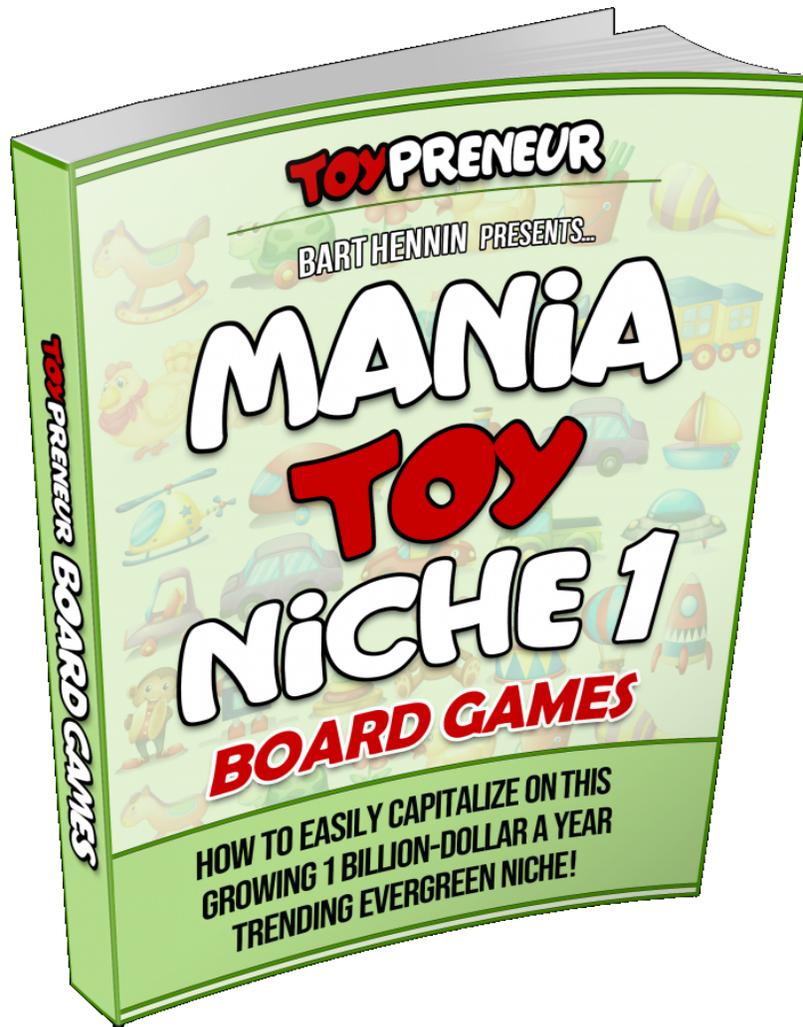

MANIA TOY NICHE 1 – Board Games!
How To EASILY CAPITALIZE On This
GROWING 1 BILLION-DOLLAR A YEAR
Trending Evergreen Niche!



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Created By Andy Charalambous
& Bart Hennin ©

Introduction – Why Board Games?

Board Games continue to support a thriving and passionate (often overlooked) market! It seems that with the electronics revolution, everyone is gravitating to “video” games BUT...This has left the “Board Games” genre under-served and ripe for making money!

Want PROOF Board gaining is a 'HOT' niche?...Look at this...

There are even BACKPACKS for board games!!!



People are PASSIONATE about their board gaming!!!...



In this report we're going to discuss the lucrative board games market, show why it's profitable, reveal how much money is being spent in the market (and by who) so you know where the big money is, and who your target audiences are.

Board Gaming is a fun niche that is timeless and one that's ready to be tapped into. As we'll see, there are so many sub-niches in this genre, it's impossible to saturate!!

As a bonus, we'll also examine some popular blogs, forums and social media groups so you have a leg up on producing terrific content in this niche AND are in a better position to get traffic!

Why People Still Love Board Games!

“Board games” remain popular and are experiencing a HUGE and UNPRECEDENTED RESURGENCE in the marketplace today! This shouldn't be a surprise...

Here are some key reasons people continue to LOVE board games.

- Board games bring people, friends, and family together.
- Board games can build special relationships in a way that almost no other activity can.
- Board games are both fun and challenging at the same time.
- Board games are a relaxing pastime activity for everyone.
- Sitting down at a table around a game is just plain fun and it truly brings people together.
- Board games do not require batteries, so everybody can play all day long (even when the power is out!).
- Board games are very affordable and very accessible.
- Board games require us to think, experiment, and otherwise use our minds and exercise our imaginations.
- Board games provide us a way to escape reality. They provide us with experiences we cannot obtain in real life. **They are terrific stress relievers!**
- They are addictive!

