Reclaimit®

STATE OF RECOMMERCE

2025

74% want to shop circularly - but only 53% actually do

Circular commerce is growing in importance. Unlike the traditional linear model, where resources are extracted, products are manufactured, consumed, and then discarded, circular commerce focuses on extending the lifespan of already produced goods. Through second-hand sales, repairs, and refurbished products, items can remain in circulation longer, and resources can be used more efficiently.

We commissioned Novus to ask Swedish consumers about their purchasing habits and attitudes toward circular commerce, and the results show that half have shopped circularly in the past year. But the potential is much greater.

74% of Swedish consumers say they are open to shop circularly.

Among those aged 18–34, that number rises to 86%.

More people are willing to shop circularly than those who actually do—this applies across all product categories, but the gap is largest in home décor, furniture, and household goods.

To me, the results of the report are clear; consumers want to shop more circularly, but they want it to be easy, secure, and offered by retailers they already trust. This is where retailers have a real opportunity. By integrating circular products into their existing stores, they can not only meet the demand but also strengthen customer loyalty and take a clear stance on sustainability. The infrastructure to manage product flows already exists and those who move quickly can attract the consumers of the future.

Today, only 15% of online retailers offer a circular option, according to PostNord's E-barometer. I am convinced that we'll see circular products become a natural part of all stores sooner than we think. It's no longer a question of if, but when.

Happy reading!

Wilhelm Hamilton
CEO, Reclaimit

What’s stopping us from shopping circularly more often?

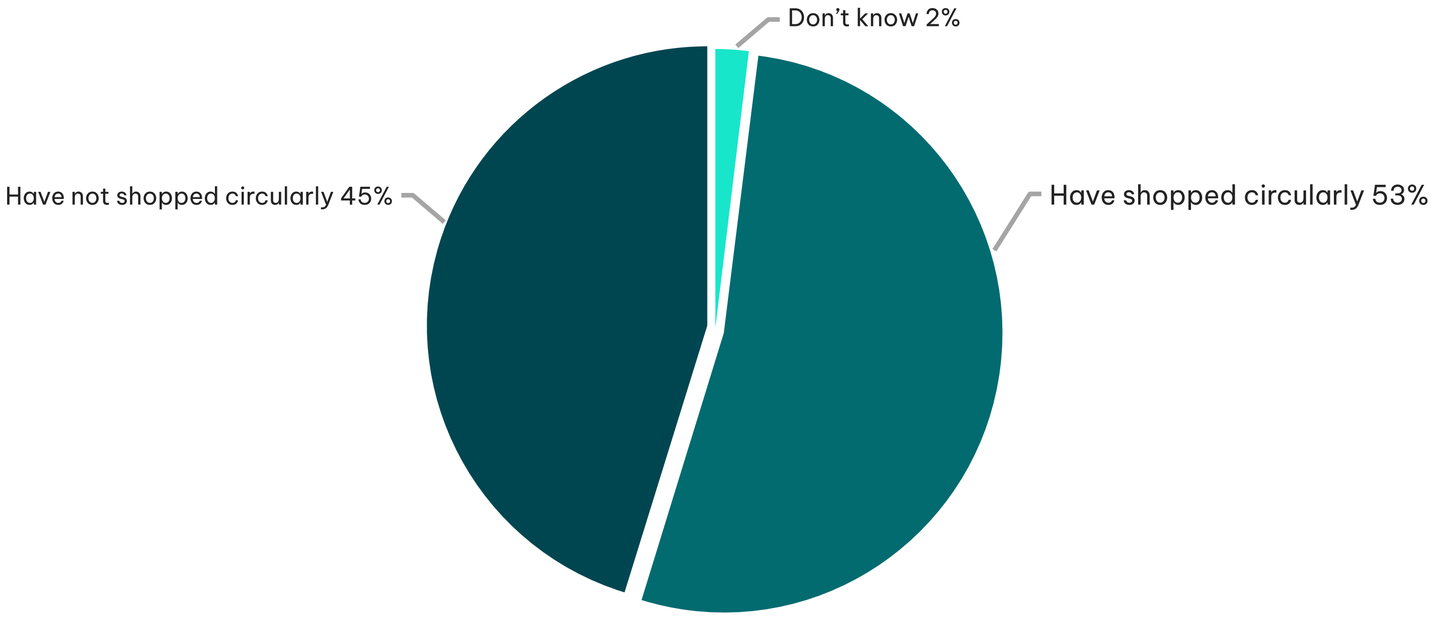
Key findings from the report

- 32% say lower prices would encourage them to shop more circularly.
- 30% would buy more if the products were inspected and verified.
- 19% are looking for better warranties.
- 24% want clearer information about product condition and sizing.
- 21% say easier returns would make second-hand shopping more attractive.
- 18% prefer to avoid buying from private individuals and would rather shop through established platforms or retailers.
- 15% want to find second-hand items in-store, right alongside the new assortment.

