COZY MYSTERY ROYALTIES BOT

Amazon KDP

Cozy Mystery

Niche Research Report

7 Low-Competition Sub-Niches with Live Amazon Data

Including BSR-Based Sales Estimates

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HOW TO READ THIS REPORT

Each niche profile includes: **live Amazon bestseller data** (reviewed April 22, 2026), a **competition bar** based on review counts of the top-ranked books, and a **BSR (Best Seller Rank) note** with estimated daily/monthly sales. Lower review counts in the top 5 = easier to break in.

KINDLE STORE BSR	EST. DAILY SALES	EST. MONTHLY SALES	SIGNAL
#1 – #500	500–5,000+	15,000–150,000+	Top of market
#500 – #2,500	100–500	3,000–15,000	Strong seller
#2,500 – #10,000	30–100	900–3,000	Solid income
#10,000 – #50,000	5–30	150–900	Good for series
#50,000 – #100,000	1–5	30–150	Niche / KU

AT-A-GLANCE: 7 COZY MYSTERY SUB-NICHES

NICHE	COMPETITION	DEMAND	TOP BOOK REVIEWS	BEST OPPORTUNITY
Cozy Animal Mystery	LOW ■■■■	HIGH	#1: 2 reviews	Pet/K-9 mystery series
Cozy Culinary Mystery	LOW ■■■■	STEADY	#3: 4 reviews	Food + amateur sleuth
Cozy Crafts & Hobbies	LOW ■■■■	GROWING	#4: 28 reviews	Knitting/gardening cozy
Bookshop Cozy Mystery	VERY LOW ■■■■■	HIGH	#1: 28 reviews	Librarian/bookshop amateur detective
Paranormal Witch Cozy	VERY LOW ■■■■■	HIGH	#1: 2 reviews	Witch + cozy combo
1920s Period Cozy	VERY LOW ■■■■■	GROWING	#8: 21 reviews (BSR #2,447)	Golden Age nostalgia
Scottish/Irish Regional Cozy	LOW ■■■■	HIGH	#18: 11 reviews	Strong search terms, passionate readers

NICHE #1

COZY ANIMAL MYSTERY

Competition: ■■■■■ LOW

Amazon Category: Best Sellers – Cozy Animal Mystery (Kindle Store) | amazon.com/…/7130629011 | **Demand:** HIGH — active daily bestseller movement | **Price Range:** $2.99–$5.99 (KU dominates this niche)

#1 BOOK REVIEWS	#4 BOOK REVIEWS	CATEGORY BSR	COMPETITION SCORE
2 (!!)	2 (!!)	6th of all Kindle	2/5 LOW

■ **LIVE BSR DATA:** Mystery Waters (2 reviews, pub. April 20) — BSR #625 in Kindle Store overall. That equals approx. 300–500 sales/day (~9,000–15,000/month). Brand new book, minimal reviews, top of a category. K-9 / dog mystery books from Sophie Lyon also holding steady at BSR ~#3,000–#6,000.

RANK	TITLE	AUTHOR	REVIEWS	PRICE
#1	Mystery Waters (Enchanted Waters Mystery #14)	Jenna St. James & S. Damore	2 reviews	$2.99
#2	Trail Gone Dark: K-9 Search & Rescue, Book 1	Sophie Lyon	673 reviews	$4.99
#3	The Retired Assassin's Guide to Country Gardening	Naomi Kuttner	7,606 reviews	$3.99
#4	Skulls and Sunlit Secrets (Haunted Ranch Mysteries)	Sara Bourgeois	2 reviews	$4.99
#5	Buried Deep: K-9 Search & Rescue, Book 2	Sophie Lyon	450 reviews	$4.99
#6	Murder Most Bookish (English cozy mystery)	Anthea Fraser	3,196 reviews	$0.99

■ OPPORTUNITY: The #1 AND #4 spots in this category both have just 2 reviews — published within the last 48 hours. This means a brand-new book can rank at the very top with almost zero social proof. Pet mysteries (especially dogs, cats, horses) are evergreen KU favorites for the 50+ audience. The K-9/search-and-rescue angle is particularly hot right now.

