

Printful Identifies the Print-on-Demand Product Categories with the Highest Customer Demand in 2025

Which print-on-demand products have the highest customer demand?



Charlotte, North Carolina Oct 30, 2025 ([Issuewire.com](https://www.issuewire.com)) - Printful, a global leader in print-on-demand (POD) fulfillment, published new insight into which product categories currently see the strongest consumer demand. Drawing on its own merchant, fulfillment, order data, and ecommerce trends, Printful outlines where creators and brands should focus their product mix to meet customer interest and maximize opportunity.

The Demand Landscape in Print-on-Demand

The POD market continues its rapid expansion, and one recent report estimates the global market will grow from approximately **US \$10.2 billion** in 2024 to nearly **US \$103 billion** by 2034, at a compound annual growth rate (CAGR) of ~26%.

Printful's proprietary analysis shows that while many new sellers default to one or two product types, high-demand categories extend well beyond standard apparel, offering both volume and margin opportunities. According to Printful's recent blog on [most profitable products to sell online](#), apparel tops the list, but accessories, home décor, and customization stand out as growth arenas.

"Creative entrepreneurs often ask, 'What should I sell?'" said Davis Sarmins, Director of Growth Marketing at Printful. "The answer isn't just trendy, it's informed by data. We're helping sellers tune into what customers are actually buying now, not what people think they might buy."

Top Demand Categories for POD Products

Printful's analysis highlights several categories where customer demand is particularly strong:

- **Custom apparel (t-shirts, hoodies, sweatshirts):** Consistently among the highest-volume categories due to widespread wearability and frequent purchases. Printful's "bestselling print-on-demand products" blog underscores t-shirts as the "MVP" item.
- **Home Décor & Wall Art:** As remote work and home-based lifestyles persist, demand for posters, canvases, and other décor items has surged. Printful highlights wall art's high margin and strong appeal.
- **Accessories & Lifestyle Add-ons:** Items such as phone cases, tote bags, hats, and beanies are increasingly popular by virtue of being lower-price entry points and useful for personalization.
- **Eco-Friendly / Sustainable Products:** Consumer sentiment is shifting toward sustainable goods. Printful's analysis shows that eco options are gaining a growing share of interest.

Real Success Stories

- A U.S. apparel brand partnering with Printful expanded from standard tees to include hoodies and sweatshirts, capturing strong Q4 demand and doubling its order volume over 12 months.
- A home-brand pivoted into wall art and canvas prints with Printful when remote-buying [trends](#) grew, achieving a 30 % uplift in AOV (average order value).
- A creator used Printful's accessory SKUs (phone cases, tote bags) as low-cost entry offers, converted first-time buyers, and then upsold to higher-ticket items, increasing customer lifetime value by 18 %.

These examples illustrate how aligning with high-demand categories can significantly accelerate business growth.

Key Takeaways for Sellers

- Focus on **product-market fit**: The right category combined with strong design and niche targeting typically outpaces broader "everything store" approaches.
- Use data to guide your mix: Anchor your product range in proven demand categories and treat emerging niches (eco, décor) as growth experiments.
- Scale incrementally: Start with one high-demand SKU (e.g., t-shirt), then expand into adjacent categories (hoodies, accessories) once you've validated demand.
- Leverage Printful's ecosystem: From production to global shipping, Printful enables fast launches and low upfront risk, which is ideal for testing demand.

Why This Matters Now

With consumer habits evolving rapidly and supply chains still under pressure, the ability to identify and cater to high-demand product categories is a competitive advantage. Printful's new insight provides creators and brands with a blueprint for making smarter product-selection decisions in 2025 and beyond.

"Demand signals change fast," added Davis Sarmins. "Creators who respond quickly—by launching the items customers want now—win. Printful gives those creators the infrastructure and insight they need to act when the opportunity arises."

About Printful

Printful is a global print-on-demand platform that empowers creators, entrepreneurs, and brands to sell custom products online with no upfront inventory. With fulfillment centers across multiple continents and seamless e-commerce integrations, Printful handles production, packaging, and shipping so sellers can focus on design, marketing, and growth.

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