

# Amazon Reuse

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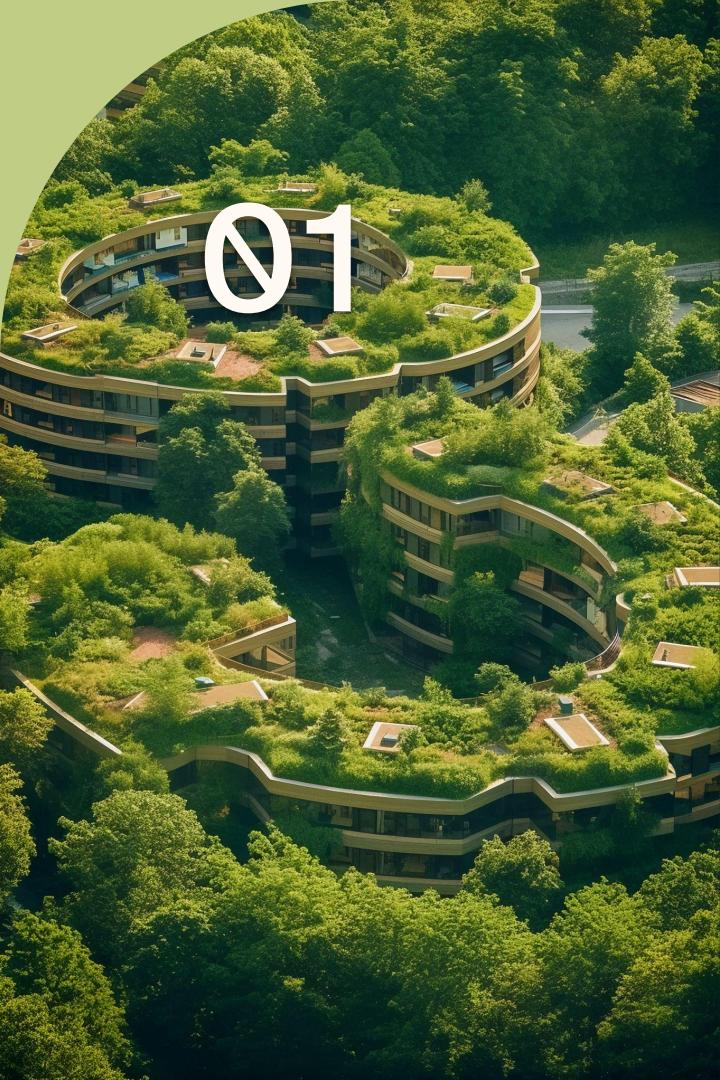
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# Context



*Amazon lacks a centralized, customer-friendly service that meets the rising demand for trusted, sustainable shopping experiences across all product categories<sup>1</sup>.*



## Vision

**Amazon's Reuse marketplace sells refurbished, recycled, and pre-owned items, providing a centralized platform for sustainable shopping.**

# Business Challenge



Building trust and  
transparency



Differentiating from  
competition



Educating  
customers on value



Integrating logistics  
into business

# Revenue Target

## Geography

- U.S. and EU markets first to launch
- Canada and India within 18 months

## Product Categories

- Clothing, tech, appliances, and books as primary categories
- Toys/games, furniture, sporting goods as secondary categories

## Commercial Hierarchy

- Commission-based revenue models
- Fulfillment service fees
- Strategic sustainable brand partnerships



