

Exploring the Most Popular Categories in the Second-Hand Economy

Key Highlights from the 2018 Kijiji Second-Hand Economy Index



Kijiji's Annual Second-Hand Economy Index examines Canadians' participation in the second-hand economy, which includes buying, selling, donating, renting or swapping second-hand items. Last year alone, **85% of Canadians** participated in some way resulting in **more than 2.3 billion goods** being granted second-life! It's a large part of Canadians' lives and our economy with a total value of **\$28.5 billion**.

Why do we participate?

Canadians turn to the second-hand economy for many reasons, including the opportunity to earn and save extra cash. Last year, the average participant earned **\$1,134** from selling items they no longer needed, while buyers saved an average of **\$825** when buying used over new. **That's nearly \$2,000 back your pocket**, which could mean a new iPhone X and four months of cell phone bill payments, a brand-new MacBook Air laptop, Blue Jays Season tickets or a Louis Vuitton handbag!

What are Canadians exchanging most?

The top five categories in the second-hand economy include:



1st

Clothing, Shoes and Accessories



2nd

Entertainment Items



3rd

Baby Clothing and Accessories



4th

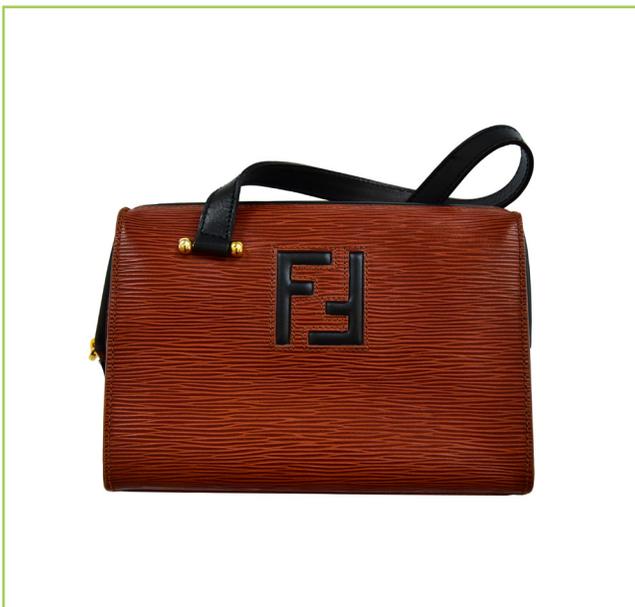
Furniture



5th

Games, Toys and Video Games

Clothing, Shoes and Accessories



Clothing, shoes and accessories is the #1 category in the second-hand economy and has been since 2015. This category includes wearable attire like shirts, pants, etc. as well as shoes, jewelry and watches.

- **More than 230 million items** of clothing, shoes and accessories were acquired in the second-hand economy in 2017.
- **Two out of every five items** disposed of is clothing
- Kijiji is the main channel Canadians use to sell second-hand clothes and accessories, making up **more than 20%** of all clothing items sold second-hand
- When it comes to purchases, 17% of second-hand clothing, shoes and accessories bought last year were through Kijiji (the second largest channel for finding second-hand clothing, shoes and accessories)

🧩 Entertainment Items



Even though this is the second most exchanged in the second-hand economy, entertainment items (including DVDs, CDs, books, etc.) as a category is declining (down one spot from 2016); continuing a trend from the previous year.

- Canadians are consistently donating entertainment items year over year, however, sales of second-hand items in the category have **decreased by about 30%**
- When they are selling though, Kijiji is the single largest channel Canadians use to sell entertainment items. In fact, **20% of items in this category were sold through Kijiji last year**
- It is also a category that Canadians tend to prefer to buy **used over new**.



About half of all entertainment items acquired in the second-hand economy are bought which is not surprising given it's among the top 5 categories with highest perceived savings

👶 Baby Clothing and Accessories



Welcoming a new baby is one of the top life stages for Canadians to turn to the second-hand economy, so it's no surprise baby clothing and accessories (from playpens to strollers, etc.) remains one of the top five categories overall.

