

Printify

TIKTOK SHOP

Q4 SALES GUIDE



**The print-on-demand playbook for what to
sell, when to list, and how to get found this
holiday season**

How to use this guide

This guide breaks down what actually sold on TikTok Shop during the 2025 holiday season and how to turn that into a Q4 plan for your own shop for 2026.

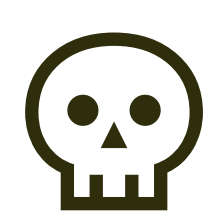
Who this is for

Print-on-demand (POD) merchants selling on TikTok Shop, whether you’re listing your first holiday product or refining a store you’ve run for years.

What’s inside

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Q4 shopping events at a glance



Halloween — October 31

Halloween shoppers plan their looks and decorations weeks out because the preparation is half the fun.

Shopping window: 49% of Halloween shoppers begin in September or earlier

Top-selling categories: Costumes and apparel, decorations, candy

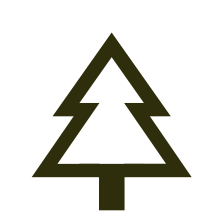


Thanksgiving weekend — late November

Holiday shoppers who were browsing in October start buying because the discount is now-or-never.

Shopping window: Thanksgiving kicks off the five-day holiday shopping weekend — Black Friday is the top single day, followed by Cyber Monday

Top-selling categories: Clothing and accessories, toys, books, and media



Christmas — December 25

Christmas runs on tradition and the feeling that the people you love deserve something thoughtful.

Shopping window: 42% start before November, but **60%** won't wrap up until December — the longest buying window of any Q4 event

Top-selling categories: Clothing and accessories, gift cards, toys, food, home decor

26%

of TikTok users bought — or plan to buy — a holiday gift they first found on TikTok, making it one of the few platforms where browsing and buying happen in the same session.

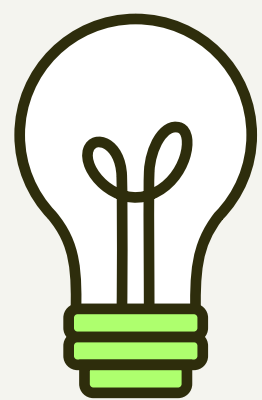


What’s selling on TikTok Shop this Q4?

We dug into what actually sold across Printify merchant stores on TikTok Shop last holiday season. These are the categories and products that generated the most money for sellers — starting with the top performers.

10 best-selling products

	01 <u>Wrapping Papers</u>		06 <u>Desk Mat</u>
	02 <u>T-shirt — Gildan 5000</u>		07 <u>Scented Soy Candle, 9oz</u>
	03 <u>Wall Calendars (Blank)</u>		08 <u>Woven Blanket</u>
	04 <u>T-shirt — Comfort Colors® 1717</u>		09 <u>Desktop Calendar</u>
	05 <u>Sweatshirt — Gildan 18000</u>		10 <u>Hoodie — Gildan 18500</u>



Key takeaway

T-shirts still anchor most print-on-demand catalogs on TikTok Shop, but wrapping paper, calendars, and desk mats show that the holiday earning opportunity extends well beyond apparel.

The deep dives on the following pages break down the products worth building your Q4 catalog around by variants and what’s most impactful on TikTok Shop.

T-shirts work for every Q4 occasion, from Halloween to Christmas

T-shirt content performs well in “get ready with me” content for Halloween and in gift-reveal videos for Christmas. Personalized designs like matching family sets and custom-name tees give creators a natural visual hook, where the product speaks for itself.

Top-selling t-shirts			
	<u>Gildan 5000</u>	<u>Comfort Colors® 1717</u>	<u>Gildan 64000</u>
Best for	High-volume seasonal listings	Premium streetwear aesthetics	Lightweight everyday wear
Starting price	From \$9.50	From \$12.41	From \$9.88
Average selling price	\$20.99–\$27.99	\$25.99–\$36.99	\$21.99–\$30.99
Decoration methods	Direct-to-garment (DTG), embroidery	DTG, embroidery	DTG
Colors	70	55	64
Sizes	S–5XL	S–4XL	XS–5XL
Fabric	100% cotton (solid colors)	100% ring-spun cotton	100% ring-spun cotton (solid colors)
Fabric weight	5.3 oz/yd²	6.1 oz/yd²	4.5 oz/yd²

Prices, colors, and sizes shown are based on Printify Choice. Actual availability may vary depending on your Print Provider.

Design ideas

		
Halloween Costume-adjacent graphics, bold typography, character illustrations, dark color palettes	Thanksgiving Christmas-themed and personalized designs for early gift buyers; evergreen designs for BFCM deal-seekers	Christmas Classic holiday graphics, funny and sarcastic sayings, personalized designs (names, photos, custom messages)

Sweatshirts and hoodies are Q4's most weather-appropriate apparel

Sweatshirts and hoodies lend themselves to cozy fall and winter content. Morning routines, OOTD videos, and fall aesthetic posts are enough to drive discovery from October onward.

Top-selling sweatshirt and hoodie		
	<u>Gildan 18000</u>	<u>Gildan 18500</u>
Starting price	From \$17.87	From \$21.58
Average selling price	\$31.08–\$44.99	\$26.98–\$47.99
Decoration methods	DTG, embroidery	DTG, embroidery
Colors	37	32
Sizes	S–5XL	S–5XL
Fabric	50% cotton, 50% polyester (solid colors)	50% cotton, 50% polyester (solid colors)
Fabric weight	8.0 oz/yd ²	8.0 oz/yd ²

Prices, colors, and sizes shown are based on Printify Choice. Actual availability may vary depending on your Print Provider.

