



# The 5<sup>th</sup> Annual Kijiji Second-Hand Economy Index 2019

## Five years of following our changing values

For five years, Kijiji has commissioned a national academic research study with the University of Quebec in Montreal, which looks at Canadians's transactions of second-hand items, bought, sold, rented, traded or donated.

The second-hand economy is part of a global movement of people looking to monetize their assets and put extra money in their pockets. Five years of the study reveal that the acquisition of second-hand goods has become increasingly common, presenting an opportunity for Canadian individuals and businesses to benefit from responding to the market demand.

Want to read the full report? Visit [secondhandeconomy.kijiji.ca](http://secondhandeconomy.kijiji.ca)

## Kijiji is the dominant commercial platform

In all five years, Kijiji has been by far the dominant commercial channel for the second-hand economy, hosting nearly 14% of all commercial transactions (twice the market share of the nearest competing platform).



25% of Canadians report spending more than \$500 to purchase items through Kijiji over the last five years.



18% of Canadians report earning \$500 or more through the platform over the last five years.

## Canadians are earning, saving and spending

In 2018, Canadians earned an average of \$789 through selling second-hand items and saved an average of \$744 from buying second-hand. A high proportion of the earnings and savings they acquired by participating in the second-hand economy were then invested into everyday purchases.



## Popularity is growing for acquiring second-hand items

Activity in the second-hand economy has risen steadily each year.



**27.3**  
billion

Total value of transactions.

The total value of all second-hand transactions in 2018 was the equivalent of 1.23% of Canada's GDP.



**2.4**  
billion

Total number of items exchanged.

The overall number of items exchanged in 2018 is massive - and has risen by 250M since 2014.



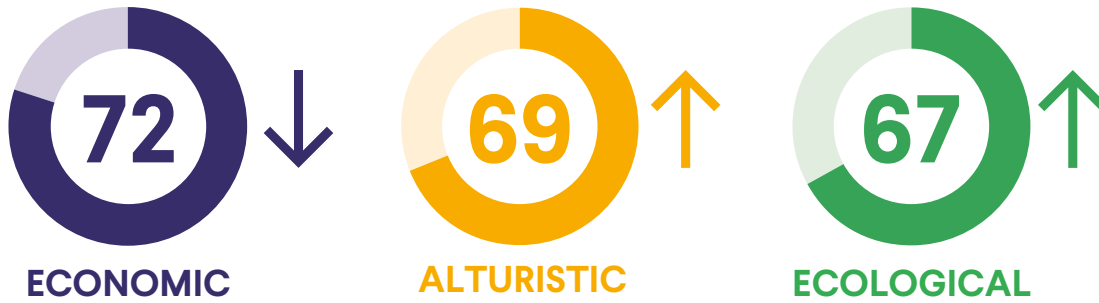
**82**  
items

Ave. number of items exchanged.

Growing from 76 items exchanged per person in 2015, most of this change has come from acquisition, demonstrating that Canadians have more positive attitudes towards owning second-hand items.

# Canadians have altruistic and ecological motivations

While financial motivations have been the leading reason for participating in the second-hand economy for the last five years, the five year trends show that financial motivations are on the decline and altruistic and ecological motivations are growing. Canadians are increasingly motivated by the desire to do something good for the community and to help preserve the planet.

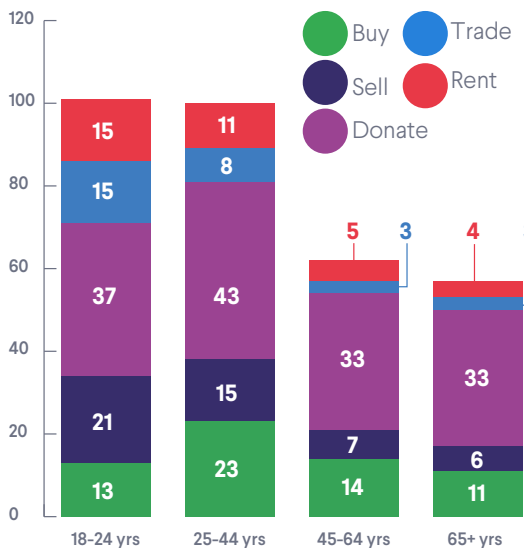


## Participation in the second-hand economy varies by age and region

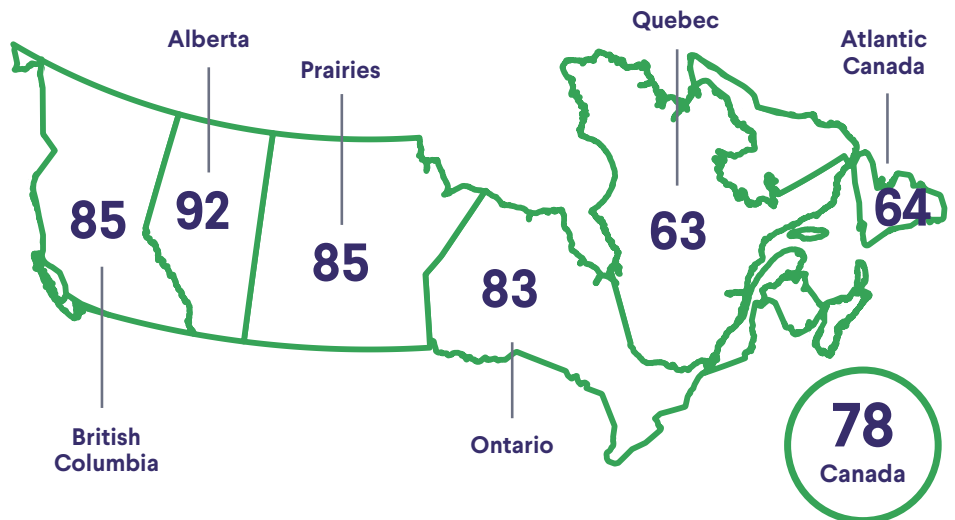
The five year study reveals interesting differences among age groups. Younger adults are the most active age group, and are balanced in their acquisition and disposal activities, perhaps indicating a belief that unneeded goods should be given a second life rather than thrown out. Those aged 18 to 24 are also most active in trading or renting goods.

Regional differences are also common in the second-hand economy. The five-year trend shows higher figures from Ontario and Western Canada and lower figures in Quebec and the Atlantic region. Alberta has the highest five-year average annual index of 92 and Quebec the lowest at 63, though it is almost the same as Atlantic at 64.

Intensity Index by activity & age, 2014-18



Intensity Index by region, 2014-18



Average number of second-hand goods that changed hands per person per year by region, 2014-18

## What does this mean for commercial businesses?

Canadian consumers are growing in their enthusiasm towards second-hand goods and markets. This is true across ages and demographics, with Kijiji the most dominant channel since the Index began. There is an opportunity to target consumers looking for purchases that tick these boxes, leveraging the Kijiji marketplace.

Consumers are changing; the Index shows they are increasingly driven to make second-hand purchases for reasons other than financial considerations. Including supporting communities, the environment or the greater good. Consider how your product offerings, programs and distribution channels suit the changing consumer and how they can evolve to target these motivations.

Young Canadians are the most active participants in the second-hand economy and most likely to consider non-traditional models like trading or renting. This insight can again be used to consider evolving the channels used to target young Canadians.

The second-hand market leads to more spending. Around 40% of Canadians who participate in the second-hand economy will use a saving or income from a second-hand transaction for a further purchase. There is an opportunity to target a consumer with a new product or service even at the point of sale to direct this future investment.