

KDP Opportunity Report

Bear Colouring Niche

1. Opportunity Scorecard

Score Area	Result
Demand	● 76/100 — Moderate
Competition Opportunity	● 71/100 — Moderate
Profit Potential	● 78/100 — Moderate
Series Potential	● 90/100 — Strong
Beginner Friendliness	● 86/100 — Strong
Overall Opportunity	● 81/100 — Strong

● GO — Strong opportunity

Generic bear colouring books are crowded and often poorly differentiated.

The better opportunity is combining bears with an adventure, learning activity or clear age group.

Bear characters are evergreen and can support many follow-up books.

A bold-and-easy **camping bear adventure** is the strongest starting point.

2. Market Snapshot

Market Signal	Current Picture
Main book styles selling	Cute teddy bears, baby bears, woodland adventures, bold-and-easy pages
Typical price range	Approximately \$5.99–\$9.99
Typical page count	Approximately 40–110 pages
Main buyer	Parents, grandparents and gift buyers for children aged 2–8
Competition level	Medium to high
Series potential	Excellent
Evergreen or seasonal	Mainly evergreen, with seasonal extensions

Amazon results contain many basic teddy bear and generic bear books. Titles commonly promise 25–50 designs, simple pictures, large pages and suitability for preschool children or ages 4–8.

The stronger-looking products add another buying reason, such as camping, woodland animals, tracing, seek-and-find activities or cosy adventures. This suggests that “bear plus a clear theme” is more promising than a plain collection of unrelated bear pictures.

3. What Is Selling and Why

Type or angle	What buyers like	Competition	Opportunity
Cute teddy bears	Familiar, friendly and giftable	High	Add a story theme
Bold-and-easy bears	Large spaces suit young children	Medium-high	Target ages 3–6
Bear adventures	Every page feels different	Medium	Strong series option
Woodland bears	Mixes bears with popular forest animals	High	Add camping or learning
Polar bears	Educational Arctic theme	Medium	Include facts and activities

Amazon’s bear search results visibly feature books offering more than 40 or 50 pictures, cute teddy bear designs and uncomplicated illustrations for young children. A 2024 listing offers 110 pages of large, easy bear pictures, while another visible title promotes 50 teddy bear designs for ages 4–8.

Activity-led positioning also appears in the marketplace. One camping and woodland book combines 50 colouring pages with letter tracing, uses an 8.5 × 11-inch format and contains 101 pages. Its Amazon listing shows a \$5.14 price and three ratings, but a weak overall book rank, so the theme has appeal without proving that this particular listing sells strongly.

Polar bear books commonly mix colouring with Arctic animals and educational discovery. One visible listing targets ages 3–10 and contains 48 pages, showing room for a more focused Arctic activity book for younger children.

4. Market Gaps

Gap 1: Camping Bear Adventures

Why it could work: Camping provides tents, fishing, campfires, woodland friends and outdoor activities, creating much more variety than standing bear pictures.

Main risk: The illustrations must clearly tell a different mini-story on every page.

Gap 2: Bear Colouring and Simple Mazes

Why it could work: Parents receive both creative play and basic problem-solving activities in one book.

Main risk: Weak or repetitive mazes will make the book look cheaply produced.

Gap 3: Bear Feelings Colouring Book

Why it could work: Different bear characters can introduce happiness, worry, anger, bravery and kindness in a child-friendly way.

Main risk: The book should remain fun rather than becoming too instructional.

Gap 4: Polar Bear Arctic Activity Book

Why it could work: Polar bears can be combined with Arctic animals, simple facts, matching games and environmental learning.

Main risk: A plain polar bear colouring book alone is not distinctive enough.

Gap 5: Teddy Bear Bedtime Adventures

Why it could work: A calm bedtime theme appeals to parents and gift buyers and supports cosy, comforting illustrations.

Main risk: Dark or heavily detailed pages may not suit the youngest buyers.

5. What Book You Could Create Next

Opportunity 1: Camping Bear Adventures Colouring Book

Opportunity Score:  89/100 — PUBLISH NEXT

Potential Badge:      Excellent Potential

Difficulty Meter:  Easy

Target Buyer: Parents of children aged 4–8

Suggested Price: \$8.99–\$9.99

Series Potential: Excellent

Why It Could Work:

It combines the evergreen appeal of cute bears with camping, fishing and woodland adventures. Each scene can tell a small story, making the interior feel more valuable.

Main Risk:

A generic cover could make it disappear among woodland colouring books.

Suggested Interior:

- Colouring and light activity book
- 8.5 × 11-inch trim
- Approximately 100 pages
- Black-and-white interior

- 45 single-sided colouring scenes plus simple mazes, matching and drawing pages

Opportunity 2: My Bear Feelings Colouring Book

Opportunity Score: ● 85/100 — PUBLISH NEXT

Potential Badge: ★ ★ ★ ★ ★ Excellent Potential

Difficulty Meter: ● Medium

Target Buyer: Parents of children aged 4–7

Suggested Price: \$8.99–\$9.99

Series Potential: Excellent

Why It Could Work:

Parents receive a colouring book that also helps children recognise everyday emotions. Bears provide a friendly character without making the subject feel clinical.

Main Risk:

The emotional guidance must be age-appropriate and carefully worded.

