Shopfront

ISSUE 02
AUGUST 2026

AUSTRALIAN RESALE MARKET OUTLOOK

The Crosslist Report

The month the market got slow — and what it means for the way you price going into spring.

25 days MEDIAN TIME TO SELL	**2×** SLOWER THAN JULY	**$38.68** TYPICAL PRICE — UNCHANGED	**0%** DEPOP'S NEW AU SELLER FEE

EXECUTIVE SUMMARY

Everything still sells. It just takes twice as long.

August was the slowest month of 2026 by a wide margin. Typical selling times more than doubled, yet prices did not move at all — sellers are waiting longer rather than discounting. The most likely cause arrived on 22 July, when Depop made selling free in Australia.

MEDIAN TIME TO SELL
25.4 days
Up from 12.0 in July — the slowest month of the year

TYPICAL SALE PRICE
$38.68
Essentially unchanged from July's $38.72

BIGGEST CHANNEL
eBay
52% of sales — overtook Depop for the first time

FASTEST PRICE BAND
$40–$59
20.3 days — still the sweet spot

SLOWEST BAND
$200+
44.2 days — the top of the market froze

FASTEST BRAND
Quiksilver
9.7 days — surf brands turning early

The five things worth knowing

- **Selling times doubled, prices did not budge.** Median **25.4 days** against 12.0 in July, on a typical price that moved by four cents.
- **Depop went fee-free for Australian sellers on 22 July.** More listings, same buyers — the arithmetic of a slower market. See page 4.
- **eBay overtook Depop** as the biggest channel by volume, 52% to 40%.
- **The top of the market stalled.** Items over $200 went from the **fastest** band in July to the slowest, at 44.2 days.
- **Winter is over in the data.** Track jackets went from 3 days in July to 20.8. Surf and spring brands are the ones moving now.

How to read this report

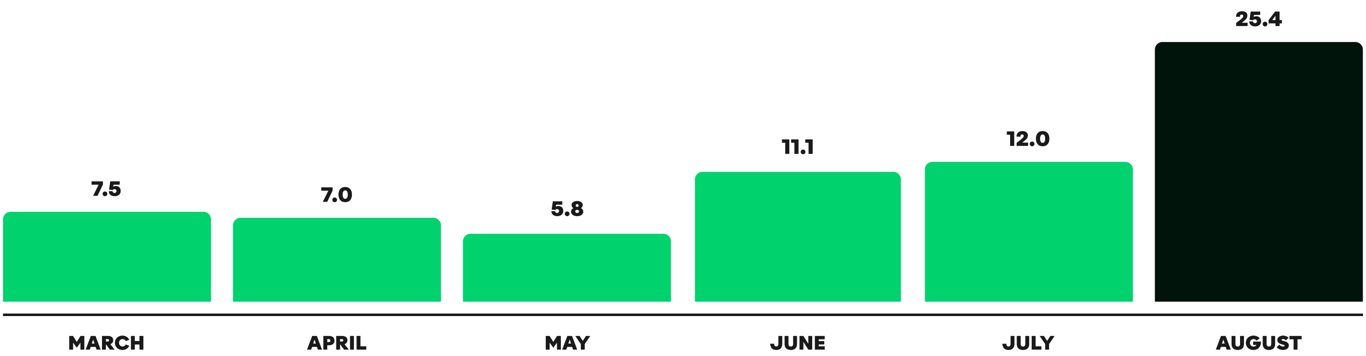
Every figure comes from real, completed sales by Australian resellers during August 2026 — not surveys, not estimates. "Days to sell" is measured from the moment a listing goes live to the moment it sells, counting only listings that were live well before the sale. Medians are used throughout. Full method, including one change to how this issue is calculated, on the back page.

MARKET CONDITIONS

The slowdown that started in June just accelerated.

May was the fastest month of the year, at under six days to sell. Every month since has been slower, and August broke the pattern entirely — more than double July, and over four times May.

Median days to sell, by month



Median days from listing going live to sale.

