

A person is walking from left to right across a sidewalk. They are wearing a grey, textured blazer over a matching grey skirt or wide-leg trousers. They are also wearing white pointed-toe pumps. A light green, textured handbag is slung over their shoulder. The background features a black door with a decorative, repeating pattern of overlapping semi-circles. The overall scene is captured in a cinematic, slightly desaturated style.

**THREDUP**

# 2026 Resale Report

## TABLE OF CONTENTS & FOREWORD

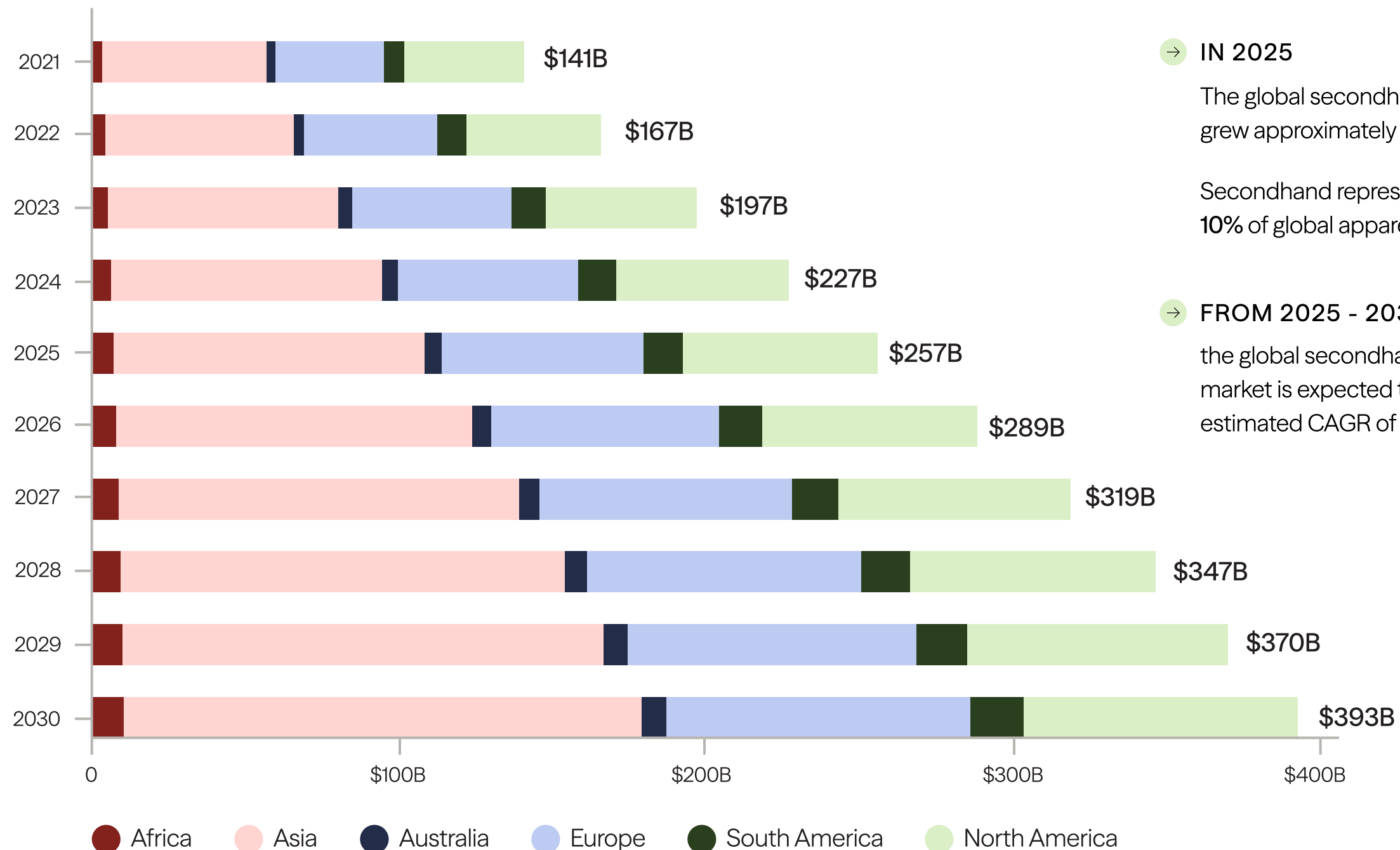
- Global & U.S. Market Sizing
- Macroeconomic Cost Pressures
- Resale's Flywheel
- Buyer & Seller Trends
- Gen Z's Take on Resale
- AI's Impact
- Social Commerce
- Branded Resale
- Legislative Influence
- ThredUp Resale Superstars

