



THE UNREAL RADAR · MARKET RADAR

The Builder's Radar

What's actually worth building for the Unreal asset marketplace right now — read across categories, ranked by where buyer demand outruns seller supply rather than by what's popular to make.

Market Radar · Edition 2026.1

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Edited by Phil, MythicLemon

mythicLemon.com/radar

Editor's note

Welcome to the first edition of the Builder's Radar. The Feature Radar answered *what to build with*; this one answers *what to build*. We rate **asset categories** — never anyone's individual product or plugin — and we sort them not by how popular they are to make, but by where the gap between what buyers want and what sellers supply is widest. That gap is the whole point. It's where a small seller can still land.

The spine of this edition is the most important pattern in our whole dataset: **demand inverts supply**. Sellers crowd into the things that are satisfying to build — 3D models are **57.1%** of the entire catalogue — and buyers ask about them least. Meanwhile the categories that are thin on the shelf are the ones buyers interrogate hardest. **Game templates** draw roughly **43 buyer questions per listing**; **3D models** draw about **2.5** — templates pull on the order of seventeen times the curiosity per listing. The marketplace is loudest exactly where it is least crowded. The rings on this radar simply re-rank the store by that signal.

A hard honesty note, and please read it before you read a single verdict. Our **supply, pricing, engine-mix and category-share** figures are honest **as of May 2026**. Our **demand** figures — buyer questions, reviews, ratings — are **frozen at September 2024**, and we will not pretend otherwise. That freeze creates one specific trap we refuse to fall into: roughly **45% of the catalogue was released after the data froze**, so a large share of recent listings show zero questions or reviews *because the meter stopped, not because the assets failed*. **Freeze is not decay**. Any category that is young, fast-growing, or simply under-measured does **not** get called crowded or saturated here — it sits in **Watch — too new to call**, and it stays there until we have current demand data to judge it fairly.

One more thing this radar is not. There is no sales figure and no revenue figure anywhere in our data, and you will not see price dressed up as either. Price tells you what a thing costs, not what it earns. Our demand proxy is buyer questions per listing — imperfect, frozen, but honest. Read these rings as *our opinion about opportunity*, defended by an auditable number on a /data page, not as a measurement of money. Where a category overlaps something MythicLemon sells, we say so on the blip.

Because this is the first edition, nothing carries a movement arrow — there's no previous Builder's Radar to have moved from. From the next edition on, an arrow will mark where **we** changed our minds, which is a different thing from where the market moved.

– Phil, MythicLemon

This is our view, not a measurement. The rings are a considered production-readiness opinion — not a quality score. We rate Epic's engine, asset categories and practices, never a named third-party product. Where a category overlaps something we sell, we say so.

The radar at a glance

● 3D & Environments ● Systems & Templates ● VFX & Audio ● Materials & Surfaces

Build now Demand visibly outruns supply: a thin shelf and a loud buyer signal. The best risk-adjusted place to put a new listing.

1 Game Templates

2 Developer Tools & Plugins

Competitive Demand and supply are roughly balanced. Winnable on quality, scope or a sharp niche — but you're competing, not coasting.

7 Environments & Landscapes

3 VFX & Niagara Effects

Crowded Supply outruns demand: a deep shelf and comparatively quiet buyers. Enter only with a genuinely differentiated angle.

4 3D Models

5 Audio

Watch — too new to call Too young or too thinly measured to rank honestly while demand data is frozen at Sep 2024. Promising, unproven — not a verdict, a holding pattern.

8 Recent-cohort categories (post-Sep-2024 releases)

9 Free / sub-\$5 listings (as a strategy)

6 Materials & Surfaces

The Builder's Radar at a glance

Category	Quadrant	Demand signal (q/listing, frozen Sep 2024)	Supply read (as of May 2026)	Ring
Game Templates	Systems & Templates	~43 — highest on the map	Thin shelf; high build barrier	Build now
Developer Tools & Plugins	Systems & Templates	High; clusters with templates	Thin; few sellers can build software	Build now
VFX & Niagara Effects	VFX & Audio	~4.9 — mid-table	3,657 packs (~4.6% of catalogue)	Competitive
Environments & Landscapes	3D & Environments	Lifts above loose 3D on integration value	Crowded base meshes; thinner assembled worlds	Competitive
3D Models	3D & Environments	~2.5 — near the floor	57.1% of the catalogue — the deepest shelf	Crowded
Audio	VFX & Audio	~0.3 — lowest on the map	Mature, settled; overtaken by materials in new volume	Crowded
Materials & Surfaces	Materials & Surfaces	Unmeasured — frozen at Sep 2024, not claimed	Rising fastest; overtook audio in new releases	Watch
Recent-cohort categories	(cross-cutting)	Unmeasured — froze at Sep 2024	~45% of catalogue released post-freeze	Watch
Free / sub-\$5 as a strategy	(cross-cutting)	Conversion unmeasured post-freeze	Only 3.1% free; modal price \$19.99	Watch

Demand figures (buyer questions per listing) are frozen at September 2024; supply and pricing figures are as of May 2026. "Ring" is our opinion about opportunity, not a measurement of sales or revenue — there is no sales figure in our data.