SIGNAL

Prices are holding, not falling

The typical sale price has been flat for three months: **$39.00 in June, $38.72 in July, $38.68 in August**. In a genuinely weakening market you would expect prices to slide as sellers cut to move stock. They have not. Buyers are still paying the same — there are simply more listings competing for them.

WHAT THIS IS NOT

A demand collapse

More items sold in August than in any previous month this year. Nothing about the data suggests buyers left. The change is on the **supply side**: the same demand spread across a much larger pool of listings, which shows up as time on shelf rather than as lost sales.

What a doubling actually costs you

At 12 days, a hundred listings turn over roughly **30 times a year**. At 25 days, about **14**. Same stock, same prices, less than half the throughput — and twice as much capital sitting in items that have not sold yet. The lever that still works is **what you list and what you charge**, not how patient you are.

THE BIG ONE

Depop made selling free. Then everything slowed down.

From **22 July 2026**, Depop removed its 10% seller fee on AUD sales for Australia-based sellers. Buyers now pay a 5% marketplace fee plus up to $1 instead. It is the single biggest change to Australian resale economics this year — and the timing lines up exactly with the slowdown.

The mechanism, plainly

Dropping the seller fee to zero removes the cost of listing something speculatively. Every marginal item that was not worth listing at a 10% cut suddenly is. Supply rises quickly; the number of buyers does not. The result is not lower prices — our data shows prices flat — but **longer queues**. That is precisely the shape August took.

WATCH

Your real margin

0% seller fee is genuinely better for you, but payment processing and boosting fees still apply. And the buyer now pays 5% plus up to $1 on top of your asking price — so your listing competes at a slightly higher effective price than it used to.

WATCH

The listing arms race

When listing is free, volume becomes the default strategy for everyone. Standing out shifts from how much you list to how well each item is titled, photographed and priced. Quality of listing beats quantity in a crowded feed.

WATCH

Where your time goes

At 25 days on shelf, the cost of listing the wrong item has doubled. Sourcing discipline matters more than it did in autumn — an item that will not sell now occupies a slot for the better part of a month.

The wider market backdrop

INDICATOR	VALUE	WHAT IT TELLS US
Depop AU seller fee	10% → 0%	From 22 July 2026; buyers pay 5% + up to $1
AU secondhand apparel market	$578M → $1.03B by 2032	Growing 7.1% a year — the long trend is intact
Australians who bought secondhand	72%	Mainstream behaviour, not a niche
Global secondhand apparel	US$289B in 2026	On track for US$393B by 2030
Depop AU monthly visits	2.5M (Jan 2026)	More than doubled from the 2024 average

Sources: Depop newsroom, "Depop makes selling free in Australia" (July 2026); The Daily Aus; Value Added Resource; ThredUp 2026 Resale Report; Research and Markets fashion recommerce forecast; Business of Apps Depop statistics 2026.

The honest caveat

The fee change and the slowdown happened at the same time, and the mechanism is plausible — but August is also the tail of winter, when seasonal stock naturally stops moving. Both are probably at work. What is **not** in doubt is the slowdown itself: it shows up on every channel, in nearly every category, and at every price point.

WHERE IT SOLD

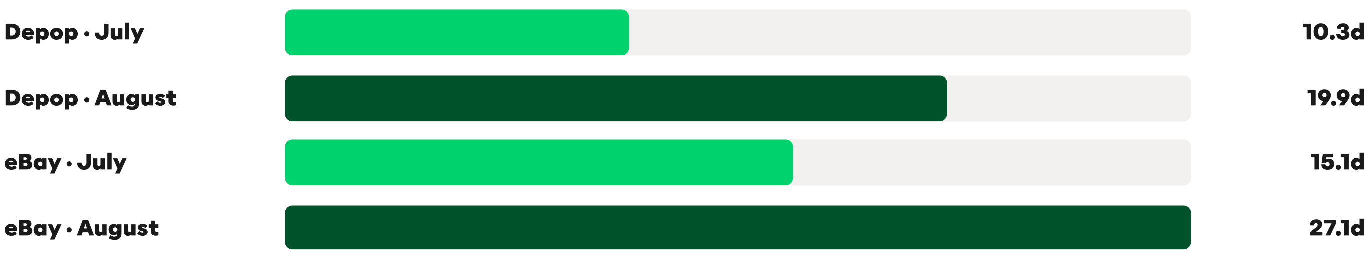
eBay took the lead.

