bencha.

THE RISE OF RESALE.

INSIDE THE GLOBAL SECONDHAND FASHION MARKET: DATA, TRENDS & OPPORTUNITIES

2025

CEO'S STATEMENT.

The second-hand market is growing rapidly, propelled by shifting consumer values, expanding legal frameworks, and increasing accessibility. This growth is not just a trend—it signals a deeper transformation in how we consume, value, and recirculate products.

Yet, the development is largely driven from the outside in—by consumers and regulation—while many companies remain reactive. The market now needs something more: a solid infrastructure and the strategic involvement of businesses. Without it, circularity will struggle to scale.

That's why we produce this report. At Bencha, we believe that data is the foundation of circular progress. Reliable insights help businesses understand where the market stands, what customers expect, and how to act—strategically and with minimized risk.

Countries that lead in the second-hand space succeed because they reach a broad spectrum of users, from premium buyers to budget-conscious shoppers. It's a signal: there's room to grow, and brands that don't engage with resale today risk losing relevance tomorrow.

We hope this report inspires action and enables companies to take confident steps toward circular business models—grounded in real market data.
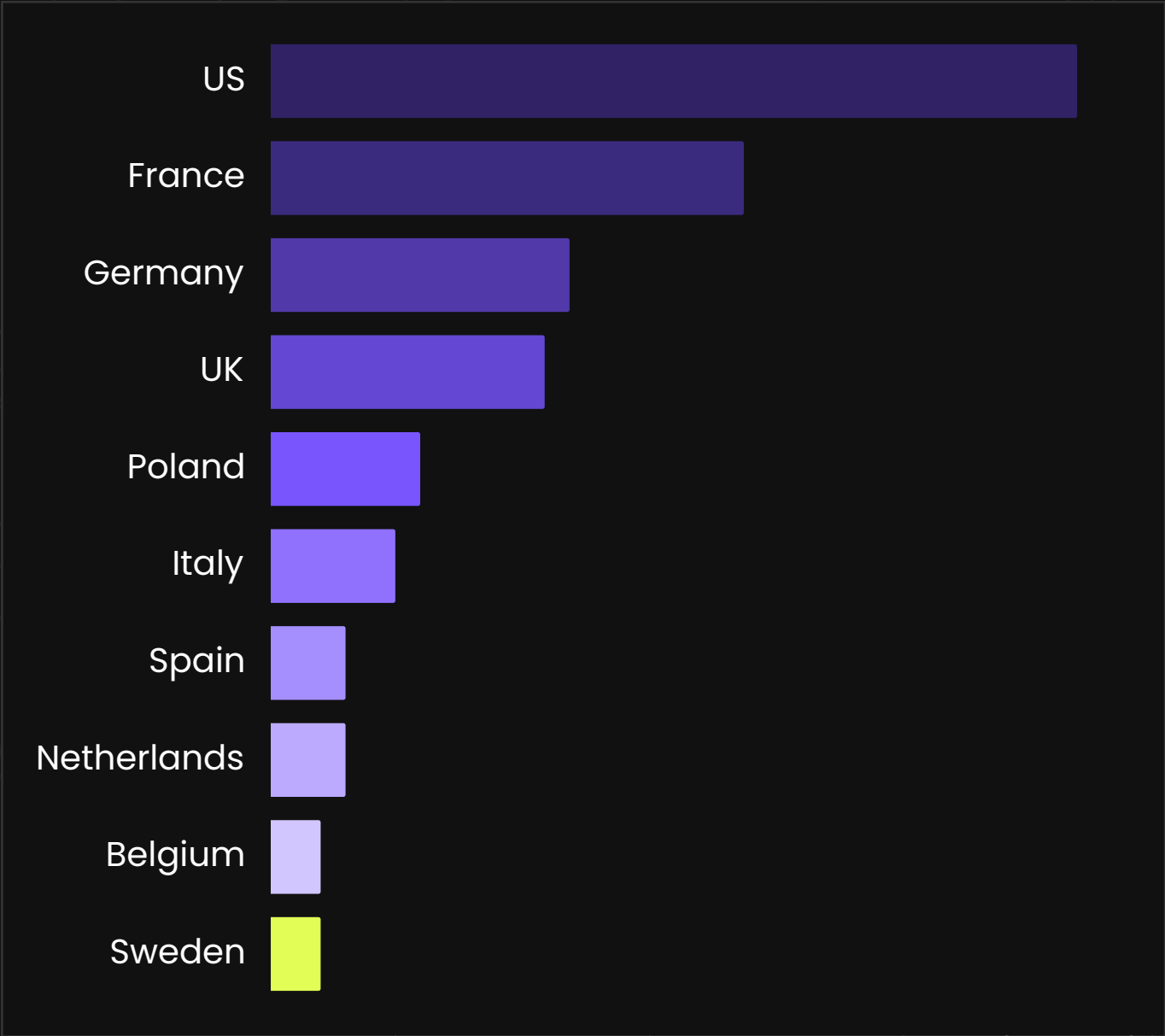
-Amanda Thorén, CEO & Co-founder Bencha

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THE MARKET.

