

# Print-on-Demand Supplier Market Map 2026

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A structured market map for sellers comparing print-on-demand suppliers by product fit, selling-channel integrations, fulfillment footprint, print methods, and visible review footprint.

**Data basis:** PODB supplier dataset and live export snapshot.

**Dataset scope:** 173 supplier/vendor records in PODB's supplier data.

**Use case:** Shortlisting suppliers before checking current prices, placing sample orders, or committing production workflows.

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## Executive summary

There is no single best print-on-demand supplier. Supplier fit depends on five practical constraints:

1. **Product fit** — what the seller actually wants to sell.
2. **Sales-channel fit** — Etsy, Shopify, WooCommerce, Amazon, TikTok Shop, API, or another workflow.
3. **Fulfillment geography** — where production happens and where customers are.
4. **Print-method fit** — DTG, DTF, sublimation, embroidery, screen printing, digital printing, or other methods.
5. **Evidence footprint** — public app-store reviews, Trustpilot/Google reviews, and whether the supplier has enough visible operating proof.

Large generalist suppliers usually win on breadth and integrations. Smaller or more specialized suppliers can be better when a seller knows the exact product category, target region, or print method they need.

This market map is designed to help sellers build a shortlist. It is not a replacement for checking current pricing, reading recent reviews, or ordering samples.

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## How to use this map

Use this order:

1. Pick the **product family** first.
2. Match suppliers to your **sales channel**.
3. Check whether fulfillment fits your **customer geography**.
4. Check whether the supplier supports the relevant **print method**.
5. Look at the visible **review footprint**.
6. Place **sample orders** before relying on one supplier.
7. Keep a backup supplier for important products.

A seller choosing t-shirts for a US Etsy shop has a different supplier problem than a seller choosing phone cases for EU customers or wall art for a Shopify store.

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## Supplier landscape by segment

| Segment                                  | What it means  | Representative suppliers in PODB dataset                        | Best fit   | Main limitation   |
|--|--|---|--|---|
| Global generalists                       | Broad catalogs, many integrations, larger fulfillment footprint                                  | Printful, Printify, Gelato                                      | Beginners, multi-product stores, sellers who need mature workflows       | Can be harder to optimize for niche product/category economics                  |
| Regional / fulfillment-focused suppliers | Stronger fit for a specific geography or shipping expectation                                    | Simple Print, Inkthreadable, Podbase, CustomCat                 | Sellers with clear US, UK, EU, or domestic-shipping needs                | May have narrower catalog or fewer public proof points                          |
| Product/category specialists             | Stronger in specific product families such as phone cases, wall art, gifts, apparel, accessories | Podbase, Pic The Gift, Print KK, Interestprint, MyDesigns       | Sellers who already know their product category                          | Less useful as a universal supplier   |
| Platform/workflow fits                   | Supplier choice driven by the seller's selling platform or integration stack                     | Gelato, Printful, Printify, Simple Print, Podbase, Pic The Gift | Etsy, Shopify, WooCommerce, Amazon, TikTok Shop, or API-driven workflows | Integration support does not guarantee margin, quality, or delivery performance |
| Review-heavy suppliers                   | Suppliers with visible public review footprint on Shopify, Trustpilot, or other review sources   | Gelato, Printful, Printify, Inkthreadable, T-Pop, Podbase       | Sellers who want more public proof before testing                        | Public reviews may not reflect the seller's exact product or region             |

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## Representative supplier matrix

This table is a seller-facing snapshot, not an exhaustive export of the full PODB supplier dataset.

| Supplier     | Practical positioning   | Products visible in dataset   | Integrations visible in dataset   | Fulfillment / geography notes   | Profile                |
|--------------|---|---|---|---|------------------------|
| Gelato       | Global generalist with broad integrations and strong visible review footprint | Apparel, mugs, canvas, posters, bags, phone cases, wall art, stationery                 | Shopify, WooCommerce, Etsy, Amazon, TikTok Shop, BigCommerce, Wix, Squarespace, API | Production/fulfillment footprint includes multiple regions including US, UK, EU, Canada, Japan, Australia | /vendors/gelato/       |
| Simple Print | US-oriented DTF and sublimation supplier for apparel-heavy sellers            | T-shirts, hoodies, sweatshirts, tank tops, leggings, dresses, mugs, aprons, totes, hats | Shopify, WooCommerce, Etsy  | US factory/location focus; useful for US-oriented testing   | /vendors/simple-print/ |

