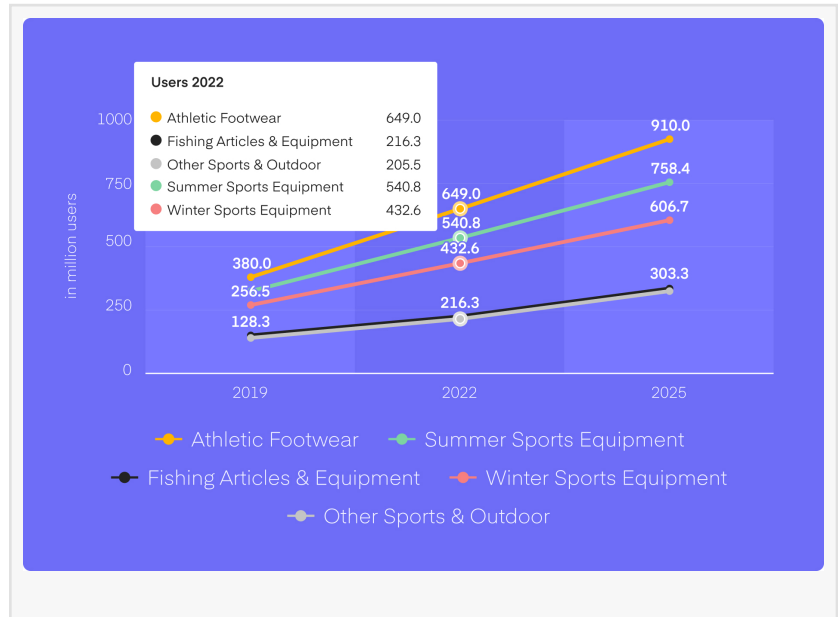


# Amazon Sports & Outdoors Niche Marketing Analysis by Profit Whales: Segment Revenue Expected to Reach \$74.96bn in 2022

*A full-service marketing agency for Amazon brands, Profit Whales, has released a detailed data analytics-based guide to the Sports & Outdoors niche on Amazon.*

AVENTURA, FLORIDA, USA, May 2, 2022 /EINPresswire.com/ -- The [Sports & Outdoors](#) niche on Amazon is on its rise and demonstrates an annual growth rate of 10.03%, resulting in an expected market cap of \$99.86bn by 2025. Its revenue in 2021 reached \$4.8 billion with about 50 top brands holding 35% of the market and the rest (about 2k brands) dividing 65% of the market left, making it highly attractive for expanding.



Taking that into consideration, [Profit Whales](#), an agency that works with 8-9 figure brands on Amazon, used their analytics capacities and proven data to come up with a detailed [guide](#) to the Sports & Outdoors category. The guide includes a complete market breakdown and discloses currently effective advertising tactics along with a list of 100 top-performing keywords.

“

Does it make sense to enter this niche? What call to action to use in ad banners? Our experience with global brands and data-driven approach allows us to provide detailed answers to these questions!”

*Dari Bilera, Head of Marketing at Profit Whales*

The Profit Whales' guide expands on the reviews and rating system, explaining the peculiarities of its application to the Sports & Outdoors category. Precise data analysis of 5,000 Sports & Outdoors products based on the BSR principle has shown the average number of reviews - 4,500 per listing, while the average cost per product is just \$21. Since the number of reviews massively depends on advertising

and visual content, the biggest part of the guide contains analytics and recommendations on

Having analyzed the past decade of growth in attention to the Sports & Outdoors niche (user penetration is set to reach 14.2% in 2022 and predicted to go even further up), the Profit Whales team worked out their set of recommendations and predictions for aspiring and active sellers. In this guide, the agency also operates data from studies showing the factors affecting and shaping the sporting goods market most significantly. For example, the supply chain issue might cause demand/supply imbalances that are going to turn the usual industry around.

