

savers® value village™

2024

Thrift Industry Report



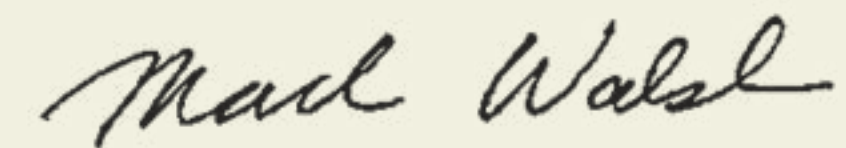
Foreword

Among the many incredible changes the thrift industry has seen in recent years, one of the most significant is the mainstreaming of this once-niche retail segment.

Long seen as serving those on a limited budget, secondhand has emerged as a symbol of creativity and individuality and now appeals to a wide range of shoppers who are increasingly seeking value—and style. Another notable trend is the growing environmental awareness of consumers who are putting the planet first by choosing secondhand.

Our 2024 Thrift Industry Report offers a wealth of data detailing how these trends are underpinning the robust growth potential for thrift.

It is an exciting time to be a part of this dynamic sector that is transforming retail and fashion. We welcome you to join us in making secondhand second nature, and in celebrating thrift and the impact it has on our communities, the environment and the countless individuals who turn to it for their everyday needs.



Mark Walsh, CEO

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Secondhand is second nature

Nearly 90% of consumers have
shopped or donated at a thrift store,
up from 83% in 2022.




Thrift is reshaping
the retail landscape
and changing how
people shop.

Nearly 1 in 3 consumers
have thrifted in the past year.

Over 40% of Gen Z
consumers are thrifters.

Nearly half of thrifters—and
60% of Gen Z thrifters—purchase
secondhand clothing at least
once a month.



Secondhand shoppers
spend most of their
apparel budgets
in-store.

In-person thrift store experiences continue to dominate, while online consignment remains a niche part of the secondhand apparel landscape.

Secondhand shoppers report spending **4.5 times** more at brick-and-mortar thrift stores compared to online resale.

77¢ of every dollar they spend on pre-owned apparel is spent in-store.

Secondhand shopping
helps price-conscious
consumers maximize
their budgets.

7 in **10**

shoppers say they care more about how much they pay for clothes than three years ago.

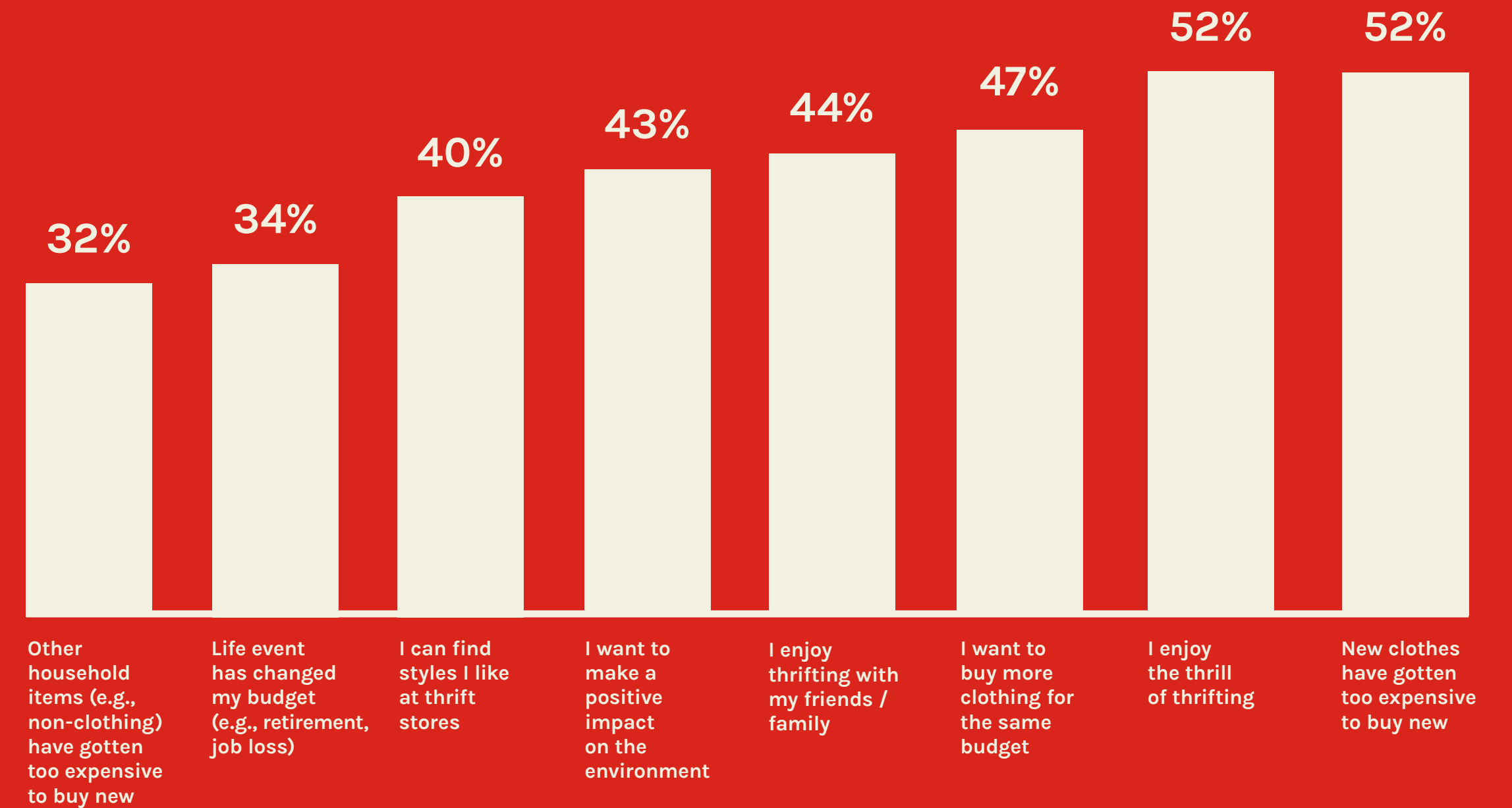


On the rise: consumers plan to spend more on secondhand, particularly at thrift stores.

More than 1 in 4 consumers have increased or expect to increase their thrift spending in the next three years.

This number increases to 41% among Gen Z consumers.

