



# The Carousell Recommerce Index

(10th Anniversary Edition)



Part of a **Carousell Green** initiative

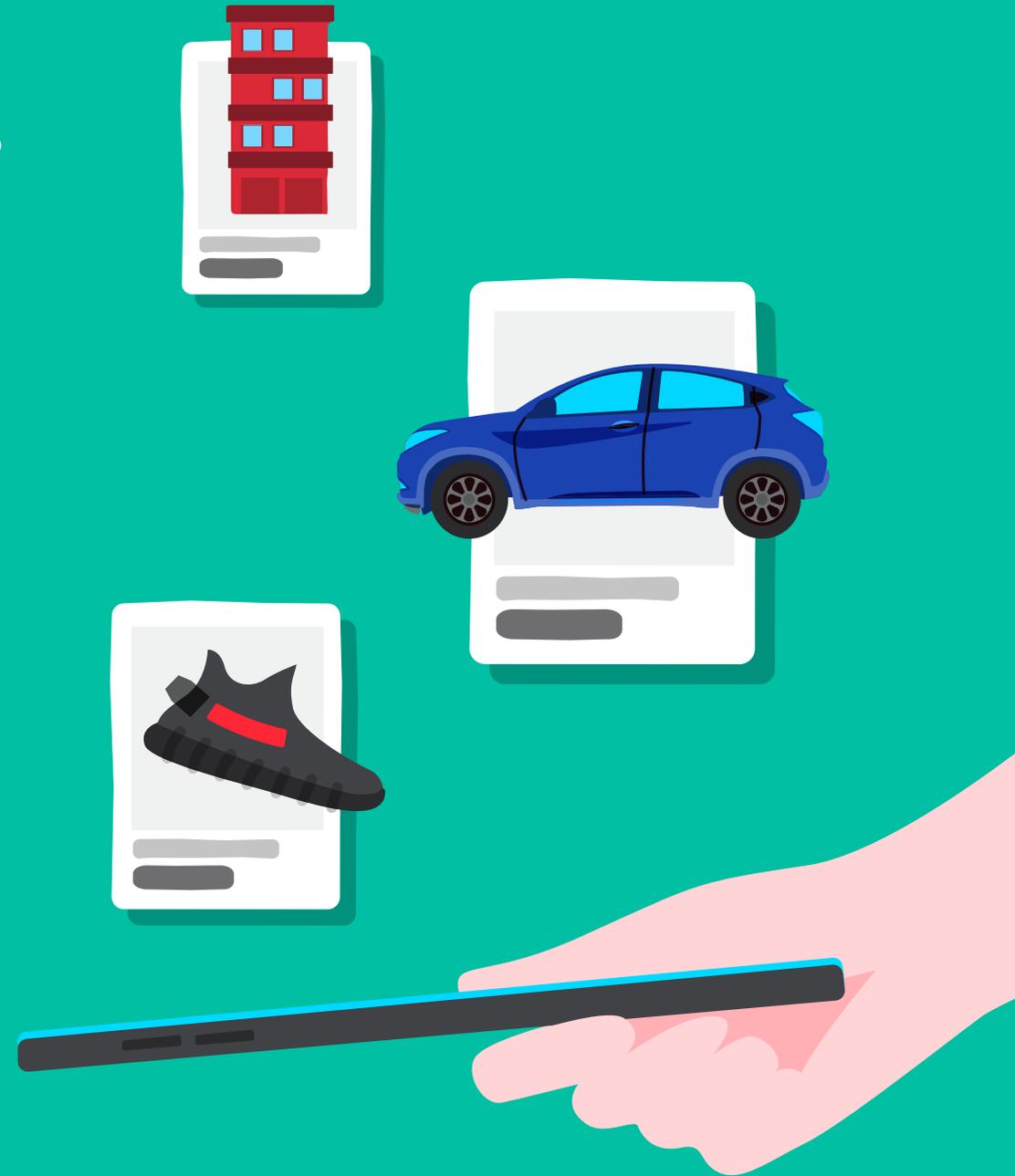


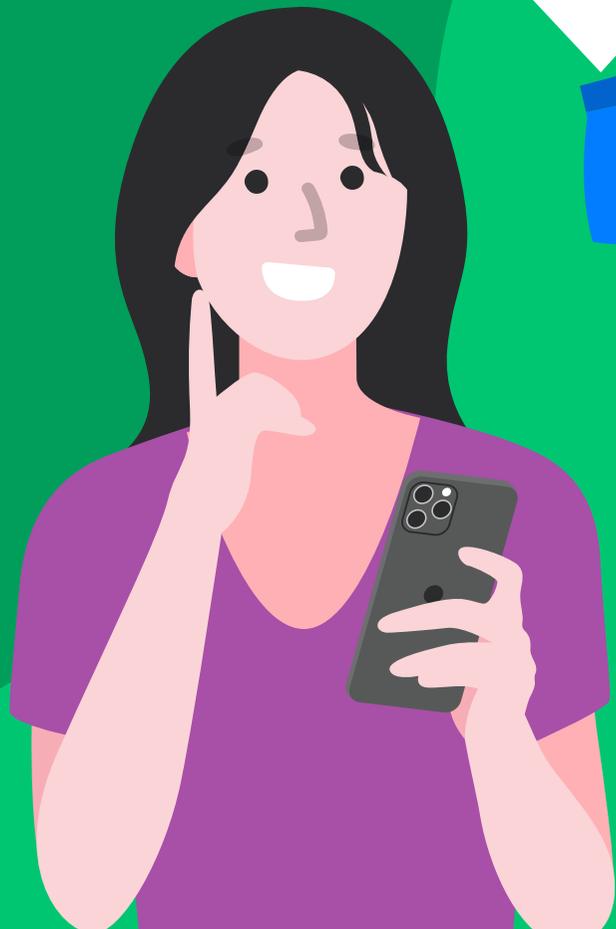
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In the past decade, users of our Carousell Group's family of brands have collectively extended the lifetime of over 492 million items<sup>1</sup> by listing them for sale.

