

Etsy



# SHINY AND NEW

Marketplace Insights:  
Seller Guide to Early 2020 Trends

# Ready, Set, Refresh

We're helping you get a head start on a successful 2020 with a fresh Marketplace Insights report.

Inside, find key timing, Etsy search data, trends, and tips for taking advantage of upcoming occasions and category-specific opportunities. Kick off the new year by tapping into shoppers' sense of possibility. Then, make the most of Valentine's Day—the first major shopping event of the year—before shifting to early spring. Here's to your best year yet!

# Get Motivated

- 03 How to use this report
- 04 Seasonal overview
- 05 Key timing calendar
- 06 Occasion opportunities
- 07 Valentine's Day
- 09 St. Patrick's Day
- 10 Easter & Passover
- 11 Etsy 2020 Color of the Year
- 12 Category trends
- 13 Weddings & Party
- 18 Home & Living
- 23 Jewelry & Accessories
- 31 Clothing
- 38 Craft Supplies & Tools
- 43 Seasonal shop checklist

# How to Use This Report

There are lots of ways to put the insights in this report to work in your shop, from small updates like tweaking your tags to dreaming up fresh designs. Here are some places to start:

- Get inspiration for new products (including add-on items which can increase your average order value and help your customers unlock free shipping by spending \$35 or more if you offer a US free shipping guarantee).
- Time your inventory to take advantage of upticks in relevant searches.
- Choose which listings to promote through Etsy Ads (ex: start promoting Valentine's Day items in January as searches for Valentine's items increase).
- Update your photos with on-trend styling.
- Update your Shop Banner with seasonal details.
- Include relevant seasonal search terms in your tags, titles, and descriptions.

**Some advice:** Only tap the trends that feel right for your business. If a trend doesn't resonate with you or your target customer, skip it.



# Great Things Ahead

"I'm predicting 2020 will be a year when shoppers will be more mindful of their purchases and look for items with purpose."

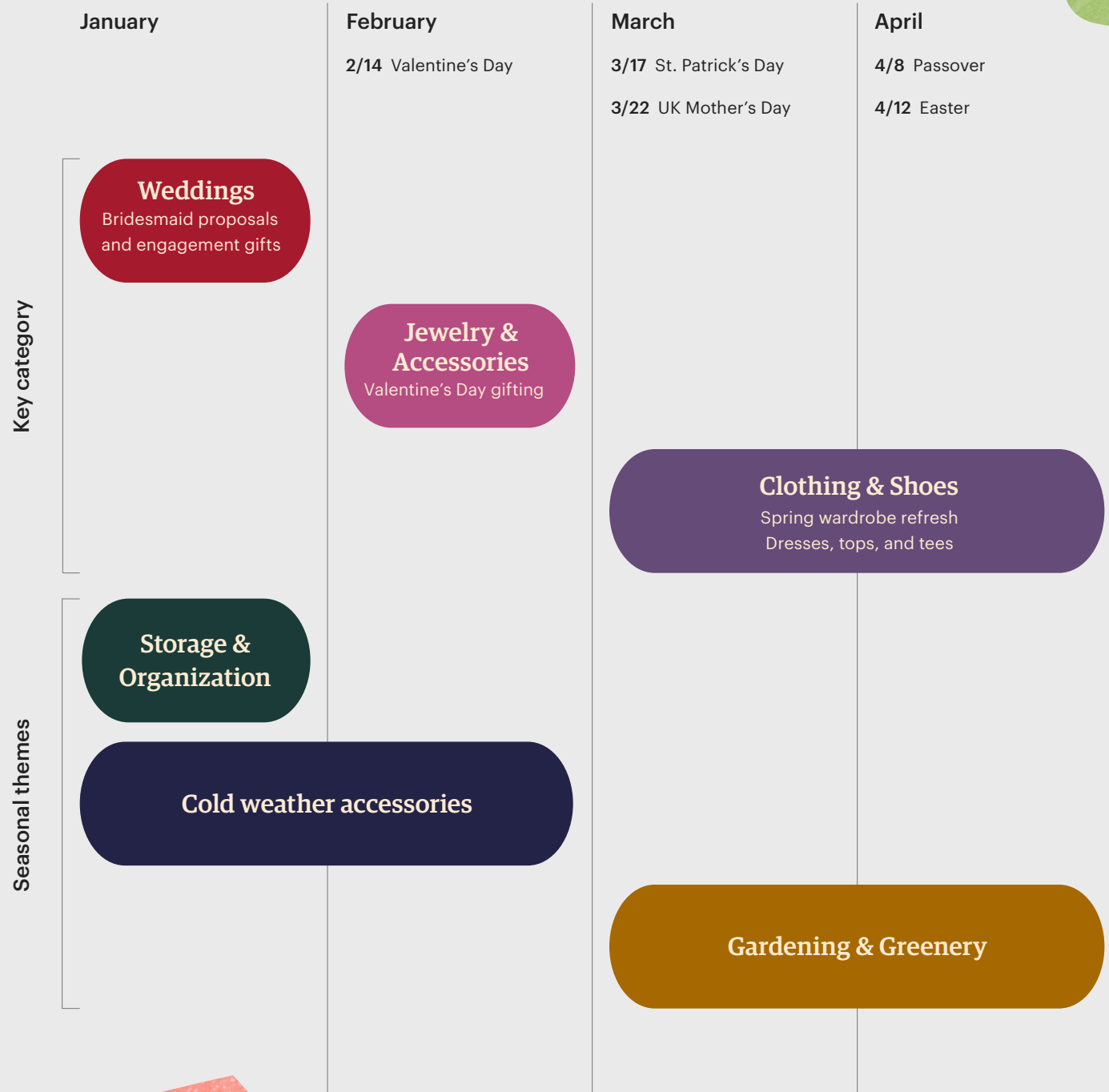


Dayna Isom Johnson  
Etsy Trend Expert



# Key Timing

Here's a look at upcoming seasonal shopping patterns and what Etsy plans to promote to buyers over the next few months. This calendar includes categories and subcategories where we tend to see strong buyer interest at this time of year, as well as important shopping occasions.







