

One of the biggest markets on eBay Australia is electronics, including portable devices like iPod mp3 players and iPhones, as well as games consoles like the X-Box 360, Playstation 3, and Nintendo Wii. If you sell on eBay in the electronics environment, product knowledge, and experience with the eBay product cycle is key, especially when the turnover rate on the next new gadget is very transient. I say the eBay product cycle because the dynamic ebay marketplace is a very different marketplace to retail stores.[{readmorelink}](#)...click to continue{/readmorelink}

Like other products, eBay electronics sales follows a particular model that involves opening price, the interaction of supply and demand, and a closing price. The difference to other categories is the initial spike in demand. When new products are released, they can be hard to find in retail electronics stores. We have seen this time and time again with Nintendo Wii, iPods, and apple iPhones. During this time eBay auctions of these electronic goods can sell for above the retail prices, and (depending on your supplier or drop shipping arrangement) can result in high profits. Of course predicting how much demand there will be for the latest electronic goods to hit the market requires someone who enjoys keeping up with the technology scene!

In the second phase the supply of the latest games, or iPhone catches up to demand. eBay sales will still be strong, but sales prices will be closer to the retail stores. This is the time to work out a cheaper price with your supplier! Some electronics products can sell on eBay Australia for years such as X-Box and Playstation games consoles. Others don't hold our attention, and can leave an eBay seller with hard to move stock.

The last stage is when demand reduces and second hand units hit the market. This can be due to a new, better, faster model on the market, or the electronic gadget just doesn't hold our attention, like some games. If your good, you will know when this happens and have the new model in stock and on your eBay auctions!

So where in the ebay product cycle is your electronic gizmo's and gadgets? The most important piece of information is the last auction of the product you are selling. Simply compare the prices on eBay auctions with the retail stores. The hard part is knowing what will be the hottest electronics on eBay in a months time, and ordering the right amount of stock.

So to be a top seller of eBay iPods, games and electronics, watch for new products coming on the market, know where your products are in the eBay product cycle and manage your stock and suppliers well.