

COMMERCE

# Annual revenues rise 15pc at The RealReal

March 2, 2026



*The company's sales are up double-digits. Image credit: The RealReal*

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Luxury resale platform The RealReal saw success at the end of 2025.

For the full year, the business generated sales of \$693 million, up 15 percent year-over-year. The surge coincides with the business's rising gross merchandise value (GMV), coupled with declining new high-end apparel demand across the industry.

"2025 was a year of transformation for The RealReal," said Rati Levesque, president and CEO of [The RealReal](#), in a statement.

"We accelerated top-line growth throughout the year, culminating in particularly strong fourth-quarter performance," Ms. Levesque said. "In 2025, we surpassed the \$2 billion mark in GMV and delivered positive Adjusted EBITDA in every quarter for the first time.

"These defining milestones reinforce our confidence in our growth trajectory and our market leadership position."

## On the up and up

By the end of last year, the company's GMV reached \$2.13 billion, up 16 percent compared to 2024.

In 2025, the platform grew its customer base, as it hosted 1.05 million active buyers, representing a 9 percent y-o-y uptick. During this time, the average order value also rose 9 percent, hitting \$594.



*Fourth quarter sales rose 18 percent, while GMV received an 18 percent bump during the period. Image credit: The RealReal*

“We are leading a fundamental shift in the luxury consumer’s mindset with 47 percent of consumers now considering resale value when making a purchase in the primary luxury market,” said Ms. Levesque, in a statement.

“We are driving growth and margin expansion through disciplined execution of our three strategic pillars: growth playbook, operational excellence and obsessing over service to build trust with our consignors and buyers,” she said. “As we enter 2026, we are poised to build on the momentum and continue to deliver on our mission to be the definitive authority in luxury resale.”

The global fashion resale industry is expected to continue its growth in the coming years, with the segment predicted to be valued at up to \$360 billion by 2030 ([see story](#)).

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