



**2021**

# Global Etsy Seller Census

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**.

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

- **79% of sellers identify as women.**
- **1 in 4 live in rural areas.**
- **Average age is 44.**
- **84% are businesses of one, and 95% operate their businesses from their homes.**
- **49% sold their goods for the first time on Etsy.**
- **71% consider their shop a business.**

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

- For 32%, 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 have financial dependents, including 25% who have children at home.
- 35% use income from their creative business to cover household expenses like bills, rent, and food; 9% of sellers state it helps to pay for medical expenses while 7% say they use it towards educational expenses.

## Etsy businesses support local communities and the broader economy.

- The vast majority (92%) source for supplies domestically.
- 16% have help (either paid or 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. Among multi-channel sellers, Etsy is their largest sales channel.
- 3 in 10 sellers (29%) export their goods outside their home country.

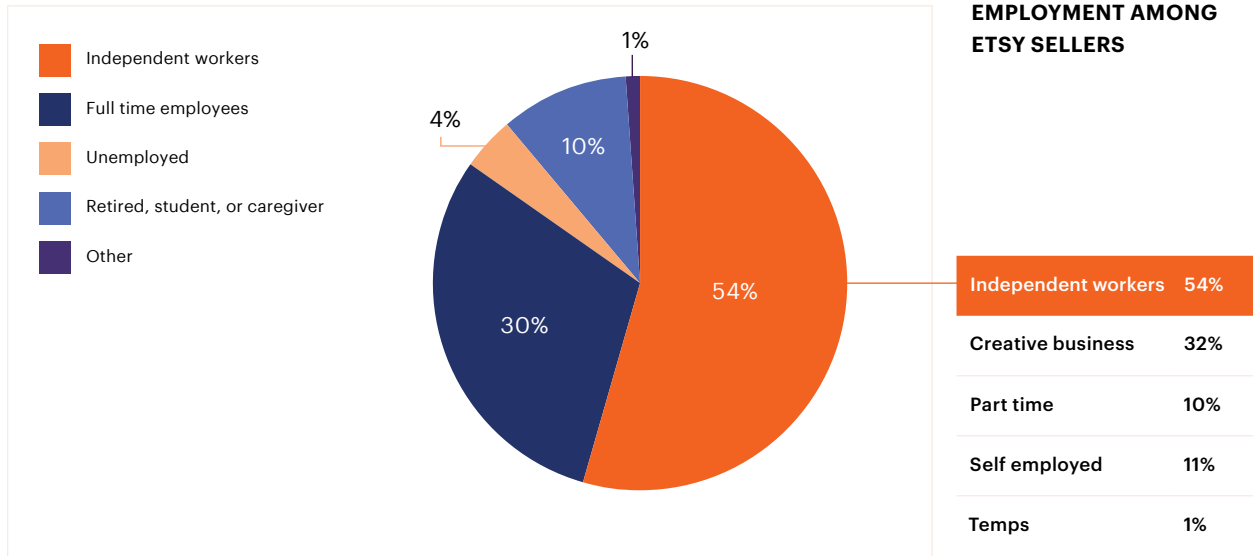
## Creative entrepreneurs continue turning to Etsy for financial stability.

- Half of all sellers cite financial challenges as prompting them to start their creative businesses.
- 34% of sellers who started their business in the last year (2021) did so in part due to the pandemic.
- 7 out of 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 have increased their sales by 23% over the past two years.

## Etsy sellers help us understand broader economic trends.

### They are emblematic of the changing nature of work.

- 54% work independently,<sup>1</sup> and only 30% 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 (46%).

### They seek success on their own terms.

- 82% want to grow their businesses, but 57% of sellers do not want to grow so big that they would have to hire others. While 63% cite supplementary income as a motivation for starting a business, nonmonetary motivations are cited more frequently with 65% citing the ability to express their creativity 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.

- Approximately 6 in 10 say it is extremely or very important to run a socially responsible (62%) and environmentally friendly (57%) business.
- More than half leverage packaging that can be recycled and reused.

# Global 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 global sample size was 6407. Results were weighted to represent Etsy’s global footprint and seller population parameters. The margin of error for the global survey is +/- 1.25%, but may vary per question.

