

THE 2023 E-COMMERCE SURVEY

RECOMMERCE

“One doesn’t really want jeans that are new.”

Klara, 15

“Many e-retailers would benefit from creating their own second-hand section on their website.”

Nina Campioni, Ninas Nuggets

“I check secondhand online every day.”

Wera, 16

“It’s better that someone else benefits from things that would otherwise just take up space.”

Stefan, 63

RECOMMERCE IS HERE TO STAY

Learn more about how and why today’s consumers buy and sell secondhand, and how Gen Z stands out from the crowd.



DHL FREIGHT SWEDEN

INTRODUCTION

This report is not just a survey of how different generations engage in secondhand consumption, but also a source of insights and suggestions on how you, as an e-commerce retailer, can capitalize on the rising trend that characterizes secondhand and recommerce.

The economic downturn has favored recommerce, especially among youth and young parents. Gen Z, individuals born from the mid-1990s to the early 2010s, is often noted as particularly influential. Beyond having thinner wallets, they are digital natives and distinct individualists with a strong emphasis on sustainability. A perfect fit for recommerce, in other words.

The study is based on two quantitative surveys: one through Ungdomsbarometern, to gain a deeper understanding of the perspectives, values, and buying behaviors of young people, and a broader survey spanning multiple generations.

Before the quantitative surveys, we formed a focus group with seven individuals aged between



15 and 18: Wera (16), Ella (16), Klara (15), Daga (16), Axel (18), Vera (18), and Christina (18).

Through discussions and interviews, it became clear that many common perceptions about Gen Z and younger target groups hold true. However, we also learned several new truths that formed the basis for the quantitative study.

Happy reading!

SURVEY SAMPLE, RESPONDENTS, METHODOLOGY, AND PURPOSE

DHL's 2023 E-commerce Survey: Recommerce, is based on data collected through two studies from Cint and Ungdomsbarometern' panels, subsequently analyzed and interpreted by Bard Branding AB. Both studies have been screened for respondents who 'occasionally purchase second hand'.



BARD BRANDING

Substudy 1

- Focus groups with seven youths aged 15–18.
- Survey targeting the Ungdomsbarometern panel with 500 e-commerce respondents, aged 15–21 years, across Sweden.

Substudy 2

- Survey with 5000 e-commerce respondents. The sample is nationally representative in terms of gender and region but limited to an age range between 22 and 69 years.

THE RESPONSE PERIOD FOR THE SURVEY HAS BEEN SEPTEMBER/OCTOBER 2023. THE E-COMMERCE SURVEY IS PRODUCED AND CONDUCTED BY DHL IN COLLABORATION WITH BARD BRANDING AB – A RESEARCH AND INSIGHTS COMPANY.

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BACK TO THE ROOTS!

WHEN WILL E-COMMERCE BECOME THE NEW “TORGHANDEL”?

The town square has been the central hub of our cities throughout history. Here, we have gathered to buy, sell, and exchange everything under the sun, loudly and entirely transparently, for hundreds of years. The era of classic “torghandel” (town square trade) is not over. It has once again firmly established itself in our consumption, this time on our mobile devices, on digital marketplaces like Plick, Sellpy, Blocket, Tradera, and more.

“Traditional e-commerce retailers have a lot to gain by adopting the methods that have turned the digital marketplaces into today’s ‘torghandel’.”

But how does the buying experience on these marketplaces really differ from traditional e-commerce? And what can we learn from it? One significant difference is that most marketplaces offer pricing that resembles traditional “torghandel” where the buyer can negotiate, haggle, bid, or accept the seller’s price. Our study shows that price is a significant reason why consumers choose to shop for secondhand items. It may not be so surprising because who doesn’t enjoy a good deal?

Gen Z seems to agree; a quarter of them say that shopping secondhand is both more fun and exciting. Perhaps it’s the bidding or the time-limited offers that elevate the excitement? Moreover, digital marketplaces have become experts at seamlessly integrating shopping into our everyday mobile usage – scrolling, liking, commenting becomes part of the shopping experience, just like in social media.

But don’t be mistaken, we haven’t abandoned traditional e-commerce. However, I am convinced that traditional e-commerce retailers have a lot to gain by adopting the methods that have turned the digital marketplaces into today’s “torghandel”. Now, the only question remaining is: Who will lead the way? My bet is on the smaller e-commerce businesses - it’s usually easier to turn a speedboat than an aircraft carrier.

A portrait of Victor Hjalmarsson, a man with short brown hair and a beard, wearing a dark jacket over a white shirt. He is smiling slightly and looking towards the camera. The background is a solid yellow color.

Victor Hjalmarsson
DHL PRODUCT MANAGER C2X

1.

GEN Z AND PARENTS TOP THE STATISTICS

Who is buying and selling secondhand today?



“The money I save goes towards supporting myself, especially now with all the rent increases, rising electricity prices, and more expensive groceries...”

Emma, 35

“I mostly buy clothing, shoes, bags, and accessories. But it can also be home decor items, like a nice candle holder or cup.”

Vera, 18



74%

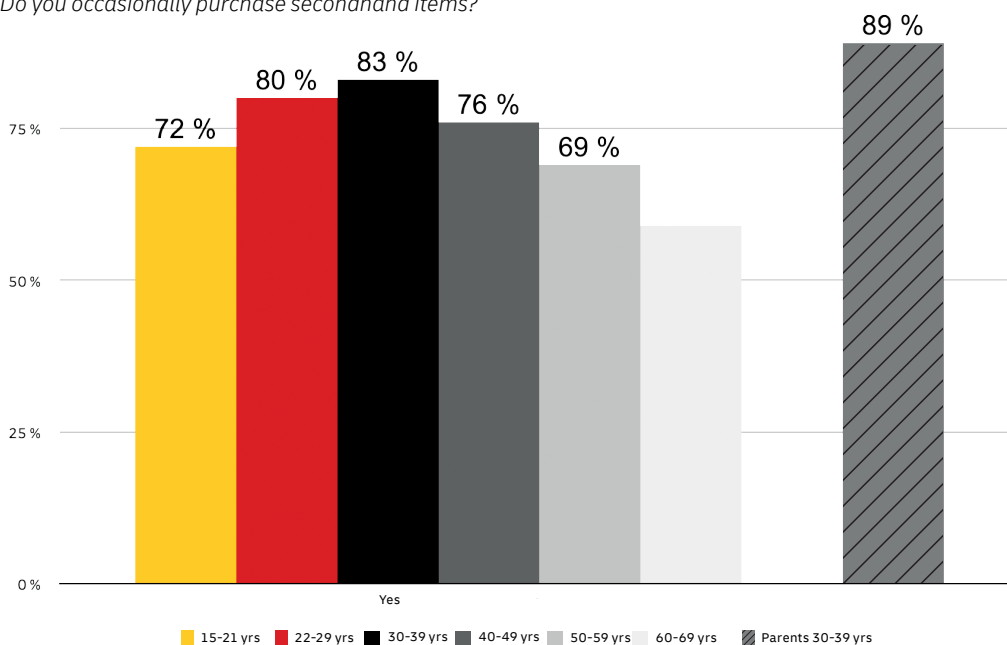
BUYS SECONDHAND OCCASIONALLY...

