



NICHE BASED ON PEOPLES



farwa.creatives



1. Freelancers

Target Group: Fiverr, Upwork, online workers

Digital Products Ideas: Proposal templates, client onboarding kits, pricing guides, invoice templates, portfolio templates

2. Teachers & Educators

Target Group: School teachers, tutors, online educators

Digital Products Ideas: Lesson plan templates, worksheets, classroom posters, grading sheets, student activity books

3. Students (College & University)

Target Group: BS, MPhil, college students

Digital Products Ideas: Study planners, revision notes, MCQ banks, assignment templates, thesis guides

4. Pet Lovers

Target Group: Dog & cat owners, animal lovers

Digital Products Ideas: Pet care guides, pet training ebooks, pet feeding trackers, pet health checklist, custom pet portraits

5. Mental Health & Self Care

Target Group: People dealing with stress, anxiety, self-growth seekers

Digital Products Ideas: Journals, mood trackers, gratitude planners, meditation guides, affirmation cards

6. Beauty & Skincare Lovers

Target Group: Women, skincare enthusiasts, makeup users

Digital Products Ideas: Skincare routine planners, beauty trackers, makeup guides, skin type checklists, routine ebooks

7. Personal Finance Beginners

Target Group: Students, salaried people, beginners in finance

Digital Products Ideas: Budget planners, expense trackers, savings challenges, debt trackers, money mindset ebooks
travel journals

8. 🏃 Fitness & Weight Loss

Target Group: Gym users, home workout beginners

Digital Products Ideas: Workout planners, meal plans, weight loss trackers, fitness journals, body transformation logs

9. 👩👧👦 Moms & Homemakers

Target Group: Stay-at-home moms, housewives

Digital Products Ideas: Home organization planners, meal planners, kids routine charts, cleaning schedules, budgeting sheets

10. 🏠 Wedding & Event Planning

Target Group: Brides, wedding planners, event organizers

Digital Products Ideas: Wedding planners, invitation templates, budget trackers, guest list sheets, event timelines

11. 🧒 Kids Learning Market

Target Group: Parents, preschool teachers

Digital Products Ideas: Coloring books, alphabet worksheets, activity books, storybooks, flashcards

12. 🏢 Small Business Owners

Target Group: Shop owners, startups, entrepreneurs

Digital Products Ideas: Business plan templates, marketing calendars, branding kits, invoice templates, sales trackers

13. 📱 Social Media Influencers

Target Group: Instagram, TikTok creators

Digital Products Ideas: Content calendars, caption packs, hashtag bundles, reel scripts, media kits

14. ✈️ Travel Lovers

Target Group: Travelers, vloggers, backpackers

Digital Products Ideas: Travel planners, itinerary templates, packing checklists, budget travel guides, travel journals

15. 📖 Book Lovers

Target Group: Readers, students, reviewers

Digital Products Ideas: Reading journals, book trackers, review templates, quote books, reading challenge planners

16. 🍴 Food & Cooking Enthusiasts

Target Group: Home cooks, bakers

Digital Products Ideas: Recipe ebooks, meal planners, grocery lists, cooking guides, diet meal plans

17. 🏠 Real Estate Agents

Target Group: Property sellers, agents

Digital Products Ideas: Property listing templates, client management sheets, marketing brochures, deal trackers, proposal templates

18. 🎓 Online Coaches & Trainers

Target Group: Life coaches, business coaches

Digital Products Ideas: Coaching workbooks, client progress trackers, session planners, branding kits, course slides

19. 🛍️ E-commerce Sellers

Target Group: Shopify, Etsy, Amazon sellers

Digital Products Ideas: Product listing templates, SEO guides, pricing calculators, store setup guides, marketing kits

20. 🕌 Islamic Lifestyle Audience

Target Group: Muslim families, students, women

Digital Products Ideas: Islamic planners, Ramadan journals, prayer trackers, Islamic kids books, Nikkah certificate templates