Vinted

2025



Impact Report

Hello and welcome,

At Vinted, we want to make second-hand first choice worldwide. Not by asking people to compromise, but by making it the better option. When it’s affordable, reliable, and easy to use, choosing second-hand just makes sense.



This report explains how we think about Vinted’s impact today. For us, it’s simple: people adopt change naturally when it’s better for their wallets and effortless. Change doesn’t happen because someone tells you to care about sustainability, it happens when the easiest and most affordable option is also the best for the climate.

On Vinted, tens of millions of members find unique items for a fraction of traditional retail prices. In 2025 alone, they saved over €21.6B by buying adult fashion second-hand instead of new. That’s money back in people’s pockets; money that they can spend on essentials or their next unique second-hand find.

Those billions in savings don’t come from a traditional supply chain – they come from our sellers. Every time someone lists something they no longer use, it adds more choice to the marketplace, making it easier for buyers to find exactly what they want. Ultimately, this leads to more people looking for second-hand first before buying new.

And when that happens, climate impact follows. Every time a member chooses second-hand instead of new, the production of a new item can be avoided. Multiply that decision by millions, and the impact becomes meaningful. In 2025, Vinted members avoided 1,607 kilotonnes of CO_2e.

That impact drives us every day, and we’re just getting started. We began with fashion, but we’re not stopping there. By making it just as easy to buy and sell everything in our homes, we’re building a world where second-hand isn’t the alternative, it’s the starting point.

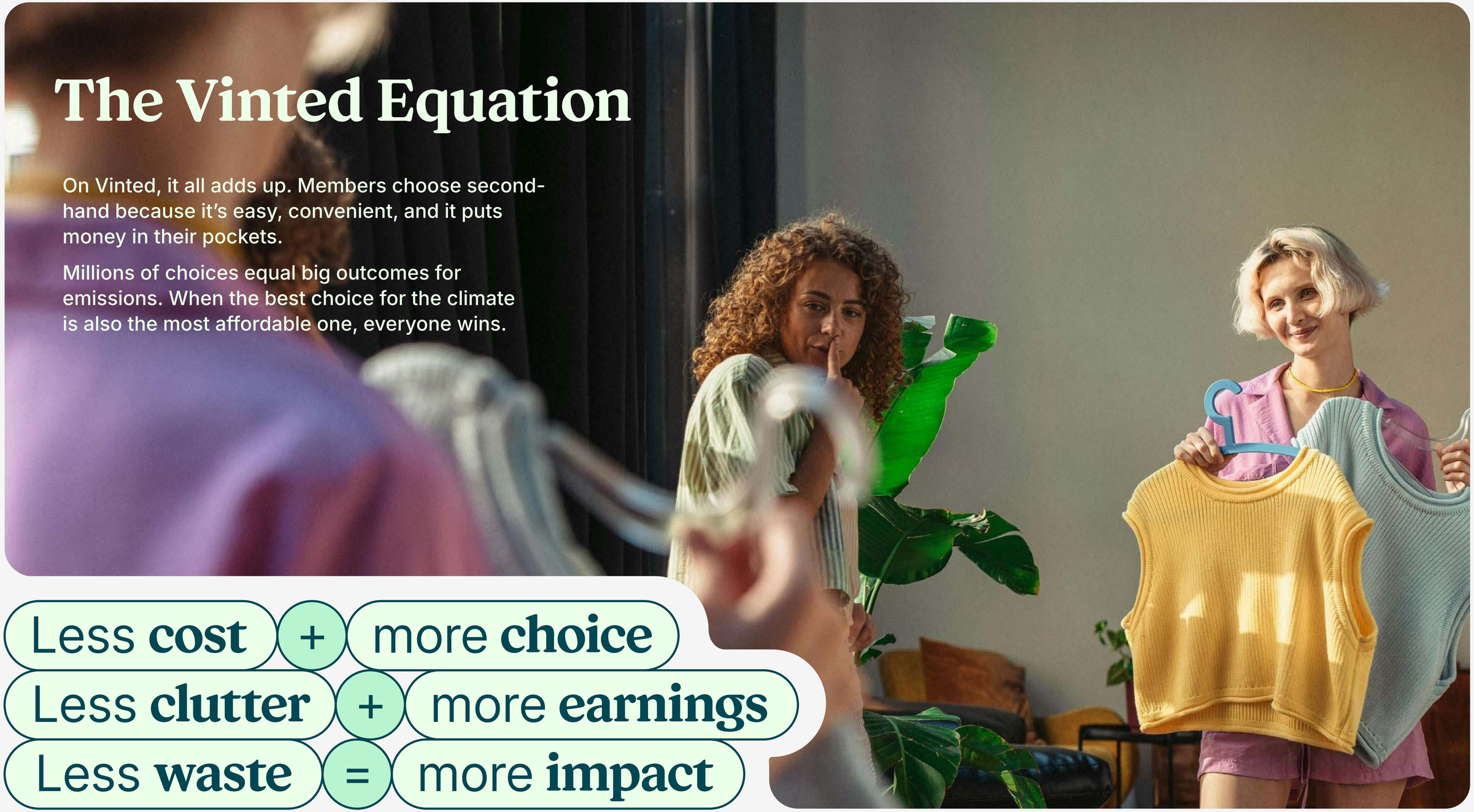
I hope you enjoy reading.

Thomas Plantenga
CEO, Vinted

The Vinted Equation

On Vinted, it all adds up. Members choose second-hand because it’s easy, convenient, and it puts money in their pockets.

Millions of choices equal big outcomes for emissions. When the best choice for the climate is also the most affordable one, everyone wins.



Less **cost** + more **choice**

Less **clutter** + more **earnings**

Less **waste** = more **impact**

1 **The affordability effect**
Making buying easy

2 **Mine today, yours tomorrow**
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The affordability effect

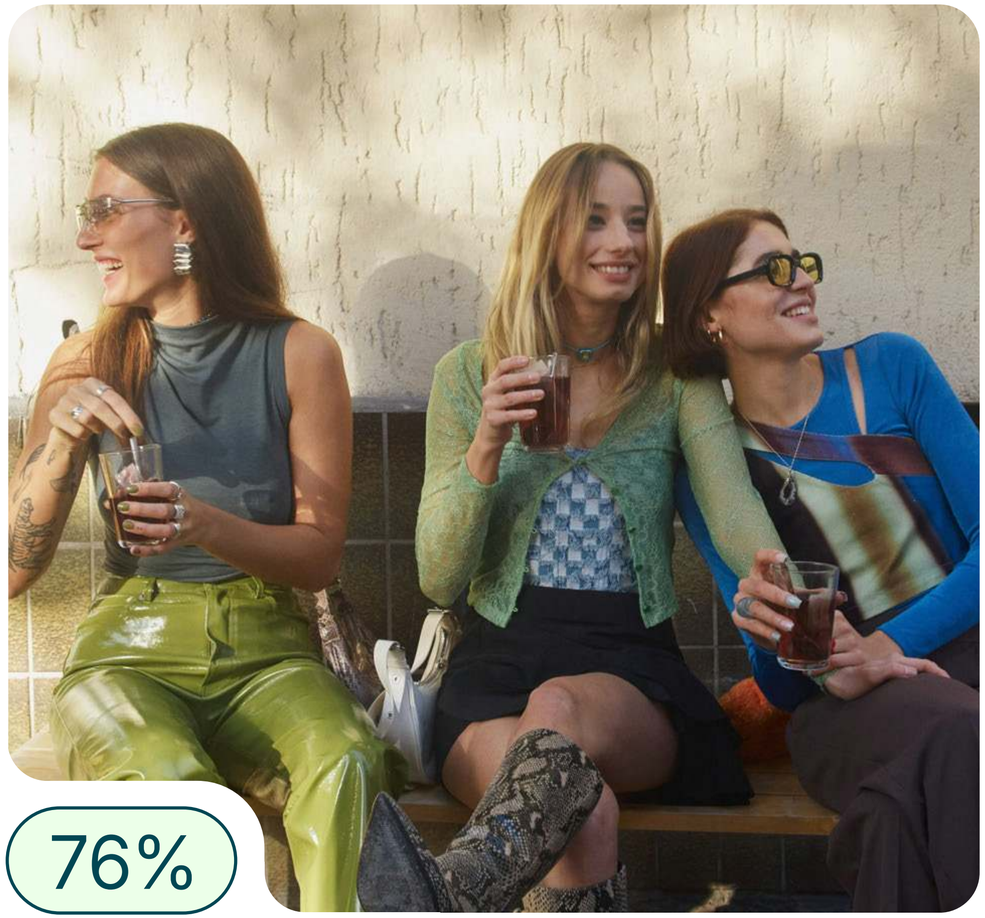
→ Making buying easy

Buyers are saving a lot with second-hand. And having fun doing it.

That’s what motivates tens of millions to choose better for the climate.

There’s a belief at the core of Vinted: sustainability shouldn’t be more expensive.

But often, we’re asked to pay more if we want to choose better. What if the best choice for the climate could also be the most affordable one? Price is a major factor in choosing how, when, and where to shop. That’s why we focus on making second-hand easy for everyone.



76%

of buyers say Vinted made second-hand shopping a lot more accessible[1]



66%

say Vinted has raised their awareness of their consumption and spending habits[2]

In 2025, Vinted members saved €21.6B on fashion

compared to buying the same items at their original prices[3]



That’s money back in members’ pockets. It could add up to saying yes to a new hobby, to a special birthday present for their child, or to the designer piece they couldn’t afford new.