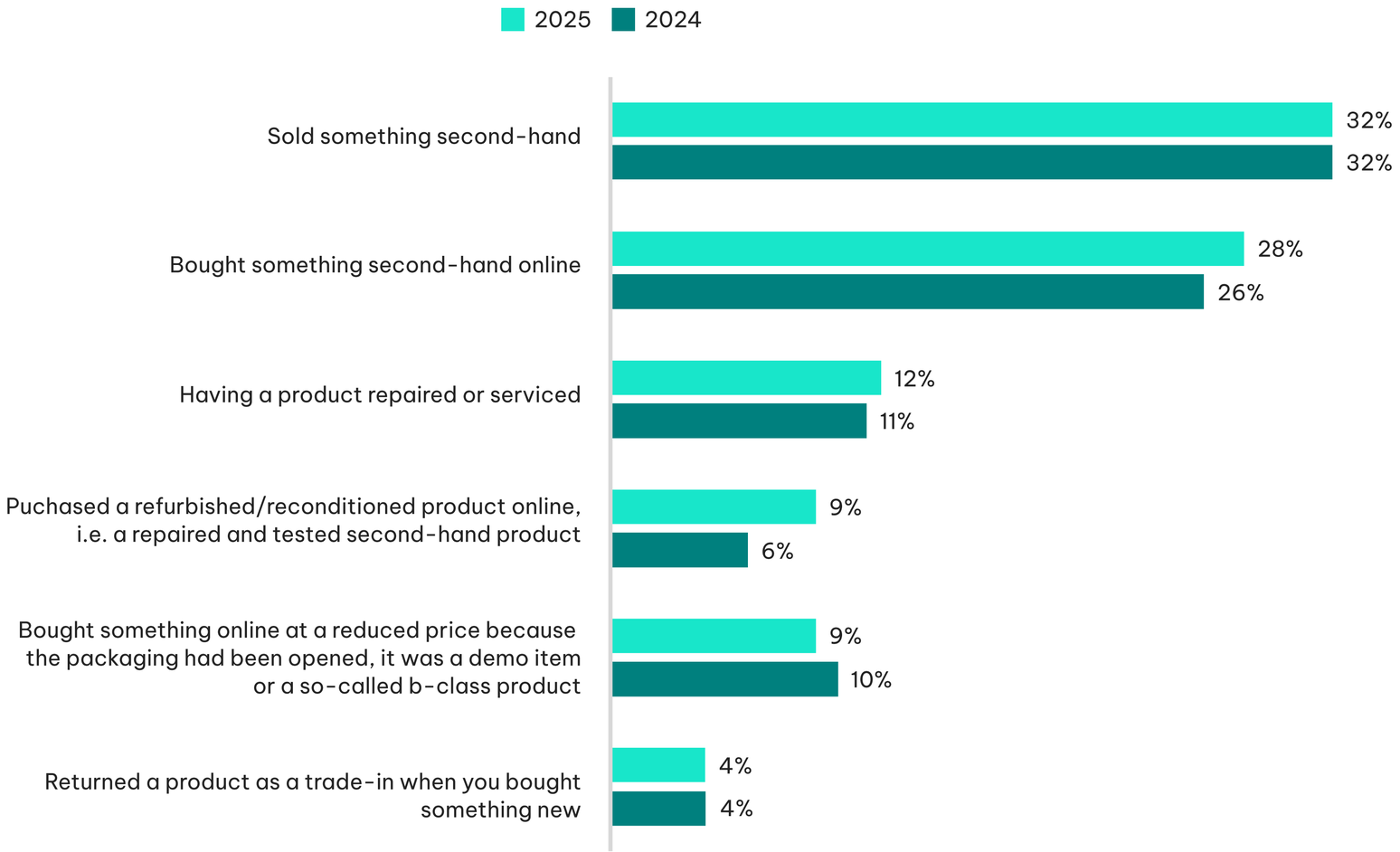
In the concept of circular shopping we include:

- Traded in an item when purchasing something new.
- Shopped online for a refurbished/reconditioned product – that is, a repaired and tested used item.
- Shopped online for a product at a reduced price due to opened packaging, being a demo unit, or classified as a B-grade item.
- Had a product repaired or fixed.
- Shopped online for a second-hand/used item.
- Sold a used item.

