

The Etsy logo is positioned in the top left corner of the slide. The background of the slide is a light blue textured surface with various abstract shapes: a large orange shape in the top left, a dark blue textured shape below it, a small dark blue triangle in the top right, an orange textured shape in the bottom left, and a yellow shape with a green textured shape on top in the bottom right.

Etsy

# IN FULL BLOOM

Marketplace Insights:  
Spring/Summer 2019 Trends

# Coming up roses

The next several months are packed with fresh opportunities to attract new shoppers, from Easter to graduations and the kickoff of summer in many parts of the world. Whether you're looking to launch a new product inspired by the changing seasons or you want to make the most of key shopping occasions like Mother's Day, use this guide to learn about industry trends and what's selling on Etsy.

## Dig in

Seasonal overview .....	03
Cross-category trends .....	06
Category trends .....	08
Home & Living .....	09
Clothing .....	18
Jewellery & Accessories .....	22
Vintage .....	30
Paper & Party Supplies .....	34
Weddings .....	37
Craft Supplies & Tools .....	40
Action points .....	43



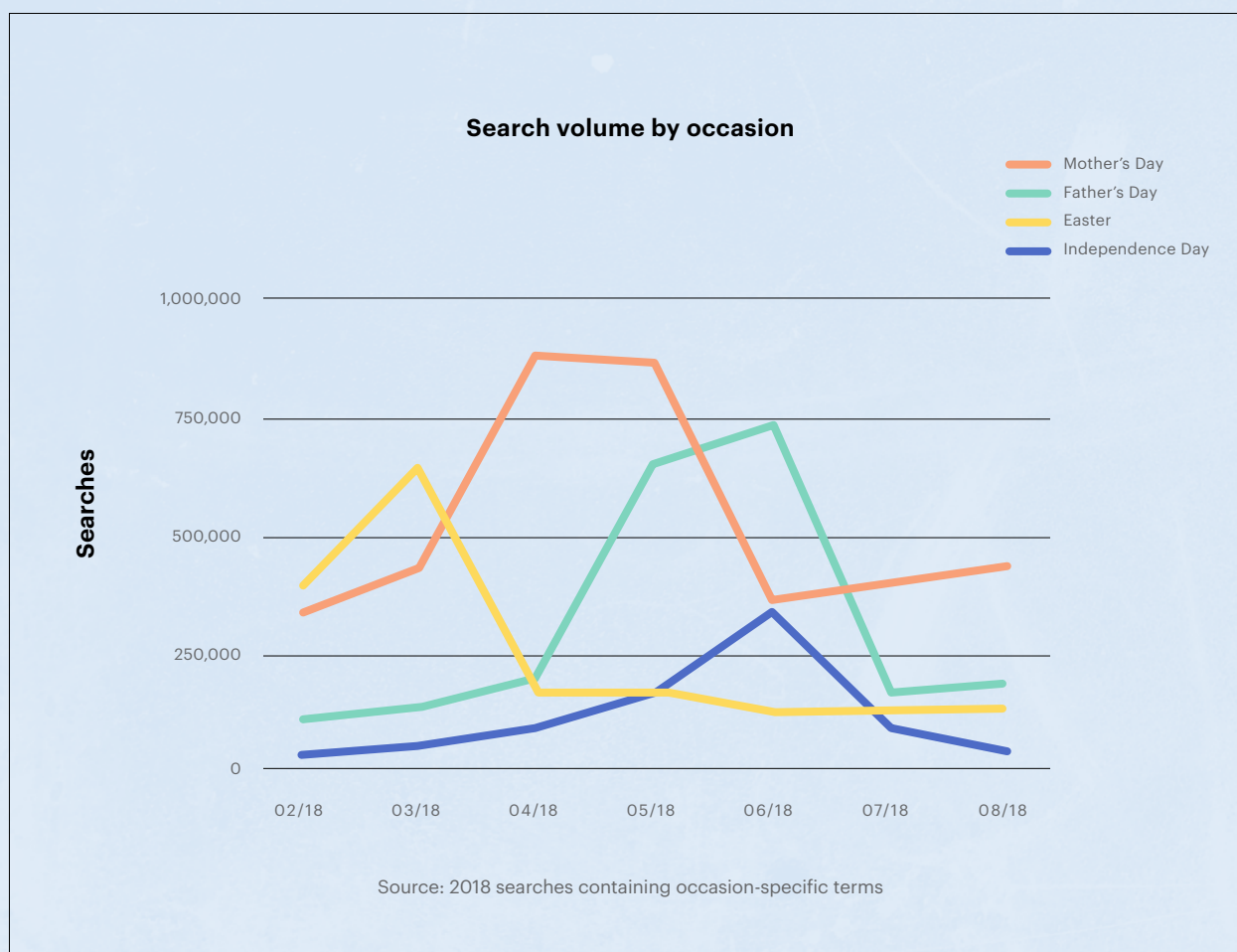


# Spring/Summer 2019 Overview

# Ready, Set, Grow

“With many spring and summer occasions on the horizon, it’s an exciting season with an array of opportunities for Etsy sellers to show off personalisation – an important feature of the Etsy marketplace we plan to feature in our merchandising.”

— Mary Andrews, Etsy Director of Merchandising



## Key occasions

Between March and August last year, we saw more searches related to Mother's Day than for other occasions. While searches for “mum” and “mother” happen year-round, they surge in the two months before Mother's Day. Note that Mother's Day is earlier in the UK.

## Top searches across categories\*

slime  
engagement ring  
bridesmaid gift  
home  
wedding decor  
jewellery  
decor  
enamel pin  
dog collar  
bridesmaid robes

\*April–August 2018



# Seize the Moment

The next few months are full of key shopping occasions. Use this as a guide to what shoppers will be searching for – and what we'll be promoting on Etsy.

	Easter (21st April)	Mother's Day - US (12th May)*	Graduation (May–June)	Father's Day - US (16th June)	Independence Day - US (4th July)
Time-frame	January–April Peak: March	February–May Peak: April and May As we get close to Mother's Day, we'll promote ready-to-ship items.	February–June Peak: early May	April–June Peak: early June	June
Key themes	Personalisation Cards Decorations Kids' Easter outfits DIY projects	Gifting Cards Personalisation Wellness Bath and beauty Accessories Ready-to-ship items	Gifting Personalisation Cards Keepsakes Apparel Accessories Teacher gifts	Gifting Personalisation Cards Wanderlust and travel Outdoor adventure DIY projects Grooming essentials	Entertaining Decorations Apparel
Top searches	easter basket, easter decorations, easter svg, easter wreath, personalised easter basket, easter decor, easter basket stuffers, easter pajamas kids, easter dress, easter egg	mother's day gift, mummy and me outfits, mother's day, mother gift, mother daughter matching dress, mother's day cards, mum shirt, mum necklace, dog mum, grand-mother gift  *Mother's Day in the UK falls earlier on March 31	graduation party decorations, graduation gift, graduation invitation, personalised graduation, graduation gift for her, graduation cap, graduation announcement	father's day gift, father's day, father's day card, funny father's day, dad gift, father's day gift from daughter, father son matching shirts, dad hat, father's day shirt	4th of july shirt women, 4th of july svg, 4th of july, 4th of july tank, 4th of july shirt, 4th of july printable, 4th of july outfit, 4th of july wreath, 4th of july decor

## ► Consider these additional events and key moments:

Cinco de Mayo (5th May), prom (April–June), gardening season, housewarmings, anniversaries, retirements, baptisms and first communions, family reunions, spring showers (bridal, baby, engagement), weddings, milestones (baby's firsts, birthdays)

# Cross-Category Trends

Expect to see these popular themes throughout the spring and summer season.



## Going green

Shoppers around the world are becoming more focused on sustainability. In an August 2018 global Nielsen survey, 81% of respondents said they felt strongly that companies they shop from should help the environment. With April being Earth month, there's never been a better time to explore sustainable materials and reusable products.

- ▶ 137% year over year (YoY) increase in searches for "sustainable" across Etsy



## Renewal

Items that embrace seasonal change include transitional clothing pieces, room-refreshing statements, recycled vintage styles, and reimagined classics.

