



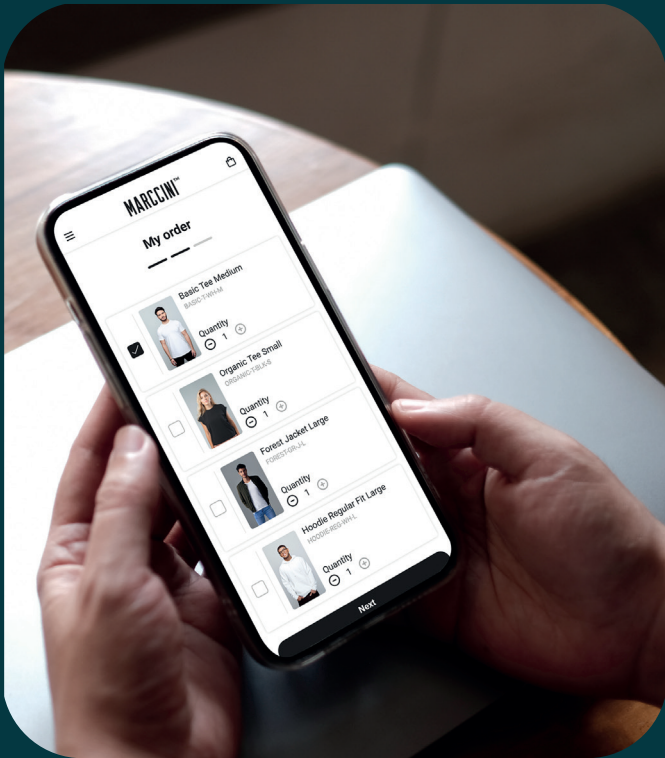
2024

Reclaimit®
**STATE OF
REPAIRS**

INDEX

- 3** ABOUT RECLAIMIT
ABOUT THE REPORT
- 4** NINE OUT OF TEN YOUNG PEOPLE WANT TO REPAIR INSTEAD OF
REPLACING WITH NEW
 - Wilhelm Hamilton, CEO, Reclaimit
- 6** YOUNGER PEOPLE WANT TO REPAIR MORE COMPARED TO OLDER
- 7** HOME ELECTRONICS AND FURNITURE THE MOST POPULAR
PRODUCTS FOR REPAIR
- 8** 4 OUT OF 10 SAY IT IS IMPORTANT FOR E-RETAILERS TO
OFFER REPAIRS
- 9** ONE IN FIVE WILL REPAIR PRODUCTS NEXT YEAR
- 10** LOWER PRICE THE MOST IMPORTANT FACTOR FOR MORE REPAIRS
- 11** STATE OF RETURNS AND CIRCULAR SHOPPING 2024

ABOUT RECLAIMIT



Reclaimit is a rapidly growing SaaS company with a market-leading return and warranty management position in the Nordic region. We empower over 600 industry-leading retailers and suppliers with a unique all-in-one post-purchase customer experience platform, elevating the customer journey at scale.

By transforming challenges into opportunities, we help retailers maximize profits, increase customer loyalty, and minimize carbon footprint through circular shopping and sustainable returns. We go the extra mile to understand your unique needs, delivering solutions that guarantee success in a competitive market.

ABOUT THE REPORT

The report is based on a survey conducted by Novus on behalf of Reclaimit. The survey was conducted via online interviews in Novus' randomly recruited Sweden panel, which guarantees representative results. This means that the results are generalizable to the current target population.

- Number of interviews conducted: 1054
- Survey period: December 27, 2023 - January 12, 2024
- Target group: The general public aged 18-79 who shop online
- The margin of error at 1,000 interviews:
at outcome 20/80: +/- 2.5%,
at outcome 50/50: +/- 3.2%.



NINE OUT OF TEN YOUNG PEOPLE WANT TO REPAIR INSTEAD OF REPLACING WITH NEW

In April 2024, the European Parliament adopted a new law to strengthen consumers' right to repair. Swedish online retailers will therefore need to adapt to the new law, which means, among other things, that consumers have the right to request repair of certain broken products and that online platforms, such as online retailers, should help consumers find the right repairer. This will be a big change for e-retailers. Moreover, this is an area where we see that many e-retailers are lagging behind.

