

Etsy

# Time to Shine

Marketplace Insights: 2019 Holiday Trends

# 'Tis the Season to Sell

Holiday shoppers know they can count on Etsy sellers to deliver unique items that will make their celebrations extra special and delight everyone on their list. Every new holiday season brings another chance to impress shoppers with thoughtful gift ideas and creative spins on seasonal decor.

To help you have your best holiday yet, we've created a comprehensive guide to this season's top trends and opportunities – informed by internal data, industry forecasting, and in-house expertise. The insights are broken down by category, and paired with practical tips. We also share key timing and search terms, and preview some of Etsy's holiday marketing plans. Use this report to inspire new products or simply give your shop a festive refresh.

# Stock the Shelves

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**A note to vintage sellers:** As consumer interest in nostalgia-inducing pieces and sustainable products grows, we're seeing shoppers drawn to vintage finds across categories. Throughout this report, we've spotlighted specific opportunities for you to meet this demand.

# Seize the Season

“Shoppers come to Etsy to find special gifts with a ‘wow’ factor, and to discover emerging trends. In 2019 we celebrated maximalism, nostalgia, and sustainability. Now we’re building off that sentiment for the holiday season.”

Dayna Isom Johnson  
Etsy Trend Expert



## Key opportunities

- Etsy's holiday season presents the year's biggest opportunity for increased traffic and sales.
- More purchases are made by first-time buyers during the holiday period than any other time of the year.
- Holiday shopping begins with decor and entertaining items: Stock up early.
- Introduce giftable items early and keep on hand through Cyber Week and December to capture early, peak, and last-minute shoppers.
- Cater to a wide range of gift recipients, including shoppers who may be self-gifting.
- Shops that participated in Etsy's Cyber event last year saw boosts in sales on discounted listings: Watch your Shop Manager dashboard for information on how to take part in this year's Cyber promotion.

## Key focus areas

Within last year's Holiday Gift Guide, Gifts for Him and Personalized Gifts were the most popular collections.

These subcategories are also popular during the holiday season:

- Home Decor
- Kitchen & Dining
- Women's Clothing
- Unisex Adult Clothing
- Necklaces
- Earrings
- Bracelets
- Rings
- Prints

### Top holiday decor searches\*

christmas decorations, christmas stocking, holiday decor, christmas ornaments, ornaments, stockings, christmas wreath, advent calendar, personalized holiday decor

### Top searches including the word "gift"\*

personalized gift, bridesmaid gift, christmas gifts, boyfriend gift, unique gifts, mens gift, engagement gift, mom gift, housewarming gift, gifts for men

\*November–December 2018

# Key Timing

Our holiday marketing calendar will meet shoppers where they are in their seasonal preparations, focusing on decor and entertaining before shifting to gift ideas. Shopping for holiday decorations peaks in November, but many shoppers start browsing as early as September. Meanwhile, gift shopping picks up speed after Halloween.

**Pro tip:** Stock personalized gifts early to allow for lengthier processing times.

## September

## October

10/6 Harvest thanksgiving festival (DE)

10/14 Thanksgiving (CA)

10/27 Diwali (IN)

10/31 Halloween

## November

11/5 Bonfire Night (UK)

11/28 Thanksgiving (US)

11/29 Black Friday

## December

12/2 Cyber Monday/Week begins

12/6 St.Nicholas Day (DE and much of Europe)

12/13 Christmas Jumper Day (UK)

12/21 Winter solstice

12/22-30 Hanukkah

12/24 Christmas Eve

12/25 Christmas Day

12/26 Kwanzaa, Boxing Day (UK, CA, AU), Second Christmas Day (DE)

12/31 New Year's Eve

Halloween

Autumn

Holiday decor

Holiday gifting

New Year's

# Cross-Category Trends

This season's in-demand looks emerge from the larger trends we've been tracking all year, from nostalgic comforts to flashy flourishes.

## Nordic charm

Shoppers are looking north for inspiration in their homes and wardrobes. Warm and comfy home decor reflecting the Danish art of hygge is perfect for holiday get-togethers, while snuggly sweaters with a vintage ski lodge vibe will keep your customers toasty.

32% year-over-year (YoY) increase in searches for "hygge"

MorrisandEssex



katiexdesign



### Retro holiday

From home trimmings to greeting cards and gift wrap, kitsch is in. Traditional holiday colors like red and green are muted for a dose of vintage charm, and throwback designs like candy cane stripes, color blocking, and bold geometric shapes add old-school flair.

158% YoY increase in searches for "vintage holiday" or "vintage christmas"

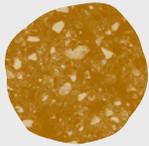
### Decadent details

As the year draws to a close, maximalist touches help shoppers celebrate in style. Attention-grabbing accents like sparkling sequins, metallic surfaces, and glitzy gemstones add just the right amount of glam to holiday ensembles and table settings.

17% YoY increase in searches for "metallic"

LMvintagenc





## Sustainable shopping

Eco-conscious shoppers are being extra mindful with their purchases, embracing thoughtful packaging made of reusable or recyclable materials and easy-to-store decorations like large-scale origami trimming, that can be used year after year.

Searches for “eco friendly” have more than doubled YoY.

TheFabWrap



# Trending Motifs

On stockings, gift wrap, and even pajamas, these patterns and themes are poised for popularity.

## Woodland wonder

The great outdoors makes its mark on home decor with a fresh spin on the crowd-pleasing woodland theme. This year's version incorporates Scandinavian-inspired wooden details and an array of mushroom shapes.

54% YoY increase in searches for "mushroom"

20% YoY increase in searches for "woodland"





### Northern lights

The celestial trend that exploded industry-wide in 2018 continues to expand as galaxies, planets, and astronauts pop up in patterns and prints. Majestic cold-weather creatures like polar bears are in, while holographic effects and iridescent hues lend an otherworldly edge to party season decor, clothing, and accessories.

62% YoY increase in searches for “northern lights”

58% YoY increase in searches for “celestial”

14% YoY increase in searches for “galaxy”

### Festive food

Indulge shoppers’ love of holiday treats as scrumptious seasonal fare — winter cocktails, desserts, and hearty foodie favorites from around the world — breaks free from the dinner table to appear on tree ornaments, greeting cards, and home decor.

