

Etsy

2024 Global Etsy Seller Stats



Etsy is an online marketplace for meaningful, one-of-a-kind items handcrafted and curated with passion and expertise by creative entrepreneurs. In 2024, Etsy hosted **5.6 million creative entrepreneurs**, the vast majority of whom are women who run one-person businesses out of their homes. While they are small in size, Etsy sellers' economic impact is considerable. Sellers on the Etsy marketplace sold **\$10.9 billion in goods in 2024**.

Etsy offers an on-ramp to creative entrepreneurship for many people who might not have otherwise started a business.

- 80% of sellers identify as women.
- 1 in 4 live in rural areas.
- The average age is 43.
- 89% are businesses of one, and 97% operate their businesses from their homes.
- 59% sold their goods for the first time on Etsy.
- 70% consider their shop a business.

Their creative businesses help build resilience for themselves and their families.

- For 29%, their creative business (on and off Etsy) is their sole occupation.
- Their creative business provides an important source of supplemental income contributing 11% of household income, on average.
- 42% have financial dependents and nearly a quarter have children under 18 at home.
- 38% use income from their creative business to cover household expenses like bills, rent, and food.

Etsy businesses support local communities and the broader economy.

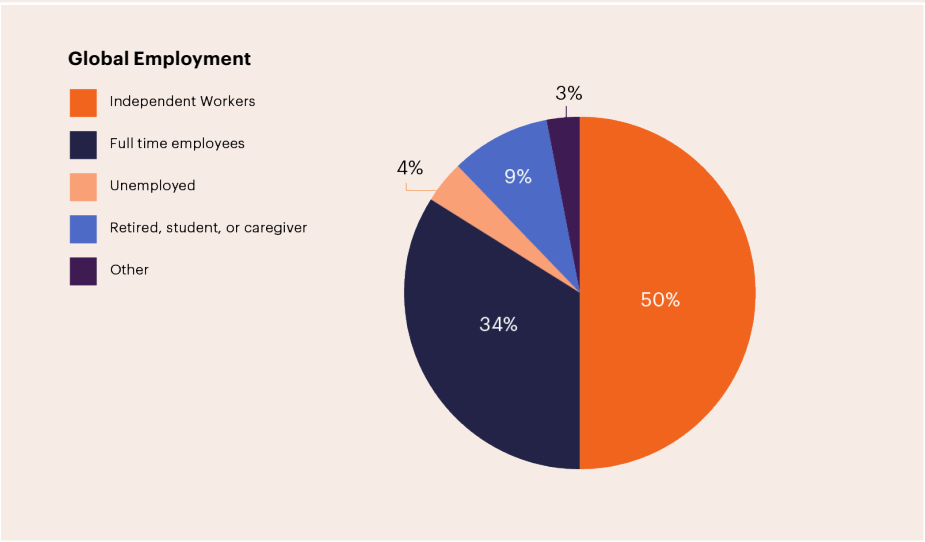
- The vast majority (90%) source supplies domestically.
- 3 in 10 sellers (28%) export their goods outside their home country.

Creative entrepreneurs continue turning to Etsy for financial stability.

- 64% of all sellers cite financial challenges as prompting them to start their creative businesses with the rising cost of living or inflation cited as the main contributors.
- 1 in 5 sellers say their business has helped them offset the rising cost of living, and 1 in 4 sellers in business for more than a year say their Etsy income is more important now than a year ago.

Etsy sellers help us understand broader economic trends.

- They are emblematic of the changing nature of work:
 - half work independently, and only 34% have full-time employment.



| EMPLOYMENT BREAKDOWN | 2024 |
|---------------------------|------|
| Full Time Employment | 34% |
| Independent | 50% |
| Creative biz | 29% |
| Part time | 9% |
| Self-employed | 11% |
| Temp | 1% |
| Unemployed | 4% |
| Retired/Student/Caregiver | 9% |
| Other/Refused | 3% |

Here are some of the needs and challenges they cite:

- On average, they spend 52% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are marketing their businesses (53%) and dealing with inconsistent sales (54%).
- 37% of Etsy sellers reported that their business faced challenges as a result of inflation and the rising cost of living: most of those sellers saw increases in material and supply costs, and 2 in 5 saw a rise in the cost of utilities.
- 2 in 3 sellers think it's important for policy makers to help expand programs that lower barriers for creative entrepreneurs to start or grow their businesses.
- Nearly half of sellers state that they would not be able to take time off for parental leave or to cover for childcare or dependent care services.

They seek success on their own terms.

- 77% want to grow their businesses, but 53% of sellers do not want to grow so big that they would have to hire others.
- Nearly 7 in 10 started their creative business in order to earn money while doing something they enjoy.

They care about running responsible businesses.

- Approximately 6 in 10 say it is extremely or very important to run a socially responsible (61%) and environmentally friendly (55%) business.
- Nearly half of sellers surveyed reported that they use packaging that can be recycled.

Global Methodology

Etsy sellers with an active shop in all of our core markets (United States, United Kingdom, Germany, France, Canada and Australia) were randomly selected to take part in a 25 minute online survey between October 1, 2024 and October 16, 2024. The survey and data analysis of the results were conducted by Ipsos, a leading Research and Public Opinion firm, in partnership with Etsy. The total global sample size was 2,402 sellers. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the global survey is +/- 3.1%, but may vary per question.

Etsy

2024 US Etsy Seller Stats



Etsy is an online marketplace for meaningful, one-of-a-kind items handcrafted and curated with passion and expertise by creative entrepreneurs. In 2024, Etsy hosted **5.6 million creative entrepreneurs**, the vast majority of whom are women who run one-person businesses out of their homes. While they are small in size, Etsy sellers' economic impact is considerable. Sellers on the Etsy marketplace sold **\$10.9 billion in goods in 2024**.