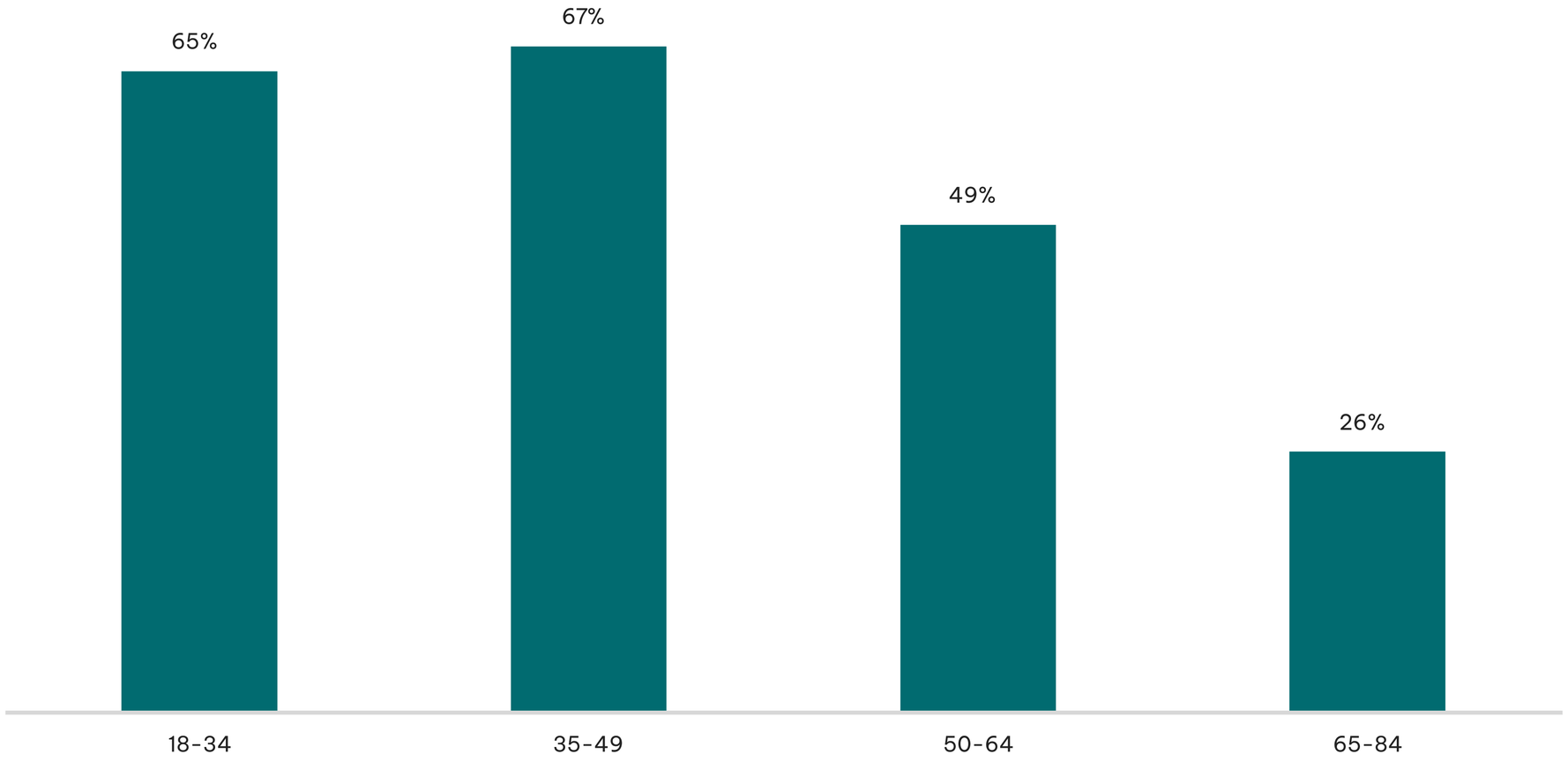
Circular shopping



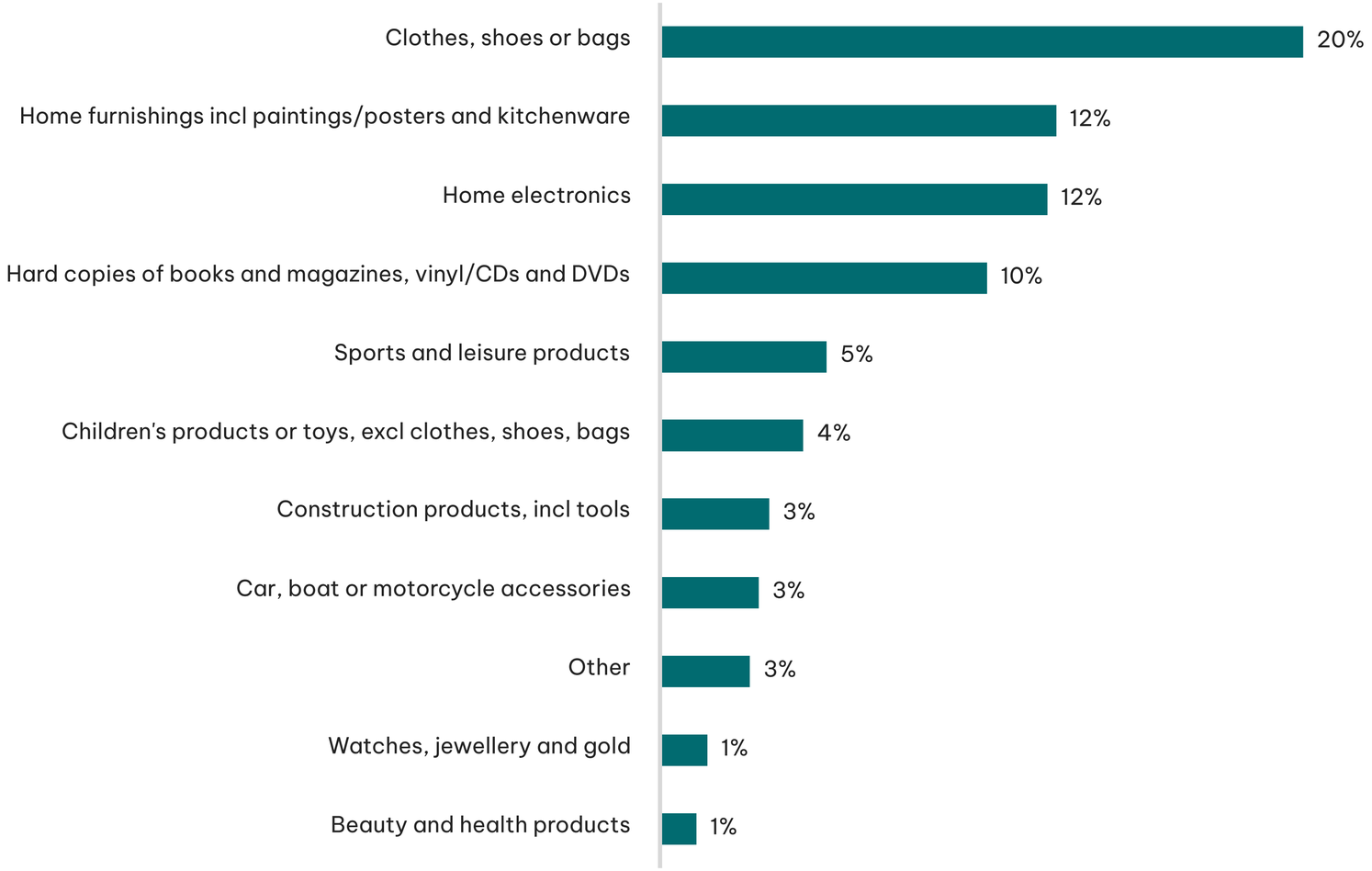
Have you at any time in the previous year done any of the following:



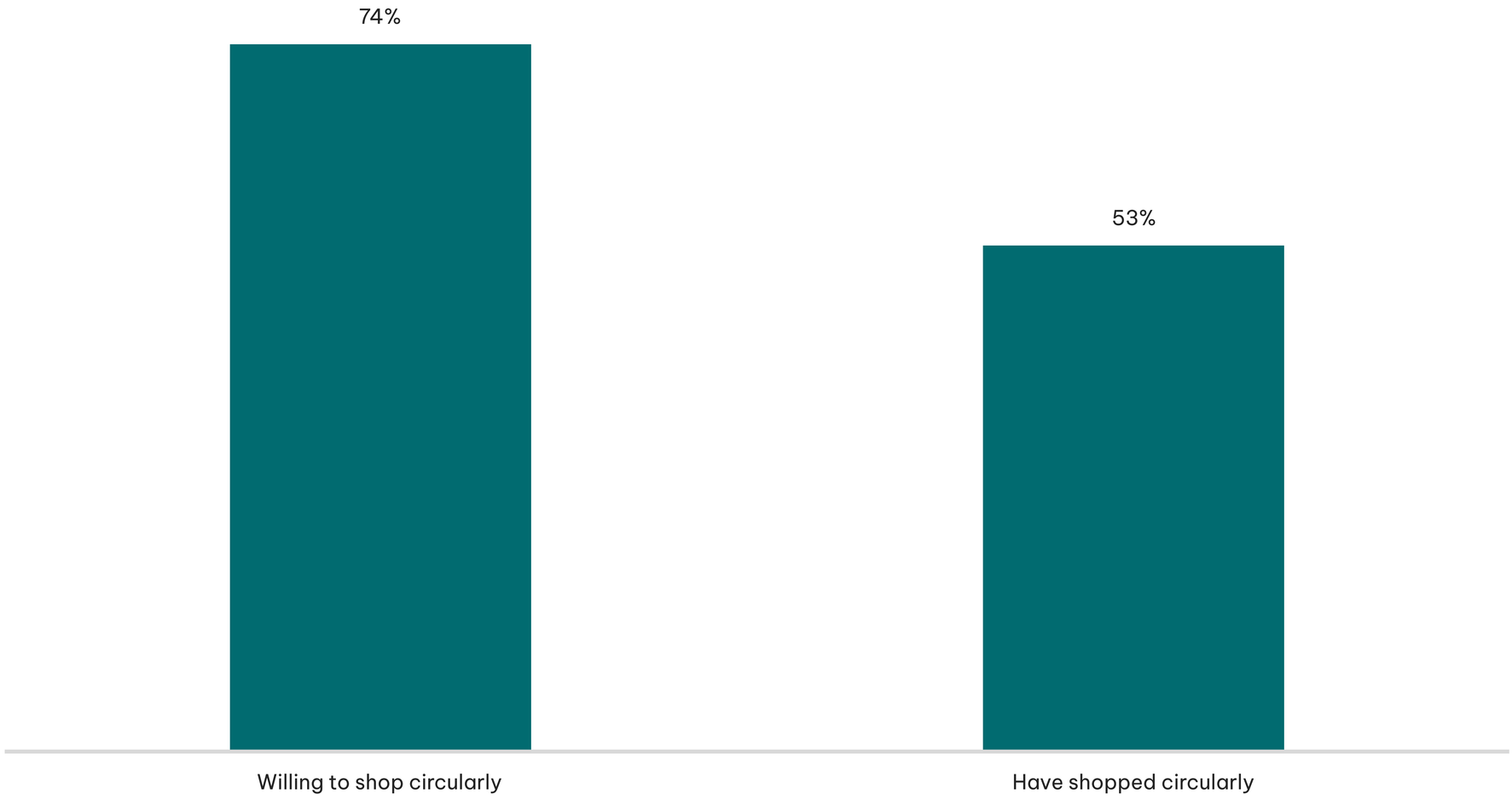
Have shopped circularly in the previous year - age groups



