Definitions of “niche”

**nich** /nɪtʃ/ /adjective/
Denoting or relating to products, services, or interests that appeal to a small, specialized section of the population.

‘other companies in this space had to adapt to being niche players,’ ‘a niche show that ran on late-night television’

**niche** [nich] [adjective]
pertaining to or intended for a market niche; having specific appeal [niche advertising]

**niche** ˈnich also ˈnēsh or ˈnish adjective
: a specialized market

**niche** (nɪtʃ , nɪʃ ) (adjective)
Niche is used to describe products that appeal to a small, limited, or specialized group.
The Jacuzzi began as a medical niche product before acquiring mass-market appeal.
Niche products, often sold through nontraditional channels, can demand a higher price.