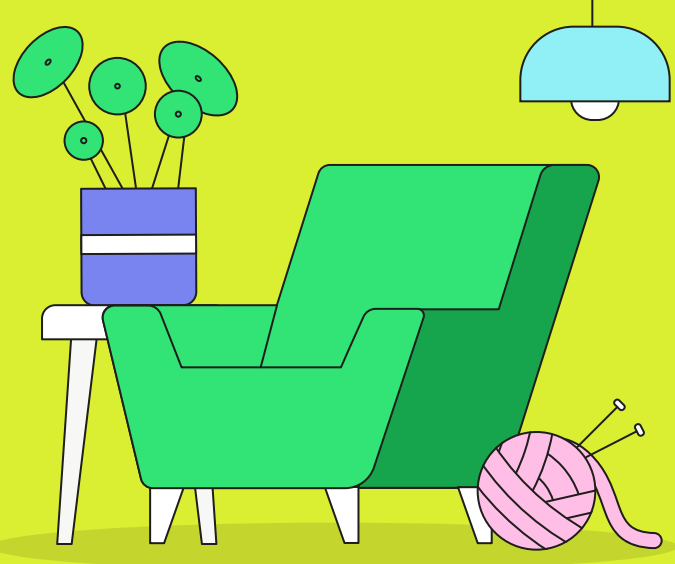


Category Insights



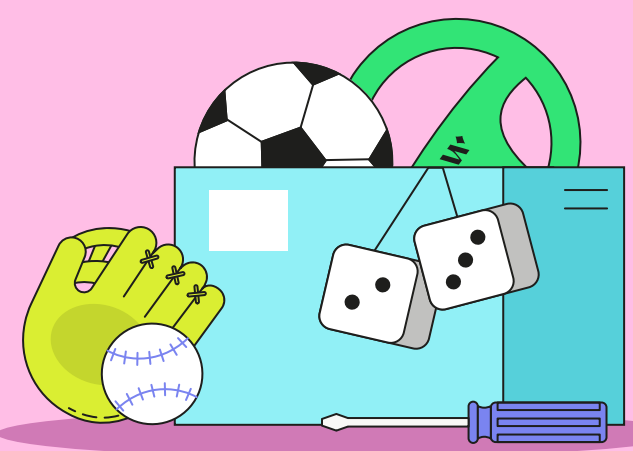
Q2
2023



HOME & GARDEN +
HOME IMPROVEMENT

PAGE
01

An illustration of a modern living room interior. It features a green armchair, a white side table with a blue and white striped vase containing green plants, a blue pendant lamp, and a ball of pink yarn with knitting needles.



HOBBIES

PAGE
03

An illustration of various hobbies. It includes a soccer ball, a green steering wheel, a baseball glove, a baseball, two dice, and a blue screwdriver.



FASHION &
BEAUTY

PAGE
05

An illustration of various fashion and beauty items. It includes a green polo shirt, a blue pen, a pink makeup palette, a gold watch, a pair of green trousers, a pair of pink sneakers, a pair of white socks, a necklace, and a ring.



ELECTRONICS

PAGE
09

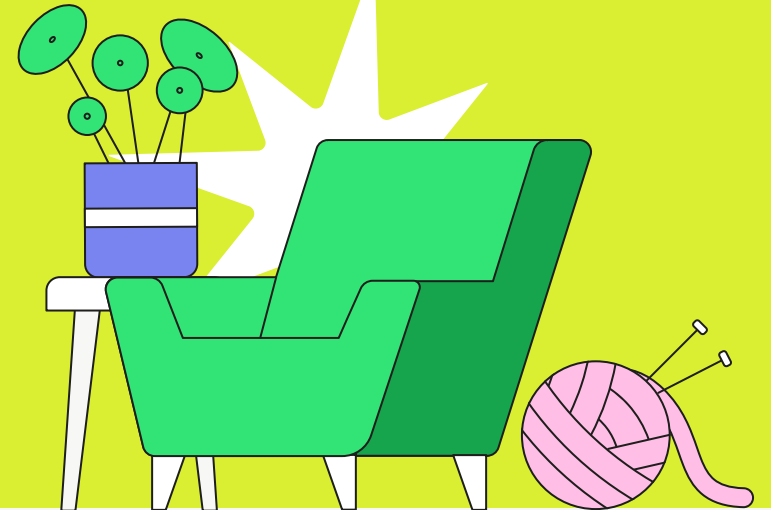
An illustration of various electronics. It includes a laptop with a 'W' logo on the screen, a green game controller, a pair of blue headphones, and a stack of books on a shelf.

Stay in the know about what's selling well, product trends, and more with Wish's quarterly category insights.

wish
MERCHANT

The category:

Home & Garden + Home Improvement



Based on previous successes:



Top Q2 GMV drivers on Wish for:

Home & Garden

- Home Decor:** Ornaments, Wall stickers, Painting & Signs
- Arts, Crafts & Sewing:** Apparel fabric, Needle arts & Crafts, Scrapbooking & Stamping
- Kitchen, Dining & Bar:** Bakeware, Drinkware, Kitchen tools & Accessories
- Home Textiles:** Bedding, Table & Sofa linens, Carpets & Rugs



Top Q2 GMV drivers on Wish for:

Home Improvement

- Lights & Lighting:** Outdoor lighting, LED lighting, LED lamps
- Hardware:** Adhesives & Sealers, Fasteners & Hooks, Magnetic materials
- Home Appliances:** Household appliances, Personal care appliances, Kitchen appliances



If you're selling internationally, popular regional subcategories include:

