

The Big List of Business Ideas



100+ in-demand business ideas
you can start today



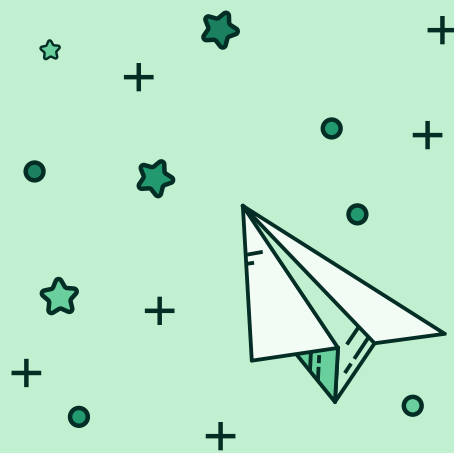
Coming up with a worthy business idea, one you feel confident investing your time and money in, is where every entrepreneurial journey begins.

To help you find the inspiration to start, we compiled a list of over a hundred in-demand business ideas, broken down into categories like fitness, apparel, and gaming.

All that was missing was the right idea.

For each category, we'll discuss noteworthy trends, offer more than a dozen potential business ideas, and suggest tips to get started.

Some of these business ideas solve a problem. Others focus on catering to a passionate community or a specific lifestyle. Maybe you'll find one that speaks directly to you, or maybe you'll find some inspiration to go in a brand new direction.



You can browse through them at your own pace, or skip down to a category that captures your interest.

1. Fitness and wellness
2. Pets
3. Food and beverage
4. Home and living spaces
5. Gaming
6. Outdoor recreation
7. Apparel and accessories
8. Beauty
9. How to bring your business idea to life

Have a business idea in mind?

Learn how to source products and get started on Shopify

[Get Started](#)



Fitness & wellness

There's a growing movement to take ownership over our physical and mental health. More and more, people are prioritizing self-care and fitness routines as a part of their lifestyle. In fact, global revenue from the fitness industry was **estimated to be \$99.9 billion** in 2019, and it's expected to continue growing.

Some of the top trends in this category, according to a 2018 survey by **ACSM's Health and Fitness Journal**, include group training, wearable technology, yoga, personal training, wellness coaching, outdoor activities, and functional fitness.

With more people committing to, and spending more on, regular fitness routines, self-improvement, and mental wellness, there's an abundance of physical, digital, and service-based products you can sell in this category.



Business ideas

1. Create and sell inspirational prints or t-shirts for gym goers.
2. Sell one-on-one or group personal training sessions or plans.
3. Start an athleisure clothing brand for people who like to work out throughout the workweek
4. Sell vegan protein powder (there's thousands of Google searches a month for pea, hemp, and other plant-based powders).
5. Start a yoga company and sell yoga mats and other accessories.
6. Sell post-workout recovery items, such as balms and foam rollers.
7. Sell gear for a specific sport or activity, like snowboarding or Muay Thai.
8. Build a brand for avid hikers and sell products that fit their lifestyle (boots, backpacks, tents, etc.).
9. Create a fitness apparel brand for CrossFit, martial arts, powerlifting, or another specific fitness regiment.
10. Start a wellness coaching business and work with individuals or companies.
11. Sell CBD topical products (there's an estimated 19,000 monthly Google searches for "CBD cream").
12. Sell group meditation classes or guided meditations as digital products.
13. Sell meal preparation plans for busy people.
14. Sell workout products for people who enjoy working out at home.
15. Sell sleep aids, like weighted blankets and earplugs.
16. Sell light therapy products, like light alarm clocks for waking up gradually.
17. Sell workout products for people who enjoy working out at home.

Tips

Create a lifestyle brand

Create inspirational or educational content on visual platforms like **Instagram**, and invest in high-quality lifestyle photography that resonates with your audience. Pictures and videos speak louder than words.

Highlight the proof

People love sharing their fitness and wellness journeys online. Encourage your best customers to create content featuring your products, contribute to case studies, or join a community managed by your brand.

Consider finding customers offline

Find or host events, classes, and offline gatherings where you can network with prospective customers, promote your products or services, or give out free samples.

Product idea

An environmentally friendly non-slip yoga mat that's perfect for beginners to start their yoga journey. You can source products like these using **Oberlo** and sell them on Shopify without having to hold any inventory yourself.