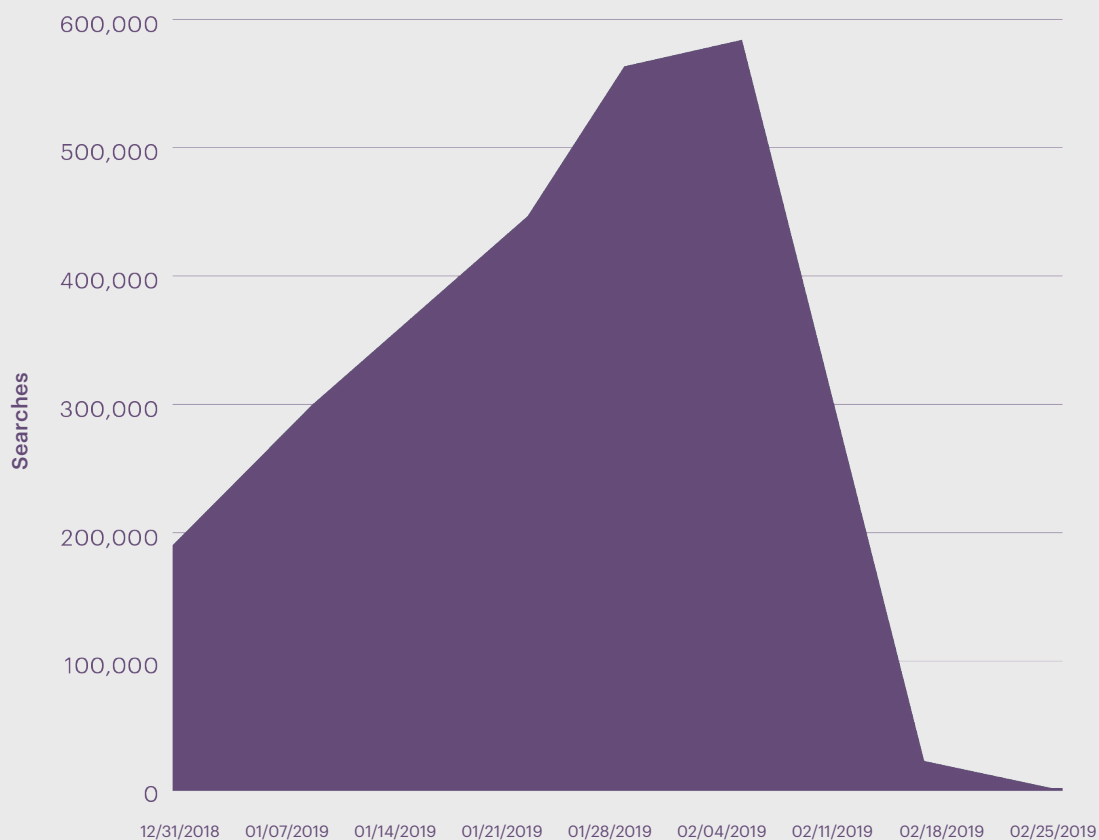
# Occasion Opportunities





# Valentine's Day Spotlight

## Valentine's Day shopping on Etsy picks up in January



Valentine's Day-related searches start picking up in January and peak the first week of February.

Source: 2019 searches containing "valentine"

Valentine's Day (Feb 14) is the first big shopping occasion of the year, and there's a lot of love to go around. In recent years, the holiday has expanded beyond romantic affection to become a celebration of friendships, family (especially kids), precious pets, and even treating yourself.

2019 Valentine's Day shoppers planned to spend 42% of their budget on gifts for people other than romantic partners, according to the National Retail Federation. This number was up from 38% the year before. And, in a recent Etsy buyer survey, 35% of shoppers said they plan to buy Valentine's Day gifts for kids. This creates opportunities to appeal to a wide range of Etsy shoppers.



# Valentine's Day Spotlight

SimplyACBoutique



BlackFicus



## Key categories:

Paper & Party Supplies is the category with the most searches for “valentine.” Other key categories include Home & Living, Clothing, Jewelry & Accessories (such as small leather goods and bags), and Craft Supplies & Tools.

## Top searches:

valentine's day gift for him, valentine's day decor, valentine's day card, valentine's day, valentine's day svg, valentine's day gift for her

## Popular themes:

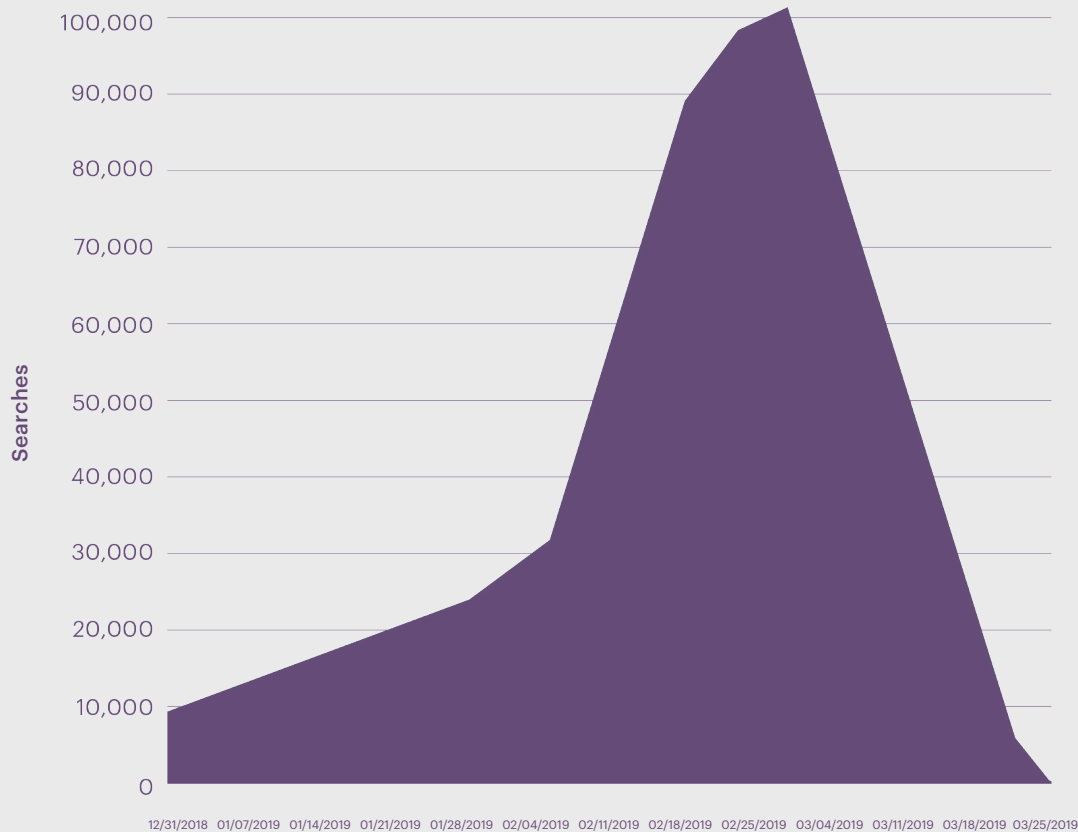
Personalized or custom gifts (including jewelry and star charts), gifts with unique or clever messages, door decor (including wreaths), best friend gifts, cards (funny cards, cards featuring unique details like carvings, cards for him), collections or baskets of affordable items for kids, hobby-related items, small everyday items (keychains), frames and creative photo holders

## Tips:

- Secure sales from last-minute shoppers by offering ready-to-ship items.
- Consider discounting items that make great Valentine's Day gifts in time to capture peak Valentine's shoppers looking for a sweet deal. To set up a sale, visit your sales and coupons tool within the Marketing tab in your Shop Manager.

