

Resale volumes will grow more than twice as fast as total US retail sales this year

Article

The forecast: We expect US total resale volume to grow 7.6% year-over-year (YoY) this year to \$110.92 billion, a significant leap from the 2.6% YoY decline last year, according to our new

forecast.

- **That's more than double the 3.3% growth that we expect from total retail sales this year.**
- Our [forecast](#) expects ecommerce resale will account for 74.6% of total US resale volume this year, and that share will continue to grow slightly through 2026.
- The estimate dovetails with a bullish forecast in a new [thredUP report](#) that expects fashion online resale sales to reach \$38 billion by 2027. Our [US Fashion Online Resale Platform Sales forecast](#), featured in our new [US Online Fashion Resale](#) report, expects sales to reach nearly \$24 billion by 2026, but, unlike thredUP's forecast, excludes general marketplaces like **eBay** and **Facebook Marketplace**.

Behind the numbers: A confluence of factors is making resale more attractive, including the effects of inflation, concerns over sustainability, as well as the growing availability of secondhand goods.

- **Resale enables shoppers to stretch their wallets.** Roughly 92% of shoppers said saving money is a reason to buy resale, [per](#) a May 2022 Morning Consult poll. And 30% of Gen Z choose secondhand to afford higher-end brands, according to thredUP.
- **Sustainability concerns are driving consumers to secondhand goods.** Forty-seven percent of Gen Z shoppers refuse to buy from non-sustainable apparel brands and retailers, up 11 percentage points from just two years ago, [per](#) thredUP.
- **Buying secondhand has gone mainstream.** Fifty-two percent of consumers shopped secondhand apparel in 2022, [per](#) thredUP.
- **The number of retailers with resale programs keeps growing.** Among the companies featured in thredUP's Recommerce 100 ranking of retailers based on the number of secondhand items they have listed, 72 were launched in either 2022 or 2023, including **Canada Goose**, [J.Crew](#), and **Kate Spade**. Only seven were launched before 2021.

Where consumers shop: Online channels account for the majority of resale volume because they provide shoppers with access to a significantly wider selection of inventory than they can find offline.

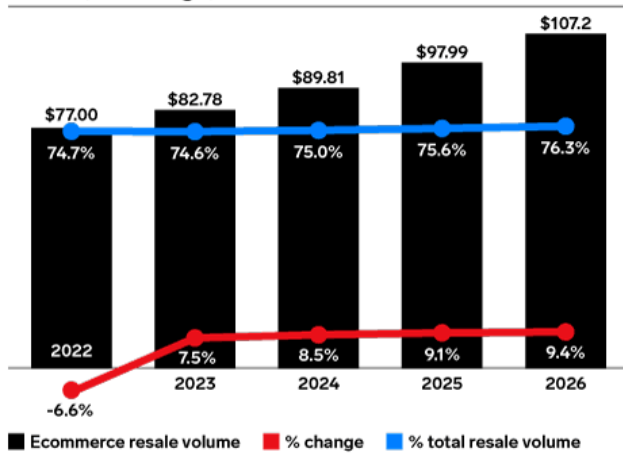
- eBay and Facebook are the two most popular platforms that consumers have used to purchase secondhand goods, [per](#) Morning Consult.

- However, other platforms are seeking ways to attract more buyers (and sellers). For example, **Poshmark** on Wednesday launched [Posh Shows](#), which allows consumers to livestream on the company’s platform.

The big takeaway: There is no shortage of resale platforms and “resale as a service” providers that make it relatively straightforward for brands to enter the resale market.

- Doing so is a simple way to demonstrate a commitment to sustainability, appeal to cost-conscious consumers, and drive incremental revenues.

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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Go further: Read our [US Resale Forecast 2023](#) report.

*This article originally appeared in Insider Intelligence's **Retail & Ecommerce Briefing**—a daily recap of top stories reshaping the retail industry. Subscribe to have more hard-hitting takeaways delivered to your inbox daily.*

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