Inspiration: SuperFit

Micki Krimmel's experience with roller derby encouraged her to start an inclusive and body-positive apparel line with SuperFit.

[Learn more](#)



Pets

Pets come in a variety of species, breeds, and sizes, from dogs and cats to fish and hamsters. That also means there are many different types of customers you can serve.

Owners love spoiling their pets—Americans alone spent **over \$72 billion on their pets** in 2018. Much of it was on food, signaling a trend among owners to invest more in the diets and quality of life of their fur children.

Some experts point to millennials, who are leading the way in the humanization of pets. Pet equivalents of human product categories are popping up more and more, from memory foam dog beds to vegan dog food. So if you want to think outside the box, think about what you can offer to help people pamper their pets in much the same way we pamper ourselves.



Business ideas

1. Create a store selling pet cameras and food dispensers that allow owners to watch and interact with their pets while they're not at home.

2. Sell GPS pet trackers.

3. Sell products that pet owners can personalize with photos of their pets.

4. Create organic pet food and treats to sell.

5. Sell dog accessories.

6. Sell luxury dog beds (people are spoiling their pups with heated and memory foam beds).

7. Create a dog clothing line (dog t-shirts or jackets).

8. Make and sell premium pet food.

9. Sell decorations for fish tanks and aquariums.

10. Sell plants (along with pet parents, plant parents are on the rise).

11. Sell costumes for small pets, such as guinea pigs or hamsters (or even plants).

12. Sell designer pet socks. (Searches for "pet socks" spike every winter.)

13. Grow a social media account for your dog and sell merchandise and sponsorships.

14. Sell indestructible dog toys. (About 9,900 people search for "dog toys" every month.)

15. Sell interactive cat toys or automated feeders.

Tips

Appeal to emotion

Pets are like family to their owners, and as a brand you need to consistently show you get that. Consider incorporating your own furry friend into your marketing materials and engaging with content shared by other pet owners. Don't forget to incorporate **emotional persuasion** into your copywriting.

Focus on customer retention

Since pets have many ongoing needs—just like humans—consider the potential for generating recurring business with whatever you choose to start. Can your product be turned into a monthly subscription? Can you sell complementary products?

Niche down based on pet

Since there are so many different types of pets, each with their own needs, you can hone in on one type of pet owner and focus your marketing on them.

Learn how to start a pet business

Use our guide to learn how to build a profitable pet business from scratch, from ideas you can explore to ways of marketing your products.

[Read guide](#)

Inspiration: Shed Defender

Every dog owner understands the chore of cleaning up dog hair. While many solutions already exist, Tyson Walter decided to focus on prevention with Shed Defender, creating a new product category for breathable dog onesies.

[Learn more](#)



Food and beverage

The food and beverage industry is a great place to start a business with a lot of potential for recurring revenue. With a delicious product, it won't be difficult to get your customers to place repeat orders or even sign up for a subscription.

According to CB Insights' **Food and Beverage Trends to Watch in 2019**, some big waves to look out for include the rise of ecommerce-optimized packaging for selling food and beverage products online, personalized food products, cannabis-infused products, and lab-grown proteins. The plant protein market, in particular, is valued at \$11 billion, with plant-based variations of popular food popping up more and more.



Business ideas

1. A subscription box for snacks from a particular culture.
2. Create a paleo-friendly snack food.
3. Create a vegan-friendly snack food.
4. Curate a monthly meal kit and sell it to people who want to learn how to cook new dishes.
5. Sell eco-friendly snack packs.
6. Create a sugar-free beverage brand.
7. Sell nutrients and supplements.
8. Craft your own hot sauce and sell it online and in retail stores.
9. Sell coffee (cold brew, grass-fed, bulletproof, etc.).
10. Sell gourmet salts, like Himalayan pink salt, fleur de sel, or kala namak.
11. Sell a specific type of tea online, such as oolong or matcha.
12. Sell online/in-person cooking classes.
13. Sell diet-friendly variations of popular foods (gluten-free, vegan, etc.).
14. Sell sugar-free candies.
15. Put together a home beer brewing kit and sell it online.

Tips

Consider pop-up shops and free samples

People like to try before they buy when it comes to food products. Think about how you can get a customer to sample your products, keeping in mind that this can be a cost-effective way to acquire new customers and generate word-of-mouth referrals.

