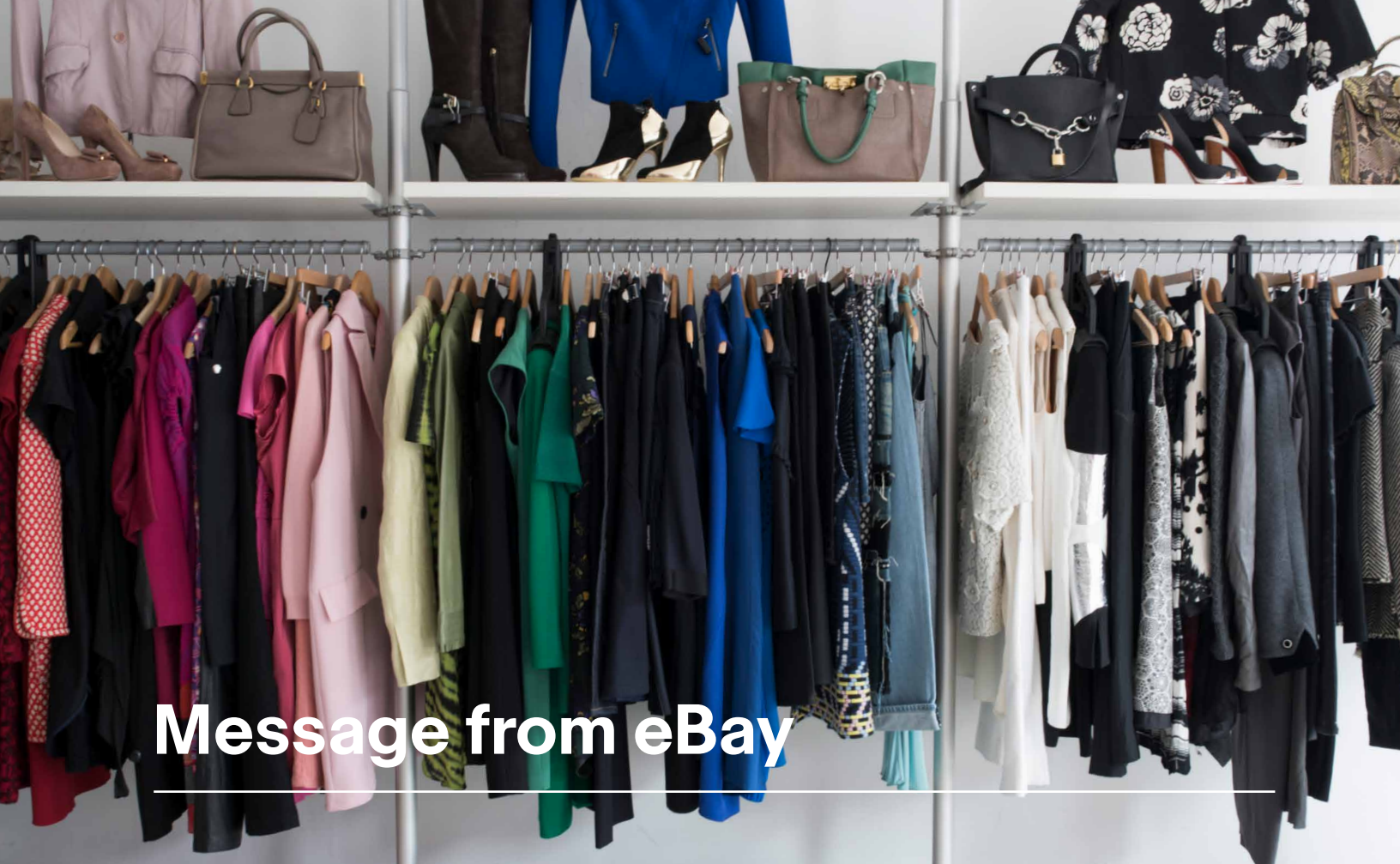




Recommerce Report



Message from eBay

Take a look around your home: Chances are you'll find at least one item you haven't used in a while. Maybe it's a once-beloved juicer now tucked away in a storage cabinet to save on kitchen countertop space or a vintage gaming console currently sitting on a shelf in your closet. We all have items lying around our households, and according to a new study of eBay sellers, a lot of them.

