SAMPLE REPORT · E-COMMERCE PRODUCT AND MARKET RESEARCH

Which print-on-demand apparel should you launch next?

Demand, competition, price bands and margin for women's fashion on Etsy and Shopify

Sample report built from research for our own stores.
Real data, real numbers; supplier details removed.

Prepared by
Gergely Racz
LeadFlow Automation

Web
leadflowautomation.net

Data window
Feb – Oct 2026
1,760 Google Shopping listings

Scope
18 products · 9 niches
women's apparel, US market

EXECUTIVE SUMMARY

Five products to launch, three to stop chasing

18 women's print-on-demand products, 9 aesthetic niches, ranked on demand, live prices and unit economics.

1,760
live Google Shopping listings read across 15 product searches

18
catalog products scored on demand, competition, price and margin

136,300
monthly searches for the cropped top, yet it nets -5%: volume alone misleads

$55
price the Art Nouveau niche accepts for skirts and dresses, with near-zero AOP competition

Top 5 product opportunities

1 — Quarter-zip sport shirt — score 61 / 100
Cold-season product (searches peak Oct to Mar) with only medium competition. Planned price is half the Google Shopping mid-point and it still carries the best net margin of all 18 products.
8,100 searches/mo · medium competition · Google $27–$140 (mid $70) · planned $34.99 · net margin 21%

2 — Midi dress — score 58 / 100
The hero product: the largest demand pool of any item that clears a 10% net margin. Competition is high, so the design niche (dark floral, gothic) does the differentiating, not the garment.
61,600 searches/mo · high competition · Google $27–$125 (mid $55) · planned $39.99 · net margin 11%

3 — Short sweatshirt suit — score 58 / 100
Matching-set searches are the biggest single pool in the study. Priced under the Google mid-point; discounting is heavy in this category, so hold the price floor.
51,000 searches/mo · high competition · Google $20–$90 (mid $45) · planned $34.99 · net margin 14%

4 — Sleeveless blazer vest — score 58 / 100
Dark academia is the one niche rated low competition. Low search volume, but a healthy margin and a wide price band ($25 to $100) to price into.
7,600 searches/mo · low competition · Google $25–$100 (mid $50) · planned $39.99 · net margin 16%

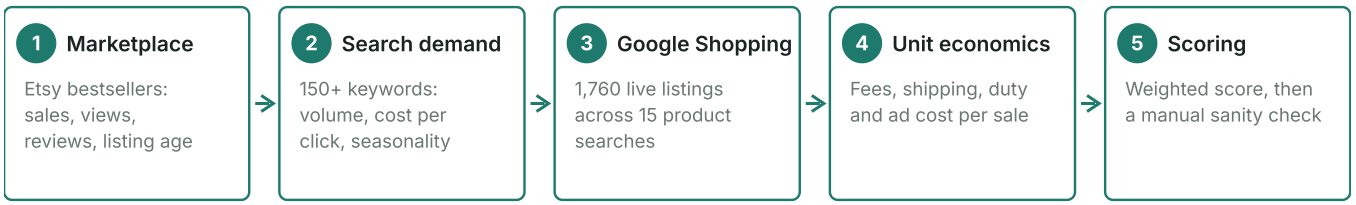
5 — Long-sleeve outerwear jacket — score 58 / 100
Same low-competition dark-academia lane as the vest, and a Google band reaching $130. A natural bundle partner for the vest.
6,600 searches/mo · low competition · Google $25–$130 (mid $55) · planned $34.99 · net margin 15%

> **The finding that changes the plan.** The two highest-volume products (cropped top and V-neck tee, about 135,000 searches each) lose money or break even once marketplace fees, shipping, duty and ad cost are counted. The order that makes money is not the order that gets searched.

Score = 35% demand, 30% net margin, 20% competition, 15% price headroom (method on page 3). Net margin is after marketplace fees, shipping and import duty (mid-case scenario), before advertising.

METHOD

How the opportunities were found and scored



How the data was collected

- **Marketplace listing scrape.** Bestseller and competitor listings per search term: monthly sales, views, conversion rate, review count, listing age, price. 20 dress and skirt competitor listings and 25+ listings in hoodie and set categories were profiled.
- **Search demand.** Monthly volume, cost per click and 12-month seasonality for 150+ keywords, split by Google and Etsy search where the data allowed.
- **Google Shopping price bands.** 1,760 live listings pulled on 2 October 2026 (US, desktop), 120 per search; low, 25th percentile, median, 75th percentile and high prices per product type.
- **Unit economics.** Per product: retail price, marketplace fee, shipping, import duty under three tariff scenarios, and ad cost per sale at 1.5% and 2% conversion.
- **Design screening.** Each design checked for format fit (all-over print needs edge-to-edge density), palette, and audience fit before it counts as launch-ready.
- **Review pass.** A second look at every first-round verdict against the live search results. Several verdicts were reversed (page 9).

Scoring model

Each product receives a 0–100 opportunity score. Every input is a measured number from the study; the weights are a judgement call and are easy to change for a different business.

COMPONENT	WEIGHT	INPUT	SCALING
Demand	35%	Combined monthly searches for the product's keywords	Log scale, 3,000 = 0 to 140,000 = full marks
Net margin	30%	Margin after fees, shipping, duty (mid-case), before ads	25% or more = full marks
Competition	20%	Competition level of the product's main niche	Low 1.0 · Medium 0.6 · Medium-High 0.4 · High 0.25
Price headroom	15%	Planned retail price versus Google Shopping mid-point	Cheaper than mid-point scores higher

From 12 categories to 5 products

Round 1: category screen (Feb 2026)

12 non-apparel and apparel ideas scored on volume, margin, competition and automation fit. Top five: phone cases (95), tapestries (91), tote bags (88), mugs (85), throw blankets (82). Combined demand across all 12: 250,000+ searches a month.

