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The State of Australian Resale

eBay Australia | November 2026

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Access Economics

Foreword

Welcome to eBay's The State of Australian Resale



Reseller households are estimated to hold

$26.6 billion

in goods they no longer use

For more than 25 years, eBay has been at the forefront of resale in Australia, helping Australians buy and sell items from rare collectable trading cards and refurbished phones, to designer dresses and handbags they've been searching for. Resale is now part of everyday life for millions of Australians, and this report looks at how Australians have embraced pre-owned goods and how the appetite for resale is creating more opportunities for buyers and sellers.

It is estimated 13.5 million Australian adults have participated in the resale market in the past year alone, and behind every sale is a story. Every item has a history, and every seller has a motivation, from clearing space and moving house, to embracing life's next chapter or sharing their passions with others.

There is also an incredible amount of value still sitting in our homes. Australian households are estimated to have $26.6 billion in goods they no longer use: coats tucked away at the back of wardrobes, cupboards full of toys, and valuable memorabilia sitting in plain sight in our living rooms. Resale helps keep items in use and gives them the chance to be loved by someone new.

Keeping goods in circulation can create a real economic opportunity too. Australians generated an estimated $30.3 billion in gross income from resale in 2026. For some, resale has become a regular source of additional income or even their main business, while for others, keeping items in circulation can provide a little extra money from a much needed clear-out.

But resale is about more than money. An item sitting unused in one person's home could be exactly what someone else has been looking for. A hard-to-find collectable. A retro device. A favourite fashion piece. The beauty of resale is that one person's clear-out becomes another person's perfect find, and today's buyer could become tomorrow's seller. It gives goods a second life, unlocks value, and brings together people who share the same interests and passions.

At eBay, we want to make it even easier for Australians to participate in resale. In May of this year, we removed transaction fees for eligible Australian sellers with annual sales of up to $25,000, so they can keep more of what they earn. We're also investing in listing tools that make it quicker and easier to get an item online, while eBay Live is creating a more interactive way for people to discover and sell the things they love.

Whether they're hunting for something special, turning a passion into extra income, clearing out a few things at home, or building a resale business, eBay helps Australians sell the things they are ready to part with and find the things they've been searching for.

I hope you enjoy the report and that it might even inspire you to take another look at what's sitting in your own living room.



Sarah Sternau
Managing Director
eBay Australia & New Zealand

Background

About this report

eBay Australia commissioned Deloitte Access Economics to prepare *The State of Australian Resale*. The report examines how resale is changing Australian consumer behaviour, including participation, motivations, household value and expectations.

Evidence comes from the 2026 Reseller Survey, fielded by Dynata in August 2026. It included 1,900 Australian adults aged 18+, with a sample designed to broadly reflect the population by age, gender and location. Questions were asked only to respondents who indicated they had, or were interested in, buying or reselling items, and included 1,604 participants. The report also uses approved eBay marketplace and Terapeak data, external research, Deloitte Access Economics modelling, stakeholder consultations and case studies.

Survey findings reflect the responses received and may not represent every Australian adult or resale transaction. Population estimates rely on survey responses and modelling assumptions, while sampling, recall and self-reporting can affect results. The methodology appendix explains the approach and limits. Statistics exclude risk, liquidity, transaction costs, taxation and debt. Past performance does not indicate future results, which are not guaranteed.

The survey sample included

1,900 adults

designed to reflect the population by age, gender and location

Factual information only

This report presents factual information based on the available survey, marketplace and external data sources. Findings should be read with the methodology, assumptions and limitations set out in this report.

The report does not recommend or express an opinion about a product, investment, collectable or other asset. No statement is intended to influence a decision to buy, sell or finance a product or asset. The report does not provide financial, investment, taxation or legal advice.

Resale goods and other assets can change in value. Demand, condition, rarity, authenticity, fees, delivery costs and market conditions can affect outcomes. A past sale does not guarantee a future sale, price or return. Anyone seeking financial advice should consult an authorised financial adviser and obtain taxation or legal advice where relevant. The report does not replace independent advice, product disclosures, platform terms, seller obligations or consumer protections. Responsibility for a decision remains with the decision-maker. Market conditions can affect the time needed to complete a sale.

Reliance on information

Deloitte Access Economics and eBay Australia provide the information in good faith. The report draws on survey responses, eBay data, stakeholder consultations and sources considered current at publication. Deloitte Access Economics applied professional judgement to the analysis.

The analysis depends on the quality, completeness and timing of source information. Survey responses may contain errors, omissions or differing interpretations. Marketplace and external data may change or be revised. Modelling results depend on assumptions, definitions and methods described in the report.

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Key findings

01 Resale is mainstream

SOLD

An estimated **216 million** items – over half a million items a day, on average – were resold in the last 12 months in the Australian resale market, generating an estimated

$30.3 billion in gross reseller income in the last 12 months



02 Value is held in reseller households

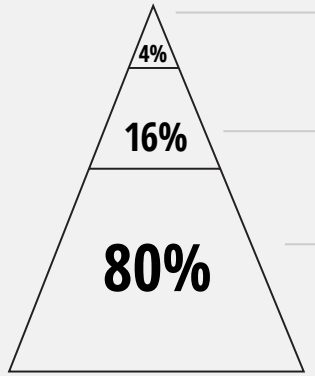
An estimated **$14.5 billion** of goods no longer used sits in Australian reseller living rooms, accounting for the largest share of untapped reseller household wealth



Over 60% of resellers surveyed have held on to a good for over a year they no longer use, with 10% having them for five to ten years.

