

**Bespoke Intel**

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**TDUP, POSH, REAL  
Second-Hand Fashion Survey**

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**March 25, 2021**

## BACKGROUND:

- ❑ Survey of 550 women in the US Consumers balanced to census.

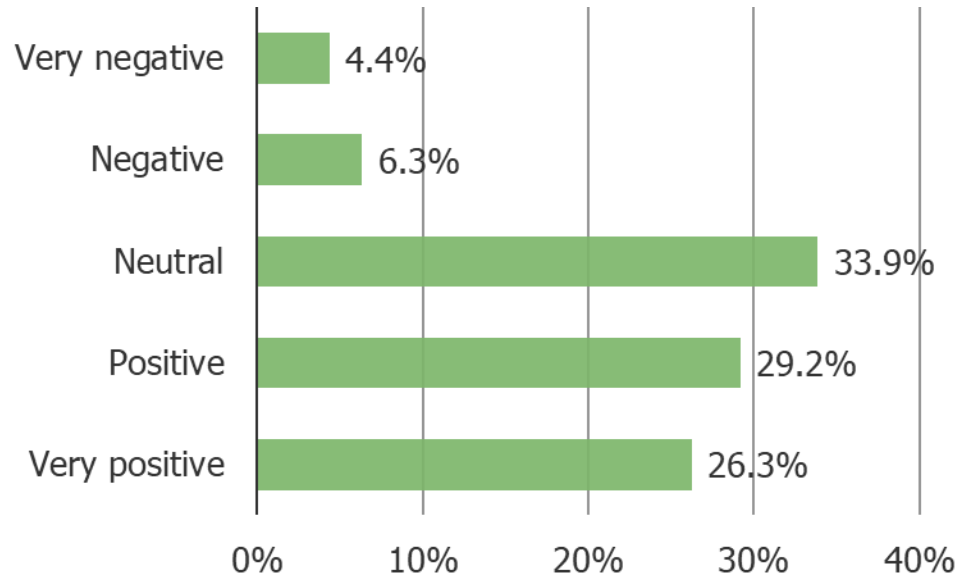
## FINDINGS:

- ❑ Respondents have a net positive opinion of buying second-hand fashion items.
- ❑ Respondents pulled back on buying second-hand fashion items during Covid, but they expect to return to pre-Covid levels as concerns subside.
- ❑ After eBay, Poshmark is the most recognized platform from the list of companies that we tested (followed by ThredUp and Justfab).
- ❑ When it comes to consumer affinity rankings among those who are aware of each platform, Poshmark and eBay tie for the top slot and are followed closely by ThredUp.
- ❑ Respondents who have been users of each platform, for the most part, expect to increase their usage going forward.



