

2019

# Celebrating Creative Entrepreneurship Around the Globe



Etsy

# Executive Summary

Etsy is a global marketplace for unique and creative goods. Our mission is to keep commerce human, and we're committed to using the power of business to strengthen communities and empower people. Our marketplace provides a platform that enables a global community of over 2 million active sellers to share their creative wares with buyers around the world, who come to Etsy to be inspired and delighted by items that are crafted and curated by creative entrepreneurs.<sup>1</sup>

Since 2013, Etsy has produced a biannual Seller Census Report that sheds light on our part of the growing creative economy. Our Seller Census Reports have documented the opportunities and challenges associated with running a creative business, and outlined key data points about sellers in our community. As Etsy grew as a company, so too did our footprint across the world, and today we have people buying and selling in nearly every country around the world. In 2017, we produced

individual reports for our six core geographies (the United States, United Kingdom, France, Germany, Canada, and Australia). This year, we are proud to produce our first Global Seller Census Report, a single, comprehensive report that covers all of our key markets in one place.<sup>2</sup>

Across the world, economies are shifting in ways that make it easier for anyone with an idea and an internet connection to start and grow a global business. In the pages to follow we present our 2018 global survey of Etsy sellers. All Etsy statistics are based on our 2018 survey, unless otherwise noted. Coupled with ongoing interactions with the seller community, this report shows how Etsy sellers across the world continue to challenge conventional notions of entrepreneurship, and help to revitalize their local communities with their craft.



## Celebrating women entrepreneurs

Etsy has long functioned as an on-ramp to entrepreneurship by creating opportunities for people who might not have started a business otherwise.

87%

of Etsy sellers identify as women

Most notably across our marketplace, 87% of Etsy sellers identify as women, which is in stark contrast to statistics from the World Bank, which estimates that 35% of firms have women in ownership positions.<sup>3</sup> With lower barriers to entry than a traditional businesses, Etsy sellers are able to experiment with entrepreneurship on their own time and in their own style. Perhaps this is why Etsy is a marketplace powered mostly by women entrepreneurs, creating and curating an incredible collection of wares to delight buyers around the world.

While Etsy may be unique in the sheer number of women entrepreneurs we host, our experience reflects broader trends in the economy. According to Mastercard's Index of Women Entrepreneurs for 2018, there was a 10% increase in women's Total Entrepreneurial Activity rates in a two year period across the globe.<sup>4</sup> Over a ten year period in the United States, the number of women-owned firms grew at a rate five times faster than the national average.<sup>5</sup>

This democratization of entrepreneurship is powerful, and transformative. For 53% of Etsy sellers, Etsy was the first place they sold their goods. Notably, women are much more likely to get their business started on Etsy, with 55% of women first selling their goods on the marketplace, compared to 38% of men.

In many ways, creative entrepreneurship allows women to manage the unique needs they face. Globally, women perform three-quarters of all unpaid care work.<sup>6</sup> It's unsurprising, then, that women who sell on Etsy

are twice as likely as men to have started their business while caring for a family member or unable to work outside the home, and are more likely to have children at home. Further, women who sell on Etsy are more likely than men to be motivated by the desire for flexibility when starting their business (44% vs. 36%), value that flexibility more once they start their business (49% vs. 37%), and believe that selling on Etsy gives them more freedom than general employment (64% vs. 56%).

However, selling on Etsy is not just about meeting the demands of these women's lives. It's also about pursuing their dreams. Creative entrepreneurs that sell their wares on Etsy feel that Etsy gives them the opportunity to do what they love for a living (64% of women, and 59% of men), and that their creative business allowed them to fulfill a personal dream (40% of women, and 30% of men). In addition, women who sell on Etsy are more likely than men to say their creative business is their sole occupation.

## Empowering new generations of entrepreneurs

> 60%  
are under the age of 45

While people of all ages buy and sell goods on Etsy.com, the median age of Etsy sellers is 39—much younger than the typical business owner in most countries across the world, which is just above 50 years old.<sup>7</sup> In fact, more than 60% of Etsy sellers are under the age of 45, and many of the younger cohorts of sellers reported that Etsy was the first place they sold their goods. Thanks to the power of the internet, these creative entrepreneurs have come of age in a world where traditional barriers to launching a business are greatly reduced.

Although Etsy sellers are generally younger than the average entrepreneur, our data also reveals that sellers over the age of 55 tend to focus on their creative business as their sole occupation at much higher rates. Overall, 32% of sellers are full time creative entrepreneurs, but for sellers 55 and older, that proportion ranges from 44% in Germany to as high as 54% in the UK. As this age cohort continues to grow as a portion of the overall population, internet-enabled entrepreneurship offers an important means to build and maintain financial security in later life.

Internet-enabled business also creates new opportunities for rural entrepreneurs. Though sellers can be found in all regions in their home countries, from urban metropolises to rural communities, half are located in suburban areas. Across our core markets, a remarkable 28% of sellers

report being from rural areas, and only 23% are from urban areas. This is in stark contrast to OECD reports that show that 50% of all active firms operate from urban areas, 34% from intermediate (or suburban) regions, and only 15% from rural areas.<sup>8</sup> While business start rates logically align with population density, Etsy sellers are unique in that they can rely on internet traffic, rather than foot traffic, to power their sales.

## Celebrating microbusiness

80%  
are businesses of one

Etsy sellers are tech-enabled microbusinesses pursuing their entrepreneurial venture on their own terms, and with their own style. Most Etsy sellers (80%) are businesses of one, and 97% operate their creative business from their homes. By most definitions, microbusinesses employ no more than ten people, though Etsy sellers who do have help with their creative business typically employ fewer than three people. The size of their creative business brings many benefits, like low overhead costs and a focus on rewarding, flexible, and imaginative work.

More than nine out of ten Etsy sellers (91%) are the sole owner of their businesses. For the small percentage of sellers that share ownership of their shop, the vast majority (84%) of shops are co-owned by either a spouse, partner, or another family member (parent, child, sibling), giving a fresh perspective on family owned businesses. This is in interesting contrast to the latest Global Entrepreneurship Monitor, which estimates that 20% of the world's entrepreneurs own their business with family members.<sup>9</sup>

While typical metrics of success for business owners are growth related, like the number of employees or growth in square footage of their operations, Etsy sellers' ambitions differ greatly, though they are no less serious about their shops. Three quarters of Etsy sellers consider their shop a business. The majority (82%) of Etsy sellers would like to grow their business, but more than three out of five would not want to grow so big that they would have to hire more help. Their goals stem from their personal passion for creative expression. While it varies by market, overall Etsy sellers rank launching a new product line or brand and purchasing new equipment as among their top goals.

