# The Second-Hand Effect Report 2023

Schibsted | Marketplaces

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# About

Schibsted | Marketplaces

Schibsted is a family of leading Nordic online marketplaces focusing on Mobility, Jobs, Real Estate and Recommerce. We empower millions of people to make sustainable choices through beloved brands such as FINN, Blocket, Tori and DBA. Our values are rooted in our media heritage and a legacy of bold change. Following the separation from Schibsted Media in June 2024, we will go by Schibsted Marketplaces until a new name is introduced. Schibsted is listed on Oslo Stock Exchange.

Vaayu

Vaayu is the world's first automated software empowering brands and businesses within the retail industry to track and cut their carbon and environmental impact in real-time. By leveraging proprietary AI and machine learning technology, Vaayu calculates impacts like emissions, water and waste across product, packaging and logistics using certified life cycle assessment (LCA) methodology to provide granular insights and inform data-driven decision-making. Named one of TIME's Best Inventions and with more than 100 brand partners, Vaayu has pioneered research into the climate impact potential of circular business models and calculated product footprints at scale for partners.

# Introduction

The retail industry is collectively responsible for 25% of global emissions[1]. As such, circular business models are crucial in mitigating the industry's impact such as recommerce, helping to avoid emissions[2], but until recently, accurate data to quantify their effects at scale was missing.

This report is a collaborative effort between Vaayu and Schibsted Marketplaces to delve into the climate impact and benefits of second-hand transactions across Schibsted's Marketplaces including FINN (Norway), Tori (Finland), DBA (Denmark) and Blocket (Sweden) during the year 2023.
It is important to note that only Recommerce, which is a key area of Schibsted marketplaces, is included in the scope of this report.

The objective of the analysis was to rigorously analyse and quantify the Schibsted Marketplaces' avoided emissions through consequential life cycle assessment (LCA). It did this by targeting both direct and indirect emissions from operations, packaging and deliveries, alongside assessing the Replacement Rate – the probability that second-hand purchases replaced the need for new products. In this analysis, 'avoided emissions' denote the potential reduction in carbon emissions when users choose to buy second-hand items from the Schibsted Marketplaces FINN, DBA, Blocket and Tori, rather than purchasing new products.

1 BCG, Sustainability in Retail is possible, 2022
2 Avoided emissions are emission reductions that occur outside of a product's life cycle or value chain, but as a result of the use of that product.

# Introduction

Findings showed that, collectively, Schibsted Marketplaces avoided | **tCO2e**

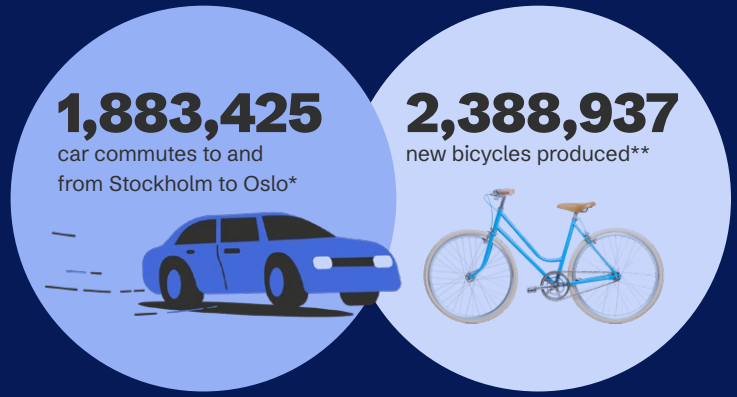
# 349,726

The analysis incorporated close to 2,800 user survey responses across the Nordic markets representing a cross-section of each market based on factors such as product categories and purchase recency. The surveys focused on categories ranging from Fashion to Home Goods, to understand behaviours around second-hand purchases and their impact on reducing carbon emissions.

By merging quantitative and qualitative data, this analysis offers some of the most precise insights to enhance sustainability strategies across Schibsted Marketplaces' recommerce platforms while strongly validating the climate impact benefits of circular models.

These findings offer a foundational understanding and clear benchmarks for Schibsted Marketplaces' ongoing efforts to support sustainable consumer choices.

This is equivalent to:




* Norway Average Car: Petrol: 34.6%, Diesel: 43.5%, Battery Electric: 12.1%, Plug-in Hybrid: 5.1%, Hybrid Electric: 4.7%

** Equivalents are computed using Kria, Vaayu's proprietary LCA Impact Modelling Engine and database.

This report demonstrates how recommerce can help avoid carbon emissions and is advancing a more sustainable retail industry.

# Scope, Approach & Methodology

**This section provides an overview of the analysis, explaining its main focus, the limitations set and the assumptions made, also highlighting the aspects that were not included in the analysis.**

**It also explains the approach and methodology used to calculate the robust, granular insights required for this analysis.**

# Scope

Avoided emissions were assessed by estimating the number of first-hand purchases avoided due to the presence of Schibsted Marketplaces, thereby indicating the potential reduction in production-related emissions. To determine the avoided emissions figure, several contributing factors were analysed. Firstly, the climate impact of operating the marketplaces was examined, encompassing emissions generated from deliveries, packaging and business operations. Additionally, the replacement rate was investigated, reflecting the frequency with which Nordic second-hand shoppers opt for second-hand items instead of new ones.

These calculations enabled Vaayu to quantify Schibsted Marketplaces' avoided emissions for the year 2023.

# Approach

This report was carried out to help Schibsted Marketplaces quantify and understand the avoided emissions of second-hand transactions across the Recommerce area within FINN, Tori, DBA and Blocket marketplaces during 2023.

Through comprehensive research involving close to 2,800 users across the Nordic markets, the analysis aim was to accurately calculate the Replacement Rate – the likelihood that second-hand purchases displaced the need for new products.

To capture the systemic impacts of recommerce, Vaayu utilised consequential life cycle assessment (LCA), focusing on both direct and indirect emissions from operational activities, including packaging and deliveries.

The resulting findings are intended to provide actionable insights to enhance Schibsted's recommerce strategies across its multiple marketplaces and substantiate the climate impact benefits of circular consumption.

# Methodology

## External Panel

Vaayu carried out specialist research with users across the Nordic markets to gain a deeper insight into their behaviour concerning second-hand purchases. Specifically, active second-hand buyers and sellers were targeted across the following categories: Fashion, Bags & Luggage, Electronics, Leisure, Sports & Hobbies, Personal Care & Wellbeing, Home and items categorised under Other Consumer Goods.

