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Monetisation of repair and resale of premium clothing in Ukraine

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Abstract. The aim of this study was to analyse the prospects for the development of the market for repair and resale of premium clothing and accessories in Ukraine. The methodology was based on a combination of content analysis of scientific works, statistical analysis of sales and import volumes, case studies of start-ups and platforms, as well as the systematisation of proven resale practices. The time frame covered 2020-2025, which made it possible to track market dynamics and identify forecast scenarios for its development. The results showed that in 2024, the sales volume of the clothing and footwear market in Ukraine amounted to approximately $1.4 billion, which is 13.07% more than in 2023, while the footwear segment reached $549.22 million, of which more than $318 million was accounted for by women's footwear. After imports fell by approximately 60% in 2022, a gradual recovery began: in 2024, China accounted for 34% of imports (over $1 billion), and Turkey for 17% (over $500 million). Demand for repairs and restoration also grew: the average cost of restoring premium items in 2024 ranged from 500 to 2,000 UAH, and the average bill for bags and footwear was 1,000-1,500 UAH. At the same time, premium segment workshops demonstrated monthly revenues in the tens or hundreds of thousands of UAH, actively implementing Customer Relationship Management systems. Rozetka remained the leader in online commerce with a 30-40% share, while Prom.ua accounted for 10-15% and OnLine eXchange was the leader in resale. In total, the number of active online shoppers reached about 11 million, and the share of mobile purchases grew from 42% in 2023 to 53% in the first half of 2024. The practical significance of the study lay in the possibility of using its results to form strategies for the development of repair and resale services for premium items in Ukraine

Keywords: circular economy; consumer; demand; brand; import

Introduction

The fashion industry is one of the most dynamic and resource-intensive sectors of the global economy, which has a significant impact on the environment and consumer practices. In a global context, models of reuse, repair and resale of goods are becoming increasingly important, in line with the concept of sustainable development and reduction of overproduction. For Ukraine, this issue has a dual significance. On the one hand, it is linked to the adaptation of the domestic market to international trends in the circular economy, and on the other, to the search for new economic instruments in a period of economic and social challenges.

The Ukrainian clothing and footwear market is affected by the full-scale war, which has led to a reduction in imports, a decline in purchasing power and the migration of some consumers. N. Mashchak & O. Chechikova (2024) studied the state of light industry, identifying key macro challenges, including import dependence, resource shortages, lack of state support, and unequal competitive conditions. Their work outlined the transformations in the consumer behaviour of Ukrainians: growing interest in online shopping, trust in brands, and support for national producers, particularly through the popularity of clothing with elements of Ukrainian ornamentation. The Ukrainian clothing market was characterised by significant fluctuations and growing dependence on imports, accompanied by a decline in the share of Ukrainian production and increased competition. S. Polkovnychenko & M. Korovinchenko (2021) studied this market, segmenting consumers according to various criteria, outlining the structure of the product range for men, women and children, and analysing foreign trade

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in clothing. The results showed an increase in imports, a decrease in exports, and changes in the dynamics of retail turnover, especially during the COVID-19 pandemic.

The clothing segment in Ukraine was characterised by a significant influence of external factors, ranging from competition from manufacturers with cheaper labour to outdated equipment, which hindered the modernisation of production. S. Kovalchuk & S. Pavliuk (2024) referred to this study, focusing on the growing popularity of online sales, the transformation of consumer habits under the influence of the COVID-19 pandemic, the seasonality of demand, and growing competition among online platforms. The Ukrainian clothing market was undergoing a transformation under the influence of digitalisation, globalisation processes and changing consumer preferences. L. Derman *et al*. (2023) studied the introduction of new business models, the development of e-commerce and the use of modern marketing management tools. Their findings highlighted the growing role of online commerce, the increasing importance of consumer environmental awareness, and increased competition between national and international brands. The authors emphasised that the success of enterprises depended on their ability to quickly adapt to innovative trends and expand their presence in the digital environment.

The Ukrainian fabric market was characterised by growing dependence on imports and insufficient domestic production, which had a negative impact on the development of domestic consumption. A. Kotlyk & K. Larina (2020) studied the dynamics of this segment, noting an increase in the volume of retail turnover of textiles and clothing, growth in imports, as well as divergent trends in the individual and business consumption segments. The authors recorded a decline in individual fabric consumption due to the availability of cheap ready-made products and, at the same time, an increase in demand in the business segment due to the development of clothing production for export. The fashion industry was influenced by growing interest in circular economy models and responsible consumption, which changed perceptions of the value of brands and goods. G. Murtas & G. Pedeliento (2025) studied approaches to rethinking the role of fashion products in the context of reuse and extending the life cycle of items, focusing on the relationship between consumer awareness, brand strategies and the prospects for their economic sustainability. The study showed that the formation of new practices is based not only on economic benefits, but also on the growth of the symbolic and emotional value of things that acquire a "second history" through resale or repair.

The fashion industry demonstrated a contradiction between mass production trends and growing interest in sustainable consumption practices. C. Liu *et al*. (2023) studied the functioning of luxury clothing resale platforms using text mining methods to analyse user reviews. The results showed that economic benefits, product uniqueness, and service convenience had the greatest impact on customer engagement, while environmental motivation remained secondary. The clothing consumption sector was characterised by the search for ways to extend the life cycle of items through various restoration models. R.H. McQueen *et al*. (2023) studied repair practices among young consumers and identified the factors that determined the choice between self-repair, paid or free repairs. The authors showed that the availability of skills, tools, time, and economic feasibility played a key role: women were more likely to repair items themselves, while younger respondents preferred free help from relatives or friends. The results also highlighted that the high cost of professional services limited their use, while the availability of resources contributed to the growing popularity of self-repairs.

