



2021 Seller Census

Etsy Sellers in California

Etsy is an online marketplace for handmade and vintage goods. In 2021, Etsy hosted **5.3 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 \$12.2 billion in goods in 2021**.

Overall, Etsy sellers contributed **\$14.3 billion to the U.S. economy in 2021**, up 167% since 2018, and created 3.8 million jobs, enough to employ almost the entire city of Los Angeles. Together, they generated **nearly \$3.8 billion in income to U.S. households**, income that has contributed to economic activity supporting individuals, families and communities globally.¹

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

- **48% sold their goods for the first time on Etsy.**
- **81% are businesses of one.**
- **96% operate their businesses from their homes.**

ECONOMIC IMPACT OF CALIFORNIA ETSY SELLERS

\$2,379,311,800
in economic output

465,600
jobs

\$631,307,400
in income to US households

KEY DEMOGRAPHICS	ETSY SELLERS IN US	US POPULATION ²
Gender (% identify as women)	79%	50.5% ³
Age (years)	44.8 ⁴	38.5 ⁵
Education (% college or more)	55%	35% ⁶
Median Household Income	\$62,000	\$65,836 ⁷
Rural	26%	17.3%
White	76%	72.4%
Hispanic or Latinx (%)	9%	16.3%
Asian or Pacific Islander	6%	5%
Black or African American	7%	12.6%
Native American	3%	0.9%
Other race/ethnicity	4%	6.2%
LGBTQIA+	14% ⁸	3.8% LGB ⁹

KEY DEMOGRAPHIC DIFFERENTIALS OF ETSY SELLERS

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

- For 29%, 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 9.3% of household income, on average.
- 4 in 10 sellers globally have financial dependents; in the United States 23% 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 vast majority (93%) source their vendors and supplies domestically, if not in their own state (48%)
- 17% 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. Among multi-channel sellers, Etsy is their largest sales channel.
- 21% export their goods outside their home country.

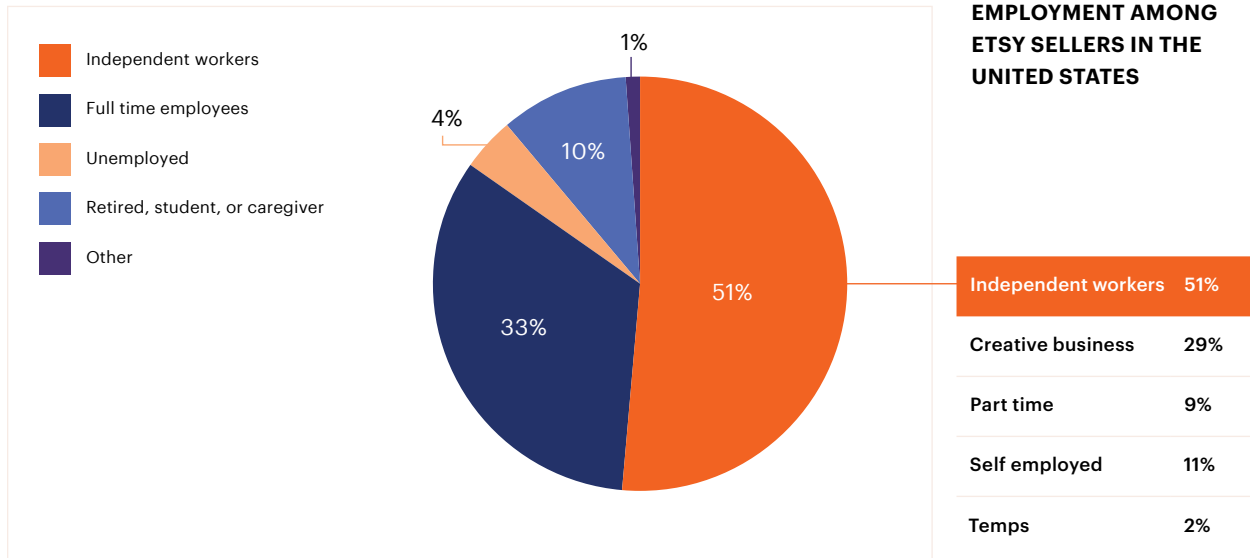
Creative entrepreneurs continue turning to Etsy for financial stability.

- 53% of sellers cite financial challenges as prompting them to start their creative businesses.
- 36% of sellers who started their business in 2021 did so in part due to the pandemic.
- 7 in 10 sellers state that their Etsy income has held steady, if not grown, since the start of the pandemic.
- Despite the challenges due to the pandemic, on average active sellers in the United States have increased their sales by 34% compared to 2019.

