

Mercari Price & Volume Index Trends: September Edition

**Price Index for Sports Tickets Has #1 Jump,
Increasing to Roughly 180% YoY**

**Trading Cards and Musical Instruments & Accessories Categories
Newly Enter the Price Index Top 10**

Price Index for Loungewear & Pajamas Falls After Spiking in Popularity During the Pandemic

In this newsletter, Mercari Labs introduces September trends as seen by the Mercari Price & Volume Index.

September Headlines

1. The volume index for Musical Instruments & Accessories rose rapidly after the state of emergency was declared, and it has remained high ever since. The price index has also reached a record high.
2. The volume index for Trading Cards started increasing significantly in January 2020, and the price index remains stable.
3. The volume index for Loungewear & Pajamas jumped once people were asked to stay home due to COVID-19, but it is now on a downward trend.

Top 10 Item Categories With Large Price Index Changes in September 2022 (YoY)

Mercari Price Index Top 10 Price Jumps (YoY)				Mercari Price Index Top 10 Price Drops (YoY)			
No.	Item category (Top-level category)	YoY (Price index)	Compare d to August	No.	Item category (Top-level category)	YoY (Price index)	Compare d to August
1	Sports (Tickets)	180.2% 2.05	NEW	1	Concerts (Tickets)	87.5% 1.11	NEW
2	Events (Tickets)	134.8% 0.80	FELL 1 SPOT	2	Televisions & Video Devices (Electronics)	88.7% 1.36	FELL 1 SPOT
3	Accessories (Men's Fashion)	133.4% 1.55	SAME SPOT	3	Accessories & Watches (Handcrafted Items)	91.1% 1.28	NEW
4	Smartphones & Cell Phones (Electronics)	133.2% 1.93	SAME SPOT	4	Movies (Tickets)	93.0% 0.94	NEW
5	Trading Cards (Toys & Hobbies)	128.7% 1.82	NEW	5	Admission Tickets (Tickets)	93.6% 0.98	ROSE 2 SPOTS
6	Hats (Women's Fashion)	125.1% 1.47	FELL 1 SPOT	6	Loungewear & Pajamas (Women's Fashion)	93.7% 1.37	NEW
7	Watches (Men's Fashion)	123.8% 1.80	FELL 1 SPOT	7	Wigs & Hair Extensions (Women's Fashion)	94.5% 1.19	NEW
8	Musical Instruments & Accessories (Toys & Hobbies)	121.3% 1.61	NEW	8	Collectibles (Toys & Hobbies)	95.7% 1.07	NEW
9	Lighting (Home Decor)	120.7% 1.56	SAME SPOT	9	Other (Babies/Kids' Fashion)	96.5% 1.10	FELL 6 SPOTS
10	Accessories (Women's Fashion)	119.5% 1.72	FELL 2 SPOTS	10	Comics & Graphic Novels (Books, Music & Games)	98.4% 1.59	NEW

Note: The Top 10 Price Drops (YoY) only includes categories below 100%.

