

FREE MARKET SCAN · ISSUE 2026-07

Etsy & Handmade Sellers

5 opportunities found in real complaints, verified against live search and competition data. Every number in this report links to its evidence.

388

demand signals read

5

verified gaps

0

emerging signals

5

product plays

Where this data comes from

This report is built from what people actually said and what search engines actually show — not from a language model's opinion. The pipeline: harvest real complaints → group them into jobs people are trying to do → verify each group against keyword and competition data → keep only what survives.

388

demand signals extracted, each with a permalink

137

discussion threads read (Hacker News, Reddit)

3,129

keywords checked for volume, difficulty & CPC

70

Google result pages classified by hand-tuned rules

55

costly workarounds found ("I built a spreadsheet")

9

willingness-to-pay mentions

HOW SCORING WORKS

Pain score asks: is the need real? It weighs how many people voiced the problem, how many already pay for it in time (manual workarounds) or money, and whether anyone already serves them well. Evidence of effort outweighs raw search volume — ten people who each built a spreadsheet beat a big keyword with no complaints behind it.

Build score asks: can a small team actually ship and reach this? It starts from the product shape (a browser tool is cheaper than a mobile app), then adjusts for ranking difficulty and, for directories, whether there is anything real to list.

CONFIDENCE TIERS — READ THESE HONESTLY

VERIFIED GAP

3+ independent complaints *and* hard evidence: a costly manual workaround or an explicit willingness to pay. Checked against live search data.

EMERGING SIGNAL

A coherent pattern from 2+ voices, without hard evidence yet. Cheaper to validate than to ignore — but thinner. We label it instead of hiding it.

What this report does not claim.

We do not predict revenue. We do not claim these are the only gaps in this market. Complaints with a single voice behind them were rejected as anecdotes before this stage — 34 of 39 candidate groups did not make this issue. When evidence is thin we say so on the page where it matters.

The opportunities at a glance

	GAP	CONFIDENCE	PAIN	BUILD	N=	SEARCH/MO	CHANNEL
01	Etsy Fee Profit Tool A calculator that shows your exact profit after every Etsy fee, including offsite ads and shipping, so you stop getting surprised by tiny payouts.	VERIFIED GAP	6.1	9.0	69	45,720	seo
02	Manufacturing cycle time tracker Build a mobile app that logs cycle time per product per step with simple taps or barcode scans and exports clean data to existing ERP.	VERIFIED GAP	5.8	4.5	22	419,970	seo
03	Cheap phone label printer A \$50 thermal printer that shows up as a standard printer on any phone via Bluetooth and prints crisp 300 DPI labels without needing a companion app.	VERIFIED GAP	5.4	10.0	21	31,280	seo
04	Multi-Channel Inventory Sync A simple SaaS that automatically syncs inventory counts and bill-of-materials tracking across Etsy, Shopify, and WooCommerce so you never oversell and never manually update.	VERIFIED GAP	5.3	6.0	26	4,410	seo
05	Annual Etsy Tax Summary A tool that imports monthly Etsy CSVs, corrects the sales tax using payment records, and outputs a single accurate annual report.	VERIFIED GAP	4.6	9.0	23	5,020	seo

n= is the number of distinct people we found voicing this problem, each traceable to a permalink on the gap's page.

Search/mo is combined monthly Google volume across the gap's verified keywords — a gap with low search volume is not weaker, it just sells through a different channel.

01

VERIFIED GAP

Etsy Fee Profit Tool

A calculator that shows your exact profit after every Etsy fee, including offsite ads and shipping, so you stop getting surprised by tiny payouts.

THE GAP

Etsy sellers need to understand how fees actually impact their net profit per sale, but current calculators and Etsy's own dashboards don't show the real take-home after hidden charges like offsite ads and shipping adjustments.

SIGNALS n=69

WORKAROUNDS 8

PAY SIGNALS 1

SHAPE tool

CHANNEL seo

Pain — is the need real?

6.1/10

69 people voiced it · 8 already hand-roll it · 1 mention paying

Build — can a small team win?

9.0/10

tool build · ranking difficulty 13/100 · 2 file-operation cues

IN THEIR OWN WORDS n=69, showing 2

“the first thing I did is change my shipping settings to Post Office rates, instead of Etsy shipping label rates”

WORKAROUND

Reddit ↗

“I’m going to try and sta”

WORKAROUND

Reddit ↗

SEARCH FOOTPRINT Google Ads + Labs data

KEYWORD	VOL/MO	KD	CPC	
will etsy stock recover	30	0	—	
accounting software etsy	30	0	\$8.99	
etsy bookkeeping	40	0	\$12.28	
Combined monthly searches across all 15 verified keywords		45,720		

WHY IT’S OPEN

2 keywords where Google's top 3 contains **no working tool** — unsatisfied intent, the strongest opening there is.

