

It's in the cards



eBay has it all

We have the largest breadth and depth of inventory on the market. With an easy-to-use website, millions of items to discover, and convenient payment options, eBay is the go-to online shopping destination for trading cards. Whether you're looking for vintage sports cards or the newest collectible card game release, you'll find it all on eBay.

Plus, with our new tools, we empower collectors to trade smarter. Manage and track your collection easily on your mobile device with [Collection beta](#). Don't forget to check out [Price Guide beta](#) in the eBay app for the most comprehensive pricing data on any card.

Harness the power of eBay

We provide you with one of the most robust content monetization platforms available for media companies today.

eBay Partner Network gives you all the tools you need to succeed, such as customizable APIs, product and data feeds, and detailed reports.

eBay is...



New

80% of all merchandise sold on eBay is new.



Now

89% of items sold on eBay are 'Buy It Now'.



Diverse

1Bn live listings on eBay at any one time.



Global

182M buyers span 190 markets worldwide.



Mobile

63% of eBay transactions touch mobile.



Easy

71% of products ship for free.



Secure

100% guarantee on luxury goods with eBay authenticate.



Fast

30M items delivered in 3 days or less, guaranteed.

eBay helps you get closer to your customers

Here's what we know about trading card buyers:

Sports card buyers are mostly collectors (who collect for fun) and investors (who collect for profit) ages 25-54, but a younger audience (18-24) is entering the market due to the explosion of the Hobby in the last two years. Social trends, such as case breaks, make higher price points more accessible to these younger demos.

Collectible card game buyers are mostly players looking to build their deck and collectors who have a strong connection to the games, usually from childhood. Most popular games include Pokemon, Magic The Gathering, and YuGiOh!.

Sports card buyers



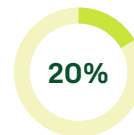
Age



Household Income



Male



Latino

Collectible card game buyers



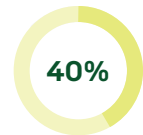
Age



Household Income



Male

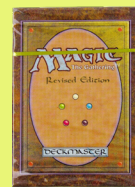


Asian American

Here's what you could be earning



2015 Topps Industry Summit
Autograph - Emmitt Smith



1994 Magic the Gathering
Revised Starter Deck

Sale price	\$450	\$590
Commission rate	3%	3%
Your potential earnings	\$13.50	\$17.70

Trading cards by the numbers

162

trading cards, on average, are listed per minute.

41M+

new trading card listings were created in 2021.

130

cards were sold per minute, on average in 2021.

45M

trading cards were sold in 2021.

Next steps

- 1 Join the [eBay Partner Network](#).
- 2 Start driving traffic. We suggest driving to [ebay.com/tradingcards](#). And for even more niche categories, we suggest [Sports cards](#) or [Collectible card games](#).
- 3 Get paid!