

Marketplace Insights:  
2018 Holiday Trends



# LET'S GET FESTIVE

Etsy

# Hello, Holiday

Understanding rising trends and seasonal opportunities could make this your most successful holiday yet—and we're here to help with our very first Marketplace Insights report. Inside, we share the season's top trends across categories, the themes we plan to promote to Etsy shoppers in the coming weeks, and key seasonal opportunities. Plus: inspiring product examples from sellers around the world.

Our report draws on larger industry trends, past Etsy search and sales data, and insights from Etsy's Merchandising team and our in-house trend expert and judge on NBC's *Making It*, Dayna Isom Johnson. And because Etsy is where many trends are born, we also consulted trendsetting sellers for their advice on creating holiday bestsellers and making trends your own.

Read on for insights that will help your shop shine a little brighter, whether they inspire you to add a new item to your holiday collection, infuse your next photo shoot with some festive spirit, or add some extra sparkle to your listings.

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# Seize the Season

Etsy regularly highlights seasonal trends for shoppers through email and Editors' Picks pages. To boost our chances of turning those shoppers into buyers, we analyze when they typically begin searching for items tied to specific occasions and seasons. Keep this timing in mind when planning your seasonal inventory and promotions. Then, continue reading for more insights about category-specific trends related to these key moments.

## Holiday decor-related search volume on Etsy

Holiday decor searches pick up in early October, and peak in early November.



Source: 2017 searches on Etsy for terms containing "holiday decor"

## Knitting-related search volume on Etsy

Knitting-related searches gain momentum in late October and peak through the month of November.



Source: 2017 searches on Etsy for terms containing "knitting," "yarn bowl," or "yarn"

### IMPORTANT DATES

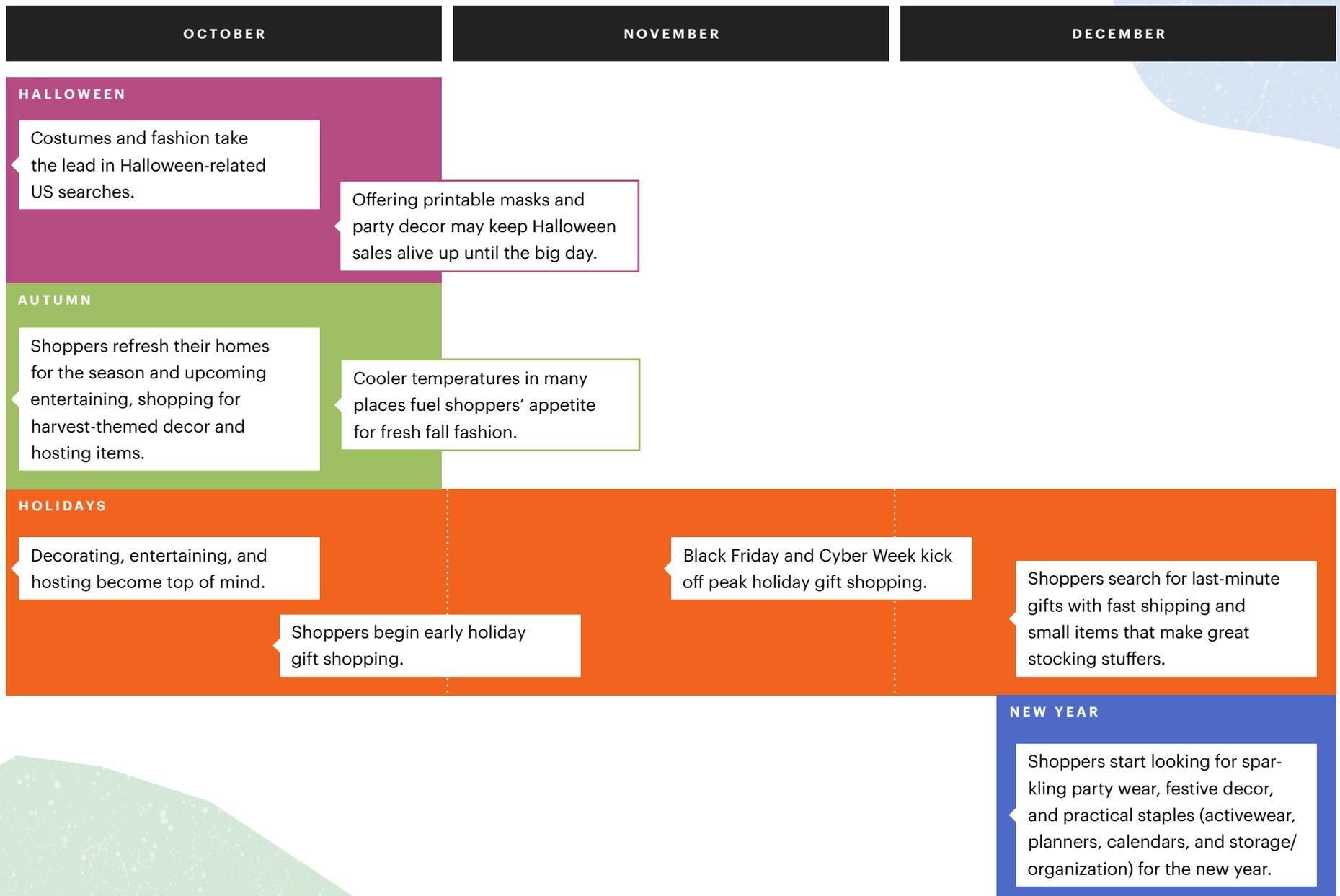
- 10.8** Thanksgiving (CA)
- 10.31** Halloween (mainly US, UK, CA, with increasing popularity in DE, AU, IT, FR, NL)
- 11.22** Thanksgiving (US)
- 11.23** Black Friday
- 11.26** Cyber Monday, start of Cyber Week
- 12.2-12.10** Hanukkah
- 12.6** St. Nicholas Day (DE, PL), 12.5 in NL
- 12.24** Christmas Eve
- 12.25** Christmas
- 12.26** Boxing day
- 12.26** Kwanzaa begins
- 12.31** New Year's Eve

### SEASONAL SEARCH SPIKES

- OCTOBER:** engagement ring
- EARLY NOVEMBER:** holiday decor, knitting supplies
- MID NOVEMBER:** knitting supplies, return address stamps
- LATE NOVEMBER:** family holiday pajamas, knitting supplies
- EARLY DECEMBER:** ugly christmas sweaters, birthstone jewelry, holiday cards, wrapping paper, personalized jewelry
- LATE DECEMBER:** engagement gift, calendars, planners, and journals



# Shopping and Marketing Themes





# SEASONAL TRENDS

# Halloween Trends to Cast a Spell

Summon the power of magic-inspired motifs to enchant Halloween shoppers. Then, balance the mystique with an unexpected pastel pumpkin or two. These trends are key if you're selling costumes, party supplies, DIY materials, or Halloween decor.



## SUPERSTITION

Test your luck with black cats, protective eyes, and broken mirrors.



1. PrintIsDeadShop
2. ThePickyWitchShop
3. DreamyMoons
4. cozyblue



## MYSTICISM

This Halloween we anticipate interest in celestial and moon phases, crystal patterns, witches and potion motifs, and fortune telling visuals (tarot cards, palmistry, and crystal balls).

