

RETAIL

76pc of US consumers plan to buy secondhand in next year: report

April 15, 2022



Brands and retailers continue fostering their circular and sustainable offerings, including The RealReal. Image credit: The RealReal

By KATIE TAMOLA

Secondhand shopping is continuing to grow in popularity amid concerns for the environment.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

According to a new report from recommerce furniture provider FloorFound, 76 percent of U.S. consumers say they are planning to buy a used or resale item in the next year to save money and protect the planet. Consumers are increasingly searching for resale options across sectors, from furniture to clothing and beyond, as consumers are prioritizing both value and sustainability as they form more eco-friendly shopping habits.

"This survey indicates that new resale models represent an important growth opportunity for oversized retailers and brand manufacturers," said Chris Richter, founder and CEO of [FloorFound](#), in a statement.

"So far, consumers are very receptive to resale but largely unaware of full-scale recommerce programs," he said. "Retailers and brands can, and should, act now to implement and promote recommerce initiatives in order to take market share, increase revenue, and do their part in protecting the planet."

FloorFound surveyed 6,000 U.S. consumers for this study.

Sustainability by the numbers

Consumers are more often finding that buying secondhand from retailers is mutually beneficial that retailer makes a sale while shoppers may feel good about the price they have paid and/or how that purchase is a sustainable action.

While 82 percent of respondents said the discounted price was a primary benefit of buying a used or resale item, 51 percent said sustainability and keeping items out of a landfill was a primary benefit.



Chloe, Chanel and Gucci are popular brands on the consignment market. Image credit: The RealReal

Thirty-six percent of respondents said another benefit of a used or resale item was uniqueness, while 24 percent said quality while pickup or quick shipping came in at 17 percent.

While 76 percent of Americans say they have plans to buy a used or resale item, respondents under 30 are ahead of them, with 84 percent of respondents in that age group having already bought used goods in the past year and 87 percent planning to do so in the next 12 months.

When it comes down to what Americans are buying secondhand, the top 3 resale items purchased were clothing at 44 percent, furniture at 28 percent and footwear at 22 percent.

For the future, the top three resale items Americans want to buy are clothing at 40 percent, furniture at 31 percent and home improvement/tools at 25 percent. Nineteen percent of respondents also plan to buy a used or resale appliance in the next year, while 15 percent plan to buy used exercise equipment.

Facebook Marketplace is a notably popular destination for secondhand goods, as 59 percent of respondents sometimes or often purchase from the platform, with that number rising to 70 percent for millennial and Gen Z shoppers between ages 18 and 44.

There is trust lacking in Facebook Marketplace, however, as only 1 in 4, 27 percent, of consumers trust item descriptions on the platform.

Seeking secondhand

Experts believe that even more consumers might delve into the secondhand space if they were more knowledgeable of brands' efforts.

Fifty-nine percent of respondents said they were unaware of these circular pushes from popular retailers including The RealReal and Patagonia.

Luxury resale platform The RealReal has put forth effort into several sustainable issues in the past year-plus.

Last October, The RealReal marked National Consignment Day on Oct. 4 with new initiatives.

The RealReal expanded its categories, improving flexibility for sellers and launching an innovation lab. The platform also teamed with luxury online retailer Mytheresa to increase resale engagement in the U.S. ([see story](#)).



As the secondhand furniture sector expects to see \$16.6 billion in sales by 2025, consumers will have more options in crafting their ideal homes. Image credit: Chairish

As interest in secondhand furniture also appears to be surging, online vintage furniture service Chairish has acquired European online vintage and antique furniture marketplace Pamono.

The online home furnishings category has grown dramatically in both the United States and in Europe over the past several years, and is on track to reach \$84.2 billion by 2024. The acquisition will allow Chairish and Pamono buyers to shop an extensive offering of high-end furnishings, decor and art while enabling the companies' sellers to reach a global audience ([see story](#)).

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.