Design ideas



Ugly Christmas sweater graphics

Reindeer in sunglasses, clashing plaid, oversized pixelated trees — the louder the better



Collegiate aesthetics

Varsity arch text and athletic layouts with a seasonal twist, like “North Pole Athletics,” or “Santa’s Workshop Est. 1 AD”



Cozy minimalist

Clean typography and subtle holiday motifs in neutral tones — designs buyers will still reach for in January

Kids’ clothing sells when the whole family matches

Kids’ clothing in Q4 splits across two buyer types: gift-givers shopping for a child on their list, and parents pulling together a coordinated family look for Christmas. Side-by-side family-matching shots do the selling naturally — the visuals alone are enough to make viewers want the whole set.

Top-selling kids’ clothing item	 <u>Gildan 5000B</u>
Starting price	From \$6.98
Average selling price	\$14.99–\$22.99
Decoration methods	DTG
Colors	27
Sizes	XS–XL
Fabric	100% cotton (solid colors)
Fabric weight	5.3 oz/yd ²

Prices, colors, and sizes shown are based on Printify Choice. Actual availability may vary depending on your Print Provider.

Design ideas



Novelty holiday graphics

Santa, reindeer, elves, and Christmas trees — broad appeal for gift-givers who want something festive and fun



Illustrated storybook aesthetics

Whimsical hand-drawn characters, soft color palettes, and fairy-tale holiday scenes



Kid-specific role humor

Give kids a holiday character to play, such as “Little Elf,” “Santa’s Favorite,” or “Nice List”

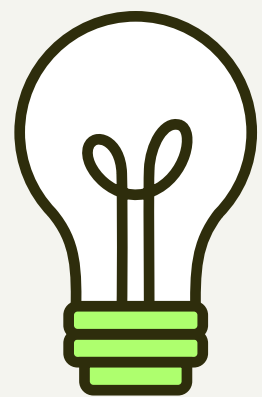
Best-selling apparel colors and sizes for Q4

Use these rankings as a guide to decide which variants to list first and feature in your listings.

10 best-selling apparel colors



9 best-selling apparel sizes



Key takeaway

Neutrals do the heavy lifting — black, white, and sand work across every product and event, with red and forest green worth adding for Christmas. On sizes, L, XL, and M lead, but demand runs all the way through 5XL and XS — listing the full size range means no buyer gets left out.

Round out your Q4 catalog with wrapping paper

Satisfying wrap-along videos, gift-reveal moments, and wrapping tips and tricks make this one of the most naturally shareable print-on-demand products on TikTok — no hard sell needed.

Top-selling wrapping paper  Wrapping Papers	
Starting price	From \$8.06
Average selling price	\$13.99
Decoration method	Digital printing
Sizes	30" x 36", 30" x 72", 30" x 180"
Paper	90 gsm fine art paper, one-sided print
Finish	Matte or glossy

Prices and sizes shown are based on Printify Choice. Actual availability may vary depending on your Print Provider.