## FUN FACT

Halloween is a big deal on Etsy: In recent years, there were more Halloween-related searches than searches for Mother's Day or Father's Day.



### RUSTIC AND INDUSTRIAL

While romantic and rustic styles (think velvet and buffalo plaid pumpkins) remain popular for Halloween, Etsy Trend Expert Dayna Isom Johnson predicts we'll see a wave of sleek industrial takes on the classics this year.

### PSYCHEDELIC

Eyeballs, metallic greens, spotted pumpkins, and citrine mix for an eerie, mind-bending effect.



### PASTEL GOTH

Mix sweet and scary with candy-hued pumpkins and skulls.

“Each year, Etsy sellers continue to reinvent and create fresh designs for Halloween staples, and now they’re leaning towards industrial-inspired materials: concrete and metals, cool neutrals, and clean lines.”

—DAYNA ISOM JOHNSON, ETSY TREND EXPERT

1. OpusStoneStudio
2. YourHeartsContent
3. dellcovespices
4. CultureShockShop
5. WorldOfDream

# HOLIDAY 2018



# Holiday Style: Festive Foundations

Expect these core aesthetics to guide holiday decor and entertaining shopping on Etsy.

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## WARM MINIMALISM

Pared down yet comfy, this aesthetic is heavily influenced by Hygge, the Danish concept of “coziness.”

**COLOR PALETTE:** all white or neutrals

**MOTIFS:** woodland scenes, Scandinavian-inspired folk scenes/ornaments, foliage crafts

1. VASlippers
2. finestimaginary
3. RocketandFox

2



3



## BRIGHT NOSTALGIA

Think vintage vibes with pops of color in retro hues.

**COLOR PALETTE:** saturated solids

**MOTIFS:** bottle brush trees, sleds, old-school station wagons carrying gifts



**RUSTIC FARMHOUSE**

This holiday season, natural elements find their home indoors with a modern update on rustic.

**COLOR PALETTE:** antique green, aged red, sage, gingerbread, grey

**MATERIALS:** linen, reclaimed wood, galvanized steel, greenery (eucalyptus)



**METALLIC GLAM**

Make every day a party with items that are fun, celebratory, and not afraid to shine.

**COLOR PALETTE:** mixed metallics and bold colors

**MOTIFS:** disco balls, bejeweled snowflakes, glitter crafting

- 1. CozyLinen
- 2. BoxwoodManorFarm
- 3. TheRainbowBarn
- 4. shooohsJewelry

# Rising Stars: Holiday Trends on the Horizon

Fresh interpretations of last season's hottest trends and unexpected details like fresh-from-the-garden motifs (hello, artichokes!) appear across categories for the holidays. These themes are ripe for giftable products like small home accents and paper goods.



## STARRY NIGHT

Expect the celestial theme to transition from Halloween to the winter holidays. Consider tying in the zodiac, unicorns, opal and metallic lilac colors, aurora effects, and iridescence.

1. [whatkatydidnext](#)
2. [creaturecups](#)
3. [FoxtailCreekStudio](#)



## UNDER THE SEA

To appeal to shopper interest in all things aquatic, do some deep sea diving. Try incorporating mermaids and sea creatures (like narwhals, otters, and jellyfish) with pearl details, blue glitter, and sequins.



## WOODLAND WONDER

The forest feels alive thanks to fresh takes on classic winter woodland themes with pinecones, toadstool mushrooms, birds, foxes, bears, acorns, and whimsical creatures like fairies.



**FARMER'S MARKET**

Natural plants and veggies are inspiring beautiful motifs, like artichoke patterns in rich purples and greens. Fill your basket with heirloom pumpkins, artichokes, natural pine, and cotton ball branch wreaths.



**WANDERLUST**

Tap shoppers' appetite for activity by highlighting adventure-seeking themes in your products. Think campers and family station wagon motifs, globes, and interactive maps.

- 1. blackbirdsupply
- 2. THELINENPEDDLER
- 3. betzwhite
- 4. SoireeSupply

**TROPICAL HOLIDAY**

This fun-loving trend isn't going anywhere this season. Help shoppers escape the holiday blues by delivering a tropical fantasy alternative filled with vacation staples like flamingos and monstera leaves.

**DIY STYLE**

Shoppers want items that feel special for the holidays, and nothing's more personal than DIY. Play up the hand-made charm with simple, approachable materials that shoppers recognize, like cardboard, felt, paper, and chalkboard.

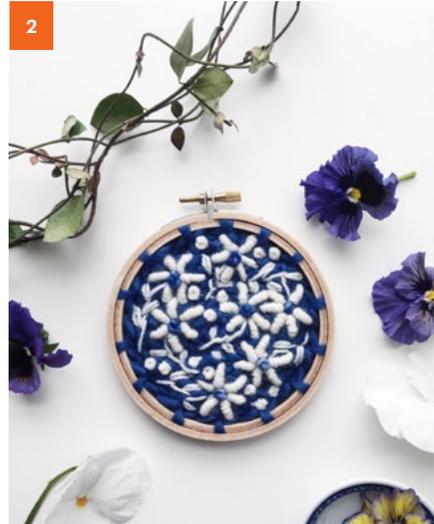
# Holiday Color Story

In addition to the foundational style color palettes above, these emerging color stories are likely to stand out this season.



## WINTER PASTELS

Summer staples like turquoise, pink, and lilac are getting reinvented this season, often channeling a '50s or '80s vibe. Consider these colors when marketing to shoppers in Australia and the Southern Hemisphere, where weather is warm during the holiday months.



## BLUE AND WHITE PAIRINGS

Inspired by the distinctive Delft pottery patterns, this classic color combo is a fresh spin for Christmas and holds traditional appeal for Hanukkah.

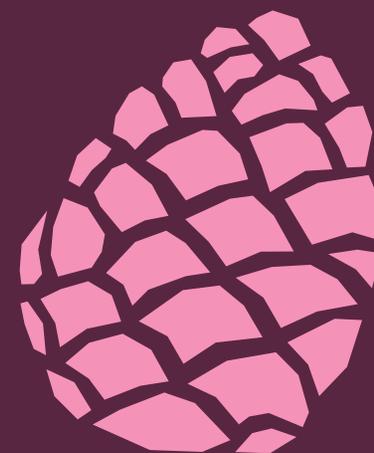


## PLAID

Thanks to its versatility across categories, this pattern may be the “it” trend of the season. Even a little plaid goes a long way in sending a strong holiday message.

1. NORDIKatja
2. oandystudio
3. thepartiesthatpop

# CATEGORY TRENDS



# Clothing & Accessories



## PICTURE-PERFECT CLASSICS

Holiday shoppers want the goods for great photo ops, so make sure your items are Insta-ready. Put a fun spin on classics like matching Christmas pajamas and expressive tees with creative holiday messaging, traditional plaids, and modern graphics that pop on camera. Small items like enamel pins and patches can also pack a picture-worthy (and affordable) punch.

1. Tebessum
2. SewSweetSewAdorable



## TIME IT RIGHT

Late November sees a spike in searches for family holiday pajamas.

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#### FRESH WINTER ACCESSORIES

As temperatures drop in the Northern Hemisphere, shoppers hunt for fashionable ways to stay toasty. Essentials like hats, scarves, gloves, and belts get updated with bold new proportions and tactile materials. Thick textures continue to be a hit with online shoppers, who can imagine the look and feel when viewing on their devices. The season's handbags play with extremes—from petite and proportioned to dramatically oversized; soft and slouchy to sculpturally structured.

