



## Pet 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 Pet Category your first category would be “Backyard Poultry Supplies”. 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
-	Backyard Poultry Supplies	Main Category
-	Bird Supplies	Main Category
	Cages	Level 2 Sub-Category
	Cage Stands	Level 2 Sub-Category
	Feeders	Level 2 Sub-Category
	Food & Treats	Level 2 Sub-Category
	Incubators	Level 2 Sub-Category
	Perches	Level 2 Sub-Category
	Toys	Level 2 Sub-Category
	Other Bird Supplies	Level 2 Sub-Category
-	Cat Supplies	Main Category
	Beds	Level 2 Sub-Category
	Behavior Training	Level 2 Sub-Category
	Carriers & Crates	Level 2 Sub-Category
	Cat Food	Level 2 Sub-Category
	Cat Grass & Loose Catnip	Level 2 Sub-Category
	Cat Lover Products	Level 2 Sub-Category
	Cat Treats	Level 2 Sub-Category



	Clothing	Level 2 Sub-Category
	Collars & Tags	Level 2 Sub-Category
	Dishes, Feeders & Fountains	Level 2 Sub-Category
	Doors & Flaps	Level 2 Sub-Category
	Flea & Tick Remedies	Level 2 Sub-Category
	Furniture & Scratchers	Level 2 Sub-Category
	Grooming	Level 2 Sub-Category
	Harnesses & Leashes	Level 2 Sub-Category
	Health Care	Level 2 Sub-Category
	Litter	Level 2 Sub-Category
	Litter Boxes	Level 2 Sub-Category
	Pheromone Sprays & Plug-Ins	Level 2 Sub-Category
	Toys	Level 2 Sub-Category
	Other Cat Supplies	Level 2 Sub-Category
-	Dog Supplies	Main Category
	Beds	Level 2 Sub-Category
	Bike Baskets & Trailers	Level 2 Sub-Category
	Blankets	Level 2 Sub-Category
	Cages & Crates	Level 2 Sub-Category
	Carriers & Totes	Level 2 Sub-Category
	Car Seats & Barriers	Level 2 Sub-Category
	Car Seat Covers	Level 2 Sub-Category
	Clothing & Shoes	Level 2 Sub-Category
	Collars	Level 2 Sub-Category
	Costumes	Level 2 Sub-Category
	Diapers & Belly Bands	Level 2 Sub-Category
	Dishes, Feeders & Fountains	Level 2 Sub-Category
	Dog Chews & Treats	Level 2 Sub-Category
	Dog Food	Level 2 Sub-Category
	Dog Houses	Level 2 Sub-Category
	Dog Lover Products	Level 2 Sub-Category
	Doors & Flaps	Level 2 Sub-Category
	Fences & Exercise Pens	Level 2 Sub-Category
	Flea & Tick Remedies	Level 2 Sub-Category
-	Grooming	Level 2 Sub-Category



		Brushes, Combs & Rakes	<b>Level 3 Sub-Category</b>
		Claw Care	<b>Level 3 Sub-Category</b>
		Dryers	<b>Level 3 Sub-Category</b>
		Grooming Tables	<b>Level 3 Sub-Category</b>
		Scissors & Fur Clippers	<b>Level 3 Sub-Category</b>
		Shampooing & Washing	<b>Level 3 Sub-Category</b>
		Other Dog Grooming	<b>Level 3 Sub-Category</b>
		Harnesses	<b>Level 2 Sub-Category</b>
	-	Health Care	<b>Level 2 Sub-Category</b>
		Ear Care	<b>Level 3 Sub-Category</b>
		Eye Care	<b>Level 3 Sub-Category</b>
		Oral Hygiene	<b>Level 3 Sub-Category</b>
		Skin & Coat Care	<b>Level 3 Sub-Category</b>
		Vitamins & Supplements	<b>Level 3 Sub-Category</b>
		Wormer Products	<b>Level 3 Sub-Category</b>
		Other Dog Health Care	<b>Level 3 Sub-Category</b>
		Leashes & Head Collars	<b>Level 2 Sub-Category</b>
		Odor & Stain Removal	<b>Level 2 Sub-Category</b>
		Pooper Scoopers & Bags	<b>Level 2 Sub-Category</b>
		Ramps & Stairs	<b>Level 2 Sub-Category</b>
		Safety Vests & Life Preservers	<b>Level 2 Sub-Category</b>
		Signs & Plaques	<b>Level 2 Sub-Category</b>
		Strollers	<b>Level 2 Sub-Category</b>
		Sunglasses & Goggles	<b>Level 2 Sub-Category</b>
		Tags & Charms	<b>Level 2 Sub-Category</b>
		Toys	<b>Level 2 Sub-Category</b>
	-	Training & Obedience	<b>Level 2 Sub-Category</b>
		Agility Training	<b>Level 3 Sub-Category</b>
		Bark Collars	<b>Level 3 Sub-Category</b>
		Bite Sleeves & Bite Suits	<b>Level 3 Sub-Category</b>
		Clickers	<b>Level 3 Sub-Category</b>
		Electronic Fences	<b>Level 3 Sub-Category</b>
		House Training Pads	<b>Level 3 Sub-Category</b>
		Muzzles	<b>Level 3 Sub-Category</b>
		Sonic Trainers	<b>Level 3 Sub-Category</b>