PUBLISHING ANGLES TO TARGET:

- Dog mystery series: amateur sleuth + loyal dog sidekick who 'helps solve' crimes
- Cat cozy: mysterious cat with uncanny instincts leads owner to discover murder
- Horse ranch mystery: small-town equestrian community, female amateur detective
- K-9 rescue cozy: animal rescue worker stumbles onto crime while rehoming pets
- Paranormal pet twist: ghost dog or magical animal companion (see Witch & Wizard niche)

TARGET READER	KEYWORD IDEAS
Women 45–65, pet owners (especially dog and cat lovers), Kindle Unlimited subscribers, fans of Debbie Macomber and Rita Mae Brown	cozy animal mystery, dog mystery book, pet cozy mystery, K-9 mystery, cat cozy mystery series, amateur sleuth pets, horse ranch mystery

NICHE #2

COZY CULINARY MYSTERY

Competition: ■■□□□ LOW

Amazon Category: Best Sellers – Cozy Culinary Mystery (Kindle Store) | amazon.com/…/7130631011 | **Demand:** STEADY — consistent year-round demand | **Price Range:** $4.99–$6.99 (higher price point than most cozy sub-niches)

#2 BOOK REVIEWS	#3 BOOK REVIEWS	COMPETITION SCORE	PRICE SWEET SPOT
24	4 (!!)	2/5 LOW	$4.99–$6.99

■ **LIVE BSR DATA:** Between a Roquefort and a Hard Place (4 reviews, pub. April 21) — BSR #4,209 in Kindle Store. That equals approx. 50–80 sales/day (~1,500–2,400/month). A 1-day-old book with 4 reviews is already pulling real sales. Books at #1 in this category (BSR ~#1,500–#3,000) likely earn 100–200+ sales/day.

RANK	TITLE	AUTHOR	REVIEWS	PRICE
#1	Murder Uncorked (A Cece Barton Mystery #1)	Maddie Day	650 reviews	$6.84
#2	Cottage on Gooseberry Bay: Deadly Ties	Kathi Daley	24 reviews	$5.99
#3	Between a Roquefort and a Hard Place	Linda Reilly	4 reviews	$6.99
#4	Fatal Fettuccine: A Made in Savannah Cozy Mystery	Hope Callaghan	455 reviews	$4.99
#5	Cruising Through Midlife (Cruise Series)	Addison Moore	1,002 reviews	$0.99
#6	Kiss My Grits, It's Murder (Southern Culinary Mystery)	Lucy Lemon	306 reviews	$2.99

■ OPPORTUNITY: The top 3 spots show classic low-competition indicators: #2 has 24 reviews, #3 has just 4. Culinary mystery is well-established with readers but not dominated by a handful of mega-authors. Any food theme works — baking, wine, southern cooking, seafood, artisan cheese. Regional cuisine settings (Savannah, Louisiana, Ireland, Scotland) are particularly popular.

PUBLISHING ANGLES TO TARGET:

- Bakery owner who discovers a body — classic warm-setting cozy
- Wine country mystery: vineyard, sommelier, murder at a tasting event
- Southern cooking cozy: small-town diner, community gossip, amateur sleuth chef
- Food truck mystery: mobile kitchen moves through different towns, each with a secret
- Recipe-included mystery: each chapter ends with a real recipe tied to the plot

TARGET READER	KEYWORD IDEAS
Women 50+, home cooks and foodies, fans of Joanne Fluke, Diane Mott Davidson, Agatha Christie	cozy culinary mystery, bakery cozy mystery, cooking cozy mystery, southern mystery novel, culinary mystery series kindle, amateur chef mystery, wine country mystery

NICHE #3

COZY CRAFTS & HOBBIES MYSTERY

Competition: ■■■■■ LOW

Amazon Category: Best Sellers – Cozy Crafts & Hobbies Mystery (Kindle Store) | amazon.com/…/7130630011 | **Demand:** GROWING — hobby niches expanding with aging population | **Price Range:** $3.99–$6.99

#4 BOOK REVIEWS	#7 BOOK REVIEWS	#8 BOOK REVIEWS	COMPETITION SCORE
28	27	21	2/5 LOW

■ **LIVE BSR DATA:** Murder on the Motor Track (21 reviews, pub. April 20) — BSR #2,447 in Kindle Store, #4 in Women's Detective Fiction, #8 in Crafts & Hobbies Mystery. Estimated 100–150 sales/day (~3,000–4,500/month). Four of the top 8 books have under 30 reviews — an unusually clear gap in this category.