# St. Patrick's Day Spotlight

## St. Patrick's Day shopping on Etsy picks up in February



St. Patrick's Day searches surge in early February and peak the first week of March.

Source: 2019 US searches containing "st pat"

St. Patrick's Day (Mar 17) brings shoppers to Etsy in search of festive decor and novelty items like T-shirts. They'll be looking for shamrock motifs, tees with sassy sayings, and bright wreaths to amp up the fun of the Irish holiday.

### Key categories:

Clothing, Craft Supplies & Tools, Home & Living, Paper & Party Supplies

### Top searches:

st patrick's day shirt women, st patrick's day shirt, st patrick day svg, st patrick day decor, st patrick day wreath

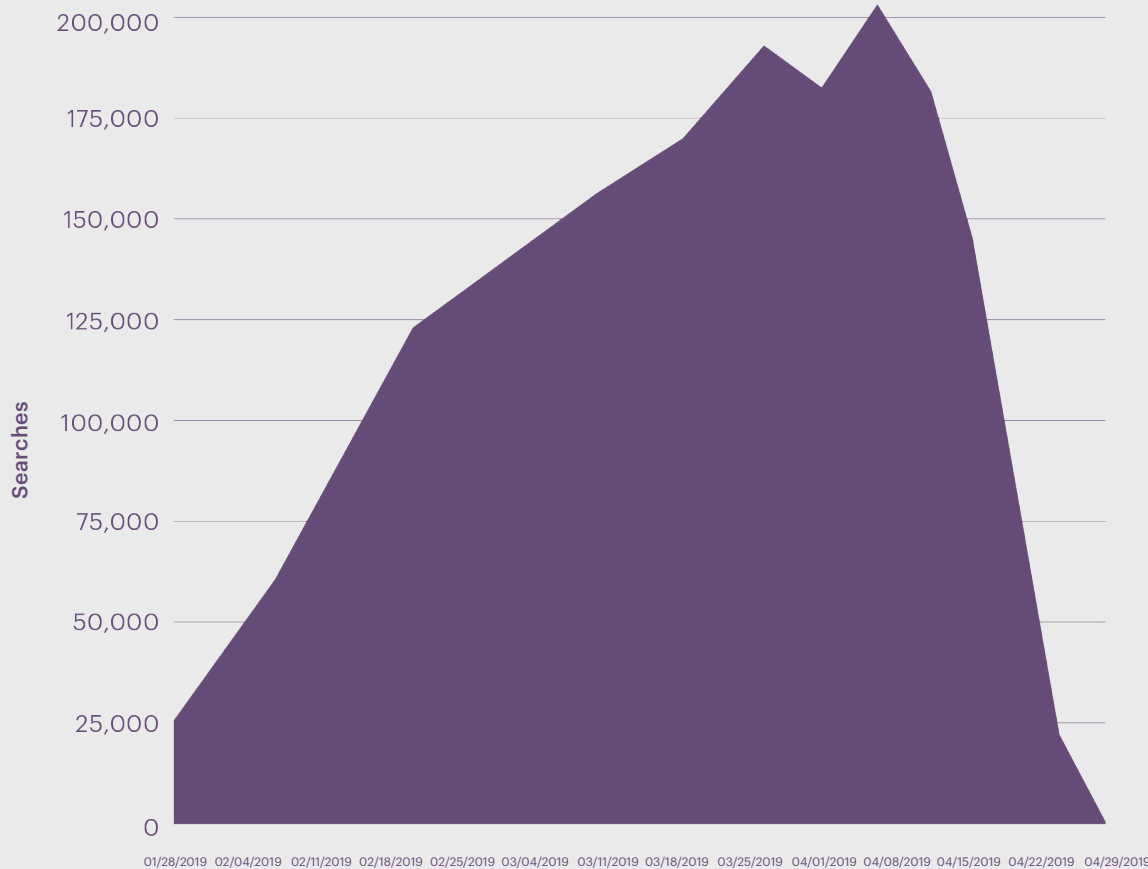
### Popular themes:

shamrocks; wreaths; tees and tanks; lucky theme; home decor; lockets; personalized home decor, jewelry, and clothing



# Easter & Passover Spotlight

## Easter shopping on Etsy increases in February



Easter-related searches start to pick up in early February. With Easter falling one week earlier than last year, we anticipate searches peaking the last week in March.

Source: 2019 searches containing "easter"

Passover (Apr 8) and Easter (Apr 12) fall more than a week earlier than last year. As Easter shoppers prepare for family gatherings, they'll be working up an appetite for all things spring, from pastel-colored eggs to fresh floral dresses. Meanwhile, Passover shopping revolves around setting and decorating the table.

### Key categories and subcategories:

Clothing, Home & Living, Craft Supplies & Tools, Hats

### Top Easter searches:

easter basket, easter svg, easter decoration, easter wreath, easter gift, personalized easter basket, easter egg

### Popular Easter themes:

Easter baskets, seasonal decorations, wreaths, bunnies, eggs, carrots, personalized home decor, jewelry, accessories (like dressy hats)

### Top Passover searches:

passover decorations, passover place cards, passover plate, passover gifts, passover table, passover table runner

# Etsy's 2020 Color of the Year: Chartreuse

A contrast from last year's burnt orange, this vivid tone evokes feelings of excitement, growth, and a sense of harmony, explains Etsy Trend Expert Dayna Isom Johnson. "Shades of green also represent nature and health, which ties back to the mindful shopping trend I'm predicting for 2020," says Dayna.



VivianandB



stansberry





# Category Trends





# Weddings & Party

“Couples are going the extra mile to plan celebrations that feel uniquely theirs and are filled with photo-worthy details their guests will always remember.”



Emiko Yoshii  
Category Manager, Weddings



# Key Timing

While summer is the peak period for wedding ceremonies, the holiday season sees the most marriage proposals, which leads to a burst of wedding shopping in January. These newly engaged couples are looking for inspiration as they kick off the exciting early stages of wedding planning. They'll be on the hunt for quick buys like bridesmaid proposal cards as well as bigger, long-lead purchases like wedding dresses and invitation suites.