US

France

Germany

UK

Poland

Italy

Spain

Netherlands

Belgium

Sweden

CAGR
15 %

We are seeing a global shift toward responsible consumption, with younger generations driving demand for sustainable and circular alternatives. This trend is fueled by increased digital access and ongoing economic uncertainty. At the same time, growing legislation is putting additional pressure on the industry. So far, these developments have been the primary drivers of growth—more so than direct economic incentives for companies.

This report focuses on Europe and the U.S.—regions that combine established resale markets with strong growth potential.

The chart highlights the relative size of the second-hand market in key countries, with the U.S. leading in volume. France, Germany, and the UK follow, reflecting more mature consumer adoption. Smaller markets such as Sweden, Belgium, and the Netherlands are also expanding rapidly, supported by a 15% CAGR and evolving infrastructure and consumer behavior.

The market is expected to grow by about 15% annually, which is 3–4 times faster than traditional retail.

Key Drivers of Resale Growth

Cultural Shift - Growing acceptance of second-hand as normal and desirable.
Policy Support - Regulations, like France's anti-waste laws, are accelerating growth.
Access & Infrastructure - Strong retail networks and digital tools enable easier resale.
Innovation - New platforms and recommerce models are reshaping the market.
Omnichannel Reach - Blending online ease with offline trust boosts engagement.

THE OVERVIEW.

This chart reveals the current distribution of second-hand fashion market share, highlighting the U.S. as the single largest national market at 32.4%. However, when viewed collectively, Europe—including the top 10 countries—dominates with over 63% of global market share, underscoring its leadership in resale adoption.

France, Germany, and the UK are key drivers of this European momentum, supported by strong consumer uptake, innovation in resale platforms, and favorable policy environments. Smaller but fast-growing markets like Poland, Italy, and Sweden show rising potential.

Resale is no longer a trend—it's a shift in how fashion is valued, bought and sold.

Second-hand fashion is moving from the margins to the mainstream. This shift is primarily consumer-driven, but it's gaining momentum through supportive policy and rapid innovation. What separates leading markets from lagging ones is access—to platforms, infrastructure, and incentives.

Countries like France benefit from dense retail networks and forward-thinking regulation, creating a structural advantage. Meanwhile, brands that integrate online and offline strategies are outperforming by meeting consumers where they are.

France
18.9%

Germany
12.1%

UK
11.1%

Poland
5.8%

Italy
4.9%

Spain
3.3%

Netherlands
3.1%

Belgium
2.4%

Sweden
2.3%

Europe
63.8%

US
32.4%

RESALE VS. ECONOMY.

Performance GDP

Countries like Poland and France outperform significantly when adjusting for GDP, indicating that their second-hand markets are thriving relative to the size of their economies.

Sweden and Belgium also stand out, suggesting a strong cultural and infrastructural foundation for resale.