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# Market

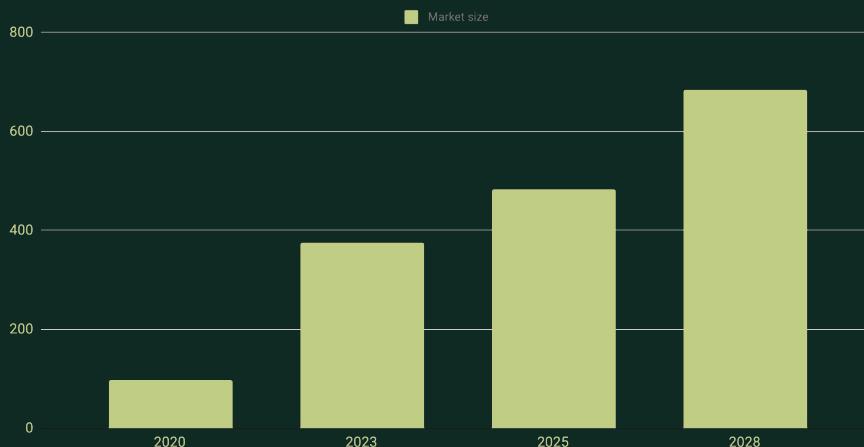
# Market Size

Global secondhand market  
in 2023<sup>2</sup>

\$376B

Projected to reach by 2028<sup>2</sup>

\$685B



Combined value over **\$95 billion** by 2028<sup>3</sup>



Projected to reach **\$74 billion** by 2028<sup>4</sup>



**Fashion:** ~\$152.5 billion



**Consumer Electronics:** ~\$222 billion



**Home Appliances:** ~\$8 billion

# Trends in the Market



## Eco-Conscious Consumption

Awareness around **climate impact** and **sustainable** choices



## Minimalism & Smart Spending

Fewer and **higher-quality** purchases



## Gen Z preferences

Buy from **sustainable brands**



## Resale Culture

*Depop and StockX normalized **secondhand** as **trendy** and **valuable***

# Industry Landscape

eBay	ThredUp / Poshmark	Back Market	Facebook Marketplace	IKEA Buy Back & Resell
				
Massive <b>reach</b> and wide <b>product categories</b>	<b>Fashion</b> -focused <b>resale</b> platforms	<b>Repair</b> and <b>resell</b> directly to customers	<b>Peer-to-peer sales</b> with fast transactions	Program to <b>return used furniture</b> in exchange for store credit
Risk of <b>counterfeit</b>	Limited to clothing and <b>lower payouts</b> for sellers	No <b>C2C</b> ( <i>consumer-to-consumer</i> ) model	No buyer/seller <b>protection</b>	<b>Only accepts certain IKEA items</b> & don't return <b>cash</b>



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# Industry Analysis

# Industry Analysis



## Certified Sellers

Amazon partners with trusted refurbishers

Seller certification ensures product quality

Supports a professional, reliable resale ecosystem



## Consumer Drivers

Eco-conscious Gen Z/Millennials

Demand for affordable, verified goods

Prioritize sustainability, affordability and reduced waste



## Gaps in existing platforms

Counterfeits

Poor return policies

Fragmented logistics

Lack of quality verification

# Industry Analysis



## Amazon's Innovations

- AI pricing & personalization
- Blockchain for traceability
- AR for product previews



## B2B Potential

- NGOs, startups, schools need affordable tech
- Global education technology market projected to reach \$348B by 2030<sup>6</sup>



## Strategic Impact

- Amazon positions resale as a core retail strategy
- Sets the benchmark for trusted, large-scale circular commerce



