



# The Ultimate Guide to the Festive Season

Your Name

Date

Agenda

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Recap

# Hello! I'm Nicole Party'n With Plants

Started on Etsy in 2016

I partnered with HQ in 2019 to be an Etsy U instructor help others grow their shops!

Etsy is my FT job and I built a studio/warehouse to process orders

Favorite Etsy U workshop is the SEO class



We'll go through the following:

- Inventory
- Keywords
- Videos & photos
- Shipping & shop policies

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# Think about your inventory

We anticipate themes of gratitude to permeate the season, with an appreciation for nature playing a key role.

Shoppers craving normalcy and community will look to revive and refresh treasured traditions like entertaining at home and gift exchanges.

Consider building a **ready-to-dispatch** (and include tracking!) inventory to appeal to shoppers looking to receive their orders quickly.



Photos by [Armadillo Judaica Lovers](#), [Mimètik Bcn](#), [justgiftzUK](#)

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# Keywords

With millions of people around the world shopping online during the festive season, it's important your listings are well-optimised for search.

Refining your titles, tags and item descriptions is one of the most effective ways to increase your shop's visibility in search (both on and off Etsy).

Let's go through some techniques you can use to help your shop get found by Christmas shoppers!



Photo from JadedStudiosShop on Etsy.

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## Tip #1: Approach your listing from the shopper's perspective

Generally, shoppers are looking for gifts by type, price and recipient – or some combination of all three.

To capture their attention in your listings, emphasise why your item would make a great gift based on their needs and highlight examples of potential recipients in your product descriptions.

Consider updating your titles and tags to reflect seasonal trends and search terms, when relevant, to match what your ideal customers might search for this time of year.



Photo from LaurenAstonDesigns on Etsy.

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## Tip #2: Lead with the most relevant *and* seasonally appropriate keywords and phrases

When someone searches on Etsy, the system scans your titles and tags for matches. Imagine what buyers would type into search to find your items and use **those** words and phrases in your titles and tag.

Buyer behaviour suggests that shoppers use descriptive terms when searching the site, as they usually have something specific in mind. Keep this in mind when coming up with your titles and tags and go for phrases rather than single words.

With the festive season in mind, consider gift recipients or occasions. For example:

*Gift for Stepmom*

*Teacher Christmas Present*

*Christmas Tablescape*

*Thanksgiving Host Gift*



Photo from ThreadedLoveCompany on Etsy.



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## Tip #3: Add relevant categories and attributes

To help shoppers find your item when shopping on Etsy, it's important to select the accurate category - and sub-categories - for each of your listings.

Based on which category you choose, you'll be able to add more attributes to your items, such as the size. You'll also be able to specify the item's colour and whether it's related to a specific celebration (such as Thanksgiving, Christmas, Hanukkah, and New Year's).



Photo from FancyKnittles on Etsy.

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## Tip #4: Write enticing listing descriptions with SEO in mind

Essential need-to-know info should go at the top of your description to help clarify any aspects that aren't immediately clear from looking at your listing photos, like sizes, dimensions, colours, or ordering instructions.

Etsy search now scans descriptions for search ranking purposes and search engines like Google will sometimes look at them as well, so be sure to add a clear listing description! The first 160 to 500 characters tend to be the most important to external search engines, so it doesn't hurt to have some relevant keywords and phrases mixed in!



Photo from HolidaySpiritsDecor on Etsy.

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## Tip #5: Think globally

Etsy automatically translates your listings into your customers' preferred languages, but there are a few things you can do to optimise the experience for your global shoppers:

- Double-check that your default shop language matches the language you are most fluent in - the translation tool will take care of the rest.
- Keep in mind that the names of certain items vary by location, and sometimes do not translate literally. For example, a “sweater” in the United States is called a “jumper” in the United Kingdom and a “pullover” in Germany.
- Since sizes aren't translated, it's best to supply measurements in both metric and imperial units, if possible.



Photo from HolidayEveryDayArt on Etsy.

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# Finding the right keywords takes time

Don't forget to periodically check your Shop Stats to identify which keywords draw the most views to your shop, especially when experimenting with seasonal tags and titles.

If some of your keywords are not attracting views, swap in new ones to see if they perform better, or try additional variations of keywords that are working.



© vaida petreikis

Photo from VaidaPetrekis on Etsy.

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*Ask sellers to type into the chat what they might search for to find the product.*

Photo from mammothandminnow



Photo from JulieRichardCeramist



Photo from friendlygesture



## Video & Photos

Etsy's listing video option lets you really show off what makes your products special. We recommend you upload videos to the listings that get the most traffic.

Be sure to add 10 photos to each of your listings to answer any questions shoppers might have about the size, colour, or materials used.



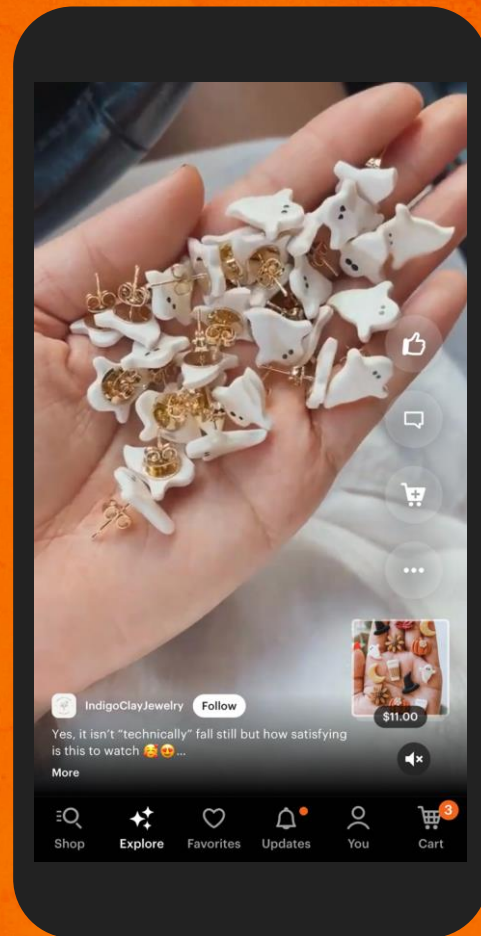
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# Increase your visibility with Explore

With Explore, you can create and upload video posts that will be featured in a feed in its own tab in the Etsy shopping app as a fun way to help buyers discover new items.

Explore videos can include sound, and can be anywhere from 2 seconds to 3 minutes long. This gives you space to connect with shoppers and tell the story of your products.

Whether you're recording videos of yourself or your products, personality is key to engaging your audience. Be yourself! Don't worry about trying to create videos identical to someone else. Instead, focus on sharing what's unique about you, your brand, and your items.



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# Delivery

As we head into the Christmas season, make sure you keep your processing times up to date (especially before your shop gets busy) and add delivery company mail class, and post code to your delivery profiles. Etsy uses this info to show shoppers an estimated delivery date.

Knowing when their order will arrive is especially important to shoppers during the busy Christmas season.



Photo from Ticketybootique on Etsy.



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# Shop Policies

Make sure you keep your processing times up to date (especially before your shop gets busy) and add delivery company info to your delivery profiles. Etsy uses this info to show shoppers an estimated delivery date.

Clear shop policies and a return policy give shoppers a little extra confidence before they make their purchase.

Don't forget that you can now set different return policies for each listing in your shop instead of just one return policy for your entire shop! This means you can make it clearer to buyers which items from your shop, if any, can be returned.



Photo from FlowersBySveta on Etsy.

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# Make the most of an increase in traffic

More shoppers have discovered Etsy recently, thanks in part to television advertising and increased online shopping while people stay at home. 13 million new shoppers joined from October to December of 2020, a 76.7% increase year over year!

The best part? Buyers keep coming back! There was a 205% increase in habitual buyers on Etsy during the first three months of the year.