Approximately 85% of people in the U.S. who have sold pre-owned goods on eBay discovered these items within their own home. In fact, the study shows that Americans have an average of 36 household items that can be resold, with \$3,675 worth of value sitting in those goods.

The economic opportunity is right in front of us. Recommerce – or the reselling of pre-owned goods – has been an integral part of our company and purpose, since we were founded over 25 years ago. The very first item purchased on our global marketplace was a broken laser pointer bought by someone who wanted to give it new life. And we have continued this tradition ever since, creating a space where people can buy and sell pre-owned goods that save them from being sent to landfills. This report further underscores our purpose: Consumers worldwide recognize that recommerce can be a potential source of great income, with the added benefit of contributing to a healthier planet.



Methodology

Over the course of about four weeks, we surveyed 4,330 of eBay’s consumer-to-consumer (C2C) sellers in the U.S., U.K., Canada, Germany and France, from Oct. 12, 2020 to Nov. 9, 2020. In the U.S. and Canada, this includes all sellers with less than \$10,000 gross merchandise value (GMV) or fewer than 25 transactions in a year. In the U.K, Germany and France this includes any seller who identifies themselves as C2C.

Economic Opportunity

For Sellers

This past year especially demonstrated the need for recommerce, as more of our customers turned to selling pre-owned goods during the coronavirus (COVID-19) pandemic to mitigate financial challenges. As sellers lost full-time jobs or otherwise grappled with financial concerns, reselling pre-owned items became a way to make additional income during a challenging time – and, in many cases, helped these individuals and their families make ends meet.

Almost three-quarters of eBay sellers surveyed said they started selling pre-owned goods last year as an extra income stream; 14% said that they specifically started selling pre-owned items because they lost their jobs due to COVID-19. Though Americans represented the largest portion of those who started selling pre-owned goods last year to make additional money, a notable number of sellers in Canada, the U.K., Germany and France also reported selling pre-owned goods for this reason.



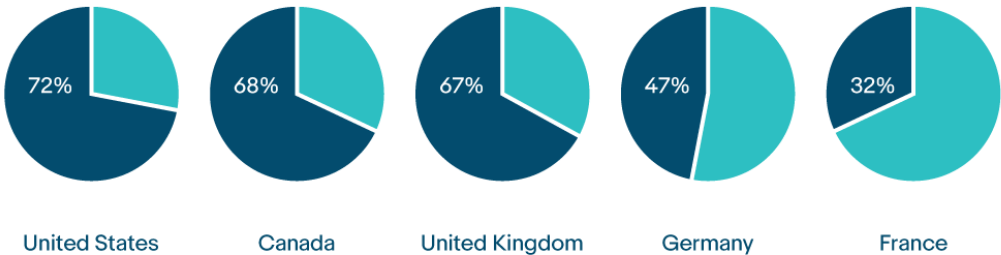
Generation Z Spotlight

Gen Z plays a big role in the recommerce revolution. As a generation focused on sustainable commerce and getting great deals, Gen Zers are responsible consumers and value shoppers at a time when the pre-owned marketplace is booming.

According to eBay’s survey, globally, 46% of sellers aged 18 to 24 sold pre-owned goods for financial benefit, with 64% saying that they’re selling more than they did in previous years. For those considering selling in this age group, nearly three-quarters (73%) say that it’s for the financial benefit – over double the average across all generations.

And it’s not just selling: eBay found that Gen Z is also buying more pre-owned goods than other generations, with 81% of 18- to 24-year-olds saying that buying pre-owned has become more common in the last year.