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# Value Proposition

# Value Proposition

## Key Features



Warranty-backed items



Easy returns & fast Prime  
delivery



Eco-certified sellers &  
carbon-offset metrics

**Core Value:** *Make secondhand shopping as reliable and convenient as buying new.*

# Value Proposition



## Unfair Advantage

Global logistics & Prime integration

Trusted customer base

AI for product matching & quality detection



## Differentiation

Seamless C2C resale with Amazon standardization

Transparency via dashboards & sustainability metrics

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# Business Capabilities

# Product & Services



## End-to-End Support

product listing → quality inspection → shipping → returns



## Carbon Score Tracking

Show **environmental impact** per product to support eco-conscious decisions



## Repair Services

**Refurbish** or **restore** items before resale

# Specialized Team



## Sustainability Sales Team

Drives **growth** in refurbished and recycled categories



## Amazon Creator Partnerships

**Influencer marketing** focused on sustainable shopping trends



## Green Certification Staff

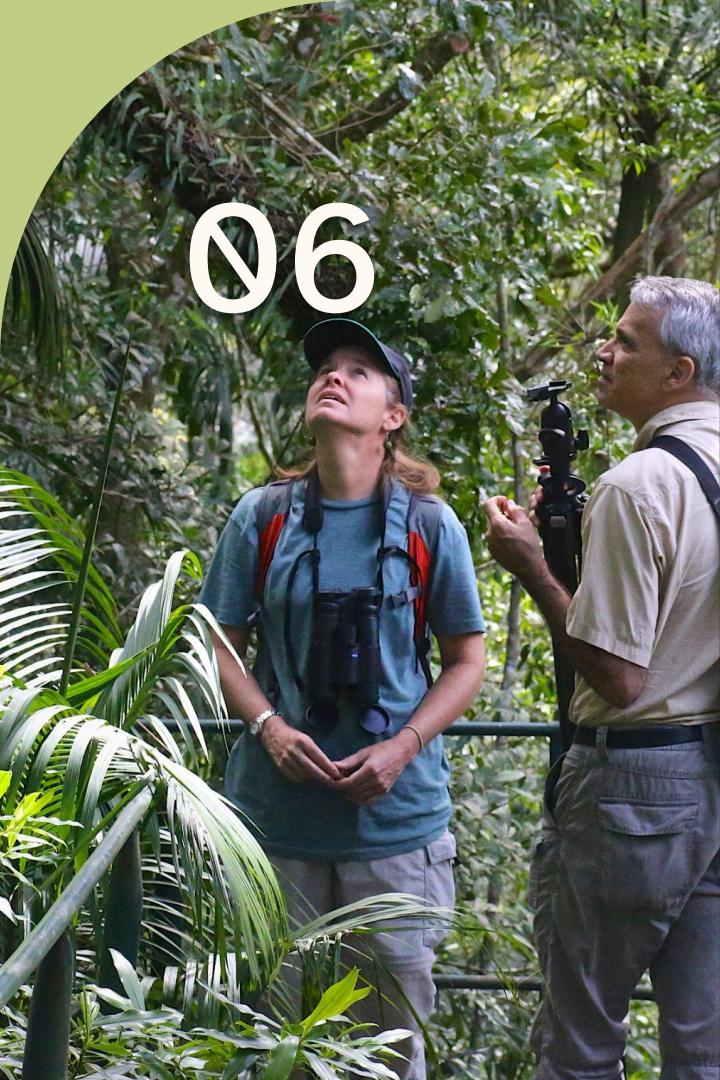
Ensures items meet **sustainability** and **quality** benchmarks



## Environmental Compliance Advisors

Guides operations to meet **regional** and **international regulations**

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# Customers

# Customer segments



# Customer segments



## Buyers

Segment	Traits & Demographics	Behavior	Motivators
<b>Eco-conscious Consumers</b>	Gen Z (18–26) & Millennials (27–42); urban, educated	Actively seek carbon-neutral options; follow sustainable trends; value ethical brands	Environmental impact, trendiness of thrifting, digital-native values
<b>Budget-conscious Shoppers</b>	Families, students, lower to mid-income	Price-sensitive, hunt for deals, browse refurbished goods	Affordability, trust in return policies, brand reputation
<b>SMEs &amp; Institutions</b>	Schools, NGOs, small businesses	Bulk buying, require reliability, cost-aware	Bulk discounts, warranties, logistics support

# Top buyer personas



## Marie – The Sustainable Fashion Shopper

**Job to Be Done:** *"I want to shop stylish secondhand fashion that align with my values without worrying about fakes or shipping delays."*



## Linda – The Budget-Conscious Mom

**Job to Be Done:** *"I want to find affordable, gently used household items and clothing items that my family can rely on."*



