

KDP Opportunity Report

Children's Activity Books Niche

1. Opportunity Scorecard

Score Area	Result
Demand	● 85/100 — Strong
Competition Opportunity	● 72/100 — Moderate
Profit Potential	● 81/100 — Strong
Series Potential	● 93/100 — Strong
Beginner Friendliness	● 86/100 — Strong
Overall Opportunity	● 84/100 — Strong

● GO — Strong opportunity

Children's activity books have clear, continuing demand on Amazon.

Broad "activity book for kids" terms are crowded, so a clear age, situation and theme matter.

Travel, puzzles, learning skills and themed activities give new publishers better angles.

The strongest approach is building a repeatable series rather than one general activity book.

2. Market Snapshot

Market Factor	Current Picture
Main book styles selling	Mazes, tracing, mixed puzzles, travel activities, scissor skills, dot-to-dot
Typical price range	About \$6.99–\$12.99
Typical page count	Roughly 80–150 pages
Main buyer	Parents, grandparents and gift buyers
Competition level	Moderate to high
Series potential	Excellent
Evergreen or seasonal	Mainly evergreen

Amazon's activity-book market shows buyers responding to books that promise both **entertainment and a useful benefit**. Amazon bestseller results include handwriting workbooks, school activity workbooks and scissor-skills titles alongside more recreational books.

The biggest mistake would be publishing another completely generic "100 Activities for Kids" book. A specific purpose such as travelling, developing fine motor skills or completing animal puzzles gives the book a clearer reason to buy.

3. What Is Selling and Why

Type or angle	What buyers like	Competition	Opportunity
Travel activity books	Keeps children busy without screens	Moderate	Strong
Mazes and logic puzzles	Fun plus problem-solving	High	Good with theme
Scissor skills	Practical preschool skill	Moderate-high	Good
Dot-to-dot + colouring	Learning numbers plus creativity	Moderate	Strong
Mixed learning activities	Parents see educational value	High	Good if targeted

Amazon currently surfaces books such as **Mazes for Kids Ages 4-8**, positioned around 100 puzzles, logic, focus and confidence.

Travel is also a clear positioning angle. A current Amazon-listed **Airplane Activity Book for Kids Ages 4-8** combines mazes, dot-to-dots, word searches, Sudoku and other activities specifically for children travelling.

Scissor skills also have visible buyer demand: Amazon's children's activity bestseller results include a preschool cutting and colouring workbook aimed specifically at ages 3–5.

4. Market Gaps

Travel Adventure Activities

Parents have an immediate problem: keeping children occupied on journeys. Combining puzzles with a travel theme gives the book a stronger purpose than a generic activity book. Main risk: several established travel books already exist.

Animal Dot-to-Dot Adventures

Current Amazon titles combine dot-to-dot puzzles with animals, counting and fine-motor development. A distinctive animal theme can support many follow-up books. Main risk: generic animal books are crowded.

Beginner Detective Puzzles

A mystery theme can combine mazes, spot-the-difference, codes, matching and visual puzzles into one experience. The theme differentiates it from ordinary puzzle collections. Main risk: puzzles require careful testing.

Screen-Free Rainy Day Activities

This speaks directly to parents looking for easy offline entertainment at home. Main risk: the title and cover must communicate the benefit immediately.

5. What Book You Could Create Next

Opportunity 1: Road Trip Activity Book for Kids Ages 5-8

Opportunity Score: ● 91/100 — PUBLISH NEXT

Potential Badge: ★★★★★ Excellent Potential

Difficulty Meter: ● Easy

Target Buyer: Parents travelling with children

Suggested Price: \$9.99–\$11.99

Series Potential: Excellent

Why It Could Work:

It solves a very obvious parent problem while allowing many different puzzle types. It can also expand naturally into airplane, camping and vacation editions.

Main Risk:

Generic travel activities will struggle unless the illustrations and activities feel distinctive.

Suggested Interior:

- Mixed puzzle/activity paperback
- 8.5" × 11"
- Approximately 110 pages
- Black-and-white interior
- Mazes, I Spy, matching, drawing, word searches, travel bingo and puzzles

Opportunity 2: Little Detective Puzzle Book Ages 7-10

Opportunity Score: ● 87/100 — PUBLISH NEXT

Potential Badge: ★★★★★ Excellent Potential

Difficulty Meter: ● Medium

Target Buyer: Parents of puzzle-loving children

Suggested Price: \$9.99–\$12.99

Series Potential: Excellent

Why It Could Work:

A detective theme turns ordinary activities into missions and gives the book a stronger identity.

Main Risk:

Every puzzle and answer needs careful checking.

Suggested Interior:

- Mystery puzzle activity book
- 8.5" × 11"
- 100–120 pages
- Black-and-white interior
- Codes, clues, mazes, matching, missing objects and mini mysteries

Opportunity 3: Cute Animals Dot-to-Dot & Colouring Ages 4-8

Opportunity Score: ● 84/100 — PUBLISH NEXT

Potential Badge: ★ ★ ★ ★ Strong Potential

Difficulty Meter: ● Easy

Target Buyer: Parents of younger children

Suggested Price: \$7.99–\$9.99

Series Potential: Excellent

Why It Could Work:

Amazon already shows current activity books combining dot-to-dot puzzles with cute animals, counting and fine-motor development.

