



Biologists
WITHOUT BORDERS

2025 Online Ivory Listed for Sale in the United States



February 2025

Photo credit: Shannon Wild



Introduction

This report is a summary of our eighth year of searches for online vendors and auction sites listing ivory items for sale. As with previous summary reports (BWB 2018, 2019, 2020, 2021, 2022, 2023, 2024), the purpose was to identify sellers and to assess the current scope and locations of the online ivory trade in the US.

All our reports and intel are submitted to State and Federal wildlife agencies, which have already resulted in seven successful prosecutions. In addition, we are collaborating with the National Whistleblowers Center and the Department of Homeland Security, which are also studying our data and pursuing prosecutions. Our data help analysts to understand the extent and distribution of the illegal ivory trade - which is often driven by global organized crime syndicates.

Survey Methods

We again limited our internet searches for ivory items to those offered by US-based sellers and auction sites (vendors). Searches were conducted daily between January 1 to December 31, 2025 and divided into six search periods for analysis. We used keywords (i.e., ivory, tusk) to search for target items being advertised or sold by a range of online vendors, including independent vendors (auction and non-auction), and large auction and non-auction sites. We also utilized the automated keyword search feature at three prominent auction platforms (i.e., AuctionZip, Invaluable, Liveauctioneers). This feature provided email alerts when items matched our keywords, which allowed for thorough and continuous coverage.

Our surveys methods (i.e., search protocols and criteria, data collection and analysis) were the same as in prior years and detailed in our 2018 report (BWB 2018). We also compared the results of the 2025 data with our past reports, wherever possible.

Results

Our year-long internet search yielded 1418 ivory items offered by 104 vendors based in 27 states. This year seven vendors were reported on our mobile App: *i of the elephant* (which were excluded from our yearly comparable analyses). The highest number of vendors selling ivory were found in Florida (19), California (9), Pennsylvania (7), Texas (7), New York (6), Ohio (6), Massachusetts (6), and Arizona (5) (Figures 1 and 2). The highest number of items for sale were found in Florida, Virginia, Arizona, Massachusetts, Ohio, Pennsylvania, and Maine, respectively (≥ 85 items) (Figures 1 and 3). Carved ivory figures were the most common items encountered across all states.

Online vendors again varied in size from large-worldwide operations to small independent sellers. Aggregator auction websites, which offer multiple sellers an online platform to access a much larger audience, represented over 95% of the online market. The top three

aggregator websites were AuctionZip, Invaluable, and Liveauctioneers. Vendors often listed items on multiple aggregate auction sites. Table 1 presents the online vendors and auction sites that had the highest number of items for sale and the greatest number of listings over the 12-month survey.

The number of newly found vendors selling ivory in 2025 was higher than in the last two years (Figure 4). The number of listed items was much higher than in the last five years (Figure 4). As in previous years, most of the vendors referred to their advertised ivory items as being “antique,” or “vintage,” “from 1900 century”, or “pre-ban” - but none provided documentation of legal import. The states without ivory bans often stated the items could not be sold out-of-state.