03 Resale offers additional income

Based on survey results, nearly half (47%) of Australian adults have resold in the past 12 months through three types of reselling:



Professional
Earning $41,740 / year

Active
Earning $2,990 / year

Casual
Earning $880 / year

04 Collectables offer the largest resale opportunity

$6.1 billion is the estimated untapped value of collectables and memorabilia across all reseller households, making it the largest pool of untapped household wealth based on extrapolated survey results

Other significant resale opportunities across reseller households include:

- **Everyday fashion** $2.8 billion
- **Footwear & sneakers** $2.4 billion
- **Electronics** $2.5 billion



05 Australia is embracing resale

79% are motivated by lower cost of pre-loved goods when they shop

39% are motivated by access to unique, rare or vintage pieces

Over 1 in 10 began reselling in the past 12 months

3.2 million Australians are interested in starting, based on extrapolated survey results



06 Live resale is an emerging trend



19% of resellers surveyed say that they have used live resale formats to discover items

10% of resellers surveyed have hosted a live resale event

07 Resale features in new purchase decisions among surveyed resellers

65% consider the resale of an item at all when purchasing it

29% keep original packaging, tags or boxes

24% think about resale value when deciding to purchase

Executive summary

Reselling is a mainstream activity in Australia

Based on survey results extrapolated to the broader Australian population, an estimated 15 million Australian adults have resold in their lifetime, with over 216 million items resold in the past 12 months alone. It is no longer a niche activity, fleeting trend or occasional side hustle: 18% of surveyed resellers report they are selling more than five years ago. Resale is an established behaviour spanning generations and communities across the country.

For many Australians, resale is also a source of additional income, helping households unlock value from items they no longer use.

This report defined a reseller as an individual who has resold at least one item in their lifetime.

Australian reseller households are sitting on substantial value

The opportunity extends well beyond what Australians are already selling. Reseller households are holding significant value in items they no longer use, with many products sitting in homes for years before being resold, donated or discarded.

Many Australian resellers do not fully appreciate what these items are worth. Collectables and memorabilia ($6.1 billion), everyday fashion ($2.8 billion) and electronics ($2.5 billion) represent the largest pools of untapped household wealth across all reseller households.

Resale can turn this unused value into a practical financial benefit for households. Based on survey results, the average reseller unlocks around $880 a year from items they no longer use, providing additional income while returning goods to use rather than leaving them idle.

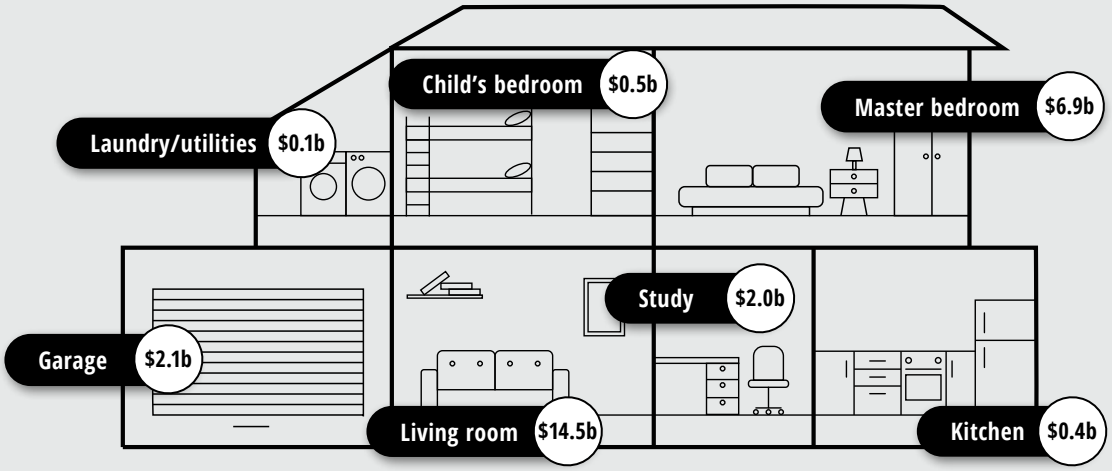
Trends in future resale

The resale market also has room to grow. New ways of buying and selling are emerging, giving Australians more opportunities to participate and helping resale reach new audiences. Live selling is one example: while still emerging in Australia, it has already reached significant scale overseas, pointing to the potential for new resale formats to expand the market locally.

Interest in resale also remains strong across generations. Younger Australians are particularly active as both buyers and sellers, while many existing participants expect to resell more often in the future.

With billions of dollars still untapped throughout Australian homes, the next phase of growth will come from more households recognising the opportunity already within reach.

Figure The value of goods no longer used in Australian reseller households by room ($ billions)



Source: Deloitte Access Economics analysis eBay Reseller Survey (2026) and eBay Average Buyer Price data[1]

[1] Average buyer price refers to the total value of items sold on eBay divided by the number of items sold in a given year.

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01 Resale is mainstream



Resale is well established in Australia

Resale can be defined as the sale and purchase of goods that have had a previous owner, allowing products to be reused, recirculated and exchanged through online and offline marketplaces. In this report, 'resale' covers both buying and selling activities, while 'resellers' refers only to individuals who have resold at least one item in their lifetime.

Resale is well established in Australia, with 81% of Australians surveyed, or 17.7 million total, having bought or sold second-hand in their lifetime. Most resale economy participants have participated in their lifetime as both buyers and sellers (62% of Australian adults), with only 12% solely buyers, and 7% only sellers.

In the past year, survey results indicate that 62% of Australian adults participated in the resale market by buying or selling, equivalent to 13.5 million people.

Resale has become a valuable part of Australia's economy

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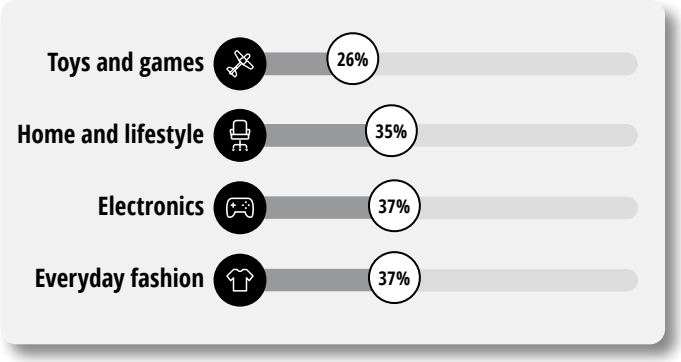
While many Australians participate in the resale market, the scale of activity is reflected in the volume of items sold.

