

Why You Should Launch on New Zealand's Leading Marketplace

Trade Me Marketplace Overview



Trade Me was established in 1999 as an auction-style website. It's now a transactional marketplace with over **2.3 million active members** and nearly 54 million sessions per month.

Consumers have helped Trade Me shift from being nationally focused to a global player. With demand from the member database for a wider range and more global brands, Trade Me opened the international seller program in 2013. Today, Trade Me receives 21.1 million monthly visits.

Eighty-eight percent of New Zealand adults 55 and younger now shop online. Despite inflation and lockdowns in the early 2020s, Kiwi e-commerce is looking up, as online spend is now at nearly \$1.5 billion — 51% higher than it was prior to the pandemic.

88%

88% of adults in New Zealand under 55 now shop online

Source: [Think with Google](#)

2.3M

Active users that visit Trade Me every month

Source: [Trade Me](#)

Is Trade Me For You?

Trade Me primarily targets cross-border sellers looking to expand their global reach. In New Zealand, demand is high for brands that are inaccessible or unobtainable locally or at a higher price point. This makes it easier to be price competitive in the current market.

Trade Me now has **5.6 million opted-in members** in a country of **5.2 million citizens**. It has also grown to include **8.2 million live listings**. With high market penetration, it is a prime marketplace for foreign sellers to expand.

The average age of Trade Me customers is 41, though Kiwi adults of all ages use the marketplace. More than 200 persona types allow for deep member segmentation using their views, searches, watchlists and onsite purchase. No matter your campaign, Trade Me has a persona to match it.

The Benefits of Listing on Trade Me



Seamless Rithum integration



No language barriers (English only)



Competitive commission rates



Fill supply gaps



Dedicated account or launch manager



Immediate access to NZ's largest shopping community



Freight network options

How to Launch on Trade Me

Launching with Trade Me is a simple process that can take three to four weeks:

- Arrange for B2C shipping to New Zealand
- Sign and return commercial agreement
- Begin your supported integration and build through a partner like Rithum
- Launch on Trade Me with support from [Managed Services](#) to maximise opportunities

Tip

Build up your product listings and content with keywords to ensure it's top of mind (and search) for consumers.

Trade Me's search functionality is largely driven by product titles. If you have a multi-marketplace presence, optimising your data for the specificities of each marketplace is paramount. With the help of Rithum business rules, you can tailor titles to the marketplace and ensure you include the most relevant information in your listings. This also increases the chances your items will display in search results.

Listing Must-Haves

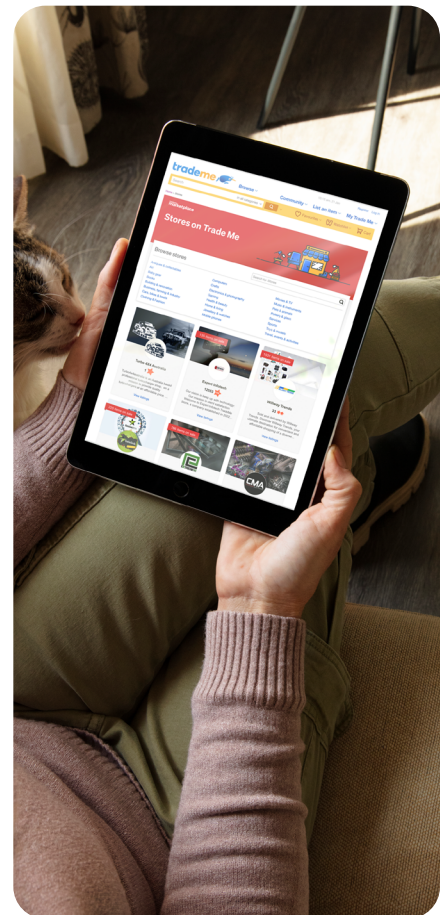
- Include a detailed product page
- Branding is key
- 80-character title
- 2,048-character description
- International shipping options
- Make your descriptions as appealing as possible to the consumer, especially if your brand is not well known in the NZ market. This will help drive conversions.

Announce Your Trade Me Partnership

Promote your marketplace launch with:

- Display advertising
- Targeted email advertising
- Monthly email
- External advertising (e.g., social or paid advertising)


Tip: Use buyer behaviour metrics to target your launch toward your core market. Utilise an exclusive Trade Me offer upon launch.



How Rithum Supports Trade Me

Rithum supports brands and retailers across Australia, the United States, Europe and Asia and has been integrated with Trade Me since 2012. We know that selling on an international marketplace can introduce new challenges. That's why having a scalable, automated, multichannel platform provider is essential for long-term success.

Through our integration, you can easily leverage custom reporting features and submit your product data feed — in your own language and currency. Plus, you can manage orders and returns (from any of your marketplaces) in one central platform.



Learn more and see the power of our marketplace integrations by requesting a demo today.

Request a Demo

[Check out the blog](#) | [See customer outcomes](#) | [Request a demo](#)