

eBay vs Facebook Marketplace: Which Is Better For Sellers?

If you are deciding where to sell, eBay and Facebook Marketplace look like rivals, but they are really two very different tools that happen to overlap. eBay is a national (and global) search marketplace built for shipping items to buyers anywhere, with deep demand for niche and collectible goods, robust infrastructure, and fees to match. Facebook Marketplace is a local-first, social marketplace with rock-bottom fees, enormous casual reach, and a buyer base that mostly wants to drive over and pick something up. Ask "which is better?" and the honest answer is: it depends on *what you sell* and *how you want to sell it*, and for many sellers, the best answer is both.

This guide compares the two platforms across the dimensions that actually decide your profit: fees, reach, shipping, and net earnings. You will see worked examples showing how the same item can earn more on one platform than the other, a breakdown of which products thrive where, and a clear framework for choosing. Everything reflects each platform's structure as of mid-2026; fees and features change (Facebook in particular has adjusted its selling fee before), so always confirm current terms in eBay Seller Hub and Facebook Commerce Manager before pricing.

Key takeaways

- **Facebook Marketplace wins on fees:** 0% on local pickup (you keep 100%) and about 5% on shipped items, versus eBay's roughly 13.6% plus a per-order fee.
- **eBay wins on reach and infrastructure:** around 135 million active buyers nationwide and worldwide, powerful search, sold-price data, shipping tools, and strong buyer/seller protection.
- **Facebook is best for bulky, heavy, and local items** (furniture, appliances) where zero fees and no shipping create the highest profit; **eBay is best for shippable, niche, and collectible items** where national demand drives higher prices.
- **Fees are only part of profit.** The price a platform's audience will pay, and your shipping cost, often matter more than the fee percentage.
- For many sellers, the smartest strategy is **using both:** bulky/local on Facebook, lightweight/niche on eBay.

1. Platform Overview

To compare fairly, you have to understand that eBay and Facebook Marketplace are built on opposite premises.

eBay is a dedicated e-commerce marketplace organized around *search*. Buyers come with intent, type what they want, and eBay's algorithm surfaces matching listings from sellers anywhere in the country or the world. eBay reaches roughly **135 million active buyers**, and

crucially, those buyers are shopping, often for specific, hard-to-find, or collectible items they cannot get locally. eBay provides the full apparatus of a real marketplace: integrated shipping labels at discounted commercial rates, managed payments, detailed sold-listing data so you can price accurately, an auction format for rare goods, and strong, structured buyer and seller protection. All of that infrastructure is why eBay's fees are higher: you are paying for access to a national audience and a system that handles the hard parts.

Facebook Marketplace is a *social* marketplace woven into an app that billions of people already open every day. There is no separate destination to visit; listings appear in a section of Facebook and surface in users' feeds, and well over a billion people browse Marketplace. But its DNA is **local**. Marketplace was designed for neighbors to buy and sell within driving distance, and Facebook's algorithm openly favors nearby listings. The reach is enormous but casual: most Marketplace users are not dedicated shoppers hunting a specific SKU, they are browsing what is for sale around them. Facebook offers minimal infrastructure compared with eBay, leaner analytics, no fulfillment network, weaker and less structured dispute resolution, and far lighter seller protection, in exchange for almost no fees.

In short: eBay is a national storefront with tools and rules; Facebook Marketplace is a local classifieds board with a billion-person audience and very little overhead. Those identities drive every other difference.

Reach and audience: size isn't everything

It is tempting to declare Facebook the reach winner because more people use it, but raw audience size is the wrong measure. What matters for a seller is **how many of those people will buy your specific item, at a good price, soon**. On that measure, the two platforms differ in kind, not just degree.

eBay's audience is smaller in absolute terms (around 135 million active buyers) but is concentrated, intent-driven, and national-to-global. Someone searching eBay for a "1980s film camera" or a "size 11 vintage work jacket" wants exactly that, and eBay will show your listing to that person wherever they live. This is **demand depth**: for any niche item, eBay aggregates the small number of interested buyers scattered across the whole country into one searchable pool. That depth is precisely what lets niche items sell, and sell for more.

