

Fireside Chat: Sustainability and a Circular World

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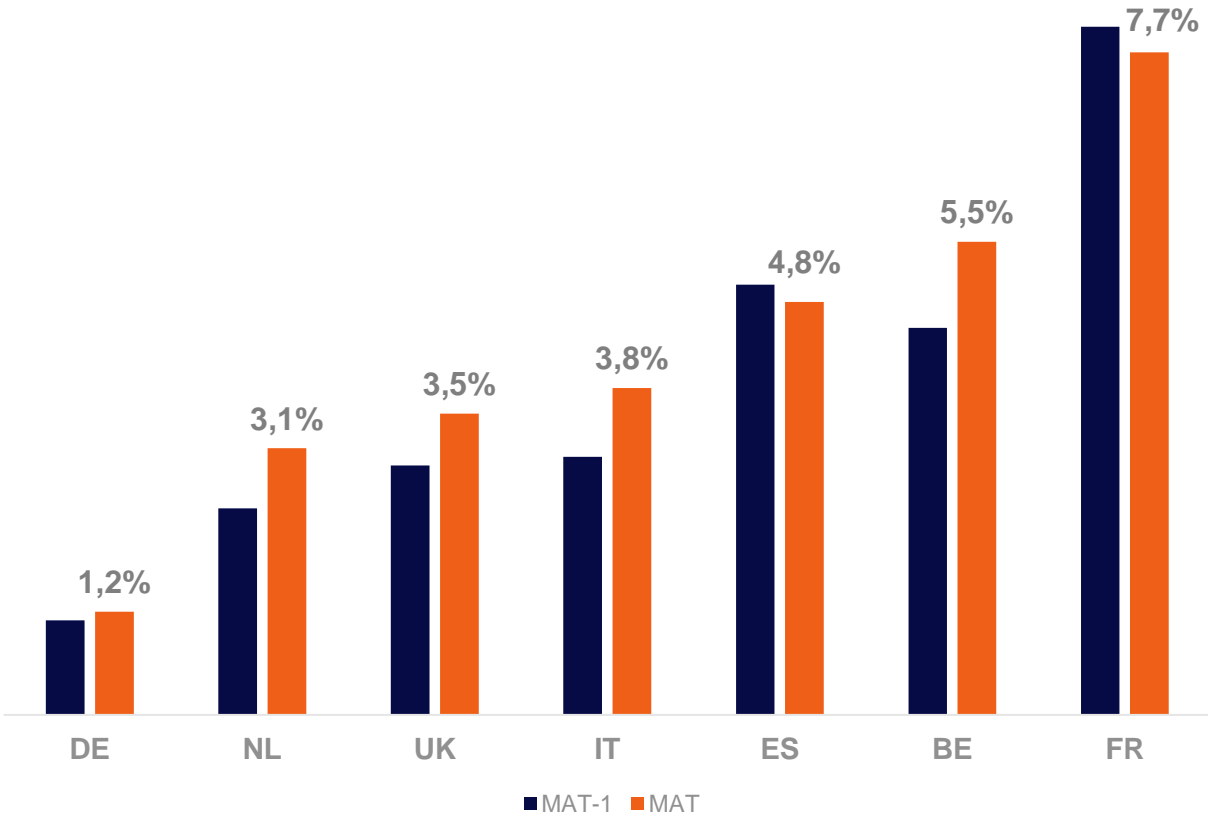
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Second-hand and refurbished: on the rise in Belgium

