

Shopify Product Pricing Examples

The fastest way to learn product pricing is to see it done — real numbers, real products, across real industries. Formulas are useful, but nothing makes pricing click like watching how a \$4 pair of earrings becomes a \$20 product, why a print-on-demand t-shirt earns far less than a handmade candle, and how the same margin can mean very different profit depending on the item.

This guide is built around examples — more than forty of them, spanning a dozen industries — each showing the cost, the markup, the margin, and the profit, along with the reasoning behind the pricing decision. We'll start with a quick refresher on the math so the examples make sense, work through pricing across apparel, jewelry, beauty, electronics, home goods, print-on-demand, food, supplements, pet products, stationery, digital goods, and furniture, then dig into margins specifically and the mistakes that quietly erode profit.

Where Shopify's costs matter, the figures use Shopify's verified 2026 rates (Basic plan, 2.9% + 30¢ payment processing). The pricing math itself is timeless. Let's price some products.

1. Understanding Product Pricing

Before the examples, you need four numbers and how they relate. They're simple, but mixing them up is the most common pricing mistake there is.

Cost (COGS) — what the product costs you to make or buy, per unit.

Markup — how much you add to the cost, as a percentage *of the cost*:

$$\text{Markup \%} = (\text{Price} - \text{Cost}) \div \text{Cost} \times 100$$

Margin — your profit as a percentage *of the price*:

$$\text{Margin \%} = (\text{Price} - \text{Cost}) \div \text{Price} \times 100$$

Profit — the actual dollars you keep:

$$\text{Gross profit} = \text{Price} - \text{Cost}$$

The single most important thing to understand: **markup and margin are not the same number**. A product that costs \$10 and sells for \$20 has a *100% markup* but a *50% margin* — the same sale, measured against cost versus against price. Because price is always bigger than cost, the margin percentage is always smaller than the markup percentage. Confusing the two leads to chronic underpricing (thinking you have a 50% margin when a "50% markup" actually gives you only 33%).

Here's the quick conversion reference you'll see play out in the examples:

| Markup | Margin |
|--------|--------|
| 100% | 50% |
| 150% | 60% |
| 200% | 67% |
| 300% | 75% |
| 400% | 80% |
| 500% | 83% |

Gross profit vs. true (net) profit

Every example below shows **gross profit** (price minus product cost). But your *real* profit is lower, because selling on Shopify involves more costs:

- **Payment processing:** 2.9% + 30¢ per sale on the Basic plan.
- **Shipping and packaging** (especially if you offer free shipping).
- **Platform and apps:** the \$39+/month subscription, spread across sales.
- **Marketing:** the cost to acquire each customer — often the biggest deduction.

So a product with a 70% gross margin might have a 60% margin after payment fees, and far less once shipping and marketing come out. We'll show this explicitly in the margin section. For now, read each example's margin as the *starting point* — the cushion you have to cover everything else and still profit. As a rule of thumb, most product businesses want a gross margin of at least 50% (a 100% markup, "keystone" pricing) to leave room for all those costs. Running each product through a pricing/margin calculator confirms the net once you add your real fees and shipping.

Now, the examples.

2. Pricing Examples

Each table shows cost, price, markup, margin, and gross profit. After each industry, a short note explains the pricing decision — *why* those margins make sense for that category.

Apparel & Fashion

| Product | Cost | Price | Markup | Margin | Gross Profit |
|---------------|------|-------|--------|--------|--------------|
| Basic t-shirt | \$8 | \$24 | 200% | 67% | \$16 |
| Hoodie | \$18 | \$50 | 178% | 64% | \$32 |
| Leggings | \$12 | \$38 | 217% | 68% | \$26 |
| Cap / hat | \$6 | \$22 | 267% | 73% | \$16 |

Pricing decision: Apparel typically runs **60-70% margins**. Material costs are modest relative to perceived value, and branding supports a healthy markup. But basics like t-shirts face heavy competition, so you can't push prices too high without a strong brand. The hat shows how lower-cost accessories carry higher margins than the main garments. Apparel needs these margins because returns (sizing) and marketing eat into them.

