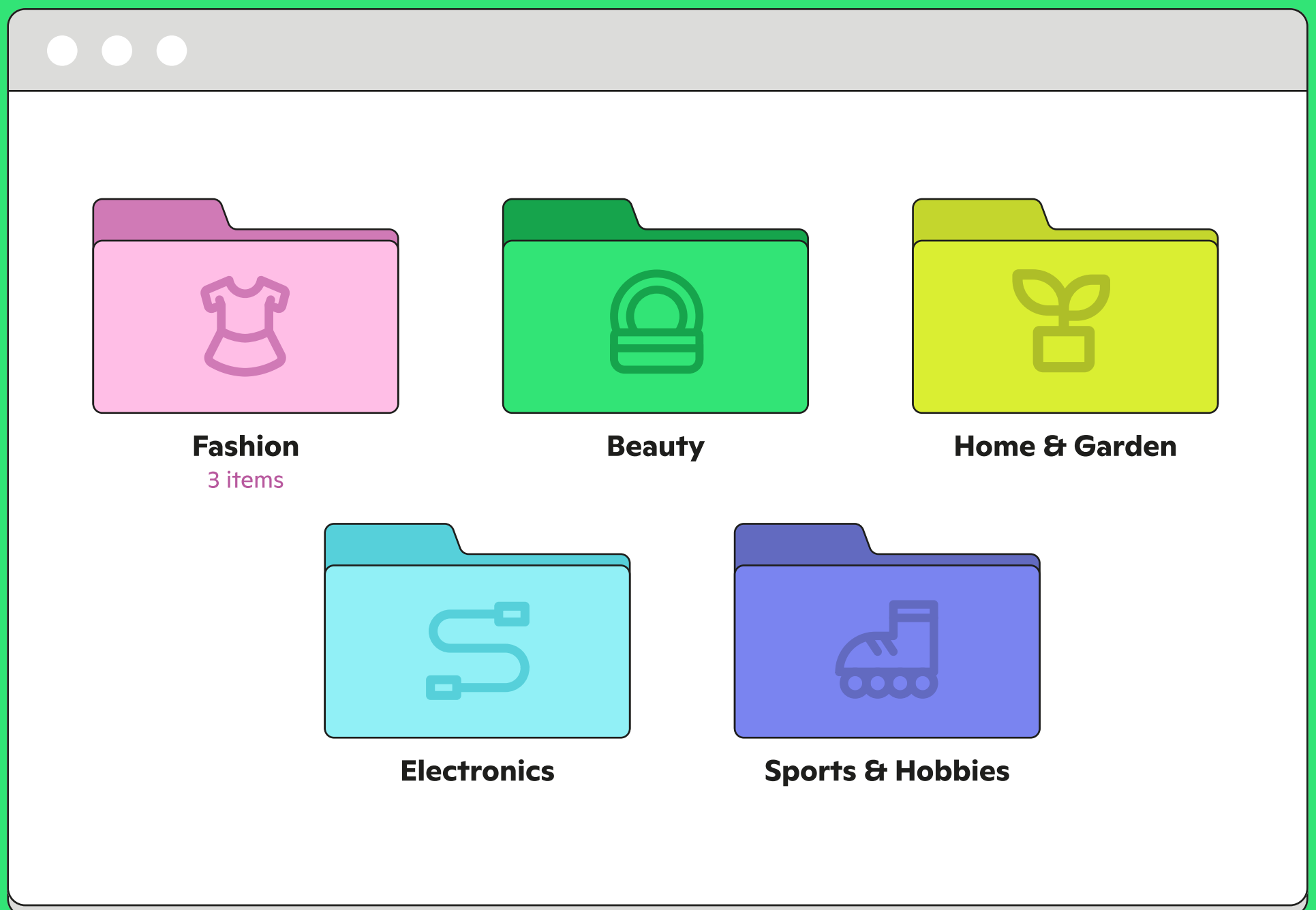


CATEGORY INSIGHTS

Q3 2023

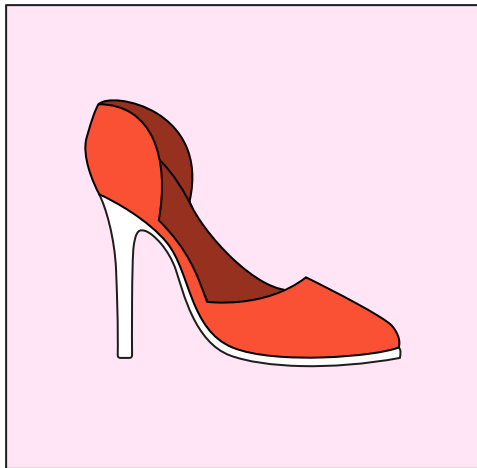
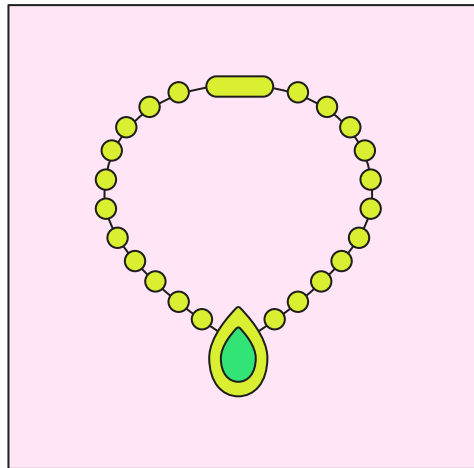
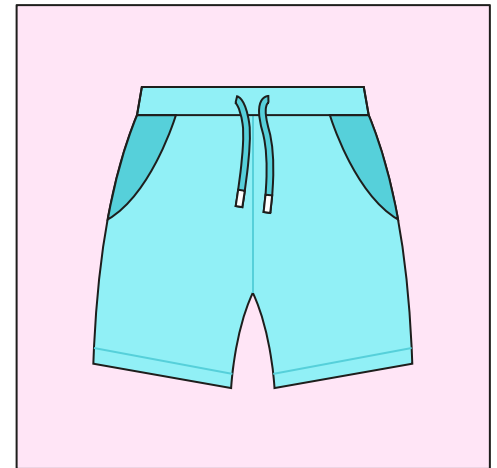


Stay in the know about what's selling well, product trends, and more with Wish's quarterly category insights.

