

Recommerce

What forgotten treasures do you have to sell?



On average, Americans have 36 household items that can be resold worth \$3,675 in total

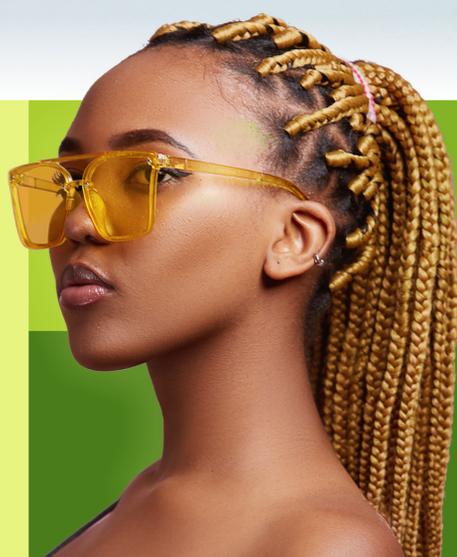
Gen Z Embraces Recommerce

Worldwide, 64% of Gen Z sellers say they are selling more than in previous years

73% of Gen Zers who've considered online reselling say it's for financial reasons – more than double the average across all generations

81% of Gen Z say buying pre-owned has become more common in the last year

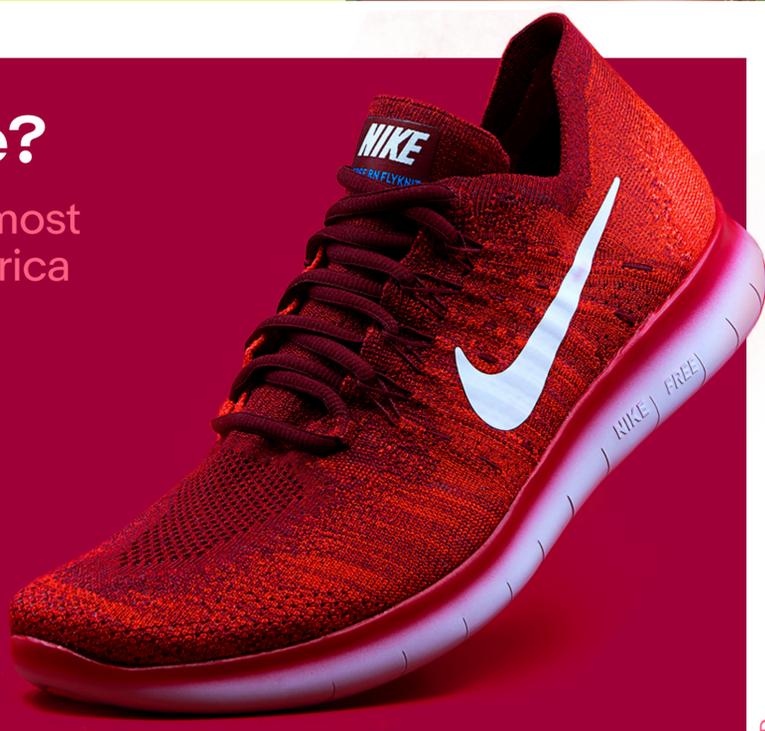
80% of U.S. sellers buy pre-owned goods to restock their virtual shelves



What's For Sale?

Pre-owned goods are most abundant in North America

The average total value of pre-owned items in sellers' homes



*All figures in USD

Technology & Apparel Get Maximum Sales

28% of U.S. sellers say tech and electronics secure maximum sales

24% of British sellers say clothing secures maximum sales

More than half of sellers focus on this category



The Benefits Of Recommerce

Pre-Owned Goods Are Sustainable

In 2018, Americans sent 11.3 million tons of textiles to landfills

1.7 million tons

11.3 million tons

Up from just 1.7 million tons in 1960



"Recommerce plays an integral and often under-utilized role in the transition to a sustainable and circular economy."

Lauren Phipps
Senior analyst
at GreenBiz



Many sellers are looking for an eco-friendly alternative to discarding pre-owned goods

39%

34%

32%

16%

14%

Germany

France

United Kingdom

United States

Canada

eBay helps everyone win:

Buyers score great deals.

Sellers get cash and reduce clutter.

Earth sees less waste and more recycling thanks to Recommerce.

Learn more about Recommerce by reading the full 2020 Recommerce report today.



Source: 2020 eBay survey of 4,330 consumer-to-consumer sellers in the U.S., U.K., Canada, Germany, and France

DEVELOPED BY
NEWSOURCING