Percent of eBay C2C sellers across countries who said they started selling pre-owned goods this year to make extra cash





Vintage Goods Sales Aid Rebuilding During the Pandemic

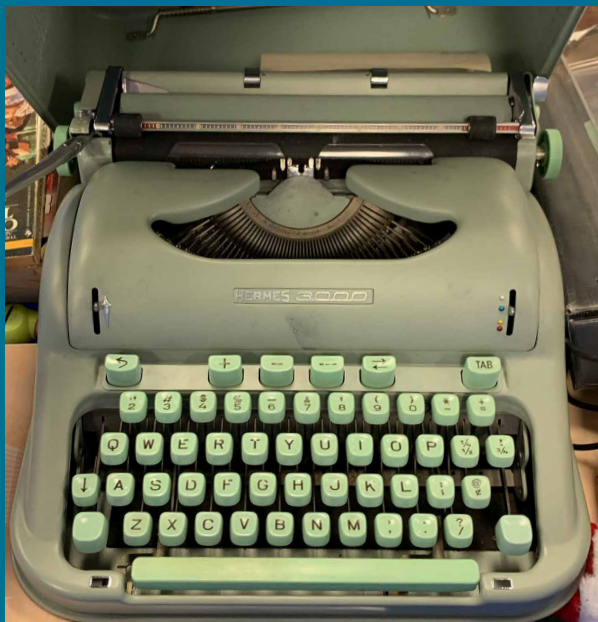
Seller Spotlight

Nicole DiSanto has long had a passion for vintage goods, ever since spending weekends as a child trawling garage sales with her grandfather. She opened her eBay store – [fivestarcollections](#) – in 2006 to specialize in yard and estate sale finds, such as antiques, collectibles, video games and vintage clothing.

When Nicole’s husband was laid off during the pandemic, he began helping out with the eBay store. Eventually, the

Pennsylvania couple turned to Nicole’s personal collection of pre-owned video games and consoles for income. The result? The pair made over \$10,000 in a month.

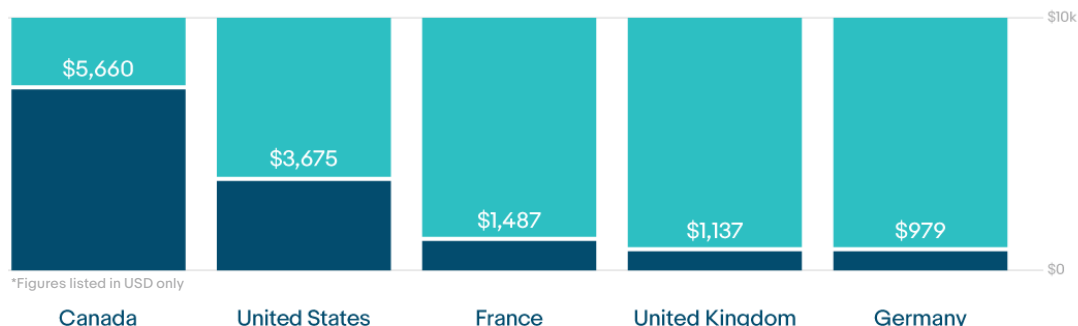
In 2020, Nicole sold 580+ items overall through her eBay store. Her store has had a 357% increase in items sold from 2019 to 2020. [Read more about Nicole.](#)



“It was a really scary time for us. We brainstormed ways to make extra money and decided the best route would be to dig into the vintage video games and consoles I had been collecting for more than seven years and storing for a rainy day. Well, that rainy day was now upon us.”

Ranked highest by dollar amount, Canadian sellers took the top spot, reporting that they had an average of \$7,201 CAD (\$5,660 USD) worth of goods at home that could be sold.

Estimated average value of pre-owned items sitting around sellers' houses across countries



Globally, the most popular pre-owned items to sell are technology and electronics, such as cellphones, computers, video consoles and more. This comes as [recent data](#) from International Data Corporation (IDC) forecasts that used smartphone shipments will reach 332.9 million units in 2023 – a compound annual growth

