

Wish Holiday Highlight

VALENTINE'S DAY 2023

Wish's Valentine's Day event runs January 13-20

Valentine's Day is February 14, 2023

It's time to spread the love! Valentine's Day is huge on Wish, so get a jump on this busy eCommerce holiday by uploading your products now!

In 2022, global consumers spent \$23.9 billion on Valentine's Day gifts for partners, friends, pets and more.¹ eCommerce marketplaces like Wish are a preferred place to find gifts, with [43% of consumers opting to shop online](#) in 2022.² Wish's mobile-focused platform is a great fit for Valentine's Day, since 58% of total online Valentine's Day searches were conducted on a mobile device last year vs. 39% on a desktop computer.³

This year, the majority of adult consumers under age 49 have Valentine's Day plans,⁴ aligning well with Wish's customer demographics! People have also shifted toward buying gifts outside of romantic relationships, which makes Valentine's Day an opportunity to sell to a broad audience. Last year, 53% of uncoupled consumers said they planned to purchase a gift of some kind¹ for friends, pets, family² or even for themselves.⁵

Wish will run global Valentine's Day merchandising promotions in both January and February. Your products may be featured in a Valentine's Day merchandising campaign, so get your gift-ready and décor items uploaded to Wish as soon as you can. Don't forget to [advertise](#) and/or [promote](#) them!*

Wish recommends uploading and promoting products with a focus on gift-giving and decorating this Valentine's Day:

For significant others

- ✦ Jewelry, watches, or fashion accessories
- ✦ Fragrances
- ✦ Preserved or artificial flowers
- ✦ Sleepwear and intimate apparel
- ✦ Couples' T-shirts
- ✦ Heart-shaped gifts

For friends or for self-care

- ✦ Beauty
- ✦ Friendship jewelry
- ✦ "[Galentine's](#)" and "[Palentine's](#)" gifts
- ✦ Personal care
- ✦ Anti-Valentine's Day gifts
- ✦ Quirky gifts

For pets

- ✦ Cute costumes
- ✦ Accessories

For Family

- ✦ Valentine's themed home decor
- ✦ Vases, candles, throw pillows, mugs, & lamps
- ✦ Valentine's Day decorations: Heart/Letter LED lights, banners, balloons, decals & stickers



Ship to customers in time for Valentine's Day celebrations!



Offer rapid shipping through [Wish Express](#) and see:

- ✦ Increased customer impressions
- ✦ Distinctive Wish Express "orange truck" badge 🚚 on qualifying product listings
- ✦ Products featured in dedicated Wish Express tab and highlighted in search results
- ✦ Faster payment eligibility

Don't forget to [add tracking](#) and [delivery confirmation information](#) to your Wish Express orders.

Valentine's Day shopping starts ramping up in January and peaks the week before Valentine's Day.³ Don't wait – get your love-inspired products live on Wish today!

*This opportunity is available to select or eligible merchants and those who utilize Wish's Merchant Promotions Platform.

¹Source: National Retail Federation, "Holiday and Seasonal trends: Valentine's Day," January 3, 2023, <https://nrf.com/research-insights/holiday-and-seasonal-trends/valentines-day>

²Source: GWI: "Chart of the week - It must be love: a look at Valentine's Day around the world," February 1, 2022, <https://blog.gwi.com/chart-of-the-week/valentines-trends-2022/>

³Source: Digital Commerce 360, "Ecommerce success on Valentine's Day requires looking at marketing data well in advance," February 11 2022, [https://www.digitalcommerce360.com/2022/02/11/valentines-day-marketing-data/#:~:text=Love%20and%20Money&text=Candy%20\(56%25\)%2C%20greeting%20cards,will%20opt%20to%20gift%20jewelry](https://www.digitalcommerce360.com/2022/02/11/valentines-day-marketing-data/#:~:text=Love%20and%20Money&text=Candy%20(56%25)%2C%20greeting%20cards,will%20opt%20to%20gift%20jewelry)

⁴Source: Ipsos, "Love (and business) unlimited: Valentine's Day has gone global," February 9, 2022, <https://www.ipsos.com/en-ca/news-polls/valentines-day-around-world>

⁵Source: Zeller, "5 Consumer Trends Shaping Valentine's Day," April 2, 2022, <https://www.myzeller.com/blog/5-consumer-trends-shaping-valentines-day>