



ebay.com.au connects Australians with the things they need and love

169b
active buyers globally



122m
new listings were created in 2016 on ebay.com.au



ebay.com.au has **11.3m** unique monthly visitors



1 in 2

Aussie online shoppers purchased something from ebay.com.au in 2016



Last year **448m** shopping hours were spent on ebay.com.au



There have been **1.12b** visits globally to eBay



68% of visits come through a mobile device



Approximately **90%** of small to medium businesses on eBay export compared to just 5% of all registered Australian businesses



Australian sellers export on eBay to over **150** countries



There are more than **30,000** Australian small businesses operating on eBay



Over **70%** of items purchased on ebay.com.au are delivered free



In a turbulent 2016, Aussies purchased enough booze to fill **115** football fields



A smart phone is purchased **every minute**



In Australia more than **2,000** Australians have made more than \$1 million in sales on eBay since it launched in 1999



In Australia **90%** of the 15 million products available on ebay.com.au are brand new



In Australia **80%** of the largest 100 Australian retailers are on eBay, offering buyers the brands they know and love 24 hours a day

