

# **BABY DEVELOPMENT NICHE REPORT**



**NicheHacks**  
NICHE DOMINATION SHORTCUTS

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## NICHE OVERVIEW

As always I evaluate a hot niche market and 'hack' it wide open so you can make money from it.

This time we will explore this fertile niche that is growing in popularity and interest. This niche can and will open unlimited marketing pools for you.

Today, I'll wade through the **Baby Development** niche market.

## INTRODUCTION

Child development refers to the biological, psychological and emotional changes that occur in human beings between birth and the end of adolescence, as the individual progresses from dependency to increasing autonomy.

It is a continuous process with a predictable sequence yet having a unique course for every child. It does not progress at the same rate and each stage is affected by the preceding types of development.

Because these developmental changes may be strongly influenced by genetic factors and events during prenatal life, genetics and prenatal development are usually included as part of the study of child development. Related terms include developmental psychology, referring to development throughout the lifespan, and pediatrics, the branch of medicine relating to the care of children.

Developmental change may occur as a result of genetically-controlled processes known as maturation,[1] or as a result of environmental factors and learning, but most commonly involves an interaction between the two. It may also occur as a result of human nature and our ability to learn from our environment. Source: [Wikipedia](#)

## MARKET SIZE & WORTH

- Baby food, apparel, footwear and accessories, toys, health and personal care products, - sales for 2012 were \$275 million
- Expected expansion at 30% per annum
- Worldwide market expected in 2017 is \$ 66.8 billion
- Online revenue of \$6 billion having 3968 businesses and growth of 13.3%

## DEMOGRAPHICS:

- Developed countries having a relatively higher disposable income and a low birth rate compare with developing countries with higher birth rate and lower disposable income
- Developed countries are spending around \$1,500 per capita from an age range of 0-3 years whereas it goes down under \$500 for developing countries
- China leading the way in global new baby products with 24% market sharewith Asia having 50% share
- Rising number of middle class consumers in Asia (China and India)
- Parents preferring natural ingredients in baby food account for 50% and 33% in US and UK market respectively.

Source: [Euro Monitoring](#), [statista](#), [ibisworld](#) and [mintel](#)

## NICHE DEMAND

child development		33,100
baby development		22,200
baby growth		3,600
baby needs		2,400

The table above shows the monthly searches on Google for this niche.

Combined they add up to over 60,000 searches a month and that's not including the thousands of long tail keywords that we haven't covered.

This is a huge niche with a lot of demand.



## Common Google Searches

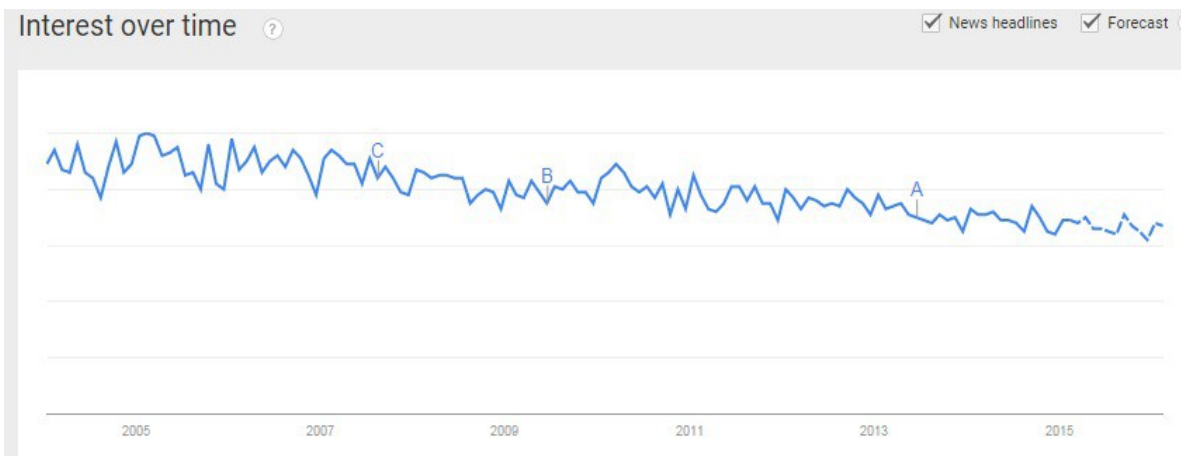
Here's what people are searching on Google for...

baby development <b>in the womb</b>	baby development <b>chart</b>
baby development <b>week by week</b>	baby development <b>stages</b>
<b>fetal</b> development	baby development <b>3 months</b>
baby development <b>month by month</b>	baby development <b>milestones</b>

Use these as content ideas to build topics around or create categories on your site, or as keywords for your SEO efforts.