“Resale is no longer just growing, it's taking share. As the market scales, the next phase will be defined by competition for supply, fragmentation across platforms, and new ways for consumers to discover and engage with secondhand.”

James Reinhart | COFOUNDER AND CEO OF THREDUP

## GLOBAL MARKET SIZING

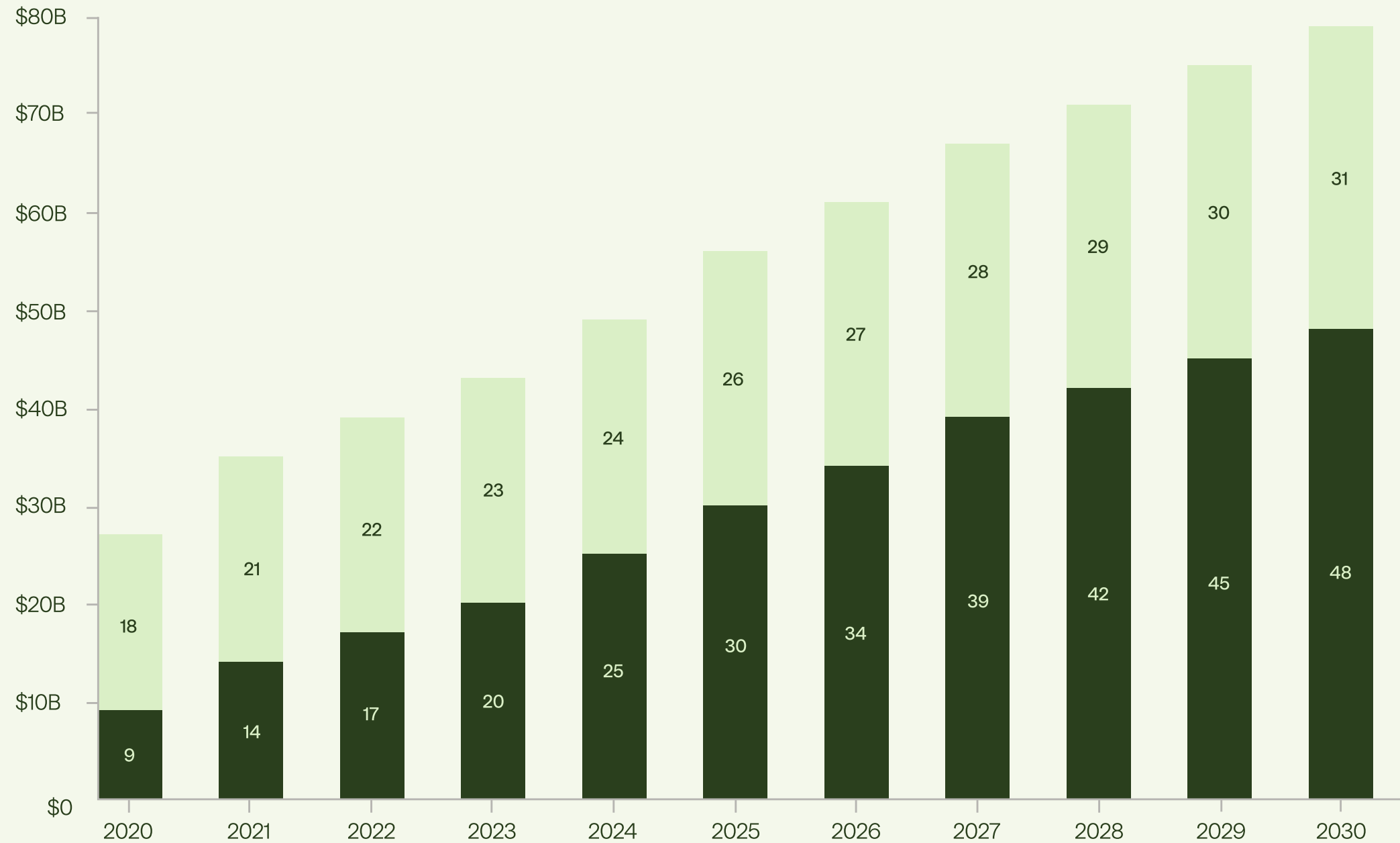
The Global Secondhand Apparel Market is Projected to Reach **\$393 Billion** by 2030, More Than **2X** Faster Than the Overall Apparel Market<sup>1</sup>



