

# Whatnot's 2024 State of Livestream Selling Report





## Livestreaming?

What surprises me about this kind of shopping is how not-new it is. And how could it not be successful?

For thousands of years, small businesses have been livestreaming. Obviously, not on the Internet. But in forums and marketplaces from Carthage to Alexandria. Throughout history, shoppers went into their villages once or twice a week to buy. And they were flooded with merchants, dealers and peddlers on boxes, chairs and stages demonstrating their wares, talking about their products, and engaging with their audiences. Sound familiar?

Radio and TV created a mass market beyond the village where livestreaming channels like QVC and HSN were able to do the exact same thing as their ancient predecessors but over the national airwaves and to a much bigger audience. And now the Internet has not only expanded that reach even

further, but opened up opportunities for any entrepreneur with a Wi-Fi connection, a decent camera and the energy to communicate their product's benefits to a worldwide audience.

Today's livestream shopping over the Internet is a natural progression that merges new technologies with plain old buying and selling. But it's more than just transactions—it's about building a community. Successful livestreamers build relationships, foster trust, and create a sense of belonging with their audience.

This report examines the world of livestream selling—the trends and opportunities that await those who embark on the adventure. To those entrepreneurs I say go forth and take advantage, because livestreaming is the future of ecommerce.

**Gene Marks CPA National  
Small Business Columnist,  
Author and Advocate**

# Contents

---

## 04

Introduction

---

## 05

Methodology

---

## 06

The TL;DR on  
Live Shopping

---

## 08

The Big Business of  
Livestream Shopping

---

## 10

Prime Time for  
Live Shopping

---

## 11

The New Face  
of Commerce

---

## 14

The Whatnot Effect

---

## 16

Meet Some of the Sellers  
Thriving on Whatnot

---

## 20

Taking it Home

# Livestream shopping is here to stay.

While online shopping is nothing new, many have wondered if and when livestream shopping would find its footing in the US. Our research shows that moment is now.

Building on the trend that first took root in China in the late 2010s, live shopping platforms like [Whatnot](#) blend community with commerce to deliver a fun and personalized way to shop. The concept is simple: buyers and sellers connect in real time to chat, build relationships, and run auctions or flash sales. And people are loving it. [McKinsey](#) has forecasted that **10-20% of all e-commerce will come from livestream shopping by 2026.**

As more and more Americans have discovered this fast and friendly form of e-commerce, live selling has become

increasingly popular - and lucrative - for entrepreneurs and small businesses (SMBs).

In 2024, in collaboration with Wakefield Research, Whatnot conducted a study to measure the economic opportunity of live selling. As part of the study, we surveyed 500 sellers across various liveshopping platforms to evaluate the medium's impact on their businesses - and the economy at large. We also surveyed 1,613 Whatnot sellers to learn how people are turning their passions into thriving businesses.

**One thing is clear: the future of shopping is here. [And it's live.](#)**



# Methodology

## Livestream Sellers

### Audience

n=500

### Market

US

### Audience Definition

Must conduct livestream selling on at least one of the following platforms: Whatnot, Tiktok Shop, YouTube Live, Instagram Live, Amazon Live, Facebook Live, Fanatics Live, CommentSold, Channelize.io, Bambuser, Smartzer, or NTRWK.

### Margin of Error

±4.4%, at a confidence level of 95%

### Method

Online survey, fielded by Wakefield Research Aug 2024 (7/22-8/1)

## Whatnot Sellers

n=1613

US

Must have sold on Whatnot for at least six months and go live an average of twice per week.

--

Online survey, fielded by Whatnot Aug 2024 (8/5-8/12)



# The TL;DR on Live Shopping

## Money-Making Moves

The live shopping economy is vibrant and growing.

- **Livestream selling makes a significant impact on a business's bottom line.** Two-thirds of sellers (66%) earn more than \$10,000 per month through livestream selling. Meanwhile, one in four sellers report making over \$300,000 annually
- **Small businesses use live shopping to open up new revenue streams.** Three out of four sellers reported increases in their overall business revenue since starting on a live shopping platform, while 41% of sellers now generate more than half of their total annual sales from live selling.
- **Live selling creates jobs.** 64% of sellers hire others to support their thriving e-comm businesses. At least one in three sellers employ over six people.
- **Livestream e-commerce is here to stay.** 92% of sellers consider livestream selling very important to their business' long-term success. That's why 88% have plans to increase their livestream selling efforts in the next year.

## A Numbers Game

Live selling takes time and dedication.

