

BESPOKE MARKET INTELLIGENCE

ETSY SELLERS SURVEY

February 2018

Sample: 250+ Respondents Who Have Sold \$5,000+ Through Etsy In The Past Year

BESPOKE SURVEYS

ETSY Sellers: Survey Report

February, 2018

Key Takeaways

Background

- ❑ The top products sold by respondents include Jewelry & Accessories and Clothing & Shoes. Most respondents in our survey have full-time jobs outside of selling products through Etsy (87.4%).

Engagement and Sentiment

- ❑ A high percentage of Etsy sellers expect to increase sales through Etsy over the next 12 months. The sentiment is stronger toward increases with Etsy compared to expectations for sales through all other platforms that respondents said they also sell through. In general, expectations are to increase sales through each platform we tested in the next 12 months.
- ❑ The main reason for expected increases simply include liking the service and pursuing more customers. Facebook Marketplace users specifically mentioned it having great reach.
- ❑ Respondents are pretty well satisfied with their Etsy selling experience and seem to think that the platform has improved over-time.

Engagement and Sentiment

- ❑ The highest percentage of Etsy sellers also sell on eBay and Amazon. Facebook and Shopify are a more distant third and fourth competitor.
- ❑ When asked to compare to their experience with Amazon and eBay heads-up, respondents picked Etsy as the better option in all facets that we asked about. Where Etsy performs the best relative to Amazon and eBay is in ease of use. Etsy has the narrowest edge, especially compared to Amazon, when it comes to perception of who delivers more volume of customers.
- ❑ While a chunk of respondents say their business would shift to other platforms if Etsy ceased to exist, 45.9% said they would lose all their sales and that their customers wouldn't find them on other sites.

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Key Takeaways

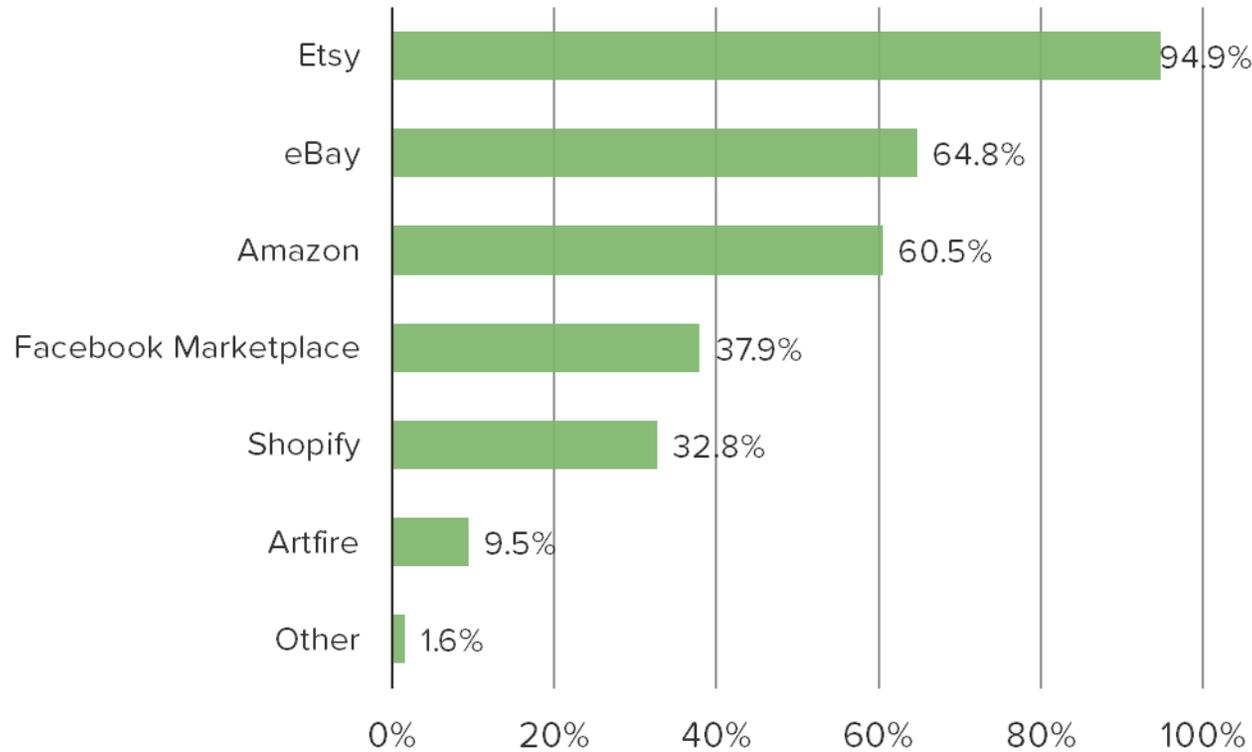
Fees

- ❑ The majority of respondents do not have an accurate view of what their fees are through Etsy, Amazon, or eBay (in un-aided fill-ins). The majority who ventured a guess think fees are higher than what they actually are.
- ❑ A high percentage of respondents said they would be surprised if Etsy raised take rates or listing fees in the next year (86.6%) or in the next few years (71.9%).
- ❑ 57.3% of respondents said if fees went up to 5.0% / 40c that sellers would be angry and would stop selling on Etsy.com. This suggests that the 42.7% who wouldn't change their behavior see Etsy as necessary (as noted earlier, 45.9% of respondents said they would lose their sales if Etsy ceased to exist).
- ❑ We would note that respondents have a sharper negative reaction to hypothetical price increases moving to 5.0% / 40c (keep in mind that negative reactions to hypothetical increases are usually stronger than actual reactions when they happen).
- ❑ The vast majority of respondents believe that providing additional services in conjunction with increasing fees would mitigate any negative reaction from sellers (top choice is more Google Product ads).

CHART BOOK

Posed to Etsy sellers...

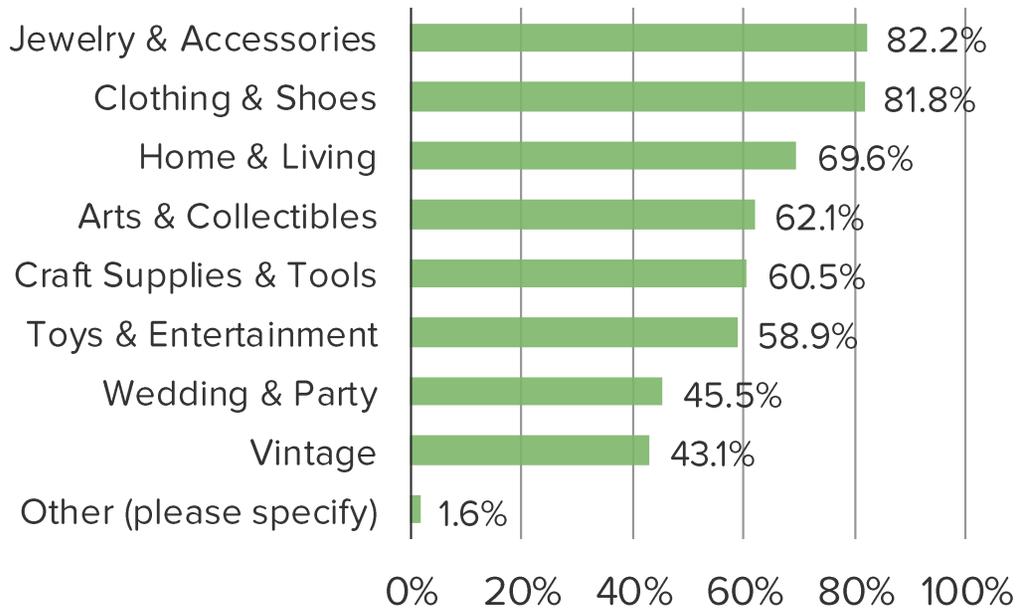
Have you sold product on any of the following sites or apps during the past 6 months?
(Select ALL that apply)



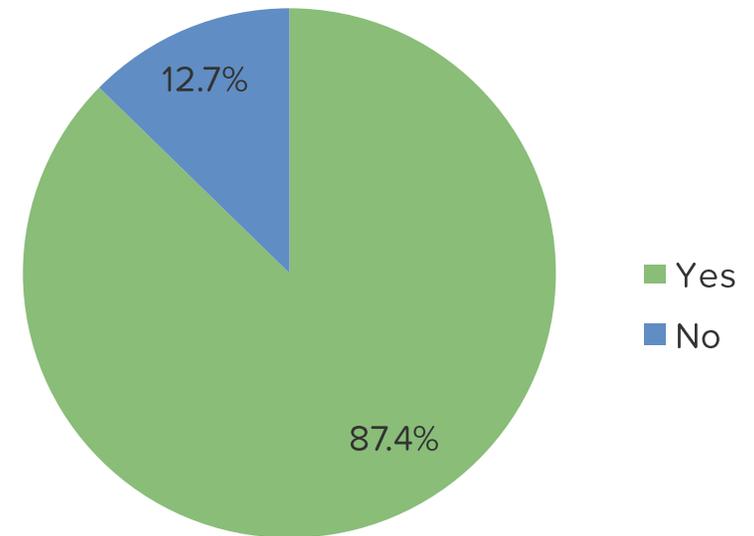
From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

What product do you primarily sell? (Select ALL that apply)



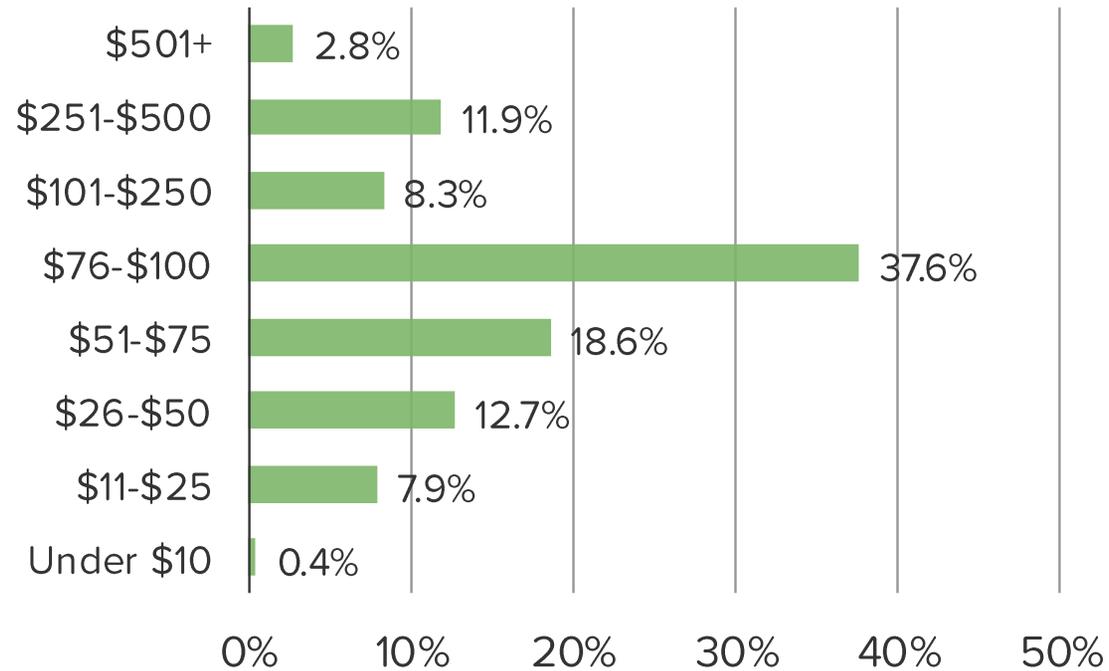
Do you have a full-time job outside of selling these goods on online platforms?



From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

What is the average price of the good you sell?



From a Survey of 250+ Etsy Sellers.