In contrast, the United States, despite its massive market volume, shows low performance relative to GDP. This suggests second-hand consumption isn't yet deeply rooted in everyday habits or driven by financial or sustainability factors.
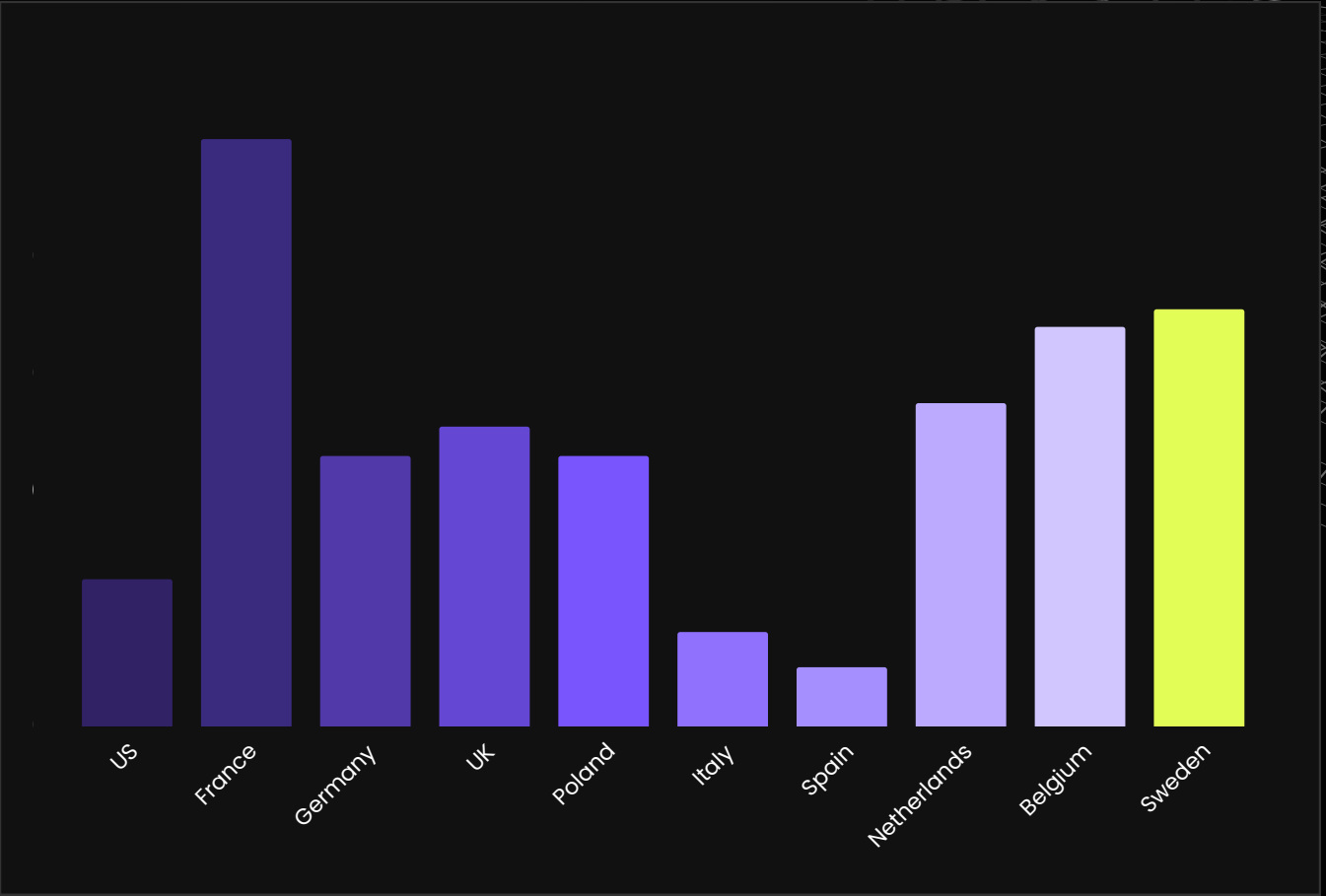
Performance per capita

France leads, with Sweden and Belgium close behind—showing strong individual engagement and mature, culturally accepted second-hand markets.
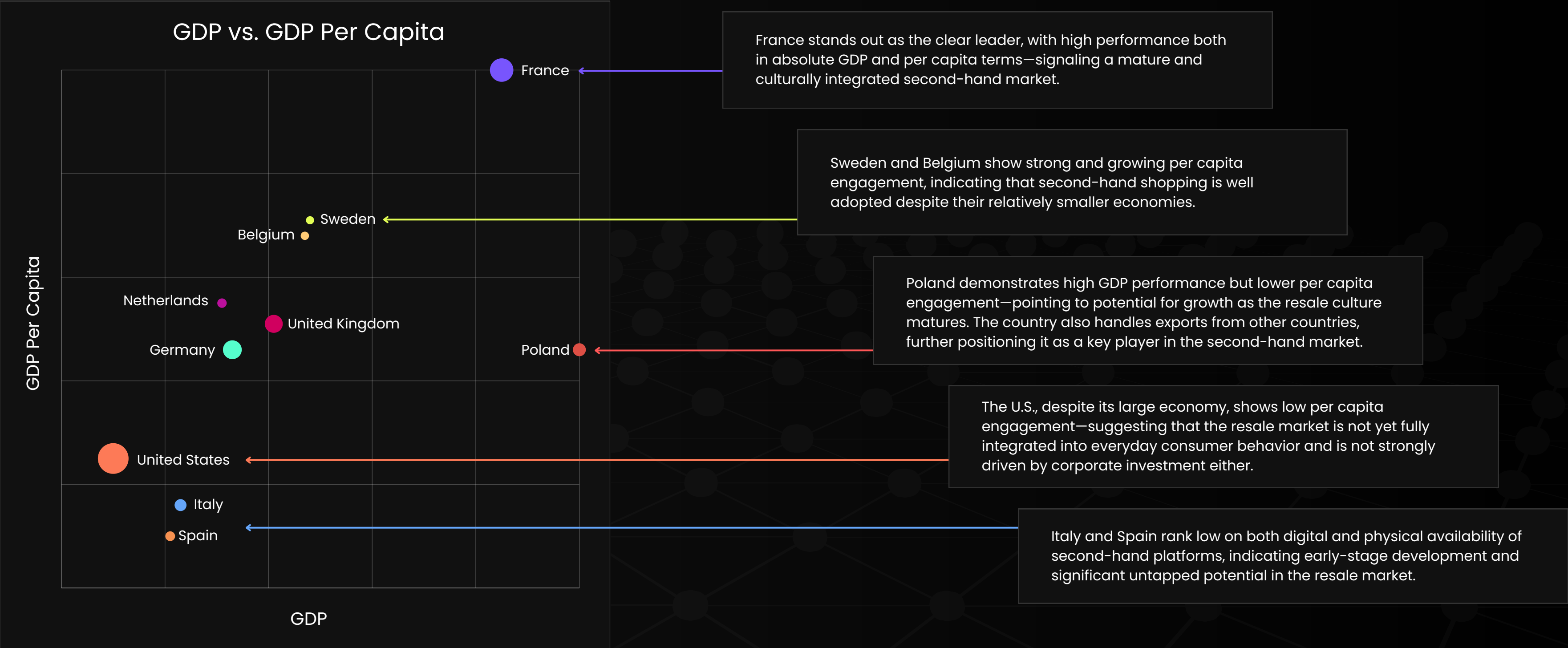
The Netherlands, UK, and Germany show moderate per capita activity, while Poland indicates growth potential as individual participation increases.

