



eBay Seller Success Report 2025

Best-Selling Brands, Top Categories, Key Metrics & Exclusive Insights from Vendoo and eBay



SILVER
Solution Provider
2025



BRONZE
Solution Provider
2023

Vendoo is
an official
eBay partner

Best-Selling Categories on eBay in 2025



Fashion & Apparel: Sneakers, denim, outerwear, and vintage dresses are trending this year.



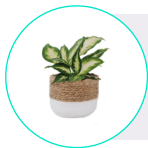
Electronics: Laptops, smartphones, earbuds, smartwatches, and tablets remain in-demand items on eBay.



Health & Beauty: Makeup palettes, skincare products, supplements, and perfumes are fast sellers and lead to returning buyers.



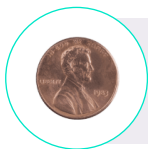
Jewelry & Watches: Watches, bracelets, charm beads, and earrings appeal to both casual buyers and luxury shoppers.



Home & Garden: Cordless drills, patio furniture, espresso machines, and planters are top searches this year!



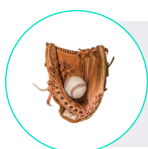
Toys & Games: Building sets, collectible figurines, plush toys, gaming consoles, and dollhouses drive steady demand.



Collectibles: Trading cards, comics, coins, and rare plush releases attract collectors willing to pay premium prices.



Automotive Parts & Accessories: Floor mats, headlight kits, motorcycle seats, and performance upgrades like cold air intakes are consistently sought after.



Sporting Goods: Golf clubs, fishing reels, cycling gear, and road bikes sell well as buyers seek affordable alternatives to retail.



Baby Essentials: Strollers, car seats, clothing bundles, breast pumps, and smart baby monitors are always in demand from new parents.



Did you know that 40% of all fashion sold on eBay is pre-loved, making it the single largest growth area for small and medium resellers.

Top-Selling Brands on eBay in 2025



Nike: Sneakers like Air Jordans and Dunks consistently sell fast. Collectors often search for rare colorways and limited collaborations.



"Vintage": Many sellers enter vintage in the brand field for lesser-known vintage labels over 20 years old.



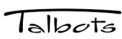
Free People: Known for its bohemian styles, FP dresses and sweaters are favorites. Their FP Movement activewear line also resells well.



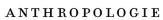
Disney: Disney merchandise, from clothing to collectibles, is always in demand. Vintage tees and park exclusives fetch higher resale value.



Chico's: Chico's tunics, travelers' line, and bold prints move consistently. Buyers love the easy sizing system.



Talbots: Vintage and modern classic workwear and coats are strong sellers. Petite and plus-size lines are especially popular.



Anthropologie: Dresses and unique home goods from Anthro command high resale. Sub-brands like Maeve and Pilcro sell quickly.



Athleta: Leggings, tanks, bras, shorts, and skorts are favorites in the athletic and athleisure categories.



Levi's: Modern and especially vintage jeans sell quickly. Classics include the 501 collection, 800 series, and orange tab Levi's.



Lululemon: High-quality athleisure like Align leggings and Define jackets are in demand. Limited editions and older styles, too!



Tip: 80% of eBay fashion searches begin with a brand name! Make the brand your first word in the title.

Top eBay brands based on Vendoo user data. Top-selling refers to the brands with the **highest sales volume** based on Vendoo user data from 2025.



adidas: Sneakers like the Superstar, Samba, and Yeezy collaborations drive sales. adidas gear appeals to both athletes and streetwear fans.



Ray-Ban: Classic styles like Aviators and Wayfarers are strong eBay performers. Polarized and vintage models can command top dollar.



Old Navy: Affordable basics, denim, coats, activewear, and maternity make Old Navy a fast-moving resale brand.



Ralph Lauren: A classic favorite, especially the Polo, Purple Label, Double RL, and Black Label collections, resell at premium prices.



Eileen Fisher Known for minimalist, sustainable fashion, Eileen Fisher pieces resell well, especially linen and organic cotton staples.



Madewell: Everything from Madewell sells well, with sweaters and jeans like the Perfect Vintage and Straight High Rise trending now.



J.Crew: A Top-selling brand for both men and women, classics like coats and blazers perform well, especially “J. Crew Collection.”