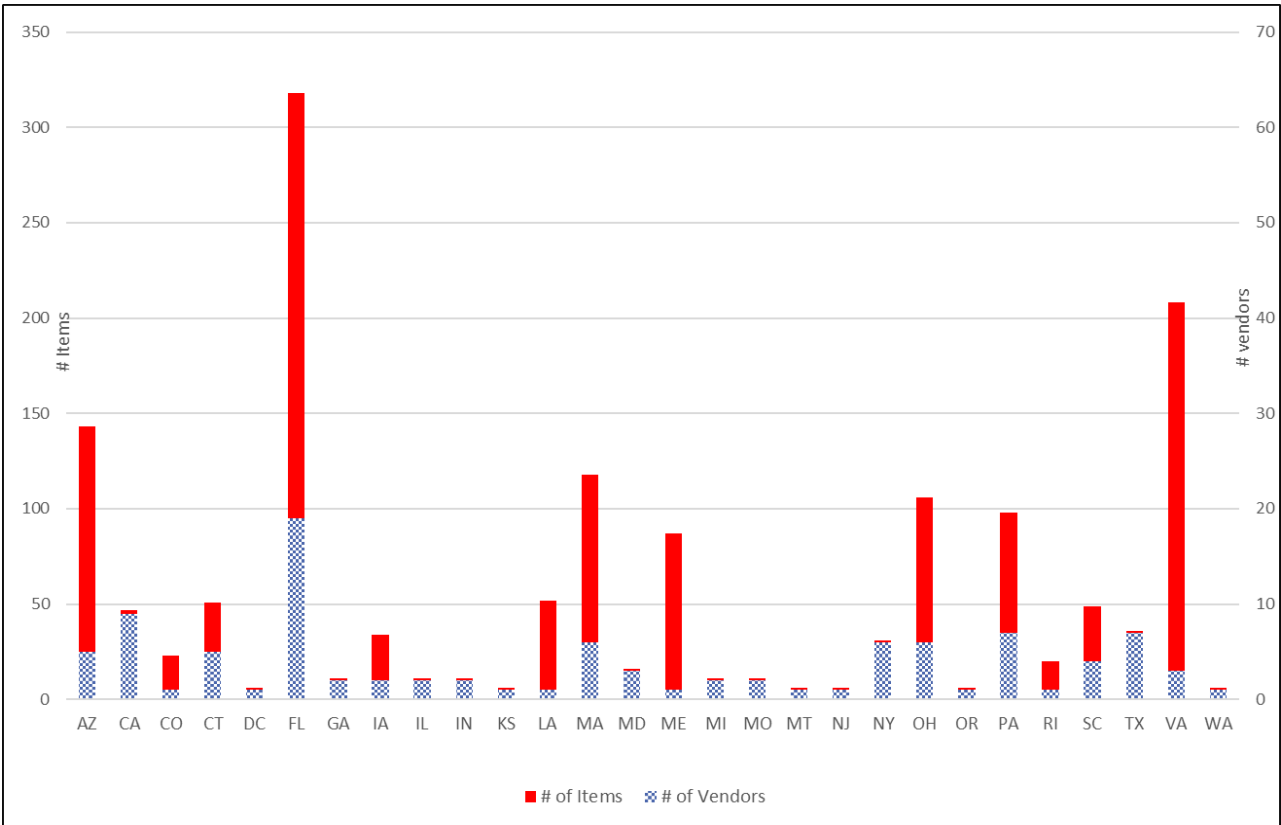


Figure 1. Online ivory for sale by state: number of vendors and items (January 1 to December 31, 2025).

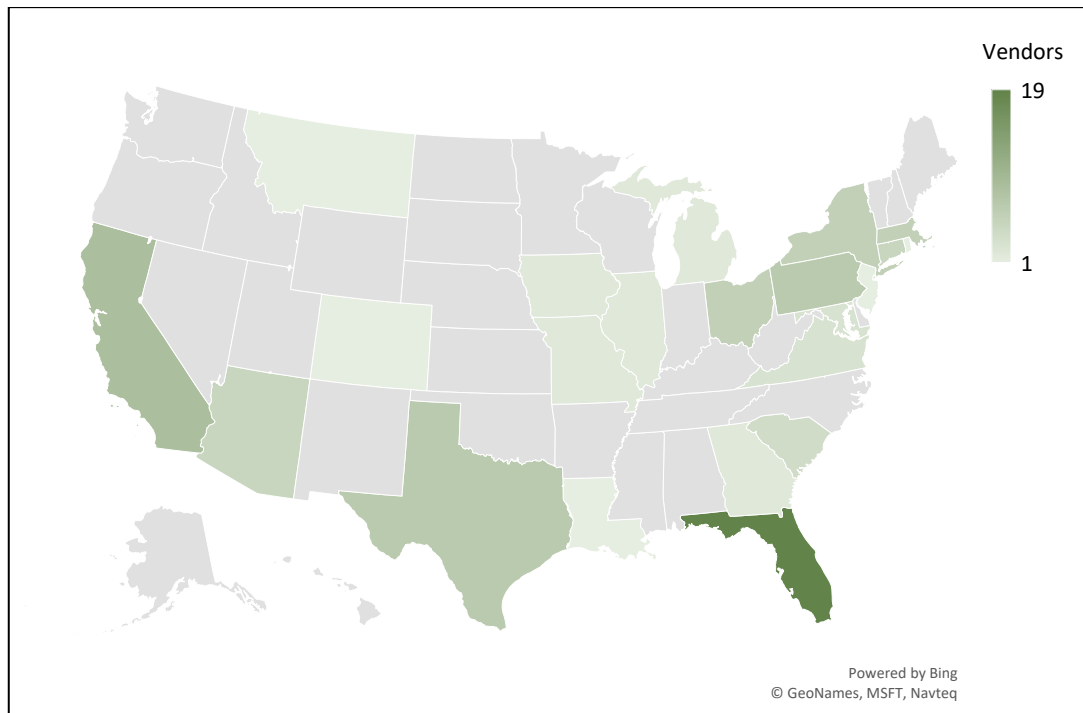


Figure 2. Number of online vendors selling ivory by state (January 1 to December 31, 2025).

