

Gen Z is Turning Resale into an AI-Powered System

Resale is the default entry point to shopping

58%

say they check secondhand before buying new.

45%

say they do this to access to higher-end brands.

AI is now managing the shopping process

48%

use AI shopping tools, and 63% say they're comfortable with agentic buying.

51%

use AI for resale, using tools like visual search fit tools.

Clothing is treated as a tradable asset

67%

consider resale value before a purchase.

52%

are more likely to buy when resale or trade-in is built in.

Resale is no longer a behavior. It's becoming an AI-assisted system for how Gen Z discovers, buys, and exits clothing.