Shopfront

ISSUE 01
JULY 2026

AUSTRALIAN RESALE MARKET OUTLOOK

The Crosslist Report

What sold, what it fetched and how fast it moved — a monthly read on the Australian secondhand market.

11 days MEDIAN TIME TO SELL	**3 days** FASTEST CATEGORY (TRACK JACKETS)	**$40–99** FASTEST-SELLING PRICE BAND	**24.5 days** SLOWEST BAND (UNDER $20)

EXECUTIVE SUMMARY

Winter did what winter does — and eBay bought Depop.

Outerwear and trackwear flew off the shelf, dresses stayed the volume engine, and the cheapest stock on the market took the longest to shift. Meanwhile the two platforms most Australian resellers depend on became one company.

MEDIAN TIME TO SELL
11 days
Half of all items sold inside 11 days of going live

FASTEST CATEGORY
3.0 days
Track jackets — quickest of any category

SLOWEST PRICE BAND
24.5 days
Items under $20 — the slowest of all

SWEET SPOT
$40–$99
Cleared in under 10 days — the fastest band

BUSIEST SELLING DAY
Wednesday
Midweek beat every weekend day

TYPICAL SALE PRICE
$39
Median across all categories and channels

The five things worth knowing

- **Winter layers were the fastest movers.** Track jackets sold in a median of **3 days**, windbreakers 3.5, track pants 5.0. Nothing else came close.
- **Cheap did not mean quick.** Items under $20 took **24.5 days** to sell — the slowest band of all. The $40–$99 range cleared in under 10.
- **eBay is now a genuine second channel**, taking a share of sales that has risen every month since February.
- **Adidas overtook Nike** as the top-selling brand — at a higher typical price and less than half the time on shelf.
- **eBay completed its Depop acquisition on 30 July.** The two channels most of us sell on are now one company. See page 4.

How to read this report

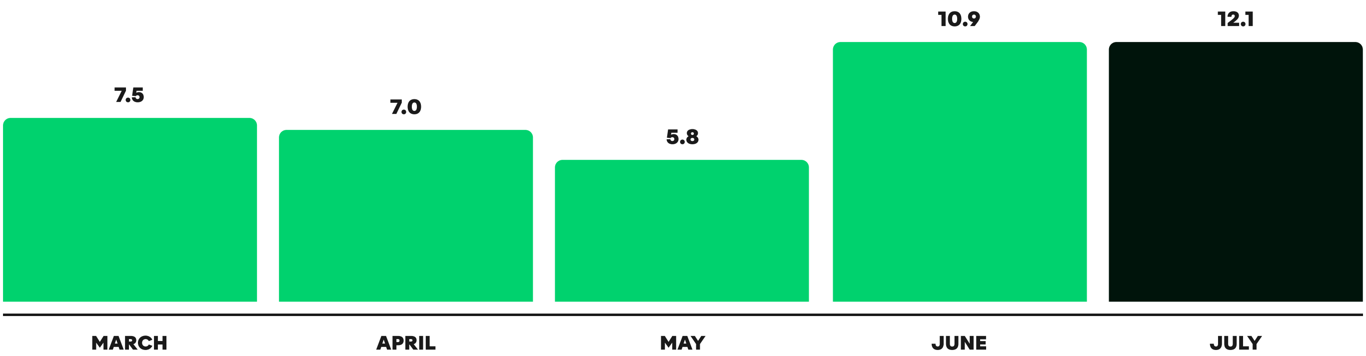
Every figure comes from real, completed sales by Australian resellers during July 2026 — not surveys, not estimates. "Days to sell" is measured from the moment a listing goes live to the moment it sells, counting only listings that were live before the sale. Medians are used throughout, so a handful of unusual sales cannot distort the picture. Full method on the back page.

MARKET CONDITIONS

The market slowed into winter — and prices softened with it.

