

# Fashion online resale platforms to reach nearly \$31 billion by 2025

Article

**The forecast:** Fashion online resale platform sales will reach **\$30.63 billion** by 2025, growing at an estimated **24% CAGR** and representing **10.0%** of all ecommerce apparel and accessories sales.

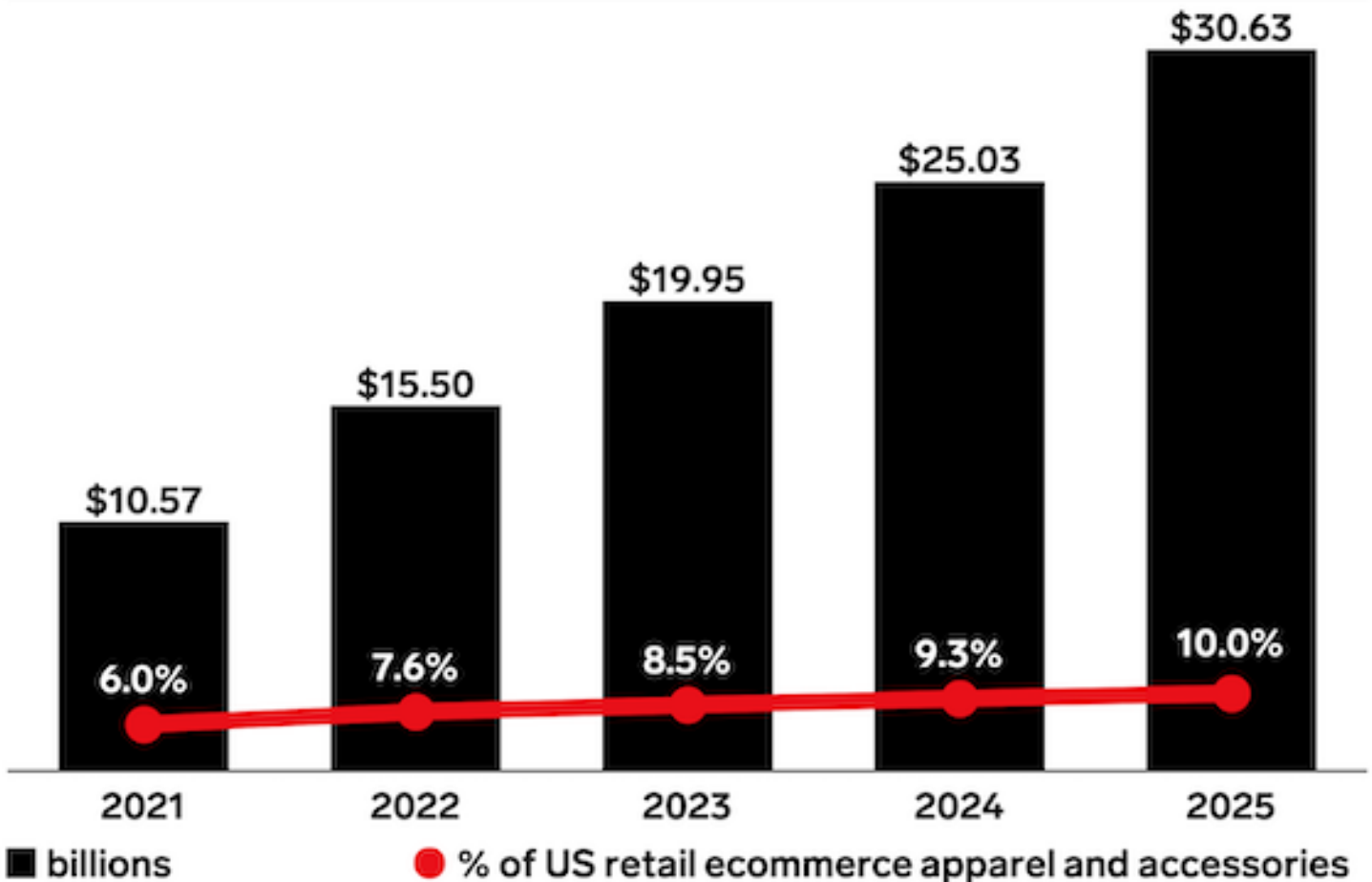
Over the past decade, there has been growing interest in shopping at thrift stores, especially among **bargain hunters** and **Gen Zers**. Additionally, the perception of buying and wearing

secondhand clothes has evolved to be cool and edgy, largely driven by social media.

This new interest in thrifting is spilling over to online channels, with the number of resale sites dedicated to the sale of secondhand clothing growing in the past five years.

# US Fashion Online Resale Marketplace Sales

billions, % of US retail ecommerce apparel and accessories



Note: represents sales that occur on a digital platform dedicated to the sale of secondhand clothing, accessories, and footwear; sales formats vary by platform and include peer-to-peer, consignment, or direct sales; examples include Depop, Poshmark, StockX, The RealReal, thredUP; includes purchases made on retailer-run or brand-run platforms established solely for the sale of secondhand apparel (e.g., Eileen Fisher's Renew, Lululemon's Like New, Urban Outfitters' Nuuly Thrift); excludes purchases via social media (e.g., Facebook Marketplace, Instagram), Craigslist, eBay, or at physical retail locations, such as consignment, donation, or thrift stores. eMarketer benchmarks its retail sales figures against US Department of Commerce data, for which the last full year measured was 2020.

Source: eMarketer, October 2021

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## Dive deeper:

- Big-name apparel brands and retailers, such as **Patagonia**, **REI**, and **Eileen Fisher**, are also getting into the secondhand market with separate websites dedicated to selling their own brands' secondhand items.
- However, **inventory issues will temper** growth of online resale apparel. Buying preowned garments online can be a gamble because sizing, pricing, quality, and condition can vary so widely. Also, **sourcing a reliable supply of sellers or secondhand inventory is also a challenge** as more players enter the space.