



Recommerce Report



Message from eBay

eBay pioneered recommerce. On our marketplace, people connect over items of meaning and value – selling and buying are more than just transactions. They build connections, create opportunities and positively impact communities and our planet. Recommerce, or the selling and buying of pre-owned goods, enables pathways for people to maintain their livelihoods and pursue entrepreneurship; allows products to take on a new life by keeping them out of landfills; and inspires passions and fuels hobbies.

2021 saw a younger generation of sellers and buyers driving increased demand for secondhand goods on our global marketplace. Their preference for pre-owned apparel, collectibles, technology and electronics is increasing demand for pre-loved products faster than new products, helping to shape the breadth and diversity of our marketplace and bringing us one step closer to a greener future. These purchases reduced carbon emissions, the primary contributor to our climate crisis, by approximately 540,000 metric tons in 2021 – the equivalent of powering almost 65,000 U.S. homes for one year!

At eBay, we're committed to being part of the solution in building a more sustainable future.

Now, more than ever, urgent action is needed to mitigate the worst impacts of climate change, according to the [UN's most recent UNEP report](#). Our second annual Recommerce Report underscores that while economic opportunity remains the key driver for the secondhand resale market, sustainability is increasing as a motivation – especially for younger consumers, particularly Generation Z, who are driving the new status quo.

Today, more people are discovering the value of reselling household items they haven't used in awhile – a long forgotten blender in the kitchen corner, vintage clothing at the back of the closet or old coin and card collections boxed up in the basement or garage. In fact, in the U.S., 63% of people now selling pre-loved goods on eBay are finding them around their house, according to a new study of eBay sellers.

Recommerce empowers people and creates economic opportunity for all. It is an integral part of our company and purpose, and has been since the very first sale – a broken laser pointer – on our global marketplace over 25 years ago.

Methodology

Between Oct. 7 and Oct. 19 of 2021, we surveyed 4,469 of eBay's consumer-to-consumer (C2C) sellers in the U.S., U.K., Canada, Germany, France, Italy and Australia around their habits of both buying and selling secondhand goods. In the U.S. and Canada, C2C sellers include those 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.

Generation Z Leads the Recommerce Market

Our latest survey shows that recommerce is continuing to gain momentum worldwide, with more sellers joining the resale market over the past year. Behind this recommerce movement is Gen Z, those born between 1997 and 2012. About 80% of Gen Z who were surveyed bought secondhand, while nearly 1 in 3 began selling secondhand goods in the last year.

Overall, approximately 12% of people — regardless of age — began selling pre-owned items online over the past year. In some countries, our study showed that figure was much higher: in Canada, it's 22%; in Italy, 21%; and in the U.S., 17%.



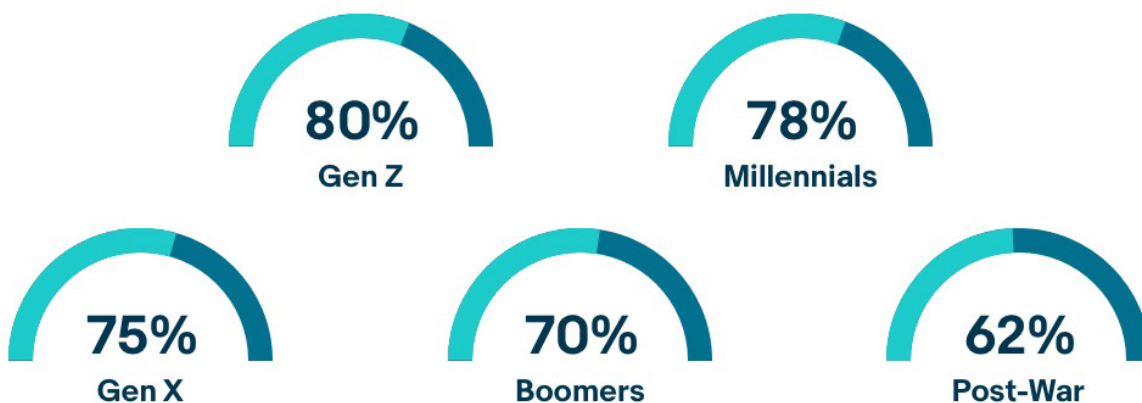
Moe Omar, eBay Seller

When looking specifically at age, Gen Z comprised the largest generational category of new sellers at 32%, with Millennials (those born between 1981 and 1996) following in second at 16%.

