



## Baby Niche Store Category Structure for eBay

### Description:

When creating a Niche or Specialty Store the most important thing to consider is to skip the main category on eBay. For example: when creating a Niche store for the Baby Category your first category will be “Baby Gear”. I have created the exact category structure in this document. Remember, you are only allowed categories to go three levels deep. The main category and sub categories have been color coded to remove any confusion in creating proper category structure.

Note: Only use categories and subcategories of the structure below you plan on listing is, having empty categories for more than 30-60 days has been known to reduce traffic.

Last Updated June 2018 [Source](#)

### Main Category Dark Blue

#### 1<sup>st</sup> Level Subcategory Green (Considered Level 2)

#### 2<sup>nd</sup> Level Subcategory Pink (Considered Level 3)

Cat Name		Comment
-	<b>Baby Gear</b>	<b>Main Category</b>
	Activity Centers	<b>Level 2 Sub-Category</b>
	Baby Gyms & Play Mats	<b>Level 2 Sub-Category</b>
	Baby Jumping Exercisers	<b>Level 2 Sub-Category</b>
	Baby Swings	<b>Level 2 Sub-Category</b>
	Bouncers & Vibrating Chairs	<b>Level 2 Sub-Category</b>
	Playpens & Play Yards	<b>Level 2 Sub-Category</b>
	Play Shades & Tents	<b>Level 2 Sub-Category</b>
	Walkers	<b>Level 2 Sub-Category</b>
	Other Baby Gear	<b>Level 2 Sub-Category</b>
-	<b>Baby Safety &amp; Health</b>	<b>Main Category</b>
	Baby Monitors	<b>Level 2 Sub-Category</b>
-	<b>Baby Proofing</b>	<b>Level 2 Sub-Category</b>
	Baby Locks & Latches	<b>Level 3 Sub-Category</b>
	Corner & Edge Cushions	<b>Level 3 Sub-Category</b>
	Outlet Covers	<b>Level 3 Sub-Category</b>
	Stove Guards	<b>Level 3 Sub-Category</b>
	Other Baby Proofing	<b>Level 3 Sub-Category</b>



	Baby Thermometers	<b>Level 2 Sub-Category</b>
	Bed Rails	<b>Level 2 Sub-Category</b>
	Car Window Signs & Decals	<b>Level 2 Sub-Category</b>
	Hearing Protection Earmuffs	<b>Level 2 Sub-Category</b>
	Safety Gates	<b>Level 2 Sub-Category</b>
	Shopping Cart Covers	<b>Level 2 Sub-Category</b>
	Toddler Safety Harnesses	<b>Level 2 Sub-Category</b>
	Other Baby Safety & Health	<b>Level 2 Sub-Category</b>
-	<b>Bathing &amp; Grooming</b>	<b>Main Category</b>
	Baby Scales	<b>Level 2 Sub-Category</b>
	Bath Tubs	<b>Level 2 Sub-Category</b>
	Bath Tub Seats & Rings	<b>Level 2 Sub-Category</b>
	Bathing Accessories	<b>Level 2 Sub-Category</b>
	Gift Sets	<b>Level 2 Sub-Category</b>
	Health & Grooming	<b>Level 2 Sub-Category</b>
	Shampoos & Soaps	<b>Level 2 Sub-Category</b>
	Skin Care	<b>Level 2 Sub-Category</b>
	Towels & Washcloths	<b>Level 2 Sub-Category</b>
	Other Baby Bathing & Grooming	<b>Level 2 Sub-Category</b>
-	<b>Car Safety Seats</b>	<b>Main Category</b>
	Booster to 80lbs	<b>Level 2 Sub-Category</b>
	Car Seat Accessories	<b>Level 2 Sub-Category</b>
	Convertible Car Seat 5-40lbs	<b>Level 2 Sub-Category</b>
	Infant Car Seat 5-20 lbs	<b>Level 2 Sub-Category</b>
	Infant Head Support	<b>Level 2 Sub-Category</b>
	Other Car Safety Seats	<b>Level 2 Sub-Category</b>
-	<b>Carriers, Slings &amp; Backpacks</b>	<b>Main Category</b>
-	<b>Diapering</b>	<b>Main Category</b>
	Baby Wipe Warmers	<b>Level 2 Sub-Category</b>
	Baby Wipes	<b>Level 2 Sub-Category</b>
	Changing Pads & Covers	<b>Level 2 Sub-Category</b>
	Cloth Diapers	<b>Level 2 Sub-Category</b>
	Diaper Bags	<b>Level 2 Sub-Category</b>
	Diaper Cakes	<b>Level 2 Sub-Category</b>
	Diaper Coupons	<b>Level 2 Sub-Category</b>



