#### Persona

<https://bloggingwizard.com/etsy-statistics/>

\*\*Persona Name:\*\* Sarah Johnson

\*\*Age:\*\* 32

\*\*Gender:\*\* Female

\*\*Location:\*\* Austin, TX

\*\*Occupation:\*\* Graphic Designer

\*\*Income Level:\*\* $75,000/year

\*\*Education:\*\* Bachelor’s Degree in Fine Arts

\*\*Tech Proficiency:\*\* High (regular user of design software and online platforms)

### \*\*Background:\*\*

Sarah is a creative professional who often turns to Etsy for unique and artistic gifts for her friends and family. She has been a regular Etsy user for a few years and loves the platform for its variety of handmade and vintage items. Sarah’s friend is turning 27, and she’s looking for something memorable but isn’t quite sure what to get yet. She is not in a rush to decide and enjoys browsing through different categories for inspiration.

### \*\*Goals:\*\*

- Find a distinctive and meaningful gift that reflects her friend’s interests and personality.

- Explore different categories to gain inspiration for the gift.

- Support independent artists and makers.

- Find a product that can be customized or personalized, adding a unique touch.

### \*\*Behavior:\*\*

- As a returning Etsy user, Sarah is familiar with the platform and frequently uses exploratory search techniques. She often begins with broad keywords like "gifts for men" or "unique birthday gifts" and narrows down as she explores new sellers or items she hasn’t come across before.

- She prefers a balance between price and quality and uses price filters and product reviews to guide her choices.

- Sarah saves multiple items to her favorites and spends time comparing them before making a decision.

- She tends to use Etsy’s mobile app while commuting or relaxing but switches to her desktop when she’s ready to make a purchase.

### \*\*Pain Points:\*\*

- Struggles with decision-making due to the large number of similar items available.

- Worried about long shipping times, especially if the product is from an international seller.

- Wants to avoid mass-produced items but occasionally finds it hard to tell which sellers are offering truly handmade products versus reselling items.

### \*\*Motivations:\*\*

- Make her friend feel appreciated through a thoughtful, one-of-a-kind gift.

- Enjoy the discovery process of exploring new products and shops on Etsy.

- Support artists and creators, particularly those offering personalized items.

### \*\*Preferred Features:\*\*

- Sarah appreciates Etsy’s personalization options, including custom engravings and messages.

- She frequently uses the "Favorites" feature to shortlist items.

- She relies on Etsy’s recommendation algorithms, often clicking through suggested shops or items based on her previous purchases.

### \*\*Etsy Usage Stats:\*\*

- Sarah is part of Etsy’s core demographic of women aged 30-39. This group is highly engaged, with Etsy’s overall female user base accounting for 81% of active buyers.

- She contributes to the 80 million active buyers Etsy attracts globally, particularly in the U.S., which makes up 62% of its market share.

- Etsy’s mobile app is her preferred method for browsing, contributing to the 60% of traffic the platform sees from mobile devices.

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This persona highlights Sarah as a thoughtful, returning Etsy user who enjoys exploratory search while seeking unique gifts, driven by her creative background and desire to support artisans.

<https://www.skillademia.com/blog/etsy-statistics/#:~:text=Etsy's%20Traffic%20Demographics,with%2029.63%25%20of%20the%20traffic>

\*\*Persona Name:\*\* Emily Carter

\*\*Age:\*\* 29

\*\*Gender:\*\* Female

\*\*Location:\*\* Chicago, IL

\*\*Occupation:\*\* Marketing Manager

\*\*Income Level:\*\* $65,000/year

\*\*Education:\*\* Bachelor’s Degree in Communications

\*\*Tech Proficiency:\*\* High (frequent online shopper, uses mobile apps and online platforms)

### \*\*Background:\*\*

Emily is a creative and thoughtful gift-giver. She enjoys finding unique, personalized items for friends and family on special occasions. For her male friend’s upcoming 27th birthday, she is unsure what he might like but wants something that feels special and personal. Emily has heard about Etsy from friends and sees it as a place to find handcrafted, one-of-a-kind gifts. She is willing to spend more time browsing through different product categories to find the perfect gift.

### \*\*Goals:\*\*

- Find a unique gift that reflects her friend’s personality and interests.

- Enjoy the shopping experience by exploring new products and sellers.

- Support small businesses and artisans, especially those offering personalized items.

- Stay within her budget of $50-100.

### \*\*Behavior:\*\*

- Emily frequently engages in exploratory searches on platforms like Etsy, often using broad terms like “men’s birthday gift” and then narrowing down as she gets inspiration from different product categories and recommendations.