... PARENTS STAND OUT WITH A WHOPPING 89%

During the early parenting years, the wallet is often under strain. Therefore, it's not surprising that parents top the statistics when it comes to the percentage who buy secondhand. An impressive 89% of parents state that they occasionally shop secondhand, surpassing the overall average of 74%."

So, what do parents buy secondhand? Not surprisingly, it's primarily items for their children, especially children's clothing but also a lot of toys and other items. However, parents also buy a significant amount of secondhand items for themselves, resulting in a clear first place in the purchase rankings.

Do you occasionally purchase secondhand items?



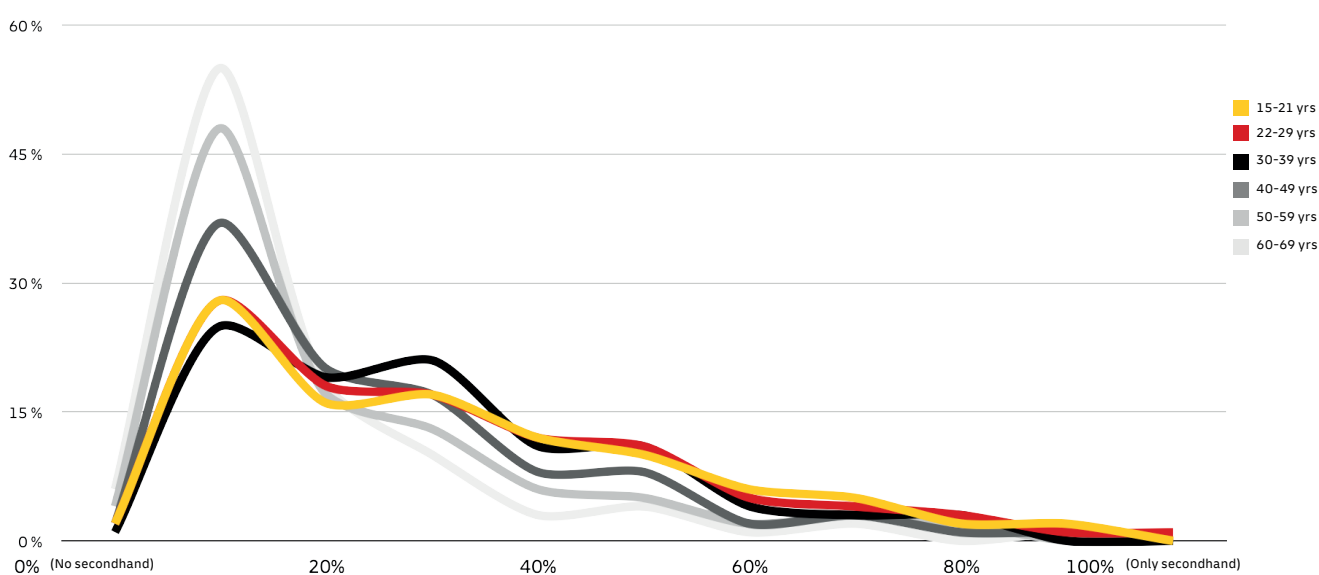
GEN Z ON TOP IN TERMS OF THE PERCENTAGE OF TOTAL PURCHASES THAT ARE SECONDHAND

Parents in their 30s are, as noted, the highest consumers of secondhand items. However, Gen Z leads in a different category: they are the group that makes the highest percentage of their total purchases secondhand.

that a majority (70%) of our respondents indicate that 10–30% of their total consumption consists of secondhand purchases. In Gen Z, a larger percentage estimates a higher percentage. Simply put, this means that more young people are shopping a larger share of secondhand items.

If we take a closer look at the chart below, we see

Approximately what proportion of your total consumption do you estimate consists of secondhand purchases?



WOMEN SHOP SECONDHAND TO A GREATER EXTENT THAN MEN

Among parents, both women and men state that mothers make the most purchases for their children, and as previously established, the majority of purchases are intended for the children. However, even among respondents without children, more women report that a larger proportion of their total purchases consists of secondhand items.



63%

63% SELL SECONDHAND...

However, with more individuals buying than selling, it seems that the pursuit of bargains and unique items attracts more people than the idea of clearing out their own storage and closets. Companies in the secondhand sector can view this as an indication of strong and growing demand, emphasizing the potential in a sustainable and economically attractive market.

...EVEN HERE, PARENTS STAND OUT...

...which they mainly do by selling children's clothes and items on marketplaces. This is a phenomenon that companies like Polarn & Pyret have seized upon successfully by providing a platform to sell outgrown items. A dedicated section for certified used goods is predicted to be part of the strategy for many e-retailers in the future.

SELLING INCREASES SIGNIFICANTLY AMONG YOUTH

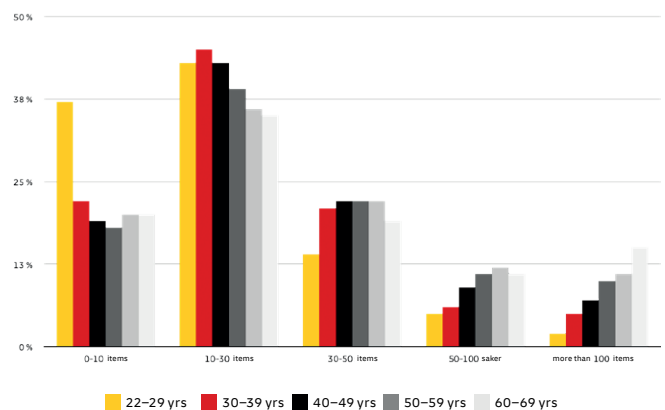
For Gen Z and other younger consumer groups, reselling impulse purchases is becoming increasingly popular. This, of course, suggests a consumption pattern that does not align with sustainability and the environment. The younger generation, especially teenagers, are increasingly inclined to resell impulse purchases (and other unwanted items); facilitating this process is a potential way for e-commerce retailers to expand their business.