Latin America

Kitchen, Dining & Bar

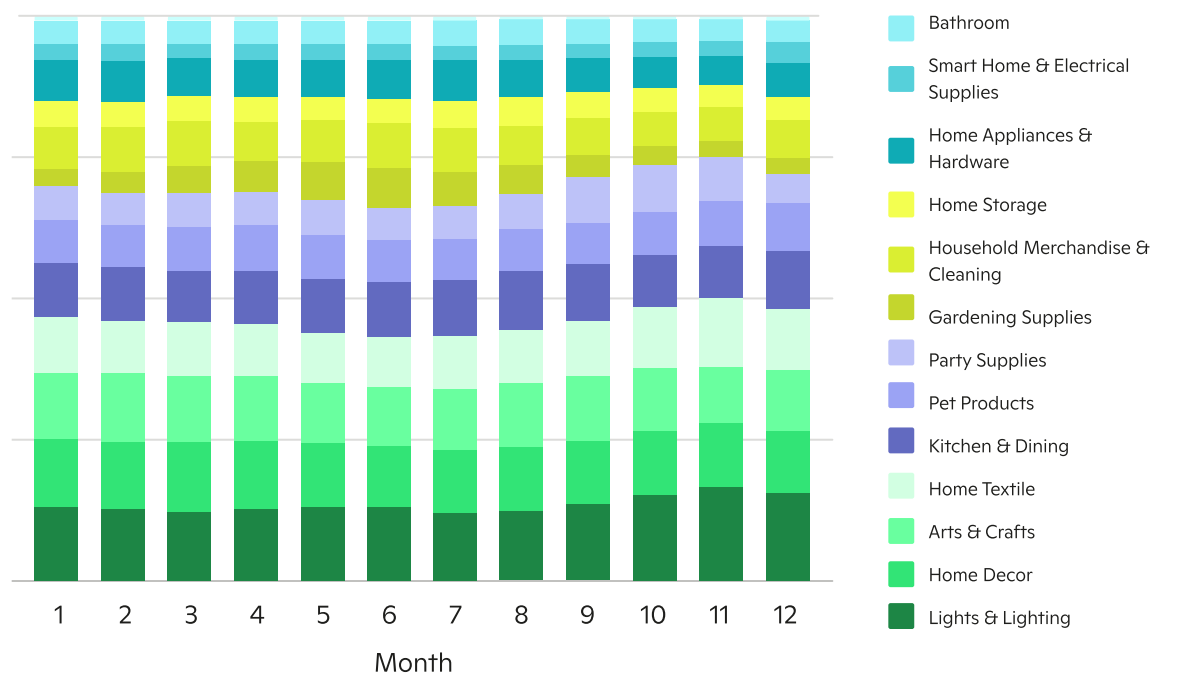
Europe

Arts, Crafts & Sewing

US/Canada:

Home Textile

2022 Home GMV Distribution



Wish's suggestions for products to upload in Q2 2023 include:



Garden Supplies

- ✦ Yard & garden decor
- ✦ Shade providers
- ✦ Watering & irrigation



Household Cleaning

- ✦ Cleaning tools
- ✦ Laundry products



Lights & Lighting

- ✦ Outdoor lighting
- ✦ LED lighting
- ✦ LED lamps



BBQ supplies

- ✦ BBQ grills
- ✦ Tools
- ✦ Covers & meshes



Pet products

- ✦ Dog collars & clothing
- ✦ Cat supplies
- ✦ Fish & aquatic supplies



Festive & party supplies

- ✦ Party decorations
- ✦ Wedding décor

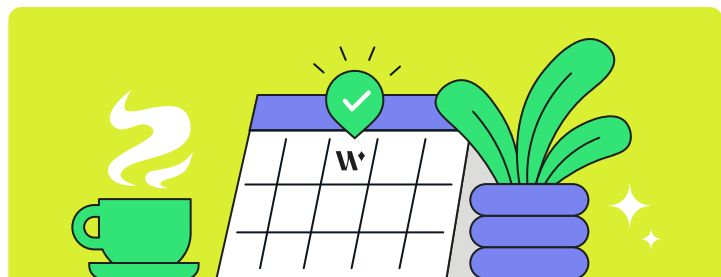


Plumbing & bathroom fixtures

- ✦ Pumps
- ✦ Parts & accessories
- ✦ Pipes & fittings
- ✦ Shower equipment
- ✦ Bathroom hardware
- ✦ Sinks, faucets & accessories

Industry insights: Home + Garden/ Home Improvement trends and opportunities

Time to help customers "Spring" into a refreshed and carefree lifestyle! Trends may include warm-weather home updates, getting back outside, celebrating Spring holidays and preparing for wedding season. Wish's Merchandising efforts in Q2 will focus on fresh, exciting home and garden products, travel, popular Springtime events and activities, and preparing for summer.



Home-related Q2 opportunities, holidays and Wish Merchandising events include:

Earth Day is April 22 – Help customers celebrate with green and sustainable items for their homes.

(Wish Merchandising Event 4/16-4/22)

Memorial Day is May 29 – Get ready for the celebration by offering patriotic decor and backyard products.

(Wish Merchandising Events 4/20-4/27 and 5/29)

Mother's day (US) is May 14 – Share home and garden products that will make Mom smile.

(Wish Merchandising event 5/14)

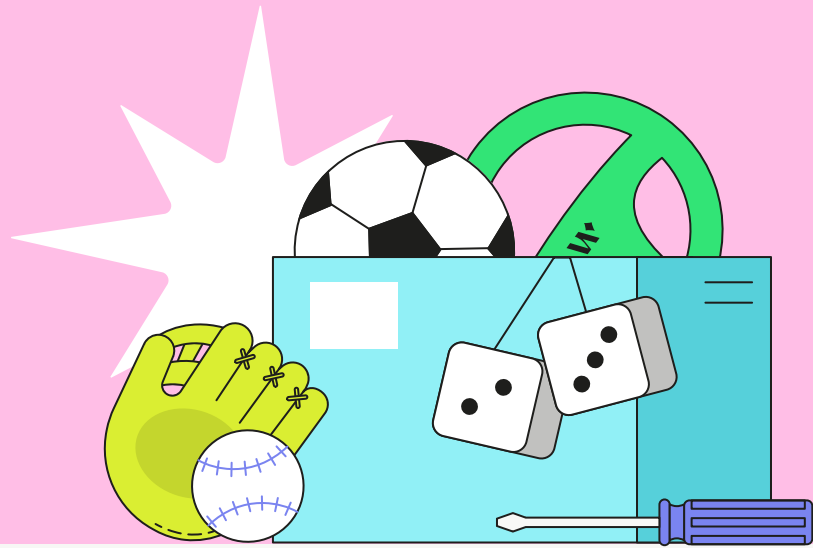
Father's Day is June 18 – Offer up favorite tools and gadgets for Dad to enjoy.