Keeping Vinted affordable, reliable, and simple means that everyone can use it. When tens of millions make that choice, we can have the biggest impact on the climate.

How did we calculate it?

We compared what people paid on Vinted (including shipping and platform fees) to the original prices of similar new items on Google Shopping. We analysed the most popular brands and categories on Vinted to understand how our members really shop.

We applied these saving rates to all adult fashion sales on Vinted in 2025. We gave more weight to countries with the most members and the items people bought most often.

We know that new items are not always bought at their original prices. However, even with an average retail discount of 34%, our members would have saved €11.6B compared to buying new.

See our Appendix for more details.

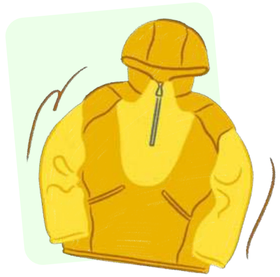
Average savings per item on Vinted

compared to original prices in 2025[4]



69%

on women's tops



69%

on men's activewear



75%

on women's jeans



72%

on women's dresses

Savings in detail:

72%

on average saved on fashion last year. If Vinted buyers had paid the original price for their fashion items, they would have spent 2.6x more[5]

59%

of members state that their overall fashion spending has decreased since using Vinted[6]

Members have changed their shopping habits

Because second-hand just makes sense. Now, most of them turn to pre-owned before new, which results in a big impact on emissions.

88%

of buyers check Vinted before buying something new[7]



Why these savings matter

Saving money matters to everyone. But for some, breathing room in the budget can be especially important.

How Vinted members described their financial status:

25%	“I’m financially secure”
33%	“I’m a bit more cautious about spending, but mostly okay”
19%	“I’m cutting back on some things to save money”
11%	“I’m making major cuts and/ or looking for more ways to earn money”
11%	“Prefer not to say”[8]

It’s a similar story outside Vinted:
47–72% of consumers in 9 European countries reported cutting their household spending[9]



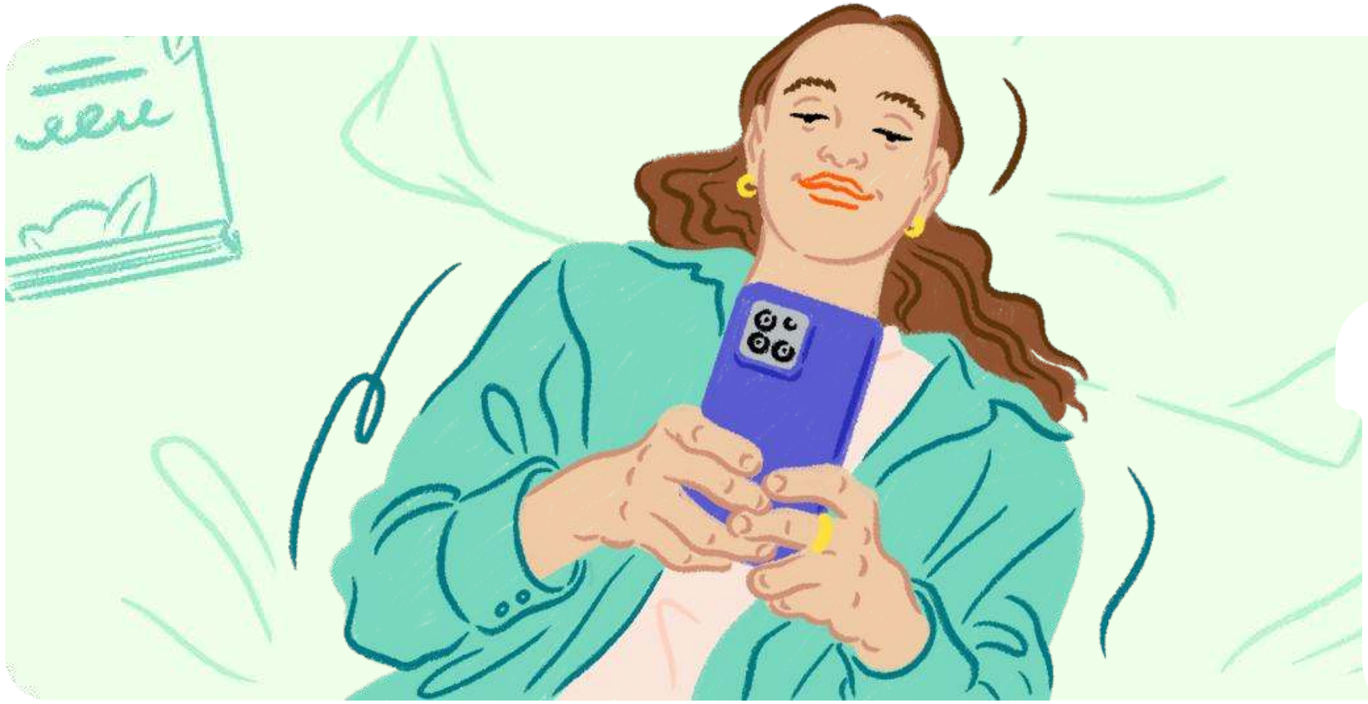
Shopping second-hand is one piece of the puzzle for those balancing a budget. Choosing pre-owned lowers costs, and those savings can cover everyday wants or needs.

31%

of buyers use Vinted savings for household expenses like food and bills. This rises to 43% for members who are making major cuts[10]

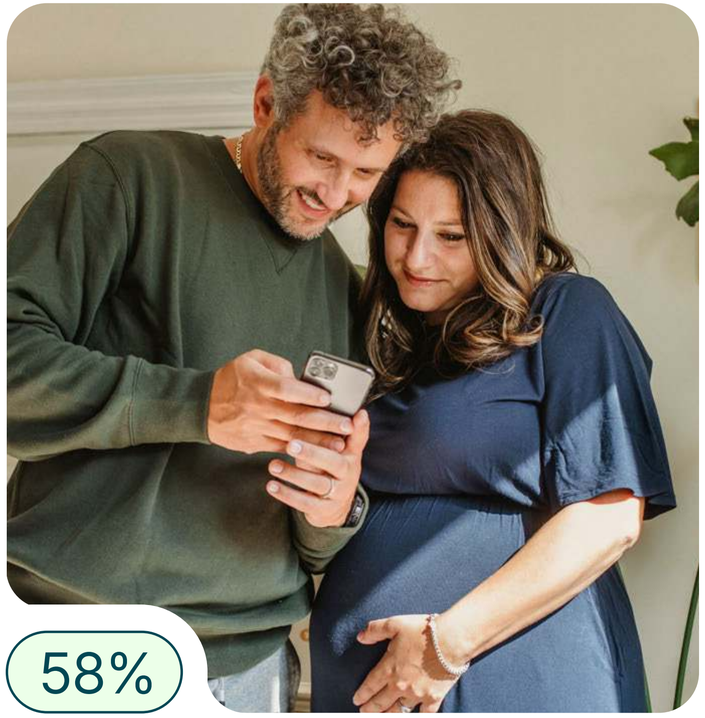
60%

feel they are managing rising costs effectively with Vinted[11]



“I was able to sell some things I no longer used and buy clothes I needed without spending anything from my checking account. ”

Members turn to Vinted to support them through life's major transitions. Whether it's a new baby, moving house, or starting the school year, buyers save during the big moments.



58%

of buyers rely on Vinted during major life events[12]



63%

say that Vinted allows them to manage family expenses better[13]

Choice matters

A 2024 study by Stenlund et al. found that how we choose to spend our money has as much impact on our happiness as the amount of money we have.[14]

Researchers gave participants $10,000 each and tracked their spending. For those under financial pressure, the biggest boost to their wellbeing came from covering essential costs, whereas for others it came from the freedom to treat themselves.

Saving on Vinted gives members more choice in their spending

Having a little extra to spend on Vinted means buyers can express their unique style in their homes and wardrobes without overpaying.

72%

of buyers agree that Vinted helps them maintain personal style without overspending. It's up to 79% for fashion-conscious Gen Z[15]

69%

agree that Vinted gives them access to higher quality and designer brands[16]

46%

believe they buy better quality items on Vinted than elsewhere[17]





Saving also gives members the ability to spend extra on themselves, their friends, or their families every once in a while

63% agree that Vinted savings allow them to treat themselves or their families more often[18]

56% claim that Vinted makes gifting seasons less stressful[19]

50% of members feel less pressure to cut back in other areas of their lives because of their savings on Vinted[20]

The feel-good factor

The savings on a jacket or a book might seem small, but they can have a big emotional impact. When you add in the joy of giving an item a second life, rather than wasting it, it’s easy to see why members choose second-hand.

Members express pride in their savviness, their savings, and their new-again finds. Shopping on Vinted feels like a responsible financial decision that frees up cash to use as they choose.

66%

of buyers feel proud of saving money on Vinted[21]

69%

report feeling better when buying second-hand compared to new[22]



"I feel I got a bargain. I’m chuffed about that. I feel proud to have not added to the planet. I share openly that I got it on Vinted."

Making the right choice the easy choice

It’s natural for people to adopt behaviour that brings them joy and saves them money. And shopping second-hand on Vinted does that.

Second-hand closes the gap between wanting to choose better for the climate and being able to afford to. When it’s easy and affordable, everyone can choose without compromise.

Buyer savings are only half the story. The millions of sellers keeping quality items in circulation make it possible.





Mine today, yours tomorrow

→ Re-thinking ownership

Sellers are motivated by more than just money. Tens of millions have decided that the items they own deserve to become new again.