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THE CATEGORY

FASHION


WOMEN'S FASHION

JEWELRY & ACCESSORIES

MEN'S FASHION
WOMEN'S FASHION

Wish's suggestions for products to upload in Q3 2023 include:

- Tops**

Long sleeve blouses & tees, polo shirts, proportions (oversized, cropped), flannel, plaid, satin/shine/metallics, denim

Sweaters

Pullover (crew & v-necks), cardigans, diversity in lengths (cropped, classic, tunic), sweater vests, cozy fabrications

Outerwear

Oversized, structured blazers, dressy vests, (faux) leather jackets, racing jackets, quilted jackets, puffer vests, denim jackets, utility jackets, teddy/sherpa

Bottoms

Long flowy skirts, cargo/utility, parachute pants, trousers, jeans (straight, wide-leg, loose), corduroy (skirts, pants)
- Underwear & Sleepwear**

Silk/satin tops and sleeping sets

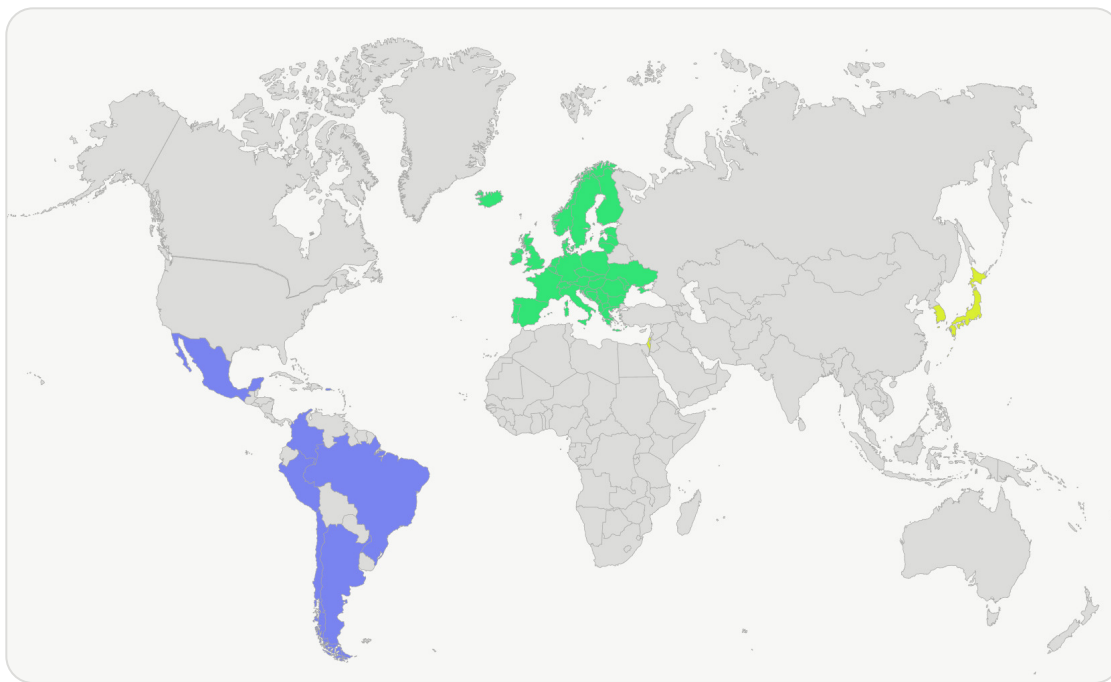
Shoes

Mary janes flats & heels, ballet flats, classic pumps, slippers, lace-up boots, slouchy boots, western boots, loafers, satin, bows, shearling (sandals, mules), (faux)animal prints, denim

Bags & Accessories

Backpacks, totes, shoulder bags, bucket bags, clutches, metallics/shine, cozy (fleece, sherpa), denim, bucket hats (woven, felt)

Popular/unique regional subcategories









- **Europe**
 - ✦ Warm weather incl. Dresses & Swim
- **Asia Pacific**
 - ✦ Activewear & Loungewear Sets
 - ✦ Dresses
- **Latin America**
 - ✦ Dresses

Industry insights: Women's fashion trends and opportunities

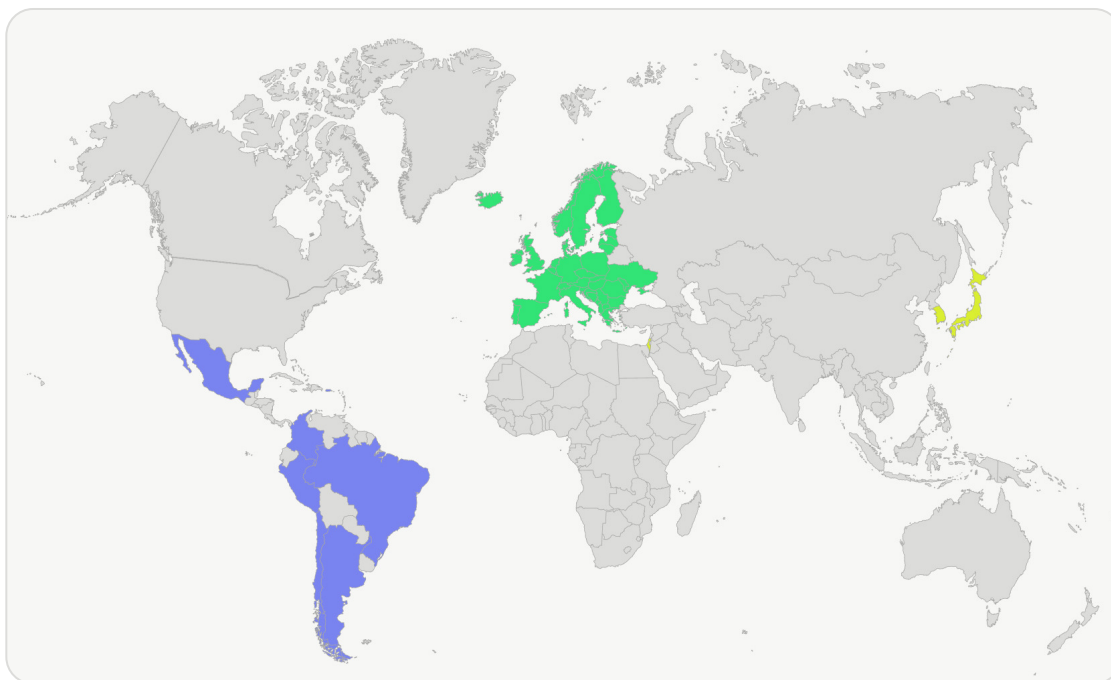
- ✦ Fall is underway as consumers begin to shop for colder weather categories including sweaters and outerwear
- ✦ Women's fashion continues to focus on a mix of casual and dressy – drawing inspiration from '90s & '00s styles (think denim, cargo, knits) and menswear (think oversized & structured blazers, trousers, flats & loafers)
- ✦ Classic cozy fabrications such as flannel, corduroy, fleece, and sherpa will be back along with trending fabrications including satin, silk, denim, and crochet
- ✦ Color trends include a mix of neutral tones (think monochromatic outfitting) and pops of color & shine (think metallics, silver, hot pink)
- ✦ Customers begin to shop for themed clothing and accessories in anticipation of Halloween

