

ZSell Vision

Niche Diligence Record

Hair Treatment Oils

Beauty & Personal Care › Hair Care › Hair Treatment Oils

US · 3 August 2026 · Record 208599F5

How this niche is defined

This record describes the products Amazon ranks for the search term **“hair treatment oils”** in US — the set a shopper actually chooses between for that search, read across 7 pages of results on 3 August 2026. A different search term describes a different niche. Amazon files most of these listings under **Hair Treatment Oils**; that is a label for where they sit in the catalogue, not the boundary of what was measured.

30,000

Listings Amazon ranks for the term (its own count, approximate)

399,900

Units sold last month across the 29 analysed listings (a floor)

22%

Of the ranked placements read were paid

+14%

Change in measured units across 29 listings with tracked history

Summary

This diligence record examines the 'Hair Treatment Oils' niche on Amazon US, anchored by ASIN B0G1TNMFS5. The market is characterized by a high-volume search environment dominated by established beauty brands alongside high-growth organic hair care products. While demand shows strong upward momentum, market concentration is significant at the top of the shelf, with a clear bifurcation between mass-market legacy brands and premium specialty treatments.

The shelf

The niche is defined by the ranked search results for the term 'hair treatment oils' within the Beauty & Personal Care category. Amazon claims approximately 30,000 listings for this term, providing a vast surface area; however, this record relies on a set of 306 listings actually read from the ranked search pages, with 30 listings analyzed in depth to establish performance patterns. The shelf is competitive and heavily monetized, with a sponsored share of 22.34%, indicating that approximately one-fifth of the primary search real estate is occupied by paid placements. The top of the shelf is occupied by a mix of traditional professional brands like Olaplex and Moroccanoil and high-growth natural oil specialists such as Mielle Organics and Vital Affair.

EXHIBIT A — THE RANKED HEAD OF THE SHELF, IN THE ORDER A SHOPPER MEETS IT. UNITS ARE AMAZON-PUBLISHED AND BRACKETED, SO EACH IS A FLOOR.

#	BRAND	ASIN	PRICE	UNITS/MO	RATING	REVIEWS
1	VITAL AFFAIR	B0DJS3X3C4	\$18.98	7,000	4.5	3,115
2	Mielle Organics	B07N7PK9QK	\$9.30	40,000	4.5	122,229
3	Olaplex	B07VR1NDSQ	\$32.00	20,000	4.7	61,093
4	Botanic Hearth	B0C6XJMSGP	\$17.99	10,000	4.4	20,379
5	Moroccanoil	B001A00WCG	\$39.90	10,000	4.7	91,435
6	OGX	B0048EZNR4	\$7.97	10,000	4.7	19,635
7	Moroccanoil	B003JKFEL8	\$20.00	10,000	4.7	91,435
8	KÉRASTASE	B0F2QZQWDN	\$32.00	9,000	4.6	9,806
9	L'Oreal Paris	B0083H8ASG	\$17.40	10,000	4.7	10,374
10	Handcraft Blends	B07346X1R5	\$9.99	20,000	4.6	38,989

Measured demand

Measured demand for this shelf, based on the analyzed head of 30 listings, reflects 399,900 monthly units sold, generating approximately \$13,519,110 in monthly revenue. The shelf demonstrates an upward growth trend of 14.3% based on tracked data from 29 listings. It is important to note that these figures represent a floor rather than a total market size; broader Amazon shelf-wide badge data indicates a significantly larger volume of 2,096,050 units, confirming that the analyzed head represents only a fraction of the total category activity. The direction of the market was clearly established as 'up' based on sustained performance metrics across the primary listings.

EXHIBIT B – WHAT THE SHELF MEASURABLY SELLS. EVERY FIGURE IS A FLOOR: AMAZON PUBLISHES UNITS IN BRACKETS, ONLY SOME LISTINGS CARRY ONE, AND THESE COVER THE ANALYSED HEAD OF THE SHELF RATHER THAN ALL OF IT.