	Training Dummies	<b>Level 3 Sub-Category</b>
	Training Videos & Books	<b>Level 3 Sub-Category</b>
	Treat Bags	<b>Level 3 Sub-Category</b>
	Whistles	<b>Level 3 Sub-Category</b>
	Other Dog Training & Obedience	<b>Level 3 Sub-Category</b>
	Whelping Supplies	<b>Level 2 Sub-Category</b>
	Other Dog Supplies	<b>Level 2 Sub-Category</b>
-	Fish & Aquariums	<b>Main Category</b>
	Air Stones	<b>Level 2 Sub-Category</b>
	Aquariums & Tanks	<b>Level 2 Sub-Category</b>
	Cleaning & Maintenance	<b>Level 2 Sub-Category</b>
	CO2 Equipment	<b>Level 2 Sub-Category</b>
	Coral & Live Rock	<b>Level 2 Sub-Category</b>
	Decorations	<b>Level 2 Sub-Category</b>
	Feeders	<b>Level 2 Sub-Category</b>
	Filters	<b>Level 2 Sub-Category</b>
	Filter Media & Accessories	<b>Level 2 Sub-Category</b>
	Fish Pond Supplies	<b>Level 2 Sub-Category</b>
	Food	<b>Level 2 Sub-Category</b>
	Gravel & Substrate	<b>Level 2 Sub-Category</b>
	Health Care	<b>Level 2 Sub-Category</b>
	Heaters & Chillers	<b>Level 2 Sub-Category</b>
	Lighting & Bulbs	<b>Level 2 Sub-Category</b>
	Live Fish	<b>Level 2 Sub-Category</b>
	Live Invertebrates	<b>Level 2 Sub-Category</b>
	Live Plants	<b>Level 2 Sub-Category</b>
	Meters & Controllers	<b>Level 2 Sub-Category</b>
	Pumps (Air)	<b>Level 2 Sub-Category</b>
	Pumps (Water)	<b>Level 2 Sub-Category</b>
	Reverse Osmosis & Deionization	<b>Level 2 Sub-Category</b>
	Tubing & Valves	<b>Level 2 Sub-Category</b>
	UV Sterilizers	<b>Level 2 Sub-Category</b>
	Water Tests & Treatment	<b>Level 2 Sub-Category</b>
	Other Fish & Aquarium Supplies	<b>Level 2 Sub-Category</b>
	Reptile Supplies	<b>Main Category</b>



-	Small Animal Supplies	<b>Main Category</b>
	Bedding	<b>Level 2 Sub-Category</b>
	Beds, Hammocks & Nesters	<b>Level 2 Sub-Category</b>
	Cages & Enclosure	<b>Level 2 Sub-Category</b>
	Carriers & Crates	<b>Level 2 Sub-Category</b>
	Collars, Leads & Harnesses	<b>Level 2 Sub-Category</b>
	Exercise & Toys	<b>Level 2 Sub-Category</b>
	Feeding & Watering	<b>Level 2 Sub-Category</b>
	Food	<b>Level 2 Sub-Category</b>
	Healthcare & Grooming	<b>Level 2 Sub-Category</b>
	Other Small Animal Supplies	<b>Level 2 Sub-Category</b>
	Pet Memorials & Urns	<b>Main Category</b>
	Wholesale Lots	<b>Main Category</b>
	Other Pet Supplies	<b>Main Category</b>