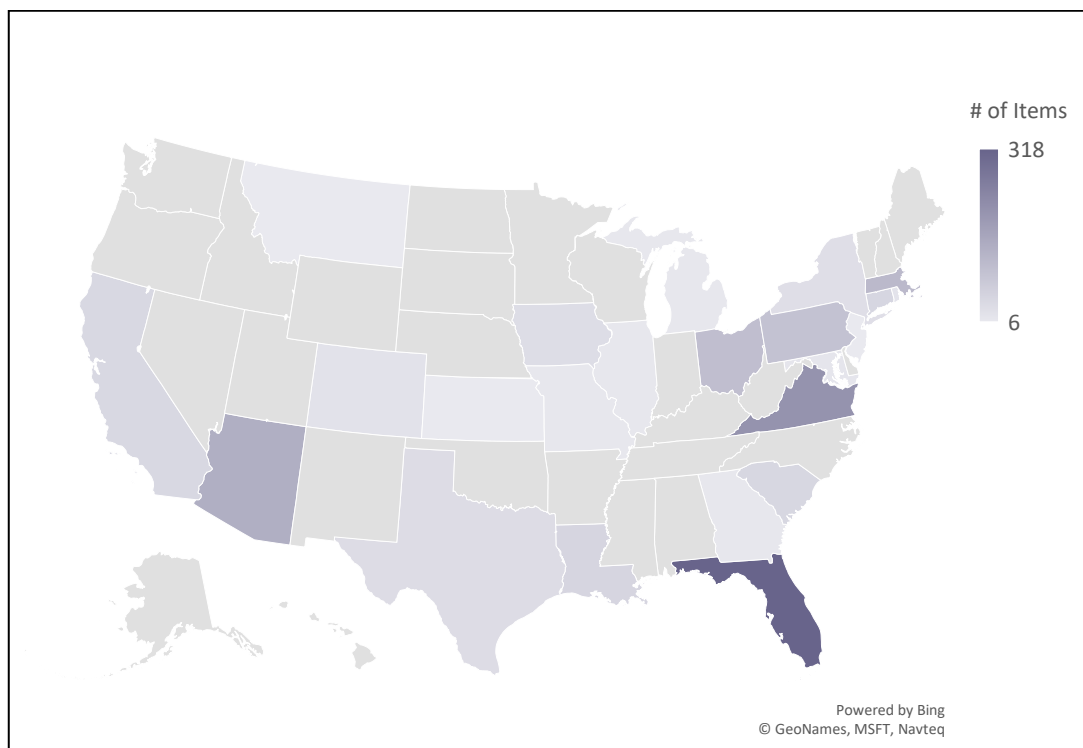


Figure 3. Number of online ivory items for sale by state (January 1 to December 31, 2025).

Table 1. Top Twelve Vendors/Auctions Selling Ivory – 2025 ¹

Store Name	Location	# items	# listings	Auction/Store
Potomack Auctions	Alexandria, VA	164	5	Auction/Store
Seminole Estate Auctions	Orange, FL	139	6	Auction
R & R Auctions	Peoria, AZ	124	6	Auction/Store
Eldred's Auctions	East Dennis, MA	104	6	Auction/Store
Thomaston Place	Thomaston, ME	87	6	Auction/Store
Morphy Auctions	Denver, PA	78	4	Auction
Apple Tree Auctions	Newark, OH	66	6	Auction/Store
Affiliated Auctions	Tallahassee, FL	59	6	Auction
Crescent City Auctions	New Orleans, LA	52	6	Auction/Store
Pointsett Auction	Travelers Rest, SC	46	5	Auction
Winter Auction	Plainville, CT	43	5	Auction
Quinn's Auction	Falls Church, VA	43	3	Auction/Store

¹ Selection Criteria: >40 items and ≥ 3 listings. Listings are number of search periods the store/auction had a listing (6 search periods).

