

Our 2026 Recommerce Report.

ebay



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Letter from our CEO

Recommerce has been part of eBay since the very beginning — creating economic opportunity, giving products a second life, and helping people find value in things that still have more to give.

What's exciting today is just how mainstream recommerce has become. People are thinking differently about what they buy and how they shop. Consumers want value, relevance, trust, and the thrill of finding something meaningful — whether it be a pre-loved jacket or a refurbished laptop.

And on eBay, that shift has been happening for a few years now: since 2024, pre-loved and refurbished goods have represented more than 40% of our GMV.

It's a reflection of what sets eBay apart and how we're uniquely positioned to serve the consumer.

Recommerce touches nearly every corner of our marketplace, from fashion, sneakers, watches, and handbags to trading cards, collectibles, motor parts

and accessories, and refurbished electronics — and even more. That breadth gives us a unique view into how people are changing the way they shop across different passions, price points, and everyday needs.

And it is all powered by our incredible sellers. This year, 85% of eBay sellers surveyed said they source secondhand inventory from their own personal belongings. Nearly 30% said selling secondhand helps them earn extra income.

As this report shows, more people are continuing to embrace recommerce for the value, selection, and economic opportunity it creates.

eBay has helped lead this movement for more than 30 years, and I believe there's a lot more momentum ahead.



A stylized handwritten signature of Jamie Iannone.

Jamie Iannone
President and CEO, eBay

Since 2024, pre-loved and refurbished goods have represented more than 40% of our GMV

40%+

85% of eBay sellers surveyed said they source secondhand inventory from their own personal belongings

85%

Nearly 30% said selling secondhand helps them earn extra income

~30%

From mainstream to mainstay

If our 2025 Recommerce Report showed that recommerce had firmly entered the mainstream, this year’s data shows how deeply it is becoming embedded in everyday life. Beyond saving money, buyers are weaving recommerce into how they manage household budgets, shop across more categories, connect with sellers and communities, and discover products across the world. And while affordability remains a foundational driver, trust, sustainability, and more interactive shopping experiences are helping define the next stage of recommerce’s growth.

Our 2026 Recommerce Report draws on two surveys conducted online by Bounce Insights, a leading agile research platform, across several markets: one focused on secondhand shoppers (10,523 total) and one on eBay sellers (1,707 total). Together, they show how consumers are integrating recommerce into daily life and how sellers are responding to that evolving demand.

Where we surveyed

Consumer survey

U.S. Austria Italy
U.K. Japan Spain
Germany Poland
Australia France

eBay seller survey

U.S. Italy
U.K. France
Germany Japan
Australia

Field work



The buyer landscape

In 2026, 47% of consumers surveyed said they buy secondhand goods at least monthly, **up from 35% in 2025.**

76%

of people have shopped secondhand in the past year (and 55% have done so online).

89%

plan to spend the same or more on secondhand goods in 2027.

Nearly 40%

of consumers surveyed have also sold secondhand items online.

53%

43%

36%

Younger buyers show stronger intent: 53% of 18-29-year-olds and 43% of 30-45-year-olds expect to buy more in the next 12 months, versus 36% overall.

What people shop

The top three categories across the board are **everyday fashion, footwear, and home and media**, with collectibles also emerging as a major focus.



Younger consumers buy secondhand across a broader range of categories, with the average Gen Z buyer shopping across four categories. This suggests they see it as a mainstream choice rather than something they turn to for select categories, like pre-loved fashion.

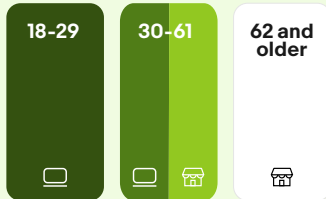
How people shop

Channel preferences shift as people enter different life stages and as technology evolves.



More than half

More than half of all consumers surveyed globally have shopped secondhand on eBay.



Shoppers aged 18-29 are online-first, those aged 30-61 shop across both online and store, and those aged 62 and older lean store-only.

How eBay sellers sell

58%

of sellers surveyed have sold secondhand items for more than five years, including 12% who have sold for more than 20 years.

Collectibles & Memorabilia (31%), Electronics & Computers (27%), and Books, Movies & Music (24%) are the three most popular categories for sellers.

31%

27%

24%

85%

of sellers source items from their own personal belongings with clear-outs from family and friends also contributing strongly (28%).