Stock moved fastest in late autumn and has been getting slower since. Typical sale prices have drifted down across the same period. Both trends point the same way: more supply arriving on the market than there is demand to absorb it instantly.

Median days to sell, by month



Median days from listing going live to sale. May was the quickest month of the year; items now take roughly twice as long to shift as they did then.

SIGNAL Prices are softening

The typical sale price has eased in every month since March — from around **$45 to $39**. Some of that is channel mix rather than genuine deflation, but the direction has been consistent for five months and sellers should price against it rather than against last summer's comps.

CONTEXT Slower is not weaker

Longer selling times in June and July reflect a market where more stock is competing for attention, not one where buyers have disappeared. The fastest categories still clear in **3 to 5 days**. What has changed is the penalty for listing the wrong thing.

When Australians buy secondhand

Sales activity by weekday, relative to the busiest day. Midweek beats the weekend — the opposite of what most sellers assume.

AEST. Saturday is the quietest day of the week, running well below the midweek peak.

THE BIG ONE

eBay now owns Depop. What that means for you.

On 30 July 2026, eBay completed its **US$1.2 billion acquisition of Depop** from Etsy. For Australian resellers, the two channels that together account for the overwhelming majority of secondhand fashion sales are now under one roof.

Why it matters more here than almost anywhere

Australia is one of Depop's fastest-growing markets globally — monthly visits climbed from a 2024 average of 1.09 million to **over 2.5 million by January 2026**. eBay is already the country's fifth most-visited retail site at **28 million monthly views**. This is not a big platform buying a small one in a distant market. It is a consolidation happening directly underneath Australian sellers.

WATCH Fees

Depop already cut Australian selling fees to win share, and both platforms price independently today. Common ownership makes fee changes on either side worth watching. Model your margins on both, and do not assume today's rates hold indefinitely.

WATCH Discovery

The two platforms still run separately, and nothing about how Depop surfaces listings has changed. Worth watching over the coming year, though. In the meantime, titles carrying brand, item type and size travel further than aesthetic-only captions on any marketplace — writing them that way costs nothing now.

WATCH Double sales

Sell the same item twice and someone gets cancelled on. eBay counts that as an out-of-stock defect and keeps it on your record for **12 months**; past a 2% defect rate you drop to Below Standard and lose search visibility. Crosslisting only pays if delisting is automatic.

The wider market backdrop

INDICATOR	VALUE	WHAT IT TELLS US
AU secondhand apparel market	$578M → $1.03B by 2032	Growing 7.1% a year — steady, not a bubble
Australians who bought secondhand	72%	Mainstream behaviour, not a niche
Global secondhand apparel	US$289B in 2026	On track for US$393B by 2030
Depop annual gross sales	~US$1B (2025)	Nearly 60% YoY growth in the US alone
Depop AU monthly visits	2.5M (Jan 2026)	More than doubled from the 2024 average

Sources: eBay Inc. acquisition completion release (30 July 2026); eBay seller performance standards; Ragtrader; Business of Apps Depop statistics 2026; ThredUp 2026 Resale Report; Research and Markets fashion recommerce forecast.

The takeaway for August

Nothing breaks overnight. But single-channel sellers are now exposed to one company's roadmap decisions across both of the platforms they might have thought of as alternatives to each other. If you sell on Depop only, **this is the quarter to open a second channel** — and Shopify or a third marketplace now counts as genuine diversification in a way eBay no longer quite does.