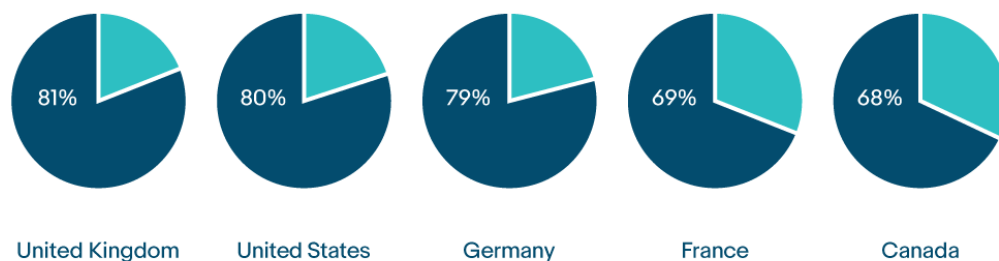
rate of nearly 14% from 2018 to 2023. In eBay's survey, about 28% of U.S. sellers say that tech and electronics items secure maximum sales, leading to over half (51%) focusing on selling such products. Apparel also ranks high, with 24% of British sellers saying that these items secure maximum sales.

For Buyers

The economic opportunity of selling pre-owned isn't only realized by sellers – the benefit is two-fold. Now, more than ever, people are looking for ways to earn additional income, while shoppers are also hoping to discover their latest treasure at affordable prices. Nearly three-quarters (72%) of eBay sellers in the U.S. say that buying pre-owned products has become more common in recent years.

Moreover, sellers themselves are often buying pre-owned goods to supply their store inventory. In the last 12 months, 80% of U.S. sellers surveyed said they bought pre-owned goods, with that number holding steady at 78% who purchased pre-owned at least once every three months. Recommerce is a win for buyers' and sellers' wallets. For buyers, they can purchase a secondhand item at a great price, and for sellers, it's a chance to fill their virtual store's shelves with past treasures that are better for the environment and boost their bottom line.

Percent of eBay C2C customers across countries who have also bought pre-owned goods in the last 12 months





Secondhand Shopping to Support Greener Living Buyer Spotlight

New York resident Hannah Stringer had looked to a myriad of green living lifestyles to minimize her impact on the planet and shop consciously: zero waste, minimalism and vegetarianism to name a few. While shopping around online, Hannah discovered that vintage clothing, decor and books could be procured through eBay's global marketplace in used or refurbished condition.

Both affordable and accessible, eBay's treasure trove of pre-loved goods inspired Hannah to limit her future purchases to high quality, pre-owned items sourced almost exclusively from eBay. "eBay has rebuilt my consumption lifecycle," she said. "I buy pre-owned goods with the intention of keeping them for a lifetime. That intention encourages me to carefully consider how I repurpose, share or recycle unwanted items."



A self-identified 'eBayhead,' her passion for the marketplace is rooted in two moral imperatives: supporting small business owners by sending money directly into their pockets and reducing waste by purchasing secondhand goods.

"It's a myth that you must buy more eco-friendly items which are often more expensive and cost prohibitive for many communities. In actuality, recommerce is the most effective strategy as a consumer taking on a climate crisis."

Sustainability

The added bonus of selling pre-owned goods? The environmental benefits that come with it. According to the [Environmental Protection Agency](#), the volume of textiles alone that Americans send to landfills has increased dramatically over the past six decades: 1.7 million tons in 1960, compared to 11.3 million tons in 2018.

Our customers demonstrate that sustainability is an important aspect of buying and selling pre-owned. In Germany, for example, 39% of sellers surveyed said that they sell pre-owned items because of its positive environmental impact. In fact, a portion of sellers worldwide share this sentiment: 34% in France, 32% in the U.K., 16% in the U.S. and 14% in Canada.

If they didn't sell on eBay, the majority of sellers surveyed said they would donate their items, with their next option in the U.S., U.K. and Germany being to dispose of them. "Recommerce plays an integral and often under-utilized role in the transition to a sustainable and circular economy," said Lauren Phipps, senior analyst at GreenBiz. "Extending the useful life of products significantly decreases the carbon footprint of consumption – plus, buyers save money and get to feel good about making more environmentally-conscious purchases."

