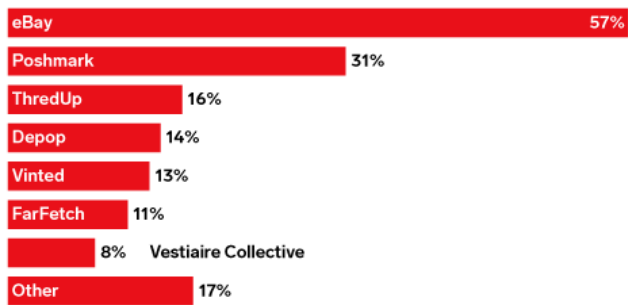


eBay is the most popular site for secondhand luxury fashion and accessories

Article

Websites That US Adults Have Used to Purchase Secondhand Luxury Fashion/Accessories Online in the Past Year, March 2024

% of respondents



Note: n=1,341 ages 18+; among those who purchased luxury goods online
Source: CivicScience as cited in company blog, Apr 5, 2024

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Key stat: 57% of US adults have used eBay to purchase secondhand luxury fashion and accessories online in the past year, according to March 2024 data from CivicScience.

Beyond the chart:

- eBay marketplace sales will decline 1.1% YoY in 2024, reaching \$35.02 billion in the US, according to our March 2023 forecast.
- Last September, eBay launched a luxury consignment service, helping sellers photograph, price, and list their products. It also rolled out an AI-powered authenticity guarantee.
- This follows a difficult start of the year for eBay amid competition from popular platforms such as The RealReal and thredUP and [slowing growth in the luxury retail market](#). In January, the company announced a cut of 9% of its full-time staff, amounting to around 1,000 jobs.

Use this chart:

- Evaluate luxury resale platforms for ad opportunities.

More like this:

- [What's Whatnot? Meet the livestream platform that's coming for TikTok Shop and eBay](#)
- [AI technology has the potential to revolutionize online resale](#)
- [Ecommerce resale is growing slower than previously expected](#)
- [US Resale 2024 \(EMARKETER subscription required\)](#)

Methodology: Data is from a April 2024 CivicScience survey. 1,341 US ages 18+ were surveyed online during March 22-29, 2024. The data was weighted by US Census ages 18+ and rebased among those who purchased luxury goods online.