



THE UNREAL RADAR · FIELD GUIDE

The Fab Buyer's Field Guide

How to read a Fab listing, judge whether an asset is actually worth your money, and avoid the graveyard packs nobody ever bought.

Field Guide

2026-06-13

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Catalogue to May 2026

Buyer demand to September 2024

An evergreen, pro-buyer handbook for spending your asset budget well on Epic's Fab marketplace. We rate no product here — we hand you the questions to rate them yourself, and we hold our own listings to exactly the same standard.

79,792

Listings on Fab

Total catalogue as of 2026-05; +1,754 new in May alone. A big haystack to find a good needle in.

70%

2023 launches with zero reviews

Up from 43% for the 2015 cohort. Most packs surface for almost no one — but read on: no reviews is not the same as a bad asset.

83%

Reviews that are 5-star

Star ratings barely discriminate on Fab. A five-star average tells you very little on its own.

\$19.99

Median listing price

The modal price too — there's heavy clustering on the .99 line. Your sanity-check anchor for what an asset 'should' cost.

46.7%

Catalogue still tagged UE4

Of the version-tagged catalogue. Nearly half. Always check the asset matches your engine version before you buy.

~150%

Cross-listed price premium

Across 2,260 assets sold on two stores, the Fab listing is typically ~150% dearer than the same asset elsewhere. Worth a search before you pay.

Why most listings are a gamble (and how not to lose the bet)

There are **79,792 listings** on Fab as of May 2026, and **1,754** more arrived in May alone. That is a wonderful problem and a real one: somewhere in that pile is exactly the asset your project needs, and around it sit hundreds of near-lookalikes that will quietly eat your budget and your weekend. This guide is the set of questions I run before I spend a penny — and, because we sell on Fab ourselves, the same questions I'd want you to run on **our** listings before you trust us.

Start with the uncomfortable shape of the market. In our own compiled data, **70% of the listings launched in 2023 have never received a single review** — and that figure has climbed steadily, up from 43% for the 2015 cohort. The catalogue has a long, silent tail: thousands of packs that shipped, surfaced for almost no one, and were never heard from again. The bestseller you've seen recommended ten times is the visible tip; most of the iceberg is dark.

Here is the trap, and it's the single most important idea in this guide. **A brand-new asset with no reviews is not a bad asset.** Our demand and review data is frozen at September 2024; it has not moved since. A large share of today's catalogue — well over a third — was released *after* that line and therefore shows zero questions and zero reviews **because our coverage stopped, not because buyers rejected it.** Silence on a recent listing is missing information, not a verdict. Silence on an *old* listing — something that has had a year or two in the wild and still has nothing — is a much louder signal. So the first move is always: **check the listing's age, then read the silence accordingly.**

The rest of this guide is how to fill in that missing information yourself, from the things a listing actually shows you.

- ✓ Check the listing's launch date before you read anything into its review count.
- ✓ Old + silent (a year or more, still no reviews or questions) is a genuine warning sign.
- ✓ New + silent is simply unproven — judge it on the asset itself, not on the absence of a crowd.
- ✓ Assume the bestsellers you keep seeing are a tiny, visible fraction of the catalogue, not the norm.

THROUGH SEPTEMBER 2024

The silent tail grows with every cohort — but freeze isn't decay: don't read a recent listing's quiet as failure. Share of each launch cohort that never received a single review, from the MythicLemon Marketplace Index. Cohorts are shown only through 2023 so each had at least a year of buyer activity before our coverage ends in September 2024.

↗ Live, interactive figure (with downloadable data): <https://www.mythiclemon.com/data/insights/the-asset-graveyard>

Ratings barely help

The instinct is to sort by stars and trust the number. On Fab, that instinct misleads you. In our frozen review data, **83% of all reviews are five-star**. When nearly everything is five stars, the rating stops being a measurement and becomes wallpaper — it cannot separate the excellent asset from the merely adequate one, because both wear the same badge.

There are honest reasons for this. People who bought an asset they didn't like often just move on rather than write a one-star review; the buyers motivated to post are disproportionately the happy ones; and a small handful of reviews can be moved by a single enthusiastic or disgruntled voice. None of that is sinister — it's just how a low-volume, opt-in review system behaves. But the consequence for you is concrete: **a 5.0 average across three reviews tells you almost nothing**, and even a 5.0 across thirty tells you less than the rating system implies.

Treat the star average as a coarse filter at best — useful for spotting the rare genuinely-low score, useless for ranking the top of the pile. The real signal lives one click deeper, in the questions buyers actually asked. That's the next section.