#### KEY ITEMS: SOFT ACCESSORIES

- Plush beanies (thick and textured)
- Fur-like gloves
- Cozy neckerchiefs (winter's version of the choker trend)
- Berets (in soft fabrics and knits)

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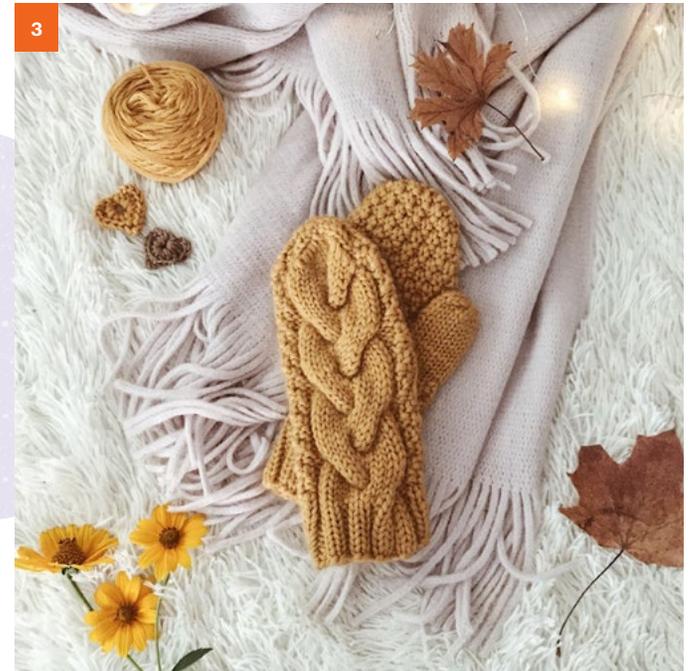


1. suzybonomini
2. alexbender
3. MyCharmingWool

#### KEY ITEMS: BAGS

- Slim belt bags
- Sculptural bucket bags
- Slouchy shoulder bags
- Bucket totes
- Drawstring bags
- Structured bags with top handles

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#### WINTER KNITS

'Tis the season for oversized layers. Key items include cozy ponchos, belted cardigans, boxy v-necks, slouchy crews, textured sweaters, knit sweater dresses, and fleece tops. To appeal to customers in the Southern Hemisphere as well, consider creating loose knits in lighter materials appropriate for warmer weather.

This year, expect to see Christmas sweaters falling into two extremes: high-quality handmade heirloom sweaters and out-of-this-world (but not necessarily “ugly”) pieces incorporating lights, sound, glitter, and other creative ways of amping up the novelty effect.

2



1. PlushArmour
2. AtelierdeJolie

#### TIME IT RIGHT

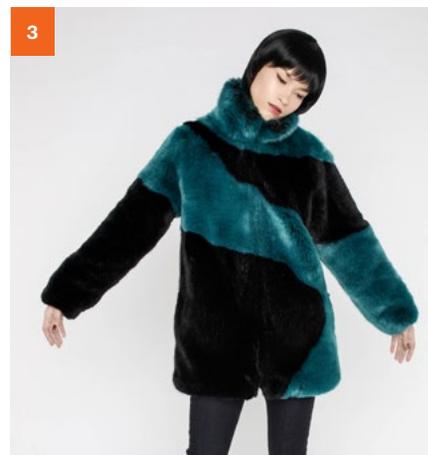
Ugly Christmas sweater popularity peaks in early December, just in time for the office holiday party.



### STRIKING PARTY FASHION

A sense of mystique and intrigue inspires the bold nighttime looks of this season. Expect holiday partygoers to deck themselves out in the following daring styles (when they're not donning novelty sweaters).

Strange nature: Metallic aquas appear luminous set against deep purple hues, while feathers and eccentric artisanal surfaces produce an ethereal effect.



Extreme embellishment: Wardrobe staples like coats and dresses get a more-is-more makeover with encrusted jewels and metallic coatings, while 3D floral appliques gain complexity through beading.

1. hushedcommotion
2. noemiah
3. DearFreedomApparel
4. sewmoe



Plush luxe: After-dark velvet and sueded velour continue trending with fresh interpretations of modern opulence.

Modern metals: Lustrous, liquid bronze tones evoke a molten lava quality.

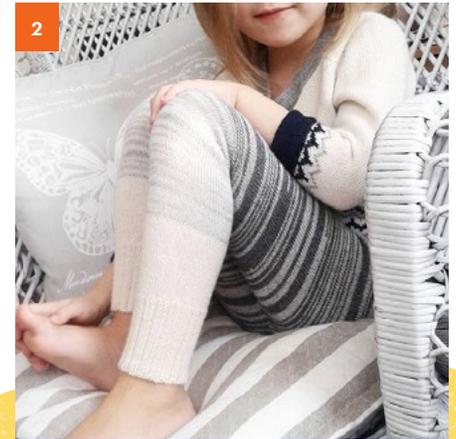
# Kids & Baby

## PLAYFUL MONOCHROME

Inspired by the popular Scandinavian aesthetic currently ruling the kidswear scene, the clean, minimal look works well for babies too. To work this style into your items to appeal to holiday shoppers, use a black-and-white palette while incorporating hand-drawn elements and festive characters (llamas are still having a moment). For text, hand-scrawled lettering feels more personal and modern than the neater calligraphy style popular last year.

### KEY ITEMS: DECOR

- Original prints and artwork
- Natural wood accents
- Modern ornaments
- Graphic personalization



### KEY ITEMS: FASHION

- Printed black-and-white cotton leggings and tees
- Winter-white knit accessories

1. JUNIORWOLFKIDS

2. Ingugu

# Kids & Baby: Gifting Trends

Popular kids gift themes this holiday season revolve around experiences, practicality, and little luxuries that help parents enjoy small everyday moments with their little ones.



## COZY AND LUXE

Furry textured footwear is a fun accessories trend and plush velvet textures remain popular, creating a rich and sumptuous feel.



## ANGELIC ACCENTS

Items inspired by fairytales, make-believe, and vintage nativity scenes embellished with whimsical touches like wings and wands.



## ENGAGING GIFTS

Products that offer an inventive take on parent-child bonding and self-care, including ways to elevate bathing and bedtime. Beautiful handmade toys appeal to parents as home decor elements.

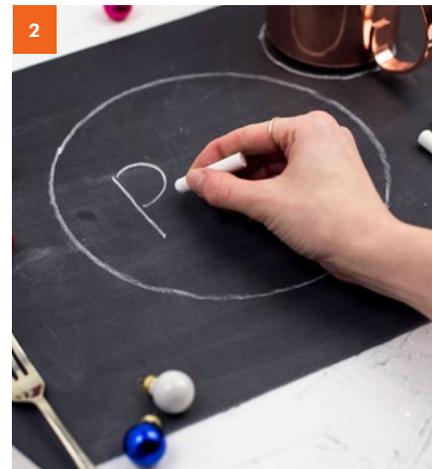
1. Babycricket
2. MamumaBird
3. BabyJivesCo

# Home & Living



## EVERYDAY FARMHOUSE

Evoked this rustic-yet-modern style with touches of greenery, mistletoe, linen, and metals like galvanized steel.