The Carousell Recommerce Index (10th Anniversary Edition) aims to illustrate how Carousell has been driving recommerce in Greater Southeast Asia and the impact our community has made by buying and selling secondhand items.





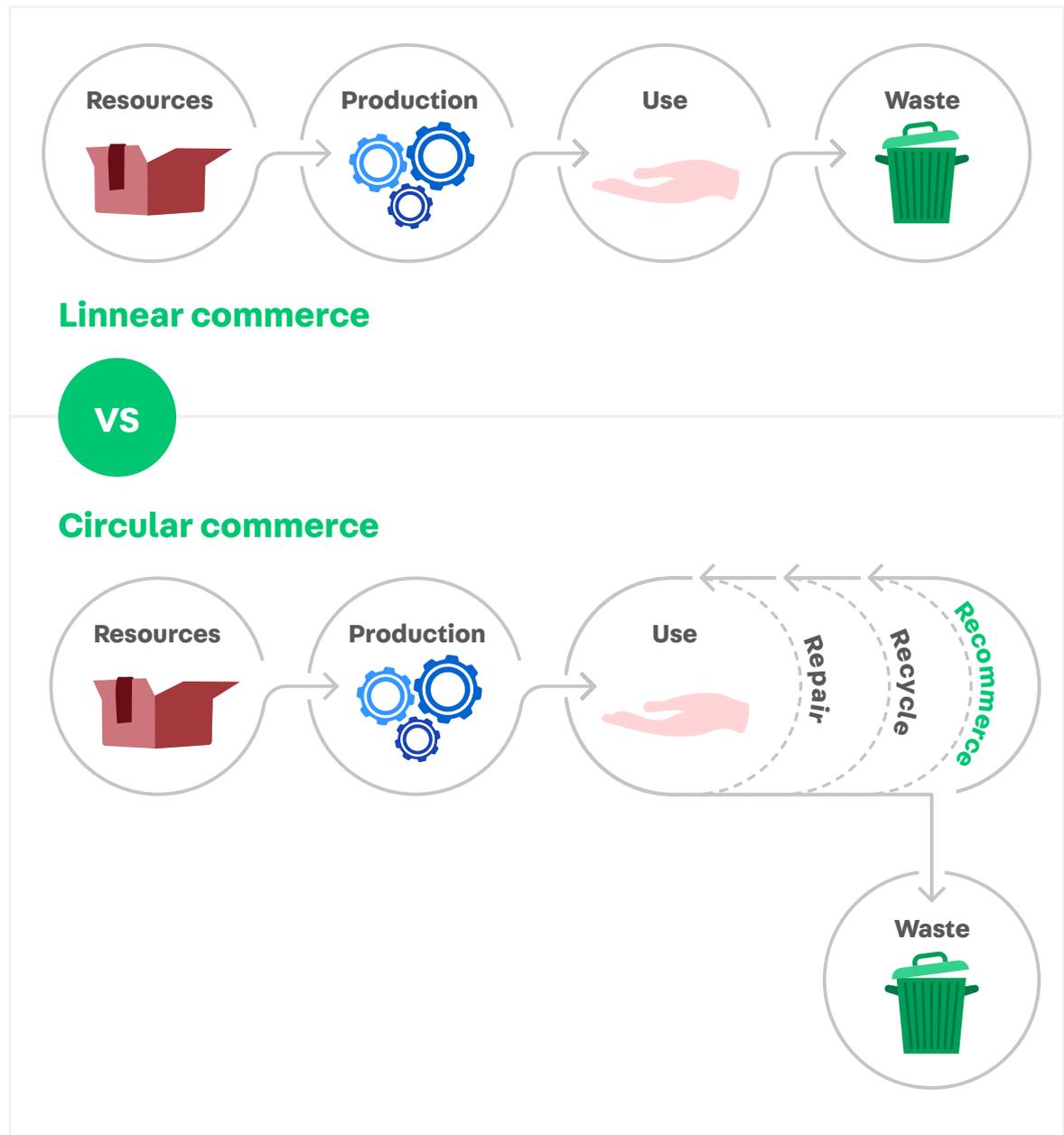
**What is  
recommerce**

Recommerce or reverse commerce refers to the selling and buying of previously-owned products, including both new and used in condition. This lengthens the life cycle of products, reduces the product's environmental footprint, and mitigates overconsumption.

