



Global E-Commerce Intelligence
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SAMPLE REPORT
**GLOBAL LUXURY FASHION ONLINE
RECOMMERCE MARKET 2023**
PUBLICATION DATE: JUNE 2023

PREFACE

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A LIST OF ADVANTAGES

- yStats.com provides secondary market research: By using various sources of information we ensure maximum reliability of all obtained data. As a result companies get a precise and unbiased impression of the market situation.
- Only reliable sources such as national and international statistical offices, industry and trade associations, business reports, business and company databases, journals, company registries and news portals are used as a basis for the analyses, statistical reports and forecasts.
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GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

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Secondary Market Research

- The reports are compiled based on secondary market research. Secondary research is information gathered from previously published sources based on information and data acquired from national and international statistical offices, industry and trade associations, business reports, company databases, journals, company registries, news portals and many other reliable sources. By using various sources we ensure maximum objectivity for reported data. As a result, companies gain a precise and unbiased impression of the market situation.
- Cross referencing of data is conducted in order to ensure validity and reliability.
- The source of information and its release date are provided on every chart. It is possible that the information contained in one chart is derived from several sources. If this is the case, all sources are mentioned on the chart.
- The reports include mainly data from the last 12 months prior to the date of report publication. Exact publication dates are mentioned in every chart.

Definitions

- The reports take into account a broad definition of B2C E-Commerce, which might include mobile commerce. As definitions may vary among sources, exact definition used by the source (if available) is included at the bottom of the chart.

Chart Types

- Our reports include text charts, pie charts, bar charts, rankings, line graphs and tables. Every chart contains an Action Title, which summarizes the main idea/finding of the chart and a Subtitle, which provides necessary information about the country, the topic, units or measures of currency, and the applicable time period(s) to which the data refers. With respect to rankings, it is possible that the summation of all categories amounts to more than 100%. In this case, multiple answers were possible, which is noted at the bottom of the chart.

Report Structure

- Reports are comprised of the following elements, in the following order: Cover page, preface, legal notice, methodology, definitions, table of contents, management summary (summarizing main information contained in each section of report) and report content (divided into sections and chapters). When available, we also include forecasts in our report content. These forecasts are not our own; they are published by reliable sources. Within Global and Regional reports, we include all major developed and emerging markets, ranked in order of importance by using evaluative criteria such as sales figures.

Notes and Currency Values

- If available, additional information about the data collection, for example the time of survey and number of people surveyed, is provided in the form of a note. In some cases, the note (also) contains additional information needed to fully understand the contents of the respective data.
- When providing information about amounts of money, local currencies are most often used. When referencing currency values in the Action Title, the EUR values are also provided in brackets. The conversions are made using the average currency exchange rate for the respective time period. Should the currency figure be in the future, the average exchange rate of the past 12 months is used.

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Report Coverage

- The report covers the global luxury fashion online recommerce market. Online recommerce is defined as the resale of pre-owned (secondhand) goods via B2C and C2C E-Commerce platforms, including online marketplaces allowing consumers to buy and sell pre-owned items (C2C) and businesses buying out pre-owned goods and reselling them to consumers online (B2C). A broad definition of fashion, including apparel, shoes, jewelry, watches and accessories was considered. The major countries in the region are covered, while data availability varied across the markets. The research included data from reliable sources searched both in English and local languages.
- The main focus is on the luxury fashion online recommerce segment. General fashion resale market data was included as background information or where separating the luxury fashion segment from the total was not possible.

Report Structure

- The report opens with a Management Summary, summarizing the main findings of each report section.
- The global section is presented next, covering the market overview, market size, trends and the impact of the COVID-19 pandemic outbreak on the market's development and consumer behavior.
- The next chapter provides regional and/or country insights for selected leading markets for luxury goods - USA, Europe and Asia-Pacific, with a particular focus on the U.S. market, including information on general resale, luxury resale, their future developments and current impact of inflation. Furthermore, the Asia-Pacific section includes country specific information on China and Japan. The types of information covered include market overview, market sizes and growth, as well as insights into consumer preferences and behavior. Not all of the mentioned information types were included for each of the markets due to varying data availability.
- The final report chapter contains profiles of five selected leading luxury fashion online resale market players from the U.S., Europe and China. The companies were selected based on recently published information concerning revenues and growth, popularity among consumers, and recent funding rounds. The profiles contain company data such as company name, company description, countries of operation, financials & other KPIs (e.g., GMV, revenues, number of customers, etc. - where available), product categories offered, and recent strategic news. Data availability varied by company.

