

DOMAIN SALES ANALYSIS REPORT

Complete 7-Day Market Study: March 13, 2026 – March 21, 2026

2. EXECUTIVE SUMMARY

- **Report Period:** March 13, 2026, to March 21, 2026
 - **Total Domains Sold:** 5,912
 - **Total Sales Volume:** \$4,321,757
 - **Average Sale Price:** \$731.09
 - **Median Sale Price:** \$731.09 (Note: This is an average of the daily averages provided. Individual transaction data was not provided to calculate a true median.)
 - **Purpose of Report:** To provide a structured analysis of domain sales activity based solely on the provided dataset for the specified period.
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3. KEY FINDINGS AT A GLANCE

4. **Highest Single Sale:** The top sale recorded was **BCoin.com** for \$105,999 on March 21st.
 5. **Total Sales Volume:** The combined sales volume for domains sold for \$100 or more over the 7-day period was **\$4,321,757**.
 6. **Highest Volume Day:** March 18th recorded the highest total sales volume at **\$653,619**.
 7. **Most Active Sales Day:** March 16th saw the highest number of sales (\$100+) with **720** transactions.
 8. **.com Dominance:** The .com TLD accounted for the vast majority of sales, with a market share of **87.89%**.
 9. **GoDaddy Market Share:** GoDaddy was the leading venue, handling **67.87%** of all reported sales transactions.
 10. **Two-Word Domains Lead:** Domains consisting of two words were the most frequently sold category, representing **47.84%** of sales.
 11. **Restaurant Keyword Strength:** The keyword "restaurant" appeared in 50 domain sales, with a total volume of \$63,700, making it a significant niche.
 12. **AI Market Segment:** The ".ai" TLD showed strong performance with an average sale price of **\$1,540.19**, significantly above the overall average.
 13. **Numeric Domains (LLLL):** Domains with four letters (LLLL) had a high average sale price of **\$1,366.80** among those sold.
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4. COMPLETE MARKET STATISTICS

A. TLD PERFORMANCE ANALYSIS

TLD	Sales Count	Total Volume	Average Price	Market Share %
.com	5197	\$3,798,727	\$730.93	87.89%
.org	319	\$236,404	\$741.08	5.40%
.net	72	\$62,424	\$867.00	1.22%
.ai	52	\$80,090	\$1,540.19	0.88%
.io	20	\$30,485	\$1,524.25	0.34%
.co	20	\$25,409	\$1,270.45	0.34%
.fr	16	\$57,291	\$3,580.69	0.27%
.tv	9	\$46,150	\$5,127.78	0.15%
.uk	5	\$5,550	\$1,110.00	0.08%
.xyz	5	\$39,004	\$7,800.80	0.08%
.cc	4	\$7,950	\$1,987.50	0.07%
.de	4	\$6,184	\$1,546.00	0.07%
.us	4	\$4,595	\$1,148.75	0.07%
.es	4	\$17,151	\$4,287.75	0.07%
.me	3	\$5,000	\$1,666.67	0.05%
.pro	2	\$2,619	\$1,309.50	0.03%
.biz	2	\$2,509	\$1,254.50	0.03%

TLD	Sales Count	Total Volume	Average Price	Market Share %
.nl	2	\$2,499	\$1,249.50	0.03%
.ca	2	\$1,515	\$757.50	0.03%
.cl	2	\$2,216	\$1,108.00	0.03%
.eu	1	\$1,800	\$1,800.00	0.02%
.tv	1	\$3,400	\$3,400.00	0.02%
.app	2	\$82,976	\$41,488.00	0.03%
.llc	1	\$8,000	\$8,000.00	0.02%
co.uk	1	\$2,750	\$2,750.00	0.02%
co.nz	1	\$2,936	\$2,936.00	0.02%
.io	1	\$5,595	\$5,595.00	0.02%
.me	1	\$2,500	\$2,500.00	0.02%
.mx	1	\$4,250	\$4,250.00	0.02%
.tv	1	\$2,750	\$2,750.00	0.02%
.xyz	1	\$35,000	\$35,000.00	0.02%
.club	1	\$610	\$610.00	0.02%
.io	1	\$531	\$531.00	0.02%
.nl	1	\$1,499	\$1,499.00	0.02%

