



2020

Global Etsy Seller Census

Etsy is an online marketplace for handmade and vintage goods. In 2020, Etsy hosted **4.4 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. Collectively, sellers on Etsy marketplaces sold **over \$10 billion in goods in 2020**.

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

- **81% of sellers identify as women.**
- **1 in 4 live in rural areas.**
- **Average age is 39**
(33 years old for those who began selling in the last year).
- **83% are businesses of one, and 97% operate their businesses from their homes.**
- **48% sold their goods for the first time on Etsy**
(50% of women and 60% of 18-34 year olds).

Their creative businesses help build resilience for themselves and their families

- For 30%, 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 have financial dependents, including 24% who have children at home.
- 41% 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 (93%) source their vendors and supplies domestically, if not in their own state or province (39%), then in their own country (53%).
- 17% have help (either paid or unpaid), with most hiring fewer than 5 people.
- They contribute to the broader retail ecosystem, with the majority (55%) selling their goods via other channels as well, including other online sales platforms, social media, craft fairs, or through retail stores.
- 34% export their goods outside their home country.

The pandemic drove many to start creative businesses in a time of economic upheaval.

- 44% of sellers who started their business in the past year did so due to COVID-19.
- Half of all sellers cite financial challenges as prompting them to start their creative businesses, with loss of employment driving many (11% job loss, 10% unable to find work and 8% unable to work to care for a family member).
- Overall, Etsy businesses have provided an important source of income during the crisis. 2 in 3 say their Etsy income has held steady, if not grown, since the start of the pandemic, while 9 in 10 say the importance of Etsy income has stayed the same or increased.
- Of those who sell via multiple channels, reliance on online platforms has increased, while reliance on traditional retail and craft fairs has declined.
- Roughly one third of sellers experienced income declines during the pandemic, yet only 8% were able to access relief funds. Around a quarter of Etsy sellers wanted to apply for relief funds, but were either unable to apply for them or unsure if they could.

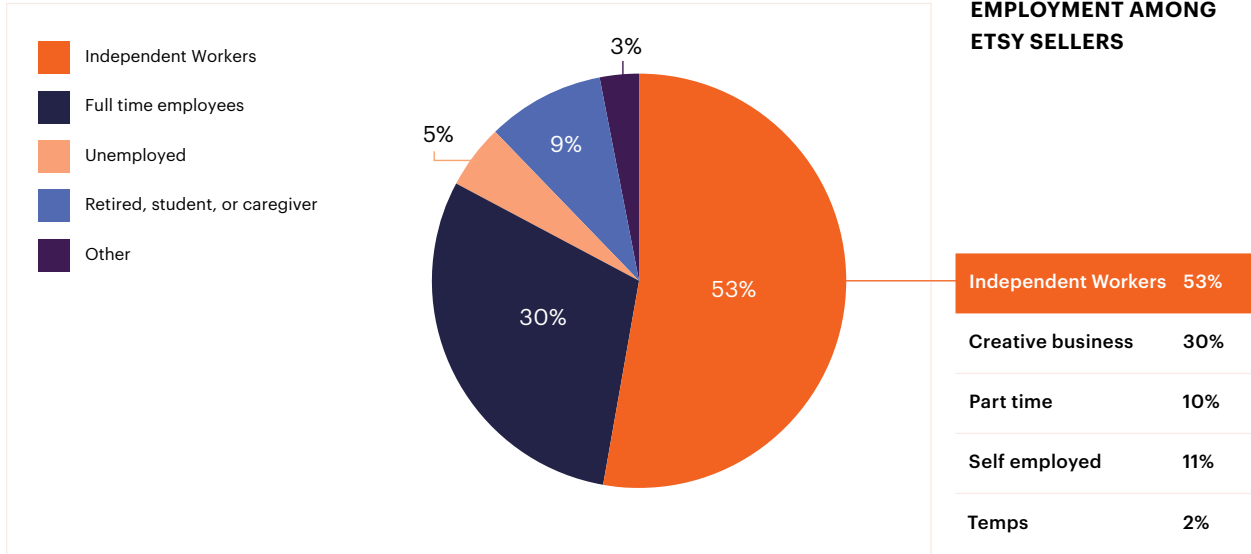
Despite the challenges of the year, Etsy offered stability (and even growth) for both new and existing sellers:

- Approximately 40% of sellers with a sale had double the number of sales in 2020 vs. 2019, and nearly three quarters of these sellers actually had quadruple the number of sales.
- On average, new sellers in 2020 received over 2x more orders in the first 30 days after opening a shop than new sellers in 2019.

Etsy sellers help us understand broader trends in the economy.

They are emblematic of the changing nature of work.

- 53% work independently¹, and only 30% have full-time employment. Many (76%) combine income from multiple sources.



They have unique needs, particularly for simplification.

- They spend 53% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are marketing their businesses (51%) and dealing with inconsistent sales (46%).

They seek success on their own terms.

- 82% want to grow their businesses, but 59% of sellers do not want to grow so big that they would have to hire others. While 65% cite supplementary income as a motivation for starting a business, non-pecuniary motivations are even stronger, with 70% citing the ability to express their creativity as a top motivation.

They care about running responsible businesses.

- 6 in 10 say it is extremely or very important to run a socially responsible (66%) and environmentally friendly (60%) business.

Methodology

Etsy Sellers with an active shop were randomly selected to take part in a 25 minute online survey from January 4th 2021 - January 18th 2021. The survey and data analysis were conducted by Ipsos, a leading Research and Public Opinion firm, in partnership with Etsy.

The total global sample size was 3495. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the global survey is +/- 1.5%, but may vary per question.

End notes

¹ "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 occupation.

Contact

press@etsy.com

etsyadvocacy@etsy.com

117 Adams Street
Brooklyn, NY 11201





2020 Seller Census

Etsy Sellers in the United States

Etsy is an online marketplace for handmade and vintage goods. In 2020, Etsy hosted **4.4 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. Collectively, sellers on Etsy marketplaces sold **over \$10 billion in goods in 2020**.