Etsy offers an on-ramp to creative entrepreneurship for many people who might not have otherwise started a business. In the United States, there are Etsy sellers in every state and nearly every district.

- 60% sold their goods for the first time on Etsy.
- 88% are businesses of one.
- 97% operate their businesses from their homes.
- 75% of sellers report low (under \$50,000 per year) to medium income (\$50,000 - \$149,999)

| US DEMOGRAPHICS BREAKDOWN | US ETSY SELLERS | US POPULATION¹ |
|---|-----------------|------------------|
| Gender (% identify as women) | 83% | 49.8%² |
| Age (years) | 43³ | 38.9⁴ |
| Education (% bachelor's / honours degree or more) | 52% | 38.5%⁵ |
| Rural | 26% | 16.7% |
| White | 78% | 61.6% |
| Hispanic or Latinx (%) | 14% | 18.7% |
| Asian or Pacific Islander | 6% | 6% |
| Black or African American | 9% | 12.4% |
| Native American | 3% | 1.3% |
| Other race/ethnicity | 4% | 8.4% |
| LGBTQIA+ | 13%⁶ | No official est. |

Their creative businesses help build resilience for themselves and their families.

- For 30%, their creative business (on and off Etsy) is their sole occupation.
- Their creative business provides an important source of supplemental income contributing 11% of household income, on average.
- 42% have financial dependents and a quarter (22%) have children under 18 at home.
- 40% use income from their creative business to cover household expenses like bills, rent, and food.

Etsy businesses support local communities and the broader economy.

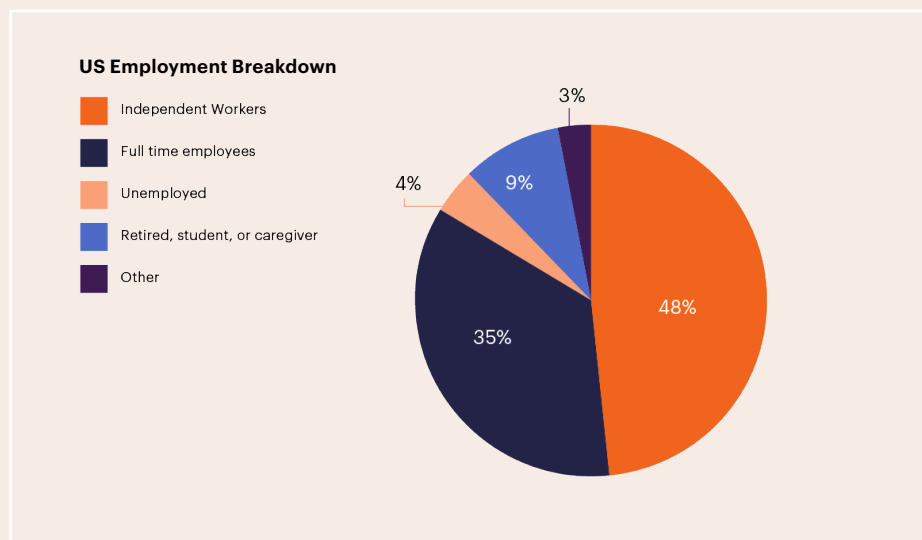
- The vast majority (over 9 in 10) source their vendors and supplies domestically, if not in their own state (53%).
- 22% export their goods outside their home country.

Creative entrepreneurs continue turning to Etsy for financial stability.

- 67% of all sellers cite financial challenges as prompting them to start their creative businesses with the rising cost of living or inflation cited as the main contributors.
- 1 in 5 sellers say their business has helped them offset the rising cost of living, and 1 in 4 sellers in business for more than a year say their Etsy income is more important now than a year ago.

Etsy sellers help us understand broader economic trends.

- They are emblematic of the changing nature of work:
 - 48% work independently⁷ and only 35% have full-time employment.



| US EMPLOYMENT BREAKDOWN | 2024 |
|---------------------------|------|
| Full Time Employment | 35% |
| Independent | 48% |
| <i>Creative biz</i> | 30% |
| <i>Part time</i> | 8% |
| <i>Self-employed</i> | 10% |
| <i>Temp</i> | 1% |
| Unemployed | 4% |
| Retired/Student/Caregiver | 9% |
| Other/Refused | 3% |

Here are some of the needs and challenges they cite:

- On average, they spend 52% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are marketing their businesses (54%) and dealing with inconsistent sales (56%).
- 35% of Etsy sellers reported that their business faced challenges as a result of inflation and the rising cost of living: most of those sellers saw increases in material and supply costs, and 1 in 3 saw a rise in the cost of utilities.
- 7 in 10 sellers think it's important for policy makers to help expand programs that lower barriers for creative entrepreneurs to start or grow their businesses.
- Nearly half of sellers state that they would not be able to take time off for parental leave or to cover for childcare or dependent care services.

They seek success on their own terms.

- 78% want to grow their businesses, but 52% of sellers do not want to grow so big that they would have to hire others.
- 7 in 10 started their creative business in order to earn money while doing something they enjoy.

They care about running responsible businesses.

- Approximately 6 in 10 say it is extremely or very important to run a socially responsible (62%) and environmentally friendly (54%) business.
- Nearly half of sellers surveyed reported that they use packaging that can be recycled.

Methodology

Etsy sellers with an active shop in all of our core markets (United States, United Kingdom, Germany, France, Canada and Australia) were randomly selected to take part in a 25 minute online survey between October 1, 2024 and October 16, 2024. The survey and data analysis of the results were conducted by Ipsos, a leading Research and Public Opinion firm, in partnership with Etsy.