### What is your opinion of buying second-hand fashion items?

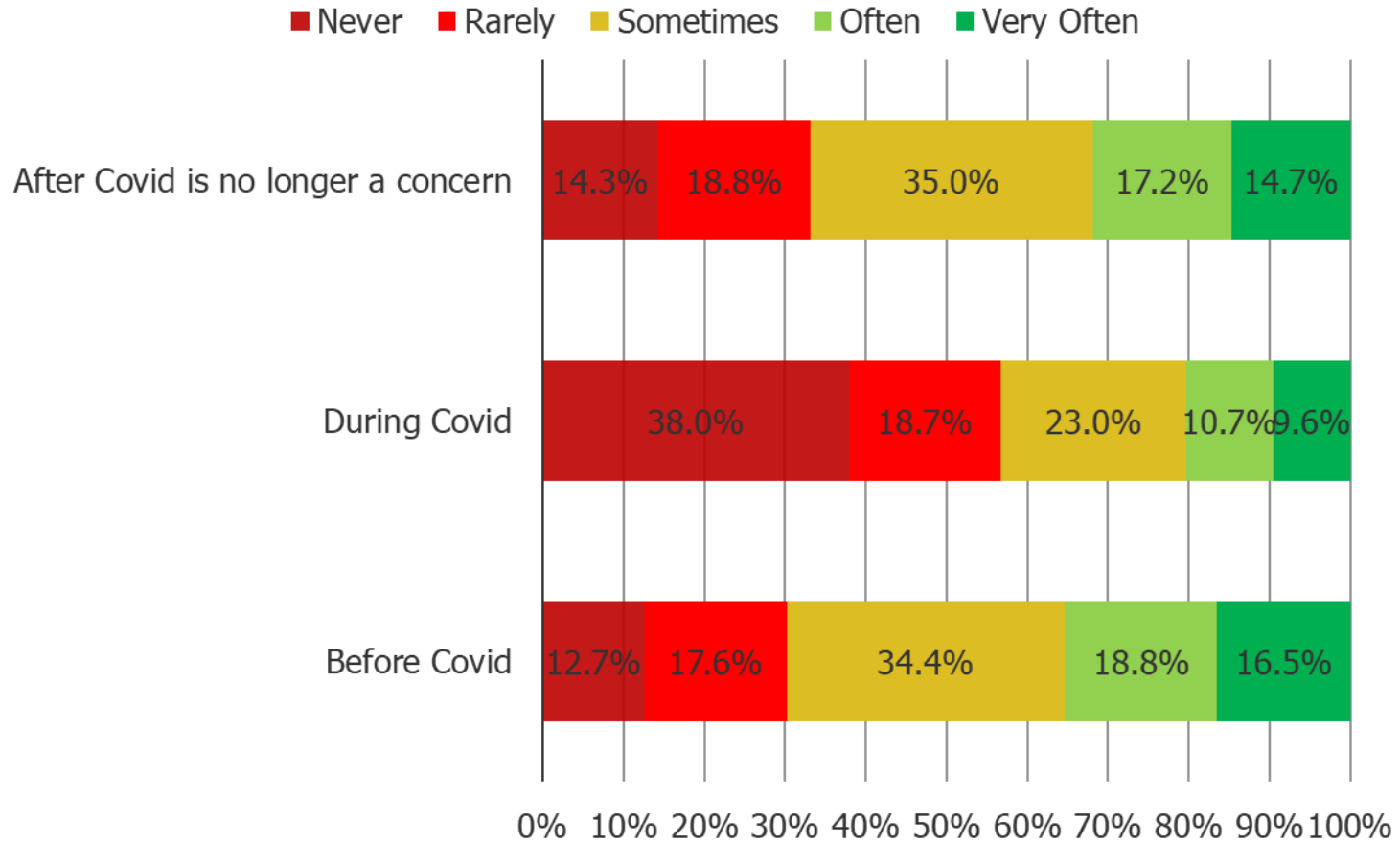
Posed to all respondents.



N = 552

How would you estimate your purchasing of second-hand fashion items during the following times...

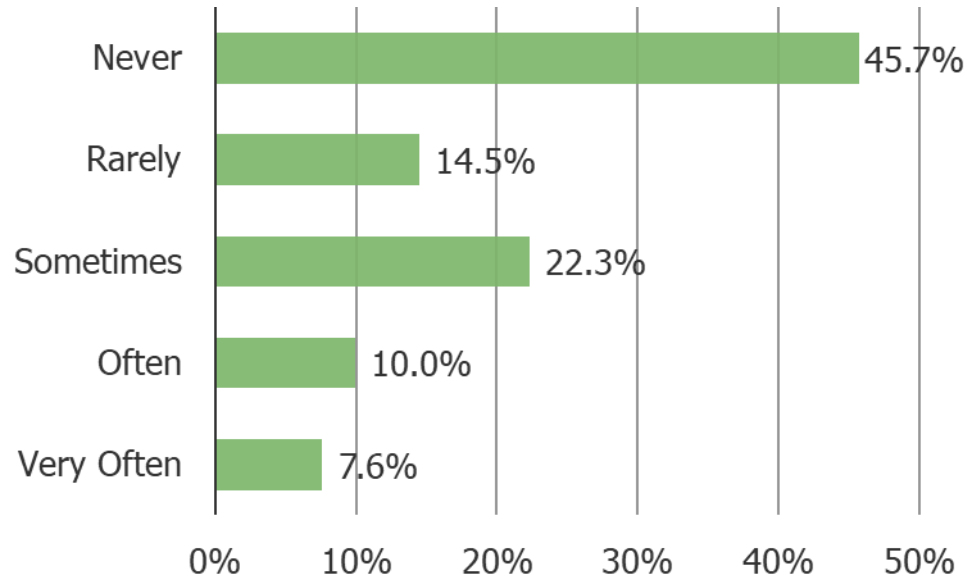
Posed to all respondents.