The main goal of this research was to gather critical data to estimate the Replacement Rate and, by extension, the potential avoided carbon emissions from second-hand transactions. The analysis also collected information on delivery logistics, such as packaging types and materials used.

Vaayu surveyed close to 2,800 participants representing a cross-section of each market based on factors such as product categories and purchase recency.

## Calculating Avoided Emissions

Within this analysis, the term 'avoided emissions' refers to the potential reduction in carbon emissions resulting from users opting to purchase second-hand items from FINN, DBA, Blocket and Tori across each of the categories mentioned instead of buying new products elsewhere.

This analysis employs methods from consequential life cycle assessment (LCA), a globally acknowledged, comprehensive technique for calculating avoided emissions. This approach goes beyond merely analysing individual products or transactions; it aims to assess the broader systemic impacts.

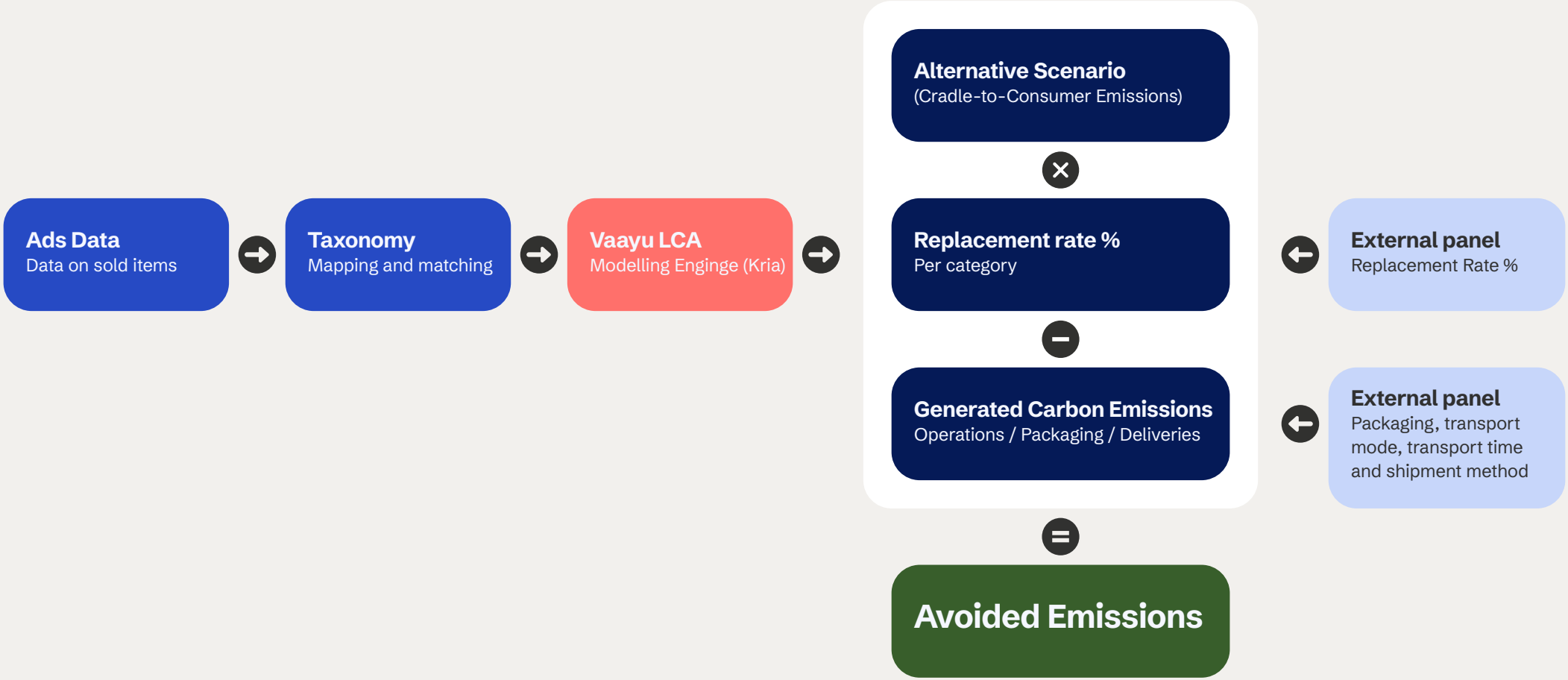
The methodology adopted for the current assessment closely follows the guidelines set by the World Resource Institute[1], which focuses on comparative product emissions analysis.

The graph on the next page summarises the key avoided emissions calculation approach.

1 Russell, S., 2019. Estimating and reporting the comparative emissions impacts of products. World Resources Institute.

# How were avoided emissions calculated

for **Recommerce** within FINN, Tori, Blocket and DBA



# Several factors influence the potential to reduce emissions through second-hand purchases

for **Recommerce** within FINN, Tori, Blocket and DBA

**Alternative/Reference Scenario:** This scenario accounts for the emissions generated from a comparable new item's production and distribution (Cradle-to-Consumer). In the context of second-hand shopping, these emissions can be partially 'avoided' depending on the Replacement Rate.

**The Replacement Rate:** This metric evaluates how likely it is that a second-hand item will substitute for a new one, indicating the probability that a second-hand purchase will replace a new purchase.

**Generated Emissions:** These are the emissions created from deliveries (including both managed deliveries and meet-ups), packaging and the business operations linked to purchasing a second-hand item on the platforms in scope of the analysis.

To calculate the avoided emissions for the platforms FINN, Tori, Blocket and DBA, Vaayu analysed almost 16 million second-hand transactions across all relevant product categories using a system titled Kria, Vaayu's proprietary LCA Impact Modelling Engine and database. This methodology specifically excludes all new or unused items listed on the marketplaces, which includes categorisations such as 'new-with-tags' and any similar categories.

Vaayu's methodology for calculating avoided emissions incorporates the Replacement Rate and considers both direct and indirect emissions from platform operations, including packaging and deliveries. This comprehensive approach allows for an accurate comparison of the climate impact between choosing second-hand items and new products.

