

**Bespoke Market Intelligence**

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# **ETSY Sellers Survey**

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**April 2022**

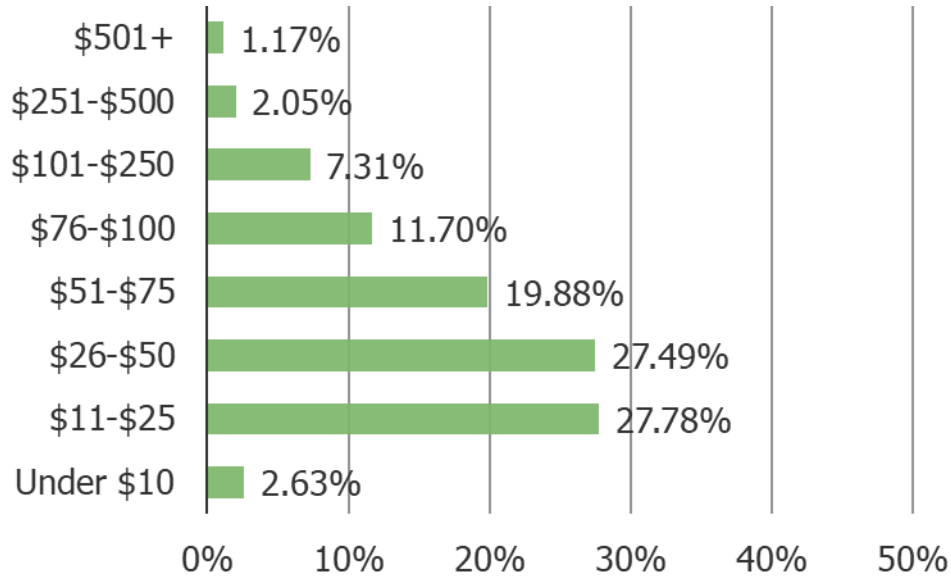
**Audience: 342 ETSY Sellers**

# ETSY Sellers Survey

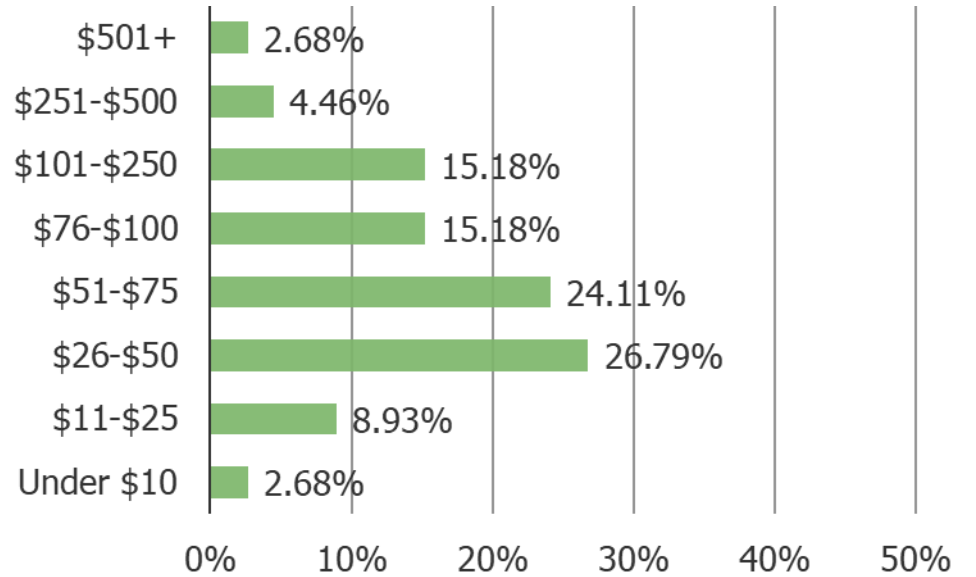
## What is the average price of the good that you sell?

Posed to Etsy sellers.

### All Etsy Sellers (N=342)



### Etsy Sellers For Business Purposes, \$5k+(N=112)



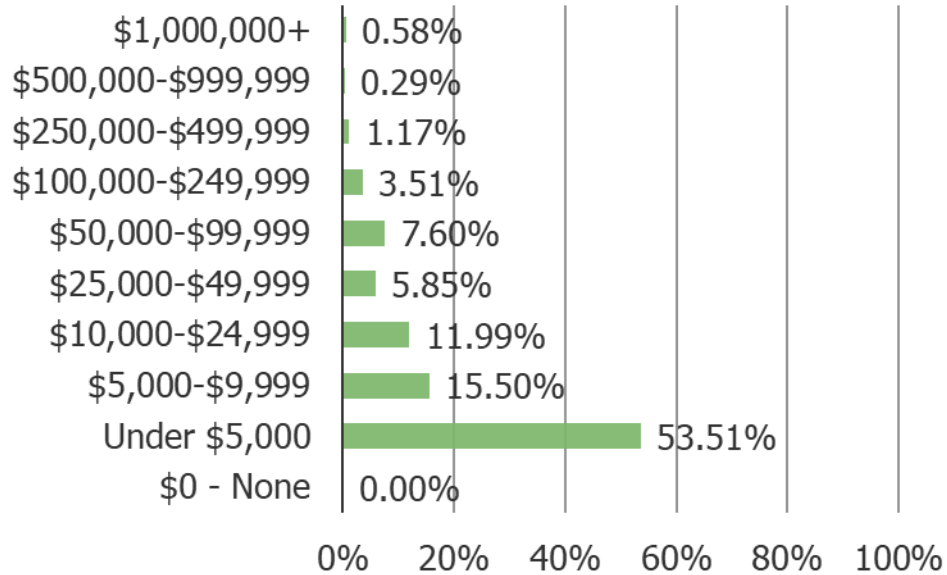
\*Cross-tab analysis: Focusing on Etsy sellers who said they sell on Etsy for business purposes and that they sell \$5,000+ per year through Etsy.

# ETSY Sellers Survey

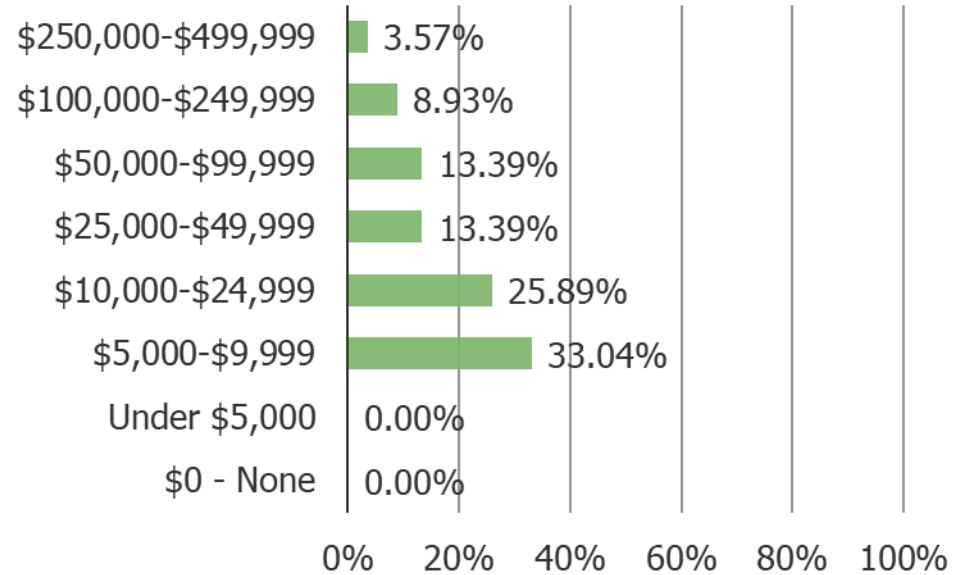
## How much have you sold through Etsy in the past year?

Posed to Etsy sellers.

### All Etsy Sellers (N=342)



### Etsy Sellers For Business Purposes, \$5k+(N=112)



\*Cross-tab analysis: Focusing on Etsy sellers who said they sell on Etsy for business purposes and that they sell \$5,000+ per year through Etsy.

## What is the most popular type of product you have sold on Etsy in the past year?

Posed to Etsy sellers.

All Etsy Sellers (N=342)

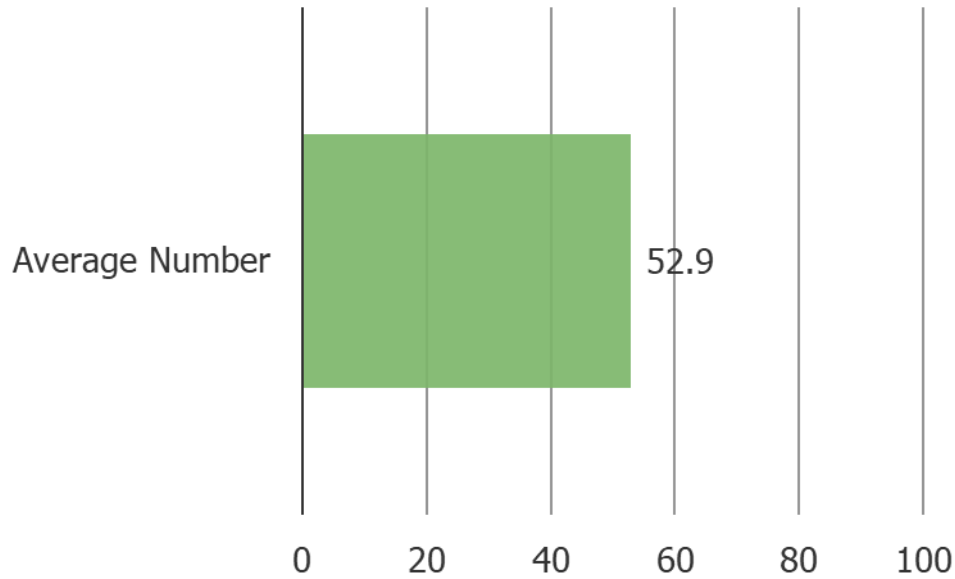


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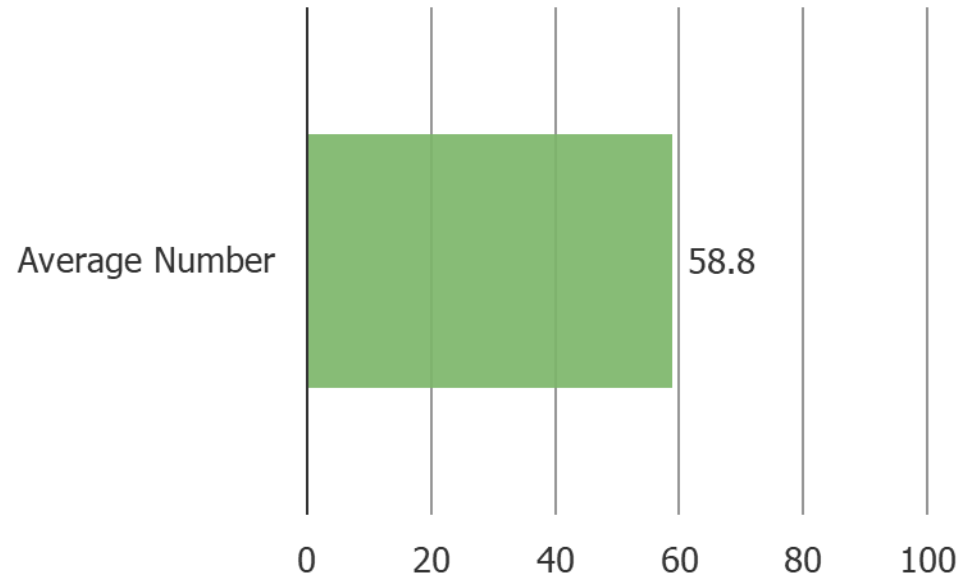
## Approximately what percentage of your product sales go through Etsy?

Posed to Etsy sellers.

All Etsy Sellers (N=342)



Etsy Sellers For Business Purposes, \$5k+(N=112)



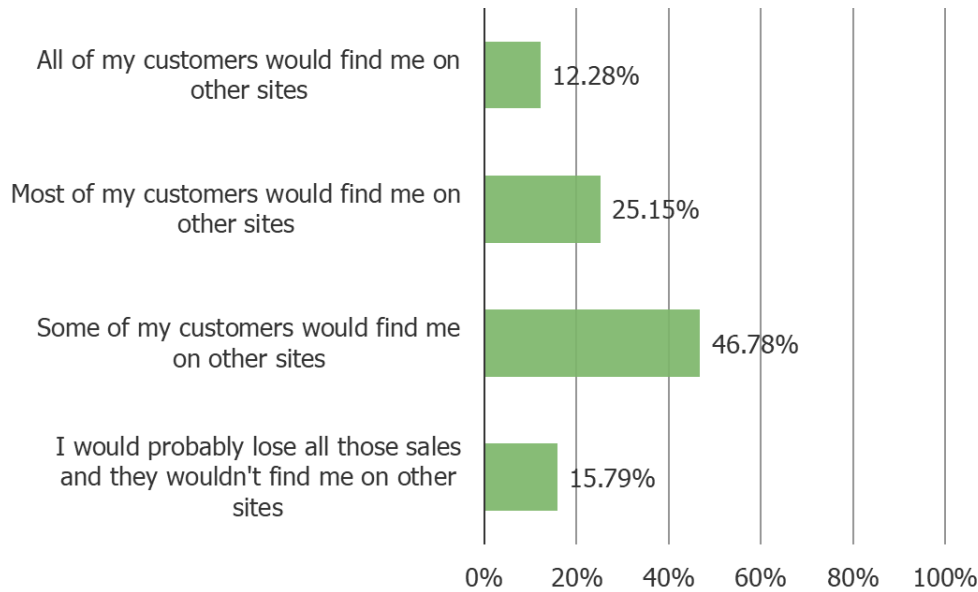
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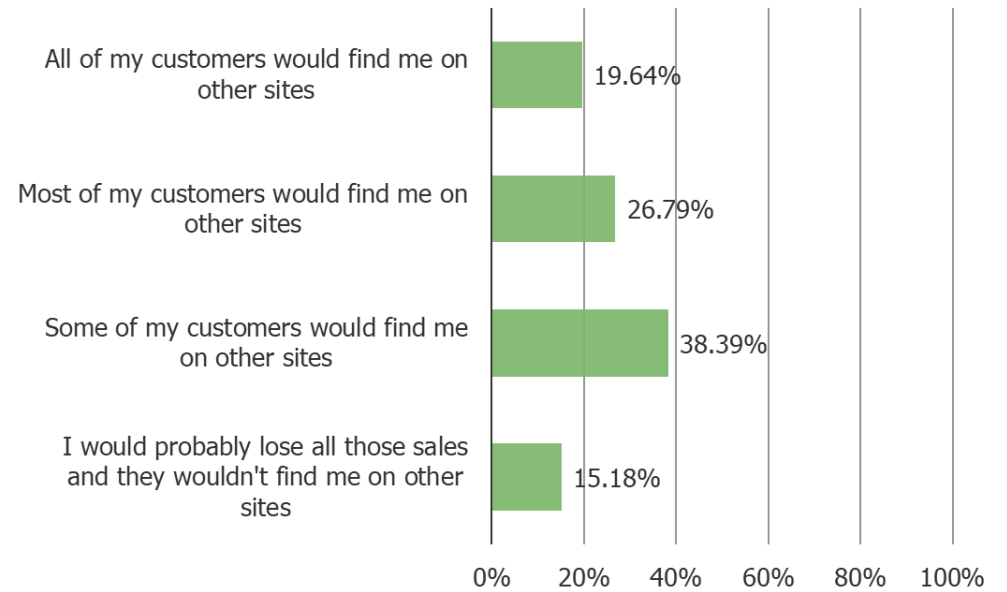
## If Etsy's platform would disappear tomorrow, what do you think would happen to your Etsy customers? (pick one or two options)

Posed to Etsy sellers.