The household economics of secondhand

As price and cost-of-living pressures persist, consumers are looking for more ways to make their money go further. Recommerce is increasingly part of that equation — helping people save on what they buy and unlock value from what they sell.

84%

of surveyed consumers rank saving money in their top three reasons for buying secondhand, with 46% ranking it number one.



Top 3 reasons for buying secondhand



70%

of surveyed consumers say buying secondhand is important when it comes to managing their household budgets, rising to 76% among Gen Z.



38%

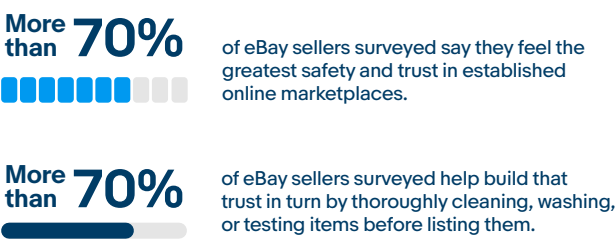
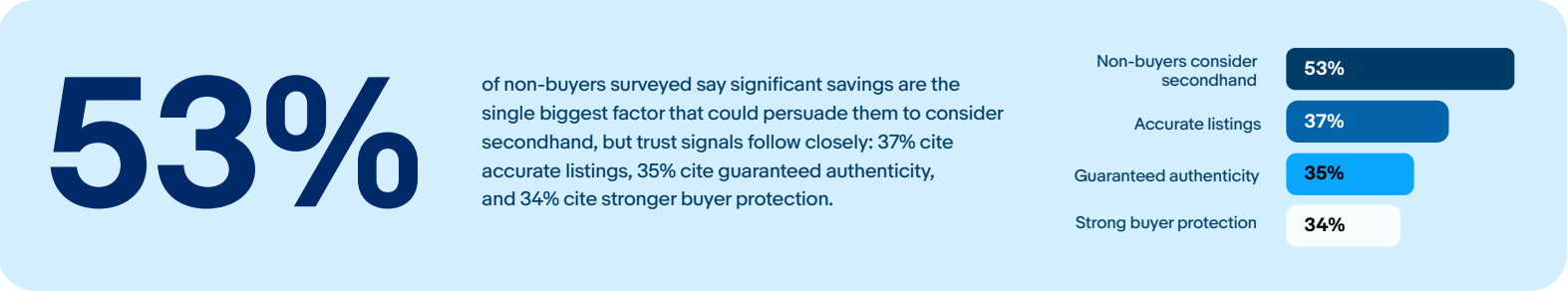
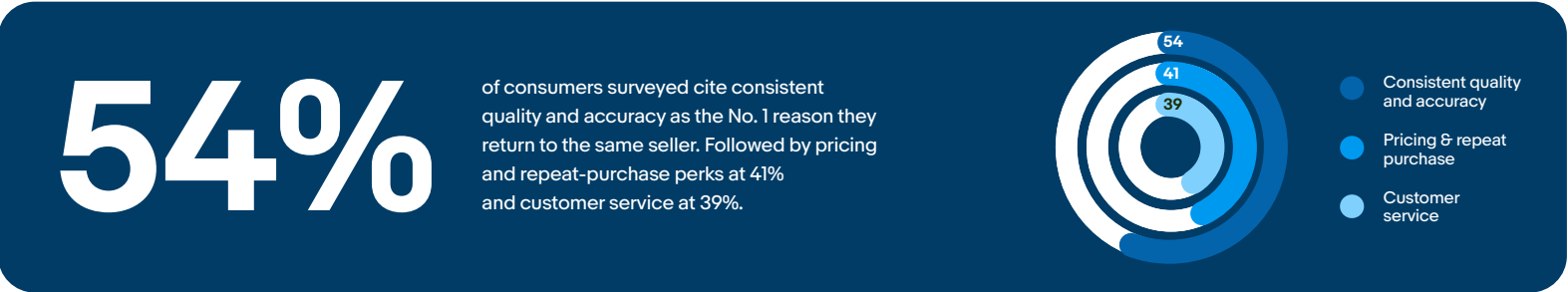
of surveyed consumers said they also sold secondhand items online in the past year.

48%

of surveyed consumers said their primary reason for selling secondhand was to earn supplemental income.

Trust is the price of entry

Consumers have embraced the value of recommerce, and trust is emerging as an increasingly important driver of its next phase of growth. For shoppers still on the sidelines, greater confidence in product condition, listing accuracy, authenticity, buyer protection, and sellers themselves could help turn consideration into purchase.



