



Print-on-Demand Whitepaper 2025

HYPERSKU



INDEX

- 1 Global Trends in POD Customization**
- 2 POD Applications & Consumer Preferences**
- 3 POD Brand Start From Scratch**
- 4 Success Story**

POD
S
E
P
T

1



Global Trends in POD Customization


HYPERSKU

Key Insight:



E-commerce + Sustainability +
Personalization – 3 key drivers shaping POD trends

Definition of POD (Print-on-Demand):

POD is a **business model where products are printed/ manufactured only after an order is placed**, reducing inventory risks and enabling sellers to offer custom designs without upfront investment.

Post-Pandemic Growth

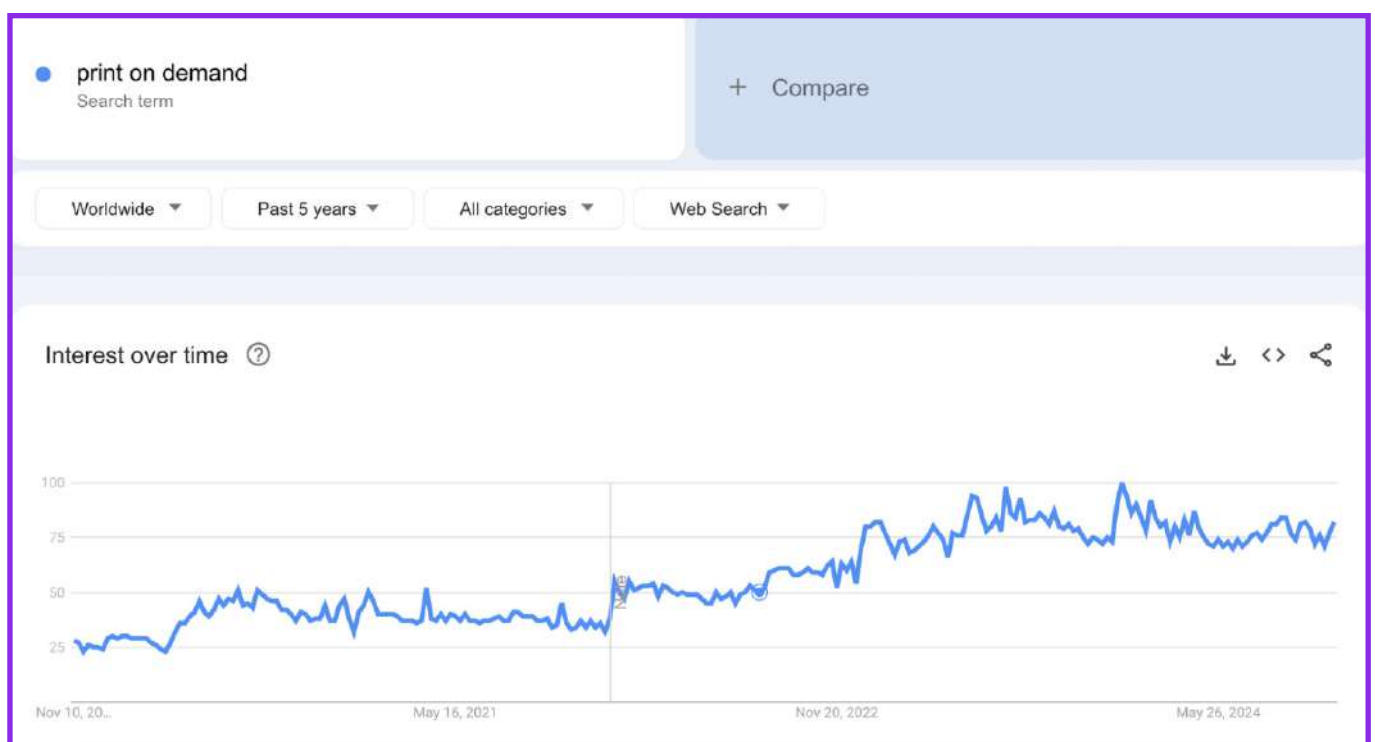
More online businesses & remote work = rising demand.

Sustainability Focus

Consumers prefer eco-friendly, zero-waste production.

Emotional Connection

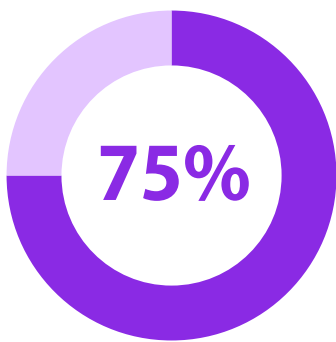
Personalized gifts & custom products create a stronger emotional bond with buyers.



POD is a lightweight, social-commerce-driven model with high flexibility.