WHERE IT SOLD

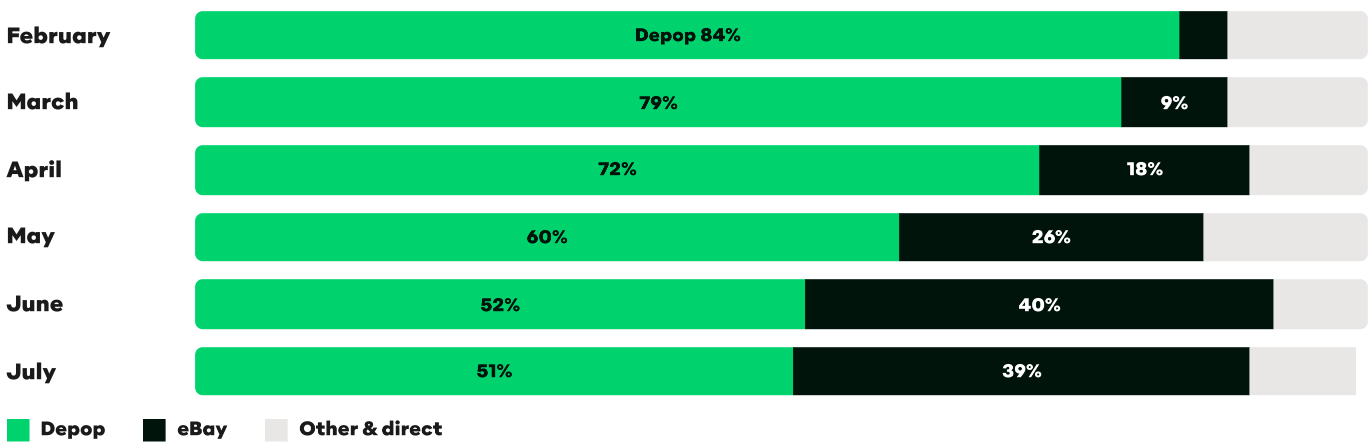
Depop for speed. eBay for reach.

Depop remains the largest single channel and clears stock roughly a week faster at a meaningfully higher price. But eBay has taken share every month since February, and is now within striking distance of parity.

CHANNEL	SHARE OF SALES	AVERAGE SALE PRICE	MEDIAN DAYS TO SELL	WHAT IT IS BEST FOR
Depop	51%	$54.76	9.9 days	Trackwear, Y2K, dresses, aesthetic-led pieces
eBay	39%	$41.34	18.6 days	Branded basics, menswear, shoes, media, oddities
Shopify	1%	$117.22	9.0 days	Higher-value pieces, repeat buyers, own audience
Other & direct	9%	$53.18	—	Socials, local pickup, direct sales

The channel mix has shifted all year

Share of sales by channel, February to July 2026.



On listing to more than one channel

Honest finding: crosslisting did **not** reliably make items sell faster this month — median selling times bounced around regardless of how many channels an item was on. What it did change was **price**. Items listed to three or more channels sold for roughly **twice the average price** of single-channel items. Some of that is because sellers crosslist their better pieces in the first place — but the pattern is consistent enough to say crosslisting is a **reach and value play, not a speed play**.

CATEGORIES BY VOLUME

Dresses carry the volume. Trackwear carries the speed.

Dresses were the most-sold category for the fifth month running. But if you want stock that does not sit, the winter layers are where the money turns over.

	CATEGORY	SHARE OF SALES	TYPICAL PRICE	MEDIAN DAYS TO SELL	TREND
01	**Dresses**	9.7%	$40.00	14.0	Rising
02	**Jeans**	5.9%	$41.07	9.8	Rising fast
03	**Track Pants**	4.7%	$64.00	5.0	Steady
04	**T-Shirts**	4.5%	$33.95	11.8	Rising
05	**Blouses**	3.7%	$27.00	12.6	Rising
06	**Coats & Jackets**	3.4%	$49.50	9.7	Rising
07	**Skirts**	3.0%	$30.00	8.8	Rising fast
08	**Shorts**	3.0%	$39.47	14.3	Rising
09	**Sweaters**	2.5%	$30.00	8.2	Cooling
10	**Shirts**	2.5%	$35.00	9.4	Steady
11	**Track Jackets**	1.8%	$56.00	3.0	Breakout
12	**Polos**	1.7%	$30.50	21.9	Rising
13	**Cargo Pants**	1.1%	$50.50	5.8	Steady
14	**Sneakers**	1.1%	$67.95	24.1	Cooling
15	**Windbreakers**	1.1%	$51.60	3.5	Breakout

Top 15 categories by share of all sales in July. "Typical price" is the median achieved sale price. Hoodies and sweatshirts also grew strongly, clearing in 10 to 13 days.