Increased traffic to Etsy and repeat shoppers means more potential sales, so here are some tips for taking advantage of the traffic while also staying on top of your customer service:

- Share your latest listings using Etsy's social media tool.
- Start an Etsy Ads campaign or increase your budget to reach more of the new shoppers searching online for Etsy products right now.
- Etsy's data shows that sellers who typically respond to messages within 24 hours are more likely to receive a 5-star review.
- Connecting with a creator or curator makes shopping on Etsy extra special. Include a handwritten note in your orders to say thanks to your customers.
- Encourage shoppers to add more to their basket by offering free delivery on orders of 35 USD or more.

The background is a dark blue gradient. In the top-left corner, there is a large orange semi-circle. In the bottom-right corner, there is a smaller light blue semi-circle. The text is centered in the upper half of the image.

# Seasonal marketing strategies

We'll go through the following:

- Social media
- Trends
- Ad campaigns
- Communication
- Coupons & sales
- Etsy Updates feed
- Explore

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# Christmas Marketing Tips

While there are definitely do's and don'ts, there's no one-size-fits-all approach to marketing. Instead, every Etsy seller embarks on their own journey, developing specialised plans that match their brands and needs.

Let's go through the different strategies you can use to help your shop shine during the busy shopping season!



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# Social Media

Keep these quick tips in mind for the Christmas season:

- Consider sharing photos of your items in Christmas scenes or with wintry elements.
- Look to add relevant hashtags to get discovered by more people outside of your followers. Hashtags like #christmas2022 and #christmasgiftguide are a good place to start.
- Go live! Facebook and Instagram both have great live video features. Consider showcasing some of your items in a Facebook or Instagram Live session to give buyers an opportunity to see your products.
- Use Instagram Reels and TikTok to share unique content and behind-the-scenes moments as a way to connect with your followers and build your brand.



Photo from Goozeberryhill on Etsy.

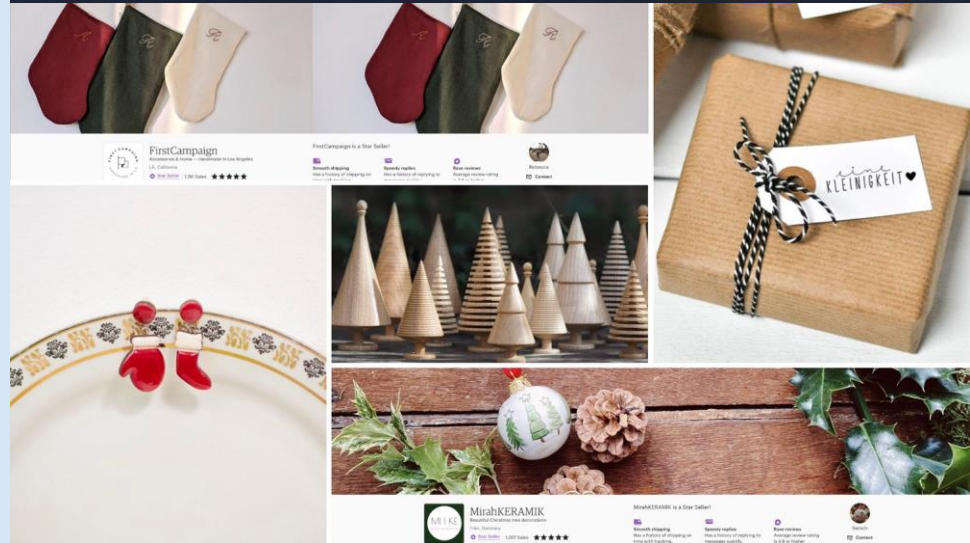
# Trends

With Christmas approaching, shoppers will be looking to Etsy sellers to make the season feel special.

From small updates like tweaking your tags to dreaming up fresh designs, there are several ways to optimise your shop for the season keeping trends in mind:

- Get inspiration for new products through Etsy's Trend Reports ([Fall](#) and [Holiday](#)) and connect with fellow sellers in the [Community Space](#)!
- Update your photos with on-trend styling.
- Refresh your Shop Banner with seasonal details.
- Include seasonally relevant top-searched terms in your tags, titles, and descriptions.
- Time your inventory to take advantage of upward trends in relevant searches.
- Choose which listings to promote through Etsy Ads.

**Note:** We'll go through all of the Trends to be on the lookout for later in the presentation!



Photos from FirstCampaign, DerkleineSperling, JewelryKatMade, treow, MirahKERAMIK

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# Ad campaigns

Etsy Ads can help make listings more prominent for millions of buyers who are searching for products on the site.

To use Etsy Ads, sellers can set a daily budget, run an ad campaign promoting their listings, and Etsy will continually optimise how the budget is spent over time to boost exposure in Etsy on site search results.



Photo from CBYMCREATIVE on Etsy.



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# Communication

Before you get into the thick of November and December, make sure to assess your production systems and fulfillment processes.

Ensure that your postage, returns, and “final order before Christmas” info are clearly communicated in your shop policies, shop announcement, and message to buyers.



Photo from coopermodern on Etsy.

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# Coupons & sales

Feel free to say thanks with a coupon! Sellers can show shoppers how much they appreciate their business and give them an incentive to come back to their shop with a “Thank You” coupon.

Participating in Etsy sales events throughout the coming months can help you attract and appeal to the influx of motivated Christmas shoppers visiting the site.

Everyone loves a discount, especially when the calendar’s packed with special shopping occasions!



Photo from VivaJess on Etsy.

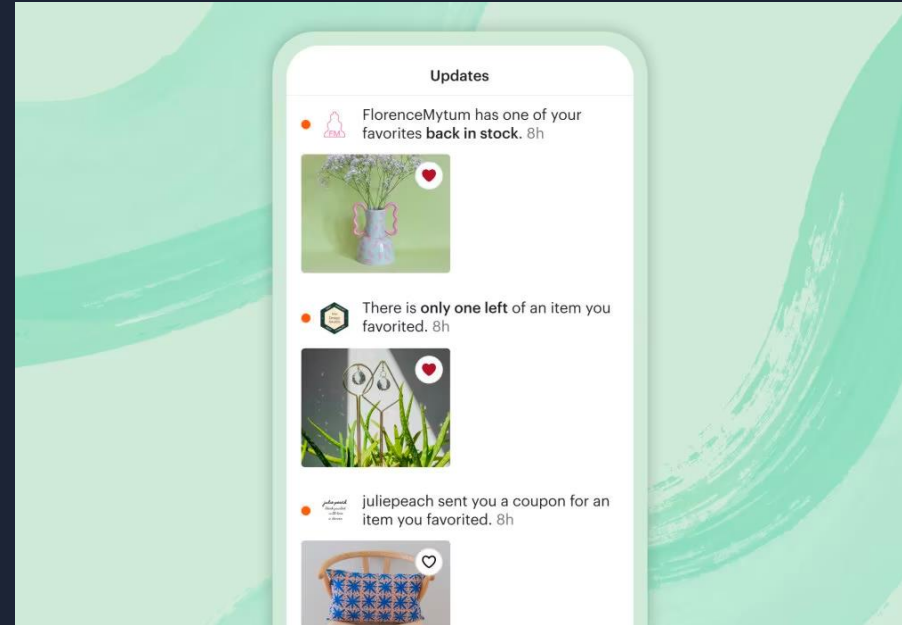
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# The Etsy Updates feed

Whether you've just made your first sale, or you're an established seller who's been around for years, Etsy Updates can help you grow your buyer base and bring buyers back to your shop regularly.

Designed to share notifications about your shop with buyers who have liked your shop or favorited your items, the Updates feed is based on many of the actions you're already taking in managing and marketing your shop, so it's easy to benefit from this feature!

Buyers can get to the Updates feed by locating the bell icon in the Etsy navigation bar on Etsy.com or in the Etsy app.