## End notes

<sup>1</sup> “Work independently” as defined by Etsy means those who do not work in traditional full time employment, and includes people who selected: ‘self-employed’, or ‘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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## 2021 Seller Census

# Etsy Sellers in the United States

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.<sup>1</sup>

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.**

KEY DEMOGRAPHICS	ETSY SELLERS IN US	US POPULATION <sup>2</sup>
Gender (% identify as women)	79%	50.5% <sup>3</sup>
Age (years)	44.8 <sup>4</sup>	38.5 <sup>5</sup>
Education (% college or more)	55%	35% <sup>6</sup>
Median Household Income	\$62,000	\$65,836 <sup>7</sup>
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% <sup>8</sup>	3.8% LGB <sup>9</sup>

### 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.

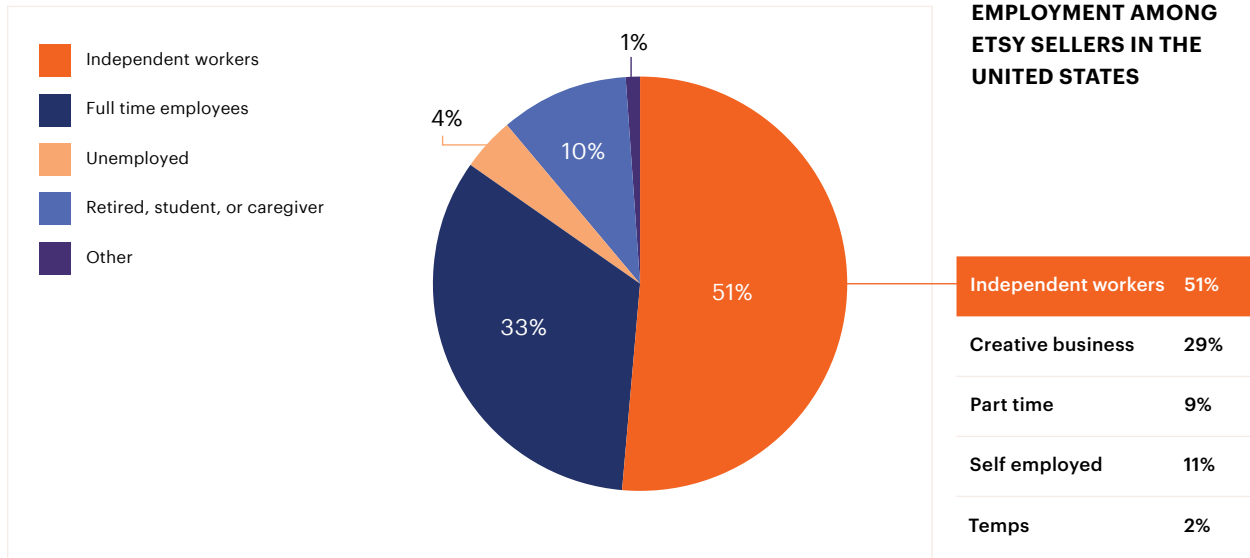
## Creative entrepreneurs continue turning to Etsy for financial stability.

- 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,<sup>10</sup> 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

- <sup>1</sup> 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.
- <sup>2</sup> All statistics from <https://www.cia.gov/the-world-factbook> unless otherwise noted
- <sup>3</sup> <https://data.worldbank.org/indicator/SP.POP.TOTL.FE.ZS>
- <sup>4</sup> Mean age
- <sup>5</sup> Median age
- <sup>6</sup> <https://data.worldbank.org/indicator/SE.TER.CUAT.BA.ZS>
- <sup>7</sup> [OECD Average Median Wage, 2019](#)
- <sup>8</sup> 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.
- <sup>9</sup> OECD, [Society at a Glance 2019, OECD SOCIAL INDICATORS, A SPOTLIGHT ON LGBT PEOPLE](#)
- <sup>10</sup> "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 the United Kingdom

Etsy is an online marketplace for handmade and vintage goods, hosting **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 approximately £9 billion<sup>1</sup> in goods in 2021.**

Overall, there are **960,000 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,