What trust looks like at eBay

eBay earns credibility by giving buyers added confidence that eligible items are authenticated before delivery, while protecting sellers through verification of returned items.

Authenticity Guarantee



For eligible items, eBay routes the purchase to one of our authentication centers around the world, where a professional authenticator confirms the item is authentic and matches the listing before it goes to the buyer. If it can't be verified or doesn't match the listing, it's returned to the seller and the buyer receives a full refund. Eligible returns also go back through authentication to verify the item is authentic and in the same condition before it is returned to the seller.

Authentication at scale

20M+

More than 20 million cumulative items have been processed through eBay's authentication centers across the U.S., U.K., Australia, Canada, Germany, and Japan.



Money Back Guarantee



Buyers can get refunded if an item doesn't arrive, arrives damaged, or doesn't match the listing For covered purchases (which includes nearly all products), the protection is automatic and includes the purchase price and original shipping at no extra cost.

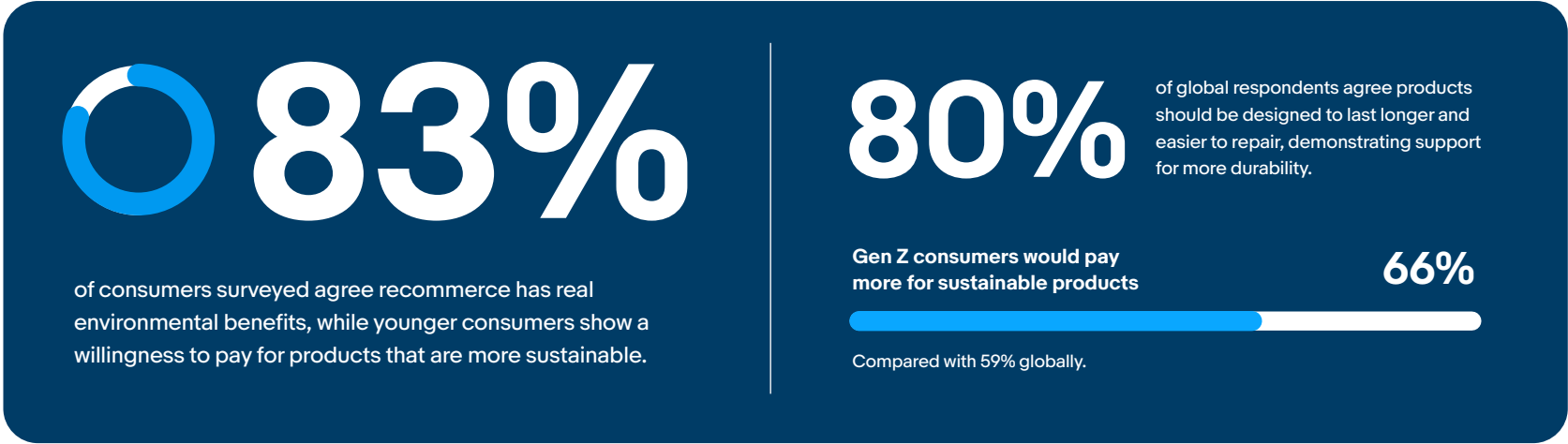


“I sold a guitar to someone and they later told me it had changed their life as they had enriched themselves by learning how to play.”

— U.K. eBay seller

Second life, lasting impact

Sustainability remains a defining aspect of recommerce, but its importance is especially pronounced among younger consumers. While shoppers broadly recognize the environmental benefits of buying secondhand, younger buyers are more willing to pay for more sustainable choices. eBay sellers see that impact in practical terms, with the top three most important sustainability benefits to them being extending product life, reducing waste, and keeping more items out of landfills.



eBay's recommerce goals

Our new five-year recommerce goals set a bold path for the impact of buying and selling pre-loved and refurbished goods on eBay. From 2026 to 2030, we aim to create over \$30 billion in positive economic impact*, avoid more than 10 million metric tons of carbon emissions, and divert over 400,000 metric tons of waste.

*Note: Positive economic impact is not indicative or comprehensively representative of eBay's total gross merchandise volume (GMV) as it excludes certain categories.

90%

of eBay sellers agree that selling secondhand goods has sustainability benefits.

71%

of eBay sellers selected reducing items sent to waste/landfill and extending product life as among the most important sustainability benefits.

