



## 2022 Holiday Shipping Guide



# It's selling season

At eBay, we know how important the holiday season is to your success. To support you during the busiest shopping days of the year, we've put together this helpful holiday selling and shipping guide.

It's filled with consumer shopping insights, shipping tips, and more resources to give you a head start on the holidays.

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# Ready. Set. Sell.

This year more than ever, sellers need to prepare early for the holiday season ahead. Consumers are ready to shop now, hunting for the perfect presents to give loved ones—and themselves—all while looking to score a good deal.

**Retail analysts predict that consumers are going to start shopping even earlier for the 2022 holiday shopping season than they did last year.**

“ People are excited to experience the joy of the season —starting now.

”

**Stuart Reichenbach**  
Senior Director, Shipping  
eBay North America



# Consumers are already adding to their carts

Given the success retailers saw in 2021 by offering Black Friday deals in mid-October and extending Cyber Monday offers through the whole week, businesses are likely to jump start their promo calendars and give consumers more days to snag deals.

source: [radial.com](https://radial.com)





## By the numbers

# 8%

projected increase in spending in October compared to last year, indicating consumers are starting early

source: nrf.com

# 2MM

more people shopped from Thanksgiving Day through Cyber Monday in 2021 than in 2020 and this upward trend is predicted to continue

source: nrf.com

## Online sales will continue to soar



In 2022, U.S. holiday retail sales are expected to **reach \$1.3 trillion, a 3.3% increase** over 2021

source: roirevolution.com

2022 holiday ecommerce sales are expected to **increase 15.5% to \$235.86 billion**

source: insiderintelligence.com

**85% of consumers** plan to include online shopping in their holiday plans, up from 80% in 2021

source: npd.com

# See what's trending

eBay's category specialists have rounded up some of the hottest gifts of the year. Get ready, these items will go fast.





## Trending toys

# Perfect for playtime

Yu-Gi-Oh! Collectible Card Games

LEGO Toys and Games

Fur Real Friends

Pokemon Cards



## Trending fashion & footwear

# High-end looks

Rolex Watches

Puma Platform Sneakers

Louis Vuitton

Gucci Bags

Adidas Yeezy Boost

Nike Air Jordans



## Trending technology

# Savvy essentials

Nintendo Switch and Games

PS5 Blu-Ray

Apple AirPods

Dyson Air Wrap Multi-Styler

Refurbished iPhones



# Predicting positive carrier experiences

Major carriers have implemented ways to increase reliability and peace of mind for consumers.





FedEx® is launching picture proof of delivery prior to the holiday season.

source: [newsroom.fedex.com](https://newsroom.fedex.com)

USPS® is streamlining operations and closing in on their 95% on-time delivery goal with a national average of 2.5-day delivery time.

source: [about.usps.com](https://about.usps.com)



Despite these improvements, it's still possible that carriers will run into some delays in their networks as we enter the peak holiday shipping season.

For more carrier updates, see our [Community page](#).



# How eBay's here to support our sellers...



## **Strong partnerships with carriers**

We keep sellers up to date on any issues likely to impact delivery times or cost.

## **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.

## **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.

# Coming out on top of inflation

Even with recent price increases, job growth and wage gains have fueled an 18.1% wealth rise compared to Q3 of last year. Our experts predict that consumers will continue to spend on retail with some slight adjustments to purchasing behavior.





## Affordability is top of consumers' minds

The percentage of consumers who would switch from their favorite brand if a new brand was more affordable increased 12% quarter-over-quarter compared to last year.

source: junglescout.com

## Inventory is key

Today, people are more willing to ditch their preferred brands for brands with product in stock.

## Opportunity to provide value to buyers

According to our experts, the most important differentiator for consumers is quality, followed by discounts and availability.

This means that while big box stores struggle with inventory, eBay sellers can step in using their inventory of high quality goods as leverage and increase sales.

“I’ve been in the resale business for more than 40 years and sales are always better when inflation is higher. Buyers will be looking for good value and things they can use.”

**Mark Stewart**  
Seller  
MyAntiqueStore





# Smart Ship Tips for Holiday 2022

How to make the most of the season—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 and service (Economy, Standard, Expedited, or One-Day) you specify 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.

## Keep handling times under two days

eBay will automatically adjust the estimated delivery dates during the holiday rush, so there's no need to extend handling times in your listings.





## Communicate with your buyers

A simple “shipped your item today” message can help build trust.

## Check guidelines for large and heavy items

To ensure a smooth delivery, a list of domestic freight carriers that offer trackable freight services for eBay items can be found [here](#).

“


It’s important to look ahead to see what the holiday package surcharges and accessorial fees will be so they won’t come out of your margin.

”

**Tom Hannigan**

Seller

Secure Commerce Transport, LLC



The magic  
is here

eBay

## **eBay Labels makes shipping easier**

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.



Wishes do  
come true

All the  
presents

## eBay-branded holiday shipping supplies

Give your packages a professional look with our limited-edition 2022 holiday shipping supplies. They're available at [ebay.com/supplies](https://www.ebay.com/supplies) and can be used with any carrier.



## Calculate and compare shipping costs

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

## Packing your item

If you use a carrier's branded shipping supplies, make sure you ship with that carrier. 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](#).

**Start shipping the easy way with  
[eBay Labels](#).**

# International Shipping

## eBay international standard delivery

eBay international standard delivery supports shipments to more than 210 countries, offers tracking visibility, and includes late delivery protections for standards, service metrics, and feedback. eBay international standard delivery is a less expensive option for buyers and buyers only pay duties when required upon delivery.

## Global Shipping Program

The Global Shipping Program handles everything that makes selling abroad difficult, including arranging international shipping, completing customs forms, and handling import fees, which are paid by buyers at the time of purchase. For peace of mind, use the Global Shipping Program to ship to more than 100 countries.

## eBay International Shipping

eBay International Shipping keeps all of the benefits of the Global Shipping Program that you're already familiar with, and now simplifies international shipping even more. With eBay International Shipping, you no longer need to accept international returns. eBay handles all aspects of international returns for you, and you keep the sale. In addition, international selling fees are no longer charged, so you can keep more of your profits.





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The 2022 holiday season is looking bright. Here's to **happy** and profitable **holidays** to all.

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**Stuart Reichenbach**  
Senior Director, Shipping  
eBay North America



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