Share recipes

Inspire customers with innovative recipes that involve your products.

Be wary of regulations

Selling food and beverage products comes with its own set of rules to follow, from the way you create your product to the way you package and ship it. Be sure to check the **FDA** website and adhere to the rules.

Learn how to start an online food business

Starting a food business comes with many unique challenges, from sourcing ingredients to following local regulations. Learn from entrepreneurs who have been there and done that in our complete guide to selling food online.

[Read guide](#)

Inspiration: CustomHeats

Don't be intimidated by a crowded market. Find out how Custom Heat went viral with a unique value proposition and a \$100 bottle of hot sauce on Shopify Masters.

[Listen to podcast](#)



Home and living spaces

There are many ways you can approach selling products for the home to customers including homeowners, renters, tenants, Airbnb hosts, small condo residents, and more.

Browse Houzz for inspiration (popular products include pillows, decorative accents, lamps, rugs, wall clocks, and artwork).

Some products focus on style and others on function. Think about how your business can introduce products made for the bathroom, bedroom, baby room, bar, garden, and other areas of the home. If there's something you've found yourself wishing you had in your own home, there are probably others out there wishing the same thing.



Business ideas

1. Sell smart home accessories, like smart locks, for Airbnb hosts to manage their business.
2. Produce bedding focused on a certain need (such as hypoallergenic sheets or weighted blankets).
3. Create a store selling products for home offices, such as whiteboards, standing desks, and organizers.
4. Sell smart mirrors.
5. Sell posters, paintings, or art for people to decorate their walls with. (Think if there's a specific aesthetic or vibe to double down on.)
6. Sell ornate lights and lamps.
7. Curate and sell survival kits.
8. Sell partyware and/or party planning services.
9. Sell baby products for new parents, like baby cameras, toys, and parenting courses.
10. Create a barware company (bar cart, ice makers, cocktail sets, etc.).
11. Sell cozy fabrics, like throw blankets.
12. Put cute or artistic designs on throw pillows and sell them online.
13. Target renters with blinds and other temporary home fixtures.
14. Sell organizers or furniture for small apartments.
15. Sell cookware and kitchen gadgets for people who are serious about home cooking.
16. Sell succulents or terrariums for people who want to add low-maintenance greenery to their dwelling.
17. Create eco-friendly cleaning products and sell them to environmentally conscious homeowners.
18. Curate a home gardening kit for apartment tenants.

Tips

Master product photography

Learn how to showcase the best side of your products, as many customers will want to see how they'll brighten up their homes and day-to-day lives.

Build a presence on Pinterest

Pinterest is where a lot of people plan out home makeovers and save products they're thinking about purchasing. As one of the biggest search engines for this purpose, it's definitely a channel worth considering.

Get creative with ad targeting

Many paid advertising platforms let you target based on location, and some, like Facebook, even let you target homeowners specifically. You can also consider using **Google Shopping ads** to advertise your products to people searching for them.

Product idea

The nakiri knife is a Japanese vegetable knife with a straight blade that has yet to be popularized in western markets. This knife and other unique cooking tools can be **sourced through Oberlo** and sold through your own Shopify store.



Gaming

There are **over 2.5 billion gamers around the world**, ranging from console gamers to PC gamers to **mobile gamers**.

Mobile gaming, in particular, is a fast-growing segment, especially among casual gamers.

With the rise of esports and spectatorship (watching people play video games competitively or casually), the total audience size for the gaming industry has never been bigger.

This doesn't mean that analog games are on their way out. Tabletop and board games are still alive and well, and with **Kickstarter**, you can bypass many of the traditional routes to bring your own game ideas to the market.



Business ideas

1. Import and sell mobile gaming accessories, like gamepads, power banks, and phone cases.

2. Become a Twitch streamer and sell merch and sponsorships.

3. Sell gaming headphones and mics for live streamers.

4. Crowdfund your own tabletop or digital game.

5. Sell ergonomic gaming gear (gaming chairs, wrist rests, etc.).

6. Reach out to popular indie game developers and offer to sell their merch.

7. Source and sell gaming hardware, like keyboards and mice.

8. Create artistic decals for specific consoles (PS4, Nintendo Switch, etc.).

9. Cater to PC gamers with top-of-the-line accessories and products.

10. Sell apparel that references aspects of gaming culture or appeals to specific communities.

11. Create your own mobile game and publish it on Steam, iTunes or the Google Play store (monetize it directly or through in-app purchases, ads, or merch).

