

# Kleinanzeigen Electronics

## Insights



**14** million  
unique users per month



**1,54** million  
unique user per day



**56** %  
with a net household income  
of 3,000€ per month or more



**46** % female  
**54** % male



**64** %  
of users between  
20 and 49 years old

**24** %

of users like to try out new tech