



THRIFT FOR THE HOLIDAYS REPORT

THREDUP



In a Season of Supply Chain Shortages, Consumers Shift to Thrift

Retailers that rely on overseas production are hardest hit by supply chain issues, resulting in shortages on shelves. Consumers are turning to retailers with inventory that's in stock and ready to ship, including resale platforms that source from sellers domestically.

Nearly
1 IN 2

consumers say they're considering thrift instead of traditional retailers.¹

52%

of consumers are concerned that popular gifts will be more expensive this year.¹

1 IN 3

consumers say they believe limited inventory will make it difficult to find gifts.¹

53%

of consumers plan to adjust their holiday shopping to account for shipping delays.¹

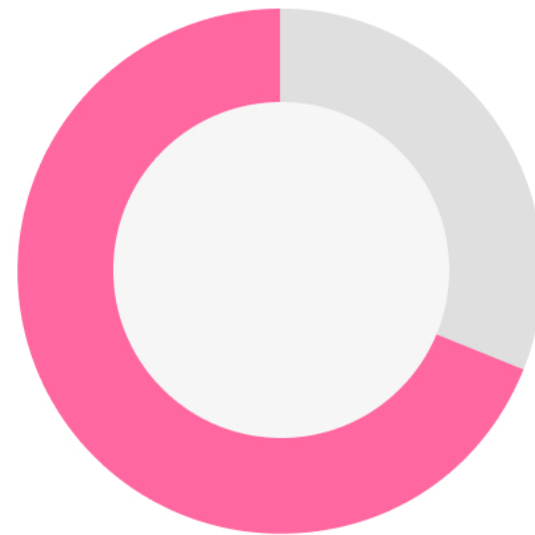
From Stigma to Star: The Gift of Thrift Is Gaining Traction

More consumers are considering giving and receiving secondhand gifts for the holidays.



62%

of consumers believe buying secondhand fashion gifts is more socially acceptable now than 5 years ago.¹



66%

of consumers are open to receiving a secondhand gift.¹



TOP 3 REASONS WHY

Consumers are Choosing Used for the Holidays

1

Bigger Deals

56% of consumers are searching for savings.¹

2

Better for the Planet

54% of consumers want to shop more sustainably.¹

3

One-of-a-Kind Finds

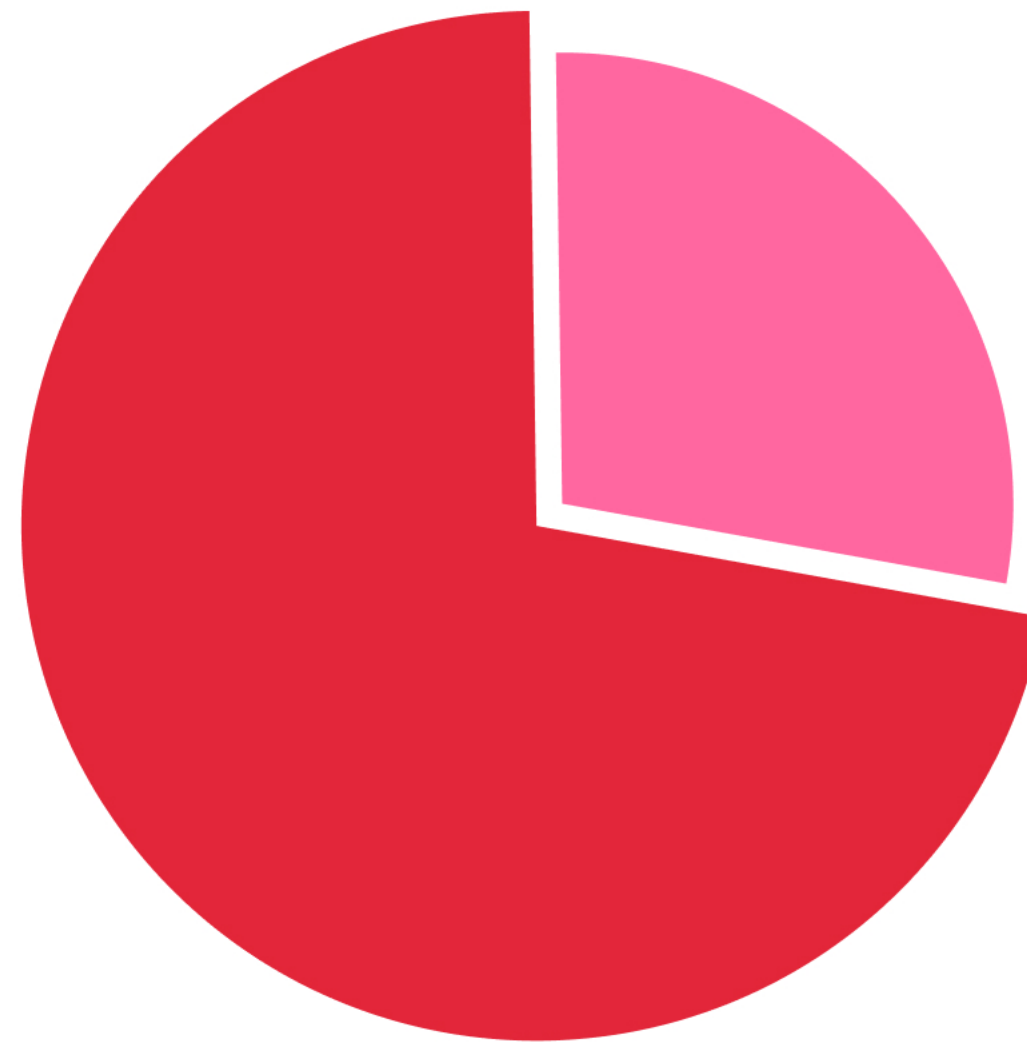
34% of consumers want to give a gift that's unique.¹

