

E-Book Market Research

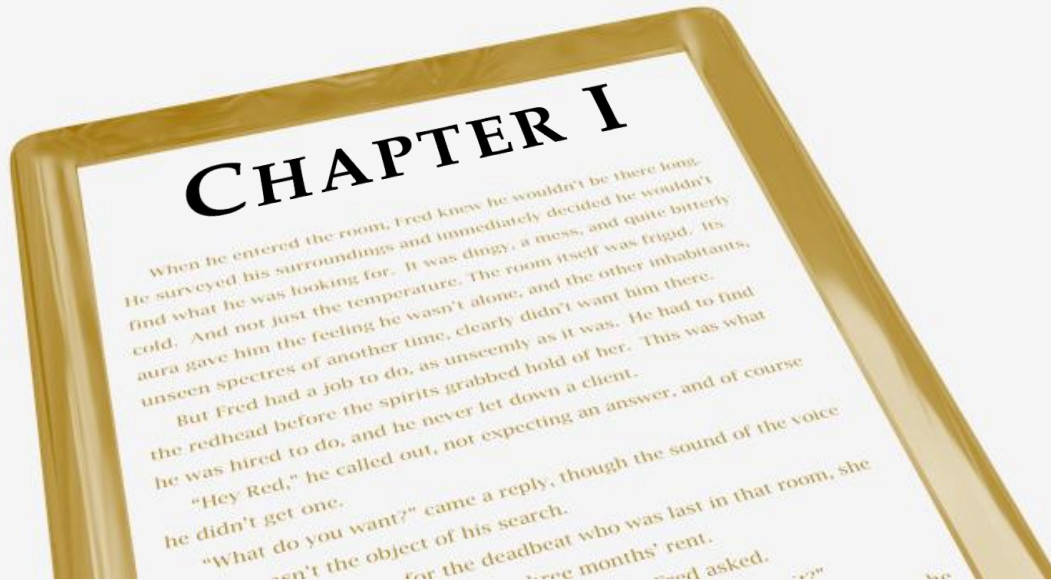
Mystery, Thriller & Suspense

PREMIUM Edition for 93 Sub-Markets

June 2017

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Introduction and Genre Overview

This report focuses on Mystery, Thriller & Suspense and related categories

Mystery, Thriller & Suspense on Amazon Kindle

Categories

Main Kindle
Category Mystery,
Thriller &
Suspense

10 other main
categories that
contain MTS related
sub-genres

- Biographies & Memoirs
- Children's eBooks
- Comics & Graphic Novels
- Lesbian, Gay, Bisexual & Transgender eBooks
- Literature & Fiction
- Nonfiction
- Politics & Social Sciences
- Religion & Spirituality
- Romance
- Teen & Young Adult

Sub-categories

4

7

Examples:

- Biographies & Memoirs-True Crime
- Children's eBooks-Mysteries & Detectives
- Comics & Graphic Novels-Mystery, Thriller & Suspense
- Politics & Social Sciences-Crime & Criminals
- Romance-Mystery & Suspense
- Teen & Young Adult-Mysteries & Thrillers

Sub-sub-categories

39

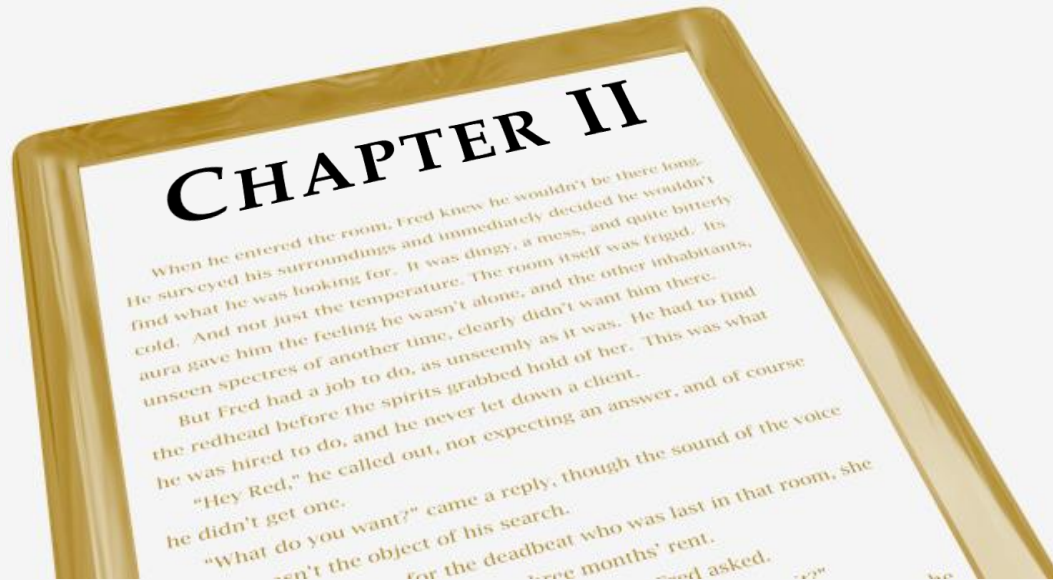
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Examples:

- Biographies & Memoirs-True Crime-Criminals
- Literature & Fiction-Action & Adventure-Mystery, Thriller & Suspense
- Religion & Spirituality-Religious Fiction-Mystery
- Romance-Mystery & Suspense-Suspense
- Teen & Young Adult-Mysteries & Thrillers-Detectives

Scope & Methodology

- Every month, we analyze more than 150,000 book data points across 30 main genres, 425 sub- and more than 2550 sub-sub-categories on Kindle
- To assess the performance of these book markets relative to each other, we monitor the Top 100 and Top 20 Bestsellers in each of these categories
- The observation takes place over several days every month to “iron out” short term sales rank fluctuations. This way, real trends become visible
- For more information or if you have any questions, please contact: support@k-lytics.com or visit <http://k-lytics.com>



Research Results: Main Category MTS

Part 1 - Main Kindle Category: **Mystery, Thriller & Suspense**

Mystery, Thriller & Suspense on Amazon Kindle

Categories

Main Kindle
Category Mystery,
Thriller &

10 other main
categories that
contain MTS

Sub-categories

4

7

Sub-sub-categories

39

43

Mystery, Thriller & Suspense is a top-selling genre in the Kindle Store

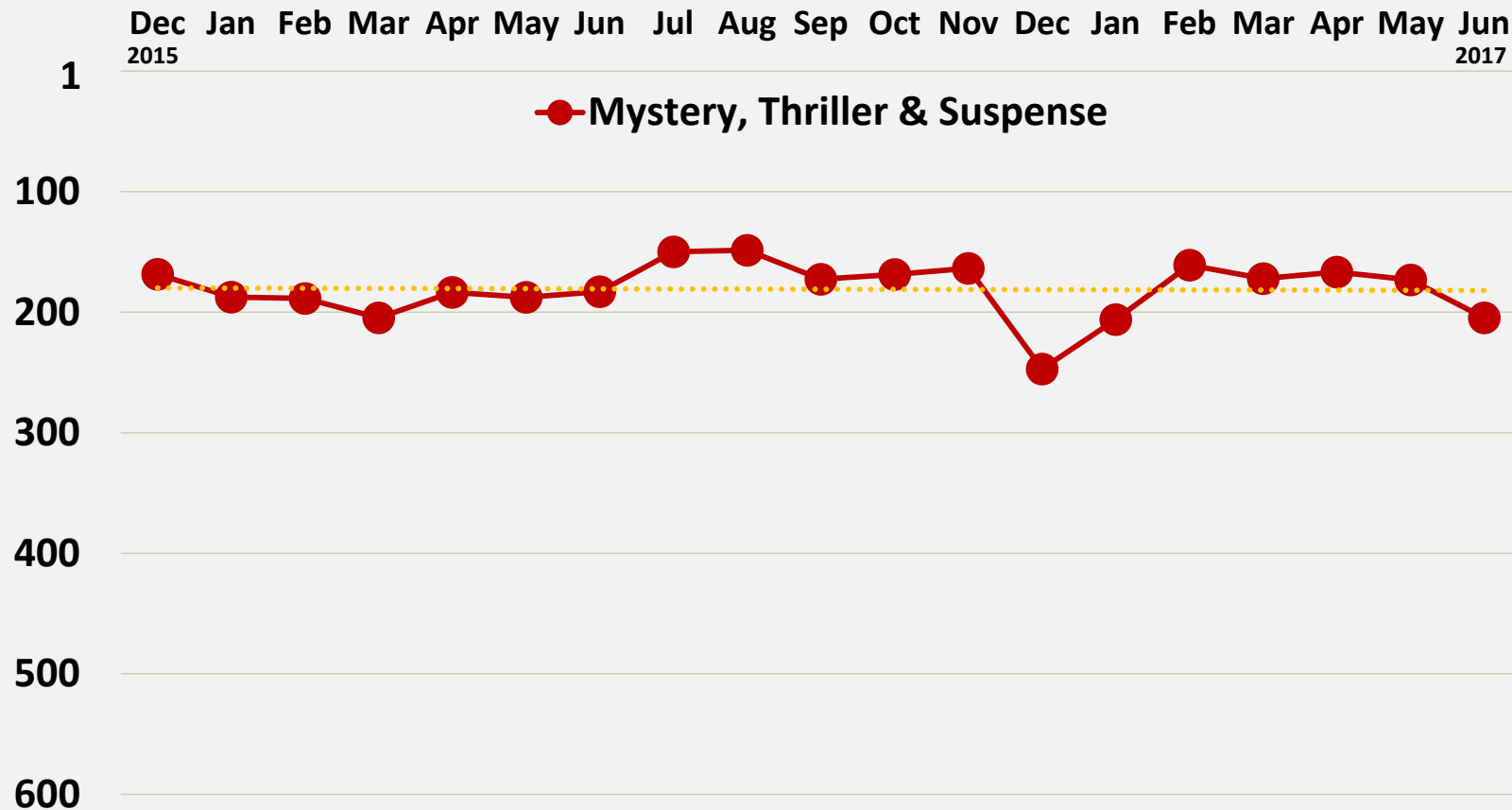
Average Sales Of The Main Kindle Categories (Top 100 Bestseller Positions)

ID	Category	Ø Sales Rank of Top 100 Titles	Estimated Sales per Day per Top 100 Title	Graph	Index: Best = 100 Worst = 1	Category Position
16	Literature & Fiction	126	517		100.0	1
24	Romance	138	480		92.9	2
18	Mystery, Thriller & Suspense	205	349		67.6	3
26	Science Fiction & Fantasy	363	220		42.6	4
29	Teen & Young Adult	550	157		30.5	5
19	Nonfiction	718	127		24.6	6
23	Religion & Spirituality	1,348	76		14.7	7
2	Biographies & Memoirs	1,382	74		14.4	8
4	Children's eBooks	1,588	67		12.9	9
3	Business & Money	1,992	55		10.7	10
11	Health, Fitness & Dieting	2,160	52		10.0	11
15	Lesbian, Gay, Bisexual & Transgender eBooks	2,365	48		9.3	12
27	Self-Help	2,558	45		8.8	13
12	History	2,998	40		7.7	14
21	Politics & Social Sciences	3,257	37		7.2	15
13	Humor & Entertainment	4,260	30		5.8	16
25	Science & Math	4,825	27		5.2	17
5	Comics & Graphic Novels	5,339	25		4.8	18
7	Cookbooks, Food & Wine	6,173	22		4.3	19
20	Parenting & Relationships	7,256	19		3.8	20
30	Travel	8,298	17		3.4	21
22	Reference	9,370	16		3.1	22
28	Sports & Outdoors	9,485	16		3.0	23
17	Medical eBooks	11,903	12		2.4	24
9	Education & Teaching	12,986	11		2.2	25
6	Computers & Technology	13,137	11		2.1	26
8	Crafts, Hobbies & Home	13,247	11		2.1	27
1	Arts & Photography	15,925	9		1.7	28
10	Engineering & Transportation	25,048	5		1.0	29
14	Law	25,232	5		1.0	30

* Note: The relative position of a category should be measured excluding the umbrella categories "Literature & Fiction" and "Nonfiction." However, Amazon shows these umbrella categories on the same hierarchical level as all the other, more specific genres.

The MTS bestseller list has been trending within a stable, high-selling rank range over the last 18 months

Average Amazon Kindle Sales Rank of Top 100 Titles in MTS Category



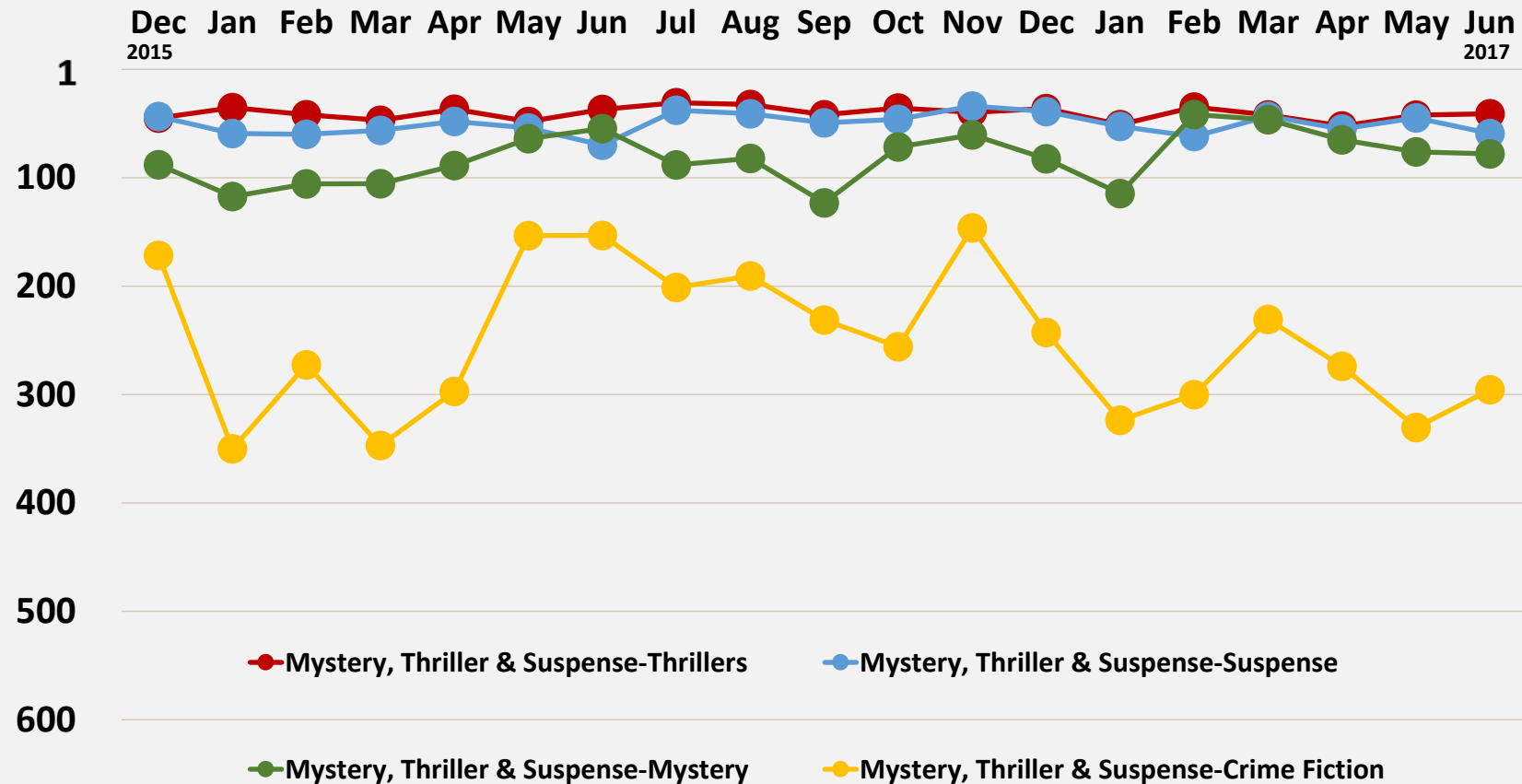
Thrillers and Suspense lead sub-category sales in MTS

Average Sales Of MTS Sub-categories

ID	Sub-category	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph
253	Mystery, Thriller & Suspense-Thrillers	41	927	
252	Mystery, Thriller & Suspense-Suspense	59	786	
251	Mystery, Thriller & Suspense-Mystery	78	694	
250	Mystery, Thriller & Suspense-Crime Fiction	295	260	

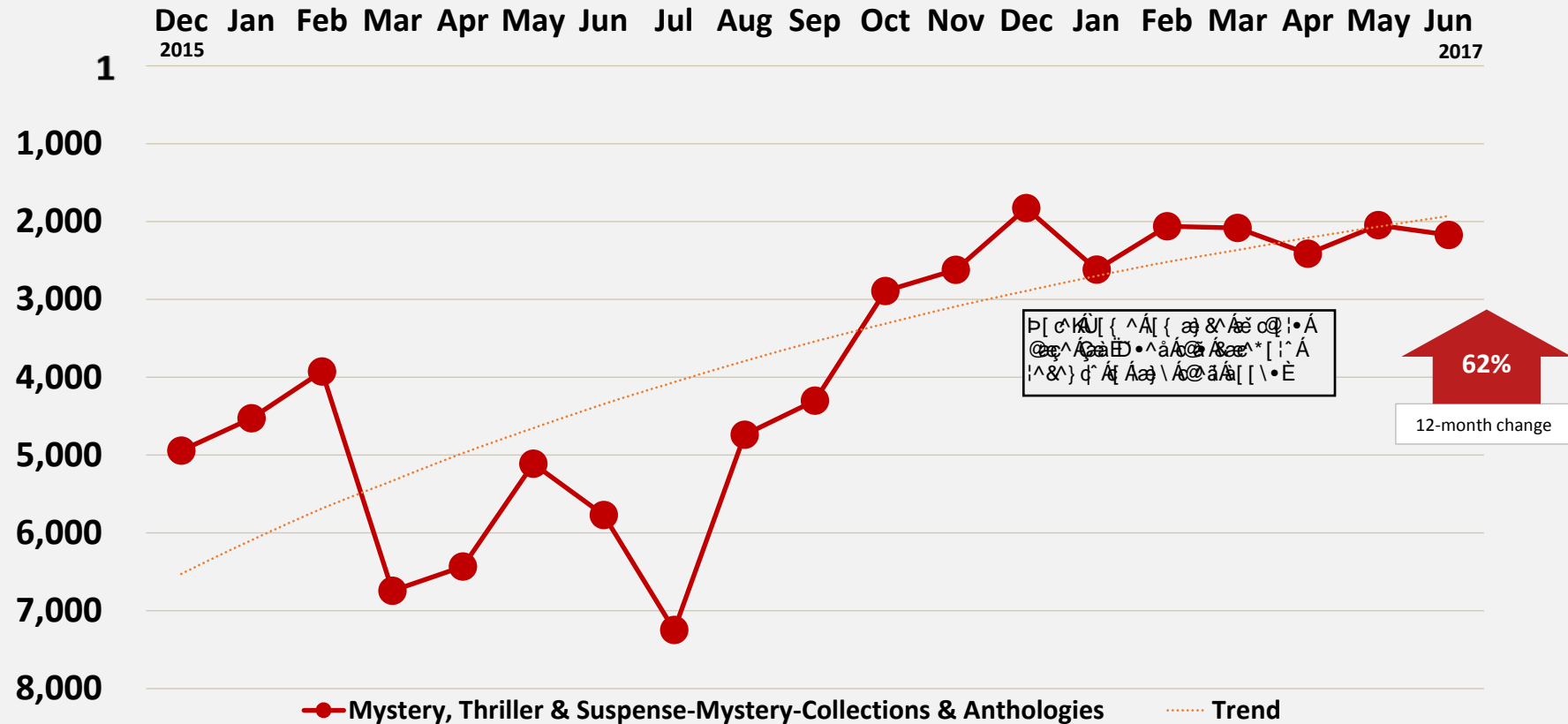
Crime Fiction has been trending lower than the other main MTS genres in recent months