- She values personalization and often uses filters to find customizable gifts.

- She’s unsure of exactly what to buy, so she spends time browsing categories such as “personalized men’s accessories,” “handmade decor,” and “custom tech gadgets.”

- Emily tends to check product reviews and seller ratings before making a purchase.

- She often shops from her phone during her commute or downtime.

### \*\*Pain Points:\*\*

- Overwhelmed by the large number of options available, making it hard to make a decision.

- Worries that some products may not arrive in time or may not match the description.

- Struggles with finding the perfect balance between uniqueness and practicality.

### \*\*Motivations:\*\*

- Make her friend feel special by giving a thoughtful, unique gift.

- Have a positive shopping experience that’s fun and inspiring.

- Feel good about supporting independent artisans and creators.

### \*\*Preferred Features:\*\*

- Ability to easily save and compare favorite items across multiple shops.

- Filters that allow her to refine search results based on personalization, price, and shipping time.

- Trust indicators such as seller ratings and reviews.

### \*\*Etsy Usage Stats:\*\*

- Emily is part of Etsy’s largest demographic: women aged 25-34, who make up a significant portion of the platform’s users (43.83% of U.S. traffic).

- She frequently uses mobile, which accounts for over 60% of Etsy’s traffic.

This persona captures an Etsy user like Emily, who enjoys the discovery aspect of exploratory searching while seeking a meaningful gift.

<https://www.printful.com/blog/etsy-statistics?srsltid=AfmBOopj521pB6pcYxCUN3JVqdcgClg--0uIcD4YLimZlamJjr_pf5g6>

\*\*Persona Name:\*\* Jessica “Jess” Morales

\*\*Age:\*\* 30

\*\*Gender:\*\* Female

\*\*Location:\*\* Los Angeles, CA

\*\*Occupation:\*\* Content Creator

\*\*Income Level:\*\* $68,000/year

\*\*Education:\*\* Bachelor’s Degree in Digital Media

\*\*Tech Proficiency:\*\* High (experienced with social media, e-commerce, and design platforms)

### \*\*Background:\*\*

Jess is a digital-savvy millennial who enjoys exploring new products and supporting small businesses. She’s been using Etsy for several years, primarily for gifts and personalized items. Her close friend is turning 27, and she wants to find a meaningful gift that feels special but also modern and trendy. Jess is willing to spend time browsing and discovering different shops and unique products.

### \*\*Goals:\*\*

- Find a thoughtful, personalized gift that reflects her friend's unique style and personality.

- Explore new shops and sellers that align with her values of sustainability and craftsmanship.

- Enjoy the process of discovering new items and trends while shopping for the gift.

### \*\*Behavior:\*\*

- Jess uses exploratory search techniques, beginning with broad search terms like "birthday gifts for men" or "unique personalized gifts." She then narrows her search based on the results she finds inspiring.

- She is an active user of Etsy’s “Favorites” feature, saving items to review later. Jess enjoys comparing her favorites and reading through customer reviews before finalizing her decision.

- Jess frequently switches between her phone and desktop, depending on her browsing environment. She uses mobile for casual browsing but prefers desktop when making a purchase.

- She is drawn to personalized products and values clear communication with sellers about customization options.

### \*\*Pain Points:\*\*

- Can feel overwhelmed by the wide variety of similar items available, making it difficult to decide.

- Occasionally frustrated by shipping costs and delivery times, particularly for international items.

- Worries about the authenticity of handmade products versus mass-produced ones.

### \*\*Motivations:\*\*

- Give a gift that feels personal and memorable, something her friend wouldn’t find elsewhere.

- Support small, independent creators, especially those who focus on sustainability and craftsmanship.

- Enjoy the shopping experience by exploring creative and artistic items.

### \*\*Preferred Features:\*\*

- Jess often filters by “personalized” or “custom” in her search to narrow down options.

- She loves Etsy’s “Favorites” and “Recommended Items” features, often using them to save potential gifts.

- She prefers shops with clear communication about shipping and customization.

### \*\*Etsy Usage Stats:\*\*

- Jess is part of the Etsy demographic consisting of 30–40-year-olds, who make up 37% of Etsy’s active users.

- Like many users, Jess prefers mobile browsing, contributing to the 64% of Etsy traffic from mobile devices, but switches to desktop for checkout.

- Etsy’s U.S. market, which comprises 60% of sellers and buyers, aligns with her preference for supporting local, U.S.-based artisans.

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This persona captures Jess as a returning Etsy user who values exploratory search, personalization, and a positive shopping experience that supports small creators.

