

A low-angle, close-up shot of a woman walking on a city sidewalk. She is wearing a tan trench coat with a dark blue stripe along the hem, black leggings, and black pumps. She is carrying a green handbag. The sidewalk is paved with grey tiles, and there is a yellow tactile paving strip on the right. The background shows a blurred city street with other pedestrians.

**THREDUP**

# **RESALE REPORT**

**2025**

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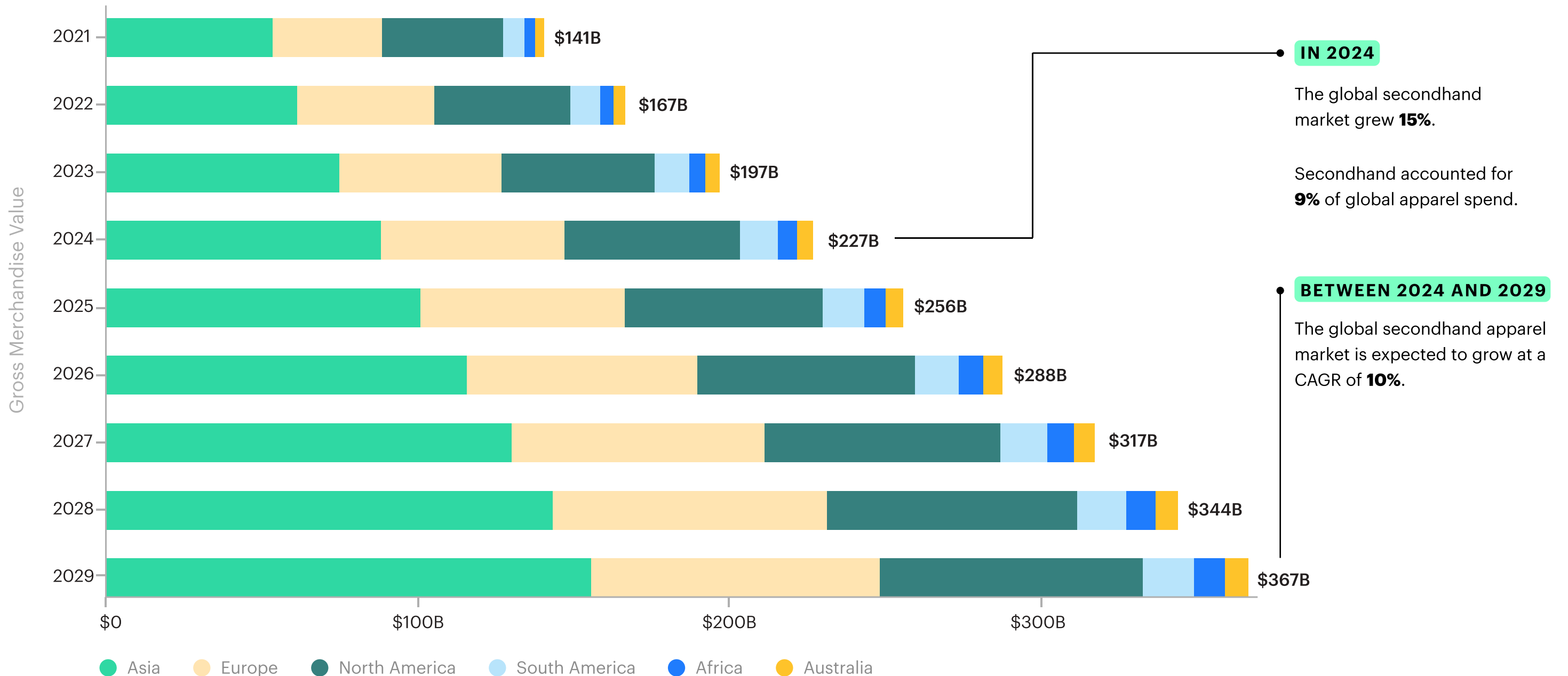
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Throughout the last decade, resale has proven that it has real staying power despite economic uncertainties and the challenges of a fragmented market. This year's Resale Report reveals that as consumers are increasingly thinking secondhand first, the retail industry is adopting powerful new pathways for resale. From the integration of social commerce and innovative AI applications to the establishment of trade organizations and interfacing with government and policymakers – it's clear why resale is seeing accelerated growth. As we look to the year ahead, we're energized by the report's insights and feel a renewed sense of purpose and dedication to shaping a better future for the fashion industry. Let this report be your guide to the exciting possibilities that lie ahead.