Average Amazon Kindle Sales Rank of Top 20 Bestseller Positions Over Time



Within MTS, the bestseller list Mystery-Collections & Anthologies shows the highest 12-month sales rank improvement

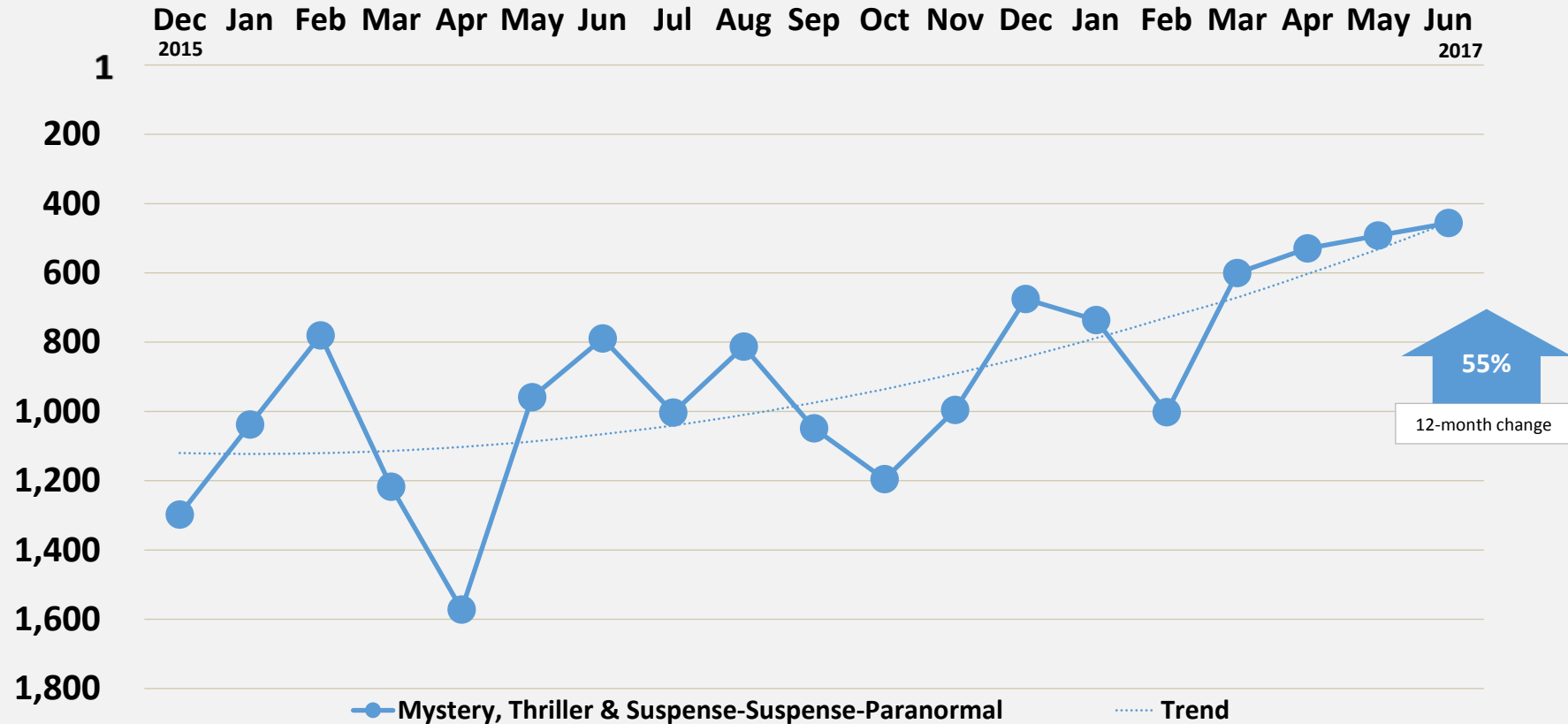
Average Amazon Kindle Sales Rank of Top 20 Bestseller Positions Over Time



Note: The 12-month change is calculated using the last three months' average compared to the three-month average of the period one year before

Paranormal Suspense exhibits a very positive development

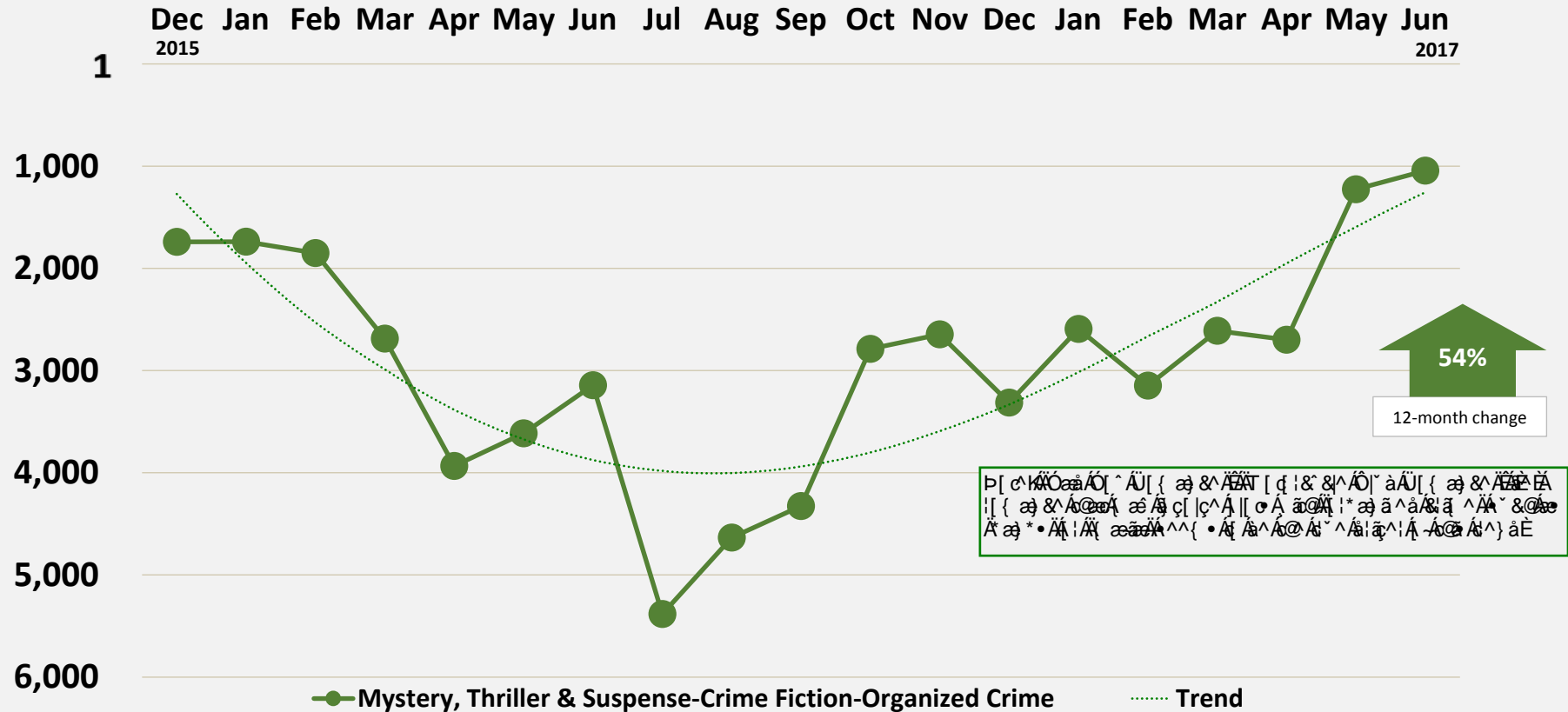
Average Amazon Kindle Sales Rank of Top 20 Bestseller Positions Over Time



Note: The 12-month change is calculated using the last three months' average compared to the three-month average of the period one year before

Crime Fiction-Organized Crime is on a positive trajectory

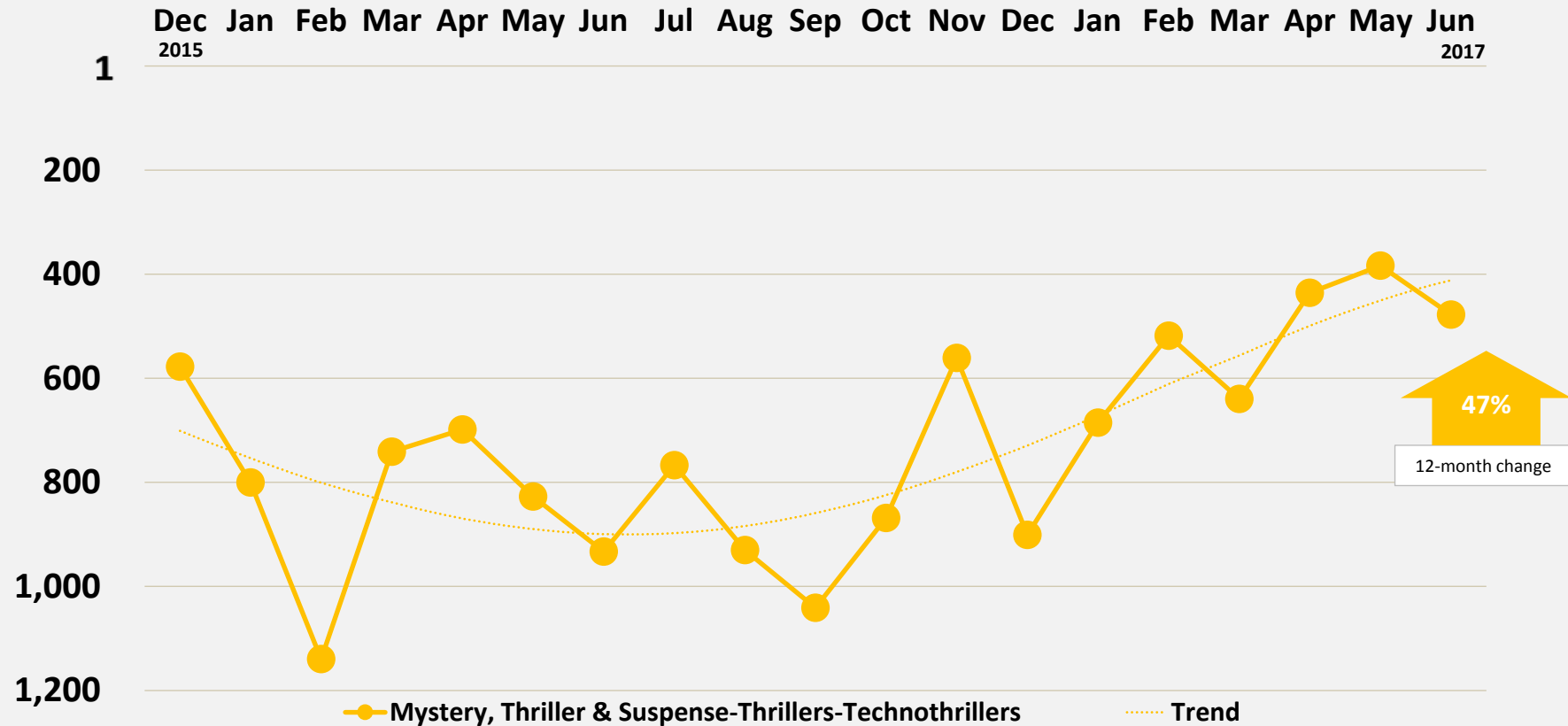
Average Amazon Kindle Sales Rank of Top 20 Bestseller Positions Over Time



Note: The 12-month change is calculated using the last three months' average compared to the three-month average of the period one year before

Also Technothrillers have seen a very strong upturn in sales

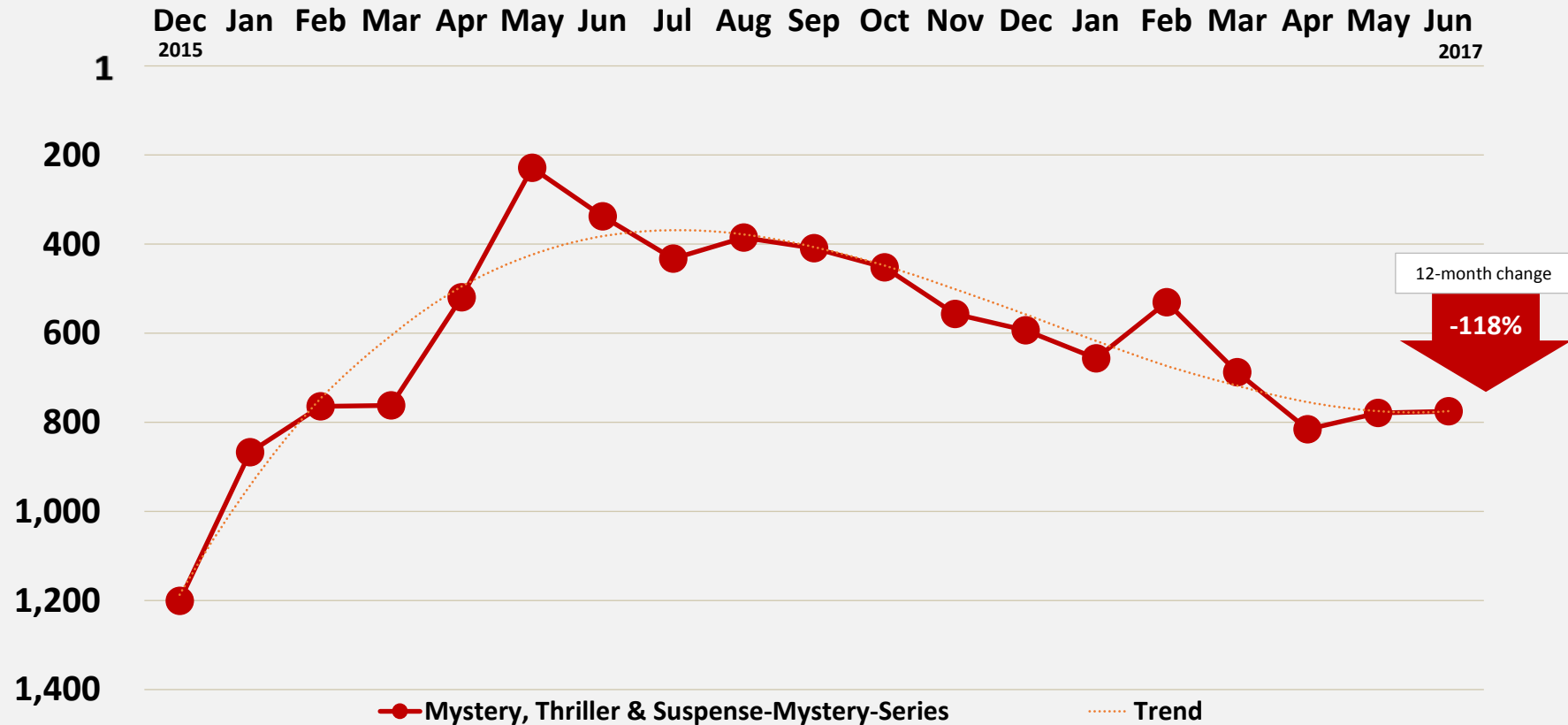
Average Amazon Kindle Sales Rank of Top 20 Bestseller Positions Over Time



Note: The 12-month change is calculated using the last three months' average compared to the three-month average of the period one year before

Within MTS, the bestseller list Mystery-Series shows the highest 12-month sales rank deterioration but its absolute sales level is still very high