Second-hand & refurbished share in Total e-com channel



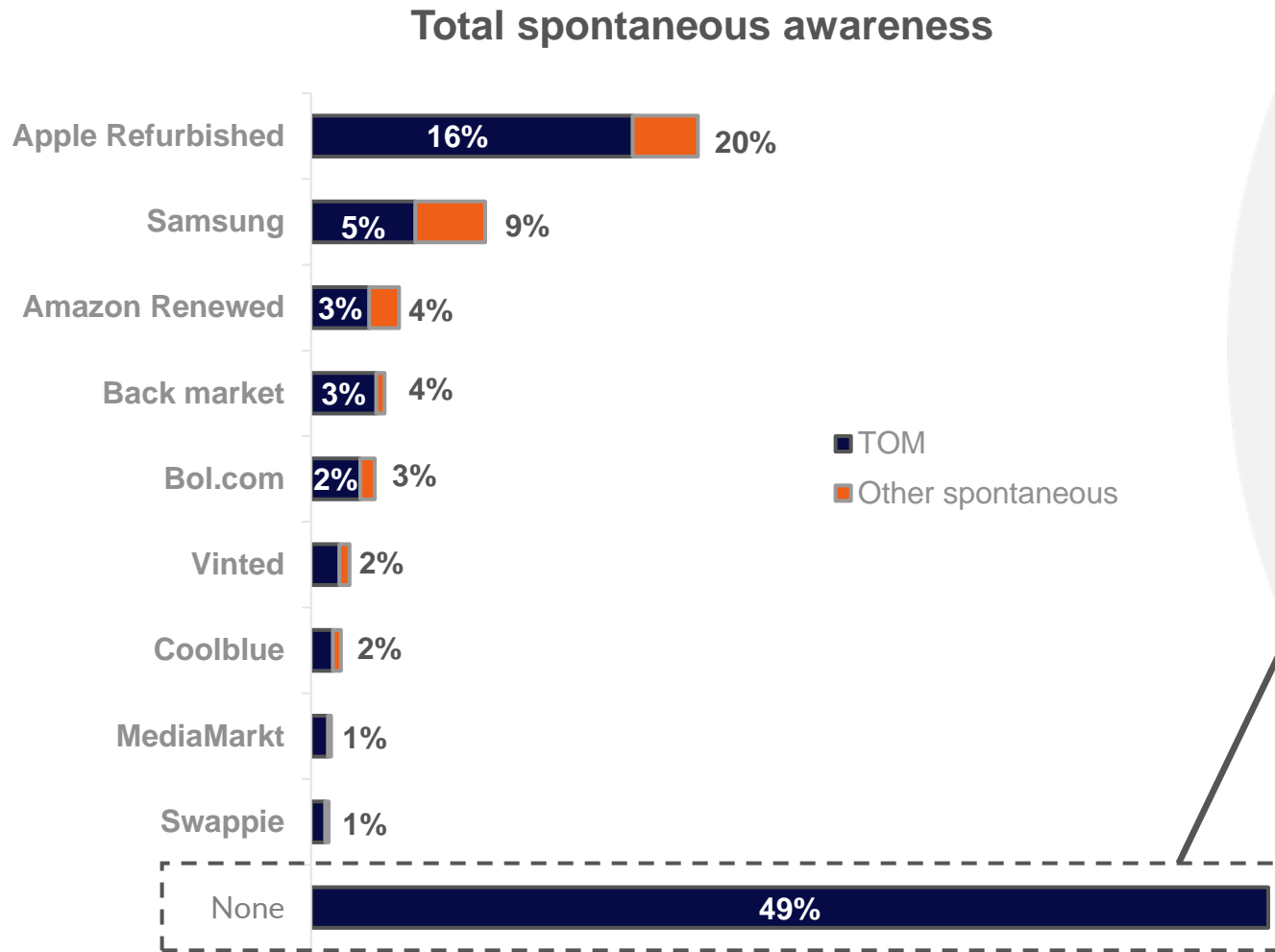
Second-hand and refurbished products make up **5,5%** of total e-com purchase turnover by Belgian consumers. This results in Belgium ranking high on a European scale and being the fastest grower (+1pt).

Remarkable

2/3rd of the sales is done in 3 categories: Clothing (30%), Computer and Electronics (24%) and Shoes (12%)

