

2022 RECOMMERCE REPORT

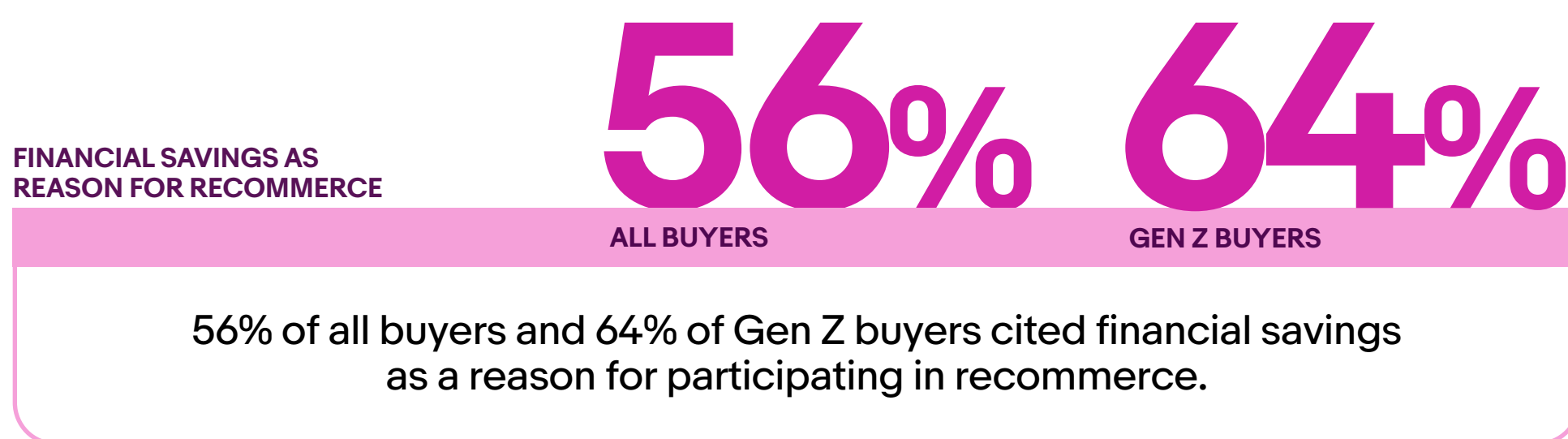
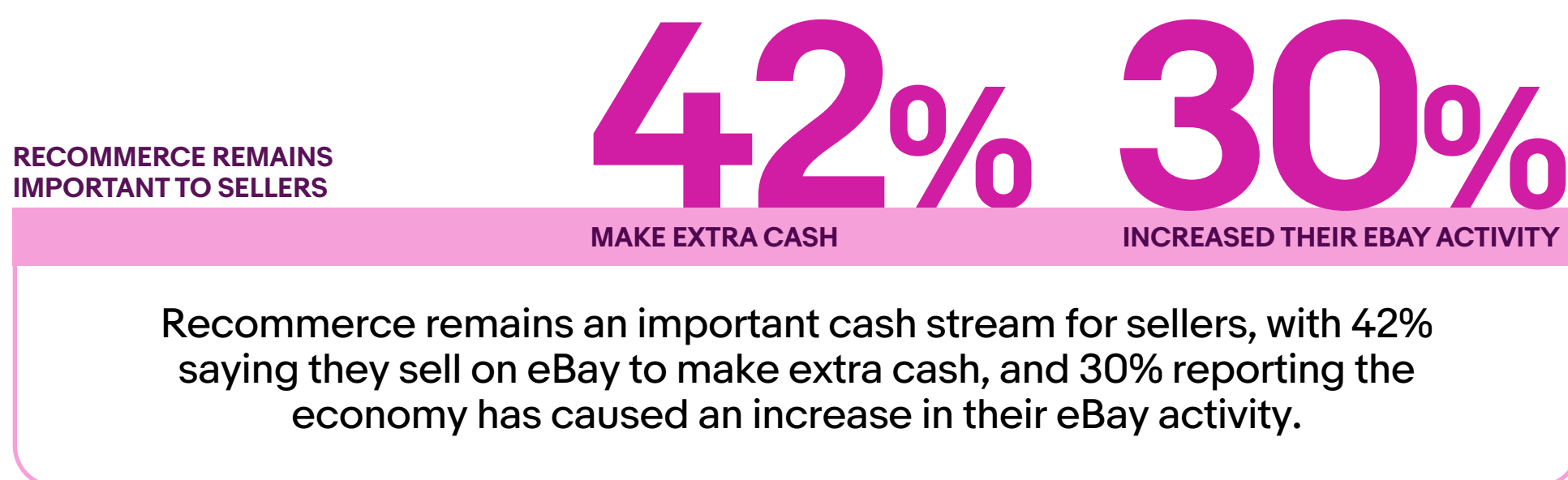
Recommerce: Helping Sellers and Buyers in Any Economy