Facebook Marketplace's audience is vastly larger but **shallow and local for any given item**. Its billion-plus users are mostly browsing, not hunting, and the algorithm shows them what is nearby. For a common item with broad local appeal, a couch, a bike, a dresser, that local crowd is plenty, and items can sell within hours because so many nearby people see them. But for a niche item, the handful of local people who happen to want it may be zero, and Facebook has no good way to connect you with the interested buyer three states away. So Facebook's reach is enormous for *mass-appeal, local* goods and weak for *niche, dispersed-demand* goods.

There is also a **speed dimension**. Because Marketplace listings surface instantly to a large local audience in the feed, common items often sell faster on Facebook than on eBay, sometimes the same day. eBay sales can take longer as the right buyer searches and finds you, but eBay is far more likely to *eventually* sell an obscure item that has no local market at all. Fast-but-local versus slower-but-national is a real trade-off, and the right side depends entirely on what you are selling.

The bottom line on reach: Facebook offers more eyeballs but mostly local, casual ones; eBay offers fewer but more motivated, geographically unlimited ones. For mass-market local goods, Facebook's reach is an advantage; for niche goods, eBay's targeted, national reach is worth more than Facebook's larger but local crowd.

2. Fee Comparison

Fees are the most clear-cut difference, and Facebook Marketplace wins decisively on paper.

Facebook Marketplace fees (2026):

- **Local pickup: 0%**. When a buyer meets you in person and pays directly, Facebook takes nothing, no selling fee, no listing fee, no processing fee. You keep 100% of the sale price. This is one of the only ways to sell anything at any major platform for free.
- **Shipped (via Facebook Checkout): about 5%**, with a minimum of roughly \$0.40 (the minimum makes very cheap items effectively cost more than 5%). This rate is **all-inclusive**: it covers the platform fee, payment processing, and buyer/seller protection in one number. The fee applies to the total collected, including shipping and tax.
- **No listing fees, no subscriptions, no store tiers, and no category-based variation**, a \$50 pair of shoes, a \$50 tool, and a \$50 piece of art all incur the same fee.

(One caveat: Facebook has changed this selling fee in the past, and shipping/checkout access can vary by account and region. Confirm your current rate in Commerce Manager.)

eBay fees (2026):

- A **final value fee of about 13.6%** for most categories (ranging roughly 3% to 15% by category), **plus a per-order fee** of \$0.30 on orders of \$10 or less or \$0.40 on orders above \$10. Payment processing is included in this fee.
- The fee is charged on the **total**, including shipping.
- Optional costs can add up: a **Store subscription** lowers the fee modestly, while **Promoted Listings** ad fees stack on top if you advertise.

Here is the contrast at a glance:

	Facebook Marketplace	eBay
Local sale fee	0%	Not applicable (eBay is ship-based)
Shipped sale fee	~5% (min ~\$0.40), all-inclusive	~13.6% + \$0.30-\$0.40 per order
Listing fee	None	None (within free listing allotment)
Subscription	None	Optional Store (lowers fee)
Category variation	None (flat)	Yes (varies by category)
Payment processing	Included in 5%	Included in final value fee

Worked fee example (a \$200 shipped item): On Facebook Marketplace, the 5% fee is about **\$10**, leaving \$190 before shipping. On eBay, roughly 13.6% plus \$0.40 is about **\$27.60**, leaving \$172.40 before shipping. And if that \$200 item sells **locally** on Facebook, the fee is **\$0**, you keep the entire \$200. On fee math alone, Facebook wins at every price point, and wins overwhelmingly for local sales. But fee math is not the whole profit picture, which is where it gets interesting.

3. Profit Comparison

Your actual profit is not just sale price minus fees. It is:

$$\text{Sale price} - \text{product cost} - \text{fees} - \text{shipping cost} = \text{net profit}$$

That means three things beyond fees decide your earnings: the **price the platform's audience will actually pay**, the **shipping cost** (or its absence), and the fee. Facebook's lower fees are powerful, but eBay's larger, intent-driven, national audience can produce **higher sale prices**, especially for niche items, and that can more than offset its higher fees. Let's see both effects with examples.

Example 1: A bulky item (Facebook wins big). You buy a mid-century dresser at an estate sale for \$40.

- *eBay:* You list it at \$250, but freight shipping for heavy furniture runs about \$80, and the fee is about \$34.40. Net = \$250 - \$40 - \$80 - \$34.40 = **\$95.60** (and large-item shipping is a hassle and damage risk).
- *Facebook (local):* Local buyers expect a slightly lower price, so you list at \$200, but there is no shipping and no fee. Net = \$200 - \$40 = **\$160**.