For the first time, eBay was the biggest channel by volume. Depop still sells faster and at a higher typical price — but both slowed sharply, and eBay's reach is now the bigger of the two.

CHANNEL	SHARE OF SALES	TYPICAL PRICE	MEDIAN DAYS TO SELL	WHAT IT IS BEST FOR
eBay	52%	$30.00	27.1 days	Branded basics, menswear, shoes, media, oddities
Depop	40%	$43.46	19.9 days	Trackwear, Y2K, dresses, aesthetic-led pieces
Shopify	7%	$282.50	44.6 days	High-value pieces, repeat buyers, your own audience

How the two big channels moved

Median days to sell, July against August.



Depop remains roughly a week quicker than eBay, but both roughly doubled. This is a market-wide change, not a platform-specific one.

What this means if you sell on one channel

Depop is still the faster sale and the better price. eBay is now the bigger audience, and it sells the categories Depop struggles with — menswear basics, shoes, media, homewares. In a month where everything sits for three to four weeks, **being on both is the cheapest way to shorten the queue**: the same item gets two shots at a buyer instead of one.

CATEGORIES BY VOLUME

Dresses lead again. Winter layers have stopped.

Dresses were the most-sold category for the sixth month running. The story underneath is seasonal: the outerwear that cleared in three days in July now takes three weeks.

	CATEGORY	SHARE OF SALES	TYPICAL PRICE	MEDIAN DAYS TO SELL	VS JULY
01	Dresses	11.5%	$40.22	27.3	Slower
02	T-Shirts	6.6%	$33.35	30.5	Slower
03	Jeans	5.2%	$39.95	25.2	Slower
04	Track Pants	4.1%	$49.50	28.5	Much slower
05	Shorts	3.9%	$36.40	29.9	Slower
06	Skirts	3.2%	$31.65	24.2	Slower
07	Shirts	3.1%	$32.97	30.2	Slower
08	Coats & Jackets	3.1%	$51.97	20.7	Season ending
09	Sweatshirts	2.9%	$47.25	26.4	Slower
10	Blouses	2.8%	$28.00	29.0	Slower
11	Hoodies	2.6%	$39.25	18.8	Holding up
12	Sweaters	2.2%	$35.95	18.7	Holding up
13	Sneakers	1.8%	$162.27	44.3	Much slower
14	Polos	1.8%	$36.38	18.3	Faster
15	Track Jackets	1.7%	$42.12	20.8	Season ending

Top 15 categories by share of sales. "Typical price" is the median achieved sale price. Every category is slower than July — the ranking below is relative, not absolute.

HOLDING UP

What still moves

- **Polos** — 18.3 days, and faster than July. Spring transitional.
- **Sweaters** 18.7 and **hoodies** 18.8 — light layers still work
- **Coats & jackets** 20.7 — the best of the outerwear, at a $51.97 median
- **Cargo shorts** 18.3 — the first real spring signal

STALLED

What to stop listing

- **Sneakers** — 44.3 days, the slowest sizeable category
- **T-shirts** 30.5 and **shirts** 30.2 — a crowded, undifferentiated middle
- **Track pants** — 5.0 days in July, 28.5 now. Winter is done.
- **One-pieces** — 33.8 days at a $24.00 median

THE REVERSAL

The expensive end stopped moving.

In July, items over $200 were the fastest thing on the market at 6.4 days. In August they were the slowest at 44.2. Nothing else in the data turned around this hard.

