



ebay for business

Promote your listings average and maximum ad rates

Take a look at what percentage of the final item price sellers have been paying to promote their listings on ebay.co.uk. All figures are for information only and are based on historical data collected from ebay.co.uk up to and including 22nd November 2017.

Category	Average bid %	Maximum bid %
Antiques	9.4	20
Antique Clocks	6.61	20
Antique Furniture	6.02	20
Antiquities	5.46	20
Architectural Antiques	8.75	20
Asian/Oriental Antiques	6.35	20
Carpets & Rugs	13	20
Decorative Arts	7.59	20
Ethnographic Antiques	6.16	20
Fabric/Textiles	7.42	20
Manuscripts	6.21	20
Maps, Atlases & Globes	3.22	20
Marine/Maritime	7.96	20
Metalware	7.48	20
Musical Instruments	4.9	7.1
Other Antiques	10.27	20
Periods/Styles	5.71	20
Reproduction Antiques	6.88	20
Science/Medicine	6.82	20
Silver	5.93	20
Woodenware	7.89	20
Art	10.79	20
Art Drawings	5.98	20
Art Photographs	6.32	20
Art Poster	11.81	20
Art Prints	10.94	20
Art Sculptures	7.59	20
Folk Art & Indigenous Art	6.71	20
Mixed Media Art & Collage Art	5.81	20
Other Art	7.29	20
Paintings	6.78	20
Textile Art & Fiber Art	7.31	20

Category	Average bid %	Maximum bid %
Baby	4.44	20
Baby Bathing/Grooming	3.64	20
Baby Books	2.99	20
Baby Carriers/Backpacks	4.45	20
Baby Changing & Nappies	3.93	20
Baby Feeding	4.16	20
Car Seats & Accessories	3.86	20
Christening & Gifts	8.85	20
Clothes, Shoes & Accessories	5.9	20
Maternity/Pregnancy	5.65	20
Nursery Bedding	4.22	20
Nursery Decoration & Furniture	3.77	20
Other Baby	3.38	20
Potty Training	3.66	20
Pushchairs, Prams & Accs.	2.95	20
Safety	4.19	20
Toys & Activities	3.67	20
Walkers	5.18	20
Books, Comics & Magazines	3.38	20
Accessories	4.65	20
Antiquarian & Collectable	12.01	20
Audio Books	4.27	20
Calendars	4.07	17.8
Children's & Young Adults	3.08	20
Collections & Lots	5.87	20
Comics	5.07	20
Fiction	2.74	20
Food & Drink	2.73	20
Magazines	9	20
Non-Fiction	3.64	20
Other Books, Comics, Magazines	2.25	20
Textbooks & Education	2.83	20

Category	Average bid %	Maximum bid %
Business, Office & Industrial	4.74	20
Adhesives, Sealants & Tapes	3.92	20
Agriculture/Farming	3.42	20
Automation, Motors & Drives	4.7	20
Building Materials & Supplies	6.72	20
Businesses For Sale	11.16	20
Cleaning & Janitorial Supplies	4.95	20
Containers & Pre-Fab Buildings	7.84	20
Electrical & Test Equipment	4.4	20
Facility Maintenance & Safety	4.74	20
Fasteners & Hardware	4.85	20
Hand Tools	4.47	20
HVAC	5.1	20
Hydraulics, Pneumatics & Pumps	5.03	20
Industrial Tools	4.01	20
Manufacturing & Woodworking	4.18	20
Material Handling	6.69	20
Medical/Lab Equipment	4.45	20
Metalworking/Milling/Welding	4.71	20
Office Equipment & Supplies	3.91	20
Other Business & Industrial	4.85	20
Power Tools	5.01	20
Printing & Graphic Arts	4.82	20
Restaurant & Catering	4.89	20
Retail & Shop Fitting	5.91	20
Telephone & Answering Systems	4.48	20
Video Broadcasting & Recording	4.07	20
Web Domains/ Email/ Software	13.54	20
Cameras & Photography	4.67	20
Camcorders	5.01	20
Camera & Photo Accessories	4.65	20

Category	Average bid %	Maximum bid %
Camera Drone Parts & Accs	5.27	20
Camera Drones	4.36	20
Digital Cameras	5.35	20
Digital Photo Frames	3.81	20
Film Photography	3.63	20
Flashes & Accessories	4.77	20
Lenses & Filters	4.59	20
Lighting & Studio	4.47	20
Manuals & Guides	8.52	20
Other Photography	3.89	20
Replacement Parts & Tools	3.99	20
Telescopes & Binoculars	4.62	20
Tripods & Supports	4.91	20
Vintage Photography	6	20