BESPOKE SURVEYS

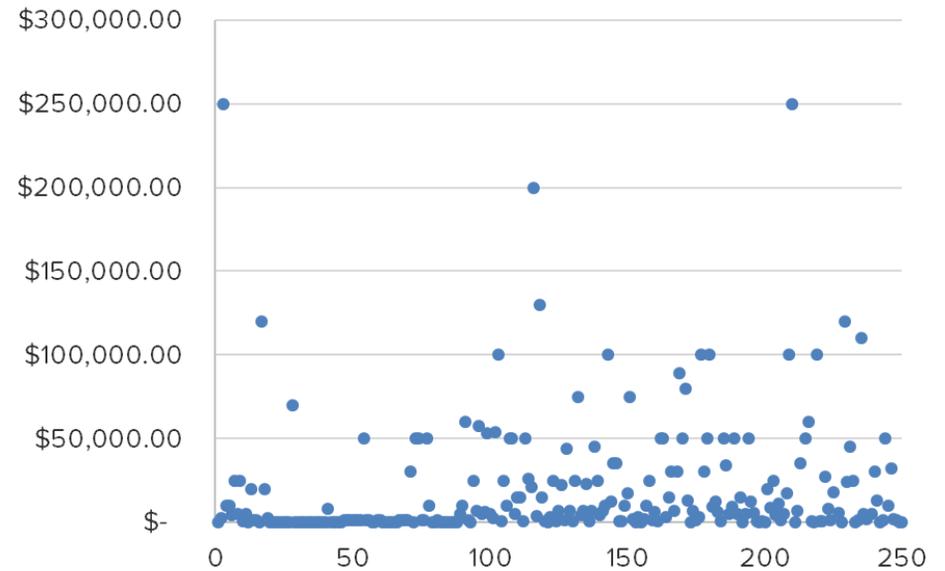
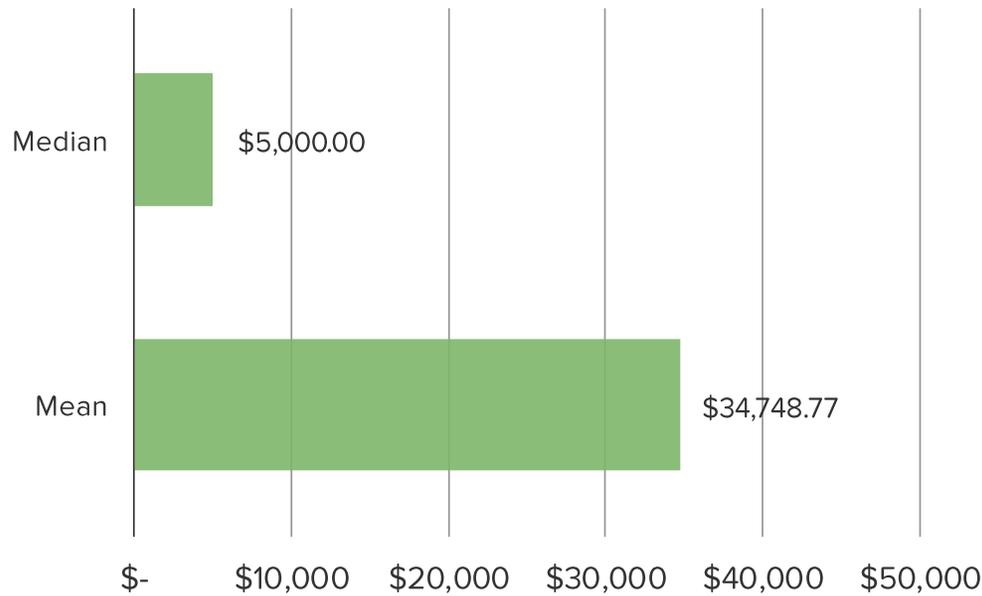
ETSY Sellers: Survey Report

February, 2018

ETSY

Posed to Etsy sellers...

In the past 12 months, how much have you sold in aggregate on all online platforms (like Etsy, Amazon, etc), your own website, craft fairs, or wholesale to retailers?



From a Survey of 250+ Etsy Sellers.

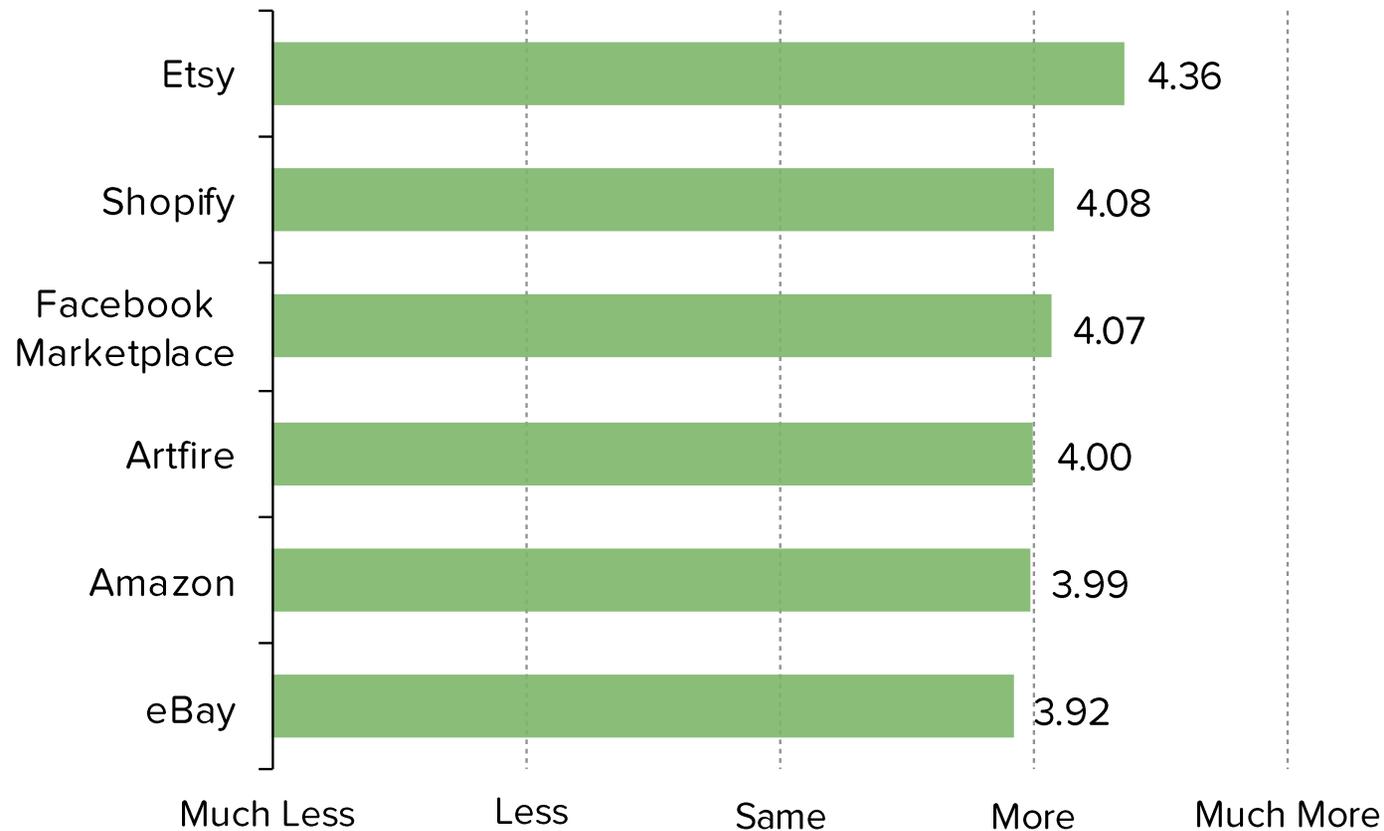
BESPOKE SURVEYS

ETSY Sellers: Survey Report

February, 2018

Posed to Etsy sellers who said they have sold through each platform in the past 6 months...

In the coming 12 months, do you expect sales through each of the platforms you use to change?



From a Survey of 250+ Etsy Sellers.

BESPOKE SURVEYS

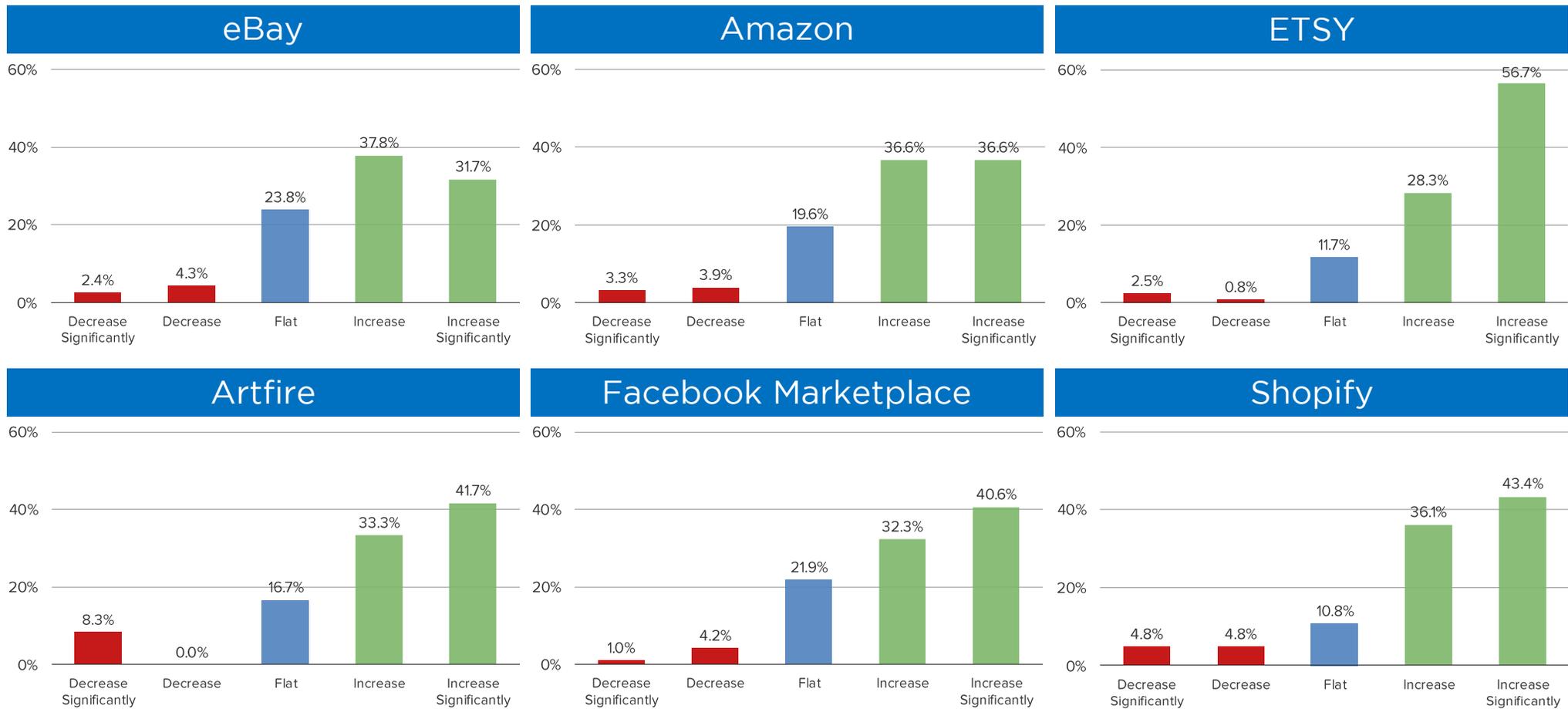
ETSY Sellers: Survey Report

February, 2018

ETSY

Posed to Etsy sellers *who said they have sold through each platform in the past 6 months...*

In the coming 12 months, do you expect sales through each of the platforms you use to change?



From a Survey of 250+ Etsy Sellers.

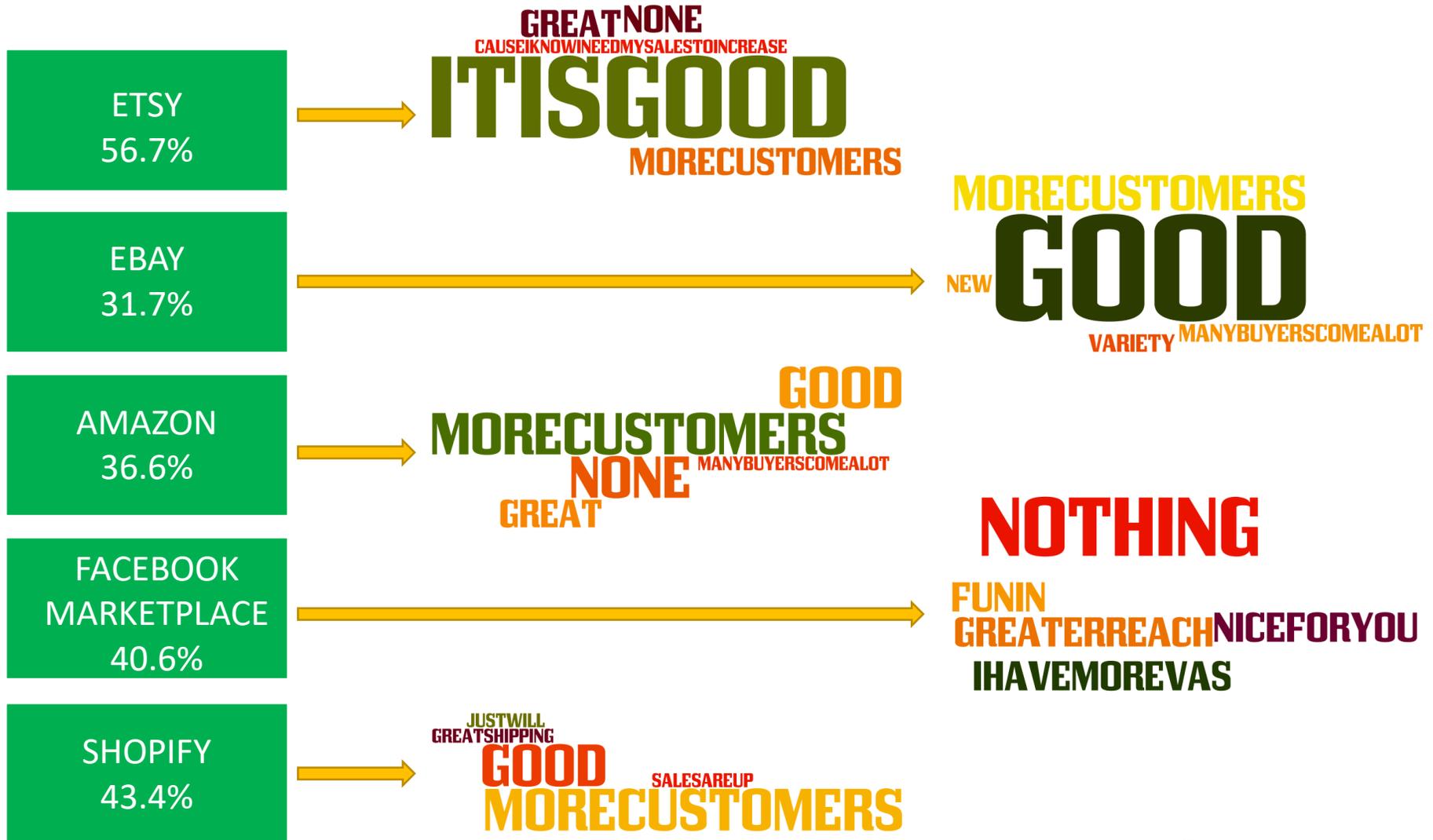
BESPOKE SURVEYS

ETSY Sellers: Survey Report

February, 2018

Posed to Etsy sellers...