JEWELRY & ACCESSORIES

Wish's suggestions for products to upload in Q3 2023 include:

- | | |
|--|---|
| <p> Necklaces
Pearl necklaces, tennis necklaces, personalized necklaces (letters), florals</p> | <p> Rings
Wedding/engagement, minimalist stackable rings, signets & pinky rings</p> |
| <p> Earrings
Simple, small, barely-there designs, statement florals, pearls, crystals</p> | <p> Bracelets
Tennis bracelets, simple, small, barely-there designs, florals</p> |
| <p> Jewelry Sets
Formal/wedding sets</p> | <p> Watches
Unisex, skeleton, champagne tones, retro</p> |

Popular/unique regional subcategories



- **Europe**
 - ✦ Wedding/Engagement Rings
 - ✦ Pendant Necklaces
 - ✦ Graphic/Creative Watches
- **Asia Pacific**
 - ✦ Drop Earrings
 - ✦ Brooches
 - ✦ Wedding/Engagement Rings
- **Latin America**
 - ✦ Wedding/Engagement Rings
 - ✦ Jewelry Sets
 - ✦ Chain & Link Bracelets

Industry insights: Jewelry & accessories trends and opportunities

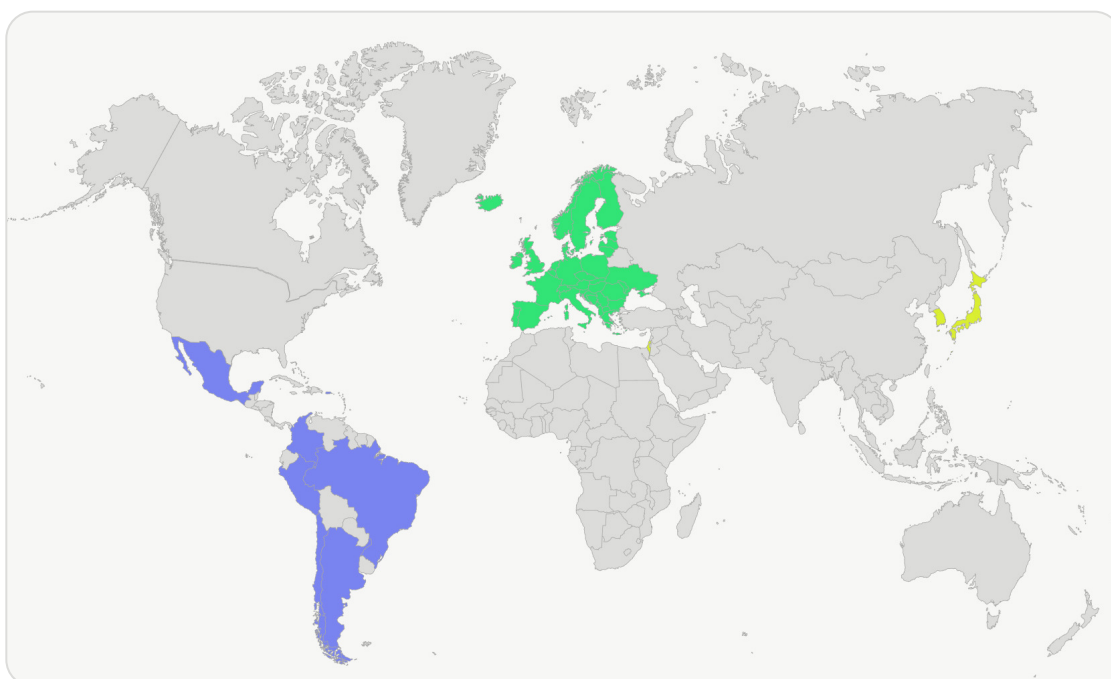
- ✦ Juxtaposition of both less-is-more simple designs and bold flowers, pearls, and crystals
- ✦ Unisex designs dominate in both watches and jewelry (different size watch faces, necklace and chains)
- ✦ As we transition from Summer to Fall, for statement jewelry, we see bright and bold colors start mixing with jewel tones

MEN'S FASHION

Wish's suggestions for products to upload in Q3 2023 include:

- | | |
|--|---|
| <p>Tops
T-shirts (long sleeve, solids, graphics), polo shirts, dress/button-down shirts</p> <p>Sweaters
Cardigans (oversized/loose), sweater vests</p> <p>Bottoms
Shorts, cargo pants, relaxed fit/ loose jeans</p> | <p>Hoodies & Sweatshirts
Matching sweatshirts and sweatpants, zip up sweatshirts</p> <p>Outerwear
Varsity jackets, utility vests, puffy vests, parkas, nylon jacket liners, technical rain jackets, denim jackets, faux leather</p> <p>Underwear & Sleepwear
Briefs, boxers, pajama sets</p> |
|--|---|

Popular/unique regional subcategories



- **Europe**
 - ✦ Swim Shorts
 - ✦ Rain Jackets
 - ✦ Sweat Sets
- **Asia Pacific**
 - ✦ Loose/ Baggy Pants
 - ✦ Graphic Hoodies & Sweatshirts
- **Latin America**
 - ✦ Outerwear
 - ✦ Suits & Blazers

