

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%

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