

THE RISE OF THE RESALE SECOND-HAND MARKET IN EUROPE 2021

TOP 10 Sustainable Marketplaces operating in Europe

	N° vs 2020	Parent company	Company		Country	Category	Sector
1	↑ Up	Vinted	Vinted		Lithuania	C2C Pure Player	Fashion - Jewelry - Baby
2	↓ Down	eBay Inc	eBay		USA	B2C & C2C Pure Player	Mass Merchant
3	↑ Up	Vestiaire Collective SA	Vestiaire Collective		France	C2C Pure Player	Fashion - Jewelry - Baby
4	↑ Up	StockX LLC	StockX		USA	C2C Pure Player	Fashion - Jewelry - Baby
5	↑ Up	Etsy Inc	Depop		UK	C2C Pure Player	Fashion - Jewelry - Baby
6	↑ Up	Artpal	Artpal		USA	C2C Pure Player	Art, Craft & Gifts
7	↓ Down	Etsy Inc	Etsy		USA	C2C Pure Player	Art, Craft & Gifts
8	↑ Up	Rubylane	Rubylane		USA	C2C Pure Player	Art, Craft & Gifts
9	↓ Down	Amazon Inc	Amazon (+handmade)		USA	B2C Pure Player	Mass Merchant
10	↑ Up	Spoonflower Inc	Spoonflower		USA	C2C Pure Player	Art, Craft & Gifts

Resale / Second-hand

OVERVIEW OF KPIS FOR SUSTAINABLE MARKETPLACES

- Cross-border sustainability objectives
- Cross-border business model
- Cross-border shopping experience
- Certification & labels
- Sustainable product assortment
- Last mile logistics & transport carriers
- Brand partners
- Far East manufacturing & transport
- CO2 carbon footprint measurement & offset
- Sustainability executives (CSR)

Source: Cross-Border Commerce Europe

