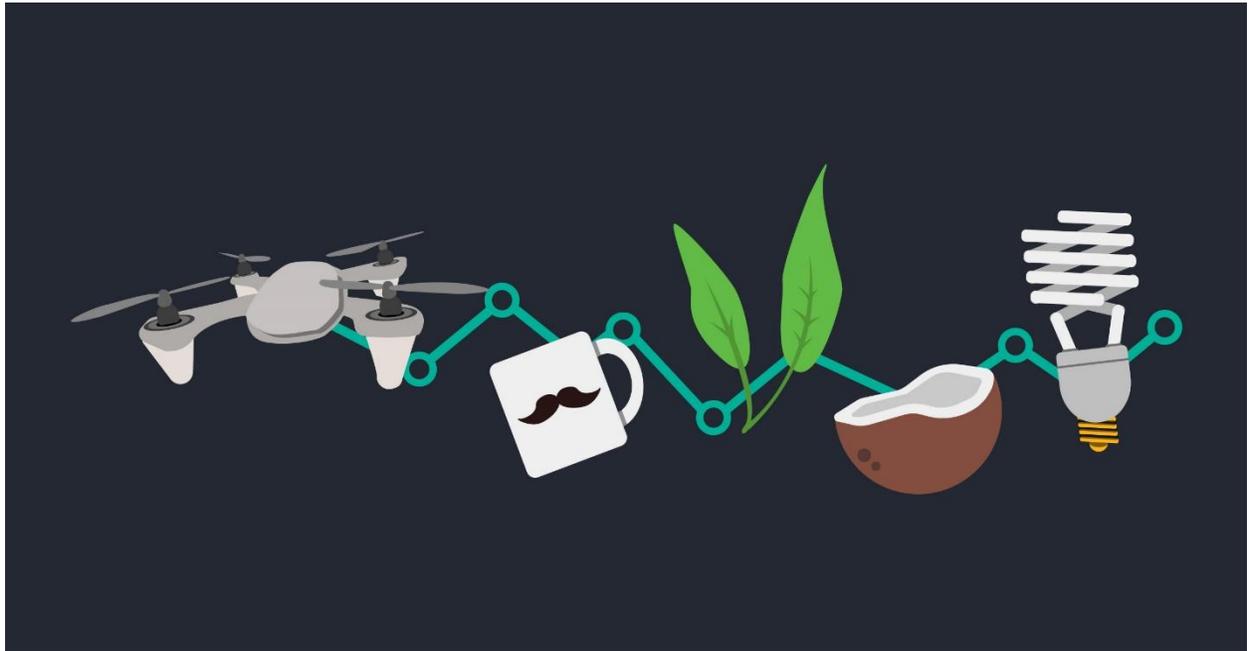


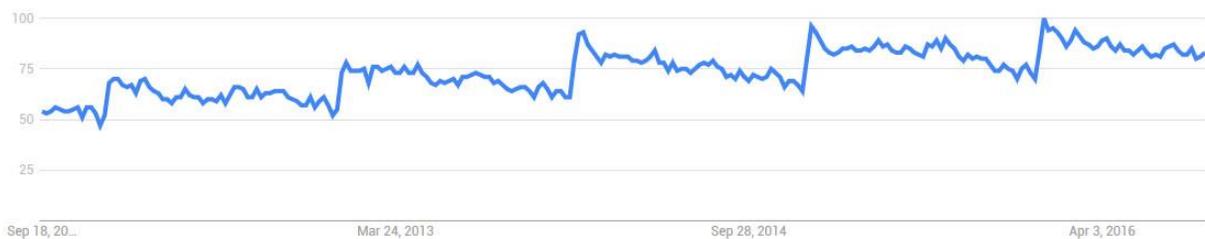
# 14 Trending Product Niche Ideas



## Niche 1 – Green Tea



**Green Tea** – Not only has green tea consistently been climbing as a trend since the early 2000's, but it's been growing for good reason. Green tea is generally healthier than other beverages in its category, it contains less caffeine, and most importantly, there are so many uses and variations of the product allowing the possibility for you to come up with new product ideas that incorporate green tea or green tea extract.

