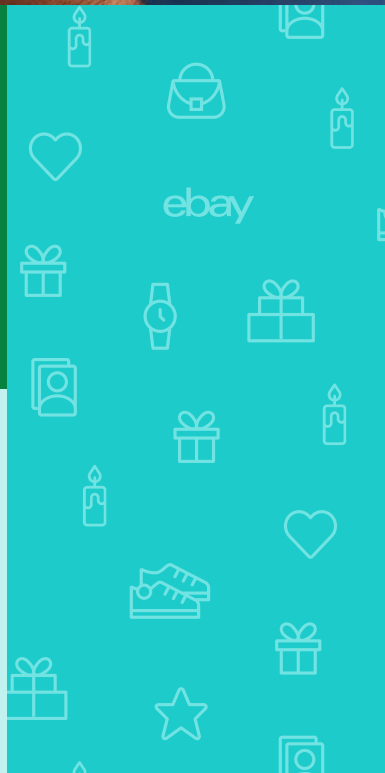




SELLER HOLIDAY SHIPPING GUIDE



20
21



Hello

The holiday selling season has started earlier than ever this year. eBay knows how important good shipping choices are to your success, so we'll work with our carrier partners throughout the season to ensure you have all the information you need to make the right shipping decisions for your business.

To kick things off, we've put together this handy guide. Filled with insights, tips and shipping best practices, it should give you a jump-start on the busiest time of year.



→ Overview	3
→ Holiday insights	4
→ What's hot for 2021	6
→ How carriers are preparing	7
→ Shipping safely	8
→ Smart Ship Tips	9
→ Shipping with eBay	10
→ International shipping	11

The season is the reason to get ready now

After 2020's subdued and socially distanced holiday season, people around the world are looking forward to resuming holiday traditions again. They're going to make up for lost time and celebrate in person with family and friends, many of whom they haven't seen for nearly two years.



Retail analysts predict that consumers are going to start shopping even earlier for the 2021 holiday shopping season than they did last year.

2021 is poised for a major return to all things holiday

And that means the best time to start planning ahead is now.

“This year, consumers are making up for lost time, big time.”

Stuart Reichenbach,
Senior Director, Shipping
eBay North America

Get ready for “one giant bash.” According to a recent article in the [Wall Street Journal](#), we can expect to see families and groups of friends combining 2020’s missed holidays and milestones into one big gathering in 2021, demonstrating our collective desire to make up for lost time.

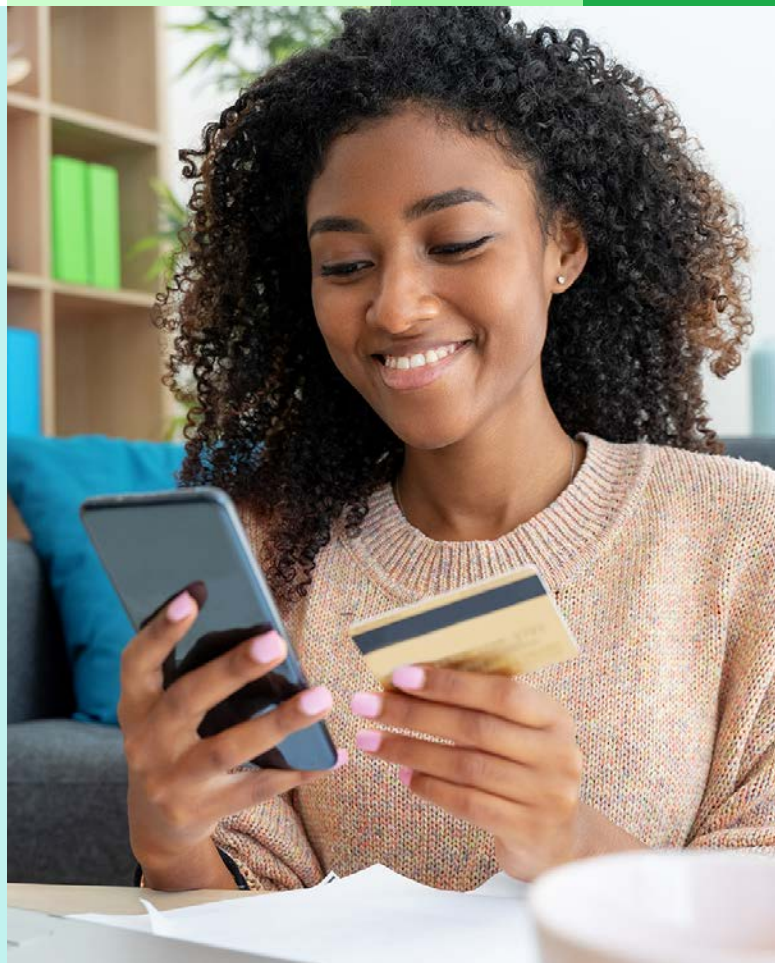
“People are ready to have fun again this holiday season and they want to be smart about it. They are getting their shopping done earlier than ever, to ensure they snag the gift items they want, and get them delivered on time.”

