RESEARCH AND PRODUCT PLANNING

Etsy Product Research Worksheet

Give your next idea a stronger start.

Explore product ideas, compare market evidence and check the economics before choosing a focused first launch.



RESEARCH · COMPARE · TEST

01 Generate and shortlist 26 product ideas.

02 Study customers, competition and costs.

03 Choose a product and plan the first test.

For beginner and intermediate Etsy sellers building a considered product offer.

26 IDEA SPACES · 4 COMPETITOR PROFILES · PRACTICAL LAUNCH PLAN

YOUR WORKBOOK / CONTENTS

From an idea to a testable offer

Use the pages in sequence, then return to the evidence when an assumption changes.

SECTION	PAGE
01 Introduction / research with a purpose	03
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HOW TO USE THE WORKBOOK

Print and write by hand, or annotate the PDF. Compare at least five ideas using copies of the reusable research pages. Separate observations from assumptions. The scorecard organizes judgment; it does not validate demand by itself. All fields are manual, and examples are hypothetical.

01 / INTRODUCTION

Ask three useful questions

Research makes a product decision more informed. It reduces uncertainty without promising sales.

01 Do people want this?

Look for relevant buyer needs and credible demand evidence. Search activity, reviews and your own tests each tell you something different.

02 Can I deliver it profitably?

Count fees, materials, fulfillment, advertising and overhead. Test whether the price and production time fit your capacity.

03 Why would someone choose my offer?

Find a useful difference in quality, use, audience, service or presentation. Develop your own work and respect other sellers' rights.

COMMON RESEARCH GAPS

- [ ] Personal interest without demand evidence.
- [ ] Entering a crowded market without a clear difference.
- [ ] Omitting fees or delivery costs.
- [ ] Copying another seller's product or presentation.
- [ ] Treating a temporary trend as dependable demand.
- [ ] Ignoring fragile, bulky or costly fulfillment.

A PRACTICAL NEXT STEP

Research before a large commitment, then run a modest, measurable test. A weak result can suggest a change to the offer, price or audience. It does not erase what you have learned.

02 / PRODUCT IDEA BRAINSTORMING

Explore ideas 1–13

Write one idea per row. Circle a rating in each column; treat profit potential as an initial hypothesis.

Interest: 1 = low, 5 = high. Difficulty: 1 = easy, 5 = hard. Profit: 1 = thin, 5 = strong.

NO.	PRODUCT IDEA	INTEREST	DIFFICULTY	PROFIT
1		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
2		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
3		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
4		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
5		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
6		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
7		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
8		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
9		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
10		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
11		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
12		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
13		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

FIND IDEAS IN REAL QUESTIONS

Use Etsy search suggestions, Marketplace Insights, Pinterest trends and questions in relevant communities. Suggestions generate research terms; they do not establish sales volume.

02 / PRODUCT IDEA BRAINSTORMING

Explore ideas 14–26

Write one idea per row. Circle a rating in each column; treat profit potential as an initial hypothesis.

Interest: 1 = low, 5 = high. Difficulty: 1 = easy, 5 = hard. Profit: 1 = thin, 5 = strong.

NO.	PRODUCT IDEA	INTEREST	DIFFICULTY	PROFIT
14		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
15		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
16		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
17		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
18		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
19		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
20		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
21		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
22		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
23		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
24		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
25		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5
26		1 2 3 4 5	1 2 3 4 5	1 2 3 4 5

CHOOSE FIVE IDEAS TO INVESTIGATE

Circle five promising ideas across both pages. Do not add the three ratings directly: higher difficulty means harder, while higher interest and profit mean better. Use the six-criterion scorecard after research.

03 / MARKET RESEARCH / PRODUCT A

Record the evidence and the opportunity

Reuse this page for each shortlisted idea. Record the date, sample and source so comparisons mean something.

