

New Product Ideas

Based on general Etsy market knowledge · Generated July 22, 2026

1 — Custom Ceramic Address Plaque

Medium competition

Search terms: "custom ceramic house sign", "personalized address plaque pottery", "hand thrown ceramic number sign"

Listing volume		~3,000+
Trend freshness		Rising
Demand signal		High

This shop's top sellers are hand-thrown ceramics and custom personalized items — a custom ceramic address plaque sits at the exact intersection of both, which are the shop's two strongest revenue categories. The ~3,000 competing listings is moderate but most are laser-engraved wood or metal, leaving a clear gap for a hand-thrown, hand-stamped ceramic aesthetic. Pairing the shop's speckled clay style with personalized house numbers creates a strong differentiation angle that commands \$60–\$120 price points.

✓ **Winnable** — the hand-thrown ceramic aesthetic instantly differentiates from the mass laser-engraved competition.

2 — Custom Venue or Home Watercolor Ceramic Tile

Low competition

Search terms: "custom house portrait ceramic tile", "personalized wedding venue tile", "watercolor home illustration tile"

Listing volume		~1,500+
Trend freshness		Rising
Demand signal		High

Custom house and wedding venue illustrations are already proven bestsellers for this shop, and ceramics is its top revenue category — combining both into a custom illustrated ceramic tile is a natural product extension with very low direct competition on Etsy. Buyers searching for a unique housewarming or wedding gift would find this a compelling upgrade over a paper print, and the shop's existing illustration skills mean no new capabilities are needed. This could realistically price at \$80–\$150 and leverage both existing buyer segments at once.

✓ **Strong launch candidate** — merges two proven revenue pillars into a near-untapped product format.

3 — Botanical Soy Candle with Ceramic Vessel

High competition

Search terms: "botanical soy candle ceramic jar", "handmade candle pottery vessel", "artisan ceramic candle gift set"

Listing volume		~8,000+
Trend freshness		Ongoing
Demand signal		Very high

Candles & Bath is a growing revenue line for this shop (doubling to \$334 in 2025) and Ceramics is its core strength — a soy candle poured into a hand-thrown ceramic vessel bridges both categories and commands premium pricing (\$40–\$75) that plain candle shops can't match. The 'botanical' branding aligns with the Botanical Print Set already in the top sellers, giving the shop a cohesive aesthetic story. High competition exists but is dominated by generic mass-market listings; a hand-thrown vessel differentiates immediately on visual quality.

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4 — Ceramic Spice Pinch Bowl Set

Medium competition

Search terms: "handmade ceramic pinch bowl set", "pottery spice bowl kitchen gift", "hand thrown mini bowl set of 4"

Listing volume		~4,500+
Trend freshness		Ongoing
Demand signal		High

The shop's Ceramic Coaster Set of 4 and Hand-Thrown Ceramic Bowl are both top sellers by volume (25x and 22x respectively), confirming strong buyer appetite for ceramic sets in a functional kitchen context. A spice or prep pinch bowl set of 4 uses identical production skills, photographs beautifully, and targets the same gift and home cook buyer. At \$55–\$90, this sits in the sweet spot of Etsy's impulse gift range and the set format naturally boosts average order value.

✓ Easy win — production is identical to existing bestsellers and the set format drives higher order value.

5 — Printable Botanical Art Bundle (Expanded)

High competition

Search terms: "printable botanical wall art set", "digital download botanical print bundle", "instant download nature illustration set"

Listing volume		~25,000+
Trend freshness		Ongoing
Demand signal		Very high

The Botanical Print Set of 3 is already a top seller at 22 units and \$616, and Digital Downloads showed a 4x revenue recovery in 2025 after a 2024 dip — expanding into a larger curated bundle (6, 9, or 12 prints) at a slightly higher price point (\$18–\$30) could significantly increase digital revenue with zero additional production cost. The main challenge is heavy saturation (~25,000+ listings), so success depends on the shop's distinct hand-illustrated style standing out versus AI-generated or vector art competitors. Bundling seasonal collections (spring botanicals, holiday botanicals) can also extend repeat purchase potential.

✓ Worth expanding carefully — lean into the hand-illustrated authenticity and bundle format to justify premium pricing over generic digital competitors.