



eBay State of Collectables 2025

Commissioned by eBay Australia

Foreword

Welcome to *eBay's State of Collectables 2025*. This research report celebrates the wonderfully rich communities and diverse interests among the millions of Australians who identify as collectors.

eBay has been supporting Aussie collectors for 25 years now, connecting them with people around the world who share their passion for finding that next treasure. A few things struck me in reading through the findings.

The first is that collecting really is for everybody regardless of age, gender, location, personal interest and motivation. Whether you're collecting cars or toys, pre-loved fashion or trading cards there are millions of buyers and sellers out there with the same interests.

It's also fascinating to see how the nature of connection has changed during the past 25 years as social media platforms removed geographical limitations. These are global networks where real connections are forged, and it's so pleasing to hear that many Australians have made a friend through their interest in collecting.

While collecting is fun for most of us, it can also be a serious business, with some Aussies building million-dollar collections. And there's no doubt that it's been a useful side hustle for many collectors given the ongoing cost-of-living challenges.

Whether your collection is a much-loved hobby or a viable business venture, eBay continues to be the best place to find your next hidden gem and to connect with buyers. This is because we provide access to other reputable collectors who share your interests.

After 25 years of supporting Australian collectors, we also understand what matters most to these communities. That's why any additional costs like shipping or taxes are shown upfront. It's also why some items in categories – including designer handbags and sneakers – come with an Authenticity Guarantee.

Looking forward, the fact that collecting is most popular with younger generations means that these hobbies and business ventures will only continue to grow in the years ahead. Whether you're an established collector or one of the millions of Australians interested in getting started, eBay will be there to help you grow your connections and build your collections.

I hope you enjoy reading the report and feel inspired to take your collecting to the next level.



Sarah Sternau

Managing Director of eBay Australia

Background

About the report

eBay's State of Collectables 2025 report was prepared by Deloitte Access Economics and commissioned by eBay Australia. The report builds on a previous report commissioned by eBay, the *eBay State of Collectables 2023*.

The findings of this report are informed by a survey fielded by Dynata on behalf of eBay Australia and Deloitte Access Economics that closed in February 2025. The survey targeted Australian adults and asked them to self-identify as collectors.

The report's estimations of population level statistics are based on the survey results and scaled up using the latest population and demographic estimates from the Australian Bureau of Statistics. See Appendix A for further information on the structure of the survey.

Factual information only

This report provides factual information about the personal preferences of the nearly 2,000 Australians (1,998) surveyed. It also includes data provided by eBay Australia on the selling price of some select items. Deloitte Access Economics was not provided information about items that declined in value or were not sold, and has not independently verified any eBay data (see Appendix C for further information).

No information in the report is intended to influence a person in making a decision about a particular product or asset. It does not contain any type of financial advice or recommendation about what is right for you. If you would like financial advice including about what is right for you, please speak to an authorised financial adviser.

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Reliance on information

The information is provided in good faith and derived from sources believed to be accurate and current at the date of publication.

While care has been taken to ensure the information is correct at the time of publishing, circumstances can change over time. Deloitte Access Economics and eBay do not give any warranty or make any representation as to the accuracy, reliability, completeness, confidentiality, or security of the information contained in this report.

Care should also be taken when comparing the 2023 and 2025 survey results, particularly where inferring any growth trends. While the broad approach to data collection remained consistent, there were some changes to sampling methodology.

Deloitte Access Economics and eBay are not liable for any loss arising from reliance on this information, including reliance on information that is no longer current.

References to third-party sources are inserted for convenience in this report, but do not constitute endorsement of material in those sources.

Key Findings

In 2025, 1 in 3 (35%) Australian adults collect.

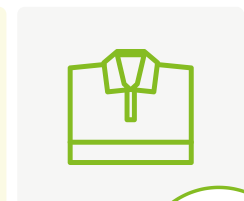
In 2023, only 28% of Aussies collected. Today, it is estimated that Australia has more collectors (7.6 million) than people with Netflix subscriptions.



The **median profit** in the last three years of surveyed collectors who made a profit was **\$13,000**. Two years ago, it was **\$5,000-\$10,000**.



Australians have more than 380 million individual collectables. It is estimated that the total value of these collectables is **\$16.8 billion**.



In 2025, eBay is the most popular online marketplace

to buy collectables.



The most common collectables are **coins** (34%), followed by **toys** (33%), **pre-loved fashion** (26%) and **antiques** (26%).



1 in 5 surveyed collectors **reinvest** their earnings into collectables.



An estimated 1.89 million

Australians made a friend through collecting, which is about the population of South Australia.



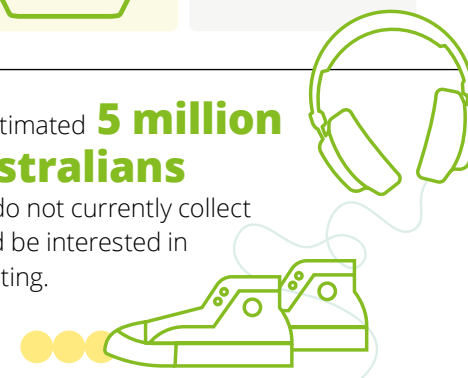
85% of surveyed collectors reported their collectables make them feel **nostalgic** about their childhood.



TV and movies are predicted to be the most influential drivers of trends in the next 5 years.



An estimated **5 million Australians** who do not currently collect would be interested in collecting.



Executive Summary

Australia is a collector nation

The past quarter-century has seen Australia emerge as a collector nation, driven by technological, economic, and social change.

Technology has expanded Australians' access to collectables – providing Australians with access to a vast catalogue of content located across the globe. Today, over 90% of Australians own a mobile phone.¹ Ecommerce has evolved from a small, up-and-coming industry into one of Australia's largest - with Aussies spending a record of \$69 billion on online shopping in 2024.² Not only does this give Australians access to more diverse products, but it also means purchasing these products is faster and more convenient than ever before.

Furthermore, social networks have evolved from proximity-based connections to include those based on shared interests. The emergence of social media has allowed individuals to build connections based on hobbies rather than geographical proximity, giving rise to collector communities which exist right across the country.

These shifts have seen Australia emerge as a collector nation with collecting transforming into the mainstream activity it is today.

1 in 3 Australian adults collect

With 1 in 3 (35%) adults surveyed for this report identifying as a collector, it is estimated that Australia has over 7.6 million collectors.³ Based on this estimate, more people collect than attend live theatre events (7.4 million)⁴ or have an Australian Netflix subscription (6.2 million).⁵

A collector is an individual who acquires items because they are interesting, beautiful, or valuable.⁶ This report defines collectors based on responses to a survey of almost 2,000 Australians, providing fresh insights on how, why, and what people collect. It builds on a 2023 report by eBay and Deloitte Access Economics on the collector market in Australia.

Collecting can be for anyone. The survey indicates that, unlike many other hobbies, collecting has a nearly even gender split.⁷ While individuals aged 18-24 are the most likely to collect, the survey showed that collecting is a popular activity among all ages.⁸

Many Australians are dedicated to amassing a significant collection. Based on the survey, the median Australian collector has 50 collectables, worth a total of \$2,200.⁹ When extrapolating this to the broader population, this indicates that Australians possess an estimated total of 380 million individual collectables, worth approximately \$16.8 billion.¹⁰

Coins, toys, pre-loved fashion and antiques are the most popular collectables

Coins emerged from the survey as the most popular collectable, shortly followed by toys (such as toy cars, dolls, and figurines), pre-loved fashion items (covering clothes, shoes, and handbags) and antiques. Other popular collectables include musical items, stamps and cameras.

Most surveyed collectors prefer to buy online, as opposed to in brick-and-mortar stores. As in 2023, the 2025 Collector Survey revealed that eBay is the most popular online marketplace for buying collectables, followed by Facebook Marketplace and Amazon.

Collecting is not just a hobby, it is a financial investment.

For one in five (19%) surveyed collectors – or an estimated 1.4 million Australians¹¹ – collecting is primarily a financial endeavour as opposed to a recreational one. This reflects the potential to realise profits from investing in certain goods. Of those surveyed who made a profit from investing, the median gain over the past three years was an estimated \$13,000.

The financial opportunity presented by collectables has even led some Australians to pick collecting as their profession. Nearly 312,000 Aussies are estimated to have made a career out of buying collectables¹² – more than the number of full-time accountants in Australia.¹³

85% of collectors collect nostalgic items

Nostalgia is a key driver of collecting, with half of collectors surveyed suggesting that nostalgia is one of the reasons they collect.

Beyond nostalgia, the survey revealed the importance of collecting in developing collector communities. Online forums, trade shows, networking events, and other social events exist around the ecosystem of collecting. Indeed, it is estimated that 1.89 million Australians have made a friend through collecting.¹⁴ That's roughly the same amount of friends as the population of South Australia.¹⁵

The next 25 years will shape the future of collectables

Looking forward, surveyed collectors believe that rarity and uniqueness will drive collectables' value, and that TV shows and movies will define collectables' trends.

