Niche Diligence Report

SPORTS & OUTDOORS · SPORTS & OUTDOOR RECREATION ACCESSORIES · SPORTS WATER BOTTLES · US

POINT-IN-TIME RECORD

Prepared for Sample
Search term "sport water bottles"
Report date October 5, 2026
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How this niche is defined

This report describes the products Amazon ranks for the search term **"sport water bottles"** in US — the set a shopper actually chooses between for that search, read across 7 pages of results on October 5, 2026. A different search term describes a different niche.

70,000
LISTINGS AMAZON RANKS FOR THE TERM (ITS OWN COUNT, APPROXIMATE)

119,800
UNITS SOLD LAST MONTH ACROSS THE 30 ANALYSED LISTINGS (A FLOOR)

30%
OF THE RANKED PLACEMENTS READ WERE PAID

+311%
CHANGE IN MEASURED UNITS ACROSS 30 LISTINGS WITH TRACKED HISTORY

This report examines the market for 'sport water bottles' within the Sports & Outdoors category on Amazon US as of October 5, 2026. The shelf exhibits high demand and active competitive participation with a significant spread in price points. The data indicates a strong upward trajectory in units sold for the tracked head of the shelf, though competitive dynamics vary significantly between premium and budget segments.

The shelf

The niche for 'sport water bottles' consists of products ranking for that specific term within the Sports & Outdoors category. Amazon claims approximately 70,000 listings exist for this term; however, this figure represents a broad, automated index rather than a curated catalog. For this analysis, 306 listings were read from the search results, and 30 were selected for deep-dive investigation. The top of the ranking is currently held by a mix of established legacy brands and specialized sport-performance labels, including Under Armour and Gatorade. Paid advertisements constitute 30.14% of the ranked search pages, indicating that significant capital expenditure is required to secure visibility at the top of the shelf.

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	Under Armour	B08TQ8B1KH	$10.00	3,000	4.4	10,301
2	Gatorade	B00LZSR3KQ	$35.94	3,000	4.8	2,143
3	Owala	B0BZYCJK89	$29.99	20,000	4.6	140,595
4	Gatorade	B00LZSJ642	$17.99	5,000	4.7	17,527
5	Under Armour	B08TR3Y66D	$10.00	1,000	4.4	10,307
6	Owala	B0C59C39PV	$29.98	20,000	4.6	140,593
7	50 Strong	B079ZZYV4L	$24.99	700	4.4	9,956
8	POWCAN	B0D8J2ZB8P	$16.99	8,000	4.5	12,780

#	BRAND	ASIN	PRICE	UNITS/MO	RATING	REVIEWS
9	Sahara Sailor	B09FPXGLGF	$9.99	5,000	4.5	33,447
10	Under Armour	B0CSQD8Z9G	$10.00	1,000	4.4	10,307

Measured demand

The analysed head of the shelf reflects 119,800 monthly units sold, generating approximately $2,382,532 in monthly revenue across 30 tracked listings. These figures serve as a baseline floor for the top-performing section of the market. A broader check of badged listings across the wider shelf suggests an aggregate volume of 368,500 units, reinforcing that the analysed head is merely a portion of the total market activity. The direction of the analysed segment is moving upward, with a measured increase of 310.6% in units sold, representing a robust expansion in the recorded data set.

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)	119,800
REVENUE THOSE UNITS REPRESENT AT CURRENT PRICES	$2,382,532.00
LISTINGS CONTRIBUTING / ANALYSED	30 of 30
AMAZON “BOUGHT RECENTLY” BADGES ACROSS THE WHOLE SHELF	368,500
DIRECTION OF DEMAND	+311% across 30 listings

The competitive field

The shelf is defined by a clear divide between high-volume budget offerings and premium-priced alternatives. The budget segment, with a median price of $10.00, holds 15 of the 30 analysed listings and contributes $629,260 in estimated monthly revenue. Momentum in this area is largely positive, with 11 of the 15 members showing signs of growth. Conversely, premium segments carry higher price points—reaching up to $35.99—and exhibit more concentrated brand control, such as the 0.5556 HHI concentration in top-ranking premium listings. Smaller listings often show volatile or declining momentum, suggesting that the top-ranking positions are heavily consolidated among brands that can sustain consistent volume.

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

SEGMENT	MEMBERS	MEDIAN PRICE	OBSERVED MOMENTUM
Budget ($10.69) · Top-ranking	15	$10.00	Not observed
Premium ($35.96) · Lower-rank	2	$35.97	Not observed
Lower-rank · Budget ($16.57)	5	$15.95	Not observed
Top-ranking · Premium ($29.98)	1	$29.98	Not observed
Lower-rank · Premium ($23.66)	3	$24.99	Not observed
Premium ($27.66) · Top-ranking	3	$28.00	Not observed
Atypical	1	$29.99	Not observed

Price and entry conditions

The shelf sustains a wide price corridor, spanning from a low of $5.50 to a high of $39.99, with a median price of $15.98. This spread of over 200% relative to the median suggests that price-based margin projections at the list price level are unreliable without accounting for high competitive variance. Tenure on the shelf is substantial; the median listing age is 1,739 days, with the oldest listing reaching back 4,769 days. Notably, the data showed no new entrants among the 30 most prominent listings, indicating high barriers to entry for unestablished brands attempting to displace incumbents within the top-ranked search results.

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	$5.50
MEDIAN	$15.98
HIGH	$39.99
SPREAD, AS A SHARE OF THE MEDIAN	216%

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	0 of 30
NEWEST LISTING	626 days
MEDIAN LISTING AGE	1,739 days
OLDEST LISTING	4,769 days

Limits of this report

This report provides a snapshot of the competitive head of the shelf and should not be interpreted as a exhaustive catalog of the entire category. All units and revenue figures are floors based on the 30 listings analysed; actual category-wide sales are likely higher but were not calculated. The 310.6% growth figure is specific to the 30 tracked listings and cannot be extrapolated to represent market-wide growth. Furthermore, the search interest section documents consumer vocabulary and query reach but provides no quantitative search volume, meaning it cannot be used to estimate total market size or demand growth. Readers should not treat this report as a prediction of future performance, as shelf ranks can fluctuate independently of the underlying sales data presented here.

What the figures cover. Amazon states it ranks 70,000 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	“sport water bottles”
MARKETPLACE	US
READ ON	October 5, 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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