– James Reinhart, ThredUp CEO

## GLOBAL MARKET SIZING

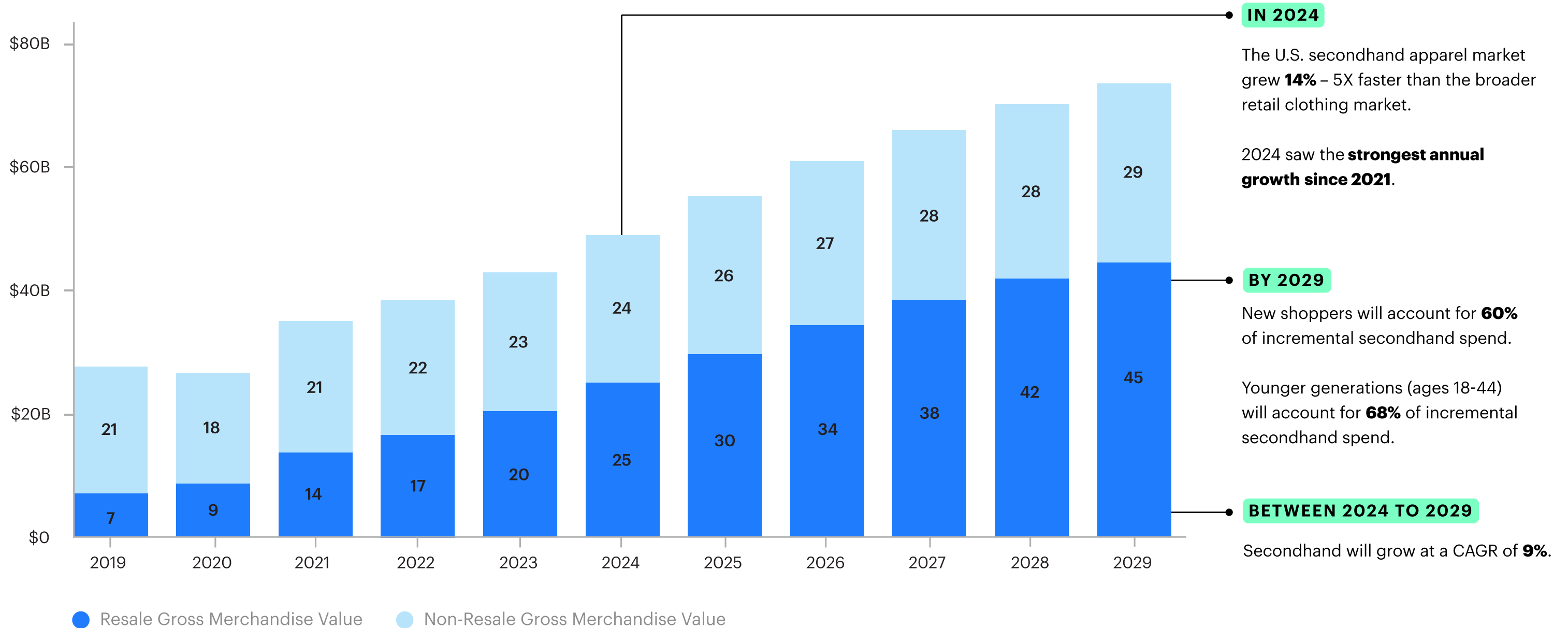
The global secondhand apparel market is expected to reach \$367 billion by 2029, growing 2.7X faster than the overall global apparel market<sup>1</sup>



**Secondhand:** All used apparel. Includes Resale + Thrift/Donation. **Resale:** A sector of secondhand that includes more curated product assortments and are primarily online.

