PRODUCT LISTING WHITESPACE BRIEF

Where The Opening Is In Pickleball Paddles

Pickleball paddles are one of the biggest, fastest-growing things people shop for online — about *301,000 US searches a month*. And here is the rare part: the shelves are *not* locked up. Two real doors are wide open — Walmart, where the sellers are small and unproven, and Etsy, where the custom-paddle lane has no clear leader. Most hot categories are already owned. This one mostly is not.

PRODUCT	MARKETPLACES	WINDOW
Pickleball paddles	Amazon · Walmart · eBay · Etsy	Snapshot · Jul 2026

FOR

A new or expanding seller in this category

THE BOTTOM LINE

This is a huge, fast-growing category, and it has two real doors standing open. Walmart’s shelf is full of small, unproven sellers, and Etsy’s custom-paddle lane has no clear leader. Big demand, weak competition — go through both.

Pickleball is booming, and it shows: about **301,000 people a month** search for pickleball paddles in the US — one of the biggest numbers we’ve measured. What makes this rare is that the shelves are **not** owned yet. On **Walmart**, the demand is there but the sellers are small: **15 of the 20 listings** we found have 50 or fewer reviews, and none has more than about 110. On **Etsy**, the custom and personalized-paddle lane is wide open — no seller there tops 640 reviews — and it is a premium buyer: advertisers pay about **$6.50 a**

click to reach the “custom pickleball paddle” shopper, roughly five times what they pay for the plain term. **eBay** is a scattered resale shelf ($4 to $270). We could **not** read **Amazon** this time — the big brands most likely sit there, but we didn’t capture it, so we won’t guess. Net: a genuine, high-demand opening with two accessible ways in — unusual for a category this large.

1. **The demand is huge and still climbing.** About **301,000 US searches a month** for pickleball paddles — one of the biggest categories we’ve looked at, riding a sport that keeps growing.

2. **Walmart is a soft, open shelf.** Of the 20 listings we found, **15 have 50 or fewer reviews** and none tops about 110. Proven demand, unproven sellers — the easiest place to stand out. Prices run **$10 to $89**.

3. **Etsy’s custom-paddle lane is wide open — and premium.** No seller there tops **640 reviews**, so no one owns it — and advertisers pay about **$6.50 a click** to reach the custom-paddle buyer, about five times the plain term. A strong second door.

The one move: Go through both open doors. Put a quality paddle on **Walmart’s unproven shelf** and earn reviews fast, and at the same time own the **personalized-paddle lane on Etsy** — a high-value buyer with no clear leader yet. Two real openings in a category this big is rare, so move while they’re open.

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 or partial look — worth a closer dive before you bet big. We looked at what is publicly listed and reviewed on each marketplace, plus how many people search for these products and how much advertisers pay to reach them. That tells you where the crowds and the gaps are. It’s 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 pickleball paddles 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 we couldn't read clearly this time. Here is the one-line verdict for each, before the detail:

AMAZON

Couldn't read it this time

NOT READ

WALMART

Soft, open shelf

STRONG SIGNAL

EBAY

Scattered resale shelf

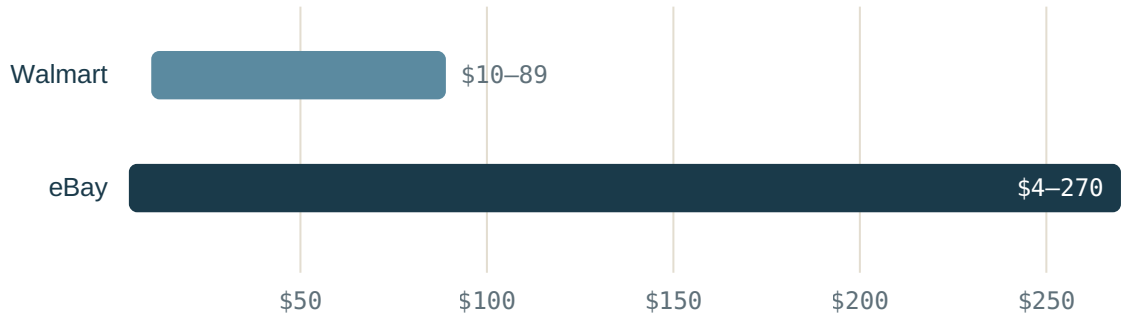
EARLY READ

ETSY

Wide-open custom lane

STRONG SIGNAL

WHAT BUYERS PAY — WHERE WE COULD SEE PRICES



Walmart and eBay are the two marketplaces that show a clear price on each listing, so this is where the numbers are solid. **Etsy does not show prices** on its listings this time, and **eBay does not show product reviews**, so we read those two other ways. Walmart is the tighter, more everyday shelf (**$10 to $89**), while eBay is scattered across new, used, and bundle listings (**$4 to $270**).