Base: NIQ Foxintelligence - MAT September 2024

TOM awareness of refurbished players is still limited



1 in 2

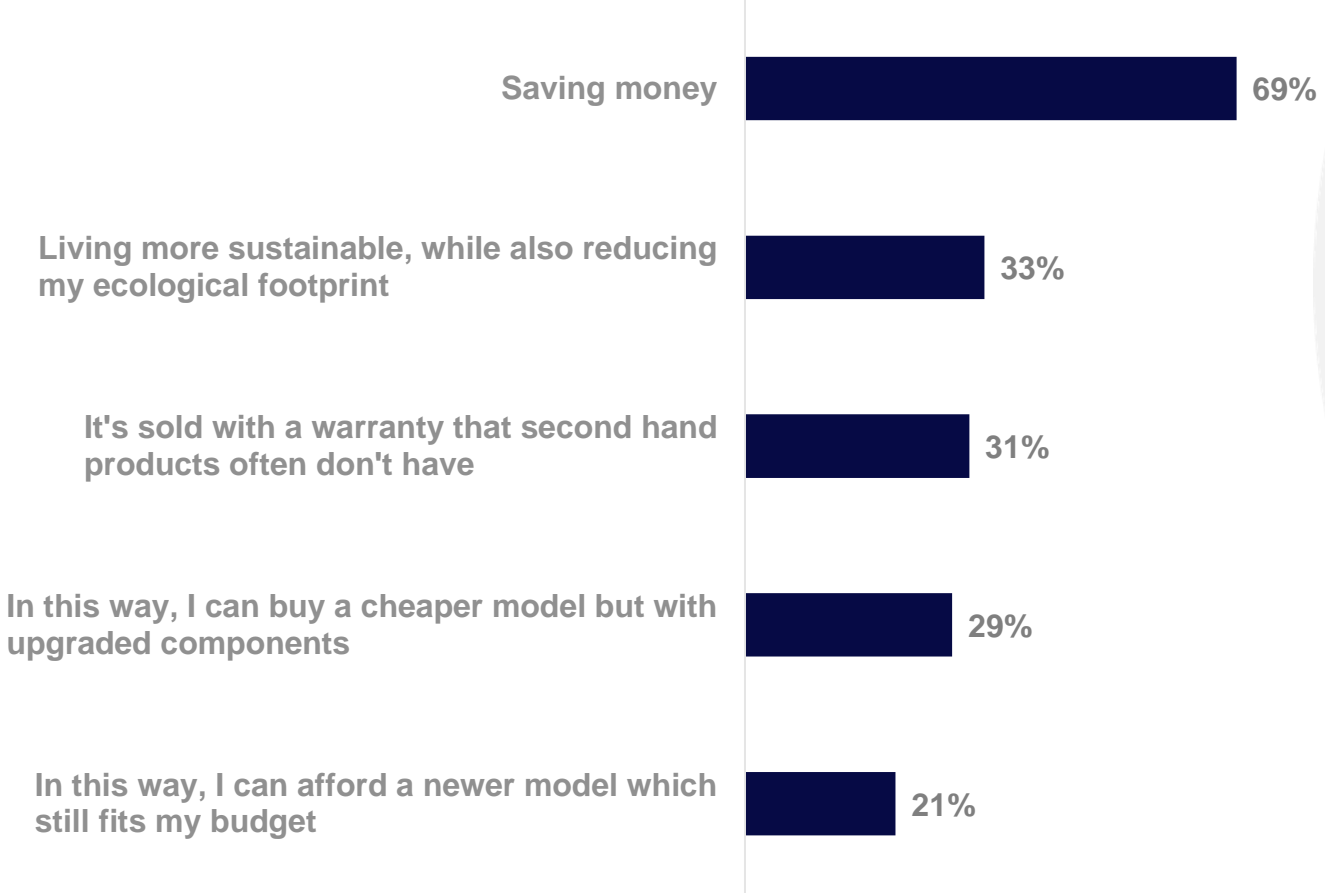
people cannot recall a refurbished brand.

Eye-catching

Apple is clearly the first player in consumers' minds, followed by Samsung. Mainly retail brands are top of mind, while specialized manufacturer brands are struggling to keep up.

Base: GfK Consumer Life 2023 - 1 TOM, all respondents (n=479) - When you think of brands selling refurbished products, which brands come to mind spontaneously?

Majority of buyers chooses refurbished to save money



Sustainability and having a warranty included are secondary drivers.

Marketing tip

A long warranty & quality certificates are key to build trust in quality and push purchases.

Base: GfK Consumer Life 2023 - Considerers and Consumers (n=371) - What are your reasons for buying a refurbished product?



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of consumer buying behavior.*