Jewelry & Accessories

| Product | Cost | Price | Markup | Margin | Gross Profit |
|-------------------|------|-------|--------|--------|--------------|
| Handmade earrings | \$4 | \$20 | 400% | 80% | \$16 |
| Necklace | \$9 | \$35 | 289% | 74% | \$26 |
| Bracelet | \$5 | \$18 | 260% | 72% | \$13 |
| Sourced watch | \$30 | \$89 | 197% | 66% | \$59 |

Pricing decision: Jewelry is a classic **high-margin category (72-80%)**. Materials are cheap relative to perceived value and design, and buyers price on aesthetics and emotion, not material cost. The earrings — \$4 cost, \$20 price — show the 400% markups jewelry routinely supports. The watch's lower margin reflects its higher sourcing cost. These rich margins are why jewelry is popular with new sellers, and they leave ample room for marketing.

Beauty & Skincare

| Product | Cost | Price | Markup | Margin | Gross Profit |
|----------|--------|-------|--------|--------|--------------|
| Lip balm | \$1.50 | \$9 | 400% | 83% | \$7.50 |

| Product | Cost | Price | Markup | Margin | Gross Profit |
|---------------|------|-------|--------|--------|--------------|
| Face serum | \$7 | \$39 | 457% | 82% | \$32 |
| Moisturizer | \$6 | \$28 | 367% | 79% | \$22 |
| Handmade soap | \$2 | \$8 | 300% | 75% | \$6 |

Pricing decision: Beauty carries some of the **highest margins (75-83%)** in ecommerce. Ingredient costs are low, perceived value is high, and the category is intensely brand- and benefit-driven. The serum's 82% margin is typical — customers pay for the promise and the brand, not the few dollars of ingredients. These fat margins are *necessary*, because beauty is marketing-heavy: much of that 80%+ margin gets reinvested into ads and content to acquire customers.

Home & Kitchen

| Product | Cost | Price | Markup | Margin | Gross Profit |
|---------------|------|-------|--------|--------|--------------|
| Ceramic mug | \$4 | \$16 | 300% | 75% | \$12 |
| Cutting board | \$11 | \$34 | 209% | 68% | \$23 |
| Throw pillow | \$9 | \$32 | 256% | 72% | \$23 |
| Utensil set | \$14 | \$39 | 179% | 64% | \$25 |

Pricing decision: Home and kitchen goods land in a solid **64-75% margin** range. They combine function and aesthetics, and buyers pay for design and quality. Smaller decorative items (mug, pillow) carry higher margins than functional bundles (utensil set) where buyers compare more on price. These margins comfortably absorb fees and moderate shipping, since most items are small and durable.

Candles & Handmade

| Product | Cost | Price | Markup | Margin | Gross Profit |
|--------------|--------|-------|--------|--------|--------------|
| Small candle | \$5 | \$18 | 260% | 72% | \$13 |
| Large candle | \$8 | \$28 | 250% | 71% | \$20 |
| Wax melts | \$2.50 | \$10 | 300% | 75% | \$7.50 |

Pricing decision: Handmade candles sit around **71-75% margins**. The "handmade" and artisan positioning supports a premium, while material plus labor keeps costs real. Note the cost here should include a value for your *time* — a mistake many handmade sellers make is pricing only for materials, leaving nothing for labor. The margins shown assume materials only; factor in your time and you'll see why pricing at the higher end matters for handmade goods.

Electronics & Accessories

| Product | Cost | Price | Markup | Margin | Gross Profit |
|-------------------|------|-------|--------|--------|--------------|
| Phone case | \$3 | \$19 | 533% | 84% | \$16 |
| Charging cable | \$2 | \$14 | 600% | 86% | \$12 |
| Bluetooth speaker | \$22 | \$59 | 168% | 63% | \$37 |
| Wireless earbuds | \$18 | \$49 | 172% | 63% | \$31 |

Pricing decision: This category splits sharply. **Accessories** (cases, cables) are among the highest-margin products anywhere — **84-86%** — because they're cheap to source and carry high perceived value as add-ons. **Devices** (speakers, earbuds) have much lower margins (~63%) because sourcing costs are higher and buyers price-compare hard. The smart play in electronics is leading with devices to attract buyers, then profiting on the high-margin accessories.