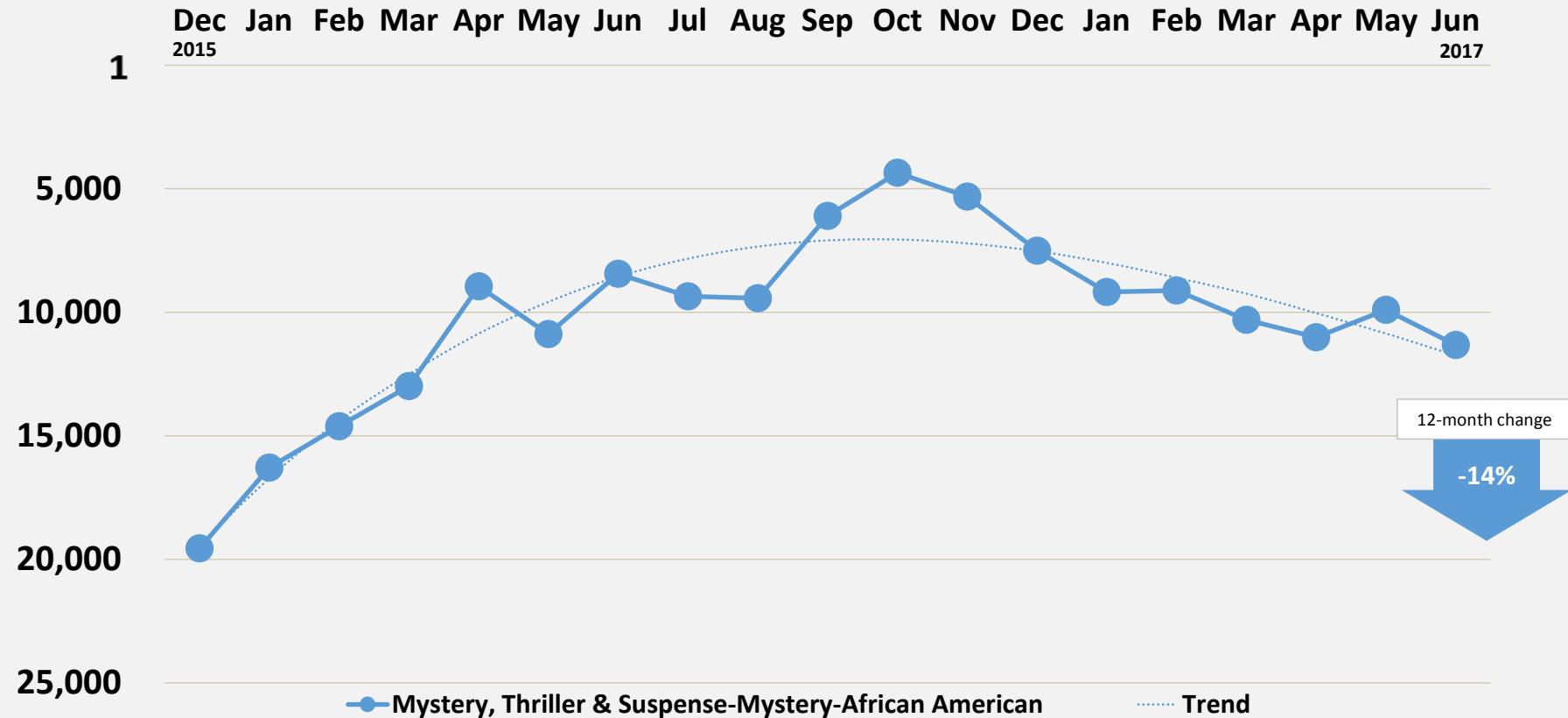
Average Amazon Kindle Sales Rank of Top 20 Bestseller Positions Over Time



Note: The 12-month change is calculated using the last three months' average compared to the three-month average of the period one year before

African American Mysteries exhibit a recent decline

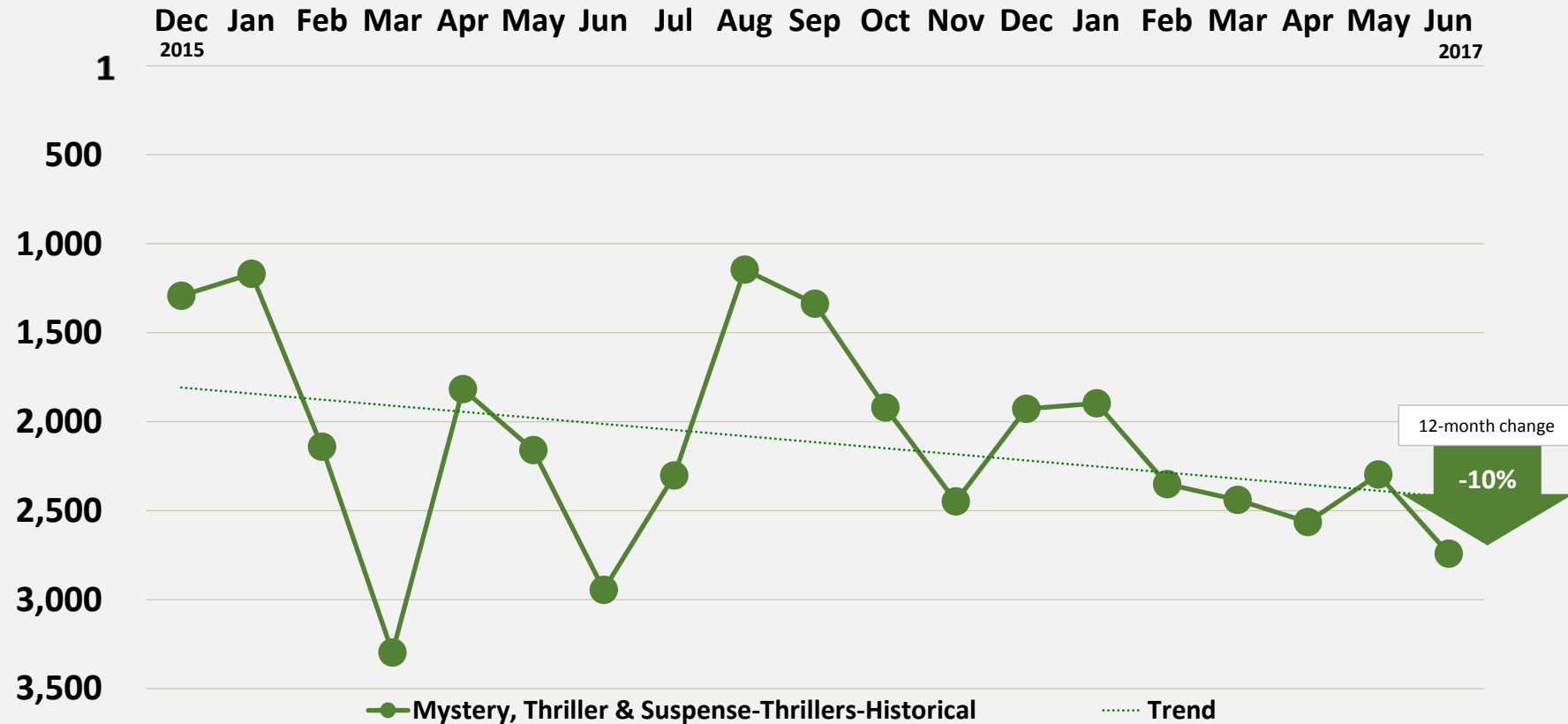
Average Amazon Kindle Sales Rank of Top 20 Bestseller Positions Over Time



Note: The 12-month change is calculated using the last three months' average compared to the three-month average of the period one year before

Also Historical Thrillers are on a slightly negative trajectory

Average Amazon Kindle Sales Rank of Top 20 Bestseller Positions Over Time



Note: The 12-month change is calculated using the last three months' average compared to the three-month average of the period one year before

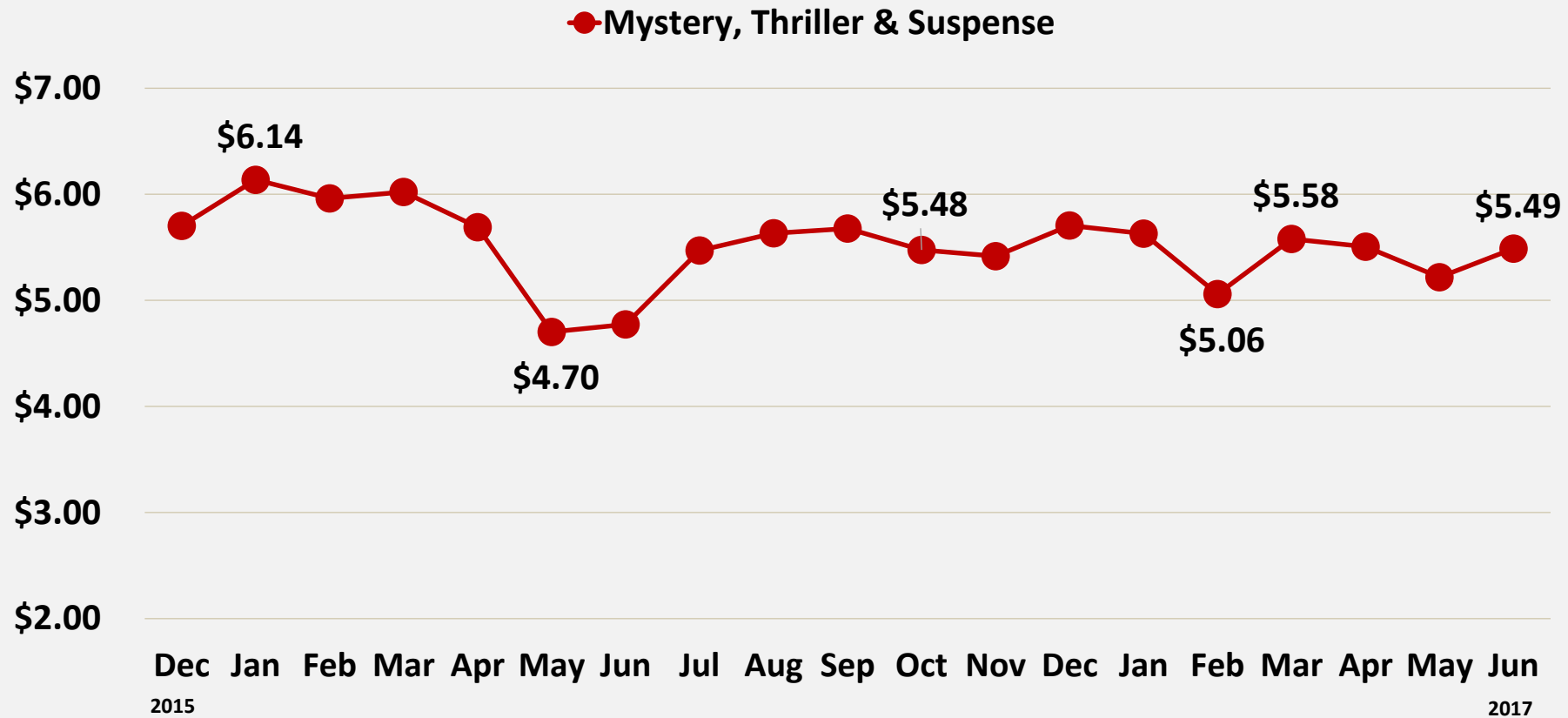
Price levels in MTS are in the medium to lower tier on Kindle

Average Prices Of The Top 100 Bestseller Positions In The Main Kindle Categories

ID	Category	Ø Price of Top 100 Titles	Graph	Index: Best = 100 Worst = 1	Category Position
30	Travel	\$10.34		100.0	1
25	Science & Math	\$9.29		86.2	2
21	Politics & Social Sciences	\$9.08		83.4	3
6	Computers & Technology	\$9.00		82.3	4
17	Medical eBooks	\$8.68		78.1	5
28	Sports & Outdoors	\$8.11		70.6	6
20	Parenting & Relationships	\$7.48		62.3	7
1	Arts & Photography	\$7.35		60.6	8
10	Engineering & Transportation	\$7.14		57.9	9
22	Reference	\$7.12		57.6	10
12	History	\$7.12		57.6	11
3	Business & Money	\$7.01		56.1	12
27	Self-Help	\$6.85		54.0	13
11	Health, Fitness & Dieting	\$6.71		52.2	14
14	Law	\$6.67		51.7	15
19	Nonfiction	\$6.56		50.3	16
2	Biographies & Memoirs	\$6.40		48.1	17
9	Education & Teaching	\$5.99		42.7	18
4	Children's eBooks	\$5.91		41.6	19
7	Cookbooks, Food & Wine	\$5.79		40.0	20
13	Humor & Entertainment	\$5.69		38.8	21
18	Mystery, Thriller & Suspense	\$5.49		36.1	22
5	Comics & Graphic Novels	\$4.96		29.2	23
8	Crafts, Hobbies & Home	\$4.89		28.2	24
29	Teen & Young Adult	\$4.43		22.2	25
26	Science Fiction & Fantasy	\$4.42		22.1	26
16	Literature & Fiction	\$4.34		20.9	27
15	Lesbian, Gay, Bisexual & Transgender eBooks	\$3.86		14.7	28
23	Religion & Spirituality	\$3.23		6.3	29
24	Romance	\$2.82		1.0	30

Over the last year, prices for MTS e-books have been trending in a stable price band

Average Prices Of The Top 100 Bestseller Positions Over Time



Competition is intense in MTS and stands at approx. 225,000 English Kindle titles

Number Of Available Titles In The Main Kindle Categories (English Language)

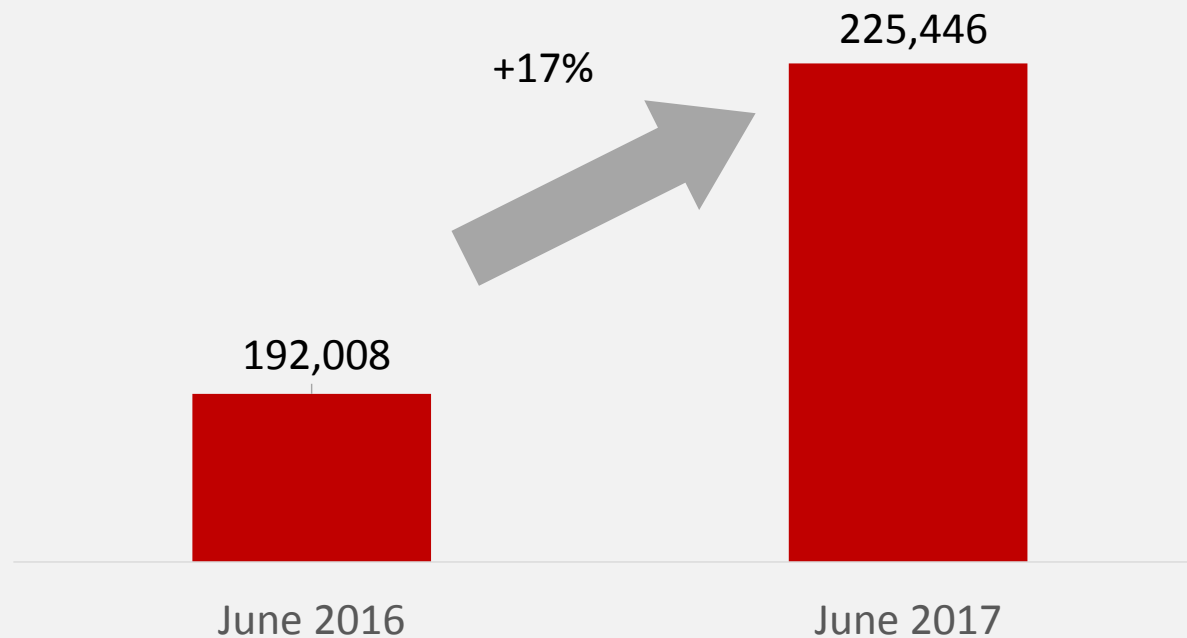
ID	Category	Number of Titles	Graph	Index: Best = 100 Worst = 1	Category Position
14	Law	47,334	■	100.0	1
10	Engineering & Transportation	65,679	■	99.0	2
30	Travel	67,009	■	99.0	3
6	Computers & Technology	70,012	■	98.8	4
20	Parenting & Relationships	71,194	■	98.7	5
7	Cookbooks, Food & Wine	72,782	■	98.7	6
28	Sports & Outdoors	74,379	■	98.6	7
8	Crafts, Hobbies & Home	86,817	■	97.9	8
17	Medical eBooks	103,266	■	97.1	9
13	Humor & Entertainment	103,280	■	97.1	10
22	Reference	106,609	■	96.9	11
15	Lesbian, Gay, Bisexual & Transgender eBooks	116,903	■	96.3	12
27	Self-Help	117,655	■	96.3	13
5	Comics & Graphic Novels	147,131	■	94.7	14
9	Education & Teaching	151,571	■	94.5	15
2	Biographies & Memoirs	176,851	■	93.2	16
1	Arts & Photography	213,159	■	91.3	17
29	Teen & Young Adult	221,972	■	90.8	18
18	Mystery, Thriller & Suspense	225,446	■	90.6	19
21	Politics & Social Sciences	237,811	■	90.0	20
3	Business & Money	238,588	■	89.9	21
25	Science & Math	249,328	■	89.3	22
26	Science Fiction & Fantasy	259,295	■	88.8	23
11	Health, Fitness & Dieting	271,155	■	88.2	24
12	History	278,766	■	87.8	25
4	Children's eBooks	343,990	■	84.4	26
24	Romance	363,632	■	83.3	27
23	Religion & Spirituality	440,166	■	79.3	28
16	Literature & Fiction	1,225,466	■	37.9	29
19	Nonfiction	1,925,011	■	1.0	30



E-book supply in MTS has grown by 17% in the last 12 months

Mystery, Thriller & Suspense

Number Of Available Kindle Titles in Category



Yet, there are MTS sub-markets that represent very small niches

Mystery, Thriller & Suspense

The Smallest Sub-Markets Measured By The Number Of Available Titles

ID	Sub-category	Sub-subcategory	Number of Titles	Graph
1566	Thrillers	Financial	775	
1553	Mystery	Series	1,063	
1543	Crime Fiction	Vigilante Justice	1,092	
1558	Suspense	Occult	1,200	
1538	Crime Fiction	Kidnapping	1,393	
1550	Mystery	LGBT	1,478	
1537	Crime Fiction	Heist	1,520	
1556	Suspense	Ghosts	1,527	
1573	Thrillers	Pulp	1,591	
1544	Mystery	African American	1,739	
1569	Thrillers	Medical	1,917	
1541	Crime Fiction	Organized Crime	2,336	
1542	Crime Fiction	Serial Killers	2,348	
1562	Thrillers	Assassinations	2,483	
1540	Crime Fiction	Noir	2,595	

15 smallest out of 43

In Fact, some MTS sub-markets show a very attractive sales-to-competition ratio

Mystery, Thriller & Suspense

The Top 10 Sub-Markets In MTS Measured By Sales-To-Competition Ratio

BOOK MARKET / NICHE			SALES VOLUME			COMPETITION		SALES-TO-COMP RATIO		"STRATEGY MAP"
ID	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Number of Titles	Graph2	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph3	Cluster
1553	Mystery	Series	775	119		1,063		112		Hot Cell
1543	Crime Fiction	Vigilante Justice	1,081	91		1,092		83		Hot Cell
1568	Thrillers	Legal	339	231		3,504		66		Hot Niche
1538	Crime Fiction	Kidnapping	1,352	76		1,393		54		Hot Cell
1537	Crime Fiction	Heist	1,334	77		1,520		50		Hot Cell
1563	Thrillers	Conspiracies	435	189		3,911		48		Hot Niche
1558	Suspense	Occult	2,316	49		1,200		41		Hot Cell
1541	Crime Fiction	Organized Crime	1,045	93		2,336		40		Hot Niche
1562	Thrillers	Assassinations	1,021	95		2,483		38		Hot Niche
1574	Thrillers	Technothrillers	478	175		4,614		38		Hot Niche