Reasons why consumers spend more on thrift

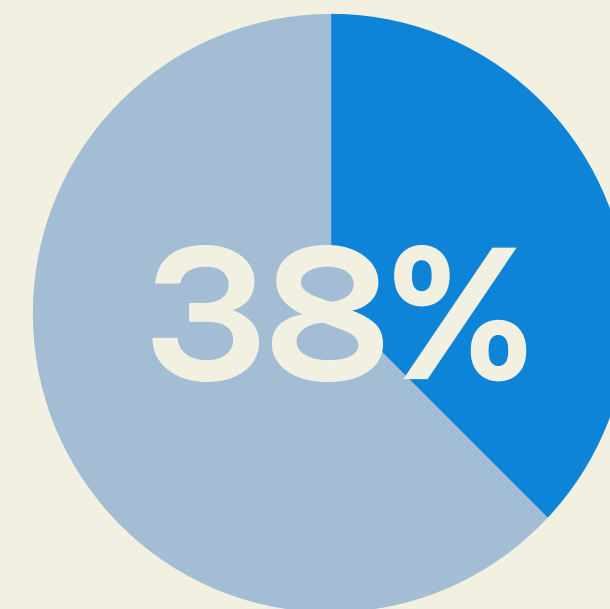
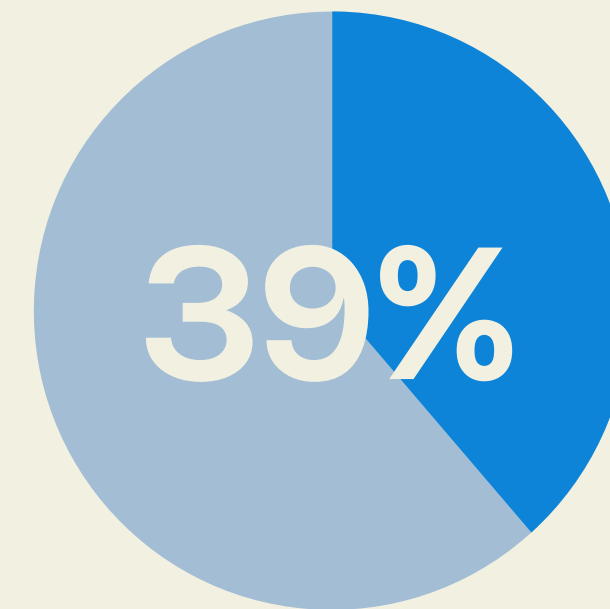
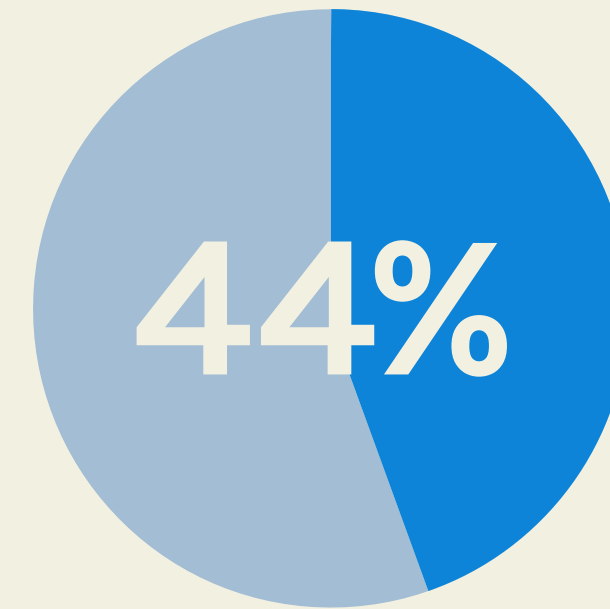


“New clothes have gotten too expensive”

Thrifters are shifting
 spending away
 from other retailers.



Thrifters who have increased spending at thrift stores in the last three years:



Thrift offers shoppers
a way to elevate their
style without breaking
the bank.



6 of 10

thrift shoppers agree that secondhand clothing is of comparable quality to new items.

6 of 10

thrift shoppers like owning unique, one-of-a-kind items.

1 in 3

thrift shoppers say secondhand is more stylish than new clothing.

2 of 3

thrift shoppers agree that secondhand clothing is a better value than new clothing.

Secondhand clothing is taking larger wardrobe share, especially for Gen Z who seek individuality and self-expression.



~60%

of Gen Z say more than a quarter of their wardrobe is secondhand, compared to nearly 4 in 10 consumers.

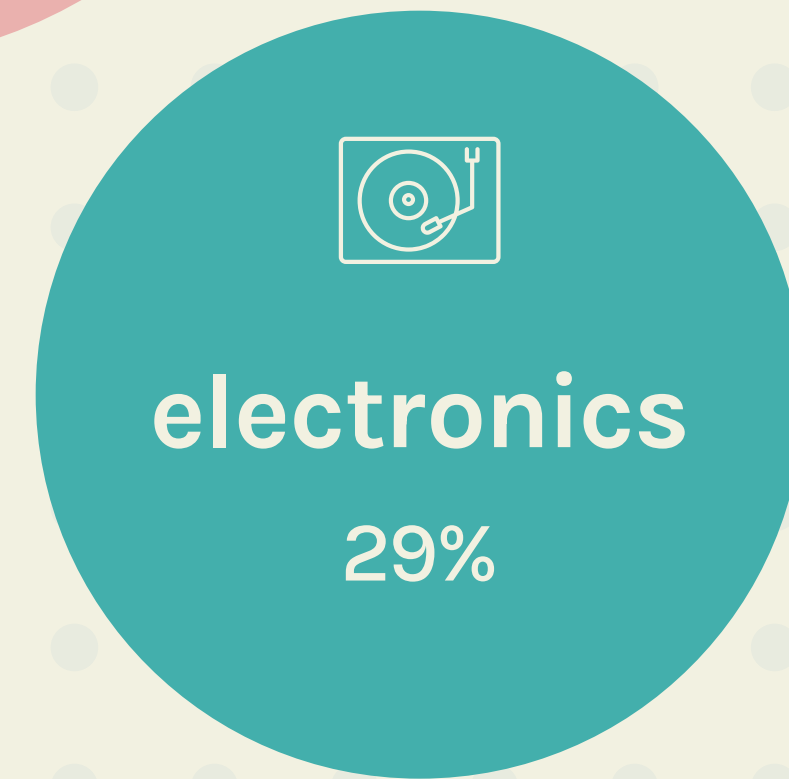
Thrifting extends far beyond fashion.

~8 in 10

consumers have bought at least one non-apparel item secondhand.



% of consumers that report buying the following items used



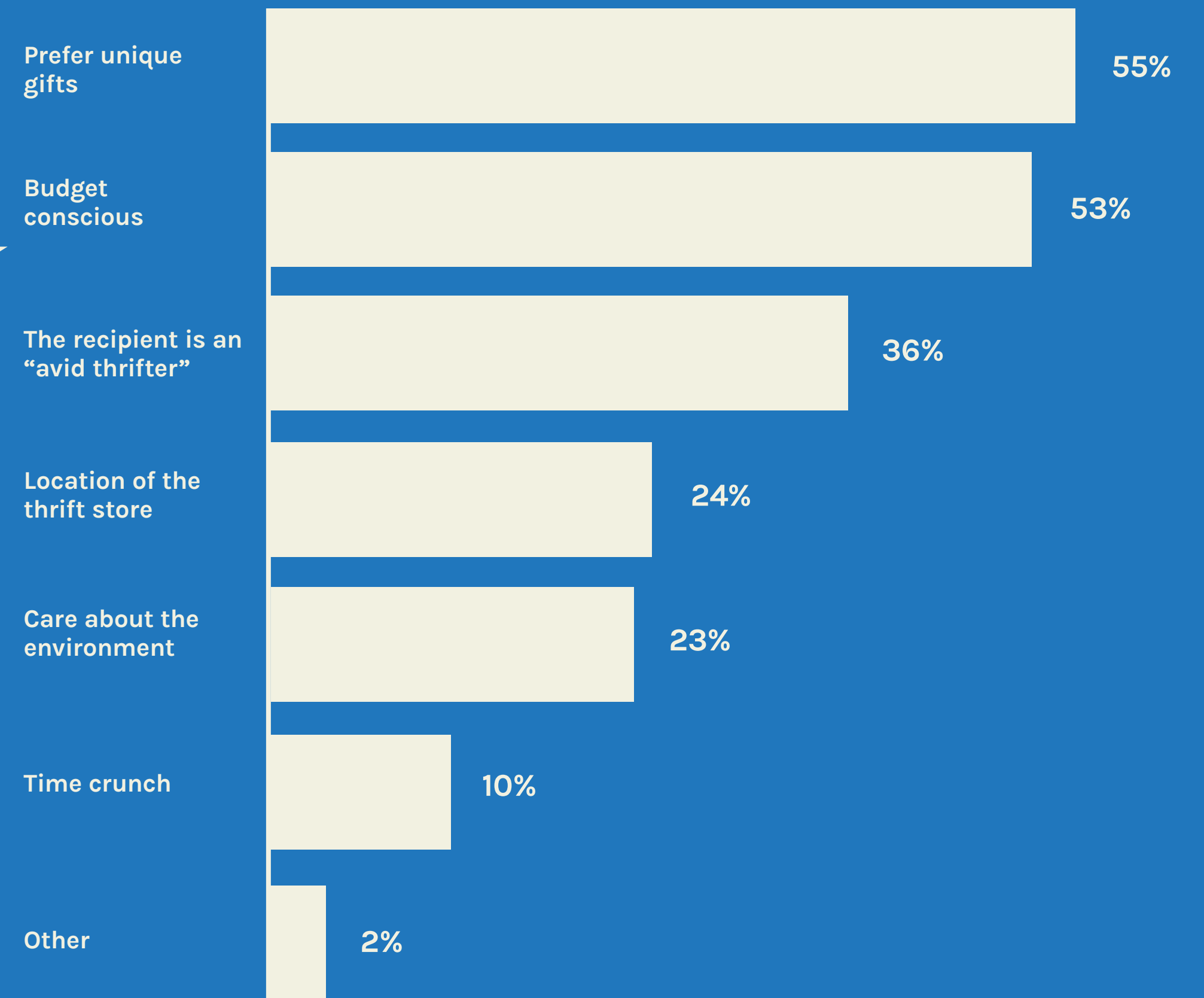
People make special events and holidays more special by shopping thrift.

