

Love for Preloved: Voices of Real People

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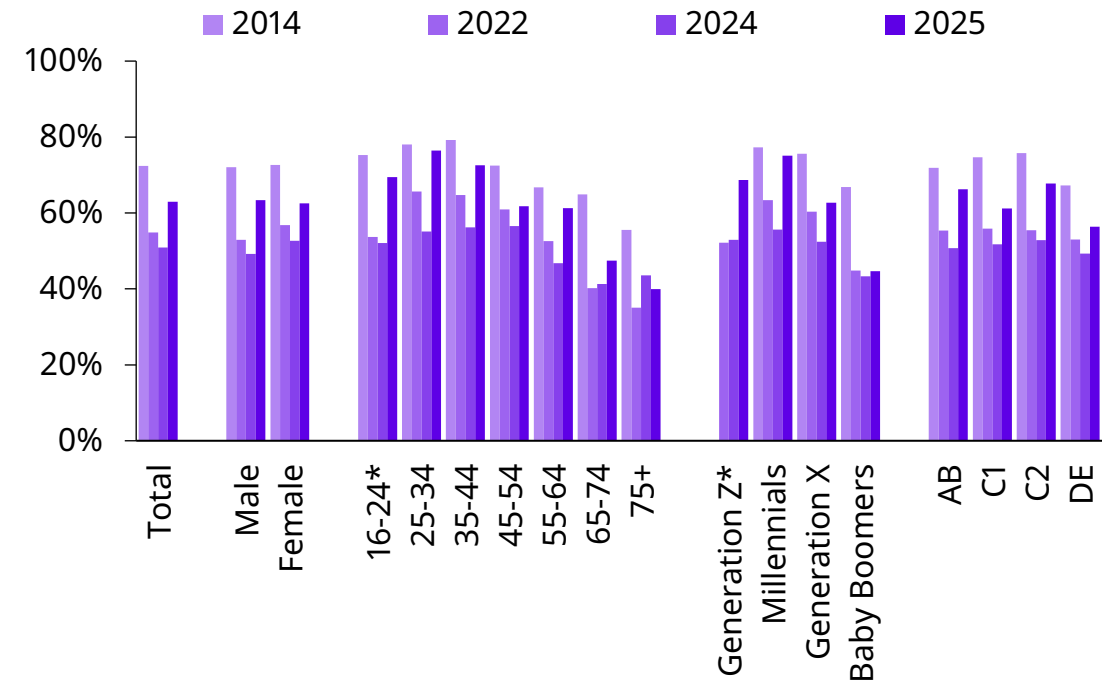
Consumer trends & behaviour

In UK, 51% of consumers have bought a product via a reselling platform in 2024, raising to 63% in 2025.

Globally, 49% of consumers have bought a product via a reselling platform (nine-country average, 16+, 2024)

Millennials are the generation most likely to both buy and sell resale.

"Which of these things have you done already and which are you interested in doing in the future?" Bought a product through a reselling platform | % selecting I have done this