Let's look at some numbers and demographics shall we?...

Board Gaming - Market Analyses:

“Board games” come in many varieties and serve a wide range of genres. Games can be sorted by TYPE (strategy, fantasy, chance, roll play, mystery, battle, etc. etc.) as well as by the age groups they serve (kids, adult, family, etc.).

Board games can also cater to specific fan based genres (Star Trek fans, Star Wars fans, Harry Potter fans, Game of Thrones fans, Lord of The Rings fans, and more!).

Just the “FANTASY board games” niche ALONE is huge!! (think “Dungeons & Dragons” type games) You can see a [list of the top selling fantasy board games here](#).

FAST START BONUS!! - [Here's a list of the 50 BEST NEW board games for 2018!!!](#)

Let's look at some numbers...

“Hobby Board Game” sales in the USA were estimated at

- **880 million** In 2014
- **1.19 BILLION** In 2015 (**14%** increase over 2014)
- **1.435 BILLION** in 2016 (**21%** increase over 2015!)

In other words, **this market is EXPLODING!!** That's a 2016 sales increase of almost TWO THIRDS over just 2 years earlier!

Here's how the 2016 (latest year we have complete data for) sales break down by game type...

[courtesy of IVC2 website](#)

U.S./CANADA GAMES SALES – 2016

HOBBY GAMES CATEGORY	RETAIL SALES (IN MILLIONS)
COLLECTIBLE GAMES	\$750
NON-COLLECTIBLE MINIATURE GAMES	\$205
HOBBY BOARD GAMES	\$305
HOBBY CARD AND DICE GAMES	\$130
ROLEPLAYING GAMES	\$45
TOTAL HOBBY GAMES	\$1,435

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DEMOGRAPHICS:

[\(source\)](#)

The vast majority of board game players are **male** (94.4%)

The biggest group (42%) are in the age range of 26-35
(75% are in the **age 26-45**)

18 or younger Represents only (just over) 1% of the market.

Just over 2% are 56 years plus...

Conclusion? - ADULT Board games are where money's at!

MALES aged 26-45 years are (by far) the biggest demographic!

That said, the KIDS board games niche is ALSO HUGE!!

(As we will see in our NEXT section “**Sub-Niches Galore To Explore**”)

National Identity - Where are our customers from?

The vast majority of game sales come from the USA... The so called USA 'geek' market has grown to dominate for adult board games niche and the parent market dominates kids board games.

Here is an estimated breakdown of board game sales by country...

55% USA

8% UK

7% Canada

5% Spain

3% German

3% Australia

2% Netherlands

2% Sweden

1% Finland

1% Greece

1% Poland

1% Italy

1% Belgium

1% France

1% New Zealand

1% Denmark

0.5% Brazil

0.5% Portugal

0.5% Hungary

0.5% Israel

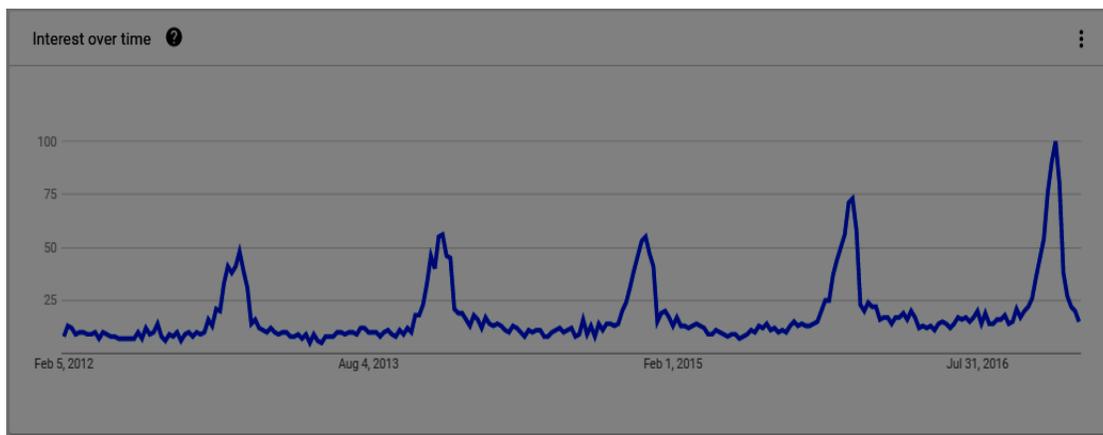
1.5 % Norway (Other countries 0.3% or less)

CONCLUSION?..Target primarily the USA.

If you add in the other “English commonly spoken” countries (Canada, UK, Australia, New Zealand) you have access to an additional 19% of the market or 74% of the market TOTAL including the USA.