Print-on-Demand (POD)

| Product | Cost | Price | Markup | Margin | Gross Profit |
|--------------|------|-------|--------|--------|--------------|
| POD t-shirt | \$13 | \$29 | 123% | 55% | \$16 |
| POD mug | \$8 | \$22 | 175% | 64% | \$14 |
| POD poster | \$9 | \$25 | 178% | 64% | \$16 |
| POD tote bag | \$10 | \$24 | 140% | 58% | \$14 |

Pricing decision: Print-on-demand has **lower margins (55-64%)** than most categories, because the base product plus printing cost is high — the POD t-shirt costs \$13 versus \$8 for a wholesale blank. This is the key POD lesson: your costs are fixed and substantial, so you must price carefully to leave room for fees *and* marketing. With only ~55% margin on the t-

shirt, aggressive paid advertising can erase your profit. POD's appeal is zero inventory risk, not high margins.

Food & Beverage (Specialty)

| Product | Cost | Price | Markup | Margin | Gross Profit |
|----------------------|--------|-------|--------|--------|--------------|
| Specialty coffee bag | \$7 | \$18 | 157% | 61% | \$11 |
| Artisan hot sauce | \$3.50 | \$12 | 243% | 71% | \$8.50 |
| Tea sampler | \$6 | \$20 | 233% | 70% | \$14 |

Pricing decision: Specialty food and beverage runs **61-71% margins**, supported by artisan/premium positioning. Coffee's lower margin reflects higher bean costs and price-aware buyers; small-batch condiments like hot sauce carry richer margins. Food has extra considerations — perishability, regulations, and often heavier shipping (and ice/insulation for some items) — that eat into the gross margin, so the higher end of pricing is usually wise.

Health, Fitness & Supplements

| Product | Cost | Price | Markup | Margin | Gross Profit |
|---------------------|------|-------|--------|--------|--------------|
| Protein powder | \$14 | \$39 | 179% | 64% | \$25 |
| Resistance bands | \$7 | \$25 | 257% | 72% | \$18 |
| Supplement capsules | \$6 | \$29 | 383% | 79% | \$23 |
| Yoga mat | \$12 | \$36 | 200% | 67% | \$24 |

Pricing decision: Supplements carry **high margins (up to ~79%)** — low production cost, high perceived value, strong brand and benefit positioning — while fitness equipment is solid but lower (64-72%). Like beauty, supplement margins need to be high because the category is marketing-intensive and competitive. The capsule example (383% markup) shows the classic supplement economics; much of that margin funds the heavy advertising the category requires.

Pet Products

| Product | Cost | Price | Markup | Margin | Gross Profit |
|------------|------|-------|--------|--------|--------------|
| Dog collar | \$4 | \$18 | 350% | 78% | \$14 |
| Pet bed | \$16 | \$45 | 181% | 64% | \$29 |
| Dog toy | \$3 | \$14 | 367% | 79% | \$11 |

Pricing decision: Pet products enjoy **64-79% margins** because pet owners buy emotionally and pay readily for their animals. Small accessories (collars, toys) carry the highest margins; larger items (beds) are lower due to higher cost and shipping bulk. The emotional, recurring nature of pet spending makes this a strong, loyal-customer category that supports premium pricing.

