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 kind[1] for friends, pets, family[2] 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

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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!