PRODUCT NAME

PRIMARY SEARCH TERM

COMPETING LISTINGS / OBSERVED DATE

AVERAGE COMPARABLE PRICE / CURRENCY

SEARCH COUNT / PERIOD / SOURCE

COMPARABLE SAMPLE SIZE / DELIVERY BASIS

FEATURES COMMON IN RELEVANT LEADING LISTINGS

CUSTOMER COMPLAINTS / REVIEW DATES / REPEATED PATTERNS

OPPORTUNITY NOTES / MY ANGLE / WHAT STILL NEEDS EVIDENCE

☐ Pursue a test ☐ Research more ☐ Pass

INTERPRET EACH SIGNAL CAREFULLY

Use Marketplace Insights where available for actual Etsy search data. Search counts are not orders. Listing totals describe supply, not guaranteed demand. Compare like products and record whether quoted prices include shipping. Reviews are a partial sample, not a complete sales record.

03 / MARKET RESEARCH / PRODUCT B

Record the evidence and the opportunity

Reuse this page for each shortlisted idea. Record the date, sample and source so comparisons mean something.

PRODUCT NAME

PRIMARY SEARCH TERM

COMPETING LISTINGS / OBSERVED DATE

AVERAGE COMPARABLE PRICE / CURRENCY

SEARCH COUNT / PERIOD / SOURCE

COMPARABLE SAMPLE SIZE / DELIVERY BASIS

FEATURES COMMON IN RELEVANT LEADING LISTINGS

CUSTOMER COMPLAINTS / REVIEW DATES / REPEATED PATTERNS

OPPORTUNITY NOTES / MY ANGLE / WHAT STILL NEEDS EVIDENCE

☐ Pursue a test ☐ Research more ☐ Pass

INTERPRET EACH SIGNAL CAREFULLY

Use Marketplace Insights where available for actual Etsy search data. Search counts are not orders. Listing totals describe supply, not guaranteed demand. Compare like products and record whether quoted prices include shipping. Reviews are a partial sample, not a complete sales record.

04 / COMPETITOR ANALYSIS / A

Study the offer, then find your difference

Compare shops of different sizes using the same observation period and product criteria.

SHOP NAME / URL OR SAVED REFERENCE

OBSERVED DATE / COMPARABLE ITEM

DISPLAYED SHOP SALES / BASIS

PRICE RANGE / CURRENCY / SHIPPING

PHOTO OBSERVATIONS / STYLE, PROPS, LIGHTING AND CLARITY

VARIATIONS / SIZES, COLORS, BUNDLES AND PERSONALIZATION

REVIEW INSIGHTS / PRAISE, COMPLAINTS AND REVIEW DATES

MY ORIGINAL POINT OF DIFFERENCE / EVIDENCE TO TEST

WHAT PUBLIC EVIDENCE CANNOT TELL YOU

A displayed shop sales total may cover many products and years. Listing order, recency and popularity labels do not prove current unit sales or profit. Record the limit of each observation; never copy another seller’s images or designs.

04 / COMPETITOR ANALYSIS / B

Study the offer, then find your difference

Compare shops of different sizes using the same observation period and product criteria.

SHOP NAME / URL OR SAVED REFERENCE

OBSERVED DATE / COMPARABLE ITEM

DISPLAYED SHOP SALES / BASIS

PRICE RANGE / CURRENCY / SHIPPING

PHOTO OBSERVATIONS / STYLE, PROPS, LIGHTING AND CLARITY

VARIATIONS / SIZES, COLORS, BUNDLES AND PERSONALIZATION

REVIEW INSIGHTS / PRAISE, COMPLAINTS AND REVIEW DATES

MY ORIGINAL POINT OF DIFFERENCE / EVIDENCE TO TEST

WHAT PUBLIC EVIDENCE CANNOT TELL YOU

A displayed shop sales total may cover many products and years. Listing order, recency and popularity labels do not prove current unit sales or profit. Record the limit of each observation; never copy another seller’s images or designs.

04 / COMPETITOR ANALYSIS / C

Study the offer, then find your difference

Compare shops of different sizes using the same observation period and product criteria.