Stationery & Digital

| Product | Cost | Price | Markup | Margin | Gross Profit |
|----------------------------|--------|-------|--------|--------|--------------|
| Enamel pin | \$2 | \$12 | 500% | 83% | \$10 |
| Sticker pack | \$1.20 | \$8 | 567% | 85% | \$6.80 |
| Notebook | \$4 | \$16 | 300% | 75% | \$12 |
| Digital planner (download) | ~\$0 | \$15 | — | ~100% | ~\$15 |

Pricing decision: Small paper goods carry **very high margins (75-85%)** thanks to tiny unit costs. The standout is the **digital product**: a downloadable planner has essentially *zero* marginal cost, so its margin approaches **100%** and markup is effectively infinite — every sale after creation is almost pure profit (minus payment fees). Digital products are the highest-margin model on Shopify, with no inventory, shipping, or per-unit cost, which is why they're so attractive once you've created them.

Furniture & Large Goods

| Product | Cost | Price | Markup | Margin | Gross Profit |
|------------------------|------|-------|--------|--------|--------------|
| Accent chair (sourced) | \$80 | \$189 | 136% | 58% | \$109 |
| Floating shelf | \$15 | \$42 | 180% | 64% | \$27 |

| Product | Cost | Price | Markup | Margin | Gross Profit |
|-----------------|------|-------|--------|--------|--------------|
| Framed wall art | \$22 | \$65 | 196% | 66% | \$43 |

Pricing decision: Furniture and large goods have **lower margins (58–66%)** and a hidden killer: **shipping**. A \$109 gross profit on the accent chair looks great until freight, oversized-package fees, and damage/return risk are counted — these can consume much of the margin. This is the crucial lesson for large goods: the gross margin overstates reality, and you must price with the real shipping cost built in. Bulky items need either higher prices or a shipping strategy that protects the margin.

3. Margin Examples

The examples above showed *gross* margin. Now let's look at what actually reaches your pocket, because the gross margin is just the starting cushion.

From gross margin to net margin (after payment fees)

Shopify's payment processing (2.9% + 30¢) takes a bite from every sale. Watch how it affects different price points:

| Product | Price | Gross Profit | Payment Fee | Net Profit | Gross Margin | Net Margin |
|--------------|-------|--------------|-------------|------------|--------------|------------|
| Sticker pack | \$8 | \$6.80 | \$0.53 | \$6.27 | 85% | 78% |
| Lip balm | \$9 | \$7.50 | \$0.56 | \$6.94 | 83% | 77% |
| Phone case | \$19 | \$16.00 | \$0.85 | \$15.15 | 84% | 80% |
| T-shirt | \$24 | \$16.00 | \$1.00 | \$15.00 | 67% | 63% |
| Accent chair | \$189 | \$109.00 | \$5.78 | \$103.22 | 58% | 55% |

Notice the pattern: the **fixed 30¢ portion hits cheap items hardest**. On the \$8 sticker pack, fees cut the margin by 7 points (85% → 78%); on the \$189 chair, only 3 points. This is why very low-priced products struggle — the flat fee is a big chunk of a small price. It's an argument for bundling cheap items or setting minimum prices.

The full cost stack (true net profit)

Payment fees are only the first deduction. Take the t-shirt (\$24 price, \$8 cost) all the way down:

- Price: **\$24.00**

- Product cost: – \$8.00
- Payment fee (2.9% + 30¢): – \$1.00
- Shipping (if you offer free shipping): – \$4.00
- **Profit before marketing: \$11.00** (46% of price)
- Customer acquisition cost (ads, ~\$5/sale): – \$5.00
- **True net profit: \$6.00** (25% of price)

That 67% gross margin became a **25% net margin** once shipping and marketing were counted — and that's *with* a reasonable ad cost. If acquisition cost more, the sale could lose money. This is the most important lesson in product pricing: **price for a gross margin high enough that real net profit survives shipping and marketing**. A common target is a gross margin of at least 60-70% for products that rely on paid advertising, so that net margin lands in a healthy 10-25% range.

Pricing backward from a target margin

Rather than guessing, you can price to a target margin. The formula:

$$\mathbf{| \quad Price = Cost \div (1 - Target\ Margin)}$$

Examples:

- Cost \$12, target 65% margin → Price = $\$12 \div 0.35 = \mathbf{\$34.29}$ (round to \$34.99).
- Cost \$7, target 75% margin → Price = $\$7 \div 0.25 = \mathbf{\$28.00}$.
- Cost \$20, target 60% margin → Price = $\$20 \div 0.40 = \mathbf{\$50.00}$.