71% YoY increase in searches for “food ornament”



USSRVintageShop65



# Category Trends



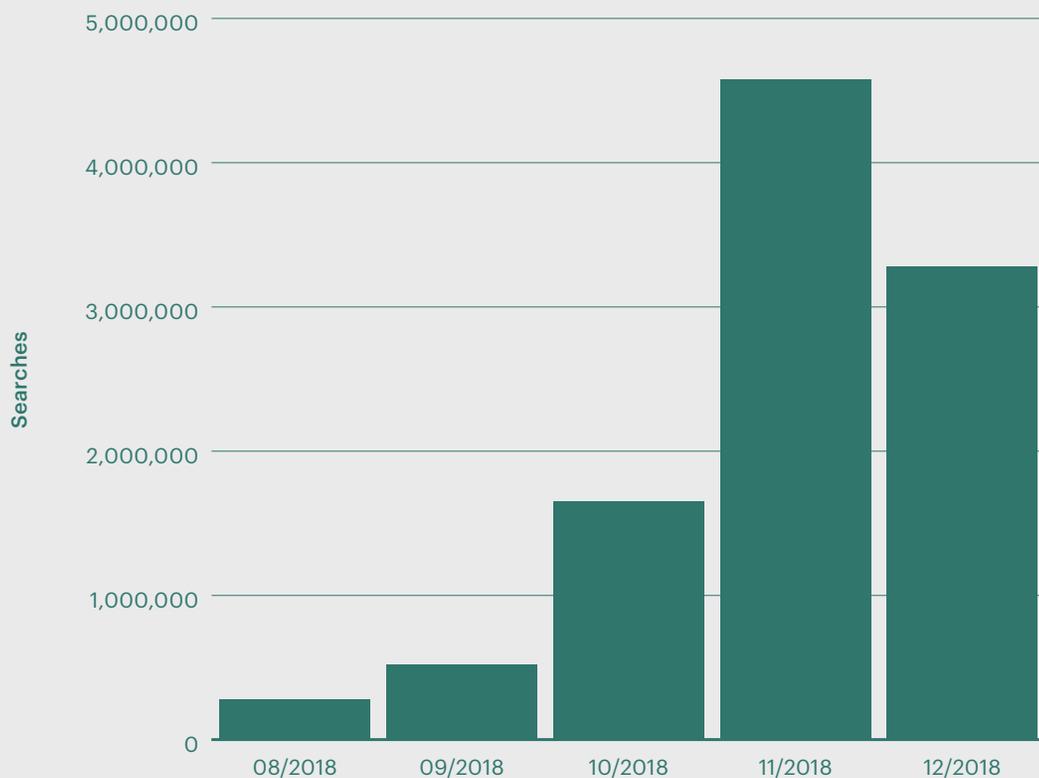
# Home & Living

“Shoppers aren’t afraid to branch out from the traditional to incorporate their personal style into their holiday decor. Consider how popular designs and motifs can translate to a unique take on a classic holiday item—the sky’s the limit!”

Lindsay O’Brien  
Category Manager, Home & Living

# Category Overview

## Holiday decor-related search volume on Etsy



Source: 2018 holiday decor-related searches on Etsy

### Key opportunities

- Appeal to hosting and entertaining needs early.
- Frame small consumable items like candles as host gifts.
- Tap into the trending retro holiday spirit with real vintage pieces.
- Cater to traditions from around the globe to reach international shoppers: In the United Kingdom, parents are keeping excited tots occupied with Christmas Eve boxes, while children in Germany receive St. Nicholas Day goodies in their boots.

### Key focus areas

These subcategories are popular during the holiday season:

- Home Decor
- Kitchen & Dining

#### Top holiday Home Decor searches\*

christmas decorations, christmas stocking, holiday decor, christmas ornaments, ornaments, stockings, christmas wreath, advent calendar, personalized holiday decor

#### Top Kitchen & Dining searches\*

coffee mug, mugs, ceramic mugs, christmas table decor, glitter tumbler, coasters, mug, holiday table, wine glasses, cutting board, water bottle, custom, custom recipe dish, tumbler, teacher christmas gift

\*September – December 2018

# Home & Living Trends

Help buyers deck out their homes with stylish touches that will stoke warmth among family and guests. Merry home finishes get personal as items that reflect individuality and a love for nostalgia take center stage.

## Simply luxe solstice

Come holiday, always-popular Scandinavian-inspired home decor ups its luxe factor. Stars, moons, and snowflakes reminiscent of the Nordic night sky adorn prints and decorative pieces, while holiday home staples like the wreath get reinterpreted via Finland's sculptural Himmeli tradition. Style and practicality converge in space-saving pieces that can be easily stashed away until next year.



**Palette:** winter whites, metallics, soft neutrals, rich darks

**Patterns and motifs:** moons, stars, snowflakes

**Materials:** wood, straw reeds, origami paper

**Key items:** table linens, fold-up decorations, simple jar candles, wall decals, Himmeli wreaths and ornaments, papercraft and origami decorations (tree toppers, napkin rings, garland)

634% YoY increase in searches for "holiday wreath"

40% YoY increase in searches for "snowflake"

12% YoY increase in searches for "origami"



BobbieMade



DAmore1896

## Festive folk

The boho look's homey, handcrafted side comes out to play this holiday, adding a whimsical, friendly spirit to seasonal favorites. Playful, touchable trimmings like colorful yarns and unique details add crafty personality to your stockings and wreaths.

**Palette:** bright jewel tones

**Patterns and motifs:** mismatched patterns

**Materials:** yarns, fresh foliage, pom poms, patchwork, tassels

**Key items:** garlands, wreaths, ornaments, patchwork tree skirts and stockings

34% YoY increase in searches for "patchwork"

31% YoY increase in searches for "boho"

## Cozy retreat

Tug at shoppers' heartstrings with snuggly nods to family gatherings and time-honored traditions. Evoke an intimate gathering around the hearth with rustic farmhouse staples and hearty textiles in modern hues like fiery orange.