Round 2: apparel deep dive (Feb to Oct 2026)

Hoodies, dresses and skirts, leggings and joggers, then an 18-product women's catalog across 9 niches. This report covers round 2, because apparel is where a store can differentiate on design.

Limits: search volumes are monthly averages from third-party keyword data; Etsy sales figures are estimates from marketplace analytics and skew conservative; costs and duty change with supplier and tariff policy.

OPPORTUNITY SCORING

All 18 products, ranked

#	PRODUCT	SEARCHES/MO	COMPETITION	GOOGLE BAND	OUR PRICE	NET MARGIN	SCORE
1	**Quarter-zip sport shirt**	8,100	Medium	$27–$140 mid $70	$34.99	21%	61
2	**Midi dress**	61,600	High	$27–$125 mid $55	$39.99	11%	58
3	**Short sweatshirt suit**	51,000	High	$20–$90 mid $45	$34.99	14%	58
4	**Sleeveless blazer vest**	7,600	Low	$25–$100 mid $50	$39.99	16%	58
5	**Long-sleeve outerwear jacket**	6,600	Low	$25–$130 mid $55	$34.99	15%	58
6	**Wide-leg trousers**	41,800	High	$15–$55 mid $30	$29.99	17%	56
7	**Stretch casual pants**	41,800	High	$19–$79 mid $41	$49.99	16%	52
8	**Sleeveless cropped top**	136,300	High	$10–$40 mid $20	$14.99	-5%	51
9	**V-neck tee**	135,000	High	$10–$40 mid $22	$19.99	2%	51
10	**Wide-leg jumpsuit**	10,320	Medium-High	$25–$103 mid $55	$44.99	18%	51
11	**Long-sleeve dance dress**	3,890	Low	$30–$100 mid $55	$49.99	16%	51
12	**Cami home suit**	32,900	High	$15–$60 mid $30	$29.99	7%	42
13	**Bell-sleeve sheer dress**	23,300	High	$20–$95 mid $40	$24.99	3%	41
14	**T-shirt and shorts suit**	18,580	High	$18–$70 mid $35	$39.99	12%	41
15	**Side-split skirt**	6,280	High	$18–$75 mid $35	$29.99	13%	37
16	**Loose cami jumpsuit**	4,600	High	$20–$80 mid $45	$34.99	13%	36
17	**Long chiffon skirt**	9,880	High	$15–$65 mid $30	$24.99	6%	33
18	**Lace-trim tie-back top**	9,500	Medium	$12–$50 mid $25	$19.99	-3%	33

Reading the table. Teal rows are the top five. Net margin is before advertising, so anything under about 10% (shown in red) cannot absorb paid traffic. Price band is the low-to-high range of live Google Shopping prices for the closest product search; mid is the median.

What the model rewards

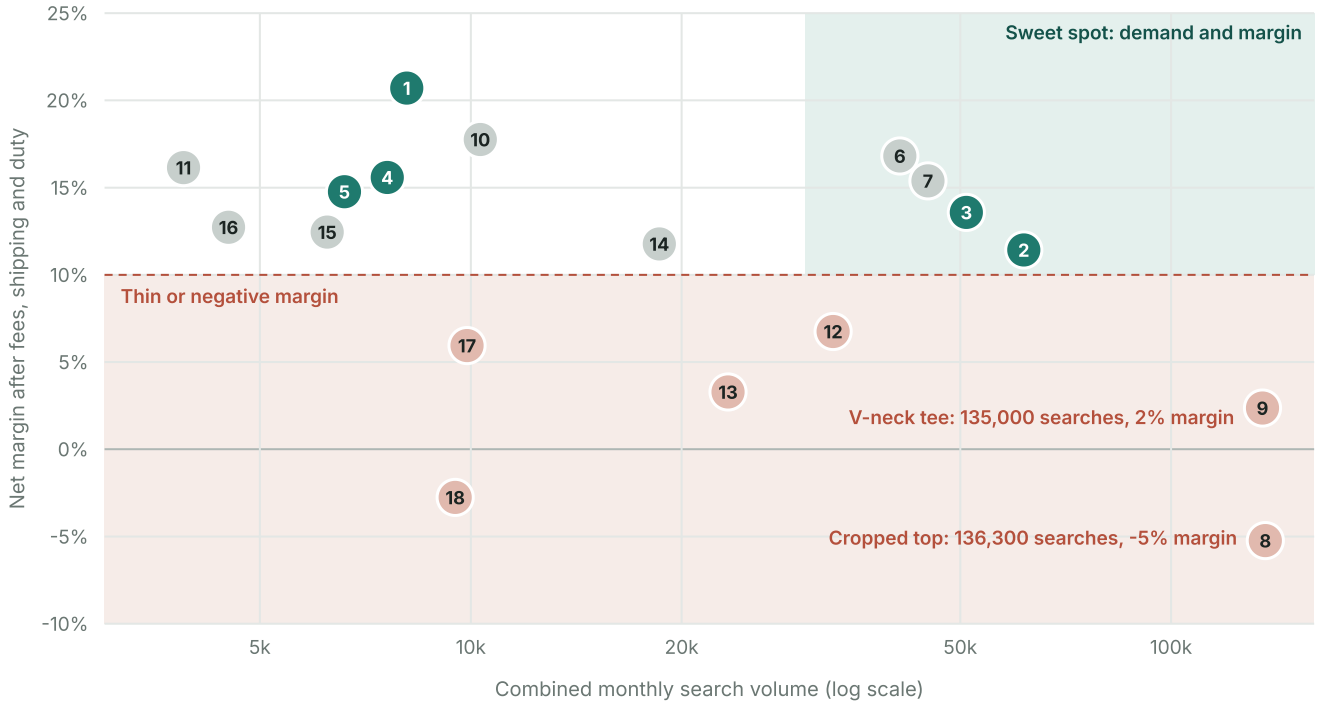
Low-competition niches (dark academia), healthy margins at a sub-median price, and demand large enough to matter. Huge volume only scores well if it also earns a margin.