### All Etsy Sellers (N=342)



### Etsy Sellers For Business Purposes, \$5k+(N=112)



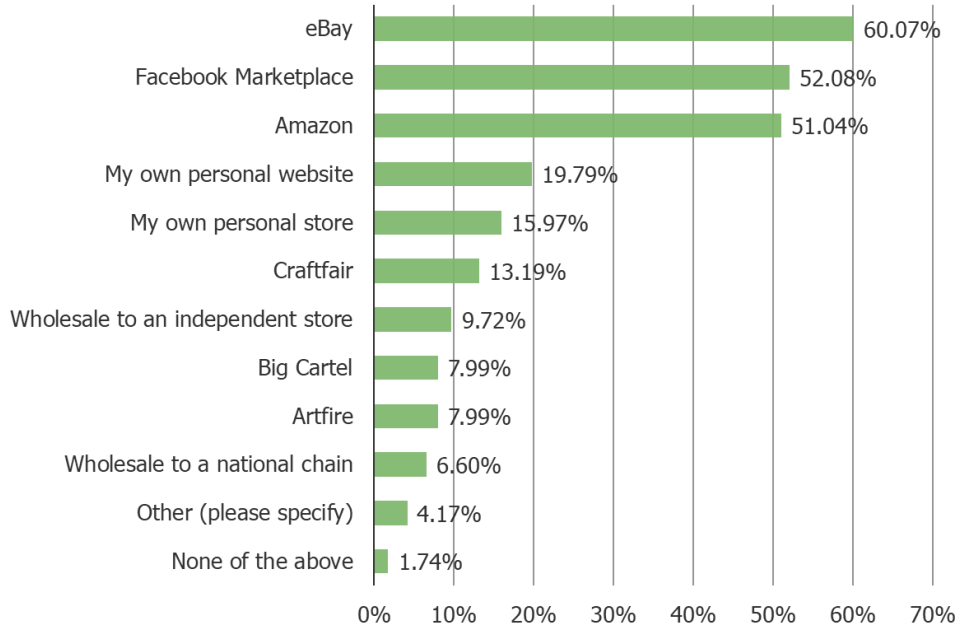
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# ETSY Sellers Survey

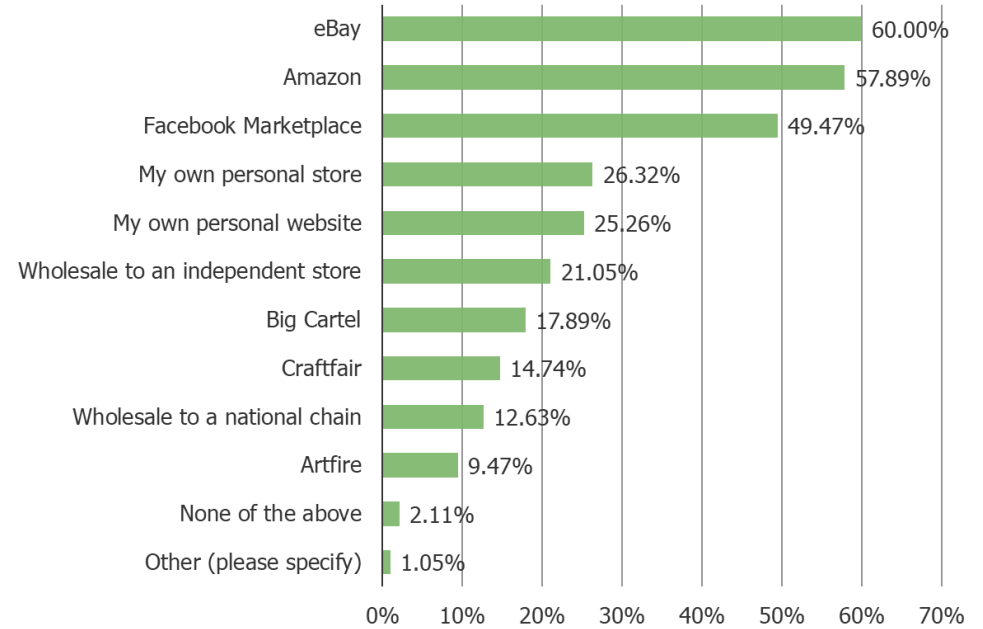
## If Etsy disappeared, which platforms would you see more sales through? Select ALL that apply

Posed to Etsy sellers who said that customers would find them on other platforms if Etsy disappeared.

### All Etsy Sellers (N=288)



### Etsy Sellers For Business Purposes, \$5k+(N=95)



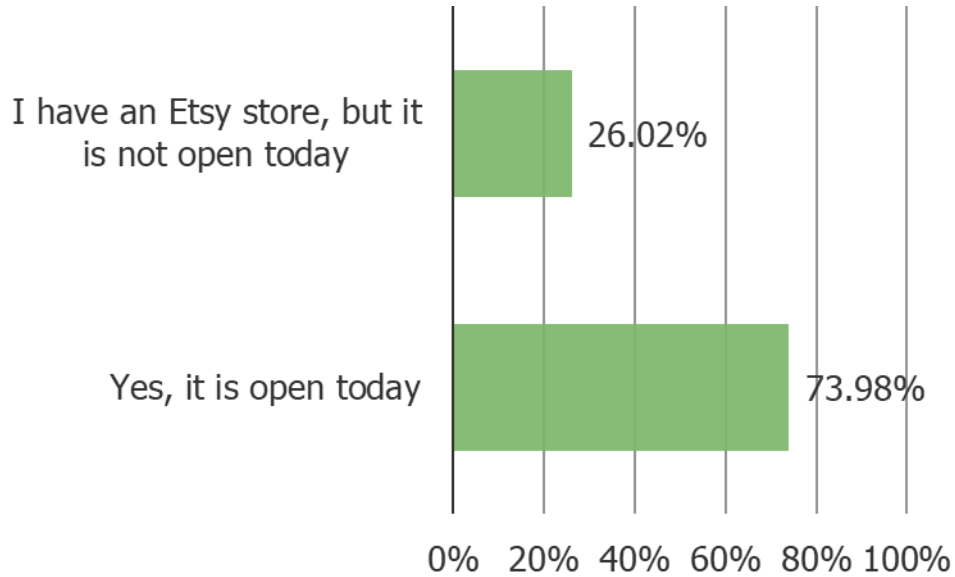
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# ETSY Sellers Survey

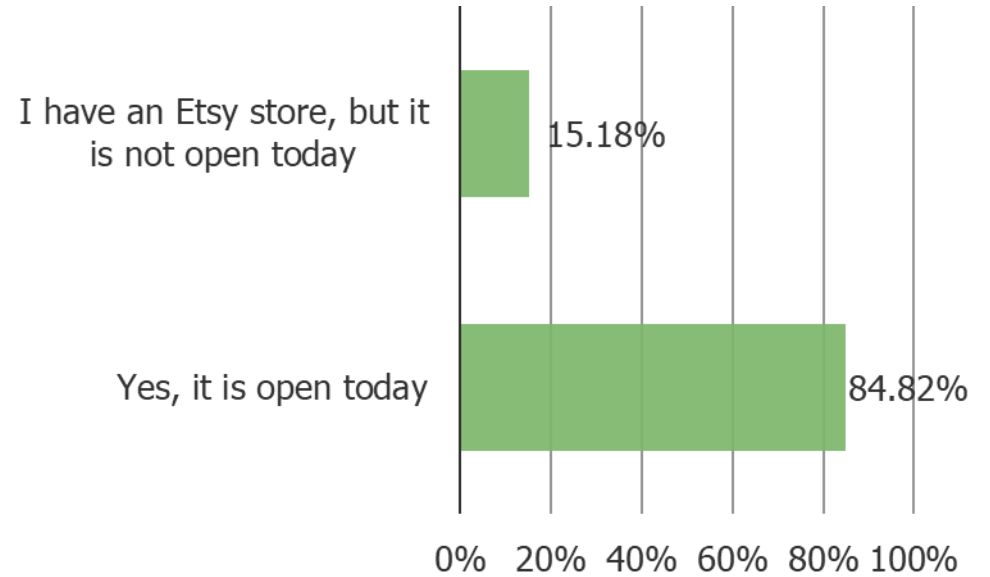
## Is your Etsy store open/available to shop from today?

Posed to Etsy sellers.

### All Etsy Sellers (N=342)



### Etsy Sellers For Business Purposes, \$5k+(N=112)



\*Cross-tab analysis: Focusing on Etsy sellers who said they sell on Etsy for business purposes and that they sell \$5,000+ per year through Etsy.



# ETSY Sellers Survey

## Why is your Etsy store not open/active today?

Posed to respondents who said their Etsy store is not open today.

At my other job  
At the moment I have nothing to sell.  
Because of the availability of the product  
Busy doing other errands  
Candy getting off  
cause am staying at home  
Closed while I make new items  
Closes at 3 pm weekdays  
Covid  
Day off  
Don't currently have anything to sell  
Due to COVID-19  
Had to catch up  
Holiday  
I am on an unofficial strike.  
I am on vacation to celebrate Easter  
I am on vacation.  
I am sold out  
I and other sellers are on strike.  
I closed it down because It was exhausting making all the photo cards  
I don't have products to sell  
I don't have anything to sell  
I don't have the funds  
I dont have time  
I have a normal job  
I have had a lot going on in my life  
I have no inventory as of now  
i have other things to do.  
I haven't been active on it. I've been focusing other major activities that's happening around me right now.  
I haven't had the extra time lately  
I took a break today  
i wont pay the fees  
I'm adding some products and removing some  
I'm not using it as much  
I'm off  
I'm taking a break  
I'm tired  
I'm working  
I'm busy with school.  
I'm doing merchandise  
im making ajustments

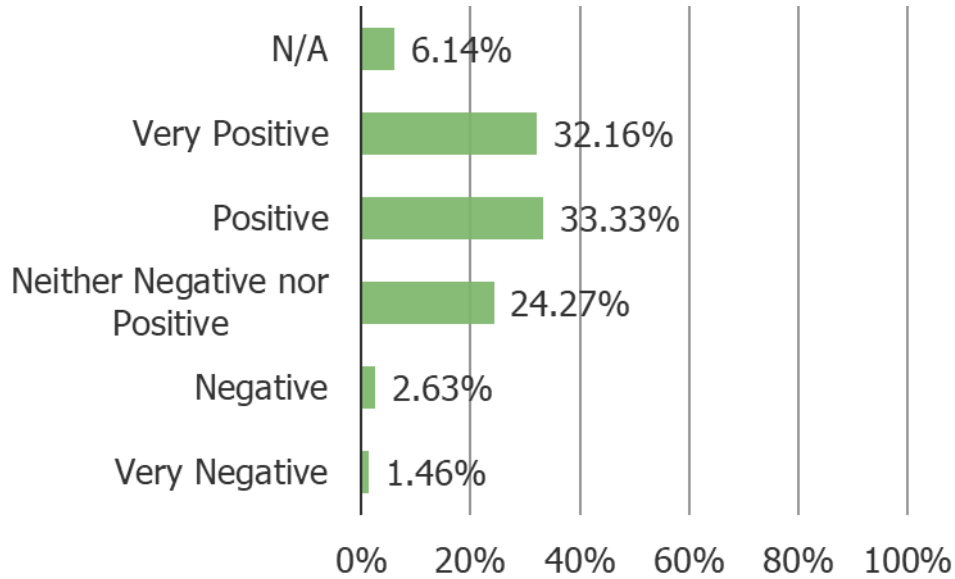
I'm not working today  
I'm taking a day off today  
I'm working on adding new products  
It is a weekend and I am resting  
Its not ginseng season until September  
Just not  
Lack of ptiduct  
Low sales  
Low stock  
Maintenance  
Maintenance  
Making new products to readd  
Moving so I temporarily had to shut it off.  
My day off  
No comments  
No inventory  
No items  
No product in stock  
No product to sell currently  
No products available  
Not good  
Not profitable under the current model. Etsy got all the funds.  
On hold  
On vacation  
On vacation mode following a move  
On vacation. Making more items to put up  
Out of inventory  
Personal matters  
Redesigning  
Renovating  
Revamping  
Some need to run it at this time  
Taking a break  
taking a break  
Taking a break  
Taking a week off for spring break  
taking the time to add new items for a few days  
To update available merchandise  
Too busy  
Too many other things going on  
Under construction  
Vacation  
waiting on inventory.  
We don't do service on Wednesday  
Why is your Etsy store not open/active today?  
Working on site

# ETSY Sellers Survey

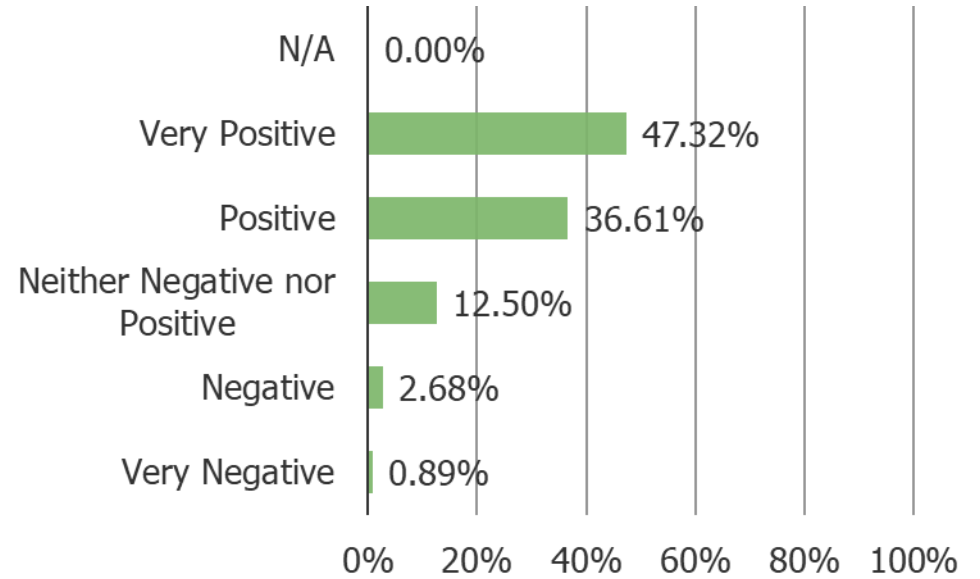
## What is your opinion of the Star Seller Program?

Posed to Etsy sellers.

### All Etsy Sellers (N=342)



### Etsy Sellers For Business Purposes, \$5k+(N=112)



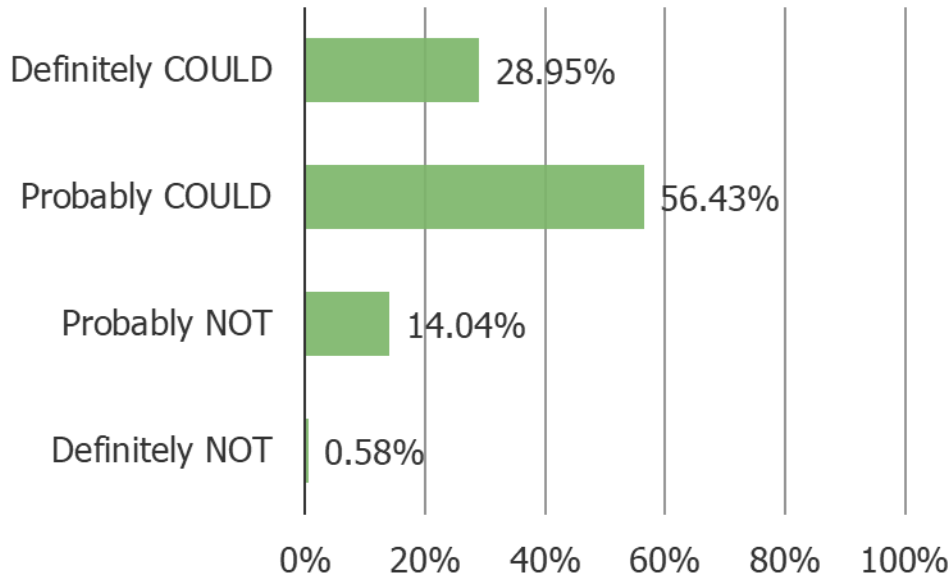
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# ETSY Sellers Survey

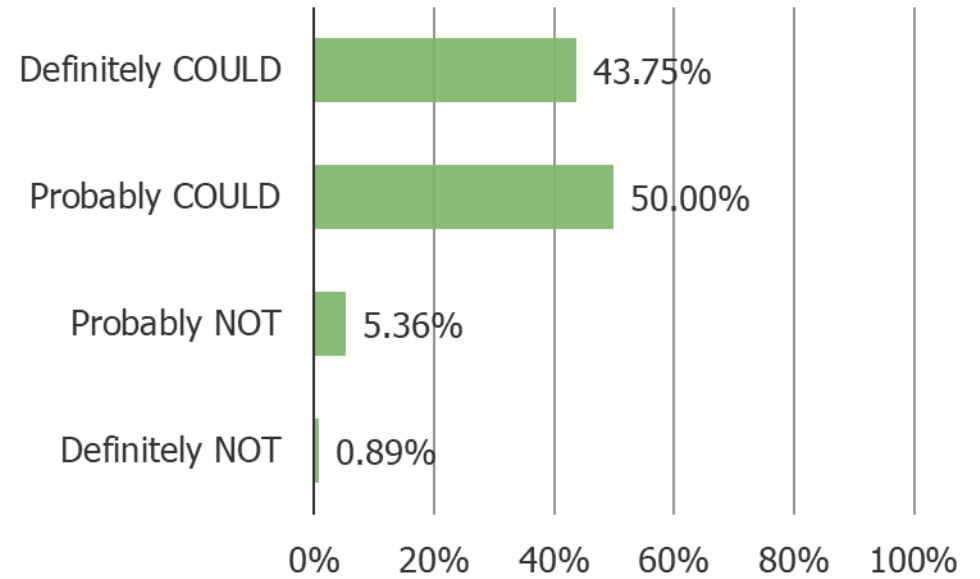
## Do you think you would be able to generate as many sales on other platforms as you do on Etsy?