As the leading recommerce group in Greater Southeast Asia, Carousell has been innovating ways to make buying secondhand as trusted and convenient as buying brand new.

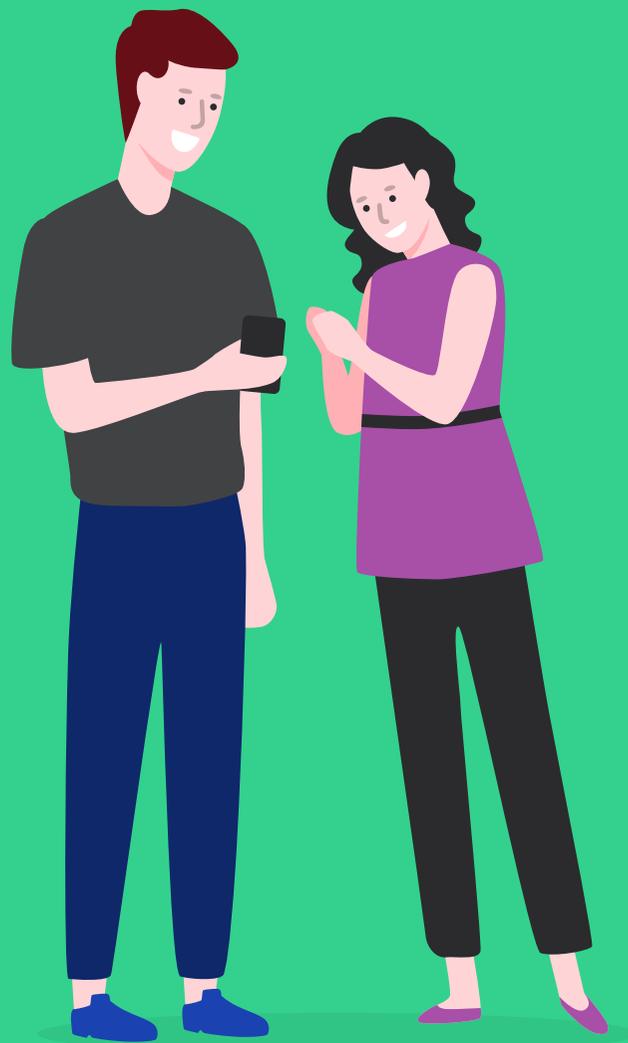
Our community has been actively buying, selling and giving away secondhand items over the past decade: be it as a casual seller decluttering their home, a merchant selling used products, an entrepreneur taking upcycling commissions, or a service provider refurbishing and repairing old items.

Together, we are working towards a greener future.



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Commerce redefined,  
where secondhand  
is the first choice



“  
We dream of a world where  
people instinctively sell their  
under-utilised items instead of  
letting them go to waste,  
and where others buy them  
as a first choice.

**10 years from now, we will  
make secondhand a way of life.**

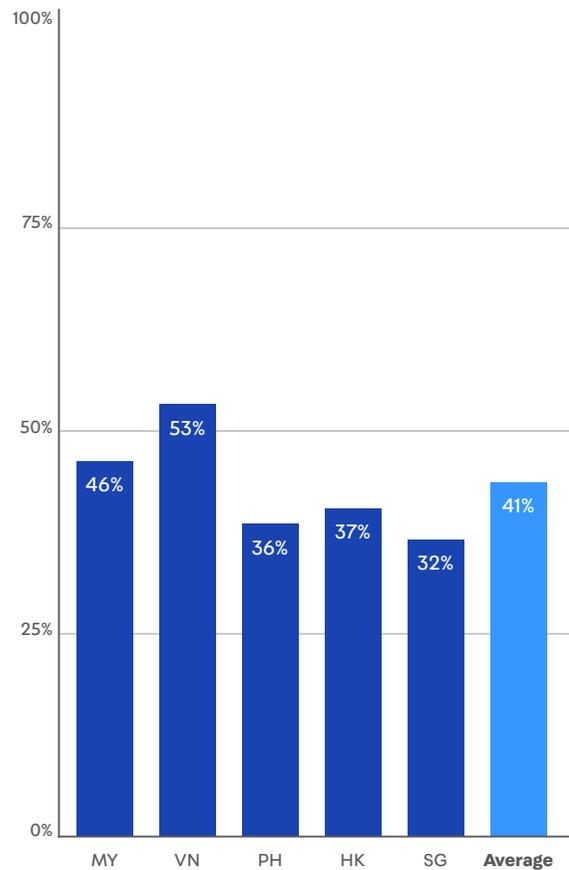
“  
**Lucas, Marcus, Siu Rui**  
Co-founders, Carousell



