

Niche Market Examples

Sector	Product	Niche
Agriculture	Timothy hay	Race horse feed
Agriculture	Kosher milk	Religious groups following dietary laws
Agriculture	Organic vegetables	Consumers wanting foods grown without pesticides
Agriculture	Extra fat beef	Asian export market
Agriculture	Corn silage	Confined dairy operations and beef feedlots
Agriculture	Custom farming services	Other producers who do not have the resources to perform these services
Agriculture	Pasteurized goat milk	Consumers allergic to cow milk
Consumer Durables	Sport utility vehicles (SUV)	Drivers desiring a vehicle with room, power, and strength
Consumer Durables	Internet auction sites	Consumers desiring low prices for goods and services without having to physically move from merchant to merchant
Consumer Durables	Commuter airlines	Smaller communities not served by large airliners
Consumer Durables	Cut your own Christmas trees	Fellowship, recreation, and consumers seeking quality