

## New Survey from Value Village® Shows Thrifting is Gaining Momentum in Canada

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From environmental considerations to the thrill of the hunt, shopping secondhand is increasingly a preferred choice for Canadian consumers

TORONTO--(BUSINESS WIRE)-- Today, Value Village®, the largest for-profit thrift operator in the Canada for value priced pre-owned clothing, accessories, and housewares, released its **2024 Thrift Report**. Data from the report highlights how thrifting, a once niche activity, is growing into a mainstream retail choice for Canadian consumers.

“Our data clearly shows that Canadians’ attitudes and interests towards thrifting is changing how people shop,” shares Nicole McPherson, Vice President of Canada Field Operations, Value Village. “With more than 40 per cent of Gen Z thrifting, we expect momentum and trends in the industry to continue. The change is driven by a number of factors including economic, environmental and social benefits.”

The survey confirms that secondhand shopping is growing in popularity across all age groups and demographics, making it clear that thrift is reshaping the retail landscape.

- 90 per cent of Canadian consumers have engaged with a thrift store through shopping, donating, or both (up from 83 per cent in 2022); nearly one in three have thrifted in the past year alone, and more than 40 per cent of Gen Z are thrifters.
- In-person thrift store experiences continue to dominate. Secondhand shoppers report spending 6.8 times more at brick-and-mortar thrift stores compared to online resale. Eighty-three cents of every dollar they spend on pre-owned apparel is spent in-store.
- More than 3 in 10 consumers say that secondhand clothing makes up more than a quarter of their wardrobe

, and nearly 40 per cent of thrifters purchase secondhand clothing at least once per month. Gen Z consumers rely on secondhand clothing even more – six in 10 say more than a quarter of their wardrobe is secondhand.

- Thrifting extends beyond apparel . Canadian consumers say they shop many secondhand categories beyond apparel, with more than eight in 10 having bought at least one non-apparel category. Leading categories include books (46 per cent of Canadian consumers), furniture (38 per cent of Canadian consumers), home décor (34 per cent of Canadian consumers), and housewares/kitchenware (32 per cent of Canadian consumers).

“Thrift, a once-niche retail segment, is having a major cultural moment,” said Value Village<sup>®</sup> Chief Executive Officer Mark Walsh. “It is incredibly encouraging to see shoppers of all ages, and particularly younger generations, embrace the secondhand economy. This is the kind of mentality that is going to start to truly make a difference in embedding a reuse mindset in our global culture.”

Drivers behind the popularity of thrift go beyond the historic draws of thrifting; while wallet-friendly prices and eco-friendly satisfaction continue to factor into shoppers’ decisions, there are several broader cultural trends contributing to the gain in momentum around thrifting:

- There is an emphasis being placed on unique style . Six in 10 respondents like owning unique, one-of-a-kind items. More than one in three thrift shoppers say that secondhand is more stylish than new clothing.
- Treasure hunting is a consistent draw . Half of thrift shoppers say they started thrifting because of the potential treasure hunt, and more than seven in 10 thrifters say they enjoy the treasure hunt of searching for items; a large majority of thrifters (two in three) say they have found a treasure while thrifting.
- Thrifting is becoming a social pastime . Citing the enjoyment of shared experiences with friends and family, more than 40 per cent of thrifters say they consider thrift shopping a social activity that they like to do with others. Nearly eight in 10 thrifters say they spend more than 30 minutes in a store when thrifting.

The mission of Value Village<sup>®</sup> is to champion reuse and inspire a future where secondhand is second nature. The company has found a reuse for over 3.2 billion pounds of reusable clothing and housewares over the last five years, while also generating \$580 million in revenue for its non-profit partners’ vital community programs and services.

## About the Savers<sup>®</sup> Value Village<sup>®</sup> family of thrift stores

As the largest for-profit thrift operator in North America for value priced pre-owned clothing, accessories and household goods, our mission is to champion reuse and inspire a future where secondhand is second nature. Learn more about the Savers Value Village family of thrift stores, our impact, and the #ThriftProud movement at [valuevillage.ca](http://valuevillage.ca) .



Source: Savers Value Village, Inc.