

# ECM03: Handmade Marketplace Study

Executive Summary | January 31, 2026

## Marketplace Metrics

**\$2.8B**

GMS

**98M**

ACTIVE BUYERS

**6M**

ACTIVE SELLERS

**18%**

TAKE RATE

## Categories

**Top:** Home & Living | **Avg Price:** \$49

## Sellers

Star Sellers: 75K | Repeat Buyers: 38%

**Author:** Mboya Jeffers | *Mboya Jeffers - Data Engineering Portfolio*