Circular Fashion Fund

eBay launched the Circular Fashion Fund in the U.K. in 2022 and continues to expand the program. To date, the fund now supports more than 25 businesses working on circular solutions and is on track to reach \$1.9 million in total global funding by the end of 2026.

25+
Businesses

\$1.9M
in total global funding



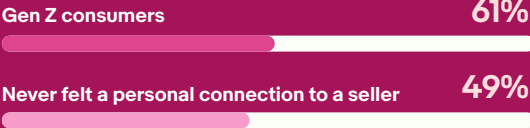
The human side of recommerce is going live

As commerce becomes more automated and transactional, buyers still value the human side of shopping. Yet nearly half say they have never felt personally connected to a seller. Live shopping offers a way to close that gap by bringing conversation, interaction, and community into the transaction — making recommerce more social and personal.

54%

of consumers surveyed say community and shared connections are important to their overall secondhand shopping experience a 14% jump from the previous year. The number rises to 61% among Gen Z.

+14% jump from the previous year.



31% watched live shopping

12% have purchased through it

Buyers say live shopping stands out for real-time visibility into product condition and opportunities for better deals. Younger buyers say it feels more personal and gives them the ability to ask sellers questions. Taken together, the findings suggest an opportunity for live shopping to make recommerce feel less transactional and more interactive, personal, and community-oriented.

29% of eBay sellers say they share a passion or hobby with buyers

often received messages of appreciation

22% 52%

This shows that human connection already exists in recommerce and live shopping can help make interaction more immediate and visible.



“I sold a piece of sound equipment to a lady in Pennsylvania. We still maintain a strong friendship after 15 years.”

— U.S. eBay seller



Cross-border recommerce

Millions of sellers choose eBay to reach buyers around the world and create economic opportunity through the items they sell. At the same time, buyers come to eBay in search of unique inventory and better value — two of the core benefits recommerce can unlock. But realizing that opportunity means reducing the friction of international trade, from delivery costs and returns for buyers to logistics, customs, taxes, and cross-border returns for sellers.

Cross-border small business reach:

97%

17 International Markets

97% of eBay small businesses export, reaching buyers in an average of 17 international markets.



eBay helps make cross-border recommerce more seamless and trusted. Services like eBay International Shipping and SpeedPAK help sellers in eligible markets reach global buyers without managing every layer of international logistics themselves, while buyer protection programs help build confidence in higher-value transactions.



Buyer stats

48%

Access to unique items

Better prices

47%

Access to unique items (48%) and better prices (47%) are the top benefits consumers see in buying from international sellers.



46% Returns

45% Delivery costs

Returns (46%) and delivery costs (45%) are the biggest concerns overall, but the friction differs considerably by market.

39%

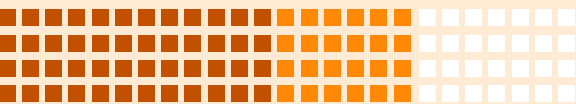
31%

30%

Comfortable Neutral Uncomfortable

Comfort with international purchases is split as 39% are comfortable buying from international sellers, 31% are neutral, and 30% are uncomfortable.

Seller stats



48% sold internationally

24% open to it

Logistics/delivery 53%

Customs/tax regulations 43%

International returns 32%

eBay sellers also identified their own barriers: logistics/delivery (53%), customs/tax regulations (43%), and international returns (32%)

Recommerce around the world

Across markets, recommerce is increasingly global, but how consumers participate — from what they buy to how they shop and what they value — remains distinctly local.



Australia 96%

Durability first

Older Australians are putting longevity at the center of secondhand value. 96% of Australians aged 62 and older express a strong preference for product durability.

Austria 15%

Recommerce goes live

15% of Gen Z consumers surveyed have both watched a live shopping event and made a purchase, compared with just 1% of 46–61-year-olds, highlighting live commerce as an especially young way to shop secondhand in Austria.

France 45%

The rise of the pre-loved present

France is the fastest-growing secondhand gifting market. 35% of French consumers are likely to buy more secondhand gifts this year than last, the highest of all markets.

Germany 84%

Sustainability has tangible value

84% of German respondents recognize the sustainability benefits of buying secondhand. German sellers also stand out for the care they put into items before selling: 76% thoroughly clean, wash, or test secondhand items before listing them.

Italy 89%

Built to last

Italian consumers are looking beyond a product's first life, prioritizing goods designed to last and be repaired. 89% say products should be durable, while 85% say they should be easier to repair.

