

A photograph of two women standing side-by-side against a plain, light-colored background. The woman on the left is Black with her hair in braids, wearing a black leather jacket over a grey top, and is smiling with her eyes closed. The woman on the right is white with long blonde hair, wearing a grey jacket with a bright green lining over a white t-shirt, and has her hand on the shoulder of the woman on the left. The word 'THREDUP' is written in a light green, sans-serif font at the top center. The title '2025 Consumer Holiday Report' is written in a white, serif font across the middle of the image.

THREDUP

2025 Consumer Holiday Report

“While the macroeconomic picture remains unclear, consumers aren't stopping their holiday traditions—they're just getting more strategic on how they participate. They're seeking the highest value, and that path is increasingly through resale,”

James Reinhart

CEO and Cofounder of ThredUp



The Resale Reckoning

In a holiday season defined by economic headwinds, consumers are shopping smarter and more strategically. ThredUp's 2025 Consumer Holiday Report reveals that while holiday spending appears resilient, a significant and intentional pivot to resale is underway.

Surveying 2,000 consumers, the following confirms the **secondhand is becoming an integral part of holiday plans**, driven by the desire for both value and uniqueness.



Defying Recession Fears

Holiday Budgets Remain Strong, With a Resale Twist

40%

*Shoppers' budget allocated for secondhand gifts
– up from the 30% they allocate in their
everyday shopping.*

Despite economic anxiety impacting nearly 58% of shoppers, consumers don't seem to plan on pulling back on shopping.

Nearly half of respondents anticipate increasing their holiday spend, with Millennials and Gen Z are driving the upward trend.

52% of them say they are more likely to focus on getting more items for less money this year.

"Secondhand gifting isn't just about saving money; it's emotional. It allows you to find something truly unique or nostalgic that carries a story, which often means more to someone than a brand-new item. Consumers are finding that the best gift doesn't have to be new, it just has to be special."

Kristen Brophy

Senior Vice President of Marketing at ThredUp



The Hunt for Unique

Value and One-of-a-Kind Finds Drive Secondhand Gifting

Consumers are turning to resale for three primary reasons:

62%

Save money and get a better value

56%

Discover unique, one-of-a-kind items (56%)

30%

Find items no longer sold new (vintage, discontinued, limited edition)

The Stigma is Gone

Secondhand is Now a Preferred Gift

The stigma around giving and receiving secondhand gifts continues to fade rapidly.

Nearly **two-thirds (66%)** of all shoppers are open to giving pre-owned gifts. This openness jumps to 80% among Millennials.

They are even more enthusiastic about receiving secondhand gifts.

More than two-thirds of consumers are happy to receive secondhand items, driven by a desire for scarcity and value.

Their wish list is topped by: **Vintage items (46%)**, **Rare or Collectible items (39%)**, and **Luxury goods (30%)**.



Resale Revenue Stream

Shoppers Fund the Holidays by Selling Their Closets

Beyond buying secondhand, consumers are using resale as a way to fund their holiday spending. Nearly 47% of respondents plan to or are considering selling their own items to help pay for gifts.

“Close to half of all shoppers are turning old items into cash they can use for holiday gifts. This circular strategy is becoming a major part of how they fund their holiday spending,” said Reinhart.

This trend is overwhelmingly common among younger generations: **Millennials (70%) and Gen Z (57%) are most likely to embrace this strategy.**

The items they are most likely to sell are:

58% Outgrown or unwanted apparel

48% Electronics

46% Designer/Luxury Items

What Consumers Are Gifting This Year

Apparel, Accessories, and Nostalgia

The particularly high interest from younger demographics is notable: **56% of Millennials are considering buying Women's Apparel and 54% are considering Accessories.**

"This data highlights the power of the resale mix: a blend of timeless basics and collectible vintage. Categories like accessories and apparel offer the variety shoppers crave, whether they're scoring a great deal or hunting for a one-of-a-kind treasure. In my opinion, scarcity is what makes the gift feel truly special," said Brophy.

The top secondhand categories shoppers are considering gifting this year are:



The Secondhand Market is Essential, Not Alternative

With consumers actively seeking value, uniqueness, and sustainable options, the secondhand market is perfectly positioned to meet their needs this holiday season.

The 2025 holiday shopper is an empowered and financially savvy one, who has embraced circularity as a core part of their gifting strategy.



Questions?

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Fashion, meet Forever