

# What is custom apparel and why should I start selling it?

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Custom apparel is a term that describes apparel that has been customized for the specific needs of the customer. This customization can be through a number of different ways, including printing, embroidery, dying, altering the fit, and more. Customization can be done to any part of the garment, although the front and back are the most common areas.

Custom apparel includes many different types of clothing. Some of these include (but are not limited to) the following:



**T-Shirts**



**Tank Tops**



**Long Sleeve  
Shirts**



**Sweatshirts**



**Hoodies**





## **Custom Apparel Printing**

One of the most popular ways to customize apparel is through printing. A custom design (or multiple designs) is printed onto the garment. The most common methods include the following:

Direct-to-garment (DTG) printing

Screen printing

Sublimation

Heat press

Custom printed apparel helps businesses and organizations establish branding, build team spirit, support a cause, and more. Their popularity comes from their ability to serve as both a communication tool and a wearable garment.



# Why should I start selling custom apparel?

It may seem like there is a lot of competition, but there are also a lot of advantages that make selling custom printed apparel worthwhile.

## 1. You get a share of a massive market

The global custom T-shirt printing market is expected to be worth \$26.75 billion USD by 2025.<sup>1</sup>

Its compound annual growth rate is 6.3%.<sup>1</sup>

That's more than four times as fast as the overall print industry at 1.3%.<sup>2</sup>

The overall market for decorated apparel is expected to grow at 10.91%.

<sup>1</sup>Custom T-shirt Printing Market is Expected To Cross US\$ 10 Billion by 2025 by Credence Research

<sup>2</sup>The Future of Digital vs Offset Printing to 2024 by Smithers

<sup>3</sup>Decorated Apparel Market Size, Share & Trends Analysis Report By Product, By End User, By Region, And Segment Forecasts, 2019 – 2025 by Grand View Research





## **2. You can meet your clients' needs better**

A business that stops offering new products risks losing clients to competitors who do offer new products.

Clients like to know that you care and that your company is continuously improving.

A business that never adds anything new shows clients that it is not concerned about serving them better.

Introducing apparel printing shows clients that your business is still working hard at improving to meet their needs better.





### **3. You retain customer loyalty**

Often, the key to attracting new customers, as well as keeping existing customers, is to be their one-stop print provider.

Providing apparel helps you get sales on other products because your clients are more likely to stay with you.

Selling printed apparel is one way to stay up-to-date with the new trends in the printing industry.

It helps you stand out among a sea of competitors who may not be as adaptable as you are.

Clients will see your willingness to adapt and prefer you over businesses that are too stubborn to change.





#### **4. You can get started easily**

Offering multi-colored printing with no order minimums can be quick and affordable.

With a wholesale trade printer right here in North America, you can test out the market before investing in equipment.

You can even become a reseller who does not need to keep any inventory thanks to the power of blind drop shipping.

With the playing field more leveled, even small businesses and individuals can get a share of the market.

