



ebay for business

Promote your listings average and maximum ad rates

Take a look at what percentage of the final item price sellers have been paying to promote their listings on ebay.ca. All figures are for information only and are based on historical data collected from ebay.ca up to and including the 17th of July, 2018

Category	Average bid %	Maximum bid %
Antiques	6.81	25.70
Antiquities	9.60	25.70
Architectural & Garden	5.68	24.80
Asian Antiques	6.45	21.00
Decorative Arts	6.27	25.00
Ethnographic	15.10	15.10
Furniture	5.36	20.00
Home & Hearth	5.25	10.00
Linens & Textiles (Pre-1930)	7.99	20.00
Maps, Atlases & Globes	7.55	25.70
Maritime	10.32	25.70
Mercantile, Trades & Factories	5.06	11.90
Other Antiques	6.07	14.10
Periods & Styles	6.63	15.90
Primitives	5.28	20.00
Reproduction Antiques	6.97	20.00
Rugs & Carpets	2.62	7.90
Science & Medicine (Pre-1930)	5.00	7.50
Sewing (Pre-1930)	6.16	7.00
Silver	6.08	21.00
Art	6.99	80.00
Art Posters	4.71	21.00
Fine Art Drawings	7.13	20.00
Fine Art Photographs	11.82	80.00
Fine Art Prints	6.94	21.00
Fine Art Sculptures	5.79	20.00
Folk Art & Indigenous Art	3.65	9.00
Mixed Media Art & Collage Art	5.20	8.80
Other Art	6.95	16.00
Paintings	8.71	21.70
Textile Art & Fibre Art	9.04	20.00

Category	Average bid %	Maximum bid %
Automotive	3.92	99.00
Automotive Tools & Supplies	2.80	16.40
Parts & Accessories	5.03	99.00
Baby	5.73	100.00
Baby Gear	6.36	25.00
Baby Safety & Health	5.64	25.00
Bathing & Grooming	5.15	25.00
Car Safety Seats	4.33	20.00
Carriers, Slings & Backpacks	5.20	20.00
Diapering	5.31	100.00
Feeding	5.22	96.50
Keepsakes & Baby Announcements	6.28	21.00
Nursery Bedding	7.20	25.00
Nursery Décor	6.80	21.00
Nursery Furniture	6.64	21.00
Other Baby	6.28	21.00
Potty Training	4.74	20.00
Strollers & Accessories	5.17	25.00
Toys for Baby	5.99	100.00
Wholesale Lots	5.30	10.00
Books	5.06	33.30
Accessories	6.46	25.00
Antiquarian & Collectible	6.61	25.00
Audiobooks	4.84	20.00
Catalogs	6.26	20.00
Children & Young Adults	4.87	25.00
Cookbooks	3.79	20.00
Fiction & Literature	5.30	25.00
Magazine Back Issues	4.86	33.30
Nonfiction	4.15	25.00
Other Books	5.55	25.00

Category	Average bid %	Maximum bid %
Textbooks, Education	3.32	20.00
Wholesale & Bulk Lots	4.70	6.90
Business & Industrial	6.56	100.00
Adhesives, Sealants & Tapes	8.28	21.00
Agriculture & Forestry	5.68	25.00
Automation, Motors & Drives	4.89	21.00
Cleaning & Janitorial Supplies	13.41	20.00
Construction	5.83	21.00
Electrical & Test Equipment	5.11	100.00
Facility Maintenance & Safety	7.09	21.00
Fasteners & Hardware	4.40	21.00
Fuel & Energy	4.93	20.00
Healthcare, Lab & Life Science	4.81	25.00
Heavy Equipment	3.26	10.00
Heavy Equipment Attachments	4.63	10.10
Heavy Equipment Parts & Accs	5.51	21.00
HVAC	5.15	20.00
Hydraulics, Pneumatics & Pumps	4.80	20.00
Light Equipment & Tools	6.65	20.00
Manufacturing & Metalworking	4.95	20.00
Material Handling	11.02	30.80
Office	11.51	25.00
Other Business & Industrial	5.87	20.00
Printing & Graphic Arts	8.65	21.00
Restaurant & Catering	9.49	20.00
Retail & Services	6.38	21.00
Websites & Businesses for Sale	5.19	10.00
Cameras & Photo	5.66	59.00
Binoculars & Telescopes	5.32	21.00
Camcorders	4.57	20.00
Camera & Photo Accessories	6.08	24.00