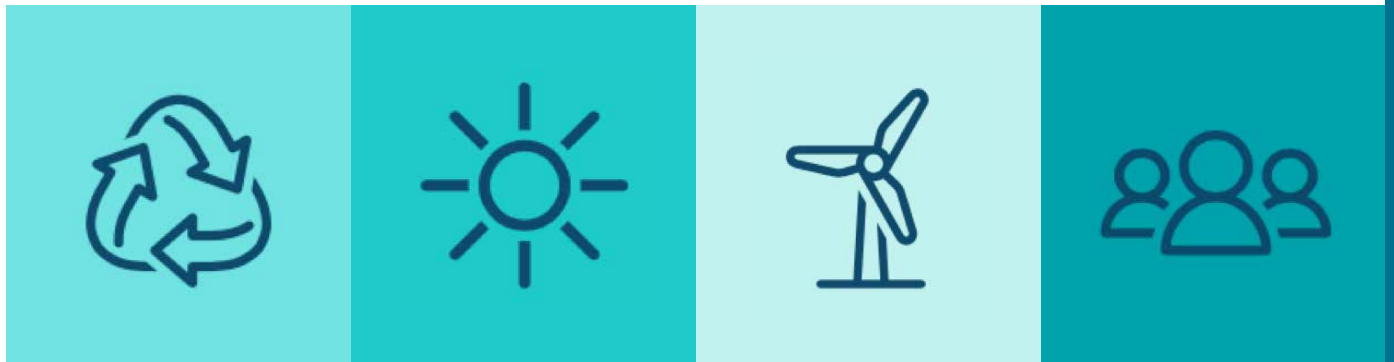
Energy savings and sustainable benefits to recommerce are vast. The purchase of pre-owned items provides rewards for the entire product lifecycle – starting with the saved resources and production costs of water, energy and carbon emissions to make the goods, and ending with realized new lives for items, thus preventing them from being sent directly to landfills.



Sustainability Spotlight

In the past year alone, we have conserved an additional **720,000 metric tons of carbon emissions** through people selling their pre-owned electronics and apparel on eBay. This savings is part of the **3 million metric tons** of carbon emissions we have avoided in total since 2016.

And we're not stopping here. We've set a new commitment that from 2020 to 2025, we will create **\$3 billion** in positive economic impacts and avoid **3 million metric tons** of carbon emissions through people selling their pre-owned electronics and apparel on eBay.





Giving Pre-loved Instruments New Life to Create Music

Seller Spotlight

As a full-time student at The Sam Newsom Music Centre in the U.K., Jake Harris spent weekends searching through trunk sales with his grandfather looking for pre-owned instruments to repair, restore and resell. At just 18 years old, he turned his hobby into a profession in 2018 through the launch of his eBay store - [Into Music](#) - with a goal to help others access instruments at value and give instruments

new life. As a testament to his determination and buyers' enthusiasm for his refurbished musical instruments and equipment, his store just passed the half million pound mark in sales. Since opening his eBay store, Jake relocated his business from a bedroom in his grandparents' house to a brick-and-mortar music shop in Horncastle, England, where they still help out every day. [Read more about Jake.](#)



“As a music student, I wanted to create a place where drummers could go to buy affordable, quality, pre-owned and refurbished equipment. I had no business experience, so eBay was a great way to get my business started with minimal risk or outlay.”

Our Commitment to Recommerce

2020 was the year of exploring new pursuits as people worldwide were asked to stay indoors – and selling pre-owned goods proved to be one of the outlets many turned to. Along the way, and as selling pre-owned items continues to gain popularity, sellers have recognized the major economic opportunity recommerce brings – alongside the added benefits of building a more sustainable future.



At eBay, we enable buyers to become sellers, giving every item the opportunity for renewed life and value. Just like our sellers, eBay is adapting our solutions to meet changing seller and buyer needs as we navigate the COVID-19 pandemic and a “new normal” together. Our view is that recommerce is a win-win, creating economic opportunity for sellers, while bringing joy to their customers and keeping items out of landfills to shape a better planet. A new generation of buyers and sellers is now entering our marketplace, and they are finding those same values and benefits in recommerce.

For more details about eBay’s commitment to recommerce visit:

www.ebayinc.com/recommerce-report



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