To celebrate microbusinesses across our platform, we must first recognize what motivates Etsy sellers. While 79% of sellers started their Etsy shop for business reasons, like earning supplemental income or earning enough income to support themselves or their family, almost

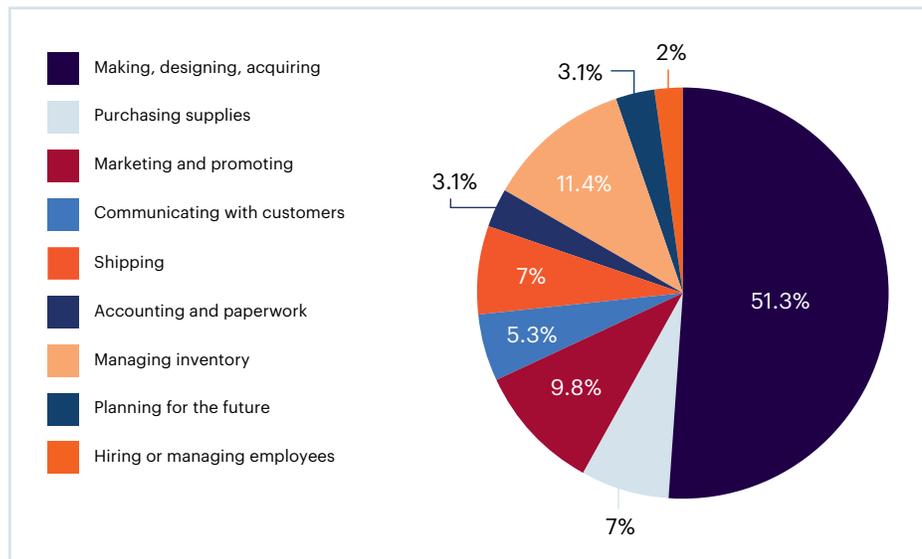
all sellers (92%) were motivated, in part, by non-pecuniary reasons like expressing their creativity, doing something they enjoy with their spare time, or pursuing flexible work that they enjoy.

With these motivations in mind, our survey data suggests that owning a creative business seems to be delivering. Most sellers (70%) wanted to start a creative business to be more creative, and the majority (75%) still see that as a benefit today. Other indicators like doing something enjoyable with their spare time, earning extra income, and creating a flexible work schedule were top motivations for sellers to start creative businesses—and they are top benefits realized today.

When it comes to business ownership, Etsy sellers are self-reliant in more ways than one. Nearly half (49%) of sellers were motivated to start their creative business because of a financial challenge, like needing additional income. Other top motivations for starting their creative business include doing something that allows them to express their creativity (70%), doing something they enjoy in their spare time (65%), earning supplemental income (64%), and doing work that allows them to have a flexible schedule (43%).

As microbusinesses, Etsy sellers face unique challenges that, while common among independent workers and the self-employed, often differ from even a ten- or twenty-person small business. Time is the scarcest resource for all entrepreneurs, but it is especially valuable when you are managing every task related to your business operations. For roughly every hour an Etsy seller spends making or designing her products, she spends another hour on all the other aspects of her shop.

#### HOW AN ETSY SELLER SPENDS HER TIME



Etsy sellers are often proud of their ability to self-finance their shops and their plans for the future include steady low-risk growth. Whereas traditional programs for small business expansion include seeking out low-interest loans for rapid growth, only 5% of sellers want to apply for a loan to expand their business in the next two years. While access to capital or traditional consulting may be useful to a traditional small business, Etsy sellers' motivations and challenges stem from their unique position as creative microbusinesses.

In their microbusiness operations, sellers maintain that running a socially and environmentally responsible business is important (86% and 87%, respectively). 17% of sellers plan to run a more environmentally and/or socially responsible business in the next two years.

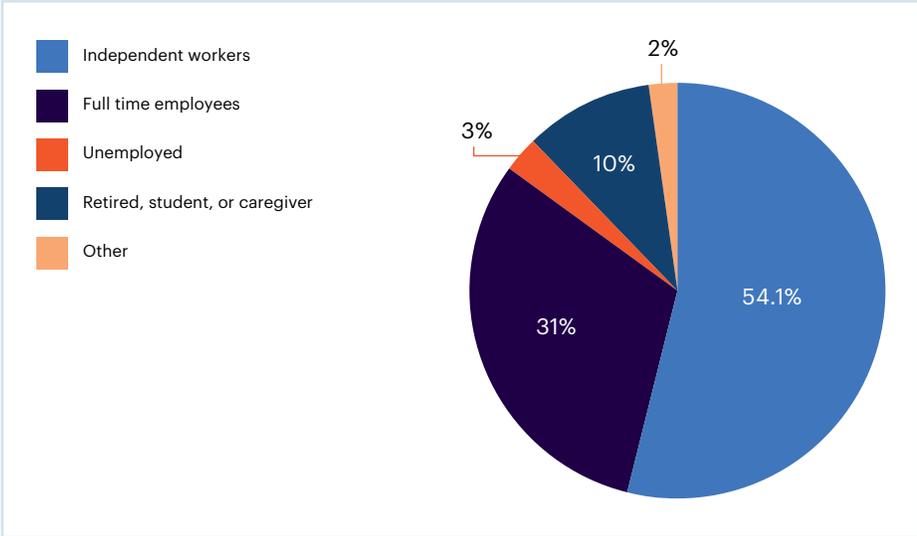
## Enabling the future of work

Etsy sellers identify as entrepreneurs running a creative business, but the nature of their work differs from the standard conception of traditional small business ownership. In many ways, Etsy sellers more closely resemble a new type of entrepreneur: the independent worker. They view their Etsy shop as a source of high-quality, flexible, skills-based, and meaningful work.

The nature of work across the world continues to evolve, with more people than ever working outside of, or in addition to, traditional employment arrangements. The McKinsey Global Institute estimated that 20 to 30% of the working age population in the US and the EU engage in this kind of work.<sup>10</sup> A new report from the European Commission shows that self employment grew significantly since 2002, while full time employment remained roughly the same suggesting that non-standard work has reduced unemployment and inactivity.<sup>11</sup> Interest in measuring participation in the independent workforce has grown as well in recent years. For the first time, the Global Entrepreneurship Monitor Global Report showed that 6% of working age individuals across the entire world participated in the gig economy.<sup>12</sup> Etsy sellers are emblematic of these larger changes in the economy. For 32% of Etsy sellers, their creative business, both on and off Etsy, is their sole occupation. The majority of Etsy sellers (54%) work independently, and 31% have traditional full-time jobs.

54%  
are part of the  
independent workforce

**EMPLOYMENT AMONG  
ETSY SELLERS**



**INDEPENDENT WORKERS**

|                   |     |
|-------------------|-----|
| Creative business | 32% |
| Part time         | 10% |
| Self employed     | 9%  |
| Temps             | 3%  |

Like many people in today’s economy, Etsy sellers combine income from multiple sources. For some, their dreams of running their own creative business full time are within reach. Among the 32% of Etsy sellers for whom their creative business is their sole occupation, 43% of those sellers reported leaving their previous job to focus on their creative business full time. Many sellers who are still working in traditional employment arrangements would like to leave in order to devote more time to their business in the coming years (41% among those currently employed).