SHOP NAME / URL OR SAVED REFERENCE

OBSERVED DATE / COMPARABLE ITEM

DISPLAYED SHOP SALES / BASIS

PRICE RANGE / CURRENCY / SHIPPING

PHOTO OBSERVATIONS / STYLE, PROPS, LIGHTING AND CLARITY

VARIATIONS / SIZES, COLORS, BUNDLES AND PERSONALIZATION

REVIEW INSIGHTS / PRAISE, COMPLAINTS AND REVIEW DATES

MY ORIGINAL POINT OF DIFFERENCE / EVIDENCE TO TEST

WHAT PUBLIC EVIDENCE CANNOT TELL YOU

A displayed shop sales total may cover many products and years. Listing order, recency and popularity labels do not prove current unit sales or profit. Record the limit of each observation; never copy another seller’s images or designs.

04 / COMPETITOR ANALYSIS / D

Study the offer, then find your difference

Compare shops of different sizes using the same observation period and product criteria.

SHOP NAME / URL OR SAVED REFERENCE

OBSERVED DATE / COMPARABLE ITEM

DISPLAYED SHOP SALES / BASIS

PRICE RANGE / CURRENCY / SHIPPING

PHOTO OBSERVATIONS / STYLE, PROPS, LIGHTING AND CLARITY

VARIATIONS / SIZES, COLORS, BUNDLES AND PERSONALIZATION

REVIEW INSIGHTS / PRAISE, COMPLAINTS AND REVIEW DATES

MY ORIGINAL POINT OF DIFFERENCE / EVIDENCE TO TEST

WHAT PUBLIC EVIDENCE CANNOT TELL YOU

A displayed shop sales total may cover many products and years. Listing order, recency and popularity labels do not prove current unit sales or profit. Record the limit of each observation; never copy another seller’s images or designs.

05 / TREND RESEARCH

Track timing without assuming the outcome

Look for recurring occasions, changing interests and enough lead time to prepare an offer.

SEASON	GIFT / BUYING OCCASION	PRODUCT ANGLE / PREPARE BY
Q1 / Jan–Mar		
Q2 / Apr–Jun		
Q3 / Jul–Sep		
Q4 / Oct–Dec		

PINTEREST TRENDS / REGION, PERIOD AND OBSERVED DIRECTION

ETSY SEARCH SUGGESTIONS / RELATED TERMS / DATED EVIDENCE

EMERGING NICHES / COMMUNITIES, AESTHETICS OR MATERIALS

KEYWORDS TO WATCH / NEXT RESEARCH DATE

KEEP THE PLATFORMS SEPARATE

Pinterest interest can inspire a test, but it does not predict Etsy sales on a fixed 3–6 month schedule. Compare seasonal periods and confirm relevance with Etsy evidence and your own customer research.

06 / CUSTOMER PROBLEM FINDER

Connect a need to a useful product

Record what people want to accomplish, including practical needs, self-expression and gift occasions.

CUSTOMER PROBLEM OR NEED	DESIRED OUTCOME	PRODUCT THAT COULD HELP

Read reviews of varied ratings and relevant questions in communities. Record recurring needs in your own words; avoid treating one complaint as the whole market.

WHO IS THIS CUSTOMER? / LIFE STAGE, OCCASION, BUDGET AND CONTEXT

EVIDENCE SOURCE / DATE / WHAT I STILL NEED TO LEARN

07 / PROFIT POTENTIAL

Compare three products on the same basis

Use one currency and one representative order. Match product numbers 1–3 to your research notes.

PER-ORDER LINE ITEM	PRODUCT 1	PRODUCT 2	PRODUCT 3
Item price after discounts			
+ Shipping / gift-wrap receipts			
= Total seller revenue / exclude remitted tax			
– Product / material / fulfillment cost			
– Listing / renewal fee allocation			
– Etsy transaction fee			
– Payment processing fee			
– Packaging / labels			
– Shipping paid / whether charged or free			
– Advertising / other variable fees and costs			
= Contribution before fixed costs and tax			
= Contribution margin / % of total revenue			

Contribution = total seller revenue – all variable costs.
Contribution margin = contribution ÷ total seller revenue × 100.