Etsy sellers help us understand broader economic trends.

They are emblematic of the changing nature of work.

- 51% work independently,¹⁰ and only 33% have full-time employment.



They have unique needs, particularly for simplification.

- On average, they spend 50% 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 (48%).

They seek success on their own terms.

- 84% want to grow their businesses, but 58% of sellers do not want to grow so big that they would have to hire others. While 67% cite supplementary income as a motivation for starting a business, nonmonetary motivations are cited more frequently with 68% citing the ability to do something they enjoy as a top motivation.

They're resourceful and agile - ready to meet buyers' needs.

- While 38% of sellers said the pandemic impacted their ability to source supplies in 2021, this shows a potential easing of sourcing challenges compared to 2020, when 46% of sellers indicated it was an issue.

They care about running responsible businesses.

- Over 6 in 10 say it is extremely or very important to run a socially responsible (62%) and more than half say it is extremely or very important to run an environmentally friendly (53%) business.
- More than half leverage packaging that can be recycled and reused.

Methodology

Etsy Sellers with an active shop were randomly selected to take part in a 25 minute online survey from September 30th 2021 – October 17th 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 2401. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the US survey is +/- 2.00%, but may vary per question.

End notes

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- ⁷ [OECD Average Median Wage, 2019](#)
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Etsy Sellers in Florida

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ECONOMIC IMPACT OF FLORIDA ETSY SELLERS

\$1,279,665,500
in economic output

302,400
jobs

\$339,484,600
in income to US households

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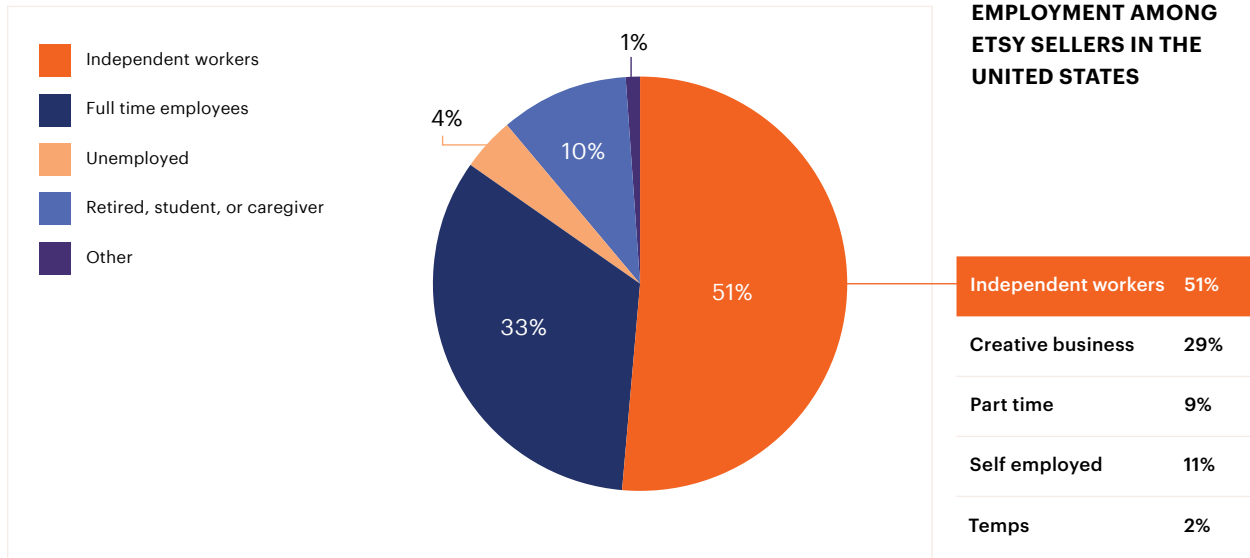
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ECONOMIC IMPACT OF ILLINOIS ETSY SELLERS