January

February

March

April

## Bridesmaid proposals & Engagement gifts

**Key searches:** bridesmaid proposal, will you be my bridesmaid, bridesmaid gift, engagement gift

## Pre-wedding festivities

**Key searches:** bridesmaid gift, bridesmaid robe, groomsmen gift, bachelorette party, bridal shower

## Early wedding planning

**Key searches:** wedding dress, wedding hair accessories, wedding veil, wedding decor, save the dates, wedding invitations, wedding favors

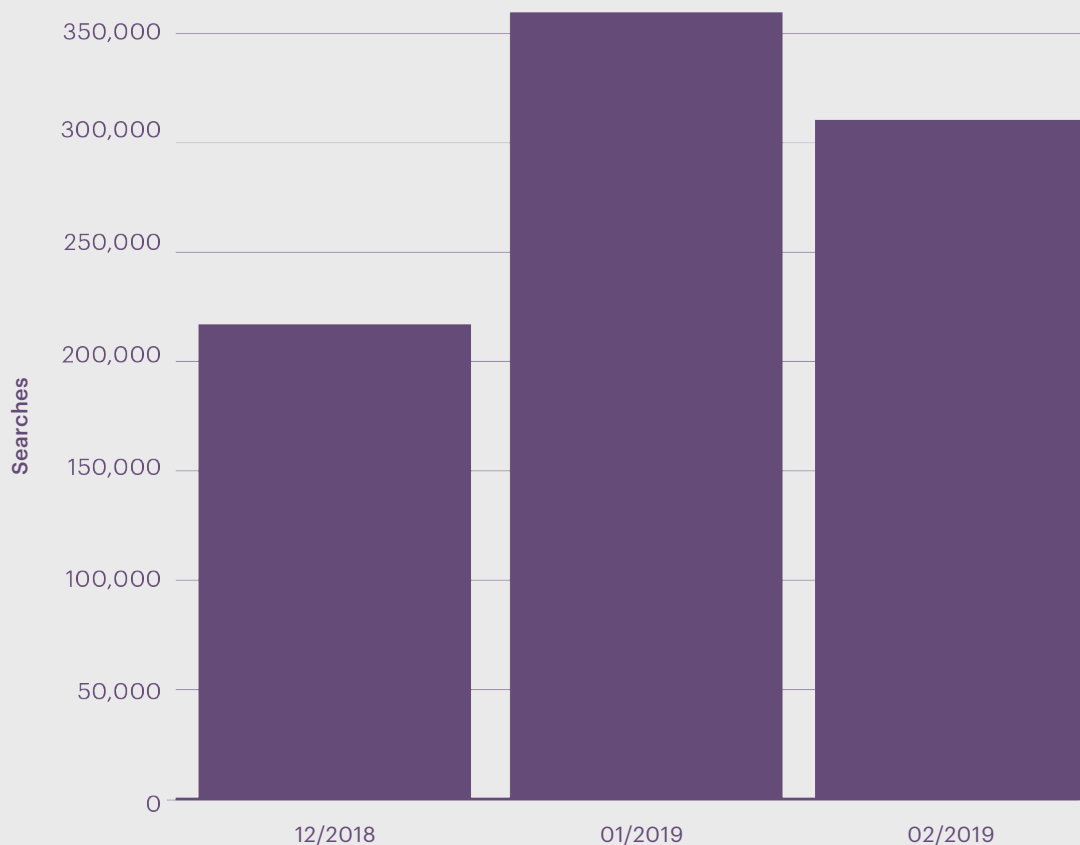
## Valentine's Day gifts

## Wedding decor

**Key searches:** wedding decor, wedding signs, wedding centerpiece, table runners, wedding backdrop, wedding favors

# Category Overview

## Spotlight on bridesmaid-related searches



We see a jump in searches for bridesmaid proposal and gift items in January, following peak engagement season.

Source: 2018-2019 searches containing “bridesmaid”

## Key opportunities:

- January sees a big uptick in shopping for bridesmaid gifts and bridesmaid proposals (ex: “Will you be my bridesmaid?” card).
- Winter engagement season creates a demand for engagement gifts (ex: ring dish, we’re tying the knot bracelet, Mr(s). and Mr(s). items).
- Newly engaged shoppers will begin shopping for long-lead purchases like wedding dresses, veils, and invitation suites.
- Consider shopping needs for all the events preceding a wedding, including showers and bachelor(ette) parties.

## Focus areas:

- Gifts & Mementos is the most popular subcategory, led by wedding party gifts, favors, and gifts for the couple.
- Decorations are the second most popular subcategory, as shoppers seek out creative centerpieces, signs, and table numbers.



# Wedding Trends

## Eco-friendly weddings

Engaged couples are growing more mindful of their big days' environmental impact, and seeking wedding items made from sustainable or recycled materials.

117% Year-over-year (YoY) increase in wedding searches for "sustainable," "eco-friendly," "recycled," or "upcycled"



# Wedding Trends

JillMakes



## Instagrammable details

Social-savvy couples are racking up the likes with wedding props and decor that beg to have their photos taken.

## Creative bridesmaid proposals

Brides-to-be are making big moments out of popping the question to their bridal party with cards, thoughtful trinkets, and even boxes containing gifts such as personalized jewelry, candles, and champagne flutes.

**Paper & Party Supplies opportunity:** “bridesmaid proposal card” and “will you be my bridesmaid card” are popular searches.



# Home & Living

“Shoppers are realizing that getting organized doesn’t have to be boring or one-size-fits-all, and are coming to Etsy in search of unique storage solutions that suit their needs and lifestyle.”



Lindsay O'Brien  
Category Manager, Home & Living



# Key Timing

Shoppers begin the year with a focus on getting organized and adding sweet decorating touches to their homes for Valentine's Day, before shifting focus to spring occasions and gardening.

