

Growth Strategy #1:

A Guide to Category Expansion and New Product Suggestions

By now, you've proven your potential as a Print on Demand (POD) merchant. Now, it's time to unlock even greater success.

This guide will help you supercharge your online business, providing helpful insights and strategies to optimize your offerings and maximize growth opportunities.

Let's dive in!



Table of Contents

Chapter 1:

More Categories = More Chances to Sell _____ **3**

01 Understanding Product Expansion _____ 4

02 How to Identify Popular Product Categories? _____ 4

03 Why Do Niches and Sub-Niches Matter? _____ 5

05 Helpful Tips for Choosing Niches and Sub-Niches _____ 7

Chapter 2:

Product Recommendations and Expansion Strategies _____ **8**

01 Where to Look for New Product Ideas? _____ 9

02 Top-Selling Products in Various Categories _____ 11

03 High-Margin Products for Maximum Profitability _____ 15

04 Top-Selling Colors _____ 16

05 The Importance of New Designs and Consistency _____ 17

06 Utilizing Seasonal Events for Profits _____ 19

07 Offering Personalization _____ 21

08 How to Expand Your Product Offering? _____ 22

Let's Wrap it Up _____ **24**

Chapter 1

More Categories = More Chances to Sell

Learn how to identify growing categories, capitalize on niche markets, and drive sales with strategic product offerings – all bringing you more chances to sell.

- 01 Understanding Product Expansion
- 02 How to Identify Popular Product Categories?
- 03 Why Do Niches and Sub-Niches Matter?
- 04 How to Narrow Down Your Niche?
- 05 Helpful Tips for Choosing Niches and Sub-Niches



01

Understanding Product Expansion



Diversifying your offerings not only attracts a broader customer base but also reduces your dependence on a single product line, increasing your chances of long-term profitability and competitiveness.

02

How to Identify Popular Product Categories?

Analyze Market Trends and Consumer Behavior

To find product categories that are in increasing demand, it pays to monitor industry reports, social media channels, target audiences, and competitor offerings. But how exactly? Well...

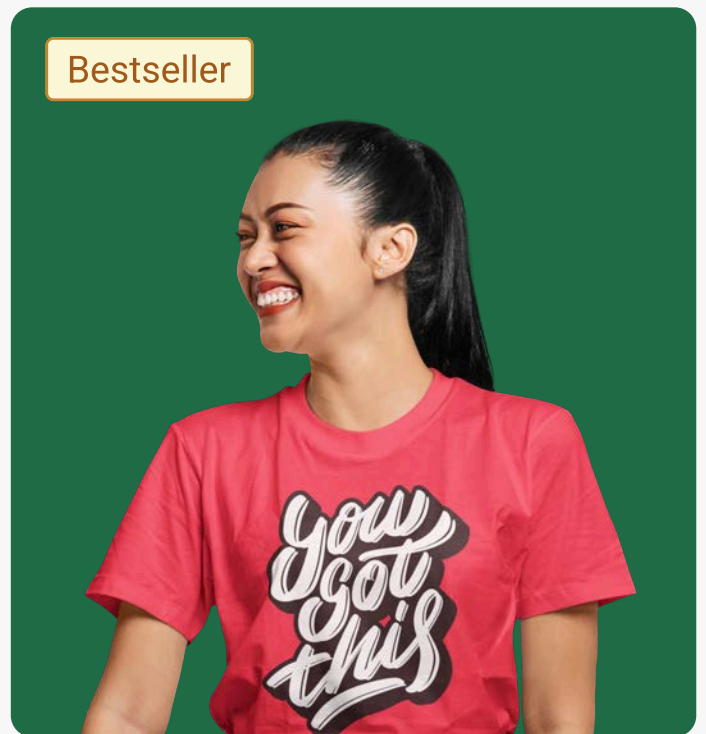
Google Trends.

Identify trending topics and consumer interests in specific product categories with [Google Trends](#).

Social Media Analytics.

To understand current demand, use the analytics provided by social media platforms like Facebook Insights, Instagram Insights, and X (Twitter) Analytics.

Bestseller



Keyword Research Tools.

Platforms like [SEMrush](#), [Ahrefs](#), and [eRank](#) provide insights into search volume, keyword competition, and related search queries for potential products.



