

*Vinted*

**Making  
second-hand  
first choice**

Our Impact Report 2023

# Contents

- 3 **Welcome**
- 7 **Meet the Vinted community**
- 12 **Better for the climate**
- 17 **Better for your wardrobe**
- 23 **Better for your wallet**

# The Vinted story

In 2008, our founders Milda and Justas came up with the concept of Vinted. It started simple, with a website to help Milda clear out clothes before moving. From there it grew into an idea: to bring buyers and sellers together with Europe's biggest shared wardrobe.

Today, our Vinted community is made up of millions of members across Europe and beyond. Second-hand fashion now makes up a significant portion of our members' wardrobes, and together they are also

choosing to buy and sell pre-loved homeware, entertainment, pet care, and kids' items. Our mission is to make second-hand the first choice worldwide, because second-hand is better than new.



# 2023 at a glance



**65%** of our members have at least a quarter of their wardrobe made up of second-hand items<sup>1</sup>.



Vinted members **avoided 679 kilotonnes of CO<sub>2</sub>e emissions** in 2023, by buying second-hand instead of new<sup>2</sup>.



Average avoided emissions per second-hand purchase: **1.25kg of CO<sub>2</sub>e<sup>3</sup>**.



**20%** of our members would still buy second-hand even if it was the same price as new<sup>4</sup>.



**84%** of our members think the quality of the item that they bought on Vinted is the same as the quality of a new item<sup>5</sup>.



**53%** of our members reported they are spending less money on fashion since they began shopping on Vinted<sup>6</sup>.



**81%** of our members would not have resold their items without Vinted<sup>7</sup>.

# A few words from our CEO

Hello and welcome,

Over the past 15 years, we've been working to make second-hand the first choice worldwide. We've brought buyers and sellers together in over 20 countries. Now we've found that, for 65% of those members, second-hand items already account for at least a quarter of their wardrobe.

No one should have to choose between what's better for the climate and what's better for their wallet, so we aim to make second-hand easy and affordable for everyone. When our members choose to sell on Vinted, they get extra money in their pockets. Shopping second-hand also means they're saving money and making more conscious choices about where they spend it.

Together, we have an opportunity to contribute to a more sustainable fashion industry. When we keep items in circulation, we prevent them from gathering dust in the

back of our wardrobes or going to landfills. Instead, they go to someone who'll love them.

Even though second-hand is better for the climate, we know that parts of our operation directly create emissions. That's why we work hard to reduce our footprint. We've developed science-based targets to do our part in achieving the goal set out in the Paris Agreement: to limit global warming to 1.5°C above pre-industrial levels by reaching net zero by 2050. [Read our Climate Action Plan](#) if you'd like more details.

This report is here to help you understand and celebrate the impact of the Vinted members.

I hope you enjoy it.

Thank you



**Thomas Plantenga,**  
CEO Vinted Group

# More than climate impact



It's great to see the positive effects we're having on carbon emissions, but we wanted to go beyond that. We created this report to quantify our impact on members' lives and consumption habits, so we could understand it in even more meaningful terms.

In 2021, we started working with Vaayu, the company behind the world's first automated carbon software. They set up a method of tracking our emissions, so we could understand the climate impact of shopping second-hand compared to new.

In 2023, we measured our climate impact again, but this time we went further than environmental topics. We've taken Vaayu's updated results, from surveying over 94,000 members and analysing all of our 2023 transactions, and combined them with insights from our own research. We surveyed a further 13,000 members and considered what we've learned about our community over the years.

When we combine all of that data, we're left with a clearer picture of the full effect of second-hand on the environment and on the consumption habits of members across Europe. We found that second-hand is better than new for the

climate, members' wallets, and wardrobes. We also found that attitudes towards purchasing are changing: members now find the quality of second-hand as good as new, they're buying better quality new items and taking care of them so they can sell them, and they're reinvesting their earnings back into second-hand.

We're using what we've learned to further develop our sustainability strategy and increase the positive impact of trading second-hand. We'll focus on reducing the climate impact of shipping and giving people more access to pre-loved.

Read on for the full impact report.

You can dive into Vaayu's climate findings in detail here:

[2023 Report](#)[2021 Report](#)



# Meet the Vinted community

# Who we spoke to

Together with Vaayu, we surveyed over 100,000 members in Belgium, Germany, Spain, France, Italy, the Netherlands, Poland, and the UK to understand who they are, what they buy, and why they choose second-hand. These breakdowns don't include our entire global community, but they do represent the majority of members and transactions on Vinted.

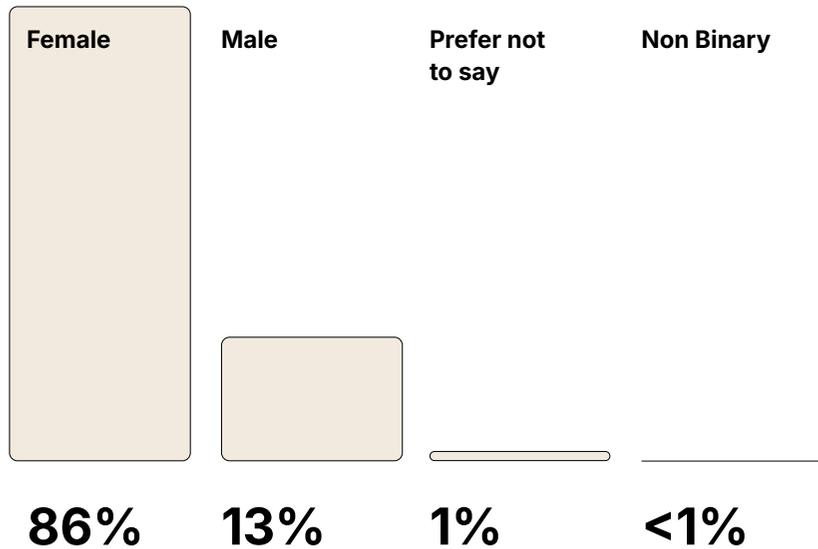
Our community comprises a mix of generations, each with its unique behaviours when it comes to trading second-hand.

When shopping, both Gen Z and Millennials focus on affordability and value, showing strong preferences for cheaper shipping<sup>8</sup>.

