



# MAKE THEM SWOON

Marketplace Insights:  
2019 Valentine's Trends

Etsy



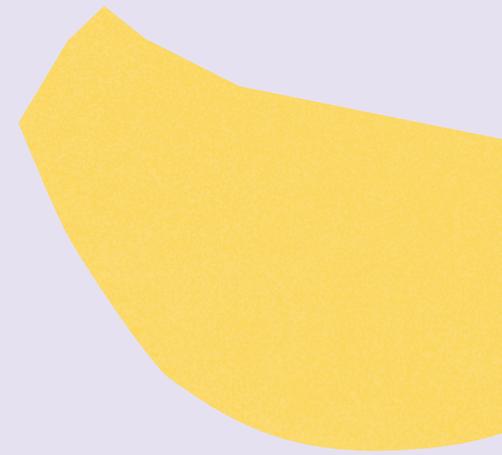
# How Sweet It Is

Prepare your shop for the first (and sweetest) major shopping occasion of the year, with our latest Marketplace Insights report. Inside, you'll find trends based on Etsy search and sales data, industry research, and the themes Etsy plans to promote to Valentine's buyers this year.

With an influx of shoppers coming to Etsy to make Valentine's Day their own, it's time to show off your unique spins on the classics. Even if what you sell falls outside traditional Valentine's territory, these trends can help you generate ideas for new products—or for marketing your current items to seasonal shoppers. Whether you're constructing everlasting bouquets made of fine paper or satisfying the craving for unplugged experiences with DIY kits, these insights will help you make shoppers' hearts sing.

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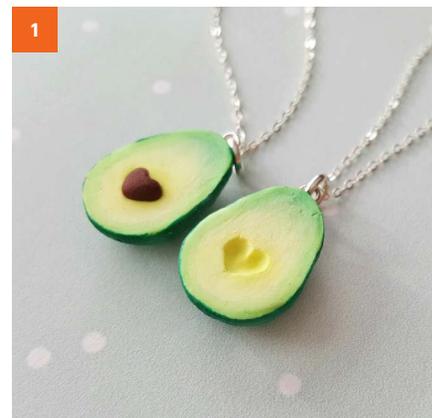
# Valentine's Day at a Glance

# The Big Picture: Love Is in the Air

Many people around the world celebrate Valentine's Day. In the US alone, over half of adults (55%) made plans to celebrate Valentine's Day last year, according to the National Retail Federation. What did they plan to buy? Jewelry, candy, clothing, flowers, and an evening out topped the list. Almost a quarter (24%) planned to give an experience—and even more (42%) said they'd love to receive one. Experiences were particularly popular among young people ages 18–24.

Even 30% of those who said they weren't celebrating the holiday planned to treat themselves with a gift, get together with friends, or purchase "anti-Valentine's" items. People ages 18–24 were most likely to do this.

Last year's Etsy Valentine's shoppers gravitated towards personalized gifts, items with clever messaging, and unique one-of-a-kind products: quirky, individual ways of showing you care.