- **56% sold their goods for the first time on Etsy.**
- **87% are businesses of one.**
- **96% operate their businesses from their homes.**

DEMOGRAPHICS	ETSY SELLERS IN UK	UK POPULATION <sup>2</sup>
Gender (% identify as women)	83%	50.6% <sup>3</sup>
Age (years)	43.3 <sup>4</sup>	40.6 <sup>5</sup>
Education (% college or more)	61%	33.9% <sup>6</sup>
Median Household Income	£35,000	£37,154 <sup>7</sup>
Rural	27%	16.1%
White	85%	87.2%
Asian / Asian British	4%	2.3%
Black / African / Caribbean / Black British	2%	3%
Mixed / multiple ethnic groups	2%	2%
Other	1%	3.7%
LGBTQIA+	10% <sup>8</sup>	2.3% LGB <sup>9</sup>

### KEY DEMOGRAPHIC DIFFERENTIALS OF ETSY SELLERS

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

- For 34%, 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 sellers globally have financial dependents; in the UK, 30% have children at home.
- 30% 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 (87%) source their vendors and supplies in the UK.
- 12% have help (both paid and 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. Among multi-channel sellers, Etsy is their largest sales channel.
- 43% export their goods outside their home country.

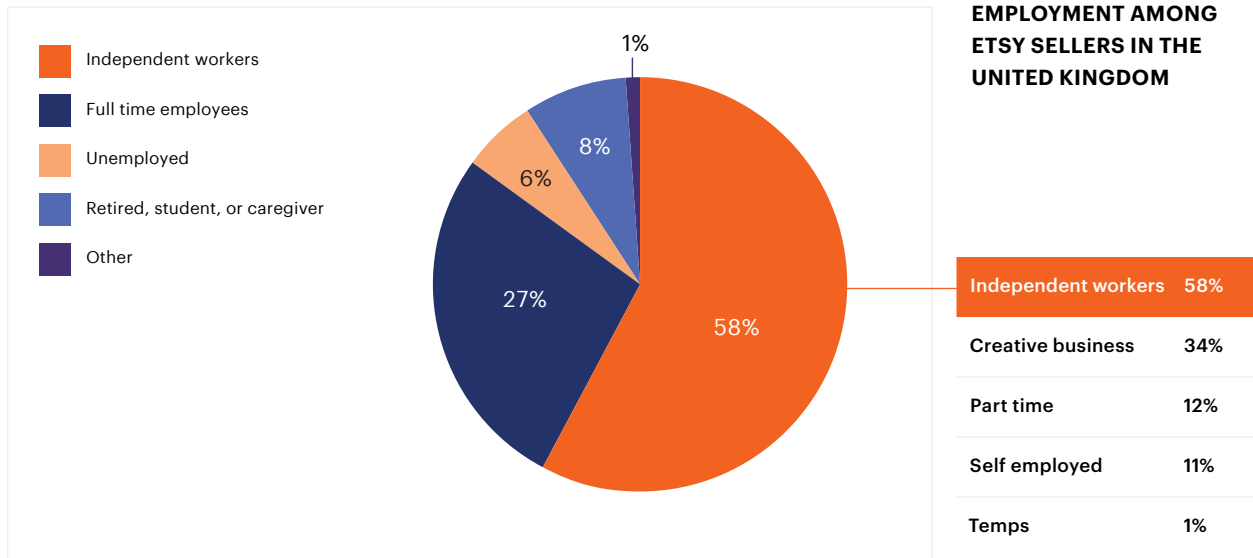
## Creative entrepreneurs continue turning to Etsy for financial stability.

- 46% sellers cite financial challenges as prompting them to start their creative businesses.
- 28% 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.

# Etsy sellers help us understand broader trends in the economy.

## They are emblematic of the changing nature of work.

- 58% work independently,<sup>10</sup> and only 27% have full-time employment.



## They have unique needs, particularly for simplification.

- On average, they spend 52% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are marketing their businesses (48%) and understanding how to grow their business (45%).

## They seek success on their own terms.

- 79% want to grow their businesses, but 60% of sellers do not want to grow so big that they would have to hire others. While 49% cite supplementary income as a motivation for starting a business, nonmonetary motivations are cited as frequently, with 49% citing the ability to express their creativity as a top motivation.