Design ideas



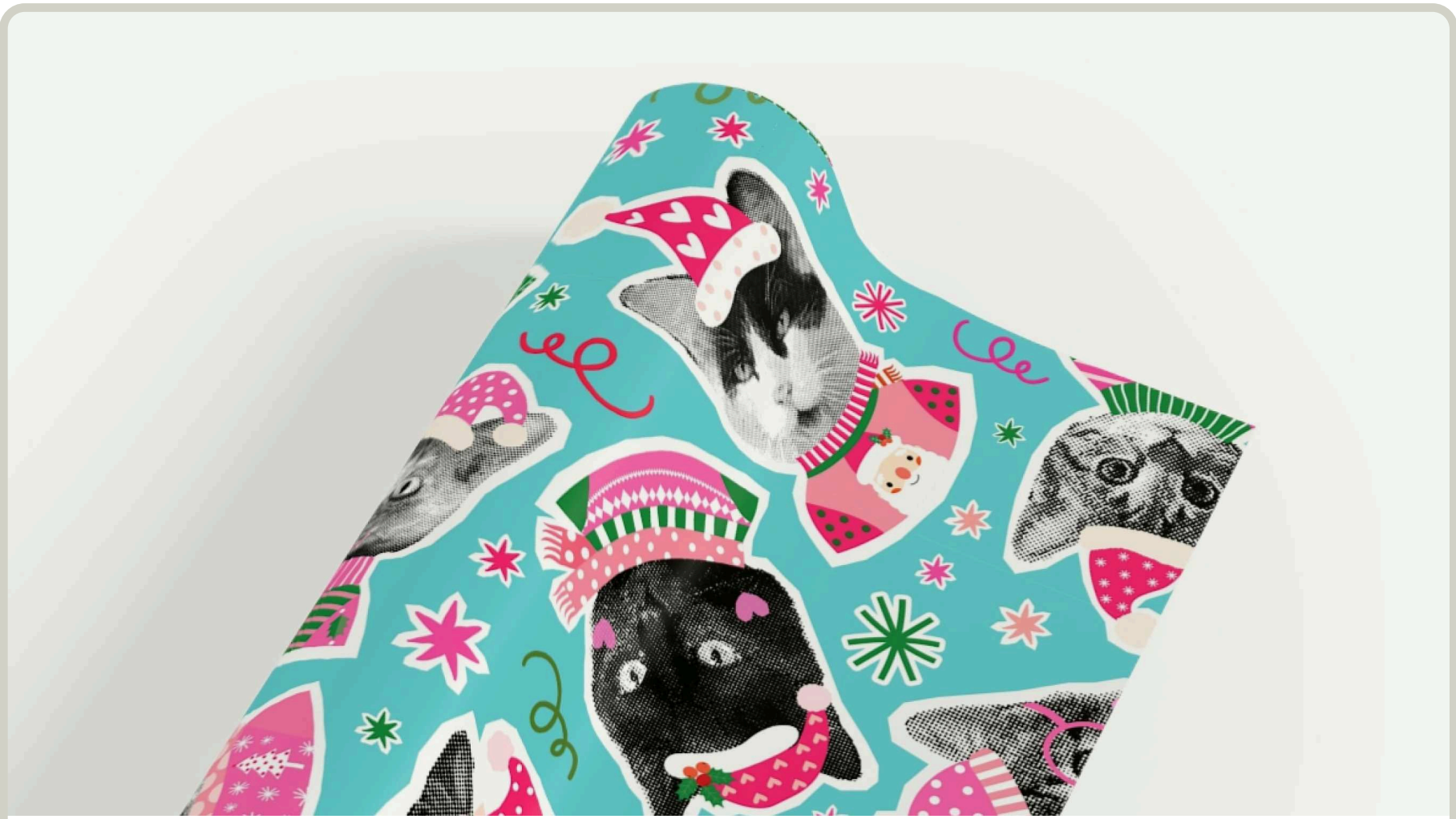
Minimalist holiday designs

Think clean lines and simple motifs in red, green, and gold for buyers who want something understated rather than festive



Classic holiday patterns

Plaid, stripes, Santa, reindeer, and snowflakes are consistent performers across all Christmas buyer types



Novelty and gag designs

Awkward family portraits, ironic patterns, and joke gift wrapping make a natural fit for the humor-forward content culture on TikTok

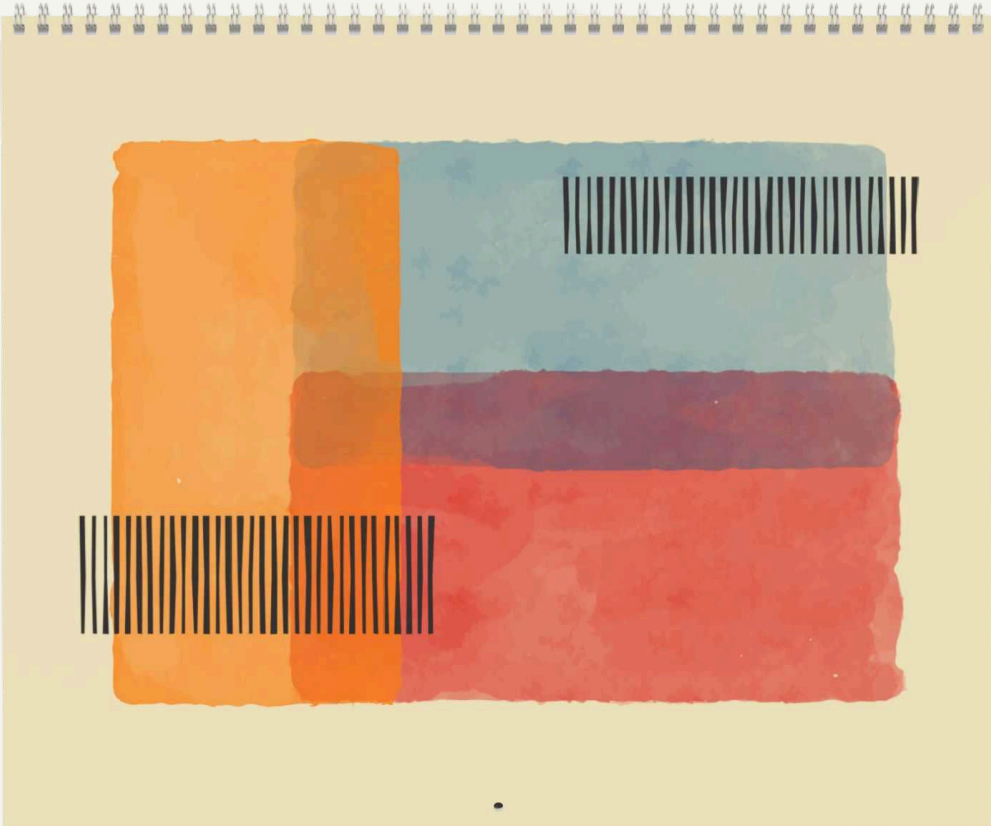
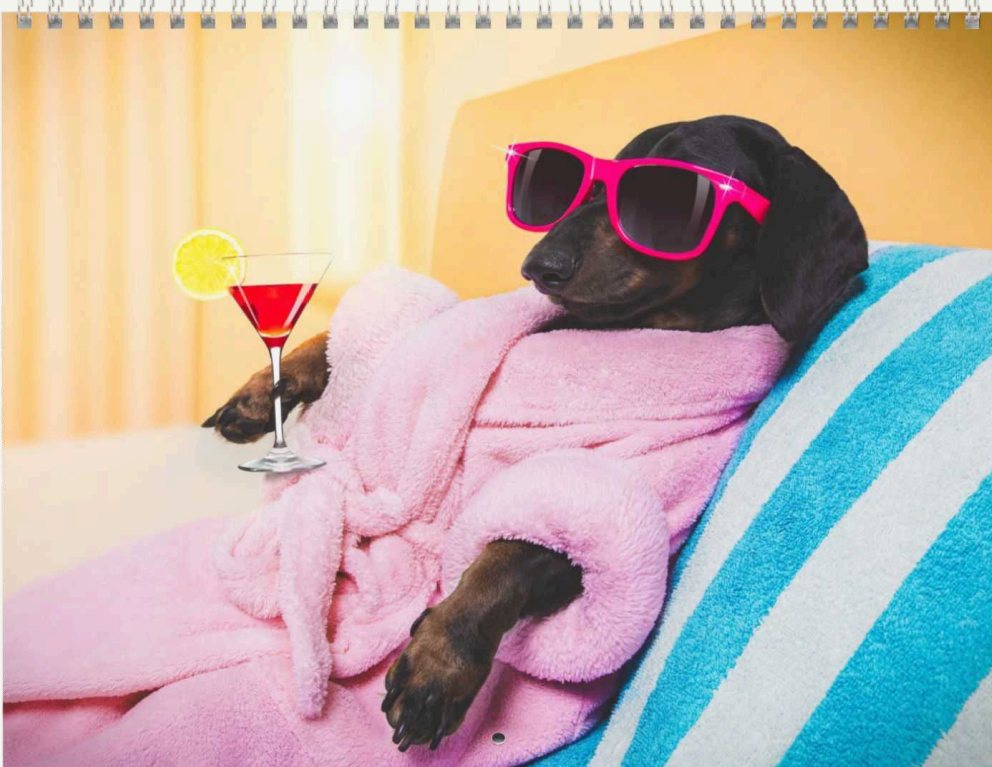
Calendars – a Christmas gift that extends into the new year