(Wish Merchandising event 5/9-5/16)

School's out for the summer! Share products to help the whole family enjoy barbecues, parties, camping trips, and more.

(Wish Merchandising event 5/17-5/24 and 6/2-6/9)

The category:
Hobbies



Based on previous successes:



Top Q2 GMV drivers on Wish for:

Sports

1. **Cycling:** Bicycle Lights, Cycling Gear Accessories
2. **Swimming:** One-Piece Swimsuits and Men's Swim Trunk
3. **Water Sports:** Pool & Accessories and Surfing & Beach Shorts
4. **Sneakers:** Running Shoes and Beach & Outdoor Footwear
5. **Team Sports:** Baseball, Soccer, Basketball Jerseys
6. **Camping & Hiking:** Hiking Apparel and Safety & Survival Tools & Accessories
7. **Sports Clothing & Accessories:** Sports T-Shirts and Exercise Pants
8. **Roller Skates, Skateboards & Scooters:** Skateboarding Apparel and Scooter Parts & Accessories



Top Q2 GMV drivers on Wish for:

Automotive

1. **Car Interior Accessories:** Driver Goggles, Mounts & Holders, and Car Seat Covers
2. **Car Exterior Accessories:** Car Stickers and Sunshades
3. **Motorcycle Accessories & Parts:** Motorcycle Apparel and Frames & Fittings
4. **Car Wash & Maintenance:** Paint Care and Car Wash Accessories
5. **Car Repair Tools:** Diagnostic Tools
6. **Car Lights:** Decorative light and Signal light
7. **Auto Replacement Parts:** Car Exterior Parts and Car Interior Accessories



If you're selling internationally, popular regional subcategories include:

Asia

Team Sports

Latin America

Camping & Hiking, Sports Clothing & Accessories

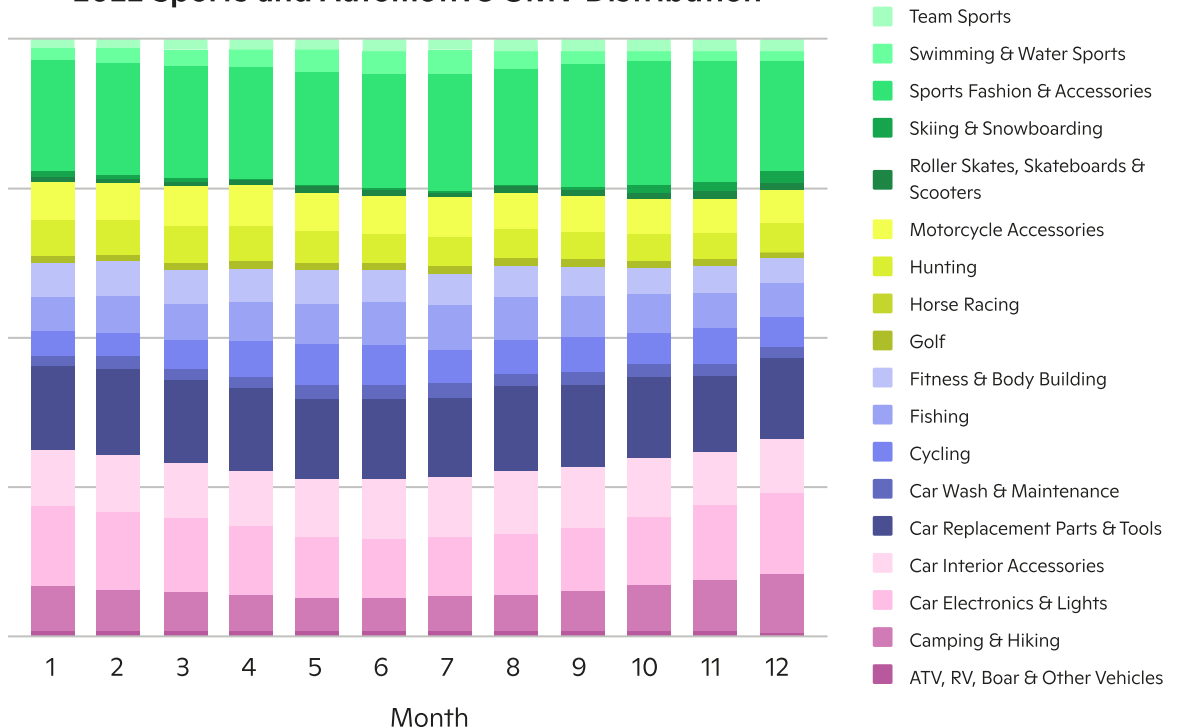
NW Europe

Team Sports

SE Europe

Roller Skates, Skateboards & Scooters

2022 Sports and Automotive GMV Distribution



Wish's suggestions for products to upload in Q2 2023 include:



Sports

- ✦ Bicycle lights
- ✦ Cycling gear accessories
- ✦ Lures, hooks, and reels
- ✦ One-piece swimsuits
- ✦ Men's swim trunks

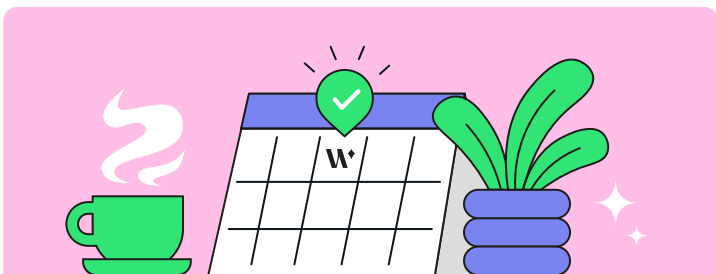


Auto

- ✦ Driver goggles
- ✦ Mounts & holders
- ✦ Car seat covers
- ✦ Car stickers
- ✦ Sunshades
- ✦ Motorcycle apparel
- ✦ Frames & fittings

Industry insights: Hobbies trends and opportunities

Spring is peak season for many outdoor activities and a wide variety of international sporting events. Trends may include fan-favorite products for popular global championship games and automobile leagues, as well as hobbies that will get families back into the great outdoors. Wish's Merchandising efforts in Q2 will focus on fun holidays, adventures, sports and outdoor activities.



