



Grant Thornton

An instinct for growth™

A study on the Adoption of Ecommerce in the Crafts Industry

22nd March 2016

Caroline Pavia Sciortino
Business Consultant
Grant Thornton



Agenda

- The sales channels adopted
- The main trends dominating the sector
- Cutting edge technology
- Some statistics



Trends in the crafts sector

- Manufacturing and retail sectors reliant on traditional sales channels
- The crafts sector is no exception



Crafts-related studies in the UK and Ireland

- Some crafts businesses make use of their own websites to sell their products
- The majority of such websites contain features such as:
 - email enquiry
 - product images and specifications
 - online trading facilities
- specialised craft retail sites such as Etsy.com.



E-commerce options

- to develop their own e-commerce application
- add a shopping cart to their website
- make use of third party websites such as Craftsbay.ie and etsy.com



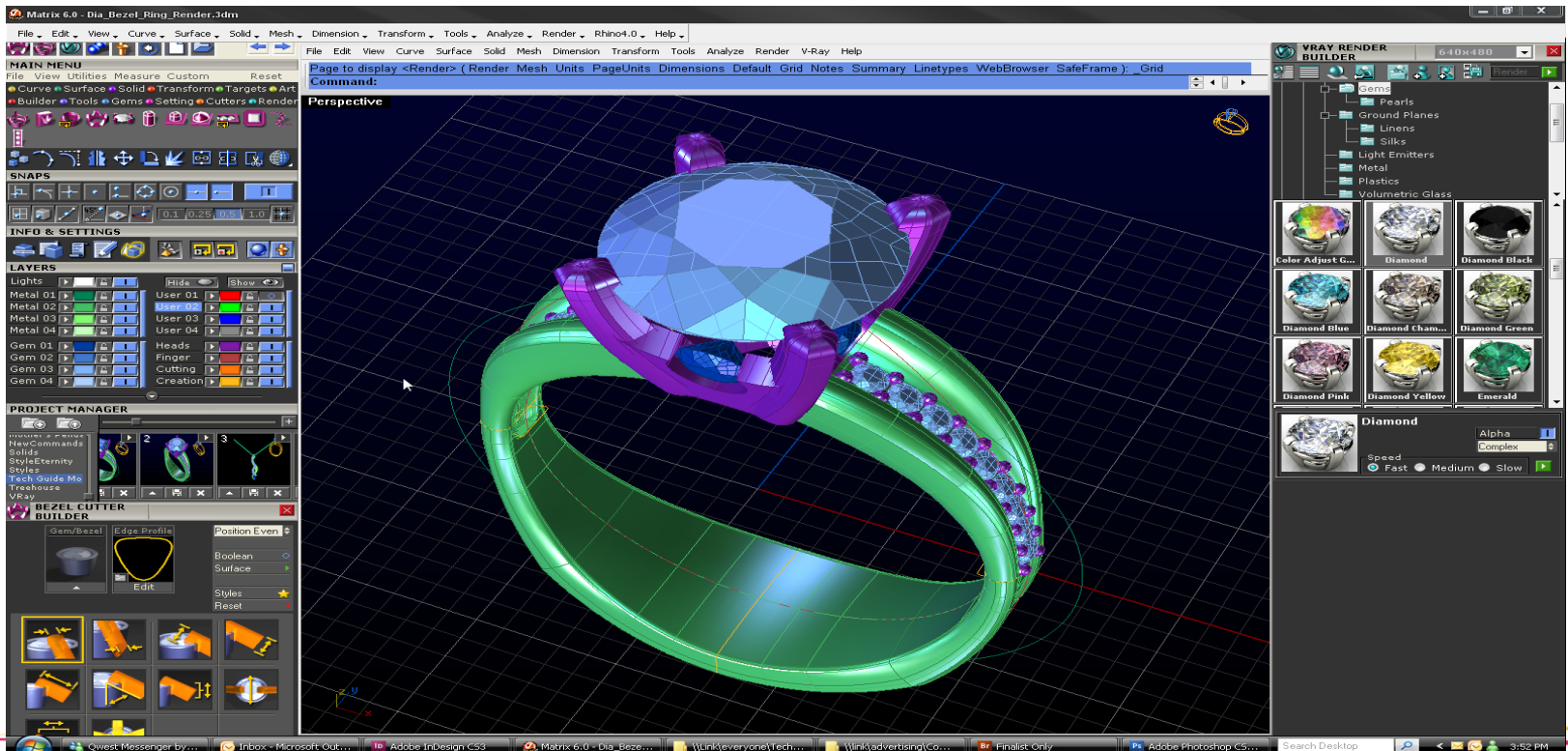
CUSTOM

**CREATE YOUR OWN BUCKLE,
OR WE CAN HELP DESIGN
ONE FOR YOU.**

**CLICK THE OTHER PICS TO SEE SAMPLES OF OUR WORK,
QUANTITY DISCOUNTS AVAILABLE. CONVO US FOR QUOTES**

Technology – A useful tool?

- using digital technologies at different stages of the manufacturing process
- tend to outsource the work related to technology



Global Statistics

- 93% sell their products through a gallery or a shop
- own website (32%)
- event and festivals (13.3%), and fairs (8.6%).
- only 30% export their products.



Global Statistics

- 91% of the crafts retailers have their own website
- over 50% having features that allow customers to buy their goods online



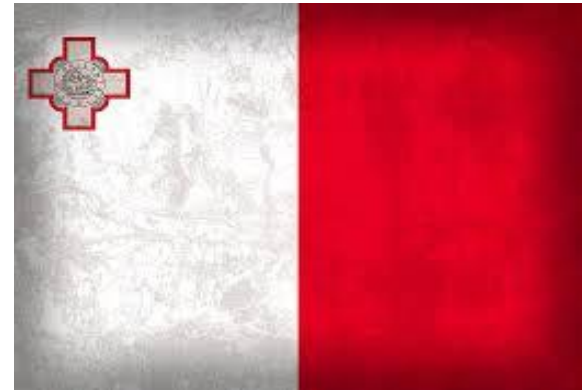
Materials are also changing...

- plastics and recycled material (39%)
- textiles (47%)
- paper (28%)
- ceramics (17%)
- metal (17%)