- **Livestream selling is truly just getting started.** Even though business owners are already driving significant monthly revenue through live shopping, most of this is new money. The average seller has only been involved in livestream selling for eight months
- **To be successful takes effort.** Approximately 69% of sellers go live on a daily basis, and the average seller spends about 19 hours per week on their business.
- **A majority of live sellers are dedicated to a single platform.** Over 78% reported using one or two marketplaces to sell their wares. Whatnot's findings support this data, with 62% of sellers reporting they were exclusive to the platform.
- **But it's all worth it in the end: most sellers report they started livestream selling to pursue a passion or a hobby.** Of Whatnot users, 54% were driven by passion. Supplemental income (52%) and a desire to build an online community (48%) were additional motivators.

## Behind the Sellers

Sellers span a wide variety of demographics and interests.

- **Most live sellers are millennials.** According to Whatnot's user survey, over half (54%) identified as Gen Y (ages 28-43), while Gen X (ages 44-59) made up about 29% of respondents. Five percent of live sellers identify as Boomers.
- **But Gen Z is making bank.** Even though Zoomers are just beginning to make their mark on social commerce (12% identify as ages 18-27), nearly one in four Gen Z Whatnot sellers reported earning over \$120,000 annually. This far surpasses the median income for Gen Z workers, estimated to be about \$45,493 according to a recent [TransUnion](#) report.
- **Sneakers are most frequently sold by live sellers.** Much to the delight of sneakerheads everywhere, 30% of live sellers say they sell kicks. That's closely followed by sports collectibles and men's fashion (both 29%), as well as beauty (17%), women's fashion (15%), and handbags, jewelry, and accessories (9%). Emerging categories include electronics (8%), antiques (7%), and coins (4%).
- **Live selling brings Main Street USA to the mainstream.** Sellers don't need to live in a major metropolitan market to be successful. One in five (or 20%) Whatnot sellers reside in rural settings, compared to 43% who live in urban areas and 37% who are located in the 'burbs.

## Whatnot Rising

Whatnot is driving the live shopping economy

- **Shoppers are already buying billions of dollars worth of merchandise through live streaming.** This year, Whatnot's annual gross merchandise value (GMV) has already surpassed \$2B for livestream sales alone.
- **There is always something to watch.** Over 175,000 hours of live streams are hosted each week on Whatnot, 800x more than QVC's weekly broadcast hours.
- **And buyers love that they can find what they want at prices they like from sellers who keep them entertained.** The average Whatnot buyer purchases over 12 items per week on the platform. A recent Whatnot shopper survey revealed the top reasons buyers tune-in are to get a product they want (66%), to get a deal (53%), to be entertained (46%), and to watch a seller they like (43%). That's why month-over-month customer retention on Whatnot is 62%.
- **Whatnot is built for sellers to grow their businesses, changing lives in the process.** The top 500 sellers have each sold \$1M or more on Whatnot.

# The Big Business of Livestream Shopping

Livestream selling is making a big splash for businesses, and the numbers show just how impactful it's become. **Two-thirds of sellers (66%) are earning over \$10,000 a month, while one in four are raking in more than \$300,000 annually** through live selling alone. What may have started as a trend is now a verifiable revenue driver for sellers, with many seeing their income skyrocket in just months.

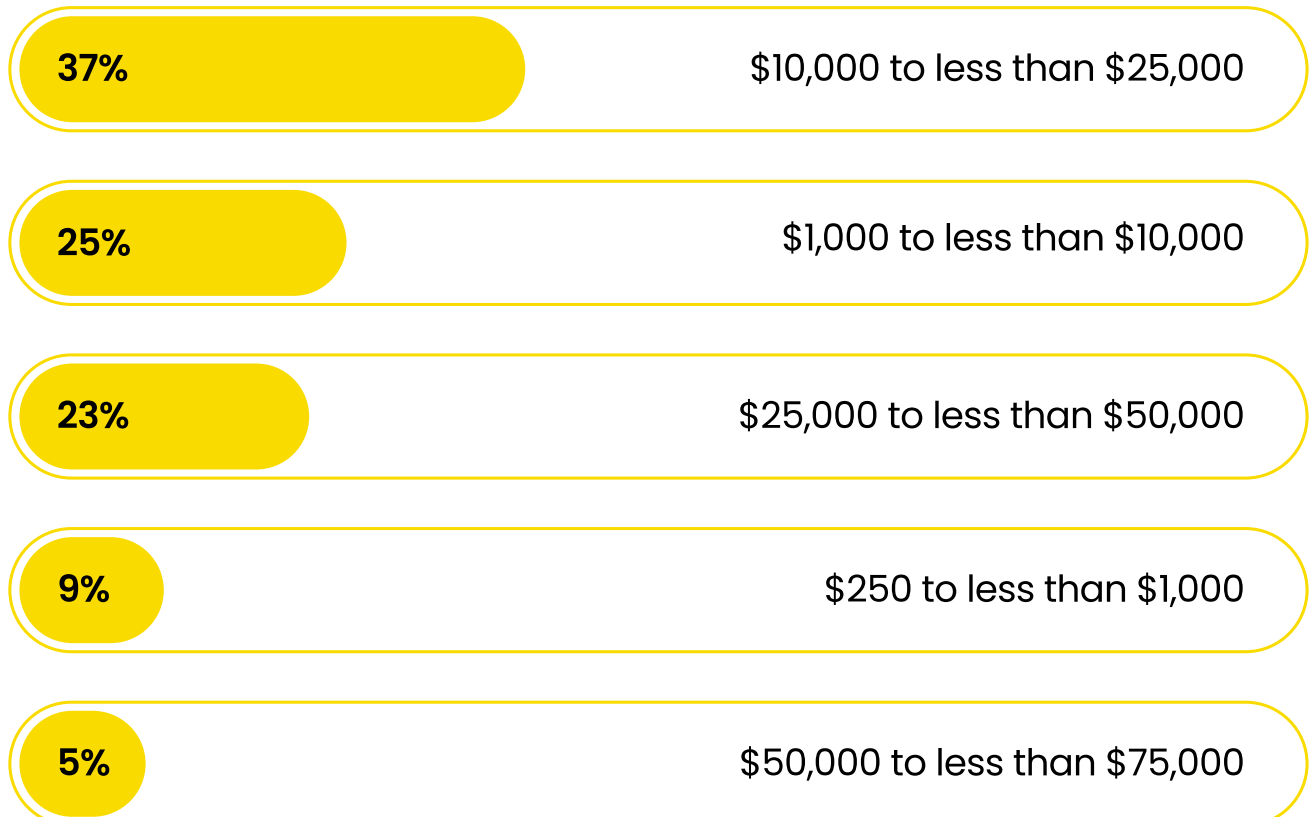
For many entrepreneurs, livestream selling has immensely impacted their business's bottom line. Three out of four sellers report