More broadly, it will also be defined and shaped by the estimated five million Australian adults who are interested in trying collecting moving forward.¹⁶ As more products emerge across evolving online and physical marketplaces, and more collectors find value through personal gains and the networks they join, collecting will continue to be a core part of the future Australian landscape.



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01

Who collects in 2025?



35%

of Australian adults collect



380 million

The estimated **total number of individual collectables** held by Australians



7.6 million

estimated **collectors in Australia, more than the number of people with Australian Netflix subscriptions**



\$16.8 billion

The estimated **total value of collectables** held by Australians

These figures are results and estimations extrapolated from the Deloitte Access Economics' 2025 Collector Survey.

An estimated 7.6 million Australians collect - that's more than the number of Australians who subscribe to Netflix

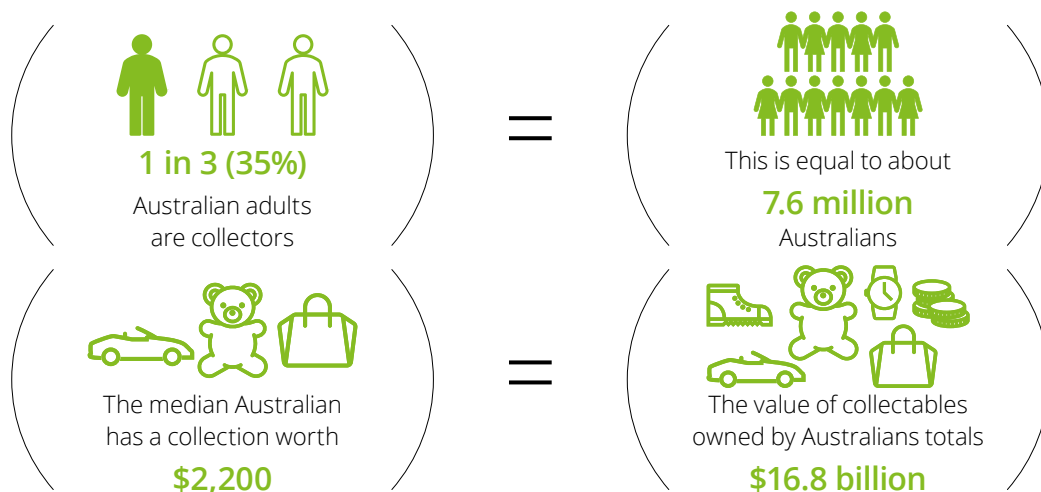
How many Australians collect?

In 2023, the first *State of Collectibles* report revealed that an estimated 28% of Australian adults identified as collectors. The 2025 Collector Survey indicates that an estimated 1 in 3 (35%) Australian adults are collectors.* This is equivalent to an estimated **7.6 million active Australian collectors**,¹ which is more than the amount of Australians who attend

live theatre events and/or festivals (7.4 million)² or have a Netflix subscription (6.2 million).³

Based on the survey, the median Australian collector has over 50 collectables, worth a total of \$2,200.⁴ When extrapolated to the broader population, this could mean that Australian collectors collectively possess **almost 380 million individual collectables, worth an estimated \$16.8 billion**.⁵

Figure 1.1: Total number of collectors and collectables in Australia



Source: Deloitte Access Economics Collector Survey 2025 and Deloitte Access Economics estimates (2025) based on results from the 2025 Collector Survey

* This report defines a collector as an individual who self-identifies as a collector, has a collection worth over \$100, has bought two items in the past year and plans to spend on collectables in the next 12 months.



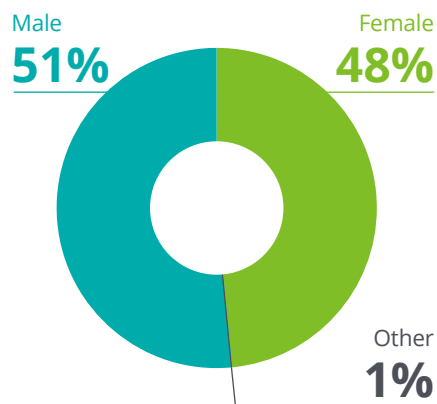
A love for collecting is shared by all ages, genders and geographies

Collecting can be for anyone

Despite the common perception that collecting is a male-dominated hobby,⁶ survey results reveal a nearly even split between men and women, at 51% and 48% respectively. This is also a change from the 2023 report, which found that men were significantly more interested in collecting than women.*

Male and female surveyed collectors share the same most collected items: coins and toys. They also have similar levels of experience, most commonly having collected for 6-10 years. Consequently, based on survey results, unlike most hobbies, collecting is a shared passion of men and women.

Chart 1.1: Collecting by gender



Source: Deloitte Access Economics Collector Survey 2025

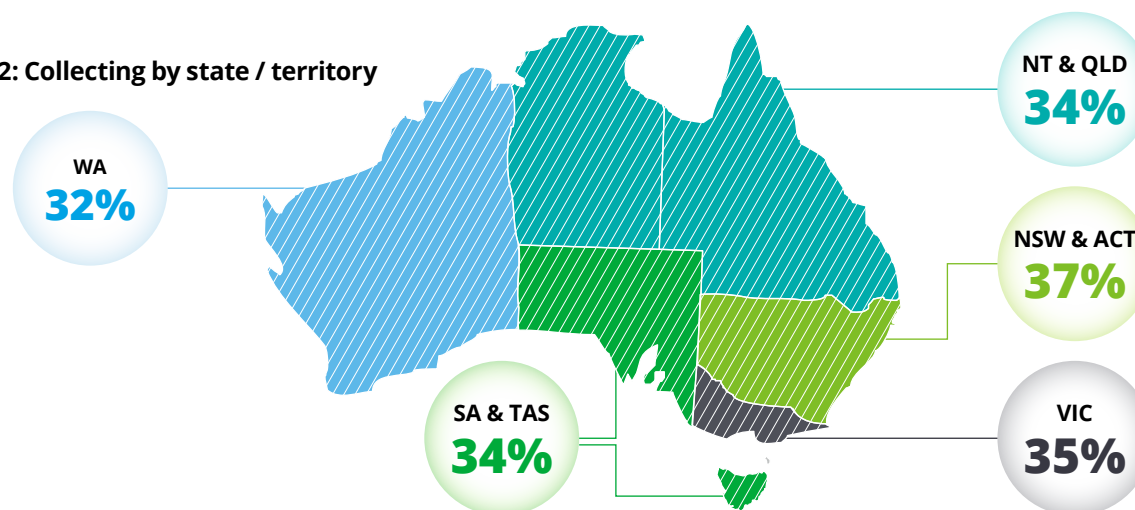
Note: Sample size was insufficient to include individuals of other genders. Percentages were rounded to the nearest whole number.

* Care should be taken when comparing the 2023 and 2025 results due to changes to sampling methodology.

While collecting is enjoyed by people of all ages, the survey found that collecting is still marginally more common amongst young Australians. Individuals aged 18-24 are the most likely to collect.

Collectors can be found in every state and territory across Australia. As shown in Chart 1.2 below, the survey results show that collectors make up 37% of the population in New South Wales and the Australian Capital Territory, as well as 35% of Victorians.⁷

Chart 1.2: Collecting by state / territory



Source: Deloitte Access Economics Collector Survey 2025, informed by 2021 ABS Census data for population estimates.

Note: Due to sampling sizes, some states and territories have been grouped. Percentages were rounded to the nearest whole number.

For many collectors, collecting is a well-established interest

The survey results indicate that most collectors (67%) are experienced, having collected for more than five years, and one in four (28%) are very experienced, with more than 20 years of involvement.⁸

The average collector is becoming more experienced over time – in the 2023 report, only 60% of collectors were experienced and less than one in five were very experienced.⁹ This could reflect the growing popularity of the activity among Australians over time.

02

Collectables in 2025



Coins, toys, pre-loved fashion and antiques

are **Australia's favourite items to collect**



+100%

increase in the **price of the Ksubi leather jacket** between 2022-24 on eBay Australia



\$62,600

is the **highest price paid** for a single trading card on eBay Australia



70%

of collectors who sell collectables use **online marketplaces**

Based on results from the Deloitte Access Economics' 2025 Collector Survey and data provided by eBay Australia.