Adam Ireland,
VP of Buyer Experience
eBay



Holiday shopping will happen sooner this year

Demonstrating how much earlier holiday shopping is getting—and the importance of the pre-December shopping period—55% of people intending to give gifts this year plan to have finished their holiday shopping before December even starts.



31%

of U.S. consumers say they'll start holiday shopping before the end of October

24%

plan to start shopping before Thanksgiving, Black Friday and Cyber Monday

24%

plan to spend more on holiday presents and celebrations

2021 will be a banner year for buying online

2021 U.S. holiday retail sales are predicted to **increase 2.7% to \$1.093 trillion**

e-commerce holiday sales will **increase 11.3% to \$206.88 billion**

e-commerce will account for a **record-breaking 18.9%** of all holiday retail sales

Source: <https://www.junglescout.com/blog/holiday-shopping-season-statistics/>

Source: <https://www.emarketer.com/content/how-retailers-start-planning-2021-holiday-season>



Popular holiday items with attractive shipping costs

eBay's category specialists have identified some of the hottest items for this holiday season that are also easy and affordable to ship.



Toys

Every holiday season, many toys sell out long before Black Friday. This year, expect early and high demand for items such as the Fisher-Price Learning Bot, LEGO sets, Star Wars and Disney action figures and toys, Nerf Blasters and Squishmallows plush toys.

Luxury Fashion

After the postponed or subdued holiday celebrations of 2020, many people are going all out on luxurious presents this year. Trending items include diamond earrings, David Yurman and Cartier jewelry plus Louis Vuitton, Gucci, Chanel and Dior handbags.

Popular Fashion

People like giving—and receiving—practical yet fashionable gifts. This holiday season's top-selling popular fashion items range from Ugg slip-ons, Adidas sneakers and socks packs to North Face apparel, Champion joggers and branded hoodies (Adidas, Puma & Reebok).

Beauty

During the holidays, people buy beauty products as gifts as well as for their own use. Currently, the best-selling items are makeup from Thrive Causemetics, M. Asam and Laura Mercier; skincare products by L'Oréal, Clinique and Lancôme; and fragrances by Dolce & Gabbana, Giorgio Armani and Versace.

Carriers are preparing for the holiday crunch



Due to record-breaking levels of online shopping in 2021, carriers are busy enough year-round. The good news is that most of the major carriers have added capacity to their networks in the past year.

For example, FedEx® has added thousands of Walgreen's® stores as additional drop-off locations, while USPS® has added 150 new state-of-the-art sorting machines and announced a new air partnership with Southwest Airlines®.

However, despite the improvements, it's still likely that carriers will experience congestion and delays in their networks as we enter the peak holiday shipping season. Shipping what you sell through eBay Labels is the easiest way to view the most up-to-date carrier costs and estimated delivery dates.

Here's what eBay's doing to help...

Strong partnerships with carriers

eBay's relationships with the major carriers ensure that we can keep sellers up to date on any issues likely to impact delivery times or cost.

Adjusting estimated delivery dates

eBay is continually assessing our eBay Labels partner networks—looking at any delays right down to zip code level—and dynamically adjusting estimated delivery dates to provide buyers a more reasonable ETA for their items. There's no need to extend your handling times—in fact, doing so could make your items appear to be shipping more slowly than they actually are, putting off potential buyers.

Seller protections

eBay offers seller protections against shipping delays. As long as you meet your handling-time commitments, you will receive credit for on-time shipping for your Top Rated Seller qualifications. We'll evaluate carrier performance and review protections as needed during this holiday season.

Stay informed

Follow eBay's Seller News Announcements, Seller check-ins, podcasts and Seller Center updates available [here](#).



Shipping safely made simple

Our partner carriers, UPS®, FedEx® and USPS®, are continuing to develop ways to safely deliver packages to customers this holiday season. In addition to offering a variety of new services, they all offer discounted rates on eBay Labels.



Contactless pickup

USPS allows you to schedule contactless pickups for free in most locations (more than 98% of zip codes are eligible) during regular mail delivery hours. You do not have to be present when your USPS carrier picks up packages. Be sure to let USPS know exactly where to locate your packages (e.g. front porch, side door, mailroom, reception desk, etc).

Adding capacity, convenience, and flexibility

UPS has increased its capacity and can now process 130,000 more pieces per hour than last year. What's more, as sellers plan for the holidays, they can enjoy the convenience of package drop-offs at any of the more than 22,000 UPS Access Point® locations. Currently, 92% of the U.S. population lives within five miles of a UPS Access Point location. And with Saturday delivery* from UPS, buyers can receive their orders up to two days faster than before, at no extra cost.