that their overall revenue has increased since they began livestream selling, while for 41% of them, livestream selling now generates *more than half* of their total annual sales.

But the impact isn't just narrowed to revenue, it's also creating jobs: 64% of sellers said they've hired others to support their businesses as a result of livestreaming, and, **one in three sellers now employs more than six people**, turning these small businesses into larger, thriving operations.

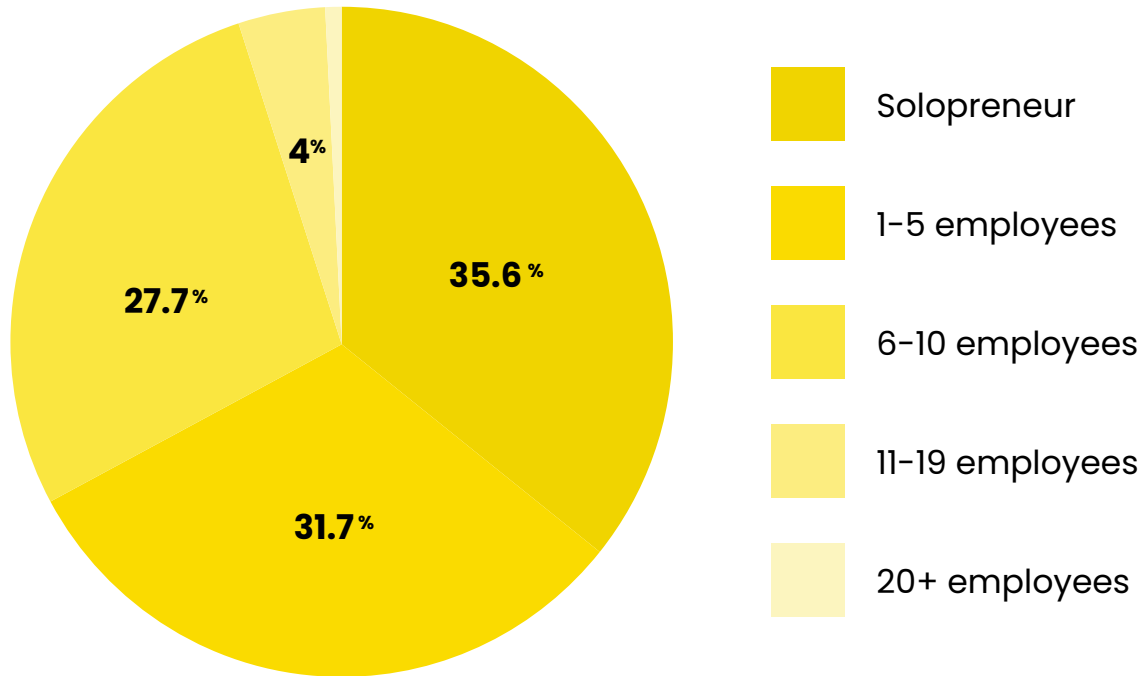
---

## Monthly Revenue





### Average business size for livestream sellers



The impact is hard to ignore as sellers are continuing to ramp up their efforts, with 88% of respondents planning to expand their livestream selling efforts over the next year. This signals not just another trend, but a

broader movement and transformation of the retail landscape. The businesses embracing livestream selling are positioning themselves at the forefront of a new era.