Surveys and Focus Groups.

Ask your target customers what new products they would like to see. Platforms like [SurveyMonkey](#) and Google Forms can help with that.



eCommerce Analytics.

Analyze data from your eCommerce platform or marketplace to monitor sales trends, customer behavior, and product performance. Look at geographical data, age, and gender, and try to spot some patterns in product choices.

03

Why Do Niches and Sub-Niches Matter?

Niches and sub-niches play a pivotal role in the growth and expansion of product categories. By honing in on specific market segments, you can tailor your offerings to meet the unique needs and preferences of targeted audiences, thereby **maximizing your relevance and appeal.**



A niche is the **ONLY** reason why people buy your products. It gets them interested in what you're selling.



Joe Robert
POD Expert

How to Narrow Down Your Niche?

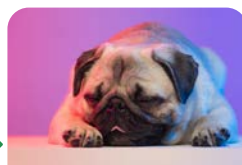
Always dig deeper.



Pet Owners



Dog Owners



Pug Owners

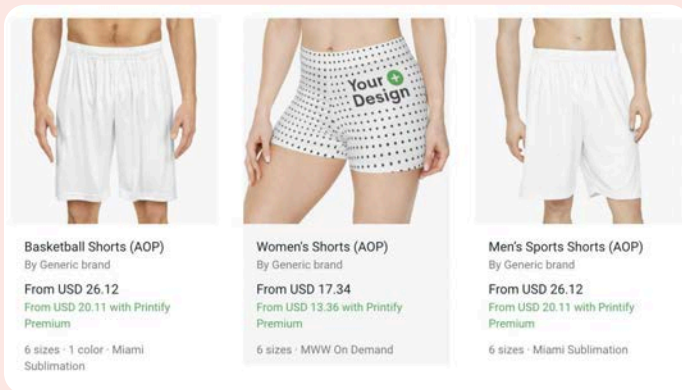


Pug Moms



Travel Mugs
for Pug Moms

Two main things to remember when choosing a niche:



❌ Product types are NOT niches.

Gym shorts, beach towels, and custom mugs are not niches. BBQ dads, hiking, or cheese aficionados – these are niche examples.

❌ Target audiences are NOT niches.

25-30 year old men are not a niche. You need to find something that a specific group of those men want, like, do, or are interested in, like darts or cats that they claimed they never wanted but now are inseparable from.



A **sub-niche** is an even narrower segment of a broader target market. For example, if your niche is the above-mentioned cheese lovers, a sub-niche can be mozzarella-specific.

Sub-niches let you further refine your target audience and offer tailored products that can **greatly increase your competitiveness**.

Aside from the above-mentioned tools and platforms, you can gain niche insights from your own experiences, customer preferences, and missed opportunities.



✓ Listen to Your Customers.

Pay attention to customer feedback, inquiries, and trends to identify potential niche opportunities aligned with their needs and preferences. Use social media to interact with buyers and get their insights.

✓ Evaluate Competition.

Analyze competitors within potential niches to understand market saturation, differentiation opportunities, and areas where you can carve out a distinct niche.

✓ Identify Use Printify's AI Niche Generator. Unmet Needs.

It quickly generates unique niche ideas based on your hobbies and interests – eliminating pain points such as time constraints and the risk of selecting overly narrow or competitive niches.

✓ Identify Unmet Needs.

Look for gaps in the market or underserved customer segments where you can offer unique products and designs. Join online forums and groups to gather the latest chatter, feedback, and information.

✓ Stay Flexible and Open-Minded.

Remain adaptable to changing market dynamics, emerging trends, and evolving consumer preferences, exploring new niches or sub-niches as opportunities arise.

💡 Printify Fact

Our data shows that **high-volume sellers** pick a niche and stay there. They stick to it, experimenting primarily with products and designs.

Read more in [What Is a Niche](#) and [Top 15 Print on Demand Niches](#).

Chapter 2

Product Recommendations and Expansion Strategies

Explore new and exciting products, popular top-sellers, and various strategies for optimizing your product offerings and unlocking new growth opportunities.



