



Global E-Commerce Intelligence
we report, you grow

SAMPLE REPORT
**USA LUXURY FASHION ONLINE
RECOMMERCE MARKET 2023**
PUBLICATION DATE: JUNE 2023

PREFACE



Sample Report

OBJECTIVE

RELIABLE

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.
- Our international employees research and filter all sources and translate relevant information into English. This ensures that the content of the original studies is correctly interpreted.
- yStats.com delivers all research results as PowerPoint files. All data can therefore be used directly for board presentations or be individually adapted.
- If required, yStats.com provides in-depth analysis for all research projects. Simply send us a request.

TERMS OF USE AND COPYRIGHT CONDITIONS

- This report is copyrighted. All rights reserved and no part of this report may be reproduced, stored in a retrieval system or transmitted in any form without the prior permission of the publishers.
- The information in this report does not constitute the provision of investment, legal or tax advice. Any views expressed reflect the current views of the original authors, which do not necessarily correspond to the opinions of yStats.com GmbH & Co. KG.
- The information in this report is provided for informational purposes only and without any obligation, whether contractual or otherwise. No warranty or representation is made as to the correctness, completeness and accuracy of the information given or the assessments made.
- We have taken every precaution to ensure that details provided in this report are accurate. The publishers are not liable for any omissions, errors or incorrect insertions, nor for any interpretations made from the document.

LEGAL NOTICE

Sample Report

This report is subject to the Terms & Conditions of yStats.com GmbH & Co. KG, which can be found at yStats.com. By selecting a particular license, you agree to the Terms & Conditions which pertain to said license. Please be aware that any misuse of this product or any other product not in accordance with the aforementioned Terms & Conditions will result in legal action.

The licensing structure is as follows:

SINGLE USER LICENSE

■ allows one (1) user to access the downloaded report.

SITE LICENSE

■ allows up to ten (10) users of a company within a specified geographic area (i.e. country) to access the downloaded report.

GLOBAL SITE LICENSE

■ allows up to ten (10) user of a company worldwide to access the downloaded report.

GENERAL METHODOLOGY OF MARKET RESEARCH REPORTS

OBJECTIVE

RELIABLE

Sample Report

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.

METHODOLOGY OF THE CURRENT



Sample Report

OBJECTIVE

RELIABLE

Report Coverage

- The report covers the luxury fashion online recommerce market in the USA. 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 USA markets for luxury goods, including information on general resale, luxury resale, their future developments and current impact of inflation. The types of information covered include market overview, market sizes and growth, as well as insights into consumer preferences and behavior.

DEFINITIONS



OBJECTIVE

RELIABLE

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

TABLE OF CONTENTS (1 OF 2)

Sample Report

OBJECTIVE

RELIABLE

1. Management Summary

2. Global

- Overview of Luxury Fashion Online Recommerce Market, January 2023 (1 of 2)
- Overview of Luxury Fashion Online Recommerce Market, January 2023 (2 of 2)
- Secondhand Market Size, in USD billion, 2022 & 2027f
- Secondhand Luxury Goods Market Size, in EUR billion, 2021 & 2025f
- Share of Resale Making Up Secondhand Product Buyers' Purchase Basket, in %, 2022e & 2023f
- Share of Secondhand Shoppers That Are Inclined to Buy Products From Brands They Could Not Afford New, in %, 2021
- Share of Luxury Shoppers Who Are the Most Likely to Buy Secondhand Goods, by Generation, in %, 2022
- Share of Luxury Shoppers Who Are the Most Likely to Sell Secondhand Goods, by Generation, in %, 2022
- Drivers of Selling Fashion Items, in % of Secondhand Sellers, 2022
- Barriers to Selling Fashion Items, in % of Secondhand Non-Sellers, 2022
- Share of Respondents Who Discovered a Brand or Bought Secondhand Luxury Item for the First Time, in %, 2022e
- Breakdown of Purchased Secondhand Product Categories, by Number of Articles Purchased, in % of Total Number of Secondhand Purchases Annually, 2022e
- Share of Respondents Who Bought vs Those Who Are Likely to Buy a Pre-Owned Fashion Item in the Future, in %, April 2022
- Secondhand Luxury Watch Market Size, in USD billion, 2022e & 2026f
- Breakdown of Secondhand and Firsthand Luxury Watch Market, in %, 2022e & 2026f
- Share of Watch Resale Market Making Up Total Watch Market, incl. "Luxury Watches", in %, 2025f
- Share of Online Channels Making Up Total Luxury Watch Resale, in %, 2026f