Overall, Etsy sellers contributed **\$13 billion to the U.S. economy in 2020**, up 142% since 2018, and created 2.6 million jobs, enough to employ the entire city of Houston, Texas. Together, they generated **nearly \$4 billion in income to U.S. households**, income that was very much needed by so many during the pandemic and the economic crisis it created.

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

- **49% sold their goods for the first time on Etsy.**
- **82% are businesses of one.**
- **98% operate their businesses from their homes.**

KEY DEMOGRAPHICS	ETSY US SELLERS	US POPULATION ¹
Gender (% women)	82%	50.5% ²
Age (years)	39.3 ³	38.5 ⁴
Education (% college or more)	55%	35% ⁵
Median Household Income	\$62,000	\$65,836 ⁶
Rural	24%	17.3%
Hispanic or Latinx (%)	12%	16.3%
Asian or Pacific Islander	6%	5%
Black or African American	5%	12.6%
Native American	3%	0.9%
Other race/ethnicity	3%	6.2%
LGBTQIA+ ⁷	16%	3.8% LGB ⁸

KEY DEMOGRAPHIC DIFFERENTIALS OF ETSY SELLERS

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 11.4% of household income, on average.
- 4 in 10 have financial dependents, including 26% who have children at home.
- 44% 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 (95%) source their vendors and supplies domestically, if not in their own state (48%), then in their own country (47%).
- 18% have help (both paid and unpaid), with most hiring fewer than 5 people.
- They contribute to the broader retail ecosystem, with the majority (54%) selling their goods via other channels as well, including other online sales platforms, social media, craft fairs, or through retail stores.
- 28% export their goods outside their home country.

The pandemic drove many to start creative businesses in a time of economic upheaval.

- 42% of sellers who started their business in the past year did so due to COVID-19.
- Half of all sellers cite financial challenges as prompting them to start their creative businesses, with loss of employment driving many (12% job loss, 8% unable to find work and 8% unable to work to care for a family member).
- Overall, Etsy businesses have provided an important source of income during the crisis. 2 in 3 say their Etsy income has held steady, if not grown, since the start of the pandemic, while 9 in 10 say the importance of Etsy income has stayed the same or increased.
- Roughly one third of US Etsy sellers experienced income declines during the pandemic, yet only 7% were able to access relief funds. Around a quarter of US Etsy sellers wanted to apply for relief funds, but were either unable to apply for them or unsure if they could.

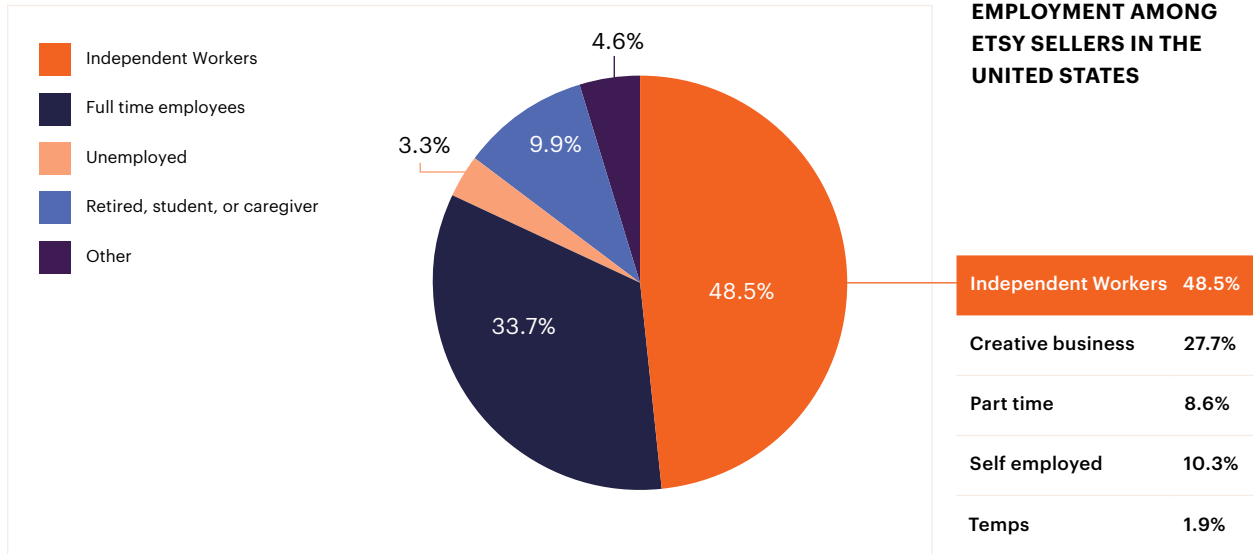
Despite the challenges of the year, Etsy offered stability (and even growth) for both new and existing sellers:

- Approximately 40% of Etsy sellers with a sale had double the number of sales in 2020 vs. 2019, and nearly three quarters of these sellers actually had quadruple the number of sales. This is a global stat, and we saw relatively consistent increases when looking specifically at sellers in the United States.
- On average, new sellers in 2020 received over 2x more orders in the first 30 days after opening a shop compared to new sellers in 2019. This global stat holds true while looking specifically at new sellers in the United States.

Etsy sellers help us understand broader trends in the economy.

They are emblematic of the changing nature of work.

- 49% work independently⁹, and only 34% have full-time employment. Many (75%) combine income from multiple sources.



They have unique needs, particularly for simplification.

- They spend 52% 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 (48%).

They seek success on their own terms.

- 82% want to grow their businesses, but 59% of sellers do not want to grow so big that they would have to hire others. While 68% cite supplementary income as a motivation for starting a business, non-pecuniary motivations are even stronger, with 70% citing the ability to express their creativity as a top motivation.

They care about running responsible businesses.

- 6 in 10 say it is extremely or very important to run a socially responsible (66%) and environmentally friendly (57%) business.

Sellers who are women, Black, Indigenous, and people of color face unique challenges.

