

# EBAY: A LEADING INDICATOR OF CONSUMER ELECTRONICSTRENDS

An analysis of eBay sales data shows that the site is not only a very large marketplace for consumer electronics, it is also a great predictor and indicator of what is hot — and what is not.

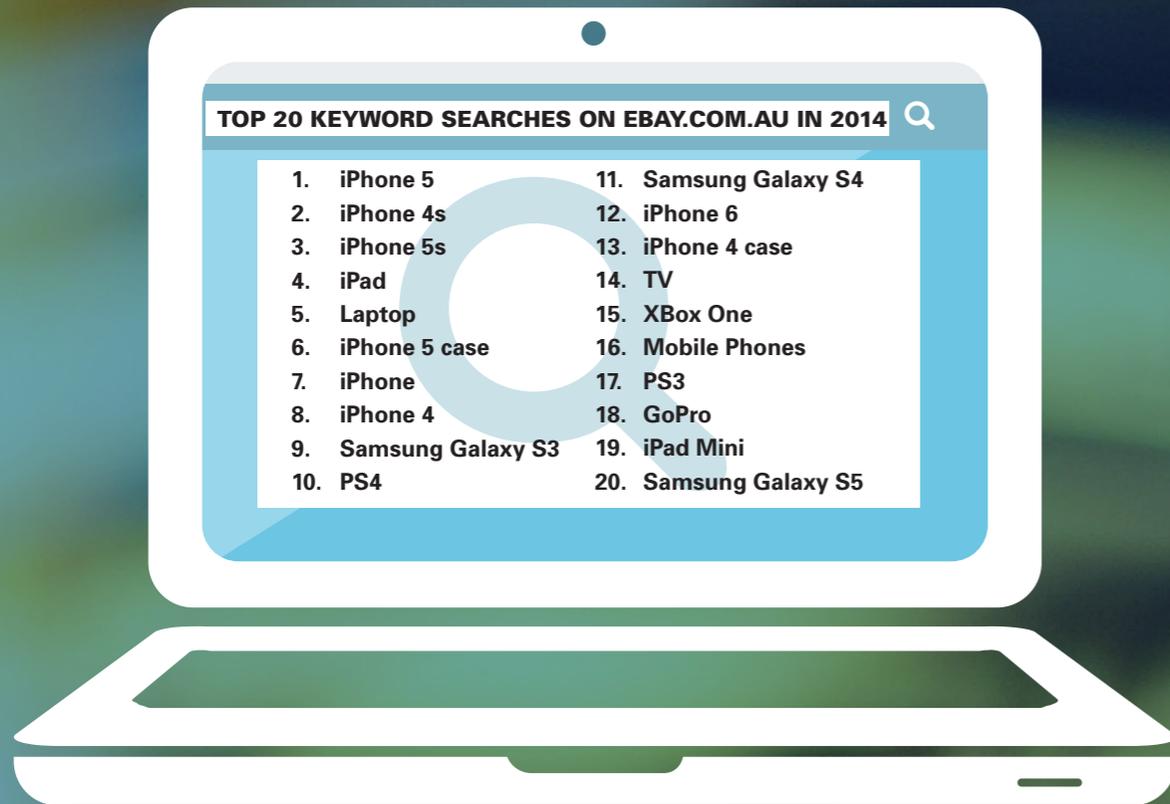
Telsyte’s investigation revealed some fascinating statistics including:

- Two years ago when people bought a TV on eBay, 50% would go on to buy a DVD player within six months — now that figure is down to just 2%;
- Spending on Windows computer systems fell by 23.4% in 2014; spending on Apple desktop systems also declined, but not as aggressively — down by 7.2% in 2014;

- GPS units have slowed dramatically, from 6% growth in 2014 to 4% decline in Q1 2015;
- Tablets and eBook readers are also beginning to struggle, showing only 3% growth in 2014, and zero growth in Q1 2015;
- Film cameras are back, growing 24% in 2014 ...
- ... but digital camera sales have dropped heavily since 2012, while smartphones have boomed.

In 2014, eBay had over 110 million keyword searches in the electronics category. The top 20 searches mirrored the leading products in consumer technology. It’s no surprise that Apple’s smartphones remain hot property — even the older models. Not to be outdone however, Samsung Galaxy S smartphones also made the top 10.

## TOP 20 ELECTRONICS KEYWORD SEARCHES ON EBAY.COM.AU IN 2014



## AUSTRALIAN SHOPPERS SEEK LOWER PRICES AND GREATER CONVENIENCE WHEN SHOPPING ONLINE

Whether it be from a mobile device or a desk, Australians have embraced e-Commerce from the get go and Telsyte research suggests this is due mainly to the desire to get the lowest price possible, with many also citing the convenience of online shopping as a major drawcard.

The total cost of purchasing online is lower than in-store



63%

Shopping online is more convenient than in-store



59%

Some products are only available online



45%

There is a wider range of products available online



45%

The quality of products purchased online are as good or better than in-store



19%

I can get the products I want quicker



16%

Source: Telsyte Digital Consumer Study 2015