**Palette:** red, green, gold, orange, brushed metals

**Patterns and motifs:** classic plaids, fireplaces

**Materials:** burlap, jute, galvanized metal, flannel, winter greenery, berries, pine cones, wool, linen, chunky knits

**Key items:** classic holiday wreaths, plaid, linen, or burlap accents (pillows, table linens), rustic garlands, candles, chunky-knit blankets, DIY baking and food kits

77% YoY increase in searches for "plaid"

## Mid-century holiday

Tap into the enthusiasm for vintage vibes with kitschy details that throw back to the entertaining heydays of the '50s and '60s. Tinsel trees, playfully oversized lights and ornaments, classic recipes, and updated traditionalism (think stylized menorahs and nativity sets) encourage shoppers to get everyone dancing merrily in the new old-fashioned way.

**Palette:** slightly muted red and green, white, soft yellow, powdery blue

**Patterns and motifs:** color blocking, candy-cane stripes, vintage cars, santas, flat graphics of mid-century architecture, geometric shapes, spare compositions

**Materials:** faux greenery, tinsel

**Key items:** ornaments, garland, lights, serveware

## Funny foods

Many buyers are looking to loosen up their traditions and have fun with their celebrations. Help them craft an Insta-ready tree with whimsical ornaments that nod to their favorite foods. Whether it's a donut, an avocado, pizza, or a bagel, there's a cheeky treat for every palate.

71% YoY increase in searches for "food ornament"

25% YoY increase in searches for "funny ornament"

Vintage opportunity  
We're seeing rising traffic for vintage holiday decor items.

jarmfarm



Lanatema





## Forever faves

These perennial hits aren't losing appeal among shoppers anytime soon:

- Milestone ornaments marking occasions like baby's first holiday, seasonal engagements, or first holiday as a married couple
- Personalized stockings for family and pets
- Tree skirts
- Wreaths
- Tree toppers
- Garlands
- Sea creatures like narwhals



## Gifting trends

As buyers get into the giving spirit, these are the themes they'll be eyeing for family and friends. Creative and affordable items make perfect gifts for casual white elephant or Secret Santa gift exchanges.

**Joyful jars** Charming jars full of custom treasures like baking mixes or spice blends make a practical and enjoyable personal gift.

**Little luxuries** Inspire loved ones to relax, recharge, and reflect at year's end with self-care essentials like bath bombs, journals, candles, tea sets, sleep masks, and incense holders.

**Mindful gifting** Offer thoughtful, heirloom-quality gifts — handmade ceramics, custom keepsakes, or bespoke kitchen linens — to be cherished over time.

**Go-to gifts** You can't go wrong with these time-tested favorites: personalized trinkets, recipient-specific gifts (designed for moms or BFFs), or upgraded essentials like leather-bound journals and wine glasses.

**Christmas Eve boxes** In the UK, parents give these spruced up containers packed with activities and treats to children on Christmas Eve. Last year, "Christmas Eve box" was a top search by UK shoppers on Etsy.



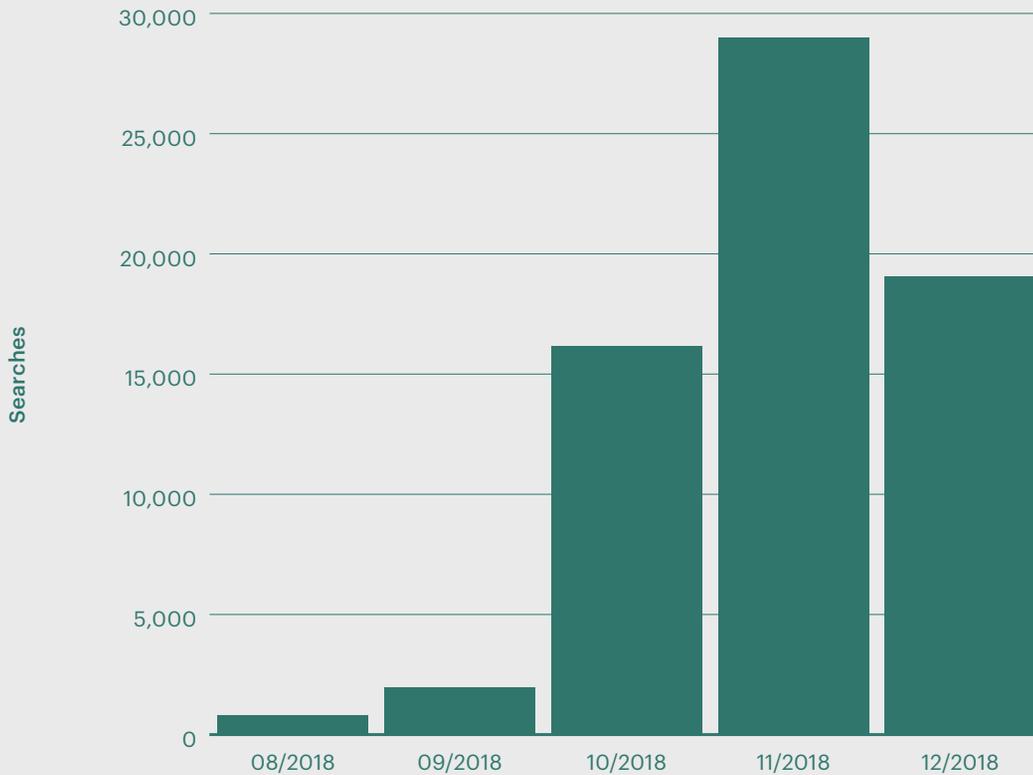
# Paper & Party Supplies

“Shoppers are looking for fresh perspectives on holiday Paper & Party Supplies. Think unconventional color palettes and traditional motifs with a twist!”

Emiko Yoshii  
Category Manager, Paper & Party Supplies

# Category Overview

## Holiday card search volume on Etsy



Source: 2018 Searches containing "Holiday card" on Etsy

## Key opportunities

- Wrapping paper searches ramp up alongside holiday cards beginning in October.
- We're seeing searches on Etsy for advent calendars increase across markets including the US, UK, Germany, and Canada.
- Christmas crackers are growing even more popular in the UK, appearing in top 10 holiday season searches.