- Women sellers are more likely than male sellers (43% vs. 31%) to find it a challenge to spend time on their business. Childcare is one driver of this gap, with women citing it seven times more often than men as a barrier.
- Women are also more likely than men (+12 pts at 32%) to select 'having the necessary digital skills' as a barrier to starting or growing their business.
- When asked which, if any, financial challenges they face, Black sellers selected more options than other race/ethnicities. 'Dealing with inconsistent sales' (68%) and 'marketing and promoting my business/brand' (66%) are particular pain points for Black sellers.

Methodology

Etsy Sellers with an active shop were randomly selected to take part in a 25 minute online survey from January 4th 2021 - January 18th 2021. The survey and data analysis were conducted by Ipsos, a leading Research and Public Opinion firm, in partnership with Etsy.

The total US sample size was 1003. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the US survey is +/- 3.09%, 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 [OECD Average Median Wage, 2019](#)
- 7 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.
- 8 OECD, [Society at a Glance 2019, OECD SOCIAL INDICATORS, A SPOTLIGHT ON LGBT PEOPLE](#)
- 9 "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 occupation.

Contact

press@etsy.com

etsyadvocacy@etsy.com

117 Adams Street
Brooklyn, NY 11201





2020 Seller Census

Etsy Sellers in the United Kingdom

Etsy is an online marketplace for handmade and vintage goods. In 2020, Etsy hosted **4.4 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. Collectively, sellers on Etsy marketplaces sold **over \$10 billion in goods in 2020**.

Overall, there are **519,000 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.

- **47% sold their goods for the first time on Etsy.**
- **89% are businesses of one.**
- **96% operate their businesses from their homes.**

KEY DEMOGRAPHICS	ETSY UK SELLERS	UK POPULATION ¹
Gender (% women)	79%	50.6% ²
Age (years)	40.0 ³	40.6 ⁴
Education (% college or more)	56%	33.9% ⁵
Median Household Income	£35,000	£37,154 ⁶
Rural	28%	16.1%
Asian / Asian British	1%	2.3%
Black / African / Caribbean / Black British	<1%	3%
Mixed / multiple ethnic groups	3%	2%
Other	3%	3.7%
LGBTQIA+ ⁷	16%	2.3% LGB ⁸

KEY DEMOGRAPHIC DIFFERENTIALS OF ETSY SELLERS

Their creative businesses help build resilience for themselves and their families

- For 35%, 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 11.6% of household income, on average.
- 3 in 10 have financial dependents, including 17% who have children at home.
- 33% 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 (91%) source their vendors and supplies in the UK.
- 11% have help (both paid and unpaid), with most hiring fewer than 5 people.
- They contribute to the broader retail ecosystem, with the majority (56%) selling their goods via other channels as well, including other online sales platforms, social media, craft fairs, or through retail stores.
- 41% export their goods outside their home country.

The pandemic drove many to start creative businesses in a time of economic upheaval.

- 59% of sellers who started their business in the past year did so due to COVID-19.
- Half of all sellers cite financial challenges as prompting them to start their creative businesses, with loss of employment driving many (8% job loss, 16% unable to find work and 7% unable to work to care for a family member).
- Overall, Etsy businesses have provided an important source of income during the crisis. 62% say their Etsy income has held steady, if not grown, since the start of the pandemic, while 8 in 10 say the importance of Etsy income has stayed the same or increased.
- 38% of UK Etsy sellers experienced income declines during the pandemic, yet only 11% were able to access relief funds. 20% of UK Etsy sellers wanted to apply for relief funds, but were either unable to apply for them or unsure if they could.

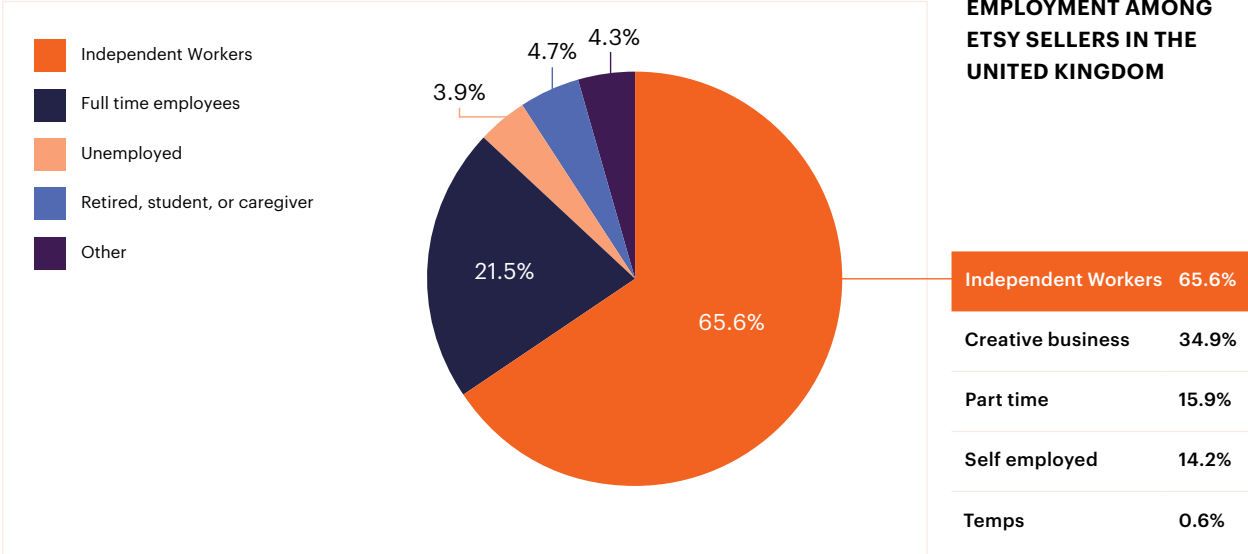
Despite the challenges of the year, Etsy offered stability (and even growth) for both new and existing sellers:

- Approximately 40% of Etsy sellers with a sale had double the number of sales in 2020 vs. 2019, and nearly three quarters of these sellers actually had quadruple the number of sales. This is a global stat, and when we look at the UK specifically, these numbers are even higher.
- On average, new sellers in 2020 received over 2x more orders in the first 30 days after opening a shop compared to new sellers in 2019. This global stat holds true while specifically looking at new sellers in the UK.

