

# **Thrifted or Rented Clothing Market Forecasts to 2032 – Global Analysis By Product Type (Everyday Casualwear, Corporate Formalwear, Event-specific Occasionwear, Luxury & Designer Apparel, Ethnic & Traditional Wear, Sports & Activewear, Accessories and Footwear), Business Model, Consumer Segment, Channel, Occasion and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Thrifted or Rented Clothing Market is accounted for \$216.14 billion in 2025 and is expected to reach \$540.85 billion by 2032 growing at a CAGR of 14.0% during the forecast period. Thrifted or rented clothing has become increasingly popular as consumers seek sustainable and cost-effective fashion options. Buying second-hand clothing helps decrease textile waste and reduces the need for new manufacturing. Renting apparel allows access to premium or designer items for events without the burden of purchase or environmental strain. These approaches support circular fashion by prolonging the life of garments and lowering ecological footprints. Moreover, they provide varied and distinctive wardrobe options, inspiring individuality and creativity. With increasing concern for environmental sustainability, many consumers are turning to thrifted and rented clothing as a smart, eco-conscious, and stylish alternative to traditional shopping.

According to the United Nations Environment Programme (UNEP), the fashion industry is responsible for up to 8% of global carbon emissions and contributes approximately 20% of global wastewater, primarily through textile dyeing and finishing processes. Circular models such as thrifted and rented clothing are essential to reducing this environmental footprint.

## **Market Dynamics:**

### **Driver:**

Desire for fashion variety and personalization

Consumers' desire for distinct and versatile fashion fuels the growth of the thrifted and rented clothing market. Thrift stores offer unique, individual pieces, while rental services provide temporary access to designer or premium garments, enabling shoppers to experiment with new styles. This flexibility allows fashion enthusiasts to adapt wardrobes to trends and personal preferences without long-term commitments. A wide selection of brands, sizes, and designs makes thrifted and rented platforms attractive for those seeking originality and convenience. The chance to update wardrobes regularly while minimizing both costs and environmental impact enhances the appeal of this market, supporting a culture of personalized and sustainable fashion choices.

### **Restraint:**

Hygiene and quality concerns

Hygiene and quality concerns act as major barriers to the growth of the thrifted and rented clothing market. Many consumers hesitate to use pre-owned garments due to fears of cleanliness issues, odors, or damage. Maintaining high standards of sanitation and garment durability is a challenge for service providers, impacting adoption rates. Even with professional cleaning and strict quality checks, perceived risks may deter potential buyers, particularly first-time users or hygiene-conscious individuals. Overcoming this requires clear communication, certifications, and visible quality assurances. Nonetheless, persistent consumer apprehension regarding the safety and condition of thrifted or rented clothing continues to restrain widespread acceptance and market expansion.

### **Opportunity:**

Growth in urban and millennial consumer base

The growing urban population, alongside millennials and Gen Z, presents key growth opportunities for the thrifted and rented clothing market. These groups value affordability, sustainability, and style, making them highly receptive to second-hand and rental clothing models. Urban centers provide convenient access to digital platforms,

delivery services, and social influence, encouraging adoption. Younger consumers also seek wardrobe variety and enjoy experimenting with current trends, increasing demand for diverse and flexible fashion options. By offering targeted marketing, personalized experiences, and loyalty programs, companies can effectively engage these demographics. Their preference for eco-conscious, stylish, and convenient clothing positions them as a critical driver for the continued growth of the thrifted and rented clothing sector.

Threat:

#### Competition from fast fashion

Intense competition from fast fashion brands poses a significant threat to the thrifted and rented clothing market. Fast fashion companies provide affordable, trendy clothing with frequent new collections, appealing to consumers who favor immediacy over sustainable choices. Their strong marketing, brand visibility, and rapid production cycles can draw customers away from pre-owned or rental clothing. Even with increasing sustainability awareness, convenience, variety, and low pricing of fast fashion remain compelling. Thrift and rental platforms need to differentiate through eco-friendly messaging, unique selections, and exceptional customer experiences. Nevertheless, the dominance of fast fashion brands continues to pressure market players, making customer retention and expansion challenging in this segment.

#### **Covid-19 Impact:**

The COVID-19 outbreak significantly affected the thrifted and rented clothing market. Lockdowns and social distancing measures caused a temporary reduction in physical store sales and in-person rental services. At the same time, the pandemic accelerated digital adoption, with consumers relying more on online platforms to access pre-owned and rental clothing. Concerns about hygiene led businesses to implement stricter cleaning and quality assurance protocols. Economic uncertainty also prompted shoppers to seek affordable fashion alternatives, increasing demand for online thrift and rental solutions. Despite challenges in brick-and-mortar operations, the pandemic fostered digital innovation, expanded online adoption, and strengthened the role of sustainable clothing practices in consumer behavior.