The U.S., Italy, and Spain rank lowest, suggesting second-hand habits are less established and markets have room to grow.

GLOBAL ADOPTION.

This chart visualizes how second-hand consumption is embedded at both the national economic level (GDP) and the individual consumer level (per capita). It highlights market maturity, consumer adoption, and potential for growth across key global markets. The size of each circle reflects the market share or total market volume, helping illustrate the relative scale of second-hand activity in each country.

Highlights

GDP vs. GDP Per Capita

France

Sweden
Belgium

Netherlands
United Kingdom
Germany
Poland

GDP Per Capita

United States

Italy
Spain

GDP

France stands out as the clear leader, with high performance both in absolute GDP and per capita terms—signaling a mature and culturally integrated second-hand market.

Sweden and Belgium show strong and growing per capita engagement, indicating that second-hand shopping is well adopted despite their relatively smaller economies.

Poland demonstrates high GDP performance but lower per capita engagement—pointing to potential for growth as the resale culture matures. The country also handles exports from other countries, further positioning it as a key player in the second-hand market.

The U.S., despite its large economy, shows low per capita engagement—suggesting that the resale market is not yet fully integrated into everyday consumer behavior and is not strongly driven by corporate investment either.

Italy and Spain rank low on both digital and physical availability of second-hand platforms, indicating early-stage development and significant untapped potential in the resale market.

CATEGORY PERFORMANCE.

Top categories	GMV	Engagement	Average price	Average price premium
Dresses	9,32%	18,41%	8 €	189,5 €
Tops & T-Shirts	8,00%	16,21%	5,6 €	82,3 €
Hoodies & Sweatshirts	7,75%	12,72%	9 €	137 €
Accessories	16,92%	8,76%	22,1 €	406,5 $
Jackets & Coats	10,43%	7,82%	12,35 €	243,55 €
Footwear	19,40%	7,49%	16,1 €	224 €

Premium platforms attract buyers seeking exclusive, high-quality products. Categories like luxury accessories and high-end fashion perform best. On the other hand mass-market platforms grow through community engagement, with categories like hoodies and dresses thriving due to trend-driven demand and FOMO.

Category Insights:
- Shoes and accessories lead in GMV, showing a preference for timeless investments.
- Dresses and tops/t-shirts gain the most likes, reflecting high demand for trendy items.
- France dominates premium categories, while the USA leads in streetwear and denim.

For long-term success, platforms need to either offer a premium experience that fosters customer loyalty or build a strong, engaged community where users actively shape demand and trends.
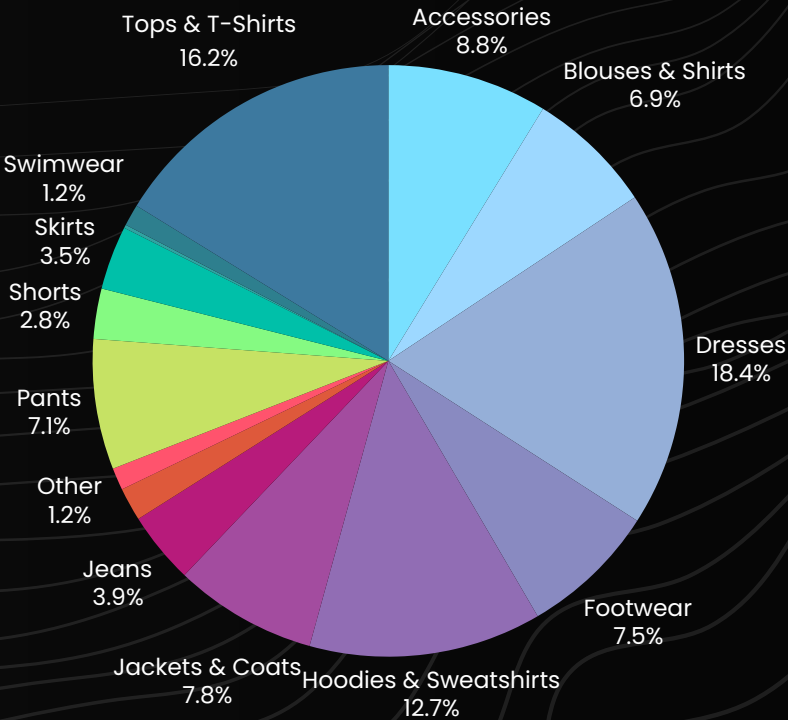
? **GMV:** Represents the percentage share of the total GMV distribution across the categories included in this report.