UNUSED POTENTIAL IN HOMES

Among individuals in the age group 60–69, 26% estimate that they have between 50 and 100, or more, items that could be sold, each with a value of at least 100 kronor.

How many items do you estimate you have at home that could be sold? (Items worth over 100 SEK.)



A COLUMN BY MATS & AXEL

MATS ALWAYS WANTS TO GO BACK TO 1988!

Mats likes to shop for used items. But he doesn't do it to save money. On the contrary, it often ends up being more expensive. So, what is it that Mats is searching for? He's looking for his youth. It was there in the 1980s. And that's where Mats is trying to go back to. By buying the issues of The Phantom from 1988 that he still doesn't have. By purchasing a Depeche Mode t-shirt from the Music for the Masses tour in 1988 because Mats never bought a t-shirt when he saw them at The Ice Stadium in Stockholm. So, why is Mats trying to go back to the '80s? Probably because he's turning 50 next year. As long as Mats has his 1988, he

“There must be a certain degree of difficulty in his search for used and rare items; otherwise, it's no fun.”

can always be 14 again, no matter how old he is. Fortunately, it's not more complicated than typing 1988 on the Tradera auction site and see what comes up. An Iron Maiden t-shirt from the Seventh Son of a Seventh Son tour? “Eh,” Mats thinks. “I was a synth fan back then.” The game Ghosts 'n Goblins for Nintendo? “Eh, I played C64 and Amiga.” Issue 7 of music magazine Okej with a report about teen idols Lili & Susie in the Bahamas? “Hmm, maybe, but not for 745 kr,” Mats thinks. Super Mario on Game & Watch? Now Mats is getting interested. “Maybe I should place a bid?” he thinks. He fiddles with the button for a while but changes his mind.

So, what is it that makes Mats look at used items when he's searching for his lost youth? Well, for one, there's no new production. For some inexplicable reason, there's no one making reprints of old Okej issues. But even if there were, Mats wants the original. But there's also something else interesting about searching for used finds, which means that e-commerce unfortunately has a slight uphill battle compared to physical retail. It must not be too easy. Mats has long considered starting to collect vinyl records again. He thought he'd focus on black metal. And when it comes to black metal, there's the holy grail, of course. Bathory's first album from 1984 in the original pressing. Known as the “yellow goat.” Only printed in 1000 copies. Costs around 45,000 kr online. Of course Mats wants that. With a few clicks, Mats finds three different sellers from all over the world selling it. This was easy. Even though it might be challenging for Mats to justify this investment at home by referring to the “circular economy.”

But even if Mats could consider paying what it costs, he would never order it online. That would be way too easy. The important thing is not to have it but to hunt for it. Mats prefers to spend years of searching through record bins in different cities around the world before he finds it. There must be a certain degree of difficulty in his search for used and rare items; otherwise, it's no fun. And this challenge must be recreated in some way by the e-commerce companies that want to sell vintage items to Mats. Let him fight for it!

Mats Fischerström and Axel Lindgren are E-commerce Evangelists at nShift, a world leader in cloud-based delivery management solutions.



**Mats Fischerström
& Axel Lindgren**
NSHIFT

2.

PRICE, SUSTAINABILITY, AND FAST TRENDS DRIVE THE MARKET

Why do we buy and sell secondhand?

“It’s not about saving money but being able to afford certain garments at all.”

Karolina, 41



“To be honest, I shop secondhand because of the vast and affordable selection. Sustainability is an added bonus.”

Ella, 16

“Secondhand shopping is trendy in itself.”

