Printful Reveals the 12 Most Profitable Product Categories for Online Sellers in 2026

New guide pairs each category with market data and argues that niche positioning and confident pricing matter more than chasing a hot category


Most Profitable Product Categories for Online Sellers

CHARLOTTE, NC, UNITED STATES, September 16, 2026 / EINPresswire.com/ -- Printful, a leading global print-on-demand and fulfillment company, has released a new guide identifying the 12 most profitable product categories for ecommerce sellers in 2026. Drawing on market projections across tech accessories, apparel, pet products, beauty, and home goods, the resource explains what separates a product that sells from one that earns, and shows how entrepreneurs can test high-margin categories without holding inventory or committing to upfront production costs.

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>
> *Davis Sarmins, Director of Growth Marketing at Printful*

Defining Profitability Beyond the Price Tag

According to the guide, a profitable product combines four factors: healthy margins, strong customer demand, manageable competition, and easy fulfillment. Printful illustrates the margin question with a simple example, a t-shirt that costs $12 to produce and sells for $20 returns $8 in gross profit, or a 40% margin, before marketing and platform fees. The ranking of the most profitable products to sell online applies that lens to each category, pairing it with demand data and the competitive angle sellers need to stand out.

Tech and phone accessories lead the list, supported by a global market valued at $90 billion in 2026 and projected to reach $126.07 billion by 2034, with more than 8 billion smartphones in use worldwide. T-shirts and hoodies follow as apparel staples, with the guide estimating $3 to $8 in net profit per shirt at a standard markup and noting that hoodies generally justify a higher

selling price. Printful points out that many sellers underprice their apparel out of caution, and that those who treat the design as the product, rather than the blank, consistently command higher prices.

Categories Backed by Market Growth

Athleisure ranks fourth on the strength of a market valued at $402.74 billion in 2026, driven by health-conscious consumers and fitness creators, and the guide recommends clean, wearable designs such as small logos, subtle typography, and embroidery on performance pieces. For sellers looking for custom workout sets to sell, Printful's activewear range, including performance t-shirts, polo shirts, headbands, duffle bags, and windbreakers, offers a starting point. Eco-friendly products earn their place through consumer willingness to pay, with up to 80% of shoppers saying they would spend more on sustainably sourced goods.

Pet products draw on 95 million pet-owning US households and a $181.9 billion global market growing at 5.9% annually through 2033, while the beauty and personal care industry is projected to reach $937.13 billion by 2030. The guide also highlights jewelry, where the non-luxury segment is expected to account for 75% of a $408.6 billion market, along with baby products and kids' toys, digital products, health and wellness items, and kitchenware, a category set to grow from $78 billion in 2026 to $123.3 billion by 2033, with tableware making up 54.3% of sales.

"The most profitable sellers we see are not chasing the hottest category. They pick a specific audience, design for it, and price the product like the product it is," said Davis Sarmins, Director of Growth Marketing at Printful.

Turning a Category Into a Business

To act on the list, the guide outlines five steps: define a niche, find a supplier, create an online store, start selling and promoting, and monitor results. Sellers can make their own shirt or any of Printful's customizable products in the Design Maker, preview them with the Mockup Generator, and connect a store through integrations with Shopify, WooCommerce, Etsy, Amazon, TikTok Shop, and other platforms.

About Printful

Printful is a global ecommerce platform and on-demand production partner that helps entrepreneurs and businesses create and sell custom products online. Through in-house production, fulfillment services, ecommerce integrations, and design tools, Printful enables brands to launch and grow without holding inventory.

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