

29.06.2022, United States

appinio hype tracker

Your fast track to consumer insights

01

Weekly Insights

This week —
[The second-hand market](#)

How many Americans buy second-hand items? What are their reasons to buy second-hand? And what deters them from buy pre-owned items?

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Hype Tracker

The Hype Tracker gives you front row access to consumers' thoughts on the hottest topics right now. Gain insight into a curated selection of hypes from our industry experts.

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Consumer Behavior Tracker

Products, brands and passion points – What are consumers using and thinking about? What's on top of mind for the average shopper and what are the brands they're loving? Our biweekly tracker gives you the lowdown.

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01

Weekly Insights

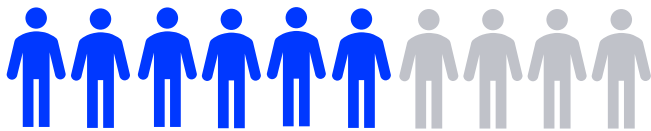
This week —

The second-hand market



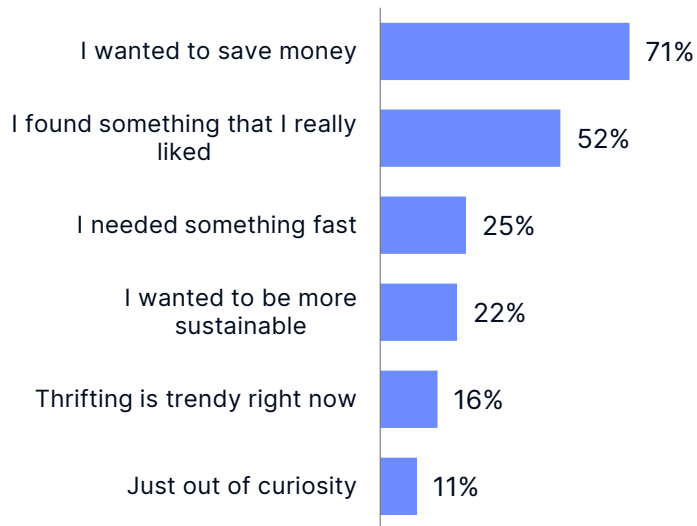
Weekly Insights — The second-hand market

6 out of 10 Americans buy second-hand items.



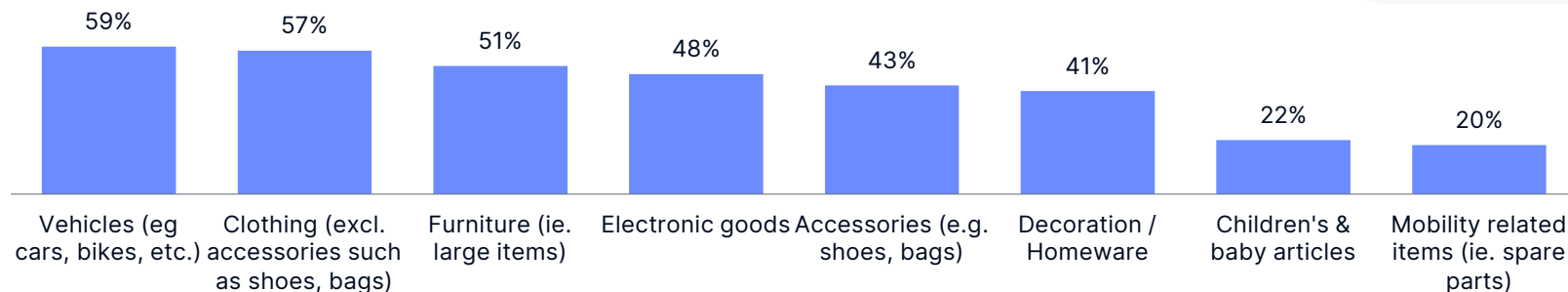
Reasons to buy second-hand items

Respondents who buy or have bought second-hand products. Multiple answers possible



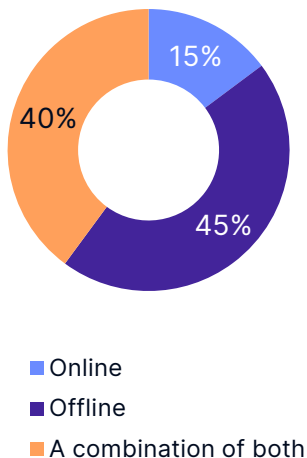
Products bought second-hand

Respondents who buy or have bought second-hand products. Multiple answers possible