1 in 2

thrift shoppers have purchased a thrifted gift for someone else, often driven by the desire to find something unique and affordable.

“What made you choose to thrift a gift as opposed to buying new?”

Reasons why thrifters have purchased a gift at a thrift store



The joy of thrift

The thrill of the hunt drives shoppers in-store in search of one-of-a-kind, secondhand finds.



When I hear “thrift,” I think...

Shoppers consider thrift to be a fun activity that allows them to discover value, uniqueness and affordability.

When thrifters were asked to share a word they associate with thrifting, the top responses were highly positive.

% of thrift shoppers that identify with certain emotions when shopping thrift

determined
40%

happy
56%

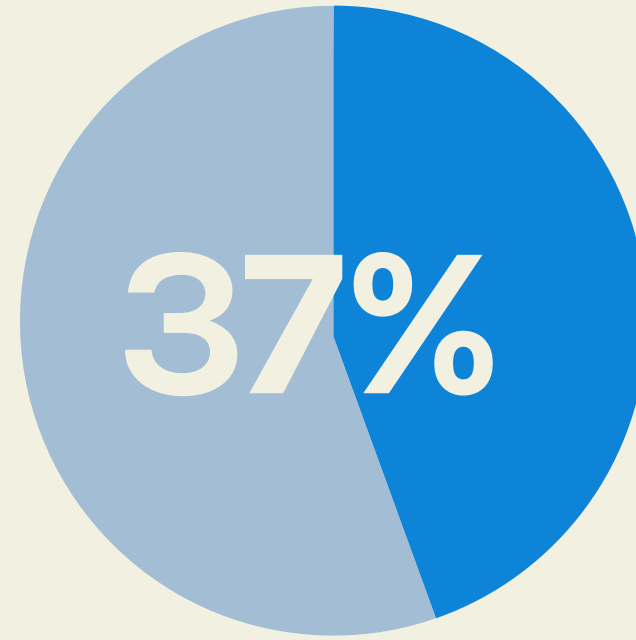
intrigued
54%

inspired
47%

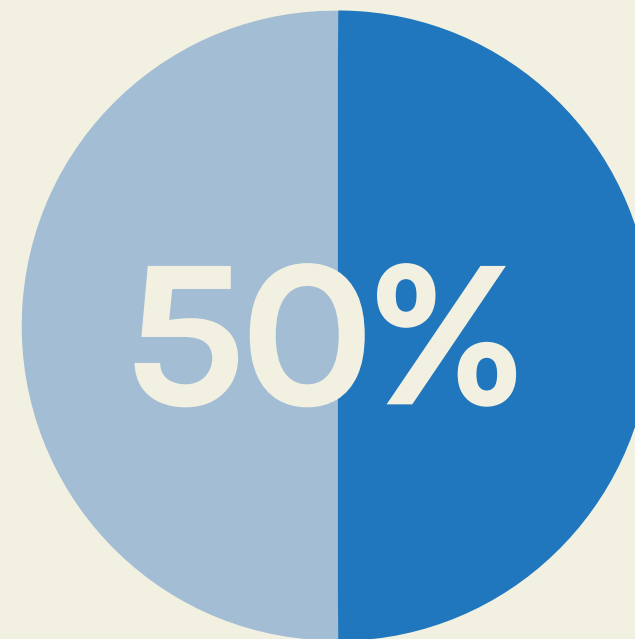
When I hear “thrift,” I feel...

“Happy” is the emotion shoppers feel most often when browsing the aisles of a thrift store.

Thrifting is a favorite pastime.

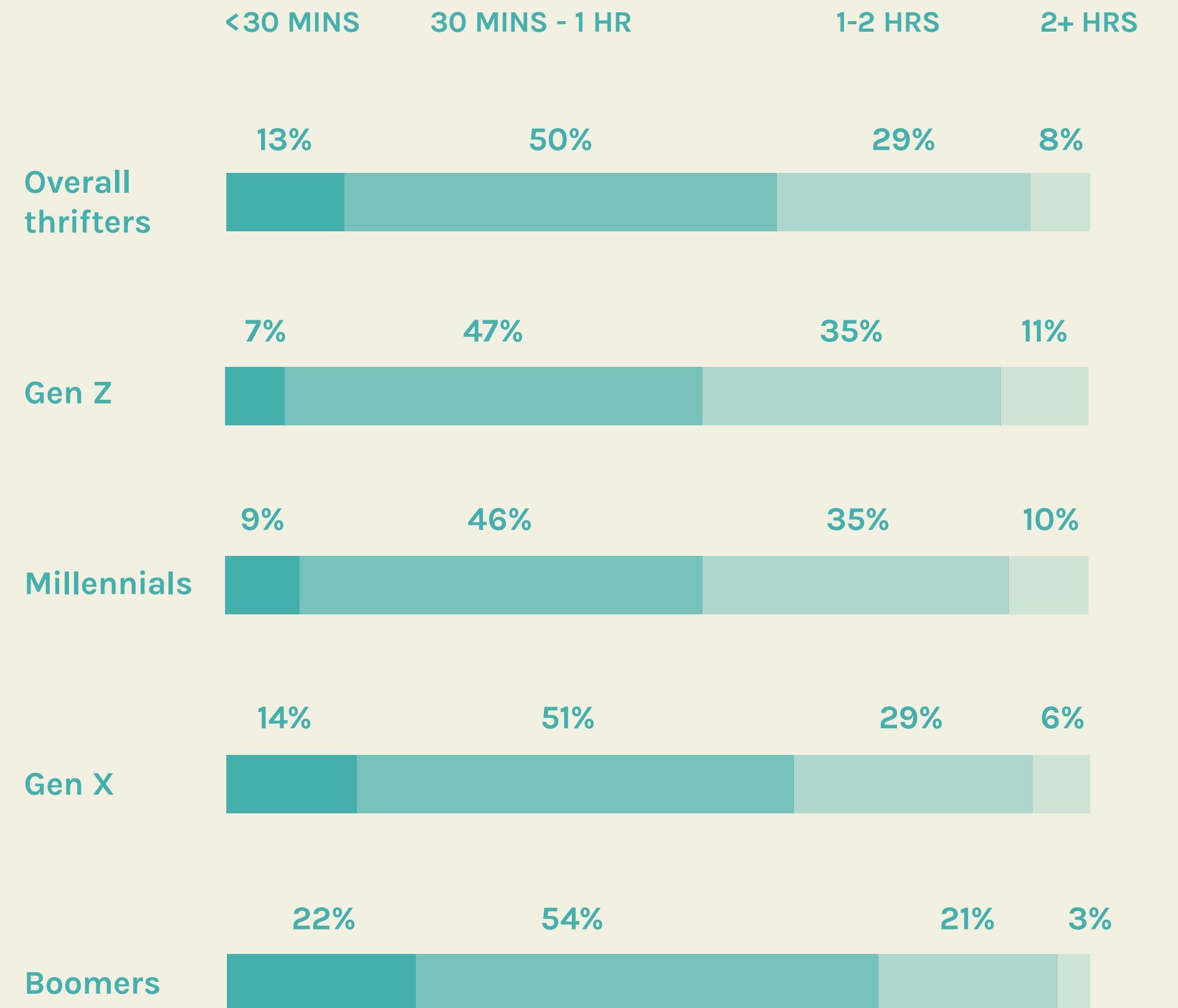


of thrifters spend at least 1 hour in a thrift store.



of thrifters consider shopping a social activity they like to do with others.