The evidence (live online)

THROUGH SEPTEMBER 2024

Demand inverts supply: the thin categories are the most asked-about, and the rings re-rank the store by exactly this signal. Buyer questions per listing, by category — the chart this entire radar is built on. Game

templates tower over the field; 3D models and audio sit near the floor. (Demand data frozen at September 2024.)

↗ Live, interactive figure (with downloadable data): <https://www.mythicLemon.com/data/dashboards/demand-map>

AS OF MAY 2026

Sellers crowd where it's satisfying to build; read this against the demand map to see how badly supply and demand disagree. Share of the catalogue by category — the supply side of the inversion. A single category, 3D models, is 57.1% of the entire store.

↗ Live, interactive figure (with downloadable data):
<https://www.mythicLemon.com/data/dashboards/observatory>

The verdicts

■ 3D & Environments

The visible bulk of the store: props, characters, modular kits, environments and full landscapes. The most crowded corner — and the one sellers instinctively reach for first.

4 3D Models CROWDED

More than half the entire store, and among the least asked-about — the textbook Crowded category.

This is the other end of the inversion, and the reason the rest of the radar reads the way it does. 3D models are **57.1% of the whole catalogue** — the largest single category by a wide margin — and yet buyers ask about them at only around **2.5 questions per listing**, near the quiet end of the demand map. More than half the shelf, a fraction of the curiosity. Sellers pour in because modelling is the most natural thing to make and sell; demand simply hasn't followed supply into the pile.

We rate it **Crowded** as a structural fact, not a put-down — beautiful, valuable work ships here every day. But entering 3D models *in general* means competing against the deepest shelf in the store for the most diluted attention, and undifferentiated props are where new listings disappear. The way to survive this quadrant is to stop treating it as one category: pick a tight, coherent niche, lead on quality and presentation, and accept that you're fighting volume. If you want the demand-side wind at your back instead, the Systems quadrant is where it's blowing.

Sources: [MythicLemon · The Demand Map](#)

7 Environments & Landscapes COMPETITIVE

Crowded base material, but full assembled worlds carry more buyer weight than a loose prop — winnable with scope.

Environments sit inside the same crowded 3D quadrant, but they behave differently from a loose prop, which is why we lift them to **Competitive**. A complete, assembled environment or landscape is closer to a template than to a model: it's a finished thing a buyer can drop in and ship from, and that integration work is exactly what loose-mesh sellers don't do. Buyers weigh a coherent world far more heavily than another rock, and that lifts the category off the 3D-model floor even though the raw ingredients are abundant.

The catch keeps it out of Build now: environment work is heavy, the base meshes come from the most oversupplied corner of the store, and an undifferentiated 'forest pack' competes with everything. Win it on **scope and cohesion** — a complete, opinionated, ready-to-render world with a clear setting and a strong hero shot — rather than on asset count. **Competitive**, and a sensible bridge for a 3D-focused seller who wants to climb toward the demand-heavy Systems quadrant without abandoning their craft.

Sources: [MythicLemon · The Marketplace Observatory](#)

■ Systems & Templates

Things that *do* something: game templates, gameplay frameworks, and developer tools and plugins. Thin on the shelf, heavy on buyer questions.

1 Game Templates BUILD NOW

The most asked-about category in the store, and one of the thinnest — the clearest Build now on the board.

Game templates are the single loudest demand signal we have. At roughly **43 buyer questions per listing** they sit far above everything else, and the supply behind them is a sliver of what sits behind 3D models. This is the demand-inverts-supply finding at its most extreme: buyers are actively hunting for working starting points — playable systems they can learn from and build on — and comparatively few sellers serve them, because a template is a project to maintain, not a mesh to export.

That maintenance burden is exactly why the opportunity persists: the barrier to entry is real, which keeps the shelf thin. If you can ship a focused, well-documented template in a genre buyers actually ask about, you are entering the least-crowded corner of the marketplace against the loudest demand. We rate it **Build now** without hesitation. The honest caveat is the same one we stamp on the whole edition — the question data is frozen at Sep 2024, so treat 43 q/listing as a strong directional read, not a live ticker. Even discounted heavily, the inversion is decisive.

Sources: [MythicLemon · The Demand Map](#)

2 Developer Tools & Plugins BUILD NOW

Thin supply, high buyer interest, and the highest skill barrier in the store — the classic underserved niche.