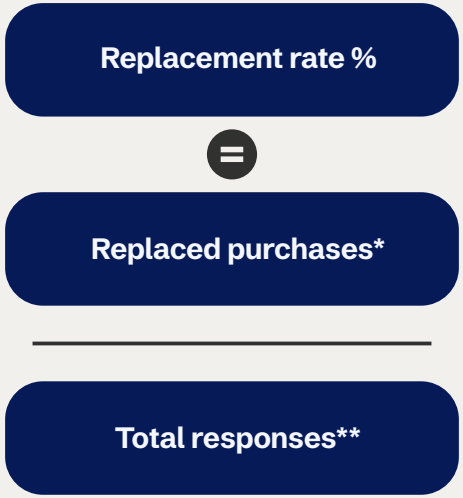
## Replacement Rate

In LCA, achieving a perfect one-to-one substitution of new products with second-hand items is often difficult. The Replacement Rate, a crucial metric influenced by consumer behaviour, measures this ratio and assesses how effectively second-hand items can substitute new ones. This metric is essential for gauging the climate impact benefits of second-hand. Additionally, the extent to which carbon emissions from producing and distributing new products are offset by purchases on the platforms largely depends on this substitution ratio.

**The Replacement Rate was calculated based on responses from close to 2,800 Nordic users to the question:**

***"If you had not found this product on a second-hand trading platform, would you have bought this, or a similar item, brand new?"***

**'This product'** refers to the most recent purchase made by respondents in any of the following categories: Fashion, Bags & Luggage, Electronics, Leisure, Sports & Hobbies, Personal Care & Wellbeing, Home and items categorised under Other Consumer Goods.




*** Replaced purchases** = 100% of 'Yes' responses to the question, and 50% of 'Maybe' responses to the question were included. While excluding all unplanned purchases (any responses "I liked this product while I was casually browsing" to the question "Why did you buy this product second-hand instead of new?").

**** Total responses** = total number of responses to the core question. All replies from professional resellers, who primarily engage for economic benefits, were omitted from the calculations of the Replacement Rate. This exclusion is due to the fact that their responses do not accurately represent the purchasing patterns of typical users. Professional resellers were identified as users who selected a response "I am a professional (re) seller" to the question "Why do you mainly use second-hand trading platforms?".

For this analysis, Nordic users were surveyed about some of their latest second-hand purchases across specific product categories: Fashion, Bags & Luggage, Electronics, Leisure, Sports & Hobbies, Personal Care & Wellbeing, Home and items categorised under Other Consumer Goods. To calculate avoided emissions, a Replacement Rate specific to each category and market was applied, provided that there was a statistically significant sample size (at least 100 responses, excluding those from resellers).

# Product Emissions

To calculate the carbon emissions avoided by opting for second-hand items on the Schibsted Marketplaces instead of buying new products, it was crucial to consider the emissions from producing and delivering the new product.

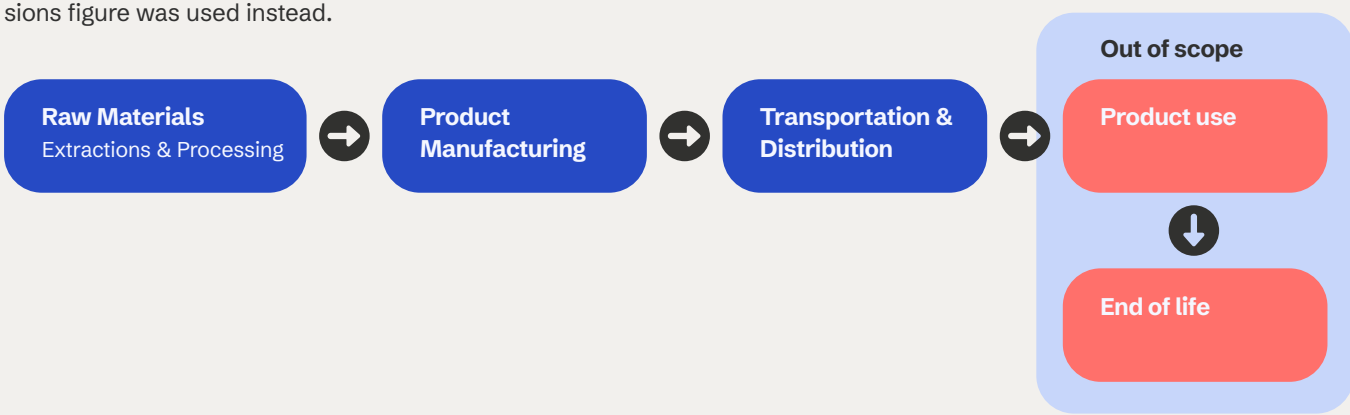
The analysis, illustrated in the accompanying figure, assessed the cradle-to-consumer impacts of these products. Emissions related to product use and end-of-life (EOL) stages were excluded from this analysis. The rationale for this exclusion is that in the avoided emissions calculations, and specifically in a comparative analysis between purchasing a second-hand product versus a new one, the impacts of using both new and second-hand products are deemed equivalent and thus cancel each other out.

The evaluation also considered factors such as energy and material consumption, transportation, extraction of natural resources and waste management throughout the product life cycle.

Each product category was aligned with a corresponding category within Vaayu's product taxonomy to the extent of the category's granularity. Since the avoided emissions calculation methodology applies exclusively to second-hand consumer items that can feasibly replace the purchase of new ones, several categories were excluded from this analysis. These include:

- Antiques, Collectibles, & Original Art
- Vehicles & related categories
- Pets & pet-related categories
- Tickets
- Services
- Jobs

When a direct match for a product category could not be found within Vaayu's taxonomy, a proxy or average emissions figure was used instead.



# Operational Emissions

Schibsted Marketplaces' Operational Footprint calculation was guided by the Greenhouse Gas (GHG) Protocol Corporate Standard, and the carbon emissions from relevant Scopes 1-3 emissions categories were integrated into the analysis:

**Scope 1:**
Emissions from fuel combustion in company vehicles.

**Scope 2:**
Emissions from electricity and heating in Schibsted Marketplaces' offices and data centres.

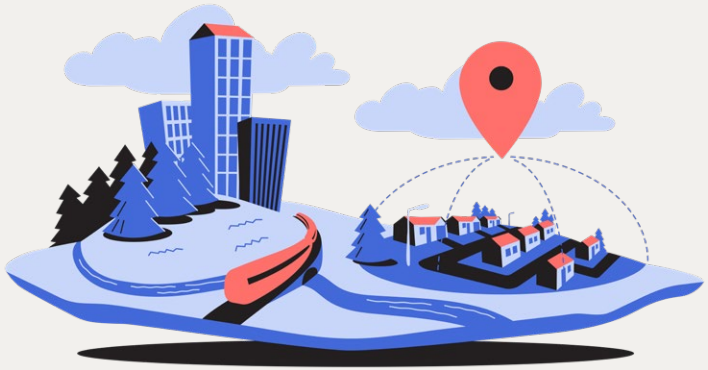
**Scope 3:**
Emissions from purchased goods and services, energy not covered by Scope 1 or 2, business travel, employee commuting, packaging and deliveries related to the platform.