<https://www.yaguara.co/etsy-statistics/>

<https://etsymarketer.com/etsy-statistics/>

<https://fitsmallbusiness.com/etsy-statistics/>

Persona:

\*\*Persona: Etsy Seller "Elena"\*\*

- \*\*Background\*\*: Elena is a solo entrepreneur running her Etsy business from home. Like 97% of Etsy sellers, she manages everything herself.

- \*\*Demographics\*\*: Female, part of the 80% majority on Etsy. She focuses on custom home décor, leveraging Etsy's popular "Home & Living" category.

- \*\*Business Stats\*\*: She benefits from Etsy's large platform, which boasts over 92 million active buyers. Her sales are primarily mobile-driven, reflecting Etsy's trend of 67% mobile purchases.

- \*\*Growth Strategy\*\*: Elena stays on top of search trends like "custom dog gifts" to attract new customers.

\*\*Persona: Megan, an Exploratory Etsy Shopper\*\*

- \*\*Age\*\*: 27

- \*\*Goal\*\*: Searching for a unique, meaningful gift for her friend’s 27th birthday, Megan is browsing without a clear idea of what to buy. She’s drawn to personalized, handcrafted items like jewelry, art, and home decor.

- \*\*Shopping Behavior\*\*: As part of Etsy's 67% mobile shoppers, Megan takes her time exploring different categories. She values sustainability and small-business support, aligning with Etsy’s eco-friendly and handmade focus.

- \*\*Motivations\*\*: She wants her gift to feel personal and thoughtful, something that reflects her friend’s individuality.

- \*\*Pain Points\*\*: Overwhelmed by too many options, Megan often struggles with decision paralysis. She’s also wary of shipping times, wanting assurance that the gift will arrive on time. High prices for customized items can also make her hesitant.

- \*\*Influences\*\*: Megan reads reviews to assess quality and is influenced by how responsive sellers are to customization requests. She appreciates detailed product descriptions that make her feel confident about her purchase.

\*\*Persona: Emily, an Etsy Shopper with Exploratory Search Behavior\*\*

- \*\*Age\*\*: 30

- \*\*Goal\*\*: Emily is seeking a unique and personal gift for her friend’s 27th birthday. She's browsing across Etsy’s popular categories like jewelry, home decor, and art.

- \*\*Motivations\*\*: She values handmade, eco-friendly products and enjoys supporting small businesses, in line with Etsy's strong focus on sustainability.

- \*\*Pain Points\*\*: Emily is overwhelmed by Etsy's vast selection, making it hard to choose the right gift. Shipping times and potential high costs for custom items can be frustrating.

- \*\*Shopping Behavior\*\*: She’s one of Etsy’s frequent mobile users, and reviews, seller responsiveness, and custom options significantly influence her decisions.

\*\*Persona: Anna, an Etsy Shopper with Exploratory Search Behavior\*\*

- \*\*Age\*\*: 28

- \*\*Goal\*\*: Anna is searching for a unique gift for her friend's 27th birthday. She’s open to browsing multiple categories like jewelry, home decor, and apparel on Etsy, hoping to find something personalized and special.

- \*\*Motivations\*\*: Anna values handmade and eco-friendly products, appreciating Etsy's focus on sustainability. She enjoys supporting small businesses and finds custom products appealing.

- \*\*Pain Points\*\*: The overwhelming number of options makes decision-making tough, and she’s concerned about high shipping costs or delays.

- \*\*Shopping Behavior\*\*: Anna uses her mobile device for browsing, and reviews and seller ratings heavily influence her decisions. She prefers gifts that reflect creativity and personalization.

Average Persona:  
\*\*Persona: Sarah Johnson\*\*

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- \*\*Gender\*\*: Female

- \*\*Location\*\*: Austin, TX

- \*\*Occupation\*\*: Graphic Designer

- \*\*Income Level\*\*: $75,000/year

- \*\*Education\*\*: Bachelor’s Degree in Fine Arts

- \*\*Tech Proficiency\*\*: High (regular user of design software and online platforms)

### \*\*Background\*\*:

Sarah is a creative professional who often turns to Etsy for unique, personalized gifts for friends and family. Her friend’s 27th birthday is approaching, and Sarah is exploring various Etsy categories for inspiration. She’s a regular Etsy user, familiar with the platform’s variety of handmade and vintage items, and enjoys the process of browsing for the perfect gift.

### \*\*Goals\*\*:

- Find a meaningful, unique gift that reflects her friend's personality.

- Support independent artists and makers.

- Look for custom-made or personalized products that feel special and intentional.

