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POD BETA REPORT #0.2

Everything you need to know about Print on Demand

Date: August 18, 2023

Welcome to the second news report! If you have any feedback what should be added or made different please let us know. Now enjoy your update and a new trending niche for you.

This report combines all advantages in one. Everything relevant prepared for you in a nutshell.

UPDATE

NEWS



Sponsored Product Expansion

Mega!

Very exciting news from the Amazon advertiser program!
Your sponsored product campaigns will now also be visible on premium websites like Pinterest or BuzzFeed!

[News Link](#)

New Royalties For Popsockets

Since August 14th a new royalty model is active on Amazon. If you haven't already, check your PopSockets!

DELETED DESIGNS



Be Careful With Back To School!

US market:

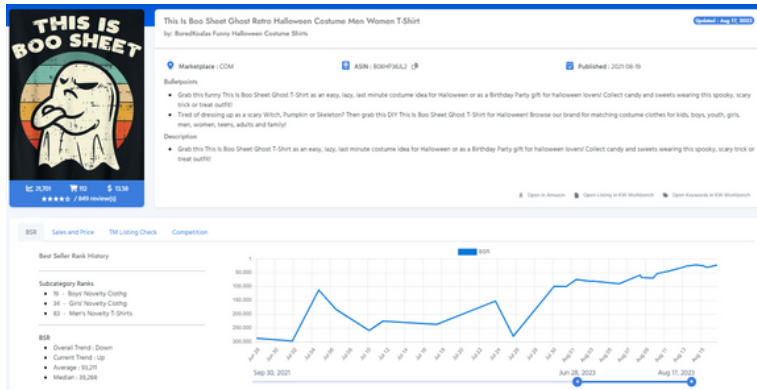
Like mentioned last time POD sites don't like references to well-known bands or brands.

A Smiley stays a Smiley even it is integrated in a back to school design.

German market:

Stay away from the new "Engelbert Rausch" designs. They are best selling right now but we are relatively sure Amazon will remove them quickly for trademark infringement.

TRENDS



Halloween designs make a move!

Yes we know it is mid August, but on the US marketplace the first Halloween designs already climbing up the best seller ranks.

So if you had also a good spooky seller last year, maybe now is the time to start advertising again.



NICHE REPORT

HURLING

At a glance

Hurling is an outdoor team sport of ancient Gaelic and Irish origin. It's one of the oldest and fastest field sports in the world, with a history that can be traced back thousands of years.

This outdoor team game has gained some popularity in the U.S. recently. It's considered one of the fastest field sports in the world. Through its origin it's a great niche not just for the US market, also for UK!

Key Metrics US Market

Hurling in general is a big niche, but when it comes to Merch shirts it is a small one. Plus Hurling is trending right now - so a great potential also in the future!



10.000+

Products on Amazon



7.000

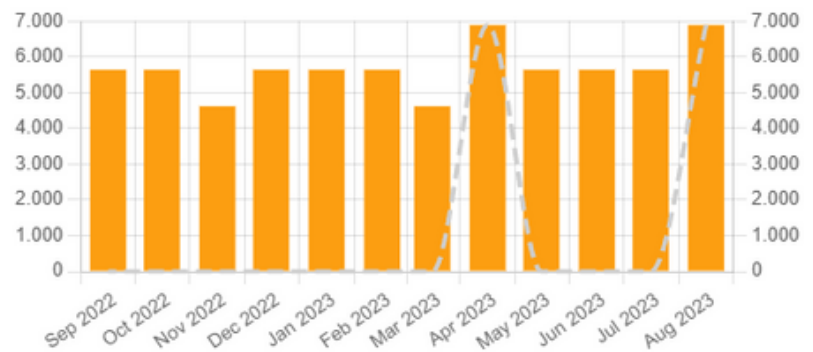
Clothing Products



280

Amazon Merch Shirts

SEARCH VOLUME



TREND

Interest Over 5 Years



KEYWORD TOP PERFORMER

Keywords	Google SV	Amazon SV
hurling	27,283	5,681
hurling sport	10,546	2,191
hurling meaning	3,467	693
hurling stick	1,813	381
hurling bat	108	165
hurling ball	453	93
hurling equipment	86	63
hurling gear	22	49
hurling jersey	54	33
hurling helmet	156	32

1

Benefit One

Gains massive popularity in the US and is also a great niche for the UK market.

2

Benefit Two

The merch T-Shirt niche is less competitive to the general niche size.

DEEP DIVE

BEST SELLER



Comment

Hurling is from Ireland and you should never forget that when you make designs. You can also see it in the best sellers. A lot is location related but also silhouette designs show up.

Use word games and puns to get a unique position:

Examples: "Hurlarious", "Hurltastic", "Hurloholics", "Hurlosopher"

Puns: "Hurlers - Do it with a swing", "Dodge, Duck, Dive, and Hurl", "If you can't play nice, play hurling"

USED KEYWORDS



Keyword Pool You Should Use

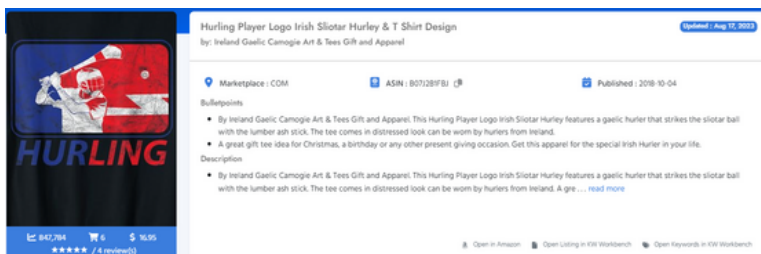
Single Word:

game, hurler, hurling, ireland, irish, racket, stick, hurlings, camogie, sport, gaelic, sliotar, cork

Longtail:

hurling player, irish hurling, hurling lifestyle, play hurling, galway hurling, ireland hurling, hurling team, hurling game, ireland shamrock, gaelic football, irish pride apparel, vintage ireland apparel, hurling stick, hurling sport, hurling meaning, hurling ball, hurling club, hurling goal, hurling equipment, hurling jersey, hurling gear, hurling ball irish

TOP DESIGN LISTING



Better Example Listing

Brand

Gaelic Glory - The Heart of Hurling Gift

Title

Hurling Ireland Irish Sport Gaelic Sliotar Team

Bullet 1

Embrace the Irish sport of hurling with our design that captures the essence of the game - from the grip of the hurling stick to the swift movement of the sliotar. Ideal for passionate hurlers and fans alike.

Bullet 2

Representing the Gaelic spirit, from Cork to Galway hurling. Whether you're into hurling, camogie, or gaelic football, our design celebrates the rich heritage and fierce competition of Ireland's traditional sports.

