

Where The Opening Is In Diamond Painting Kits

Diamond painting is one of the biggest craft categories online — about **90,500 people** search the main term every month. But it's crowded and cheap: on the big shelves a handful of names with thousands of reviews already own the top, and prices are low enough that margins are thin. There are still two real ways in — *custom photo kits*, where the buyer pays more and the shelf is thinner, and *Walmart*, where about half the shelf is small and unproven. The move is not another generic kit.

PRODUCT

Diamond painting kit / custom photo kit

MARKETPLACES

Amazon · Walmart · eBay · Etsy

WINDOW

Snapshot · Jul 2026

FOR

A new or expanding brand in this category

THE BOTTOM LINE

Demand is enormous, but this is a cheap, crowded product. Don't fight generic kits against 8,000-review giants. Win instead on custom photo kits — a higher-value buyer and a thinner shelf — and slot into Walmart's unproven half.

Diamond painting is huge: about **90,500 people a month** search the main term in the US, with several close terms pulling **49,000 to 74,000** more — one of the biggest craft categories anywhere. But it's a cheap

commodity: advertisers pay **under \$1 a click** on the everyday terms, and the shelves are crowded. On **Amazon**, **7 of 18 brands** have over 1,000 reviews and the leader has **8,434**. On **Etsy**, **13 listings** top 1,000 reviews and the biggest has **23,700**. You will not beat those with another generic kit. The real opening is **custom photo kits** — buyers there are worth about **four times** as much (advertisers pay about **\$3.33 a click** versus under \$1) and face far fewer big incumbents — plus **Walmart**, the least-crowded shelf, where about **half of 18 listings** are small and unproven. The catch on Walmart: prices are low (**\$8.99 to \$15.99**), so margins are thin.

- 1 Demand is enormous — but it's a cheap commodity.** About **90,500** US searches a month on the main term, with related terms at **49,000 to 74,000**. But advertisers pay **under \$1 a click** on those everyday terms — the mark of a low-price, thin-margin product.
- 2 Every big shelf is crowded.** Amazon has **7 of 18 brands** over 1,000 reviews (leader **8,434**); Etsy has **13 listings** over 1,000 (top **23,700**). Don't take those on head-on with a generic kit.
- 3 The real opening is custom — plus Walmart.** "Custom diamond painting" pulls **4,400** searches a month and advertisers pay about **\$3.33 a click** — roughly **four times** the generic term — a higher-value buyer with a thinner review wall. And Walmart is the least-crowded shelf: of **18 listings**, **9** have 50 or fewer reviews and 2 have none — though its **\$8.99–\$15.99** prices keep margins thin.

The one move: Don't fight generic kits against 8,000- and 23,700-review incumbents. Lead with a **custom photo kit** — a premium buyer and a thinner shelf — and **slot into Walmart's unproven half** to build reviews and a track record. Skip leading with a plain kit on Amazon or Etsy.

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 diamond painting kits 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, 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:

WALMART

Least crowded, thin price

STRONG SIGNAL

AMAZON

Crowded, strong leaders

STRONG SIGNAL

ETSY

Crowded craft shelf

STRONG SIGNAL

EBAY

Scattered resale

EARLY READ

Custom photo kits: a higher-value buyer and a thinner shelf

STRONG SIGNAL

The finding: The best opening isn't the generic kit — it's **custom photo kits**, where a buyer turns their own photo into a diamond painting. That buyer is worth more and faces far fewer big-name competitors.

The evidence: "Custom diamond painting" pulls about **4,400** searches a month. That's smaller than the ~90,500 for the plain term — but advertisers pay about **\$3.33 a click** for it, roughly **four times** the under-\$1 they pay on the everyday terms. Higher click value points to a higher-value buyer — one who'll pay more and shop less on price. And because a custom kit is made to order from a photo, you're not lined up against the same 8,000-review generic-kit giants.

What to do: Make a **custom photo kit your lead product**, not an afterthought. Show clear before-and-after photos of finished custom pieces, make the photo upload simple, and price it as the premium product it is. This is where the margin and the thinner competition both live — the opposite of the crowded, cheap generic shelf.