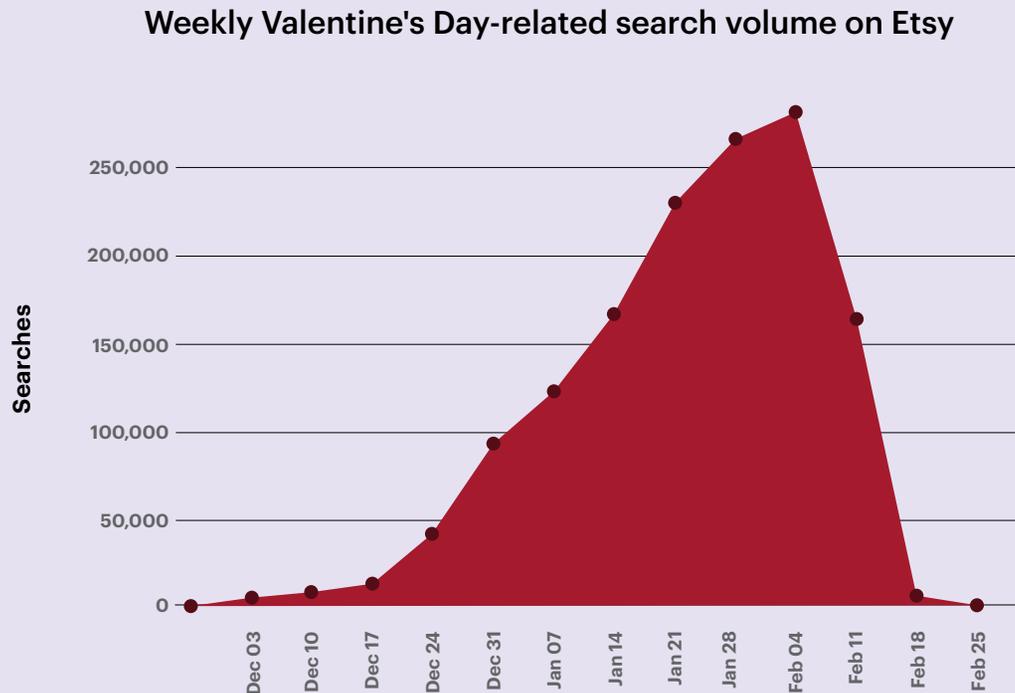


**Combining trends = recipe for success:**  
A classic valentine heart and of-the-moment avocado proved a perfect pair when this foodie necklace became a best-selling item last Valentine's Day.

1. ClayCreationsForEver

# Key Timing

Valentine's shopping on Etsy begins in December, picks up in January, and peaks the first two weeks in February. Keep this calendar in mind when stocking and marketing your products.



Source: 2018 searches on Etsy for terms containing "valentine"

## Hot Searches

Top 10

**Valentine's Day-related**  
search terms\*

- valentine's gift
- valentine's
- valentine's love
- valentine's decor
- valentine's day gift for him
- valentine's kids
- valentine's gift personalized
- valentine's card
- valentine's day decor
- valentine's day

\*from Jan 1-Feb 14, 2018

In that last week before Valentine's Day, shoppers will be looking for last-minute gifts that ship quick, or instant downloads for printing or crafting, like valentine SVG files.

# Top 3 Valentine's Trends to Watch

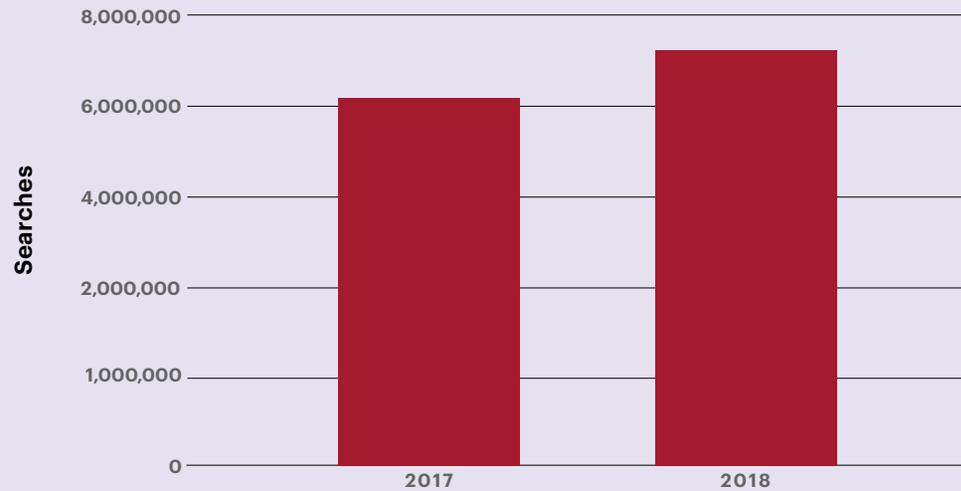
## Uniquely you

Custom-made keepsakes are sure to make shoppers swoon this Valentine's Day. The search term "personalized" was one of the most effective at converting search into sales on Etsy between January 1 and mid-February last year.