Count each cost once. Zero revenue → margin N/A. Include applicable Offsite Ads, regulatory, currency, return-loss or other costs. Fees and their calculation bases vary by country and account; verify current records. Fixed costs and owner-labor planning follow on page 15.

07 / PROFIT POTENTIAL / CHECK

Carry contribution through to profit

A per-order remainder before overhead is not take-home income. Check the full scenario before choosing a product.

ILLUSTRATIVE ORDER / ONE CURRENCY	AMOUNT
Item price + shipping receipts	$30 + $5 = $35
Materials + all applicable fees	$8 + $3.80
Packaging + shipping + advertising	$1 + $5 + $2
Total variable costs	$19.80
Contribution / $35 − $19.80	$15.20
Contribution margin / $15.20 ÷ $35	43.43%

The $3.80 fee total is an illustrative input, not a current fee quote. With $100 fixed monthly costs: 10 orders × $15.20 − $100 = $52 operating profit before income tax.

Break-even orders = fixed costs ÷ positive contribution / round UP.
Example: $100 ÷ $15.20 ≈ 6.58 → 7 orders.

MY MONTHLY FIXED COSTS / $

MY CONTRIBUTION PER ORDER / $

MY BREAK-EVEN ORDERS / ROUND UP

EXPECTED ORDERS / MONTH

EXPECTED OPERATING PROFIT / $

CAPACITY / ORDERS I CAN FULFILL

VALUE YOUR TIME CONSISTENTLY

Record paid production labor as a cost. If you also deduct an allowance for unpaid owner time, call the remainder a planning surplus after that allowance; do not count the same labor twice. A calculator estimates from its inputs and may omit relevant costs.

08 / PRODUCT VALIDATION

Use four gates to choose a test

Check the evidence for each gate. An unchecked item identifies what to investigate or revise.

DEMAND

- ☐ Relevant Etsy search activity or other credible demand evidence.
- ☐ Seasonality and trend direction considered.
- ☐ A clear customer I can reach.

CREATION AND FULFILLMENT

- ☐ I can make or source it reliably within Etsy’s current rules.
- ☐ Quality is repeatable.
- ☐ Production and fulfillment fit my available capacity.

ECONOMICS

- ☐ Contribution and fixed costs support an acceptable scenario.
- ☐ Packaging, shipping and expected losses are included.

COMPETITION

- ☐ A useful point of difference I can explain.
- ☐ Accurate, clear product images and an original presentation.

☐ Pursue a test ☐ Refine and recheck ☐ Pass for now

EVIDENCE GAP / NEXT TEST / DECISION DATE

Search suggestions and positive scores are signals, not proof. A gap in economics may call for a different price or bundle; a crowded market may call for a more specific audience. Verify product eligibility and rights before listing.

09 / PRODUCT SCORECARD

Rank the evidence you have

Write 1–5 for each criterion: 1 = weak or risky, 3 = workable, 5 = strong. Leave unknowns blank until researched.

PRODUCT IDEA	D	M	C	E	P	R	TOTAL

D = demand evidence · **M** = contribution margin · **C** = low competition
E = ease to make · **P** = personal interest · **R** = repeat-purchase potential

Total = D + M + C + E + P + R. Maximum: 30 points.
Example: 4 + 4 + 3 + 4 + 5 + 3 = 23 points out of 30.

A RANKING, NOT A SALES FORECAST

All six columns score higher for better prospects; this differs from the brainstorming difficulty scale. Use consistent evidence and definitions. For a tie, examine margin, differentiation and uncertainty. Do not let a high total override a serious feasibility or eligibility problem.

10 / FINAL PRODUCT SELECTION

Choose the first opportunity to test

Bring the strongest candidates forward, record the tradeoff and set a clear next step.

RANK	PRODUCT IDEA	SCORE /30	MAIN REASON
1st			
2nd			
3rd			

MY FIRST PRODUCT TO LAUNCH

WHY THIS ONE NOW? / DEMAND, ECONOMICS AND MY DIFFERENCE

BIGGEST RISK / HOW I WILL REDUCE IT

FIRST LISTING TARGET DATE

INITIAL TEST BUDGET / LIMIT

WHAT RESULT WOULD LEAD ME TO CONTINUE, REVISE OR STOP THIS TEST?