January

## Storage & Organization

**Key searches:** laundry organizer, kitchen storage, ring cones, ring stands, ring dishes, earring holders, jewelry organizer, floating shelves, shelf brackets, makeup organizer

February

## Easter

**Key searches:** easter baskets, personalized easter baskets, easter decorations, easter wreaths, basket stuffers, easter eggs, easter garland

## Spring wreaths

**Key searches:** easter wreaths, spring wreaths, magnolia wreaths, boxwood wreaths, patrick's Day wreaths, Mardi Gras wreaths

## Baptism & First Communion gifts

**Key searches:** baptism gifts, rosary beads, picture frames, personalized baby blankets

March

April

## Valentine's Day decor

**Key searches:** valentine's wreaths, heart wreath, valentine's decor, candles, love sign, valentine pillow

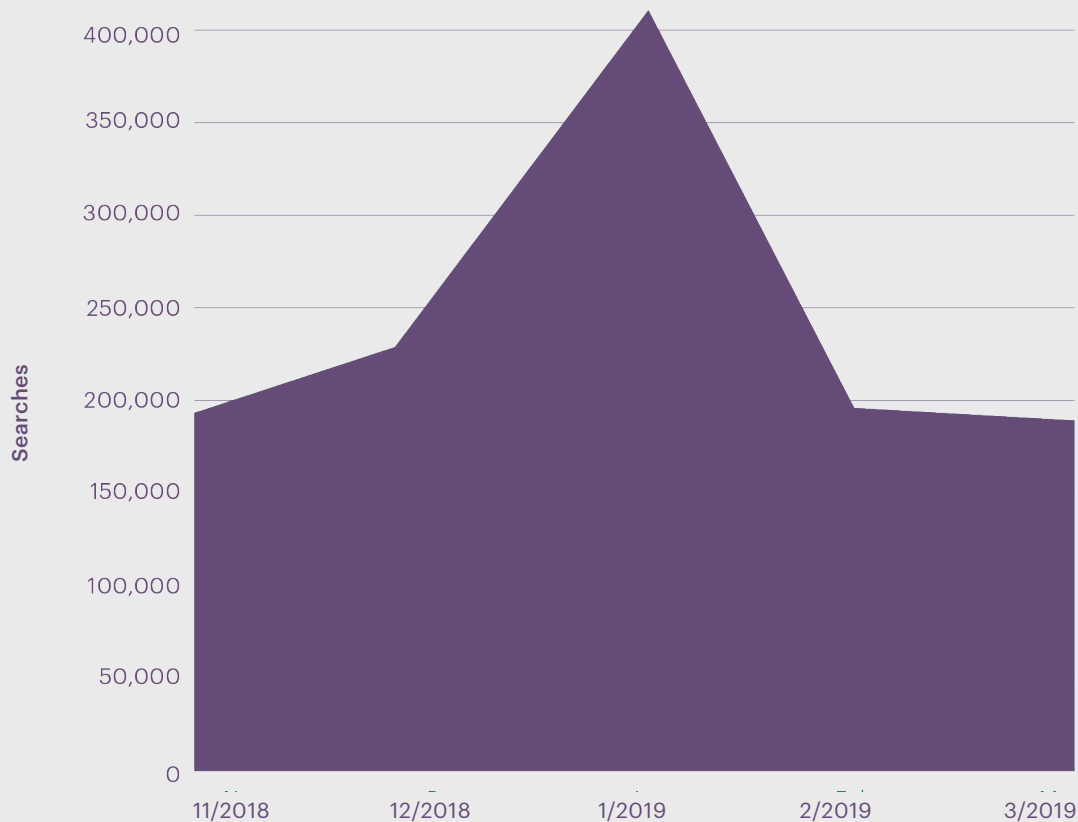
## Gardening & Greenery

**Key searches:** planter, plant stand, macrame plant hanger, garden flag, wind chime, bird feeder



# Category Overview

## Spotlight on storage-related searches



We see searches for storage and organization items double in January.  
Source: 2018-2019 searches for “storage,” “organization,” or “organizer.”

### Key opportunities:

- January searches for storage and organization spike as shoppers get motivated to tidy their homes for a new year.
- Shoppers know what they’re looking for: Specific searches (for, say, “jewelry organizer,” “laundry organizer,” and “kitchen storage”) outnumber more general searches like “baskets.”
- In January and February, shoppers prepare for Valentine’s Day by purchasing decor such as wreaths, and home items for gifting.
- In March, shoppers begin turning their focus to gardening items as they get into spring prep mode.

# Home & Living Trends

## Jewelry storage

Shoppers will be eyeing creative ways to house their jewelry for a new year, especially any new jewelry they received over the holiday or from a proposal. Put a spin on ring stands, earring holders, and jewelry boxes with personalization and fresh materials like glass.

## Statement shelving

Floating shelves, wall organizers, and shelf brackets are popular this time of year as shoppers seek ways to keep their living spaces neat. In-demand styles include geometric (ex: hexagon, triangle), rustic, mountain-shaped, and ladder shelves.

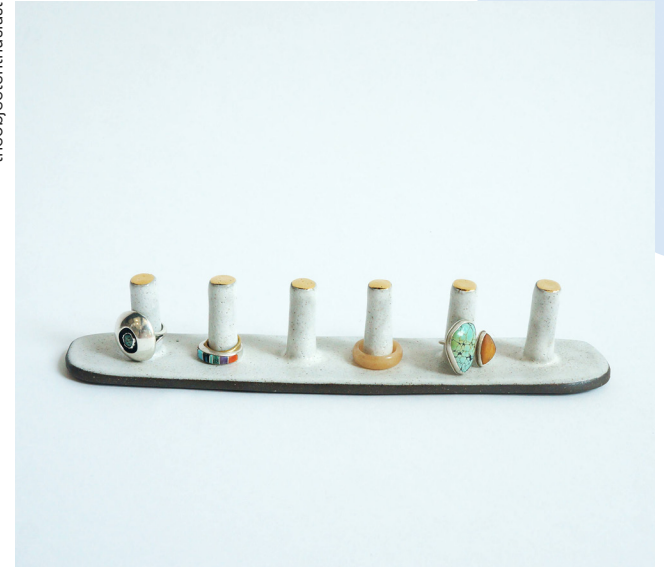
## Front door decor

Valentine's wreaths were the most-searched decor item last Valentine's season. Expect shoppers to seek out new wreaths through the season for other occasions like St. Patrick's Day and Easter.

28% YoY increase in Home & Living searches for "wreath"

Vintage opportunity:  
Using tags like "storage" or "organizer," highlight how salvaged items can make interesting storage devices.

theobjectenthusiast



ElizabethandCoWreath



# Home & Living Trends

SzkoGlass



## Indoor and outdoor gardens

March brings cravings for all things green, from tools and accents for outdoor gardens (garden markers, garden decor) to indoor herb gardens. Meanwhile, planters—especially quirky ones—continue to perform well on our social channels.

## Stained glass accents

We expect this light-catching holiday trend to stay strong into spring, as shoppers look to brighten their homes with stained glass succulents, window hangings, and pieces incorporating fresh flowers.

240% YoY increase in Home & Living searches for “stained glass”



# Jewelry & Accessories

“Think outside the box for fresh custom and personalization options to keep buyers feeling delighted.”



Rachel Refo  
Category Manager, Jewelry & Accessories



# Key Timing

In early 2020, shoppers will be focused on winter accessories and Valentine's Day gifts before turning their attention to fresh accents for spring looks.

