

AMAZON.COM · NICHE UNDER REVIEW

Volleyball nets

Market study — competition, size, and what it takes to enter

✓ **Worth entering — Go, with conditions**

A big market (~ \$26M a year, estimated), **fragmented** — the top listing holds less than 10% and nobody owns the category — and one that **still makes room**: more than a fifth of today’s sales go to listings launched since 2024. We recommend entering, on three structural conditions: accept a **short season** (the money is made April through August), a real **advertising budget** (the visible shelf is heavily sponsored), and the economics of a **bulky product**, where Amazon’s fees absorb about a third of the price.

MARKET · 12 MONTHS

≈ \$26M

DEMAND · 12 MONTHS

3.0M searches

TOP LISTING

9.6%

MEASURED SCOPE

143 variants

The bottom line

THE VERDICT AND THE KEY NUMBERS, IF YOU ONLY HAVE TWO MINUTES

✓ Worth entering — Go, with conditions

A big, seasonal market **with no owner**: 30 active brands, no listing above 10%, and newcomers breaking through every year — three listings born in 2026 already take 4.8% of the market at peak season. Amazon sells here directly (1P) but stays contained at 15%, boxed into its own segments (pool, pro systems, entry-level combos). This game is won on execution: a product built sturdier than average, advertising at the right moment, and inventory timed to the season. **Our recommendation: go** — under the conditions in section 10.

MARKET · 12 MONTHS ≈ \$26M	SEASON (JUNE VS FEB.) × 6	TOP LISTING 9.6% of market	TOP 5 LISTINGS 35%
SOLD BY AMAZON (1P) 15% of market	MEDIAN RATING 4.5 ★	AMAZON FEES ≈ 34% of price	EST. MARGIN (PRE-ADS) 25–40%

Figures are trailing 12 months (through 06/30/2026) unless noted. "1P" = products Amazon buys wholesale from independent brands and resells itself. Prices exclude US sales tax (added at checkout; it does not touch the margin).

The market is big, and growing. An estimated ≈ \$26M over twelve months, ≈ 343,000 units, ≈ 3 million searches a year and rising (+5.5%), with the 2026 season running +14% ahead of 2025 in volume. The median price is \$66: customers buy a complete system — net, poles, boundary lines, bag — not an accessory.

Nobody owns it. The top listing holds 9.6%, the top five 35%, and the concentration index sits at rock bottom (HHI 0.04 — highly fragmented). Amazon itself sells 25 of the 148 variants we track, but that adds up to just 15%, in specific corners of the market. Above all, **the market recycles**: 22% of today's sales go to listings launched since 2024 — proof, repeated every year, that a serious entrant can carve out a spot.

The price of admission: the season, and visibility. Two-thirds of the revenue is made April through August (June sells 6× more than February) — inventory, cash flow and advertising all run on that calendar. And the visible shelf is a standing auction: ≈ 83% of the products pushed forward on the niche's search terms are sponsored placements. Nobody exists here without a real ad budget.

↳ What would make it fail

Showing up **out of season**, or stocking out in June; selling a flimsy product (sturdiness is the market's #1 complaint — ≈ 30% of negative mentions); underfunding ads; or fighting below \$40 — a sliver of the market (4%) where Amazon itself sells. The detailed conditions are in section 10.

Scope & data confidence

WHAT THIS STUDY COVERS – AND HOW MUCH TO TRUST EACH NUMBER

On Amazon, most of the sales tied to a search query happen on its **first page of results**. This study therefore starts from page one of "volleyball net" on Amazon.com, filtered twice: a **comparability** filter (keep only nets and net systems that genuinely compete — including multi-sport combos that serve the same use — and drop balls, accessories and off-topic products) and an **economic** filter (compute only on variants whose sales history is genuinely measurable).

PRODUCT LISTINGS	VARIANTS	MEASURABLE	ACTIVE BRANDS
43	148	143	30

We cross-check this scope against Amazon's **Opportunity Explorer** — the internal, seller-side tool that measures a niche's real activity. The overlap is near-total:



Data confidence — how to read our numbers

Amazon does not disclose its sellers' revenue, so our volumes are **estimates**. We use the most granular one available: **daily tracking of each individual variant** (source: Helium 10), then summed per listing and across the market — never a single total divided after the fact. We ran it against two independent checks:

- **The listing-level readout from the same tool** (coarser than variant tracking) lands within ± 5 –25% of our numbers on four of the five top listings — good internal consistency. Only #1 diverges sharply: read its exact share with caution (top 3 either way).
- **Amazon's own niche counter measures something different:** only the sales that come from the niche's **searches** (that is its official definition) — 60–80,000 units a year through that channel alone. It is not comparable to our total, which also includes browsing, ads and neighboring queries (badminton, pickleball); it simply confirms the order of magnitude — our total sits above it, as it should.

The reading rule: the market is worth \approx **\$26M a year**, as an estimate — an order of magnitude, not a to-the-dollar figure. And **market shares, rankings and trends** are more reliable still: every product is measured by the same instrument, so comparisons between them hold even if the instrument is somewhat off.