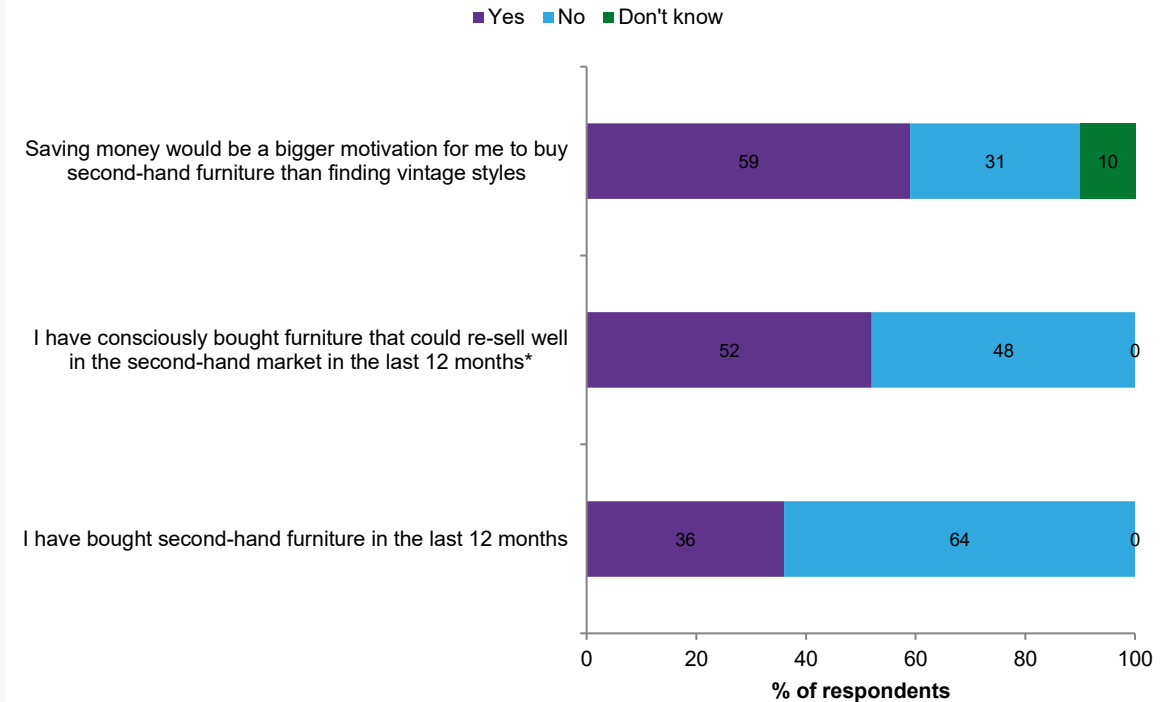


36% of consumers reporting that they have bought second-hand furniture in the past 12 months.

Over a third of consumers have bought **second-hand furniture** products in the past year, with saving money being the key motivation for engagement with this market.

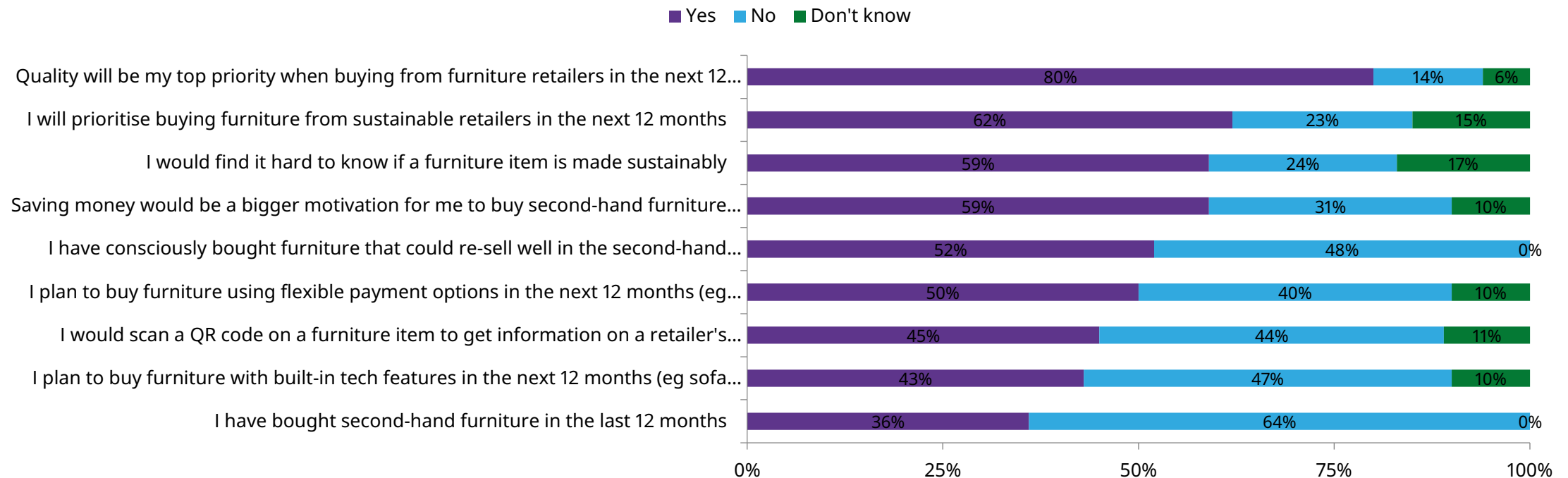
As second-hand shopping becomes more ingrained in furniture buying behaviours, it has fed into more intentional engagement with the new furniture market. Over half of furniture buyers have consciously made **purchases with resale value in mind**. This is particularly prominent among **under 35s and higher earners**, who are less likely to place price at the forefront of their purchase decision.