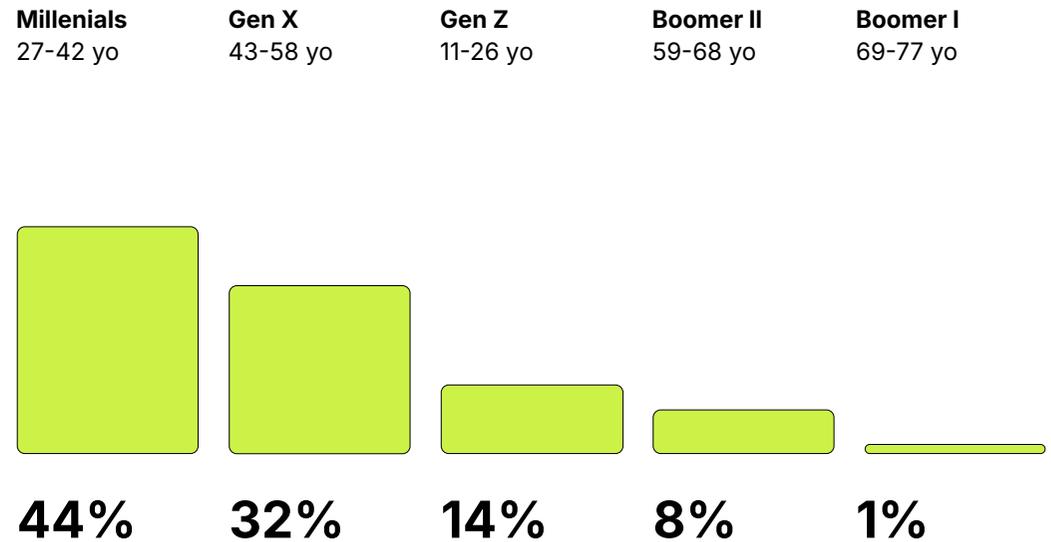
**Millennials and older generations** on Vinted are more likely to adopt circular economy behaviour. When they earn money selling, they re-invest in other second-hand items<sup>9</sup>.

**Gen Z** are more likely to put away the money they earn from selling<sup>10</sup>. They also tend to favour a diverse range of second-hand items to choose from<sup>11</sup>.

How do you identify?<sup>12</sup>



How old are you?<sup>13</sup>



# Why buy second-hand?

When we speak to buyers, a few key reasons for choosing pre-loved come up time and again. Over the years, this has helped us get to know their profiles. Enter the value seekers, the conscious consumers, and the spontaneous shoppers: the 3 buyers you're most likely to meet on Vinted.

## Value seekers

There is one thing that the majority of our community agrees Vinted delivers: great value for money. **48% of members chose to buy an item second-hand because the price was lower than new**<sup>14</sup>. There are even more value seekers in France and Belgium<sup>15</sup>.

These buyers have a knack for finding bargains, getting the most for their money, and only purchasing new items when they

match the value of second-hand. They love to take advantage of a discount or a shipping offer<sup>16</sup>.

But it's not just about the thrill of a great deal. 8 out of 10 said that Vinted enables them to buy cheaper items or items they couldn't afford otherwise<sup>17</sup>.



"I have three small children and clothing is very expensive. I know that I can come onto Vinted and find the brands that I like (...) for far lower prices than buying new. It's a bonus that I can search by the condition of the garments and I can make sure that what I'm buying is in good condition. Children grow out of clothes so quickly that it just makes sense to use a site such as Vinted."

Sharon

## Conscious consumers

Next up, we have those members committed to a conscious and sustainable lifestyle. **19% of our whole community buys second-hand** because they believe it's the right thing to do<sup>18</sup>, and it's up to 26% in France and 22% in Germany<sup>19</sup>.

Conscious consumers are aware of their environmental impact and practise ethical spending. Their unwavering commitment means they'll choose pre-loved items even if new alternatives cost the same<sup>20</sup>.

They often re-invest their earnings from sales back into the second-hand ecosystem and tend to have a substantial portion of their wardrobe dedicated to second-hand items<sup>21</sup>.

Deborah

"I have always been into vintage clothes and recycling, long before it appeared cool to do so! There is so much fast fashion and landfill – I like to think that by buying second-hand I am helping reduce waste. An added benefit is I get to wear different items – not the same as everyone else."

I find it exciting never knowing what you are going to find next show up on Vinted. I also sell my unwanted/ unused clothes on Vinted so someone else can wear them and love them."



## Spontaneous shoppers

**18% of Vinted members** are shoppers turned buyers<sup>22</sup>. There are even more in Poland (24%) and the UK (22%). They're known to make spur-of-the-moment purchases when the perfect item catches their eye<sup>23</sup>.

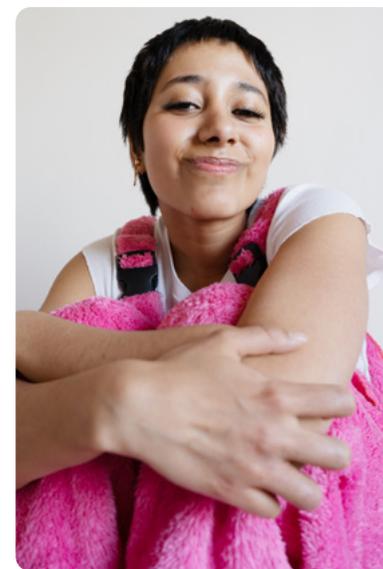
When second-hand shopping, they look for a broad range to satisfy all of their

diverse tastes. Spontaneous shoppers are all about the joy of a quick and seamless shopping experience<sup>24</sup>.

Gemma

"A Swatch watch had been advertised to me for quite a while. It was lovely, but I couldn't justify the cost. I looked on Vinted and found it for less than half the price of it new. A few days later, it was on my wrist, getting compliment after compliment!"

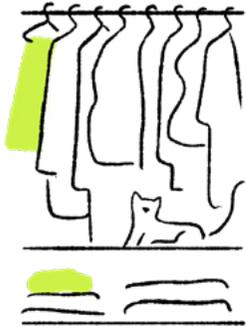
I love buying bigger ticket items which have only been worn once or twice and then it's ready to be moved on. Things like wedding outfits. It's better for the planet and saves beautiful clothing wasting away in wardrobes."



## Inside their wardrobes

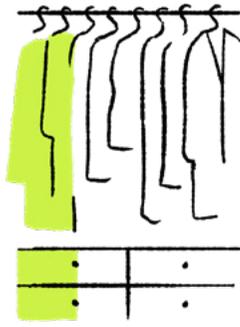
Our buyers have a lot of second-hand items in their wardrobes. This is more than a short-lived trend; they've made second-hand part of their day-to-day habits.