02 WALMART — THE SOFT SHELF

Real demand, small unproven sellers — the easiest way in

STRONG SIGNAL

The finding: Walmart is your softest opening. Shoppers are clearly looking for pickleball paddles here, but almost every seller already on the shelf is small and hasn't earned much trust — which is exactly the gap a good newcomer can fill.

The evidence: Of the **20 listings** we found, **15 have 50 or fewer reviews**, and **none has more than about 110** — the strongest we saw had 109, 74, 74, 66, and 59. Four have no reviews at all. Prices run **$10 to $89**, a wide, everyday range that gives you room to price a quality paddle. Put simply: the buyers are showing up in huge numbers, but no wall of strong, trusted sellers has claimed the shelf.

> **What to do:** Make Walmart your first move. List a quality paddle with strong photos and a clear reason to choose it (control, power, or a specific skill level), and focus hard on **earning real reviews fast**. Because the top seller here has only about 110 reviews, even a few dozen strong ones can push you near the top of the shelf.

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03 ETSY — THE SECOND DOOR

The custom-paddle lane is wide open — and it's a premium buyer

STRONG SIGNAL

The finding: Etsy is a strong second opening, and a different kind of one. Shoppers there want **custom and personalized** paddles and paddle covers — names, designs, embroidered covers — and no seller owns that lane yet. On top of that, it's a high-value buyer: people searching for a custom paddle are worth far more than the average shopper.

The evidence: Across the custom and personalized paddle listings we looked at, **no single seller tops 640 reviews** and **none passes 1,000** — so no one has locked up the shelf. And the money side is telling: advertisers pay about **$6.50 a click** to reach the "custom pickleball paddle" shopper, roughly **five times** what they pay for the plain term. When advertisers pay that much more, it means those buyers spend more. (Etsy doesn't show prices or seller details this time, so we can't quote Etsy prices.)

> **What to do:** Own the personalized lane on Etsy. Offer custom paddles and personalized covers — names, team colors, embroidered designs — and lead your listings with the personalization. This is a premium buyer with no clear leader, so a focused, well-made shop can rise fast.

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04 EBAY

A scattered resale shelf — but hard to judge

EARLY READ

The finding: eBay is a real but scattered shelf — new paddles, used ones, and bundles from lots of different sellers, with no one in charge. It's a genuine market, but eBay doesn't show product reviews, so you can't tell which sellers are strong and which are weak.

The evidence: We counted about **40 different sellers** across the listings, so no one owns the shelf. Prices are real and range widely, from about **$4 to $270** — covering everything from single used paddles to full sets. 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. It's scattered enough that a newcomer can appear, but without reviews you're guessing at the competition. Put your first effort into Walmart and Etsy, and test eBay once you have a proven listing and photos to reuse.

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05 AMAZON

We couldn't read this shelf this time

NOT READ

The finding: We were not able to pull Amazon's listings this time, so we won't pretend to know what's there. The honest read: the big, well-known paddle brands most likely sit on Amazon — but we did not capture it this pass, so treat Amazon as unknown, not open.

The evidence: Amazon's listings simply didn't come back for us this time — a gap on our side, not a sign the shelf is empty or weak. Given how big this category is, expect the major brands to be well established there. We're flagging this plainly so you don't treat a missing read as an easy opening.