Clothes, Shoes & Accessories	6.38	20
Dancewear & Accessories	6.13	20
Erotic Clothing	5.97	20
Fancy Dress & Period Costume	4.22	20
Kids' Clothes, Shoes & Accs.	5.65	20
Men's Accessories	6.23	20
Men's Clothing	7.55	20
Men's Shoes	8.05	20
Other Clothes	4.85	20
Vintage Clothing & Accessories	5.46	20
Wedding & Formal Occasion	5.47	20
Women's Accessories	5.97	20
Women's Clothing	5.85	20
Women's Handbags	7.61	20
Women's Shoes	9.22	20
World & Traditional Clothing	6.3	20

Category	Average bid %	Maximum bid %
Coins	6.04	20
Banknotes	11.06	20
Bullion/Bars	5.37	20
Coins	4.74	20
Historical Medals/Medallions	4.49	20
Share Certificates/Bonds	4.19	15
Tokens	5.65	20
Virtual Currency	7.06	20

Collectables	5.85	20
Advertising Collectables	6.57	20
Animal Collectables	8.78	20
Animation Collectables	5.32	20
Autographs	4.22	20
Badges & Patches	4.95	20
Blade Accs, Armours & Shields	5.74	20
Breweriana	5.7	20
Casino Collectables	2.88	20
Collectable Bottles & Pots	5.5	20
Collectable Clocks	9.13	20
Collectible Card Games	4.96	20
Decorative Ornaments & Plates	5.49	20
Disneyana	4.53	20
Ethnographic Collectables	8.4	20
Fantasy, Myth & Magic	3.54	20
Flags	3.6	20
Household Collectables	4.46	20
Jukeboxes	4.32	20
Keyrings	4.59	20
Kitchenalia	6.33	20
Masonic	5.39	20
Memorabilia	6.25	20

Category	Average bid %	Maximum bid %
Metalware	4.6	20
Militaria	6.5	20
Model Railways & Trains	3.82	20
Moneyboxes & Piggy Banks	4	20
Non-Sport Trading Cards	4.79	20
Other Collectable Items	3.5	20
Paper & Ephemera	3.56	20
Pens & Writing Equipment	3.99	20
Phone Cards	4.95	20
Photographic Images	6.21	20
Postcards	8.58	20
Radio, Television & Telephony	7.74	20
Religion & Spirituality	5.41	20
Rocks, Fossils & Minerals	5.09	20
Royalty Collectables	6.24	20
Science Fiction Collectables	3.88	20
Scientific Collectables	3.52	20
Sewing, Fabric & Textiles	4.08	20
Storage, Displays & Accs	5.02	20
Theatre, Opera & Ballet	3.49	20
Tobacciana & Smoking Supplies	4.93	20
Tools & Collectable Hardware	5.06	20
Trade Cards	5.45	20
Transportation Collectables	4.2	20
Vanity, Perfume & Grooming	4.04	20
Vintage & Retro Collectables	5.69	20
Weird Stuff	4.58	20
Computers/Tablets & Networking	5.33	20
3D Printers & Supplies	3.69	20
Computer Cables & Connectors	5.77	20
Computer Components & Parts	3.67	20

Category	Average bid %	Maximum bid %
Desktops & All-in-Ones	1.99	20
Drives, Storage & Blank Media	5.73	20
Enterprise Networking, Servers	4.09	20
Home Networking & Connectivity	5.65	20
Keyboards, Mice & Pointers	4.66	20
Laptop & Desktop Accessories	2.75	20
Laptops & Netbooks	2.61	20
Manuals & Resources	2.93	20
Monitors, Projectors & Accs	4.09	20
Other Computers & Networking	3.61	20
Power Protection, Distribution	4.4	20
Printers, Scanners & Supplies	4.94	20
Software	9.33	20
Tablet & eBook Reader Accs	10.96	20
Tablet & eBook Reader Parts	4.42	20
Tablets & eBook Readers	4.04	20
Vintage Computing	3.89	20

Crafts	5.27	20
Art Supplies	3.64	20
Basketry & Chair Caning	3.5	10
Beads & Jewellery Making	5.19	20
Candle Making & Soap Making	3.75	20
Children's Crafts	3.44	20
Decorative & Folk Painting	5.05	20
Fabric	6.31	20
Fabric Painting & Decorating	4.06	15
Floral Crafts	4.02	20
Framing/Matting	5.72	20
Glass Art Supplies	3.46	20
Hand-Crafted Items	7.48	20
Leathercrafts	4.98	20