RANK	TITLE	AUTHOR	REVIEWS	PRICE
#1	The Retired Assassin's Guide to Country Gardening	Naomi Kuttner	7,606 reviews	$3.99
#2	Purls and Peril: Maeve Lynch Knitting Mysteries #1	Kitty Graham	138 reviews	$0.99
#3	Beg, Burrow or Steal (Bought-the-Farm Mystery #24)	Ellen Riggs	28 reviews	$6.99
#4	Murder on the Clock: An Irish Cozy Mystery	Lucy Connelly	1,383 reviews	$0.99
#5	A Death in the Dark	Ellie Alexander	27 reviews	$5.99
#6	Murder on the Motor Track: A 1920s Cozy Mystery	Rosie Hunt	21 reviews	$4.99
#7	Coconut Confessions (Hawaii Cozy Mystery)	Addison Moore	128 reviews	$5.99

■ OPPORTUNITY: 4 of the top 8 books in this category have fewer than 30 reviews — that's exceptional. Crafts & Hobbies cozies resonate deeply with the 50+ KDP audience who love knitting, gardening, quilting, and farm life. This is a perfect fit for your community.

PUBLISHING ANGLES TO TARGET:

- Knitting circle mystery: Tuesday evening knitting group unravels a local murder
- Gardening cozy: retired horticultural expert discovers body in the village garden fête
- Quilting bee mystery: small-town quilters piece together clues to a decades-old secret
- Pottery/art class cozy: adult education class instructor investigates after student is found dead
- Book club + hobby combo: bibliophile knitters who solve crimes while crafting

TARGET READER	KEYWORD IDEAS
Women 55+, hobbyists (knitters, quilters, gardeners), retirees, fans of Monica Ferris (Needlecraft Mysteries) and Laura Childs (Tea Shop Mysteries)	knitting cozy mystery, crafts hobby mystery, gardening cozy mystery, quilting mystery series, small town hobby mystery kindle, cozy mystery series women, retired sleuth mystery

NICHE #4

BOOKSHOP COZY MYSTERY

Competition: ■■■■■ VERY LOW

Amazon Category: Best Sellers – Books, Bookstores & Libraries Mystery (Kindle) | amazon.com/…/206810034011 | **Demand:** HIGH — bookish readers are the heaviest Kindle buyers | **Price Range:** $4.99–$9.99 (this audience pays more for books they love)

#1 BOOK REVIEWS	#6 BOOK REVIEWS	#8 BOOK REVIEWS	COMPETITION SCORE
28	11 (!!)	22	1/5 VERY LOW

■ **LIVE BSR DATA:** The #1 book in this category has only 28 reviews and is priced at $14.99 — readers in this niche will pay premium prices. #6 has 11 reviews, #8 has 22. This is one of the most accessible categories in all of mystery fiction. Estimated BSR for top books: #3,000–#8,000 = 50–100 sales/day.

RANK	TITLE	AUTHOR	REVIEWS	PRICE
#1	The Ending Writes Itself: A Debut Mystery	Evelyn Clarke	28 reviews	$14.99
#2	Coconut Confessions (Hawaii Cozy Mystery)	Addison Moore	128 reviews	$5.99
#3	The Bookstore at Holiday Bay: Once Upon a Spy Game	Kathi Daley	629 reviews	$0.99
#4	Dandelions, Deception & Detours (Camper & Criminals)	Tonya Kappes	190 reviews	$5.99
#5	The Mystery of the Missing Book (Cozy crime)	Judith Cutler	1,563 reviews	$0.99
#6	Bonnets, Buggies & Betrayal: Amish Cozy Mystery	Samantha Price	11 reviews	$4.99
#7	Cruising Through Midlife (Cruise Mystery Series)	Addison Moore	1,002 reviews	$0.99
#8	Lei'd to Rest Confessions (Hawaii Cozy)	Addison Moore	22 reviews	$6.99