What it punishes

Tops and tees priced at $15–$20 where the market median is $20–$22: real demand, weak unit economics.

DEMAND VERSUS MARGIN

Search volume is not the same as profit

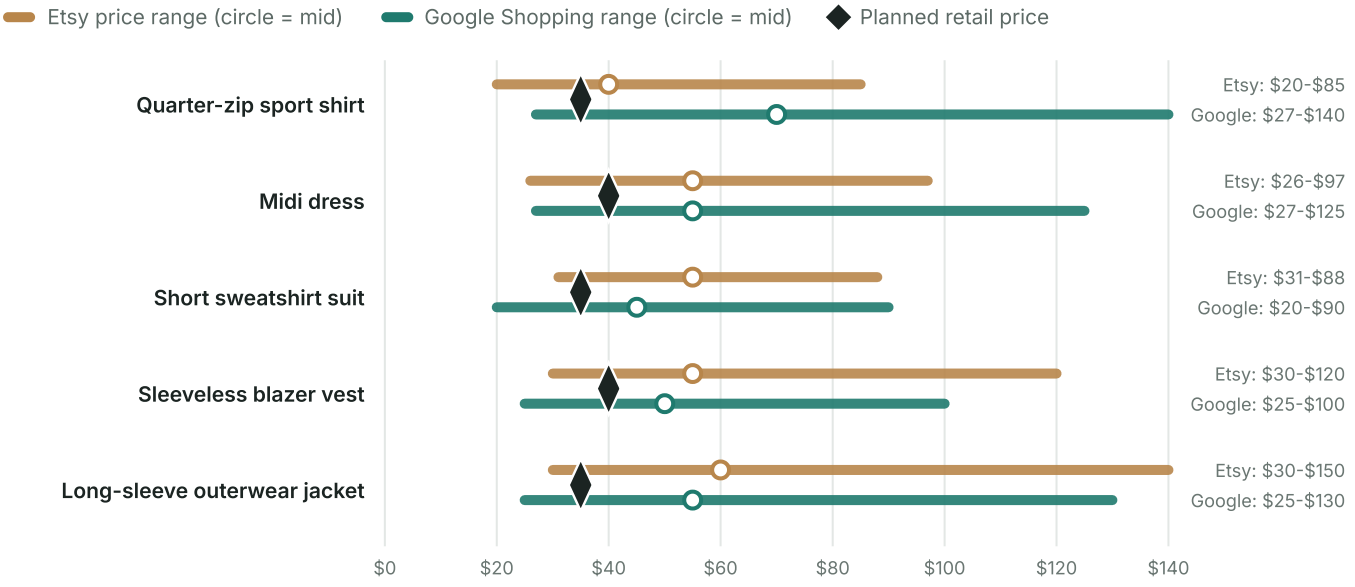


Each circle is one product, numbered by rank in the scoring table. Teal = top five. Dashed line = 10% net margin.

The volume trap. Cropped top (#8) and V-neck tee (#9) sit far right with the largest demand in the study, yet net -5% and 2%. Adding $15–$20 of ad cost per sale makes both loss-makers.

The sweet spot. Midi dress (#2) and sweatshirt suit (#3) combine 50,000+ searches with 11–14% margin: the only large-demand products that clear the 10% line.

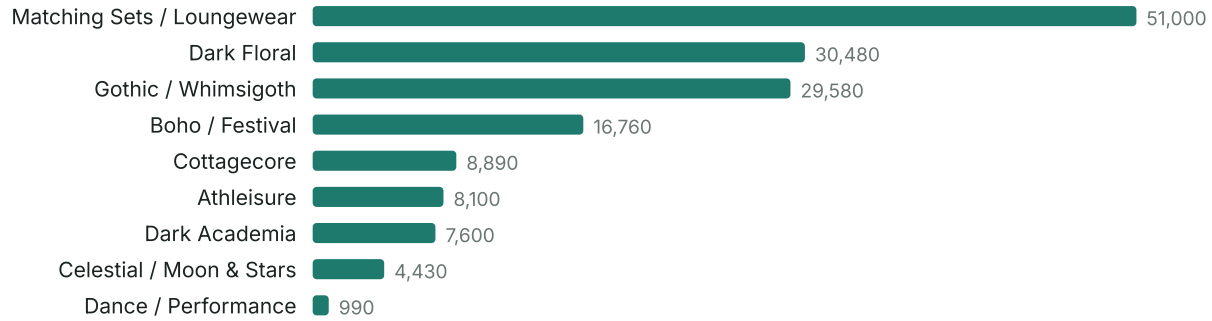
Where the top five sit in the market



All five are planned below the Google Shopping mid-point, inside the Etsy range: priced to win the click without racing to the bottom.

NICHE SCREEN

Nine niches: where demand meets room



Combined monthly search volume of each niche's keyword set (Etsy and Google).

NICHE	SEARCHES	ETSY PRICE	OUR PRICE	COMPETITION	PEAK SEASON	PRIORITY
Matching Sets / Loungewear	51,000	$20-$88	$30-$40	High	Dec-Feb (gift/lounge season)	★★★★
Dark Floral	30,480	$26-$97	$25-$50	High	Mar-Jul (dresses), Year-round (skirts)	★★★★★
Gothic / Whimsigoth	29,580	$30-$100	$25-$45	Medium	Oct-Feb (peak Halloween+holidays)	★★★★★
Boho / Festival	16,760	$18-$85	$15-$45	High	Apr-Sep (festival season)	★★★
Cottagecore	8,890	$20-$80	$25-$40	High	Year-round (slight spring bump)	★★★★
Athleisure	8,100	$27-$140	$35	Medium	Oct-Mar (cold weather)	★★★
Dark Academia	7,600	$30-$120	$35-$50	Low	Aug-Nov (back to school)	★★★★
Celestial / Moon & Stars	4,430	$25-$96	$15-$50	Medium	Nov-Mar (gift season)	★★★★
Dance / Performance	990	$35-$120	$50	Low	Year-round	★★★

Second review: what we ruled out

A second pass against live search results reversed four of eight niche calls from the first round. Reasons are specific, which is the point: a verdict without a reason cannot be tested.

