

Where The Opening Is In Castor Oil Packs

Castor oil packs are a real, fast-rising wellness product — tens of thousands of people search for them every month, driven by TikTok and social. The category is busy but not locked up. Two doors are genuinely winnable: *Etsy*, the natural home for an organic, handmade pack, and *Walmart*, where half the shelf is still small and unproven. The leaders are beatable — if you bring a clearly better pack.

PRODUCT

Castor oil pack / wrap / kit

MARKETPLACES

Amazon · Walmart · eBay · Etsy

WINDOW

Snapshot · Jul 2026

FOR

A new or expanding seller in this category

THE BOTTOM LINE

The demand is real and rising fast, and the leaders can be beaten — if you bring a clearly better pack. Start on Etsy, the natural home for a quality organic pack, and/or Walmart's unproven half. Don't take on the one giant brand on Amazon head-on.

Castor oil packs are not a fad you have missed — about **39,700 people a month** search for them in the US, and that interest is being driven hard by social and TikTok. This is a busy category, but it is not locked up. Your two best doors are **Etsy**, the natural home for an organic, handmade pack, where the top listing

has only about **2,600 reviews** and is beatable; and **Walmart**, where a couple of proven sellers sit on top but **half the shelf (7 of 16 listings)** has 50 or fewer reviews — plenty of room below the leaders. Be honest about **Amazon**: one big brand there has **25,589 reviews**, so don't try to lead against it — though even there a few mid-size brands show it is not a one-brand lockout. Net: real demand, beatable leaders, a balanced and winnable opening — if you differentiate.

- 1 The demand is real and rising fast.** About 39,700 US searches a month across the main phrases, pushed by social and TikTok — a strong sign this is a growing category with real buyers to win.
- 2 Etsy and Walmart are the two winnable doors.** On Etsy, the natural home for a quality organic pack, no listing has more than about **2,600 reviews** — the top is beatable. On Walmart, **7 of the 16 listings** have 50 or fewer reviews, so there's room below the couple of leaders. Walmart prices run **\$10 to \$71**.
- 3 Amazon has one giant, but it isn't a lockout.** One brand there has **25,589 reviews** — don't lead against that. But only **4 of 17 brands** top 1,000 reviews, and a few mid-size brands sit behind the leader, so it is not a one-brand shelf. Prices run **\$8 to \$40**.

The one move: Launch a **clearly organic, quality castor oil pack on Etsy** — its natural home, where the top is beatable — and/or list into **Walmart's unproven half**. Stand out with organic materials, a complete kit, or a specific use (the “castor oil pack for liver / wellness” search pulls real volume). Skip leading on Amazon against the 25,589-review giant.

How to read this report. A **Strong signal** tag means we saw clear, consistent evidence across many listings. An **Early read** tag means the signal is promising but based on a thinner look — worth a closer dive before you bet big on it. We looked at what is publicly listed and reviewed on each marketplace, plus how many people search for these products. That tells you where the crowds and the gaps are. It is a fast, directional read to point your next move — not a full business plan.

The four biggest marketplaces

We read the top listings, prices, and reviews for castor oil packs on the four largest places people shop online: **Amazon, Walmart, eBay, and Etsy**. Each one tells a different part of the story — where the demand is real, who owns the shelf, where the openings are, and which marketplace you can't judge clearly yet. Here is the one-line verdict for each, before the detail:

ETSY

Natural home, top beatable

STRONG SIGNAL

WALMART

Half the shelf unproven

STRONG SIGNAL

AMAZON

One giant, not a lockout

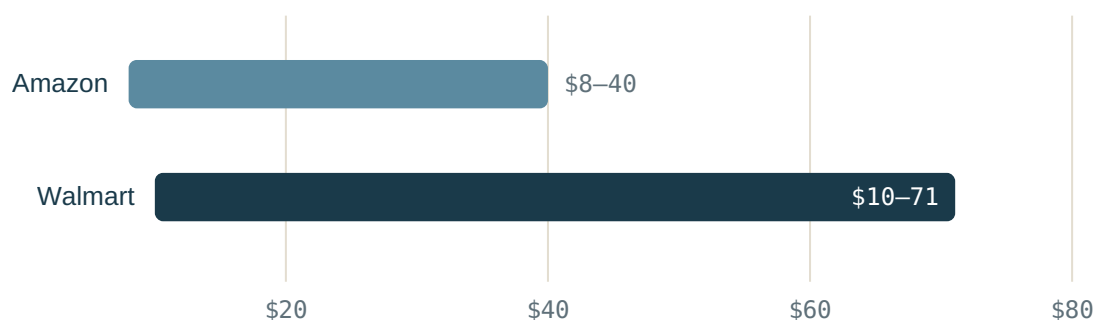
STRONG SIGNAL

EBAY

Scattered resale

EARLY READ

WHAT BUYERS PAY — WHERE WE COULD SEE PRICES



Walmart and Amazon are the two marketplaces that publish a clear price on each listing, so this is where the numbers are solid. **Etsy does not show prices on its listings**, and **eBay does not show product reviews**, so we read those two other ways. Where prices are real, Amazon is tighter and mid-ticket (**\$8 to \$40**), while Walmart runs wider and higher (**\$10 to \$71**) — the higher Walmart prices tend to be complete kits, which points to a clear way to stand out.