Posed to Etsy sellers.

### All Etsy Sellers (N=342)



### Etsy Sellers For Business Purposes, \$5k+(N=112)



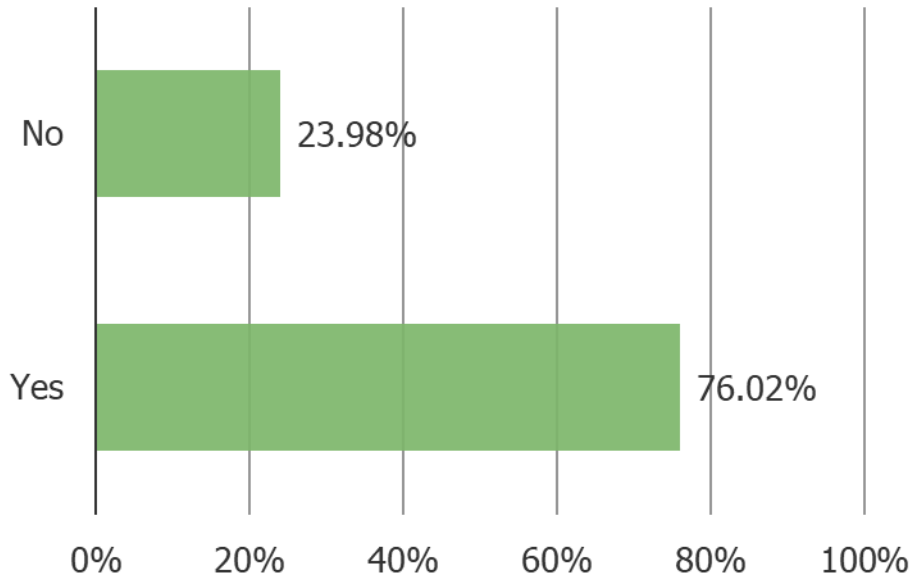
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# ETSY Sellers Survey

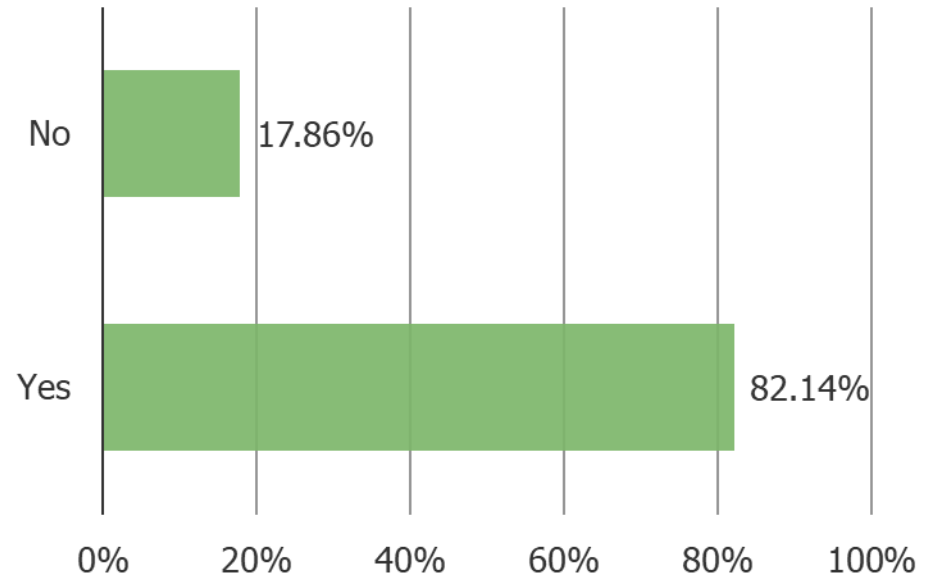
## Do you offer free shipping on your sales for purchases over \$35?

Posed to Etsy sellers.

All Etsy Sellers (N=342)



Etsy Sellers For Business Purposes, \$5k+(N=112)



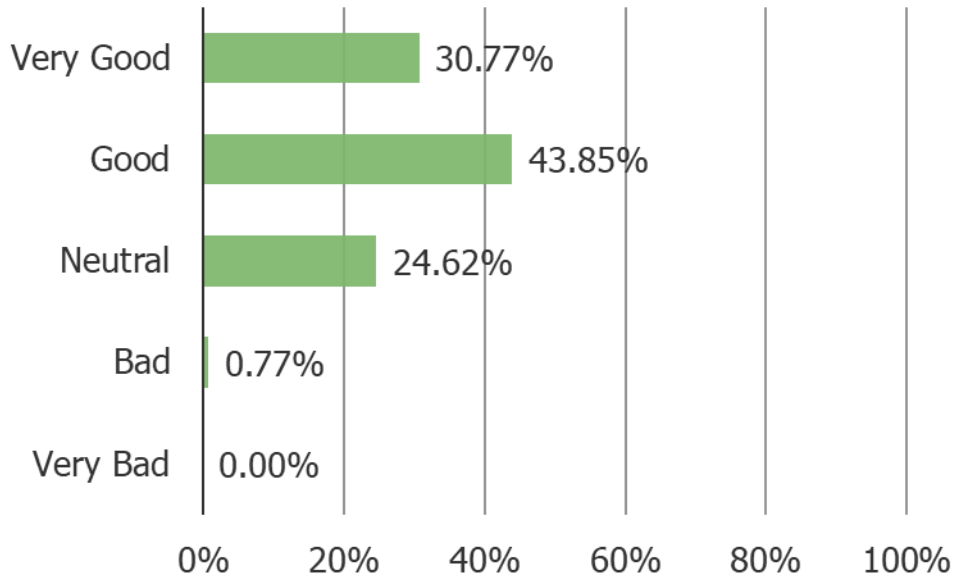
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# ETSY Sellers Survey

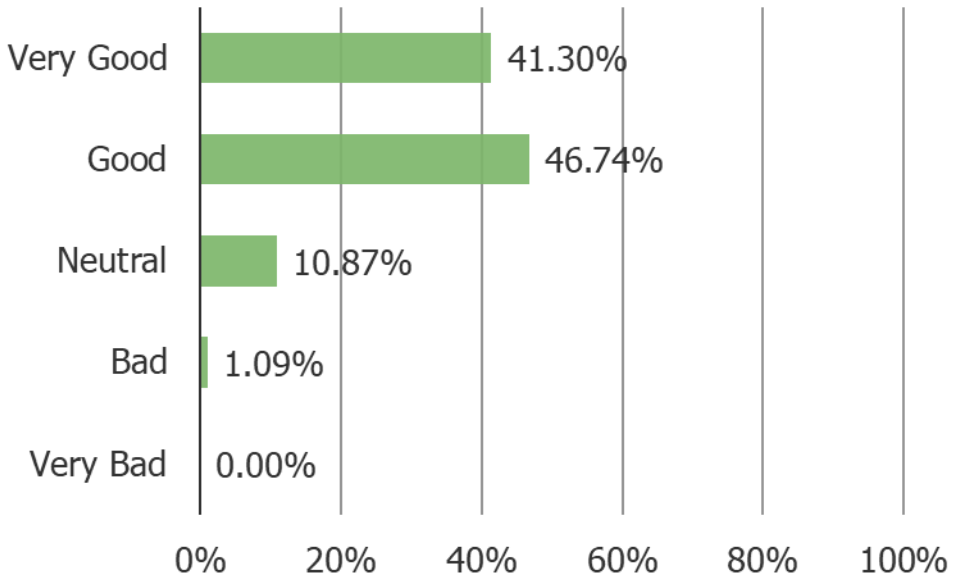
## Has offering free shipping on items over \$35 been good or bad for your business?

Posed to Etsy sellers who said they offer free shipping on sales over \$35.

All Etsy Sellers (N=260)



Etsy Sellers For Business Purposes, \$5k+(N=92)



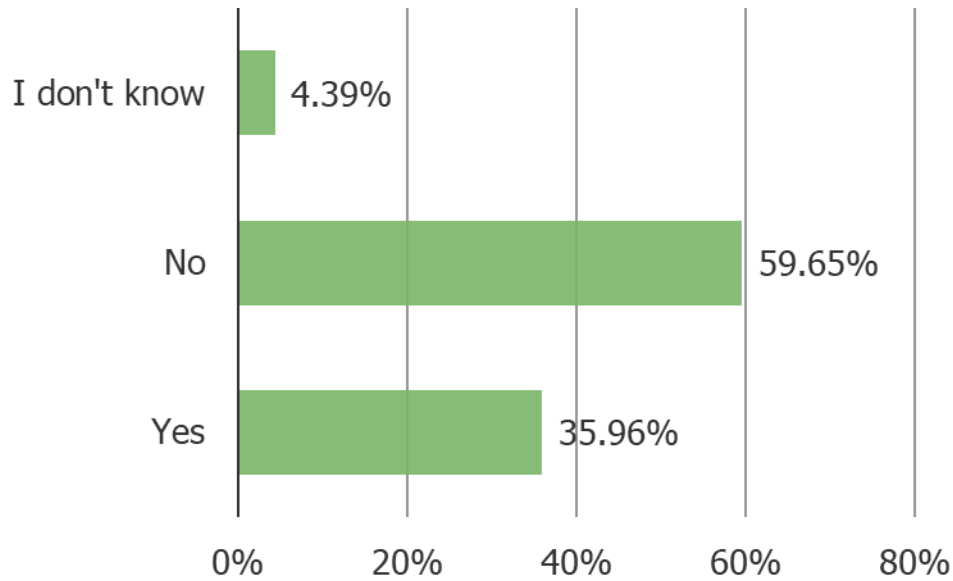
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# ETSY Sellers Survey

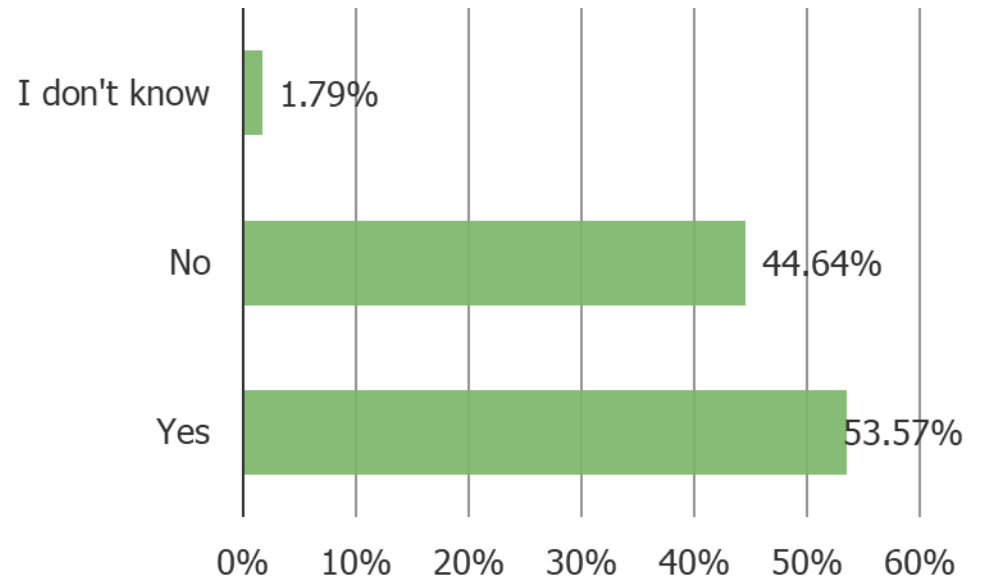
## Do you pay for Etsy off-site ads?

Posed to Etsy sellers.

### All Etsy Sellers (N=342)



### Etsy Sellers For Business Purposes, \$5k+(N=112)



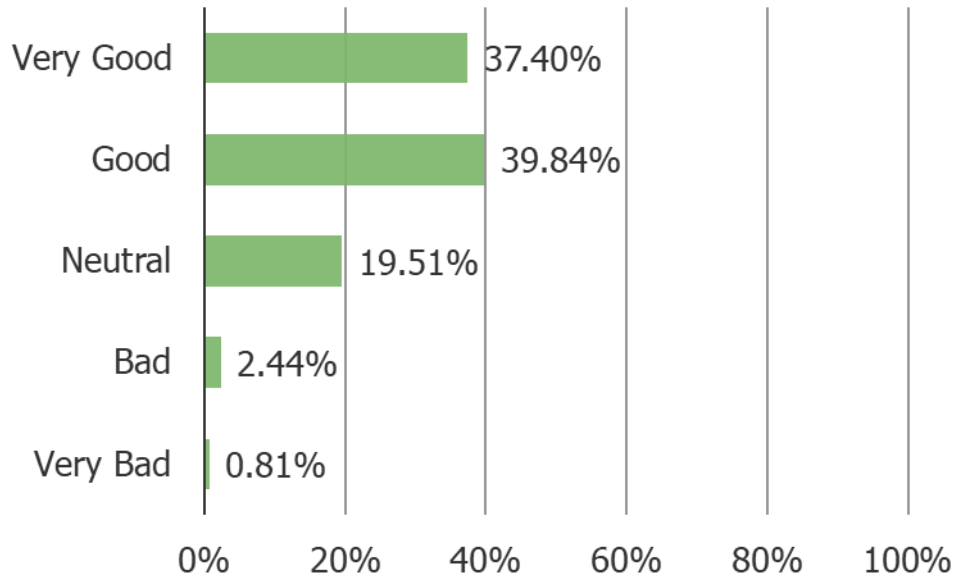
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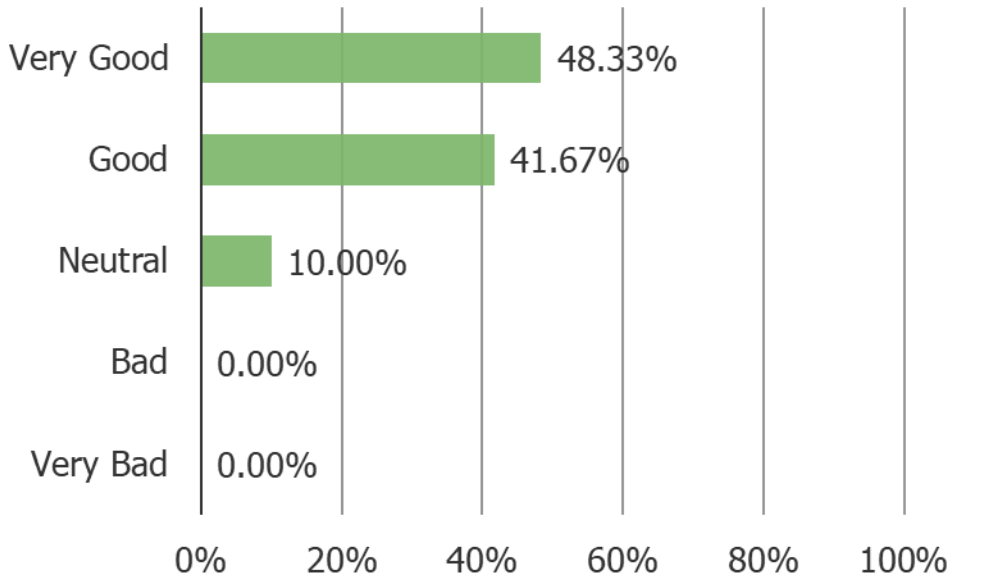
## Have Etsy off-site ads been good or bad for your business?

Posed to Etsy sellers who use Etsy off-site ads.