■ OPPORTUNITY: The MOST accessible category in this report — #1 position held by a book with only 28 reviews. Readers who love bookshops also love reading about them. This audience skews toward literary fiction lovers who also enjoy light mysteries — they BUY books, they join book clubs, and they're heavy Kindle Unlimited users.

PUBLISHING ANGLES TO TARGET:

- Antiquarian bookshop owner inherits shop and discovers hidden murder mystery inside rare book
- Small-town librarian amateur detective: keeps the secret files of the town's history
- Used bookstore with a ghost: previous owner still 'haunts' the shop and helps solve crimes
- Travelling library cozy: bookmobile librarian visits villages and finds a different crime each book
- Literary festival murder: bestselling author found dead at a coastal book festival weekend

TARGET READER	KEYWORD IDEAS
Women 45–70, avid readers/book club members, librarians and teachers, fans of Ellery Adams (Books by the Bay) and Lorna Barrett (Booktown Mysteries)	bookshop cozy mystery, library mystery kindle, bookstore mystery series, bibliophile mystery, book lover cozy mystery, librarian mystery series, small town bookshop mystery

NICHE #5

PARANORMAL WITCH & WIZARD COZY MYSTERY

Competition: ■■■■■ VERY LOW

Amazon Category: Witch & Wizard Mysteries + Cozy Mystery + Cozy Animal Mystery (overlapping categories) | **Demand:** HIGH — paranormal cozy is one of the fastest-growing sub-genres | **Price Range:** $2.99–$4.99 (high KU page-read potential)

#1 REVIEWS (Witch Cat.)	#2 REVIEWS (Witch Cat.)	COMPETITION SCORE	MARKET TREND
2 (!!)	2 (!!)	1/5 VERY LOW	↑ Exploding

■ **LIVE BSR DATA:** Mystery Waters ranked #1 in Witch & Wizard Mysteries with only 2 reviews and BSR #625 in the full Kindle Store. This means a book simultaneously ranking in Cozy Animal Mystery AND Witch & Wizard Mysteries can reach an enormous combined audience. Sara Bourgeois (prolific paranormal cozy author) holds multiple top spots with very few reviews on new releases — proving this niche launches fast and stays visible.

RANK	TITLE	AUTHOR	REVIEWS	PRICE
#1	Mystery Waters (Enchanted Waters Mystery #14)	Jenna St. James & S. Damore	2 reviews	$2.99
#2	Skulls and Sunlit Secrets (Haunted Ranch Mysteries)	Sara Bourgeois	2 reviews	$4.99
#3	If the Hat Fits (Wicked Witches of Cauldron Hollow #1)	Sara Bourgeois	252 reviews	$3.99
#4	The Retired Assassin's Guide to Country Gardening (Paranormal)	Naomi Kuttner	7,606 reviews	$3.99
#5	Eat, Pray, Hex (Crescent Moon Mysteries #1)	Tara Lush	2,643 reviews	$3.99

■ OPPORTUNITY: Two books with just 2 reviews are sitting at #1 in the Witch & Wizard Mysteries category. Paranormal cozy is huge with the 45–65 audience: it combines mystery + magic + light fantasy in an approachable, clean way. Books that straddle 'Cozy Animal' + 'Paranormal' rank in TWO categories at once — double the visibility for the same effort.