* The 5 non-measurable variants (sales history too sparse to trust) are excluded from the math, not from the report: we assign them no number, and we never count them as zero sales. The Amazon fees in section 6 are not estimates: they are read from Amazon's official calculator for all 148 variants.

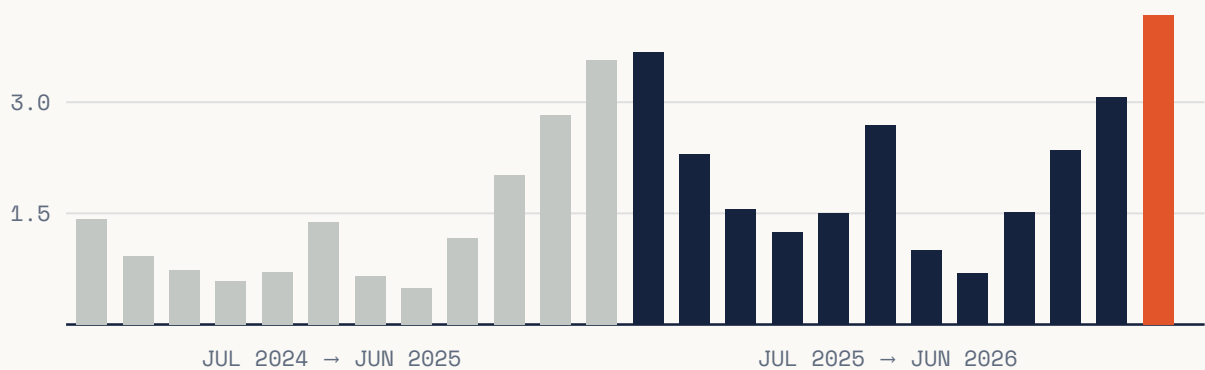
Market size & momentum

HOW MUCH THE MARKET WEIGHS, AND HOW IT BREATHEs

Over twelve months, the market generates \approx **\$26M** across \approx **343,000 units** — every figure computed variant by variant (daily units sold \times that day's price). Over the last thirty days — peak season — it is running at **\$4.4M**.

MARKET · 12 MONTHS \approx \$26M	PACE · 30 DAYS (PEAK) \$4.4M	UNITS · 12 MONTHS 343K	2026 SEASON VS 2025 +14%
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ESTIMATED MONTHLY REVENUE — 24 MONTHS (\$M)



Estimated variant by variant (daily units sold \times price). The market lives on two seasons: summer — two-thirds of the money is made between April and August — and a second peak in December, driven by gifting. The orange bar is June 2026, the best month of both years: the 2026 season is running +14% ahead of 2025 in volume.

A market with two seasons

Seasonality is structural fact #1: **two-thirds of the revenue is made April through August**, peaking in June–July (cookouts, vacations, the beach), with a deep winter trough — February does a sixth of June's volume. On top of that comes a **second peak in December** (\$2.7M in Dec. 2025, the year's second-best month): a volleyball net is also a Christmas gift. This is not a chart curiosity — it is the calendar that dictates inventory, cash flow and advertising (sections 9 and 10).

And growing, year over year

Season against season, spring 2026 (April–June: 126,552 units) beat spring 2025 (111,399) by **+14%** — and June 2026 is the best month of both years. On the demand side, Amazon measures **+5.5%** more searches on the niche year over year (details in section 8). Moderate but real growth, driven by outdoor sports — and by pickleball's spillover effect on backyard equipment.

▲ What this means

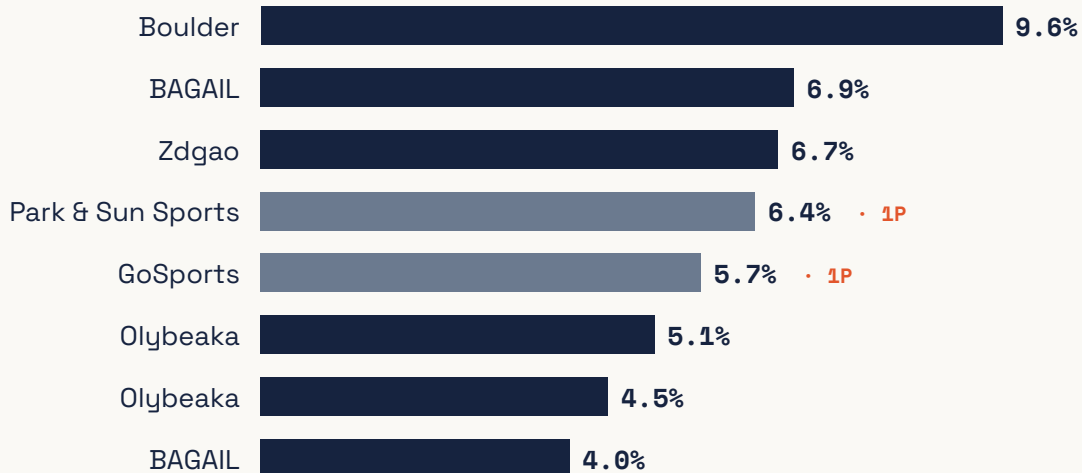
Size is not the problem — at \approx \$26M a year estimated, there is room to build several million dollars of sales. The real questions are not "is there a market?" but "who holds it?" (section 3) and "what does entry cost?" (sections 6 through 8).