Facebook nets you **\$64 more** despite the lower sticker price, because zero fees and zero shipping crush eBay's economics on heavy goods. This is Facebook Marketplace's home

turf.

Example 2: A niche collectible (eBay wins on realized price). You buy a vintage camera for \$25.

- *eBay*: A national and global base of camera collectors, plus sold-price comps and the option to let demand set the price, gets you a \$150 sale. Fee about \$20.80, shipping about \$12. Net = $\$150 - \$25 - \$20.80 - \$12 = \mathbf{\$92.20}$.
- *Facebook*: Local demand for a specific vintage camera is thin, so locally it might fetch only \$90 (net \$65 at zero fees) or simply not sell. Listed shipped, it *could* match \$150 (and Facebook's 5% fee would actually net you more on an identical price), but the real problem is that Facebook's casual, local audience is far less likely to *produce* that \$150 in the first place.

This is the crucial nuance: **eBay's higher fee buys access to demand that achieves higher prices for niche items.** The platform that nets the most is the one that both sells the item *and* sells it for more, not just the one with the lower fee.

Example 3: Mid-priced electronics (it depends on the sale type). A used \$200 device:

- *Facebook local*: Cash on pickup, \$0 fee, no shipping, and no shipping-related "item not as described" dispute risk. You keep \$200 minus your cost, the cleanest possible sale, *if* a local buyer exists.
- *eBay*: About \$27.60 in fees plus shipping, but access to national demand and strong buyer/seller protection for a category prone to disputes. Better when there is no local buyer or you want the protection a structured platform provides.

The pattern across all three: **Facebook maximizes profit when the item is bulky, local, or you have a ready local buyer; eBay maximizes profit when national demand lifts the price or shipping is cheap relative to value.** Fees tell you who wins the subtraction; reach and shipping tell you who wins the whole equation.

Example 4: Brand-name clothing (reach beats fees). You source a brand-name jacket for \$5.

- *eBay*: National search means a buyer looking for that exact brand and size finds you. It sells for \$35; fee about \$5.16, shipping about \$5. Net = $\$35 - \$5 - \$5.16 - \$5 = \mathbf{\$19.84}$.
- *Facebook*: The 5% shipped fee would be just \$1.75, far less than eBay's cut, so on an identical \$35 sale Facebook nets more. But local demand for one specific jacket in one specific size is thin, and Facebook's clothing buyers are fewer and more casual. The item may sit unsold or only move at a steep local discount.

Once again the lower fee does not decide it: eBay's targeted reach is more likely to *produce* the \$35 sale for a specific garment. (For clothing specifically, dedicated fashion platforms

like Poshmark and Mercari are also worth considering, but between these two, eBay's search usually beats Facebook's local browse.)

A note on speed. Profit per sale is not the only goal, how fast your cash recycles matters too. Common, mass-appeal items frequently sell *faster* on Facebook because they surface instantly to a large local audience, which can make a slightly lower net worthwhile if it turns your inventory over quickly. Niche items, by contrast, may sell slowly on eBay but would never sell locally at all. Factor turnover speed alongside per-sale profit when you decide where to list.

4. Shipping Comparison

Shipping is where the platforms' different identities show most clearly.

eBay is built for shipping. Through eBay Labels, you buy discounted commercial-rate labels (often 15–30% below retail) for USPS, UPS, and FedEx right inside the order, with tracking and insurance handled automatically. eBay's whole model assumes the item travels to a distant buyer, so the tools are mature: rate calculation by weight, dimensions, and the buyer's zone; cubic and Flat Rate options; and the choice of charging the buyer (calculated/flat shipping) or absorbing it (free shipping built into the price). For lightweight, shippable goods, this national logistics system is a genuine advantage, it lets you sell to the highest bidder anywhere.

Facebook Marketplace is built for local pickup. The default and dominant mode is meeting a buyer in person, which means **no shipping cost at all** and no packaging, the single biggest reason bulky items are so profitable there. Facebook *does* offer shipping for items sold through its checkout: it provides prepaid labels through USPS and UPS partners, and the buyer typically pays the shipping cost at checkout (or you can arrange your own shipping and even use a commercial-rate service for cheaper labels). But shipped listings get less algorithmic favor than local ones, and the audience skews toward people who would rather pick up nearby. So while you *can* ship on Facebook, the platform's strength is letting you *avoid* shipping entirely.