Hobbies-related Q2 opportunities, holidays and Wish Merchandising events include:

May the 4th is May 4 – Offer space themed or geeky hobby-related products.
([Wish Merchandising event 5/1-5/4](#))

Father's Day is June 18 – Promote gifts for dads who love sports and other hobbies.

([Wish Merchandising Events 4/20-4/27 and 5/29](#))

Major sporting events across global geographies include automobile, horse, and bicycle races, as well as basketball, hockey, tennis, football, baseball, and cheerleading championships.

Spring and summer mean outdoor adventures! Share products for families and kids to get outside.

([Wish Merchandising Events 4/28-5/5, 5/1-5/8 and 5/17-5/24](#))

The category:

Fashion & Beauty



Based on previous successes:



Top Q2 GMV drivers on Wish for:
Fashion & Beauty

- Women's Clothing:** Dresses, Tops, Underwear & Sleepwear, Swimwear, Matching Sets, and Jumpsuits
- Men's Clothing:** Tops & Tees, Underwear & Sleepwear, Board Shorts, Casual Shorts, and Shirts
- Jewelry & Accessories:** Necklaces & Pendants, Rings, and Jewelry Sets
- Beauty:** Nail Art & Tools, Hair Care & Styling, Makeup, and Skincare



Women's Fashion

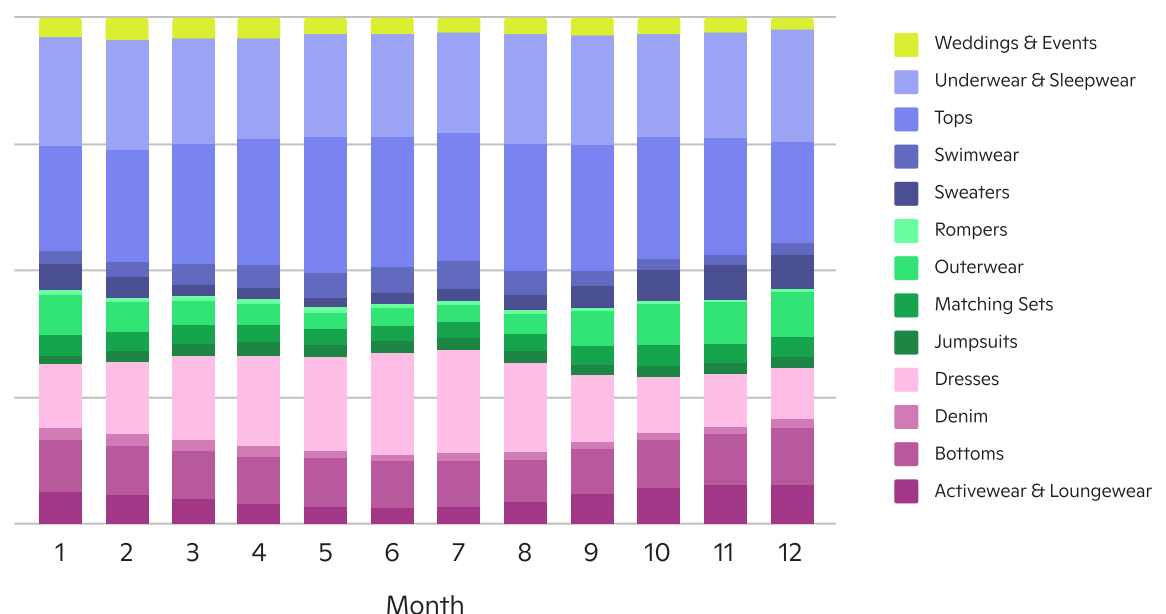


If you're selling internationally, popular regional subcategories include:

Southern Hemisphere:
Jackets & Outerwear

Europe
Swimwear

2022 Women's Fashion GMV Distribution



Wish's suggestions for products to upload in Q2 2023 include:

Underwear & Sleepwear

Pajama & lounge sets (shorts & pants), silky slip/nightdress, seamless, shapewear & ribbed fabrication

Tops

Sheer fabrications, corsetry details, textures (e.g. lace, pointelle), shoulder-details

Bottoms

Cargo/utility pants, trousers, mini and maxi- skirts, denim shorts & skirts

Dresses

Sheer fabrications, cut out, corsetry/lace details, sunset shades, denim & large florals

Swimwear

Sheer or crochet cover-ups, bright colors & prints, shapewear swim

Bags & Accessories

Metallics & neon, transparent, denim

Activewear and Loungewear

Flared leggings, one pieces - workout dresses & bodysuits, tennis styles & lounge sets