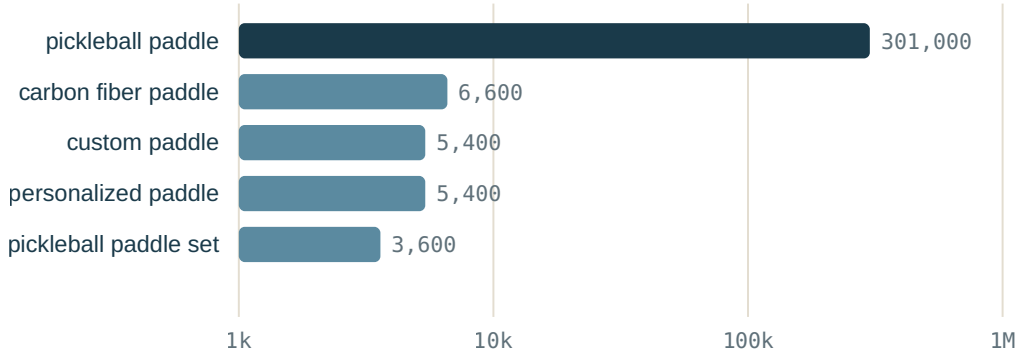
> **What to do:** Don't assume Amazon is open — do a quick check yourself. Search "pickleball paddle" on Amazon and look at how many reviews the top listings have. If they run into the thousands, treat Amazon as a later, harder shelf and build your trust on Walmart and Etsy first.

A giant category with two doors still open

STRONG SIGNAL

The finding: The demand is enormous — about **301,000 US searches a month** for the main term — and, unusually for a category this hot, the marketplace shelves are not yet locked up. That's the rare good news. The honest caution: the plain term is competitive on ads, and big, well-known brands sell paddles off these marketplaces too.

MONTHLY US SEARCHES, BY PHRASE



The main term pulls **about 301,000 searches a month** — so big it would dwarf the others on a normal chart. So here **each step to the right is ten times bigger** than the last, which lets you see the smaller "specialty" lanes too: carbon-fiber, custom, personalized, and set paddles each pull a few thousand searches a month. The custom and personalized lanes are the ones to note — smaller, but a premium buyer.

How crowded is it? Less crowded than you'd expect for the size. Advertisers pay **a little over a dollar a click** for the plain "pickleball paddle" term — competitive, so expect a fight on ads there — but about **$6.50 a click** for the custom-paddle buyer, a much higher-value shopper. On the shelves, the two most accessible ones are open: **Walmart's sellers are small and unproven**, and **Etsy's custom lane has no leader**. Big brands do exist, mostly off these marketplaces — but the two doors here are genuinely open.

> **What to do:** Go through both open doors at once — a quality paddle on Walmart's unproven shelf, and a personalized-paddle shop on Etsy for the premium buyer. Don't chase the plain "pickleball paddle" ad term head-on against the big brands; win on the softer shelves and the custom lane first.

07 QUICK WINS

Where to start this week

STRONG SIGNAL

- **Launch on Walmart first.** It's the softest shelf — 15 of 20 listings have 50 or fewer reviews, and the top one has only about 110. Huge demand, unproven sellers, easy to stand out. Prices run $10 to $89.
- **Open a personalized-paddle shop on Etsy.** No seller there tops 640 reviews, and the custom buyer is premium — advertisers pay about $6.50 a click to reach them, roughly five times the plain term.
- **Chase reviews from day one on Walmart.** Because the top seller has only about 110 reviews, even a few dozen strong ones can put you near the top. Great photos, fast shipping, and a polite follow-up ask.
- **Check Amazon yourself before you commit.** We couldn't read it this time. Search the term and look at the top listings' review counts — if they're in the thousands, treat Amazon as a later, harder shelf.
- **Keep eBay as a maybe-later.** About 40 scattered sellers and real prices, but no reviews to judge them — test it only after you have a proven listing.

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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 search for pickleball paddles and how much advertisers pay to reach those buyers. It's a way to see where the demand is real, where the sellers are strong or weak, and which shelf is easiest to enter. It's a strong starting point, not a guarantee — and unlike many hot categories that are already owned, this one has genuine room to enter.

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 shows real prices and reviews; **Etsy does not show prices or seller details** this time, so we can't quote Etsy prices; **eBay does not show product reviews**, so we can't judge which sellers are weak there; and we **couldn't read Amazon at all this time**, so treat it as unknown, not open. One more honest point: big, well-known paddle brands also sell on their own websites, off these four marketplaces — so the real competition is larger than what shows up here. And the plain "pickleball paddle" term is competitive on ads. 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.

Pickleball paddles · 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.