Etsy sellers help us understand broader trends in the economy.

They are emblematic of the changing nature of work.

- 66% work independently⁹, and only 22% have full-time employment. Many (77%) combine income from multiple sources.



They have unique needs, particularly for simplification.

- They spend 56% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are marketing their businesses (52%) and understanding how to grow their business (47%).

They seek success on their own terms.

- 86% want to grow their businesses, but 71% of sellers do not want to grow so big that they would have to hire others. While 57% cite supplementary income as a motivation for starting a business, non-pecuniary motivations are even stronger, with 69% citing the ability to express their creativity as a top motivation.

They care about running responsible businesses.

- 6 in 10 say it is extremely or very important to run a socially responsible (66%) and environmentally friendly (69%) business.

Methodology

Etsy Sellers with an active shop were randomly selected to take part in a 25 minute online survey from January 4th 2021 - January 18th 2021. The survey and data analysis were conducted by Ipsos, a leading Research and Public Opinion firm, in partnership with Etsy.

The total UK sample size was 674. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the UK survey is +/- 3.77%, 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 [OECD Average Median Wage, 2019](#)
- ⁷ 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.
- ⁸ OECD, [Society at a Glance 2019, OECD SOCIAL INDICATORS, A SPOTLIGHT ON LGBT PEOPLE](#)
- ⁹ "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 occupation.

Contact

press@etsy.com

etsyadvocacy@etsy.com

117 Adams Street
Brooklyn, NY 11201





2020

Etsy Sellers in Etsy's Core EU Markets

Etsy is an online marketplace for handmade and vintage goods. In 2020, Etsy hosted **4.4 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. Collectively, sellers on Etsy marketplaces sold **over \$10 billion in goods in 2020**.

Overall, there are **446,593 active sellers in the EU**.

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

- **32-39% sold their goods for the first time on Etsy.**
- **79-95% are businesses of one.**
- **90% operate their businesses from their homes.**

Their creative businesses help build resilience for themselves and their families

- For 26-41%, 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 10.3-16% of household income, on average.
- 4 in 10 have financial dependents, including 24% who have children at home.
- 28-33% 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 (72-76%) source their vendors and supplies in their own country.
- 5-21% have help (both paid and unpaid).
- They contribute to the broader retail ecosystem, with the majority (57-72%) selling their goods via other channels as well, including other online sales platforms, social media, craft fairs, or through retail stores.
- 50-57% export their goods outside their home country.

The pandemic drove many to start creative businesses in a time of economic upheaval.

- 31-43% of FR and DE sellers cite financial challenges as prompting them to start their creative businesses, with loss of employment driving many (2-7% job loss, 7-10% unable to find work and 5-7% unable to work to care for a family member).
- Overall, Etsy businesses have provided an important source of income during the crisis. 66-73% say their Etsy income has held steady, if not grown, since the start of the pandemic, while 77-82% say the importance of Etsy income has stayed the same or increased.
- Of those who sell via multiple channels, reliance on online platforms has increased, while reliance on traditional retail and craft fairs has declined.
- 27-34% of Etsy sellers experienced income declines during the pandemic, yet only 9-20% were able to access relief funds. 14-22% of Etsy sellers wanted to apply for relief funds, but were either unable to apply for them or unsure if they could.

Etsy sellers help us understand broader trends in the economy.

They are emblematic of the changing nature of work.

- 58-68% work independently¹, and only 25-32% have full-time employment. Many (80-82%) combine income from multiple sources.

They have unique needs, particularly for simplification.

- They spend 51-54% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are marketing their businesses (57-58%), predicting future sales (22-41%) and understanding how to grow their business (38-42%).

They seek success on their own terms.

- 71-83% want to grow their businesses, but 48-53% of sellers do not want to grow so big that they would have to hire others. While 43-69% cite supplementary income as a motivation for starting a business, non-pecuniary motivations are even stronger, with 71-82% citing the ability to express their creativity as a top motivation.

They care about running responsible businesses.

- Over half say it is extremely or very important to run a socially responsible (51-58%) and environmentally friendly (59-65%) business.

Methodology

Etsy Sellers with an active shop were randomly selected to take part in a 25 minute online survey from January 4th 2021 - January 18th 2021. The survey and data analysis were conducted by Ipsos, a leading Research and Public Opinion firm, in partnership with Etsy.

The total DE sample size was 293. The margin of error for the DE survey is +/- 5.72%, but may vary per question. The total FR sample size was 468. The margin of error for the FR survey is +/- 4.53%, but may vary per question. Results were weighted to represent Etsy's global footprint and seller population parameters.

End notes

¹ "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 occupation.

Contact

press@etsy.com

etsyadvocacy@etsy.com

117 Adams Street
Brooklyn, NY 11201





2020 Seller Census

Etsy Sellers in Canada

Etsy is an online marketplace for handmade and vintage goods. In 2020, Etsy hosted **4.4 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. Collectively, sellers on Etsy marketplaces sold **over \$10 billion in goods in 2020**.

Overall, there are **199,000 active Etsy sellers in Canada**. Etsy offers an on-ramp to creative entrepreneurship for many people who might not have otherwise started a business.

- **50% sold their goods for the first time on Etsy.**
- **83% are businesses of one.**
- **97% operate their businesses from their homes.**

KEY DEMOGRAPHICS	CANADIAN ETSY SELLERS	ALL CANADIAN BUSINESS OWNERS ¹
Gender (% women)	85%	50.4% ²
Age (years)	38.7 ³	40.6 ⁴
Education (% college or more)	47%	25.8% ⁵
Median Household Income	\$70,000 CAD	\$69,175 CAD ⁶
Rural	21%	18.4%
LGBTQIA+ ⁷	17%	3.3% LGB ⁸

KEY DEMOGRAPHIC DIFFERENTIALS OF ETSY SELLERS

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 9.9% of household income, on average.
- 4 in 10 have financial dependents, including 22% who have children at home.
- 35% 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 (78%) source their vendors and supplies domestically, if not in their own province (64%), then in their own country (14%).
- 17% have help (both paid and unpaid), with most hiring fewer than 5 people.
- They contribute to the broader retail ecosystem, with the majority (52%) selling their goods via other channels as well, including other online sales platforms, social media, craft fairs, or through retail stores.
- 56% export their goods outside their home country.