Since its founding in 1995, eBay has focused on the circular economy, enabling the company to connect sellers and buyers and build communities across the globe. eBay's third annual Recommerce Report shows recommerce — selling and buying pre-loved goods — continues to provide significant economic benefits.

ECONOMIC OPPORTUNITY

Our survey shows recommerce has enabled sellers and buyers to weather varying macroeconomic conditions, and buying pre-loved shows no signs of slowing down. Through recommerce, eBay connects people around the world to create economic opportunity for all.



REFURBISHED

eBay's Refurbished program is one of the many tools that make eBay a trusted platform to sell and buy pre-loved items. **65%** of buyers noted that Refurbished allows them to buy top brands for less money.

AUTHENTICITY GUARANTEE

eBay's Authenticity Guarantee gives sellers and buyers peace of mind on our marketplace. Over half of respondents had heard of eBay's Authenticity Guarantee (53%) and **72%** said that they had sold eBay authenticated items.

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Recommerce: Helping Sellers and Buyers
Weather Economic Uncertainty



SUSTAINABILITY

Recommerce has significant economic benefits, but increasingly, people are turning to pre-loved for another reason: sustainability. Participating in the circular economy through eBay makes it easier to sell and buy the things people love – while helping the environment.

SUSTAINABILITY WAS VERY OR SOMEWHAT IMPORTANT TO THEM

93%

ALL SELLERS

93% of sellers said sustainability was very or somewhat important to them in selling pre-loved goods. That motivation climbed to the number two spot, from last year, as the top factor driving sellers and buyers to engage in recommerce.

EBAY MAKES SUSTAINABILITY
EQUITABLE AND ATTAINABLE

65% 70%

ALL SELLERS

GEN Z SELLERS

As sustainability becomes increasingly important for sellers and buyers, eBay is making it easier than ever to keep pre-loved items out of landfills. 65% of sellers said that eBay makes sustainability equitable and attainable – that number jumps to 70% of Gen Z sellers.

SUSTAINABILITY
IMPORTANCE

36% 39% 26%

GEN Z

MILLENNIALS

BOOMERS

Younger generations also rank sustainability higher – both Millennials (39%) and Gen Z (36%) rated sustainability as more important than Boomers (26%).

eBay is continually paving the way as an industry and global leader enabling economic empowerment and sustainability through our platform. Our [impact goals](#) include reducing 90% of carbon emissions from our operations by 2030. Specifically, through recommerce, we aim to create \$20 billion in positive economic impact and avoid 7 million metric tons of carbon dioxide emissions by 2025.

We surveyed 11,064 of eBay's consumer-to-consumer (C2C) sellers in the U.S., U.K., Canada, Germany, France, Italy, Australia, and Japan between Oct. 18 and Nov. 1, 2022.

In the U.S. and Canada, sellers included 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, Italy and Australia this included any seller who self-identifies as C2C. For Japan, accounts self-identified as personal were surveyed.

In addition, this year, for the first time we surveyed 7,459 buyers in the U.S., U.K., Canada, Germany, France, Italy, Australia and Japan. This sample was analyzed separately in order to maintain comparability of the seller sample year over year.

This included buyers who were active in the 12 months prior to taking the survey.

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