Sellers supply Vinted with a wide selection of affordable second-hand items. When they list, sellers give other members the option to save on quality pieces and shop more consciously.

52%

of sellers list because it feels like a shame to waste what someone else might want[23]



“Beautiful things don't have to be destroyed; I like to give used items a second life.”



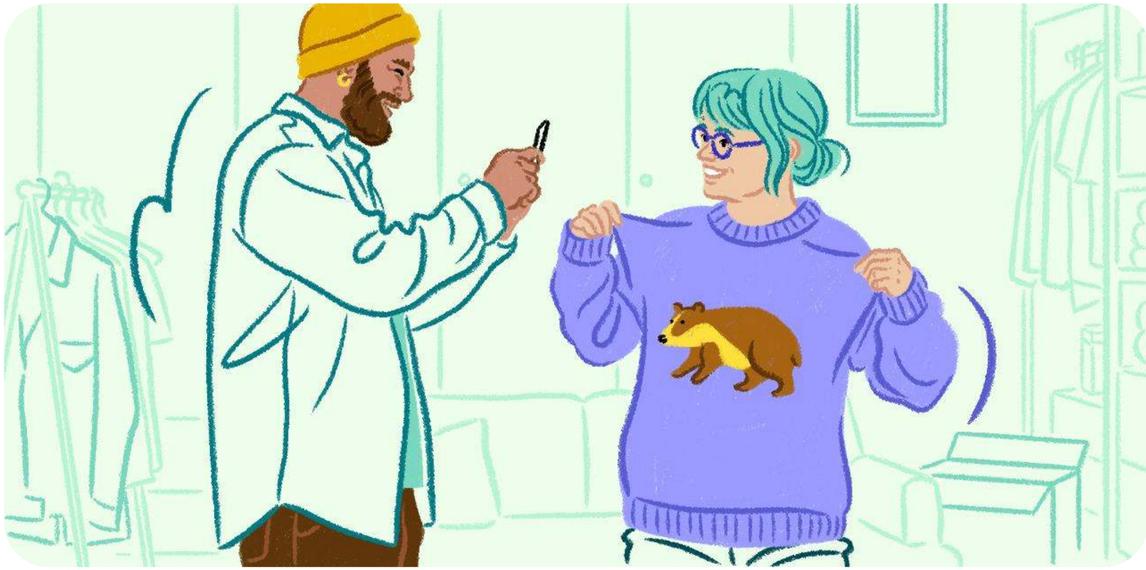
In 2025, sellers made €10.8B from Vinted sales[24]

42% of sellers sell to make some money back on clothes they've bought but don't wear[25]

33% of sellers sell to earn extra money[26]

The majority of sellers care about more than just earning. They see the value in what's lying around at home and reclaim a clear space.





78%

of members agree that Vinted finally motivated them to declutter[27]

44%

sell because they want to get rid of clothing that they no longer need[28]

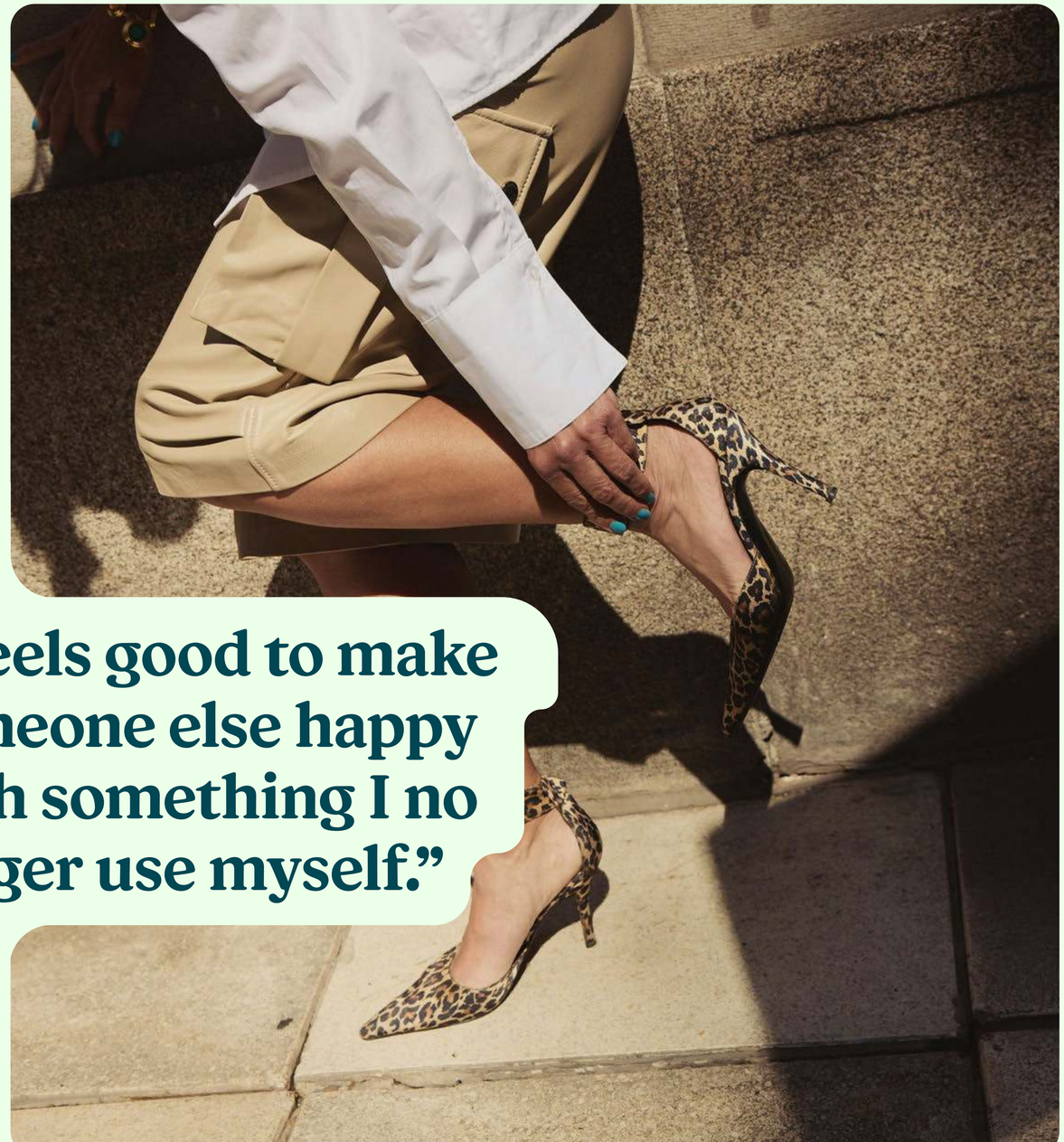
Giving quality items the chance to become new again is one of the main motivations for sellers. They understand that items have emotional value, as well as economic value.

52%

of sellers list because they feel it's a shame to throw away items that someone else might want[29]

31%

enjoy making someone else happy with their clothes[30]



“It feels good to make someone else happy with something I no longer use myself.”

How sellers spend

Selling, just like buying, makes our members feel good and allows them to stretch their budgets to life’s little extras.



53% of sellers say their earnings give them the freedom to shop for themselves without feeling guilty[31]

48% use earnings to treat themselves or their families more often[32]

44% feel proud of making smart financial decisions when they sell[33]

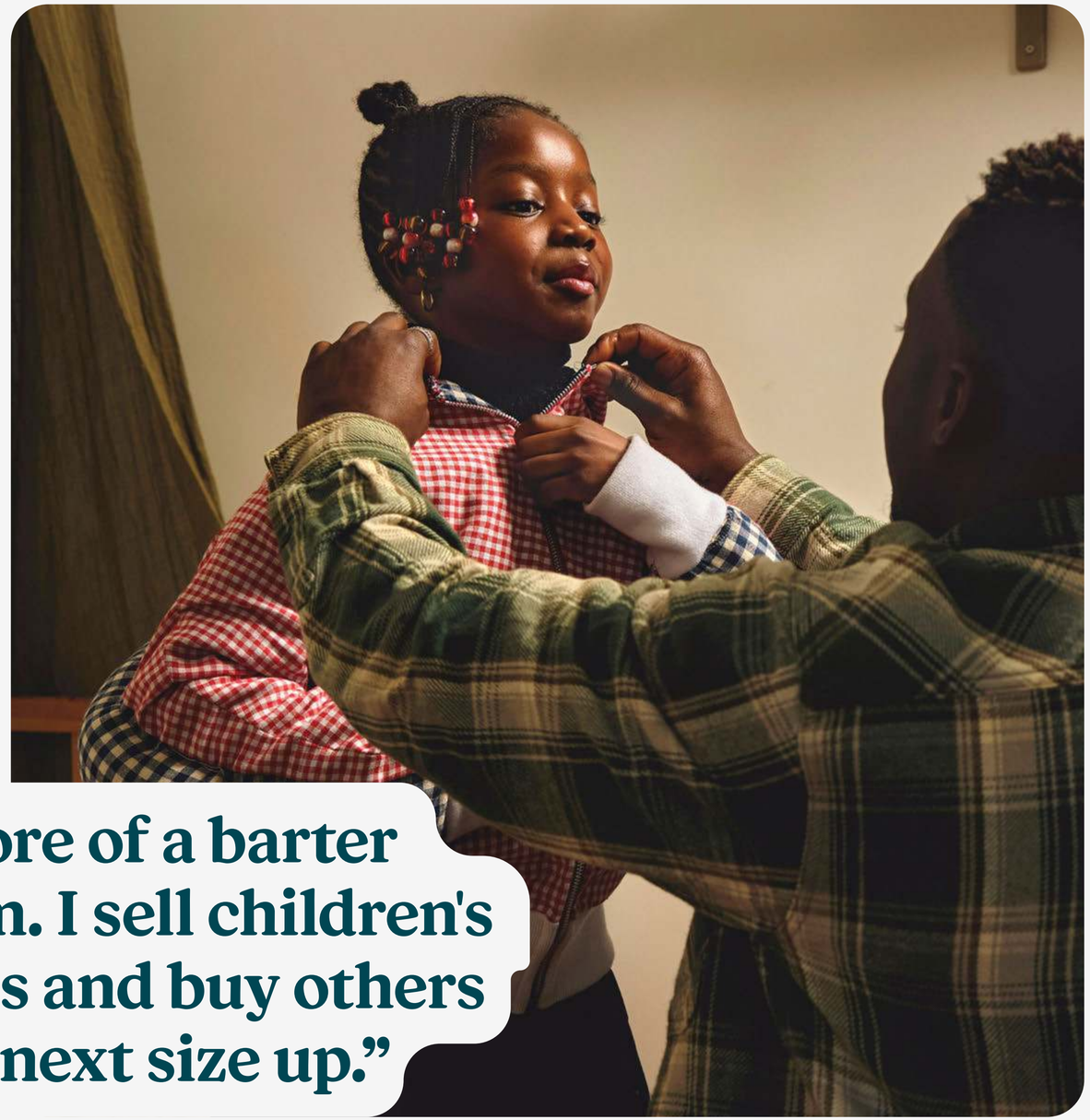
These benefits of using Vinted were even more important for sellers under financial pressure[34]

