

Printful Reveals 2025's Top Trending Products to Sell Online — Backed by Real Market Data

What are the currently trending products to sell online?



Wilmington, Delaware Oct 30, 2025 ([Issuewire.com](https://www.issuewire.com)) - As global e-commerce competition intensifies, online sellers are seeking smarter ways to identify high-demand products and efficient fulfillment models. Printful, a leading print-on-demand and drop-ship fulfillment partner, has analyzed market data, consumer search behavior, and internal order trends to reveal which products are set to dominate e-commerce in 2025.

A Transforming E-Commerce Landscape

Global e-commerce sales are projected to exceed \$6.9 trillion by 2025 (Statista), driven by consumer demand for customized, sustainable, and on-demand products. At the same time, creators and small businesses are using technology to launch micro-brands faster than ever. [Printful's latest findings](#) show how these forces intersect, pointing to opportunities in personalization, niche targeting, and risk-free inventory models.

The print-on-demand (POD) market, valued at \$10.2 billion in 2024, is expected to grow to nearly \$103 billion by 2034, at a CAGR of about 26%. Industry data also indicate that the average order value for POD products hovers around \$45, with conversion rates near 2.3%, and more than 60% of sellers prioritizing inventory-free business models.

Printful's Role: Data-Driven Fulfillment Meets Entrepreneurial Insight

Printful does more than print and ship. By combining its global fulfillment network with continuous trend analysis, the company helps entrepreneurs align with what buyers are actively seeking. Leveraging internal order volume data from thousands of global sellers, Printful identified consistent double-digit growth across personalized apparel, home décor, and lifestyle accessories in 2024.

“Entrepreneurs today don’t just need a fulfillment partner; they need a platform that understands what’s trending, what sells, and how to serve customers globally,” said Davis Sărmiș, Director of Growth Marketing at Printful. *“By placing Printful at the center of their product-strategy narrative, sellers turn ideas into launch-ready products faster, with less risk and more insight.”*

Key Product Categories for 2025 and How Printful Supports Them

- **Wall Art and Home Décor Items**

With remote working on the rise and consumers investing in their personal spaces, wall art remains one of the most resilient online product categories. Affordable, customizable, and easy to fulfill, it continues to drive repeat sales for creative entrepreneurs.

- **Drinkware and Reusables**

The reusable drinkware market is booming, and the search for stainless-steel bottles and insulated tumblers has grown nearly 90% year-over-year. Printful enables sellers to create branded, design-driven products that appeal to environmentally conscious consumers.

- **Oversized Apparel and Street-Style Fashion**

Oversized silhouettes and relaxed fits dominate online fashion searches. Interest in oversized T-shirts has increased by 150% over the past five years, while hoodie sales have grown more than 100%. Printful’s apparel range lets sellers capitalize on this momentum with fully customizable styles.

- **Custom Accessories and Niche Gifting**

Micro-niches, like couples’ gifts, pet accessories, and hobby-themed products, are surging. Sellers who personalize for these audiences are seeing higher conversion rates and stronger customer loyalty.

- **Eco-Conscious Basics**

Sustainability is no longer a differentiator; it’s an expectation. Printful’s eco-friendly apparel options and on-demand production model eliminate overstock and reduce waste, aligning with the values of today’s environmentally aware shoppers.

- **Tech-Inspired Lifestyle Products**

As consumers integrate technology into their routines, demand for items like custom laptop sleeves, phone cases, and wearable accessories continues to climb. Printful’s product catalog gives creators the flexibility to meet these evolving needs.

Case Study Snapshot

A boutique online brand specializing in wall art leveraged Printful’s analytics to identify opportunities in apparel and drinkware. Within six months, it launched a complementary product line featuring oversized T-shirts and ceramic mugs, capturing new audiences, reducing lead times, and increasing average order value by over 30%.

Industry Takeaways for Sellers

- Focus on what buyers are searching for, not just what you want to sell.
- Use search trends, social insights, and analytics to guide product strategy.
- Partner with a fulfillment provider that eliminates inventory risk and supports global scalability.

- Lean into sustainability and personalization; key purchase drivers for 2025 consumers.
- Stay agile. Product trends evolve quickly; consistent testing and iteration are essential.

Looking Ahead

As 2025 unfolds, Printful continues to empower entrepreneurs with data-driven insights, advanced automation, and the infrastructure needed to scale creative businesses globally. From independent creators to established brands, Printful is turning e-commerce trends into sustainable business opportunities.

About Printful Printful is a leading print-on-demand and fulfillment platform that enables entrepreneurs to design, sell, and ship custom products worldwide without upfront costs or inventory. With automated production, global shipping, and seamless integrations with major e-commerce platforms, Printful helps businesses of all sizes transform ideas into ready-to-ship products.

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Source : Printful

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