This guarantees your gross margin hits target. Then verify net profit after fees and shipping with a calculator, and adjust upward if marketing will be heavy.

Typical margin benchmarks by category

Pulling the examples together, here's roughly where healthy gross margins land:

| Category | Typical gross margin |
|--------------------------|------------------------------|
| Digital products | 95-100% |
| Beauty / skincare | 75-85% |
| Jewelry / accessories | 70-85% |
| Stationery / small goods | 75-85% |
| Supplements | 65-80% |
| Pet products | 64-79% |
| Home / kitchen | 64-75% |
| Apparel | 60-70% |
| Food & beverage | 60-70% |
| Electronics (devices) | 60-65% |
| Print-on-demand | 55-65% |
| Furniture / large goods | 55-66% (shipping erodes net) |

Use these as sanity checks: if your margin is far below the norm for your category, you're likely underpriced or carrying too much cost.

4. Pricing Mistakes

These errors show up again and again in the examples above when sellers get them wrong.

- **Confusing markup and margin.** Applying a "50% markup" while thinking it's a "50% margin" leaves you with only a 33% margin. Know that a 50% margin requires a 100% markup, and price in margin terms.
- **Pricing only for product cost.** Especially in handmade categories (candles, jewelry), sellers price to cover materials and forget their *labor* and the platform's fees, shipping, and marketing. Build all costs into the price.
- **Forgetting payment fees and the fixed 30¢.** The flat fee disproportionately hurts cheap products. A \$5 item loses a big percentage to the 30¢ charge — bundle low-cost items or set sensible minimums.

- **Ignoring shipping on large or heavy goods.** The furniture example showed how a great-looking gross margin shrinks once freight and damage risk are counted. Price bulky items with real shipping costs built in.
 - **Not accounting for marketing/CAC.** The t-shirt's 67% gross margin became a 25% net margin after ads. If your margin can't cover customer acquisition, paid sales lose money. Price with marketing in mind, especially in low-margin categories like POD.
 - **Underpricing out of fear.** New sellers often price low to feel competitive, signaling low quality and leaving no room for profit or marketing. The high margins in beauty, jewelry, and supplements exist for a reason — don't undercut them.
 - **Copying competitors blindly.** A competitor may have lower costs or be losing money. Always check a competitor-driven price against your own cost-and-margin floor.
 - **Treating POD like a high-margin model.** POD's base costs are high, so margins are thinner. Pricing POD products as if they had jewelry-level margins leaves you unprofitable after fees and ads.
 - **Skipping charm pricing and round-number psychology.** Pricing at \$34.99 instead of \$34.29, or anchoring with a compare-at price, lifts conversions for free. Don't leave the psychology unused.
 - **Setting prices once and never revisiting.** Costs, competition, and demand change. Review and test prices periodically rather than locking them in forever.
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5. FAQ

What's the difference between markup and margin? Markup is profit as a percentage of cost; margin is profit as a percentage of price. A product that costs \$10 and sells for \$20 has a 100% markup but a 50% margin. They describe the same sale from different angles, and confusing them causes underpricing.

What's a good profit margin for a Shopify product? It varies by category, but a gross margin of at least 50% (keystone pricing) is a common floor, and many categories run 60-85%. Aim high enough that net profit survives payment fees, shipping, and marketing — often a 60-70%+ gross margin if you rely on paid ads.

How do I calculate the price for a target margin? Use $\text{Price} = \text{Cost} \div (1 - \text{Target Margin})$. For a \$12 cost and 65% target margin: $\$12 \div 0.35 = \34.29 . This guarantees your gross margin hits target before other costs.

Why do some products have such high markups (400%+)? Categories like jewelry, beauty, accessories, and digital goods have very low costs relative to perceived value, so they support huge markups. A \$2 lip balm selling for \$9 (400% markup) is normal — buyers pay for the brand and benefit, not the ingredient cost.