- In the past 12 months, Australian resellers averaged 25 items per seller.
- The nature of the market allows resellers to be flexible and sell across multiple categories: on average, resellers sell across three categories, with 1 in 5 resellers having increased the range of categories they sell over the past five years.

Resale value is generated across a range of household goods. The most commonly resold categories are items already found in many Australian homes, including fashion and electronics (37% each), followed by home and lifestyle (35%, for example furniture and large appliances) and toys and games (26%, see Chart 1.1).

These are everyday durable goods found in most homes, making resale accessible to casual sellers, not just professional participants.

Chart 1.1 Top items Australians reported reselling



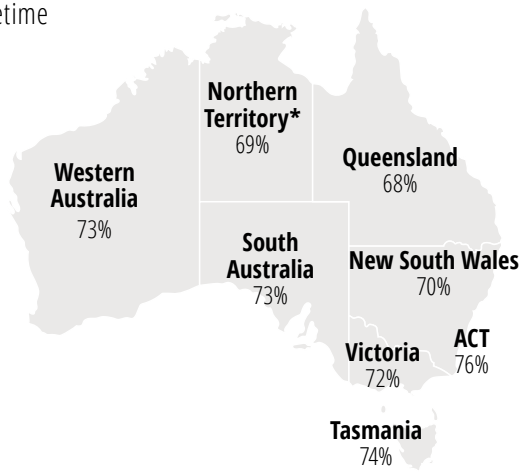
Source: Deloitte Access Economics analysis of eBay Reseller Survey (2026).

Resale participation spans age groups and jurisdictions

There is no single type of reseller: Australians across genders and generations are participating in the resale economy. Survey results reveal:

- A near even split between men and women reselling, at 51% and 48% respectively
- Australians aged 35-44 are most likely to resell
- Younger Australians aged 18-24 are the most active in terms of volume, with those surveyed selling an average of 31 items per year

Figure 1.1 Estimated proportion of state population who have resold in their lifetime



Source: Deloitte Access Economics analysis of eBay Reseller Survey (2026).
*National average applied to the NT due to limited survey responses.



Reselling occurs in every state and territory across Australia

Survey results indicate that approximately three in four people in the Australian Capital Territory (ACT), Tasmania, Western Australia (WA) and South Australia have resold in their lifetime (see Figure 1.1).

Western Australia's estimated reseller population of 2.1 million exceeds the 2.0 million driver's licence holders recorded in the state in 2024.[1]

Resale engagement spans casual to professional involvement



Most Australian resellers participate casually, while smaller groups resell more regularly or operate resale as a business or side hustle. Of surveyed Australians who have resold, 80% are classified as casual resellers, 16% as active resellers and 4% as professional resellers. Segment classifications combine self-identification with reported selling frequency, volume and gross resale income. See Appendix A for full definitions.

The majority of resellers participate casually (a few times a year). However, as demonstrated in Figure 1.2, the opportunity to turn resale into a genuine side hustle or business is clear and has the potential to offer significant annual income. It is worth noting that income figures represent gross income from resale.* Equally, while the average professional reseller surveyed earned $41,740, some professional resellers surveyed indicated they earned up to $200,000 from resale in the past 12 months.

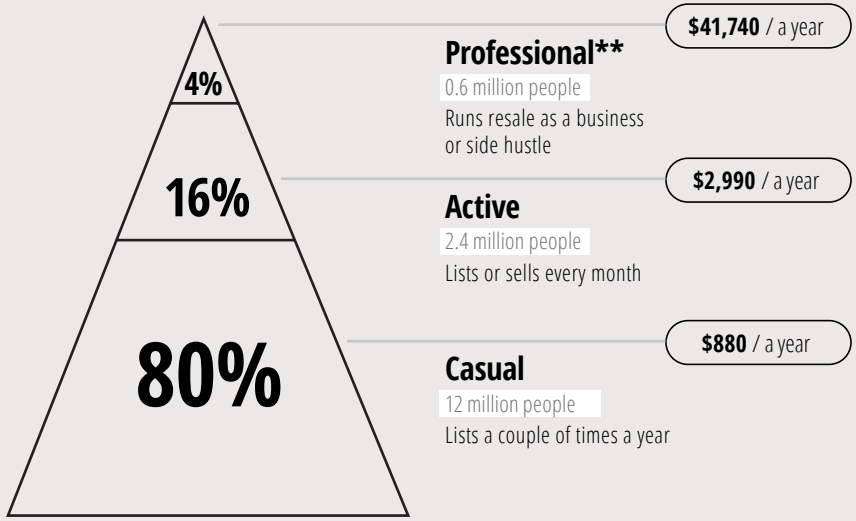
Reselling presents a significant opportunity for Australians looking to unlock value from goods they no longer use. When considering resellers who have resold in the past 12 months (estimated at 10.3 million from survey results) it is estimated resellers have earned $30.3 billion in gross resale income. This is comparable to the revenue of Commonwealth Bank in FY26 ($30.2 billion), meaning resale generates gross income comparable to the revenue of a traded company in Australia.[1] This comparison illustrates scale only, as industry revenue and gross resale income are calculated on different bases and do not account for costs in the same way.

Resale continues to attract new participants, with 12% of Australian resellers surveyed having started selling in the past year. And with 19% of Australian adults yet to resell, there remains significant potential for participation to grow further.