## They care about running responsible businesses.

- At least 6 in 10 say it is extremely or very important to run a socially responsible (60%) and environmentally friendly (66%) business.
- More than half leverage packaging that is reused and/or contains recycled content. 69% use packaging that is recyclable.

# 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 UK sample size was 1257. Results were weighted to represent Etsy’s global footprint and seller population parameters. The margin of error for the UK survey is +/- 2.76%, but may vary per question.

## End notes

- 11 Translated from US \$12.2 billion using the exchange rate as of December 31, 2021.
- 12 All statistics from <https://www.cia.gov/the-world-factbook> unless otherwise noted
- 13 <https://data.worldbank.org/indicator/SP.POP.TOTL.FE.ZS>
- 14 Mean age
- 15 Median age
- 16 <https://data.worldbank.org/indicator/SE.TER.CUAT.BA.ZS>
- 17 [OECD Average Median Wage, 2019](#)
- 18 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.
- 19 OECD, [Society at a Glance 2019, OECD SOCIAL INDICATORS, A SPOTLIGHT ON LGBT PEOPLE](#)
- 20 “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.

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## 2021 Seller Census

# Etsy Sellers in France

Etsy is an online marketplace for handmade and vintage goods, hosting over **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 approximately **€10.8 billion<sup>1</sup>** in goods in 2021.

Overall, there are nearly 826,000 active Etsy sellers in the European Union, including **171,000 in France**. Etsy offers an on-ramp to creative entrepreneurship for many people who might not have otherwise started a business. In France,

- **47% sold their goods for the first time on Etsy.**
- **91% are businesses of one.**
- **93% operate their businesses from their homes.**

DEMOGRAPHICS	ETSY SELLERS IN FRANCE	FRANCE POPULATION <sup>2</sup>
Gender (% identify as women)	82%	51.6% <sup>3</sup>
Age (years)	42 <sup>4</sup>	41.7 <sup>5</sup>
Education (% college or more)	50%	18% <sup>6</sup>
Median Household Income	€25,000	€39,099 <sup>7</sup>
Rural	39%	19%
LGBTQIA+	11% <sup>8</sup>	1.8% LGB <sup>9</sup>

### KEY DEMOGRAPHIC DIFFERENTIALS OF ETSY SELLERS

## 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 16% of household income, on average.
- 4 in 10 sellers globally have financial dependents; in France 38% 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 majority (73%) source their vendors and supplies in France.
- 9% have help (both paid and unpaid), with most hiring fewer than 5 people.
- They contribute to the broader retail ecosystem, with the majority (67%) 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.
- 45% export their goods outside their home country.

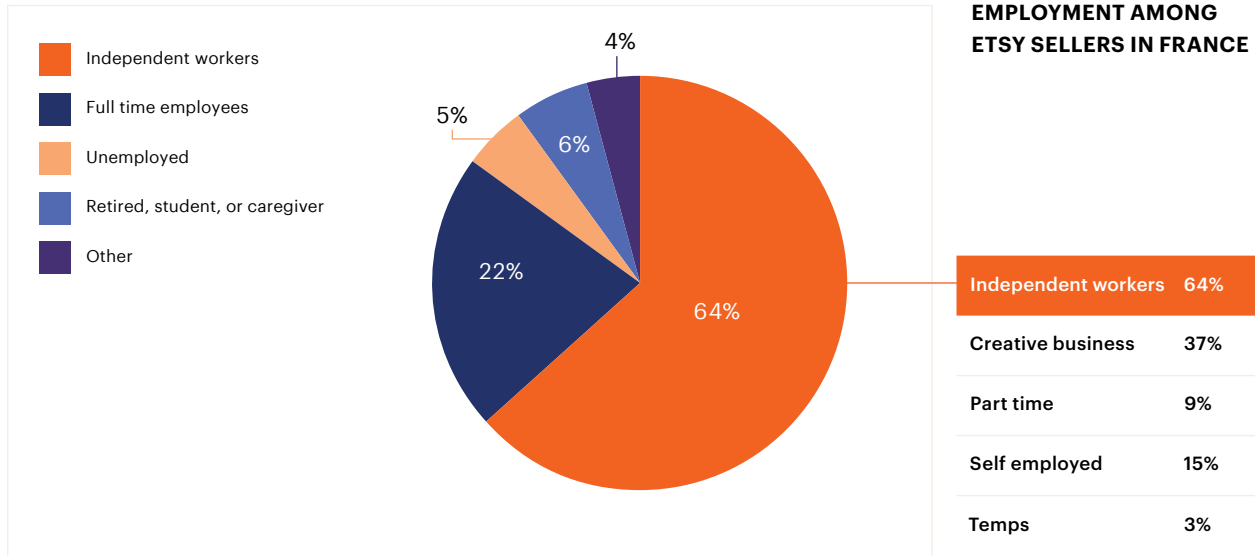
## Creative entrepreneurs continue turning to Etsy for financial stability.

