

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.



Our evolution

It's been quite the journey:



All things
unique



The best in
second-hand



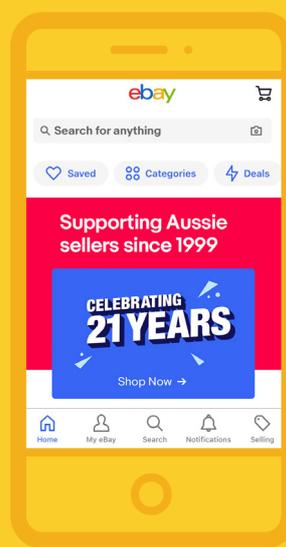
Global opportunities
for small businesses to sell



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



eBay 1999



eBay today

eBay today

Right now in Australia

CELEBRATING
21 YEARS

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

CELEBRATING
21 YEARS

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.

CELEBRATING
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

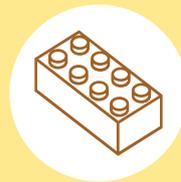


Beating the boredom



Video games consoles up
186%
year-on-year

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



Health body and mind



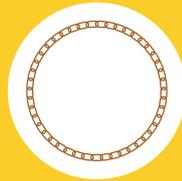
Vitamins and minerals up
154%
year-on-year

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