

1. [nitʃ,ni:ʃ] *n*

1. ниша
2. 1) своё, подходящее, надлежащее место
to find a niche for oneself - найти своё место в жизни
the work fills a niche of its own - этот труд занимает принадлежащее ему по праву место
a niche in the temple of fame - *поэт.* слава, бессмертие, место на Олимпе
- 2) приют, убежище
3. *биол.* (экологическая) ниша, положение вида в биоценозе
ecological /environmental/ niche - экологическая ниша
4. *спец.* область применения

2. [nitʃ,ni:ʃ] *v*

- 1) поместить в нишу
- 2) *refl* удобно устроиться
to niche oneself - найти убежище; приютиться; угнездиться

niche

Oxford Advanced Learners Dictionary 8th Ed.

niche [niche niches niched niching nicheing] *BrE* [niːʃ] *NAmE* [niːʃ] *BrE* [nitʃ] *NAmE* [nitʃ] *noun*

1. a comfortable or suitable role, job, way of life, etc
• He eventually found his niche in sports journalism.
2. (*business*) an opportunity to sell a particular product to a particular group of people
• They spotted a niche in the market, with no serious competition.
• a niche market
• the development of **niche marketing** (= aiming products at particular groups)
3. a small hollow place, especially in a wall to contain a statue, etc, or in the side of a hill
Syn: ↑nook
• The niche was just big enough to hold two small candles.
• I found a niche in the rock and sat and watched while the sun rose and filled the valley with light.
4. (*biology*) a position or role taken by a kind of living thing within its community. Different living things may occupy the same **niche** in different places, for example ↑antelopes in Africa and ↑kangaroos in Australia
• Within each niche, similar animals avoid competing with each other.

Word Origin:

early 17th cent.: from French, literally 'recess', from *nicher* 'make a nest', based on Latin *nidus* 'nest'.

Example Bank:

- He had found his own little niche in life.
- He saw a niche in the market and exploited it.
- Mammals moved into the niche left vacant by the disappearance of the dinosaurs.
- She's carved out quite a niche for herself in fashion design.
- There's a niche for a small stylish car.
- These animals are moving into the niche left vacant by the disappearance of the big predators.
- a film intended for a niche audience
- women who dared question their niche in society

niche

Longman DOCE 5th Ed. (En-En)

I. **niche**¹ /niːʃ \$ nitʃ, niːʃ/ *BrE* *AmE* *noun*

[Date: 1600-1700; Language: French; Origin: Old French *nicher* 'to nest', from Latin *nidus* 'nest']

1. [countable] if you find your niche, you find a job or activity that is very suitable for you:
Amanda soon found her niche at the club.
He's managed to create a niche for himself in local politics.
2. [singular] an opportunity to sell a product or service to a particular group of people who have similar needs, interests etc
niche in
He spotted a niche in the market.
3. [countable] a hollow place in a wall, often made to hold a ↑statue
• • •

COLLOCATIONS

- **verbs**
 - **have a niche** She feels that she has her own niche in the company.
 - **find a niche** He had a hard time finding his niche academically.
 - **create/carve out a niche** (=do something in a particular way that is different to and better than anyone else) She had carved out a niche for herself as a children's television presenter.
- **adjectives**
 - **a particular/special niche** As a player, he's carved out his own special niche on the team.
 - **a little niche** *informal:* I feel as if I've found my little niche in life.
 - **your own niche** Everyone has their own niche within the sales team.

II. **niche**² *BrE* *AmE* *adjective* [only before noun]

relating to selling goods to a particular small group of people who have similar needs, interests etc:

- " niche marketing
- " a niche market
- " a niche product

niche

Freakuency Pack

12500 **8290**^{MCW}

15000 **4469**^{COCA}

RANGE: **7k** NICHE ³⁹⁵⁷

niche ³¹⁴⁸

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COCA 500k Unlemmatized

²³⁶¹ **9844**³¹⁴² *nn1*

⁵ **355000**⁶ *nnu*