Many consumers seem to agree with the European Parliament. 76 per cent of consumers want to repair under warranty instead of replacing with a new one. Among young people, the willingness to repair is clearly greater than among older people. 93 percent of 18–29-year-olds would consider repairing instead of replacing with a new one. The corresponding figure among 65–79-year-olds is only 59%. This is shown in this survey, Reclaimit State of Repairs, which we have commissioned from Novus.

At the same time, many e-retailers are facing a major transition and need to offer convenient ways to repair an item to remain relevant to customers. If they succeed, retailers will become part of the entire circular chain, where the same product has multiple lives. But this requires smart systems to make this seamless for consumers, while ensuring that the repaired and reused products work and are safe.

Key insights into how consumers think about repairs:

- Offering repairs attracts customers. 38 per cent of Swedish online shoppers consider it important for online retailers to offer repairs. So having a good solution for repairs creates customer growth.
- 18 percent plan to repair more products instead of buying new ones in the coming year.
- Cheaper repairs, less hassle and more repair shops would encourage more consumers to choose repair over “wear and tear”.

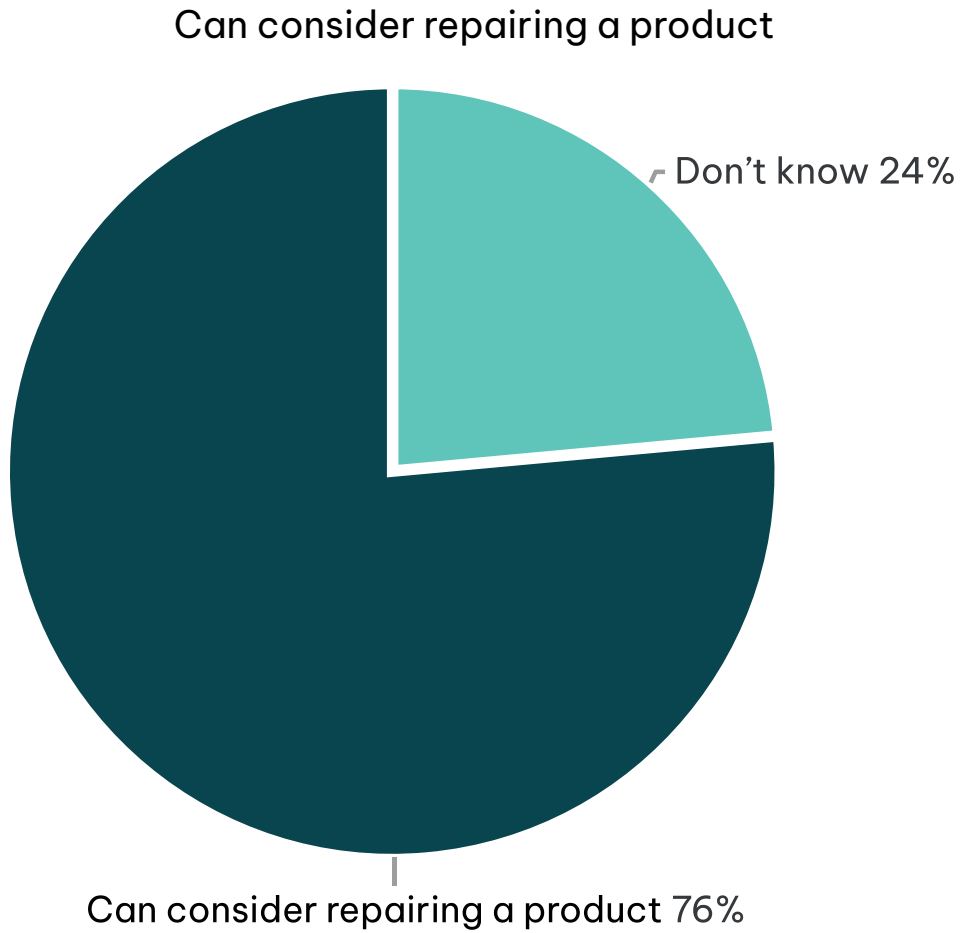
I am convinced that e-retailers who is quick in this transition and makes it easy for their customers to handle repairs, will gain an important advantage. Particularly if you want to capture the younger generation for whom this is a very important issue. And as we all know, those who don't look after the consumers of the future will not survive in the long run.