Tommy Bahama: Relaxed island-inspired shirts and linen pieces are consistent sellers. Silk camp shirts remain highly collectible.



Torrid: A top plus-size brand, dresses, jeans, and Disney collaborations are favorites. Buyers seek both casual and formal wear.



Lilly Pulitzer: Dresses and blouses perform strongly. Limited edition collaborations and vintage pieces are extra valuable.



J. Jill: Comfortable, flowing styles in linen and knitwear are the most popular pieces, especially among mature buyers.



Columbia: Jackets, fleece, hiking gear, and Omni-Heat coats perform especially well in winter months.

AMERICAN EAGLE

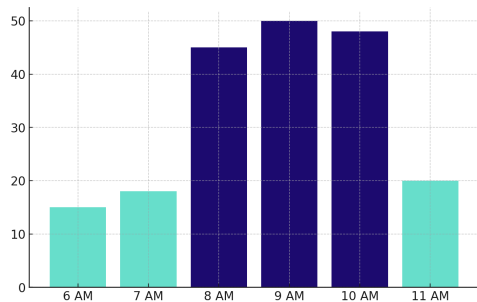
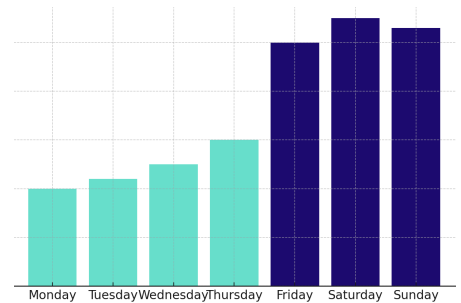
American Eagle: AEO jeans are the stars, especially mom jeans and curvy fits. Their Aerie athleisure line also trends.

Insider Tips: Metrics that Drive Sales

Key Seller Metrics (2025 YTD)

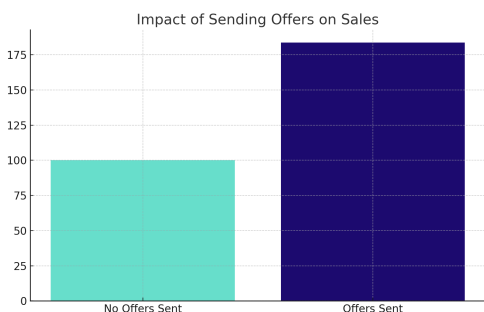
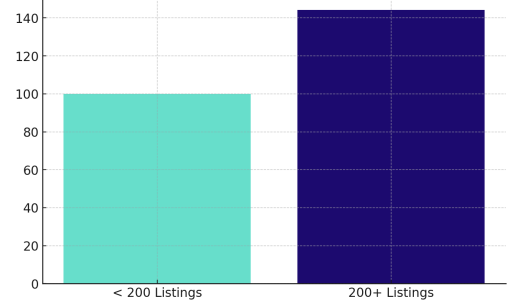
Vendoo's seller data reveals what separates top performers from casual sellers:.

Average item sold price:
\$46.40



Best sales hours: 8:00 AM, 9:00 AM, 10:00 AM (Pacific Time)

Best sales days: Friday, Saturday, Sunday



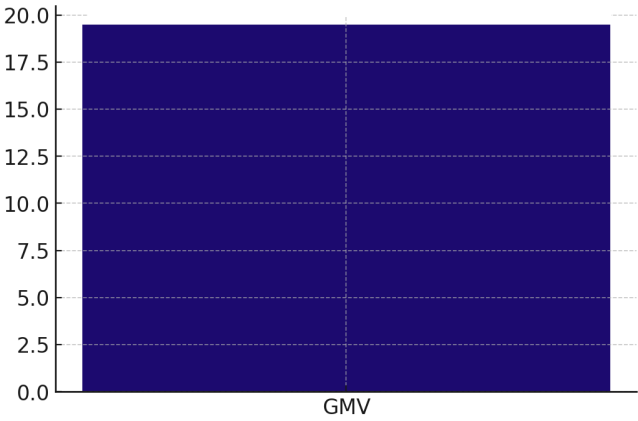
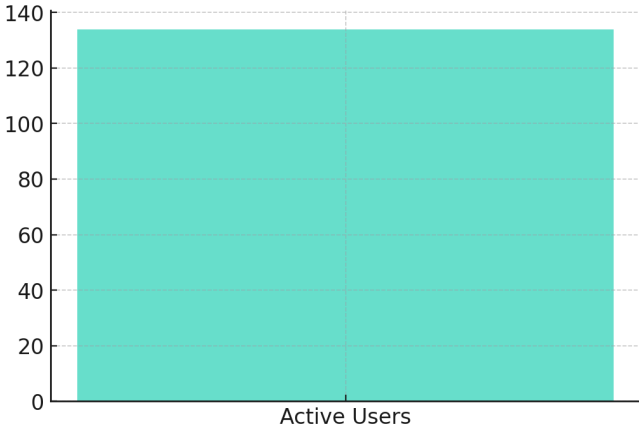
Sending Offers: Users who send offers with Vendoo sell 83.67% more items monthly

