

Etsy Pricing Cheat Sheet

What Etsy really takes, the price formula that protects your margin, and the costs sellers forget.

1 What Etsy takes on every US sale

Listing fee	\$0.20 per sale	Renews each time the item sells
Transaction fee	6.5%	Of item price + shipping you charge + gift wrap
Payment processing	3% + \$0.25	Of the whole order, including shipping and tax
Offsite Ads (if the sale came from one)	15% / 12%	12% over \$10k a year in sales. Max \$100
Currency conversion	2.5%	Only if listing and bank currency differ

Quick rule: with free shipping and no Offsite Ads, Etsy keeps about 9.5% + \$0.45 of each order.

\$10 item: \$1.40 (14%) · \$25 item: \$2.83 (11%) · \$50 item: \$5.20 (10.4%) · \$100 item: \$9.95 (10%)

2 The price formula

$$\text{Price} = (\text{your total cost} + \$0.45) \div (0.905 - \text{margin})$$

Total cost = materials + packaging + shipping label + your time + ads per sale. 40% margin = 0.40

Example: \$8 of costs at a 40% margin → $(\$8 + \$0.45) \div (0.905 - 0.40) = \16.73

Charge shipping separately? Subtract it from the result. Break-even price? Use a margin of 0.

Want Offsite Ads sales (15%) to profit too? Use 0.755 instead of 0.905.

3 8 costs most sellers forget to charge for

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| ☐ Packaging: boxes, mailers, tissue, tape | ☐ Labels, ink and the printer they wear out |
| ☐ Your time, at a real hourly rate | ☐ Etsy Ads spend, divided by sales |
| ☐ Listing renewals every 4 months | ☐ Breakage, returns and remakes (add 3-5%) |
| ☐ Tools and equipment, spread per item | ☐ Coupons and sale discounts you run |

4 Three checks before you hit publish

1. Does a 15% Offsite Ads sale still make money? If not, price up or opt out (under \$10k a year).
2. Would the price still work if you paid yourself? If not, it's too low.
3. Is your margin 30% or more after every fee? Thinner, and one return wipes out several sales.

Do the math for every product at once.

Free calculator: oscarkiki.com/tools/etsy-fee-calculator

The Pricing & Profit Calculator spreadsheet: etsy.com/shop/OscarKiki