In other words, targeting just the ENGLISH SPEAKING countries gives you access to ~**THREE QUARTERS** of the **WORLD MARKET!**

Niche Growth & Monthly Searches:



The board games niche (particularly for adults) is rising dramatically in popularity. IN FACT, this niche is predicted to become more and more popular in coming years.

The fact that this market is growing so rapidly means that it is an evergreen niche that will continue to be lucrative for many years.

Niches like this are terrific for many reasons, not the least of which is the fact that all the research on the niches has already been done and it's available for you to use!

There are endless products for sale with much variety, the customers are easy to find, and buyers are eager!

There are also ENDLESS sub-niches and MULTITUDES of targetable long tail keywords available for the taking!

Sub-Niches Galore To Explore!

In your main course guide, you have a bonus titled:

**My Best Kept Secret
How To Find DYNAMITE
CASH GENERATING Keywords
In Just MINUTES**

You can use what you learn in that guide to successfully target sub-niches in the board games category!

THAT SAID, let's take a closer look at the types of searches people are doing in this niche...

Let's start with a list of the most popularly searched Board Game

related phrases...

NOTE: These are phrases you can use, along with others, to generate longer tail more targeted keyword phrases for your site content and game reviews!

Board games	(550,000 searches a month)
Board games for adults	(49,500 searches a month)
board games for kids	(49,500 searches a month)
best board games of all time	(6,600 searches a month)
Fun board games for adults	(5,400 searches a month)
Strategy board games for adults	(1,900 searches a month)
Popular board games for adults	(1,600 searches a month)
board games for adults strategy	(1,600 searches a month)
board games for adults 2 players	(880 searches a month)
Board games for adults party	(880 searches a month)

IMPORTANT TIP! Don't confuse “Niche” with “Target Audience”.

In the 'Demographics' section above, we saw that game purchasers were in the 26-49 yrs age group and yet above we see that “board games for **kids**” is searched 49,500 times a month!

Board Games For KIDS is a HUGE 'niche' but, 'kids' are not 'buyers' Your 'TARGET AUDIENCE' are not kids but PARENTS!!

Here's a brief list of board game sub-niches you can explore (your KW searches will lead you to many more!)

Board games for adults - strategy

Best party board games

Best board games for couples

Best board games for adults 2017/2018

Best board games of all time

Board games for adults 2 players

Parlor Games

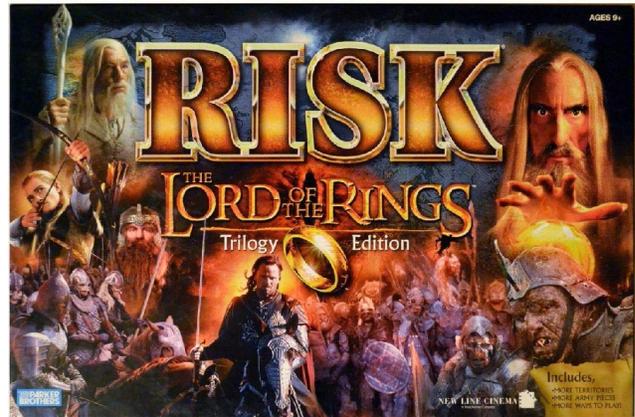
Card Games

Classic board games

Special Edition board games

That last one can be good if you have a game site dedicated to fans of a particular genre or fan base!





Fast Start “CONTENT CREATION” Resource Links!

Want to get your creative juices flowing? Below you will find links to content sites and other info sites that you can emulate for your OWN site!

- Use/Rewrite the content ideas you find on the site links below to quickly create tons of your own exciting board gaming content!
- Discover games and sub-niches you can target!
- See what's popular and what people are LOOKING for!
- Create 'Game Review' page outlines from existing reviews and adapt the outline(s) to OTHER games for super-quick content creation!

What follows are links to blogs and other excellent resources!

Good “Board Game” Blog Examples:

[Best board games to play in 2018](#)

[Best Family Board Games](#)

[The Best Board Games for Groups of All Sizes](#)

[13 Board Games That Are Actually Fun For Adults](#)

[The Best Card Games for Kids](#)

[Board Game Buying Guide](#)

[15 Favorite Games for Game Night](#) (scroll down)

[Tips For Throwing An Amazing Game Night](#)

[16 Fun Board Games that Exercise Your Brain And Make You Smarter](#)

[Dark Souls™ - The Board Game by Steamforged Games Ltd —Kickstarter](#)

[Board game based on Hunter S. Thompson’s ‘Fear and Loathing in Las Vegas’](#)

[Ghostbusters: The Board Game II](#)

BONUS Resource!

Board Game Selection Infographic!