Engagement: Indicates the percentage share of total engagement (e.g., user interactions or activity) across the reported categories.
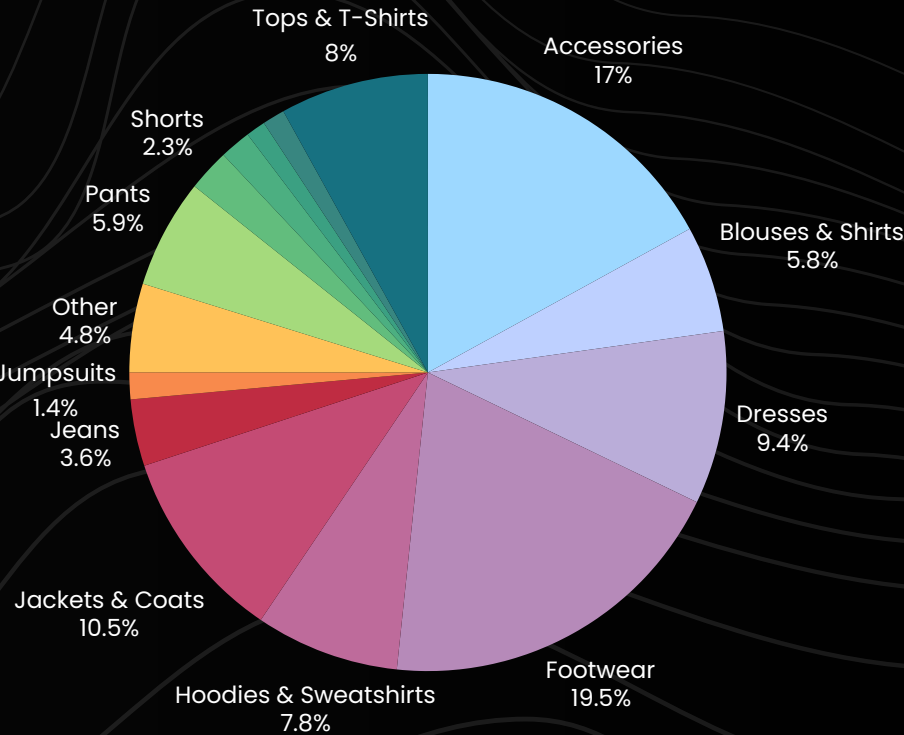
Average price: The average item price within each category on mass market platforms.

Average price premium: The average item price within each category on premium market platforms.

ENGAGEMENT DISTRIBUTION

- Accessories 8.8%
- Blouses & Shirts 6.9%
- Dresses 18.4%
- Footwear 7.5%
- Hoodies & Sweatshirts 12.7%
- Jackets & Coats 7.8%
- Jeans 3.9%
- Other 1.2%
- Pants 7.1%
- Shorts 2.8%
- Skirts 3.5%
- Swimwear 1.2%
- Tops & T-Shirts 16.2%

VALUE DISTRIBUTION

- Tops & T-Shirts 8%
- Accessories 17%
- Blouses & Shirts 5.8%
- Dresses 9.4%
- Footwear 19.5%
- Hoodies & Sweatshirts 7.8%
- Jackets & Coats 10.5%
- Jeans 3.6%
- Jumpsuits 1.4%
- Other 4.8%
- Pants 5.9%
- Shorts 2.3%

TRENDS IN SWEDEN.

16,8 billions

The total value of the second-hand market in Sweden reached 16.8 billion SEK. This growth reflects the increasing consumer demand for pre-owned goods, driven by a rising focus on sustainability, affordability, and unique product offerings.

4,7 billions

Fashion leads Sweden's second-hand market with SEK 4.7 billion in sales. The rise is driven by sustainability trends, affordability, and a strong push from younger consumers. Online platforms have further fueled this growth by offering convenient, accessible options for second-hand shopping.

471 millions

In May 2024, the second-hand fashion market reached SEK 471 million in sales. This spike is linked to seasonal wardrobe updates, increased spending by consumers, and the dominance of online platforms, which account for a significant portion of the sales.

67 %
Online selling

OMNICHANNEL PREFERENCES

33 %
Physical store

67% of second-hand goods sold online

Online platforms provide convenience, extensive reach, and secure payment options, making it simple for consumers to explore, compare, and purchase second-hand items from the comfort of their homes. These platforms play a crucial role in driving the accessibility and growth of the second-hand market.

33% of second-hand goods sold in physical stores

Physical stores offer a hands-on shopping experience, allowing customers to inspect items directly, take immediate ownership, and connect with their local communities. This in-person experience serves as a distinct and complementary alternative to online shopping, catering to those who prefer a more tactile approach.