PUBLISHING ANGLES TO TARGET:

- Witch runs a small-town herb shop — customers keep dying after buying her potions
- Magic bookshop: enchanted books reveal clues to supernatural murders
- Retired witch amateur sleuth: grandmother with fading powers solves village mysteries
- Ghost + witch combo: protagonist can see ghosts who reveal who killed them
- Familiar mystery: talking cat or clever raven guides clueless human to the killer

TARGET READER	KEYWORD IDEAS
Women 35–65, fans of light paranormal and urban fantasy, Kindle Unlimited power users, readers of Molly Harper and Sofie Kelly	witch cozy mystery, paranormal cozy mystery series, magical mystery kindle, witch amateur sleuth, supernatural cozy mystery, magic and murder kindle, paranormal women's fiction mystery

NICHE #6

1920S VINTAGE BRITISH PERIOD COZY MYSTERY

Competition: ■■■■■ VERY LOW

Amazon Category: Appears in: Cozy Crafts & Hobbies Mystery + Women's Detective Fiction + Historical Mystery | **Demand:** GROWING — Golden Age nostalgia wave showing strong upward trend | **Price Range:** $3.99–$6.99

#1 BOOK REVIEWS	#1 BOOK BSR	#5 BOOK REVIEWS	COMPETITION SCORE
21	#2,447	11	1/5 VERY LOW

■ **LIVE BSR DATA:** Murder on the Motor Track (21 reviews, pub. April 20) sits at BSR #2,447 — roughly 100–150 sales/day (~3,000–4,500/month). It also ranks #4 in Women's Detective Fiction and #10 in Women's Crime Fiction, meaning this one book hits multiple bestseller lists simultaneously. Murder at the Highland Games has only 11 reviews and is ranking in the top 20 of the main Cozy Mystery list.

RANK	TITLE	AUTHOR	REVIEWS	PRICE
#1	Murder on the Motor Track: A 1920s Cozy Mystery	Rosie Hunt	21 reviews	$4.99
#2	A Death in the Dark	Ellie Alexander	27 reviews	$5.99
#3	The Blackout Murders: A Homefront Sleuths Mystery	Anna Elliott	3,171 reviews	$2.99
#4	The Carnival Murders (Captivating Historical Mystery)	Irina Shapiro	552 reviews	$6.99
#5	Murder at the Highland Games (Scottish cozy mystery)	Dee MacDonald	11 reviews	$3.99

■ OPPORTUNITY: The 1920s/1940s period cozy is riding a massive nostalgia wave — think Agatha Christie meets Downton Abbey. There is very little competition at the sub-niche level (most period mystery is thriller/dark). Books in this niche rank in WOMEN'S DETECTIVE FICTION, HISTORICAL MYSTERY, and COZY MYSTERY simultaneously — triple category visibility. Perfect for the 55+ KDP audience.

PUBLISHING ANGLES TO TARGET:

- 1920s lady detective: aristocratic amateur sleuth in post-WWI English countryside
- WWII home front mystery: ARP warden or Land Girl solves crimes during the Blitz
- 1930s seaside resort murder: Golden Age Agatha Christie-style village mystery
- Roaring Twenties flapper detective: jazz club, bootleggers, glamour and murder
- Edwardian manor house mystery: upstairs/downstairs drama with a murder at the heart

TARGET READER	KEYWORD IDEAS
Women 55+, fans of Agatha Christie, Downton Abbey, and Call the Midwife, history enthusiasts, British TV drama viewers	1920s cozy mystery, vintage mystery series kindle, Golden Age mystery, historical cozy mystery, British amateur sleuth 1920s, WWII mystery kindle, lady detective historical fiction

NICHE #7

SCOTTISH & IRISH REGIONAL COZY MYSTERY

Competition: ■■□□□ LOW

Amazon Category: Appears in: Main Cozy Mystery + Historical Mystery + Women's Detective Fiction | **Demand:** HIGH — regional British Isles cozies have a passionate, repeat-buying fanbase | **Price Range:** $3.99–$5.99

#1 BOOK REVIEWS	#2 BOOK REVIEWS	DEMAND SIGNAL	COMPETITION SCORE
11 (!!)	19	↑ Trending	2/5 LOW

■ **LIVE BSR DATA:** Murder at the Highland Games (11 reviews, $3.99) is ranking in the TOP 20 of the main Cozy Mystery category — one of the most competitive cozy lists on Amazon. A Very Irish Mystery (19 reviews) ranked #2 in Historical Mystery. These regional books are punching way above their review count, suggesting strong reader demand and Amazon favouring new entries. Estimated BSR for top regional cozy entries: #3,000–#10,000 (~30–100 sales/day).