NICHE	SEARCHES	VERDICT	WHY
Whimsical / fantasy	3,600	Skip	Retail brands with 200+ reviews own the results; the light, romantic look is opposite our dark style.
Hippie / retro	6,420	Skip	Wrong aesthetic; cost per click too high for the margin (negative at every product tested).
Butterfly / nature	740	Skip	Fast-fashion anchors the category at $6; low volume.
Cottagecore	10,370	Test 2 items	High competition (0.76); printed polyester reads as cheap against cotton and linen listings.

DEEP DIVE 1

Dark floral, gothic and celestial dresses

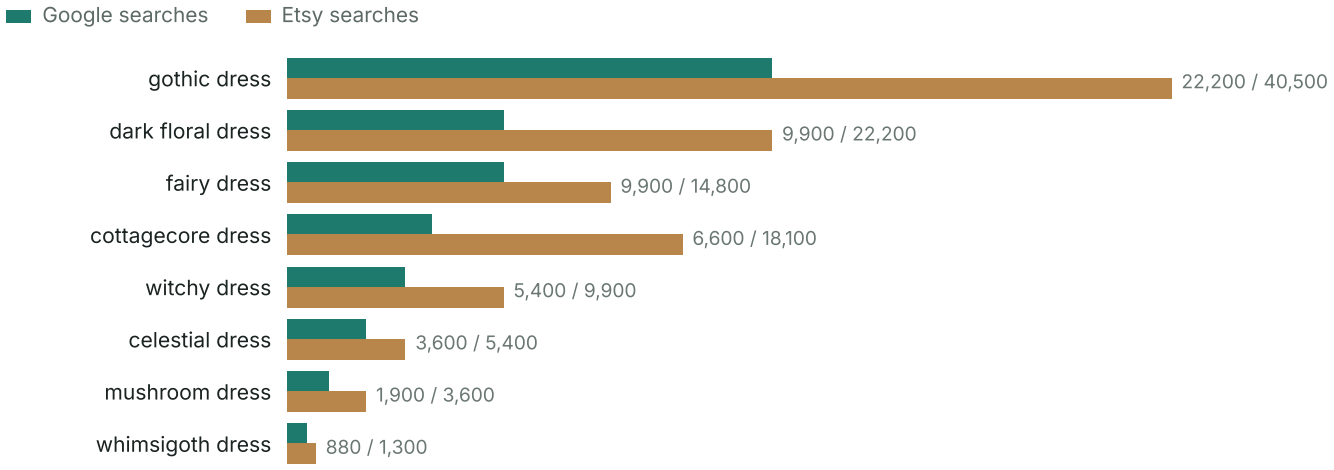
The largest, most competitive pool: 90,000+ monthly searches across the dress keywords, with a clear premium for distinctive prints.

22,200
monthly Google searches for "gothic dress" (40,500 on Etsy)

$88
median Google price for dark floral dresses, across 51 sellers

9 of 20
sampled Etsy dress listings show any monthly sales; the best sells 23

Demand: Google versus Etsy search volume



Etsy search volume runs 1.5–3x Google for niche fashion terms: shoppers on Etsy are already looking for the aesthetic.

Price band: what the market pays



Read-across. Celestial and dark floral dresses carry a premium tail (90th percentile above $220 for dark floral, above $550 for celestial): buyers pay for a distinctive print. Witchy dresses cluster lower (median $51).

Etsy reality check. Sampled competitor listings convert at 0–1.4%, and most show no monthly sales. A strong design and a title that matches the search matter more than a low price.

DEEP DIVE 2

Matching sets, loungewear and co-ords

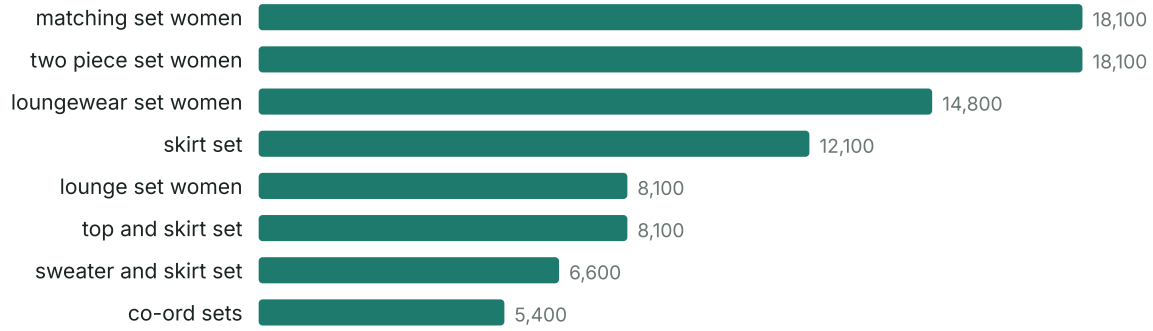
High demand, heavy discounting. The opportunity is a distinctive print on a set that holds its price.