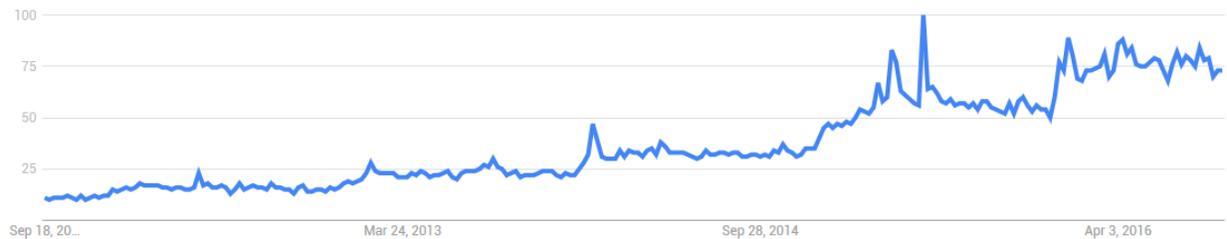


<https://www.google.com/trends/explore?q=green%20tea>

## Niche 2 – Matcha



**Matcha** – Matcha tea, is an increasingly popular variation of green tea, and considered to be a premium product. Ultimately, it's very high end green tea that has been ground into a fine powder. Because you actually consume the whole leaf as oppose to just steeping it, you get a much higher concentrate of good things in tea. Much like green tea, this product can be used as an ingredient in many other products.

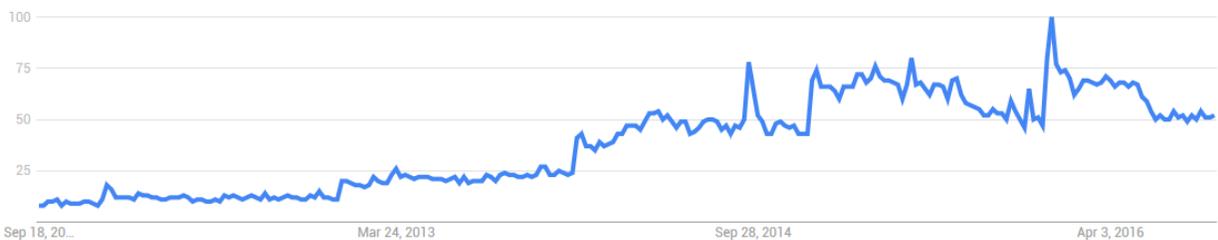


<https://www.google.com/trends/explore?q=matcha>

## Niche 3 – Detox Products



**Detoxes (Tea based)** – Detoxes fit into the health and nutrition category and because of that there's always a new trend in detoxing. Right now, the detox trend is tea. Tea based detoxes aren't just trending, they're Instagram famous. I'm sure you've likely seen them plastered all over your Instagram feed in recent months. While some of these products advertised may have additional ingredients in them to help you “detox”, from what I've seen most are nothing more than... tea with a marketing spin.



<https://www.google.com/trends/explore?q=detox%20tea>

## Niche 4 – Coffee Scrubs



 frank\_bod FOLLOW

5,429 likes 3w

frank\_bod Making @hannahmawilson smell like a chocolate cake. #thefrankeffect  
view all 46 comments

hannahmawilson @jennifurr.ann very kind hahaha!!

angelina.anastasio Okay lets go for it this saturday we can try @valeriemcquade

savalasmodels @vmunyangaju @elle\_burnett @lucyelizagray @chlo\_sinclair1 @franma\_hatch @spr0atf4ce @Isabelsophieanna @allsabell

savalasmodels @lewis\_flanagan @morgancrallann @toniestott @brad.j.d.k

p.salce @lillyhartley\_

krampeljm @spelac

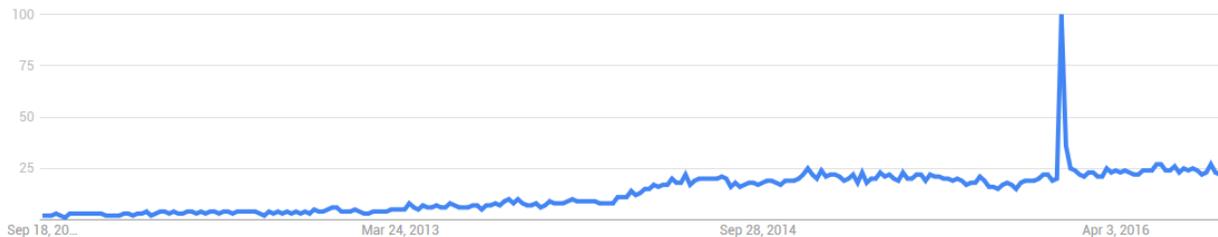
lozza\_mcb @mrs\_vd

simplyupliftbeauty Nice!

abs\_7nzab @malthaaaani

Log in to like or comment. ...