The clothing and footwear market in Ukraine has undergone significant transformations under the influence of war, economic crises, and digitalisation. On the one hand, the reduction in imports and purchasing power has increased dependence on external supplies and intensified competition; on the other hand, the role of online commerce, new business models, and environmentally conscious consumption practices has grown. However, the segment of repair and resale of premium items remains understudied, particularly in terms of economic effects and motivational factors, which determines the relevance of this study. The aim of this study was to assess the economic potential of the restoration and resale of branded items in Ukraine. The objectives of the study were to analyse current trends and factors influencing the development of repair and resale services for premium clothing and to investigate the role of digital platforms in shaping new monetisation models in the Ukrainian context.

Materials and Methods

This study was analytical and descriptive in nature and covered the period from 2020 to 2025, allowing to track changes in the development of premium clothing repair and resale practices in the context of economic crisis, pandemic and full-scale invasion. To reveal the essence of the circular economy in the fashion industry, the method of content analysis was used, which allowed for the systematisation of the scientific works of A.K. Schnatmann *et al*. (2023) and A. Abdelmeguid *et al*. (2024a). These studies were selected for their comprehensiveness and relevance: the first defined management approaches to forming sustainable chains in the fashion industry, while the second focused on the basic principles of circularity, such as durability, resource efficiency and closed cycles. These formed the theoretical basis for further analysis. A comparative analysis method was used to study global initiatives and practices, including Jeans Redesign (n.d.) and Patagonia's Worn Wear programme (n.d.). The activities of the Depop (n.d.) and Vestiaire Collective (n.d.) platforms were also analysed. These examples reflected different approaches to implementing the principles of circular fashion, from the production of recyclable items to the scaling of resale through digital tools. To classify circular fashion business models, a structural-functional analysis method was used, based on research by L. Coscieme *et al.* (2022). The case study method was used to study the Ukrainian context. The activities of the startups Restyleme (2022) and DressX (n.d.), as well as the platforms Shafa (n.d.) and OnLine eXchange (OLX) (OLX, n.d.), which demonstrated the spread of resale and digitalisation practices, were characterised. The rental services Matusenko dress (n.d.) and Vision Dress (n.d.) were considered separately, reflecting the integration of global trends into the Ukrainian market and the formation of new consumption models.

A systematisation method was used to analyse the development of the verified resale infrastructure. The study looked at international platforms, including Vestiaire Collective (n.d.), The RealReal (n.d.) and Fashionphile (n.d.). In addition, Ukrainian analogues The Originals (n.d.), Selluxury (n.d.) and Kvezal_resale (n.d.) were analysed, which made it possible to determine the role of authentication in reducing the risk of fraud and building consumer trust. A statistical analysis method was used to study the dynamics of market development. Data on sales and imports of clothing and footwear in Ukraine were analysed, which made it possible to identify the main trends and changes (What was the best-selling item on the clothing..., 2025; Analysis of the clothing and footwear..., 2025; Which foreign fashion retailers have increased..., 2025). The spread of repair and restoration practices in the premium segment was considered separately, as well as the dynamics of the average repair bill, which made it possible to take into account the impact of global events and changes in demand (Masterskaya, n.d.; Sinsay, Zara or H&M: Which foreign fashion..., 2025).

The secondary data analysis method was used to study the development of online platforms and marketplaces Rozetka (n.d.), Prom.ua (n.d.), OLX (n.d.). The activities of the specialised platforms Kasta (n.d.) and Bigl.ua (n.d.), which occupy separate niches in the Ukrainian market, were considered separately. The importance of mobile commerce and the growth in the activity of online shoppers was also analysed, which was determined using statistical data and industry reviews (Research on the Ukrainian..., 2024; Sokha, 2024; Ukrainian electronics market is growing rapidly..., 2024). The final stage was the application of a comparative and predictive analysis method, which made it possible to determine the prospects for the development of the premium clothing repair and resale market in Ukraine.

Results and Discussion

Fundamentals of developing practices for repairing and reselling premium clothing

The circular economy in fashion is a new economic and environmental paradigm designed to transform the traditional linear "take-make-dispose" model of industry development into a more sustainable system where products are designed with durability, repairability, reusability and recyclability in mind. In this model, items remain in circulation for as long as possible, their value is maximised throughout their life cycle, and at the end, materials are regenerated to create new products. This not only reduces waste and resource use, but also creates new economic opportunities, particularly through the development of resale, rental, repair and remanufacturing models (Abdelmeguid *et al.*, 2024a).

The main principles of the circular economy in fashion are a focus on durability and reuse, resource efficiency and regeneration, and the formation of closed cycles. Durability involves creating clothing from high-quality materials that can be repaired and recycled, as well as encouraging consumers to use products for longer. Resource efficiency is achieved through the use of environmentally friendly, renewable or recycled materials and the minimisation of waste during production. Closed loops mean creating systems in which items are collected after use and are reused, recycled or biodegraded, preventing them from ending up in landfills. The implementation of the circular model has a number of economic and environmental benefits. Key environmental outcomes include reduced textile waste, reduced pollution and slowed depletion of natural resources. From an economic perspective, the new model increases business sustainability, reduces dependence on raw material price fluctuations, and opens up access to new market opportunities estimated to be worth hundreds of billions of dollars. The development of resale, rental and repair services creates added value in segments that have been undervalued in the linear economy (Schnatmann *et al.*, 2023).

