



eBay.com.au connects
Australians with the things
they need & love



eBay.com.au
has nearly

12m

unique monthly
visitors



187m

active buyers globally



There are

1.7bn

global listings



There are

40,000

Australian small businesses
operating on eBay.com.au



In Australia

90%

of what's available on
eBay.com.au is brand new



In the last 12 months

2 in 3

of Australian adults purchased
something on eBay.com.au



In Australia, nearly

5,000

Australians have made
more than \$1m in sales
on eBay since launch
in 1999



Australian sellers export
on eBay to over

159

countries



73%

of visits come
through a mobile
device

