

THE CIRCULAR ECONOMY IN AOTEAROA

TE ŌHANGA ĀMIOMIO KI AOTEAROA

A report on how New Zealanders
buy, sell, and trade secondhand items



TRADE ME CONTINUES TO CHAMPION THE CIRCULAR ECONOMY

KO TAUHOKO TONU
E HAPAI ANA I TE
ŌHANGA ĀMIOMIO



Sally Feinson

Sales, Support & Marketing Director

Every time you click, list, or bid on a preloved item on Trade Me, you're not just making a transaction – you're becoming a recycling superstar.

When you sell those old trainers or vintage lamps, you're doing more than just clearing out your garage. You're keeping our precious resources in play, and giving items a second (or third, or fourth!) life.

In Aotearoa, we call this ōhanga āmiomio. The Ministry for the Environment defines this as keeping resources in use for as long as humanly possible, and recovering and regenerating products and materials as much as possible.

So next time you're scrolling through Trade Me, remember – you're not just shopping or selling. You're part of a nationwide movement that's good for your wallet, your home, and our Aotearoa.

Kia pai te hoko! Happy trading!

The circular economy has
three main components:



**1. IT DESIGNS OUT WASTE
AND POLLUTION.**



**2. IT KEEPS PRODUCTS AND
MATERIALS IN USE.**



**3. IT REGENERATES
NATURAL SYSTEMS.**



THIS REPORT IS A DETAILED SNAPSHOT

HE PŪRONGO TAIPITOPITO TĒNEI

We've been tracking the circular economy for six years, and we're pumped to share our latest insights on how, where, and why Kiwi are buying, selling, and trading their preloved items.

We continue to have a vibrant circular economy. This year, it reached new heights with the highest ever value, and a record number of items. The cost of living might be tough, but Kiwi are getting smart, embracing secondhand buying and selling more than ever – and they're branching out into upcycling.

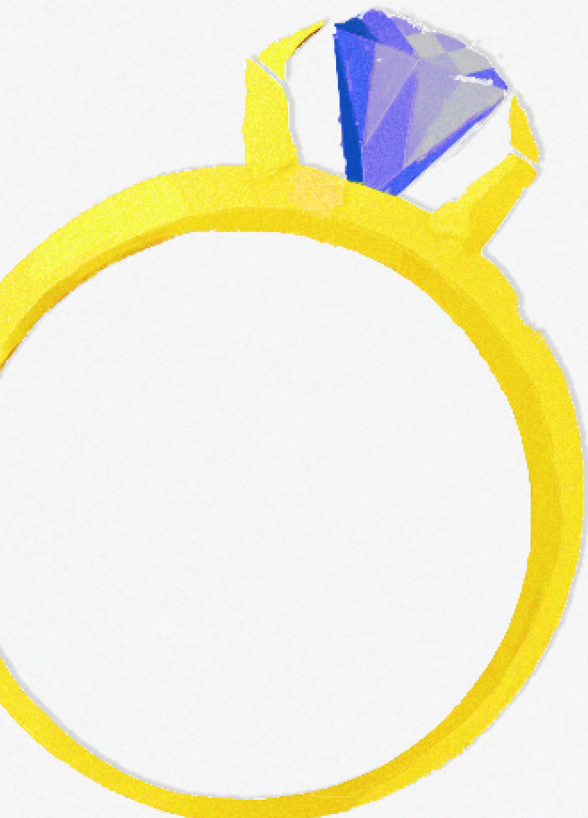
This year's report summarises findings from 4,000 participants, giving us a detailed snapshot of the circular economy in Aotearoa in 2024.

**IN 2024,
THE CIRCULAR
ECONOMY WAS
WORTH A RECORD
\$5.5 BILLION.**

Survey methodology: This survey was conducted by Trade Me's User Experience Research (UXR) Team during October 2024. It collates answers from 4,000 individual respondents based in Aotearoa New Zealand. These respondents were recruited externally by Dynata to avoid any potential bias relating to Trade Me membership. The survey was written in a way that was platform agnostic. It was also sent out by a third party – Dynata.

THERE'S MORE TREASURE THAN EVER

KĀQRE E ĀRIKARIKA NGĀ TAONGA



- The circular economy grew from 78 to 81 million items from 2023 to 2024 – that's an increase of 3 million items.
- More than three out of four Kiwi have items they could sell, with an average of 20 unwanted items each. That means that **each Kiwi has approximately \$1,350 worth of unwanted items lying around the house!***
- Kiwi are also keen to grab a secondhand bargain – **89% of people** in our survey bought a preloved item in the last six months, up 2% on 2023.

