



ZSELL

Brand Health Check

Northbourne Supply Co.

Amazon footprint · US

PREPARED FOR	Northbourne Supply Co. — owner copy
REPORT DATE	July 16, 2026
REPORT ID	BDD-2026-2302-213A · v1.0
QUESTIONS	support@zsell.ai

Executive Summary

DEFENSIBLE POSITION

Genuinely diversified across 30 niches with clean channel control and rising rank on the load-bearing lines.

Headline risk: A long tail of sub-1% SKUs dilutes focus, but nothing structural threatens the revenue base.

Top priority: Nothing urgent to defend – push the rising drawer-organizer lines where demand is growing and the field is fragmented.

64

ASINS

30

NICHES

1

MARKETPLACES

0

SUPPRESSED BUY BOX

Northbourne Supply Co. is a genuinely diversified home-organization catalog: 64 ASINs spread across 30 browse classifications, with no single load-bearing product. The top SKU drives roughly 9% of revenue and the top three combined about 26% – a spread, not a spike. This is a portfolio, not a product line, and the structural pattern is horizontal scale rather than a hero SKU carrying the rest.

Scope, Sources & Methodology

This report is a **competitive and structural positioning assessment** of your brand's Amazon presence, read from the outside — the view your competitors and any prospective buyer already have. It does not assess your financials, legal/IP ownership, supplier contracts, or off-Amazon channels.

SOURCE	PROVIDES	AS OF
Amazon public catalog	Brand catalog + offer counts	Run time
Commercial marketplace data	Share of voice, keyword demand, revenue estimates	Run time
Independent historical record	Rank, price, offer, and buy-box history	Trailing 24 months

How to read the metrics

Share of Voice (SOV)	Combined weighted share of a niche's top search results held by a brand, 0–100%.
HHI	Herfindahl–Hirschman Index of niche concentration (Σ of SOV shares squared, scaled 0–10,000). Below 1,500 = competitive; 1,500–2,500 = moderately concentrated; above 2,500 = concentrated.
Suppressed buy box	No featured offer for the ASIN — typically a pricing, account-health, or hijacking signal. Does not by itself confirm a hijacker.
Data quality	COMPLETE = full enrichment; PARTIAL = thin coverage, read directionally.

Scope & limitations. Point-in-time snapshot; live signals (buy box, offers) decay within days. Enrichment is gated to the brand's top niches — long-tail niches are listed but not deeply analyzed. ASIN counts are per-marketplace and are **not** deduplicated across marketplaces. **Out of scope:** revenue in absolute dollars, financial DD, trademark / Brand Registry ownership, review-authenticity forensics, off-Amazon channels. This is your Amazon-channel read; it does not replace your own view of the business.

The Competitive Position

The brand holds meaningful, defensible positions in its core niches — a #2 at 17% share in drawer organizers behind Gridwell, mid-pack in shelf liners — without being dominant anywhere. That is the healthy version of diversification: real presence in many niches rather than a commanding lead in one fragile one. Channel control is clean across the board: zero multi-seller competition on all 64 ASINs, and brand-registry posture is doing its job.

EXHIBIT A — SHARE OF VOICE, DRAWER ORGANIZERS (US)

RANK	BRAND	SOV
1	Gridwell	21%
2	Northbourne Supply Co. TARGET	17%
3	Casa Vera	12%

Per-niche summary

EXHIBIT B — NICHE FOOTPRINT & CONTROL SIGNALS

NICHE	ASINS	RANK	SOV	HHI	SUPPRESSED	DEMAND 24M	DATA
Drawer Organizers	6	#2	17%	1,400	0	+11%	COMPLETE
Shelf Liners	5	#4	9%	1,100	0	+4%	COMPLETE

Demand trend measured on the niche's primary keyword over a 104-week window; "n/a" where the keyword resolved fewer than the minimum points for a reliable read.

Demand trajectory

The niches carrying the revenue are growing — drawer organizers up about 11% over 24 months — and the brand's rank history confirms it is capturing that growth: 71% of revenue-weighted SKUs improved in rank over the period, with a healthy weighted-average gain. This is a catalog moving with its categories, not drifting against them.