- 54% of sellers cite financial challenges as prompting them to start their creative businesses.
- 33% 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.

# Etsy sellers help us understand broader trends in the economy.

## They are emblematic of the changing nature of work.

- 64% work independently,<sup>10</sup> and only 22% 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 (53%), understanding how to grow their business (39%) and finding enough time to spend on it.

## They seek success on their own terms.

- 69% want to grow their businesses, but 42% of sellers do not want to grow so big that they would have to hire others. While 49% cite supplementary income as a motivation for starting a business, nonmonetary motivations are cited more frequently, with 74% citing the ability to express their creativity as a top motivation.

## They care about running responsible businesses.

- Over 5 in 10 say it is extremely or very important to run a socially responsible (56%) and environmentally friendly (59%) business.
- More than half leverage packaging that is 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 FR sample size was 835. Results were weighted to represent Etsy's global footprint and seller population parameters. The margin of error for the FR survey is +/- 3.4%, but may vary per question.

## End notes

- 1 Translated from US \$12.2 billion using the exchange rate as of December 31, 2021.
- 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', or '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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## 2021 Seller Census

# Etsy Sellers in Germany

Etsy is an online marketplace for handmade and vintage goods, hosting over **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 approximately **€10.8 billion<sup>1</sup>** in goods in 2021.

Overall, there are nearly 826,000 active sellers in the European Union, including **226,000 in Germany**. Etsy offers an on-ramp to creative entrepreneurship for many people who might not have otherwise started a business. In Germany,

- **47% sold their goods for the first time on Etsy.**
- **73% are businesses of one.**
- **92% operate their businesses from their homes.**

DEMOGRAPHICS	ETSY SELLERS IN GERMANY	GERMANY POPULATION <sup>2</sup>
Gender (% identify as women)	79%	50.6% <sup>3</sup>
Age (years)	42.8 <sup>4</sup>	47.8 <sup>5</sup>
Education (% college or more)	52%	25.1% <sup>6</sup>
Median Household Income	€45,000	€42,421 <sup>7</sup>
Rural	41%	22.5%
LGBTQIA+	6% <sup>8</sup>	1.9% LGB <sup>9</sup>

### KEY DEMOGRAPHIC DIFFERENTIALS OF ETSY SELLERS

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

- For 36%, 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 globally have financial dependents; in Germany 15% 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 majority (79%) source their vendors and supplies in Germany.
- 22% 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. Among multi-channel sellers, Etsy is their largest sales channel.
- 43% export their goods outside their home country.