Examples of the implementation of the circular model around the world include the Jeans Redesign initiative (n.d.) by the Ellen MacArthur Foundation, which has developed standards for the creation of jeans that are suitable for reuse and recycling. Patagonia (n.d.) runs the Worn Wear programme (n.d.), which encourages the repair, resale and reuse of clothing. At the consumer level, the popularity of platforms such as Depop (n.d.) and Vestiaire Collective (n.d.), which provide a secondary market for fashion, is growing. The EU is developing a regulatory framework, in particular through extended producer responsibility, which requires the mandatory collection and recycling of textiles. Table 1 shows the main international practices for implementing circular fashion principles. A comparative analysis showed that the initiatives differ in terms of the level of integration of circularity principles. Jeans Redesign focuses on manufacturing standards and creating durable products, while Patagonia Worn Wear implements an after-sales service model, encouraging reuse. The Depop and Vestiaire Collective platforms represent the consumer level of circular fashion, targeting the resale market. At the same time, a common feature is the transition from a linear consumption model to closed cycles that combine economic feasibility and reduced environmental impact. It is also worth noting that these examples demonstrate different mechanisms for building trust between market participants: from manufacturer certification (Jeans Redesign) to official repair services (Patagonia Worn Wear) and authenticity verification (Vestiaire Collective). It is the existence of institutional and technological mechanisms of trust that becomes a key condition for scaling circular practices. Another trend is digitalisation: both Depop and Vestiaire Collective actively use mobile applications and social features, which not only increases accessibility but also attracts a younger audience, shaping a culture of shared consumption. All initiatives also demonstrate the synergy of economic and environmental effects: increasing the value of items on the secondary market is combined with reducing waste and environmental impact. This dual effectiveness makes circular models attractive not only to consumers but also to investors and government sustainable development strategies.

Table 1. Key international practices for implementing circular fashion principles

Initiative/ platform	Country of origin	Main approach	Key instruments	Economic effect	Environmental effect
Jeans Redesign	United Kingdom	Production of recyclable jeans	Development of design standards, manufacturer certification	Increased product durability	Reduction of textile waste
Patagonia Worn Wear	USA	Repair, resale and reuse	Online platform, official repair centres	Extended product life cycle	Reduction of resource consumption
Depop	United Kingdom	Peer-to-peer sales of used items	Mobile marketplace, social features	Diversification of user income sources	Reduction of consumption of new goods
Vestiaire Collective	France	Verified resale of luxury brands	Authentication, international logistics	Formation of a secondary premium market	Reduction of production volumes of new items

Source: compiled by the author based on Jeans Redesign (n.d), Worn Wear Patagonia (n.d.), Depop (n.d.), Vestiaire Collective (n.d.)

Circular fashion involves several types of business models. Durability models are based on creating products that last longer, including the provision of repair services. Access models provide temporary use of items through rental or leasing. Examples include wedding and business attire rentals and services such as Hirestreet (n.d.) or By Rotation (n.d.). Collection and resale models focus on collecting and selling used items that are given a "second life." Finally, material recycling and reuse models aim to regenerate fibres, in particular through the use of deadstock fabrics or the introduction of new textile recycling technologies (Coscieme *et al.*, 2022). In Ukraine, the concept of a circular economy in fashion is reflected in the activities of a number of start-ups and platforms that are shaping a new culture of consumption and creating an infrastructure for the reuse of items. Case studies have shown that the startup Restyleme (2022) emerged in response to the lack of online services that provide secure buying and selling of branded clothing that already had an owner. The problem of consumer distrust of unofficial channels was solved by creating a platform with user verification, content moderation, seller ratings, and a photo catalogue of goods. Within its first year of operation, Restyleme attracted about 8,000 users, demonstrating the demand for legal resale and confirming the role of digital transparency as the basis for trust. This experience showed that the development of the Ukrainian resale market requires official certification of branded clothing and partnerships with repair shops to maintain product quality.

The Shafa (n.d.) and OLX (n.d.) platforms solved another problem: the fragmentation of the second-hand market and limited access to organised online platforms. Their Customer-to-Customer (C2C) sales model allowed users to exchange items directly, fostering a culture of reusing clothing and accessories. In 2024, Shafa had over 1.5 million active users, while the "Clothing and Footwear" category on OLX was consistently among the top three most popular. This experience has shown that accessibility and mass appeal are key conditions for the spread of resale practices, and that the combination of mobility, ease of use, and basic trust mechanisms creates the conditions for a transition from an informal to a systematic secondary market. The Matusenko dress (n.d.) and Vision Dress (n.d.) services emerged as a response to the high cost of one-off purchases of festive or designer clothing. They introduced a short-term rental model that provides customers with access to premium items without the need to purchase them. Both platforms provide a full range of services, from selecting and preparing clothing to delivery and return, which contributes to the spread of sharing economy practices. The decline in purchasing power has made this model attractive to a wide range of consumers, while demonstrating the potential for scaling up rentals in related segments such as business attire and accessories. An innovative approach is represented by the start-up DressX (n.d.), which has proposed a solution to the problem of overproduction and the growing carbon footprint of the fashion industry by creating digital clothing. Its concept is to replace physical products with virtual models for social networks and metaverses. The startup became the first Ukrainian representative in the field of digital fashion, collaborating with global companies Meta and Google, as well as high fashion brands, integrating the Ukrainian creative industry into the international context. DressX's experience has demonstrated that innovative approaches can combine sustainable development with digital transformation and the creation of new economic niches.

The fashion market underwent rapid changes between 2015 and 2024, with the growth in popularity of resale and repair services in the premium segment occupying a special place. Whereas previously, second-hand luxury clothing was seen as a compromise or a necessary alternative, nowadays it has become a conscious choice linked to lifestyle, a desire to reduce negative impact on the environment and, at the same time, gain access to unique, high-quality items. This global trend is gradually being integrated into the Ukrainian context, shaping new approaches to consumption, monetisation and preservation of the value of premium goods (Wicker, 2024). One of the key trends is the growing demand for products from well-known brands such as Chanel, Louis Vuitton, Hermès, Dior and Gucci. These brands have always been a status symbol, but their high cost has limited access to their products. The resale market has created new opportunities for a wider audience, as used items retain their prestige, but their price is significantly lower compared to new collections. This explains the dynamic growth of interest in premium resale both globally and in Ukraine, where such goods are seen as a profitable investment and a way to gain access to timeless classics (Top rating of sites selling used..., 2021).