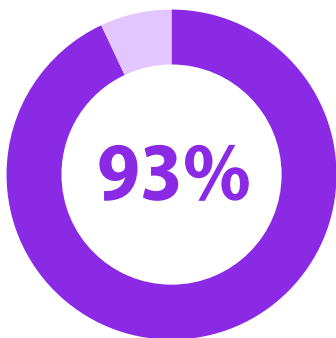
Unlike traditional **inventory-based e-commerce**, POD operates in a **consumer-first approach**, where demand drives product creation.

POD's Key Business Advantages:



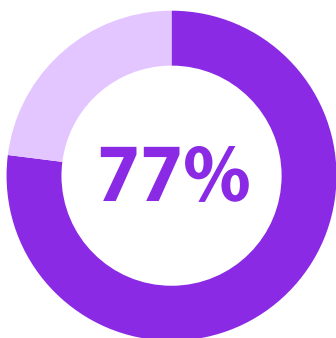
of consumers

are more likely to buy personalized products.



of consumers

say POD increases their conversion rates.



of consumers

offering personalized products see annual revenue growth.



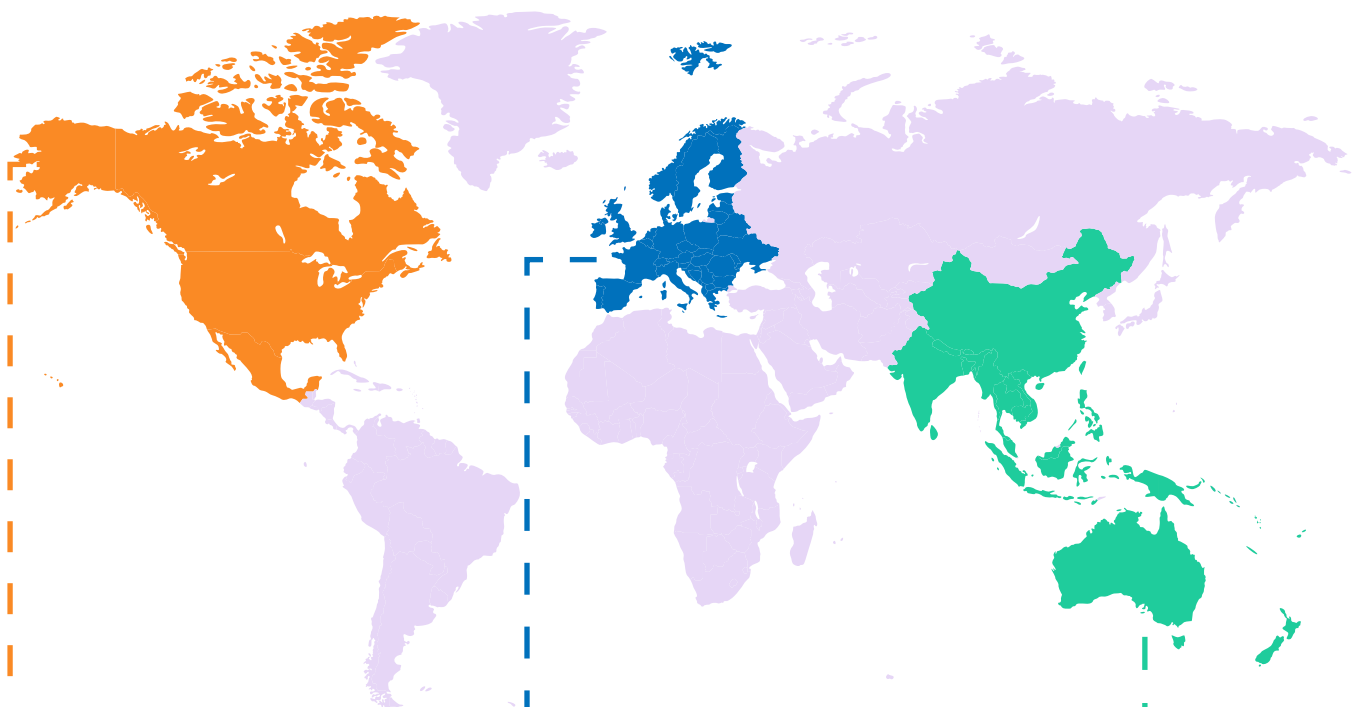
5 KEY ADVANTAGES



POD Market Size & Regional Growth Trends

North America leads in revenue (40%) but Asia-Pacific is the fastest-growing market.

POD Global Market Breakdown (2024-2032 projections)



North America

40% market share,
expected 27.2%
CAGR growth.

Europe

27% market share,
steady growth.

Asia-Pacific

Fastest-growing, 27.9%
CAGR driven by China &
India's booming middle class.

POD Category Performance: Apparel & Home Décor Lead the Market

Top POD Product Categories (Market Share Breakdown)

POD apparel & accessories remain dominant, while home décor sees rapid growth.

