Facts and statistics from the world market of second hand clothes

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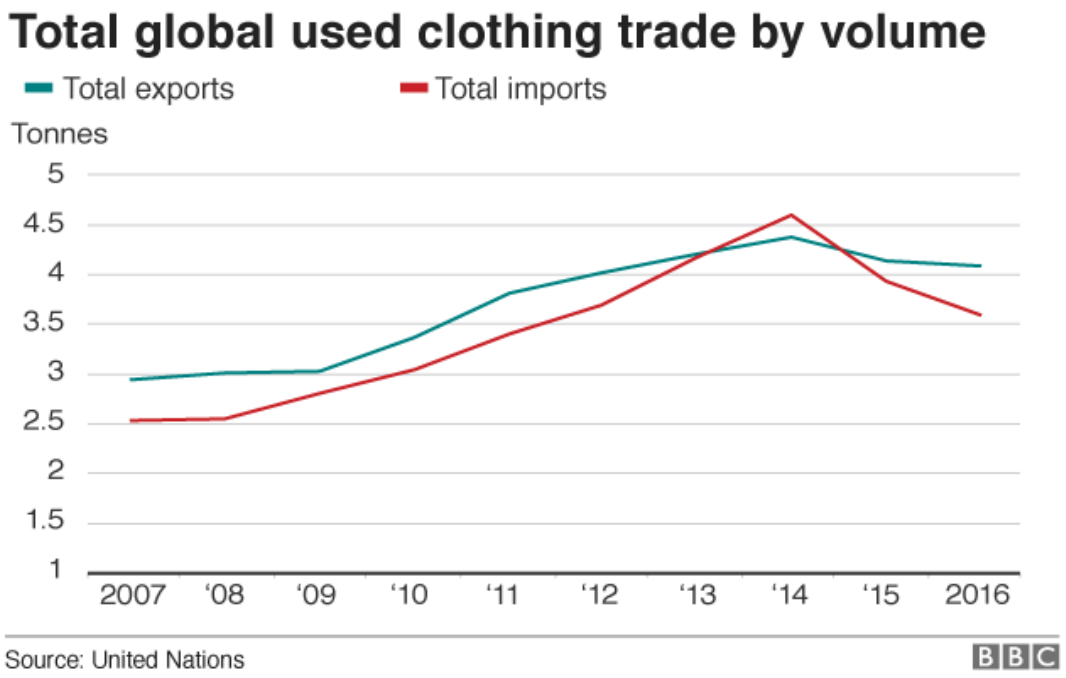
Julia Breidenstein, 09.05.2019, Ravenna

„Used clothes: Why is wordwide demand declining?“

Kim Gittleson, bbc business correspondent, London, 31.01.2018



“What is the future of used clothing now that no one wants our used clothes anymore?
Pity today's clothes. Like unloved toys, they're being worn less often than ever.”

Why is wordwide demand declining?

- Because prices for new clothes are going down?

- Because people around the world have more money now?

Why is it declining?

~~Why~~ - Is it declining?

UN Comtrade Database

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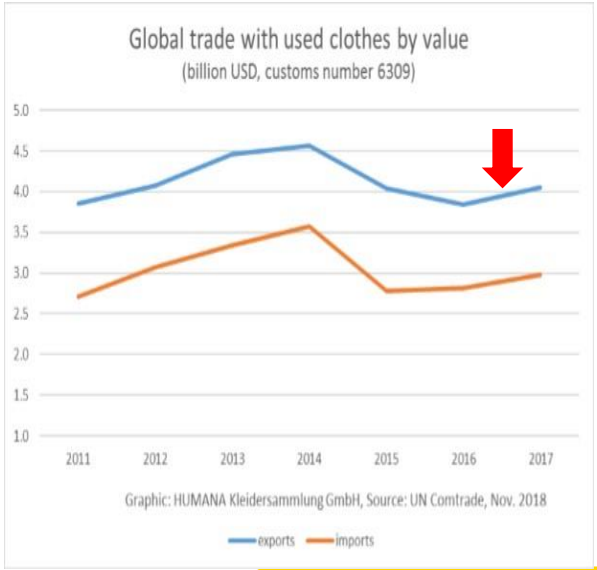
Graphic published by BBC, until 2016:

Graphic based on own research at the UN Comtrade database, until 2017:



The 4 main exporting regions

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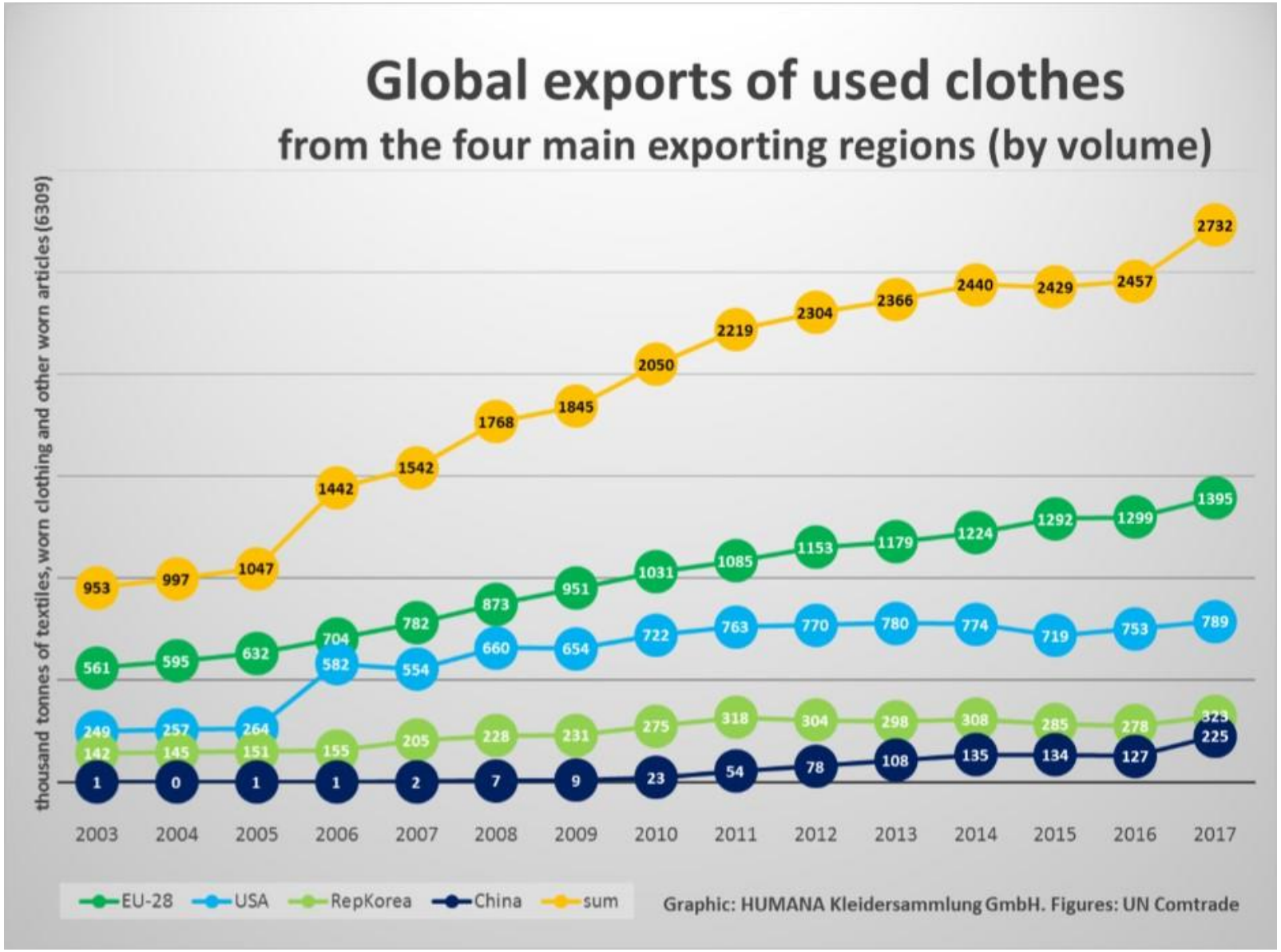
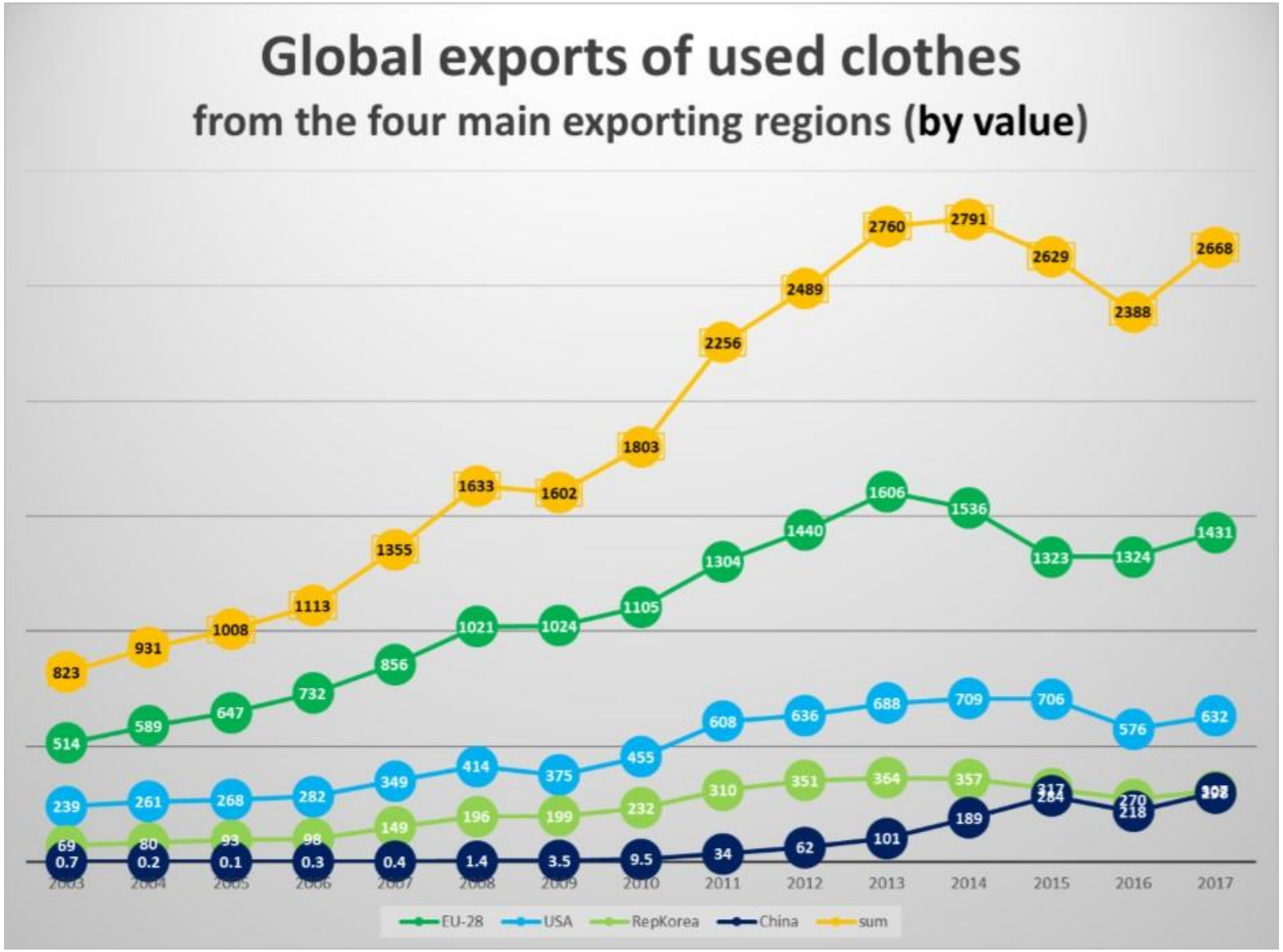
By volume (1,000 Tonnes)



By value (Mio. USD)