The total US sample size was 724. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the US survey is +/- 3.1%, but may vary per question.

End notes

- ¹ All statistics from <https://www.cia.gov/the-world-factbook> unless otherwise noted.
- ² <https://data.worldbank.org/indicator/SP.POP.TOTL.FE.ZS>
- ³ Mean age
- ⁴ Median age
- ⁵ <https://data.worldbank.org/indicator/SE.TER.CUAT.BA.ZS>
- ⁶ This includes all those who selected: Gay, Lesbian, Bisexual or Asexual as well as those who chose to enter their own text to describe themselves. All respondents also had the option to select Straight/Heterosexual or decline to answer.
- ⁷ Work independently" as defined by Etsy means those who do not work in traditional full time employment, and includes people who selected: 'self-employed', 'employed part time', 'temporary or contract employee' as their main working status, as well as those for whom their creative business is their sole notes All statistics from <https://www.cia.gov/the-world-factbook> unless otherwise noted

Etsy

2024 UK Etsy Seller Stats



Etsy is an online marketplace for meaningful, one-of-a-kind items handcrafted and curated with passion and expertise by creative entrepreneurs. In 2024, Etsy hosted **5.6 million creative entrepreneurs**, the vast majority of whom are women who run one-person businesses out of their homes. While they are small in size, Etsy sellers' economic impact is considerable. Sellers on the Etsy marketplace sold **£8.71 billion in goods in 2024**.

Overall, there are approximately 800,000 active Etsy sellers in the UK. Etsy offers an on-ramp to creative entrepreneurship for many people who might not have otherwise started a business. In the United Kingdom,

- 62% sold their goods for the first time on Etsy.
- 92% are businesses of one.
- 97% operate their businesses from their homes.
- 56% of sellers report low (less than £30,000) to medium income (£30,000 - £49,999 per year)

| DEMOGRAPHICS | UK ETSY SELLERS | UK POPULATION ⁸ |
|--|-------------------|----------------------------|
| Gender (% identify as women) | 76% | 50.8% ⁹ |
| Age (years) | 43 ¹⁰ | 40.8 ¹¹ |
| Education (% bachelor's / honours degree, or more) | 64% | 37.13% ¹² |
| Rural | 28% | 15.4% |
| White | 81% | 87.2% |
| Asian / Asian British | 4% | 4.2% |
| Black / African / Caribbean / Black British | 6% | 3% |
| Mixed / multiple ethnic groups | 5% | 2% |
| Other | 1% | 3.7% |
| LGBTQIA+ | 10% ¹³ | No official est. |

Their creative businesses help build resilience for themselves and their families.

- For 27%, their creative business (on and off Etsy) is their sole occupation.
- For the rest, it provides an important source of supplemental income—with their creative business contributing 11% of household income, on average.
- 4 in 10 sellers in the UK have financial dependents; 25% have children at home.
- 36% use income from their creative business to cover household expenses like bills, rent, and food.

Etsy businesses support local communities and the broader economy.

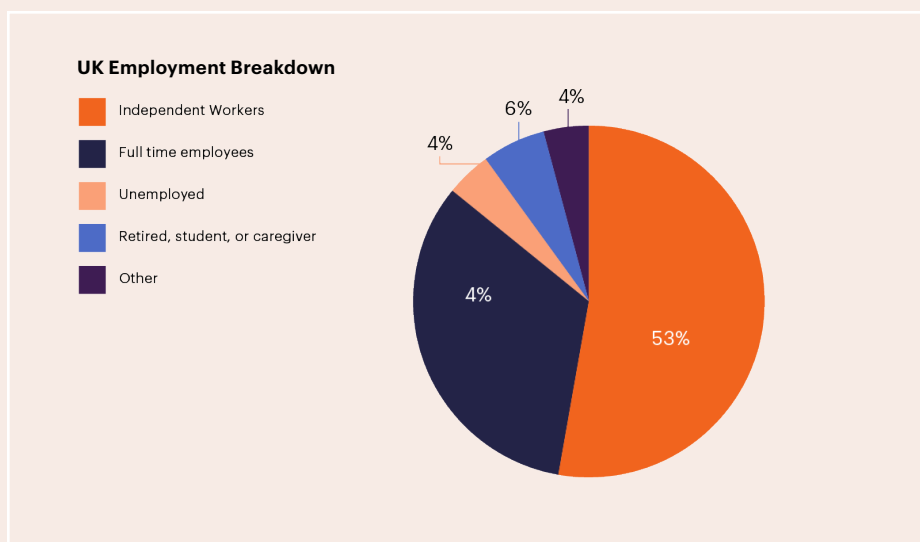
- The vast majority (over 8 in 10) source their vendors and supplies in the UK.
- 35% export their goods outside their home country.

Creative entrepreneurs continue turning to Etsy for financial stability.

- 57% of all sellers cite financial challenges as prompting them to start their creative businesses with the rising cost of living or inflation cited as the main contributors.
- 1 in 5 sellers say their business has helped them offset the rising cost of living, and 1 in 4 sellers in business for more than a year say their Etsy income is more important now than a year ago.

Etsy sellers help us understand broader economic trends.