Re-thinking what's ours

Our key finding about seller spending is that they’re re-investing in second-hand. The most common way they spend their earnings is on Vinted.[35]

Buying second-hand as well as selling shows that members think about circular consumption at every stage.

We think of this as our internal economy, where everyone can find what they need, or earn from what they don’t, in one place. When tens of millions make this a habit, there are big consequences for the climate.



"It's more of a barter system. I sell children's clothes and buy others in the next size up.”

Some sellers use Vinted to replace their belongings when their circumstances change, without buying new.

And even when they buy new, sellers behave differently. Now, they think about the lifespan of an item, and understand that it could become new to someone else later.



41%

of sellers consider the resale value before buying new clothing[36]



56%

say they take better care of their items, so that they’re in good condition for future buyers[37]

Sellers see value where others see waste

There’s a shift in how Vinted members view their belongings. Items that might once have been disposable have become valuable assets.

Moving away from a ‘disposable’ mindset isn’t easy, especially when the pressure to buy new can feel strong. But both buyers and sellers have discovered the benefits of keeping items in circulation: less waste, more money, more joy.

By creating an environment where new items aren’t needed, our sellers help second-hand replace new – and that’s when we can have a significant impact on the climate.



“With the money I earned through Vinted, I could pay an unexpected bill without stress and learned to manage my finances more consciously. Thanks to Vinted, I discovered that stylish living and smart saving can go hand in hand. 💚”



Small decisions, big impact

→ Avoided emissions

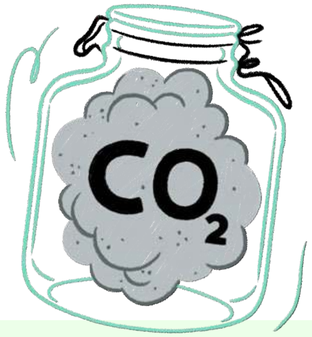
Members have had a big impact on the climate by choosing second-hand instead of new. We’re focused on making it an easy choice for everyone.

The impact Vinted has on the climate is the result of millions of individual decisions

On top of saving billions of euros, members avoid substantial carbon emissions. We make Vinted low-cost, reliable, and easy to use for everyone. That means more people can choose better for the climate.

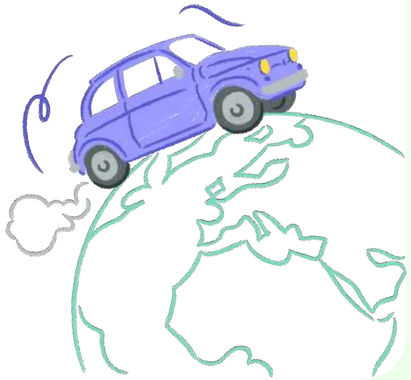
In 2025, members avoided 1,607 kilotonnes of CO_2e

By shopping second-hand on Vinted instead of new[38]



The equivalent of driving around Earth 164,000 times

That's 6,589,823,090km in a car[39]



The reality of climate change

2025 was the third warmest year on record, with greenhouse gas concentrations and ocean heat content reaching new all-time highs. The fashion industry alone contributes 2–8% of global greenhouse gas emissions. The equivalent of one rubbish lorry full of clothes is burned or dumped in a landfill every second.[40]

Shifting to circular models, which extend the lifespan of items, is one step toward reducing the textile industry's emissions.



“My motivation is sustainability. I sell clothes that would otherwise be too good to throw away. I buy what I need, but on Vinted I tend to choose higher-priced brands that promise better quality.”

We've seen a big shift towards second-hand fashion. And it's spreading to other categories, too.



47%

of our members have wardrobes that are at least a quarter second-hand[41]



36%

of members who bought fashion in 2024 bought non-fashion in 2025. For **17%** it was the first non-fashion item they bought[42]

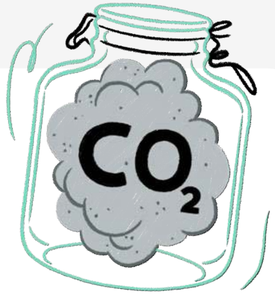
Why replacement matters

When second-hand purchases replace new ones, members reduce the need for newly produced items. Then, we can compare the emissions created by the second-hand purchase with the emissions a new order would have made.



76%

of purchases on Vinted replaced new purchases in 2025[43]



2.39kg

CO_2e on average avoided by each purchase[44]

"Resale and reuse models play a critical role in reducing fashion's environmental footprint, but their impact depends on replacing the purchase of new clothing.

By applying WRAP's displacement methodology, platforms like Vinted are building a clearer picture of how circular business models can reduce demand for new products and support a shift towards a more sustainable, resource-efficient fashion system."

Catherine David
CEO of the Waste and Resources Action Programme (WRAP)

Average net avoided emissions compared to new purchases



Women's jeans

4.54kg CO_2e



Men's jumpers

6.99kg CO_2e



Mobile phones

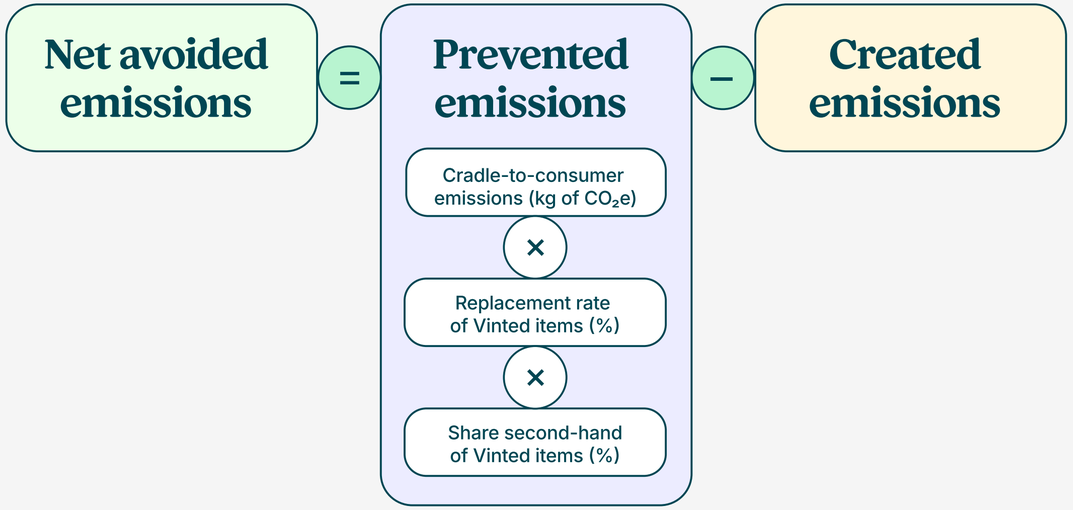
25.23kg CO_2e

How we calculate our climate impact

To see the positive impact of shopping on Vinted, we compare the carbon footprint of buying a second-hand fashion item versus a brand-new one.

We do this by calculating the avoided emissions. This is the amount of carbon emissions saved when someone buys a second-hand item on Vinted instead of purchasing a new one.

It's important to understand that buying second-hand isn't zero-emissions. This calculation simply allows us to make a fair comparison between buying second-hand and buying new. We follow guidelines from the World Resource Institute to ensure our calculations are accurate.[45]



What are avoided emissions?

In short, avoided emissions are the carbon savings from buying second-hand instead of new.

To figure this out, we need to know if the second-hand purchase actually replaced a new item. For example, did buying that used coat on Vinted stop you from buying a brand-new one elsewhere? Or was it an extra purchase you wouldn't have made otherwise? The replacement rate helps us understand this behaviour.

The total avoided emissions for an item depend on three key things:

Cradle-to-consumer emissions

The emissions saved by not producing a new, equivalent product. It covers the full lifecycle emissions of a new item, including its production, transportation, and delivery to the first owner.