Concentration & structure

WHO HOLDS THE MARKET – ANSWER: NOBODY, AND THAT IS THE POINT

This is the sharpest contrast with locked-up niches: here, **no listing holds more than 10% of the market**. The top five add up to 35%, thirty brands share the rest, and the concentration index (HHI 0.04) sits at "highly fragmented" – ten times lower than the leader-dominated markets we have mapped.

TOP 8 LISTINGS – MARKET SHARE (30-DAY REVENUE)

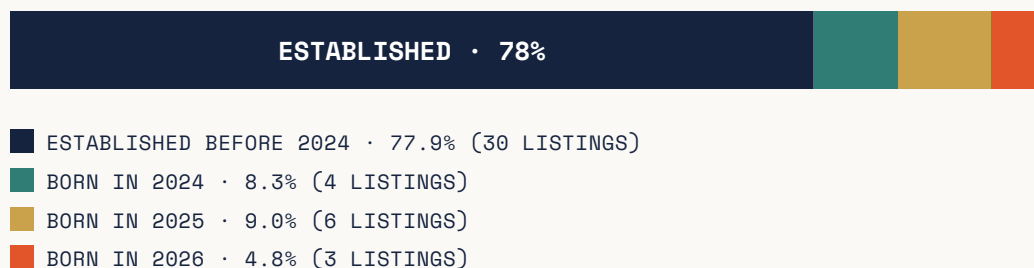


A "listing" = one product page and all its variants (sizes, colors). None passes 10%. Olybeaka and BAGAIL each place two listings – even at brand level, nobody clears 11%. Gray bars are listings sold by Amazon itself (1P).

The market recycles its sellers – the proof it can be entered

A fragmented market can still be closed, if positions are frozen. Not here: dating each listing by when its review counter starts, **22% of today's revenue goes to listings born after early 2024**. Three listings born in **2026** already take 4.8% of the market – including one launched in March doing \$90,230/month with just 65 reviews. Two of the top five spots changed hands within the year.

WHO EARNS TODAY – LISTING AGE (SHARE OF 30-DAY REVENUE)



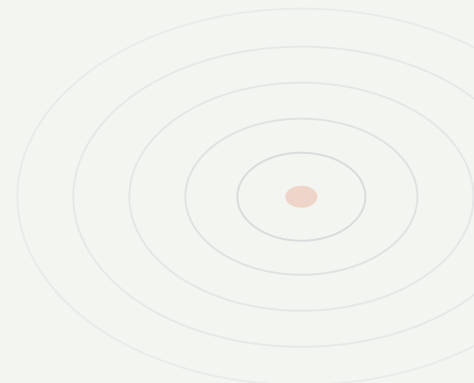
A listing's "birth" = the date its review counter starts. More than one dollar in five goes to listings launched less than two and a half years ago – and 4.8% to three listings born in 2026, including one launched in March already doing \$90,230 a month. The market keeps making room.

Amazon as a direct seller (1P): present, but contained — 15%

Amazon itself sells 25 of the 148 variants we track — brands it buys wholesale and distributes directly: GoSports (pool), Park & Sun (pro beach systems), SONGMICS and Franklin (entry-level combos), Sturdum, Triumph. Total: **14.7% of the market**. It is a player to respect — it does not pay the $\approx 34\%$ in fees it charges third parties, a structural advantage that funds its distribution — but it is **not what drives this market**: it holds its own corners (pool, pro, first-price) and leaves the \$40–80 core to third-party brands.

▲ What this means

The structure **favours the entrant**: no leader to dethrone, a core price band held by young, imitable brands, and Amazon's direct sales boxed into their corners. The catch is elsewhere — visibility is bought (section 8): the money is fragmented, but attention is auctioned.



Competitor profiles

THE TOP SIX LISTINGS – WHY EACH ONE HOLDS ITS SPOT

Six listings, six strategies — and as many documented ways in. The badges say who sells: **1P** = sold by Amazon directly, **3P** = third-party seller on the marketplace.



Boulder

LISTING #1 · 9.6% OF MARKET

THIRD-PARTY SELLER · 3P

30-day revenue (est.)	\$423,527
12-month revenue (est.)	\$4.1M
Price range	\$70–110
Variants / reviews / rating	7 · 14,814 · 4.5★

The market's #1 is a paradox: a **multi-sport net** (badminton, pickleball, volleyball) on the shelf since 2017, with 14,814 reviews. Its edge is versatility — it wins the undecided family buyer. **Measurement note:** our variant-level tracking puts it at ≈ \$424K/month; the coarser listing-level read from the same tool sees it closer to \$235K — top 3 either way.



MONTHLY REVENUE · JUL 2024 → JUN 2026



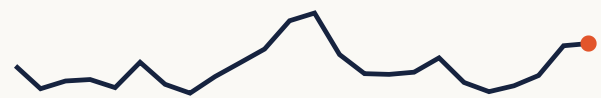
BAGAIL

LISTING #2 · 6.9% OF MARKET

THIRD-PARTY SELLER · 3P

30-day revenue (est.)	\$303,438
12-month revenue (est.)	\$2.3M
Price range	\$45–80
Variants / reviews / rating	10 · 2,196 · 4.4★

The portfolio play: BAGAIL holds **two listings** in the top 10 (this one, plus one born in April 2025 already at \$179K/month). Counting both, it is the #1 brand in the market (10.9%) — through range, not a single star product.