## Trending on social: floral everything



DreamDayBlooms

Floral bouquet

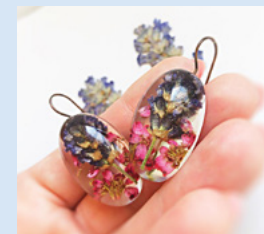
23k likes, 131 comments



MilkyWayDecor

Bedroom wallpaper

11.6k likes, 115 comments



MayaJambalaya

Pressed-flower earrings

1.6k reactions, 41 comments

68 shares



3



### Nostalgia

Shoppers are looking back in time for inspiration, drawn to romantic details of Victorian times and looks from recent eras. Today's styles are heavily influenced by the '70s, '80s, '90s, and even 2000s, which produced the popular modern boho look that consistently performs well on Etsy.

### Flower power

The perfect expression of the season, florals never go out of style and lend freshness to both handmade and vintage items.



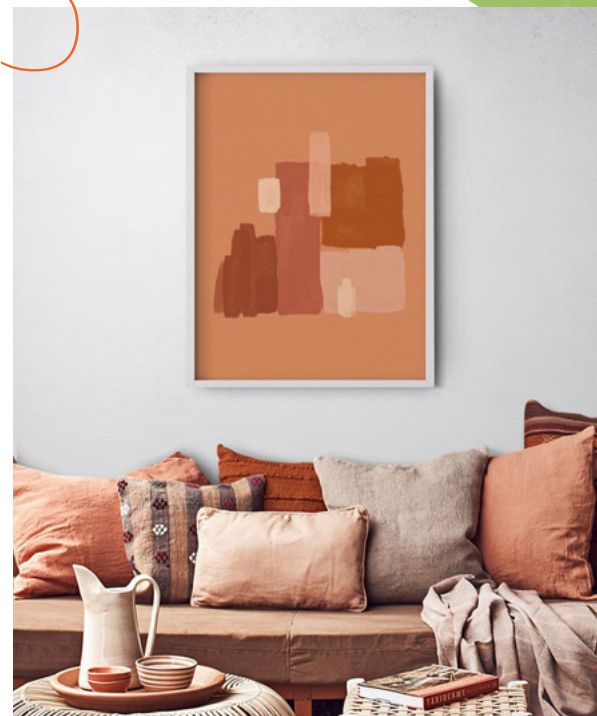
4

3. FrancetteVintage

4. APetalUnfolds

5. fffornStudio

5



### Burnt orange

This year is all about sun-kissed hues, and Etsy Trend Expert Dayna Isom Johnson has declared burnt orange Etsy's Colour of the Year. This desert-inspired shade is grounding (yet refreshing) and undeniably natural. "I'm excited to see this earthy tone take over our homes and outfits", says Dayna. This colour also ties in with another of her 2019 trends: southwestern style.



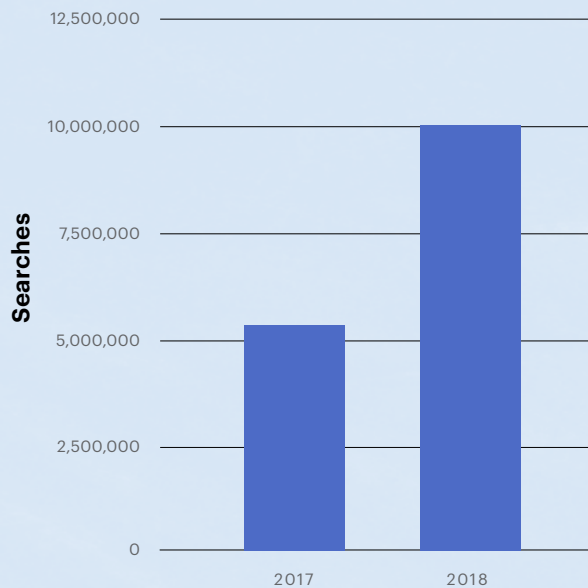
# Category Trends



# Home & Living

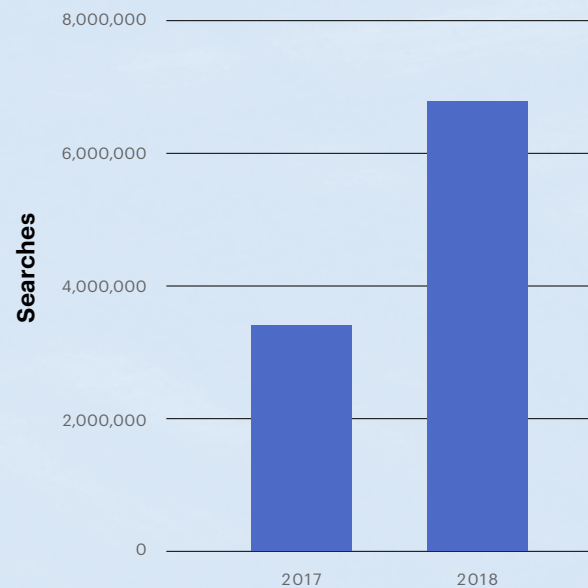
The next several months are packed with celebrations, making the home a focal point.

## Pet-related searches



Source: 2017 and 2018 pet-related Home & Living searches

## Wellness and spirituality-related searches



Source: 2017 and 2018 wellness and spirituality-related Home & Living searches

## Opportunity areas

- Mother's Day and Father's Day present the biggest occasion opportunities.
- Areas where we're seeing year-over-year growth in search activity include pet products, gardening, and wellness and spirituality.
- The Weddings category overlaps with Home & Living, especially for registry items. Home & Living sellers can expand their reach by considering wedding shoppers.

## Top Home & Living searches\*

home  
decor  
dog collar  
farmhouse decor  
burlap sunflower wreath  
dog tag  
macrame wall hanging

\*April–August 2018

# Home & Living Key Occasions

## Easter

Offer playful personalisation and whimsical twists on classic traditions.



ProjektDzioopla

### Top searches

easter basket, personalised easter basket, easter decorations, easter wreaths, basket stuffers, easter eggs

### Key items

table linens and decor, serveware, wreaths, decorative eggs, personalised baskets and stuffers, personalised wooden toys and puzzles, stuffed animals, name and egg-shaped crayons, small-batch sweets

### Key motifs

eggs, bunnies, chicks, lambs, crosses, and carrots in pastels, yellow, and minty hues

## Mother's Day

Tap into wellness and personalisation trends to explore fresh gifting ideas.



CloudsandCurrents

### Top searches

mother's day gift, bath bomb, gifts for grandmothers, ring dish, recipe box

### Key items

cards, gift baskets, bath time indulgences, bouquet alternatives

### Key motifs

flowers (not just fresh)

## Father's Day

Focus on personalised staples and themes of outdoor adventure and domestic pursuits.



CognitiveSurplus

### Top searches

father's day gift, father's day, dad gift, father's day grilling, father's day gift from daughter, godfather gift, father's day mug

### Key items

cards, DIY projects, beer and foodie items, grooming items, grill accessories, tech gear, travel items, outdoor tools and accessories

### Key motifs

wanderlust, outdoor adventure, food, sports



# Seasonal Refresh

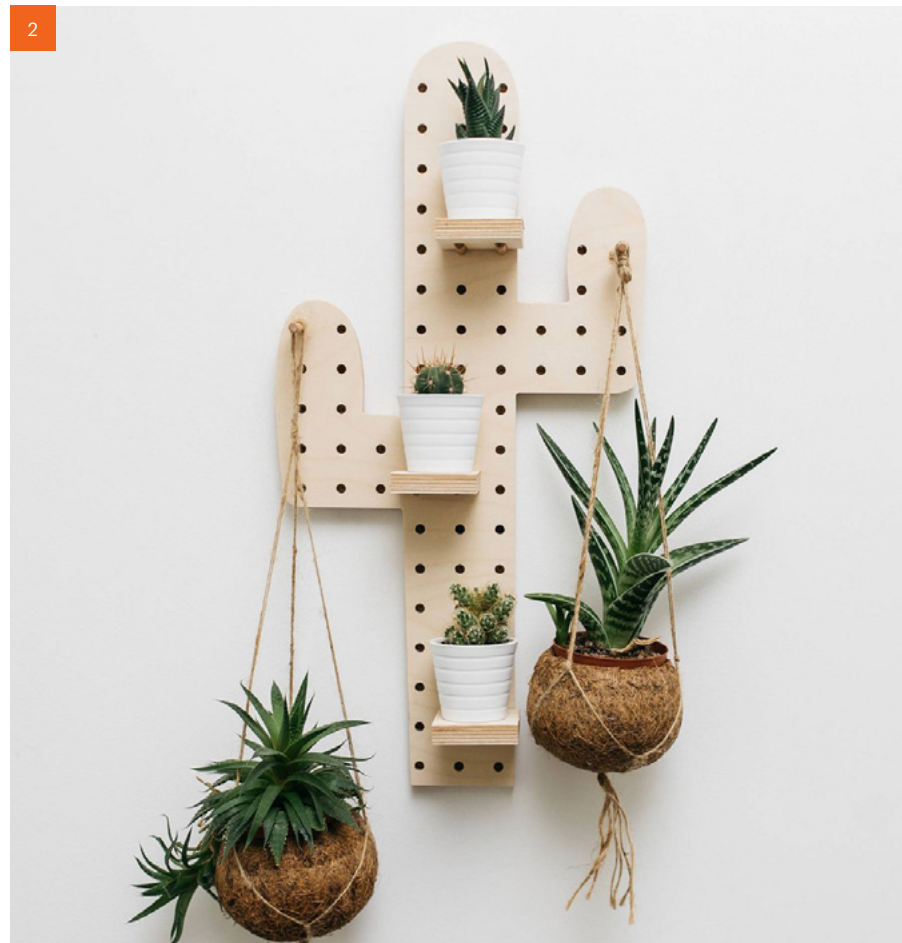
With the changing seasons, shoppers will be focused on spring cleaning, home makeovers, and personal wellness.