The best-fit shelf for an organic pack — and the top is beatable

STRONG SIGNAL

The finding: Etsy is the natural home for this product and your most winnable door. Shoppers here are looking for exactly what you can make well — organic, handmade castor oil packs and wraps — and no single shop has run away with the shelf. The top listing is beatable, which is rare and valuable.

The evidence: We found **41 on-target packs** here — organic castor oil packs and wraps, Jamaican black castor oil, cotton-flannel packs — a genuine natural-wellness shelf that fits this product perfectly. It leans a bit toward the top listings, but the biggest one has only about **2,600 reviews**, and just two listings pass 1,000. That means no giant owns this shelf — a well-made, clearly organic pack can climb it. (Etsy does not show prices or seller details on its listings, so we can't quote Etsy prices here.)

What to do: Make Etsy your first move. List a clearly organic, quality castor oil pack — real materials, honest description, strong photos — and lean into the handmade, natural angle that Etsy shoppers come for. Because the top listing is beatable, steady reviews and a sharp product can put you near the front of the shelf.

A couple of leaders on top, but half the shelf is unproven

STRONG SIGNAL

The finding: Walmart is your second clear opening. A couple of sellers have earned real trust up top, but below them the shelf is mostly small, unproven listings — exactly the gap a well-run newcomer can fill.

The evidence: Of the **16 listings** we found, the top one has about **1,260 reviews** and a couple more are strong — but then it drops off fast: **7 of the 16 listings** have 50 or fewer reviews, and one has none at all. So a small number of proven sellers lead, and most of the shelf has not earned trust yet. Prices run **\$10 to \$71**, with the higher end being complete kits.

What to do: List into Walmart's unproven half alongside your Etsy launch. Focus on **earning real reviews fast** — great photos, fast shipping, and a simple follow-up asking happy buyers to review. Because most listings here have very few reviews, even a couple dozen strong ones can push you up past them, though you likely won't unseat the top leaders right away.

One giant brand — but not a lockout, so don't lead here

STRONG SIGNAL

The finding: Amazon has one very big, trusted brand at the top — too strong to take on head-on. But unlike some categories, it is not a one-brand shelf: a few mid-size brands sit behind the leader, so there is real room in the middle. Still, don't make Amazon your opening move.

The evidence: One brand here has **25,589 reviews** — a huge trust lead a newcomer can't match quickly. Behind it, the next brands drop to about **1,900, 1,500, and 1,100 reviews**, and only **4 of the 17 brands** we found pass 1,000. So the giant leads, but the shelf below is more open than a straight monopoly. Prices run about **\$8 to \$40**. When shoppers see a brand with 25,589 happy reviews next to your brand-new listing, most will pick the proven one.

What to do: Don't start on Amazon, and don't aim at the giant. Build your reviews and reputation on Etsy and Walmart first. Come back to Amazon later, once you have a proven product and a clear angle the big brand doesn't cover — then you have a reason for shoppers to choose you over it.

Scattered resale — but hard to judge

EARLY READ

The finding: eBay is a scattered mix of small resellers with real prices. That's a genuine market — but eBay doesn't show product reviews, so you can't tell which sellers are weak and which are strong. It's a low-clarity shelf.

The evidence: We counted about **53 different sellers**, so no one owns the shelf. Prices are real and range widely, from about **\$5 to \$65**. But because eBay shows no product reviews, there's no clear way to judge who's trusted and who isn't — which makes this a promising but thin read.

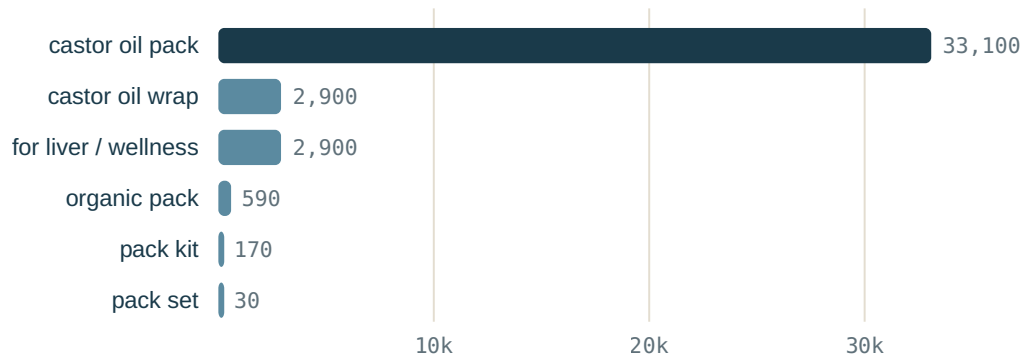
What to do: Treat eBay as a maybe-later, not a first move. It's scattered enough that a newcomer can appear, but without reviews you're flying blind on the competition. Put your first effort into Etsy and Walmart, and only test eBay once you have a proven listing and photos to reuse.

