



THE UNREAL RADAR · MARKET RADAR

The Category Health Radar

Not where to build, but how the shelves themselves are doing — which Fab categories are thriving, which are overcrowded, which are starved of supply, and which look stalled.

Market Radar · Edition 2026.1

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mythiclemon.com/radar

Editor's note

This is a companion to our Opportunity Radar, but it asks a different question. The Opportunity Radar tells you where **we** think a seller should put their next listing. This one steps back and grades the **shelves themselves** — is a category thriving, overcrowded, starved of supply, or quietly stalling? It's a health check on the marketplace, not a buy-or-build instruction, and a category can be perfectly healthy and still a terrible place for **you** to compete (and vice-versa).

Every grade is a composite of four readable signals: how fast supply is growing, how intensely buyers engage (questions per listing), how stable pricing is, and how modern the engine-version mix looks. All of it comes from the **MythicLemon Marketplace Index, our own compiled dataset** — supply, pricing, category-mix and engine figures honest **as of May 2026**, and buyer-demand signals (questions, reviews, ratings) **frozen at September 2024**.

That freeze is the single most important caveat on the page, so let me be blunt about it. Roughly **45% of the catalogue was released after our demand data froze** and therefore shows zero questions and zero reviews — not because those assets failed, but because nobody was counting yet. **Freeze is not decay**. You will never see us grade a young, fast-growing category 'stalling' just because its newest listings look quiet; silence in a recent cohort is missing data, not a death sentence. Where demand is genuinely unknowable, the honest verdict is a **Watch** — uncertainty, not a red light.

A word on skin in the game. MythicLemon sells across several of these shelves — VFX and Niagara packs, audio packs, environment and content packs, and developer tools — so a few of these grades are **us marking the very shelves we stand on**. We graded them by exactly the same yardstick as the rest, and where a blip overlaps something we sell, you'll find a one-line disclosure saying so. If anything, we've leaned harder on ourselves: it would be very convenient to call our own crowded shelves 'thriving', and we haven't.

Because this is the first edition, no blip carries a movement arrow — there's no previous radar to have moved from. From the next edition on, an arrow will mark where a category's **health** changed, which is a slower, more structural thing than a month's noise.

– 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

● Visual Content ● Worlds & Environments ● Audio & Immersion ● Templates & Tools

Thriving Healthy on the signals that matter: real demand, stable pricing and a modern engine mix — supply growth that looks like appetite, not a glut.

3 VFX & Niagara

5 Animation

Crowded Heavy, established supply against a low, measured buyer-question rate from a mature pre-freeze cohort. The shelf is full, and we can show attention is thinly spread — not merely unmeasured.

1 3D Models

4 Environments & Landscapes

Starved Demand signal out of all proportion to how little supply exists. The shelf is under-stocked relative to how much buyers care.

7 Game Templates

8 Developer Tools & Plugins

Watch Supply is moving but demand is genuinely unknowable — much of the relevant supply landed after our demand data froze, so engagement can't yet be read either way. Honest uncertainty, not a verdict. Freeze is not decay.

2 Materials

Stalling Structural signs of a category past its peak: cooling supply, softening relevance or a stale engine mix — shown on live or mature pre-freeze signals. Reserved for shelves we can prove are slowing, never for the merely young.

6 Audio

The four signals behind each grade

Category	Supply	Demand signal (frozen 2024-09)	Engine mix	Health grade
Game Templates	Thin	~43 q/listing — highest in the store	Modern	Starved
Developer Tools & Plugins	Thin	High, problem-driven	Modern	Starved
VFX & Niagara	Small (4.6% of catalogue)	~4.9 q/listing (mid-table)	~74% UE5	Thriving
Animation	Active	Recent cohort under freeze — graded on live signals	Rides 93.2% UE5 new releases	Thriving
3D Models	Largest (57.1%)	~2.5 q/listing — near bottom (mature cohort)	Broadly modern	Crowded
Environments & Landscapes	Deep	Low (mature 3D-class signal)	Modern	Crowded
Materials	Surging (overtook audio)	Largely post-freeze — unreadable	Modern	Watch
Audio	Overtaken by materials	~0.3 q/listing — lowest in store	Stable	Stalling

Supply, pricing, category-mix and engine figures are honest as of 2026-05; buyer-demand (questions) is frozen at 2024-09 and must be read as structure, not a live number. Grades are our opinion, not a measurement.