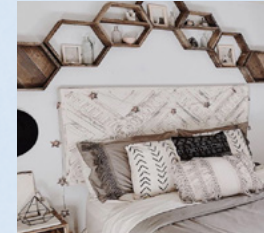
## Storage as an art form

Help shoppers put everything in its place by offering innovative, eye-pleasing tidying solutions.

- ▶ 129% YoY increase in searches for “storage”
- ▶ 51% YoY increase in shelving-related searches



**Trending on social:**  
wall-hanging storage that  
doubles as decor



fernwehhome

Hexagon shelves  
47k likes, 16k comments

“Decor that can be repurposed for multiple occasions, such as table linens that can transition from Easter brunch to Mum’s breakfast-in-bed, is a key opportunity to help shoppers warm their homes all season long.”

— **Lindsay O’Brien, Etsy Merchandising Specialist**

- 1. 5mmPaper
- 2. littleanana

1



### Routine reset

Shoppers are upgrading their self-care rituals with products made from natural ingredients.

- ▶ The term “natural” often appears in searches for deodorant, makeup, soap, hair products, skincare, and perfume.

2



### DIY updates

This time of year inspires shoppers to make home improvements.

- ▶ 49% YoY increase in searches for “DIY”

3



1. shopamongtheflowers
2. UrbanOasisDecor
3. floralCOLORAY



# House Warming

All eyes are on the home this season – as a place to entertain and recharge.



## Take things outside

Help shoppers dine alfresco with picnic items, grill tools, and outdoor entertaining essentials.

- Relevant searches: outdoor pillows, outdoor furniture, bird houses, outdoor, lawn games, wind chimes, bbq tools



## Everyday upgrades

Catch browsers' attention with fresh takes on the essentials they use daily.

## Trending on social: eye-catching mugs



@murava\_ceramics

Mushroom mugs  
20k likes, 391 comments



artmasha

Leaf and rainbow mugs  
49k likes, 819 comments

1. AquaDoorDesigns
2. SINDstudio

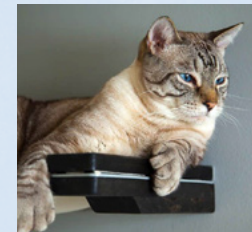




### Animal kingdom

Elevate pet products with woven fabrics, felts, and natural materials. Create a pup's paradise and invite kitten play with energizing prints featuring cacti, wild florals, paint splatter, and ombré effects.

### Trending on social: luxury cat perches



CatastrophieCreations

Cat perch

22k likes, 759 comments

### Toys as decor

Parents are investing in stylish, eco-friendly toys that are as fun to look at as they are to play with.

- ▶ 30% YoY increase in searches for "wood toy"



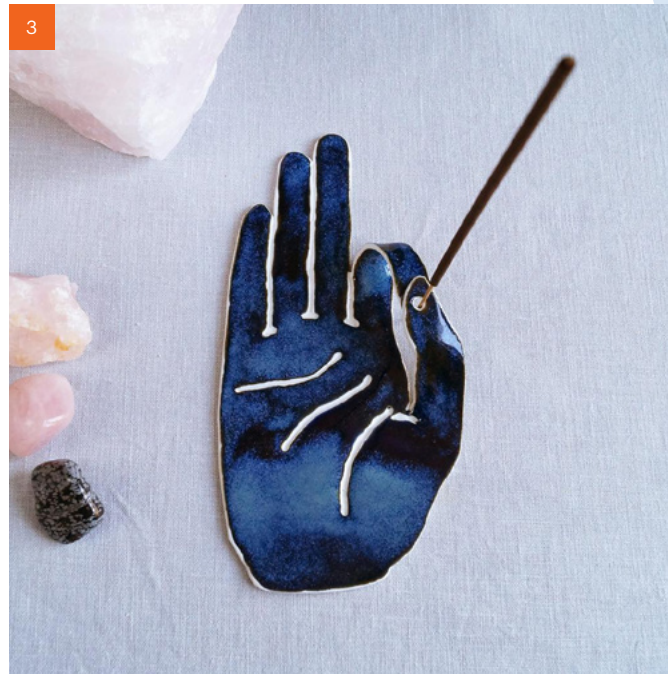
1. CozyCama
2. HappyLittleFolksShop



### Moments of zen

Shoppers are looking to de-stress with accessories for feeling centered.

- ▶ 211% YoY increase in searches for "self care"
- ▶ 32% YoY increase in searches for "meditation"

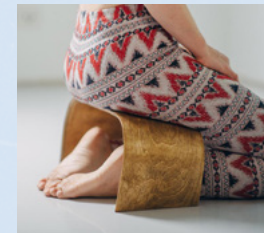


### Trending on social: soothing seating



Rock seats

11.6k likes, 212 comments



Meditation bench

24k likes, 350 comments

- 1. ArtfulTea
- 2. ArtfulTea
- 3. VanillaKiln



# Nature Lovers

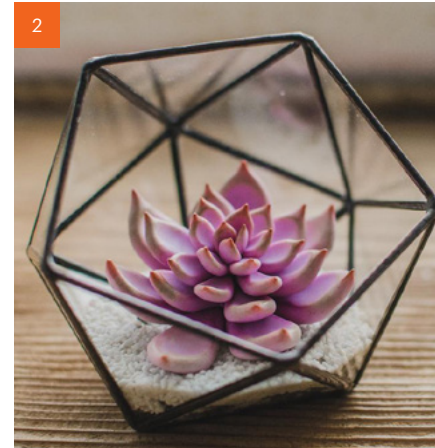
Shoppers are all about the greenery, whether they're pruning perennials in a spacious backyard or misting air plants in a tiny apartment shower.



## Playing in the dirt

Shoppers are ready to garden with playful – and practical – tools and accessories.

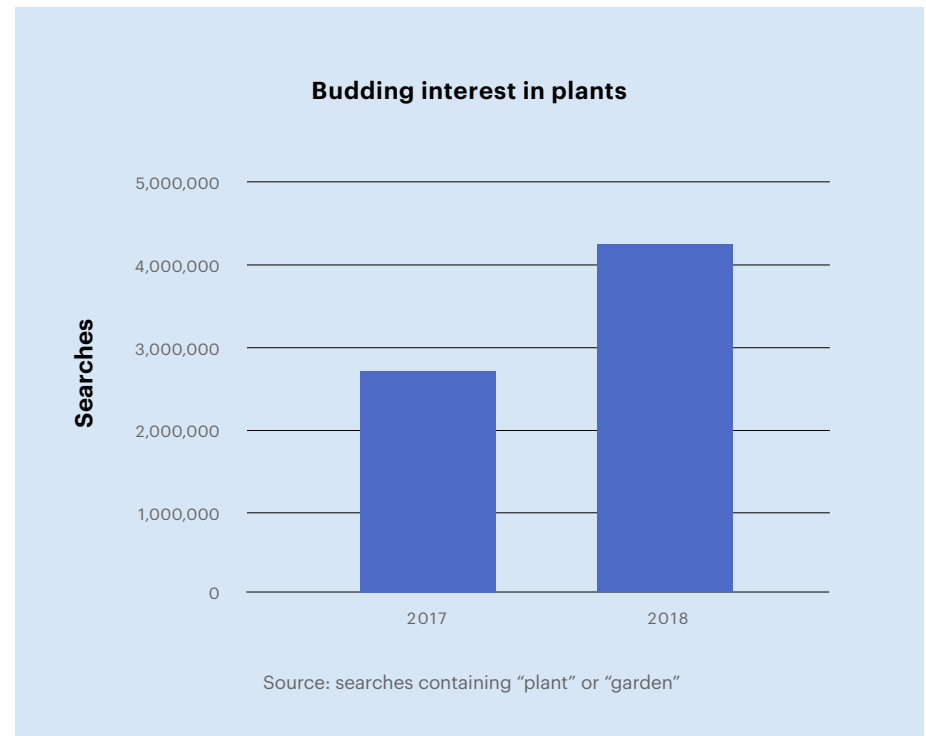
- ▶ Searches containing “plant” or “garden” peak in April.