## HOMEMADE STYLE

Holiday shoppers are celebrating a handmade aesthetic this holiday, accenting their homes with items made from approachable materials like felt, cardboard, and kraft paper. For this crafty style, customization options are key. Blackboard-painted elements, for example, allow buyers to add their own finishing touches.



## SLOWING DOWN

Help shoppers press pause with products that celebrate the everyday. Think DIY crafting and baking kits, prints with inspiring sayings or graphics, and self-care essentials like journals.

1. MrBowlCeramics
2. NewtonAndTheApple
3. WoolCoutureCompany

# Home & Living: Gifting Trends



## **HOMETOWN PRIDE**

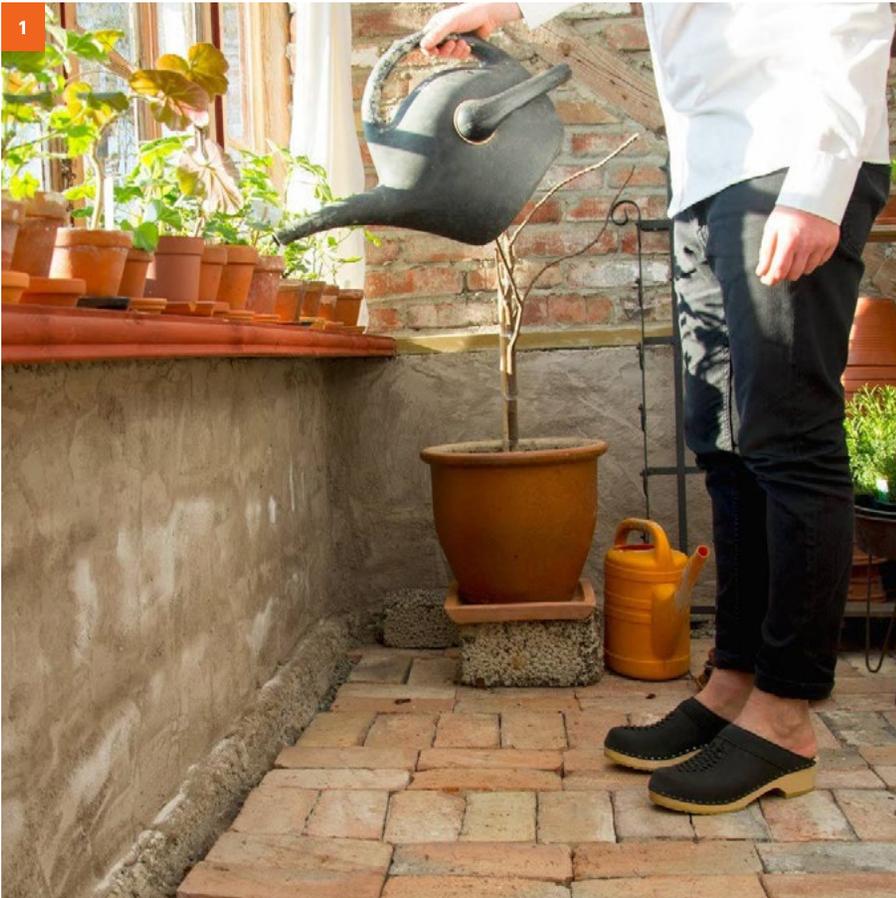
Bring geographic locations to life by illustrating favorite local pastimes.



## **WORLD TRAVELERS**

Give shoppers new ways to track all the destinations they've been to (or dream of reaching) with maps they can customize with dry erase markers, magnets, or push pins.

1. vital
2. Wayfaren



## GOING GREEN

Shoppers are increasingly mindful of the environment and passionate about bringing greenery into their homes. In fact, many of the recent posts on Etsy's social channels with the most engagement have featured plants. Appeal to this growing audience with giftable plants, gardening accessories, and other eco-friendly gifts.

1. Sandgrens
2. mindtheminimal
3. SweetDCandles

Think seed boxes, succulents, cacti, air plants, hanging planters, and clear baubles filled with outdoor-inspired elements like artificial snow.

Consider packaging small giftable items like candles in reusable vessels, and calling attention to any natural ingredients you use.



### TRADITIONS WITH A TWIST

Shoppers are always in need of classic decor elements to get their homes holiday-ready. These festive essentials offer endless options for customization by adding personal details like names, dates, images, or locations.

1. StudioArmadillo
2. ShopRareBird
3. LaurenAstonDesigns

## Holiday decor-related search volume on Etsy

Holiday decor searches pick up in early October, and peak in early November.



Source: 2017 searches on Etsy for terms containing "holiday decor"



Wreaths: Increasingly popular across occasions, wreaths can be made in traditional or modern styles.



Personalized stockings: Integrate traditional red felt to channel vintage holiday vibes, or explore fresh patterns, shapes, and materials.

# Jewelry



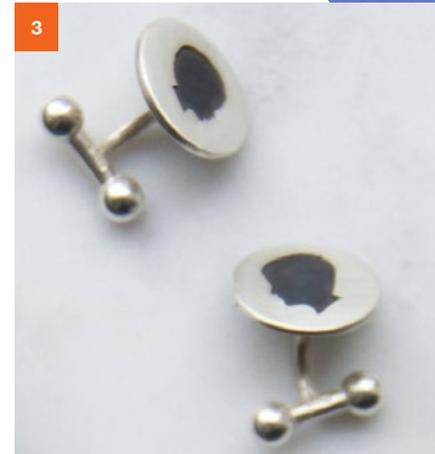
Script necklaces, rings, and bracelets with handwritten messages or names have evolved from stamped bar necklaces, sometimes spelling out multiple names.

## PERSONALIZATION POTENTIAL

With shoppers continuing to embrace self-expression through their jewelry choices, consider it an open invitation to offer new customization options. Here are some popular personalization trends to spark your imagination.



Raw birthstones continue to be popular, and December's birthstone, turquoise, is already a big trend on its own.



1. mariaallenboutique
2. AquarianThoughts
3. LePapierStudio

Shoppers continue to use jewelry as a vehicle to represent relationships, whether stamping the initials of their child, the geographical coordinates of a place they met someone important, or illustrating a family tree.

## TIMING TIPS

- Searches for personalized jewelry start picking up in late October.
- Searches for birthstone jewelry peak in early December.



### **GALACTIC INFLUENCE**

The celestial trend expands its reach to the far corners of the galaxy with dramatic colored stones, crystals, and unexpected shapes.



Space shapes: Planets or orb-like shapes take party jewelry to new heights. Explore in drop earrings, pendants, and rings.

Colored stones: Deep blue sapphire, serene green, opal, and moonstone show up as rainbow and power pairings in stone-end bangles and rings.



High-impact earrings: With holiday parties on the horizon, shoppers need statement-making accessories. Bold crystal and sculpture-drop earrings are more than up to the task.



