

ECOM CAPITAL®

100+

ECOMMERCE
NICHEs THAT
MAKE MONEY



WHY PICKING THE RIGHT NICHE IS THE GAME-CHANGER

Your product **won't succeed** just because it's "cool."

It succeeds **when it solves a real problem** for a specific group of people.

That's where **niche selection** comes in and most people get this wrong.

They either:

- **Go too broad** (e.g., "fitness gear")
- **Get stuck in saturated markets** (e.g., "phone accessories")
- **Try to be everything to everyone**

The solution?

We teach our clients to **go narrow and deep** into what we call a Niche 2.0.

WHAT IS A “NICHE 2.0”?

A Niche 2.0 is a **hyper-specific sub-segment** of a proven market.

It has **real demand, low competition**, and a crystal-clear customer.

For example:

Instead of	2.0 Niche
“Dog Products”	“Chew Toys for Aggressive Chewers”
“Fitness”	“Postpartum Recovery Tools for New Mums”
“Beauty”	“Manscaping Kits for Busy Dads”

Niche 2.0 brands win because they:

- **Stand out** in the feed
- **Solve one** clear pain point
- **Speak directly** to one audience
- Grow fast with **less ad spend**

WHAT YOU'LL GET FROM THIS CHEATSHEET

We've done the research and rounded up **100+ real eCommerce brands** that dominate niche 2.0 markets across industries like:

- Apparel & Fashion
- Beauty
- Health & Wellness
- Pets
- Home & Garden
- Food & Drink
- Sports
- Toys & Hobbies
- Other Underrated Niches

Each brand includes:

- Their **sub-niche** focus
- Estimated **monthly online revenue**
- A **link to their site** so you can explore it for yourself

This is not just a list. It's a **launchpad**.

HOW TO USE THIS CHEATSHEET

This is not a “copy-paste these businesses” doc.

It's **designed to spark your creativity** and help you identify the type of niche you could serve.

Use this sheet to:

- **Find inspiration** for your own brand
- **Spot patterns** across successful niche brands
- **See what's possible** when you get specific
- **Validate your idea** before building a store

You'll get the **most value** when you combine this cheatsheet with our product selection resource.
(see: *"Nail Your Product Idea in 15 Minutes" Workbook*)

Apparel & Fashion (25 Examples)

Brand Name	Sub-Niche	Estimated Revenue \$US
Culture Kings (2016)	Streetwear Fashion	\$15MM per month
Lenni & Me (2021)	Babies Casualwear	\$1k per month
Thread Heads (2017)	Graphic T-shirts, tops & Accessories	\$1MM per month
Saboskirt (2019)	Luxury Fashionwear for woman	\$300k per month
Vacay Swimwear (2017)	Resort & Swimwear for Men	\$400k per month
ASRV (2019)	Men's Activewear	\$1.5MM per month
Suit Supply (2019)	Evening wear & formal Attire for men	\$500k per month
Patagonia (2016)	Eco-friendly apparel and equipment	\$500k per month

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Calibre (2020)	Men's weekend and formal apparel	\$100k+ per month (Online Only). Retail = \$5MM+
Do you Even (2016)	Men & Women's Activewear	\$300-\$500k per month
Echt (2017)	Men & Women's Activewear	\$6MM per month
Gymshark (2016)	Men & Women's Activewear	\$30-50MM+ per month
Oz Fishing Shirts (2017)	Custom Fishing shirts	\$150k per month
The Oodie (2018)	Combined jumper cross blanket apparel	\$4MM per month
Girl And The Sun (2018)	Everyday & vacation wear for women	\$100k per month
Boomerang Thongs (2020)	Specialist Luxury FlipFlops	\$50k per month

Cuts Clothing (2020)	Workleisure Apparel for the Modern Professional	\$5MM per month
Habbot (2016)	Contemporary edge and traditional style, premium shoes and accessories	\$150k per month
Father Sons (2016)	Clothing for Athletic Men	\$1M per month
Bad Work Wear (2016)	Workwear	\$5M per month
Booby Tape (2018)	Skincare & accessories for breasts	\$5M per month
Szep (2019)	Athleisure wear	\$150k per month
Oliver Cabell (2016)	Luxury & affordable footwear	\$5M per month
White Fox Boutique (2019)	Apparel for young women	\$650k per month

Beauty (26 Examples)

Brand Name	Sub-Niche	Estimated Revenue \$US
Lux Skin (2019)	Home IPL Hair Removal	\$500k per month
Hismileteeth.com (2016)	Home teeth whitening	\$2MM per month
Lumin (2018)	Men's skincare	\$250k per month
Skinceuticals (2003)	Skincare backed by Science	\$5MM+ per month (Unknown, Salesforce)
Alya Skin (2018)	Vegan and cruelty free Skincare	\$600k per month
Go To (2016)	Simple Women Skincare	\$500k per month (On shopify, excl. wholesale)
Sundae Body (2021)	Shower Foam Bodywash	\$150k per month
Bangn Body (2019)	Multipurpose, firming & anti aging skincare	\$150k per month