Facts and statistics from the world market of other goods

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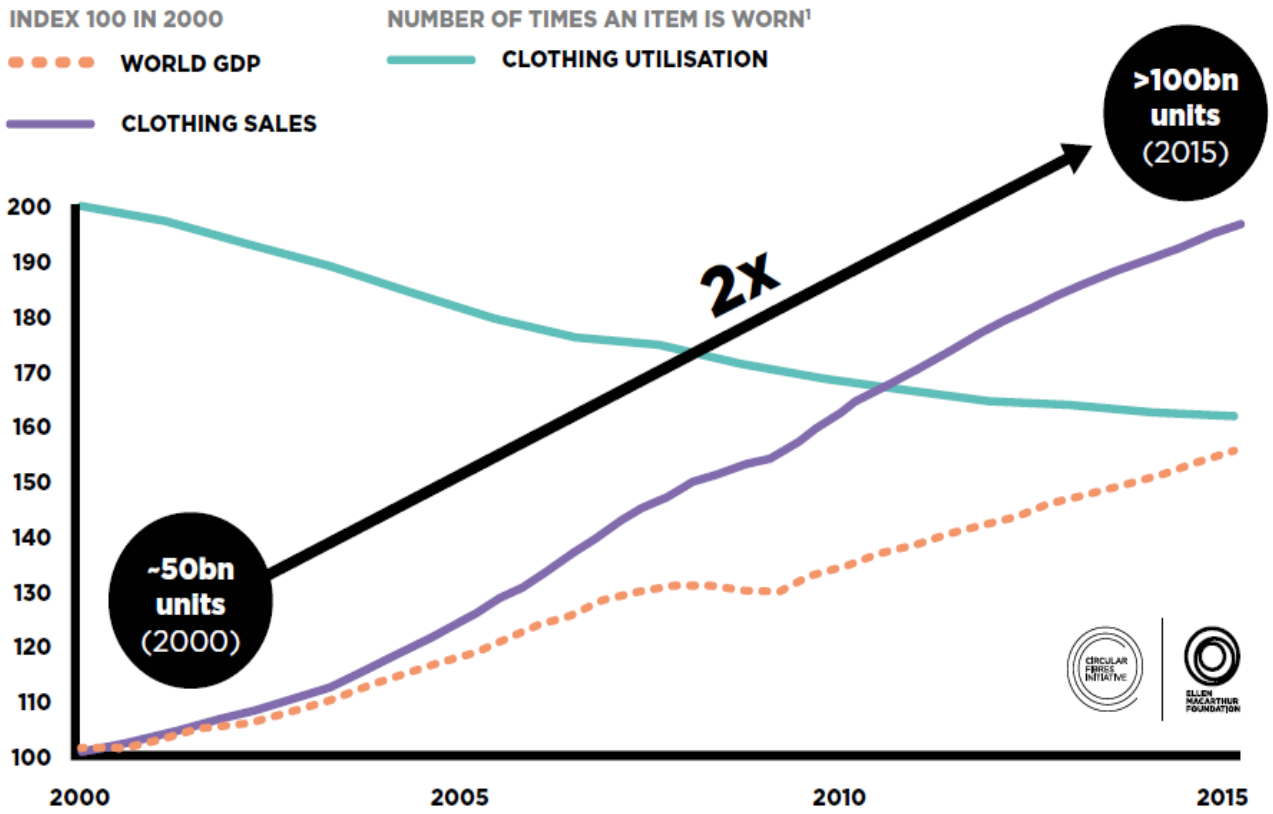
New clothes

FIGURE 1: GROWTH OF CLOTHING SALES AND DECLINE IN CLOTHING UTILISATION SINCE 2000



1 Average number of times a garment is worn before it ceases to be used

Source: Euromonitor International Apparel & Footwear 2016 Edition (volume sales trends 2005–2015); World Bank, *World development indicators – GD* (2017)

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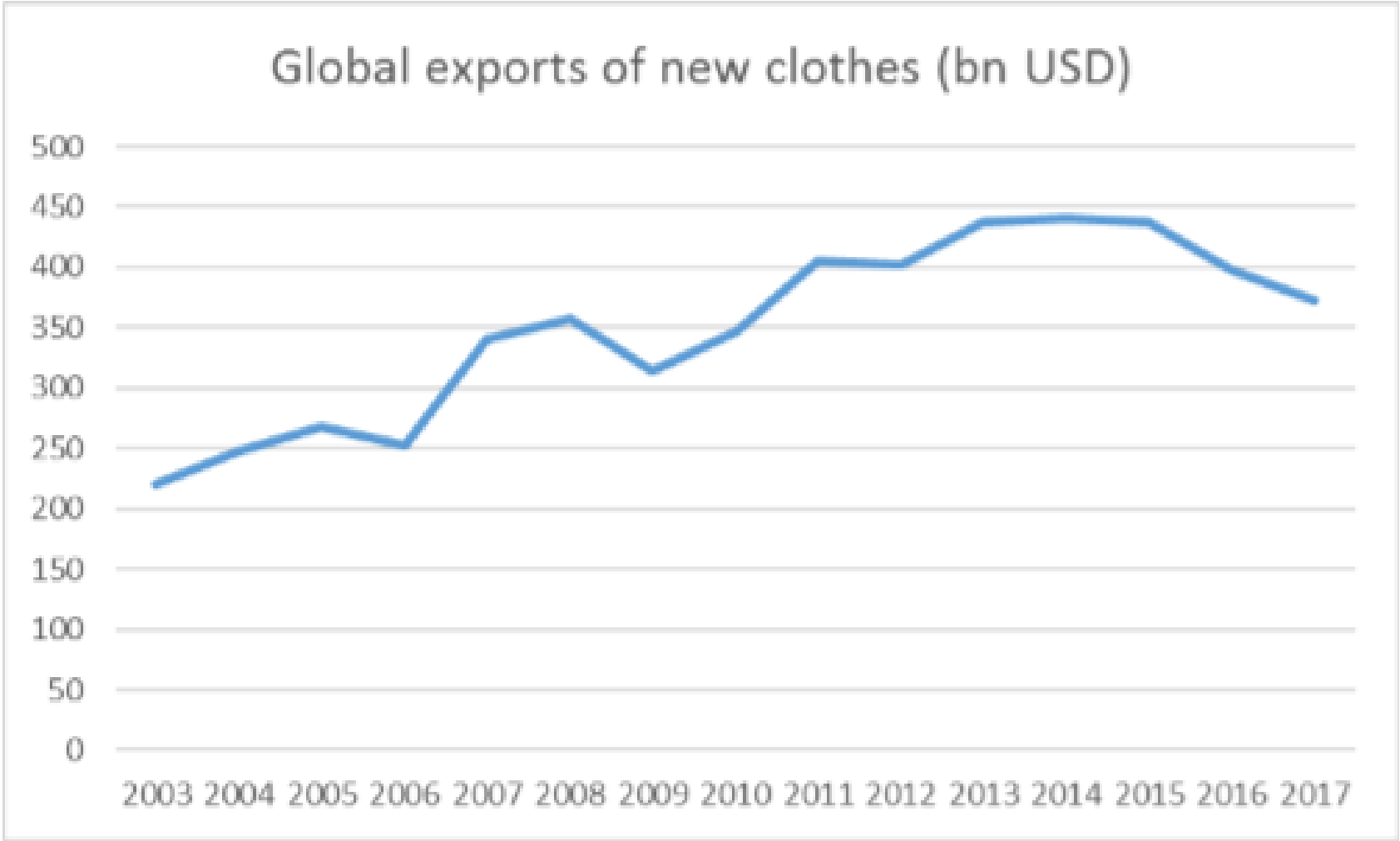
New clothes