1. BonbiForest

## Searches for "personalized" are on the rise



Source: 2017 and 2018 searches on Etsy for terms containing "personalized"





# Category Trends

# Paper & Party Supplies

Valentine's Day marks a momentous occasion for paper pros and stationery specialists: Cards are a key category for the holiday. Last year, Paper & Party Supplies was the category with the most sales resulting from searches containing the word "valentine."

The window for selling cards is longer than other items, as heartfelt greetings are often a last-minute purchase: Searches for valentine cards peak the first week of February.

**Weekly valentine card-related search volume on Etsy**



Source: 2018 searches on Etsy for terms containing "valentine card"

## Hot Searches

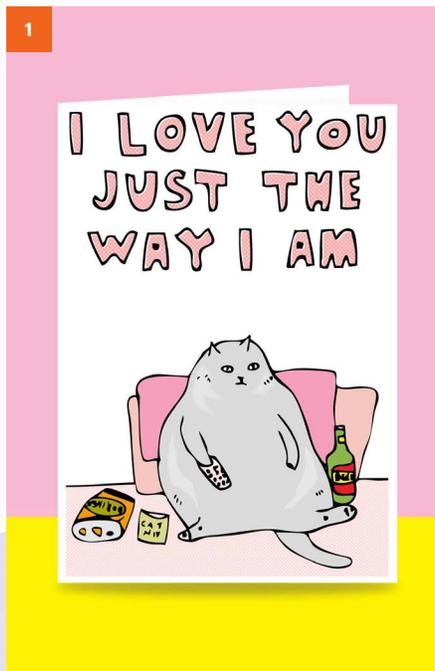
Top 10 valentine-related **Paper & Party Supplies** search terms\*

- valentine's love
- valentine's
- valentines card
- valentine's kids
- funny valentine card
- naughty valentine's card
- valentine's day card
- valentine's gift
- valentine's gift for him
- printable valentines day cards

\*from Jan 1-Feb 14, 2018

# Paper Trends

Shoppers will be looking for cards with sayings and illustrations as unique as the relationships they're celebrating. These card trends help gift-givers express themselves through witty words, innovative designs, and thrifted treasures.



## Whip-smart wordplay

Puns and clever messaging add a personal touch that says, "I get you," and make for memorable moments between the gift-giver and recipient.

Searches for funny Valentine's Day cards peak the first week of February.



## Sweet sarcasm

Capture reluctant Valentine's celebrators with anti-valentine cards that pair sugary color palettes with sassily sour text.

1. [ableandgame](#)
2. [TinyBuffaloDesignsCo](#)
3. [ThePaperCub](#)
4. [ParcellsIsland](#)



### Novel ideas

Shoppers will be looking for unexpected designs that make a strong visual statement and express creativity and thoughtfulness, from intricate anatomical heart designs to interactive scratch-off messages and puzzle pieces.



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1. 3EggsDesignStore
2. lightpaper
3. MausandFigge



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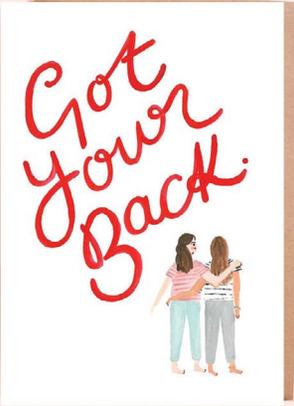
### Reminiscent romance

We anticipate increased interest in Victorian-era Valentine's Day themes, including vintage cards and postcards decorated with ornate lettering, floral imagery, and sweet depictions of young love. Last year, we saw a 38% YoY boost in searches for "vintage valentine" on Etsy.