Etsy sellers reflect larger economic trends towards more diversified income streams and finding fulfillment in rewarding side work. In total, 53% of Etsy sellers have jobs outside of their creative business, and two out of three Etsy sellers prefer combining income from multiple sources. As work continues to shift, the ability to diversify income streams and generate supplemental income will become more important to creative entrepreneurs. Coupled with the desire to do work that allows for a flexible schedule, Etsy sellers are well positioned to benefit from these ongoing changes in today’s economy. The majority of Etsy sellers (71%) spend 20 or less hours working on their creative business each week. Conversely, for sellers for whom their creative business is not their sole occupation, 60% spend more than 20 hours a week on other paid work, and 40% spend 20 hours or less on other paid work. The flexibility of being able

47%

expect their business to improve in the next year

to run their shops at their own pace is both something they seek in their creative business operations, and something they feel they have achieved.

Looking towards the future, Etsy sellers expect their local and national economies to worsen, rather than get better in the next year. However, they seem to find solace in their creative business ventures with nearly half (47%) expecting their business to improve in the next year. In fact, sellers across the world have a much more positive outlook on their creative business than for the local, national, or global economy. Their creative business is the only place where a positive outlook outweighs a negative one.

These divergent expectations shed light on the context within which Etsy sellers operate. In today's economy, many people pursue entrepreneurial ventures in addition to traditional employment. Take for example, a bookkeeper with a passion for stained glass. During the day she might manage the accounts of her employer, while at night she creates home decor she sells worldwide. While each individual's story is unique, they share a common experience—one that is important as we continue to evolve our collective thinking on the future of work and employment in today's shifting economy.

Though Etsy sellers maintain a positive outlook on their creative businesses, many challenges still accompany this new world of work. Dealing with income volatility—predicting future sales and dealing with inconsistent sales—remains the biggest barrier for Etsy sellers to achieving their business goals. These month-to-month income fluctuations complicate the overall financial security of Etsy sellers who earn income outside of traditional full time employment structures. Further, Etsy sellers tend to lack confidence that they could withstand a sudden drop in income—63% report they are somewhat or less confident they could cover their living expenses if they experienced a sudden drop in income.

## Making differences to families and local economies

\$3.9B

in gross merchandise sales generated by Etsy sellers in 2018

In 2018, Etsy sellers generated \$3.9 billion (USD) in gross merchandise sales. This represents significant economic impact from the over 2 million microbusinesses that operate through our platform across the world.

Etsy sellers support themselves and their families with income from their creative business, which contributes 13%, on average, to total household

income. Many sellers (43%) have people who depend on them financially. This includes 25% of sellers that have children under 18 years old dependent on them, 9% that have children over 18 years old, and 3% with parents or other relatives reliant on them.

Overall, 44% of sellers use income from their creative business to cover necessary household expenses like bills, rent, and food. Nearly a fifth of sellers use this income for debt payments, including student loans, and 10% use this money for medical payments. In addition, nearly two thirds of sellers (64%) are able to reinvest their money into their business, and more than a quarter (26%) are able to save.

While the way they spend their creative income varies by individual seller, the impacts of that spending or savings ripples through the economy. Beyond each household, Etsy sellers contribute to the broader economy by creating work for others. Twenty percent of Etsy sellers have people helping them with their business, though unpaid support in the form of a friend or family member is more common than paid help. However, the number of sellers creating more work opportunities locally is expected to grow, as 8% plan to hire additional paid staff in the next two years.

Sellers are supporting traditional manufacturing and retail businesses in their communities as well. The majority (60%) of Etsy sellers promote or sell their goods in other venues, including in-person events like craft fairs and flea markets, trade shows, retail stores, and to friends and family. Fifteen percent of these sellers sell their wares through wholesale partners, broadening their reach and impact. Only 4% of sellers sell their goods in brick-and-mortar stores they own or operate. Etsy sellers support the manufacturing sector as well, with nearly a quarter (24%) of sellers using outside help to produce their wares—most often a printer (62%) or a manufacturer (34%) among these sellers.

Etsy sellers' economic impact reverberates beyond their local communities. In aggregate and across the globe, more than half (52%) of Etsy sellers ship their wares internationally, changing the nature of global trade.

According to a study conducted by an independent economic consulting firm, in 2018, US Etsy sellers contributed \$5.37 billion (USD) in total economic output to the national economy. That's more than double their direct business sales. US Etsy sellers created 1.52 million jobs in the independent worker economy, which is equivalent to putting the entire population of San Antonio, Texas to work. For a robust discussion on the Economic Impact of Etsy Sellers in the United States, please read our Economic Impact Dashboard, published online [here](#).

**\$5.37B**

**Contributed by Etsy sellers to total economic output to the national economy in 2018**

# Celebrating creative entrepreneurs

Every day, millions of Etsy sellers pour passion and energy into their shops. As a creative outlet, part time job, or full time career, Etsy sellers support their economic and artistic well-being by creating and curating ingenious things. Powered by imagination, Etsy sellers use the Etsy platform to pursue their craft and grow their businesses. They are creative entrepreneurs—crafting, curating, and selling their wares to interested buyers both across the world, and in their own backyard. And that is something to celebrate.

As the economy continues to shift in ways that make creative entrepreneurship even more accessible, Etsy sellers' experiences can inform our understanding of the future of work. Etsy sellers are drivers of both economic impact and personal empowerment. They are emblematic of a future of work that values the human touch, and we are proud to celebrate them, everyday.

## Country Profile:

# United States

Methodological note: Unless otherwise noted, this section refers only to US Etsy seller data.

## Overview of Etsy Sellers in the United States

87%

Identify as women

97%

Run shop from home

79%

Business of one

30%

Full time creative business

51%

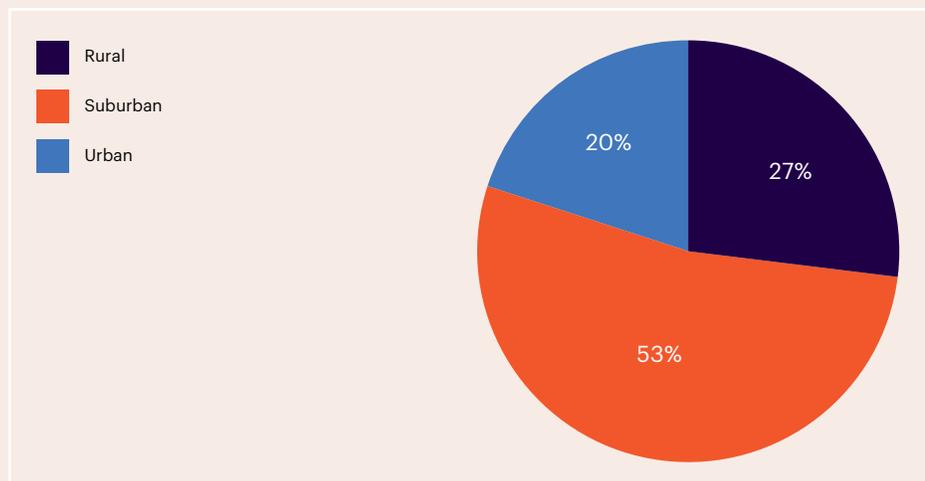
Part of the independent workforce

54%

Etsy was the first place they sold their goods

## Regional representation

Geographic diversity of Etsy sellers is a strength for local economic development. Rural Etsy sellers far outpace the rate of non-farm business owners in the US. Etsy sellers have started and grown their businesses in 99.9% of all US counties, which is important considering that most of the net national increase in business establishments after the most recent recession stemmed from only 20 counties—most with urban tech hubs like Los Angeles, Brooklyn and Austin.<sup>13</sup>