UK: second-hand buying behaviours, 2025

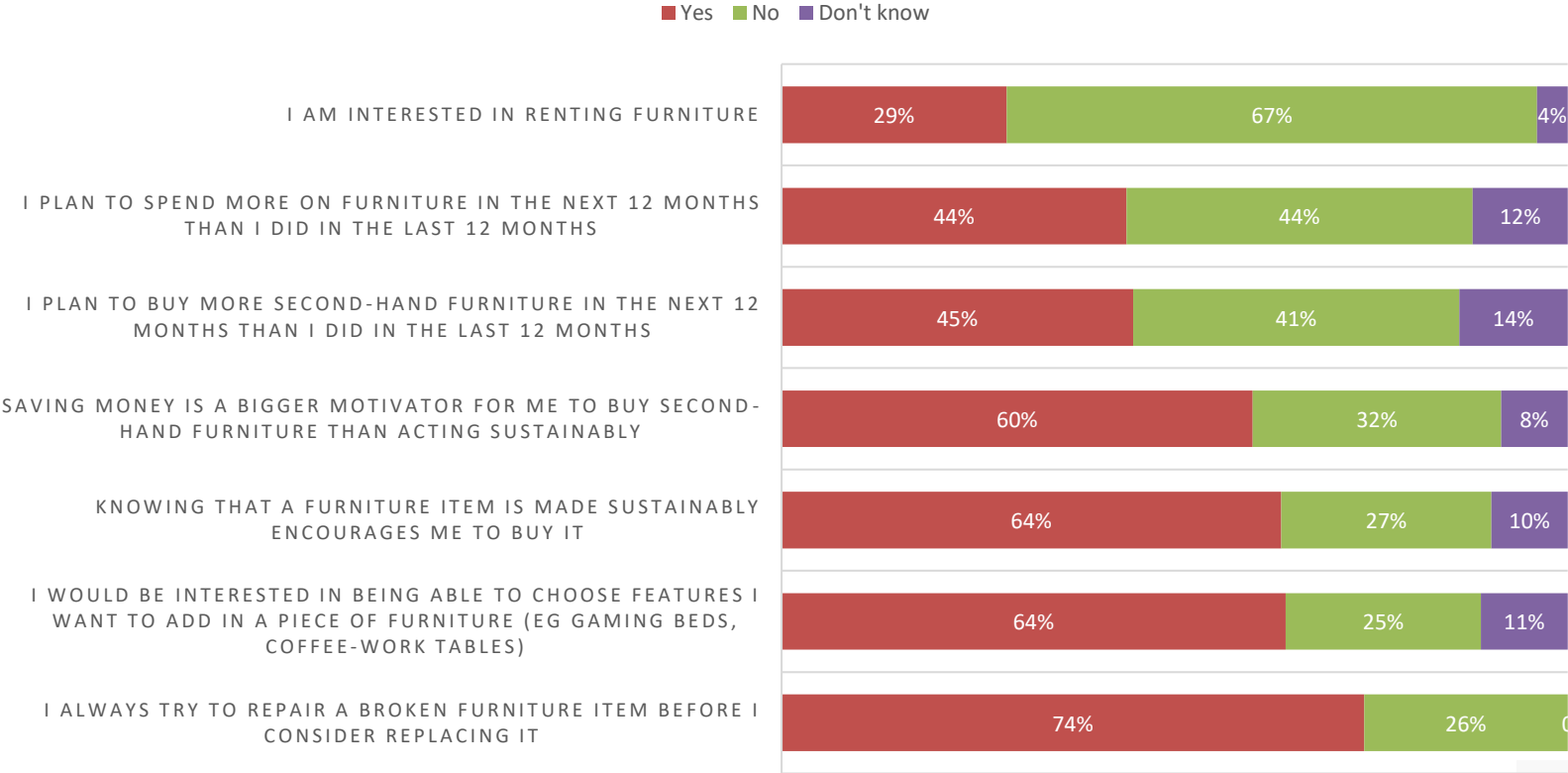


Buying more second-hand or refurbished items over the next 12 months is driven by cost saving

Saving money is the primary motivator, but sustainability and the potential for resale value are also important, especially among under-35s and higher earners

