

A woman with long dark hair, wearing a white t-shirt and a light-colored bucket hat, is smiling broadly with her eyes closed. She is wearing a white t-shirt and light blue shorts. Her right arm is extended outwards. The background is a clear, bright blue sky. The text 'THREDUP' is overlaid on the left side of the image.

THREDUP

Resale Report

2023

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Foreword

We have made significant progress stimulating circularity in fashion: Resale is starting to blossom globally, with many of the largest retailers in the world adopting more circular business models. While value continues to be a key driver that motivates consumers to think secondhand first, global climate issues have increased awareness of resale's potential to reduce fashion's impact on the environment. We are still in the earliest days of inventing how resale can reduce the ongoing production excess in the apparel industry, and I don't see a world where we're going back to the way it used to be. Now in its 11th year, the Resale Report has some of the most inspiring findings since its inception in 2013. It's clear we're on a promising trajectory, and by working together through collective action, we have the power to alter fashion's future for the better.

– James Reinhart, thredUP CEO

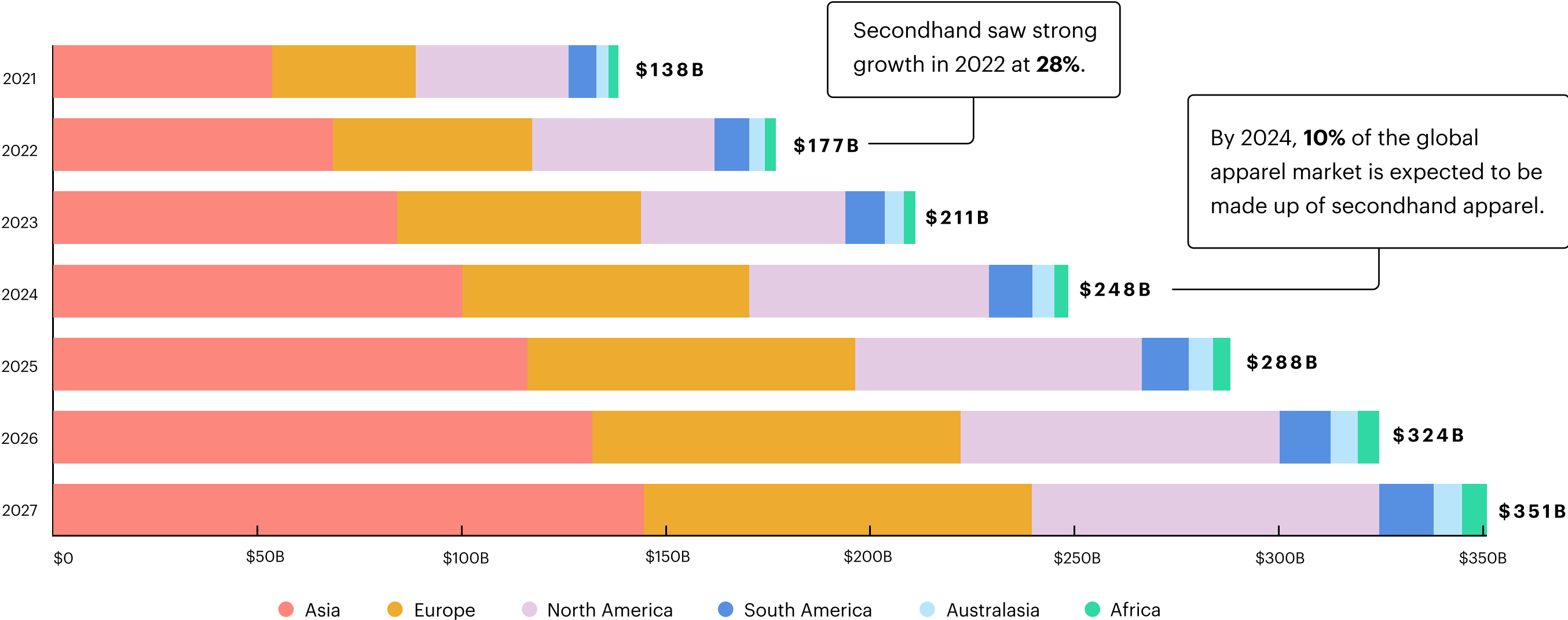
01

Size & Impact



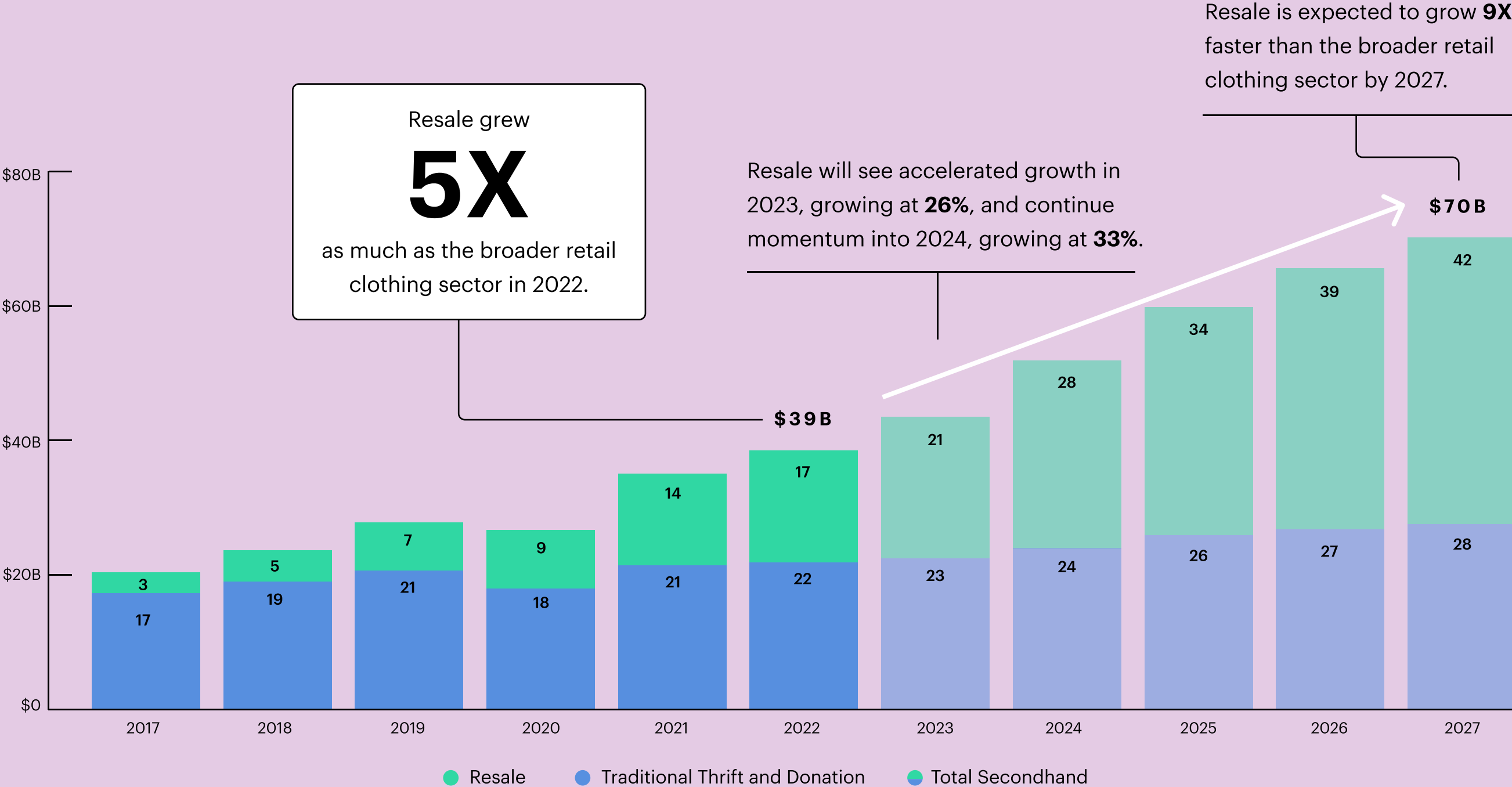
Global Secondhand Market Set To Nearly Double by 2027, Reaching \$350 Billion