N = 552

### How often do you sell your fashion items through apps or online marketplaces?

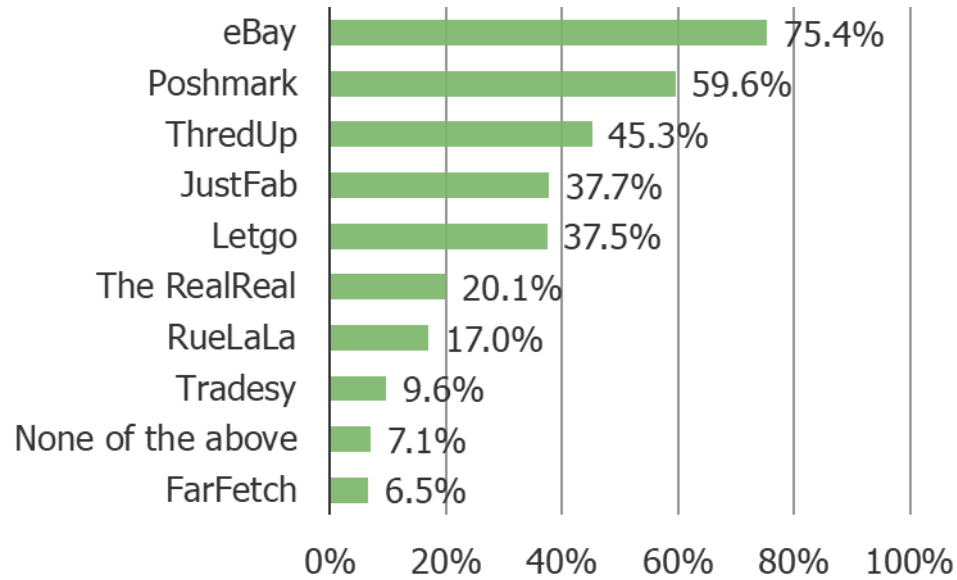
Posed to all respondents.



N = 552

### Which of the following have you heard of?

Posed to all respondents.