- **IN 2025**  
The global secondhand market grew approximately **13% Y/Y**.  
Secondhand represented roughly **10%** of global apparel spend.
- **FROM 2025 - 2030**  
the global secondhand apparel market is expected to grow at an estimated CAGR of **~9%**.

## U.S. MARKET SIZING

The U.S. Secondhand Apparel Market is Expected to Reach **\$78.8 billion** by 2030, Growing **7.3% Annually on Average**<sup>1</sup>

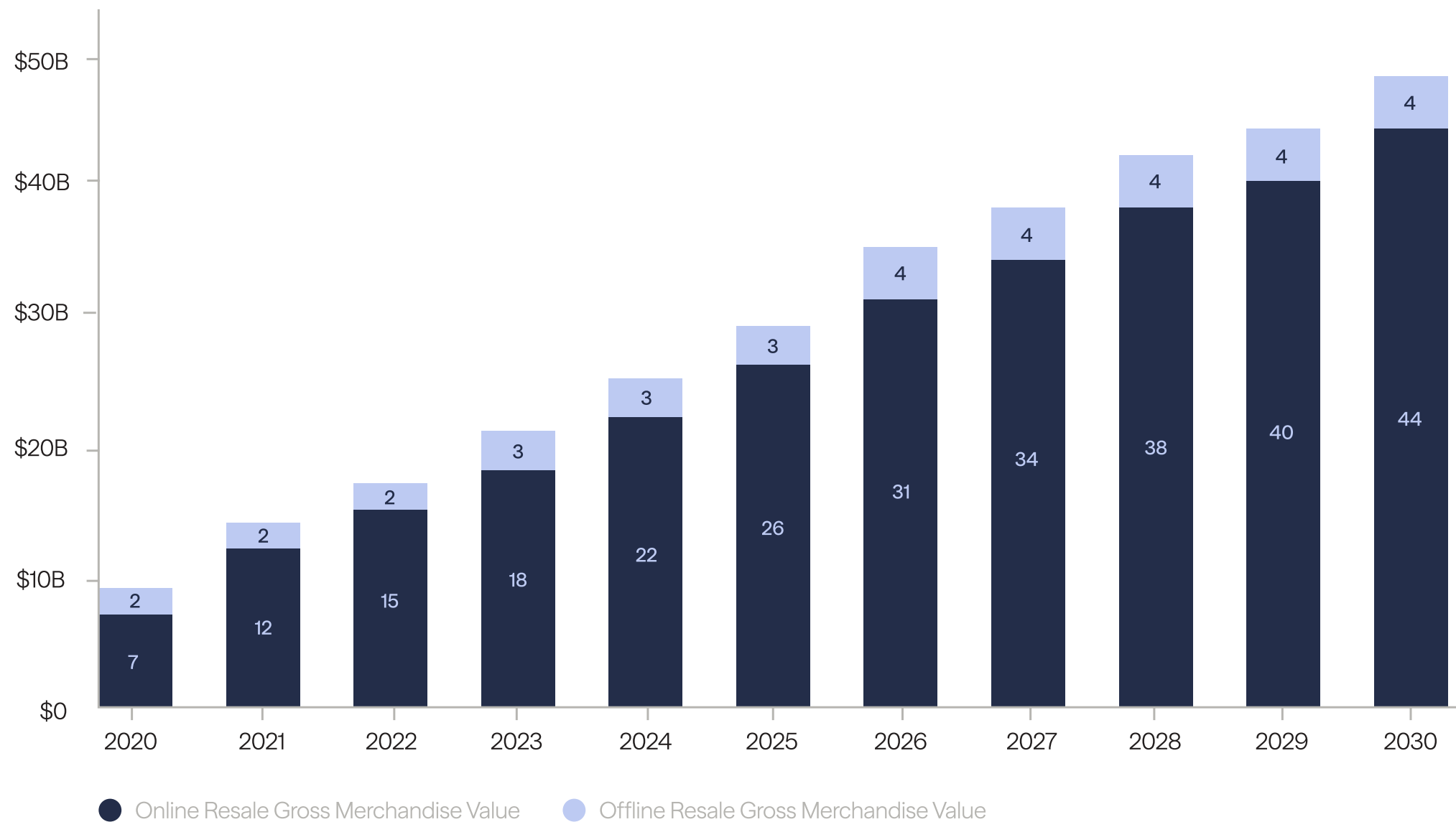


- **IN 2025**  
The U.S. secondhand apparel market grew **13%** — nearly **4X faster** than the broader retail clothing market (**3.6%**).
- **BETWEEN 2025 AND 2030**  
Secondhand will grow at a **7.3% CAGR** from 2025–2030, and add **\$23.3 billion** in incremental market value.
- **BY 2030**  
New shoppers will account for **64%** of incremental secondhand spend.  
  
Gen Z will drive **40%** of growth, followed by Millennials at **31%**.

● Resale Gross Merchandise Value ● Non-Resale Gross Merchandise Value

## U.S. MARKET SIZING

# U.S. Online Resale is Expected to Nearly Double by 2030, Reaching **\$48.3 Billion** & Growing **10% Annually** on Average<sup>1</sup>



→ **BETWEEN 2025 AND 2030**  
U.S. resale is projected to add **\$18.6 billion** in incremental market value, growing from **\$29.7 billion** in 2025 to **\$48.3 billion** by 2030.

→ **IN 2025**  
U.S. resale grew **19%**, significantly outpacing the broader retail clothing market, which grew **3.6%**.

→ **FROM 2025 TO 2030**  
Resale is expected to grow at an estimated CAGR of **10%** compared to approximately **3.5%** for traditional retail apparel.

# Cost Pressure is Moving Resale from Optional to Essential

Economic pressure is accelerating adoption, embedding resale into both consumer behavior and retailer strategy.

59% of consumers shopped secondhand apparel in 2025 (+7 pts in just 3 years).<sup>2</sup>

## CONSUMERS

Stretching the Apparel Dollar<sup>2</sup>

**72%** say rising prices are directly impacting apparel spending.

**27%** say they will increase their secondhand purchasing to offset further price increases.

→ Cost pressure is pushing resale from optional to essential.