Start with a manageable offer and learn from its results. A focused first launch is a way to gather evidence; it does not guarantee that one product will outperform a larger range.

11 / ACTION PLAN / STEPS 1–4

Move from research to a listing

Work through the sequence. Check completion against the actual deliverable.

01 Lock the product and variations

Specify the item, sizes, colors and options. Confirm Etsy eligibility, ownership rights and any required production-partner or AI disclosure.

TARGET DATE

COMPLETED / EVIDENCE

02 Confirm the numbers

Use actual supplier quotes and current fees. Check contribution, fixed costs, cash needs and fulfillment capacity.

TARGET DATE

COMPLETED / EVIDENCE

03 Source materials or samples

Check quality, delivery lead times and supplier reliability. Approve a sample before a large commitment where practical.

TARGET DATE

COMPLETED / EVIDENCE

04 Prepare the first inventory or files

Make a small sellable batch, or complete and test the actual digital files. Match the quantity to the test budget and delivery promise.

TARGET DATE

COMPLETED / EVIDENCE

Set a workable launch date, record dependencies and carry unfinished tasks forward.

11 / ACTION PLAN / STEPS 5–8

Prepare the offer buyers will see

Work through the sequence. Check completion against the actual deliverable.

05 Create accurate listing images

Plan 8–10 useful images if they add information: hero, detail, scale, use, variations and contents. Follow the current image rules for your product type.

TARGET DATE

COMPLETED / EVIDENCE

06 Write clear, relevant listing copy

Use readable titles, accurate descriptions, relevant attributes and all 13 relevant tags where applicable. Avoid keyword stuffing and unsupported claims.

TARGET DATE

COMPLETED / EVIDENCE

07 Set the price and delivery terms

Check the final fee bases, shipping profile, processing time, file delivery and returns policy. Include every applicable cost once.

TARGET DATE

COMPLETED / EVIDENCE

08 Publish and review the listing

Proof the live title, images, options, price and delivery details. Share with an appropriate audience and schedule a results review.

TARGET DATE

COMPLETED / EVIDENCE

Choose the review date and success measure before launch; allow enough relevant traffic and time to learn.

NEXT STEPS / KEEP LEARNING

Turn the research into useful evidence



You have a documented starting point. Let the first test improve the next decision.

MY NEXT CONCRETE ACTION / DATE

FIRST REVIEW DATE

MEASURE I WILL TRACK

ASSUMPTION MOST LIKELY TO CHANGE / HOW I WILL TEST IT

COMPANION TOOLS

Etsy Fee Calculator

Etsy Profit Calculator

Etsy pricing worksheet / pricing and break-even planning

Etsy seller hub / calculators, guides and resources

RECONCILE THE TOOL WITH THE WORKBOOK

Calculator results depend on the inputs and features available. Add omitted advertising, returns, packaging or other relevant costs once; account for overhead separately. Use page 15 for a contribution-based break-even calculation. No result here is a guarantee of earnings.

REFERENCE / OFFICIAL GUIDANCE

Use current evidence for current decisions

Official Etsy guidance was checked on 13 November 2026. Recheck requirements before launching.

RESEARCH AND ELIGIBILITY

Marketplace Insights provides Etsy search and listing data; use the period shown in your account and record it. Search terms do not establish permission to sell an item. Check Etsy's Creativity Standards, seller requirements and applicable rights for your actual product.

PRODUCT IMAGES AND DISCLOSURES

Most physical listings require at least one real, unedited product photo. Digital visual products need an actual preview. Authorized stock mockups may be allowed for original designs printed on standard POD bases. Check custom-item and finished-result exceptions. Disclose production partners and AI use where required.

Etsy / Marketplace Insights

Etsy / Creativity Standards

Etsy / Seller Policy

Etsy / Listing Image Requirements

Etsy / fees and taxes

Etsy / search optimization checklist

SOURCES CHECKED / DATE / NOTES FOR MY PRODUCT