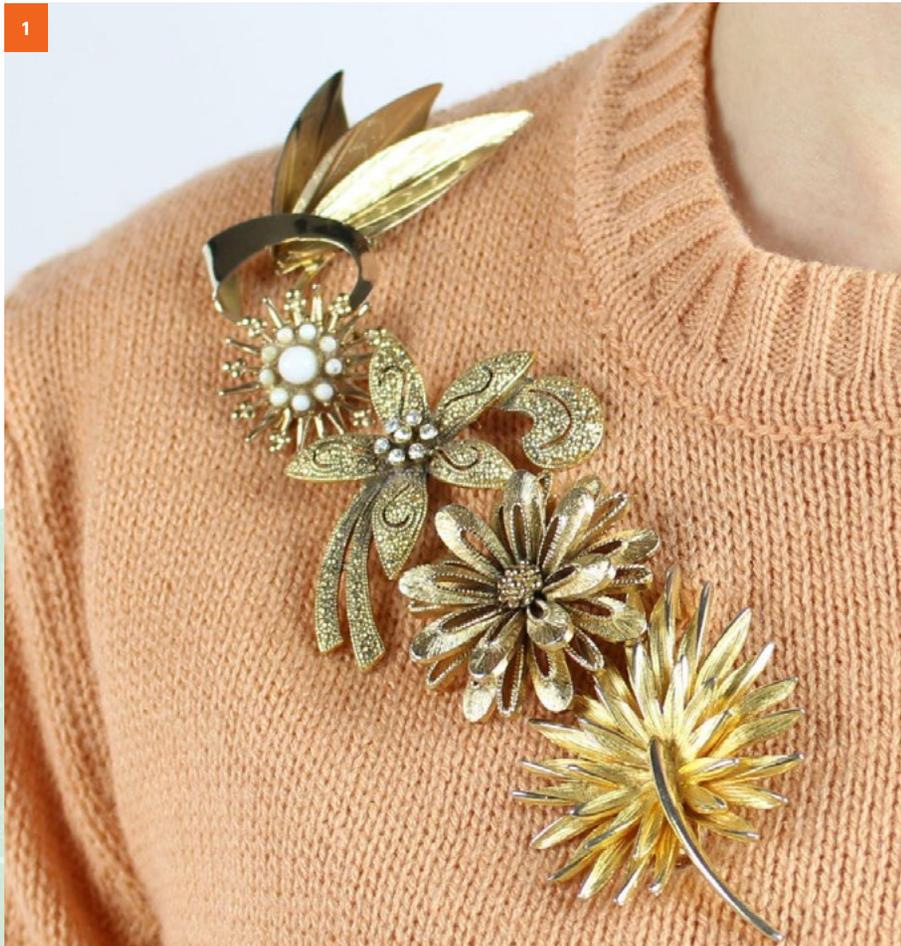
### **ROMANTIC TREASURES**

This look channels the past through nostalgic, sentimental pieces that can be easily individualized, like lockets and charms. The necklace regains popularity here with a focus on long-length pendants. Key materials include yellow gold and pearls.

1. AmeyaaJewelry
2. CONTOURstudio
3. softgoldco
4. laurenblithedesigns

# Vintage

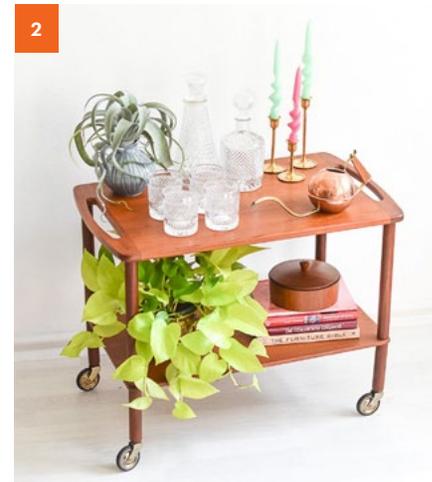
It's clear from the trends outlined above that vintage is having a moment. Vintage sellers can dazzle shoppers by offering authentic pieces sourced from the eras influencing the season's dominant looks.



## JEWELRY

Authentic heirloom brooches are popular during the holidays, and play into the vintage jewelry trend we're seeing.

1. WearitWellvintage
2. MightyVintage



## HOSTING AND DECOR ITEMS

Mid-century bar carts and glassware are perfect ways to serve up the retro holiday theme. Vintage ornaments are another forever favorite for Etsy shoppers.



#### 90S NOSTALGIA

The decade that brought us scrunchies and chokers continues to have a major influence on fashion, jewelry, and accessories trends. Shoppers are searching more and more for cowry shell necklaces, butterfly hair clips, and reading glasses chains.



1. oldwoolShop
2. PrincipalVintage

#### DID YOU KNOW?

Over the past year we've seen a 27% boost in queries for "90s style jackets."

#### ETSY TREND EXPERT DAYNA ISOM JOHNSON PREDICTS VINTAGE SKI-WEAR WILL BE BIG THIS SEASON:

"Bright and bold vintage windbreakers are the blast from the past your closet has been missing. I've already spotted a few celebs rocking this old-school getup and Etsy shoppers are catching on to this trend too."

# Weddings

The changing of seasons and sentimental vibes create the perfect climate for a flurry of proposals.

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## UNIQUE RINGS

Consider the millennial approach to ring-buying, which favors budget, ethical sourcing, and personal style. Popular styles incorporate iridescent stones like opal and moonstone, sapphire, oval stones, and three-stone trilogy rings. And don't forget about engagement rings for men.

2



## THOUGHTFUL ENGAGEMENT GIFTS

Engagement gift searches increase during the last week of December, as holiday gifting winds down. If your holiday bestsellers could also make great engagement gifts, highlight that in your listing and tags.

3



## CREATIVE PROPOSAL IDEAS

People eagerly planning proposals are receptive to clever props and unique details to help pop the question. Think special ring boxes, cards, and signs.

1. TamaraGomez
2. BeehiveHandmadeLLC
3. Splinteredthought

## TIME IT RIGHT

Engagement ring searches peak in October.

# Craft Supplies



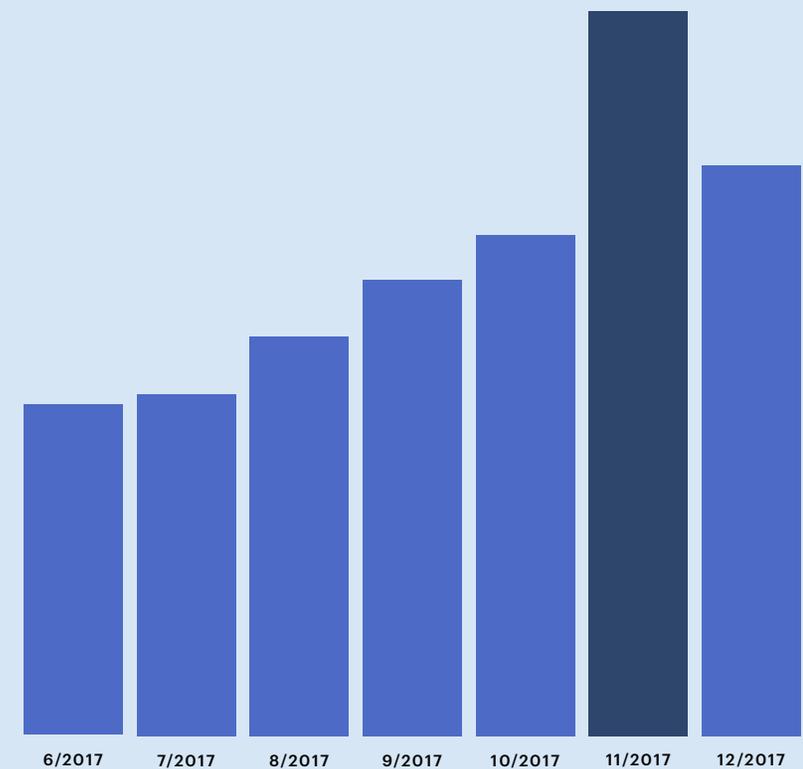
## KNITTING NEEDS

It's the season knitters and crocheters look forward to all year. For craft supply sellers, that means an opportunity to sell to knitters directly, and to market supplies as great gifts for knitters. Key items include hand-dyed yarn, bulky yarn, yarn bowls, and kits.