3. USA

- Overview of Luxury Fashion Online Recommerce Market, February 2023
- Resale Apparel Market Size, in USD billion, and Year-on-Year Change, in %, 2021-2027f
- Fashion Online Resale Marketplace Sales, in USD billion, and Year-on-Year Change, in %, 2021e-2025f
- Average Fashion Digital Resale Marketplace Sales per Buyer, in USD, and Year-on-Year Change, in %, 2022f-2025f
- Share of Resale Making Up Total Luxury Market, in %, 2021
- Share of Secondhand Sales Originating From Online Resale, in %, 2024f
- Share of Luxury Shoppers Buying Pre-Owned Luxury Goods, in %, August 2021

TABLE OF CONTENTS (2 OF 2)

Sample Report

OBJECTIVE

RELIABLE

3. USA (Cont.)

- Share of Luxury Shoppers Who Purchase Pre-Owned Luxury at Least Once a Month, by Gender, in %, August 2021
- Share of Luxury Shoppers Who Purchase Pre-Owned Luxury Online, by Gender, in %, August 2021
- Share of Respondents Who Have Bought Secondhand Apparel, in %, December 2022
- Share of Respondents Buying Same or More Secondhand Apparel Items, in %, April 2022
- Share of Adults Who Spent a Higher Proportion of Their Apparel Budget on Secondhand, in %, 2022
- Share of Adults Who Have Bought or Are Open to Buying Secondhand in the Future, in % of Adults, 2020 & 2021
- Share of Adults Who Have Bought or Are Open to Buying Secondhand Apparel in the Future, All Adults vs Gen Z, in %, December 2022
- Breakdown of Experience With Purchasing Clothing From Online Secondhand Stores, by Age, in % of Adults, October 2022
- Share of Gen Z Who Would Pay More for Apparel They Know They Can Resell, in %, January 2022
- Share of Gen Z Who Consider the Resale Value of Apparel Before Purchasing, in %, 2021 & 2022
- Share of Respondents Who Are Less Likely to Buy an Apparel Item if It Does Not Have a Good Resale Value, All Adults vs Gen Z, in %, December 2022
- Share of Secondhand Apparel Making Up an Average Adult's Closet, in %, 2022 & 2032f
- Share of Respondents Who Will Consider Buying More Secondhand Apparel if Prices Keep Rising, in %, April 2022
- Reasons to Buy Pre-Owned Luxury, in % of Luxury Shoppers, August 2021
- Share of Gen Z Who Choose Secondhand to Afford Higher-End Brands, in %, December 2022
- Share of Gen Z Who Refuse to Buy From Non-Sustainable Brands and Retailers, in %, 2021 & 2022
- Main Features That Are Considered Important During Secondhand Luxury Purchase, in % of Luxury Shoppers, October 2022
- Share of Luxury Shoppers Whose Main Concern When Purchasing Pre-Owned Luxury Goods is Authenticity, in %, August 2021
- Share of Respondents Preferring Brand-Operated Resale Over Third-Party Platforms, in %, July 2021
- Share of Adults Finding Secondhand Shopping Easier Than Five Years Ago Due to the Emergence of Technology and Online Marketplaces, in %, January 2022
- Share of Adults Who Find That Secondhand Has Become More Accessible, in %, December 2022
- Share of Adults Who Look for Secondhand Apparel in the First Place When Shopping for Apparel in General, in %, January 2022
- Share of Gen Z Who Look for an Item Secondhand Before Purchasing It New, in %, 2021 & 2022
- Share of First-Time Secondhand Shoppers Who Plan to Spend the Same Amount or More on Secondhand in the Next 5 years, in %, January 2022
- Share of Shoppers Who Plan to Spend More or Less Money in the Next 5 Years, by Category, in % of Shoppers, 2020 & 2021
- Share of Secondhand Shoppers Who Plan to Buy, Shop or Sell More or Less Secondhand in the Next Year, in %, October 2022

