

A photograph of two women laughing joyfully in front of a window with sheer curtains. The woman on the left has blonde hair and is wearing a white shirt and a dark jacket. The woman on the right has dark, curly hair and is wearing a dark top. The word 'THREDUP' is overlaid in a light green, serif font at the top center.

THREDUP

Holiday Resale Report 2026

Secondhand's growing role in the holiday season

EXECUTIVE SUMMARY

The holidays ask a lot of people.

Americans expect more than twice as many social occasions this November and December as in a typical two months. Many plan to spend more and want something new to wear.

Secondhand is increasingly how they make it work.

More than three in five (62%) plan to buy secondhand this season, a growing share expect secondhand shopping to help them buy gifts for more people, and more than half plan to sell items from their closets to help pay for the holidays.

When a gift is meant to feel personal, secondhand is often the first choice.

Recipients value uniqueness nearly as much as the money a secondhand gift saves. And 55% would rather receive a one-of-a-kind, vintage or hard-to-find secondhand gift in excellent condition than a brand-new, mass-produced version, including over two-thirds (69%) of millennials.

42%

expect to spend more on the holidays than last year

35%

want something new to wear for holiday occasions (49% of Gen Z)

30%

expect secondhand to help them buy gifts for more people

53%

have sold or expect to sell items to help pay for the holidays

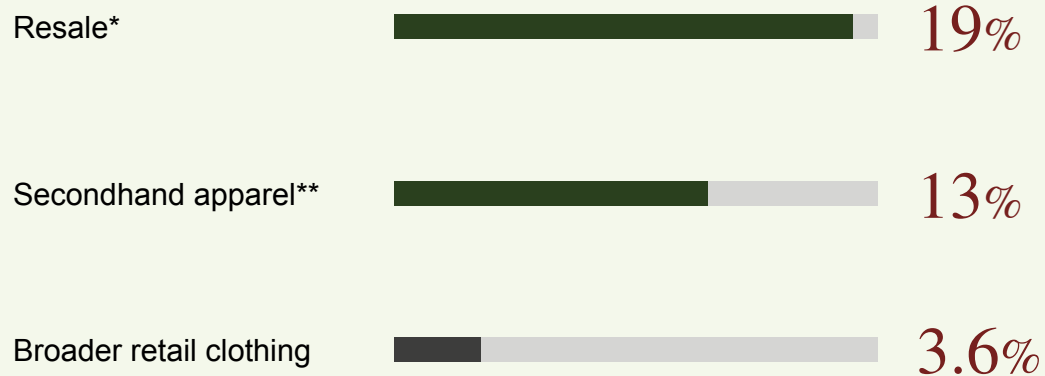
22%

would like a gift more after learning it was secondhand (30% of millennials)

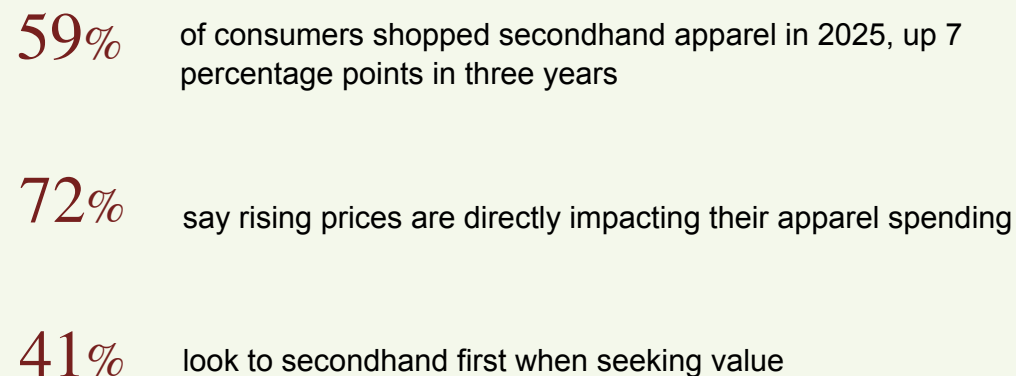
Secondhand is gaining share of apparel spending

U.S. resale is expected to nearly double by 2030, to \$48.3 billion.

U.S. APPAREL MARKET GROWTH, 2025



THE CONSUMER SHIFT



*Resale: a curated segment of the secondhand apparel market characterized by standardized listings and higher average selling prices; these platforms emphasize convenience and transparency and are primarily found online.