The global secondhand apparel market is expected to grow **3X faster** on average than the global apparel market overall.



U.S. Secondhand Market Expected To Reach \$70 Billion by 2027

The U.S. secondhand market maintains a strong growth trajectory, demonstrating its staying power.



● Resale ● Traditional Thrift and Donation ● Total Secondhand

[SEE RESALE PLAYERS](#)

[SEE GLOSSARY](#)

U.S. Consumers Continue To Embrace Secondhand Apparel Amid Economic Uncertainty

52% of consumers shopped secondhand apparel in 2022.²

75%

of consumers have shopped or are open to shopping secondhand apparel.²



83%

of Gen Z have shopped or are open to shopping secondhand apparel.²



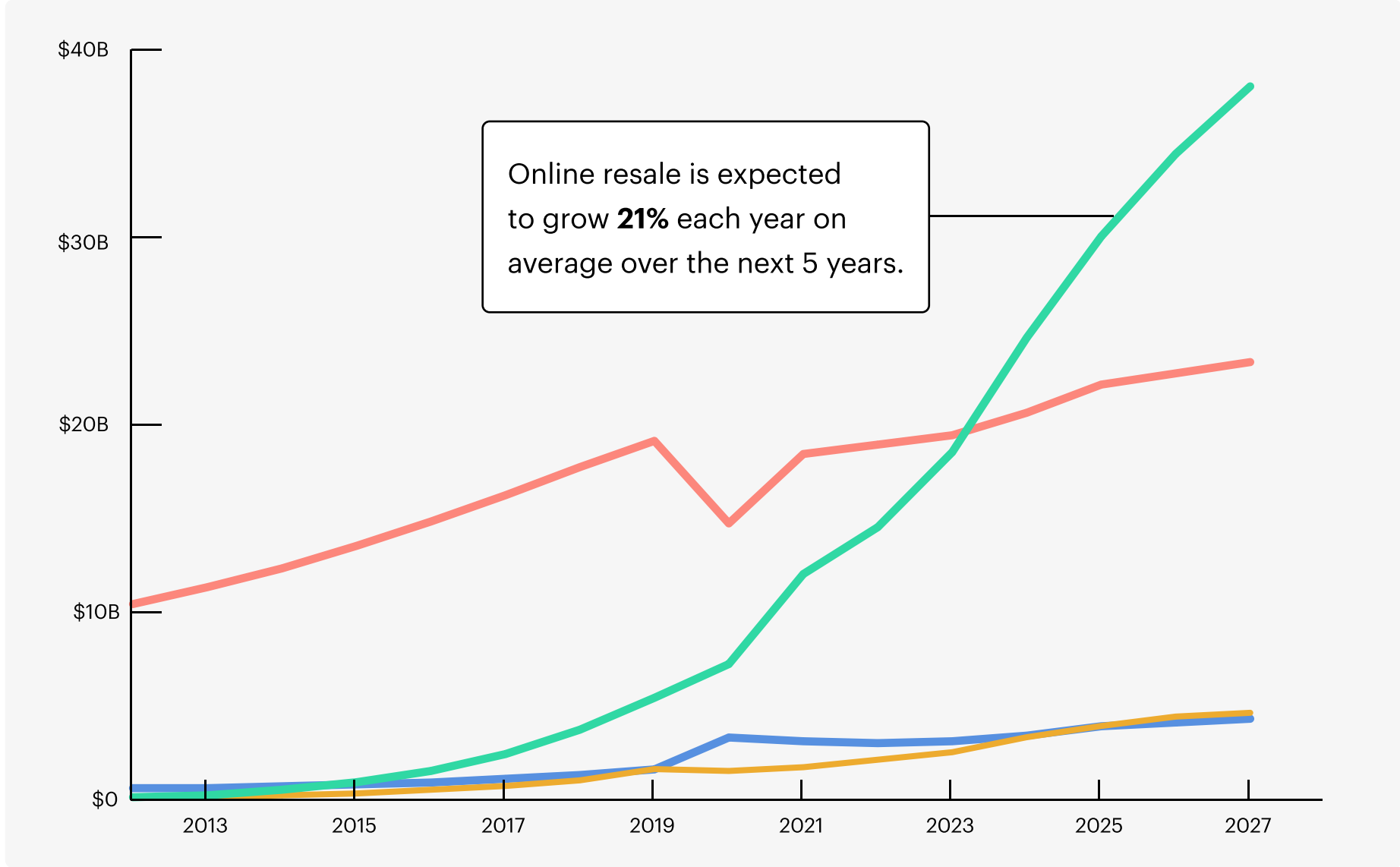
1 in 3

apparel items bought in the last 12 months was secondhand.²



Online Resale Is the Fastest-Growing Sector of U.S. Secondhand Market

Online resale is expected to reach **\$38 billion** by 2027, growing **2X** faster than secondhand overall.