### How many fashion items in your wardrobe are second-hand purchases?<sup>29</sup>



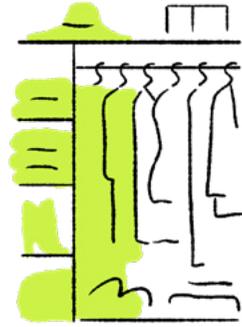
**34%**

Only a handful of fashion items in my wardrobe are second-hand



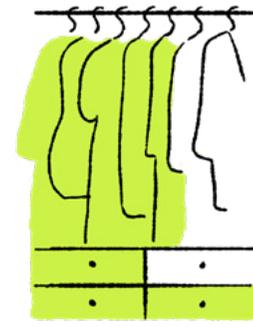
**27%**

About a quarter of fashion items in my wardrobe are second-hand



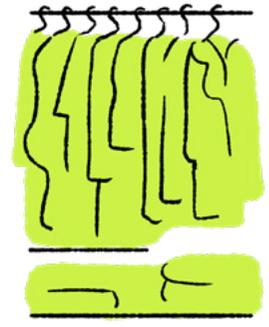
**20%**

About half of fashion items in my wardrobe are second-hand



**17%**

The majority of fashion items in my wardrobe are second-hand



**1%**

All of my wardrobe is second-hand

In Germany, France, Poland, and the UK more than 40% of members have wardrobes that are over half full of second-hand treasures<sup>25</sup>. That represents an incredible commitment to circular shopping and unique style.

A shout-out to members in Poland too: 25% said the majority of their items are pre-loved<sup>26</sup>.

In France, the number who've committed to a fully second-hand wardrobe bumps up to 2%. The change is reflected in shopping habits: 74% of French people now check if the item is available second-hand before buying it new online<sup>27</sup>. It's not surprising the number of people trading second-hand in France in general has tripled in 5 years<sup>28</sup>.

A photograph of two women embracing. The woman on the left is Black with a short haircut, wearing a bright blue ribbed long-sleeved top tied at the waist and a green and white striped skirt. The woman on the right is White with long dark hair, wearing a pink long-sleeved top with a blue floral pattern and blue jeans. They are both smiling and looking towards the camera. The background is a plain, light-colored wall.

Better for  
the climate

# 678,691 tonnes of CO<sub>2</sub>e emissions were avoided

by shopping second-hand on  
Vinted instead of new in 2023.



In 2021, we partnered with the carbon tracking platform Vaayu, to conduct our first study on the climate impact of buying and selling second-hand clothing at a large scale.

In 2023, using the same methodology, Vaayu independently analysed the carbon emissions avoided by shopping second-hand on Vinted instead of new. They based their findings on over half a billion transactions and insights from over 94,000 Vinted members.

For both studies, Vaayu used an approach called consequential Life Cycle Assessment (LCA), which is one of the leading global methods for calculating avoided emissions.

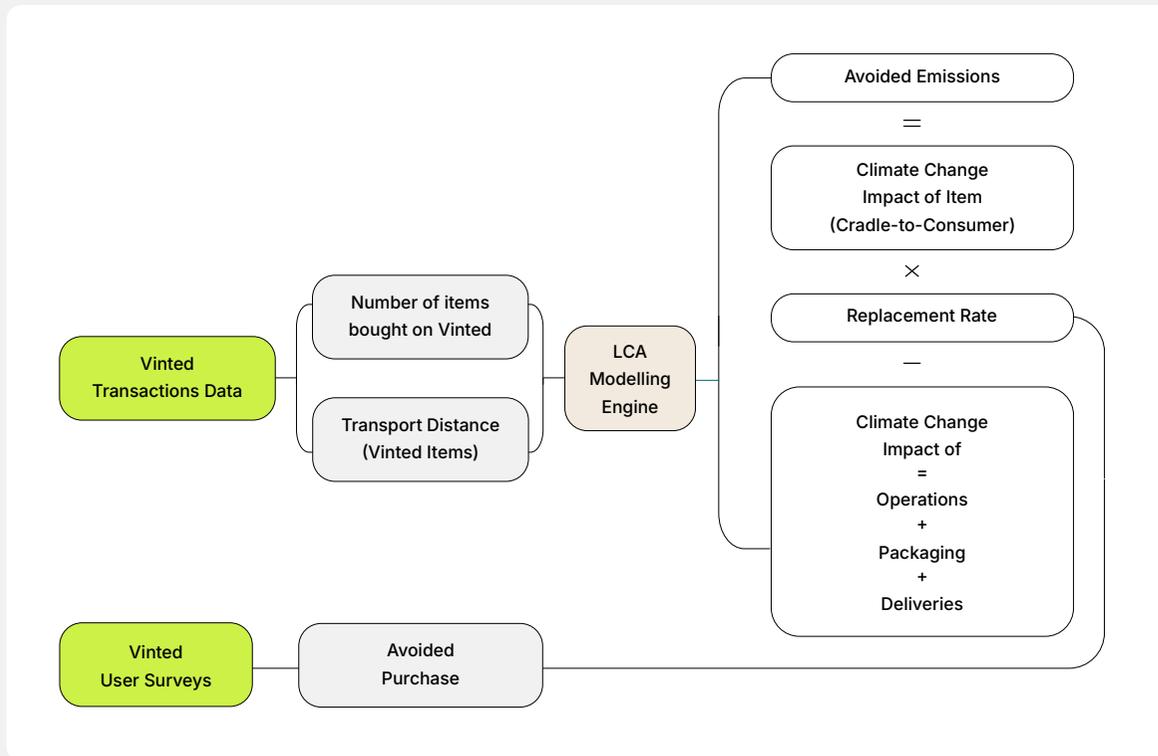
Throughout the modelling and analysis process, Vaayu took a conservative approach to avoid overrepresenting the emissions saving potential of the Vinted marketplace.

[Read the full analysis](#)

# Avoided emissions

The following approach was used:

1. Real-time tracking information from all Vinted transactions in 2023 was collected and processed by Vaayu's delivery model to obtain detailed transport emissions data.
2. To determine our replacement rate, 94,000 Vinted members were surveyed.

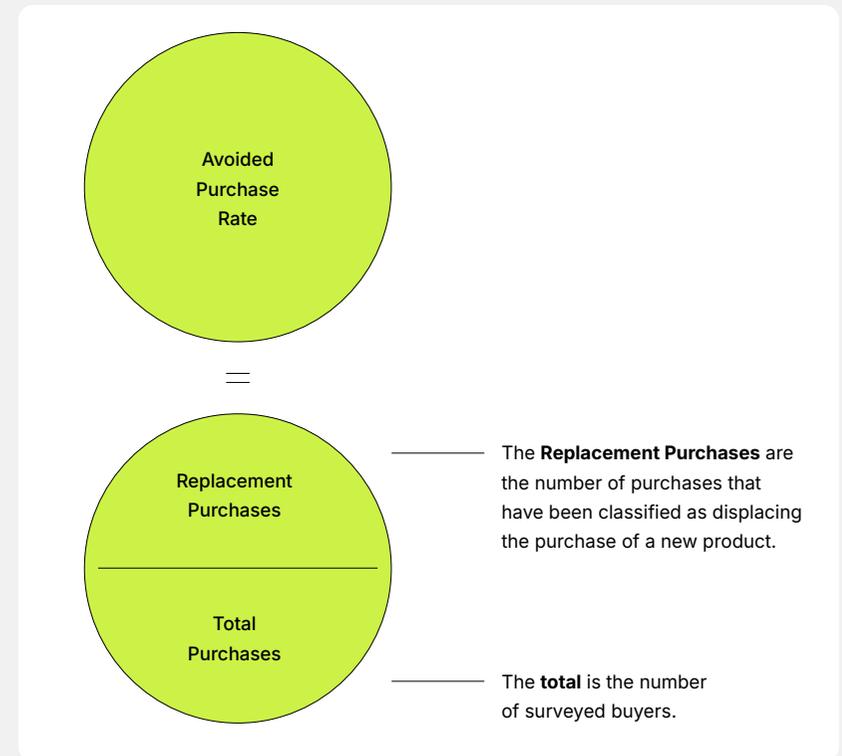


**Avoided emissions** means the proportion of carbon emissions that are avoided (or 'saved') when members purchase second-hand items on Vinted instead of buying new elsewhere.