**KEY DEMOGRAPHIC DIFFERENTIALS OF ETSY SELLERS**

| KEY DEMOGRAPHICS                   | ETSY SELLERS | US BUSINESS OWNERS  |
|------------------------------------|--------------|---------------------|
| Gender (%women)                    | 87%          | 25.5% <sup>14</sup> |
| Median age (years)                 | 39           | 50 <sup>15</sup>    |
| Education (% college grad or more) | 65%          | 39% <sup>16</sup>   |
| Rural (%)                          | 27%          | 17% <sup>17</sup>   |
| Hispanic or Latino (%)             | 7%           | 5.8% <sup>18</sup>  |
| Black or African American          | 3%           | 2.2% <sup>19</sup>  |
| Asian or Pacific Islander          | 4%           | 10% <sup>20</sup>   |
| Native American or Alaskan Native  | 3%           | 0.05% <sup>21</sup> |
| Other race/ethnicity               | 3%           | 1.7% <sup>22</sup>  |
| LGBTQ                              | 9%           | 5% <sup>23</sup>    |

## Notable market differentials

Etsy is an on-ramp to entrepreneurship and jobs for people from diverse educational, socioeconomic, and geographic backgrounds. For example, overall, 54% of sellers first sold their wares on Etsy. This is true for 57% of sellers that identify as women and for 69% of sellers that identify as black or African American. By lowering the barriers to starting a business, Etsy has enabled more individuals to spark their entrepreneurial spirit.

In the US, 79% of sellers are businesses of one. One in four sellers that focus on their creative business as their sole occupation have help in their shops. Hispanic sellers are more likely to have additional help in their shops (30% vs. 21% of the general US Etsy seller population).

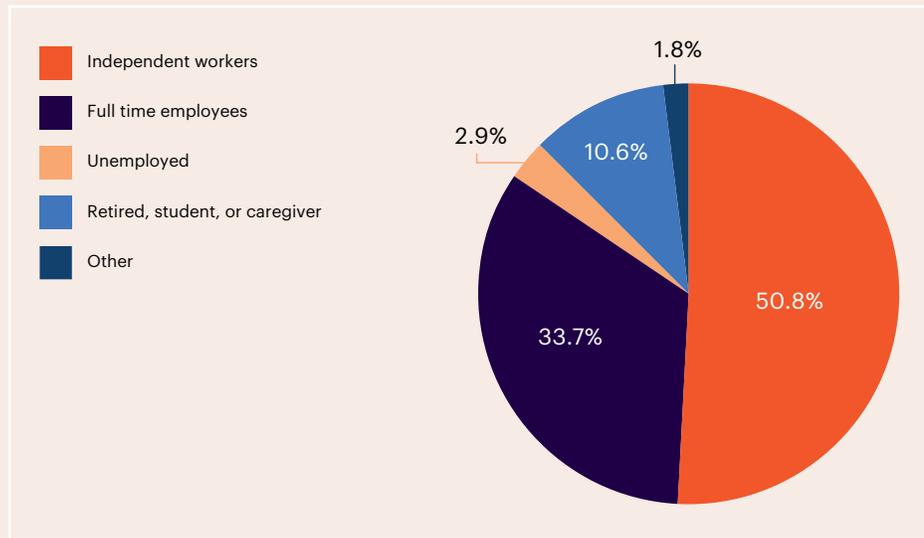
Etsy sellers in the United States power their local creative economies, and have significant impact on the national economy. We measured the economic impact of Etsy sellers on the U.S. economy in four ways: economic output (sometimes called total business sales), jobs, income, and value added. These are standard economic metrics that identify both the dollar value contributions of sellers to the economy, and also their role in creating jobs and incomes.

In 2018, Etsy sellers in the US:

- Contributed \$5.37 billion (USD) in total economic output to the national economy.
- Created 1.52 million jobs in the independent worker economy,
- Generated \$1.76B in income
- Produced \$3B in additional economy value

You can dive deeper into the results of our Economic Impact Study by visiting our dashboard [here](#).<sup>24</sup>

### EMPLOYMENT AMONG US ETSY SELLERS



### INDEPENDENT WORKERS

|                   |     |
|-------------------|-----|
| Creative business | 30% |
| Part time         | 10% |
| Self employed     | 8%  |
| Temps             | 3%  |

## Country Profile:

# United Kingdom

Methodological note: Unless otherwise noted, this section refers only to UK Etsy seller data.

## Overview of Etsy Sellers in the United Kingdom

86%

Identify as women

94%

Run shop from home

82%

Business of one

43%

Full time creative business

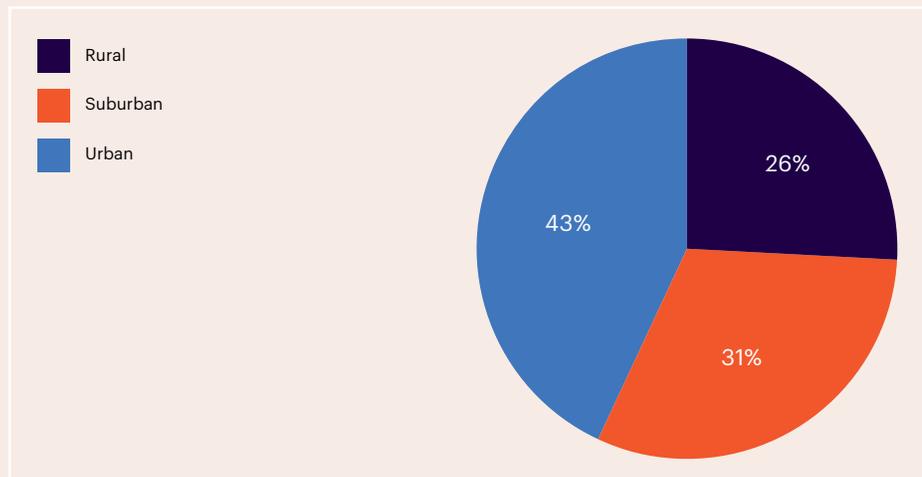
68%

Part of the independent workforce

52%

Etsy was the first place they sold their goods

There were approximately 220,000 active sellers in the United Kingdom, as of December 31, 2018. 78% of UK sellers ship their wares internationally.



| KEY DEMOGRAPHIC    | ETSY SELLERS | UK BUSINESS OWNERS |
|--------------------|--------------|--------------------|
| Gender (% women)   | 86%          | 25% <sup>29</sup>  |
| Median age (years) | 43           | 47 <sup>30</sup>   |
| Rural (%)          | 31%          | 26 <sup>31</sup>   |

# Regional representation

The regional representation across the UK shifted somewhat since our last report, with more sellers moving from city centers to more suburban areas. 43% of sellers are running their shops from suburban towns now, as opposed to 38% in 2017, and 26% of Etsy sellers are from urban areas, versus 30% in 2017.