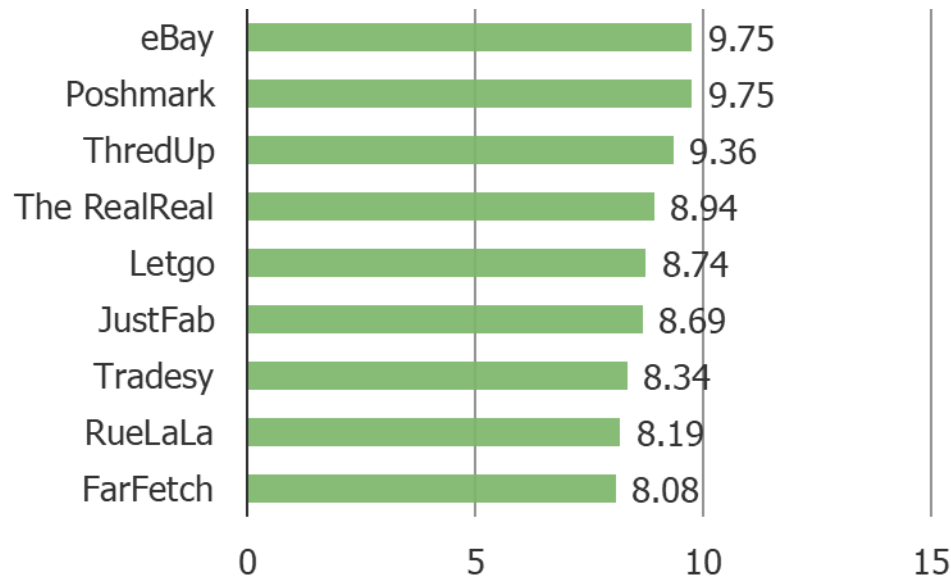


N = 552

**Of the following platforms you have heard of for second-hand fashion items, please rank which you feel are best to worst...**

Posed to respondents who are aware of each of the following (ie, the platforms they selected that they were aware of were piped into this question for each respondent.

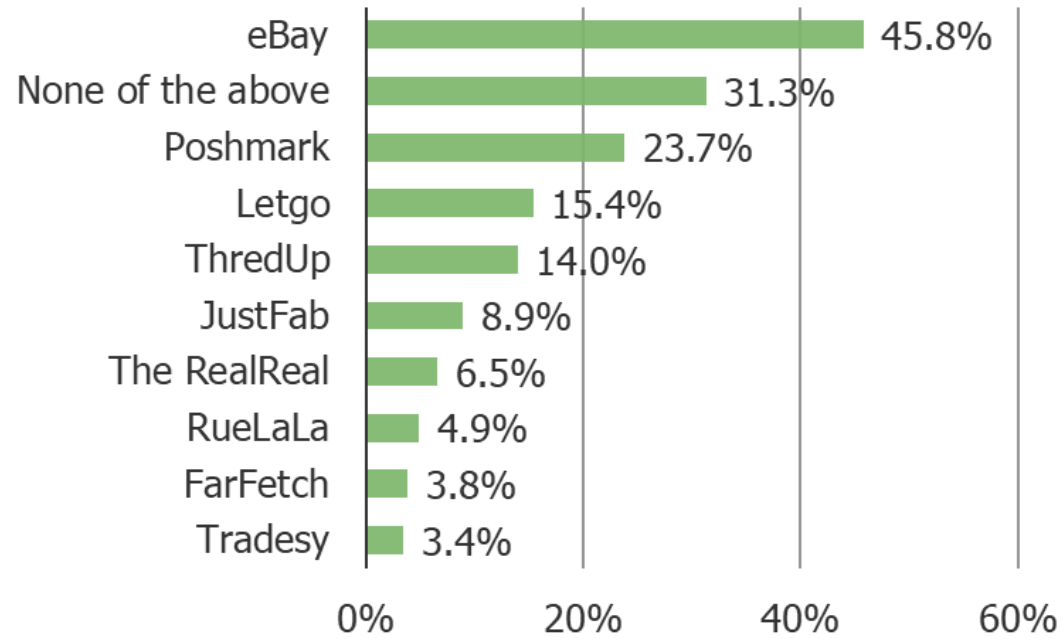
Ranking Score



	N =
eBay	416
Poshmark	329
ThredUp	250
JustFab	208
Letgo	207
The RealReal	111
RueLaLa	94
Tradesy	53
FarFetch	36