\$450,104,900
in economic output

133,900
jobs

\$119,260,900
in income to US households

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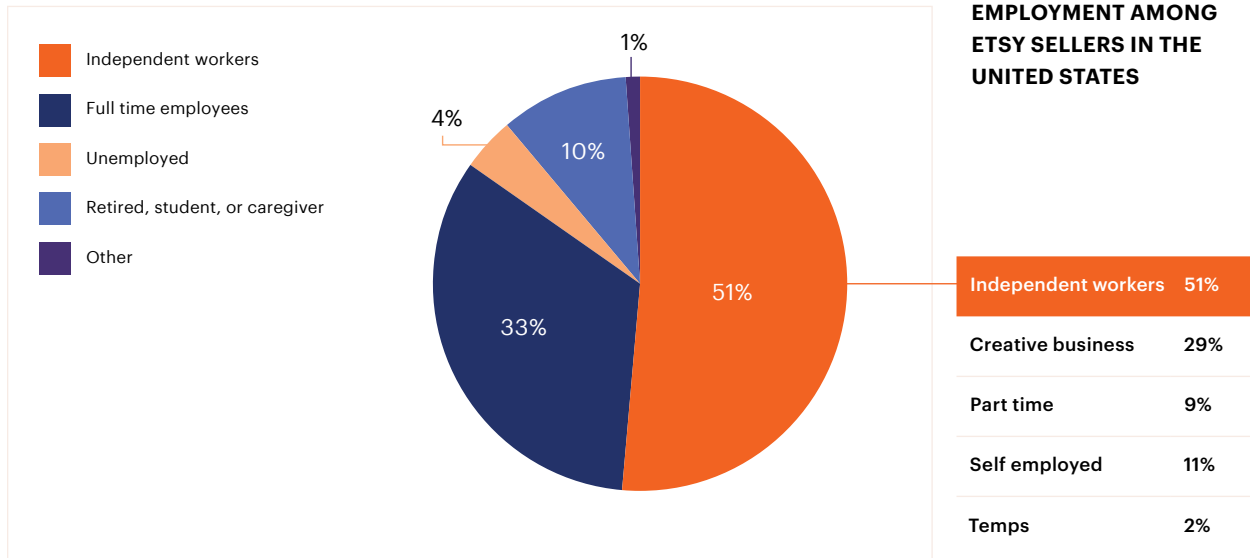
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Etsy Sellers in New York

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ECONOMIC IMPACT OF NEW YORK ETSY SELLERS

\$862,722,100
in economic output

251,500
jobs

\$228,674,400
in income to US households

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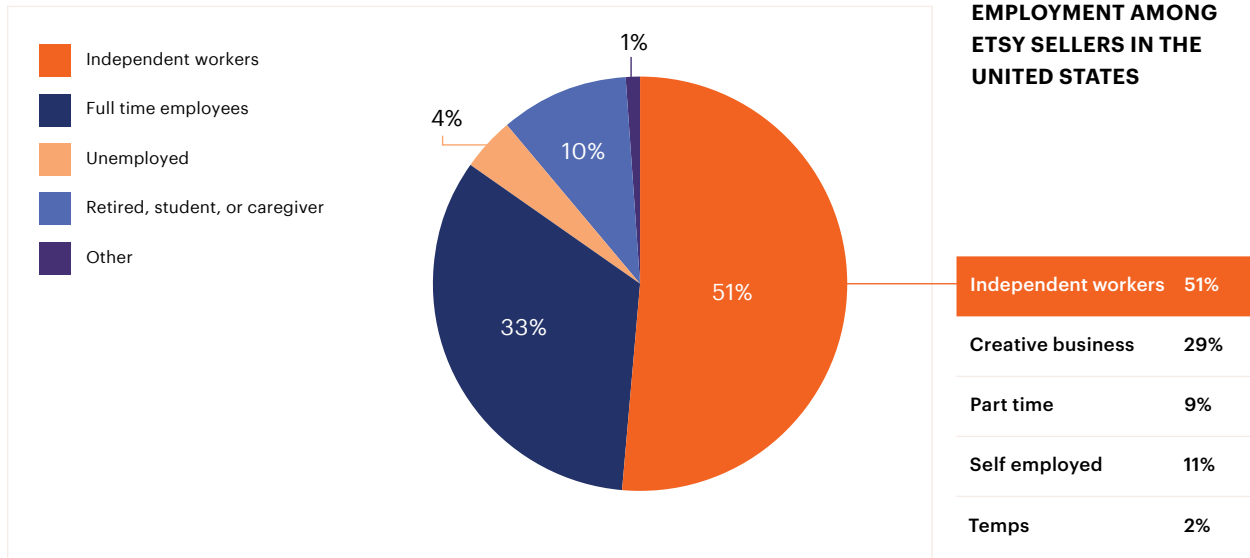
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ECONOMIC IMPACT OF PENNSYLVANIA ETSY SELLERS