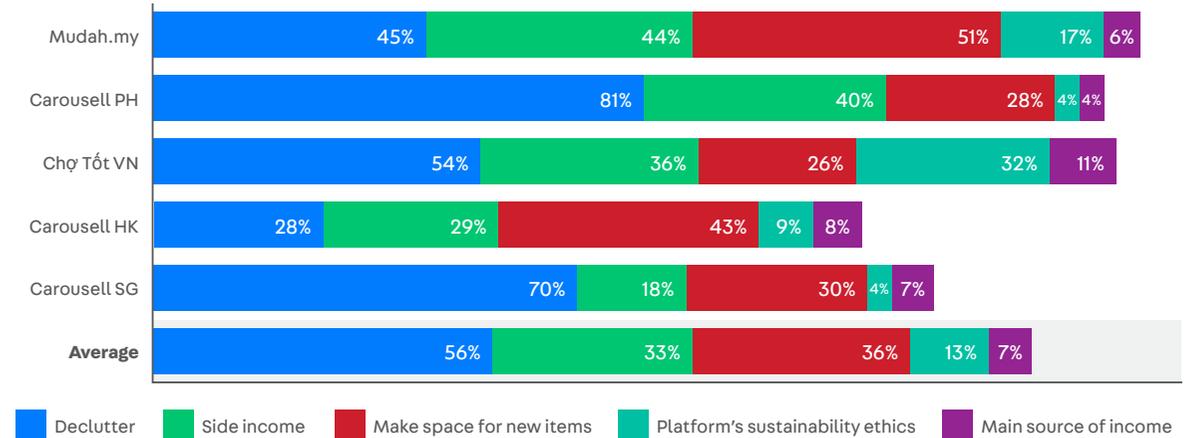
**Why choose  
secondhand**

**55%** of Asians say they shop sustainably as a result of concerns about climate change and environmental impact.<sup>1</sup>

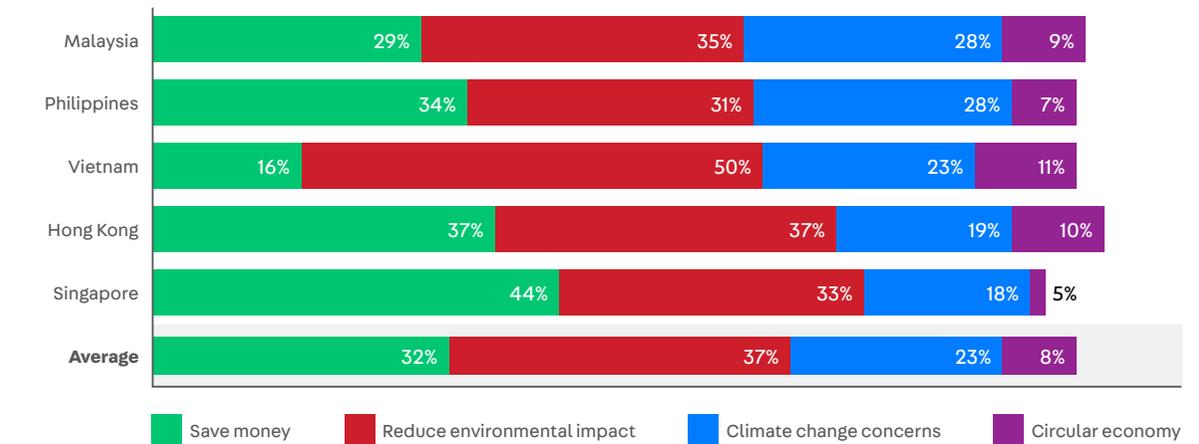
In a study by iAB and Carousell Media Group, an average of **41%** of respondents across Hong Kong, Malaysia, the Philippines, Singapore and Vietnam say they buy and sell secondhand on Carousell Group marketplaces.<sup>2</sup>



More than half of the study's respondents (**56%**) sell on our marketplaces for decluttering reasons, with making space for new items (**36%**) and generating a side income (**33%**) being the other two most popular reasons.<sup>3</sup>



Sustainability reasons were the key motivations for buying secondhand among the study's respondents, with **23%** doing so for climate change concerns and **37%** to reduce their environmental impact.<sup>4</sup>





