

Etsy Fee Cheat Sheet 2026: US, UK and EU

Every fee Etsy takes on a sale, by payment-account country. Rates read from Etsy's help centre on October 28, 2026. Free calculator: getrevenueoperator.com/tools/etsy-fee-calculator

1. The fees on every sale

Seller	Listing (per sale)	Transaction	Payment processing	Regulatory Operating fee	VAT on Etsy fees
US	\$0.20	6.5%	3% + \$0.25	—	—
UK, no VAT ID	£0.15	6.5%	4% + £0.20	0.48%	20%
UK, VAT ID	£0.15	6.5%	4% + £0.20	0.48%	—
Germany, no VAT ID	€0.18	6.5%	4% + €0.30	—	19%
France, no VAT ID	€0.18	6.5%	4% + €0.30	1.14%	20%
Ireland	€0.18	6.5%	4% + €0.30	—	23%

- Transaction, processing and Regulatory Operating fees are charged on item price **plus the postage you charge**.
- Listing fee is \$0.20 USD (shown as £0.15 on Etsy UK; about €0.18 at the Oct 27, 2026 ECB rate). Multi-quantity listings renew for \$0.20 after each sale.
- Offsite Ads: 15% of the order (12% if your shop made \$10,000+ in the last 12 months), max \$100 per order, only on sales from those ads.
- Currency conversion: 2.5% if your listing currency differs from your payment account's. Other ROF countries: Italy 0.80%, Spain 0.88%, Hungary 1.97%, Canada 0.50%.
- VAT on fees: UK and EU shops pay it unless they've added a VAT ID to Etsy; Ireland shops pay it either way. US shops don't.

2. Worked examples: total Etsy fees and what you keep (no postage, no Offsite Ads)

Price	US	UK, no VAT ID	UK, VAT ID	Germany, no VAT ID	France, no VAT ID	Ireland
5	\$0.93 keep \$4.08	£1.08 keep £3.92	£0.90 keep £4.10	€1.20 keep €3.80	€1.27 keep €3.73	€1.24 keep €3.76
10	\$1.40 keep \$8.60	£1.74 keep £8.26	£1.45 keep £8.55	€1.82 keep €8.18	€1.97 keep €8.03	€1.88 keep €8.12
20	\$2.35 keep \$17.65	£3.06 keep £16.94	£2.55 keep £17.45	€3.07 keep €16.93	€3.37 keep €16.63	€3.17 keep €16.83
30	\$3.30 keep \$26.70	£4.37 keep £25.63	£3.64 keep £26.36	€4.32 keep €25.68	€4.77 keep €25.23	€4.46 keep €25.54
50	\$5.20 keep \$44.80	£7.01 keep £42.99	£5.84 keep £44.16	€6.82 keep €43.18	€7.56 keep €42.44	€7.05 keep €42.95

3. Break-even: what to charge to keep a target per sale

Price = (Keep + (Listing + Flat fee) × (1 + VAT)) ÷ (1 – (6.5% + Processing% + ROF%) × (1 + VAT)) – Postage

Example, UK seller, no VAT ID, keep £10: (10 + (0.15 + 0.20) × 1.2) ÷ (1 – (0.065 + 0.04 + 0.0048) × 1.2) = **£12.00**. Add your costs (materials, postage, packaging) to "Keep" for physical items.

Keep per sale	US	UK, no VAT ID	UK, VAT ID	Germany, no VAT ID	France, no VAT ID	Ireland
5	\$6.02	£6.24	£6.01	€6.37	€6.48	€6.42
10	\$11.55	£12.00	£11.63	€12.08	€12.29	€12.16
15	\$17.07	£17.76	£17.24	€17.79	€18.10	€17.90
25	\$28.12	£29.28	£28.48	€29.22	€29.73	€29.39
40	\$44.70	£46.55	£45.33	€46.36	€47.16	€46.61

4. Before the first sale

- No monthly fee for a standard shop. Many new shops pay a one-time, non-refundable set-up fee: introduced at \$15 for some new shops; Etsy says the amount varies by location and shows it during set-up (plus tax where it applies).
- Each listing: \$0.20 for 4 months or until it sells. Etsy Ads and Etsy Plus are optional.

Sources (read October 28, 2026): Etsy Help articles 115015628847 (processing fees), 115014483627 (fees and taxes), 1500011073202 (Regulatory Operating fee), 360040584433 (VAT on seller fees); etsy.com/uk/sell; Etsy Fees & Payments Policy; Etsy Seller Handbook (set-up fee); ECB reference rates Oct 27, 2026. Arithmetic only, rounded to the cent; not tax advice. Etsy can change its fees, so check help.etsy.com before you price. Made by Revenue Operator (Tyasi LLC), PO Box 20324, Knoxville, TN 37940 · hello@getrevenueoperator.com