Respondents who said significantly increase: Why?

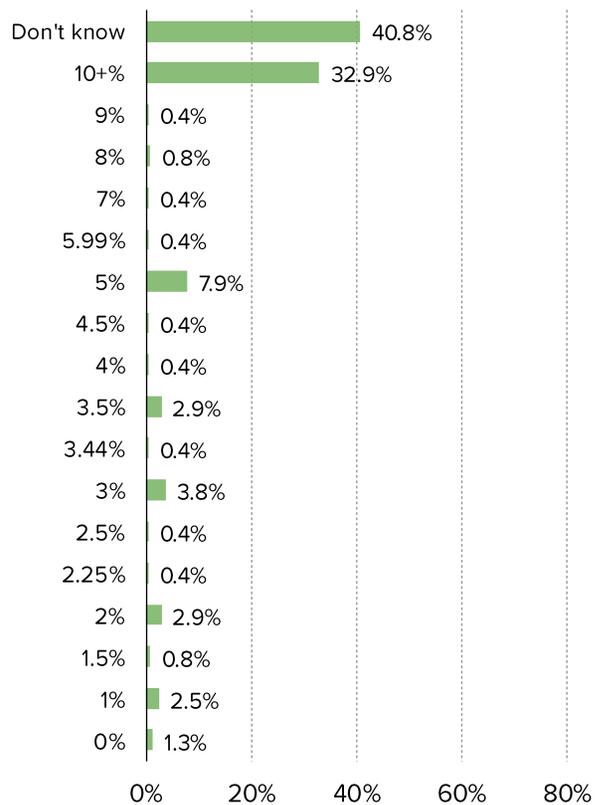


From a Survey of 250+ Etsy Sellers.

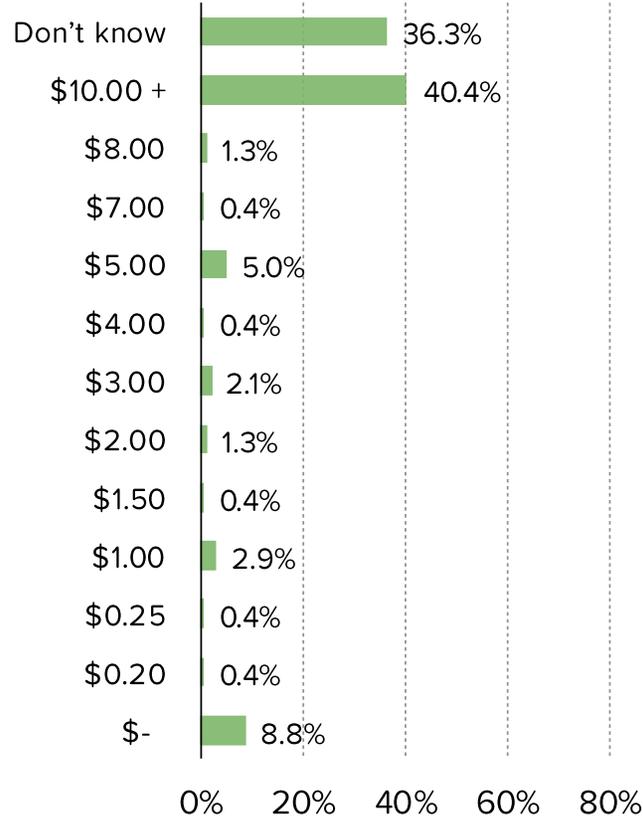
Posed to Etsy sellers...

ETSY – Fee Question Fill-Ins

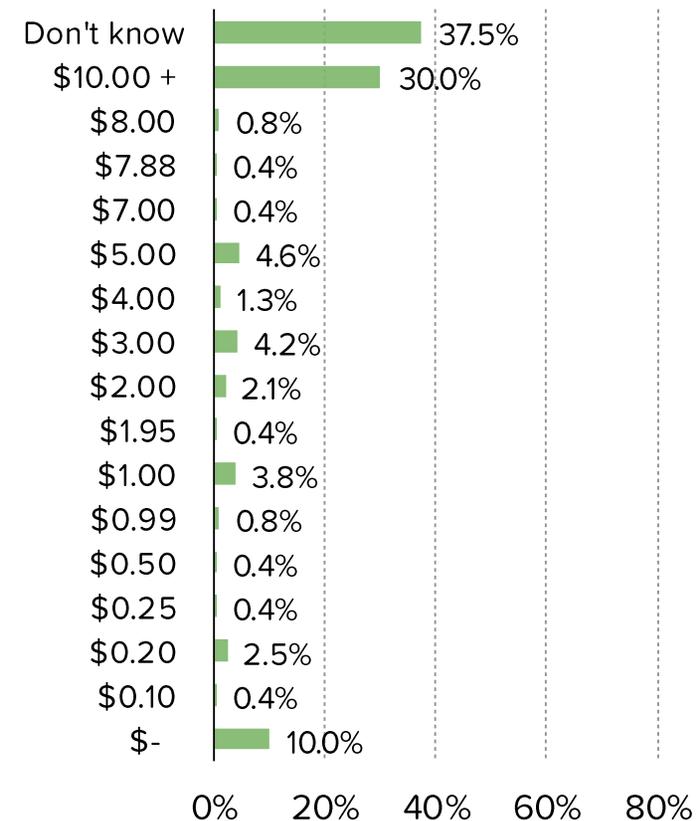
Take Rate



Monthly Membership



Listing Fee

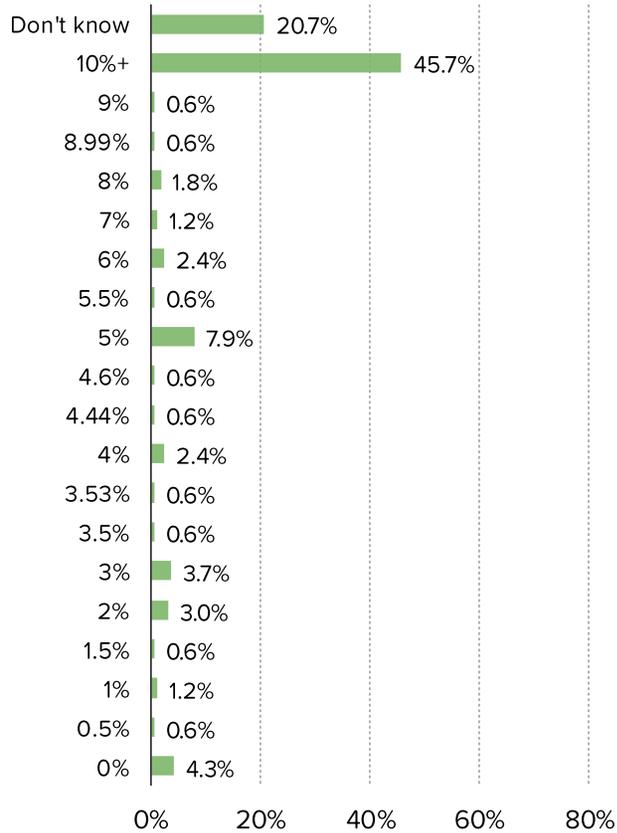


From a Survey of 250+ Etsy Sellers.

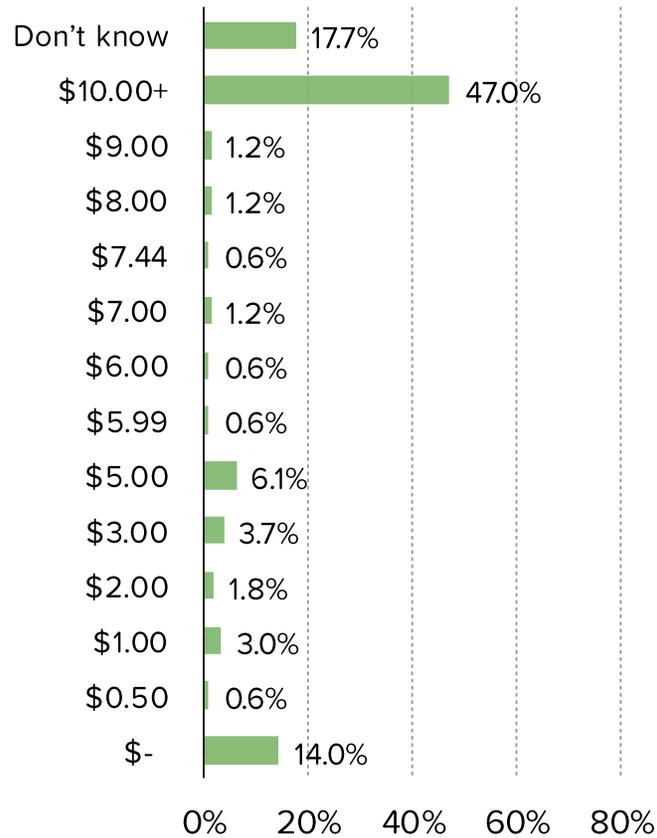
Posed to Etsy sellers...

EBAY – Fee Question Fill-Ins

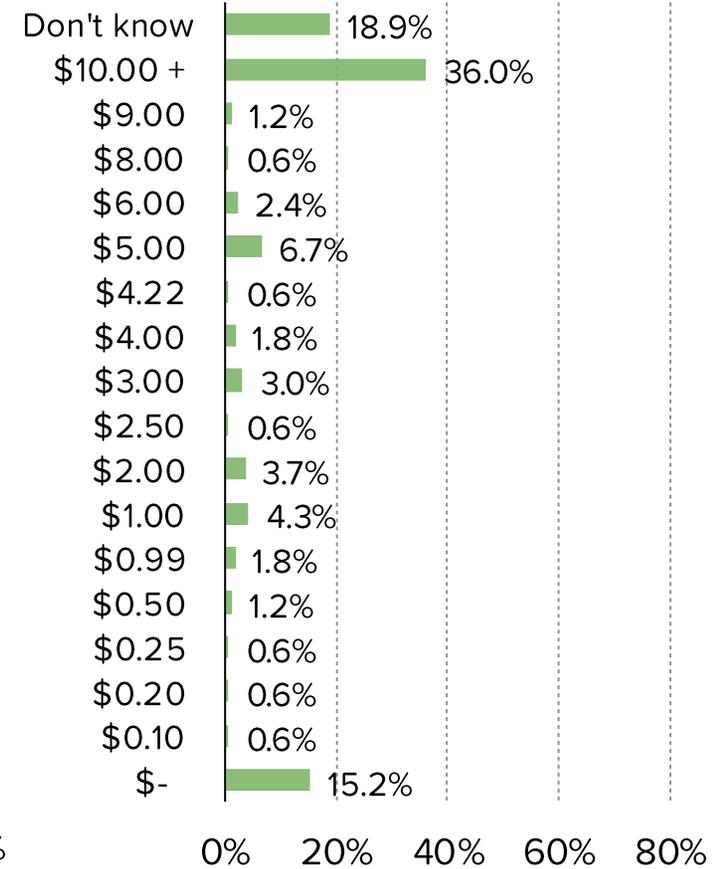
Take Rate



Monthly Membership



Listing Fee

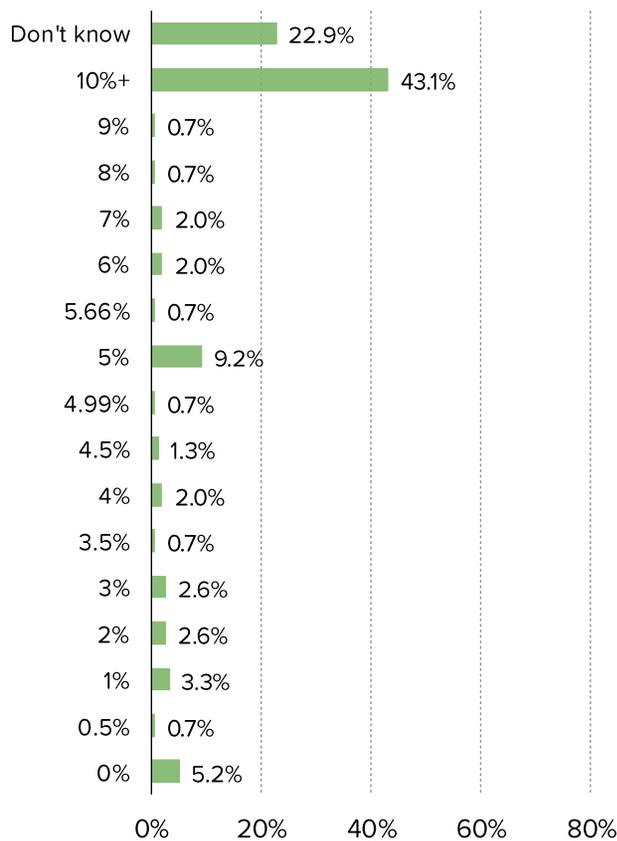


From a Survey of 250+ Etsy Sellers.