**A decade of  
recommerce**

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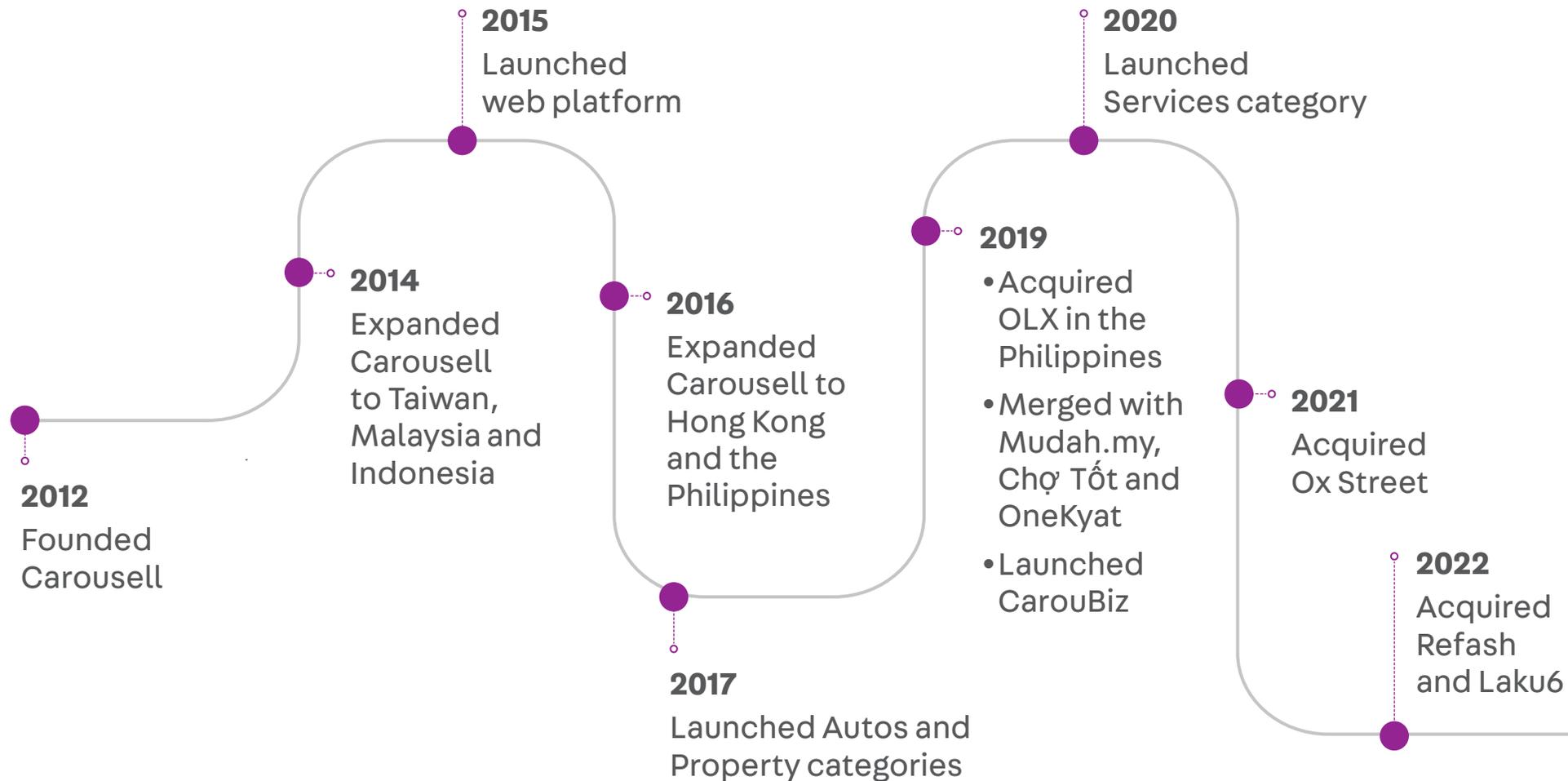
Carousell was created in 2012 to solve the problem of overconsumption with technology. There was no easy way to sell preloved items, and even with online classifieds, it still took 30 minutes on average to post a listing.

We pioneered a version of mobile classifieds where users only needed 30 seconds to just snap, list and sell. Buying was as simple as chatting. Mobile classifieds allowed for beautiful photo-based listings and functions such as browsing by location.

Over the past decade, we have continued to innovate and improve our platform for a more seamless buying and selling experience, reimagine classifieds for an AI-first world, and grow with our community by addressing different needs.