- **Acquisitions of baby items climbed 36%**, while people disposed of far fewer items (down 18%) in 2017
- When selling baby items, Canadians are mainly turning to Kijiji, where the earnings opportunities are incredible. On average, people using **Kijiji to sell baby clothing and accessories last year earned \$1,678 per person** in the second-hand economy.



Purchases were the **top way** Canadians acquired second-hand items last year making up half of all acquisitions in this category. This is an increase of more than 30% than 2016



Furniture



In 2017, furniture jumped to the top five most exchanged categories in the second-hand economy (compared to #11 in 2016) with an average of four items exchanged per person last year. This includes couches, lamps, tables, chairs and other home furnishings.

- While acquisitions of furniture have picked up quite significantly (54% increase from 2016) disposal activity has really gone through the roof in 2017, with **3x as many items of furniture disposed of compared to 2016!**
- This is a result of Canadians buying and selling second-hand furniture more than ever before, with purchases doubling year over year, and second-hand sales grew massively with people selling 5 times more than they did in 2016.

Kijiji is the
#1 channel
for selling furniture

Kijiji made up **40%** of all second-hand furniture sold last year, followed by garage sales. It's also the largest channel for purchases, with **23%** of furniture purchases happening there. 10% of items of furniture collected for free were also through Kijiji.

Games, Toys and Video Games



Games, toys and video games remain among the top five most exchanged items in the second-hand economy year over year (down one spot from 2016).

- The split between acquisitions and disposals is even – **Canadians disposed an average of two** of these items per person in the second-hand economy last year, and also acquired two.
- For those buying second-hand games, toys and video games, **Kijiji accounts for 17% of these items purchased in the second-hand economy.** It's also where 26% of all sales of games, toys and video games happen.
- Second-hand sales make up about **half** of all disposals in this category, than the previous year.

50%

Because of this, Kijiji is the **#1 commercial channel** for second-hand transactions, which is no surprise given the platform sees more than **16 million unique** visitors per month and **two new ads** are posted every second!



Kijiji is the #1 Place to Buy and Sell Second-Hand



For those turning to the second-hand economy for the first time, Kijiji is the most-used channel – **making up 21% of people's first experiences**, even ahead of turning to family and friends. Sellers who used Kijiji to sell items last year earned an average of **\$1,528 per person**, which is \$394 more than the average second-hand economy participant overall (\$1,134). So, if you haven't already, use Kijiji to explore the second-hand economy – buy or sell some of the top items in these categories to earn and save some extra cash!

Tips on buying and selling on Kijiji, high-res images and other media assets available upon request.

Visit secondhandeconomy.kijiji.ca for the full report, to learn more about Kijiji's Second-Hand Economy Index and see how we're all a part of it!

About the Kijiji Second-Hand Economy Index



The survey was conducted online for the Observatoire de la consommation responsable (OCR) of the Université de Québec à Montréal (UQAM) in partnership with MBA Recherche between September 18 to October 12, 2017. Primary data were collected using a sample of 5,625 respondents aged 18 and older representative of the Canadian population. Respondents were selected from a pan-Canadian Web panel according to pre-specified retention criteria such as gender, age and place of residence. Given that responses were obtained from a panel, computation of the margin of error does not apply.

The results of the survey revealed Canadians' behaviours and habits related to second-hand practices and quantification of the actual intensity of such practices across 22 product categories. The conclusions reached in the economic considerations section of this report were based on the survey results regarding participation in and the economic value of second-hand economy transactions. The aggregation of these results to produce an estimate of the size of the second-hand economy in Canada is based on the assumption that the economic value of second-hand transactions is representative of goods not only bought and sold, but also acquired or disposed of through non-monetary transactions. The objective of this approach was to provide important insights into the second-hand economy and shed light on the debate over the interaction between the second-hand and the new marketplace.

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