Bisous (2019)	Nanofiber Skincare cloth	\$20k per month
House of Vimm (2018)	Anti aging skincare	\$100k per month
Mermade Hair (2019)	Hair styling Equipment	\$750k per month
Cinch (2018)	Multi-functional Skincare	\$30k per month
Dollar Shave Club (?)	Shaving Subscription Box	Unknown
Proactiv (2016)	Anti Acne Skincare	Unknown
Esmi (2019)	Personalized Skincare	\$400k per moth
Pure Mama (2019)	Skincare for Expecting	\$75k per month
Blaq (2017)	Detoxifying Beauty Products	\$50k per month

Snow (2017)	At Home Teeth Whitening	\$10MM per month
Carbon Coco (2016)	Activated Charcoal Beauty Products	\$50k per month
HeySilkySkin (2018)	Home Laser Hair Removal	\$300k per month
Brite (2016)	Ethical Vegan Hair Colour	\$30k per month (online)
The Lash Rehab (2016)	Eyelash Thickeners	\$100k per month
Femme Luxe Lashes (2022)	Eyelash Inserts	\$5k per month
BallsCo (2019)	Manscaping	\$1MM per month
The Booty Co. (2020)	Bum Skincare	\$30k per month
Lullaby Skincare (2017)	Skincare for Babies	\$100k per month

Health (17 Examples)

Brand Name	Sub-Niche	Estimated Revenue \$US
Activation Products (2016)	Spray-on Supplements	\$2MM per month
Teami Blends (2018)	Digestive Tea	\$350k per month
Hemp Health House (2022)	Hemp infused Supplements	\$5k per month
Sol Cleanse (?)	Organic Cleanses	Unknown
JS Health Vitamins (2018)	Vitamins & supplements	\$1MM per month
OptimOZ (2015)	Vitamins & supplements	\$500k per month
Heart & Soil (2019)	Animal based vitamins & supplements	Unknown
Pranaon (2018)	Vegan Protein Powder	\$500k per month (online)

Nucalm (2020)	Neuroacoustic software to improve sleep quality & reduce stress	\$100k per month
Joov (2017)	Red Light Therapy	\$500k per month
PhycoHealth (2016)	Seaweed Supplements	\$200k per month
Pilot (?)	Mens Healthcare system	Unknown
Nomisk (2021)	Self-care essentials for women	\$150k per month
Manta Sleep (2016)	Functional Sleep Accessory	\$1.5MM per month
MiHIGH (2020)	Infrared Sauna Blanket	\$1MM per month
OuraRing (?)	Sleep Tracking Accessory	Unknown
The Calming Co (2021)	Sleep Solution Accessory	\$10k per month

Sports (9 Examples)

Brand Name	Sub-Niche	Estimated Revenue \$US
Powrbox Boxing (2019)	Boxing apparel & equipment	\$50k per month
Flysportsuk (2020)	Activewear sports & equipment	\$100k per month
Almond Surfboards 2017)	Outdoor & Sporting Equipment	\$500k per month
Roka (2017)	Performance eyewear & technical gear	\$10MM per month
Lululemon (2016)	Sportswear	Unknown (Salesforce)
Muscle Nation (2018)	Mens + Womens Gym Apparel & Supplements	\$300k per month
Peleton (?)	Indoor Cycling Equipment	Unknown
Crop Shop Boutique (2019)	Premium Athleisure Apparel	\$300k per month

Flexvit (2019)	Resistance Bands & Gym	\$30k per month
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Pets (5 Examples)

Brand Name	Sub-Niche	Estimated Revenue \$US
Gunner (2019)	Dog Crates	\$200k per month
Pet Lab Co. (2019)	Pet vitamins, supplements & grooming products	\$100k per month
Pablo & Co. (2017)	Pet Accessories	\$200k per month
Happy & Polly (2020)	Cat pet supplies	\$140k per month
Furfy (2021)	Pet hair remover	\$5k per month

Home & Garden (15 Examples)

Brand Name	Sub-Niche	Estimated Revenue \$US
Weber (2017)	Grill & BBQ Equipment	Unknown (Salesforce)
St Barts (2018)	Furniture & homewares	\$150k per month
Coco Rebulic (2016)	Furniture	Unknown (Magento)
Hommey (2020)	Sustainable cushions, towels & robes	\$50k per month
Purple (2018)	Bedding & mattresses	\$4MM per month
Komorebi (2019)	Picnic equipment	\$120k per month
BlendJet (2018)	Portable blender	\$250k per month
Drop (2019)	Cold press juicer	\$50k per month

Frank Green (2016)	Reusable stainless steel cups and bottles	\$1MM per month
Baresop (2020)	Zero waste body care	\$30k per month
Base Essentials (2021)	Pure essential oils	\$30k per month
Leesa (2016)	Mattress in a box	\$750k per month
Seed & Sprout (2014)	Sustainable swaps for everyday life	\$200k per month
Miracle (2018)	Bedding, bath towels & home essentials	\$5-8MM per month
Ecosa (2016)	Mattress in a box, furniture & bedding	Unknown (Salesforce)