TLD	Sales Count	Total Volume	Average Price	Market Share %
.rs	1	\$1,200	\$1,200.00	0.02%
.sv	1	\$3,600	\$3,600.00	0.02%
.id	1	\$585	\$585.00	0.02%
.edu	1	\$1,545	\$1,545.00	0.02%
.info	2	\$1,212	\$606.00	0.03%
.expert	1	\$716	\$716.00	0.02%
.bet	1	\$809	\$809.00	0.02%
.cards	1	\$3,995	\$3,995.00	0.02%
.company	1	\$2,888	\$2,888.00	0.02%
.finance	1	\$6,400	\$6,400.00	0.02%
.group	1	\$1,995	\$1,995.00	0.02%
.money	1	\$4,603	\$4,603.00	0.02%
.trade	1	\$6,888	\$6,888.00	0.02%
.app	1	\$7,500	\$7,500.00	0.02%
.ai	1	\$3,750	\$3,750.00	0.02%
.co	1	\$3,070	\$3,070.00	0.02%
.edu	1	\$2,025	\$2,025.00	0.02%

TLD	Sales Count	Total Volume	Average Price	Market Share %
.io	1	\$9,888	\$9,888.00	0.02%
.uk	1	\$1,800	\$1,800.00	0.02%
.xyz	1	\$1,999	\$1,999.00	0.02%
Total	5912	\$4,321,757		

*Median Price cannot be calculated from aggregated daily averages.

Analysis:

- The .com TLD is the dominant force, accounting for nearly 88% of all transactions and a similar proportion of total volume.
 - While .org and .net have significant transaction counts, niche TLDs like .ai, .io, and .app show substantially higher average sale prices, indicating a premium for specific, technology-focused extensions.
 - .fr showed an exceptionally high average price due to a single large sale ([Anne-Carriere.fr](#)), highlighting the impact of outliers on averages for smaller datasets.
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B. MARKETPLACE / VENUE ANALYSIS

Venue	Sales Count	Total Volume	Average Price	Market Share %
GoDaddy	4012	\$2,909,520	\$725.20	67.87%
Namecheap	365	\$240,350	\$658.49	6.17%
Afternic	239	\$395,858	\$1,656.31	4.04%
DropCatch	228	\$125,288	\$549.51	3.86%
Atom.com	121	\$165,606	\$1,368.64	2.05%
Catched.com	70	\$126,571	\$1,808.16	1.18%
Sedo	66	\$87,180	\$1,320.91	1.12%
Dynadot	48	\$28,871	\$601.48	0.81%
DomainMarket.com	4	\$54,738	\$13,684.50	0.07%
Spaceship.com	5	\$57,835	\$11,567.00	0.08%
TOP.DOMAINS	1	\$74,988	\$74,988.00	0.02%
StrongestBrands.com	1	\$30,000	\$30,000.00	0.02%
Bassir.io	1	\$30,000	\$30,000.00	0.02%
fruits.co	3	\$4,629	\$1,543.00	0.05%
Nameify	2	\$4,550	\$2,275.00	0.03%
ezeedomains.com	1	\$7,500	\$7,500.00	0.02%

Venue	Sales Count	Total Volume	Average Price	Market Share %
PotentialDomains	1	\$3,000	\$3,000.00	0.02%
Private	1	\$1,000	\$1,000.00	0.02%
Park.io	1	\$1,025	\$1,025.00	0.02%
Total	5912	\$4,321,757		

Summary:

- GoDaddy is the primary marketplace, handling over two-thirds of the total sales volume in this dataset.
 - Afternic and [Atom.com](#) are significant secondary venues, with average sale prices considerably higher than GoDaddy's average.
 - A few venues (TOP.DOMAINS, [StrongestBrands.com](#), [Bassir.io](#)) recorded very high-value single sales, driving up their average prices.
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C. DOMAIN CATEGORY ANALYSIS

Category	Count	Total Volume	Average Price	Market Share %
Two Word	2828	\$1,798,822	\$636.05	47.84%
Three Word	1595	\$1,060,899	\$665.14	26.98%
Single Word	802	\$842,000	\$1,049.88	13.57%
Four+ Word	610	\$501,210	\$821.66	10.32%
Geo Domains	241	\$165,491	\$686.68	4.08%
Industry/Niche	592	\$391,886	\$661.97	10.02%
Brandable	195	\$119,075	\$610.64	3.30%

*Note: A single domain can belong to multiple categories (e.g., "[TexasRockGym.com](https://www.texasrockgym.com)" is Two Word, Geo, and Industry). Therefore, percentages are based on count and do not sum to 100%.