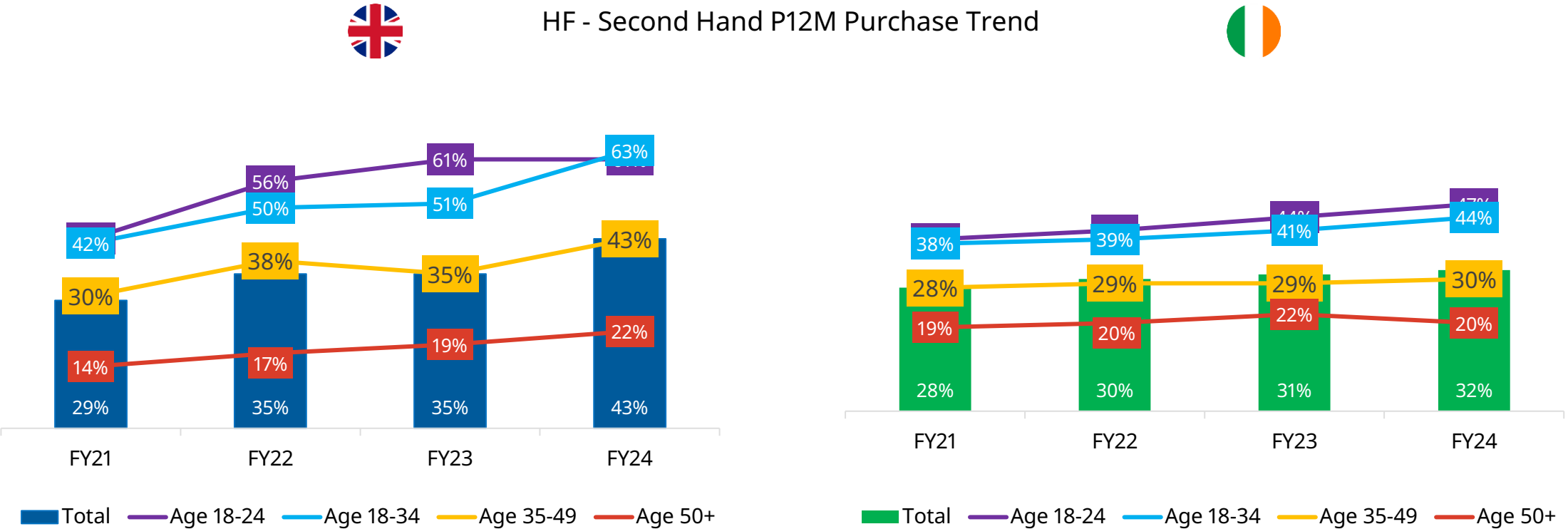


In the furniture market, 45% of consumers say they plan to buy more second-hand furniture in the next 12 months than they did in the previous year

