"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

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market
The Circular Economy - US - February 2020

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