Among the factors contributing to this development is the emergence of specialised platforms that ensure transparency and security of transactions. At the global level, these are platforms such as Vestiaire Collective (n.d.), The RealReal (n.d.), and Fashionphile (n.d.), which have popularised the culture of verified resale by introducing product authentication mechanisms. Thanks to these mechanisms, authentication becomes a tool for monetisation: verified items are sold at a higher price, platforms charge a premium fee for confirming authenticity, and the level of returns and disputed transactions is significantly reduced. In Ukraine, similar functions are performed by The Originals (n.d.), Selluxury (n.d.), and Kvezal_resale (n.d.), which offer customers verified items with confirmation of authenticity. This approach reduces the risk of fraud, increases consumer confidence and, at the same time, creates a financial basis for the formation of a profitable premium resale infrastructure that meets the requirements of modern customers. Repair and restoration services have also become an integral part of the premium segment. The high initial cost of luxury items motivates owners to keep them in perfect condition, as their preserved appearance directly affects the market price when reselling. Popular services include the restoration of leather goods, seam repair, and the polishing of metal fittings or accessories. In global practice, examples include Hermès and Gucci, which offer official repair services to maintain the durability of their products. In Ukraine, such services are also gaining popularity, as owners see them as a way to extend the life cycle of expensive items and preserve their investment appeal. Conscious consumption has become another driver of change. Modern premium segment buyers are increasingly choosing resale not only because of the economic benefits, but also because of the opportunity to embrace an environmentally responsible lifestyle. The luxury second-hand market is seen as a way to reduce overproduction, cut textile waste and support sustainable development. In this context, resale is becoming a socially significant practice that combines rationality and aesthetics (Abdelmeguid *et al.*, 2024b).

It is also important to note the growing popularity of rental services. Globally, services such as Rent the Runway (n.d.) have become popular among those who want to wear luxury clothing for special occasions without spending a lot of money on purchases. In Ukraine, similar practices are also spreading, especially among services that rent dresses and accessories for photo shoots and special events. This creates an additional market segment that allows premium items to have several life cycles instead of being used only once (Chi *et al.*, 2023). Thus, the formation of the repair and resale market in Ukraine is driven by a combination of economic constraints, changing consumer priorities, environmental challenges, technological innovations, and socio-cultural transformations. All these factors create the basis for the active growth of a segment that is gradually becoming an element not only of the fashion industry but also of broader processes of transition to a circular economy.

This study focused on the monetisation of repair and resale of premium clothing in Ukraine, highlighting the impact of full-scale invasion, declining purchasing power, the growing role of online platforms, and the emergence of authentication services. The emphasis was on the circular economy, consumer environmental awareness, and the desire to preserve the investment value of branded items. Y. Kwon's (2021) study analysed the second-hand market in China and Korea, comparing leading platforms, product categories, brands, motivations and barriers. It was found that women's and luxury items predominated in China, while children's and everyday clothing predominated in Korea. The common motive was environmental friendliness, but the differences lay in the focus on affordability and limited collections in China and on rationality and "vintage" in Korea. Similar parallels were found in the study by S. Liu *et al*. (2024), which focused on Chinese resale from the perspective of sellers. Unlike the Ukrainian experience, where the investment attractiveness of luxury clothing remained key, S. Liu *et al.* emphasised the leading role of economic motives alongside environmental ones. In China, barriers were more pronounced: under-pricing, buyer dishonesty and the spread of counterfeits. At the same time, both studies noted the crucial importance of digital platforms as a channel for the development of resale.

Differences were also observed in comparison with the work of M. Gossen & L. Turunen (2024), dedicated to second-hand business models in Finland. While in Ukraine, premium resale was seen as part of the circular economy, combining economic and environmental benefits, in Finland, the focus was on commercial practices. The authors showed that the use of discounts, treasure hunt tactics and convenient services attracted consumers, but at the same time stimulated excessive consumption, reducing the environmental effect. The study by M.-H. Nguyen *et al*. (2025) analysed the willingness of Italian consumers to pay for sustainable fashion. Unlike the Ukrainian focus on luxury resale, the Italian case demonstrated a difference in the perception of bio-based clothing and second-hand clothing: the former was valued as a premium product, while the latter was seen as a product that needed to be discounted. The choice was influenced by income, education level, age, and stylistic preferences. Both studies confirmed the importance of economic and environmental motives, but the Ukrainian study focused on the investment value of the premium segment, while the Italian study reflected mass preferences and willingness to support sustainability through everyday consumer decisions.

The development of the circular economy in fashion reflects a systemic shift from a linear consumption model to an innovative concept focused on extending product life cycles, optimising resources and forming closed loops. The application of the principles of durability, reuse, resale and repair creates conditions not only for minimising environmental risks, but also for expanding economic opportunities in the premium segment. Examples of global brands and international initiatives, as well as the development of Ukrainian start-ups and online platforms, have demonstrated that the integration of circular practices can strike a balance between environmental sustainability and economic viability.

The dynamics of the development of repair and resale practices for premium clothing in Ukraine in 2020-2025

The demand for repairs of branded clothing and accessories in Ukraine in 2020-2025 was influenced by a number of factors, including the economic crisis, the COVID-19 pandemic, and full-scale war. In 2020, restrictions caused by the pandemic led to a decline in household income and a reduction in sales of new luxury goods, but this stimulated the development of repair services as consumers sought to preserve their valuable items. From 2022, after the start of the full-scale invasion, the trend towards repairs continued, as the closure of international brand stores, falling purchasing power and migration processes increased the importance of resource conservation. In 2023-2025, demand was driven not only by economic motives, but also by the development of online services, the introduction of innovative technologies (3D printing, use of environmentally friendly materials) and growing interest in personalised services (Filatova & Volchkevych, 2024).