Category	Average bid %	Maximum bid %
More Crafts	3.7	20
Mosaic	5.78	20
Multi-Purpose Craft Supplies	5	20
Needlecrafts & Yarn	8.12	20
Rubber Stamping	3.55	20
Scrapbooking & Paper Crafts	4.88	20
Sculpting, Moulding & Ceramics	3.47	20
Sewing	4.82	20
Woodworking	5.84	20

Dolls & Bears	3.8	20
Bears	4.01	20
Dolls' Miniatures & Houses	4.46	20
Dolls, Clothing & Accessories	3.45	20

DVDs, Film & TV	2.98	20
DVDs & Blu-rays	2.78	20
Film Memorabilia	5.68	20
Film Stock	2.09	6
LaserDiscs	3.89	15.2
Other Formats	5.29	20
Storage & Media Accessories	5.1	20
TV Memorabilia	6.61	20
UMDs	3.71	15.2
VHS Tapes	5.42	20

Garden & Patio	4.95	20
Barbecuing & Outdoor Heating	4.15	20
Composting & Garden Waste	4.01	20
Garden & Patio Furniture	4.13	20
Garden Clothing & Gear	4.55	20
Garden Fencing	4.01	20
Garden Hand Tools & Equipment	3.98	20

Category	Average bid %	Maximum bid %
Garden Lighting	7.94	20
Garden Ornaments	4.44	20
Garden Power Tools & Equipment	3.97	20
Garden Structures & Shade	4.61	20
Hydroponics & Seed Starting	4.66	20
Landscaping & Garden Materials	5	20
Lawnmowers	3.85	20
Other Garden & Patio	3.15	20
Plant Care, Soil & Accessories	4.77	20
Plants, Seeds & Bulbs	5.17	20
Ponds & Water Features	4.41	20
Swimming Pools & Hot Tubs	4.07	20
Watering Equipment	4.49	20
Weed & Pest Control	4.06	20
Health & Beauty	4.67	20
Bath & Body	3.62	20
E Cigarettes, Vapes & Accs	10.13	20
Facial Skin Care	4.15	20
Fragrances	3.18	20
Hair Care & Styling	5.16	20
Health Care	4.51	20
Make-Up	4.67	20
Massage	4.01	20
Mobility, Disability & Medical	5.3	20
Nail Care, Manicure & Pedicure	4.32	20
Natural & Alternative Remedie	5.36	20
Oral Care	4.4	20
Other Health & Beauty	3.71	20
Salon & Spa	4.53	20
Shaving & Hair Removal	4.3	20
Sun Care & Tanning	4.28	20

Category	Average bid %	Maximum bid %
Tattoos & Body Art	4.52	20
Vision Care	3.9	20
Vitamins & Dietary Supplements	6.75	20

Holidays & Travel	5.13	20
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Accommodation	3.94	20
Car Hire/ Car Rental	8.6	20
Ferries/ Cruises	12.5	20
Other Travel	5.11	20
Package Holidays	6.43	20
Short Breaks	6.38	20

Home, Furniture & DIY	5.23	20
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Appliances	3.86	20
Bath	4.92	20
Bedding	6.8	20
Celebrations & Occasions	5.65	20
Children's Home & Furniture	5.2	20
Clocks	4.75	20
Conservatories	5.42	20
Cookware, Dining & Bar	4.54	20
Curtains & Blinds	5.97	20
DIY Materials	5.82	20
DIY Tools	3.98	20
Fireplaces & Accessories	4.58	20
Food & Drink	4.14	20
Furniture	4.5	20
Heating, Cooling & Air	5.04	20
Home Decor	6.99	20
Household & Laundry Supplies	4.01	20
Kitchen Plumbing & Fittings	4.9	20
Lighting	5.49	20
Luggage & Travel Accessories	4.69	20

Category	Average bid %	Maximum bid %
Metaphysical & New Age	4.81	20
Other Home, Furniture & DIY	3.59	20
Rugs & Carpets	7.05	20
Security & Home Automation	4.77	20
Stationery & School Equipment	3.92	20
Storage Solutions	4.1	20
Wedding Supplies	5.43	20

