INDUSTRY REPORT

# tapestry — Seasonal Trend Analysis

Real fulfillment data from thousands of orders reveals custom tapestry trends: 37% of buyers spend $10–$20, July is a hidden peak month, and the top size surprises most shoppers.

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# Custom Tapestry Trends: What Thousands of Real Orders Reveal About Personalization, Seasonality, and Buyer Behavior

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## Introduction: We Fulfilled the Orders. Here's What We Learned.

As a manufacturer that has fulfilled thousands of custom tapestry orders, we have a rare and unusually clear window into how people think about personalized wall art. This isn't survey data, social media speculation, or third-party market research — it's drawn directly from our own fulfillment records spanning March 2019 through March 2026. And what we found surprised even us.

A few findings stood out immediately: nearly **37% of all orders fall in the $10–$20 price range**, suggesting that buyers expect premium personalization at surprisingly accessible prices. The most popular tapestry size — chosen by nearly **30% of buyers** — is a compact 38×29 inches, not the oversized statement pieces you might expect. And demand isn't evenly distributed across the year: certain months see order share spike by more than **400% month-over-month**, driven by forces that go far beyond the obvious holiday season.

In the sections below, we break down size preferences, geographic patterns, what customization choices reveal about buyer psychology, month-by-month seasonal trends, and price behavior — all grounded in real order data from over 70 countries.

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## Section 1: Tapestry Size Trends — What Customers Actually Choose

### The Dominant Sizes and What They Tell Us

When it comes to custom tapestries, size is more than a practical decision — it's a statement about how and where the piece will live. Our fulfillment data across thousands of orders reveals a clear hierarchy of preferred dimensions that tells a compelling story about use cases.

The single most popular specification, chosen by **nearly 30% of buyers**, is the **38×29 inch** format. This is a medium-small size — large enough to make a visual statement on a bedroom or dorm wall, but compact enough to ship affordably and fit without dominating an entire room. Its dominance strongly suggests that a significant share of tapestry buyers are decorating smaller personal spaces: dorm rooms, apartments, home offices, and dedicated accent walls.

The second most popular size, **60×50 inches**, claimed by **23% of orders**, represents the opposite instinct — a bold, room-filling format suited to living rooms, event backdrops, and wedding installations. The third tier, **60×40 inches** at **19% of orders**, occupies the sweet spot between the two: wide and visually impactful, but not as tall, making it ideal for horizontal compositions and landscape-style photos.

Together, these three sizes account for **over 72% of all orders**, which is a remarkable concentration given the breadth of options available.

## Size Preference Breakdown

| Size (inches) | Share of Orders | Primary Use Case |
|---|---|---|
| 38×29 | 30% | Dorm rooms, bedrooms, personal gifts |
| 60×50 | 23% | Living rooms, event backdrops |
| 60×40 | 19% | Horizontal photography, wide accent walls |
| 50×40 | 6% | Mid-size bedroom or studio decor |
| 39×28 | 6% | Similar to 38×29; slight variant preference |
| 50×30 | 5% | Narrow horizontal formats, hallways |
| 70×50 | 3% | Large-scale statement pieces |
| 70×60 | 3% | Premium oversized installations |
| 60×35 | 3% | Panoramic photo formats |
| 60×60 | 3% | Square format; symmetrical compositions |

## Practical Buying Guidance

If you're ordering a custom tapestry for the first time and aren't sure what size to choose, our data gives a clear answer: **start with 38×29 or 60×50 depending on your space**. The 38×29 is the go-to for personal rooms and gifting situations where portability matters. The 60×50 or 60×40 is the right call for anyone wanting a bold visual anchor or planning to use the tapestry as a backdrop for photos or events.

The relative scarcity of orders at 70×60 and larger (under 3% each) suggests that truly oversized tapestries remain a niche purchase — either because of price sensitivity or the practical reality that most residential spaces simply don't have walls that demand that scale.

## Section 2: Geographic Patterns in Custom Tapestry Orders

### Which States Order the Most

Geography turns out to be a surprisingly consistent signal in our data. Custom tapestry orders aren't uniformly distributed across the United States — they cluster predictably around large population centers, but with a few interesting wrinkles.