- They are emblematic of the changing nature of work.
 - 53% work independently¹⁴, while 33% have full-time employment.



| UK EMPLOYMENT BREAKDOWN | 2024 |
|---------------------------|------|
| Full Time Employment | 33% |
| Independent | 53% |
| <i>Creative biz</i> | 27% |
| <i>Part time</i> | 9% |
| <i>Self-employed</i> | 16% |
| Unemployed | 4% |
| Retired/Student/Caregiver | 6% |
| Other/Refused | 4% |

Here some of the needs and challenges they cite:

- On average, they spend 51% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are marketing their businesses (50%) and dealing with inconsistent sales (51%).
- 36% of Etsy sellers reported that their business faced challenges as a result of inflation and the rising cost of living: most of those sellers saw increases in material and supply costs, and almost half (46%) saw a rise in the cost of utilities.
- 2 in 3 sellers think it's important for policy makers to help expand programs that lower barriers for creative entrepreneurs to start or grow their businesses.
- Around 2 in 5 state that they would not be able to take time off for parental leave or to cover for childcare or dependent care services.

They seek success on their own terms.

- 73% want to grow their businesses, but 54% of sellers do not want to grow so big that they would have to hire others.
- Nearly 6 in 10 started their creative business in order to earn money while doing something they enjoy.

They care about running responsible businesses

- Approximately 6 in 10 say it is extremely or very important to run a socially responsible (59%) and environmentally friendly (58%) business.
- 6 in 10 of sellers surveyed reported that they use packaging that can be recycled.

Methodology

Etsy sellers with an active shop in all of our core markets (United States, United Kingdom, Germany, France, Canada and Australia) were randomly selected to take part in a 25 minute online survey between October 1, 2024 and October 16, 2024. The survey and data analysis of the results were conducted by Ipsos, a leading Research and Public Opinion firm, in partnership with Etsy.

The total UK sample size was 333. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the US survey is +/- 3.1%, but may vary per question.

End notes

⁸ All statistics from <https://www.cia.gov/the-world-factbook> unless otherwise noted

⁹ <https://data.worldbank.org/indicator/SP.POP.TOTL.FE.ZS>

¹⁰ Mean age

¹¹ Median age

¹² <https://data.worldbank.org/indicator/SE.TER.CUAT.BA.ZS>

¹³ This includes all those who selected: Gay, Lesbian, Bisexual or Asexual as well as those who chose to enter their own text to describe themselves. All respondents also had the option to select Straight/Heterosexual or decline to answer.

¹⁴ "Work independently" as defined by Etsy means those who do not work in traditional full time employment, and includes people who selected: 'self-employed', 'employed part time', or 'temporary or contract employee' as their main working status, as well as those for whom their creative business is their sole occupation.

Etsy

2024 France Etsy Seller Stats



Etsy is an online marketplace for meaningful, one-of-a-kind items handcrafted and curated with passion and expertise by creative entrepreneurs. In 2024, Etsy hosted **5.6 million creative entrepreneurs**, the vast majority of whom are women who run one-person businesses out of their homes.

While they are small in size, Etsy sellers' economic impact is considerable. Sellers on the Etsy marketplace sold **€10.53 billion in goods in 2024**.

Overall, there are more than 860,000 active Etsy sellers in the European Union, including over 100,000 in France. Etsy offers an on-ramp to creative entrepreneurship for many people who might not have otherwise started a business. In France,

- 55% sold their goods for the first time on Etsy.
- 93% are businesses of one.
- 95% operate their businesses from their homes.
- 63% of sellers report low (less than €30,000) to medium income (€30,000 - €49,999 per year)

| DEMOGRAPHICS | FR ETSY SELLERS | FR POPULATION ¹⁵ |
|--|------------------|-----------------------------|
| Gender (% identify as women) | 72% | 51.5% ¹⁶ |
| Age (years) | 47 ¹⁷ | 42.6 ¹⁸ |
| Education (% bachelor's / honours degree, or more) | 51% | 24.35% ¹⁹ |
| Rural | 49% | 18.2% |
| LGBTQIA+ | 8% ²⁰ | No official est. |

Their creative businesses help build resilience for themselves and their families.

- For 37%, their creative business (on and off Etsy) is their sole occupation.
- For the rest, it provides an important source of supplemental income—with their creative business contributing 13% of household income, on average.
- Half of sellers in France have financial dependents; 23% have children at home.

- 34% use income from their creative business to cover household expenses like bills, rent, and food.

Etsy businesses support local communities and the broader economy.

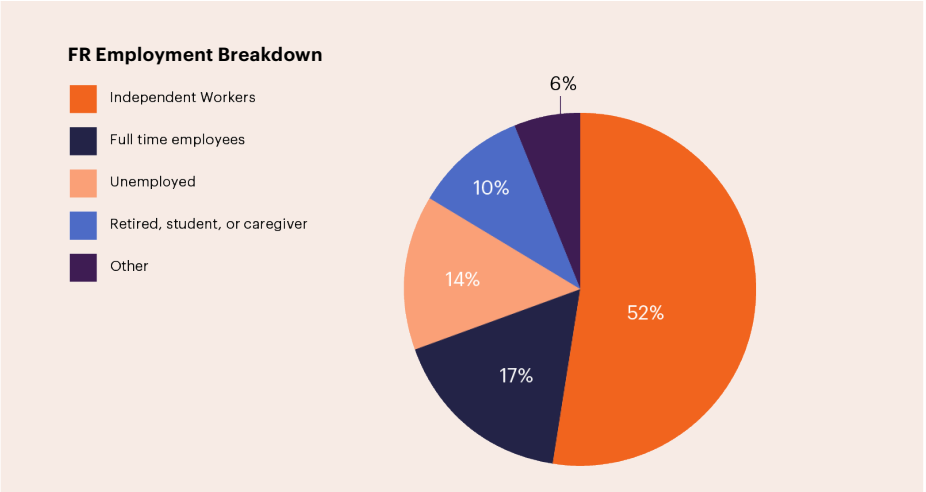
- The majority source their vendors (69%) and supplies (64%) in France.
- 57% export their goods outside their home country.