Average time spent in a store while thrifting



The ultimate treasure hunt™ is a consistent draw into the thrifting world.

1 in 2

thrift shoppers say they started thrifting because of the treasure hunt.

2 in 3

thrifiers consider themselves “treasure hunters.”

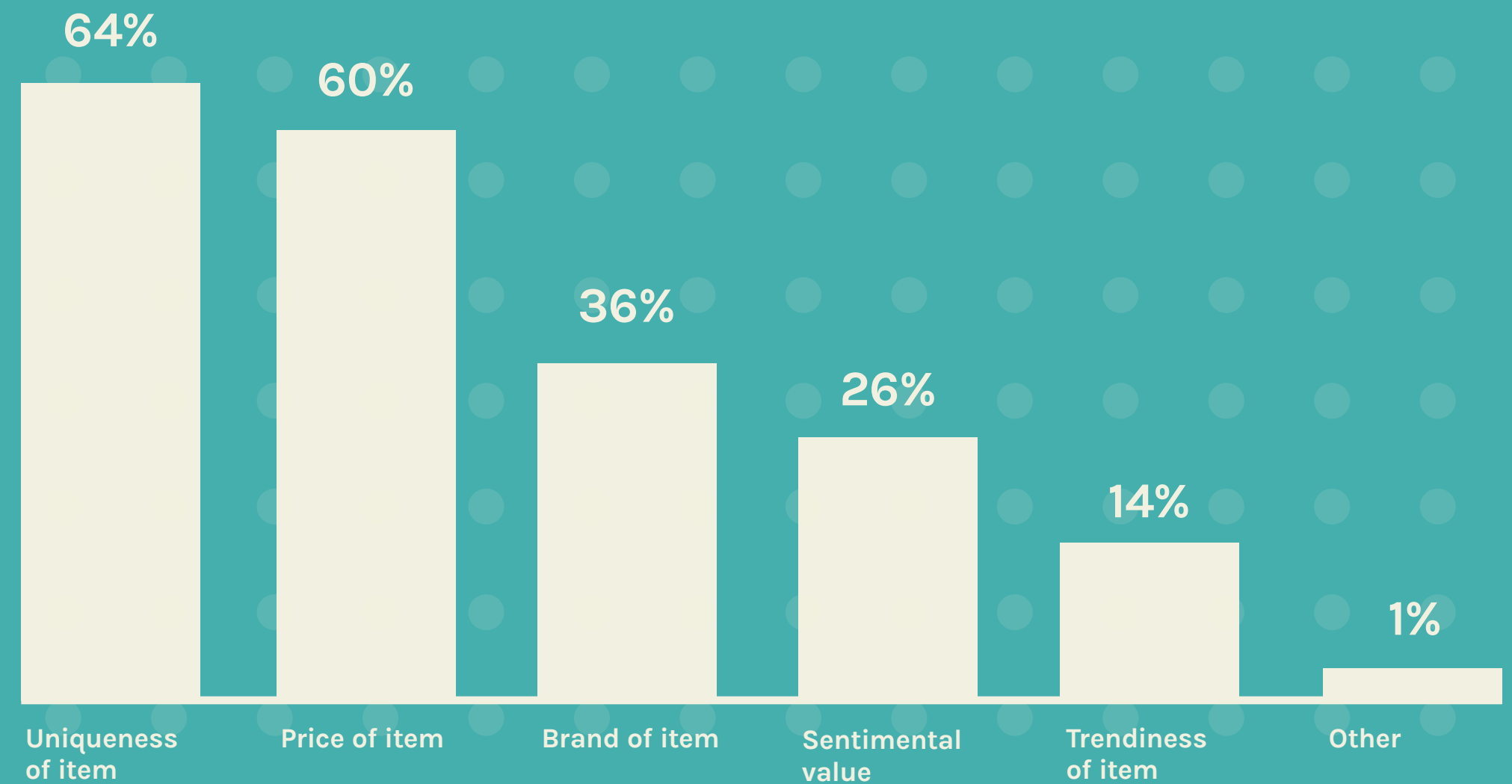
8 in 10

thrifiers enjoy searching for items.

7 in 10

thrifiers say they have found a treasure while thrifting.

% of thrift shoppers that identify specific qualities that make them consider an item a treasure



Thrifting delights: shoppers share finds on and offline.

Thrifiers proudly share their “treasures” with friends and family.

