

Press release - Tripartie study in collaboration with Wavestone

The latest figures on Europe's explosive second-hand market

For the 2nd year in a row, Tripartie and Wavestone provide managers and journalists with the keys to understanding this booming phenomenon

***Tripartie**, a startup specialising in AI-based user dispute resolution for C2C marketplaces and in supporting major brands in this market, is collaborating again on the 2024 edition of its European C2C market study with **Wavestone**, a European leading strategy and management consulting firm. Tripartie and Wavestone are combining their expertise to enable decision-makers and journalists to quickly understand the keys to the fast-growing market for transactions between individuals. Updated macro-economic data, trends & key players, new consumer expectations, pitfalls to avoid ... this new study will enlighten the leaders of the second-hand sector and those who wish to position themselves on this booming market.*

Paris, February 15th, 2024 - The second-hand global market is now worth more than **128 billion euros** and has already attracted over **87% of European citizens**. The double-digit annual growth of the market is driven by the drop in purchasing power and the rise of e-commerce, but also by ecological considerations and the impact of the Covid crisis. Many players, generalists or specialists, online or brick & mortar, are fighting for their place in this market.

However, behind this unbridled growth lies sometimes a less happy reality: many users face fraud, dissatisfaction, and disputes, to the detriment of the reputation and development of the least well-equipped platforms.

Tripartie and Wavestone have pooled their know-how to **enlighten start-up managers, retailers, and players in the financial world** on how to ensure that users have the best end-to-end experience. For the first time a zoom is made on **second-hand luxury goods** – a market estimated at **35 billion euros in 2024** (+15.50% annual growth) – in order to understand its particularities linked to high average baskets, reputation issues and counterfeiting risks.

In this study, readers will have access to:

- The **dynamics of the second-hand market**;
- The pain points in this market and **consumer expectations**;
- Tools to **control risk** and optimise transactions.

For Victorien De Doncker, CEO of Tripartie: *"Once again this year, the second-hand sector is taking over more and more of consumers' daily lives, driven by rising prices and environmental awareness. The players in the ecosystem are unevenly placed in the face of this unbridled growth, estimated at +22% per year: specialist players are continuing to take the lion's share, while retailers are struggling to find the right approach and the right business model".*

"Our 2024 edition focuses on luxury brands that, thanks to their icons, could make a lasting impact in the second-hand market dominated by C2C platforms" explains Julien Miniconi, Director at Wavestone

URL link to access the study and the Media Kit: <https://tripartie.com/en/second-hand-european-market-study/>

About Tripartie:

Tripartie enables Retailers, Marketplaces, and financial sector players to enter the second-hand market and peer-to-peer platforms, by enabling them to hedge themselves against operational and reputational risk.

Founded in 2018 with the firm intention of offering the same quality of experience in the second-hand market as in the primary market, this Fintech allows the entire purchase chain to be secured, both online and in-store.

Website: <http://www.tripartie.com/en>

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About Wavestone:

Wavestone, a leading independent consultancy headquartered in France, and Q_PERIOR, a consulting leader in the Germany-Switzerland-Austria region, joined forces in 2023 to become the most trusted partner for critical transformations.

Drawing on more than 5,500 employees across Europe, North America and Asia, the firm combines seamlessly first-class sector expertise with a 360° transformation portfolio of high-value consulting services.

Wavestone is listed on Euronext Paris and recognized as a Great Place to Work®.

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