| Supplier      | Practical positioning  | Products visible in dataset  | Integrations visible in dataset  | Fulfillment / geography notes   | Profile                 |
|---------------|--|--|--|---|-------------------------|
| Podbase       | Product/category specialist for phone cases, mugs, posters, wall art | Mugs, posters, phone cases, wall art, laptop sleeves   | Shopify, WooCommerce, Etsy, TikTok Shop, API   | Lithuania/EU-oriented production with EU and US served countries in dataset | /vendors/podbase/       |
| Pic The Gift  | Gift and sublimation-heavy catalog                                   | Blankets, desk mats, mouse pads, ornaments, towels, mugs, canvases, pillows, wall art, tumblers, puzzles, home/gift products | Shopify, WooCommerce, Etsy, API  | US-based supplier with broad served-country list in dataset                 | /vendors/pic-the-gift/  |
| Printful      | Mature global generalist and common default comparison point         | Apparel, mugs, canvas, posters, pillows, hats, socks, phone cases, stickers, wall art, sportswear, stationery                | Shopify, WooCommerce, Etsy, Amazon, eBay, Magento, TikTok Shop, Walmart, API, and others | Broad production/served-country footprint                                   | /vendors/printful/      |
| Printify      | Marketplace-style generalist with very broad product catalog         | Apparel, mugs, posters, pillows, bags, hats, socks, phone cases, stickers, backpacks, wall art, many accessories             | Shopify, WooCommerce, Etsy, Amazon, eBay, TikTok Shop, API                               | Multiple production countries and very broad served-country list            | /vendors/printify/      |
| T-Pop         | Eco-conscious EU-oriented supplier angle                             | Apparel, mugs, posters, pillows, totes, bags, phone cases, cushions, water bottles, eco-friendly products                    | Shopify, WooCommerce, Etsy, API  | France/headquarters angle and international shipping                        | /vendors/t-pop/         |
| Inkthreadable | UK-oriented apparel and accessories supplier                         | Apparel, mugs, pillows, towels, bags, hats, socks, wall art, sportswear, eco-friendly products                               | Shopify, WooCommerce, Etsy, Big Cartel, TikTok Shop, API                                 | UK-centered supplier with domestic/international shipping                   | /vendors/inkthreadable/ |
| CustomCat     | US-centered general apparel/product supplier                         | Apparel, mugs, canvas, posters, pillows, towels, bags, hats, blankets, wall art, sportswear, footwear                        | Shopify, WooCommerce, Etsy, API  | US-based production footprint in dataset                                    | /vendors/customcat/     |
| MyDesigns     | Workflow/tool-like POD production and listing angle                  | Apparel, mugs, canvas, posters, pillows, bags, hats, phone cases, stickers, wall art, stationery, business cards             | Shopify, Etsy, Amazon, TikTok Shop, API  | US/UK-related footprint in dataset  | /vendors/mydesigns/     |

| Supplier      | Practical positioning  | Products visible in dataset  | Integrations visible in dataset                        | Fulfillment / geography notes                       | Profile                 |
|---------------|--|--|--|---|-------------------------|
| Print KK      | Large catalog supplier with broad product range                      | Apparel, mugs, canvas, posters, phone cases, bedding, footwear, flags, puzzles, sportswear, many accessories       | Shopify, WooCommerce, Etsy, eBay, Square, Walmart, API | China/Japan/US production references in dataset     | /vendors/print-kk/      |
| Interestprint | Broad catalog supplier with strong sublimation/accessory orientation | Hoodies, dresses, mugs, canvas, pillows, bags, phone cases, blankets, wall art, bedding, footwear, car accessories | Shopify, WooCommerce, Amazon, Weebly, API              | US/China/Australia production references in dataset | /vendors/interestprint/ |

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## Integration map

Use integrations as an operational filter, not as a quality ranking. A supplier can support a platform and still be a poor fit for a seller's product, price point, or shipping promise.

| Supplier      | Shopify | Etsy | WooCommerce | Amazon                | TikTok Shop           | API                   | Notes                                       |
|---------------|---------|------|-------------|-----------------------|-----------------------|-----------------------|---|
| Gelato        | Yes     | Yes  | Yes         | Yes                   | Yes                   | Yes                   | Broad multi-platform fit                    |
| Simple Print  | Yes     | Yes  | Yes         | No visible in dataset | No visible in dataset | No visible in dataset | Leaner channel set, US/apparel angle        |
| Podbase       | Yes     | Yes  | Yes         | No visible in dataset | Yes                   | Yes                   | Good fit for phone cases/wall art workflows |
| Pic The Gift  | Yes     | Yes  | Yes         | No visible in dataset | No visible in dataset | Yes                   | Gift and sublimation-heavy catalog          |
| Printful      | Yes     | Yes  | Yes         | Yes                   | Yes                   | Yes                   | Very broad integration footprint            |
| Printify      | Yes     | Yes  | Yes         | Yes                   | Yes                   | Yes                   | Broad marketplace/generalist fit            |
| T-Pop         | Yes     | Yes  | Yes         | No visible in dataset | No visible in dataset | Yes                   | EU/eco-conscious angle                      |
| Inkthreadable | Yes     | Yes  | Yes         | No visible in dataset | Yes                   | Yes                   | UK/ecommerce workflow fit                   |

