PRODUCT LISTING WHITESPACE BRIEF

# Where The Opening Is In Custom Neon Signs

Custom neon signs are a real, high-value category — buyers spend real money and search for them by the tens of thousands every month. The clearest way in is *Walmart*, where the demand is already there but the sellers on the shelf are few, weak, and largely unproven.

PRODUCT
Custom neon sign (LED neon)

MARKETPLACES
Amazon · Walmart · eBay · Etsy

WINDOW
Snapshot · Jul 2026

FOR
A new or expanding seller in this category

THE BOTTOM LINE

## This is a real, high-value category with weak sellers on the easiest shelf. Walmart is your softest way in: strong demand, but the sellers already there are few and mostly unproven. Take that opening — and own the wedding and event angle.

Custom neon signs are not a niche curiosity — about **64,000 people a month** search for one in the US, and these are serious buyers who spend real money (most signs sell for roughly **$20 to $66**). The best way in is **Walmart**: the demand is there, but one shop holds about 40% of the listings and more than three-quarters of listings have **no reviews at all**. That means the sellers on the shelf haven't earned trust yet — a well-run new seller can pass them quickly. Amazon is thin and still forming, so there's room there too. eBay is not a real market for this — skip it. And a strong extra angle sits inside all of this: **weddings and events**, where buyers want a custom sign for one special day.

1. **The demand is real and the buyers are valuable.** About 64,000 US searches a month, and advertisers pay several dollars for a single click to reach these shoppers — a strong sign this is a high-ticket product that turns searches into sales.

2. **Walmart is the softest shelf to enter.** One shop holds roughly 40% of the listings, and about **76% of listings have zero reviews**. The demand is there but the sellers are few and unproven — the easiest place for a newcomer to stand out.

3. **You can be found for free, but ads cost money.** These search terms are **easy to rank for** without paying — a real edge. But advertisers bid hard for the same clicks, so lead with strong free listings and use paid ads carefully.

**The one move:** Launch a small, well-made line of **custom LED neon signs on Walmart**, earn reviews fast to leapfrog the unproven sellers already there, and build a clear **wedding-and-event** angle to win the highest-value buyers.

**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 smaller 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 signs. 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.

01 WHAT WE LOOKED AT

## The four biggest marketplaces

We read the top listings and prices for custom neon signs 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, which sellers own the shelf, where the openings are, and which marketplace isn't worth your time. Here is the one-line verdict for each, before the detail:

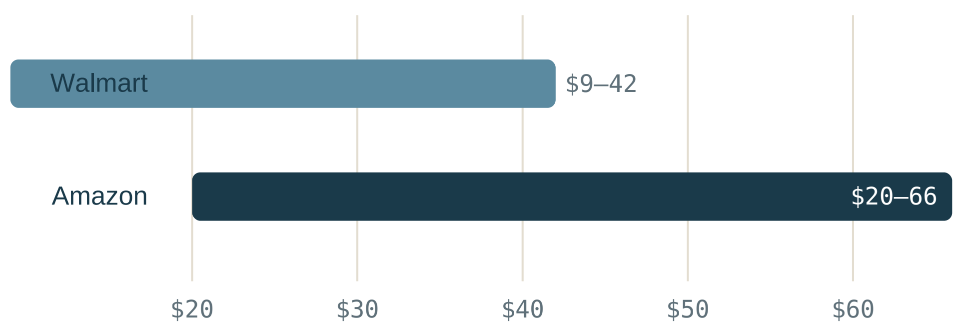
AMAZON
**Thin and still forming**
EARLY READ

WALMART
**Softest way in**
STRONG SIGNAL

EBAY
**Not a real market**
STRONG SIGNAL

ETSY
**Crowded native home**
STRONG SIGNAL

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. **eBay's prices are fake** — mostly $0.99 placeholders — and **Etsy does not show prices on its listings**, so we read those two other ways. Across the marketplaces where prices are real, most signs sell for roughly **$20 to $66** — a healthy, high-ticket range.