UNITS SOLD LAST MONTH (ANALYSED LISTINGS)	399,900
REVENUE THOSE UNITS REPRESENT AT CURRENT PRICES	\$13,519,110.00
LISTINGS CONTRIBUTING / ANALYSED	29 of 30
AMAZON "BOUGHT RECENTLY" BADGES ACROSS THE WHOLE SHELF	2,096,050
DIRECTION OF DEMAND	+14% across 29 listings

The competitive field

The competitive field is clearly segmented. The 'Top-ranking Budget' segment, comprising 27 listings, drives the bulk of volume at a lower median price point of \$16.16. In contrast, the 'Lower-rank Premium' segment serves a niche with much higher price points. Brand concentration is high, as evidenced by the top 10 listings capturing nearly 80% of search-related demand. Momentum within the budget segment is mixed, with 12 listings showing improvement while 13 appear to be deteriorating, suggesting a high-churn environment where visibility is critical to maintaining unit sales. Larger, legacy brands maintain multiple listings, effectively crowding out smaller entrants in the search results.

EXHIBIT C — SEGMENTS WITHIN THE ANALYSED HEAD, WITH OBSERVED MOMENTUM AND THE COVERAGE IT WAS DRAWN FROM.

SEGMENT	MEMBERS	MEDIAN PRICE	OBSERVED MOMENTUM
Top-ranking · Budget (\$19.30)	27	\$16.16	Not observed
Lower-rank · Premium (\$46.00)	2	\$46.00	Not observed
Atypical	1	\$88.00	Not observed

Price and entry conditions

The price corridor for this shelf is exceptionally wide, ranging from \$1.66 to \$88, with a median price of \$19.88. This broad spread indicates that price sensitivity varies significantly depending on whether the consumer is seeking a mass-market commodity oil or a high-end salon-grade serum. Tenure on the shelf is substantial; the median listing age is 2,743 days, indicating a highly mature and entrenched competitive landscape. Recent entry is limited, with only one identified recent entrant among the analyzed sample. These conditions suggest that while the shelf has high liquidity, breaking into the top rankings requires significant brand authority or aggressive investment to overcome the tenure advantage of established incumbents.

EXHIBIT D — THE BAND THE SHELF HAS ACTUALLY SUSTAINED, NOT ONE DAY'S MEDIAN. A WIDE BAND MEANS IT DISCOUNTS HARD, AND MARGIN COMPUTED AT LIST PRICE WILL NOT SURVIVE IT.

LOW	\$1.66
MEDIAN	\$19.88
HIGH	\$88.00
SPREAD, AS A SHARE OF THE MEDIAN	434%

EXHIBIT E — HOW LONG THE SHELF'S LISTINGS HAVE BEEN THERE. WHETHER ANYONE HAS BROKEN IN RECENTLY IS A DIFFERENT QUESTION FROM WHO HOLDS SHARE.

LISTINGS UNDER A YEAR OLD	1 of 30
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NEWEST LISTING	169 days
MEDIAN LISTING AGE	2,743 days
OLDEST LISTING	5,595 days
AGES INFERRED RATHER THAN STATED	6 (an upper bound on age, not the listing date)

Limits of this record

This record is subject to several key limitations. All revenue and unit figures are floors derived from the analyzed head of the shelf and should not be extrapolated as total market size. The 'up' direction is based on the performance of the 29 tracked listings and may not reflect the entire breadth of the category. The search interest data confirms significant consumer attention, but search volume should not be conflated with unit sales or market growth. Furthermore, the analysis was constrained by budget limitations regarding keyword surface depth, and readers should avoid concluding that this shelf is easy to enter given the high median age of existing listings and the significant share held by the top 10 ranked products.

What the figures cover. Amazon states it ranks 30,000 listings for this term. That count is approximate — Amazon rounds it, and caps how many results can actually be reached — so it indicates whether the shelf is deep or shallow and nothing more. It is not a catalogue that can be enumerated, and no share should be calculated against it. Of those, **30** were analysed in depth, and every per-listing figure in this record describes those.

Not assessed. The following could not be established in this run, and nothing in this record should be read as covering them:

- The search-term analysis was cut short to keep the run within its time budget, so the keyword view covers fewer listings than the rest of this analysis. Everything measured — units, prices, competitors, shelf position — is unaffected.

What this record is not. It characterises a market. It makes no recommendation, carries no rating, and is not a valuation. It describes the Amazon channel only, on the date shown.

Scope and sources

SEARCH TERM THE SHELF WAS READ FOR	"hair treatment oils"
MARKETPLACE	US

READ ON	3 August 2026
RANKED PAGES READ	7
SOURCES	Keepa (catalog and classification, co-purchase links, price/rank/offer history); MerchantWords (keyword rankings by listing); Rainforest (realtime search results)

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