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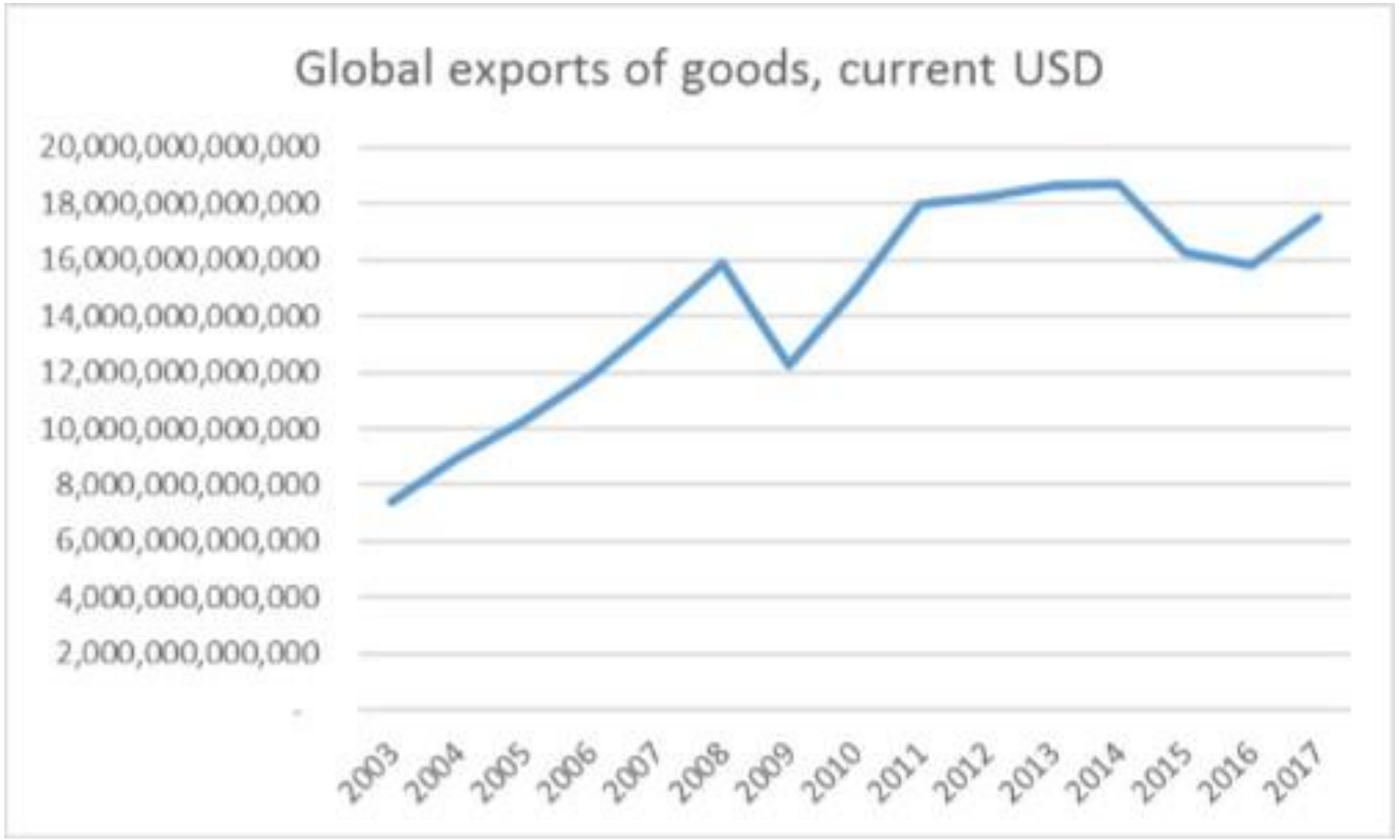
All goods



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Pictures and facts from real life in Asia

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Korea

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Korea

Europe
Asia
Africa
Oceania
America
KISUK TRADING
1141, SIKSA-DONG, ILSANDONG-GU,
KOYANG-SI, KYUNGGI-DO,
SOUTH KOREA

Shenzhen, China

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Facts and figures from real life in the USA