This shows just how passionate this audience is about the niche.

## NICHE GROWTH & MONTHLY SEARCHES



Look at the trend in popularity of baby development industry; it has remained static throughout the past decade with no signs of letting up.

## **SUB-NICHES TO EXPLORE**

Examples:

- Child development
- Baby nutrition
- Baby health
- Child behavior

## MOST POPULAR CONTENT

Use the ideas here to create similar content for your site.

Most Popular Content	Shares
<a href="#"><u>Baby Monkeys Develop Autism Symptoms After Getting Popular Childhood Vaccines</u></a>	26,165
<a href="#"><u>The development of babies' brains relies directly on fat from the mother's bottom and thighs</u></a>	12,244
<a href="#"><u>Baby Development Guide</u></a>	11,161
<a href="#"><u>This Amazing Video Showing Development of an Unborn Baby Will Blow Your Mind</u></a>	7,901
<a href="#"><u>Baby to lose arms and legs after developing meningitis</u></a>	5,889

As you can see people excited and motivated to share content such as personal experience and solutions to common baby needs in this niche.

## DOMAIN NAME IDEAS

DOMAIN NAME
baby-development.org
baby-development.net
babywebdevelopment.com
babywebdevelopment.org
babypersonaldevelopment.org
babydevelopment.me
baby-development.net
babydevelopment.contractors
babydevelopment.builders
thebabydevelopment.com

## INFLUENTIAL PEOPLE IN THE NICHE

Name	Twitter Handle	Followers
Parents Magazine	@parentsmagazine	938000
Breastfeeding	@breastfeedingm	17400
Teach My	@teachmy	6565
Lisaling	@lisaling	215000
Bliss Baby Charity	@blisscharity	37700

These are the 5 of the most influential people in the niche on social media.

Network with them. Highlight or feature them in your content. Interview them. Use them to do research.

These people are NOT your enemy, but instead potential partners who can send you traffic and work with you.

## **AFFILIATE PRODUCTS:**

People are buying more types of things than you could imagine.

### **Amazon:**

Amazon has almost 40,000 products listed.

With the assortment of items being bought and sold, you are sure to harvest some new and fresh business, while nourishing the interests and needs of your current clients and peers.

There will always be newer and better products which means buying the latest and greatest gadgets, books, apps, and systems that will generate sales as well as repeat sales for you.

## Best selling products on Amazon:

Product	Price	Review	Rating
<a href="#">Brain Rules for Baby (Updated and Expanded): How to Raise a Smart and Happy Child from Zero to Five</a>	\$11.40	4.7	55
<a href="#">Baby Development (Smart Parenting Guide on Infant Development and Advanced Learning)</a>	\$2.99	4.9	7
<a href="#">Baby Development Everything You Need to Know</a>	\$11.32	4.3	7
<a href="#">The Baby Book, Revised Edition: Everything You Need to Know About Your Baby from Birth to Age Two</a>	\$16.14	4.4	162
<a href="#">The Whole-Brain Child: 12 Revolutionary Strategies to Nurture Your Child's Developing Mind</a>	\$10.38	4.6	325



## Clickbank:

Incorporate these items from Clickbank to maximize profits...

Product	Price	Commission	Gravity
<a href="#">Fun Learning To Read Activities</a>	\$1.46	75%	1.94
<a href="#">Self-esteem Elevation For Children Coaching Certification</a>	\$73.93	40%	3.91
<a href="#">New Slumber Sounds. Your Baby Will Fall Asleep In A Matter Of Seconds. (view mobile)</a>	\$9.60	75%	.98
<a href="#">Sign Language For Babies And Beyond!</a>	\$6.42	50%	1.13
<a href="#">The Baby Sleep Solution Audio Program.</a>	\$8.58	55%	0.96

Most Clickbank products offer 50-75% commission meaning generous payouts.

