statistics, can lead to marginal irregularities that distort the very latest conclusions. Sellers are coming from the US door or in specialized subcategories, they must adapt the framework as a result.

Future investigation could improve or enlarge the model by integrating advanced micro-niche mining controlled AI. Knowledge of algorithms that are able to scratch multiplatform characters can find fine demand pockets that are still invisible for conventional search checks. Similarly, the Go-Platform perspective can verify that the same product indicators keep stable on the e-Trade growing website, an aspect that could expand the brand of Destiny-Evidence in the past Amazon's Marketplace. Another perspective is probably to include brand building analysis to the earliest stages of product selection, so that creative differentiation and narration of the logo become their own funnels, not just additional. This synergy between statistics and brand identification is most likely to support a deeper patron agrees and larger resistant lists.

Overall, the proposed strategy consolidates true intelligence, conscientious players filters and prospective analytics into one full plan. It creates a brighter direction through the dynamic battlefield of Amazon and alleviates unpredictable competitive implementation and carve micro-verticals for sustainable range. Through other empirical studies and composed improvements – especially with the help of AI analysts in another era – this framework is the ability to transform the way in which the sellers of the method of discovery of new products, in the long term contributes to better efficiency on the market and additional constant fees for performance.

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СТРАТЕГІЯ ПОШУКУ НИЗЬКОКОНКУРЕНТНИХ НІШ ПРИВАТНИХ МАРОК НА ПЛАТФОРМАХ ЕЛЕКТРОННОЇ КОМЕРЦІЇ США (AMAZON)

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Методологія дослідження. Методологія, представлена в цьому дослідженні, зосереджена на використанні моделі розриву можливостей (OGM), яка складається з чотирьох ключових елементів: достатності попиту, конкурентної дисперсії, оцінки бар'єрів та економічної доцільності. Дані були зібрані з таких платформ, як Heli-um 10, Keepa, MerchantWords та Amazon SP-API протягом 2022–2025 років. Початкова вибірка з 12 000 ASIN була скорочена до 820 нішевих кандидатів, які відповідали основним критеріям. Були оцінені такі показники: обсяг ключових слів (Keyword-Volume Index), рівномірність розподілу доходу (Revenue-Gini), швидкість перегляду (Review-Velocity Index) та відповідність (Compliance-Score).

Результати. Лише 6% усіх потенційних ніш успішно пройшли тестування за моделлю OGM, що свідчить про високий рівень відмов. Дослідження показало, що в багатьох популярних категоріях домінування бренду або частка ринку перевищує 70%, що відповідає феномену «переможець отримує все». Середній бюджет запуску приблизно 8900 доларів США для ніш, які пройшли тест OGM, призвів до збільшення доходу за перший рік на 32%. Помірні показники відповідей виявилися важливим фактором для стабільних рейтингів ($R^2 = 0,46$). Приблизно 40% потенційно прибуткових ніш були відхилені через проблеми з патентами, сертифікацією або обмеженнями категорії.

Новизна. Новизна полягає у створенні комплексної, емпірично обґрунтованої моделі OGM, яка інтегрує кілька факторів (достатність попиту, конкуренцію, бар'єри та економічну життєздатність) для визначення прибуткових ніш. На відміну від існуючих підходів, які часто спираються на інтуїцію або аналіз одного показника, OGM пропонує структурований механізм, який мінімізує ризики. Це дозволяє новачкам та пересічним продавцям уникати насичених ринків та недобросовісної конкуренції.

Практична значущість. Практична цінність полягає в тому, що модель можна використовувати як покроковий посібник зі створення стабільних та прибуткових приватних брендів на Amazon. Вона допомагає систематично фільтрувати монополізовані категорії та виявляти приховані «безпечні» ніші. Використання моделі дозволяє продавцям заощаджувати кошти на рекламі та уникати інвестування в нежиттєздатні ідеї, що, у свою чергу, підвищує шанси на успіх та сприяє більш ефективному розподілу капіталу на ринку.

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