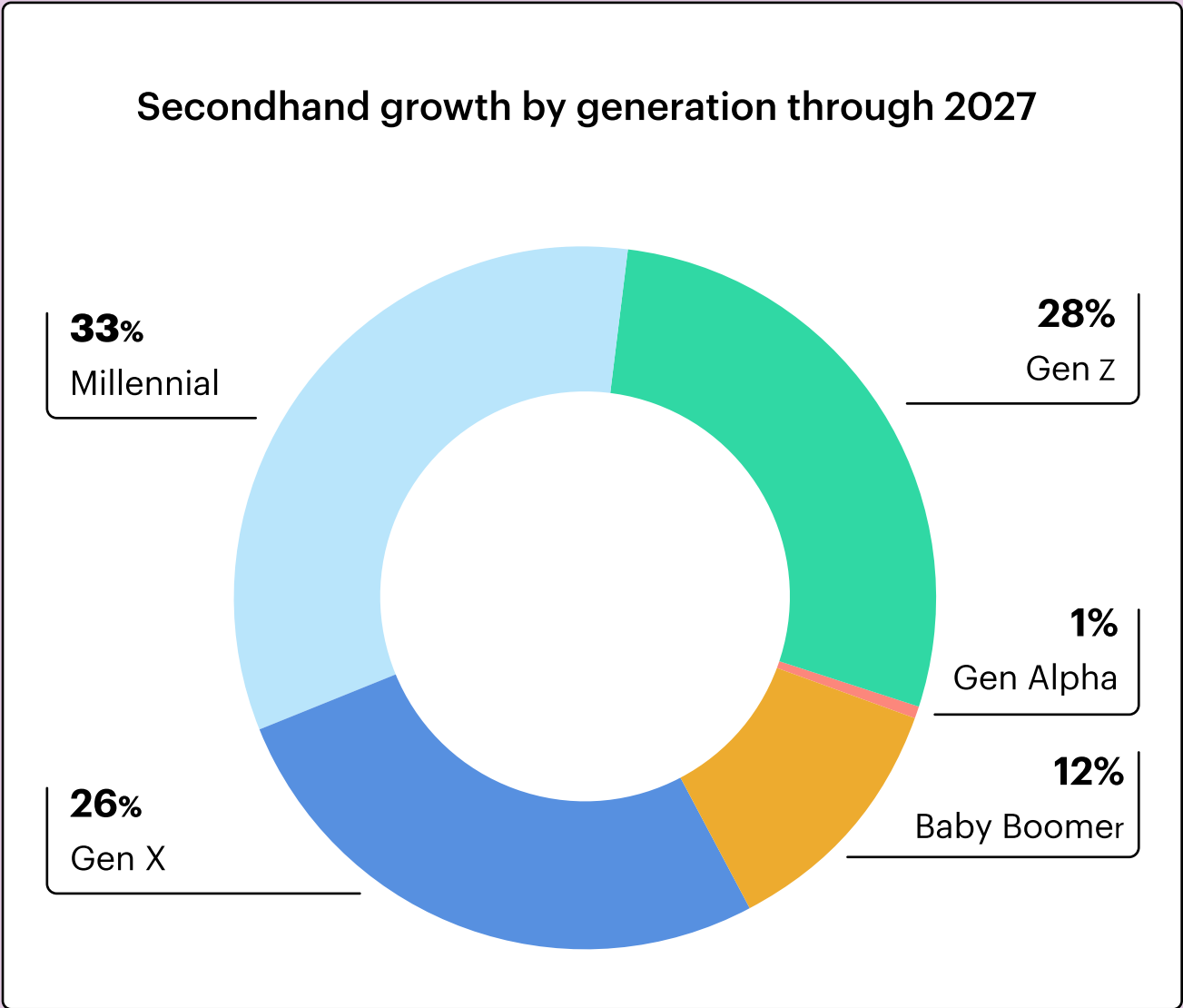
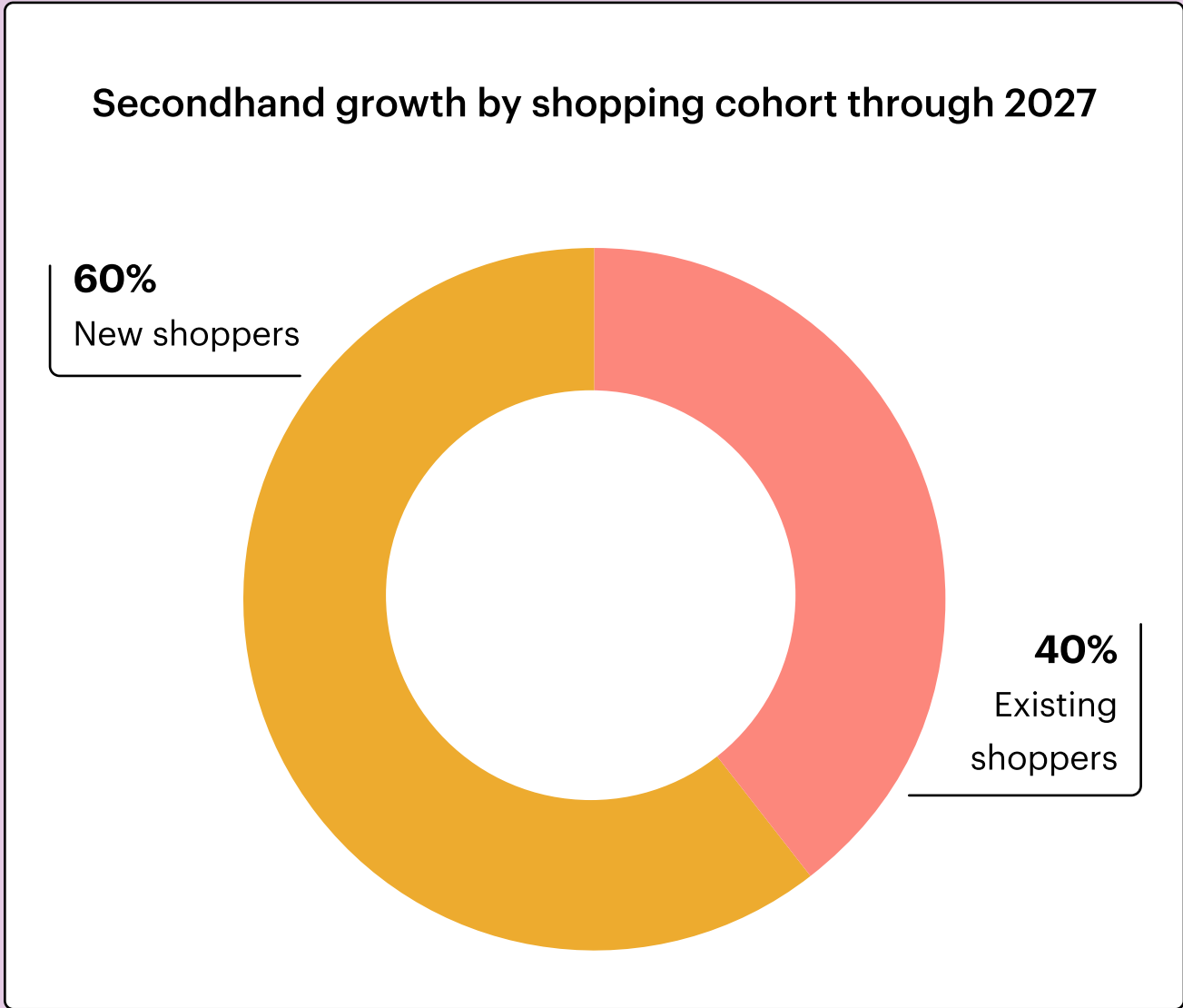


● Online Resale ● Offline Resale ● Online Thrift & Donation ● Offline Thrift & Donation

Gen Z is driving online resale's growth

58% of Gen Z who bought secondhand apparel in the last 12 months made at least one purchase online—more than any other generation.²

New Shoppers Projected to Account for the Majority of Future Secondhand Market Growth in the U.S.