Shoes

Ballet flats



Men's Fashion

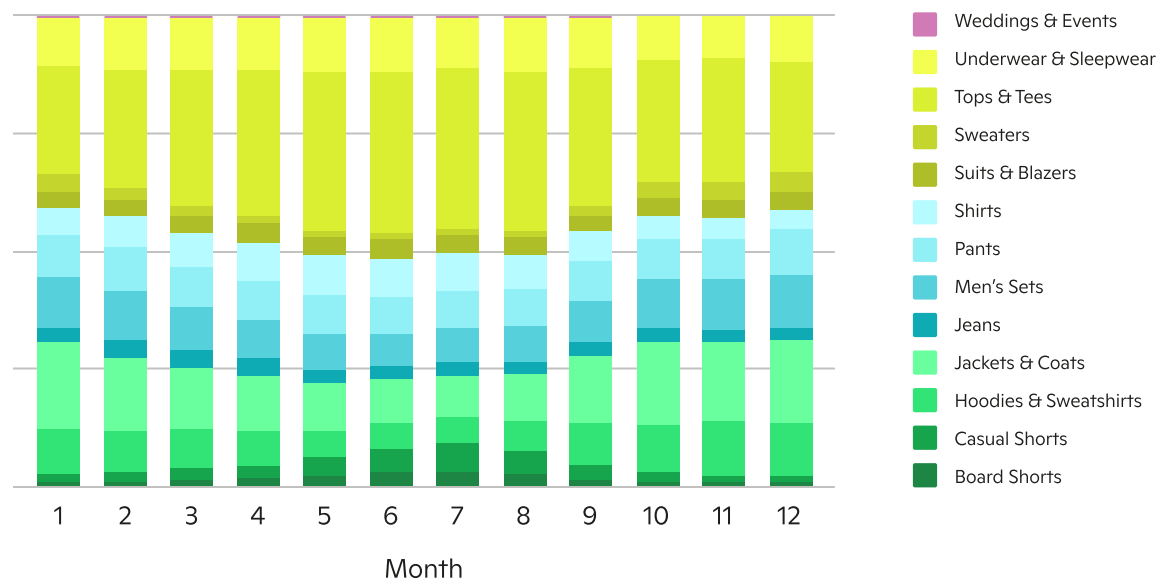


If you're selling internationally, popular regional subcategories include:

Southern Hemisphere:
Jackets & Outerwear

Europe
Swimwear

2022 Men's Fashion GMV Distribution



Wish's suggestions for products to upload in Q2 2023 include:

Tops & Tees

Bold graphics & colors, vintage prints

Bottoms

Cargo shorts, board shorts, loose/relaxed fits pants & jeans

Shirts

Relaxed button-downs, denim/chambray

Underwear & Sleepwear

Briefs, boxers, seamless, big and tall



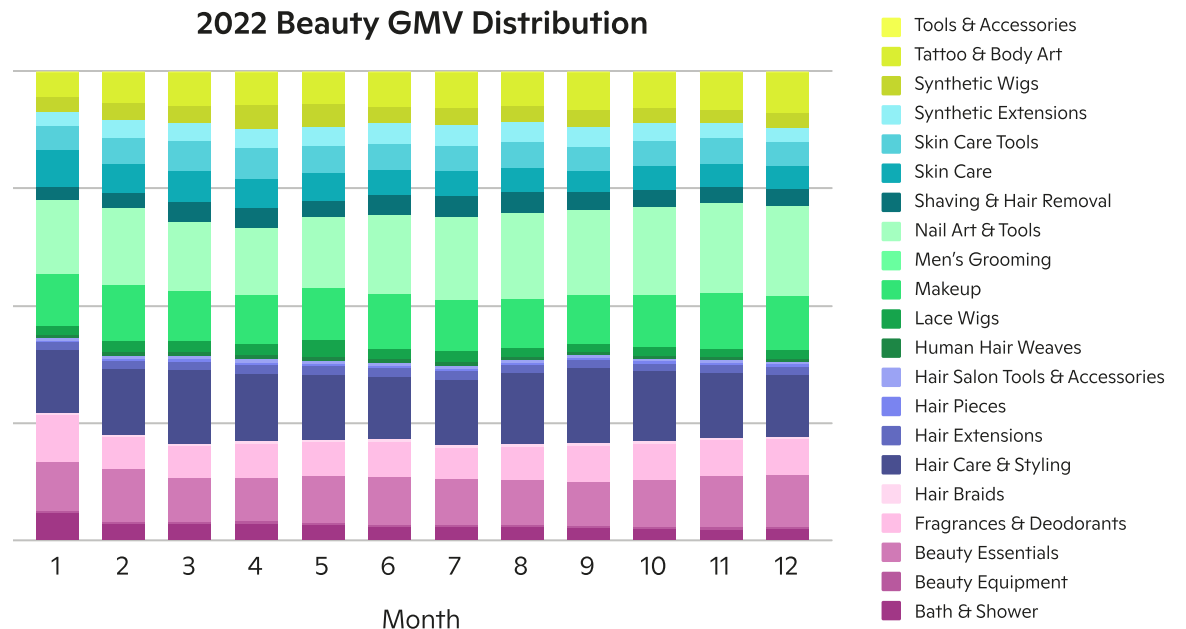
Beauty



If you're selling internationally, popular regional subcategories include:

Europe
Body self tanners and bronzers

2022 Beauty GMV Distribution



Wish's suggestions for products to upload in Q2 2023 include:

Nail Art & Tools

False/stick-on nails, nail stickers & rhinestones, nail polish & gel, manicure kits