## Popular Paper & Party Supplies searches\*

christmas cards, 2019 planner, advent calendar, christmas card, christmas card template, 2019 calendar

\*September - December 2018

# Paper & Party Supplies Trends

Paper's not just limited to cards and gift wrap this year – it's the material of the moment for trimming the holiday home and tree.

## Hand detailing

Catch shoppers' eyes with highly DIY techniques such as calligraphy, hand-stamping, and freehand illustration.

24% YoY increase in searches for "calligraphy"

RedCloudStudio



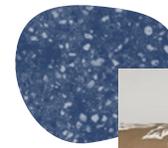


### Naturally modest

Intentionally unfinished touches like brown craft paper and raw ribbons tap into the popular farmhouse aesthetic, while reusable and recycled materials appeal to shoppers watching their environmental impact.

### Bright and bold

Hook buyers looking to dazzle with decor, party favors, greeting cards, and wrapping paper in fluorescent hues.



BonnieKayeStudio



ElisabethNicole

# Holiday cards & wrapping paper

Though searches for holiday cards and wrapping paper peak in late November, true planners start hunting as soon as October. Get ahead of the curve with these trends and motifs.

## Key trends

- Personalized touches
- Natural, environmentally friendly materials like reusable fabrics
- DIY details (hand-stamped patterns)

FreshFrances



## Key motifs

- Festive pets
- Scandi folk
- Colorful Hanukkah
- Winter solstice
- Bright graphic trees
- Intricate designs

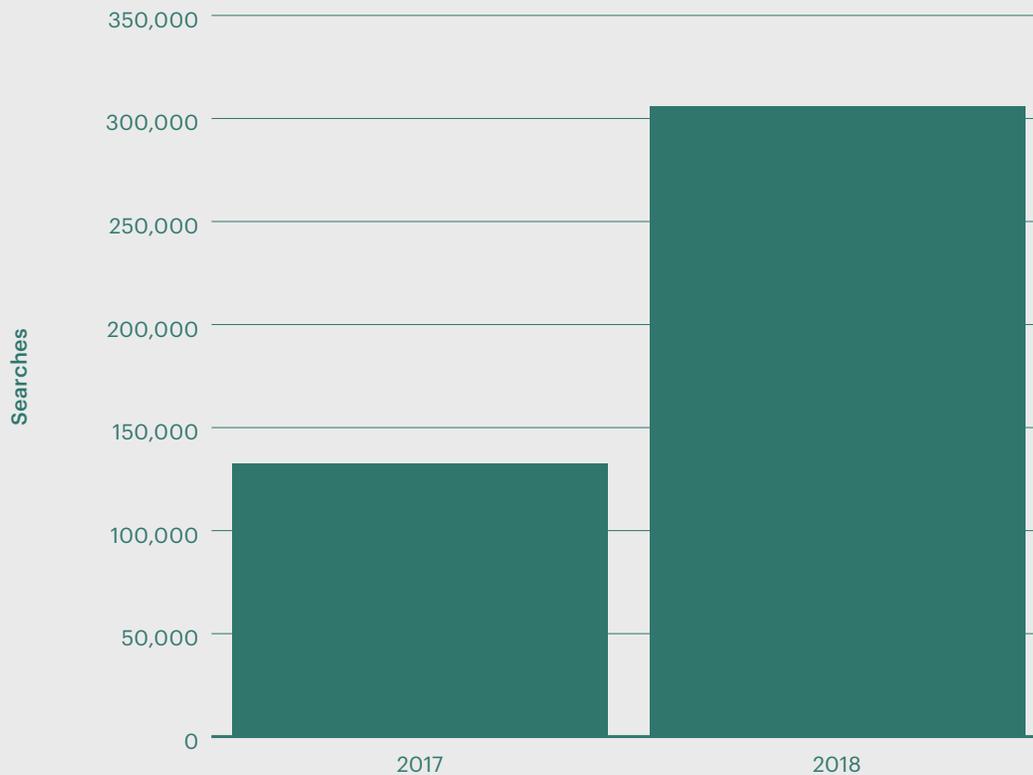
# Craft Supplies & Tools

“With the rise of hobby crafting, beginner-friendly DIY kits have become extremely popular. These are wonderful gifts for those eager to learn a new craft!”

Emiko Yoshii  
Category Manager, Craft Supplies & Tools

# Category Overview

## Vintage craft supply search volume on Etsy



Source: Craft Supplies & Tools searches containing “vintage” on Etsy, from August through December 2017 and 2018.

### Key opportunities

- Address stamps are consistent high performers, with more seasonal opportunity as shoppers begin prepping their holiday cards.
- Popular pattern and kit types include: embroidery, cross stitch, crochet, punch needle, needle felting, quilting, amigurumi, and knitting.
- Holiday searches for vintage craft supplies more than doubled from 2017 to 2018, with an emphasis on vintage fabric, buttons, and patterns.

### Key focus areas

These subcategories are popular during the holiday season:

- Patterns and How-To
- Fabric and Notions

# Craft Supplies & Tools Trends

Crafting is a star of the holiday season. It's both a welcome winter activity and a go-to source for holiday decor, in keeping with the popular handmade aesthetic.

## DIY stamping

Shoppers looking to add personalized touches to gift tags, holiday cards, and wrapping paper will be snapping up hand-stamping supplies.

11% YoY increase in searches for "stamp"





## Festive fabrics

Within the Craft Supplies & Tools category, fabrics and notions consistently top searches. Stock holiday patterns generously and early to take advantage of the boost in seasonal craft shopping in October and November.

## Knitting, crochet, and embroidery

Interest in these textile techniques continues to grow among both shoppers looking to craft their own handmade gifts and those buying treasures for the knitters and crafters in their lives. Catch their attention with yarns, tools, embroidery kits, and instantly downloadable patterns.

Last holiday season, “knitting bag” and “knitting project bag” were popular knitting-related searches.



InspiredWrapsCo

FEATHERFINyarn



*Vintage opportunity*  
Searches for “vintage holiday fabric” are on the rise.