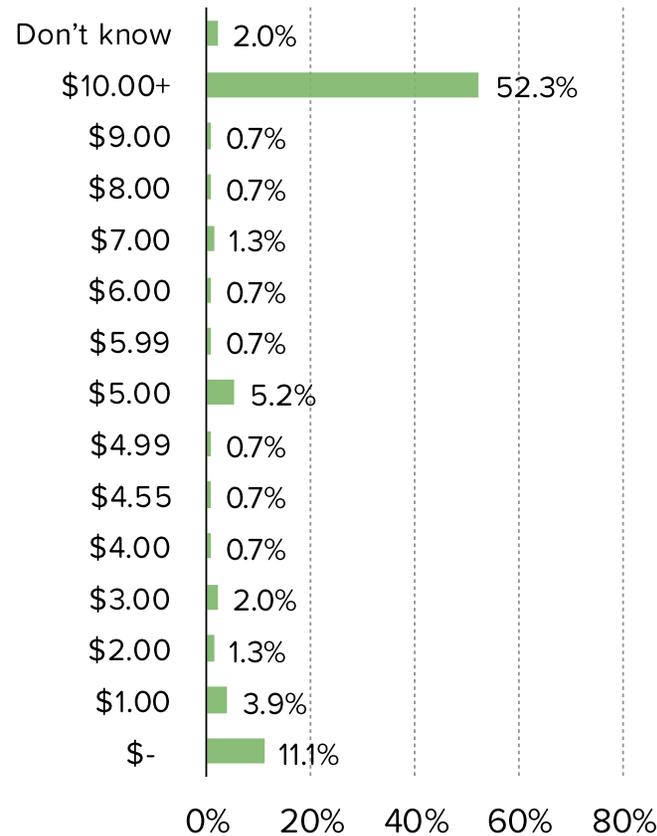
Posed to Etsy sellers...

AMAZON – Fee Question Fill-Ins

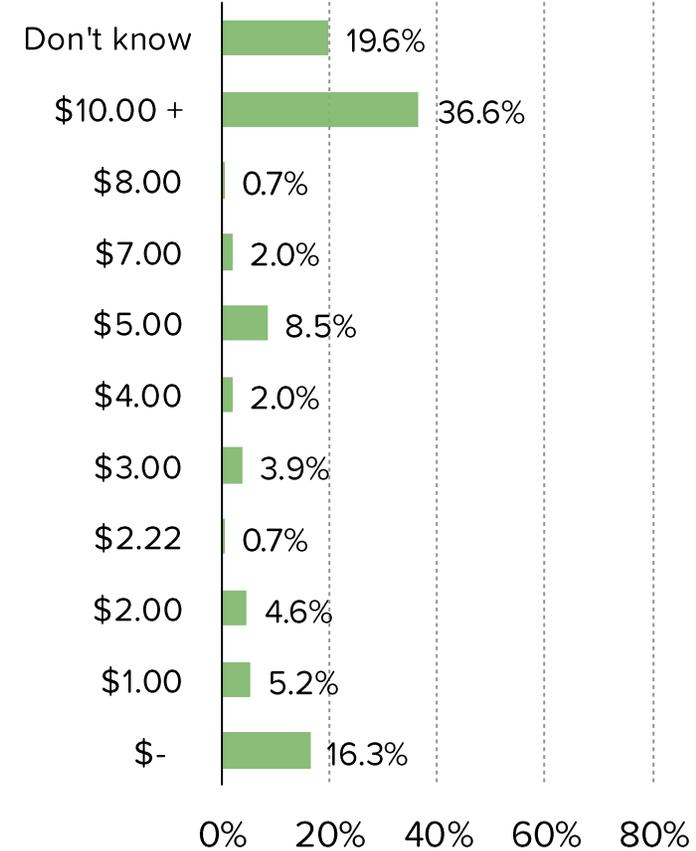
Take Rate



Monthly Membership



Listing Fee

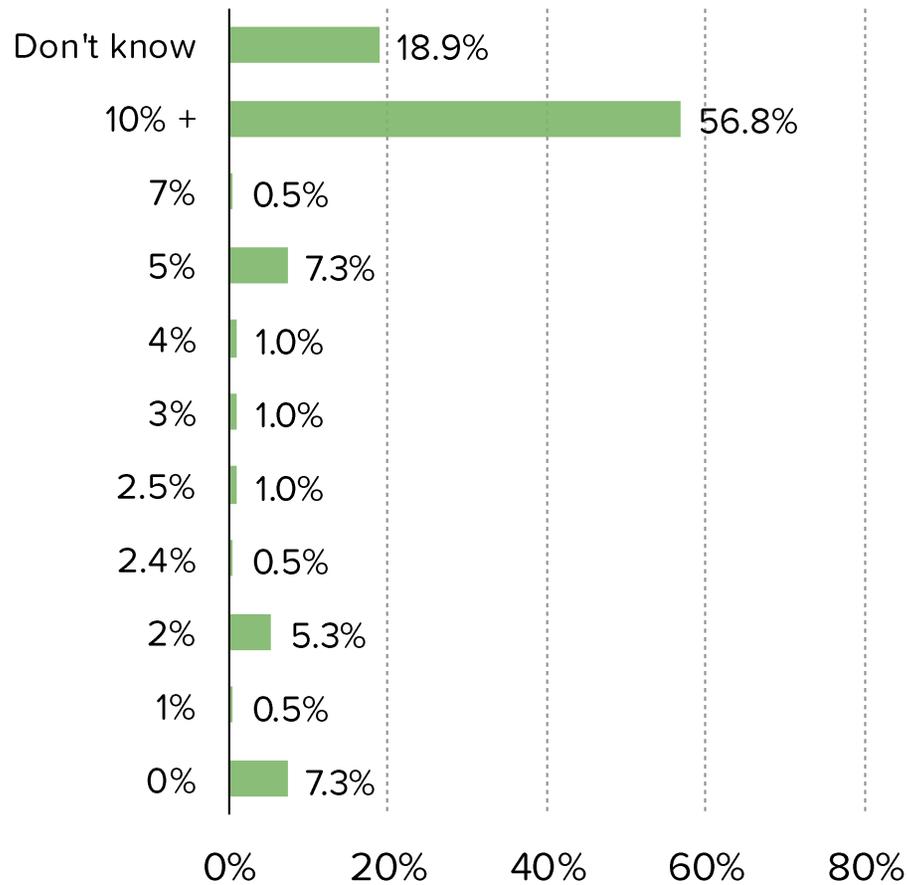


From a Survey of 250+ Etsy Sellers.

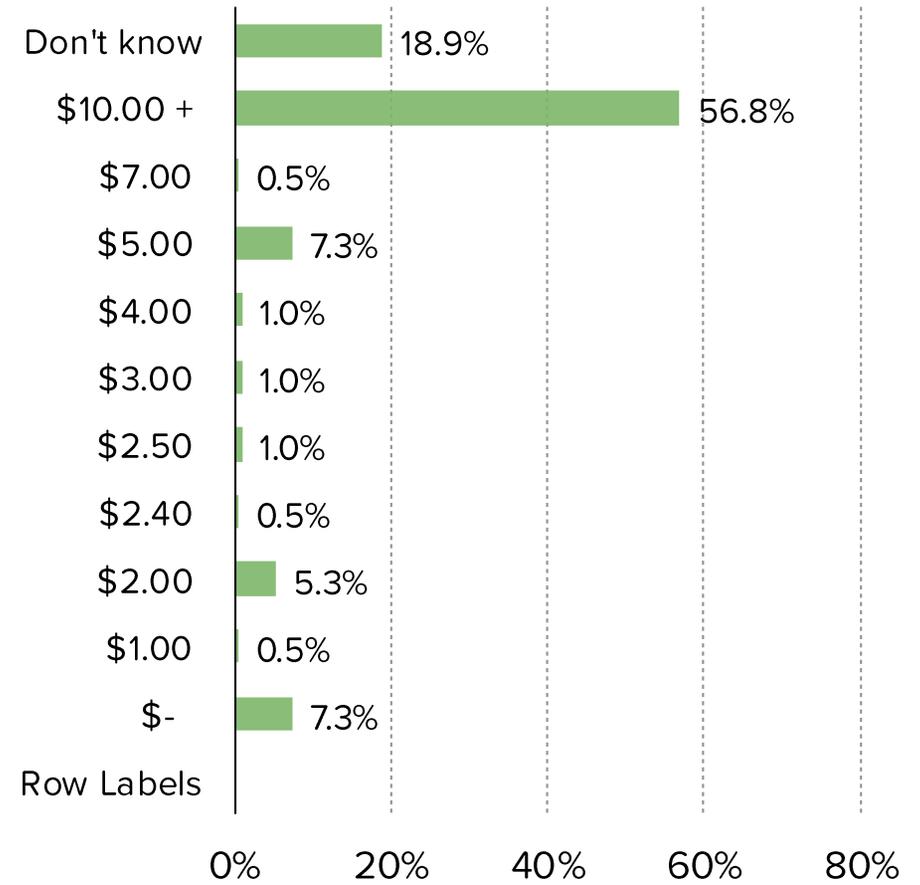
Posed to Etsy sellers...

Craft Fairs – Fee Question Fill-Ins

Take Rate



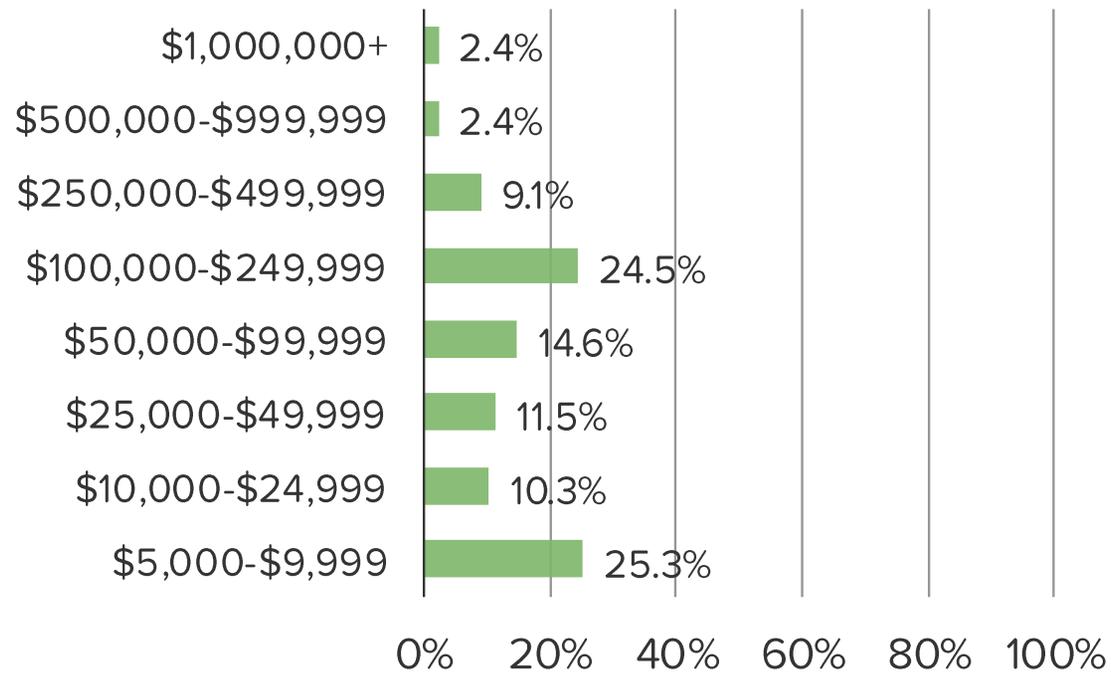
Listing Fee



From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

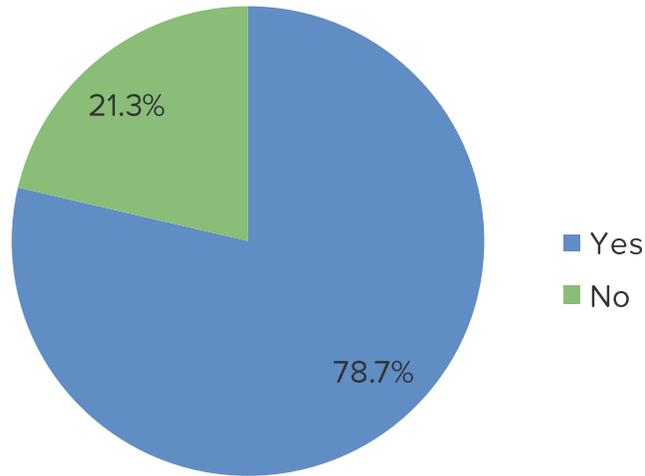
How much have you sold through Etsy in the past year?



