

Supporting Aussies since 1999

eBay exists to create economic opportunity for all. Here's the story of how Australia's #1 shopping site has empowered its community of buyers and sellers for over 21 years.

CELEBRATING
21 YEARS

Our evolution

It's been quite the journey:



All things
unique



The best in
second-hand



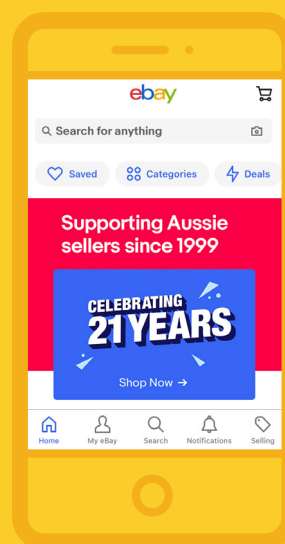
Global opportunities
for small businesses to sell



Australia's #1
shopping site with
40,000
Australian
retailers



eBay 1999



eBay today

eBay today

Right now in Australia

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11 million
unique monthly
visitors



90%
of what's sold
on site is brand
new



Access to
1.5 billion
global listings



70%
of visits through the
eBay app



**Top 10
most
trafficked**
website



Every minute eBay sells



The Aussie effect

**Afterpay
founder
Nick Molnar**
started on
ebay.com.au

4,863
sellers have
become eBay
millionaires
through ebay.com.au



92%
of eBay sellers export
compared to just
2%
of all businesses in
Australia

35%
rise in
Australian Made
certified sellers
in the last 5
months

21 years of fun facts

The weird to the wonderful

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Since 1999, more than
2.5 billion hours
spent on ebay.com.au
that's over
285,000 years



The first thing sold on
ebay.com.au in 1999 was a
**Harman Kardon
amplifier**



In 2003
**“Weird Al”
Yankovich**
released his popular
song eBay



The most
expensive item
ever sold on ebay.com.au
was a Victorian number
plate LIV LRG for
**\$300,000
in 2016**



In 2008 Perth
resident Ian Usher
**sold everything
he owned**
including his car, his
motorbike and his house
on ebay.com.au



In 2018 someone tried to sell
poo from legendary
**Australian
racehorse Winx**
on ebay.com.au



In 2006 someone
tried to sell
**New Zealand
for 1 cent**
on ebay.com.au



Australia's cultural barometer

eBay has been Australia's cultural barometer for 21 years. Here's how major moments have influenced Aussies' shopping behaviour during this time.

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21 YEARS

2020 - March-April lockdown

Pantry prep



Cleaning products up
1,610%
year-on-year

Kitchen storage and organisation up
65%
year-on-year

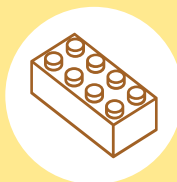


Beating the boredom



Video games consoles up
186%
year-on-year

LEGO and building toys up
118%
year-on-year



Health body and mind



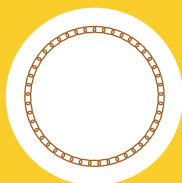
Vitamins and minerals up
154%
year-on-year

Strength training equipment up
906%
year-on-year



2020 - A nation of Aussies stuck at home were inspired by

Connell Waldron from Stan's Normal People with sales of silver curb chains up
200% year-on-year
immediately after the show's launch



Netflix's The Last Dance with Chicago Bulls merchandise up
458%
in the weeks following the series' debut



Looking back at major moments



2016 Donald Trump

When Donald Trump was elected President in November 2016, eBay saw a
72,060%
rise in Donald Trump items year-on-year



2006 Socceroos qualify for FIFA World Cup

Socceroos items surged more than
20,000%
year-on-year in June 2006



2006 Steve Irwin's death

A nation in mourning saw Steve Irwin purchases up by more than
21,000%
in September 2006 following his death