Apparel & Accessories

39.6%

Leading the market,
continuously strong demand

Home Décor

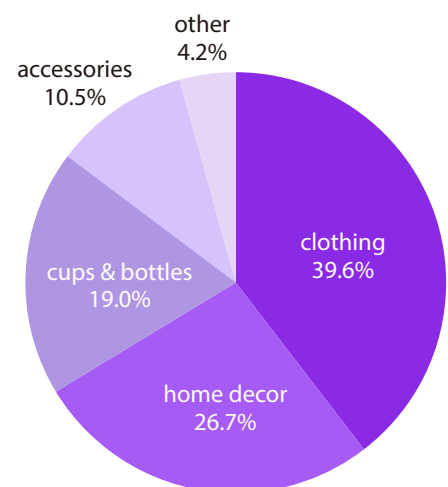
27.5% CAGR

2nd largest,
fastest-growing segment

Other popular POD categories:

**Drinkware,
accessories, and
pet products**

- clothing
- home decor
- cups & bottles
- accessories
- other



Consumer Profile: Gen Z Drives the Demand for Personalized Products

Mass-produced products are losing appeal –
Gen Z consumers seek uniqueness and exclusivity.

Gen Z's Impact on POD Trends

36.3% of Gen Z consumers prefer personalized products and services.

Higher disposable income & a strong desire for self-expression = higher willingness to pay premium prices.

Despite high demand, customization barriers exist:

Higher costs compared to mass-produced items.

Longer wait times for production & shipping.

Limited after-sales support due to custom nature.

Popular POD Categories Among Gen Z Consumers:

Custom Apparel



Unique fashion pieces & statement clothing.

