

# 2021

## Year in Review

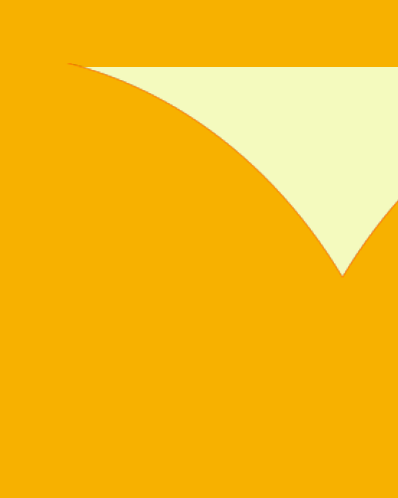
As Australia's most visited shopping site\*, eBay is a cultural barometer that sees buying habits reflect what's happening in pop culture.

\*Similarweb 2021

### Summer

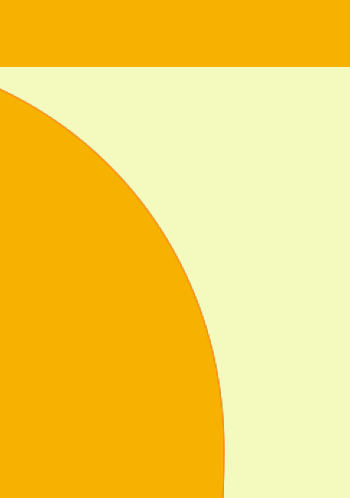
#### The Bridgerton Effect

Netflix's Bridgerton ignited a trend in Regency-era-themed purchases.



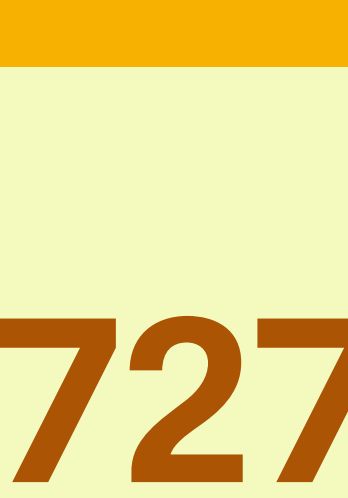
↑ **357%**

Tiaras



↑ **124%**

Shawls



↑ **72%**

Feather headpieces

Data range: 14 December 2020 - 24 December 2020 vs. 25 December - 4 January 2021

#### Valentine's Day

Valentine's Day saw Aussies buck traditional romantic gifts.

↑ **727%**

Jigsaw puzzles

↑ **246%**

Popcorn makers

↑ **384%**

Capsule coffee makers

Data range: February 2020 vs. February 2021

#### Marvel Comics

The WandaVision! TV series sparked renewed interest in the Marvel Cinematic Universe.

Data range: 1 December 2020 - 14 January 2021 vs. 15 January 2021 - 21 February 2021

↑ **900%**

WandaVision!-related items

↑ **242%**

House of M comics

↑ **308%**

Scarlet Witch comic books

### Autumn

#### Mother's Day

Ahead of Mother's Day, conventional but cosy gift purchases were trending.



↑ **237%**

'Mum' mugs



↑ **182%**

Ugg boots



↑ **62%**

Dressing gowns

Data range: 11 April 2021 - 25 April 2021 vs. 27 March 2021 - 10 April 2021

#### Autumn Chill

The cooling weather saw heating items hot on eBay.

↑ **441%**

Electric foot warming boots

↑ **417%**

Electric heated socks

↑ **237%**

Pocket hand warmers

Data range: 6 February 2021 - 7 June 2021

### Winter

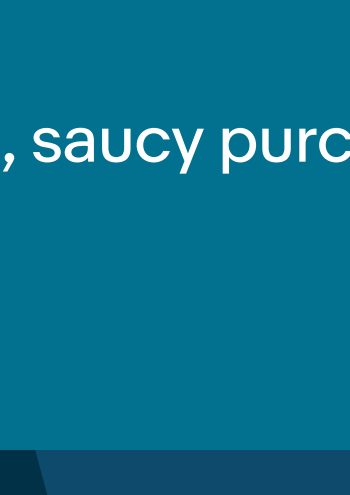
#### Tokyo Olympics

The Tokyo Olympics saw people embrace their inner athlete.



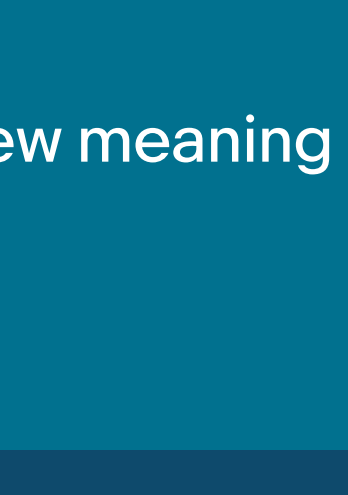
↑ **475%**

Tennis shoes



↑ **300%**

Table tennis tables



↑ **51%**

Skateboards

Data range: 02 July 2021 - 30 July 2021

#### Sexual Wellness

↑ **174%**

Erotic fiction

↑ **131%**

Sex pillows

↑ **91%**

Fluffy handcuffs

With much of Australia in lockdown, saucy purchases brought new meaning to being locked down and locked-up.