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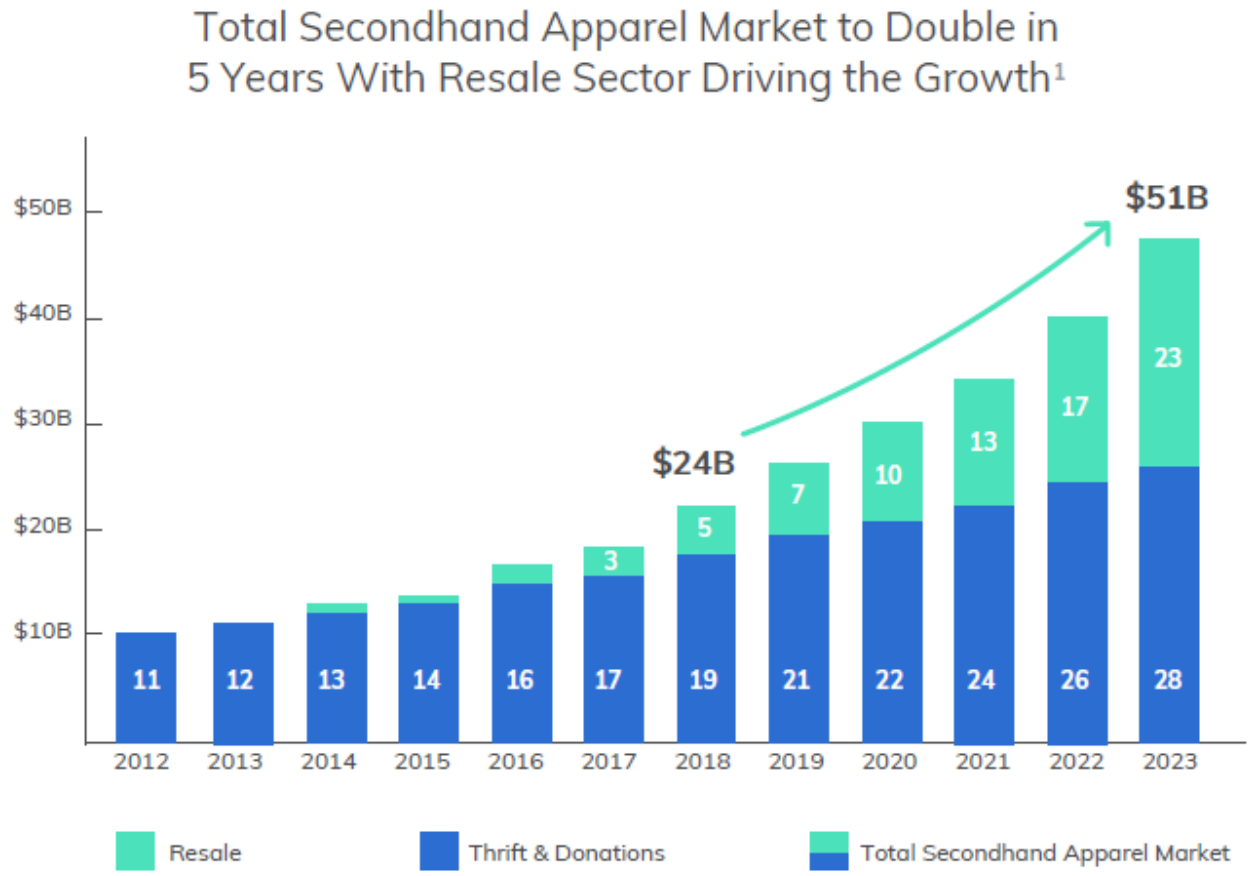
Secondhand Market Will Reach $51B in 5 Years



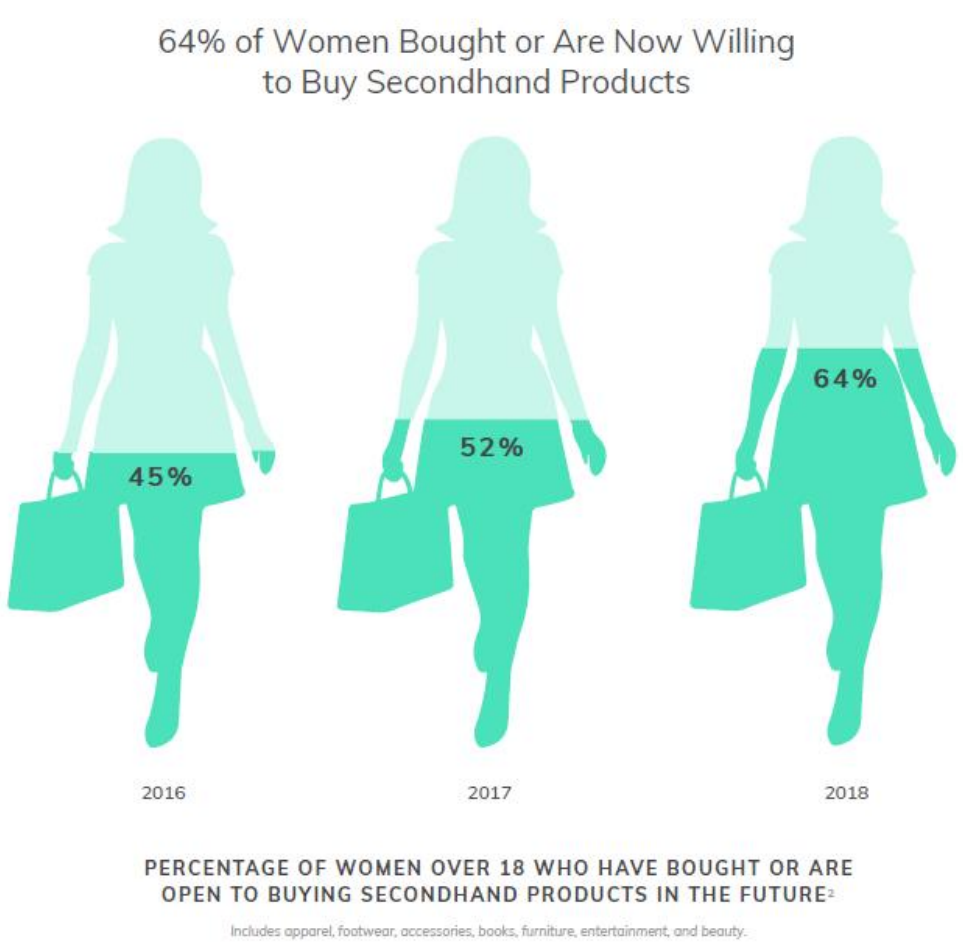
Resale has grown

21X

faster than the retail apparel market over the past three years.[1]