Those who have been selling secondhand products believe that recommerce will only continue to gain even more popularity among consumers in the coming years. Nearly three-quarters, 72%, of responding sellers believe that buying pre-owned has become more common in 2021. Moreover, approximately 64% believe that selling secondhand products has become easier in the past year, with 48% sharing they now sell more pre-owned goods than in the last several years.

Who's Buying Pre-Owned Goods?

Percentage of global responding sellers in each generation who have purchased pre-owned goods in the past 12 months





Tamara Baker, eBay Seller

Pre-loved Sneakers Sales Make a Profit

Seller Spotlight

Tamara Baker’s lifelong journey toward entrepreneurship began with her first pair of sneakers when she was just three years old. “It was about the smell of them, the feel of them, the culture and just everything,” Tamara said, who is now a successful seller based out of Greenville, South Carolina.

Growing up, her mom promised Tamara a new pair of sneakers as an incentive for good grades. “By the time I was in the fourth grade, I had more sneakers than anyone in my family, I had sneakers in every room of the house,” she said with a laugh. Then in 2013, looking for ways to make money during college she had an idea. Scanning her vast collection, she carefully selected 10 pairs, snapped photos

and uploaded them to her brand new eBay store, [Sneaker Solecial](#).

Her first sale was the next day, and now she sells 80 to 100 pairs a week. Since 80% of her sneakers are pre-owned, she carefully spruces up each pair, scraping pebbles out of the soles, cleaning up the laces and using what she calls her “sole sauce” to brighten up colors and surfaces.

Tamara has since returned to school, earning an associate’s degree and bachelor’s degree in business, an MBA and is currently working on a Ph.D. in higher education with a concentration in leadership. [Read more about Tamara.](#)



“I deep clean them and restore them to their original form, making sure each shoe is in the best condition and looking as new as possible. [Aiming to please customers while making a profit] has always been my mission.”



Matt West, eBay Buyer

Collecting Vintage Shirts Has an Added Environmental Benefit

Buyer Spotlight

Matt West's passion for collecting started in 2016 when a friend took him thrifting and showed him a vintage wrestling shirt. He's been hooked ever since.

The U.K. visual artist and guitarist for the band Neck Deep has gone on to buy over 170 vintage shirts. Initially, Matt wanted to buy a different shirt to wear every day on the Warped Tour in 2017.

Now, he specializes in collecting vintage wrestling shirts dating from 1999 to 2001. But he wasn't always such a niche collector. Some of his favorite shirts are a bowling

bowlarama from a charity event and a Two Cool shirt. And his favorite find to date is a Steve Austin shirt. He also collects sneakers, posters, prints and camera lenses.

Every day, Matt searches eBay for new purchases and considers collecting a long-term hobby. He particularly enjoys the marketplace's fair pricing, great customer service and the protection provided for his purchases. He says the added benefit of buying secondhand is keeping unused items out of landfills and offsetting the negative impact of fast fashion.

“There’s an endless cycle of buying new because people aren’t making clothes that last anymore. But I’m not scared of wearing and washing my vintage finds because they’re high quality, and I value the benefits of reusing something rather than letting it go to waste.”



A Purchase to Feel Good About

Over the past two years, our survey data has shown an increased embrace of the secondhand resale market, spurred on by the COVID-19 pandemic. Consumers continue to love recommerce — but why? Our latest results show that it's not only because selling and buying pre-owned is often more affordable, but because it aligns with consumers' environmental values during a time when climate change continues to be a major concern.

Our data indicates that financial reasons, namely to supplement income, remain the primary motivator for most sellers to engage in recommerce. The majority of female respondents, 52%, cited economic reasons for selling pre-owned goods. For Gen Z, that figure is 63%, up significantly from 46% last year. Gen Z is emerging as a major economic force, and they see recommerce as a versatile tool in their purchasing toolbox.

But having an extra income stream, while welcome, isn't the only reason for the thriving market in secondhand goods. About 20% of survey respondents named the circular economy — keeping products and materials in use for a longer period of time — as their top reason for purchasing pre-owned goods. That number is even higher in the U.S. (26%) and Canada (31%), where reselling has become a major trend, especially in sneakers, watches and collectibles.

As environmental concerns become ever more pressing, more sellers and buyers are citing sustainability and reduced waste as reasons for getting into the recommerce market. Approximately 34% of our buyer survey respondents around the world name sustainability as a reason for recommerce, as do 27% of sellers. That's an increase in many countries — U.S. sellers noting sustainability rose from 16% to 19% over 2021; Canadian sellers from 14% to 16%; and in Germany, from 39% to 40%.