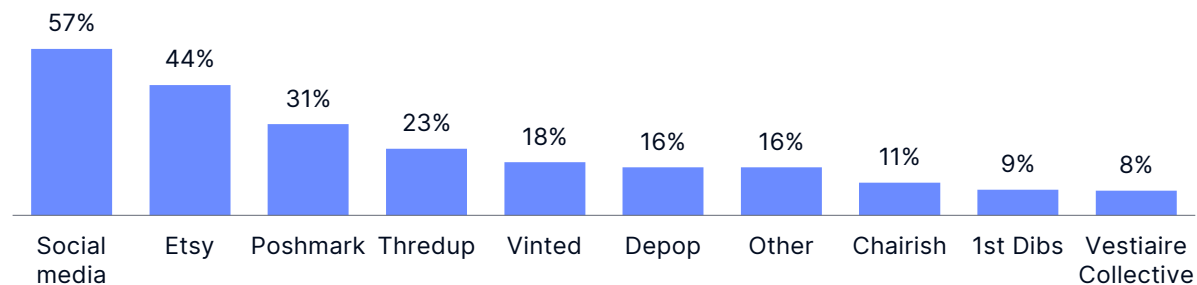
Where to buy second-hand items

Respondents who buy second-hand products



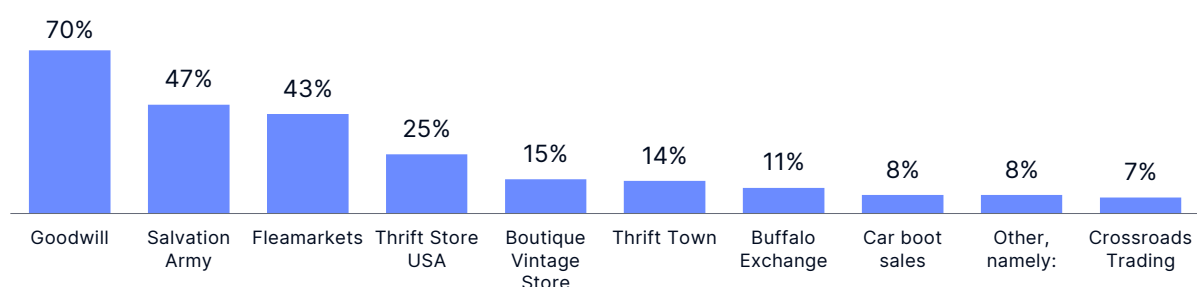
Second-hand online platforms

Respondents who buy second-hand items online. Multiple answers possible



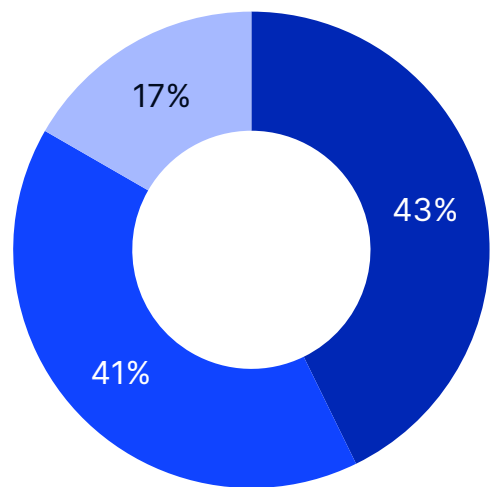
Second-hand stores

Respondents who buy second-hand items in store. Multiple answers possible



The biggest obstacle consumers face when buying second-hand products is the perceiving them as unclean.