TABLE OF CONTENTS (3 OF 3)



OBJECTIVE

RELIABLE

3. USA (Cont.)

- Share of Luxury Shoppers Who State That They Will Shop More for Pre-Owned Luxury as COVID-19 Subsidies, in %, August 2022
- Resale Product Categories Adults Planned to Purchase as Holiday Gifts, in % of Adults, September 2022
- Top 3 Pre-Owned Luxury Categories Purchased Online, in % of Luxury Shoppers, August 2021
- Pre-Owned Luxury/Premium Fashion Categories Likely to Be Purchased in the Next 2 Years, in % of Luxury/Premium Shoppers, 2021
- Share of Luxury Shoppers Who Sell Pre-Owned Luxury Online, by Gender, in %, August 2021
- Share of Luxury Shoppers Selling on Resale Sites Who Resold at Least One Luxury Accessory for More Than They Originally Bought, in %, October 2022
- Breakdown of Luxury Shoppers Who Bought and Sold a Secondhand Luxury Accessory Online, in %, October 2022
- Share of eBay Sellers Who Sold Secondhand Goods to Earn Extra Income, in %, November 2022
- Share of eBay Sellers Who Sold Secondhand Goods Due to Lost Household Income, in %, November 2022
- Breakdown of Actions that Luxury Shoppers Will Take if Authentication Details of Secondhand Luxury Accessories Are Available, in % of Luxury Shoppers, October 2022
- Share of Luxury Shoppers Who Showed Willingness to Exchange Luxury Accessories for Other Luxury Accessories, in %, October 2022
- Locations Used to Buy Luxury Goods, in % of Luxury Shoppers, 2022e
- Digital Platforms Used for Secondhand Shopping, in % of Adults, October 2022
- Top 5 Luxury Brands Consumers Purchase Pre-Owned, in % of Luxury Shoppers, August 2021
- Share of Fashion Retail Customers Who Participate in Resale, in %, 2021 & 2022
- Number of Fashion Brands Participating in Online Resale Programs, 2019-2022 & February 2023
- Share of Fashion Retailers for Whom Offering Resale Options is Becoming Table Stakes, in %, 2021 & 2022
- Top 10 Online Fashion Resale Brands, by Number of Resale Shop Listings, January 2023
- Share of Retail Executives Who Understand the Resale Landscape Better Than 3 Years Ago, in %, January 2022
- Share of “Fashionable Professional”* Consumers Who Have Bought a Secondhand Luxury Watch in the Past 24 Months, in %, October 2022