Sales of clothing and footwear in Ukraine reached approximately \$1.4 billion in 2024, which is 13.07% more than in 2023. The footwear segment in 2024 amounted to \$549.22 million, of which more than \$318 million was accounted for by women's footwear (What was the best-selling item on the clothing..., 2025). In 2019-2020, the market was estimated at approximately UAH 60 billion, but the pandemic caused a short-term drop in sales, while demand for sports and homewear increased. In 2022, the full-scale invasion caused a sharp decline in the market, but in 2023-2024, a recovery was observed, thanks in particular to the return of international brands and the growth of online trade (Analysis of the clothing and footwear..., 2025). Imports also showed instability. In 2021, they grew by 15%, exceeding €1 billion, with international brands accounting for over 50% of the Ukrainian market at that time. In 2022, imports fell by about 60% due to the closure of H&M, Inditex and other major operators. At the same time, a gradual recovery began in 2023-2024: H&M and New Yorker returned, and Inditex announced the reopening of its stores. The leaders in imports in 2024 were China (34% of the market, about \$1 billion) and Turkey (17%, over \$500 million) (Which foreign fashion retailers have increased..., 2025).

At the same time, demand for repairs and restoration grew. In 2024, the average cost of restoring premium items in Ukraine ranged from 500 to 2,000 UAH per order, and the average bill for bags and shoes was 1,000-1,500 UAH. Minor repairs were estimated at 50 UAH, while complex work ranged from 750 UAH to 2,000 UAH and above (Masterskaya, n.d.). Workshops targeting the premium segment reported monthly revenues ranging from tens of thousands to hundreds of thousands of UAH, actively implementing Customer Relationship Management (CRM) systems to optimise business processes. At the same time, fashion retail data indicates a market revival. In 2023-2024, the revenue of the largest foreign companies grew by 63%. The Polish group LPP (n.d.) increased sales by 47%, Adidas by 56.5%. H&M reached UAH 1.2 billion, and Inditex – UAH 6.2 billion. At the same time, Turkish Colin's and DeFacto recorded declines of 10% and 7%, respectively. In 2024, the ten largest fashion retailers earned over UAH 11 billion in profits, indicating a recovery in demand and the parallel development of related segments – repair and resale (Sinsay, Zara or H&M: Which foreign fashion..., 2025).

The main market shares of Ukraine's leading marketplaces in 2024-2025 reflect the processes of trade digitalisation and changes in consumer behaviour. Rozetka (n.d.) remains the largest player in the e-commerce market, accounting for about 30-40% of online sales. The platform offers over 60 million product items, has the largest audience and stable growth in both the number of orders and user spending. Prom.ua (n.d.) ranks second, covering about 10-15% of the market, providing a wide range of products and serving as a key platform for small and medium-sized businesses. OLX (n.d.) plays a decisive role in the resale and second-hand goods segment, where it holds a leading position thanks to its C2C sales model and active mobile audience. Smaller in volume but notable players are Kasta (n.d.) and Bigl.ua (n.d.), which occupy specialised niches and maintain a stable customer base (Which Ukrainian marketplaces to sell..., 2024). The structure of the Ukrainian e-commerce market is reflected in Table 2, which shows the types of platforms, main product categories, key features and their approximate market shares. In 2024, Rozetka had about 5 million daily users, making it the undisputed leader in terms of traffic and number of orders. In total, there were about 11 million active online shoppers in Ukraine, who made an average of 17 purchases per year with an average check of about UAH 1,300. The total volume of e-commerce in 2024 grew by approximately 25% in monetary terms compared to 2023, while the number of orders increased by 35% (Research on the Ukrainian..., 2024). Prom.ua and other marketplaces showed an increase in user activity due to an increase in the frequency of purchases, although the average check remained at the level of previous years. OLX maintained its leadership in resale and developed its mobile segment, whose share in total e-commerce grew from 25% in 2023 to 38% in 2024. This indicates the growing popularity of smartphone shopping, especially in the used goods category (Sokha, 2024). Mobile commerce is growing rapidly: the share of mobile purchases in Ukraine increased from 42% to 53% in the first half of 2024, indicating the growing popularity of smartphone shopping, including in the resale segment (Ukrainian electronics market is growing rapidly..., 2024). Thus, in 2024, online marketplaces played a key role in the development of both e-commerce in general and the resale market. They not only made premium brands accessible to a wider audience, but also created the infrastructure for the spread of sustainable consumption through repair and resale.

Table 2. Major online platforms and marketplaces in Ukraine in 2024-2025

Platform	Type	Main categories	Features	Market share, % (approx.)
Rozetka	Online store and marketplace	Electronics, clothing, household goods	Largest selection, delivery	30-40
Prom.ua	Marketplace	Various categories	Large number of sellers	10-15
OLX.ua	C2C marketplace	Used goods (clothing, appliances, cars)	Leader in resale	Leader in the second-hand goods sector
Kasta	Online store and marketplace	Fashion, cosmetics	Specialised	Average
Bigl.ua	Marketplace	New and used goods	Wide range	Moderate

Source: which Ukrainian marketplaces to sell on in 2025 (2024), Rozetka (n.d.), Prom.ua (n.d.), OLX (n.d.), Kasta (n.d.), Bigl.ua (n.d.)

