

THE BULGARIAN PRESENCE ON THE DIGITAL PLATFORM ETSY

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Abstract

Despite platform economy's significant impact on contemporary labour markets, the presence of digital platforms in Bulgaria has been not been extensively studied. This article attempts to provide an overview of the performance of Bulgarian users in the largest web platform for sale of hand-crafted products Etsy. The main questions of the study are whether Bulgarian sellers are successful on Etsy and whether the platform is popular among people living in poorer/remote areas. The results are based on data collected through data scraping of Bulgarian Etsy profiles, and examine their rise over the years, sales volumes and geographical distribution.

Keywords: platform economy; digital labour; Bulgarian crafts; platform work

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