The most common collectables are coins, toys, pre-loved fashion and antiques

Coins and toys have lasting appeal

The survey results indicate that the most common collectables were coins (34%), toys (33%), pre-loved fashion (26%) and antiques (26%) (see Chart 2.1).¹ Coins and toys were also the most common collectables in the 2023 report, reflecting their enduring appeal.²

Based on the survey, individuals who collect pre-loved fashion are the most likely to be financial investors rather

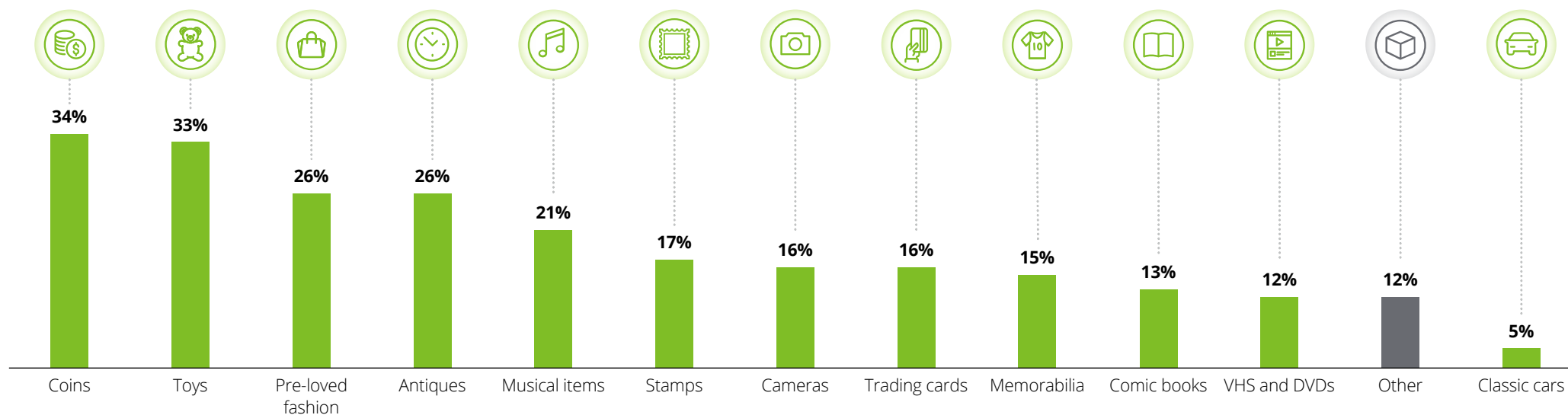
than hobby collectors.³ By comparison, collectors of dolls and figurines (included in toys) typically collect for leisure.⁴

Collectables vary in price

The survey results indicate that the typical Australian collector collects two different types of collectables, with a median value per individual collectable of \$42.⁵ However, many collectables, such as rare and old-

fashioned cars, are worth significantly more. Further, certain collectables have been experiencing significant price growth. In fact, the average price of cars developed before 1940 and sold on eBay Australia has increased by 245% since 2022.⁶

Chart 2.1: Most common collectables collected by Australians



Source: Deloitte Access Economics Collector Survey 2025

Note: Toys were grouped with dolls and figurines. Pre-loved accessories, clothing, and shoes were grouped under pre-loved fashion.

Percentages were rounded to the nearest whole number.

Selected toys have experienced strong price growth over the past few years

Many of the rare toys sold on eBay have high price growth

eBay Australia data (2025) from 2022 – 2024 for five selected toys (see table below) shows strong average price growth. Rare toys that are no longer produced saw particularly high price growth. For example, the B-Rabbit 8 Mile 1052 Funko Pop, a vaulted item and the only Funko Pop depicting rapper Eminem, saw a price growth of 100% between 2022 and 2024.⁷ This highlights that the value of some toy collectables are continuing to grow on eBay Australia.

Limited edition, signed, or first-generation toys from a variety of franchises have sold for high prices, with a Transformers toy selling for \$16,100 on eBay in 2024.

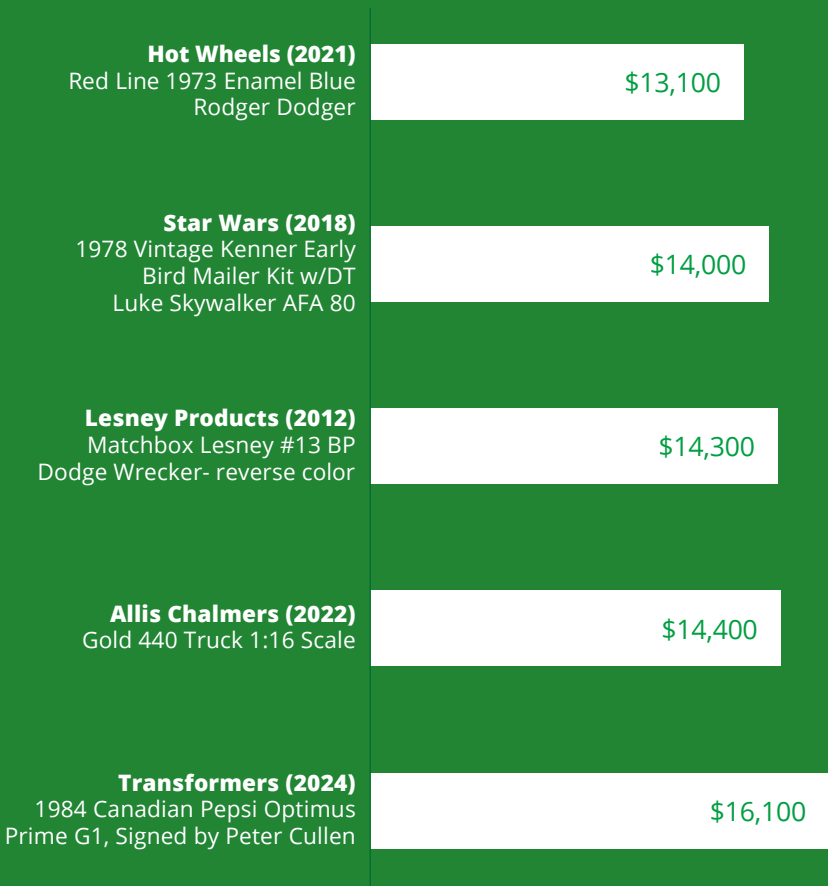
Table 2.1: Average prices and price growth for select toys sold on eBay Australia

Toy	Average price 2022	Average price 2024	Price Increase 2022-2024
B-Rabbit 8 Mile 1052 Funko Pop (depicting Eminem's character in the 2002 film '8 Mile')	\$75	\$150	+100%
LEGO® Star Wars Cloud City	\$1,100	\$1,710	+55%
Wizard of Oz Glinda Barbie	\$75	\$110	+45%
TY Beanie Babies Millennium Bear	\$15	\$20	+35%
Dinky Toys Diecasts by Atlas Editions	\$25	\$30	+20%

Source: eBay Australia (2025)

Note: Collectables information is based on average prices (in AUD) for selected collectables sold on eBay Australia between 2022 and 2024. Prices are rounded to the nearest hundred dollars and growth rates to the nearest 5 percent. This data has been provided by eBay Australia and has not been independently verified by Deloitte Access Economics. It is intended to show the selling price of some select goods, but it does not reflect the prices and growth of all goods. See Appendix C for further information on eBay Australia data.

Chart 2.2: Highest value toys sold on eBay Australia



Source: eBay Australia (2025)

Note: The dates indicate when the item was sold on eBay Australia, not the date the item was produced. Prices were rounded to nearest \$100.

Selected trading cards hold significant value

Trading cards can command some of the highest prices for collectables on eBay

Pokémon cards are among the most popular trading cards sold on eBay Australia. One Pokémon card sold for \$62,600 in 2020, marking it eBay Australia's most expensive card sold. Since 2022, the value of many Pokémon cards has grown. Most notably, the selling price of cards on eBay Australia depicting the character 'Umbreon' increased by 88%.

Select trading cards from the manga and anime series One Piece have also experienced significant price growth on eBay Australia. Specifically, the average buy price recorded on eBay Australia of the One Piece OP-01 Booster Box tripled (200%) between 2022 and 2024.

Of all the sports trading cards, the NBA claims the title for the highest-priced card sold on eBay Australia, with a 2004 Michael Jordan card selling for \$58,100 in 2022. While NBA trading cards saw mixed growth rates between 2022-24, some cards saw notable increases. For example, cards featuring player Luka Doncic increased from an average price of \$600 in 2022 to almost \$800 in 2024.

Chart 2.3: Highest value trading cards sold on eBay Australia



Source: eBay Australia (2025)
Note: The dates indicate when the item was sold on eBay Australia, not the date the item was produced.
Prices were rounded to the nearest \$100.

Note: Collectables information is based on average prices (in AUD) for selected collectables sold on eBay Australia between 2022 and 2024. Prices are rounded to the nearest hundred dollars and growth rates to the nearest 5 percent.
This data has been provided by eBay Australia and has not been independently verified by Deloitte Access Economics. It is intended to show the selling price of some select goods, but it does not reflect the prices and growth of all goods. See Appendix C for further information on eBay Australia data.

Pre-loved fashion is a strong category of interest among buyers

Select pre-loved fashion items are seeing positive price growth

Handbags represent the most expensive pre-loved fashion items bought on eBay Australia, with a Hermès Birkin selling for \$37,000 in 2014.

Select outerwear (including a Ksubi leather jacket and Max Mara coat) showed strong average price growth since 2022 (100% and 40% respectively). The positive price growth across all of the selected pre-loved fashion items suggests that pre-loved fashion is a strong category of interest among Australian buyers.

eBay's Authenticity Guarantee service for eligible handbags is one of the reasons behind the platform's popularity as a marketplace for selling luxury handbags.⁸

Table 2.2: Average prices and price growth for pre-loved fashion sold on eBay Australia

Pre-loved fashion item	Average price 2022	Average price 2024	Price Increase 2022-2024
Ksubi leather Jacket	\$60	\$120	+100%
Louis Vuitton Speedy 30	\$830	\$1,100	+30%
Gucci Jackie	\$540	\$670	+25%
MaxMara Teddy Bear Coat	\$770	\$950	+25%
Fendi Baguette	\$780	\$930	+20%

Source: eBay Australia (2025)

Note: Collectables information is based on average prices (in AUD) for selected collectables sold on eBay Australia between 2022 and 2024. Prices are rounded to the nearest hundred dollars and growth rates to the nearest 5 percent.

