

WHAT SELLS WHERE

Your Quick Reference Guide to Selling Platforms

Item Type	Best Platform	Why It Works
Furniture	Facebook Marketplace	Local pickup, no shipping hassles
Designer Bags & Accessories	Poshmark, eBay	Authentication available, fashion-focused buyers
Clothing	Poshmark, ThredUp	Built-in fashion audience
Electronics	eBay, Facebook	Easy to ship, local demo options
Collectibles & Vintage	eBay	Collectors search here first
Books	Amazon, eBay	ISBN lookup makes listing simple
Baby Gear	Facebook Marketplace	Parents want to inspect before buying
Sporting Goods	Facebook, eBay	Depends on size and shipping cost
Tools	Facebook, Craigslist	Local buyers for heavy items
Home Decor	Facebook, Poshmark Home	Visual platforms work best

Quick Decision Tips

✓	High-value + Easy to ship = eBay Maximum reach and buyer protection
✓	Large + Heavy items = Facebook Marketplace only
✓	Fashion & Accessories = Poshmark Most engaged fashion buyers
✓	Everything else = Mercari or Facebook Marketplace broad appeal platforms