

The last 18 years have seen more than 2 billion hours spent on ebay.com.au. It's time to raise a glass and celebrate the past, present and future of Australian retail.



1.1 billion
items are listed on eBay across the globe



Over the past 18 years,
2 billion hours
have been spent on ebay.com.au
That's over 228,000 years!



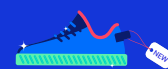
88%
of products are sold at
a fixed price



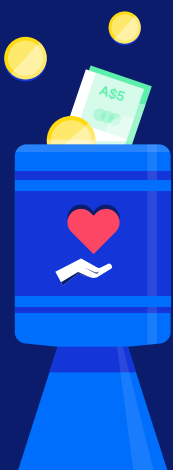
98 million
items are live right now
on ebay.com.au



60 million
local listings are live on
ebay.com.au



90%
of products on ebay.com.au
are brand new

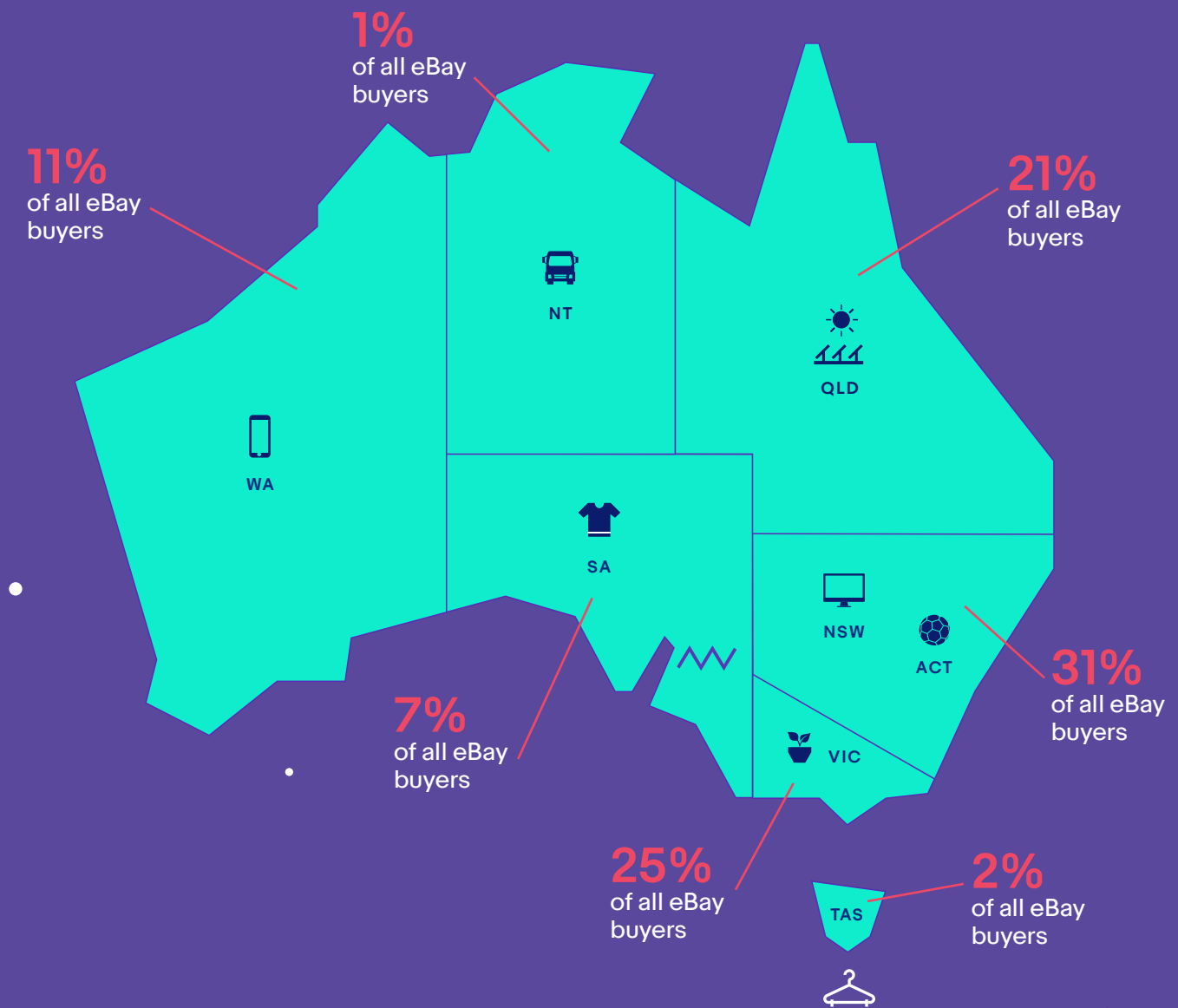


\$161 raised
every minute for charitable causes by eBay buyers and sellers globally