All Etsy Sellers (N=123)



Etsy Sellers For Business Purposes, \$5k+(N=60)



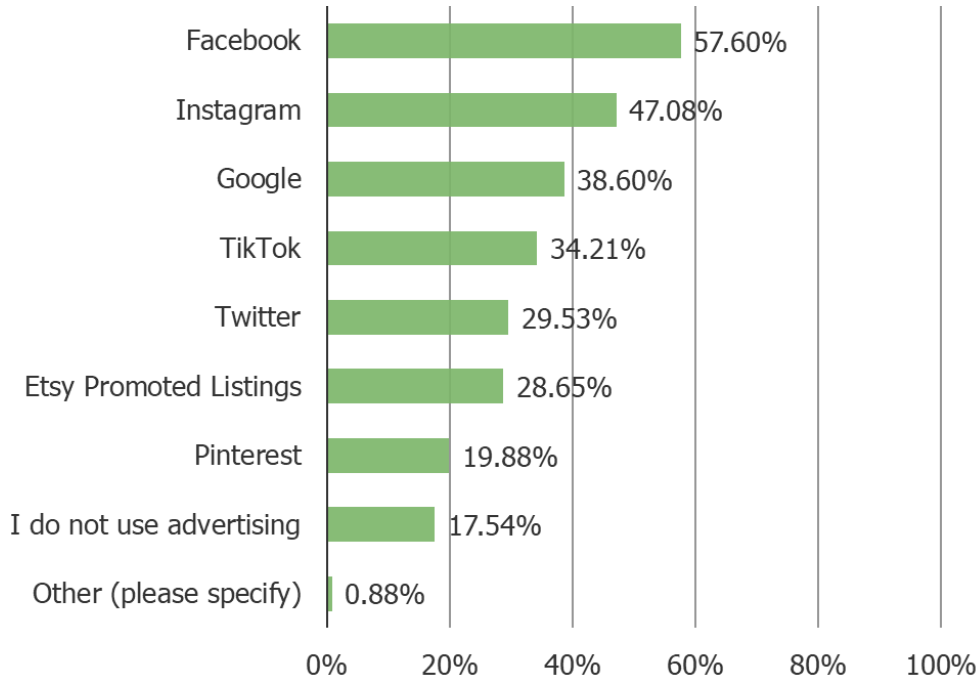
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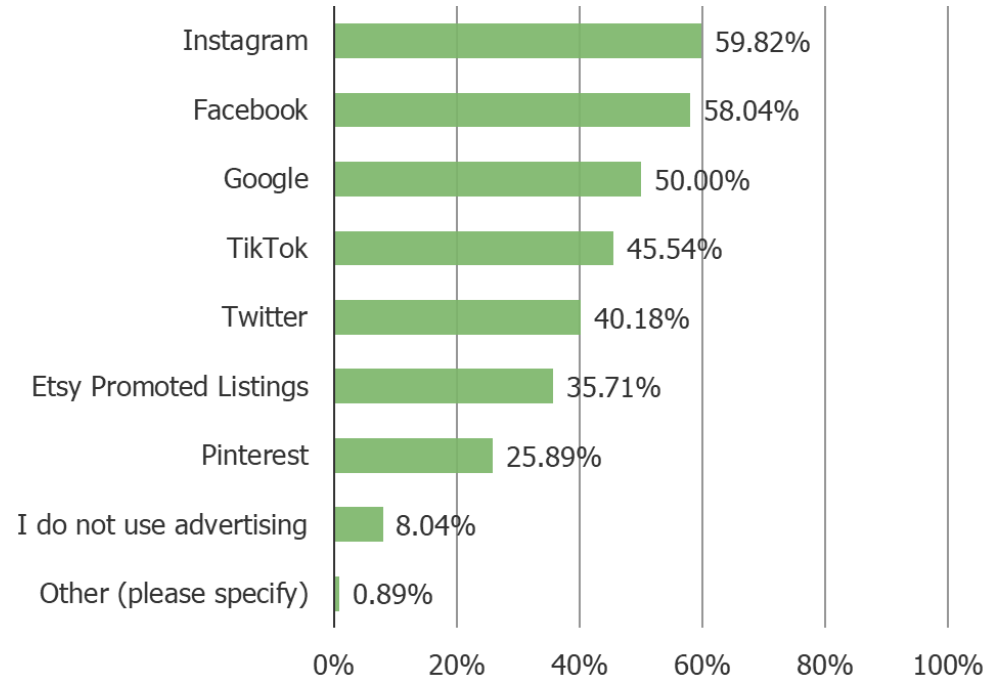
**Do you use Advertising to drives sales? If so, what platforms do you use? Select ALL that you use**

Posed to Etsy sellers.

## All Etsy Sellers (N=342)



## Etsy Sellers For Business Purposes, \$5k+(N=112)



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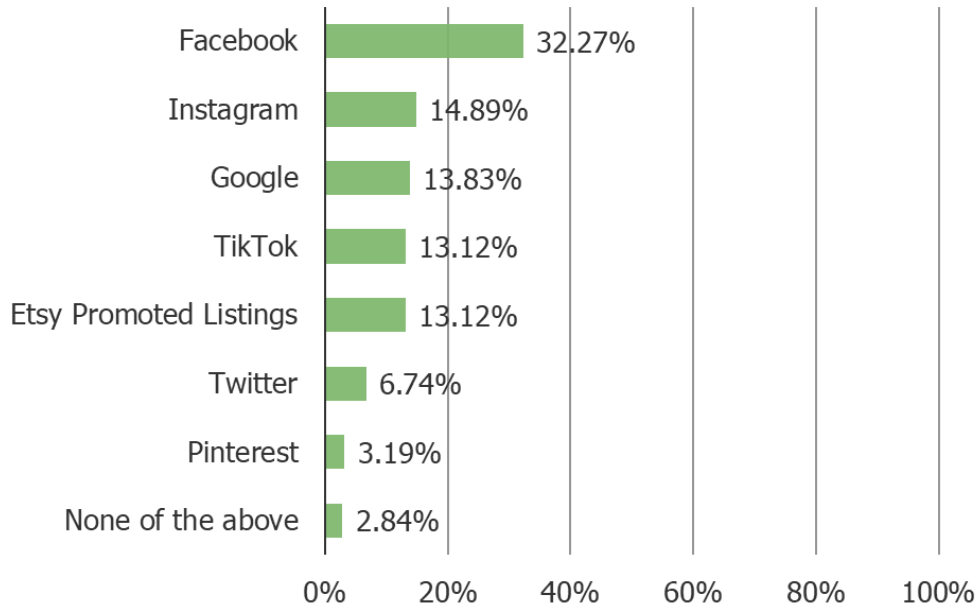


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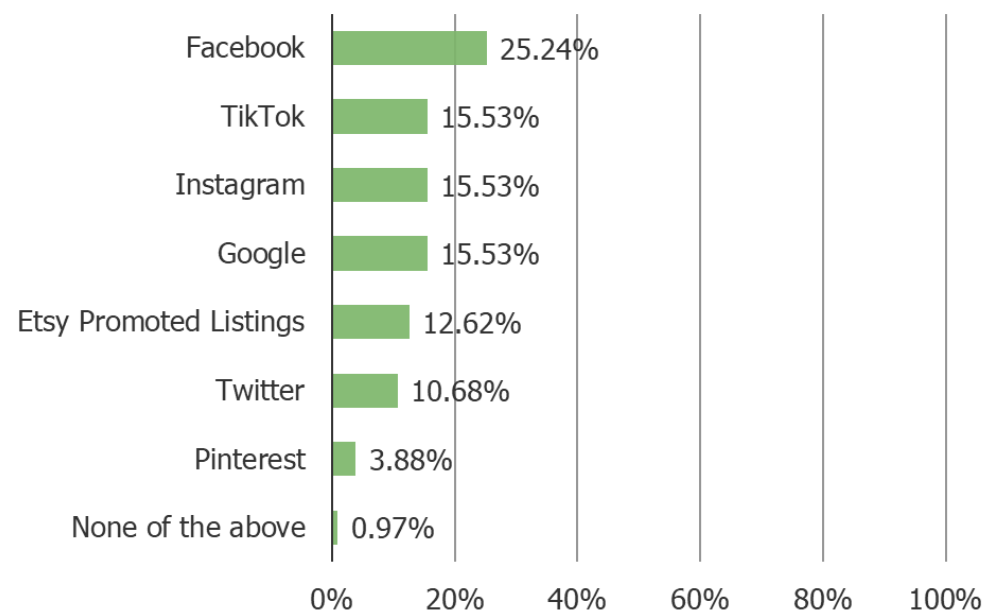
## Which advertising offers the best returns?

Posed to Etsy sellers who use advertising to drive sales.

### All Etsy Sellers (N=342)



### Etsy Sellers For Business Purposes, \$5k+(N=112)



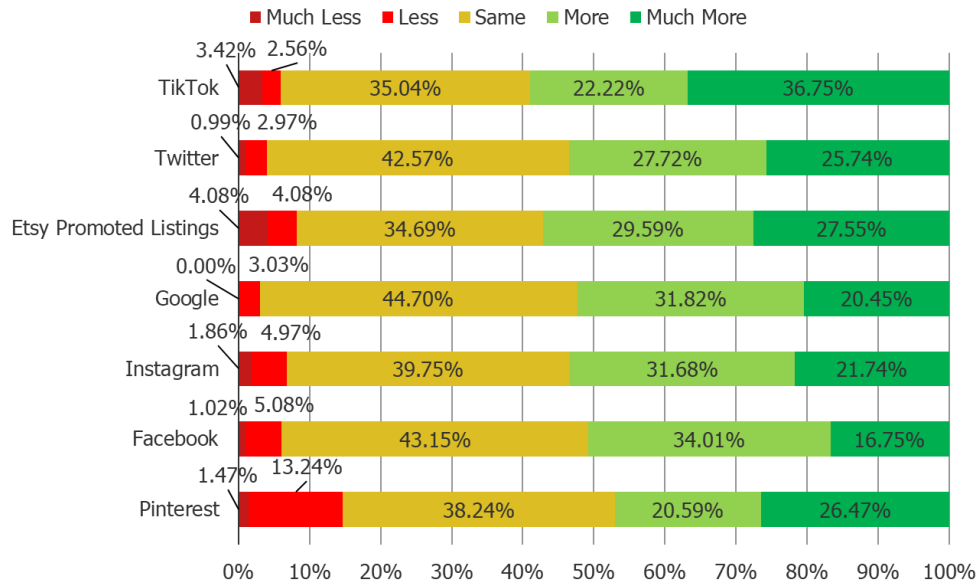
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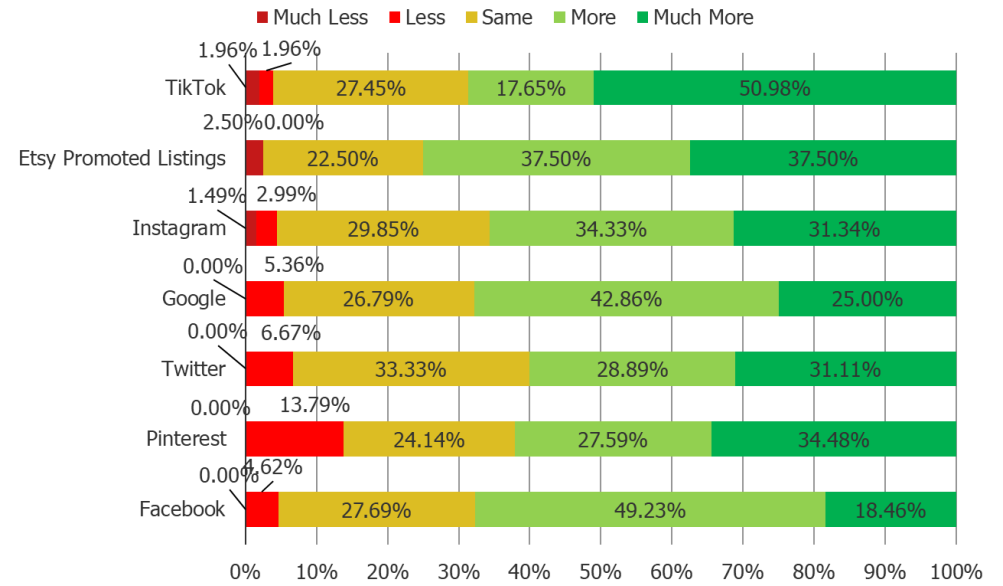
## Do you plan on spending more or less going forward?

Posed to Etsy sellers who use advertising to drive sales on each of the following.

### All Etsy Sellers (N=342)



### Etsy Sellers For Business Purposes, \$5k+(N=112)

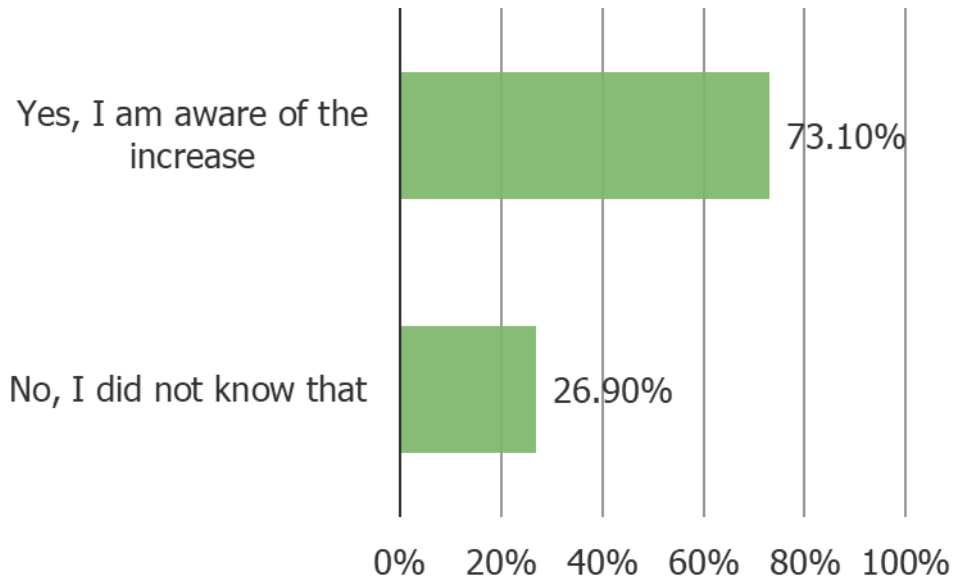


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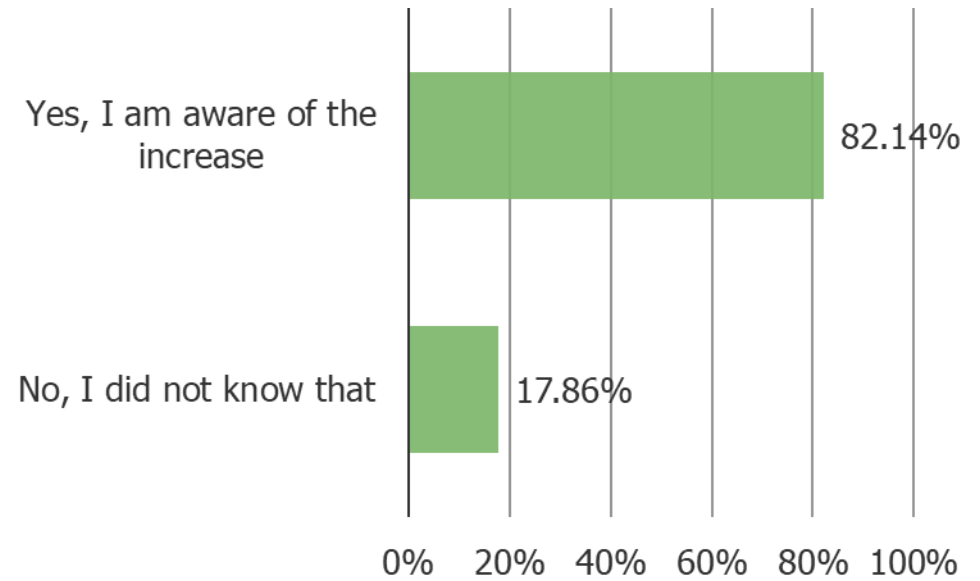
## Did you know that Etsy recently raised its fees from 5% to 6.5% for sellers?

Posed to Etsy sellers.