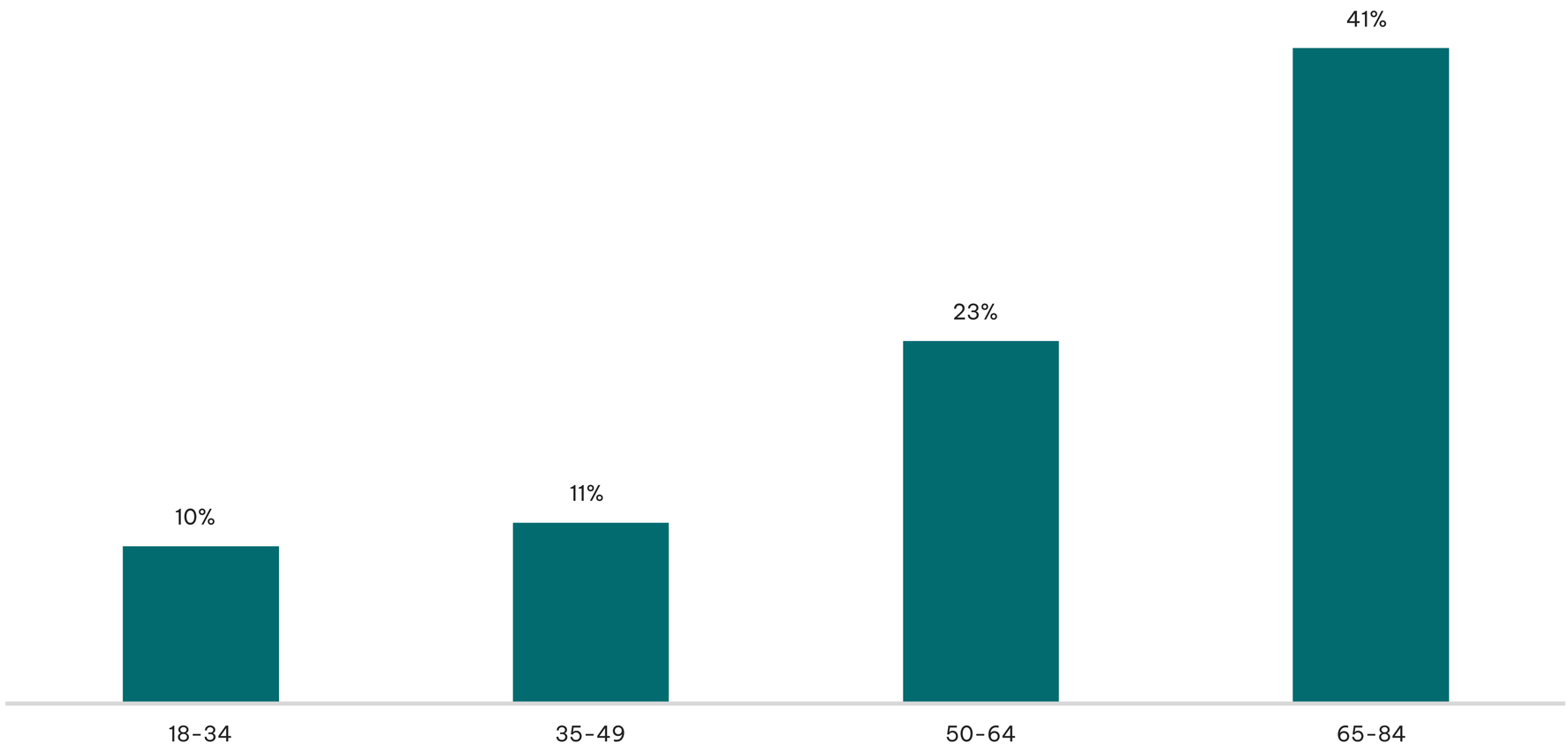
What types of products have you purchased circularly in the previous year?



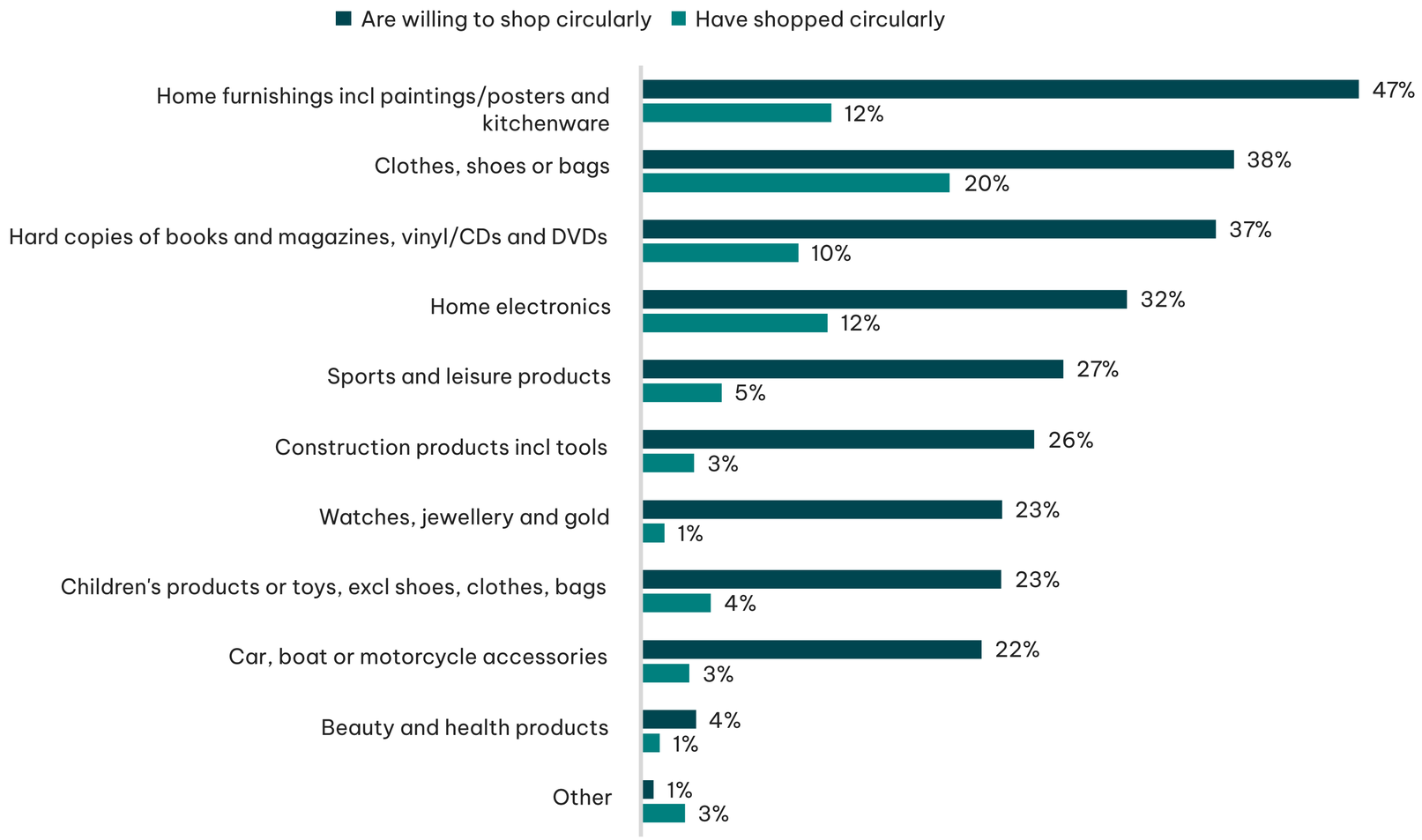
Willing to shop circularly compared to how many who actually did during the previous year