Calendar content works well in gift-idea videos and “what to get someone who has everything” roundups. As a new year purchase, calendars tend to attract gift-buyers from November onward — listing in October puts you in front of that wave before December demand peaks.

Top-selling calendars			
	<u>Wall Calendars (Blank)</u>	<u>Desktop Calendar (Blank)</u>	
	Best for	Statement gifts and year-round wall display	Desk-friendly gifts and lower price points
	Average selling price	\$19.99–\$22.99	\$13.99
	Starting price	From \$10.47	From \$6.43
	Decoration method	Digital printing	Digital printing
	Sizes	11" x 8.5", 14" x 11.5"	10" x 5"
	Paper	High-quality paper stock, spiral-bound, hanging hole	270 gsm, spiral-bound at top

Starting prices and sizes vary by Print Provider.

Design ideas

		
Hand-drawn or graphic art styles	Personalized photo calendars	Humor and niche interest
A good fit for artists who want to turn their work into a product their audience can display year-round	A top Christmas gifting angle — mix candid shots with themed monthly layouts, or go funny.	Dogs, astrology, sports teams, pop culture — a strong gifting angle for buyers who know the recipient.

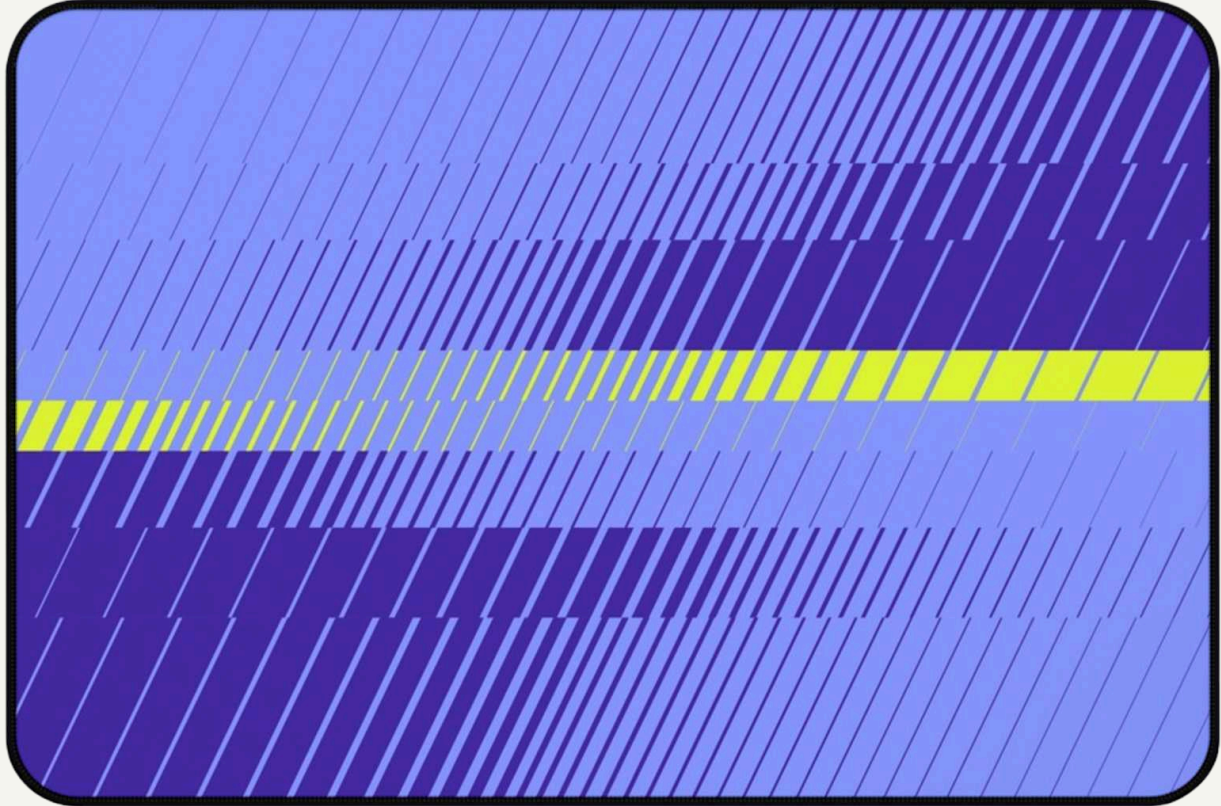
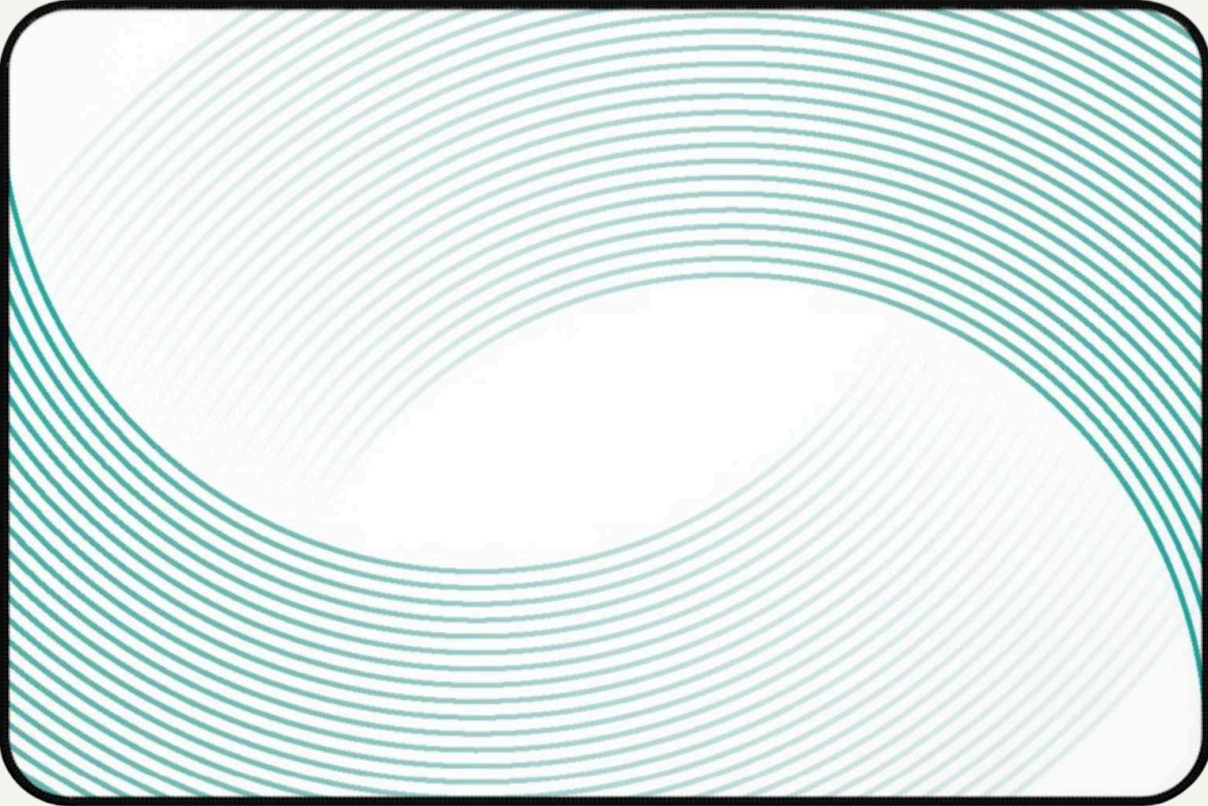
Desk mats are Q4's go-to gift for the home office crowd