Vaayu calculated emissions from direct activities and indirect emissions from energy use and supply chain actions.

## Deliveries Emissions

Vaayu utilised primary data on seller and buyer locations, carriers and delivery methods wherever possible to assess the impact of deliveries, including meet-ups.

Distances were computed when full location details – such as cities, localities or postal codes – of both parties were available. When location data was incomplete (e.g., only the seller's postal code was known), a national average distance weighted by population was used.



In cases where specific delivery methods were not clearly stated, several strategies were employed:

- Vaayu conducted research to identify delivery options provided by carriers, applicable when carrier details were available.
- Distributions of the delivery methods used were gathered from surveys completed by sellers and buyers for their respective locations.
- To accommodate differences across product categories sold on the marketplaces, the mass and volume of each package was estimated based on its category.
- For meet-ups, distances specific to each category were calculated using responses from seller and buyer surveys. These distances were determined by multiplying transport times by average vehicle speeds. A weighted average distance was then calculated for each vehicle type, and a further aggregate weighted average was computed based on the distribution of vehicle types as reported in the survey responses.

## Packaging Emissions

Emissions from secondary packaging were assessed using Kria, Vaayu's proprietary LCA Impact Modelling Engine and database. This analysis derived the distribution of secondary packaging per product category and per marketplace based on survey data. For each type of packaging, the volume or mass was estimated for each product category using data from Vaayu's Kria Impact Modelling Engine and database.

The emissions impact for each packaging element was then multiplied by its distribution within a product category. This enabled the calculation of emissions contributions from secondary packaging on a per-transaction basis. It's important to note that reused packaging elements were presumed to emit zero emissions.

## Business Operations Emissions

The calculation of Schibsted Marketplaces' operational footprint for the reporting year 2023, included an inventory and measurement of the Schibsted Group Corporate GHG emissions.

The data for this analysis was provided on a marketplace level, covering categories such as Purchased Electricity, Purchased Cooling, Purchased Heating, Purchased Goods & Services not for Resale (including Office Electronics and Data Centres), Business Travel and Employee Commute.

These emissions, relevant to Scopes 1, 2 and 3 categories under business operations, were integrated into the Avoided Emissions Analysis for each platform, offering a comprehensive view of the climate impact.

# Key Findings

This section covers the key findings of Schibsted Marketplaces' avoided emissions impact for the year 2023.

The findings in this section comprise highlights from recommerce across all marketplaces researched – FINN, Tori, DBA and Blocket – with focus on the overarching avoided emissions results and external panel results.

# Avoided Emissions Results

**Total Net Avoided Emissions** (tCO2e)
Total net estimated avoided emissions per marketplace in tonnes of CO2e. Considers both the avoided emissions and the generated emissions.

| | |
|---|---|
| blocket | 43,776 |
| dba | 58,263 |
| FINN | 163,788 |
| tori | 83,897 |

# External Panel Results

## Replacement Rate

As described in the 'Replacement Rate' section under the 'Methodology' chapter, the Replacement Rate (RR) is a metric which measures how often a second-hand purchase replaces the purchase of a new item elsewhere. The Average Replacement Rate calculated across various product categories showed a relatively uniform distribution among the Nordic countries.

Denmark reported the highest average RR at 55%, followed closely by Norway at 54%, Sweden at 50%, and Finland with the lowest at 47%. This means that according to the research 54% of second hand items purchased from second hand platforms in Norway replace the purchase of a similar new item. Conversely this means that 46% of second hand purchases in Norway did not replace the purchase of a new item, and instead were additional purchases on top of new purchases.

This is in alignment with figures from existing studies on second-hand shopping behaviours[1] – particularly a 57% RR for online purchases, which far exceeds the 24–29% range for offline channels – is noteworthy.

Electronics are a preferred category in Sweden and Denmark, with Replacement Rates of 57% and 61%. This suggests that people buying second-hand electronics are less likely to purchase similar new items, potentiallly due to price and the fact that they might not necessarily need multiple similar electronic devices. Additionally, Denmark leads with a 58% RR for personal care and well-being products, while Finland shows a higher RR for leisure, sports, and hobby items, at 55%. In contrast, Norway stands out for fashion items with a 56% RR, suggesting that Norwegian consumers are inclined to choose second-hand fashion as an alternative to new items.

In terms of gender, men in Denmark and Norway exhibited the highest RRs at 57% and 53%, respectively. Women in these countries followed a similar trend, with average RRs of 53% and 51%, respectively. Notably, for non-binary users, Denmark and Norway each recorded a significant average RR of 64%. These findings imply that Denmark and Norway consistently demonstrate higher RRs across all gender identities, which may indicate particular market behaviours or efficiencies in these nations.

Age-based trends were also distinct, with Norway and Denmark leading average RRs in the age categories of 19-24, 25-34, 45-54, and 55+, showcasing the strongest results in these demographics. Specifically, for the 19-24 and 25-34 age groups, both countries reported high RRs, with Norway at 58% and 63%, and Denmark at 55% and 63% respectively, indicating a robust likelihood to replace new items with second-hand. The 35-44 age bracket showed a shift, with Sweden and Finland recording the highest average RRs at 54% and 53%, respectively. For the older age brackets, those aged 45-54 and 55+, Denmark recorded an RR of 53% and 47%, while Norway presented RRs of 46% and 51%, respectively. The consistency in leading RRs in Denmark and Norway aligns with the earlier gender-based findings and reinforces the notion of these two countries' distinctive market dynamics or consumer preference for second-hand that resonate across various age groups.

1 Stevenson et al., 2013. Study into consumer second-hand shopping behaviour to identify the reuse displacement effect.

## Deliveries

Vaayu analysed transportation preferences for second-hand trade across Nordic countries, noting that walking and car usage emerged as the top choices. In Norway, car use is especially prevalent, with 62.5% of individuals favouring this method of transportation, indicating a substantial preference for driving. Conversely, Finland displays the highest inclination for walking, with 23.21% of the population preferring it as their main mode of transportation. This may be influenced by factors such as urban planning, cultural values regarding health and the environment or the infrastructure for pedestrians.