## U.S. MARKET SIZING

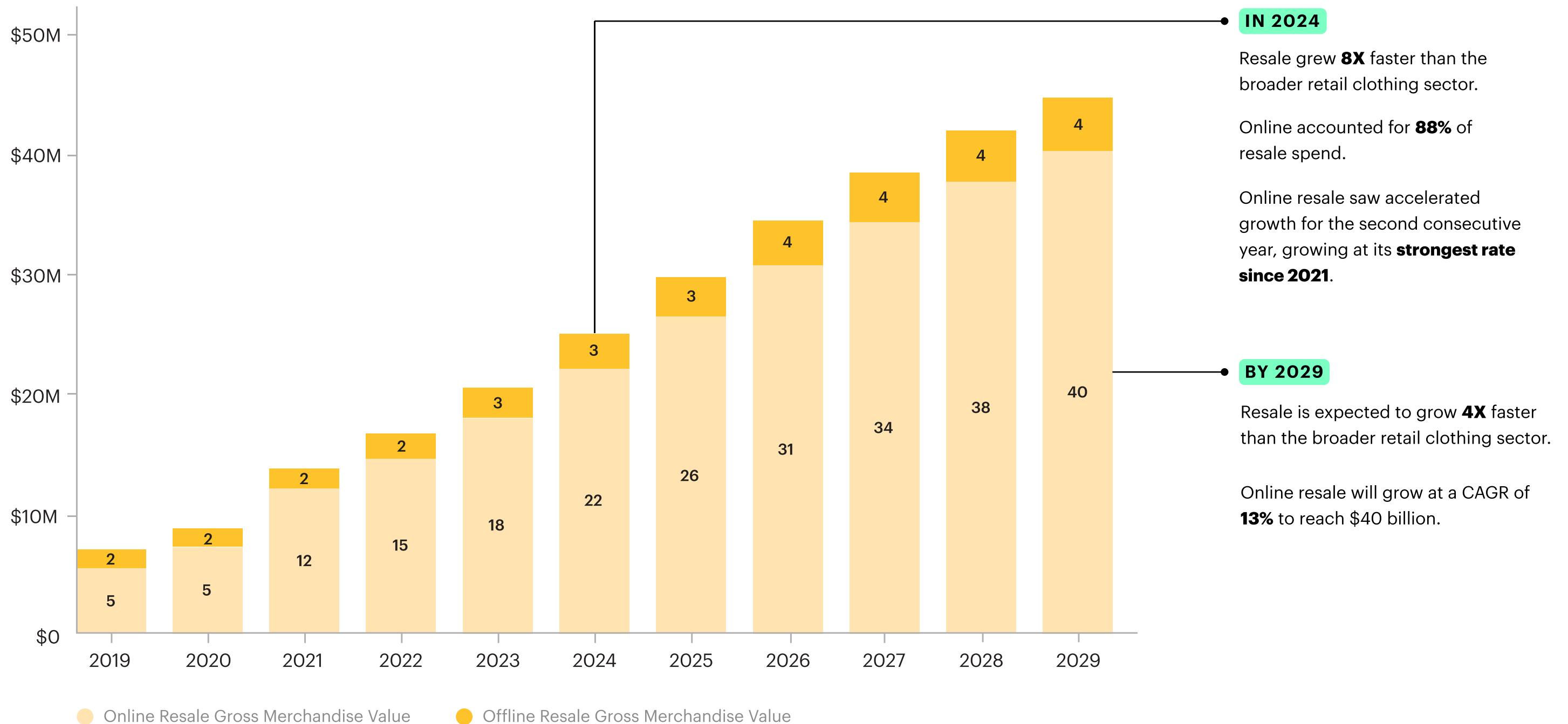
The U.S. secondhand apparel market is expected to reach \$74 billion by 2029, growing 9% annually on average<sup>1</sup>



**Secondhand:** All used apparel. Includes Resale + Thrift/Donation. **Resale:** A sector of secondhand that includes more curated product assortments and are primarily online.

## U.S. MARKET SIZING

U.S. online resale is expected to nearly double by 2029, reaching \$40 billion and growing 13% annually on average<sup>1</sup>



**Secondhand:** All used apparel. Includes Resale + Thrift/Donation. **Resale:** A sector of secondhand that includes more curated product assortments and are primarily online.