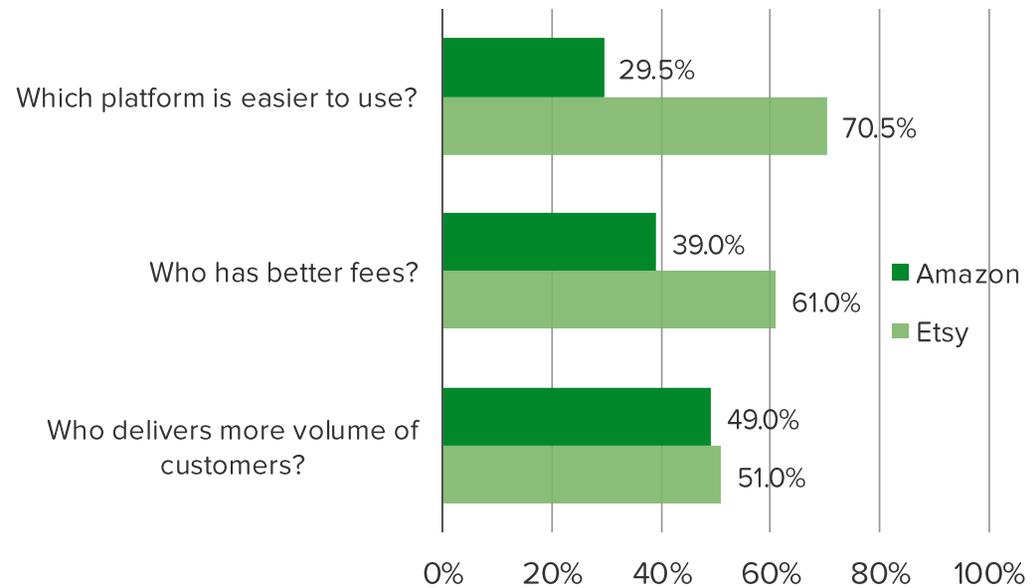
From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

Have you also sold through Amazon in the past year?



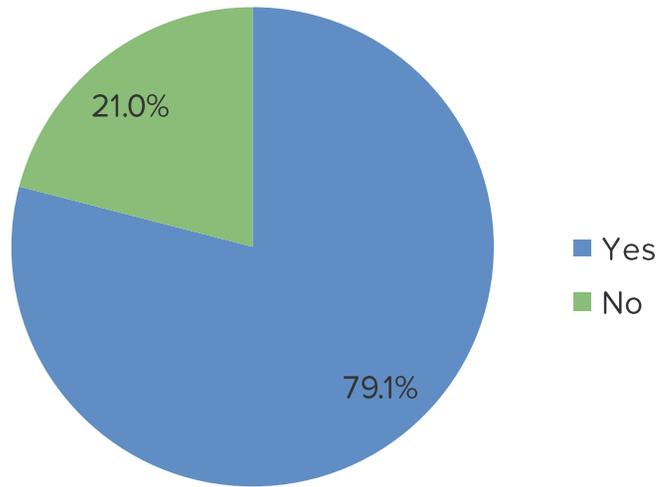
Have you also sold through Amazon in the past year?



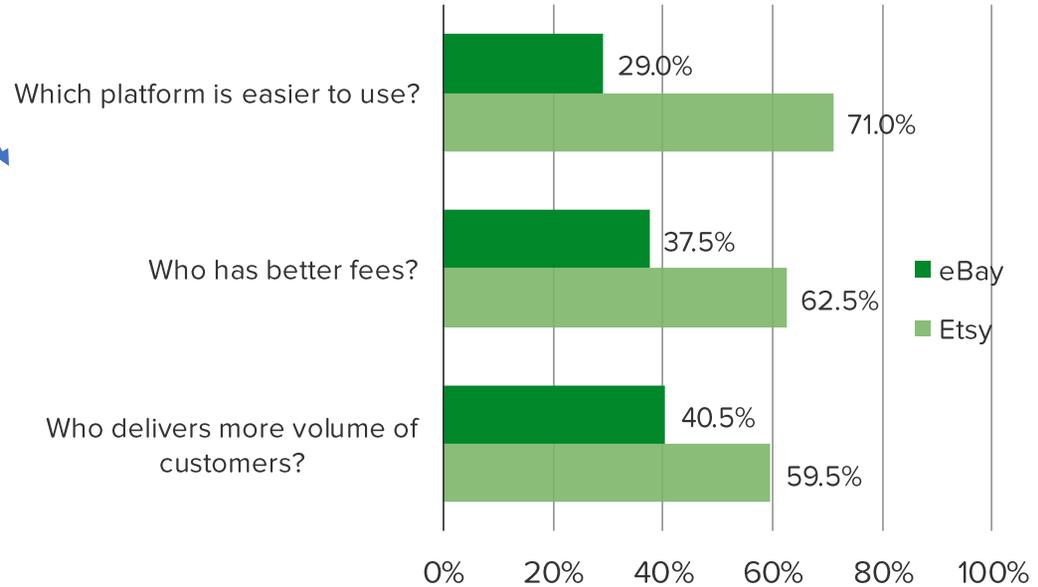
From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

Have you also sold through eBay in the past year?



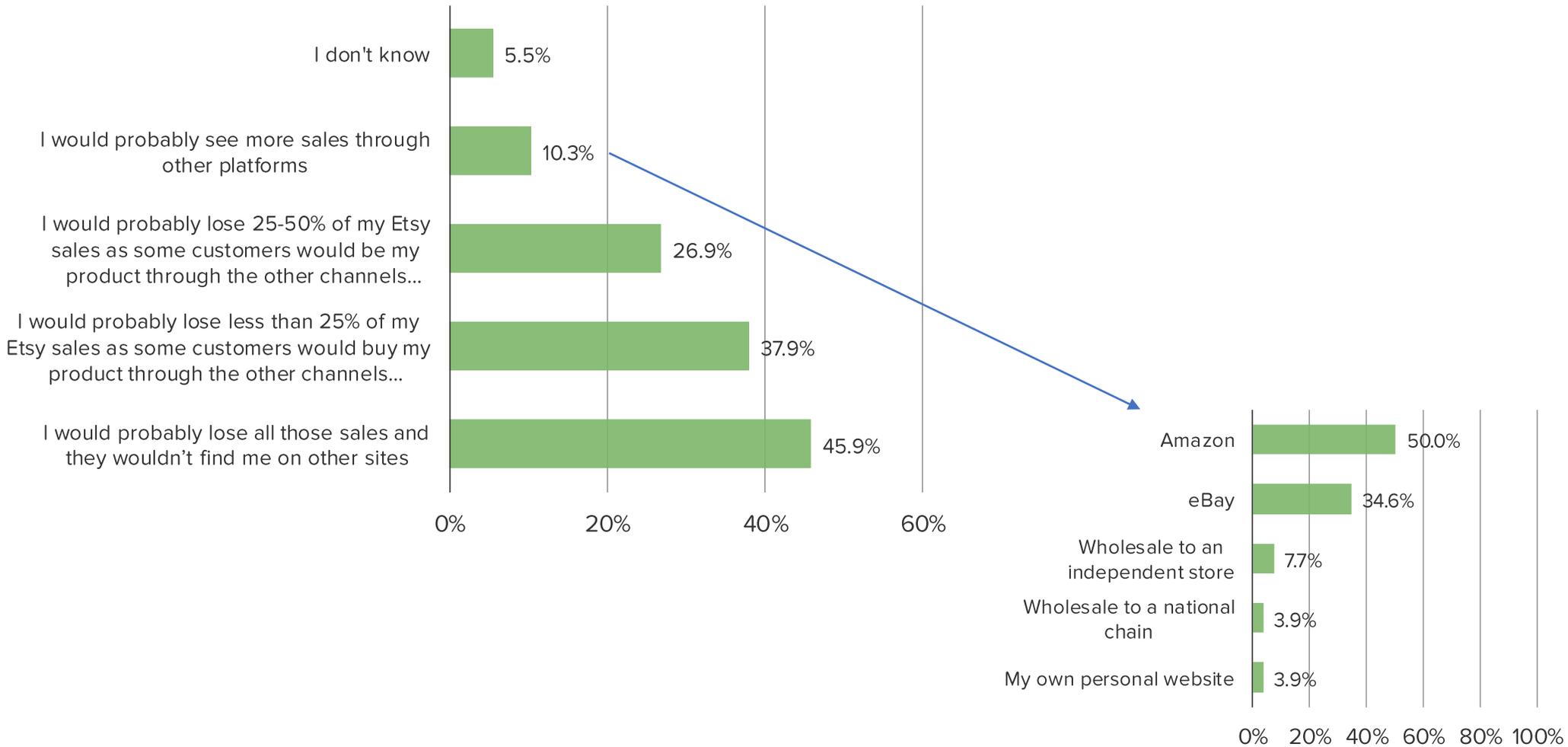
Have you also sold through eBay in the past year?



From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

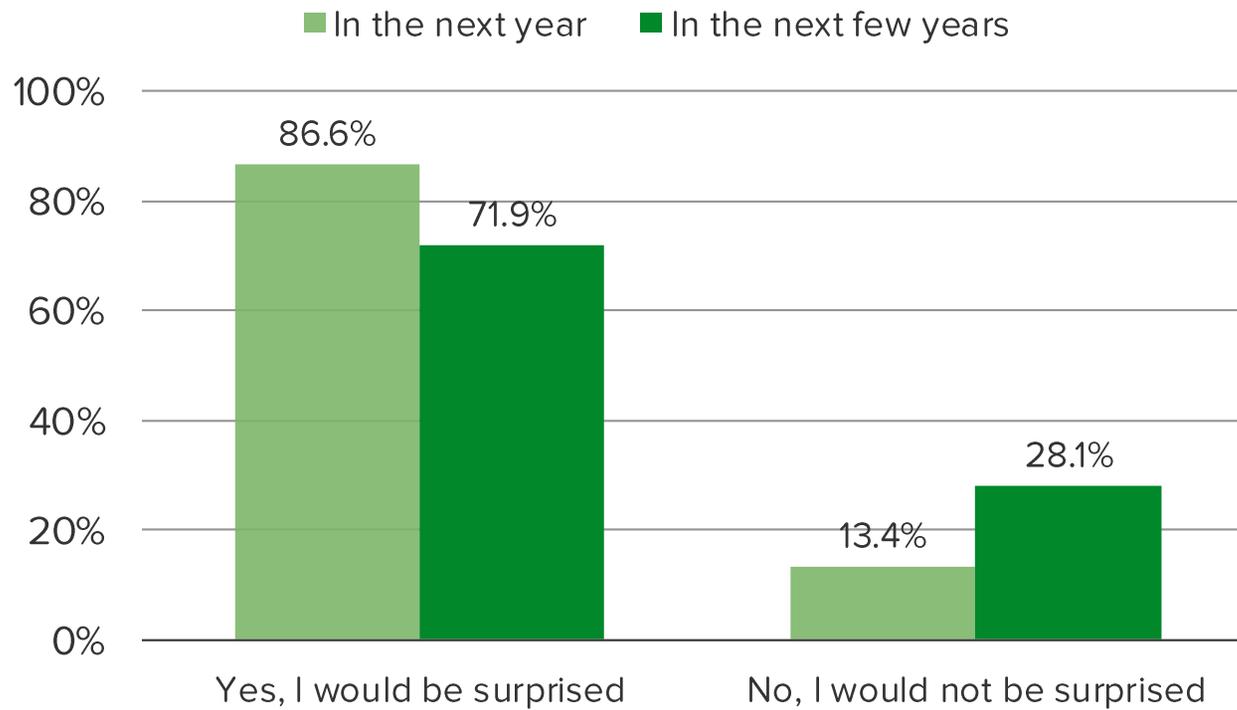
If Etsy's website disappeared tomorrow, what do you think would happen to your Etsy customer sales?