In terms of marketplace transactions, the data show that most exchanges occur directly between buyers and sellers, with face-to-face meetings being the most common delivery method, accounting for 40%. This approach is particularly popular in Denmark and Norway, with 51% and 40% of transactions respectively being conducted in person. These face-to-face exchanges are most commonly used for items related to Home, Leisure, Sports & Hobbies, with 58% and 48% preference rates, respectively.

Additionally, the data indicate that a majority of users (52%) make trips solely to collect an item or to meet the seller. Notably, Norwegian users show a strong tendency towards such single-purpose trips, with 58% doing so, followed closely by Sweden at 52%.

## Packaging

The research explored the packaging preferences of Nordic second-hand sellers & buyers, particularly focusing on their choice between new and reused materials. The results indicated a significant trend toward sustainability, with about 80% of participants preferring no packaging or reused packaging solutions. This trend of foregoing packaging was most pronounced in Denmark and Sweden, leading the way with 31% and 26%, respectively. Meanwhile, Finnish users mainly preferred reused cardboard, recording a preference rate of 25%.

These environmentally conscious preferences were prominent across several product categories, with an especially strong tendency to forgo packaging in items pertaining to Home and Leisure, Sports and Hobby items (48% and 37% respectively).

# Results per Marketplace

# Results

## Replacement Rate

- The Replacement Rate is equal across those who identified as men and women i.e. there is a **53% likelihood** that a purchase on FINN will replace the purchase of a new item.

- On **average 54% of purchases** made on this marketplace will replace a new item.

- The Replacement Rate rose when age was considered **led by the younger generations 25-34 (63%)** followed by 19-14 (58%).

- The Replacement Rate across categories is largely consistent with a slightly higher Replacement Rate registered by **Fashion Items buyers**.

- An average Replacement Rate of 54% means that **5 out of 10 purchases on FINN replace a new purchase.**

| Gender | Avg. Replacement Rate* |
|---|---|
| Male | 53% |
| Female | 53% |
| Non binary | 64% |
| Prefer not to say | 75% |
| Overall | 54% |

| Age | |
|---|---|
| 19-24 | 58% |
| 25-34 | 63% |
| 35-44 | 45% |
| 45-54 | 46% |
| 55+ | 51% |
| Overall | 54% |

* The average replacement rate is calculated based on second-hand users surveys in the Nordics, with a minimum sample size of 100 responses per category per market. This calculation is fully based on survey results, reflecting actual consumer behaviour. However, it is important to note that the survey was conducted with a limited sample size. For future research and improvement, it is recommended that a larger-scale survey is conducted to obtain more comprehensive data.

| | Categories | Avg. Replacement Rate |
|---|---|---|
| | All | 54% |
| | Bags & Luggage | 53% |
| | Electronics | 54% |
| | Fashion | 56% |
| | Home | 54% |
| | Leisure, Sports & Hobby | 54% |
| | Personal Care & Wellbeing | 53% |

Total Net Avoided
| **tCO2e**

# 163,788

This is equivalent to:

**909,935**
roundtrip flights Oslo to Copenhagen

**882,070**
car commutes to and from Oslo to Stockholm

**1,118,819**
new bicycles produced

## Top 10 **Categories**

by Overall Avoided Emissions
= Average Net Avoided Emissions per Category

1. Bicycles
2. Washing machines
3. Freezers
4. Cross-country skiing
5. Alpine
6. Strollers
7. Beds
8. TV
9. Desktop PC
10. Refrigerator

## Bottom 10 **Categories**

by Overall Avoided Emissions
= Average Net Avoided Emissions per Category

1. Skydiving
2. Ceramics
3. Phones and accessories
4. Tuxedos
5. Toaster
6. Hybrid camera
7. Carpets and textiles
8. Men’s clothing
9. Women’s clothing
10. Waffle and toast iron

## Top 10 **Product types**

by Average CO2e Avoided
= Average Net Avoided Emissions per Sold Item

1. Freezers
2. Washing machines
3. Bicycles
4. Elliptical machines
5. Exercise bikes
6. Desktop PC
7. Appliances / White goods
8. Training equipment
9. Household appliances
10. Build-in ovens

## Bottom 10 **Product types**

by Average CO2e Avoided
= Average Net Avoided Emissions per Sold Item

1. Sweaters (Men’s clothing)
2. Puzzle
3. Shirts
4. Carpets and textiles
5. Silverware and cutlery
6. Toasters
7. Sweaters (Women's clothing)
8. Shirts
9. Waffle and toast iron
10. Necklaces

# Spotlight on the category **Family**

Included in this category are transactions from the categories ‘Parents and children’ and ‘Clothes, cosmetics and accessories’.

Total Net Avoided, Emissions for the Category | **tCO2e**

**11,987**

## The subcategories that contribute the most to the overall avoided emissions

- Strollers
- Children’s furniture
- Equipment and safety
- Children’s seats
- Other (Children’s furniture)
- Children’s shoes

## The products that on average avoid the most CO2e

- Storage
- Other (Children’s furniture)
- Beds
- Tables
- Chairs
- Dressing tables

# Spotlight on the category **Electronics**

Included in this category are transactions from the categories ‘Computer’, ‘Extreme sport’, ‘Household appliances’, ‘Sound and image’ and ‘Games and consoles’.

Total Net Avoided, Emissions for the Category | **tCO2e**

**29,426**

## The subcategories that contribute the most to the overall avoided emissions

- TV
- Desktop PC
- Laptop PC
- Computer accessories
- Other appliances


## The products that on average avoid the most CO2e

- Desktop PC
- Laptop PC
- Other devices
- Screens
- TV

# Spotlight on the category **Apparel & Footwear**

Included in this category are transactions from the category ‘Clothes, cosmetics and accessories’.

Total Net Avoided, Emissions for the Category
| **tCO2e**

**1,863**

## The subcategories that contribute the most to the overall avoided emissions

- Jackets
- Outerwear
- Dresses
- Women’s shoes
- Trousers

## The products that on average avoid the most CO2e

- Outerwear
- Other jewellery
- Rings
- Jackets
- Dresses

# tori Results

## Replacement Rate

- The Replacement Rate **is similar** across those that identified as men (49%) and women (46%).

- On average **47%** of purchases made on Tori **will replace a new item**, slightly lower than that of FINN.