Which product types have the highest margins? Digital products (near 100%), beauty/skincare (75–85%), jewelry and small accessories (70–85%), and supplements (65–80%) top the list. They share low unit costs and high perceived value.

Which have the lowest margins? Print-on-demand (55–65%, due to high base+print costs), electronics devices (60–65%), and furniture/large goods (55–66% gross, less after shipping). These need careful pricing to stay profitable after fees and marketing.

How much does Shopify take from each sale? On the Basic plan with Shopify Payments, 2.9% + 30¢ per online transaction, plus the \$39/month subscription. There's no per-sale commission beyond processing if you use Shopify Payments. Build these into your price.

Why do cheap products have worse net margins? Because the fixed 30¢ payment fee is a larger percentage of a small price. On an \$8 product, the flat fee plus the percentage cuts the margin noticeably more than on a \$189 product. Bundling or minimum prices help.

Should I include shipping in my price or charge it separately? Either works, but you must account for it. "Free shipping" comes out of your margin, so build the cost into the price. For heavy or bulky goods, shipping can consume much of the gross margin, so price accordingly.

How do I price print-on-demand products for profit? Start from the (high) base + printing cost, target at least a 55–65% margin, and make sure enough is left for payment fees and marketing. Because POD margins are thin, avoid heavy paid advertising unless your price supports it.

Do digital products really have ~100% margins? Close to it. After creation, a digital download has essentially no per-unit cost, so each sale is nearly pure profit minus the payment fee. That's why digital products are the highest-margin model — though you still invest time and marketing.

Should I price at \$34.99 or \$35? For most products, charm pricing (\$34.99) converts better due to the left-digit effect. For premium or luxury positioning, a clean round number can reinforce quality. Match the cue to your brand.

How do I know if I'm pricing too low? Compare your gross margin to the category benchmarks (e.g., 60–70% for apparel, 75%+ for beauty). If you're well below the norm, or your net margin after all costs is in the low single digits, you're likely underpriced.

How often should I revisit my prices? Whenever costs change, when competitors shift, seasonally, and as you gather sales data. Pricing is an ongoing optimization — test and adjust rather than setting it once.

6. Conclusion

Pricing becomes far less intimidating once you've seen it worked out across real products. The patterns are clear: jewelry, beauty, accessories, and digital goods support high margins (75-100%) because their costs are low relative to perceived value; apparel, food, and home goods land in the solid 60-75% range; and print-on-demand, devices, and furniture run leaner (55-66%), demanding careful pricing to stay profitable. Across all of them, the math is the same — markup measures against cost, margin measures against price, and a 100% markup equals a 50% margin.

But the examples also reveal the deeper truth: **gross margin is only your starting cushion.** Payment fees (2.9% + 30¢), shipping, and especially marketing all come out before you keep anything, which is why that 67% t-shirt margin became a 25% net margin once ads and shipping were counted. Price for a gross margin high enough that real profit survives those costs — generally 60-70%+ if you advertise, and higher in marketing-heavy categories like beauty and supplements.

So use these examples as templates: find your category's typical margin, price backward from a target margin with $\text{Price} = \text{Cost} \div (1 - \text{Margin})$, apply charm pricing, and then verify your true net by subtracting fees, shipping, and acquisition cost in a pricing calculator. Avoid the classic mistakes — confusing markup with margin, pricing only for product cost, ignoring shipping and marketing, and underpricing out of fear. Get the margin right at the start, and every sale does the work it's supposed to: covering your costs and leaving real profit behind.

Shopify cost figures reflect Shopify's published US rates as of mid-2026 (Basic plan \$39/month; Shopify Payments 2.9% + 30¢ per online sale, lower on higher plans). All pricing examples are illustrative, using representative cost and price figures to demonstrate the math — your actual costs, margins, and competitive prices will differ by product and supplier. Category margin ranges are general approximations. Always model your own real costs and verify net profit with a pricing/margin calculator before setting prices.