

# 2026 marketing trends calendar



As the year unfolds, buyer demand shifts. Different categories come into focus at different times, influenced by seasonal moments and changing needs.

This calendar is your 2026 snapshot of the trends, moments and buyer behaviours shaping the year ahead.

Use the monthly views to spot when interest typically increases by category, then dip into the advertising insights to find out how sellers respond to those moments.

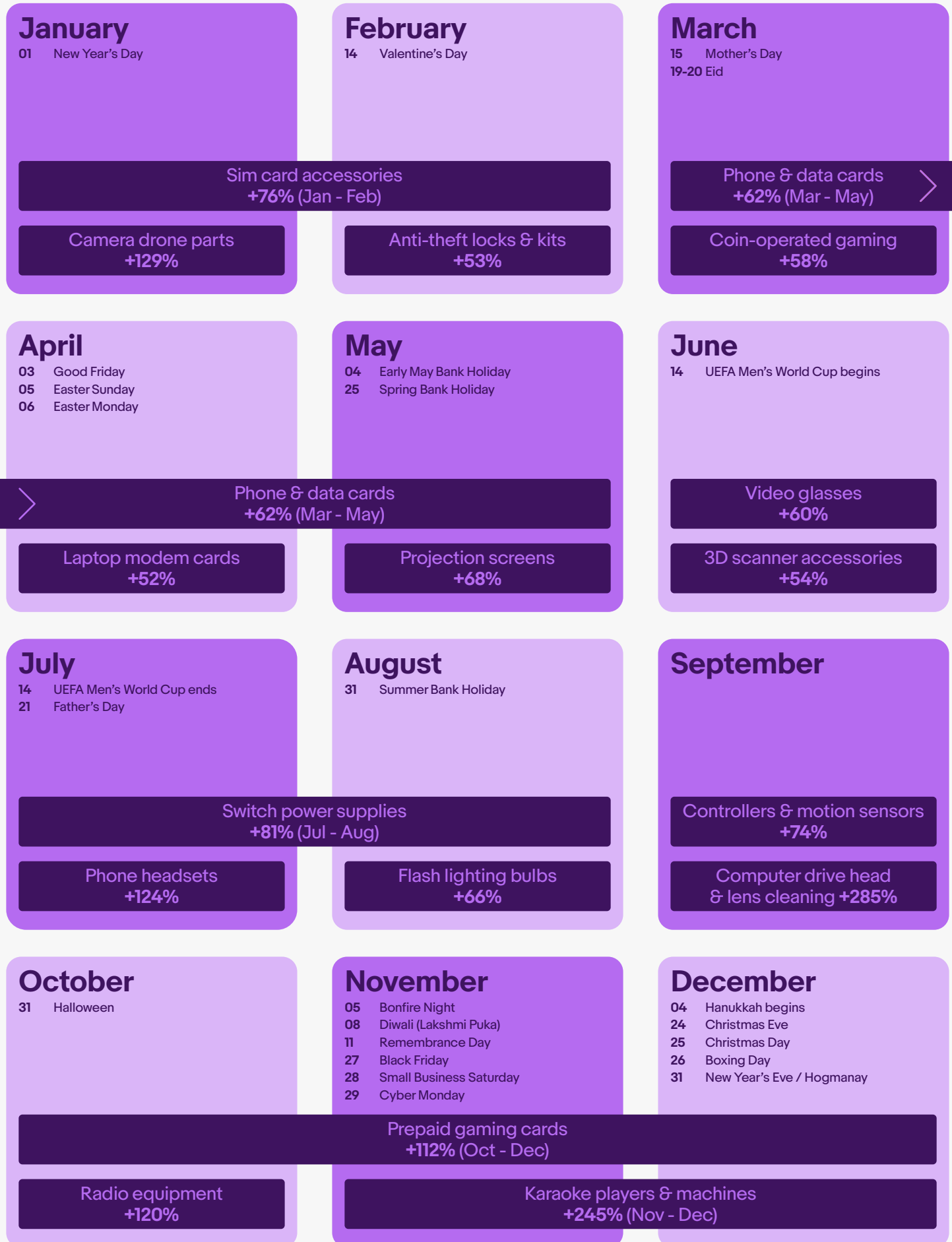


# Collectables



Source: eBay 1st-party data, Oct 2024 - Sep 2025. Monthly performance is compared with the average performance across the year.