Industry insights: Men's fashion trends and opportunities

- ✦ Fall is underway as consumers begin to shop for colder weather categories including sweaters and outerwear
- ✦ Men's fashion focuses on a mix of formal and casual with loose tailored dressing, cozy fabrications, and 80's and 90's color blocking making a resurgence
- ✦ Comfort reigns supreme through opposite fits – sleeker fitting sweatpants with technical fabrics vs. loose fitting pants and suiting

FASHION CATEGORY

Q3 opportunities, holidays and Wish Merchandising events include:

Wedding season (July, August) – Celebrate with dresses and fine jewelry sets, drop earrings and pendant & pearl necklaces

Vacation (July, August) – Focus on swimwear, dresses, tank tops, skirts, sandals, hats, bags, colorful necklaces, earrings, bracelets/cuffs, and anklets

- ✦ Women's Fashion Part 3 (7/8-7/15) – summer vacation continues
- ✦ End of Summer Sale (7/21-7/28)
- ✦ Wanderlust Wonderland (8/14-8/21) - final summer vacay escape

Back to School (August)– Get ready with backpacks, tops, bottoms (jeans, khakis, leggings), dresses, skirts, watches, personalized jewelry, chain & link bracelets, stackable rings, anklets

- ✦ Back to School Savings (7/8-7/15)

Fall fashion (August, September) – Transition with sweaters, outerwear, bottoms (pants & jeans), boots, bags, watches, drop earrings, silver jewelry, tennis necklaces & bracelets

- ✦ Fall Fashion (8/14-8/21)
- ✦ Sweater Season (8/22-8/31)
- ✦ Mind & Body Reset (8/9-8/16) - activewear
- ✦ Bundle Up for Autumn (9/1-9/15) - women's jackets/outerwear, sweaters, long sleeve tops
- ✦ Autumn Fashion (9/16-9/30) - dresses/ jumpsuits
- ✦ Men's Fall Fashion (September)

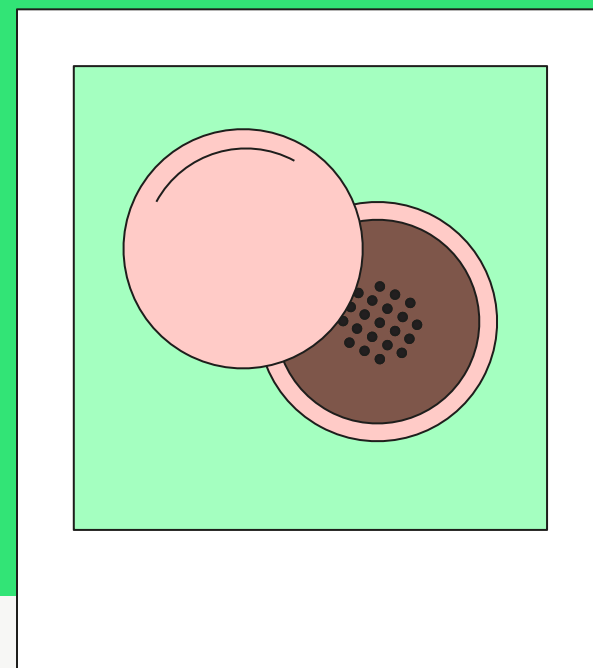
Halloween is around the corner (September) – themed apparel and accessories

- ✦ Cosplay Carnival (7/8-7/15) - anime, cosplay
- ✦ Get Ready for Halloween (9/1-9/8) - costumes, accessories








THE CATEGORY

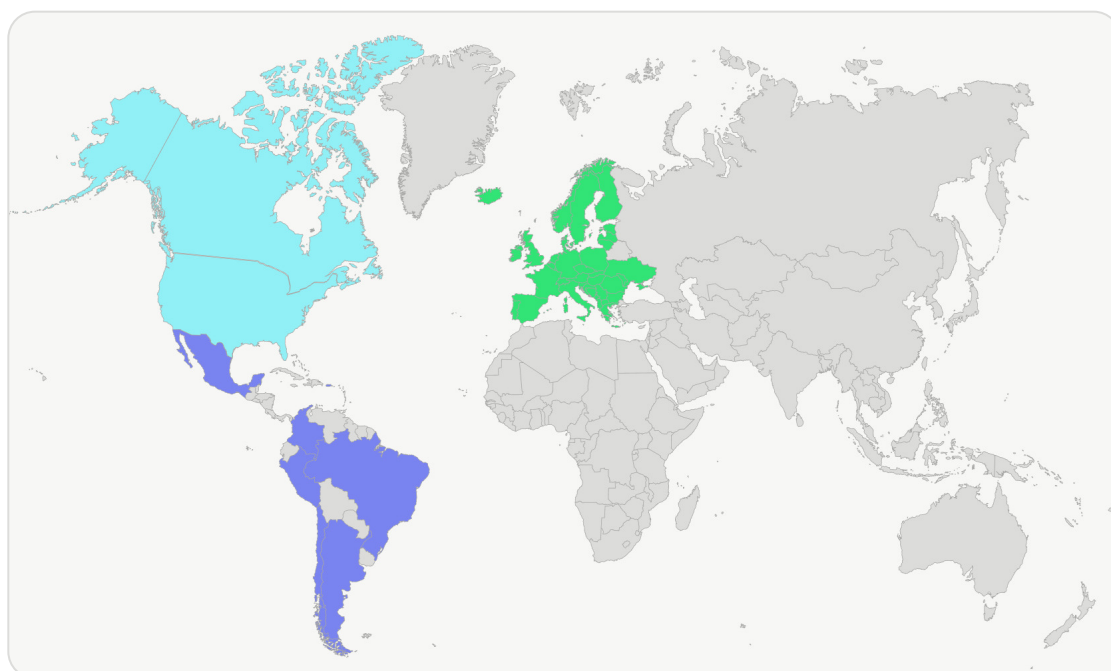
BEAUTY






Wish's suggestions for products to upload in Q3 2023 include:

- 
Makeup
 Skin tints/tinted moisturizers, primer, cream blush/contour, liquid highlighter/blush, hydrating skincare, bold lip color
- 
Nail Art & Tools
 Press-on nails (metallic, french tip, nail art), nail glue, LED lamp, nail polish stickers
- 
Hair Care & Styling
 Heatless curlers, portable curling iron, heat protectant, easy hair tools
- 
Self-care
 At home kits (bath, skin and body care)
- 
Shaving & Hair Removal
 Epilators, razors, wax strip kit, at-home sugaring kit