Historical Momentum

Trailing ~12-month trajectory from Keepa – the velocity and control signals a point-in-time snapshot can't show. Sparklines read left-to-right; each self-scales to its own range, so shape is the signal, not absolute level. **Rank is inverted so up = improving position.**

EXHIBIT C – PORTFOLIO MOMENTUM (REVENUE-WEIGHTED, 58 OF 64 ASINS)

SIGNAL	READING
Sales-rank momentum	71% of revenue on rank-improving ASINs (avg +12.0%; negative = position improved)
Buy-box price trajectory	22% of revenue on rising-price ASINs (avg +1.0%)
New-offer drift	5% of revenue on ASINs gaining sellers over the window
Buy-box availability	0% of the window with a gapped buy-box (out-of-stock or suppression – ambiguous, verify)

EXHIBIT D – PER-ASIN TRENDS · HERO PRODUCTS BY REVENUE

ASIN	TITLE	RANK	OFFERS	BUY-BOX PRICE
B0B2SAMPLE7	Northbourne Bamboo Expandable Drawer Divider (...)	–	–	–

Hero products = top 1 by revenue that carry Keepa history. Rank inverted (up = better); offers and price use natural direction. A dash marks too little history to plot.

The Structural Picture

There is very little here that a competent operator would need to fix, and that is the finding. Control is clean, demand is with the catalog, and no single SKU can sink it. The one soft spot is a long tail: roughly 40 SKUs each contribute under 1% of revenue, diluting merchandising attention without adding much. That is a housekeeping matter, not a structural risk — nothing about it threatens the revenue base.

Opportunity Thesis

Your upside is concentration of effort, not repair. The drawer-organizer and shelf-liner lines are growing and fragmented — no incumbent holds a commanding share — and you already have product presence and rising rank there. That is where incremental ad and inventory spend compounds. The long tail is the opposite: it is where attention leaks. Pruning or bundling it frees focus for the lines that are actually moving.

Your Action Plan

Defend. Nothing is under threat — no suppressed listings, no reseller intrusion, no eroding position. Keep the brand-registry and buy-box hygiene that is currently protecting all 64 ASINs; it is doing quiet, real work.

Verify. Confirm the long tail is a deliberate choice, not drift. Pull revenue per SKU and decide, line by line, which sub-1% products earn their catalog slot and which are merchandising noise you are maintaining out of habit.

Where to push. Put the next dollar into drawer organizers and shelf liners — growing demand, fragmented competition, and you are already ranked and climbing. That is where you move from #2 toward #1, not into a 65th tail SKU.

Risk Register

Material risks consolidated for triage. Severity reflects the revenue at stake in your Amazon channel.

RISK	SEVERITY	EVIDENCE	WHAT TO DO
Long-tail margin drag	NOTE	Bottom ~40 SKUs each under 1% of revenue	Prune or bundle the tail to free merchandising focus for the lines that are moving.

Out of scope — not assessed here

This report characterises your Amazon channel only. Your margins, ad economics, supplier and inventory terms, and any off-Amazon channels are yours to weigh — they are not assessed here, and this report is not a valuation of your business.

Disclaimer

Confidential. Prepared for the brand owner named above. It reads your Amazon channel from the outside — the view your competitors and any prospective buyer already have.

This is a **competitive and structural positioning assessment** derived from public Amazon marketplace data via the sources and methods set out in *Scope, Sources & Methodology*. It is a point-in-time snapshot and is intended to **support, not substitute**, your own financial, operational, and commercial judgment. ZSell Vision makes no representation or warranty as to the accuracy or completeness of third-party data and accepts no liability for decisions taken in reliance on this report.

Generated by the ZSell Vision Brand Health Check engine. No individual analyst review is implied; the analysis is produced by an automated pipeline against a fixed methodology.

Report ID BDD-2026-2302-213A · v1.0 · Generated July 16, 2026 · © 2026 ZSell Vision