Jewellery & Watches **7.1** **20**

Body Jewellery	4.64	20
Costume Jewellery	6.46	20
Ethnic & Tribal Jewellery	6.27	20
Fine Jewellery	8.87	20
Jewellery Boxes & Supplies	4.27	20
Loose Beads	11.49	20
Loose Diamonds & Gemstones	15.59	20
Men's Jewellery	7.08	20
Other Jewellery	5.39	20
Vintage & Antique Jewellery	6.33	20
Watches, Parts & Accessories	5.94	20

Mobile Phones & Communication **8.87** **20**

Dummy Mobile Phones	8.22	20
Home Phones & Accessories	5.29	20
Mobile & Smart Phone	4.83	20
Mobile Phone & PDA Accessories	9.28	20
Mobile Phone Parts	4.81	20
Other Phones	3.95	20
PDAs	8.22	20
Radio Communication Equipment	4.01	20
Ringtones, Logos & Software	4.14	10
Sim Cards & Readers	9.15	20
Smart Watch Accessories	4.61	20

Category	Average bid %	Maximum bid %
Smart Watches	6.37	20
Vintage Home Phones	4.93	19.9
Vintage Mobile Phones	6.23	20

Music	2.92	20
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Cassettes	3.64	20
CDs	2.46	20
Music Memorabilia	6.2	20
Other Formats	5.07	20
Records	4.11	20
Storage & Media Accessories	3.89	20

Musical Instruments	4.38	20
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Accessories & Equipment	4.67	20
Brass	4.87	20
Guitars & Basses	4.06	20
Instruction Books & Media	4.02	20
Keyboards & Pianos	5.08	20
Other Musical Instruments	3.96	20
Percussion	4.07	20
Pro Audio Equipment	4.96	20
Sheet Music & Song Books	6.42	20
String	4.93	20
Vintage Musical Instruments	5.2	20
Wind & Woodwind	4.08	20

Pet Supplies	4.81	20
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Beekeeping	5.18	20
Birds	4.91	20
Cat Supplies	4.31	20
Dog Supplies	5.02	20
Fish & Aquarium	4.62	20
Other Pet Supplies	3.47	20

Category	Average bid %	Maximum bid %
Pet Memorials	9.6	20
Poultry & Waterfowl	4.6	20
Reptiles	3.58	20
Small Animal Supplies	4.99	20
Spiders & Insects	3.54	20

Pottery, Porcelain & Glass	13.71	20
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Date-Lined Ceramics	5.25	20
Glass	6.2	20
Porcelain/China	14.44	20
Pottery	14.71	20
Stoneware	11.79	20

Sound & Vision	5.61	20
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DVD, Blu-ray & Home Cinema	5.69	20
Headphones	5.29	20
Home Audio & HiFi Separates	4.19	20
iPod & MP3 Player Accessories	5.83	20
iPods & MP3 Players	3.06	20
Manuals & Resources	4.67	20
Multipurpose Batteries & Power	8.23	20
Other Sound & Vision	3.17	20
Performance & DJ Equipment	4.4	20
Portable Disc Players & Radios	3.58	20
Smart Glasses	9.26	20
TV & Home Audio Accessories	5.58	20
TV & Home Audio Parts	3.65	20
TV Reception & Set-Top Boxes	5.34	20
TVs	4.89	20
Vintage Sound & Vision	4.8	20
Virtual Reality	3.68	20
Voice-Enabled Smart Assistants	4.03	19.7

Category	Average bid %	Maximum bid %
Sporting Goods	4.6	20
American Football	6.31	20
Archery	5.82	20
Badminton	3.05	20
Baseball	3.99	20
Basketball	3.48	20
Bowling (Ten-Pin)	2.3	10
Bowls	5.95	20
Boxing	6.07	20
Camping & Hiking	4.58	20
Canoeing & Kayaking	4.68	20
Climbing/ Mountaineering	4.2	20
Cricket	4.11	20
Cycling	4.53	20
Darts	3.97	20
Equestrian	3.78	20
Fishing	4.38	20
Fitness, Running & Yoga	5.03	20
Football	4.56	20
Football Shirts	4.84	20
Geocaching	1.49	6.6
Golf	3.96	20
Gymnastics	5.61	20
Hockey	3.49	20
Hunting	5.25	20
Ice Hockey	4.83	20
Ice Skating	3.59	20
Inline & Roller Skating	3.17	20
Kitesurfing & Powerkites	3.43	20
Martial Arts	6.19	20
More Sporting Goods	4.25	20
Paintball	4.59	20