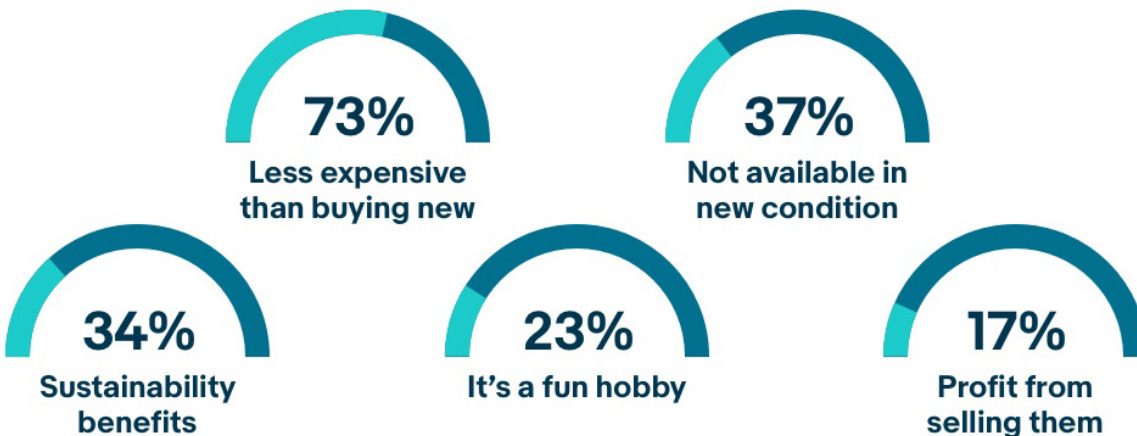
Kimberly Miller, eBay Seller

The most pressing sustainability reason for these buyers and sellers? Keeping perfectly good products out of landfills. By keeping products in circulation longer, sellers can contribute to a robust circular economy that's essential for the sustainability of our planet. According to [the UN's Global E-Waste Monitor](#), which measures the number and amount of electronics that are thrown away, a record 53.6 million metric tons of electronic waste was generated in 2019. For comparison, a standard Boeing 767 cargo plane can carry about 52 metric tons per trip.

Whether it's a smartphone discarded for an upgrade, a computer traded in for a newer model or a screen that's simply too small, many of these items still have value in recommerce.

Main Reasons Why Consumers Buy Pre-Owned

Percentage of global responding sellers that identified their main reasons for why they purchase pre-owned goods





Katy Zilverberg & Vikki Eagan, eBay Sellers

Selling Secondhand is a Way to be Part of Something Bigger

Seller Spotlight

Katy Zilverberg and Vikki Eagan met and fell in love through the magic of eBay but their paths to entrepreneurship were very different.

Vikki was an eBay pioneer in 1998 when she started selling antiques and collectibles in New England. She was motivated to sell old items, such as love letters from World War II, that others might have thrown away. When she moved to Las Vegas, where there are fewer available antiques, she pivoted to selling pre-owned, vintage clothing and shoes for men and women. Vikki has sold over 50,000 items to date and appreciates the quality older clothing provides.

Katy, on the other hand, didn't start selling men's vintage clothing full-time on eBay until 2016 after pivoting from a career in nonprofit management. The move came naturally to Katy, who grew up thrifting in the Pacific Northwest and learned the importance of sustainability early on. It's why she takes special care of each item she sells, from finding unique pieces to taking photographs of them for her eBay store so that buyers get a good sense of what they're purchasing.

While Katy and Vikki are motivated to participate in recommerce for different reasons, one thing remains the same - they both highly value the community that comes with being an eBay seller.

“Recommerce is a way to be part of something bigger than ourselves. We feel that teaching other resellers how to improve their approach will ultimately improve the platform for everyone, and it creates a stronger community.” – Vikki



Passions and Hobbies are Fueling Recommerce

The breadth of categories sold on eBay show that sellers and buyers are finding ways to integrate their passions and hobbies into recommerce. On a marketplace as large and comprehensive as eBay, recommerce offerings are far more vast than apparel and electronics and are gaining traction among consumers.

In 2021, apparel sales increased, with 42% of respondents saying they sell pre-owned apparel, up from 37% last year. We've also noticed a major increase in the sales of collectibles; 2021 is the first year collectibles like trading cards have been present on the survey, but 36% of those surveyed have sold them. In the first half of 2021 alone, \$2 billion of trading cards were sold on eBay in the U.S.