From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

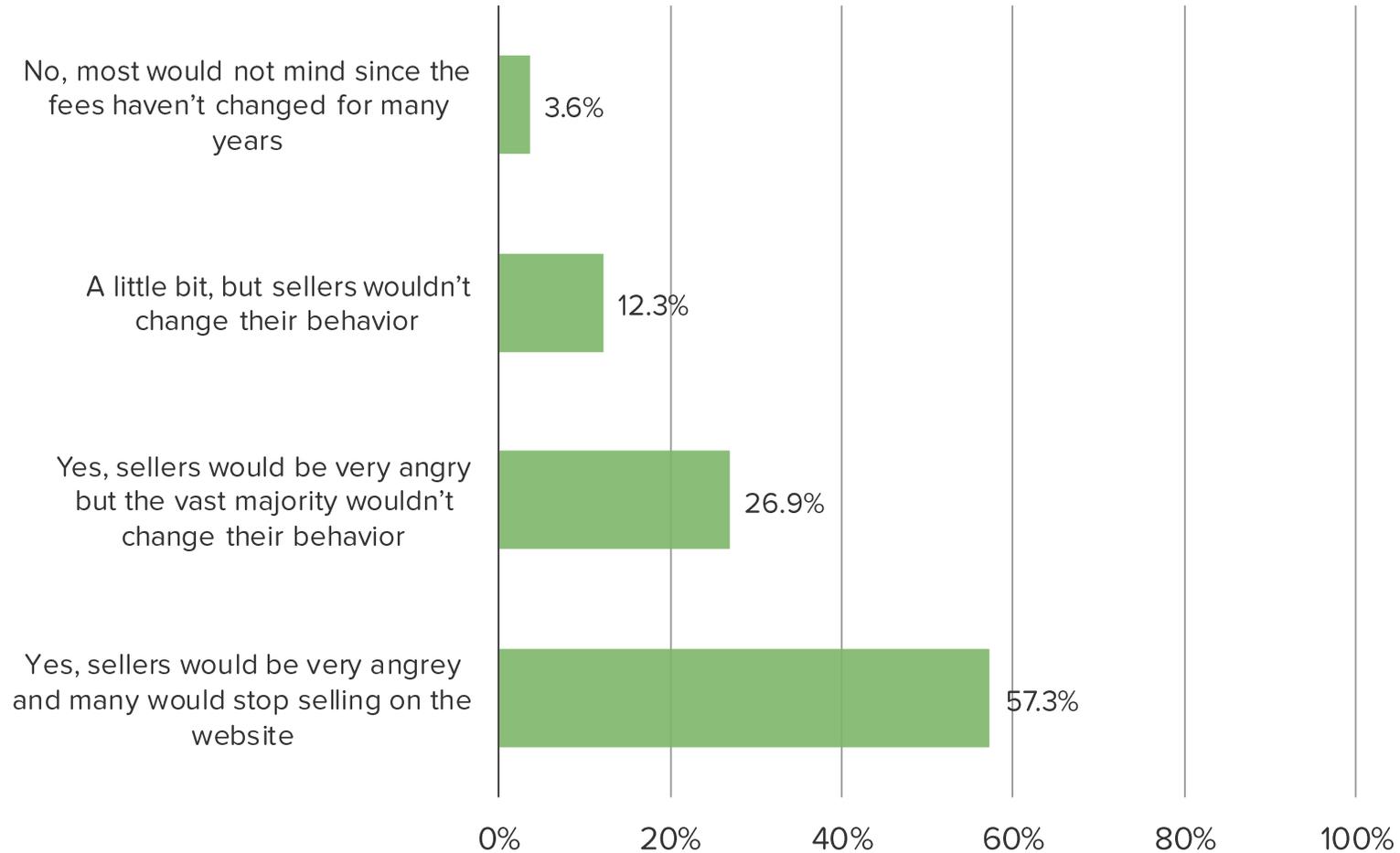
Would you be surprised if Etsy raised its 3.5% take rate or 20c listing fee in the coming years?



From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

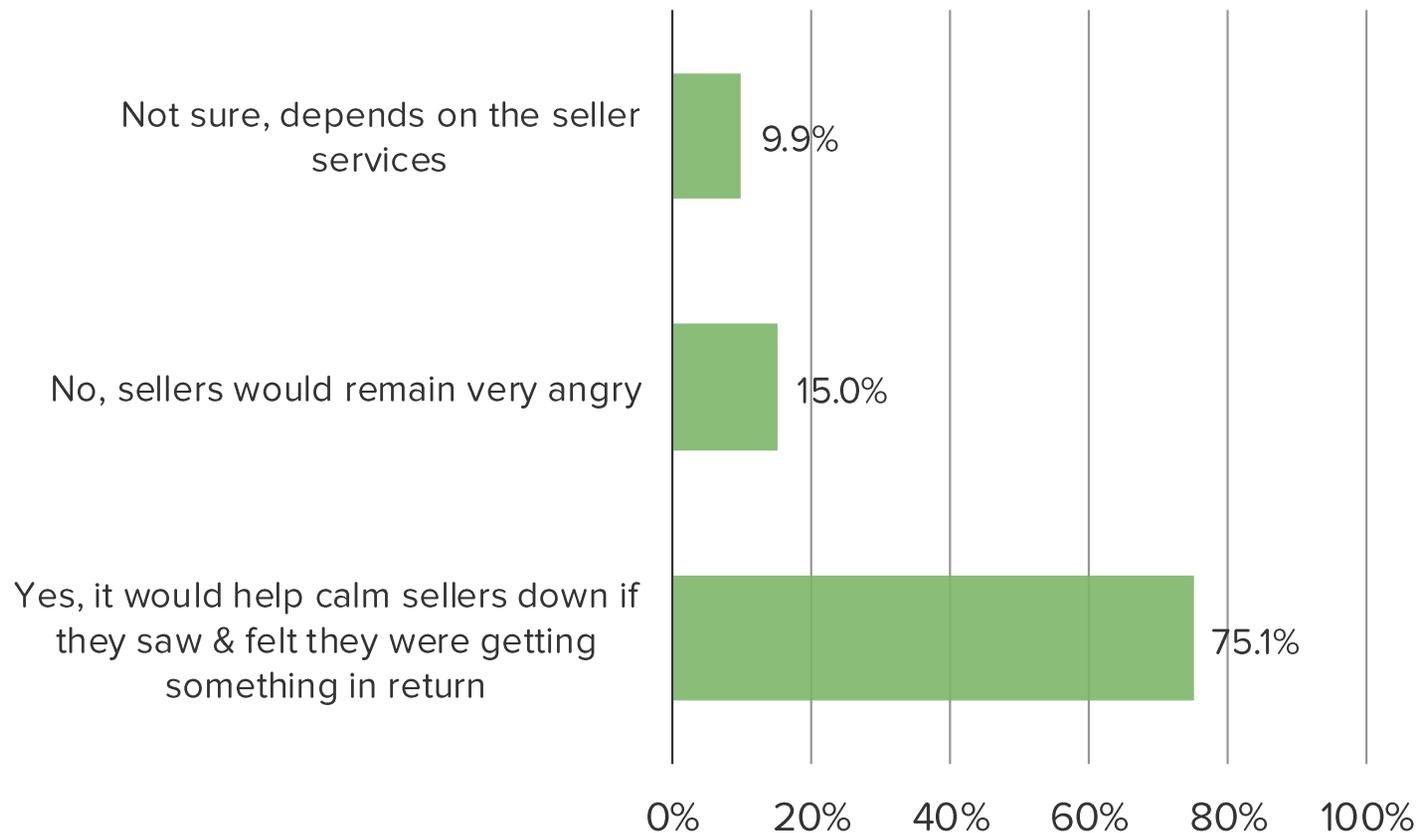
If Etsy raised its listing fee to 40c or raised its take rate to 5.0%, would sellers get upset?



From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

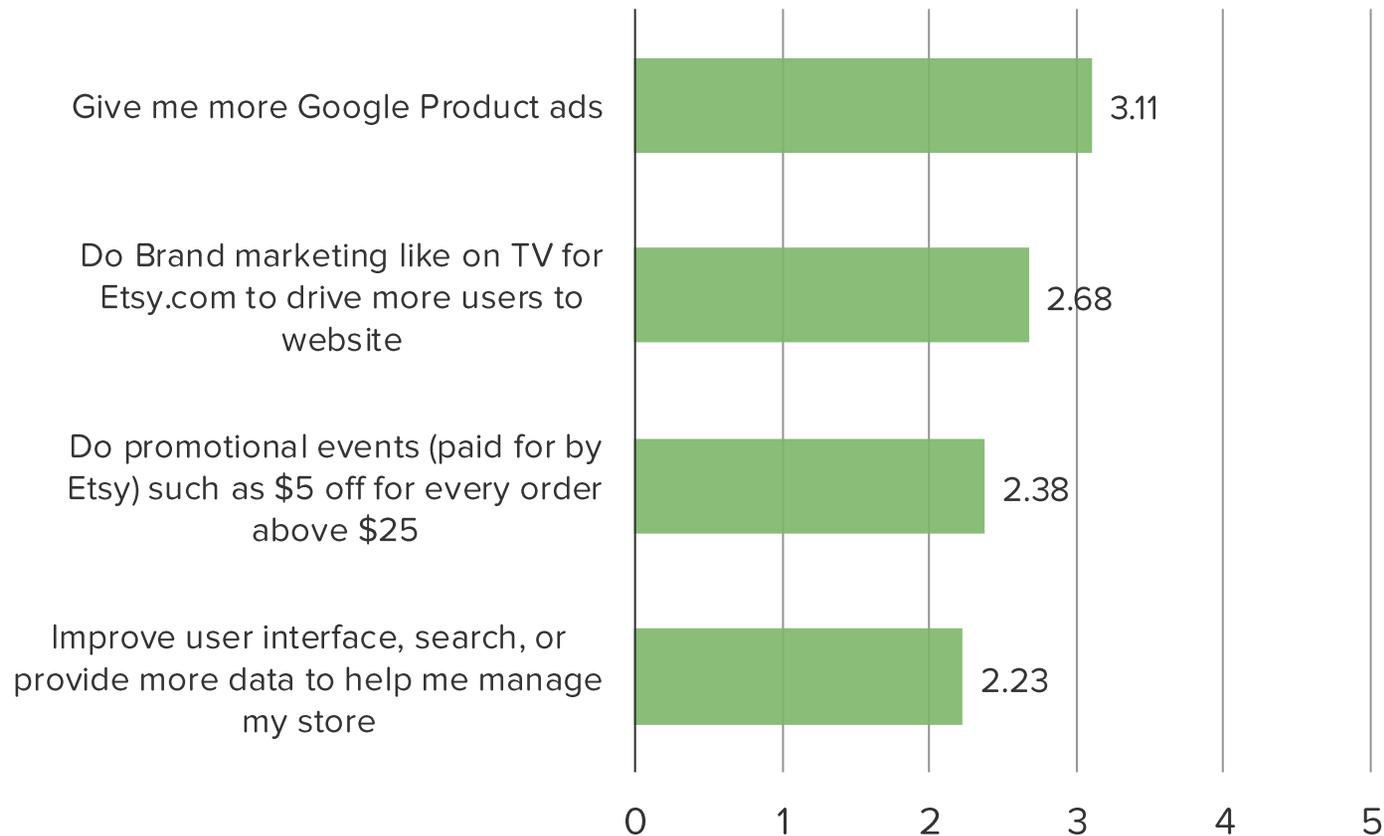
If Etsy would increase its fees in conjunction with offering some additional seller services, do you think sellers would be less angry?



From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

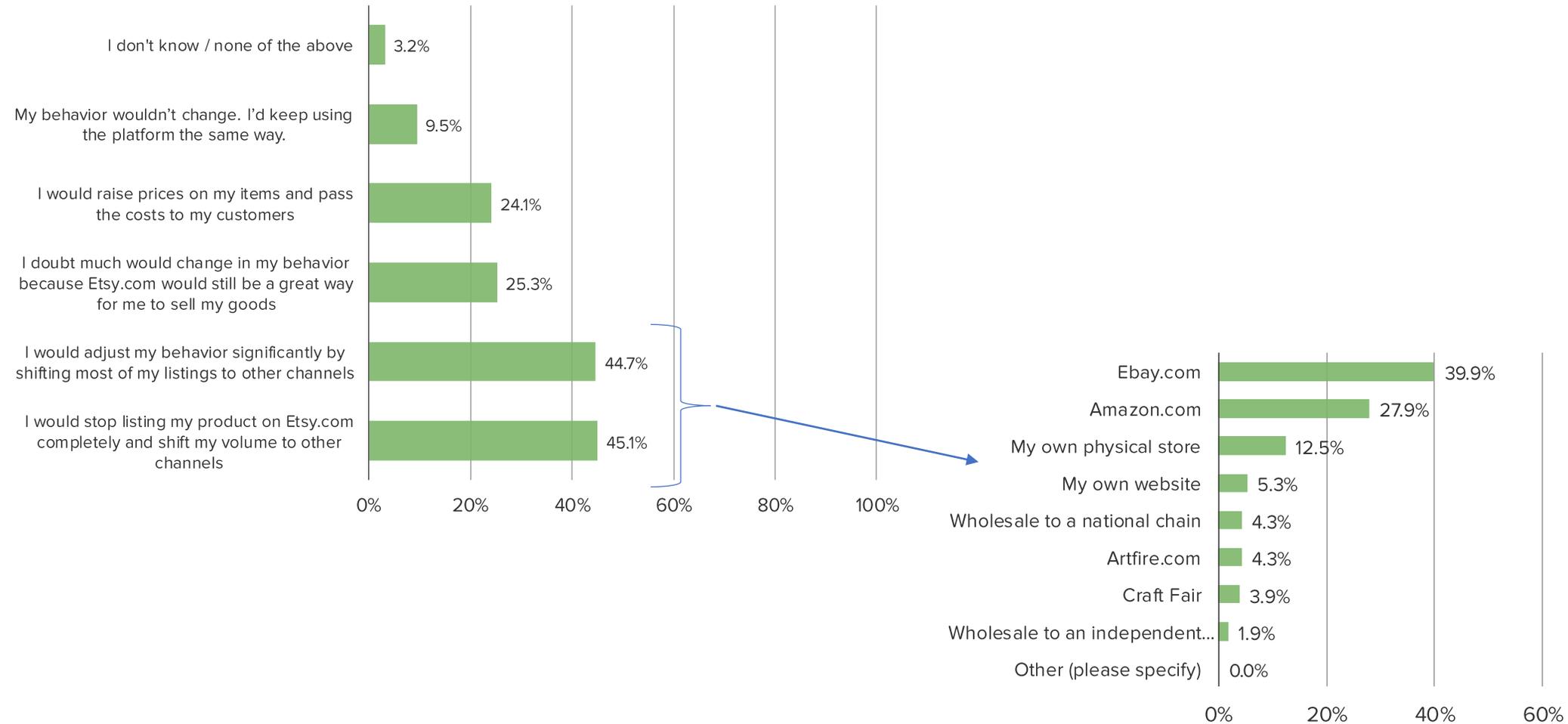
What additional services or spending would you want to see if Etsy raised its fees? Ranking from top preference at the top.