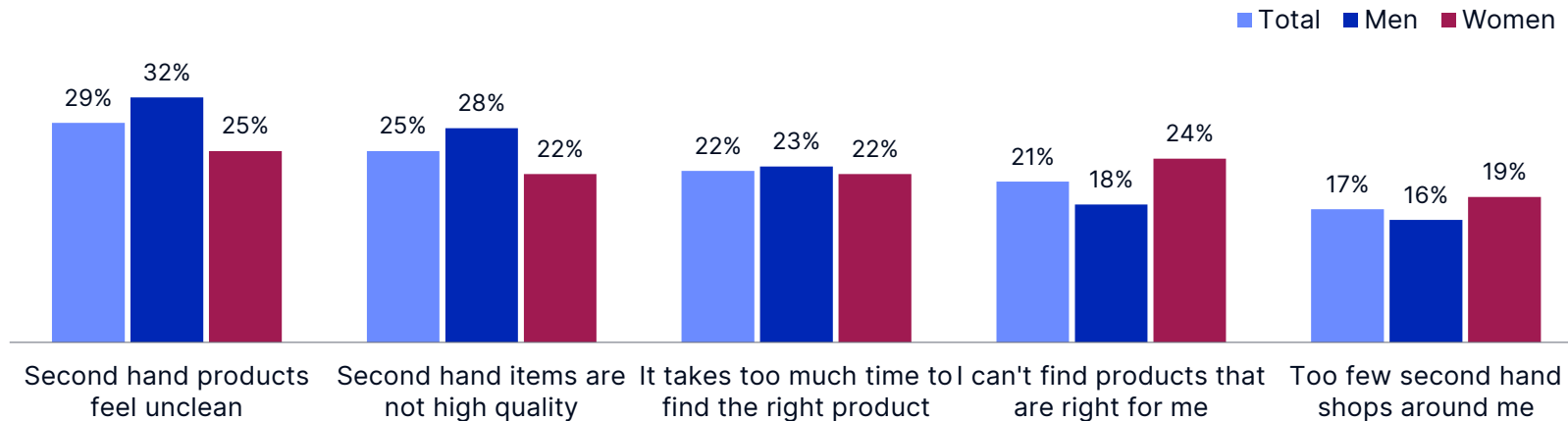
If a product is not available (e.g. out of stock) or more expensive than usual, would you rather wait or buy second hand?



- I would rather wait
- I would rather buy second-hand
- I don't know

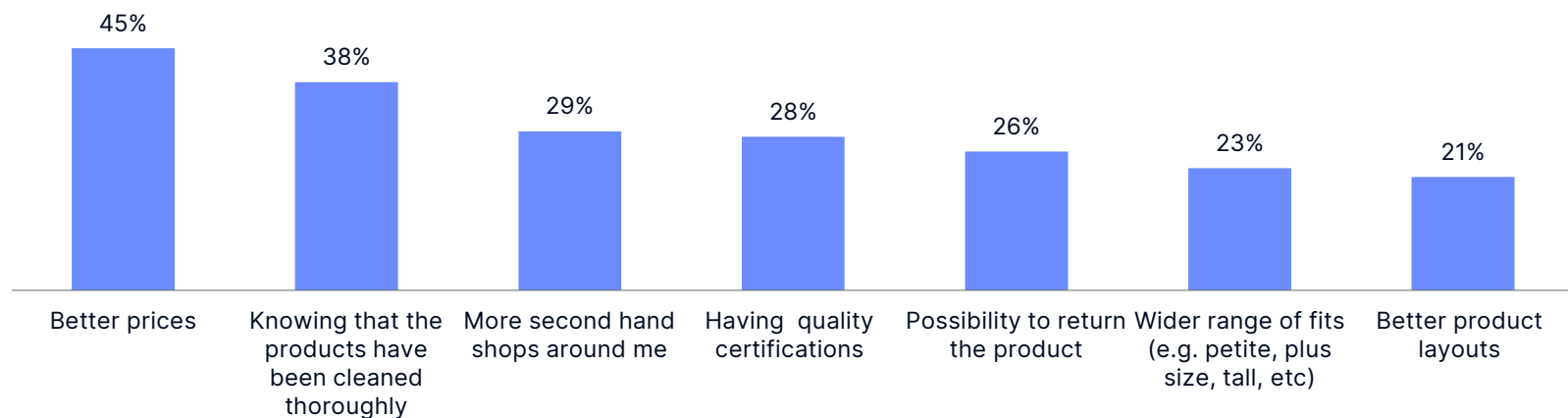
What **deters** you from buying products second hand?

Multiple answers possible



What would **encourage** you to buy (more) products second hand?

Multiple answers possible



02

Hype Tracker

The Hype Tracker gives you front row access to consumers' thoughts on the hottest topics right now. Gain insight into a curated selection of hypes from our industry experts.

Fad, fashion or here to stay? We check out the state of play for both established and emerging categories to determine the reach of some of the biggest noisemakers on the ground.