**\$1,350 CASH
BUYS A LOT OF
OLIVE OIL**

By selling their unwanted items, each Kiwi could make \$1,350 - that's:

71 × 1L bottles of Olive Oil

or

7.5 years of a standard Netflix account



THE COST OF LIVING IS AFFECTING THE CIRCULAR ECONOMY

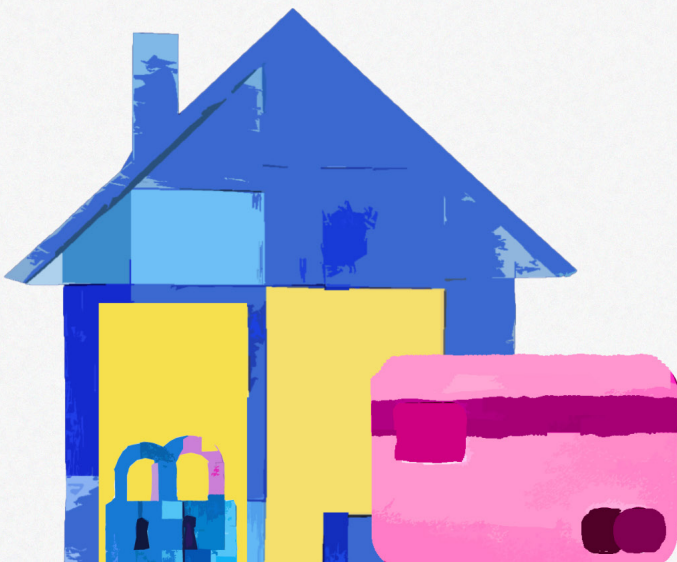
KO TE UTU NOHO E PĀ
ANA KI TE OHANGA
ĀMIOMIO

The rising cost of living has been a challenge for many New Zealanders. Our research shows that increasing expenses have motivated many people to participate in the circular economy to make and save money.

- **60%** of people with items to sell agree that the rising cost of living has made them consider buying and selling secondhand items more often.
- **40%** of people with items to sell agree that the rising cost of living has made them sell more preloved items than before.
- **43%** of people with things to sell agree that the rising cost of living made them buy secondhand more often.

“I THINK YOU CAN GET GOOD QUALITY ITEMS FOR CHEAPER AND LIGHTLY USED ... IT IS A GOOD ECONOMICAL CHOICE AND GOOD FOR THE ENVIRONMENT AS WELL.”

“IT’S CHEAPER AND EVERYTHING IN NEW ZEALAND IS GETTING MORE EXPENSIVE EVERY SINGLE DAY.”



PEOPLE SELL PRELOVED ITEMS FOR SPECIFIC REASONS

HE PŪTAKE TŌ IA TANGATA ME TANA HOKO ATU I NGĀ TAONGA ORUORU

Kiwi had different motivations for selling secondhand items, but four reasons came out on top.

1. To create space

Most people sold their preloved items to create space, with 62% of respondents saying they wanted to declutter.

2. To make money

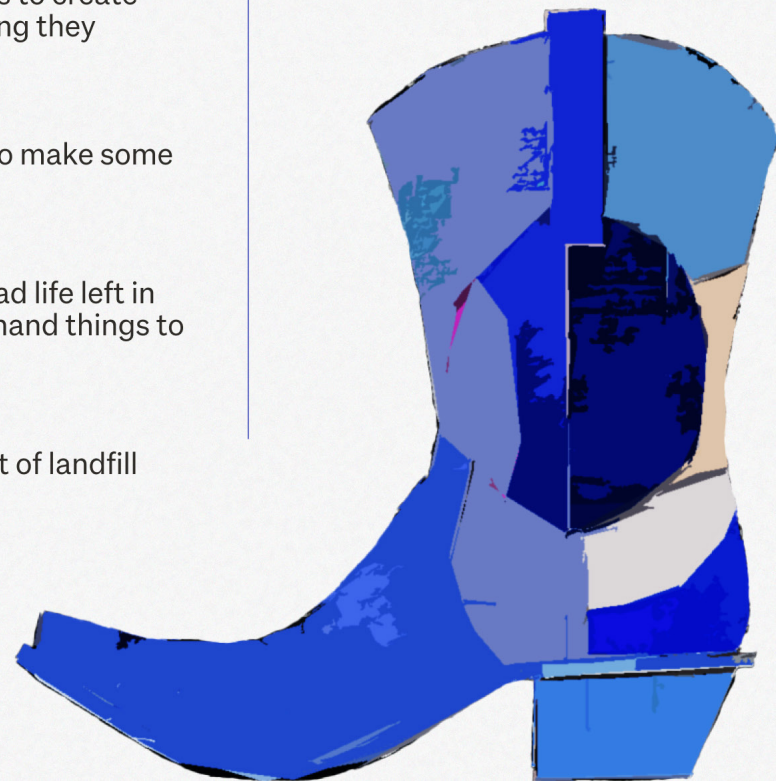
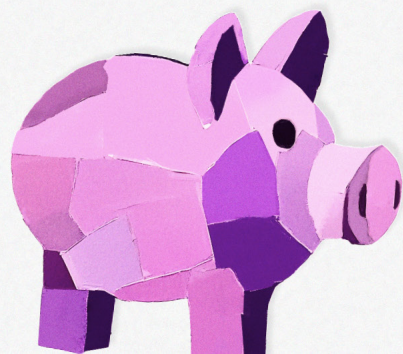
53% of Kiwi sold secondhand items to make some extra cash.

