



Reclaimit®
STATE OF REPAIRS
2025

Many want to repair goods – but only one in ten actually do

The EU's new rules on the right to repair will be incorporated into Swedish law this summer and are intended to make it easier to fix broken products instead of buying new ones. Our latest Novus survey shows that the willingness among Swedish consumers to repair is strong – but their behavior lags behind.

81 percent of Swedish consumers say they would rather repair than buy new, but only 12 percent have actually had something repaired in the past year. When it becomes easier, cheaper, and more accessible to repair, more people will do it. For retailers, repair services could become a customer magnet and a way to build long-term relationships.

Here are some of my key insights from our survey:

- Young consumers are driving the change, both in terms of interest and in actually repairing products. For example, 18 percent of those aged 18–34 have had an item repaired in the past year, compared to 4 percent among those aged 65–84.
- Repairs need to become cheaper. For us to repair more, it must become more affordable. A majority (53%) of consumers state that cheaper repairs would make them repair more often. This is the biggest barrier that must be addressed—by both retailers and repair workshops—with support from new regulations. Lowering VAT on repairs could be one possible solution.
- Offering repairs can attract customers. As many as 38 percent of consumers say it is important that a store offers repair services. I believe this is a way to attract the consumers of the future.

A key to meeting both legal requirements and consumer expectations is ensuring that reused products work properly and are safe. In Norway, the Electronics Industry Foundation has commissioned Reclaimit to develop an e-service for managing refurbished electronics – a tool that supports consumers, repair workshops, retailers, and manufacturers.

Would you like to hear how we can help your store create a repair offering? Get in touch, and we'll grab a coffee to talk about everything from booking systems and repair networks to warranties and follow-ups. Enjoy your reading!



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

Wilhelm Hamilton
CEO, Reclaimit

What does the “Right to repair” mean?

The EU has decided on a new law to make it easier to repair defective products. The purpose is to encourage more sustainable consumption and reduce waste.

The new law means that:

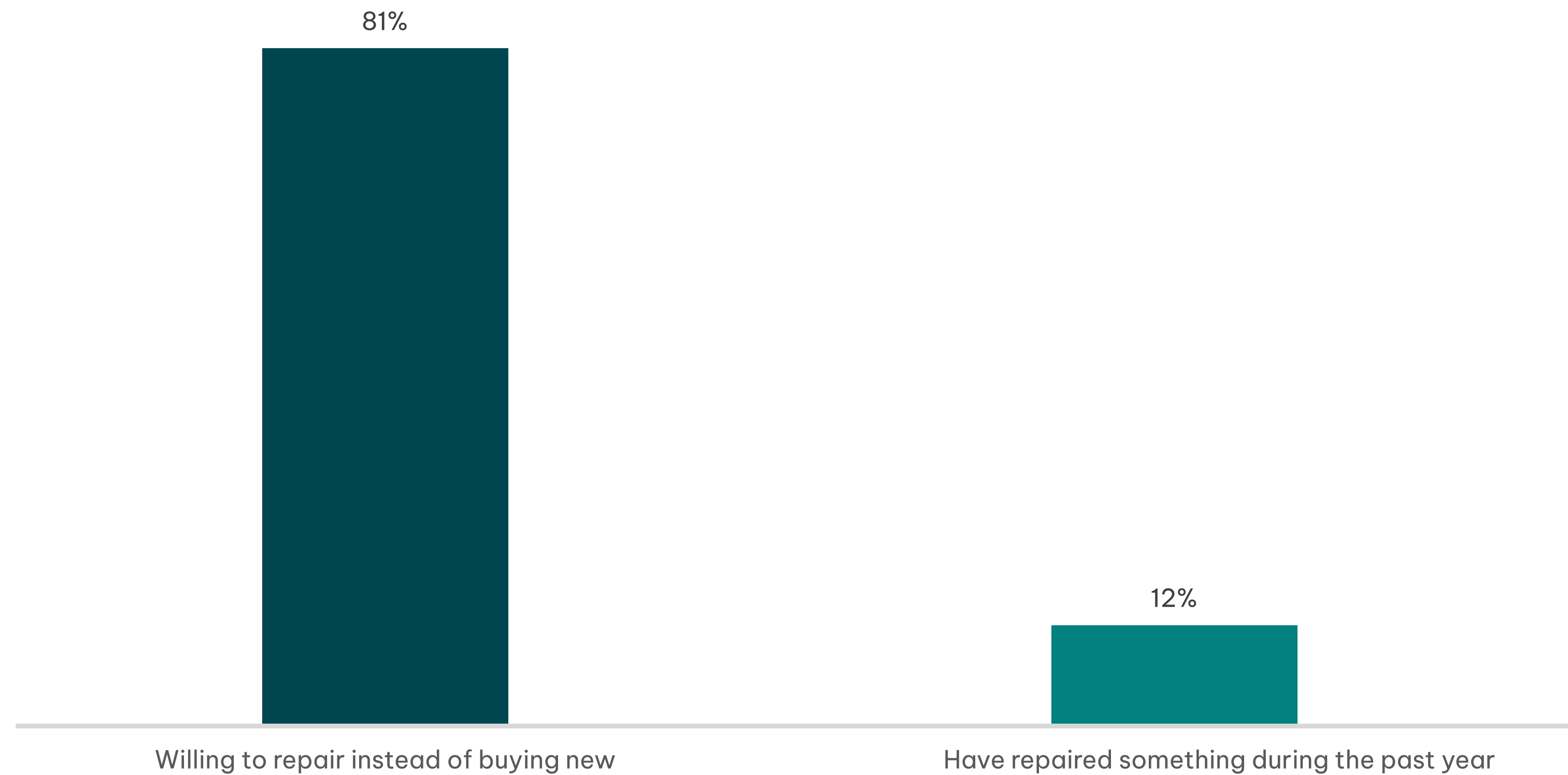
- Repair before replacement under warranty: Sellers must prioritize repair if it is cheaper or costs the same as replacing the product. The warranty is extended by one year after a repair.
- Right to repair after the warranty period: Consumers gain the right to request repairs of products such as washing machines, vacuum cleaners, smartphones, and bicycles even after the warranty has expired. More product categories may be added later.
- Loan product during repair: Replacement equipment must be available for loan while the product is being repaired.
- Easier access to workshops: Online platforms will help consumers find local repairers.
- Incentives to repair: Countries must offer incentives to make repair more attractive than buying new.

The EU directive came into force on July 30, 2024, and Sweden has two years to implement the new rules in national legislation.