January

## New Year inspiration

**Key searches:** inspirational jewelry, leather accessories, headband, gym bag, keychain, handbag, personalized

February

## Cold weather accessories

**Key searches:** hat, fingerless glove, scarf, long glove, knit hat, beanie

## Valentine's Day gifts

**Key searches:** personalize, infinity jewelry, initial necklace, couple keychains, heart, love, wallet, locket, ring, friend, jewelry box, long distance gift, birthstones, rose, watch band, custom coordinate, passport cover, family, zodiac, jewelry for him

March

## Winter hues and fabrics

**Key searches:** velvet accessories, satin headband, jewel tone, pearls

April

## Spring refresh

**Key searches:** floral accessories, pressed flowers, fascinators, silk scarves, wide brim hats, enamel pin, initial necklace, scrunchy, hoop earrings, ear cuff, leather earring, statement earring, gold jewelry, bucket hat, rainbows, silk scarf

Garnet  
birthstone

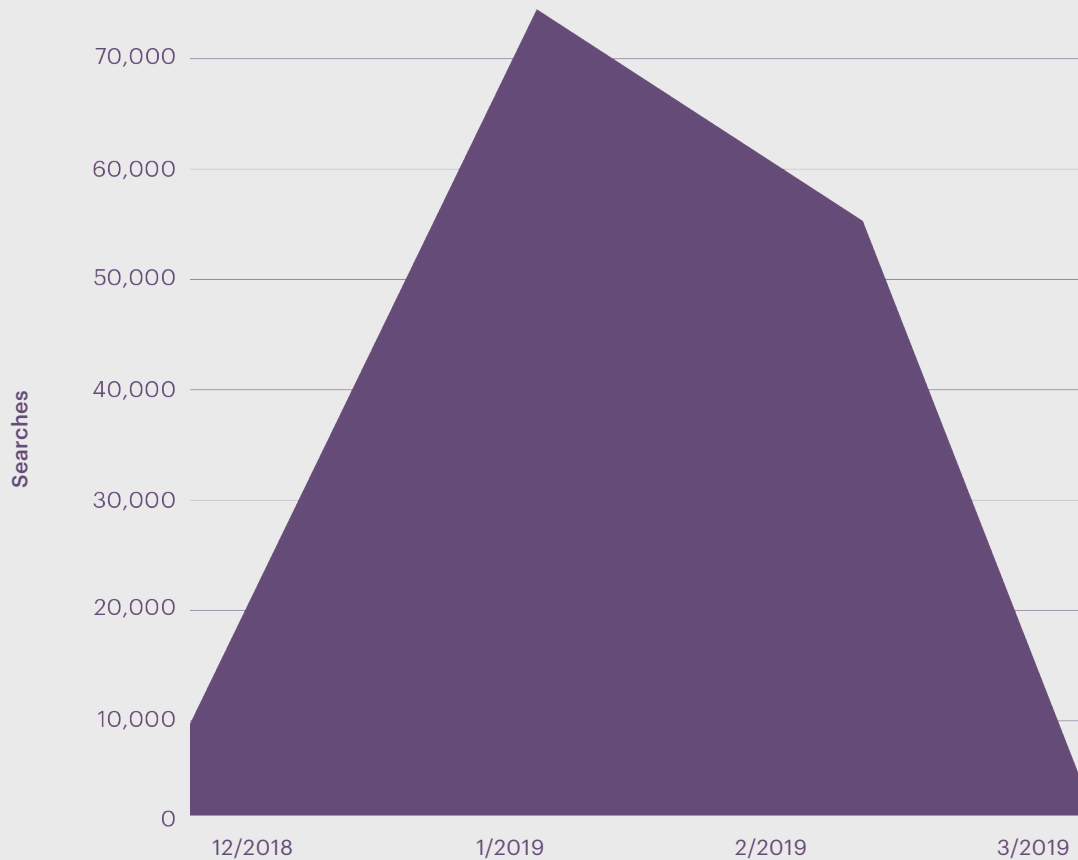
Amethyst  
birthstone

Aquamarine  
birthstone

Diamond  
birthstone

# Category Overview

## Spotlight on Valentine's Day Jewelry & Accessories searches



Searches for Valentine's-related Jewelry & Accessories items peak in January.

Source: 2018-2019 searches containing "valentine."

### Key opportunities:

- In January, shoppers will be focused on Valentine's Day gifting and cold weather accessories to get them through winter in style—and to give as practical gifts. Key styles include knit beanies, oversized scarves, and fingerless gloves.
- Personalized jewelry and accessories are popular purchases for Valentine's gifts.
- February is the last month to focus on winter items before buyers shift to spring accessories in March. This is a great time to place end-of-season inventory on sale.

### Focus areas:

- Jewelry is the subcategory with the strongest demand, with a focus on earrings, rings and necklaces.
- Personalized small leather goods continue to perform well in the Accessories subcategory because of their giftable appeal.



# Jewelry & Accessories Trends

## The statement ear

Shoppers are going for drama with extra big face-framing earrings or self-styled collections of smaller, subtler earrings like mini hoops and studs. Help shoppers achieve this personalized look by offering mix-and-match sets, or single earrings.





## Modern pearls

Pearls get a contemporary makeover in hair accessories and jewelry. Think hoops made entirely of pearls, bars of pearls, and outer space-inspired shapes.

20% YoY increase in Jewelry & Accessories searches for “pearl”

## Jewelry layering

There’s growing demand for multiples, including stacking rings, layered personalized necklaces, delicate chains, and multiple studs per ear. Consider offering popular items in sets.

68% YoY increase in Jewelry searches for “stacking ring”



## Bucket hat

This playful and nostalgic style was all over the runways at 2020 Spring/Summer Fashion Month. Explore in prints, with widened brims, and textures like quilting.

82% YoY increase in Accessories searches for “bucket hat”

## Silky scarves

This fall trend stays current with fresh patterns for spring, like polka dots and daisies.

VALISSE



# Valentine's Day Gifting

SoremiJewellery



foeandear



Jewelry, accessories, and handbags are popular Valentine's Day gifts.

**Personalization:** Etsy shoppers continue to seek out personalized jewelry, leather goods, and small items (think passport holders, wallets, key chains, enamel pins), particularly for Valentine's Day.

Focus on items that highlight relationships, like gifts featuring ampersand symbols, significant dates, or affectionate labels like "BFF." Infinity signs, initials, two names, and family trees are also key personalization details.

57% YoY increase in Jewelry & Accessories searches for "personalized" or "custom"

**Symbols of love:** It's all about hearts, especially for necklaces and earrings. Find fresh ways to incorporate this classic motif (like in knits), and play with other feel-good graphics such as roses and peace signs.