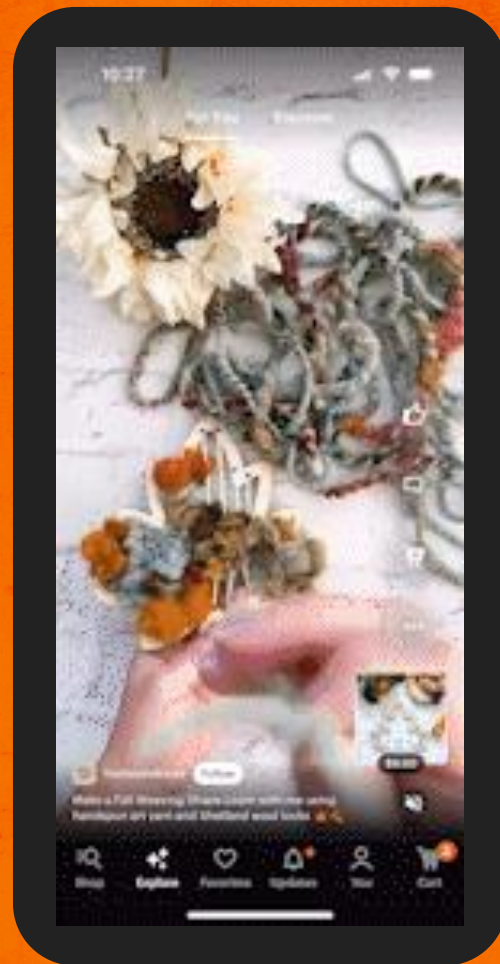
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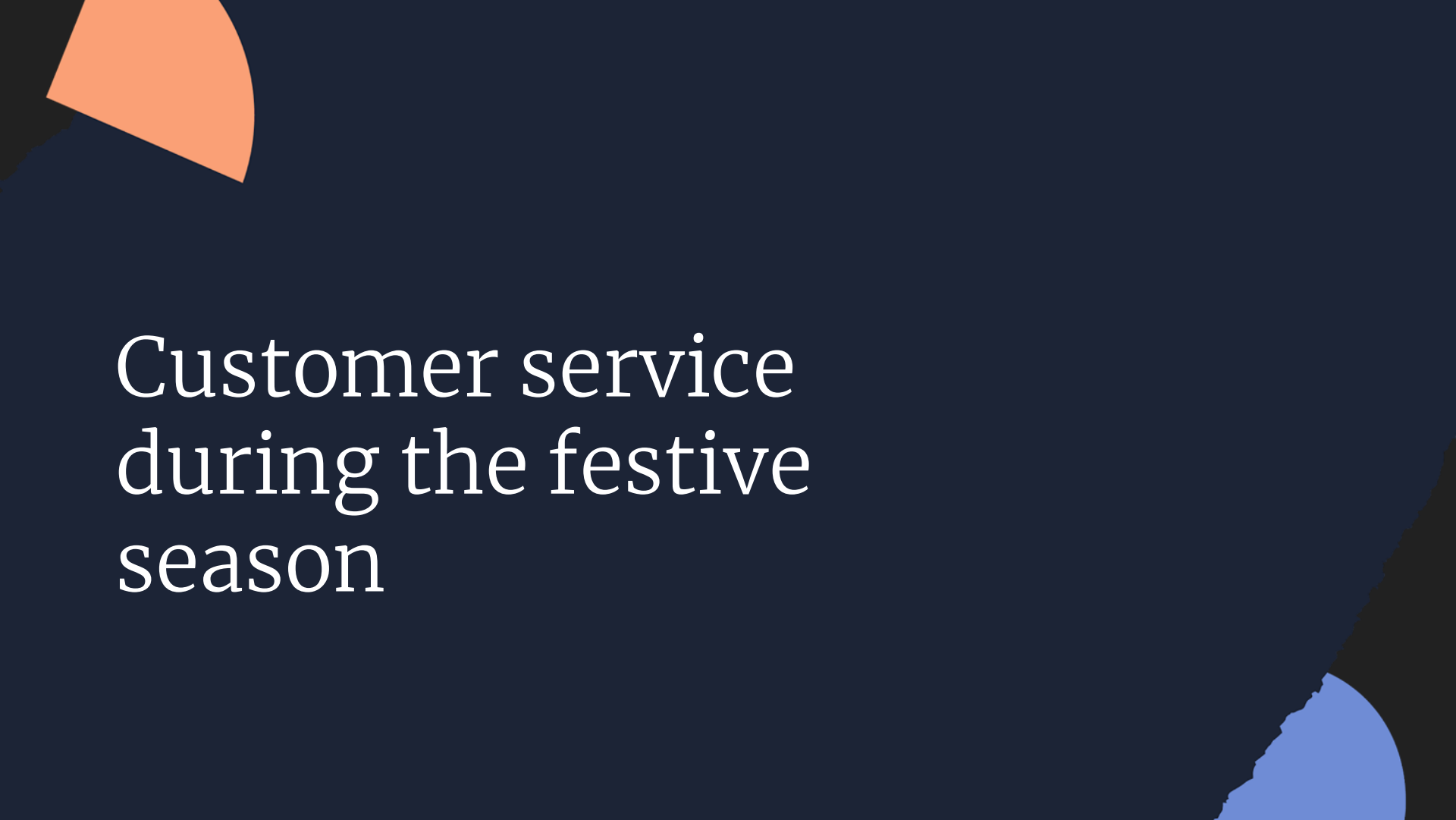
# Upload videos to Explore

Don't forget that with Explore, videos that you create and upload will be featured in a feed in its own tab in the Etsy shopping app as a fun way to help buyers discover new items.

Again, Explore videos can include sound, and can be anywhere from 2 seconds to 3 minutes long.

As you brainstorm new content, think about how you can pique your viewer's curiosity to keep them engaged. It's also helpful to think about telling a story with your videos, rather than simply selling a product.





Customer service  
during the festive  
season

We'll go through the following:

- Communication
- Meeting buyer expectations
- Seller reputation
- Preparing for the unexpected
- Consistency

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# Build Buyer Loyalty This Festive Season

With the Christmas season approaching, you may be focusing on stocking up on inventory and developing a marketing strategy to attract gift buyers. If buyers have a positive experience purchasing from your shop this Christmas season, they're more likely to keep coming back long after the Christmas season is over.

While Etsy is an online marketplace, old sayings like "the customer is always right" still ring true. Remind your students that having strong customer service principles to guide them can help offset the stress that often accompanies this busy season.

Let's walk through a few customer service priorities for running a shop on Etsy, to help you stay on track during the busy Christmas shopping season.



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# Prioritise clear and timely communication

## Respond to messages promptly

A quick response can help dispel any hesitation a shopper might have about your business or your products. Answering customers' questions promptly is also a way to reinforce that a shop is trustworthy and that the seller will be available should they have any issues with their purchases.

Even if the question asked is something covered in a listing description, getting confirmation from the seller can help satisfy a customer's curiosity and turn a browser into a buyer. It also gives you an opportunity to make a personal connection, which can lead to repeat business.

Buyers who are happy with the customer service you provide are more likely to remember your shop and purchase from you again.

Pro tip: While it's important to personalise the messages you send, you can save time by using *saved replies* to keep a library of frequently used responses on hand.



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# Prioritise clear and timely communication

## Add clear photos and listing descriptions

Clear product photos and listing descriptions that are packed with information will put to rest any remaining concerns a shopper might have.

- Use 10 listing images
- Include a listing video
- Write clear and informative listing descriptions



Photo from WAEN on Etsy.

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# Prioritise clear and timely communication

## Establish clear policies

Providing detailed shop policies can help buyers make more informed purchases. Be clear about your shop policies on refunds, exchanges, and returns.

