

2026 Resale Report

The global secondhand market is no longer just a high-growth story, it's entering a more competitive, structurally complex phase. At **\$393 billion** and growing faster than retail overall, resale continues to expand globally. But in the U.S., the next chapter is taking shape: growth is increasingly driven not just by new participants, but by share shifts between resale and new, between platforms, and across a fragmented long tail of supply. As resale scales, three forces are reshaping the market: technology reducing friction, consumers embedding resale into their financial lives, and brands playing a growing role. The result is a larger, more competitive market that remains highly fragmented, creating both opportunity and urgency for those looking to lead the next phase.

Here are the top 10 takeaways from ThredUp's 14th Annual Resale Report.

1 Resale Is Taking Share from Traditional Retail

Resale is no longer a secondary option, it's increasingly where consumers start, capturing a growing share of apparel spend.

2 Growth Is Shifting from Acquisition to Competition

Resale continues to grow, but the next phase will be defined by competition for wallet share and supply, not just new participants.

3 The Market Remains Highly Fragmented

Despite its scale, resale is still defined by a long tail of platforms and sellers, setting the stage for increased competition and potential consolidation.

4 Discovery Is Moving Off-Platform

Resale is no longer a destination. Nearly half of discovery now happens across social feeds, creators, and distributed digital channels.

5 Supply, Not Demand, Is the Primary Constraint

Demand for resale is well established; unlocking supply through faster, easier selling is now the key to continued growth.

6 AI Is Reducing Friction Across the Experience

From discovery to pricing to trust, AI is making secondhand shopping and selling more efficient and scalable.

7 Resale Is Becoming a Financial Behavior

Consumers are increasingly using resale to generate income and fund purchases, embedding it into how they manage their spending.

8 The Resale Flywheel Is Strengthening

Buying and selling are becoming more connected, with consumers cycling value through their closets rather than treating purchases as one-time events.

9 Brands Recognize the Shift but Lag in Execution

While most retailers see resale as strategically necessary, many lack the infrastructure to participate meaningfully at scale.

10 Regulation Is Increasing Pressure to Participate

Policy and compliance dynamics are accelerating resale adoption, even as most organizations remain operationally unprepared.