Popular/unique regional subcategories include:



- 
United States/Canada
 - ✦ Tinted Moisturizer/Skin Tints
 - ✦ Liquid Blush/Highlighter
- 
Europe
 - ✦ Sun care/After Suncare
- 
Latin America
 - ✦ Setting Spray
 - ✦ Frizz Control Hair Care
 - ✦ Sweat Proof/Water Resistant

Industry insights: beauty trends and opportunities

Glowing Summer Skin

Fresh face & glowy skin will be a steady trend during the late summer months and fall transitional period. We expect higher demand in the following product categories:

- ✦ Liquid Highlighter
- ✦ Hydrating Skincare
- ✦ Lightweight Foundation / Skin Tint

Water/Sweat Proof Makeup

As vacation season peaks, there will be higher demand in products that help the longevity of makeup. We expect higher demand in the following product categories:

- ✦ Setting spray
- ✦ Long lasting foundation
- ✦ Primer

Effortless Hairstyles

During the summer months, easy & effortless hairstyles are in along with styling tools that are portable for vacations/travel. We expect higher demand in the following product categories:

- ✦ Heatless curls
- ✦ Slick back hair
- ✦ Travel friendly hair styling tool

Q3 opportunities, holidays and Wish Merchandising events include:

Vacation Ready (July, August) – water resistant / sweat proof makeup, primer, setting spray, sun care, travel sized beauty items

- ✦ End of Summer Sale (7/21-7/28)
- ✦ Wanderlust Wonderland (8/14-8/21) - final summer vacay escape

Self Care – face wash, toner, serum, moisturizer, face oil, makeup remover, skin care tools

- ✦ Skincare Routine (7/16-23)
- ✦ End of Summer Sale (7/21 -28)

Back to School (August)– foundation, tinted moisturizer, mascara, lip gloss, lip liner, blush, highlighter, hair styling tools, hair care, eyeliner, press-on nails

- ✦ Back to School Savings Refresh (8/1-8/8)

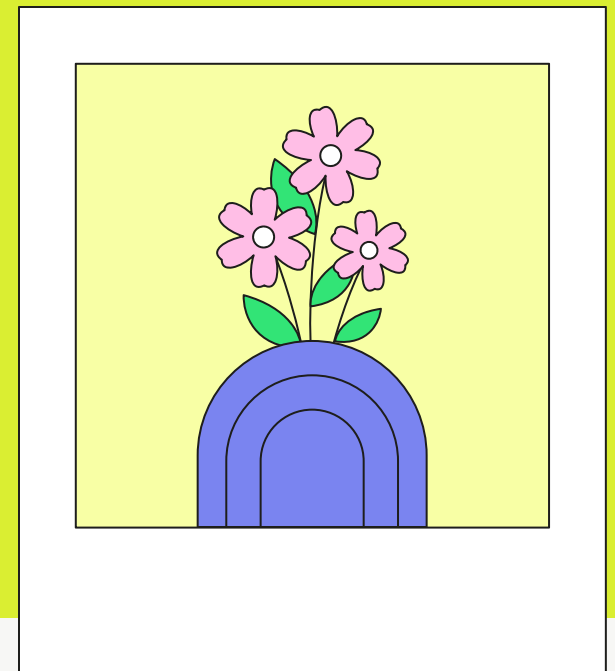
Halloween is around the corner (September) – face paint, bold eye makeup, bold lips, face gems / stickers, wigs, press-on nails, long nails

- ✦ Get Ready for Spooky Season (8/20-31)
- ✦ Get Ready for Halloween (9/1-9/8)








THE CATEGORY

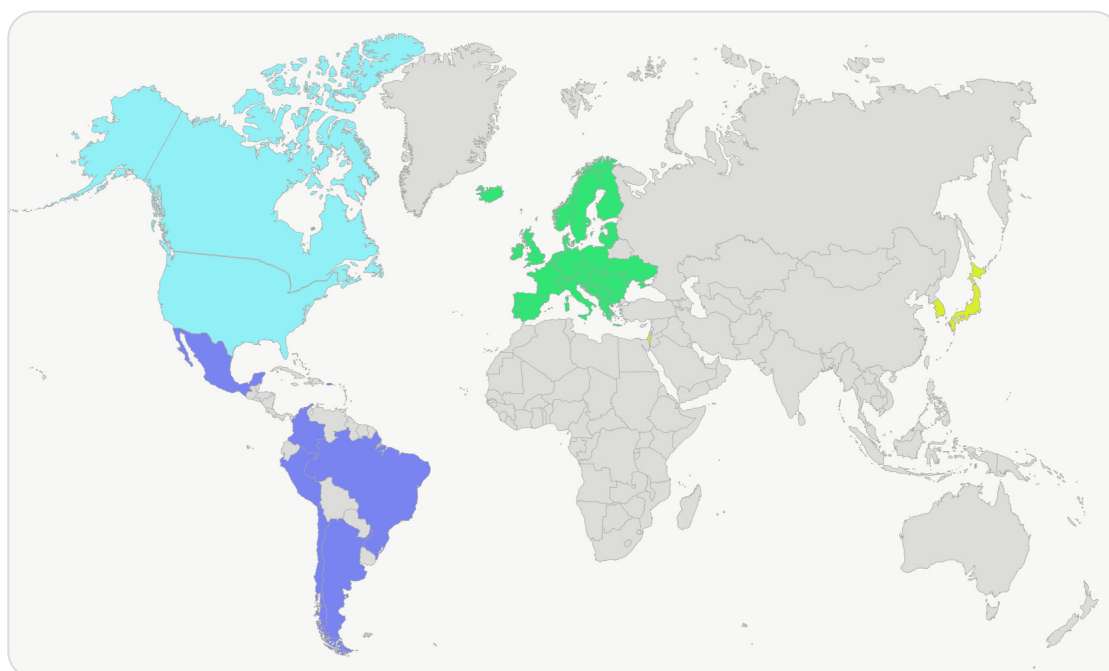
HOME & GARDEN



Wish's suggestions for products to upload in Q3 2023 include:

- | | |
|---|--|
|  <p>Home Decor
Vases/planters, faux plants, removable (peel and stick) wallpaper, storage crate, boho, cozy, warm bright colors mixed with fall palette</p> |  <p>Kitchen, Dining & Bar
Indoor and outdoor hosting, reusable and disposable cups and plates, cookware sets</p> |
|  <p>Home Textile
Bedding (linen and cozy), decorative pillows, table runners, placemats</p> |  <p>Pet Products
Waterproof pet accessories, cooling products (mat, vest, bandana), leash & harnesses, clothing, bedding</p> |
|  <p>Arts, Crafts & Sewing
Crochet, abstract prints, vintage posters, crystal beads</p> | |

Popular/unique regional subcategories include:



- **United States/Canada**
 - ✦ Home Decor
- **Europe**
 - ✦ Arts, Craft & Sewing
 - ✦ Party Supplies
- **Asia Pacific**
 - ✦ Arts, Craft & Sewing
 - ✦ Home Decor
- **Latin America**
 - ✦ Kitchen, Dining & Bar

Industry insights: home & garden trends and opportunities

Season of transition as outdoor, warm weather shifts into fall, indoor, and cozier living

Backyard Essentials

During the warmer months, people gravitate to their household outdoor spaces. There will be higher demand for the following:

- ✦ Pool Products for Adults, Kids & Pets
- ✦ Outdoor BBQ / Party Supplies
- ✦ Backyard/ Patio Furniture & Decor

Summer inspired decorations

Seasonal home decor with boho style:

- ✦ Rattan / wicker furniture and decor
- ✦ Artificial flowers, pampas grass, plants for decorations
- ✦ Outdoor backyard / patio decor

Cozy living

As we approach Fall, people start moving indoors and getting ready for the holiday season. There will be higher demand for the following:

- ✦ Home decor & textiles: faux plants, candles/votives, decorative pillows
- ✦ Kitchen, Dining, & Bar: seasonal cups & mugs, plates, utensil and cooking sets
- ✦ Fall color palette: muted browns, darker oranges, plaids & patterns

Q3 opportunities, holidays and Wish Merchandising events include:

Independence Day is July 4th – pool floats & games, outdoor cookware, party supplies, patio/backyard home decor

- ✦ 4th of July Sitewide Sale (7/4)

Late Summer/Early Fall Home Refresh

- ✦ Rejuvenate your Space (9/20-9/27)
- ✦ End of Summer Sitewide Sale (7/26-28)

Labor Day is September 1st – outdoor cookware, party supplies, patio/backyard home decor

- ✦ Prep for Labor Day (8/6-8/13)

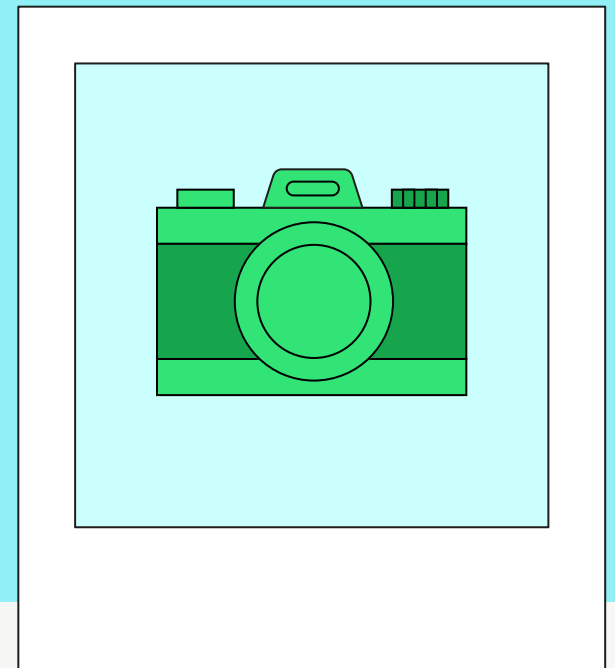
Halloween – spooky/scary themed home decor, party supplies, pumpkin themed decor

- ✦ Get Ready for Spooky Season (8/20-31)
- ✦ Get Ready for Halloween (9/1-9/8)









THE CATEGORY

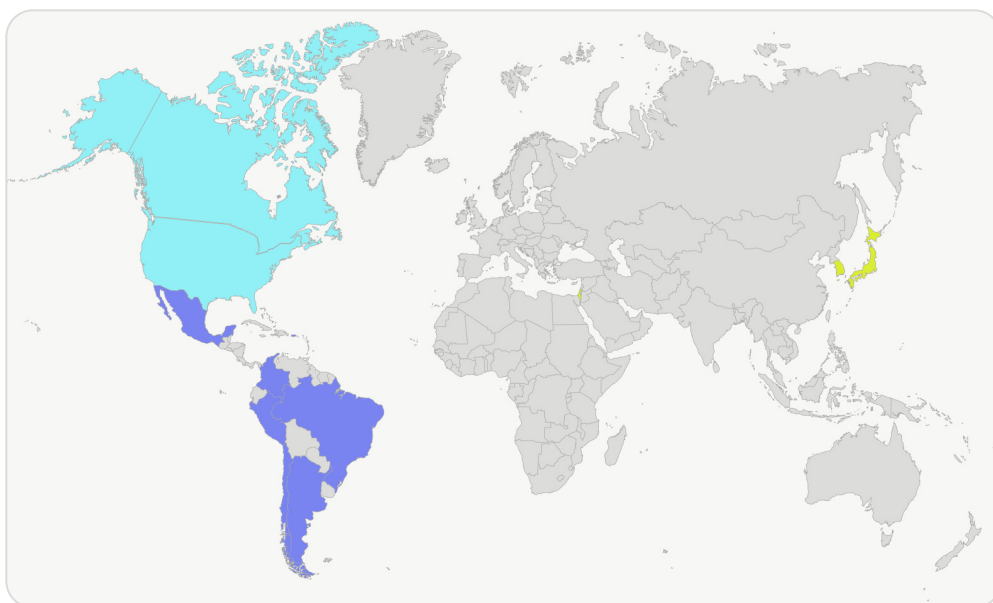
ELECTRONICS



Wish's suggestions for products to upload in Q3 2023 include:

- | | |
|--|--|
|  <p>Mobile phone accessories
Cables, Screen protectors</p> |  <p>Mobile phone accessories
Wallet cases, Half Wrapped Cases, Phone Pouches, Flip Cases</p> |
|  <p>Earphones & Headphones
Bluetooth Earphones & Headphones, Wired Headphones & Headsets, Earphone Accessories</p> |  <p>Smart Electronics
Smart watches, bands, accessories</p> |
|  <p>Camera & photo
Mini-camcorders, Drones</p> |  <p>Cellphones
Refurbished Tier 1 Brands, New Tier 2 and Tier 3 Brands</p> |

Popular/unique regional subcategories include:



- United States/Canada**
Mobile Phone Accessories, Phone Bags & Cases, Earphones & Headphones, Smart Electronics, Camera & Photo, Cellphones
- Asia Pacific**
Mobile Phone Accessories, Phone Bags & Cases, Earphones & Headphones, Camera & Photo, Smart Electronics, Storage Devices
- Latin America**
Mobile Phone Accessories, Phone Bags & Cases, Earphones & Headphones, Smart Electronics, Camera & Photo, Cellphones

Germany - Europe

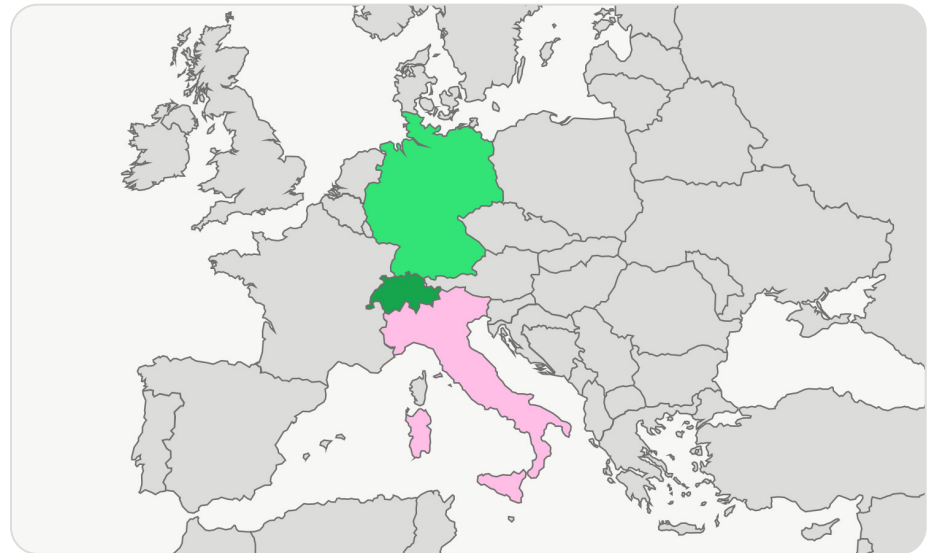
Mobile Phone Accessories, Phone Bags & Cases, Earphones & Headphones, Smart Electronics, Camera & Photo, Power Sources

Switzerland - Europe

Mobile Phone Accessories, Phone Bags & Cases, Smart Electronics, Camera & Photo, Power Sources, Tablet Accessories

Italy - Europe

Mobile Phone Accessories, Phone Bags & Cases, Earphones & Headphones, Smart Electronics, Camera & Photo



Industry insights: Electronics trends and opportunities

Q3 BTS will drive Laptops, tablets as well as cellphones and corresponding accessories/cases

Summer gaming launches will increase need for storage as well as accessories & consoles expect uplift in refurbished consoles/games & accessories

- ✦ Pikmin 4 - (Platforms: Nintendo Switch) July
- ✦ Exoprimal - (PC, PS4, PS5, Xbox One, Xbox Series X/S) July
- ✦ Baldur's Gate 3 - (Platforms: PS5, PC) August
- ✦ Armored Core VI: Fires of Rubicon - (PC, PS4, PS5, Xbox One, Xbox Series X/S) August
- ✦ Starfield - (Platforms: Xbox Series X|S, PC) September

Q3 opportunities, holidays and Wish Merchandising events include:

Refresh your Tech (July) – Anything from Laptops, Tablets, phones, computers, smart watches, speakers, TVs, smart home products

Back to School (July/August) – Laptops, Tablets, phones and related accessories

Rejuvenate your Space (8/6 - 8/13) – Smart Home products

Wanderlust Wonderland (8/14-8/21) – Cameras, chargers

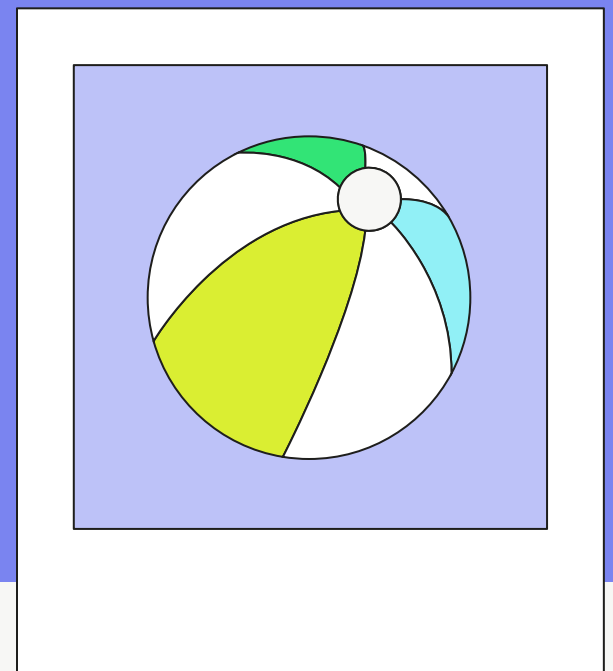
Mind & Body Reset (8/9-8/16)– Smart watches, fitness trackers, earbuds/headphones

