Annex A: Year-in-Secondhand data insights for Malaysia

Data from Carousell activity from 1 Jan to 31 Oct 2024

Key search trends in Malaysia

Feb–May

Demand for Muslimah fashion grows with the start of Ramadan, peaking in March

Apr–Jun

Annual spike in searches for sofa returns

Apr–Sep

Thrift trend in retro digital cameras rise again

Jun–Oct

Demand for Labubu collectibles grows alongside regional popularity. Transformers One movie release drives **demand for Transformer figurines**

Top searches for Malaysia (Based on number of searchers)

1. iPhone
2. iPad
3. PS5
4. iPhone 13
5. sofa
6. Apple Watch
7. iPhone 11
8. PS4
9. laptop
10. camera

Most common free items given away

Malaysia	Hong Kong	Philippines	Singapore	Taiwan
Blouse	Books	Dress	Sofa	Toys

Most popular categories to buy secondhand listings (excludes autos and property)

Malaysia	Hong Kong	Philippines	Singapore	Taiwan
• Men's Fashion • Women's Fashion • Hobbies & Toys	• Hobbies & Toys • Women's Fashion • Furniture & Home Living	• Women's Fashion • Men's Fashion • Hobbies & Toys	• Women's Fashion • Hobbies & Toys • Furniture & Home Living	• Women's Fashion • Men's Fashion • Hobbies & Toys

Categories with the most secondhand transactions regionally (excludes autos and property)

- **Women's Fashion;** Impact: 5,398 tonnes CO_2 saved (equal to 17,117 years of watching Netflix non-stop)
- **Hobbies & Toys;** Impact: 656 tonnes CO_2 saved (equal to 2,080 years of watching Netflix non-stop)
- **Men's Fashion;** Impact: 4,437 tonnes CO_2 saved (equal to 14,070 years of watching Netflix non-stop)
- **Furniture & Home Living;** Impact: 47,721 tonnes CO_2 saved (equal to 151,322 years of watching Netflix non-stop)
- **Babies & Kids;** Impact: 2,378 tonnes CO_2 saved (equal to 7,541 years of watching Netflix non-stop)

Market leaders of secondhand transactions in the region

- **Hong Kong**: most secondhand purchases for **Hobbies and Toys**
  - **Impact:** 1,291 tonnes CO_2 saved (equal to 4,094 years of watching Netflix non-stop)
- **Philippines**: most secondhand purchases for **Women's Fashion**
  - **Impact:** 2,544 tonnes CO_2 saved (equal to 8,067 years of watching Netflix non-stop)
- **Malaysia**: most secondhand purchases for **Men's Fashion**
  - **Impact:** 1,250 tonnes CO_2 saved (equal to 3,964 years of watching Netflix non-stop)
- **Singapore**: most secondhand purchases for **Furniture & Home Living**
  - **Impact:** 21,970 tonnes CO_2 saved (equal to 69,666 years of watching Netflix non-stop)

Average earnings per user from selling secondhand
(excludes autos and property)

Malaysia	Hong Kong	Philippines	Singapore	Taiwan
~RM2,800	~HK$6,800 (~RM4,000)	~₱39,000 (~RM3,200)	~S$2,000 (~RM$6,800)	~NT$10,300 (~RM1,600)

	Malaysia	Hong Kong	Philippines	Singapore	Taiwan
Peak activity by time of day					
Transactions	9pm, especially in the following categories: ● Men's Fashion ● Women's Fashion ● Hobbies & Toys Users are also active before lunch and after dinner time.	6pm, especially in the following categories: ● Hobbies & Toys ● Women's Fashion ● Furniture & Home Living	9pm, especially in the following categories: ● Women's Fashion ● Men's Fashion ● Hobbies & Toys Users are also active before lunch and after dinner time.	6pm, especially in the following categories: ● Hobbies & Toys ● Women's Fashion ● Furniture & Home Living	9pm, especially in the following categories: ● Women's Fashion ● Men's Fashion ● Beauty & Personal Care
Listings Created	9pm, especially in the following categories: ● Hobbies & Toys ● Women's Fashion ● Furniture & Home Living	9pm, especially in the following categories: ● Men's Fashion ● Women's Fashion ● Hobbies & Toys	2pm, especially in the following categories: ● Women's Fashion ● Men's Fashion ● Hobbies & Toys	2pm, especially in the following categories: ● Hobbies & Toys ● Women's Fashion ● Furniture & Home Living	9pm, especially in the following categories: ● Women's Fashion ● Hobbies & Toys ● Men's Fashion
Chat	10pm, especially in the following categories: ● Women's Fashion ● Men's Fashion ● Hobbies & Toys	10pm, especially in the following categories: ● Hobbies & Toys ● Tickets & Vouchers ● Women's Fashion	10pm, especially in the following categories: ● Women's Fashion ● Men's Fashion ● Hobbies & Toys	10pm, especially in the following categories: ● Hobbies & Toys ● Women's Fashion ● Furniture & Home Living	10pm, especially in the following categories: ● Women's Fashion ● Men's Fashion ● Hobbies & Toys
Searches	10pm, especially in the following categories: ● Men's Fashion ● Women's Fashion ● Hobbies & Toys	10pm, especially in the following categories: ● Hobbies & Toys ● Luxury ● Women's Fashion	10pm, especially in the following categories: ● Women's Fashion ● Men's Fashion ● Property	10pm, especially in the following categories: ● Hobbies & Toys ● Cars ● Women's Fashion	10pm, especially in the following categories: ● Women's Fashion ● Men's Fashion ● Mobile Phones & Gadgets