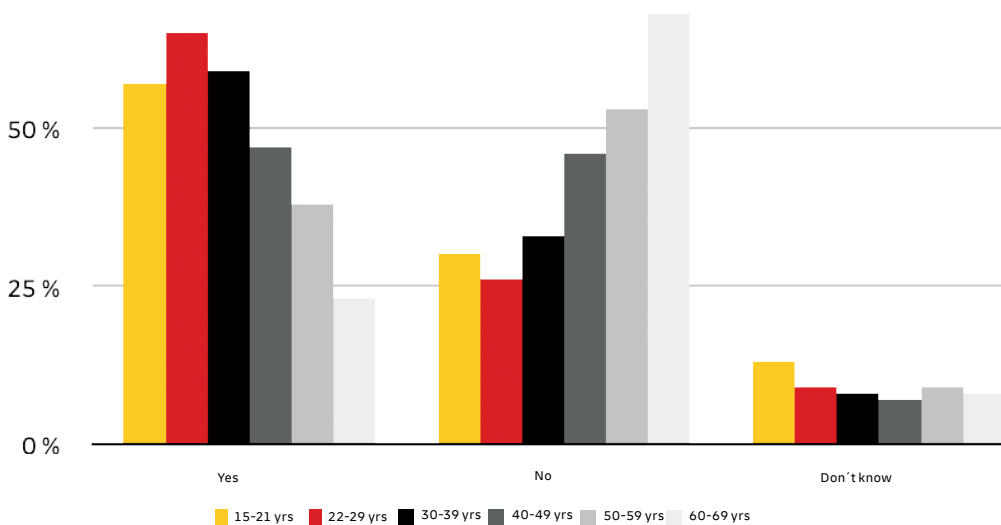
Johanna Göransson, Ungdomsbarometern

ATTITUDES HAVE CHANGED, AND WE'RE BUYING MORE SECONDHAND IN 2023 THAN PREVIOUSLY

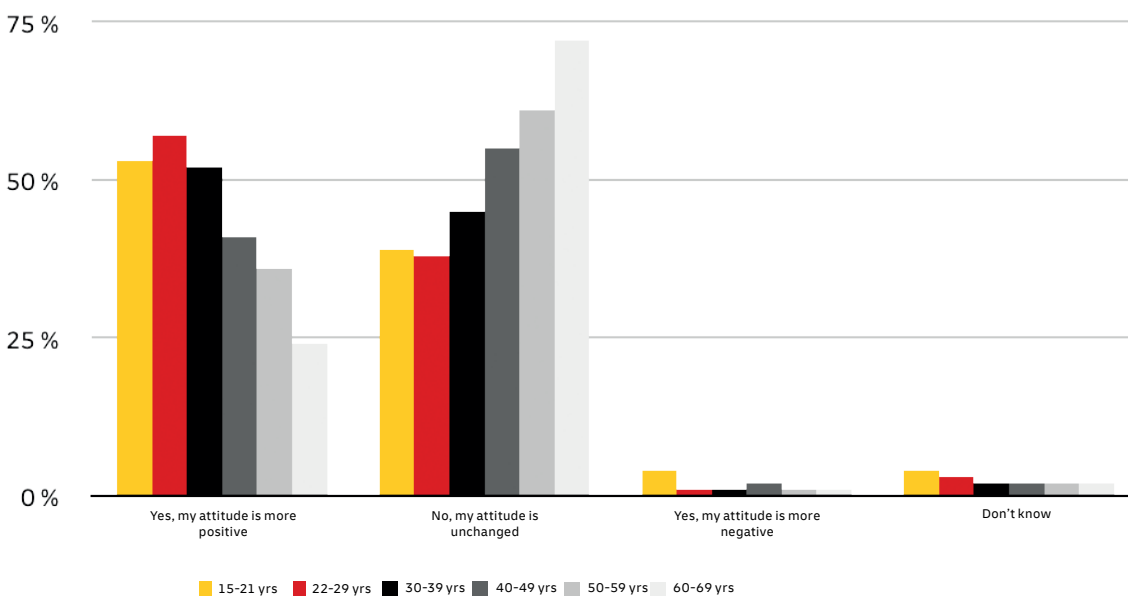
Secondhand platforms and their trade are booming. Every other person states that they are buying more secondhand this year than in previous years, with women more so than men and younger individuals more than older ones.

This aligns well with our perception of second-hand; many younger people have become more positively inclined, while older individuals, to a higher extent, maintain an unchanged attitude.

Are you buying more secondhand this year than previously?



Has your attitude towards secondhand changed in the past year/years?

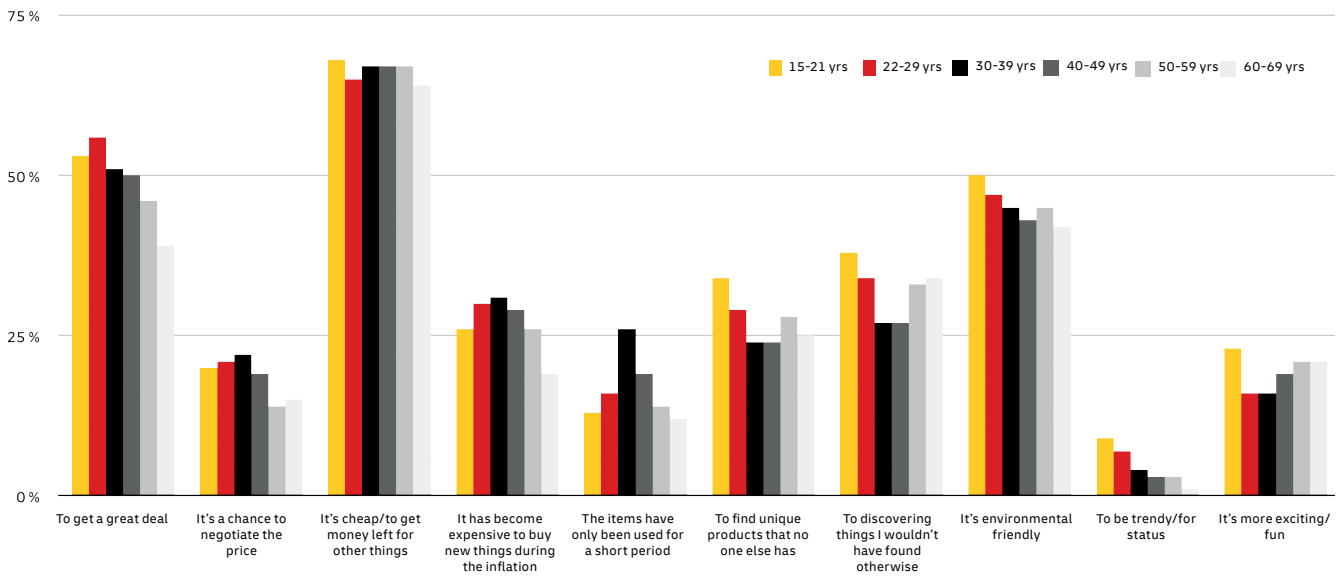


INFLATION DRIVES THE TREND

Environmental concerns remain a strong motivator for purchasing secondhand across all age groups, especially for Gen Z. However, inflation, economic downturns, and reduced disposable income are the decisive factors behind the increasing trend in secondhand shopping. Price and the desire to make a good deal are significant triggers. In open-ended responses in

our survey, many participants cite buying secondhand to cope with everyday life amidst higher prices and increased housing costs. Thus, we can conclude that inflation is a significant contributing factor to the growing preference for secondhand shopping. It's also worth noting that the perspective on secondhand among high-income earners remains almost unchanged.

What are your main reasons for buying secondhand?



"I rarely buy clothes that my friends have. I wear what I want."

Alex, 18

"Sustainability is absolutely a reason for me to shop secondhand."

Wera, 16



“It’s nice if someone else can find joy in things I no longer want or can have.”

Eva, 58

MAIN REASONS FOR SELLING SECONDHAND

1. It’s unnecessary to throw things away **66%**
2. As a side income/to earn some extra money **61%**
3. It’s environmental friendly **46%**
4. To live sustainably **24%**
5. It’s fun/a hobby **19%**
6. It’s trendy **1%**

Three quick ones

ABOUT GEN Z AND SECONDHAND SHOPPING



WITH JOHANNA GÖRANSSON

What motivates young people to consume secondhand items?