12. Create your own card game and sell it online or approach game stores.

13. Sell personalized decals to let people put their names or gamer tag on their consoles.

14. Create 3D models, musical scores, and other assets to sell as digital products that indie game developers can license.

Tips

Find gamers on Twitch, YouTube, and Discord

You can grow your own audience through some of the biggest channels, where gamers watch everything from reviews to Let's Play videos, or work with YouTubers and **Twitch streamers** to promote your products.

Consider crowdfunding

Video game and tabletop products tend to do well on Kickstarter. In fact, some of the most funded projects in Kickstarter's history were games like **Kingdom Death: Monster** and **Exploding Kittens**, which raised several millions of dollars on the platform.

Seek out communities

Gaming is a broad category, but you'll find that gamers organize themselves into communities online (Reddit, Discord, Facebook Groups), and offline (Meetups) based on their shared interests in gaming.

In 2018, gaming outgrew all other forms of entertainment in revenue.

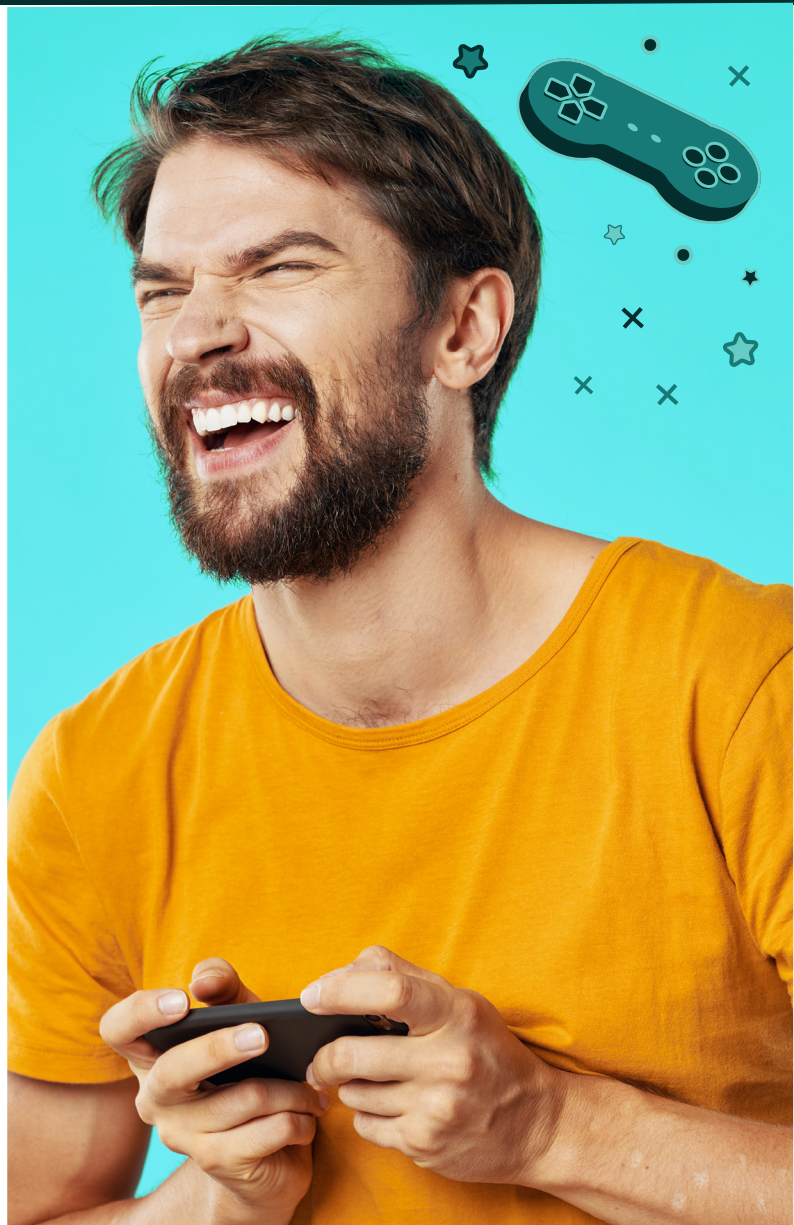
Gaming	\$ 116B
Television	\$ 105B
Film Box Office	\$ 41B
Digital Music	\$ 17B

Source: Reuters

How we made \$2,416 in 5 weeks selling gaming glasses

Sometimes a business idea can be as simple as taking an existing product and marketing it to a different audience. In this case study's example, it was blue-light blocking glasses for gamers.