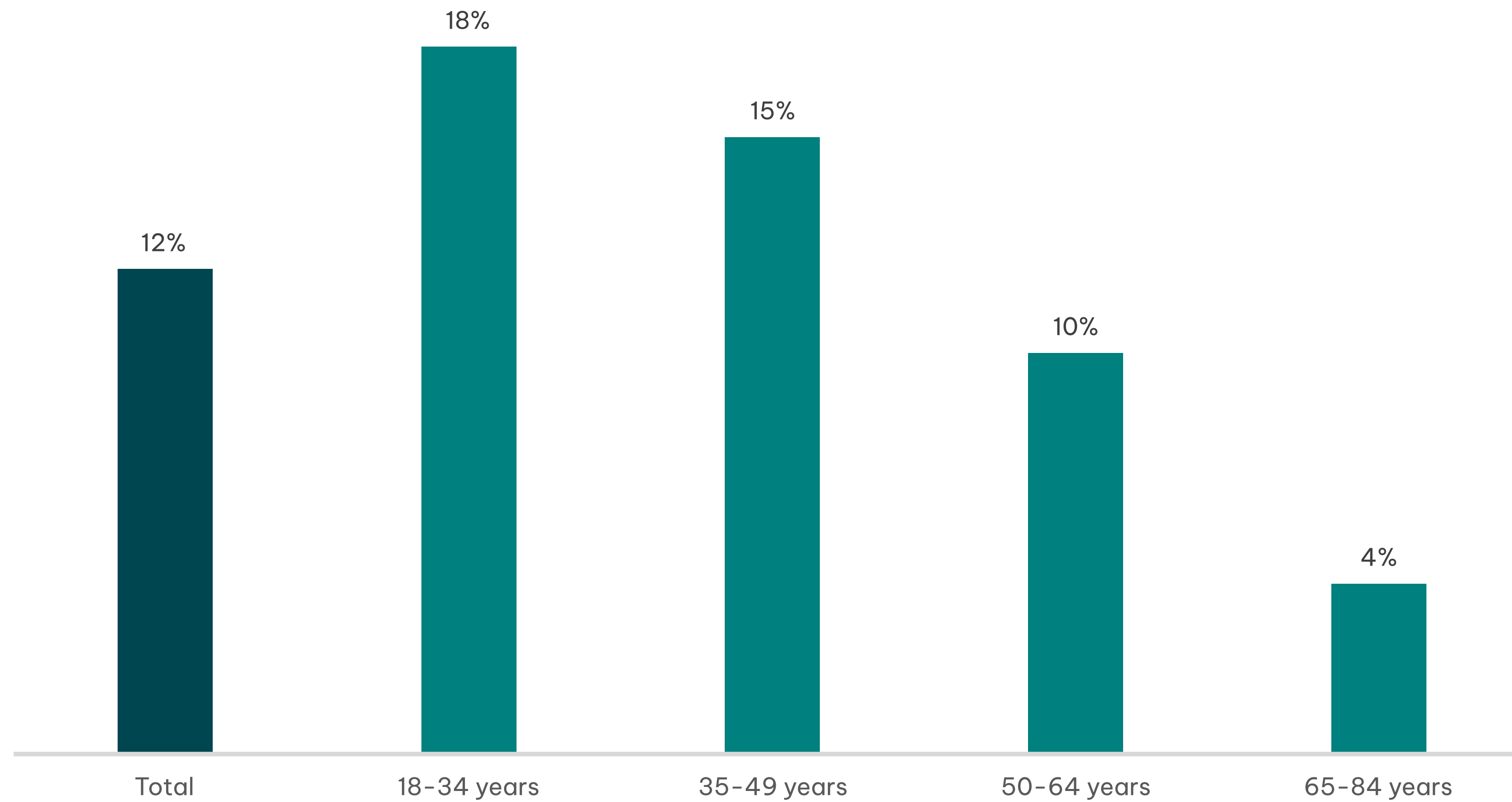
The process is currently being reviewed by Court of Appeal Judge Anne Kutteneuler, and the report will be presented by December 15, 2025.

In Sweden, the new law is expected to take effect on August 2, 2026.

