

musicMagpie RECOMMERCE REPORT 2013

60%

OF PEOPLE WHO SELL THEIR STUFF SPEND WHAT THEY EARN ON EVERYDAY THINGS LIKE GROCERIES.



69%

THE FAIL RATE FOR SELLING STUFF VIA CAR BOOTS OR ONLINE AUCTIONS. #FAIL

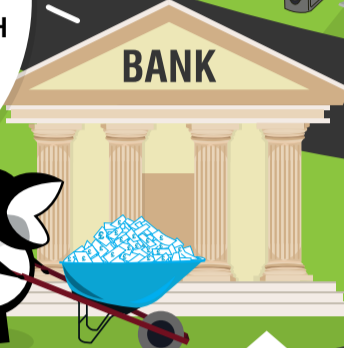


£160

HOW MUCH EXTRA CASH THE AVERAGE CONSUMER CAN MAKE WHEN S/HE USES RECOMMERCE INSTEAD OF TAKING OUT AN ANNUAL PAYDAY LOAN.

£430

THE AVERAGE AMOUNT OF CASH RAISED BY PEOPLE WHO SOLD PERSONAL ITEMS IN THE LAST YEAR.



LOAN SHOP

NO PAYDAY LOANS

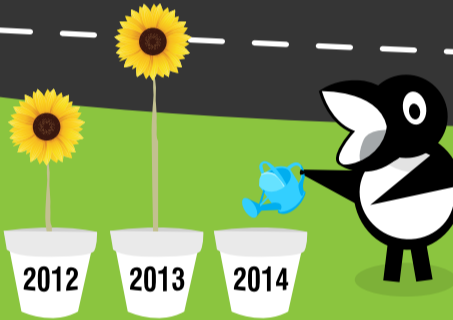


£6BN

THE TOTAL ESTIMATED AMOUNT OF CASH CONSUMERS WILL GENERATE FOR THEMSELVES THROUGH RECOMMERCE (AKA SELLING THEIR USED STUFF) IN 2013.

12.5% GROWTH

IN THE CONSUMER TREND FOR SELLING STUFF TO RAISE EXTRA MONEY THIS YEAR.



1 IN 3

HOW MANY BRITS SOLD A PERSONAL ITEM TO RAISE MONEY OVER THE PAST 12 MONTHS.

FIRST-TIMERS – MOST CONSUMERS VENTURE INTO RECOMMERCE WITH THE SALE OF

21%	17%	14%	13%	10%
CLOTHES	BOOKS	CDS	DVDS	VIDEO GAMES

£0

THE COST TO SELL YOUR STUFF ONLINE AT MUSICMAGPIE*

1400%

THE INCREASE IN UK TRAFFIC VOLUMES AT WWW.MUSICMAGPIE.CO.UK OVER THE PAST FOUR YEARS.

2 MILLION

The number of times the musicMagpie App was downloaded in the last 12 months.

5.7 billion

HOW MANY DIFFERENT ITEMS YOU CAN SELL ON MUSICMAGPIE