Creative entrepreneurs continue turning to Etsy for financial stability.

- 59% of all sellers cite financial challenges as prompting them to start their creative businesses with the rising cost of living or inflation cited as the main contributors.
- 32% of sellers say their business has helped them earn supplementary income.

Etsy sellers help us understand broader economic trends.

- They are emblematic of the changing nature of work:
 - 52% work independently, 21 and only 17% have full-time employment.



| FR EMPLOYMENT BREAKDOWN | 2024 |
|---------------------------|------|
| Full Time Employment | 17% |
| Independent | 52% |
| Creative biz | 37% |
| Part time | 6% |
| Self-employed | 9% |
| Unemployed | 14% |
| Retired/Student/Caregiver | 10% |
| Other/Refused | 6% |

Here some of the needs and challenges they cite:

- On average, they spend 54% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are marketing their businesses (57%) and dealing with inconsistent sales (37%).
- 41% of Etsy sellers reported that their business faced challenges as a result of inflation and the rising cost of living: most of those sellers saw increases in material and supply costs, and nearly half (49%) saw a rise in the cost of utilities.
- 3 in 5 sellers think it's important for policy makers to help expand programs that lower barriers for creative entrepreneurs to start or grow their businesses.
- 2 in 3 sellers state that they would not be able to take time off for parental leave or to cover for childcare or dependent care services.

They seek success on their own terms.

- 67% want to grow their businesses, but 45% of sellers do not want to grow so big that they would have to hire others.
- Nearly 7 in 10 started their creative business in order to earn money while doing something they enjoy.

They care about running responsible businesses

- Over half of the surveyed sellers say it is extremely or very important to run a socially responsible (53%) and environmentally friendly (56%) business.
- Nearly half of sellers surveyed reported that they use packaging that can be recycled.

Methodology

Etsy sellers with an active shop in all of our core markets (United States, United Kingdom, Germany, France, Canada and Australia) were randomly selected to take part in a 25 minute online survey between October 1, 2024 and October 16, 2024. The survey and data analysis of the results were conducted by Ipsos, a leading Research and Public Opinion firm, in partnership with Etsy.

The total FR sample size was 184. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the US survey is +/- 3.1%, but may vary per question. The total UK sample size was 333. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the US survey is +/- 3.1%, but may vary per question.

End notes

¹⁵ All statistics from <https://www.cia.gov/the-world-factbook> unless otherwise noted

¹⁶ <https://data.worldbank.org/indicator/SP.POP.TOTL.FE.ZS>

¹⁷ Mean age

¹⁸ Median age

¹⁹ <https://data.worldbank.org/indicator/SE.TER.CUAT.BA.ZS>

²⁰ This includes all those who selected: Gay, Lesbian, Bisexual or Asexual as well as those who chose to enter their own text to describe themselves. All respondents also had the option to select Straight/Heterosexual or decline to answer.

²¹ “Work independently” as defined by Etsy means those who do not work in traditional full time employment, and includes people who selected: ‘self-employed’, ‘employed part time’, or ‘temporary or contract employee’ as their main working status, as well as those for whom their creative business is their sole occupation

Etsy

2024 Germany Etsy Seller Stats



Etsy is an online marketplace for meaningful, one-of-a-kind items handcrafted and curated with passion and expertise by creative entrepreneurs. In 2024, Etsy hosted **5.6 million creative entrepreneurs**, the vast majority of whom are women who run one-person businesses out of their homes. While they are small in size, Etsy sellers' economic impact is considerable. Sellers on the Etsy marketplace sold **€10.53 billion in goods in 2024**.

Overall, there are over 860,000 active sellers in the European Union, including more than 300,000 in Germany. Etsy offers an on-ramp to creative entrepreneurship for many people who might not have otherwise started a business. In Germany,

- 50% sold their goods for the first time on Etsy.
- 83% are businesses of one.
- 93% operate their businesses from their homes.
- About half of sellers report low (less than €30,000) to medium income (€30,000 - €59,999 per year)

| DEMOGRAPHICS | DE ETSY SELLERS | DE POPULATION ²² |
|--|------------------|-----------------------------|
| Gender (% identify as women) | 74% | 50.6% ²³ |
| Age (years) | 46 ²⁴ | 46.8 ²⁵ |
| Education (% bachelor's / honours degree, or more) | 50% | No official est. |
| Rural | 41% | 22.2% |
| LGBTQIA+ | 7% ²⁶ | No official est. |

Their creative businesses help build resilience for themselves and their families.

- For 27%, their creative business (on and off Etsy) is their sole occupation.
- For the rest, it provides an important source of supplemental income—with their creative business contributing 12% of household income, on average.
- 4 in 10 sellers in Germany have financial dependents; 25% have children at home.
- 29% use income from their creative business to cover household expenses like bills, rent, and food.

Etsy businesses support local communities and the broader economy.