## Plant vibes

Offer ways to bring the outdoors inside with natural wreaths, planters, terrariums, and Etsy Trend Expert Dayna Isom Johnson's 2019 pick: easy-to-care-for herbariums.

- ▶ 81% YoY increase in searches for “dried flower”



1. xiannashop
2. Leosklo





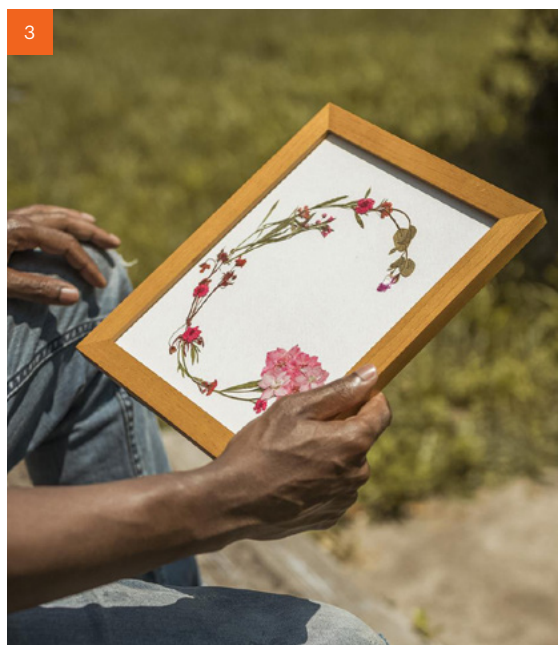
### So sustainable

Celebrate nature during Earth Month (and all year round) by offering reusable solutions and products made from recycled materials.

- ▶ 106% YoY increase in searches for “reusable” Home & Living items

### Suggested materials

wood, upcycled metals, handmade ceramics, terracotta earthenware, natural woven fibers, recycled materials, moss



1. MadeAnewShop
2. pineapplebaystudio
3. LoopnThreads

### Hot searches

Top 10 plant- and garden-related Home & Living search terms\*

planter  
gardening  
plant stand  
hanging planter  
macrame plant hanger  
garden gifts  
succulent planter  
plant pot  
garden  
garden tools

\*2018

### Flower frenzy

Botanical prints and floral watercolours celebrate the art of nature.

- ▶ 31% YoY increase in searches for “flower” within Art & Collectibles
- ▶ 36% YoY increase in searches for “botanical” within Art & Collectibles

# Clothing

As shoppers in the Northern Hemisphere shed their winter coats, turn your attention to transitional pieces and major gifting occasions.



## Opportunity areas

---

- Offering a wide range of clothing sizes (or, better yet, custom sizing) may help convince a shopper to take a chance on purchasing clothing online. If you offer either of these, be sure to highlight that.
- Interest in jumpsuits and gender-neutral pieces is on the rise.

## Palette

---

earthy tones like dusty rose and burnt orange, pastels

## Popular Clothing searches\*

---

lingerie  
maternity dress  
t-shirts  
linen dress  
kimono  
bikini  
mummy and me outfits  
one piece swimsuit

\*April–August 2018



# Clothing Key Occasions

## Easter



WBTHAMM

### Top searches

easter pajamas kids, easter dress, easter sibling outfits, baby first easter

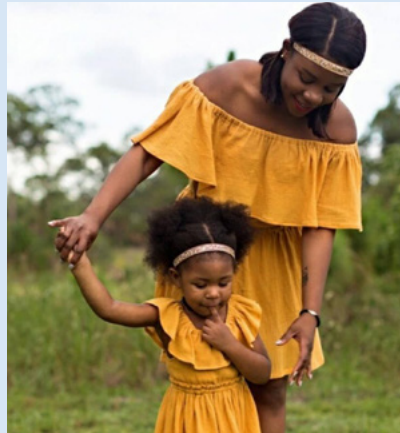
### Key items

photo op outfits, tops and tees, leggings, spring and floral Easter dresses, socks

### Key motifs

carrots, bunnies, eggs, garden, daisies, greenery in soft spring pastels

## Mother's Day



JustSheli

### Top searches

mummy and me outfits, mother daughter matching dress, mum shirt, mummy and me swimsuit, mummy and me dress

### Key items

fashionable mum gifts (transitional linen separates), matching mother-child sets, inspirational tees

### Key motifs

mummy and me, gifts for new mum, #momlife, florals

## Father's Day



MaplePropeller

### Top searches

father son matching shirts, father's day shirt, dad and matching baby shirts, fathers day gift

### Key items

matching dad-child sets, gifts for new dads, novelty socks, "best dad ever" messaging

### Key motifs

playful patterns, wildlife, nature

## Independence Day (US)



WilderShores

### Top searches

4th of July shirt women, july 4th tank, 4th of july shirt, 4th of july outfit, 4th of july

### Key items

festive novelty tees and tanks, linen dresses

### Key motifs

stars and stripes

### ► Additional seasonal opportunities:

prom (dresses), graduation (graduate T-shirts and tanks, teacher gifts, monograms)



# Clothing

With the changing seasons, shoppers will be hunting for fresh pieces to update their look.

## Key clothing items and styles

Jumpsuits  
Gender-neutral pieces  
Cheeky and novelty tees  
Mummy-and-me sets  
Swimwear in all sizes  
Denim  
Lingerie



### Folk festival

With styles of the 2000s back in fashion, expect increased interest in a perennial Etsy favourite: modern festival wear.

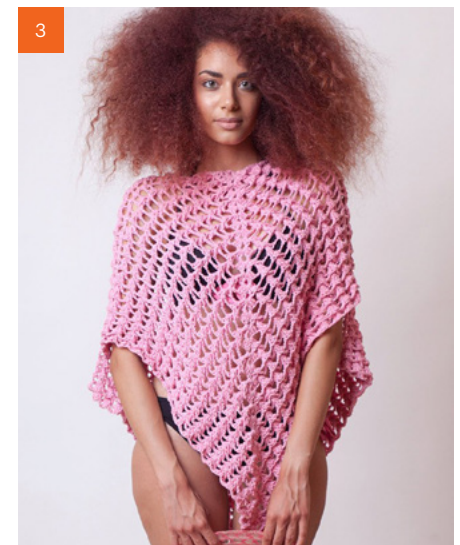
- Each year, we see searches for “boho” peak in May.



### Easy breezy

Help shoppers slip into summer with light transitional layers made from natural linen fabrics.

- 54% YoY increase in searches for “linen” clothing



### Nostalgic handmade effects

Make a splash in ‘70s style with trending tie-dye effects and airy crochet stitches.

1. RenieKnit
2. leemichellefashion
3. beWoolen

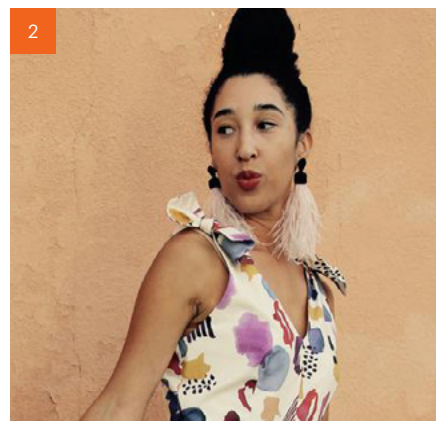
1



### Garden party

Floral fabrics and embroidered details make clothing pop.

2



### Reimagined feminine details

Rethink ladylike accents like ruching, pleats, ruffles, lace, and bows in bold new ways.