Tools and plugins — editor utilities, workflow accelerators, runtime systems — are thinly supplied and disproportionately asked-about, sitting alongside templates in the part of the marketplace where buyer questions cluster and seller output doesn't. The reason is the same protective barrier that keeps templates scarce: writing and maintaining a tool is engineering, not asset production, and most of the catalogue's sellers are content makers. That keeps the shelf permanently shorter than demand.

We rate it **Build now**, with eyes open. The ceiling here is craft, not market: a tool lives or dies on documentation, support and keeping pace with Epic's releases, and a half-finished plugin ages badly. But for a seller who can actually build software, this is the most defensible position on the radar — high demand, a moat made of effort, and far fewer competitors than any content category. Demand specifics are frozen at Sep 2024; the structural scarcity of tool-makers is a present, durable fact about who publishes on Fab.

🛠️ MythicLemon publishes developer tools and plugins on Fab, so we compete in this category and benefit if it grows. We'd still call it Build now on the data alone — the underserved gap is real regardless of who's pointing at it.

Sources: [MythicLemon · The Demand Map](#)

8 Recent-cohort categories (post-Sep-2024 releases)

WATCH — TOO NEW TO CALL

Roughly 45% of the catalogue released after our demand data froze — quiet on paper, unjudged on purpose.

This blip exists to keep the rest of the radar honest. Our demand data — questions, reviews, ratings — stops at **September 2024**, and the catalogue did not. **Roughly 45% of all listings were released after that freeze**, which means a huge slice of the store shows little or no buyer activity *purely because the meter was switched off when they launched*, not because buyers rejected them. The asset graveyard data makes the trap vivid: **70% of the 2023 launch cohort have zero reviews**, up from 43% for the 2015 cohort — but for the most recent cohorts, low engagement is a measurement artefact, not a market verdict.

So any category, theme or sub-niche that is young, fast-growing, or dominated by recent releases lands here in **Watch — too new to call**, and it stays here until we have current demand data to judge it on. This is the **freeze-is-not-decay** rule in ring form. The correct move toward these areas is to bet on a *durable* thesis — a buyer need you can argue for from first principles — rather than on a demand number that simply doesn't exist yet. We would rather tell you we can't see it than pretend a silence is a signal.

Sources: [MythicLemon · The Asset Graveyard](#)

9 Free / sub-\$5 listings (as a strategy)

WATCH — TOO NEW TO CALL

Only 3.1% of the store is free and the modal price is \$19.99 — a thin, untested lever we won't rank without demand data.

We include the give-it-away / race-to-the-bottom play as a category of its own because builders keep asking whether it works, and the honest answer is: we can't tell you yet. The pricing data is clear — only **3.1% of the catalogue is free**, and the market clusters hard at **\$19.99 (both the median and the modal price)**, with heavy .99 anchoring. Free and near-free is a small, deliberate minority of the store, not the norm.

But whether a free or sub-\$5 listing actually *converts* attention into anything — installs, follow-on sales, a foothold in a Build-now niche — is a **demand question**, and our demand data is frozen at Sep 2024. We have no current read on how free listings perform, and we won't manufacture one. So this stays in **Watch — too new to call**: a plausible lever for breaking into a crowded quadrant or seeding a tool's adoption, with a real pricing context we *can* show you, but without the demand evidence to promote or condemn it. Treat free as a marketing decision you reason about, not a strategy we've ranked.

Sources: [MythicLemon · Pricing](#)

■ VFX & Audio

The atmosphere layer: Niagara effects and the audio that sits underneath them. Two categories at opposite ends of the demand scale.

3 VFX & Niagara Effects COMPETITIVE

Mid-table demand, a focused niche structure, and presentation that already sets the bar — winnable on quality.

VFX is the most balanced major category we cover, which is why it lands in **Competitive** rather than at either pole. Buyers ask about Niagara packs at roughly **4.9 questions per listing** — comfortably above the 3D-model rate and well clear of the quiet bottom of the table, but nowhere near template territory. Supply is meaningful but not overwhelming: **3,657 VFX packs, about 4.6% of the catalogue**, at a median around **\$19.98**. It's a real category with real demand and real competition, in proportion.

What makes it winnable is the structure underneath. VFX breaks into genuine sub-niches — **Magic & arcane is the largest at 561 packs** — so you compete inside a theme, not against the whole shelf, and a sharp, coherent set can own its corner. The presentation bar is also already set: **89% of VFX listings embed a video**, against roughly **48% market-wide**, and **about 74% of recent VFX releases are UE5**. Read that as table stakes, not differentiation — to compete here you bring a strong video and current-engine support by default, then win on the actual effect quality. **Competitive**: a good place to build if you're good at it.

👁️ MythicLemon sells Niagara VFX packs on Fab — this is a core category for us, so treat the Competitive call as a verdict from an interested party. The figures behind it are published on our VFX study; the demand half is frozen at Sep 2024.