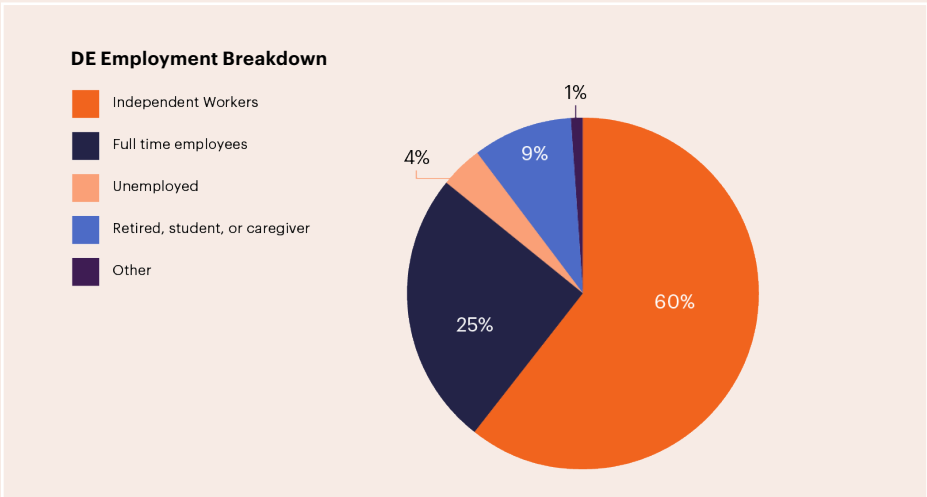
- The majority (75%) source their vendors and supplies in Germany.
- 51% export their goods outside their home country.

Creative entrepreneurs continue turning to Etsy for financial stability.

- 45% of all sellers cite financial challenges as prompting them to start their creative businesses with the rising cost of living or inflation cited as the main contributors.
- About half of the surveyed sellers say their business has helped them earn supplementary income, and 1 in 5 sellers in business for more than a year say their Etsy income is more important now than a year ago.

Etsy sellers help us understand broader economic trends.

- They are emblematic of the changing nature of work
 - 60% work independently,²⁷ and only 25% have full-time employment.



| DE EMPLOYMENT BREAKDOWN | 2024 |
|---------------------------|------|
| Full Time Employment | 25% |
| Independent | 60% |
| Creative biz | 27% |
| Part time | 24% |
| Self-employed | 10% |
| Unemployed | 4% |
| Retired/Student/Caregiver | 9% |
| Other/Refused | 1% |

Here some of the needs and challenges they cite:

- On average, they spend 51% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are marketing their businesses (56%) and dealing with inconsistent sales (40%).
- 52% of Etsy sellers reported that their business faced challenges as a result of inflation and the rising cost of living: 71% of those sellers saw increases in material and supply costs, and 68% saw a rise in the cost of utilities.
- 51% of the surveyed sellers think it's important for policy makers to help expand programs that lower barriers for creative entrepreneurs to start or grow their businesses.
- Nearly half of sellers state that they would not be able to take time off for parental leave or to cover for childcare or dependent care services.

They seek success on their own terms.

- 79% want to grow their businesses, but 51% of sellers do not want to grow so big that they would have to hire others.
- Nearly 8 in 10 started their creative business in order to earn money while doing something they enjoy.

They care about running responsible businesses

- Approximately 6 in 10 say it is extremely or very important to run a socially responsible (58%) and environmentally friendly (57%) business.
- Over half of sellers surveyed reported that they use packaging that can be recycled.

Methodology

Etsy sellers with an active shop in all of our core markets (United States, United Kingdom, Germany, France, Canada and Australia) were randomly selected to take part in a 25 minute online survey between October 1, 2024 and October 16, 2024. The survey and data analysis of the results were conducted by Ipsos, a leading Research and Public Opinion firm, in partnership with Etsy.

The total DE sample size was 199. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the US survey is +/- 3.1%, but may vary per question.

End notes

²² All statistics from <https://www.cia.gov/the-world-factbook> unless otherwise noted

²³ <https://data.worldbank.org/indicator/SP.POP.TOTL.FE.ZS>

²⁴ Mean age

²⁵ Median age

²⁶ This includes all those who selected: Gay, Lesbian, Bisexual or Asexual as well as those who chose to enter their own text to describe themselves. All respondents also had the option to select Straight/Heterosexual or decline to answer.

²⁷ "Work independently" as defined by Etsy means those who do not work in traditional full time employment, and includes people who selected: 'self-employed', 'employed part time', or 'temporary or contract employee' as their main working status, as well as those for whom their creative business is their sole occupation

Etsy

2024 Canada Etsy Seller Stats



Etsy is an online marketplace for meaningful, one-of-a-kind items handcrafted and curated with passion and expertise by creative entrepreneurs. In 2024, Etsy hosted **5.6 million creative entrepreneurs**, the vast majority of whom are women who run one-person businesses out of their homes.

While they are small in size, Etsy sellers' economic impact is considerable. Sellers on the Etsy marketplace sold **CA\$15.61 billion in goods in 2024**.

Overall, there are more than 300,000 active Etsy sellers in Canada. Etsy offers an on-ramp to creative entrepreneurship for many people who might not have otherwise started a business. In Canada,

- 58% sold their goods for the first time on Etsy.
- 89% are businesses of one.
- 98% operate their businesses from their homes.
- 61% of sellers report low (less than C\$60,000) to medium income (\$60,000 - C\$124,999) per year.

| DEMOGRAPHICS | CA ETSY SELLERS | CA POPULATION ²⁸ |
|--|-------------------|-----------------------------|
| Gender (% identify as women) | 73% | 50.3% ²⁹ |
| Age (years) | 42 ³⁰ | 42.6 ³¹ |
| Education (% bachelor's / honours degree, or more) | 42% | 32.89% ³² |
| Rural | 22% | 18.1% |
| LGBTQIA+ | 13% ³³ | No official est. |

Their creative businesses help build resilience for themselves and their families.

- For 28%, their creative business (on and off Etsy) is their sole occupation.
- For the rest, it provides an important source of supplemental income—with their creative business contributing 10% of household income, on average.
- 4 in 10 sellers in Canada have financial dependents; 23% have children at home.
- 42% use income from their creative business to cover household expenses like bills, rent, and food.

Etsy businesses support local communities and the broader economy.