**Coffee Scrub** – Switching gears (a bit), it's not just tea that's trending. Tea's ache nemesis, coffee, is also making a trending appearance lately in the form of a body scrub. It appears that [Frank](#) started the trend, with a bunch of other players entering the market closely after. This is a classic and smart example of someone taking a current product on the market and re-purposing it for another market. Don't just think about coffee, also consider what other products can re-purposed after their initial use and resold.

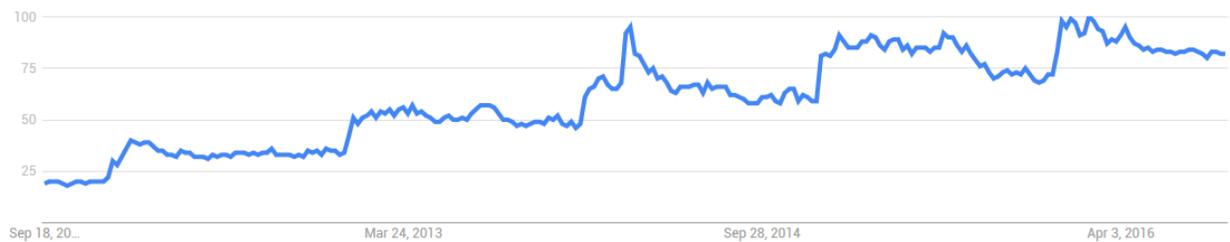


<https://www.google.com/trends/explore?q=coffee%20scrub>

## Niche 5 – Coconut oil based products



**Coconut Oil based Products** – Considered healthy and functional, you can use coconut oil for everything from cooking to making your own soaps, toothpaste, deodorant, sunscreen, to improving sleep, and even preventing Alzheimer.

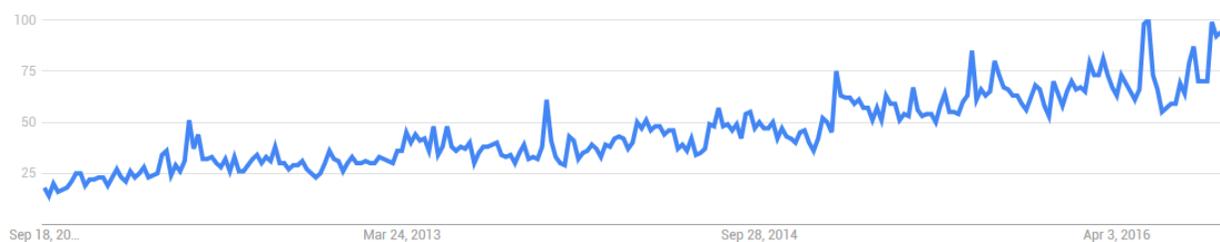


<https://www.google.com/trends/explore?q=coconut%20oil>

## Niche 6 – Nootropics



**Nootropics** – Also referred to as smart drugs that help you focus better, think clearer, and work harder were big this year. Popular faces like Tim Ferris introduced many people this relatively new term in 2015 and it looks like that is just adding fuel to the fire for 2016. One thing to keep in mind is that nootropics are a mostly unregulated market at the moment. You'll want to carefully consider this as a product and do your research before blindly selling unregulated pills to the hopeful public.