This doesn't mean that a product purchased on Vinted generates 0 carbon emissions, but it's a helpful way to compare the climate impact of one choice to another.

# Replacement rate

The replacement rate essentially quantifies whether buying the second-hand item on Vinted was an extra purchase or if it replaced the purchase of a new, first-hand fashion item.



Our replacement rate in 2023 was 40%, calculated based on responses from Vinted buyers to the question: "If you had not found this product on Vinted, would you have bought this, or a similar product, brand new?"

**With this replacement rate calculation, it was determined that 679 kilotonnes of CO<sub>2</sub>e emissions were avoided by shopping second-hand on Vinted instead of new in 2023.**

This means that, on average, every time a member buys a second-hand item on Vinted instead of new, 1.25kg of CO<sub>2</sub>e emissions is avoided. That number is even higher for some popular items like women's jeans and men's blazers.

That is the equivalent of flying between London and LA

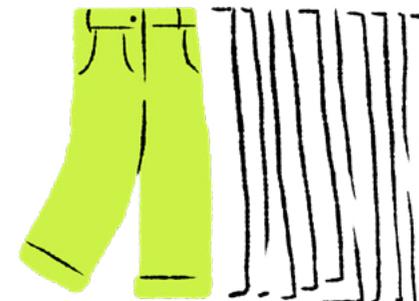
**512,414 times<sup>30</sup>**



**2.44kg CO<sub>2</sub>e** avoided per purchase of men's suits or blazers



**2kg CO<sub>2</sub>e** avoided per purchase of women's jeans



## Created emissions

**To calculate our avoided emissions, we need to calculate the climate impact of our operations, packaging, and deliveries.**

Between our 2021's and 2023's reports, we see an increase in emissions per delivery. This is due to an update in Vaayu's 2023 calculating models for the volume of individual parcels. This results in an average of 1.63kg of CO<sub>2</sub>e created per delivery, compared to 1.28kg of CO<sub>2</sub>e in 2021<sup>31</sup>.

As we continue to measure our impact, we're working with Vaayu to become more and more accurate with each analysis, and this update is a step in that direction.

## Our plan to reduce created emissions

**Our impact at Vinted comes from enabling people to replace their new purchases with second-hand ones, so this is still our focus.**

However, our activities have an impact on climate change, and we need a framework to minimise this. We've developed an action plan to reduce emissions created in line with climate science.

Emissions from deliveries make up 98% of our total carbon footprint, so we're focussing on our logistics operations. To address this, we want to promote pick-up point deliveries first and we'll invest in lower-carbon delivery options. That applies to our own logistics at Vinted Go and our third-party carriers. We're also setting targets to significantly reduce our emissions from heating and electricity.

[Read our Climate Action Plan](#)





**Better  
for your  
wardrobe**

# Vinted provides access to quality fashion



## What does quality mean, anyway?

We let our members define what quality meant to them in our research. This seems more important than an external definition. Quality is subjective; it depends on your opinions of brands and materials.

## 84%

of buyers said the quality of the item they bought on Vinted is the same or better than a new item<sup>32</sup>.

This feels like a discovery to celebrate. New doesn't mean better and our buyers have proved it.

## 65%

of buyers prefer to buy fewer, expensive fashion items that last, rather than more, cheap fashion items<sup>33</sup>.

Shopping second-hand means you can spend less and still get high-quality fashion. Members come back to Vinted because they can afford more expensive brands on the same budget.

## 28%

of buyers say that quality clothes are more comfortable and fit better<sup>34</sup>.

Finding these options on Vinted means more of us can access clothes that feel good to wear. Plus, second-hand pieces have already stood the test of time, so they are likely to be durable and stay in good shape.

## 88%

of sellers expect that the items they sell can be worn just as long as members usually wear a brand-new item<sup>35</sup>.

It's not just about buyers; sellers think carefully about the quality of the items they're offering, too<sup>36</sup>.

## Vinted's tips for more mindful shopping



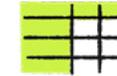
**1. Use your favourites as a wishlist.** Add items you like to your favourites and leave them for 48 hours. If you're still thinking about them, then it may be time to hit **Buy now**.



**2. Take another look at your wardrobe.** Are there items in the back you've forgotten about? It could be time to experiment with some upcycling or selling them on Vinted.



**3. Quality over quantity.** Whether it's second-hand or new it's worth investing in fewer, but quality, items.



**4. Create a budget** so you can plan your spending on what you really need.



**5. Use filters to focus your finds.** We've introduced a fabric filter on Vinted that will help you pick out long-lasting pieces made out of quality fabrics like cotton or cashmere.



**6. Browse with intent.** Try to avoid getting distracted by impulse purchases.



**7. Make the most of what you buy.** Choose a seller with multiple listings you like to take advantage of bundle discounts for efficient deliveries.



**8. Sell and ship mindfully, too.** Create clear listings showing items' conditions. Be sure to reuse your packaging. Use boxes or bags that fit your item closely for more efficient deliveries.

# Second-hand inspires members to **take care** of clothes

## 36%

said that they take care of their items because they can re-sell them later<sup>37</sup>.



Second-hand is affecting how our members think about their current wardrobes, as well as what they don't wear anymore. Re-selling fashion items is changing the idea that they are disposable, because they hold potential value in the future.

## 22%

said that they buy better-quality new fashion because they know they can re-sell it<sup>38</sup>.



Our members are committed to changing their buying habits outside of Vinted, too. Knowing they can extend the lifespan of new items means they're keen to buy pieces that last.

# How to take care of your items to make sure they last

Vinted members are rethinking the value of items they buy and sell. They have developed more mindful habits that are good news for the climate and their wardrobes. Feeling inspired? Check out our tips for taking care of quality items.



**May Berthelot**

Senior Director of Anti-Counterfeit

We spoke to May Berthelot, an expert in second-hand restoration and our Senior Director of Anti-Counterfeit, about how to take care of your items so they last longer.