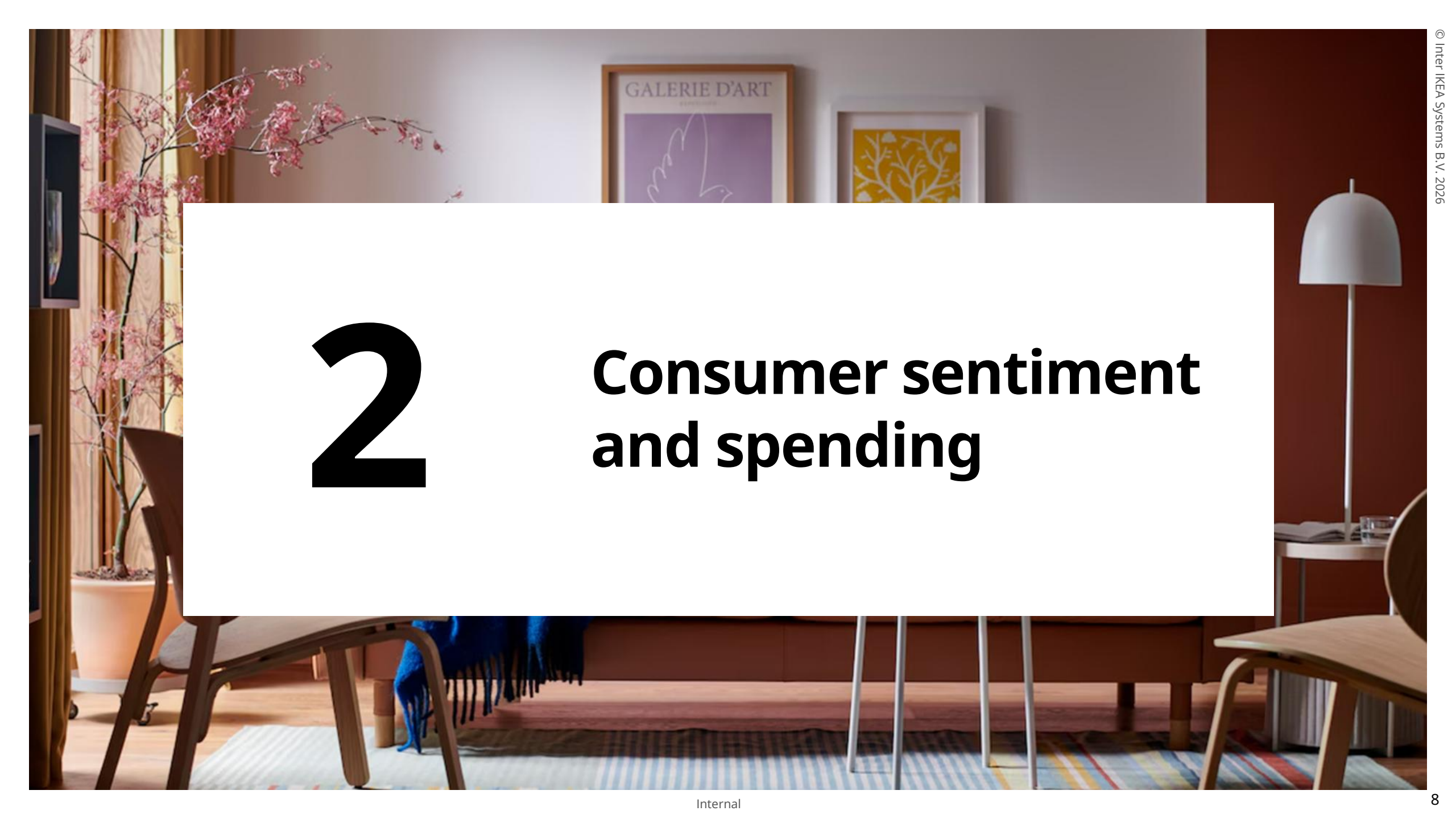


Base: 1,051 internet users aged 16+ who have bought furniture in the last 12 months, Mintel, Furniture Retailing , Kantar Profile, Minte 2024

Second hand purchase is on the rise amongst category buyers, particularly in the UK, potentially increasingly stealing purchase from the category and indicating opportunities for us to strengthening our own position in second hand / circularity



Source: NGCT

A modern living room interior. In the foreground, a wooden chair with a curved back is partially visible. To the left, a potted plant with pink flowers stands next to a wooden sideboard. In the background, a framed picture of a hand is on the wall, and a lamp with a white dome shade is on a small table. The floor is covered with a striped rug.

2 Consumer sentiment and spending

We're always on the look out for what feels *different* when we go back out to speak to people

For the last few years there's been omnipresent anxiety about life today

This feels **even more** pronounced this time than before

Even people with stable incomes (including those in dual-income homes) are feeling cautious about their spending

There's a pronounced sense of 'what if?'

Cost of living is causing behavior change

*"We are now actively downsizing our home. We can use the "spare" money to go on holidays for example. Our weekly food shopping bill has gone up by approximately £30 - £40 since last year but I do have a pre-teen and a teenager in the house now so they do eat a lot of food."
Female, 36-45, Wales"*

Source: , Incling Platform consumer community February 2025

"The cost of living is horrendous We have had to really have a very strict budget especially when it comes to food shopping. We have been making a meal plan and shopping list every week in order to try and reduce our food bill. We have also been trying not to have the heating on too much at home in order to reduce our gas bill." Female, 36-45, North West

*"We are spending less on wants and more on needs." Male, 36-45"
Wales*

What are they actively cutting back on?

There's a reduction in the 'nice things' that used to bring them joy

Eating out/takeaways, holidays, clothes, branded goods, going for 'just a coffee'

Lots of evidence of retailer switching, especially to discounters like Aldi and Lidl.

But also, a reduction in the fundamental human needs

Putting the heating on at all, or only heating single rooms at home (problematic for retired people at home all the time, home-workers and those with health conditions)