Younger generations are expected to account for nearly **two-thirds of incremental secondhand spend** as their purchasing power increases.

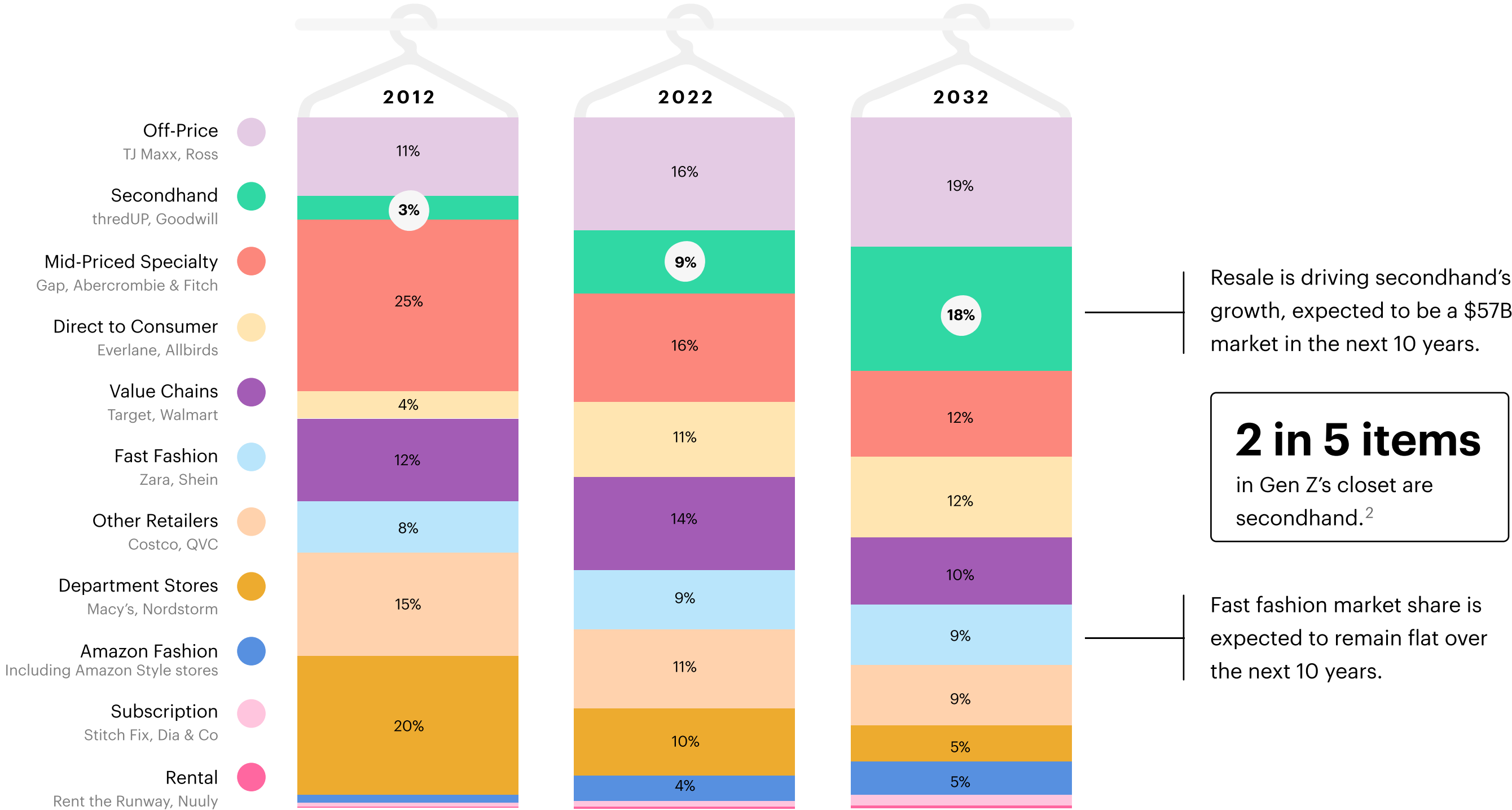
02

Economic Value



Secondhand Is Capturing the Most Market Share in the U.S.

Secondhand is expected to be a nearly \$90 billion market in the next 10 years, growing faster than any other channel.







Resale is driving secondhand's growth, expected to be a \$57B market in the next 10 years.

2 in 5 items
in Gen Z's closet are secondhand.²

Fast fashion market share is expected to remain flat over the next 10 years.

Value Is the #1 Driver Influencing Purchasing Behavior Across Apparel

Top 5 Consumer Spend Motivators ²	
1	 Value
2	 Quality
3	 Selection
4	 Convenience
5	 Transparency



Sustainability is a Top 5 motivator for Gen Z

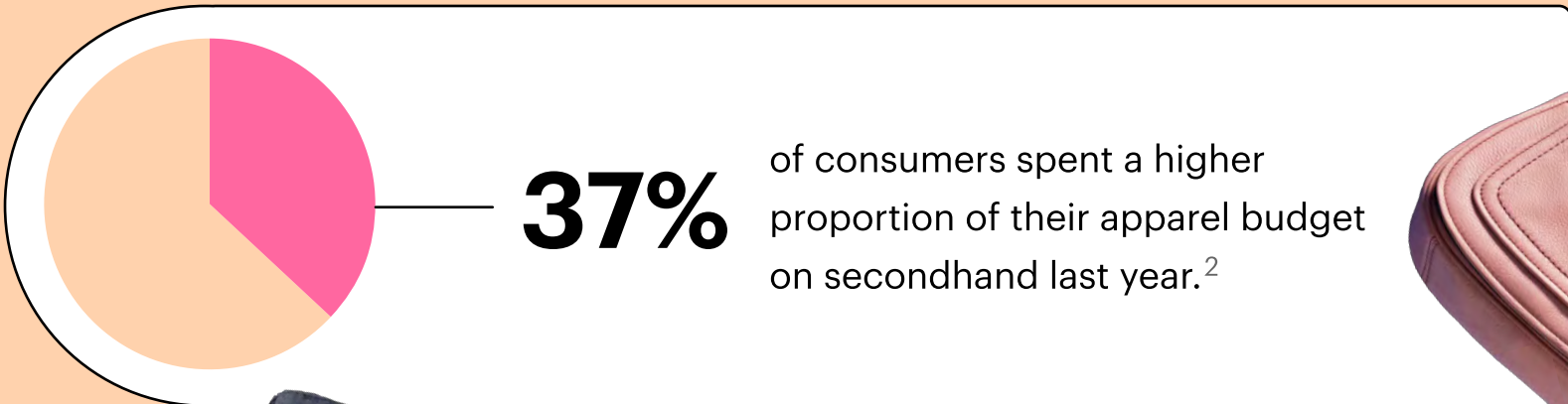
47% of Gen Z refuse to buy from non-sustainable apparel brands and retailers, **up 11 pts** from 2021.²