# Prime Time for Live Shopping

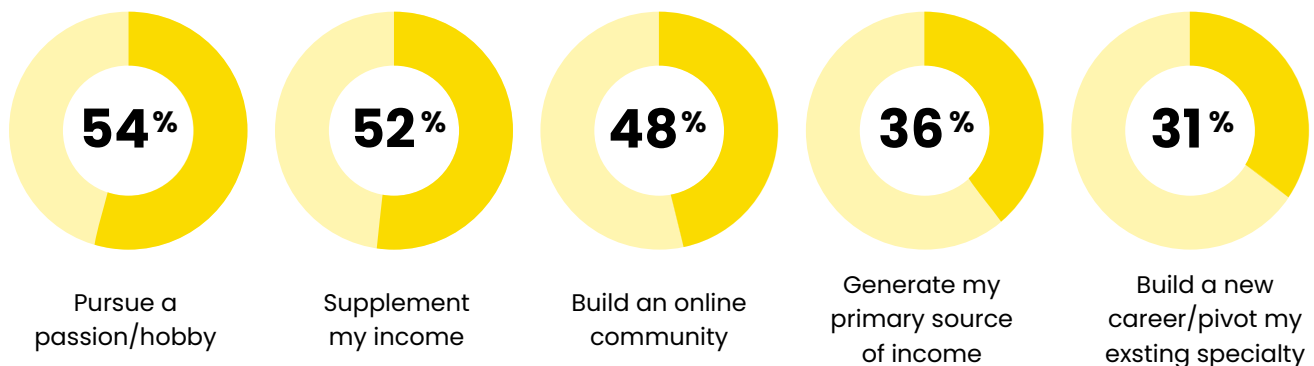
Livestream selling is still in its early days, but it's already making big waves. The average seller has only been involved in livestream selling for eight months, yet they're already showing just how much revenue can be made through this digital strategy.

But this success doesn't come easy; **69% of sellers go live on a daily basis**, while **the average seller spends roughly 19 hours per week streaming**. For these entrepreneurs, this is more than just an experimental marketing effort – it's a means to grow their business and make a name for themselves.

terms or reach a community of enthusiasts – just like them. **54% of Whatnot users noted they started livestream selling to pursue a passion or hobby**. Other motivating factors include the opportunity to supplement their income (52%) or build an online community (48%). From sneakers, to sports cards and coins, livestream selling is helping entrepreneurs turn their passions into thriving businesses.

One added benefit: livestream selling transforms the relationships between business owners and with their customers.

## Reasons people sell on Whatnot



Interestingly, most sellers keep it simple: **78% use just one or two marketplaces to sell their products**. Meanwhile, Whatnot's survey found that 62% of sellers are using their platform exclusively. Livestream sellers are prioritizing finding the right platforms to reach their customers and sell their unique products.

For many businesses, livestream selling is also a chance to sell products on their own

Consumers today are inundated with choices, so the ability to foster genuine connections is key to standing out in a crowded landscape. A large majority of sellers (64%) said livestream selling has enhanced their customer-focused efforts, through **building stronger customer relationships (38%) or expanding the reach of their online community (37%)**.