"One of the biggest trends over the holidays was a return to nostalgic, vintage motifs, and I expect that theme to continue into Valentine's Day."

—Dayna Isom Johnson, Etsy Trend Expert

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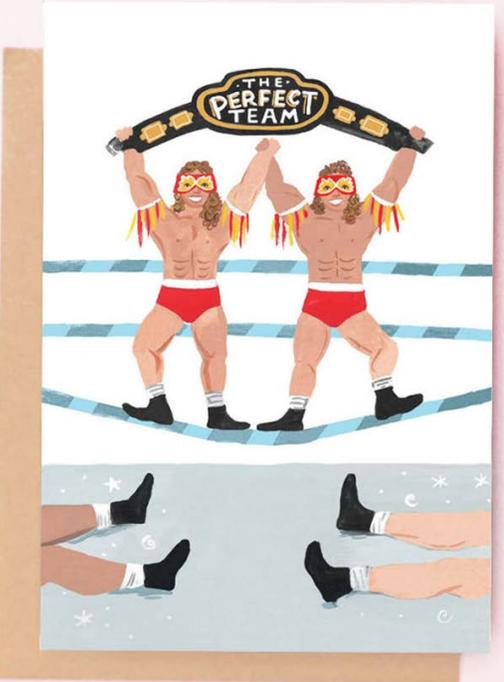


**Friends forever**

There's been a shift toward celebrating platonic relationships on this historically romantic holiday. Cards for coworkers, college roommates, and furry friends are just a few examples of this expanding recipient list playing out in paper.

- 1. JadeFisher
- 2. JadeFisher

2



+106%

Increase in searches for "galentines"  
in 2018 compared to 2017

Etsy searches for "best friend" spike in January and February



Source: 2018 searches on Etsy for terms containing "best friend"

# Home & Living

Make it easy for shoppers to find domestic bliss with home items that foster comforting experiences—and express their unique sense of style. Get inspired by custom artwork, creative botanical touches, and all-natural bath and beauty care.

## Sweet temptations

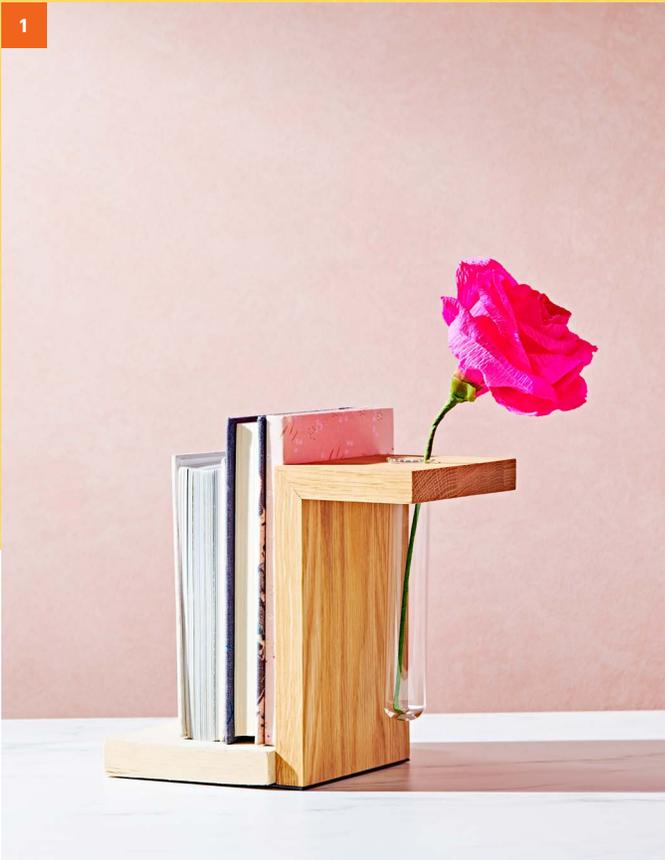
Win buyers' hearts with ready-to-wrap customizable confections and edible artwork. Shoppers will also be looking to whip up their own delectable delights, with playful baking tools that add a dash of whimsy.