Delivery 7 days a week

FedEx Ground now delivers to nearly 95% of the U.S. population every day of the week (at no additional cost). That means many of your shipments to residential addresses will arrive on your customers' doorsteps a day earlier while increasing customer satisfaction.

For more information on the safest shipping practices, visit the [eBay Seller Center](#).

* Coverage where available

Smart Ship Tips for the 2021 holiday season

With a steadily growing influx of holiday shoppers ready to buy right now, here are some Smart Ship Tips to help you prepare for the holiday rush while saving time and money.



Provide accurate shipping details

Your buyers' expectations are set based upon what you state in your listings. So make sure you ship according to the handling times, service (First Class, expedited, ground, air, etc.) and carrier you specify in your listings.

Keep handling times short

Keep your handling times under two days when possible. eBay will automatically adjust the estimated delivery dates during the holiday rush so there's no need to extend handling times in your listings.

Be mindful of shipping deadlines

The higher demand for package delivery during the holidays will result in longer shipping times. The major domestic carriers have set [holiday shipping deadlines](#) that you'll have to meet to help ensure timely delivery.

Use eBay Labels

This time- and money-saving service allows you to easily purchase shipping labels (with automatic tracking upload) from any of the major carriers at pre-negotiated, highly competitive rates. You can print labels at home or receive a QR code to have carriers print your labels for you.

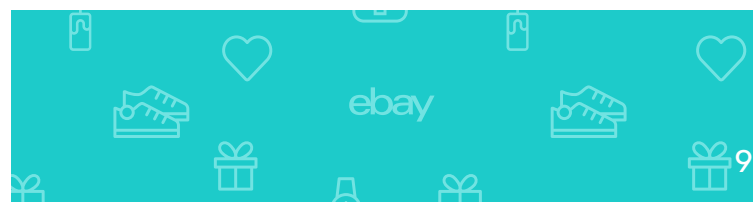
There are other benefits, too. For example, UPS® is not adding a peak surcharge for packages shipped via eBay Labels this holiday season. View our [shipping carrier peak season rate and surcharge update](#).

Communicate with your buyers

Keep in contact with your buyers throughout the shipping process to proactively address any foreseeable shipping delays. A simple “shipped your item today” message can do wonders to reassure your customers.

Large or heavy items

If you sell large or heavy items, be sure to check your freight carriers' guidelines to ensure a smooth delivery. A list of domestic freight carriers that offer trackable freight services for eBay items can be found [here](#).



eBay makes shipping easier

eBay offers several convenient, low-cost shipping options that you can use throughout the holiday season. These resources (and more) can be found in the [eBay Seller Center](#).



eBay-branded holiday shipping supplies

Give your packages a professional look with our limited-edition 2021 holiday shipping supplies. They're available at [ebay.com/supplies](https://www.ebay.com/supplies) and can be used with any carrier.

Packing your item

When possible, use regular packaging in standard sizes to ship your items. Pack your item securely (but don't seal it yet) so you can make adjustments before sending it out. Avoid using plastic shipping wrap on the exterior of boxes. Keep in mind that in addition to weight, the dimensions of a package also affect the shipping cost. Learn more about [Dimensional \(DIM\) weight](#).

Calculate and compare shipping costs

Use our [eBay Shipping Calculator](#) to estimate your shipping options and costs. Compare services and costs from USPS®, UPS® and FedEx®. Then set your shipping rates to maximize your profits or pass the savings along to your customers.

FYI: If you use a carrier's branded shipping supplies, make sure you ship with that carrier.

International shipping resources and considerations

The continuing impact of COVID and staff shortages worldwide—particularly in customs—is likely to cause delays this holiday season. However, eBay has special arrangements with carriers that will help ensure faster transit times and higher delivery confirmation rates for international shipments.

Expand to new markets

If you're looking to maximize holiday sales by selling globally, consider adding English-speaking markets with stable carrier infrastructure:

- The UK, Canada and Australia are attractive options and account for around 50% of eBay's U.S. exports
- European Union (EU) countries such as Germany, France, Spain, Italy, the Netherlands and Scandinavia also offer reliable delivery networks



Attract buyers all around the world with our international shipping services:

eBay international standard delivery

This is a low-cost, reliable international shipping option to over 210 countries, making your items even more attractive to shoppers worldwide.

Global Shipping Program

This is the easiest and fastest way to ship internationally, especially during the holidays. Simply ship your item to eBay's Global Shipping Center in Kentucky, and we'll handle it from there. Buyers pay duties and tax during checkout and eBay remits them to more than 100 countries, helping expedite packages through customs.

See 2021 [holiday shipping deadlines](#).



Get ready to greet the holidays

We wish you a happy and
profitable 2021 holiday season.
Now it's time to get ready for:

Lights.
Gifts.
Celebration.

For additional holiday selling
tips, check out our Seasonal
Playbook, available at:
[ebay.com/seasonalplaybook](https://www.ebay.com/seasonalplaybook).



ebay