

App Store complaint report

Etsy: Shop from Real People · Etsy, Inc. · current version 8.0

Generated 2026-10-24 from the 300 most recent public App Store reviews across 3 storefronts (2026-06-29 to 2026-10-22).

Metric	Value
Reviews analysed	300 (300 classified by AI)
Average stars (these reviews)	3.89
Reviews with a complaint	77 (26%)
Storefronts	CA 100, GB 100, US 100
All-time App Store rating (US)	4.92 from 7,342,213 ratings

Complaint categories

Category	Reviews	Avg severity (0-3)	Most affected versions
Bugs	46	2.3	7.96 (9), 8.0 (8), 7.99 (7)
Pricing / subscription	31	2.0	8.0 (8), 7.99 (6), 7.97 (3)
UX / design	20	2.1	7.96 (5), 8.0 (5), 7.99 (3)
Feature requests	19	2.1	8.0 (6), 7.99 (5), 7.96 (3)
Crashes / freezes	7	2.8	6.83 (1), 7.94 (1), 7.89 (1)
Ads	6	2.5	7.96 (4), 7.91 (1), 8.0 (1)
Performance	3	2.3	7.86 (1), 7.84 (1), 7.99 (1)

Trend by version (newest first)

Version	Reviews	Avg stars	Complaint share
8.0	81	4.1	22%
7.99	42	3.9	26%
7.98	15	4.5	20%
7.97	27	3.8	19%
7.96	26	3.0	50%
7.95	18	4.3	17%
7.94	15	4.0	27%
7.93	15	3.7	13%

Representative quotes

Bugs

“I’ve had bad after bad experience and can’t wait to delete this app. – From scammers in the plant world to engagement ring New York based sellers (secretly from china possibly) I’ve honestly had enough. No app can be 100% safe from scammers or people being fi” (1★, v8.0, GB, 2026-10-21)

“Love and hate relationship – I love Etsy because you can find so many things from small businesses, and are able to support them. The issue I have is that I’m constantly having issues with the app. For example, it will say that I have 99 items in the cart, but” (3★, v7.84, CA, 2026-07-06)

Pricing / subscription

"Worst UX – Probably one of the worst apps I ever used. Never once have I ever gotten a decent recommendation. The for you recs are completely irrelevant. I never searched or bought anything crochet/boho related and those are all the recs I'm getting. Just tell" (1★, v7.99, US, 2026-10-18)

"Please fix your app like frick – Can't open my cart, can't see the status of my order, can't track the shipping. You took my money with no problem though" (1★, v7.89, CA, 2026-08-07)

UX / design

"Terrible layout – On an iPad, you can only see two items at a time, and they don't even entirely fit on the screen. Despite the oversized thumbnails, you can't always make out what is in the photo because they're cropped and zoomed." (1★, v8.0, US, 2026-10-21)

"Not working – I don't know what's happening with the app right now but i just can't find what I want on there. Like i've been searching for birthday decorations/birthday banners and it's been showing me personalised backpacks for kids, seems very AI drop-shipp" (1★, v7.96, GB, 2026-09-27)

Feature requests

"Notifications not wanted – How many times do I have to ignore notification tab when I have switched them all off. It's so annoying. Please fix this. I only want to be notified if I get a message from someone. Not if some random thing in my wish list is running" (1★, v7.99, GB, 2026-10-16)

"Post Office Box or, physical address??? – Could sellers please let us know what address to list for our purchase deliveries! So many mix ups and delayed deliveries due to address confusion!" (5★, v8.0, US, 2026-10-20)

Crashes / freezes

"App keeps on crashing – No matter how many times I update the app, it keeps on crashing. I thought updating would fix the issues. Clearly it has not." (1★, v7.94, CA, 2026-09-12)

"Love the app but... – App keeps freezing on messages." (1★, v7.86, CA, 2026-07-16)

Ads

"AI has ruined the search function – The broken search ad-algorithm is forcing me to stop using this app. Fortune teller paid ads are flooding the search." (1★, v7.96, GB, 2026-09-26)

"Too much AI – Way too much AI use now. Theres no quality control on AI being used to advertise product. So frustrating." (2★, v7.91, CA, 2026-08-20)

Performance

The 10 most important fixes

1. Improve content quality [Feature requests · 32 reviews · avg severity 2.3/3 · versions 8.0, 7.96]

Review the content areas users name; add a "report a problem" button on content.