TABLE OF CONTENTS



OBJECTIVE

20%

8%

11%

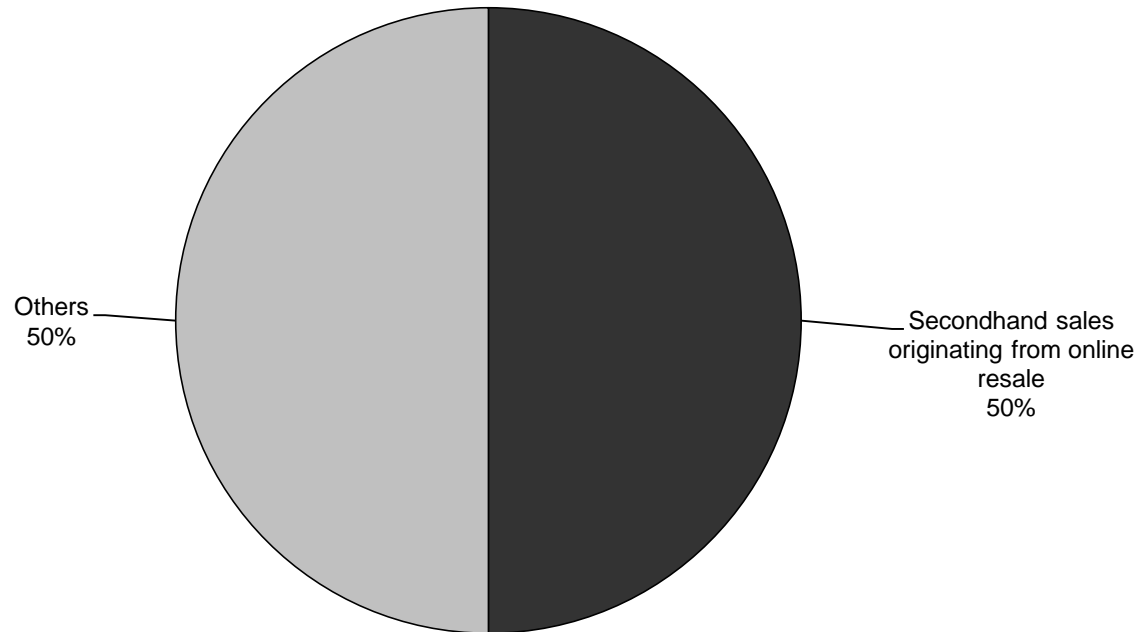
RELIABLE

1.	Management Summary	10 – 12
2.	Global	13 – 30
3.	USA	31 – 84



The share of secondhand sales in the U.S. originating from online resale is projected to reach 50% of total secondhand sales

USA: Share of Secondhand Sales Originating From Online Resale, in %, 2024f

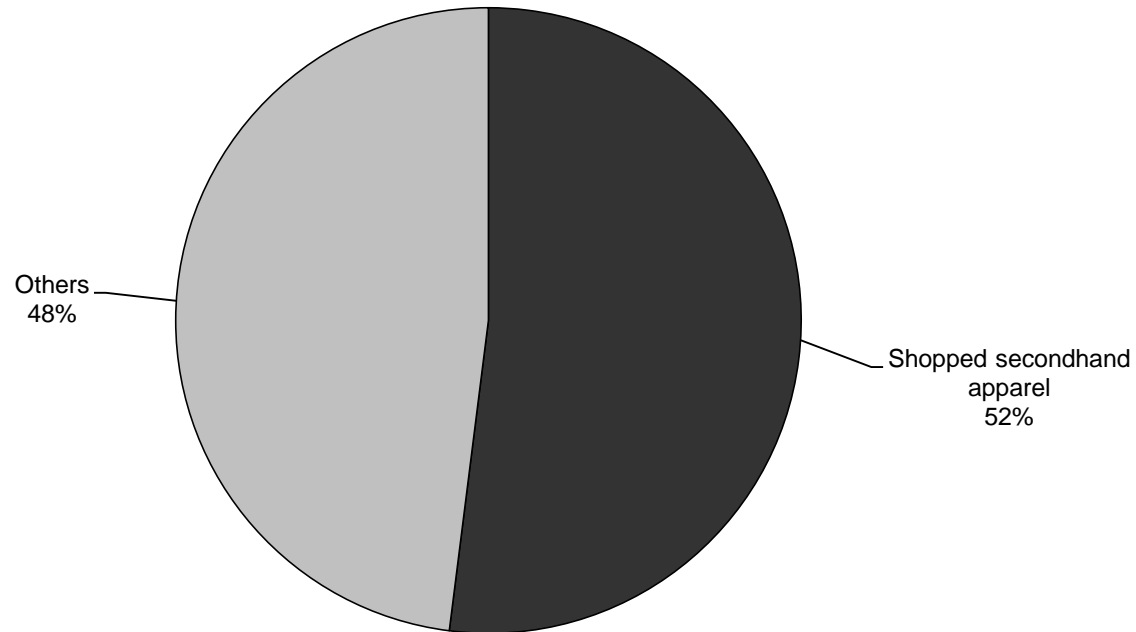


Survey: based on a survey of 3,500 U.S. adults, conducted in January 2022
Source: GlobalData cited by ThredUp, May 2022



Over half (52%) of survey respondents in the U.S. have bought secondhand apparel in December 2022.