Use Etsy's shop policies template to create policies that are quick and easy for shoppers to understand at a glance.

**Don't forget:** You can now set different return policies for each listing in your shop instead of just one return policy for your entire shop!

### Shop policies

Last updated on June 7, 2020

Thank you for visiting my Home Decor shop. You can find here extraordinary products of high quality material. Please allow for slight differences between the photo and the product that you receive, because each one is handmade and there is no two identical. If you have any questions I am here to help you.

Accepted payment methods



Accepts Etsy Gift Cards and Etsy Credits

### Returns and exchanges

#### I gladly accept returns and exchanges

Contact me within: 14 days of delivery

Ship items back within: 30 days of delivery

#### I don't accept cancellations

But please contact me if you have any problems with your order.

#### The following items can't be returned or exchanged

Because of the nature of these items, unless they arrive damaged or defective, I can't accept returns for:

- Custom or personalized orders
- Perishable products (like food or flowers)
- Digital downloads
- Intimate items (for health/hygiene reasons)

#### Returns and exchange details

If an item reaches you in a damaged condition, I will gladly replace it with another one, same type, after receiving a photo of broken product.

I am confident that you will absolutely love our product. However, if for some reason you want to return an item, I will be happy to do so within 30 days of original purchase. The item should be in original condition. Products that have been used are non-refundable. The shipping cost is non-refundable in cases of returns. No refunds will be made in case of custom orders.

### Payment

I accept PayPal. Payments must be received within 2 days of purchase.

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# Deliver on shopper's expectations

## **Update your processing times:**

Processing time indicates how much time you need to get an order ready to dispatch and get it to your delivery company. The processing time you list helps set expectations with buyers before purchasing an item, and shorter processing times can increase your sales.

Quick delivery is an important factor for shoppers. Try adjusting your stated processing time to give buyers what they want, while staying realistic and accurate about the time it will take you to prepare the item and coordinate delivery.



Photo from WrapAndRevel on Etsy.

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# Deliver on shopper's expectations

## **Share estimated delivery dates:**

Your Etsy delivery profiles let you add important information, like a post code, delivery company, mail class, and processing time so Etsy can calculate the date range for different destinations and delivery upgrades.

Based on your listing's set processing time, delivery company, and post code, Etsy will show shoppers an estimated delivery date range of when their items should arrive, making it easier to manage your orders and reducing the volume of messages from customers during the Christmas rush. Update your delivery profiles.



Photo from ShadeonShape on Etsy.

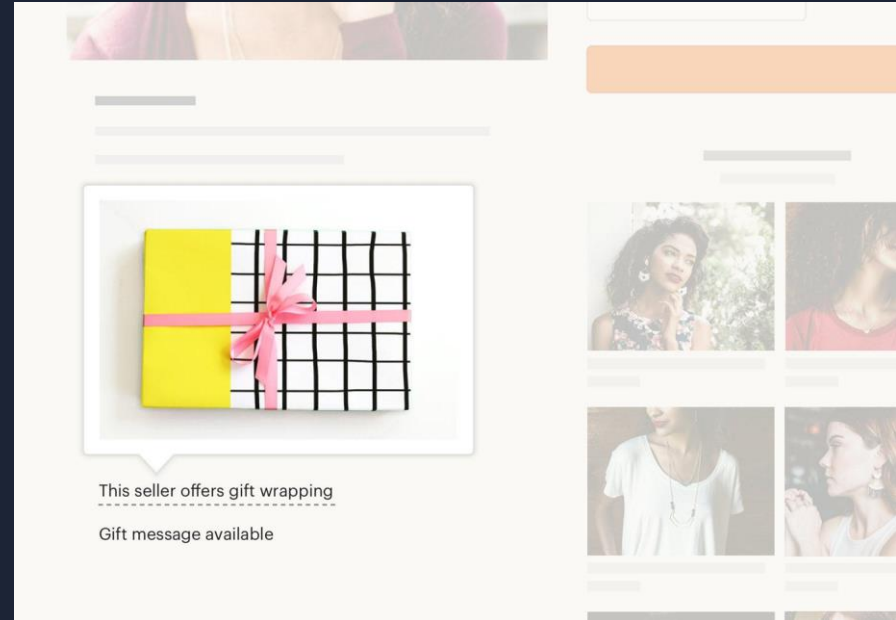
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# Deliver on shopper's expectations

## Offer gift wrapping services:

When festive shoppers are busy checking items off their to-do lists, having gifts arrive already wrapped goes a long way (especially when it means they can deliver them straight to recipients).

If you choose to offer gift wrap, customers will see the option to add it to their order for an additional fee. They'll also have the option to add a gift message to their order at no charge.



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# Establish a strong reputation

## Encourage positive reviews

Prioritising communication and prompt dispatch can increase your likelihood of receiving positive reviews. Seeing that others had a positive experience with your shop helps new customers feel comfortable making a purchase – especially if they've never purchased from your shop or Etsy before.

### ***Pro tip: surprise and delight with thoughtful touches***

Shopping on Etsy is different because each purchase is supporting an individual entrepreneur! Encourage your students to let buyers know how much they appreciate a buyer's business with a handwritten thank-you note and pretty packaging. Those little touches will make the buyer smile and could positively influence their review!



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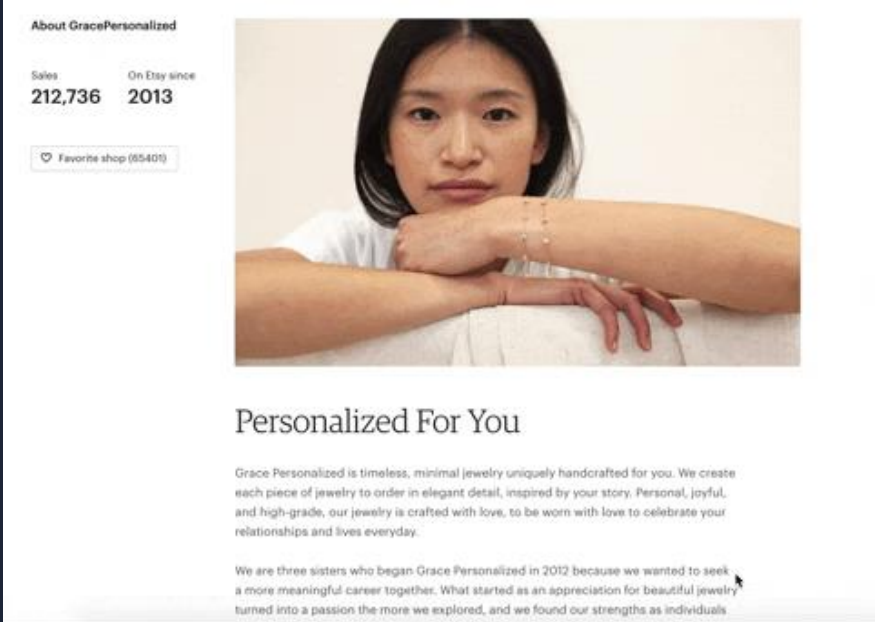
# Establish a strong reputation

## Add an About page

The about section is the first place shoppers will look if they want to get to know you better.

**Remember:** an About section that resonates with people may help increase your potential for sales.

**Reminder:** Adding an about section to your shop will not only allow buyers to feel more comfortable when purchasing from you, but it can also improve your visibility in search. There are a variety of factors that determine what comes up where in search, and like with Shop Policies, the Etsy Search algorithm takes having an About section in place into consideration.



About GracePersonalized

Sales: 212,736      On Etsy since: 2013

Favorite shop (85401)

**Personalized For You**

Grace Personalized is timeless, minimal jewelry uniquely handcrafted for you. We create each piece of jewelry to order in elegant detail, inspired by your story. Personal, joyful, and high-grade, our jewelry is crafted with love, to be worn with love to celebrate your relationships and lives everyday.