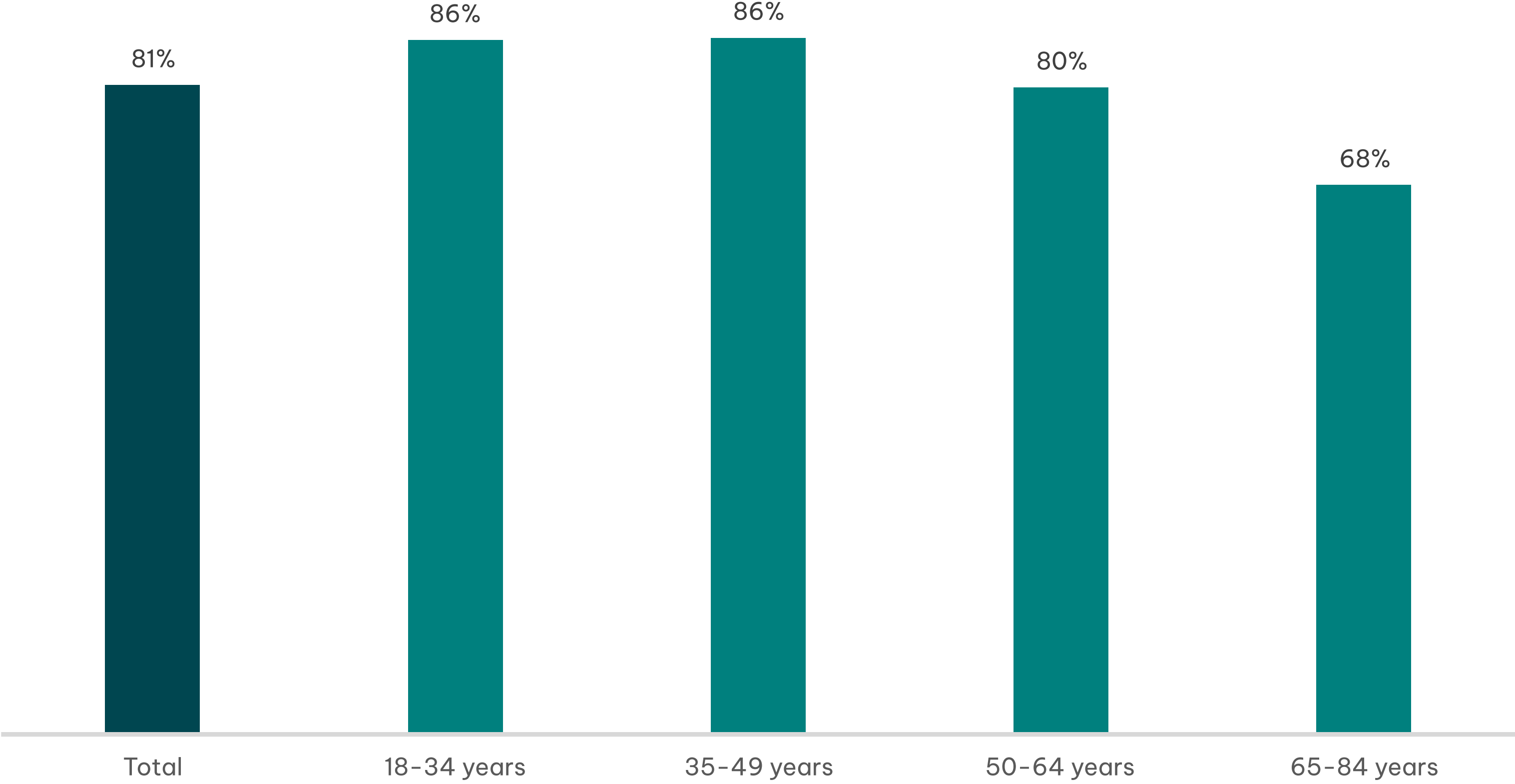
81 percent want to repair instead of buying new – 12 percent actually do



