



Vinted

Climate Impact Report Summary

How it all began

Vinted started 15 years ago with a simple idea: why buy something new if someone else has exactly what you are looking for hanging unworn in their wardrobe? Since then, we have supported an ever-growing global community to keep items in circulation for longer, helping to reduce the fashion industry's negative environmental impact.

We know that fashion has a significant carbon footprint¹ and that recommerce models play a major role in reducing this impact by extending the life of clothing. With this report, we wanted to determine the average carbon emissions avoided* by buying a fashion item second-hand through Vinted instead of new. In doing so, we could also better understand the overall net climate impact of the Vinted marketplace.

*

Avoided emissions:

In the scope of this analysis, avoided emissions refer to the proportion of carbon emissions that are avoided (or "saved") due to customers purchasing second-hand products on Vinted instead of buying new elsewhere. This doesn't mean that a product purchased on Vinted generates zero carbon emissions, but it's a helpful way to compare the climate impact of one choice to another.

¹ The carbon footprint of fashion represents 3-10% of all carbon emissions generated worldwide. [Source](#)



Existing research has shown that extending the life of clothing by just nine months can reduce carbon emissions by as much as 10%², but very few studies measure the real-world climate impact of buying and selling second-hand clothing at scale based on primary use, resale and delivery data.

For this reason, Vinted partnered with the carbon-tracking platform Vaayu to deliver a comprehensive, independent analysis of the carbon emissions avoided through our global second-hand marketplace. Based on half a billion transactions and insights from over 350,000 Vinted members, the Vinted Climate Impact Report represents the largest-ever primary dataset on second-hand online shopping at scale – an unprecedented survey size³.

² WRAP research has shown that you can reduce carbon, water and waste footprints by around 4-10% each by extending the life of clothing by just 9 months. [Source](#)

³ Based on an overview of surveys from peer-reviewed literature and these issued by other pre-loved fashion marketplaces done by Vaayu in December 2022.

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Taking a conservative
approach




Taking a conservative approach

The methodology of our research explained

Using an approach called consequential Life Cycle Assessment (LCA), in line with leading global methods for calculating avoided emissions, Vaayu analysed the climate impact of shopping second-hand fashion on Vinted instead of new in 2021. Avoided emissions were calculated using the following approach:

$$A_{\text{Avoided Emissions}} = (P_{\text{Cradle-to-Consumer}} \times R_{\text{Replacement Rate}}) - E_{\text{Vinted activities}}$$

In line with the World Resource Institute's recommendations on the calculation of comparative emissions impacts of products.



It considers the climate impact of products sold on Vinted (from production to distribution), avoided purchases and Vinted activities.

**350,000 Vinted members
were surveyed**

For granular transport emissions data, real-time tracking information from over half a billion transactions was collected and processed by Vaayu's Proprietary Delivery Model. To account for purchasing behaviour, 350,000 Vinted members were surveyed – the largest-ever primary dataset on how often consumers avoid new purchases (online and offline) by shopping second-hand.

Throughout the modelling and analysis process, Vaayu took a conservative approach to avoid overrepresenting the emissions-saving potential of the Vinted marketplace.



In-depth information about the methodology used can be found in chapter 3 of the report. Details on the scope of the study and Vinted activities can be found in chapter 2.

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Shopping
second-hand is
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Shopping second-hand is a better choice for the climate

There were two main aims of the study: (1) to quantify the average carbon emissions avoided by buying a fashion item second-hand on Vinted instead of new, and (2) to estimate the overall net climate impact of the Vinted marketplace. Insights on these aims and more were gathered in this comprehensive study, which you can find in the results section of the report.

Here are some of the insights about shopping on Vinted:

Shopping second-hand is a better choice for the climate than buying new

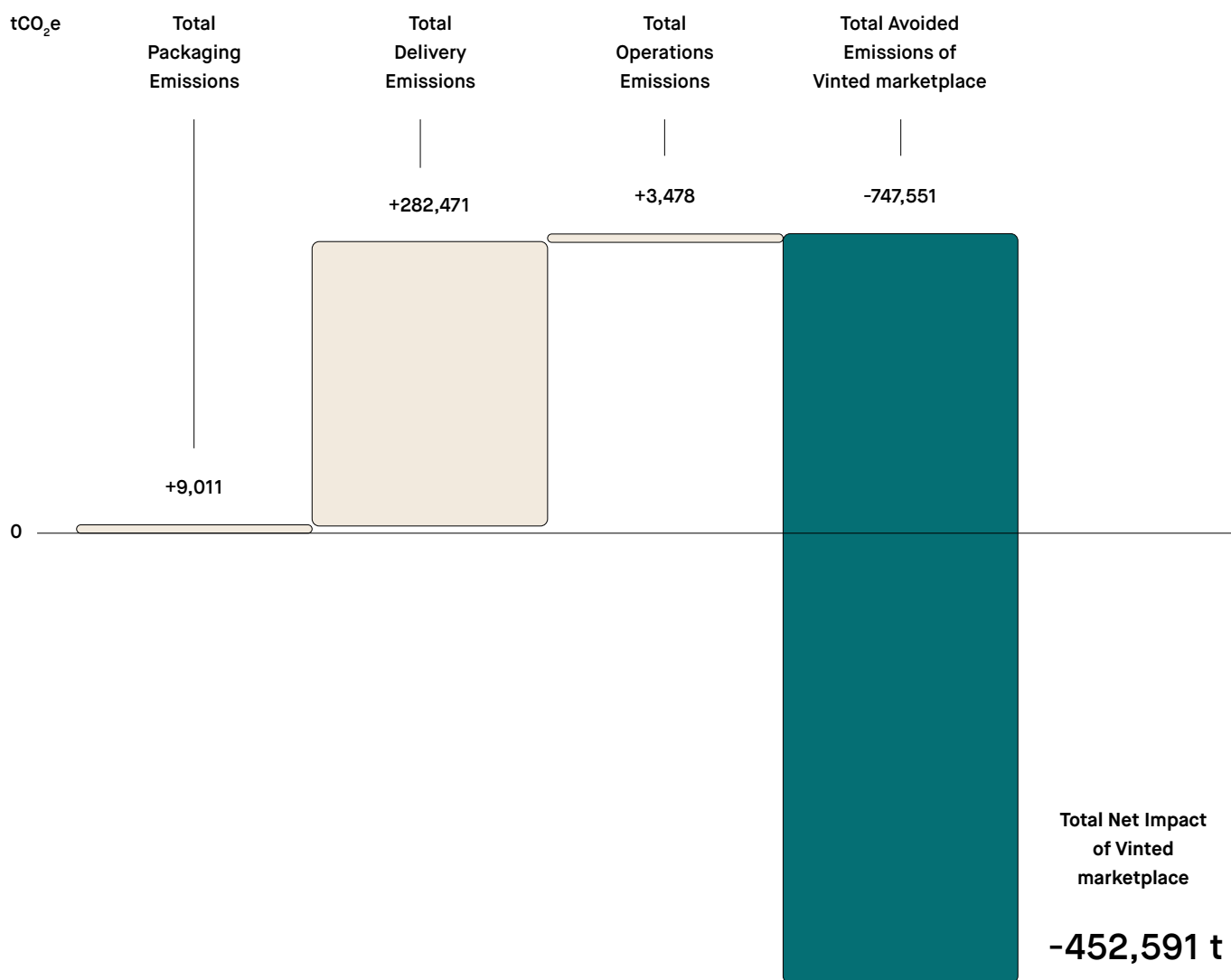
On average, shopping for second-hand fashion on Vinted instead of buying new demonstrated an emissions saving of 1.8 kilograms of carbon dioxide equivalent (kg CO₂e). Using the most granular data available, based on leading global methods for the calculation of avoided emissions, the research shows that buying an item second-hand on Vinted has a significantly lower climate impact than buying new, which involves production and distribution.

Together, we avoided the carbon dioxide equivalent (CO₂e) of driving 3.6 billion kilometers⁴



The study indicates the total saved carbon emissions by the Vinted marketplace in 2021 was 453 kilotonnes of CO₂e. This holistic analysis took the following into account: (1) cradle-to-consumer⁵ carbon emissions of products sold on Vinted (including new-with-tags fashion items and non-fashion items), (2) how often Vinted members avoided the purchase of a new product, and (3) carbon emissions generated by deliveries, packaging and Vinted operations.

Net Impact of Vinted's Marketplace



⁴ European Environmental Agency (EEA), 2022., CO₂ performance of new passenger cars in Europe.

⁵ Includes all phases of the product from production to distribution.

Second-hand has become the first choice for 1 in 5 Vinted members

It is encouraging to discover that one-fifth of respondents would choose second-hand over new, even if a new clothing item costs almost the same as a second-hand alternative. In other words, second-hand has become the first choice for 20% of our members⁶. Additionally, 20% of Vinted buyers and sellers surveyed were motivated by environmental and social concerns, highlighting that our members increasingly value the impact of a purchase.

More than 1 in 3 transactions prevented the purchase of a new item

For every 2.56 items of clothing bought on Vinted, the purchase of one new clothing item was avoided. To accurately estimate the climate impact of avoiding a new purchase, Vinted buyers and sellers were surveyed across core markets. The results showed that 39%* of Vinted transactions (39 out of 100) avoided the purchase of a new item.

*

The Avoided Purchase Rate was calculated based on responses from 108,829 Vinted buyers. They were asked the following question: "If you had not found this product on Vinted, would you have bought this, or a similar product, brand new?"