Replacement rate

The probability that the item purchased second-hand on Vinted genuinely replaces the purchase of a brand-new item from somewhere else.

Created emissions

The new emissions generated directly by the Vinted transaction, such as those from packaging, delivery, and Vinted's operational activities.

For more detail on our calculations, see our Methodology for avoided emissions in the Appendix.

Emissions created by Vinted

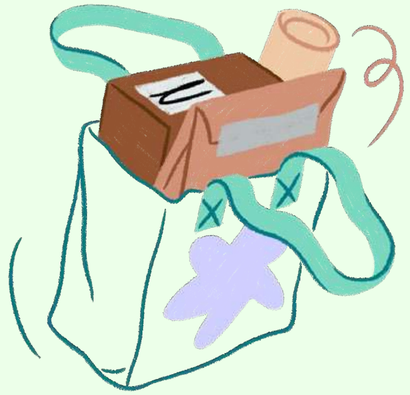
Every time an item is sold on Vinted, it creates 1.22kg of CO_2e from shipping, packaging, member emissions, and our operations. In 2025, this added up to 1,093 kilotonnes of CO_2e.

We calculate our carbon footprint in detail each year, which is in line with the Greenhouse Gas (GHG) Protocol Corporate Accounting and Reporting Standard. We include running our offices and warehouses, our energy use, the emissions from returns and deliveries to our verification hubs, the purchase of goods and services, and business travel.

Delivery-related emissions represent 94% of the total emissions created in 2025.

To get the most accurate net total avoided emissions, we also include member emissions – the trips to and from the pick-up and drop-off points.

This adds 604 kilotonnes of CO_2e to our created emissions. However, these emissions are out of scope for our Science-Based Targets, following guidelines from the Science-Based Targets initiative (SBTi).



Total carbon footprint

2025 Carbon Footprint	tonnes CO_2e
Scope 1 Total	**241**
Scope 2 (Market-based) Total	**460**
Scope 3 Delivery Emissions Total	**1,024,322**
Carrier emissions*	384,787
Member emissions**	604,435
Packaging emissions**	35,100
Scope 3 Non-Delivery Emissions Total	**67,589**
Purchased Goods & Services	15,426
Capital Goods	10,612
Fuel and energy related activities not reported in Scope 1 & 2	1,111
Waste generated in Operations	1,406
Business Travel	2,499
Employee Commute	681
Upstream Leased Assets	413
v	35,441
Scope 3 Total (used for net avoided emissions calculation)	**1,091,910**
Total Scopes 1 + 2 + 3 (used for net avoided emissions calculation)	**1,092,611**

*Carrier emissions are reported as GHG Protocol categories 3.4 and 3.9 in our corporate carbon footprint.
**Member and packaging emissions are excluded from our corporate carbon footprint as they are optional under the GHG Protocol.

How we're reducing emissions

Even as our business grows, it's important that we keep reducing our emissions. That way, we're not undoing the work our members did to avoid emissions.

What we've done since 2023

Decreased our climate impact per delivery. This has mainly been possible in the countries where Vinted is more established.

Increased the number of electric and low-carbon vehicles for deliveries. Especially in the middle and last legs of the journey, with help from our partners.

Increased the share of renewable energy we use in our offices, warehouses, and data centres.

Our commitments

- Reducing emissions in the near- and long-term in line with the Science-Based Targets initiative (SBTi).
- Contributing to worldwide efforts to limit global warming to 1.5°C above pre-industrial levels and reach net zero by 2050.

There's still a way to go. We're especially focused on reducing delivery emissions. Our commitments are a promise to our community: to continue making a circular economy possible.





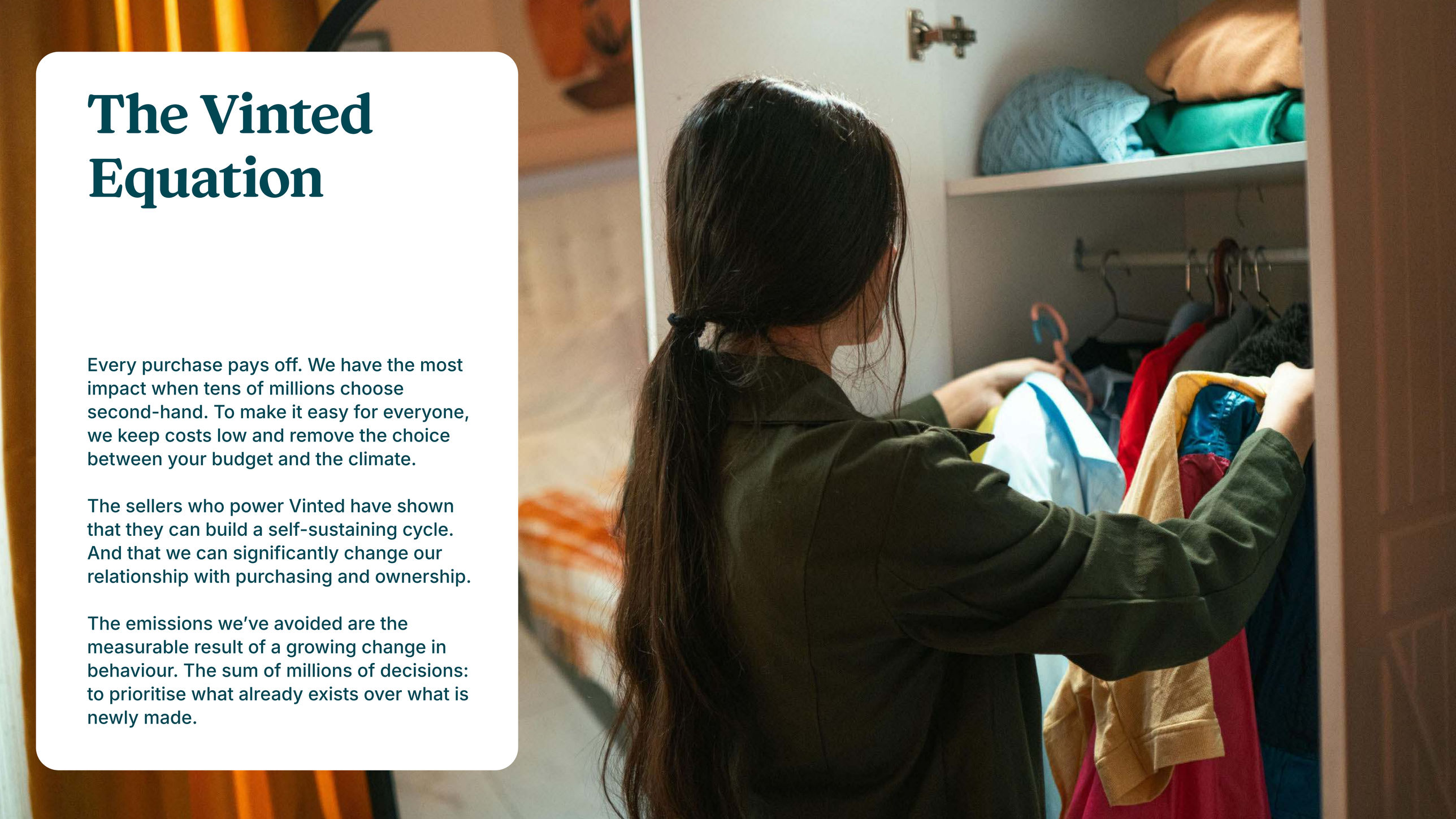
“I don't see the point in spending so much more money on new clothes when there are so many beautiful second-hand options. It's much more environmentally friendly, fun, and saves money.”

The Vinted Equation

Every purchase pays off. We have the most impact when tens of millions choose second-hand. To make it easy for everyone, we keep costs low and remove the choice between your budget and the climate.

The sellers who power Vinted have shown that they can build a self-sustaining cycle. And that we can significantly change our relationship with purchasing and ownership.

The emissions we've avoided are the measurable result of a growing change in behaviour. The sum of millions of decisions: to prioritise what already exists over what is newly made.