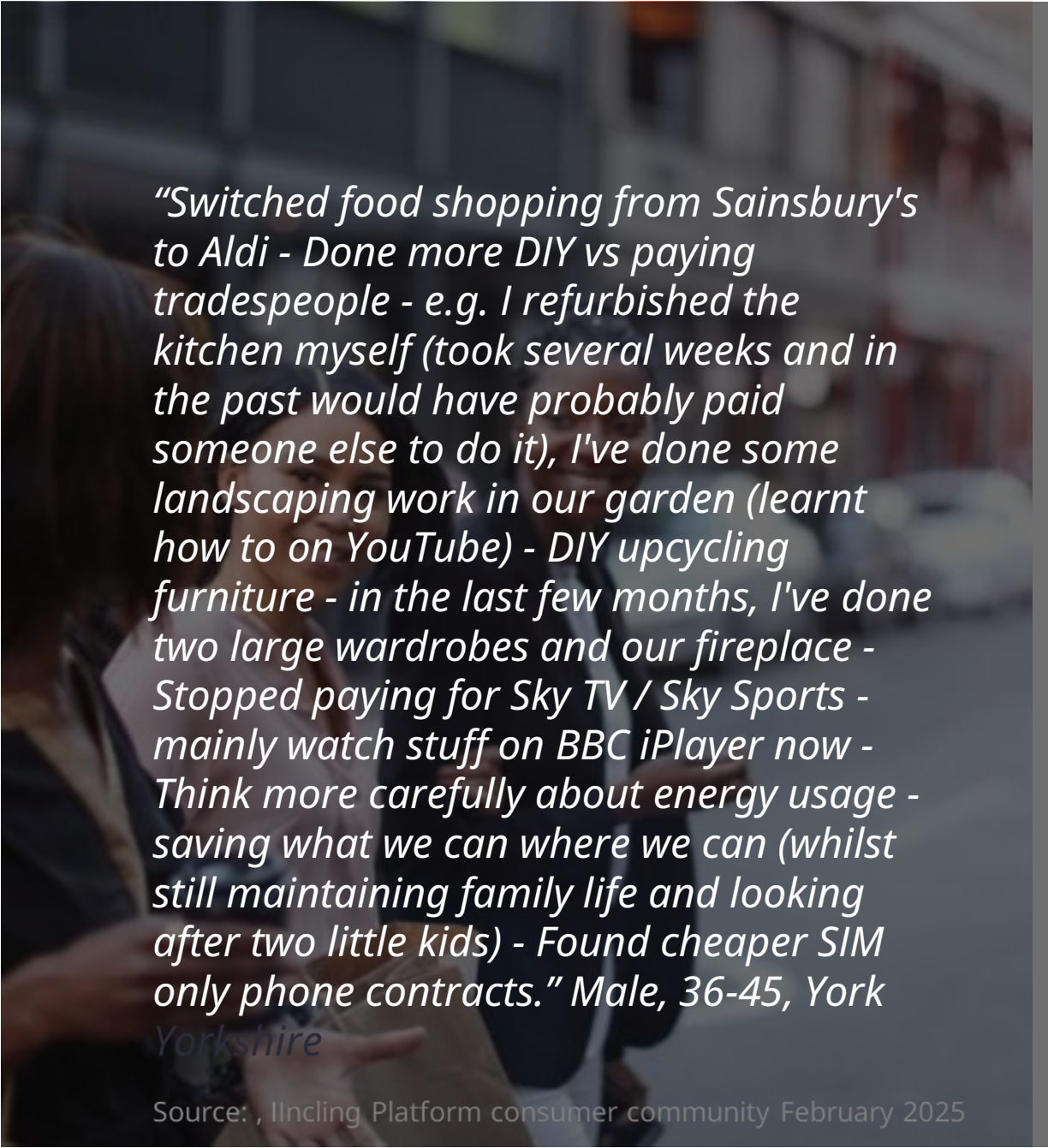
Trying to combine trips to save fuel

People are shopping differently

Everyone provided lists of things they're doing differently when it comes to food shopping

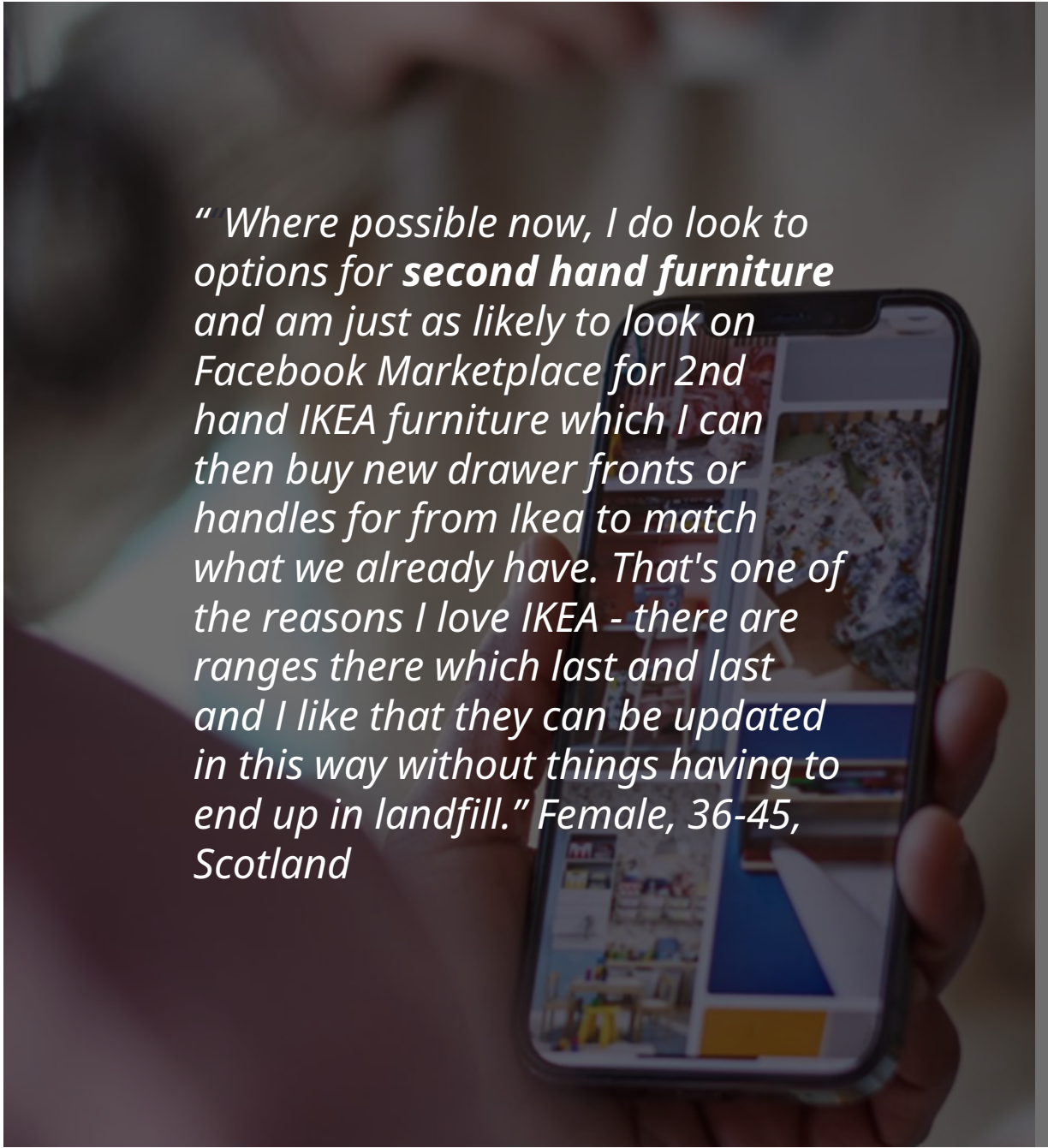
- Going to more shops to get better deals
- Looking for online discount codes
- Doing Click and Collect to avoid impulse purchases
- Avoiding top up shops in expensive local stores
- Researching more before making final decisions