# The New Faces of Live Commerce

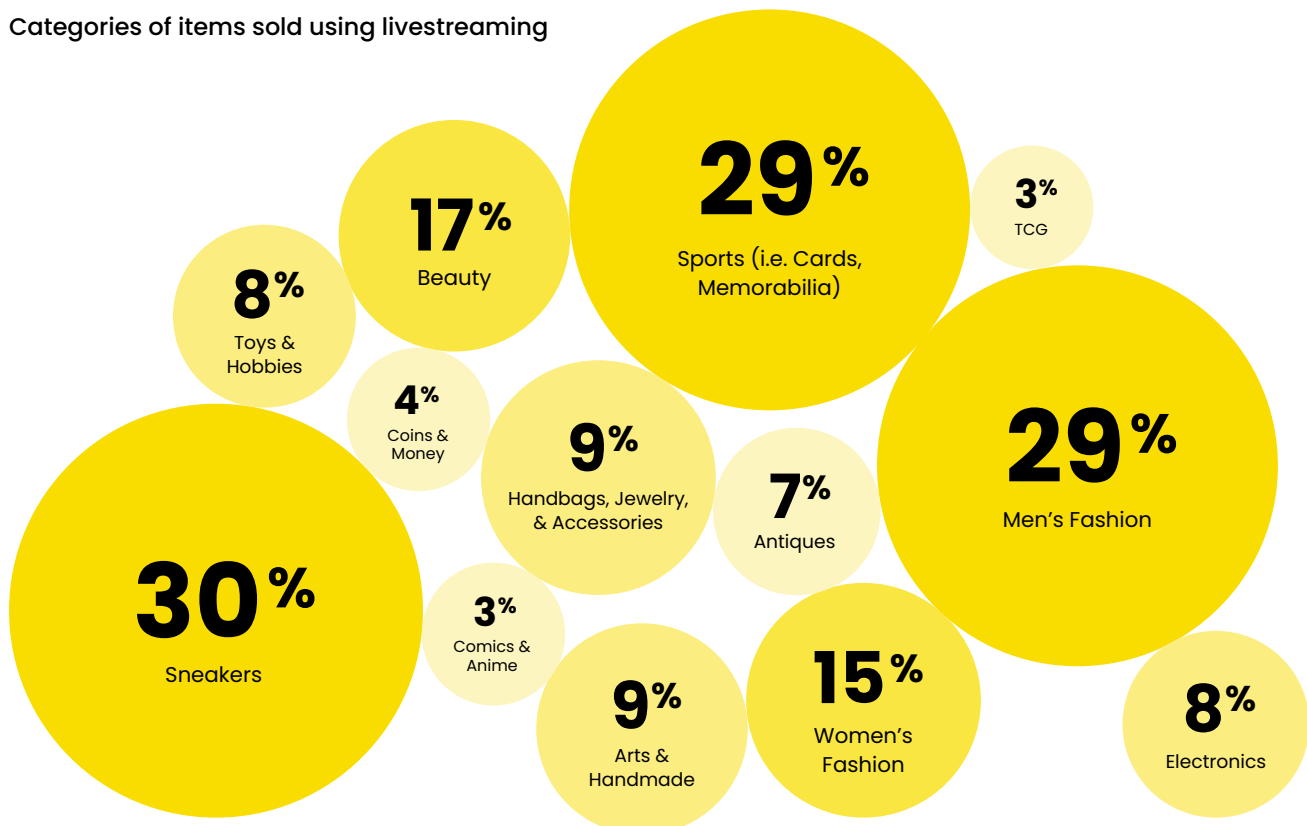
Livestreaming attracts sellers of all ages, but it's clear that millennials have the business on lock. A majority (54%) of sellers identify as Gen Y (ages 28-43), compared to 29% of Gen X (ages 44-59). Gen Z (ages 18-27) represent about 12% of sellers today, while Boomers (60+) still hold their own at 5% of the seller community.

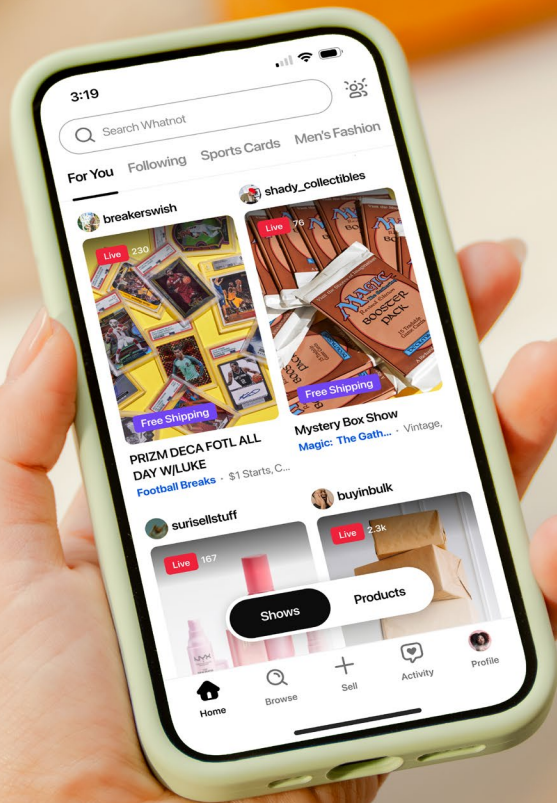
While Gen Z may just be getting their feet wet when it comes to live shopping, they've already made a splash by raking in a ton of cash. **Nearly one in four (23%) of Whatnot Gen Z livestream sellers are earning over \$120,000 annually**, pushing far beyond the

\$45,493 average income of their age group, according to a recent survey by [TransUnion](#).

As more and more entrepreneurs discover the power of livestream selling, the types of goods sold online gets even more diverse. Hottest on the market right now? Sneakers. In fact, 30% of sellers are showcasing their unique kicks to sneakerheads everywhere. Other popular categories for sellers are sports collectibles and men's fashion (29%), beauty products (17%), women's fashion (15%), handbags, jewelry, and accessories (9%). Other up-and-coming categories include electronics, antiques, and coins.