3. To share useful stuff

Many Kiwi felt their preloved items had life left in them, and 43% wanted their secondhand things to be of use to someone else.

4. To go green

36% of Kiwi wanted to keep items out of landfill and be environmentally friendly.

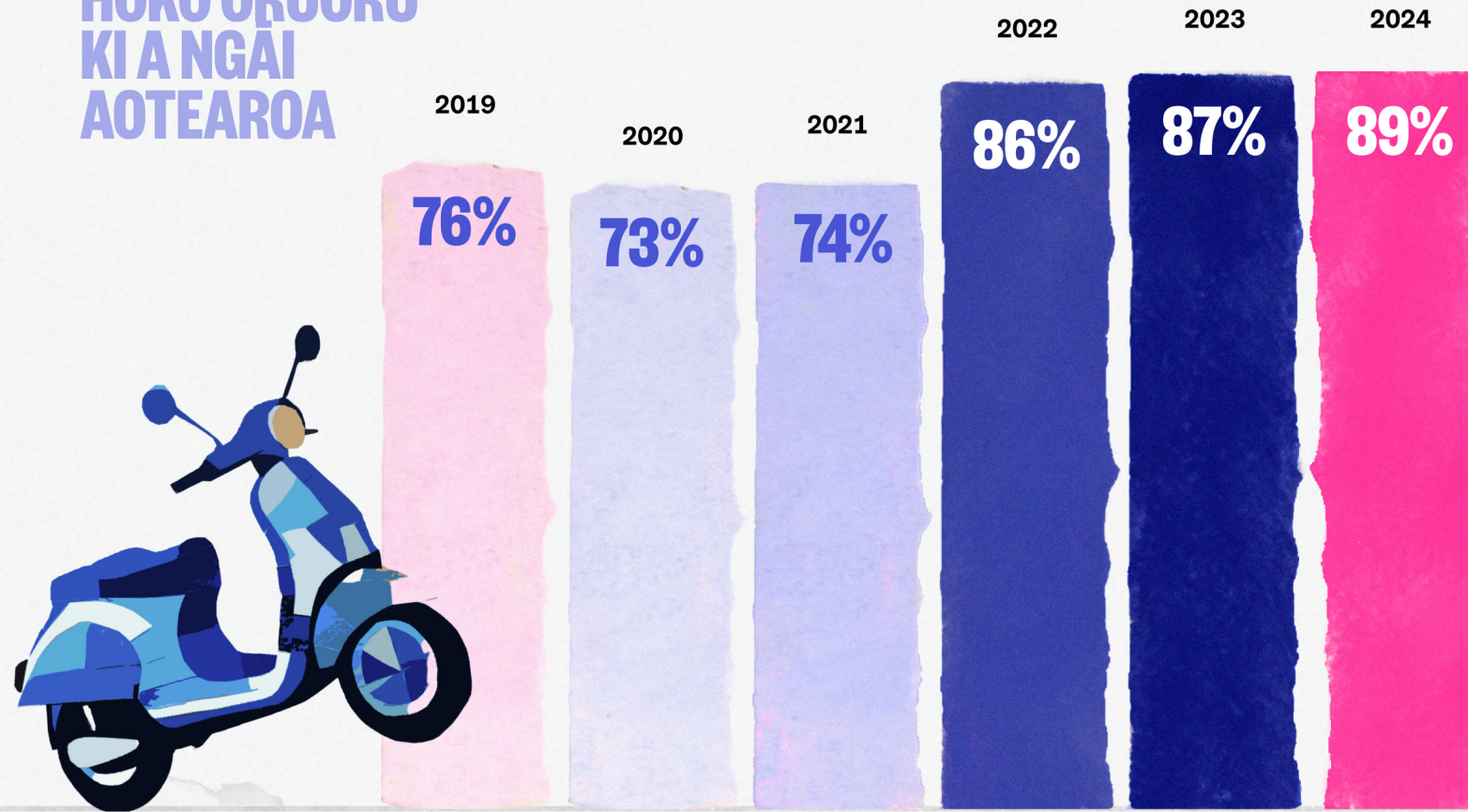


KIWI ARE BIG SECONDHAND SHOPPERS

HE MEA NUI TE
HOKO ORUORU
KI A NGAI
AOTEAROA

Buying secondhand has never been more popular! A record 89% of Kiwi bought a preloved item in the last six months. That's up 2% from last year, and we're seeing the highest levels of secondhand shopping since we started tracking.

Steady Growth in Secondhand
Shopping Among Kiwis (2019-2024):



AND KIWI ARE PRETTY
CHUFFED WITH THEIR
SECONDHAND BUYS.
68% OF PEOPLE WE
SURVEYED SAY
THEY'RE PROUD OF
THEIR PURCHASES -
UP 2% ON 2023.

ONLY 2% OF PEOPLE
DEFINITELY WOULDN'T
CONSIDER BUYING
SECONDHAND ITEMS.

PEOPLE BUY PRELOVED ITEMS FOR DIFFERENT REASONS

HE TAKE ANŌ TŌ IA KAIUTU ORUORU

People had different motivations for shopping secondhand, but three reasons proved the most popular.

Saving money



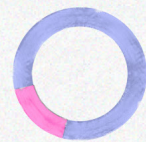
71% of people who definitely would buy secondhand say they do so because of the lower cost.

Going green



25% of people who definitely would buy secondhand do so to be more environmentally friendly.

Buying quality



17% of people who definitely would buy secondhand do so because they can get higher quality items compared to new products that are mass produced.

**“SHOPPING SECONDHAND
ALLOWS ME TO BUY HIGH-
QUALITY BRANDS AT A
FRACTION OF THE
ORIGINAL PRICE. THIS
WAY, I CAN AFFORD