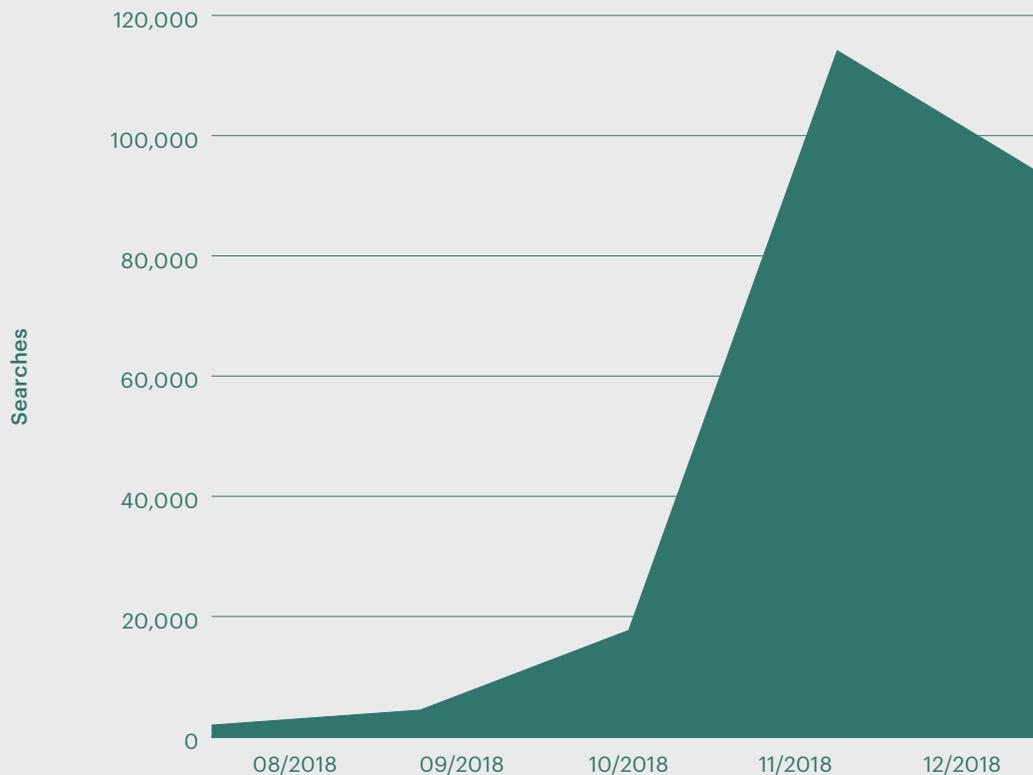
# Clothing

“Buyers are looking to spruce up their wardrobes with fun and festive pieces this season, so don’t be afraid to amp up the sparkle and shine!”

Jessica Church  
Category Manager, Fashion

# Category Overview

## Ugly Christmas sweater search volume on Etsy



Source: 2018 searches for “ugly christmas sweater” on Etsy

### Key opportunities

- Playful favorites like holiday sweaters rule the season.
- In the UK, Christmas jumpers are picking up in popularity thanks to Christmas Jumper Day, an annual children’s charity event in mid-December.

### Key focus areas

These subcategories are popular during the holiday season:

- Unisex Adult Clothing
- Women’s Clothing

### Popular Unisex Adult Clothing searches\*

christmas, ugly christmas sweater, shirts, hoodie, christmas sweater, family christmas pajamas, christmas shirts, christmas jumper

\*September – December 2018

# Clothing Trends

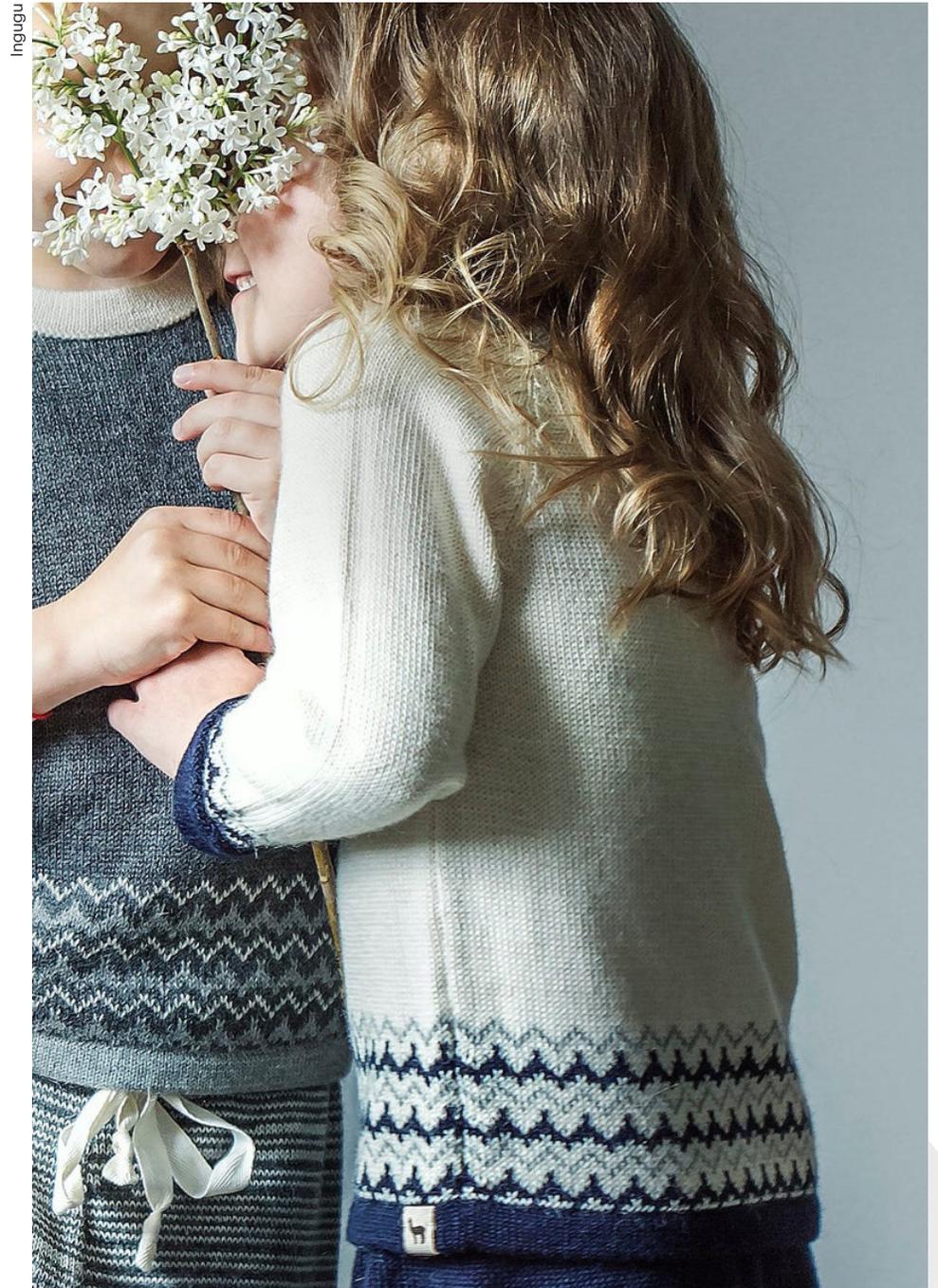
Winter wardrobes are taking style cues from '70s boho, '80s glam, and '90s grunge aesthetics. Opportunities abound for sellers of vintage and new clothing as shoppers look to stand out with eye-catching twists on the classics.

