

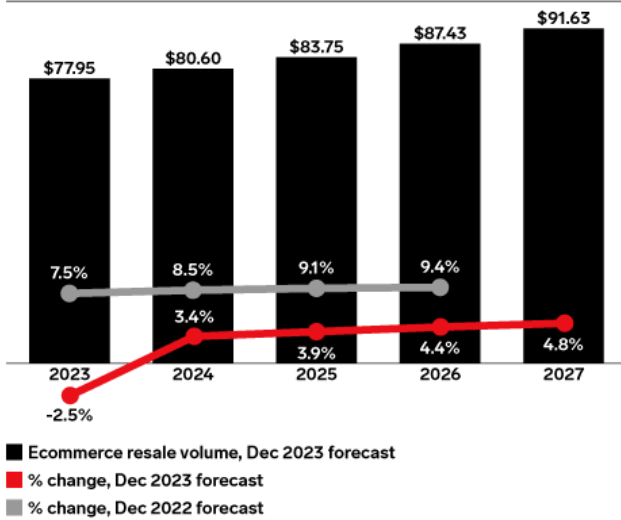
Ecommerce resale is growing slower than previously expected

Article



Ecommerce Resale Will Resume Growth in 2024, but at a Slower Pace Than Previously Expected

billions in US ecommerce resale volume and % change in current vs. previous forecast, 2023-2027



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 Forecast, Dec 2023

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Key stat: US ecommerce resale volume will hit \$80.60 billion this year, a growth of 3.4% YoY, per our December 2023 forecast.

Beyond the chart:

- Ecommerce resale volume is returning to growth after a 6.9% dip YoY in 2022 and a 2.5% one in 2023, per our forecast.
- But it still hasn't returned to its pandemic high of \$85.87 billion in 2021.
- Growth in the number of online fashion buyers has slowed, leading platforms to search for strategies to boost order values by offering luxury goods and courting wealthy shoppers.

Use this chart:

- Reconsider resale strategies.

More like this:

- **AI technology has the potential to revolutionize online resale**

- In-store is the most popular way to discover clothing brands and products
- How fashion brands are using Discord, Substack, and Facebook Groups
- Apparel companies thredUP, Stitch Fix lean into AI and optimized marketing mix to jumpstart growth

Note: Retail formats vary by digital platform and include peer-to-peer, consignment, and direct sales.

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