51,000
combined monthly searches for matching sets and loungewear, the largest niche in the study

63 of 120
co-ord set listings on Google Shopping carry a markdown; about half of every set category is on sale

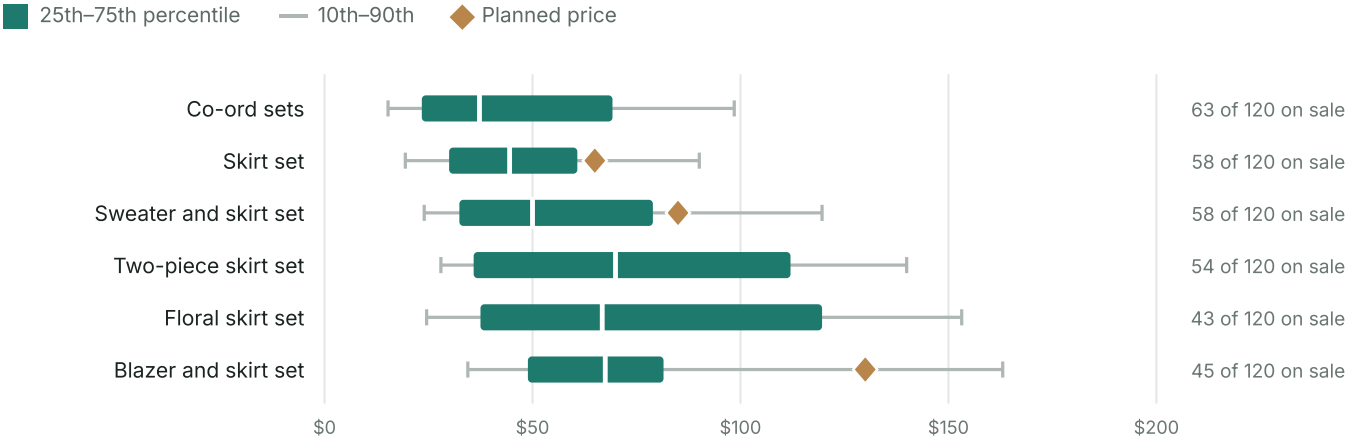
$37
median price for co-ord sets; $50 for sweater-and-skirt sets, $70 for two-piece skirt sets

Demand: set and loungewear keywords



Monthly searches (Google). Generic set terms dwarf the niche ones: the niche print is what makes a set rank on Etsy.

Price band by set type



Price pressure. 321 of 720 set listings are marked down. Launch with a list price high enough that a permanent 20–30% sale still clears the margin.

Bundles need care. In the leggings-and-joggers study, hoodie-plus-legging bundles netted 14–20% against 21–27% for single items: bundling raises basket size but squeezes margin. Target a $99–$119 bundle price.

DEEP DIVE 3

Art Nouveau and dark cottagecore

850
monthly searches for Art Nouveau, cost per click $0.34, competition very low

$189–$241
price of the premium listings that dominate the Art Nouveau results; almost none are all-over print

30–50%
how far an $44.99 dark cottagecore price undercuts the gothic brands at $69–$108

Why it is a blue ocean

Results are split between vintage pieces at $189–$241 and mass retail. Patterned, flowing, art-forward garments are a gap, and flowing silhouettes (chiffon skirt, bell-sleeve dress, side-split skirt) carry the print well.

Dark cottagecore (3,740 searches, competition 0.65, upgraded after review): gothic-floral brands sell at $69–$108; a print-on-demand garment at $44.99–$48 undercuts them, but cost per click eats margin, so watch ad spend closely.

> **Price, not product, flips the verdict.** The same chiffon skirt nets 6% at $24.99 in the generic market, but about 34% after ads at $55 inside the Art Nouveau niche (two separate cost models).

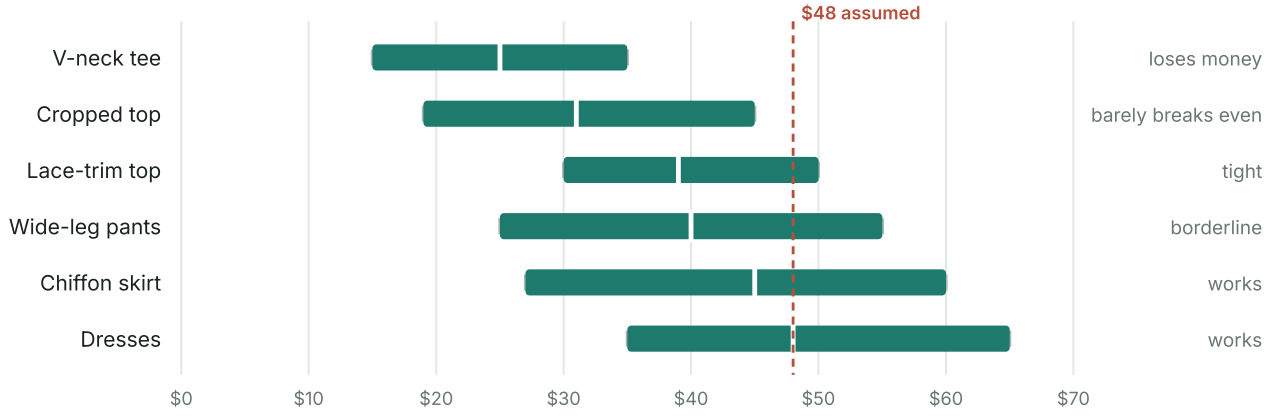
Margin after ad cost, by product and niche

Share of selling price kept after cost, shipping, duty and ad cost per sale (2% conversion).

PRODUCT	NICHE	PRICE	KEPT
Long chiffon skirt	Art Nouveau	$55.00	34%
Bell-sleeve dress	Art Nouveau	$55.00	32%
Side-split skirt	Art Nouveau	$55.00	31%
Bell-sleeve dress	Fairycore	$48.00	26%
Long chiffon skirt	Dark cottagecore	$44.99	19%
Side-split skirt	Dark cottagecore	$44.99	15%

