

Secondhand shopping will boast first-rate growth amid retail slowdown

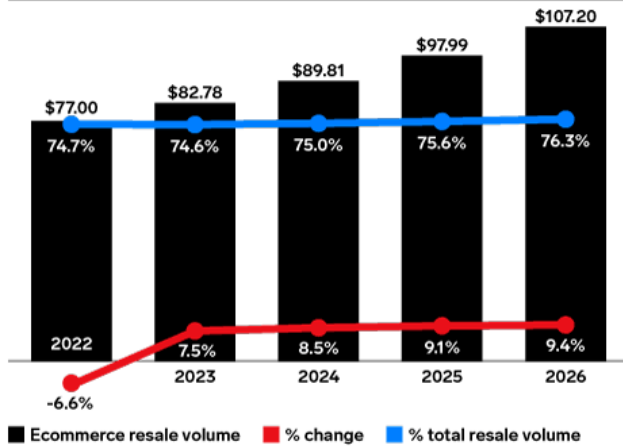
Article

For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

The US online resale market is back on the rise this year, following a 6.6% decrease in 2022, according to our forecast. The trend shows no signs of slowing down over the next few years, with ecommerce resale volume surpassing \$100 billion in 2026.

US Ecommerce Resale Volume, 2022-2026

billions, % change, and % total resale volume



Note: represents the total dollar value of pre-owned items ordered using the internet, regardless of the method of payment or fulfillment; includes sales via online marketplaces (e.g., craigslist, eBay, OfferUp) or social media (e.g., Facebook Marketplace); includes refurbished products; excludes "open box" items and those bought via rental subscription programs (e.g., Rent the Runway)
Source: eMarketer, Dec 2022

280604

eMarketer | InsiderIntelligence.com

Beyond the chart: Total resale volume is growing at more than twice the speed of overall retail sales, by our estimates. High inflation and a growing awareness of sustainability are driving consumers to buy secondhand. AI could accelerate resale ecommerce even more, such as by authenticating luxury items and improving the quality of product descriptions.

More like this:

- The resale world is paying close attention to emerging technologies
- Fashion brand participation in resale boomed last year
- US fashion resale market to top \$20 billion online amid a rush of brands and shoppers
- A tale of two retail tiers: How luxury, discount retailers approach TikTok, physical stores, and resale
- Yesterday's Chart of the Day: Let the good times scroll

Methodology: Estimates are based on the analysis of survey and traffic data from other research firms, historical consumer adoption trends, and demographic adoption trends.