Vinted

RetailEconomics

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Recommerce Christmas 2024

Introduction

As the festive season approaches, the retail landscape is transforming as consumers increasingly turn to second-hand gifts.

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This shift is driven by changing behaviours, environmental considerations, and a desire for unique items. Our latest research, conducted in partnership with Vinted, explores how second-hand shopping is reshaping gifting habits in the UK, focusing on the motivations and benefits behind pre-loved gifts.

Based on a survey of 2,000 UK households, this report provides key insights into how recommerce is influencing Christmas shopping, highlighting the growing impact of second-hand gifting on festive sales.





Projected sales of second-hand gifts for Christmas 2024 sales in the UK making up just over 10% of festive spending



Spending on second-hand gifts this Christmas as a proportion of total retail spend in 2024



63%

Proportion of consumers who say they feel comfortable receiving a pre-loved item for Christmas

43% UK consumers selling items on platforms such as Vinted to fund their gift buying this year

Key highlights

The rise of second-hand **Christmas gifting**

This Christmas, second-hand gifts are set to play a bigger role than ever.

The value of second-hand gift sales is expected to reach £2.05 billion, representing 10.2% of the overall £20.5 billion Christmas gift market. Over 84% of shoppers are likely to include second-hand gifts in their Christmas shopping this year, showing the normalization of recommerce in festive traditions.

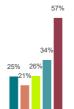
Who's driving the trend?

We asked consumers

15%15% 6 10% 6%

How often have you bought a second-hand item as a gift for a friend, family member, or loved one for Christmas?

33%, ,32% 19% 16% 15% 15%^{17%^{19%} 12% - 15%} 6%



Consumers aged 18-45 are leading the adoption of second-hand gifting, with 53% buying pre-loved items monthly. Younger generations are drawn by cost savings and the opportunity to find unique, rare items-73% said they would buy second-hand if they



■18-24 ■25-34 ■35-44 ■45-54 ■55+

found something special or high-quality.

Source: Retail Econ

60%

50%

40%

30%

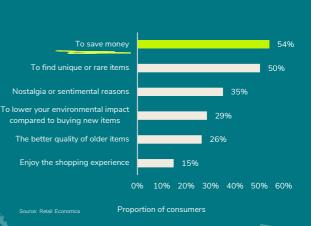
20%

10%

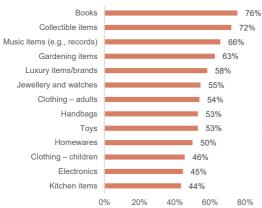
What's motivating consumers?

cost-of-living crisis, second-hand gifts help

Over a third (37%) plan to spend between 20-50% of their Christmas gift budget on pre-loved items. Sustainability is another factor-29% of respondents choose second-hand gifts to reduce their environmental impact.



Qu: To what extent do you feel comfortable or uncomfortable about buying second-hand gifts in the following categories?



Proportion of consumers who feel comfortable

e: Retail Econom

Average spend on second-hand

Our research shows that £38.29 per person could be spent on second-hand across the entire UK adult population this Christmas.

84% of second-hand shoppers say they are likely to spend a portion of their Christmas gift budget on pre-loved items.

At the upper end of this, over a third (37%) say they could spend between a fifth and a half of their entire gift budget on second-hand items in 2024.

Our shoppers' average Christmas gift budget is £355. suggesting a total adult population spend of £20.5bn on Christmas gifts in 2024.



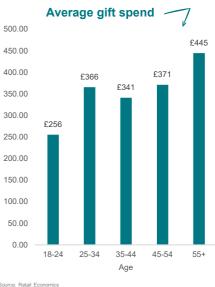
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Categories and comfort levels

Comfort levels with buying second-hand items vary across categories.

Books, music, and luxury goods are the most popular choices, with 62% of consumers comfortable buying secondhand luxury items. Many are also comfortable receiving preloved gifts, especially younger generations-63% of those under 35 are happy to receive second-hand presents.

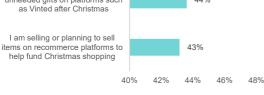




In the past I have sold unwanted gifts on platforms such as Vinted

I plan to sell any unwanted or

47%



Proportion of consumers who agree

Source: Retail Economics



Proportion of shoppers planning to sell items on recommerce platforms to help fund their Christmas shopping in 2024. This rises to 54% of those aged 18-45.

Reselling gifts

Shoppers are also selling items to boost their Christmas budgets. Reselling has become normal practice for second-hand shoppers - nearly half of the shoppers surveyed (47%) have sold unwanted or unneeded gifts on platforms such as Vinted in the past.



Conclusion

The trend towards second-hand gifting is gaining momentum, driven by financial, environmental, and emotional factors.

Younger consumers are embracing recommerce, seeking unique and meaningful gifts while stretching their budgets. Retailers have a significant opportunity to cater to this growing demand by enhancing the customer experience and providing quality assurances. As recommerce becomes mainstream, integrating pre-loved options into the broader retail landscape could be a game-changer for the holiday season and beyond.





Vinted Group operates Vinted (vinted.com), Europe's largest online C2C marketplace dedicated to second-hand fashion, with a growing member base across Europe and North America.

The platform enables members to sell and buy second-hand clothing items and accessories Founded in 2008 in Lithuania, the company unites over 500 employees across offices in Vilnius, Berlin, and Prague. Vinted is backed by leading investment firms EQT Growth, Lightspeed Venture Partners, Accel, Insight Partners, Burda Principal Investments, and Sprints Capital.



Retail Economics is an independent economics research consultancy focused on the consumer and retail industry. It analyses the complex retail economic landscape and draw out actionable insight for its clients.

Leveraging proprietary retail data and applying rigorous economic analysis, Retail Economics transforms information into action points. Its subscription and thought leadership services provide unbiased research and analysis on the key economic and social drivers behind the retail sector, helping to inform critical business decisions through deeper insights.