

India Second-Hand Apparel Market: Current Analysis and Forecast (2025-2033)

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Abstracts

Second-hand apparel can be defined as clothing that is used before, clothes that are bought for resale or a second time around by using nonprofit stores, online shops, or donations. These are normally secondhand clothes and are generally not as expensive as the new clothes readily available in the market. An ethnographic analysis shows that the idea fits within the principles of sustainable fashion while refashioning and improving the longevity of garments.

The India Second-Hand Apparel market is set to show a growth rate of about 13.20% during the forecast period (2025-2033F). The increasing fashion sensitivity, increasing environmental consciousness, and the use of advanced technology such as smartphones are enhancing the demand for second-hand apparel in India among youth. The goods' low cost, added to the emergence of the thrift culture via social networking sites, is further boosting market growth. Moreover, permanent industry applicability is the power that drives the call for circular economy practices.

This market is set for further expansion as consumers continue to seek affordable and sustainable wear, especially in second-hand apparel. The following are some of the trends considered that will help increase the consumer adoption rate even more: Tier two and tier three cities have a lot of opportunities to grow on the scale. From now on, further investments in sortation technologies based on artificial intelligence, regular cooperation with representatives of significant online communities, and the development of localized delivery solutions will dictate the key trends.

Based on product type, the market is segmented into dresses & tops, shirts & t-shirts, sweaters, coats & jackets, jeans & pants, and others. Among these, the dresses & tops segment is leading the market in 2024. Among all the apparel

items, the dresses and tops are usually bought and sold often in the second-hand apparel market of India. The need to emulate celebrities' fashion by wearing their replicas at reasonable prices increases the sales of second-hand dresses and tops. Social media and the culture of the influencer make this trend even more desirable among young people. Since access to such fashion through online thrift stores is convenient, the markets expand rapidly.

Based on gender, the market is segmented into men's apparel, women's apparel, children's apparel, and unisex apparel. Among these, the women's apparel segment is the largest contributor to the second-hand apparel industry in 2024. Women's clothes are predominant in the global second-hand clothing market mainly because of the greater variety of clothing they require and the faster turnover rates. Similarly, ethnic wear, western casual wear, and maternity clothing are the most popular categories among the buyers. Fashion companies are appealing to this segment by offering precisely selected items, clothes in various sizes, and size/ style recommendations. There is yet another positive trend that women are more conscious about sustainable and cheap clothes, garments.

Based on the distribution channel, the market is segmented into online platforms and offline stores. Offline stores are sub-segmented into thrift stores, flea markets, and franchise stores. Among these, the online platforms category is expected to grow with a significant CAGR during the forecast period (2025-2033). The use of the internet has made used clothes easily accessible, convenient, and readily available across the internet platforms. Thus, the options for buying and selling pre-owned clothes bought by other people are convenient, safe, and easily delivered, creating a new market necessity. Mobile apps and social media-based thrift stores are also continually developing a customer loyal base. Nearly all the companies are using the tools for listing, controlling the quality of offerings, and developing suggestions. This has an effect of deepening market penetration, particularly by engaging consumers using technology aspects that are easily adopted by urban consumers.

For a better understanding of the market adoption of India Second-Hand Apparel market, it is analyzed based on its state-wise presence in India, such as North India, East India, West India, and South India. West India is expected to grow with a significant CAGR during the forecast period (2025-2033). West India, especially Mumbai and Pune, are two platforms that are moving towards the purchase of luxuries and organized second-hand clothes. The market has a

young and fashion-conscious populace who are also on social media, making them receptive to ideas such as branded thrift and streetwear. This niche is attracting both startups and online platforms to invest in luxury resale and vintage fashion. The ancestral location of inexpensive shops is also found in Mumbai, which sets the pace for other cities. It is assisted by using awareness of increased sustainability and economic fashion.

Some major players running in the market include RETAG APPARELS, Swap Fashions LLP, Stage3 (Cosmo Brands Private Limited), FLYROBE, Kandla Exim Pvt Ltd, Shiv Enterprises, Kuro (Naamo Clothing Private Limited), Bombay Closet Cleanse, The Mainstreet Marketplace, and The Thrift Kart.

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