- ▶ 38% YoY increases in searches for “bow” within Clothing

3



### Southwestern style

Explore full-on fringe, earth tones, textures, and natural fabrics. “The first glimpse of southwestern styles started with cacti”, says Etsy Trend Expert Dayna Isom Johnson. “But this year we’re fully embracing the look.”

- ▶ 33% YoY increase in searches for “western” within Clothing

1. thiefandbandit
2. leemichellefashion
3. BrainCandyInk

“This season is all about renewal. Buyers are looking for ways to refresh their wardrobes, and holidays like Easter and Mother’s Day are the perfect time to highlight what’s new and fresh in your shop.”

— **Jessica Church,**  
Etsy Merchandising Specialist



# Jewellery & Accessories

This season's jewellery and accessories embrace maximalism and the creative spirit. Help shoppers express their individual style, and offer personalised gift ideas for key seasonal occasions.



AshakaGivens

## Opportunity areas

---

- Personalisation is key: Three out of five bestselling jewellery and accessory items offer personalisation.
- Patches and pins is a subcategory with growing demand.
- We're also seeing a trend toward purchases at higher price points (at an average of nearly \$60) in bags.

## Popular Accessories searches\*

---

enamel pin  
patches  
keychain  
lanyard  
personalised leather  
baby headband  
flower crown  
iron-on patch  
cufflinks

\*April–August 2018

## Palette

---

Bold colours like hyper pink

## Popular Jewellery searches\*

---

engagement ring  
earrings  
name necklace  
initial necklace  
rings  
statement jewellery  
necklace  
opal ring  
celestial jewellery

\*April–August 2018

# Jewellery

This season's jewellery trends are an outlet for self expression, maximalism, and a larger industry pivot towards more dressed-up looks.



## Oversized statement earrings

Take bold earring styles up a notch with bigger shapes and playful details like tassels, metal, fabric, bright colours, and beads. Think extra-large drop earrings, mobile and sculptural earrings, and '80s vintage-inspired studs.



## Modern hoops

Hoops are getting updated with mixed metals, resins, acrylics, beads, crafty fabric coverings, tassels, enamel, and pearl details. Also trending: removable, personalised charms.

- ▶ 76% YoY increase in searches for "hoop" in Jewellery

1. ReasonToBePretty

2. AgJc

"This season buyers will be eager to update their look with high-impact styles and bold colours. They're not holding back."

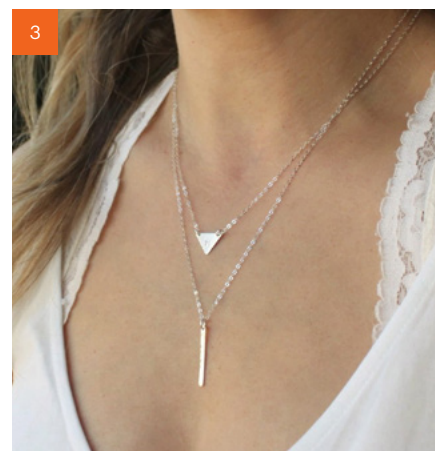
— Rachel Refo, Etsy Merchandising Specialist



### Mismatched earrings

Feeling experimental? Spark creativity with mix-and-match earring options shoppers can choose themselves.

- ▶ 85% YoY increase in searches for “mismatch” in Jewellery



### Layered necklaces

Layered pendant necklaces offer the appeal of personalised combinations and 2000s-inspired boho style. Lariat necklaces are also popular, creating a similarly loose, layered effect.

- 1. CONTOURstudio
- 2. GLDNxLayeredAndLong
- 3. TheSilverWren





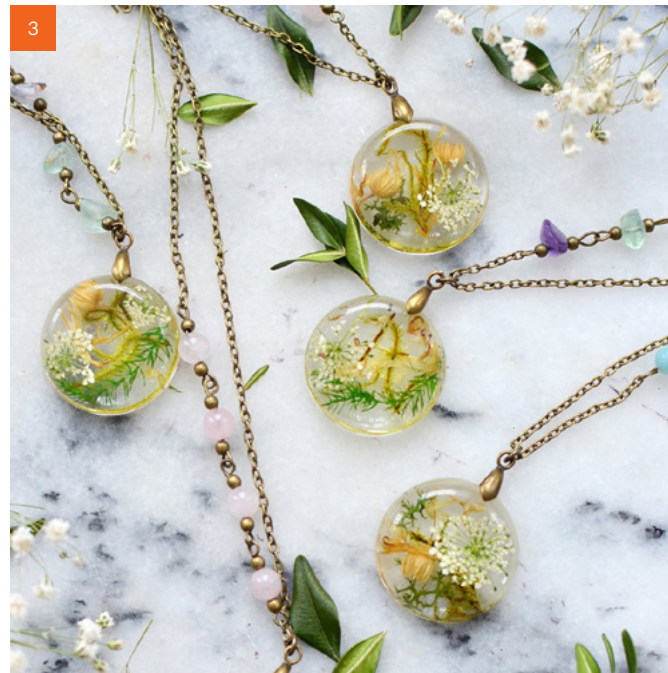
### Personalisation

Shoppers looking to customise jewellery for themselves and their loved ones are choosing birthstone pieces and necklaces containing multiple names. Name necklace and birthstone jewellery are top-selling personalised styles on Etsy.



### Pressed flowers

Flowers are everywhere this season, and jewellery is no exception. Shoppers are looking for greenery and blooms encased in resin and glass.



1. MackenzieTreasury
2. ButtonsyJewellery
3. EightAcorns





### Jewellery for him

Don't forget the guys – last spring's jewellery top sellers included items for men. Popular items include rings and bracelets.

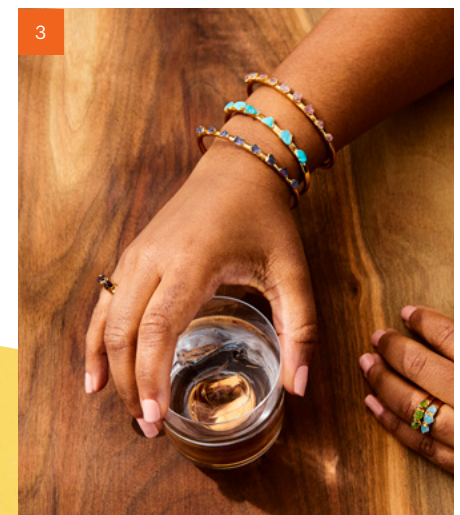
- ▶ 59% YoY increase in searches for "men" or "him" in Jewellery



1. MijMojDesign
2. Iumafina
3. DANIBARBeshop

### Stacking bracelets

Bangles allow for layering and endless individualised combinations. Explore acrylic, resin, enamel, and natural materials in bright hues, mixed textures, and colour-blocking effects.



# Accessories

Accessories complete the look and are a great way for shoppers to test out a bold new style.



## Get personal

Customisation is key to making your accessories unique and gift-able. Shoppers frequently search for customised leather, keychains, luggage tags, cufflinks, wallets, socks, passport covers, tote bags, and hats.

▶ 66% YoY increase in searches for “custom” in Accessories

## Key accessory items and styles

- Wide-brim hats
- Fascinators
- Hair accessories (flower crowns)
- Patches and pins
- Rope and cinch-style belts
- Lightweight summer scarves
- Headscarves
- Skinny scarves
- Personalised leather
- Leather suspenders
- Camera straps
- Tech accessories
- Luggage tags, passport covers, wallets



1. CloudsandCurrents
2. UndercoverUK



1



### Make a statement

Shoppers are expressing themselves with small (and sassy) lapel pins and patches. They may not take up much space, but they're packed with feeling.

1. BonbiForest

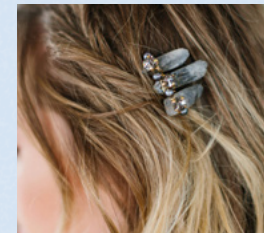
**Trending on social:**  
hair accessories and  
crowns, from over-the-top  
to everyday



FridaFlowerCrowns

Seashell crown

11.5k likes, 237 comments



EmmaKatzkaBridal

Crystal hair pins

1k likes, 63 comments,  
35 shares



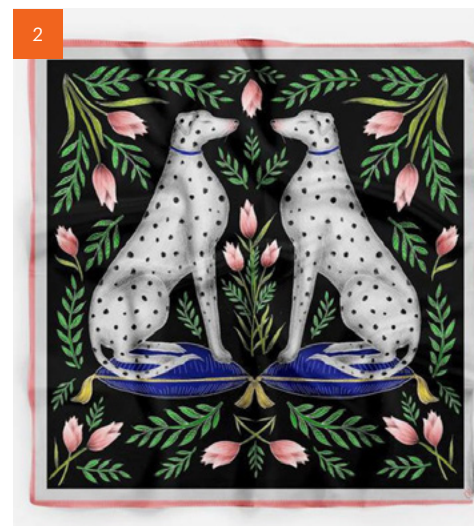


“What was once considered clutter is now on trend: Clashing patterns, styles, and colours are all permissible. There’s no limit to this eclectic trend.”