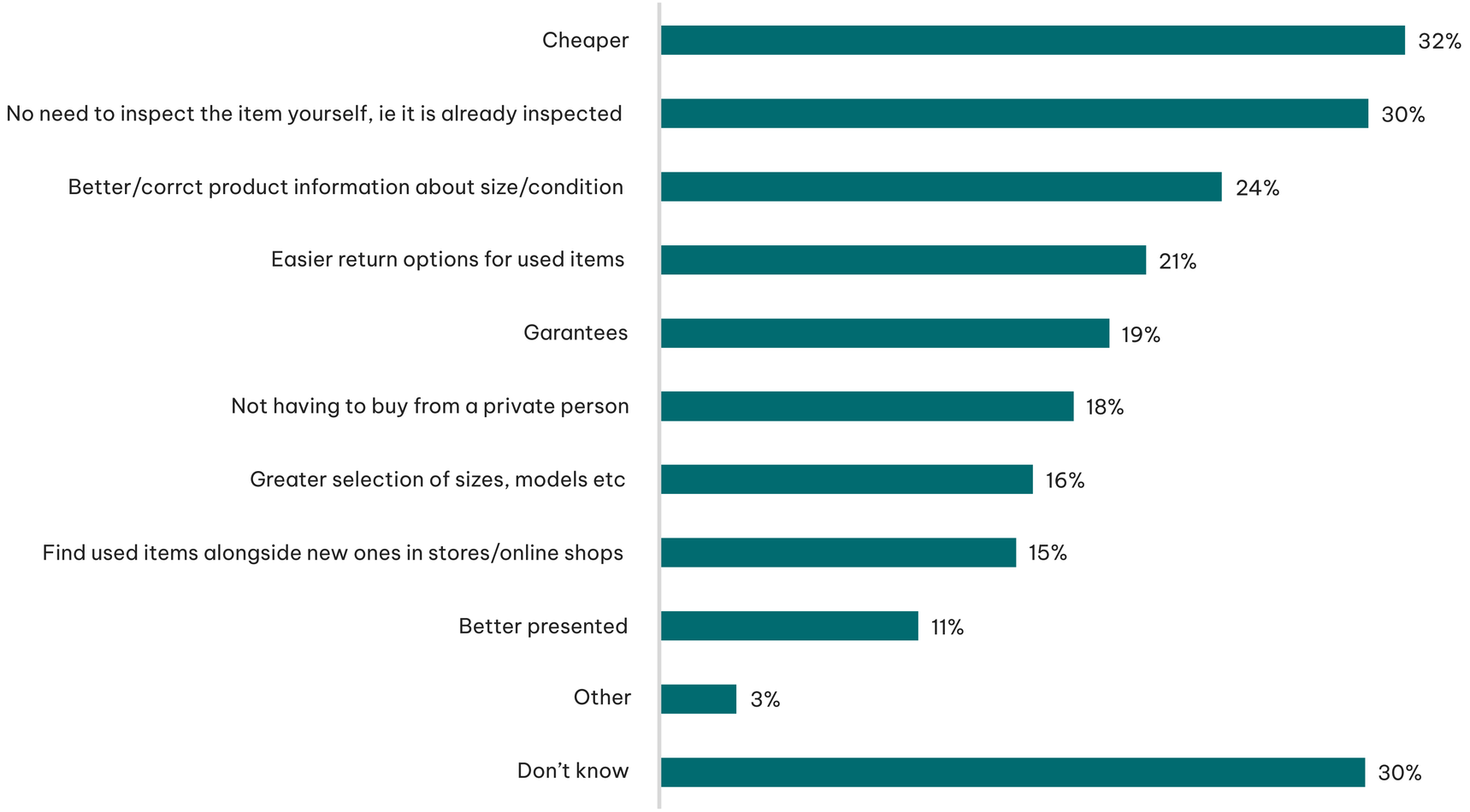
Don't want to buy any type of product second hand - age groups