1

## Start with good storage

Don't put all of your bags or fragile items on top of each other. You can use the box they came in or a bag, and store them in the back of your wardrobe. The two things you really need to watch out for with leather items are humidity and sunlight.

## 2 Cleaning and regular care

Focus on prevention rather than repairs. Make sure you are regularly cleaning and taking care of your items.

For delicate clothing items, I recommend using a net in the washing machine and selecting a cool, gentle cycle. Treat stains as quickly as possible and test stain remover on a less visible area first. A go-to tip is gall soap for most stubborn stains on cotton.

For leather items like bags and shoes, use a leather soap or cream and a natural hair brush to clean and moisturise the leather. Make sure it's a professional product, and don't use hacks like makeup remover.

### May's essential tools for at-home maintenance



**Leather cleanser and moisturiser** to keep leather goods supple



**Natural hair brush** for gentle cleaning



**Clothes steamer** to refresh and disinfect garments without washing them too frequently



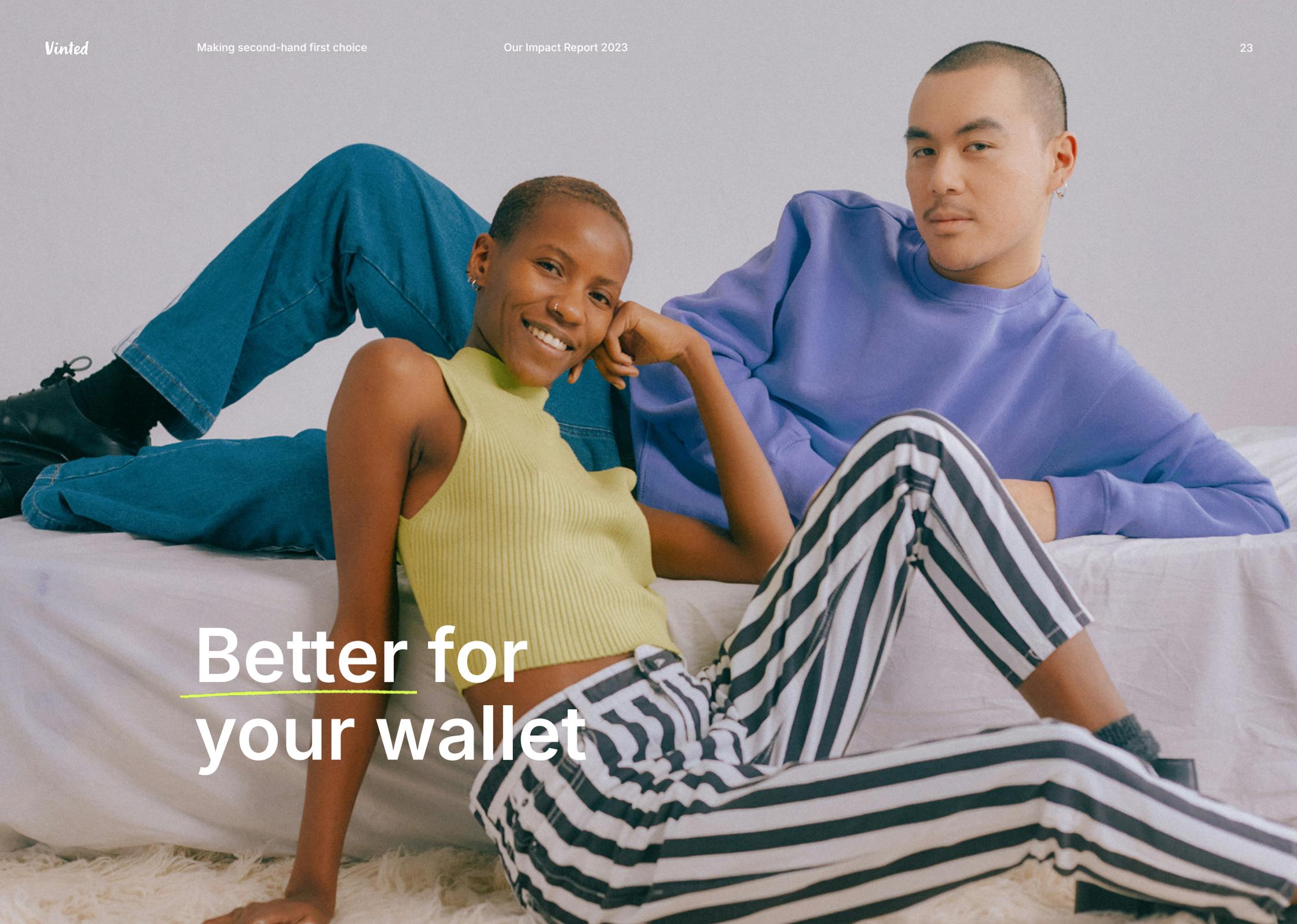
**A fabric shaver** for removing pilling on fabrics like wool and cashmere (be careful not to create holes)



**Make use of what you already have at home.** Use old socks and toothbrushes for applying cleaners and polishes

## 3 Handling repairs

When you notice a tear or need a colour refresh on items, the first step is to evaluate whether the repair can be done at home. For small scuffs or fading, DIY solutions like hydrating creams and coloured polishes can work. For more significant damage, consult a professional.



Better for  
your wallet

**Buying and selling second-hand is better than new, economically as well as for the climate. It has a significant impact on members' finances and purchasing decisions.**

Choosing Vinted means members can spend less when they shop and earn extra when they sell. When they reinvest those earnings back into the second-hand ecosystem, the cycle continues and they increase their own purchasing power.

We found that members care about building this circular economy as well as the cost savings.

**19%** of buyers would choose second-hand clothing even if the price were the same as new<sup>39</sup>.



## How sellers are saving

### 81%

said they would not have resold their items without Vinted<sup>40</sup>.

Vinted is making it easy for more people to choose second-hand.



In 2022, WRAP found that there were over 1.6B items of unworn clothing in wardrobes in the UK<sup>41</sup>.

We've seen people like this, with full wardrobes, become sellers and give their items the chance at a second life, instead of letting them collect dust or end up in landfills.

"We are all still buying too many new clothes while also throwing too many of our items away. Online pre-loved marketplaces like Vinted offer an excellent solution and represent a real step change for people looking to buy and sell items without the harsh environmental footprint. It is heartening to read that positive trends are emerging in consumer behaviour and attitudes towards buying and selling second-hand fashion on Vinted<sup>42</sup>."

**Catherine David**,  
Director of Behaviour Change & Business Programmes at The Waste and Resources Action Programme (WRAP), an international climate action NGO.

### 36%

spend their earnings on another second-hand item<sup>43</sup>.

Sellers are earning significant amounts clearing out their wardrobes. But it's what they do with these earnings that's important: they become buyers too. These second-hand heroes choose to invest in a circular economy.