It's easy to assume that it's driven by concern for the climate and the environment, a desire to reduce one's own carbon footprint – which is certainly part of it, but I don't think it's the whole picture. We also see that young people shop secondhand because it offers an opportunity to find their unique style and not look exactly like everyone else. There's also an aspect of it being trendy in itself to shop secondhand. Additionally, we shouldn't overlook the economic aspect – secondhand prices are often a good fit for young wallets.

How does the desire to shop affordably tie in with sustainability?

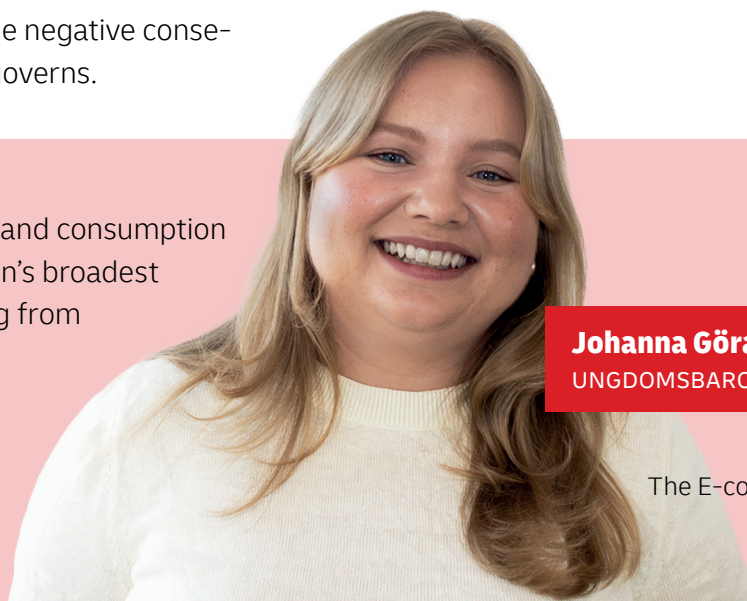
This is a very interesting question that I think speaks volumes about today's youth generation. It's largely value-driven, and there's a strong awareness norm, yet it's also a highly consumption-oriented generation. The common factor between secondhand and, for example, fast fashion is the lower prices, a driving force we shouldn't underestimate. What we can observe is that inflation has driven both sustainable and unsustainable behaviors: On one hand, young people state that they buy from less sustainable actors despite being aware of the negative consequences, simply because price governs.

On the other hand, there's a perception that a more frugal lifestyle automatically becomes more sustainable. In the broader perspective, there's also talk of a shift in responsibility in sustainability issues, where young people find it problematic that as consumers, they should shoulder the responsibility when there are many others acting unsustainably. This naturally influences their consumption behavior.

What do you think could encourage more people to shop secondhand?

I believe it's largely about lowering the barriers to purchase – why should it be more complicated to shop secondhand than newly produced items? Today's youth is a generation that values convenience highly and has certain expectations when it comes to digital platforms and user experience, which is important to consider. It's interesting to follow the development of digital platforms that increasingly mimic “regular” e-commerce in terms of user experience. Not only does it become easier to scroll through the selection and find what you're looking for, but you're also offered the same delivery methods and payment solutions, and you can return what you've bought if it doesn't fit.

Johanna is an expert in lifestyle and consumption at Ungdomsbarometern, Sweden's broadest youth study, covering everything from megatrends to subcultures.



Johanna Göransson
UNGDOMSBAROMETERN

“To reach and engage Gen Z, it’s practically a must to collaborate with influencers who master the art of creating content that the younger audience can relate to. As a business owner, you must be willing to loosen the reins and let the influencer (who has already captured a large audience) spread your message in a way that suits both their audience and themselves. For those who succeed, there is much to gain – by utilizing

paid online advertising techniques, you have great opportunities to reach a broad (younger) audience in a cost-effective way. It’s simply a strategy that enables your messages to be integrated with the audience in a way that was very difficult to achieve before.”

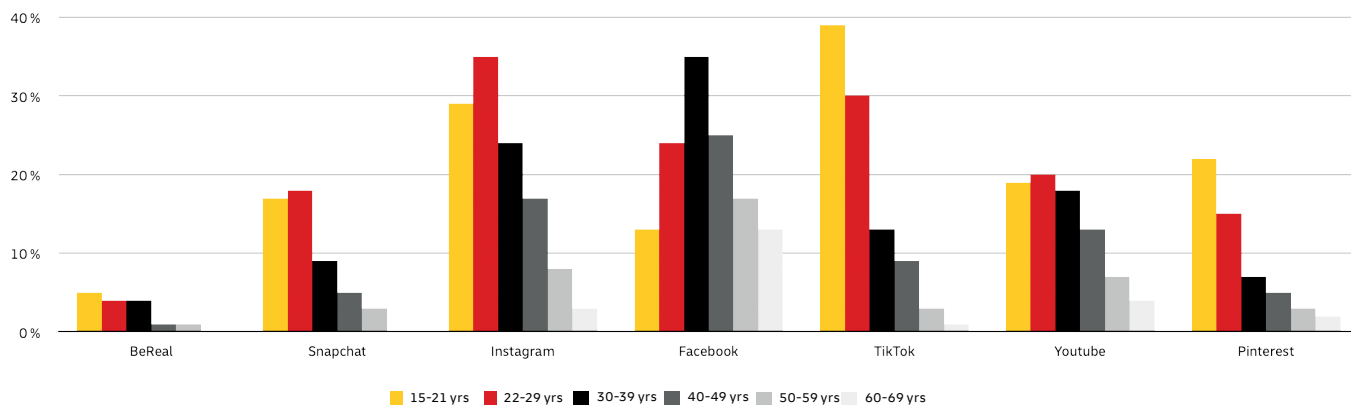


Johan Brattberg,
founder of GrowSocial.com

DIFFERENT GENERATIONS ON SOCIAL MEDIA: WHO USES WHAT?

With the ability to offer short, creative, and engaging content, leading social media platforms – led by TikTok – have redefined marketing towards Gen Z. Our survey also shows that they have succeeded in this aspect. TikTok, as well as

Instagram, stood out when we asked where people found inspiration for their latest purchase. This is noteworthy considering that Gen Z is considered more skeptical of advertising than older generations.



“I follow the cast on Strula, for example, and check when people style different outfits.”
Klara, 15

From micro to mega: how different ages choose Influencers

The younger you are, the larger influencers you follow. Those aged 15–29 primarily follow mega-influencers, while those aged 60 and above primarily follow micro- and macro-influencers.