The pandemic drove many to start creative businesses in a time of economic upheaval.

- 43% of sellers who started their business in the past year did so due to COVID-19.
- Half of all sellers cite financial challenges as prompting them to start their creative businesses, with loss of employment driving many (10% job loss, 13% unable to find work and 7% unable to work to care for a family member).
- Overall, Etsy businesses have provided an important source of income during the crisis. 69% say their Etsy income has held steady, if not grown, since the start of the pandemic, while 9 in 10 say the importance of Etsy income has stayed the same or increased.
- 31% of Etsy sellers in Canada experienced income declines during the pandemic, yet only 13% were able to access relief funds. 21% wanted to apply for relief funds, but were either unable to apply for them or unsure if they could.

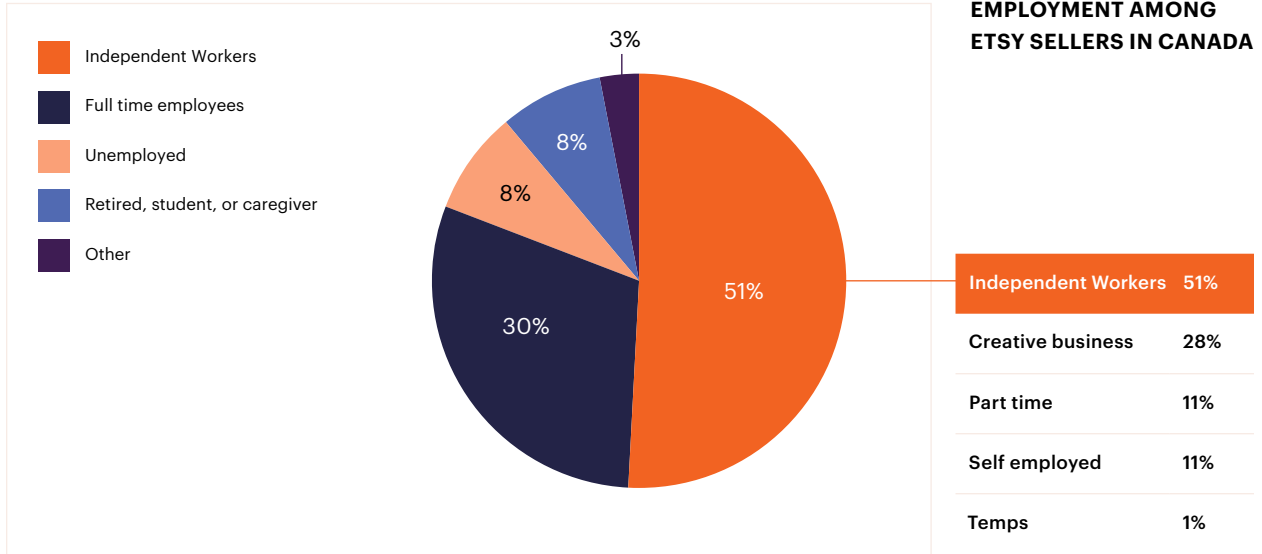
Despite the challenges of the year, Etsy offered stability (and even growth) for both new and existing sellers:

- Approximately 40% of Etsy sellers with a sale had double the number of sales in 2020 vs. 2019, and nearly three quarters of these sellers actually had quadruple the number of sales. This is a global stat, and we saw relatively consistent increases when looking specifically at sellers in Canada.
- On average, new sellers in 2020 received over 2x more orders in the first 30 days after opening a shop compared to new sellers in 2019. This global stat holds true while looking specifically at new sellers in Canada.

Etsy sellers help us understand broader trends in the economy.

They are emblematic of the changing nature of work.

- 51% work independently⁹, and only 30% have full-time employment. Many (76%) combine income from multiple sources.



They have unique needs, particularly for simplification.

- They spend 53% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are marketing their businesses (52%) and understanding how to grow their business (48%).

They seek success on their own terms.

- 81% want to grow their businesses, but 53% of sellers do not want to grow so big that they would have to hire others. While 66% cite supplementary income as a motivation for starting a business, non-pecuniary motivations are even stronger, with 71% citing the ability to express their creativity as a top motivation.

They care about running responsible businesses.

- Almost 7 in 10 say it is extremely or very important to run a socially responsible (69%) and environmentally friendly (67%) business.

Methodology

Etsy Sellers with an active shop were randomly selected to take part in a 25 minute online survey from January 4th 2021 - January 18th 2021. The survey and data analysis were conducted by Ipsos, a leading Research and Public Opinion firm, in partnership with Etsy.

The total CA sample size was 821. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the CA survey is +/- 3.42%, 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 [OECD Average Median Wage, 2019](#)
- 7 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.
- 8 OECD, [Society at a Glance 2019, OECD SOCIAL INDICATORS, A SPOTLIGHT ON LGBT PEOPLE](#)
- 9 "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 occupation.

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press@etsy.com

etsyadvocacy@etsy.com

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Brooklyn, NY 11201





2020 Seller Census

Etsy Sellers in Germany

Etsy is an online marketplace for handmade and vintage goods. In 2020, Etsy hosted **4.4 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. Collectively, sellers on Etsy marketplaces sold **over \$10 billion in goods in 2020**.

Overall, there are **105,000 active Etsy sellers in Germany**. Etsy offers an on-ramp to creative entrepreneurship for many people who might not have otherwise started a business.