DESIGNER ITEMS THAT
ARE STILL IN EXCELLENT
CONDITION WHILE
MAKING A SUSTAINABLE
CHOICE: IT’S A WIN-WIN!”**

**“THERE ARE PLENTY
OF QUALITY CLOTHING
OPTIONS THAT ARE
SECONDHAND, IT
KEEPS CLOTHING IN
ROTATION LONGER
AND OUT OF LANDFILL.
IT’S ALSO THE FUN OF
FINDING A BARGAIN.”**



PEOPLE MOSTLY SELL SPECIFIC ITEMS

HE RITE TONU TE
HOKO ATU I NGĀ
TAONGA KUA
TAUTUHIHIA

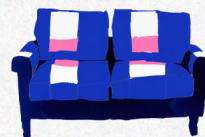


Kiwi had all sorts of stuff in to sell 2024, but three categories were the most common.



Clothing, shoes
or accessories

69%



Home and living
items

54%



Books, CDs
and DVDs

29%

79% of people in our survey sold at least one of their preloved items in the last six months – up 1% on 2023. And most sellers were stoked with the sale price – **89% of people were happy with the price they got.**

UPCYCLING IS ON THE UP

KEI TE WHANAKE HAERE TE HANGAREWA

Kiwi are keen upcyclers – and every Kiwi has an average of two items they could upcycle.

The cost of living has made upcycling more popular

55% of people agree that the cost of living has made them more likely to consider upcycling or repurposing items to make some extra money.

50% of Kiwi say they're more likely to consider buying upcycled items than they were a year ago.

26% of people have sold an item they've upcycled in the last six months.

63% of people agree they would consider buying something refurbished.

People value the creativity and uniqueness of upcycling.

47% of Kiwi say they enjoy the creativity of upcycling, repurposing, and restoring.

58% that buying upcycled items means they get something unique.