## RETAILERS

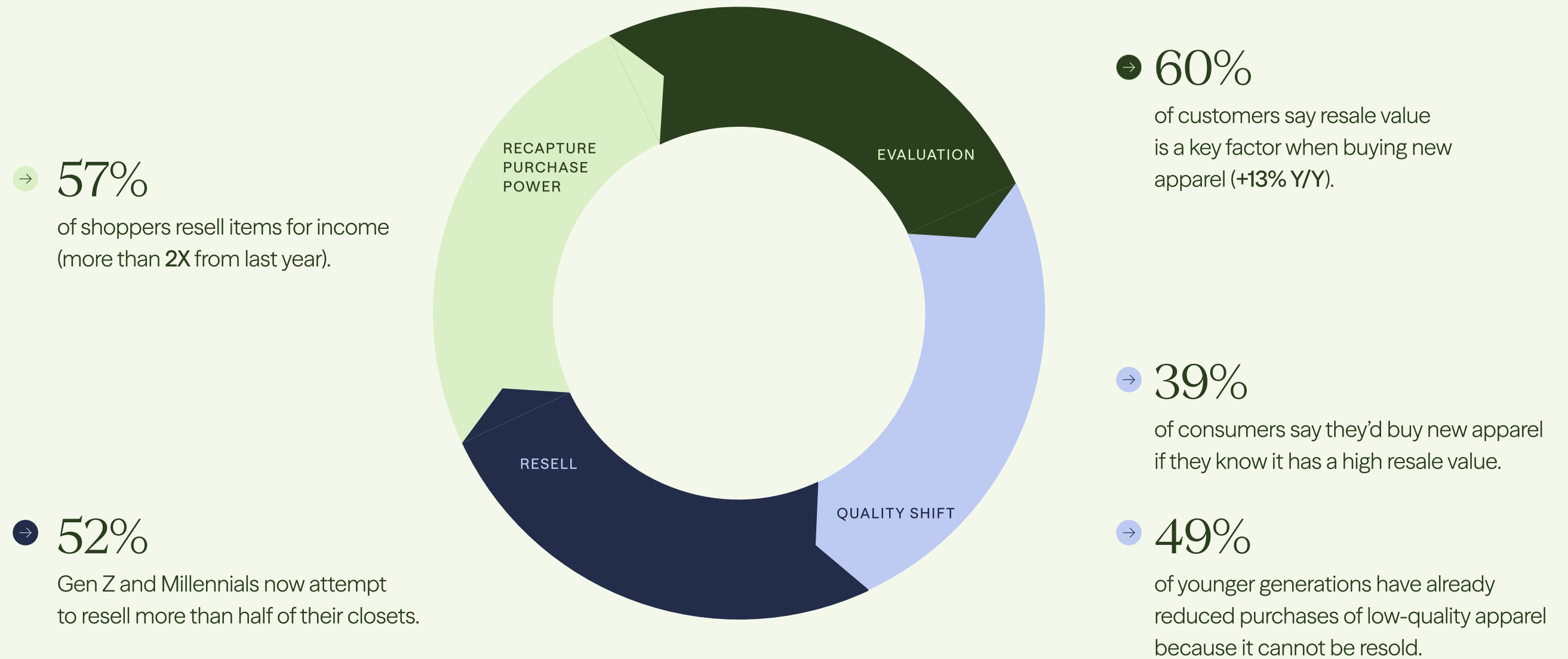
Turning to Resale as a Strategic Solution<sup>3</sup>

**36%** view resale as a hedge against inventory and supply chain volatility.

**52%** say they are not equipped to rapidly scale resale under external pressure.

→ Resale is increasingly seen as a flexible, domestic inventory channel amid sourcing uncertainty.

# Resale is Driving the Apparel Flywheel<sup>2</sup>



“We’re moving from a linear apparel economy toward a resale flywheel, where consumers increasingly buy with future value in mind.”

James Reinhart | COFOUNDER AND CEO OF THREDUP

## Resale is Gaining Share as a First-Choice Channel<sup>2</sup>

Secondhand is shifting from an alternative to a default starting point, taking measurable share from new retail.

**34%** of consumers' clothing budget is earmarked for secondhand purchases over the next year.

**41%** look to secondhand first when seeking value.

**46%** browse resale before buying new; **58% of Gen Z** and **55% of Millennials** prioritize secondhand over new.

**62%** of Gen Z shopped secondhand in 2025, shifting from high-volume "hauls" to "holy grail" hunting.

### Why Consumers Choose Resale:

- Value
- Access
- Individuality
- Discovery
- Sustainability

# Sellers are Optimizing for Liquidity, Not Maximum Price<sup>2</sup>

As resale scales, behavior is shifting from occasional selling to continuous liquidity, with convenience outweighing price optimization.

Sellers Treat Their Closets Like Assets

**57%** resell for income, rising to 61% among Gen Z.

Convenience Beats Maximizing Profit

**23%** would accept a lower payout for speed.

Gen Z Leads The Asset Mindset

**10%** more likely than average to monetize their wardrobe.



## Gen Z is Turning Resale into an AI-Powered System

Resale is the default entry point to shopping

**58%**

say they check secondhand before buying new.

**45%**

say they do this to access to higher-end brands.

AI is now managing the shopping process

**48%**

use AI shopping tools, and **63%** say they're comfortable with agentic buying.

**51%**

use AI for resale, using tools like visual search fit tools.

Clothing is treated as a tradable asset

**67%**

consider resale value before a purchase.

**52%**

are more likely to buy when resale or trade-in is built in.

Resale is no longer a behavior. It's becoming an AI-assisted system for how Gen Z discovers, buys, and exits clothing.

