

EUROPEAN BAROMETER OF BETTER CONSUMPTION



SECOND-HAND PURCHASES

Episode 2 / 2022



FRANCE



SPAIN



PORTUGAL

It is a certainty: Europeans have become attentive to responsible consumption. In this fundamental movement, the durability of products will become an essential criterion in 2022, as will price, driven by the economic context. The second-hand market has gained 50% in popularity in one year and 1 of 2 Europeans wants to buy even more this year. To accelerate this dynamic, price, trust and associated services, particularly in terms of payment, are the key levers.

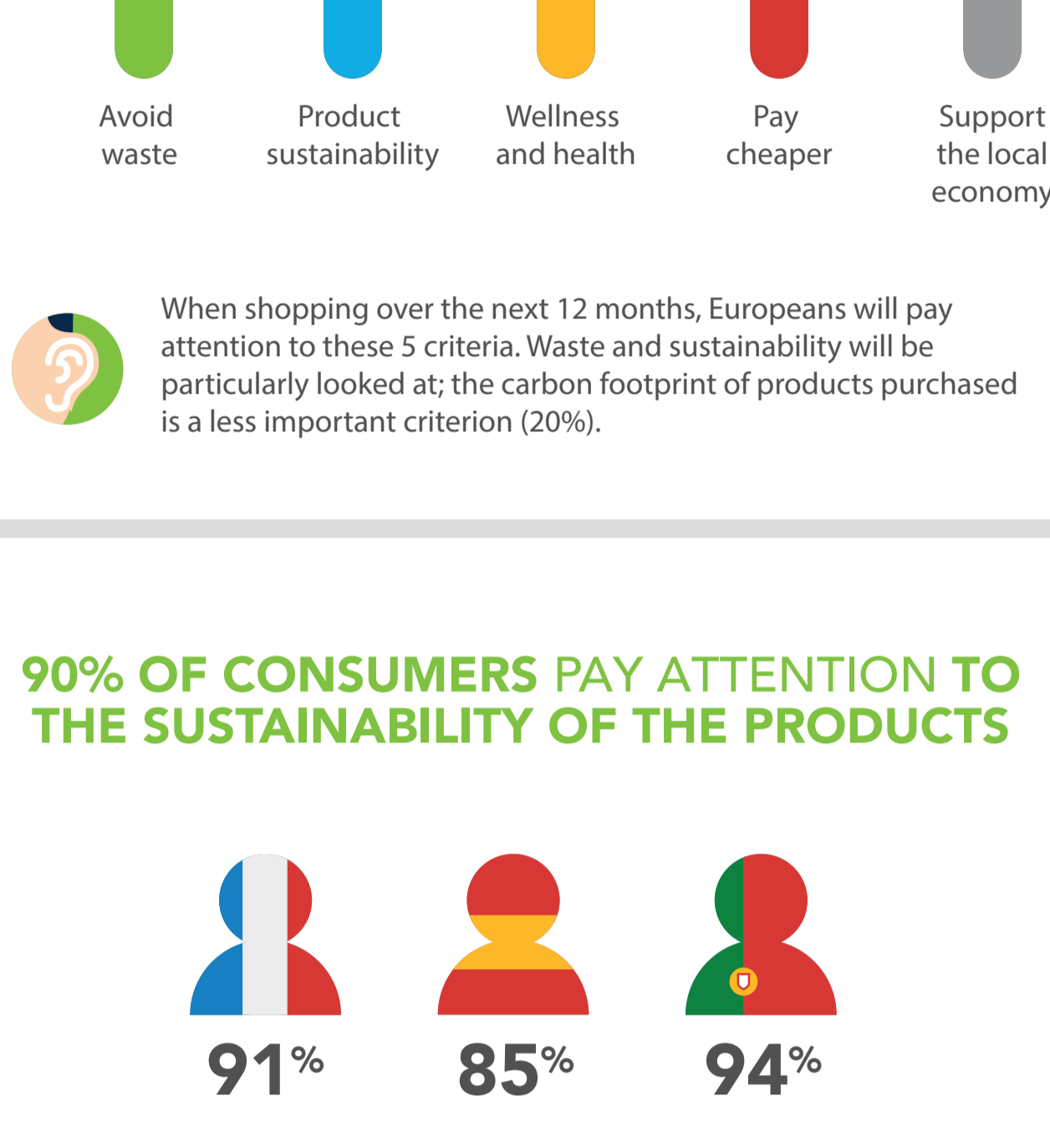
1 RESPONSIBLE CONSUMPTION IS GAINING GROUND