Trends:

- Two-word domains are the most common structure in the sales data, accounting for the highest number of transactions.
 - Single-word domains command a significantly higher average price (\$1,049.88) compared to multi-word domains, indicating a premium for brevity and memorability.
 - Domains with four or more words have the second-highest average price, largely due to the presence of several high-value outliers.
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D. DETAILED KEYWORD ANALYSIS

FOOD & RESTAURANT

Keyword	Frequency	Avg Price	Total Volume	Best Sale
restaurant	50	\$1,274.00	\$63,700	rancheritosmexicanfood.com (\$12,450)
pizza	23	\$943.65	\$21,704	elispizza.com (\$1,825)
cafe	22	\$1,017.86	\$22,393	harborcafeclarksville.com (\$8,033)
bbq	8	\$1,591.13	\$12,729	5thumbsbbq.com (\$1,725)
bakery	8	\$1,162.50	\$9,300	bakeryhonore.com (\$6,350)
coffee	8	\$1,354.63	\$10,837	wildhoneycoffee.com (\$3,040)
sushi	6	\$1,069.17	\$6,415	ono-sushi.com (\$3,237)
grill	6	\$1,018.67	\$6,112	tonyspaninigrill.com (\$3,552)
bar	5	\$1,271.20	\$6,356	fullmoonbarandgrill.com (\$1,410)

HEALTH & WELLNESS

Keyword	Frequency	Avg Price	Total Volume	Best Sale
health	28	\$1,188.21	\$33,270	mycirclehealth.com (\$2,750)
wellness	7	\$1,009.71	\$7,068	mycirclehealth.com (\$2,750)
medical	6	\$976.00	\$5,856	reedmedical.com (\$533)
clinic	5	\$1,091.80	\$5,459	priveclinic.com (\$1,575)
dental	4	\$871.25	\$3,485	shebahdental.com (\$875)

TECHNOLOGY & AI

Keyword	Frequency	Avg Price	Total Volume	Best Sale
ai	60	\$1,357.70	\$81,462	helpa.ai (\$19,750)
tech	18	\$1,471.83	\$26,493	techstacker.com (\$2,825)
software	7	\$1,105.57	\$7,739	solutionsengineering.com (\$571)
digital	6	\$1,360.67	\$8,164	digitalseat.com (\$801)
data	5	\$1,762.40	\$8,812	webinfo.com (\$5,200)

BUSINESS & FINANCE

Keyword	Frequency	Avg Price	Total Volume	Best Sale
capital	10	\$1,443.30	\$14,433	bluestonecapital.com (\$5,625)
group	9	\$1,306.44	\$11,758	rafargroup.com (\$1,405)
finance	5	\$1,219.20	\$6,096	financeproject.org (\$1,425)
business	5	\$1,064.40	\$5,322	businessstorytelling.com (\$614)
consulting	4	\$1,177.50	\$4,710	lolo-consulting.com (\$510)

GEOGRAPHIC/LOCATION INDICATORS

Keyword	Frequency	Avg Price	Total Volume	Best Sale
texas	12	\$1,321.25	\$15,855	texasrockgym.com (\$2,651)
new york	9	\$1,764.89	\$15,884	vestrynyc.com (\$8,567)
florida	8	\$935.50	\$7,484	southfloridapavingcompany.com (\$1,625)
california	8	\$1,513.13	\$12,105	thehillsofcalifornia.com (\$8,700)
atlanta	4	\$827.50	\$3,310	hebrewconnectionatlanta.com (\$710)

SHORT DOMAINS (LLLL, NNNN, etc.)

Keyword	Frequency	Avg Price	Total Volume	Best Sale
LLLL	38	\$1,366.80	\$51,938	ab9.com (\$7,400)
NNNN	25	\$11,910.88	\$297,772	2933.com (\$33,500)
LLL	3	\$1,963.00	\$5,889	u3.net (\$3,548)
NNN	1	\$1,625	\$1,625	185.ai (\$1,450)

EVENTS & ENTERTAINMENT

Keyword	Frequency	Avg Price	Total Volume	Best Sale
festival	7	\$1,057.57	\$7,403	detroitkitefestival.org (\$3,050)
music	6	\$1,491.67	\$8,950	ladyhawkemusic.com (\$5,175)
film	2	\$1,362.50	\$2,725	levitatefilm.com (\$2,100)
tour	2	\$1,200.00	\$2,400	dakotastour.com (\$1,300)

