

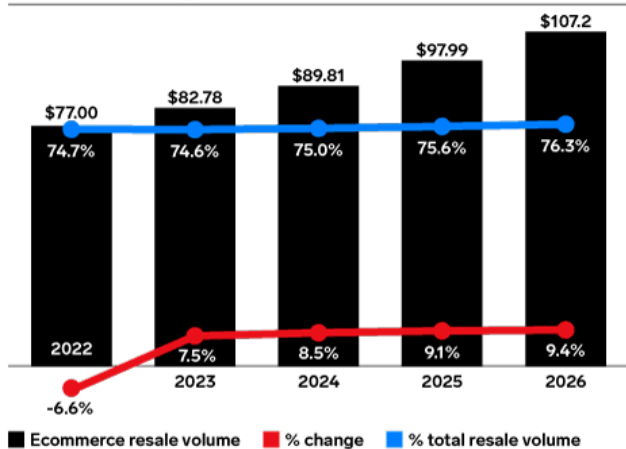
# US ecommerce resale to grow backed by shoppers looking to save money

Article

Ecommerce resale is one of the fastest-growing segments in retail, accounting for nearly three-quarters of total resale volume. And with the effects of inflation and concerns over sustainability weighing on consumers, secondhand is becoming more and more attractive.

## 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

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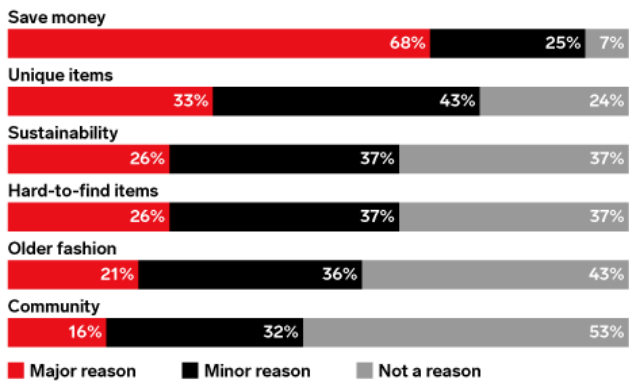
## Resale shoppers care most about saving money.

Resale is ultimately better for the environment, but consumers tend to cite savings—not sustainability—as the most important reason for purchasing used goods.

- **More than 90% of shoppers said money is a reason to buy resale**, with 68% deeming it a “major reason,” per a May 2022 Morning Consult poll.
- **Uniqueness is another key selling point.** The ability to purchase one-of-a-kind items ranked above sustainability as both a major and minor reason for shopping secondhand in Morning Consult’s survey.
- **Shoppers will also look to resale during product shortages.** Around a quarter of consumers said they searched resale channels to source hard-to-find items. This was a particularly common trend amid the pandemic-induced supply chain crisis that reached its peak in late 2021.

## Reasons for Shopping for Used Goods According to US Adult Secondhand Shoppers, May 2022

% of respondents



Note: n=1,711; numbers may not add up to 100% due to rounding  
 Source: Morning Consult, "What Sustainability Means to Consumers: Retail & E-Commerce," Sep 20, 2022

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Report by Sky Canaves Apr 03, 2023

## US Resale Forecast 2023