Figure 1.2 Australian engagement with the resale market in their lifetime

Who resells and how often

Australia's reseller mix



** Professional resellers are classified based on self-identification and resale activity, including selling more than 500 items or earning more than $20,000 in gross resale income annually. Almost two in five professional resellers (39%) report reinvesting resale income into goods for resale, compared with 14.8% of active and 4.4% of casual resellers.

* All resellers would also have had to spend money to purchase the good initially.

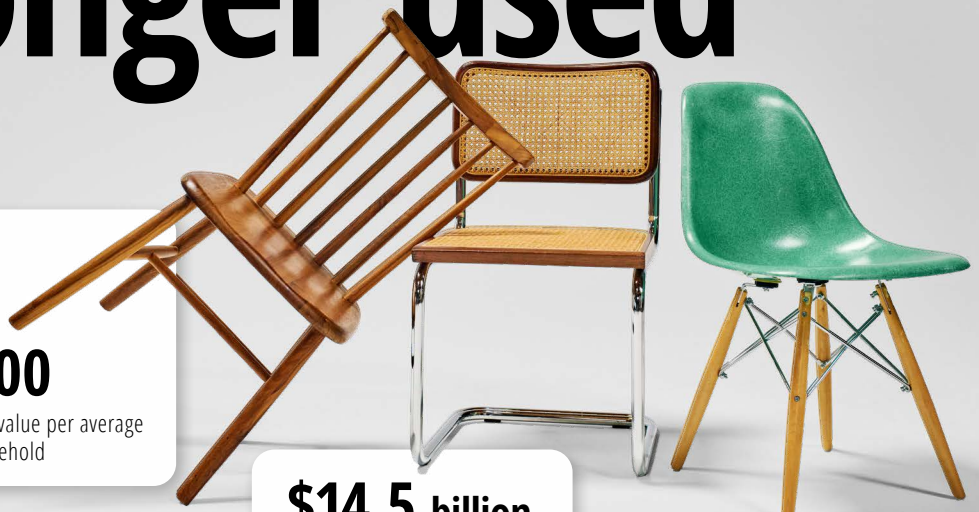
Source: Deloitte Access Economics analysis of eBay Reseller Survey (2026).

02

Billions untapped in goods no longer used

95%
of surveyed resellers hold at least one item no longer used that could be resold

$2.5 billion
of electronics that are not used sit in drawers



$2,900
of untapped value per average reseller household

$14.5 billion
of goods no longer in use in reseller living rooms

Australian reseller households are sitting on a pool of untapped wealth in the form of items they no longer use or want. Collectables, everyday fashion, and media and entertainment account for the largest share of this value, suggesting these categories present the greatest opportunity for households to unlock additional income through resale.

Many Australian resellers hold multiple products they believe could be resold, and items no longer used are remaining in homes for years without any action taken. Survey results found that resellers report holding on to goods they no longer use or want for extended periods of time, with:

32%	**20%**	**10%**
having them for 1-3 years	having them for 3-5 years	having them for 5-10 years

For some households, this means forgotten technology in drawers, furniture or appliances that are no longer used in spare rooms or the kitchen, or clothing no longer worn in wardrobes.

These goods represent a substantial pool of value already held within Australian reseller households. Even relatively ordinary household items can contribute to substantial potential value when considered collectively.

The average reseller household has $2,900 in untapped value that they could resell

Survey insights and eBay average price data was used as a benchmark to value goods held by households. Actual resale values may differ across platforms and sales channels, and estimates should be interpreted as indicative of the potential scale of resale rather than a precise measure.

Collectables and memorabilia represent the largest pool of estimated resale value across reseller households, at $6.1 billion, based on extrapolated survey data and eBay Average Buyer Price Data. But the opportunity extends well beyond collectables, with everyday items adding up to significant value when considered collectively (see Chart 2.1).

Based on surveyed resellers, the average reseller household holds around $2,900 in goods it no longer uses that could be resold. Extrapolating surveyed Australian reseller households, this equates to an estimated $26.6 billion nationwide.

In 2025, over one million collectable or memorabilia items were sold on eBay in Australia. These items often hold enduring appeal for collectors, demonstrating how resale can help connect people with the items they value.



Chart 2.1 Total value of goods no longer in use within reseller households in Australia that could be resold by category ($ billions)



Collectables, everyday fashion and electronics are some of the largest pools of untapped household wealth

Collectables

Collectables were the largest category by value of goods surveyed reseller households felt they could resell at an extrapolated $6.1 billion (largely driven by the relatively higher average buyer price for some collectables on eBay), demonstrating the opportunity for everyday Australians to participate in and support collecting communities via resale. While Australians participate in resale for many reasons, collecting and nostalgia add another dimension by connecting people with distinctive items, shared interests and communities. Items connected to earlier eras, childhood interests and shared cultural experiences continue to attract buyers in Australia's resale market.

Selected nostalgic or collectable items sold on eBay:

1959 Barbie for	**$13,453**	in 2025
1989 Sony Walkman for	**$4,825**	in 2025
2010 Apple iPod Shuffle for	**$10,034**	in 2022

Everyday fashion

Based on survey results, 5.5 million Australians are already reselling everyday fashion pieces on the Australian resale market. Fashion resale demonstrates how clothing can remain useful, desirable and valuable after leaving its original owner's wardrobe. Familiar Australian fashion brands are being sold every day on eBay.

With an estimated $2.8 billion in everyday fashion no longer worn in reseller households, the category represents one of the largest opportunities for Australians to realise value from goods they already own. As Australians refresh their wardrobes, clothing they no longer wear represents a substantial opportunity to recover value, underpinning the role strong role fashion continues to play in the resale market.



Source: Deloitte Access Economics analysis of eBay Average Buyer Price data.