- **32% sold their goods for the first time on Etsy.**
- **79% are businesses of one.**
- **90% operate their businesses from their homes.**

KEY DEMOGRAPHICS	GERMAN ETSY SELLERS	ALL GERMAN BUSINESS OWNERS ¹
Gender (% women)	89%	50.6% ²
Age (years)	44.2 ³	47.8 ⁴
Education (% college or more)	50%	25.1% ⁵
Median Household Income	€35,000	€42,421 ⁶
Rural	33%	22.5%
LGBTQIA+ ⁷	4%	1.9% LGB ⁸

KEY DEMOGRAPHIC DIFFERENTIALS OF ETSY SELLERS

Their creative businesses help build resilience for themselves and their families

- For 26%, 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 10.3% of household income, on average.
- 5 in 10 have financial dependents, including 24% who have children at home.
- 28% 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 (72%) source their vendors and supplies in Germany.
- 21% have help (both paid and unpaid), with most hiring fewer than 5 people.
- They contribute to the broader retail ecosystem, with the majority (57%) selling their goods via other channels as well, including other online sales platforms, social media, craft fairs, or through retail stores.
- 57% export their goods outside their home country.

The pandemic drove many to start creative businesses in a time of economic upheaval.

- 31% of all sellers cite financial challenges as prompting them to start their creative businesses, with employment challenges driving many (2% job loss, 7% unable to find work and 7% unable to work to care for a family member).
- Overall, Etsy businesses have provided an important source of income during the crisis. 73% say their Etsy income has held steady, if not grown, since the start of the pandemic, while 82% say the importance of Etsy income has stayed the same or increased.
- 27% of Etsy sellers in DE experienced income declines during the pandemic, yet only 9% were able to access relief funds. 14% wanted to apply for relief funds, but were either unable to apply for them or unsure if they could.

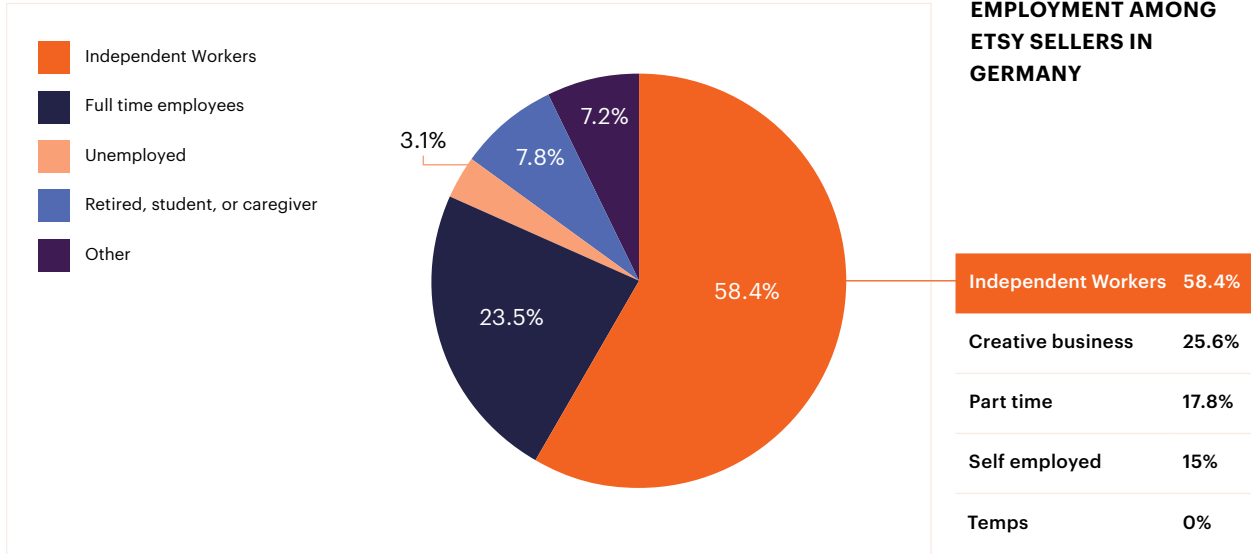
Despite the challenges of the year, Etsy offered stability (and even growth) for both new and existing sellers:

- Approximately 40% of Etsy sellers with a sale had double the number of sales in 2020 vs. 2019, and nearly three quarters of these sellers actually had quadruple the number of sales. This is a global stat, and when we look at Germany specifically, these numbers are even higher.
- On average, new sellers in 2020 received over 2x more orders in the first 30 days after opening a shop compared to new sellers in 2019. This global stat holds true while looking specifically at new sellers in Germany.

Etsy sellers help us understand broader trends in the economy.

They are emblematic of the changing nature of work.

- 58% work independently⁹, and only 24% have full-time employment. Many (80%) combine income from multiple sources.



They have unique needs, particularly for simplification.

- They spend 51% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are marketing their businesses (58%) and understanding how to grow their business (42%).

They seek success on their own terms.

- 83% want to grow their businesses, but 53% of sellers do not want to grow so big that they would have to hire others. While 69% cite supplementary income as a motivation for starting a business, non-pecuniary motivations are even stronger, with 71% citing the ability to express their creativity as a top motivation.

They care about running responsible businesses.

- 6 in 10 say it is extremely or very important to run a socially responsible (58%) and environmentally friendly (65%) business.

Methodology

Etsy Sellers with an active shop were randomly selected to take part in a 25 minute online survey from January 4th 2021 - January 18th 2021. The survey and data analysis were conducted by Ipsos, a leading Research and Public Opinion firm, in partnership with Etsy.

The total DE sample size was 293. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the DE survey is +/- 5.72%, 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 [OECD Average Median Wage, 2019](#)
- 7 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.
- 8 OECD, [Society at a Glance 2019, OECD SOCIAL INDICATORS, A SPOTLIGHT ON LGBT PEOPLE](#)
- 9 "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 occupation.

Contact

press@etsy.com

etsyadvocacy@etsy.com

117 Adams Street
Brooklyn, NY 11201





2020 Seller Census

Etsy Sellers in France

Etsy is an online marketplace for handmade and vintage goods. In 2020, Etsy hosted **4.4 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. Collectively, sellers on Etsy marketplaces sold **over \$10 billion in goods in 2020**.

