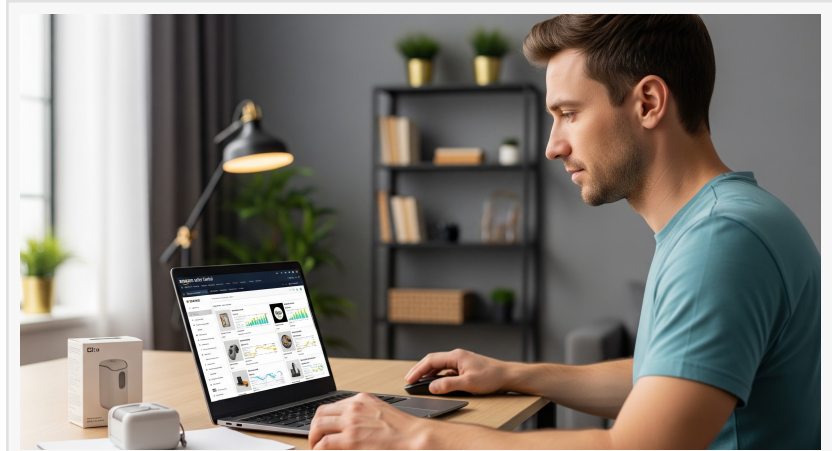


# Printify Reveals Top-Selling Items on Amazon in 2026 to Help Sellers Scale Smarter

*New data shows inventory-free selling and niche customization are driving higher margins for Amazon entrepreneurs*

WILMINGTON, DE, UNITED STATES, March 3, 2026 /EINPresswire.com/ -- Printify, a leading print-on-demand platform, has released its 2026 report on the top-selling items on Amazon, giving ecommerce owners a data-backed roadmap to compete in the world's largest online marketplace.



Top-Selling Items on Amazon in 2026

With Amazon accounting for nearly 40% of US ecommerce sales and hosting over 9 million sellers globally, competition has never been fiercer. For sellers looking to stay ahead, identifying high-demand categories—and launching them without inventory risk—has become essential.

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*Davis Sarmins, Director of Growth Marketing at Printify*

“Amazon rewards speed, niche positioning, and operational efficiency,” said Davis Sarmins, Director of Growth Marketing at Printify. “The sellers winning in 2026 are the ones who validate demand quickly and [sell on Amazon without inventory](#) tying up their cash flow.”

Apparel Staples Continue to Dominate Amazon Best Sellers

Apparel remains one of the strongest-performing categories on Amazon in 2026, especially everyday essentials with customization potential. Among them,

[custom t-shirts](#) consistently rank at the top due to their versatility, affordability, and year-round demand.

Crewneck tees, tank tops, yoga pants, and boxer briefs are particularly strong performers in the

US market. According to marketplace data, apparel remains one of Amazon's most searched product categories, with niche-driven designs outperforming generic offerings.

A US-based Amazon seller used Printify to launch a line of [custom towels](#) targeting a micro-niche audience. By leveraging print on demand, the seller tested 15 designs over 60 days. The result: three winning designs accounted for 70% of revenue, while the rest were discontinued without excess stock losses.

### Home and Kitchen Products Offer High Margins and Repeat Buyers

Beyond apparel, Amazon's Home and Kitchen category continues to produce some of the top-selling items in 2026. Framed posters, throw pillows, duvet covers, towels, mugs, and scented candles are particularly strong due to their giftability and personalization potential.

Framed posters and wall art, in particular, have seen steady growth as consumers invest more in home aesthetics. Sellers who combine trending themes—motivational quotes, minimalist art, or seasonal décor—are seeing higher engagement.

One US merchant expanded from apparel into home décor using Printify's framed poster and pillow catalog. By bundling matching wall art and throw pillows, the seller increased average order value by 24% in a single quarter.

### Seasonal and Giftable Products Drive Predictable Revenue Peaks

Products tied to seasonal events and gifting cycles remain among the most reliable revenue drivers on Amazon. Garden signs and banners perform strongly during holidays and election cycles, while mugs and candles peak during Q4 and major gifting seasons.

Scented candles, in particular, are among the fastest-growing lifestyle products, fueled by rising interest in self-care and home ambiance. Personalized labels and niche branding give independent sellers an edge over mass-market competitors.

A US-based seller used Printify's candle products to test themed designs around seasonal trends. Because they chose to sell on Amazon without inventory, they scaled top-performing scents while discontinuing underperformers without warehouse costs.

### Pet Accessories, Tote Bags, and Niche Products Capture Loyal Audiences

Pet bandanas, pet beds, tote bags, and playing cards round out the list of top-selling items on Amazon in 2026. Pet-related products remain one of the fastest-growing segments, driven by emotionally engaged buyers willing to spend on personalized gear.

Tote bags continue to perform as eco-conscious and functional everyday items, while playing

cards and niche novelty products succeed through creative branding and targeted marketing.

One US Amazon seller entered the pet niche using Printify's pet bandanas. By targeting breed-specific communities and running seasonal promotions, the store built a loyal repeat customer base—all while relying on print on demand fulfillment.

## How to Validate Top-Selling Items Before You Launch

Successful Amazon sellers rely on real-time data to guide product selection. Amazon's Best Sellers page, Product Opportunity Explorer, Semrush, and Google Trends remain essential tools for validating demand.

The most profitable sellers combine marketplace research with agile fulfillment. Instead of pre-purchasing stock, they launch products using print on demand to test demand first.

## Why Printify Is Central to Amazon Growth in 2026

Printify enables ecommerce owners to design, list, and ship high-demand products directly to customers without holding inventory. Sellers can connect their Amazon US accounts, request GTIN exemptions, and publish listings seamlessly.

With no order minimums, no storage fees, and access to a catalog of over 1,300 customizable products, Printify supports sellers who want to scale smartly.

From custom t-shirts and yoga pants to mugs, candles, and home décor, sellers can expand into multiple categories while maintaining lean operations.

## About Printify

Printify is a global print-on-demand platform that enables entrepreneurs to create and sell custom products without holding inventory. By connecting sellers to a network of print providers and integrating with leading ecommerce platforms, Printify handles production and shipping so sellers can focus on building their brand and growing their business.

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