

What Is A Niche Market?

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Niche Markets, as explained by DJS Research Ltd.

A niche market is a focused section (subset) within a market. It follows then that a business that is focusing on a niche market is supplying a service or product that is currently not being offered by more mainstream providers. Niche market businesses can become quite profitable, although this is rare as they are by nature smaller than the companies that are attending to the needs of the mainstream clients.

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