

PayPal Six Steps for International Holiday Selling

1. Identify major gift-giving countries

Some countries may not give presents for Mother's Day, or even celebrate it. Knowing which countries are big into giving gifts, and when, will help you identify where you have the best chance to increase sales during major holidays. Referring to the Global Heat Map will help you monitor upcoming holidays.



2. Learn consumer shopping habits



Understanding the shopping tendencies of customers across the world will help you remember that while it's winter in Canada, it's summer in Australia, so last season's leftover swimwear inventory might actually be a big seller in December. Educate yourself by exploring new markets and Fast Facts.

3. Understand relevant gifts and taboos for each country

It's helpful to know whether Chinese customers would purchase red clothing for the New Year celebration or if jewelry is appropriate to give Japanese women on White Day. To make the most of your holiday sales, make sure you're up to speed on Cultural Customs & Taboos.



4. Know each country's preferred shipping carrier



You will provide a more convenient shopping experience if your international customers know they have the carrier of their choice available. Keep track of whether Correios or DHL is best for shipping from São Paulo to Beijing with Global Shipping Tools.

5. Explain shipping costs and duties clearly

As the cost of shipping internationally may change during peak holidays, it's important to provide complete transparency regarding the fees, exchange rate and duties for shoppers. Prepare yourself and educate your customers with accurate information year round using Global Shipping Tools.



6. Pay attention to supply and demand



Does Spain import more women's accessories than shoes? As a handbag designer, there may be an opportunity to tap into the high demand for your product if you knew what consumers are shopping for internationally. By monitoring the Global Heat Map (link) to see who's buying and who's selling what across the globe and when, you will get a sense of where you can be more profitable.