Reality check: a flat $48 price does not work for tops

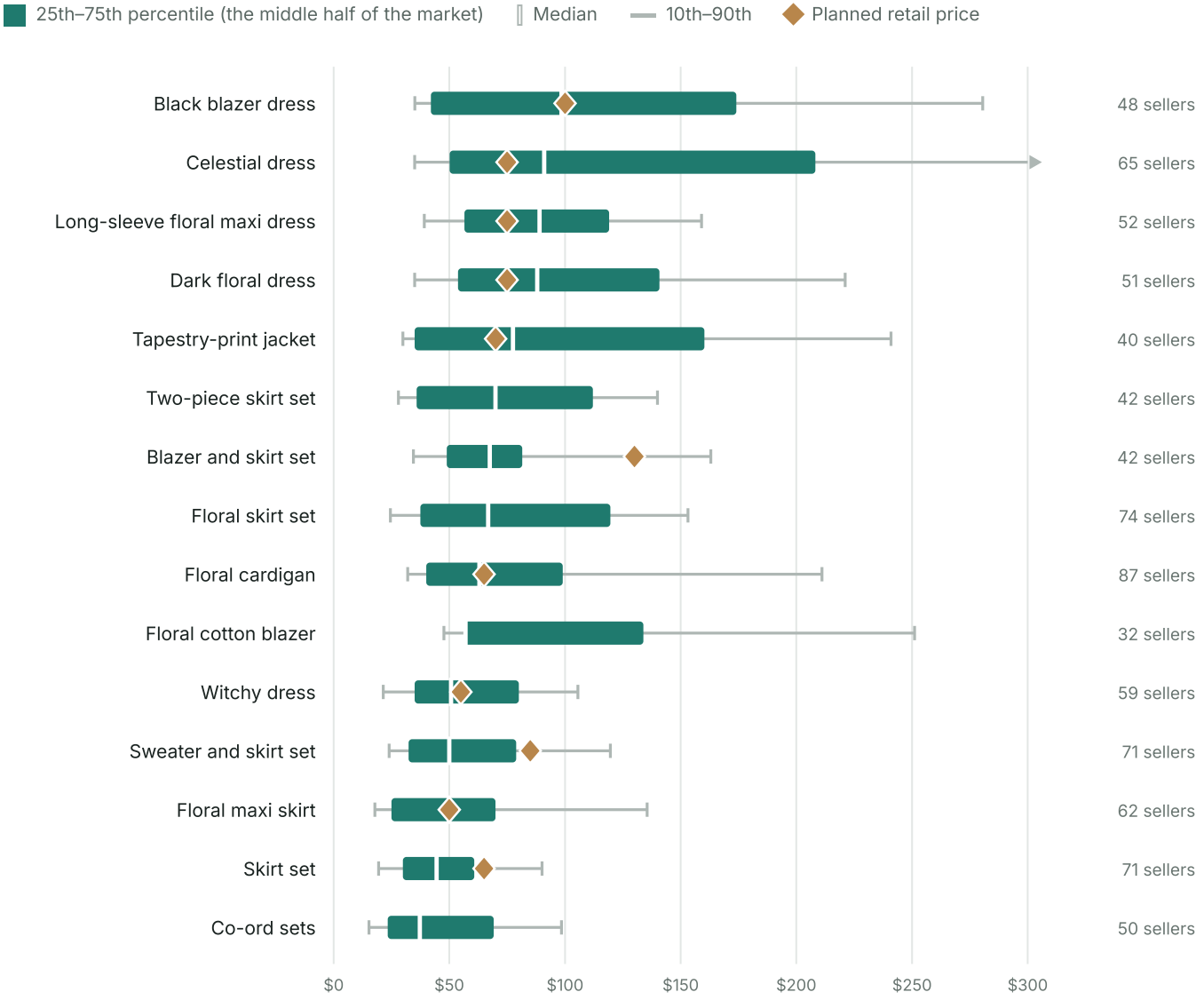
The first-round model assumed $48 for every garment. Market prices say otherwise.



Bars show the market range (teal) with the median as a white tick. Labels on the right show the verdict after ad cost.

GOOGLE SHOPPING PRICE BANDS

What 1,760 live listings say about price



Google Shopping, US, 2 October 2026. 120 listings per search (80 for floral cotton blazer). Arrow = range continues beyond $300.

Widest premium tail

Celestial dresses: 90th percentile $553, against a $91 median. Distinctive prints can sit well above the middle of the market.

Cheapest entry

Co-ord sets: median $37, with a tenth of listings under $15. Competing on price here means competing with mass retail.

Where we price

Planned prices land at or below the median for most categories, and above it only for blazer sets and sweater-and-skirt sets: the two places where the plan carries the most price risk.

How to use this chart. Pick the band your product can win in. Pricing at the median is a safe default; pricing in the upper quartile needs a visibly better print, photography and reviews.

What to put on the garment

Demand comes from aesthetics, not garments. These are the motifs with measurable search behind them in 2026.

TREND / MOTIF	PALETTE	SEARCHES / MO	PRIORITY
Dark floral (moody botanicals) Oversized painterly blooms on black, navy or forest green; dramatic, not dainty		9,900 + 18,100	★★★★★
Celestial, moon and stars Gold and silver moons, constellations, zodiac on midnight blue		2,900 + 720	★★★★★
Mushroom, dark cottagecore Mushrooms, moths, ferns and snails on dark grounds		1,900 + 6,600	★★★★
Skull and roses (gothic romance) Sugar skulls, roses, thorns: Victorian meets day of the dead		22,200	★★★★
Moth and luna moth Detailed moth illustrations on dark; a proven winner on hoodies		50	★★★★
Tarot and divination Cards, all-seeing eyes, crystal balls in gold on deep purple		70	★★★
Vintage chintz, cabbage rose Dense English-garden florals on cream and powder blue		1,600	★★★
3D and oversized blooms Extra-large, near-photographic florals; an emerging runway signal		emerging	★★★

Search signal = the main keyword for the motif plus its closest partner term; priority from design review.

Rules that keep prints from looking generated

- **Line:** varied weight, a hand-drawn feel. Not perfectly uniform lines or plastic gradients.
- **Colour:** dark grounds (black, navy, deep purple) with one or two accents (gold, sage, dusty rose). No neon.
- **Subject:** specific species and real references (Art Nouveau, botanical plates), not generic blobs.
- **Layout:** edge-to-edge for all-over print. Centred motifs and border frames break at the seams.