From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

For you personally, if Etsy.com were to raise its take rate to 5.0% and listing fee to 40c, would you adjust how much you utilize the website? (Please select 1 or 2 choices)

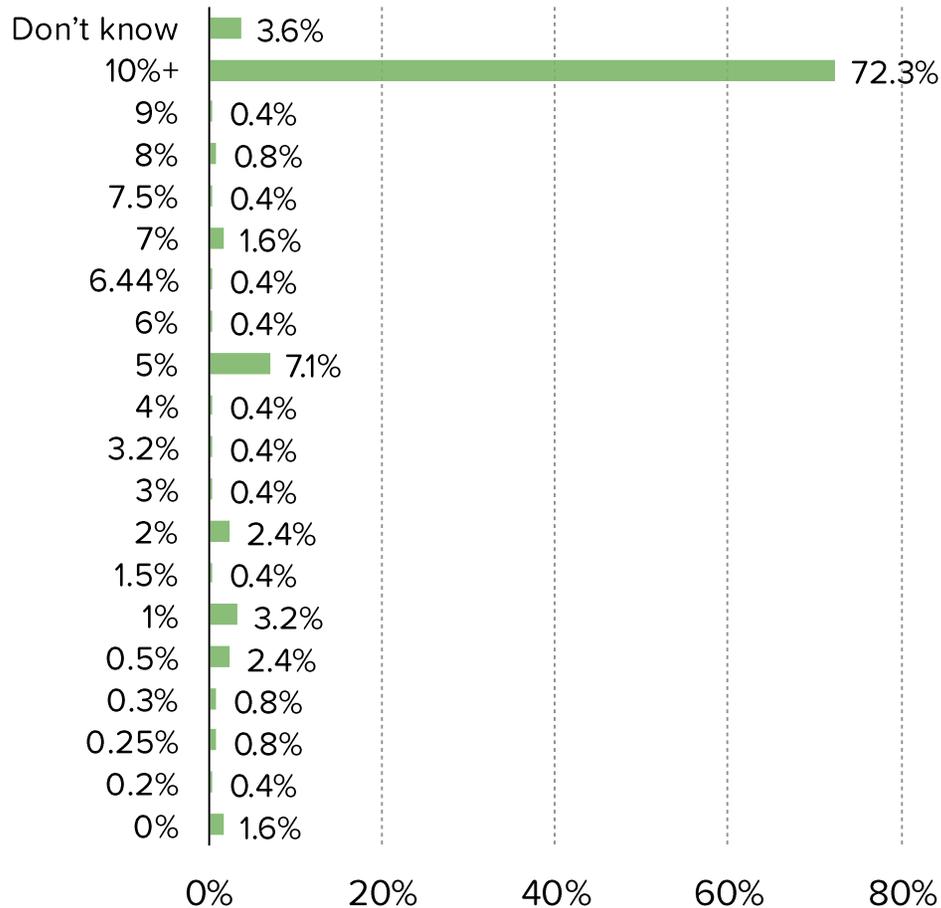


From a Survey of 250+ Etsy Sellers.

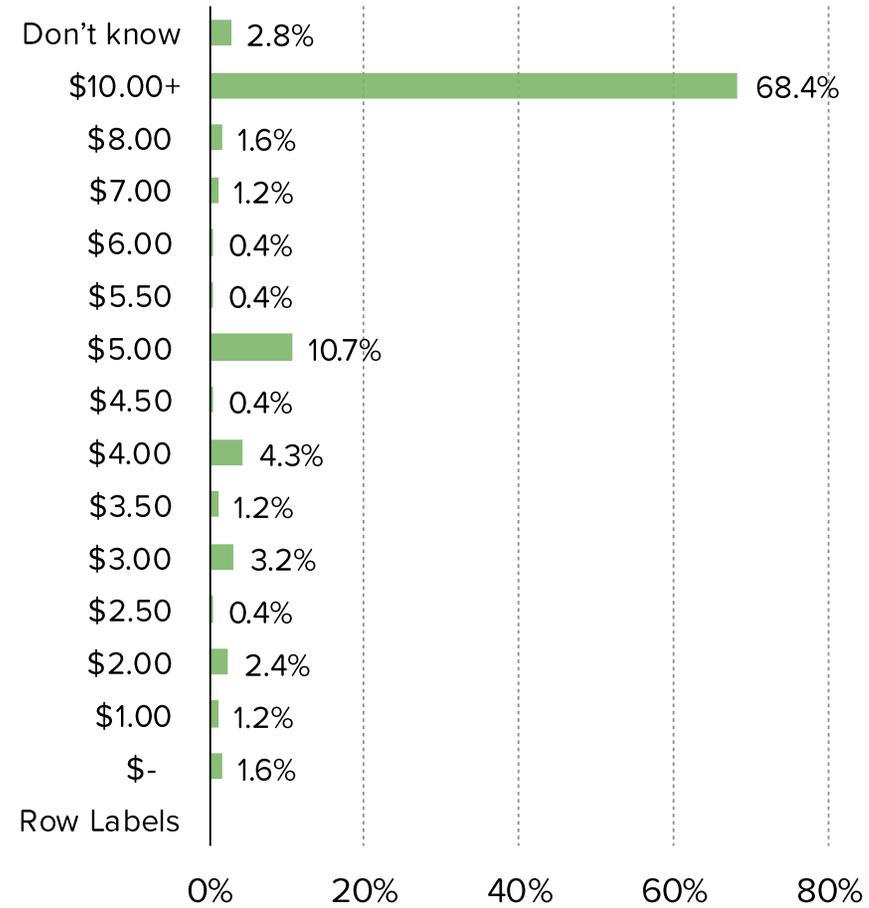
Posed to Etsy sellers...

How high could Etsy raise fees without upsetting sellers?

Take Rate



Listing Fee



From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

What would you improve at Etsy?

GOOD
THEY ARE GREAT
EVERYTHING
REDUCE FEES
KEEP FEES LOW
LOWER PRICES
LOWER FEES

From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

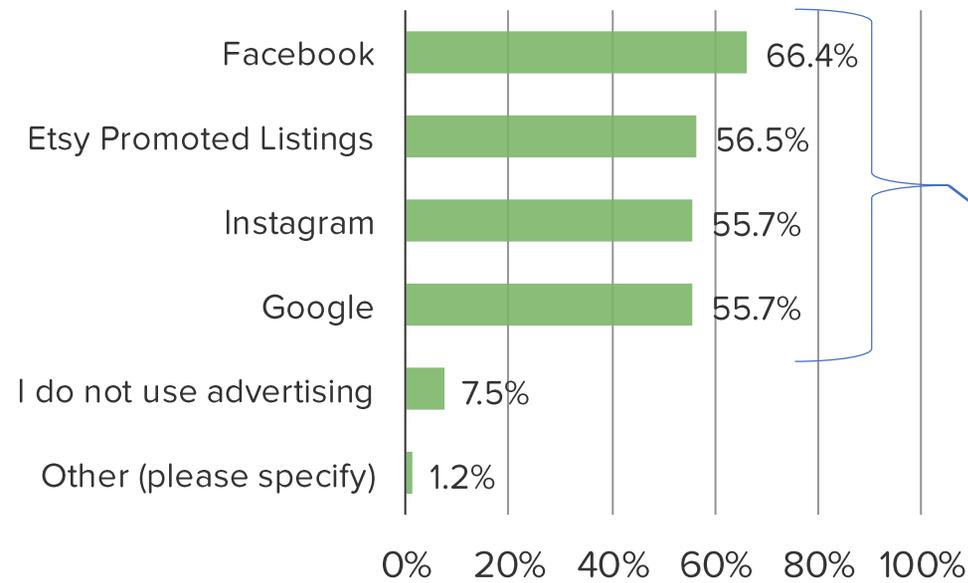
Has Etsy changed anything for sellers or buyers in the past 6 months that caught your eye? Tell us what you think of the changes? Are they good or bad?



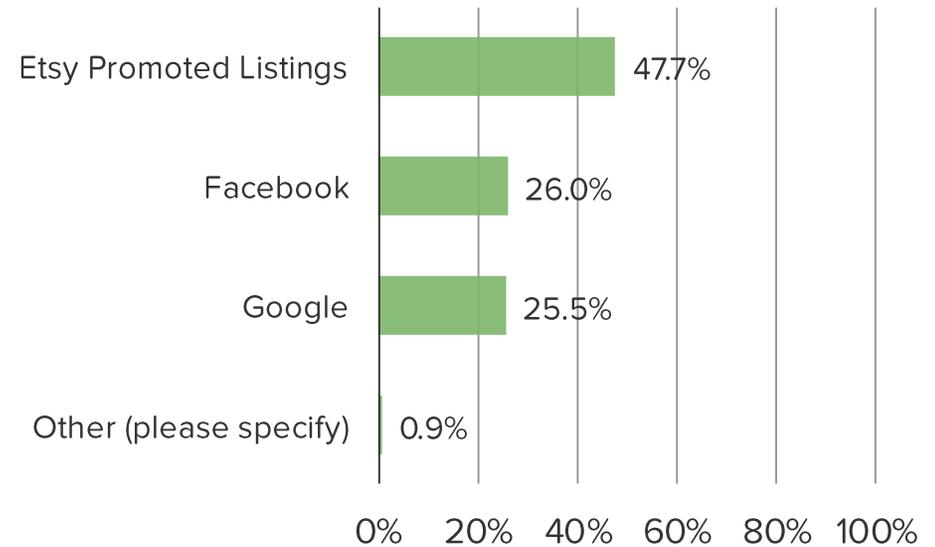
From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

Do you use advertising to drive sales? If so, wat platforms do you use?



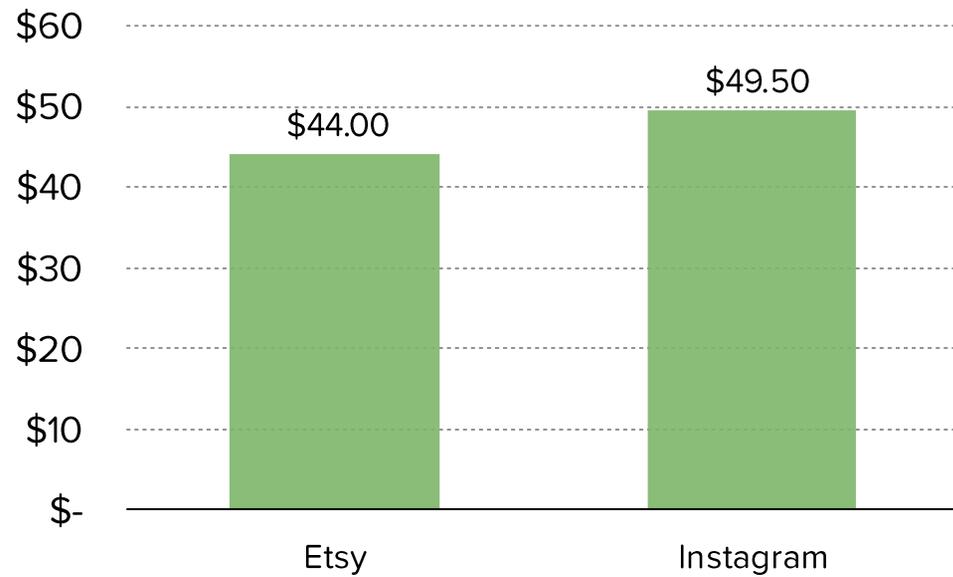
Which advertising offers the best returns?



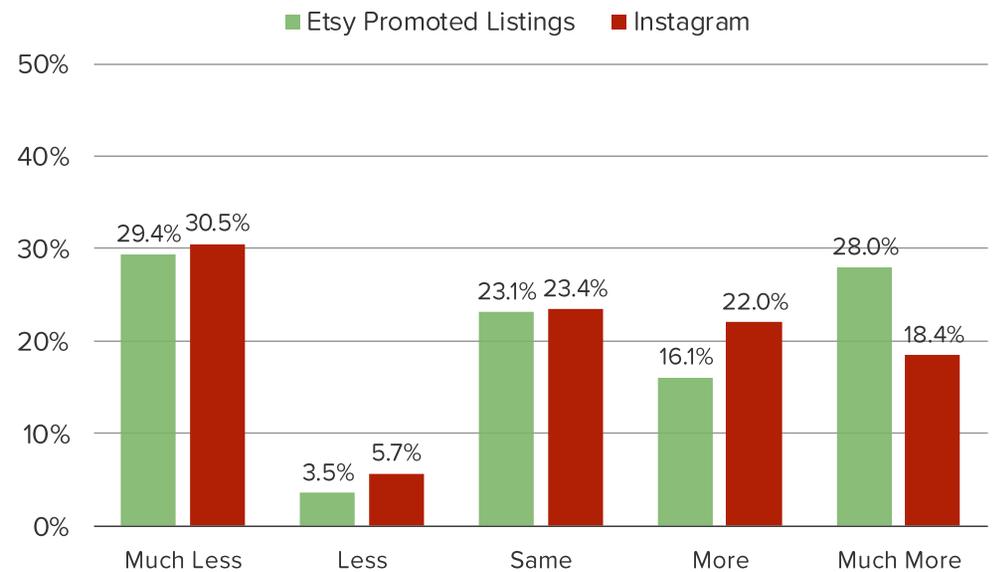
From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers who pay to advertise on Etsy and/or Instagram...

