

# KDP Opportunity Report

## Adult Puzzle Books Niche

### 1. Opportunity Scorecard

| Score Area              | Result                                                                                              |
|-------------------------|-----------------------------------------------------------------------------------------------------|
| Demand                  |  88/100 — Strong   |
| Competition Opportunity |  66/100 — Moderate |
| Profit Potential        |  81/100 — Strong   |
| Series Potential        |  94/100 — Strong   |
| Beginner Friendliness   |  86/100 — Strong   |
| Overall Opportunity     |  84/100 — Strong   |

### **GO — Strong opportunity**

Adult puzzle books show clear ongoing demand on Amazon.com.

Generic puzzle books are crowded, but themed and large-print books create better openings.

Nostalgia, cryptograms, mystery logic and mixed-puzzle formats show especially useful market signals.

The strongest opportunity from this research is **nostalgia-themed large-print word search**.

### 2. Market Snapshot

| Market Area              | Current Picture                                                      |
|--------------------------|----------------------------------------------------------------------|
| Main book styles selling | Large-print word search, cryptograms, logic mysteries, mixed puzzles |
| Typical price range      | Roughly \$7–\$15                                                     |
| Typical page count       | About 120–200 pages, with premium puzzle books much longer           |
| Main buyer               | Adults and seniors wanting relaxation or mental challenge            |
| Competition level        | High overall, moderate with a strong theme                           |
| Series potential         | Excellent                                                            |
| Evergreen or seasonal    | Mostly evergreen, with seasonal gift opportunities                   |

The supplied topic says **Logbooks**, but the selected book type is **Puzzle Books** for adults. I therefore researched the adult puzzle-book market rather than mixing unrelated logbook products into the results.

This report was produced from the current Amazon evidence only and does **not** use previous book ideas or projects as a factor in selecting the opportunities.

### 3. What Is Selling and Why

| Type or angle           | What buyers like                      | Competition | Opportunity |
|-------------------------|---------------------------------------|-------------|-------------|
| Nostalgia word search   | Familiar themes plus relaxing puzzles | Medium-High | Strong      |
| Large-print cryptograms | More challenge with easy readability  | Medium      | Strong      |
| Mystery logic puzzles   | Story, deduction and progression      | High        | Strong      |
| Mixed puzzle books      | Variety and high perceived value      | High        | Moderate    |
| Travel-size puzzles     | Portable entertainment                | Medium-High | Good        |

One strong current example is *Nostalgia Word Search: A Journey Through the '60s, '70s, and '80s*. Amazon shows it at **\$12.99 paperback**, 127 pages, 8.5 × 11 inches, published January 2025, with a visible **4.9-star rating**. It is also part of a puzzle series, which is an important signal for repeat publishing.

Cryptograms are also clearly established. A current *Cryptograms Puzzle Book For Adults* listing has **159 pages**, was published in May 2024, carries a visible **4.6-star rating**, and Amazon identifies it as Book 2 of a three-book series.

At the more advanced end, *Murdle: Volume 1* is part of an established series, has **384 pages** and a visible **4.5-star rating**, showing that buyers will support puzzle books built around a strong mystery-and-deduction experience.

### 4. Market Gaps

#### Decade-Specific Nostalgia Word Search

Rather than covering several decades, focus entirely on one era such as

the 1970s, 1980s or 1990s. This gives the cover and puzzles a very clear buyer identity.

**Main risk:** Avoid copyrighted lyrics, characters and protected brand material.

### **Nostalgia Word Search + Mini Puzzles**

Combine word searches with simple anagrams, missing words or matching activities around the same nostalgic themes. This increases perceived value without making the book difficult to use.

**Main risk:** Too much variety can weaken the main word-search promise.

### **Beginner Cryptograms with Progressive Difficulty**

Start very easy and gradually increase difficulty while providing clues. This could appeal to adults interested in cryptograms but intimidated by harder books.