### All Etsy Sellers (N=342)



### Etsy Sellers For Business Purposes, \$5k+(N=112)



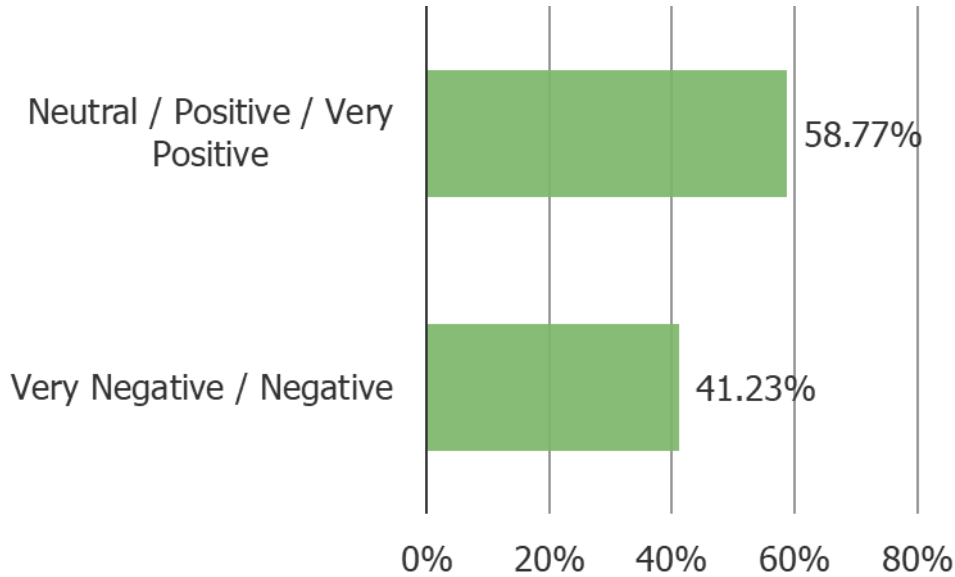
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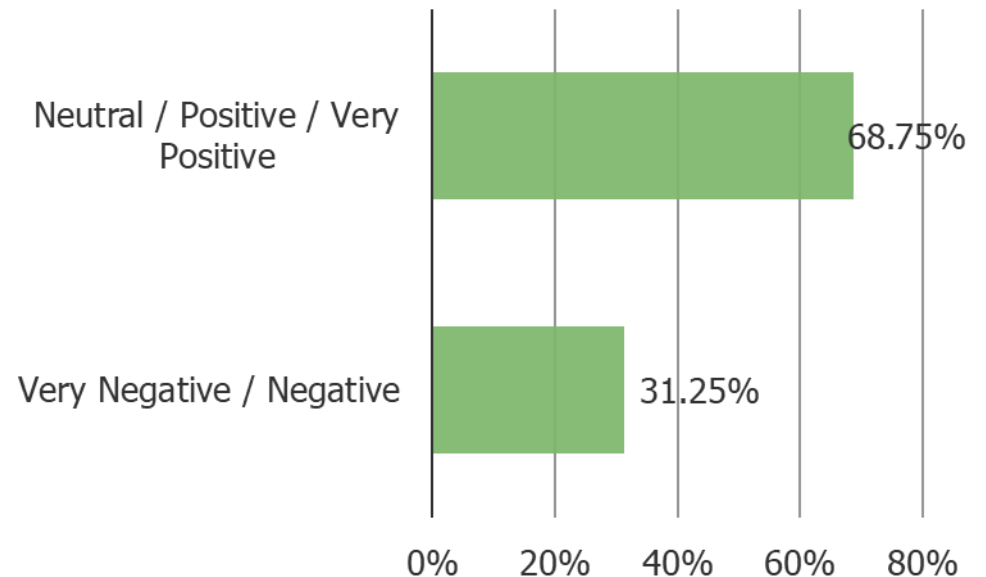
## What is your opinion of Etsy recently increasing transaction fees it charges you from 5% to 6.5%?

Posed to Etsy sellers.

All Etsy Sellers (N=342)



Etsy Sellers For Business Purposes, \$5k+(N=112)



\*Cross-tab analysis: Focusing on Etsy sellers who said they sell on Etsy for business purposes and that they sell \$5,000+ per year through Etsy.

## ETSY Sellers Survey

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**Etsy's transaction fees are currently 6.5%. If Etsy continues increasing fees in the future, how much higher can the fee be before you would decide to stop selling on Etsy? IE, what is the maximum transaction fee you would be willing to pay to use Etsy?**

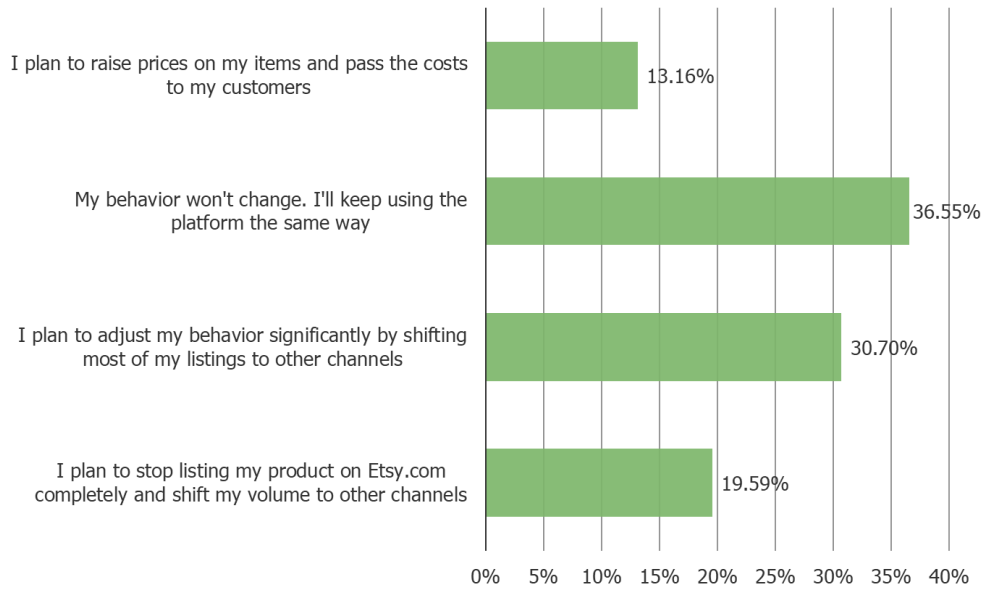
Posed to Etsy sellers.

**Excluding respondents who filled in a number greater than 50% as outliers, the average fill-in came in at 23.5%.**

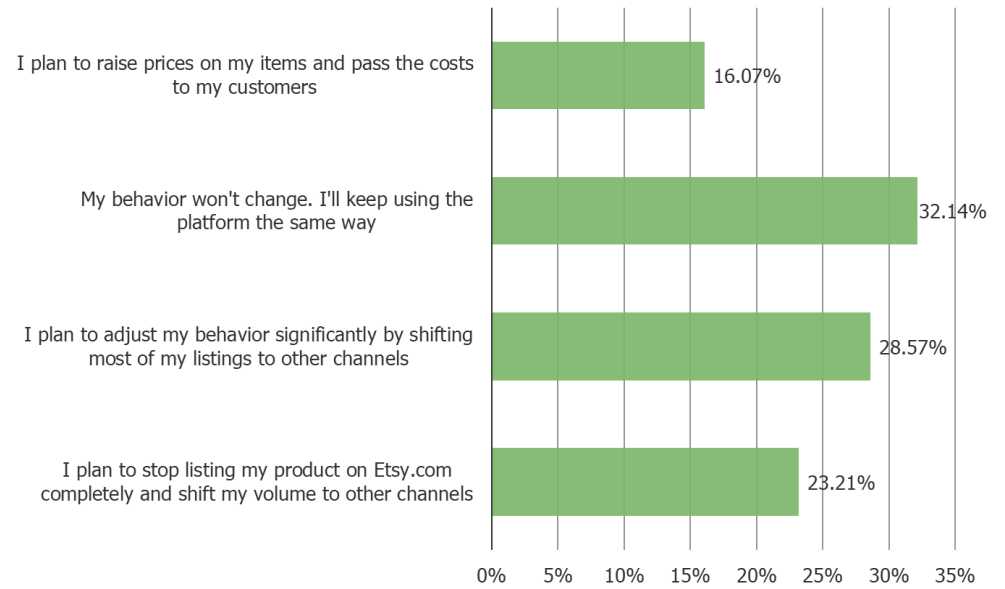
## Will you change how much you utilize Etsy to sell products because of the recent transaction fee increase?

Posed to Etsy sellers.

### All Etsy Sellers (N=342)



### Etsy Sellers For Business Purposes, \$5k+(N=112)

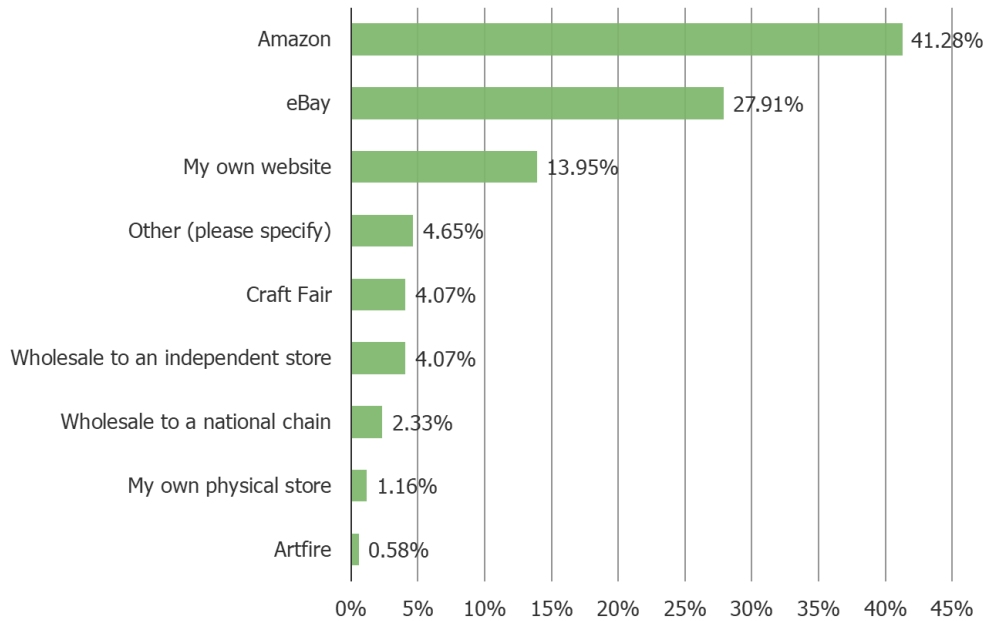


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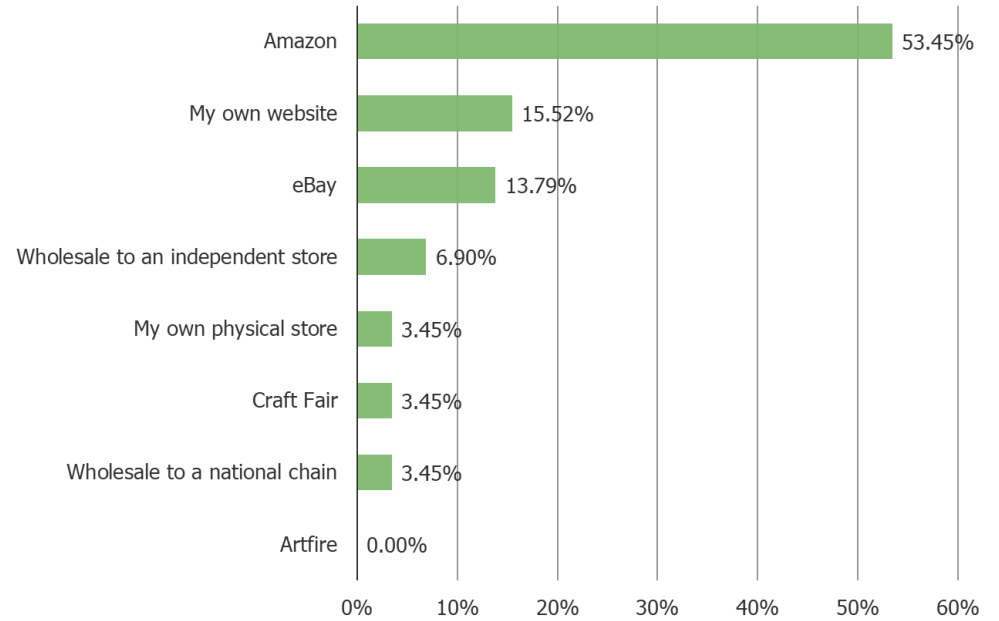
## Where would you primarily shift your volume? (pick one)

Posed to Etsy sellers who said they would shift some/all of their volume to other platforms because of the recent fee increase.

### All Etsy Sellers (N=342)



### Etsy Sellers For Business Purposes, \$5k+(N=112)



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

Posed to Etsy sellers.

### All Etsy Sellers (N=342)

all changes for sellers have been bad. Make it harder to distinguish ourselves and having to raise prices to maintain a profit	Good
All good,i still like them no matter what	Good
Always shutting down peoples shops is ridiculous	good
Are bad changes it's only about the sell and shopping app	Good
Bad	Good
Bad	Good
bad	Good
Bad	Good
Bad	Good
Bad	Good
Bad	Good
Bad	Good
Bad	Good
Bad	Good
Bad	good
Bad because it costs sellers more now	good
Bad it's annoying and pushed people out	good
Bath	good
Besides that there is nothing else that i can think of	Good
best	Good
Decent	Good
Etsy is easy to use and I appreciate that	Good
Etsy's increase in fees has been the biggest thing to catch my eye. This has not been a good change	Good changes
Fee increase more than "caught my eye!" It's very bad.	Good for me
Fees due to what's going on in the world	Great
Fees went up	have not noticed
for most part the sellers and the sells have been good	Haven't noticed anything
Forcing free shipping was not good	Higher fees
Good	I am making less
Good	I can't think of anything
Good	i didnt see any changes
good	I don't really know, but I know about the sellers increase
Good	i dont see any good theyve done. they want more money but will fail now
Good	I feel as comfortable



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

Posed to Etsy sellers.

### All Etsy Sellers (N=342)

I feel like the site interface is easier to use which is positive for me. However, it may just be that Im more familiar with it now which would explain the difficulty change.  
 I have not noticed a change other than transaction fee  
 I have not noticed anything  
 I have not used Etsy in two weeks so I really do not know for sure but I have heard about it before today  
 I have only noticed the transaction fee increase. Haven't been very active there lately  
 i have only noticed they take more of a percentage now  
 I have only seen good things  
 I haven't really noticed any changes I have caught my eye  
 I haven't noticed any changes recently, but I've been closed due to lack of inventory.  
 I haven't noticed any major changes.  
 i haven't noticed anything  
 I haven't seen any particular changes worth noticing  
 I like the platform and making money.  
 I like them, etsy is a good website  
 I need to pay more attention to the transaction increase on sellers because I don't approve of this increase at all  
 I sold more drones on the site  
 i think Etsy is a great platform  
 I think it's worse  
 I think that the changes are good.  
 I think they have kept things well balanced enough for both sellers and customers of varied potential overall  
 I'm not aware of any current changes  
 if they raised the fees i probably wont use as muc  
 Is good  
 It depends on what's being sold  
 It has be popular  
 it is harder to list an price increase  
 It's cool  
 It's understandable  
 It's absolutely magnificently perfect  
 It's easier  
 It's good

Its more customization  
 its very nice  
 ive been paying less and less attention to etsy  
 I've not noticed any changes  
 Just aforementioned fees increased  
 Just fee increase.  
 Just the fee change is all I noticed and it was a bad change for me but I get why it was done  
 Just the fee increase and it was a bad increase for sellers.  
 Just the fees going up  
 Just the percent  
 Just the percentage transaction increase. Its not necessarily bad  
 Kind of bad  
 Made it easier  
 Maybe but not that it helps me  
 More improved websites  
 More options  
 more people are using it. its good.  
 More regulation  
 Mostly jus true price change and a more corporate feel.  
 N/A  
 N/A  
 N/A  
 Naw  
 Need more sales  
 New quality service features  
 No  
 No  
 No  
 No  
 No  
 No  
 No  
 No  
 no  
 No  
 No  
 No  
 No

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

Posed to Etsy sellers.