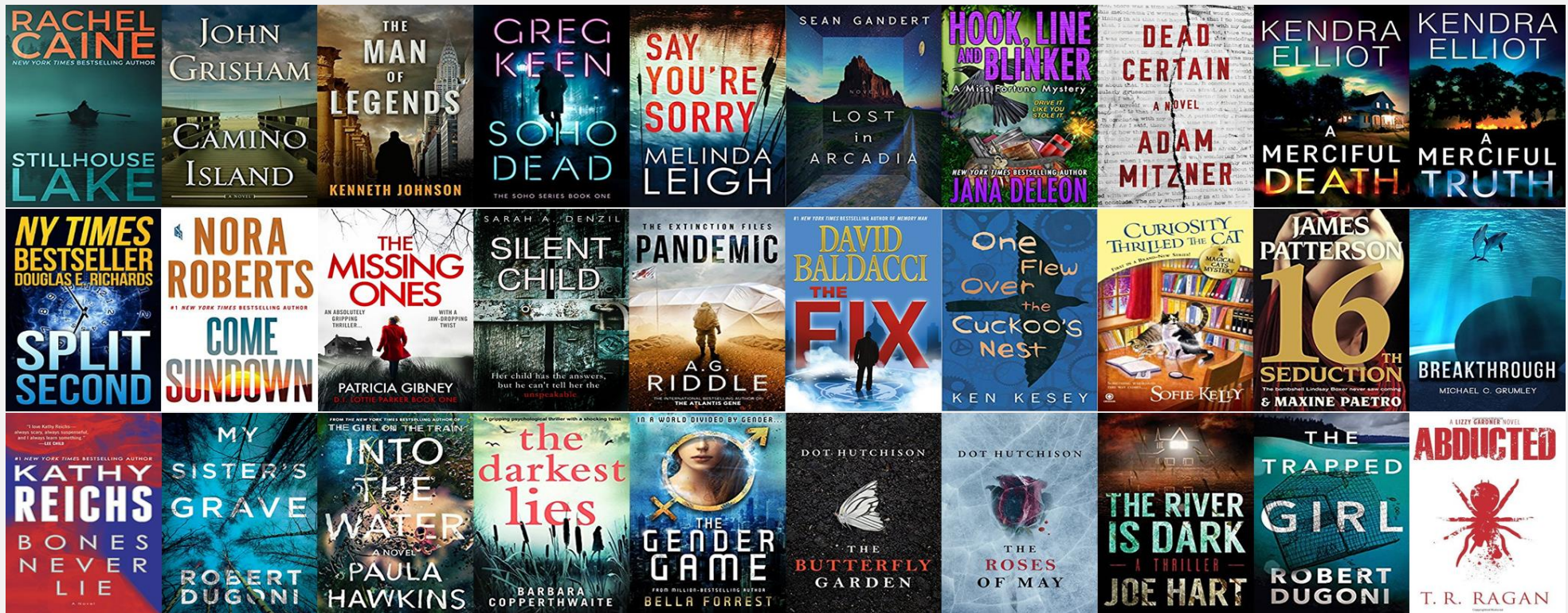
etc.

Top-selling cover art in Mystery, Thriller & Suspense

Mystery, Thriller & Suspense

Example Cover Art of Top 30 Bestsellers

June 2017



E-Book Genre Analysis | Page Length Distribution of Top 100 Titles

Market: **Mystery, Thriller & Suspense**



Top trending search words (keywords) used by Kindle readers on Amazon

Mystery, Thriller & Suspense

Estimated Search Volume Of Related Keywords On Amazon (Part 1)

Amazon Search Term

Estimated Monthly Search Volume

mystery books	303,488
thriller books	69,811
romantic suspense	68,363
murder mystery books	43,370
unsolved mysteries books	42,259
legal thrillers	39,818
suspense books	38,737
romantic suspense books	38,369
christian suspense	36,623
harlequin suspense	36,338
crime fiction	33,583
thriller series	30,848
spy thrillers	30,649
fbi thrillers	27,843
cozy mystery books	27,501
mysteries books	26,969
medical thrillers	25,894
mystery suspense	25,346
psychological thriller books	24,354
best thrillers	23,738
political thrillers	22,975
best sellers thrillers	21,835
unexplained mysteries book	19,431
kindle books mystery	19,371
kindle thrillers	19,145
christian suspense books	19,133
legal thriller	18,408
military thrillers	18,041

Source: Merchant Words, Analysis by K-lytics

Top trending search words (keywords) used by Kindle readers on Amazon

Mystery, Thriller & Suspense

Estimated Search Volume Of Related Keywords On Amazon (Part 2)

Amazon Search Term

Estimated Monthly Search Volume

thriller novels	17,965
new thrillers	17,958
christian mystery books	17,953
mystery chapter books	17,613
suspense novels	17,602
crime fiction books	17,198
kindle mystery books	16,819
murder mysteries books	15,867
thrillers kindle books	15,536
spy thriller books	15,099
cozy mysteries books	15,005
thaddeus murfee legal thriller series	14,924
romantic suspense kindle books	14,744
erotic thriller books	14,739
romantic thriller	14,582
mystery romance books	14,539
romantic suspense series	13,888
pavad fbi romantic suspense	13,380
romance suspense books	13,328
amish mystery books	13,298
a jack murphy thriller	13,172
true crime thrillers	13,134
mystery suspense books	13,003
best sellers suspense	12,997
british mystery books	12,986
economic thrillers	12,881

Source: Merchant Words, Analysis by K-lytics

Let's now examine which categories show the highest sales with the lowest competition...

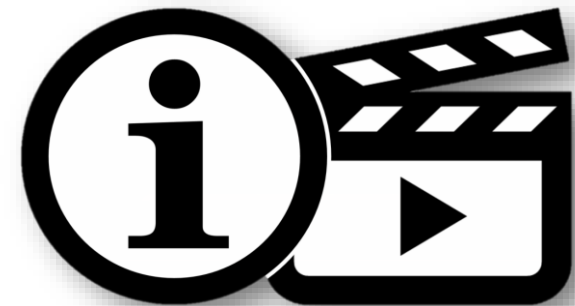
- The following map plots each of the **sub-categories** in the target genre and **further sub-sub-categories**
- The vertical position on the map represents **OPPORTUNITY** in terms of **SALES PERFORMANCE**
 - **Top** of the map = a high-selling sales rank = **GOOD**
 - **Bottom** of the map = lower levels of sales = **BAD**
- The horizontal position on the map represents **RISK** in terms of **DEGREE OF COMPETITION**
 - **Left** on the map = lower number of titles = less competition in the genre
 - **Right** on the map = higher number of titles = more competition in the genre
- Small book categories (i.e. “cells” or “niches”) can be found more to the left of the map; bigger mainstream book genres more to the right of the map.
- The green shaded areas represent book categories where the opportunity to risk ratio is the most favourable. Please find a list of names of the book genres that fall into these green zones in the back of document.
- The sales performance is based on the hourly sales rank of the top 20 titles in each of the sub- and sub-sub-categories on several days of observation - until average rankings stabilized



Do you want a brief tutorial video illustrating the K-lytics “Book Strategy Map” concept?



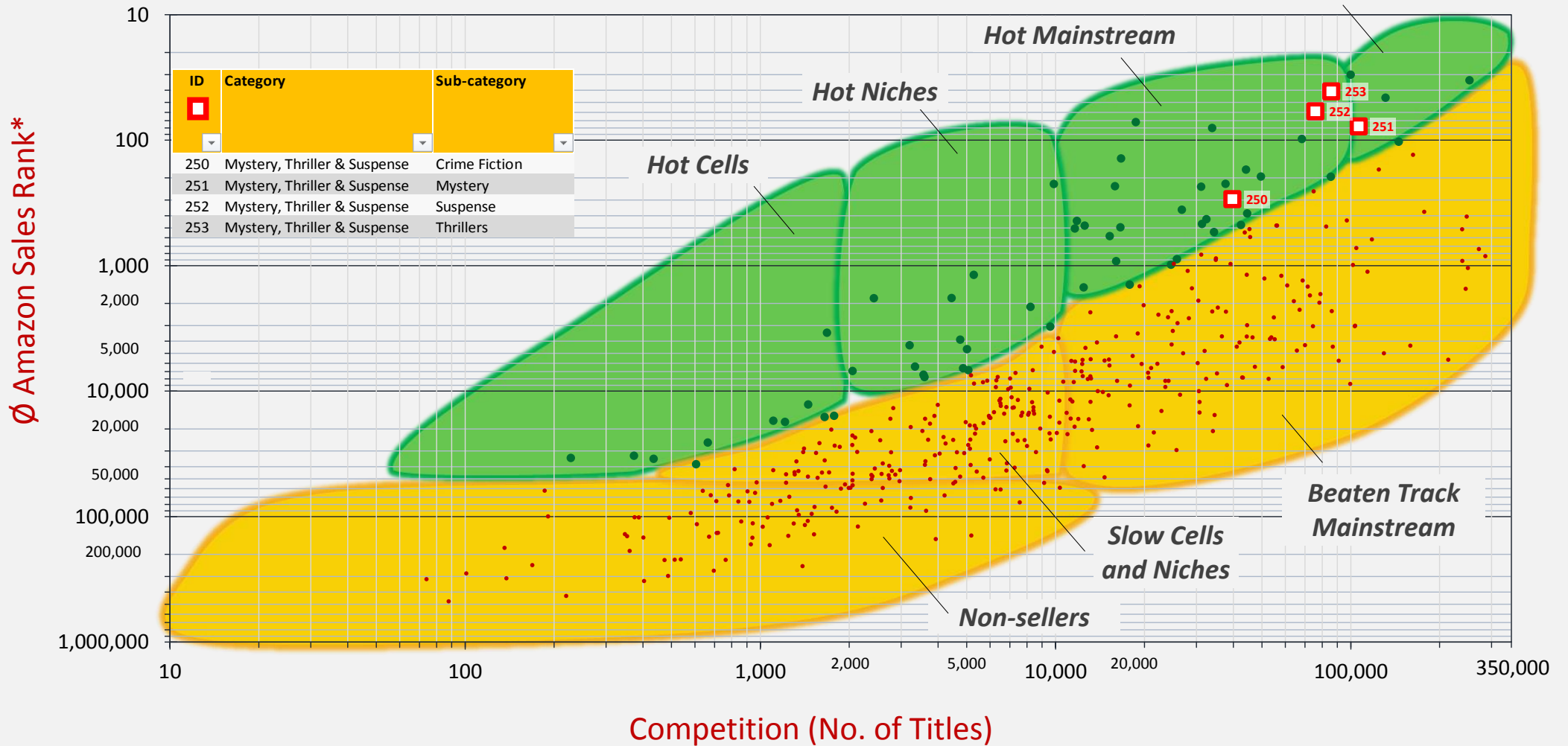
Click Here To Access Video:



Mystery, Thriller & Suspense sub-categories in the context of all 423 Kindle sub-categories

K-LYTICS STRATEGY MAP

Competitive Bestsellers

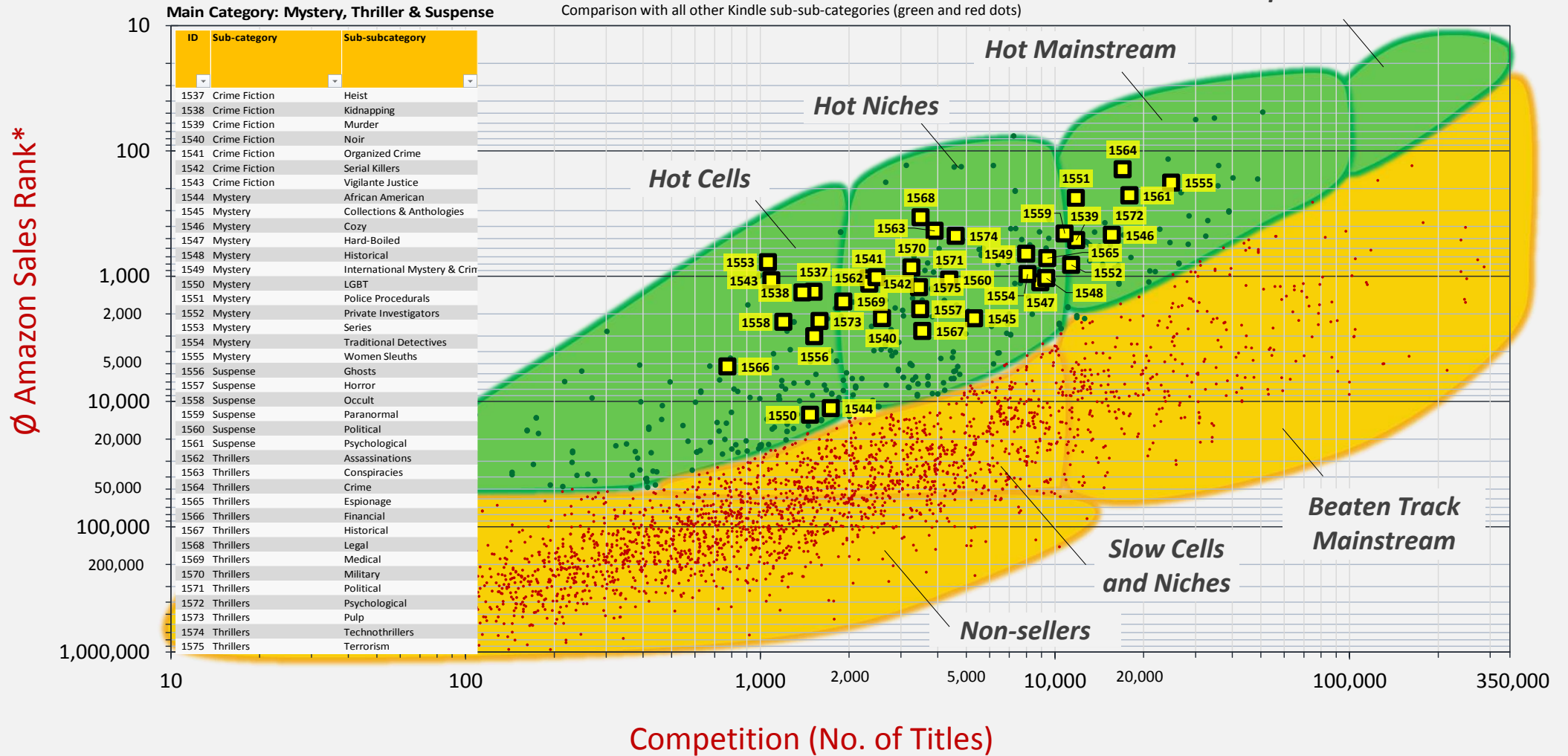


* Based on top 20 titles in each category monitored over several days

MTS broken down into its sub-subcategories

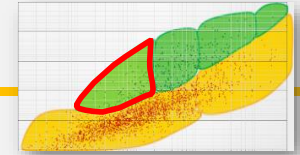
K-LYTICS STRATEGY MAP

Competitive Bestsellers



* Based on top 20 titles in each category monitored over several days

“Hot Cells” – Less than 2,000 titles in Category | high sales



Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME						PRICE REALIZATION			COMPETITION		EFFORT			SALES-TO-COMP RATIO		"STRATEGY MAP"
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster	
1553	Mystery, Thriller & Sus	Mystery	Series	775	118.6	■	99	626	■	\$3.30	■	\$0.99	1,063	■	400	■	111.6	■	Hot Cell	
1543	Mystery, Thriller & Sus	Crime Fiction	Vigilante Justice	1,081	90.8	■	112	562	■	\$2.11	■	\$0.99	1,092	■	592	■	83.1	■	Hot Cell	
1538	Mystery, Thriller & Sus	Crime Fiction	Kidnapping	1,352	75.9	■	85	684	■	\$2.85	■	\$0.99	1,393	■	494	■	54.5	■	Hot Cell	
1537	Mystery, Thriller & Sus	Crime Fiction	Heist	1,334	76.7	■	168	406	■	\$1.41	■	\$0.99	1,520	■	630	■	50.5	■	Hot Cell	
1558	Mystery, Thriller & Sus	Suspense	Occult	2,316	49.2	■	5	3,637	■	\$3.19	■	\$0.99	1,200	■	496	■	41.0	■	Hot Cell	
1569	Mystery, Thriller & Sus	Thrillers	Medical	1,596	66.4	■	21	1,575	■	\$5.06	■	\$0.99	1,917	■	377	■	34.6	■	Hot Cell	
1566	Mystery, Thriller & Sus	Thrillers	Financial	5,266	25.4	■	409	199	■	\$4.85	■	\$0.99	775	■	377	■	32.8	■	Hot Cell	
1573	Mystery, Thriller & Sus	Thrillers	Pulp	2,283	49.8	■	138	476	■	\$2.81	■	\$0.99	1,591	■	349	■	31.3	■	Hot Cell	
1556	Mystery, Thriller & Sus	Suspense	Ghosts	3,021	39.8	■	509	166	■	\$3.80	■	\$0.99	1,527	■	513	■	26.0	■	Hot Cell	
1550	Mystery, Thriller & Sus	Mystery	LGBT	12,795	8.7	■	3,447	36	■	\$4.71	■	\$0.99	1,478	■	328	■	5.9	■	Hot Cell	
1544	Mystery, Thriller & Sus	Mystery	African American	11,320	10.0	■	252	293	■	\$3.03	■	\$0.99	1,739	■	316	■	5.8	■	Hot Cell	