## Retailers on ShareASale.com

There are over 350 merchants on ShareASale selling items related to BABY DEVELOPMENT

Products	42
Merchants	369

### Most Popular:

Merchant	Commission	Cookie Length
<a href="#">Corner Stork Baby Gifts</a>	10.00%	90 days
<a href="#">The Natural Baby Co.</a>	10.00%	180 days
<a href="#">Krysaliis Silver Baby Gifts</a>	10.00%	90 days
<a href="#">BabyBeddingZone.com</a>	5-10%	Never expires
<a href="#">La Stella Blu</a>	8.00%	60 days

## Retailers on CJ.com

There are 4 retailers on CJ.com with affiliate programs related to BABY DEVELOPMENT.

Retailer	Commission	3 Month EPC
<a href="#">ababy</a>	8%	4.87 USD
<a href="#">BabyEarth</a>	2%	6.55 USD
<a href="#">Chicco Shop</a>	3%	22.86 USD
<a href="#">EVitamins</a>	10%	22.35 USD

## Kindle

Title	Price	Rating	Reviews
<a href="#">The Whole-Brain Child: 12 Revolutionary Strategies to Nurture Your Child's Developing Mind</a>	<a href="#">\$7.99</a>	4.6	346
<a href="#">The Happiest Baby on the Block: The New Way to Calm Crying and Help Your Newborn Baby Sleep Longer</a>	<a href="#">\$8.99</a>	4.5	1,715
<a href="#">The Wonder Weeks</a>	<a href="#">\$8.49</a>	4.4	382

## Google Play Books

Book Title	Author	Price
<a href="#">Baby Development Everything You Need to Know</a>	Claire Halsey	\$10.17
<a href="#">Revealed: Smart Baby: How to Boost Your Baby's Brain Development</a>	Nicole Wray	\$1.00
<a href="#">The Happiest Baby on the Block: The New Way to Calm Crying and Help Your Newborn Baby Sleep Longer</a>	Harvey Karp, M.D.	\$10.28
<a href="#">The Whole-Brain Child: 12 Revolutionary Strategies to Nurture Your Child's Developing Mind</a>	Daniel J. Siegel Tina Payne Bryson	\$10.28
<a href="#">Baby-Led Weaning: The Essential Guide to Introducing Solid Foods—and Helping Your Baby to Grow Up a Happy and Confident Eater</a>	Gill Rapley Tracey Murkett	\$9.98
<a href="#">Child Psychology and Development For Dummies</a>	Laura L. Smith Charles H. Elliott	\$13.44
<a href="#">Your Baby Week By Week: The ultimate guide to caring for your new baby</a>	Caroline Fertleman Simone Cave	13.81

## Google Play Apps

App	Cost
<a href="#">My Baby Today</a>	Free
<a href="#">Child Development, 0-6 years</a>	Free
<a href="#">Baby Care - track baby growth!</a>	Free
<a href="#">Baby Tracker</a>	Free
<a href="#">Baby Major Steps</a>	Free
<a href="#">Newborn Development</a>	Free
<a href="#">Baby Growth &amp; Care</a>	Free
<a href="#">Child Development Milestones</a>	Free
<a href="#">WebMD Baby</a>	Free
<a href="#">Baby ESP Trial</a>	Free

## Udemy Courses

Course	# of Lectures	Rating	Review	Price
<a href="#">Baby Massage</a>	8	1	6	\$67

## Itunes Apps

App	Category	Rating	Review
<a href="#">My Baby Today   BabyCenter</a>	Health & Fitness	10786	3
<a href="#">WebMD Baby</a>	Health & Fitness	1632	3
<a href="#">Development with Contrast Colors for Baby</a>	Entertainment	13	3
<a href="#">iBaby Feed Timer - Breastfeeding, Nursing, Bottle Feeding &amp; Baby development log</a>	Lifestyle	4482	3
<a href="#">Free Toddler Puzzle Woozle Best Games for Child Brain Development</a>	Education	184	3
<a href="#">Soothing Sights &amp; Songs for Baby</a>	Entertainment	17	3
<a href="#">Smarty: My First Words</a>	Games	315	3
<a href="#">BabySparks - Boost Your Baby's Development</a>	Education	55	3



## **BLOGS, FORUMS AND SOCIAL MEDIA:**

Use these forums, blogs and social media groups to get content ideas, network, drive traffic and inspiration.

Google blog search shows almost 150 million pages and posts indexed about BABY DEVELOPMENT

So there's no shortage of content ideas and bloggers to network with.