- ✓ Don't rank assets by star average — with 83% five-star, it can't separate good from great.
- ✓ Treat a 5.0 over a tiny review count as 'unproven', not 'proven excellent'.
- ✓ A rare low rating is worth reading carefully — it's swimming against a very strong tide.
- ✓ Use stars to exclude, not to choose.

THROUGH SEPTEMBER 2024

When 83% of reviews are five stars, the rating discriminates almost nothing — look past the number. Distribution of star ratings across all reviews in the MythicLemon Marketplace Index (frozen September

2024). The five-star bar swamps everything else.

↗ Live, interactive figure (with downloadable data): <https://www.mythicLemon.com/data/insights/five-stars-means-nothing>

Read the buyer questions, not the stars

If ratings are wallpaper, the **buyer questions** are the structural inspection. They are the single most honest thing on a Fab listing, because they are written by people who were close enough to buying that they cared about the answer — and the answers reveal what the marketing copy carefully doesn't.

There's a deeper reason questions matter, and it's one of the most striking patterns in our whole dataset: **demand inverts supply**. Sellers crowd into 3D models — they're **57.1% of the entire catalogue** — yet in our frozen demand data buyers ask about them least, at roughly **2.5 questions per listing**. The most asked-about category by a mile is game templates at around **43 questions per listing** — about **17 times** the 3D-model rate — even though templates are thin on the ground. Audio sits at the quiet end, around **0.3 questions per listing**. High question volume is where engaged buyers actually congregate; it's a far better signal of a living, used product than any star count.

When you read the questions on a listing, you're looking for two things. First, the **content**: do buyers ask whether it works with your engine version, your render path, your target platform? Those are the real-world failure points, surfaced by people who hit them. Second, the **response**: did the seller answer, and how? A creator who replies promptly and specifically is a creator who'll still be there when you file a bug. Unanswered questions on an older listing are the clearest 'this seller has moved on' tell you'll find. One caveat, always: our question data is frozen at September 2024, so a recent listing with no questions hasn't been abandoned — it simply postdates our window.

- ✓ Open the questions tab before the description — it's the most honest part of the page.
- ✓ Look for questions about your engine version, render path and platform; those are the real failure points.
- ✓ Judge the seller by their answers: prompt and specific is good; ignored questions on an old listing is bad.
- ✓ High question volume signals a living, used product far better than a high star average.
- ✓ Remember the inversion: the crowded category (3D models) is the least-asked-about; thin categories like templates draw the most engagement.

THROUGH SEPTEMBER 2024

Where buyers ask the most questions is rarely where sellers pile up the most listings — engagement, not inventory, is the signal. Buyer questions per listing by category, from the MythicLemon Marketplace Index (frozen September 2024). Game templates dwarf everything; 3D models — the largest category by supply — sit near the bottom.

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

Check engine support — it's the number-one way to waste your money

This is the cheapest mistake to avoid and the most common one made. **46.7% of the version-tagged catalogue is still tagged for Unreal Engine 4** — nearly half. The marketplace carries a large modernisation backlog: plenty of perfectly good assets that were authored for UE4 and never migrated. Buy one for a UE5 project without checking, and you've bought yourself a conversion job at best and an incompatible pack at worst.

The flip side is just as true for the modern catalogue: **UE5 now accounts for 93.2% of new monthly releases**, so newer assets overwhelmingly target UE5 — but the engine moves fast, and a 'UE5' tag spans everything from 5.0 to 5.7. Subsystems shift between those versions; a pack built against an older 5.x can still need adjustment on the current stable release. The fix is mundane and reliable: **read the supported-versions field, match it to the exact version your project ships on, and don't assume 'UE5' means 'my UE5.'**

If a listing is vague about engine support, that vagueness is itself information — treat it as a question to ask before buying, not an assumption to make after.

- ✓ Find the supported-engine-versions field and match it to your project's exact version.
- ✓ Don't treat a bare 'UE5' tag as 'works on my 5.7' — the range spans many releases.
- ✓ For a UE4-tagged asset, budget for a migration pass, or skip it for UE5 work.
- ✓ If engine support is left vague, ask in the questions before you buy — vagueness is a yellow flag.
- ✓ Code plugins are stricter than content here: a version mismatch usually means it won't compile at all.

AS OF MAY 2026

New releases are 93.2% UE5, yet 46.7% of the tagged catalogue is still UE4 — always check the asset, not the trend. UE5 versus UE4 share of new releases over time, from the MythicLemon Marketplace Index (as of 2026-05). New work is overwhelmingly UE5, but the standing catalogue still carries a large UE4 tail.