# Electronics



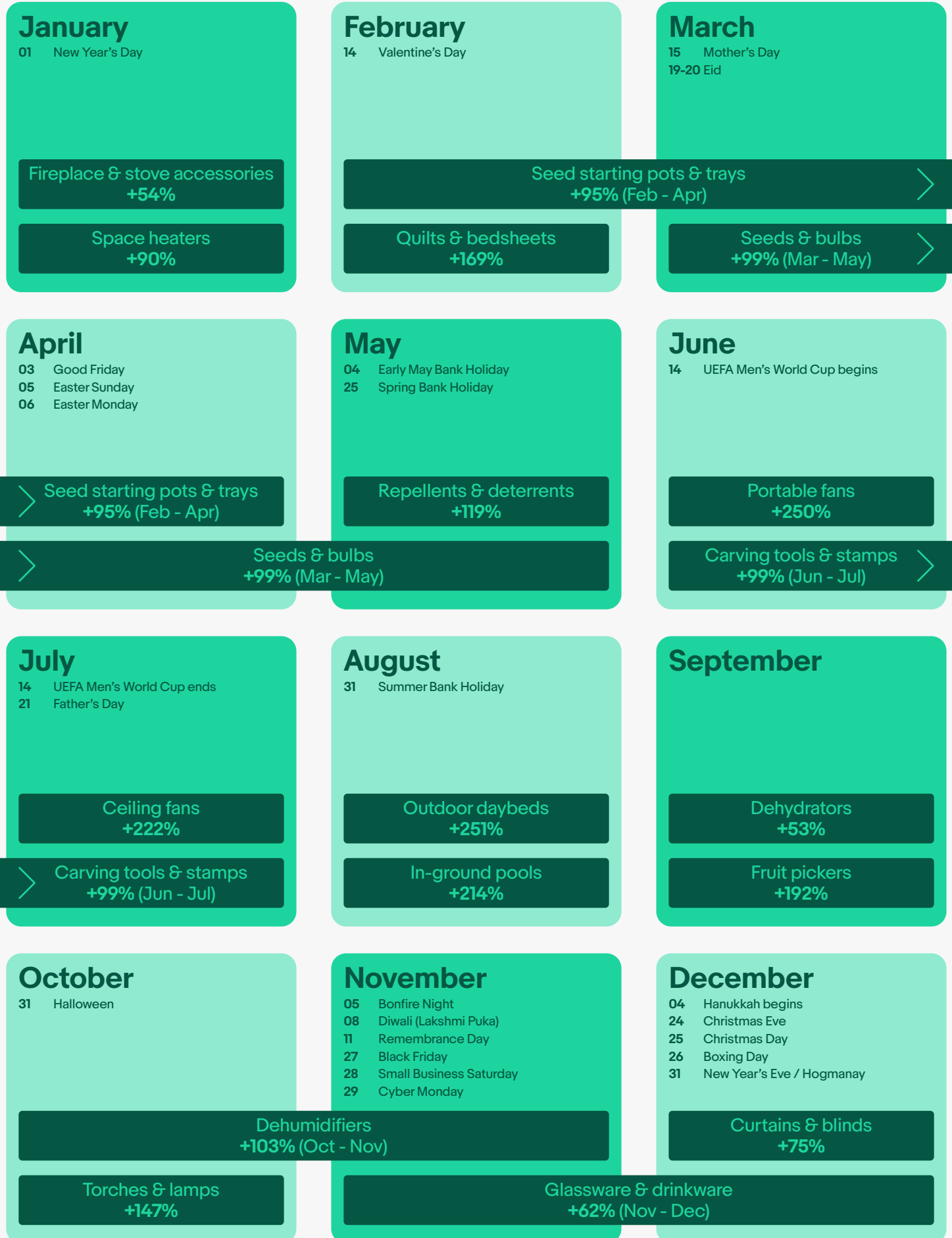
Source: eBay 1st-party data, Oct 2024 - Sep 2025. Monthly performance is compared with the average performance across the year.

# Fashion



Source: eBay 1st-party data, Oct 2024 - Sep 2025. Monthly performance is compared with the average performance across the year.

# Home & Garden



Source: eBay 1st-party data, Oct 2024 - Sep 2025. Monthly performance is compared with the average performance across the year.

# Parts & Accessories



Source: eBay 1st-party data, Oct 2024 - Sep 2025. Monthly performance is compared with the average performance across the year.

# Advertising tips to use around seasonal demand

Seasonal shifts in buyer interest can create moments where visibility, timing, and competition matter more than usual. Sellers have different goals, and use eBay Advertising in different ways around these moments — from supporting discovery during short spikes to driving traffic across a broader range.

The tips below reflect common approaches sellers take alongside seasonal demand patterns, supported by observed performance outcomes.

## 1.



### Support visibility during short demand spikes.

#### Promoted Listings — Priority strategy

Short, sharp increases in buyer interest often bring more sellers into the same space at the same time.

In these moments, sellers tend to focus on visibility where buyer intent is strongest — particularly for new listings or products available in multiple quantities, where competition can increase quickly.

On sites where priority campaigns get exclusive access to the first ad slot in search results, sellers using the priority strategy have seen over **80% more sales** compared to non-promoted items, on average.<sup>1</sup>

1. eBay data September - October 2025

## 2.



### Align visibility with product-level demand signals.

#### Promoted Listings — General strategy

Not all demand patterns are short-lived.

Some products see steady or recurring increases in interest tied to specific moments across the year.

Sellers often use approaches that maintain consistent visibility across these periods, flexing activity as demand rises and falls rather than concentrating on a single peak.

## 3.



### Drive discovery across a wider range of your inventory.

#### Promoted Shops

Seasonal demand often affects clusters of products rather than single SKUs.

Sellers sometimes use shop-level promotion to support browsing across a wider range, while also strengthening brand visibility and encouraging repeat engagement.

Sellers who use Promoted Shops saw **shop traffic increase 60%** and shop **sales rise more than 15%**, on average.<sup>2</sup>

2. eBay data March - August 2025

## 4.



### Reach buyers beyond the eBay marketplace.

#### Promoted Offsite

Seasonal interest often begins with research.

For certain products, sellers look to reach buyers earlier in their journey by extending visibility beyond the eBay marketplace during periods of heightened interest.

Sellers saw a **60% increase in sales from external channels** by utilising Promoted Offsite, on average.<sup>3</sup>

3. eBay data May 2024 - April 2025

## 5.



### Learning from seasonal performance over time.

#### Advertising reporting & insights

While the trends calendar highlights when interest tends to shift, sellers should take these learnings and review performance data to understand fully what worked — and what didn't — before similar moments return the following year.