

ZSell Vision

Niche Diligence Record

Face Mists

Beauty & Personal Care › Skin Care › Face › Creams & Moisturizers › Face Mists

US · 3 August 2026 · Record B76A7D22

How this niche is defined

This record describes the products Amazon ranks for the search term **"Face Mists"** 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 **Face Mists**; that is a label for where they sit in the catalogue, not the boundary of what was measured.

7,000

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

280,100

Units sold last month across the 30 analysed listings (a floor)

21%

Of the ranked placements read were paid

+281%

Change in measured units across 30 listings with tracked history

Summary

The Face Mists niche is a high-volume, competitive category within the Beauty & Personal Care segment. The shelf is dominated by a mix of established legacy brands and high-performing Korean skincare lines. Sales are heavily concentrated at the top of the rankings, where premium-priced products capture the majority of revenue despite a broader, lower-priced field of competitors.

The shelf

The niche is defined by the search term 'Face Mists' within the Skin Care browse classification. The shelf is deep, with Amazon claiming approximately 7,000 listings for the term. Our analysis read 306 listings from the ranked search pages, with 30 listings analysed in depth. The top of the ranking features a combination of long-standing players like Mario Badescu and newer entrants such as Anua and BIODANCE.

The cost to be visible on this shelf is significant. The sponsored share of the ranked pages stands at 21.34%, with 83 sponsored listings encountered during our analysis. This indicates that roughly one in every five listings on the first few pages is a paid placement, reflecting the competitive nature of maintaining visibility in this category.

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
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#	BRAND	ASIN	PRICE	UNITS/MO	RATING	REVIEWS
1	Mario Badescu	B002LC9OES	\$8.00	8,000	4.5	84,702
2	ANUA	B0FVT77ZLL	\$21.00	50,000	4.5	5,178
3	BIODANCE	B0GF86QJK7	\$14.82	30,000	4.6	3,129
4	La Roche-Posay	B002NX0B4W	\$10.49	5,000	4.6	14,185
5	L'Oreal Paris	B0CZF2T7CK	\$10.98	50,000	4.4	13,359
6	Mario Badescu	B0864T81BL	\$22.00	800	4.6	19,617
7	Mario Badescu	B06XS7TBVF	\$8.00	2,000	4.6	17,493
8	d'alba Piedmont	B0BFQ9RD5B	\$20.99	40,000	4.5	33,469
9	e.l.f.	B085P2FFSS	\$8.00	5,000	4.6	5,568
10	Mario Badescu	B00172O9NO	\$14.00	3,000	4.5	84,708

Measured demand

The 30 listings analysed in depth provide a monthly sales floor of 280,100 units, representing approximately \$4,550,501 in monthly revenue. It is important to note that Amazon's shelf-wide badge total suggests a broader demand landscape, with 1,113,850 units sold across a wider set of products than those included in our specific 30-listing deep dive.

The direction of the niche is established as growing, with a positive change of 2.8145% across the tracked listings. This trajectory reflects a consistent interest in these products, though readers should view all unit and revenue figures strictly as floors based on the head of the shelf rather than as total market figures.

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)	280,100
REVENUE THOSE UNITS REPRESENT AT CURRENT PRICES	\$4,550,501.00
LISTINGS CONTRIBUTING / ANALYSED	30 of 30
AMAZON "BOUGHT RECENTLY" BADGES ACROSS THE WHOLE SHELF	1,113,850
DIRECTION OF DEMAND	+281% across 30 listings

The competitive field

The shelf is characterized by a stark divide between top-ranking premium products and a sprawling, budget-focused lower tier. The top-ranking segment, consisting of six listings with a median price of \$15.91, accounts for an estimated \$3,193,100 in monthly revenue. In contrast, the budget segment, while containing 15 listings, generates significantly lower revenue and shows signs of decline, with nine of its members exhibiting deteriorating performance metrics.

Brand concentration remains a critical factor, with legacy brands like Mario Badescu maintaining a significant presence. However, newer entrants, particularly in the Korean skincare category, have demonstrated strong momentum. The success of these premium-priced Korean offerings suggests that shoppers are willing to pay a premium for specific formulations, effectively outperforming the lower-priced, high-volume alternatives in terms of total revenue capture.

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

SEGMENT	MEMBERS	MEDIAN PRICE	OBSERVED MOMENTUM
Budget (\$12.10) · Lower-rank	15	\$12.99	Not observed
Top-ranking · Premium (\$16.46)	6	\$15.91	Not observed
Premium (\$21.94) · Lower-rank	9	\$21.00	Not observed

Price and entry conditions

The shelf sustains a wide price corridor, spanning from a low of \$4.80 to a high of \$30.00, with a median price of \$14.90. This wide spread, calculated as a 169.13% spread of the median, suggests that margin calculations based on a single list price are unlikely to be accurate across the entire shelf. Success on this shelf is not limited to legacy players; there is evidence of recent movement, with eight recent entrants identified within the 30 tracked listings.

The tenure of listings varies significantly. The oldest listing has been on the shelf for 5,207 days, while the newest entrant has been present for 101 days. The median tenure of 1,414 days highlights that while the shelf is accessible, it requires sustained performance to remain in the top positions.

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	\$4.80
MEDIAN	\$14.90
HIGH	\$30.00

SPREAD, AS A SHARE OF THE MEDIAN	169%
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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	8 of 30
NEWEST LISTING	101 days
MEDIAN LISTING AGE	1,414 days
OLDEST LISTING	5,207 days
AGES INFERRED RATHER THAN STATED	6 (an upper bound on age, not the listing date)

Limits of this record

This record provides a snapshot of the 'Face Mists' niche based on the top head of the shelf. All unit and revenue figures are floors based on the 30 analysed listings and should not be used as a proxy for the total market size or category volume. The direction of growth is based on 30 tracked listings; while this suggests positive momentum, it does not account for the entire, deeper catalog of over 7,000 listings.

Readers should not conclude that the entire market is growing at the same rate as the top 30 listings. Furthermore, the search interest metrics reflect consumer attention and visibility costs rather than actual purchase intent or long-term market health. Any projections based on these figures carry inherent risk due to the narrow scope of the deep-dive analysis and the competitive nature of Amazon's ranking algorithms.

What the figures cover. Amazon states it ranks 7,000 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	"Face Mists"
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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