

Printful Empowers YouTubers to Turn Fans Into Customers With Easy Merch Creation

As ad revenue declines, Printful helps creators build real income by designing, selling, and shipping custom merchandise - no inventory, no minimums, and no upfront costs.



Charlotte, North Carolina Nov 5, 2025 ([Issuewire.com](https://www.issuewire.com)) - YouTube creators across the U.S. are discovering a new way to turn followers into loyal customers by launching their own branded merchandise. With ad revenue shrinking and platform monetization becoming more competitive, Printful, a global leader in print-on-demand and fulfillment, is helping creators transform their audiences into sustainable sources of income through custom merch.

According to **Statista (2025)**, more than **52% of full-time YouTube creators** now earn at least one-third of their total income from selling branded products. For many, merch sales have become more dependable than ad revenue or sponsorships. Printful's platform makes this process simple allowing creators to design, sell, and ship merchandise to fans worldwide without touching inventory or investing money upfront.

Printful: Simplifying Merch for Every YouTuber

Through its print-on-demand (POD) model, Printful empowers creators to design and sell over **400 customizable products**, including t-shirts, hoodies, hats, mugs, tote bags, and more. Its user-friendly **Design Maker** provides built-in design tools, fonts, clipart, and mockups, helping creators bring their vision to life in minutes.

"You don't need millions of subscribers to make money through merch," said **Davis Sārmiņš**, Director

of Growth Marketing at Printify. “With Printful, even smaller creators can build real businesses around their content. We handle printing, packaging, and global delivery so creators can focus on making videos and growing their audience.”

Why Merch Outperforms Ad Revenue

[For YouTubers, selling merch](#) isn't just an add-on, it's a lifeline. YouTube's Partner Program requires at least **1,000 subscribers** and **4,000 watch hours** in the past year to qualify for monetization, leaving many smaller creators ineligible to earn from ads. But Printful's print-on-demand model allows anyone, regardless of channel size, to start earning immediately.

A YouTuber with just **50,000 monthly views** can make between **\$700 and \$3,500 per month** from merch, over **17 times more** than typical AdSense payouts for the same audience size.

“Creators are realizing that fans want to support them directly,” added Sărmiņš. “A t-shirt, a mug, or a hoodie isn't just a product, it's a connection to the creator's world.”

Case Studies: Turning Creativity Into Income

In **Austin, Texas**, *Jamie*, a gaming YouTuber with fewer than 20,000 subscribers, launched her first merch line through Printful featuring inside-joke t-shirts and hats. Within three months, her store generated **\$9,000 in sales**, tripling her ad revenue and creating new engagement opportunities with fans.

Meanwhile, *Noah*, a fitness creator from **Chicago, Illinois**, used Printful to launch branded workout gear - from performance shirts to gym bags. His first limited-edition drop sold out in under two weeks. Today, Printful fulfills his entire line automatically, freeing him to focus on content and community building.

The Four Steps to Launching YouTube Merch

- **Choose and design your products.** Use Printful's Design Maker or upload original artwork to personalize your merch.
- **Set up your store.** Connect Printful to Shopify, Etsy, or even YouTube's Merch Shelf for direct fan access.
- **Start selling.** Products are printed only after orders are placed — no bulk inventory, no waste, no risk.
- **Promote your merch.** Printful provides mockups and branding tools, helping creators showcase products in videos and on social media.

Sustainable by Design

As sustainability becomes a priority for creators and fans alike, Printful's on-demand production model ensures items are made only when ordered, reducing overproduction and waste. Its printing partners use **water-based, vegan inks** and **near-zero wastewater technology**, while recyclable packaging supports eco-conscious fulfillment.

"Our mission is to make creative entrepreneurship both profitable and sustainable," said Sārmiņš. "Every piece of merch made through Printful represents smarter production - less waste, less risk, and more opportunity for creators."

The Rise of the Creator Commerce Economy

The global creator economy is projected to surpass **\$500 billion by 2027**, according to Goldman Sachs, with merchandise sales emerging as one of the fastest-growing revenue streams. As more YouTubers embrace entrepreneurship, Printful remains at the forefront, providing the infrastructure that allows creators to scale seamlessly across channels and markets.

With integrations across **Shopify, WooCommerce, Etsy, and TikTok Shop**, creators can launch their merch stores in minutes and reach fans wherever they watch, scroll, or shop.

"Merch is more than just a t-shirt, it's a statement of belonging," added Sārmiņš. "At Printful, we give creators the tools to build that connection authentically and profitably."

About Printful

Founded in 2013, **Printful** is a global print-on-demand and fulfillment company helping creators and businesses design, sell, and ship custom products worldwide. With **23 in-house facilities, 50 million items fulfilled**, and a catalog of over **400 customizable products**, Printful empowers entrepreneurs to scale their brands without inventory, risk, or upfront investment.

To learn more or to start selling your YouTube merch today, visit www.printful.com.

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