- The Replacement Rate is relatively high across all demographics: **50%+ for the younger generations** with the highest (53%) seen in 35-44 reducing slightly for the 45-54 (37%) category with an uplift to 40% for 55+.

- The Replacement Rate across categories shows variance with **the highest Replacement Rate** registered by **Leisure, Sport and Hobby buyers.**

| Gender | Avg. Replacement Rate* |
|---|---|
| Male | 49% |
| Female | 46% |
| Non binary | 19% |
| Prefer not to say | 42% |
| Overall | 47% |

| Age | |
|---|---|
| 19-24 | 50% |
| 25-34 | 50% |
| 35-44 | 53% |
| 45-54 | 37% |
| 55+ | 40% |
| Overall | 47% |

* The average replacement rate is calculated based on second-hand users surveys in the Nordics, with a minimum sample size of 100 responses per category per market. This calculation is fully based on survey results, reflecting actual consumer behaviour. However, it is important to note that the survey was conducted with a limited sample size. For future research and improvement, it is recommended that a larger-scale survey is conducted to obtain more comprehensive data.

tori

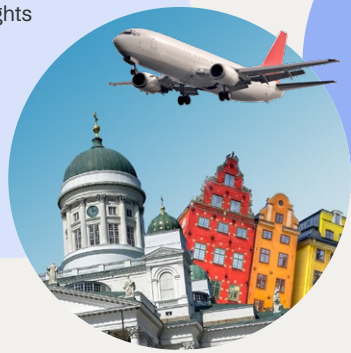
| | Categories | Avg. Replacement Rate |
|---|---|---|
| | All | 47% |
| | Bags & Luggage | 34% |
| | Electronics | 53% |
| | Fashion | 48% |
| | Home | 39% |
| | Leisure, Sports & Hobby | 55% |
| | Personal Care & Wellbeing | 49% |

Total Net Avoided
| **tCO2e**

# 83,898

This is equivalent to:

**693,600**
roundtrip flights Helsinki to Stockholm



**1,126,417**
car commutes to and from Helsinki to Tampere

**573,096**
new bicycles produced

tori

## Top 10 **Categories**

by Overall Avoided Emissions
= Average Net Avoided Emissions per Category

1. Other bikes
2. Children's bikes
3. MTB
4. Washing machines & dryers
5. Chairs & tables
6. Fridges & freezers
7. Beds & bedroom
8. TVs
9. Trollies & prams
10. Desktop PC

## Bottom 10 **Categories**

by Overall Avoided Emissions
= Average Net Avoided Emissions per Category

1. Biking supplies & helmets
2. Cameras
3. Drums
4. Hunting optics
5. Phone accessories
6. Wellbeing & foodstuff
7. Digital set-top boxes
8. Photography supplies
9. GPS and game cameras and radios
10. Other photography

## Top 10 **Product types**

by Average CO2e Avoided
= Average Net Avoided Emissions per Sold Item

1. MTB
2. Children's bikes
3. Other bikes
4. Hybrid bikes
5. Electric bikes
6. Fridges & freezers
7. Washing machines & dryers
8. Desktop PC
9. Other IT
10. Laptops

## Bottom 10 **Product types**

by Average CO2e Avoided
= Average Net Avoided Emissions per Sold Item

1. Storage
2. Kitchen supplies
3. Other kitchen supplies
4. Cameras
5. Photography supplies
6. Other photography
7. Serving utensils
8. Phone accessories
9. Phones
10. Biking supplies & helmets

tori

# Spotlight on the category **Family**

Included in this category are transactions from the categories ‘Childrens accessories & toys’, ‘Childrens’ clothing & shoes’ and ‘Clothing & shoes’.

Total Net Avoided, Emissions for the Category | **tCO2e**

**5,032**

## The subcategories that contribute the most to the overall avoided emissions

- Trollies & prams
- Chairs
- Beds & furniture

## The products that on average avoid the most CO2e

- Trollies & prams
- Chairs
- Beds & furniture

tori

# Spotlight on the category **Electronics**

Included in this category are transactions from the categories ‘Cameras & photography’, ‘Computers & accessories’, ‘Consumer electronics’ and ‘Games & other hobbies’.

Total Net Avoided, Emissions for the Category | **tCO2e**

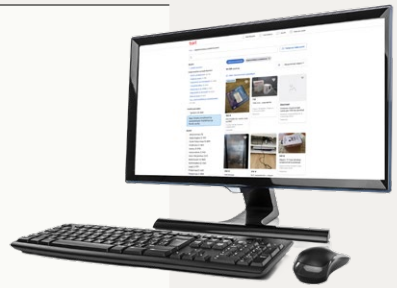
**16,550**

## The subcategories that contribute the most to the overall avoided emissions

- TV
- **Desktop PC**
- Laptop
- Accessories (Computer)
- Consoles & gaming


## The products that on average avoid the most CO2e

- **Desktop PC**
- Other IT
- Laptop
- TV
- Accessories (Computer)



# dba Results

## Replacement Rate

- The Replacement Rate **is higher in male (57%)** than female (51%) users for DBA with the biggest gap across all brands.

- On average **55%** of purchases made on DBA **will replace a new item** which is the highest across all brands.

- The Replacement Rate is the **highest in 25-34** by almost 10% dropping to 55% for ages 19-24 and 53% for 45-54.

- The Replacement Rate across categories shows variance with the **highest Replacement Rate registered by Electronics buyers.**

| Gender | Avg. Replacement Rate* |
|---|---|
| Male | 57% |
| Female | 51% |
| Non binary | 64% |
| Prefer not to say | 51% |
| Overall | 55% |

| Age | |
|---|---|
| 19-24 | 55% |
| 25-34 | 63% |
| 35-44 | 49% |
| 45-54 | 53% |
| 55+ | 47% |
| Overall | 55% |

* The average replacement rate is calculated based on second-hand users surveys in the Nordics, with a minimum sample size of 100 responses per category per market. This calculation is fully based on survey results, reflecting actual consumer behaviour. However, it is important to note that the survey was conducted with a limited sample size. For future research and improvement, it is recommended that a larger-scale survey is conducted to obtain more comprehensive data.

dba

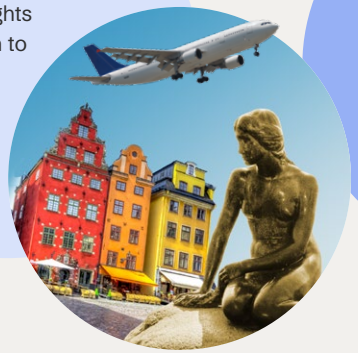
| Categories | Avg. Replacement Rate |
|---|---|
| All | 55% |
| Bags & Luggage | 56% |
| Electronics | 61% |
| Fashion | 55% |
| Home | 49% |
| Leisure, Sports & Hobby | 48% |
| Personal Care & Wellbeing | 58% |

