Niche Diligence Report

HOME & KITCHEN · STORAGE & ORGANIZATION · CLOTHING & CLOSET STORAGE · DRAWER ORGANIZERS · US

POINT-IN-TIME RECORD

Prepared for	Sample
Search term	“drawer organizer”
Report date	August 15, 2026
Report ID	NDR-2026-1133-CA95 · v1.0
Questions	support@zsell.ai

How this niche is defined

This report describes the products Amazon ranks for the search term **“drawer organizer”** in US — the set a shopper actually chooses between for that search, read across 7 pages of results on August 15, 2026. A different search term describes a different niche.

50,000
LISTINGS AMAZON RANKS FOR THE TERM (ITS OWN COUNT, APPROXIMATE)

233,400
UNITS SOLD LAST MONTH ACROSS THE 29 ANALYSED LISTINGS (A FLOOR)

24%
OF THE RANKED PLACEMENTS READ WERE PAID

+122%
CHANGE IN MEASURED UNITS ACROSS 30 LISTINGS WITH TRACKED HISTORY

The Drawer Organizers niche is a highly competitive, high-volume segment within the Home & Kitchen category. The shelf is defined by the search term 'drawer organizer' and features a broad range of product types, from modular plastic trays to expandable kitchen organizers. The market demonstrates significant growth, supported by a diverse array of established brands and recent entrants. Pricing is varied, catering to both budget-conscious consumers and those seeking premium, multi-piece solutions. The shelf is characterized by strong consumer interest across multiple sub-use cases, including bathroom, kitchen, and vanity organization.

The shelf

The niche is defined by the search term 'drawer organizer' within the 'Drawer Organizers' classification. The depth of the shelf is substantial; while Amazon claims approximately 50,000 listings for this term, this figure is an inflation-prone estimate. Analysis was conducted on 306 listings read from ranked pages, with 30 listings analyzed in depth for core metrics. The ranking is led by versatile, multi-piece plastic tray sets, notably the Vtopmart 25-piece clear plastic set. The cost of visibility on this shelf is high, with a sponsored share of 23.69% across the ranked pages, representing 95 paid listings.

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	Vtopmart	B08KXKVT4K	$18.99	60,000	4.7	49,220
2	WOWBOX	B0B1M6ML2J	$16.99	20,000	4.4	14,618
3	A-LuGei	B0FD34T1NB	$13.99	10,000	4.4	4,244
4	Lifewit	B0F8HFLNQG	$7.59	10,000	4.5	12,177
5	KEMETHY	B0FPWT5S3F	$19.99	3,000	4.4	552
6	SMARTAKE	B086GFBN4D	$18.99	3,000	4.7	2,623
7	Marbrasse	B0CCDJQ7MM	$20.99	2,000	4.6	1,589

#	BRAND	ASIN	PRICE	UNITS/MO	RATING	REVIEWS
8	SpaceHacks	B0DLKNDQ7D	$14.99	3,000	4.5	1,486
9	Canfanni	B0FY7DL87W	$6.97	1,000	4.6	363
10	VA1KENE	B0FDQHRBPJ	$20.98	500	4.8	149

Measured demand

Measured demand for the analysed head of the shelf is robust, with 233,400 units sold monthly, generating approximately $5,250,731 in revenue. These figures are derived from 29 contributing listings out of the 30 analysed. A wider, shelf-wide view of badged units reveals a floor of 1,058,350 monthly units, highlighting that demand extends well beyond the top 30 positions. The market trajectory is positive, with a 122.4% increase in the direction of unit movement, a figure confirmed as complete based on the consistent tracking of the 30 analysed 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)	233,400
REVENUE THOSE UNITS REPRESENT AT CURRENT PRICES	$5,250,731.00
LISTINGS CONTRIBUTING / ANALYSED	29 of 30
AMAZON “BOUGHT RECENTLY” BADGES ACROSS THE WHOLE SHELF	1,058,350
DIRECTION OF DEMAND	+122% across 30 listings

The competitive field

The shelf is segmented by both price and application, with budget-oriented sets under $20 holding the highest rank presence, while premium options occupy a distinct tier above $35. Brand concentration is relatively diffuse, with Vtopmart and WOWBOX holding significant positions at the top of the rankings. Momentum is generally positive across all segments; of the 30 analysed listings, the vast majority showed improving performance metrics. While 13.3% of the analysed listings are recent entrants (less than 221 days on shelf), they have managed to secure a foothold among more established products, some of which have been present for over 2,600 days.

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 ($15.08)	7	$16.99	Not observed
Lower-rank · Budget ($19.52)	17	$19.98	Not observed
Premium ($34.99) · Top-ranking	6	$36.48	Not observed

Price and entry conditions

The shelf sustains a wide price corridor, spanning from a low of $4.00 to a high of $59.99, with a median price of $20.99. This spread, roughly 2.67 times the median, indicates that consumers are willing to pay for premium configurations or higher-end materials like bamboo compared to standard plastic trays. Tenure data suggests a mature market with high barriers to displacing the top incumbents, yet the presence of new entrants in the top 30 indicates that the shelf remains receptive to new value propositions. Competitive intensity is high, particularly for terms like 'drawer organizers for makeup' and 'drawer organizers with lids,' where sponsored share remains elevated.

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	$4.00
MEDIAN	$20.99
HIGH	$59.99
SPREAD, AS A SHARE OF THE MEDIAN	267%

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	4 of 30
NEWEST LISTING	221 days
MEDIAN LISTING AGE	1,087 days
OLDEST LISTING	2,623 days

Limits of this report

It is critical to note that all unit and revenue figures provided are absolute floors based only on the analysed subset and Amazon's self-reported data. The total market size is likely significantly higher than the numbers cited here. The upward direction of the market is based on tracked units within the 30-listing sample and should not be extrapolated as a guarantee of future growth. Furthermore, search-interest figures reflect consumer attention and query frequency but do not correlate directly to conversion or sales volume. Readers should not treat this record as a exhaustive catalog of every product available in the category, but rather as a focused snapshot of the competitive head of the shelf.

What the figures cover. Amazon states it ranks 50,000 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 report describes those.

What this report 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	“drawer organizer”
MARKETPLACE	US
READ ON	August 15, 2026
RANKED PAGES READ	7
SOURCES	Keepa (catalog and classification, co-purchase links, price/rank/offer history); Rainforest (realtime search results, search-suggestion vocabulary)

Disclaimer

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This is a **characterisation of one market** derived from public Amazon marketplace data via the sources and methods set out above. It is a point-in-time record of the shelf for one search term and is intended to **support, not substitute,** commercial and financial diligence. 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 it.

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