KDP Opportunity Report

Medium Content Books - Gardening Niche

1. Opportunity Scorecard

Score Area	Result
Demand	🟢 86/100 — Strong
Competition Opportunity	🟡 72/100 — Moderate
Profit Potential	🟢 83/100 — Strong
Series Potential	🟢 91/100 — Strong
Beginner Friendliness	🟢 85/100 — Strong
Overall Opportunity	🟢 84/100 — Strong

🟢 GO — Strong opportunity

Gardening guides have clear evergreen buyer demand.
The broad “gardening for beginners” market is crowded, so narrower problems offer better opportunities.
Raised beds, containers, small spaces and companion planting all show visible buyer interest.
Simple black-and-white guides can also leave reasonable paperback royalty margins.

2. Market Snapshot

Market Factor	Current Picture
Main book styles selling	Raised beds, vegetables, containers, companion planting
Typical price range	About $9.99–$19.99
Typical page count	Roughly 140–210 pages
Main buyer	Beginner and improving home gardeners
Competition level	Moderate to High
Series potential	Excellent
Evergreen or seasonal	Evergreen with stronger spring interest

Amazon.com currently shows multiple raised-bed beginner guides alongside broader vegetable-gardening books, confirming that buyers search for both the gardening subject and the growing method.

Established beginner titles are commonly around 150–200 pages. Tammy Wylie's *Container Gardening for Beginners*, for example, has a 152-page paperback edition, while *Companion Planting for Beginners* runs 176 pages.

3. What Is Selling and Why

Type or angle	What buyers like	Competition	Opportunity
Raised-bed gardening	Easier setup and controlled growing	High	Strong
Container gardening	Works without a large yard	Medium	Excellent
Vegetable gardening	Saves money and produces food	High	Strong
Companion planting	Natural pest-control angle	Medium	Excellent
Small-space gardening	Solves lack-of-space problem	Medium	Excellent

Raised beds: Amazon.com search results feature beginner guides prominently, including books built around step-by-step plans, vegetables, herbs and DIY beds.

Container gardening: the format has enough longevity that Tammy Wylie's beginner container guide has been repackaged for 2026 as a 160-page edition, with positioning around growing food on balconies and windowsills.

Vegetable gardening: Amazon.com's current vegetable-gardening results include beginner and no-dig positioning, while the established *Old Farmer's Almanac Vegetable Gardener's Handbook* covers more than 30 vegetables across 208 pages.

Companion planting: Brian Lowell's 176-page beginner guide remains positioned around chemical-free vegetable gardening and practical plant pairings.

4. Market Gaps

1. Small-Space Vegetable Gardening

Combine food growing with balconies, patios and tiny yards instead of writing another broad vegetable guide. The buyer problem is immediately obvious.
Main risk: container-gardening books overlap with this subject.

2. Raised Beds for Limited Mobility

Focus on comfortable bed heights, easy layouts, low-effort watering and less bending. Raised beds already have strong beginner appeal.
Main risk: avoid making medical claims.

3. Companion Planting Made Simple

Many buyers want plant-pairing information without a large gardening encyclopedia. A highly visual vegetable-by-vegetable reference could work well.
Main risk: established companion-planting books already exist.

4. One-Bed Vegetable Gardening

Teach beginners how to get useful harvests from one small raised bed rather than planning a complete garden.
Main risk: the book needs enough depth to justify its price.

5. Container Gardening for Food

Focus entirely on edible crops rather than mixing flowers, ornamentals and vegetables.
Main risk: broad container gardening is already established.

5. What Book You Could Create Next

Opportunity 1: Small-Space Vegetable Gardening for Beginners

Opportunity Score: 🟢 91/100 — PUBLISH NEXT
Potential Badge: ⭐ ⭐ ⭐ ⭐ ⭐ Excellent Potential
Difficulty Meter: 🟢 Easy
Target Buyer: Adults with patios, balconies or small yards
Suggested Price: $12.99–$14.99
Series Potential: Excellent

Why It Could Work:
It combines proven vegetable-gardening demand with the clear problem

of limited space. Current small-space and container titles specifically target balconies, patios and people without traditional gardens.

Main Risk:
The positioning must remain distinct from generic container gardening.

Suggested Interior:

- Paperback
- 6 × 9 inches
- Approximately 140–170 pages
- Black-and-white interior
- Step-by-step plans, crop guides and small-space layouts

Opportunity 2: Raised-Bed Gardening for Limited Mobility

Opportunity Score: 🟢 88/100 — PUBLISH NEXT
Potential Badge: ⭐ ⭐ ⭐ ⭐ ⭐ Excellent Potential
Difficulty Meter: 🟢 Easy
Target Buyer: Adults wanting easier, more comfortable gardening
Suggested Price: $12.99–$15.99
Series Potential: Excellent

Why It Could Work:
Raised beds are already a proven beginner subject, while elevated growing specifically addresses bending, kneeling and space problems. Current raised-bed products and guides emphasize these practical advantages.

Main Risk:
The book must offer more than a standard raised-bed guide.