USA: Share of Respondents Who Have Bought Secondhand Apparel, in %, December 2022



Note: includes both online and offline channels
Survey: based on a survey of 3,012 adults, conducted in December 2022
Source: Global Data cited by ThredUp, April 2023

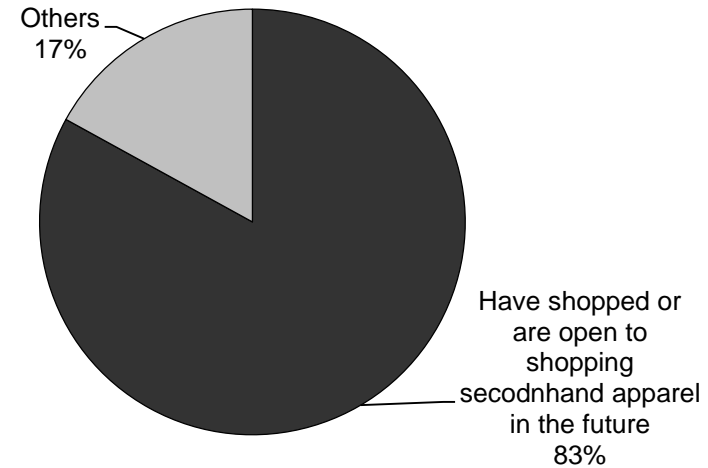
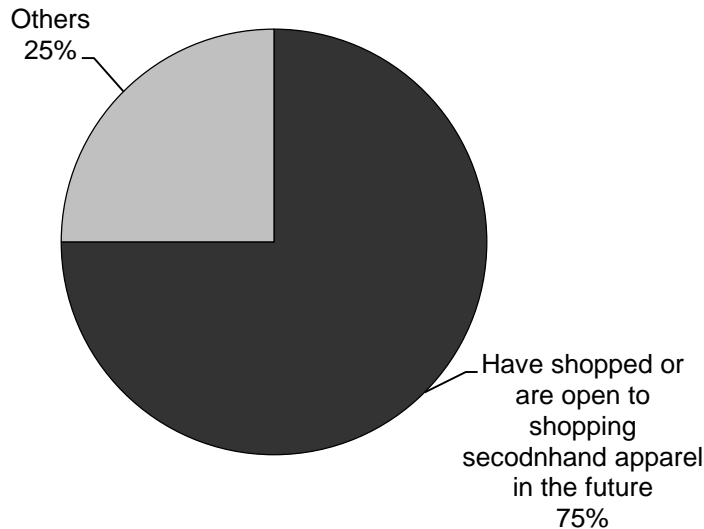


75% of all U.S. adults and 83% of Gen Z have shopped or are open to shopping secondhand apparel in the future, as of December 2022

USA: Share of Adults Who Have Bought or Are Open to Buying Secondhand Apparel in the Future
All Adults vs Gen Z, in %, December 2022