We are three sisters who began Grace Personalized in 2012 because we wanted to seek a more meaningful career together. What started as an appreciation for beautiful jewelry turned into a passion the more we explored, and we found our strengths as individuals

Video of GracePersonalized on Etsy.

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# Establish a strong reputation

## Develop a social media presence

Your social media presence can also contribute to your brand and overall reputation.

Social media is one of your most effective low-cost promotional tools as a small business owner. By using social media marketing to your advantage, you can grow brand awareness, connect with customers, and reach new potential buyers. Try taking your followers on a virtual tour of your studio with Instagram stories, or sharing process videos as you fulfil orders.

***If you're just starting with Etsy, developing a social media presence can provide another point of reassurance for potential buyers.***

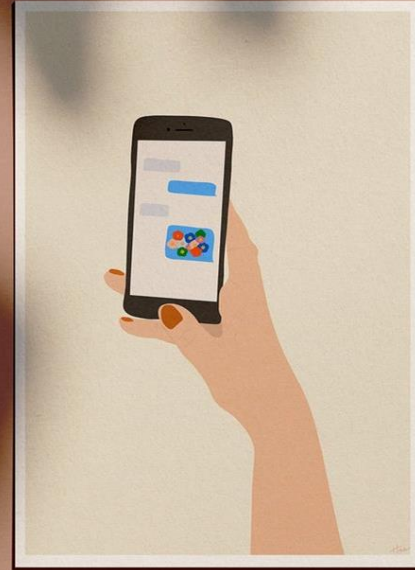


Photo from shopwildflwrco on Etsy.



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# Prepare for the unexpected

## **Communicate delays**

Be transparent with your buyers if you can't fulfil an order or meet your processing time. If you anticipate a delay, tell your buyer as early as possible. Many buyers are comfortable waiting longer than expected for their orders as long as you keep them in the loop.

You can let your buyers know about delays and when you plan to dispatch their orders through Messages and by using your shop announcement. To the right is an example of a message you can share with your buyer if you think an order may arrive later than expected.

## **Keep social followers in the loop**

In addition to helping build your brand's reputation online, social media is also a good way to keep your network up-to-date on news about your shop and let them know how you're doing. It can also provide an opportunity for them to connect with you and your brand on a more personal level.

*I wanted to keep you updated on the status of your order. Due to disruptions or potential delivery company delays, there's a chance your package may not arrive on the originally estimated date.*

*Rest assured I'll keep you updated along the way as I get new information from the carrier. Please feel free to message me if you have any questions.*

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# Prepare for the unexpected

## Consider Holiday Mode

If you need to take a break from accepting new orders, you can put your shop on Holiday Mode. Putting your shop in Holiday Mode will remove items from public view and prevent buyers from making new purchases. Just keep in mind that you should fulfil or refund any open orders.

With Holiday mode, you can set up an auto-reply for people who send you a Message, and shoppers can sign up to get a message when you return. You can also customise areas of your shop like your banner or cover photo, and update your shop announcement to let everyone know you're taking a break.



Photo from LevysFriends on Etsy.

The background is a solid dark blue. In the top-left corner, there is a partial orange circular shape. In the bottom-right corner, there is a partial light blue circular shape.

# Christmas Trends

We'll go through the following:

- Christmas timing & opportunities
- Trends & bestsellers
- Opportunities by occasion
- Category trends

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# This year, buyers are committed to purchasing with intention

Themes related to gratitude will be key this festive season, as people want to celebrate and enjoy time together more than ever.

Though many could feel the strain of tighter budgets this season, people want to celebrate and enjoy time together more than ever. Look out for these themes which will resonate across categories and help guide our seasonal buyer marketing.

With Christmas approaching, and most shopping happening online, more shoppers will be looking for help to make the season feel special.



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# Christmas Timing

## Key timing updates

Festive decor shopping typically starts as early as September and picks up in early November, followed by a shift in focus to gift shopping immediately after Thanksgiving (in the US).

**Pro tip: list Christmas inventory now** to attract early shoppers who may be anticipating potential mail carrier delays, ordering personalised items, or looking to DIY their own gifts and decor.

*10th October: Thanksgiving (CA)*

*24th October: Diwali*

*31st October: Halloween*

*1st November: All Saints (FR)*

*11th November: Singles Day (CN)*

*11th November: Armistice (FR)*

*24th November: Thanksgiving (US)*

*25th November: Black Friday*

*26th November: Small Business Saturday*

*27th November to 24th December: Advent*

*28th November: Cyber Monday*

*29th November: Giving Tuesday*

*6th December: St Nicholas Day (Europe)*

*9th December: Christmas Jumper Day (UK)*

*18th December to 26th December: Hanukkah*

*21st December: Winter Solstice*

*24th December: Christmas Eve*

*25th December: Christmas Day*

*26th December to 1st January: Kwanzaa*

*26th December: Boxing Day (UK, CA, AU)*

*31st December: New Year's Eve*

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# Christmas Opportunities

## **Plan out your inventory**

Christmas shopping typically begins with decor before shifting to gifting. This year's focus may be more on decor than entertaining and hosting.

Introduce giftable items early and keep on hand through Cyber Week and December to capture early, peak, and last-minute shoppers.

Cater to a wide range of gift recipients, including shoppers who may be self gifting.

## **Make the Christmas season joyful**

You can help shoppers make this festive season joyful with things like personalisation, offering gift wrap, or including a handwritten note.



Photo from ReUpDesignsCo on Etsy.

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# Key Themes

Expect a few key themes to drive shopping through the season. As you plan for the festive season, focus on creating items embodying these themes.

**Seeking value:** Today's shoppers are looking for longevity when they make purchases, especially large ones. Investment pieces made to last offer extra appeal in the face of rising costs and budget concerns.

**The power of punchy hues:** We anticipate shoppers will continue turning to bold, playful tones to brighten their homes, wardrobes, and moods.

**Natural charm:** Between refined rustic styles, the evolution of cottagecore, and the persistent pull of woodland creatures, there are endless ways to tap into this thriving trend.

**Re-embrace hosting:** Tablescapes are a great way to showcase new items alongside vintage finds. Frame products as host gifts as well!

**Tap into wellness themes:** Consider offering gift sets and items for self-gifting.

**Consider sustainability:** Think about how you can attract environmentally conscious shoppers by using recycled materials, creating items with multiple uses, and offering high quality products made to last.



# Christmas bestsellers

- Puzzles, especially kids' name puzzles
- Candles
- Personalised name necklaces
- Small leather accessories (ex: wallets)
- cosy knits
- Leisure wear (ex: matching sweatsuits)
- Festive decor: Christmas ornaments and stockings, modern menorahs, wreaths and door decor, welcome mats, garden decoration
- Greeting cards
- Gift boxes and sets
- Christmas Eve boxes (UK)
- stocking fillers
- Advent calendars and natural wreaths (DE)
- Wall art (such as pin maps, macrame hangings, or signs with sayings)
- Personalised name signs
- Custom and personalised portraits
- Charcuterie boards and personalised cutting boards
- Mugs and glassware



# Trends by Category

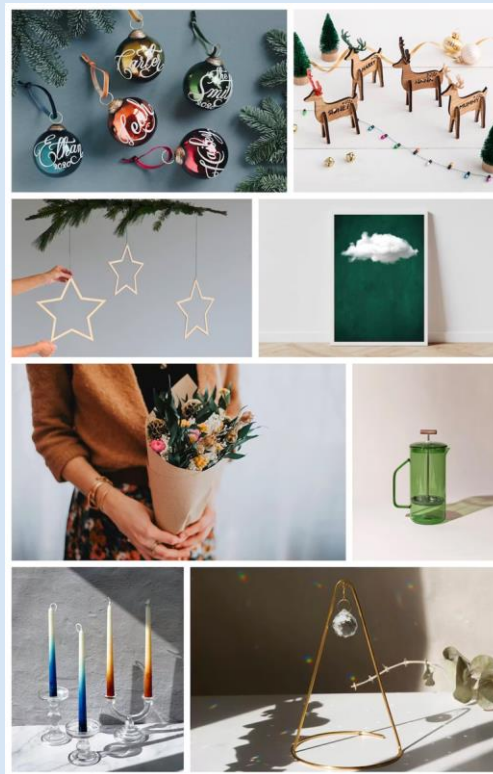
# Home & Living

We could see a return to more formal gatherings, but infused with warmth and cosiness. Even as people move towards socialising more out in the world, the home remains a focal point – with festive decor, activities, and entertaining items essential to seasonal gatherings. Home & Living is also a key category for gifting.