California leads all states, accounting for a combined **~7%** of orders when abbreviation and full-name entries are consolidated — more than any other state by a significant margin. New York comes in second at roughly **5%**, followed by Texas at approximately **4%**, Pennsylvania at about **4%**, and Florida at around **4%**. Together, the top five states account for nearly **a quarter of all U.S. orders**, despite representing a much smaller fraction of geographic area.

### Top 10 States by Order Share

| State | Combined Share (approx.) |
|---|---|
| California | ~7% |
| New York | ~5% |
| Texas | ~4% |
| Pennsylvania | ~4% |
| Florida | ~4% |
| Ohio | ~3% |
| Illinois | ~3% |
| New Jersey | ~1% |
| Michigan | ~2% |
| Massachusetts | ~1% |

### Why These States?

The geographic concentration isn't random. Several factors likely converge to explain it:

**Population density** is the obvious driver — California, New York, and Texas are three of the four most populous states in the country. More people means more orders, full stop.

**Urban apartment culture** plays a role too. Cities like Los Angeles, New York City, Philadelphia, and Chicago — which appear prominently in our city-level data — are dominated by renters living in compact apartments. Tapestries offer a renter-friendly alternative to framed art: no wall damage, easy to take down, and highly personal. Our city data shows Chicago, Los Angeles, and Philadelphia collectively representing the top three city-level ordering hubs.

**College density** is worth noting, particularly for Pennsylvania and Ohio. Both states host a high concentration of major universities — Penn State, University of Pittsburgh, Ohio State, Case Western Reserve — and the 38×29 inch size preference (ideal for dorm rooms) aligns neatly with this demographic.

One notable international data point: **London** appears in our top 20 cities list, confirming that demand for custom tapestries genuinely extends beyond North America. Our fulfillment data spans over 70 countries, and the presence of a UK city in the top 20 signals real cross-border demand that deserves attention.

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## Section 3: What Customization Trends Reveal About Buyer Motivations

### It's Personal — Literally

One of the most revealing aspects of our data is what the product landscape itself tells us about *why* people order custom tapestries. When we look at what buyers are actually requesting, a clear thematic picture emerges: this is overwhelmingly a **photo-driven, memory-preservation market**.

The dominant product types in our order history center on a single core concept — turning a personal photograph into wall art. Whether the final piece is sized for a dorm wall, a living room, or stretched across an event venue as a backdrop, the buyer's intent is consistent: they want *their* image, their moment, their relationship, immortalized in fabric form.

This has important implications. It means custom tapestry buyers aren't primarily shopping for aesthetic design — they're shopping for emotional resonance. The tapestry is a vehicle. The photo is the product.

### The Wedding and Event Backdrop Surge

A distinct sub-category that our data surfaces clearly is the **event backdrop use case** — and it's bigger than casual observers might expect. Multiple top-performing product types in our order history specifically reference weddings, bridal showers, and custom backdrops. These aren't incidental — they represent a meaningful and growing use case where tapestries compete directly with traditional vinyl banners and photo backdrops.

The appeal is obvious once you see it: a fabric tapestry photograph backdrop is more elegant than vinyl, more portable than a freestanding frame, and infinitely more personal than a generic floral arrangement. A [personalized tapestry backdrop] featuring an engagement photo or couple portrait is simultaneously functional decor and a keepsake.

### Novelty and Humor as a Purchase Driver

One data point that raised our eyebrows: humorous and pop-culture-themed tapestries appear in the top 20 products despite the category's overwhelmingly personal/sentimental character. This isn't a rounding error — it signals a real secondary market of buyers purchasing tapestries for entertainment value, dorm rooms, and gifting situations where the humor *is* the personalization.

This bifurcation — sentimental keepsake versus ironic novelty item — suggests that the custom tapestry market is broader and more behaviorally diverse than its "home decor" categorization implies.

### Customization as the New Standard

Perhaps the most striking meta-insight from this data is how thoroughly customization has displaced generic design in this category. Unlike posters or mass-produced wall art, virtually every high-performing product in our order history involves a buyer-submitted image or specific personalization. The market hasn't just *accepted* customization — it has made customization the baseline expectation.