At the same time, a significant number of Vinted buyers reported casually shopping for fashion items without a direct practical motivation, choosing to impulse buy instead of replacing items. They regularly purchased fashion items regardless of platform and would likely continue to buy clothing if Vinted was not an option.

Buyers significantly reduce the climate impact of deliveries by choosing pick-up points over home delivery

The majority of Vinted members surveyed (73% of transactions) chose to have their items delivered to a pick-up and drop-off (PUDO) point. Deliveries to a PUDO point instead of a home address reduced emissions by 62%, with an average carbon footprint per delivery of

⁶ In the survey we found that even if a new piece of clothing was at almost the same price as the second-hand alternative, 20% of Vinted buyers would still choose to purchase second-hand.

1.1 kilograms of carbon dioxide equivalent (kg CO₂e), compared to 1.77 kg CO₂e for home delivery⁷.

For almost a quarter of the respondents, the journey to and from a PUDO point took an average of 13 minutes. While most buyers and sellers surveyed used a car to travel to the PUDO point, a notable proportion (>30%) travelled by foot – a healthy and lower-carbon choice.

Sellers' preference for reuse also shows up in their packaging choices

62% of the packaging used by sellers surveyed was reused, which helps to minimise waste and reduce emissions. By reusing packaging originally intended for single-use, Vinted members prevented more than 17 kilotonnes of emissions. On average, carbon emissions from packaging per item came to just 30.86 grams of carbon dioxide equivalent (g CO₂e).

62%

of the packaging used by sellers was reused

17 kilotonnes

of CO₂ emissions prevented

30.86 g CO₂e

The average climate change impact of packaging per product

And finally, the 'Vinted effect'

For most of the sellers surveyed, Vinted was essential to keep their items in circulation. Almost two-thirds of sellers surveyed (65%) said they wouldn't have resold their items without Vinted. And 20% of sellers surveyed would have potentially disposed of their belongings or left them unworn. Together, we can give fashion items the second life they deserve.

⁷ Using a Pick-Up and Drop-Off point reduced delivery emissions by 62% compared to home delivery (1.1 kgCO₂e vs 1.77 kgCO₂e). Pick-up point delivery combines the shipping emissions of several orders into one single trip. Home delivery means longer routes and missed deliveries, and therefore higher emissions.

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Looking ahead





Looking ahead

With robust data on the impact of second-hand shopping, we can now conclude that buying second-hand fashion on Vinted avoids 1.8 kilograms of carbon dioxide equivalent (kg CO₂e) per second-hand item, compared to buying new. While not every second-hand transaction prevented a new purchase, we can confidently state that buying second-hand is a better choice for the climate.

With the results of the 2021 Climate Impact Report, Vinted has established an accurate baseline for our emissions. We understand that we must further decrease our operational footprint, including emissions from shipping and packaging. We will do that by setting science-based targets and developing a roadmap towards net-zero emissions⁸ in line with the Science-Based Targets Initiative.

⁸ The Science-Based Targets Initiative defines net-zero CO₂ emissions at the global level as achieving a balance between the amount of anthropogenic carbon released into and removed from the atmosphere. Corporate-level net-zero is defined by the Science Based Targets as reducing Scope 1, 2, and 3 emissions to a level consistent with reaching net-zero emissions at the global or sector level in a mitigation pathway aligned to limiting global temperature rise to 1.5C above pre-industrial levels, and neutralising residual emissions, to reach a state of net-zero emissions by 2050 at the latest (<https://sciencebasedtargets.org/resources/files/SBTi-criteria.pdf>).

Supporting our community to extend the life of items

We will continue to support our members by providing even more ways to extend the life of their items. There are many opportunities for us to do more, whether it's sharing tips on how to take care of items or encouraging the purchase of durable items made to last. And once an item can no longer be passed on, after a long and fulfilling life, we can direct members to the most sustainable recycling options.



Since 2008, Vinted has united a global community of members to extend the life of items that have more to give. And now, with this new report, we have an overview of our current impact and can set targets to aim for in the future. Looking ahead, we'll keep striving to set ambitious goals to ensure Vinted is the most rewarding way to buy and sell second-hand. Together, we can minimise the fashion industry's environmental impact and keep items in circulation for others to enjoy.

Find the full report [here](#)

The background of the entire page is a close-up photograph of a person's hand holding a piece of light-colored, textured fabric. The hand is positioned at the top, with fingers slightly curled. Below the hand, there are several pieces of fabric with different patterns: a dark blue and white striped fabric, a dark blue and white checkered fabric, and a dark blue and white herringbone fabric. In the center of the image, the word "Vinted" is written in a white, cursive-style font. A yellow circular arrow with arrowheads at both ends encircles the word "Vinted".

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