### Sports & Outdoors Niche Highlights:

- The most popular product (ASIN B09LXJCK99) from Bowflex accounts for \$59 141 349 in revenue
- This product's top-performing keyword is 'weights' with \$1.45 PPC bid and 283,138 monthly search volume
- The PPC bid accounts for \$0.87, the average CPC by brand inquiries is \$0.55, and advertising costs are generally \$235 per month (for branded queries)

CREATIVES RECOMMENDATIONS

### Show Your Product in Use

How do you show off your product as visually appealing and unique? One effective way is to take photographs of your product in use so users have a more realistic idea of how it will look, feel, and work in their lives.

### Visualize Your Product's Features

To sell on Amazon you can't just write a blurb. The description and features of your product need to be clearly explained. Product features are the key to selling on Amazon, and they can be covered via visuals.

### Create Lifestyle Photos

Shoot a photo of your product sitting in nature or a social location, focusing on its quality and design. Another option would be to take photos of your product from different angles. Take pictures of your products with natural light, not a flash. Keep your images as close to 7 to 10 inches in height as possible.

## Major Players' General Revenue

Player	Revenue (\$m)	Revenue Market Share (%)
Apple	100	2.2
Microsoft	85	1.8
Amazon	75	1.6
Google	70	1.5
Facebook	65	1.4
Twitter	60	1.3
LinkedIn	55	1.2
YouTube	50	1.1
Netflix	45	1.0
Spotify	40	0.9
Uber	35	0.8
Lyft	30	0.7
DoorDash	25	0.6
GrubHub	20	0.5
Postmates	15	0.4
Instacart	10	0.3
Shutterstock	5	0.2
Adobe	4	0.1
Oracle	3	0.1
SAP	2	0.1
IBM	1	0.1
Microsoft Dynamics	1	0.1
Microsoft Office	1	0.1
Microsoft Windows	1	0.1
Microsoft Azure	1	0.1
Microsoft Office 365	1	0.1
Microsoft Dynamics 365	1	0.1
Microsoft Office Mobile	1	0.1
Microsoft Office OneDrive	1	0.1
Microsoft Office Outlook	1	0.1
Microsoft Office PowerPoint	1	0.1
Microsoft Office Word	1	0.1
Microsoft Office Excel	1	0.1
Microsoft Office Access	1	0.1
Microsoft Office Publisher	1	0.1
Microsoft Office Project	1	0.1
Microsoft Office Visio	1	0.1
Microsoft Office SharePoint	1	0.1
Microsoft Office Teams	1	0.1
Microsoft Office Yammer	1	0.1
Microsoft Office OneNote	1	0.1
Microsoft Office Sway	1	0.1
Microsoft Office Flow	1	0.1
Microsoft Office PowerApps	1	0.1
Microsoft Office Streamline	1	0.1
Microsoft Office MyFlow	1	0.1
Microsoft Office MyAnalytics	1	0.1
Microsoft Office MyInsights	1	0.1
Microsoft Office MyData	1	0.1
Microsoft Office MyAlerts	1	0.1
Microsoft Office MyTasks	1	0.1
Microsoft Office MyCalendar	1	0.1
Microsoft Office MyContacts	1	0.1
Microsoft Office MyLocations	1	0.1
Microsoft Office MyNotes	1	0.1
Microsoft Office MyToDo	1	0.1
Microsoft Office MyPeople	1	0.1
Microsoft Office MyGroups	1	0.1
Microsoft Office MyChannels	1	0.1
Microsoft Office MyConnections	1	0.1
Microsoft Office MyRelationships	1	0.1
Microsoft Office MyInteractions	1	0.1
Microsoft Office MyEngagements	1	0.1
Microsoft Office MyConversations	1	0.1
Microsoft Office MyCollaborations	1	0.1
Microsoft Office MyWorkflows	1	0.1
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Microsoft Office MyIntegrations	1	0.1
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Microsoft Office MyPartnerships	1	0.1
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- Must-use Pinterest sporting product content idea: Gift for under \$50/dogs/kids/runners

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Dari Bilera

Profit Whales

+1 814-351-9477

official@profitwhales.com

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