**Main risk:** Generic cryptogram competition remains substantial.

### **Cozy Mystery Logic Casebook**

Use short fictional mysteries followed by deduction puzzles and solutions. The mystery experience creates stronger differentiation than isolated grids.

**Main risk:** Considerably more content development and checking is required.

### **Travel-Size Mixed Puzzle Book**

Create a compact book designed specifically for flights, cruises, road trips and waiting time. Current Amazon results show multiple travel-sized mixed-puzzle products.

**Main risk:** Broad mixed-puzzle books have many competitors.

## **5. What Book You Could Create Next**

### **Opportunity 1: 1980s Nostalgia Word Search for Adults**

**Opportunity Score:**  92/100 — PUBLISH NEXT

**Potential Badge:**  Excellent Potential

**Difficulty Meter:**  Easy

**Target Buyer:** Adults nostalgic for the 1980s

**Suggested Price:** \$11.99–\$12.99

**Series Potential:** Excellent

### **Why It Could Work:**

A current multi-decade nostalgia word-search book is priced at \$12.99,

has a 4.9-star rating and belongs to a series. Narrowing the idea to one decade gives the book an even clearer identity.

**Main Risk:**

Themes must avoid copyrighted entertainment content.

**Suggested Interior:**

- Large-print themed word-search book
- 8.5 × 11 inches
- Approximately 120–140 pages
- Black-and-white interior
- 80–100 themed puzzles with solutions

**Opportunity 2: Beginner Cryptograms for Adults**

**Opportunity Score:**  88/100 — PUBLISH NEXT

**Potential Badge:**      Excellent Potential

**Difficulty Meter:**  Easy

**Target Buyer:** Adults new to cryptograms

**Suggested Price:** \$10.99–\$12.99

**Series Potential:** Excellent

**Why It Could Work:**

Amazon shows a 159-page cryptogram title with a 4.6-star rating and an existing three-book series. A clear beginner angle creates useful differentiation.

**Main Risk:**

Every puzzle and solution must be checked carefully.

**Suggested Interior:**

- Progressive large-print cryptograms
- 8.5 × 11 inches
- Approximately 140–160 pages
- Black-and-white interior
- Easy-to-medium puzzles, hints and complete solutions

**Opportunity 3: Cozy Mystery Logic Puzzles for Adults**

**Opportunity Score:**  86/100 — PUBLISH NEXT

**Potential Badge:**     Strong Potential

**Difficulty Meter:**  Difficult

**Target Buyer:** Mystery readers who enjoy deduction

**Suggested Price:** \$12.99–\$14.99

**Series Potential:** Excellent

**Why It Could Work:**

*Murdle* demonstrates strong buyer acceptance for puzzles presented as connected mystery cases rather than unrelated exercises.

**Main Risk:**

Writing and testing coherent mysteries takes considerably more work.

**Suggested Interior:**

- Mystery logic casebook
- 7 × 10 inches
- Approximately 160–200 pages
- Black-and-white interior
- Short cases, clues, deduction grids and solutions

**Opportunity 4: Travel-Size Variety Puzzle Book for Adults**

**Opportunity Score:**  81/100 — PUBLISH NEXT

**Potential Badge:**  Strong Potential

**Difficulty Meter:**  Medium

**Target Buyer:** Travellers and holidaymakers

**Suggested Price:** \$9.99–\$11.99

**Series Potential:** Strong

**Why It Could Work:**

Amazon currently surfaces travel-focused books containing 100–150+ word searches, Sudoku, crosswords, mazes and other brain games.

**Main Risk:**

The format needs a clear travel benefit rather than simply being another mixed-puzzle collection.

