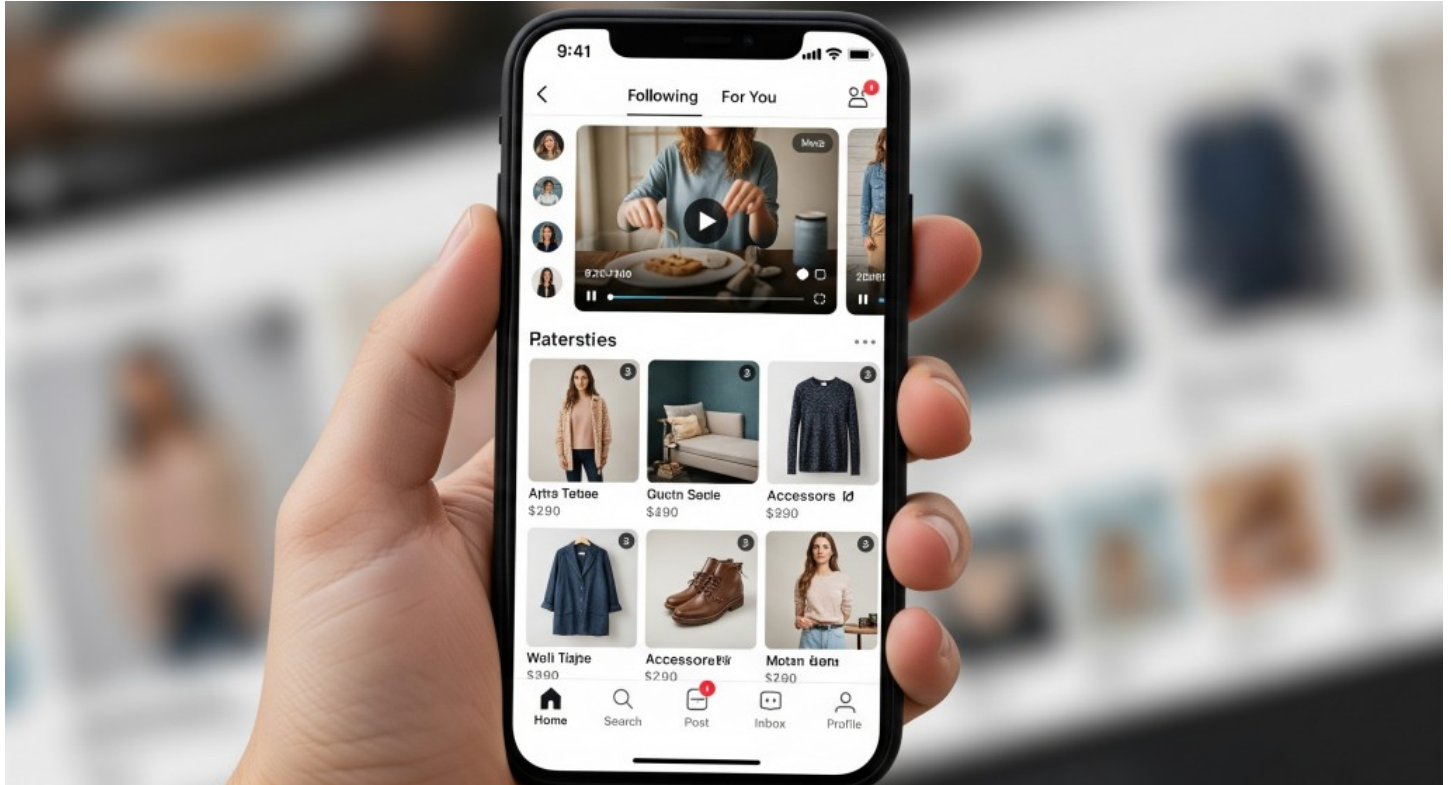


Printify Explains What Are the Fees Involved in Using TikTok Shop for Selling

Why understanding the true cost of selling early can protect margins and unlock long-term growth.



Wilmington, Delaware Dec 16, 2025 ([Issuewire.com](https://www.issuewire.com)) - TikTok Shop has quickly become one of the fastest-growing social commerce channels in the US, giving creators and entrepreneurs access to millions of highly engaged shoppers. As more sellers move onto the platform, understanding how [TikTok Shop fees](#) work is no longer optional; it's essential for building a profitable business.

"TikTok Shop offers massive reach, but sellers need clarity around fees to price products correctly and scale with confidence," said Dāvis Sārmiņš, Director of Growth Marketing at Printify.