PRICE BAND	SHARE OF SALES	MEDIAN DAYS TO SELL	JULY	VERDICT
Under $20	12%	30.2	24.5	Still the trap
$20 – $39	40%	23.8	13.1	The bulk of the market
$40 – $59	21%	20.3	9.7	Sweet spot
$60 – $99	14%	22.1	9.6	Steady
$100 – $199	8%	22.0	13.0	Steady
$200+	6%	44.2	6.4	Frozen

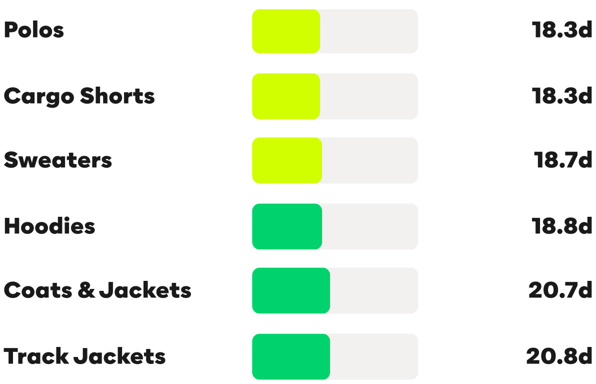
Two findings that survived the slowdown

Cheap still is not quick. Under $20 remains the slowest band outside the very top — 30.2 days, worse than every band up to $199. Discounting into that range does not buy speed; it just buys less money.

$40–$99 is still where the market clears. It was the fastest range in July and it is the fastest range now. If an item can credibly sit there, that is where it should be priced.

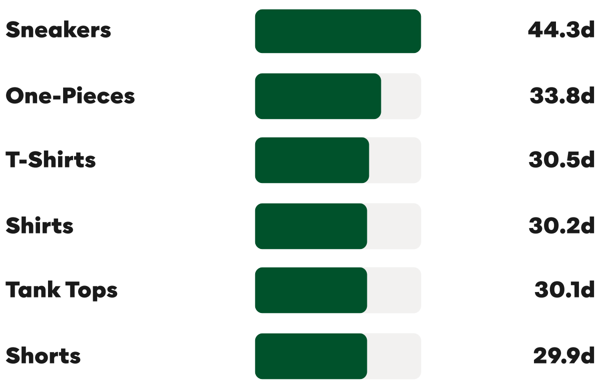
Fastest categories

Bars share one scale with the chart opposite.



Slowest categories

Median days from going live to sale.



Shorts and tank tops selling slowly in late winter is expected and should reverse. Sneakers at 44 days is not seasonal — it is the second month running that footwear has been the slowest thing on the board.

BRAND SCOREBOARD

Adidas holds. Nike doesn't.

Adidas kept the top spot for a second month, at a higher price and ten days quicker than Nike. The more interesting names are further down: surf brands are turning early, and the summer trade is starting to show.

	BRAND	TYPICAL PRICE	MEDIAN DAYS TO SELL	VERDICT
01	Adidas	$48.45	19.8	Brand of the month
02	Nike	$40.05	29.9	Volume, but slow
03	Polo Ralph Lauren	$43.20	30.2	Slowed sharply
04	The North Face	$45.00	16.7	Still reliable
05	Levi's	$38.48	21.3	Reliable
06	Evisu	$85.20	20.5	High price, good speed
07	Witchery	$29.00	30.1	Slow
08	Country Road	$26.45	27.0	Volume, not margin
09	Sheike	$36.95	28.8	Slow
10	Tommy Hilfiger	$30.00	30.3	Cooled hard
11	Quiksilver	$57.95	9.7	Fastest on the board
12	Portmans	$25.00	18.8	Quick for the price
13	Billabong	$27.99	19.8	Surf turning early
14	Stone Island	$371.00	45.1	Highest price, long wait
15	Peter Alexander	$32.00	75.1	Slowest on the board

Ranked by sales volume. Medians throughout, so single large sales cannot skew the picture.