**18%** have used the money for savings<sup>44</sup>.

**10%** use the money for other expenses<sup>45</sup>.

Even if they don't use their earnings to buy second-hand, selling on Vinted is putting millions of extra euros into our members' pockets. Often, helping them afford the things they really need.



## How buyers are spending

The majority of buyers save money by shopping on Vinted instead of first-hand because they can stretch their budget further.

But the availability and low prices of second-hand items aren't necessarily leading to bigger wardrobes or increased spending.



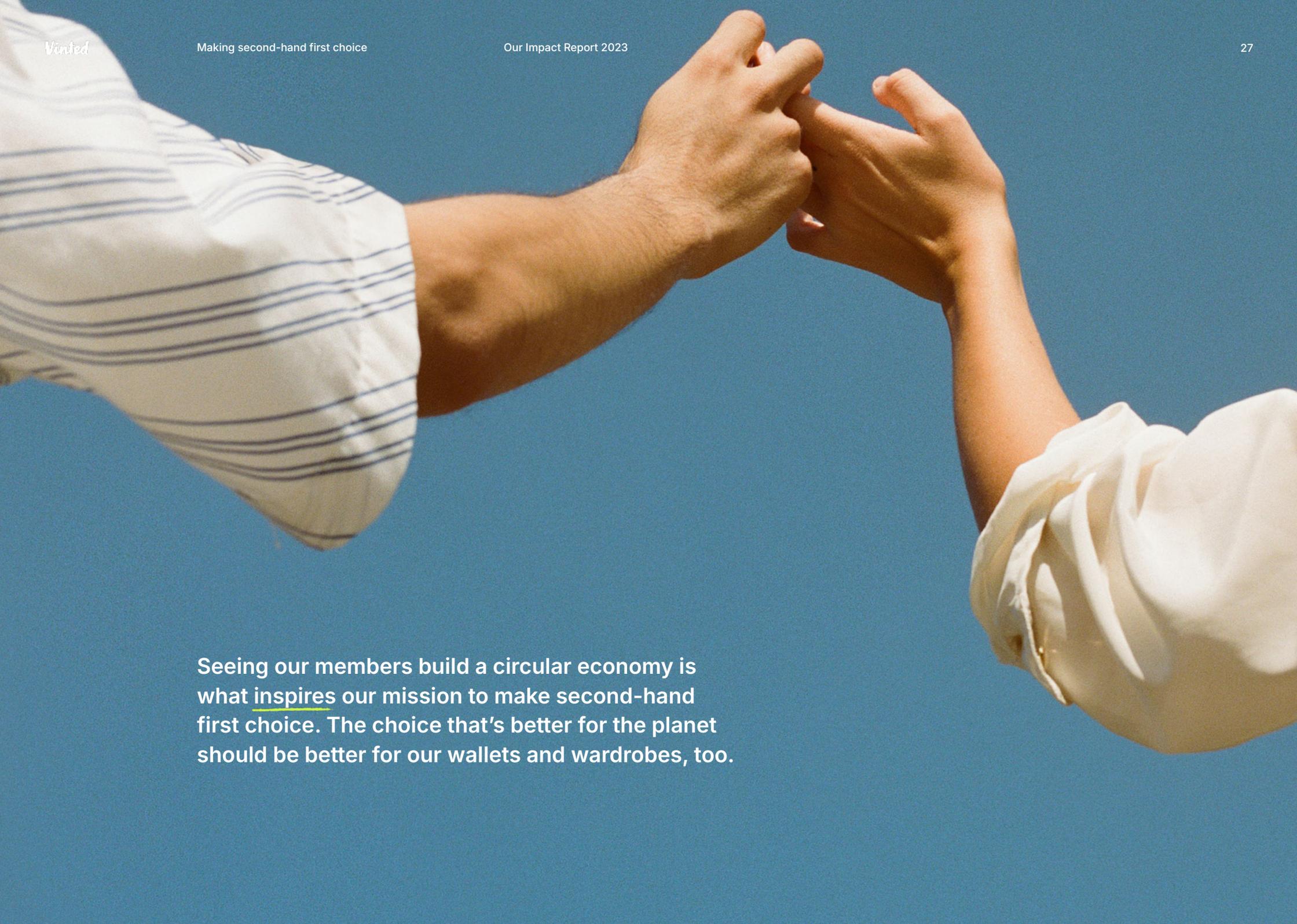
### Buyers are saving by shopping less overall.

The majority buys the **same number of items as before**, but now those items are second-hand. **19% buy even fewer fashion items overall**<sup>46</sup>.



### 53% reported that they're spending less since they started using Vinted<sup>47</sup>.

Whether it's because of the amount they buy or the individual prices of those items, fashion budgets have reduced. Buyers in the UK and France said that they **save around €90 per month on average**<sup>48</sup>. Less spending, more conscious consumption – it's a win-win.

A close-up photograph of two hands shaking against a solid blue background. The hand on the left is wearing a white shirt with thin blue horizontal stripes. The hand on the right is wearing a plain white shirt. The hands are clasped together in a firm grip, symbolizing agreement or partnership.

Seeing our members build a circular economy is what inspires our mission to make second-hand first choice. The choice that's better for the planet should be better for our wallets and wardrobes, too.

## Sources

1 - In the survey we found:

- For 27% of members, a quarter of their wardrobe is second-hand items
- For 20% of members, half of their wardrobe is made of second-hand items
- For 17% of members, three quarters of their wardrobe is made of second-hand items
- For 1% of members, their whole wardrobe is made of second-hand items

Q. How many fashion items in your wardrobe are second-hand purchases

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members. Research carried out by Vaayu.

2 - Vaayu has found that the total net carbon emissions avoided by the Vinted marketplace in 2023 was 679 kilotonnes CO<sub>2</sub>e emissions.

3 - Vaayu has found that on average, shopping for second-hand fashion on Vinted instead of buying new, demonstrated an emissions saving of 1.25 kgCO<sub>2</sub>e in 2023.

4 - In the survey we found that even if a new piece of clothing was at almost the same price as the second-hand alternative, 20% of Vinted buyers would still choose to purchase second-hand.  
Q. Imagine that you could buy this fashion item brand new for almost the same price as second-hand. What would you do?

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members. Research carried out by Vaayu.

5 - In the survey we found that when buying second-hand fashion on Vinted, compared to new:

- 21% of members were much more satisfied
- 18% of members were slightly more satisfied
- 45% were satisfied just as much

Q. How satisfied are you with the quality of second-hand fashion compared to what you might have bought new? Please consider your overall purchasing history.

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 13.7k members. Research carried out by Vinted.