In 2025 on eBay:

A 6th generation (2018 release) iPad and Apple Pencil sold for $1,200

A Nintendo Game Boy (discontinued in 2010) sold for $2,242 (new in the box)

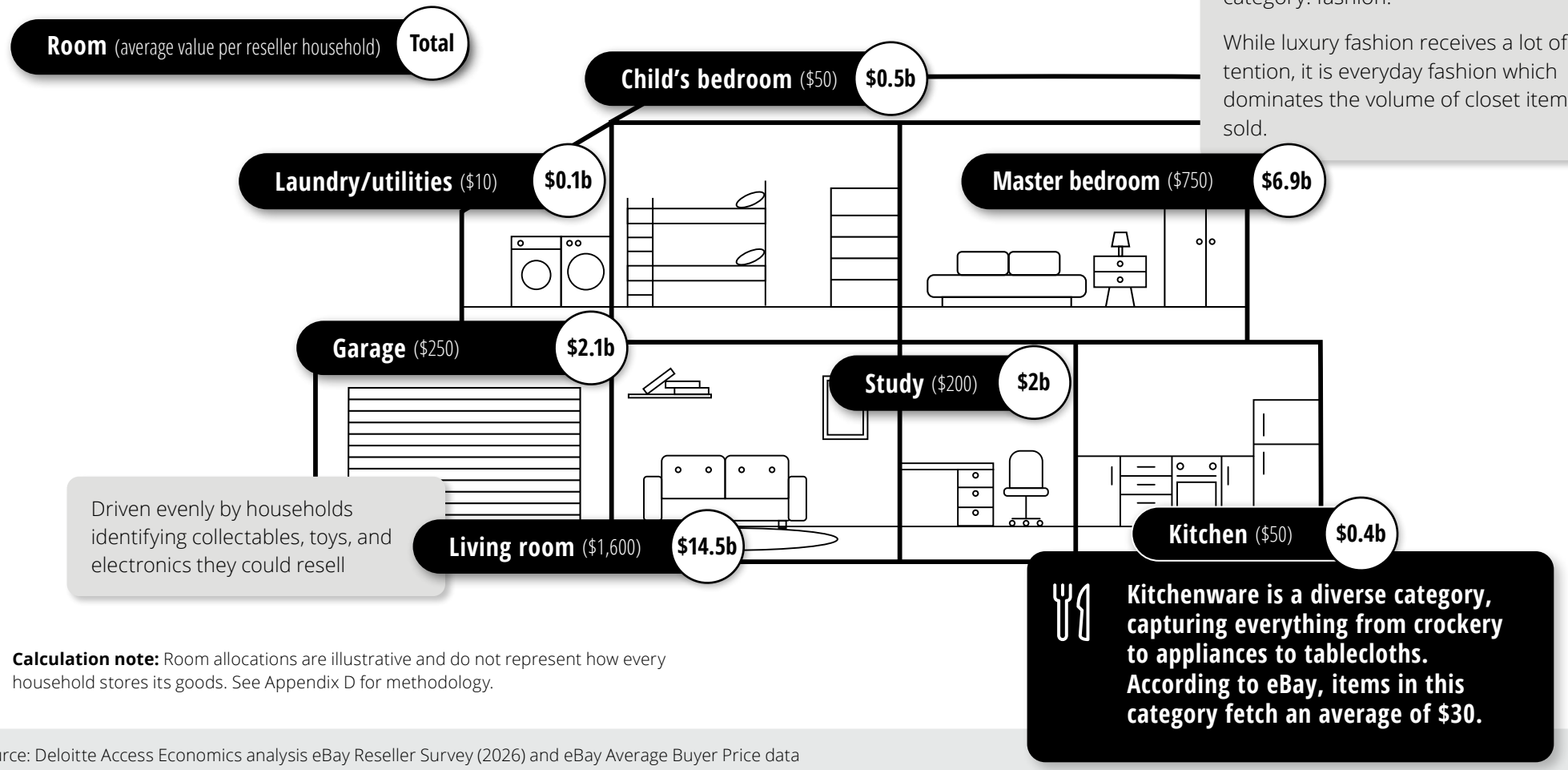
Electronics

61% of surveyed Australian reseller households identify that they have electronics they no longer use that they could resell. Extrapolating surveyed Australian reseller households nationwide, a total of $2.5 billion of electronics sit tucked away in drawers, cupboards and spare rooms. Old phones, laptops, music players and gaming devices often retain significant value long after they are no longer used, creating the third most significant pool of untapped household wealth by number of items per household.

Increasingly, electronics are viewed not as disposable products, but as assets with value beyond their first owner. By extending product lifecycles, resale has the potential to keep devices in circulation for longer.

$14.5 billion in potential resale value is located across resellers' living rooms

Figure 2.1 The value of goods no longer used in Australian reseller households by room



Calculation note: Room allocations are illustrative and do not represent how every household stores its goods. See Appendix D for methodology.

Source: Deloitte Access Economics analysis eBay Reseller Survey (2026) and eBay Average Buyer Price data

03

Australians are embracing resale



70%
of Australian resellers surveyed primarily sell for financial value

62%
of surveyed resellers participate in the market as both buyers and sellers

79%
of resellers surveyed see discarding resaleable goods as lost value

What Australians value is changing. Resale is encouraging people to think differently about the goods they buy, use and keep, with financial value increasingly sitting alongside practical, personal and community considerations. Over two thirds (70%) of surveyed resellers indicated that additional income motivates them to resell, and over half (55%) agreed that reselling helped to ease cost of living pressures. Surveyed resellers also agreed that the additional income supported their everyday needs: 54% said they had used the additional income for groceries, 37% for household bills, and 38% to build their savings.

From a buyer perspective, affordability remains the leading reason for purchasing second-hand goods. This sits alongside other key motivators such as access to rare, unique and vintage items. At the same time, 79% of those surveyed see discarding resaleable goods as lost value, reflecting broader recognition that goods can remain useful beyond their first owner.

