

whatnot

The Live Selling Revolution: Whatnot's 2025 European Market Report



Contents

A note from Whatnot's CEO	2
The rapid rise of livestream shopping in Europe	4
Shop 'Til You Drop: Whatnot in the UK	8
Une fièvre acheteuse: Whatnot in France	9
Shoppinglust: Whatnot in Germany	10
Meet Our Sellers: Whatnot Success Stories	11
Conclusion	15

A note from Whatnot's CEO

From the forums of ancient Rome to the medieval trade fairs to the street markets and shopping halls that punctuate every major city, commerce has always been about more than just money. Buyers and sellers meet face-to-face at these centres of prosperity and entertainment, fostering community while bartering over wares.

Whatnot brings the best of these historic social marketplaces to the internet generation. Connection is at the heart of everything we do, and our platform delivers a fun and personalised way to shop online.

Last year marked an inflection point for live shopping. As more people discover the power and promise of Whatnot, hundreds of thousands of small businesses have unlocked new revenue streams through live shopping offerings. These aren't just transactional sales; every product comes alive, every interaction matters, and every connection has the potential to drive lasting customer loyalty.

Livestream commerce will only continue to grow in the future, with McKinsey projecting that up to 20% of all online sales will flow through live shopping platforms by 2026. Our own metrics align with this trajectory. Last year, Whatnot's annual gross merchandise value (GMV) for livestream sales surpassed \$3 billion, with much of this growth propelled by European buyers and sellers.

As of today, Whatnot is available to sellers in six countries across Europe, with users able to buy from anywhere. Passionate communities in the United Kingdom, France, Germany, The Netherlands, Austria and Belgium are converging on our platform to write the next chapter for retail.

In our first European Market Report, we collaborated with Opinionium to survey live sellers and shoppers across France, Germany, the Netherlands, Spain and the UK to explore the economic opportunity of social selling across the continent and learn more about what live shoppers are loving. We also surveyed Whatnot sellers across the UK, France and Germany to capture deeper insights into the day-to-day experience of a live-selling small business.

The numbers tell a compelling story, and here's a taste: **Whatnot users across Europe watch 340,000 hours of shows each week, equivalent to the total weekly time visitors spend walking through The Louvre – the world's most visited museum.**

That's why we believe the future of shopping is live.

Welcome to Whatnot.

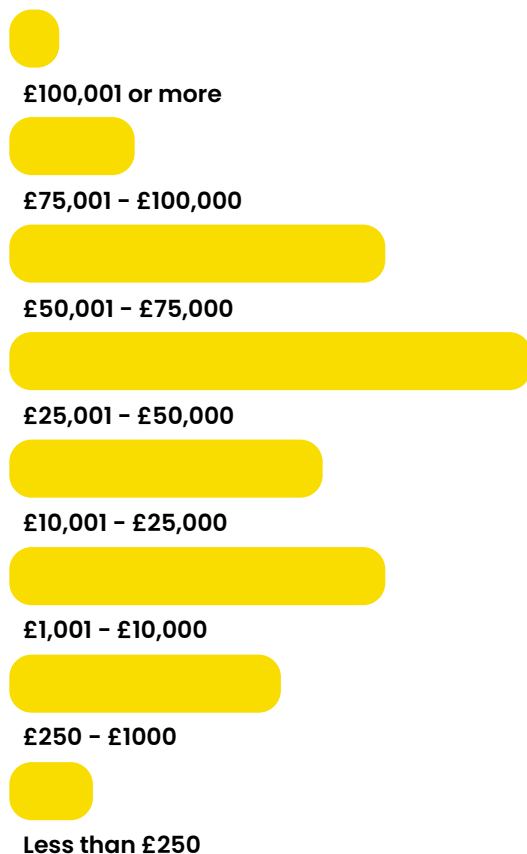
Grant LaFontaine,
Co-founder and CEO, Whatnot

