

Rethinking Refurbished: From Demand to Execution

Across key markets, refurbished is becoming a more structured, trusted and commercially mature trading channel.

Refurbished is no longer driven by price alone. Across markets such as Germany, the US and the UK, buyers are increasingly choosing refurbished products as a first-choice option, supported by stronger grading standards and growing confidence in the category.

Through its refurbished programme and global marketplace, eBay connects sellers with demand across more than 190 markets, helping businesses scale within a more structured and repeatable trading environment.

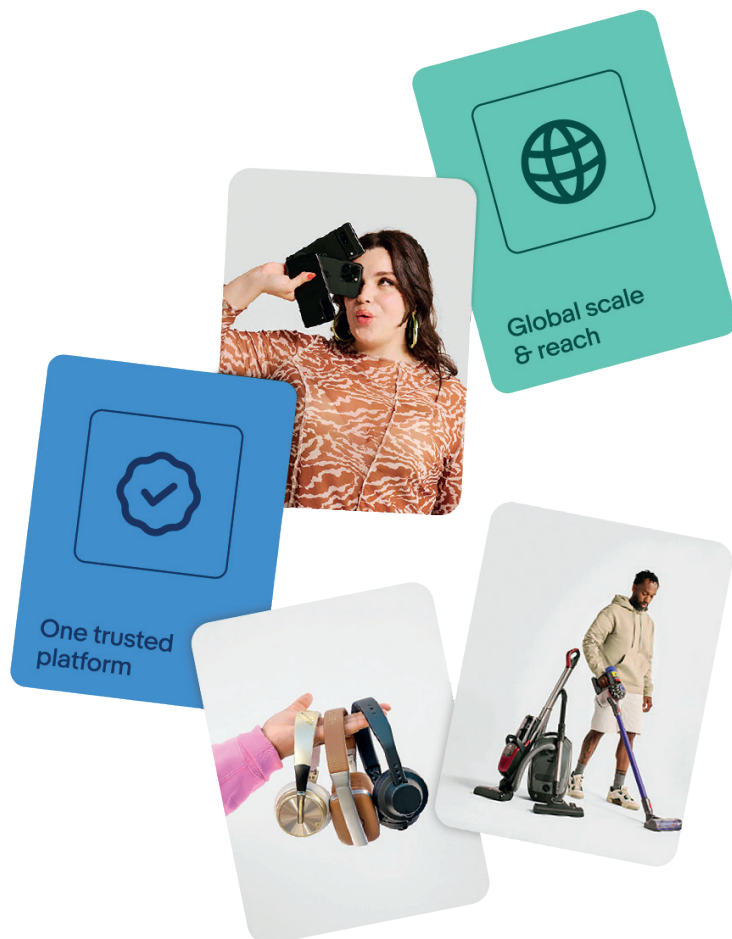
At ITC Malta 2026, eBay's regional refurbished leaders from the UK, US and Germany will represent the business as refurbished demand continues to grow across global markets.

Why Refurbished Is Becoming a Mainstream Choice

In Germany, recommerce is already part of everyday buying behaviour: 98% of consumers buy pre-owned goods, and 92% plan to maintain or increase their spend in the category. Frequency is also high, with 41% purchasing pre-owned items at least once a month.

Daniel Krüger emphasises that for sellers, this demand creates a significant commercial opportunity when supply is aligned correctly.

eBay supports that through global reach, connecting millions of users in Germany with a buyer base spanning more than 190 international markets.





“ Refurbished is not just a sustainability story, it is a significant commercial opportunity ”

– Daniel Krüger, Snr. Category Manager
Refurbished, eBay DE

Trust and Transparency for Buyers

In the US, refurbished is increasingly being viewed as a reliable alternative to buying new.

Heath Smaellie explains that buyers want premium technology at a smarter price point, but they also expect confidence in what they are purchasing.

Nearly 9 in 10 consumers in the US plan to maintain or increase their spending on pre-loved goods, with younger buyers continuing to drive demand.



“ When inventory is presented with the right standards, clear grading and strong protections, refurbished becomes a real first-choice option. ”

– Heath Smaellie, Snr. Category Manager
Refurbished, eBay US

For sellers, that means consistency in presentation and grading is becoming increasingly important in driving conversion and repeat purchasing.

Building Confidence Through Consistency

Across all regions, trust remains one of the defining factors in refurbished performance.

In the UK, refurbished listings in the phones category deliver a 70% higher conversion rate than general used listings, while refurbished-related searches have exceeded 2.3 million over the last 12 months.



Angie Warne highlights that clarity around condition, inclusions and after-sales protection continues to shape buyer confidence.



“ Customers want to know exactly what condition the product is in, what is included, and what protection they have after purchase. ”

– Angie Warne, Category Lead Refurbished,
eBay UK

As refurbished demand continues to mature, grading standards, transparency and consistency are becoming increasingly important for sellers looking to scale successfully within the category.

What This Means for the Trade

For distributors, resellers and refurbishers, refurbished is no longer an emerging opportunity. It is becoming a more structured trading channel with clear expectations around trust, grading and buyer experience.

Success increasingly depends on:

- access to active buyer demand
- consistency in grading and presentation
- transparency throughout the transaction

Those able to align supply with these expectations are better positioned to build repeat demand and scale more effectively within an increasingly competitive global refurbished market.



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