Categories of items sold using livestreaming





Another benefit of livestream selling is its democratizing effect. Picture this: a local sneaker shop in a small town typically relies on foot traffic to sell one-of-a-kind shoes. But with a few clicks, the brick-and-mortar business can now show off their supply of kicks to hundreds or thousands of people, anywhere around the country. That hypothetical is now a reality with live shopping.

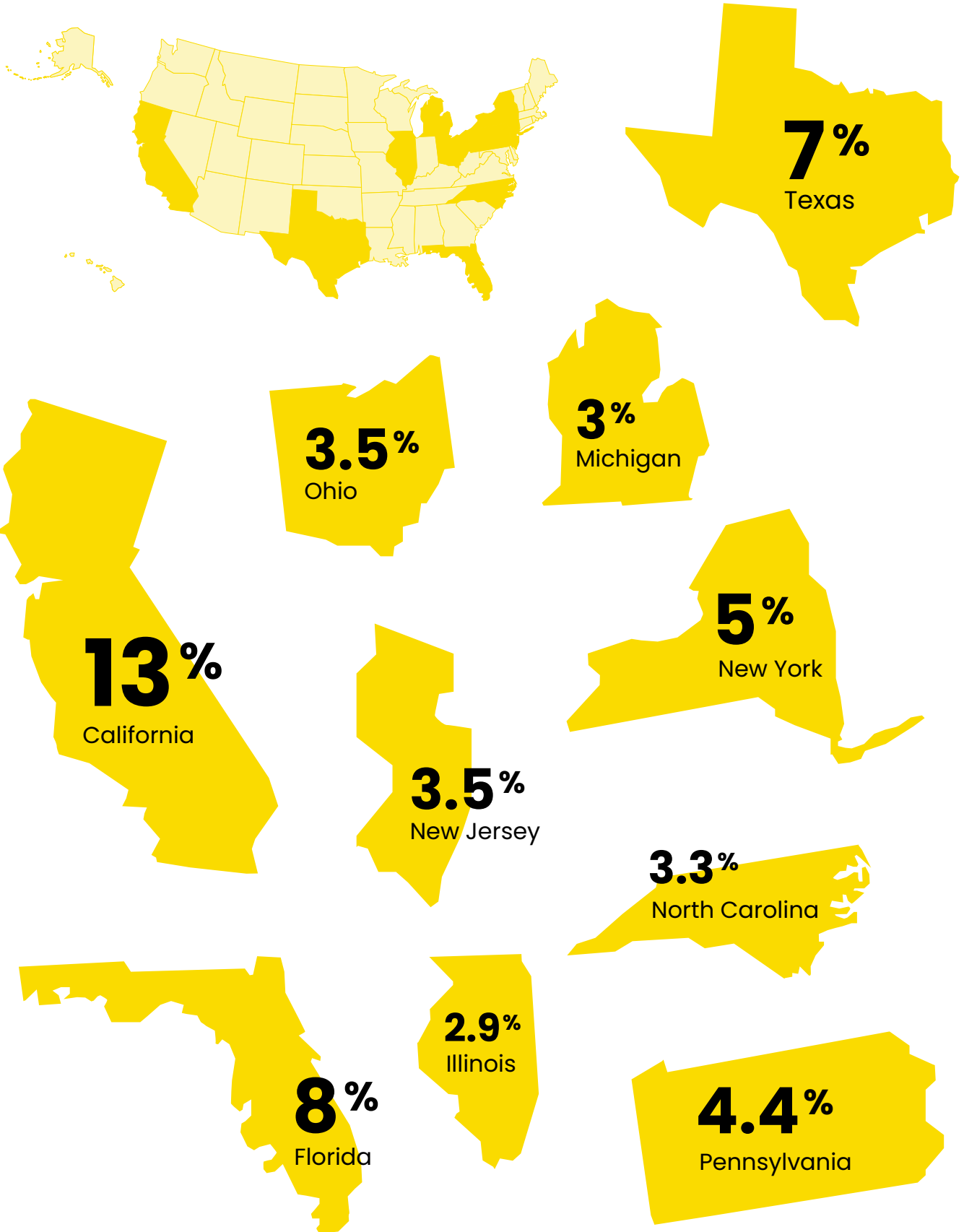
That's why the data shows sellers don't need to live in a big city to succeed. In fact, **20% of Whatnot sellers – or one in five – are located in rural areas.** By comparison, about 43% live

in urban areas while another 37% reside in the suburbs.

Sellers are also spread across the country. While California, Florida, and Texas are home to the most, every state in the US is represented by the Whatnot seller community.

Whether you live in a bustling city or a small town, livestreaming opens up a variety of opportunities for anyone wanting to grow their business, pursue a passion or hobby, or reach more customers.