↗ Live, interactive figure (with downloadable data): <https://www.mythiclemon.com/data/dashboards/engine-migration>

Does it have a video? (Especially for anything that moves)

Screenshots are easy to flatter. A hero render with the right lighting and a generous depth of field can make almost any asset look like the one you want. Motion is much harder to fake — which is exactly why a **video is the strongest single trust signal a listing can offer**, and why its absence on certain kinds of asset should give you pause.

Nowhere is this clearer than effects. In our VFX study, **89% of VFX listings embed a video** — against roughly **48% market-wide** — and that's no accident: a particle effect, a material that animates, a Niagara system, a piece of locomotion, all live or die in motion, and the good sellers know a still frame can't sell them honestly. For anything that **moves**, a listing with no video is asking you to buy on faith. The category-wide habit is so strong that a video-less VFX pack stands out as the odd one out, not the norm.

For genuinely static assets — a single prop, a material you'll only ever see still — a video matters less, and its absence isn't damning. But even there, ask what the screenshots are **not** showing you: wireframes, polycounts, the asset in a neutral grey-box scene rather than a beauty shot. The more a listing relies on a single flattering angle, the more questions you should ask before paying.

Disclosure: we sell Niagara VFX packs, audio packs and content packs on Fab, so this section overlaps what we make. We put video on our own effect listings for exactly the reason above — and if one of ours ever doesn't, hold it to the same suspicion you'd hold anyone else's.

- ✓ For anything that moves — VFX, materials, animation, locomotion — require a video; ~89% of VFX listings have one, so a missing one is the exception.
- ✓ Treat motion as the honest demo and a single hero still as the sales pitch.
- ✓ For static assets, look for wireframes, polycounts and a neutral grey-box shot, not just a beauty render.
- ✓ Ask what the screenshots deliberately aren't showing you.
- ✓ Hold our own listings to this rule too — that's the point of writing it down.

AS OF MAY 2026

Effects sellers video their work because motion is the only honest demo — expect it, and be wary when it's missing. The VFX corner of the catalogue from the MythicLemon Marketplace Index (as of 2026-05): 3,657 packs, 4.6% of the catalogue, with Magic & arcane the largest sub-niche at 561 packs. Effects listings embed video far more often than the market average.

↗ Live, interactive figure (with downloadable data): <https://www.mythiclemon.com/data/studies/vfx-market>

Price sanity — and the cross-marketplace check

Once an asset has passed the trust checks, the last question is whether the price is fair — and here you have a firm anchor. The **median price on Fab is \$19.99**, which is also the **modal** price: the catalogue clusters hard on the .99 line, and \$19.99 is the gravitational centre of it. That's not a ceiling or a floor — substantial, complex packs reasonably cost more, and **3.1% of the catalogue is free** — but it is the number to measure against. An asset priced far above \$19.99 should be visibly, defensibly more than the median pack: more content, more support, more proven engagement in its questions. If it isn't, the price is doing work the asset can't back up.

Then run the cross-marketplace check, because it can quietly save you real money. Across the **2,260 assets we found cross-listed on two stores**, the Fab listing is typically **~150% more expensive** than the very same asset sold elsewhere. That premium isn't universal and it isn't a

scandal — convenience, the in-engine workflow and Epic's ecosystem all carry value — but for a 3D model, a texture set or a generic content pack that plainly exists on more than one storefront, a sixty-second search before you pay is one of the highest-return habits in this whole guide.

A note on what price is **not**: it is not a sales figure and it is not revenue. A high price tells you what a seller is asking, never what anyone paid or how many bought. Don't read an expensive listing as a successful one, or a cheap one as a desperate one — read the questions and the engine support, then let the median be your fairness yardstick.

Disclosure: our own packs are priced on this same marketplace, around the same conventions. Apply the median test and the cross-store search to us as readily as to anyone — a fair price should survive the check.

- ✓ Anchor every price to the \$19.99 median; anything well above it should be visibly more pack than the median.
- ✓ For generic, portable assets (3D models, textures, content packs), search other stores first — the Fab listing is often ~150% dearer.
- ✓ Don't pay a premium for convenience you don't actually need.
- ✓ Never read price as sales or revenue — it's an asking price, nothing more.
- ✓ Free isn't a red flag — 3.1% of the catalogue is free, and some of it is excellent; still run the same trust checks.

AS OF MAY 2026

\$19.99 is the centre of gravity — use it as your fairness anchor, and check portable assets against other stores before paying. Price-point clustering across the catalogue from the MythicLemon Marketplace Index (as of 2026-05): the heavy concentration on .99 endings, with \$19.99 as the modal and median price.

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

The whole guide on one card: do and don't

Run these in order and you've done, in a couple of minutes, the diligence that separates a good buy from a graveyard pack. None of it requires inside knowledge — only the willingness to read past the hero shot and the star average to the things a listing reveals when you look.