## Forever flowers

Help shoppers show their lasting love with a bouquet that never wilts. Think wooden daffodils, crochet tulips, or lavish paper wreaths. We're also seeing dried, pressed florets swirled into candle wax and soaps.

1. BakingTimeClub
2. FATCATbkk
3. CreativeIngrid

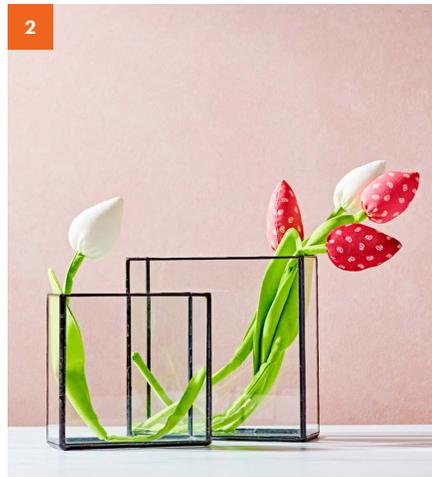


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- 1. MijMojDesign
- 2. MontibyMonti
- 3. JadeFisher
- 4. InKlingScents

### Unexpected vessels

Bright blooms usually get all the glory during Valentine's but there's a new trend in plant parenting: anything-but-ordinary vases and planters featuring nature-inspired, geometric, and modern designs.



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### Little luxuries

Tap the rising popularity of self-care (and self-gifting) with small-scale indulgences that focus on wellness, healthy living, and natural beauty.

#### Key items:

- Bath bombs
- Bath trays
- Essential oils
- Candles
- Incense



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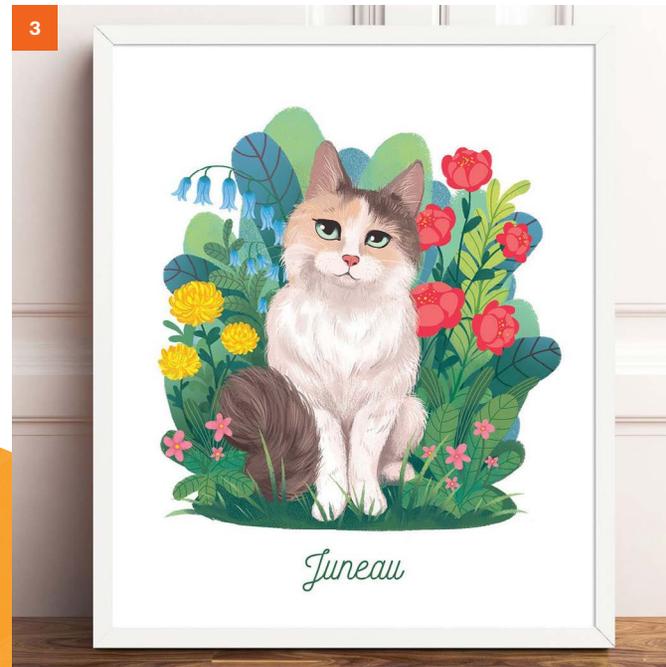
### Heart warmers

With temperatures dipping in parts of the world, shoppers in hibernation mode are snuggling up to cozy home items that bring comfort and feel-good vibes.



### Art from the heart

Personalization can turn a simple home accent into a treasured living room showpiece. Make good gift-givers look great with customizable options like portraits of family members (or furry friends) and location-based prints that celebrate hometown pride.



1. ColorwaysGallery
2. TIMOHANDMADE
3. HelloCloudy

# Clothing & Accessories

This Valentine's, explore classic symbols and colorways, demure details, and cuddly fabrics for warming up or winding down.