DEFINITIONS



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The following expressions and definitions are used in this market report*:

- **RECOMMERCE** buying and selling of used or pre-owned items via an online marketplace or store such as eBay, Amazon, and Poshmark, among others.
- **CIRCULAR ECONOMY** a sustainable economic model that keeps reusing the materials of production. The aim is to keep using the same materials instead of discarding them via remanufacture and recycle for as long as possible.
- **SUSTAINABLE FASHION** apparel that has been produced, sold, and distributed in such a way as to minimize any damaging social and environmental impact. To become sustainable, a company must reduce negative impacts at multiple stages of the supply chain and of the product's lifecycle.
- **LUXURY SHOPPERS** luxury shoppers are those affluent buyers who spend on purchasing upscale and expensive items such as designer handbags, shoes, clothes, watches, jewelry, and beauty products, among other goods.
- **SECONDHAND LUXURY** the secondhand luxury market or the luxury resale market is the one in which consumers of premium and luxury goods buy and sell pre-owned luxury items. Sellers sell them via stores or directly themselves, while buyers purchase the secondhand luxury items at discounted prices via resale websites.
- **ONLINE RESALE MARKETPLACES** online marketplaces are digital stores where third-party vendors can sell their products to get a wider consumer reach. There are also dedicated online marketplaces such as Vestiaire Collective to sell pre-owned luxury items.
- **DIGITAL AUTHENTICATION** the process of determining the validity in user identities presented digitally to a system.
- **NON-FUNGIBLE TOKENS (NFT)** NFTs are those which are unique and cannot be replaced, unlike physical money or cryptocurrencies which are replaceable. NFTs consist of a digital signature to make them unique, and they could be in form of photos, videos, collectibles, trading cards, games, among others.
- **CROSS-BORDER RECOMMERCE** the sale of reused or pre-owned goods to consumers directly in other countries via foreign (out-of-country) online shops and marketplaces. Goods are delivered from the country where the foreign shop is based or from a central logistics facility, i.e., across the country's borders.
- **GROSS MERCHANDISE VALUE (GMV)** a total value of successfully completed transactions between buyers and sellers on a marketplace. Depending on the source, might include shipping costs.

Note: *the definitions used by the original sources might differ from the ones stated on this chart; the exact definition used by each source, where available, is included on the respective charts

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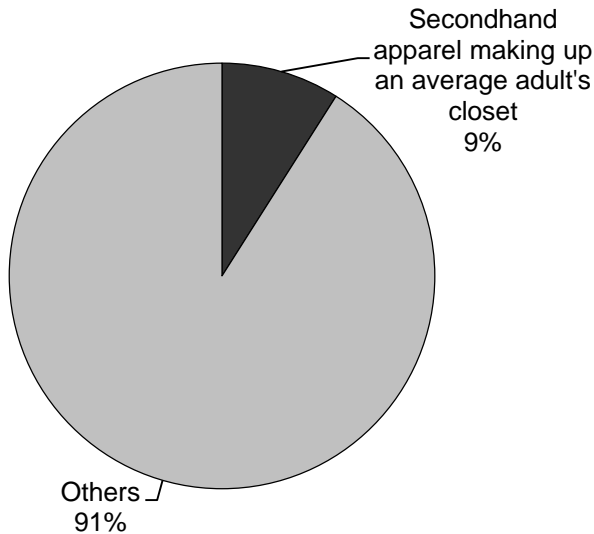
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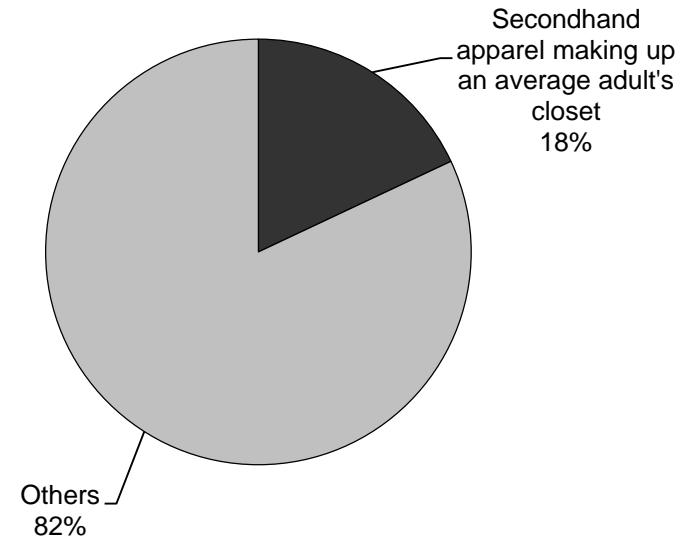
Secondhand apparel made up 9% of an average U.S. adult's closet in 2022, with the share projected to double by 2032.