02 WALMART — THE OPENING

## Real demand, weak sellers — the softest way in

STRONG SIGNAL

**The finding:** Walmart is the clearest opening. Shoppers are looking for custom neon signs here, but the sellers already on the shelf are few and haven't earned trust — which is exactly the gap a well-run newcomer can fill.

**The evidence:** Two things stood out. First, one single shop holds about **40% of the listings** — so the shelf isn't truly competitive, it's mostly one player. Second, and more telling, about **76% of the listings have zero reviews**. That means most sellers here haven't proven they can deliver a good product yet. Prices run roughly **$9 to $42** for most listings (a few premium pieces go higher). Put simply: the buyers are showing up, but no strong, trusted seller has claimed the shelf.

> **What to do:** Make Walmart your first move. List a small, well-made set of custom neon signs, and focus hard on **earning real reviews fast** — great photos, fast shipping, and simple follow-up asking happy buyers to review. Because most sellers here have no reviews at all, even a handful of strong ones can push you to the top of the shelf.

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03 AMAZON

## Thin and still forming — a second door

EARLY READ

**The finding:** Amazon has only a handful of custom neon sign listings — the category is small and still taking shape here. That's an opening for a seller who can show up and earn reviews before the shelf fills in.

**The evidence:** We found only about **20 listings**, priced from **$19.99 to $65.97**. Roughly **a third of them have no rating yet** — another sign the sellers here are early and unproven. A thin shelf like this can go either way, so treat it as a promising second door rather than your main bet.

> **What to do:** Test Amazon as a second channel after Walmart. With so few listings and many carrying no ratings, a clear listing with strong photos and early reviews can rank fast. Keep the range tight to start, and watch whether the shelf gets more crowded before you scale up.

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04 EBAY

## Not a real market — skip it

STRONG SIGNAL

**The finding:** eBay is not a genuine market for custom neon signs. It looks busy, but the listings are dominated by one seller posting fake placeholder prices — there's no real competition to read and no real buyers to win here.

**The evidence:** Of the 60 listings we looked at, **half (30) belong to a single seller**, and they're all priced at **$0.99** — clearly placeholder prices, not real ones. On top of that, about **40% of listings have no real price at all**. When one seller floods the shelf with penny listings, there's nothing solid to build a business decision on.

> **What to do:** Skip eBay for now. Put your time and money into Walmart and Amazon, where the prices and demand are real. There's no reason to fight through a shelf full of fake listings.

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05 ETSY

## The category's crowded home — but newcomers still show up

STRONG SIGNAL

**The finding:** Etsy is where custom neon signs naturally live, so it's the most crowded of the four. But it's crowded in a useful way: it splits into a few clear buyer groups, and new sellers with only a handful of reviews still break into the top results — so the door isn't closed.

**The evidence:** The listings sorted into about **four clear buyer groups**: home decor, business signage, wedding and event signs, and personalized gifts. Encouragingly, sellers with as few as **1 to 4 reviews** still appeared near the top — a sign that a good new listing can get noticed. (Etsy does not publish prices or seller details on its listings, so we can't quote Etsy prices here.)

> **What to do:** Use Etsy to learn, not to lead. Study the four buyer groups to see which one fits you best — the **wedding and event** group is the strongest angle — then bring that focus to Walmart and Amazon, where the sellers are weaker. If you do list on Etsy, pick one buyer group and speak directly to it rather than trying to serve all four.

