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How Covid-19 drew the heart of the Cards

"Sports Illustrated notes that 23 of the 24 most expensive transactions in the sports card



industry have occurred since February of 2020.” (Vox)



Since going into quarantine in March of 2020, the United States has made trading cards rapidly rise to the forefront of popularity again. They have been viable sources of income for some, but also another device to spark some controversy. Either way it's presence has brought much needed joy and comfort to people during this terrible pandemic.

The Beginning of the Trade

Trading cards gained a lot of popularity during the 90's onto the early 2000's due to the success of Pokémon and Magic the gathering. There has always been traction for sports cards during this time as well.



PSA or Professional sports authenticator is the largest official trading card grading service in the world. There is a website they have that allows you to submit cards for 4 main purposes. Rehoming allows you to update to the latest labeling. Review is where someone certified takes a second look at your graded card. Crossover is to convert a previously graded card to PSA. And of course grading, where raw cards are reviewed through a set of criteria to receive a grade. This is one of the many services you can see the rise in price for specific cards. It's all pretty exciting as a collector.



Increase in Value



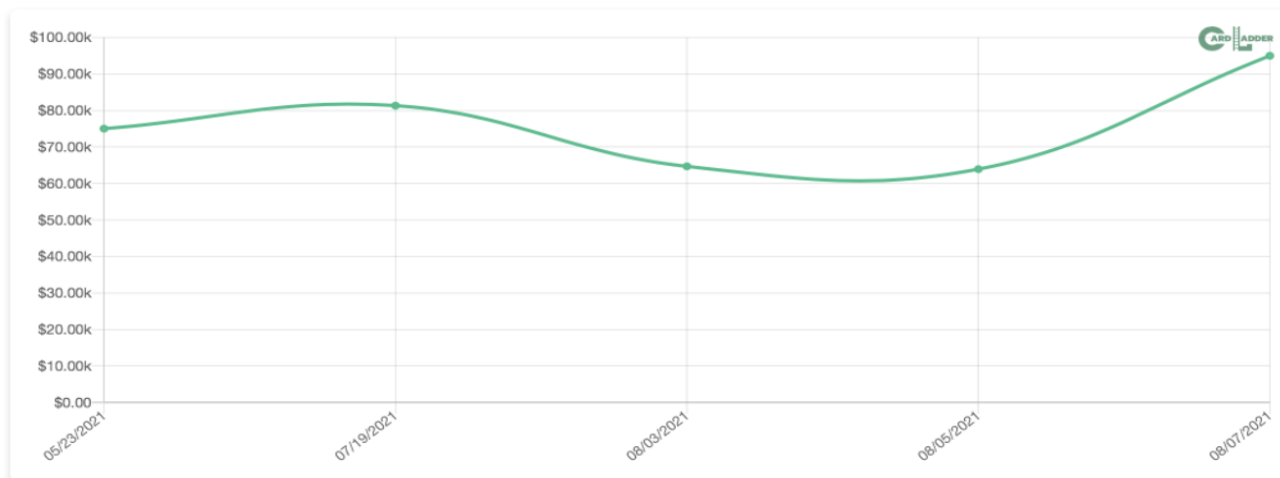
1986 Fleer
Michael Jordan #8
 Sticker - **PSA 10**
 Last Sold Price **\$95.00k** Last Sold Date **Aug 07, 2021**
 Pop **121** Market Cap **\$11.53m**
 Undervalued **N/A** **PRO**
 Buy it now on [ebay](#)

SALES

Rate of Growth **+26.61%** Real Dollar Change **+\$19.97k**
 Starting Price **\$75.03k** Current Price **\$95.00k**
 Number of Sales **5** Average Price **\$76.00k**
 Low Price **\$63.94k** High Price **\$95.00k**

January 21, 2020, a PSA 10 Jordan rookie card sold for \$39,600.
 Now a year later whilst the pandemic has worked its magic a PSA 10 Jordan Rookie Card sells for over \$100,000.

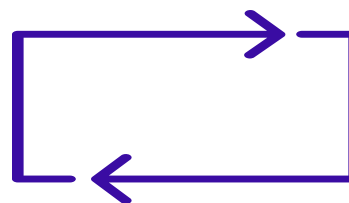
PRO [View All Sales >](#)



05/10/2021 - 08/10/2021

3 months ▾

WHY NOW?
 COVID-19 has been a stressful time for Gen Z & Millennials, with 77% looking for comfortable content that will give them a break from the news, like sports cards.



It's a no brainer

"And when everyone was stuck at home during the height of the pandemic, people tried to find new hobbies or resurrect old ones. While going through

Hobbies can be lucrative

Like most people stuck in quarantine, people had to reevaluate their interests. With more time for yourself, what would you do to keep busy? Get into old hobbies of course. Picking back up the shoebox filled with items and trinkets of past passions and

shoe boxes in closets, many people across the country rediscovered their old trading cards they collected as a kid.” (KX News)

rekindling them. Having this personal investment of their time makes being stuck at home less confining and more comforting. Finding out your old card may now be worth thousands would get us into it too.