The Hypes

Christian Cowan x Smashbox

Make-up giant Smashbox and fashion design Christian Cowan collaboration aimed to create a limited-edition kit with Smashbox's original primer, two cream eyeshadow and a liquid lipstick

Digital Nomad Visa

A digital nomad visa is a document or program that gives someone the legal right to work remotely while residing away from their country of permanent residence.

Hoka Footwear

HOKA footwear use light weight materials, wide rocker midsoles, and additional cushioning to create a smoother run. These features also help to preserve your momentum while you're running, making HOKA shoes ideal for any terrain.

Yonder Card

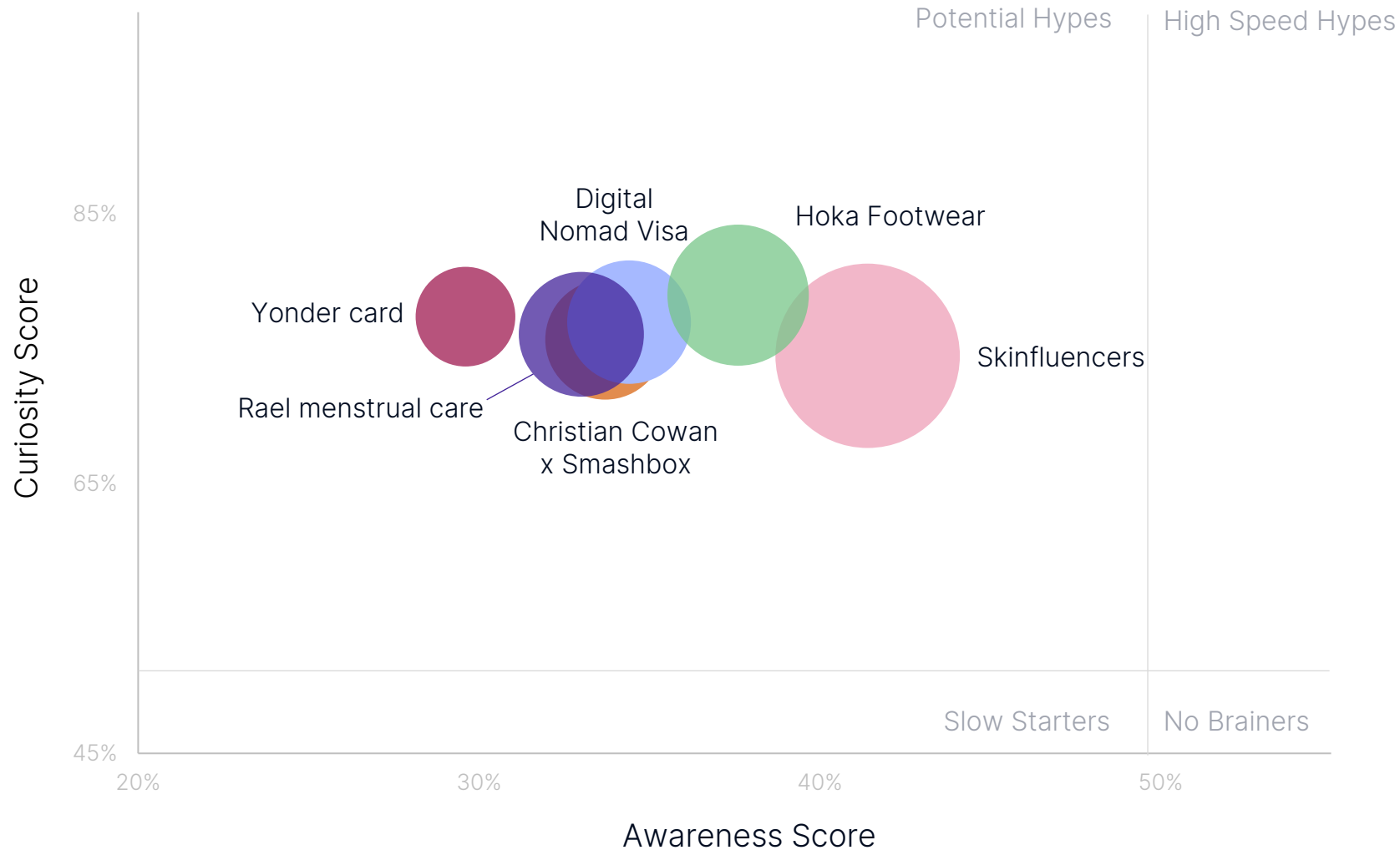
The Yonder Credit Card is the card-shaped key to your city. Yonder is jam-packed with handpicked local rewards, absolutely no fees when you spend abroad, and loads more. All yours without needing a UK credit score. Join our waitlist now. Yonder is currently invite only and people can join the waitlist and apply to be a Founding Member at yondercard.com

Rael menstrual care

A holistic brand that offer natural & non-toxic period products, along skincare and body care products.