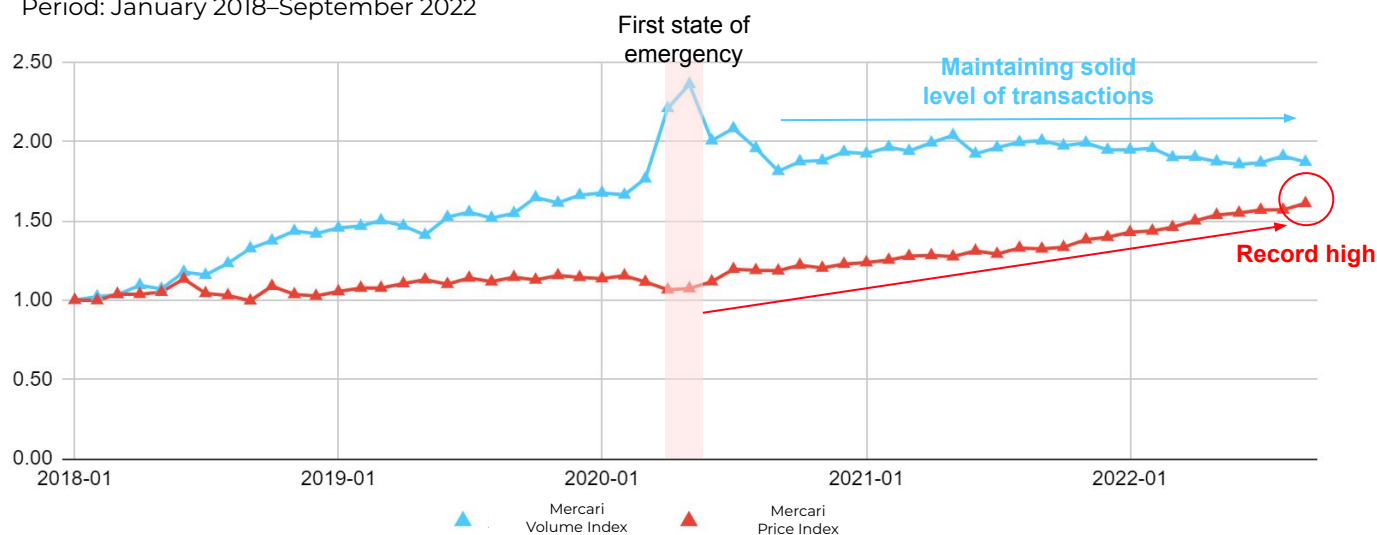
Highlight

**The volume index for Musical Instruments & Accessories rose rapidly after the state of emergency was declared, and it has remained high ever since.
The price index has also reached a record high.**

With people spending more time at home during the pandemic, there was an increase in people buying and selling musical instruments and accessories on Mercari. The volume index also jumped during the first state of emergency in March 2020. It has maintained this level ever since, meaning that there continues to be a solid number of transactions happening on Mercari in this category. The price index, on the other hand, did not have as sharp of a spike, but it has continued to gradually increase and is at a record high this month.

Musical Instruments & Accessories (Toys & Hobbies)

Period: January 2018–September 2022

**Highlight**

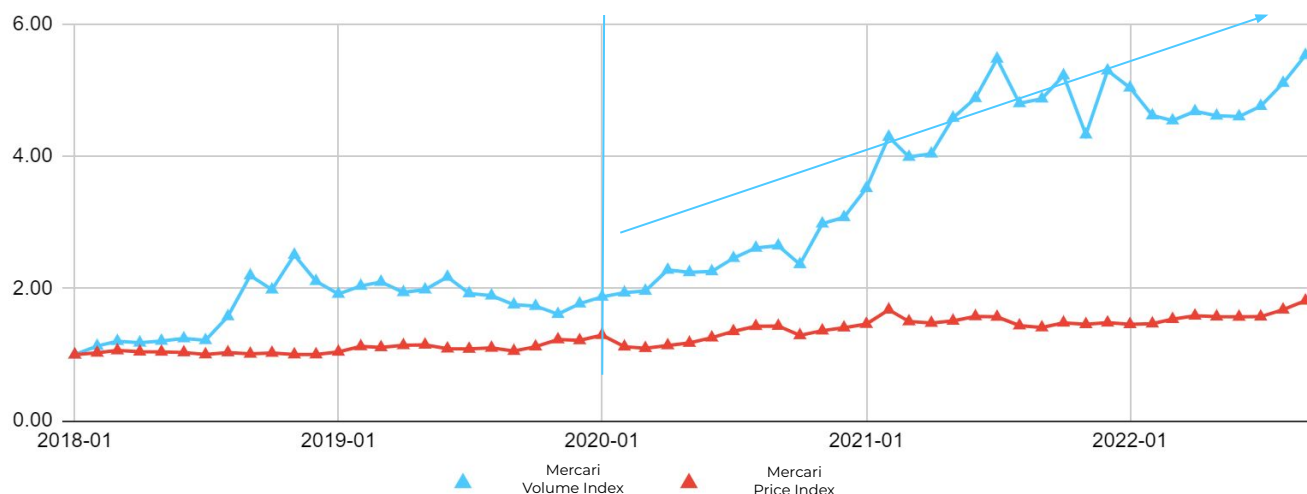
The volume index for Trading Cards started increasing significantly in January 2020, and the price index remains stable.

The Japan Toy Association released data on the size of the toy market in Japan in FY2021 to coincide with the International Tokyo Toy Show 2022 held on June 14, 2022. Among the 10 major categories, the market for card games and trading cards had the biggest growth—the market was worth 178.249 billion yen in FY2021, which is a 45.6% increase from the previous year. In other words, the market grew about 1.5 times larger in just one year. This growing popularity was also apparent on Mercari, with card games accounting for the majority of Mercari's trending words in 2020. Among them, the Pokémon and One Piece card games were especially popular.