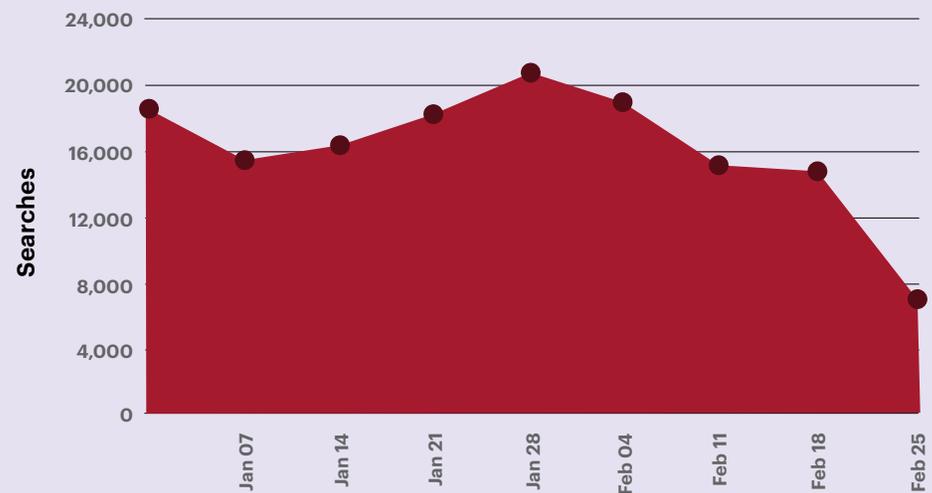
## Timeless romance

Lingerie shopping heats up in January, and classic styles with ruffled edges and high waistlines are making a comeback. Also on trend: provocative peek-a-boo cutouts combining sheer materials and plush velvet.



1. jordanderuiter

### Lingerie search volume on Etsy



Source: 2018 searches containing the word "lingerie"



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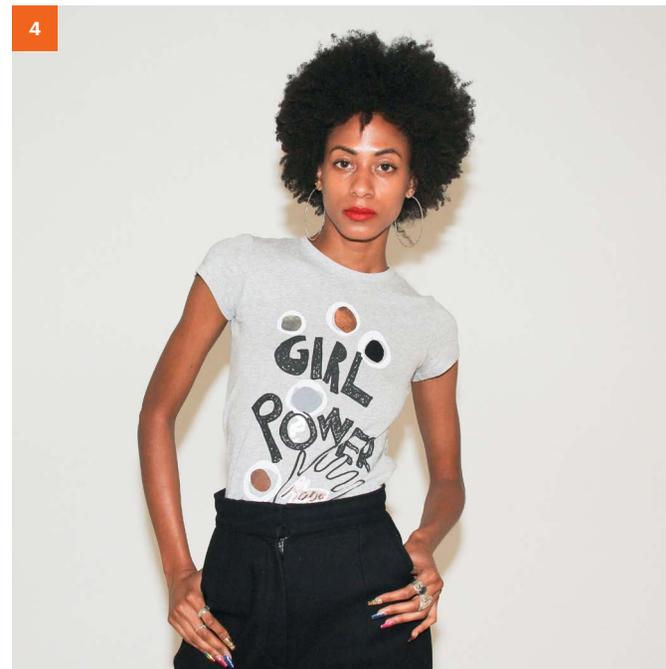


3

- 1. ElanaCarelloSweaters
- 2. AnzhelikaCrochet
- 3. Emmawarrendesign
- 4. ROUNDPLUSSQUARE

### Lounge lovers

Whether shoppers are buying for themselves or a special someone, we expect to see strong interest in soft slouchy tops and leggings with subtle nods to the holiday as well as women's empowerment messaging on tees and sweatshirts.



4



2

### Wear it on your sleeve

Or your mittens or your leg warmers. Woo shoppers by weaving hearts into cushy knits to bring a pop of color to gray wintry days. Plus, this cheerful motif is wearable beyond February 14.