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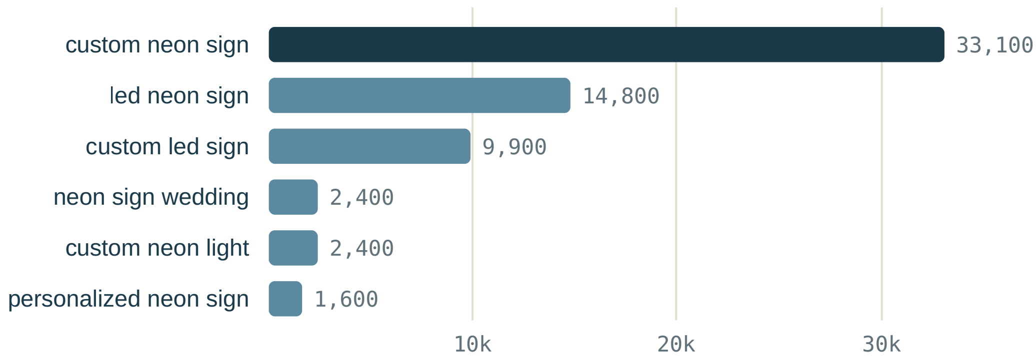
## A real, high-value niche with room to enter

STRONG SIGNAL

**The finding:** The demand is real, steady, and valuable — about **64,000 US searches a month** — and the buyers are worth chasing. The good news for a newcomer: you can be found for free, and the marketplaces with the weakest sellers (Walmart, Amazon) are exactly where you should enter.

MONTHLY US SEARCHES, BY PHRASE




Together these six phrases pull **about 64,000 searches a month** in the US — a real, steady niche. Notice the wedding phrase in the mix: “neon sign wedding” alone draws 2,400 searches a month, which points to a valuable sub-angle you can own.

**How crowded is it?** Two things work in your favor. First, it’s **easy to be found for free** — these search terms aren’t locked up by big, hard-to-outrank websites, so a new listing has a genuine shot at showing up without paying. Second, advertisers pay a **lot** to win these clicks — roughly **$4.50 to $8 each** — which is good news: it means these searches turn into real sales. The one caution: because advertisers bid this hard, paid ads for the main phrases will cost you, so lean on your free listings first.

> **What to do:** Enter where the sellers are weakest (Walmart first, Amazon second), and lead with strong, well-photographed free listings so you’re found without paying. Save paid ads for the phrases that clearly turn into orders. And build a **wedding-and-event** line early — it’s a proven slice of the demand and a natural place to charge more.

07 QUICK WINS

## Where to start this week

STRONG SIGNAL

- **Launch on Walmart first.** It's the softest shelf — one shop holds about 40% of listings and roughly 76% have no reviews. Real demand, unproven sellers, easy to stand out.
- **Chase reviews from day one.** Because most Walmart listings have zero reviews, even a small number of strong ones can put you at the top. Great photos, fast shipping, and a polite follow-up ask.
- **Build a wedding-and-event angle.** "Neon sign wedding" is a proven slice of the demand and a natural place to charge more — make a small line aimed straight at couples and event planners.
- **Test Amazon as a second door.** Only about 20 listings and a third with no rating — a thin, forming shelf where a clear listing can rank fast.
- **Skip eBay.** It's full of fake $0.99 placeholder listings from one seller — not a real market. Don't waste time there.

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08 WHAT THIS IS — AND ISN'T

## 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 custom neon signs and how much advertisers pay to reach those buyers. It's a way to see where the demand is real, where the sellers are weak, and which shelf is easiest to enter. It's a strong starting point, not a guarantee.

A few things to keep in mind. The search numbers and the click-value numbers tell you buyers are interested and that this is a high-value product — but they are **leading indicators**, not proof of booked sales. Each marketplace also shows different depth: Walmart and Amazon publish real prices; **Etsy does not show prices or seller details**, so we can't quote Etsy prices; and eBay's prices are fake placeholders. One more honest point: the main "custom neon sign" phrases are **easy to be found for free** but **expensive to advertise on** — so plan to win with strong free listings first and use paid ads carefully. What's left for you to confirm is the money side — your costs, suppliers, and margins — and which angle (weddings, business signage, home decor, gifts) you'll lead with. The direction is well-supported; the next step is making the numbers work for you.