Together, these findings show that Australians value resale for different reasons. Price and additional income remain important, while access to hard-to-find items, community and the opportunity to keep useful goods in circulation also influence how people participate.

Australiana and the resale market

Australian culture and collecting are also reflected in the resale market. The impact of local and unique commerce has positive impacts beyond the transaction, by fostering a sense of community, cohesion and wellbeing.[1] Some online marketplaces reinforce this through features such as local pickup. This is reflected not only in the scale of everyday resale, but also in the uniquely Australian items that continue to hold value in the market.

Did you know? A vintage Vegemite jar from 1923 was purchased on eBay for $1,000 in 2019

Resale is influencing how Australians buy, use and care for goods

Australians are buying with the next owner in mind

Australian consumers are considering resale when purchasing new items: 65% of surveyed resellers report at least one change in how they purchase, use or care for goods because they may resell them later. This can include limiting use or taking better care of the item or even thinking about the potential resale value when purchasing the item in the first place. These behaviours can help keep items in circulation longer, via the resale market.

This shift is visible in everyday behaviours. Two in five surveyed resellers take better care of items because they may resell them, while 29% retain original packaging, tags or boxes and 24% consider resale value when deciding whether to make a purchase. Together, these behaviours suggest that resale is influencing how Australians value, use and preserve the goods they own.

Chart 3.1 How Australian resellers treat new purchases with resale in mind



Source: Deloitte Access Economics analysis of eBay Reseller Survey (2026).

Today's buyer can become tomorrow's seller

56%

of resellers surveyed who buy and sell say that their buying and selling habits are related

Australia's resale economy is interconnected, with many people participating as both a buyer and seller. This dual-role consumer creates a reinforcing relationship between buying and selling behaviours.

Based on survey results, more than half (56%) say their buying and selling habits are related. Of these, 30% say that buying second-hand directly prompted them to start reselling items of their own and 26% say it increased how often they resell.

Motivations to resell differ across age groups

Younger Australians are most likely to view resale as a way to recover value from items they no longer use: 59% of surveyed resellers aged 18-24 ranked financial or extra income as their primary motivation, compared with 32% of those aged 65+. For this group, resale can be an accessible way to realise value from goods they no longer use, turning past purchases into a flexible source of income.

For other young Australians, resale increasingly becomes a way to keep useful goods in circulation beyond their first owner; more than one in five resellers surveyed aged 25-34 ranked sustainability as a top three motivator to resell. This suggests resale is increasingly viewed not only as a way to recover value, but also as a means of extending the useful life of goods that still have value for someone else.



As Australians age, resale becomes a practical way to manage accumulated possessions: 41% of surveyed resellers aged 65+ ranked decluttering or moving house as their top motivator to resell. For older Australians, resale provides a way to simplify households, extend the life of goods, and recover value, where value emphasises owning fewer, more intentional possessions, rather than solely the financial gain associated with downsizing.

04

Forces shaping future resale



41% of resellers surveyed are interested in using live resale to discover items to resell

63%
of surveyed resellers value secure payments, more than any other measure

LIVE

19%
of resellers surveyed are already using live reselling formats

$36.1
in gross reseller income if all of those interested in reselling joined the resale market

Participation today and in the future

Australians participate in resale for a range of financial, practical, environmental and personal reasons. Alongside these broader motivations, trusted marketplace features and tools that reduce the effort involved in listing and transacting may make participation easier for existing and prospective resellers.

Reducing the effort to list

Preparing descriptions, selecting categories and presenting an item can add time and effort to the selling process. Digital tools can simplify parts of this process: 25% of surveyed resellers report that tools available through online marketplaces save them 10 to 30 minutes or more per listing. For some existing or prospective sellers, reducing this effort may make resale easier to undertake.

Interest in live reselling is growing

Live resale formats allow people to explore products through real-time video, interaction and purchasing. Interest in live resale formats is growing: nearly one in five surveyed resellers use live resale formats to discover items they may resell in the future, and 41% are interested in doing so.

Trust and technology can support easier participation

Building trust into the transaction

Convenience is only part of the resale experience. Resellers also value features that provide confidence when they transact online:

Chart 4.1 What do resellers value about online reseller platforms and marketplaces?



Source: Deloitte Access Economics analysis of eBay Reseller Survey (2026).

Global context: live commerce

Globally, live commerce has already transformed shopping behaviour, especially in major Asian markets. In markets such as China and South Korea, fashion, beauty, consumer electronics and homewares have emerged as leading live commerce categories. This international scale provides context for the format's development in Australia but should not be interpreted as a forecast for Australian live resale, and resale occupies only part of all live commerce.

Figure 4.1 Value of live commerce in major markets[1]

China
$900 billion USD (2026)
($1.3 trillion AUD)

India
$7 billion USD (2025)
($9.9 billion AUD)

Indonesia
$5.7 billion USD (2026)
($8.1 million AUD)

South Korea
$1.2 billion USD (2026)
($1.7 million AUD)



Australian resellers show interest in live resale experiences

Live resale formats bring buying and selling into a real-time, interactive format. It gives people new ways to discover items, understand what attracts buyers and connect around products and interests they share. Survey findings indicate that some Australian resellers are already engaging with live resale formats, while a larger group is interested in participating in future. Live resale combines real-time product discovery, interaction and purchasing in a single experience. Survey results indicate that some Australian resellers are already engaging with live resale formats, while a larger group is interested in participating in the future.

The potential future opportunity of resale

If the estimated 3.2 million Australians (based on survey results) who have not yet resold but expressed interest in reselling were to participate, estimated annual gross resale income could increase from $30.3 billion to $36.1 billion. This is an illustrative scenario, not a forecast, and assumes that all interested non-resellers participate as casual resellers. Their decision to participate would likely depend on a range of personal, economic and marketplace factors.