— **Dayna Isom Johnson, Etsy Trend Expert**

### Key bag styles

- Personalisation (monograms)
- Market sacks and tote bags
- Belt bags and fanny packs
- Crossbodies
- Bucket bags
- Rectangular top-handle bags
- Colourful clutches



### Go big

Offer shoppers a bit of drama by exploring vibrant colours and exaggerated proportions. These bold looks also play into one of Etsy Trend Expert Dayna Isom Johnson’s 2019 trends: maximalism.

1. ColorPhobe

2. Catherinerowedesigns



# Vintage

It's an exciting time for selling vintage, with many of today's top trends taking inspiration from the not-so-distant past.



MightyVintage

## Opportunity areas

---

- Easter is the perfect time to tap the retro decor trend.
- Source from the decades heavily influencing today's fashions.
- Highlight seasonal trends popular in other categories: While many vintage enthusiasts search for specific designers, the average shopper may become interested in vintage items that fit with current trends.

## Popular Vintage searches\*

---

vintage clothing  
vintage t-shirt  
vintage engagement ring  
vintage dress  
vintage rings  
vintage jewellery  
'90s clothing  
vintage wedding dress  
vintage ring

\*April–August 2018

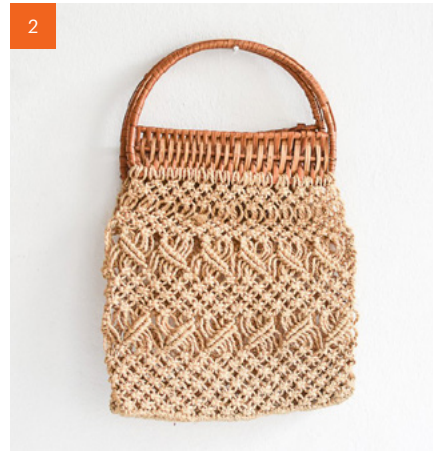
# Vintage

Stock your shop with pieces from trending decades and attract shoppers with the real deal.



## Classic weddings

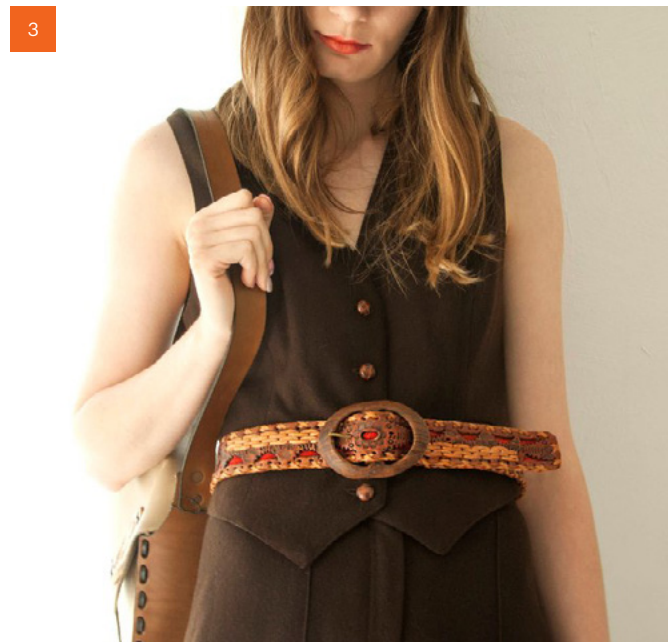
Vintage wedding dresses, accessories, and jewellery are popular purchases this time of year.



## Boho style

A resurgence of vintage-inspired festival styles will drive demand for authentic pieces.

▶ 42% YoY increase in searches for “boho”

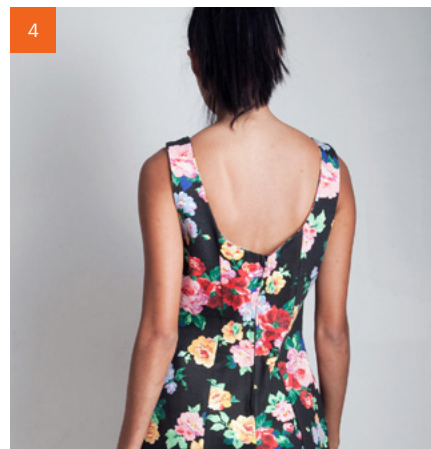
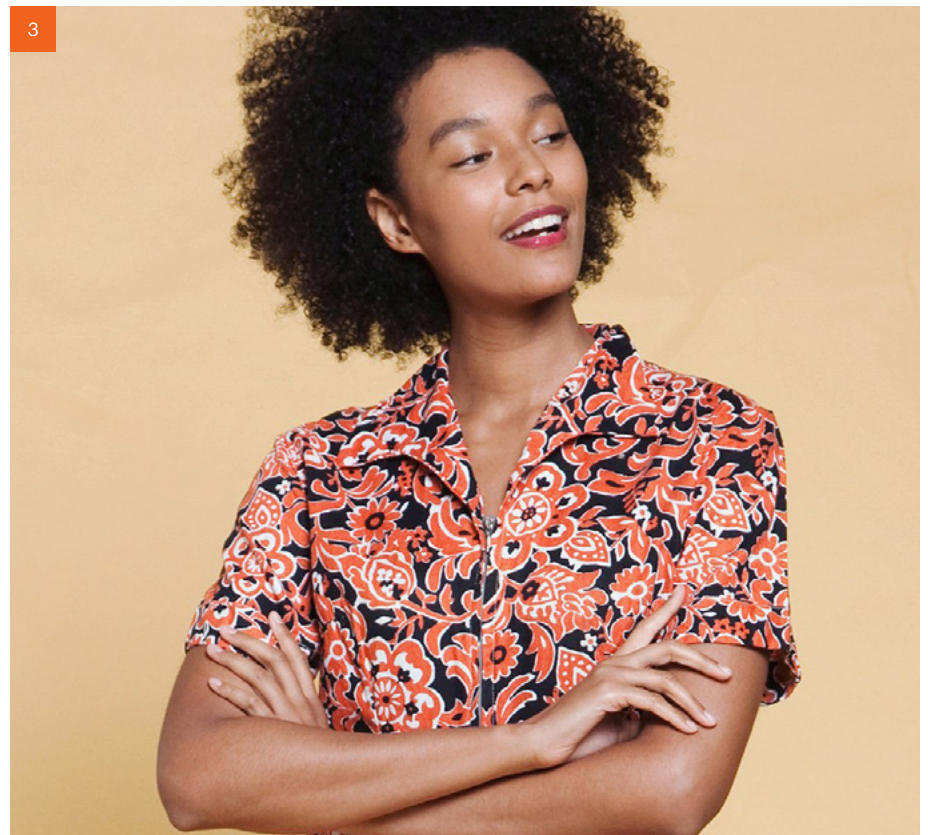
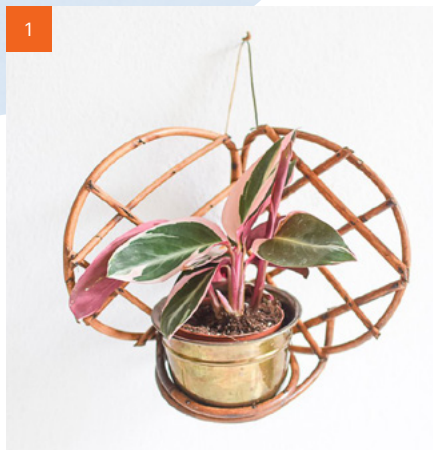


1. PollyMcGearyAntiques
2. MightyVintage
3. RoseleinRarities



### Natural materials

Rattan and wicker continue to trend for homeware and houseplant vessels.



### Floral and botanical prints

Flowers never really go out of style. Shoppers will be scooping up floral frocks from all decades.

1. MightyVintage
2. MightyVintage
3. shoprabbithole
4. shoprabbithole





### Looks of the '70s-'90s

Recent decades are fueling new fashion and shoppers' appetites for true originals.