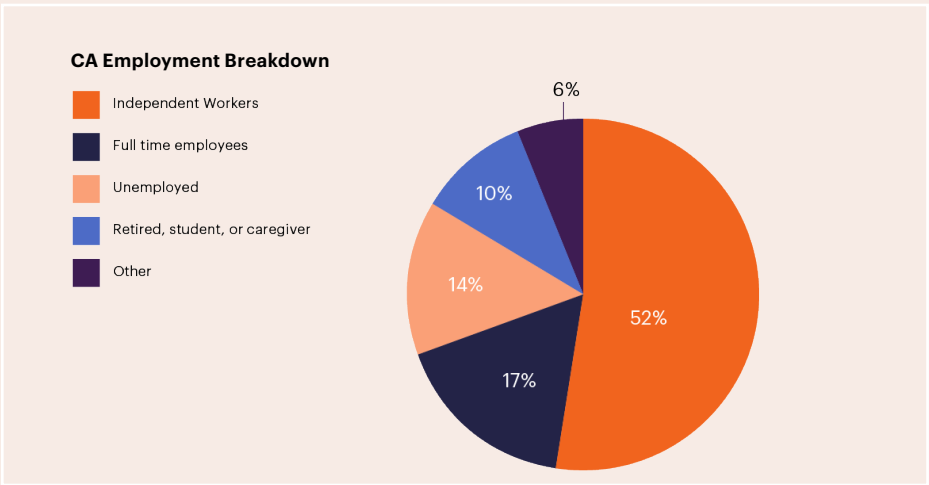
- The majority (74%) source their vendors and supplies domestically, if not in their own province (58%).
- 46% export their goods outside their home country.

Creative entrepreneurs continue turning to Etsy for financial stability.

- 65% of all sellers cite financial challenges as prompting them to start their creative businesses with the rising cost of living or inflation cited as the main contributors.
- 1 in 4 sellers say their business has helped them offset the rising cost of living, and 1 in 5 sellers in business for more than a year say their Etsy income is more important now than a year ago.

Etsy sellers help us understand broader economic trends.

- They are emblematic of the changing nature of work
 - 47% work independently,³⁴ while 38% have full-time employment.



| CA EMPLOYMENT BREAKDOWN | 2024 |
|---------------------------|------|
| Full Time Employment | 38% |
| Independent | 47% |
| Creative biz | 28% |
| Part time | 8% |
| Self-employed | 10% |
| Temps | 1% |
| Unemployed | 6% |
| Retired/Student/Caregiver | 7% |
| Other/Refused | 2% |

Here some of the needs and challenges they cite:

- On average, they spend 53% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are marketing their businesses (52%) and dealing with inconsistent sales (51%).
- 37% of Etsy sellers reported that their business faced challenges as a result of inflation and the rising cost of living: most of those sellers saw increases in material and supply costs, and 2 in 5 saw a rise in the cost of utilities.
- 2 in 3 sellers think it's important for policy makers to help expand programs that lower barriers for creative entrepreneurs to start or grow their businesses.
- Nearly half of sellers state that they would not be able to take time off for parental leave or to cover for childcare or dependent care services.

They seek success on their own terms.

- 75% want to grow their businesses, but 52% of sellers do not want to grow so big that they would have to hire others.
- Nearly 7 in 10 started their creative business in order to earn money while doing something they enjoy.

They care about running responsible businesses

- Over half of the surveyed sellers say it is extremely or very important to run a socially responsible (58%) and environmentally friendly (52%) business.
- Nearly half of sellers surveyed reported that they use packaging that can be recycled.

Methodology

Etsy sellers with an active shop in all of our core markets (United States, United Kingdom, Germany, France, Canada and Australia) were randomly selected to take part in a 25 minute online survey between October 1, 2024 and October 16, 2024. The survey and data analysis of the results were conducted by Ipsos, a leading Research and Public Opinion firm, in partnership with Etsy.

The total CA sample size was 813. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the US survey is +/- 3.1%, but may vary per question.

End note

²⁸ All statistics from <https://www.cia.gov/the-world-factbook> unless otherwise noted

²⁹ <https://data.worldbank.org/indicator/SP.POP.TOTL.FE.ZS>

³⁰ Mean age

³¹ Median age

³² <https://data.worldbank.org/indicator/SE.TER.CUAT.BA.ZS>

³³ This includes all those who selected: Gay, Lesbian, Bisexual or Asexual as well as those who chose to enter their own text to describe themselves. All respondents also had the option to select Straight/Heterosexual or decline to answer.

³⁴ “Work independently” as defined by Etsy means those who do not work in traditional full time employment, and includes people who selected: ‘self-employed’, ‘employed part time’, or ‘temporary or contract employee’ as their main working status, as well as those for whom their creative business is their sole occupation.

Etsy

2024 Australia Etsy Seller Stats



Etsy is an online marketplace for meaningful, one-of-a-kind items handcrafted and curated with passion and expertise by creative entrepreneurs. In 2024, Etsy hosted **5.6 million creative entrepreneurs**, the vast majority of whom are women who run one-person businesses out of their homes.

While they are small in size, Etsy sellers' economic impact is considerable. Sellers on the Etsy marketplace sold **AU\$17.64 billion in goods in 2024**.

Overall, there are more than 200,000 active Etsy sellers in Australia. Etsy offers an on-ramp to creative entrepreneurship for many people who might not have otherwise started a business. In Australia,

- 50% sold their goods for the first time on Etsy.
- 90% are businesses of one.
- 98% operate their businesses from their homes.
- 59% of sellers report low (less than A\$60,000) to medium income (A\$60,000 - A\$124,999) per year.

| DEMOGRAPHICS | AU ETSY SELLERS | AU POPULATION ³⁵ |
|--|------------------|-----------------------------|
| Gender (% identify as women) | 77% | 50.8% ³⁶ |
| Age (years) | 51 ³⁷ | 38.1 ³⁸ |
| Education (% bachelor's / honours degree, or more) | 38% | 9.1% ³⁹ |
| Rural | 25% | 13.4% |
| LGBTQIA+ | 7% ⁴⁰ | No official est. |

Their creative businesses help build resilience for themselves and their families.