# A record number of shoppers bought secondhand apparel in 2024<sup>2</sup>

**58%**

of consumers shopped secondhand apparel in 2024 – an all-time high, **+6 pts** from 2023.

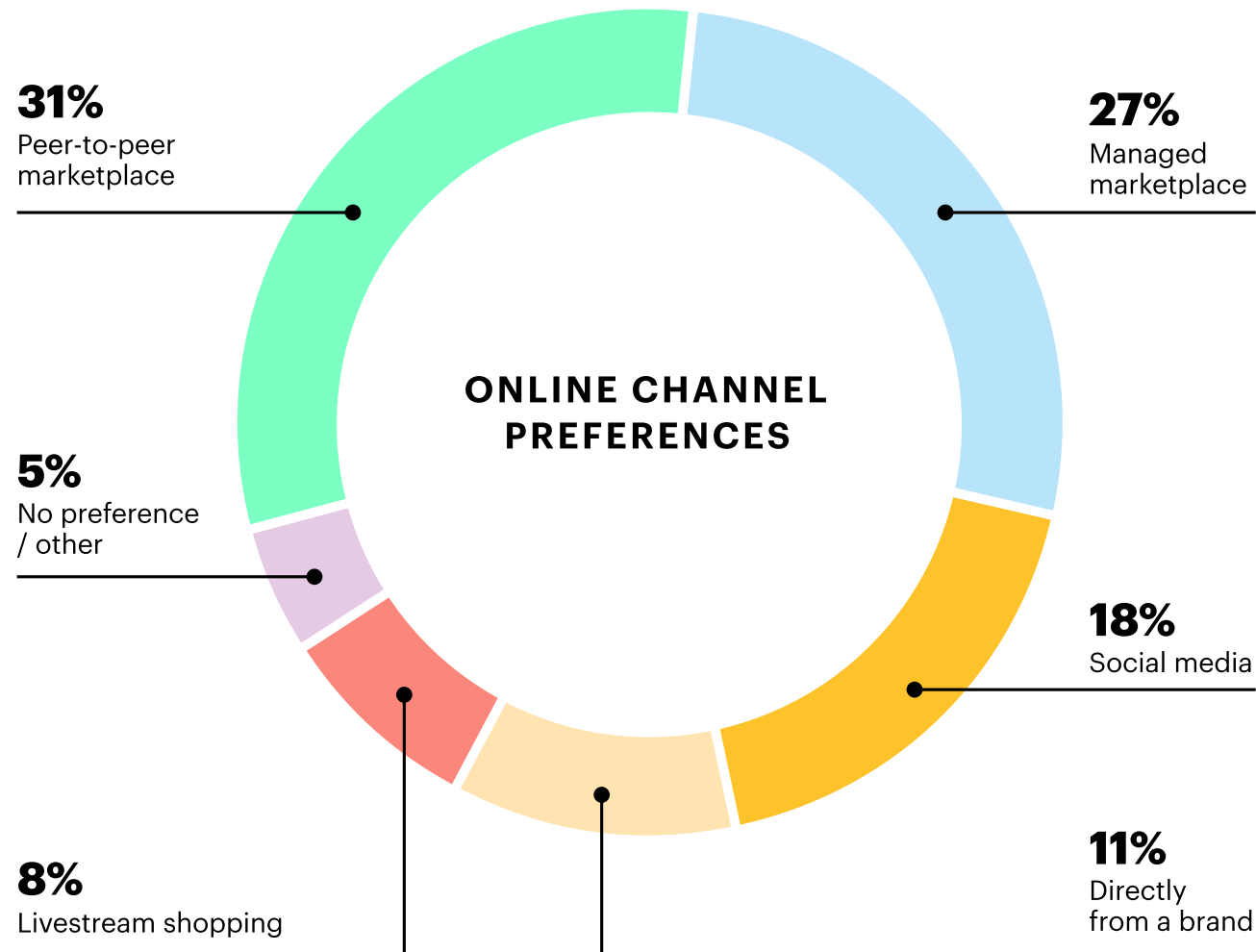
- **68%** of younger generations shopped secondhand apparel in 2024, **+3 pts** from 2023.