Total Net Avoided
| **tCO2e**

# 58,263

This is equivalent to:

**282,144**
roundtrip flights Copenhagen to Stockholm



**745,132**
car commutes to and from Copenhagen to Aarhus

**397,989**
new bicycles produced

dba

## Top 10 **Categories**

by Overall Avoided Emissions
= Average Net Avoided Emissions per Category

- Various interior design
- Children's bicycles
- Women's bicycles
- Refrigerators and freezers
- Men's bicycles
- Dining room furniture
- Cabinets, display cabinets, etc.
- Washing machines
- TV
- Chairs and tables

## Bottom 10 **Categories**

by Overall Avoided Emissions
= Average Net Avoided Emissions per Category

- Carpets
- Wrist watches and pocket watches
- Minidisc players
- Satellite screens
- Pda and accessories
- Darkroom equipment
- Accessories for phones
- Accessories for Mp3 players
- Minolta
- Hp

## Top 10 **Product types**

by Average CO2e Avoided
= Average Net Avoided Emissions per Sold Item

- Washing machines
- Refrigerators and freezers
- Children's bicycles
- Racing bikes
- Mountain bikes
- Women's bicycles
- Other bicycles
- Men's bicycles
- Chairs and tables
- Mac

## Bottom 10 **Product types**

by Average CO2e Avoided
= Average Net Avoided Emissions per Sold Item

- Darkroom equipment
- Other photo equipment and accessories
- Accessories for tablets
- Accessories (Mobile phones and accessories)
- Other children's and baby furniture
- Accessories for phones
- Dresses
- Lego
- Carpets
- Wrist watches and pocket watches

dba

# Spotlight on the category **Family**

Included in this category are transactions from the categories ‘Women’s clothes’, ‘Men’s clothes’, ‘Bags and accessories’, ‘Toys and games’, ‘Accessories’, ‘Children and baby clothes’ and ‘Children and baby equipment’.

Total Net Avoided, Emissions for the Category | **tCO2e**

**4,007**

## The subcategories that contribute the most to the overall avoided emissions

- Chairs and tables
- Strollers and combi strollers
- Other equipment for children and babies
- Foldable strollers
- Car seats and bicycle seats

## The products that on average avoid the most CO2e

- Chairs and tables
- Strollers and combi strollers
- Foldable strollers
- Car seats and bicycle seats
- Suitcases, travel bags and backpacks

# Spotlight on the category **Electronics**

Included in this category are transactions from the categories ‘Video cameras, narrow film equipment and binoculars’, ‘TV and accessories’, ‘Phones and accessories’, ‘Tablets and accessories’, ‘Mac’, ‘Mobile phones and accessories’, ‘Hi-Fi and accessories’, ‘Hi-fi Surround and accessories’, ‘Digital cameras’, ‘DVD players, video machines, projectors and accessories’ and ‘Electrical items and electronics, computers’.

Total Net Avoided, Emissions for the Category | **tCO2e**

**7,660**

## The subcategories that contribute the most to the overall avoided emissions

- TV
- Desktop PC
- Laptop
- Mac
- Accessories (TV and accessories)


## The products that on average avoid the most CO2e

- Mac
- Desktop PC
- Laptop
- Air Conditioning and Fan
- TV

dba

# Spotlight on the category **Apparel & Footwear**

Included in this category are transactions from the category ‘Clothes and fashion’.

Total Net Avoided, Emissions for the Category
| **tCO2e**

447

The subcategories that contribute the most to the overall avoided emissions

- Other bags and accessories
- Suitcases, travel bags and backpacks
- Jackets and coats (Women’s clothing)
- Jewellery
- Jackets and coats (Men’s clothing)

The products that on average avoid the most CO2e

- Suitcases, travel bags and backpacks
- Other bags and accessories
- Jackets and coats (Women’s clothing)
- Jackets and coats (Men’s clothing)
- Jewellery

# blocket Results

## Replacement Rate

- The Replacement Rate is slightly **higher in male (52%)** than female (49%) users for Blocket.

- On average half **(50%)** of purchases made on Blocket **will replace a new item.**

- The Replacement Rate is the **highest in 35-44** (54%) followed by 45-54 (48%).

- The Replacement Rate across categories is largely consistent with **a slightly higher Replacement Rate registered by Electronics Items buyers.**

| Gender | Avg. Replacement Rate* |
|---|---|
| Male | 52% |
| Female | 49% |
| Non binary | 54% |
| Prefer not to say | 33% |
| Overall | 50% |

| Age | |
|---|---|
| 19-24 | 51% |
| 25-34 | 47% |
| 35-44 | 54% |
| 45-54 | 48% |
| 55+ | 50% |
| Overall | 50% |

* The average replacement rate is calculated based on second-hand users surveys in the Nordics, with a minimum sample size of 100 responses per category per market. This calculation is fully based on survey results, reflecting actual consumer behaviour. However, it is important to note that the survey was conducted with a limited sample size. For future research and improvement, it is recommended that a larger-scale survey is conducted to obtain more comprehensive data.

blocket

| | Categories | Avg. Replacement Rate |
|---|---|---|
| | All | 50% |
| | Bags & Luggage | 54% |
| | Electronics | 57% |
| | Fashion | 49% |
| | Home | 41% |
| | Leisure, Sports & Hobby | 46% |
| | Personal Care & Wellbeing | 54% |

Total Net Avoided
| **tCO2e**

# 43,777

This is equivalent to:

**375,039**
roundtrip flights Oslo to Stockholm

**235,757**
car commutes to and from Stockholm to Oslo

**299,034**
new bicycles produced

blocket

## Top 10 **Categories**

by Overall Avoided Emissions
= Average Net Avoided Emissions per Category

1. Children's bicycles
2. Desktop computers
3. Women's bicycles
4. Bed & bedroom
5. Laptops
6. Lighting
7. Bicycles
8. Mountain bike
9. Tables and Chairs
10. Furniture and interior design