A handwritten signature in black ink, appearing to read 'Wilhelm Hamilton'.

Wilhelm Hamilton
CEO, Reclaimit

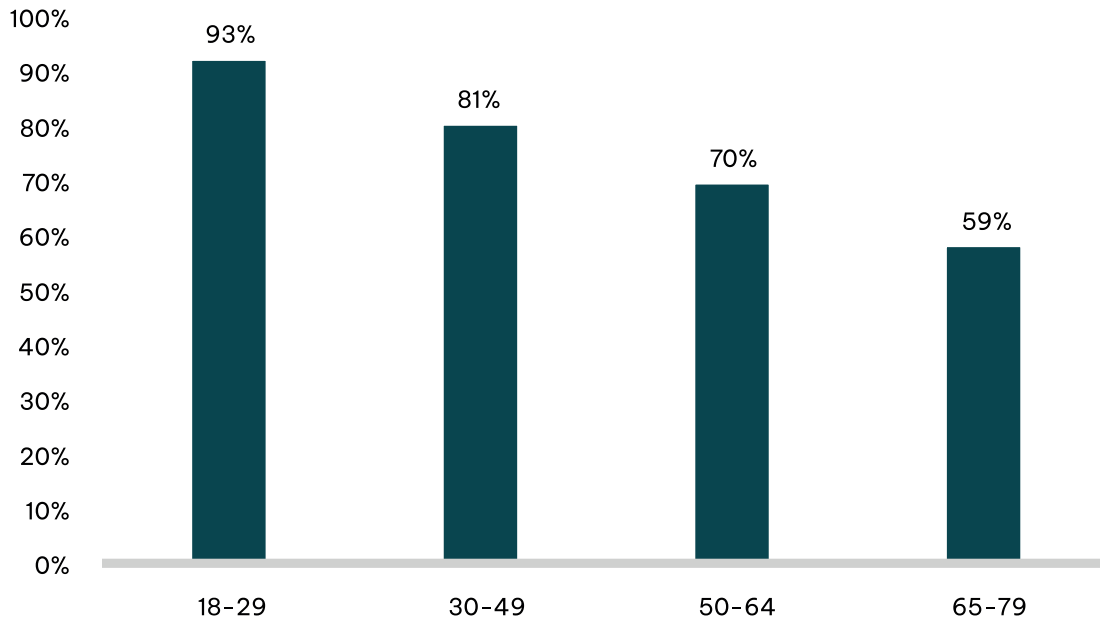
3 OF 4 WANT TO REPAIR A PRODUCT UNDER WARRANTY INSTEAD OF REPLACING IT WITH A NEW ONE



Three out of four (76%) say they can consider repairing products under warranty instead of replacing with a new one. One quarter (24%) say they don't know what they think about this issue.