Category	Average bid %	Maximum bid %
Camera Drone Parts & Accs	5.37	20.00
Camera Drones	5.45	20.00
Camera Manuals & Guides	3.07	10.00
Digital Cameras	4.87	20.00
Digital Photo Frames	5.56	20.00
Film Photography	5.28	20.00
Flashes & Flash Accessories	5.69	21.00
Lenses & Filters	10.14	24.00
Lighting & Studio	5.55	59.00
Other Cameras & Photo	5.83	29.10
Replacement Parts & Tools	5.22	20.00
Tripods & Supports	5.84	25.00
Video Production & Editing	4.54	20.00
Vintage Movie & Photography	5.02	20.00
Wholesale Lots	8.50	15.00

Cell Phones & Accessories	6.43	100.00
Cell Phone & Smartphone Parts	4.40	21.00
Cell Phone Accessories	8.91	100.00
Cell Phones & Smartphones	4.11	100.00
Other Cell Phones & Accs	7.29	31.10
Phone Cards & SIM Cards	7.24	21.00
Smart Watch Accessories	6.63	21.00
Smart Watches	5.47	21.00
Vintage Cell Phones	7.12	13.40
Wholesale Lots	6.67	13.50

Clothing, Shoes & Accessories	6.34	100.00
Baby & Toddler Clothing	4.59	100.00
Costumes, Reenactment, Theatre	5.73	25.00
Cultural & Ethnic Clothing	6.59	21.00
Dancewear	7.61	21.00
Kids' Clothing, Shoes & Accs	5.70	25.00

Category	Average bid %	Maximum bid %
Men's Accessories	7.87	96.90
Men's Clothing	5.52	30.00
Men's Shoes	6.66	21.00
Uniforms & Work Clothing	8.18	20.20
Unisex Clothing, Shoes & Accs	6.82	100.00
Vintage	8.24	25.70
Wedding & Formal Occasion	5.77	21.00
Wholesale, Large & Small Lots	7.83	100.00
Women's Accessories	6.39	100.00
Women's Bags & Handbags	4.29	100.00
Women's Clothing	5.45	100.00
Women's Shoes	4.48	21.00

Coins & Paper Money	4.55	25.80
Bullion	2.69	25.80
Coins: Ancient	5.00	5.00
Coins: Canada	1.96	23.80
Coins: US	3.85	20.00
Coins: World	4.68	21.00
Exonumia	4.74	20.00
Other Coins & Paper Money	3.42	10.00
Paper Money: US	7.03	25.00
Paper Money: World	3.42	10.00
Publications & Supplies	5.87	20.00
Stocks & Bonds, Scripophily	7.44	13.40

Collectibles	6.06	100.00
Advertising	6.00	21.00
Animals	7.96	21.00
Animation Art & Characters	5.40	25.00
Arcade, Jukeboxes & Pinball	5.87	20.00
Autographs	6.94	15.50
Banks, Registers & Vending	5.30	20.00

Category	Average bid %	Maximum bid %
Barware	5.85	21.00
Beads	1.00	1.00
Bottles & Insulators	5.30	15.50
Breweriana, Beer	6.02	21.00
Casino	5.38	21.00
Clocks	7.11	21.00
Comics	6.09	21.00
Credit, Charge Cards	6.50	6.50
Cultures & Ethnicities	5.00	21.00
Decorative Collectibles	6.14	25.70
Disneyana	7.75	21.00
Fantasy, Mythical & Magic	6.02	21.00
Historical Memorabilia	5.17	21.00
Holiday & Seasonal	6.55	20.00
Kitchen & Home	7.28	21.00
Knives, Swords & Blades	6.12	25.00
Lamps, Lighting	7.07	21.00
Linens & Textiles (1930-Now)	8.55	21.00
Metalware	6.91	21.00
Militaria	5.26	21.00
Non-Sport Trading Cards	6.75	21.00
Paper	5.52	21.00
Pens & Writing Instruments	6.39	25.70
Pez, Keychains, Promo Glasses	5.80	25.70
Photographic Images	6.81	21.00
Pinbacks, Bobbles, Lunchboxes	5.43	25.00
Postcards	4.63	21.00
Radio, Phonograph, TV, Phone	4.19	18.00
Religion & Spirituality	6.76	25.80
Rocks, Fossils & Minerals	7.78	100.00
Science & Medicine (1930-Now)	4.62	12.00
Science Fiction & Horror	6.18	21.00