## Après ski

The Scandinavian frenzy carries over to this winter-ready trend, rooted in the retro aesthetic of alpine ski lodges. Chunky, cozy knits, Fair Isle motifs, and intarsia details will appeal to shoppers looking for their own wardrobes, gifts, twinning looks, or matching separates.

23% YoY increase in searches for "fair isle"

35% YoY increase in searches for "cable"



thiefandbandit



## '70s style

This year's fall and winter runways prove the boho trend—a natural summer staple—can work for the winter season too. Flowy lines, dark florals, and statement sleeves capture this season's take on this popular look.

29% YoY increase in searches for "boho" in Clothing

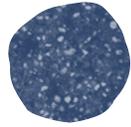
## Fleece frenzy

The fuzzy "teddy jacket" trend that picked up steam last year shows no signs of slowing down. Trendy styles such as half-zips and color blocking keep the style fresh. Consider offering monograms and other personalized touches to stand out.

**Timing tip:** Searches for "fleece" start to pick up in September.

Zefyraz





## Ugly Christmas sweaters

If there's one hot wardrobe item shoppers are eyeing around the holidays, it's this campy winter layer, which ranks as the number one clothing-related search term in the latter months of the year.

**Timing tip:** Ugly Christmas sweater searches pick up in mid-October, and peak in the first week of December.



## Holiday pajamas

Right after Halloween, buyers go on the lookout for holiday-themed loungewear: "personalized pajamas," "matching pajamas," and "family pajamas" are key searches. Maximize offerings by keeping the whole family in mind with a range of sizes and plenty of customization options.

**Timing tip:** Stock your seasonal pajama sets well before searches peak in early November.

AlexisArtStudio



MEandREEKIE





### Girly grunge

No decade has come back in recent years quite like the '90s. The reinterpretation of grunge, this time with a softer, more feminine edge, is in demand as layered looks arrive in tandem with dropping temperatures.

### Party dressing

Help shoppers dial up the experimentation and their jovial spirit as holiday party season gets in full swing.



**Vintage opportunity**  
Attract New Year's shoppers with '70s and '80s fashion elements like velvet, florals, and sequins.

# Jewelry & Accessories

“Self expression will be top of mind this season. From ultra personalization to unexpected textures and that extra flare, buyers will be inspired by the '90s revival of hair accessories, layering necklaces, and rich leather tones.”

Rachel Refo  
Category Manager, Jewelry & Accessories

## Key opportunities

- Personalization is a proven Etsy winner: Find fresh ways to customize your work.
- Statement earrings continue to be strong performers.
- Wallets, watch straps, keychains, and hats are showing strong sales growth.
- Wedding-related jewelry is popular this time of year, which is also prime engagement season: See Weddings section for trends.

## Key focus areas

These subcategories are popular during the holiday season:

- Necklaces
- Rings
- Earrings
- Keychains and Lanyards
- Hair Accessories
- Hats and Caps
- Patches and Pins
- Scarves and Wraps



### Popular Accessories searches\*

enamel pin, keychain, patches, christmas, scrunchies

### Popular Jewelry searches\*

engagement ring, christmas, name necklace, earrings, opal necklace, infinity bracelet, initial necklace, personalized infinity bracelet

\*September – December 2018

# Jewelry & Accessories Trends

Whether understated embellishments, dramatic statement pieces, or personalized keepsakes, this holiday's jewelry and accessory looks reflect eclectic individuality. Encourage shoppers to give a memorable keepsake or expand their personal collection through self-gifting.

MinimalistMagnolia



**Vintage opportunity**  
Vintage styles appeal to buyers seeking one-of-a-kind finds.

### Personalization potential

Thanks to an emphasis on expressing individuality, there's a boon in demand for custom pieces.

Consider expanding your bespoke offerings with entries into these areas:

#### Custom travel accessories

Thank influencers for surging interest in elevated travel, which sellers can tap into with wayfaring accessories like passport holders, dopp kits, and bags in luxe materials like leather with initialing or monogramming options.

Last holiday season's top-selling leather goods offered personalization options.

**Sentimental tokens** Locketts and other engravable pieces (especially those with antique finishes) have loads of heartfelt holiday appeal—and pair well with celestial and zodiac-themed pieces. Shoppers can mix and match for an even more individualized look.

**Modern letter and initial jewelry** Single-initial and nameplate pendants are making a comeback, with gold and rhinestone versions of the 2000s favorite trending across jewelry categories.

ClarkandTaft



MichelleChangJewelry



**Embellished knits** Knit accessories like hats, gloves, and scarves are prime real estate for monograms and wordplay.

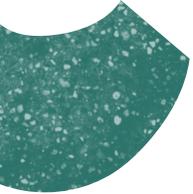
Delight lovers of this trending preppy look with matching sets.

16% YoY increase in searches for “monogram hat”

**Family bonding** Warm shoppers’ hearts with keepsake pieces meant to honor family bonds, friends, and birth months. With symbolic stones, hand-drawn designs, and monograms all trending, buyers have no shortage of meaningful and unforgettable gifts to choose from.