Get ready for Halloween (9/1-9/8) – Halloween themed accessories/cases








THE CATEGORY

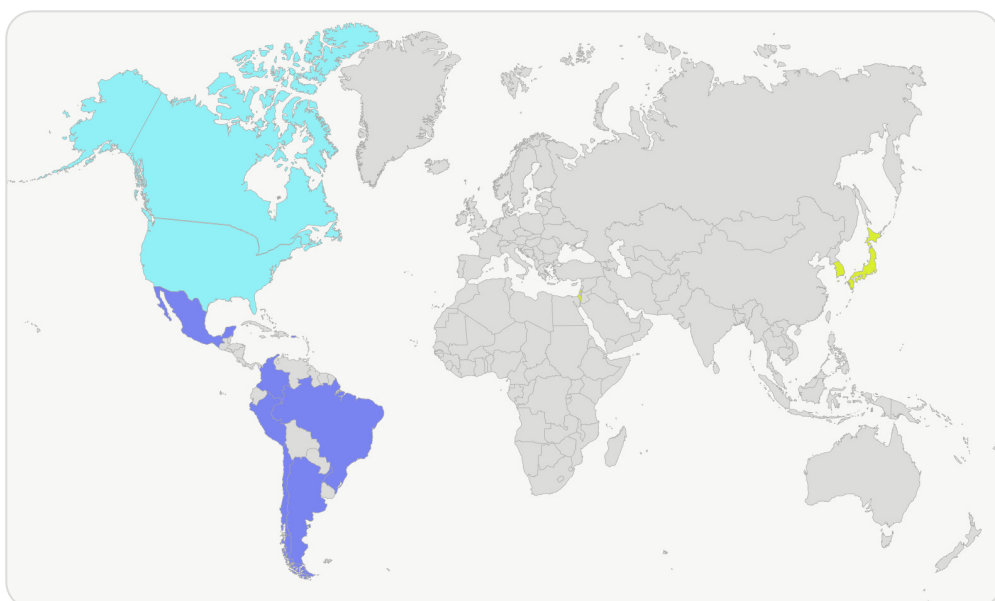
SPORTS & HOBBIES



Wish's suggestions for products to upload in Q3 2023 include:

- | | |
|---|---|
| <p> Fishing, Camping & Hiking
Fishing Gear, Outdoor Tools, Climbing Bags, Safety & Survival Tools & Accessories, Hiking Clothing</p> <p> Auto/Motorcycle parts & Accessories
Car Electronics, Car Stickers, Automobile Seat Covers, Drive Goggles, Auto Apparel</p> <p> Outdoor Fun & Sports
Electric Bicycles, Cycling Sets, Bicycle Lights, Baseball Caps, Soccer Jerseys</p> | <p> Roller Skates, Skateboards, and Scooters
Electric Scooters, Skateboarding Apparel, Skateboarding Accessories, Scooter Parts & Accessories, Skateboards</p> <p> Toys & Hobbies
Action Figures, Transformers/Robots, Stuffed & Plush Animals, Plush Pillows</p> |
|---|---|

Popular/unique regional subcategories include:



- **United States/Canada**
Auto/Motorcycle parts & Accessories, Camping, Hiking & Fishing Equipment, Outdoor Fun & Sports (toys, balls, tents), Building & Construction Toys, Fitness & Body Building incl. Yoga, Cycling
- **Asia Pacific**
Auto/Motorcycle Parts & Accessories, Camping, Hiking & Fishing Equipment, Car Electronics
- **Latin America**
Auto/Motorcycle Parts & Accessories, Fishing, Car Electronics, Camping & Hiking, Cycling

Germany - Europe

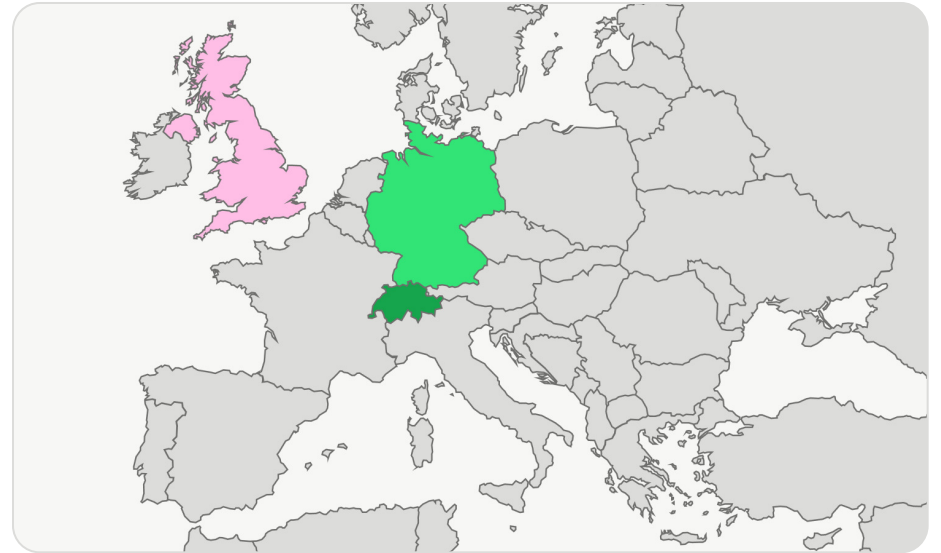
Auto/Motorcycle Parts & Accessories, Car Electronics, Camping, Hiking & Fishing Equipment, Stuffed Animals & Plush Toys, Outdoor Fun & Sports

Switzerland - Europe

Camping, Hiking & Fishing Equipment, Building & Construction Toys

UK - Europe

Camping, Hiking & Fishing Equipment, Auto/Motorcycle parts & Accessories, Building & Construction Toys, Cycling



Industry insights: Sports & Hobbies trends and opportunities

Outdoor sporting events include that will drive interest in associated products:

July

- ✦ Tour de France
- ✦ Wimbledon
- ✦ Summer X Games

August

- ✦ US Open
- ✦ FIBA Basketball World Cup
- ✦ World Beach Games

September

- ✦ The Asian Games (popularly known as Asiad)
- ✦ World Cup (Rugby)
- ✦ The Ryder Cup

Summer activities in growing categories at Wish include:

- ✦ Cycling
- ✦ Fishing
- ✦ Swimming
- ✦ Water Sports

Q3 opportunities, holidays and Wish Merchandising events include:

Outdoor activities include products from below categories – Outdoor Fun & Sports, Remote Control Toys, Pools & Water Fun

End of Summer Sale (7/21-28) – Outdoor Fun & Sports, Pools & Water Fun

Back to School (July/August) – Learning & Education

Prep for Labor Day (8/6-8/13)– Outdoor Fun & Sports, Pools & Water Fun

Upgrade your Ride (8/22-31)– Automobiles & Motorcycles

Get ready for Halloween (9/1-9/8) – Halloween themed toys



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