

The Circular Economy - US - February 2020

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"Circular retail options (eg rentals and reselling) aren't just a trend; they're a new way of shopping consumers will consider more often and for a wider variety of purchases. Although it's difficult to determine the size of the circular market, one thing is certain; interest is high across many categories both in renting and resale."

- Alexis DeSalva, Retail & Apparel Analyst

This report looks at the following areas:

- **Pride of ownership is decreasing**
- **Retailers need to offer frictionless circular shopping options**
- **Consumers need reassurance they won't forfeit quality for value or sustainability**

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Interest in renting and reselling will expand to new categories

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Partnerships allow retailers and consumers to explore circular options
Blurring the lines between retail and resale
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Figure 8: Rent the Runway email campaign, January 2020

Rent the Runway on a quest to free up space for consumers: at home, in their closets and on the road

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Abbreviations

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