### All Etsy Sellers (N=342)

No	No changes .
No	No changes there everything is the same
No	No comment
No	no comments
No	No comments
No	No comments
No	No comments
No	No Etsy haven't changed anything for sellers or buyers in the last 6 months.
No	No I still love Etsy
No	No it has made the app better
No	no it's been good
no	No it's all good for me
No	No more than usual
No	No none
No	No not aware of anything
No	No not really
No	No not yet
No	no opinion
No	No, I haven't noticed anything.
No	No, I just dont think Etsy conducts a very good business.
No	no, nothing has changed.
no	No. I don't really get into site changes.
No	No. I've always experienced transparency with Etsy
No	none
No	none
No	None
No	None
No	none
no	None
No	none
No	None
No	none
No	None
No	none
No	None
No changes	none
	NONE
	none
	none
	None
	None

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

Posed to Etsy sellers.

#### All Etsy Sellers (N=342)

None	Nothing at all
None for now	nothing changes
None to my knowledge	Nothing comes to mind
Noo	Nothing comes to mind
Nope	Nothing else
Not good	Nothing else
Not good	nothing good, only taking more money of mine when THEY HAVE PLENTY. THEY JUST WANT MORE ZEROS IN THE BANK. I JUST WANT TO PAY MY GD BILLS
Not particularly	Nothing has caught my eye as of yet
Not really	Nothing has caught my eye yet
not really	Nothing has changed
Not really can not think of any	Nothing I can think of right now
Not really mates	Nothing I can think of.
not sure	Nothing I have really noticed or payed attention to
Not sure	Nothing I know
Not sure	Nothing I've noticed
Not that I can tell	Nothing in particular
Not that I can think of	Nothing in particular
Not that I'm aware of	Nothing in particular
Not that I'm aware of	Nothing in particular
Not that I've noticed	Nothing in particular has caught my eye
Not that I've noticed	Nothing I've noticed
Not that I know of	Nothing I've noticed other then fees
not too much change	nothing really
Not yet	Nothing significant
Nothing	Nothing significant
Nothing	Nothing specific I know of
Nothing	Nothing stands out
Nothing	Nothing that has caught my eye.
Nothing	Nothing that I can think of besides the percentage increase.
Nothing	Nothing that I can think of immediately
Nothing	nothing that I'm aware of
Nothing	Nothing that is significant
Nothing	nothing to say
nothing at all	Nothing too dramatic, Etsy is essential
	Nothing too important has stuck out or effected me too much

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

Posed to Etsy sellers.

#### All Etsy Sellers (N=342)

Nothing. Everything is going good  
Only chance that affects me is the increase in seller fees  
Only really the raised fee  
Other than the tools needed to conduct transactions based on inflation  
Other than their fees and such, not really.  
Outside of the fee increase nothing major comes to mind.  
Percentage increase  
Reliable  
Rising fees which are bad for both the seller and buyer  
Sellers increase fee to 6.5% I do not like it  
Shipping policies and seller fees  
shipping went up its bad  
Te They have  
The amount of people  
The changes are normal for a site like theirs  
The changes are worth it  
The changes has been good cos of the economy  
The changes that you don't need to make everything is perfectly fine I enjoy it  
The fees is the most important  
The fees which are too high.  
the increase in fees to sellers  
The instead in fees feels like extortion  
The only thing that catches my eye are higher fees means I make less money.  
The price increase  
The price is better, very cheap, we all like to go to buy  
The sellers leaving or shutting down their stores in protest of the fee increases  
The sellers fee increasing was bad  
The tax change was bad  
The taxes and fees has increased majority of people products  
The transaction fee increase stood out to me most. It is very upsetting  
Their fee increases  
There has been no changes but if there was I think it would be fine  
There has not been anything that stands out and really catches my attention  
There is none  
There is nothing I can think of

They are all bad changes.  
they are good  
they are good  
They are good always nice to see new comers to the business  
They are good in what they offer  
They are good they really care about reviews  
They are good they really hasn't been any big change to my profit  
they are good. i get inspiration from other sellers  
They are mostly neutral they are neither good not bad  
They didn't change anything except now that they increased there percentage  
They have started charging more for listing things  
They haven't changed yet  
they havent changed enough for me to notice which is a good thing, i think their already squared away  
they raised fees  
They raised their fee  
they were good changes  
They're website offers great ways to show off my collection  
they've made it easier to sell certain things like homemade stuff  
unsure  
Very good  
Very good  
Very innovative  
Very innovative and technologically advanced and economical.  
Very interesting 😊 😊 and economical.  
yea i just found out about the 6.5 increas im kinda mad about that  
Yes  
Yes  
Yes  
Yes  
Yes  
yes like  
yes they have made it easier to sell product on their site. They are trying to support small businesses as well because that is what they thrive on.

## Competitive Dynamics

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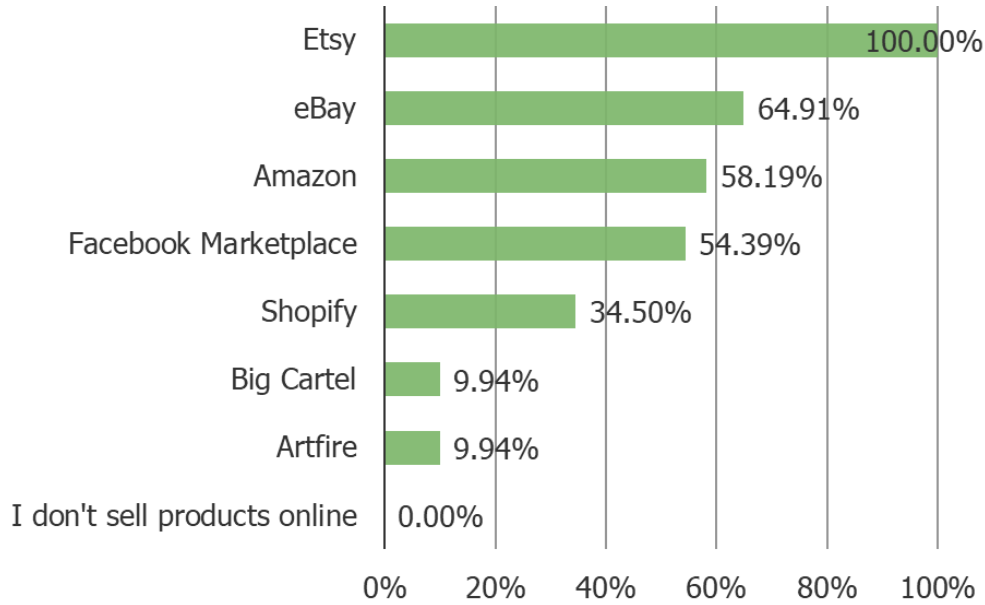
**Focusing on Etsy sellers to show which other platforms they also sell on, and how their opinions toward Etsy compare with their opinions toward other platforms that they use.**

# ETSY Sellers Survey

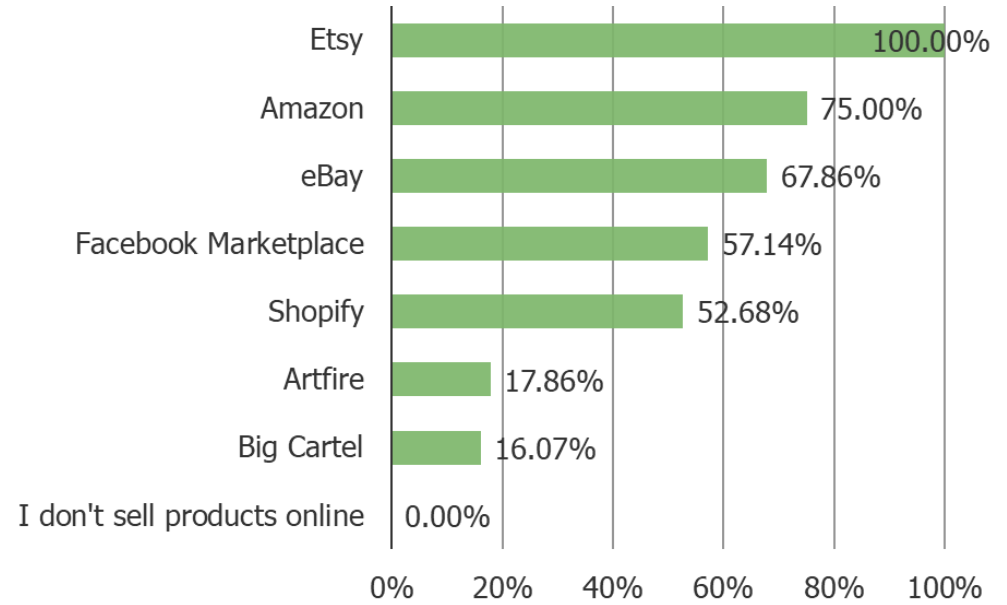
Are you a seller of products on any of the following platforms? Select ALL that apply

Posed to Etsy sellers.

## All Etsy Sellers (N=342)



## Etsy Sellers For Business Purposes, \$5k+(N=112)



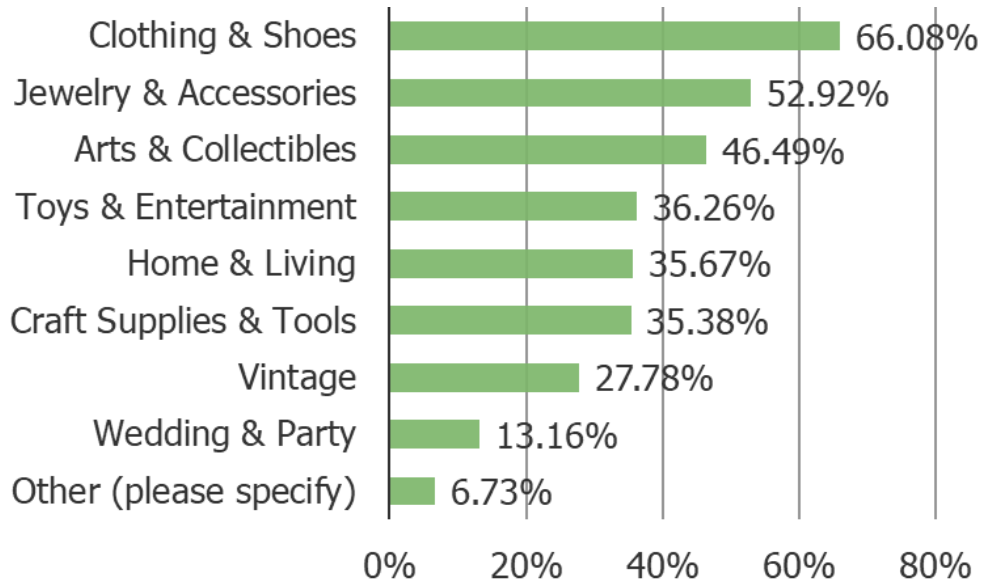
\*Cross-tab analysis: Focusing on Etsy sellers who said they sell on Etsy for business purposes and that they sell \$5,000+ per year through Etsy.

# ETSY Sellers Survey

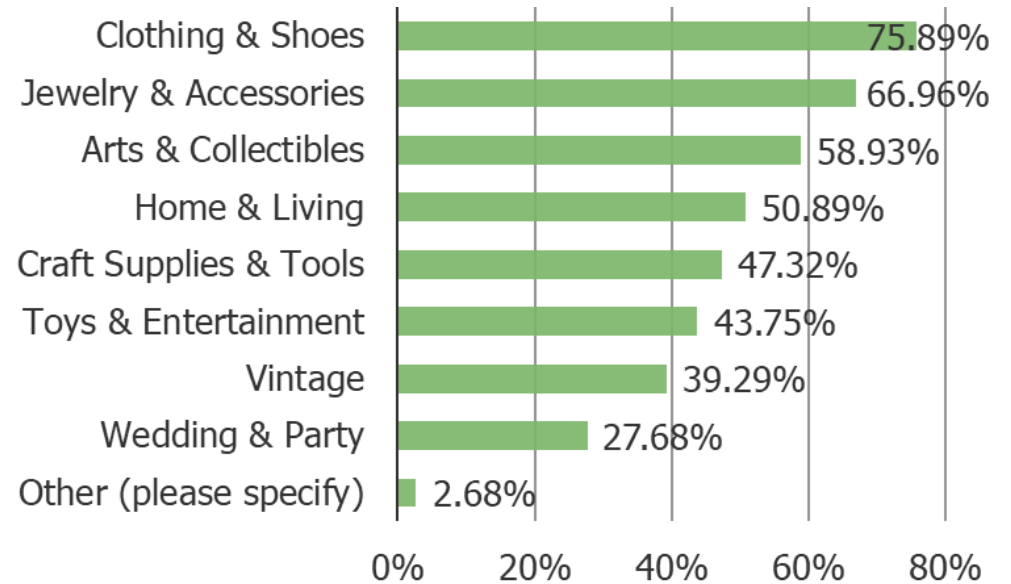
## What product do you primarily sell? Select all that apply)

Posed to Etsy sellers.

### All Etsy Sellers (N=342)



### Etsy Sellers For Business Purposes, \$5k+(N=112)



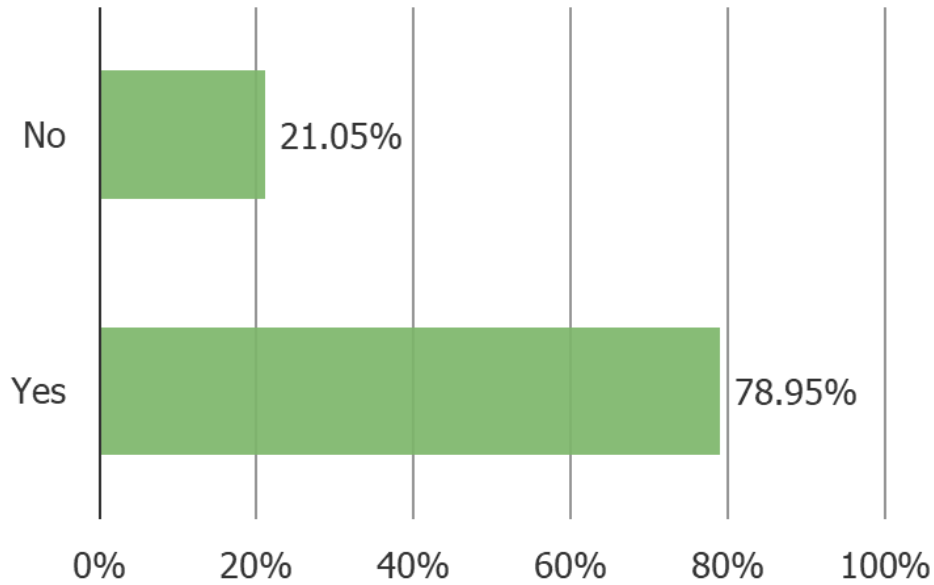
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# ETSY Sellers Survey

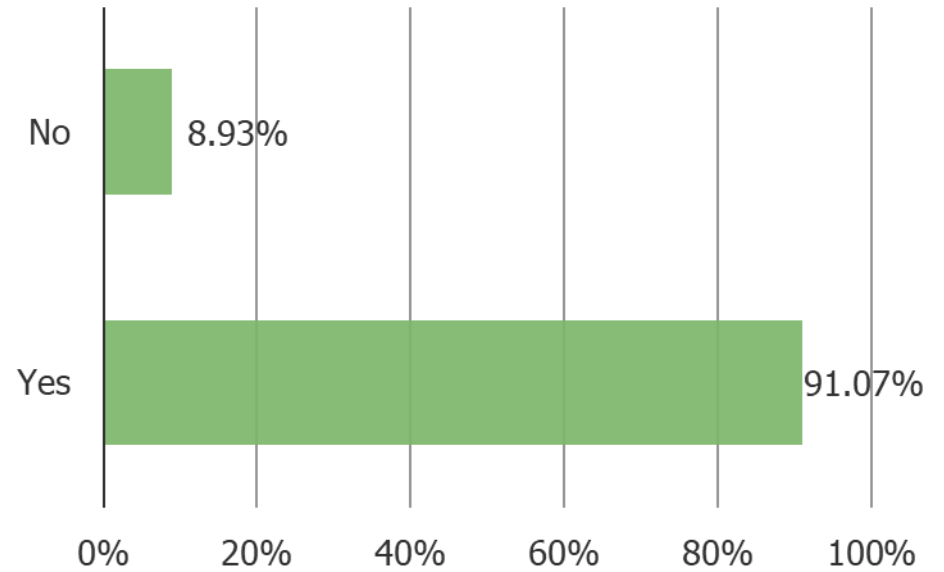
## Do you have a full-time job outside of selling goods on online platforms?

Posed to Etsy sellers.

