



 Gumtree

**SECOND
HAND
ECONOMY
REPORT**

2019



The second hand economy and its benefits

Martin Herbst

General Manager, Gumtree Australia

Gumtree is a pioneer of the sharing economy and one of the leaders of the second hand economy in Australia. Any time you sell, swap, buy or donate a used or unwanted item, you're part of the second hand economy.

Since 2011, we've commissioned research into this multi-billion dollar sub-industry which brings communities together, contributes to Aussie's back pockets, supports not-for-profits and reduces waste from going to landfill.

According to this year's findings, almost **95 million used goods were sold in the last 12 months**, with a growing number of people selling second hand for the first time in the last year.

We want every Australian to benefit from the second hand economy. It's our mission to empower people, create economic opportunity, and to be Australia's favourite local marketplace for all of life's needs.

With more than 3 million live listings across hundreds of categories and an average 7 million unique visitors to Gumtree each month, we're a great place to buy, sell and find just about anything.

By the numbers

buying second hand

markets

swaps or exchanges

The second hand economy includes

donations

online sales

garage sales

Aussies could earn a share of the

\$43 billion
second hand economy



Savvy Aussies stand to make

\$5,300
per household from their unwanted items



89%

of Aussies have unwanted items in their home

with around 23 unwanted or unused items per household

The main unwanted items:



62%
Clothing, Shoes,
& Accessories



43%
Electronic
Goods
(including
Phones & PCs)



35%
Furniture



34%
Sport
& Fitness



25%
Tools,
Gardening
& DIY



22%
Appliances

The main ways Australians are offloading their unwanted items:



**Donating to
charity** 55%



Selling
85%



**Giving to family
& friends** 38%



33%
admit to
throwing them
in the bin

Australians use the second hand economy to contribute towards:



**Living
expense**
17%



**Rent /
mortgage**
10%



**Paying off
a debt**
12%



**Car or
holiday**
10%

What kind of unwanted items are we holding onto?

Australians are a nation of hoarders, with **89%** of the population possessing unwanted or unused items.

The average number of unused items held onto per household is 23, which amounts to an estimated value of \$5,300 per household.

This means that many Australians are missing out on potentially making thousands of dollars from the sale of items they no longer need or use.

When we take a closer look at the 89% of Australians holding onto unwanted or unused items; Baby Boomers have more items lying around their house than the younger generations but attach a far lower figure to the estimated value of their items.



	Total	Millenials	Gen X	Baby Boomers
Number of unwanted times	25	22	27	28
Estimated value of unwanted items	\$4,200	\$5,040	\$4,424	\$2,730

THE SELLER



of Aussies have sold second hand items in the last year

It's estimated that almost



used goods were sold over the past 12 months

On average



items were sold per person



Online is the most popular way to sell second hand items

Of those selling second hand:



78% sold online



14% sold at garage sales

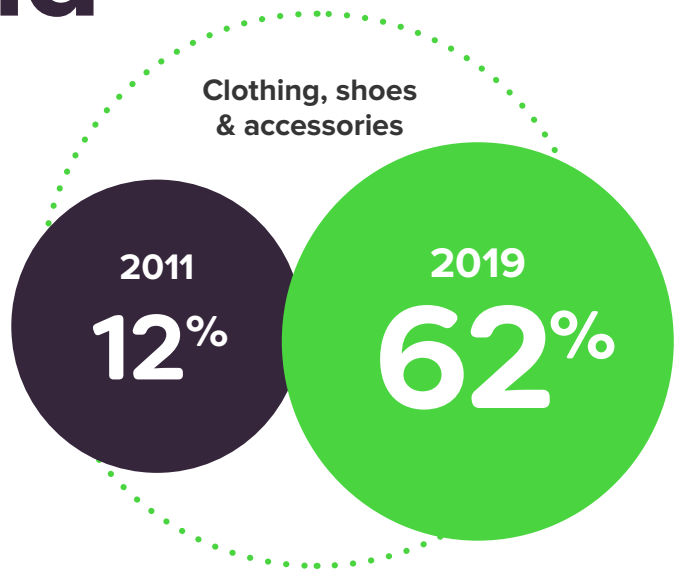


10% sold at markets

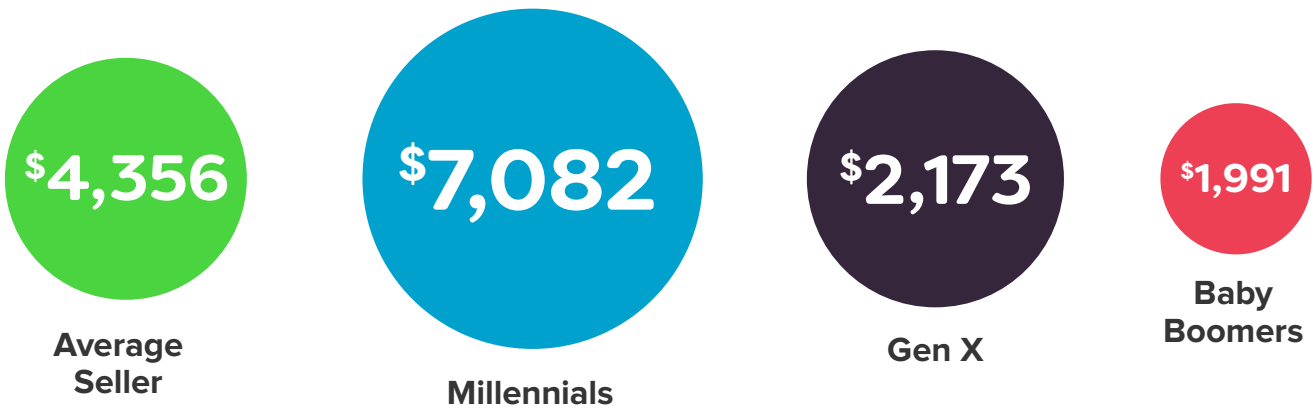
THE SELLER

Top 5 second hand items sold

The number of people selling second hand clothing, homewares, games and toys and electronic goods has dramatically increased since 2011. In fact clothing, shoes and accessories are now the most popular items to sell.



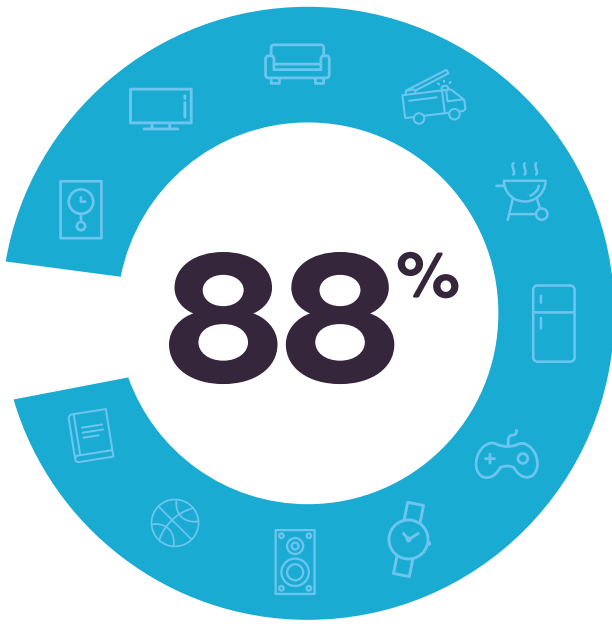
Average earnings per seller



Considering the estimated value of unwanted items per household (average \$5,300), it shows there's still a considerable amount of money to be made by selling unwanted items.

Australians are generally open to the idea of selling second hand items online to contribute to a deposit for a home (43%).

