

Printify Unveiled the Best Marketplaces to Sell Custom Stickers Worldwide

From search-driven marketplaces to video-first social commerce, sticker sellers can now scale globally without inventory risk.



Wilmington, Delaware Dec 10, 2025 ([Issuewire.com](https://www.issuewire.com)) - Printify today unveiled a new marketplace-first guide spotlighting the best platforms to [sell custom stickers worldwide](#), giving creators and small businesses a clear path to grow across borders without upfront inventory. As demand for personalized, niche, and collectible stickers accelerates, Printify's print-on-demand model enables sellers to launch quickly on top marketplaces, test audiences, and fulfill orders globally with confidence.

"Stickers are the perfect marketplace product: low-cost, easy to ship, and powered by discovery," said Davis Sărmiņš, Director of Growth Marketing at Printify. "What's changed in 2025 is the ability for anyone to go global on day one. With Printify handling printing and fulfillment, a seller can focus on great designs and list them wherever customers are already shopping."

A booming category built for marketplaces

The sticker economy is expanding fast, fueled by personalization trends and the rise of micro-brands. The global stickers market reached **\$4.61 billion in 2024** and is projected to grow to **\$7.67 billion by 2033**, showing steady worldwide momentum. Within that, the **custom stickers printing segment alone totaled about \$1.6 billion in 2024** and is expected to grow at **~10.5% CAGR through 2030**, reflecting accelerating consumer appetite for unique designs and small-batch creativity.

"Marketplaces reward freshness and variety," Davis Sărmiņš added. "Stickers let sellers move fast and

POD makes that speed profitable.”

The best marketplaces to sell custom stickers worldwide

Printify’s new guide categorizes the strongest marketplaces by how shoppers discover and buy stickers, helping sellers pick the right blend for global scale.

Search-first craft marketplaces

Etsy remains the top discovery engine for custom stickers, especially for niches like planner sheets, fandom art, vintage aesthetics, and giftable packs. Etsy recorded **\$12.5 billion in gross merchandise sales in 2024** and hosts **96+ million active buyers**, creating a deep pool of ready-to-buy sticker shoppers. Printify integrates directly with Etsy, automating order flow and fulfillment so sellers can expand catalogs without logistical friction.

“Etsy is still the #1 launchpad for sticker brands because search intent is baked in,” said Davis Sārmiņš. “Shoppers arrive looking for exactly what sticker sellers offer — and Printify removes the bottlenecks that slow growth.”

Global general marketplaces

Amazon and **eBay** are powerful for high-volume evergreen designs, utility stickers, and bundles that appeal to broad audiences. These platforms support worldwide reach and strong long-tail search behavior, making them ideal for sellers scaling beyond early niche wins. Printify’s global provider network helps sellers stay competitive with delivery speed expectations in multiple regions.

“General marketplaces are where a winning sticker SKU goes mainstream,” Davis Sārmiņš said. “Printify lets sellers scale there without risking cash in inventory.”

Video-first social commerce marketplaces

TikTok Shop has become a breakout channel for trend-based sticker sales, especially for Gen Z buyers who discover products through short-form video and livestreams. Industry trackers estimate TikTok Shop global GMV at **\$33.2 billion in 2024** and continuing to accelerate through 2025.

In the U.S., TikTok users spent **over \$10 billion on TikTok Shop between January and October 2025**, highlighting just how quickly social commerce is converting attention into purchases. Printify’s TikTok Shop integration enables creators to turn viral moments into fulfilled orders with no inventory risk.

“TikTok Shop turns stickers into a ‘watch it, want it, buy it’ product,” said Davis Sārmiņš. “With POD fulfillment behind you, you can ride trends the minute they spike — no stockouts, no leftovers.”

Artist-led and design marketplaces

Platforms like **Redbubble** offer built-in audiences for illustration-heavy and fandom-driven stickers. Many sellers use these channels as discovery feeders while expanding to Etsy, TikTok Shop, and their own stores for higher margins and deeper branding.

“Design marketplaces are great for exposure,” Davis Sārmiņš said. “Printify helps sellers graduate from

exposure to ownership — by selling the same winning designs across multiple channels.”

Your own store, globally fulfilled

For sellers ready to build a brand-first sticker business, **Shopify** and **WooCommerce** deliver full control over storytelling, bundles, and repeat purchases. Printify integrates directly with both, providing global fulfillment that keeps small brands competitive on shipping times without warehousing costs.

“Marketplaces are how you get discovered; your own store is how you build lifetime value,” Davis Sārmiņš said. “Printify connects both so sellers don’t have to choose.”

Why Printify makes marketplace selling work

Printify’s POD ecosystem is designed for marketplace growth, especially for new or scaling sticker sellers:

- **No upfront costs** to test designs and niches
- **Global fulfillment through 80+ Print Providers** to reach customers worldwide
- **Multiple sticker formats** (kiss-cut, die-cut, holographic, transparent, sticker sheets) to match marketplace trends
- **Seamless integrations** with Etsy, eBay, TikTok Shop, Shopify, and more
- **Printify Pop-Up Store** for instant selling without a separate platform

“Selling stickers should be about creativity and community, not packing envelopes at midnight,” said Davis Sārmiņš. “Printify handles the operations so sellers can focus on what marketplaces actually reward: great products, great listings, and fast iteration.”

U.S. success snapshots

Printify’s guide includes examples of U.S. creators scaling through marketplaces with POD.

Lily, a California-based creator, launched a mental-health-themed sticker line using Printify’s matte and holographic vinyl options, growing monthly sales through TikTok discovery while Printify fulfilled orders behind the scenes.

Ethan, an Ohio entrepreneur, built a retro automotive sticker business by selling both die-cut singles and themed sticker-sheet bundles across multiple marketplaces, letting POD fulfillment support quick catalog expansion.

“These stories show the same pattern: pick a niche, start on a discovery marketplace, and expand to the next channel once a design wins,” Davis Sārmiņš said. “Printify makes that multi-marketplace path

simple.”

How to get started

Creators can begin selling stickers in minutes with Printify: create a free account, choose a sticker type, upload designs in the Product Creator, connect a marketplace or store, and let Printify print and ship each order automatically.

“Stickers are small products with massive upside,” Davis Sārmiņš said. “If you can design something people love, Printify and marketplaces can take care of the rest.”

About Printify

Printify is a leading print-on-demand platform empowering entrepreneurs to create and sell custom products globally. With a robust network of Print Providers and seamless integrations with the world’s top marketplaces and ecommerce platforms, Printify handles printing and fulfillment so merchants can scale faster with less risk.

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