Live resale participation: Present and future interest

Who's participating in live selling?

Some resellers are already engaging with live experiences to discover products, learn about categories and explore items of interest in real time:

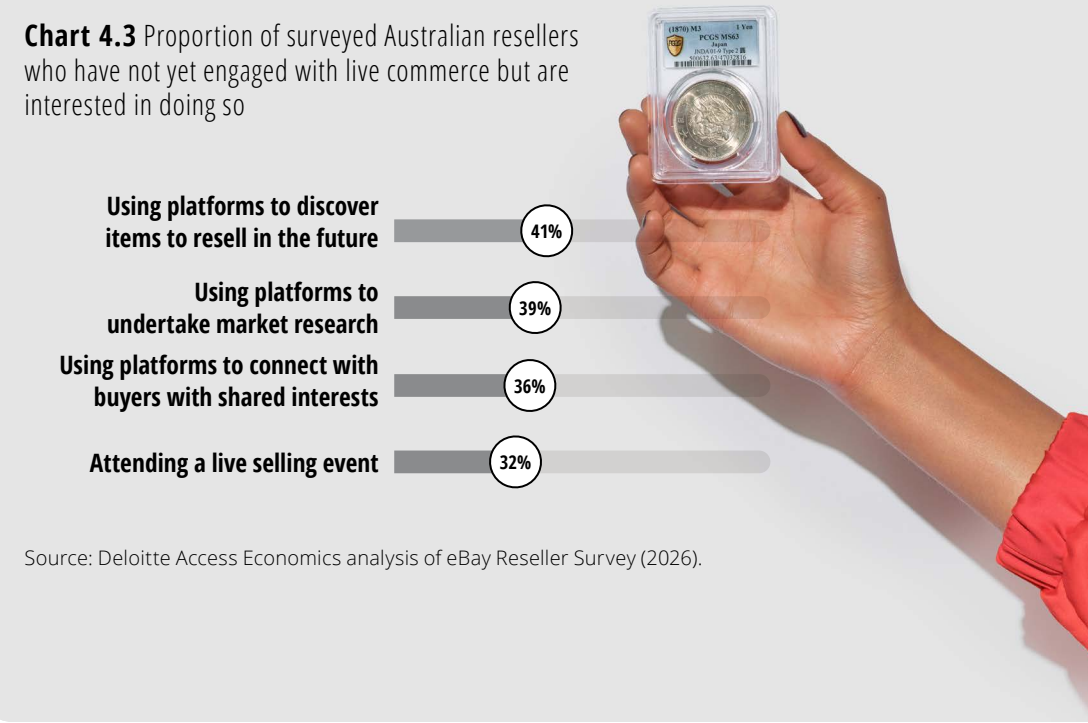
Chart 4.2 Proportion of surveyed Australian resellers who have already engaged with live commerce



Source: Deloitte Access Economics analysis of eBay Reseller Survey (2026).

Experiences such as live shopping bring entertainment, community and discovery into the shopping journey, with 71% of live shopping users saying it makes shopping more exciting.[1]

Chart 4.3 Proportion of surveyed Australian resellers who have not yet engaged with live commerce but are interested in doing so



Source: Deloitte Access Economics analysis of eBay Reseller Survey (2026).

Who's interested in live resale?

Interest is stronger for attending than hosting, suggesting that many resellers may initially engage with live formats as viewers, buyers or members of an audience before considering selling through the format themselves.

Live resale formats may provide another way for Australians to discover products, learn about categories and connect with other participants.

Individual live resale events are already delivering results, a Pokémon card livestream generated more than AUD$100,000 in a single night.

Live resale formats' near-term opportunity may lie in participating in livestream experiences rather than solely hosting them.

Appendices



Appendix A: This report

Deloitte Access Economics was commissioned by eBay Australia to examine Australia's resale economy and how resale is changing consumer behaviour.

A.1. The 2026 Reseller Survey

The findings of this report are informed by a survey of Australian adults. The 2026 Reseller Survey was fielded by Dynata on behalf of eBay Australia and Deloitte Access Economics in August 2026.

The survey provides factual information about the behaviours, attitudes and preferences of 1900 Australian adults. Participants were asked about their resale activity, motivations and experiences, and their views on the future of resale.

For this report, reselling was defined for survey participants as follows:

- Reselling is defined as selling pre-owned, second-hand or unused items to another person, whether online or in person.

This includes selling items you previously bought or received, as well as items you bought with the intention of selling for a profit. It does not include donating items, giving items away for free, returning items to a retailer, or selling new goods as part of a formal retail business.

For this report, a reseller is an individual who has resold at least one item at any time, including within or before the past 12 months. No minimum resale value, selling frequency or 12-month recency criterion applies to reseller status. These measures are used only in allocating reseller categories.

The report groups resellers as casual, active or professional. Respondents self-identified as:

- casual if they listed or sold items a few times a year;
- active if they listed or sold items at least monthly; or
- professional if they operated reselling as a business or side hustle and listed or sold weekly or daily.

A behavioural override is applied so that a respondent is classified as professional if any one of the following applies: they self-identify as professional; they report reselling more than 500 goods in the past 12 months; or they report annual resale revenue in the $20,000–$49,999 band or above. Respondents not meeting a professional criterion retain their casual or active self-identification.

Figures in the report relate to survey respondents unless otherwise specified. Results may therefore differ from the experiences of the broader Australian adult population and from total resale activity in Australia.

Estimates for the broader Australian population draw on the survey sample and modelling assumptions. Sampling error, self-reporting, recall and differences between respondents and the wider population create uncertainty when survey results are extrapolated. The methodology and stated limitations should be considered when interpreting these estimates.