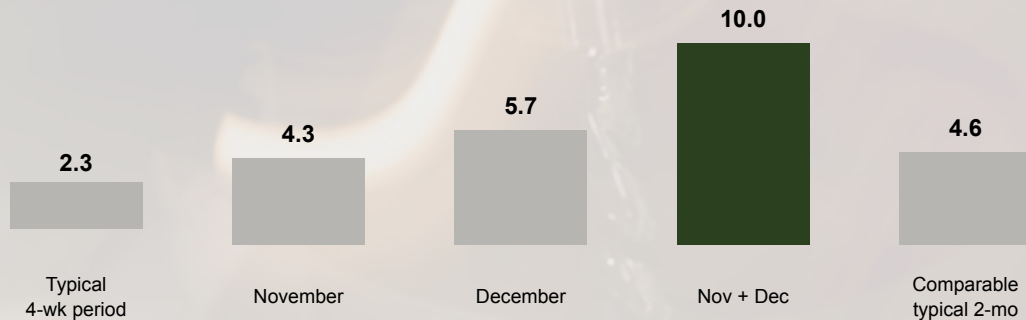
**Secondhand apparel: includes resale, donation and thrift channels.

Holiday occasions more than double in November and December

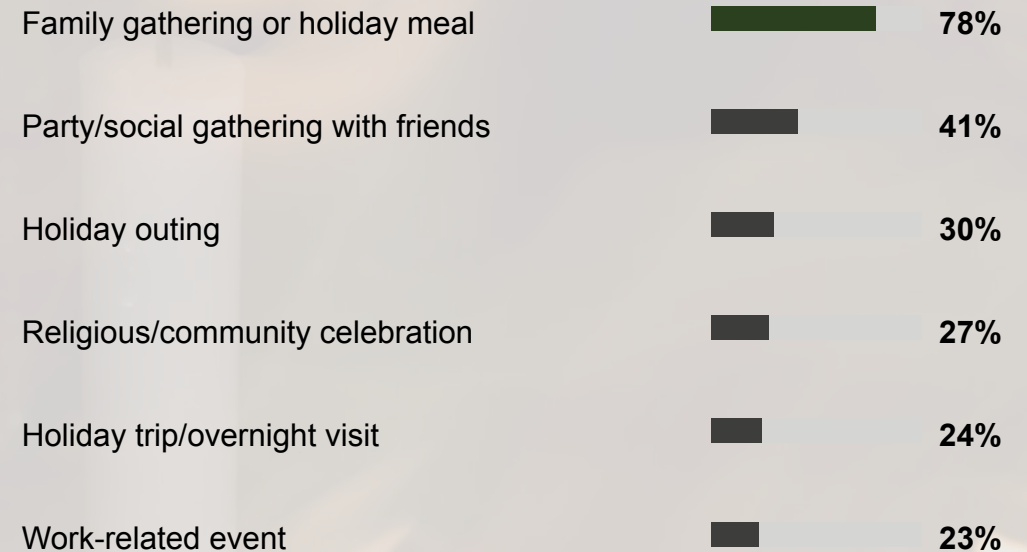
35% want something new to wear for these occasions, rising to 49% of Gen Z.

2.2x

as many social occasions during
November and December as during
a typical two-month period



MOST COMMON OCCASIONS

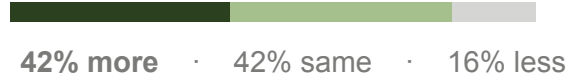


2.2x compares 10.0 expected occasions across November and December with approximately 4.6 during a typical two-month period. Survey measures social events or occasions attended or expected to be attended; occasion types are multi-select. 35% combines those who plan to buy something specifically to wear for holiday events (19.8%) and those who would like to but don't plan to (15.6%).