**56%**

of consumers who bought secondhand apparel in 2024 made a purchase online.

**48%**

of younger generations say when shopping for apparel, secondhand is the first place they look, **+7 pts** from 2022.



## TOP 5 REASONS PEOPLE BUY SECONDHAND

- 1** TO GET BETTER DEALS
- 2** THE THRILL OF THE HUNT
- 3** TO AFFORD HIGHER-END BRANDS
- 4** IT'S BETTER FOR THE PLANET
- 5** TO FIND ONE-OF-A-KIND LOOKS

# New government policies around tariffs and trade are expected to provide a healthy tailwind to secondhand

● **80%**

of retail executives expect new government policies around tariffs and trade to disrupt their global supply chain.<sup>3</sup>

● **44%**

of retail executives say they are looking to reduce reliance on imported goods.<sup>3</sup>

● **54%**

of retail executives believe resale offers a more stable and predictable source of clothing in the face of potential tariff fluctuations.<sup>3</sup>

● **62%**

of consumers say they are concerned that new government policies around tariffs and trade will make apparel more expensive.<sup>2</sup>

● **59%**

of consumers say if new government policies around tariffs and trade make apparel more expensive, they will seek more affordable options like secondhand.

● **66%** of younger generations say this.<sup>2</sup>



# Quality and resale value drive purchasing decisions<sup>2</sup>

● **27%**

of consumers resold apparel in 2024, **+2 pts** from 2023.

- **39%** of younger generations resold apparel in 2024, **+6 pts** from 2023.

● **43%**

is the average amount of their old or unwanted apparel that consumers try to sell.

- Younger generations try to sell **52%**, on average.

● **42%**

say it's hard to responsibly get rid of old or unwanted apparel; but **57%** say the ability to resell apparel online has helped.

● **47%**

of consumers say resale value is an important factor when it comes to purchasing new apparel.

- **64%** of younger generations say this.

● **26%**

of consumers say they are less likely to buy an item of apparel if it does not have a good resale value, **+3 pts** from 2023.

- **41%** of younger generations say this.

● **49%**

of consumers say they have cut back on buying cheap, lower-quality apparel because they can't resell it.

- **64%** of younger generations say this.

● **64%**

of consumers say they'd focus more on quality when making a purchase if they knew the resale value of an item.





# Retailers eye resale as customer participation reaches an all-time high; market fragmentation presents challenges

## CUSTOMER DEMAND FOR SECONDHAND IS SPURRING RETAILER INTEREST

94%

of retail executives say their customers are already participating in resale – an all-time high, **+4 pts** from 2023.<sup>3</sup>

86%

of retail executives say customer demand for secondhand has either increased or stayed the same over the last 3 years.<sup>3</sup>

76%

of retail executives who don't offer resale are considering or planning on getting into resale in the future, **+2 pts** from 2023.<sup>3</sup>

32%

of consumers who bought secondhand apparel in 2024 made a purchase directly from a brand.<sup>2</sup>

● **47%** of younger generations did.<sup>2</sup>

## MARKET FRAGMENTATION DETERS LATE ADOPTERS<sup>3</sup>

86%

of retail executives who don't offer resale don't know how to make resale work for their brand.

66%

of retail executives say they are not confident they could successfully integrate a resale program into their company's existing operations.

82%

of retail executives prefer to have a third-party service provider manage their resale program; but **45%** of those who don't offer resale say there are too many service providers to choose from, and **52%** say the fragmented resale market presents challenges.



# Retailers view resale as a new revenue stream that helps them stay competitive and acquire new customers

## TAKE BACK PROGRAMS FUEL CUSTOMER ACQUISITION<sup>2</sup>

41%

of consumers say brands should take back unwanted or used apparel.

- 55% younger generations say this.

42%

of younger generations have traded in apparel with a brand in exchange for shopping credit to that brand, **+4 pts** from 2023.

47%

of consumers are more likely to make a first-time purchase with a brand if they offer shopping credit for trading in used apparel, **+25 pts** from 2023.