Food & Drink (13 Examples)

Brand Name	Sub-Niche	Estimated Revenue \$US
Hello Fresh (2016)	Easy to Prepare Food Delivery	Unknown (Salesforce,)
Dinnerly (?)	Family Friendly Food Delivery	Unknown (500k+)
My Muscle Chef (2018)	Bodybuilder Food Delivery	Unknown (Salesforce)
Soda Stream (2017)	Sparkling water maker	\$1MM per month
Perk Coffee (2018)	Speciality coffee subscription	\$150k per month
Death Wish Coffee (2016)	Strong Speciality coffee	\$2MM per month
American Heroes Coffee Company (2018)	Premium coffee supporting veterans	\$15k per month
SkinnyMe Tea (2016)	Detox Tea	\$150k per month

Kettle & Fire (2017)	Bone Broth	\$250k per month
Lovewell (2019)	Plant based supplements for kids	\$50k per month
Vitable (?)	Anti Personalised, Plastic-free vitamins Skincare	Unknown
Gorilla Mind (2017)	Protein powder & supplements	\$250k per month
Deliciou (2018)	Seasonings & Meat Alternatives	\$1.5MM per month

Toys & Hobbies (4 Examples)

Brand Name	Sub-Niche	Estimated Revenue \$US
Tactical Edge (2018)	Gel blasters	\$300k per month
BigSofti (2020)	Portable LED soft light for photography	\$50k per month

Luvo Store (2017)	Professional lighting & beauty accessories	\$400k per month
Galactic Night (2021)	Starry projector & sunset lamp	\$50-\$70k per month

Others (17 Examples)

Brand Name	Sub-Niche	Estimated Revenue \$US
Vehla (2019)	Fashion eyewear	\$100k per month
Mous (2016)	Protective phone cases	\$750k per month
Glasshouse Fragrances (2017)	Candles & perfumes	\$200k per month
Sungod (2019)	Performance sunglasses	Unknown
Goldfield & Banks (2020)	Luxury perfume	\$150k per month
Esq Jewellery (2015)	Minimalistic jewellery	\$20k per month

RoseGold & Black (2014)	Jewellery & watches	\$300k per month
Sea and Paper (2022)	Custom Wax/Stationary	\$80k per month
Ben & Ellie (2018)	Baby Bag & Accessories	\$60k per month
Indestructible Shoes (2018)	Men's footwear	\$150k per month
Cloud Cushion Slides (2021)	Comfort slides footwear	\$150k per month
Who is Elijah (2018)	Gender Fluid Perfume	\$200k per month
Freddy and Co. (2017)	Baby Play Mats	\$150k per month
Junior Tribe Co. (2018)	Cloth nappies	\$40k per month
Munchkin and Bear (2018)	Soft baby play mats	Unknown

July (2019)	Suitcases & bags	\$300k-\$500k per month
Displate (2017)	Metal Posters	\$1MM per month

WHAT'S NEXT?

You've just **unlocked a list of 100+ real eCommerce brands** built in niche 2.0 markets—proven ideas that show what's possible when you get specific.

But let's be real:

Skimming a list is one thing.

Choosing your own niche or product, that's where most people get stuck.

If you're sitting there thinking:

- “This helped, but I **still don't know** what my thing is...”
- “**How do I know** which niche is the right one for me?”
- “What if I **choose wrong** and waste time or money?”

That's exactly why we offer this next step.

Who We Are

At eCom Capital, we specialize in **turning aspiring entrepreneurs into successful ecommerce business owners**. We're not just consultants; we're your partners in navigating the ever-changing landscape of online business.

Our mission is to **help you discover and launch profitable products** using smart, data-driven strategies that have been proven to work across industries.

With years of experience in market research, product development, and ecommerce growth, **our team is equipped to guide you** through every stage of your journey.

Whether you're starting from scratch or looking to elevate your existing business, we're here to ensure that you don't just compete but **excel in your market**.



BOOK A FREE PRODUCT SELECTION & NICHE VALIDATION STRATEGY CALL

For a limited time, we're offering a handful of **free 1:1 calls** where you'll work directly with **one of our eCommerce strategy coaches** to:

- **Think through** your strengths, interests, and goals
- Identify **promising niche** directions tailored to you
- Shortlist real product ideas that fit the niche 2.0 model
- Avoid the rookie mistakes that lead to wasted time and money
- Build a clear path toward your first \$10K/month

You don't need a product idea to book this call.
That's what the call is for.

We normally have these calls with paid clients, but as a thank-you for downloading this resource, we're making a **few spots available** to the public, free for a limited time.

[Click here to book your free Product Selection Strategy Call](#)

Limited spots released weekly. First come, first served.

**Let's help you go from "no idea" to "next big idea"
in under 30 minutes!**