Main Risk:

Animal activity books have plenty of competition.

Suggested Interior:

- Dot-to-dot plus colouring
- 8.5" × 11"
- 90–110 pages
- Black-and-white interior
- Progressive numbered puzzles followed by colouring

Opportunity 4: Rainy Day Screen-Free Activity Book Ages 5-8

Opportunity Score: ● 81/100 — PUBLISH NEXT

Potential Badge: ★ ★ ★ ★ Strong Potential

Difficulty Meter: ● Easy

Target Buyer: Parents wanting offline entertainment

Suggested Price: \$9.99–\$11.99

Series Potential: Strong

Why It Could Work:

"Screen-free" provides a useful buyer benefit while mixed activities increase perceived value.

Main Risk:

The phrase alone will not differentiate a weak interior.

Suggested Interior:

- Mixed activity book
- 8.5" × 11"
- 100–120 pages
- Black-and-white interior
- Drawing, mazes, spot-the-difference, word games and imagination challenges

Opportunity 5: Scissor Skills Adventure Book Ages 3-5

Opportunity Score: 🟡 78/100 — WORTH CONSIDERING

Potential Badge: ★ ★ ★ ★ Strong Potential

Difficulty Meter: 🟡 Medium

Target Buyer: Preschool parents and carers

Suggested Price: \$7.99–\$9.99

Series Potential: Strong

Why It Could Work:

Scissor-skill activity books have visible Amazon bestseller presence and offer parents a clear educational benefit.

Main Risk:

Established preschool workbook publishers make this more competitive.

Suggested Interior:

- Cutting and activity workbook
- 8.5" × 11"
- 80–100 pages
- Black-and-white interior
- Lines, shapes, animals, simple crafts and progressive cutting practice

BEST BOOK TO CREATE NEXT

Road Trip Activity Book for Kids Ages 5-8: 100+ Screen-Free Games, Puzzles & Travel Adventures

- **Opportunity score:** 🟢 91/100 — PUBLISH NEXT
- **Potential badge:** ★ ★ ★ ★ ★ Excellent Potential
- **Difficulty:** 🟢 Easy
- **Target buyer:** Parents travelling with children
- **Suggested price:** \$9.99–\$11.99
- **Series potential:** Excellent

This is the strongest choice because it combines a proven activity-book format with a specific buying situation. Parents understand immediately why they need it, the interior can mix many simple activities, and the concept can easily become a travel-series brand.

6. Simple Series Plan

Series name: Screen-Free Adventure Activity Books

Book 1: Road Trip Activity Book for Kids Ages 5-8

Five follow-up book titles:

1. Airplane Activity Book for Kids Ages 5-8
2. Camping Activity Book for Kids Ages 5-8
3. Beach Vacation Activity Book for Kids Ages 5-8
4. Train Journey Activity Book for Kids Ages 5-8
5. Hotel & Holiday Activity Book for Kids Ages 5-8

Recommended publishing order: Road Trip → Airplane → Camping → Beach Vacation → Train Journey → Hotel & Holiday.

7. Simple Profitability

Example:

- **Format:** Paperback
- **Trim size:** 8.5" × 11"
- **Page count:** 110 pages
- **Interior type:** Black-and-white
- **Suggested price:** \$9.99
- **Estimated printing cost:** \$2.84
- **Estimated royalty per sale:** About **\$3.15**

KDP currently charges \$2.84 to print a 24–110-page large-trim black-ink paperback on Amazon.com. At \$9.99, Amazon.com's standard paperback royalty rate is 60%, so the example calculation is **$(\$9.99 \times 60\%) - \$2.84 \approx \$3.15$ per sale.**

Example sales	Approx. royalty
1 sale per day	\$3.15/day or about \$94.50/month
3 sales per day	\$9.45/day or about \$283.50/month
5 sales per day	\$15.75/day or about \$472.50/month

These are simple mathematical examples, **not sales or income predictions.**

8. Final Action Plan

1. Create **Road Trip Activity Book for Kids Ages 5-8: 100+ Screen-Free Games, Puzzles & Travel Adventures** first.
2. Build around 100 varied activities rather than repeating the same puzzle throughout the book.
3. Use an 8.5" × 11" black-and-white interior of approximately 110 pages to keep printing costs sensible.
4. Price-test around \$9.99–\$11.99 while comparing the finished book with similar Amazon listings.
5. If Book 1 gains traction, immediately turn the format into the Screen-Free Adventure Activity Books series.

9. Sources

- Amazon Best Sellers in Books, showing children's workbooks and activity titles among visible bestsellers.
- Amazon Children's Coloring/Activity bestseller page, including scissor-skills and learning activity books.
- Amazon-listed *Mazes for Kids Ages 4-8*.
- Amazon-listed *Airplane Activity Book for Kids Ages 4-8*.
- Amazon-listed *Dot-to-Dot Cute Animals for Kids Ages 4-8*.
- Official KDP Paperback Printing Cost documentation.
- Official KDP Paperback Royalty documentation.

Thank You For Reading

I hope this Opportunity Report has given you a few practical ideas for your next publishing project.

Every week I research new Amazon KDP opportunities and publish another report designed to help creators discover better niches, stronger series ideas and practical publishing opportunities.

If you enjoyed this report, there's plenty more to come.

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