



Circular Shopping – US – 2023

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This report looks at the following areas:

- The impact of inflation on consumer behavior and the circular economy
- Items acquired and retailers shopped
- Learning sources and drivers for circular shopping
- Attitudes toward buying secondhand, rentals and reselling

While circular shopping options still represent a small portion when compared to traditional retail, consumer adoption of these offerings continues to increase. Given that alternative shopping options provide access to goods at a fraction of the price, secondhand shopping and rentals have benefited from the volatile and uncertain economy, but not without threats. In addition to more players offering circular shopping options, there is heightened competition from traditional brands and retailers who have turned to discounting to get consumers' attention – allowing consumers to get new items at a lower cost. It will be important for brands and retailers offering alternative shopping options to leverage underlying motivations – beyond price – to keep consumers engaged in the circular economy.

While there are various reasons consumers turn to alternative shopping options, being better for the environment and extending the life of an item are both drivers for one third of consumers. Moving forward, as the focus on sustainability increases, companies offering these shopping options will want to incorporate sustainability efforts throughout their operations (ie beyond the items being sold) and provide proof of environmental impact.

The circular economy has the potential to influence the way goods are made and consumers shop, 18% of consumers are willing to spend more on what they buy knowing they can resell it later, which goes up to 29% among adults aged 18-34. This highlights an opportunity to drive appeal with quality-made items.



“Circular shopping options are becoming increasingly attractive due to their financial and environmental benefits. Additionally, perceptions around ownership are shifting – with more and more consumers looking for flexibility and the stigma of buying secondhand decreasing.”

– Marisa Ortega, Retail & eCommerce Analyst

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