Half the shelf is small and unproven — but prices are low

STRONG SIGNAL

The finding: Walmart is the least-crowded of the four shelves. A few proven listings sit on top, but about half the shelf is small and unproven — room for a well-run newcomer. The honest catch: prices are low, so margins are thin.

The evidence: Of the **18 listings** we found, the top ones have about **406, 320, and 259 reviews** — modest next to the thousands on Amazon and Etsy. Below them it thins out fast: **9 of the 18 listings** have 50 or fewer reviews, and 2 have none at all. Prices sit in a tight **\$8.99 to \$15.99** band — low, which keeps margins thin.

What to do: List into Walmart's unproven half and **chase real reviews fast** — great photos, fast shipping, and a polite follow-up asking happy buyers to review. Use it to build a track record. Keep your costs tight given the low price band, and bring a custom or premium version here too, so you're not stuck competing only on the \$9–\$16 generic price.

Crowded with several strong, cheap leaders — don't lead here

STRONG SIGNAL

The finding: Amazon is crowded with several strong, low-priced leaders. A generic kit can't match their trust or their price, so don't make Amazon your opening move.

The evidence: We found **20 listings** across **18 brands**. The leader has **8,434 reviews**, and the next strongest have **2,407, 1,814, and 1,773** — **7 of the 18 brands** top 1,000 reviews. Prices run **\$5.32 to \$17.99**, which is low. When a shopper sees several brands with thousands of happy reviews next to your brand-new generic listing, most will pick a proven one.

What to do: Don't open on Amazon with a generic kit. Build reviews and a reputation elsewhere first. If you do come to Amazon, come with a clear angle the leaders don't cover — a custom photo kit or a specific quality or theme — so shoppers have a real reason to choose you over the cheap, proven names.

A crowded craft shelf owned by big incumbents

STRONG SIGNAL

The finding: Etsy looks like the natural craft home, but for generic kits it's the hardest door — a mature shelf where a few big listings already own the top.

The evidence: We found **42 on-target listings**, and the shelf is very top-heavy: the top ten listings hold about **86%** of the roughly **70,641 reviews** on the shelf, the biggest single listing has **23,700 reviews**, and **13 listings** top 1,000. That's a wall a new generic kit won't climb. (Etsy doesn't show prices or shop details on its listings, so we can't quote Etsy prices here.)

What to do: Don't fight generic kits on Etsy. It can still work for **custom, personalized pieces**, where shoppers want something handmade and one-of-a-kind — but only with a distinct angle, not another kit that looks like the 42 already there.

Scattered resale — but hard to judge

EARLY READ

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

The evidence: We counted about **60 listings** spread thin across many small shops, so no one owns the shelf. Prices are real and range from about **\$5 to \$22.99**. But because eBay shows no product reviews, there's no clear way to judge who's trusted — which makes this a promising but thin read.

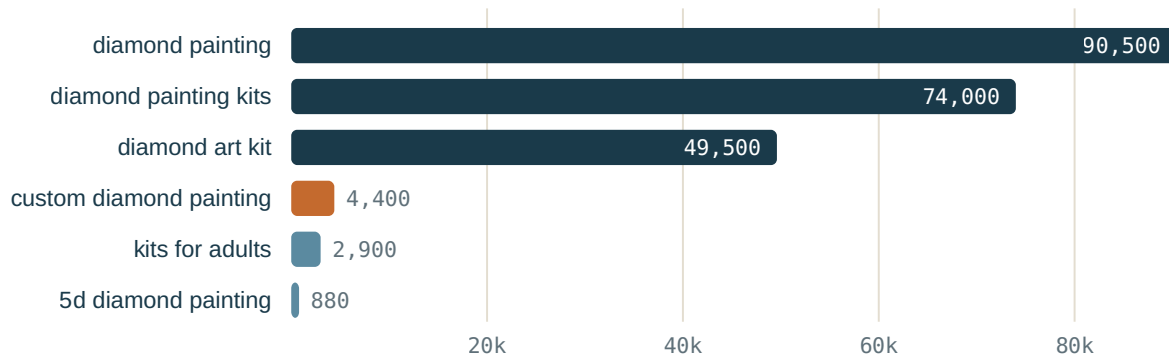
What to do: Treat eBay as a maybe-later, not a first move. Put your first effort into the custom lane and Walmart, and only test eBay once you have a proven listing and photos to reuse.