The rapid rise of livestream shopping in Europe

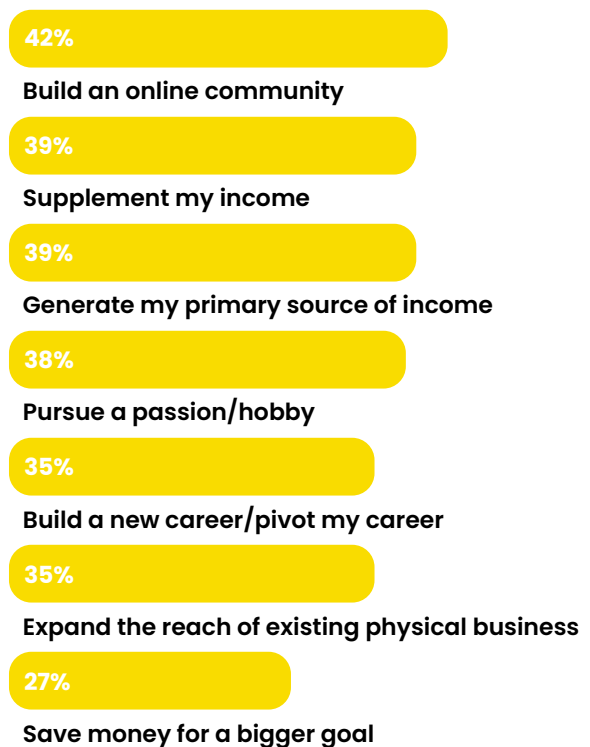
The Live Selling Economy:

- **Live selling creates new revenue streams.** 94% of European live sellers view the medium as essential for the success of their business, with the majority (59%) now driving over half of their total revenue through live selling.
- **Live selling generates meaningful income.** Almost two-thirds (65%) of live sellers earn more than £10,000 per month, and one in four earn more than £50,000 per month. That's an impressive potential revenue stream of £600,000 every year.
- **Live sellers are not solely driven by financial gain.** At least one in three sellers began live selling as a way to pursue their passions, and 35% embraced it as a means to pivot their careers into something more meaningful. Building an authentic community plays a crucial role in helping sellers stand out, and live selling proves to be a powerful tool for community-building, with 42% of sellers citing it as their primary reason for selling live.

Monthly revenue breakdowns

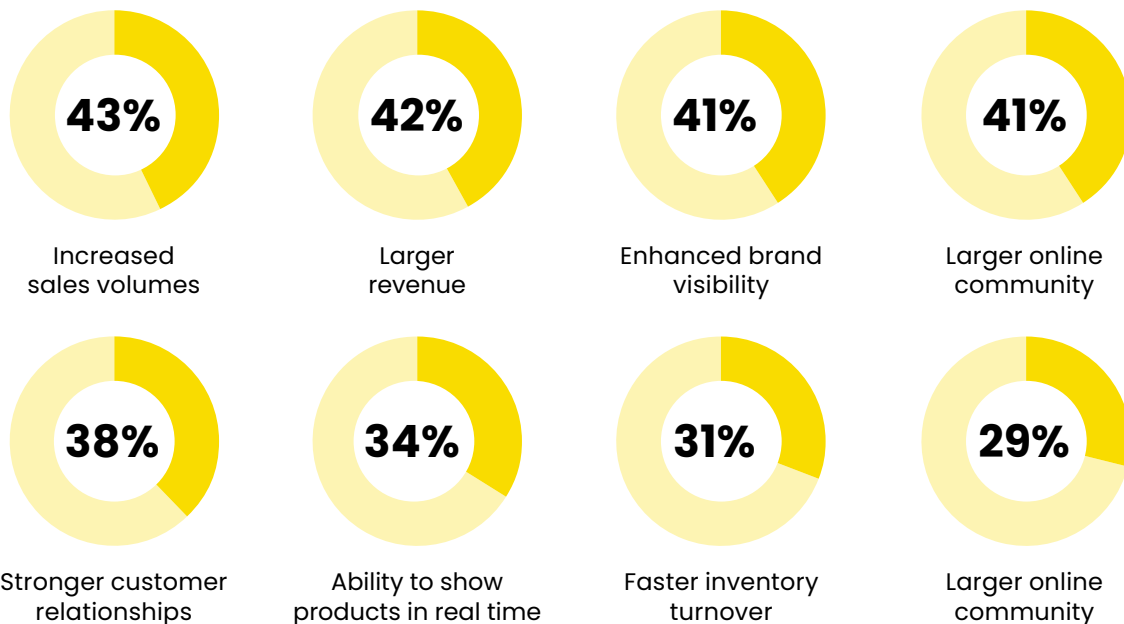


Reasons people sell



- **Live selling is a proven method for success.** 43% said increased sales volumes was a key benefit, and 42% saw larger revenue.