[Read case study](#)



Outdoor Recreation



Outdoor recreation represents a broad economic sector, encompassing products and services for a wide variety of activities, from camping, hiking, and fishing in the summer, to skiing and snowboarding in the winter.

The outdoor sports industry is projected to grow annually at a rate of 9.4%, putting the projected value of the industry at **\$30.8 billion by 2024**. On top of this, the share of **millennial purchasers is growing**, something expected to benefit the industry. Millennials have been shown to be more avid outdoor enthusiasts. Although they reside mostly in cities, millennials seem to place a higher value on “getting away”, which explains why they’re considered a **valuable long-term target market** for the industry.

The great thing about selling products for outdoor activities is the broad range of products and services you can offer. You may consider building a brand around a single hobby or activity, a group of related hobbies, or a more specific niche within a broad category of hobbies.

The urge to get outside has never been more pressing. Tons of potential customers are taking up new outdoor pursuits, and they’ll need gear, apparel, and the right tools to do it.

Business ideas

1. Sell **bikepacking** supplies like special bike carriers and equipment.
2. Drop-ship gear and apparel for hiking-enthusiasts, like specialized footwear, coats, walking sticks, and backpacks.
3. Create a camping brand and offer portable cooking supplies, tents, sleeping bags, and outdoor furniture.
4. Sell equipment for net and racket sports like badminton, tennis, and racquetball.
5. Develop an apparel brand centered around an outdoor lifestyle.
6. Sell swimwear, pool toys, and inflatable furniture for lounging on the lake.
7. Sell supplies for gardening and lawn care, such as seeds, planters, outdoor decor, soil, and tools for garden maintenance
8. Create an electronics brand that specializes in portable, outdoor-friendly electronics like satellite walkie-talkies, bluetooth speakers, waterproof cameras, and solar-powered chargers
9. Drop-ship fishing supplies, such as fishing rods, baits, tackle boxes, nets, and boating gear.
10. Create a brand for mountain-climbing enthusiasts and sell climbing shoes, helmets, harnesses, climbing rope, and travel bags.
11. Start a skateboard brand and sell apparel, footwear, decks, wheels, helmets, and other parts and equipment.
12. Drop-ship scuba-diving gear and supplies such as snorkels, wetsuits, and special equipment like waterproof cameras and diving lights.
13. Sell ski and snowboarding equipment like poles, goggles, boots, helmets, and winter apparel.
14. Create a rollerskating brand and sell skates alongside equipment like pads, helmets, skate bags, and special parts like wheels and bearings.
15. Develop a boating brand and sell products like anchors, tarps, navigation tools, bow thrusters, water-proof tape, and special boat-cleaning products.

Tips

Prioritize search engine and social media ads

You can find customers that share a specific hobby by targeting relevant interests on Facebook and keywords on Google.

Bet on referral customers

Products in this category often spread from enthusiast to enthusiast through word of mouth. Think about how you can encourage your customers to recommend your products to others in their networks, such as encouraging them to create and share content about your products or implementing a referral program.

Consider your own hobbies

Do you have a favorite outdoor activity? You can think about product categories you use or products you wish existed and build your business around that. Being a member of your own target market is a big advantage.

Product idea

Bikepacking is huge right now, and this 15L Bicycle Bag Rear Seat Pack is the perfect accessory for recreational bicyclists and food delivery workers. You can find it and similar products on **Oberlo**.

Inspiration: CROSSNET

When brothers Greg and Chris Meade (alongside their friend Mike Delpapa) merged the school-yard game of four-square with classic volleyball, the new sport of CROSSNET was born. After leaving their corporate jobs behind, these three founders went on to develop a brand, manufacture their products, and create an entire industry around a sport of their own creation.

[Read their story](#)



Apparel and Accessories

Fashion is one of the longest-standing categories on this list. Clothing and accessories let people express their style, identity, and personality to the world, allowing for multiple entry points for would-be entrepreneurs.