Category	Average bid %	Maximum bid %
Sewing (1930-Now)	5.18	20.00
Souvenirs & Travel Memorabilia	6.84	21.00
Tobacciana	6.57	98.60
Tools, Hardware & Locks	6.62	21.00
Transportation	5.56	20.00
Vanity, Perfume & Shaving	5.64	20.00
Vintage, Retro, Mid-Century	8.64	20.00
Wholesale Lots	4.22	12.00

Computers/Tablets & Networking	7.45	25.60
3D Printers & Supplies	5.03	20.00
Computer Cables & Connectors	6.60	25.00
Computer Components & Parts	5.75	21.00
Desktops & All-In-Ones	9.08	20.00
Drives, Storage & Blank Media	6.81	24.80
Enterprise Networking, Servers	10.25	21.00
Home Networking & Connectivity	6.92	25.00
Keyboards, Mice & Pointers	7.40	25.00
Laptop & Desktop Accessories	7.25	25.00
Laptops & Netbooks	5.11	20.60
Manuals & Resources	4.32	6.80
Monitors, Projectors & Accs	6.03	21.00
Other Computers & Networking	7.42	21.00
Power Protection, Distribution	10.57	21.00
Printers, Scanners & Supplies	7.18	20.00
Software	5.58	20.00
Tablet & eBook Reader Accs	9.54	25.60
Tablet & eBook Reader Parts	6.36	20.00
Tablets & eBook Readers	8.34	25.00
Vintage Computing	9.14	20.00
Wholesale Lots	11.87	21.00

Category	Average bid %	Maximum bid %
Consumer Electronics	5.81	100.00
Gadgets & Other Electronics	5.38	29.80
Home Automation	5.27	31.80
Home Surveillance	5.36	40.00
Home Telephones & Accessories	5.73	20.00
Multipurpose Batteries & Power	7.54	30.10
Portable Audio & Headphones	8.42	95.00
Radio Communication	4.46	21.00
TV, Video & Home Audio	6.29	100.00
Vehicle Electronics & GPS	5.13	100.00
Vintage Electronics	4.56	28.60
Virtual Reality	6.72	20.00
Voice-Enabled Smart Assistants	4.29	10.00
Wholesale Lots	6.42	21.00
Crafts	6.14	100.00
Art Supplies	6.16	25.00
Beads & Jewellery Making	7.46	100.00
Fabric	6.03	21.00
Fabric Painting & Decorating	6.16	21.00
Glass & Mosaics	7.05	21.00
Handcrafted & Finished Pieces	6.60	21.00
Home Arts & Crafts	5.52	21.00
Kids' Crafts	5.85	21.00
Leathercrafts	5.78	25.00
Multi-Purpose Craft Supplies	6.61	26.20
Needlecrafts & Yarn	4.67	25.70
Other Crafts	6.36	21.00
Scrapbooking & Paper Crafts	4.74	25.00
Sculpting, Molding & Ceramics	5.48	25.00
Sewing	5.93	25.00
Stamping & Embossing	5.47	26.20

Category	Average bid %	Maximum bid %
Wholesale Lots	8.58	21.00
Dolls & Bears	5.51	25.00
Bear Making Supplies	5.48	7.00
Bears	5.39	20.00
Dollhouse Miniatures	5.38	20.00
Dolls	5.37	25.00
Paper Dolls	5.21	7.00
Wholesale Lots	6.24	12.50
DVDs & Movies	6.01	25.00
DVDs & Blu-ray Discs	4.13	25.00
Laserdiscs	4.31	10.00
Other Formats	4.63	6.00
Storage & Media Accessories	6.11	15.00
UMDs	5.61	19.90
VHS Tapes	6.02	20.00
Wholesale Lots	11.24	20.00
Entertainment Memorabilia	6.49	21.00
Autographs-Original	9.35	21.00
Movie Memorabilia	5.86	21.00
Music Memorabilia	6.78	21.00
Other Entertainment Mem	5.92	15.50
Television Memorabilia	6.26	20.00
Theatre Memorabilia	6.08	10.20
Video Game Memorabilia	5.20	10.00
Gift Cards & Coupons	10.24	20.00
Gift Cards	3.94	7.00
Gift Certificates	16.53	20.00