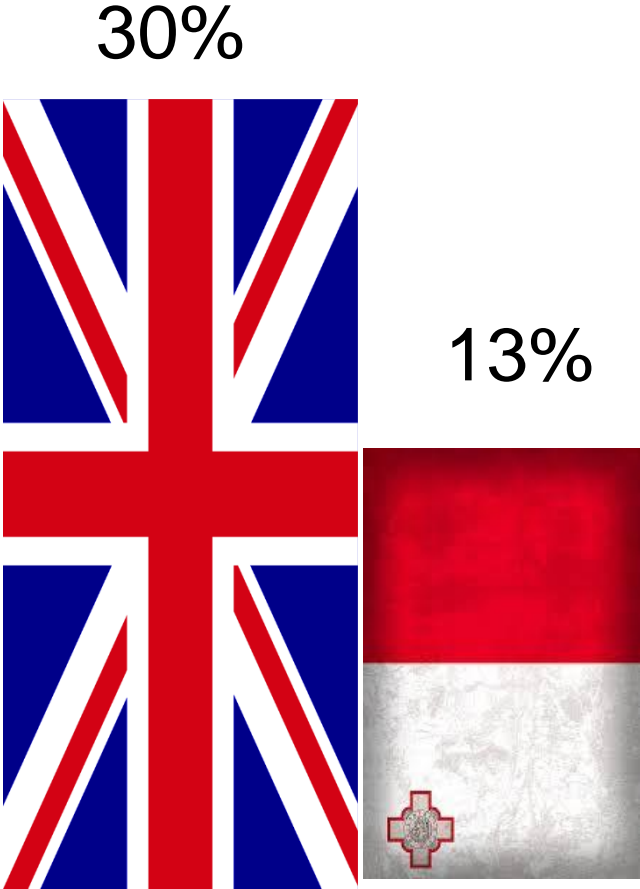


The local scenario

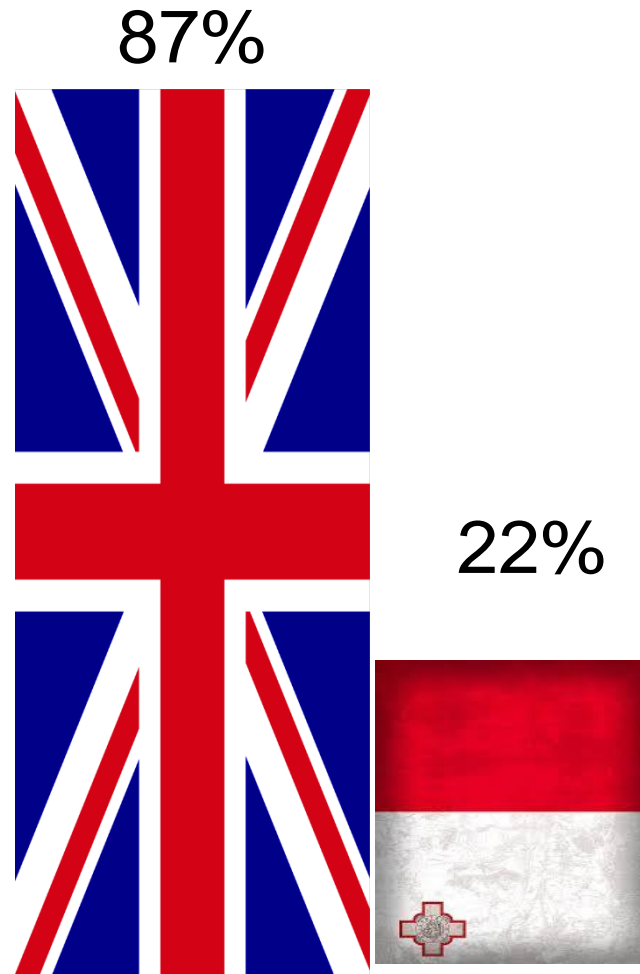
- as a hobby (32%)
- self-employed (39%)
- main occupation (50%)
- part-time (14%)



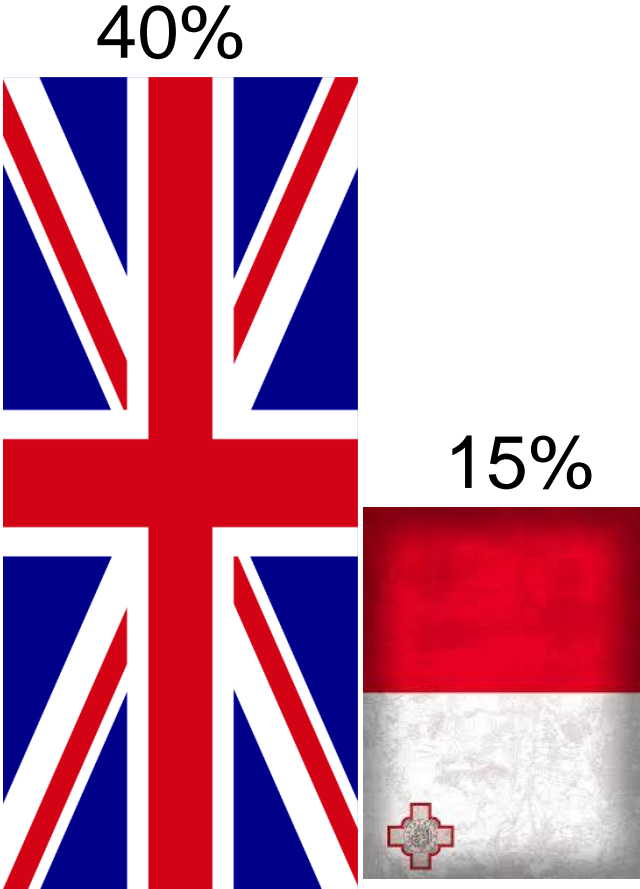
Some Comparisons...Exports



Some Comparisons...website ownership



Some Comparisons...Online trade



Conclusions

- Local craftsmen exhibit some degree of apprehension when considering going online.
- Online presence is achievable and attainable, assuming that the local craftsmen find the necessary help and mentoring required.