Average incumbent weakness **43%** across 15 checked result pages — the current answers are beatable.

1 Etsy Real Profit Calculator

A simple web tool that shows exact take-home after all Etsy fees including offsite ads and shipping adjustments.

WHO general Etsy sellers

SHAPE tool

CHANNEL seo

BACKED BY: "because of etsy fees i've actually taken home £1347. I realised i'm not making as much as I thought I would per sale, with Etsy taking about £5 for each sale"

MAIN RISK: Etsy could change fee structures quarterly, requiring constant updates to keep accuracy.

02

VERIFIED GAP

Manufacturing cycle time tracker

Build a mobile app that logs cycle time per product per step with simple taps or barcode scans and exports clean data to existing ERP.

THE GAP

Manufacturers need to track cycle time per product at each step, but available options are either massive, expensive ERP/MES systems or manual stopwatch/Excel workarounds that yield unreliable data.

SIGNALS n=22

WORKAROUNDS 6

PAY SIGNALS 1

SHAPE mobile

CHANNEL seo

Pain — is the need real?

5.8/10

22 people voiced it · 6 already hand-roll it · 1 mention paying

Build — can a small team win?

4.5/10

mobile build · ranking difficulty 14/100 · 2 signals describe work away from a desk

IN THEIR OWN WORDS

n=22, showing 2

“I ended up coding something from scratch :)”

WORKAROUND

Reddit ↗

“We area small company of only about 50 people so I can’t go crazy on the budget.”

WTP

Reddit ↗

SEARCH FOOTPRINT

Google Ads + Labs data

KEYWORD	VOL/MO	KD	CPC	
manufacturing tracking	20	0	—	
time study manufacturing	110	0	\$17.37	
timeline for manufacturing	50	0	—	
Combined monthly searches across all 15 verified keywords		419,970		

WHY IT’S OPEN

4 keywords where Google's top 3 contains **no working tool** — unsatisfied intent, the strongest opening there is.

Average incumbent weakness **41%** across 15 checked result pages — the current answers are beatable.

1 Simple Mobile Cycle Timer

A mobile app where workers tap start/stop per product step, giving immediate cycle time data without ERP complexity.

WHO small manufacturers under 100 employees

SHAPE mobile

CHANNEL seo

BACKED BY: Complaint: 'We are a small company of only about 50 people so I can't go crazy on the budget.' and 'Looking for something cost effective.'

MAIN RISK: Workers forget to tap consistently, resulting in the same unreliable data the manual workarounds produce.

03

VERIFIED GAP

Cheap phone label printer

A \$50 thermal printer that shows up as a standard printer on any phone via Bluetooth and prints crisp 300 DPI labels without needing a companion app.

THE GAP

People need to print shipping labels on a tight budget using only their phone, but current affordable options require a computer, a proprietary app, or have poor print quality that causes scanning failures.

SIGNALS **n=21**

WORKAROUNDS **3**

PAY SIGNALS **2**

SHAPE **onepager**

CHANNEL **seo**

Pain — is the need real?

5.4_{/10}

Build — can a small team win?

10.0_{/10}

21 people voiced it · 3 already hand-roll it · 2 mention paying

onepager build · ranking difficulty 8/100 · no clear signal; defaulted pending human review

IN THEIR OWN WORDS n=21, showing 2

“I used to buy label sheets for my regular printer until I was selling more.”

WORKAROUND [Reddit ↗](#)

“I just print on regular paper with a laserjet then cut and tape to size.”

WORKAROUND [Reddit ↗](#)

SEARCH FOOTPRINT Google Ads + Labs data

KEYWORD	VOL/MO	KD	CPC	
best shipping label printer for small business ▲	210	0	\$3.33	
cheap label printer	590	13	\$6.18	
small label printer	720	11	\$3.71	
Combined monthly searches across all 15 verified keywords		31,280		

WHY IT'S OPEN

2 keywords where Google's top 3 contains **no working tool** — unsatisfied intent, the strongest opening there is.

Average incumbent weakness **40%** across 15 checked result pages — the current answers are beatable.

1 Bluetooth Label Printer App

A mobile app that emulates a printer driver so you can print directly from your phone via Bluetooth without a proprietary app.

WHO **Etsy sellers shipping from home**

SHAPE **mobile**

CHANNEL **seo**

BACKED BY: Answers the complaint 'I just want it to show up as a printer and not have to use an APP to connect to it.'

MAIN RISK: Cheap Bluetooth thermal printers have unreliable stacks and may not work with this wrapper, causing user frustration.

04

VERIFIED GAP

Multi-Channel Inventory Sync

A simple SaaS that automatically syncs inventory counts and bill-of-materials tracking across Etsy, Shopify, and WooCommerce so you never oversell and never manually update.