	Diaper Covers	<b>Level 2 Sub-Category</b>
	Diaper Disposal	<b>Level 2 Sub-Category</b>
	Diaper Stackers	<b>Level 2 Sub-Category</b>
	Disposable Diapers	<b>Level 2 Sub-Category</b>
	Swim Diapers	<b>Level 2 Sub-Category</b>
	Other Diapering	<b>Level 2 Sub-Category</b>
-	Feeding	<b>Main Category</b>
	Baby Bibs & Burp Cloths	<b>Level 2 Sub-Category</b>
	Baby Food	<b>Level 2 Sub-Category</b>
	Booster Chairs	<b>Level 2 Sub-Category</b>
-	Bottle Feeding	<b>Level 2 Sub-Category</b>
	Baby Bottles	<b>Level 3 Sub-Category</b>
	Bottle Bags	<b>Level 3 Sub-Category</b>
	Bottle Brushes	<b>Level 3 Sub-Category</b>
	Bottle Drying Racks	<b>Level 3 Sub-Category</b>
	Bottle Nipples	<b>Level 3 Sub-Category</b>
	Bottle Sterilizers	<b>Level 3 Sub-Category</b>
	Formula	<b>Level 3 Sub-Category</b>
	Formula Coupons	<b>Level 3 Sub-Category</b>
	Formula Dispensers	<b>Level 3 Sub-Category</b>
	Sterilizing/Cleaning Supplies	<b>Level 3 Sub-Category</b>
	Other Bottle Feeding	<b>Level 3 Sub-Category</b>
-	Bottle & Food Warmers	<b>Level 2 Sub-Category</b>
-	Breastfeeding/Nursing	<b>Level 2 Sub-Category</b>
	Electric Breast Pumps	<b>Level 3 Sub-Category</b>
	Manual Breast Pumps	<b>Level 3 Sub-Category</b>
	Breast Pump Parts	<b>Level 3 Sub-Category</b>
	Breast Milk Storage	<b>Level 3 Sub-Category</b>
	Feeding Pillows & Covers	<b>Level 3 Sub-Category</b>
	Nipple Shields/Protectors	<b>Level 3 Sub-Category</b>
	Nursing Covers/Blankets	<b>Level 3 Sub-Category</b>
	Nursing Pads	<b>Level 3 Sub-Category</b>
	Other Breastfeeding Supplies	<b>Level 3 Sub-Category</b>
-	Cups, Dishes & Utensils	<b>Level 2 Sub-Category</b>
	Bowls & Plates	<b>Level 3 Sub-Category</b>



	Sippy Cups & Mugs	<b>Level 3 Sub-Category</b>
	Utensils	<b>Level 3 Sub-Category</b>
	Feeding Sets	<b>Level 3 Sub-Category</b>
	Other Baby Dishes	<b>Level 3 Sub-Category</b>
	Food Grinders & Blenders	<b>Level 2 Sub-Category</b>
	High Chairs	<b>Level 2 Sub-Category</b>
	Pacifiers & Soothers	<b>Level 2 Sub-Category</b>
	Pacifier Clips & Cases	<b>Level 2 Sub-Category</b>
	Teethers	<b>Level 2 Sub-Category</b>
	Other Baby Feeding	<b>Level 2 Sub-Category</b>
-	<b>Keepsakes &amp; Baby Announcements</b>	<b>Main Category</b>
	Baby Books & Albums	<b>Level 2 Sub-Category</b>
	Baby Boxes	<b>Level 2 Sub-Category</b>
	Baby Picture Frames	<b>Level 2 Sub-Category</b>
	Birth Announcements & Cards	<b>Level 2 Sub-Category</b>
	Handprint Kits	<b>Level 2 Sub-Category</b>
	Tooth Fairy Pillows	<b>Level 2 Sub-Category</b>
	Other Baby Keepsakes	<b>Level 2 Sub-Category</b>
-	<b>Nursery Bedding</b>	<b>Main Category</b>
	Nursery Bedding Sets	<b>Level 2 Sub-Category</b>
	Bed Pillows	<b>Level 2 Sub-Category</b>
	Blankets & Throws	<b>Level 2 Sub-Category</b>
	Bumpers	<b>Level 2 Sub-Category</b>
	Canopies & Netting	<b>Level 2 Sub-Category</b>
	Cribskirts & Dust Ruffles	<b>Level 2 Sub-Category</b>
	Decorative Nursery Pillows	<b>Level 2 Sub-Category</b>
	Duvet Covers & Sets	<b>Level 2 Sub-Category</b>
	Duvet Inserts	<b>Level 2 Sub-Category</b>
	Mattress Pads & Covers	<b>Level 2 Sub-Category</b>
	Pillowcases & Shams	<b>Level 2 Sub-Category</b>
	Quilts & Coverlets	<b>Level 2 Sub-Category</b>
	Sheets & Sets	<b>Level 2 Sub-Category</b>
	Sleeping Bags & Sleepsacks	<b>Level 2 Sub-Category</b>
	Other Nursery Bedding	<b>Level 2 Sub-Category</b>
-	<b>Nursery Décor</b>	<b>Main Category</b>