1. RoosterStudios

## Knitting-related search volume on Etsy

Knitting-related searches gain momentum in late October and peak through the month of November.



Source: 2017 searches on Etsy for terms containing "knitting," "yarn bowl," or "yarn"



“Embroidery is huge because it allows the maker to literally leave their personalized mark on an item. The newest embroidery resurgence, punch needle, offers that same embroidered effect but with added texture and dimension.”

—DAYNA ISOM JOHNSON, ETSY TREND EXPERT



**WEAVING, MACRAME,  
NEEDLE PUNCH**

Offering relaxation and vintage appeal, weaving, macrame, and needle punch embroidery are all ongoing hits with crafters and shoppers seeking self-care activities.

**TREND ALERT**

Searches for “punch needle DIY kits” have spiked 508% this year.

1. WoolCoutureCompany
2. BlancLaine

# Paper & Party Supplies

This category is ideal for incorporating the season's most popular patterns and motifs.

## TIME IT RIGHT

Holiday card searches pick up in early November and peak in early December.



## HOLIDAY CARDS

Highlight cozy knits and alpine sports to bring a modern retro look to life. Plus, cards featuring illustrations of pets with holiday spirit, animals and dinosaurs, Christmas tree alternatives like cacti, and personalization are in high demand.

1. AmyHeitman
2. smalladventure



**WRAPPING PAPER AND GIFT BAGS**  
 Give shoppers more bang for their buck while exploring popular patterns with double-sided wrapping paper and gift bags that can be repurposed and recycled.

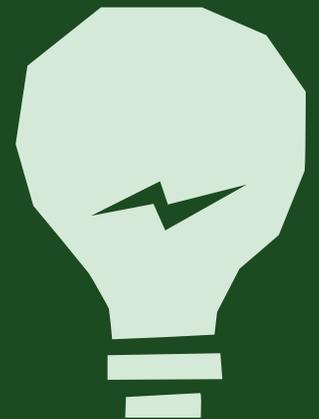
- 1. BonnieKayeStudio
- 2. summersville
- 3. FavoriteStory
- 4. Nikkistrange

**PHOTOGRAPHY TREND TIP**  
 We're seeing a trend in product photos featuring wrapping paper stacked on top of more wrapping paper.



**NEW YEAR'S PLANNING**  
 Approaching the new year, shoppers get ambitious about organization and goal setting. Help them out with fresh calendars, planners, and journals.

# BUSINESS INSIGHTS



# Holiday Merchandising Tips

There are several ways to make your shop appealing to holiday shoppers, whether or not you plan to list fresh seasonal inventory. Adding just a few festive touches can set the scene, and show shoppers you've got the holiday spirit. Use these tips to merchandise your shop and optimize your listings (new or existing) with seasonal shoppers in mind.

## 1. BUNDLE ITEMS IN SETS

Sets can take some of the work out of gift buying for a customer. Take a look at your listings and consider which you can group together, keeping price in mind. Feature an image of the complete set as your lead photo.

## 2. USE PRICE BUCKETS

Gift shoppers usually have price ranges in mind, which is why we often promote gifts by popular price points: under \$25, \$50, \$75, and \$100. Offering a range of prices across these buckets in your shop can be a good way to reach a variety of holiday shoppers.



1. Masterskaya1717

## 3. CALL OUT THE RECIPIENT

Help shoppers check off everyone on their list by describing the type of person (or groups of people) your item would make a great gift for and why. Think outside the box to include co-workers, bosses, babysitters, and teachers, for example. Put important keywords that target recipients in your titles and tags.

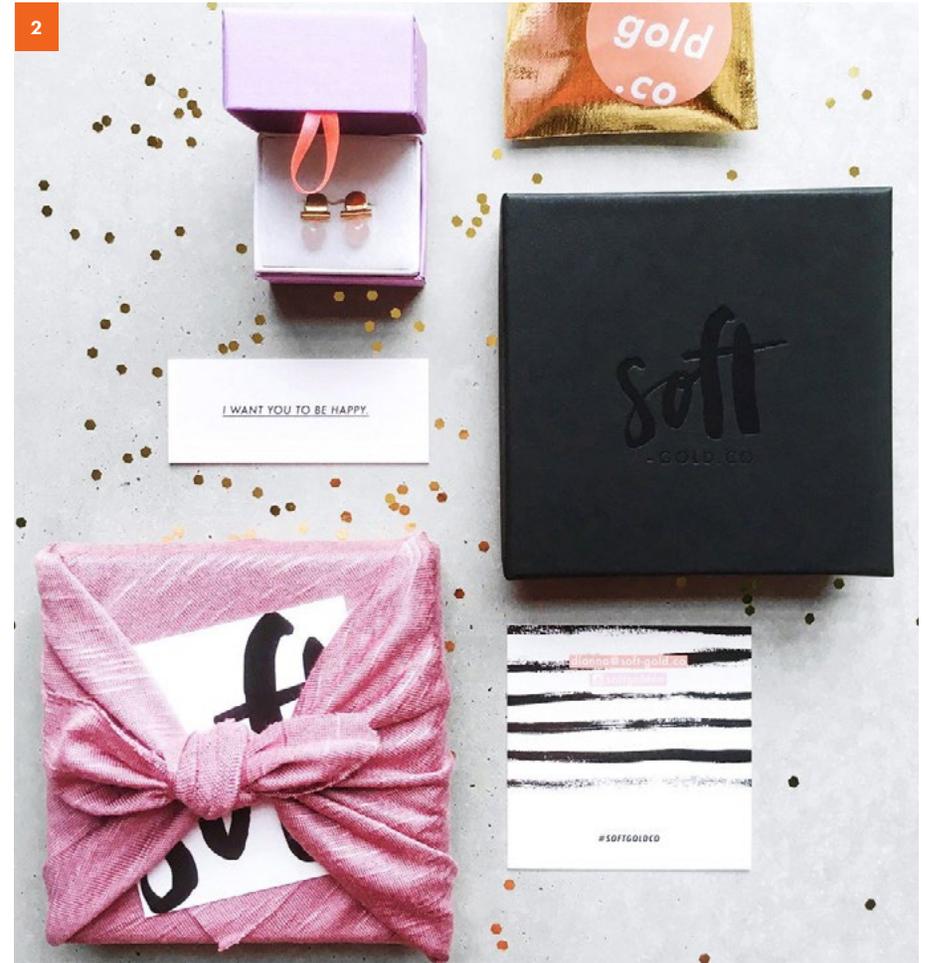
## 4. TWEAK YOUR TITLES AND TAGS

Are you maximizing relevant holiday themes and keywords in your tags? Think about what holiday shoppers are likely to search for (ex: novelty gift or stocking stuffer), and use those phrases in your titles and tags. Be sure to use multi-word, descriptive phrases in your tags.