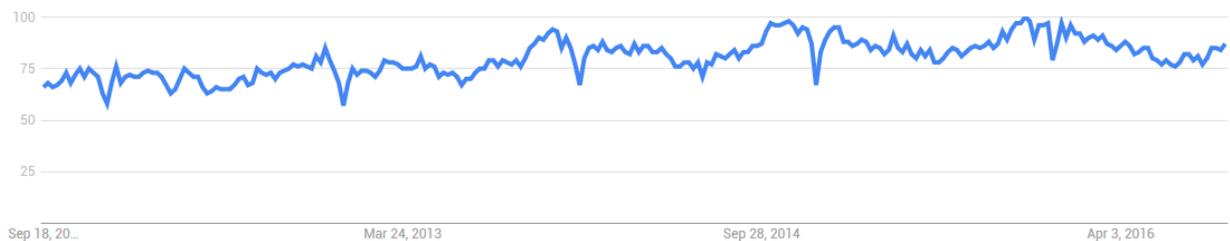
<https://www.google.com/trends/explore?q=Nootropics>

## Niche 7 – LED lighting



**LED Lighting (White/Colored) / LED Flashlights** – This industry has massive opportunity and the market is huge. In the coming decade, nearly all lighting eventually will be converted to LED lighting. It's much more energy efficient, lasts exponentially longer than regular bulbs, is a lot more controllable, and safer for the environment.

This trend is only going to keep getting bigger and bigger and in particular, I think there's really big opportunity with colored LED lighting for ambiance.

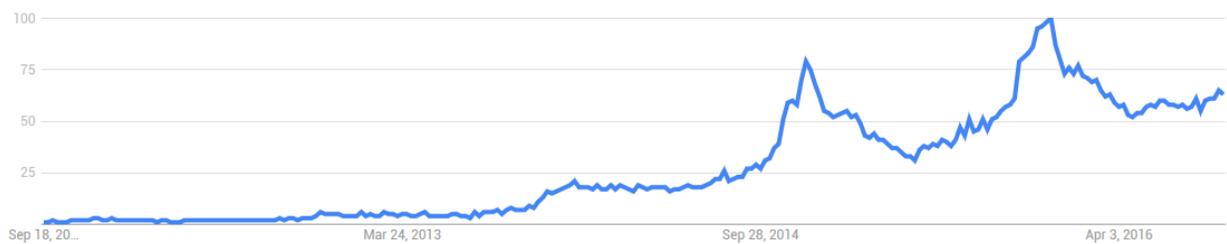


<https://www.google.com/trends/explore?q=LED%20lighting>

## Niche 9 – Beard oil and men's grooming products



**Beard Oil** – Beard oil has been trending for the last few years and it appears that the trend is continuing. Lately this market has become pretty saturated with a lot of new companies but there's likely still room for those that get a little more creative and tighten their focus to serve narrow niches within the beard grooming category.



<https://www.google.com/trends/explore?q=Beard%20Oil>

## Niche 10 – Paleo Bars



Diets and nutrition are an ever-evolving industry based on fads and trends. Because it's always changing, there's always room for new opportunities and products to be introduced. Within the last few years, a trend for the Paleo diet has been gaining ground. The Paleo diet is a modern nutritional plan based on the presumed diet of Paleolithic humans that lived 15,000 years ago.



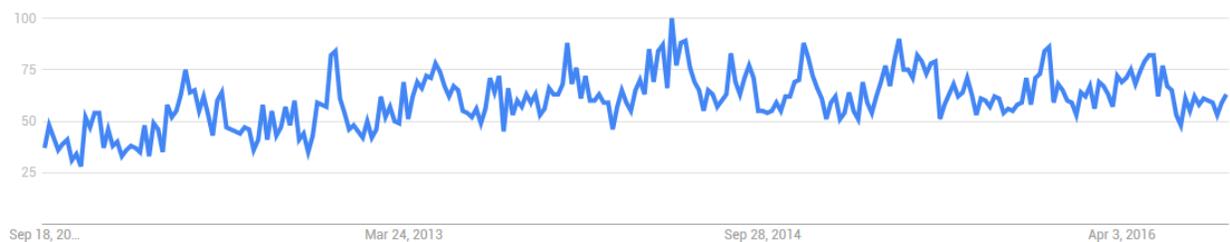
<https://www.google.com/trends/explore?q=Paleo%20Bars>

## Niche 11 – Pocket Squares



Because of the trend in bow ties and men's accessories in general, we assumed there was likely other products that might make for great online business opportunities. Turning to some men's fashion bloggers and their Twitter accounts, we scanned their Tweets to see what other products they've been talking about recently.