- 01 Where to Look for New Product Ideas?
- 02 Top-Selling Products in Various Categories
- 03 High-Margin Products for Maximum Profitability
- 04 Top-Selling Colors
- 05 The Importance of New Designs and Consistency
- 06 Utilizing Seasonal Events for Profits
- 07 Offering Personalization
- 08 How to Expand Your Product Offering?

Finding New Products for Your Niche

Expanding your store with new products is key to staying competitive and meeting evolving customer demands. Let's explore actionable strategies and tools to help you discover fresh product ideas tailored to your niche.



01 Where to Look for New Product Ideas?

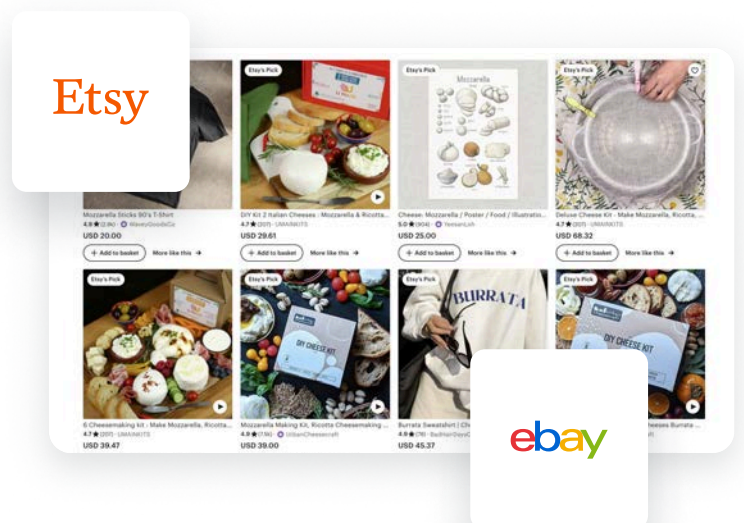


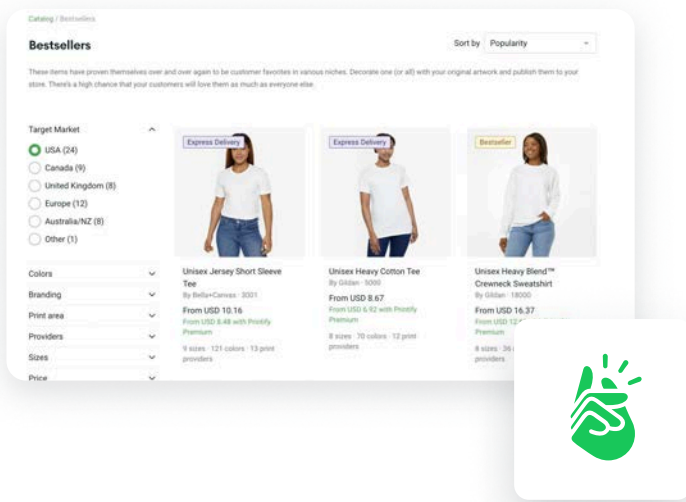
Your Audience

Gather feedback and customer reviews on what items they miss and want. If they love your designs, they will gladly tell you what else they would love to see them on.

Marketplaces

Explore top sellers on marketplaces like Etsy or eBay to see what products with designs in your niche are doing exceptionally well. It's a great way to get inspired for your next possible bestseller.





Printify

Stop by our [New Arrivals](#) and [Bestsellers](#) Catalog pages for the latest product updates and top performers. These are great sources of information and inspiration when expanding your products and categories.

Social Media

Nothing tells you more about the latest trends and must-haves than social media. Explore niche-related hashtags and posts on TikTok, Instagram, or Pinterest to get the scoop on trendy products to add to your store.



Your Competition

Browse competitor stores and see what products they offer and how customers receive them. If a certain item is doing great and fits your niche, consider adding it to your store.

02

Top-Selling Products in Various Categories

To help you grow your product offering, we've gathered some data that can help you make informed decisions when expanding your product offer. Below are our top-selling items in the most popular categories among our high-volume sellers.