MONTHLY REVENUE · JUL 2024 → JUN 2026



Zdgao

LISTING #3 · 6.7% OF MARKET

THIRD-PARTY SELLER · 3P

30-day revenue (est.)	\$297,693
12-month revenue (est.)	\$1.3M
Price range	\$60–63
Variants / reviews / rating	4 · 1,070 · 4.6★

The dedicated-volleyball reference: #1 organic result for *volleyball net*, just 4 variants, 4.6★. Proof that a tight, well-rated listing is enough to hold a podium spot.



MONTHLY REVENUE · JUL 2024 → JUN 2026



Park & Sun Sports

LISTING #4 · 6.4% OF MARKET

SOLD BY AMAZON · 1P

30-day revenue (est.)	\$283,281
12-month revenue (est.)	\$1.7M
Price range	\$290–300
Variants / reviews / rating	5 · 1,384 · 4.5★

The institution: pro-grade beach systems at \$290–300, a decades-old brand of US volleyball, **sold by Amazon** (1P) on 3 of 5 variants. Sole occupant of the \$200+ tier — a brand position, not an entry door.



MONTHLY REVENUE · JUL 2024 → JUN 2026



GoSports LISTING #5 · 5.7% OF MARKET

SOLD BY AMAZON · 1P

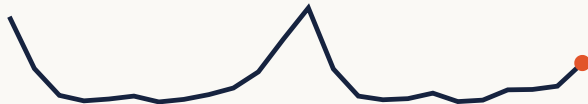
30-day revenue (est.) **\$253,779**

12-month revenue (est.) **\$1.5M**

Price range **\$120**

Variants / reviews / rating **3 · 3,297 · 4.7★**

The niche within the niche: **pool** volleyball at \$120, 4.7★, 3,297 reviews, sold by Amazon. Its \$45.61 fulfillment fee (a huge package) makes third-party replication economically hopeless — a walled garden.



MONTHLY REVENUE · JUL 2024 → JUN 2026



Olybeaka LISTING #6 · 5.1% OF MARKET

THIRD-PARTY SELLER · 3P

30-day revenue (est.) **\$224,020**

12-month revenue (est.) **\$0.9M**

Price range **\$60**

Variants / reviews / rating **4 · 378 · 4.6★**

The proof of entry: a recent brand with two listings at \$59.99 (this one, plus one born in May 2024), 9.5% of the market as a brand. A complete system at the market's core price, executed cleanly — the playbook to copy.



MONTHLY REVENUE · JUL 2024 → JUN 2026

Revenues are estimates (see confidence note, ^{§1}). "Reviews" = the listing's counter (shared across all its variants) — never a per-variant sum. The curve = the listing's estimated monthly revenue over 24 months; orange dot = latest month.

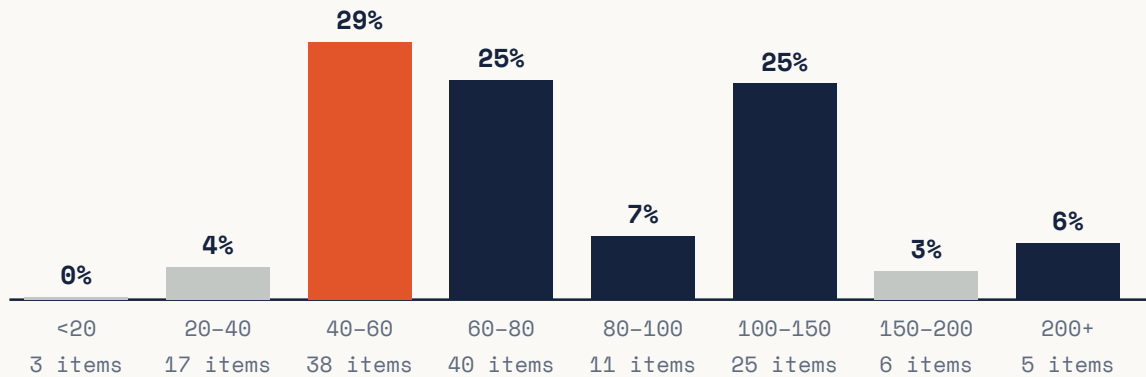


Pricing & positioning

WHAT THE NICHE SELLS FOR – AND WHERE THE DOOR IS

Median price: **\$66** (from \$18 to \$300). The useful read is not the average — it is **where the money goes**:

WHERE THE MONEY GOES – REVENUE SHARE BY PRICE BAND (\$)



The heart of the market is the \$40-80 band – 54% of revenue across 78 items: customers pay for a **complete system** (net + poles + boundary lines + bag), not a net alone. Entry-level under \$40 is only 4% of the market – thin volume fought over by Amazon itself (Franklin, SONGMICS). The \$200+ tier belongs to a single brand (Park & Sun, pro beach systems).