This data has been provided by eBay Australia and has not been independently verified by Deloitte Access Economics. It is intended to show the selling price of some select goods, but it does not reflect the prices and growth of all goods. See Appendix C for further information on eBay Australia data.

Chart 2.4: Highest value pre-loved fashion items sold on eBay Australia



Source: eBay Australia (2025)

Note: The dates indicate when the item was sold on eBay Australia, not the date the item was produced.

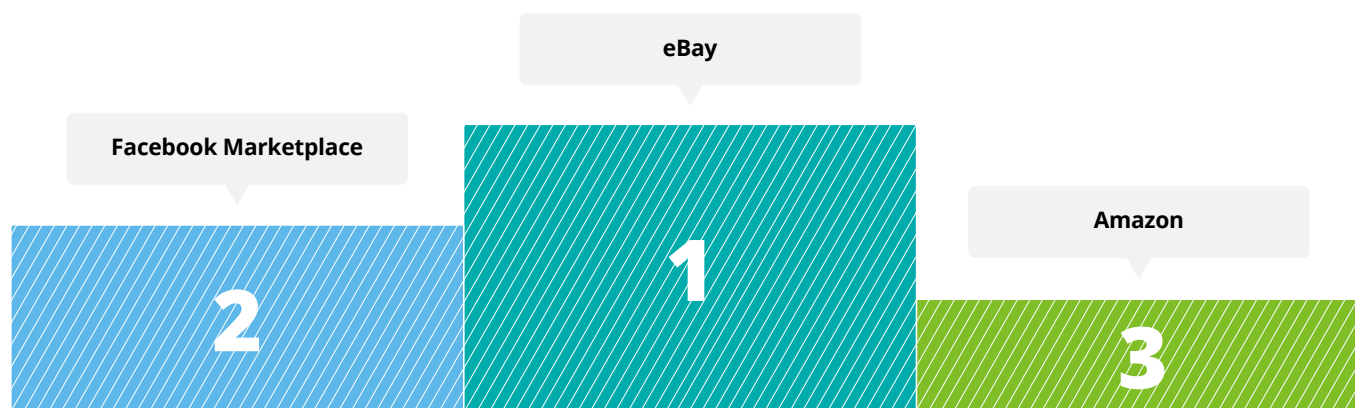
Online marketplaces are the most popular place to buy and sell collectables

Collectors prefer to shop online

Most collectors surveyed buy and sell collectables on online marketplaces (61% and 70% respectively), as opposed to brick-and-mortar stores. Only 35% of surveyed collectors buy collectables from general retail stores.

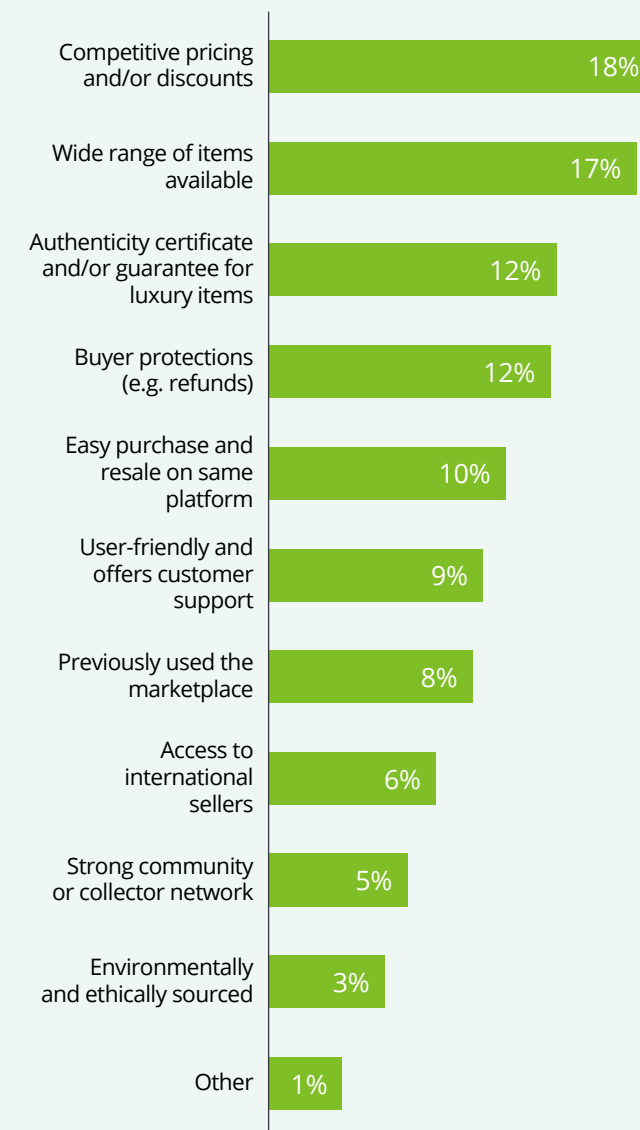
According to the 2025 Collector Survey, **eBay is the most popular online marketplace to buy collectables (65%)**, followed by Facebook Marketplace and Amazon.⁹ eBay Australia has an Authenticity Guarantee service for certain collectables (e.g., luxury handbags), which may be a contributing factor to its popularity.¹⁰ As shown in Chart 2.5, this is the third most important factor for surveyed collectors when deciding which marketplace to purchase from.

Figure 2.1: eBay is the most popular online marketplace to buy collectables, according to the 2025 Collector Survey



Source: Deloitte Access Economics Collector Survey 2025

Chart 2.5: The most important factors when deciding which marketplace to purchase collectables from



Source: Deloitte Access Economics Collector Survey 2025

Note: Percentages are rounded to the nearest whole number.

Case study: Trading cards

Asif Mir

Asif Mir is a full-time trading card collector and seller, with a passion for Dragon Ball Z, Pokémon, and Power Rangers trading cards.

Asif previously worked as a sign language interpreter; however, he has now transitioned to full-time trading card collecting, making an impressive \$2 million in profit over the past five years.

Asif's most valuable card is a rare Luigi card worth \$13,000. He also streams live card openings, where he can earn between \$3,000 to \$8,000 in one night. Streaming just twice a week can bring in over \$100,000 per year.

Beyond collecting, Asif is deeply involved in the collectable community. He attends and speaks at conventions and has founded the Facebook page "Pokémon Collectors Aus", which has become a hub for other collectors.

"All my closest friends are from the Pokémon community."

Despite the rising cost of living crisis, Asif has observed that demand for Pokémon cards remains strong as many collectors view high-value cards as an alternative investment.



Note: These case studies are individual experiences of collectors. Other individuals may have different experiences.



03

Collecting as a financial investment

🪙 19%

of collectors **collect as a financial investment, as opposed to a hobby**



\$13,000

is the **median profit in the last three years** of profiting collectors, compared to \$5,000-\$10,000 in the 2023 report



Nearly 312,000

Australians are estimated to have **made a career out of collecting**



1 in 5

collectors **reinvest their profits into collectables**

These figures are results and estimations extrapolated from the Deloitte Access Economics' 2025 Collector Survey.



Collecting is not just a hobby, it is an investment

Many collectors consider their collection an investment

Insights from the survey indicate that collecting is not just seen as a hobby, there can also be significant financial gains to be made from selling collectables.

When collectors were asked whether they collect predominately as a hobby or as an investment, **one in five (19%) said their primary objective was financial.** This is equivalent to 1.4 million Australians.¹

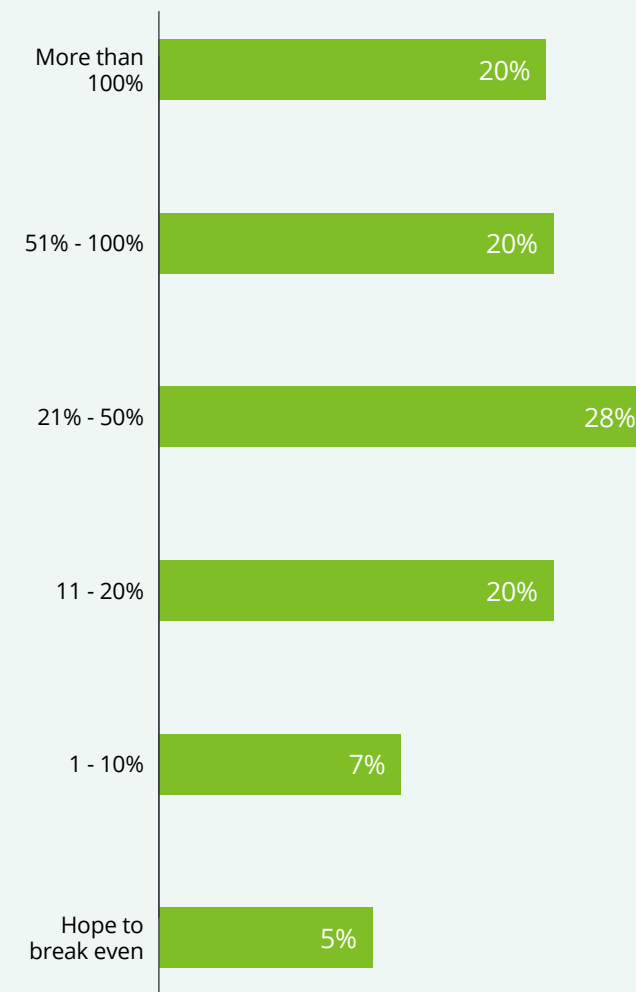
More broadly, **over one third (35%) of surveyed collectors said that one of the reasons they collect is because the item is a good investment.** This suggests that even individuals who collect primarily for recreational purposes recognise the potential for financial gain.