RISERS

What broke out

- **Windbreakers** — from a standing start, now clearing in 3.5 days
- **Track jackets** — the month's biggest breakout, 3.0 days
- **Blazers** — barely traded in June, now at a $45 typical price
- **Denim shorts** — typical price up by roughly two thirds
- **Boots** — average price up by around 60%

FALLERS

What cooled

- **Sports trading cards** — volume halved, average price collapsed
- **Trousers** — fewer sales, average price down almost a fifth
- **Sneakers** — price down by a quarter, 24 days to sell
- **Athletic shoes** — 27 days, the slowest wearable category
- **Tank tops** — average down around 30%, wrong season

THE PRICING MYTH

Pricing low does not make it sell faster.

This is the most counterintuitive finding of the month, and it held across both major channels. The cheapest items on the market were also the slowest to shift.

PRICE BAND	SHARE OF SALES	MEDIAN DAYS TO SELL	VERDICT
Under $20	14%	24.5	Slowest band
$20 – $39	38%	13.1	Steady
$40 – $59	24%	9.7	Sweet spot
$60 – $99	17%	9.6	Sweet spot
$100 – $199	6%	13.0	Steady
$200+	2%	6.4	Fast, but thin

Why the cheap stuff sits

Two things are happening. First, **price signals quality** — a $12 jacket reads as a $12 jacket, and buyers scroll past. Second, sub-$20 stock tends to be the filler in a wardrobe clear-out: generic, unbranded, poorly photographed, and competing with thousands of identical listings. **The item is the problem, not the price tag** — but dropping the price further will not fix it.

Fastest categories

Bars share one scale with the chart opposite.

Track Jackets	3.0d
Windbreakers	3.5d
Track Pants	5.0d
Cargo Pants	5.8d
Sweaters	8.2d
Skirts	8.8d

Slowest categories

Median days from going live to sale.

Print Books	33.6d
DVDs	30.1d
Athletic Shoes	26.9d
Sneakers	24.1d
Polos	21.9d
Heels	18.4d

Footwear's slow numbers are a sizing problem as much as a demand problem — one size, one buyer. Media (books and DVDs) sells reliably, but is a patience business rather than a turnover business.

BRAND SCOREBOARD

Adidas took the crown.

For the first time this year, Adidas outsold Nike — and it was not close on the metrics that matter. A higher typical price, and less than half the time sitting on the shelf. The three stripes are having a winter.

	BRAND	TYPICAL PRICE	MEDIAN DAYS TO SELL	VERDICT
01	Adidas	$63.00	4.1	Brand of the month
02	Nike	$51.60	10.3	Reliable
03	Levi's	$38.00	9.9	Reliable
04	Country Road	$28.19	16.1	Volume, not margin
05	Polo Ralph Lauren	$46.00	10.3	Reliable
06	Witchery	$28.53	25.8	Slow
07	Tommy Hilfiger	$30.61	4.1	Quick flip
08	Kookai	$29.05	16.1	Slow
09	Sportsgirl	$24.75	20.7	Slow
10	Decjuba	$27.00	6.1	Quick flip
11	Gorman	$49.50	10.8	Reliable
12	Billabong	$31.95	4.9	Quick flip
13	The North Face	$45.00	3.2	Fastest of all
14	Seed Heritage	$22.00	7.9	Reliable
15	R.M. Williams	$40.00	18.4	Priced too low?
16	Patagonia	$121.50	19.4	Highest typical price
17	ASICS	$88.50	25.7	Slow but dear

Ranked by sales volume. "Typical price" is the median achieved sale price — medians are used so single big sales cannot skew the picture.

