Printify Ranks the 25 Best-Selling Custom Product Ideas for Home-Based Sellers in 2026

New guide pairs the ranking with a five-step launch process and a comparison of ecommerce platforms and marketplaces for selling print-on-demand products



Best-Selling Custom Product Ideas for Home-Based Sellers in 2026

WILMINGTON, DE, UNITED STATES, September 22, 2026 / EINPresswire.com/ -- Printify, a leading print-on-demand platform, has released a new guide ranking the 25 best custom products to make and sell from home in 2026, drawn from a Catalog of more than 2,000 customizable items and paired with a five-step process for taking a first product from idea to live listing without inventory or upfront costs.

Everyday Apparel Still Leads the Ranking

> Sellers don't need a warehouse or a design degree to start. They need one good product, a clean design, and a sample in their hands before launch – this guide gives them the shortlist to begin."
>
> *Davis Sarmins, Director of Growth Marketing at Printify*

According to the guide, apparel remains the strongest starting point for home-based sellers. Custom t-shirts open the list as an affordable product that everybody needs and that can be customized endlessly, followed by hoodies, which the resource notes are made from premium materials that leave more room for profit and can be decorated with direct-to-garment prints, embroidery, or all-over prints. Sweatshirts with minimalist graphics and campus-style designs, hats in dad-hat, trucker, and beanie styles that sell year-round, children's clothing with name-based designs, and workout sets with motivational phrases complete the apparel tier.

The custom products to sell extend well beyond clothing. The guide highlights mugs as personal, giftable, and easy to customize, with color-changing and enamel options for niche appeal, and

points to stickers as a low-cost product with healthy margins that sells best in themed packs and die-cut shapes. Phone cases and accessories are described as affordable and always in high demand, particularly when paired with AirPods cases and wireless chargers.

Higher-Priced Items and Seasonal Winners

Among the higher-ticket entries, the guide singles out custom shoes for their high pricing potential, noting that sneakers and slides require standout designs and benefit from lifestyle imagery, influencer collaborations, and Etsy personalization for initials, dates, or photos. Bags, water bottles, stationery, computer accessories, pet products, travel accessories, kitchen accessories, toys, jewelry, home decor, and tech accessories such as watch straps and Bluetooth speakers round out the list, many positioned as gift items or bundle add-ons that raise average order value.

Seasonal decorations earn a dedicated entry: the resource notes that wrapping paper, ornaments, and holiday cards sell quickly when launched early because most shoppers buy new decorations every year. Across the ranking, Printify points to the decoration method as a lever for perceived value, with custom embroidery suited to hoodies and hats where the stitching adds a premium feel, and all-over print suited to socks, workout sets, and bags.

A Five-Step Path From Idea to First Sale

"Sellers don't need a warehouse or a design degree to start. They need one good product, a clean design, and a sample in their hands before launch – this guide gives them the shortlist to begin," said Davis Sarmins, Director of Growth Marketing at Printify.

The guide closes with a five-step process: sign up for a free Printify account, pick a product from the Catalog, apply a design with the free Product Creator and its built-in AI Image Generator, order a sample to check print or embroidery quality, and publish through an integration or the free Printify Pop-Up Store while Print Providers handle printing, packing, and shipping. It also compares ecommerce platforms such as Shopify, Wix, and WooCommerce, which offer full control but no built-in traffic, with marketplaces such as Etsy, Amazon, and TikTok Shop, which bring existing shoppers at the cost of fees and competition.

About Printify
Printify is a leading print-on-demand platform that connects ecommerce merchants with a global network of Print Partners. With the industry's largest Catalog, free AI design tools, and seamless integrations with major ecommerce platforms, Printify enables sellers to scale custom product businesses without upfront costs.

Maria Kennedy
Printify Inc.
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/944198915

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.