

From Ebay to Vinted: Selling Secondhand Fashion

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The 2024 ThredUP resale report indicated the growing significance of the secondhand apparel market, suggesting that by 2025, 10% of the global apparel market is expected to be secondhand and that by 2028 the value of the resale market is expected to reach \$350 Billion (ThredUp, 2024). From a circular economy perspective, the secondhand apparel market is extremely important, ensuring clothes are kept 'in use' for longer. Focusing on Vinted and ebay this paper will assess the differences between the platforms and their ease of use from a sellers' perspective. This paper relates solely to a UK experience of buying and selling secondhand clothing.

Keywords: secondhand; preloved; vintage; circular economy; sustainability