- For 41%, their creative business (on and off Etsy) is their sole occupation.
- For the rest, it provides an important source of supplemental income—with their creative business contributing 8% of household income, on average.
- 4 in 10 sellers in Australia have financial dependents; 25% have children at home.
- 31% use income from their creative business to cover household expenses like bills, rent, and food.

Etsy businesses support local communities and the broader economy.

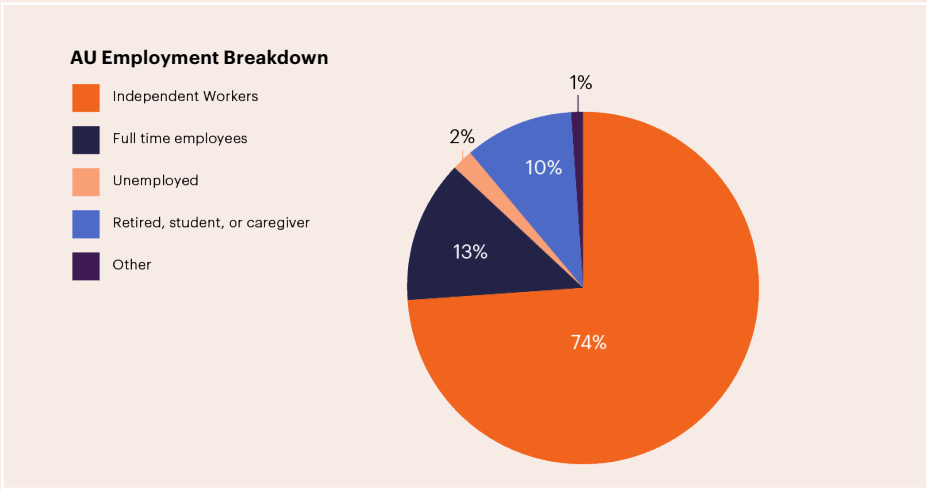
- The vast majority (3 in 4) source their vendors and supplies domestically, if not in their own state or province (20%).
- 58% export their goods outside their home country.

Creative entrepreneurs continue turning to Etsy for financial stability.

- 56% of all sellers cite financial challenges as prompting them to start their creative businesses with the rising cost of living or inflation cited as the main contributors.
- 1 in 4 sellers say their business has helped them offset the rising cost of living, and 1 in 4 sellers in business for more than a year say their Etsy income is more important now than a year ago.

Etsy sellers help us understand broader economic trends.

- They are emblematic of the changing nature of work.
 - 74% work independently,⁴¹ and only 13% have full-time employment.



| AU EMPLOYMENT BREAKDOWN | 2024 |
|-------------------------|------|
| Full Time Employment | 13% |
| Independent | 74% |
| Creative biz | 41% |
| Part time | 20% |
| Self-employed | 10% |
| Temps | 3% |
| Unemployed | 2% |

| | |
|---------------------------|-----|
| Retired/Student/Caregiver | 10% |
| Other/Refused | 1% |

Here some of the needs and challenges they cite:

- On average, they spend 52% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are marketing their businesses (66%) and dealing with inconsistent sales (58%).
- 44% of Etsy sellers reported that their business faced challenges as a result of inflation and the rising cost of living: most of those sellers saw increases in material and supply costs, and 41% saw a rise in the cost of utilities.
- About half of the surveyed sellers think it's important for policy makers to help expand programs that lower barriers for creative entrepreneurs to start or grow their businesses.
- Nearly 2 in 5 sellers state that they would not be able to take time off for parental leave or to cover for childcare or dependent care services.

They seek success on their own terms.

- 80% want to grow their businesses, but 65% of sellers do not want to grow so big that they would have to hire others.
- 7 in 10 started their creative business in order to earn money while doing something they enjoy.

They care about running responsible businesses

- Approximately 6 in 10 say it is extremely or very important to run a socially responsible (58%) and environmentally friendly (55%) business.
- Over half of sellers surveyed reported that they use packaging that can be recycled.

Methodology

Etsy sellers with an active shop in all of our core markets (United States, United Kingdom, Germany, France, Canada and Australia) were randomly selected to take part in a 25 minute online survey between October 1, 2024 and October 16, 2024. The survey and data analysis of the results were conducted by Ipsos, a leading Research and Public Opinion firm, in partnership with Etsy.

The total AU sample size was 149. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the US survey is +/- 3.1%, but may vary per question.

End notes

³⁵ All statistics from <https://www.cia.gov/the-world-factbook> unless otherwise noted

³⁶ <https://data.worldbank.org/indicator/SP.POP.TOTL.FE.ZS>

³⁷ Mean age

³⁸ Median age

³⁹ <https://data.worldbank.org/indicator/SE.TER.CUAT.BA.ZS>

⁴⁰ This includes all those who selected: Gay, Lesbian, Bisexual or Asexual as well as those who chose to enter their own text to describe themselves. All respondents also had the option to select Straight/Heterosexual or decline to answer.

⁴¹ "Work independently" as defined by Etsy means those who do not work in traditional full time employment, and includes people who selected: 'self-employed', 'employed part time', or 'temporary or contract employee' as their main working status, as well as those for whom their creative business is their sole occupation