International Post Corporation

Secondhand is growing rapidly â€“ Yet one in four Finns has never bought secondhand

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One in four e-commerce parcels delivered by Posti in early 2025 contained secondhand items. Yet, according to a recent study conducted by Posti, one in four Finns have still never bought secondhand.

Posti conducted a study on Finnish secondhand shopping behavior, and the results reveal an interesting contradiction: while buying and selling used goods is becoming more common, 25% of Finns have never purchased secondhand items, and as many as 41% have never sold their belongings forward.

Although we've already seen strong growth in the digitalization of secondhand shopping and parcel volumes, Finland is only beginning to wake up to the phenomenon. Globally, the secondhand market is expected to grow up to five times faster than traditional retail. In the past year alone, 35% of consumers were first-time secondhand buyers – a sign that growth is accelerating, says Elina Rosenlund, Sales Director for Consumer Shipments.

The study also highlighted interesting insights related to buyers' and sellers' gender, age, decision-making, activity levels, and motivations.

Finnish women are significantly more active in the secondhand market than men. Only 19% of women say they've never bought secondhand, compared to 33% of men.

Nearly half of men (46%) have never sold unused items from their homes, while among women the figure is 35%. Young adults under 24 are the most active secondhand users: only 11% have never bought used items, and 62% have sold their belongings forward.

Barriers to buying and selling secondhand: concerns about quality, trust, and effort

The most common barriers to buying secondhand are concerns about product condition and quality (41%), and trust in the transaction (33%). Additionally, 22% of respondents find the process time-consuming and inconvenient.

Every 18–24-year-old who has avoided buying secondhand products pointed to product quality as their primary concern. They also worried about the lack of return options

(71%). For 25–34-year-olds, buying secondhand felt like too much effort (42%). Meanwhile, 23% of 55–64-year-olds were mostly unhappy with the experience itself.

Despite these concerns, secondhand shopping is widely accepted socially. Not a single respondent mentioned shame or fear of others' opinions as a barrier.

Those who haven't sold items say it's because selling feels too laborious (41%) or because they prefer donating to charity (30%). This is especially true for women (44%) and people over 65 (39%). Meanwhile, 30% of men feel they have nothing to sell.

Most non-buyers still uninterested – But young adults show promise

Secondhand shopping doesn't appeal to most people who haven't tried it. A full 80% say they don't plan to buy used items in the next year. Young adults aged 18–24 are the exception, with nearly half considering a secondhand purchase soon.

Lower prices (66%) are the top motivator for first-time buyers, followed by sustainability (23%) and access to items unavailable new (15%). The most attractive categories are clothing (41%), electronics (40%), and furniture (35%).

Over half would shop at traditional flea markets (54%), 48% would buy directly from other consumers online (e.g., Facebook, Tori), and 41% would use e-commerce-style platforms or apps (e.g., ToriDiili, Vinted).

Those who find secondhand shopping especially time-consuming are most interested in trying apps and platforms. Every 25–34-year-old considering secondhand said they would use such services, and 81% of 35–44-year-olds agreed.

One in three secondhand buyers shops monthly

Among those who have bought secondhand, 66% have shopped at physical flea markets, 50% have purchased directly from other consumers online, 36% have visited secondhand stores, and 23% have used e-commerce-style platforms or apps. These digital platforms are especially popular among people under 34, with 43% having used them, compared to just 5% of those over 65.

Price and sustainability are the top reasons for buying secondhand. Affordability (74%) is the leading motivator, followed by sustainability (49%). Other reasons include the joy of finding great deals (38%), discovering unique items (34%), and buying products that are no longer manufactured (26%).

Among sellers, 67% say they want their items to be reused rather than wasted. Clearing

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space (44%) and earning extra income (28%) are also common reasons. About one in three under-34s say they're unsure where else they could recycle their items. Among 35–44-year-olds, 32% don't want to give away items for free, and 26% feel their items are too valuable to donate.

Source: Posti

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