Sources: [MythicLemon · VFX Market Study](#)

5 Audio CROWDED

The least asked-about category in the entire store — quiet buyers against a settled shelf.

Audio is the quietest demand signal we have, full stop: roughly **0.3 buyer questions per listing**, the bottom of the demand map. That's not because sound doesn't matter — it's because audio is comparatively self-explanatory to evaluate (you listen, you know) and because the category is mature and well-stocked, so buyers ask far fewer questions before they buy. Low questions here means **settled**, not **unwanted**. Against that quiet demand sits a deep, established shelf, which is what puts the category in **Crowded**.

It's also a category losing relative ground on the supply side: **materials recently overtook audio in annual new-release volume**, so even the makers are drifting toward surfaces. We'd enter audio only with a genuinely distinctive angle — a specific, hard-to-source niche, or audio bundled into something with more pull (a template or a VFX set that needs sound). On its own, against this shelf, it's a hard place to get noticed. The 0.3 q/listing figure is frozen at Sep 2024; the structural maturity of the category is a present fact.

👁️ MythicLemon sells audio packs on Fab, so we're rating a category we publish in. The Crowded verdict reflects the demand data and the supply shift, not our catalogue — and the demand half is frozen at Sep 2024.

Sources: [MythicLemon · Materials Overtook Audio](#)

■ Materials & Surfaces

The texture and material economy: surface libraries, smart materials and shader content. Recently overtook audio in new-release volume.

6 Materials & Surfaces WATCH — TOO NEW TO CALL

Rising fast on the supply side — but with no current demand read, we won't brand a growing category as crowded.

Materials are where seller attention is visibly flowing: the category **recently overtook audio in annual new-release volume**, a genuine shift in what makers choose to produce. That is real momentum on the supply side, and a category filling up faster than others is a reason for a new entrant to think carefully before piling in. But supply accelerating is only half the picture, and the half we can see is the half that says **more sellers are arriving**, not **buyers have gone quiet**.

This is exactly the situation our freeze-is-not-decay rule was written for, so we place Materials in **Watch — too new to call** rather than reaching for a Crowded verdict we can't defend. Our buyer-question data is frozen at Sep 2024 and there is no current demand read for surfaces; we will not call a fast-growing, demand-unmeasured category crowded or saturated, because rising supply alone does not tell us whether demand is keeping pace. What we **can** say is concrete: enter with a clear specialism (a niche surface family, a smart-material system that saves real work), not another general texture pack, and treat the supply surge as a signal to differentiate early. We'll rank this category properly once we can see current demand against the new supply.

👁️ MythicLemon ships material and surface content as part of its packs, so we have a foot in this category. The Watch call is driven by the supply-volume shift on our /data insight against demand we can't currently see — frozen at Sep 2024 — so we've declined to rank it either way until the demand side updates.

Sources: [MythicLemon · Materials Overtook Audio](#)

FAQ

Why isn't 'most listings' the same as 'best opportunity'?

Because supply and demand point in opposite directions here. 3D models are 57.1% of the catalogue but draw only about 2.5 buyer questions per listing, while game templates draw roughly 43. Building where everyone already builds means competing against the deepest shelf for the most diluted attention. This radar deliberately ranks by where demand outruns supply, not by what's popular to make.

How current is the demand data behind these rings?

The supply, pricing and category-mix figures are as of May 2026. The demand figures — buyer questions, reviews, ratings — are frozen at September 2024, and we say so on every blip. We treat them as a strong directional read, never as a live ticker, and we never extrapolate them forward.

Why are some categories in 'Watch' instead of getting a real verdict?

Roughly 45% of the catalogue was released after our demand data froze in September 2024, so a lot of recent listings look quiet purely because the meter stopped — not because buyers rejected them. Freeze is not decay. Anything too young or too thinly measured to judge fairly goes into Watch and stays there until we have current demand data, rather than being wrongly branded crowded or dead.

Do these rings tell me what earns the most money?

No, and we won't pretend they do. There is no sales or revenue figure anywhere in our data, and price is not a stand-in for either. The rings express our opinion about opportunity — where buyer demand outpaces seller supply — defended by an auditable number on a /data page. How that converts to revenue depends on your execution, not on a figure we can show you.

Why don't you name specific products or competing packs?

We sell on Fab, so ranking individual rival listings would be marking our own homework. This radar rates asset categories only. Where a category overlaps something MythicLemon publishes — VFX, audio, materials, developer tools — we disclose it on the blip and let you weigh the verdict accordingly.

How often does the Builder's Radar come out?

Roughly twice a year, tracking our reporting periods. From the next edition, movement arrows will mark where we've changed our minds about a category — which is separate from where the market itself moved. If our demand data ever unfreezes past September 2024, that will be the headline change.

HOW TO CITE

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