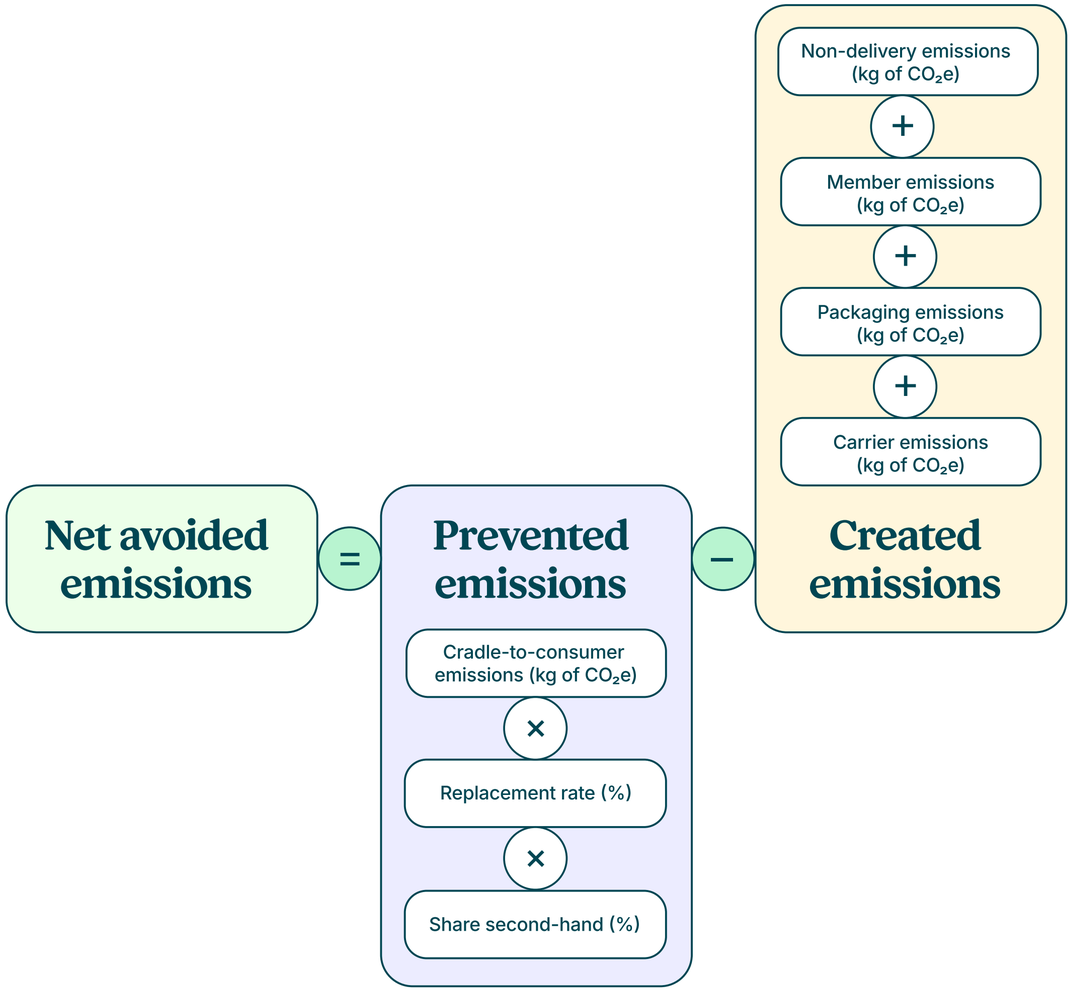
Appendix

→ References & methodology

Methodology for avoided emissions

Net avoided emissions

We calculate our total climate impact through net avoided emissions, measured in kg of CO_2 equivalents. This represents the total greenhouse gas (GHG) emissions potentially prevented by members choosing second-hand Vinted items over new items (prevented emissions), minus those generated by our business and operations (created emissions).



Our core modelling principle is to be as accurate as possible by leveraging primary Vinted data. However, when faced with uncertainty we systematically prefer conservative assumptions. By defaulting to estimates that may overestimate our created emissions or underestimate prevented ones, we ensure a robust, defensible methodology without the risk of overstating our positive impact.

We calculate our total annual climate impact by modelling all items sold on our marketplace in 2025.

Prevented emissions

If a member on Vinted buys a second-hand item that they would have otherwise bought brand new, this means that we consider the emissions associated with the potential creation and distribution of a new item to be prevented. We refer to these as prevented emissions, which are determined by multiplying the cradle-to-consumer emissions per product category by its specific replacement rate and the share of second-hand items sold on Vinted.

Cradle-to-consumer emissions

Cradle-to-consumer emissions represent the emissions that are associated with the creation and distribution of a new item. We exclude the emissions associated with product use and end-of-life phase as these impacts are assumed to be equal for both new and second-hand items and therefore cancel each other out.

To measure these, we use an industry-standard methodology aligned with ISO 14067:2018 and apply an attributional Life Cycle Assessment (LCA) approach. This approach calculates the environmental emissions specifically attributed to the production and distribution of a product within an existing system.

Per product category, we estimate these emissions using our LCA models that are primarily based on the Ecoinvent database. Ecoinvent is a globally recognised source that provides high-quality and transparent data on the environmental impact of industrial processes and materials.

Our models currently cover approximately 85% of all items sold. For the remaining 15%, we apply conservative fallbacks to ensure that we do not overestimate our positive impact.

Replacement rate

The replacement rate measures the extent to which second-hand purchases on Vinted replaced the purchase of first-hand items.

To align with industry standards, we have adopted WRAP's methodology for measuring displacement, which applies a survey-based approach to determine our member's intent and reasoning behind a purchase. With this approach, we proactively address overconsumption by our members by only claiming prevented emissions for items that truly substitute the purchase of a new item, rather than representing additional impulse-buying behaviour.

Based on the survey results of almost 40,000 Vinted members, our replacement rate was determined to be 76%.

Share second-hand

The share of second-hand items sold on Vinted is used to ensure accuracy of our environmental claims.

In accordance with the GHG Protocol, we only count positive impact for the purchase of second-hand items. We therefore explicitly exclude items listed as 'New with tags' from our prevented emissions calculations. Although 'New with tags' items are second-hand in terms of ownership, they are not considered used in an environmental sense and are therefore excluded to maintain a conservative impact narrative.

Created emissions

Created emissions represent the total negative climate impact generated by our business and operations. The emissions fully account for all emissions caused by Vinted transactions, including return shipments and deliveries to our verification hubs.

We divide the created emissions into two primary categories:

- Delivery emissions
- Non-delivery emissions

Delivery emissions

Our delivery emissions encompass all impacts related to the transport of parcels from sellers to buyers. We account for the full logistics chain, including carrier transport, member journeys, and members' packaging materials.

To ensure the model accurately reflects our marketplace, we model every shipment individually based on primary transactional data and use our shipping company, Vinted Go, as our primary source for modelling assumptions for our broader operations.

Packaging emissions

Packaging emissions represent the carbon impact of the materials used by our members to ship their items.

Based on survey data, we determine the typical wrapping material used per parcel size and estimate corresponding emissions for both the wrapping and the tape. Based on survey data, we assume a conservative mix of new and re-used materials to reflect real-world shipping habits.

Carrier emissions

Carrier emissions represent the impact of parcel journeys executed by our partner carriers across first-, mid-, and last-mile segments. We calculate these using specific emissions factors multiplied by the parcel's mileage and its effective weight, taking into account that a vehicle's capacity may be limited by either volume or weight.

To ensure a realistic representation of a parcel's mileage, we account for re-routed distances, road density, detours via sorting centres, and route inefficiencies (such as traffic or road closures in the first and last miles).

Non-delivery emissions

Non-delivery emissions include all other operational impacts required to run Vinted as a company.

This includes energy usage in our offices, warehouses, and data centres, as well as employee business travel and the carbon footprint of purchased services such as marketing and digital infrastructure.

These are updated annually to ensure our Corporate Carbon Footprint (CCF) reflects our full business operations.

Member emissions

The member emissions account for the journeys performed by our members to travel to pick-up and drop-off points.

We estimate these distances using geocoded member locations and pick-up and drop-off points. Since members often combine shipping parcels with other errands, we apply a trip chaining factor to ensure we only account for the mileage directly attributable to the Vinted transaction.

To reflect differences in travelling habits of members, we apply country-specific probability distributions for the modes of transport (e.g. car, walking, bicycle) based on member surveys.

The limitations of our approach

The main goal of our analysis was to quantify the average carbon emissions avoided by buying a second-hand product on Vinted compared to new and through that, to estimate the overall net climate impact of the Vinted marketplace.

While this goal has been achieved, we acknowledge that there are unintended consequences of buying second-hand on Vinted, which go beyond the scope of this comparison. One of the unintended consequences of making products affordable is the so-called 'rebound effect'.[46] This is where improvements in cost result in an increase in the purchase of a product.[47]

One of the ways this manifests for second-hand buying is in impulse purchases, when someone buys an item not because it is replacing a new item, but out of impulse. Using WRAP's methodology for calculating displacement, these purchases were not considered to displace the purchase of a new item were given a replacement rate of 0%.[48]

Additionally, there is a possibility that, because Vinted has made it easy to sell second-hand items, there is an increase in the circulation of items, which would result in additional carbon emissions being created through transport. As we include all delivery emissions in our total calculation, the impact of potential additional circulation is accounted for.

However, what we are not able to account for is the potential increase in purchases of new items as an unintended consequence of making it easy to sell second-hand items on Vinted. When surveying our members, we found that nearly two-thirds (63%) say they wear their items for about the same length of time as before, suggesting that access to re-sale does not automatically shorten the lifespan of new products.[49] However, we have not been able to integrate this effect into our climate impact calculations.

Statement of support: Vinted 2025 Climate Impact Model

Amsterdam, 25 February 2026

In 2025, Vinted has internalised its climate impact framework under the guidance of Impact Institute. Jointly, we have developed the Climate Impact Model for Vinted's created scope 1, 2, and 3 greenhouse gas (GHG) emissions and avoided GHG emissions. Impact Institute has been involved as an advisor and direct contributor to the development of this model. Vinted has been responsible for compiling its reported 2025 results based on the Climate Impact Model. During the compilation of the 2025 results, Impact Institute has acted as an internal expert reviewer.

Scope 2025 Climate Impact Model

The Climate Impact Model covers both avoided and created emissions across three main dimensions:

- **For products categories sold on the marketplace:** The cradle-to-consumer emissions of representative items sold on the marketplace and their replacement rate. This model has been informed by the principles of ISO 14067.
- **For the logistics of transferring parcels between buyers and sellers:** All the associated delivery emissions linked to Vinted's marketplace or Vinted Go activity.
- **For Vinted as a company:** All the generated emissions across its scope 1-2-3, i.e. the Corporate Carbon Footprint (CCF) of the company aligned with the GHG protocol.

