DIGITAL SELLER STUDIO

Etsy Fee Cheat Sheet for Digital Sellers

What you keep from each sale, at a glance. Etsy fee rates as of November 2026.

Fees on every digital order

- **Transaction fee:** 6.5% of the item price
- **Listing fee:** $0.20 each time an item sells (it auto-renews)
- **Payment processing:** a % plus a fixed fee, set by your country
- **Regulatory operating fee:** only in some countries, such as the UK and France
- **Offsite Ads:** 15% if a buyer came from an Etsy ad (12% for shops over $10k a year), capped at $100
- **VAT on fees:** added in the EU and UK if you haven't given Etsy a VAT number

Payment processing by country

- **US** 3% + $0.25
- **UK** 4% + £0.20, plus 0.48% regulatory fee
- **Canada** 3% + CA$0.25, plus 0.5% regulatory fee
- **Australia** 4% + A$0.25
- **Ireland** 4% + €0.30
- **France** 4% + €0.30, plus 1.14% regulatory fee

Listing fee converted to your currency at Etsy's rate.

What you keep from one digital sale

PRICE	US $	UK £	CANADA CA$	AUSTRALIA A$	IRELAND €	FRANCE €
3	**$2.26** 75%	**£2.31** 77%	**CA$2.17** 72%	**A$2.13** 71%	**€2.20** 73%	**€2.17** 72%
5	**$4.07** 81%	**£4.09** 82%	**CA$3.97** 79%	**A$3.92** 78%	**€3.99** 80%	**€3.93** 79%
10	**$8.60** 86%	**£8.54** 85%	**CA$8.48** 85%	**A$8.40** 84%	**€8.47** 85%	**€8.36** 84%
20	**$17.65** 88%	**£17.44** 87%	**CA$17.48** 87%	**A$17.35** 87%	**€17.42** 87%	**€17.19** 86%

Standard fees only: no discounts, Offsite Ads, Etsy Ads or VAT on fees, and before your own costs. Price in local currency.

Price for the profit you want

(Target + fixed fees) ÷ (1 − % fees)

US example, to keep $5: ($5 + $0.25 + $0.20) ÷ (1 − 9.5%) = **$6.03**. Fixed fees are processing and listing; % fees are transaction and processing.

5 quick pricing checks

1. Under $5, fixed fees take a big bite. Bundle small files.
2. Count design costs: Canva, fonts, mockups.
3. Price so an Offsite Ads sale still makes money.
4. Check your monthly statement for fees you missed.
5. Recheck prices when Etsy changes its fees.

Run your own numbers in 10 seconds

Free Etsy fee calculator. 11 countries. No sign-up.

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