3.

THE BEST BARGAIN SPOT – A GENERATIONAL QUESTION

Where do we buy and sell secondhand?

”One can often find good prices at larger e-commerce stores.”

Kenneth, 67

”I shop from Sellpy, Beyond Retro, Plick, and Arkivet.”

Wera, 16

”E-commerce retailers need to make recommerce a part of their business.”

Sofia Hagelin, Tradera



THIS IS WHERE WE PREFER TO BUY AND SELL SECONDHAND

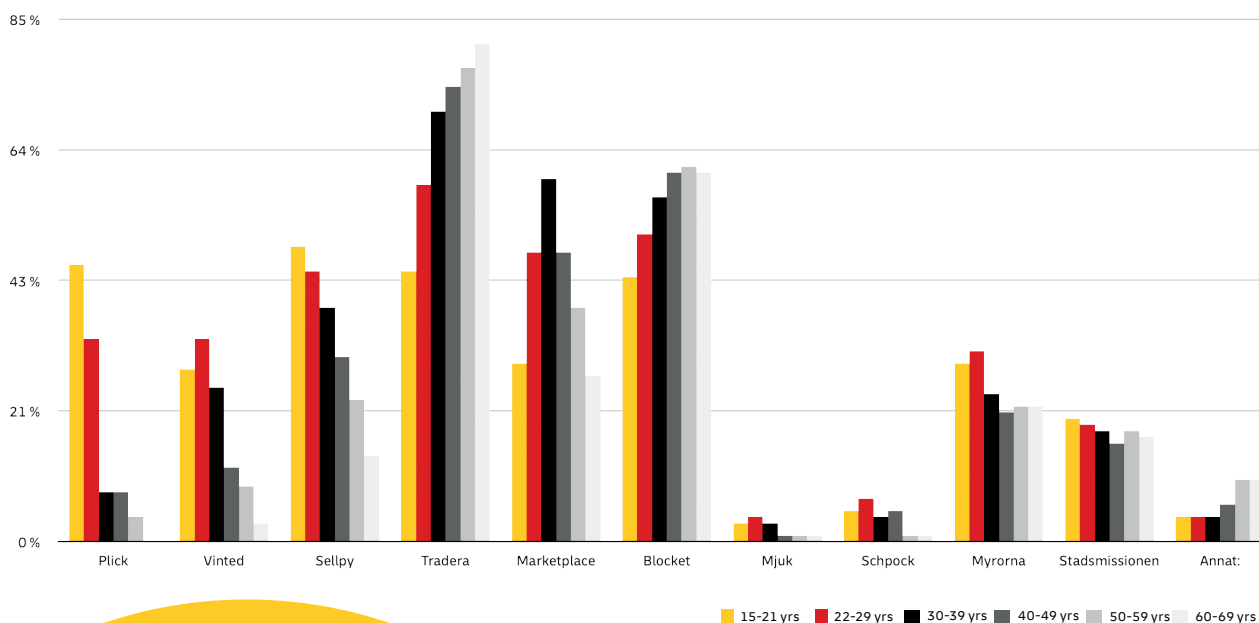
Each age group has unique preferences and behaviors that influence their choice of recommerce platforms:

Gen Z is technologically innovative, and platforms like Plick and Vinted, which combine e-commerce with social media elements, are popular in this group.

Among **parents in their 30s**, who often seek quality products at lower prices, Marketplace and local Facebook buy-and-sell groups are attractive.

From the age of **40 and onwards**, there is a preference for more established platforms such as Tradera and Blocket, which also offer broad and varied product categories.

For e-retailers looking to engage in recommerce, it can be crucial to understand these demographic differences and each generation's unique preferences and shopping behaviors to tailor their platform features accordingly.



Additional demographic differences:

- Younger individuals shop from more platforms than older ones. From the age of 40 and onwards, there is a greater tendency to stick to Tradera and Blocket.
- Women prefer shopping on Sellpy and Vinted more than men, while men opt for Blocket to a greater extent than women.
- Parents with young children at home more frequently engage in transactions on Marketplace, Vinted, and Blocket compared to others."

"Sellpy and Vinted are great because you just need to press 'buy'. Plick is inconvenient because it requires a lot of discussion with the seller."

Klara, 15

TREND CHECK WITH THE PLATFORM OWNERS



Sofia Hagelin, Head of Circular, PR and communications, Tradera



Jimmy Heibert, CEO & Co-founder, Plick

TRADERA

What's performing best right now?



Lego, photo equipment, fishing gear, exclusive watches, game consoles, games, and trading cards.

Winter jackets, knits, bags, sweaters, and jeans.

Which target audience is growing the most?

Varies by category. The strongest trend this autumn is that men sell more clothes.

Younger Generation Z (born 2005–2012) and men in Generation Z.

The next “big thing” in recommerce?

AI. We believe that AI will be a natural part of our product.

Secondhand will become the first choice for the broader masses.

What can e-commerce retailers learn from recommerce?

How they can contribute more to reuse and make recommerce a part of their business.

That there is demand and scale in the business for verticals they previously doubted.

Your next effort?

To help more businesses with brands that currently have linear production to become more circular.

To make the buying experience even more e-commerce-like and change how people shop across generational boundaries.

What can encourage more people to buy/sell used items?

More initiatives that promote secondhand trade. Simple, smart e-commerce solutions, lower shipping costs, and convenient delivery options.

Lowering barriers, increasing security, making the buying experience more e-commerce-like, and making it easier to list one's clothing for sale.