### Casual denim and sweatshirts

Bleached and stonewashed '80s denim is having a moment, as are logo-adorned layers.

1. shoprabbithole
2. WearitWellvintage
3. KindCloset



# Paper & Party Supplies

Paper goods take center stage at upcoming seasonal celebrations and make eye-pleasing additions to everyday living.



bashpartygoods

## Key occasions

---

Birthday parties  
(themed and milestone)  
Wedding-related  
(bridal shower, wedding, hen)  
Baby showers (gender reveal)  
Mother's Day  
Graduation  
Father's Day

## Top Paper & Party Supplies searches\*

---

wedding invitation  
gender reveal  
hen night  
planner  
graduation party decorations  
pregnancy announcement  
baby shower  
unicorn party

\*April–August 2018

# Paper & Party Supplies

The trend of wellness and healthy living trickles into this category, with shoppers seeking stationery and supplies that promote moments of mindfulness, reflection, and self-love.



## Empowering expressions

From cheeky and playful to encouraging and inspirational, greetings and prints with positive affirmations serve as a source of motivation.

► 78% YoY increase in searches for “positive” in Paper & Party Supplies



## Sustainable supplies

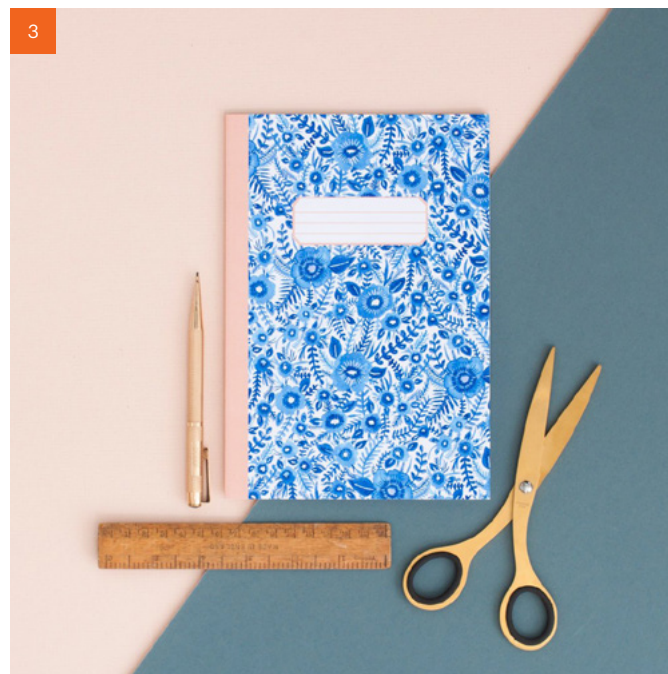
With spring and summer celebrations looming, eco-savvy shoppers will look for party pieces made from natural materials such as wood and cork.

1. mydarlinbk
2. PopFactoryShop

“Shoppers are searching for creative ways to make their celebrations feel special. They’re drawn to unique and playful perspectives on paper and party decor.”

— Emiko Yoshii, Etsy Merchandising Specialist





### Journals for all occasions

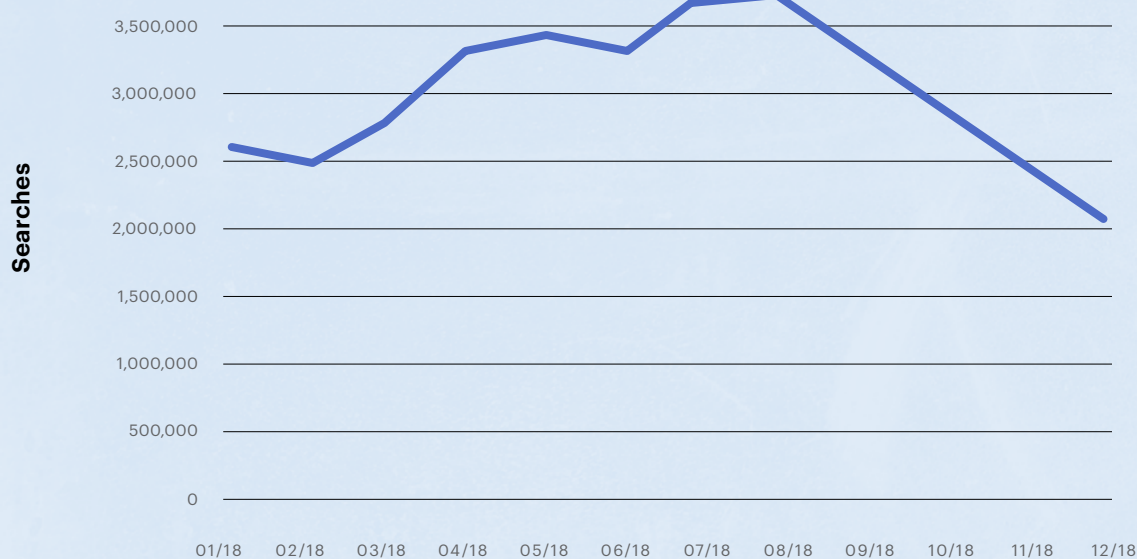
The rising popularity of journaling as a self-care practice has shoppers hunting for niche notebooks. Think activity-focused diaries like food and travel journals, and planners for bridal and baby showers.

1. LittlePaisleyDesigns
2. bashpartygoods
3. LittlePaisleyDesigns

# Weddings

Wedding shopping climbs through August and dips near the end of the year. With peak wedding season on the horizon, these are important months for wedding planning.

**Peak wedding shopping season begins in April**



Source: 2018 Weddings category search volume

## Opportunity areas

- Think beyond the big day. Consider engagements, bridal showers, hen and stag nights.
- Offer gifts for everyone in the wedding party (including parents and pets) and favors for guests.
- Explore personalisation options that are thoughtful and unique, as couples increasingly look to decor and favours as expressions of their personalities.

## Top Weddings searches\*

bridesmaid gift  
wedding decor  
bridesmaid robes  
wedding invitation  
wedding dress  
wedding cake topper  
wedding gift  
best men gift  
flower girl dress

\*April–August 2018



# Creative Couples

This year, wedding shoppers will add magic to their celebrations through elegant plant motifs, unconventional twists on the essentials, and larger-than-life bridal style.



## Fresh from the field

Shoppers add soft and subtle whimsy to their celebrations, with feathery pampas grass making its way into decorative garlands and floral headpieces.

► 758% YoY increase in searches for “pampas grass”



## Statement makers

Bridal fashion is going big this year, so shoppers will be looking for maximalist gowns with puffy sleeves, bold bows, and sparkling fabrics. Traditional wedding veils are also getting competition from bridal hats and tulle turbans.



## Minding mother nature

Couples are opting for eco-friendly items for their special day, so consider playing up your products' reusable or all-natural qualities.

1. PampasPeople
2. Facaldoflowers
3. ConfettiMommaParty



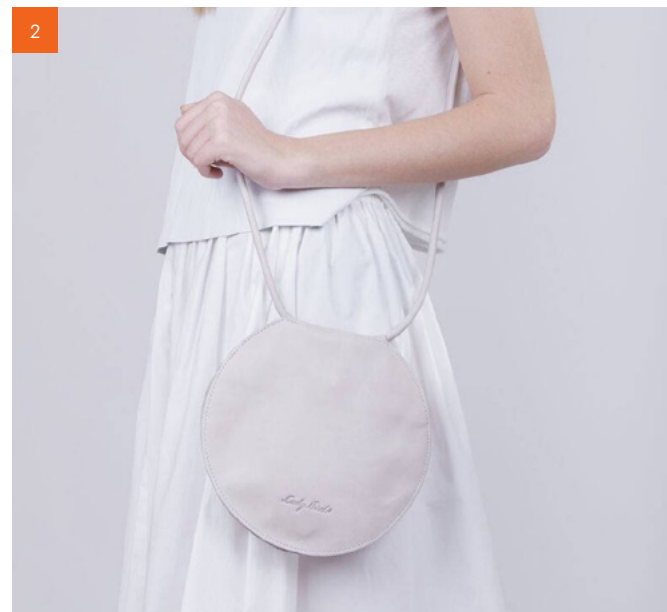
### Surprising stationery

Whether it's invitations, seating charts, or place cards, wedding planners will look for unconventional takes on big day necessities.

