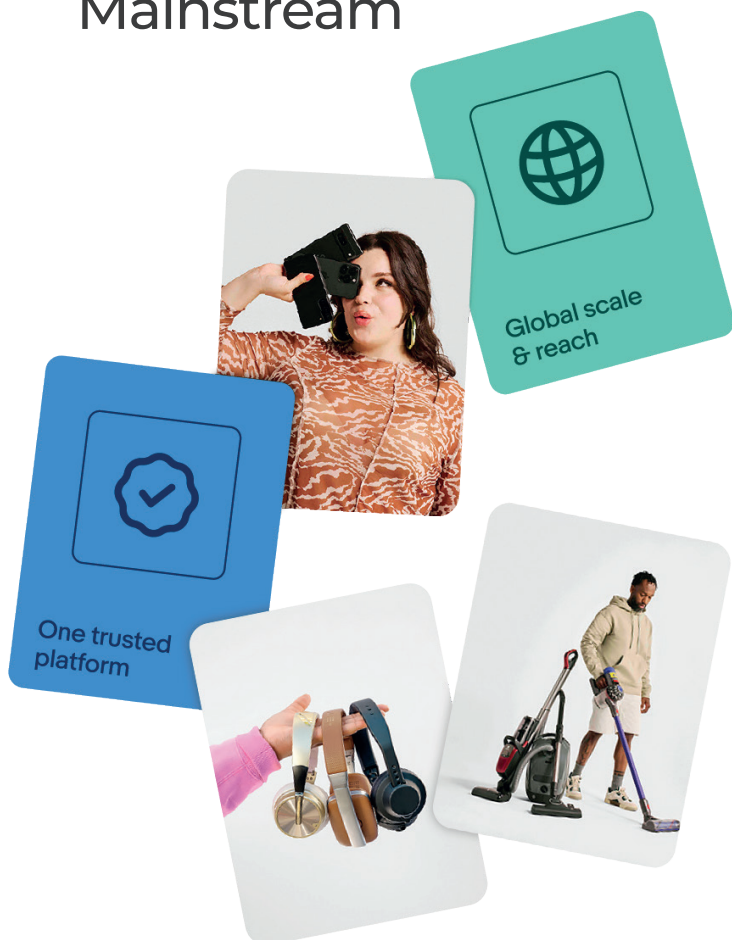




Rethinking Refurbished: eBay's Global Approach to Circular Commerce

eBay's Regional Leaders on Redefining Trust, Scaling Seller Success, and Making Circular Commerce Mainstream



Trading Smarter: Why Refurbished is Gaining Ground

Refurbished tech has outgrown its reputation as second-best. Across key markets like the UK, US, and Germany, buyers are increasingly choosing quality reconditioned products over new - with eBay helping drive that change. Through its refurbished programme and global seller ecosystem, the platform is supporting businesses in meeting rising demand while redefining what circular commerce can look like at scale.

At ITC Malta 2025, three of eBay's regional leads - Jade Galloway-Harrison (UK), Heath Smaellie (US), and Daniel Krueger (DE) - will represent the platform's growing presence in refurbished electronics. Their shared message is simple: refurbished isn't niche anymore. It's smart business.

Redefining Refurbished: From Risky to Reliable

Refurbished has long been misunderstood. "The biggest myth? That it means second-hand or risky," says Jade Galloway-Harrison, eBay UK's Business Development Lead. "But once customers see the quality, the warranties, the aftercare - it clicks. They realise it's a premium experience."

For eBay, defining and upholding this experience is core to the platform's strategy. Daniel Krueger, who leads Germany's refurbished category, explains: "We work only with vetted sellers. Every item follows a strict grading system - Certified, Excellent, Very Good, or Good. It builds trust and creates consistency across the board."



“Success means moving past perception and into real, sustained momentum.”

– Jade Galloway-Harrison

That consistency is paying off. In all three markets, eBay is seeing not just buyer confidence, but also seller success. “I’ve seen sellers double their volumes by entering the refurbished space,” Jade adds. “The demand is absolutely there.”

Circular Commerce: Built for Scale, Not Just Statements

eBay’s approach to circular commerce isn’t limited to rhetoric. It’s practical, seller-focused, and regionally tuned. In the US, Heath Smaellie is focused on helping businesses grow their refurbished inventory and implement best practices. “We’re lowering the barrier to entry,” he says. “That means education, onboarding support, flexible tools, and partnerships that help even small refurbishers make a big impact.”

Across Europe, Daniel points to rising consumer awareness and regulatory clarity as key drivers. “In Germany, sustainability is becoming more than a preference - it’s expected. Grading and labelling help buyers make informed decisions, and sellers are responding by focusing on quality.”

Meanwhile, UK buyers are becoming more value-conscious and sustainability-savvy, especially in categories like home appliances and consumer electronics. According to Jade, “They’re looking for smart choices - and refurbished ticks the boxes.”



“Value plus sustainability is a powerful combo.”

– Heath Smaellie

Confidence Comes Standard

Trust is a recurring theme across all three markets. Whether it’s grading, buyer protections, or seller coaching, eBay is leaning heavily into transparency. “We’ve created a structure that supports confidence,” Daniel says. “It’s clear, consistent, and designed to protect both buyer and seller.”

That community ethos is especially visible in the UK. “We host seller meetups, webinars, one-to-one coaching, even national events,” says Jade. “We want sellers to feel supported - not just sold to.”

For newcomers, that support makes a real difference. “eBay is built for sellers,” says Heath. “Whether you’re just starting out or scaling up, we’ve created a space where sustainability and profitability go hand in hand.”



“Trust starts with structure - grading, vetted sellers & clear standards make the difference.”

– Daniel Krueger

What Success Looks Like Now

As we move further into 2025, all three leaders agree: the refurbished opportunity is real, and it’s growing. “Success is about scale and consistency,” says Daniel. “More trusted sellers, more categories, and a seamless buyer journey.”

For Jade, it’s about loyalty and long-term value. “If customers keep coming back because they trust the experience, then we’re doing it right.”

And for Heath? “It’s impact. Less waste, more growth, better outcomes. Refurbished isn’t the future. It’s the now.”

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