Notably, larger online communities (41%) and stronger customer relationships (38%) are also impressive benefits attributed to using live selling.



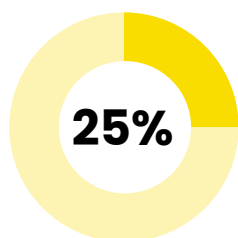
- **From clothing to collectibles, livestream platforms cater to all sellers.** Although the most common category for European live sellers is women's fashion (25%), sports collectibles and trading cards (22%), men's fashion (22%), and beauty products (21%) also rank highly.
- **Live selling creates jobs.** More than half of all business owners (52%) now dedicate teams of six or more people to their live shopping operations.
- **Opening the market to sellers.** Anyone is able to generate a primary or secondary income no matter where they're based. While just under half of Whatnot European sellers live in urban areas (46%), 30% live in rural areas and 25% in the suburbs, showing how geography or location doesn't impact creating a business.
- **Part-time sellers are also achieving success.** Most livestream sellers (55%) use live selling platforms at least three days per week, with the average seller spending about 15 hours per week going live.
- **The live shopping revolution is just beginning.** 78% of European live sellers plan to increase their livestream selling efforts over the next year. And there's never been a better time to start: only 9% of sellers have been going live for two years or more.

What Live Shoppers Want:

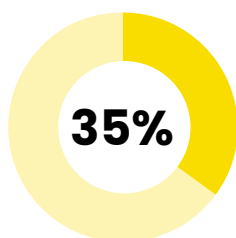
Live shopping is on the rise among consumers. 37% of European buyers said they are shopping more often on live platforms compared to the year prior.

From Gen Z to Boomer, everyone is buying in to live shopping. Only a quarter of all livestream shoppers are Gen Z. The rest are all Millennials or older. In fact, Boomers were the most likely of any generation to report positive experiences while live shopping.

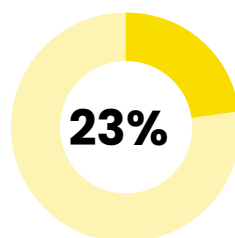
Livestream shopping users



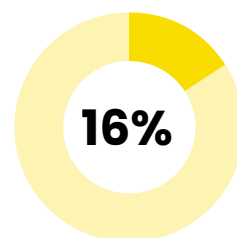
Gen Z



Millennial



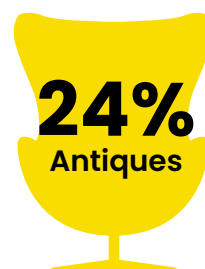
Gen X



Boomer

Live shoppers crave health and wellness products. More than one in four buyers (26%) actively seek out beauty, self-care, and health products through live platforms.

How many buyers shop for the following categories on livestream platforms?



The Whatnot Effect:

Whatnot's seller community is growing exponentially. The number of European Whatnot sellers grew 600% year-over-year.

There is always something to watch. Whatnot sellers in Europe host more than 20,000 hours of live shows a week on the platform.

Sales on Whatnot transcend borders.

Cross-border sales between the UK, France, and Germany have grown by an average of 40% month-over-month, with some markets seeing 60% of their sales from other countries.

Buyers are highly engaged: The average Whatnot user in Europe spends 65 minutes per day watching livestreams.

Dedicated live selling platforms are the future. European Whatnot sellers are more likely to achieve a sense of community on the platform than sellers on all platforms (65% vs 29%), grow larger communities (57% vs 41%), and develop stronger customer relationships (55% vs 38%). Meanwhile, frequent shoppers on Whatnot are also more likely to appreciate the social experience involved (78% vs 48%).



Shop 'Til You Drop: Whatnot in the UK

Sellers and buyers

The UK has embraced live commerce with remarkable enthusiasm. The number of sellers on Whatnot in the UK have surged 360% in just a year, demonstrating the strong appetite for this new way of buying and selling.

Local engagement is equally impressive. UK sellers hosted more than 400,000 hours of live content in 2024, which is the equivalent of watching every Marvel movie back-to-back 13,500 times, while viewers watched over 5 million hours of shows. The UK's livestream shopping boom reflects a fundamental shift in consumer behavior. Buyers are no longer just browsing – they're tuning in, engaging, and making purchases through real-time connections with sellers who share their passions.



