



SUPPLEMENT NICHE CHEAT SHEET

Choosing a niche isn't about picking a "popular" product. It's about building a brand around a specific type of person with specific goals, habits, and struggles. Here's how to break it down.

1. Mood & Mental Wellness

Great for audiences who prioritize self-care, mindfulness, and emotional health.

Popular Products:

- Ashwagandha
- Adaptogens
- Magnesium blends
- 5-HTP
- GABA

Brand Angles:

- "Chill in a capsule"
- Mental wellness for creators, introverts, or overthinkers
- Calm-focused daily routines (journaling, soft mornings, etc.)

Audience Examples:

- Anxious millennials
- Creatives + freelancers
- Women in wellness communities

2. Sleep Support

Evergreen, high-demand niche. People are desperate for rest they can actually feel.

Popular Products:

- Melatonin blends
- Valerian root
- Magnesium + L-theanine stacks
- CBD (if legal in your region)

Brand Angles:

- Sleep rituals for busy minds
- Nighttime support for shift workers, parents, or screen addicts
- “Rest, Reset, Recharge” as a theme

Audience Examples:

- Wellness-driven professionals
- Parents
- Night owls or gamers

3. Brain & Focus

Evergreen, high-demand niche. People are desperate for rest they can actually feel.

Popular Products:

- Nootropic blends
- Lion's Mane
- Alpha GPC
- Caffeine + L-Theanine stacks

Brand Angles:

- Daily edge for entrepreneurs
- Study fuel for students
- "Smart wellness" for peak performance

Audience Examples:

- Startup bros (you know the type)
- Students and online learners
- Biohackers and podcast listeners

4. Beauty & Skin Health

Huge niche with natural crossover into wellness and self-care.

Popular Products:

- Collagen
- Hyaluronic acid
- Hair/skin/nail blends
- Biotin gummies

Brand Angles:

- Inner beauty support
- Natural skin glow without 14-step routines
- Beauty rituals + aesthetics-forward branding

Audience Examples:

- Women aged 20–45
- Influencer-aligned audiences
- Skincare enthusiasts

5. Gut Health & Digestion

A quiet powerhouse niche with tons of repeat business potential.

Popular Products:

- Probiotics
- Prebiotics
- Digestive enzymes
- Fiber blends

Brand Angles:

- Bloat-free lifestyle
- Clean gut = clean mind
- Subtle health support, less “hard sell”

Audience Examples:

- Health-conscious millennials
- IBS, food sensitivity communities
- Women’s health audiences

6. Hormone & Women's Wellness

Growing niche with loyal buyers but requires more sensitivity and trust.

Popular Products:

- PMS support blends
- Menopause supplements
- Maca root, Vitex, DIM
- Iron + folate blends

Brand Angles:

- Hormone harmony, naturally
- Cyclical wellness (period support)
- Empowering + non-patronizing branding

Audience Examples:

- Women 25+
- Holistic wellness community
- Moms, entrepreneurs, creatives

7. Fitness & Recovery

Classic niche, but can be made fresh with the right angle and audience targeting.

Popular Products:

- BCAAs
- Pre-workouts (natural or stimulant-free)
- Post-workout recovery blends
- Electrolyte powders

Brand Angles:

- Gym recovery for real people (not just bodybuilders)
- Wellness meets strength
- Low-caffeine, clean-label positioning

Audience Examples:

- Home workout audiences
- Boutique gym members
- Health-conscious men + women 30+

How to Pick Your Niche

Ask yourself:

- Who do I actually want to talk to?
- What's something I care about or at least understand?
- Which problems are they already trying to solve?

Then build your brand voice, packaging, and content around that specific group. Don't just sell supplements, sell a lifestyle they already want.