The practical implications:

- **For heavy or bulky items** (furniture, appliances, exercise equipment), Facebook's local pickup is transformative: an item that would cost \$50–\$100+ to freight on eBay ships for free across town, and pays no fee. eBay is often simply uneconomical for these.
- **For lightweight, high-value, or niche items**, eBay's shipping infrastructure and national reach win: a small collectible ships cheaply to a motivated buyer two states away who pays a premium a local audience never would.
- **For mid-weight goods**, it is a genuine toss-up that comes down to whether you have local demand and how much shipping would eat.

A note on protection tied to shipping: eBay's structured system and managed payments give both parties defined protections and dispute paths. On Facebook, **local cash sales carry no purchase protection** (Facebook never touched the payment), while shipped checkout sales include protection within that 5% fee. This matters for higher-value or dispute-prone items.

5. Which Products Work Best?

Because the platforms excel at opposite things, the smartest sellers match the item to the channel. Here is how the major reseller categories sort out.

Best on Facebook Marketplace (local, bulky, or low-margin-if-shipped):

- **Furniture** (sofas, dressers, tables): heavy, expensive to ship, strong local demand, zero fees. Ideal.
- **Large appliances and exercise equipment**: same logic, shipping would destroy the margin.
- **Home goods, décor, and bulky household items**: cheap to source, easy local sales.
- **Mid-to-high-value items with local demand** (some electronics, tools, bikes): cash pickup avoids fees and shipping disputes.
- **Quick, low-value local flips**: items not worth the effort of packing and shipping.

Best on eBay (shippable, niche, national demand):

- **Collectibles, trading cards, vintage, and antiques**: a national/global base of motivated buyers pays prices local browsers never would, and sold comps help you price.
- **Brand-name clothing, shoes, and accessories**: specific brands and sizes find their buyer through national search far better than local browsing (though Poshmark and Mercari also compete here).
- **Small electronics, parts, and specialty/hobby gear**: lightweight, niche, and demand is nationwide.
- **Anything rare or hard to value**: the auction format and deep buyer pool find the true market price.
- **Items with no local demand**: if nobody nearby wants it, eBay's reach is the only way to sell.

The cross-listing strategy. Many experienced sellers do not choose, they use **both**, a tactic sometimes called platform arbitrage. They source bulky items and sell them locally on Facebook for zero fees and no shipping, while listing lightweight, niche, and collectible items on eBay (and often Mercari/Poshmark) where national demand and the auction format drive higher final prices that more than offset the fees. Some even cross-list the

same shippable item on multiple platforms to capture whichever audience buys first, just be sure to remove a listing promptly once it sells to avoid accidentally selling it twice. The lesson is not "pick a winner" but "route each item to the platform where it nets the most."

6. FAQ

Is eBay or Facebook Marketplace cheaper for sellers?

Facebook Marketplace is far cheaper on fees: 0% for local pickup and about 5% for shipped items, versus eBay's roughly 13.6% plus a per-order fee. But "cheaper" is not the same as "more profitable," because eBay's larger, intent-driven audience can sell niche items for higher prices, and its shipping tools matter for goods you must ship. Cheaper fees win for local and bulky items; eBay's reach can win for everything else.

Which platform has more buyers?

It depends how you count. eBay has around 135 million active buyers who are specifically there to shop, often for particular items. Facebook Marketplace reaches a larger raw audience, over a billion people use it, but that audience is more casual and strongly local. eBay offers focused, national/global shopping intent; Facebook offers massive but mostly local, browsing-style reach.

Do you pay fees on Facebook Marketplace?

Only for shipped sales. Local pickup transactions have no fee at all, you keep 100% of the price. Shipped items sold through Facebook Checkout cost about 5% (minimum around \$0.40), which is all-inclusive of payment processing and buyer/seller protection. There are no listing fees or subscriptions either way.

How much does eBay take per sale?

For most categories, about 13.6% of the total (including shipping) as a final value fee, plus a per-order fee of \$0.30 (orders \leq \$10) or \$0.40 (orders $>$ \$10), with payment processing included. Some categories differ, a Store subscription lowers the rate slightly, and optional Promoted Listings fees add on top if you advertise.

Which is better for selling furniture and large items?