Overall, there are **93,000 active Etsy sellers in France**. Etsy offers an on-ramp to creative entrepreneurship for many people who might not have otherwise started a business.

- **39% sold their goods for the first time on Etsy.**
- **95% are businesses of one.**
- **90% operate their businesses from their homes.**

KEY DEMOGRAPHICS	FRENCH ETSY SELLERS	FRENCH POPULATION ¹
Gender (% women)	83%	51.6% ²
Age (years)	43.5 ³	41.7 ⁴
Education (% college or more)	50%	18% ⁵
Median Household Income	€25,000	€39,099 ⁶
Rural	38%	19%
LGBTQIA+ ⁷	8%	1.8% LGB ⁸

KEY DEMOGRAPHIC DIFFERENTIALS OF ETSY SELLERS

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 16% of household income, on average.
- 4 in 10 have financial dependents, including 24% who have children at home.
- 33% 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 (76%) source their vendors and supplies in France.
- 5% have help (both paid and unpaid), with most hiring fewer than 5 people
- They contribute to the broader retail ecosystem, with the majority (72%) selling their goods via other channels as well, including other online sales platforms, social media, craft fairs, or through retail stores.
- 50% export their goods outside their home country.

The pandemic drove many to start creative businesses in a time of economic upheaval.

- 15% of sellers who started their business in the past year did so due to COVID-19.
- 43% of all sellers cite financial challenges as prompting them to start their creative businesses, with loss of employment driving many (7% job loss, 10% unable to find work and 5% unable to work to care for a family member).
- Overall, Etsy businesses have provided an important source of income during the crisis. 2 in 3 say their Etsy income has held steady, if not grown, since the start of the pandemic, while 77% say the importance of Etsy income has stayed the same or increased.
- 34% of French Etsy sellers experienced income declines during the pandemic, yet only 20% were able to access relief funds. 22% wanted to apply for relief funds, but were either unable to apply for them or unsure if they could.

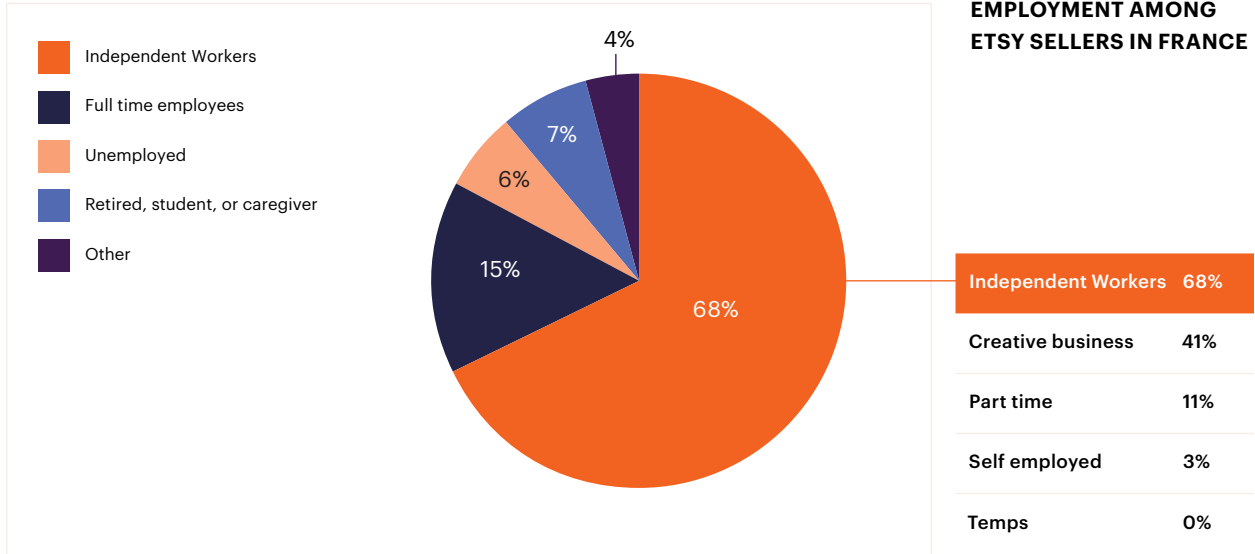
Despite the challenges of the year, Etsy offered stability (and even growth) for both new and existing sellers:

- Approximately 40% of Etsy sellers with a sale had double the number of sales in 2020 vs. 2019, and nearly three quarters of these sellers actually had quadruple the number of sales. This is a global stat, and we saw relatively consistent increases when looking specifically at sellers in France.
- On average, new sellers in 2020 received over 2x more orders in the first 30 days after opening a shop compared to new sellers in 2019. This global stat holds true while looking specifically at new sellers in the France.

Etsy sellers help us understand broader trends in the economy.

They are emblematic of the changing nature of work.

- 68% work independently⁹, and only 15% have full-time employment. Many (82%) combine income from multiple sources.



They have unique needs, particularly for simplification.

- They spend 54% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are marketing their businesses (57%) and predicting future sales (41%).

They seek success on their own terms.

- 71% want to grow their businesses, but 48% of sellers do not want to grow so big that they would have to hire others. While 43% cite supplementary income as a motivation for starting a business, non-pecuniary motivations are even stronger, with 82% citing the ability to express their creativity as a top motivation.

They care about running responsible businesses.

- 5 in 10 say it is extremely or very important to run a socially responsible (51%) and environmentally friendly (59%) business.

Methodology

Etsy Sellers with an active shop were randomly selected to take part in a 25 minute online survey from January 4th 2021 - January 18th 2021. The survey and data analysis were conducted by Ipsos, a leading Research and Public Opinion firm, in partnership with Etsy.

The total FR sample size was 468. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the FR survey is +/- 4.53%, 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 [OECD Average Median Wage, 2019](#)
- ⁷ 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.
- ⁸ OECD, [Society at a Glance 2019, OECD SOCIAL INDICATORS, A SPOTLIGHT ON LGBT PEOPLE](#)
- ⁹ "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 occupation.