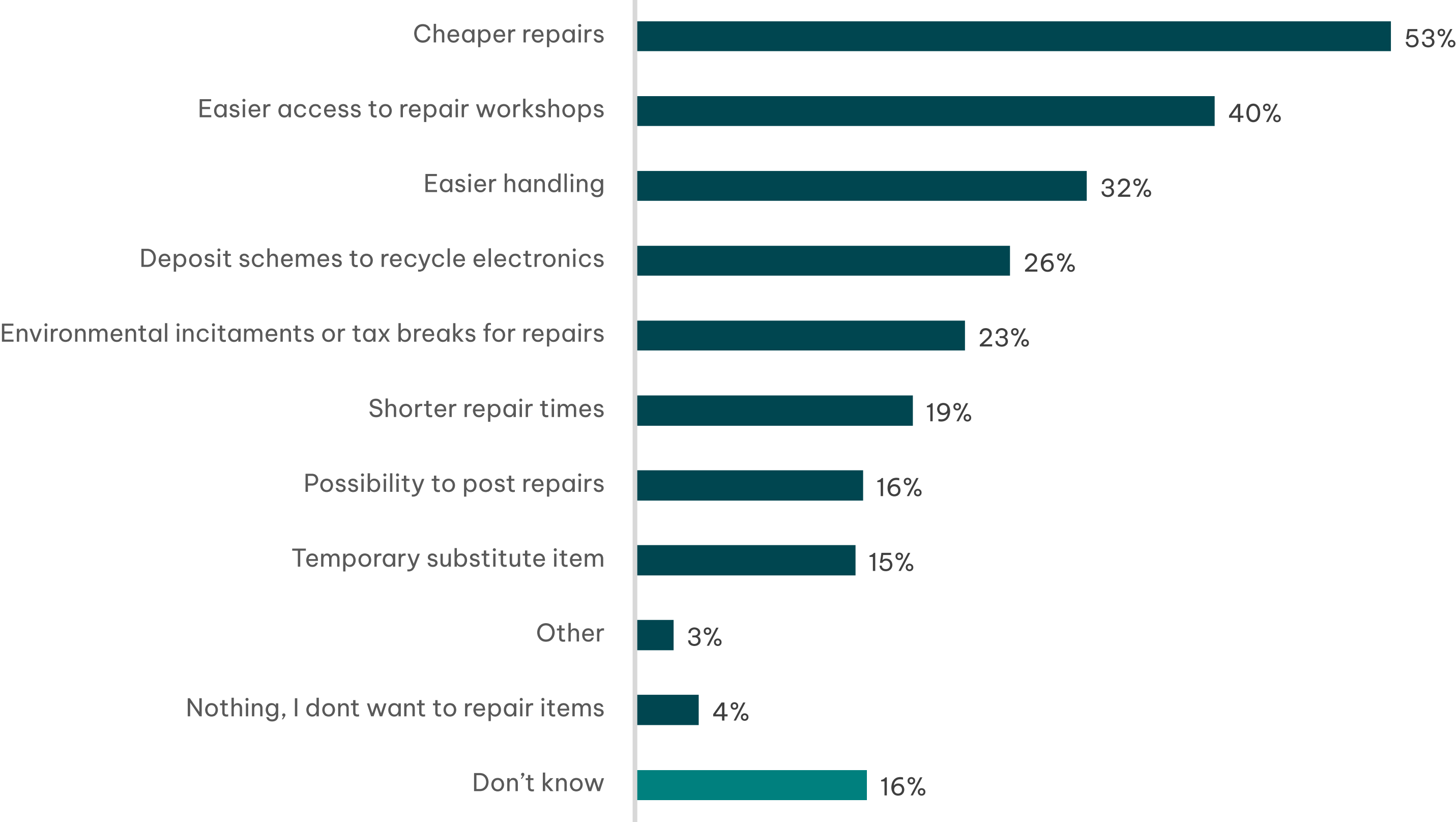
Have had an item repaired in the past year – by age group