“Hot Niches” – 2,000 to 10,000 titles in Category | high sales



Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME						PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster
1568	Mystery, Thriller & Sus	Thrillers	Legal	339	230.5	■	5	3,501	■	\$5.85	■	\$0.99	3,504	■	371	■	65.8	■	Hot Niche
1563	Mystery, Thriller & Sus	Thrillers	Conspiracies	435	188.7	■	5	3,501	■	\$6.36	■	\$0.99	3,911	■	393	■	48.3	■	Hot Niche
1541	Mystery, Thriller & Sus	Crime Fiction	Organized Crime	1,045	93.3	■	115	552	■	\$2.34	■	\$0.99	2,336	■	623	■	40.0	■	Hot Niche
1562	Mystery, Thriller & Sus	Thrillers	Assassinations	1,021	95.1	■	116	546	■	\$5.66	■	\$0.99	2,483	■	348	■	38.3	■	Hot Niche
1574	Mystery, Thriller & Sus	Thrillers	Technothrillers	478	175.1	■	21	1,575	■	\$4.70	■	\$0.99	4,614	■	407	■	37.9	■	Hot Niche
1542	Mystery, Thriller & Sus	Crime Fiction	Serial Killers	1,148	86.5	■	82	698	■	\$3.21	■	\$0.99	2,348	■	326	■	36.8	■	Hot Niche
1570	Mystery, Thriller & Sus	Thrillers	Military	853	109.9	■	21	1,575	■	\$6.07	■	\$0.99	3,262	■	413	■	33.7	■	Hot Niche
1575	Mystery, Thriller & Sus	Thrillers	Terrorism	1,225	82.1	■	47	970	■	\$5.89	■	\$0.99	3,464	■	424	■	23.7	■	Hot Niche
1571	Mystery, Thriller & Sus	Thrillers	Political	1,067	91.8	■	110	572	■	\$6.60	■	\$0.99	4,388	■	341	■	20.9	■	Hot Niche
1560	Mystery, Thriller & Sus	Suspense	Political	1,070	91.6	■	107	582	■	\$6.51	■	\$0.99	4,388	■	341	■	20.9	■	Hot Niche
1540	Mystery, Thriller & Sus	Crime Fiction	Noir	2,164	52.0	■	206	344	■	\$3.27	■	\$0.99	2,595	■	344	■	20.0	■	Hot Niche
1557	Mystery, Thriller & Sus	Suspense	Horror	1,837	59.3	■	96	636	■	\$4.51	■	\$0.99	3,497	■	598	■	17.0	■	Hot Niche
1549	Mystery, Thriller & Sus	Mystery	International Mystery & Crin	663	134.5	■	42	1,041	■	\$6.82	■	\$0.99	7,998	■	407	■	16.8	■	Hot Niche
1565	Mystery, Thriller & Sus	Thrillers	Espionage	719	126.1	■	75	738	■	\$6.01	■	\$0.99	9,430	■	416	■	13.4	■	Hot Niche
1554	Mystery, Thriller & Sus	Mystery	Traditional Detectives	964	99.6	■	175	393	■	\$4.89	■	\$0.99	8,080	■	317	■	12.3	■	Hot Niche
1567	Mystery, Thriller & Sus	Thrillers	Historical	2,742	43.0	■	223	323	■	\$6.96	■	\$0.99	3,552	■	443	■	12.1	■	Hot Niche
1548	Mystery, Thriller & Sus	Mystery	Historical	1,039	93.8	■	86	677	■	\$3.93	■	\$0.99	9,358	■	383	■	10.0	■	Hot Niche
1547	Mystery, Thriller & Sus	Mystery	Hard-Boiled	1,121	88.2	■	96	638	■	\$3.17	■	\$0.99	8,935	■	331	■	9.9	■	Hot Niche
1545	Mystery, Thriller & Sus	Mystery	Collections & Anthologies	2,172	51.8	■	491	171	■	\$1.54	■	\$0.99	5,325	■	914	■	9.7	■	Hot Niche

Mystery, Thriller & Suspense

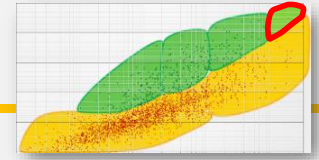
“Hot Mainstream” – 10,000 to 100,000 titles in Category | high sales



Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME						PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"
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1564	Mystery, Thriller & Sus	Thrillers	Crime	141	468.3	█	4	3,958	█	\$6.59	█	\$0.99	16,994	█	387	█	27.6	█	Hot Mainstream
1551	Mystery, Thriller & Sus	Mystery	Police Procedurals	238	306.9	█	16	1,854	█	\$4.39	█	\$0.99	11,795	█	390	█	26.0	█	Hot Mainstream
1572	Mystery, Thriller & Sus	Thrillers	Psychological	226	319.3	█	13	2,039	█	\$5.03	█	\$0.99	17,916	█	354	█	17.8	█	Hot Mainstream
1561	Mystery, Thriller & Sus	Suspense	Psychological	227	318.4	█	13	2,039	█	\$5.13	█	\$0.99	17,916	█	357	█	17.8	█	Hot Mainstream
1559	Mystery, Thriller & Sus	Suspense	Paranormal	456	181.7	█	5	3,637	█	\$4.02	█	\$0.99	10,799	█	447	█	16.8	█	Hot Mainstream
1555	Mystery, Thriller & Sus	Mystery	Women Sleuths	179	384.8	█	6	3,164	█	\$4.27	█	\$0.99	24,834	█	352	█	15.5	█	Hot Mainstream
1539	Mystery, Thriller & Sus	Crime Fiction	Murder	516	164.7	█	72	754	█	\$3.27	█	\$0.99	11,819	█	525	█	13.9	█	Hot Mainstream
1546	Mystery, Thriller & Sus	Mystery	Cozy	469	177.8	█	57	868	█	\$2.41	█	\$0.99	15,635	█	268	█	11.4	█	Hot Mainstream
253	Mystery, Thriller & Sus	Thrillers		41	926.8	█	2	3,373	█	\$4.93	█	\$0.99	86,051	█	387	█	10.8	█	Hot Mainstream
252	Mystery, Thriller & Sus	Suspense		59	785.8	█	2	3,373	█	\$6.16	█	\$0.99	76,020	█	388	█	10.3	█	Hot Mainstream
1552	Mystery, Thriller & Sus	Mystery	Private Investigators	814	114.1	█	19	1,672	█	\$3.65	█	\$0.99	11,369	█	360	█	10.0	█	Hot Mainstream
250	Mystery, Thriller & Sus	Crime Fiction		295	259.7	█	10	1,764	█	\$4.83	█	\$0.99	39,791	█	429	█	6.5	█	Hot Mainstream

“Competitive Bestseller” – More than 100,000 titles | very high sales



Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME						PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"
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251	Mystery, Thriller & Sus	Mystery		78	694.4		9	1,852		\$4.64		\$0.99	106,554		372		6.5		ompetitive Bestseller

“Beaten Track Mainstream” – 10,000 to 100,000 titles | low to medium sales

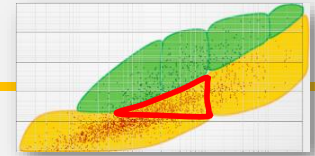


Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME					PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"	
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--- None found for this main category ---

“Slow Cells and Niches” – Less than 10,000 titles | low sales

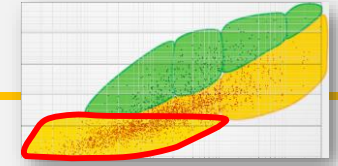


Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME					PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"	
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--- None found for this main category ---

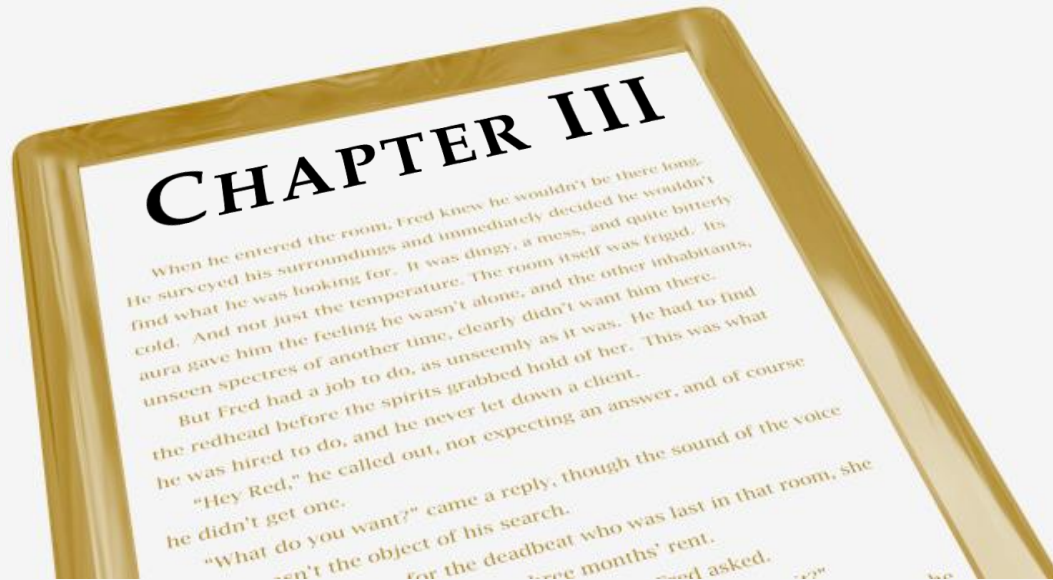
“Non-seller” – Sales Rank worse than 50,000



Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME					PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"	
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--- None found for this main category ---



Research Results: MTS in Other Categories

Part 2 - Other categories related to **Mystery, Thriller & Suspense**

Mystery, Thriller & Suspense on Amazon Kindle

Categories

Main Kindle
Category Mystery,
Thriller &

**10 other main
categories that
contain MTS**

Sub-categories

4

7

Sub-sub-categories

39

43

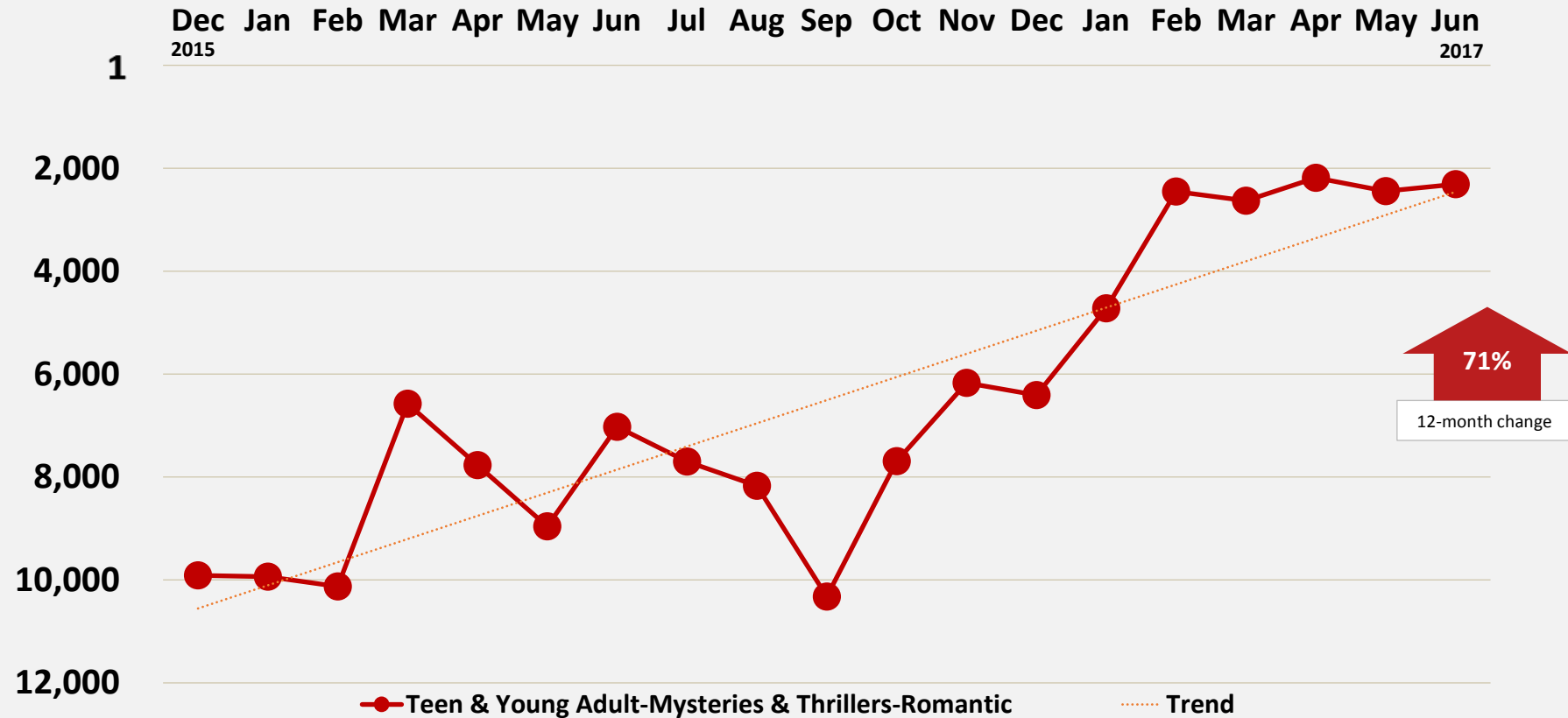
Mystery, Thriller & Suspense related sub-markets can be found in 10 other main Kindle categories

Average Sales Of The Main Kindle Categories (Top 100 Bestseller Positions)

ID	Category	Ø Sales Rank of Top 100 Titles	Estimated Sales per Day per Top 100 Title	Graph	Index: Best = 100 Worst = 1	Category Position
16	Literature & Fiction	126	517		100.0	1
24	Romance	138	480		92.9	2
18	Mystery, Thriller & Suspense	205	349		67.6	3
26	Science Fiction & Fantasy	363	220		42.6	4
29	Teen & Young Adult	550	157		30.5	5
19	Nonfiction	718	127		24.6	6
23	Religion & Spirituality	1,348	76		14.7	7
2	Biographies & Memoirs	1,382	74		14.4	8
4	Children's eBooks	1,588	67		12.9	9
3	Business & Money	1,992	55		10.7	10
11	Health, Fitness & Dieting	2,160	52		10.0	11
15	Lesbian, Gay, Bisexual & Transgender eBooks	2,365	48		9.3	12
27	Self-Help	2,558	45		8.8	13
12	History	2,998	40		7.7	14
21	Politics & Social Sciences	3,257	37		7.2	15
13	Humor & Entertainment	4,260	30		5.8	16
25	Science & Math	4,825	27		5.2	17
5	Comics & Graphic Novels	5,339	25		4.8	18
7	Cookbooks, Food & Wine	6,173	22		4.3	19
20	Parenting & Relationships	7,256	19		3.8	20
30	Travel	8,298	17		3.4	21
22	Reference	9,370	16		3.1	22
28	Sports & Outdoors	9,485	16		3.0	23
17	Medical eBooks	11,903	12		2.4	24
9	Education & Teaching	12,986	11		2.2	25
6	Computers & Technology	13,137	11		2.1	26
8	Crafts, Hobbies & Home	13,247	11		2.1	27
1	Arts & Photography	15,925	9		1.7	28
10	Engineering & Transportation	25,048	5		1.0	29
14	Law	25,232	5		1.0	30

Within other main categories, the bestseller list Teen & Young Adult-Mysteries & Thrillers-Romantic shows the highest 12-month sales rank improvement

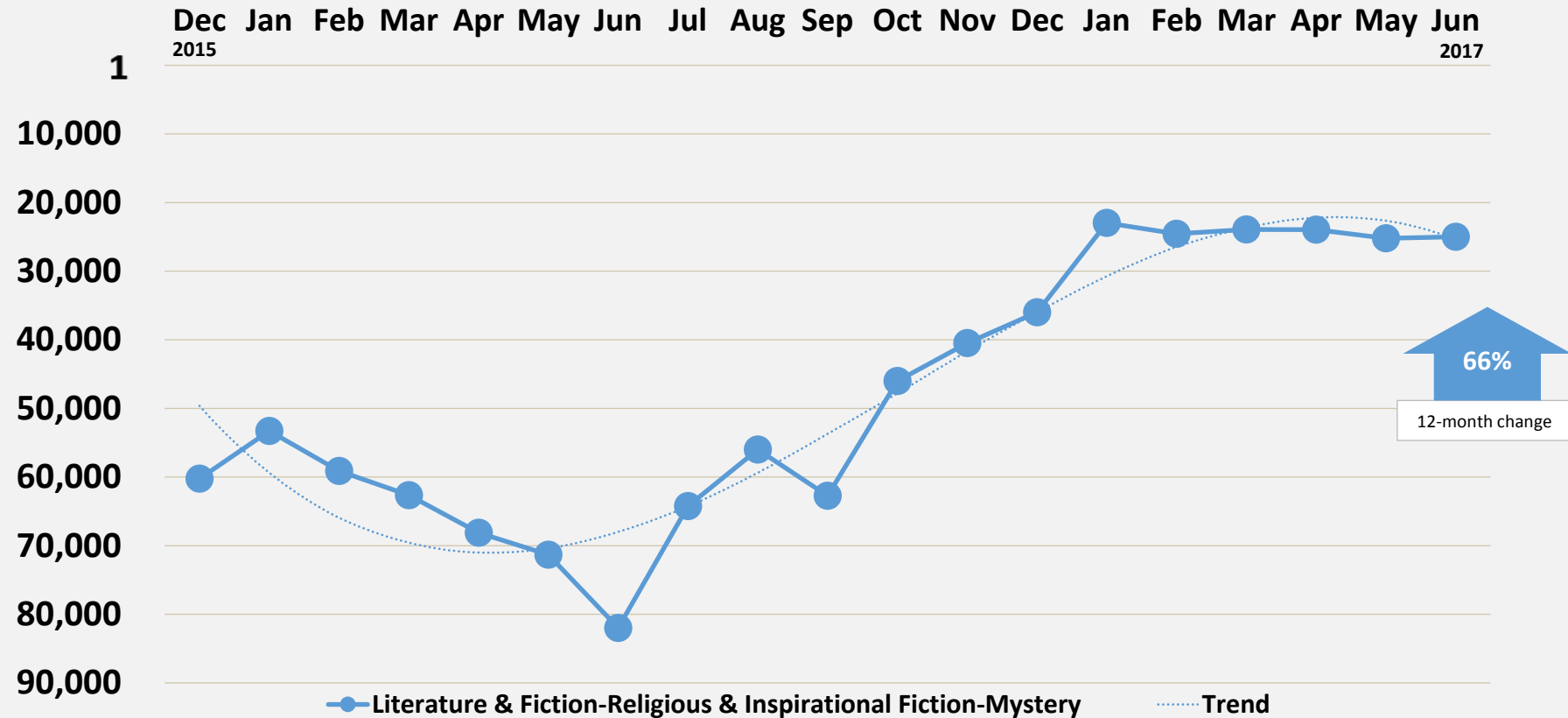
Average Amazon Kindle Sales Rank of Top 20 Bestseller Positions Over Time