64% YoY increase in Jewelry & Accessories searches for "heart"



# Valentine's Day Gifting

**Gold metal:** There's something romantic about this coveted metal, which outranks silver and rose gold in popularity. Different types of gold appeal to shoppers with different budgets, from solid gold investment pieces to more affordable gold plated items.

**Birthstones:** An easy way to get personal, birthstone jewelry makes for a thoughtful gift. Consider offering raw versions of these birthday gems, or versions with multiple stones to represent different loved ones, in necklaces, earrings, and rings.

**Hair accessorizing:** Playful hair accessories keep gaining steam, including scrunchies, scarves, barrettes, headbands, and bows.

BoutiqueDeBandeaux



**Add-on opportunity:**

Small affordable items like hair scrunchies make great add-on items, which can increase your average order value and help your customers unlock free shipping by spending \$35 or more if you offer a US free shipping guarantee.



# Clothing & Shoes

“Start the year off right by inspiring shoppers to refresh for the season! This quarter is all about New Year’s resolutions and getting excited for a seasonal reset into Spring.”



Jessica Church  
Category Manager, Fashion



# Key Timing

After stocking up on activewear and Valentine's Day items, shoppers shift focus to fresh spring wardrobe updates and occasions.

**Milestone moments:** Expect to see shopper demand for these popular items through the season: newborn outfit, pregnancy announcement shirt, maternity dress, flower girl dress, prom dress, family vacation tee sets, 100th day of school items, senior 2020 shirt

January

**New Year,  
new you**

**Key searches:** activewear,  
yoga leggings

February

**Valentine's Day shopping**

**Key searches:** valentine's day shirt, lingerie, valentine's day gift for him, valentine's day gift for her

March

**Spring wardrobe refresh**

**Key searches:** spring dresses, linen, spring shirts

April

**St. Patrick's Day**

**Key searches:** st. patrick's day shirt, shamrock tee

**Easter shopping**

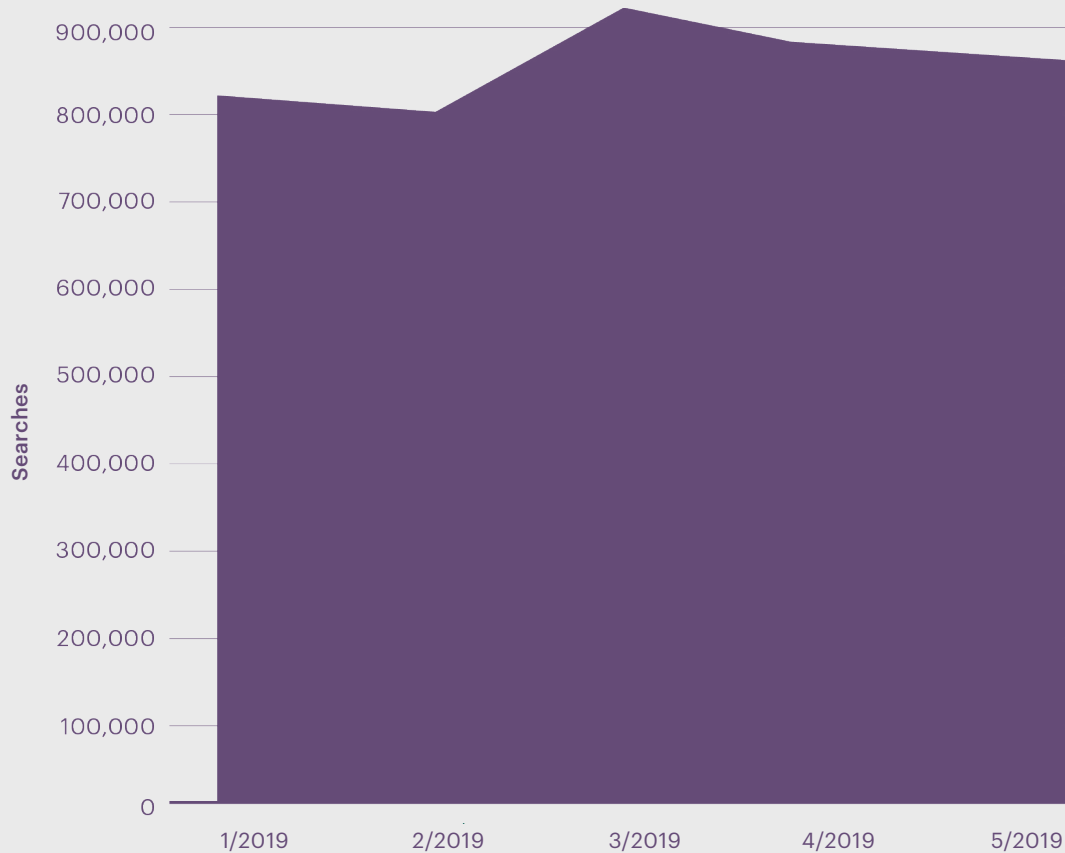
**Key searches:** easter outfits

**Mother's Day  
shopping**

**Key searches:** activewear,  
yoga leggings

# Category Overview

## Spotlight on women's clothing searches



Searches for women's clothing spike in March as shoppers anticipate spring.

Source: 2019 searches containing "dress," "linen," or "jumpsuit"

## Key opportunities:

- January shoppers will be on the hunt for athletic wear, like yoga pants, to help with those resolutions, as well as warm layers for winter.
- February is the last month to focus on warm winter clothing before pivoting to the spring season. Consider setting up a sale to clear inventory.
- March marks an important moment for Clothing & Shoes, as shoppers begin trading heavy layers for lighter wardrobe pieces.

## Focus areas:

- Women's Clothing is the most popular subcategory, driven by Tops & Tees, Dresses, and Jackets & Coats.
- The Unisex Clothing subcategory continues to see strong sales growth, particularly in Tops & Tees.
- Unisex Kids Clothing also continues to grow. Key searches include newborn outfits and coming home outfits.



# Spring Clothing Trends

OffOn



reshabymedhavini



As shoppers prepare for warmer temperatures, they'll be mixing made-to-last everyday basics like casual tees with trendier pieces like voluminous dresses.

## **Linen separates and one-pieces**

Shoppers can't get enough of this lightweight natural fiber, which was a key trend at recent spring/summer 2020 New York trade shows. Consider offering dresses, skirts, tops, jumpsuits, wide-leg pants, and jackets in this material.

29% YoY increase in searches in the Clothing category for "linen"

## **High volume**

Shoppers are seeking voluminous details like puff sleeves on tops and dresses and pleated fabrics, especially in skirts.