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1. Make8Bake
2. softgoldco



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### 5. ADD SOME FESTIVE PHOTOS

Taking new photos can be beneficial during the gifting season. Merchandise and style your photographs to highlight seasonal themes using simple props and color schemes incorporating some of the season's trending motifs.

### 6. SPICE UP YOUR SHOP BANNER

Shop Banners are the largest branding asset for your shop, and are a great place to add some welcoming holiday flair. All sellers have the option of either a **Mini or Big Banner**, while Etsy Plus subscribers have **more customizable options**.

### 7. HIGHLIGHT GIFT POTENTIAL

Show shoppers how your products can make great gifts; don't just leave it up to the imagination. Make sure your description and tags highlight gifting ideas, and feature photos that help frame your item's gift potential. This can be as simple as including a photo of any gift wrap options you offer.

### 8. SPOTLIGHT KEY ITEMS

Whether you have a trusty bestseller or a new design that you want to showcase, use your **Featured Listings** section to draw attention to the most important items in your holiday collection.

Update your listings

# How to Make a Trend Your Own



BY TESS DUNCAN

The animal everyone loves right now. The retro style making a comeback. That pattern popping up everywhere you look. Tapping into trends that are top of mind for buyers can give you a unique opportunity to reach a new customer base, and keep your existing customers coming back for more.

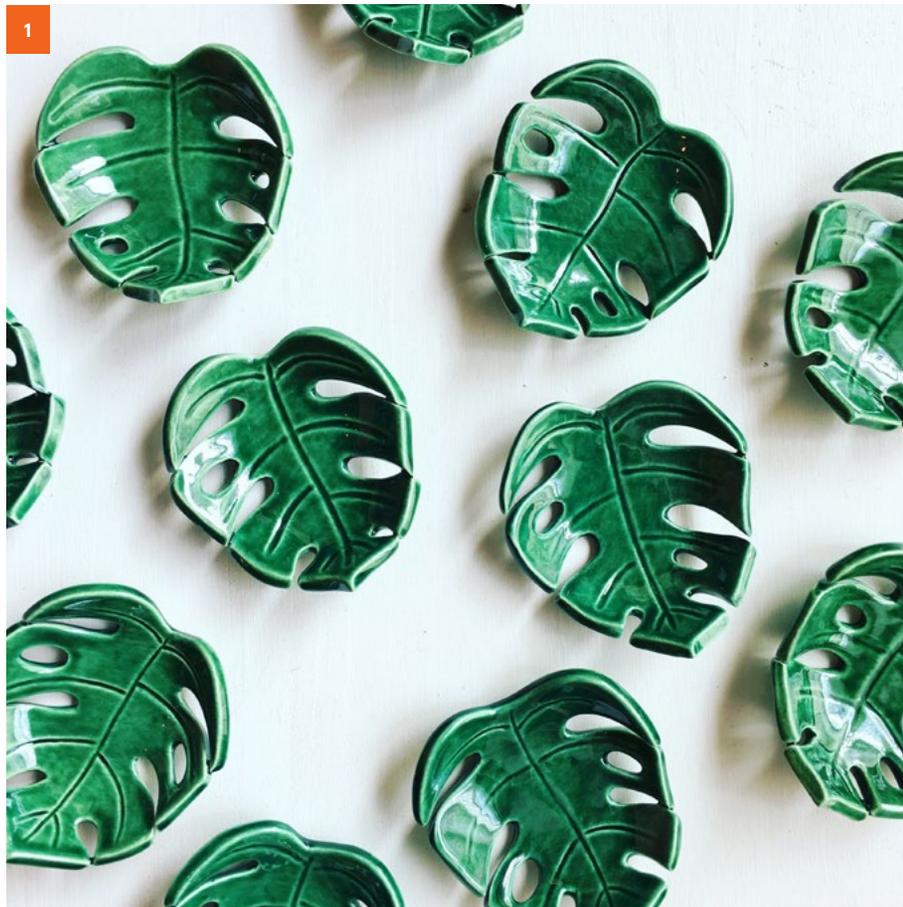
When weaving a trend into your shop, it's key to stay true to your brand and set yourself apart from the competition. Other shops may be seizing the same moment, and Etsy shoppers are looking for one-of-a-kind items that they've never seen before. How will your take on the trend "wow" potential customers? How can you make the latest styles work with your larger brand aesthetic? Read on for our top tips.

1. Pottery Lodge

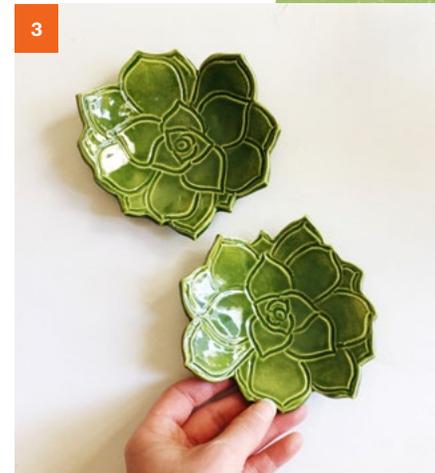
# 1. Be selective

Not every trend is right for your shop, so be strategic. And think about your brand: Does the trend resonate with your shop story and aesthetic? Case in point: Houston, Texas-based ceramicist Casi Allen, who has been exploring trends in her Etsy shop [Pottery Lodge](#) since she started selling in 2013.

“It has to be something that intrigues me to make me want to include it in my business,” she says. Casi is a big fan of plants so it was a natural fit for her to create items inspired by botanical plants, like her [monstera plant ring dishes](#) and [cactus mugs](#).



Casi's plant passion has found a way into her work since she first opened, when she offered minimalist vases, flower-shaped ring dishes, and mugs painted with floral prints.



More recently, she's added depth to her collection by developing items that reflect the shapes and textures of on-trend plants like succulents.

1., 2., 3. Pottery Lodge



1., 2., 3. Pottery Lodge

Casi has been gently exploring themes of female empowerment since 2015. She recently took her line in a bold new direction with pieces exploring the female form, a motif she knew would align well with her target demographic of young women buyers.



## 2. Know your customer

Make sure the trend you pick will go over well with your customer base by analyzing their current behavior. For example, if your top sellers are minimalist jewelry pieces, you may want to avoid a trend like statement earrings. But maybe your customers would be interested in pieces made of an on-trend material like lucite or acrylic. Check out your Stats to see what other types of items your customers are searching for to help inform your strategy.

You can learn a lot about your customers on social media, too. For instance, Casi gets insights about her buyers through her Instagram busi-

ness page. She learned that her audience is mostly women aged 25-34 years old, which led her to develop a line of products inspired by feminist values. “There’s been a lot of female empowerment going on this year, and I knew this movement was something my target audience would appreciate,” says Casi. She also recommends using the Instagram polls feature to gauge buyer interest. Try asking your followers to vote on whether or not they would buy your product in a trending pattern or color palette you’re considering.

## 3. Take a step back

Get your thoughts down on paper, spreadsheets, or sticky notes. Play around with different concepts and brainstorm ideas for changes you can make to your current product line. Could you try making your top product in a color that’s “in” right now? If you sell vintage items, you might keep an eye out for treasures in trending colors, like the Pantone Color of the Year (for 2018, it’s Ultra Violet), or patterns, like terrazzo or tortoise shell.