USA: Share of Secondhand Apparel Making Up an Average Adult's Closet, in %, 2022 & 2032f

2022



2032f

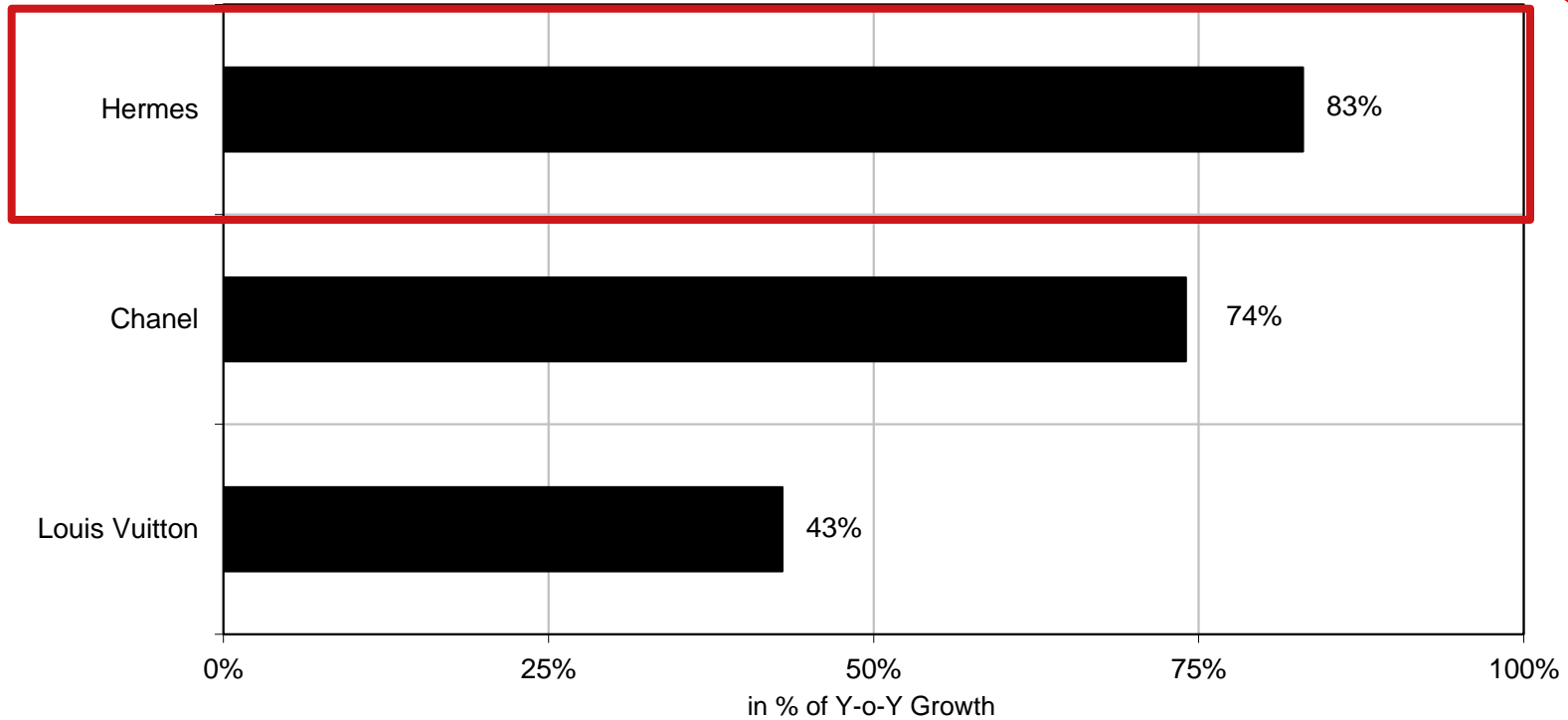


Note: secondhand apparel refers to resale apparel bought both online and offline
 Survey: based on a survey of 3,012 adults, conducted in December 2022
 Source: Global Data cited by ThredUp, April 2023



Reaching 83%, the luxury brand Hermes experienced annual sales volume increase on Fashionphile in 2022.

Global: Year-on-Year Sales Volume Growth of Top 3 Luxury Brands on Fashionphile, in %, 2021-2022





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