

Trending Products to Sell on Shopify

*A Quick Guide to Winning
Products in the Year
Ahead*

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INTRODUCTION

The ecommerce space is rapidly evolving—and if you're a Shopify store owner or looking to start one, keeping up with what's trending isn't optional—it's essential.

Shopify remains one of the top platforms for online sellers, thanks to its user-friendly design, powerful ecommerce tools, and ability to integrate with channels like Instagram, TikTok, Amazon, and even Walmart. But as we move into the year, success on Shopify will depend heavily on selling products that resonate with the current market. In this guide, we'll show you how to find them—and 21 product ideas you should consider today.

Why Sell on Shopify?

Shopify's all-in-one solution continues to dominate for a reason. Here's why it remains the platform of choice:

- **Ease of use:** Even if you're not tech-savvy, Shopify's drag-and-drop builder makes store setup a breeze.
- **Mobile-friendly themes:** Shopify's templates are responsive and tailored to provide a smooth experience across all devices.
- **Marketing tools built-in:** From email campaigns to SEO, Shopify equips you with tools to attract and retain customers.
- **Multichannel selling:** Sell directly on Instagram, TikTok, Facebook, Google, and marketplaces like Amazon or Walmart.
- **AI and analytics:** Shopify continues to innovate, offering tools like AI-powered insights and 1-click checkout.
- **24/7 support:** Whether you're stuck or scaling, support is just a click away.

If you're looking to grow an online business, Shopify's ecosystem gives you everything you need to compete and win.

HOW TO FIND TRENDING PRODUCTS TO SELL

Success begins with smart product research. Here's how to stay ahead:

1. Use Research Tools

Tools like Google Trends, SEMrush, and Ahrefs can reveal what consumers are actively searching for. Look for spikes in search volume and rising keywords within your niche.

2. Check Online Marketplaces

Amazon's "Best Sellers" list, eBay's "Trending," or Shopify's own blog and product trend reports can give you a strong indication of what's moving fast.

3. Tap into Social Media

Platforms like TikTok and Instagram are often the first places new product trends emerge. Search for hashtags like #TikTokMadeMeBuyIt or #TrendingProducts2025 to find viral items. You can also join niche Facebook groups and watch what people are raving about.

TOP TRENDING PRODUCTS TO SELL ON SHOPIFY

Here's a handpicked list of products expected to dominate in 2025:

1. Smart Home Devices

From smart plugs to security systems, home automation continues to rise. Consumers love convenience—and Shopify merchants can tap into this growing space.

2. Eco-Friendly Products

Sustainability is no longer a nice-to-have; it's a global priority. Reusable items, biodegradable packaging, and plastic-free alternatives are winning categories.

TOP TRENDING PRODUCTS TO SELL ON SHOPIFY (CONTD.)

3. Health & Wellness Gadgets

Smart fitness trackers, posture correctors, and even portable air purifiers are in demand. People are investing more in their health—and that won't stop anytime soon.

4. Subscription Boxes

From snacks to skincare, curated subscription boxes offer surprise, delight, and convenience—all in one. They also help drive recurring revenue for your store.

5. Niche Hobby Supplies

From DIY kits to art tools, niche hobbies have loyal fans. Find a subculture—serve it well—and you'll win long-term.

6. Customized Apparel

Personalized t-shirts, hats, and hoodies are still hot. People love products that express their identity, and print-on-demand makes it easy to sell with no inventory.

7. Organic Skincare

Shoppers are seeking clean, chemical-free skincare solutions. Products made with natural ingredients that promote healthier skin are booming.

8. Digital Courses & E-books

Digital products have zero inventory costs and high margins. If you or your team have niche expertise, package it and sell it on your store.

9. Home Office Accessories

As remote work continues, ergonomic furniture, laptop stands, and productivity tools remain key sellers.

10. Gaming Accessories

The gaming industry is exploding. Headsets, controllers, ergonomic chairs, and RGB lighting accessories are all part of this growing ecosystem.



FINAL THOUGHTS: YOUR MOVE

Success in ecommerce starts with selling what people actually want. This guide gives you a launchpad to do just that—offering product ideas that speak to today’s consumer mindset.

But remember, it’s not just about what you sell—it’s how you sell it. Make sure your product pages are optimized, your marketing strategy is dialed in, and you’re keeping tabs on customer behavior through Shopify’s analytics tools.

Ready to grow your store?

At [ePlaybooks](#), we help Shopify entrepreneurs like you scale faster with expert ecommerce strategies, Amazon integration, and conversion-focused campaigns.

👉 Want help identifying which of these products best fit your store?

Let’s talk.

