2026.11.24

NICHE BRAND AWARD



Don't always walk on the smooth roads, walk ways that no one has travelled before, so as to leave behind traces and not only dust"

Antoine de Saint-Exupéry

ABOUT NICHE BRAND AWARD

Niche Brand Award (NBA) is granted to the private niche brands, which demonstrate outstanding business performance – the ability to generate above-average market free cash flow (profit and EBIT) directly and through its regional partners (distributors, key accounts, etc.). Along with the anonymous questionnaire of the independent regional partners, which know the brand's position on the market, its development dynamic, and which generates free cash flow, we perform deep due diligence in order to assign the nomination. As the abovementioned analysis tools are used constantly, the Niche Brand Award is given annually based on the outstanding business performance during the last year.

Annually we monitor around 300 established niche brands and their dynamic and scouting through around 5000 private Niche Brands with high potential to be added to the category Revolution Award. Upon classification, the niche brands are granted with the following awards: Revolution, Superb, and Iconic.

Based on a deep distribution due diligence and followed by independent verification and independent anonymous input from regional partners, selected niche brands are given the award. The purity of selection is essential; therefore senior professionals with the extensive corporate and business experience check and verify the selection. Followed by the selection, specific catalogs in own tailored design are ready for one-click downloading, printing and sharing. After a click the link/button for downloading, each catalog re-generates by our AI-System with all newcomers included that makes it Up-to-Second actualized. Niche Brand Award is an independent organization, which does not accept any sponsorship or donations from any brands, presented in the catalogs, which allows remaining unprejudiced in brands evaluation.

Sincerely yours, Niche Brand Award's Team

1 – Revolution

2 – Superb

3 – Iconic

REVOLUTION

SUPERB

ICONIC