



Turn market gaps into **growth opportunities** with Product Opportunity Explorer



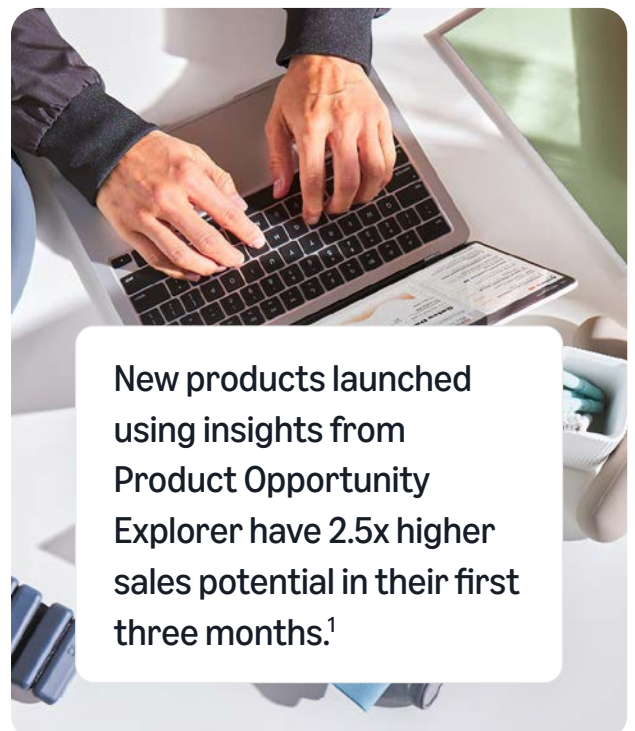
Avoid costly research or guesswork with exclusive Amazon data and customer insights that uncover categories with unmet demand and product opportunities worth pursuing.

There's one thing that successful product launches have in common: The product is something that customers actually want. But how do you know what they want? And how does that fit with your business?

Product Opportunity Explorer answers these questions by analyzing Amazon search, browse, and purchase behavior to understand which products customers tend to click on or buy after searching for specific keywords. It also analyzes trends in pricing, reviews, and returns. With these insights, Opportunity Explorer surfaces products and categories with specific customer needs that aren't being met in the market and identifies those that specifically align to your brand and product catalog.

With Opportunity Explorer as your first stop on the path to a successful product launch, you can:

- **Discover opportunities with high potential:** Increase your chances of launch success and steady sales by pursuing products with high customer demand and low competition.
- **Achieve more with fewer resources:** Avoid costly, time-consuming research with robust data and insights in one dashboard that can help uncover untapped opportunities instantly.
- **Make smarter investment decisions:** Minimize uncertainty and the financial risk of unvalidated ideas with promising product opportunities that you can launch confidently and quickly.



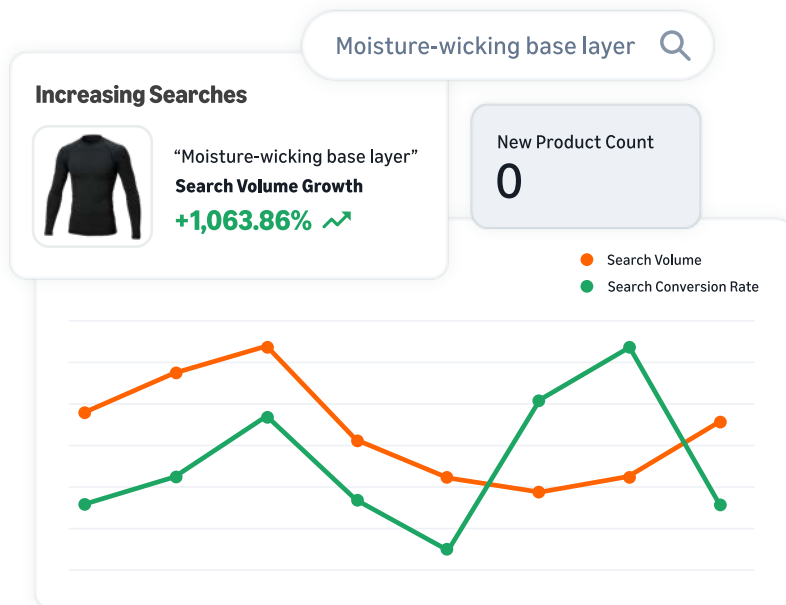
¹ 2025 Amazon internal data based on a study of sellers in the US, EU, and Japan that launched products from niches they viewed in Opportunity Explorer within the previous 12 months.

Two ways to use it



Discover new products to launch

Use Opportunity Explorer to identify untapped categories and products with high customer demand and low competition. Let data lead you to your next winning product—not guesswork. Or, if you already have a product idea, the insights in Opportunity Explorer can help you decide whether to pursue it or pivot.



Example: A seller browsing the activewear category notices a niche for moisture-wicking base layers with strong search volume but few established brands. That's a signal—and an opportunity.



Improve and enhance existing products

Opportunity Explorer isn't only for new-to-catalog ideas. Through review and return insights you can understand what features customers are asking for or why certain products might not be hitting the mark. Those insights can inform new features or updates to your existing products, or even simple adjustments to keywords, listings, or marketing.

Customer Review Insights

Topic	%Mentions	Review Snippets
Waterproof material	27.8%	"wish it was waterproof" "definitely not waterproof" "waterproof material would be better" "I want a waterproof version"

"waterproof material"

Review mentions

27.8%



"Wish the material was waterproof"

Example: A laptop case brand discovers through review insights that customers are consistently asking for waterproof material. That's not just a product improvement—it's an entirely new SKU waiting to happen.

Get started

1 Access the tool

In the side menu in Seller Central, select **Growth**, and then **Product Opportunity Explorer**. You can also find more detailed instructions in [Seller Central help content](#).

2 Explore the different opportunities

You can explore opportunities through niches, which are based on specific customer needs, or unmet demand, which is based on customer purchase intent. Browse by category, keyword or ASIN, or recommendations to find opportunities that might be a good fit for your brand and catalog.

3 Analyze the data

Filter, sort, and explore data and trends for demand and purchasing behavior, competition and saturation, search terms and volume, customer reviews, and return activity. With this information, you can identify features that customers value or issues that they've had with products, highlighting areas of unmet need that can inform product development and marketing strategies.

4 Act on the insights

Once you've identified and validated an opportunity, it's time to take action! Use the learnings to:

- **Develop a new product:** Use niche data and customer review insights to brief your product development team or manufacturer with confidence.
- **Improve an existing product:** Bring insights back to your current SKUs to update features, upgrade to a 2.0, or relaunch with new positioning.
- **Optimize your content:** Use the top search terms to strengthen your listing title, content, and keywords, as well as marketing assets and strategy.

Quality Improvements



"sizing-large"
Review Mentions
32.89%



"Sizing runs too large"



Return Rate (Past 360 days)

+3.82%

Pro tip: Look for niches where search volume is high but product count is low, especially where few sellers offer Prime. These open spaces are where new brands can move quickly.

Increasing Searches



"Men's dress shirt"
Search Volume Growth
+987.55% ↗

Search Volume (Past 360 days)

531,230

Number of Top Clicked Products

11

Average Price (Past 360 days)

\$19.72

Get started