Skinfluencer

Skinfluencer are skin-care influencers.



Awareness Score

How well known is the hype topic among consumers? What percentage of respondents have heard of it at least once?

Curiosity Score

How curious are consumers who have heard about hype topics? The Curiosity Score shows what percentage of respondents say "I find (rather) interesting".

Appinio Buzz (Size of the bubble)

The larger the bubble, the more often the participants have recently talked about it or heard about the topic in their private or professional environment. The score is calculated based on the ratio of people who have heard about a particular topic regularly or often lately to those who have never heard about it.

03

Consumer Behavior Tracker

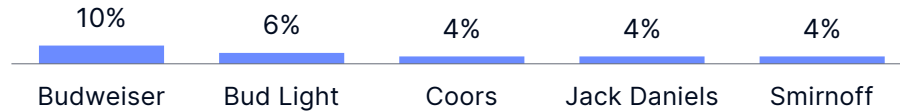


Top of Mind Brands

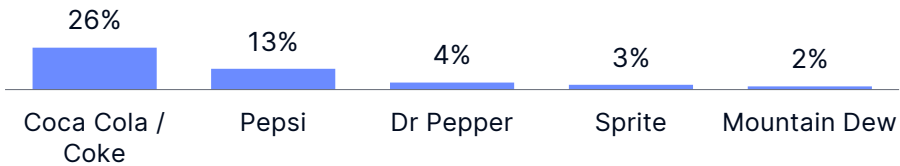
What brands do consumers spontaneously recall when prompted?



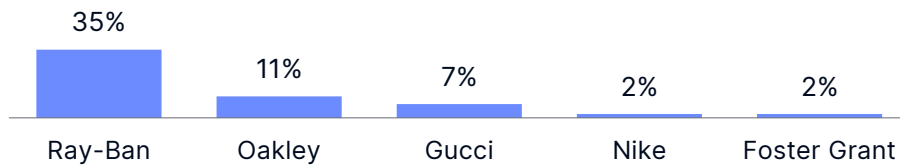
Alcoholic beverages



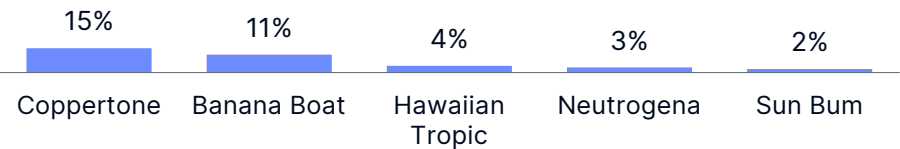
Non-alcoholic beverages



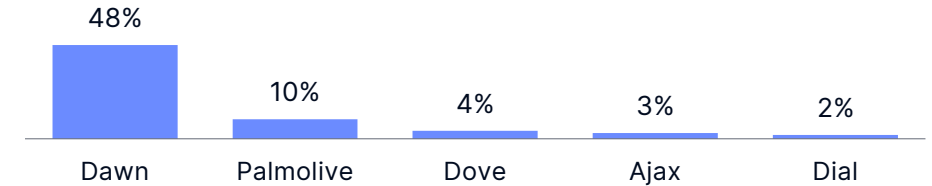
Sunglasses



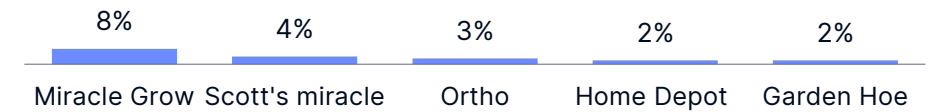
Sunscreen



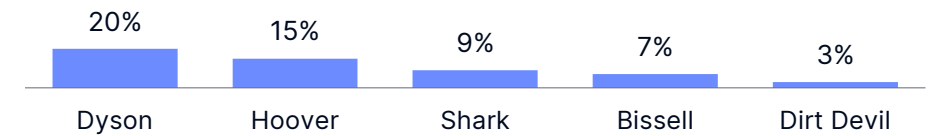
Dish Soap



Gardening products









Vacuum cleaners









How often are product categories bought?

