

US fashion resale market to top \$20 billion online amid a rush of brands and shoppers

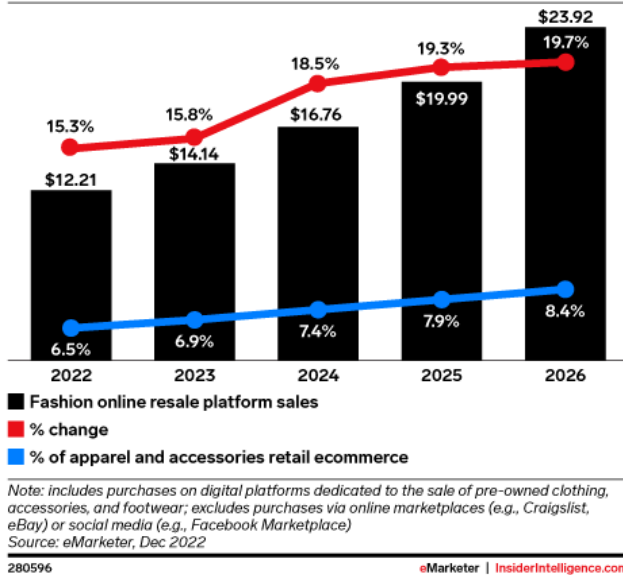
Article

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

US fashion online resale platform sales will increase 15.8% this year, totaling \$14.14 billion, according to our forecast. Sales will continue to grow by double-digit rates through 2026, when they will reach \$23.92 billion.

US Fashion Online Resale Platform Sales, 2022-2026

billions, % change, and % of US apparel and accessories retail ecommerce



Beyond the chart: Platforms like Depop and Poshmark will see the US customer base grow for the next few years, with a collective 46.9 million buyers—more than one-fifth of US digital buyers—in 2026, per our “[US Online Fashion Resale 2023](#)” report.

Adoption is up among brands as well. According to thredUP, 3.5 times more brands operated resale programs in 2022 than the year before. Retailers can use resale programs to acquire new customers, keep current customers in the brand’s ecosystem, and create another revenue stream.

More like this:

- [The most-wanted clothing brands at resale are probably hanging in your closet](#)
- [Poshmark introduces Posh Shows, live shopping for resale](#)
- [Fashion brand participation in resale boomed last year](#)
- [5 charts showing what resale ecommerce growth means for your brand](#)

- **Yesterday's Chart of the Day: Top 10 fast-food apps**

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