| Supplier  | Shopify | Etsy | WooCommerce           | Amazon                | TikTok Shop           | API | Notes                                  |
|-----------|---------|------|-----------------------|-----------------------|-----------------------|-----|--|
| CustomCat | Yes     | Yes  | Yes                   | No visible in dataset | No visible in dataset | Yes | US-oriented apparel/general POD        |
| MyDesigns | Yes     | Yes  | No visible in dataset | Yes                   | Yes                   | Yes | Strong workflow/listing-tool adjacency |

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## Product-family map

Use product family first when the seller already knows what they want to sell. A broad supplier may be useful for testing, but a specialist can be more relevant once the product category is fixed.

| Product family              | Suppliers to compare first  | Why this group matters  |
|-----------------------------|---|---|
| T-shirts / apparel          | Printful, Printify, Gelato, Simple Print, CustomCat, Inkthreadable, T-Pop | Apparel is the default POD entry category; suppliers differ by print method, production footprint, and integration maturity |
| Hoodies / sweatshirts       | Printful, Printify, Gelato, Simple Print, CustomCat, Inkthreadable        | Heavier garments make shipping cost, production reliability, and blank quality more important                               |
| Mugs / drinkware            | Gelato, Printful, Printify, Podbase, Pic The Gift, Print KK               | Useful for Etsy and gift sellers; local fulfillment and breakage/customer experience matter                                 |
| Posters / wall art          | Gelato, Printful, Printify, Podbase, Print KK, Interestprint              | Wall art often depends on regional production, paper/canvas quality, and product range                                      |
| Phone cases                 | Gelato, Printful, Printify, Podbase, MyDesigns, Interestprint             | Product fit matters more than general POD breadth; case models and update cadence can become a constraint                   |
| Gifts / home products       | Pic The Gift, Printify, Print KK, Interestprint, Gelato                   | Stronger for personalized gifts, seasonal products, and non-apparel catalogs  |
| Eco-conscious products      | T-Pop, Inkthreadable, selected broader suppliers                          | Sustainability claims should be checked directly; use this as a shortlist, not proof  |
| Stationery / business print | Gelato, Printful, Printify, MyDesigns, Sellfy                             | Relevant for creators and small-business print workflows beyond apparel   |

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## Print-method map

Print method matters when product quality, blank compatibility, and product category are central to the business.

| Print method     | Common use cases  | Suppliers visible in current dataset examples   |
|------------------|---|---|
| DTG              | Standard apparel printing, t-shirts, hoodies            | Gelato, Printful, Printify, Inkthreadable, T-Pop, CustomCat, MyDesigns                                  |
| DTF              | Apparel, transfers, smaller-batch flexible production   | Simple Print, Printful, Printify, MyDesigns   |
| Sublimation      | Mugs, gifts, all-over print, accessories, home products | Simple Print, Gelato, Podbase, Pic The Gift, Printful, Printify, Inkthreadable, Print KK, Interestprint |
| Embroidery       | Hats, apparel, premium apparel products                 | Printful, Printify, Inkthreadable, MyDesigns  |
| Screen printing  | Apparel and higher-volume production styles             | Gelato, Printify, T-Pop, Print KK, Interestprint  |
| Digital printing | Wall art, paper goods, selected product categories      | Gelato, Podbase, Inkthreadable, Printful, Sellfy  |

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## Fulfillment and geography map

Fulfillment geography is one of the most underweighted supplier-selection criteria. Sellers often compare catalog and pricing first, then discover later that delivery expectations do not match their customer base.

| Seller need                | Supplier types to compare                             | Examples from PODB dataset  |
|----------------------------|---|---|
| US-focused apparel seller  | US production / domestic shipping options             | Simple Print, CustomCat, Printful, Printify, MyDesigns                |
| EU-focused seller          | EU production or strong EU served-country coverage    | Gelato, Podbase, T-Pop, Inkthreadable, Printful, Printify             |
| Global multi-region seller | Broad served-country and production network           | Gelato, Printful, Printify  |
| Gift / seasonal seller     | Suppliers with gift/home catalog and shipping options | Pic The Gift, Printify, Print KK, Interestprint                       |
| Product-specific seller    | Suppliers with narrow category fit                    | Podbase for phone cases/wall art; Pic The Gift for gift/home products |

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## Suggested shortlists by seller scenario

These are starting shortlists, not recommendations to use without testing.