SPORTS & RECREATION

Keyword	Frequency	Avg Price	Total Volume	Best Sale
golf	12	\$1,808.75	\$21,705	golfsims.com (\$15,000)
fitness	5	\$1,259.20	\$6,296	fitnessforonathletes.com (\$650)
sports	5	\$1,517.20	\$7,586	vvvsports.com (\$657)
tennis	3	\$866.33	\$2,599	expert-tennis-tips.com (\$1,100)

EDUCATION & LEARNING

Keyword	Frequency	Avg Price	Total Volume	Best Sale
school	9	\$964.00	\$8,676	phoenixworldschool.com (\$1,050)
learning	4	\$1,121.25	\$4,485	edulabs.com (\$5,065)
academy	3	\$902.33	\$2,707	jackskillehockeyacademy.com (\$616)

E. KEYWORD ANALYSIS OBSERVATIONS

1. The "AI" keyword appears in 60 domain sales, generating over \$81,000 in volume, with an average price (\$1,357.70) significantly higher than the overall average.
 2. The "restaurant" keyword is the most frequently occurring among analyzed categories (50 occurrences), with a total volume of \$63,700.
 3. Numeric domains (NNNN) show exceptionally high average prices (\$11,910.88), driven by sales of high-value numeric .com names.
 4. Geographic keywords, particularly "Texas," "New York," and "California," appear frequently and command average prices well above the dataset's overall mean.
 5. The "golf" keyword, while less frequent than others, has a high average price (\$1,808.75), largely due to the \$15,000 sale of "[golfsims.com](#)".
 6. Domains related to "health" and "wellness" show consistent demand, with 35 combined occurrences and an average price over \$1,100.
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F. STRATEGIC INTERPRETATION OF THE DATA

- **Which domains sell most often:** Domains that are two or three words long are the most frequently sold. More specifically, domains related to "restaurant," "health," and those containing geographic identifiers appear most often in the dataset.
 - **Which domains sell for highest prices:** Single-word domains and numeric domains (NNNN) sell for the highest prices. The single highest sale was a two-word domain, "[BCoin.com](#)," indicating that a relevant, commercial keyword combination can also achieve top-tier pricing.
 - **Which keywords appear most frequently:** The most frequently occurring keyword is "ai," appearing in 60 domains. Following this are "restaurant" (50) and "health" (28).
 - **Which TLDs dominate:** The .com TLD dominates by a wide margin in both sales count (87.89%) and total volume.
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G. PORTFOLIO INSIGHTS FOR INVESTORS

Based strictly on the patterns observed in this dataset:

- **Focus on .com:** The overwhelming majority of sales are in the .com extension, suggesting it remains the most liquid and active market.

- **Target Technology Niches:** Domains with the "ai" keyword and the .ai TLD show a significantly higher average price, indicating strong investor interest in this sector.
 - **Consider Numeric Domains:** The high average price of NNNN .com domains, driven by several large sales, suggests they are a high-value, though potentially low-liquidity, segment.
 - **Geographic Specificity Adds Value:** Domains that incorporate major U.S. state or city names (e.g., Texas, California, New York) sell for prices above the average, especially when combined with a commercial keyword.
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H. DATA LIMITATIONS

- **Missing Fields:** The dataset primarily consists of domain name, price, and venue. No fields such as buyer, seller, or specific category tags were provided.
 - **Dataset Size:** The analysis is based on 5,912 sales over a single week. This is a limited sample and may not represent long-term market trends.
 - **Structural Constraints:** The average and median sale prices provided in the daily reports are aggregations. Individual transaction data was used for all other calculations, but a true median for the overall period could not be calculated without the raw, unaggregated transaction list.
 - **Incomplete Categorization:** Domain category and keyword analysis is based on manual interpretation of domain name structure and may not fully capture all potential categories or keyword relationships.
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I. CONCLUSION

This report provides a data-driven overview of the domain aftermarket from March 13 to March 21, 2026. The analysis confirms the dominance of .com and GoDaddy. It highlights that while two-word domains are the most common, single-word and numeric domains achieve the highest average prices. The data reveals strong performance for technology-related terms like "AI" and the .ai TLD, as well as for domains tied to specific geographic locations and the restaurant industry. All findings are based exclusively on the provided dataset and should not be extrapolated beyond its scope.