Personalized Home Décor

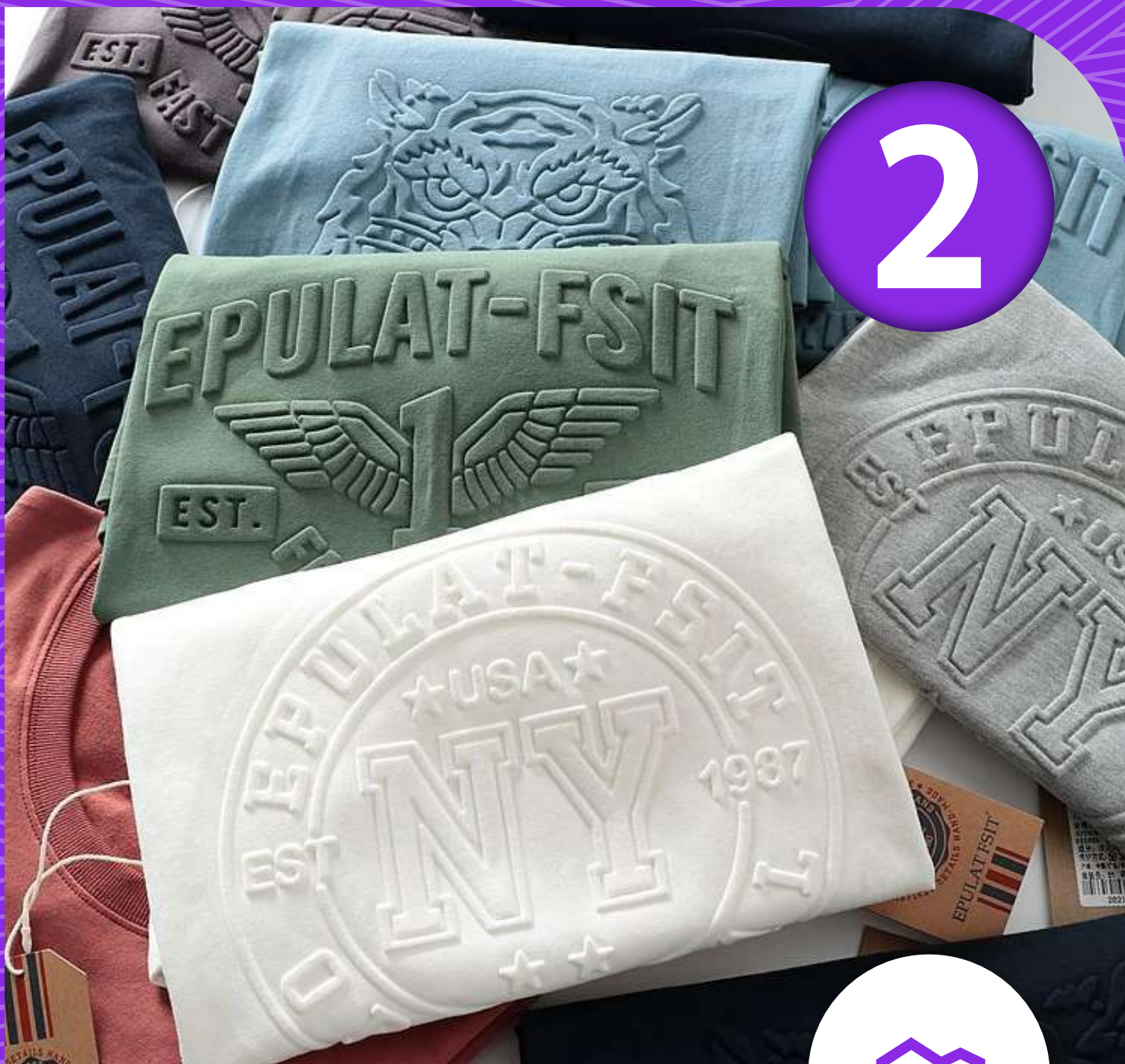


Posters, canvas prints, LED signs.

Custom Tech Accessories



Phone cases, laptop skins, AirPods covers.




HYPERSKU

POD Application Scenarios & Consumer Preferences

Apparel & Accessories

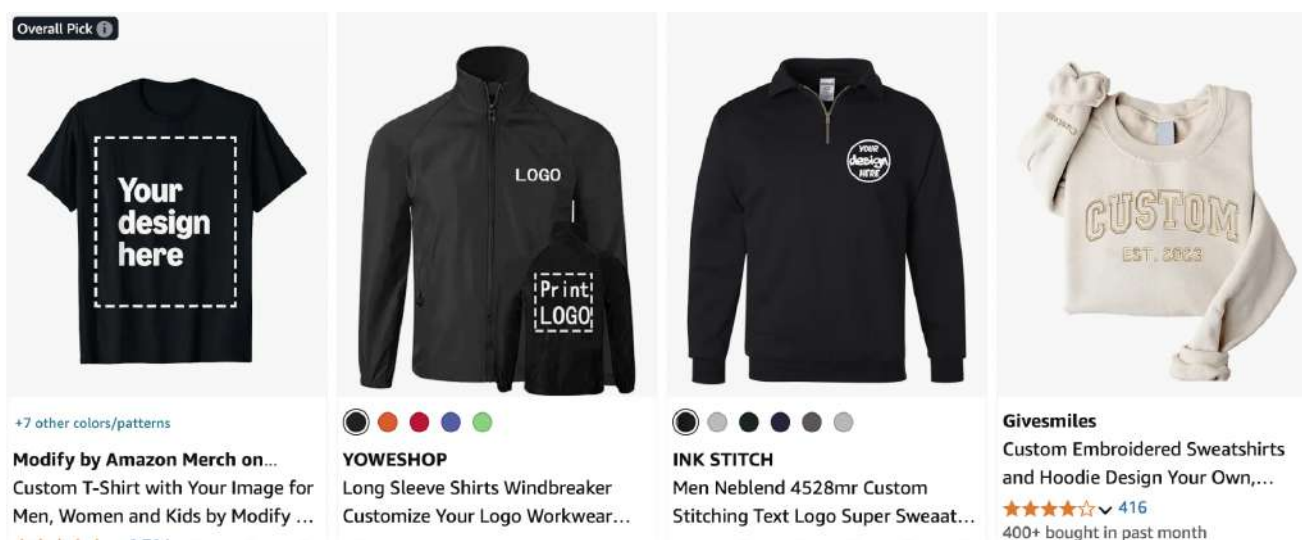


In the POD market, **apparel and accessories dominate with a 39.6% market share**, leading the industry. With the rise of sustainable fashion and eco-conscious consumer choices, more buyers are opting for customized apparel to express their individuality while embracing the trend of **on-demand production as a sustainable solution**, further boosting the popularity of POD clothing.

According to **Accenture**, **84% of North American consumers** show interest in purchasing personalized fashion products, with this number rising to **94% among Gen Z and millennial shoppers**. The key markets include Germany, Sweden, the UK, and the US. While most consumers buy from well-established brands, **the 25-34 age group** shows the highest intent to purchase custom apparel.

Looking into product categories, 41% of consumers express strong demand for personalized everyday wear such as T-shirts, socks, and underwear. Another 31% are drawn to seasonal fashion items, while 26% seek more customization options like sweatshirts and floral print designs.

Taking Amazon as an example, custom-designed clothing with personalized prints typically sells for around \$20 per piece. Popular product categories include graphic tees, polo shirts, and hoodies, with bestsellers maintaining monthly sales of 1,000+ units and continuing to grow steadily.