Data sourced in collaboration with Svensk Handel's Pre-Loved Indicator. For more details, underline visit Svensk Handel.

THE TOPLIST.

Our toplist highlights how Swedish brands perform on the international second-hand fashion market, based on four key performance indicators:

- **Gross Merchandise Value (GMV):**
  - The total sales value of second-hand items sold.
- **Order Volume:**
  - The number of transactions for each brand.
- **Engagement:**
  - Consumer interest, mainly likes and product views.
- **Average Price:**
  - The average price of items sold.

Together, these metrics offer a comprehensive view of how Swedish fashion brands are performing globally in the growing second-hand market. By combining sales volume, consumer engagement, and pricing trends, we can better understand brand perception and value across borders.

Market Insights
The UK leads as the dominant market for many of these top brands, followed by strong showings in the US, Spain, and the Netherlands. The global reach of these brands emphasizes the widespread appeal of second-hand fashion, with the UK standing out as a key player shaping trends and demand in this sector.

	Swedish Brand	Key Country Abroad		Swedish Brand	Key Country Abroad
1	Acne Studios	US	11	Djerf Avenue	Germany
2	Totême	UK	12	Flattered	France
3	Fjällräven	UK	13	Busnel	Poland
4	COS	UK	14	Eytys	US
5	& Other Stories	UK	15	Vagabond	UK
6	Arket	UK	16	GANT	UK
7	Rodebjer	Spain	17	NA-KD	Netherlands
8	Filippa K	Netherlands	18	Polarn O. Pyret	UK
9	Haglöfs	UK	19	Mini Rodini	Netherlands
10	Peak Performance	Poland	20	House of Dagmar	Finland

TOP PERFORMING BRANDS.

GMV
Price
Engagement
Volume
Pricing Accuracy
Demand
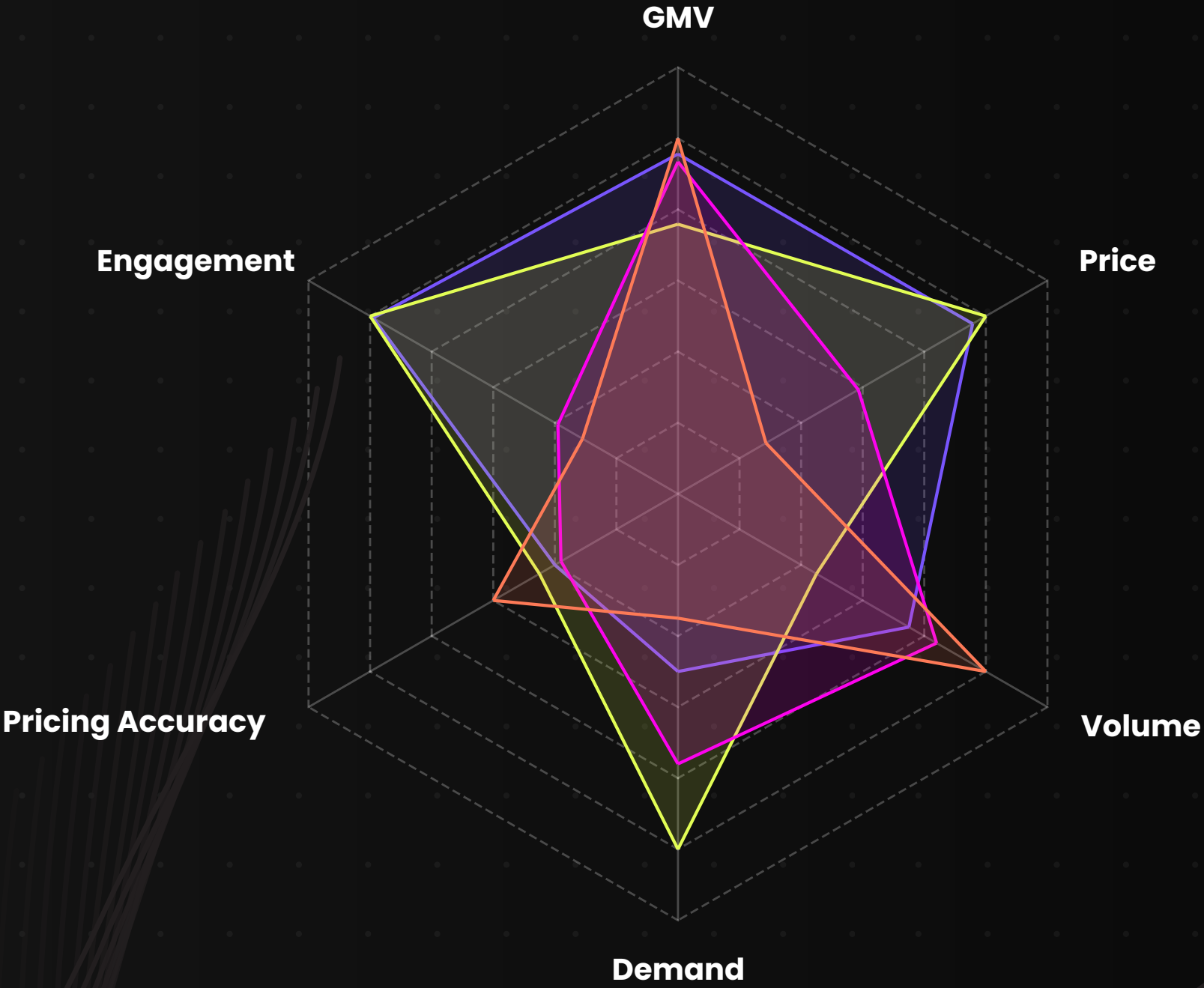
Premium Brands
Totême and Acne Studios rank at the top, driven by high average prices and strong consumer interest, especially in the UK and US. These brands are recognized for their luxury appeal and strong brand power in the second-hand market.