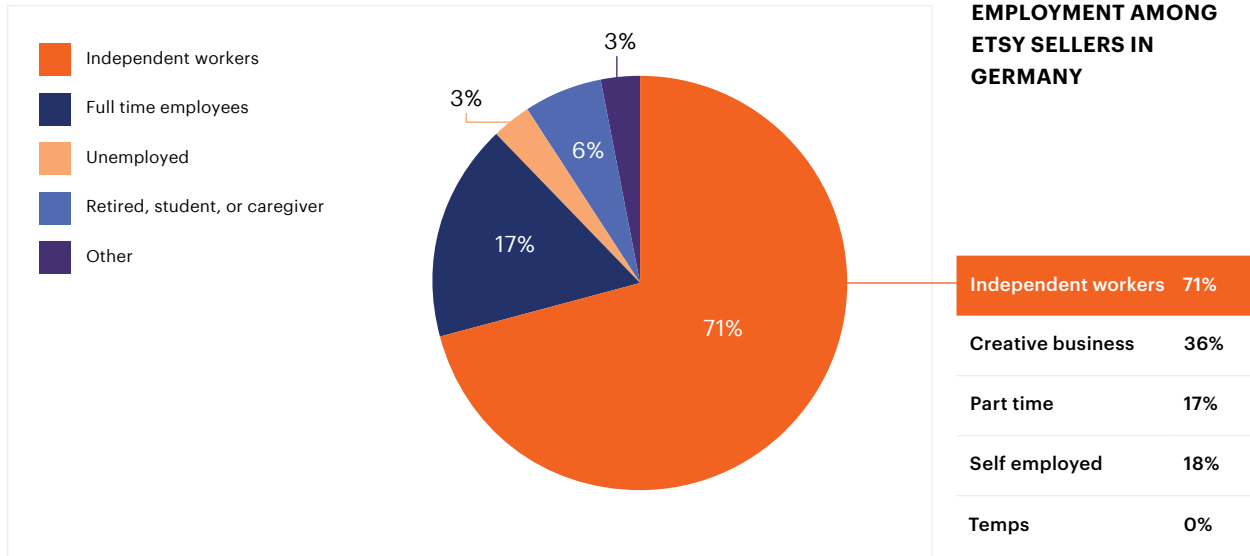
## Creative entrepreneurs continue turning to Etsy for financial stability.

- 41% of sellers cite financial challenges as prompting them to start their creative businesses.
- 12% 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.

# Etsy sellers help us understand broader trends in the economy.

## They are emblematic of the changing nature of work.

- 71% work independently,<sup>10</sup> and only 17% have full-time employment.



## They have unique needs, particularly for simplification.

- On average, they spend 52% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are marketing their businesses (56%) and understanding how to grow their business (38%).

## They seek success on their own terms.

- 76% want to grow their businesses, but 52% 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, nonmonetary motivations are cited more frequently, with 72% citing the ability to express their creativity as a top motivation.

## They care about running responsible businesses.

- 61% say it is extremely or very important to run an environmentally responsible business; 54% say it is extremely or very important to run a socially responsible business.
- More than half leverage packaging that is reused and recyclable.

# 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 DE sample size was 617. Results were weighted to represent Etsy’s global footprint and seller population parameters. The margin of error for the DE survey is +/- 4.0%, but may vary per question.

## End notes

- 1 Translated from US \$12.2 billion using the exchange rate as of December 31, 2021.
- 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’, or ‘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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## 2021 Seller Census

# Etsy Sellers in Canada

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 approximately **CA \$15.5 billion<sup>1</sup>** in goods in 2021.

Overall, there are **378,000 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,

- **50% sold their goods for the first time on Etsy.**
- **81% are businesses of one.**
- **97% operate their businesses from their homes.**

DEMOGRAPHICS	ETSY SELLERS IN CANADA	CANADA POPULATION <sup>2</sup>
Gender (% women)	80%	50.4% <sup>3</sup>
Age (years)	41.8 <sup>4</sup>	40.6 <sup>5</sup>
Education (% college or more)	38%	25.8% <sup>6</sup>
Median Household Income	CA\$70,000	CA\$69,175 <sup>7</sup>
Rural	24%	18.4%
LGBTQIA+	16% <sup>8</sup>	3.3% LGB <sup>9</sup>

### 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% of household income, on average.
- 4 in 10 sellers globally have financial dependents; in Canada 24% have children at home.
- 37% 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 (59%).
- 18% 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. Among multi-channel sellers, Etsy is their largest sales channel.
- 55% export their goods outside their home country.