80 of the largest 100
online Australian retailers are on eBay
offering buyers the brands they know and
love 24 hours a day

Australia at a glance



NSW spends more money on computers/tablets than any other state

QLD spends more money on solar panels than any other state

VIC spends more money on home & garden than any other state

SA spends more money on men's t-shirts than any other state

WA spends more money on phone accessories than any other state

NT spends more money on Truck & car parts than any other state

TAS spends more money on Clothing than any other state

ebay **18** years

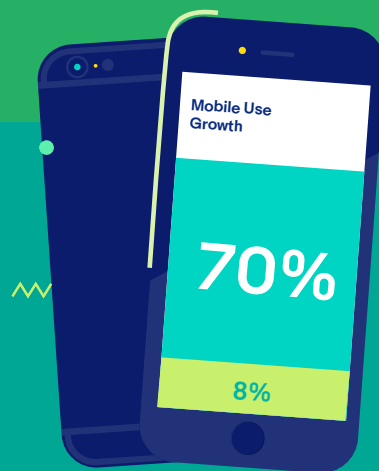
How Aussies Shop

What are the peak times on eBay?



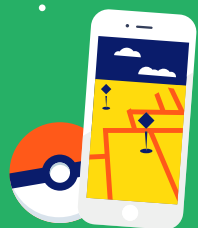
eBay research, 2017

70%
of visits to
ebay.com.au come
from a mobile
device in 2017



8%
growth of mobile use since mobile
shopping launched

The eBay app has been downloaded
370 million times
across the globe



Pokemon Go's release had
everyone out to catch 'em all,
driving up sales

140%

Aussies mourned the loss of
pop icon David Bowie with
sales of items jumping

1,375%
since news broke of his death



Sales of Prince related items

increased 809%
after news of his death

Taylor Swift's #squad
snapped on giant swan
floats saw Aussies
floating about with the
category growing

50% YoY

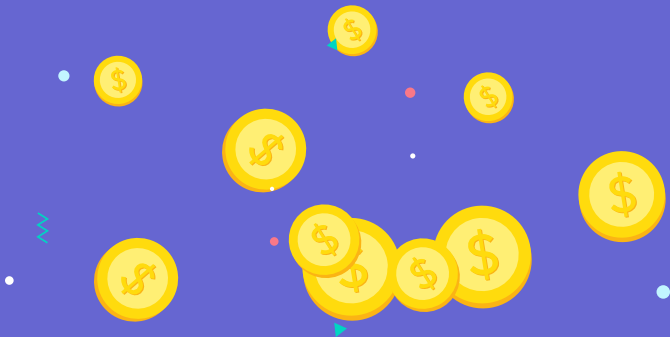


ebay **18** years

What Aussies Love



The item with the most ever bids on ebay.com.au was a Sharp LCD TV with
1,126 bids in 2006



One of the most expensive items ever sold on
ebay.com.au was a Fish and Chip shop in Gladstone at
\$110,000



21 iPods
are sold on ebay.com.au
per minute



A wedding item is
purchased every
26 seconds

A smartphone is
purchased every
1 minute



A car or truck part is
purchased every
4 seconds



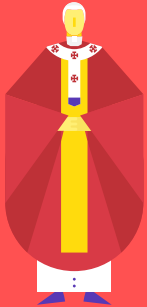
ebay **18** years

The Aussie Effect

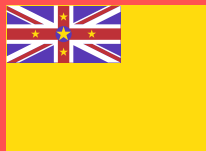


90% of businesses

on ebay.com.au export, compared to just 5% of registered businesses in Australia



We've sold over
135 items
to Vatican City State



It's more likely that someone in Niue
will buy a product from ebay.com.au,
than visit a bar

1 in 37 vs 1 in 158



There are
40,000

small Australian businesses
operating and selling on
ebay.com.au



2,862

Australians have become millionaires on ebay.com.au