Source: ThredUp, GlobalData

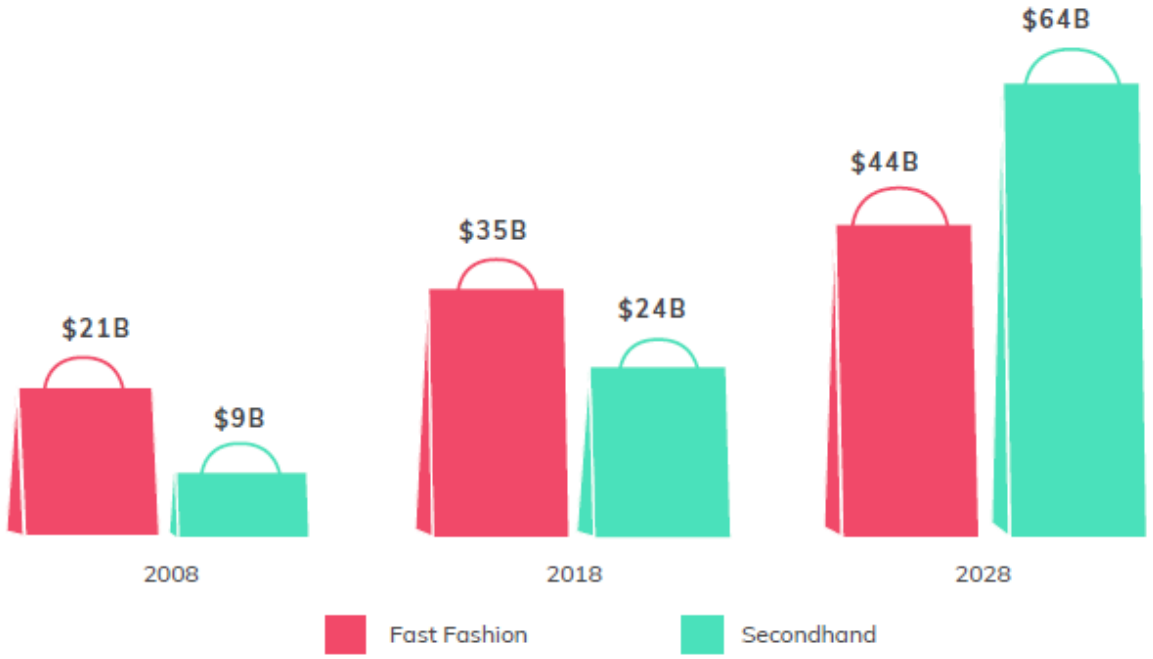
There Are More Secondhand Shoppers Than Ever Before



Source: ThredUp, GlobalData

Secondhand Will Be Larger Than Fast Fashion Within 10 Years

Secondhand Is Projected to Grow to Nearly 1.5x the Size of Fast Fashion by 2028[1]



thredUP Slows Down Fast Fashion

Source: ThredUp, GlobalData

Facts and figures from real life in Europe

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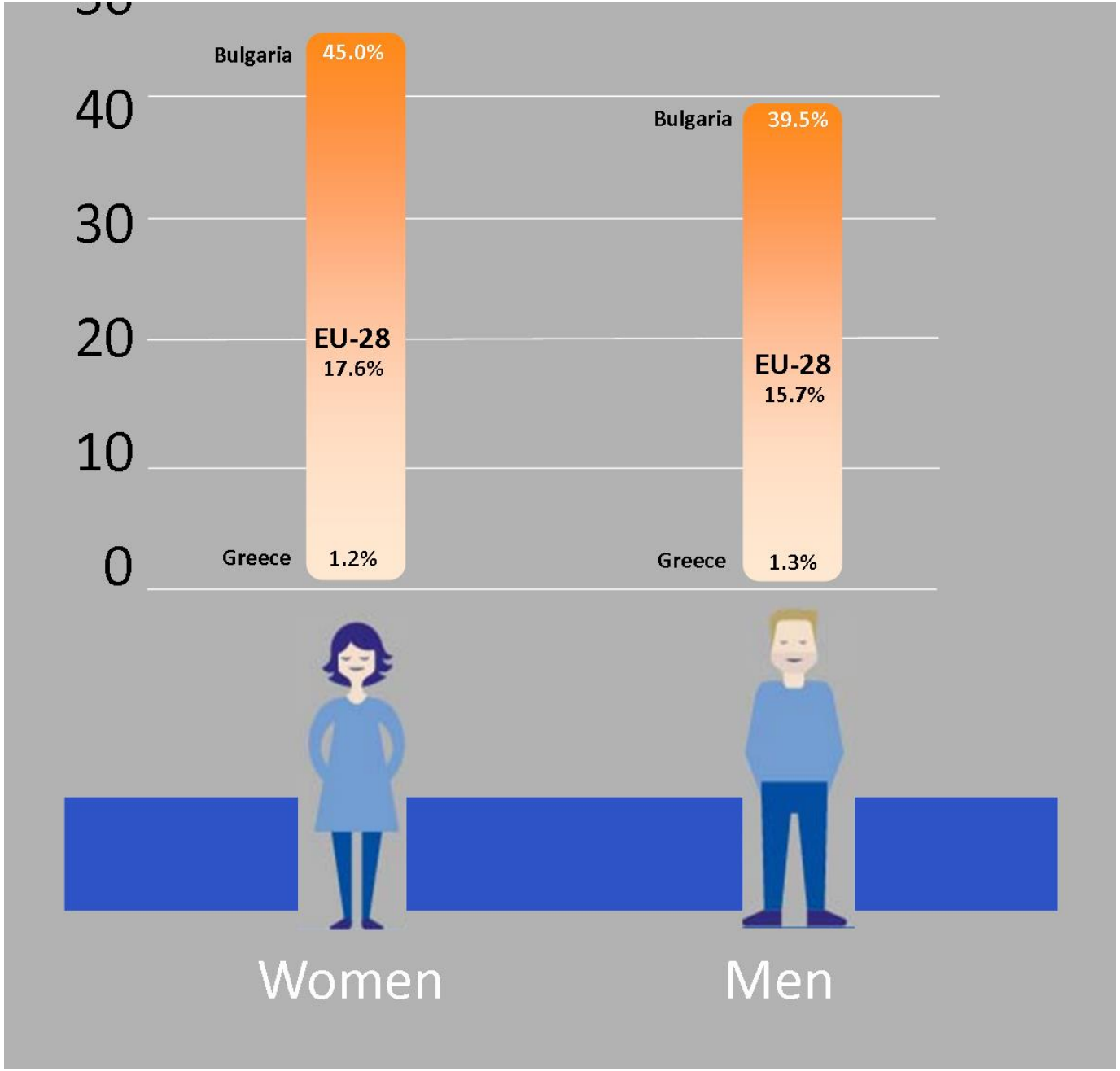
EU-28
not able to afford new clothes
-
women and men