# AI is Reducing Friction & Expanding How Consumers Shop Resale<sup>2</sup>

As AI takes on search, negotiation, and trust, resale is shifting from effort-driven to increasingly automated.

6 in 10 shoppers say they would use AI to negotiate secondhand deals on their behalf.



## THE HUNT

69% of shoppers are ready to delegate 24/7 monitoring across resale platforms to find “holy grail” items.



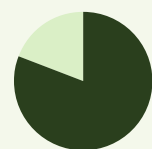
## THE DEAL

59% of shoppers are likely to use an AI assistant that can independently negotiate prices.



## THE TRUST

39% of shoppers say AI-assisted authentication would increase confidence when buying from peer-to-peer sellers.



## THE RESULT

81% of current AI users report a significantly improved resale shopping experience.



# Friction in Supply, Not Demand, is the Core Constraint<sup>2</sup>

Demand is established, but unlocking supply through speed, ease, and automation is the key to the next phase of growth.

## THE VELOCITY GAP

→ 36% of consumers say they would resell more frequently if payouts were faster.

## THE LISTING BARRIER

→ Even among people who say “nothing” would motivate them to resell, 33% say an easier AI-automated listing process would change their mind.

## THE ASSET SHIFT

→ 66% are comfortable allowing AI to manage their “digital closet”—identifying what to sell based on market demand.

## THE SIGNAL

# 32%

of consumers want resale to deliver the ideal balance of convenience and earnings with minimal effort.

This segment represents the largest opportunity for AI-driven automation.

“Agentic technology is fundamentally reshaping ecommerce, shifting consumers from browsing and filtering to AI-driven discovery, negotiation, and trust in secondhand.”

Dan DeMeyere | CPTO AT THREDUP

## Discovery is Fragmenting Beyond Traditional Resale Platforms

As discovery moves off-platform, resale is becoming more fragmented and competitive.

46%

of resale discovery now happens outside resale-specific platforms — via social feeds, creators, and in-person browsing.

38%

secondhand shopping via social commerce adoption among Gen Z and Millennials is nearly triple that of older generations.

43%

of secondhand shoppers have purchased via social commerce or livestream formats.

“Discovery is shifting from intentional search to algorithmic feeds. The next decade of resale will be won by platforms that turn inspiration into curated discovery, community, and a more engaging shopping experience.”

Danielle Vermeer | HEAD OF PRODUCT AT THREDUP



# Resale is Becoming Table Stakes for Brands, but Execution Lags

While most brands recognize resale as strategically necessary, few are equipped to scale, creating a gap between intent and capability.

## Customer Loyalty

**47%** of consumers are more likely to make a first-time purchase if trade-in credit is offered.

**60%** of Gen Z and Millennial shoppers report that integrated resale features directly increase their trust in a brand.

## Retailer's Strategic Lever

**58%** of retailers agree that lacking a resale presence creates a permanent structural disadvantage.

**32%** of retailers view resale as a necessary way to remain competitive.

**42%** of retailers say the biggest risk of not scaling resale is losing Gen Z and Millennial market share.

"Trade-in programs are no longer a brand 'perk', they are the new baseline. Resale has officially moved from a sustainability experiment to a primary lever for customer acquisition and long-term relevance."

# Regulation is Accelerating Adoption Faster Than Readiness<sup>3</sup>

Policy pressure is turning resale into a compliance lever, but most retailers lack the infrastructure to respond at scale.

## MOTIVATION

66%

of retailers view resale as a regulatory solution.

36%

see it as a tool to reduce financial liability and compliance fees in the short term.

30%

view it as a strategic lever to improve "eco-modulation" in future product design.

## FRICITION

16%

of organizations are ready to scale resale immediately.

38%

of respondents cite logistics and operational gaps as reasons that are preventing scale.

32%

of respondents are turning to Third-Party/RaaS (Resale-as-a-Service) partners to bypass friction and accelerate readiness.

Resale is emerging as one of the most actionable paths to regulatory compliance.



