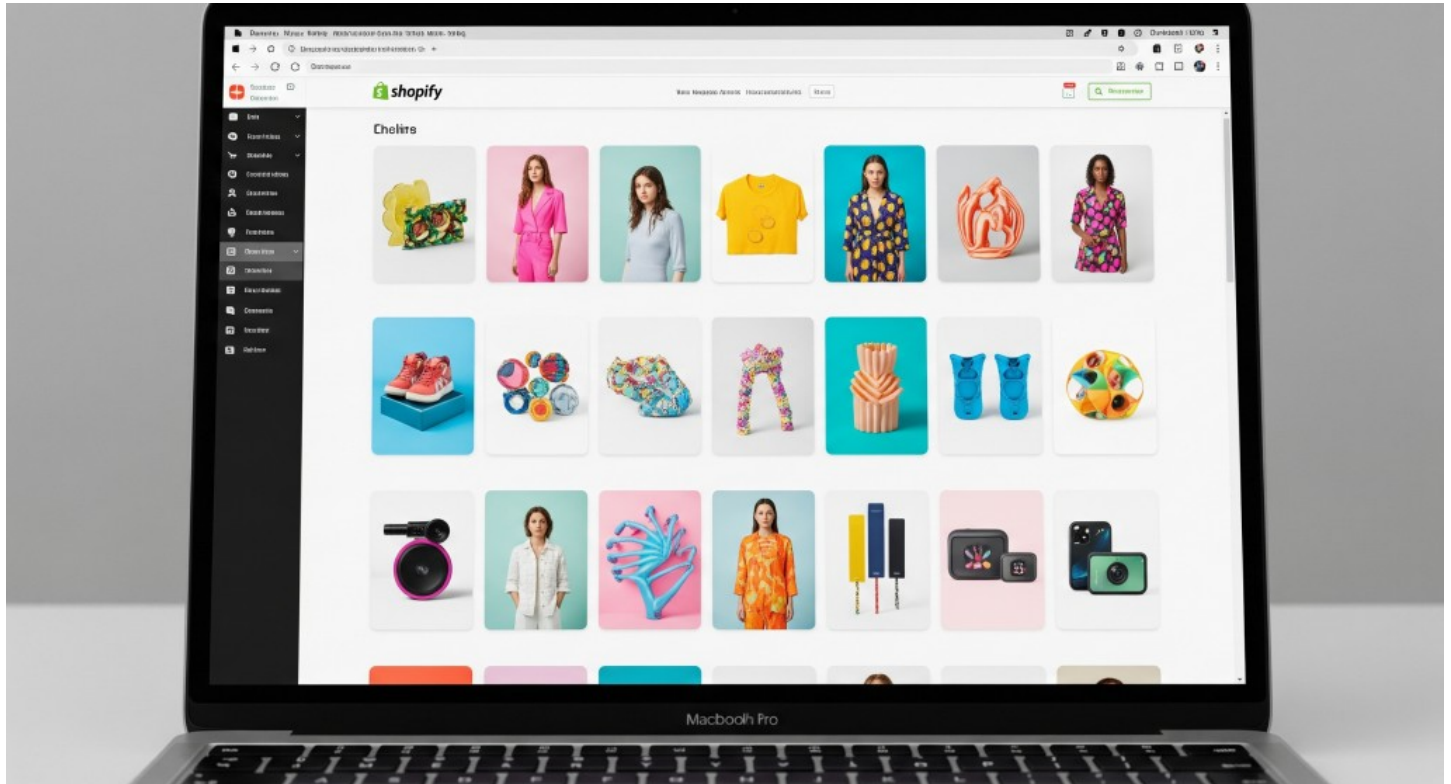


Printify Explains What Products Should Be Considered to Sell on Shopify to Maximize Sales

Why product selection – not traffic or ads – is the biggest growth lever for Shopify stores in 2026.



Wilmington, Delaware Dec 16, 2025 ([Issuewire.com](https://www.issuewire.com)) - As online shopping continues to grow across the US, Shopify remains one of the most popular platforms for entrepreneurs looking to build profitable eCommerce businesses. While store design and marketing matter, data shows that product selection is the single most important factor in determining long-term success. Printify analyzed this data and explained what products should be considered to [sell on Shopify](#) to maximize sales.

“Great marketing can’t fix the wrong product,” said Dāvis Sārmiņš, Director of Growth Marketing at Printify. “On Shopify, the sellers who win are the ones who match the right products with the right audience.”

The Shopify opportunity in the US market

Shopify powers millions of online stores, and US consumers continue to spend heavily online across categories like apparel, home decor, beauty, fitness, and pet products. With US eCommerce sales projected to surpass \$1 trillion in the coming years, demand for niche, branded, and personalized products is accelerating.

“Consumers don’t want more options – they want better ones,” said Sārmiņš. “That creates huge opportunities for Shopify sellers who focus on relevance instead of volume.”

High-performing product categories that drive sales

Market research shows that certain categories consistently perform well on Shopify. Apparel remains a top seller due to repeat purchases and strong branding potential, while home decor, drinkware, and wall art benefit from gifting and personalization trends. Beauty, health, and fitness products continue to grow as wellness spending rises across the US.

“Products that solve everyday needs or reflect personal identity tend to convert best,” said Sărmiņš.

Trending products vs. evergreen bestsellers

Successful Shopify stores balance fast-moving trends with evergreen products that sell year-round. Seasonal items and viral trends can generate quick spikes in revenue, while staples like t-shirts, hoodies, mugs, and posters provide consistent cash flow.

“Trends bring attention, but evergreen products build businesses,” said Sărmiņš.

Why customization boosts conversion rates

Personalized and branded products consistently outperform generic alternatives. Shoppers are more likely to purchase items that feel unique, whether that’s custom apparel, pet accessories, or home decor.

“Customization turns products into experiences,” said Sărmiņš. “That’s where Shopify sellers can really stand out.”

Printify powers product experimentation and growth

Printify sits at the core of successful Shopify product strategies by enabling print-on-demand. With access to over 1,300 customizable products, sellers can test ideas across multiple niches without holding inventory or making upfront investments. Products are only produced after a sale is made, keeping costs predictable.

“Print-on-demand removes fear from experimentation,” said Sărmiņš. “Sellers can launch faster and scale what actually works.”

Printify’s direct integration with Shopify allows sellers to sync products, automate fulfillment, and focus on branding and customer experience.

US-based Shopify sellers are scaling smarter

Across the US, Shopify sellers are using Printify to identify winning products and expand strategically. A lifestyle brand in California started with custom t-shirts and hoodies before expanding into drinkware and wall art, increasing average order value without adding operational complexity.

In another example, a pet-focused Shopify store in the Midwest used Printify to launch custom pet apparel and accessories, testing multiple designs with minimal risk and building a loyal customer base through repeat purchases.

“Growth doesn’t have to mean more risk,” said Sărmiņš. “Printify gives sellers flexibility at every stage.”

Reducing risk while maximizing margins

Using print-on-demand and dropshipping models helps Shopify sellers avoid common pitfalls like overstocking and cash flow issues. Lower overhead allows sellers to price competitively while protecting margins.

“The best product strategy is one that lets you adapt,” said Sārmiņš.

Choosing products with confidence in 2026

As competition on Shopify increases, success will belong to sellers who combine data, creativity, and flexible fulfillment. By focusing on high-demand categories, offering personalized products, and leveraging Printify’s print-on-demand infrastructure, Shopify sellers can maximize sales without overextending resources.

“Shopify gives you the platform,” said Sārmiņš. “Printify gives you the freedom to build the right product mix and grow on your terms.”

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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