

Consumer trends

SECONDHAND SHOPPING AND REPAIR 2023

Exploring the latest insights from Euromonitor's 'Megatrends: Understanding Sustainable Consumers 2023' report, this infographic highlights the increasing global consumer shift towards secondhand shopping and repair practices.

Secondhand Shopping

A Growing Market for Secondhand Goods

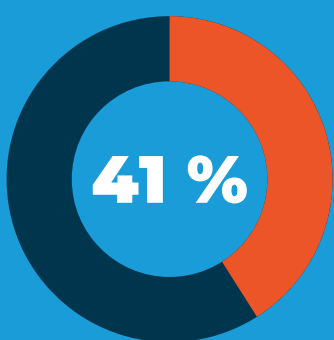
Mostly driven by economic pressures, younger generations buy pre-owned products regularly.



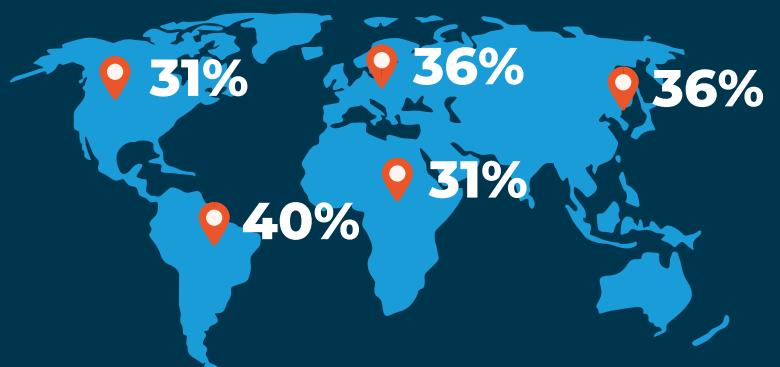
24%

buy secondhand to help the environment

Choosing Longevity Over Newness



of consumers repair a product instead of replacing it



Repairing and recycling habits

40% of Latin Americans adopt a zero-waste lifestyle, followed by 36% in Europe and Asia Pacific, and 31% in North America.