



P-Glossary



Niche Marketing

A niche market is a very focused often small segment of a market that is usually not being served by mainstream or traditional markets or providers. A niche market may be conceived as a narrowly defined group of potential customers. Usually the niche markets are lucrative because large businesses are not interested in such small segments, or may not be aware of the opportunity. Thus niche marketing is finding and serving profitable market segments and designing custom-made products and services for them.
