

21 UNTAPPED NICHES

1

MATCHA

What is Matcha? It's a powdered version of green tea in high demand right now. People are looking to buy it and see recipes.

2

SOLAR

I know what you're thinking... solar panels are old news but with recent developments (roof panels) it's a growing niche.

3

BABY GEAR

From strollers to baby wraps new Mum's are always on the look out for new products.

4

VLOG

.More people are searching for how to video blog than ever before. They're looking for e-guides, equipment and more.

5

ADULT COLORING

A huge trend right now is adult coloring books with money to be made as an affiliate/seller.

6

BACK PAIN

With more adults struggling with back pain right now there's a huge audience looking for ways to relieve back pain.

7

MEN'S HAIR

Men's hairstyles has a huge audience and it's very untapped. How to's, trends and styling products are all options.

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8

FERTILITY

With the cost of IVF being expensive more people are searching for natural ways to get pregnant.

9

BOAT BUYING

This is a buying market with customers willing to spend big. They're on the hunt for guides on buying a boat.

10

MARATHON RUNNING

This niche is timeless and is only going to get bigger. What to go for? Training gear & tutorials to run faster,

11

SINGING

Over 18,000 people a month search for 'how to sing' in the US alone, this niche can be turned in to various sub niches.

12

CHEAP TRAVEL

The trend of people looking to travel for cheaper is growing, and with high paying travel affiliate schemes this is a great niche.

13

ROCK CLIMB

The fitness market is congested and more people are looking for fun ways to stay fit. One of those methods is rock climbing...

14

TINY HOMES

Minimalism is on trend right now and more people are looking to downsize. This is an untapped niche with growing demand.

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15

FRENCH BULLDOGS

The most popular breed of dog right now people are searching for ways to buy, train and look after them.

16

MEDITATION

Meditation is the new Yoga, with people searching for ways to use meditation to relieve daily stress.

17

MEN'S YOGA

Yes, Yoga is a congested niche... but more men are searching for ways to utilise Yoga to get fit and get agile.

18

BEARD CARE

The trend of men opting for beards has skyrocketed over the last year and the demand for beard care is increasing.

19

BOOK KEEPING

Recent studies show that accountancy (as a profession) is dying. People are looking for ways to manage their own accounts.

20

FASTING DIETS

With the rise of the 5/2 diet and intermittent fasting more people are searching for fasting diets and plans.

21

ONLINE SECURITY

There's a huge market for people cautious of the data they put out online with many looking to become safe online.