



At eBay, sustainability has always been central to who we are. Our marketplace simplifies selling and buying to make sustainability equitable and attainable.

We're investing in the circular economy with our eBay Refurbished program. Refurbishing extends the lives of existing products and requires less energy compared to making new products, allowing shoppers to reduce their environmental impact while shopping premium brands at a value.

The eBay Refurbished Report gauges consumer sentiment, purchasing behavior and motivation for refurbished products among those surveyed in the U.S., U.K., and Germany.

Nearly Half of Consumers Across Markets Own Refurbished Products

52% BRITISH

45% AMERICAN

35% GERMAN

Price is Main Motivator, Concerns about Warranties and Returns Follow Refurbished Products

Why consumers purchase refurbished: refurbished products costs less than new products (60%), the like-new functionality (43%) and getting a name brand for less (37%).

60%*
COST LESS

43%*
LIKE-NEW
FUNCTIONALITY

37%*
BRAND NAME
FOR LESS

Concerns for purchasing refurbished: Lack of warranties (44%), concerns about quality (41%), lack of confidence in return policies (35%), concerns about product cleanliness (34%).

44%*
WARRANTY

41%*
QUALITY

35%*
RETURN POLICY

34%*
CLEANLINESS

*Across markets

At eBay, our customers can find like-new items from premium brands like Acer, Bose and Dyson, sourced directly from those brands and top-rated sellers.

We also work tirelessly to ensure that refurbished items on our marketplace exceed expectations by vetting sellers, ensuring multi-point inspections, ensuring minimum battery life, and including free shipping and free returns. Our refurbished program also includes up to a two-year warranty.

Smartphones, Tablets/Laptops, and Small Household Appliances are Most Purchased Refurbished Items

Consumers are most likely to purchase refurbished: smartphones (58%), laptops/tablets (54%), and small household appliances - e.g., vacuum, mixer, food processor (45%).



Other items consumers are likely to purchase refurbished include: Power tools (35%), other home appliances, e.g., washer/dryer, fans, air purifier (33%), and monitors (31%).



*Across markets

Educating about Sustainability Benefits of Refurbished

80% of consumers across all global markets are aware that it costs less to buy refurbished, with 68% aware that purchasing refurbished allows shoppers to reduce their environmental impact. Explicitly tying less cost to less impact could help increase awareness overall.



The U.S. lags the U.K. and Germany in awareness that purchasing refurbished allows shoppers to reduce their environmental impact (58% in U.S. compared to 78% in U.K. and 68% in Germany)



Consumers are Comfortable Both Receiving and Giving Refurbished Products as Gifts

Across all markets, half (51%) of consumers are comfortable giving a gift that is refurbished, while 67% of consumers are comfortable receiving a gift that is refurbished.



eBay is the home of Recommerce, which includes pre-loved and refurbished items. To learn more about sustainable commerce at eBay, [visit here](#).

The 2023 eBay Refurbished Products Survey was fielded via an online survey from December 6-13, 2023, by Big Village with a sample of 9,051 adults, ages 18+, who reside in the United States, United Kingdom or Germany.

eBay 2023 Refurbished Impact Case Studies

2023 eBay case studies examining the benefits of buying refurbished mobile tech, computing and home goods in the U.S. highlighted that, in most cases, there are reduced carbon emissions, avoided waste and financial benefits associated with shopping refurbished.

With smartphones, when the refurbishment process swaps out old batteries with a new one, and sources that battery locally, the overall environmental impact of refurbished over new can be up to an **88% improvement**. This is because energy and resources are conserved by not manufacturing a brand new phone and the refurbished phone's life is extended, avoiding additional end-of-life landfill impacts.

Economic and Environmental Benefit of Refurbishing

In the last 12 months, the purchases of refurbished smartphones* in the U.S., U.K. and Germany on eBay **avoided over 78 million lbs** of carbon emissions, which is equal to taking 7,600 gas powered cars off the road for a year.

In 2023, our marketplace generated nearly \$4.9 billion in positive economic impact due to sale of pre-loved and refurbished goods. This activity helped avoid approximately 1.6 million metric tons of carbon emissions that would typically be used in producing new goods and kept nearly 70,000 metric tons of waste from going into landfills.

* This refurbishment process is for swapping out old batteries with a new, locally sourced battery

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