## Top Blogs:

Blog	Social Media	Email List
<a href="#">Conscious_Baby_Blog   Radically respectful milestone and_</a>	No	No
<a href="#">Baby_Steps: A_Child Development_Blog</a>	Yes	No
<a href="#">Baby Development_Stages: The First Year</a>	Yes	Yes
<a href="#">Baby development_week by week   My new_baby_blog –_</a>	Yes	Yes
<a href="#">Baby Development_&amp; Milestones - Parents.com</a>	Yes	Yes
<a href="#">Your_baby's development_- BabyCentre</a>	Yes	Yes
<a href="#">Baby Growth_&amp;_Development_Month by Month - Parents.com</a>	Yes	Yes
<a href="#">How Your Newborn Grows: <u>Infant Development</u></a>	Yes	Yes

Use these blogs for content ideas, networking opportunities, guest posting, traffic and more.

## Baby Development Forums

Forum	Members	Posts
<a href="#">eumom</a>	unknown	1 million +
<a href="#">babygaga</a>	1000 +	1000 +
<a href="#">nappytimes</a>	unknown	300+
<a href="#">essentialbaby</a>	unknown	1 billion +

These are some of the top forums catering to baby development.

The membership numbers clearly show how simple it can be for you to discover and help solve issues for your audience and traffic to your site can start pouring in.

## Social Media

Facebook has tens of 1000's of people interested in **baby development**. It's a great place to network, advertise, get traffic, meet others in the niche and more.

### Facebook Most Popular Pages

Page	# of Likes
<a href="#">Baby Center</a>	1.5 million +
<a href="#">Baby Bazaar</a>	57 thousand +
<a href="#">Baby Tv</a>	Almost 400 thousand
<a href="#">Babyshop Arabia</a>	1 million +

## Facebook Most Popular Groups

Group	Members
<a href="#"><u>Babysite</u></a>	1601
<a href="#"><u>Baby Gap Resell- \$50 and under</u></a>	747
<a href="#"><u>Babytroc 84</u></a>	1763

## Most Popular Youtube Channels

Channel	Video #	Subscribers
<a href="#"><u>Baby Relax Channel</u></a>	79	21927
<a href="#"><u>Baby Mozart</u></a>	88	22571
<a href="#"><u>BabyCenterVideo</u></a>	47	77141
<a href="#"><u>Best Baby Lullabies</u></a>	75	27380

## Scoop It Groups

Group	Views
<a href="#">Whole Child Development</a>	3200
<a href="#">Solo-Parenting</a>	6000
<a href="#">Cloth Diapers</a>	3300
<a href="#">The 10,000-Hour Rule: What Parents</a>	1700

## Magazines

When there are magazines on the subject this is a great sign of a profitable market passionate people.

Magazine Name	Price
<a href="#">Mother &amp; Baby</a>	\$85.14(\$7.10/issue)
<a href="#">Baby &amp; Junior</a>	\$198.35(\$16.53/issue)
<a href="#">Parents</a>	\$7.99(\$0.33/issue)
<a href="#">Highlights For Children</a>	\$34.95(\$2.91/issue)

## WEBSITES SOLD ON FLIPPA.COM

Seeing websites that have already sold in the niche show a profitable and in demand niche.

It's also a great idea to get a look at what successful site owners have done and emulate them.

Site	Sold For
<b>prelovedbabyclothes.com.au</b>	\$3,000
<b>BabyGearMom.com</b>	\$3,999
<b>canigivemybaby.com</b>	\$10,400
<b>pinktaffydesigns.com</b>	\$25,000
<b>absolutelyorganicbaby.com</b>	\$4,000
<b>babymodelz.com</b>	\$6,000
<b>completepersonaldevelopment.com</b>	\$2,200

## WHY ARE PEOPLE IN THIS NICHE

- It's an essential part of every parent's life – they cannot avoid spending money on their baby.
- Parents want what's best for their child regardless of the level of wealth – that involves buying products.
- With the ever growing population, there is no shortage of demand and it's only going to grow.
- People want knowledge about their baby and what they can do to give them the best quality of life – meaning a constant demand for information.
- Parents are natural worriers and constantly want to make sure their kids are developing OK and everything is fine.



## **MOST COMMON TOPICS AND QUESTIONS**

These questions / topics are problems that need solving. Solve them in your content and through your product recommendations and you'll have a happy audience ready to spend money.