Old is New



“There have been a lot of theories that attempt to diagnose the ongoing card market volatility. Many have pointed to the coronavirus pandemic, which has kept a lot of people isolated at home with plenty of time to pick up a new hobby. Team Whistle, a sports broadcasting company, conducted a study in the middle of our long quarantine winter which found that 77 percent of millennials and Gen Zers felt a desire to engage with “comfortable content that will give them a break from the news,”

Card Logic; How Influence Breeds the Younger Generation

After simmering for months, the Pokémon market flashed into the mainstream on Oct. 9 when rapper Logic paid a record-breaking



\$183,812 for a rare Charizard. Popular Twitch streamers like the group, OTK (One True King) with well over 100 million views combined, and MoistCr1TiKaL with about 42 million views often do card pack openings. The type of engagement and attention they receive is reflected in the large scale increase of the trading card market and community.



Internet personality Logan Paul has also struck an impact on the community.

Red Hot

“In late April, a LeBron James rookie card sold for \$5.2 million in a record-breaking private exchange.” (Vox)

Logan Paul wore a PSA 10 Charizard Pokémon Card around his neck as he walked into the ring to fight Floyd Mayweather; it is now worth 1 million USD.

“Selling went up about

1000%

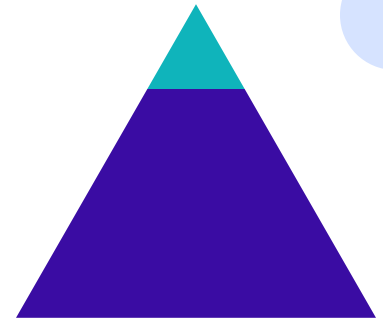
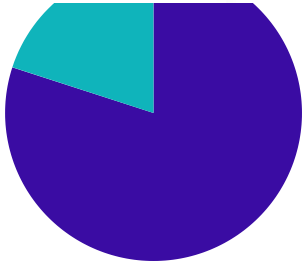
I would field about 25 to 30 phone calls a week,” said Magstadt.





"Runner on first **81%** have had more spend on hobbies because of covid-19.

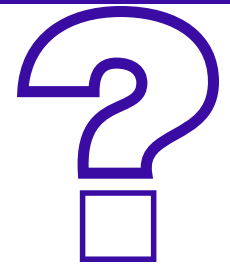
"Scoring Position **4 IN 5** love watching videos about their hobbies, most often on social media."



"Rounding Third **80%** agree their hobbies are important part of their identity. "

"Run Scored! **73%** have spent money on a hobby in the last month."

Is there more to this "Card Craze"?

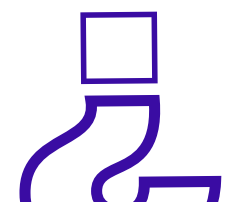


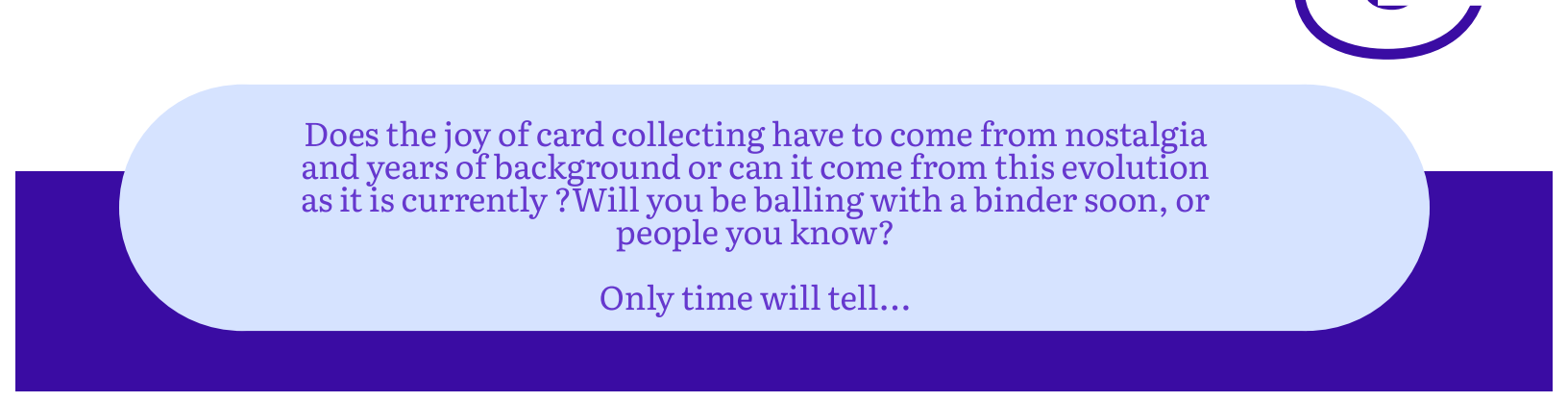
"Nate Rico, a Pokémon vet and YouTuber who does pack openings seems to resent the way things are turning out for the community, and with fair reason. He misses the simplicity of old days, and goes on about how in "the 2000s and early 2010s, when he could comfortably go to his local department store, buy up a few packs, and peacefully open them at home. No zeitgeist, no lunacy, no mind-boggling inflated price points, just his private zen."



It's hard to be zen when you know you could be held at gun point because you bought the last pack of cards like some one in Wisconsin was.

Nowadays there's monetary pressure with cards> Logan Paul bought a 375K box of cards that was revealed to be fake and was subject to scrutiny.





Does the joy of card collecting have to come from nostalgia and years of background or can it come from this evolution as it is currently ? Will you be balling with a binder soon, or people you know?

Only time will tell...