The evidence (live online)

AS OF MAY 2026

Supply is wildly concentrated — which is why crowding and starvation sit so close together on this radar. The shape behind the grades: more than half the catalogue is a single category (3D models at 57.1%), and everything else splits the remainder. The 'crowded' verdicts cluster where this chart is tallest.

↗ Live, interactive figure (with downloadable data):

<https://www.mythic lemon.com/data/dashboards/observatory>

THROUGH SEPTEMBER 2024

The thin shelves (templates, tools) are the most asked-about; the deepest shelf (3D models) is among the quietest per listing. Buyer questions per listing by category, frozen at September 2024. Read it as structure,

not as a live gauge: templates draw ~43 q/listing, 3D models ~2.5, audio ~0.3. Demand inverts supply.

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

The verdicts

■ Visual Content

The look of the frame: 3D models, materials and the particle effects layered on top. The most populous corner of the store — and the one where supply and demand disagree most.

1 3D Models CROWDED

More than half the store, and the least asked-about per listing — the textbook crowded shelf.

3D models are **57.1% of the entire catalogue** — the single largest category by a distance — and supply keeps compounding. On the demand side, our September-2024-frozen signal shows the category drawing only about **2.5 buyer questions per listing**, near the bottom of the table — and crucially, that figure comes from a deep, established, pre-freeze population, so it's a real measured low rather than a young-cohort data gap. That gap is the marketplace's signature finding: sellers crowd into 3D models while buyers, per listing, ask least about them.

Pricing is stable and the engine mix is broadly modern, so this isn't an unhealthy shelf — it's an **overcrowded** one. A new generic prop or mesh pack lands into the deepest, most undifferentiated competition on Fab. Health here is real but thinly spread: the category thrives in aggregate and starves the average individual listing of attention. If you sell here, distinctiveness and a tight niche matter more than in any other category on this radar.

Sources: [MythicLemon Marketplace Index · category share](#) · [MythicLemon Marketplace Index · demand map](#)

2 Materials WATCH

The category with momentum on the supply side — it recently overtook audio in new releases — but its demand is, for now, unreadable.

Materials is the clearest 'momentum' story in the visual corner: it **recently overtook audio in annual new-release volume**, which tells you sellers are voting with their output. New supply is healthy and the engine-version mix on recent material work skews modern. On the signals we can read today, the shelf looks lively.

We hold it on **Watch** rather than grading it either way, and the reason is honesty about what we can and can't see. The supply surge is recent, and much of it lands *after* our demand data froze in September 2024 — so we genuinely cannot read whether buyer engagement has kept pace with the new volume. That is missing data, not weak demand: **freeze is not decay**, and we won't punish a growing category for a silence we created by freezing the clock. The momentum is real; the demand read is pending. Until an un-frozen signal arrives, the only honest verdict is uncertainty.

🗨️ We publish content and material-adjacent packs on Fab, so we compete on parts of this shelf; the Watch grade reflects unreadable demand, not our catalogue.

Sources: [MythicLemon Marketplace Index · materials vs audio](#) · [MythicLemon Marketplace Index · engine migration](#)

3 VFX & Niagara THRIVING

Small shelf, mid-table demand, modern engine mix and a presentation culture the rest of the store should copy.

VFX is a compact, well-kept corner: about **3,657 packs, 4.6% of the catalogue**, with a median price right on the marketplace norm (~\$19.98) and a healthy modern engine skew — roughly **74% of recent VFX releases are UE5**. Demand is mid-table at **~4.9 buyer questions per listing** in our September-2024-frozen signal, comfortably above the 3D-model rate and a long way clear of audio. None of the four signals is flashing red.

What earns it **Thriving** rather than merely 'fine' is its presentation health: **89% of VFX listings embed a video, versus roughly 48% market-wide**. Buyers can actually see motion before they buy, which is exactly what an effects shelf needs to convert. The largest sub-niche — **Magic & arcane, at 561 packs** — is busy but not pathologically so. This is a category that has grown without losing its discipline.