Pet Products



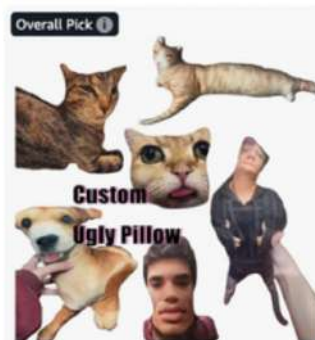
More pet owners are investing in exclusive, customized products for their beloved animals. At the same time, many consumers purchase personalized pet products as gifts, making it a growing market segment. Additionally, there is rising demand for customized products for pet owners themselves.



Custom Pet Embroidered Sweatshirt, Custom Dog Embroidered Sweatshirt, Cat Sweatshirt, Custom Dog Portrait,...



[+6 other colors/patterns](#)
Fabric Textile Products Custom Pet Pillow - USA Made - Custom Pillow with Cat and Dog Photos - Bone



FETNHU Customized Ugly Pet Pillows, DIY Abstract Personalized Custom Pet Pillow, Funny Cute Custom Cat Dog Pillow-No White...

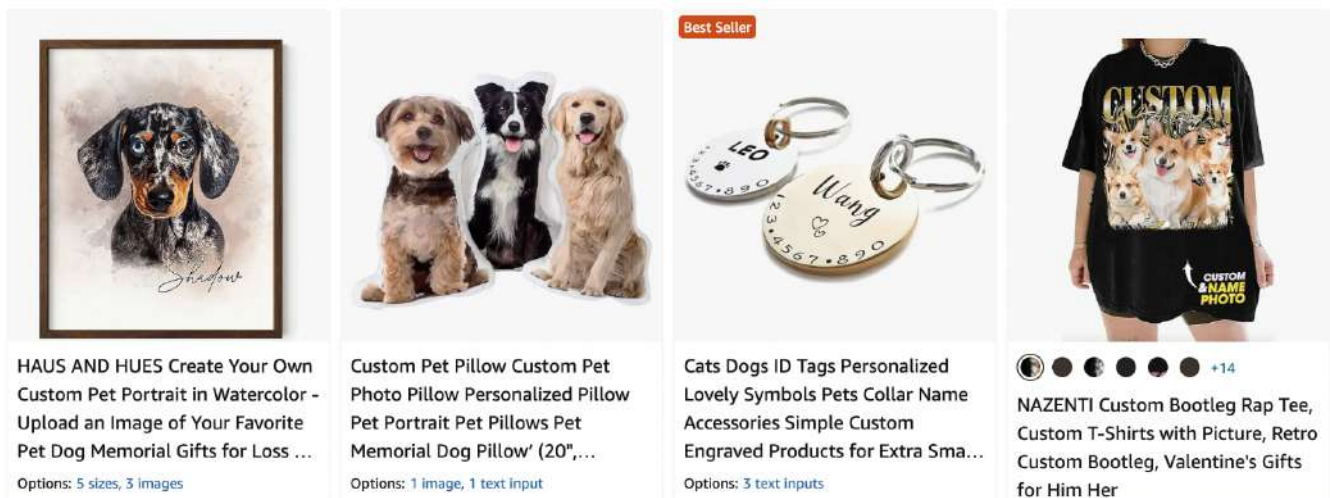


Ring Pet Tag | Easy-to-use tag with QR code | Real-time scan alerts | Shareable Pet Profile | No subscription or fees

Data Source: Accenture Fashion Consumer Survey, Amazon Sales Data



Pet Products



Custom Pet Apparel & Accessories

Custom-printed or patterned pet bandanas, hats, and accessories are highly popular among pet owners. Matching outfits for pets and their owners have also become a trending fashion statement.

Custom Pet Collars & Name Tags

Engraved pet collars and tags featuring names or personalized designs not only add a unique touch but also increase the chances of lost pets being safely returned.

Data Source: Accenture Fashion Consumer Survey, Amazon Sales Data



Customized Home Decor



As the POD market evolves, custom home decor has become a significant growth sector, particularly in personalized home aesthetics and interior decoration. Consumers are not only seeking visually appealing designs but also using custom products to express their personality and lifestyle.

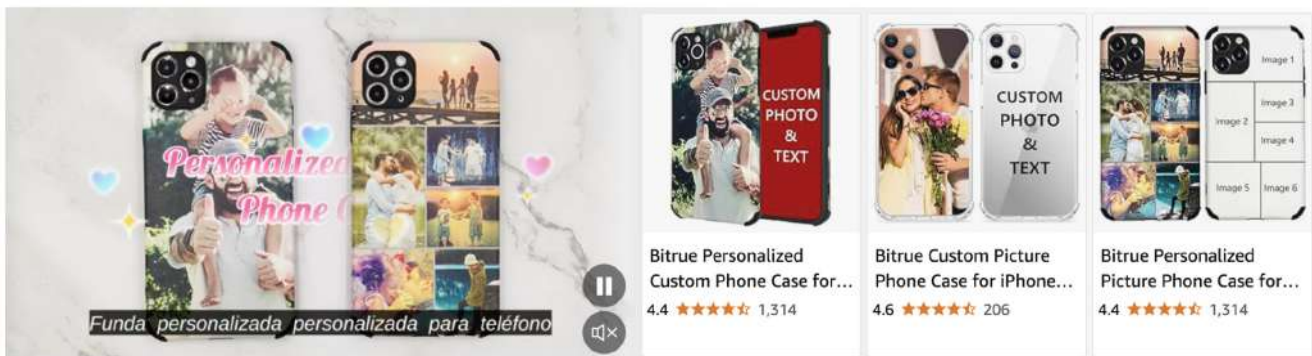
Wall decor is one of the fastest-growing segments, including metal posters, canvas prints, wall hangings, and personalized photo collages, with strong demand in Western markets. Additionally, custom pillows, rugs, and curtains are also rising in popularity, helping consumers enhance their home ambiance.