Investor collectors hope to make significant returns

Of the surveyed collectors who collect because it is a good investment, **just under half (40%) said that they expect a return of over 50% of what they paid for the item** (see Chart 3.1).

In terms of dollar amounts, surveyed collectors who made a profit from selling collectables reported a **median profit of \$5,400 in the last year and \$13,000 over the past three years.** By comparison, the 2023 report found that median profit was \$5,000-\$10,000 in the three years prior.*

Chart 3.1: The return collectors expect to make from selling collectables



Source: Deloitte Access Economics Collector Survey 2025

Note: Percentages are rounded to the nearest integer.

* This report notes that some individuals may not have sold their collectables due to market conditions or may have experienced a loss. This group isn't included in this analysis.

This report provides information based on the personal preferences and perception of the collectors surveyed. It is not intended to imply any recommendation or opinion about investment advice.

Collecting provides extra earnings

Collectors are continuing to spend on collectables despite cost-of-living pressures

The cost-of-living has increased significantly over the past few years, with 9 in 10 Australians (87%) actively cutting back on spending.²

Despite this, **1 in 2 (52%) collectors surveyed are planning to sustain or increase their spending on collectables in the next 12 months**, highlighting the resilience of collecting as an activity.

Over 1 in 5 (22%) of collectors surveyed who invest in collectables said they reinvest their earnings in buying collectables, making collecting a sustainable and ongoing activity for many.

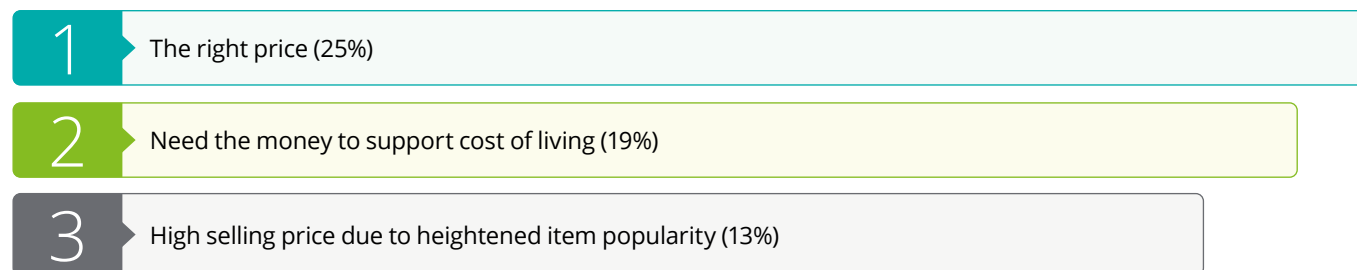
This may reflect that, while collectables are a fun hobby, they can also serve as financial assets. In fact, the top

factors that surveyed collectors said encourage them to sell from their collection is the right price (25%), and to get extra income to support cost of living (19%) (see Figure 3.1).

With the rising popularity of collectables, **1 in 5 (19%) surveyed non-collectors said they would consider collecting as a side hustle to supplement their income** (see more on this in Chapter 6).

However, for some, collecting is more than just a side hustle. Based on survey results, it is estimated that nearly 312,000 Aussies have made a career out of buying collectables. **There are more career collectors than full-time accountants in Australia.**³

Figure 3.1: The top three factors that convince surveyed collectors to sell an item from their collection



Source: Deloitte Access Economics Collector Survey 2025

Note: Percentages are rounded to the nearest whole number.

This report provides information based on the personal preferences and perception of the collectors surveyed. It is not intended to imply any recommendation or opinion about investment advice.

Case study: Classic cars and motorbikes

Zac Mihajlovic

Zac Mihajlovic is a NSW-based collector with over 15 classic cars and motorbikes, including a Rolls-Royce, Lamborghini, and an F1 race car. He started collecting classic cars when he fixed up an old car with his grandfather and step-father, who was a motorbike mechanic. However, he has been passionate about collecting since he was a kid buying dinosaur toys.

Today, Zac believes his collection is worth \$4 - 5 million and has received an offer on his F1 car for \$2.1 million. While he primarily collects as a hobby, he suggests that collecting is a great way to spread risks across different assets. The value of his cars has gone up significantly and he nearly always receives a return on investment from his collection.

Based on the survey, there are an estimated 402,000 classic car collectors in Australia.⁴ This could mean more Australians collect cars than live in the Northern Territory (255,000).⁵

One of Zac's favourite parts of collecting is the community it creates. Zac has enjoyed building replicas of famous cars with his family, riding road bikes and luxury cars with other collectors, and chatting to strangers at petrol stations about his cars.

"You instantly have someone's walls down when you have a shared interest in a collectable... you go down a rabbit hole of your stories and what they have in comparison to yours. It's pretty special... you're almost instantly friends."

Zac has had an eBay account since 2006 and uses it to purchase car parts and accessories. This allows him to build, customise, and service his collection. He prefers buying collectables on eBay, as opposed to other platforms, because it has a wide variety of rare items (including from the American market), offers low prices relative to local dealers, and provides costs (e.g. taxes and shipping) upfront. Additionally, he finds eBay to be a reliable and trustworthy platform to source products due to its reputable sellers and use of PayPal.



Note: This case study reflects the individual experiences of one collector. Other individuals may have different experiences. This report is not intended to imply any recommendation or opinion about investment advice.

04

Collector communities



4.4 million

Australians are estimated to **talk to their friends and family about collecting and their collection**



2.1 million

Australians are estimated to have **joined an online forum, group, or social media platform relating to collecting**



1.9 million

Australians are estimated to have **made a friend through collecting**



1.3 million

Australians are estimated to have **attended an in-person collecting event or meet-up**

These figures are estimations extrapolated from the Deloitte Access Economics' 2025 Collector Survey.

Collecting brings people together

Friendships forged through shared interests

For many collectors, collecting is more than just a hobby – it's a way of connecting with others and building friendships based on shared interests. Of the collectors surveyed, one in four (25%) said they have made a friend through collecting. This equates to about **1.9 million Australian adults.¹ That's the same amount of people as the population of South Australia.²**

Collecting is also a great conversation starter, with three in five (58%) surveyed collectors saying they chat to their friends and family about collecting. Extrapolating this share to the Australian population suggests that an estimated 4.4 million Australians chat to their friends and family about collecting.³

A digital community

Social media and other online platforms play a key role in bringing collectors together. **Over a quarter (27%) of surveyed collectors, or an estimated 2.1 million Australians,⁴ reported joining online collecting groups or forums to connect with fellow enthusiasts and to share news about their favourite items.**

Similarly, 24% of surveyed collectors said that they share their collections online via posts, blogs, vlogs, and more. This equates to an estimated 1.8 million Australians who share their collections online.⁵

The popularity of engaging with collectables content has even led to the rise of 'collector influencers', who make a living from sharing their collections online.

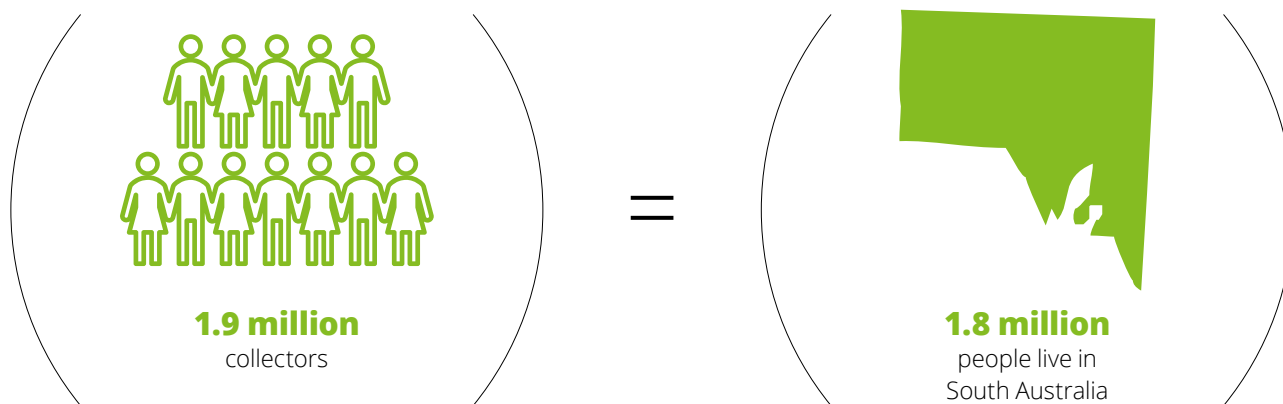
The rise of collector conventions and events

Based on the survey results, while social media is seemingly the most popular avenue to meet other collectors, conventions and other in-person events are also a widely used way of connecting with the community.