BUY **Surf and spring**

Quiksilver at 9.7 days is the fastest brand in the data by a distance, and Billabong at 19.8 is well ahead of the market. Australian summer stock is starting to move a full season early. This is the clearest sourcing signal of the month.

CAREFUL **The big logos**

Nike (29.9 days), Polo Ralph Lauren (30.2) and Tommy Hilfiger (30.3) all sell, but slowly and around the $30–43 mark. They are no longer the fast money they were in July. Adidas is the exception, ten days quicker at a higher price.

NOTE **Peter Alexander**

75.1 days — more than double the next slowest. Sleepwear is a summer category that has not turned yet, and a $32.00 median does not justify two and a half months of shelf space. Revisit in November.

WHAT TO DO NEXT

Six moves for September.

September is the first month of Australian spring, in the slowest market of the year. Everything below comes straight out of the August numbers.

1 Buy summer now, while nobody else is.

Quiksilver cleared in 9.7 days and Billabong in 19.8, against a 25.4-day market. Surf and summer stock is turning a season early and is still cheap to source. Cargo shorts at 18.3 days say the same thing.

2 Clear winter at whatever it fetches.

Track pants went from 5.0 days in July to 28.5. Track jackets from 3.0 to 20.8. That window has shut. Anything heavy still unsold in October is stock you carry until May, so take the sale now rather than the storage.

3 Hold your prices.

The typical sale price has not moved in three months, and the under-$20 band is the slowest part of the market at 30.2 days. Cutting prices in a supply-driven slowdown loses margin without buying speed. Wait, or improve the listing.

4 Aim for the $40–$59 band.

Fastest band in July, fastest band in August. If an item can credibly be priced there, put it there — it is where the most buyers and the least waiting overlap.

5 Be on both channels while the queue is long.

eBay is now the bigger audience at 52%; Depop is the faster sale at 19.9 days and a higher typical price. When everything takes three to four weeks, two listings on two channels is the cheapest way to halve the wait.

6 Fix your titles before you list more.

A zero seller fee means everyone lists more, so the feed is crowded. Brand, item type and size in the title is what gets an item found. In a slow market, listing quality beats listing volume.

One thing to ignore

Sneakers, for the second month running. 44.3 days on shelf — the slowest sizeable category in the data, and slower than it was in July. Unless the pair is genuinely rare, that shelf space earns more with almost anything else on it.

Shopfront

NEXT ISSUE: END OF SEPTEMBER

List once. Sell everywhere.

The Crosslist Report is published monthly, built from real Australian reseller sales. Shopfront lists your stock to every channel at once — which matters more in a month where one listing takes 25 days to sell.

shopfront.app

Method & notes

Sales data. All figures derive from completed, non-test sales by Australian resellers using Shopfront between 1 and 31 August 2026, compared against the preceding months of 2026. Values are in AUD and represent order totals including shipping where the marketplace reports it.

Days to sell. Measured from listing go-live to sale, counting only sales where the listing was demonstrably live more than 24 hours before it sold. Listings backfilled by marketplace import are excluded so imported history cannot masquerade as a fast sale. Medians are used throughout.

A change since Issue 01. From this issue, channel shares are calculated across sales that are matched to a tracked listing, rather than across all recorded orders. A change to how marketplace orders are ingested in August made the previous basis non-comparable month to month. July's figures have been restated on the new basis wherever this issue compares the two, so the July numbers quoted here differ slightly from Issue 01.

Limits. This is a sample of Australian resellers who use one listing platform, not a census of the market, and it skews toward higher-volume sellers. Share-of-sales figures describe this sample, not national marketplace share. Category and brand labels come from seller-entered and AI-assisted listing data and carry some noise. Where a trend could be explained by changing mix rather than changing demand, we have said so in the text.

External sources. Depop newsroom, "Depop makes selling free in Australia" (July 2026); The Daily Aus; Value Added Resource; ThredUp 2026 Resale Report; Research and Markets, global fashion recommerce forecast; Business of Apps, Depop Revenue and Usage Statistics 2026.