Holiday budgets are steady, but most have had to make tradeoffs

84%

expect to spend at least as much as last year



74%

made at least one tradeoff last holiday season

THE TRADEOFFS PEOPLE MADE LAST SEASON

38%

did not buy something for themselves

37%

spent less on a gift than they wanted

35%

repeated an outfit instead of wearing something different

27%

wore an old outfit instead of buying new

23%

chose a gift that was not their first choice

23%

did not buy an outfit for an occasion

18%

bought gifts for fewer people than they wanted

16%

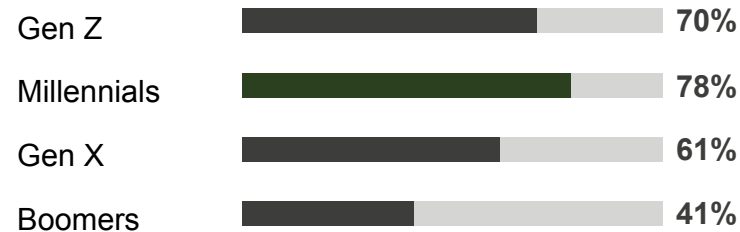
skipped an event they wanted to attend

More than three in five plan to buy secondhand this holiday season

62%

plan to buy at least one secondhand item during the 2026 holiday season

BY GENERATION



WHY SECONDHAND

58%

it costs less than new

53%

it makes their budget go further

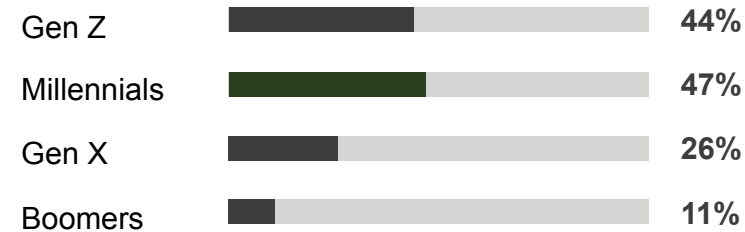
41%

it lets them afford better quality

32%

plan to buy secondhand clothing for special events or occasions

BY GENERATION



About 60% bought secondhand during the 2025 holiday season, based on respondents' recollection, vs. 62% planning to this year. Other planned secondhand purchases: clothing for everyday wear (40%), gifts for other people (30%), an item for themselves (29%) and holiday home decor (20%). Value reasons are among those planning to buy secondhand (multi-select). ~80%: average per-item savings vs. ThredUp's estimated retail price (MSRP) on eligible ThredUp purchases, Sept. 29, 2025–Sept. 28, 2026.



THREDUP

The shift to secondhand is showing up in holiday sales

ThredUp's holiday sales grew faster than its full-year sales over the past two seasons.

+37%

Holiday items sold, 2023 → 2025

vs. **+22%** for the full year

+49%

Holiday sales (GMV), 2023 → 2025

vs. **+41%** for the full year

HOLIDAY CATEGORY STANDOUTS



Dresses & One Piece

+47%

more sold during the holidays



Sweaters

+41%

more sold during the holidays



Activewear

+16%

more sold during the holidays

Find the value in your closet

Heading into the holidays, here's what sells for the most — and what sells fast — on ThredUp's Direct Listing.

HIGHEST VALUE (average sale price)

HANDBAGS

Brahmin · \$114
Tory Burch · \$114
Marc Jacobs · \$102
Coach · \$101
Longchamp · \$101

APPAREL

Mac Duggal · \$175
DÔEN · \$123
Veronica Beard · \$111
Ulla Johnson · \$102
House of CB · \$100

FAST & VALUABLE (sold in under 3 weeks)

APPAREL & FOOTWEAR

Barbour · \$91
Sézane · \$80
Aviator Nation · \$77
Hill House · \$72
On · \$60

HOLIDAY CATEGORIES WORTH LISTING (average sale price)

Leather jackets \$91 · Leather handbags \$82 · Coats \$78 · Cocktail dresses \$77 · Cashmere sweaters \$54

MOST SOLD: Coach (1,700+ handbags) and cocktail dresses (6,350)

FAST MOVERS: Longchamp handbags (about 9 days) and Alo (about two weeks)

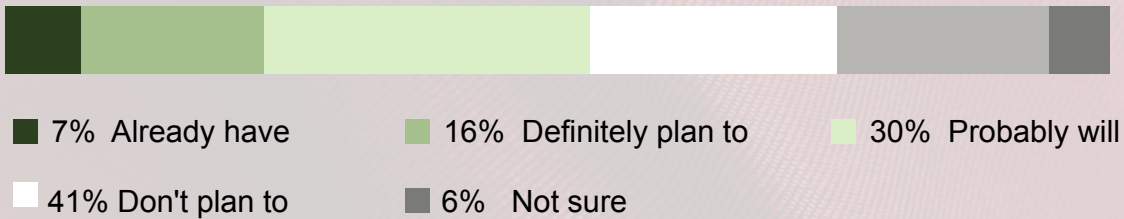
Based on a sample of items sold by individual sellers through ThredUp Direct Listing between Oct. 20, 2025, and Oct. 20, 2026. Brands and categories shown had at least 100 items sold. Handbag brand figures reflect handbag sales only. Fast & valuable brands are apparel and footwear brands averaging \$60 or more that sold in an average of under three weeks. Average sale price is before discounts and shipping; days to sell is the average time from listing to sale among items that sold. Prices are set by sellers. Results reflect this sample only and may not represent all ThredUp items.

More than half plan to sell from their closets to help fund the holidays

53%

have sold or expect to sell clothing, accessories or other items they own to help pay for holiday purchases

HOW LIKELY ARE THEY TO SELL:



For younger generations in particular, the closet is both a source of style and a potential source of spending power.