The current study, focused on the development of repair and resale practices in Ukraine, examined how the war, declining purchasing power and the spread of digital platforms with authentication services influenced consumer behaviour. The repair and resale of premium clothing was seen as a way to preserve the value of branded items, combining economic expediency with environmental awareness and gradual integration into the circular economy. The study by S.N. Sarokin & N.M.P. Bocken (2024), on the other hand, analysed circularity at the business model level, showing how companies integrated reuse and product life cycle extension into their strategies. Organisational barriers, the need for innovation, and new forms of value creation that went beyond a single market or segment were identified. Common to both works was the recognition of the key role of repair and resale in reducing environmental impact and creating new economic opportunities. However, the differences lay in scale: the Ukrainian approach reflected the consumer level and the impact of crisis conditions, while S.N. Sarokin & N.M.P. Bocken analysed the transformation of business models and the strategic aspects of circularity. In the current study, the development of repair and resale practices for premium clothing in Ukraine was explained by a combination of economic and social factors: war, falling purchasing power, and the growing role of digital platforms. The repair and resale of luxury items were interpreted as a way to preserve their investment value and, at the same time, as a component of the circular economy, combining economic incentives and environmental responsibility. These results echoed the conclusions of K. Niinimäki & M. Durrani (2020), who examined the global challenges facing the fashion industry, in particular overconsumption and the environmental consequences of the linear production model. The authors emphasised the need to transition to new business models focused on durability and reuse. Thus, the common point of both studies was the recognition of the role of repair and resale in extending the life cycle of things, but the Ukrainian context focused on local crisis conditions, while K. Niinimäki & M. Durrani analysed structural changes at the global level.

Further analysis showed that Ukrainian repair and resale practices were strengthened by the growth of online commerce and demand for repair shops, which was in line with global trends towards circular economy integration. In this respect, they echoed the research of G.C. de Oliveira Neto *et al*. (2024), which demonstrated how repair, resale and reuse of materials contributed to waste reduction and the creation of new business opportunities. However, while the Ukrainian analysis focused mainly on the local crisis context, G.C. de Oliveira Neto *et al*. emphasised global organisational models and the systemic effect of circular practices. Similar parallels could be drawn with the work of M. Mathew & R. Spinelli (2025). The authors focused on global business models that combined repair, resale and rental, emphasising their contribution to waste reduction and increased sustainability. The similarity with the Ukrainian case was in recognising these practices as key tools for extending the life cycle of things, but the difference was in scale: the Ukrainian study described adaptive solutions in wartime conditions, while M. Mathew & R. Spinelli described strategic global changes in the fashion industry. The importance of digital technologies for the development of resale was another common element. The Ukrainian case showed growing demand for online platforms and authentication services, while the study by V. Schiaroli *et al.* (2024) analysed more innovative solutions – blockchain and smart contracts, which ensured transparency and traceability on a global scale. The recognition of trust and transparency as critical conditions for the functioning of the resale market remained common, but in the first case, they were a response to local challenges, and in the second, the result of technological solutions for the global fashion industry.

In 2020-2025, demand for the repair of branded clothing and accessories in Ukraine was shaped by the pandemic, the economic crisis and full-scale war. Under these conditions, repair and resale served as means of preserving the value of premium items and spreading circular economy practices. The market recovery in 2023-2024 was accompanied by the growing role of online commerce, the return of international brands, and the development of specialised services that combined economic incentives with environmental awareness. Thus, the Ukrainian experience demonstrated how crisis conditions became a catalyst for the formation of sustainable consumer practices, where the repair and resale of premium items were gradually integrated into modern business models in the fashion industry.

Prospects for the development of the premium clothing repair and resale market in Ukraine

The prospects for the premium clothing repair and resale market in Ukraine are shaped by a combination of economic, social and technological factors that are changing consumption patterns and corporate strategies in the fashion industry. Against the backdrop of recovery from the pandemic and the crisis associated with the full-scale invasion, there is a growing awareness of the need to use resources sparingly and extend the life cycle of goods. This creates conditions for the development of the repair and resale segments, which previously had a rather marginal status but are now becoming an independent market segment with its own rules, infrastructure and consumer base. The key factor determining the prospects for this segment is the transformation of consumer preferences. While in the 2010s, buying new things was the main marker of status and material well-being, in 2020-2025, conscious consumption practices based on the principles of rationality and responsible attitude towards things are becoming increasingly popular. Young consumers, especially Generation Z, are developing a value for authenticity and uniqueness, which can be achieved through the resale of rare branded items or the restoration of high-quality premium products. Added to this is environmental motivation, which is reflected in the growing importance of the circular economy and the reduction of waste in light industry (Essiz & Senyuz, 2024).

Digital technologies have a significant impact on market development. Online platforms and mobile applications have simplified the process of buying and selling used items, enabled rapid communication between sellers and buyers, and introduced authentication services that reduce the risk of fraud. The gradual introduction of Customer Relationship Management systems in workshops allows for the effective organisation of customer relations, creating a loyal audience and ensuring stable financial flows. Mobile commerce, which accounted for more than half of all e-commerce transactions in 2024, makes repairs and resales more accessible, as purchases are made quickly and offers are personalised thanks to recommendation algorithms. Institutional and market factors have a significant impact on market development. After a sharp decline in 2022 caused by the closure of international brand stores, the clothing and footwear market is gradually recovering. The return of H&M and New Yorker, the expected opening of Inditex stores, and the activity of LPP (n.d.) are creating conditions for growth in imports and increased competition. However, in parallel with the recovery in sales of new products, the resale segment is also growing, partially replacing limited access to certain brands during the crisis years. At the same time, the development of specialised workshops and services for the restoration of premium items shows that this segment has its own value for consumers, as it allows to extend the life of items that would otherwise be lost when worn out (Which foreign fashion retailers have increased..., 2025).