Homewares and fashion also continuing to show a shift to pre-loved (few say secondhand anymore)



"Switched food shopping from Sainsbury's to Aldi - Done more DIY vs paying tradespeople - e.g. I refurbished the kitchen myself (took several weeks and in the past would have probably paid someone else to do it), I've done some landscaping work in our garden (learnt how to on YouTube) - DIY upcycling furniture - in the last few months, I've done two large wardrobes and our fireplace - Stopped paying for Sky TV / Sky Sports - mainly watch stuff on BBC iPlayer now - Think more carefully about energy usage - saving what we can where we can (whilst still maintaining family life and looking after two little kids) - Found cheaper SIM only phone contracts." Male, 36-45, York Yorkshire

Source: , Incling Platform consumer community February 2025



*" Where possible now, I do look to options for **second hand furniture** and am just as likely to look on Facebook Marketplace for 2nd hand IKEA furniture which I can then buy new drawer fronts or handles for from Ikea to match what we already have. That's one of the reasons I love IKEA - there are ranges there which last and last and I like that they can be updated in this way without things having to end up in landfill." Female, 36-45, Scotland*

People are shopping differently



Vinted

We've been hearing people talk about these stores for a while.

But this time, they were mentioned more than ever.

Aldi/Lidl for the obvious reasons, many either using more frequently or almost entirely now.

Vinted has never come up as often, or with as much appreciation.

Many mentioned that they simply won't buy new anymore, both for lower prices and with sustainability benefit as further emotional credits