40%

of consumers prefer to buy a secondhand item from a brand before committing to purchasing new for the first time, **+17 pts** from 2023.

Nearly half (**48%**) of retail executives say leadership has deprioritized circular business models like resale because social, environmental, and governance (ESG) is not important enough to their customers.<sup>3</sup>

**56%** of younger generations say fashion brands and retailers are not doing enough to improve their sustainability practices.<sup>2</sup>

**74%** of retail executives agree that thanks to resale, affordability and sustainability don't have to be at odds.<sup>3</sup>

	SHORT-TERM BENEFIT	LONG-TERM BENEFIT
CUSTOMER ACQUISITION	✓	
STAYING COMPETITIVE	✓	
REVENUE	✓	
BRAND LOYALTY		✓
SATISFYING INVESTORS' ESG DEMANDS	✓	
SATISFYING CUSTOMERS' SUSTAINABILITY DEMANDS		✓
ADVANCING SUSTAINABILITY GOALS		✓
GAINING CONTROL OF OUR PRODUCT IN THE SECONDHAND MARKET		✓

How the majority of retail executives perceive each benefit.

## Best Brands in Resale

1	Vuori	▲ from #3
2	Lululemon Athletica	▼ from #1
3	Quince	▲ from #16
4	Reformation	
5	Sézane	▲ from #8
6	Patagonia	
7	Free People	▼ from #5
8	Pact	▲ from #20
9	Johnny Was	▼ from #7
10	Alo Yoga	NEW
11	Birkenstock	NEW
12	SKIMS	▼ from #10
13	Anthropologie	▼ from #9
14	Dr. Martens	▼ from #11
15	Aviator Nation	NEW
16	Abercrombie & Fitch	▼ from #12
17	FARM Rio	NEW
18	Mother	▲ from #19
19	Boden	NEW
20	On Cloud	NEW

## Resale's Rising Stars

1	The Limited	NEW
2	Sanctuary	NEW
3	Louis Vuitton	NEW
4	SPANX	▼ from #2
5	Champion	NEW
6	Good American	NEW
7	Democracy	NEW
8	Beyond Yoga	NEW
9	Aritzia	▼ from #1
10	Soft Surroundings	NEW
11	COS	NEW
12	Rails	NEW
13	Liverpool LA	▼ from #5
14	Tommy Bahama	▼ from #18
15	J. McLaughlin	NEW
16	Adrianna Papell	NEW
17	Vans	▼ from #9
18	41 Hawthorn	NEW
19	Max Studio	NEW
20	New Balance	NEW



### ABOUT THESE LISTS:

Evaluating more than 60,000 brands in its marketplace, ThredUp ranked Best Brands for Resale using an aggregate score based on sell-through and volume of sold items in its marketplace from January 1, 2024-December 31, 2024 and ranked Resale's Rising Stars using an aggregate score based on year-over-year increases in sell-through rates and volume of listed items in its marketplace from January 1-December 31, 2024 v. January 1-December 31, 2023.

## SOCIAL COMMERCE

# Younger shoppers are turning to social platforms to buy secondhand apparel<sup>2</sup>

### SOCIAL COMMERCE IS REDEFINING THE RETAIL AND RESALE SHOPPING EXPERIENCE

**39%**

of younger generation shoppers have made a secondhand apparel purchase on a social commerce platform in the last 12 months.

● **28%** of consumers overall have.

**50%**

of younger generation shoppers who purchased secondhand apparel in the last 12 months purchased to create content or share on social media.

● **35%** of consumers overall did.

**62%**

of younger generation shoppers who made a secondhand purchase via social media or social commerce in 2024 made a purchase on TikTok or TikTok Shop.

● **55%** of consumers overall made one.

### TOP 5 SOCIAL COMMERCE PLATFORMS:

-  **FACEBOOK MARKETPLACE**
-  **INSTAGRAM**
-  **TIKTOK SHOP**
-  **YOUTUBE**
-  **PINTEREST**



# Retailers can unlock revenue by integrating social commerce and resale for omnichannel success<sup>3</sup>

## RETAILERS EXPECT SOCIAL COMMERCE TO DRIVE CUSTOMER ACQUISITION

● **76%**

of retail executives say their customers are seeking more seamless integration of social interaction and shopping.