Enormous demand, and the top shelves are already owned

STRONG SIGNAL

The finding: The demand is enormous — the main term alone pulls about **90,500** US searches a month — but the everyday terms are cheap and the biggest shelves are already owned by big names. The one term where the buyer is worth more is **custom**.

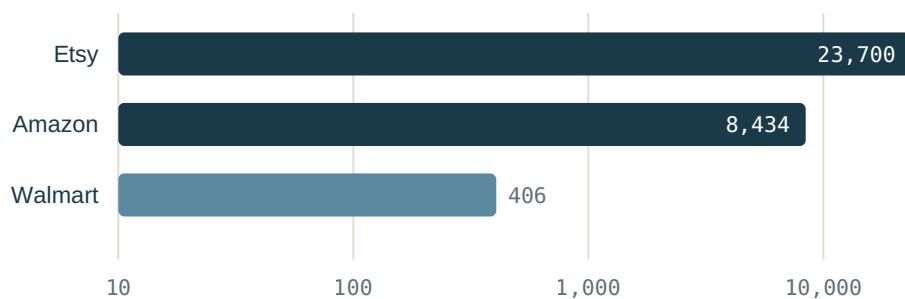
MONTHLY US SEARCHES, BY PHRASE



The main term alone pulls about **90,500 searches a month** — one of the biggest craft categories we've measured — with several close terms at **49,000 to 74,000**. "Custom diamond painting" (in amber) is smaller at **4,400**, but it's the term where advertisers pay the most per click — about **\$3.33**, versus under **\$1** on the everyday terms — a sign of a higher-value buyer.

So who owns the shelf? This is why you shouldn't fight generic kits head-on. The chart below lines up the biggest listing on each marketplace we can measure. Etsy and Amazon are ruled by huge listings; Walmart's top is *far* smaller, which is why it's the least-crowded way in.

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 gaps are even larger than they look. Etsy's top listing (**23,700 reviews**) and Amazon's leader (**8,434**) tower over Walmart's top listing (**406**). That's the whole story in one picture: Walmart's shelf is far less proven — the least-crowded way in — and the generic kit giants on Etsy and Amazon are not worth fighting head-on.

What to do: Don't fight generic kits against 23,700- and 8,434-review incumbents. Enter **Walmart's unproven tail** to build reviews, and own the **custom photo kit** lane, where the buyer is worth about four times as much and the shelf is thin. Win one lane first, then expand.

08 QUICK WINS

Where to start this week

STRONG SIGNAL

- **Lead with a custom photo kit.** The buyer is worth about four times as much (advertisers pay about \$3.33 a click, versus under \$1 on generic terms) and faces far fewer big incumbents. This is your best margin and your thinnest competition.
 - **Slot into Walmart's unproven half.** 9 of 18 listings have 50 or fewer reviews and 2 have none. List there, chase reviews fast, and build a track record.
 - **Don't fight generic kits on Amazon or Etsy.** Amazon's leader has 8,434 reviews and Etsy's top listing has 23,700. A plain kit won't climb those walls.
 - **Mind the margins.** Generic prices run about \$5 to \$18 — thin. Lead with custom or premium so you're not stuck competing on price alone.
 - **Skip eBay for now.** It's scattered across many small shops with real prices but no product reviews, so you can't judge the competition. Keep it as a maybe-later.
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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 diamond painting kits. It's a way to see where the demand is, 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 huge but crowded, low-priced category. The demand is real, but the everyday shelves are cheap and contested, so your edge has to come from custom photo kits and a smart, low-cost entry.

A few things to keep in mind. The search numbers tell you buyers are interested — 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 shop details**, so we can't quote Etsy prices; and **eBay does not show product reviews**, so we can't judge which listings are weak there. We also did not score how hard it is to rank in free search results this time, and where terms overlap we counted the interest once, not twice. One more honest point: a lot of diamond painting kits sell on brands' own websites and in craft communities off these four marketplaces — so the real category is even bigger than what shows up here, and more competition may live outside our view. Because prices are low, the money side matters most here: confirm your costs, suppliers, and margins — especially for a custom offer — before a big commitment.

PRODUCT LISTING WHITESPACE BRIEF

Diamond painting kits · 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.