How much do you spend per month on promoted listings? (Median)



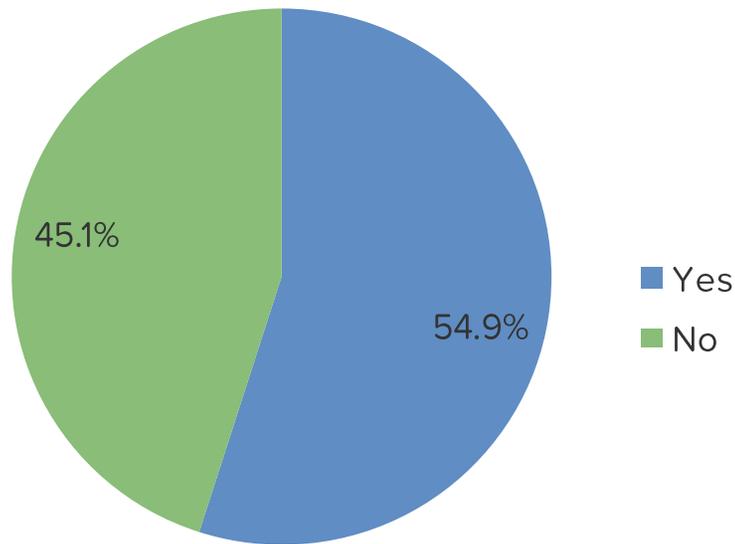
Do you plan on spending more or less going forward?



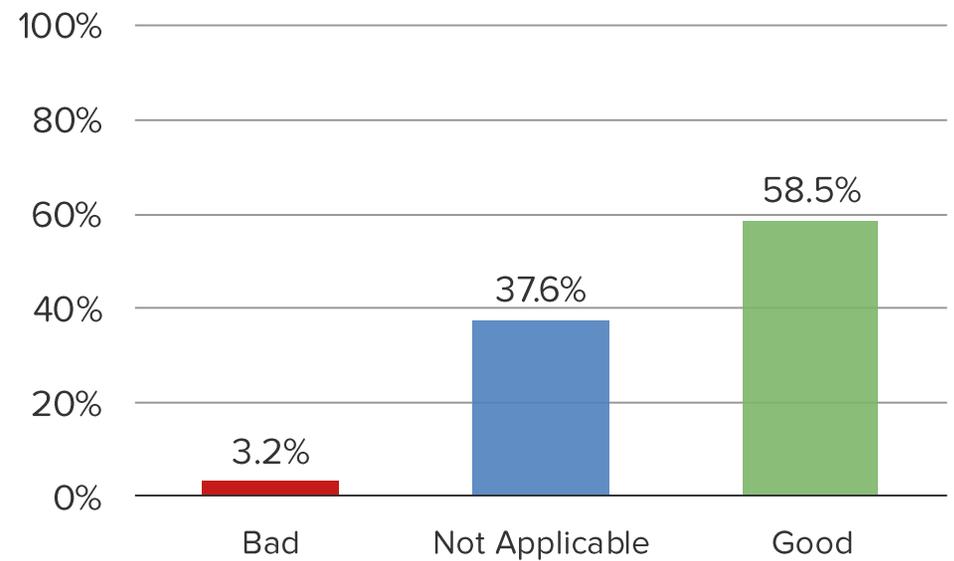
From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

Do you use Shopify?



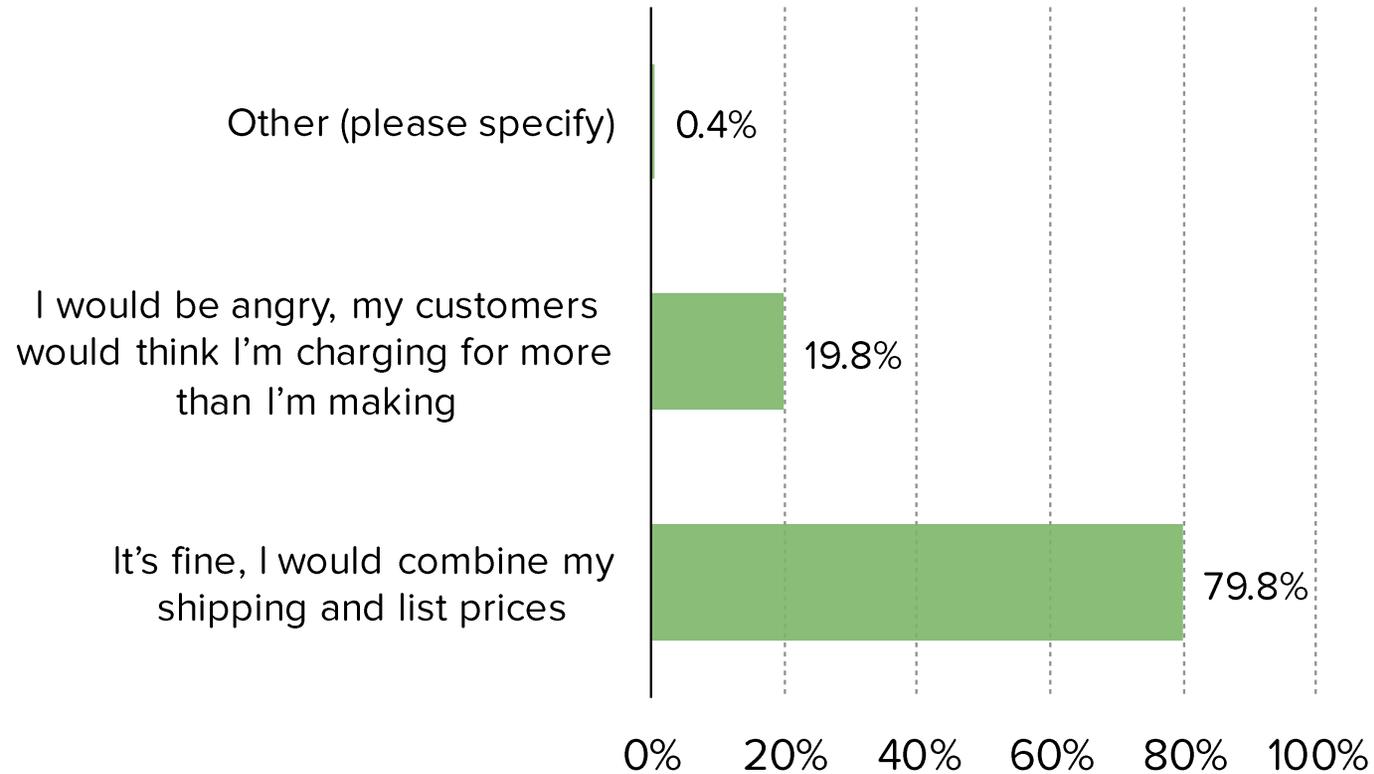
Have you participated in sales offered by Shopify? If yes, how was your experience?



From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

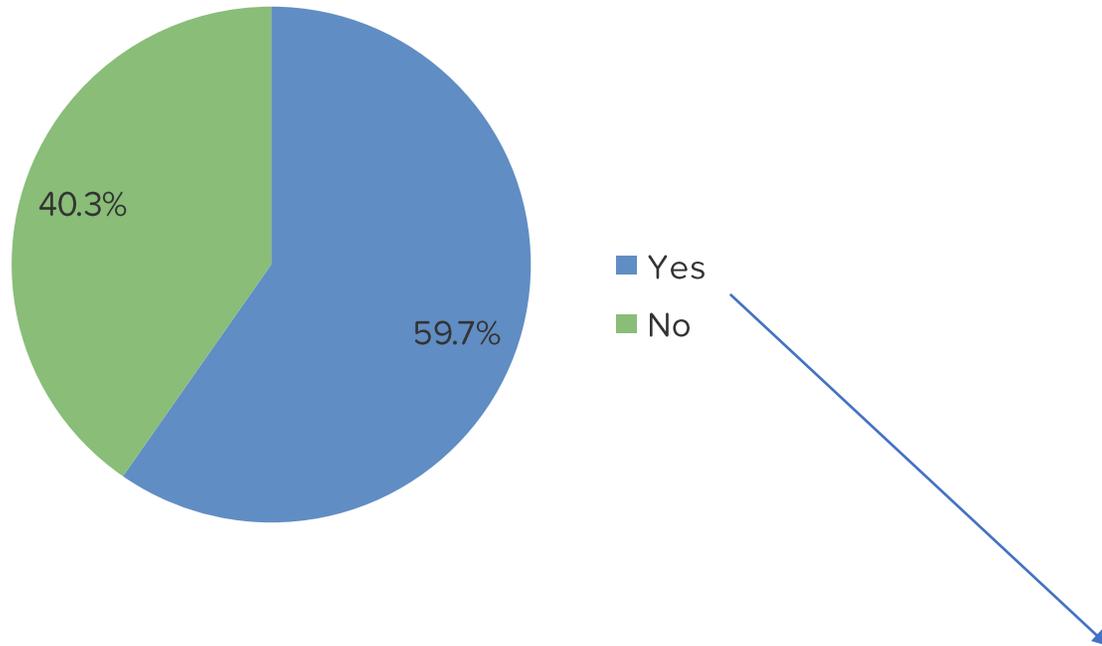
What would you do if Etsy required you to list products with free shipping?



From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

Do you use Google Product listing ads offered via Etsy?

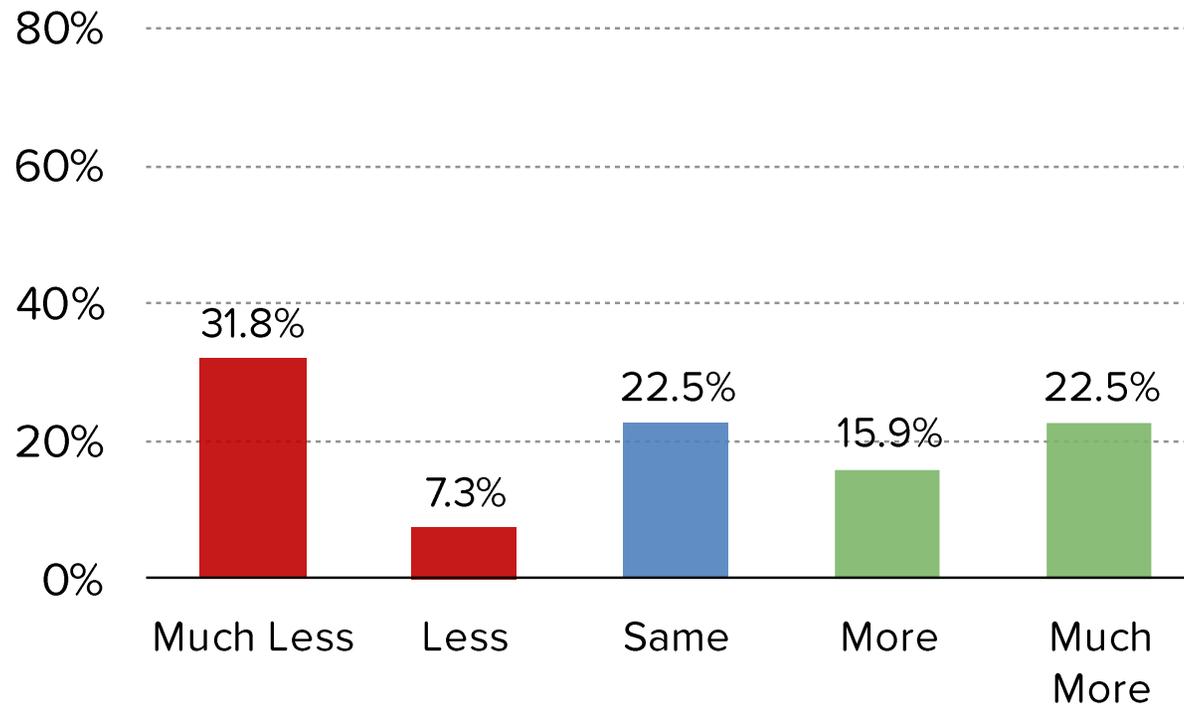


Median Spend Per Respondent: \$100 Per Year

From a Survey of 250+ Etsy Sellers.

Posed to Etsy sellers...

Have you changed how much you spend on Google Product listing ads offered via Etsy compared to a year ago?



From a Survey of 250+ Etsy Sellers.