### All Etsy Sellers (N=342)



### Etsy Sellers For Business Purposes, \$5k+(N=112)



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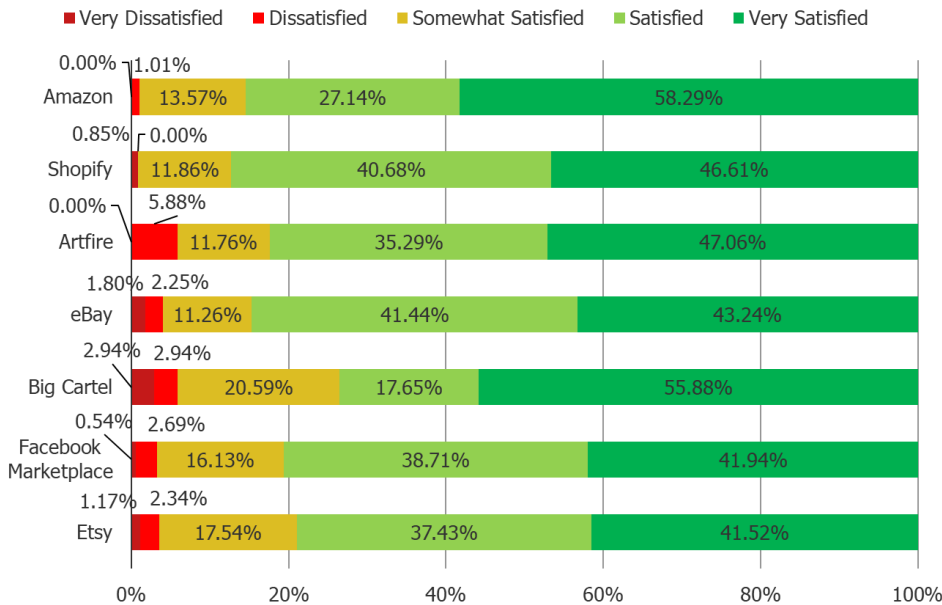


# ETSY Sellers Survey

## How satisfied are you with your experience selling through the following:

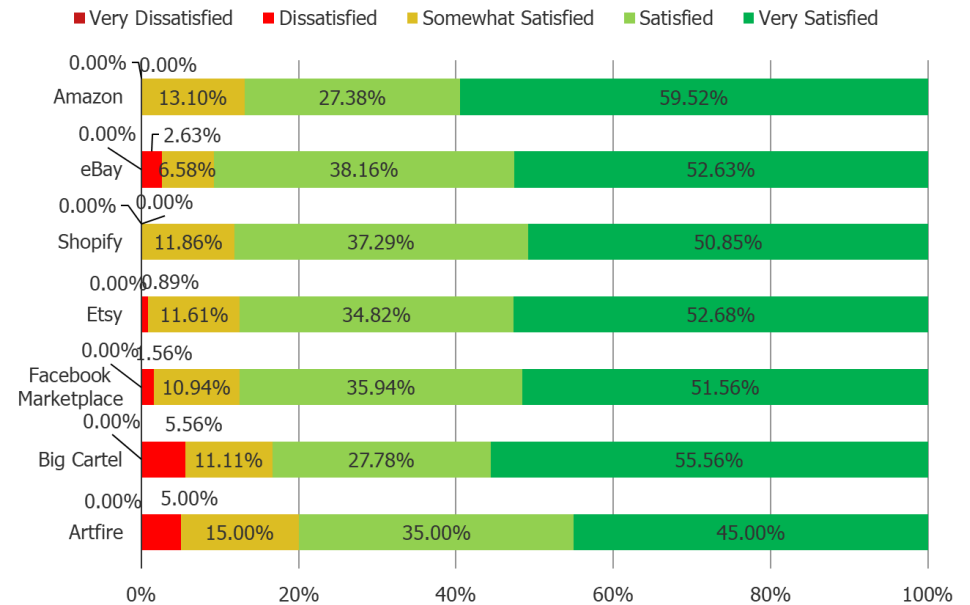
Posed to Etsy sellers.

### All Etsy Sellers (N=342)



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Shopify	118
Artfire	34
Big Cartel	34

### Etsy Sellers For Business Purposes, \$5k+(N=112)



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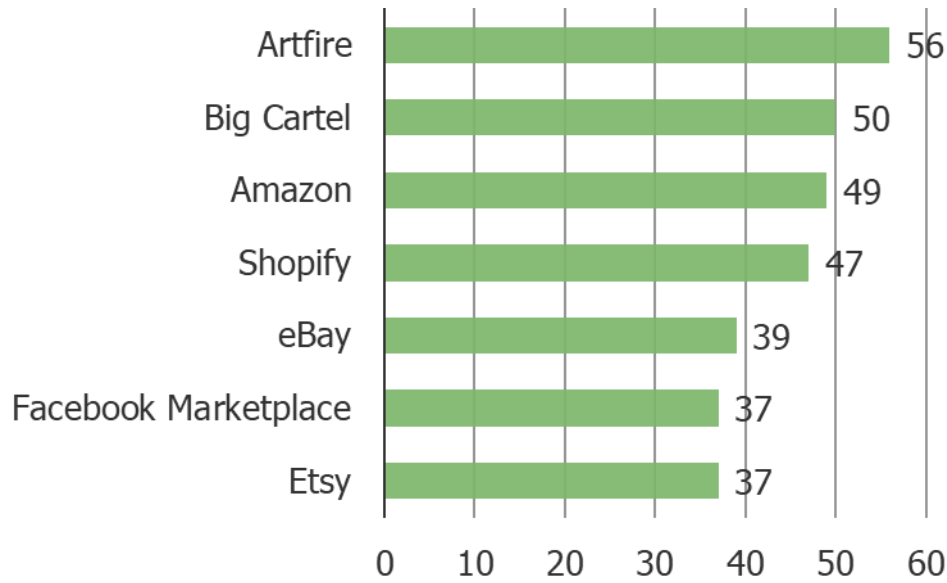
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# ETSY Sellers Survey

## How likely would you be to recommend selling on the following platforms to peers/competitors?

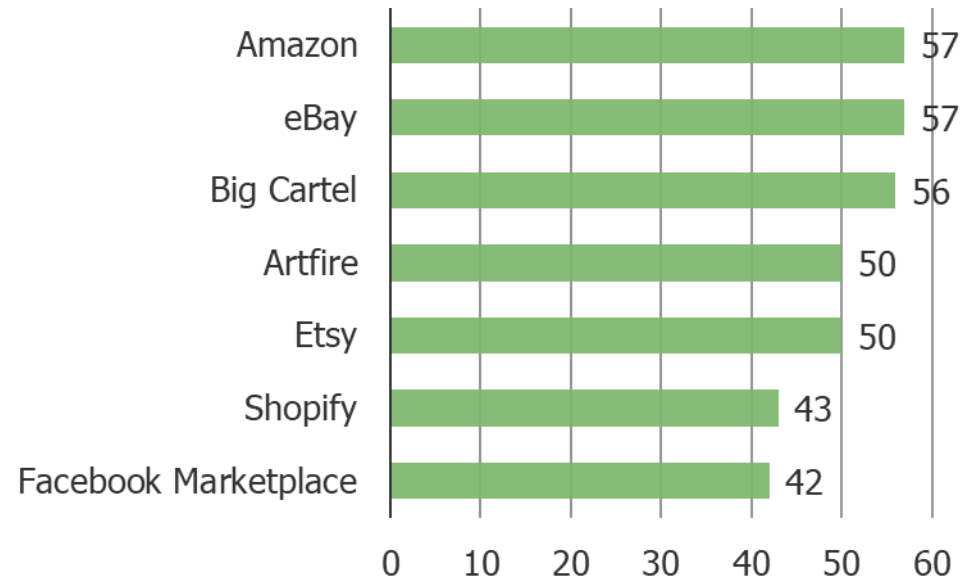
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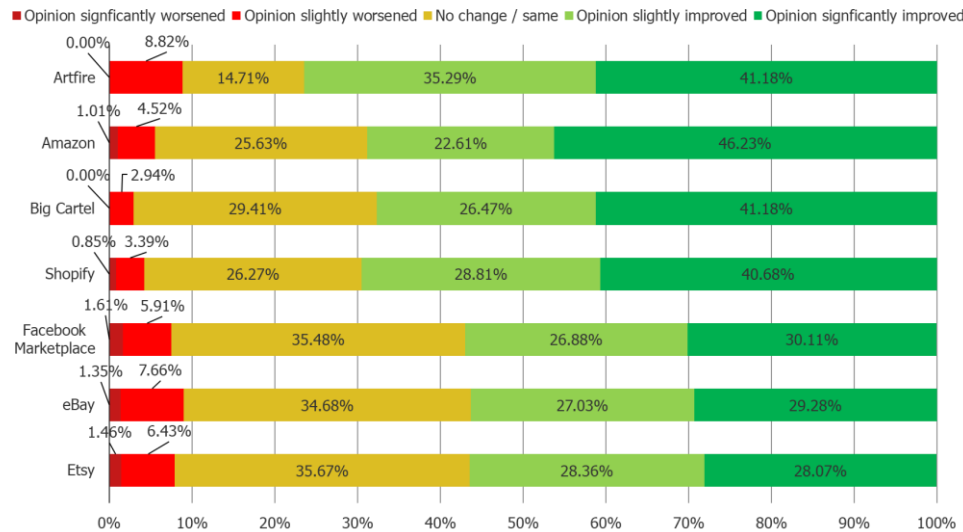
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# ETSY Sellers Survey

## Has your opinion of the following as a partner to sell products/services through changed in the past six months?

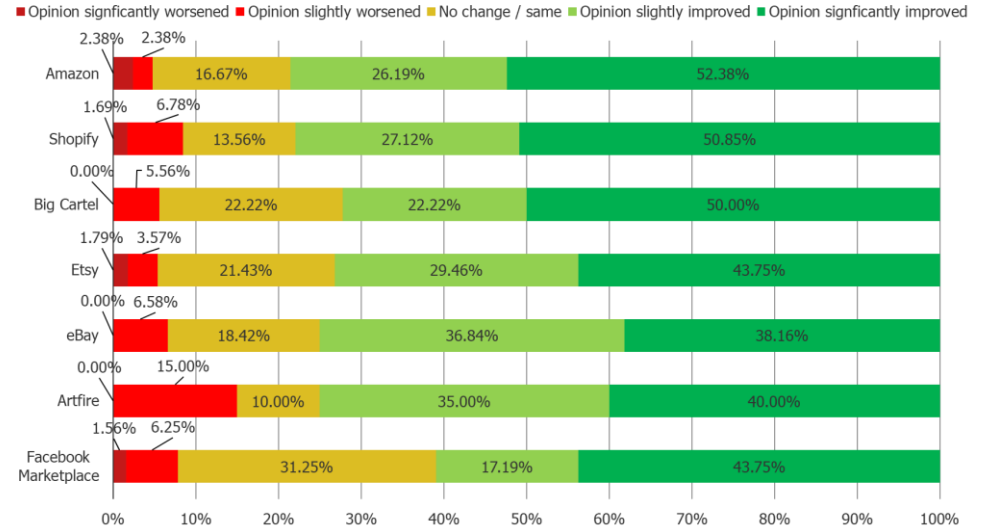
Posed to Etsy sellers who sell through each of the following platforms.

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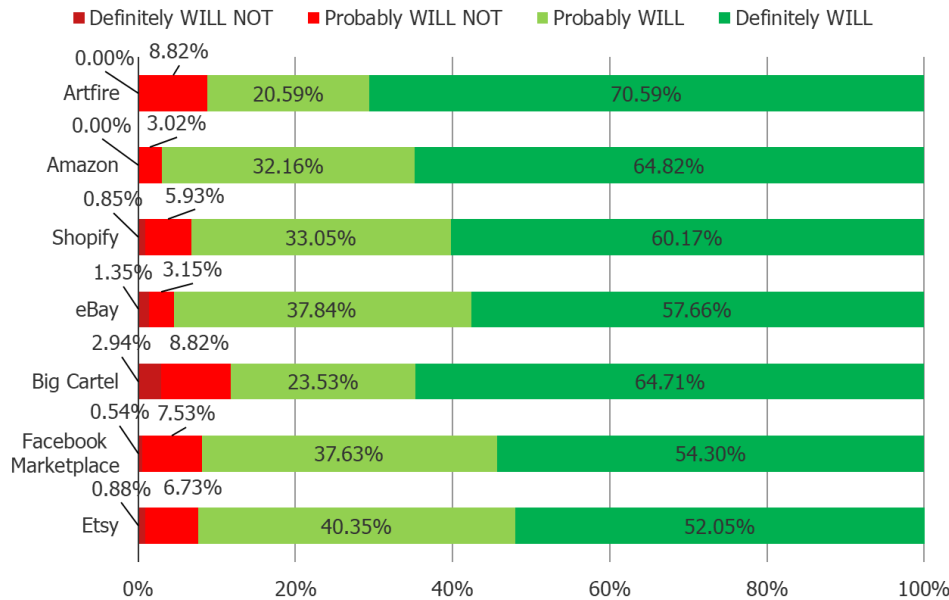
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# ETSY Sellers Survey

## How likely are you to be selling products and/or service on this platform one year from now?

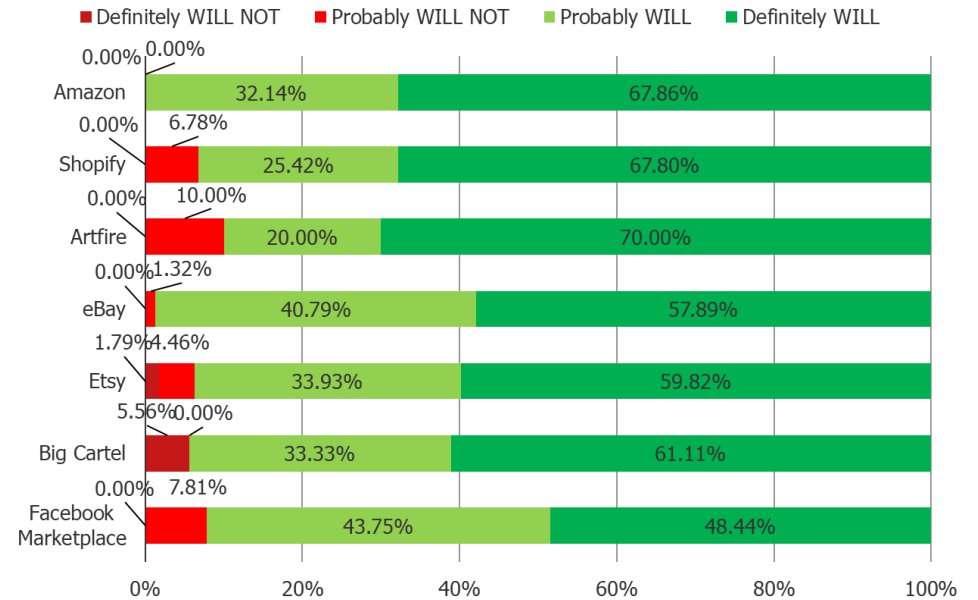
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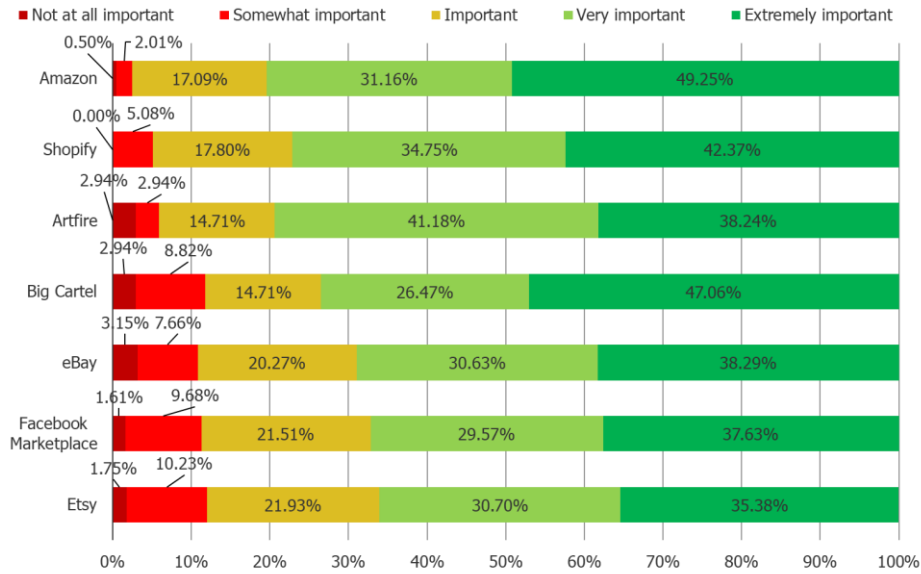
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# ETSY Sellers Survey

