

How big is the market?

\$646b (2018)

DIY and Home Improvement¹

>

\$4.97b (2019)

Via 2.69 million sellers on Etsy²

¹US/Euro market — <https://comfyliving.net/diy-statistics/> -> <http://www.edra-ghin.org/>

²Largest crafts marketplace -> <https://expandedramblings.com/index.php/etsy-statistics/>

Is it viable?

These folks think so.

TinkerCAD

Largest entry-level design platform with 8.27M monthly visits. 100,000 designs published in 2012.¹

Canva

\$291m revenue in 2019. Billed as graphic design for everyone.

Maker's Empire

“The world's most fun & easy to use 3D design software” targeted at youth and schools.

¹<https://www.similarweb.com/website/tinkercad.com/>