Statement of support

Impact Institute has conducted an internal review of methodology, model design, input data, calculations, and results of Vinted's Climate Impact Model related to the reported results of Vinted's created GHG-emissions (scope 1, 2, and 3) and avoided GHG-emissions.

We found the methodology used to be sound, the model appropriately structured for its intended purpose and calculations and input data to be extensively and transparently documented.

All models are based on primary data from Vinted, Lifecycle Assessment (LCA) data, and secondary data from external sources. In our opinion, modelling choices are based on established practices when it comes to climate impact modelling.

In particular, we note that:

- Assumptions made generally lead to conservative results (results that do not overestimate emissions avoided or underestimate created emissions).
- The product categories models have been informed by the principles of ISO 14067. In certain instances, methodological adjustments have been made to enable scalability and operational feasibility, while seeking to preserve consistency with the core principles of the standard.
- The CCF model and its accompanying documentation have been developed, in our opinion, in alignment with the GHG protocol.

Based on our review, we consider that the reported figures provide a reasonable representation of Vinted's Scope 1, 2, and 3 GHG emissions and avoided GHG emissions consistent with the methodology and assumptions applied.

Adrian de Groot Ruiz
CEO, Impact Institute



Permissions and limitations

This statement has been prepared solely for Vinted in accordance with the agreement between our firms and should not be relied upon by third parties or used for purposes beyond those agreed with Vinted. We permit Vinted to disclose this statement publicly, or to provide this statement directly to interested parties.

This statement reflects our professional judgment based on the scope and nature of our review. It does not constitute a formal assurance engagement, an independent verification, or an audit conducted in accordance with a specific auditing, assurance, or professional standard. No opinion is expressed as to the absolute accuracy or completeness of the underlying data, nor do we accept responsibility or liability to any third party in connection with this statement.

About Impact Institute

Impact Institute is a leading impact advisory firm headquartered in Amsterdam. Impact Institute supports companies and investors to measure, manage, and improve their impact and offers independent impact due diligence and impact assessment services.

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Methodology for financial savings

This analysis quantified the financial benefits delivered to the Vinted community by calculating the buyer savings generated across adult fashion purchases in 2025. Our approach relies on highly granular data sampling and market benchmarking to ensure the results are reliable and representative.

Buyer savings

Buyer savings are calculated as the estimated retail price of a similar new item minus the total price on Vinted (which includes the item cost, shipping costs, and Buyer Protection fee).

Items are considered to be ‘similar’ if they are bought in the same country, fall in the same category, and are from the same brand.

Establishing retail price benchmarks

Retail price benchmarks were established using real-time pricing data from Google Shopping. We analysed a representative sample of the data, covering 38% of all adult fashion items created and sold in 2025. We did this by including 6 countries (UK, France, Poland, Germany, Spain, and Italy), the top 20 categories in each country, and the top 50 brands within each category.

We estimated retail prices using the original price (without discounts) following from Google Shopping results. To ensure a high quality of data, we removed unrealistically high retail prices that would inflate buyer savings, filtered out any second-hand items from the results, and excluded searches that contained fewer than 10 products on Google Shopping.

Statistical weighting and extrapolation

To eliminate skew caused by low-volume outliers, we applied a volume-weighted average. This ensures that the final figures accurately reflect the true composition of our marketplace.

The findings from this sample were then extrapolated across the total volume of adult fashion items created and sold across all Vinted markets in 2025.

Final calculation

By applying these weighted models to our global transaction data, we compared Vinted purchases against the cost of purchasing similar brand-new items at full retail price.

Sales prices vs. original prices

We understand that many people might not buy items at their original price, but on sale. Therefore, we calculated the average discount provided on Google Shopping.

For this calculation, we also included data from an analysis conducted in the summer to account for seasonality. We applied the overall average discount to the aggregated retail price and calculated the corresponding buyer savings. This provided insights into the savings when comparing to sale prices instead of full retail prices.

Using Google Shopping data, we used an average discount of 34%.

References

Figures in this report have been rounded to the nearest whole number or decimal point.

[1] In a survey of 24,843 members, respondents were asked:
Q: Please indicate how much do you agree or disagree with the following statements people have said about Vinted: Vinted made second-hand shopping a lot more accessible, because I don't have other second-hand options near me.
A: 44% Strongly agree , 32% Somewhat agree , 12% Neither agree nor disagree , 6% Somewhat disagree , 4% Strongly disagree , 2% Don't know/ not applicable. (NET agree: 76%).

[2] In a survey of 24,843 members, respondents were asked:
Q: Please indicate how much do you agree or disagree with the following statements people have said about Vinted: Vinted made me more conscious about my consumption and spending.
A: 36% Strongly agree, 29% Somewhat agree, 20% Neither agree nor disagree, 6% Somewhat disagree, 6% Strongly disagree, 2% Don't know/ not applicable. (NET agree: 66%).

[3–5] Savings are calculated as the estimated retail price of a similar new item (same category, same brand) minus the total amount paid on Vinted. Retail price benchmarks were established using a third-party data service (SerpApi) to query real-time prices on Google Shopping for a representative sample of new items. The final savings reflect a weighted average based on the sales volume of top brands within each category and market.
See Methodology for financial savings for details.

[6] In a survey of 19,953 members, respondents were asked:
Q: Since you started shopping on Vinted, has your overall spending on fashion items changed as a result?
A: 59% I'm spending less on fashion items, 30% I'm spending the same amount on fashion items, 10% I'm spending more on fashion items.

[7] In a survey of 24,843 members, respondents were asked:
Q: Please indicate how much do you agree or disagree with the following statement: Before buying something new, I now first look for that item on Vinted.
A: 59% Strongly agree, 29% Somewhat agree, 6% Neither agree nor disagree, 2% Somewhat disagree, 2% Strongly disagree, 1% Don't know/ not applicable. (NET agree: 88%).

[8] In a survey of 24,785 members, respondents were asked:
Q: Which statement best describes your financial situation?
A: 25% I'm financially secure, 33% I'm a bit more cautious about spending, but mostly okay , 19% I'm cutting back on some things to save money , 11% I'm making major cuts and/ or looking for more ways to earn money, 11% Prefer not to say.

[9] YouGov. European political monthly: Europeans and the cost of living. Available on yougov.co.uk/economy/articles/53239-european-political-monthly-europeans-and-the-cost-of-living

[10] In a survey of 12,019 Vinted buyers, respondents were asked:
Q: What have you done with the money you've saved from buying second-hand items on Vinted instead of new?
A: 38% Bought more things on Vinted, 31% Used it for everyday or household expenses (e.g. food, bills), 15% Added to my savings or investments, 15% Spent it on leisure or holidays (e.g. eating out, trips, activities), 13% Saved for unexpected or emergency expenses, 8% Put it aside for a bigger purchase or long-term goal, 5% Bought more things on other websites/ platforms, 4% Bought more things from regular shops (not online), 4% Paid into my debt or loans, 3% Donated to a charity or given money to friends or family.
Among members who identify as "making major cuts and/or looking for more ways to earn money," the proportion using Vinted savings for everyday or household expenses rises to 43%.

[11] In a survey of 6,268 Vinted buyers, respondents were asked:
Q: Please indicate how much you agree or disagree with each of the following statements about saving money by buying on Vinted instead of buying new: Shopping on Vinted helps me feel that I am managing rising costs effectively.
A: 22% Strongly agree, 38% Somewhat agree, 21% Neither agree nor disagree, 7% Somewhat disagree, 6% Strongly disagree, 6% Don't know/ not applicable. (NET agree: 60%).

[12] In a survey of 5,976 Vinted buyers, respondents were asked:
Q: Thinking about your experience with buying on Vinted, how much do you agree or disagree with each of the following statements? Vinted helps me find what I need during big life events, like moving, changing size, or having a baby.
A: 28% Strongly agree, 30% Somewhat agree, 20% Neither agree nor disagree, 4% Somewhat disagree, 3% Strongly disagree, 15% Don't know/ not applicable. (NET agree: 58%).

[13] In a survey of 24,754 members, respondents were asked:
Q: Please indicate how much do you agree or disagree with the following statement: Vinted allows me to manage family expenses better (e.g., handle the high cost of items for growing children).
A: 38% Strongly agree, 25% Somewhat agree, 16% Neither agree nor disagree, 4% Somewhat disagree, 5% Strongly disagree, 13% Don't know / not applicable. (NET agree: 63%).

[14] Stenlund, S., Guo, Y., Rights, J. et al. How spending decisions shape happiness in everyday life. Commun Psychol 2, 124 (2024) doi.org/10.1038/s44271-024-00166-6

[15] In a survey of 6,268 Vinted buyers, respondents were asked:
Q: Please indicate how much you agree or disagree with each of the following statements about saving money by buying on Vinted instead of buying new: Vinted helps me maintain my personal style without overspending.
A: 34% Strongly agree , 39% Somewhat agree, 16% Neither agree nor disagree, 4% Somewhat disagree, 4% Strongly disagree, 5% Don't know/ not applicable. (NET agree: 72%).
For Gen Z members: 42% Strongly agree, 36% Somewhat agree, 11% Neither agree nor disagree, 4% Somewhat disagree, 2% Strongly disagree, 4% Don't know/ not applicable. (NET agree: 79%).

[16] In a survey of 6,268 Vinted buyers, respondents were asked:
Q: Please indicate how much you agree or disagree with each of the following statements about saving money by buying on Vinted instead of buying new: Vinted gives me access to higher-quality or designer brands I couldn't afford otherwise.
A: 34% Strongly agree, 35% Somewhat agree, 14% Neither agree nor disagree, 6% Somewhat disagree, 5% Strongly disagree, 7% Don't know/ not applicable. (NET agree: 69%).

