



# The Kijiji Second-Hand Economy Index

The Canadian second-hand market is far beyond buying a used bike or selling a gently-used iPhone – it's a positively-contributing economic force, according to the inaugural Kijiji Second-Hand Economy Index.

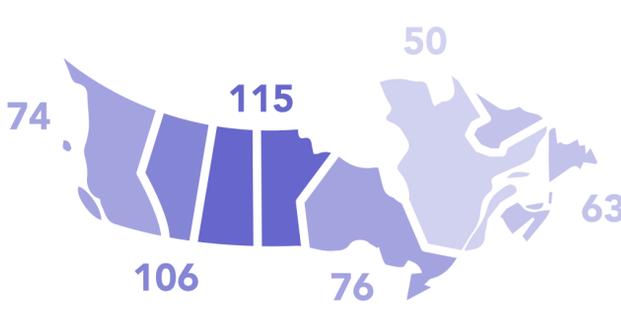
## Follow the journey of Canada's second-hand economy, and discover why you should think second-hand first!



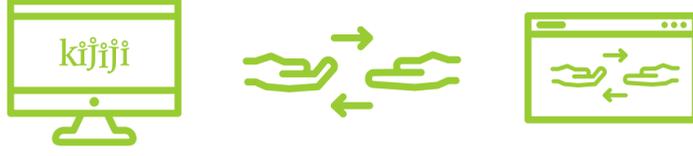
The Canadian second-hand economy is worth **\$30 billion** annually, or about 15% of the value of new goods purchased.



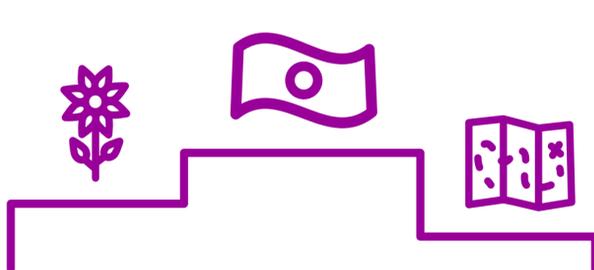
On average, each Canadian grants a second life to **76 products** a year through buying, selling, trading and donating consumer-to-consumer.



The average number of items consumers acquired or recirculated through the second-hand economy in a year across the country: **The Prairies (115), Alberta (106), Quebec (50), Ontario (76), B.C. (74), Atlantic Provinces (63).**



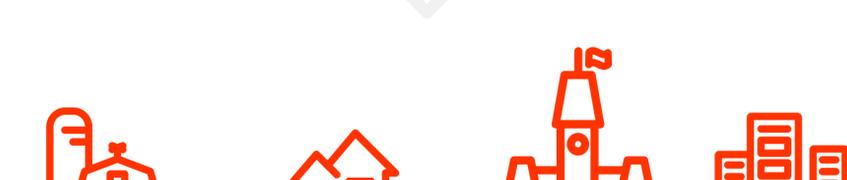
The top three most used channels for second-hand practices are: **Kijiji.ca (17%), family, friends or acquaintances other than through social channels (15%) and through social channels (15%).**



**Saving money** is the most commonly cited reason Canadians acquire second-hand products, followed by ecological benefits and the thrill of treasure-hunting.



The average family of four in Canada saves approximately **\$1,150 per year** by buying second-hand goods.



Spending in the second-hand goods market contributes approximately **\$34 billion** to Canada's GDP that would otherwise flow out of the country.



Canada ranks **fourth worst** in the world in terms of our ecological footprint. By making products last longer, and getting more out of them, consumers can maintain a high standard of living while being environmentally responsible.



The second-hand economy creates a significant **win-win-win situation** for families, the country and the environment!

## Participating in the second-hand economy is fun, easy, and benefits all Canadians.

To learn more, go to **[secondhandeconomy.kijiji.ca](http://secondhandeconomy.kijiji.ca)**

The report – undertaken for Kijiji on their 10<sup>th</sup> anniversary by the University of Toronto and Montreal's Observatoire de la Consommation Responsable – examines how Canadians are participating in the second-hand economy, and shows the positive impacts it has on families, the economy and the environment!