YOUNGER PEOPLE WANT TO REPAIR MORE COMPARED TO OLDER

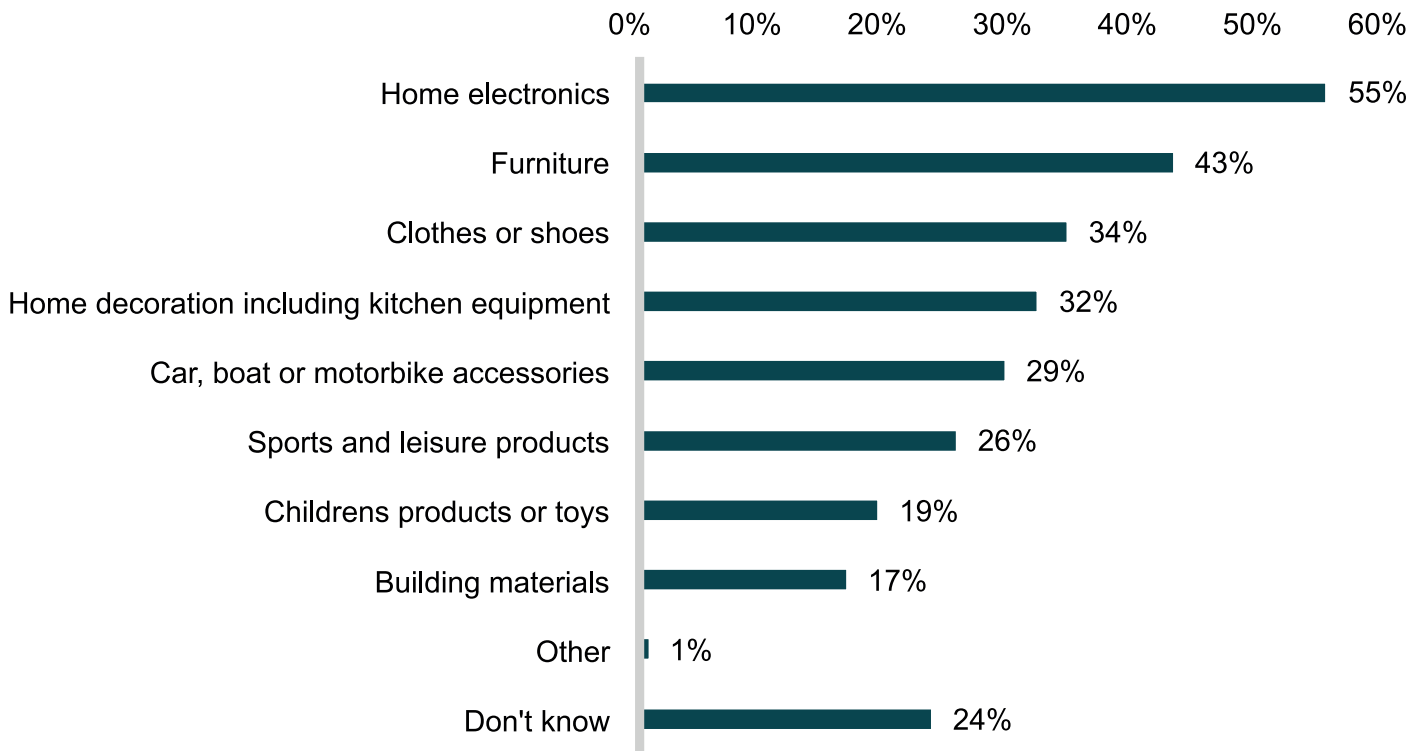
Can consider repairing a product - age groups



The younger age groups in the survey are more willing to repair broken products under warranty compared to older ones. Among 18-29-year-olds, 93% can imagine repairing instead of buying new. In the older age group, 65-79-year-olds, this number is only 59%.

HOME ELECTRONICS AND FURNITURE THE MOST POPULAR PRODUCTS FOR REPAIR

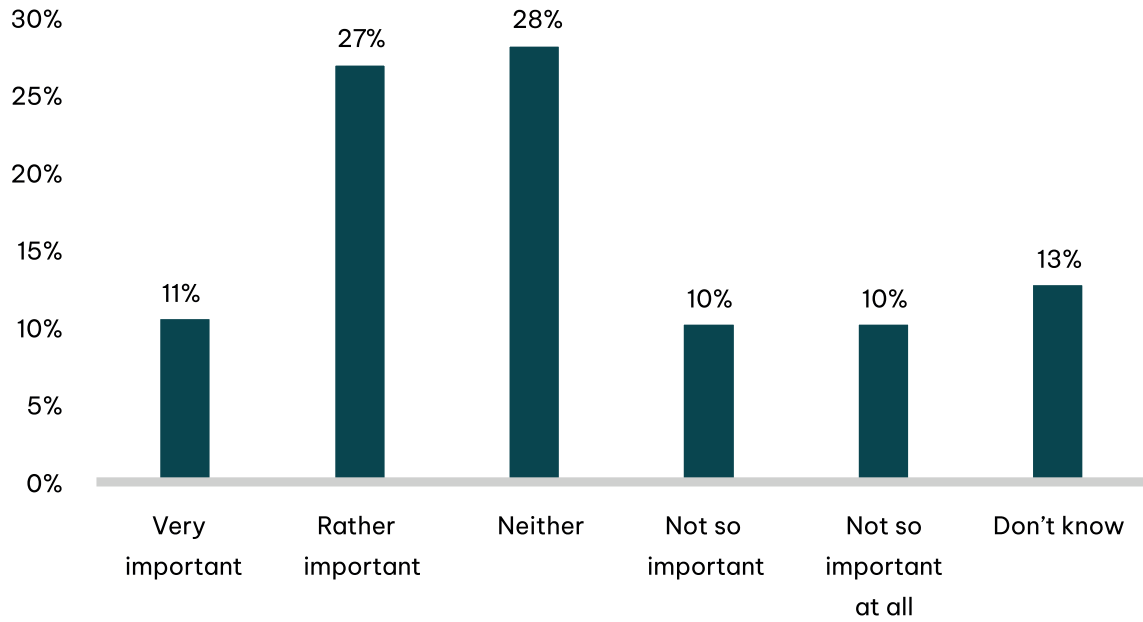
What products can you consider repairing?