● **70%**

of retail executives say social commerce platforms will be important for the overall success of their business in the next 3 years.

● **76%**

of retail executives say social commerce will play a significant role in driving resale adoption within their brand.

● **86%**

of retail executives say social commerce platforms will help them more effectively promote and market their resale programs to customers.

● **38%**

of retail executives say they currently allow customers to shop secondhand through a social commerce platform. Another **48%** are considering integrating social commerce in the future.

● **22%**

of retail executives believe social commerce will generate meaningful (> **10%** of total) revenue within the next 3 years.

## TOP 5 PERCEIVED BENEFITS OF INTEGRATING RESALE AND SOCIAL COMMERCE:

- 1 CUSTOMER ACQUISITION
- 2 GROWING COMMUNITY
- 3 CONVENIENCE
- 4 NEW REVENUE STREAM
- 5 INCREASED BRAND VALUE

# AI is driving resale adoption by bridging the gap between shopping secondhand and new

## AI-POWERED SHOPPING TOOLS ARE REDUCING THRIFT OVERWHELM <sup>2</sup>

● **30%**

of consumers feel overwhelmed by thrifting online.

● **40%**

of consumers feel overwhelmed by the vast selection of items available when shopping secondhand.

● **53%** of younger generations say this.

● **48%**

of consumers say personalization, improved search, and discovery make shopping secondhand apparel as easy as shopping new.

● **59%** of younger generations say this.



● **46%**

of consumers say if they can find an item secondhand, they won't buy it new.

● **55%** of younger generations say this.

● **49%**

of consumers say if they could find current trends secondhand as easily as new, they'd buy more secondhand.

● **60%** of younger generations say this.

## AS AI RESHAPES RETAIL, SECONDHAND IS GETTING A BOOST <sup>3</sup>

● **78%**

of retail executives have already made investments in AI.

● Of those, more than half (**54%**) say they've made significant investments.

● **58%**

of retail executives plan to launch AI-powered tools in the next year.

● **62%**

of retail executives agree that AI has the power to make the secondhand shopping experience more appealing.

● **44%**

of retail executives agree that AI bridging the gap between secondhand and new apparel.

## GOVERNMENT SUPPORT

# As regulation drives circular fashion, retailers call for government support to help manage textile waste

**56%**

of retail executives are aware of new regulation that holds brands more accountable for managing textile waste.<sup>3</sup>

**66%**

of retail executives struggle with managing textile waste.<sup>3</sup>

**44%**

of retail executives believe the federal government should put forth a federal waste policy to make it easier for brands to manage textile waste.<sup>3</sup>

**78%**

of retail executives say it's important to explore innovative business models like resale that drive circularity.<sup>3</sup>

**72%**

of retail executives are seeking new ways to extend the life cycle of garments through programs like resale, upcycling, and repair.<sup>3</sup>

● Of those, **36%** are doing this in response to new regulation around managing textile waste.<sup>3</sup>

**65%**

of consumers say the government should implement policies that protect consumers from deceptive marketing practices related to the environmental and social sustainability of apparel.<sup>2</sup>



### **ABOUT THE REPORT**

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 January-February 2025 survey of 3,034 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-February 2025 to gather their opinions on resale. In addition, ThredUp's Resale Report also leverages data from internal ThredUp customer and brand performance data.

### **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.

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**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.

**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.

**OTHER**

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.

**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.

**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.

**SECONDHAND**

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

**SECONDHAND PRODUCTS**

Consumption of all used apparel, footwear, accessories, books, furniture, entertainment, and beauty.

**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.

**YOUNGER GENERATIONS**

Combined results for Generation Z and Millennials.

**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 2025.

**2. GLOBALDATA CONSUMER RESALE SURVEY**

The consumer data in this report is derived from a consumer survey of 3,034 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 January-February 2025.

**3. GLOBALDATA FASHION RETAILER SURVEY**

50 U.S. fashion (apparel, accessories, footwear) retailers were surveyed in January-February 2025 about their sustainability and circular fashion goals.

# THREDUP

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