Trends is the lowest spend motivator overall

56% of Gen Z and Millennials would forgo the latest trends in favor of a one-of-a-kind look.²

Secondhand Wallet Share Is Increasing As Inflation Persists

Consumers plan to spend more of their apparel budget on secondhand in 2023.²



94% of consumers are concerned with inflation's impact on their day-to-day finances, with **38%** extremely concerned.²



- 63%** increased their spend in response to inflation.²
- 42%** say secondhand has become more accessible.²
- 30%** of Gen Z choose secondhand to afford higher-end brands.²






03

Environmental Impact

Buying Secondhand Reduces the Environmental Impact of Fashion

Buying and wearing secondhand clothing instead of new reduces carbon emissions by an average of **25%**.

Lifetime impact of a buying a secondhand clothing item over new

	 CO2e emissions	 kWh of energy	 Gallons of water
New	35.96	76.59	282.70
Secondhand	27.55	60.11	193.81
Secondhand savings	8.41 lbs of CO2e	16.48 kWh of energy	88.89 gallons of water



If everyone bought one secondhand clothing item instead of new this year, it would save the equivalent of:

- 2B+ lbs of CO2e → **76M cars** taken off the road for a day
- 23B gallons of water → **46B days** of drinking water for one person
- 4B kWh of energy → **37B hours** of watching Netflix

Resale Has the Potential To Cut New Clothing Production

Fashion has an overproduction problem with more than 100 billion garments produced globally each year for a global population of 8 billion.

U.S. consumers bought **1.4 billion** secondhand apparel items in 2022 that they normally would have bought new, **up 40%** from 2021.²


More than one-third of retailers say if resale proved to be successful, they'd cut production of new products.³

At the current displacement growth rate, if retailers produced one fewer item for every item consumers purchased secondhand instead of new, it could curb production by nearly **8%** by 2027.^{2 7}




Younger Generations Believe They Can Reduce Their Fashion Footprint by Making Sustainable Shopping Choices

What's your fashion footprint?



Find out how you can reduce your eco impact with thredUP's Fashion Footprint Calculator

REVEAL YOUR IMPACT

<p>58% of Gen Z and Millennials say their closet contributes to climate change, compared to 43% of consumers overall.²</p>	
<p>63% of Gen Z and Millennials believe they can reduce their individual footprint, compared to 55% of consumers overall.²</p>	
<p>61% of Gen Z and Millennials consider themselves eco-conscious or sustainability-focused, compared to 51% of consumers overall.²</p>	

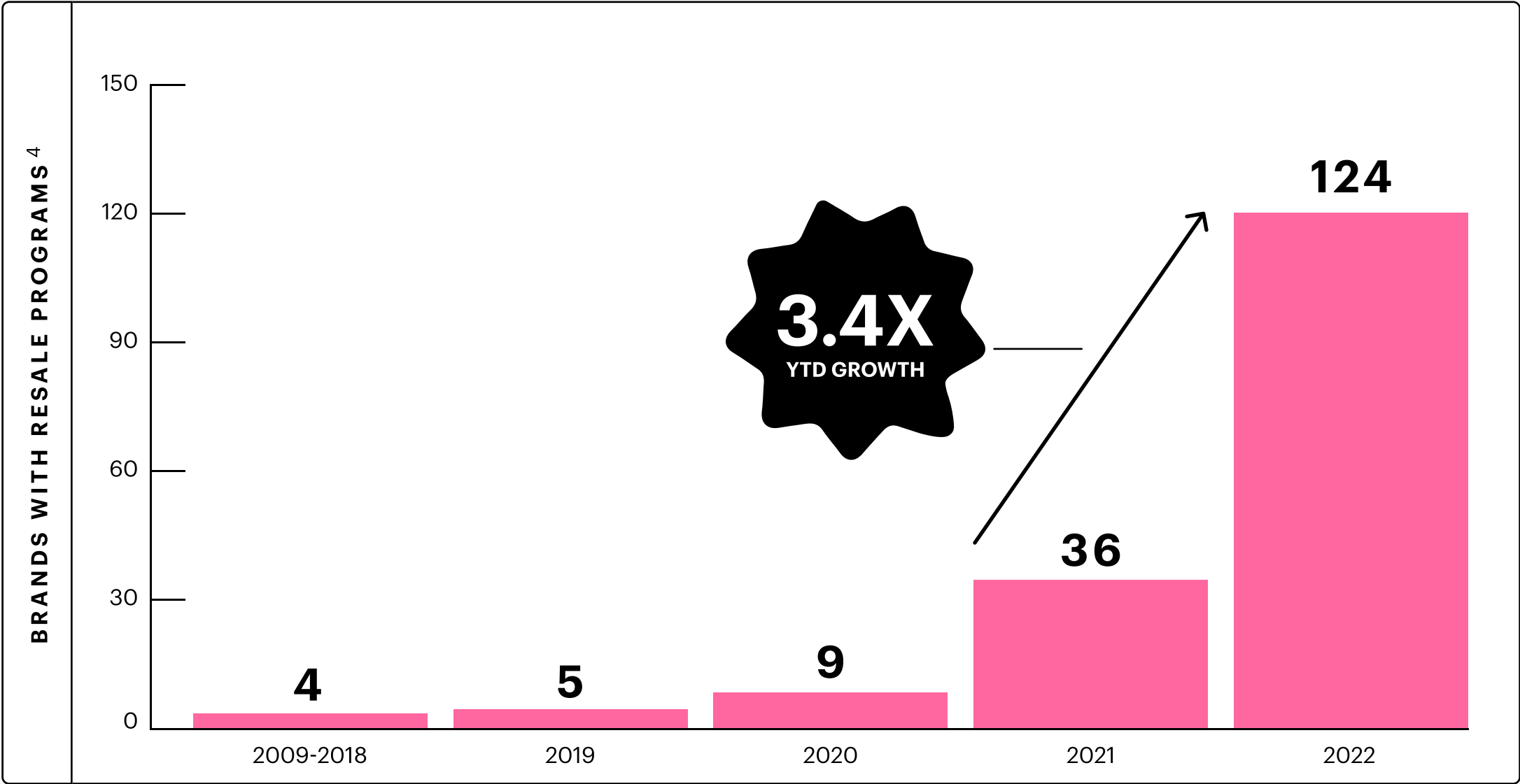
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Branded Resale in Retail