All Adults

Gen Z

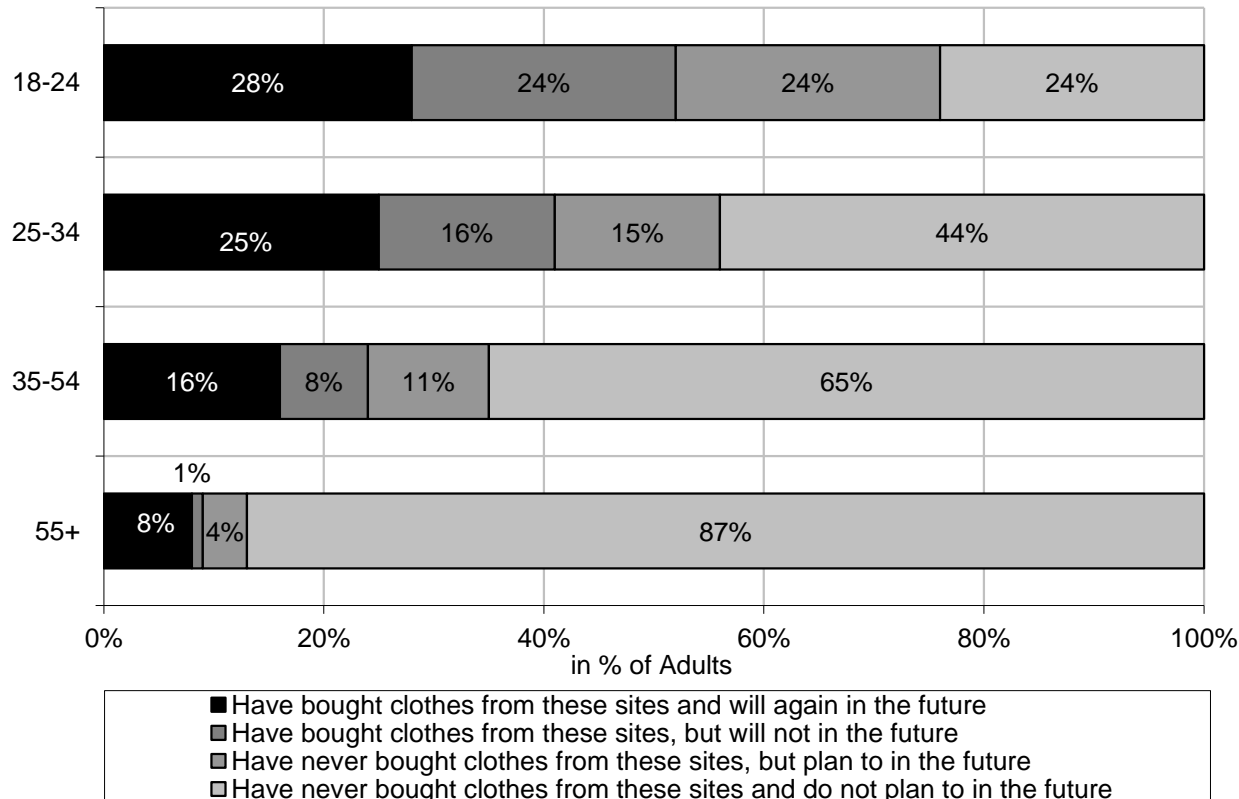


Note: secondhand apparel includes purchases made via both online and offline channels
 Survey: based on a survey of 3,012 adults, conducted in December 2022
 Source: Global Data cited by ThredUp, April 2023



In the U.S., the share of adults who have bought resale clothing online and planned to in the future declined with increasing age

USA: Breakdown of Experience With Purchasing Clothing From Online Secondhand Stores, by Age Group of Adults, October 2022

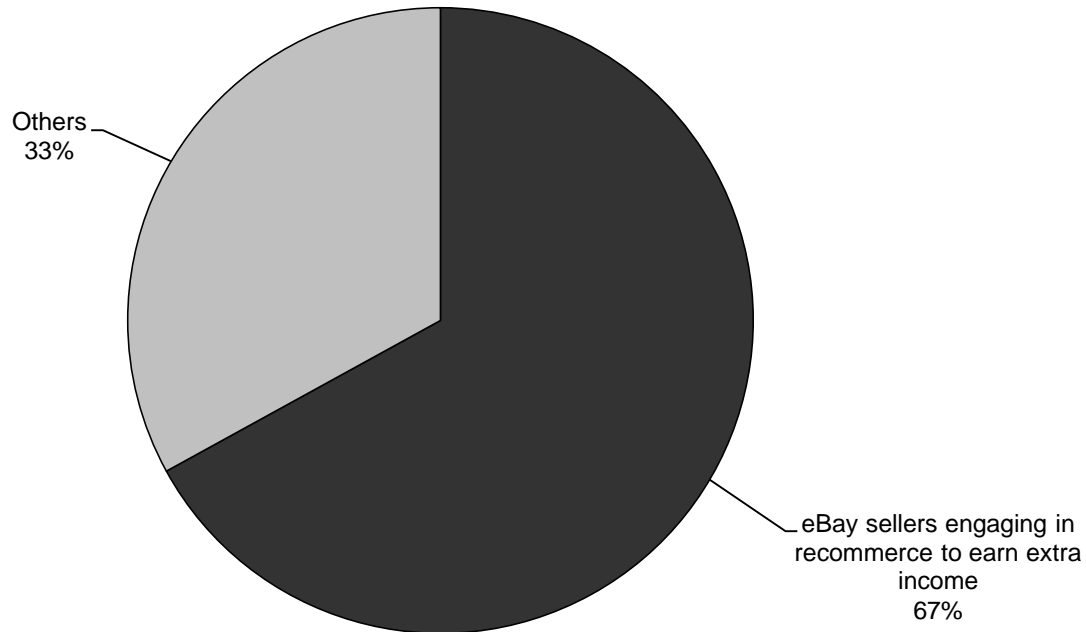


Survey: based on a survey of 3,882 adults
Source: CivicScience cited by Insider Intelligence, March 2023