What design screening caught

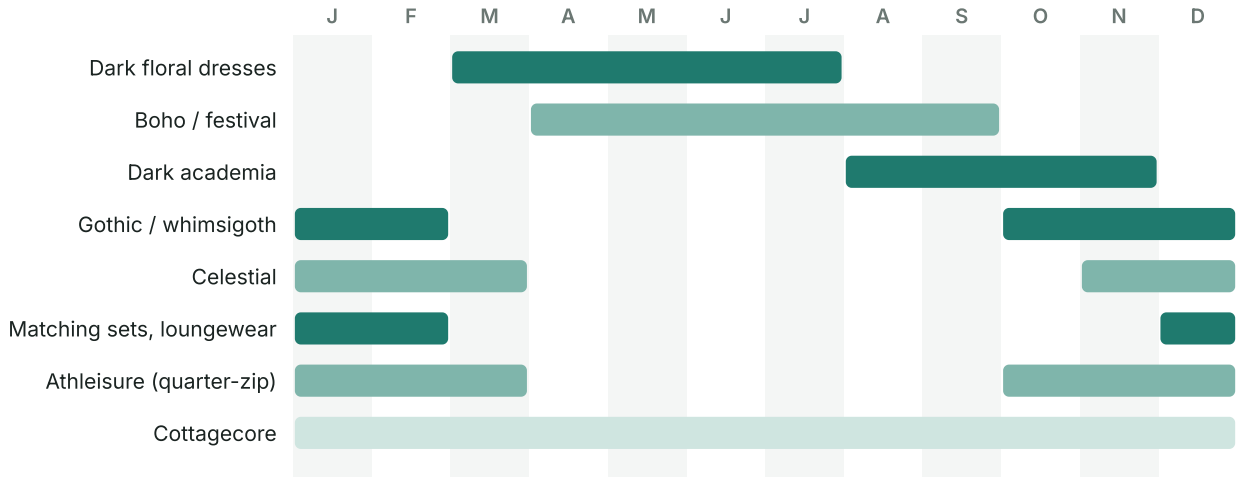
Ten designs passed review as launch-ready, graded A– to A+ on artwork. Eight were screened out for format reasons: too sparse, empty halves, border frames, or a palette off the brand. Those formats tend to print badly on all-over garments.

> **Proof the style sells.** A celestial moon-phase sweatshirt sells 240 a month at a CA$16.87 price with 1.7% conversion and 4,400 reviews: the biggest seller in the hoodie research.

TIMING

When each niche peaks

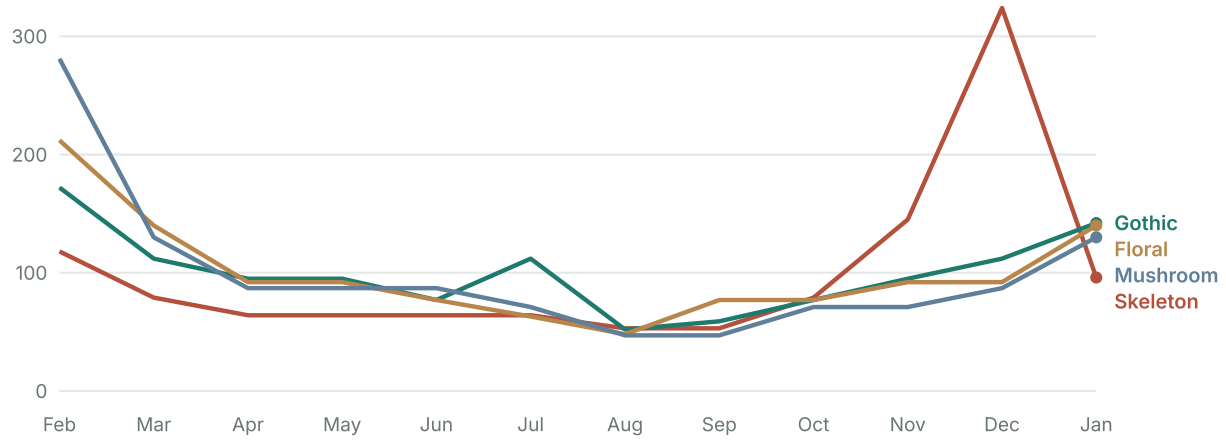
Peak season by niche



Dark teal = peak demand; light teal = shoulder or year-round. Based on 12-month search patterns for each niche's keywords.

How steep the swings are

Hoodie keyword data shows the magnitude of seasonality in dark-aesthetic apparel. Each line is indexed to its own annual average (100).



Monthly Google searches, indexed to annual average = 100; February to January. Source: hoodie market research, 2026.

Timing rule. Skeleton-hoodie searches reach 14,800 in Dec against 2,400 at the low: roughly 6x. Listings need 2–4 months to rank, so gothic and celestial products must be live by early autumn, floral products by late winter.

Year-round anchor. Cottagecore and dark floral skirts hold demand across the year. Use them to keep ad spend and listing velocity steady between peaks.

RECOMMENDATIONS

Launch order and priority list

Priority list

1. **Launch the midi dress first**
   Dark floral and gothic prints. 61,600 searches, highest demand of any product above 10% margin.
2. **Add quarter-zip, blazer vest and jacket**
   Dark-academia prints; low competition, margins of 15–21%.
3. **Test Art Nouveau at $55**
   Skirts and bell-sleeve dresses. Near-zero AOP competition.
4. **Run dark cottagecore at $44.99–$48**
   Undercut gothic brands by 30–50%; cap ad cost.
5. **Wave 2: sweatshirt suit and wide-leg trousers**
   Big demand pools; set a list price that survives a 20–30% sale.
6. **Stop paid ads on tops and tees**
   Cropped top and V-neck tee: Etsy organic only, or drop.
7. **Skip whimsical, hippie, butterfly**
   Retail brands own them; cost per click is too high.