Retailers With Branded Resale Programs Skyrocketed in 2022

86% of retail execs say their customers are already participating in resale, **up 8 pts** from 2021.³

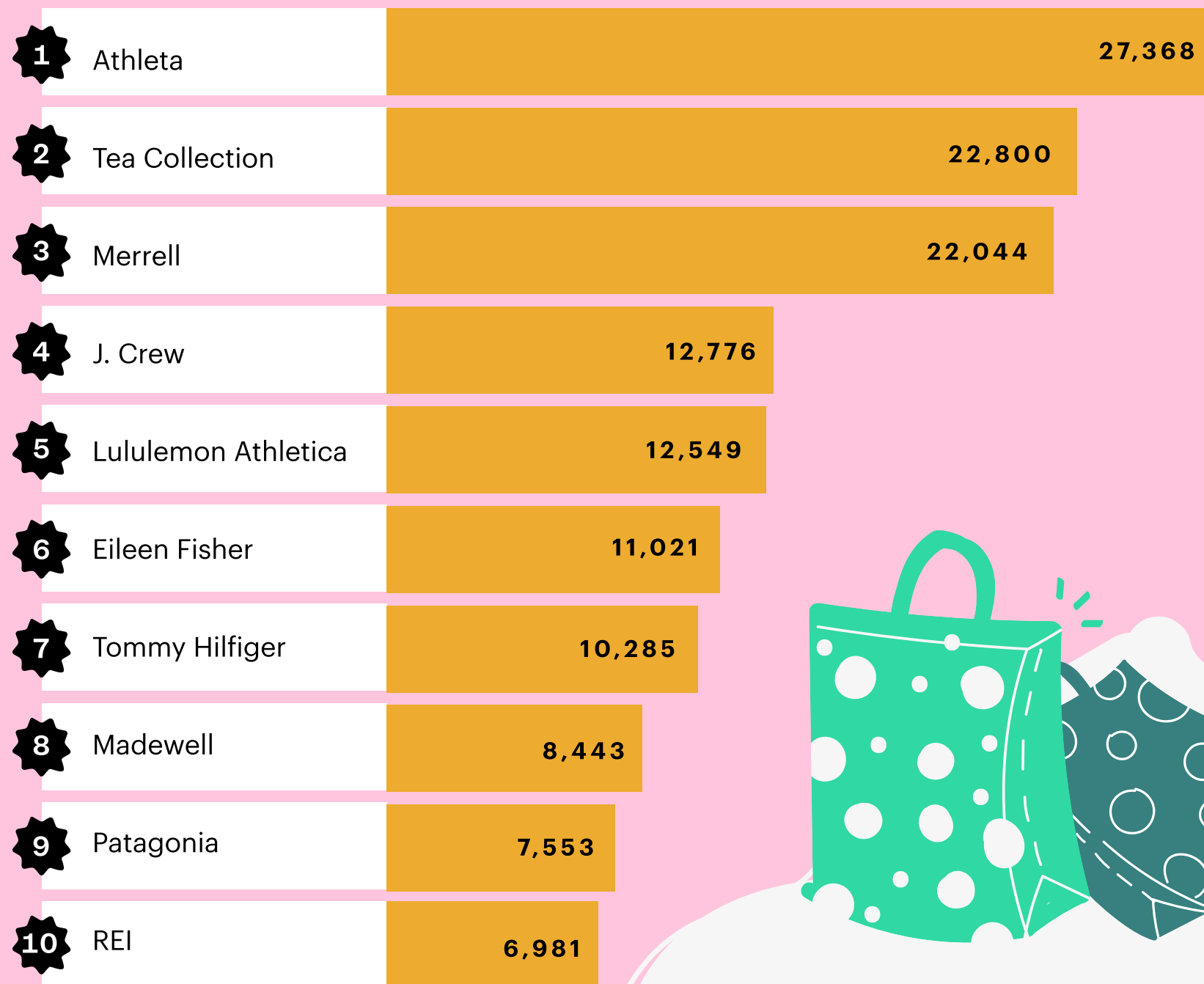


See which brands are having the biggest impact with scale in thredUP's **Recommerce 100**.

[FIND OUT MORE](#)

Managed Service Model Dominates When It Comes To Scaling Resale

TOP BRANDS BY NUMBER OF RESALE LISTINGS⁴



9 of the top 10

resale shops have a managed service model.⁴

The peer-to-peer model powers the highest number of shops, but **nearly 2 in 3** have fewer than 100 total resale listings.⁴

Nearly half

of retailers without a resale program say it's critical to hire a third-party to manage it.³

[SEE GLOSSARY](#)

Resale Is Increasingly Driving Gen Z's Purchasing Decisions

More than half of Gen Z are more likely to shop with a brand that offers secondhand alongside new, **up 6 pts** from 2021.²



82%

of Gen Z has considered the resale value of apparel before buying it.²

up 38 pts from 2021 among Gen Z, compared to **58%** of consumers overall.



64%

of Gen Z look for an item secondhand before buying it new, **up 4 pts** from 2021.²



42%

of Gen Z is less likely to buy an apparel item if it does not have a good resale value.²

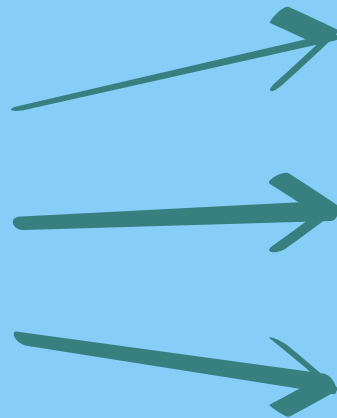
compared to **23%** of consumers overall.