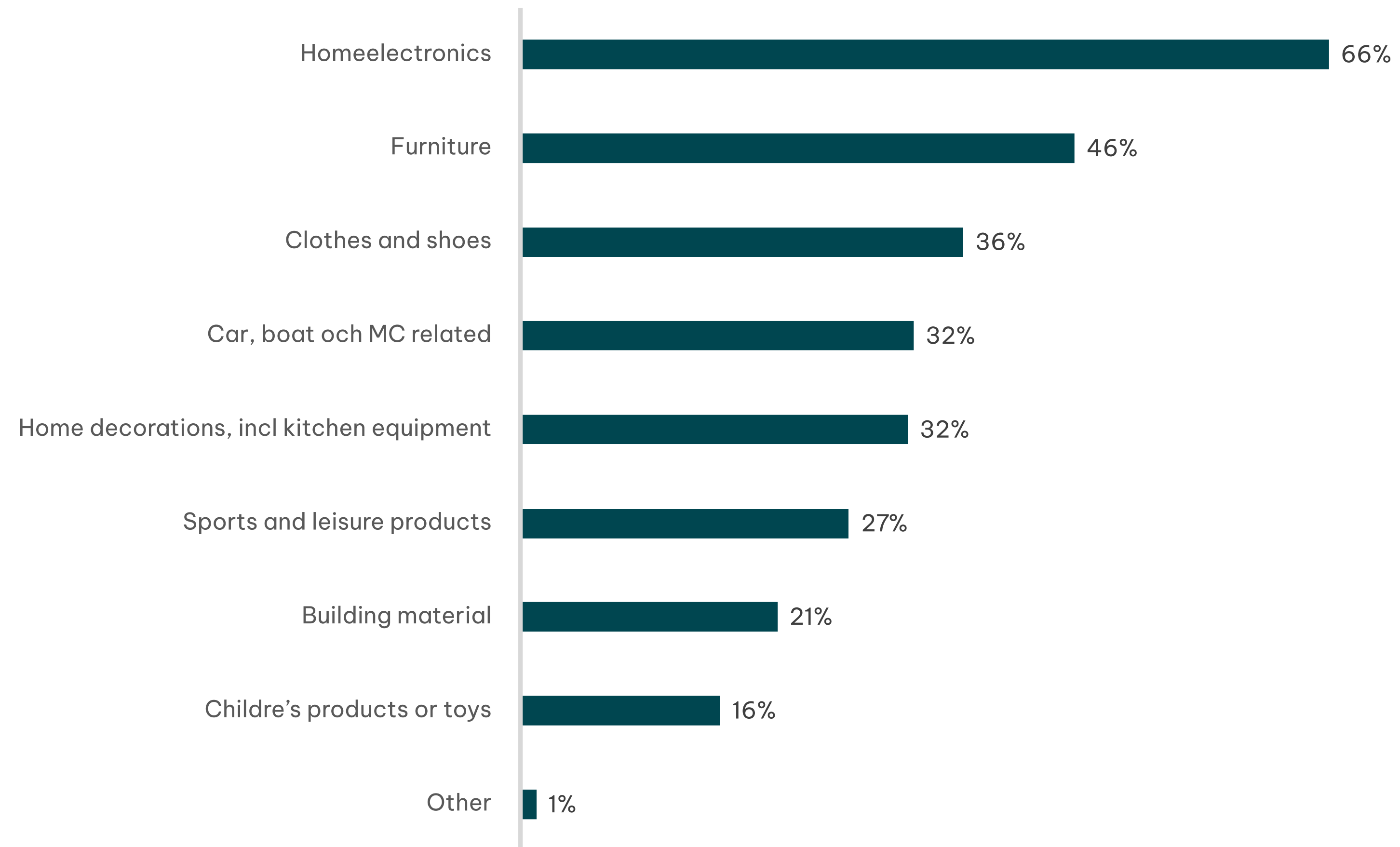
Willing to repair products under warranty instead of buying new – by age group



