

Printful Releases Holiday Marketing Trends Report Revealing How Brands Can Win the Most Competitive Peak Season

New data shows AI, earlier shopping, and personalization are reshaping holiday sales and Printful is helping merchants turn trends into profit.

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EINPresswire.com/ -- Printful, one of the world's leading [print-on-demand](#) and fulfillment platforms, today released its 2025 [Holiday Marketing Trends Report](#), outlining how online sellers can convert shifting consumer

behavior into end-of-year growth. As holiday retail sales continue to climb despite economic uncertainty, Printful is helping eCommerce brands prepare for their most profitable quarter with strategies built around agility, personalization, and smarter digital experiences.



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Why holiday marketing matters in 2025

Holiday retail sales grew an estimated 3.8% to 4.0% in 2024, with online sales rising between 6.7% and 8.7% year-over-year. Despite fluctuating consumer confidence, peak season spending remains strong, proving that the holidays are still the most lucrative period for digital-first sellers.

“Holiday shopping hasn't slowed down, it's just moved online and started earlier,” said Davis Sărmiņš, Director of Growth Marketing at Printful. “Brands that plan ahead, personalize, and stay agile are the ones that will win this

season.”

Digital channels now dominate product discovery, gift inspiration, and checkout behavior. With

more shoppers browsing earlier, comparing prices across devices, and relying on AI-powered assistance, brands must rethink not just their marketing timeline but the entire customer journey. Printful's report highlights how these shifts create both challenges and unprecedented opportunities for online merchants.

Holiday shoppers are changing: What brands need to know

Consumers are beginning their holiday shopping months in advance. In 2024, 45% of shoppers planned to start before November, with many making purchases as early as September and October.

Budget-conscious habits are also rising, driven by AI and price comparison tools that help buyers make more informed decisions. Meanwhile, personalization is becoming a baseline expectation, and social commerce continues to shape purchasing behavior, with 74% of surveyed consumers saying social media influences what they buy.

Nine key holiday marketing trends shaping 2025

Printful's report identifies nine defining trends that will influence how customers shop and how brands should respond.

AI-powered shopping is taking center stage, with tools influencing hundreds of billions in online holiday sales. Brands must optimize product data, improve site performance, and embrace AI-driven content to stay visible in these new discovery channels.

Mobile shopping and buy now, pay later (BNPL) adoption continue to surge, making seamless mobile UX and flexible payment options essential for conversion.

The long-standing tradition of holiday shopping starting in late November is now obsolete; early shoppers require brands to shift campaign launches into Q3 and maintain momentum well past Black Friday weekend.

Social commerce is accelerating across TikTok, [Instagram](#), and Facebook, where product discovery and checkout now converge.

Personalized experiences - such as tailored recommendations, dynamic landing pages, and rich product content - are critical to conversion.

Conscious consumerism is also rising, with shoppers seeking sustainable, values-driven gifting options and brands adopting greener messaging.

Rather than relying on deep discounts, many sellers are prioritizing loyalty through VIP access and long-term value.

Campaigns powered by precision messaging instead of volume are outperforming generic blasts,

as shoppers increasingly want fewer, more relevant communications.

Finally, fast and flexible fulfillment is becoming a significant differentiator, especially during the final days before Christmas.

“The brands winning Q4 aren’t just running more ads,” added Sārmiņš. “They’re aligning AI, social commerce, and fast fulfillment into one connected holiday experience.”

Why print-on-demand brands are built for today’s holiday trends

Print-on-demand (POD) sellers are particularly well-positioned to capitalize on these 2025 shifts. With no inventory requirements and the ability to launch products instantly, POD brands can respond quickly to early-season demand. Printful’s holiday marketing calendar helps sellers align campaigns with key shopping dates, while its bestselling holiday products guide removes guesswork from assortment planning.

Personalization remains a major competitive advantage for POD merchants. Custom names, niche designs, and themed collections allow sellers to offer meaningful, one-of-a-kind gifts without compromising scalability.

“Print-on-demand is built for peak season,” said Sārmiņš. “You can test designs, react to trends, and launch new products in days—not months—while we handle production and shipping.”

Common pitfalls brands should avoid

Printful’s report outlines the most frequent mistakes that hinder holiday performance. Starting promotions too late means missing the wave of early shoppers. Neglecting mobile optimization results in high bounce rates during peak traffic periods. Overlooking shipping cutoff dates erodes customer trust, while relying on generic designs and untested creatives leads to missed revenue opportunities.

“In the holiday rush, basics like mobile UX and clear shipping cutoffs often make or break campaigns,” said Sārmiņš. “Getting those right is just as important as any big seasonal promotion.”

How Printful helps brands turn holiday trends into real sales

Printful’s platform enables online sellers to execute holiday strategies quickly and confidently. Merchants can select from a wide range of holiday-ready products, use the free Design Maker to personalize items, and connect to major platforms like Shopify, Etsy, and WooCommerce. Printful handles printing, packing, and shipping through its global fulfillment network, giving brands the speed and reliability customers expect during peak season.

Educational resources, including guides, bestsellers lists, and holiday order deadlines, support sellers throughout Q4. “Our goal is to remove the complexity from holiday fulfillment so brands can focus on creative, data-driven marketing,” said Sārmiņš. “When sellers stay agile, we can help them turn seasonal demand into lasting customer relationships.”

Looking ahead to the 2025 holiday season

The upcoming holiday season is shaping up to be both highly competitive and rich with opportunity. Success will come from early planning, personalized campaigns, strategic pricing, and streamlined fulfillment. As more shoppers rely on AI, mobile, and social commerce to make holiday decisions, brands that deliver thoughtful, relevant experiences will outperform those relying on volume alone.

“Holiday success isn’t just about one big weekend anymore,” concluded Sārmiņš. “It’s about building an always-on strategy—powered by personalization, smart pricing, and reliable fulfillment—that keeps customers coming back long after the decorations are gone.”

About Printful

Printful is a leading print-on-demand and dropshipping company that helps brands, creators, and eCommerce entrepreneurs build and scale online businesses without inventory risk. With global fulfillment centers, a catalog of premium customizable products, and easy integrations with major eCommerce platforms.

Maria Kennedy

Printful

+1 818-351-7181

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