Note: The 12-month change is calculated using the last three months' average compared to the three-month average of the period one year before

Also Religious & Inspirational Mystery exhibits a very positive development (though the absolute sales level is still fairly low)

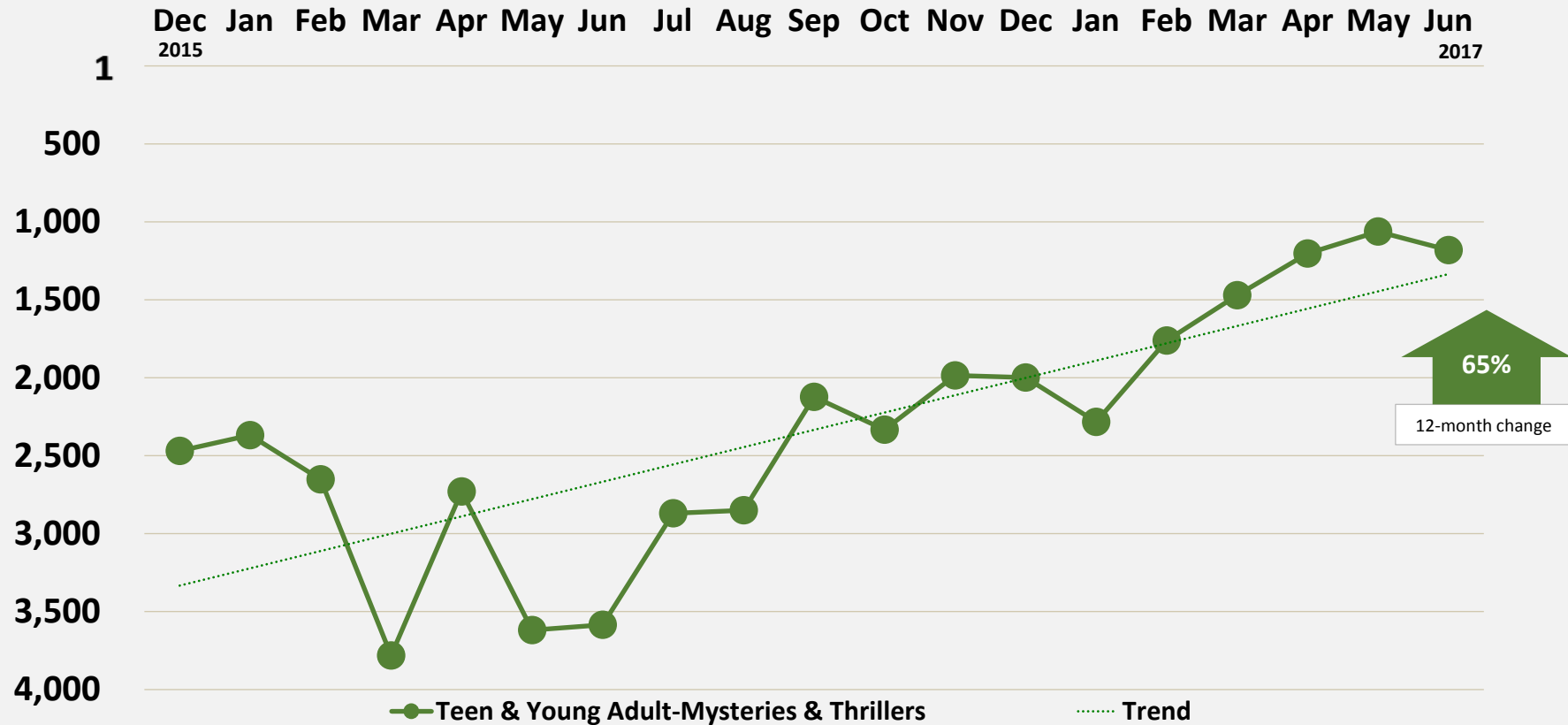
Average Amazon Kindle Sales Rank of Top 20 Bestseller Positions Over Time



Note: The 12-month change is calculated using the last three months' average compared to the three-month average of the period one year before

Mysteries & Thrillers for Teen & Young Adult audiences are on an upward trajectory

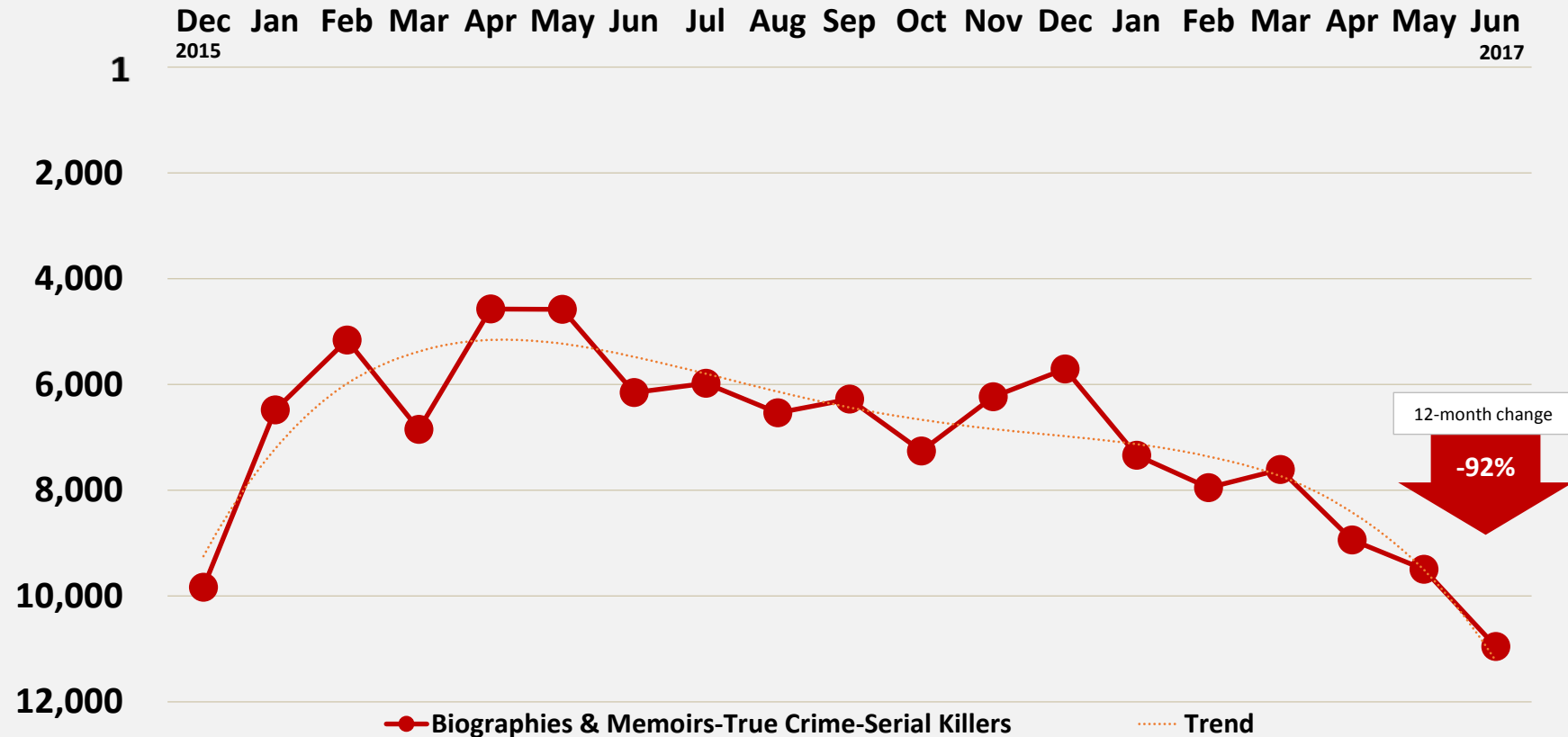
Average Amazon Kindle Sales Rank of Top 20 Bestseller Positions Over Time



Note: The 12-month change is calculated using the last three months' average compared to the three-month average of the period one year before

By contrast, the bestseller list Biographies & Memoirs-True Crime-Serial Killers shows the highest 12-month sales rank deterioration

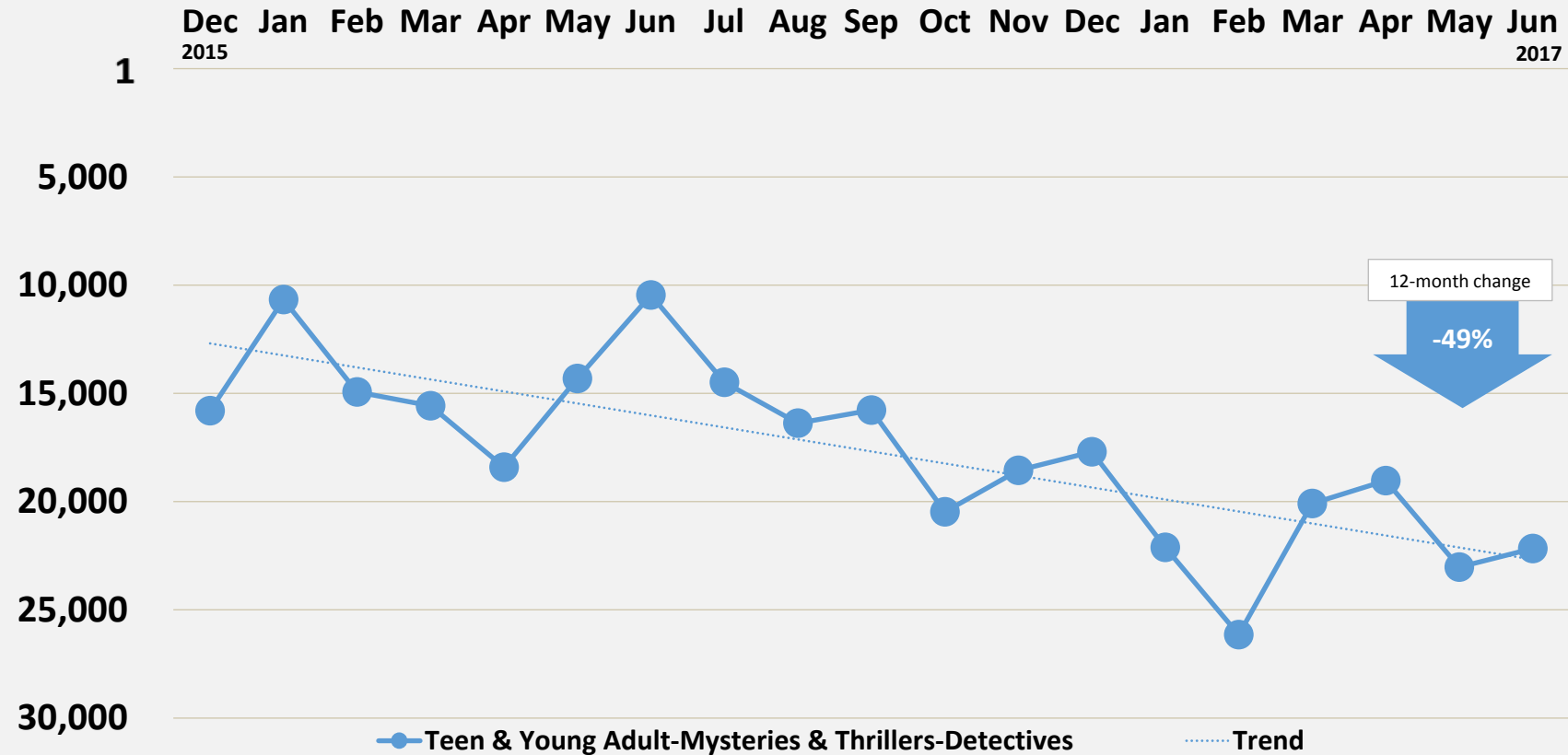
Average Amazon Kindle Sales Rank of Top 20 Bestseller Positions Over Time



Note: The 12-month change is calculated using the last three months' average compared to the three-month average of the period one year before

Teen & YA detective stories seem to have lost some popularity

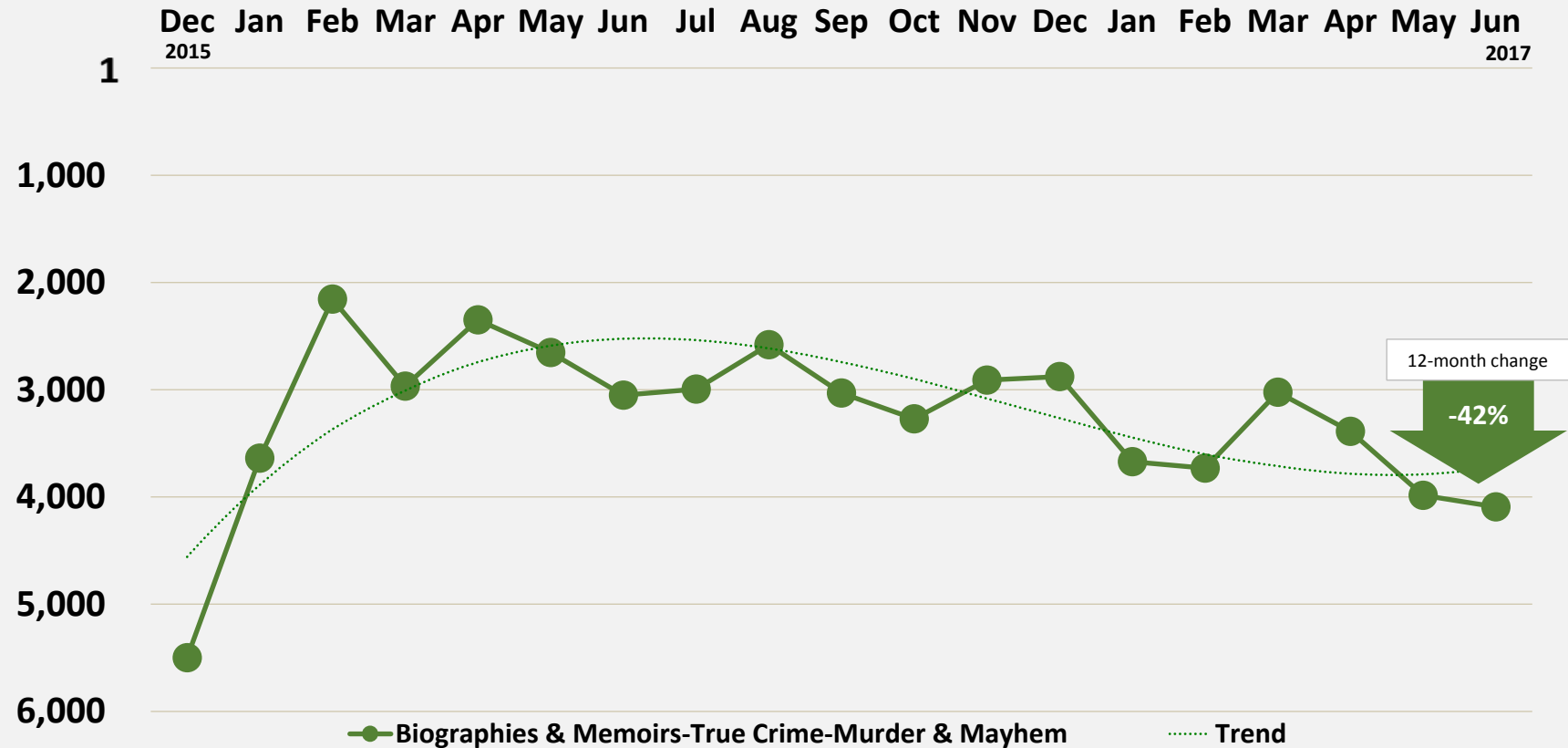
Average Amazon Kindle Sales Rank of Top 20 Bestseller Positions Over Time



Note: The 12-month change is calculated using the last three months' average compared to the three-month average of the period one year before