## Bottom 10 **Categories**

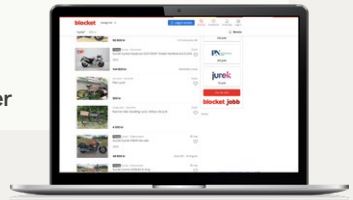
by Overall Avoided Emissions
= Average Net Avoided Emissions per Category

1. Photo and video cameras
2. Other (Music equipment)
3. Sports
4. Other (Hunting and fishing)
5. Wind instrument
6. Children's furniture
7. Accordion
8. Video and DVD player
9. Mp3 player
10. Accessories (Bicycles)

## Top 10 **Product types**

by Average CO2e Avoided
= Average Net Avoided Emissions per Sold Item

1. Other bicycles
2. Men's bicycles
3. Mountain bike
4. Racer (bike)
5. Women bicycles
6. Children's bicycles
7. Desktop computers
8. Washing machine and tumble dryer
9. Laptops
10. Fridge and freezer



## Bottom 10 **Product types**

by Average CO2e Avoided
= Average Net Avoided Emissions per Sold Item

1. Jewellery
2. Movies & Music
3. Other (Hunting and fishing)
4. Hunting
5. Video and DVD player
6. Golf
7. Kitchen accessories and porcelain
8. Photo and video cameras
9. Children's furniture
10. Accessories (Bicycles)

blocket

# Spotlight on the category **Family**

Included in this category are transactions from the category ‘Personal’.

Total Net Avoided, Emissions for the Category | **tCO2e**

690

The subcategories that contribute the most to the overall avoided emissions

- Bags
- Strollers and Accessories
- Car seats for children

The products that on average avoid the most CO2e

- Bags
- Strollers and Accessories
- Car seats for children

blocket

# Spotlight on the category **Electronics**

Included in this category are transactions from the category ‘Electronics’.

Total Net Avoided, Emissions for the Category | **tCO2e**

**9,471**

## The subcategories that contribute the most to the overall avoided emissions

- Desktop PC
- Laptop
- TV & Projector
- Sound & Image
- Stereo & Surround

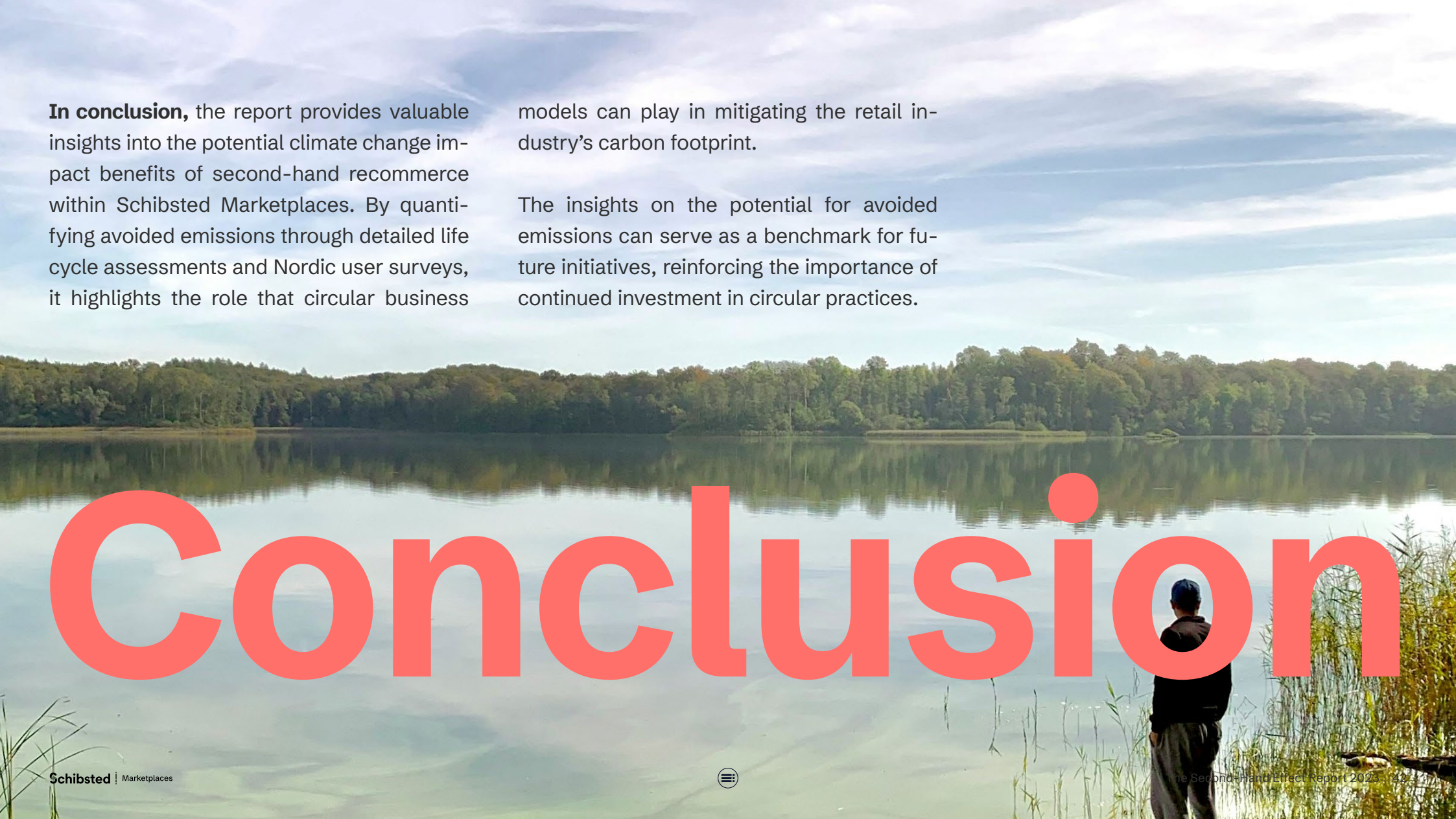

## The products that on average avoid the most CO2e

- Desktop PC
- Laptop
- TV & Projector
- Audio & Video
- Tablet

# Conclusion

**In conclusion,** the report provides valuable insights into the potential climate change impact benefits of second-hand recommerce within Schibsted Marketplaces. By quantifying avoided emissions through detailed life cycle assessments and Nordic user surveys, it highlights the role that circular business models can play in mitigating the retail industry's carbon footprint.

The insights on the potential for avoided emissions can serve as a benchmark for future initiatives, reinforcing the importance of continued investment in circular practices.



Schibsted | Marketplaces

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