Three territories, one door

Under \$40: 4% of the market. Bare nets and first-price combos, held by the brands Amazon distributes (Franklin, SONGMICS at \$36–54). Thin volume, a price war, and logistics fees that never shrink — this is not a door, it is a margin trap.

\$40-80 — the core: 54% of the market, 78 items. The standard complete system (net + poles + boundary lines + bag + stakes). This is where the 2024–2026 entrants broke through (Olybeaka, MangoStar, TELURY at \$59.99), and where the entry door sits — provided you differentiate on **sturdiness**, the category’s #1 buying criterion (section 7).

Above \$100: 31% of the market. The “family + dedicated court” systems (\$100–150, 25%) and pro beach (\$200+, Park & Sun’s exclusive territory, 1P). Reachable later, once the brand has credibility — not as a first product.

Disciplined pricing

26 of 43 listings kept very stable prices across the year, no aggressive promotion is running (0 active coupons across 148 variants at survey time), and price gaps track system size more than discounting. No entrenched price war — competition plays out on visibility (section 8) and perceived quality (section 7).

Unit economics & margins

WHAT THE SELLER KEEPS – OFFICIAL AMAZON FEES, NOT ESTIMATES

This section stands apart in this report: the fees below are **not estimates**. We queried Amazon's official Revenue Calculator for **each of the 148 variants** on July 3, 2026 — referral commission and FBA fulfillment fee computed by Amazon itself, size tier included.

AMAZON FEES (MEDIAN)	REFERRAL FEE	FBA FULFILLMENT (MED.)	OVERSIZE TIER
34.4% of price	15%	\$13.72	112/145

The structure is typical of a bulky product: a flat 15% referral fee (Sports category), plus a fulfillment fee driven by package size — from \$5.52 (a light net) to \$47.94 (the GoSports pool set). **77% of variants are classified outside the standard size tier**: package volume is the single biggest cost driver — ahead of price itself. A quarter of all items lose more than 40% of their price to Amazon fees.

LISTING (REPRESENTATIVE)	PRICE	FBA	REFERRAL	FEES / PRICE	LEFT BEFORE PRODUCT COST
Boulder	\$69.99	\$11.35	\$10.50	31%	69%
BAGAIL	\$44.99	\$12.53	\$6.75	43%	57%
Zdgao	\$59.99	\$14.11	\$9.00	39%	61%
Park & Sun Sports • 1P	\$299.99	\$19.90	\$45.00	22%	78%
GoSports • 1P	\$119.99	\$45.61	\$18.00	53%	47%
Olybeaka	\$59.99	\$9.07	\$9.00	30%	70%

The margin, as an honest range

After Amazon fees, the median listing keeps **65.6% of its price** (60–70% for the middle half of the market). What remains is product cost and freight: for this kind of item (metal/fiberglass frame + netting, Asia sourcing), a landed cost of 25–35% of the selling price is the realistic range. That leaves a **margin of ≈ 25–40% before advertising** — solid for bulky goods. Two footnotes: on Amazon.com, sales tax is added on top of the price at checkout and never touches the margin (unlike European VAT); and storage (\$0.26–2.83 per unit per month depending on size) becomes a real line item on unsold post-season inventory (section 9).

▲ The GoSports case — read the fees as a map of the walls

For the 25 variants Amazon sells itself (1P), these fees are **what a third party would pay to replicate the offer** — Amazon does not charge them to itself. A telling example: the GoSports pool volleyball set at \$119.99 carries a \$45.61 fulfillment fee — a third party would surrender 53% in fees before even paying for the product. That segment is structurally out of reach; the \$40–80 core, at \$11–18 of FBA, is not.

Quality, reviews & the entry bar

WHAT CUSTOMERS SAY – AND WHAT IT ACTUALLY TAKES TO EXIST

The category is well rated: median **4.5★** (from 3.7 to 5.0). Review counts run from 3 to 14,814 (the Boulder combo), with a median of 267 per listing.

The review pile is not the wall it looks like

Past a credibility threshold — on the order of **a hundred reviews** — social proof saturates: shoppers do not weigh 800 against 14,000 reviews, they weigh **4.3 against 4.7★**. This market demonstrates it by itself: the MangoStar listing born in March 2026 does \$90,230/month with **65 reviews**; TELURY and PUULIVEE, born in the spring, take in \$58K and \$63K with fewer than 25 reviews each — by buying their visibility (section 8) and holding their rating. The real cost of entry is not catching up to 14,000 reviews: it is crossing the credibility threshold fast, then **holding ≥ 4.5★** through peak season.

What the market complains about — the entrant's spec sheet

The niche's complaints, as Amazon measures them across negative reviews, read like a spec sheet for the product to build:

- Sturdiness and perceived quality — ≈ 30% of negative mentions** (overall quality 15.6%, strength 15.0%): poles that bend, nets that sag, anchors that rip out. This is THE differentiation point — overbuild the poles, the tension system, the anchoring.
- Size not as expected — 9.8%**, plus "advertised vs. actual product" (7.6% of returns): state real dimensions, plainly, with photos to match.
- Durability — 8.7%**: UV and moisture resistance (this product lives outdoors) decides the rating in season two.
- Assembly — 5.0%** (and the #1 return reason at 4.8%): a clear manual and a timed two-person setup, made a selling point.