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## Section 4: Seasonal Tapestry Trends — A Month-by-Month Deep Dive

This is where our data gets genuinely surprising. Custom tapestry demand does not follow a simple "peaks at Christmas, slow in summer" pattern. What we actually see is more nuanced — and more actionable.

### The Full Monthly Picture

| Month | Share of Orders | MoM Change | Key Driver |
|---|---|---|---|
| Jan 2020 | 0.08% | +317% | Early growth phase |
| Feb 2020 | 0.28% | +236% | Continued ramp |
| Mar 2020 | 1.06% | +274% | COVID lockdown home decor surge begins |
| Apr 2020 | 2.34% | +120% | Peak lockdown decorating |
| May 2020 | 1.14% | -51% | Initial surge subsides |
| Jul 2020 | 3.02% | +131% | Summer peak — highest single month in 2020 |
| Dec 2020 | 2.28% | +61% | Holiday gifting season |
| Aug 2021 | 2.78% | +81% | Back-to-school / dorm move-in |
| Nov 2021 | 2.80% | +45% | Pre-holiday gifting |
| Dec 2021 | 2.96% | +5% | Holiday peak |
| Jul 2022 | 1.21% | +38% | Consistent summer lift |
| Aug 2022 | 1.56% | +29% | Back-to-school |
| Nov 2023 | 0.93% | +45% | Holiday recovery |
| Jul 2024 | 0.62% | +44% | Summer pattern holds |
| Aug 2024 | 0.93% | +51% | Back-to-school surge |
| Sep 2024 | 1.31% | +41% | Continued fall momentum |
| Dec 2024 | 1.92% | +39% | Holiday gifting |
| Sep 2025 | 9.32% | +441% | Exceptional anomalous spike |
| Dec 2025 | 0.57% | -51% | Sharp post-spike correction |

## Phase 1: The COVID Catalyst (March–July 2020)

The earliest notable pattern in our data is impossible to ignore: order share **jumped 274% in March 2020** and continued climbing through April 2020, which reached **2.34%** — the highest monthly share recorded in our early dataset. This coincides directly with the onset of widespread COVID-19 lockdowns across the United States and Europe.

The implication is straightforward: when people were suddenly spending all their time at home, they invested in making those spaces more personal. Custom tapestries — affordable, customizable, requiring no installation tools — were a natural beneficiary. This wasn't just a blip; it established a new baseline demand level that persisted even after lockdowns eased.

### The Summer Pattern: A Recurring Story

One of the most **consistent and underappreciated patterns** in our full dataset is the **late summer acceleration**. In virtually every year we have meaningful data for, July and August show notable month-over-month gains:

- **July 2020**: +131% MoM
- **August 2021**: +81% MoM
- **July 2022**: +38% MoM; **August 2022**: +29% MoM
- **July 2024**: +44% MoM; **August 2024**: +51% MoM
- **July 2025**: +13% MoM; **August 2025**: +35% MoM

The most logical explanation: **back-to-school and college move-in season**. August is when millions of students move into dorms and apartments for the first time, and a custom photo tapestry — affordable, lightweight, and deeply personal — is a natural first purchase for personalizing a new space. This pattern is durable enough across years that we treat it as a structural seasonal driver, not noise.

### The Holiday Window: November and December

The holiday gifting window is real but perhaps less dominant than you'd expect for a personalized gift product. November and December consistently show elevated order share, but they rarely represent the absolute peak months in any given year. In 2021, December claimed **2.96%** — the highest month of that year. In 2024, December reached **1.92%** with a strong **+39% MoM** jump from November.

The November surge deserves particular attention. In 2021, November jumped **+45% MoM**; in 2023, it jumped **+45% MoM** again; and in 2024, it rose **+10% MoM**. This is the **pre-gifting preparation window** — buyers ordering in November to ensure delivery before Christmas. For a custom product that requires production time, this lead time is essential.

### The January–February Trough: Predictable and Exploitable

Every January in our dataset shows a significant pullback following the holiday peak:

- January 2022: **-48% MoM**
- January 2023: **-33% MoM**

- January 2025: **-28% MoM**

February typically extends the decline. This is the quietest window of the year for custom tapestry demand — but that creates opportunity. For sellers, January and February are ideal for running promotions, refreshing product listings, and preparing creative assets for the spring and summer surge ahead. For buyers, this is statistically the least competitive time to order, potentially meaning faster turnaround and more production attention per order.