## THREDUP RESALE SUPERSTARS

### Top 10 Most Shopped Brands

Ranked by Total Order Volume

- 1 J.CREW
- 2 ZARA\*
- 3 ANN TAYLOR LOFT
- 4 OLD NAVY
- 5 GAP
- 6 MADEWELL
- 7 BANANA REPUBLIC
- 8 ATHLETA
- 9 LULULEMON ATHLETICA\*
- 10 ANN TAYLOR

\* Zara and Lululemon tied for fastest order growth (+25% y/y).

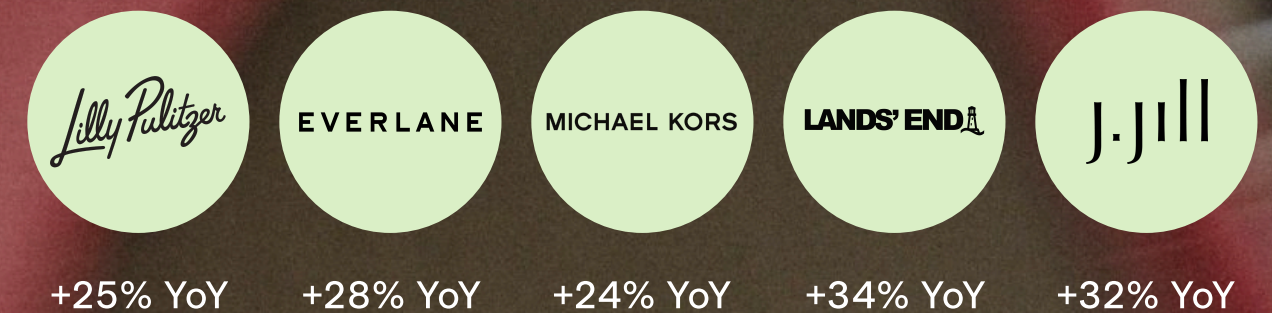
### Standout Performers

Ranked by GRND Per Item

- 1 VERONICA BEARD
- 2 FARM RIO
- 3 ST. JOHN
- 4 JOHNNY WAS
- 5 FRYE

### Brands Having a Comeback Moment

YoY Growth in Revenue



“A circular handoff is emerging as Gen X and Millennial supply meets Gen Z nostalgia demand, establishing resale as the bridge between heritage archives and the next generation of trendsetters.”

Kristen Brophy | SVP, GROWTH & RETENTION MARKETING AT THREDUP

# METHODOLOGY

## ABOUT THE REPORT

ThredUp's annual Resale Report contains research and data from GlobalData, a third-party retail analytics firm. GlobalData's assessment of the secondhand market is determined through consumer surveys, retailer tracking, official public data, data sharing, store observation, and secondary sources. These inputs are used by analysts to model and calculate market sizes, channel sizes, and market shares. Further, for the purpose of this report, GlobalData conducted a January-February 2026 survey of 3,268 American adults over 18, asking specific questions about their behaviors and preferences for secondhand. GlobalData also surveyed the top 50 U.S. fashion retailers and brands in January 2026 to gather their opinions on resale. In addition, ThredUp's Resale Report also leverages data from internal ThredUp customer and brand performance data. [View all sources here.](#)

## DISCLOSURE

All third-party brand names and logos appearing in this report are trademarks or registered trademarks of their respective holders. Any such appearance does not imply any affiliation with or endorsement of ThredUp.

## PUBLISHED

April 2, 2026

## GLOSSARY

### AI-POWERED SHOPPING TOOLS

Technology that assists with discovery, pricing, and authentication to improve operational efficiency. In resale, these tools reduce friction and help platforms scale more effectively.

### BRANDED RESALE

Secondhand programs operated directly by brands through take-back or trade-in initiatives. These allow consumers to return used items for credit or resale through brand-sanctioned channels.

### CIRCULARITY / CIRCULAR FASHION

An approach that extends the life of garments through reuse, repair, or recycling. This model reduces waste and minimizes the need for new production.

### CAGR (COMPOUND ANNUAL GROWTH RATE)

Measures the mean annual growth of an investment over a specific period, assuming the value compounded at a steady rate each year.

### DONATION & THRIFT

A secondhand segment featuring community-based options like charity shops, yard sales, and clothing swaps. These channels are primarily offline and typically offer lower price points with less standardized merchandising.