## A timeline of how Carousell is pioneering recommerce

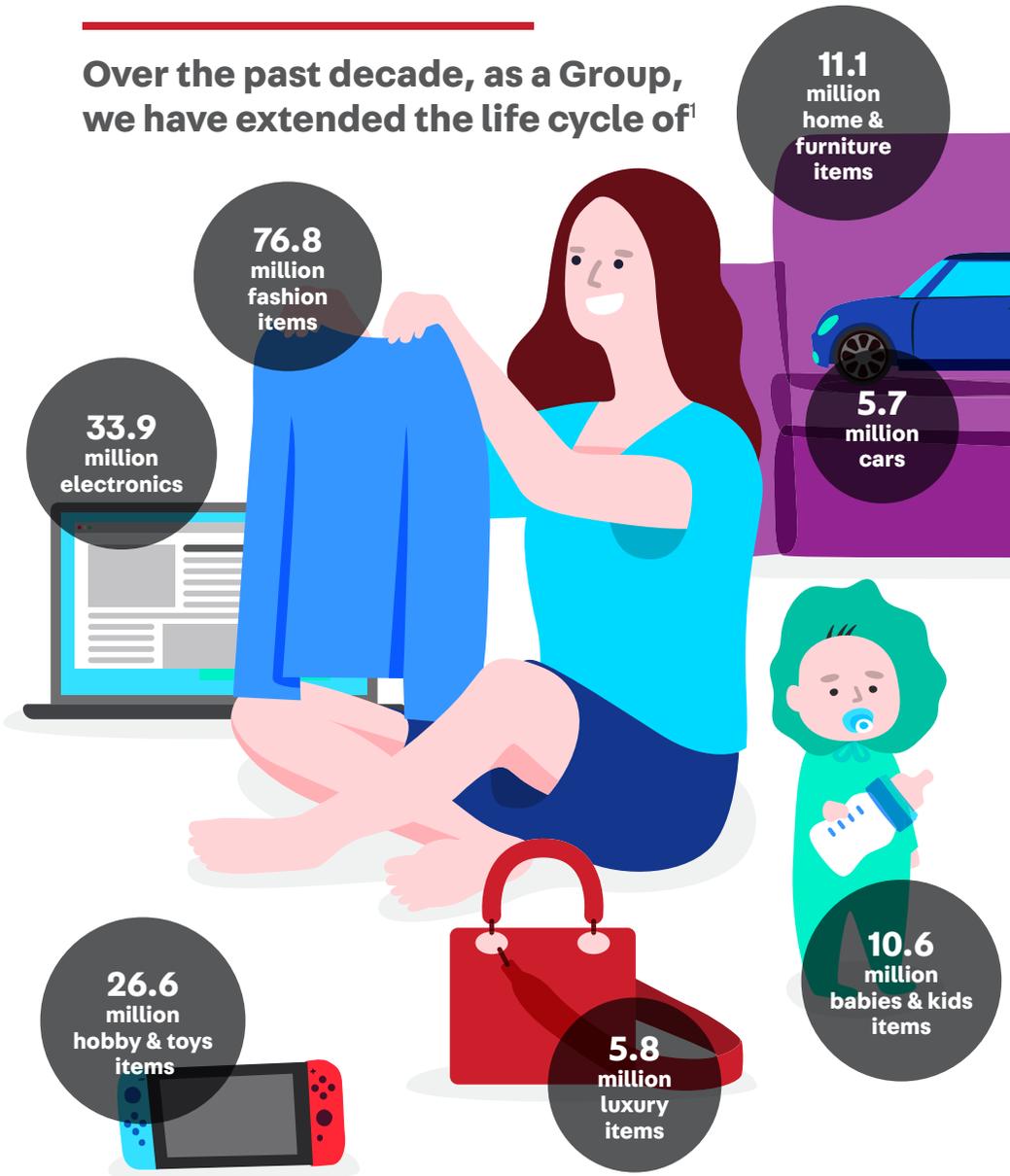




# Carousell Group's impact over the decade

To commemorate our 10th year anniversary, we look back on how our collective community across the Carousell Group family of brands have made secondhand their first choice.

Over the past decade, as a Group, we have extended the life cycle of<sup>1</sup>



and millions more of other items.

### Top 3 most popular categories to sell secondhand items by market<sup>1</sup>

Hong Kong	Hobbies & Toys	Fashion	Luxury
Indonesia	Fashion	Babies & Kids	Health & Beauty
Malaysia	Fashion	Electronics	Cars
Myanmar	Electronics	Motorcycles	Cars
Philippines	Fashion	Hobbies & Toys	Babies & Kids
Singapore	Fashion	Hobbies & Toys	Home & Furniture
Taiwan	Fashion	Health & Beauty	Electronics
Vietnam	Electronics	Motorcycles	Kitchen & Appliances

### Most popular category to sell secondhand items by Group brand<sup>1</sup>

<b>Carousell</b>  Women's Fashion	<b>Chợ Tốt</b>  Mobile Phones	<b>Laku6</b>  Mobile Phones
<b>Mudah.my</b>  Mobile Phones	<b>OneKyat</b>  Mobile Phones	<b>One Shift</b>  Cars
<b>Ox Luxe</b>  Luxury	<b>Ox Street</b>  Luxury	<b>Refash</b>  Fashion

## Most popular categories to browse for secondhand items<sup>2</sup>

1	Fashion
2	Hobbies & Toys
3	Home & Furniture
4	Electronics
5	Luxury
6	Health & Beauty
7	Motorcycle
8	Babies & Kids
9	Cars
10	Kitchen & Appliances

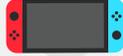
## Top 3 most popular secondhand category to browse in each market<sup>2</sup>

Hong Kong	Hobbies & Toys	Home & Furniture	Fashion
Indonesia	Fashion	Electronics	Health & Beauty
Malaysia	Fashion	Cars	Hobbies & Toys
Myanmar	Electronics	Motorcycles	Cars
Philippines	Fashion	Hobbies & Toys	Electronics
Singapore	Fashion	Hobbies & Toys	Home & Furniture
Taiwan	Fashion	Home & Furniture	Luxury
Vietnam	Electronics	Motorcycles	Home & Furniture

## All-time top three most searched keywords for secondhand items in each market<sup>3</sup>

Hong Kong	(Nintendo) Switch	CHANEL	LEGO
Indonesia	ZARA	H&M	Uniqlo
Malaysia	IKEA	BTS	Nike
Philippines	ZARA	Uniqlo	iPhone
Singapore	Rolex	AG06 (Yamaha Channel mixer)	Road Bike
Taiwan	Nike	Adidas	(Nintendo) Switch
Vietnam	loa (speaker)	Laptop	tivi (TV)

## Most popular secondhand item users are interested to buy by Group brand<sup>4</sup>

<b>Carousell</b>  Toys & Games	<b>Chợ Tốt</b>  Motorcycles
<b>Laku6</b>  iPhones	<b>Mudah.my</b>  Cars
<b>OneKyat</b>  Mobile Phones	<b>One Shift</b>  Cars
<b>Ox Luxe</b>  Luxury	<b>Ox Street</b>  Air Jordan
<b>Refash</b>  Dresses	



# Future of recommerce

From a C2C classifieds marketplace, we have grown into a multi-category platform for secondhand in Greater Southeast Asia—be it a phone or property, you can find it on Carousell. We believe buying secondhand items can be as trusted and convenient as buying brand new items. We have been working on and building additional capabilities to offer more features and services to users that we believe will accelerate the next decade of recommerce.



