Etsy: Happiness & Wellbeing
Etsy is an online marketplace where people around the world connect to make, sell and buy vintage and handmade goods. Founded in June 2005, Etsy now connects buyers and sellers in nearly every country around the world.
1.5M

Active Sellers (as-of 30/06/15)
A 2014 survey of Etsy sellers from the UK in partnership with the RSA.
Etsy sellers are self-reliant.

Most Etsy sellers run their businesses from home, and very few borrowed money to start their business.

43%

Needed no funding at all
Income from their creative business matters

Nearly a quarter (23%) of Etsy sellers describe their Etsy related business as their full-time occupation. For the majority of sellers who work part time on Etsy, their creative businesses make a modest contribution to the household income.

27%

Spend it on items they otherwise would not have had
Etsy sellers want success on their own terms

More than two thirds mention the desire for more meaningful work but, they are ambitious for their businesses.

65%

Would prefer to grow their business to a size they can manage themselves
Not just a business..

More than two thirds expressed the desire for more meaningful work with many being motivated by work that allows them self expression.

77%

Are looking for more freedom and flexibility
Though she be but little, she is fierce.
Etsy enabling groups who typically face more barriers to employment

32% and 26% respectively who agree that it is important in allowing them to work around physical or mental health conditions.

15%

combine their business with caring responsibilities
Thanks

Reimagining commerce to build a more fulfilling and lasting world.