

Online Flea Market Sales On The Rise: Good News for Online Wholesalers

Online flea markets and classified sites have grown more than 80% in the past year, according to a [recent study](#) done by the [Pew Internet and American Life Project](#). In addition, approximately 1 in 6 American adults have sold something using the Internet, which equates to about 25 million people.

Taking advantage of this growing trend is extremely important if you plan on being competitive in the online flea market game. For instance, [Craiglist.org](#) had more than eight thousand unique visitors in September of 2005 (the top auction, classified and flea market site on the web for the same time frame) with [Trader Publishing Company](#) a close second. With this many people using what technically are online versions of the flea market concept, you have a bevy of qualified, interested users constantly at your fingertips. Combine this with other, related Internet technologies (such as e-commerce and e-storefronts) and you have a win-win situation for many online wholesalers. Some other benefits of selling in the online buy and sell marketplace:

- Minimal Investment: The initial outlay for wholesalers looking to resell wares through flea markets is low, at best. Plus, if you find [drop shippers](#) who can provide you with the product(s) your customers want, your initial investment drops even further, since you don't have to carry any inventory.
- Low Skill Set Required: Except for some highly specialized collectors or items (such as comic books or [antiques](#)), most online flea market sellers can get by with only minimal knowledge regarding the products they sell. Other than learning how to run an online business, almost anyone can get started easily.
- Highly Flexible: Buying and selling high-demand items online is a very flexible business opportunity. You can work from home, on your own time, at times that are the most convenient for you – not your bosses.

Whether you choose to sell [apparel](#), [electronics](#), [toys](#) or [handbags](#) (or all four!), the message is clear: the online marketplace for flea market items is growing, and shows no sign of slowing down anytime soon.