Contact

press@etsy.com

etsyadvocacy@etsy.com

117 Adams Street
Brooklyn, NY 11201





2020 Seller Census

Etsy Sellers in India

Etsy is an online marketplace for handmade and vintage goods. In 2020, Etsy hosted **4.4 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. Collectively, sellers on Etsy marketplaces sold **over \$10 billion in goods in 2020**.

Overall, there are **65,000 active Etsy sellers in India**. Etsy offers an on-ramp to creative entrepreneurship for many people who might not have otherwise started a business.

- **53% sold their goods for the first time on Etsy.**
- **50% are businesses of one.**
- **81% operate their businesses from their homes.**

KEY DEMOGRAPHICS	INDIAN ETSY SELLERS	ALL INDIAN POPULATION ¹
Gender (% women)	48%	48% ²
Age (years)	33.9 ³	28.7 ⁴
Education (% college or more)	84%	9.1% ⁵
Median Household Income	Rs375,000	—
Rural	17%	65.1%
LGBTQIA+ ⁶	6%	No official estimate

KEY DEMOGRAPHIC DIFFERENTIALS OF ETSY SELLERS

Their creative businesses help build resilience for themselves and their families

- For 75%, 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 28.3% of household income, on average.
- 7 in 10 have financial dependents, including 31% who have children at home and 45% who are supporting parents.
- 47% 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 (88%) source their vendors and supplies domestically, if not in their own state or province (61%), then in their own country (27%).
- 50% have help (both paid and unpaid)
- They contribute to the broader retail ecosystem, with the majority (58%) selling their goods via other channels as well, including other online sales platforms, social media, craft fairs, or through retail stores.
- 67% export their goods outside their home country.

The pandemic drove many to start creative businesses in a time of economic upheaval.

- 57% of sellers who started their business in the past year did so due to COVID-19.
- 66% of all sellers cite financial challenges as prompting them to start their creative businesses, with loss of employment driving many (11% job loss, 10% unable to find work and 16% unable to work to care for a family member).
- Overall, Etsy businesses have provided an important source of income during the crisis. 42% say their Etsy income has held steady, if not grown, since the start of the pandemic, while 78% say the importance of Etsy income has stayed the same or increased.
- 58% of Etsy sellers in India experienced income declines during the pandemic, yet only 6% were able to access relief funds. 29% wanted to apply for relief funds, but were either unable to apply for them or unsure if they could.

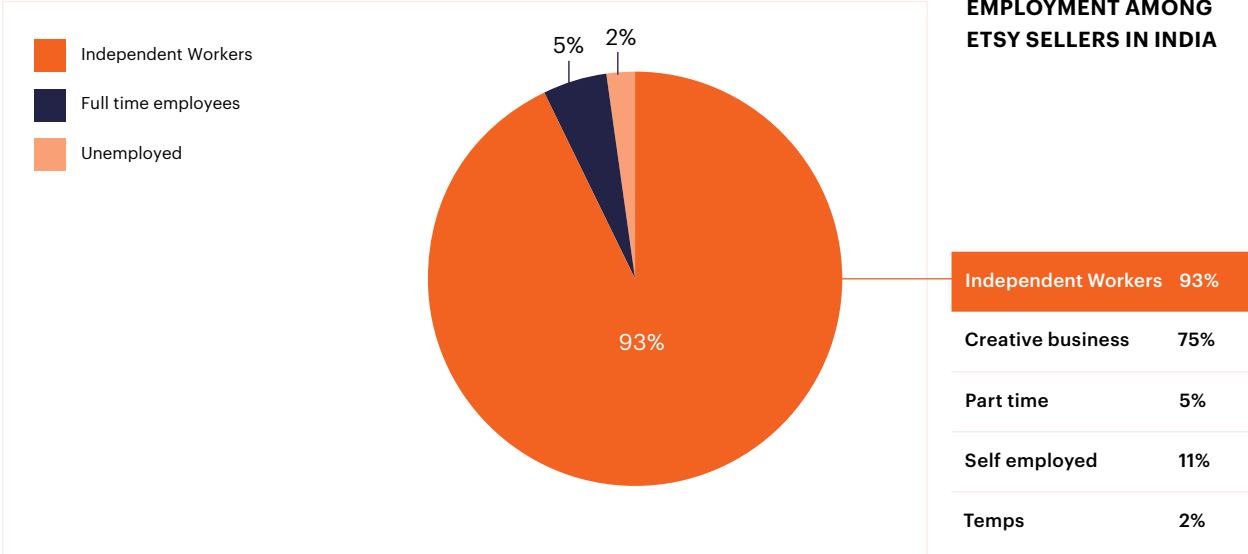
Despite the challenges of the year, Etsy offered stability (and even growth) for both new and existing sellers:

- Approximately 40% of Etsy sellers with a sale had double the number of sales in 2020 vs. 2019, and nearly three quarters of these sellers actually had quadruple the number of sales. This is a global stat, and when we look at India specifically, these numbers are even higher.

Etsy sellers help us understand broader trends in the economy.

They are emblematic of the changing nature of work.

- 93% work independently⁷, and only 5% have full-time employment. Many (85%) combine income from multiple sources.



They have unique needs, particularly for simplification.

- They spend 39% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are understanding how to grow their business (53%) and dealing with inconsistent sales (52%).

They seek success on their own terms.

- 91% want to grow their businesses, but 23% of sellers do not want to grow so big that they would have to hire others. While 34% cite supplementary income as a motivation for starting a business, non-pecuniary motivations are even stronger, with 70% citing the ability to express their creativity as a top motivation.

They care about running responsible businesses.

- The majority say it is extremely or very important to run a socially responsible (84%) and environmentally friendly (92%) business.

Methodology

Etsy Sellers with an active shop were randomly selected to take part in a 25 minute online survey from January 4th 2021 - January 18th 2021. The survey and data analysis were conducted by Ipsos, a leading Research and Public Opinion firm, in partnership with Etsy.

The total IN sample size was 236. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the US survey is +/- 6.38%, 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 occupation.

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press@etsy.com

etsyadvocacy@etsy.com

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