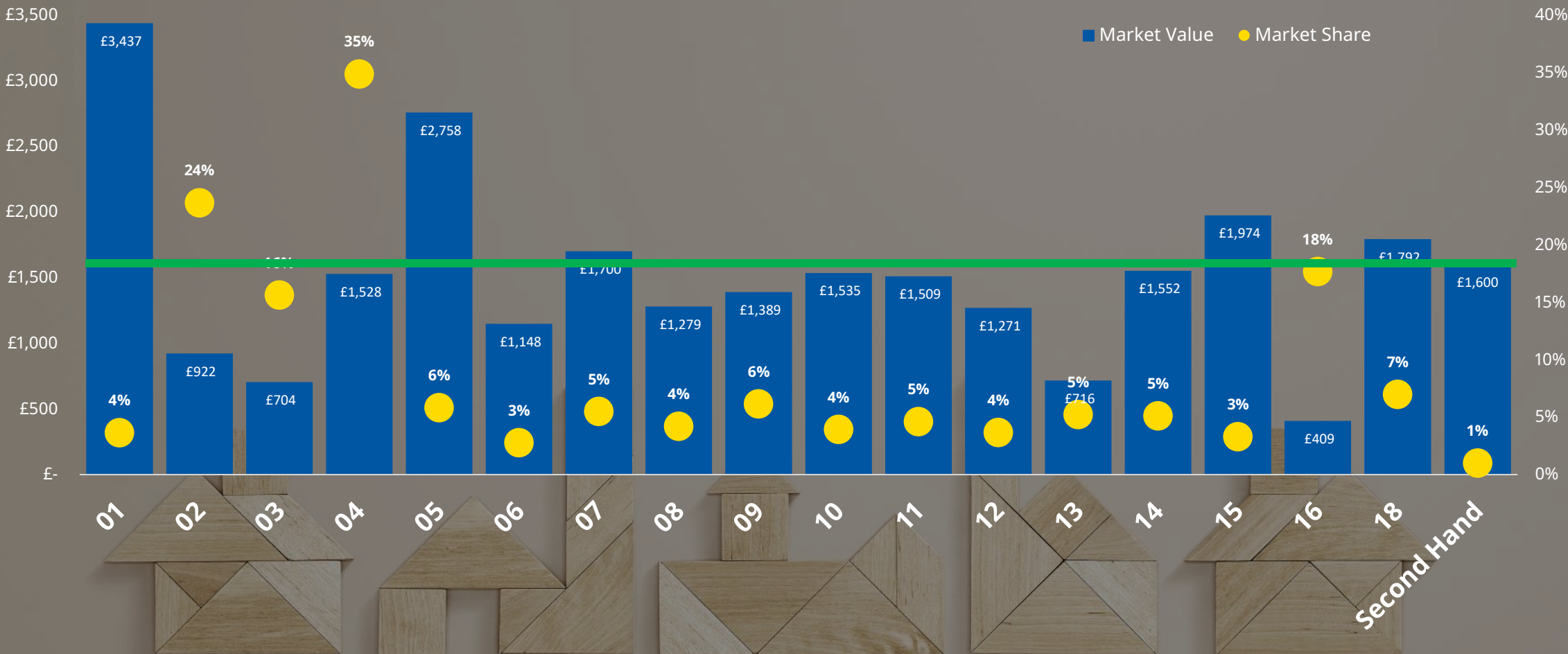
Key Competitors who lead the Market Share

1. **eBay** — because of its breadth, large user base, and being a general marketplace where many furniture items are listed among many other used goods
2. **Vinterior** — as a specialized furniture/vintage platform, very strong in its vertical niche and for higher-end / curated pieces
3. **Gumtree** — especially for local, bulky items and regionally posted furniture, used in many cities and towns
4. **Physical / charity / local second-hand furniture stores** — collectively very significant, though fragmented
5. **Niche / office-furniture refurbishers / local platforms** — important in their segments but not dominant at national scale

In Ireland specifically, the market is more fragmented and local. The dominance of eBay, Gumtree (or equivalent classifieds in Ireland), and local second-hand / vintage shops is stronger, while Vinterior may have presence but less dominance than in the UK.

Vinted has now begun to offer the platform to sell second hand furniture also.

The market potential varies across all categories



What is our Second-Hand offer?



Buyback and Re-sell

Owner Services, Alex Herbert

[IKEA Buyback & Resell -
IKEA UK](#)



ASIS online and In-Store

Owner PQR, Andrew Westland

[Re-shop and Re-use
online - IKEA UK](#)



Peer to Peer Platform

Owner Services, Charlotte Markham

[Give used IKEA products
a new life - IKEA Spain](#)

Key take aways for second hand market

Affordability Loves Sustainability

- Cost-of-living pressures are reshaping behaviour — customers seek value, longevity, and flexibility.
- **Second-hand and refurbished purchases are now mainstream (63% of UK consumers in 2025).**
- “Pre-loved” has become smart spending, not compromise — aligning affordability with sustainability.
- **IKEA can lead by showing that Affordability Loves Sustainability — offering circular solutions that save money and resources.**

Second-hand Customers Visit More

- **One of the top 6 reasons customers visit but don't buy from IKEA is because they choose to buy second-hand elsewhere.**
- Customers visit second-hand platforms (eBay, Vinted, Gumtree) frequently — IKEA can attract these visits back into our ecosystem.
- **Core segments (Inspiration Seekers, Smart Spenders, Confident Improvers) show the highest engagement and desire for resale, repair, and recycling services.**
- Second-hand services strengthen reasons to return, increasing frequency and relevance through resale, repurchase, and repair loops. Second hand customers visit 6x more

Being a good business is good business

- Circularity and take-back close the loop — extending product life and keeping materials in use.
- **Growth potential of £3bn across UK & Ireland (particularly £2.3bn with non-customers) shows that sustainable growth and business growth go hand-in-hand.**
- Offering buy-back, recycling, and resale services directly supports our People & Planet Positive ambitions.
- **IKEA is uniquely placed to make circular living simple, accessible, and desirable — proving that being a good business is good business.**



Tack!

