

VarageSale

Pre-Loved Shopping Insights

Sell simply, buy safely.



Introduction

Family-friendly mobile app, VarageSale, has for the first time identified data-led trends, based on pre-loved buy/sell user behaviour in the Greater Toronto Area (GTA).

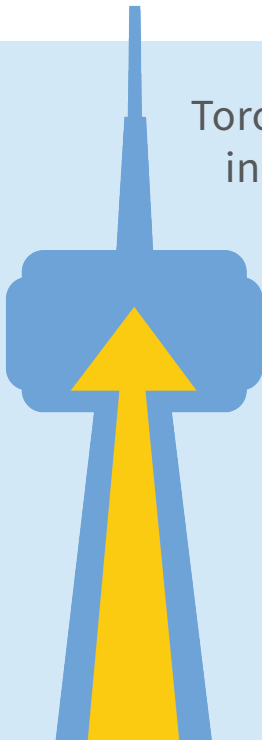
The Toronto-based platform focuses on safety to connect second-hand shoppers with verified sellers in their local communities. The app's unique use of social media to vet buyers and sellers has contributed to the rapid growth of VarageSale's cross-Canada user-base.

The data in this overview represents a year over year review (2015-2016) of VarageSale user activity in the GTA, providing local insights, community by community, across the region.

The data focuses on buy/sell observations across communities, including: Ajax / Pickering, Brampton, Burlington, Etobicoke, Markham, Milton, Mississauga, Oakville, Richmond Hill, Scarborough, Toronto, and Vaughan.



Insight Highlights

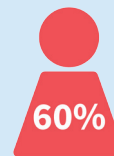


Torontonians' interest in pre-loved goods continued to rise in 2016. VarageSale experienced **4X more traffic** across desktop and mobile vs. 2015

Mobile traffic and app usage grew 6X that of desktop



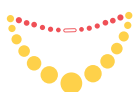
Membership rose 60%, while active users grew almost 40%



Furniture took top spot, making it the #1 listings category across all communities in the GTA



Bucking the furniture trend across the GTA, cosmetics was the most popular listings category in Scarborough



Bracelets, necklaces, and jewelry made up the second most prominent product category throughout the GTA



On average, users sold 29 items throughout 2016, selling to 20 different individuals in their local community

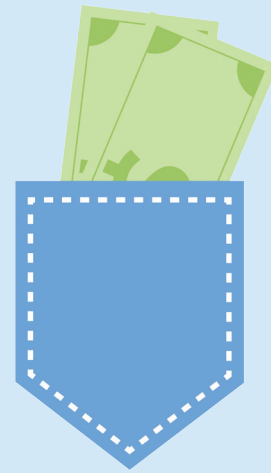


Individual users purchased an average of 30 items from 19 different sellers

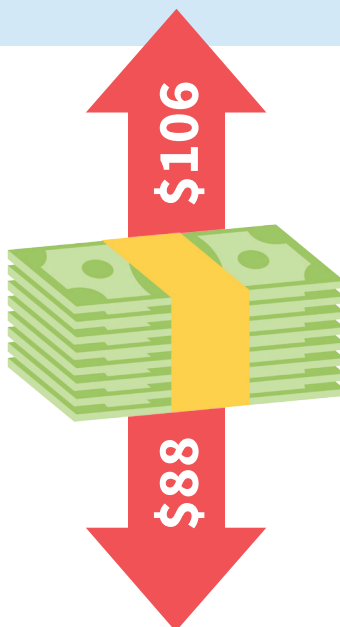
GTA treasure hunters spent an average of \$98 per user on pre-loved goods, while managing to earn \$157 from selling on the app



All GTA communities shared a commonality in that users earned more money than they spent



Users in the Brampton and Markham communities had the highest spending habits - averaging \$106 per person

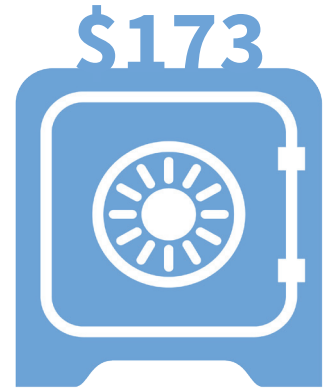


Meanwhile, Toronto's west end spent the least on pre-loved goods - \$88 per user - though the community also recorded the highest average value per item sold at \$34



Based on volume, the most active community within the GTA for buying and selling pre-loved goods was Ajax / Pickering. Users in these regions typically bought 33 items each.

