

# Kleinanzeigen Fashion & Beauty

## Insights



**10.28** million  
unique users per month



**1.12** million  
unique users per day



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



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



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



**66%**  
of users say that they  
value brand products