Outdoor Brands
Fjällräven leads in the outdoor category, with its durable, functional items being highly sought after in the second-hand market. Its popularity is driven by eco-conscious consumers looking for long-lasting, high-quality products.
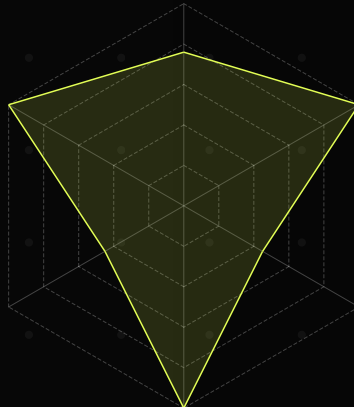
Accessible Brands
Brands like COS and its sister brands, & Other Stories and Arket, perform well thanks to their blend of stylish, high-quality pieces offered at accessible price points. They appeal to a broad customer base, attracting both value-conscious shoppers and trend-seekers looking for affordable fashion.
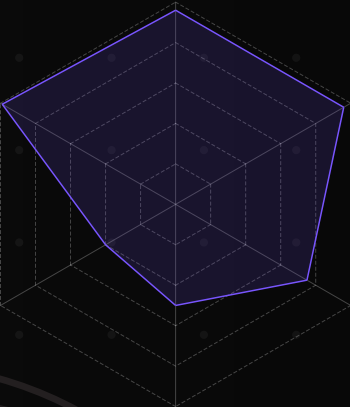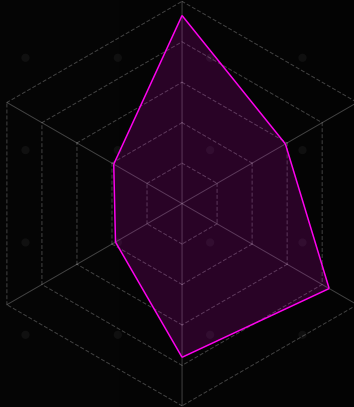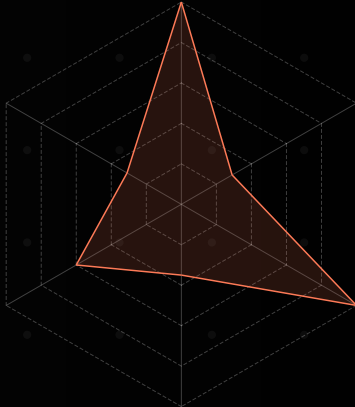
Acne Studios   **Toteme**   **Fjällräven**   **COS**

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METHODOLOGY AND SOURCES.

About this report

This report on second-hand market trends is based on Bencha's comprehensive data ecosystem, combining proprietary data collection with insights from selected partners. Our methodology aggregates and analyzes real-time data from both physical and digital sources, including open platforms worldwide, providing a robust, actionable view of the global second-hand market.

All insights in this report are based on data collected during 2024.

Bencha tracks over 500 million products across more than 500,000 brands, with millions of new items added daily. Our data is collected from a variety of channels, including e-commerce platforms, marketplaces, and other relevant open sources, ensuring broad and accurate coverage across 191 countries.