Apparel



Unisex Jersey Short Sleeve Tee



Unisex Heavy Cotton Tee



Unisex Heavy Blend™ Crewneck Sweatshirt



Unisex Heavy Blend™ Hooded Sweatshirt



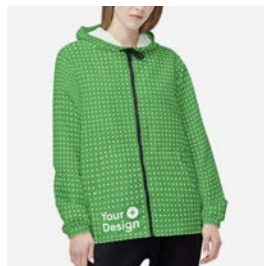
Unisex Garment-Dyed T-shirt



Unisex Fleece Joggers



Denim Jacket (for men and women)



Windbreaker Jacket (AOP)

Accessories



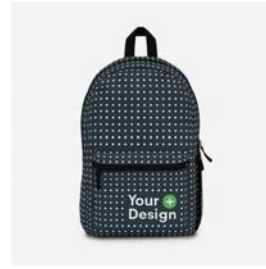
Tote Bag (AOP)



Sublimation Socks



Cotton Canvas Tote Bag



Backpack



Trucker Caps



Weekender Bag



Accessory Pouch w T-bottom



Mesh Sneakers (for men and women)



Women's Canvas Boots



Women's Low Top Sneakers

Kitchen



Ceramic Mug, 11oz



Apron (AOP)



Accent Coffee Mug, 11oz



Black Mug (11oz, 15oz)



Two-Tone Coffee Mugs, 15oz



Ceramic Mug 15oz

Home Decor



Scented Soy Candle, 9oz



Spun Polyester Square Pillow



Canvas Gallery Wraps



Velveteen Plush Blanket



Matte Vertical Posters



Ceramic Ornament, 4 Shapes



Indoor Wall Tapestries



Area Rugs

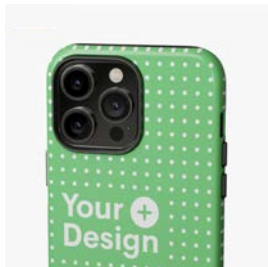


Velveteen Microfiber Blanket



Sherpa Fleece Blanket

Office and School



Tough Cases



Kiss-Cut Stickers



Hardcover Journal Matte



Tough Phone Cases

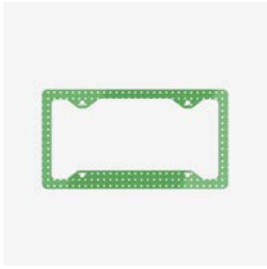


Desk Mat



Desktop Calendar

Other Accessories



Metal License Plate Frame



Pet Bandana Collar



Vanity Plate



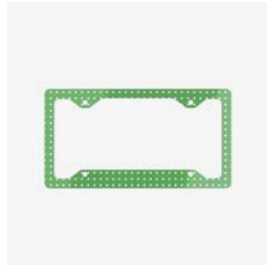
Car Seat Covers



Matte Vertical Posters



Can Cooler

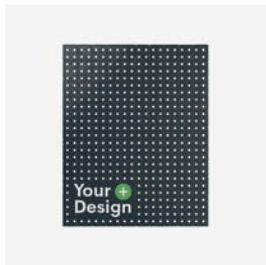


License Plate Frame

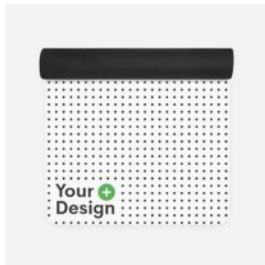


Custom Pin Buttons

Sports and Hobbies



Puzzle (110, 252, 520, 1014-piece)



Rubber Yoga Mat



Puzzle (120, 252, 500-Piece)



Custom Poker Cards



Jigsaw Puzzle (30, 110, 252, 500, 1000-Piece)

Use this data as inspiration to diversify your product offerings. The more you bring to the table, the greater your shot at success.

Think of it as assembling a buffet of unique products and designs tailored to the various tastes of your online customers. The more options you present, the greater the chance of satisfying someone's appetite.



03 High-Margin Products for Maximum Profitability

Here are some top-selling products with potential for high-profit margins (the percentage our high-volume sellers set and succeed with). Consider adding them to your store to ensure maximum profitability.