	Boxes & Storage	<b>Level 2 Sub-Category</b>
	Lamps & Shades	<b>Level 2 Sub-Category</b>
	Mats & Rugs	<b>Level 2 Sub-Category</b>
	Mobiles	<b>Level 2 Sub-Category</b>
	Night Lights	<b>Level 2 Sub-Category</b>
	Picture Frames	<b>Level 2 Sub-Category</b>
-	Wall Décor	<b>Level 2 Sub-Category</b>
	Art & Prints	<b>Level 3 Sub-Category</b>
	Wall Decals & Vinyl Art	<b>Level 3 Sub-Category</b>
	Wall Hangings	<b>Level 3 Sub-Category</b>
	Wallpaper Borders	<b>Level 3 Sub-Category</b>
	Other Nursery Wall Décor	<b>Level 3 Sub-Category</b>
	Wall Letters	<b>Level 2 Sub-Category</b>
	Window Treatments	<b>Level 2 Sub-Category</b>
	Other Nursery Décor	<b>Level 2 Sub-Category</b>
-	Nursery Furniture	<b>Main Category</b>
	Bedside Sleepers	<b>Level 2 Sub-Category</b>
	Baby Dressers	<b>Level 2 Sub-Category</b>
	Bassinets & Cradles	<b>Level 2 Sub-Category</b>
	Changing Tables	<b>Level 2 Sub-Category</b>
	Cribs	<b>Level 2 Sub-Category</b>
	Crib Mattresses	<b>Level 2 Sub-Category</b>
	Moses Baskets	<b>Level 2 Sub-Category</b>
	Nursery Furniture Sets	<b>Level 2 Sub-Category</b>
	Rockers, Gliders	<b>Level 2 Sub-Category</b>
	Other Nursery Furniture	<b>Level 2 Sub-Category</b>
-	Potty Training	<b>Main Category</b>
-	Strollers & Accessories	<b>Main Category</b>
	Strollers	<b>Level 2 Sub-Category</b>
-	Stroller Accessories	<b>Level 2 Sub-Category</b>
	Bassinets	<b>Level 3 Sub-Category</b>
	Covers, Canopies & Umbrellas	<b>Level 3 Sub-Category</b>
	Cup Holders & Snack Trays	<b>Level 3 Sub-Category</b>
	Footmuffs	<b>Level 3 Sub-Category</b>
	Hooks	<b>Level 3 Sub-Category</b>



	Organizers & Nets	<b>Level 3 Sub-Category</b>
	Seat Liners	<b>Level 3 Sub-Category</b>
	Stroller Boards	<b>Level 3 Sub-Category</b>
	Other Stroller Accessories	<b>Level 3 Sub-Category</b>
	Stroller Parts	<b>Level 2 Sub-Category</b>
	Other Strollers	<b>Level 2 Sub-Category</b>
-	Toys for Baby	<b>Main Category</b>
	Blocks & Sorters	<b>Level 2 Sub-Category</b>
	Crib Toys	<b>Level 2 Sub-Category</b>
	Developmental Baby Toys	<b>Level 2 Sub-Category</b>
	Plush Baby Toys	<b>Level 2 Sub-Category</b>
	Rattles	<b>Level 2 Sub-Category</b>
	Other Toys for Baby	<b>Level 2 Sub-Category</b>
	Other Baby	<b>Main Category</b>

