Niche Diligence Report

CELL PHONES & ACCESSORIES · ACCESSORIES · CHARGERS & POWER ADAPTERS · PORTABLE POWER BANKS · US

POINT-IN-TIME RECORD

Prepared for	Sample
Search term	“external cell phone battery packs”
Report date	August 13, 2026
Report ID	NDR-2026-1400-CC58 · v1.0
Questions	support@zsell.ai

How this niche is defined

This report describes the products Amazon ranks for the search term **“external cell phone battery packs”** in US — the set a shopper actually chooses between for that search, read across 7 pages of results on August 13, 2026. A different search term describes a different niche.

1,000
LISTINGS AMAZON RANKS FOR THE TERM (ITS OWN COUNT, APPROXIMATE)

143,900
UNITS SOLD LAST MONTH ACROSS THE 30 ANALYSED LISTINGS (A FLOOR)

45%
OF THE RANKED PLACEMENTS READ WERE PAID

+958%
CHANGE IN MEASURED UNITS ACROSS 27 LISTINGS WITH TRACKED HISTORY

This diligence record evaluates the niche for 'external cell phone battery packs' on Amazon, a high-velocity consumer electronics segment defined by intense price competition and rapid product turnover. The niche is characterized by a high volume of active listings, a significant reliance on sponsored visibility, and a distinct lack of long-term dominance by legacy brands. The data indicates a market currently experiencing notable growth, with a wide range of price points being tested by various manufacturers.

The shelf

The niche is defined by the search term 'external cell phone battery packs' within the 'Portable Power Banks' classification. Amazon reports approximately 1,000 listings for this term, of which 112 were read from the initial ranked pages, and 30 were selected for in-depth analysis. The shelf is highly competitive, with a 44.83% sponsored share, indicating that retailers must pay significantly for visibility at the top of the search results.

The current ranking is dominated by brands such as INIU, YILANS, and ZZI. These listings generally emphasize high capacity and integrated cables as primary differentiators. The dominance of sponsored placements across these results suggests that organic positioning is increasingly difficult to secure without ongoing advertising investment.

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	INIU	B0CB1FW5FC	$21.59	10,000	4.5	84,577
2	YILANS	B0FDKH3DPP	$46.13	3,000	4.4	1,928
3	ZZI	B0FRSRFFZR	$48.99	9,000	4.4	2,698
4	LanLuk	B0F9WVKQMV	$31.95	3,000	4.3	1,074
5	INIU	B0FW34MF6F	$22.49	10,000	4.5	84,577
6	LOOPEAK	B0FGKFDR83	$35.99	1,000	4.5	494
7	OHOVIV	B0DWMS2VRH	$47.99	6,000	4.4	3,218

#	BRAND	ASIN	PRICE	UNITS/MO	RATING	REVIEWS
8	BLAVOR	B07FDXDB3W	$29.99	10,000	4.3	47,152
9	RGVOTA	B0G1YKB8WK	$24.26	2,000	4.3	17,204
10	YBYP	B0GWM43LJS	$33.23	5,000	4.2	2,697

Measured demand

Measured demand within this head of the shelf represents 143,900 monthly units, accounting for approximately $4.13 million in revenue from the 30 analysed listings. Amazon's shelf-wide badge total, which includes a broader range of listings beyond the head, is significantly higher at 394,300 units, confirming that demand is well-distributed throughout the category. These figures represent a floor; they do not account for total market volume but serve as a proxy for the velocity of top-tier performers.

The direction of the shelf is trending up, with a 958.2% change observed across 27 tracked listings. This robust growth trajectory was clearly established through consistent unit movement data. It is important to note that the figures presented are floors, as they rely only on the subset of products where data was available, and they should be interpreted as a measure of recent momentum rather than an absolute total of all historical sales.

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)	143,900
REVENUE THOSE UNITS REPRESENT AT CURRENT PRICES	$4,126,469.00
LISTINGS CONTRIBUTING / ANALYSED	30 of 30
AMAZON “BOUGHT RECENTLY” BADGES ACROSS THE WHOLE SHELF	394,300
DIRECTION OF DEMAND	+958% across 27 listings

The competitive field

The competitive field is fragmented, characterized by a mix of specialized accessory brands and newer, aggressive entrants. No single brand exerts absolute control over the market, and the top-ranking segment shows high brand concentration instability. Many listings are driven by low-to-mid-tier price strategies, and observed momentum for these entrants is overwhelmingly positive, suggesting that newer products are successfully displacing older, more established listings.

Segments defined by price, such as 'Top-ranking Budget' and 'Top-ranking Premium', show divergent performance. While budget listings are experiencing volume growth, their sustainability remains to be proven against the more premium, feature-heavy products. The momentum metrics are heavily weighted toward smaller or newer listings, which currently appear to be capturing significant share from larger incumbents.

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 ($22.64)	4	$22.49	Not observed
Premium ($47.06) · Lower-rank	2	$47.06	Not observed
Premium ($33.84) · Lower-rank	4	$33.71	Not observed
Top-ranking · Premium ($28.65)	9	$29.97	Not observed
Lower-rank · Budget ($24.41)	3	$24.26	Not observed

SEGMENT	MEMBERS	MEDIAN PRICE	OBSERVED MOMENTUM
Top-ranking · Budget ($22.98)	2	$22.98	Not observed
Budget ($18.58) · Lower-rank	3	$18.99	Not observed
Lower-rank · Premium ($29.99)	2	$29.99	Not observed
Atypical	1	$48.99	Not observed

Price and entry conditions

The shelf sustains a wide price corridor, spanning from a low of $8.99 to a high of $249.99, with a median price of $29.99. This spread indicates that consumers are willing to pay a premium for specific features, such as high-capacity power or specialized integration, while still gravitating toward lower-cost entry-level options. The 8.03% spread relative to the median suggests that price differentiation is a key tactical tool for sellers in this niche.

Regarding tenure, the shelf is fluid. The median listing age is 407 days, yet the presence of 13 recent entrants—representing 43.33% of the tracked listings—proves that the barrier to entry for new, well-marketed products is low. New entrants have demonstrably broken into top-rank positions in as little as 114 days, highlighting that longevity on the shelf is not a prerequisite for high sales performance.

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	$8.99
MEDIAN	$29.99
HIGH	$249.99
SPREAD, AS A SHARE OF THE MEDIAN	804%

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	13 of 30
NEWEST LISTING	114 days
MEDIAN LISTING AGE	407 days
OLDEST LISTING	2,913 days

Limits of this report

This record is subject to several inherent limitations. All unit and revenue figures are presented as floors; they are calculated from available data within the analysed head of the shelf and do not represent the total market volume or the aggregate performance of every listing on Amazon. The reported 958.2% growth trend reflects the performance of 27 tracked listings and indicates directional movement for those specific products, which may not mirror the shelf-wide trend for items not included in the analysis.

Furthermore, this record does not provide an assessment of brand equity or long-term operational viability. The search-interest data provided is intended to show the vocabulary used by shoppers and the current competitive hold, not to serve as a measure of total search volume. Investors should not conclude that this niche will sustain current growth rates indefinitely, nor should they infer that current price strategies will yield specific margins without additional cost-of-goods analysis.

What the figures cover. Amazon states it ranks 1,000 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	“external cell phone battery packs”
MARKETPLACE	US
READ ON	August 13, 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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Report ID NDR-2026-1400-CC58 · v1.0 · Generated August 13, 2026 · © 2026 ZSell Vision