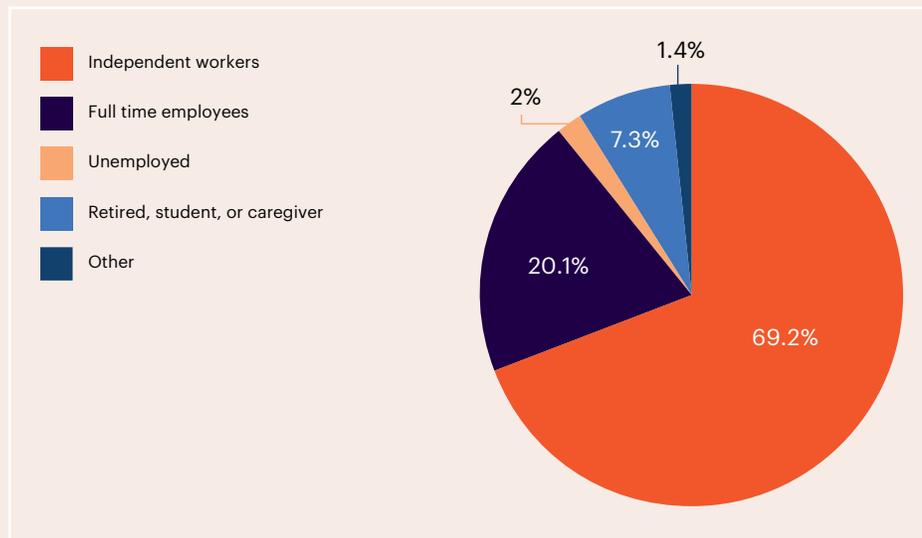
# Notable market differentials

The UK has the highest percentage of sellers pursuing their creative businesses, both on and off Etsy, as their sole occupation (43% of UK sellers versus 32% overall). This represents a 19% increase from our 2017 UK Seller Census, and contributed greatly to the 6% increase in participation of the independent workforce (69%).

Income from creative business income as part of total household income jumped 3% points to 18%, meaning income from their creative business is contributing significantly more to their overall household income than previous studies.

Notably in the UK, sellers have increased their High Street presence. Six percent of sellers that sell their wares through multiple platforms do so through a retail store they own or operate. This is a 50% increase in brick and mortar presence from our last UK seller census in 2017. Also, as opposed to other core markets, Etsy sellers in the UK are more likely to have a separate studio or workspace—though the vast majority (94%) still run their shop from their homes.

**EMPLOYMENT AMONG  
UK ETSY SELLERS**



**INDEPENDENT WORKERS**

|                   |     |
|-------------------|-----|
| Creative business | 43% |
| Part time         | 12% |
| Self employed     | 13% |
| Temps             | 2%  |

**Country Profile:**

# Canada

Methodological note: Unless otherwise noted, this section refers only to CA Etsy seller data

**Overview of Canadian Etsy Sellers**

89%

Identify as women

96%

Run shop from home

80%

Business of one

38%

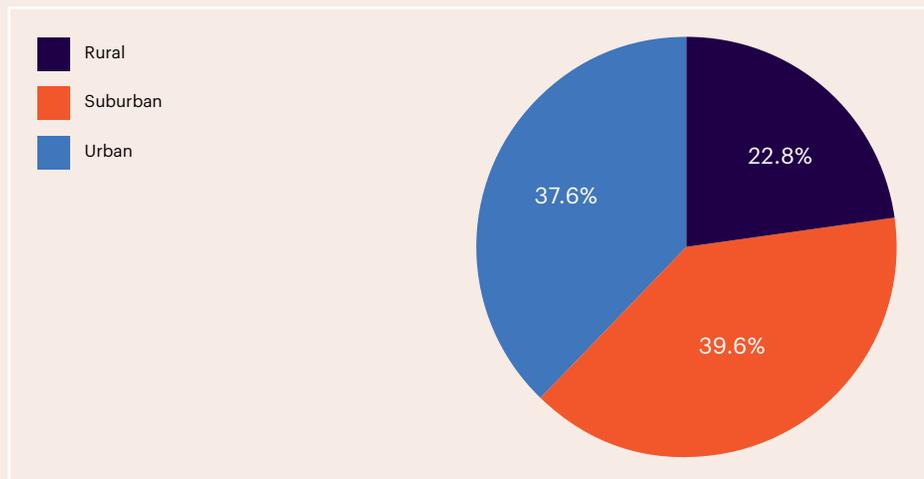
Full time creative business

58%

Part of the independent workforce

46%

Etsy was the first place they sold their goods



| KEY DEMOGRAPHIC                          | ETSY SELLERS | CA BUSINESS OWNERS  |
|--|--------------|---------------------|
| Gender (% women)                         | 89%          | 27% <sup>25</sup>   |
| Median age (years)                       | 43           | 50-64 <sup>26</sup> |
| Education (% college university or more) | 76%          | 69% <sup>27</sup>   |
| Rural (%)                                | 23%          | 22% <sup>28</sup>   |

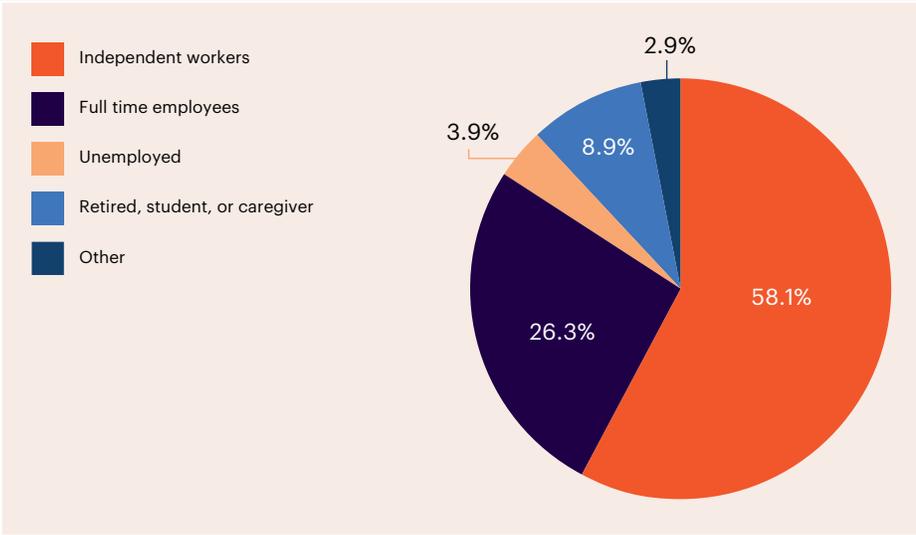
# Regional representation

The regional representation across Canada shifted somewhat since our last report, with more sellers moving from city centers to more suburban areas. 40% of sellers are running their shops from suburban towns now, as opposed to 34% in 2017, and 38% of Etsy sellers are from urban areas, versus 43% in 2017. Remote sellers held steady at 23% of the Canadian Etsy seller population.