Satisfying workspace setup videos have a way of making viewers want to recreate the whole thing, desk mat included. This print-on-demand product also tops the shopping lists for coworker and home-office gifts.

Top-selling desk mat	
	<u>Desk Mat</u>
Best for	Home office and gaming setup gifts
Starting price	From \$10.47
Average selling price	\$24.99
Decoration method	Dye sublimation
Sizes	12" x 18", 12" x 22", 16" x 32"
Material	3mm neoprene, anti-slip backing, hemmed edges

Starting prices and sizes vary by Print Provider.

Design ideas

		
Gaming and setup aesthetics Dark colorways, RGB-adjacent motifs, gaming culture references	Minimal workspace Clean typography, neutral tones, subtle patterns — for buyers who want a desk upgrade that doesn't clash with their setup	Personalized designs Names and initials make a strong gifting angle for partners and coworkers

Stock cozy candles for fall, festive ones for Christmas

From Apple Harvest to celebrate fall to Christmas Warmth for the holidays, candles are one of the few POD products with a distinct selling angle for each part of Q4.

Top-selling candles			
	<u>Scented Soy Candle 9oz</u>	<u>Scented Soy Candle (Multi-Size, Amber Jar)</u>	<u>Scented Candles, Coconut Apricot Wax</u>
Best for	The widest scent range in one listing	A lower-cost starter candle	Selling both amber and clear vessels
Starting price	From \$13.29	From \$9.66	From \$9.18
Average selling price	\$22.99	\$15.99–\$17.99	\$19.99–\$23.99
Scents	12 scents	8 scents	9 scents
Sizes	9oz	4oz, 9oz	4oz, 9oz
Vessel	Glass jar	Amber glass jar	Amber or clear glass jar
Wax	Natural soy wax blend	Natural soy wax blendv	Coconut apricot wax

Starting prices, sizes, and scents vary by Print Provider.

Top-selling scents

1. White Sage and Lavender
 2. Christmas Warmth
 3. Cinnamon Vanilla
 4. Clean Cotton
 5. Apple Harvest
6. Unscented
 7. Coconut Cream + Cardamom
 8. Sea Salt + Orchid
 9. Peppered Passionfruit
 10. Vanilla Bean

Design ideas



Minimal botanical

Hand-lettered or illustrated labels with botanicals, herbs, or nature motifs



Personalized labels

Names, short messages, or custom artwork — strong Christmas gifting angle



Seasonal minimalist

Simple holiday motifs in muted tones like sage, cream, and dusty rose

Blankets – a cozy, no-brainer gift for almost anyone on the list

Blankets photograph well in lifestyle settings — draped over a couch or folded by a fireplace — making them a natural fit for creator- and user-generated content.