About one in five (18%) surveyed collectors, or an estimated 1.3 million,⁶ said they have attended an in-person collector event. These events offer opportunities for collectors to buy, sell, and trade collectables, see rare showcased items, and meet celebrities, artists, or influencers related to their favourite franchises – all while joining others who share a love of collecting.

Due to the popularity of collector events, this year Exhibitions and Events Australia is launching CollectFest - Australia's first and only festival dedicated to collectables.⁷

Figure 4.1: The share of surveyed collectors who have made a friend through collecting



Source: Deloitte Access Economics Collector Survey 2025, ABS 2021

Note: These figures are rounded.



05

The nostalgia economy



Almost 50%
of surveyed collectors **collect**
because the items are nostalgic



85%
of surveyed collectors **collect items**
of sentimental value



Over 50%
of nostalgic item collectors said that
their collection **sparks happy**
childhood memories



1 in 3
nostalgic item collectors said **their**
collection helps them cope with
stress

These figures are results from the Deloitte Access Economics' 2025 Collector Survey.



Nostalgic collectables connect collectors with cherished memories and past experiences

Collecting rewinds time

Nostalgia is a sentimental feeling experienced when remembering past times, places, and experiences, especially those with happy personal associations.¹

For many collectors, nostalgia drives their passion for collecting. The 2025 Collector Survey revealed that **nostalgia is the second most common reason to collect**, besides genuinely loving the item. This finding is consistent across both men and women and every age group.

1 in 5 surveyed collectors who collect nostalgic items even said that these items make up more than half of their total collection.

The allure of nostalgia

85% of surveyed collectors also reported that they own collectables that make them feel nostalgic about their childhood. This suggests that even collectors who aren't primarily driven by nostalgia are likely to purchase a nostalgic collectable.

Nostalgia shapes not only the types of items people collect but also the emotional satisfaction they get from collecting. Of those who reported that they collect nostalgic items, **more than half (62%) stated that these items remind them of happy childhood memories** (see Figure 5.1).

Just over a third of these collectors also reported that their **nostalgic collectables help them relax and cope with stress** (34%) (see Figure 5.1).

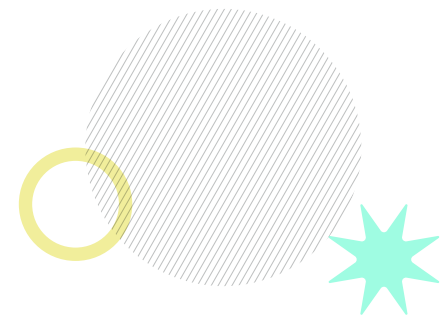
These emotional benefits enhance the overall experience of collecting, making it more than just a hobby but also a source of happiness and mental respite.

Surveyed collectors even predict that, **over the next five years, nostalgia will be the second most influential factor in determining a collectable's value.**

Figure 5.1: Top three ways collecting nostalgic items makes surveyed collectors feel



Source: Deloitte Access Economics Collector Survey 2025



Nostalgia is an intergenerational driver of collecting

Nostalgia across generations

The joy of reconnecting with one's past is felt by collectors of all ages. However, the items that make Australians feel the most nostalgic vary across different generations.

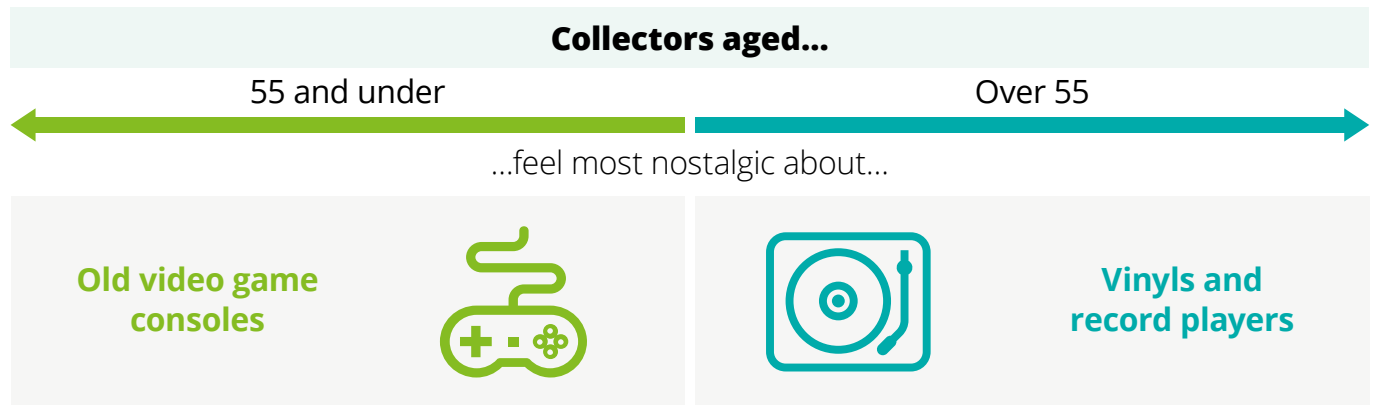
Survey respondents identified what tech and toy items make them feel the most nostalgic. When it comes to tech items, **Australians aged 18-54 crowned old video game consoles as the most nostalgic** (see Figure 5.2). Meanwhile, **older generations aged 55+ consider vinyls and record players the most nostalgic**.

As for the most nostalgic toy collectables (including figurines and comics), there was slightly more variation across age groups.

LEGO® sets took top place for most younger Australians (see Figure 5.3). However, for those aged **25-34, Tamagotchis surpassed LEGO® sets** as the most nostalgic toy from their childhood.

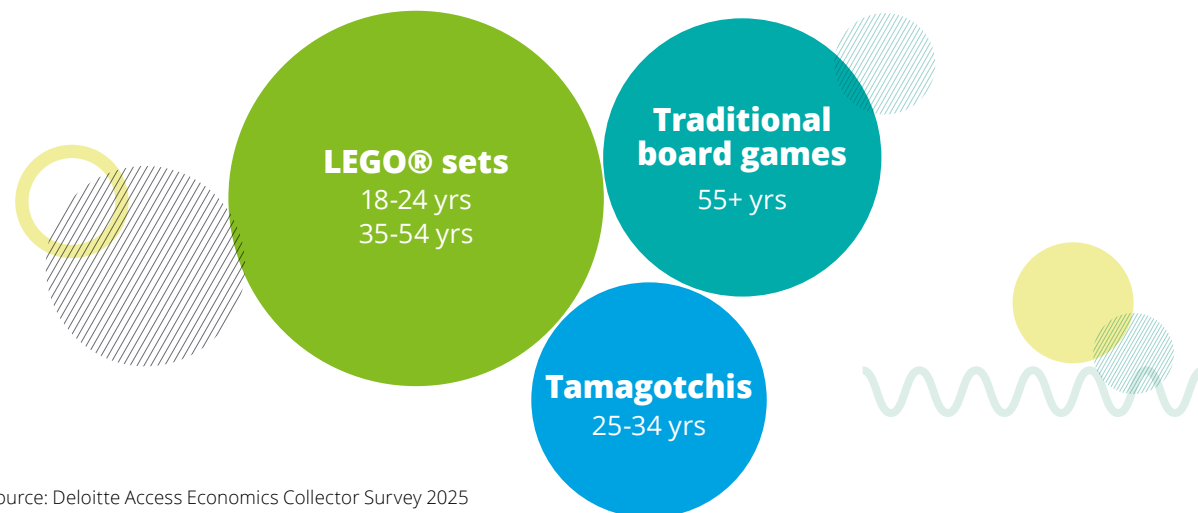
For older generations, traditional board games, including Chess and Scrabble, make them feel the most sentimental about their childhood.

Figure 5.2: The most nostalgic tech collectable by age group



Source: Deloitte Access Economics Collector Survey 2025

Figure 5.3: The most nostalgic toy collectable by age group



Source: Deloitte Access Economics Collector Survey 2025



06

An evolving landscape

Based on the survey, in the **last** five years:



Increasing
value

of collectables was the **most significant change** to the collectables market



The rise of
online trading

was the second most notable change



Rarity and
uniqueness

will be the **biggest price driver of collectables**



TV and
movies

will be the **most influential trend drivers in popular collectables**

Based on results from the Deloitte Access Economics' 2025 Collector Survey.