91% YoY increase in Clothing searches for "puff sleeve"

## Fresh florals

A springtime staple stays fresh thanks to daisy prints and busy mini florals against light backgrounds.

18% YoY increase in Clothing searches for “daisy” or “daisies”

## Midi-length

This practical, flattering length continues its popular streak, and is well suited to trending A-line and prairie-style dresses.

19% YoY increase in Clothing searches for “midi”

DarnaFashion





# Catwalk Callouts

KyaneFamily



Vintage  
opportunity:  
Source authentic  
'80s originals.

Seeking inspiration? Look no further than Spring/Summer 2020 Fashion Month. These key trends—spotted in New York, London, Milan, and Paris—are asking for your creative interpretation.

## 1980s 9-to-5

Women of the '80s business world inspire this power dressing trend. Strong shoulders balance defined waists—in neutrals and peachy hues—setting this look apart from recent masculine suiting trends.

**Key items:** oversize blazer, trench coat, dress, square toe shoes

**Key details:** dramatic shoulder pads, matching fabric belts, toned-down pinstripes, checks, plaids

## Victorian volume

Over-the-top silhouettes in warm antique neutrals and candy-colored shades create a soft, frilly take on formality. Prairie-style dresses are a commercial cousin to this trend, and new way to interpret Etsy's popular boho style.

**Key items:** full skirt and dress, tiered dress, high collars, peplum jacket, bodice, satin ballet flats

**Key details:** puff sleeves, ruffles, lace borders

**Materials and patterns:** sheers, upholstery florals, dooby mesh

## Pajama party

Bright colors join a sea of pastels and maximalist touches to create this luxe, romantic nighttime look.

**Key items:** robe, corset, updated slip dress, kitten or novelty heels featuring bows and embellishments

**Key details:** lace panels, pleating and gathering, loops of soft fabric

**Materials and patterns:** sheers, organza, satin, florals (dramatic, blurry, hand-detailed)

Vintage  
opportunity  
Curate with an eye for  
Victorian vibes, and  
'70s boho dresses.

Undecillion



DiscreetCharmApparel





# Craft Supplies & Tools

"As the hobby crafting movement grows, expect to see more and more people using DIY touches to express their individual style."



Emiko Yoshii  
Category Manager, Craft Supplies



# Key Timing

Shoppers begin the new year with fresh motivation to try new crafts, and take a DIY approach to occasions like Valentine's Day and Easter.

## January

### New Year refresh

**Key searches:** planners, planner stickers

### Valentine's Day

**Key searches:** valentine svg (boy, girl, teacher, kids), valentine gift for him, valentine fabric

### Patterns & How-to's

**Key searches:** Quilt patterns, crochet patterns, knitting patterns, yarn bowl, embroidery pattern, embroidery kit

## February

### Outdoor & Garden

**Key searches:** succulent, plant, planter, garden markers, terrarium

### Easter

**Key searches:** Easter svg, easter egg kit

### Fabric & Jewelry making

**Key searches:** fabric, fabric by the yard, beads, jewelry making



# Category Overview

## Spotlight on occasion crafting searches



Searches for Valentine's-related Craft Supplies & Tools items peak in January, and Easter-related supplies in March.

Source: 2018-2019 searches containing "valentine" and "easter."

## Key opportunities:

- January shoppers will be stocking up on organizational items like planner stickers.
- Valentine's Day is a key occasion for crafting. Popular searches include: valentine svg (boy/girl/teacher/kids), valentine gift for him, valentine fabric, valentine clipart, valentine embroidery design, valentine unicorn svg, valentine cookie cutters
- Easter offers another opportunity for craft supply sellers. Popular searches include: easter svg (bunny/happy easter/my first easter/easter egg), easter egg kit, easter cookie cutters, easter clipart, easter embroidery designs, easter fabric, easter applique designs

## Focus areas:

- Fabrics & Notions are the most popular subcategory, followed by Jewelry-Making Supplies.
- Floral & Garden Supplies is a fast growing subcategory set to peak in popularity from March through May, and remain relevant through August.
- The Patterns & How-to's subcategory sees consistently strong sales year round.

# Craft Supply & Tool Trends

## Crafting made easy

Interest in easy crafting continues to grow. Shoppers will be looking for beginner-level DIY kits (ex: embroidery, cross stitch) in the new year, as people in cold climates spend more time indoors, and get inspired to try new hobbies.

32% YoY increase in Craft Supplies & Tools searches containing “beginner,” “easy,” or “simple”





## Quilting

With the popularity of quilted textures and homespun looks in other categories like Home Decor, Clothing, and Accessories, it's no surprise more eyes are on the craft of quilting.

22% YoY increase in Craft Supplies & Tools searches for **quilting-related supplies**

## Stained glass

Stained glass items perform well on Etsy social channels, and searches for stained glass how-to's and patterns are on the rise. Make it easy for crafters with kits and pre-cut glass pieces.

127% YoY increase in Craft Supplies & Tools searches for **stained glass supplies**

## Rug hooking

With its cozy '70s vibes and rich textural appeal, we're betting on this nostalgic craft, along with needle punch, to be popular this winter. Appeal to shoppers with kits, and by stressing the simplicity of materials needed for this craft.



bperrinohandmade



Wholepunching

# Seasonal Shop Checklist

Here's a roundup of best practices to get your shop in great shape for the season. Keep this cheat sheet handy as you update your shop.

## Keep your shop fresh

- Use your featured listings to spotlight fresh designs alongside bestsellers.

## Get discovered

- Consider common budgets when pricing your items (for example: gifts under \$30, \$50, \$100).
- Be eligible for Etsy marketing features by setting up a free shipping guarantee to the US on orders \$35 and up. Offering free shipping may also help your listing rank higher in Etsy search.
- Offer ready-to-ship items to appeal to last-minute shoppers and be eligible for select promotions.
- Offer global shipping to reach customers around the world.
- Add important recipient phrases like “best friend” or “gift for him” to your titles and tags.
- Use attributes to help shoppers find your items in search.
- Use Etsy Ads to expand your reach and get your products in front of millions of shoppers searching on Google and Etsy.

## Give shoppers what they want

- Set up a free shipping guarantee to the US for orders \$35 and up.
- If you have an Etsy Shop in the US, UK, Canada, or Germany, use estimated delivery dates to let customers know when they can expect their orders.
- Offer personalization: Toggle Personalization on when editing or creating a listing and leave instructions for shoppers so they can add their personalization details. Use bulk edit to enable personalization for multiple listings at once.

## Keep them coming back

- Turn first-time buyers into repeat shoppers with great customer service and a thank-you coupon.





What did you think of this trend report?