Facebook Marketplace, clearly. Bulky items are expensive and risky to ship, and on eBay shipping plus fees can wipe out most of your profit. On Facebook, local buyers pick up in person, so there is no shipping cost and no selling fee, often netting far more even at a lower sticker price.

Which is better for collectibles and niche items?

eBay, in most cases. A national and global base of motivated buyers, an auction option, and

sold-price data help niche and collectible items sell for prices a casual local audience rarely matches. The higher fee is frequently outweighed by the higher final price eBay's reach achieves.

Is Facebook Marketplace safe for sellers?

It carries more risk than eBay for shipped or high-value sales, because local cash transactions have no purchase protection and dispute resolution is lighter. For local sales, meet in safe public places, take cash or verified payment, and beware common scams. Shipped checkout sales include some protection within the 5% fee, but eBay's structured protection is stronger overall.

Should I use both platforms?

For many sellers, yes. Using both lets you route each item to its best channel: bulky, local, or low-value goods on Facebook (zero or minimal fees, no shipping), and lightweight, niche, or collectible goods on eBay (national demand and higher prices). Just track your listings carefully to avoid double-selling a cross-listed item.

Does shipping cost more on one platform?

The label cost itself is similar (both can access commercial USPS/UPS rates), but the *role* of shipping differs. eBay is built around shipping and makes it easy nationwide; Facebook is built around local pickup, where shipping cost is often zero. So Facebook is cheaper precisely because it lets you avoid shipping, while eBay's value is enabling shipping to distant, higher-paying buyers.

Which platform is better for beginners?

Facebook Marketplace is the easier, lower-risk place to start, especially for selling unneeded household items locally with no fees and no shipping to learn. eBay has a steeper learning curve (listings, shipping, fees, metrics) but unlocks national demand and is the better long-term home for a shipping-based reselling business. Many beginners start local on Facebook and add eBay as they scale.

Can I list the same item on both platforms at once?

Yes, and many sellers do, it is a common way to capture whichever audience buys first, particularly for shippable items with both local and national appeal. The one rule is discipline: the moment an item sells on one platform, remove it from the other immediately so you do not accidentally sell the same item twice and have to cancel an order, which can hurt your standing (especially on eBay, where defects affect your seller metrics). Cross-listing tools exist to automate this delisting, but careful manual tracking works fine at low volume.

Do I need a business account to sell on either platform?

No. Both platforms let individuals sell as ordinary users, and you can begin casually on either with a personal account. As you grow, eBay offers optional Store subscriptions that lower fees and add tools, and serious sellers on either platform should track income for tax purposes (both may issue tax forms once you cross reporting thresholds). But there is no business-account requirement to start, you can list your first item today on either one.

7. Conclusion

So, eBay or Facebook Marketplace, which is better for sellers? The cleanest answer is that they are better at different jobs, and the right choice follows the item, not the brand.

Facebook Marketplace is the low-fee, local-first champion: zero fees on pickup, about 5% on shipped sales, and a billion-strong casual audience that makes it unbeatable for furniture, appliances, and any bulky or local item where avoiding shipping and fees is the whole game. eBay is the higher-fee but higher-reach marketplace: roughly 13.6% plus a per-order fee buys access to about 135 million intent-driven buyers nationwide and worldwide, mature shipping tools, sold-price data, and real protection, which makes it the place where niche, collectible, and shippable items command prices a local crowd never would.

The trap to avoid is judging the platforms on fees alone. A lower fee does not guarantee a higher profit, because your real earnings depend just as much on the price the audience will pay and what shipping costs you. Facebook's free local sales win decisively on heavy goods; eBay's national demand frequently wins on niche goods even after its bigger cut, because it sells the item, and sells it for more. The whole profit equation, not the fee line, is what to optimize.

For most sellers, the best move is not to pick a side but to use each platform for what it does best: list bulky, local, and low-value items on Facebook Marketplace to keep nearly everything, and list lightweight, niche, and collectible items on eBay to reach the buyers who will pay top dollar. Match each item to the channel where it nets the most, manage your listings so you never double-sell, and you stop choosing between the two platforms and start letting both work for you, each doing the job it was built for.

Platform fees, reach, and features reflect figures published as of mid-2026 and change over time; Facebook has adjusted its selling fee before, and eBay updates category rates periodically. Exact costs depend on category, item price, shipping, and account specifics. Always verify current terms in eBay Seller Hub and Facebook Commerce Manager before pricing. This guide is general educational information, not financial advice.