Retailers Report That Sustainability, Revenue, and Brand Loyalty Are Biggest Benefits of Resale



Top 3 reasons retailers wanted to get into resale³

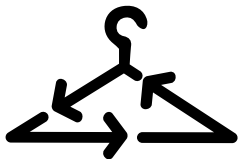
- 1 Acquire more customers
- 2 Be more sustainable
- 3 Drive revenue



Top 3 benefits retailers with resale programs are seeing post-launch³

- 1 Increased sustainability
up 9 pts from expectation
- 2 Increased revenue
up 9 pts from expectation
- 3 Increased brand loyalty
up 28 pts from expectation

Retailers View Resale as a Strategic Business Initiative Integral to Company Growth

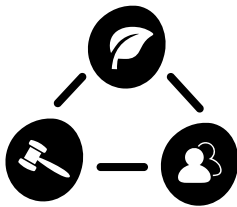


More than half

of retailers who offer resale programs say resale gets attention at the Director/Board level, **up 14 pts** from 2021.³

58%

say offering resale options to customers is becoming table stakes, **up 6 pts** from 2021.³



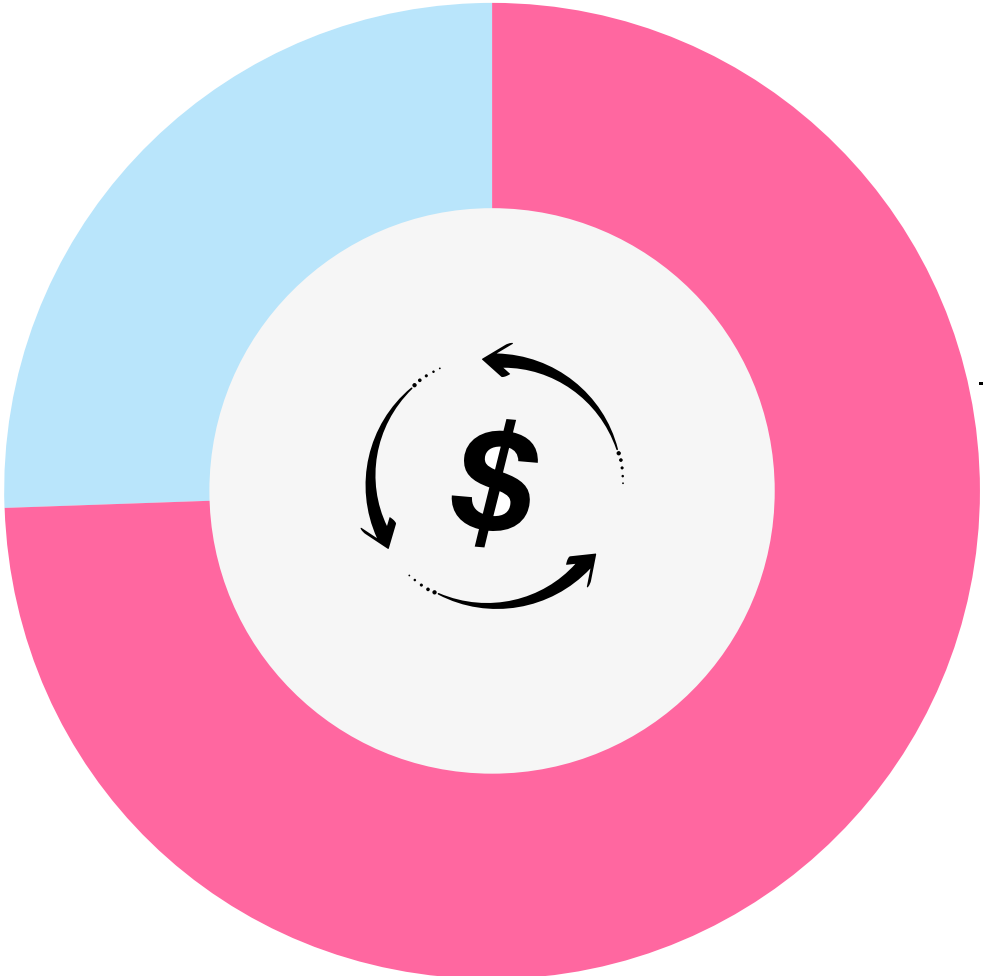
Nearly 2 in 3

retailers who offer resale say resale will be integral to the company's long-term growth strategy.³

45%

of retail execs who offer resale say they're satisfying investor demands around ESG.³

Retailers Expect Resale To Generate Positive ROI and Plan To Increase Their Investment



82%

of retailers who offer resale expect resale to generate a positive ROI.³



Nearly 2 in 3 retailers who offer resale say their investment in resale will increase in the next 2 years.³

Nearly half of retailers who offer resale say resale may cannibalize new product sales in the short-term, but believe it will yield positive long-term benefits.³



05

Best Brands for Resale

Most Popular Brands In Resale

30% of the Top 20 brands currently offer dedicated resale programs.⁴


1 TORRID	2 lululemon  athletica	3 <i>Madewell</i>	4 ZARA	5 <i>free people</i>
6 patagonia	7 Reformation	8 URBAN OUTFITTERS	9 EVERLANE	10 VUORI
11 Levi's	12 ANTHROPOLOGIE	13 Abercrombie & Fitch	14 MODCLOTH	15 LANE BRYANT
16 JOHNNY WAS	17  ROTHY'S	18 THE NORTH FACE 	19 <i>Lilly Pulitzer</i>	20 TORY  BURCH

Most Popular Brands for Every Budget



\$

1	lululemon  athletica
2	<i>Madewell</i>
3	EVERLANE
4	TORRID
5	

\$ \$



1	ANTHROPOLOGIE
2	LONGCHAMP PARIS
3	 ROTHY'S
4	patagonia [®]
5	BIRKENSTOCK [®]

\$ \$ \$

1	TORY  BURCH
2	JOHNNY WAS
3	DOONEY & BOURKE
4	
5	kate spade NEW YORK



Hottest Resale Items

 Handbags	 Outerwear	 Dresses	 Footwear	 Tops	 Bottoms
Fjällräven Backpack	Patagonia Vest	Sézane Casual Dress	Dr. Martens Boots	SKIMS Tank Top	Gap Overalls
Madewell Leather Crossbody	SmartWool Track Jacket	Hill House Casual Dress	Hoka Sneakers	Jenni Kayne Pullover Sweater	Vuori Casual Pants
Lululemon Belt Bag	The North Face Raincoat	ModCloth Jumpsuit	ROTHY'S Flats	Anine Bing Short-Sleeve T-Shirt	SPANK Faux Leather Pants
Tory Burch Tote	Madewell Wool Coat	Reformation Cocktail Dress	Birkenstock Sandals	Carhartt Pullover Hoodie	Lululemon Skort
Vera Bradley Weekender	Columbia Snow Jacket	Everlane Jumpsuit	Tory Burch Flip-Flops	Johnny Was Long-Sleeve Blouse	Mother Jeans

Glossary

Amazon: Amazon's clothing sales in the U.S., stated at gross merchandise value.

Apparel Channels: Sales of clothing from all other sources, including grocers and supermarkets, drug stores, duty-free, warehouse clubs, variety stores, other non-clothing specialists, and convenience stores.

Department Stores: A type of general retail store, wherein the retailer displays products within distinct departments, often located on separate floors, specializing in defined product areas. Examples include Bloomingdale's, Macy's, Nordstrom.

Direct-to-Consumer: Specialists and generalists selling clothing directly to the public. Primarily online only. Excludes C2C or auction type sites, and the online side of traditional retail businesses. Examples include Everlane, Warby Parker, Outdoor Voices.