A real, fast-rising niche with beatable leaders

STRONG SIGNAL

The finding: The demand is real and growing — about **39,700 US searches a month** across the main phrases, driven by social and TikTok. And the leaders are beatable: on Etsy and Walmart the top listings are far smaller than Amazon's one giant, which is why those two shelves are your way in.

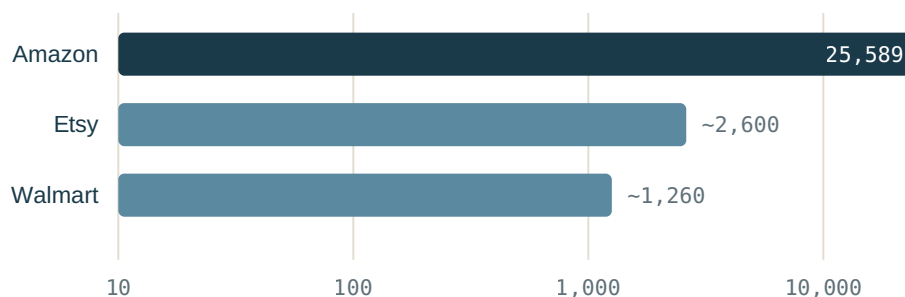
MONTHLY US SEARCHES, BY PHRASE



Together these phrases pull **about 39,700 searches a month** in the US — a real and rising niche, with one big head term (“castor oil pack”) and a strong “for liver / wellness” angle that pulls real volume on its own. The interest is clearly there and climbing.

So who owns the shelf? This is the key to why the leaders are beatable. The chart below lines up the biggest listing on each marketplace we can measure. Amazon's one giant brand towers over everything — which is why you don't lead there. But Etsy's and Walmart's top listings are *far* smaller, so those shelves are climbable.

WHO OWNS THE SHELF? — REVIEWS ON THE TOP LISTING



This chart uses a stretched scale where **each step to the right is ten times bigger** — so the gap is even larger than it looks. Amazon's top brand (**25,589 reviews**) is about ten times the size of Etsy's top listing (**~2,600**) and twenty times Walmart's (**~1,260**). That's the whole story in one picture: don't fight the giant on Amazon — go where the top listing is small enough to beat.

What to do: Enter where the top is beatable — Etsy first, then Walmart’s unproven half. Lead with strong, well-photographed listings and one sharp angle (organic materials, a complete kit, or the “for liver / wellness” use) so shoppers have a clear reason to pick you. Don’t spread across all four marketplaces at once; win one shelf first, then expand.

07 QUICK WINS

Where to start this week

STRONG SIGNAL

- **Launch on Etsy first.** It’s the natural home for an organic, handmade pack, and the top listing (about 2,600 reviews) is beatable. Real demand, a best-fit shelf, and no giant to fight.
 - **Add Walmart’s unproven half.** 7 of 16 listings have 50 or fewer reviews, so there’s room below the couple of leaders. List there alongside Etsy and chase reviews.
 - **Chase reviews from day one.** Because most listings on your two doors have few reviews, even a couple dozen strong ones can push you up. Great photos, fast shipping, and a polite follow-up ask.
 - **Pick one clear angle.** Organic materials, a complete kit, or a specific use (the “for liver / wellness” search pulls real volume) — a sharp focus helps shoppers choose you over a generic pack.
 - **Don’t lead on Amazon.** One brand there has 25,589 reviews. Learn from the mid-size brands behind it, but build your trust on Etsy and Walmart first. Keep eBay as a maybe-later — real prices, but no reviews to judge it.
-

An honest note before you act

This is a read of what's publicly listed and priced on the four biggest marketplaces, plus how many people actually search for castor oil packs. It's a way to see where the demand is real, who owns each shelf, and which one is easiest to enter. It's a strong starting point, not a guarantee — and we'll be straight with you: this is a busy, moderately contested category. The demand is real and the leaders are beatable, but only if you bring a clearly better product.

A few things to keep in mind. The search numbers tell you buyers are interested and that interest is rising — but they are **early signs of interest**, not proof of booked sales. Each marketplace also shows different depth: Walmart and Amazon publish real prices and reviews; **Etsy does not show prices or seller details**, so we can't quote Etsy prices; and **eBay does not show product reviews**, so we can't judge which sellers are weak there. We also did not score how hard it is to rank in free search results this time. One more honest point: a lot of castor oil packs are sold on brands' own websites and through wellness influencers, off these four marketplaces — so the real category is even bigger than what shows up here, and more competition may live outside our view. What's left for you to confirm is the money side — your costs, suppliers, and margins — and which angle you'll lead with. The direction is well-supported; the next step is making the numbers work for you.

PRODUCT LISTING WHITESPACE BRIEF

Castor oil packs · Amazon, Walmart, eBay, Etsy · Snapshot, July 2026

A directional read of public marketplace listings and search demand. A starting point for your next move, not a full business plan. Confirm costs and margins before a major commitment.