Collecting is evolving with the economy and popular culture

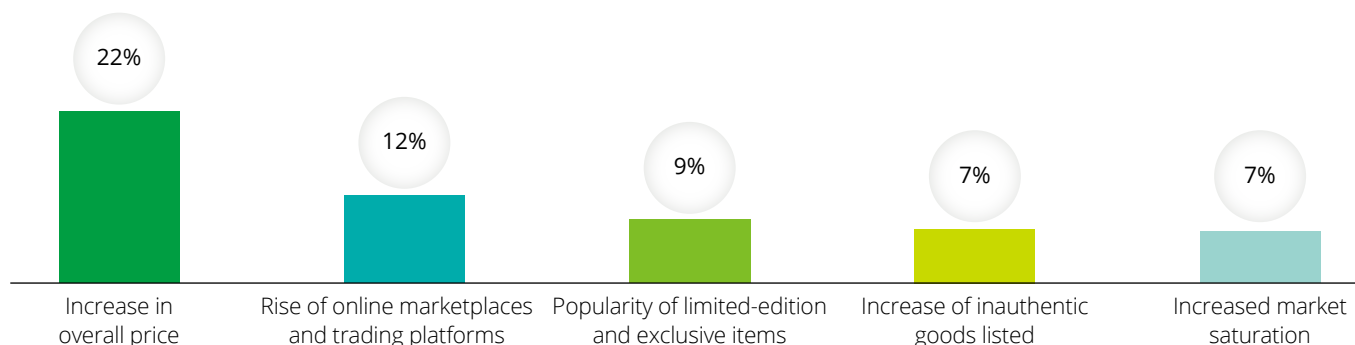
Changes to the collectables market over time

With an estimated 7.6 million collectors, collecting is now a mainstream hobby in Australia. For some, it has even grown beyond a hobby into an investment strategy and a career.

In the 2025 Collector Survey, **over one in five (22%) surveyed collectors highlighted overall prices as the most significant change in the collectables market since they began collecting** (see Chart 6.1). This could be due to growing popularity, along with interest rate fluctuations which have seen price increases by an average of 2-3% each year in the past decade.¹

Additionally, **more than one in ten (12%) surveyed collectors suggest the most notable change is the rise of online marketplaces and trading platforms** (see Chart 6.1). This is consistent with the significant growth in e-commerce in Australia, with Aussies spending a record of \$69 billion on online shopping in 2024.²

Chart 6.1: The top five reasons why surveyed non-collectors would start collecting



Source: Deloitte Access Economics Collector Survey 2025

Note: Percentages are rounded to the nearest integer.

The future of collectables

Surveyed collectors provided their predictions of key trends in the collectables market in the next five years.

When it comes to price, surveyed collectors anticipate that rarity and uniqueness (41%) will be the biggest driving factor of value in the next five years, followed by nostalgic value (25%) and historical significance (13%) (see Figure 6.1).

As for which collectables will be the most popular in the next five years, **one third of surveyed collectors believe movies and TV (33%) will be the biggest trend driver in popular collectables** (see Figure 6.2). For example, memorabilia from the film series Star Wars is some of the highest selling in the world.³ The other top trend setters are predicted to be celebrities and influencers (28%) and music (14%) (see Figure 6.2).

Figure 6.1: The top 5 factors surveyed collectors believe will determine the value of collectables in the next five years

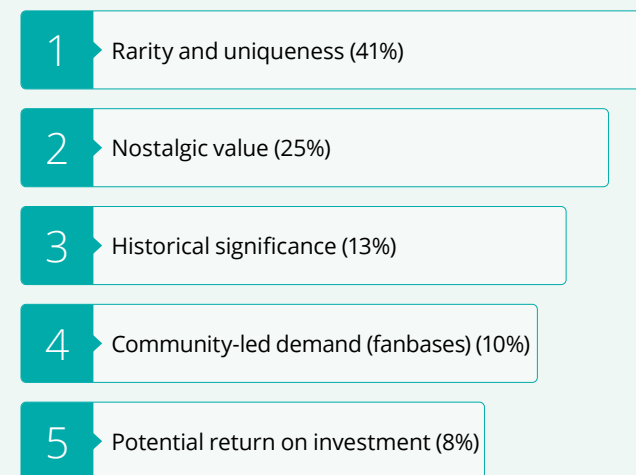
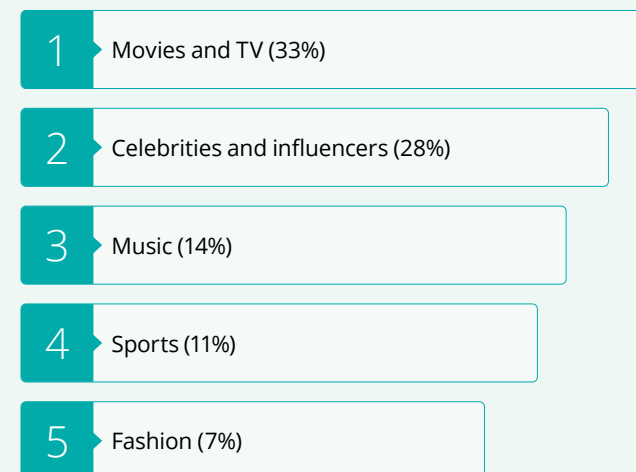


Figure 6.2: The top 5 factors surveyed collectors believe will drive trends in the collectables market in the next five years



Source: Deloitte Access Economics Collector Survey 2025

Note: Percentages are rounded to the nearest integer.

A further five million Australians are interested in collecting

The next wave of collectors

Deloitte Access Economics estimates that there are **five million Australian adults who are interested in collecting**.⁴

When survey respondents were asked why they would start collecting, over half of these potential collectors indicated that they are motivated by the enjoyment (58%) or nostalgic feelings (52%) associated with collecting (see Chart 6.2).

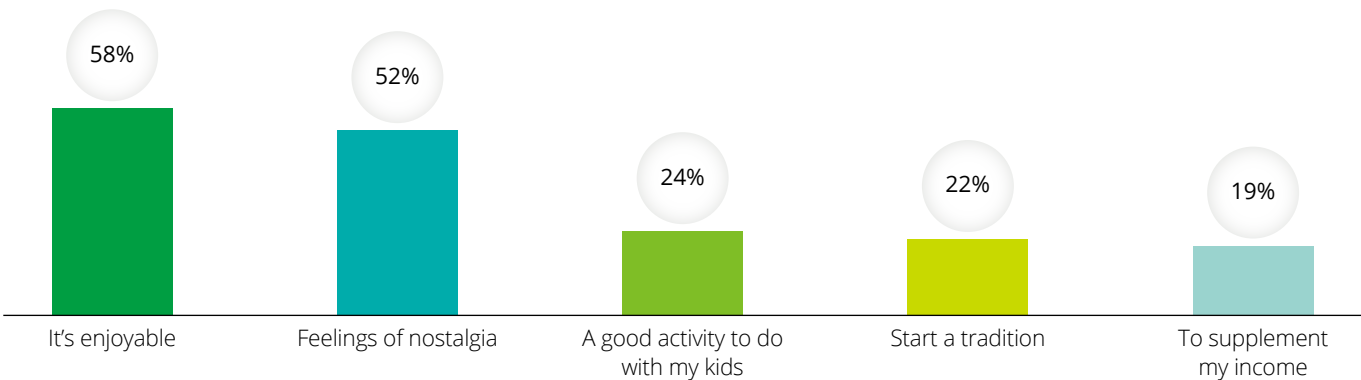
About one in five (19%) stated that they would start collecting as an investment to support their income.

The spending potential of new collectors

When survey respondents were asked how much they could see themselves spending in one year on collectables, one third of these potential collectors said between \$100-\$499 (33%) (see Chart 6.3). Meanwhile, roughly one quarter said they could see themselves spending \$500-\$999 (26%) on collectables (see Chart 6.3).

These findings reveal a large potential market, with these surveyed buyer groups alone suggest that Australian adults who are interested in collecting would be willing to **spend a minimum total of \$815 million in one year**.⁵ It is noted that some of this spending would likely replace spending by current collectors, as such the net impact on total spending on collectables may be lower than the additional \$815 million.

Chart 6.2: The top five reasons why non-collectors would start collecting according to the 2025 Collector Survey

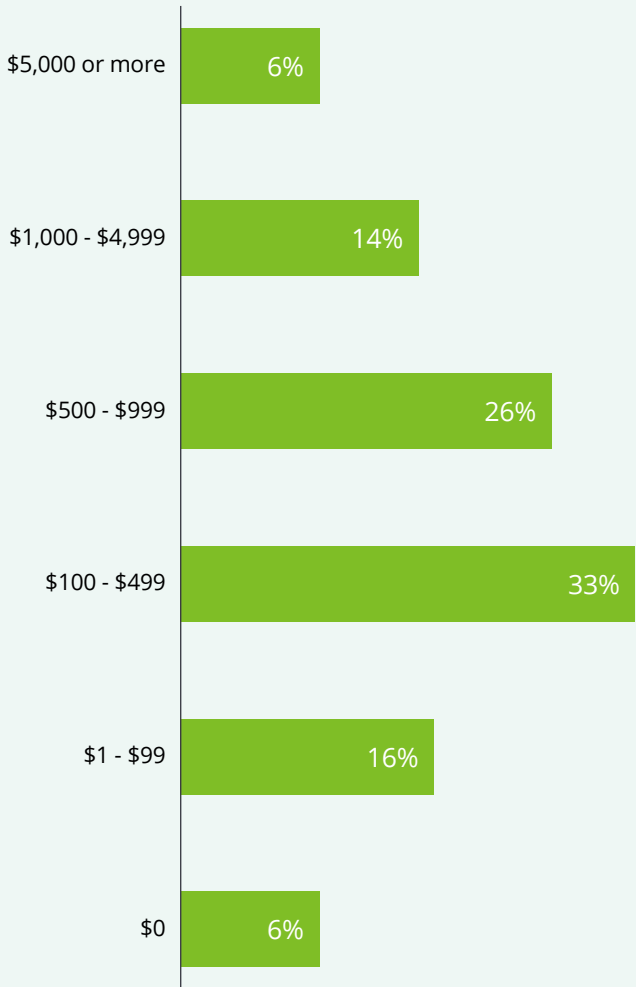


Source: Deloitte Access Economics Collector Survey 2025

Note: Percentages are rounded to the nearest integer.