Japan 58%

Cross-border caution

Japanese sellers also take a different approach to sourcing: 58% visit physical secondhand shops and markets to find inventory, compared with a global seller landscape dominated by personal belongings, from which 85% of sellers source.

Poland 55%

Digital-first recommerce

Younger Polish shoppers are taking a digital-first approach to recommerce. 55% of Gen Z buyers surveyed shop secondhand exclusively online, compared with 32% overall.

Spain 38%

Tech leads the mix

Secondhand electronics stands out as a particularly important part of the Spanish recommerce mix. 38% purchase secondhand electronics, making it the most commonly purchased category, followed by everyday fashion at 36%.

U.K. 47%

Secondhand giving

47% of 18–45-year-olds are willing to gift pre-loved items, compared with just 15% of those aged 62+. The generational divide shows younger U.K. consumers are helping normalize secondhand gifting.

U.S. 60%

Next wave of growth

Younger Americans appear poised to drive the next wave of recommerce growth. 60% of 18–29-year-olds plan to increase their secondhand purchases next year, compared with 41% overall in the U.S.



“Through cross-border sales, I have been able to connect with people all over the world. I have experienced very heart-warming interactions, such as being sent a T-shirt as a thank you for a sale, or being told stories and shown photos of the cute animals they keep.”

— Japanese eBay seller

Young consumers are showing what comes next

Secondhand used to feel second best. Young consumers have changed that narrative, shopping secondhand more often and across more categories.

depop

\$1B

in sales in 2025

7M

active buyers

3M+

active sellers

~90%

eBay's recent acquisition of Depop, completed in July 2026, extends our reach with younger consumers. In 2025, the secondhand clothing marketplace generated approximately \$1 billion in sales, had 7 million active buyers (nearly 90% of whom were under the age of 34), and had more than 3 million active sellers.



46%

Gen Z shops secondhand more often and plans to increase their participation: 46% of 18 to 29-year-olds buy secondhand weekly or bi-weekly, compared with 28% overall, and 53% expect to buy more in the next year versus 36% overall.

61%

They are more engaged in the culture of recommerce: 61% of 18 to 29-year-olds say community and shared connections are important, while 31% actively participate in recommerce communities, versus 19% overall.

66%

Younger buyers are more willing to pay more for sustainability: 66% of 18 to 29-year-olds would pay more for more sustainable or environmentally friendly products, versus 59% overall.

55%

For the Gen Z consumers who are not yet shopping secondhand, trust remains the biggest barrier. 55% of Gen Z non-buyers said they want greater confidence in product condition, quality, and authenticity.

26%

Gen Z is quickly becoming the new face of recommerce entrepreneurs: 26% started selling secondhand goods just 6-12 months ago versus 8% overall.



What recommerce needs next

Thoughtful public policy can help the growing secondhand economy thrive. Policymakers can support continued growth by modernizing rules to reflect how recommerce works today, while protecting consumers and keeping goods in circulation longer.

Recognize secondhand goods as a distinct regulatory category

1

Recognize secondhand goods as a distinct regulatory category

Secondhand goods are not the same as newly manufactured products. Rules designed for the latter are not always relevant for goods that have already been used or changed hands multiple times. Governments should recognize secondhand goods as a distinct category across regulatory frameworks, with practical and proportionate requirements that reflect the unique characteristics of previously owned products. This can maintain strong consumer protections while avoiding requirements that are impractical or impossible to meet when an item is resold.

2

Focus enforcement where the risks are highest

The goal of regulatory modernization should be more effective enforcement, not more paperwork. Better data and digital tools can help governments pool resources in the most crucial areas. Risk-based approaches should direct greater scrutiny toward higher-risk goods and transactions while reducing unnecessary burdens on low-risk secondhand commerce. This is particularly important for individuals and small businesses, where excessive compliance costs can create barriers to legitimate resale.

3

Make tax policy work

Tax policy should recognize the difference between a product's initial sale and its resale. Governments should consider approaches that avoid repeatedly taxing the same product as it moves through the secondary market. Tax policy that better reflects resale can help consumers make their money go further while supporting reuse and small businesses.

4

Support Right to Repair

Making products easier to fix and giving people the ability to fix them is crucial to a strong secondhand economy. Governments should support meaningful Right to Repair policies that make it easier and more affordable to keep products in use, including by offering access to spare parts, tools and repair information, and removing unnecessary barriers for individuals to repair their goods. Products that can be fixed are more likely to remain in use, be refurbished, and ultimately enter the secondhand market instead of the landfill.