Men's Cotton Crew Tee
(up to 50%)



Scented Soy Candle, 9oz
(up to 57%)



Unisex Jersey Short Sleeve Tee
(up to 53%)



Accent Coffee Mug 11oz
(up to 70%)



Unisex Heavy Blend™ Crewneck Sweatshirt
(up to 53%)



Ceramic Mug, 11oz
(up to 76%)



Unisex Softstyle T-Shirt
(up to 61%)



Matte Vertical Posters
(up to 52%)



Ceramic Mug 15oz
(up to 71%)



Hardcover Journal Matte
(up to 70%)

Read More

28 Exclusive Printify Statistics That Will Change the Way You Do Print on Demand

04 Picking Popular Colors for Your Products

Single-color option reigns supreme among print-on-demand products. And that's a fact. Items with just one color variation are the stars of the show in both **apparel and non-apparel categories**.

However, certain products can benefit from a bit of color choice. The trick is to know which ones to offer – **without overwhelming your customers**.

Remember to **start slow**. Offer up to **five color options** on your listings to make choosing a bit easier for your buyers, avoiding decision paralysis and, ultimately – leaving your page for good.

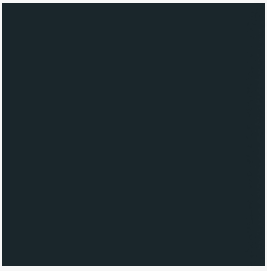
Remember to **start slow**. Offer up to **five color options** on your listings to make choosing a bit easier for your buyers, avoiding decision paralysis and, ultimately – leaving your page for good.

Printify Fact

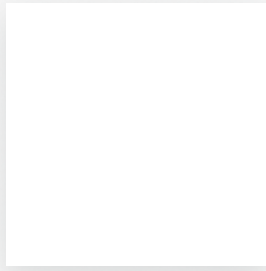
Products offering 1-5 color options outshine those with more than five color variations by a whopping **70%**.

Top-Selling Colors

Based on our data, here are the top five colors to consider for your product variants.



1. Black



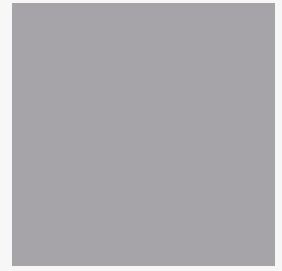
2. White



3. Sand



4. Navy

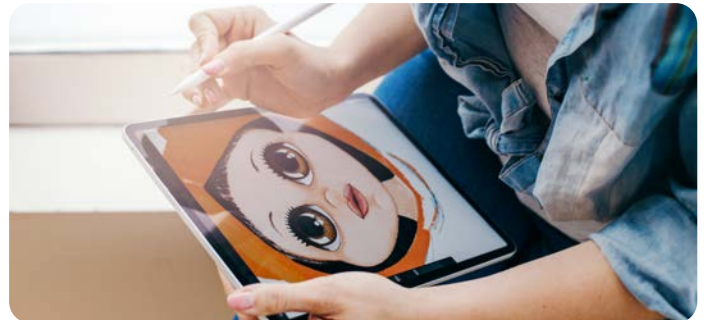


5. Sport Gray

Colors like Dark Grey/Heather, Light Blue, Military/Forest Green, Royal, Light Pink, Natural, and Red follow just behind.

05 The Importance of New Designs and Consistency

Continuous product innovation and consistency are essential pillars for success in Print on Demand. High-volume sellers regularly introduce fresh designs, keeping their inventory relevant and enticing to loyal and new customers.



Brainstorm New Designs

✓ Do It Yourself.

If you have the skills and resources, create unique designs to complement your existing offers. [Canva](#), [Photoshop](#), and Printify's [Product Creator](#) have excellent features to help you master something great.

✓ Outsource Professionals.

Hire designers on sites like [Fiverr](#) or [Upwork](#) to do the work for you. Share your ideas and let them come up with high-quality designs for your store.

 [Read More](#)

[How to Use the Product Creator and Free Photoshop Alternatives](#)

Establishing a Regular Launch Schedule

- ✔ Set specific goals and deadlines for launching new products to ensure a steady flow of fresh offerings.
- ✔ Use project management tools like [Trello](#) or [Monday](#) to organize tasks and track progress toward your publishing schedule.

Printify Fact

On average, top sellers publish **5-10** new listings **every week**, often slightly tweaking the design or putting it on a different product.

More listings mean more opportunities for sales. It's not just about big-ticket items – it's about creating a shopping experience where every wallet finds its perfect match.

By prioritizing new design concepts and maintaining a consistent publishing schedule, you can keep your POD store dynamic and engaging, attract repeat customers, and drive sustained growth in sales and revenue.