One of the biggest trends in fashion is the shift away from fast fashion—purchases with a short shelf-life—with the rise of **conscious consumers**. That means people are willing to spend more on fewer items that last. This spells a return to clothing that makes consumers feel good about themselves.

Accessories such as sunglasses, watches, and handbags are another category you can break into by selling directly to consumers, competing on price without compromising quality. These timeless products will always be in demand—people will always need sunglasses as sure as the sun will rise tomorrow. Consider emerging styles and evergreen identities you can cater to with your own products.



Business ideas

1. Make and sell your own jewelry.
2. Flip your thrift store and vintage finds.
3. Become a fashion or beauty blogger/vlogger and then sell your own products or sponsorships.
4. Offer sarees to rent or buy online.
5. Start a clothing rental business.
6. Start a clothing company to serve plus-size customers.
7. Sell clothing alteration services.
8. Create fun t-shirts for people from a certain culture (e.g., West Indian, Chinese, Italian).
9. Create fun t-shirts for people with a certain profession (writer, entrepreneur, translator) or from a certain industry (tech, healthcare, business).
10. Sell witty t-shirts for pet owners.
11. Start an apparel company targeting certain regions (e.g., countries, cities, even neighbourhoods).
12. Start a fashion line inspired by your cultural roots.
13. Create and sell apparel products that cater to certain enthusiasts, such as anime, gaming, or hockey.
14. Sell minimalist watches, clothing, or sunglasses.

Tips

Leverage print-on-demand

Consider partnering with beauty vloggers on YouTube, bloggers, or Instagrammers to access their audiences of beauty enthusiasts. Consider offering them a free sample of your product to review.

Focus on a niche market

Customers have endless options when it comes to clothing, but don't let that intimidate you. You can compete by niching down and simply serving a segment of the larger market better and more deeply than the competition.

Let them "try on" your products

From photos of models wearing your products to sizing charts, there are several ways you can help shoppers see themselves in your products, feel better about buying, and reduce your returns and exchanges.

Print-on-demand: A low-risk way to start

Print-on-demand lets you create and ship custom products without holding any inventory yourself. There are many **print-on-demand** companies that help you easily put your own designs on t-shirts, sunglasses, phone cases, leggings, and more.

[Read guide](#)