# Notable market differentials

Etsy sellers in Canada report the highest level of financial security among our six core markets. Potentially because of the greater sense of financial security, Etsy sellers in Canada have left previous employment to focus on their creative business full time at a higher rate than the sellers in other countries (56% among Canadians vs. 43% overall).

### EMPLOYMENT AMONG CA ETSY SELLERS



### INDEPENDENT WORKERS

|                   |     |
|-------------------|-----|
| Creative business | 38% |
| Part time         | 10% |
| Self employed     | 8%  |
| Temps             | 2%  |

## Country Profile:

# Australia

Methodological note: Unless otherwise noted, this section refers only to AU Etsy seller data.

### Overview of Australian Etsy sellers

89%

Identify as women

96%

Run shop from home

84%

Business of one

34%

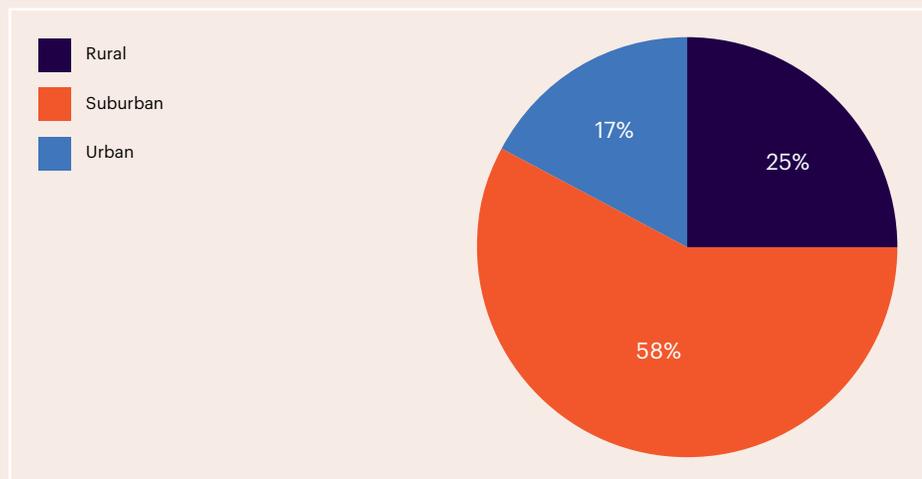
Full time creative business

63%

Part of the independent workforce

50%

Etsy was the first place they sold their goods



| KEY DEMOGRAPHIC    | ETSY SELLERS | AU BUSINESS OWNERS  |
|--------------------|--------------|---------------------|
| Gender (% women)   | 89%          | 32% <sup>32</sup>   |
| Median age (years) | 44           | 48 <sup>33</sup>    |
| Rural (%)          | 25%          | 14.5% <sup>34</sup> |

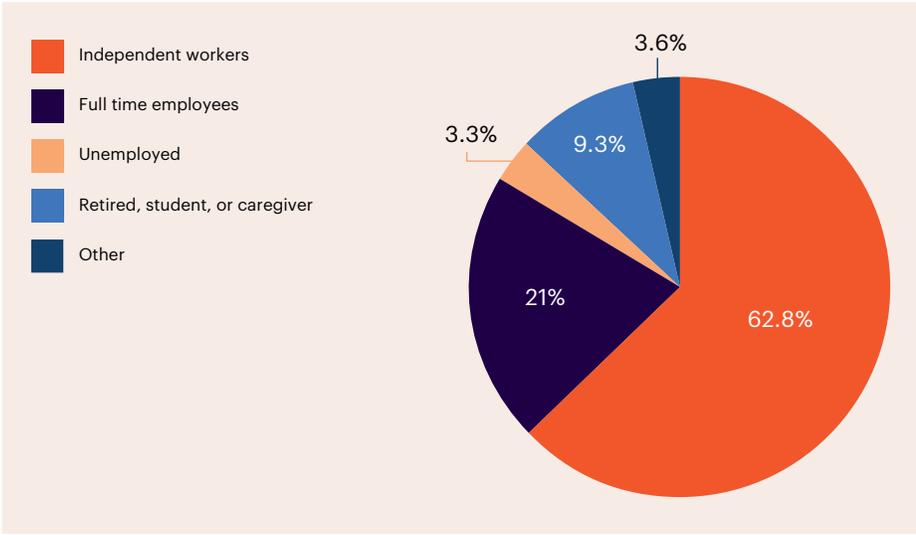
# Regional representation

The regional representation across the country shifted somewhat with more sellers moving from city centers to more remote and suburban areas. 58% of sellers are running their shops from inner or outer regional areas now, and 25% are from remote areas. Only 17% of sellers are located in urban areas, versus 23% in 2017.

# Notable market differentials

Australian Etsy sellers report that they are in a position to build up savings, with 28% reporting they put income from their creative business towards the future. Income from their creative business as part of total household income increased a bit from our last seller census, meaning income from their creative business is contributing significantly more to their overall household income than previous studies. Also of note in Australia, sellers are the most likely to say they would be able to take time off from their creative business for short term illness or life events such as caring for a sick family member, or parental leave.

### EMPLOYMENT AMONG AU ETSY SELLERS



### INDEPENDENT WORKERS

|                   |     |
|-------------------|-----|
| Creative business | 34% |
| Part time         | 16% |
| Self employed     | 8%  |
| Temps             | 5%  |

## Country Profile:

# Germany

Methodological note: Unless otherwise noted, this section refers only to DE Etsy seller data, and was conducted prior to Etsy's agreement with the Dawanda Marketplace.