Category	Average bid %	Maximum bid %
Health & Beauty	5.71	100.00
Bath & Body	5.72	25.00
Fragrances	5.63	21.00
Hair Care & Styling	6.68	100.00
Health Care	5.87	25.00
Makeup	5.91	100.00
Massage	5.98	25.00
Mobility & Disability	5.15	25.00
Nail Care, Manicure & Pedicure	5.67	30.00
Natural & Alternative Remedies	6.15	25.00
Oral Care	5.44	20.00
Other Health & Beauty	6.69	25.00
Salon & Spa Equipment	5.97	20.00
Shaving & Hair Removal	5.53	25.00
Skin Care	5.38	33.30
Sun Protection & Tanning	3.96	20.00
Tattoos & Body Art	5.55	25.00
Vision Care	5.31	21.00
Vitamins & Dietary Supplements	6.09	25.00
Wholesale Lots	5.75	20.00
Home & Garden	6.96	100.00
Bath	7.54	25.00
Bedding	9.50	21.00
Food & Beverages	5.91	25.00
Fresh Cut Flowers & Supplies	4.15	10.60
Furniture	7.54	32.70
Greeting Cards & Party Supply	6.11	100.00
Holiday & Seasonal Décor	6.84	21.00
Home Décor	13.80	100.00
Home Improvement	7.11	99.00
Household Supplies & Cleaning	6.37	100.00

Category	Average bid %	Maximum bid %
Kids & Teens at Home	7.54	25.00
Kitchen, Dining & Bar	5.81	100.00
Lamps, Lighting & Ceiling Fans	9.34	100.00
Major Appliances	5.59	21.00
Other Home & Garden	5.54	21.00
Rugs & Carpets	7.45	40.10
Tools	5.05	25.00
Wedding Supplies	5.94	25.00
Wholesale Lots	5.15	20.00
Window Treatments & Hardware	9.47	21.00
Yard, Garden & Outdoor Living	4.46	98.50

Jewellery & Watches	6.66	100.00
Children's Jewellery	6.31	21.00
Engagement & Wedding	7.13	40.70
Ethnic, Regional & Tribal	7.57	25.80
Fashion Jewellery	5.88	100.00
Fine Jewellery	6.93	25.80
Handcrafted, Artisan Jewellery	7.51	21.00
Jewellery Boxes & Organizers	5.88	25.00
Jewellery Design & Repair	6.05	21.00
Loose Beads	8.21	100.00
Loose Diamonds & Gemstones	10.05	25.00
Men's Jewellery	5.82	50.00
Other Jewellery & Watches	5.34	21.00
Vintage & Antique Jewellery	6.40	25.80
Watches, Parts & Accessories	4.94	100.00
Wholesale Lots	5.91	8.80

Music	5.11	21.00
Cassettes	5.10	20.00
CDs	3.88	21.00
Other Formats	7.39	11.70

Category	Average bid %	Maximum bid %
Records	3.94	21.00
Storage & Media Accessories	4.07	10.00
Wholesale Lots	6.27	20.00
Musical Instruments & Gear	5.07	25.00
Brass	4.76	20.00
DJ Equipment	8.03	21.00
Equipment	5.28	20.00
Guitars & Basses	6.25	25.00
Instruction Books, CDs & Video	3.05	10.60
Karaoke Entertainment	5.00	21.00
Other Musical Instruments	5.27	20.00
Percussion	4.67	20.00
Pianos, Keyboards & Organs	4.67	21.00
Pro Audio Equipment	5.09	25.00
Sheet Music & Song Books	3.29	15.00
Stage Lighting & Effects	4.64	20.00
String	4.94	21.00
Vintage Musical Instruments	5.72	11.70
Wind & Woodwind	5.33	21.00
Pet Supplies	5.49	25.00
Backyard Poultry Supplies	5.68	20.00
Bird Supplies	5.54	20.00
Cat Supplies	5.50	25.00
Dog Supplies	5.74	25.00
Fish & Aquariums	5.74	25.00
Other Pet Supplies	5.14	25.00
Pet Memorials & Urns	5.32	8.10
Reptile Supplies	4.87	20.00
Small Animal Supplies	5.88	20.00