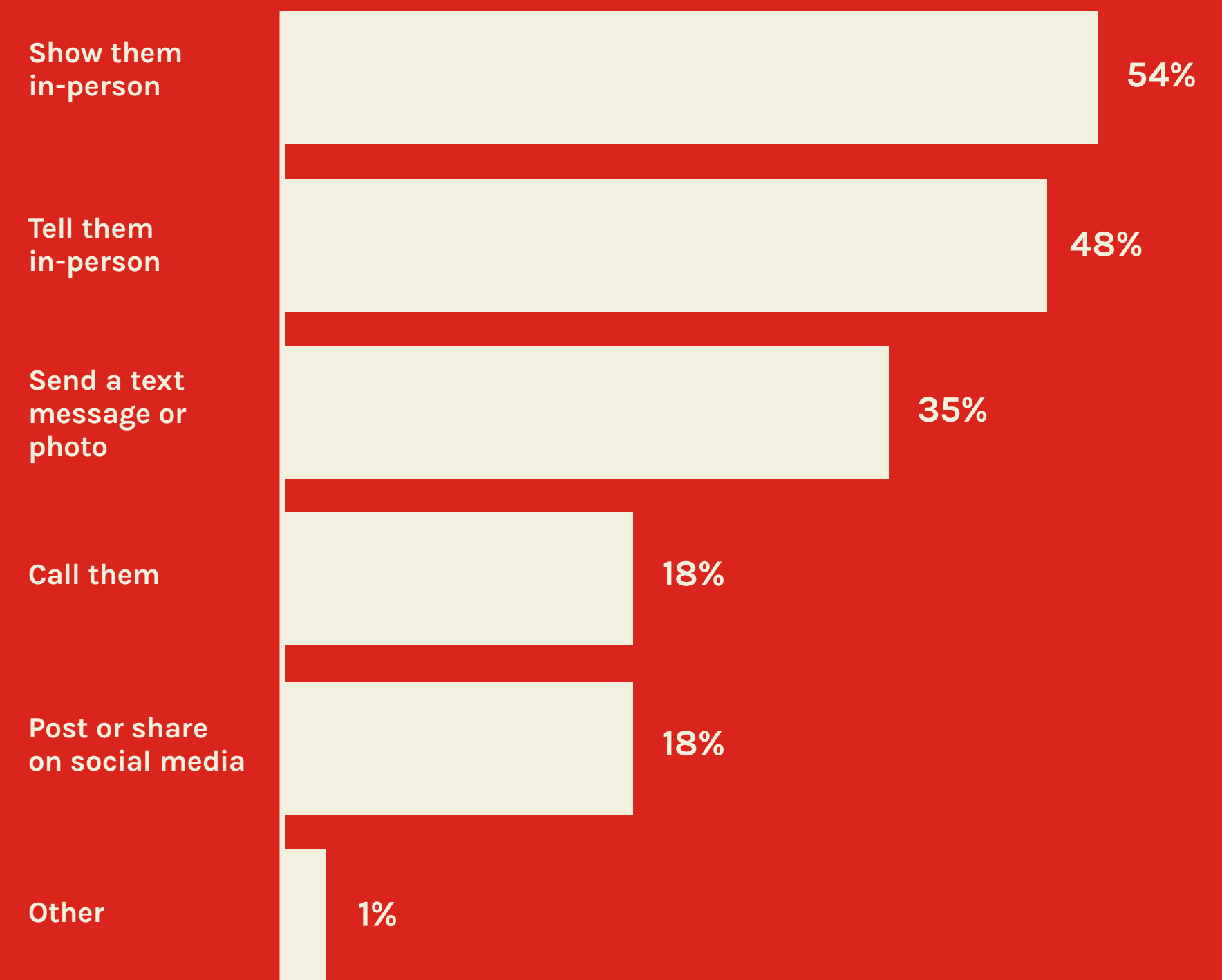
95%

are likely to mention they purchased an item in a thrift store if complimented, with half being “extremely” likely to mention it.

% of thrifters that share their “finds” or “treasures” with friends and family



The method by which they share their “finds”



Thriftig fuels the circular economy

Thriftig—driven by a desire for affordable, eco-friendly, and stylish options—keeps secondhand goods in use within the circular economy, minimizing waste and maximizing resource efficiency.

Retail's impact on the environment is substantial, but secondhand shopping has the power to shift the narrative.



Reuse is playing a vital role in finding a more sustainable approach to fashion.

A continuous cycle of secondhand apparel conserves natural resources and massively reduces the burden on our environment.

95%

of donated apparel can be reused or repurposed.¹



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0 gallons

It takes 700 gallons of water to produce just one new cotton T-shirt, as much as you'll drink in 2 ½ years. It takes zero gallons to thrift one.²



0 CO₂ emissions

Reusing apparel does not release any carbon emissions that would otherwise be created in the production of new items.



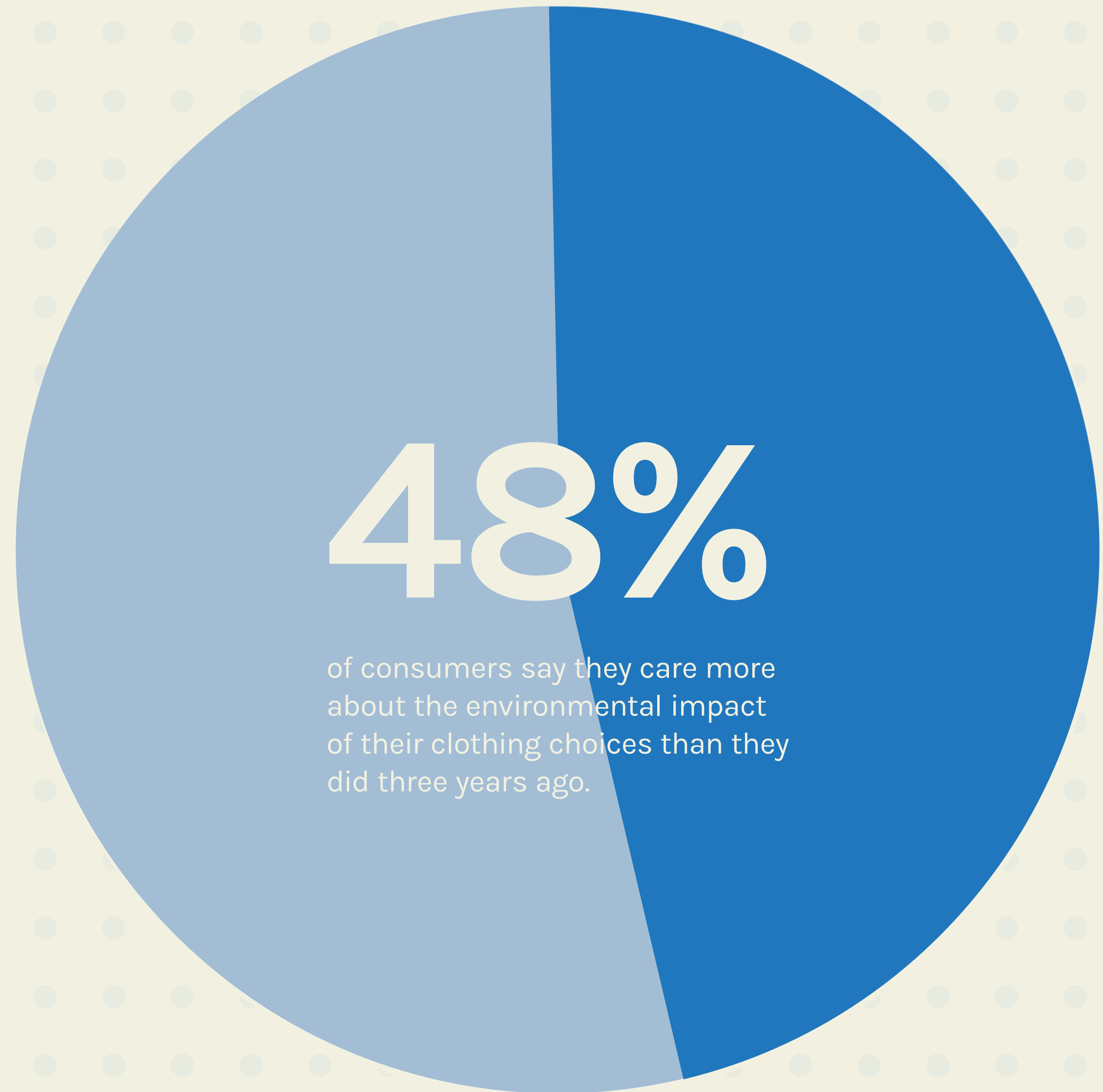
Eco-friendly satisfaction

+50%

of consumers consider the environment when shopping for clothing.

66%

of thrifters say buying secondhand is more sustainable or better for the environment than buying new.



Thrift retail gains momentum as more and more consumers declutter responsibly.™

86%

of consumers said they have donated apparel in the last 12 months, up from 79% in 2022.



4 in 10

Gen Z and Millennials check their closet at least monthly.