### Overview of German Etsy sellers

87%

Identify as women

91%

Run shop from home

80%

Business of one

29%

Full time creative business

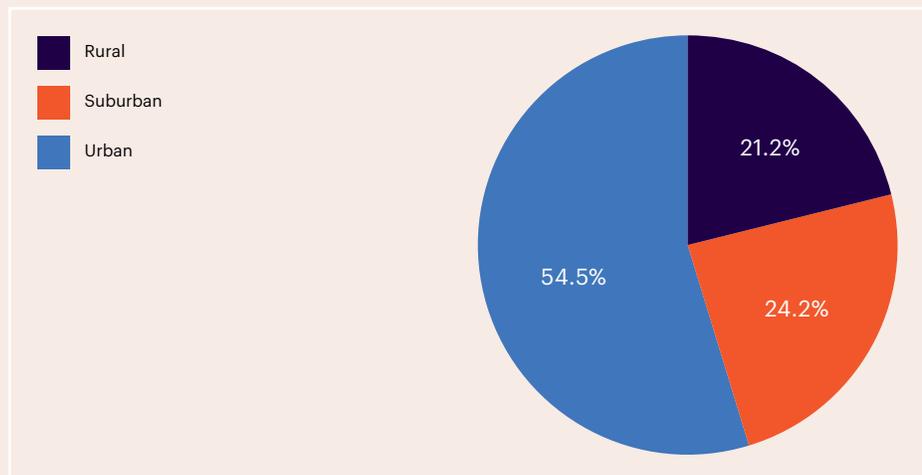
62%

Part of the independent workforce

35%

Etsy was the first place they sold their goods

There were approximately 43,600 active sellers in Germany, as of December 31, 2018. 86% of German sellers ship their wares internationally.



| KEY DEMOGRAPHIC     | ETSY SELLERS | DE BUSINESS OWNERS  |
|---------------------|--------------|---------------------|
| Gender (% women)    | 87%          | 25.3% <sup>35</sup> |
| Average age (years) | 40           | 51 <sup>36</sup>    |
| Rural (%)           | 21%          | N/A                 |

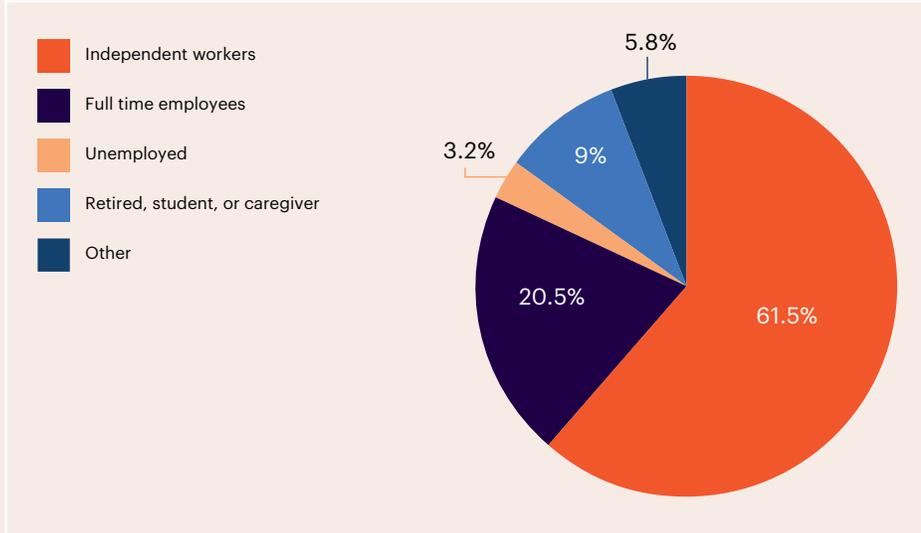
# Regional representation

Unlike most other core markets, Germany’s regional representation did not shift significantly from our last report. The average age of Etsy sellers in Germany increased from 38 to 40 years old.

# Notable market differentials

Though the vast majority of Etsy sellers in Germany run their shop from home, they are the most likely among our core markets to have a separate studio, office, or retail space. German sellers are the most likely to be free of financial dependents, with only 28% reporting they have someone that depends on them financially.

### EMPLOYMENT AMONG DE ETSY SELLERS



### INDEPENDENT WORKERS

|                   |      |
|-------------------|------|
| Creative business | 29%  |
| Part time         | 21%  |
| Self employed     | 11%  |
| Temps             | < 1% |

## Country Profile:

# France

Methodological note: Unless otherwise noted, this section refers only to FR Etsy seller data.

### Overview of French Etsy sellers

88%

Identify as women

96%

Run shop from home

92%

Business of one

36%

Full time creative business

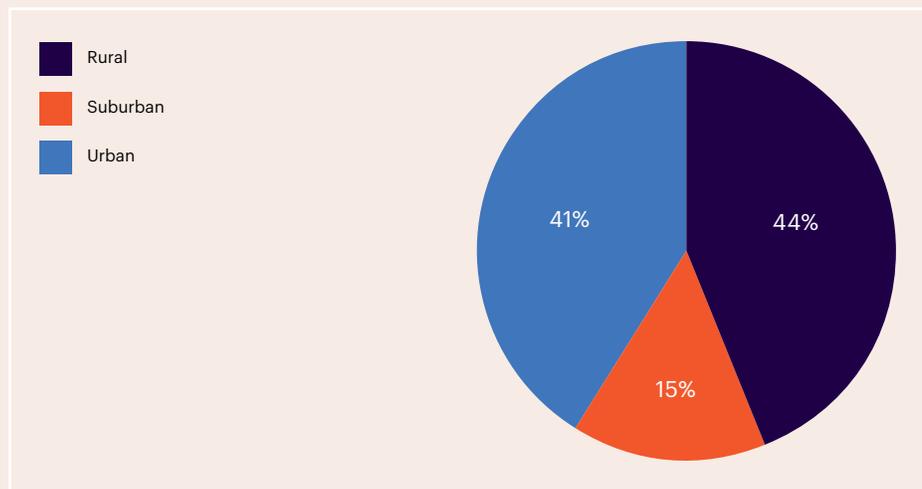
59%

Part of the independent workforce

33%

Etsy was the first place they sold their goods

There were approximately 53,700 active sellers in France, as of December 31, 2018. 65% of French sellers ship their wares internationally.



| KEY DEMOGRAPHIC     | ETSY SELLERS | FR BUSINESS OWNERS  |
|---------------------|--------------|---------------------|
| Gender (% women)    | 88%          | 24.6% <sup>37</sup> |
| Average age (years) | 41           | 47 <sup>38</sup>    |
| Rural (%)           | 44%          | 26% <sup>39</sup>   |

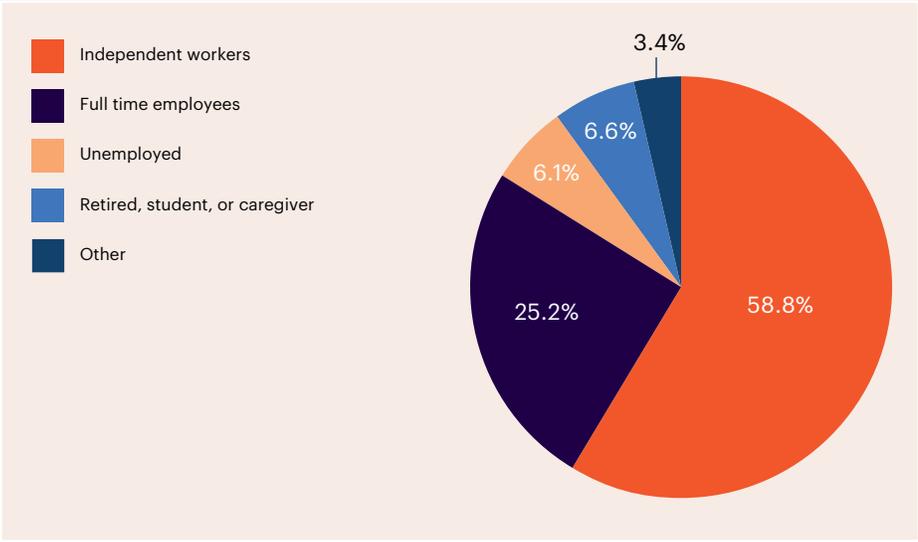
# Regional representation

The regional representation across the country shifted somewhat with more sellers moving from city centers to more rural and suburban areas. 44% of sellers are running their shops from rural areas now, as opposed to 32% in 2017, and 15% of Etsy sellers are from suburban areas, with 41% remaining in urban cities.