Active inventory: Sellers with 200+ listings sell 44.23% more items monthly



Platform Trends (Q2 2025)

Direct from Mason Howell, eBay Fashion Business Development Manager:

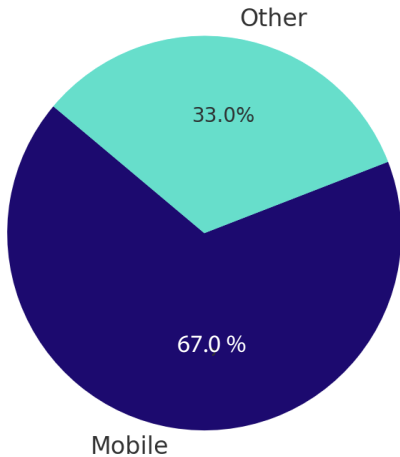
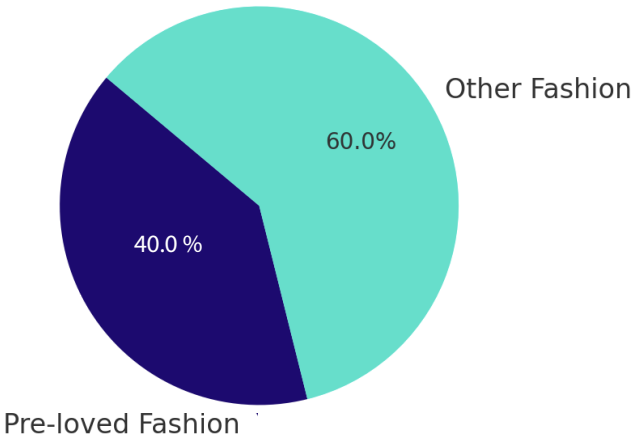


134M active users worldwide

19.5B gross merchandise value

40% of fashion sales on eBay are pre-loved.

67% of transactions are mobile (\$13B in GMV).



Best Practices for Sellers:

Optimize titles: 80% of searches are brand-based. Include brand + “vintage” when relevant.



List daily: eBay’s algorithm rewards consistent activity.



Use all subcategories: More discoverability = more sales.



Relist stale inventory: Relisting brings greater impact than auto-renew.



Earn Top Rated Seller / Pre-Loved Partner badges: Unlock discounts, boosted visibility, and buyer trust.



eBay International Shipping: Sell to 200+ countries with eBay handling customs.



Did you know that the word “vintage” is searched 1,200+ times per minute on eBay?



Store Subscriptions: Unlock eBay Product Research, shipping supplies, and exclusive features.



eBay Seller Success Checklist

- Keep 200+ active listings to boost sales
- Subscribe to an eBay Store for credits and tools
- List new items daily to stay in the algorithm
- Send offers daily to increase conversions
- Put brand first, then keywords in titles
- Relist old inventory for fresh exposure (rather than auto-renew)
- Complete subcategories and all item specifics
- Opt into promotions, coupons, and ads
- Offer 30-day free returns for Top Rated Plus
- Track defects, late shipments, and cases to keep Top Rated Seller
- status (make more sales)
- Join eBay International Shipping for global reach
- Crosslist with Vendoo to grow on more marketplaces
- Use background removal for search engine optimization (SEO)

Want to learn more? Watch our Vendoo webinar [How to Sell on eBay](#) with Mason Howell, eBay US Business Development Manager for Fashion