9/10

ARE READY TO CHANGE THEIR DAILY CONSUMPTION



WASTE AND SUSTAINABILITY AT THE HEART OF CONSUMPTION IN 2022

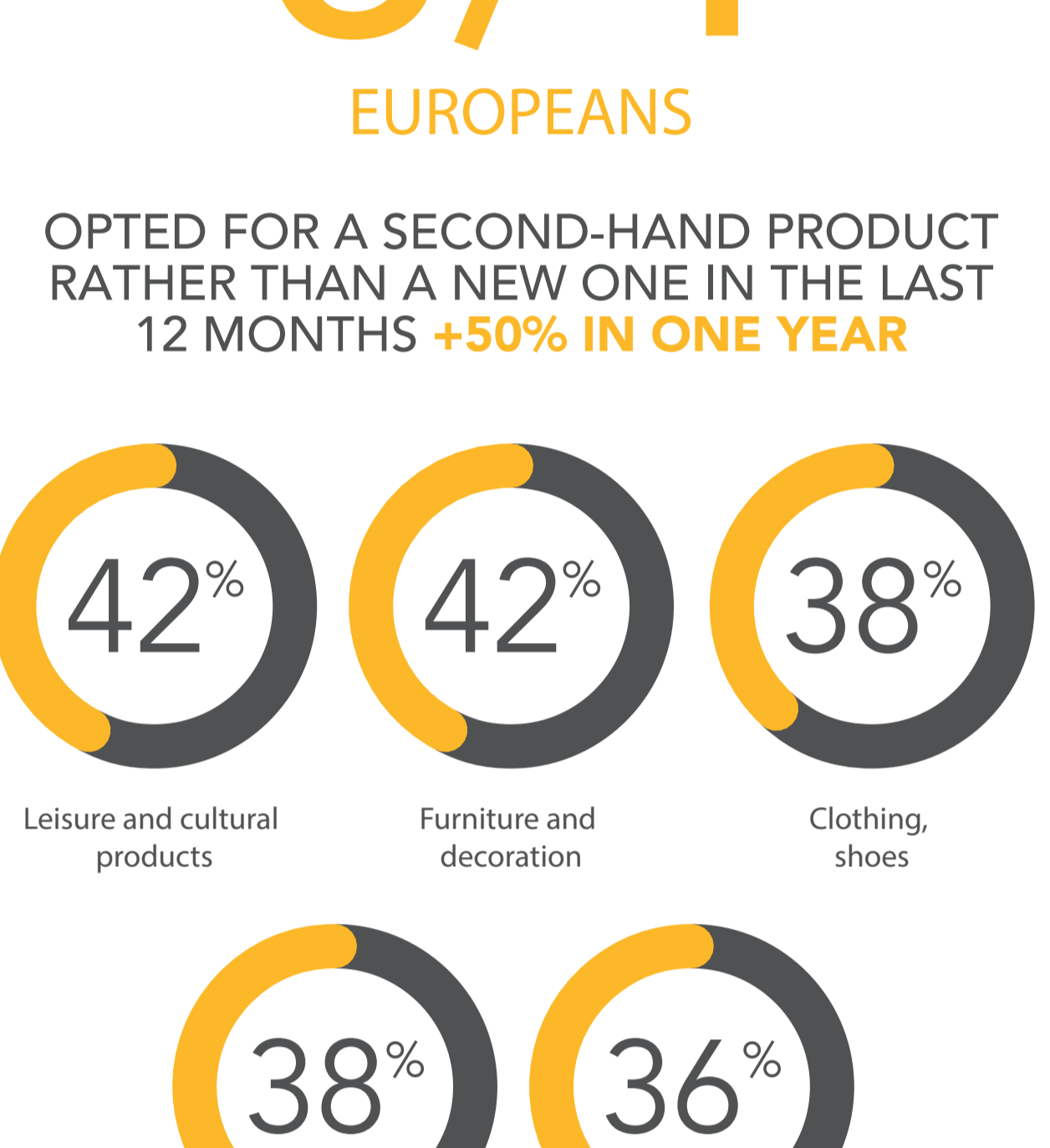


When shopping over the next 12 months, Europeans will pay attention to these 5 criteria. Waste and sustainability will be particularly looked at; the carbon footprint of products purchased is a less important criterion (20%).

90% OF CONSUMERS PAY ATTENTION TO THE SUSTAINABILITY OF THE PRODUCTS



particularly for :

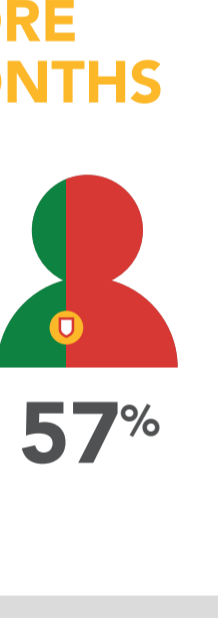


2 SECOND HAND: A BOOMING MARKET

3/4

EUROPEANS

OPTED FOR A SECOND-HAND PRODUCT RATHER THAN A NEW ONE IN THE LAST 12 MONTHS **+50% IN ONE YEAR**



A growing consumption habit in all countries but more so in France (85%) than in Portugal (78%) or Spain (73%)

A EUROPEAN SPENDS ON AVERAGE € 300 / YEAR



The Portuguese spend 10-15% more on second-hand goods than the French or the Spanish.