Data range: January-July 2019 vs. January-July 2021

#### Father's Day

Ahead of Father's Day, hobby-related items soared on eBay.

↑ **1,178%**

Golf club sets

↑ **1,900%**

Darts

↑ **115%**

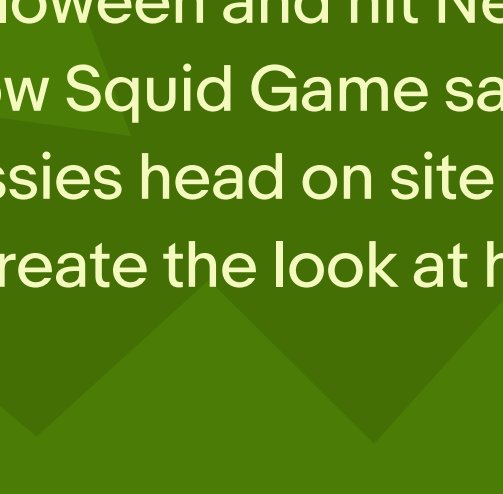
Projectors

Data range: August 2020 vs. August 2021

### Spring

#### AFL Grand Final

Merch purchases predicted the Demons' AFL Grand Final victory.



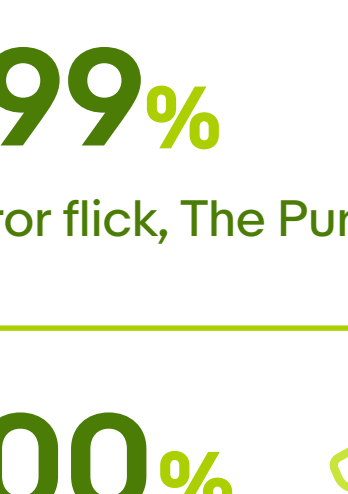
↑ **1,167%**

Melbourne Demons scarves



↑ **868%**

Melbourne Demons jerseys



↑ **487%**

Western Bulldogs scarves

Data range: 22 July 2021 - 22 August 2021 vs/ 23 August 2021-23 September 2021

#### Halloween

Halloween and hit Netflix show Squid Game saw Aussies head on site to recreate the look at home.



↑ **689%**

Squid Game costumes

↑ **299%**

Masks from horror flick, The Purge

↑ **200%**

Bat costumes for dogs



Data range: 5 August 2021 - 5 September 2021 vs. 6 September 2021 - 6 October 2021

### Christmas

#### The Hottest Toys Under the Tree

eBay revealed its top toy trends ahead of Christmas.

##### Retro



A case of deja vu with Sea Monkeys trending



Favourites like Pokémon never get old



Classic toys have had eco-friendly makeovers



LEGO goes hi-tech with Super Mario Adventures

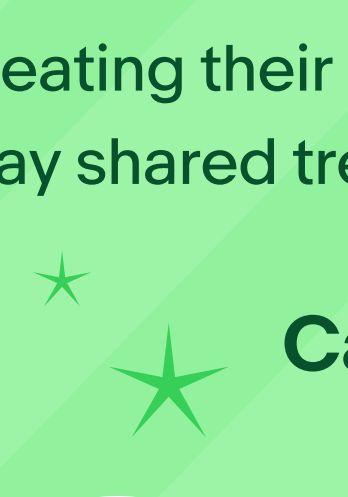
##### New Innovations



A scooter that turns into a skateboard



A turtle with a toilet



**28%**

of Aussies say Christmas shopping is more stressful than going to the dentist



Parents will spend an average of

**\$195** per child

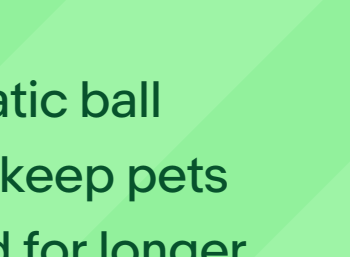
#### Purrfect presents

With 1 in 3 treating their pets to a Christmas present, eBay shared trends for pawrents too.

##### Calming



24% of owners want comforting toys like a cat wellness centre



A pillow that simulates a mother's heartbeat

##### Sustainable

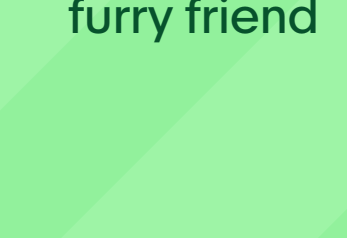


27% of Gen Z say eco-friendly toys are top of their pet wish list

##### Interactive Toys



Automatic ball launchers keep pets entertained for longer



BYO pet with a bike basket for your furry friend