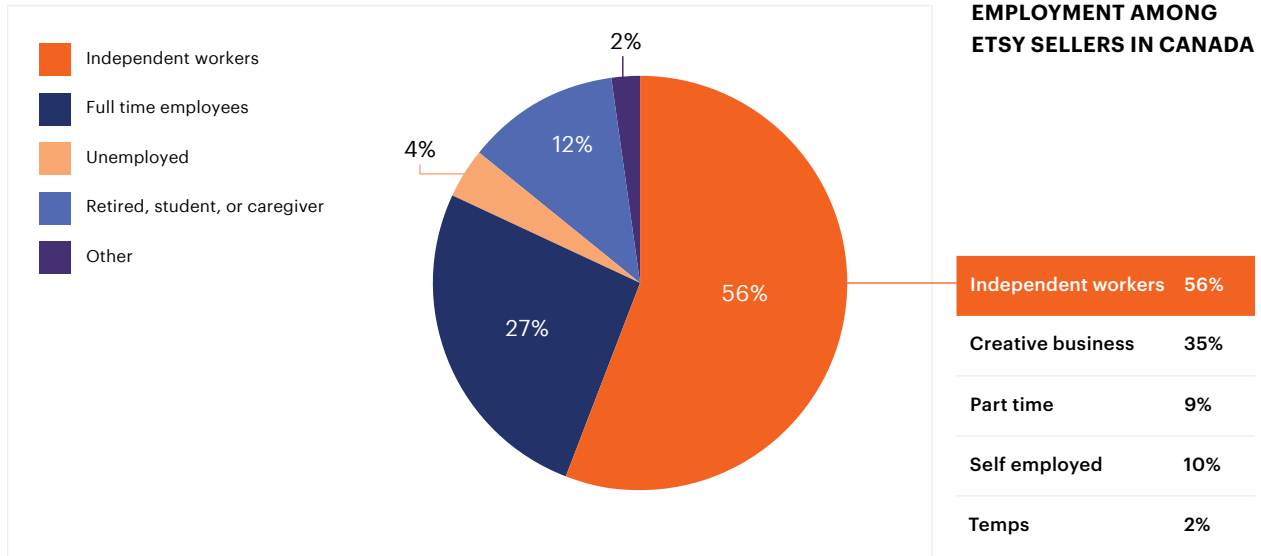
## Creative entrepreneurs continue turning to Etsy for financial stability.

- 53% of sellers cite financial challenges as prompting them to start their creative businesses.
- 42% 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.

## Etsy sellers help us understand broader trends in the economy.

### They are emblematic of the changing nature of work.

- 56% work independently,<sup>10</sup> and only 27% have full-time employment.



### They have unique needs, particularly for simplification.

- On average, they spend 55% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are marketing their businesses (55%) and dealing with inconsistent sales (48%).

### They seek success on their own terms.

- 80% want to grow their businesses, but 57% of sellers do not want to grow so big that they would have to hire others. While 62% cite supplementary income as a motivation for starting a business, nonmonetary motivations are cited more frequently, with 70% citing the ability to express their creativity as a top motivation.

### They care about running responsible businesses.

- Over 6 in 10 say it is extremely or very important to run a socially responsible (65%) and environmentally friendly (62%) business.
- More than half leverage packaging that is reusable and recyclable.

# 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 Canada sample size was 1064. Results were weighted to represent Etsy’s global footprint and seller population parameters. The margin of error for the Canada survey is +/- 3.0%, but may vary per question.

## End notes

- 1 Translated from US \$12.2 billion using the exchange rate as of December 31, 2021.
- 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’, or ‘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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## 2021 Seller Census

# Etsy Sellers in India

Etsy is an online marketplace for handmade and vintage goods, hosting over **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 approximately **₹907.7 billion<sup>1</sup>** in goods in 2021.

Overall, there are **136,000 active Etsy sellers in India**.

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

- **45% sold their goods for the first time on Etsy.**
- **44% are businesses of one.**
- **85% operate their businesses from their homes.**

DEMOGRAPHICS	ETSY SELLERS IN INDIA	INDIA POPULATION <sup>2</sup>
Gender (% women)	52%	48% <sup>3</sup>
Age (years)	35.1 <sup>4</sup>	28.7 <sup>5</sup>
Education (% college or more)	71%	9.1% <sup>6</sup>
Rural	8%	65.1%
LGBTQIA+	6% <sup>7</sup>	No official estimate

### KEY DEMOGRAPHIC DIFFERENTIALS OF ETSY SELLERS

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

- For 71%, 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 21% of household income, on average.
- 4 in 10 sellers globally have financial dependents; in India 29% have children at home and 37% are supporting parents.
- 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 (77%) source their vendors and supplies domestically, if not in their own state or province (54%).
- 40% have help (both paid and unpaid)
- They contribute to the broader retail ecosystem, with the majority (50%) 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.