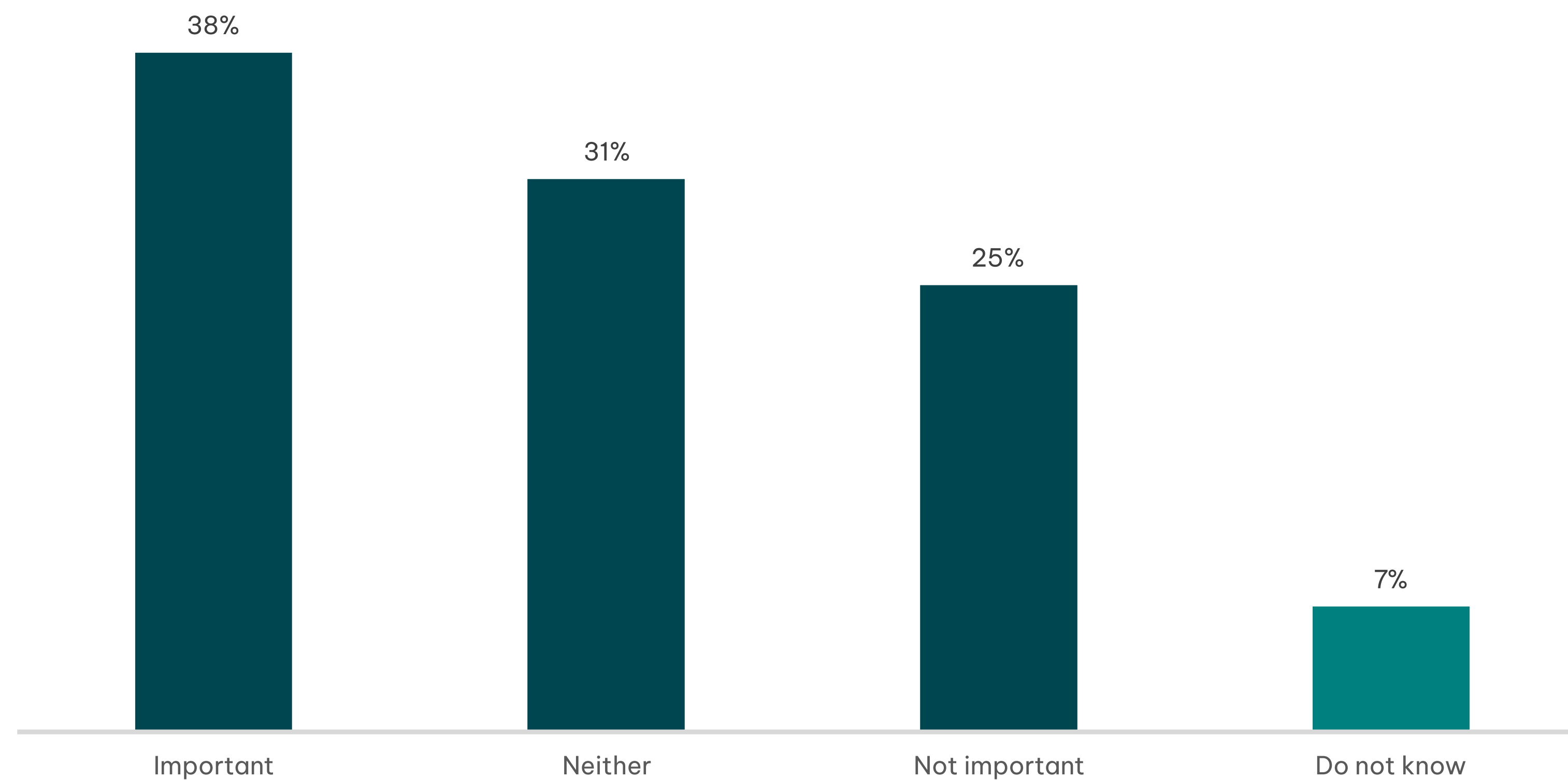
What would make you repair more and thereby extend the product's lifespan?



Which types of products would you consider repairing?



How important is it that stores offer repairs of both new and old products?



About Reclaimit

Reclaimit is a well-established 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.

Facts about the report

The report is based on a survey conducted by Novus on behalf of Reclaimit. The same survey was conducted in 2022 and 2024, but some new questions have been added.

The survey was carried out via web interviews with Novus' randomly recruited Sweden panel, which ensures representative results. This means that the findings are generalizable to the target population.

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

Reclaimit®

Transforming returns into revenue