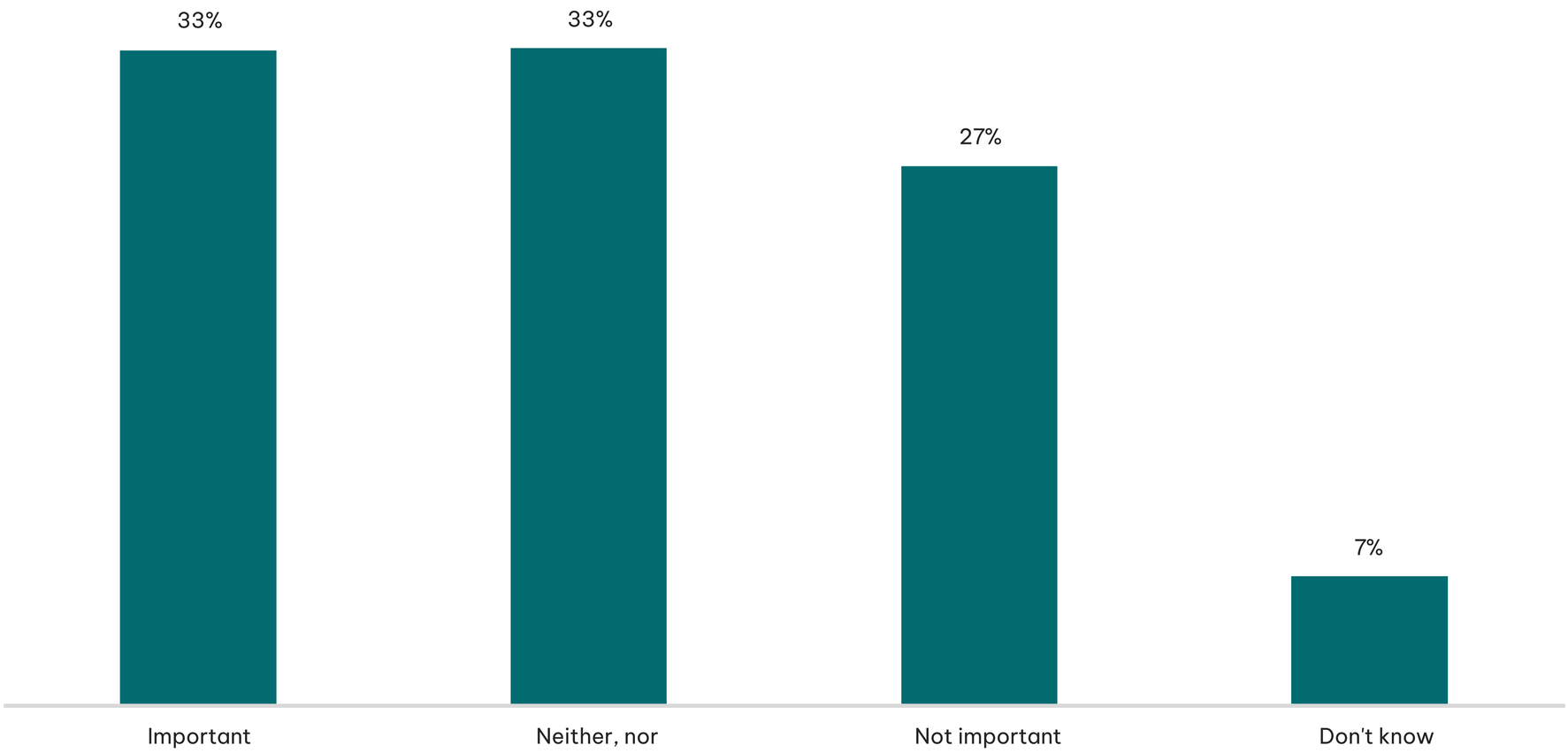
What products would you like to buy circularly?



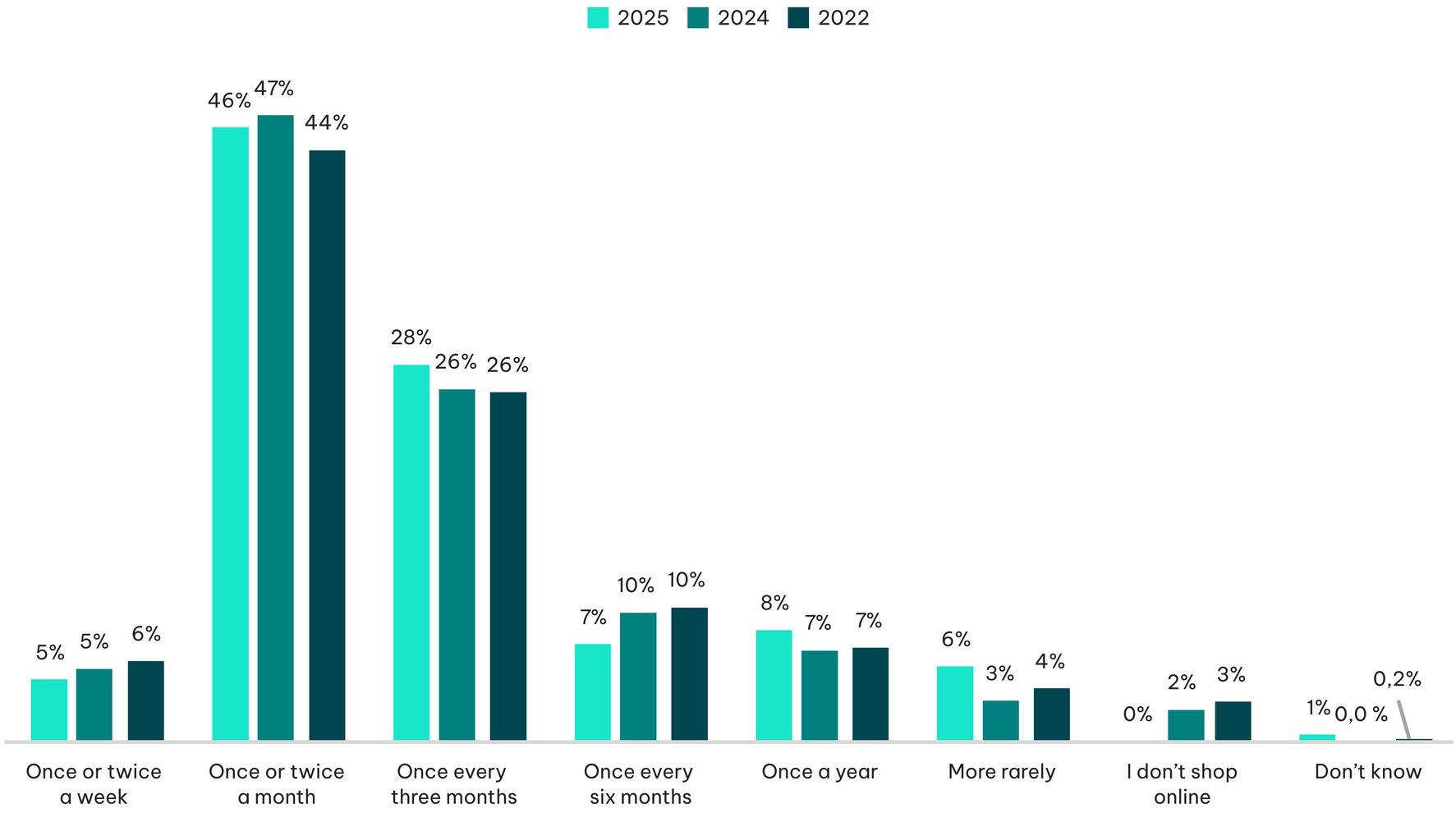
What would make you buy more second-hand goods?