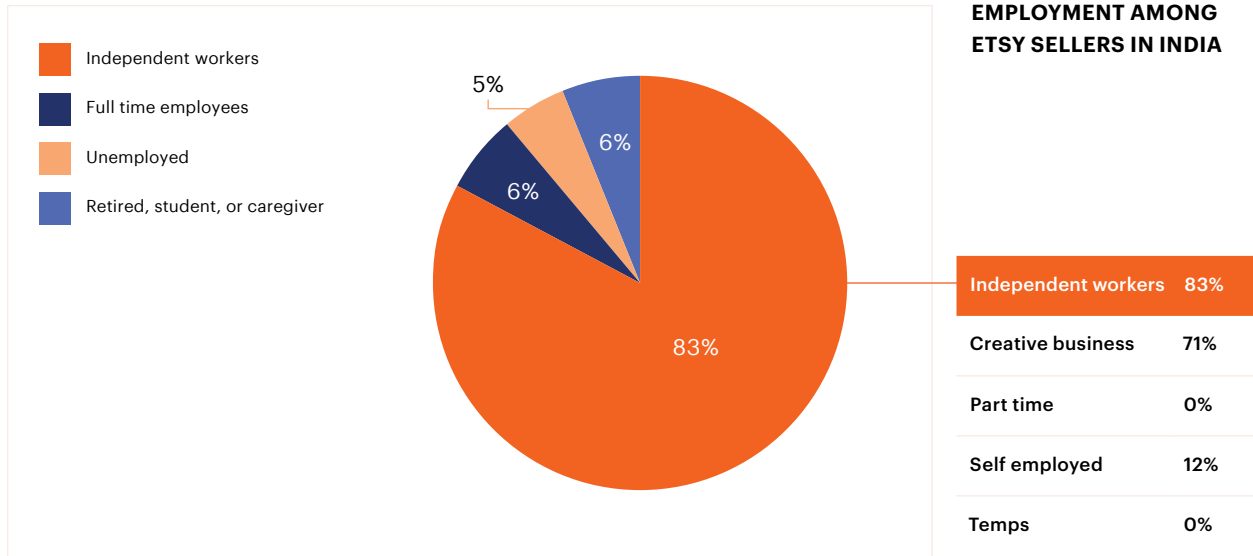
## Creative entrepreneurs continue turning to Etsy for financial stability.

- 55% of sellers cite financial challenges as prompting them to start their creative businesses.
- 40% of sellers who started their business in 2021 did so in part due to the pandemic.

## Etsy sellers help us understand broader trends in the economy.

### They are emblematic of the changing nature of work.

- 83% work independently,<sup>8</sup> and only 6% have full-time employment.



### They have unique needs, particularly for simplification.

- On average, they spend 39% of their business time making/designing and the rest on other administrative tasks.
- Major challenges are understanding how to market and promote their business (66%), how to grow their business (53%), and dealing with inconsistent sales (53%).

### They seek success on their own terms.

- 88% want to grow their businesses, but 23% of sellers do not want to grow so big that they would have to hire others. While 50% cite supplementary income as a motivation for starting a business, nonmonetary motivations are cited more frequently, with 78% citing the ability to express their creativity as a top motivation.

### They care about running responsible businesses.

- Approximately 9 in 10 say it is extremely or very important to run a socially responsible (88%) and environmentally friendly (90%) business.
- 23% of sellers cite running a more environmentally and socially responsible business as a goal in the next two years.

# 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 India sample size was 233. Results were weighted to represent Etsy’s global footprint and seller population parameters. The margin of error for the India survey is +/- 6.4%, but may vary per question.

## End notes

- 1 Translated from US \$12.2 billion using the exchange rate as of December 31, 2021.
- 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
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- 6 <https://data.worldbank.org/indicator/SE.TER.CUAT.BA.ZS>
- 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 “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.

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