On the positive side, the market rewards exactly the reverse: quality (14.7% of positive mentions), value for money (11.1%), fun (8.5%), easy setup (8.7%) and portability (7.1%).

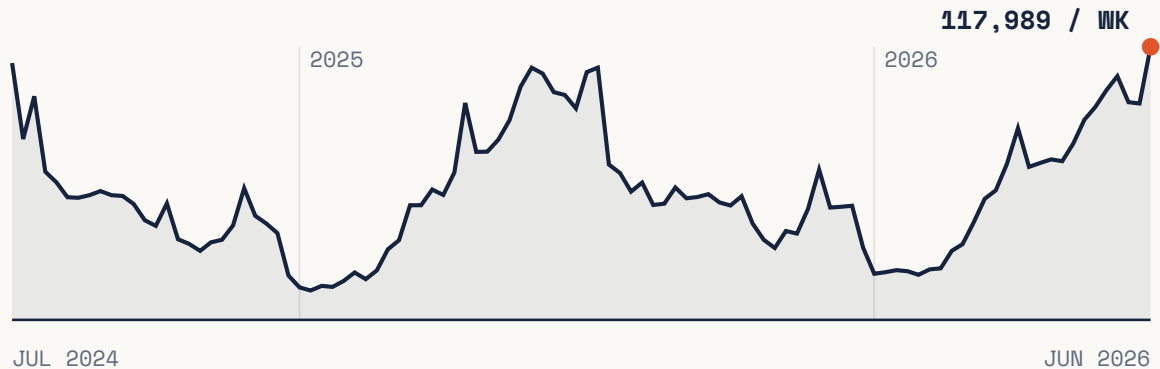
▲ What this means

The "review barrier" is a toll, not a wall: about a hundred reviews at 4.5★+ buys you a seat at the table. The defensible differentiator is **physical**: a system visibly sturdier than the standard \$59.99, honestly sized, assembled in ten minutes.

Demand, keywords & visibility

HOW MANY CUSTOMERS SEARCH, WITH WHICH WORDS – AND THE TRUE PRICE OF BEING SEEN

WEEKLY NICHE SEARCHES – 104 WEEKS (OPPORTUNITY EXPLORER)



≈ 3.0 million searches over twelve months, up 5.5% year over year. The two-year high is the **last week of June 2026** (orange dot): the current season is beating last year's.

A clean, concentrated keyword base

Our working base comes from cross-referencing the keywords where the market's top ten listings actually rank (Cerebro): **244 core keywords** — those where most of the market sits on page one — led by one dominant query:

KEYWORD	SEARCHES / MONTH	TOP-10 LISTINGS ON PAGE 1
volleyball net	130,239	10 / 10
volleyball net for backyard	50,102	9 / 10
volleyball net outdoor	26,068	8 / 10
beach volleyball net	6,492	7 / 10
outdoor volleyball net	6,028	7 / 10
portable volleyball net	6,028	5 / 10

The head query, *volleyball net* (130K/month), concentrates the intent: all ten top listings rank on its first page. The "backyard / outdoor / portable" variations reveal the real use case — the family backyard first. Opportunity Explorer confirms the same hierarchy and adds momentum: the niche's queries grow 1.4× to 3.4× quarter over quarter heading into summer.

Visibility is an auction — 83% of the shelf is sponsored

On the niche's search terms, ≈ **83% of the products pushed forward are paid placements** — among the heaviest ad pressure we have measured. Within Amazon's tighter niche, the top five products capture 50 to 80% of clicks depending on the week. Plain translation: the market's money is fragmented (section 3), but **attention is paid for**. The niche's search-to-purchase conversion (2.3–2.6%, rising in season) and the launch-promo ticket (≈ 190 units over 8 days to aim for page one on the head query, per Cerebro) give a realistic size for that budget.

Method: keyword base = the top ten listings' actual rankings (Cerebro); Opportunity Explorer volumes are an indicative reference, never a calculation base; high-volume generic queries where the market does not rank (pool, beach, yard games) are excluded.

Risks, frictions & returns

WHAT CAN GET EXPENSIVE – IN ORDER OF LIKELIHOOD

- **The season is risk #1 – cash flow and inventory timing.** The money is made April through August; winter divides sales by six. Inventory ordered too late misses the season; inventory ordered too big pays storage on a bulky product all winter (up to \$2.83 per unit per month on the largest sizes, more during Amazon's Q4 peak-storage window). This is a **calendar** business: manufacture in the fall, ship in January–February, be fully stocked by March, sell through before September.
- **Stock tension at peak – the market itself gets caught.** In May 2026, up to 20–25% of the niche's products were temporarily out of stock. Two readings: demand outrunning supply (an opening for a reliable seller), and proof that the calendar above is hard to keep.
- **Moderate returns – 3.4% over twelve months.** Low for outdoor gear. Dominant reasons: "advertised vs. actual" (7.6% of return mentions), assembly (4.8%), condition on arrival (1.6%). All three are prevented by the listing and the packaging – not by customer service.
- **No regulatory barrier.** No certification, no gated category; nothing blocks entry – in both directions (nothing blocks your future competitors either).
- **Multi-sport substitution.** The market's #1 is a badminton/pickleball/volleyball combo: part of the "volleyball" demand settles for a versatile net. A risk for a pure-volleyball product – and a product opportunity in the other direction (a combo stretches the season and the audience).
- **Estimates, owned as such.** Reminder from section 1: our dollar figures rest on per-variant daily tracking – the finest measure available, internally cross-checked at ± 5 –25% – but they remain estimates: an order of magnitude (\approx \$26M/year), not a to-the-dollar figure. Shares, rankings and trends are sturdier than the dollar amounts.