## How important would you say the following are you your business?

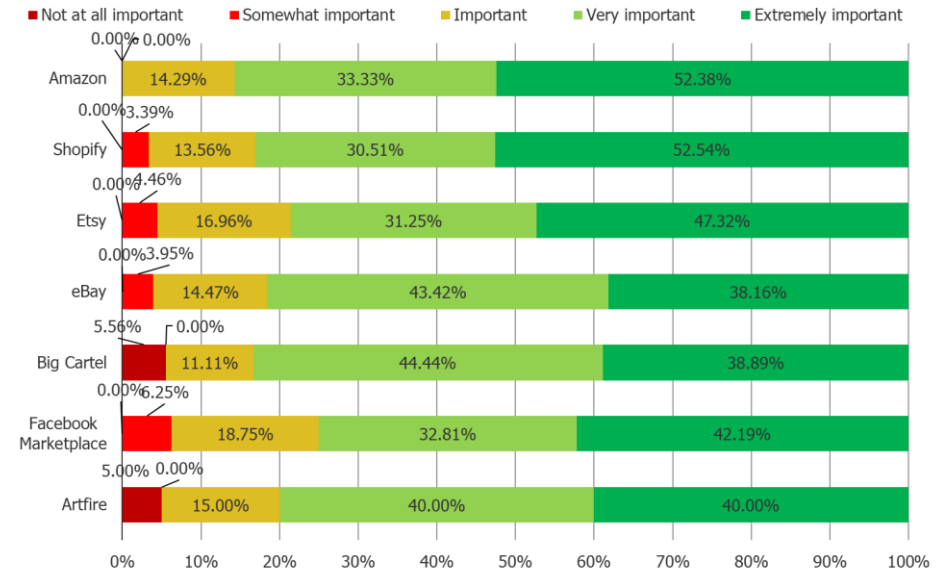
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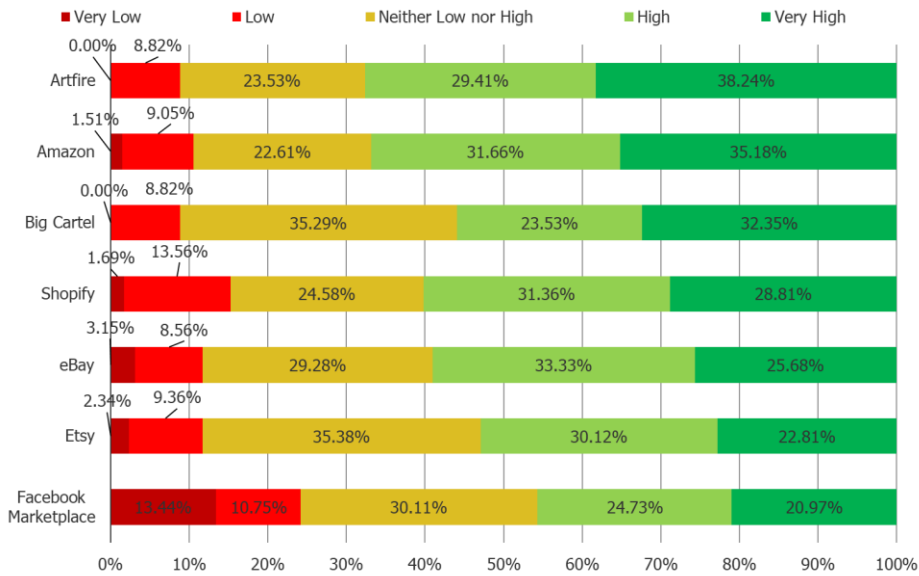
# ETSY Sellers Survey

## What is your opinion of the fees (listing fees, transaction fees, etc) charged to sellers on this platform?

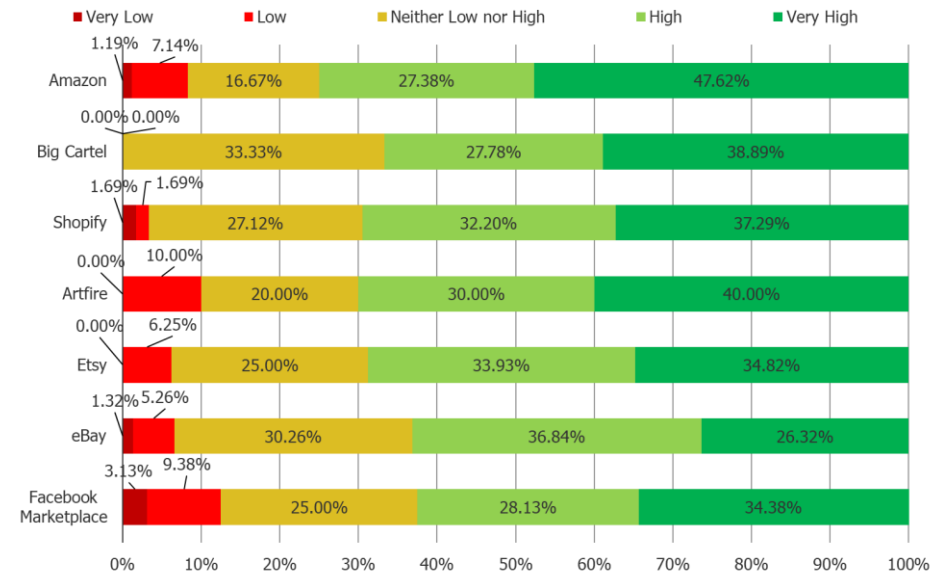
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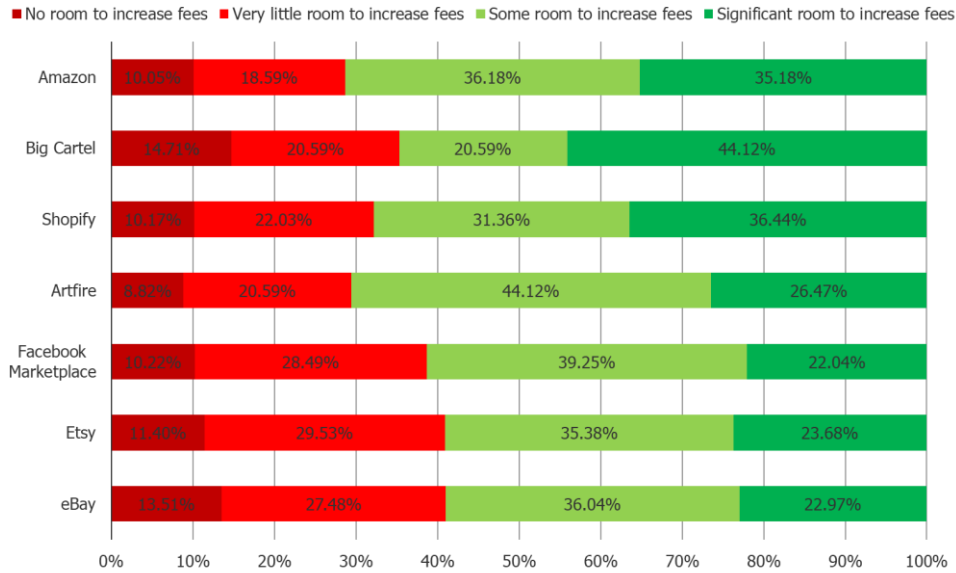
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# ETSY Sellers Survey

## How much room do the following have to increase fees on sellers without having sellers decide to leave?

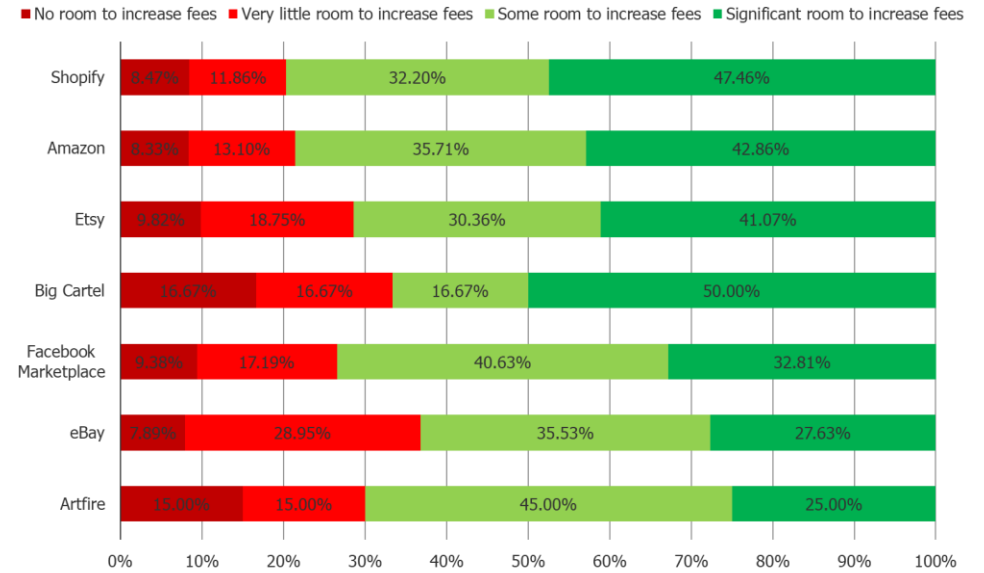
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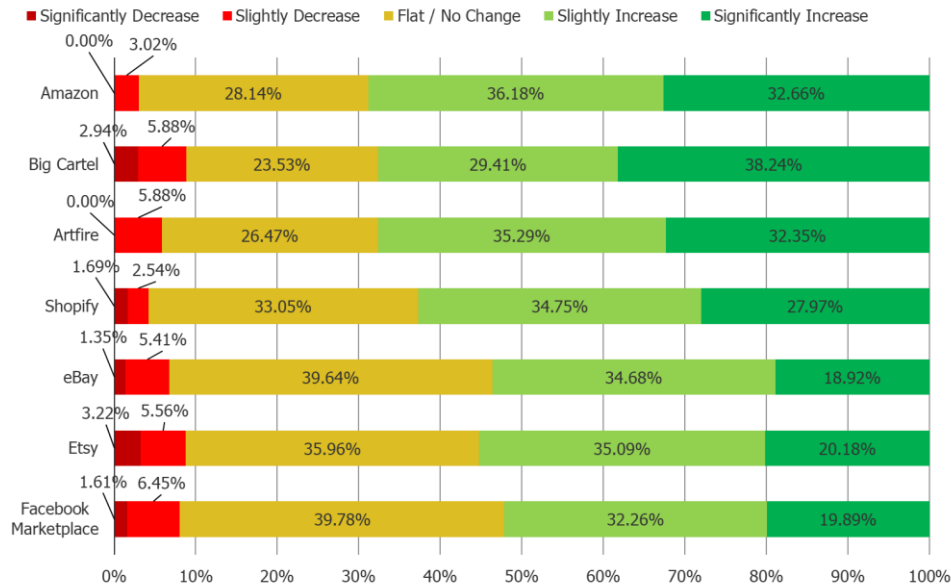
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# ETSY Sellers Survey

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

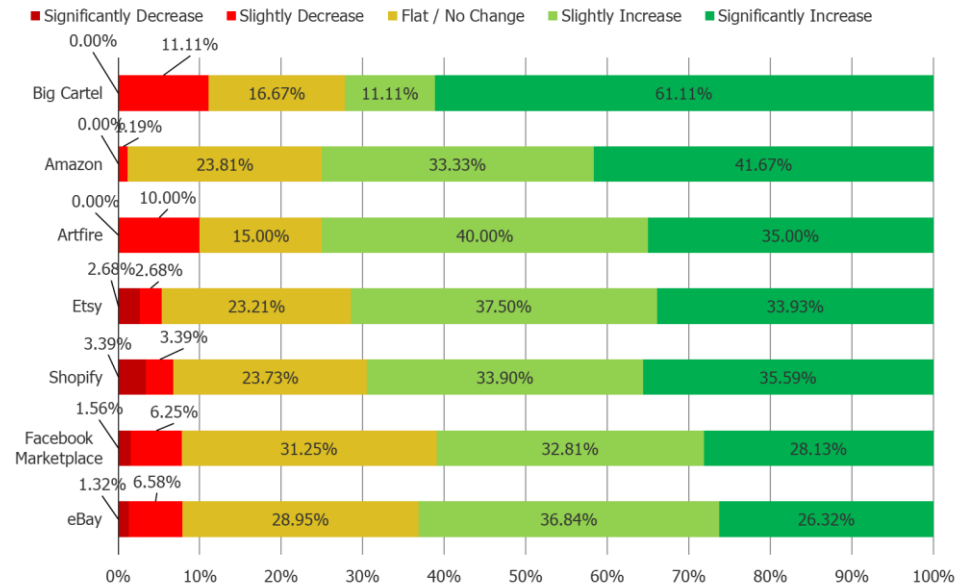
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### Why do you expect to increase sales on Etsy?

Posed to Etsy sellers who said they expect to increase sales.

#### All Etsy Sellers (N=342)

a lot of people are using this plat form	Economy
A lot of ppl on there now	Economy
As economy recovers and lives return to something like what they were prepandemic, arts and craft supplies will regain popularit	Economy
Because I have more to sell	Esty is popular
Because I hope it	Etsy has a great system for reaching customers.
because i want to invest in something	Everybody is using
because i want to make more money	Favourable product
Because I'm posting more listings	For more product
Because is more convenient to shop gifts	For productivity
Because it's growing	Going to get more popular
Because it's amazing	Good model
because it's getting better	good prices
Because my items are good quality	Good products
Because of inflation	Good selling place
Because of the economy	Great brand
Because of the quality of it	Great online marketplace
Because of the reliability	Great platform more people are visiting
Because of the time of year and my business is starting to finally grow.	Great profits
Because of their sale	Greater social reach
Because people are shopping more on etsy than normal	Growing
Because the prices are low	Growing clientele
Better advertising	Growing company
Better items	Growth
better online	Higher fees
Better products	Hope
By selling to returning customers as well as new customers	I am making more and selling more and getting more exposure
Change in the time of year, certain things are easier sold	I am selling more
Clothes	I have to now man
Consumer demand	I like this app and can communicate easily.
covid	I plan on focusing more of selling my products
Customer buy product online more	I plan on listing more
Due to TikTok many more people are shopping at etsy and becoming aware easy to use	I plan to add more items
	I sold the most here so I know sales are possible, but Etsy ate all my profits.
	I think they love money
	I will be able to spend more time promoting

### Why do you expect to increase sales on Etsy? (Continued)

Posed to Etsy sellers who said they expect to increase sales.

#### All Etsy Sellers (N=342)

I will provide more inventory  
I'm good at my job.  
I've invested a lot more in advertisements  
I'm learning Etsy a better.  
Improve my income  
Increased revenue  
Increasing advertising to friends/family and on social media  
Inflation  
inflation  
Inflation  
Inflation  
inflation has increased the prices  
inflation  
Interaction with people  
Inventory increase  
is unique  
it is a good brand  
It is a great value  
It should get better  
It's ease of use is awesome  
It's more valuable.  
It's a big market  
It's been a good market for me  
It's good  
I've spent more time recently trying to increase my footprint on this site and it has paid off in a positive increase in profits.  
just for inflation  
larger volume  
less fee  
lots of buyers  
market of etsy buyers increasing  
marketing  
Marketing  
Marketing  
Money

More consumer  
More customers  
More customers  
More customers are buying  
More interest in shopping online  
More inventory available to sell  
More items are becoming available now  
More market cost  
More markets are being created in recent times  
More merchandise  
More money  
more money is needed for the products  
More people are buying  
more people are buying from me  
More people can  
More people using the site  
More people will want to buy  
more popular  
More products  
more products  
More products  
More products  
More protocols  
More shipping  
More traffic  
More traffic coming in  
more viable home decor goods  
No reason  
Nothing in particular  
Nothing in particular  
people looking for deals  
Product availability  
Promotion is easy  
Put more unique jewelry up  
Quality  
Quite new to selling, seeing gains

### Why do you expect to increase sales on Etsy? (Continued)

Posed to Etsy sellers who said they expect to increase sales.

#### All Etsy Sellers (N=342)

Recognition and reputation

Reliable

Reliable

Revenue

Selling more

Selling more products

Selling more there

Shipping

Since the prices for things are sold

Small site

the content variety

The demand is going up

the marketing has increased my sales

There are much more buyers

To be more committed

Trusted

trying to increase income

Very new business that I plan to grow from now on