Top States for Whatnot Sellers



# The Whatnot Effect

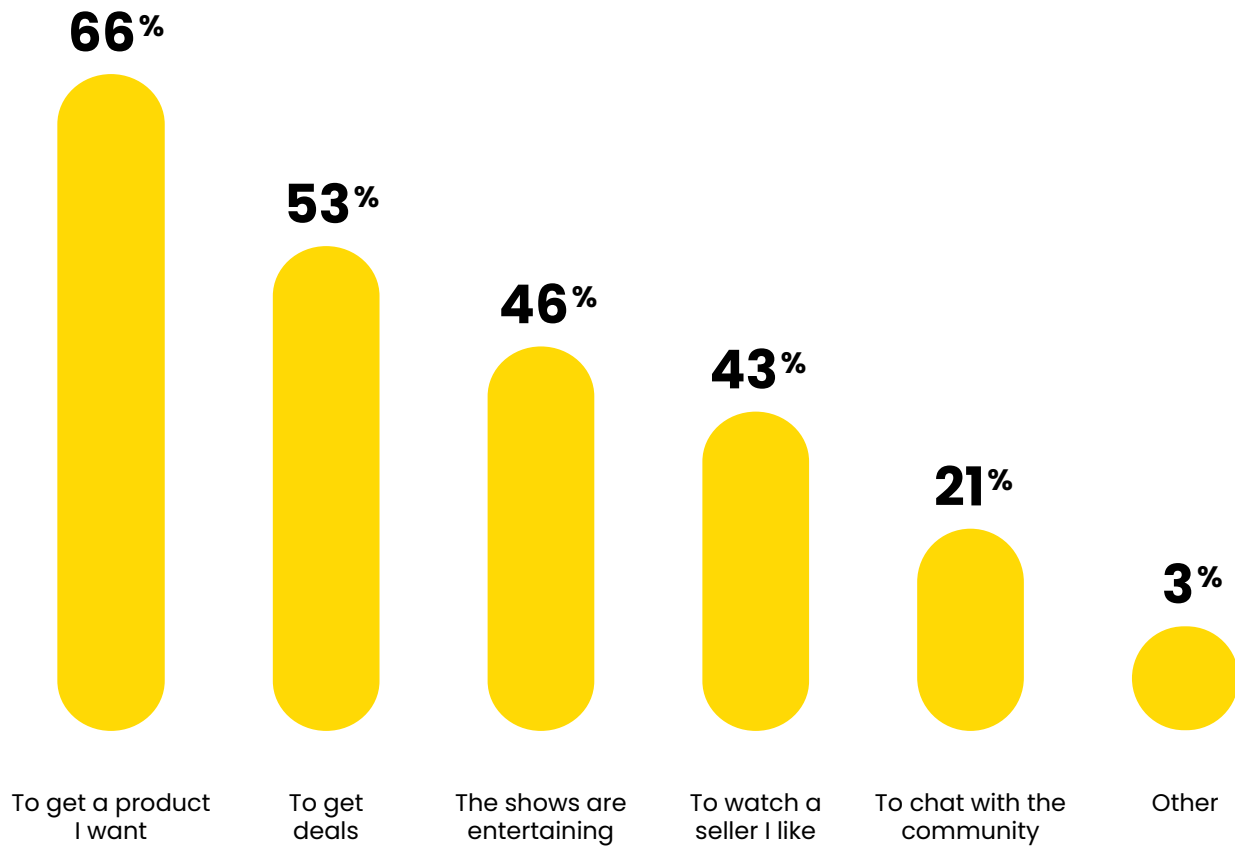
Founded in 2019, Whatnot has quickly grown to be the largest livestream shopping platform in the US (and beyond – the company now serves Canada, The U.K., France, Germany, Austria, The Netherlands, and Belgium). Built for sellers to grow their businesses and for buyers to rediscover the fun of shopping, Whatnot has propelled the live shopping industry forward. In fact, seller growth on Whatnot in the U.K. and Europe is surging, with the number of new sellers increasing by 15% each month.

As the space booms, so does Whatnot's bottom line. This year, **the company has already surpassed \$2B in annual GMV livestream sales.** This impressive growth highlights the platform's reach and bustling activity. In fact, **more than 175,000 hours of**

**livestreams are hosted on the platform each week, exceeding QVC's weekly broadcast hours by 800x.**

This mountain of content keeps buyers engaged. In fact, **the average Whatnot shopper buys more than 12 items per week on the platform.** And the combination of great finds, great prices, and great sellers keep these buyers coming back for more. When Whatnot shoppers were asked why they turn to the platform, they identified four top reasons they tune in: 1) to get a product they want (66%), 2) to get a deal (53%), 3) to be entertained (46%), and 4) to watch a seller they like (43%). The strength of Whatnot's platform translates into a strong **month-over-month customer retention rate of 62%.**





The excitement extends to sellers, too. **The top 500 sellers on the platform generate an average of \$1M or more**, highlighting the potential for big revenue and income. These stats underscore that livestream selling is more than just a fad—it’s a major driver in the retail industry, both for sellers and for consumers looking for products they love.