### Etsy seller starting with apparel

Compare:

- Printful
- Printify

- Gelato
- Simple Print
- CustomCat
- Inkthreadable or T-Pop if UK/EU angle matters

Why: Etsy sellers usually need easy integration, reliable catalog, predictable production, and enough public proof before testing.

## **Shopify seller building a broader POD store**

Compare:

- Gelato
- Printful
- Printify
- MyDesigns
- CustomCat
- Inkthreadable / T-Pop depending on region

Why: Shopify sellers may care more about workflow, automation, catalog expansion, and long-term supplier backup.

## **Seller focused on phone cases or wall art**

Compare:

- Podbase
- Gelato
- Printful
- Printify
- MyDesigns
- Interestprint

Why: product-category fit matters more than broad "best POD supplier" reputation.

## **Seller focused on gifts and home products**

Compare:

- Pic The Gift
- Printify
- Gelato
- Print KK

- Interestprint
- Podbase for wall-art/phone-case adjacent products

Why: gift sellers often need product variety, personalization options, seasonal readiness, and reliable shipping.

## US seller wanting DTF / sublimation apparel options

Compare:

- Simple Print
- Printful
- Printify
- MyDesigns
- CustomCat

Why: DTF/sublimation fit and US-oriented production can matter more than broad global catalog.

## EU seller wanting regional fit

Compare:

- Gelato
- Podbase
- T-Pop
- Inkthreadable
- Printful
- Printify

Why: EU customer experience depends on production/shipping footprint and platform workflow.

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## Featured supplier snapshot

Some suppliers may be featured on PODB. Featured status does not mean a supplier is universally better. It means the supplier has a commercial or visibility relationship with PODB and should be interpreted with the same fit criteria as other suppliers.

Current featured suppliers visible in the PODB dataset:

| Supplier | Useful positioning  | Where it may fit   |
|----------|---|--|
| Gelato   | Global fulfillment, broad integrations, strong visible review footprint | Global sellers, Etsy/Shopify sellers, sellers who want broad catalog and fulfillment options |

| Supplier     | Useful positioning  | Where it may fit   |
|--------------|---|--|
| Simple Print | US-oriented DTF and sublimation supplier                    | US apparel sellers, Etsy/Shopify/WooCommerce sellers testing DTF/sublimation |
| Podbase      | Phone cases, mugs, posters, wall art, EU-oriented footprint | Product-specific sellers, phone-case/wall-art sellers, EU workflows          |
| Pic The Gift | Sublimation-heavy gift and home catalog                     | Gift sellers, seasonal products, home/decor-style POD products               |

Disclosure: PO DB may use affiliate links or commercial placements. Seller fit should still be evaluated by product, channel, geography, method, evidence, and sample-order testing.

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## What sellers should not do

Do not choose a supplier only because:

- it appears first in a list,
- it has the largest catalog,
- it has the best-known brand,
- it has an affiliate offer,
- it has the lowest advertised base cost,
- a creator says it is "the best",
- it supports the right integration but not the right product/region.

A supplier can be good and still wrong for a specific store.

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## Methodology

This market map is based on PO DB's structured supplier dataset and live export snapshot. The dataset tracks supplier names, websites, product categories, printing methods, integrations, headquarters, factory locations, served countries, shipping notes, affiliate/outbound URLs, featured flags, ranking fields, hidden flags, metadata, and public review fields where available.

The map groups suppliers by seller-relevant dimensions:

- product family,
- sales-channel integrations,
- fulfillment geography,
- print methods,
- shipping notes,

- public review footprint,
- and practical use case.

The map is not a guarantee of quality, pricing, delivery speed, support quality, or current supplier availability. Supplier catalogs, integrations, prices, production locations, and review counts change over time.

Sellers should verify current details directly with each supplier and place sample orders before committing a business workflow.

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## Disclosure

PODB may receive compensation from affiliate links or featured placements. Commercial relationships do not determine the category logic used in this market map. Featured or affiliate suppliers should still be evaluated with the same seller-fit criteria as non-featured suppliers.

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## Data freshness note

Supplier data changes frequently. Treat this map as a structured starting point, not a permanent truth source. Recheck supplier pricing, product availability, integration support, fulfillment locations, and recent reviews before making operational decisions.

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## Recommended next step

Use this map to create a shortlist of 3–5 suppliers for your specific store:

- one broad/generalist supplier,
- one product/category specialist,
- one regionally strong supplier,
- one backup supplier,
- and one supplier you can test with a small sample order.

Then compare the real sample experience: product quality, production time, shipping time, packaging, tracking, support, and final landed cost.