Top-selling blankets			
	<u>Woven Blanket</u>	<u>Velveteen Plush Blanket</u>	<u>Sherpa Fleece Blanket</u>
Best for	A textured, heritage-feel keepsake	A lower-cost entry into blankets	A plush sherpa-backed upgrade
Starting price	From \$28.26	From \$13.24	From \$24.29
Average selling price	\$39.99	\$34.99	\$43.99
Decoration method	Weaving	Dye sublimation	Dye sublimation
Sizes	52" x 37", 60" x 50", 80" x 60"	30" x 40", 50" x 60", 60" x 80"	30" x 40", 50" x 60", 60" x 80"
Fabric	100% cotton, woven design	8.85 oz/yd ² polyester, velveteen finish	Polyester with sherpa backing
Print	Woven into fabric, front side	One-sided	One-sided

Starting prices and sizes vary by Print Provider.

Design ideas



Holiday patterns

Snowflakes, Fair Isle-inspired geometric repeats, and winter botanicals that read as seasonal without being overtly Christmas



Cozy minimalist

Simple typography, subtle seasonal motifs, or neutral tones for something they'll keep on the couch through January



Pet illustrations

Cute dogs, cats, and wildlife in a cozy or winter setting — a strong gifting angle for animal-loving households

Mugs – the go-to white elephant and coworker gift

From corporate Christmas events to “I had no idea what to get you” moments, mugs are one of the most giftable non-apparel products. They’re also one of the more price-competitive print-on-demand categories — it’s best to list more designs for more people, not fewer designs at a higher price.

Top-selling mugs				
	<u>Ceramic Mug (11oz, 15oz)</u>	<u>Accent Coffee Mug (11, 15oz)</u>	<u>Colorful Mugs (11oz, 15oz)</u>	
	Best for	Bulk gift sets and high-volume listings	A budget-friendly step up to colored handles	The widest color range with a glossy ORCA finish
	Starting price	From \$4.93	From \$6.25	From \$7.71
	Average selling price	\$11.99	\$12.99–\$16.99	\$12.99–\$19.99
	Decoration method	Dye sublimation	Dye sublimation	Dye sublimation
	Colors	White	9 accent colors	12 accent colors
Sizes	11oz, 15oz	11oz, 15oz	11oz, 15oz	
Material	White ceramic	Ceramic	Glossy ceramic, ORCA coating	

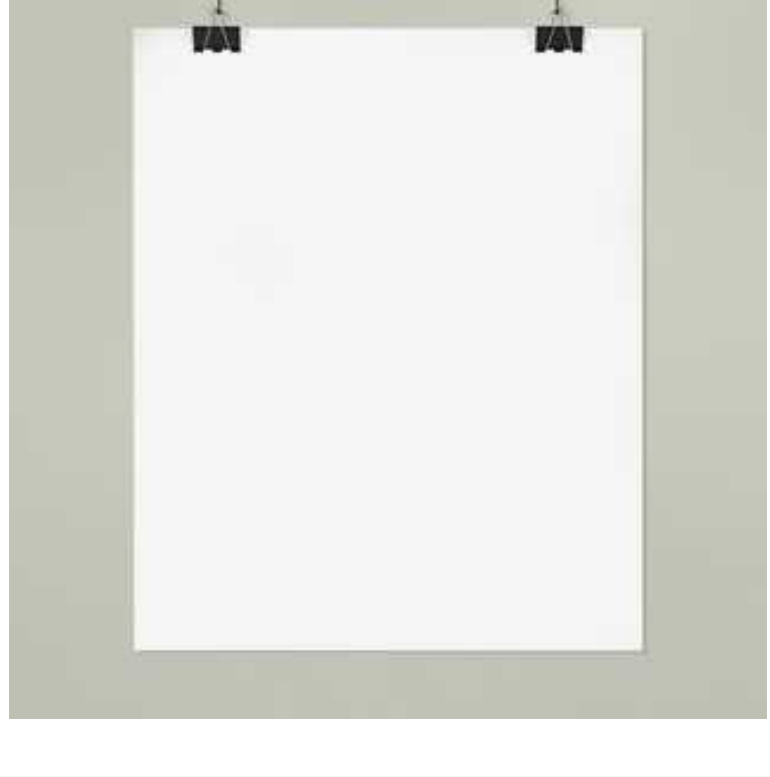
Starting prices and sizes vary by Print Provider.

Design ideas

		
Occupational humor	Family roles	Gag gifts
Buyers searching “gift for teacher” or “nurse Christmas gift” are already in purchase mode	Dad, grandma, best friend, “world’s okayest” anything — broad appeal across every buyer type	Awkward office humor, ironic sayings, intentionally terrible advice

More products that tap into Q4 seasonal demand

These low-competition products also benefit from seasonal demand in Q4. They’re all about gifting something personal, functional, or fun beyond the usual apparel and home staples.

	Product	Why it works	Design ideas
	<u>Car magnets</u>	Novelty gifts for car enthusiasts, new drivers, or the family’s designated bad driver	“Honk if…” slogans, zodiac signs, custom names
	<u>Ornaments</u>	Keepsake buyers hold onto year after year, marking milestones	Baby’s first Christmas, family names, portrait illustrations
	<u>Can coolers</u>	Easy add-on gifts for tailgates, parties, and stocking stuffers	Occupational humor, family roles, holiday patterns
	<u>Kiss-cut stickers</u>	Steady year-round seller and a low-cost impulse buy	Workplace humor, motivational quotes, hobby-related designs
	<u>Pet bandanas</u>	Growing gifting category for pet-owning households	Holiday patterns, “my first Christmas,” pet names
	<u>Round border photo pendant</u>	A timeless piece that turns any design into a wearable gift	Monogram initials, birthstone colors, portraits
	<u>Posters</u>	Versatile wall art that suits nearly any niche	Motivational quote prints, movie and music fan art, gallery-wall sets
	<u>Phone cases</u>	Everyday product with strong personalization demand	Names or initials, patterns, matching cases for couples

Q4 holiday campaign timeline

This holiday shopping timeline works backward from each event date, so you know the latest date to complete each stage without missing the sales window.