Personalized Tech Accessories



With the widespread use of electronic devices, custom tech accessories have emerged as a rapidly growing market segment. Products such as custom phone cases, mouse pads, AirPods cases, and charger covers have become highly sought-after in the POD industry.



Personalized Tech Accessories



Data indicates that young consumers (ages 18-34) have the highest demand for personalized tech accessories, especially in North America and Europe. These accessories not only serve functional purposes but also act as fashion statements.

Products like custom AirPods cases, smartwatch bands, and gaming accessories are particularly popular in the gift market, where personalized elements (such as names, graphics, or brand collaborations) play a crucial role in attracting buyers.



[+4 other colors/patterns](#)

Sponsored ⓘ

Gemszoo

Personalized Picture Watch Custom
Photo Watch PU Leather Strap...



[+3 other colors/patterns](#)

Sponsored ⓘ

JWBCUU

Custom Photo Watch - Personalized
Watches with Your Own...



[+5 other colors/patterns](#)

Sponsored ⓘ

Gemszoo

Custom Photo Watch Personalized
Picture Watch Stainless Steel Mes...



Sponsored ⓘ

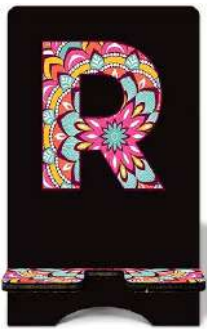
NICTIMEID

Custom Watches for Men
Personalized Photo Watch...

Options: 2 images, 2 text inputs

Customized Phone Stands

- Often purchased alongside phone cases.
- Popular choices include acrylic stands & custom prints.
- Priced between \$10 and \$30.



Source: Amazon

Customized Watch Bands

- Many smartwatch users prefer to swap out the original band for a more personalized option.
 - Popular materials include silicone, leather, and metal.
- Designs can include engraved patterns or printed graphics.
- Priced around \$20.



Source: Amazon

Personalized Gift Market



Seasonal events and special occasions drive rapid growth in the personalized gifts market. Data shows that during major holidays such as Christmas, Valentine's Day, Mother's Day, and birthdays, search interest and sales of customized gifts surge significantly.

Popular custom gifts include mugs, jewelry, keychains, personalized T-shirts, and commemorative photo frames, especially in Western markets. Additionally, pet-related custom gifts (such as pet portrait canvas prints and engraved pet name necklaces) have gained increasing popularity.



Customized Jewelry



Customized jewelry is primarily driven by demand for weddings, gifts, and personal expression. Materials commonly used include gold, silver, stainless steel, titanium alloys, leather, and more. Techniques such as 3D printing, laser engraving, and mixed material crafting create unique, one-of-a-kind jewelry pieces.

Recent popular trends include mixing different materials, vintage-style oversized designs, vibrant colors, playful elements, and gender-neutral styles.



Customized Rings

- Primarily purchased for romantic partners or spouses.
- Often engraved with initials, names, or anniversary dates.



Customized Necklaces

- The largest segment in the customized jewelry market.
- Consumers prefer meaningful symbols or images, such as animal silhouettes or birthstones.



Customized Braided Bracelets

- Popular among female consumers.
- Often personalized with names, birthdates, and meaningful symbols.



Source: Amazon

Low-End Jewelry Customization



- Platforms: Amazon, Etsy, and other e-commerce platforms
- Price Range: Generally under \$100
- Materials: Basic metals and synthetic gemstones
- Services: Laser engraving and limited customization options
- Consumers: Style-focused and trend-conscious buyers



Mid-Range Jewelry Customization



- Platforms: Online brands and niche online stores
- Price Range: \$100–\$1,000
- Materials: Precious metals and natural gemstones
- Services: Engraving, stone setting, and polishing
- Consumers: Style-conscious and design-oriented buyers



High-End Jewelry Customization



- Platforms: Independent websites with online ordering and in-store experiences
- Price Range: \$500–\$5,000+
- Services: Full-service customization with premium after-sales care
- Consumers: High-income buyers seeking brand value and premium craftsmanship



Digital Accessories



The digital accessories market is highly competitive and innovation-driven. While standard product lines from major brands dominate the market, many consumers, especially younger generations, seek customized options to express individuality and style.