Launch waves

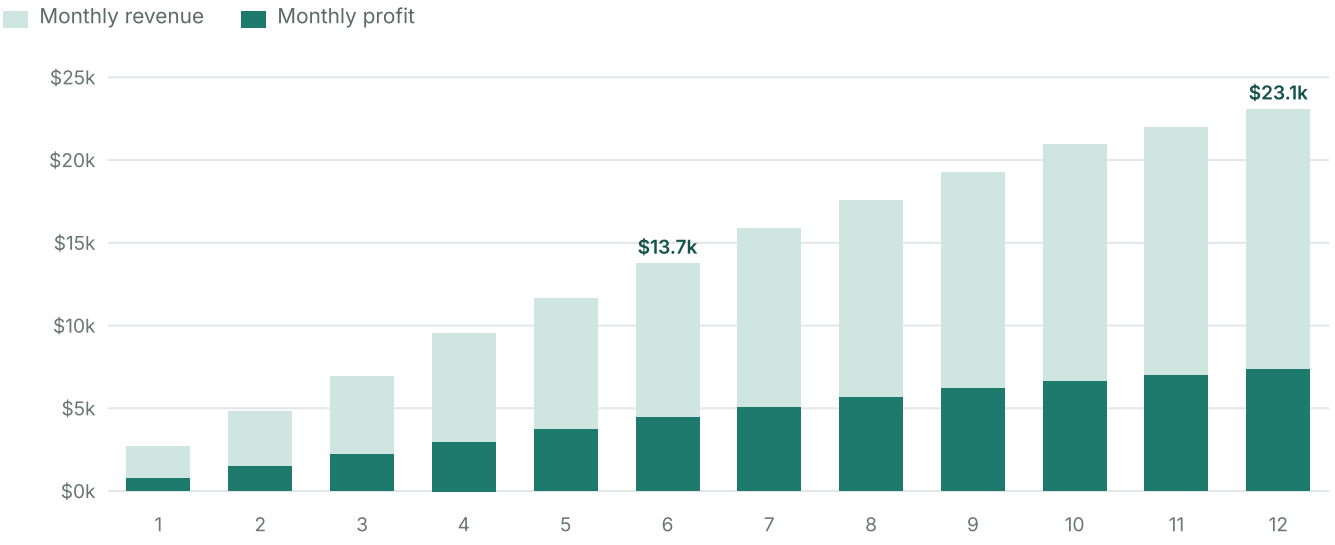
WAVE	PRODUCTS
1 Wk 1–4	Midi dress, quarter-zip shirt, blazer vest, outerwear jacket
2 Wk 5–8	Sweatshirt suit, wide-leg trousers, wide-leg jumpsuit, Art Nouveau skirts
Hold	Cropped top, V-neck tee, lace-trim top: only at market price, organic

90-day build

WEEKS	ACTION	LISTINGS
1–2	10 patterns: dark botanical and celestial	10
3–4	10 more: mushroom, witchy; add dress types	20
5–8	Dark academia and Art Nouveau; ads on top 5	40
9–12	Cut weak designs, double down on winners, holiday variants	56

Estimated 90-day investment about $2,400, mostly ad spend ($2,100); listing fees $11.

Modelled first-year revenue, dress and skirt category



Scenario model: 99 listings by month 12, 1.5% conversion, 300 views per listing, ad return 3x. Month 6: $13,737 revenue / $4,439 profit. Month 12: $23,058 / $7,338. A planning scenario, not a forecast.

APPENDIX

Data sources, definitions and limits

SOURCE (DESCRIBED GENERICALLY)	WHAT IT CONTAINS	COLLECTED
Marketplace analytics	Etsy listing and shop data: monthly sales, views, conversion, review counts, listing age, price, design style tags. Hoodie bestsellers; dress and skirt competitors; leggings and joggers competitors.	Feb – Mar 2026
Keyword data	Monthly search volume, cost per click, competition index and 12-month seasonality; US, Google and Etsy search. 150+ keywords across hoodies, dresses and skirts, matching sets, leggings and joggers, home and accessory categories.	Feb – Oct 2026
Google Shopping results	Live US listings for 15 product searches, 120 per search (80 for one): price, seller, rating, discount flag. Used for price bands and markdown share.	2 Oct 2026
Unit-economics model	Retail price, marketplace and payment fees, shipping, import duty under three tariff scenarios, ad cost per sale at 1.5% and 2% conversion. Supplier and cost inputs are withheld in this sample.	Mar 2026
Google Shopping SERP review	Manual review of results pages and visual comparison of designs against competitors for eight niche expansions.	Mar 2026
Design screening	Artwork, mockup, format fit and listing-readiness grades for the launch-ready design portfolio.	Feb 2026

Definitions

- **Net margin:** (price – cost – shipping – duty – fees) divided by price, before advertising.
- **Percentile band:** 25th to 75th percentile contains the middle half of live listings; 10th to 90th shows the tails.
- **All-over print (AOP):** the whole garment is printed, panel by panel; needs edge-to-edge artwork.
- **Combined volume:** sum of monthly searches for the keywords mapped to a product; keywords overlap, so treat it as a demand index.
- **Cost per click (CPC):** average price of one ad click for the term.
- **Competition level:** Low, Medium or High, from keyword competition plus a review of the live results page.

Limitations

- Search volumes are averages and rounded by the data provider; small terms (under 100 a month) are directional only.
- Etsy sales figures are estimates and are conservative for new listings; the 20-listing dress competitor sample is a snapshot, not a census.
- Google Shopping skews to retailers; handmade and made-to-order products on Etsy sit lower in the same category.
- Margins depend on supplier terms and tariff policy, which changed during the study; the mid-case scenario is used throughout.
- The revenue scenario on page 13 is a planning model with stated assumptions, not a prediction.

Want this for your niche? The same process works for any print-on-demand or fashion catalog: a demand map, live price bands, unit economics and a ranked launch plan, delivered as a report like this one with the source tables.

Gergely Racz · LeadFlow Automation · leadflowautomation.net