Source: The Japan Toy Association's data on toy market size (only available in Japanese; <https://onl.tw/8M78L3w>); Mercari, Inc.'s 2020 trending words, announced in December 2020 (only available in Japanese; https://about.mercari.com/press/news/articles/20201202_trendwords/)

Trading Cards (Toys & Hobbies)

Period: January 2018–September 2022



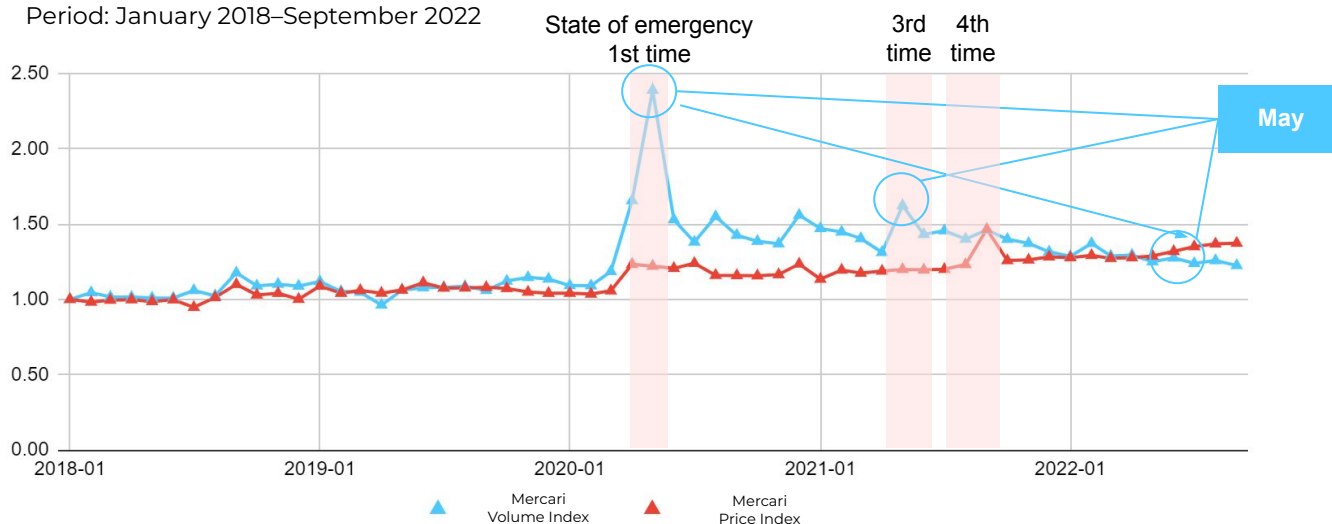
Highlight

The volume index for Loungewear & Pajamas jumped once people were asked to stay home due to COVID-19, but it is now on a downward trend.

When the first state of emergency was declared at the start of the pandemic, it triggered a spike in volume index for the Loungewear & Pajamas category. The volume index also had a small jump after the third state of emergency—the graph below shows that in both 2020 and 2021, there was an increase in transactions around May. However, this was not the case this year, and the volume index is overall on a decline.

Loungewear & Pajamas (Women's Fashion)

Period: January 2018–September 2022

**Comments**

Mercari, Inc.
Research Committee Member,
Mercari Labs

Akane Shiwa

After the first state of emergency was declared, we saw an increase in people buying and selling items under the Musical Instruments & Accessories category on *Mercari*. The volume index has maintained this level ever since, meaning that there continues to be a solid number of transactions happening on *Mercari* for this category. The price index is also gradually rising, perhaps indicating how there are higher quality musical instruments and accessories being sold on marketplace apps and the secondary distribution market at large, due to the increasing demand for such items. There are also more transactions happening in the Trading Cards category on *Mercari*, in tandem with the rising popularity in the primary distribution market. These cards have different designs and characteristics depending on the manufacturer, making them an appealing item for users to collect. There are also many people who purchase them as an investment, which is another reason why we believe there have been more users seeking them out on *Mercari*.

The volume index for the Loungewear & Pajamas category went up when the first state of emergency was declared and people were asked to stay home. There was another increase in transactions right after the third state of emergency in May 2021, but this May, we did not see this trend repeat. There is less of a need to stay home now, so we believe people are also buying fewer loungewear items and pajamas. With that being said, although this category is among the top 10 YoY price drops this month, it is important to note that this is mainly because the price index increased a bit in September 2021. Overall, the price index is on the rise.

Inquiries**Regarding Media Inquiries**

Information about the index is available to media outlets for use in reports and articles.

If you are interested in learning more, please contact us via the email address below.

Email: pr-mercari@mercari.com (Attn: Mercari PR Team)

Regarding Research Inquiries

We provide Mercari Price & Volume Index information to researchers and research institutions for use in research activities. If you are interested, please contact us by filling out the form below.

<https://onl.bz/LQyUgwN> *Note that we screen all information disclosure requests.

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