

Definitions of “niche”

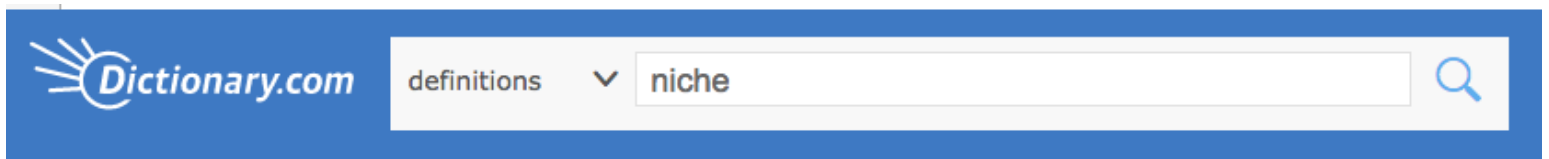


DICTIONARY niche

niche /nɪtʃ//niːʃ/ /adjective/

Denoting or relating to products, services, or interests that appeal to a small, specialized section of the population.

'other companies in this space had to adapt to being niche players,' 'a niche show that ran on late-night television'



Dictionary.com definitions niche

niche [nich] [adjective]

pertaining to or intended for a market niche; having specific appeal

[niche advertising]



Merriam-Webster SINCE 1828 niche

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niche 'nich also 'nēsh or 'nish **adjective**

: a specialized market



Collins English niche

niche (nɪtʃ , nɪʃ) (adjective)

Niche is used to describe products that appeal to a small, limited, or specialized group.

The Jacuzzi began as a medical niche product before acquiring mass-market appeal.

Niche products, often sold through nontraditional channels, can demand a higher price.