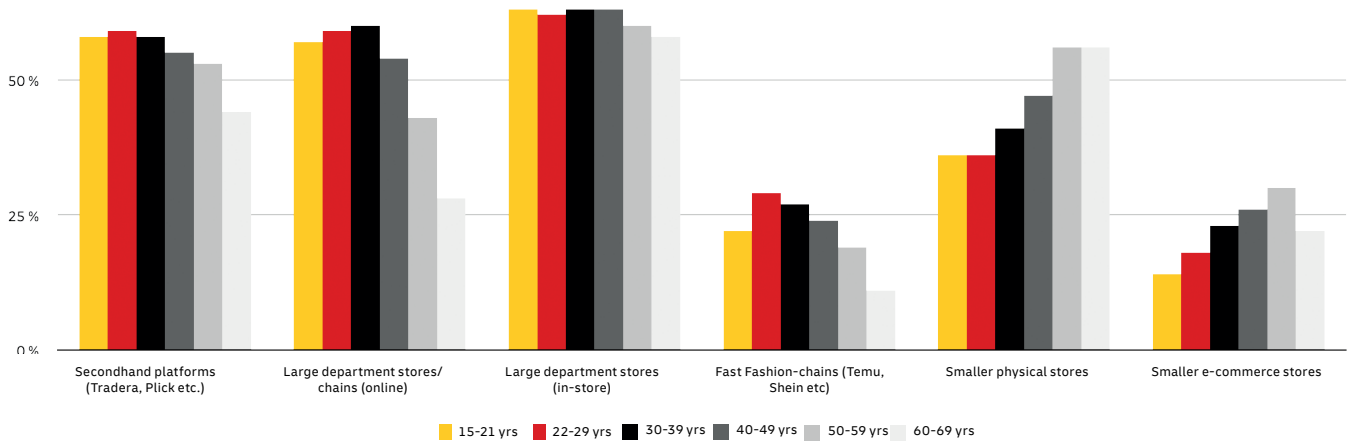
How significant are flexible delivery options?

It's important! Mailbox delivery works well for clothing, but not for delicate cuttings.

Currently, we see that the most important thing is to offer a cost-effective shipping solution.

SECONDHAND ISN'T EVERYTHING – WE ALSO SHOP HERE

Which of these types of stores do you shop at regularly
(more than 2–3 times a year)?



There are advantages to everything – it becomes clear when we look at where we shop and why. Every other person shops regularly in **larger online stores**, primarily to get a good price and take advantage of unique offers. The broad selection and fast deliveries also attract shoppers in this category. At the same time, every fourth person regularly shops in **smaller online stores**, mainly to find unique products, get a good price and quality, and support smaller and local businesses.

The main reasons for choosing **physical stores** include the ability to touch and feel products before purchasing, as well as obtaining a good price and quality. Individuals over 50 years old stand out by generally preferring physical stores, while younger people do so for specific purchases, such as when the fit of clothing is crucial. Parents with children under 18, on the other hand, rarely have time to visit physical stores. When they do, it is primarily for inspiration.

“Larger online stores are often easy to deal with when it comes to returns.”

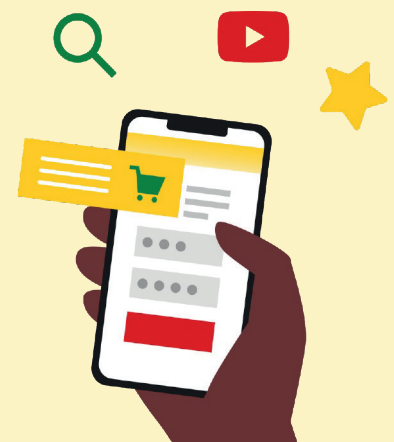
Chris, 46

“Smaller online stores are more personal.”

Barbro, 67

“It feels more safe to shop from larger online stores. I believe they face greater pressure when it comes to humanitarian and environmental aspects.”

Zurine, 19



Three quick ones

ON SUCCEEDING WITH RECOMMERCE AS AN E-COMMERCE RETAILER

WITH NINA CAMPIONI

What can e-commerce retailers and stores learn from platforms that sell secondhand items?

Many e-commerce retailers could benefit from creating their own secondhand section on their website, where they sell samples, returns, or items that can't be sold at regular prices for one reason or another. Or, why not collaborate with a local secondhand store and have them sell items that are good for secondhand? In this way, one ensures that each garment counts.

“Many e-commerce retailers could benefit from creating their own secondhand section on their website, where they sell samples, returns, or items that can't be sold at regular prices for one reason or another.”

The biggest challenge with secondhand online is that customers have open returns, which is a good law but also requires a certain amount of effort for retailers. However, my experience also tells me that customers have a much higher threshold for secondhand items than they do for new clothes.

Nina Campioni is a journalist, influencer, and the founder of Ninas Nuggets, a physical and digital secondhand store.

What do you see as the need for development in the industry regarding secondhand and recommerce?

It's primarily about how one perceives the value of clothing; we've lived in a fast fashion society for so long that we've forgotten that clothes and shoes can have a long life, if we take care of them. Much of it is about the attitude toward the industry, quality and pricing, but also, technology needs to catch up. More technical tools are needed to streamline the administrative tasks associated with operating both a physical store and engaging in the secondhand industry.

What do you think will happen in recommerce in the future?

“I believe that an increasing number of retailers will recognize the value of demonstrating confidence in their own clothing and brands – to the extent that they are worth reselling even if they have already been used. I also believe and hope that more will take responsibility for the products they sell and ensure they are recycled properly.”



Nina Campioni
NINAS NUGGETS

4.

THE SHIPPING CAN COST (IF IT'S FLEXIBLE)

How do we prefer to receive our secondhand purchases?



“I always choose the cheapest shipping option, even if there are more sustainable alternatives.”

Klara, 15

“Working in accordance with circular economic principles is an essential component in addressing the climate crisis.”

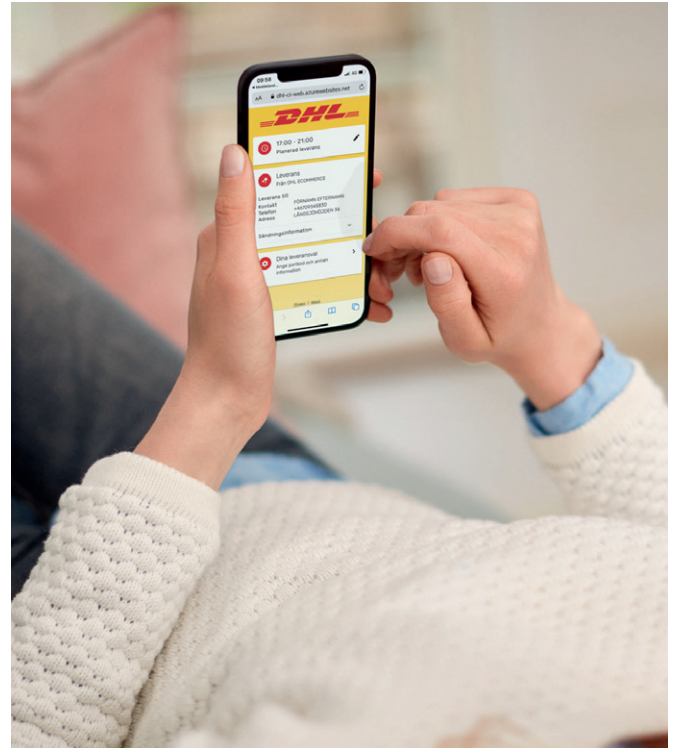
Andreas Anderholm Pedersen,
GIAB Nordic AB, Returhuset

“If the item is cheap and the shipping is expensive, it can, in the worst case, lead to me not buying the item.”