Home electronics are the items most people can consider repairing under warranty instead of buying new. 55% say they are willing to repair them. In second place are furniture's, with 43% willing to repair them, while 34% say they can do the same with clothes and shoes.

4 OUT OF 10 SAY IT IS IMPORTANT FOR E-RETAILERS TO OFFER REPAIRS

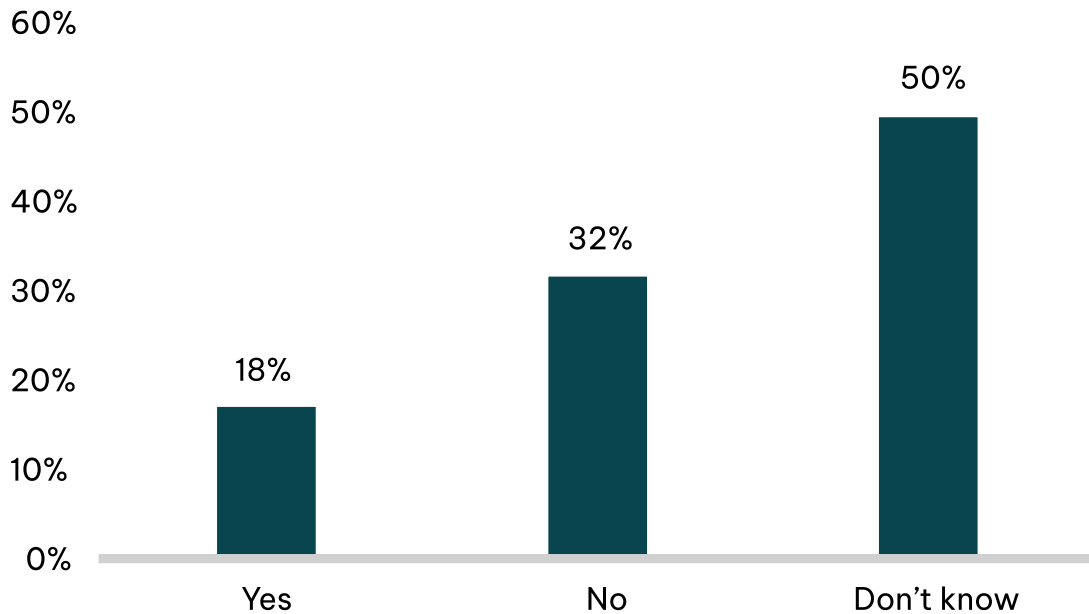
How important is it for you that retailers offer repairs?



Four out of ten, or 38 per cent, say it is important that e-retailers offer repairs for products, whether new or old. 20 per cent think it is not very important or not important at all that they offer repairs.