\$505,804,800
in economic output

143,300
jobs

\$134,041,600
in income to US households

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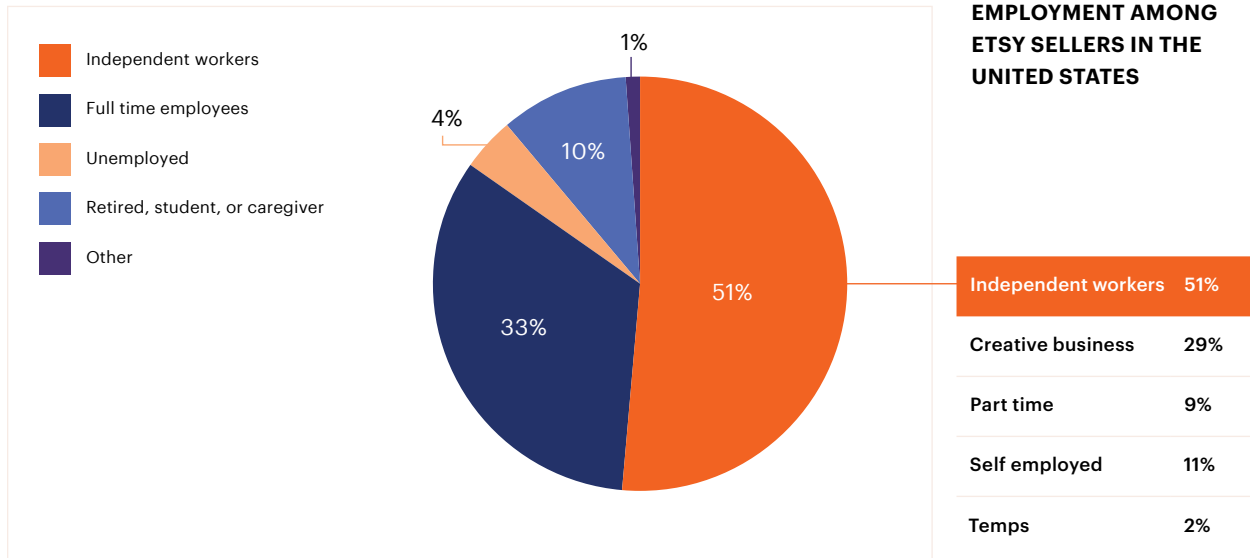
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They are emblematic of the changing nature of work.

- 51% work independently,¹⁰ and only 33% have full-time employment.



They have unique needs, particularly for simplification.

- On average, they spend 50% 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 (48%).

They seek success on their own terms.

- 84% want to grow their businesses, but 58% of sellers do not want to grow so big that they would have to hire others. While 67% cite supplementary income as a motivation for starting a business, nonmonetary motivations are cited more frequently with 68% citing the ability to do something they enjoy as a top motivation.

They're resourceful and agile - ready to meet buyers' needs.

- While 38% of sellers said the pandemic impacted their ability to source supplies in 2021, this shows a potential easing of sourcing challenges compared to 2020, when 46% of sellers indicated it was an issue.

They care about running responsible businesses.

- Over 6 in 10 say it is extremely or very important to run a socially responsible (62%) and more than half say it is extremely or very important to run an environmentally friendly (53%) business.
- More than half leverage packaging that can be recycled and reused.

Methodology

Etsy Sellers with an active shop were randomly selected to take part in a 25 minute online survey from September 30th 2021 – October 17th 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 2401. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the US survey is +/- 2.00%, but may vary per question.

End notes

- ¹ To calculate these results, Etsy commissioned its fourth economic impact study with ECONorthwest, an independent economic consulting firm, to explore the ways Etsy sellers in the United States contribute to the national economic landscape.
- ² All statistics from <https://www.cia.gov/the-world-factbook> unless otherwise noted
- ³ <https://data.worldbank.org/indicator/SP.POP.TOTL.FE.ZS>
- ⁴ Mean age
- ⁵ Median age
- ⁶ <https://data.worldbank.org/indicator/SE.TER.CUAT.BA.ZS>
- ⁷ [OECD Average Median Wage, 2019](#)
- ⁸ 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.
- ⁹ OECD, [Society at a Glance 2019, OECD SOCIAL INDICATORS, A SPOTLIGHT ON LGBT PEOPLE](#)
- ¹⁰ "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 whom their creative business is their sole occupation.

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2021 Seller Census

Etsy Sellers in Texas

Etsy is an online marketplace for handmade and vintage goods. In 2021, Etsy hosted **5.3 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 \$12.2 billion in goods in 2021**.