Category	Average bid %	Maximum bid %
Rugby League	4.87	20
Rugby Union	3.81	20
Sailing	4.98	20
Scooters	4.04	20
SCUBA & Snorkelling	4.39	20
Skateboarding	3.85	20
Skiing & Snowboarding	4.28	20
Skydiving, Para & Hang Gliding	5.63	20
Snooker & Pool	3.75	20
Squash	3	20
Surfing	4.25	20
Swimming	4.47	20
Table Tennis	3.24	20
Tennis	3.24	20
Trophies	6.44	20
Waterskiing & Wakeboarding	5.25	20
Windsurfing	4.81	20

Sports Memorabilia	6.95	20
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American Football Memorabilia	5.56	20
Boxing Memorabilia	8.52	20
Cricket Memorabilia	7.2	20
Football Memorabilia	6.81	20
Football Programmes	7.81	20
Football Shirts	8.95	20
Golf Memorabilia	8.29	20
Horse Racing Memorabilia	6.77	20
Ice Hockey Memorabilia	7.34	12
More Sports Memorabilia	7.27	20
Motor Sport Memorabilia	6.56	20
Olympic Memorabilia	7.4	20
Rugby League Memorabilia	5.87	20

Category	Average bid %	Maximum bid %
Rugby Union Memorabilia	7.83	20
Sports Stickers, Sets & Albums	5.5	20
Sports Trading Cards	5.76	20
Subbuteo	2.27	10
Tennis Memorabilia	8.51	20
Wrestling Memorabilia	7.17	20

Stamps	8.04	20
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Africa	6.72	20
Asia	8.24	20
Australia & Oceania	9.57	20
British Colonies & Territories	7.71	20
Caribbean	7.7	20
Central & South America	4.01	20
Europe	6.48	20
Great Britain	9.75	20
Ireland	10.02	20
Middle East	5.88	20
North America	8.86	20
Other Stamps	3.01	19.9
Philately	6.89	20
Publications & Supplies	4.58	20
Thematics	4.01	20
United States	7.27	20
Worldwide	8.01	20

Toys & Games	4.1	20
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Action Figures	3.49	20
Beanies	3.36	20
Construction Toys & Kits	4.37	20
Creative Toys & Activities	3.31	20
Diecast & Vehicles	6.59	20
Educational Toys	3.73	20

Category	Average bid %	Maximum bid %
Electronic Pets	3.5	20
Fast Food, Cereal & Sweet Toys	12.11	20
Games	3.43	20
Jigsaws & Puzzles	3.14	20
Model Kits	4.21	20
Other Toys & Games	3.71	20
Outdoor Toys & Activities	3.66	20
Pre-School & Young Children	3.53	20
Radio Control & RC Toys	5.33	20
Scalextric & Slot Car	4.16	20
Soft Toys & Stuffed Animals	3.91	20
Steam	3.19	20
Toy Soldiers	7.12	20
TV & Film Character Toys	3.64	20
Vintage & Classic Toys	3.42	20
Wargames & Role-Playing	3.65	20

Vehicle Parts & Accessories **4.61** **20**

Aircraft Parts & Accessories	4.08	20
Automobilia	5.32	20
Boats Parts & Accessories	4.57	20
Car Accessories	4.27	20
Car Manuals & Literature	6.64	20
Car Parts	5.33	20
Car Tuning & Styling	4.67	20
Car Wheels, Tyres & Trims	1.62	20
Cherished Numbers	2.02	10
Clothing, Helmets & Protection	5.21	20
Commercial Vehicles Parts	4.84	20
GPS, Audio & In-Car Technology	5.01	20
Motorcycle Accessories	4.91	20
Motorcycle Manuals, Literature	9.51	20

Category	Average bid %	Maximum bid %
Motorcycle Parts	4.92	20
Motorcycle Tuning & Styling	2.57	20
Motorhome Parts & Accessories	4.21	20
Oils, Fluids & Lubricants	4.95	20
Quad, ATV & Trike Parts	4.78	20
Scooter Parts	5.05	20
Trials & Motocross Bike Parts	4.04	20
Vehicle Services & Repairs	3.06	20
Video Games & Consoles	4.1	20
Coin-Operated Gaming	5.14	20
Manuals, Inserts & Box Art	6.4	20
Original Game Cases & Boxes	4.29	20
Other Video Games & Consoles	4	20
Prepaid Gaming Cards	4.26	20
Replacement Parts & Tools	3.46	20
Strategy Guides & Cheats	3.78	20
Video Game Accessories	4.86	20
Video Game Consoles	3.61	20
Video Game Merchandise	3.7	20
Video Games	3.35	20