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Executive summary

Where the digital-product market actually prices — read your category first, the average second.

\$35.99

OVERALL MEDIAN PRICE

\$19-\$79

MIDDLE-HALF RANGE

\$199

TOP-DECILE (P90)

3,173

PRICED USD PRODUCTS

Category choice shapes pricing far more than any overall market average for creators selling digital products on Gumroad and similar platforms. The median price of \$35.99 gives a useful anchor, yet the middle half of offerings typically runs from \$19 to \$79, while the rare ceiling reached by only one product in ten sits at \$199. In practice this means creators who understand the norms of their specific niche can set prices with greater confidence than those who chase a single headline number.

- **4 of 8 categories** have a median at or above the overall median of \$35.99 — the category you sell in matters more than any single headline number.
- The traction sweet spot is the **\$30-49** price band — where the highest rate of high-traction standouts sits.
- The middle half of all priced products falls between \$19 and \$79; the long tail reaches \$199 at the 90th percentile.

02

The market at a glance

How priced digital products spread across price bands.

Most products cluster well below the rare \$199 ceiling that only one in ten ever reaches, gathering instead around a median of \$35.99.

Audio & music production

\$25 \$15-\$40 \$80.70

MEDIAN MIDDLE HALF P90

ROOM TO PRICE UP · TRACTION \$30-49

For audio and music production, the benchmark favors pricing toward the upper end of the typical middle-half range rather than anchoring near the bottom. That places most strong offers comfortably above the \$25 median and up through \$40. The rare \$80.70 ceiling is reached by only one product in ten, so most creators gain little by aiming that high.

Bundles / "OS" suites

\$47.20 \$24.99-\$97 \$197

MEDIAN MIDDLE HALF P90

SCOPE-DEPENDENT · TRACTION \$30-49

Bundles and "OS" suites command the broadest price range in the benchmark, so most creators land near the \$47.20 median when the product feels complete yet focused. Stretch into the upper half of the typical middle range once the suite grows truly substantial, while anything near the rare \$197 ceiling remains the exception reserved for unusually ambitious packages.

Design assets / UI kits

\$49 \$24-\$79 \$159

MEDIAN MIDDLE HALF P90

VOLUME-VS-MARGIN FORK · TRACTION \$20-29

In the design assets and UI kits category, anchoring near the \$49 median supports stronger margins on what is already a higher-median space, while moving closer to the \$24 level matches where high-traction products tend to cluster and can unlock greater volume. Prices at the rare \$159 ceiling remain outliers that most creators need not target.

Ebooks & guides

\$29 \$15-\$53 \$150

MEDIAN MIDDLE HALF P90

PRICE TO THE MEDIAN · TRACTION \$10-19

For ebooks and guides the tight market clustering makes anchoring at or right beside the \$29 median the clearest pricing move for creators on Gumroad and similar platforms. While the strongest traction tends to appear a little below that mark, within the typical middle range of \$15 to \$53, the median remains the practical benchmark instead of the rare \$150 ceiling reached by only one product in ten.