Amazon, Clickbank and other networks have products which cater to these problems.

1. Language and Speech Developmental Delays in Children
2. Other Developmental and Behavioral Disorders
3. Slow Weight Gain
4. Why Isn't Baby Sitting Up or Crawling Yet?
5. My Baby Isn't Rolling Over Yet
6. Why Isn't My Child Reaching His Milestones?
7. Toys Can Make Baby Smarter
8. What are the chances that my baby has a developmental delay?

## WHO'S ADVERTISING IN THE NICHE

Advertising is a strong sign of a profitable niche. People don't spend money on ads if they can't profit from it.

These are the 2 major advertisers on Google.com:

Company	Selling
<a href="http://www.pampersarabia.com/">www.pampersarabia.com/</a>	Pampers
<a href="http://HealthyBabyDevelopment-johnsonsbabycare.com">Healthy Baby Development - johnsonsbabycare.com</a>	Multiple baby products

## BLOG TOPIC IDEAS

These are some proven blog topic ideas that would work well in this niche:

1. Baby Care Basics: Sooth A Crying Baby
2. Top X Must Haves For Baby Developmental
3. The Ultimate Guide To Baby Developmen
4. X Secrets About Baby Development
5. Ezcema Treatment in Babies
6. Acid Reflux In Babies – Symptoms & Treatments
7. X Reasons Why Baby & Toxic Chemicals Should Never Come Close
8. Car Seat Buying For Babies: The Complete Guide

## REASONS TO GET INVOLVED IN THE NICHE

- It's never ending market where people have to pay for quality products to gain the most benefit for their baby.
- Just helping people find solutions for their Baby Development ventures can lead to oceans of new sales for you!
- Baby Development is BIG business and evergreen.
- The niche has grown rapidly in popularity and shows no sign of slowing down. This niche will keep expanding and flourishing.
- It's worth \$66+ billion worldwide – imagine you captured just 1% of that market?
- Online businesses in the market experienced 13% growth last year – you could capitalize on that!
- The endless supply of products on offer mean a forever profitable niche.

## HOW TO 'HACK' YOUR WAY INTO THE NICHE

You can have an up-to-date and relevant **authority site** on baby development.

This niche has got it all – an obsessive audience with money to spend lots of products on sale, tons of social media sites, loads of blogs and forums with an easy to reach target audience.

You drive traffic from blog commenting, guest posting, forum marketing, interacting on social media with influencers.

You get your content ideas from seeing what's popular on other baby development blogs and related blogs and simply write something bigger and better, bolder and stronger. Make the other ones pale in comparison.

Your profits can grow in no time thanks to the passionate audience in this exciting niche market.

By networking with others in the niche, sharing their content and linking to them, your website will grow. Just watch as they return the favor.

And don't forget to build your email list so you can continue to build your relationship with your audience, drive traffic back to your newest content, and promote to your audience

### **What You'll Need To Get Started:**

- 1.A reliable web-host from the likes of [WP-Engine](#)
- 2.A brandable domain from [NameCheap](#)
- 3.A premium theme from [Studiopress](#)
- 4.Image & graphics from [Photodune from \\$1](#) (don't take images from Google you'll end up in legal trouble)
- 5.An auto-responder to build your email list and contact your customers – [Aweber is just \\$1](#)
- 6.The number #1 email capture tool on the market – [OptinMonster](#), so you can grow your list fast.

## WHAT YOU CAN USE THIS REPORT FOR

There are no limits as to what you can use this niche report for, you'll find it useful whether you're looking to research new blog ideas, small product review sites, ecommerce, info-products or other business models.

HOWEVER most of the reports I create, including this one, make great topics for authority sites and blogs.

As I give you niches where there's a lot of money being spent AND huge demand, big online communities (forums, blogs, social media groups), lots of influential people to network with and a ton of good affiliate products to promote and more.

These niches make for great authority sites / blogs as they have multiple traffic sources, different ways to monetize, endless content ideas, easy to find traffic, scope for growth and more.

How you choose to use them is up to you but make sure you DO use them as simply researching will get you nowhere...taking action will!



## CONNECT WITH ME

If you have any questions, queries or problems.

Or just want to chat then get in touch below...



- <https://www.facebook.com/groups/nichehacksprivate>
- Email: [nichehacks@nichehacks.com](mailto:nichehacks@nichehacks.com)