This season's standout looks to embrace imperfection as designers and home decorators trade strict style rules for creative personal expression.

## Home & Living Stats

- 29% YoY increase in searches on Etsy containing **"barware"** (June through July)
- 158% YoY increase in searches on Etsy containing **"emerald green wall art"** (June through July)
- 31% YoY increase in searches on Etsy containing **"vintage coffee set"** (June through July)



Photos by [MAERRIMENT](#), [The Bespoke Workshop](#), [renna deluxe](#), [Aureous](#), [Hosta](#), [Yield](#), [bymichellehandmade](#), [SolProano](#)

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# Home & Living: This Year's Trends



Clockwise from top left: Photos by [ShimaleLightArt](#), [KQK](#), [Texas Hoover](#), [KindredEssence](#), [RRRub](#), [Little Anana](#), [SO-SO](#), [KingAndEye](#)

- **Entertaining at home**
  - Help shoppers create an inviting ambiance with cooking and serving essentials, small decor items, the makings of fantastic tablescapes, fancy home bar setups, and even pleasing scents.
- **Joyful shades**
  - This November and December, the year's fascination with bright, cheerful colours could culminate in a mood-boosting burst as magenta and emerald green put a spin on classic colours palettes.
- **Kitchen kitsch**
  - A seasonal spotlight on hosting and dining could increase demand for playful kitchen items from the past, including retro coffee makers, dinner plates, and cheerful biscuit jars.
- **Nature themes**
  - Offer ideas for bringing nature in with botanical details, dried flowers, branches, and woodland motifs. Think mushrooms and majestic creatures including larger-scale animals like bears, moose, and deer.

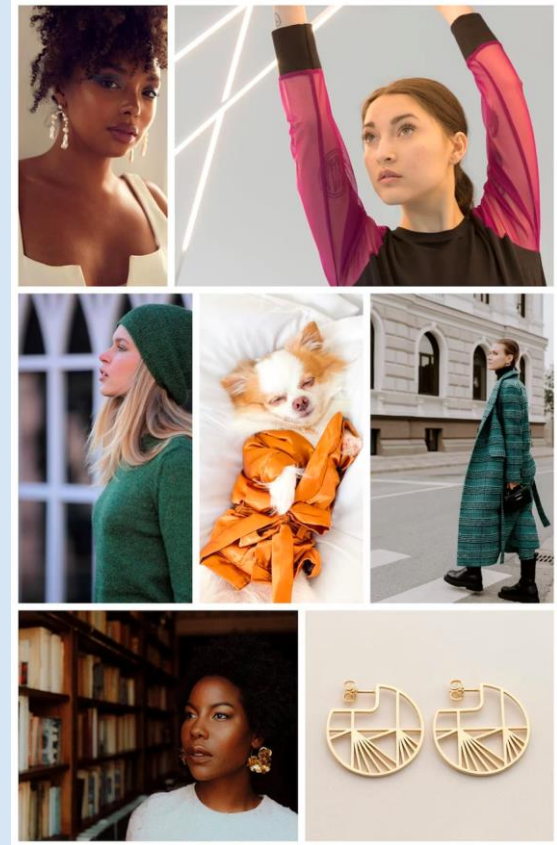
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# Style

Whether the shopper is hosting or attending, the gathering is big or small, or the event is in person or virtual, buyers may look for a bit of glamour this party season. Thanksgiving, Christmas, and New Year's Eve present plenty of opportunities for fashion sellers to shine.

## Giftng Stats

- 193% YoY increase in searches on Etsy containing **"black satin dress"** (June through July)
- 28% YoY increase in searches on Etsy containing **"emerald green velvet dress"** (June through July)
- 31% YoY increase in searches on Etsy containing **"velvet jumpsuit"** (June through July)
- 1,112% YoY increase in searches on Etsy containing **"preppy pajamas"** (June through July)



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# Style: This Year's Trends



Clockwise from top left: Photos by [Salvage House Vintage](#), [Dear Deer Menswear](#), [Wallis Evera](#), [Gabe Jade Accessories](#), [Wallis Evera](#), [Linenfox](#), [CrookedStore](#)

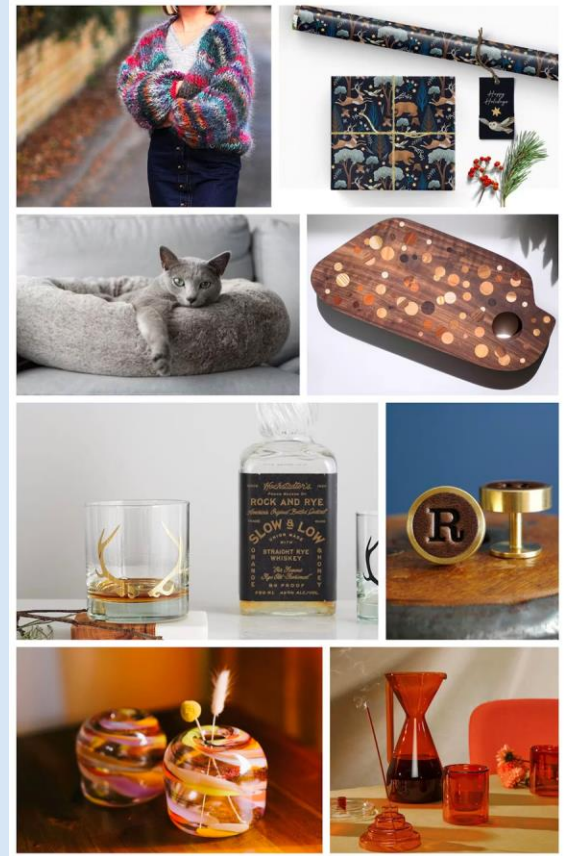
- **Glitz and glam**
  - Sequins, mesh pavé, and shimmering fabrics like satin set the stage for decadent nights out, or in.
- **Going bold with bright colours**
  - Expect shoppers to seek out head-turning shades like magenta, emerald green, and other sultry but warm jewel tones like yellow topaz or citrine. Berries and navy blues add to the dazzling mix.
- **Rich textures**
  - Think velvet (including crushed varieties reminiscent of '90s grunge), cashmere, chenille, and sensual satins.
- **Pyjama party**
  - There will always be a place in the season for comfort wear, and after years of living in sweats, shoppers aren't willing to part with the leisurewear that's become an essential part of their wardrobes.

# Gifting

It's no secret that Etsy is the destination for thoughtful, can't-find-anywhere-else gifts. The gifting themes in the following slide reflect how shoppers tend to search the site when looking for the perfect gift.