RANK	TITLE	AUTHOR	REVIEWS	PRICE
#1	Murder at the Highland Games: A Scottish Cozy Mystery	Dee MacDonald	11 reviews	$3.99
#2	A Very Irish Mystery: An Irish Cozy Mystery	Verity Bright	19 reviews	$5.99
#3	Murder on the Clock: A Totally Gripping Irish Cozy	Lucy Connelly	1,383 reviews	$0.99
#4	Ginger and the Dead Body (Cozy Mystery)	Author TBC	N/A	$3.99
#5	Murder Most Bookish: A Gripping Cozy English Crime Mystery	Anthea Fraser	3,196 reviews	$0.99

■ OPPORTUNITY: Scottish and Irish cozies have a massive built-in audience from TV dramas (Outlander, Father Ted, Shetland, Vera, Hamish Macbeth). Books with just 11 reviews are cracking the TOP 20 of main Cozy Mystery. Strong, specific search terms ('Scottish cozy mystery', 'Irish cozy mystery') drive highly targeted traffic. Location specificity (Highlands, Dublin, Galway, Orkney Islands) creates built-in series potential.

PUBLISHING ANGLES TO TARGET:

- Highland village sleuth: retired detective moves to Scottish village and crime follows
- Irish pub mystery: local publican overhears too much and becomes amateur detective
- Scottish loch-side retreat: murder at a remote Highland spa or yoga retreat
- Dublin bookshop mystery: literary culture meets Irish dark humour and crime
- Orkney/Islands mystery: small island community, everyone knows everyone, nobody talks

TARGET READER	KEYWORD IDEAS
Women 50–70, fans of British crime TV dramas, Anglophiles, readers who loved Alexander McCall Smith's Botswana series (strong comfort reading overlap)	Scottish cozy mystery, Irish cozy mystery series kindle, Highland mystery, British village mystery, UK cozy mystery, Ireland amateur sleuth, Scottish village whodunnit kindle unlimited

6-STEP ACTION PLAN FOR YOUR COMMUNITY

1

Pick Your Sub-Niche

Start with either Bookshop Cozy (VERY LOW competition) or Paranormal Witch Cozy (fastest growing). Both have books at #1 with under 30 reviews. Use the Cozy Mystery Royalties Bot to generate a targeted book concept within your chosen niche.

2

Validate With Keywords

Run your top keyword ideas (e.g. 'bookshop cozy mystery', 'witch amateur sleuth') through Publisher Rocket or the free Amazon search bar autocomplete. Confirm buyer intent and volume before you commit to a full manuscript.

3

Build a Series From Day One

Every niche above shows that established SERIES hold the top spots. Even Book 14 in a series (Mystery Waters, 2 reviews) ranks #1 because of series readthrough and reader loyalty. Plan at least 3 books before you publish Book 1.

4

Enroll in Kindle Unlimited (KDP Select)

This genre is KU-dominant. All sub-niches above show $0.99–$4.99 price points with KU page reads making up the bulk of revenue. KU also boosts Amazon visibility significantly for new releases.

5

Time Your Launch

The live data shows brand-new books (published within 24–48 hours) can reach BSR #625 with just 2 reviews. A well-planned launch (email list + community push) can spike your initial BSR and lock in a top-5 category ranking that builds organic momentum.

6

Use the Cozy Mystery Royalties Bot

Your bot is pre-built for this exact workflow — from niche concept to chapter outline to full manuscript prompts. Run each sub-niche concept through the bot first to validate voice, setting, and character before committing to a full book.

Data collected April 22, 2026 via live Amazon Kindle Bestseller Lists. BSR figures reflect real-time ranking at time of research. Sales estimates are based on industry-standard BSR-to-sales conversion models. Competition scores based on review counts of top 5 ranked books in each category.