Makeup

Lip gloss/lip balm, eye shadows & liner sets, foundation/concealer, makeup sets

Hair Care & Styling

Braiders, hair clips, hair brushes & combs

Beauty Tools

Eyelash curlers, eyebrow trimmers, nail drills & clippers, hair trimmers



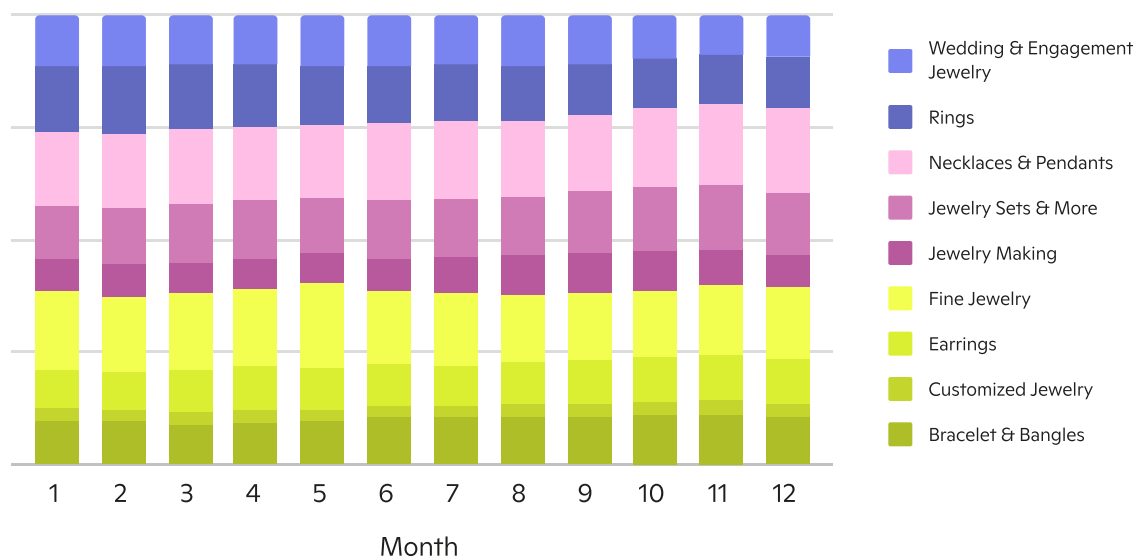
Jewelry and Accessories



If you're selling internationally, popular regional subcategories include:

Europe
Vintage watches

2022 Jewelry & Accessories GMV Distribution



Wish's suggestions for products to upload in Q2 2023 include:

Fine Jewelry

Earrings, jewelry sets, necklaces

Trending styles: layered gold chains, pearl drop earrings

Jewelry Sets

Body jewelry, brooches, key chains, hair jewelry, anklets

Trending styles: large hair claws & clips, bridal jewelry

Wedding & Engagement

Engagement rings

Trending styles: diamonds, emeralds

Themed

Pop culture jewelry, branded jewelry, "geeky" and anime jewelry

Necklaces & Pendants

Pendant necklaces, pendants, chain necklaces

Trending styles: pearl necklaces, chains, men's necklaces

Rings

Wedding & engagement

Trending styles: vintage, colorful stones

Watches

Mechanical, quartz, vintage, smart/digital

Watch Accessories

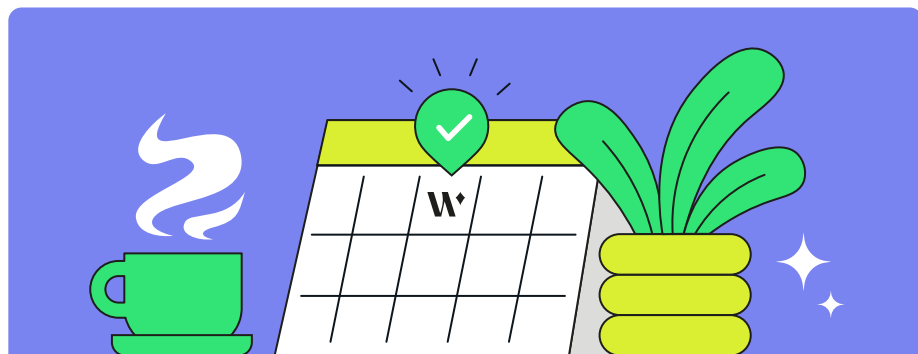
Watch bands, watch cases/boxes, repair tools & kits

Industry insights: Fashion & Beauty trends and opportunities

Spring/Summer 2023 **fashion** trends center on a few key concepts: casual but refined and elevated styles, nostalgic 90s and 00's trends, and sexy but demure. Popular fabrics include denim, khaki, faux leather, and textures and colors such as metallics (especially silver!), sunset shades, sheer, and lace/pointelle. Meanwhile, silhouettes and details trend toward cargo & utilitarian styles, pockets, maxi-and mini-length hemlines, cut-outs, and sleek tailoring. Consumers remain hyper focused on finding affordable versions of trending pieces, highlighting the importance of style on a budget.

In **beauty**, hair accessories are making a major comeback. Headbands, claw clips, hair bows, pearl hair clips, and embellished bobby pins are in. The clean, minimal makeup trend continues, along with "Coquette makeup": hyperfemininity through fluttery lashes, elongated eyeliner, soft flushed cheeks, and pastel colors. Metallics carry through to nails, along with ombré, chrome, and 3D nail art trends.

Wish's Merchandising efforts in Q2 will focus on fashion for warmer weather, vacations, and family events.



Fashion & beauty-related Q2 opportunities, holidays and Wish Merchandising events include:

Easter is April 9 – Easter celebrations mean pretty florals, lightweight fabrics like linen and eyelet, hats, and dressing the family in classic style.

(Wish Merchandising Event 4/9)

Festivals mean funky fashion – Feature Boho style, fanny packs, sunglasses, LED lit fashion, hats, feathers and jewelry.

(Wish Merchandising Events 4/7-4/14)

Wedding season is coming up! – Consider dresses and makeup for guests, bridesmaids, and the mother of the bride.

(Wish Merchandising event 4/23-4/30)

Mother's day (US) is May 14 – Mom will love pretty tops and dresses, self care, makeup and beauty products, or jewelry.

(Wish Merchandising event 5/14)

Summer vibes call for a wardrobe and beauty refresh – Summer weather and vacation clothing, bathing suits, and patriotic clothing (US)

(Wish Merchandising event 5/17-5/24, 5/25-6/1, and 6/2-6/9)

The category:

Electronics



Based on previous successes:



Top Q2 GMV drivers on Wish for:

Electronics

- 1. Cellphones & Telecommunications:** cellphones, mobile phone accessories, phone bags & cases
- 2. Consumer Electronics:** cameras, earphones, smart electronics, video games
- 3. Computer & Office:** laptops & tablets, storage, components and peripherals



Cellphones & Telecommunications



If you're selling internationally, popular regional subcategories include:

Asia

Phone bags & cases, walkie talkies, cellphone

Latin America

Mobile phone accessories, phone bags & cases

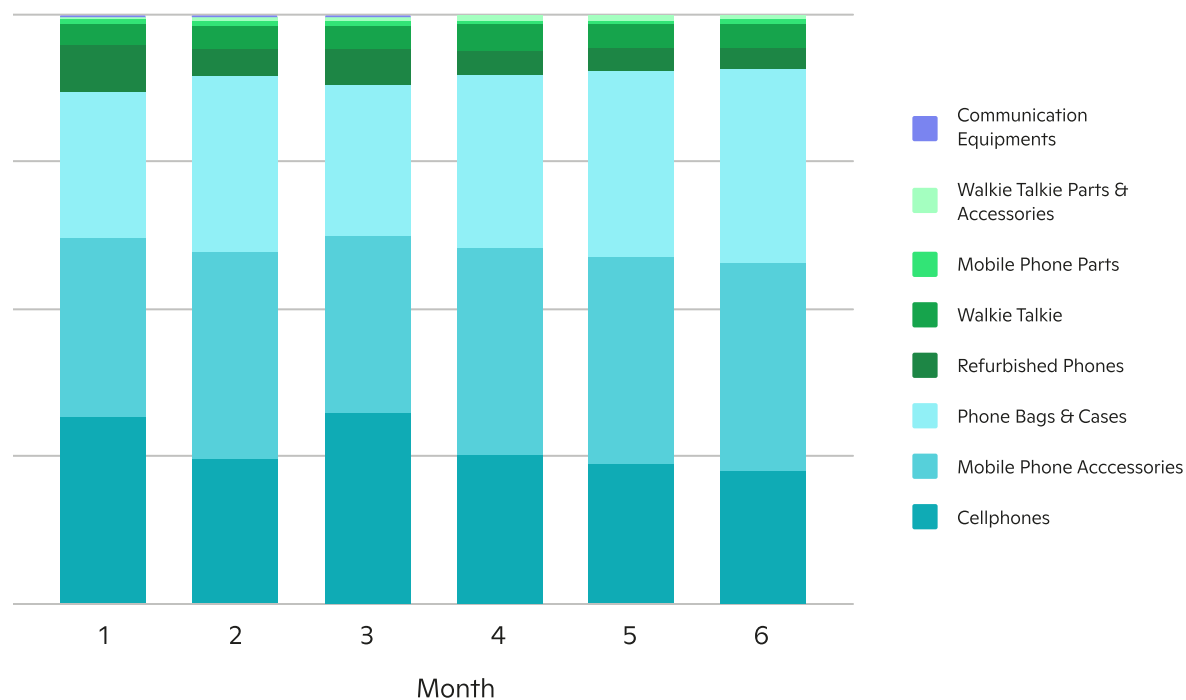
Europe

Phone bags & cases

US/Canada:

Phone bags & cases

2022 Cellphones & Telecommunications GMV Distribution



Wish's suggestions for products to upload in Q2 2023 include:

- ✦ Cellphones
- ✦ Mobile Phone Accessories
- ✦ Phone Bags & Cases



Consumer Electronics



If you're selling internationally, popular regional subcategories include:

Asia:

Earphones & headphones, smart electronics, power sources

Latin America:

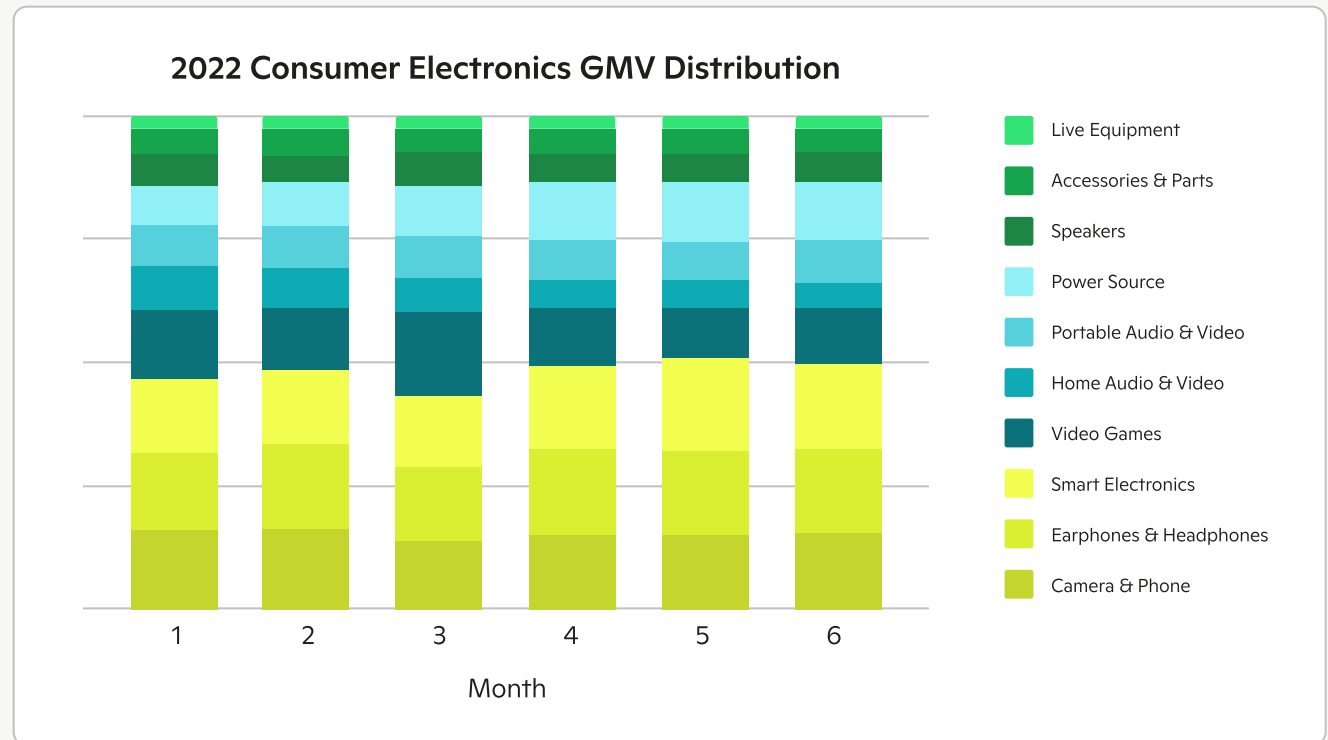
Earphones & headphones, smart electronics, camera & photo, portable audio & video, accessories & parts, power sources

Europe:

Camera & photo, video games, portable audio & video, power sources, live equipment.