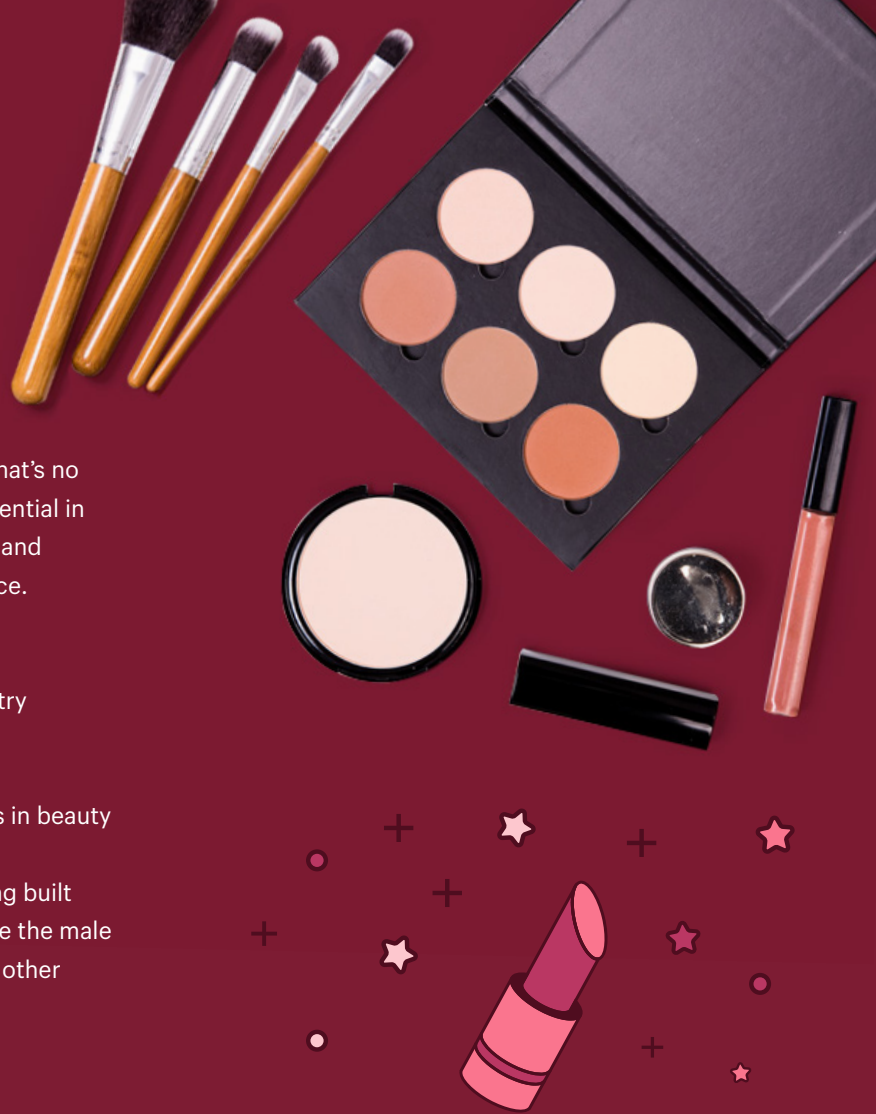
Inspiration: Peace Collective

Peace Collective is an apparel company that lets you wear your Canadian identity. It has found great success in tapping into viral moments and local pride.

[Listen to podcast](#)



Beauty



The beauty category is valued at **\$532 billion**. And that's no surprise when you consider the repeat business potential in this space and success stories like **Kylie Cosmetics** and **Jefree Star** that were driven by social media influence.

According to an Ipsos report on **the future of beauty**, the biggest trends in the beauty industry surround diversity, inclusion, and sustainability.

The industry is starting to see more Asian influences in beauty products, such as kimchi as a beauty ingredient and K-pop-inspired cosmetics. New brands are also being built around largely underserved consumer segments, like the male beauty space, products for darker complexions, and other opportunities to niche down.

Business ideas

1. Source cruelty-free makeup to sell online.
2. Dropship cute makeup brushes.
3. Sell hair extensions (an estimated 130K people search for hair extensions each month, including clip-in, tape in, halo, etc.).
4. Buy cosmetic products in bulk and curate them into a subscription box.
5. Sell fake eyelashes.
6. Sell makeup for darker complexions.
7. Start a skincare company based on a certain routine.
8. Sell Korean beauty products, like silicon sheet masks, snail slime, and skincare routines.
9. Become a beauty blogger and build an audience you can monetize.
10. Sell your own makeup organizers/bags/containers.
11. Innovate upon common dental products (teeth whitening kits, toothbrushes, floss).
12. Become a makeup artist or hairdresser.
13. Create an all-natural, toxin-free shampoo.
14. Sell scented bath bombs.
15. Sell beauty or grooming products for men.
16. Create and market a new skincare routine.

Tips

Consider influencer marketing

Consider partnering with beauty vloggers on YouTube, bloggers, or Instagrammers to access their audiences of beauty enthusiasts. Consider offering them a free sample of your product to review.

Check local regulations

If you are making your own cosmetic products, be sure to follow local regulations.

See the **FDA rules** for guidelines.

Invest in your packaging

Beauty products should be aesthetically pleasing themselves. Create a **memorable unboxing experience** for your customers and increase your chances of getting word-of-mouth referrals.