### Have you ever browsed, purchased, or sold items through any of the following apps/sites?

Posed to all respondents

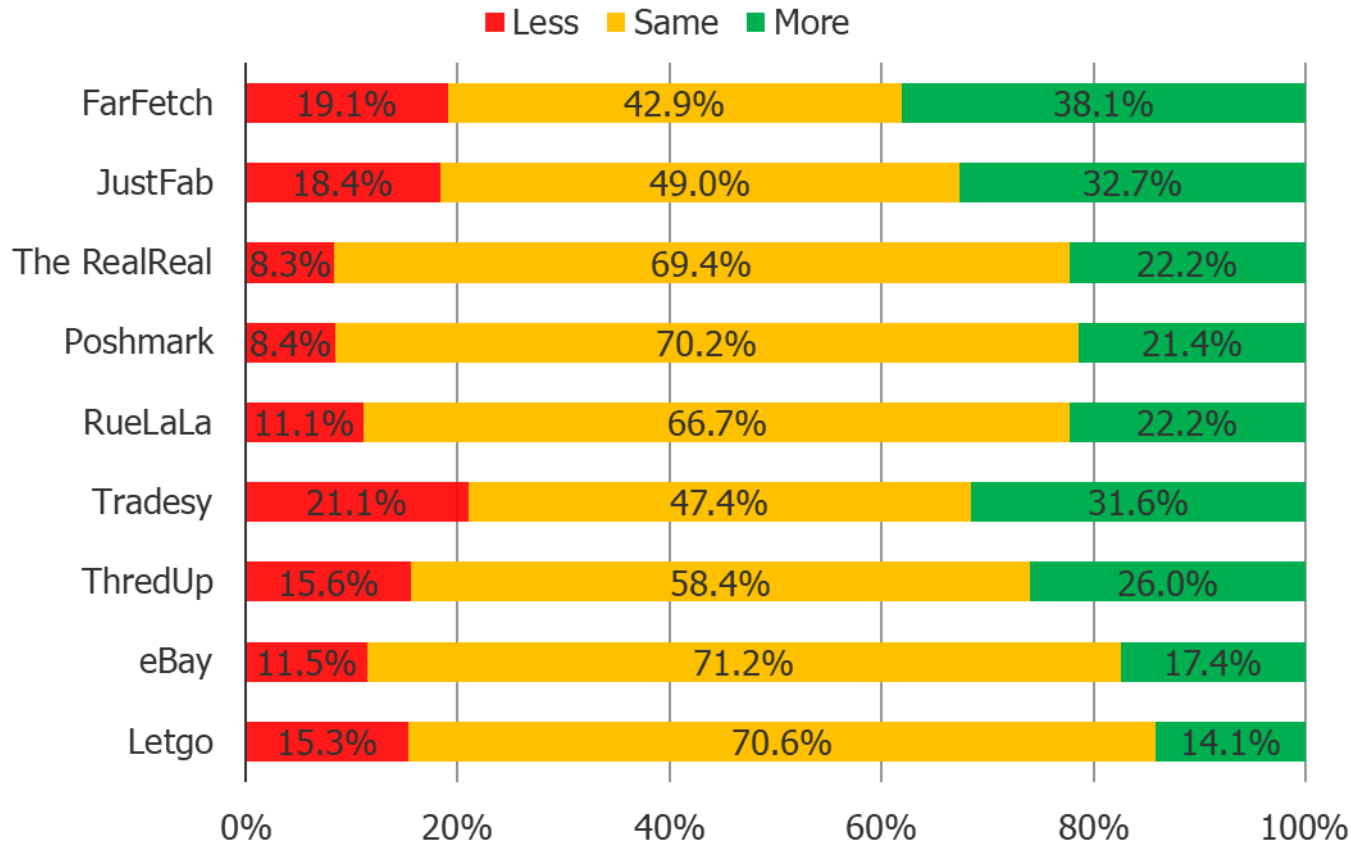


N = 552



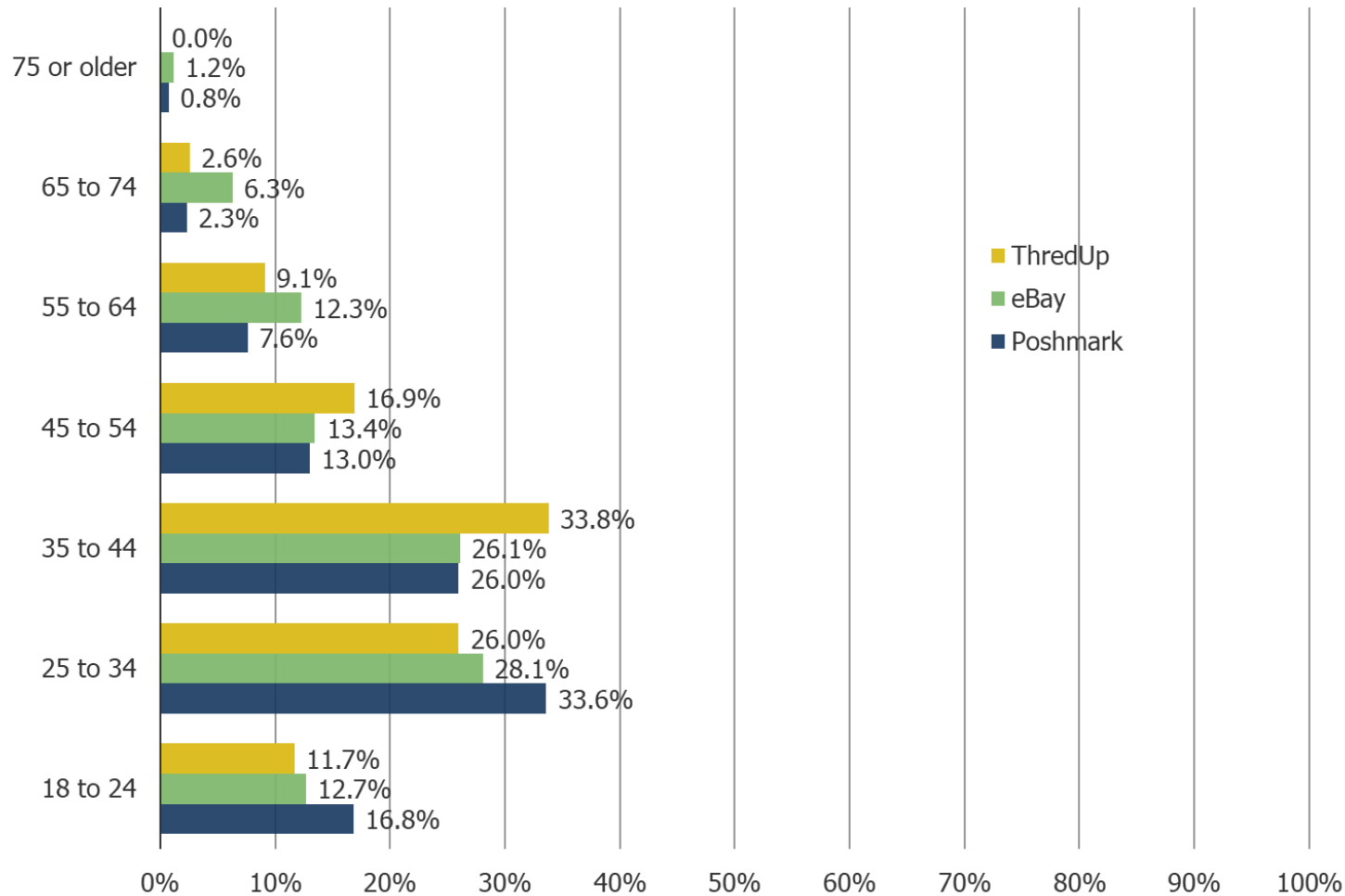
### In the future, would you guess that you will use this platform more, less, or the same as you are using it now?

Posed to respondents who have browsed or bought/sold from each of the following platforms.