In 2020, COS (n.d.), part of the H&M Group, launched its own platform for reselling used clothing. Owners of the brand's items were given the opportunity to sell them for a symbolic commission aimed at supporting the platform's operation. In addition, consumers are offered access to the brand's archive collections, which helps to extend the life cycle of the products. This step is seen as a response to reputational challenges related to criticism of the H&M Group's methods of disposing of unsold clothing. The flagship brand of the H&M holding company has also stepped up its resale activities by partnering with the Swedish online platform Sellpy, which specialises in the resale of used goods (Snoeck, 2020). At the same time, there has been a growing interest among investors in such business models: in particular, the media holding company Condé Nast (n.d.) has invested in the Vestiaire Collective platform, which specialises in the resale of luxury brands. The additional capital raised during the economic challenges caused by the pandemic indicates that both consumers and entrepreneurs recognise the resale market as promising. Other high fashion players are also actively joining the resale ecosystem. In 2020, Gucci signed an agreement with The RealReal platform, creating a special page with the brand's archive collections and second-hand items (Farra, 2020). Similar initiatives are also spreading in the mass consumption segment. Levi's (n.d.) launched the Levi's SecondHand programme (Sheremet, 2020), which combines the resale of used jeans at affordable prices (30-100 US dollars) with a consumer incentive system: by returning their own products, buyers receive bonus cards worth \$15-30 for future purchases. Although there have been doubts in academic discussions as to whether the company is seeking to strengthen its control over the already established independent market for used jeans, the very fact that such initiatives are being developed reflects the growing importance of circular business models in the fashion industry (Resell of branded goods..., n.d.).

Looking ahead to 2025-2030, several key drivers of market development can be identified. Increased demand for sustainable consumption practices, which will have both economic and social foundations. The role of marketplaces that provide a simple infrastructure for reselling items and support the development of small businesses in the repair sector is expected to continue to grow. The development of financial instruments and credit services integrated into e-commerce platforms will allow for the expansion of the consumer base even in conditions of declining purchasing power. The introduction of innovative technologies into repair practices, such as the use of 3D printing for the manufacture of parts or environmentally friendly materials for restoration, will improve the quality of services and expand the range of offerings. It is impossible to predict market development without taking risks into account. The main risk remains economic instability caused by full-scale invasion and slow recovery of the population's purchasing power. Currency fluctuations and rising import prices may reduce the margins of both new product sales and resale. An additional barrier is the underdevelopment of legal regulation in the field of resale of premium clothing, which creates risks for buyers and reduces the level of trust. Finally, there is a shortage of personnel in the repair sector, as working with premium items requires highly skilled specialists, and their training remains limited. To assess the prospects more clearly, Table 3 presents forecast scenarios for the development of the resale and repair market for premium clothing in Ukraine until 2030.

Table 3. Forecast scenarios for the development of the premium clothing repair and resale market in Ukraine until 2030

Scenario	Annual growth rate	Resale market share in the fashion industry	Key characteristics
Optimistic	15-18%	20-25%	Rapid economic recovery, return of international brands, active development of marketplaces and authentication technologies
Baseline	8-12%	12-15%	Moderate economic growth, recovery of imports, growing popularity of mobile applications, spread of CRM in workshops
Pessimistic	3-5%	5-7%	Economic stagnation, low purchasing power, limited return of brands, prevalence of local informal services

Source: compiled by the author based on research conducted

Thus, the market for repair and resale of premium clothing in Ukraine is in the process of forming long-term trends that will determine its development over the next decade. The most likely scenario is the baseline one, which assumes a gradual increase in the share of resale to 15% in the fashion market structure. However, in the event of a favourable economic and political environment, an optimistic scenario is also possible, which would make Ukraine one of the regional leaders in the field of circular fashion. At the same time, the risks remain high, and their realisation could push the segment to the periphery of the market. The optimistic scenario envisages not only economic recovery but also Ukraine's integration into global sustainable development chains, which could attract investment and lead to international collaborations in the field of resale and upcycling. The baseline scenario is the most realistic, as it takes into account the gradual recovery from the crisis and the existing trends in the growth of mobile commerce, CRM tools, and specialised online platforms. This aligns with approaches to the standardisation and digitalisation of business processes that enhance operational efficiency and manageability, as highlighted by O. Kot *et al.* (2025). It reflects the "middle path" when the market develops organically, without sharp jumps. The pessimistic scenario outlines not only economic risks, but also the possible strengthening of the "shadow" sector in the field of repair and resale. In this case, official services and platforms may lose consumer confidence, which will complicate the institutionalisation of resale as a full-fledged industry. In general, each scenario shows that further development will depend on the level of economic stability, the recovery of international trade, and the pace of digitalisation. It is the balance of these factors that will determine whether Ukrainian premium clothing resale will become a local niche or whether it will be able to transform into a competitive sector in the Eastern European region.

The current study examined the circular economy through the prism of the Ukrainian premium fashion market, focusing on how the war, the decline in purchasing power, and the emergence of authentication services shaped the demand for the repair and resale of branded clothing. T. Hussain *et al.* (2025) also paid similar attention to the importance of circularity in the fashion industry, but their approach was different: the authors focused on a critical analysis of the "grey" literature, emphasising the vagueness of key concepts and the dubiousness of claims about combining economic growth with environmental sustainability. Compared to the work of M.G. Calaza *et al*. (2022), a different logic of comparison was observed. Both studies recognised the potential of the circular economy to reduce environmental impact and extend product life cycles, emphasising the role of digital platforms and resale. However, M.G. Calaza *et al*. considered this issue from a broader perspective, linking it to the agri-food sector and the bioeconomy, while the current study focused on the local context of the fashion industry, demonstrating specific implications for Ukrainian society and the economy. A certain similarity in subject matter was also evident in the work of A. Mehn *et al*. (2022). Both works drew attention to repair, resale and digital services as means of reducing environmental risks, but the difference lay in the scale and subject of the research. A. Mehn *et al*. analysed the transformation of business models in the European context, focusing on barriers to the implementation of sustainable practices. In contrast, this study highlighted more applied aspects focused on changes in consumer behaviour and adaptation to crisis conditions. Similarly, the work of K. Singh *et al*. (2025) emphasised the role of circularity in the fashion industry, but did so in a different analytical framework. While the current study demonstrated the local challenges and opportunities of the Ukrainian market, K. Singh *et al*. considered the global level, focusing on business models, regulatory mechanisms, and sustainable development policies. The complementarity of these approaches emphasised that the circular economy has both local dimensions related to specific markets and systemic dimensions that determine its strategic directions on a global scale.