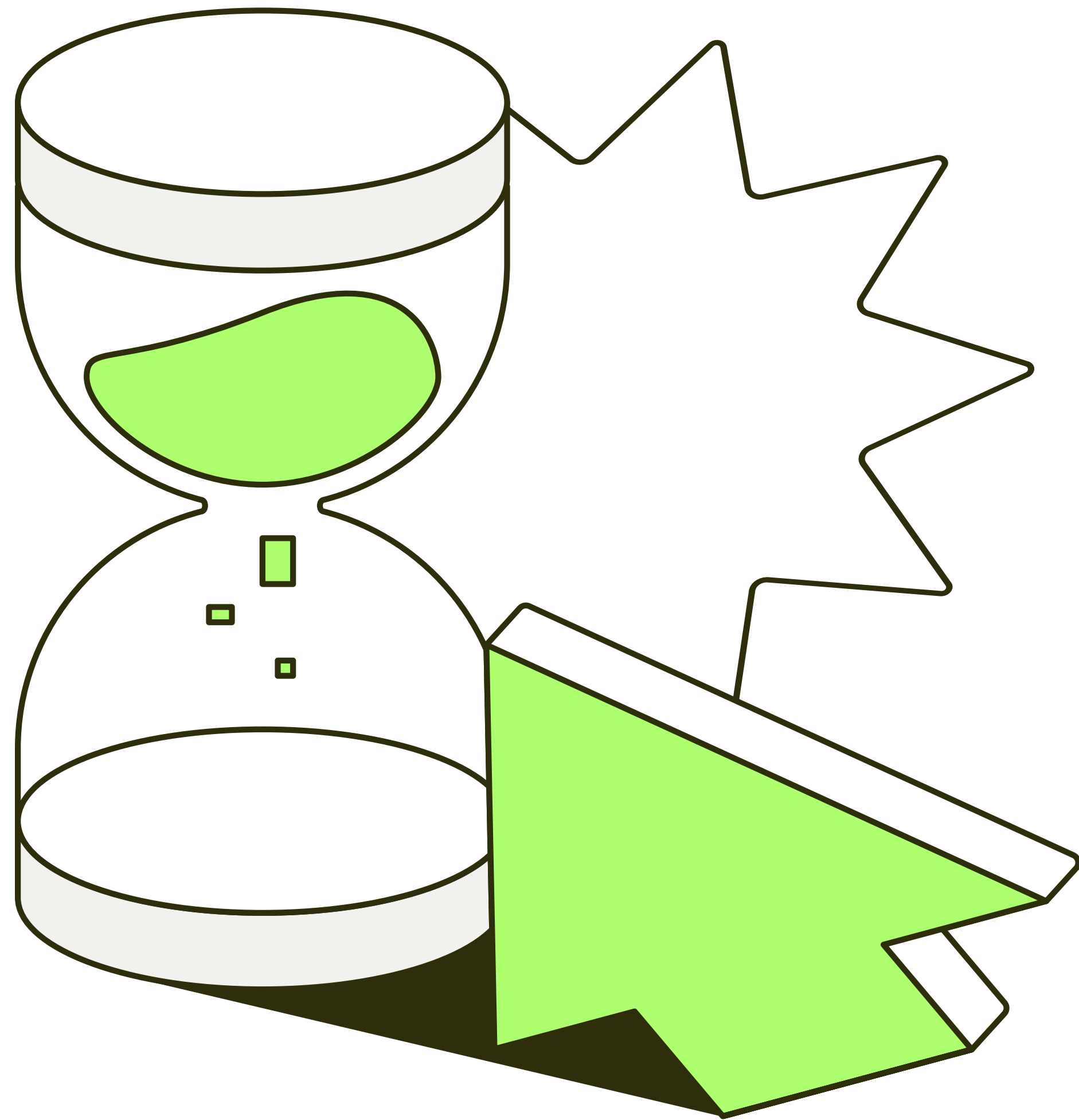
Stage	Halloween	Thanksgiving	Christmas
Design lock	14 weeks before (mid-July)	13 weeks before (late August)	10 weeks before (mid-October)
Sample order	13 weeks before (late July)	12 weeks before (early September)	9 weeks before (late October)
Listings published	12 weeks before (early August)	11 weeks before (mid-September)	8 weeks before (early November)
Ad and creator kickoff	6–10 weeks before (late August to mid-September)	4–9 weeks before (late September to late October)	6 weeks before (mid-November)
Order window closes	2 weeks before (mid-October)	1 week before (mid-November)	3 weeks before (early December)

- ➔ **Design lock:** All designs are finalized and ready for production
- ➔ **Sample order:** Order physical samples to check print quality before listings go live
- ➔ **Listings published:** Products are live on TikTok Shop with optimized titles, descriptions, search keywords, and mockups
- ➔ **Ad and creator kickoff:** Paid ads go live, and creator briefs go out — content needs time to gain traction before the peak sales window hits
- ➔ **Order window closes:** The last date buyers can realistically order and receive their product before the event



Important!

The last date Print Providers can guarantee delivery by December 25 varies by Provider. Check our [Network Fulfillment Status](#) page for the most current cutoff dates. Communicate cutoffs clearly to manage buyer expectations and reduce disputes.



TikTok Shop content ideas for Q4

Great TikTok Shop content rarely looks like an ad. These formats give you and your affiliate creators a natural way to feature your print-on-demand products.