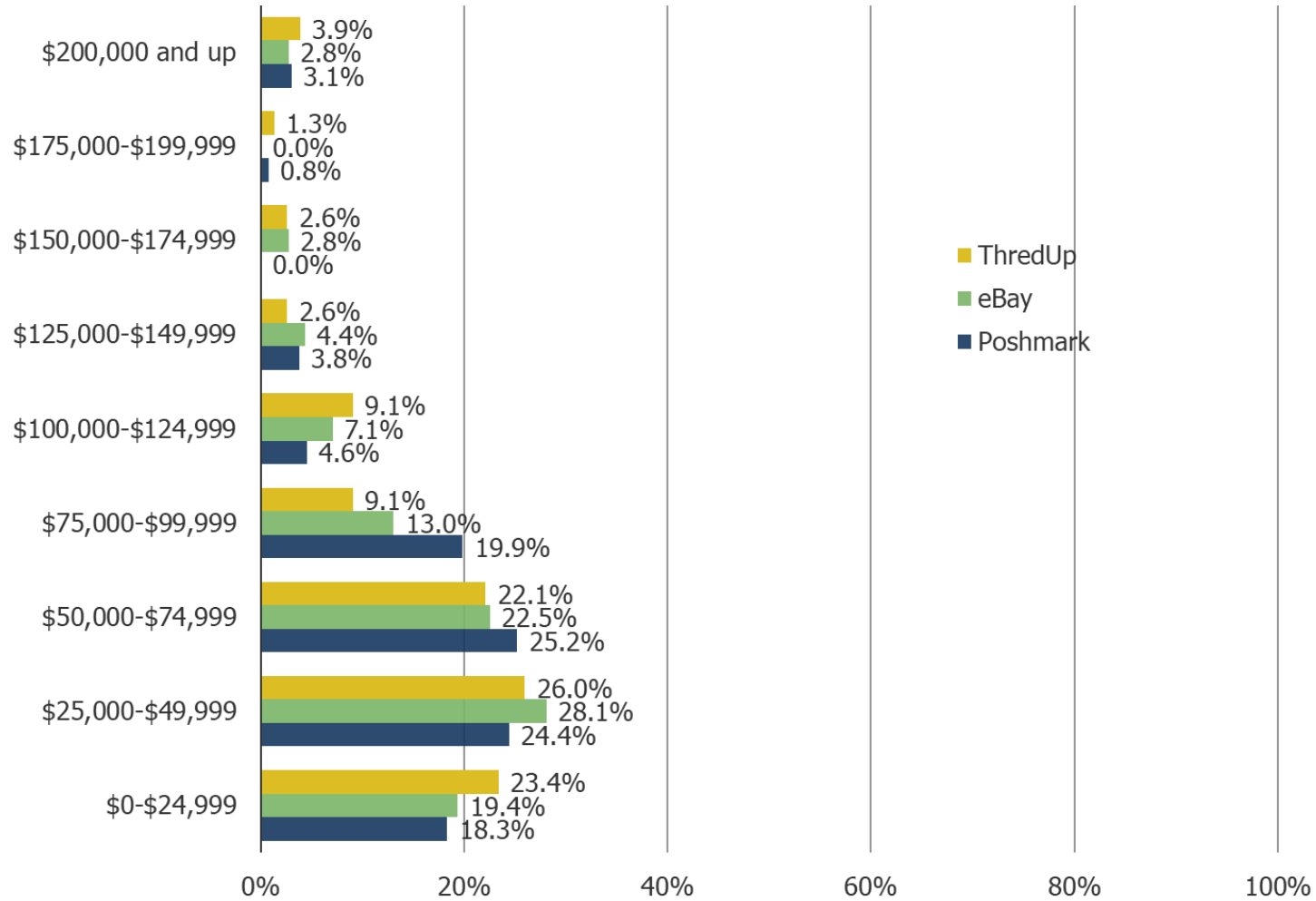
	N =
eBay	253
Poshmark	131
Letgo	85
ThredUp	77
JustFab	49
The RealReal	36
RueLaLa	27
FarFetch	21
Tradesy	19

### Demographics (Age of Users)



	N =
Poshmark	131
eBay	253
ThredUp	77

Demographics (Income of Users)



	N =
Poshmark	131
eBay	253
ThredUp	77