🗨️ VFX and Niagara packs are a core MythicLemon line, so this is us grading our own shelf. We applied the same four signals we used everywhere else; the video-embed and demand numbers do the talking, not our catalogue.

Sources: [MythicLemon Marketplace Index · VFX market study](#) · [MythicLemon Marketplace Index · demand map](#)

■ Worlds & Environments

Whole places rather than single objects: environment kits, landscapes and the animation that brings them to life.

4 Environments & Landscapes CROWDED

A large, mature slice of the 3D world with a modern engine mix — but supply-heavy and quiet to measure.

Environment and landscape work sits inside the broad 3D-content world that dominates the catalogue, and it carries that world's characteristics: substantial supply, stable pricing around the \$19.99 norm, and an engine mix that has moved decisively to UE5 along with the rest of new releases. As a place to **build** worlds the tooling is healthier than ever; as a **shelf**, it inherits the crowding of the visual corner it lives in.

We grade it **Crowded**. The supply is deep and established, while the per-listing buyer-question signal for the mature 3D-class content it belongs to is low — a measured, pre-freeze read, not a young-cohort blank — and we won't dress that up. Note what we are **not** saying: this is not a stalling category. The engine modernity and steady pricing show a shelf that is current and active, just heavily stocked. Buyers here reward scope and cohesion (a believable whole place) over yet another isolated asset.

🗨️ MythicLemon sells environment, landscape and content packs on Fab, so we compete directly on this shelf. The Crowded grade reflects the supply/demand signals, not our own listings.

Sources: [MythicLemon Marketplace Index · category share](#) · [MythicLemon Marketplace Index · engine migration](#)

5 Animation THRIVING

A content pipeline riding the engine's strongest current — modern, in-demand and not yet over-stocked.

Animation content sits on the healthiest engine current in the store: new supply has moved overwhelmingly to UE5 (UE5 is **93.2% of new monthly releases**), and the engine's animation tooling has matured fast, which keeps recent animation assets relevant rather than stranded on old versions. Pricing tracks the marketplace norm and supply is active without the runaway depth of the raw 3D-model shelf.

We grade it **Thriving**, with a deliberate caveat about what 'thriving' means under a demand freeze. Animation is a category where a lot of the interesting supply is recent, so its newest cohort is, by definition, quiet in our 2024-frozen demand signal. We are *not* reading that silence as weakness — that's the freeze trap. The verdict rests on the live signals we can stand behind: modern engine mix, stable pricing and healthy ongoing supply. If a future, un-frozen demand read showed engagement lagging the supply, this could slip toward Watch; on what we can honestly measure today, it's healthy.

Sources: [MythicLemon Marketplace Index · engine migration](#) · [Epic · UE 5.7 release notes](#)

6 Audio & Immersion

The half of the experience you hear. A small, quiet corner by buyer-question volume — which is not the same as an unhealthy one.

6 Audio STALLING

Genuinely past peak by our signals — overtaken in new releases and rock-bottom on buyer questions.

Audio is the one shelf on this radar where we'll say 'stalling' and mean it, because we can show structural slowing rather than mere quiet. **Materials recently overtook audio in annual new-release volume** — the supply momentum has visibly moved elsewhere. And on the demand side, audio is the **least asked-about category in the entire store, at roughly 0.3 buyer questions per listing**: not a young-category data gap, but a long-standing, established-cohort low. Both signals point the same way.

Crucially, this verdict does *not* rely on the freeze trap. Audio is a mature shelf with plenty of pre-2024 listings, so its rock-bottom question rate is a real measured signal, not missing data on a young cohort. That's what separates a true 'stalling' grade from a Watch. None of this means audio is worthless — every project needs sound, and pricing is stable — but as a *category's health* read, the supply has been overtaken and buyer engagement is the lowest we track. A quieter shelf, fairly graded.

🗨️ MythicLemon sells audio packs on Fab, so this is us grading a shelf we stand on — and grading it our lowest. We'd rather be honest about the category's signals than flatter our own catalogue.

Sources: [MythicLemon Marketplace Index · demand map](#) · [MythicLemon Marketplace Index · materials vs audio](#)

7 Templates & Tools

Things that do work rather than things that are placed: complete game templates and developer-facing tools and plugins. Thin on the shelf, loud in the inbox.