**Suggested Interior:**

- Portable mixed-puzzle collection
- 6 × 9 inches
- Approximately 140–170 pages
- Black-and-white interior
- Word search, Sudoku, mazes, crosswords and word games

**Opportunity 5: Number Sequence Logic Puzzles for Adults**

**Opportunity Score:**  77/100 — WORTH CONSIDERING

**Potential Badge:**  Moderate Potential

**Difficulty Meter:** ● Medium

**Target Buyer:** Adults who enjoy numerical brain teasers

**Suggested Price:** \$9.99–\$11.99

**Series Potential:** Good

**Why It Could Work:**

Current Amazon results include books built specifically around hundreds of number-sequence puzzles, showing a recognisable sub-niche beyond Sudoku.

**Main Risk:**

Accurate difficulty progression and error-free answers are essential.

**Suggested Interior:**

- Number-sequence puzzle book
- 7 × 10 inches
- Approximately 130–160 pages
- Black-and-white interior
- Easy, medium and difficult sequences with worked solutions

## BEST BOOK TO CREATE NEXT

### 1980s Nostalgia Word Search for Adults: Large-Print Puzzles Inspired by the Decade

**Opportunity Score:** ● 92/100 — PUBLISH NEXT

**Potential Badge:** ★ ★ ★ ★ ★ Excellent Potential

**Difficulty:** ● Easy

**Target Buyer:** Adults who remember or enjoy the 1980s

**Suggested Price:** \$11.99–\$12.99

**Series Potential:** Excellent

This is the strongest choice because the live Amazon evidence validates the combination of **large print + adult word search + nostalgia + series publishing**, while a single-decade focus gives a new book a clearer position than competing with broad generic word-search collections.

## 6. Simple Series Plan

**Series Name:** Memory Lane Word Search

**Book 1:** 1980s Nostalgia Word Search for Adults

## Five follow-up books:

1. 1970s Nostalgia Word Search for Adults
2. 1990s Nostalgia Word Search for Adults
3. 1960s Nostalgia Word Search for Adults
4. Nostalgic Christmas Word Search for Adults
5. Classic Hobbies Nostalgia Word Search for Adults

**Recommended publishing order:** 1980s, 1970s, 1990s, 1960s, Christmas, then Classic Hobbies.

## 7. Simple Profitability

### Example book

- **Format:** Paperback
- **Trim size:** 8.5 × 11 inches
- **Page count:** 130 pages
- **Interior type:** Black ink
- **Suggested price:** \$12.99
- **Estimated printing cost:** \$3.21
- **Estimated royalty per sale:** \$4.58

Amazon.com currently pays a **60% paperback royalty at \$9.99 and above**, minus printing costs. For a large-trim black-ink US paperback over 110 pages, KDP currently charges \$1.00 plus \$0.017 per page, making a 130-page example about \$3.21 to print.

| Sales Example   | Approximate Royalty                      |
|-----------------|------------------------------------------|
| 1 sale per day  | \$4.58/day — about \$137.40 per 30 days  |
| 3 sales per day | \$13.74/day — about \$412.20 per 30 days |
| 5 sales per day | \$22.90/day — about \$687.00 per 30 days |

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

## 8. Final Action Plan

1. Create **1980s Nostalgia Word Search for Adults: Large-Print Puzzles Inspired by the Decade** first.
2. Build approximately 80–100 themed word searches with large readable grids and full solutions.

3. Keep themes nostalgic but avoid copyrighted lyrics, fictional characters and protected brand material.
4. Use an 8.5 × 11 black-and-white interior and test every puzzle before publishing.
5. Turn the finished layout into decade and seasonal follow-up books rather than starting each title from scratch.

## 9. Sources

- Amazon — *Nostalgia Word Search: A Journey Through the '60s, '70s, and '80s*, including \$12.99 paperback price, 127 pages, 4.9-star rating, publication date and series status.
- Amazon — *Cryptograms Puzzle Book For Adults*, including 159 pages, 4.6-star rating and three-book series positioning.
- Amazon — *Murdle: Volume 1*, including 384-page length, 4.5-star rating and series positioning.
- Amazon — current travel-size and mixed-puzzle listings.
- Amazon KDP — current paperback royalty and printing-cost documentation.

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