And the standard cuts both ways. We sell on Fab; everything below applies to **our** listings as squarely as to anyone's. If one of ours fails a check — no video on an effect, a vague engine field, a price the pack can't justify — that's a fair reason to pass, and we'd rather you caught it than trusted us blind. A guide that only protected you from other people's listings wouldn't be worth the bytes.

- ✓ DO check the launch date first, and read silence on new listings as 'unproven', not 'bad' — freeze isn't decay.
- ✓ DO read the buyer questions before anything else, and judge the seller by their answers.

- ✓ DO match the supported engine version to your project's exact version.
- ✓ DO require a video for anything that moves, and look for wireframes and grey-box shots on static assets.
- ✓ DO anchor price to the \$19.99 median and search other stores for portable assets.
- ✓ DON'T rank by star average — 83% are five-star and it can't separate good from great.
- ✓ DON'T treat a recent listing's lack of reviews or questions as a verdict.
- ✓ DON'T read price as sales, revenue or success — it's only what's being asked.
- ✓ DON'T assume 'UE5' means your UE5, or that a bestseller's prominence is the catalogue norm.
- ✓ DON'T take our word for any of this — run the checklist on us too.

The five-minute pre-purchase checklist

Check	What good looks like	What should give you pause
Launch date	You've noted whether it's recent or established before reading anything into its activity	You're treating a brand-new listing's quiet as a failure (freeze isn't decay)
Buyer questions	Engaged, on-topic questions with prompt, specific seller answers	An older listing with unanswered questions, or questions revealing version/platform problems
Star rating	Used only to spot a rare genuinely-low score	Relied on to rank — 83% of reviews are five-star, so it barely discriminates
Engine support	Supported versions match your project's exact engine version	A UE4-tagged asset for UE5 work, or a vague/absent version field
Video	Motion shown for anything that moves (~89% of VFX listings have one)	No video on an effect, material or animation pack — buying on faith
Price	At or sensibly above the \$19.99 median, justified by the pack	Far above median with no extra substance, or unchecked against other stores (~150% dearer on Fab)

Run top to bottom before you buy anything on Fab. Demand-side signals (questions, reviews) are from the MythicLemon Marketplace Index and frozen at September 2024; supply, pricing and engine-version data are as of 2026-05.

FAQ

An asset I like has no reviews and no questions. Should I avoid it?

Not on that basis alone. Check the launch date first. Our demand and review data is frozen at September 2024, and a large share of the current catalogue was released after that — those listings show zero questions and zero reviews because our coverage stopped, not because buyers rejected them. A recent, quiet listing is

simply unproven: judge it on the asset, the video and the engine support. It's an older listing — a year or more in the wild and still silent — that genuinely warrants caution.

Why shouldn't I just sort by star rating?

Because the rating barely discriminates: 83% of all reviews on the marketplace are five-star in our data. When nearly everything is five stars, the average can't separate the excellent asset from the adequate one. Use stars only to spot the rare low score; do your real judging in the buyer questions.

Is a higher price a sign of a better or more successful asset?

No. Price is only what a seller is asking — there is no public sales or revenue figure to read it against, and you should never treat an expensive listing as a proven one. Anchor to the \$19.99 median, expect anything well above it to be visibly more pack, and for portable assets check other stores: cross-listed items run about 150% dearer on Fab than elsewhere.

How do I make sure an asset works with my version of Unreal?

Read the supported-engine-versions field and match it to the exact version your project ships on — not just 'UE5'. Around 46.7% of the version-tagged catalogue is still UE4, and even within UE5 the range spans many releases where subsystems shift. If the listing is vague about support, ask in the questions before you buy.

You sell on Fab. Why should I trust a buyer's guide from a seller?

You shouldn't trust it blind — that's rather the point. Every check here applies to our listings as squarely as to anyone's: read our questions, match our engine versions, demand a video on our effect packs, and run our prices against the median and other stores. A guide that only protected you from other people's listings wouldn't be honest. Hold us to it.

Where do these numbers come from, and how current are they?

Every figure here is from the MythicLemon Marketplace Index, our own compiled dataset, and is published in full in our /data section. Supply, pricing and engine-version figures are honest as of May 2026. Demand-side signals — buyer questions, reviews and ratings — are frozen at September 2024 and are never presented as current; that freeze is exactly why a recent listing's quiet means nothing.

HOW TO CITE

MythicLemon, "The Fab Buyer's Field Guide" (2026-06-13). The Unreal Radar.
<https://www.mythiclemon.com/radar/reports/fab-buyers-field-guide>