ONE IN FIVE WILL REPAIR MORE PRODUCTS NEXT YEAR

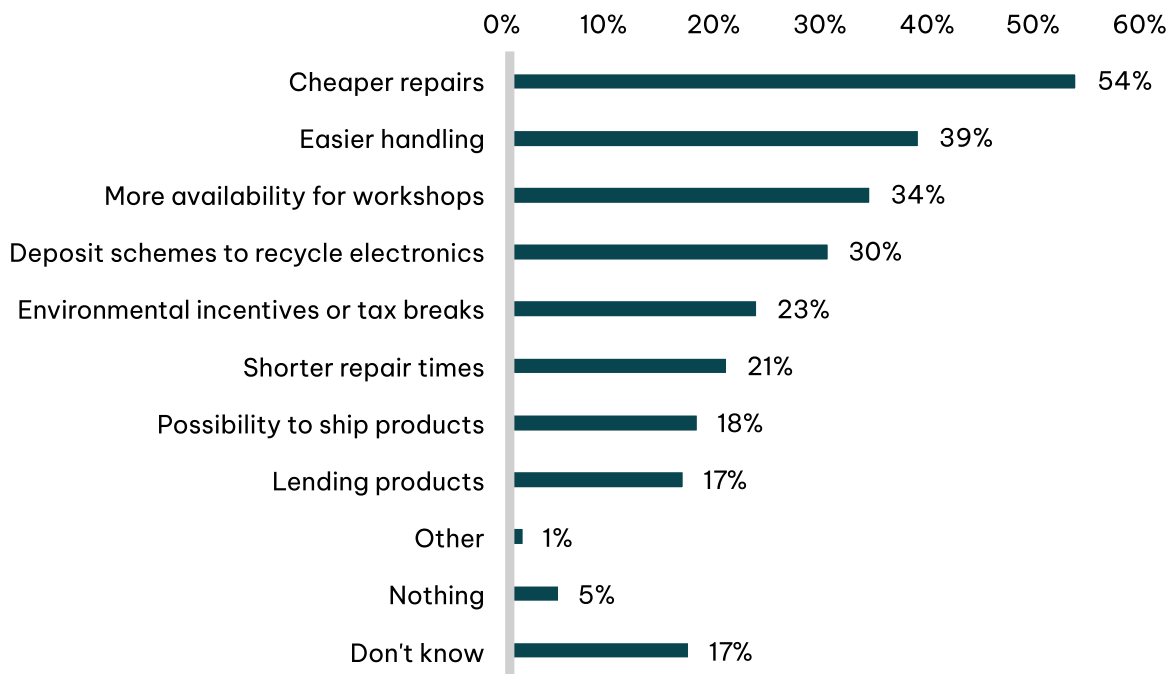
Are you planning to repair more products next year?



Almost one in five (18%) say they are planning to repair more products next year compared to the year before. One in three (32%) say they won't repair more, while the rest don't know. Mainly the younger age group are planning to repair more, with 34% of 18–29-year-olds intending to do so. In comparison, 18% of 30–49-year-olds, 13% of 50–64-year-olds, and only 6% of 65–70-year-olds say they will repair more this year.

LOWER PRICE THE MOST IMPORTANT FACTOR FOR MORE REPAIRS

What would make you repair and reuse more?



Cheaper repairs are the most important factor that could encourage people to repair more. Around half (54%) say a lower price could change their behaviour. Easier repair management comes second, with 39% saying that easier handling would get them to repair and reuse more products. Greater accessibility to workshops comes in third place, with 34% saying it would make them repair more.

DON'T MISS... "STATE OF RETURNS AND CIRCULAR SHOPPING 2024"




Did you know that 3 out of 4 consumers dissatisfied with a company's return process abandon the company? This means that just one mistake in the process is enough to lose a customer. Did you know that 45% avoid making returns because it is too complicated and the company provides poor information about how it works?

These statistics come from our report "State of Returns and Circular Shopping 2024," where, with the help of Novus, we have taken the pulse of Swedish consumers' return behavior. It is packed with statistics and insights for those working in e-retail and looking to increase customer loyalty, maximize growth, and encourage circular commerce. Here are some examples of what the report contains:

- Why only retailers can create sustainable returns
- The e-commerce customer and circular returns
- Consumer return behavior
- Returns and sustainability
- Satisfaction with returns and sustainability

You can find the report [here](#).

The background of the entire page is a dark teal color with a pattern of lighter teal hexagons. The hexagons are arranged in a staggered grid, with some hexagons being solid and others being outlined. The text is centered within one of the solid hexagons.

Reclaimit®
**Transforming returns
into revenue**