



ebay

2023 Holiday Shipping Guide

Let's make holiday magic

Every holiday season, our sellers spark joy by listing one-of-a-kind and hard-to-find items. 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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Overview

Sooner is better



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 — as long as items are on sale.

Retail analysts predict that consumers are going to start shopping even earlier for the 2023 holiday shopping season than they did last year.

source: gitnux.com

“

Our team has been working behind the scenes with our carrier partners to make shipping this season as easy as possible for our sellers.

”

Stuart Reichenbach
Senior Director, Shipping
eBay North America

Market trends

Deals for days

It's forecasted that the holiday shopping season will be driven by a hunt for discounts. Shoppers will go beyond Black Friday and Cyber Monday to seek the best retail sales and discounts across the entire season.

source: [cnbc.com](https://www.cnbc.com)





**By the
numbers**

43%

of people are likely to start shopping before October ends.

source: [finmasters.com](https://www.finmasters.com)

+4.5%

growth in overall retail spending will lead to \$1.328 trillion in sales for the 2023 holiday season.

source: [insiderintelligence.com](https://www.insiderintelligence.com)



**Online sales will
continue to soar**

Holiday e-commerce sales are expected to **increase 11.9% to \$260.56 billion.**

source: [insiderintelligence.com](https://www.insiderintelligence.com)

About 75% of shoppers intend to do their holiday shopping online.

source: [statista.com](https://www.statista.com)

Popular gifts

Hot item alert

We've rounded up some of the hottest gifts of the year. Get ready — these items will go fast.





Toys

Family fun

Barbie Dreamhouse

Crazy Forts!

GeoSafari Jr. Talking Microscope

LEGO Icons Flower Bouquets

Nintendo Switch OLED

Xbox Series X

Fashion

Luxury looks

Balenciaga track runners

Designer slides and loafers

Dior handbags

New Balance 327 Sneakers

Prada sunglasses

Rolex, Breitling, and OMEGA watches

Tech

Greatest gadgets

Apple AirPods Pro (2nd gen)

Apple Watch

Dyson Airwrap Multi-Styler

HP portable photo printer

Roomba iRobot J7+

Ninja air fryer

What eBay shoppers are eyeing

We asked our shoppers what's on their lists this year. Here's what they're saying:



79%

of eBay shoppers agree that they are likely to shop the **Toys category**.

78%

of eBay shoppers agree that they are likely to shop the **Fashion category**.

72%

of eBay shoppers agree that they are likely to shop the **Electronics category**.

The rankings are in...

eBay is a **top-three marketplace** destination for holiday shopping and great deals. This gives eBay sellers a unique edge as shoppers start their search with us.

Seller protections

We've got your back

Sellers are a top priority. Learn what we're doing to protect your business during the holidays.



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 the carrier 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.

“

Every holiday season comes with its share of excitement. Then, of course, questions and concerns come up regarding shipping costs, carrier capacity and on time deliveries. We are preparing for all of this now, and will continue to do so through peak to ensure the magic of the season is delivered to our community with care.

”

Stuart Reichenbach
Senior Director, Shipping
eBay North America

Economic insights

Coming off of sticker shock

Bank accounts are growing, but due to the rise in the cost of living and student loan payments restarting in October, shoppers are looking to score a good deal. Retailers will need to focus on offering competitive pricing strategies, attractive discounts, and compelling value.

source: [statista.com](https://www.statista.com)



Affordability is priority

About two-thirds of consumers worldwide who switched brands in the past year were looking for better deals.

source: insiderintelligence.com

Stand out from big-box stores

There's opportunity for sellers to provide value to buyers by offering:

- Designer brands for less
- Unique and vintage finds
- Quality goods people love using
- Peace of mind to gift givers with eBay's [Authenticity Guarantee](#)



“ 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

All things shipping

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.

Keep handling times under 2 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.

Be mindful of shipping deadlines, especially international ones

The holidays come with slower shipping times. Take note of carrier cutoff dates to ensure your packages reach their destination in time and remember that international delivery usually takes longer.





Use tracked shipping

Improve your buyer's experience by allowing them to see where their package is at any moment.

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](#).