THE BUYER



of Aussies have purchased a second hand item at some stage

61% buy something second hand at least once a year or more frequently

The items Australians prefer to buy second hand are:



24%

Home décor & Furniture



26%

Cars



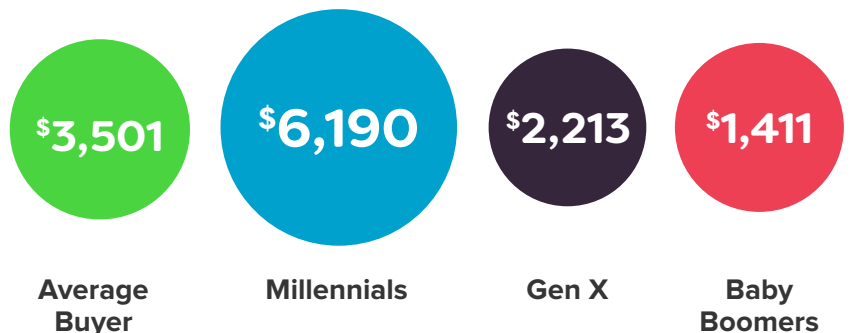
24%

Clothing, Shoes, & Accessories

On average, second hand buyers estimate they've saved almost half the cost (43%) of what they would have paid brand new



Savvy millennials are making the most of the second hand economy, spending on average more than other generations



The future of the second hand economy

The second hand economy is a **great way for millions of Australians at various life stages to earn extra cash** and to prolong the lifespan of unwanted items.

Many Australians are turning to the second hand economy and making it work - by collecting their unwanted items and selling them online through marketplaces like Gumtree or at a garage sale, or by donating to charity or giving to friends and family.

As The Second Hand Economy Report shows, **there's plenty of ways for Australians to donate, earn some extra cash and ultimately save waste from landfill.** The accessibility of the second hand

economy has changed a lot over recent years, mainly with the advent of online technology, services and platforms. Gumtree's seven million-strong community is testimony to this.

It really does pay to look around your house and imagine those unwanted goods are little bundles of money.

Over the past 10 years, Gumtree have helped enable the growth of the second hand economy and helped people take control of their lives with what we believe is essentially an online life tool.



A community of
7 million

Tips & Tricks.

Cashing in is easy

Tips for Buying on Gumtree



1. Do your research

Dedicate time to researching what's out there and the average price of similar items. The saved searches tool is great if you're looking for a particular item or brand, as it provides you with an email update whenever a similar item is listed.



2. Ask questions

When first contacting the seller, don't be afraid to ask lots of questions about the condition of the item and why it's for sale, as well as if there are receipts or warranties available. It's easy to contact a seller via the Gumtree My Messages feature.



3. Negotiate

Don't be afraid to negotiate a price you think is fair but don't offer an unrealistic amount.



4. Meet in person

A transaction should always be made face-to-face, with an in-person payment once the goods have been inspected or the service completed. Never send or wire money to somebody you don't know. For personal ease and safety, arrange to meet in a public place and take a friend or family member with you.



5. Common sense

Use common sense when buying online. If something seems too good to be true, it probably is!

Tips for Selling on Gumtree



1. Do your research

Dedicate time to researching what's out there and the average price of similar items to make sure you're setting a fair price.



2. Be descriptive

Describe the product you're selling, including its features, a brief history and reasons for selling the item. The more information you provide, the more likely you are to make a sale at the price you're looking for. You can be as creative as you like!



3. Upload high quality photos

Upload high quality images to make sure your listing stands out from the rest. You can also pay to upgrade your ad to ensure more people see it.



4. Manage your listing

Ensure you keep on top of messages from potential buyers. Communicate quickly and directly through My Messages and download the Gumtree app on your phone so you can manage your ad on the go. You can even buy an upgrade for your listing, to help your ad stand out from others in that category.



5. Always meet face to face

When buying or selling, it's important to meet in person to see the item and exchange money. For personal ease and safety, have a friend with you.

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Gumtree commissioned YouGov Galaxy to prepare the Second Hand Economy Report 2019
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