- ▶ 461% YoY increase in searches for "acrylic seating chart"

"We can expect wedding shoppers to research and make considered purchases during this time of year, particularly for longer-lead items such as invitations, dresses, and decorations."

— Emiko Yoshii, Etsy Merchandising Specialist



- 1. ProperLetter
- 2. LadyBirdesign
- 3. CADJewelry



### '90s style

"The trends of the '90s have resurfaced in fashion and decor, and now they're taking hold in the wedding industry", says Etsy Trend Expert Dayna Isom Johnson. We're seeing an uptick in searches for '90s-inspired butterfly hair clips and bridal bumbags.

### Just for us

More brides and grooms are buying sentimental keepsakes meant for each other's eyes only. Think special accessories with discreet personalisation such as hidden engravings and embroideries.



# Craft Supplies & Tools

With Easter egg dyeing and children making presents for Mother's and Father's Day, this is a crafty time of year. Nature, gifting, and relaxation inspire the season's popular crafts.

**Building interest in easy craft projects**



Source: 2017-2018 Craft Supplies & Tools searches for "easy", "simple", "beginner", or "kit"

## Opportunity areas

- Easter, Mother's Day, and graduation are key crafting occasions.
- Shoppers will be looking for floral and garden supplies (DIY kits make great gifts), embroidery and cross-stitch, punch needle, fabric, and jewellery-making supplies.

## Top Craft Supplies & Tools searches\*

cross stitch pattern  
succulents  
washi tape  
terrarium  
planner stickers  
fabric  
crochet sunflower pattern  
embroidery kit  
crochet pattern  
address stamp

\*April–August 2018

# Craft Supplies & Tools

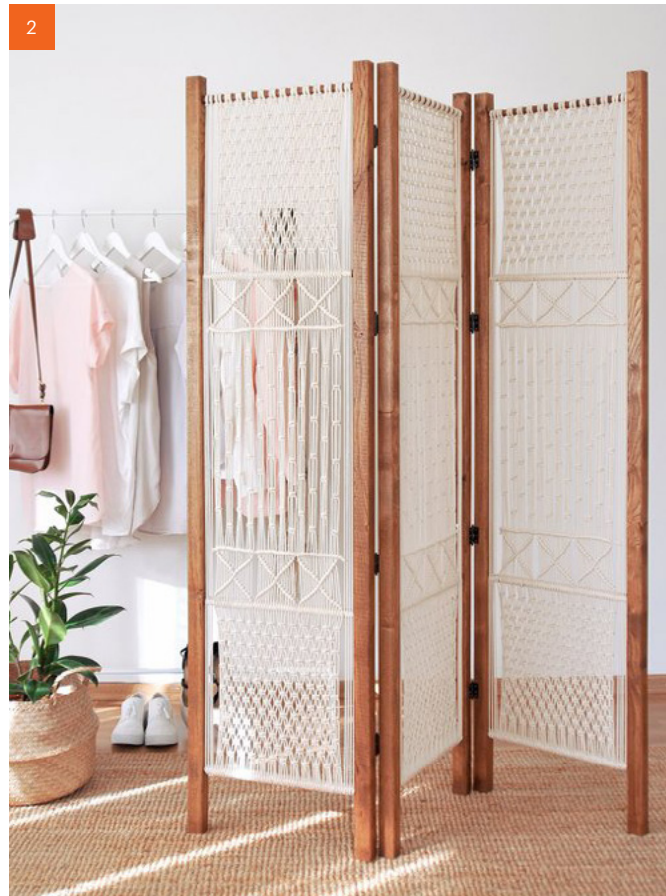
With more and more people taking up crafts as hobbies, shoppers are looking for simple DIYs and kits that provide relaxation and spark creativity.



## Stitch up a storm

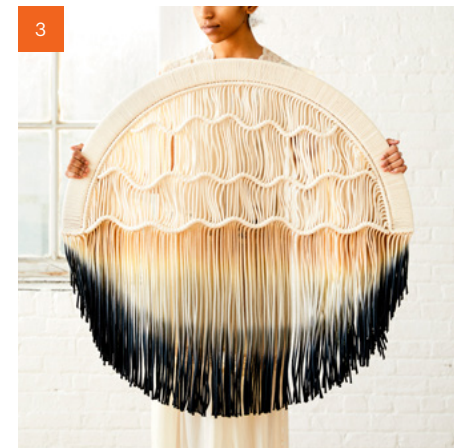
Expect to see punch-needle and cross-stitch designs that feature flowery and nature-inspired imagery as well as growing interest in the geometric patterns of sashiko stitching, a form of Japanese folk embroidery.

- ▶ 87% YoY increase in Craft Supplies & Tools searches for "sashiko"



## Textile therapy

Amateur and adventurous crafters alike are drawn to the soothing, meditative qualities of weaving and macramé.



1. MiniatureRhino
2. BohoAndSoul
3. TeddyandWool





### Green thumb

This season inspires shoppers to get their hands dirty with moss, dried plants, and supplies for making terrariums and herbariums.

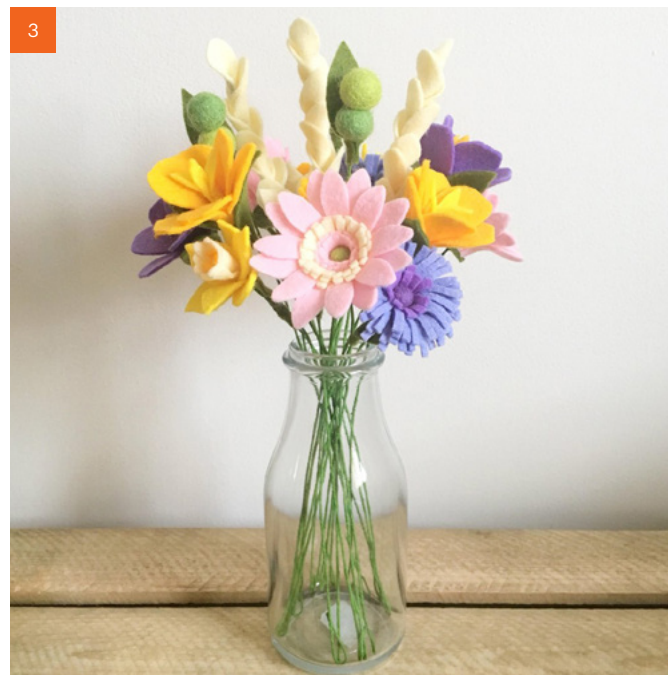
“As hobby-crafting gains momentum, we’ll be highlighting approachable yet inspiring craft projects and DIY kits to a wide audience.”

— Emi Yoshii, Etsy Merchandising Specialist



### Faux florals

An increased interest in non-traditional bouquets will inspire shoppers to make creative faux florals out of paper and fabric.



1. freefile
2. SQUISHnCHIPS
3. thehandmadeFlorist

# Action Points

## Keep your shop fresh

- ☐ Update your Shop Banner with seasonal themes.
- ☐ Incorporate trends in your photos and styling.
- ☐ Use your featured listings to spotlight fresh designs alongside bestsellers.

## Get discovered

- ☐ Include relevant seasonal search terms in your tags and titles.
- ☐ Consider popular budgets when pricing your items (ex: Mother's Day gifts under \$50 and under \$100).
- ☐ We'll be promoting ready-to-ship items to Mother's Day buyers. Offer ready-to-ship items to appeal to last-minute shoppers.
- ☐ Put important recipient keywords like "grandmother" in your titles and tags.

## Give shoppers what they want

- ☐ Highlight gift potential in your product photos.
- ☐ Offer fast and fair-priced shipping.
- ☐ Offer personalisation: It's now easier than ever, with a new field that lets buyers add important personalisation request details before they check out.

## Pro tips

- ☐ Only tap the trends that feel right for your business. If a trend doesn't resonate with you or your target customer, skip it.
- ☐ Remember to update occasion-specific images, tags, and titles as soon as the key date has passed.

### How to offer personalisation:

Just toggle Personalisation on when editing or creating a listing, leave instructions for shoppers, and they'll be able to add their personalisation details. Use bulk edit to enable personalisation for multiple listings at once.



The Etsy logo is positioned in the top left corner of the page. The background features a light blue textured surface with large, organic, watercolor-style shapes in orange, yellow, and green. A dark blue geometric shape is located at the bottom left, partially overlapping an orange shape with a white grid pattern.

Etsy

What did you think of  
this trend report?

[Share your feedback](#)