Content idea	Potential products
“What I got my [person]” gift haul	Mugs, desk mats, candles
Get ready for the Halloween party	T-shirts, sweatshirts
Cozy fall/winter morning routine	Sweatshirts, hoodies, blankets, mugs
Matching family pajama reveal	Kids’ clothing, t-shirts, sweatshirts, hoodies
White elephant/secret Santa unboxing reaction	Mugs, ornaments, desk mats, calendars
Gift wrapping tutorial	Wrapping paper
Candle burn and scent review	Candles
Desk makeover/setup refresh	Desk mats
Flipping through next year’s calendar	Calendars

Popular Q4 hashtags

Christmas:

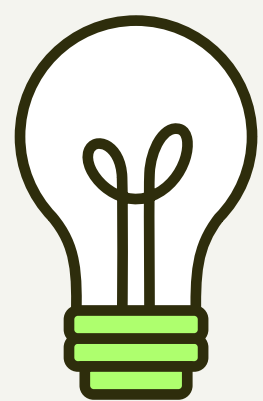
#christmasgiftforkids,
#christmastiktok,
#christmasgiftideas,
#christmasvibe,
#christmasgiftreaction,
#secretsanta,
#tiktokshopchristmas

Halloween:

#halloween,
#halloweencostume,
#spookyseason,
#halloweendecor,
#halloweenideas

Thanksgiving:

#thanksgivingideas,
#friendsgiving,
#blackfridaydeals,
#cybermonday,
#familythanksgiving



TikTok Shop content tips

- ➔ **Offer samples:** Creators make better content when they’ve held the product — and you’ll catch quality issues before they reach a buyer.
- ➔ **Give creators an angle, not a script:** They know their audience better than you do, so let them deliver the message their own way.
- ➔ **Encourage customer UGC:** A post-purchase insert or follow-up message asking buyers to tag your shop turns happy customers into free content.
- ➔ **Repurpose everything:** Seller-filmed content can live on your shop account, in TikTok ads, and as testimonials on your product listings.

TikTok Shop Q4 SEO and keyword strategy

82%

of users discover new brands on TikTok Shop.

When someone searches for a keyword, the algorithm matches listings that fit their intent, making your title and description the difference between showing up and staying invisible.

Find your TikTok Shop keywords in Seller Center

Keyword Rankings

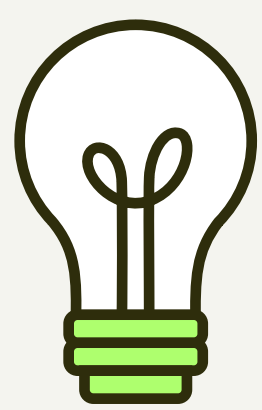
Analytics » Shop » Search » Keyword Rankings: the highest-demand search terms for the product categories you sell in

Product Opportunities

Products » Product Opportunities: match your existing catalog against popular keywords, hashtags, and seasonal terms

Improve Listing Quality

Products » Manage Products » Improve Listing Quality » Optimize: title and description recommendations for better visibility



Where should these keywords go?

→ Product title

TikTok Shop recommends this format: Brand + product type + key features + size or quantity

Example: “Comfort Colors Christmas Sweatshirt for Teachers, Unisex Crewneck, Sand, L”

→ Product description

Lead with your main keyword and the buyer’s need in the first two sentences, then work secondary terms in naturally. Aim for at least 500 characters and include measurements, care instructions, and anything a gift buyer needs to know.



Keep your TikTok Shop listing titles compliant

Do	Don't
Capitalize the first letter of each word Use numerals and abbreviations (2, oz, in) Describe the product clearly Keep it between 25 and 200 characters	Use ALL CAPS Add symbols or special characters Use “Bestseller,” “TikTok Exclusive,” “20% off,” or “free shipping” Repeat words (“Christmas gift Christmas sweater Christmas present”)

New seller resources

<u>TikTok US Academy</u> Browse policies, courses, and articles	<u>Lark x TikTok Seller Community Group</u> Run by TikTok
<u>US TikTok Shop Seller Growth Playbook</u> From TikTok	<u>Printify TikTok Shop Success Blueprint</u> Built from interviews with top Printify TikTok sellers
<u>Printify Help Center</u> Guides and troubleshooting	<u>Printify YouTube channel</u> Guides for TikTok Shop
<u>Printify Sellers Club</u> Learn from top TikTok Shop mentors	<u>Printify POD Rockstars</u> Engage with top POD sellers on Printify
<u>TikTok Resources</u> Check out a selection of TikTok Resources our team has put together for building a successful POD business on TikTok Shop.	

Partner discounts

Make the most of our exclusive partner offers for Printify merchants.

Fiverr	Kalodata
20% off your first order with Fiverr Hire designers or UGC creators Promo code: PRINTIFY26	10% off your subscription Use Kalodata for product, content, and affiliate research Promo code: PRINTIFY10

Methodology and sources

How we built this guide

- ➔ The product and variant rankings in this guide are based on Printify’s internal TikTok Shop sales data over the 2025 holiday period. Categories and products are ranked by actual sales performance — not editorial picks or paid placement.
- ➔ Design directions, content ideas, and listing recommendations are based on Printify editorial analysis and general category knowledge, not sales data. They’re starting points to adapt to your own products and audience.

External sources

- ➔ Consumer shopping behavior, spending figures, and holiday timing data are drawn from the National Retail Federation (NRF) and Prosper Insights & Analytics, 2025
- ➔ TikTok Newsroom and TikTok Shop Academy, 2025–2026
- ➔ Product specifications and pricing reflect the Printify Catalog at the time of writing and may change. All pricing shown is based on Printify Choice.