ec.europa.eu/eurostat (2014)



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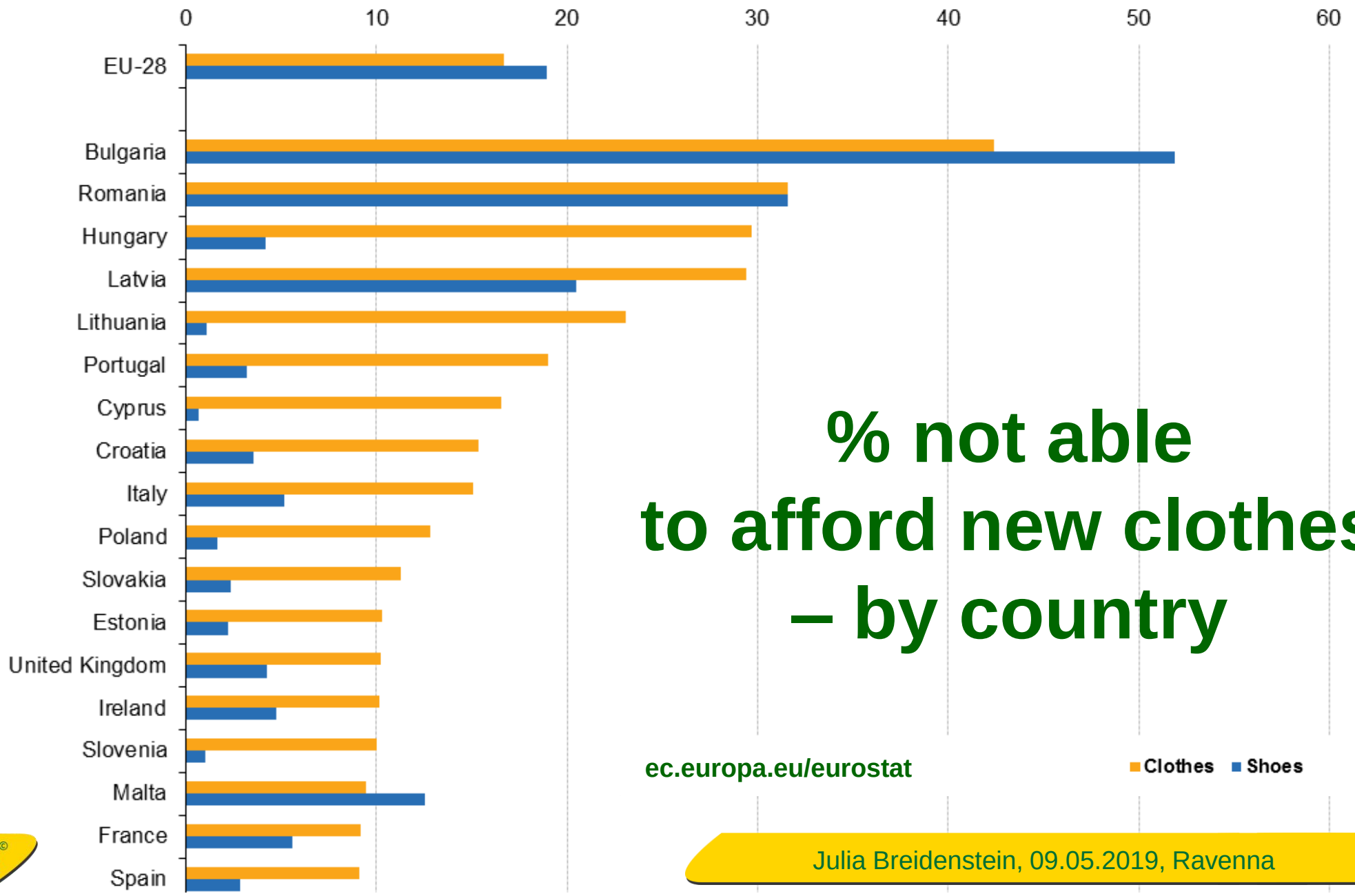