+ 1/2

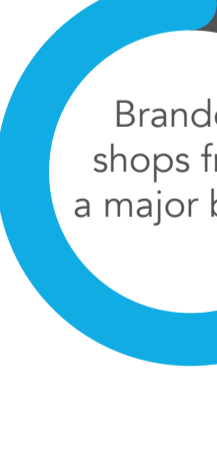
WISH TO BUY MORE IN THE NEXT 12 MONTHS



HOUSING AND LEISURE WILL BE FOCUS IN 2022

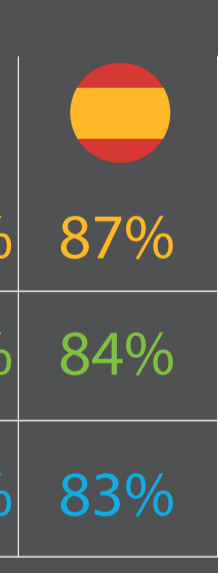
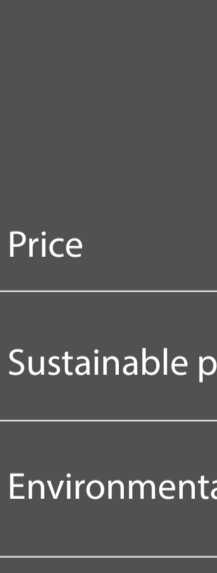


3 SECOND HAND : EUROPEANS MAKE THEIR CHOICE

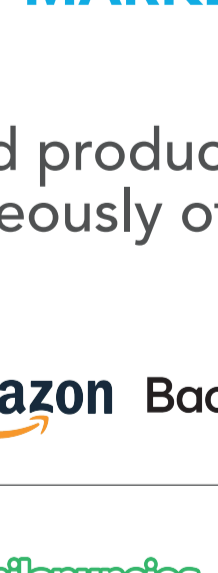
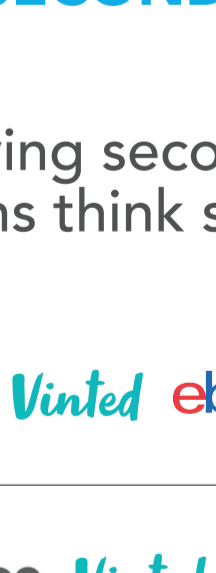


MORE ONLINE SHOPPING BUT HIGH EXPECTATIONS REGARDING SHOPS

DURING THE LAST 12 MONTHS



À L'AVENIR



PRICE REMAINS THE MAIN CRITERION OF CHOICE

Price	89%	87%	93%
Sustainable products	89%	84%	87%
Environmental impact	86%	83%	87%

BRANDS ARE GAINING AWARENESS ON THE SECOND-HAND MARKET

When buying second-hand products, Europeans think spontaneously of :

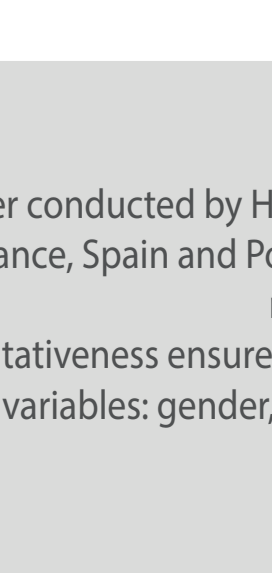
leboncoin Vinted ebay amazon BackMarket

wallapop Vinted ebay milanuncios amazon

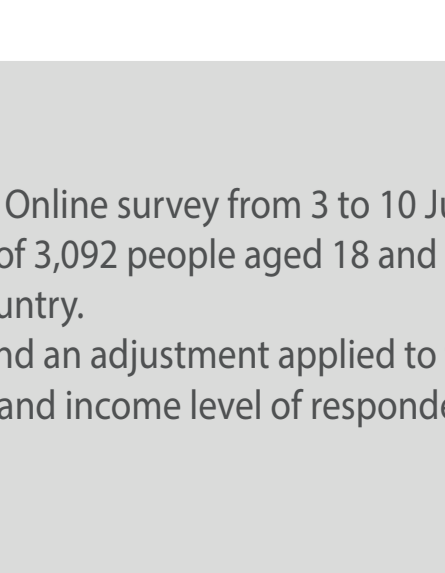
olx Worten Vinted fnac Custojusto.pt

4 LEVERS FOR DEVELOPING THE SECOND-HAND MARKET

THE PRICE, ALWAYS THE PRICE



Offering prices that are further away from new



TRUST...



Reassurance on the life span of the products



Reassurance on the condition and quality



Reassurance about the security of the transaction

... AND QUALITY OF SERVICE AT THE HEART OF PURCHASING

Offer services (returns, after-sales service, warranty, ...)

Improve the quality of exchanges during the purchase

Provide a wider range of products

3x 4x

SPLIT PAYMENT : essential lever for developing sales

would buy more second-hand or reconditioned products if they could pay in instalments.