

Anthem Stamps Reports 64% Sales Growth as Holiday and Event Demand Builds

Retail customers, wedding planners, nonprofit galas and corporate holiday events are driving demand as the 2026 Christmas greeting-card season approaches

WASHINGTON, DC, DC, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- Anthem Stamps announced that sales are up 64% compared with the comparable period last year, as demand continues to grow from [retail customers](#) as well as wedding planners, event professionals, nonprofit organizations and businesses preparing seasonal celebrations.

The majority of the increase has come from direct-to-consumer retail sales, with customers selecting postage not simply for mailing purposes, but also for the visual character stamps can add to cards, invitations and special correspondence.

Additional sales are being generated through wedding planners, nonprofit gala events, event planners and businesses preparing for Halloween, Christmas, New Year's and other seasonal events**.



Scott #5336

Forever Deluxe Souvenir Sheet
Coca-Cola Sparkling Holidays

Oversize stamp that
really brings the cheer!

- ✓ Classic Santa artwork by Haddon Sundblom
- ✓ Perfect for Christmas cards, invitations & holiday mail
- ✓ Make your envelope merry & memorable



ANTHEM STAMPS
Quality Stamps for Life's Special Moments



"Postage is a very small part of an envelope, but it can become an important part of the

presentation,” said [Anthem Pleasant](#) of Anthem Stamps. “We especially enjoy working with wedding planners to find stamps that coordinate with the colors and personality of an invitation suite. Then we look forward to seeing how everything comes together in the finished design.”

Seasonal Postage Creates New Opportunities



Halloween inventory at Anthem Stamps includes designs such as Spooky Silhouettes and the earlier Jack-o'-Lanterns issue. USPS released Spooky Silhouettes in 2019 with four designs featuring bats, ghosts, a spider and other Halloween imagery rendered as silhouettes against colorful backgrounds.

Christmas inventory includes Holiday Delights, a 2020 Forever stamp issue featuring nostalgic holiday imagery, along with Sparkling Holidays, the USPS Christmas stamps featuring classic Santa Claus paintings created by Haddon Sundblom for Coca-Cola advertising from the 1940s through the early 1960s.

These earlier issues give customers the opportunity to select postage that complements the theme, colors or feeling of a holiday card rather than automatically using only the newest stamp available.

2026 Christmas Greeting-Card Season Beginning to Take Shape

Anthem Stamps is also preparing inventory as attention begins shifting toward the 2026 Christmas greeting-card mailing season.

The timing is significant. USPS has already announced several 2026 seasonal releases, including the Global Winter Wreath stamp on September 18, Christmas Cookies on September 19 and a traditional Madonna and Child Christmas stamp scheduled for October 2. ([USPS][3])

Physical greeting cards also remain a substantial American tradition. Greeting Card Association figures cited by the U.S. Chamber of Commerce indicate that U.S. consumers purchase approximately 6.5 billion greeting cards annually, including about 1.5 billion Christmas cards. ([U.S. Chamber of Commerce][4])

For Anthem Stamps, that creates an opportunity to help both individuals and organizations think about postage earlier in the creative process.

"Christmas cards are often carefully selected or designed, and the envelope should be part of that experience," Pleasant said. "We have been building inventory with the upcoming mailing season in mind. Whether someone wants traditional Christmas imagery, nostalgic Santa stamps, colorful holiday designs or something unexpected, Anthem Stamps has inventory ready for the season."

Beyond Christmas Cards

The company's growing customer mix reflects a broader use for curated postage.

Wedding professionals can coordinate stamps with invitation colors and themes. Nonprofit organizations can incorporate distinctive postage into gala invitations and donor correspondence. Event planners can select designs that reinforce the theme of an event. Businesses preparing Halloween parties, Christmas gatherings and New Year celebrations can add another visual element before an invitation is even opened.

For individual customers, the same concept can transform birthday cards, announcements, invitations and personal correspondence into something more memorable.

As Anthem Stamps enters the final months of 2026 with sales 64% ahead of the comparable prior-year period, the company plans to continue expanding its selection for both everyday retail buyers and the growing professional event market.

About Anthem Stamps

Anthem Stamps specializes in U.S. postage stamps for mailing, collecting, weddings, invitations, holidays, special events and creative correspondence. The company serves individual retail customers as well as wedding planners, event planners, nonprofit organizations and businesses seeking postage that complements the message and design of their mail.

Anthem Stamps

AnthemStamps.com

[2]: <https://about.usps.com/newsroom/national-releases/2020/0924-usps-issues-holiday-delights-stamp.htm> "USPS issues Holiday Delights stamp - Newsroom - About.usps.com"

[3]: <https://about.usps.com/newsroom/national-releases/2026/0629-usps-announces-additional-stamps-and-release-locations-for-2026.htm> "USPS Announces Additional Stamps and Release Locations for 2026 - Newsroom - About.usps.com"

[4]: <https://www.uschamber.com/co/good-company/launch-pad/greeting-card-next-gen-relevance> "The Greeting Card Revival: Revival, Expansion, and Next-Gen Relevance | CO- by US Chamber of Commerce"

Anthem Pleasant

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