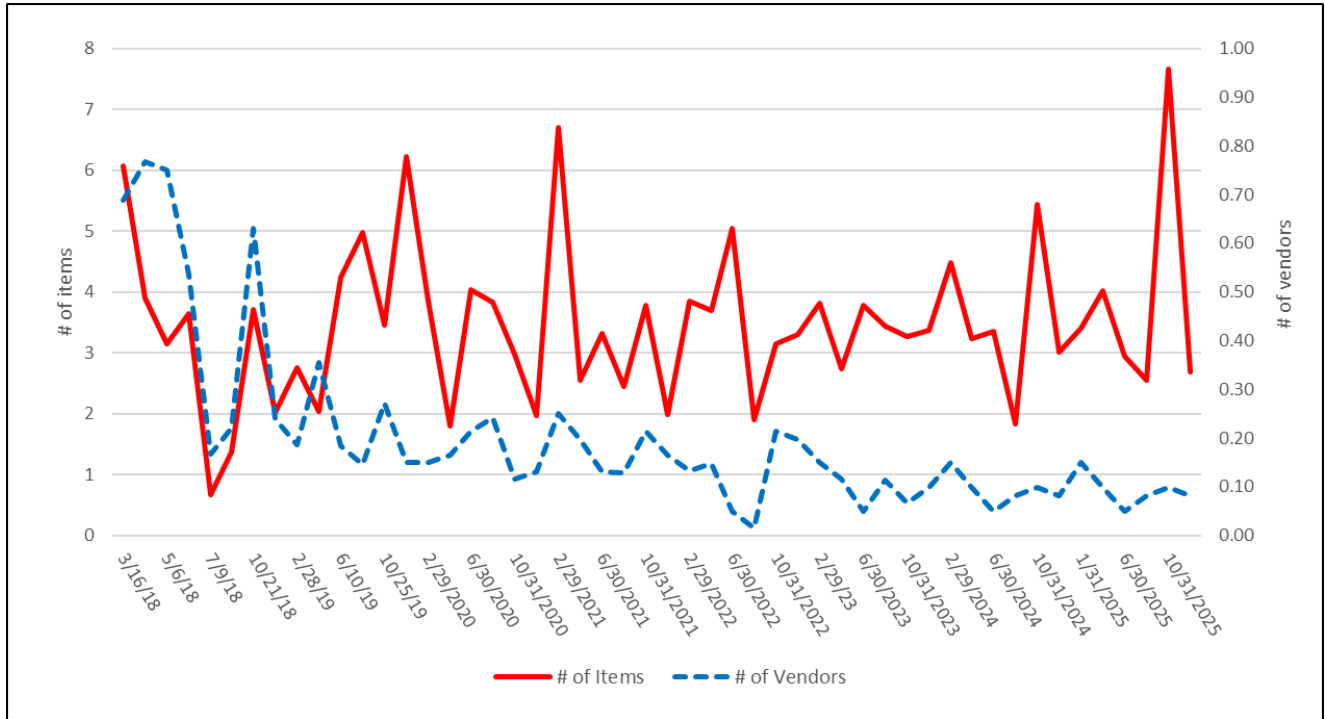


Figure 4. Number of new online vendors and new ivory items by search period (March 1, 2018 to December 31, 2025) (items were divided by number of search days in each period).

Discussion

As in all previous years, our data show that the US ivory markets continue to flourish on the internet and appear to have grown in 2025. For the last six years, Florida has far exceeded all other states in number of vendors and ivory items being sold: Florida has been responsible for between 23% to 43% of the top selling vendors and between 21% to 36% of all ivory items offered in the US.

Pennsylvania and Massachusetts have also continued to rank high in number of vendors and/or number of items for the last eight and five years, respectively. California has been top ranked in all years for vendors. Both Ohio and Texas have been among the top rankings in vendors for the last three years. Virginia and Arizona were among top sellers of items in 2025. In Virginia, only two stores were responsible for many of the items: Potomack and Quinns Auctions, and in Arizona, only one vendor: R & R Auctions. The number of items was much higher this year than last two years and the number of new sellers has gone up this year as well – breaking a downward trend.

Of our top vendors in 2025, one has been among the top sellers in all eight of our survey years: Eldred's (MA.) Two vendors were among top sellers in seven of our survey years: Seminole Estate Auctions (FL) and Thomaston Place (ME). Affiliated Auctions has ranked high in last six of our survey years and Morphy's (PA) in last four years. R&R (AZ) and Winter (CT) have ranked top in the last three years. Crescent City (LA) and Apple Tree (OH) have ranked high for the last two years.

As with previous years, our findings make it clear that there is still a significant online market for ivory. However, if a state ban on ivory could be enacted in Florida alone, it would significantly reduce the ivory trade in the US. In addition, if the large aggregator sites were encouraged to ban the selling of ivory on their platforms (principally AuctionZip, Invaluable, and Liveauctioneers), it would severely limit the US online market.

Citations

BWB (Biologists without Borders). 2018. 2018 Online Ivory Listed for Sale in the United States. Biologists without Borders. (2018 Report).

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