

# Recommerce Christmas 2024

## Introduction

As the festive season approaches, the retail landscape is transforming as consumers increasingly turn to second-hand gifts.

This shift is driven by changing behaviours, environmental considerations, and a desire for unique items. Our latest research, conducted in partnership with Vinted, explores how second-hand shopping is reshaping gifting habits in the UK, focusing on the motivations and benefits behind pre-loved gifts.

Based on a survey of 2,000 UK households, this report provides key insights into how recommerce is influencing Christmas shopping, highlighting the growing impact of second-hand gifting on festive sales.



**£2.05 bn**

Projected sales of second-hand gifts for Christmas 2024 sales in the UK making up just over 10% of festive spending



**10.2%**

Spending on second-hand gifts this Christmas as a proportion of total retail spend in 2024



**63%**

Proportion of consumers who say they feel comfortable receiving a pre-loved item for Christmas



**43%**

UK consumers selling items on platforms such as Vinted to fund their gift buying this year

## Key highlights

### The rise of second-hand Christmas gifting

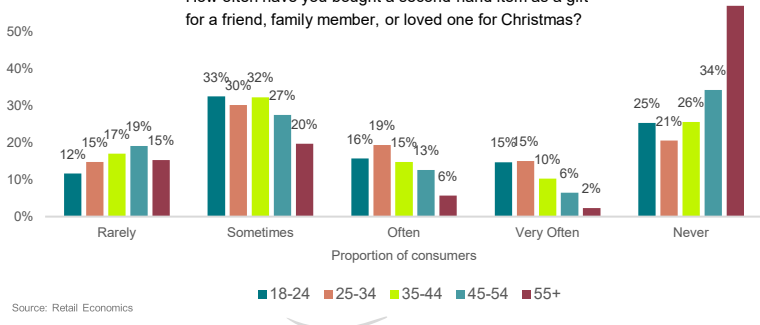
This Christmas, second-hand gifts are set to play a bigger role than ever.

The value of second-hand gift sales is expected to reach £2.05 billion, representing 10.2% of the overall £20.5 billion Christmas gift market. Over 84% of shoppers are likely to include second-hand gifts in their Christmas shopping this year, showing the normalization of recommerce in festive traditions.

## Who's driving the trend?

We asked consumers

How often have you bought a second-hand item as a gift for a friend, family member, or loved one for Christmas?



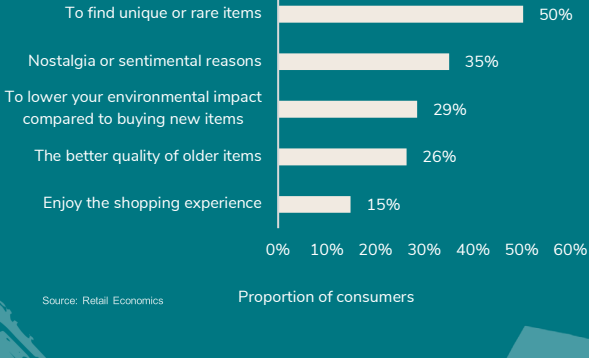
Source: Retail Economics

Consumers aged **18-45** are leading the adoption of second-hand gifting, with 53% buying pre-loved items monthly. Younger generations are drawn by cost savings and the opportunity to find unique, rare items—73% said they would buy second-hand if they found something special or high-quality.

## What's motivating consumers?

**Cost-saving is a primary driver. Amidst the cost-of-living crisis, second-hand gifts help shoppers manage their budgets.**

Over a third (37%) plan to spend between 20-50% of their Christmas gift budget on pre-loved items. Sustainability is another factor—29% of respondents choose second-hand gifts to reduce their environmental impact.



Source: Retail Economics

## Average spend on second-hand

Our research shows that **£38.29** per person could be spent on second-hand across the entire UK adult population this Christmas.

84% of second-hand shoppers say they are likely to spend a portion of their Christmas gift budget on pre-loved items.

At the upper end of this, over a third (37%) say they could spend between a fifth and a half of their entire gift budget on second-hand items in 2024.

Our shoppers' average Christmas gift budget is £355, suggesting a total adult population spend of £20.5bn on Christmas gifts in 2024.

**£38.29**

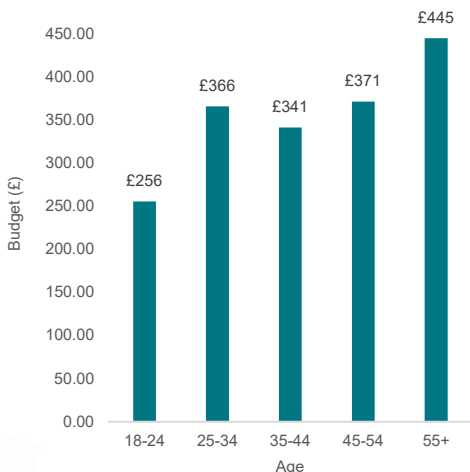
## Categories and comfort levels

Comfort levels with buying second-hand items vary across categories.

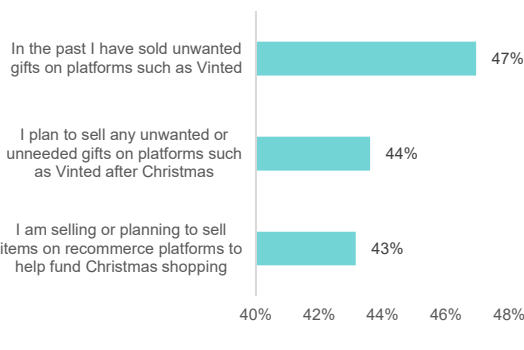
**Books, music, and luxury goods are the most popular choices**, with 62% of consumers comfortable buying second-hand luxury items. Many are also comfortable receiving pre-loved gifts, especially younger generations—63% of those under 35 are happy to receive second-hand presents.



## Average gift spend



Source: Retail Economics



Source: Retail Economics

**43%**

**Proportion of shoppers planning to sell items on recommerce platforms to help fund their Christmas shopping in 2024. This rises to 54% of those aged 18-45.**

## Reselling gifts

Shoppers are also selling items to boost their Christmas budgets. Reselling has become normal practice for second-hand shoppers – nearly half of the shoppers surveyed (47%) have sold unwanted or unneeded gifts on platforms such as Vinted in the past.

## Conclusion

The trend towards second-hand gifting is gaining momentum, driven by financial, environmental, and emotional factors.

Younger consumers are embracing recommerce, seeking unique and meaningful gifts while stretching their budgets. Retailers have a significant opportunity to cater to this growing demand by enhancing the customer experience and providing quality assurances. As recommerce becomes mainstream, integrating pre-loved options into the broader retail landscape could be a game-changer for the holiday season and beyond.

