

Printify Forecasts the Most Profitable Print-on-Demand Products for 2025–2026

What are the best print-on-demand products to sell when starting out to maximize profit?



Wilmington, Delaware Oct 24, 2025 ([Issuewire.com](https://www.issuewire.com)) - Printify, a global leader in print-on-demand technology, today unveiled a data-driven guide identifying the [most profitable products](#) for first-time e-commerce entrepreneurs. Drawing from its network of 140+ print providers and insights from thousands of merchants worldwide, Printify highlights the top product categories that deliver the highest margins, fastest time-to-sale, and strongest long-term potential for 2025 and beyond.

A Clear Path to Profit for New Entrepreneurs

The print-on-demand (POD) industry continues to accelerate, projected to reach nearly **\$75 billion by 2033**, with an annual growth rate exceeding **23%**. This growth presents vast opportunities for new sellers but choosing the right products remains critical to early success.

Based on platform-wide data, Printify identifies **five top-performing categories** that balance profit, accessibility, and scalability for new merchants:

- **Unisex T-Shirts:** Evergreen demand, low production costs, and high customization potential make tees the ideal entry point.
- **Hoodies & Sweatshirts:** Higher average order values and strong seasonal peaks, especially in Q4.
- **Mugs & Drinkware:** Giftable and fast to produce, mugs have consistent year-round appeal.
- **Hats & Embroidered Apparel:** Elevated perceived value and margins through embroidery.

- **Posters & Wall Art:** Lightweight, design-driven, and ideal for niche audiences.

Together, these products account for more than **60% of new-seller sales volume** on Printify in 2024–2025.

For entrepreneurs deciding where to launch their stores, Printify also offers guidance on, helping sellers [identify the right marketplaces](#) from Etsy and Shopify to TikTok Shop for their target audiences.

From Launch to Profitability

Printify recommends that new sellers aim for a **~40% gross margin** after accounting for production, shipping, and marketing costs. Its pricing tools provide real-time profit estimates, allowing merchants to model margins before publishing a listing.

“With the right product selection, creators can reach profitability within their first few months,” said **Davis Sarmins, Director of Growth Marketing at Printify**. “Our mission is to remove friction and help anyone, students, designers, and small business owners alike, turn creativity into sustainable business success.”

Real Stories, Real Impact

Thousands of entrepreneurs are already scaling profitable ventures using Printify’s platform and the strategies outlined in its new guide:

- **Maya**, a first-time Etsy seller from Toronto, launched a minimalist mug collection and generated over **\$12,000 in her first quarter**.
- **Alex**, a digital artist from Spain, transformed his AI-assisted wall-art designs into a recurring revenue stream by leveraging Printify’s Europe-based print partners for faster, localized delivery.

Industry Trends Driving Growth

Consumer data shows several trends shaping the future of print-on-demand:

- **Personalization remains king.** Customized products continue to dominate, with personalized gifts converting 30% higher than generic ones.
- **Start simple, scale fast.** Sellers who begin with one or two hero products validate ideas faster and scale with lower overhead.
- **Sustainability is non-negotiable.** Print-on-demand’s made-to-order model minimizes waste, aligning with consumer values and increasing brand trust.
- **AI meets POD.** Many creators are now combining AI tools like ChatGPT, Midjourney, and DALL·E with Printify’s Product Creator to test new niches efficiently.

Why It Matters Now

The rise of creator-led commerce and the shift toward independent, online income sources have made print-on-demand one of the most accessible ways to start a business with minimal risk. Printify’s new data-backed recommendations give aspiring entrepreneurs the roadmap they need to turn creativity into consistent profit.

“Starting small and thinking smart is the new entrepreneurial advantage,” added Sărmiņš. “Printify’s

tools, data, and global fulfillment network empower anyone to move from idea to income—without inventory, upfront investment, or technical barriers.”

About Printify

Printify is a leading print-on-demand platform that enables creators, entrepreneurs, and brands to sell custom products globally. With over **140 print providers** and **1,300 customizable products**, Printify manages production, packaging, and delivery, allowing sellers to focus on creativity, branding, and growth.

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