Why fee transparency matters for sellers

In the US, social commerce sales continue to rise as consumers increasingly buy directly through short-form video. However, small fees can quickly add up and eat into margins if sellers don't plan ahead. From referral fees to fulfillment and advertising costs, TikTok Shop's pricing structure directly impacts earnings.

"Fees don't kill businesses – surprises do," said Sārmiņš. "Knowing the cost structure upfront allows sellers to stay competitive without sacrificing profit."

The core TikTok Shop fees sellers should expect

TikTok Shop charges a referral fee on every sale, which, for most product categories in the US, is 6% of the product price. Certain jewelry items are charged a slightly lower 5% fee. This commission is applied before taxes and shipping.

In addition, TikTok applies transaction-related costs when sellers withdraw earnings. While payment processing varies by method, sellers pay a flat \$0.05 withdrawal fee and must reach a minimum balance of \$2 to cash out.

“These fees are relatively small on their own,” said Sārmiņš. “But sellers need to factor them into every pricing decision.”

Advertising fees can raise visibility and costs

For sellers looking to accelerate growth, TikTok Shop advertising comes with minimum budget requirements. Campaign-level budgets start at \$50 per day, while ad group-level budgets require at least \$20 per day. While ads can drive rapid visibility, they also increase overall acquisition costs.

“Ads can be powerful on TikTok, but they’re not mandatory,” said Sārmiņš. “Many sellers succeed organically before investing in paid promotion.”

Fulfillment and storage fees add another layer

TikTok’s Fulfilled by TikTok (FBT) program offers storage and shipping support, but it comes with additional costs. Fulfillment fees start at \$3.58 per single-unit order, with reduced rates for multi-unit orders. Free storage is limited to 30 days, after which daily storage fees apply based on space used.

“For new sellers, fulfillment fees can quickly become the largest expense,” said Sārmiņš. “That’s why choosing the right fulfillment model matters.”

Returns and refunds also affect margins

When a refund is issued, TikTok Shop charges a Refund Administration Fee equal to 20% of the original referral fee. While modest, repeated returns can impact profitability if not accounted for in pricing and product selection.

“Returns are part of eCommerce,” said Sārmiņš. “Smart sellers plan for them instead of reacting to them.”

How Printify helps sellers reduce TikTok Shop costs

Printify plays a central role in helping TikTok Shop sellers manage and reduce costs through print-on-demand. By eliminating inventory, storage, and upfront fulfillment expenses, Printify allows sellers to avoid many of the fees associated with traditional fulfillment models.

“With Printify, products are made only after a sale happens,” said Sārmiņš. “That flexibility protects cash flow and keeps costs predictable.”

Printify integrates directly with TikTok Shop, allowing sellers to sync products, automate order fulfillment, and focus on content and marketing instead of logistics.

US-based sellers are protecting margins with print-on-demand

Across the US, creators and entrepreneurs are using Printify to sell apparel and lifestyle products on TikTok Shop while maintaining healthy margins. A creator in California used print-on-demand t-shirts to test multiple designs without inventory risk, adjusting pricing to account for TikTok's referral and transaction fees.

In another example, a small brand in Texas avoided storage and fulfillment fees by using Printify instead of FBT, allowing the business to reinvest savings into content creation and organic growth.

"Print-on-demand gives sellers room to experiment," said Sārmiņš. "That's critical on a fast-moving platform like TikTok."

Staying ahead of TikTok Shop fee changes

TikTok Shop fees are subject to change, making it important for sellers to stay informed. Monitoring the TikTok Shop Seller Center and adapting pricing strategies ensures sellers can respond quickly to updates without disrupting their business.

"The most successful sellers treat fees as part of their strategy, not an afterthought," said Sārmiņš.

Turning TikTok Shop into a sustainable sales channel

Selling on TikTok Shop can be highly profitable when fees are understood and managed effectively. By combining smart pricing, organic content strategies, and flexible fulfillment through Printify, sellers can turn TikTok Shop into a scalable revenue channel.

"TikTok Shop rewards sellers who stay agile," said Sārmiņš. "Printify helps them do exactly that – with fewer costs and more control."

About Printify

Printify is a print-on-demand platform that helps merchants design, produce, and sell custom products through a global network of vetted print partners. With powerful creation tools, transparent fulfillment, and built-in licensing options, Printify enables creators to launch and scale brands safely and efficiently.

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