FURNITURE RULES WITH KIWI UPCYCLERS

**48% OF KIWI HAD
DRESSERS,
WARDROBES, OR
DRAWERS READY TO
UPCYCLE.**

**46% HAD VARIOUS
TABLES OR DESKS.
39% HAD CABINETS
OR BOOKSHELVES.**



MEET THE BIGGEST SECONDHAND SHOPPERS

TŪTAKI MAI KI NGĀ KAIUTU ORUORU MATUA

Women are more likely to buy secondhand – 91% purchased a preloved item in the last six months, compared to 85% of men.

People in **Marlborough and Southland** are big secondhand shoppers – 97% of people there had bought a preloved item in the last six months.

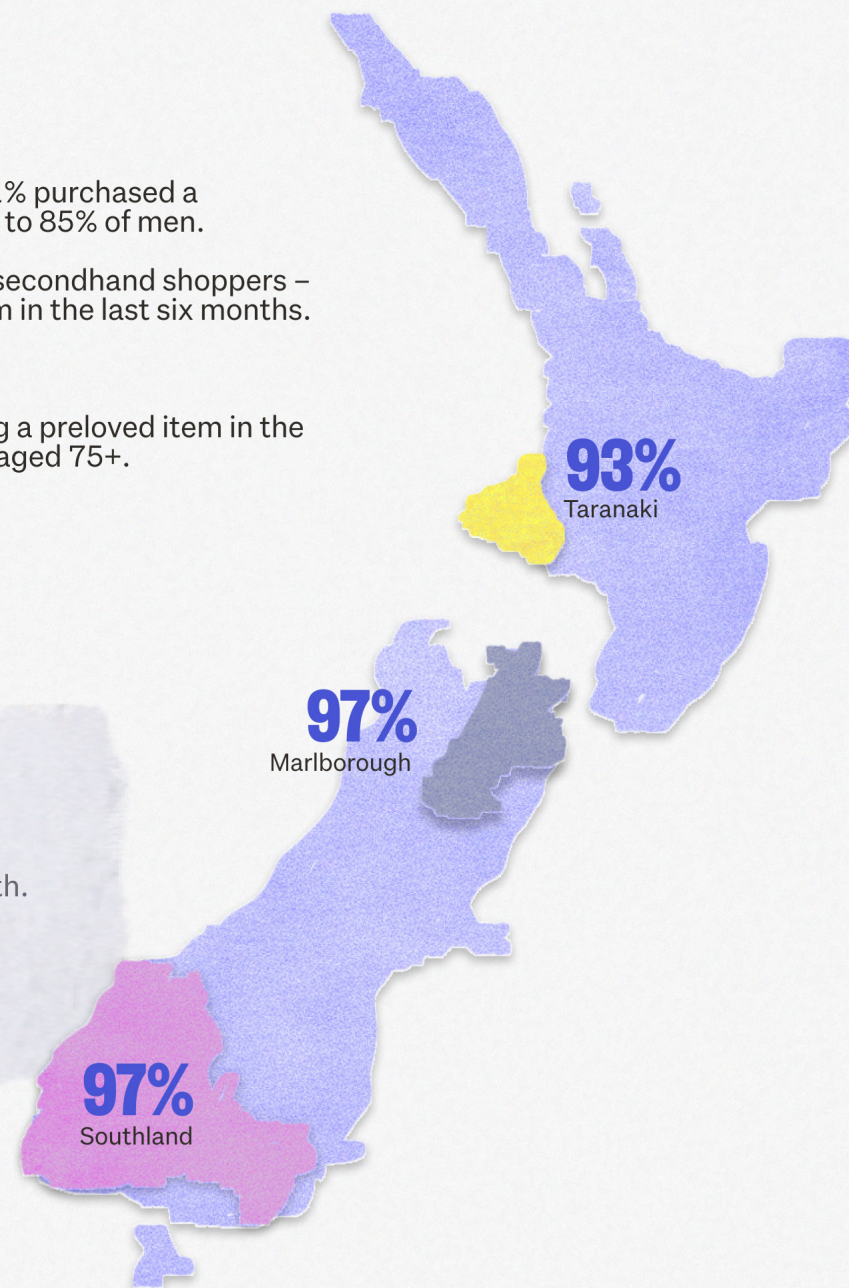
Taranaki was in third place on 93%.

Gen Z is all about secondhand, with 94% buying a preloved item in the last six months – that's 22% higher than those aged 75+.