Think about getting a little more abstract. What shapes or textures could you introduce to your products that relate to a movement of the moment? When shoppers of all ages began embracing unicorns, Casi incorporated the trend into her **ring dishes** and **hanging planters**. She also took note when cactus imagery was getting hotter by the minute and designed a line of **mugs with cactus ridges**, which soon became best-selling items.

## 4. Get creative with photo styling

You don't have to develop a new product to use a trend to your advantage. Spicing up your product photos with on-trend props and backgrounds can bring a fresh look to your shop. Not sure where to start? Get some inspiration from bloggers and social media. For example: Lithuania-based jewelry maker Greta Dzy of Etsy shop [DzyDzyDesign](#) loved the tropical

foliage trend, but wasn't sure how to incorporate it into her miniature food earrings, brooches, and necklaces. Then she spotted a DIY for tropical leaf cut-outs on Pinterest and a light went off: Colorful paper cut-outs could help make her listings pop. After a few snipping sessions, she got to work arranging the spread of leaves around her fruit-focused pieces.



1. DzyDzydesign  
2., 3. Pottery Lodge



Greta noticed in her Stats that her listings with bright colors received more favorites and clicks, so she opted for vivid teal, pink, and purple shades when assembling her botanical props.

## 5. Embrace experimentation

No matter how you translate trends in your shop, trial and error is part of the process. While you're in this experimental phase, consider tweaking your best-selling items first. Try creating an additional altered version of a top-selling item to increase your chances of success, and keep a close eye on customer reactions to your new listings.

Casi, for her part, capitalized on the popularity of millennial pink by pro-

ducing her best-selling planters and mugs in the shade. The hue is now the top-selling color option for her cactus mugs. "I've made plenty of pieces that have never made it out of my studio," says Casi. "But I love that I can evolve, try new techniques, and step outside of my comfort zone." There will always be new trends, and the strong ones are often long-lasting.

# Developing Holiday Bestsellers



BY JULIE SCHNEIDER

What do leather bookmarks and DIY embroidery samplers have in common? Both are best-selling holiday gifts on Etsy! The embroidery samplers that fill the [Dropcloth Samplers](#) shop, run by Rebecca Ringquist in Portland, Oregon, have become a favorite present for creative souls seeking to unplug with meditative stitching projects.

On the other side of the globe, in Melbourne, Australia, Katie Kim, owner of [Katie Kim Studio](#), makes modern [leather bookmarks](#) and [keyrings](#) that have earned a spot in holiday shoppers' hearts (and carts) with budget-friendly price points and options for personalization.

Here, the inventors of these top-selling products share the secret sauce behind their holiday hits.

1. Katie Kim Studio

# Remix the classics

The term “holiday bestseller” may bring to mind blockbuster trends that flashed in a blaze of glory and eventually fizzled, like fidget spinners. But tapping into enduring holiday favorites, like small gift-ready stocking stuffers and ornaments, and adding your brand’s particular point of view can make a classic idea feel new and appealing to holiday shoppers.

Rebecca’s embroidery samplers, for instance, were born out of a rich textile tradition. “I’ve always been interested in the history of embroidery,” says Rebecca, “and samplers have been used for ages as a way of teaching people how to embroider and as a record of what they’ve learned.” Her twist on a centuries-old practice brings embroidery into the 21st century in a playful and inspiring way: Rebecca’s [Stitch of the Month sampler subscriptions](#), available in three-, six-, and twelve-month increments, help holiday shoppers snag a substantive present even when time is short. “It would feel like a special gift to receive,” says Rebecca. “You can include a card and a little bit of embroidery floss and stick it in their stocking. It’s a perfect last-minute gift.”



## MAKE IT EASY FOR LAST-MINUTE SHOPPERS

When the holiday shipping timeline is ticking down, downloadable product options can help snag belated browsers. Think printable gift wrap and tags, DIY patterns, gift cards, and subscriptions.

1., 2. Dropcloth Samplers



## Tap into broader cultural ideas and themes

Think about how your items fit into popular themes and movements, and reflect that in your marketing. For example, Rebecca's embroidery samplers speak to modern-day concerns of mindfulness, self-care, and DIY—topics

that are so top-of-mind they've become shopping trends. The samplers' portable size paired with an accessible price point and Rebecca's encouraging, down-to-earth instructions make them an inviting, giftable project.

### CONSIDER THE RECIPIENT

Make a list of the gift-worthy circle of family and friends who may be dear to your customers. Then, dig deeper. Add other key players in your customers' lives who might be deserving of a present: teachers, colleagues, neighbors, doctors, mail carriers, bus drivers, child care providers. Use your list to spark ideas for products that speak to specific personas and professions.

1. Dropcloth Samplers

# Make it personal

Holiday shoppers love coming to Etsy for unique personalized items they can't find anywhere else. Searches containing the word "personalized" are often among top sales-driving search terms for the holiday season on Etsy. Offering options to add custom elements to a product makes it feel extra-special and personal. Katie of Katie Kim Studio says people love her bookmarks because they can choose between 18 colors and engrave the names of loved ones on them for an affordable price. By setting parameters for customization, Katie lets her customers have creative input while keeping her holiday production process whirring along efficiently. To sweeten the deal, she offers a free gift bag and handwritten gift messages.

1



1., 2. Katie Kim Studio

2



## WRAP IT WITH A BOW

Bonus add-ons, including gift wrap, expedited shipping, and custom messages, make a product extra alluring for gift-giving.

# Looking Ahead to 2019



Dayna Isom Johnson, Etsy's resident trend expert, is always on the hunt for the latest and greatest products. She keeps her finger firmly on the pulse of the hottest market trends and up-and-coming Etsy designers. "Being a trend expert at Etsy is all about unearthing the most fabulous things in the world—hopefully before anyone else finds them," says Dayna. Read on for her 2019 predictions.

# Dayna's Picks for the New Year



## 1. Animal jewelry

Mother Nature's bounty inspires this fresh look. "Animal-inspired motifs have long proven popular in both home decor and fashion, and I predict 2019 will be the year that jewelry takes its own walk on the wild side," says Dayna. "As always, Etsy sellers are getting in on the trend early, and the results are undeniably fierce."

## 2. Poured, swirled, and stirred

"Imagine finding the most beautiful agate stone in the world, melting it, and then slowly swirling a watercolor brush through the pooling colors," says Dayna. "On Etsy, sellers are already starting to apply this marbled look to everything from ceramics to wall art. It's just one more colorful iteration of this year's go-with-the-flow wabi sabi vibe theme."

- 1. FreshyFig
- 2. MicaPeet
- 3. NatalieStopkaStudio



1



2

### 3. Weddings: puffed sleeves

Dayna loves this voluminous throw-back look, which can be seen on everything from ball gowns to trumpet silhouettes. “It’s an understated take on the admittedly over-the-top sleeves we remember fondly from ‘80s and ‘90s prom style,” says Dayna. “Some of these sleeves are even detachable!”

- 1. OverTheSeaDRESS
- 2. VICTORIASPIRINA

The Etsy logo is positioned in the top right corner of the page. It consists of the word "Etsy" in a white, serif font, set against a dark blue background. To the right of the logo, there is a large, irregular orange shape that partially overlaps the dark blue background. Below the orange shape, there is a green circular shape with a white speckled pattern. In the bottom left corner, there is a blue textured shape and a red curved shape with a white speckled pattern.

Etsy

What did you think about this trend report?  
Take this quick survey to let us know.

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