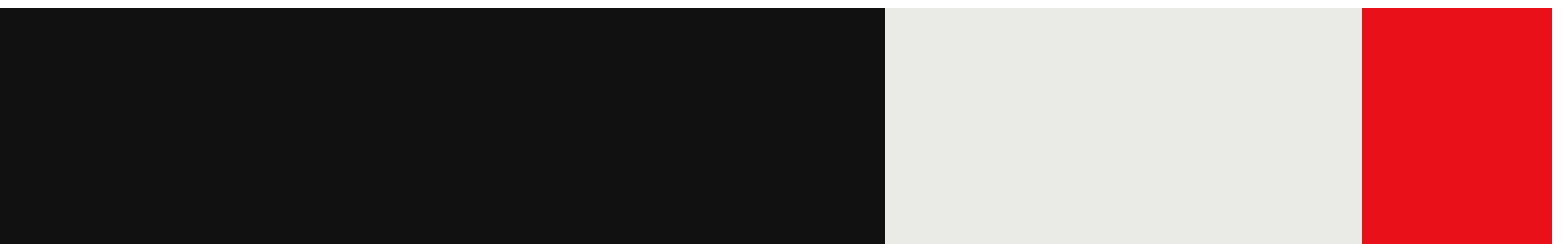


Where consumers are most comfortable with secondhand clothing

Article

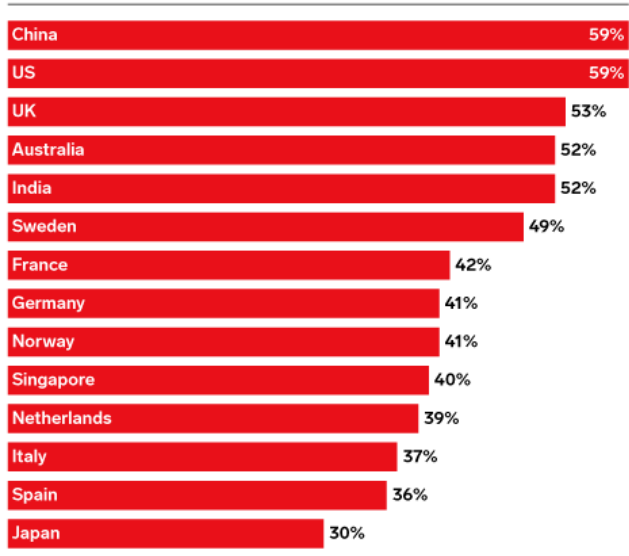


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In China and the US, **59%** of internet users are comfortable using secondhand clothing items, making those countries where the resale fashion economy is most ripe for growth. By

contrast, far fewer internet users in Italy (**37%**), Spain (**36%**), and Japan (**30%**) are comfortable with apparel by way of thrift stores, consignment shops, and other resellers.

Internet Users Worldwide Who Are Comfortable with Using Secondhand Clothing Items, by Country, Sep 2021
% of respondents



Source: Capgemini, "Circular Economy for a Sustainable Future," Nov 8, 2021
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