## Gifting Stats

- 336% YoY increase in searches on Etsy containing **"modern candle"** (June through July)
- 27% YoY increase in searches on Etsy containing **"large statement necklace"**(June through July)
- 30% YoY increase in searches on Etsy containing **"care gift box"** (June through July)
- 45% YoY increase in searches on Etsy containing **"board games"** (June through July)



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# Gifting: This Year's Trends



Clockwise from top left: Photos by [Salvage House Vintage](#), [Dear Deer Menswear](#), [Wallis Evera](#), [Gabe Jade Accessories](#), [Wallis Evera](#), [Linenfox](#), [CrookedStore](#)

- **Goods for the home**
  - As hosting ramps up, expect to see interest in kitchen and dining products increase.
- **Fashionable finds**
  - Offer everyday necklaces and earrings as well as a few distinctive statement pieces for those looking to impress.
- **Wellness kits**
  - Think about offering items for quiet reflection like meditation accessories and gratitude journals.
- **Gifts for keeping entertained**
  - Crafting sets remain key as people perfect their pandemic hobbies or explore new art forms. Elevate your game offerings with designs shoppers will be proud to display as decor.
- **Gifts by recipients**
  - Consider the following popular recipient categories when designing your products, and titling and tagging your listings: gifts for her, him, kids, pets, and hosts.
- **Popular price points**
  - When pricing your items, consider the following categories: under 30, 50, 100, and over 100.
- **Passion plays**
  - Many shoppers search by recipient interest, focusing on gifts for wine lovers, coffee addicts, techies, or people who love getting cosy at home.



# Jewellery & Accessories

Jewellery moves beyond the staples into less popular subcategories and a more maximalist direction, with items like ear cuffs, bracelets, and brooches competing with rings and necklaces for attention.

## Jewellery & Accessories Stats

- 618% YoY increase in searches on Etsy containing **“satin choker”** (March through May)
- 1,298% YoY increase in searches on Etsy containing **“floral signet ring”** (March through May)
- 324% YoY increase in searches on Etsy containing **“clay bracelet”** (March through May)
- 46% YoY increase in searches on Etsy containing **“ear cuff dangle”** (March through May)
- 178% YoY increase in searches on Etsy containing **“pearl brooch pin”** (March through May)



Clockwise from top left: Photos by [NamasteVogue](#), [Milltown](#), [Break A Stone](#), [Niche Lane](#), [Franki & Felix Jewellery](#), [Rosa Pietsch](#), [Gabe Jade Accessories](#), [La Géométrie](#)

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# Jewellery & Accessories: This Year's Trends



Photos by [The Bespoke Workshop](#), [band&roll](#), [Teal Accessories](#), [InnesBags](#)

- **The choker**
  - Styles to watch include stacking pearls, three-dimensional flower elements, and the incorporation of heavier jewellery hardware.
- **Bring on the rings**
  - Focus remains on pearls and crystals, while stones in the blue and green family gain steam. Consider featuring jade, turquoise, or lapis.
- **Bold bracelets**
  - Offer single statement pieces or sets designed for stacking, reserving a spot for watch straps in metals, including gold.
- **Eclectic ear sets**
  - Asymmetry and collage are key contributors here, as ear sets are elevated to work-of-art status. Anything goes when creating a stack, including ear cuffs, drop earrings, and studs.
- **Brooch beauties**
  - Consider selling in sets made for being worn together, or explore sculpting brooches from recycled metals and other materials.
- **Animal magnetism**
  - Consider how snakes, lizards, or more playful pet pups can inspire hardware like bag handles, glasses frames, or shoe buckles.
- **Repurposed relics**
  - Upcycled stones, metals, and charms (from antique treasures, mid-century styles, or even '90s fashions) appear in new contemporary forms and appeal to shoppers looking to shop more eco-friendly by purchasing items with repurposed materials.

# Craft Supplies & Tools

Shoppers' crafty spirit is strong, especially approaching the end of year celebrations. This time of year, we typically see an increase in traffic for indoor hand crafts like knitting, while DIY preparations for Halloween start to rise.

## Craft Supplies & Tools Stats

- 931% YoY increase in searches on Etsy containing **"crochet pattern boho"** (March through May)
- 92% YoY increase in searches on Etsy containing **"black wax seal"** (March through May)
- 105% YoY increase in searches on Etsy containing **"cross stitch pattern bookmark"** (March through May)
- 37% YoY increase in searches on Etsy containing **"denim fabric yard"** (March through May)



Clockwise from top left: Photos by [wrenbirdarts](#), [CopseandSpinney](#), [Venus Envy Paper](#), [CopseandSpinney](#), [PunchyStuff](#), [PaperGrapePrints](#), [Lu's Handicrafts](#)

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# Craft Supplies & Tools: This Year's Trends



Photo by [Mountains of Thread](#).

- **Cosy crafts**
  - Searches related to knitting, crochet, and textural artforms like tufting and punch needle are set to spike this autumn in keeping with the usual shift towards colder-weather crafting sessions and early Christmas gift making.
- **Paper party**
  - We're seeing particular interest in DIY stationery kits featuring stamps and wax seals.
- **Vintage gems**
  - We've noticed an increase in searches for vintage sewing patterns, often available as digital downloads. Consider offering across crafts, including fibre arts like knitting.
- **Small-scale satisfaction**
  - Appeal to beginners by offering projects that can be tackled in a single afternoon. For example, DIY bookmarks are a perfect vehicle for learning simple hand-embroidery techniques.
- **Found materials**
  - Encourage shoppers to forage outdoors or upcycle objects they already own.
- **Hands-on home upgrades**
  - Offer kits, plans, and materials for upgrading rooms like the bathroom or kitchen.
- **Denim DIYs**
  - Offer used-denim fabric, kits, and patterns. Consider popular '90s and Y2K cuts, and reworked accessories like hats, belts, trainers, and tote bags.

# Paper & Party Supplies

The festive season welcomes paper and party goods to shine, with greeting cards that connect us while apart, invites that bring us together, and details that make Christmas events come to life.

It's a time for going bold and offering small items big on design.

## Paper & Party Supplies Stats

- 1,962% YoY increase in searches on Etsy containing "**abstract marble art**" (March through May)
- 14% YoY increase in searches on Etsy containing "**kindness card**" (March through May)
- 64% YoY increase in searches on Etsy containing "**forest birthday invitation**" (March through May)
- 89% YoY increase in searches on Etsy containing "**mushroom party**" (March through May)



Clockwise from top left: Photos by [Mock Up Designs](#), [Flobeaut](#), [Prism of Starlings](#), [Minimaki Design](#), [Letterbox Lane](#), [Minimaki Design](#)

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# Paper & Party Supplies: This Year's Trends



Photo by [Worthwhile Paper](#)

- **Surrealist styles**
  - Explore ombré and filtered-light effects, as well as dynamic liquid-like surfaces created with marbling, wavy, and rippled graphics.
- **Luxe industrial**
  - Metallic touches elevate the ordinary, while the mixing of brushed matte and high-shine finishes keeps things interesting.
- **Grid graphics**
  - Reminiscent of early computing and nostalgic '80s colours, this trend is prime for stationery and small paper goods, including back-to-school items.
- **Words of encouragement**
  - Self-care, kindness, gentle optimism, finding comfort in nature, and sensitive sympathy gestures are big themes here.
- **Homegrown varieties**
  - Embroidery stitches, collaging, and hand lettering create this effect, while space left for buyers to customise or complete the piece offers extra appeal.
- **Natural wonders**
  - Consider incorporating motifs such as botanical fungi, plaid, charming cottages, and folksy deer.

# Weddings

As invitations start filling postboxes again, weddings are becoming more individualised than ever. Forced to rethink and reschedule their nuptials over the last two years, couples are planning events that reflect their unique personalities and priorities.

## Wedding Stats

- 7,338% YoY increase in searches on Etsy containing **“wedding song lyric gift”** (March through May)
- 568% YoY increase in searches on Etsy containing **“bridal bouquet cascade”** (March through May)
- 122% YoY increase in searches on Etsy containing **“gatefold wedding invitation”** (March through May)
- 557% YoY increase in searches on Etsy containing **“printable table numbers”** (March through May)



Clockwise from top left: Photos by [Premier Table Linens](#), [Party Glamour Shop](#), [Out the Box Creative](#), [YanaTeddyFeltedToys](#), [Boutique Ceramics](#), [Kochetova](#)

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# Wedding: This Year's Trends



Photo by [AutumnsStationery](#).