### Key items:

- Gloves
- Mittens
- Socks
- Leg warmers
- Wrist warmers



### Love is in the details

From eclectic enamel pins to stained-glass brooches and cross-stitch cufflinks, shoppers will be looking for fun-sized tokens of affection.



### Playing dress up

Expect to see a spike in demand for kids' apparel at Valentine's, too. Parents will be looking to dress their little ones in leggings with unconventional prints, tees and onesies featuring clever quotes, and matching sibling sets.

### Key kids' clothing items:

- One-pieces
- Tees
- Matching outfits
- Newborn coming-home outfits
- Printed leggings / leggings with knee patches



- 1. HAHonline
- 2. BohoSundays
- 3. BobbyPinsCo
- 4. KitAtlas

### Hot Searches

Popular  
**Clothing & Accessories**  
 search terms\*

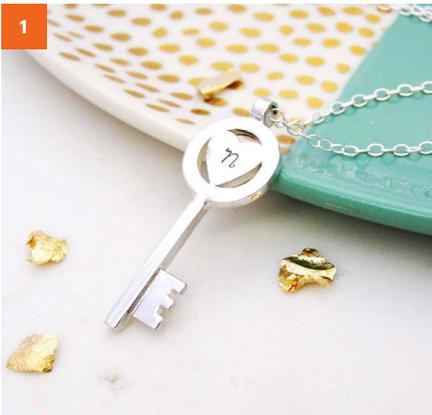
- enamel pin
- patches
- lingerie
- keychain
- wine socks
- pins
- leather
- feminist shirt

\*from Jan 1-Feb 14, 2018

# Jewelry

Shoppers come to Etsy for jewelry that helps them stand out in the crowd, so put that extra polish on your pieces with fresh customization options. With vintage lockets and pendants trending upward, look to bygone eras for inspiration.

Last year, popular searches for personalized jewelry included “name necklace,” “initial necklace,” and “coordinate bracelet.”



## Perfectly personalized

Shoppers will be looking to show how much they care through customized jewelry pieces that serve as everyday reminders of their affection. Trending personalized styles include large initials, multiple names, and geographic references like city or town names.

1. SoremiJewellery
2. CaitlynMinimalist
3. MadisonHoneyVintage
4. CaitlynMinimalist

These custom city skyline rings by CaitlynMinimalist were the second-most-purchased item during Cyber Week.

60,000+

Searches for "garnet" between January 1 and mid-February last year

1



### Playful touches

Explore coquettish concepts that hint at lighthearted fun and romance. Think grade school valentine motifs, like X's and O's and arrow-pierced hearts.

2



3



5



### Original gems

January and February birthstones—garnet and amethyst—are set to be in high demand.

4



1. LolitaPicco
2. AquarianThoughts
3. makepienotwar
4. EmbersJewelleryShop
5. daimblond



1



2

**Victorian vision**

Expect to see an increased appetite for romantic heirloom-quality rings and necklaces, including Victorian-inspired pendants and decorative engravings.



3

"Inspirational" and "raw" were two of the top jewelry search terms that led to a sale in the six weeks before Valentine's Day last year.

**Spiritual dimensions**

A focus on wellness and self-love is trickling into jewelry. With growing interest in the healing qualities of the natural world, shoppers are looking for wearable constellations, herbs and petals captured in resin, and stones known for holistic properties.



4

- 1. TrueNoirArt
- 2. apocketofposies
- 3. MARIAELA
- 4. MARIAELA



40,000+

Searches for "engagement ring" in the six weeks before Valentine's Day last year



1

1. NestedYellow
2. MuddyHeart

### Time-tested engagements

This Valentine's, dedicated partners preparing to pop the question will be opting for antique rings with proven staying power. Also top of mind: unusually delightful ring boxes and holders for these life-changing treasures.