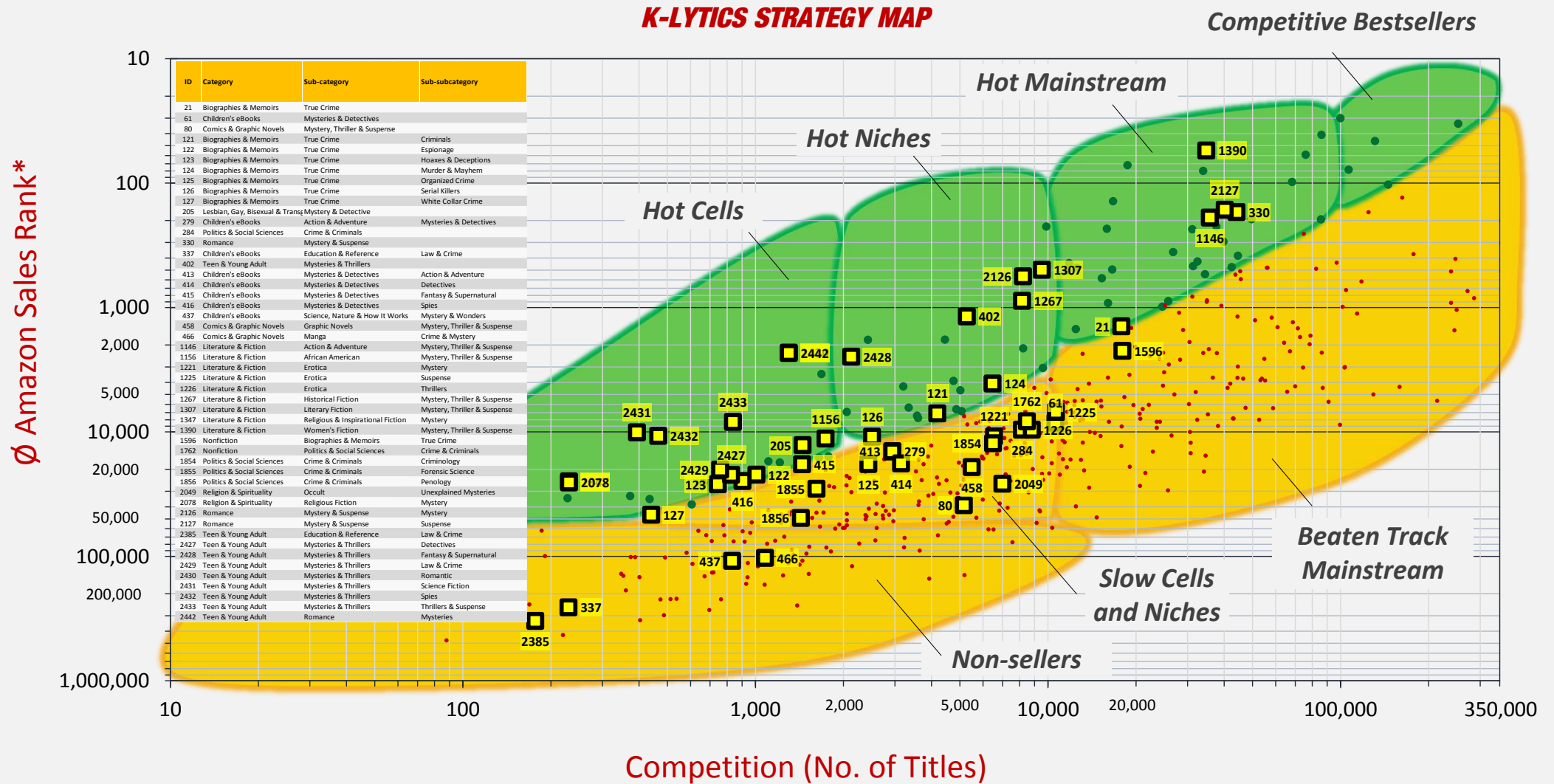
Also True Crime-Murder & Mayhem is on a negative trajectory

Average Amazon Kindle Sales Rank of Top 20 Bestseller Positions Over Time



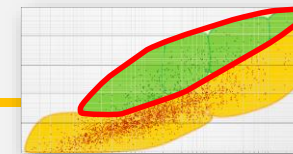
Note: The 12-month change is calculated using the last three months' average compared to the three-month average of the period one year before

Other MTS related sub-markets in the context of all 423 Kindle sub-categories



* Based on top 20 titles in each category monitored over several days

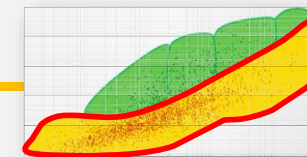
Other main categories offer a whole number of MTS sub-markets in the Green Zone of the map



Sorted by most favorable Sales-to-Competition Ratio

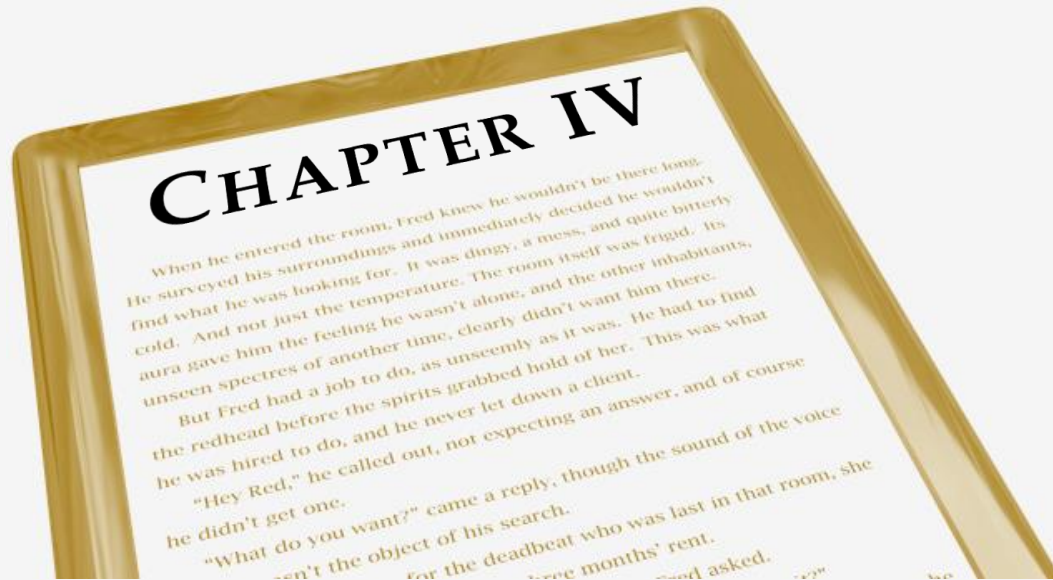
BOOK MARKET / NICHE				SALES VOLUME						PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"
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2430	Teen & Young Adult	Mysteries & Thrillers	Romantic	2,311	49.3		80	707		\$4.23		\$0.99	1,303		376		37.8		Hot Cell
2442	Teen & Young Adult	Romance	Mysteries	2,327	49.0		81	705		\$4.05		\$0.99	1,303		376		37.6		Hot Cell
2431	Teen & Young Adult	Mysteries & Thrillers	Science Fiction	10,098	11.5		1,183	84		\$3.10		\$0.99	394		352		29.2		Hot Cell
1390	Literature & Fiction	Women's Fiction	Mystery, Thriller & Suspense	55	886.2		6	3,378		\$3.20		\$0.99	34,815		356		25.5		Hot Mainstream
2432	Teen & Young Adult	Mysteries & Thrillers	Spies	10,788	10.6		846	111		\$4.52		\$0.99	466		347		22.8		Hot Cell
2428	Teen & Young Adult	Mysteries & Thrillers	Fantasy & Supernatural	2,489	46.5		75	738		\$4.77		\$0.99	2,129		428		21.8		Hot Niche
2433	Teen & Young Adult	Mysteries & Thrillers	Thrillers & Suspense	8,328	17.6		692	130		\$5.05		\$0.99	839		386		21.0		Hot Cell
2126	Romance	Mystery & Suspense	Mystery	563	153.4		7	3,069		\$4.74		\$0.99	8,228		334		18.6		Hot Niche
1307	Literature & Fiction	Literary Fiction	Mystery, Thriller & Suspense	499	169.2		60	840		\$7.05		\$0.99	9,545		448		17.7		Hot Niche
1347	Literature & Fiction	Religious & Inspiration	Mystery	25,006	3.9		2,152	52		\$2.89		\$0.99	231		341		16.9		Hot Cell
2078	Religion & Spirituality	Religious Fiction	Mystery	25,584	3.8		2,490	46		\$2.72		\$0.99	231		327		16.4		Hot Cell
402	Teen & Young Adult	Mysteries & Thrillers		1,182	84.5		84	672		\$4.76		\$0.99	5,287		429		16.0		Hot Niche
1267	Literature & Fiction	Historical Fiction	Mystery, Thriller & Suspense	884	106.8		85	682		\$5.47		\$0.99	8,166		382		13.1		Hot Niche
1146	Literature & Fiction	Action & Adventure	Mystery, Thriller & Suspense	190	367.4		5	3,637		\$7.29		\$0.99	35,783		381		10.3		Hot Mainstream
2127	Romance	Mystery & Suspense	Suspense	164	413.3		7	3,069		\$4.05		\$0.99	40,260		363		10.3		Hot Mainstream
330	Romance	Mystery & Suspense		171	402.8		9	1,852		\$3.20		\$0.99	44,166		437		9.1		Hot Mainstream
205	Lesbian, Gay, Bisexual	Mystery & Detective		12,783	11.2		966	100		\$4.22		\$0.99	1,452		361		7.7		Hot Cell
2429	Teen & Young Adult	Mysteries & Thrillers	Law & Crime	20,109	5.1		3,357	37		\$6.39		\$0.99	759		372		6.7		Hot Cell
1156	Literature & Fiction	African American	Mystery, Thriller & Suspense	11,342	10.0		262	284		\$3.35		\$0.99	1,739		329		5.8		Hot Cell
2427	Teen & Young Adult	Mysteries & Thrillers	Detectives	22,166	4.5		3,560	35		\$5.41		\$0.99	827		382		5.4		Hot Cell
123	Biographies & Memoirs	True Crime	Hoaxes & Deceptions	26,348	3.7		6,164	22		\$6.53		\$0.99	745		291		4.9		Hot Cell
124	Biographies & Memoirs	True Crime	Murder & Mayhem	4,093	31.1		305	251		\$5.36		\$0.99	6,474		342		4.8		Hot Niche
121	Biographies & Memoirs	True Crime	Criminals	7,108	20.0		1,334	77		\$5.72		\$0.99	4,193		320		4.8		Hot Niche
122	Biographies & Memoirs	True Crime	Espionage	22,100	4.5		1,710	63		\$7.44		\$0.99	1,009		335		4.5		Hot Cell
416	Children's eBooks	Mysteries & Detectives	Spies	24,861	3.9		3,728	34		\$5.86		\$0.99	904		252		4.3		Hot Cell
127	Biographies & Memoirs	True Crime	White Collar Crime	46,419	1.9		4,870	27		\$9.38		\$0.99	441		385		4.2		Hot Cell
126	Biographies & Memoirs	True Crime	Serial Killers	10,953	10.4		1,945	57		\$4.02		\$0.99	2,508		353		4.2		Hot Niche
21	Biographies & Memoirs	True Crime		1,417	73.0		67	743		\$5.90		\$0.99	17,830		328		4.1		Hot Mainstream

The rest of the MTS sub-markets from other categories are in the Orange Zone



Sorted by most favorable Sales-to-Competition Ratio

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415	Children's eBooks	Mysteries & Detectives	Fantasy & Supernatural	18,218	5.7		2,529	46		\$6.63		\$0.99	1,445		322		3.9		Slow Cell
1596	Nonfiction	Biographies & Memoirs	True Crime	2,236	50.6		268	279		\$5.38		\$0.99	17,979		322		2.8		On Track Mainstream
279	Children's eBooks	Action & Adventure	Mysteries & Detectives	14,307	7.6		218	329		\$6.98		\$1.73	2,940		277		2.6		Slow Niche
413	Children's eBooks	Mysteries & Detectives	Action & Adventure	14,407	7.5		215	333		\$7.12		\$1.99	2,940		279		2.6		Slow Niche
125	Biographies & Memoirs	True Crime	Organized Crime	18,164	5.7		805	115		\$7.58		\$0.99	2,434		292		2.3		Slow Niche
1762	Nonfiction	Politics & Social Science	Crime & Criminals	8,218	17.8		1,892	58		\$7.06		\$0.99	8,483		302		2.1		Slow Niche
1855	Politics & Social Science	Crime & Criminals	Forensic Science	28,688	3.3		2,321	49		\$4.07		\$1.99	1,620		174		2.0		Slow Cell
1225	Literature & Fiction	Erotica	Suspense	6,925	20.4		88	671		\$2.13		\$0.99	10,658		299		1.9		On Track Mainstream
284	Politics & Social Science	Crime & Criminals		9,605	15.5		2,197	51		\$7.34		\$0.99	8,158		335		1.9		Slow Niche
414	Children's eBooks	Mysteries & Detectives	Detectives	17,935	5.8		3,061	39		\$5.23		\$0.99	3,151		223		1.8		Slow Niche
1226	Literature & Fiction	Erotica	Thrillers	9,601	15.7		88	671		\$2.00		\$0.99	8,811		354		1.8		Slow Niche
61	Children's eBooks	Mysteries & Detectives		8,410	17.2		316	246		\$5.70		\$0.99	10,623		279		1.6		On Track Mainstream
1221	Literature & Fiction	Erotica	Mystery	10,872	10.5		88	671		\$1.81		\$0.99	6,546		393		1.6		Slow Niche
1854	Politics & Social Science	Crime & Criminals	Criminology	12,378	9.0		1,446	72		\$7.62		\$0.99	6,496		340		1.4		Slow Niche
1856	Politics & Social Science	Crime & Criminals	Penology	49,170	1.7		3,266	37		\$9.46		\$0.99	1,432		380		1.2		Slow Cell
337	Children's eBooks	Education & Reference	Law & Crime	257,442	0.2		25,728	4		\$10.05		\$0.99	230		223		1.1		Non-seller
2385	Teen & Young Adult	Education & Reference	Law & Crime	331,181	0.2		79,913	1		\$8.93		\$2.99	177		234		1.0		Non-seller
458	Comics & Graphic Novels	Graphic Novels	Mystery, Thriller & Suspense	19,200	5.3		152	439		\$4.68		\$0.99	5,495		261		1.0		Slow Niche
437	Children's eBooks	Science, Nature & How-to	Mystery & Wonders	109,003	0.7		26,652	4		\$3.51		\$0.99	833		69		0.8		Non-seller
466	Comics & Graphic Novels	Manga	Crime & Mystery	103,181	0.7		2,581	45		\$5.14		\$0.99	1,079		138		0.7		Non-seller
80	Comics & Graphic Novels	Mystery, Thriller & Suspense		38,868	3.0		290	264		\$5.05		\$1.47	5,161		931		0.6		Slow Niche
2049	Religion & Spirituality	Occult	Unexplained Mysteries	26,106	3.7		7,581	19		\$4.97		\$0.99	6,994		235		0.5		Slow Niche



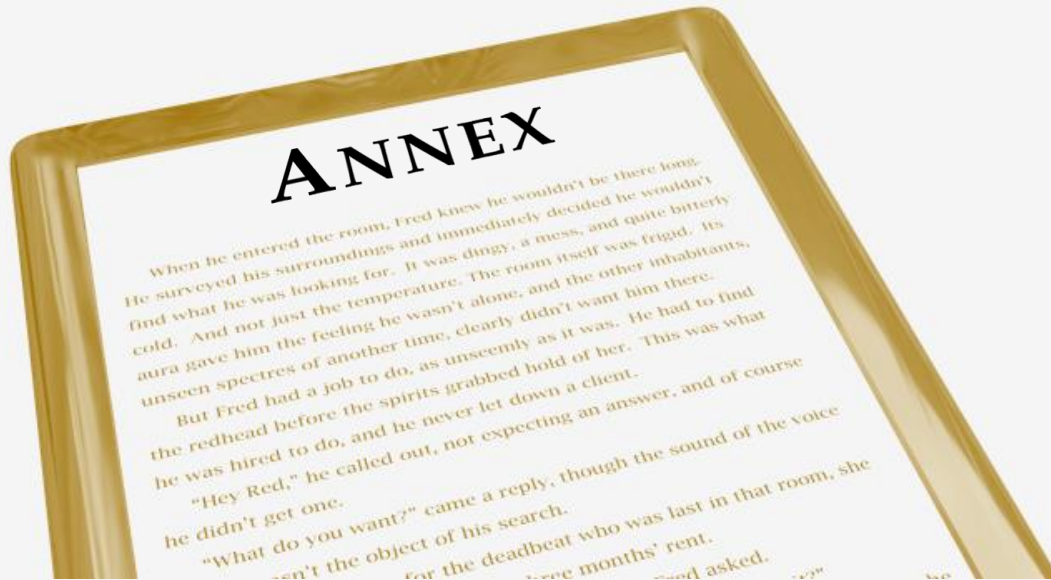
Conclusions

Conclusions (1 of 2)

- Mystery, Thriller & Suspense is a top-selling genre in the Kindle Store. Sales have been trending within a stable, high-selling rank range over the last 18 months.
- Thrillers and Suspense lead sub-category sales in MTS.
- Within MTS, the bestseller list Mystery-Collections & Anthologies shows the highest 12-month sales rank improvement. Suspense-Paranormal exhibits a very positive development.
- On the other end of the spectrum, we saw a significant 12-month decline in Mystery-Series (though still showing a very high average sales rank), in Mystery-African American, and in Thrillers-Historical.
- Price levels in MTS are in the medium to lower tier on Kindle at around \$5.49 for the Top 100. Over the last year, prices for MTS e-books have been trending in a stable price band.
- Competition is intense in MTS and stands at approx. 225,000 English Kindle titles. E-book supply in MTS has grown by 17% in the last 12 months.
- Given the number of available titles, it is essential to define niches where one can find high sales at a low degree of competition.
- The Mystery, Thriller & Suspense main category offers many opportunities in this respect. The main Kindle category Mystery, Thriller & Suspense breaks down into 43 submarkets. 43 or 100% of all these sub-markets show favorable sales-to-competition ratios and fall into the K-lytics categorization of Hot Cells, Hot Niches, or Hot Mainstream.
- The top performing "Hot Cells" (sub-markets with less than 2,000 titles) in Mystery, Thriller & Suspense are Mystery-Series (though on a decline as mentioned above), Crime Fiction-Vigilante Justice, and Crime Fiction-Kidnapping. (Please refer to the full list in this report.)

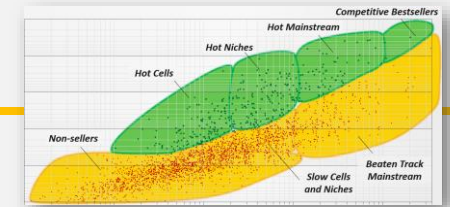
Conclusions (2 of 2)

- The top performing "Hot Niches" (sub-markets with 2,000 to 10,000 titles) in MTS are:
 - 1 Thrillers-Legal
 - 2 Thrillers-Conspiracies
 - 3 Crime Fiction-Organized Crime (includes Bad Boy Romance titles)
 - 4 Thrillers-Assassinations
- In the top end of the market – the "Hot Mainstream," where sales are high, but competition exceeds 10,000 titles – the most attractive MTS sub-markets are:
 - 1 Thrillers-Crime
 - 2 Mystery-Police Procedurals
 - 3 Thrillers-Psychological
 - 4 Suspense-Psychological
- But it is not only the main Kindle category Mystery, Thriller & Suspense that offers a wide range of niche opportunities. There are 10 other main categories – ranging from Biographies & Memoirs to Literature & Fiction – where MTS sub-markets can be found.
- From a 12-month trend perspective, we saw considerable sales rank changes for the following categories:
 - + Teen & Young Adult-Mysteries & Thrillers-Romantic (+71% improvement)
 - + Literature & Fiction-Religious & Inspirational Fiction-Mystery (+66%)
 - Biographies & Memoirs-True Crime-Serial Killers (-92%)
 - Teen & Young Adult-Mysteries & Thrillers-Detectives (-49%)
- At present, a whole number of sub-markets outside the main category MTS fall into the "Green Zone" of attractive segments. The best ratio of sales vs. competition can be found in:
 - 1 Teen & Young Adult-Mysteries & Thrillers-Romantic
 - 2 Teen & Young Adult-Romance-Mysteries
 - 3 Teen & Young Adult-Mysteries & Thrillers-Science Fiction
 - 4 Literature & Fiction-Women's Fiction-Mystery, Thriller & Suspense
 - 5 Teen & Young Adult-Mysteries & Thrillers-Spies
- In summary, MTS is a very attractive e-book market for ebook authors and publishers on Kindle. It offers a significant number of niches where sales are high and the level of competition is still at relatively low levels.