Vaughan proved to have the most savvy sellers, clocking up average yearly earnings of \$173 per person



Top 3 Second-Hand Spending GTA Communities

NEIGHBOURHOOD	AVERAGE DOLLARS SPENT (per user in 2016)
BRAMPTON	\$106
MARKHAM	\$106
RICHMOND HILL	\$104

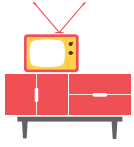
Top 3 Second-Hand Earning GTA Communities

NEIGHBOURHOOD	AVERAGE DOLLARS EARNED (per user in 2016)
VAUGHAN	\$173
MARKHAM	\$167
RICHMOND HILL	\$165

GTA Snapshot



Community Insights



Ajax / Pickering

- Furniture was the leading category with almost 3X the amount of furniture listings than any other market
- Not surprisingly, furniture was also among the items that sold most quickly
- Outdoor furniture, specifically, garnered the interest of almost four people for every item sold



Brampton

- In Brampton, it was kids and baby goods - including bouncers, jumpers, swings and seats – that ranked in high demand, with these items selling fastest
- Laundry and office/school supplies attracted interest from multiple users
- Throughout the year, Brampton’s users clocked up the longest conversations on the platform - totalling an average of 5 conversations per item sold. Users from the city also totalled an average of 494 messages, sent to 71 individuals



Burlington

- Rings, necklaces and women’s handbags made up the most prominent buy/sell categories
- Women’s ring listings in the community were the fastest items to be sold anywhere in the GTA
- 37% of users repeatedly sold items with those they’d previously bought and sold on the platform. The statistic is the highest within the GTA, indicating that Burlington’s buy/sell community is tight knit



Etobicoke

- Nintendo had a strong following - with console and gaming items garnering significant interest from buyers
- Baby and toddler toys were also popular



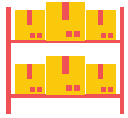
Markham

- Kids’ outdoor toys were among the fastest items to sell anywhere in the GTA
- Outdoor furniture was also in high demand - with an average of 4 users per item sold



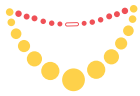
Milton

- On average, the fastest-selling items were furniture and outdoor play sets
- Children's books were also in high demand among Milton users, with the category featuring in the top 5 most searched items



Mississauga

- Organization and storage goods were among the fastest selling items - as were women's casual dresses and watches
- Men's active wear also proved to be in high demand with 2.5 buyers per item sold throughout Mississauga



Oakville

- Throughout 2016, women's bracelets & necklaces sold the fastest
- Wall decor was also popular



Richmond Hill

- Tools garnered the most interest from shoppers, as did outdoor furniture
- Organization items were among the fastest to sell



Scarborough

- Cosmetics accounts for the most in-demand category across the region
- Almost 4,000 items sold throughout 2016



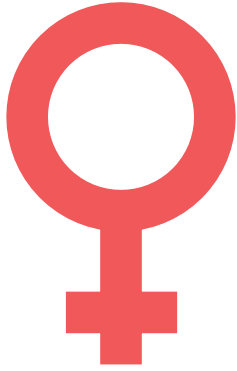
Toronto

- Baby gear – specifically safety items such as gates and monitors – were popular among the community
- Folks in East Toronto bought 32% more items per person than those in West Toronto
- Items for the home also stood out, from storage to lighting

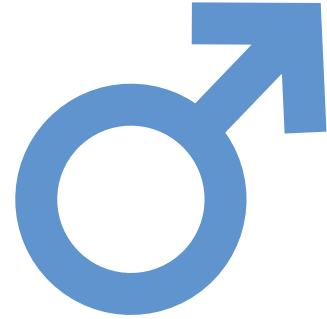


Vaughan

- Portable music players and headphones were in high demand
- Cosmetics were among the fastest listings to sell within the community



VS



Women officially out-chat men when it comes to online conversation - sending 2.5X more messages per person



Typically, men get straight to the point - with conversations that were 12% shorter than online chats among women

Women across all communities spent more in total and bought a greater number of individual items. On average, female users bought - and sold - 2X more items than men



Although men sell fewer items, their average sale value was \$53 - more than 2X the average sale value of items listed by women (\$26)

Women remain more wary of new users, preferring to buy and sell from those they have previously interacted with



Men are more likely than women to buy and sell from new users

Women are responsible for more individual sales



Men tend to sell and purchase higher priced items

Varage Sale

Thank you!