BUY **Outdoor & sport**

The North Face (3.2 days), Adidas (4.1), Billabong (4.9). Winter outerwear with a recognisable logo is the closest thing to guaranteed turnover right now. Patagonia commands the highest typical price on the board at $121.50.

CAREFUL **AU mid-market womenswear**

Witchery (25.8 days), Sportsgirl (20.7), Kookai and Country Road (16.1) all sell — but slowly and under $30. Fine as filler, poor as a sourcing strategy. Buy these cheap or leave them.

NOTE **R.M. Williams**

A $40 typical price on an icon that retails past $600 suggests sellers are underpricing, and the 18-day shelf time backs that up — cheap has not bought speed. Worth testing higher.

WHAT TO DO NEXT

Six moves for August.

August is the last full month of Australian winter. Everything below comes straight out of the July numbers.

1 Sell your winter layers now, not in September.

Track jackets, windbreakers, puffers and coats cleared in 3–10 days in July. That window closes with the season. Anything wintry still in your unlisted pile should go live this week — by mid-September it is six months of storage.

2 Stop listing anything under $20.

The under-$20 band took 24.5 days on shelf and returns the worst value for the time it takes to photograph and post. Bundle those pieces into $40–60 lots instead — that band cleared in under 10 days and is where the largest share of the market sits.

3 Open an eBay account if you have not.

eBay has taken share every month since February and is now close to level with Depop. It is slower (18.6 days median) but it sells the things Depop will not: menswear basics, shoes, media, homewares, the odd stuff.

4 Price your recognisable brands higher.

R.M. Williams at a $40 typical price and 18 days on shelf is a pricing failure, not a demand failure. Adidas sold at a $63 median in 4.1 days. Strong brand plus a fair-not-cheap price is the fastest combination in the data.

5 Schedule drops for midweek.

Wednesday was comfortably the busiest selling day and Saturday the quietest. If you batch your listings, going live Tuesday night or Wednesday morning puts fresh stock in front of the busiest buying days of the week.

6 Get your delisting sorted.

Crosslisting is worth it — items on three or more channels sold for roughly twice the average price of single-channel items. But selling the same item twice is a risk you want automated away rather than managed by memory, and that is worth fixing while the market is busy, not after it bites you.

One thing to ignore

Sneakers and athletic shoes. 24–27 days on shelf and falling average prices — the worst combination of the month. Unless you have deadstock or a genuinely rare pair, your shelf space earns more with a rack of jackets.

Shopfront

NEXT ISSUE: END OF AUGUST

List once.
Sell everywhere.

The Crosslist Report is published monthly, built from real Australian reseller sales. Shopfront lists your stock to every channel at once — so you can spend the time selling, not retyping.

shopfront.app

Method & notes

Sales data. All figures derive from completed, non-test sales by Australian resellers using Shopfront between 1 and 31 July 2026, compared against the preceding months of 2026. Values are in AUD and represent order totals including shipping where the marketplace reports it.

Days to sell. Measured from listing go-live to sale, using only sales where a listing was demonstrably live more than one hour before it sold. Listings backfilled by marketplace import are excluded, so imported history cannot masquerade as a same-day sale. Medians are used throughout — averages are quoted only where explicitly labelled.

Limits. This is a sample of Australian resellers who use one listing platform, not a census of the whole market, and it skews toward higher-volume sellers. Category and brand labels come from seller-entered and AI-assisted listing data and carry some noise. Share-of-sales figures describe this sample, not national marketplace share. Where a trend could be explained by changing mix rather than changing demand, we have said so in the text.

External sources. eBay Inc. acquisition completion announcement, 30 July 2026; Ragtrader; Business of Apps, Depop Revenue and Usage Statistics 2026; ThredUp 2026 Resale Report; Research and Markets, global fashion recommerce forecast.

The Crosslist Report · Issue 01 · July 2026 · Published by Shopfront