Suggested Interior:

- Paperback
- 6 × 9 inches
- Approximately 140–170 pages
- Black-and-white interior
- Accessible layouts, bed plans, crops and low-effort routines

Opportunity 3: Companion Planting Made Simple for Vegetable Gardens

Opportunity Score: 🟢 85/100 — PUBLISH NEXT
Potential Badge: ⭐ ⭐ ⭐ ⭐ Strong Potential
Difficulty Meter: 🟡 Medium

Target Buyer: Beginner vegetable gardeners
Suggested Price: $12.99–$15.99
Series Potential: Strong

Why It Could Work:
Buyers get a specific result: knowing what to plant together and what to separate. Existing 176-page beginner titles show this can support a substantial standalone guide.

Main Risk:
Plant-pairing claims need careful research.

Suggested Interior:

- Paperback
- 6 × 9 inches
- Approximately 150–180 pages
- Black-and-white interior
- Plant profiles, pairing charts and garden examples

Opportunity 4: One Raised Bed Vegetable Garden

Opportunity Score: 🟢 82/100 — PUBLISH NEXT
Potential Badge: ⭐ ⭐ ⭐ ⭐ Strong Potential
Difficulty Meter: 🟢 Easy
Target Buyer: First-time vegetable growers
Suggested Price: $11.99–$13.99
Series Potential: Strong

Why It Could Work:
The concept reduces gardening to one manageable project instead of overwhelming a beginner with an entire yard.

Main Risk:
It needs several seasonal layouts to provide enough value.

Suggested Interior:

- Paperback
- 6 × 9 inches
- Approximately 130–160 pages
- Black-and-white interior
- One-bed plans, planting schedules and crop rotations

Opportunity 5: Edible Container Gardening for Beginners

Opportunity Score: 🟡 78/100 — WORTH CONSIDERING
Potential Badge: ⭐ ⭐ ⭐ ⭐ Strong Potential
Difficulty Meter: 🟢 Easy
Target Buyer: Adults without traditional garden space
Suggested Price: $11.99–$14.99
Series Potential: Strong

Why It Could Work:
Container gardening clearly addresses people with little or no land, and established books already demonstrate demand for beginner-friendly instruction.

Main Risk:
Competition increases quickly when the positioning becomes too broad.

Suggested Interior:

- Paperback
- 6 × 9 inches
- Approximately 140–160 pages
- Black-and-white interior
- Vegetable, fruit and herb container plans

BEST BOOK TO CREATE NEXT

Small-Space Vegetable Gardening for Beginners

- **Opportunity score:** 🟢 91/100 — PUBLISH NEXT
- **Potential badge:** ⭐ ⭐ ⭐ ⭐ ⭐ Excellent Potential
- **Difficulty:** 🟢 Easy
- **Target buyer:** Adults with limited outdoor space
- **Suggested price:** $12.99–$14.99
- **Series potential:** Excellent

This is the strongest opportunity because it combines the established vegetable-gardening market with a very clear buyer problem: wanting to grow food without having a large garden. It can cover containers, compact raised beds, patios and balconies while remaining narrower and easier to position than a general gardening book.

6. Simple Series Plan

Series name: Gardening in Small Spaces

Book 1: Small-Space Vegetable Gardening for Beginners
Book 2: Small-Space Container Gardening for Beginners
Book 3: Small-Space Herb Gardening for Beginners
Book 4: Small-Space Raised-Bed Gardening
Book 5: Small-Space Companion Planting
Book 6: Small-Space Gardening Through the Seasons

Recommended publishing order: Start with vegetables, then containers, herbs, raised beds, companion planting and finally the seasonal guide.

7. Simple Profitability

Example book:

- **Format:** Paperback
- **Trim size:** 6 × 9 inches
- **Page count:** 150
- **Interior type:** Black ink
- **Suggested price:** $12.99
- **Estimated printing cost: $2.80**
- **Estimated royalty per sale: about $4.99**

For a 150-page regular-trim black-ink paperback sold on Amazon.com, KDP's current printing formula is $1.00 plus $0.012 per page, producing an estimated $2.80 printing cost.

Amazon.com paperbacks priced at $9.99 or above currently receive the 60% royalty rate before printing costs are deducted.

- **1 sale per day:** about **$150 per month**
- **3 sales per day:** about **$449 per month**
- **5 sales per day:** about **$749 per month**

These are simple 30-day examples, not predictions.

8. Final Action Plan

1. Create **Small-Space Vegetable Gardening for Beginners** first.
2. Focus the book on growing useful amounts of food in patios, balconies, containers and compact yards.

3. Build approximately 140–170 pages around setup, crop selection, planting, care, harvesting and seasonal plans.
4. Use a 6 × 9 black-and-white paperback and test a price around $12.99–$14.99 against current competing books.
5. Expand the strongest sections into the **Gardening in Small Spaces** series.

9. Sources

- Amazon.com current raised-bed gardening search results.
- Amazon.com current vegetable-gardening search results.
- Current Amazon-indexed information for *Container Gardening for Beginners*.
- Current information for *Companion Planting for Beginners*.
- Official Amazon KDP paperback printing costs.
- Official Amazon KDP paperback royalty rules.

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