Category	Average bid %	Maximum bid %
Pottery & Glass	5.64	25.10
Glass	6.05	25.10
Pottery & China	5.22	21.00
Sporting Goods	5.22	62.90
Boxing, Martial Arts & MMA	3.02	25.00
Cycling	5.12	21.00
Fishing	5.22	25.00
Fitness, Running & Yoga	5.86	25.10
Golf	4.79	20.00
Hunting	4.99	25.00
Indoor Games	5.64	20.00
Other Sporting Goods	5.42	21.00
Outdoor Sports	5.49	30.00
Team Sports	5.64	21.00
Tennis & Racquet Sports	5.75	21.00
Water Sports	5.26	21.00
Wholesale Lots	5.19	10.80
Winter Sports	5.73	62.90
Sports Mem, Cards & Fan Shop	5.53	25.00
Autographs-Original	4.78	21.00
Autographs-Reprints	3.60	5.70
Fan Apparel & Souvenirs	5.47	21.00
Game Used Memorabilia	6.70	20.00
Sports Stickers, Sets & Albums	5.74	7.80
Sports Trading Cards	4.23	25.00
Vintage Sports Memorabilia	8.69	21.00
Wholesale Lots	5.00	5.00
Stamps	8.10	22.10
Africa	8.54	10.10
Asia	7.17	10.10

Category	Average bid %	Maximum bid %
Australia & Oceania	7.60	10.00
British Colonies & Territories	9.73	10.00
Canada	8.37	22.10
Caribbean	9.66	10.00
Europe	9.68	21.00
Great Britain	4.87	5.00
Latin America	7.64	10.00
Middle East	7.98	10.00
Other Stamps	8.33	10.00
Publications & Supplies	7.91	15.10
Topical Stamps	8.58	20.00
United States	8.70	20.00
Worldwide	6.77	20.00

Tickets & Experiences	5.80	6.70
Other Tickets & Experiences	5.80	6.70

Toys & Hobbies	4.82	100.00
Action Figures	3.58	25.00
Beanbag Plush	5.34	20.00
Building Toys	4.87	25.00
Classic Toys	5.90	25.00
Collectible Card Games	3.65	20.00
Diecast & Toy Vehicles	3.65	21.00
Educational	5.74	25.00
Electronic, Battery & Wind-Up	4.65	25.00
Fast Food & Cereal Premiums	4.74	20.00
Games	4.16	25.00
Marbles	5.52	20.00
Model Railroads & Trains	5.08	20.00
Models & Kits	5.68	25.00
Outdoor Toys & Structures	4.91	25.00
Preschool Toys & Pretend Play	6.01	25.10

Category	Average bid %	Maximum bid %
Puzzles	4.66	25.00
Radio Control & Control Line	4.95	97.50
Robots, Monsters & Space Toys	4.10	20.00
Slot Cars	4.33	15.50
Stuffed Animals	4.95	21.00
Toy Soldiers	5.02	15.00
TV, Movie & Character Toys	4.48	25.00
Vintage & Antique Toys	5.72	100.00
Wholesale Lots	4.08	21.00

Travel	7.43	25.00
Luggage	6.21	21.00
Luggage Accessories	7.01	25.00
Maps	4.84	20.00
Other Travel	10.94	21.00
Travel Accessories	7.91	25.00
Vintage Luggage & Travel Accs	7.66	20.00

Video Games & Consoles	4.84	100.00
Manuals, Inserts & Box Art	4.49	14.00
Original Game Cases & Boxes	6.40	18.00
Other Video Games & Consoles	5.72	21.00
Prepaid Gaming Cards	3.30	5.10
Replacement Parts & Tools	5.30	21.00
Strategy Guides & Cheats	4.42	19.90
Video Game Accessories	5.44	100.00
Video Game Consoles	5.23	25.80
Video Game Merchandise	4.23	21.00
Video Games	3.19	50.50
Wholesale Lots	5.54	20.00

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