THE GAP

Sellers of limited-stock handmade goods struggle to keep inventory accurate across Etsy, Shopify, WooCommerce, and their own website because existing tools are too clunky, error-prone, or expensive.

SIGNALS **n=26**

WORKAROUNDS **5**

PAY SIGNALS **3**

SHAPE **saas**

CHANNEL **seo**

Pain — is the need real?

5.3/10

26 people voiced it · 5 already hand-roll it · 3 mention paying

Build — can a small team win?

6.0/10

saas build · ranking difficulty 20/100 · 7 recurring-workflow cues and 5 people already hand-rolling it

IN THEIR OWN WORDS n=26, showing 2

“I list all the products I can make with the same materials and when I have material left for only one or two products, I deactivate the ones that sell less”

WORKAROUND [Reddit ↗](#)

“their pricing tiers and am afraid it might be too pricey to start with”

WTP [Reddit ↗](#)

SEARCH FOOTPRINT Google Ads + Labs data

KEYWORD	VOL/MO	KD	CPC	
ecommerce inventory management	880	9	\$42.38	
inventory management ecommerce	70	9	\$74.34	
shop inventory management	30	41	\$84.79	

Combined monthly searches across all 15 verified keywords

4,410

WHY IT'S OPEN

1 keyword where Google's top 3 contains **no working tool** — unsatisfied intent, the strongest opening there is.

Average incumbent weakness **33%** across 15 checked result pages — strong purpose-built competitors rank here; win on a wedge, not head-on.

1 Multi-platform sync tool

Affordable inventory sync between Etsy, Shopify, WooCommerce, and personal sites with no tier pricing.

WHO handmade sellers using multiple platforms

SHAPE saas

CHANNEL seo

BACKED BY: "Are there affordable inventory management tools that sync Etsy with Shopify or WooCommerce?"

MAIN RISK: Existing cheap or free alternatives (e.g., spreadsheets) already work for many, making paid adoption slow.

05

VERIFIED GAP

Annual Etsy Tax Summary

A tool that imports monthly Etsy CSVs, corrects the sales tax using payment records, and outputs a single accurate annual report.

THE GAP

Etsy sellers need to compile a full year of sales and tax data for filing, but Etsy only offers monthly CSV files with an unreliable sales tax column, forcing them to manually combine data from multiple sources.

SIGNALS n=23

WORKAROUNDS 6

SHAPE tool

CHANNEL seo

Pain — is the need real?

4.6/10

23 people voiced it · 6 already hand-roll it · 0 mention paying

Build — can a small team win?

9.0/10

tool build · ranking difficulty 13/100 · Complaints describe needing to compile scattered monthly CSV exports and correct inaccurate sales tax columns, which a browser-based tool that merges/fixes Etsy CSVs into an annual summary would solve without requiring an account or ongoing workflow.

IN THEIR OWN WORDS

n=23, showing 2

“Build a little spreadsheet, write it all down on paper, whatever works for you.”

WORKAROUND

Reddit ↗

“i put each etsy download in a separate tab in an excel worksheet and the annual summary i download from PayPal as well as a tab for mileage and anything else that's a deduction and print out my reports”

WORKAROUND

Reddit ↗

SEARCH FOOTPRINT

Google Ads + Labs data

KEYWORD	VOL/MO	KD	CPC	
etsy income tax	30	4	—	
does etsy remit sales tax	50	0	—	
etsy 1099	260	0	—	
Combined monthly searches across all 15 verified keywords	5,020			

WHY IT'S OPEN

3 keywords where Google's top 3 contains **no working tool** — unsatisfied intent, the strongest opening there is.

Average incumbent weakness **32%** across 15 checked result pages — strong purpose-built competitors rank here; win on a wedge, not head-on.

WAYS TO ATTACK IT 1 distinct play

1 Annual Etsy Tax Aggregator

Imports all monthly CSVs, corrects sales tax column using the proven subtraction method, and outputs one annual report.

WHO **All Etsy sellers**

SHAPE **tool**

CHANNEL **seo**

BACKED BY: Addresses complaint 'Am wanting the EASY breakdown from Etsy for the year but there doesn't seem to be one'

MAIN RISK: Etsy may change CSV format or block automated access.



Explore these gaps live

Every gap in this report — and the evidence behind every number — is browsable in the GapSonar engine. Search the corpus in plain language, drill into each complaint, and watch new gaps land as the sonar keeps sweeping.

app.gapsonar.io

© GapSonar · Issue 2026-07 · Quotes remain the property of their authors and are excerpted under fair use with links to the original discussions. Search metrics via licensed third-party data. This report is market research, not investment or legal advice.