6 - In the survey our members said:

- 'I am spending less' 53%
- 'I am spending more' 11%
- 'I am spending the same amount' 14%
- 'Not sure' 18%
- Other 4%

Q. Have you noticed a change in your overall fashion spending habits since you started shopping on Vinted?

FR, ES, UK, BE, NL, PL, DE, IT; Base: Representative Vinted sellers and buyers with a population of 18+ y.o.; sample of 94.4k members.

Research carried out by Vaayu.

7 - In the survey we found that 81% of our members would not have resold their items if it were not for Vinted

Q. If you did not manage to sell this item on Vinted, what would you have done with it?

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members. Research carried out by Vaayu.

8 - Vaayu found that, when shopping second-hand online, Gen Z particularly value more affordable options and cheaper shipping, while Millennials particularly value cheaper shipping.

Q. What would make you more likely to buy second-hand over brand new fashion items when shopping online?

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members. Research carried out by Vaayu.

9 - Vaayu found that Millennials and older generations are most likely to use money from sales to buy a different second-hand item.

Q. What do you generally do with the money you make from your fashion sales on Vinted?

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members. Research carried out by Vaayu.

10 - Source: Fast Company <https://www.fastcompany.com/90920556/saving-for-retirement-money-gen-z-millennial-gen-x-baby-boomer>

11 - Vaayu found that, when shopping second-hand online, Gen Z particularly value a wide range of products available.

Q. What would make you more likely to buy second-hand over brand new fashion items when shopping online?

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members. Research carried out by Vaayu.

12 - Q: How do you identify?

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members from research carried out by Vaayu and sample of 13k members from research carried out by Vinted.

13: Q: How old are you?

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members from research carried out by Vaayu and sample of 13k members from research carried out by Vinted.

14 - Vaayu has found that 48% of members state that the reason they bought something second-hand on Vinted was because it was cheaper than new.

Q. What is the main reason you purchased it on Vinted instead of buying it brand new?

Base: Representative Vinted sellers and buyers with a population

of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members. Research carried out by Vaayu.

15 - In France and Belgium, the % of members that answered 'because it was cheaper than new' as the main reason why they bought second-hand on Vinted was 51% for both markets.

Q. What is the main reason you purchased it on Vinted instead of buying it brand new?

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members. Research carried out by Vaayu.

16 - Vaayu has found that compared to less price-conscious buyers, money savers particularly value affordable items, cheaper shipment and free returns.

Q. What would make you more likely to buy second-hand over brand new fashion items when shopping online?

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members. Research carried out by Vaayu.

17 - In the survey we found that our members, when asked what the main reason for buying second-hand fashion items on Vinted is, 8 out of 10 said that Vinted enables them to buy cheaper items or those they couldn't afford otherwise.

Q. What are your main reasons for buying second-hand fashion items on Vinted?

Base: Representative Vinted buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; Sample of 13.7k responses. Research carried out by Vinted.

18 - Vaayu found that 19% of members replied that the main reason they bought something second-hand on Vinted was because they 'no longer buy brand new items, when possible, out of principle'.

Q. What is the main reason you purchased it on Vinted instead of buying it brand new?

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members. Research carried out by Vaayu.

19 - Vaayu found that 26% of French members and 22% of German members replied that the main reason they bought something second-hand on Vinted was because they 'no longer buy brand new items, when possible, out of principle'.

Q. What is the main reason you purchased it on Vinted instead of buying it brand new?

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members. Research carried out by Vaayu.

20 - Vaayu has found that conscious consumers are more likely to buy second-hand items, even if the price is almost the same as new.  
Q. Imagine that, you could buy this fashion item brand new, for almost the same price as second-hand. What would you do?

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members. Research carried out by Vaayu.

21 - Vaayu has found that, compared to other buyers, conscious consumers are more likely to re-invest their earnings from sales back into second-hand and are more likely to have a substantial portion of their wardrobe made of second-hand items.

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members. Research carried out by Vaayu.

22 - Vaayu has found that 18% of members replied that the main reason they bought something second-hand on Vinted was because they were 'just browsing Vinted and liked this item'. 26% of French members and 22% of German members replied that the main reason they bought something second-hand on Vinted was because they 'no longer buy brand new items, when possible, out of principle'.

Q. What is the main reason you purchased it on Vinted instead of buying it brand new?

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members. Research carried out by Vaayu.

23 - Vaayu found that 24% of members in Poland and 22% of members in the UK replied that the main reason they bought something second-hand on Vinted was because they were 'just browsing Vinted and liked this item'.

Q. What is the main reason you purchased it on Vinted instead of buying it brand-new?

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members. Research carried out by Vaayu.

24 - Vaayu has found that compared to other buyers, spontaneous shoppers particularly value a wider selection of items, a smooth shopping experience and more affordable options.

Q. What would make you more likely to buy second-hand over brand new fashion items when shopping online?

Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members. Research carried out by Vaayu.

25 - In the survey we found that:

- In France 20% of our members replied that about half of their wardrobe is second-hand, 20% replied that the majority of their wardrobe is second-hand and 2% replied that all of their wardrobe is second-hand.
- In Germany 23% of our members replied that about half of their wardrobe is second-hand, 18% replied that the majority of the wardrobe is second-hand and 1% replied that all of their wardrobe is second-hand.
- In Poland 25% of our members replied that about half of their wardrobe is second-hand, 25% replied that the majority of the wardrobe is second-hand and 1% replied that all of their wardrobe is second-hand.
- In the UK 22% of our members replied that about half of their wardrobe is second-hand, 18% replied that the majority of the wardrobe is second-hand and 1% replied that all of their wardrobe is second-hand

Q. How many fashion items in your wardrobe are second-hand purchases?  
FR, ES, UK, BE, NL, PL, DE, IT; Base: Representative Vinted sellers and buyers with a population of 18+ y.o.; sample of 94.4k members. Research carried out by Vaayu.

26 - In the survey we found that, in Poland 25% of our members replied that about half of their wardrobe is second-hand, 25% replied that the majority of the wardrobe is second-hand and 1% replied that all of their wardrobe is second-hand.

Q: How many fashion items in your wardrobe are second-hand purchases?  
FR, ES, UK, BE, NL, PL, DE, IT; Base: Representative Vinted sellers and buyers with a population of 18+ y.o.; sample of 94.4k members. Research carried out by Vaayu.

27 - Source: FEVAD & KPMG study 2022 p.7 <https://kpmg.com/fr/fr/home/insights/2022/09/kpmg-fevad-la-seconde-main-au-premier-plan.html>

28 - The penetration rate of the second-hand market has notably increased in countries like France, tripling from 14% in 2017 to 41% in 2022. Source: <https://www.foxintelligence.io/second-hand-and-refurbished-market-focus/>

29 - For 24% of members, a handful of their wardrobe is made of second-hand  
For 27% of members, a quarter of their wardrobe is made of second-hand  
For 20% of members, half of their wardrobe is made of second-hand items  
For 17% of members, three-quarters of their wardrobe is made of second-hand items  
For 1% of members, their whole wardrobe is made of second-hand items  
Q. How many fashion items in your wardrobe are second-hand purchases?  
Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 94.4k members. Research carried out by Vaayu.