What they're buying and selling

In the UK, at least ten **trading cards** are sold every minute on Whatnot. This high sales volume can be attributed to why the average UK **sports card** seller generates £270 per hour.

The UK has set countless records for those who follow the hobby. One trading card seller made history by pulling a 1/1 Daredevil Marvel card during a card break, worth an estimated value of £200,000. Meanwhile, a sports seller broke the record for the most items sold during a UK livestream by moving an astounding 3,300 sports cards in one show alone.

Fashion is the fastest-growing category in the UK, with a 90% average quarterly growth rate in sales in 2024. The vertical also stands out for its impressive sales volume, with UK sellers averaging 25 items sold for every hour they go live. Chanel ranks as Whatnot's most-purchased luxury handbag brand in the UK, while the most expensive item sold was a limited edition Omega Speedmaster James Bond watch for £5,200.

Sneakerheads abound in the UK, with **sneaker** enthusiasts spending 200,000 hours watching on Whatnot last year. Since July 2024, the number of sneaker sellers earning £10,000 or more a month on Whatnot has doubled.

Une fièvre acheteuse: Whatnot in France

Sellers and buyers

The French market has embraced live shopping with remarkable momentum. In 2024, Whatnot viewers in France watched over 1.3 million hours of live shows, while the number of French Whatnot sellers grew by nearly 650% year-over-year.

France's top sellers are seeing significant success. The top 30 sellers have each sold more than £83,000 in a calendar year. One French trading card seller generated nearly £581,000 after just a year and a half on Whatnot.



What they're buying and selling

Trading card games continue to perform well in France, with the number of specialist sellers on Whatnot growing approximately 150% quarter-over-quarter. The category also holds the record for the highest-selling livestream in France, with one seller moving an incredible £49,800 of Pokémon cards in a single show.

French **sports cards** sellers are highly active, going live for an average of 10 hours a week, while shoppers spend about £257 a month on cards.

As one would expect in perennially stylish France, **fashion** stands out as one of the market's fastest-growing categories, with sellers making an average of £2,490 a week. Luxury demand is particularly strong—Chanel and Dior were the most in-demand luxury brands on Whatnot in 2024, with search queries increasing by 850% compared to the previous year as iconic silhouettes regained popularity.

Not surprisingly, Hermès Kelly bags are also highly sought after. The highest-priced fashion sale in France was an Hermès Epsom Kelly Sellier 28 Black, which sold for £12,450. One French seller made £41,500 in just three hours selling luxury handbags, shipping to over 27 countries, including the US, Switzerland, and United Arab Emirates.

Shoppinglust: Whatnot in Germany

Sellers and buyers

When it comes to livestream shopping in Europe, Germany is leading the way. In 2024, German Whatnot users watched over 1.6 million hours of live shows, while the number of sellers increased by 30% month-over-month.

Success stories abound, showcasing the platform's potential for remarkable sales growth. One of the first sellers to join Whatnot almost doubled his annual sales to £2.8M this year, while another German entrepreneur generated £58,100 in trading card sales during a single seven-hour stream.



What they're buying and selling

Trading card games, like Pokémon and Magic the Gathering, are big in Germany. The average German trading card shopper spends £303 a month on Whatnot. One seller made history on Whatnot by breaking a £49,800 Legendary Collection box – a holy grail for Pokémon collectors. For the first time ever, auctions for these packs from this legendary box started at just £0.83, demonstrating Whatnot's unique ability to make rare items more accessible to a wider audience through live selling.

As for German **sports card** sellers, they sell an average of £374 for every hour they go live on Whatnot.

Since launching the category in 2024, **toys** have experienced rapid growth among German shoppers, with sales doubling each month. One Whatnot seller sold £8,798 of Star Wars Lego sets in just 1.5 hours.

Sneakers, a newer category in the region, launched in December 2024 with sales growing an average of 90% weekly. Leading German sneaker resellers, like Hypeneedz, quickly went live on Whatnot and found success. Fabian Arnold, the 23-year-old founder of the multi-million euro business, discovered Whatnot as a way to directly interact with and sell to his community live for the first time.