▲ What this means

No deal-breaker – no crushing leader, no regulatory wall, tame returns. The two real dangers are **operational**: missing the season's calendar, and underfunding visibility. Both can be planned for.

Verdict & entry conditions

SHOULD YOU GO — YES, AND HERE IS THE BAR TO CLEAR

✓ Worth entering — Go, with conditions

We recommend entering this market. It has everything you cannot build yourself: size (\approx \$26M a year, estimated), growth (+14% in volume season over season), fragmentation (nobody above 10%), and proof — repeated in 2024, 2025 and 2026 — that new listings break through. What remains to build is execution: product, calendar, advertising. That is demanding, but it is **in your hands** — unlike a locked market, where the best execution changes nothing.

The conditions — all of them, not a menu

- 01 A product overbuilt for sturdiness.** Poles, net tension, anchoring: \approx 30% of the market's complaints target flimsiness. It is the defensible differentiator — visible in photos, verifiable in reviews, hard to copy fast.
- 02 The core band, not the extremes.** A complete system in the \$40–80 band (54% of the market), dimensions stated without ambiguity, assembly demonstrated on video. Skip the sub-\$40 (4% of the market, held by 1P) and the \$200+ (established-brand territory).
- 03 The inverted calendar.** Inventory is decided in the fall, ships in January–February, sells April through August. Arriving in July means arriving next year. Plan the December option (second peak, gifting) to smooth the trough.
- 04 A committed ad budget, concentrated on the season.** 83% of the shelf is sponsored: visibility is bought, above all April through July. Size the launch from day one (order of magnitude: \approx 190 units over 8 days on promotion to emerge on the head query) plus a continuous in-season budget.
- 05 Cross the review-credibility threshold fast, then hold the rating.** Target: \approx 100 reviews before the June peak (official review programs, an aggressive launch price), and \geq 4.5★ through peak season — the rating, not the review pile, is what separates winners (section 7).

↳ And if one condition is missing?

Without a product differentiated on sturdiness, you are one more \$59.99 on a shelf that already has 78 — advertising will burn the margin without building a position. Without the calendar, you pay a full season of storage to sell in the next one. In either case, better **not to enter**: this market does not forgive operational sloppiness — it bills you for it.

Variant ranking



TOP 25 BY 30-DAY REVENUE · 143 MEASURABLE VARIANTS IN TOTAL

#	ASIN	BRAND	PRICE	UNITS, 30 D	REVENUE, 30 D	SHARE
1	B074RFJHB4	Boulder	\$69.99	3,476	\$235,533	5.3%
2	B0877Z9K77	GoSports	\$119.99	1,180	\$141,588	3.2%
3	B0DBJ7CS9C	Park & Sun Sports	—	435	\$129,046	2.9%
4	B0CKM3J8G1	GoSports	\$119.99	857	\$102,831	2.3%
5	B0BKSCX1DM	JOLORLY	—	646	\$101,730	2.3%
6	B0DYHFLCDY	BAGAIL	\$59.99	1,372	\$98,315	2.2%
7	B0C938SM1K	BAGAIL	\$44.99	1,900	\$94,981	2.1%
8	B0F86PBDSR	Zdgao	\$59.99	1,568	\$94,064	2.1%
9	B0DSFX7CSV	MangoStar	—	558	\$88,634	2.0%
10	B0D9Z3LHV	SPOYNAL	—	871	\$87,013	2.0%
11	B08PKM3QVW	Zdgao	\$62.99	1,349	\$83,204	1.9%
12	B0D8BDF314	Olybeaka	\$59.99	1,336	\$79,205	1.8%
13	B09XR7R7BH	Airist	\$139.89	555	\$77,639	1.8%
14	B0CLKB4DHS	Olybeaka	\$59.99	1,272	\$75,905	1.7%
15	B0F873P7F8	Zdgao	\$59.99	1,233	\$73,968	1.7%
16	B0GCCP2S37	MangoStar	\$59.99	911	\$72,871	1.7%
17	B0D1X7ZC6B	PLYOGO	\$109.89	563	\$69,423	1.6%
18	B09Q56N26C	Ultra Sporting Goods	\$49.99	1,353	\$67,862	1.5%
19	B0DZNYMF1X	Dimples Excel	\$84.99	684	\$61,553	1.4%
20	B0FT2WY617	VSSAL	—	478	\$61,051	1.4%
21	B0G7XHJP6	BAGAIL	\$79.99	761	\$60,872	1.4%
22	B0GJ5KLMKV	TELURY	\$159.99	313	\$58,477	1.3%
23	B09316DF67	Park & Sun Sports	—	194	\$56,258	1.3%
24	B09PFXT32M	Patiassy	—	778	\$53,013	1.2%
25	B0D8KXYS79	Bearwill	\$59.99	680	\$52,097	1.2%

Revenue estimated per variant (daily units × that day's price, price history included). Share = of the scope's total 30-day revenue. The 5 non-measurable variants (sparse history) are not ranked and are never counted as zero. Full ranking available on request.