US/Canada:

Smart electronics, power sources, Speakers



Wish's suggestions for products to upload in Q2 2023 include:

- ✦ Cameras & Photo accessories
- ✦ Earphones & Headphones
- ✦ Smart Electronics
- ✦ Popular video games
- ✦ Power sources



Computer & Office



If you're selling internationally, popular regional subcategories include:

Asia:

Tablets, tablet accessories, laptops, demo boards & accessories

Latin America:

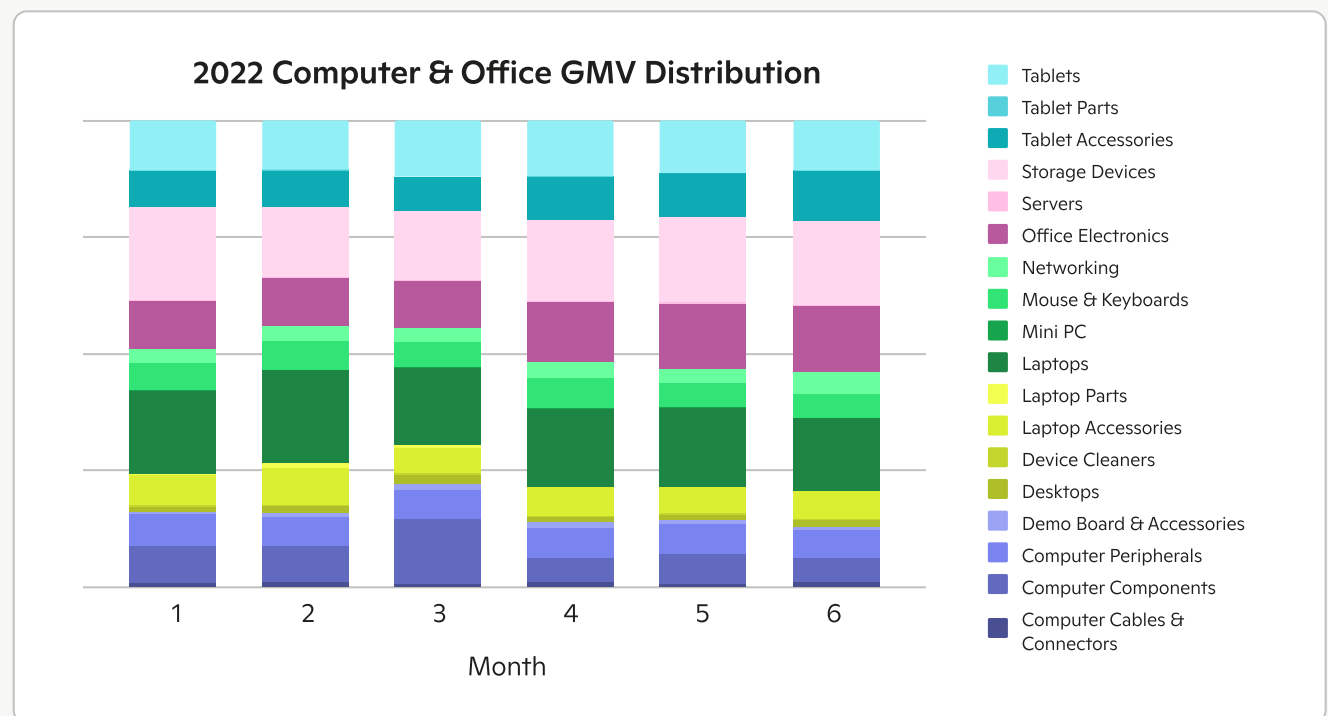
Office electronics, computer peripherals, laptop accessories, mice & keyboards, tablet accessories, computer cables & connectors

Europe:

Storage devices, office electronics, mice & keyboards, tablets, tablet accessories, computer peripherals

US/Canada:

Storage devices, office electronics, tablet accessories

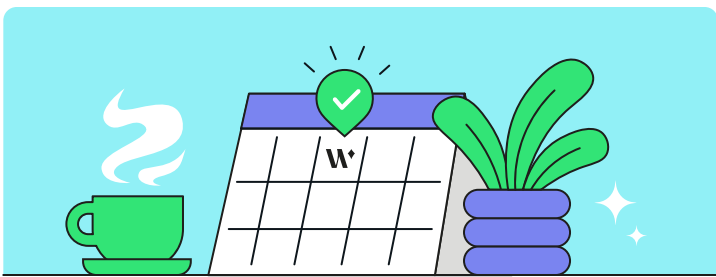


Wish's suggestions for products to upload in Q2 2023 include:

- ✦ Laptops
- ✦ Storage Devices
- ✦ Office Electronics
- ✦ Tablet
- ✦ Computer Components
- ✦ Computer Peripherals

Industry insights: Electronics trends and opportunities

This Spring, smart home products continue to take center stage, along with trending health tech, allowing people to easily monitor health at home. Expect plenty of innovation and attention on the laptop space, especially devices for hybrid work or gaming. The next generation of AR and VR is coming, with new lighter and more comfortable models featuring automatic live translations and vision correction. Wish's Merchandising efforts in Q2 will focus on gifting holidays and sale events.



Electronics-related Q2 opportunities, holidays and Wish Merchandising events include:

Father's Day is June 18 – Promote gifts for tech-savvy, gadget and electronics-loving dads.

(Wish Merchandising event 5/9-5/16)

Cell phone new popular brand model launches – Look for an uplift in accessories and add-ons for both refurbished new and older models throughout the Spring.

VR and other video game launches – Refurbished VR video gaming systems and consoles may be popular as users upgrade, along with a possible increase in VR games and accessories sales.

Memorial Day (US) is May 29 – Get your electronics into our sitewide sale to help customers celebrate this traditionally bargain-related holiday.

(Wish Merchandising Events 5/29)

Making summer memories – Upload cameras, drones, ring lights, and smartphones to help customers capture their summer vacations.

(Wish Merchandising Events 6/18-6/25)

wish
MERCHANT