Top three reasons for increasing donation frequency



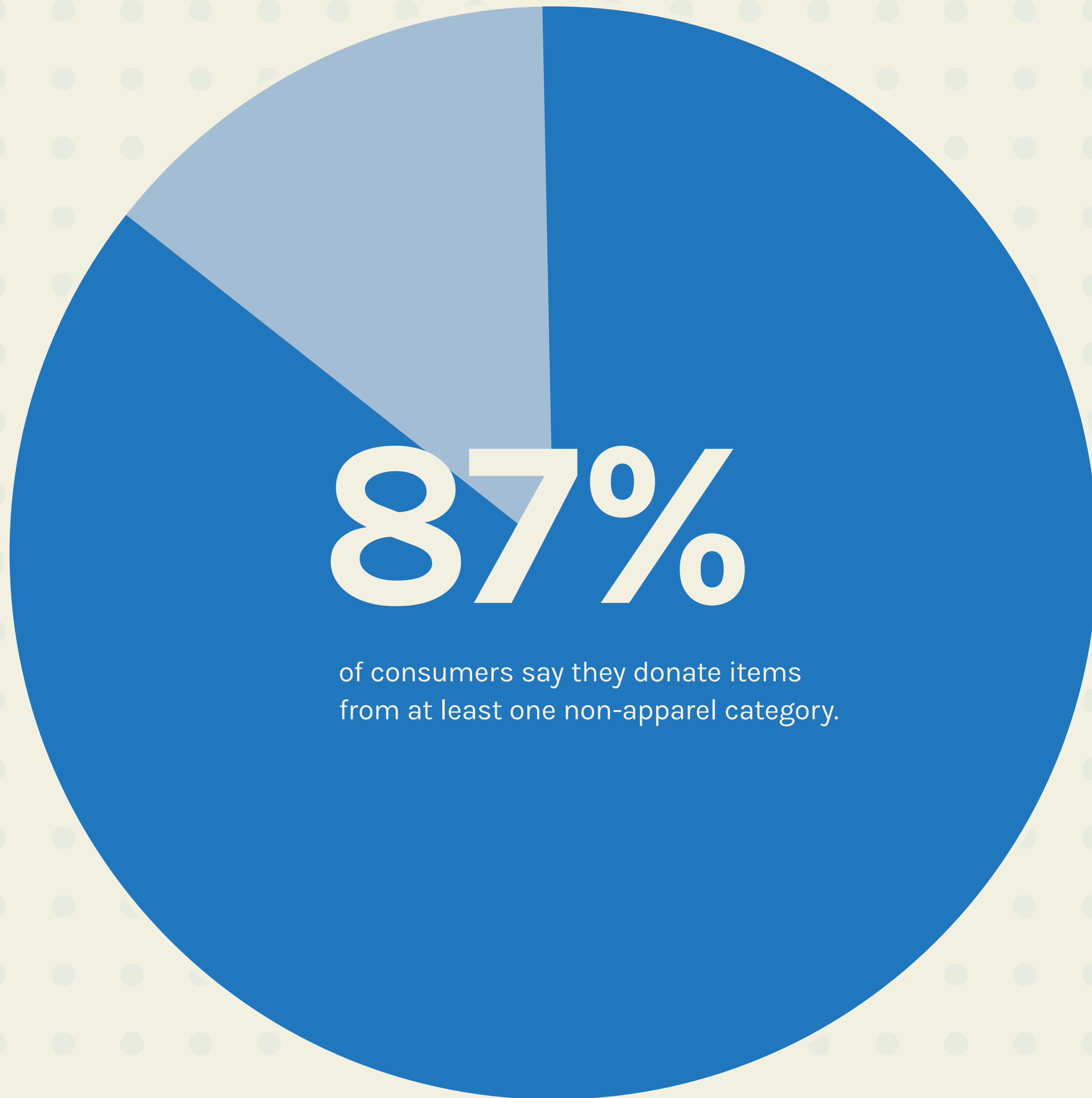
Decluttering my living space



Items no longer fit me properly



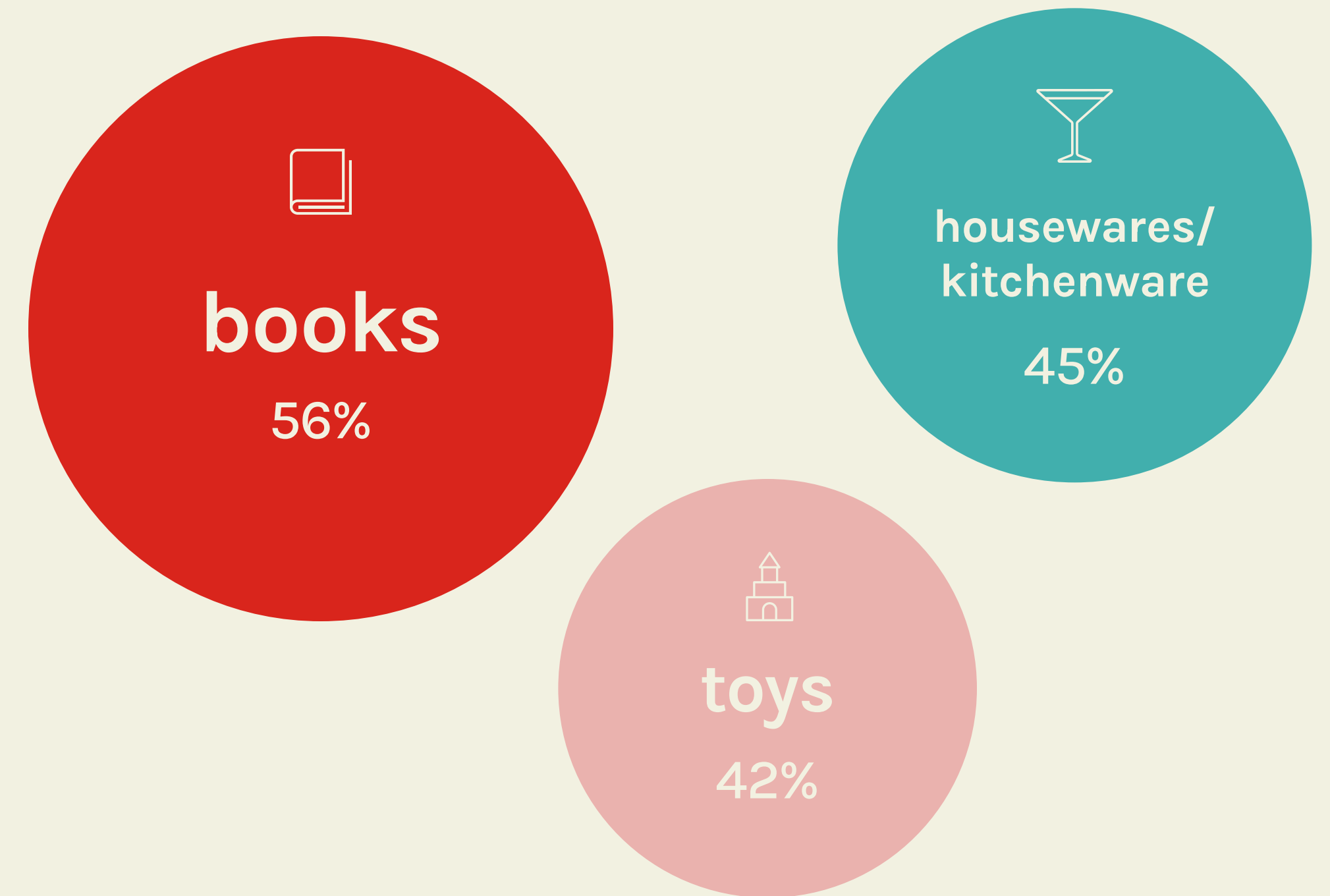
Stopped wearing certain clothes as much I did before



Donating beyond

apparel

% of consumers donating



Most common non-apparel categories donated.

Donate or resell?

Nearly 2/3 of thrift donors cite the satisfaction of helping those in need as their top reason for donating.