Glossary

THE REPORT'S TERMS, IN PLAIN ENGLISH



TERM	DEFINITION
Listing / variant	A listing = one Amazon product page; its variants = the size/color options sold on that same page. Reviews are one counter shared by the whole listing.
1P / 3P	1P: Amazon buys the product wholesale from an independent brand and resells it itself ("Ships from and sold by Amazon"). 3P: a third-party seller sells on the marketplace and pays Amazon's fees.
FBA	"Fulfillment by Amazon": Amazon stores and ships for the seller, for a per-unit fulfillment fee based on package size.
Referral fee	The percentage of the price Amazon takes on every sale — 15% in Sports & Outdoors.
HHI	Concentration index (sum of squared market shares, 0 to 1). Below 0.15: fragmented market. Here: 0.04.
Sponsored / PPC	Ad placements bought at auction inside search results. "Sponsored share" measures how much of the visible shelf is advertising.
Opportunity Explorer (OE)	Amazon's internal, seller-side tool measuring a "niche's" real activity (searches, conversion, successful launches, returns). Tighter scope than ours — used as a reference.
Cerebro	A tool (Helium 10) that lists, for a given product, the keywords where it actually ranks in search results. Our keyword base cross-references the market's top ten listings.
Measurable	A variant whose sales history is dense enough to trust. Non-measurables are flagged, never counted as zero.

Sources & extraction dates



EVERY NUMBER HAS A SOURCE AND A TIMESTAMP

SOURCE	CONTENT	EXTRACTED (UTC)
Amazon.com — search results	48 first-page tiles for "volleyball net", X-Ray enriched	2026-06-30 — 15:07
Amazon.com — product pages	148 variants: price, seller, reviews, rating, specs	2026-07-02 — 14:46
Helium 10 — per-variant histories	148 overlays: daily sales, prices, reviews, ratings (3 years)	2026-07-01 — 17:46 → 19:15
Helium 10 — Cerebro (keywords)	Matrix of 10 listings × 6,640 keywords	2026-07-02 — 12:57
Amazon Opportunity Explorer	"volleyball net" niche: 104 weeks, returns, review insights	2026-07-02 — 14:31
Amazon Revenue Calculator (official)	FBA fee + referral fee for 148/148 variants	2026-07-03
Assembly & analysis (Argus pipeline v1)	Canonical dataset, 43 listings / 148 variants, verdict engine	2026-07-03 — 12:07

Report edition: 2026-07-03. Prices are from the 2026-07-02 survey — stable on this market (section 5), but any individual price may have moved since.

Methodology

HOW THESE NUMBERS ARE MADE — AND THEIR STATED LIMITS

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Scope by criterion

The scope starts from the first page of search results and is built in two selection rounds against explicit criteria: comparability of use in round 1 (tile by tile), then the exact composition of each listing in round 2 (variant by variant, read from the product page's real structure — never from the visible thumbnails, which undercount). 43 listings, 148 variants, zero rejections in round 2 on this market.

Revenue per variant

For each variant: daily units sold (3-year history) × that day's price (price history, not today's price). The 30-day window is anchored on each variant's own last data date — robust to gaps. A listing's revenue = the sum of its variants; never the reverse (a listing-level total split up). A listing's reviews = the shared counter, never a per-variant sum.

Measurability gate

A variant enters the math only if the density of its sales history, checked against the days its rank series covers, clears the reliability threshold. 5 of 148 variants are excluded on this rule — flagged, never counted as zero.

Official fees, not estimated

The fees in section 6 are read from Amazon's official Revenue Calculator (July 3, 2026) for each of the 148 variants — referral fee, FBA fee and size tier computed by Amazon itself. Three spot-checks against the public 2026 fee schedule matched to the cent.

Stated limits

- Volumes are Helium 10 estimates built from **daily per-variant tracking** — our reference measure, the finest available. The listing-level readout from the same tool (X-Ray) is a coarser read: it matches ours within ±5–25% on four of the five top listings, and diverges by -45% on #1 (Boulder) — whose share is therefore written "6 to 10%, top 3 either way."
- Amazon's niche unit counter (60–80K/year across its 29 products) measures **a different quantity**: only the sales attributed to the niche's searches (Opportunity Explorer's official definition). It can neither correct nor bound our total, which also includes browsing, ads and neighboring queries (badminton, pickleball). Consistency check: our total on the same products (≈ 113K) sits above it, as expected.
- The Amazon.com product-page bestseller rank (BSR) was not readable by our extractor at survey time; the rank trajectories used come from Helium 10 histories, which cover all 148 variants.
- Product cost (COGS) not being provided, the final margin is given as an assumption range (landed cost 25–35% of price) — never as a single number.