The everyday casualwear segment is expected to be the largest during the forecast period

The everyday casualwear segment is expected to account for the largest market share during the forecast period due to its widespread popularity and frequent use. Items like jeans, t-shirts, casual shirts, and dresses are commonly worn, making them highly suitable for resale or rental. This category appeals to diverse age groups, genders, and lifestyles, ensuring continuous demand. It's simple care requirements and standard sizing make it easier for platforms to manage inventory, cleaning, and distribution efficiently. The combination of affordability, practicality, and high turnover supports strong consumer interest. These factors collectively establish everyday casualwear as the dominant segment in the thrifted and rented clothing market, outperforming other apparel categories in market share.

The wedding & festive wear segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the wedding & festive wear segment is predicted to witness the highest growth rate due to its high value and infrequent usage. Consumers prefer renting or buying pre-owned designer, traditional, or luxury attire for special events to reduce expenses and promote sustainable fashion. This category provides access to diverse and exclusive outfits without the need for ownership, making it ideal for one-time occasions. Social and cultural occasions drive demand further. The rise of digital marketplaces and rental platforms enhances convenience, enabling users to browse and secure premium festive clothing online. These factors collectively contribute to its rapid growth in the market.

### **Region with largest share:**

During the forecast period, the North America region is expected to hold the largest market share due to high consumer awareness advanced digital infrastructure, and a strong inclination toward sustainable fashion. Well-established rental platforms, online resale marketplaces, and thrift stores provide easy access to pre-owned and rented garments, enhancing convenience. Consumers increasingly prefer eco-friendly and cost-saving fashion options, supporting widespread adoption. Cultural acceptance of second-hand and rental apparel, combined with supportive policies and robust e-commerce penetration, further drives growth. These factors collectively position North America as the leading region in the global market, maintaining dominance through consistent demand, innovation, and consumer engagement in sustainable clothing practices.

### **Region with highest CAGR:**

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR due to increasing disposable income, digital penetration, and awareness of sustainable fashion. Rapid urbanization, along with the expansion of online platforms, has enhanced access to second-hand and rental apparel for a wider consumer base. Millennials and young professionals in the region favor affordable, trendy, and eco-conscious clothing options, driving higher adoption. Cultural celebrations, festivals, and an expanding middle class further fuel demand. Additionally, investments by startups and global rental platforms in logistics, digital infrastructure, and marketing contribute to market acceleration, making Asia-Pacific the fastest-growing region in the global thrifted and rented clothing industry.

### **Key players in the market**

Some of the key players in Thrifted or Rented Clothing Market include Rent the Runway Inc, Le Tote, GlamCorner, Nuuly (by URBN), HURR Collective, My Wardrobe HQ, Style Lend, Armarium, Girl Meets Dress, YCloset, The Thrift Kart, Rewago India, Swap Fashions, Bombay Closet Cleanse and Flyrobe Inc.

### **Key Developments:**

In August 2025, Rent the Runway has reached an agreement with its shareholders to reduce part of the liabilities that the company is carrying. Specifically, the exchange involves handing over the majority of the company's capital in exchange for \$240 million of its debt.

In May 2024, My Wardrobe HQ merges with Cercle to scale luxury fashion rental and resale ops, combining their tech platforms, designer networks, and sustainability missions to expand globally, empower B2B brand services, and drive circular fashion innovation.

In February 2020, HURR, the peer-to-peer fashion rental service, has launched a pop-up at Selfridges Oxford Street offering customers access to high-end fashion at a fraction of the retail price, featuring rotating designer collections, flexible rental durations, in-store styling support, and sustainable fashion choices aligned with Selfridges' Project Earth initiative.

### **Product Types Covered:**

Everyday Casualwear

Corporate Formalwear

Event-specific Occasionwear

Luxury & Designer Apparel

Ethnic & Traditional Wear

Sports & Activewear

Accessories

Footwear

#### Business Models Covered:

Peer-to-Peer Resale Platforms

Curated Thrift Stores

Brand-led Resale Programs

One-Time Rentals

Subscription-Based Rentals

B2B Rental Services

#### Consumer Segments Covered:

Gen Z

Millennials

Gen X

Urban Consumers

Tier 2/3 City Consumers

Students & Young Professionals

Eco-conscious Consumers

#### Channels Covered:

Online Resale Platforms

Online Rental Platforms

Offline Thrift Stores

Flea Markets & Secondhand Bazaars

Pop-up Events & Thrift Fairs

Social Commerce

Brand-owned Resale/Rental Portals

#### Occasions Covered:

Daily Wear

Workwear

Wedding & Festive Wear

Partywear

Travel & Vacation Apparel

Maternity & Transitional Wear

## Seasonal Fashion

### Regions Covered:

#### North America

US

Canada

Mexico

#### Europe

Germany

UK

Italy

France

Spain

Rest of Europe

#### Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

**What our report offers:**

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

## Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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