# Notable market differentials

Etsy sellers in France are the most likely to have people who are financially dependent on them, with 47% in France, versus 43% overall. Notably in France, sellers have increased their Main Street presence. Eight percent of sellers that sell their wares through multiple platforms do so through a retail store they own or operate. This is a 14% increase in brick and mortar presence from our last French seller census in 2017.

**EMPLOYMENT AMONG  
FR ETSY SELLERS**



|                   |     |
|-------------------|-----|
| Creative business | 36% |
| Part time         | 9%  |
| Self employed     | 11% |
| Temps             | 2%  |

# Methodology

A total of 6,797 Etsy sellers across our core markets (US, Canada, the UK, Australia, Germany, and France) participated in an online interview from April 24 to May 14, 2018. The sample was taken from a database of sellers who had sold at least one item in the previous 12 months. Sellers from Etsy's database were randomly contacted and invited to take part in the survey via email. The survey was developed by Etsy and GfK, and the research and writing was conducted by Etsy.

## End notes

- <sup>1</sup> As of December 31, 2018.
- <sup>2</sup> Our Global Seller Census is based on data from surveys in our six core markets (US, UK, France, Canada, Australia, and Germany).
- <sup>3</sup> The World Bank. "[Enterprise Survey: Gender](#)," 2018.
- <sup>4</sup> Mastercard. [Mastercard Index of Women Entrepreneurs \(MIWE\) 2018](#). March 2018.
- <sup>5</sup> U.S. Senate Committee on Small Business and Entrepreneurship. [Tackling the Gender Gap: What Women Entrepreneurs Need to Thrive](#). 2017.
- <sup>6</sup> International Labour Organization. [Care work and care jobs for the future of decent work](#). June 2018.
- <sup>7</sup> Guidant Financial and LendingClub. "[Current Small Business Trends and Statistics](#)," 2019.
- <sup>8</sup> OECD. [The Geography of Firm Dynamics: Measuring Business Demography for Regional Development](#). 2017
- <sup>9</sup> Global Entrepreneurship Monitor. [GEM 2018/2019 Global Report](#). 2019.
- <sup>10</sup> McKinsey Global Institute, [Independent Work: Choice, Necessity, and the Gig Economy](#). 2016.
- <sup>11</sup> European Commission. [Report of the High-level Expert Group on the Impact of the Digital Transformation on EU Labour Markets](#). April 2019.
- <sup>12</sup> Global Entrepreneurship Monitor. [GEM 2018/2019 Global Report](#). 2019.
- <sup>13</sup> Economic Innovation Group. [The New Map of Economic Growth and Recovery](#). May 2016.

- <sup>14</sup> Mastercard. [Mastercard Index of Women Entrepreneurs \(MIWE\) 2018](#). March 2018.
- <sup>15</sup> Babson College. [The State of Small Business in America 2016](#). Goldman Sachs 10,000 Small Businesses, 2018.
- <sup>16</sup> *Ibid.*
- <sup>17</sup> U.S. Small Business Administration Office of Advocacy. [The Retreat of the Rural Entrepreneur](#). 2017.
- <sup>18</sup> U.S. Small Business Administration Office of Advocacy. [Latino Business Ownership: Contributions and Barriers for U.S.-born and Immigrant Latino Entrepreneurs](#). January 2018.
- <sup>19</sup> United States Census Bureau. 2016 Annual Survey of Entrepreneurs. American FactFinder, 2016. Web. February 2019.
- <sup>20</sup> *Ibid.*
- <sup>21</sup> *Ibid.*
- <sup>22</sup> *Ibid.*
- <sup>23</sup> There are 29.6 million small businesses in the US (according to the US Small Business Administration), and 99.9% of all US businesses are small businesses. The Gay and Lesbian Chamber of Commerce estimates that there are 1.4 million LGBTQ business owners.  $(1.4\text{m}/29.6\text{m}) * 100 = 4.7\%$
- <sup>24</sup> Etsy. "[Economic Impact of US Etsy Sellers Dashboard](#)," February 2019.
- <sup>25</sup> Mastercard. [Mastercard Index of Women Entrepreneurs \(MIWE\) 2018](#). March 2018.
- <sup>26</sup> Government of Canada. [Survey on Financing and Growth of Small and Medium Enterprises, 2014](#). November 2015.
- <sup>27</sup> *Ibid.*
- <sup>28</sup> Statistics Canada. [Standing Firm: Rural Business Enterprises in Canada](#). January 2010.
- <sup>29</sup> Mastercard. [Mastercard Index of Women Entrepreneurs \(MIWE\) 2018](#). March 2018.
- <sup>30</sup> Sander. "[Portrait of a successful business founder revealed](#)," March 2015.

- <sup>31</sup> UK Department for Environment, Food, and Rural Affairs. "[Policy Brief: How increased connectivity is boosting economic prospects of rural areas](#)," December 2014.
- <sup>32</sup> Mastercard. [Mastercard Index of Women Entrepreneurs \(MIWE\) 2018](#). March 2018.
- <sup>33</sup> Australian Bureau of Statistics. [Business Owner Managers Across Australia](#). March 2018.
- <sup>34</sup> Australian Government Department of Innovation, Industry, Science and Research. "[Key Statistics: Australian Small Business](#)," 2011.
- <sup>35</sup> Mastercard. [Mastercard Index of Women Entrepreneurs \(MIWE\) 2018](#). March 2018.
- <sup>36</sup> KFW Economic Research. "[Ageing of German SME owners is Putting a dampener on investment](#)," March 2015.
- <sup>37</sup> Mastercard. [Mastercard Index of Women Entrepreneurs \(MIWE\) 2018](#). March 2018.
- <sup>38</sup> Annie Fouquet, "[Les femmes chefs d'entreprise : le cas français](#)," Travail, genre et sociétés 1/2005 (N° 13), p. 31-50.
- <sup>38</sup> The Economist Intelligence Unit. "[Unleashing rural economies](#)," 2015.

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