When It Comes to Presents, Gen Z Is Prioritizing the Planet

Secondhand is gaining mainstream momentum and Gen Z is leading the charge. With sustainability top of mind, they are putting their spending power behind products that align with their values, including thrift.

72%

of Gen Z shoppers are open to receiving a secondhand gift.¹



PERCENT OF GEN Z SHOPPERS WHO ARE OPEN TO RECEIVING A SECONDHAND GIFT.

#1 Sustainability is Gen Z's Motivation for Gifting Thrift

64%

of Gen Z want to shop more sustainably.¹

62%

want a better deal or to save money.¹



It's the Most Wasteful Time of the Year

Seasonal events, such as holiday parties and New Year's Eve, drive the need for "one and done" outfits or novel items like Ugly Sweaters. Even Gen Z's holiday plans are at odds with their eco values.

1 IN 3

Consumers don't plan on re-wearing their holiday outfits when the season is over.¹

More than

1 IN 2

Gen Z shoppers plan to buy an item to wear **3x or less** for the holidays.¹



If everyone bought 1 used item instead of new this holiday season, we'd save:



4.5B lbs of CO₂e

That's equivalent to planting 66M trees.²



25B gallons of water

That's equivalent to 250T bottles of drinking water.²



11B kWh of energy

That's equivalent to powering 1M homes for a year.²

The Top 10 Gifts to Thrift in 2021

According to thredUP data, these are the brands and categories that are selling the fastest with the most available inventory right now. All of which are in stock and ready to ship on thredUP.



thredUP evaluated 35,000+ unique brands on its platform and created an aggregate score to determine an item's ranking based on sell-through and inventory.³

2021 'THRIFT FOR THE HOLIDAYS' REPORT

METHODOLOGY & SOURCES

Methodology

thredUP's 2021 'Thrift for the Holidays' Report contains research and data from GlobalData, a third-party retail analytics firm. For the purpose of this report, GlobalData conducted a survey of 2,000 American adults over 18, asking specific questions about their holiday shopping behaviors and preferences for secondhand. thredUP's report also leverages data from the following sources: Green Story Inc. research and internal thredUP brand performance data.

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.

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Sources

1. **GlobalData 2021 Consumer Survey:** The consumer data in this report is derived from a consumer survey of 2,000 U.S. adults. The survey asked them a number of questions about their gifting habits and attitudes towards apparel and thrifted products in relation to the holiday season. The sample was designed to be representative of age and income and was also geographically representative.

2. **Green Story Inc. Environmental Study:** Independent research firm, Green Story Inc., was contracted to calculate the environmental savings from reuse of secondhand garments sold by thredUP. The study compared the environmental burden of purchasing a brand-new garment with that of reusing an average garment sold by thredUP across all stages of the garment's lifecycle. The savings were calculated across three areas: greenhouse gas emissions, energy use, and water consumption. The study followed international ISO 14040 LCA standard.

3. Internal thredUP Customer Behavior / Data