Thus, the market for repair and resale of premium clothing in Ukraine remained in its infancy, and its development was determined by a combination of economic difficulties, changing consumer preferences, and the influence of digital technologies. Despite local challenges, trends were observed that were consistent with global trends in the circular economy and the gradual spread of conscious consumption practices. The growing role of mobile marketplaces, the emergence of specialised authentication services, and the integration of CRM solutions in workshops indicate a gradual transition from fragmented initiatives to more systematic business models. At the same time, cultural and value factors are becoming more influential: the younger generation is increasingly supporting the idea of reusing items as part of their lifestyle and a way to demonstrate environmental responsibility. Thus, even in conditions of economic instability, the Ukrainian premium goods resale segment shows potential for integration into the global system of sustainable development, making it promising for both entrepreneurs and consumers focused on a new culture of consumption.

Conclusions

The findings of this study showed that the market for repair and resale of premium clothing in Ukraine in 2020-2025 was shaped by a combination of economic crises, the COVID-19 pandemic and full-scale war, which forced consumers to change their behaviour to become thriftier and more rational. Statistical data confirmed the dynamics of recovery after a deep recession: in 2024, the volume of sales in the clothing and footwear market reached $1.4 billion, which is 13.07% more than in 2023, with the footwear segment accounting for $549.22 million, of which more than $318 million was accounted for by women's footwear. Despite a sharp decline in imports in 2022 by approximately 60% due to the closure of international brand stores, a gradual recovery began in 2023-2024, in particular due to the return of H&M and New Yorker, as well as the announcement of the opening of Inditex stores. The leaders in imports in 2024 were China with a 34% share (over $1 billion) and Turkey with 17% (over $500 million), which demonstrates Ukraine's stable integration into global supply chains.

At the same time, there was an increase in demand for repair and restoration services. In 2024, the average cost of restoring premium items ranged from 500 to 2,000 UAH, while the average bill for bags and shoes was 1,000-1,500 UAH. This shows that even in crisis conditions, consumers viewed repairs as an investment in preserving the value of branded items. Premium segment workshops demonstrated stable revenues reaching hundreds of thousands of UAH per month, actively implementing CRM systems to optimise business processes. This trend combined economic motives with environmental awareness, as extending the life cycle of items helped reduce waste and was in line with the principles of the circular economy.

Digitalisation proved to be a key factor in the transformation of the market. In 2024, the number of active online shoppers reached about 11 million, with an average purchase amount of 1,300 UAH. The Rozetka platform held the largest share of online sales – 30-40% of the e-commerce market, while Prom.ua accounted for 10-15%, and OLX remained the leader in the resale segment. Mobile commerce showed rapid growth: the share of purchases made from smartphones rose from 42% in 2023 to 53% in the first half of 2024. This reflected the growing role of digital platforms, which made premium resale accessible to a wider audience and increased trust through authentication services.

Forecast data shows that, in an optimistic scenario, the repair and resale market could grow by 15-18% annually, reaching a 20-25% share of the fashion industry, while in a baseline scenario, it could grow by 8-12% with a 12-15% share. The pessimistic scenario predicts a slowdown to 3-5% and a market share of only 5-7%, which highlights the segment's dependence on economic dynamics and the return of international brands. The prospects for future research were to expand the empirical base by conducting in-depth interviews and analysing the effectiveness of business models for repair and resale services.

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Conflict of Interest

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Монетизація ремонту та ресейлу преміального одягу в Україні

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Анотація. Метою даного дослідження було проаналізувати перспективи розвитку ринку ремонту та ресейлу преміального одягу та аксесуарів в Україні. Методологія ґрунтувалася на поєднанні контент-аналізу наукових праць, статистичного аналізу обсягів продажів та імпорту, кейс-стаді стартапів та платформ, а також систематизації практик перевіреного ресейлу. Часові рамки охоплювали 2020-2025 роки, що дозволило простежити динаміку ринку та визначити прогнозні сценарії його розвитку. Результати показали, що у 2024 році обсяг продажів ринку одягу та взуття в Україні становив близько $1,4 млрд, що на 13,07 % більше, ніж у 2023 році, тоді як сегмент взуття сягнув $549,22 млн, з яких понад $318 млн припадало на жіноче взуття. Після падіння імпорту у 2022 році приблизно на 60 % розпочалося поступове відновлення: у 2024 році Китай забезпечував 34 % імпорту (понад $1 млрд), а Туреччина – 17 % (понад $500 млн). Попит на ремонт і реставрацію також зростав: середні витрати на відновлення преміальних речей у 2024 році коливалися від 500 до 2 000 грн, а середній чек для сумок і взуття складав 1 000-1 500 грн. Паралельно майстерні преміального сегмента демонстрували щомісячну виручку у десятки чи сотні тисяч гривень, активно впроваджуючи Customer Relationship Management-системи. У сфері онлайн-торгівлі лідером залишалася Rozetka з часткою 30-40 %, тоді як Prom.ua займала 10-15 %, а OnLine eXchange була провідною у ресейлі. Загалом кількість активних інтернет-покупців сягнула близько 11 млн, а частка мобільних покупок зросла з 42 % у 2023 році до 53 % у першій половині 2024 року. Практичне значення дослідження полягало у можливості використання його результатів для формування стратегій розвитку сервісів ремонту та ресейлу преміальних речей в Україні

Ключові слова: циркулярна економіка; споживач; попит; бренд; імпорт