SUPER SHOPPERS KEEP AN EYE OUT FOR BARGAINS

41% of people surveyed searched online for preloved goodies at least once a month.

Women are more likely to buy multiple items – 21% of women bought 10 or more preloved items in the last six months, compared to 13% of men.



MEET THE LEADING SECONDHAND SELLERS

TŪTAKI MAI KI NGĀ TINO KAIHOKO ORUORU

Under-40s were more likely to sell preloved items – 46% compared to 35% of the over-40s.

Those aged 24–39 also sold more items than other age groups.

Women were more likely to sell secondhand items than men, with 44% of women selling a secondhand item in the last six months compared to 29% of men.

Women also sold more items than men.

Southlanders had the most items to sell with an average of 31 items. They were followed by people in Northland with 25 items, and those in Hawkes Bay with 23 items. *

* These numbers come from the 77% of respondents who said they have items to sell.

“I ACTUALLY PREFER TO BUY SECONDHAND WHERE I CAN. OVERCONSUMPTION IS A HUGE PROBLEM, AND I'D RATHER GIVE SOMETHING PRE-OWNED A SECOND LIFE THAN PURCHASING SOMETHING BRAND NEW.”

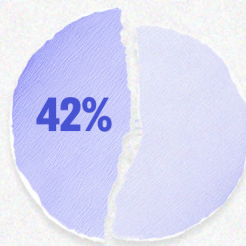
“THEY'RE OFTEN STILL OF DECENT QUALITY. SOCIETY ENCOURAGES US TO BUY NEW, SO WE GET RID OF THINGS THAT STILL HAVE A LOT OF LIFE IN THEM. IT IS ALSO GOOD FOR THE ENVIRONMENT, AS IT PREVENTS US OVERUSING RESOURCES.”



MANY SHOPPERS CONSIDER THE ENVIRONMENT

HE MEA NUI KI TE
NUINGA O NGĀ
KAIUTU TE TIAKI
TAIAO

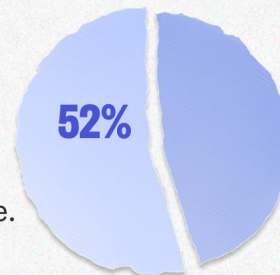
Eco-Friendly



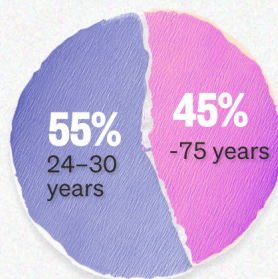
42% of Kiwi report they've changed the way they shop to be more environmentally friendly, but some groups are leading the pack.

Environmental Awareness

More than half of Kiwi consider the environmental impact of what they purchase.



Young Adults Lead the Green Shift



People aged 24-30 are more likely than the over -75s to change their shopping habits for the benefit of the environment – 55% compared to 45%.

WOMEN ARE MORE LIKELY THAN MEN TO CONSIDER THE ENVIRONMENTAL IMPACT OF THEIR PURCHASES - 57% COMPARED TO 41%.

WOMEN ARE ALSO MORE LIKELY THAN MEN TO CHANGE THE WAY THEY SHOP TO BE MORE ENVIRONMENTALLY FRIENDLY - 44% COMPARED TO 35%.



AT TRADE ME, WE'RE COMMITTED TO SUSTAINABILITY

HE NGĀKAU TITIKAHA A TAUHOKO KI TE TOITŪTANGA

At Trade Me, we're not just watching the circular economy grow – we're proud to be part of it. Since 2014, we've been offsetting our carbon emissions, and in 2022, we got certified through Oxygen Consulting's Carbon Neutral Accreditation program.

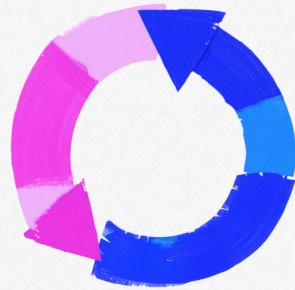
We've set targets to cut down on carbon in the coming years, following international standards. Plus, every year we're committed to balancing out any remaining emissions, partnering with Forever Forests to boost the growth of native forests.

Why? We're committed to keeping Aotearoa awesome for generations to come.

So, whether you're looking to declutter, save some cash, or do your bit for the planet, Trade Me's got your back.

LET'S KEEP THIS CIRCULAR ECONOMY ROLLING!





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Aotearoa's Circular Economy Report 2025