SofiaandAmia Jewellery





## Novelty factor

Small presents can still pack a punch for a gift exchange, stocking stuffer, or holiday photo op. With colorful pocket-sized mementos like enamel pins, keychains, and coin pouches on the rise in popularity, there's no need for shoppers to break the budget to score a winning gift.

30% YoY increase in searches for "enamel pin"

32% YoY increase in searches for "keychain"

## Party power

When it comes to dressing up, the trend is all about next-level accessories. '80s-inspired glitter, scrunchies, gems, textured gloves, and kitschy jewelry add a celebratory splash to holiday favorites.

58% YoY increase in searches for "hair accessories"

Vintage opportunity  
Statement jewelry is also trending, spiking interest in vintage looks.

AnnieBukhman



Fanfaronada





### Timeless classics

Meanwhile, certain classic, elegant staples—gold hoops, structured leather bags, silk scarves, and berets—hold their position as go-tos for both gifting and wearing throughout the holiday season.

49% YoY increase in searches for “hoop earring”

28% YoY increase in searches for “beret”

### XL knits

Braving the winter elements gets easier with hats, scarves, and mittens in chunky, sturdy knits. Hand-spun textiles and bold colors appeal to expressive buyers who want to stand out in the snow.



# Gifts for him

Finds for “him” consistently rank highly among shoppers’ searches. And last holiday season, our “For Him” gift guide was our most popular recipient-based collection. Consider how you can add a unique spin to staples like the wallet or keychain.

## Country escape

This look takes its style inspiration from weekend getaways. Elegant muted tones and richly textured materials are key for practical must-haves like hats and gloves.



## Luxury leather goods

Timeless leather goods such as belts, dopp kits, and keychains make foolproof gifts. This year, watch straps and wallets are steadily working their way up the favorites list.

## Fetching and festive

Holiday party accents like cufflinks and lapel pins are getting gussied up with fresh designs and subtly seasonal shapes—think mistletoe, stags, robins, and wolves.

TheLeatherExpert



AbraKadabraJewelry





Plexida

## Hats

Help him gear up for a winter wonderland with handsome headwear, which is growing in popularity across styles. Outdoor-inspired color palettes—brown, tan, sand, and burgundy—pick up on cross-category retro appeal, while trapper, baker boy, and beanie hats are the styles to watch this season.

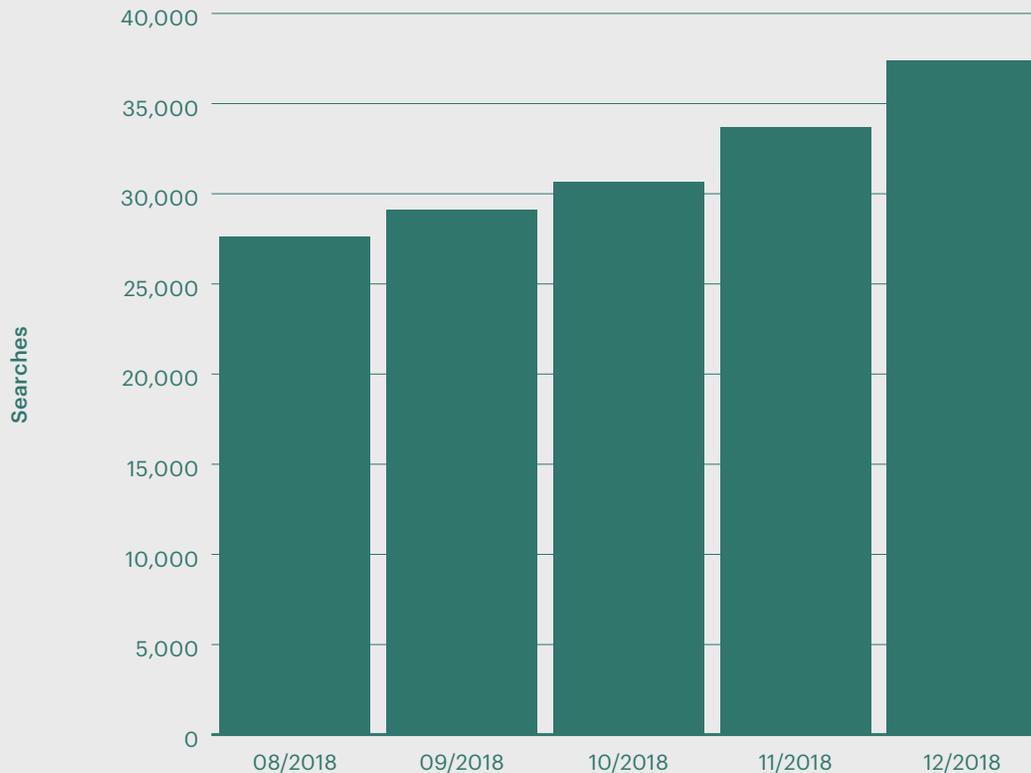
# Weddings

“Wedding gift and engagement gift shoppers are looking for personalized items with a thoughtful touch to celebrate newlywed and newly engaged couples celebrating this milestone moment!”

Emiko Yoshii  
Category Manager, Weddings

# Category Overview

## Engagement gifts search volume on Etsy



Source: 2018 searches containing “engagement gift” or “couple gift” on Etsy

### Key opportunities

- As wedding season winds down, engagement season begins.
- Think beyond diamonds as shoppers set their sights on affordable engagement stone alternatives like moissanite, moonstone, and opal.
- Lean into personalization by offering gifts for couples establishing new holiday traditions.