We have a one-of-a-kind AI-first remote diagnostic technology to certify the condition of secondhand mobile phones at scale. This proprietary solution is capable of inspecting both software and hardware, including everything from functionality to visible damage on the outside of the phone. Over the past year alone, Laku6 has inspected and transacted over half a million mobile phones.”

**Alvin Yap**

Founder and CEO, Laku6



The resale market for luxury handbags has grown in the recent years with the recession concerns as well as price increases by luxury houses. Consumers want assurance of authenticity and transaction security when buying high-value items. Carousell started Ox Luxe this year to provide a new service for preloved luxury goods with a 7-star buyer experience that ships internationally.”

**Sean Lim**

Managing Director, Ox Luxe



Our team has over a decade-long experience in autos transactional services and editorial expertise, providing a seamless buying journey from research to financing. We have a large, diverse selection of cars and motorcycles at competitive prices, both from direct purchase from sellers to our Carousell marketplace to our verified dealerships.”

**Sanjay Shivkumar**

Head, Carousell Autos



It is difficult for a layperson to differentiate an authentic piece from a knock-off in person, let alone online. We have a team in Ox Street that authenticates every sneaker we sell, and provides added convenience with end-to-end service from payment to delivery for cross-market transactions. This year, we have also expanded to include a ‘Used’ category for worn and B-grade products.”

**Gijs Verheijke**

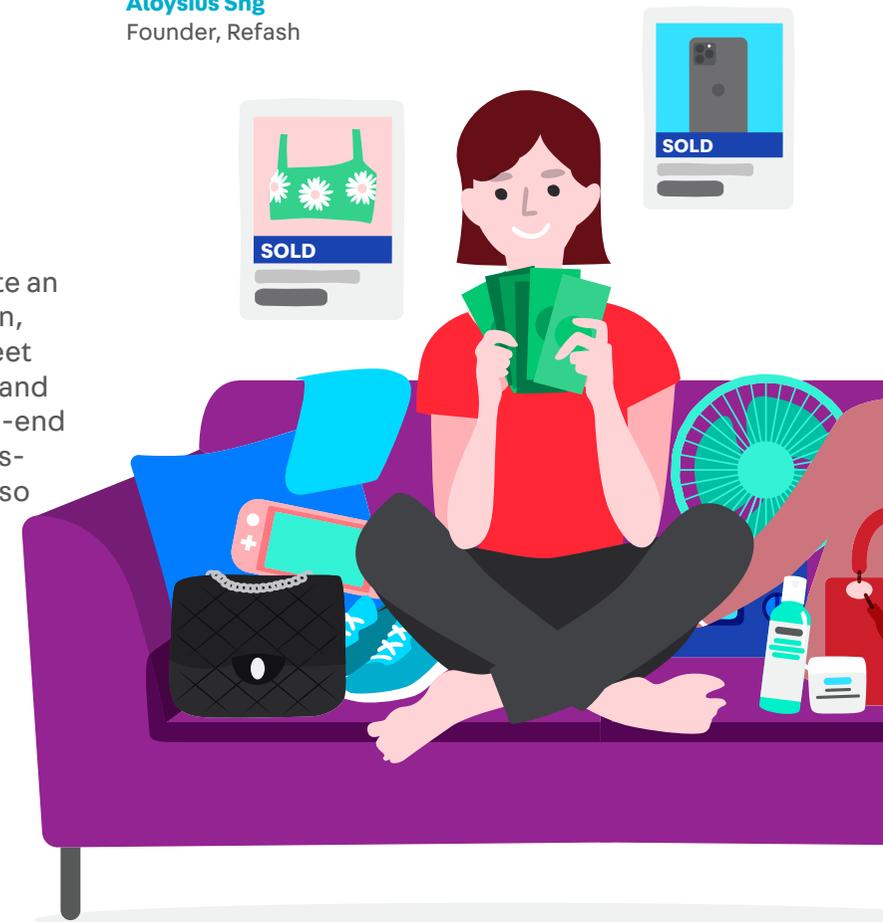
Founder and CEO, Ox Street



Thrifting is about shopping with intention and standing for sustainability. Through our physical thrift store network, we enable time-starved consumers to declutter their closets and sell preloved clothes in a quick and fuss-free manner, as well as extend the life cycle of millions of fashion items.”

**Aloysius Sng**

Founder, Refash





# About Carousell Group

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Carousell Group is the leading multi-category platform for secondhand in Greater Southeast Asia on a mission to inspire the world to start selling, and to make secondhand the first choice.

Founded in August 2012 in Singapore, the Group has a leading presence in eight markets under the brands Carousell, Chợ Tốt, Laku6, Mudah.my, OneKyat, Ox Luxe, Ox Street, and Refash, serving tens of millions of monthly active users. Carousell is backed by leading investors including Telenor Group, Rakuten Ventures, Naver, STIC Investments and Sequoia Capital India.