Learn how to sell makeup online

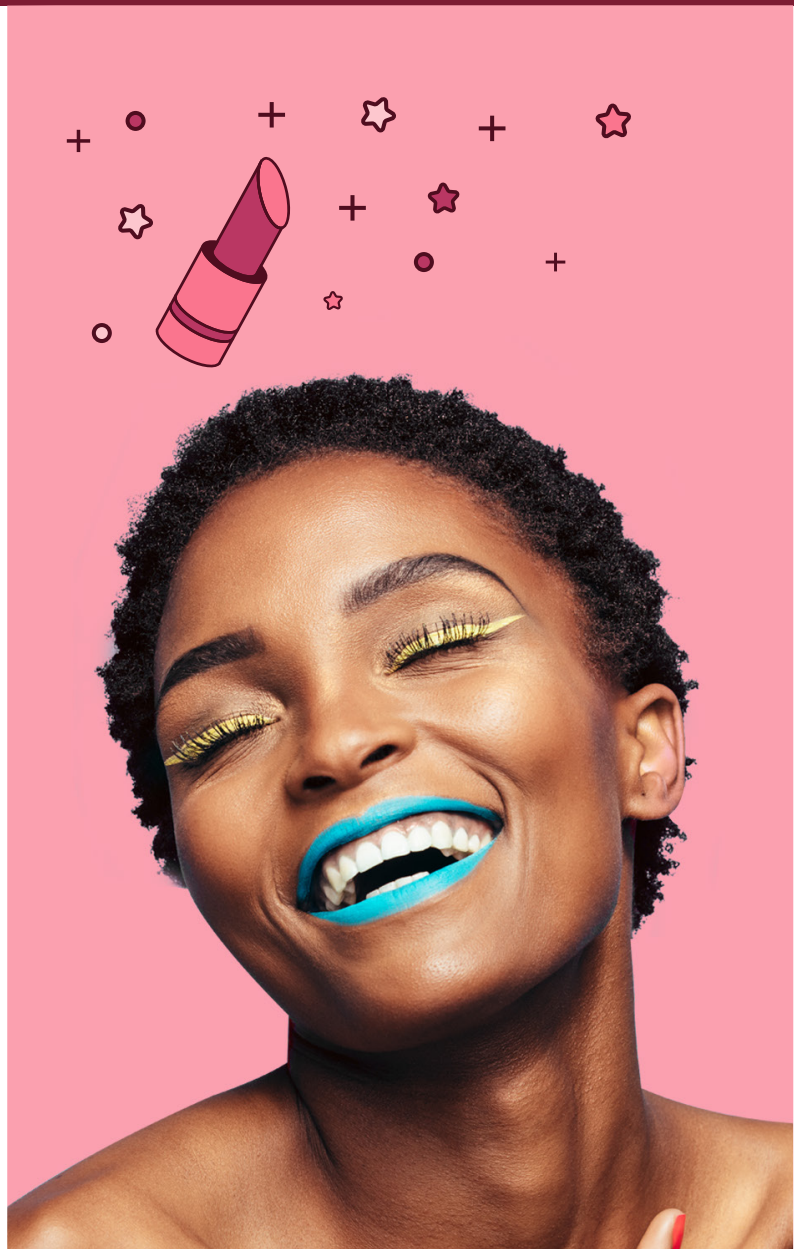
From positioning your brand in a crowded market to manufacturing your own products, learn the ins and outs of starting your own cosmetics company in our step-by-step guide.

[Read guide](#)

Inspiration: Tribe Beauty Box

With only \$200, Bili Balogun launched Tribe Beauty Box and grew her business to over \$300,000 in sales in 16 months.

[Listen to podcast](#)



How to Bring your Business Idea to Life

Coming up with a solid business idea is just the first step. The rest is following through. Embarking on your own entrepreneurial journey is exciting, but it won't be easy. We're here to help.

If you're not confident enough yet, you can try to **validate your idea** first. But if you're ready to run with your business idea, the next step is to find and source products to sell. Here are some of the ways you can do that:



Make and sell your own products

Many entrepreneurs start off with their own handmade products, whether it be bath bombs or jewelry. They start off selling to friends of friends through Etsy or Instagram, eventually scaling their business to reach new audiences.

Sell handmade products



Create digital products

Digital products like courses, music, plans, designs, and templates can be created once and sold endlessly.

Sell digital products



Customize print-on-demand products

Print-on-demand lets you customize white label products, like t-shirts, backpacks, books, and more. When a customer places an order, your product is printed and shipped without you needing to hold any inventory.

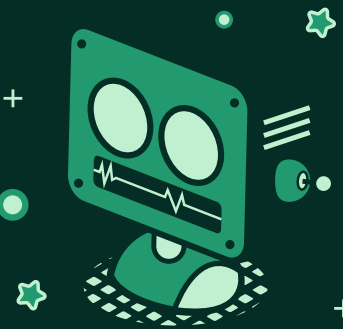
[Sell print on demand products](#)



Start a dropshipping business

Dropshipping lets you partner with a supplier who fulfills orders on your behalf, letting you sell other people's products without shipping them yourself.

[Start a dropshipping business](#)



Create your own original product

Creating your own original product is an exciting way to bring something new to the market or even create your own category. You can **crowdfund** your idea or find a manufacturer to bring your idea to life.

[Create your own product](#)

Start your free 14-day trial of Shopify today — no credit card required.

[Start my store](#)