SOLD OR EXPECT TO SELL, BY GENERATION



ZERO SELLER FEE PEER-TO-PEER PLATFORMS

 **THREDUP** *Vinted* **depop** **StockX**

Secondhand is expected to capture more than a third of the holiday gift budget*

Those planning to shop secondhand this season expect to put **37% of their holiday gift budget toward secondhand items**, rising to 45% among millennials.

EXPECT SECONDHAND TO HELP THEM

30%

buy gifts for more people
(from 23% last year)

29%

get a preferred gift
(from 21% last year)

20%

buy something for themselves
(from 22% last year)



*Among those planning to buy secondhand this season; average share of their holiday gift budget. By generation: Gen Z 43%, millennials 45%, Gen X 32%, boomers 21%. Gift outcomes are among all respondents. Year-over-year comparisons are based on respondents' recollection of the 2025 holiday season.

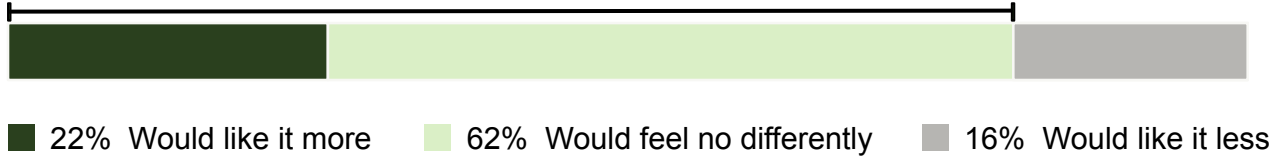
SECONDHAND GIFTING

A gift doesn't have to be new to be loved

84%

would like a gift they already loved the same or more after learning it was secondhand

84% SAME OR MORE



SECONDHAND GIFTING IS BROADLY ACCEPTED

72% open to receiving

71% open to giving

Hypothetical scenario; measures anticipated reaction to learning a loved gift was secondhand, not a completed gift exchange.



When it comes to gifting, one-of-a-kind beats brand new

IF THEY COULD RECEIVE ONLY ONE GIFT, THEY'D CHOOSE

55%

vs.

45%

One-of-a-kind, vintage or hard-to-find secondhand item in excellent condition

Rising to **66%** of Gen Z and **69%** of millennials

Brand-new, mass-produced version

WHY SECONDHAND GIFTS ARE WELCOMED

Uniqueness (52%) is nearly as big a reason as value (55%), and among millennials it comes first (59% vs. 52%).



One-of-a-kind refers to a vintage or hard-to-find secondhand item in excellent condition; results don't apply to all secondhand gifts. By generation: Gen Z 66%, millennials 69%, Gen X 55%, boomers 31%. Reasons are the share ranking each in their top three; other reasons include quality (45%), sustainability (42%), effort (37%), trust in condition and authenticity (35%) and vintage character (34%).

SOURCES, METHODOLOGY & GLOSSARY

GLOBALDATA HOLIDAY CONSUMER SURVEY

The consumer data in this report is derived from a survey of 2,123 U.S. adults (18+) nationally representative in terms of age, gender, location and income. Surveying was carried out between September 4 and September 18, 2026. The Silent Generation is not shown separately because of its small sample size.

INTERNAL THREDUP MARKETPLACE DATA

Where noted, data in this report is derived from ThredUp's proprietary marketplace and transaction data. These findings are used to provide observed evidence on secondhand value and holiday shopping behavior alongside the consumer survey. Each finding notes its measurement period and definitions.

GLOBALDATA MARKET SIZING

Market growth figures and projections are from GlobalData's 2026 Market Sizing and Growth Estimates, as published in ThredUp's 2026 Resale Report. Market data analysis was conducted in January 2026. Figures reflect full-year performance, not the holiday season.

GLOBALDATA CONSUMER RESALE SURVEY

Full-year consumer secondhand figures on the market slide are from a GlobalData survey of 3,268 U.S. adults conducted January–February 2026, as published in ThredUp's 2026 Resale Report.

SECONDHAND

Previously owned items sold to a new buyer, as distinct from new, first-sale merchandise. In the holiday survey, this covers all categories, including apparel, gifts and home decor. In market sizing, it refers to apparel and includes both resale and donation and thrift channels.

RESALE

A curated segment of the secondhand market characterized by standardized listings and higher average selling prices. These platforms emphasize convenience and transparency and are primarily found online.

GEN Z

respondents born approximately 1997–2012

MILLENNIALS

respondents born approximately 1981–1996

GEN X

respondents born approximately 1965–1980

BOOMERS

respondents born approximately 1946–1964