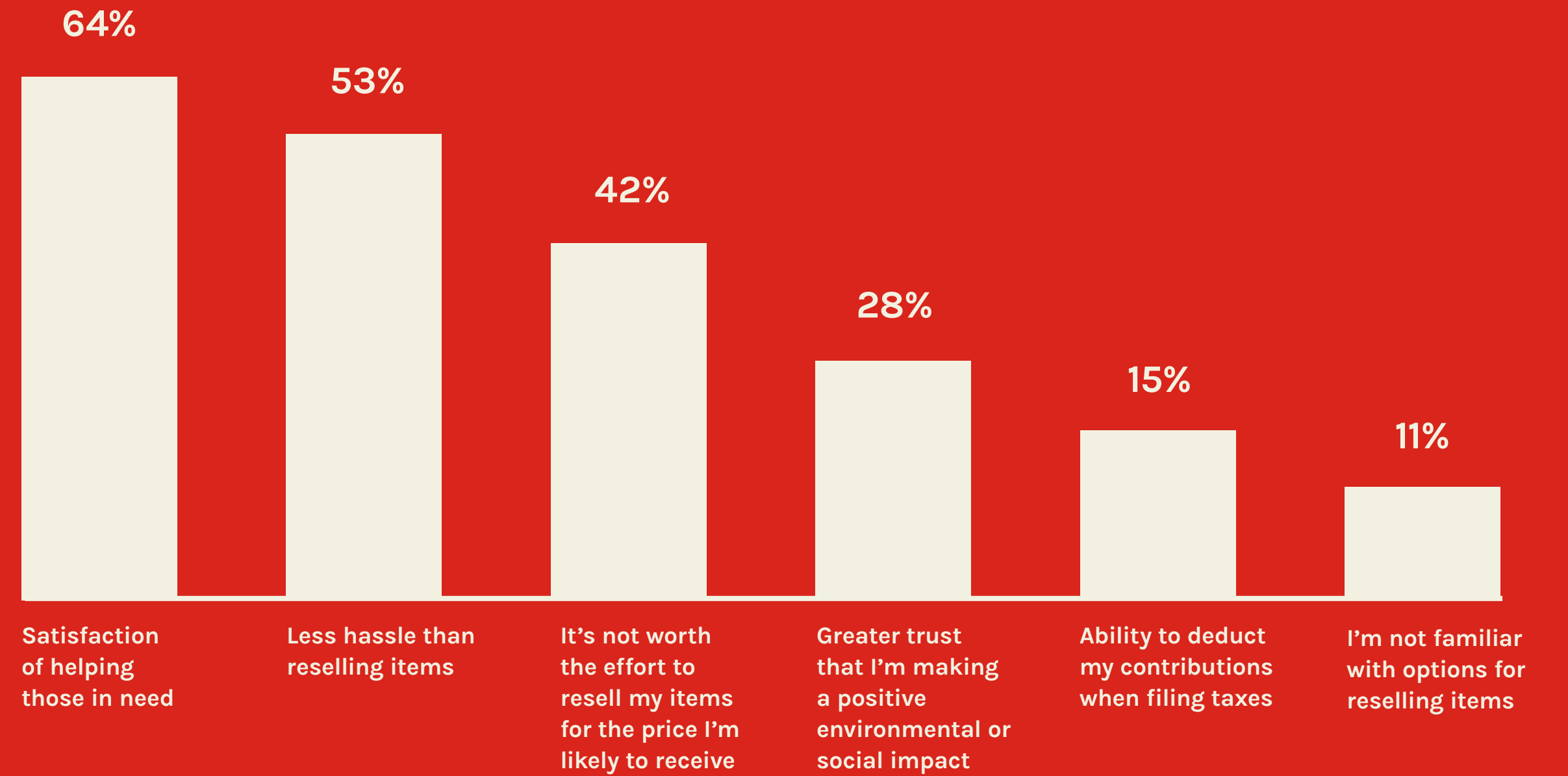
More than half say donating is less hassle than reselling.

77%

of consumers prefer to donate rather than resell their apparel, up from 75% in 2022.



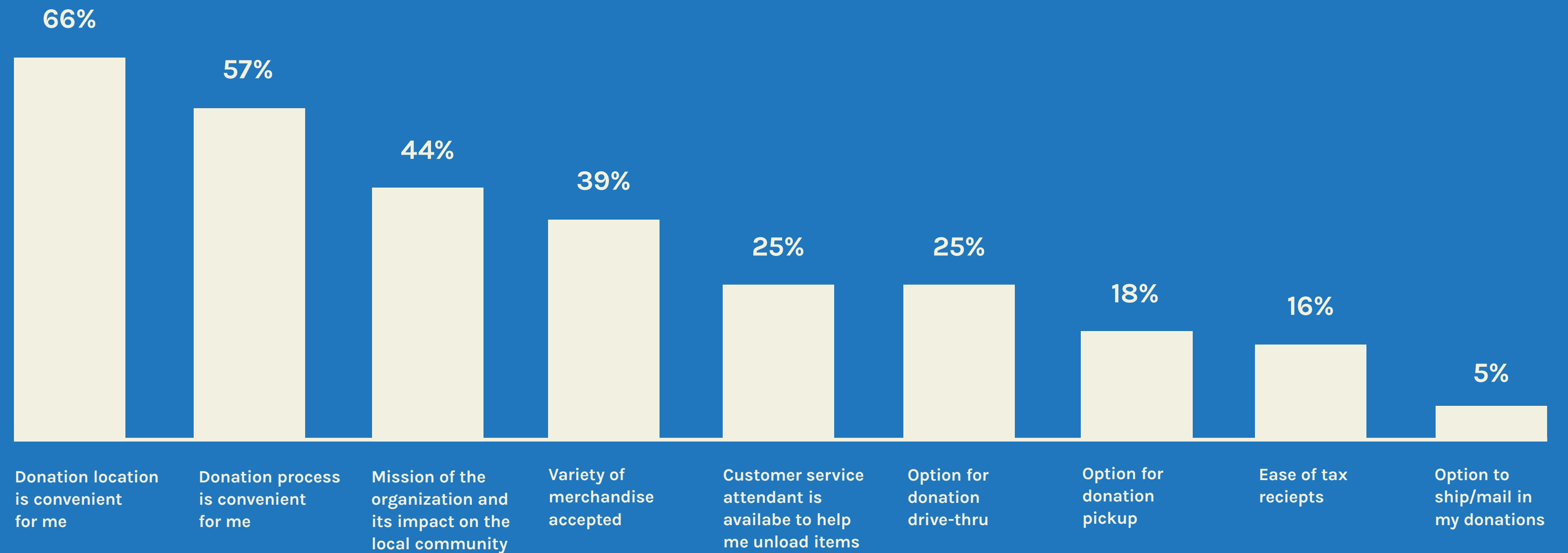
Why do you prefer to donate rather than resell?



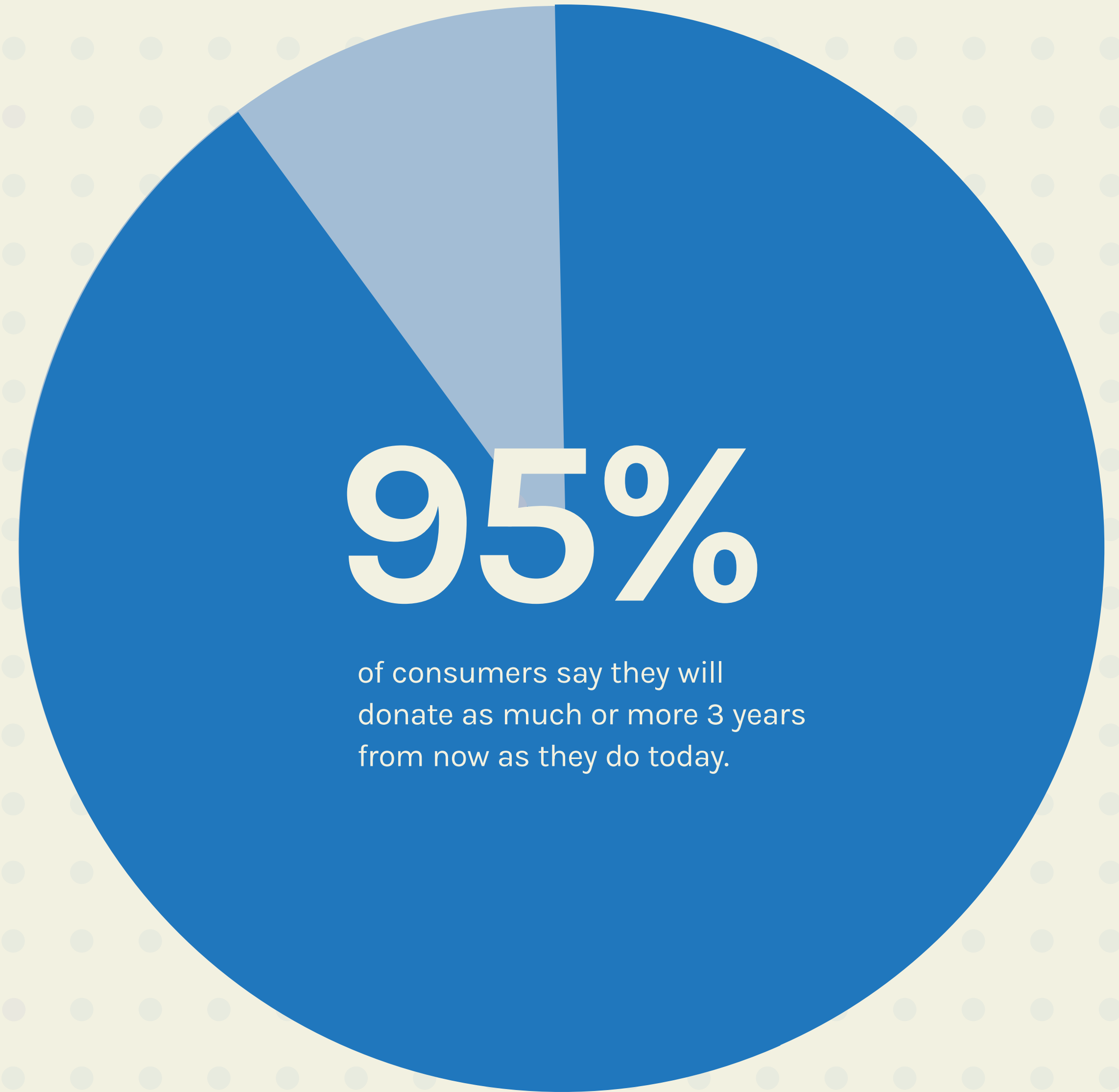
Convenience is the most important consideration when deciding where and how to donate.