Secondhand: Consumption of all used apparel. Includes both the Resale sector and the Thrift & Donation sector.

Donation & Thrift: A sector of the broader "secondhand" market that includes traditional options such as Goodwill, Salvation Army, and yard sales. These secondhand options are primarily, but not exclusively, offline.

Fast Fashion: Specialist clothing retailers with a fast stock turnaround and whose business models rely on selling high volumes at (usually) inexpensive price points. Examples include Shein, Zara, Forever 21.

Managed Service Resale Model: A third-party manages resale logistics and customer experience end-to end including website design, inventory sourcing, processing, photography, customer care, order fulfillment, storage, payouts, and returns.

Mid-Priced Specialty: Specialist clothing retailers operating in the middle of the market in terms of price. Not value but not premium or luxury. They tend to be found in malls or traditional main street locations. Examples include Gap, Ann Taylor, J. Crew.

Off-Price: A retailer that sells items at lower prices than those typically charged by retail businesses. Off-price stores typically purchase overstocked goods or make special purchases. Examples include TJ Maxx, Marshalls, Ross, Burlington Coat Factory.

Peer-to-Peer Resale Model: A third-party builds and facilitates a marketplace for brand customers to buy and sell pre-owned pieces from each other.

Resale: A sector of the broader "secondhand" market that includes more curated product assortments, often well merchandised and/or higher end. Examples include thredUP and The RealReal as well as upscale offline players like Buffalo Exchange. These secondhand options are primarily, but not exclusively, online.

Subscription: Subscription-based services for clothing. Excludes non-clothing elements of subscription models, and rental services. Examples include Stitch Fix, Dia & Co.

Sustainable Fashion: Apparel that has been produced, sold, and distributed in such a way as to minimize, as much as possible, any damaging social and environmental impact. To be classified as sustainable, a company must reduce negative impacts at multiple stages of the supply chain and of the product's lifecycle. Examples include Reformation, Allbirds, Eileen Fisher, Patagonia.

Value Chains: Value stores are a retail format that sells inexpensive items, at a single or limited number of price points. Examples include Walmart, Target, Dollar Tree.

Methodology

thredUP's annual Resale Report contains research and data from GlobalData, a third-party retail analytics firm. GlobalData's assessment of the secondhand market is determined through consumer surveys, retailer tracking, official public data, data sharing, store observation, and secondary sources. These inputs are used by analysts to model and calculate market sizes, channel sizes, and market shares. Further, for the purpose of this report, GlobalData conducted a December 2022 survey of 3,012 American adults over 18, asking specific questions about their behaviors and preferences for secondhand. GlobalData also surveyed the top 50 U.S. fashion retailers and brands in January 2023 to gather their opinions on resale. In addition, thredUP's Resale Report also leverages data from the following sources: thredUP's Recommerce 100, Green Story Inc. research, internal thredUP customer and brand performance data, and McKinsey & Company. [View all sources here.](#)

Disclosure: All third-party brand names and logos appearing in this report are trademarks or registered trademarks of their respective holders. Any such appearance does not imply any affiliation with or endorsement of thredUP.

Published: April 2023

Primary Sources

1. **GlobalData Market Sizing:** GlobalData's assessment of the secondhand market is determined through ongoing retailer tracking, official public data, data sharing, store observation, consumer surveys, and secondary sources. These inputs are used by analysts to model and calculate market sizes, channel sizes, and market shares. Market data analysis included in this report was done in January 2023.
2. **GlobalData Consumer Resale Survey:** The consumer data in this report is derived from a consumer survey of 3,012 U.S. adults. The survey asked them a number of questions about their attitudes towards apparel, secondhand products, and resale products. The sample was designed to be representative of age and income and was also geographically representative. Surveying was undertaken by GlobalData in December 2022. Note: Survey data only sampled U.S. women until 2020.
3. **GlobalData Fashion Retailer Survey:** 50 U.S. fashion (apparel, accessories, footwear) retailers were surveyed in January 2023 about their Circular Fashion goals.

Secondary Sources

4. **thredUP's Recommerce 100:** The Recommerce 100 is a monthly, independent review of branded recommerce, ranking brands and retailers who have dedicated resale programs by how many secondhand items they have listed at time of publish. See a detailed methodology [here](#).
5. **Green Story Inc. Life Cycle Assessment 2022:** This report aims to compare thredUP's resale business model with a conventional linear business model by conducting a comparative life cycle assessment (LCA) of 15 selected product categories resold on thredUP. See the full study [here](#).
6. **Internal thredUP Customer / Brand Performance Data**
7. **McKinsey & Company:** [Style that's sustainable: A new fast-fashion formula](#)

The Players Making Up the \$17 Billion Resale Industry

- 1st Dibs
- A Second Chance
- Archive
- Bag Borrow or Steal
- Bagista
- Bagsy
- Berri Kids Boutique
- Beyond Retro
- Blk Mkt Vintage
- Bob's Watches
- Buffalo Exchange
- By Rotation
- Chrono24
- Cocoon
- Collector Square
- Crossroads
- Crown & Caliber
- Dallas Designer Handbags
- Depop
- El Cycler
- Elia Vintage
- Etsy
- Everlasting Wardrobe
- Fashionphile
- Flight Club
- Fwrđ
- Galaxy
- Geartrade
- Goat
- Goodbuy Gear
- Grailed
- Hanna Andersson's
Hanna-Me-Downs
- Haute Trader
- HEWI
- Hurr
- IndexPDX
- It's So You
- Keeks
- Kidizen
- Kids O'Clock
- Klekt
- Lampoo
- LePrix
- Linda's Stuff
- Lucky Sweater
- Luv Luxe
- Luxury Garage Sale
- LXRandCo
- Mommy & Me
- My Sister's Closet
- MyGemma
- Neutral Ground
- Out & Back
- Plus Bklyn
- Poshmark
- Project Blitz
- Queenly
- Rebag
- Recurate
- Refashion
- Refashioner
- Reflaunt
- Rejuiced
- Reluxe
- Resee
- Responsible
- Retold
- Reverse Supply
- RIF
- Rites
- Rotaro
- Sella
- Shop Tomorrows
- Sole Cave
- Sole Stage
- Sole Supremacy
- Stadium Goods
- Still White
- StockX
- Store 5a
- StyleCrush
- Swap
- Sweet Pea & Teddy
- Swoondle Society
- Tea Rewear
- The Break
- The Fifth Collection
- The RealReal
- The Relux
- The Vault
- thredUP
- Thrilling
- Treasures of NYC
- Treet
- Trove
- Turnabout
- Urban Exchange
- Urban Necessities
- Vestiaire Collective
- Vide Dressing
- Vinted
- Watchbox
- What Goes Around
- Worthy
- Yoogi's Closet

This list is not exhaustive and includes only the largest resale players

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