Visit here for more information.



Carousell is a multi-category classifieds and recommerce marketplace that makes selling as easy as taking a photo, buying as simple as chatting. The Carousell marketplace has a diverse range of products across a variety of categories, including cars, lifestyle, gadgets and fashion accessories.



Established in 2012, Chotot.com is the leading online classified website in Vietnam with more than 500 million monthly page views. With the motto "Muốn Là Có" ("A Way to Your Wants"), Chotot.com provides an effective online marketplace for Vietnamese to buy and sell various types of products easily.



Laku6 is the leading AI-first end-to-end electronics recommerce platform in Indonesia where our technology has helped over 500,000 users sell their gadgets directly for cash or via Trade-In with leading eCommerce Partners and in over 1,000 offline retail shops.



Mudah.my Sdn. Bhd is Malaysia's largest digital platform for selling and finding almost anything – Semua Pun Mudah! Mudah.my's mission is to democratise commerce by empowering everyone, especially individuals and budding entrepreneurs, with a platform of equal opportunity.



Founded in 2015, OneKyat is a local digital startup based in Yangon, and is now the largest online marketplace for selling and buying in Myanmar with over 1 million downloads.

## OneShift

by  carousell

Founded in December 2005 and based in Singapore, OneShift is a trusted online automotive platform for people to research, discover new and used cars and motorcycles in Singapore. OneShift by Carousell helps owners sell their cars or motorcycles on their behalf for the highest price in Singapore to direct buyers with the help of the Carousell marketplace and to our wide network of verified dealerships. OneShift by Carousell also operates as a concierge to help sellers and buyers with all their automotive needs.

## OX LUXE

BY  carousell

Ox Luxe is the easiest and safest platform to sell and buy preowned luxury products. Founded in 2022 by Carousell Group, the leading recommerce group in Greater Southeast Asia, Ox Luxe is making an impact to a sustainable future by making preowned luxury products more accessible. Ox Luxe offers the highest buy-in price in the market and ships internationally.

## OX STREET

Leading sneaker and streetwear platform Ox Street is the first social marketplace for Gen Z in Southeast Asia, focused on sneakers and streetwear. Our mission is to break the old-fashioned boundaries between social, shopping, and gaming in one platform for Gen Z to discover, buy, sell, and flex sneakers and streetwear. Gen Z is a growing market, with 85 million consumers in Southeast Asia, who together are forecasted to spend USD 128 billion on fashion in 2025.

## REFASH

Refash has transformed what it means to buy and sell secondhand fashion, and it wants to ignite a new generation of consumers to “think like-new” for a more sustainable future. To date, Refash has processed over 5 million pieces of clothing that would otherwise have gone to the landfills. With a mission to ‘inspire the next generation of consumers to think secondhand first’, Refash has now expanded to 13 physical stores islandwide and counting, offering a frictionless thrifting experience for all. Start your thrifting experience at Refash today.

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# Methodology

This report is authored by the Carousell Communications Team, with support from the Leadership, Data and Marketing Teams across the Carousell Group's family of brands.

The report relies on data from Carousell Group's family of brands that use different methodologies to measure platform analytics. As most brands are marketplace platforms, most of the data rely on user-generated information provided by users when creating listings.

The details on the unit of measurement have been indicated as endnotes. This report focuses solely on secondhand items, and where possible excludes brand new condition items.

For tables with data segmented by markets, the breakdown on which brands are included is as follows:

- Hong Kong: Carousell
- Indonesia: Carousell and Laku6
- Malaysia: Carousell and Mudah.my
- Myanmar: OneKyat
- Philippines: Carousell and Ox Street
- Singapore: Carousell, One Shift, Ox Luxe, Ox Street, Refash
- Taiwan: Carousell
- Vietnam: Chợ Tốt

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# Endnotes

## Overview

- 1 Total secondhand online and offline listings on Carousell, Chợ Tốt, Mudah.my, OneKyat, One Shift, Ox Luxe, Ox Street and Refash created since Aug 2012 or incorporation date for newer brands.

## Why choose secondhand?

- 1 Interactive Advertising Bureau Southeast Asia and India, & Carousell Media Group. (2022). Attitudes to Shopping and Sustainability across Southeast Asia and Hong Kong (pp. 13) (n= 61,600).
- 2 Ibid, 30.
- 3 Ibid, 27.
- 4 Ibid, 29.

## Carousell Group's impact over the decade

- 1 Based on the sum of secondhand listings created on Carousell, Chợ Tốt, Mudah.my, OneKyat, One Shift, Ox Luxe, Ox Street and Refash created since Aug 2012 or incorporation date for newer brands.
- 2 Based on sum of average MAUs of each category on a Group level from 1 Jan 2019 to 31 Jul 2022. Each brand's category tree has been remapped to a broader category tree for easier comparison.
- 3 Based on sum of keyword searches for each brand available in the market. Please refer to the Methodology section for breakdown of brands within each market.
- 4 Based on average MAUs in each child category for each brand from 1 Jan 2019 (or the brand's incorporation date if after 1 Jan 2019) to 31 Jul 2022. Each brand's original child category names have been retained for ease of reference to the actual platform.



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