- **Autumn romance**
  - Channel the drama of the season with rich hues and some sultry metallics.
- **Texture**
  - Incorporate rough natural elements to contrast slicker surfaces
- **For keeps**
  - Keepsake boxes designed to preserve items like bouquets are practical and sentimental.
- **Custom tokens**
  - Think about products that will make the day more special, like thoughtful in-memory charms of lost loved ones for a bride's bouquet, or a framed art print based on the couple's first dance song.
- **Sculptural florals**
  - Embrace the irregularity of organic forms.
- **Gatefold wedding invitations**
  - Add to the formality with a gauzy layer of vellum embellished with additional lettering or floral designs.
- **DIY details**
  - Offer practical solutions for brides and grooms looking to tie the knot in style while watching their budget.
- **Travel-inspired events**
  - We've seen searches for passport-inspired wedding invitations, beachy favours, and tropical decor all rise recently.

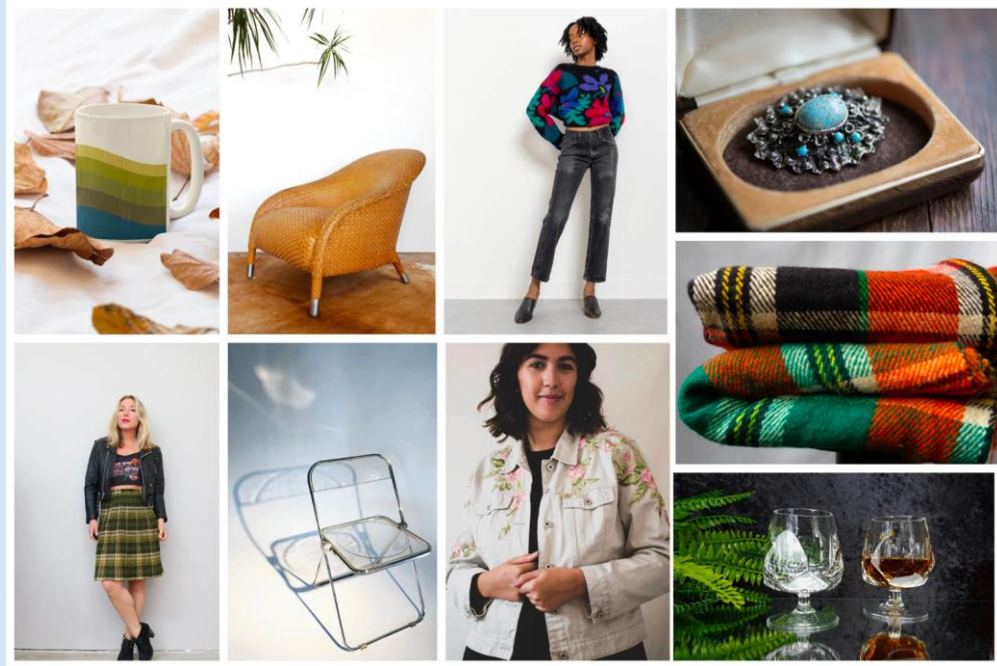


# Vintage

Vintage demand continues to grow as shoppers look to make more sustainable choices, experience nostalgia for the past, and express their individuality by curating a blend of eclectic styles from their favourite eras.

## Vintage Stats

- 200% YoY increase in searches on Etsy containing **“console table vintage”** (March through May)
- 230% YoY increase in searches on Etsy containing **“mid century modern lamp”** (March through May)
- 680% YoY increase in searches on Etsy containing **“crop top y2k”** (March through May)
- 71% YoY increase in searches on Etsy containing **“napkin holders vintage”** (March through May)



Clockwise from top left: Photos by [SaraHertelDesign](#), [330Modern](#), [Better Stay Together](#), [KK Vintage Collection](#), [JubileeStreet](#), [ibkas](#), [Bambi's Den](#), [SuuuperSaturday](#), [Salvage House Vintage](#)

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# Vintage: This Year's Trends



Photos by [LanasLuckyFinds](#), [BeVintage BeJewel](#), [Tiggy Custard](#)

- **Furniture**
  - Curating pieces from different eras into a custom mix can be a source of pride, with vintage pieces offering a uniqueness and potential for creative self expression not easily obtained by mass-produced furniture.
- **Mid-century remix**
  - Inspire shoppers with eclectic tastes to mix and match with other eras by photographing alongside items from different time periods.
- **'70s splendour**
  - The decade of the moment when it comes to all things home, the '70s recall free-spirited fun, colourful self expression, and natural boho beauty.
- **'90s and Y2K fashions**
  - Look to grunge styles, baby tees, hoodies, and sunglasses as key items. We're also starting to observe more interest around Y2K home decor.
- **Tabletop and hosting essentials**
  - As gatherings multiply through the season, shoppers can take pride in crafting warm and welcoming tablescales for their guests.
- **Beautiful brooches**
  - Consider curating pieces featuring large floral shapes, sculptural forms, and multi-piece sets.
- **Old-school flavour**
  - Think heritage plaids in warm wools, bright learning tools in classic primary colours, and monograms on clothing or accessories.
- **Pre-owned denim**
  - Keep wider cuts, '90s silhouettes, and Y2K styles in stock, while experimenting (or selling used denim scraps for) creating recut styles and pieces featuring patches and personalisation.

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# Tips for a successful Christmas season

- Introduce giftable items early and keep them on hand through Cyber Week and December to capture early, peak, and last-minute shoppers.
- Offer personalisation options, and stock early to allow time for customisation.
- Cater to a wide range of gift recipients, including shoppers who may be self-gifting. How can you tweak your item or listing to appeal to additional ages or genders?
- During last year's Etsy Cyber event, listings on sale sold at a higher rate than those that were not on sale. Keep an eye out for more information on how to take part in Etsy's sales events.
- Show off what makes your items giftable in your listing photographs. Capture gift wrap options and consider showing gift recipients receiving the item.
- Appeal to last-minute shoppers with digital downloads, quick turnaround times, ready-to-dispatch items, and fast dispatch.
- Keep up the Christmas momentum by getting a headstart on what comes next. Consider post-Christmas self-gifting and the nesting needs buyers will shift focus to in January. Look out for our next Marketplace Insights report on early 2023 trends later in the season.

# Recap

## Now is the time to get your shop ready!

The Christmas shopping season is expected to start earlier this year, so be sure to get your shop prepared ahead of time! Consider adding in ready-to-dispatch inventory to attract shoppers looking to get their orders quickly.

## Optimising your shop

Lead with relevant keywords, select the accurate categories (and sub-categories), and write enticing listing descriptions to attract potential buyers. Make sure your shop policies are up-to-date as well!

## Use photos & videos to your advantage

Make use of all 10 photo slots to ensure that you're giving buyers a complete view of your products and add listing videos to showcase your products in ways you couldn't with static photographs.

## Market your shop

Leverage tools like social media, ad campaigns, and sales events to spread the word about your shop. Keep an eye on the latest trends and don't be afraid to thank your customers with a coupon!

## Customer service

If buyers have a positive experience purchasing from your shop this Christmas season, they're more likely to keep coming back long after the Christmas season is over. Be sure to stay in touch with your buyers and be prepared for the unexpected.

## Christmas Trends

Christmas shopping typically begins with decor before shifting to gifting. Shoppers craving normalcy and community will look to revive and refresh treasured traditions like entertaining at home and gift exchanges. Introduce giftable items early and keep on hand through Cyber Week and December to capture early, peak, and last-minute shoppers.



# Thank You

Nicole  
Party'n With Plants