"This company is a shadow of its former self – Etsy went the way of every other company these days and started chasing infinite growth for shareholders instead of upholding the things that people actually liked about it. Mass manufactured st" (2★, US)

2. Answer support requests [Bugs · 19 reviews · avg severity 2.4/3 · versions 8.0, 7.99]

Add an in-app contact option and reply to these App Store reviews; Apple lets developers respond publicly.

"No customer support – I've had an issue in the app and submitted help tickets but they have remained unanswered. I have not received any response what so ever. I wish all the sellers had their own sites so I can just shop directly with them" (1★, US)

3. Soften the redesign backlash [UX / design · 17 reviews · avg severity 2.2/3 · versions 7.96, 7.99]

Explain the change in-app, restore the most-missed option, or offer a setting for the old behaviour.

"Awful update – The new update makes it so it shows you stores instead of individual items which is so hard to search in. I don't understand why it changed. The app is also full of AI slop" (1★, CA)

4. Fix login / account access [Bugs · 11 reviews · avg severity 2.4/3 · versions 7.99, 8.0]

Audit the sign-in flow (SSO, password reset, verification emails) on the latest version; add clear error messages.

"Take my money ig.... – Partially my fault but I payed for an item and I forgot to log into my account assuming it was already logged in and you've just taken my money and now I can't get my purchase???? I shouldn't have even been able to purc" (1★, GB)

5. Simplify navigation [UX / design · 10 reviews · avg severity 2.0/3 · versions 8.0, 7.96]

Run a quick usability test on the screens users mention; remove extra taps and pop-ups.

“Terrible upgrade – Recent upgrade puts gambling and other adds before your search. The site has been infiltrated with cheap overseas “shops” and it’s incredibly difficult to find authentic artist on the app anymore. Really disappointed with” (1★, CA)

6. Fix notifications [Bugs · 8 reviews · avg severity 2.0/3 · versions 7.96, 7.97]

Check notification delivery and let users control frequency in settings.

“Notifications – STOP SENDING ME PUSH NOTIFICATIONS AFTER I DISABLED THEM IN THE APP FFS” (1★, GB)

7. Fix features broken by the latest update [Bugs · 6 reviews · avg severity 2.1/3 · versions 7.96, 7.90]

Add regression tests for the features users name in these reviews before the next release.

“What the blue blazes? – I updated the app yesterday and now the search function is borked, returning ‘Brutal tarot readings’, ‘Past Life Psychic Readings’, ‘Job offer attraction rituals’, ‘I will enter their mind-telepathy readings’, oh... an” (1★, GB)

8. Ship the most requested feature [Feature requests · 6 reviews · avg severity 2.0/3 · versions 8.0, 7.96]

Read the quotes below for the exact request; consider a public roadmap.

“Basic usability removed – How is there no option to sort items saved to lists? Seriously the option used to be there and was taken away. Items aren’t even sorted chronologically, it’s just whatever order Etsy’s AI feels like giving you that” (1★, US)

9. Justify or adjust the price [Pricing / subscription · 6 reviews · avg severity 1.9/3 · versions 7.99, 8.0]

Test a cheaper tier, annual discount or one-time purchase; show what paid users get.

“Shipping Costs Too High – I have had a few times that I was buying a small patch or sticker and the shipping was more than the item. The sellers say that it is Etsy that has set these high prices, in all three scenarios I chose not to purch” (3★, US)

10. Fix crash on launch [Crashes / freezes · 3 reviews · avg severity 2.9/3 · versions 6.31.1, 7.96]

Check crash logs (Xcode Organizer / Crashlytics) for the affected version and device models first.

“Ergent – Your app is not working. Fix problem. It will not open no updates do please. Post update so repair your app in App Store update not bringing you to store it doesn’t open.” (1★, CA)

Method: the most recent public App Store reviews across up to 6 storefronts, collected via a third-party Apify scraper, plus the iTunes Lookup API. Reviewer names are not included. Each review was classified by TypeSafe Jev AI (7 complaint categories, 18 specific issues, severity 0-3); fixes are the specific issues ranked by number of complaining reviews × average severity. Advice lines are generic starting points; the quotes are the evidence. AI can misclassify: check the quotes. Not affiliated with Apple. Reply within 7 days for one free clarification.