ZSELL
Brand Health Check

Veranda Home

Amazon footprint · US

PREPARED FOR	Veranda Home — owner copy
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Executive Summary

HOLDING, BUT EXPOSED

A defensible #2 in a growing niche, sitting on one closed revenue gate and no fallback beyond it.

Headline risk: One of three SKUs carries no buy box, and there is no second niche to absorb a stumble.

Top priority: Diagnose why the wall-mounted rack lost its buy box — it is the cheapest revenue on the table.

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ASINS	NICHES	MARKETPLACES	SUPPRESSED BUY BOX

Veranda Home is, structurally, a two-product business with a third SKU attached. Three ASINs sit in a single niche — countertop spice organizers — with the bamboo 3-tier rack and the acrylic tiered set carrying effectively all of the revenue. The wall-mounted rack, the third SKU, is present in the catalog but is not converting: it holds no active buy box and registers no meaningful sales. Concentration here (HHI 5200) is not a strategy, it is the arithmetic of a three-ASIN catalog in one niche.

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

In its one niche the brand is a credible #2 at 22% share of voice, behind Kitchenworks (31%) and ahead of Maddox Living (14%). That is a real position, not a long-tail presence — the brand shows up on the niche's head term and holds share against named rivals. Brand-registry posture is clean: no unauthorized sellers, no hijackers on any of the three listings. The exposure is not channel control; it is that the entire position rests on one keyword surface.

EXHIBIT A — SHARE OF VOICE, COUNTERTOP SPICE ORGANIZERS (US)

RANK	BRAND	SOV
1	Kitchenworks	31%
2	Veranda Home TARGET	22%
3	Maddox Living	14%

Per-niche summary

EXHIBIT B — NICHE FOOTPRINT & CONTROL SIGNALS

NICHE	ASINS	RANK	SOV	HHI	SUPPRESSED	DEMAND 24M	DATA
Countertop Spice Organizers	3	#2	22%	5,200	1	+6%	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

Underlying demand for the niche is growing modestly — up about 6% over the trailing 24 months on the head term — and the brand's own rank history is improving: two of three SKUs have climbed steadily over the period. This is a niche with a tailwind, not a fading one. The question the report raises is not whether the category is alive, but whether a single-niche, three-SKU footprint is enough to ride it.

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, 3 OF 3 ASINS)

SIGNAL	READING
Sales-rank momentum	66% of revenue on rank-improving ASINs (avg +8.0%; negative = position improved)
Buy-box price trajectory	0% of revenue on rising-price ASINs (avg -3.0%)
New-offer drift	33% of revenue on ASINs gaining sellers over the window
Buy-box availability	34% 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
B0A1SAMPLE1	Veranda Home 3-Tier Bamboo Spice Rack	–	–	–

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

Two things cannot be waved away. First, the suppressed buy box on the wall-mounted rack is a closed revenue gate — Amazon is not letting that SKU sell, and until the root cause is known (pricing, a mapping error, a policy flag) it is dead weight. That one is fixable. Second, single-niche captivity is not: with everything in one organizer niche, one competitor's aggressive move or one category-demand shift moves the whole business. No amount of operational work changes the fact that there is no second leg.

Opportunity Thesis

The nearest real upside is the suppressed SKU: it is already built, already listed, and earning nothing. Clearing whatever is gating its buy box converts a dead asset into a third earning line at almost no cost. Beyond that, the honest read is that the growth path runs through a second niche — an adjacent organizer category where the brand's manufacturing and photography already translate — not through squeezing more out of three SKUs in one.

Your Action Plan

Defend. The suppressed buy box on the wall-mounted rack (B0A1…) is your highest-ROI move — it is revenue you own and are not collecting. Open a case, check pricing against the featured-offer threshold, and rule out a listing or mapping fault before assuming it is demand.

Verify. You are a clean #2 on the head term, but all three SKUs live or die on that one keyword. Pull your own search-term report and confirm how much of your sales actually come through it — if it is nearly all, that concentration is your real risk, not the competitor above you.

Where to push. The niche is growing and your rank is rising, so the base is healthy. The leverage is a second niche: pick one adjacent organizer category where your bamboo/acrylic tooling and lifestyle photography carry over, and put the next product there rather than a fourth SKU in this one.

Risk Register

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

RISK	SEVERITY	EVIDENCE	WHAT TO DO
Suppressed buy box	HIGH	1 of 3 SKUs — the wall-mounted rack — has no active buy box	Fix first — it is revenue you already own and are not collecting.
Single-niche concentration	MEDIUM	All revenue in one organizer niche; HHI 5200	Your real exposure — a second niche is the structural fix, not more SKUs here.

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.

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