Alphabetical Data Summary

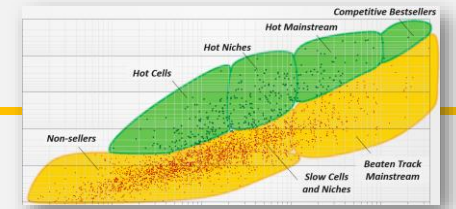
Alphabetical Data Summary



Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME					PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"	
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster
21	Biographies & Memoirs	True Crime		1,417	73.0		67	743		\$5.90		\$0.99	17,830		328		4.1		Hot Mainstream
121	Biographies & Memoirs	True Crime	Criminals	7,108	20.0		1,334	77		\$5.72		\$0.99	4,193		320		4.8		Hot Niche
122	Biographies & Memoirs	True Crime	Espionage	22,100	4.5		1,710	63		\$7.44		\$0.99	1,009		335		4.5		Hot Cell
123	Biographies & Memoirs	True Crime	Hoaxes & Deceptions	26,348	3.7		6,164	22		\$6.53		\$0.99	745		291		4.9		Hot Cell
124	Biographies & Memoirs	True Crime	Murder & Mayhem	4,093	31.1		305	251		\$5.36		\$0.99	6,474		342		4.8		Hot Niche
125	Biographies & Memoirs	True Crime	Organized Crime	18,164	5.7		805	115		\$7.58		\$0.99	2,434		292		2.3		Slow Niche
126	Biographies & Memoirs	True Crime	Serial Killers	10,953	10.4		1,945	57		\$4.02		\$0.99	2,508		353		4.2		Hot Niche
127	Biographies & Memoirs	True Crime	White Collar Crime	46,419	1.9		4,870	27		\$9.38		\$0.99	441		385		4.2		Hot Cell
279	Children's eBooks	Action & Adventure	Mysteries & Detectives	14,307	7.6		218	329		\$6.98		\$1.73	2,940		277		2.6		Slow Niche
337	Children's eBooks	Education & Reference	Law & Crime	257,442	0.2		25,728	4		\$10.05		\$0.99	230		223		1.1		Non-seller
61	Children's eBooks	Mysteries & Detectives		8,410	17.2		316	246		\$5.70		\$0.99	10,623		279		1.6		Beaten Track Mainstream
413	Children's eBooks	Mysteries & Detectives	Action & Adventure	14,407	7.5		215	333		\$7.12		\$1.99	2,940		279		2.6		Slow Niche
414	Children's eBooks	Mysteries & Detectives	Detectives	17,935	5.8		3,061	39		\$5.23		\$0.99	3,151		223		1.8		Slow Niche
415	Children's eBooks	Mysteries & Detectives	Fantasy & Supernatural	18,218	5.7		2,529	46		\$6.63		\$0.99	1,445		322		3.9		Slow Cell
416	Children's eBooks	Mysteries & Detectives	Spies	24,861	3.9		3,728	34		\$5.86		\$0.99	904		252		4.3		Hot Cell
437	Children's eBooks	Science, Nature & How It Works	Mystery & Wonders	109,003	0.7		26,652	4		\$3.51		\$0.99	833		69		0.8		Non-seller
458	Comics & Graphic Novels	Graphic Novels	Mystery, Thriller & Suspense	19,200	5.3		152	439		\$4.68		\$0.99	5,495		261		1.0		Slow Niche
466	Comics & Graphic Novels	Manga	Crime & Mystery	103,181	0.7		2,581	45		\$5.14		\$0.99	1,079		138		0.7		Non-seller
80	Comics & Graphic Novels	Mystery, Thriller & Suspense		38,868	3.0		290	264		\$5.05		\$1.47	5,161		931		0.6		Slow Niche
205	Lesbian, Gay, Bisexual & Transgender	Mystery & Detective		12,783	11.2		966	100		\$4.22		\$0.99	1,452		361		7.7		Hot Cell
1146	Literature & Fiction	Action & Adventure	Mystery, Thriller & Suspense	190	367.4		5	3,637		\$7.29		\$0.99	35,783		381		10.3		Hot Mainstream
1156	Literature & Fiction	African American	Mystery, Thriller & Suspense	11,342	10.0		262	284		\$3.35		\$0.99	1,739		329		5.8		Hot Cell
1221	Literature & Fiction	Erotica	Mystery	10,872	10.5		88	671		\$1.81		\$0.99	6,546		393		1.6		Slow Niche
1225	Literature & Fiction	Erotica	Suspense	6,925	20.4		88	671		\$2.13		\$0.99	10,658		299		1.9		Beaten Track Mainstream
1226	Literature & Fiction	Erotica	Thrillers	9,601	15.7		88	671		\$2.00		\$0.99	8,811		354		1.8		Slow Niche
1267	Literature & Fiction	Historical Fiction	Mystery, Thriller & Suspense	884	106.8		85	682		\$5.47		\$0.99	8,166		382		13.1		Hot Niche
1307	Literature & Fiction	Literary Fiction	Mystery, Thriller & Suspense	499	169.2		60	840		\$7.05		\$0.99	9,545		448		17.7		Hot Niche
1347	Literature & Fiction	Religious & Inspirational Fiction	Mystery	25,006	3.9		2,152	52		\$2.89		\$0.99	231		341		16.9		Hot Cell
1390	Literature & Fiction	Women's Fiction	Mystery, Thriller & Suspense	55	886.2		6	3,378		\$3.20		\$0.99	34,815		356		25.5		Hot Mainstream
250	Mystery, Thriller & Suspense	Crime Fiction		295	259.7		10	1,764		\$4.83		\$0.99	39,791		429		6.5		Hot Mainstream
1537	Mystery, Thriller & Suspense	Crime Fiction	Heist	1,334	76.7		168	406		\$1.41		\$0.99	1,520		630		50.5		Hot Cell
1538	Mystery, Thriller & Suspense	Crime Fiction	Kidnapping	1,352	75.9		85	684		\$2.85		\$0.99	1,393		494		54.5		Hot Cell
1539	Mystery, Thriller & Suspense	Crime Fiction	Murder	516	164.7		72	754		\$3.27		\$0.99	11,819		525		13.9		Hot Mainstream

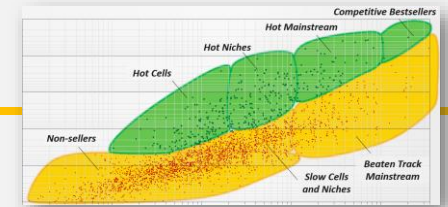
Alphabetical Data Summary



Sorted by most favorable Sales-to-Competition Ratio

BOOK MARKET / NICHE				SALES VOLUME						PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"
ID	Category	Sub-category	Sub-subcategory	Ø Sales Rank of Top 20 Titles	Estimated Sales per Day per Top 20 Title	Graph	Sales Rank of No. 1 Best-seller	Est. Sales per Day of No. 1 Bestseller	Graph2	Ø Price of Top 20 Titles	Graph3	Lowest Price among Top 20 Titles	Number of Titles	Graph4	Ø Page Length	Graph5	Sales-to-Comp Ratio: Sales Per Day x 1000 divided by No. of Titles	Graph6	Cluster
1540	Mystery, Thriller & Suspense	Crime Fiction	Noir	2,164	52.0		206	344		\$3.27		\$0.99	2,595		344		20.0		Hot Niche
1541	Mystery, Thriller & Suspense	Crime Fiction	Organized Crime	1,045	93.3		115	552		\$2.34		\$0.99	2,336		623		40.0		Hot Niche
1542	Mystery, Thriller & Suspense	Crime Fiction	Serial Killers	1,148	86.5		82	698		\$3.21		\$0.99	2,348		326		36.8		Hot Niche
1543	Mystery, Thriller & Suspense	Crime Fiction	Vigilante Justice	1,081	90.8		112	562		\$2.11		\$0.99	1,092		592		83.1		Hot Cell
251	Mystery, Thriller & Suspense	Mystery		78	694.4		9	1,852		\$4.64		\$0.99	106,554		372		6.5		Competitive Bestseller
1544	Mystery, Thriller & Suspense	Mystery	African American	11,320	10.0		252	293		\$3.03		\$0.99	1,739		316		5.8		Hot Cell
1545	Mystery, Thriller & Suspense	Mystery	Collections & Anthologies	2,172	51.8		491	171		\$1.54		\$0.99	5,325		914		9.7		Hot Niche
1546	Mystery, Thriller & Suspense	Mystery	Cozy	469	177.8		57	868		\$2.41		\$0.99	15,635		268		11.4		Hot Mainstream
1547	Mystery, Thriller & Suspense	Mystery	Hard-Boiled	1,121	88.2		96	638		\$3.17		\$0.99	8,935		331		9.9		Hot Niche
1548	Mystery, Thriller & Suspense	Mystery	Historical	1,039	93.8		86	677		\$3.93		\$0.99	9,358		383		10.0		Hot Niche
1549	Mystery, Thriller & Suspense	Mystery	International Mystery & Cr	663	134.5		42	1,041		\$6.82		\$0.99	7,998		407		16.8		Hot Niche
1550	Mystery, Thriller & Suspense	Mystery	LGBT	12,795	8.7		3,447	36		\$4.71		\$0.99	1,478		328		5.9		Hot Cell
1551	Mystery, Thriller & Suspense	Mystery	Police Procedurals	238	306.9		16	1,854		\$4.39		\$0.99	11,795		390		26.0		Hot Mainstream
1552	Mystery, Thriller & Suspense	Mystery	Private Investigators	814	114.1		19	1,672		\$3.65		\$0.99	11,369		360		10.0		Hot Mainstream
1553	Mystery, Thriller & Suspense	Mystery	Series	775	118.6		99	626		\$3.30		\$0.99	1,063		400		111.6		Hot Cell
1554	Mystery, Thriller & Suspense	Mystery	Traditional Detectives	964	99.6		175	393		\$4.89		\$0.99	8,080		317		12.3		Hot Niche
1555	Mystery, Thriller & Suspense	Mystery	Women Sleuths	179	384.8		6	3,164		\$4.27		\$0.99	24,834		352		15.5		Hot Mainstream
252	Mystery, Thriller & Suspense	Suspense		59	785.8		2	3,373		\$6.16		\$0.99	76,020		388		10.3		Hot Mainstream
1556	Mystery, Thriller & Suspense	Suspense	Ghosts	3,021	39.8		509	166		\$3.80		\$0.99	1,527		513		26.0		Hot Cell
1557	Mystery, Thriller & Suspense	Suspense	Horror	1,837	59.3		96	636		\$4.51		\$0.99	3,497		598		17.0		Hot Niche
1558	Mystery, Thriller & Suspense	Suspense	Occult	2,316	49.2		5	3,637		\$3.19		\$0.99	1,200		496		41.0		Hot Cell
1559	Mystery, Thriller & Suspense	Suspense	Paranormal	456	181.7		5	3,637		\$4.02		\$0.99	10,799		447		16.8		Hot Mainstream
1560	Mystery, Thriller & Suspense	Suspense	Political	1,070	91.6		107	582		\$6.51		\$0.99	4,388		341		20.9		Hot Niche
1561	Mystery, Thriller & Suspense	Suspense	Psychological	227	318.4		13	2,039		\$5.13		\$0.99	17,916		357		17.8		Hot Mainstream
253	Mystery, Thriller & Suspense	Thrillers		41	926.8		2	3,373		\$4.93		\$0.99	86,051		387		10.8		Hot Mainstream
1562	Mystery, Thriller & Suspense	Thrillers	Assassinations	1,021	95.1		116	546		\$5.66		\$0.99	2,483		348		38.3		Hot Niche
1563	Mystery, Thriller & Suspense	Thrillers	Conspiracies	435	188.7		5	3,501		\$6.36		\$0.99	3,911		393		48.3		Hot Niche
1564	Mystery, Thriller & Suspense	Thrillers	Crime	141	468.3		4	3,958		\$6.59		\$0.99	16,994		387		27.6		Hot Mainstream
1565	Mystery, Thriller & Suspense	Thrillers	Espionage	719	126.1		75	738		\$6.01		\$0.99	9,430		416		13.4		Hot Niche
1566	Mystery, Thriller & Suspense	Thrillers	Financial	5,266	25.4		409	199		\$4.85		\$0.99	775		377		32.8		Hot Cell
1567	Mystery, Thriller & Suspense	Thrillers	Historical	2,742	43.0		223	323		\$6.96		\$0.99	3,552		443		12.1		Hot Niche
1568	Mystery, Thriller & Suspense	Thrillers	Legal	339	230.5		5	3,501		\$5.85		\$0.99	3,504		371		65.8		Hot Niche
1569	Mystery, Thriller & Suspense	Thrillers	Medical	1,596	66.4		21	1,575		\$5.06		\$0.99	1,917		377		34.6		Hot Cell

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BOOK MARKET / NICHE				SALES VOLUME					PRICE REALIZATION			COMPETITION		EFFORT		SALES-TO-COMP RATIO		"STRATEGY MAP"	
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1570	Mystery, Thriller & Suspense	Thrillers	Military	853	109.9		21	1,575		\$6.07		\$0.99	3,262		413		33.7		Hot Niche
1571	Mystery, Thriller & Suspense	Thrillers	Political	1,067	91.8		110	572		\$6.60		\$0.99	4,388		341		20.9		Hot Niche
1572	Mystery, Thriller & Suspense	Thrillers	Psychological	226	319.3		13	2,039		\$5.03		\$0.99	17,916		354		17.8		Hot Mainstream
1573	Mystery, Thriller & Suspense	Thrillers	Pulp	2,283	49.8		138	476		\$2.81		\$0.99	1,591		349		31.3		Hot Cell
1574	Mystery, Thriller & Suspense	Thrillers	Technothrillers	478	175.1		21	1,575		\$4.70		\$0.99	4,614		407		37.9		Hot Niche
1575	Mystery, Thriller & Suspense	Thrillers	Terrorism	1,225	82.1		47	970		\$5.89		\$0.99	3,464		424		23.7		Hot Niche
1596	Nonfiction	Biographies & Memoirs	True Crime	2,236	50.6		268	279		\$5.38		\$0.99	17,979		322		2.8		Beaten Track Mainstream
1762	Nonfiction	Politics & Social Sciences	Crime & Criminals	8,218	17.8		1,892	58		\$7.06		\$0.99	8,483		302		2.1		Slow Niche
284	Politics & Social Sciences	Crime & Criminals		9,605	15.5		2,197	51		\$7.34		\$0.99	8,158		335		1.9		Slow Niche
1854	Politics & Social Sciences	Crime & Criminals	Criminology	12,378	9.0		1,446	72		\$7.62		\$0.99	6,496		340		1.4		Slow Niche
1855	Politics & Social Sciences	Crime & Criminals	Forensic Science	28,688	3.3		2,321	49		\$4.07		\$1.99	1,620		174		2.0		Slow Cell
1856	Politics & Social Sciences	Crime & Criminals	Penology	49,170	1.7		3,266	37		\$9.46		\$0.99	1,432		380		1.2		Slow Cell
2049	Religion & Spirituality	Occult	Unexplained Mysteries	26,106	3.7		7,581	19		\$4.97		\$0.99	6,994		235		0.5		Slow Niche
2078	Religion & Spirituality	Religious Fiction	Mystery	25,584	3.8		2,490	46		\$2.72		\$0.99	231		327		16.4		Hot Cell
330	Romance	Mystery & Suspense		171	402.8		9	1,852		\$3.20		\$0.99	44,166		437		9.1		Hot Mainstream
2126	Romance	Mystery & Suspense	Mystery	563	153.4		7	3,069		\$4.74		\$0.99	8,228		334		18.6		Hot Niche
2127	Romance	Mystery & Suspense	Suspense	164	413.3		7	3,069		\$4.05		\$0.99	40,260		363		10.3		Hot Mainstream
2385	Teen & Young Adult	Education & Reference	Law & Crime	331,181	0.2		79,913	1		\$8.93		\$2.99	177		234		1.0		Non-seller
402	Teen & Young Adult	Mysteries & Thrillers		1,182	84.5		84	672		\$4.76		\$0.99	5,287		429		16.0		Hot Niche
2427	Teen & Young Adult	Mysteries & Thrillers	Detectives	22,166	4.5		3,560	35		\$5.41		\$0.99	827		382		5.4		Hot Cell
2428	Teen & Young Adult	Mysteries & Thrillers	Fantasy & Supernatural	2,489	46.5		75	738		\$4.77		\$0.99	2,129		428		21.8		Hot Niche
2429	Teen & Young Adult	Mysteries & Thrillers	Law & Crime	20,109	5.1		3,357	37		\$6.39		\$0.99	759		372		6.7		Hot Cell
2430	Teen & Young Adult	Mysteries & Thrillers	Romantic	2,311	49.3		80	707		\$4.23		\$0.99	1,303		376		37.8		Hot Cell
2431	Teen & Young Adult	Mysteries & Thrillers	Science Fiction	10,098	11.5		1,183	84		\$3.10		\$0.99	394		352		29.2		Hot Cell
2432	Teen & Young Adult	Mysteries & Thrillers	Spies	10,788	10.6		846	111		\$4.52		\$0.99	466		347		22.8		Hot Cell
2433	Teen & Young Adult	Mysteries & Thrillers	Thrillers & Suspense	8,328	17.6		692	130		\$5.05		\$0.99	839		386		21.0		Hot Cell
2442	Teen & Young Adult	Romance	Mysteries	2,327	49.0		81	705		\$4.05		\$0.99	1,303		376		37.6		Hot Cell

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