[17] In a survey of 5,976 Vinted buyers, respondents were asked:
Q: Thinking about your experience with buying on Vinted, how much do you agree or disagree with each of the following statements? I buy better quality items on Vinted than elsewhere.
A: 18% Strongly agree, 28% Somewhat agree, 35% Neither agree nor disagree, 10% Somewhat disagree, 4% Strongly disagree, 5% Don't know/ not applicable. (NET agree: 46%).

[18] In a survey of 6,268 Vinted buyers, respondents were asked:
Q: Please indicate how much you agree or disagree with each of the following statements about saving money by buying on Vinted instead of buying new: Saving money through Vinted allows me to treat myself or my family more often.
A: 27% Strongly agree, 35% Somewhat agree, 19% Neither agree nor disagree, 7% Somewhat disagree, 5% Strongly disagree, 6% Don't know/ not applicable. (NET agree: 63%).

[19] In a survey of 24,754 members, respondents were asked:
Q: Please indicate how much do you agree or disagree with the following statements people have said about Vinted: Vinted makes gifting season less stressful (e.g. I can save money needed for the holiday season or buy more affordable presents for birthdays).
A: 30% Strongly agree, 26% Somewhat agree, 21% Neither agree nor disagree, 7% Somewhat disagree, 7% Strongly disagree, 8% Don't know/ not applicable. (NET agree: 56%).

[20] In a survey of 6,268 Vinted buyers, respondents were asked:
Q: Please indicate how much you agree or disagree with each of the following statements about saving money by buying on Vinted instead of buying new: Thanks to saving money through Vinted, I feel less pressure to cut back in other areas of my life.
A: 20% Strongly agree, 31% Somewhat agree, 28% Neither agree nor disagree, 7% Somewhat disagree, 7% Strongly disagree, 7% Don't know/ not applicable. (NET agree: 50%).

[21] In a survey of 6,268 Vinted buyers, respondents were asked:
Q: Please indicate how much you agree or disagree with each of the following statements about saving money by buying on Vinted instead of buying new: Saving money through Vinted makes me feel proud for making responsible financial decisions.
A: 28% Strongly agree, 38% Somewhat agree, 19% Neither agree nor disagree, 5% Somewhat disagree, 4% Strongly disagree, 5% Don't know/ not applicable. (NET agree: 66%).

[22] In a survey of 49,598 members, respondents were asked:
Q: How does buying second-hand items make you feel compared to buying new items?
A: 41% I feel good when buying second-hand items, 28% I feel a lot happier when buying second-hand items, 26% I feel the same/ no difference, 3% I feel a little less happy when buying second-hand items, 1% I feel a lot less happy when buying second-hand items. (NET Feel better: 69%).

[23] In a survey of 12,541 Vinted sellers, respondents were asked:
Q: What are your main reasons for selling second-hand fashion items on Vinted?
A: 52% I feel it's a shame to throw away items that someone else might want.

[24] Internal Vinted data measured over 2025.

[25] In a survey of 12,541 Vinted sellers, respondents were asked:
Q: What are your main reasons for selling second-hand fashion items on Vinted?
A: 42% To make some money back on clothes I've bought but don't wear.

[26] In a survey of 12,541 Vinted sellers, respondents were asked:
Q: What are your main reasons for selling second-hand fashion items on Vinted?
A: 33% To earn extra money.

[27] In a survey of 21,870 members, respondents were asked:
Q: Please indicate how much do you agree or disagree with the following statements people have said about Vinted: Vinted motivated me to finally declutter.
A: 45% Strongly agree, 33% Somewhat agree, 12% Neither agree nor disagree, 4% Somewhat disagree, 4% Strongly disagree, 2% Don't know/ not applicable. (NET agree: 78%).

[28] In a survey of 12,541 Vinted sellers, respondents were asked:
Q: What are your main reasons for selling second-hand fashion items on Vinted?
A: 44% To get rid of clothing I don't need.

[29] In a survey of 12,541 Vinted sellers, respondents were asked:
Q: What are your main reasons for selling second-hand fashion items on Vinted?
A: 52% I feel it's a shame to throw away items that someone else might want.

[30] In a survey of 12,541 Vinted sellers, respondents were asked:
Q: What are your main reasons for selling second-hand fashion items on Vinted?
A: 31% I like that my clothes will make someone else happy.

[31] In a survey of 12,541 Vinted sellers, respondents were asked:
Q: Thinking about the money you earned from selling on Vinted, how much do you agree or disagree with the following statements? The earnings give me the freedom to buy things for myself without feeling guilty.
A: 19% Strongly agree, 34% Somewhat agree, 18% Neither agree nor disagree, 9% Somewhat disagree, 14% Strongly disagree, 7% Don't know/ not applicable. (NET agree: 53%).

[32] In a survey of 12,541 Vinted sellers, respondents were asked:
Q: Thinking about the money you earned from selling on Vinted, how much do you agree or disagree with the following statements? Vinted earnings allow me to treat myself or my family more often.
A: 16% Strongly agree, 32% Somewhat agree, 19% Neither agree nor disagree, 10% Somewhat disagree, 15% Strongly disagree, 8% Don't know/ not applicable. (NET agree: 48%).

[33] In a survey of 12,541 Vinted sellers, respondents were asked:
Q: Thinking about the money you earned from selling on Vinted, how much do you agree or disagree with the following statements? Earning through Vinted makes me feel proud for making smart financial decisions.
A: 15% Strongly agree, 29% Somewhat agree, 23% Neither agree nor disagree, 8% Somewhat disagree, 15% Strongly disagree, 10% Don't know/ not applicable. (NET agree: 44%).

[34] In a survey of 12,541 Vinted sellers, respondents were asked:
Q: Thinking about the money you earned from selling on Vinted, how much do you agree or disagree with the following statements? Earning through Vinted makes me feel proud for making smart financial decisions.
For sellers who stated "I'm making major cuts and/ or looking for more ways to earn money" (Sample size: 1,450):
A: 19% Strongly agree, 31% Somewhat agree, 20% Neither agree nor disagree, 7% Somewhat disagree, 14% Strongly disagree, 9% Don't know/ not applicable. (NET agree: 51%).
For sellers who stated "I'm cutting back on some things to save money" (Sample size: 2,352):
A: 16% Strongly agree, 31% Somewhat agree, 25% Neither agree nor disagree, 8% Somewhat disagree, 13% Strongly disagree, 7% Don't know/ not applicable. (NET agree: 47%).

[35] In a survey of 12,541 Vinted sellers, respondents were asked:
Q: Thinking about the money you earned on Vinted, how have you used it?
A: 39% Bought more things on Vinted.

[36] In a survey of 12,541 Vinted sellers, respondents were asked:
Q: When you buy new clothing, how important is the potential resale value of an item when choosing what to purchase?
A: 14% Very important, 27% Somewhat important, 27% Neither important nor unimportant, 15% Not very important, 17% Not at all important. (NET important: 41%).

[37] In a survey of 21,870 members, respondents were asked:
Q: Please indicate how much do you agree or disagree with the following statements people have said about Vinted: I now take better care of my items so that they are still good for someone else to buy too.
A: 30% Strongly agree, 26% Somewhat agree, 25% Neither agree nor disagree, 7% Somewhat disagree, 8% Strongly disagree, 4% Don't know/ not applicable. (NET agree: 56%).

[38] We calculated that the net carbon emissions avoided by the Vinted marketplace in 2025 was 1,607 kilotonnes CO_2e. See Methodology for avoided emissions for details.

[39] The total net carbon emissions avoided by the Vinted marketplace in 2025 was 1,607 kilotonnes CO_2e. The equivalent is calculated using the EPA's Greenhouse Gas Equivalencies calculator available on epa.gov/energy/greenhouse-gas-equivalencies-calculator#results

[40] World Economic Forum (2020). Available on weforum.org/agenda/2020/01/fashion-industry-carbon-unsustainable-environment-pollution/

[41] In a survey of 24,785 members, respondents were asked:
Q: How many fashion items in your wardrobe are second-hand purchases?
A: 14% None, 39% Only a handful, 20% About a quarter, 13% About half, 12% The majority, 2% All. (NET quarter or more second-hand items: 47%).

[42] Internal Vinted data measured over 2025.

[43] Based on the survey results of almost 40,000 surveyed Vinted members, our replacement rate was determined to be 76%. See Methodology for avoided emissions for details.

[44] When they buy second-hand on Vinted, members are avoiding on average 2.39kg of CO_2 per item, compared to buying new. See Methodology for avoided emissions for details.

[45–46] Greenhouse Gas Protocol/ World Resources Institute (WRI). Available on ghgprotocol.org/sites/default/files/2023-03/18_WP_Comparative-Emissions_final.pdf

[47] Thiesen, J., Christensen, T.S., Kristensen, T.G., Andersen, R.D., Brunoe, B., Gregersen, T.K., Thrane, M. and Weidema, B.P. Rebound effects of price differences. The International Journal of Life Cycle Assessment, 13(2), pp.104-114 (2008).

[48] WRAP methodology for calculating displacement. Available on wrap.ngo/resources/report/displacement-rates-untangled

[49] In a survey of 24,785 members, respondents were asked:
Q: Has using Vinted changed the length of time you wear your new (not second-hand) clothes for?
A: 63% I wear/ use them for about the same amount of time.

Vinted