06

Don't Forget Seasonal Events

Harness the power of seasonal trends and promotions to captivate your audience and drive sales during key holidays and celebrations.

From birthdays and graduations to Christmas, Halloween, and Super Bowl Sunday. Something is happening somewhere at all times. Use those special events to boost your sales with clever promotions and design tweaks.



Plan Ahead

- ✓ Research upcoming holidays and seasonal events relevant to your target audience.
- ✓ Create a promotional calendar outlining key dates, themes, and promotional strategies for each season or holiday.

Printify Fact

Keep our [Marketing Calendar](#) close at all times. We've highlighted all the important dates and events throughout the year for your convenience.

Adjust Your Designs

- ✓ Develop themed designs and products tailored to each holiday, celebration, or season.
- ✓ Experiment with color palettes, motifs, and imagery that evoke the spirit of each event.

Optimize Product Listings

- ✓ Update product titles, descriptions, and tags to align with seasonal keywords and themes.
- ✓ Showcase seasonal products prominently on your website or storefront to attract attention and encourage purchases.

Launch Seasonal Marketing Campaigns

- ✓ Leverage email marketing, social media advertising, and website banners to promote seasonal products and offers.
- ✓ Engage with seasonal hashtags and trends on social media to increase visibility and reach – our Marketing Calendar suggests those too for every month and event.

Offer Limited-Time Deals

- ✓ Launch special promotions such as flash sales, discounts, or exclusive bundles for a limited time.
- ✓ Create a sense of urgency and excitement among customers by highlighting the time-sensitive nature of your offers.

 [Read More](#)

[Marketing Calendar – Your Ultimate Guide](#)

07

Consider Offering Personalization

Unlock new revenue streams by offering personalized products in your store. Personalization not only enhances your customer experience but also **sets your business apart** from competitors with something personal and one-of-a-kind.

You can already implement customizable variations to your own designs – or leave it to the buyers.



- ✓ Give your customers a way to reach out with suggestions or personalized requests, whether via your social media accounts, email, or feedback forms on your site.
- ✓ Some love your designs but may want them on different products or slightly tweaked with personal elements (names, initials, dates, images, messages, and more).
- ✓ Some consumers have great ideas for future products, colors, print placements, or design ideas. This can be extra handy when brainstorming ideas for new listings.

According to our merchants, customers are **one of the greatest sources** of information and inspiration for something **new and exciting**.

1. Extend Product Lines and Variants

- ✓ Give your customers a way to reach out with suggestions or personalized requests, whether via your social media accounts, email, or feedback forms on your site.
- ✓ Some consumers have great ideas for future products, colors, print placements, or design ideas. This can be extra handy when brainstorming ideas for new listings.



Read More

Read More. [Guide to Product Variants](#)

2. Expanding Within Your Product Categories

- ✓ **Add complementary products** or accessories that enhance the functionality or appeal of your existing product lines. For example, complement your t-shirts with hats or tote bags with similar designs.
- ✓ **Create product bundles** or sets that offer added value to customers, increasing your average order value. Why not create everything from sets of “Summer Essentials” to “Dinner Party” must-haves, all featuring matching designs?

These products can enhance the overall appeal of your brand and provide customers with additional options for expressing themselves.

By bundling products together, you offer added value to customers while encouraging them to purchase multiple items at once.



Leverage cross-selling techniques by showcasing related items on product pages to encourage additional purchases. For example, suggest your totes on t-shirt pages. It's worked for Amazon!

Additionally, you can implement targeted email campaigns featuring personalized product recommendations based on customers' past purchases or browsing history, prompting them to explore additional products within the same category.



Read More

How to combine multiple products into a single listing on Etsy

Let's Wrap It Up

Apply the knowledge gained to expand your product categories, create new designs, and capitalize on seasonal trends. Remember to stay flexible, listen to your customers, and maintain consistency in your efforts.

For further learning and insights, visit the [Printify Blog](#), browse our [Catalog](#) for inspiration, and explore our [Guides](#), [Help Center](#) articles, and [YouTube](#) channel for additional resources.

With determination and a strategic approach, you're set to achieve new heights and growth in your POD journey. And we're here to guide you every step of the way.

Printify – your partner in print!

