

Printful Uncovers Galentine's Day Gift Trends Helping Online Sellers Stand Out in 2026

How experienced online sellers can tap into friendship-driven gifting and customization trends ahead of Valentine's Day.



Charlotte, North Carolina Jan 28, 2026 ([Issuewire.com](https://www.issuewire.com)) - February is no longer just about romantic love. Galentine's Day, celebrated on February 13, has become a powerful cultural and commercial moment centered on female friendship, intentional gifting, and shared experiences. For experienced online sellers, this shift presents a timely opportunity to expand Valentine's campaigns and connect with new audiences through meaningful, customizable products.

Originally popularized in 2010 by the TV show Parks and Recreation, Galentine's Day has evolved from a pop-culture reference into a widely embraced occasion. In a retail landscape that increasingly values emotional connection and personalization, Galentine's Day gives sellers a way to celebrate non-romantic relationships while extending February sales momentum.

"Galentine's Day reflects a broader change in how people define and celebrate love," said Davis Sarmins, Director of Growth Marketing at Printful. "For online sellers, it's an opportunity to speak directly to customers who value friendship, self-expression, and thoughtful gifting, without competing head-to-head with traditional Valentine's messaging."

Friendship-driven gifting creates new February revenue streams

Valentine's season continues to drive significant consumer spending in the US, with total annual spend reaching \$27.5 billion and shoppers averaging \$188.81 on gifts. Importantly for sellers, gifting has

expanded well beyond romantic partners. Today, 32% of US shoppers buy Valentine's gifts for friends, while 19% purchase for coworkers, signaling strong demand for Galentine's-focused products.

This shift allows experienced sellers to reach broader audiences with lower emotional pressure than traditional couple-focused gifting. [Galentine's Day products](#) tend to emphasize warmth, humor, and everyday usefulness, making them easier to personalize and bundle while driving higher average order values.

Why Galentine's Day matters for experienced online sellers

For seasoned eCommerce brands, Galentine's Day works best as a strategic extension of Valentine's campaigns rather than a standalone moment. Sellers who plan ahead use it to launch limited-edition drops, curated gift sets, and personalized items that appeal to groups of friends celebrating together.

Popular Galentine's categories include [custom apparel](#), drinkware, cozy home products, accessories, and small keepsakes, all items that perform well when personalization and fast fulfillment are available. These products also lend themselves to social sharing, making Galentine's Day especially effective for organic discovery and repeat purchases.

Printful enables scalable, low-risk Galentine's campaigns

Printful sits at the center of these Galentine's Day strategies, enabling experienced sellers to create and sell custom products without the risk of holding inventory. With [print-on-demand fulfillment](#), products are only made once an order is placed, allowing sellers to test designs, offer personalization, and launch seasonal collections without upfront costs.

"Short seasonal windows demand speed and flexibility," said Davis Sarmins. "Print-on-demand lets sellers respond to what customers actually want, whether that's matching hoodies for a Galentine's brunch or personalized mugs tied to inside jokes, while protecting margins."

Through Printful's product catalog and Design Maker, sellers can easily customize apparel, accessories, home décor, and drinkware, then automate fulfillment and shipping. This allows brands to focus on marketing and customer experience while Printful handles production.

US sellers see strong results from Galentine's-focused collections

US-based sellers are already seeing measurable results by leaning into Galentine's Day. A Midwest lifestyle brand launched a limited Galentine's collection of matching sweatshirts and tote bags, increasing February average order value by 18% year over year.

A California-based accessories store introduced personalized mugs and cozy blankets for friend groups, driving higher repeat purchases compared to its standard Valentine's lineup.

Another East Coast seller used Printful to offer curated Galentine's gift bundles featuring custom apparel and drinkware, allowing customers to shop multiple items in one order. The result was faster sell-through and fewer abandoned carts during the peak February shopping window.

Galentine's Day supports long-term brand loyalty

Beyond short-term sales, Galentine's Day campaigns help sellers build emotional relevance with

customers. Messaging that celebrates friendship, inclusivity, and self-expression resonates year-round and encourages shoppers to return for future gifting moments, from birthdays to holidays.

Because Galentine's Day gifting is less formal than Valentine's Day, customers are also more open to playful designs, humor, and experimentation, giving experienced sellers room to test ideas that can later be scaled across other campaigns.

Preparing for Galentine's Day 2026 with Printful

As Galentine's Day continues to grow in cultural relevance, sellers who prepare early will be best positioned to capture demand. Printful encourages sellers to plan designs in advance, launch early-February promotions, and lean into personalization to stand out in an increasingly competitive Valentine's season.

About Printful

Printful is a leading print-on-demand partner that helps entrepreneurs and established brands create and sell custom products online. With global fulfillment centers and seamless eCommerce integrations, Printful handles printing, packaging, and shipping so online sellers can focus on marketing and growth.

Media Contact

Printful Latvia AS

*****@printful.com

Raiņa bulvāris 25, Rīga, LV-1050, Latvija

Source : Printful

[See on IssueWire](#)