[**The Geek’s Guide For Choosing The Perfect Board Game \[Chart\]**](#)

Three Facebook Board Games Groups Worth Joining:

<https://www.facebook.com/groups/TheBoardroomBoardGameGroup>

<https://www.facebook.com/groups/boardgamesforone>

<https://www.facebook.com/groups/BGRPGCHAT>

Board Game TOPIC Ideas:

Here are some proven blog topic ideas that would work well in this niche:

- *The Ultimate Cheat Sheet On Adult Board Games*
- *What Will Adult Board Games Be Like In 100 Years?*
- *The 5 Board Games You Should Definitely Play as an Adult*
- *10 Quick Tips About Board Games For Adults*
- *[Name of Game] Winning Strategy Tips*
- *TOP 10 Board Games For Kids 2018*
- *Best Board Games For Adults 2018*
- *Best Board Games For Adults For Under \$50*
- *Best Board Games For Families 2018*
- *Best Fantasy Board Games For Adults - Buyers Guide*
- *[Name Of Game] Strategy Guide*
- *Best Superbowl Sunday Board Games*

FREE TOOL!!

[Here is a FREE “Blog Topic” Generator](#) – Just enter a seed word (such as “board games” and it will give you **250 suggested article titles!** - sign up is FREE) www.hubspot.com/blog-topic-generator

INFLUENTIAL PEOPLE IN THE BOARD GAMING NICHE:

Follow these 4 top influencers on Twitter... You'll learn LOTS!

<https://twitter.com/jameystegmaier> (11.0K Followers)

<https://twitter.com/boardgamesdaily> (14.2K Followers)

<https://twitter.com/cardboardedison> (8.93K Followers)

<https://twitter.com/thedicetower> (47.7K Followers)

A Worthwhile Reddit Group!

https://www.reddit.com/r/boardgames/wiki/top_10/full_list

Worthwhile Scoop It Groups!

<https://www.scoop.it/t/online-board-games>

<https://www.scoop.it/t/board-games-larp>

Excellent Board Gaming Magazine!

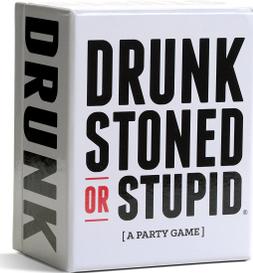
<https://pocketmags.com/us/tabletop-gaming-magazine/free-sample-issue>

Best Selling Products on Amazon:

<https://www.amazon.com/Best-Sellers-Toys-Games-Board/zgbs/toys-and-games/166225011>

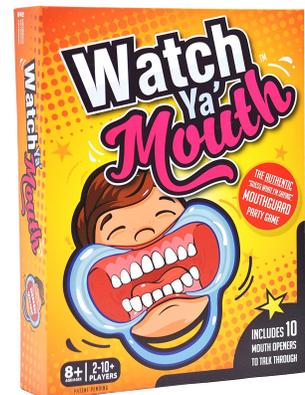
“Board Games For Adults” on Amazon that have sold
CONSISTENTLY LIKE CRAZY For Years:

[DRUNK STONED OR STUPID \[A Party Game\]](#)



[PlayMonster 5 Second Rule](#)

[Watch Ya Mouth Family Edition](#)



[Exploding Kittens: NSFW Edition](#)
[\(Explicit Content - ADULTS ONLY!\)](#)

[The Voting Game - The Adult Party Game About Your Friends](#)



And there are many MORE games LIKE THESE!!!

Conclusion:

So I hope by now you see the incredible potential that exists within the board games niche! People in this niche are PASSIONATE and always on the lookout for the newest games!

They are also on the lookout for NEW VERSIONS of older classical games too!

The sub-niches are endless and well, let's face it...This is just a plain FUN niche!!

Take some time to go through the resource links supplied in this guide. Then choose a game type/genre you love and get started creating content targeting your chosen sub-niche. **Have FUN with it!**

Also, don't think you have to get overly complicated...We've ALL played board games right?... Why not create an article of the last time you and friends played Monopoly? Tell the story of how you built a housing and hotel empire only to lose it all to your sister and her darn 4 railroads!

Or tell how it took you back to your childhood...

Follow that with a Monopoly Winning strategies article and insert some MONOPOLY DELUX EDITION and/or SPECIAL EDITION affiliate links and you're off to the races!

OR tell about how you played RISK and conquered North America only to be defeated by your (former) best friend (who you now had to disown because they ignored the secret non-aggression pact they had with you and attacked you anyway)... OK you only disowned them for the rest of that day...It's just a game... right?.....Right???

You get the idea... Connect with your readers!

You've got lots of content creation ideas and info sources that allow you to create material *FAST* that your readers will LOVE!

Have FUN!