Appendix B: Demographics of surveyed individuals who resell or are interested in reselling

The survey captured responses from 1,900 Australian adults. The main analysis focuses on 1,604 respondents who had resold items or were interested in reselling.

This group was broadly balanced across gender and age. Men represented 51% of the group and women 48%. Adults in all age brackets from ages 18 to 54 each accounted for one-fifth of respondents, while 55 to 64-year-olds represented 12% and those aged 65 and overrepresented 9%. Compared with the broader sample, interest in resale was highest among 25 to 44-year-olds, with 92% included in the reseller or interested group.

Respondents were concentrated in Australia's three largest eastern states. Victoria accounted for 27% of the group, followed by New South Wales at 26% and Queensland at 19%. Together, these states represented 72% of respondents, broadly reflecting their larger populations.

Resale participation extended beyond interest alone. Of the 1,604 respondents in the main group, 58% had resold items in the past 12 months, 25% had resold previously and 18% had not yet resold but were interested. Among the 1,323 respondents who had resold, 80% described themselves as casual sellers, 16% sold at least monthly and 4% identified as professional or side-hustle sellers.

Table B.1 Survey demographics

Survey group	General population sample	Reseller sample
Total sample	**1,900**	**1,604**
Gender		
Male	938	817
Female	947	777
Other (including non-binary and prefer not to say)	15	10
Age		
18–24	360	307
25–34	344	318
35–44	345	317
45–54	382	321
55–64	254	197
65+	215	144

Source: Deloitte Access Economics analysis eBay Reseller Survey (2026)

Appendix C: Analysis of data from eBay Australia

C.1. Data provided by eBay Australia

To offer a benchmark of the resale economy, eBay provided Deloitte Access Economics with category level data on average buyer prices, growth and market size. Deloitte Access Economics has not independently verified any of the data provided by eBay Australia.

These data are intended to highlight a broad representation of the resale economy. However, price growth and other analysis should not be interpreted as completely reflective of the wider resale market.

Past performance is also not indicative of future performance, and there is no guarantee that prices or price returns for second-hand items will continue to increase in the future. All investments or purchases, in any type of asset or good, carry risk. As markets go up and down, so too can the value of investments and second-hand goods. It is important you carefully consider the risks involved before investing in or purchasing anything.

Appendix D: Household items per room

Part of this analysis examined the average value of items that are unwanted or no longer used in everyday Australian households. The eBay Reseller Survey (2026) asked respondents to identify how many items they had across 16 categories, outlined in the left-hand column of Table D.1, and aligning with categories on eBay. Deloitte Access Economics then took the total number of items identified per category and averaged them over the total respondents (Australian resellers) to identify the average number of items per category per household. The average number of goods per household was then multiplied by the average buyer price on eBay to understand the potential worth of these goods should they be resold.

To construct the house diagram in Chapter 3, these categories were then wholly assigned to rooms in the household where it can be reasonably assumed they are stored, demonstrated in Table D.1. This categorisation is illustrative only and not intended to definitively assign categories to single rooms. For example, although households might reasonably have electronics over multiple rooms (such as computers in a study, electric toothbrushes in a bathroom, and a television in the living room), electronics were solely assigned to the living room for ease of calculation, as the average split per household of where all goods could sit is unknown. Additionally, not every house contains all these rooms.

The household diagram is representative only and is not intended to indicate that every household stores their goods this way, and consequently, that not every house has exactly this level of wealth within each room as it could be distributed differently.

Table D.1 Allocation of resaleable goods to rooms within an average house

Category	Room allocated
Collectables & Memorabilia	Living room
Media & Entertainment	Living room
Everyday Fashion	Master bedroom
Toys & Games	Living room
Car Parts & Accessories	Garage
Musical Instruments & Gear	Study
Electronics	Living room
Luxury Fashion & Accessories	Master bedroom
Home & Lifestyle	Living room
Baby & Toddler	Child's bedroom
DIY, Tools & Hardware	Garage
Sports, Fitness & Outdoor	Garage
Kitchen	Kitchen
Arts, Crafts & Office Supplies	Study
Pet Supplies	Laundry / utilities
Footwear & Sneakers	Master bedroom

Source: Deloitte Access Economics analysis eBay Reseller Survey (2026)

Reference list & glossary

Pg	Source
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19	1. eBay, eBay Live: Global Research 2026 (2026).

Working definitions used throughout this report

Term	Working definition
2026 Reseller Survey	Dynata survey of 1,900 Australian adults used in this report.
ABS	Australian Bureau of Statistics; Australia's national statistical agency.
ACT	Australian Capital Territory
Active reseller	Reseller who self-identifies as listing or selling items at least monthly and does not meet any professional criterion.
AUD / A$	Australian dollars.
Average buyer price (ABP)	Average amount paid per item in a category and period.
CAGR	Compound annual growth rate over a specified period.
Casual reseller	Reseller who self-identifies as listing or selling items a few times a year and does not meet any professional criterion.
Collectables	Items traded for rarity, interest, sentiment or potential value.
FOMO	Fear of missing out; concern that a limited opportunity may be lost.
Live commerce / resale	Real-time buying and selling through interactive livestreams.
n	Number of respondents included in a survey result.
Professional reseller	Reseller operating as a business or side hustle, selling weekly or daily, or reselling 500+ items or earning $20,000+ from resale in a year.
Resale economy	Activity generated by buying and selling pre-owned or unused goods.
Reseller	Person who has resold at least one item at any time.
Reseller household	Household represented by a survey respondent who has resold.
Reselling	Selling pre-owned, second-hand or unused items to another person.
Terapeak	Source of eBay marketplace data used in this report.
Untapped household wealth	Estimated resale value of goods no longer in use held by households.
WA	Western Australia
Y2K	Year 2000; here, a design era spanning the late 1990s to early 2000s.
YoY	Year-on-year; comparison with the same period one year earlier

Deloitte.

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