This report provides information based on the personal preferences and perception of the collectors surveyed. It is not intended to imply any recommendation or opinion about investment advice.

Chart 6.3: The total amount those who would consider collecting would be willing to spend in one year on collectables

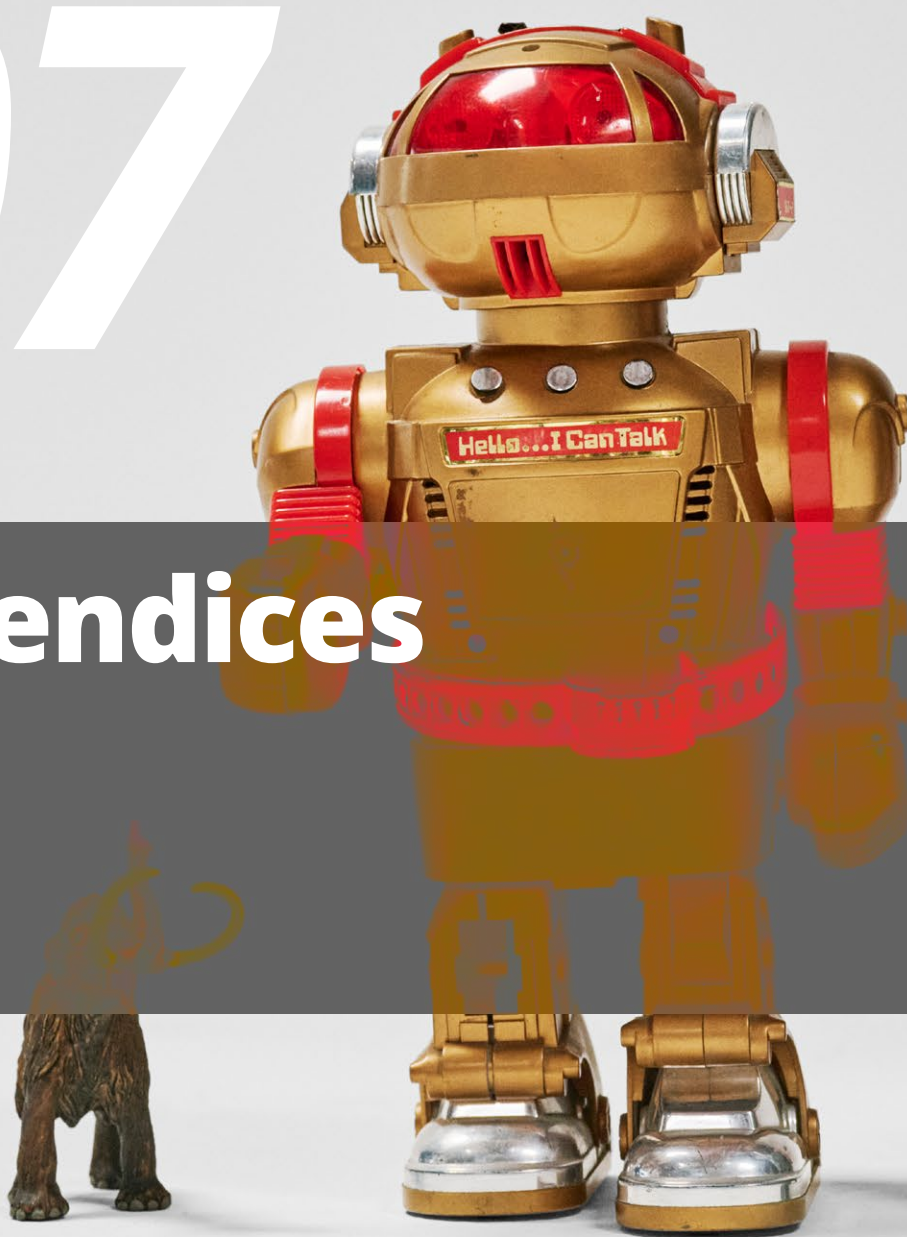


Source: Deloitte Access Economics Collector Survey 2025

Note: Percentages are rounded to the nearest integer.

07

Appendices



Appendix A: This report

Deloitte Access Economics was commissioned by eBay Australia to report on the collectables market in Australia. This report follows on from the first *State of Collectibles* report, published by Deloitte Access Economics in 2023.

The 2025 Collector Survey

As done in the 2023 report, the findings of this report are informed by a survey of Australian adults.* The 2025 Collector Survey was fielded by Dynata on behalf of eBay Australia and Deloitte Access Economics in February 2025.

The survey provides factual information about the personal preferences of nearly 2,000 Australians. Survey participants were asked whether they identify as collectors, and if so, whether they collect primarily as a hobby or for a financial objective. Those who said they are not collectors, were also asked whether they would consider collecting or if they were not interested at all. The latter group were not asked further questions.

To help participants understand whether they identify as

a collector, the following definition was provided:

Collectables are items that someone may acquire with the intention of holding on to them as a hobby or investment rather than consuming them. They can often include items such as LEGO® sets, trading cards, sneakers and handbags.

Examples of who a collector could be include someone:

- *that acquires stamps as a hobby to add to their collection*
- *that purchases sneakers to trade or sell for a profit*
- *that buys rare comic books or trading cards as an investment hoping that they appreciate.*

This report defines a collector as an individual who self-identifies as a collector, has a collection worth over \$100, has bought two items in the past year and plans to spend on collectables in the next 12 months.

Care should be taken when comparing the survey results from the 2023 report to the 2025 report. While the broad approach to data collection remained consistent, there were some changes to sampling methodology. These changes stem from the previous report's increased

emphasis on collecting as a financial investment.

Figures contained in the report relate to surveyed individuals, unless otherwise specified. As such, results may not be aligned to the whole population of businesses or employees in Australia.

Where suggestions are made about the broader Australian population, these estimates are informed by bespoke survey data. These surveys are based on a sample of the Australian adult population and therefore there exists inherent challenges associated with extrapolating to the broader population.

* The survey data for the previous *State of Collectibles* report was gathered in late 2022.

Appendix B: Demographics of surveyed individuals who collect or are interested in collecting

Survey	Sample size
Gender	
Male	666
Female	739
Other (including non-binary and prefer not to say)	5
Age	
18-24	198
25-34	273
35-44	271
45-54	247
55-64	197
65+	224
State/Territory	
Australian Capital Territory	24
New South Wales	446
Northern Territory	6
Queensland	268
South Australia	105
Tasmania	23
Victoria	360
Western Australia	148
Prefer not to say	30

Note: The demographics above relate to surveyed individuals who self-identified as collectors or said they would consider becoming a collector. This is a portion of the total survey sample, which included individuals who do not collect and are not interested in collecting. As stated earlier, the total number of survey participants was nearly 2,000 (n=1,998).

Appendix C: Analysis of data from eBay Australia

Data provided by eBay Australia

To offer illustrative examples of the types of items Australians collect and their selling prices, eBay Australia provided select data from their database. Deloitte Access Economics has not independently verified any of the data provided by eBay Australia.

This report does not consider items that declined in value or were not sold. Consequently, this data is intended to highlight examples of high-value items and should not be interpreted as reflective of the prices and price growth of all collectables sold in the wider market.

Past performance is also not indicative of future performance, and there is no guarantee that prices or price returns for collectables will continue to increase in the future. All investments, in any type of asset, carry risk. As markets go up and down, so too can the value of investments. It is important you carefully consider the risks involved before investing in anything.



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Who collects in 2025?

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Collecting as a financial investment

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Collector Communities

1. Deloitte Access Economics estimates (2025) based on results from the 2025 Collector Survey which found that 25% of collectors have made a friend through collecting. Applying this percentage to the latest Australian Bureau of Statistics' population projections gives around 1.9 million Australian adults who have made a friend through collecting.

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5. Deloitte Access Economics estimates (2025) based on results from the 2025 Collector Survey which found the range of money collectors would be willing to spend in one year on collectables and using the latest Australian Bureau of Statistics' population data to extrapolate this to a population-level.

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