Customized Phone Cases

- Among the most popular digital accessories.
- Hot sellers on Amazon, typically priced between \$5 and \$10.



Source: Amazon



Our Service



Welcome to the HyperSKU Blank Project

At HyperSKU, we make brand creation easy — no design experience required.

What we offer:

Blank Styles & Print Techniques: Choose from a wide range of high-quality products and printing options.

Label & Packaging Design: Tailored to create a strong brand identity.

Low MOQ: Start with as few as 30 units (available for certain techniques).

Premium Quality: 100% high-quality cotton, designed for durability and comfort.

With HyperSKU, you get access to superior supply chain capabilities and customization services trusted by top-tier brands and influencers.

Unleash your creativity — start building your brand today.



Blank style		Pattern	
	+		= 
	+		= 

MOQ 30 pc mix colors
mix sizes

Lead time 3-5 days



Craftsmanship database

These are common customization techniques. If you have any special requirements, please feel free to discuss with us.

Print (Printing Techniques)

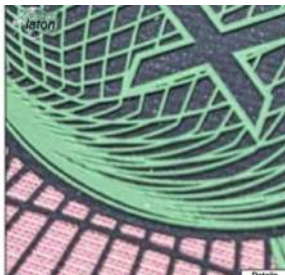
Digital Print: High-quality, full-color prints, ideal for detailed designs.

Screen Printing: Traditional, durable method for high-volume runs, perfect for simple designs.

Ink Transfer Print: Transfers designs onto fabric with heat, great for multi-color graphics.

Foam Printing: Raised, 3D texture for bold, tactile designs.

Crackle Print: Creates a distressed, vintage effect on prints.



Embroidery

Sequin Embroidery: Adds sparkling sequins for a glamorous, reflective effect.

Towel Embroidery: Soft, plush texture for towels and home textiles.

Rhinestone Embroidery: Incorporates crystals for an elegant, shiny finish.

Ceramic Heat Embroidery: Uses ceramic elements for unique, textured designs.

Chenille or Terry Embroidery: Soft, raised designs for a plush feel, commonly used in sportswear.



Heat Transfer

Heat Transfer: Transfers printed designs using heat, ideal for complex or small runs.

Ink Transfer Print: Similar to heat transfer but focuses on color richness and multi-color designs.



Dye & special wash

This refers to advanced fabric treatments that create unique textures, colors, and finishes—like enzyme washes for softness, acid washes for vintage effects, or hand-sprays for tonal variation. These techniques add depth and individuality, often used in premium streetwear to enhance quality and brand character.



Logo Making

Patches: Customizable embroidered or fabric patches for easy attachment to products.

Hardware: Metal, plastic, or leather tags, pins, and other accessories to showcase logos.



How it works?

Choose blank style & technique



Confirm mockup



Production



Launch your collection from scratch



Sourcing(from raw material) →

Fashion Tech Pack →

Prototyping →

Mass Peoduction →

Quality Control →

Packaging →

our factory



4



Success Story


HYPERSKU

HyperSKU POD solutions empower creators and brands to scale fast with custom, high-quality merch. This success story features Let's Do Something—a youth-founded charity that transformed their mission into meaningful merchandise and made \$60,000+ revenue in just their first month.



Let's Do Something is a charity organization founded in 2023 by a group of passionate friends in their twenties who decided to turn words into action.

Driven by their mission to lead by example, the team behind Let's Do Something believes in the power of community, compassion, and initiative. From grassroots projects to global awareness campaigns, they are committed to doing—not just talking—when it comes to making a difference.

The Challenge

As a fast-moving nonprofit with a mission rooted in real-time impact, Let's Do Something faced several critical pain points when preparing for their merchandise campaign:

High quality with low MOQs: Needed premium merch for donors and partners, but traditional suppliers required high order volumes.

Tight timeline: Campaign deadlines left little room for production delays.

Limited budget: Cost-effective solutions were essential, without sacrificing impact.

Global delivery: The merch needed to reach supporters in different countries—on time and well-packaged.

Finding a solution that could check all the boxes—quality, speed, low MOQ, and global fulfillment—was no small task.

The Solution:

HyperSKU POD with Brand Fulfillment

To bring their campaign to life, Let's Do Something needed more than just a supplier—they needed a reliable partner who could move fast, offer flexibility, and deliver exceptional quality. That's where HyperSKU stepped in.

Sourcing with Purpose

We connected the team with vetted suppliers and manufacturers known for their advanced printing techniques and consistent quality control. This ensured that every fabric not only looked and felt premium but also carried the emotional weight of the campaign flawlessly. The apparel had to be more than just merch—it had to deliver a lasting message through both design and craftsmanship.