### \*\*Behavior\*\*:

- Sarah prefers exploratory searches, often starting with broad keywords like "birthday gifts" or "unique gifts for women." She narrows her choices as she explores new sellers and products.

- Uses price filters and product reviews to balance quality with affordability.

- Sarah frequently saves multiple items to her "Favorites" list and takes her time comparing options before making a final purchase decision.

- She often browses on Etsy's mobile app but switches to desktop when ready to buy.

### \*\*Pain Points\*\*:

- Struggles with decision-making due to the abundance of similar products available.

- Concerns about long shipping times, especially when buying from international sellers.

- Finds it difficult to differentiate between genuinely handmade products and mass-produced ones.

### \*\*Motivations\*\*:

- Give a unique, thoughtful gift that makes her friend feel special.

- Enjoys supporting small businesses and independent artists, aligning with Etsy's ethos.

- Values the discovery process of browsing through various categories and shops.

### \*\*Preferred Features\*\*:

- Frequently uses Etsy’s “Favorites” feature to shortlist potential items.

- Leverages Etsy’s recommendation engine to find products similar to what she’s viewed or saved.

- Prefers detailed product descriptions and communication with sellers about customization options.

### \*\*Etsy Usage Stats\*\*:

- Sarah falls into Etsy’s core demographic of women aged 30-39, who make up a large portion of the platform’s users.

- She contributes to the 64% of Etsy traffic generated via mobile devices but switches to desktop when finalizing a purchase.

- Part of the trend of buyers who favor unique, personalized, and custom-made products, a key driver of Etsy's market.

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- \*\*Occupation:\*\* Graphic Designer

- \*\*Income Level:\*\* $75,000/year

- \*\*Education:\*\* Bachelor’s Degree in Fine Arts

- \*\*Tech Proficiency:\*\* High (regular user of design software and online platforms)

### \*\*Background:\*\*

Sarah mainly uses Etsy for purchasing gifts for others (during birthdays and holidays), particularly when she wants something unique and personalized. She enjoys exploring Etsy’s diverse product offerings, especially for personalized and handcrafted gifts that reflect thoughtfulness.

### \*\*Goals:\*\*

- \*\*Find a personalized and unique gift\*\* that reflects her friend’s personality and interests.

- \*\*Support independent artists and small businesses\*\*.

- Seek gifts that are both \*\*meaningful and affordable\*\*, valuing the thought behind the gift over the price tag.

### \*\*Behavior:\*\*

- Sarah starts with broad search terms related to her friend's interests, such as a specific TV show or hobby, and then narrows her search using \*\*filters and categories\*\*.

- She browses based on \*\*specific interests\*\* like "fuzzy socks" or "warmer items" during Christmas, aligning her searches with the season or occasion.

- \*\*Uses Etsy’s recommended products\*\* to guide her browsing and spark ideas.

### \*\*Pain Points:\*\*

- \*\*Feels overwhelmed\*\* by the large variety of items when she isn’t sure exactly what she’s looking for, which can make decision-making difficult.

- \*\*Concerns about shipping times\*\* and availability, especially for personalized items that may take longer to create and deliver.  
- \*\*Uses both search filters and categories\*\* to explore different products but often feels limited when she can’t refine her search enough.

### \*\*Motivations:\*\*

- Sarah values \*\*personalized gifts\*\* because they show effort and thought, making them feel as valuable as more expensive, manufactured items.

- She enjoys the process of \*\*discovering unique items\*\*, especially when Etsy’s recommendations align with her past searches.

- She is inspired by the \*\*uniqueness of gifts\*\* available, particularly when tied to specific interests or hobbies of the recipient.

### \*\*Preferred Features:\*\*

- \*\*Etsy’s "Recommended for You" feature\*\* keeps her engaged and exploring, often leading her to new and unexpected gift ideas.

- Sarah would appreciate more robust filtering options that allow her to refine searches after entering a broad keyword.

- She finds \*\*Etsy’s “Gift Mode” feature promising\*\*, but she wishes the platform would provide \*\*more detailed product information\*\* upfront without overwhelming her with excess details.

### \*\*Etsy Usage Stats:\*\*

- As a returning Etsy user, Sarah aligns with Etsy’s core demographic of \*\*women in their 30s\*\*, contributing to the platform’s high percentage of active female buyers.

- Her usage aligns with Etsy’s holiday shopping peaks, as she primarily shops for \*\*birthdays and Christmas gifts\*\*.

- \*\*Mobile browsing is key\*\* for casual shopping, but she prefers \*\*desktop for final purchases\*\*, contributing to Etsy’s growing mobile traffic

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