With collectibles, authentication becomes paramount. About 50% of survey respondents have sold authenticated products on eBay, and that number is sure to grow. eBay currently authenticates trading cards worth over \$750,

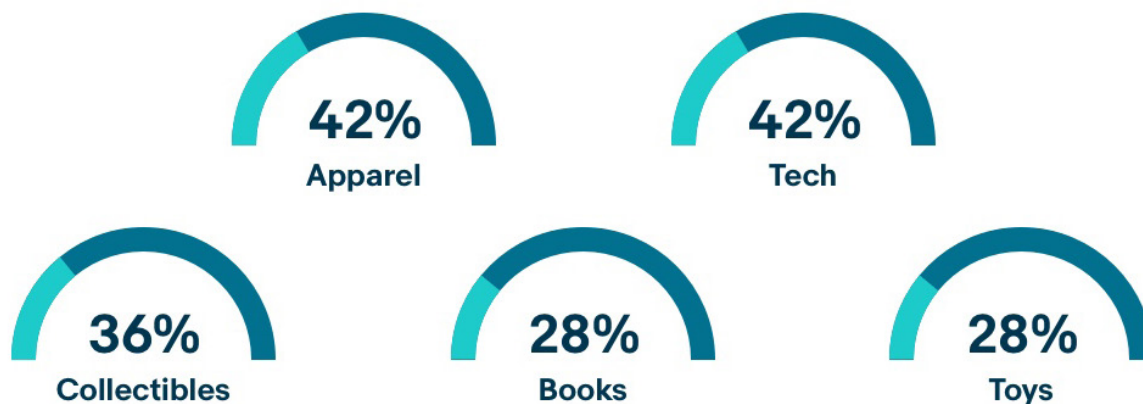


Victor Rivera, eBay Seller

along with sneakers, watches and handbags. Sneakers also have value not just as footwear, but as pieces of art, history and culture — and they are often sold and resold as such. [eBay acquired Sneaker Con](#), a sneaker authentication service, in order to ensure that the booming market in sneaker resale ends with a satisfied owner of a genuine Jordan, rare Adidas and more.

Most Popular Recommerce Categories

Percentage of global responding sellers that identified which categories of pre-owned goods they sell on eBay





Jacob Westbook, eBay Seller

A Childhood Hobby Drives a Passion for Collectibles

Seller Spotlight

From a young age, Jacob Westbook loved creating art, looking at anime and dreaming of illustrating Pokémon cards. He started collecting the cards in 2020 and was immediately drawn to eBay's passionate and vibrant community of sellers and buyers around the world who felt the same way.

The following year, he started selling cards, too. Since then, Jacob has made long-lasting connections, 250 sales and earned \$3,000 of extra cash. A collector at

heart, Jacob still keeps rare finds for himself, especially those from eBay's Japanese marketplace.

eBay's treasure trove of high quality, rare Pokémon cards is why Jacob sells and buys on the marketplace – and appreciates the added benefits: guaranteed quality, fast, inexpensive shipping and price guide tools. It is why he and other Pokémon card collectors from around the world keep coming back.



“It’s hard to put a price on collectibles [like Pokémon cards]. People want to feel like a kid again!”

Recommerce for a Better, More Sustainable Tomorrow

This year, recommerce grew faster than selling and buying new products on our global marketplace – driven by younger consumers, specifically Gen Z.

Our research shows one of the main reasons people are selling on eBay is to make extra cash, or supplement income, while 20% cite the circular economy as their top reason for purchasing secondhand. In 2021, eBay's C2C users delivered \$2.7 billion of GMV in used electronics and apparel in the U.S., U.K. and Canada.



eBay is committed to building a more sustainable future. Today, we can proudly say that [eBay is a carbon-neutral company](#), reducing emissions for our offices and data centers and offsetting our remaining carbon footprint in 2021. Going forward our goals include sourcing 100% of our electricity supply from renewable energy sources by 2025 for eBay-controlled data centers and offices, while reducing 90% of carbon emissions from our operations by 2030. And by 2025, our recommerce goal is to create \$20 billion in positive economic impacts and avoid 7 million metric tons of carbon dioxide emissions – the equivalent of taking over 1.5 million cars off the road for a year.

As our goals show, recommerce doesn't just keep unused objects out of landfills – it also conserves energy, resources and the costs of creating new items from the entire product lifecycle. In short, consumers worldwide recognize that recommerce can be a potential source of great income with the added benefit of contributing to a greener planet.

For more details about our commitment to recommerce, visit ebayinc.com/recommerce.



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