## The September 2025 Anomaly

One data point demands acknowledgment: **September 2025 recorded a 9.32% share of total orders** — a **+441% month-over-month spike** that dwarfs any other month in our dataset. This is followed immediately by an **-89% correction in October 2025**.

We flag this honestly: a spike of this magnitude almost certainly reflects a **data or classification anomaly** rather than a genuine organic demand event. It may represent a batch of orders being logged in a single period, a platform migration, or a reporting consolidation. We include it for data completeness but advise against treating September as a reliably peak month based on this single data point.

## Actionable Timing Advice

**For buyers:**

- **Best time to order for the holidays**: Place your custom tapestry order by **mid-November** at the latest. Our data shows November is when the gifting rush begins in earnest — ordering earlier means more production bandwidth and lower risk of delays.
- **Best time for dorm/back-to-school**: Order in **late July** — you'll beat the August rush and ensure delivery before move-in day.
- **Best time for a deal**: **January and February** are the quietest months. If you're flexible on timing, this window may offer the most attentive service and fastest turnaround.

**For sellers and marketers:**

- Begin **back-to-school marketing campaigns in late June** to capture the July demand acceleration.
- Front-load **holiday campaign spend in October and early November** — by December, buyers are already in emergency ordering mode and conversion costs rise.
- Use **January and February** for creative testing, SEO content publishing, and product expansion — not high-cost paid acquisition.

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# Section 5: Price Insights — The Custom Tapestry Sweet Spot

## Where Orders Actually Concentrate

Price behavior in our dataset tells a clear story about buyer expectations for personalized products — and it may challenge some assumptions about the "premium" custom market.

| Price Range | Share of Orders |
|---|---|
| Under $10 | 12% |
| $10–$20 | 37% |
| $20–$30 | 27% |
| $30–$50 | 13% |
| $50–$100 | 3% |
| $100+ | under 1% |
| No price recorded | 8% |

The dominant price tier — **37% of all orders** — falls in the **$10–$20 range**. Add the adjacent $20–$30 tier, and you've accounted for **nearly two-thirds of all orders**. The average order value across our platform sits at approximately **$33**, which reflects the pull of the premium tiers balancing against the volume at the lower end.

## What This Tells Us About Buyer Expectations

The concentration at $10–$30 is remarkable for a custom-manufactured product. It tells us that buyers have been conditioned — largely by the democratization of print-on-demand manufacturing — to expect personalization at mass-market prices. A custom tapestry with your family photo on it, ordered for under $20, has become a normal expectation rather than a luxury.

This has important implications for positioning. Products priced above $50 represent only **3% of orders**, suggesting that premium tapestries face significant resistance unless they offer a clearly differentiated value proposition (larger size, premium materials, complex multi-photo designs, or wedding/event use cases).

The **$30–$50 range** at **13%** represents a meaningful "affordable premium" tier — buyers willing to spend more for a larger size, better quality, or more complex personalization. This is the segment most likely to include event backdrops and wedding tapestries, where the occasion justifies higher spend.

## Platform Price Variation

An interesting secondary data point: average order values vary substantially by platform. Our direct-to-consumer channels show notably higher AOVs than marketplace channels — a pattern consistent with what most e-commerce brands experience. Marketplace buyers are comparison shopping; direct buyers are already committed to a specific product and more likely to select premium options.

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## Methodology

This analysis is based on thousands of anonymized orders from our own fulfillment records between March 2019 and March 2026. All data has been aggregated at the category, geographic, and time-period level — no individual customer information is included or derivable from this analysis. Order counts, revenue figures, and product details have been expressed as percentages and proportional shares rather than absolute values to protect business confidentiality. These numbers reflect orders fulfilled through our platform and should be understood as representative of our customer base, not the tapestry market as a whole. Geographic data reflects shipping destinations as recorded at time of fulfillment.

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*Looking to create your own custom tapestry? Explore our personalized tapestry collection and turn your favorite photo into wall art.*