7 Game Templates STARVED

Thin on the shelf, loudest in the inbox — the most asked-about category in the store by a wide margin.

Game templates are the clearest **Starved** shelf on the radar, and it isn't close. They are a thin slice of supply yet the **most asked-about category we track, at ~43 buyer questions per listing** in our frozen-2024 signal — roughly **17 times the rate of 3D models** (~2.5 q/listing). That is demand intensity out of all proportion to how little is on the shelf: buyers want whole, working starting points far more than the supply reflects.

Because demand is frozen at September 2024 we're careful not to present that number as a current reading, but the structural shape — high engagement, low supply — is exactly the inverse of the crowded 3D corner, and it has been the standout demand finding across our data for some time. A starved shelf is the opposite problem to a crowded one: the appetite is proven, the difficulty is that templates are genuinely hard to make well. Health here is high-demand and under-supplied — a category crying out for more, and better, complete experiences.

Sources: [MythicLemon Marketplace Index · demand map](#) · [MythicLemon Marketplace Index · question velocity](#)

8 Developer Tools & Plugins STARVED

The other thin-supply, high-attention shelf — tools and code that do work, not assets that sit in a scene.

Tools and developer-facing plugins share the systems corner with templates, and they share its health profile: a thin presence on a store where **3D models alone are 57.1% of everything**, paired with the kind of high, problem-driven buyer engagement that the template data exemplifies. Buyers shopping for a tool usually have a specific, urgent problem, which is why this corner punches far above its supply weight on questions.

We grade it **Starved**. The shelf is under-stocked relative to demonstrated appetite, and a good tool enjoys something the crowded visual shelves can't offer: defensibility, because utility is harder to clone than a mesh. The honest caution is that 'tools' is a broad, often-young band, so parts of it sit under the demand freeze — we are reading the structural under-supply, not presenting a precise current demand figure. As a category's health verdict: starved of good supply, and rewarding to fill well.

🗨️ Developer tools and plugins are a MythicLemon product line, so we compete on this shelf. We graded it on the same supply-vs-demand signals as every other blip; our catalogue didn't move the verdict.

Sources: [MythicLemon Marketplace Index · category share](#) · [MythicLemon Marketplace Index · demand map](#)

FAQ

Isn't grading the categories you sell in a conflict of interest?

It would be if we flattered them, so we didn't. We applied the same four signals to our own shelves — VFX, audio, environments, materials and tools — as to everything else, and where the signals were unkind (audio is graded our lowest) we said so. Every blip that overlaps a MythicLemon line carries a disclosure. Skin in the game cuts both ways.

Why is a busy category like Materials only on 'Watch' rather than 'Thriving'?

Because health is about supply *and* demand, and Materials' supply surge is recent enough that much of it lands after our demand data froze in September 2024. We can see the supply momentum; we genuinely can't yet see whether buyer engagement kept pace. That's missing data, not weak demand — freeze is not decay — so the only honest grade is Watch until an un-frozen signal arrives.

How can a category be 'Starved' if there's no sales data?

There is no unit-sales or revenue field anywhere in our data, and we never infer sales. 'Starved' is a supply-versus-attention read: a thin shelf drawing disproportionate buyer questions. Game templates at ~43 questions per listing against a tiny supply is the textbook case — high demonstrated interest, very little stock.

Why won't you grade any young category 'Stalling'?

Because about 45% of the catalogue was released after our demand data froze and therefore shows zero questions and reviews — that's missing data, not failure. Freeze is not decay. A young, supply-growing category whose demand we simply can't read goes on Watch, never Stalling. We only award 'Stalling' to a shelf we can show is structurally slowing on live or mature pre-freeze signals; Audio earns it because its supply was overtaken and its rock-bottom question rate comes from a mature, pre-freeze cohort — not from being young and quiet.

How is this different from your Opportunity Radar?

The Opportunity Radar answers 'where should a seller build next?' — a decision about you. This one answers 'how is each shelf doing?' — a description of the market. A category can be healthy and still wrong for you to enter, or unhealthy in aggregate yet a great niche for the right listing. Read them together.

HOW TO CITE

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