Overall, Etsy sellers contributed **\$14.3 billion to the U.S. economy in 2021**, up 167% since 2018, and created 3.8 million jobs, enough to employ almost the entire city of Los Angeles. Together, they generated **nearly \$3.8 billion in income to U.S. households**, income that has contributed to economic activity supporting individuals, families and communities globally.¹

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

- **48% sold their goods for the first time on Etsy.**
- **81% are businesses of one.**
- **96% operate their businesses from their homes.**

ECONOMIC IMPACT OF TEXAS ETSY SELLERS

\$1,275,839,000
in economic output

337,300
jobs

\$338,428,700
in income to US households

KEY DEMOGRAPHICS	ETSY SELLERS IN US	US POPULATION ²
Gender (% identify as women)	79%	50.5% ³
Age (years)	44.8 ⁴	38.5 ⁵
Education (% college or more)	55%	35% ⁶
Median Household Income	\$62,000	\$65,836 ⁷
Rural	26%	17.3%
White	76%	72.4%
Hispanic or Latinx (%)	9%	16.3%
Asian or Pacific Islander	6%	5%
Black or African American	7%	12.6%
Native American	3%	0.9%
Other race/ethnicity	4%	6.2%
LGBTQIA+	14% ⁸	3.8% LGB ⁹

KEY DEMOGRAPHIC DIFFERENTIALS OF ETSY SELLERS

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

- For 29%, 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 9.3% of household income, on average.
- 4 in 10 sellers globally have financial dependents; in the United States 23% 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 vast majority (93%) source their vendors and supplies domestically, if not in their own state (48%)
- 17% 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. Among multi-channel sellers, Etsy is their largest sales channel.
- 21% export their goods outside their home country.

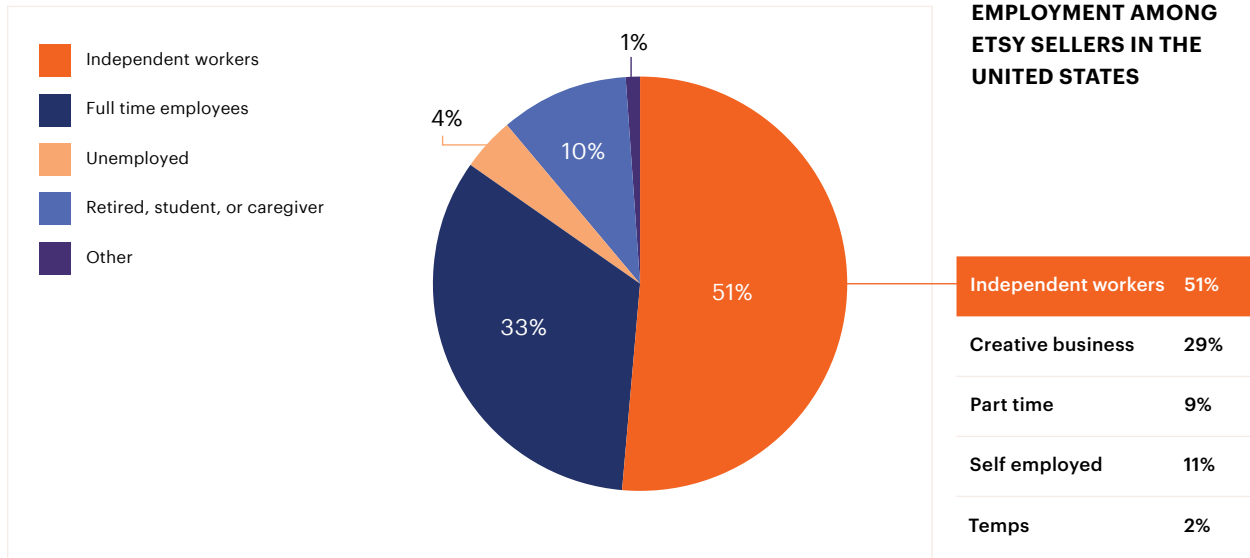
Creative entrepreneurs continue turning to Etsy for financial stability.

- 53% of sellers cite financial challenges as prompting them to start their creative businesses.
- 36% of sellers who started their business in 2021 did so in part due to the pandemic.
- 7 in 10 sellers state that their Etsy income has held steady, if not grown, since the start of the pandemic.
- Despite the challenges due to the pandemic, on average active sellers in the United States have increased their sales by 34% compared to 2019.

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