Livestream selling now spans across many industries and categories. From fashion and sports cards to coins and sneakers, sellers are taking their passions, interests, and skills to the next level. On Whatnot, these popular categories have grown significantly since the platform launched nearly five years ago – enabling businesses to grow from single-owner shops to bustling enterprises.

# Meet Some of the Sellers Thriving on Whatnot



“Whatnot has changed our lives and our people’s lives around us in so many ways. Not only has it created more jobs - with 10 employees now on our team in only two years of being on the platform - but it’s also given us the ability to grow our reach in the industry. **Thanks to the platform and the growth we’ve had, we are now a multi-million dollar business in only two years.**”

**Val Zapata** (Las Vegas, NV)  
[@theshoegameco](https://www.instagram.com/theshoegameco)

## Fast facts about sneakers

**\$500**  
monthly spend

On Whatnot, the average sneaker shopper spends \$500 monthly on sneakers.

**10M**  
hours of shows

Globally, 10M hours of sneaker shows have been watched on Whatnot.

**200K**  
sneakers sold

Over 200,000 sneakers are sold each month on Whatnot—comparable to the monthly sales of around 55 Foot Locker locations combined.





“Whatnot has been a great experience for us and has contributed to the growth of our singles business into a multi-million dollar business and expanded our headcount.

**It has helped Sappys Sports Cards grow online and in our shops – we currently have 3 shops but will expand to 5 by the end of the year.** By leveraging the Whatnot platform, we’re able to run our own inventory while providing our customers the best quality and quantity of cards to buy.”

**Joe Robertson** (Dallas, TX)  
[@sappys](#)

---

### Fast facts about sports cards

**2x**  
sales growth

---

Sports card sellers who use multiple livestream shopping platforms see more than double the sales on Whatnot compared to other live marketplaces.

**31,194**  
packs sold

---

Last year, top sports seller Backyard Breaks set the record for most packs sold during a livestream event, at 31,194 packs sold, with all proceeds donated to children’s charities.



“The buyer and seller community on Whatnot is unlike any other. In just ten months on the platform, we have collaborated more with other sellers than in our previous 23 years of selling. **The instant feedback we receive during live streams enables us to adjust pricing and product offerings on the fly, keeping our inventory fresh and appealing.**”

Since joining Whatnot last November, our business has experienced tremendous growth, doubling our staff count and setting the stage for further expansion. With plans to introduce new streamers and marketing support, Whatnot has proven to be a key driver in scaling our operations.”

**Karen Lesak** (Chicago, IL)  
[@klesak](#)

---

### Fast facts about women’s fashion

**7x**  
sales growth

---

Women’s Fashion is the fastest-growing category on Whatnot, with sales growing 7x since its launch in 2022.

**21**  
items sold per hour

---

Women’s Fashion on Whatnot stands out for its rapid sales pace, with sellers moving an average of 21 items per hour during live shows—outpacing all other categories on the platform.



“Witter Coin has been a very active participant on Whatnot for nearly two years. We love the ability to connect with collectors in a livestream atmosphere. With Whatnot, we auction many different types of coins and other numismatic items to a specific market that is thrilled to own what we offer. The platform was critical in the successful launch of WitterBrick, a new program that empowers new and current coin collectors to build their collections with scarce, eye-appealing coins of all types.

**Since joining Whatnot, we’ve added 20% growth to our overall revenue which has allowed us to hire two new employees to help manage the business.** Our favorite thing about Whatnot is the new friends we have made.”

**Seth Chandler** (San Francisco, CA)  
[@wittercoin](#)

---

### Fast facts about coins

**100K**  
coins sold

One seller sold 100,000 coins on Whatnot in just one year—a milestone that took him 12 years to reach on traditional static marketplaces like eBay.

**1,077**  
auction in one hour

Coin shows on Whatnot are among Whatnot’s top-performing categories in terms of items sold. A seller set a Whatnot record by hosting 1,077 auctions in just one hour.



# Taking It Home

This study demonstrates that livestream shopping isn't just a passing phase but a powerful tool for SMBs to reach wider audiences, increase revenue, and connect directly with consumers by building strong communities.

It's already been a game changer for hundreds of thousands of businesses.

And with a low barrier to entry and the opportunity to engage with shoppers directly, livestream selling is just getting started.

Live commerce will continue to transform the retail landscape, offering an accessible and inclusive platform for anyone. Visit [www.whatnot.com](http://www.whatnot.com) to find out how you can be a part of the livestream selling movement.



**whatnot**