As it turns out, bow ties aren't the only men's fashion accessory that's gaining traction these days. Pocket squares are also commanding some strong attention.

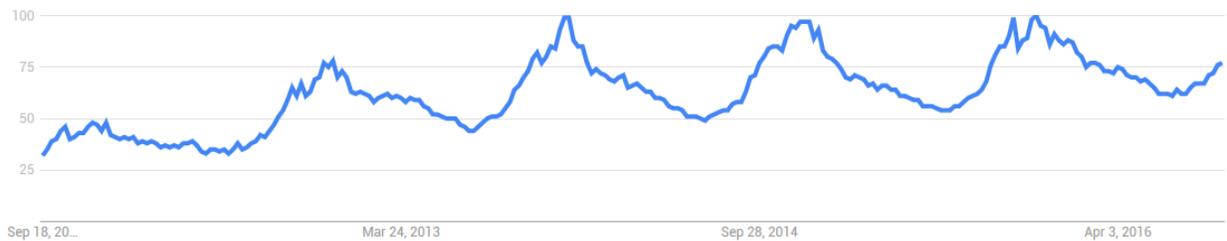


<https://www.google.com/trends/explore?q=Pocket%20Squares>

## Niche 12 – Leggings



We've looked at a lot of men's products and accessories but we've also come across a women's product that has seen some tremendous growth in interest over the last few years.

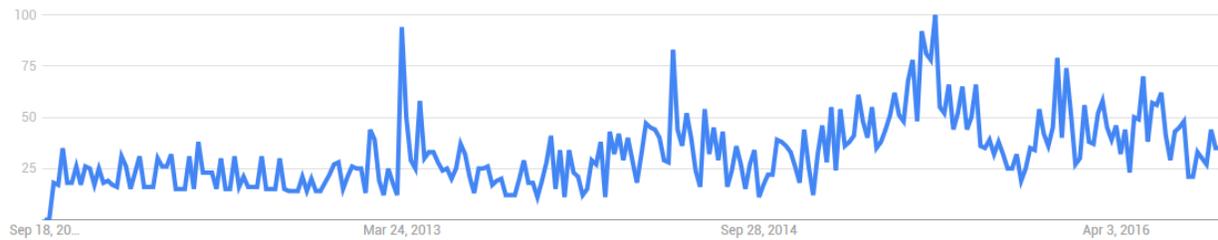


<https://www.google.com/trends/explore?q=leggings>

## Niche 13 – Infusion bottles



This is a great new trend that is very stable in the market place. They are a fantastic product where you can add fruits inside, such as strawberries, oranges, limes, lemons, kiwis, cherries, pressed fruit, tea bags, etc. It's an amazingly healthy choice and fits into the health and nutrition niche very nicely. Plus there are a ton of these on AliExpress ranging from \$3 to \$20.

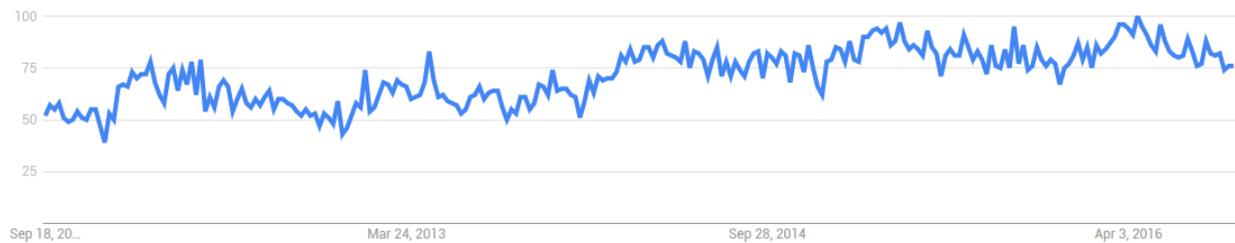


<https://www.google.com/trends/explore?q=Infusion%20bottles>

## Niche 14 – Woman's dresses



Dresses will always be a very strong healthy niche, especially in the spring and summer months. On AliExpress you can find a lot of very beautiful, trendy and elegant dresses ranging from \$5 up to \$300. We recommend you stay below the \$60 price for dresses, so you can keep high profit margins.



<https://www.google.com/trends/explore?q=woman%20dresses>