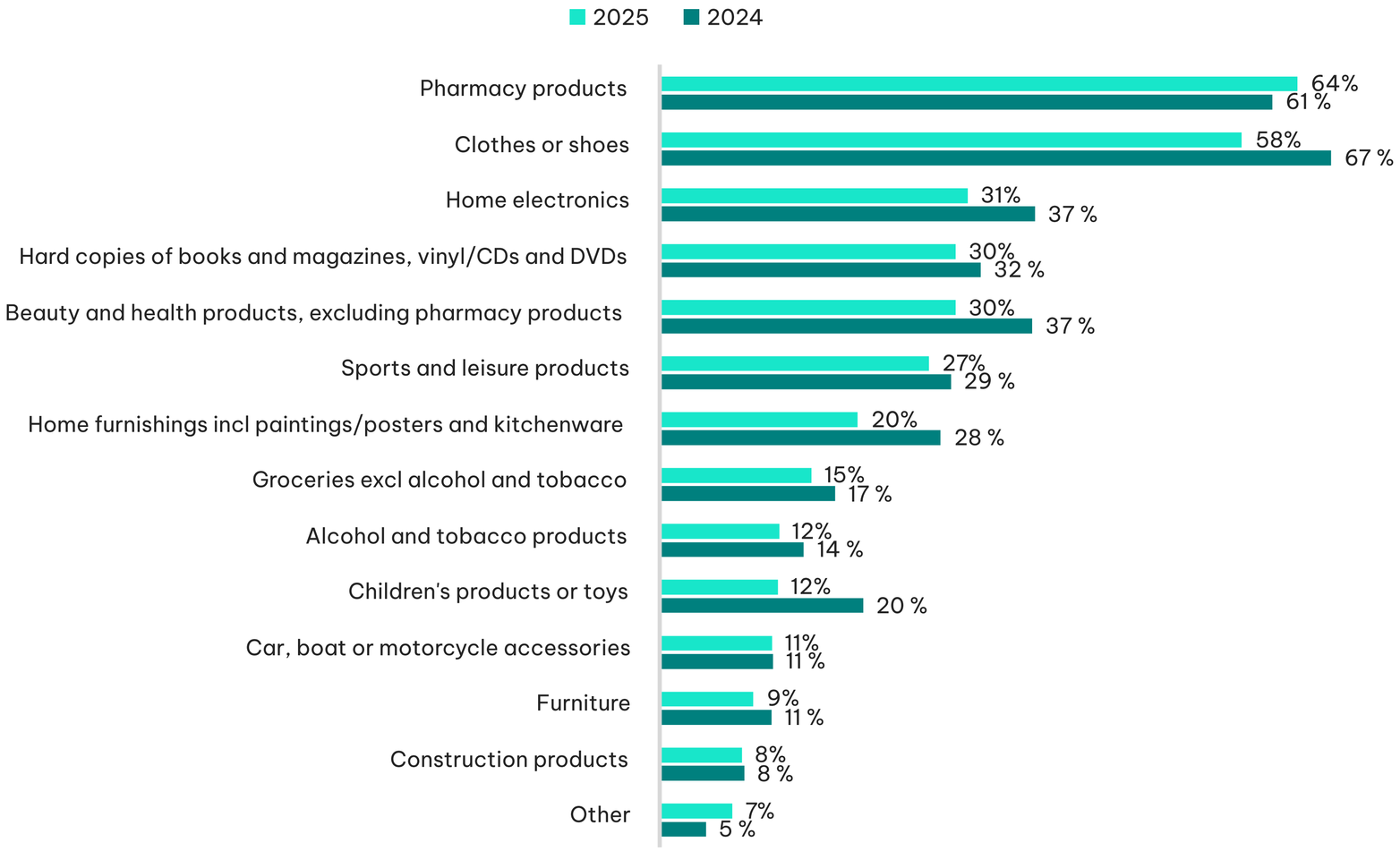
How important is it that shops also offer second-hand products?



How often do you shop online?



What types of products have you bought online in the previous year?



About Reclaimit

Reclaimit is a well-established SaaS company with a market-leading position in the Nordics in returns and claims management.

We firmly believe—and have experienced firsthand—that customer loyalty increases when companies meet the growing demand for sustainable and circular shopping behavior. Our mission is to promote growth where circular commerce is a key feature, thereby helping today's retail evolve toward a more sustainable future.

With Reclaimit's all-in-one platform, we empower over 600 leading retailers and suppliers to create better post-purchase experiences. Whether it's returns, claims, or repairs, our platform will elevate your customer journey to the next level.

We always go the extra mile to meet your needs, delivering flexible solutions that ensure success in a highly competitive market.

Facts about the report

The report is based on a survey conducted by Novus on behalf of Reclaimit. The same survey was carried out in both 2022 and 2024, with some new questions added in 2024.

The survey was conducted through web interviews within Novus' randomly recruited Sweden Panel, which ensures representative results. This means the findings can be generalized to the relevant target population.

- Number of completed interviews: 1,004
- Survey period: April 22, 2025 – April 29, 2025
- General public who shop online, aged 18–84
- Margin of error for 1,000 interviews:
  At a 20/80 outcome: ±2.5%,
  At a 50/50 outcome: ±3.1%

Reclaimit®

Transforming returns into revenue

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