

Printify Explains How to Start a Home Decor Business in 2026

Why personalization and print-on-demand are making home decor accessible for first-time online sellers

WILMINGTON, DE, UNITED STATES, February 5, 2026 /EINPresswire.com/ -- The global home decor market is projected to reach \$747.75 billion, and online sellers are claiming a growing share of that revenue. In 2026, consumers continue investing in personalized, visually appealing living spaces - creating an ideal opportunity for beginners looking to start an online business.



How to Start a Home Decor Business

Printify is helping inexperienced sellers enter the home decor market with confidence by removing traditional barriers like inventory management, upfront costs, and complex fulfillment.

“

Home decor is one of the easiest categories for new sellers to break into. Printify gives beginners the tools to start small, test ideas, and grow without financial pressure.”

Davis Sarmins, Director of Growth Marketing at Printify

With print-on-demand, anyone can turn creative ideas into sellable decor products.

“Home decor is one of the easiest categories for new sellers to break into,” said Davis Sarmins, Director of Growth Marketing at Printify. “Printify gives beginners the tools to start small, test ideas, and grow without financial pressure.”

Understanding the Home Decor Opportunity

Home decor is among the fastest-growing retail categories

in the US, fueled by personalization trends and the rise of online shopping. Nearly 30% of home goods purchases were made online in 2024, and that percentage continues to increase as buyers look for convenience and variety.

Personalized decor plays a major role in purchasing decisions. Products that reflect identity -

such as custom wall art or decorative drinkware - outperform generic alternatives, making them especially attractive for new sellers.

Why Home Decor Works for Beginners

Unlike complex product categories, home decor offers flexible price points, simple logistics, and strong emotional appeal. Many bestsellers are lightweight, easy to ship, and suitable for print-on-demand production.

Printify allows beginners to sell [custom canvas prints](#), [custom posters](#), and [custom mugs](#) among many other products, without holding inventory. Products are only produced after an order is placed, reducing waste and financial risk while making experimentation easy.

Beginner-Friendly Home Decor Products That Sell

Wall art remains one of the strongest entry points into home decor. Custom canvas prints and custom posters are consistently popular because they're affordable, giftable, and adaptable to trends like minimalism, boho design, and modern abstracts.

Decorative drinkware is another reliable category. Custom mugs function as both decor and daily-use items, making them popular for home offices, kitchens, and gifts. Their versatility and low production cost make them ideal for first-time sellers.

These products perform well year-round and allow sellers to test multiple design styles quickly using Printify's catalog.

US Sellers Getting Started With Printify

Across the US, first-time entrepreneurs are using Printify to launch home decor brands with minimal experience. One seller started with a small collection of custom posters inspired by modern typography and scaled by expanding into custom canvas prints after identifying top-performing designs.

Another beginner focused on selling custom mugs for home offices and gifts, using Printify's automation to fulfill orders while learning marketing fundamentals. By testing products without upfront investment, both sellers were able to grow at their own pace.

How Printify Makes Starting Simple

Printify is designed for beginners. Sellers can sign up for free, choose products from the catalog, upload designs, and connect their store to platforms like Shopify, Etsy, or WooCommerce.

Once a customer places an order, Printify's Print Providers handle printing, packaging, and

shipping. There are no minimum order requirements, making it easy for new sellers to start with just a few designs.

Growing a Home Decor Brand Step by Step

Marketing doesn't need to be complicated for beginners. Visual platforms like Instagram and Pinterest help sellers showcase home decor in real-life settings, while simple SEO practices improve store visibility.

As sellers gain confidence, they can expand product lines, bundle decor items, or create seasonal collections. Print-on-demand allows rapid testing without operational risk.

Starting Strong in 2026

Starting a home decor business in 2026 is more accessible than ever. With high consumer demand, beginner-friendly products, and print-on-demand fulfillment, new sellers can enter the market without large investments or prior experience.

By using Printify to sell products like custom canvas prints, custom posters, and custom mugs, inexperienced online sellers can build a scalable home decor brand—one design at a time.

About Printify

Printify is a leading print-on-demand platform connecting creators with the world's top print providers. With over 1,300 products and global production partners, Printify empowers anyone to design, sell, and ship custom products, all without managing inventory.

Maria Kennedy

Printify Inc.

+1 818-351-7181

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Instagram](#)

[Facebook](#)

[YouTube](#)

[TikTok](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/889633775>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable

in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.