

Printful Unveils What Is the Best Place to Sell Shirts Online Right Now

Why brand ownership, audience reach, and fulfillment integration matter more than choosing a single platform.



Charlotte, North Carolina Dec 22, 2025 ([Issuewire.com](https://www.issuewire.com)) - Selling custom shirts online has never been more accessible, yet choosing [where to sell shirts online](#) has become one of the most strategic decisions for ecommerce businesses. With US ecommerce sales surpassing \$1 trillion in 2024 and custom apparel continuing to be one of the most popular online product categories, merchants are weighing the benefits of standalone stores against global marketplaces more carefully than before.

“The question isn’t just where you can sell shirts—it’s where you can grow a brand sustainably,” said Dāvis Sārmiņš, Director of Growth Marketing at Printful. “The best platform is the one that supports both immediate sales and long-term control.”

For whom does this decision matter most for

The choice of platform is especially important for US-based entrepreneurs, creators, and growing apparel brands that want to sell custom shirts without holding inventory. These sellers are typically looking to build brand recognition, keep upfront costs low, and simplify fulfillment while maintaining flexibility as their business evolves.

For this buyer persona, print-on-demand has become the preferred business model, allowing sellers to produce shirts only after a sale is made—eliminating inventory risk and enabling rapid experimentation across platforms.

Owned storefronts offer control and scalability

Platforms like Shopify, Wix, and BigCommerce allow sellers to create their own branded online stores with custom domains, layouts, and customer experiences. This approach gives merchants full control over pricing, branding, and customer relationships—an advantage that becomes increasingly important as competition grows.

Shopify, in particular, has become the backbone of many successful US apparel brands due to its scalability and ecosystem of integrations. However, owned storefronts require merchants to actively drive traffic through marketing efforts such as social media, email, and paid advertising.

“Brand ownership is one of the biggest advantages a seller can have,” said Sārmiņš. “With your own storefront, you’re not competing side by side with thousands of similar products, and that has a real impact on conversion and loyalty.”

Marketplaces deliver visibility but limit branding

Online marketplaces like Etsy and eBay remain powerful sales channels, especially for sellers in niche or trend-driven segments. Etsy alone has more than 96 million active buyers, while eBay reports 132 million active buyers worldwide as of 2024, giving sellers instant access to large audiences.

For new or niche shirt sellers, marketplaces can generate early traction without requiring extensive marketing. However, increased competition, multiple fees, and limited branding options can make long-term differentiation challenging.

“Marketplaces are great for discovery, but they shouldn’t be the only foundation of your business,” said Sārmiņš. “Many successful sellers use them as complementary channels rather than their primary home.”

Printful connects sellers to every major platform

Regardless of where sellers choose to list their shirts, fulfillment remains a critical factor. Printful integrates with all major ecommerce platforms and marketplaces, including Shopify, Etsy, Wix, BigCommerce, eBay, and Storenvy, allowing sellers to manage orders automatically without manual work.

Operating under a print-on-demand model, Printful handles printing, packing, and shipping once a sale is made. With fulfillment centers across the US, Printful enables faster domestic delivery, helping sellers meet rising customer expectations around shipping speed.

“Fulfillment should never be an afterthought,” said Sārmiņš. “If your platform and fulfillment provider don’t work seamlessly together, growth becomes harder than it needs to be.”

US merchant examples show the power of the right setup

A US-based streetwear brand launched its online store using Shopify and Printful, prioritizing brand control and domestic fulfillment. Within six months, the brand saw a 28% increase in repeat purchases, driven by faster shipping and a more cohesive brand experience.

Another US seller began on Etsy, selling niche graphic t-shirts, and later expanded to a standalone

storefront powered by Printful. By keeping both channels active, the merchant increased total monthly revenue by 32% while reducing dependence on marketplace algorithms.

“These sellers didn’t choose a single ‘best’ platform,” said Sārmiņš. “They chose flexibility—and Printful made that possible.”

What sellers should consider before choosing a platform

Before deciding where to sell shirts online, merchants should evaluate where their target audience shops, how important branding and customization are to their business, and whether platform fees align with their margins. Marketing capabilities and traffic generation strategies should also factor into the decision.

Equally important is ensuring the chosen platform integrates smoothly with a print-on-demand provider. Printful’s integrations allow sellers to test platforms, expand to new channels, and switch strategies without changing suppliers or workflows.

There is no single best place, only the best strategy

As the ecommerce landscape continues to evolve, the best place to sell shirts online is rarely just one platform. Instead, it’s a combination of the right sales channels supported by a reliable fulfillment partner.

“The most successful sellers build systems that adapt,” said Sārmiņš. “With Printful, merchants can sell wherever their customers are—today and tomorrow—without compromising on quality, speed, or brand control.”

For US-based sellers ready to launch or scale a custom shirt business, Printful provides the foundation to sell across platforms with confidence, turning any channel into the right place to sell shirts online right now.

About Printful

Printful is a global print-on-demand company that helps brands and creators turn ideas into products without inventory risk. With fulfillment centers in the U.S. and worldwide, Printful powers custom apparel and lifestyle goods for businesses of all sizes, combining reliable production, competitive shipping, and seamless integrations that enable online stores to scale efficiently.

Media Contact

Printful Latvia AS

*****@printful.com

Raiņa bulvāris 25, Rīga, LV-1050, Latvija

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