As of November 2022, more than two-thirds (67%) of eBay sellers in the U.S. had sold secondhand goods for extra income

USA: Share of eBay Sellers Who Sold Secondhand Goods to Earn Extra Income, in %, November 2022



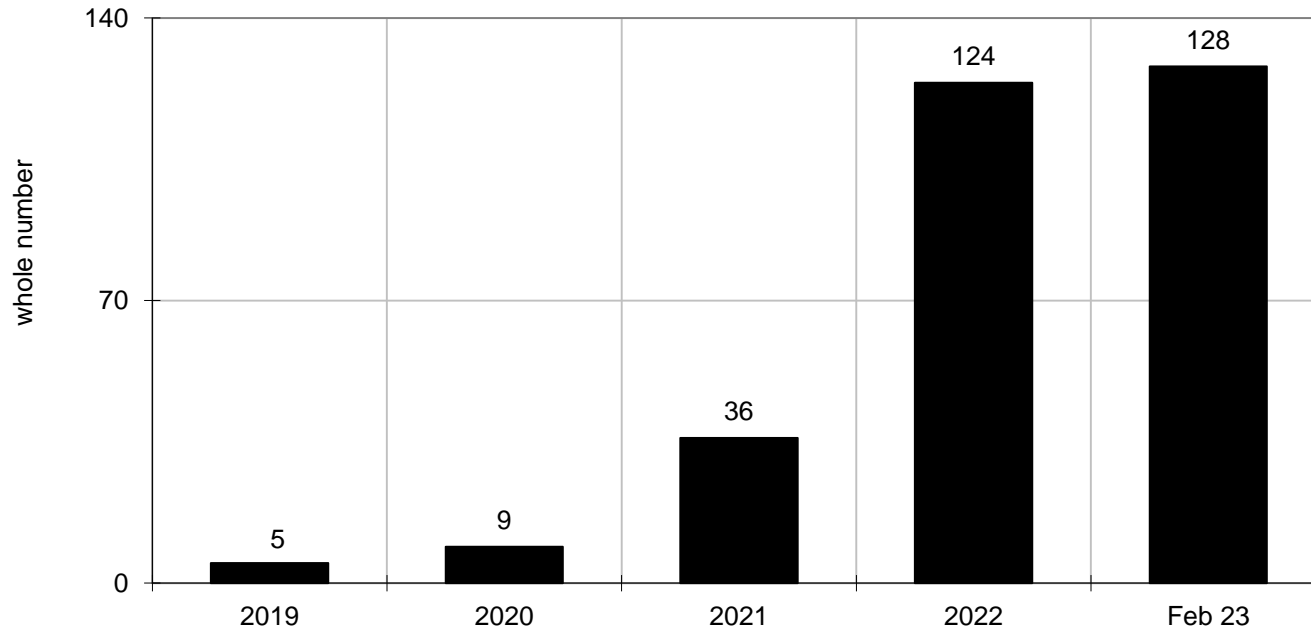
Survey: based on a survey of 11,064 eBay C2C sellers across U.S., UK, Canada, Germany, France, Italy, Australia, and Japan, as also 7,459 buyers in U.S., UK, France, Germany, Canada, Italy, Australia, and Japan, conducted between 18th October – 1st November 2022

Source: eBay, February 2023



The number of fashion brands participating in online resale programs in the U.S. increased by 119 between 2019 and February 2023

USA: Number of Fashion Brands Participating in Online Resale Programs, 2019-2022 & Feb 2023



Source: ThredUp cited by Insider Intelligence, March 2023



Global E-Commerce Intelligence
we report, you grow

ADDRESS

yStats.com GmbH & Co. KG
Behringstr. 28a | 22765 Hamburg | Germany

CONTACT

Phone: +49 40 - 39 90 68 50 | Fax: +49 40 - 39 90 68 51 | info@ystats.com

SOCIAL MEDIA

 [linkedin.com/company/ystats](https://www.linkedin.com/company/ystats)
 twitter.com/ystats
 facebook.com/ystats
 gplus.to/ystats.com

MORE NEWS?

Please subscribe to our Newsletter at www.ystats.com