Meet Our Sellers: Whatnot Success Stories



"Whatnot not only saved our business, but also enabled us to finance a new shop on the same street as our existing one, and take on staff for both stores. We started selling on Whatnot to clear our unsold internet stock and since we launched, we've averaged €25k in sales per month and the highest amount on a live show was nearly €8.000! In one evening, we were able to make the same turnover on Whatnot as we do in one day on site with three days' preparation."

Anissa Maddi

FRANCE

[@petitmodell](#)

Fashion in France

£2,490

per week

Fashion stands out as one of the fastest-growing categories in France, with sellers making an average of €3.000 (£2,490) per week.

27

Countries

One French luxury bags seller shipped to over 27 countries in 2024, including the United States, Switzerland, and even United Arab Emirates.



"What I love most about Whatnot is the ability to sell to customers in multiple countries and the hassle-free shipping system. We went full-time with the business in the spring of 2024 and now both earn around £50k per year through Whatnot, specialising in sports and entertainment trading cards. We are now looking to expand our business with an independent website. Watching our monthly turnover exceed £1 million in late 2024 has been exciting."

Andrew Thomas

UK

[@tubmanbreaks](#)

TCG (Trading Card Games) in the UK

6

seconds

In the U.K, a trading card is sold every six seconds.

£200,000

estimated value

One TCG seller made history by pulling a 1/1 Daredevil Marvel card during a card break, with an estimated value of £200,000.



"We have been selling on Whatnot since November 2023 and have since seen our business revenue quadruple. It's been a huge success, and we were able to build an amazing community that cares for each other! Since joining Whatnot we have hired staff full time and sold over 40,000 items in just over a year, averaging £30K-£40K turnover per month, with our biggest show bringing in over £7000. We love helping people feel more confident after taking our advice, which makes us very proud and is worth getting up in the morning for."

Jon-Luc and Char

UK

[@jonlucandchar](#)

Beauty and Health in the UK

330%
per quarter

Since launching beauty last year, the number of new sellers joining Whatnot to sell beauty products through livestreams has increased by an average of 330% per quarter.



"We have been selling Pokemon TCG on Whatnot since December 2023, and I am grateful for the chance to turn my hobby into a profession and hire many of my friends, which creates an incredibly good working environment. Whatnot is a user-friendly platform that has significantly strengthened our company's revenue and provides us access to a broad and engaged customer base.

We were able to achieve a revenue of €60.000 in November solely on Whatnot, which is amazing considering our starting capital was €300."

Tom Lindemann
GERMANY
[@LindeStream](#)

TCG (Trading Card Games) in Germany

£303

monthly spend

The average German TCG shopper spends £303 per month on Pokemon and trading cards on Whatnot.

£49,000

on Whatnot

A German seller made history on Whatnot by breaking a £49,800 Legendary Collection box, a highly coveted Pokémon TCG set celebrated for its iconic reprints and the introduction of reverse holofoil cards. This set, released in 2002, is a grail for collectors due to its limited print run and inclusion of fan-favorite Pokémon like Charizard and Blastoise. For the first time ever, auctions for this legendary box started at just £0.83.

Conclusion

Livestream shopping is redefining how we buy, sell, and connect. In the next few years, brands, entrepreneurs, and small businesses who embrace it will lead the new era of commerce.

Whatnot is at the forefront of this revolution, fuelling rapid growth across key European markets. The UK, France, and Germany are seeing unprecedented adoption rates, with sellers reaching global audiences.

Live shopping is no longer an experimental trend but a core pillar of e-commerce. As more sellers embrace this model, dedicated livestream platforms will continue to gain prominence over social media-based alternatives, offering tailored solutions that enhance both seller success and buyer experience.

For businesses looking to deepen customer relationships, accelerate sales, and grow a loyal community, now is the time to invest in livestream selling. Join us at [whatnot.com](https://www.whatnot.com) to find out how you can be a part of the live selling revolution.

Visit **www.whatnot.com** to find out how you can be a part of the live selling revolution.



Methodology

The survey was conducted online by Opinium and Whatnot between December 10, 2024, and January 6, 2025. It targeted individuals aged 18+ who regularly host livestream shows, either in general or specifically on Whatnot at least once a week. The survey also included a consumer segment to gather insights on their behaviours. Participants were from the UK, France, Germany, Spain, the Netherlands, and Ireland, with a total of 3,723 respondents. The sample sizes varied across different countries and survey waves.

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