

Printify Reveals Which Hobbies Can Become Profitable Online Businesses in 2026

New data shows low-risk, no-inventory models are making hobby businesses more accessible than ever.



Wilmington, Delaware Dec 3, 2025 ([Issuewire.com](https://www.issuewire.com)) - Printify today released a new 2026 outlook on [hobbies that can turn into profitable online businesses](#). Americans are increasingly turning personal passions into real income online, from content creation and digital products to crafts and resale businesses. With side hustles now part of everyday life, Printify is helping hobbyists transform what they love into scalable brands without the traditional risks of inventory, upfront capital, or fulfillment logistics.

Recent surveys show that side hustling has become the norm, with about 45% of people in the U.S. reporting they currently earn from a side hustle. At the same time, the creator economy is maturing into a major employment engine: full-time digital creator jobs in the U.S. grew from roughly 200,000 in 2020 to about 1.5 million in 2024. This shift is fueled by platforms that make it easy to validate demand, build an audience, and launch products in days rather than months.

“People don’t need to quit their jobs or take big financial risks to start a business anymore,” said Davis Sarmins, Director of Growth Marketing at Printify. “If you already have a hobby that attracts attention or solves a problem, the internet gives you a direct line to customers. Printify removes the hardest parts, inventory and fulfillment, so creators can focus on what they’re best at: making and sharing.”

Growing opportunity across 20 profitable hobbies

Today’s most successful online hobby businesses tend to fall into a few high-momentum paths:

Content and community hobbies that monetize through fans and merch

Social media creation, blogging, YouTube channels, podcasting, and gaming are among the most accessible ways to turn enthusiasm into income. The creator economy in North America alone generated an estimated \$55.8 billion in revenue in 2024, reflecting the scale of opportunity for everyday creators. As audiences grow, many hobbyists add branded products—like tees, mugs, and posters—to deepen community and diversify income.

Digital skill hobbies that scale fast

Creating digital products (templates, planners, trackers), launching online courses, graphic design, and website building are popular because they scale without physical overhead. Platforms like Etsy helped sellers generate over \$10.5 billion collectively in 2024, showing the demand for niche digital and designed goods.

Creative and craft hobbies that become brands

Photography, jewelry making, makeup/beauty content, music, interior design, gardening, and baking continue to thrive online, especially when paired with social media and eCommerce. Many makers start with small drops or local sales, then expand nationally through online storefronts and print-on-demand product lines.

Resale and niche commerce hobbies

Flipping thrift finds, selling plants, and travel-based content and guides are now common routes into online entrepreneurship, powered by marketplaces and communities that make niche discovery easier than ever.

Printify keeps hobby businesses low-risk and high-potential

Printify sits at the center of this hobby-to-business movement by giving creators a simple way to sell physical products without upfront cost. With a free account, hobbyists can choose from 1,300+ customizable items, connect to stores on Etsy, Shopify, or TikTok Shop, and let Printify handle production and shipping when orders come in. The U.S. print-on-demand market is projected to grow rapidly—from about \$2.9B in 2024 to \$23.2B by 2033—underscoring how mainstream these inventory-free businesses are becoming.

“Hobbyists are in a unique position: they already have taste, knowledge, and authenticity,” Sarmins added. “When you pair that with a low-overhead model like print on demand, you unlock a realistic path to profit—whether you’re testing a side hustle or aiming for a full-time brand.”

Hobbyists doing it today: U.S. success snapshots

Across the United States, hobby entrepreneurs are proving that small starts can become serious income:

Francisco, a former teacher in Florida, began designing niche apparel as a side project and scaled into a six-figure Etsy store using Printify’s print-on-demand model.

Emily, an educator-turned-creator, started her shop as a New Year’s hobby goal. Within two years, it

grew into a roughly \$500K print-on-demand business, giving her the confidence to leave her job and build full-time.

Taylor, a Baltimore entrepreneur, used print on demand to run two Etsy stores. In a four-month sprint of testing designs and listings, she generated about \$48K in profit and over \$175K in revenue—illustrating the power of disciplined experimentation in a hobby niche.

How to start turning a hobby into online income

Printify recommends a simple, research-first approach:

- Validate demand before you build big. Use tools like Google Trends, Etsy search, and TikTok discovery to spot rising niches and buyer pain points.
- Start with one clear product idea. Keep the offer simple, then expand based on real sales data.
- Build your audience where they already are. Short-form video, blogs, and community groups accelerate trust.
- Add products with Printify to monetize faster. Launch merch or physical extensions of your digital hobby without holding inventory.

About Printify

Printify is a leading print-on-demand platform that enables anyone to create and sell custom products online. With a global network of print partners and seamless integrations with top eCommerce platforms, Printify helps creators build brands with no inventory risk, no minimum orders, and fast fulfillment.

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