

# C2C

**Consumer-to-consumer e-commerce** typically consists of transactions between consumers through a third party, for example online auctions. A consumer posts an item for sale, other consumers purchase it. The platform as a intermediary generally charges a commission. One of the most popular C2C platforms is [eBay](#).

## See also

- [B2C](#)
- [Online Marketplaces](#)

## Reference

Gabler Verlag (Herausgeber), Gabler Wirtschaftslexikon, Stichwort: Consumer-to-Consumer-Markt:<http://wirtschaftslexikon.gabler.de/Archiv/4486/consumer-to-consumer-markt-v8.html>

From:  
<http://en.ecommercewiki.info/> - **E-Commerce Wiki**

Permanent link:  
<http://en.ecommercewiki.info/glossary/c/c2c>

Last update: **2011/05/13 13:31**