Suggested Interior:

- Colouring and feelings activity book
- 8.5 × 11-inch trim
- Approximately 96 pages
- Black-and-white interior
- Emotion scenes, simple prompts, drawing activities and calming exercises

Opportunity 3: Polar Bear Arctic Adventure Activity Book

Opportunity Score: ● 82/100 — PUBLISH NEXT

Potential Badge: ★ ★ ★ ★ Strong Potential

Difficulty Meter: ● Medium

Target Buyer: Children aged 5–8 who enjoy animals

Suggested Price: \$8.99–\$10.99

Series Potential: Strong

Why It Could Work:

It adds educational value through Arctic animals, habitats and simple facts. The theme can appeal to parents, homeschoolers and teachers.

Main Risk:

Animal and habitat facts must be accurate.

Suggested Interior:

- Educational colouring and activity book
- 8.5 × 11-inch trim
- Approximately 100 pages
- Black-and-white interior
- Colouring scenes, facts, mazes, matching games and seek-and-find pages

Opportunity 4: Teddy Bear Bedtime Colouring Book

Opportunity Score: 🟡 78/100 — WORTH CONSIDERING

Potential Badge: ★★☆☆ Strong Potential

Difficulty Meter: 🟢 Easy

Target Buyer: Parents of children aged 3–6

Suggested Price: \$7.99–\$9.99

Series Potential: Strong

Why It Could Work:

Cosy bedtime activities, pyjamas and sleepy bear scenes create clear gift appeal. Bold lines can make it suitable for preschool children.

Main Risk:

The book needs a recognisable visual style rather than unrelated teddy bears.

Suggested Interior:

- Bold-and-easy colouring book
- 8.5 × 11-inch trim
- Approximately 80 pages
- Black-and-white interior
- 38 large bedtime scenes with simple backgrounds and single-sided artwork

Opportunity 5: Bear Mazes and Colouring for Preschoolers

Opportunity Score: 🟡 74/100 — WORTH CONSIDERING

Potential Badge: ★★☆☆ Moderate Potential

Difficulty Meter: 🟡 Medium

Target Buyer: Parents of children aged 3–5

Suggested Price: \$7.99–\$9.99

Series Potential: Good

Why It Could Work:

It offers more practical value than a colouring-only book and supports early pencil control. The bear character can guide children through every activity.

Main Risk:

The puzzles must be properly tested at preschool difficulty.

Suggested Interior:

- Preschool colouring and maze book
- 8.5 × 11-inch trim
- Approximately 100 pages
- Black-and-white interior
- Alternating colouring pages, simple mazes, tracing and matching activities

BEST BOOK TO CREATE NEXT

Camping Bear Adventures Colouring and Activity Book for Kids Ages 4–8

- **Opportunity score:** ● 89/100 — PUBLISH NEXT
- **Potential badge:** ★★☆☆☆ Excellent Potential
- **Difficulty:** ● Easy
- **Target buyer:** Parents and gift buyers for children aged 4–8
- **Suggested price:** \$9.99
- **Series potential:** Excellent

This is the strongest option because it combines a familiar animal with a clear adventure theme and multiple activities. It provides more variety than a generic bear book, requires no specialist health knowledge and can naturally expand into fishing, hiking, holidays and seasonal adventures.

6. Simple Series Plan

Series name: Little Bear's Big Adventures

Book 1: Camping Bear Adventures Colouring and Activity Book

Five follow-up book titles:

1. Fishing Bear Adventures Colouring and Activity Book
2. Woodland Bear Adventures Colouring and Activity Book
3. Beach Bear Adventures Colouring and Activity Book
4. Christmas Bear Adventures Colouring and Activity Book
5. Farm Bear Adventures Colouring and Activity Book

Recommended publishing order: Camping, fishing, woodland, beach, Christmas and farm.

7. Simple Profitability

- **Format:** Paperback
- **Trim size:** 8.5 × 11 inches
- **Page count:** 100 pages
- **Interior type:** Black ink on white paper
- **Suggested price:** \$9.99
- **Estimated printing cost:** \$2.84
- **Estimated royalty per sale:** Approximately \$3.15

KDP currently charges \$2.84 to print an Amazon.com large-trim, black-ink paperback containing 24–110 pages. A US paperback priced at \$9.99 or above receives the 60% royalty rate, with printing costs deducted: 60% of \$9.99, minus \$2.84, equals approximately \$3.15.

- **1 sale per day:** Approximately \$95 per 30-day month

- **3 sales per day:** Approximately \$284 per 30-day month
- **5 sales per day:** Approximately \$473 per 30-day month

These are simple royalty examples, not predictions or guaranteed earnings.

8. Final Action Plan

1. Create **Camping Bear Adventures Colouring and Activity Book for Kids Ages 4–8** first.
2. Plan 45 different scenes covering tents, campfires, hiking, fishing, nature and woodland friends.
3. Add approximately ten simple mazes, matching games, drawing prompts and seek-and-find activities.
4. Produce a 100-page, 8.5 × 11-inch black-and-white paperback with single-sided colouring designs.
5. Price it at \$9.99 and develop the fishing-themed follow-up book next.

9. Sources

- Amazon.com bear colouring book search results.
- Amazon.com teddy bear colouring book search results.
- Amazon listing: *Camping Coloring Book: Camp, Woodland Animals, Bears*.
- Amazon listing: *Brown Bear Wood: Colouring and Spotting Book*.
- Amazon listing: *Polar Bear Coloring Book for Kids*.
- Amazon listing: *Cute Bears Coloring Book for Kids Ages 2–4*.
- Official KDP paperback printing costs and royalties.

Like These Reports?

Every week I research new Amazon KDP opportunities and publish a fresh report.

[Subscribe free to receive the next one.](#)

These reports are created using workflows from **KDP Opportunity Finder**, available inside [Builder's Vault](#).