### GROSS REVENUE NET DISCOUNTS (GRND)

total income generated from all sales transactions after subtracting promotional markdowns, coupons, and discounts.

### MID-PRICED SPECIALTY RETAILERS

Apparel brands positioned between value and premium pricing, often located in malls or on main streets. They focus on branded assortments rather than luxury or discount positioning.

### OFF-PRICE

Retailers like TJ Maxx or Ross that sell new merchandise at lower prices than traditional retail. They typically source overstock and excess inventory rather than used goods.

### ONLINE RESALE

Secondhand transactions conducted via digital platforms, including marketplaces, social commerce, and brand-operated channels.

### PEER-TO-PEER (P2P) RESALE

Transactions occurring directly between individual consumers, often facilitated by digital marketplaces. These platforms provide varying levels of support for logistics, pricing, and authentication.

### RESALE

A curated segment of the secondhand market characterized by standardized listings and higher average selling prices. These platforms emphasize convenience and transparency and are primarily found online.

### SECONDHAND

The purchase or consumption of previously owned apparel. This category encompasses both the Resale and Donation & Thrift channels.

### SECONDHAND PRODUCTS

Previously owned goods across all categories, including apparel, books, furniture, and beauty.

### SOCIAL COMMERCE

Shopping experiences that occur directly within or are influenced by social platforms. This includes purchasing through live streams, creators, or integrated "Buy Now" features.

### SUSTAINABLE FASHION

Apparel produced and distributed to reduce social and environmental impacts throughout its lifecycle. This includes outcomes driven by consumer behavior, such as choosing secondhand over new.

### TOTAL ORDER VOLUME

Absolute count of all customer orders processed by a business within a specific timeframe (such as a day, month, or year).

### YEAR-OVER-YEAR (Y/Y)

A comparison method that evaluates a financial or data metric from one period against the same period in the previous year.

### YOUNGER GENERATIONS

A combined demographic category referencing Generation Z and Millennials.

## SOURCES

### 1. GLOBALDATA MARKET SIZING

GlobalData's assessment of the secondhand market is determined through ongoing retailer tracking, official public data, data sharing, store observation, consumer surveys, and secondary sources. These inputs are used by analysts to model and calculate market sizes, channel sizes, and market shares. Market data analysis included in this report was done in January 2026.

### 2. GLOBALDATA CONSUMER RESALE SURVEY

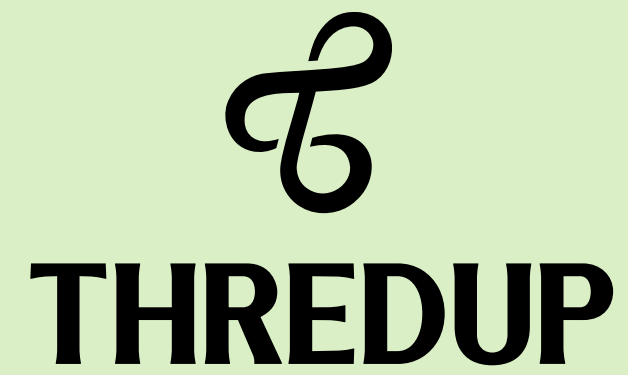
The consumer data in this report is derived from a consumer survey of 3,268 U.S. adults. The survey asked them a number of questions about their attitudes towards apparel, secondhand products, and resale products. The sample was designed to be representative of age and income and was also geographically representative. Surveying was undertaken by GlobalData in January-February 2026.

### 3. GLOBALDATA FASHION RETAILER SURVEY

50 U.S. fashion (apparel, accessories, footwear) retailers were surveyed in January-February 2026 about their sustainability and circular fashion goals.

### 4. INTERNAL THREDUP CUSTOMER / BRAND PERFORMANCE DATA

This data is derived from ThredUp's proprietary platform, which tracks millions of unique SKUs and real-time interactions across our marketplace. By analyzing these internal buying and selling patterns, we identify the specific brand performance and inventory trends driving our business.



Press: [media@thredup.com](mailto:media@thredup.com)

|

Resale-as-a-Service: [RaaS@thredup.com](mailto:RaaS@thredup.com)

|

Investor Relations: [ir@thredup.com](mailto:ir@thredup.com)