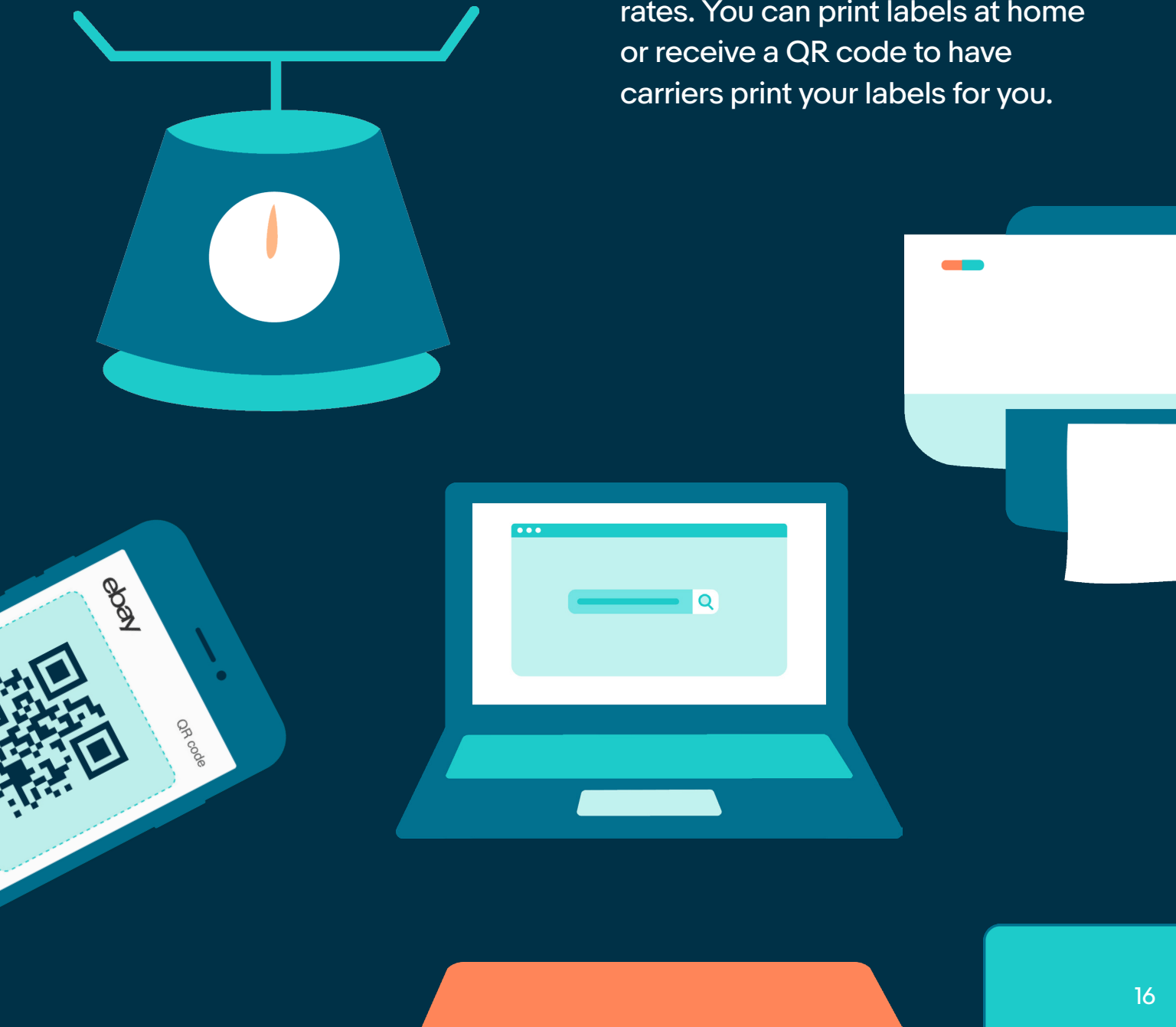
“ It’s important to look ahead to see what the holiday package surcharges and accessorial fees will be so they won’t come out of your margin. ”

Tom Hannigan
Seller
Secure Commerce Transport, LLC

Packaging options

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.





Keep your packaging professional

It's a reflection of your business. Shop eBay shipping supplies at [ebay.com/supplies](https://www.ebay.com/supplies). They can be used with any carrier.

Calculate and compare shipping costs

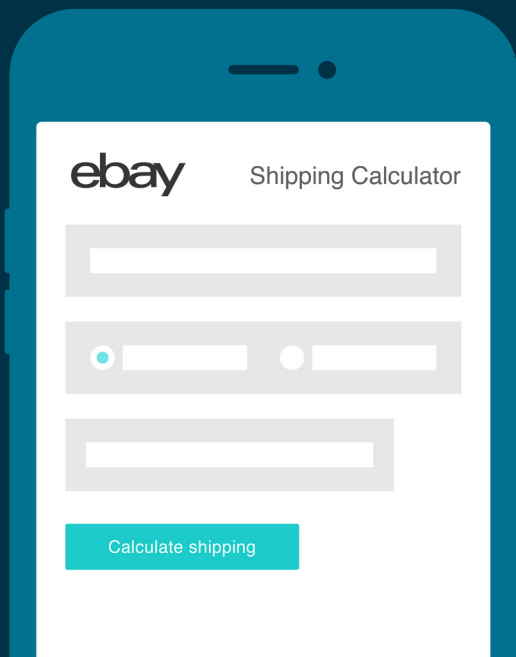
Use our [eBay Shipping Calculator](#) to estimate your shipping options and costs. Compare services and costs from major shipping carriers, then set your shipping rates to maximize your profits or pass the savings along to your customers.

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](#).





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We hope these shipping tips and shopping insights bring you great success this season. Thank you for making the holidays a magical time of year for eBay buyers.

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- eBay Shipping Team