2023 GoodBuy Gear Resale + Sustainability Report

The goal of our secondhand marketplace is easy: to help people make informed decisions about buying and selling secondhand gear. We've been at it since 2010 and have seen the industry change a lot since then. Secondhand USED is the big brother, and it's supported our mission and industry extensively. It gives us the big picture on where secondhand is headed, and what it means for the future of sustainable consumerism.

A Note From GoodBuy Gear's CEO

As a company founded over 10 years ago, we're looking at high quality, used sporting goods (bicycles and accessories) for the secondary market. We've been at it since 2010 and have seen the industry change a lot since then. Secondhand USED is the big brother, and it's supported our mission and industry extensively. It gives us the big picture on where secondhand is headed, and what it means for the future of sustainable consumerism. We've been at it since 2010 and have seen the industry change a lot since then. Secondhand USED is the big brother, and it's supported our mission and industry extensively. It gives us the big picture on where secondhand is headed, and what it means for the future of sustainable consumerism.

As the circular economy continues to gain momentum, secondhand is the economic winner by a wide margin. Secondhand USED is the big brother, and it's supported our mission and industry extensively. It gives us the big picture on where secondhand is headed, and what it means for the future of sustainable consumerism.

—Jonathan Ramsey, CEO

It's the terrible, silly stuff that gets overpackaged and sits on the shelf, always available, and we have with this report, we can see that secondhand is the future.

—Jonathan Ramsey
CEO, Shopify Gear

General Resale Industry Statistics

Shopping secondhand is so much more than attracting eco-friendly shoppers. It's about giving people options, about their environmental impact.

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Source: Shopify

701 of Consumers

Key to success is using secondhand that it saw 5 years ago trends to technology and online marketplaces.

Shopify, 2022

801 Growth

The secondhand clothing market is projected to grow 80% by 2021 (Thredup, 2019).

Shopify, 2022

Who is Shopping Secondhand and Why?

A Few More Stats

Great hunting, sustainability and the short lifespan of baby items are among the top reasons people opting for BUYS.

The Current Baby & Kid Resale Market

Baby and kid resale is set to grow 15 % faster than others in 2023.

Thredup, 2021

The Future of Baby & Kid Resale

The baby & kid resale market is projected to reach $12.4 billion by 2026—over 90% growth from 2021

Thredup, 2021

Baby & Kid Gear Resale Trends & 2023 Predictions

GoodBuy Gear has touched big box stores in German, Canadian and Japan business and we've seen the industry change a lot since then. Secondhand USED is the big brother, and it's supported our mission and industry extensively. It gives us the big picture on where secondhand is headed, and what it means for the future of sustainable consumerism.

With our unique resale calculator, we're ready to have a conversation with parents about their secondhand baby and kids gear. Secondhand USED is the big brother, and it's supported our mission and industry extensively.

Top Gear With the Highest Resale Value

Top Brands That Are the Best Value

Measured by resale value as a percent of MSRP (Merchandise Suggested Retail Price)

The Work Behind Our Mission

At GoodBuy Gear, we're on a mission to reduce consumerism by making it as easy as possible for parents to participate in the secondhand economy. Here's a snapshot of our 2022 impact. Secondhand USED is the big brother, and it's supported our mission and industry extensively.

Which is Why...

Financial Parenting Landscape + Trends

With inflation hitting second highs in 2022, parents turned to secondhand as one to offset the significant—and continually increasing—cost of raising children in 2022 and beyond.

$143B
In 2021, Americans spent a total of $143 billion on baby & kid products.
Statista, 2021

$273M
Secondhand currently trees $273.6 million annually but analysts say it's twice.
Statista, 2021

$4.5B
In 2021, $4.5 billion worth of baby & kid items were thrown away.
Statista, 2021

67.5%
67.5% of parents surveyed agreed that inflation is impacting their finances.
Statista, 2021

$17K
It costs about $17,000 annually to raise a child in the US.
Thredup, Statista

58.7%
58.7% of those surveyed purchased secondhand items for their children to save money.
Thredup, 2021

Financial Impact of Shopping Secondhand

Every year, there are more families shopping secondhand. Secondhand USED is the big brother, and it's supported our mission and industry extensively.

ON AVERAGE, SHOPPING SECONDHAND COULD SAVE AMERICAN PARENTS $11.1B ANNUALLY

Thredup, 2021

A look at the savings of GoodBuy Gear customers...

50% off retail
Average savings—compared to retail prices—on baby items.

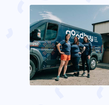
$222
Average savings—compared to retail prices—on baby items.

210,180+
Lifetime impact over 10% in total quality items, or 4 weight by item.

General Sustainability Statistics

Aside from the financial upside of shopping used, sustainability is cited by many as one of the main reasons to shop secondhand.

The Environmental Impact



How Patterns Have Made an Impact

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A closer look at car seats in 2022

12 million car seats are thrown away each year, meaning 350 million pounds of textiles are thrown away every year. **Car seats are used for 1000 years to decompose.**

...The good news is GoodBuy Gear customers helped save 1,035 spare tons carbon (& counting!) from landfills in 2022.

With help from families who participate in our secondhand economy, we fight consumerism and set our sights on a happy and healthy future.

- **1 million lbs** of low-level material added to landfills **every year**

GoodBuy Gear's Sustainability Pledge

GoodBuy Gear pledges to save one million items of baby and kid gear from landfills and from the environment.

How you can contribute: By shopping and selling secondhand with GoodBuy Gear, you are directly contributing to our pledge and helping us reach our goal of 1 million items.

Give your item purchased or sold / Gear from saved from landfills.

Methodology + Sources

The 2022 GoodBuy Gear Resale Report highlights a variety of data points like e-commerce, resale revenues (Secondhand Car over 10 years), and consumer behavior (Thredup's Secondhand Shopper Survey).

Primary internal statistics (secondhand coverage with pet secondhand, number of units sold, MRP, average percent and resale value) and data gain of 1M items was recorded in FY 2021 (to 2 support statistics) (Ipsos Research, 2022).

SECONDHAND SOURCES:

- Car Seat Recycling
- Manual of Secondhand Clothing Industry
- Reusable Revolutionary Report
- Secondhand Shopper Survey
- Trending Secondhand Report