The preferred method to donate is in-person at an attended location.

What are the most important factors to you when deciding where/how to donate?



Consumers remain positive about their donation expectations in the future and expect to maintain or increase donations in all categories.



Thrift Industry Report & Consumer Insights Survey

Primary sources

Thrift Industry Report & Consumer Insights Survey

For the purposes of this report, Actionist Consulting (formerly Transom Consulting Group), conducted a January 2024 survey of 8,912 U.S. and Canadian consumers over the age of 16, asking specific questions about their attitudes, behaviors, and preferences for buying, donating, and reselling apparel and other categories (including attitudes, behaviors, and preferences for used/secondhand apparel, thrift stores, and online-only resellers).

For questions related to overall consumers, survey results are representative of the respective U.S. and Canadian populations based on age, gender, race/ethnicity, geography, and household income (based on census targets).

Primary ‘respondent groups’ and respective respondent totals:

Overall consumers:

- 3,176 (U.S., representative); 6,801 (U.S., total); 1,091 (Canada, representative); 2,111 (Canada, total)

Secondhand shoppers:

- 1,176 (U.S., representative); 3,022 (U.S., total [used for secondhand shopper-specific questions]); 410 (Canada, representative), 1,015 (Canada, total [used for secondhand shopper-specific questions])

Thrift store shoppers:

- 928 (U.S., representative); 2,423 (U.S., total [used for thrift store shopper-specific questions]); 327 (Canada, representative); 818 (Canada, total [used for thrift store shopper-specific questions])

Thrift donors

- 2,708 (U.S., representative); 3,458 (U.S., total [used for thrift donor-specific questions]) 960 (Canada, representative); 1,001 (Canada, total [used for thrift donor-specific questions])

Savers Value Village™ is a for-profit company that champions reuse. Shopping in our stores doesn't support any nonprofit, but donating your reusable goods does. We pay nonprofits for your stuff, helping them fund their programs in local communities. We are a registered professional fundraiser where required (learn more at [savers.com/disclosures](https://www.savers.com/disclosures)).

Secondary sources

1. SMART “Donate, recycle, don't throw away” graphic. Retrieved from [smartasn.org](https://www.smartasn.org)
2. Yehounme, D. D. (2017, 07 05). The Apparel Industry's Environmental Impact in 6 Graphics. Retrieved from World Resources Institute

Survey Terminology & Sample Size

1. 'Consumers'

(U.S. REPRESENTATIVE N = 3,176; CANADA REPRESENTATIVE N = 1,091; U.S. TOTAL N = 6,801; CANADA TOTAL N = 2,111)

- Defined as those who have purchased (and/or donated) new and/or used clothing, accessories, or footwear (referred to collectively as 'apparel') in the last 12 months

2. 'Shoppers'

(U.S. REPRESENTATIVE N = 3,096; CANADA REPRESENTATIVE N = 1,076; U.S. TOTAL N = 6,632; CANADA TOTAL N = 2,085)

- Subset of 'Consumers' respondent group
- Defined as those who have purchased new and/or used apparel in the last 12 months – i.e., only donating, but not purchasing, apparel in the last 12 months does not 'count'

3. 'Secondhand shoppers'

(U.S. REPRESENTATIVE N = 1,176; CANADA REPRESENTATIVE N = 410; U.S. TOTAL N [USED FOR SECONDHAND SHOPPER-SPECIFIC QUESTIONS] = 3,022; CANADA TOTAL N [USED FOR SECONDHAND SHOPPER-SPECIFIC QUESTIONS] = 1,015)

- Subset of 'Shoppers' respondent group
- 'Secondhand shoppers' defined as those who have purchased used apparel in the last 12 months – i.e., purchasing only new, but not used, apparel in the last 12 months does not 'count'

4. 'Thrift store shoppers'

(U.S. REPRESENTATIVE N = 928; CANADA REPRESENTATIVE N = 327; U.S. TOTAL N [USED FOR THRIFT STORE SHOPPER-SPECIFIC QUESTIONS] = 2,423; CANADA TOTAL N [USED FOR THRIFT STORE SHOPPER-SPECIFIC QUESTIONS] = 818)

- Subset of 'Secondhand shoppers' respondent group
- Defined as those who have purchased used apparel in the last 12 months, and have indicated that they've spent money on used apparel at a thrift store in the last 12 months – i.e., purchasing only used apparel from an online-only reseller, but not from a thrift store, in the last 12 months does not 'count'

5. 'Thrift donors'

(U.S. REPRESENTATIVE N = 2,708; CANADA REPRESENTATIVE N = 960; U.S. TOTAL N USED FOR THRIFT DONOR-SPECIFIC QUESTIONS =

- Defined as those who have donated apparel at thrift stores or to charitable organizations in the last 12 months

5. 'Resale customers'

(U.S. REPRESENTATIVE N = 429; CANADA REPRESENTATIVE N = 103; U.S. TOTAL N = 997; CANADA TOTAL N = 254)

- Subset of 'Secondhand shoppers' respondent group
- Defined as those who have purchased used apparel in the last 12 months, and have indicated that they've spent money on used apparel at an online-only reseller in the last 12 months- i.e., purchasing only used apparel from a thrift store, but not from an online-only reseller, in the last 12 months does not 'count'

6. 'Resellers'

(U.S. REPRESENTATIVE N = 931; CANADA REPRESENTATIVE N = 355; U.S. TOTAL N = 2,107; CANADA TOTAL N = 712)

- Defined as those who have resold or consigned apparel in the last 12 months

7. 'Representative'

- Indicates the sample of respondents beginning/entering the survey is representative of the respective U.S./Canada population based on age, gender, race/ethnicity, geography, and household income
- Achieved by using 'click balancing quotas' (based on census targets) to ensure that a representative sample of respondents will begin/enter the survey
- While qualification screening questions will reduce the fully representative sample to a subset of respondents who match desired respondent criteria, this method provides confidence that the demographics of those who qualify and complete the survey are representative of the broader U.S./Canadian population according to the census targets used

8. Generation definitions

'Gen Z' – birth years 1997+

'Millennials' – birth years 1981-1996

'Gen X' – birth years 1965-1980

'Boomers' – birth years 1946-1964

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