We also integrate valuable external insights, including data from Svensk Handel's Pre-Loved Indicator, to enrich our analysis and deepen our understanding of market movements and consumer behavior.
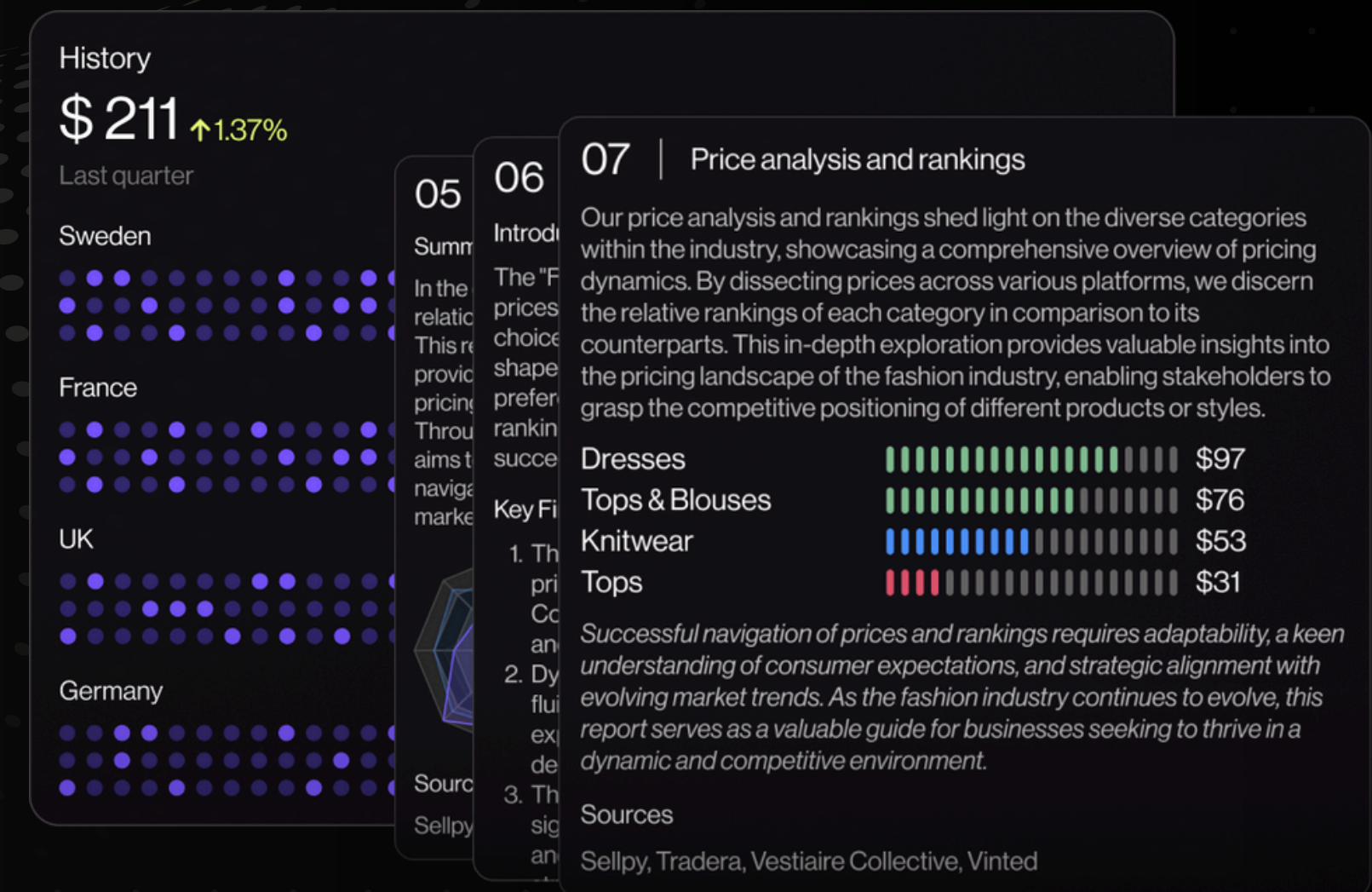
Through our insights platform, we offer brands, retailers, and stakeholders real-time market intelligence, supporting smarter decisions and helping the industry take real steps toward a more circular, sustainable business model — grounded in real market data.

Disclosure

All third-party brand names appearing in this report are trademarks or registered trademarks of their respective holders. Their inclusion does not imply any affiliation with or endorsement by Bencha.

Published

May 2025

History

$ 211 ↑1.37%

Last quarter

Sweden

France

UK

Germany

Source

Sellpy

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Summ

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07 | Price analysis and rankings

Our price analysis and rankings shed light on the diverse categories within the industry, showcasing a comprehensive overview of pricing dynamics. By dissecting prices across various platforms, we discern the relative rankings of each category in comparison to its counterparts. This in-depth exploration provides valuable insights into the pricing landscape of the fashion industry, enabling stakeholders to grasp the competitive positioning of different products or styles.

Dresses	‖‖‖‖‖‖‖‖‖‖‖‖	$97
Tops & Blouses	‖‖‖‖‖‖‖‖‖	$76
Knitwear	‖‖‖‖‖‖	$53
Tops	‖‖‖‖	$31

Successful navigation of prices and rankings requires adaptability, a keen understanding of consumer expectations, and strategic alignment with evolving market trends. As the fashion industry continues to evolve, this report serves as a valuable guide for businesses seeking to thrive in a dynamic and competitive environment.

Sources

Sellpy, Tradera, Vestiaire Collective, Vinted

A sustainable future starts with a shared commitment to innovation, data, and circularity.

By combining the power of data with the principles of circular business, we can unlock new opportunities for both sustainability and profitability. Working together, we can make informed decisions that drive positive change, optimize resources, and create a thriving ecosystem for businesses and communities alike —ensuring a better future for generations to come.

Get in touch

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