30 - Computed using Kria, Vaayu's proprietary LCA Impact Modelling Engine and database.  
Vaayu has found that on average, shopping for second-hand fashion on Vinted instead of buying new, demonstrated an emissions saving of 1.25 kgCO<sub>2</sub>e in 2023.

31 - Source: Vinted Climate Impact Report 2021 by Vaayu

32 - In the survey we found that when buying second-hand fashion on Vinted, compared to new:  
21% of members were much more satisfied  
18% of members were slightly more satisfied  
45% were satisfied just as much  
Q. How satisfied are you with the quality of second-hand fashion compared to what you might have bought new? Please consider

your overall purchasing history.  
Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 13.7k members. Research carried out by Vinted.

33 - In the survey our members said:  
'I prefer to buy I prefer to buy fewer, more expensive fashion items that are long-lasting'  
'I prefer to buy more, cheaper fashion items that may not last as long'  
Q. Which statement better describes you when buying on Vinted?  
Base: Representative Vinted buyers population of 18+ y.o.; FR, ES, UK, BE, NL, PL, DE, IT; Research carried out by Vinted.

34 - We found that 28% of members say that quality clothes are more comfortable and fit better  
Q. Why is quality an important factor for you when choosing your clothing?  
Base: Vinted buyers 18+ y.o. for whom quality is an important decision-making factor, FR, ES, UK, BE, NL, PL, DE, IT; . Research carried out by Vinted.

35 - In the survey we found that 88% of Vinted sellers project that their item has a lifespan of 1+ years on Vinted. 88% of buyers project they would wear a new item for 1+ year.  
Q. Think about the last fashion item you bought on Vinted, how long do you think you could wear it? Think about the last item you sold on Vinted. For how long did you wear that clothing before selling it? How much longer do you think this item you sold can still be used until it gets worn out? So how long do you usually wear those new fashion items yourself?  
Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 13.7k members. Research carried out by Vinted.

36 - We found that some Vinted sellers take better care of their clothes and buy better quality clothes, knowing they can sell them later.  
Q. How much do you agree or disagree with the statements below?  
'I tend to take better care of my new fashion items because I believe I can sell them later' - 36% Agree  
'I buy better quality new fashion items to be sure I can re-sell them later' - 22% Agree  
Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 13.7k members. Research carried out by Vinted.

37 - We found that some Vinted sellers take better care of their clothes knowing they can sell them later.  
Q: How much do you agree or disagree with the statements below?  
'I tend to take better care of my new fashion items because I believe I can sell them later' - 36% Agree  
Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 13.7k members. Research carried out by Vinted.

38 - We found that some Vinted sellers buy better quality clothes,

knowing they can sell them later.  
Q: How much do you agree or disagree with the statements below?  
'I buy better quality new fashion items to be sure I can re-sell them later' - 22% Agree  
Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 13.7k members. Research carried out by Vinted.

39 - In the survey we found that 19% would still buy an item second-hand even if it was almost the same price as new.  
Q. Imagine that, you could buy this fashion item brand new, for almost the same price as second-hand. What would you do?  
FR, ES, UK, BE, NL, PL, DE, IT; Base: Representative Vinted sellers and buyers with a population of 18+ y.o.; sample of 94.4k members. Research carried out by Vaayu.

40 - In the survey we found that 81% of our members would not have resold their items if it were not for Vinted.  
Q. If you did not manage to sell this item on Vinted, what would you have done with it?  
Base: Representative Vinted sellers and buyers with a population of 18+ y.o., FR, ES, UK, BE, NL, PL, DE, IT; sample of 13.7k members. Research carried out by Vinted.

41 - Source: WRAP <https://wrap.org.uk/media-centre/press-releases/nations-wardrobes-hold-16-billion-items-unworn-clothes-people-open-new>

42 - Quote provided directly to Vinted in May 2024.

43 - In the survey we found:  
- 11% buy a brand new fashion item  
- 36% buy a second-hand fashion item  
- 10% buy other non-fashion items (e.g. food, toys)  
- 18% save the money  
- 19% other  
Q. What do you generally do with the money you make from your fashion sales on Vinted?  
FR, ES, UK, BE, NL, PL, DE, IT; Base: Representative Vinted sellers and buyers with a population of 18+ y.o.; sample of 94.4k members. Research carried out by Vaayu.

44 - In the survey we found:  
- 11% buy a brand new fashion item  
- 36% buy a second-hand fashion item  
- 10% buy other non-fashion items (e.g. food, toys)  
- 18% save the money  
- 19% other  
Q. What do you generally do with the money you make from your fashion sales on Vinted?  
FR, ES, UK, BE, NL, PL, DE, IT; Base: Representative Vinted sellers and buyers with a population of 18+ y.o.; sample of 94.4k members. Research carried out by Vaayu.

- 45 - In the survey we found:  
- 11% buy a brand new fashion item

- 36% buy a second-hand fashion item  
- 10% buy other non-fashion items (e.g. food, toys)  
- 18% save the money  
- 19% other  
Q. What do you generally do with the money you make from your fashion sales on Vinted?  
FR, ES, UK, BE, NL, PL, DE, IT; Base: Representative Vinted sellers and buyers with a population of 18+ y.o.; sample of 94.4k members. Research carried out by Vaayu.

46 - In the survey our members said:  
- 'I buy fewer fashion items overall' 19%  
- 'I buy more fashion items overall' 20%  
- 'I buy the same number of fashion items overall' 22%  
- 'I buy the same number of fashion items, but more of them are from Vinted' 31%  
- Other 8%  
Q. Which of these options best describes you since you started shopping on Vinted?  
FR, ES, UK, BE, NL, PL, DE, IT; Base: Representative Vinted sellers and buyers with a population of 18+ y.o.; sample of 94.4k members. Research carried out by Vaayu.

47 - In the survey our members said:  
- 'I am spending less' 53%  
- 'I am spending more' 11%  
- 'I am spending the same amount' 14%  
- 'Not sure' 18%  
- Other 4%  
- Q. Have you noticed a change in your overall fashion spending habits since you started shopping on Vinted?  
FR, ES, UK, BE, NL, PL, DE, IT; Base: Representative Vinted sellers and buyers with a population of 18+ y.o.; sample of 94.4k members. Research carried out by Vaayu.

48 - According to previous research done by Vinted in 2023 on the UK and French markets, buyers estimate that they have saved €90/month (avg. for FR) or €87/month (avg. for the UK) when buying second-hand over new.  
Member research report in FR and UK, March 2023. Sample size: FR=1997 and UK=1049; Active Vinted members (who sold/bought at least 1 item during 3 months).



*Vinted*