% not able to afford new clothes – by country

ec.europa.eu/eurostat

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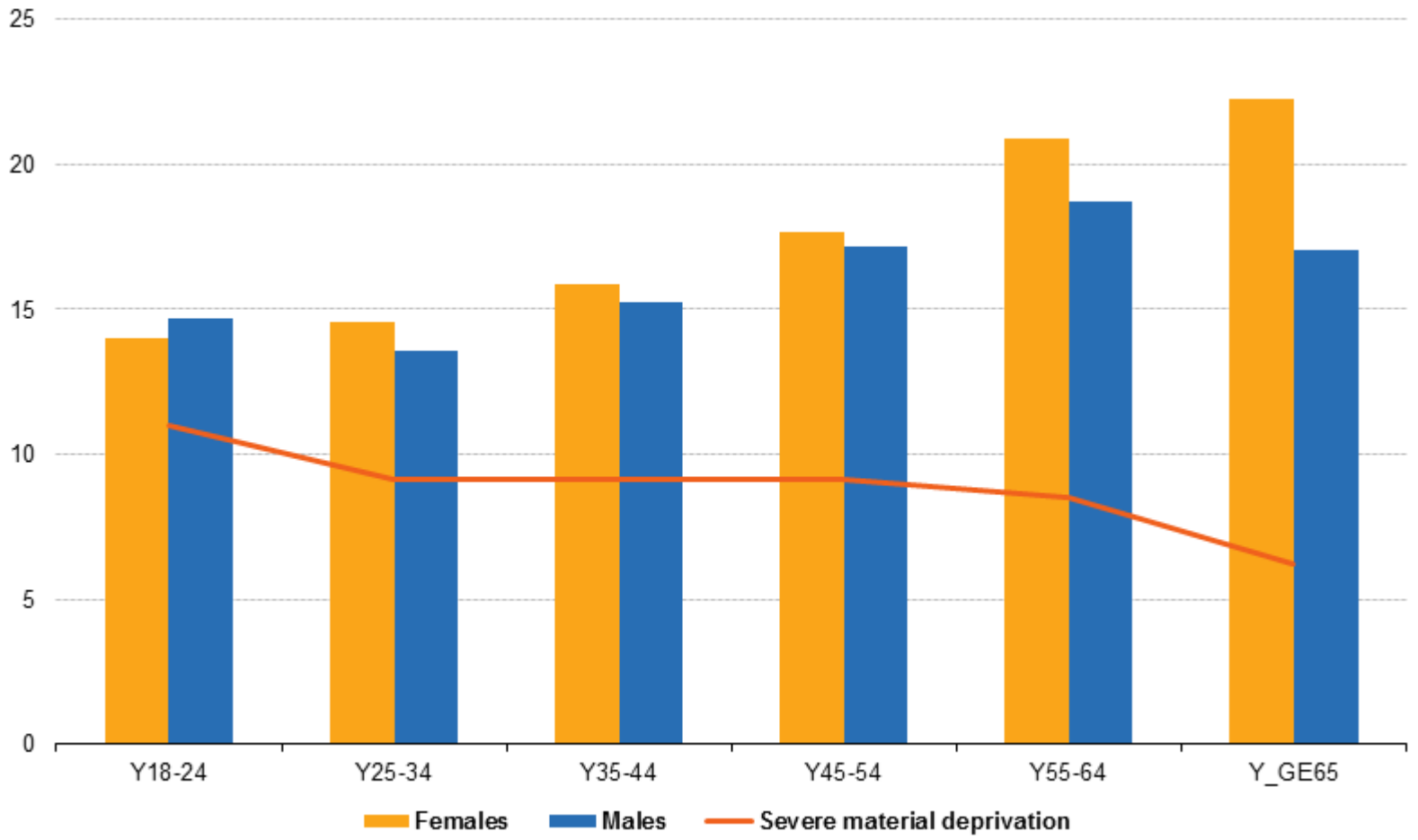
% not able to afford new clothes

- by gender and age

ec.europa.eu/eurostat



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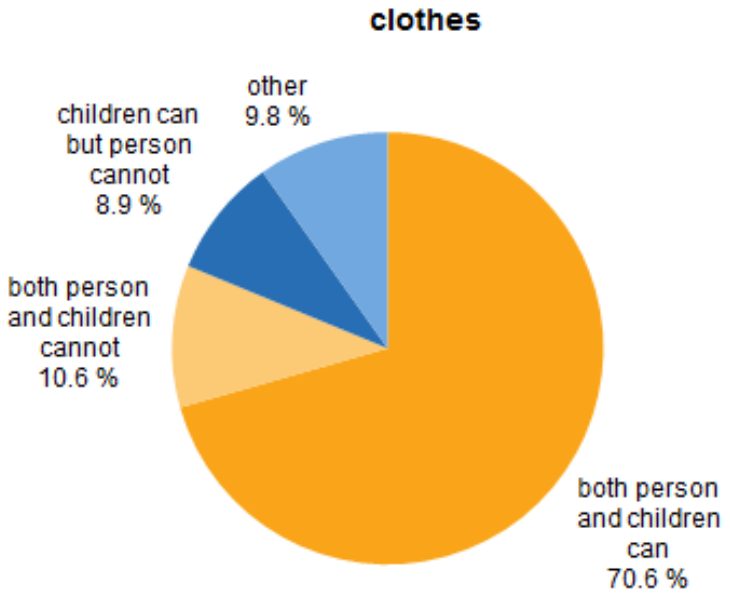
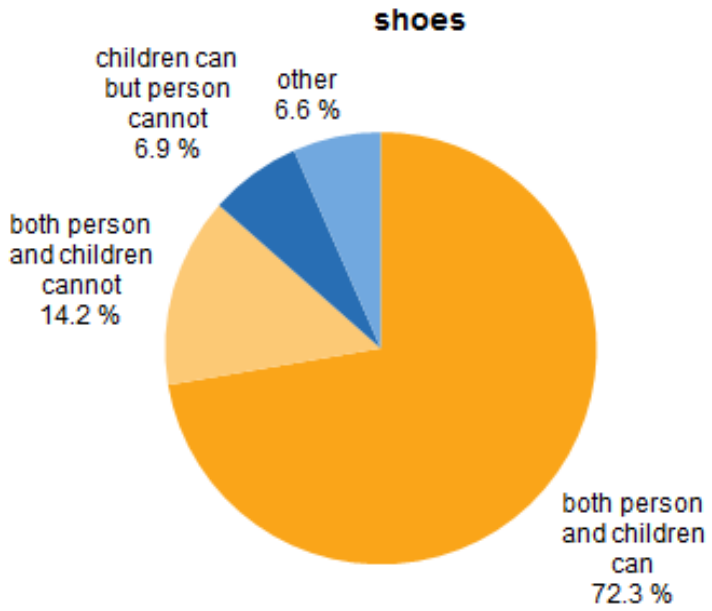
Households with children

not able to replace worn-out clothes by new

ec.europa.eu/eurostat





(*) people aged 16 and over who live in households with at least one child

Source: Eurostat (EU-SILC variables PD020 - Replace worn-out clothes by some new (not second-hand) ones and PD030 - Two pairs of properly fitting shoes (including a pair of all-weather shoes): weighted frequencies)

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Thank you very much!

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