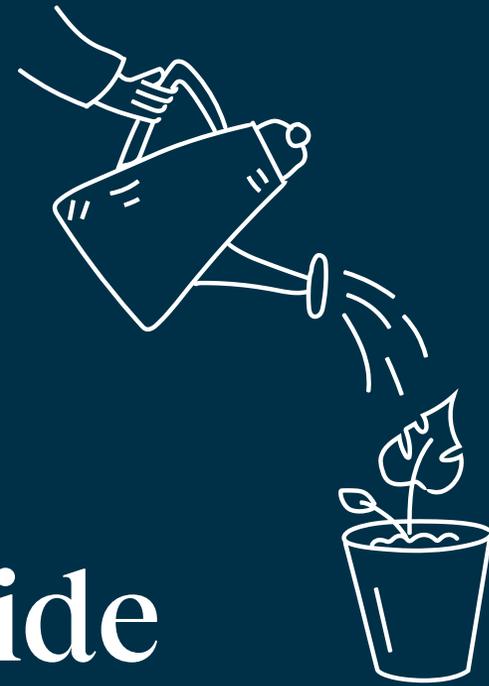


ebay Ads

# 2023 eBay Ads Spring and Summer Guide



# Online shoppers flock to eBay to get their Home & Garden goods this spring and summer.

Get ready for a spring into more sales. Our recent survey of online shoppers revealed incredible news for Home & Garden sellers on eBay, which can provide tremendous support as they plan their inventory and advertising strategies for the late spring and summer seasons.

We asked over 2,000 U.S. consumers who are 18+ and own a garden what they plan to purchase in the Home & Garden category over the spring and summer. We gathered together the most critical insights to help sellers better anticipate trends, prep for the season and understand the impact leveraging eBay's advertising solutions can have on seasonal sales.

## Did you know?

According to respondents, eBay is one of the top five online marketplaces people plan to shop on for outdoor supplies during the spring and summer.

Over seven in 10 respondents (72%) plan to spend a lot of time in their backyard or outdoor space this spring/summer. The same number (72%) state they are likely to spend more time in the comfort of their homes versus going out frequently. This supports the idea that Home & Garden will once again be top of mind as shoppers look to spruce up their outdoor space throughout the spring and summer months.



The most sought-after items that respondents plan to buy for their home and garden include:

## Gardening supplies

Over half (57%) plan to purchase things such as turf, grass, plants, bulbs and seeds.

## Home décor

Almost half (45%) are looking to purchase decorations such as lanterns, fairy lights, ornaments, candles, wind chimes, pillows and rugs for their home or garden.

## New furniture

Over a third (35%) of respondents plan to invest in hammocks, fire pits, patio sets, etc.



## Did you know?

Sellers see 50% more sales, on average, when using [Promoted Listings Advanced](#)<sup>BETA</sup>, compared to non-promoted items. Advanced campaigns allow sellers the opportunity to drive more visibility of listings through premium placements in search with enhanced budget controls and strategic keyword bidding.

# Be seen with Promoted Listings: Over a third of eBay shoppers surveyed are likely to purchase a sponsored item.

Getting your listings to rank higher in search results can help drive more sales. Our survey revealed that nearly three quarters (73%) of respondents are likely to view an item in their search results and go on to purchase it when shopping on eBay.

Concurrently, many respondents say they are likely to purchase a sponsored (promoted) item during spring and summer this year. Millennials are the most likely generational group to do this, with 52% of them reporting they would purchase a sponsored item. Tied with Millennials are 35-44 year olds, who also sit at 52% likely. Gen Z aren't far behind, with 43% of them saying they are likely to buy a sponsored item.

Consider leveraging eBay's ad solutions to catch the attention of shoppers when they're searching for items like yours.



2023 Spring and summer guide

“Since launching Promoted Listings Advanced in June 2021, our overall catalog sales have seen an increase. In fact, in May 2022 we saw over 95% sales growth compared with May 2021 as a result of our Advanced campaigns and getting involved in whole catalogue coupons.”



- [Ultimate Products](#), Home & Garden seller<sup>1</sup>

1. Seller first-party data, May 2021 vs May 2022

## Top 3 buyer influencers

Consider these top three things that will influence whether a buyer's holiday purchases include your products' promoted listings:

Influential factor	% of influenced respondents
Free Shipping	55%
Deals and Coupons	51%
Unique Items	43%

Younger Millennials (62%) and Baby Boomers (67%) are most likely to prioritize free shipping.

Similarly, younger Millennials (55%) and Baby Boomers (62%) are most likely to prioritize deals & coupons.

And Millennials (49%) are most likely to be influenced by unique items.

\*Gen Z: Surveyed adults aged 18-25  
Millennials: Surveyed adults aged 26-42  
Baby Boomers: Surveyed adults aged 59-68



To utilize the benefits of Promoted Listings Advanced<sup>BETA</sup> and increase your seasonal sales, launch a campaign today [here](#).

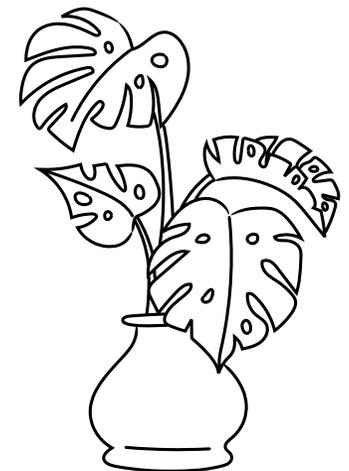
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