### Key focus areas

These subcategories are popular during the holiday season:

- Gifts & Mementos
- Gifts for the Couple (wedding, engagement)
- Bridesmaid Proposals
- Jewelry
- Decorations

### Popular Gifts & Mementos searches\*

bridesmaid robes, groomsmen gift, bridesmaid proposal, wedding gift, mother of the bride gift, wedding guest book, wedding cake topper, engagement gift

\*September – December 2018

# Wedding Trends

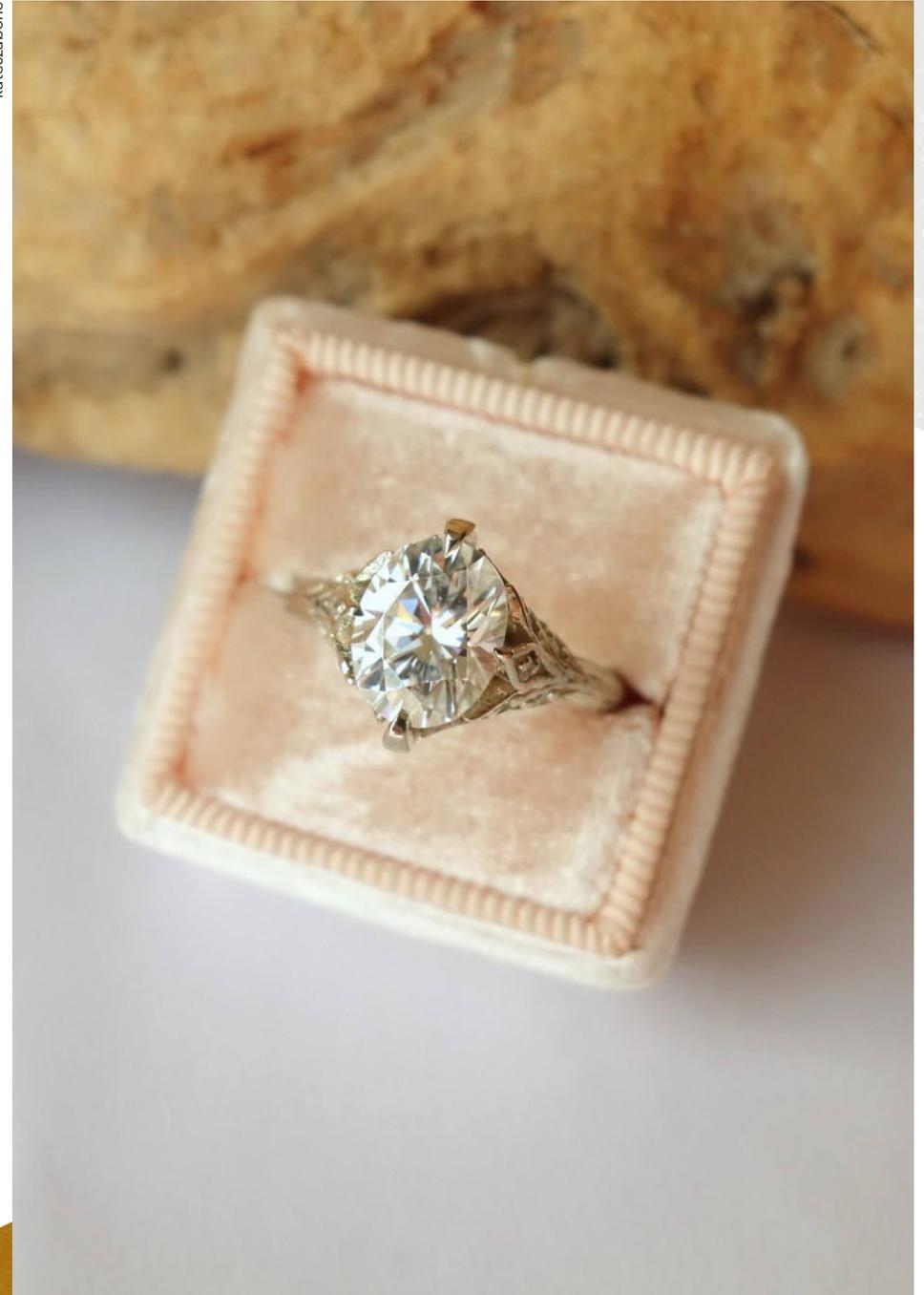
Winter holidays coincide with peak engagement season and mark the beginning, for many couples, of entertaining as a twosome. Customers will be on the hunt for special surprises from engagement rings to presents fit for a pair.

Vintage opportunity  
"vintage engagement rings" and "vintage rings" are top search terms during this timeframe.

## Engagement rings

We see a major uptick in engagement ring searches toward the end of the year. While some buyers know just what they want (moissanite, moonstone, morganite, and rose gold were some of the top-searched engagement ring materials last year), others are more open to a variety of looks (broader searches such as "unique engagement ring" also ranked highly). Engagement ring boxes are another popular item for planning the perfect proposal.

kateszabone



## Gifts for the couple

Help shoppers celebrate the happy couples in their lives with custom portraits, star charts, and personalized pieces marked with significant dates for the pair. Ornaments and other holiday-themed keepsakes are especially timely and appealing to seasonal shoppers.

**Top-searched gifts for newlyweds include:** newlywed christmas ornament, newlywed gift, newlywed shirts, and personalized newlywed gifts.

## Thinking ahead

After the holiday frenzy subsides, couples start getting into planning mode, and searches for “bridesmaid proposals” jump.

StoneStreetBeach



KitAtlas



# Action Points

Use these tips to put the trends discussed here to work. 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.

## Keep your shop fresh

- Update your Shop Banner with seasonal details.
- Incorporate seasonal trends in your photos and styling.
- Use your featured listings to spotlight fresh designs alongside bestsellers.
- Remember to update occasion-specific images, tags, and titles after the key date has passed.

## Get discovered

- Include relevant seasonal search terms in your tags and titles. Flip back through this report for ideas.
- When stocking your shop, time your offerings with upticks in searches for that type of item.
- Consider common budgets when pricing your items (for example: gifts under \$30, \$50, \$100).
- Offer ready-to-ship items to appeal to last-minute shoppers and be eligible for select gift guide promotions.
- Add important recipient phrases like “best friend” or “gifts for him” to your titles and tags.
- Use attributes to help shoppers find your items in search.

## Give shoppers what they want

- 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.
- Highlight gift potential in your product photos (for example: show gift wrap.)

## Keep them coming back

- Set up a free shipping guarantee to the US for orders \$35 and up.
- Offer global shipping to reach customers around the world.
- 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.
- Turn first-time buyers into repeat shoppers with great customer service and a thank-you coupon.

What did you think of this trend report?

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