Creative Freedom, Expertly Delivered

With our extensive print-on-demand expertise, we expertly transformed the team's designs into high-quality hats and t-shirts. Our deep knowledge of production nuances ensured their vision was flawlessly realized, with minimal waste and quick turnaround—giving the team total creative freedom without compromise.



Packaging that Tells a Story

To elevate the unboxing experience, we provided custom packaging solutions that reflected the brand's tone and purpose. Every merch box was thoughtfully packed to deliver a sense of gratitude, pride, and community to each recipient.



HyperSKU worked closely with their team, ensuring a smooth process from concept to delivery—meeting tight deadlines without compromising quality.

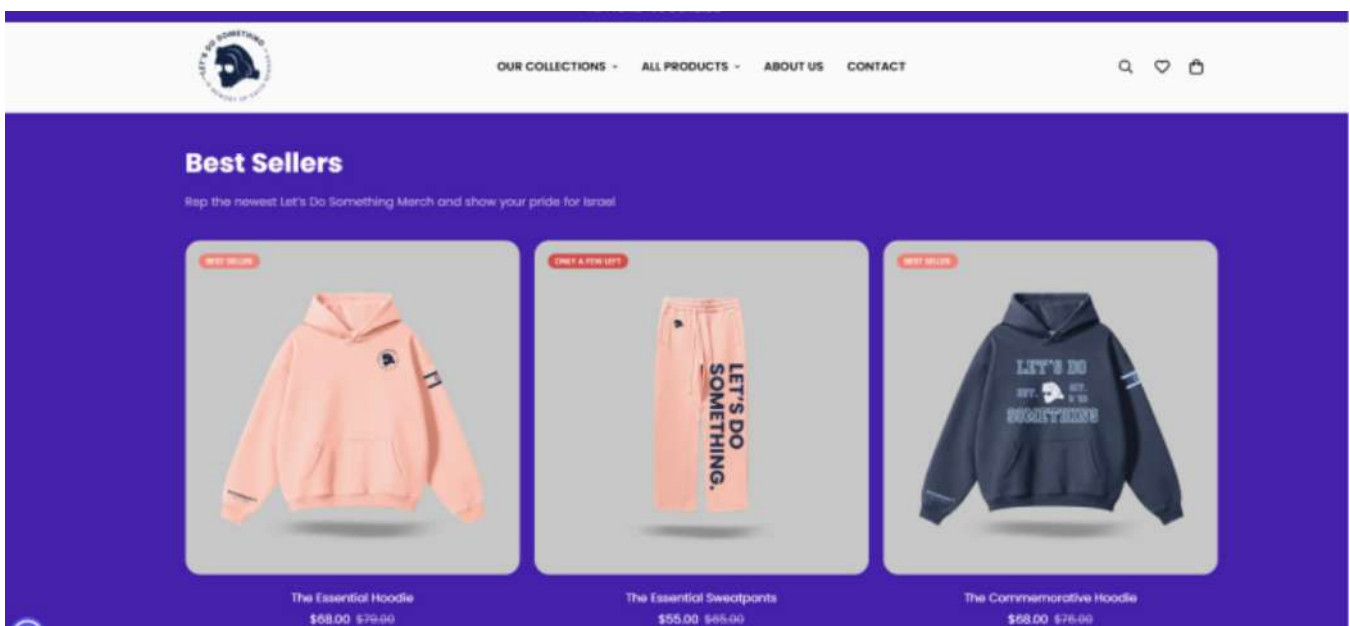
The Results:

From Mission to \$60K in 30 Days

What began as a passion project quickly transformed into a high-impact merch line—driven by purpose and executed with precision.

With HyperSKU's Print-on-Demand and fulfillment support, Let's Do Something successfully launched their collection of premium tees and hats—hitting \$60,000 USD in sales during their first month alone.

Each item shipped in fully branded packaging, leaving a strong impression on donors, influencers, and campaign supporters across multiple countries. For a nonprofit with no prior eCom-merce experience, this campaign proved how the right partner can bridge the gap between vision and execution—without delays, excess inventory, or high upfront costs.



Why HyperSKU POD Works?



Whether you're a charity, a creative startup, or a scaling brand, HyperSKU's Print-on-Demand infrastructure allows you to:

- Launch with low minimum order quantities (MOQs)
- Access premium-quality printing and apparel from trusted factories
- Customize your brand unboxing experience
- Ship globally with full fulfillment handled—no manual stress
- Work with our in-house fashion experts for sourcing & design
- We're more than just a supplier—we're your brand execution partner.

*Ready to launch your POD or custom-branded products?
Register on HyperSKU today and turn your ideas into a brand.*