Wera, 16

76%

76% THINK IT'S REASONABLE TO PAY FOR SHIPPING WHEN BUYING SECONDHAND



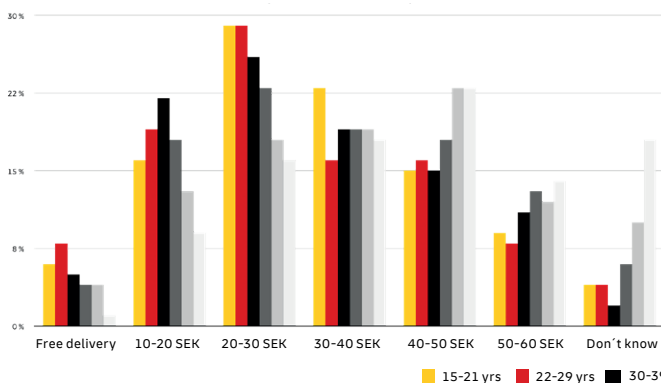
YOUNG PEOPLE'S PARADOX: WANT TO SAVE ON SHIPPING, BUT OPEN WALLETS FOR FLEXIBILITY

The study shows that, in general, older individuals are more willing to pay for shipping than younger ones. This indicates a greater willingness among older individuals to accept an actual cost for delivery. On the other hand, younger consumers are more inclined to pay higher shipping costs if it means they can choose the delivery method, such

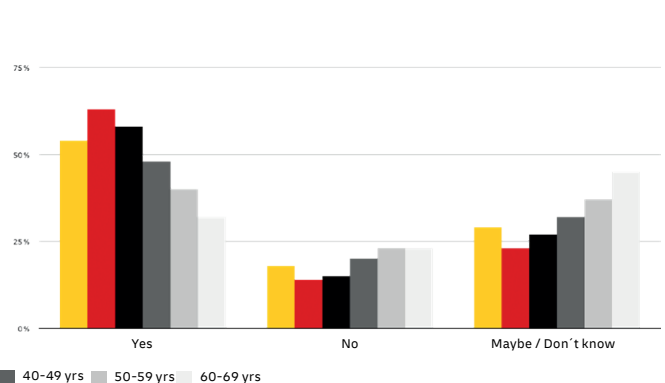
as selecting a pickup point, home delivery, or parcel locker.

The difference can be partly explained by cultural norms: Younger generations, raised with convenience services like Uber and Foodora, value the opportunity to customize delivery based on lifestyle and needs.

“What is a reasonable shipping cost when buying a secondhand jacket?”



Can you pay more if you get to choose the delivery method?”



THESE ARE OUR PREFERRED DELIVERY METHODS

How do you prefer to receive items when shopping secondhand online?

1. Delivery to my mailbox **30%**
2. Pick up from a parcel locker **21%**
3. Home delivery **18%**
4. Pick up from a service point **15%**
5. Meet up with the seller **14%**



Demographic differences in preferred delivery methods

- Younger individuals prefer home delivery and delivery to the mailbox.
- Older individuals choose pick-up points to a greater extent than younger ones.
- Men opt for pick-up points to a greater extent than women.
- Parents prefer mailbox delivery or home delivery to a greater extent than other groups.

“I don’t like going to a service point, it feels circumstantial. You can’t do it whenever you want, and you have to bring your ID.”

Alex, 18

“I would never meet up with a seller, because you never know who the person might be.”

Wera, 16



A CHRONICLE BY ANDREAS ANDERHOLM PEDERSEN

THE SIGNIFICANCE OF LOGISTICS FOR RECOMMERCE

The United Nations' International Resource Panel (IRP) has determined that half of the global climate emissions result directly from the global extraction of materials and product management. Working in accordance with circular economic principles, where materials and products have the opportunity to have a longer life through methods like repair, recycling, or secondhand sales, is therefore an essential component in addressing the climate crisis. Hence, it's heartening to see growth in secondhand sales at the moment, along with the emergence of an entirely new industry - recommerce. An industry that gathers the actors enabling products to have a longer life according to circular economic principles.

“First and foremost, we need to ensure that the products put on the market are given the right conditions to have a long life.”

One immediately thinks of companies that sell what we call secondhand, used, or reused products, but recommerce is not limited to old products. In fact, alarmingly many products handled within recommerce are entirely new. They may have fallen out of the traditional linear supply chains and become a return, the packaging may have been damaged during transport, or the product may have acquired a scratch during handling. According to current logic, most of these entirely new and 100% functioning products would end up in the trash, were it not for the actors within recommerce. (A study from Lund University last

year showed that e-commerce returns within the EU are discarded at a combined value of 22 billion euros annually.)

Circular economy is based on the need to reduce the pressure on the Earth's resources by keeping materials and products alive. So, how do we build the market's capacity to do just that? First and foremost, we need to ensure that the products put on the market are given the right conditions to have a long life. They need to be designed correctly from the beginning, so they can be repaired or last for an extended period. High-quality products are also the best suited for the secondhand market because they retain their value for a longer time, allowing more transactions to occur.

It's only then that we have the best conditions to achieve the ultimate goal - reduced new production and consequently reduced emissions. We also need to build the infrastructure that handles everything that falls outside of the traditional linear flows, where products are discarded after one use (or even before). And that's precisely where we need to harness logistics' ability to create efficient flows of products. But instead of getting products to move linearly in one direction, both logistics and e-commerce actors need to build capacities, or collaborate with supporting actors in areas such as return logistics, reconditioning, grading and valuation of products, as well as resale. This way, both logistics actors and e-commerce can become a lever for increased circular trade and recommerce growth.

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