

Vexels Merch Digest #18

After a relatively quiet month, Seasonals start popping up, with Valentine's Day and St. Patrick's Day just around the corner.

In this month's Digest, we'll take a look at how to tackle these with a different approach.



Creative Fuel Pod: *Anti-niche*

Whenever a seasonal niche comes around, thousands of other Merchers push their seasonal designs out with the same old keywords, designs, characters, quotes and whatnot.

As a consequence, competition gets tougher, niches get flooded, and your listings are most likely to be under a pile of designs all-too-similar to each other until the season passes.

One way to counter this is to go opposite of what the niche is doing.

Is it Valentine's Day? Make **anti-Valentine** designs, i.e. *"Single and Happy"*, *"Love is Dead"*

Is it St. Patrick's Day? Make shirts for **teetotalers!**

Whenever there's a movement, there is an **anti-movement.**

Follow this criteria, and see where it leads you!



LOVE
Sucks

Merch Interview: MerchReport

Research is one of the cornerstones of a successful POD business.

In today's Merch landscape, merchers have a wide range of tools to make their efforts more efficient, with Research being one of the most time-consuming and, arguably, most tedious aspects of the biz.

When it comes to the German market, US merchers have a big hurdle to overcome, and that's where **MerchReport** comes to play.

We reached out to Nina, one of MerchReport's co-founders, to ask her a little more about German markets. Enjoy!

Which are the main differences between DE (German) and US markets?

Although the German market is relatively small compared to the US market, it is the largest in Europe. MBA here has only been available since summer 2018, so there is less competition but in my opinion there is still a lot of potential. I also notice time and again that short-term trends in MBA are less strong here. Germans also buy shirt designs on-trend topics, but the sales are not comparable with the US market.

What do you attribute the surge in interest in the German market?

There is less competition in the German market. This is on one hand because MBA is quite new here, and on the other hand, probably also because of the language. Compared to the US market, there are still many niches here that are either not occupied or hardly occupied at all. This makes MBA Germany especially interesting for newcomers. If you specialize in smaller niches, you can quickly become visible here and make good sales.

What works best in the German market?

When I look at the top sellers of the past few months, the types of shirts that work well in Germany stand out: Funny slogans as simple text design and vintage looks that can be transferred to almost any niche. It doesn't necessarily have to be a complex design. My best tip for DE: keep it simple.

What advice would you give to a US mercher on how to do research for the DE market?

Due to the differences in size, MBA Germany is difficult to compare with the USA. In Germany, shirts move in completely different BSR ranges, therefore, one must first develop a feeling for the data here. The easiest and certainly the fastest way is to use a research and analysis tool like [Merchreport](#), which was developed especially for the German market. With our bestseller lists and various MBA insights into the German market, you can quickly discover what works best here.

Anything else you want to add?

The still young DE market is a good alternative and especially for MBA newcomers an opportunity. There is still a lot of potential. If you already sell successfully on the US market, you should not only copy your designs or listings 1:1 to the German market. If you take the effort to analyze your target group and competitors a little bit more precisely and translate your listing texts properly, you will be successful in the long run.

Vexels users can [try out MerchReport](#) using the promo code **VEXELS_20** during the checkout to get **20% OFF** for every account.



merchreport



March's Niche Opportunity Dates

Here's a list of some of the special Days in **March** where you might find a niche to exploit:

March 1st: Barista Day

March 3rd: International Irish Whiskey Day

March 3th: Grammar Day

March 9th: Meatball Day

March 13th: World Sleep Day

March 14th: Pi Day

March 16th: Panda Day

March 20th: Ravioli Day

March 21st: World Down Syndrome Day

March 25th: Waffle Day

March 31st: Crayon Day



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Even More
MERCH TIPS!

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