2

### Hot Searches

Top 10  
**Jewelry**  
search terms\*

inspirational  
raw  
garnet  
name necklace  
engagement ring  
amethyst  
gift  
enamel pin  
terrarium jewelry  
rings

\*from Jan 1-Feb 14, 2018

# Craft Supplies & Tools

Shoppers will take a hands-on approach to get the perfect Valentine's present, hunting for DIY kits and patterns to craft their own gifts. Floral trends will also sprout up in the form of paper arrangements and dried flower crafts.



## Fun with flowers

Shoppers will be looking for origami bouquets as well as dried and pressed flowers to construct their own floral creations. Sellers whose products don't have a flowery focus can tap this trend with petal-patterned packaging or gift wrap.



1. KatyaPaperie
2. AThingCreated

## Hot Searches

Popular valentine-related  
**Craft Supplies & Tools**  
search terms\*

valentine svg  
valentine clipart  
valentine embroidery design  
valentine quilt kit  
girl valentine svg  
valentine cookie cutters  
valentine monogram svg  
valentine fabric  
valentine ribbon

\*from Jan 1-Feb 14, 2018



### Keeping cozy

Shoppers in cold climates will be looking for chunky knit and crochet patterns to fashion handmade gifts. Crafting kits for warm accessories also make perfect presents for any knitters on the recipient list.

#### Key items:

- Crochet accessories patterns & DIY kits
- Embroidery kits
- Chunky yarn & knitting kits
- Paper & paper crafts
- Jewelry-making supplies
- Fabric and sewing

"Yarn Bowl" is a popular search term this time of year



### Kits are it

From self-care essentials like DIY bath bombs and face masks to felt and embroidery kits, shoppers are looking for beautifully packaged ways to gift creative experiences.

1. BiggerthanlifeKnits
2. MamaKnowsLuxury
3. sweetcecily
4. sosaeactano



# Putting Trends Into Action

# Tips for Valentine's Day Prep

So now that you're on top of the trends, here's a quick guide to getting your shop ready for Valentine's Day. Keep this cheat sheet handy as you update your shop.

## Keep your shop fresh

### Update your Shop Banner:

Show Valentines shoppers you're ready for their orders with a fresh Shop Banner that feels current.

### Incorporate trends in your photos and styling:

Shooting even a few new photos with seasonally appropriate, occasion-focused styling helps you appeal to Valentine's shoppers. This is a great place to tie in trending colors and motifs.

### Spotlight key items:

Whether you have a trusty bestseller or a new design that you want to showcase, use your Featured Listings section to highlight the most relevant items in your current collection.

## Get discovered

### Tweak your titles and tags:

Are you using relevant seasonal keywords in your tags? Consider what Valentine's shoppers are likely to search for, and use those phrases in your titles and tags. Review some of the top search terms shared in this report for ideas.

### Use price buckets:

Etsy often promotes gifts by popular price points like Under \$30 for smaller items, and Under \$200 for splurge-worthy items like lingerie and jewelry (engagement runs higher). Offering a range of prices can help you reach a variety of shoppers.

### Call out the recipient:

Put important recipient keywords in your titles and tags. Think outside the box to include friends, work pals, and pets, for example.

## Give shoppers what they want

### Highlight gift potential:

Don't leave it up to the imagination. Show shoppers how your products can make great gifts. Use photos to emphasize your item's gift-worthiness. This can be as simple as including a photo of gift wrap options you offer.

### Ship fast and for free:

Make clicking "Place your order" a no-brainer by offering fast and free shipping when possible.

### Make it personal:

With more and more shoppers looking for custom gifts, there's never been a better time to explore personalization in your shop. And it's now easier than ever on Etsy, with a new field that lets buyers add important personalization request details before they check out.

Pro tip: Remove occasion-specific images, tags, and titles after that key date passes to free up valuable real estate for more general messaging or to start promoting the next big occasion for your shop.

### How to offer personalization

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

The word "Etsy" is written in a white, serif font on an orange, textured brushstroke background.A purple, textured brushstroke shape is located in the upper left quadrant of the page.

What did you think about this trend report?

A black, rounded rectangular button with white text.

Share your feedback

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