● total ● online ● offline

Rank	Product category	30 Mar	13 April	27 April	6 May	25 May	15 June	29 June
1.	 Groceries	94%	96%	95%	96%	95%	94%	96% (+2)
		9%	12%	8%	11%	9%	11%	9%
		65%	59%	65%	58%	63%	60%	62%
2.	 Personal care/ Hygiene	79%	81%	82%	81%	77%	79%	80% (+1)
		14%	15%	15%	13%	12%	14%	13%
		49%	47%	48%	45%	47%	46%	45%
3.	 Non- alcoholic drinks	74%	80%	80%	81%	77%	76%	77% (+1)
		8%	9%	9%	9%	8%	8%	7%
		54%	55%	57%	53%	53%	53%	53%
4.	 Medicine	62%	68%	68%	71%	66%	64%	65% (+1)
		8%	10%	8%	7%	9%	9%	8%
		44%	44%	50%	47%	44%	43%	43%
5.	 Clothes	60%	70%	70%	70%	67%	65%	67% (+2)
		16%	22%	20%	20%	17%	16%	17%
		23%	24%	27%	23%	27%	26%	25%
6.	 Alcoholic drinks	46%	58%	53%	60%	53%	52%	55% (+3)
		5%	7%	5%	7%	5%	6%	5%
		34%	40%	38%	38%	37%	37%	37%






How often are product categories bought?

● total ● online ● offline

Rank	Product category	30 Mar	13 April	27 April	6 May	25 May	15 June	29 June
7.	 Shoes	50%	56%	60%	59%	54%	53%	54% (+1)
		14%	19%	19%	15%	15%	15%	15%
		21%	20%	23%	21%	22%	22%	20%
8.	 Beauty/ Make-up	47%	55%	54%	58%	50%	50%	53% (+3)
		10%	15%	13%	13%	11%	12%	13%
		23%	20%	25%	22%	23%	22%	22%
9.	 Books / Magazines	41%	46%	51%	55%	47%	42%	46% (+4)
		14%	17%	16%	16%	14%	14%	14%
		15%	14%	20%	19%	19%	15%	15%
10.	 Household devices	42%	48%	49%	53%	46%	44%	44% (=)
		10%	10%	11%	12%	10%	11%	12%
		18%	21%	24%	22%	21%	18%	17%
11.	 Electrical devices	42%	48%	50%	53%	46%	48%	47% (-1)
		14%	17%	15%	15%	14%	16%	16%
		15%	15%	18%	19%	18%	16%	14%
12.	 Toys	40%	47%	49%	50%	43%	45%	44% (-1)
		11%	15%	14%	14%	10%	14%	14%
		15%	15%	20%	17%	17%	16%	15%

How often are product categories bought?

● total ● online ● offline

Rank	Product category	30 Mar	13 April	27 April	06 May	25 May	15 June	29 June
13.	 Kitchen devices	38%	44%	47%	50%	40%	44%	43% (-1)
		11%	11%	11%	11%	7%	11%	11%
		18%	19%	24%	22%	20%	21%	18%
14.	 Decorations	42%	48%	48%	50%	45%	44%	45% (+1)
		11%	12%	12%	12%	12%	11%	11%
		19%	20%	22%	18%	20%	18%	19%
15.	 Jewelry	37%	44%	44%	48%	45%	39%	42% (+3)
		10%	13%	13%	12%	12%	9%	12%
		14%	15%	17%	17%	15%	16%	15%
16.	 Furniture	32%	40%	40%	44%	37%	37%	36% (-1)
		7%	8%	9%	9%	7%	10%	7%
		14%	20%	20%	19%	19%	16%	18%
17.	 Sport equipment	32%	40%	40%	43%	37%	35%	36% (+1)
		9%	12%	11%	12%	10%	9%	10%
		13%	14%	16%	14%	14%	12%	11%

Sample & Method

Sample 1.000 Americans
Country USA
Age 16-65
Date of the survey 22-25 June 2022

Nationally representative – quoted by age
& gender based on the 2011 census

View and analyze the data
on research.appinio.com

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