

Seasonal Etsy product planning guide

This guide outlines key seasonal events and trends Etsy sellers should plan for throughout the year. Use it to align your product development, marketing, and SEO efforts with consumer demand and seasonal buying behavior.





Spring (March–May)



Mother's Day

personalized and pampering

bath and beauty kits, floral jewelry, wellness gifts, custom cards



Prom season

formal and meaningful

hair accessories, corsages, formal jewelry, personalized keepsakes



Spring showers (bridal, baby, engagement)

soft and celebratory

custom invitations, party favors, pastel decor, handmade gifts





Spring (March–May)



Easter

playful and family-focused

bunny-themed home decor, Easter baskets, DIY craft kits, kids' gifts



Gardening season

green and botanical

planters, seed starter kits, botanical art prints, custom garden markers



Housewarmings

cozy and welcoming

candles, personalized kitchen decor, custom doormats, art prints



Fit Small Business



Summer (June–August)



Father's Day

practical and personalized

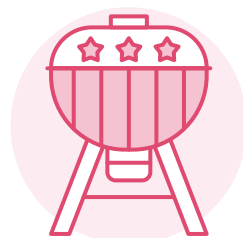
travel gear, DIY kits, hobby gifts, grooming sets



Graduation

commemorative and custom

personalized jewelry, keepsake boxes, grad cards, apparel



Independence Day (US)

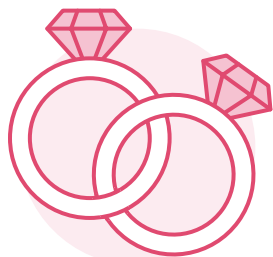
patriotic and party-ready

BBQ accessories, themed decor, flag apparel





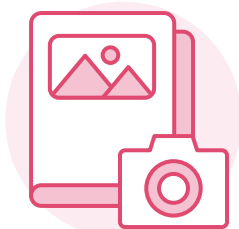
Summer (June–August)



Weddings

romantic and detailed

guestbooks, favors, signage, ring boxes, bridal party gifts



Family reunions/vacations

travel-inspired

matching shirts, journals, photo albums, custom water bottles



Outdoor living

functional and festive

picnic sets, patio decor, citronella candles, beach towels





Fall (September–November)



Back to school

organized and giftable

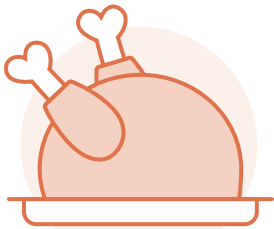
teacher gifts, planners, lunch totes, motivational wall art



Halloween

spooky and fun

costumes, themed decor, trick-or-treat bags, Halloween candles



Thanksgiving

warm and festive

table runners, place cards, seasonal towels, edible host gifts





Fall (September–November)



Fall weddings

rustic and refined

dried florals, wooden signage, cozy favors, drinkware



Cozy season

snug and soothing

knitwear, blankets, fall-scented candles, warm-toned decor





Winter (December–February)



Christmas and holidays

festive and personalized

ornaments, stockings, custom wrapping paper, Advent calendars



New Year's Eve

glittery and celebratory

party kits, metallic decor, personalized glasses



Valentine's Day

romantic and heartfelt

custom love notes, heart-themed jewelry, date-night kits





Winter (December–February)



Winter weddings/engagements

elegant and seasonal

velvet accessories, proposal gifts, snowy signage



Self-care season

restorative and thoughtful

journals, spa boxes, affirmation cards, candles



Baby's firsts and winter birthdays

milestone-ready

memory books, personalized outfits, milestone cards