## Raj – The School IT Administrator

**Job to Be Done:** *"I need to equip 500+ students with reliable laptops without breaking the budget—and with some guarantee they'll work."*

# Customer segments



## Sellers

Segment	Traits & Demographics	Behavior	Motivators
 <b>Sustainability-Focused Brands</b>	Mid-to-large companies like Levi's, Patagonia	Operate take-back programs, resale of overstock/returns	ESG reporting, brand trust, circular economy alignment
 <b>Nonprofit Sellers</b>	Goodwill, school tech recyclers, local NGOs	Repair/resell donated goods; fund missions via resale	Social impact, landfill diversion, operational sustainability
 <b>Refurb SMEs (Buyers &amp; Sellers)</b>	Repair shops, tech refurbishers, e-waste businesses	Source, repair, resell used goods; sell via online or local stores	Profit margins, stable sourcing, demand for affordable tech

# Top seller personas



## Carlos – The Enterprise Refurbishment Manager

**Job to Be Done:** *"I need a high-volume resale pipeline for returned goods—one that automates listing, shipping, and certification at scale."*



## Lisa – The Nonprofit Resale Director

**Job to Be Done:** *"I want to resell donated goods faster and reach socially conscious online shoppers without massive tech overhead."*



## Ahmed – The Under-the-Radar Repair Technician

**Job to Be Done:** *"I want a trusted platform where I can list and sell my repaired devices more reliably—without spending all my time learning e-commerce."*



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# Sales Target

**1. By Channel**

**2. By Segment**

**3. By Product  
Families**

**4. By Geography**

# By Channel

<b>Amazon Prime</b>	60%	<ul style="list-style-type: none"><li>• Leverage trusted ecosystem for eligible reused items with fast, free delivery.</li><li>• Highlight sustainability benefits in Prime Day events.</li></ul>
<b>Amazon App</b>	25%	<ul style="list-style-type: none"><li>• Push curated offers, flash deals, and seasonal reused product promotions via push notifications tailored to eco-conscious users.</li></ul>
<b>Amazon Business Accounts</b>	10%	<ul style="list-style-type: none"><li>• Target bulk buyers of refurbished electronics and office supplies.</li><li>• Offer tiered discounts and subscription-based fulfillment.</li></ul>
<b>Others (Alexa, Fire TV)</b>	5%	<ul style="list-style-type: none"><li>• Enable eco-deals via Alexa suggestions and Fire TV banners during Earth Month or sustainability specials.</li></ul>

# By Segment

## Gen Z & Millennials 60%

Focus on social values, affordability, and style—fashion and tech.

Gamify purchases with carbon footprint savings tracked in profile.

## Families (Mid-income) 25%

Promote refurbished home appliances, books, and children's goods with family-friendly bundles.

## Small Businesses 15%

Push certified refurbished electronics and office equipment with fulfillment + returns guarantees.

Create a “reuse procurement hub.”

# By Product Families

<b>Electronics</b>	40%	<ul style="list-style-type: none"><li>● Focus on certified smartphones, laptops, smartwatches, etc.</li><li>● Use influencers and expert reviewers to validate quality.</li></ul>
<b>Fashion (Resale)</b>	25%	<ul style="list-style-type: none"><li>● Highlight seasonal collections, secondhand exclusives, eco-brand partners.</li><li>● Create “curated wardrobes.”</li></ul>
<b>Home Appliances</b>	20%	<ul style="list-style-type: none"><li>● Partner with trusted brands (e.g., Bosch, Samsung) to resell certified goods.</li><li>● Offer extended warranties.</li></ul>
<b>Books &amp; Educational</b>	5%	<ul style="list-style-type: none"><li>● Position as a sustainable learning aid; promote in back-to-school campaigns, partner with schools.</li></ul>

# By Geography

## **North America (U.S., Canada)**

**50%**

Early adopters of Amazon  
Renewed; strong  
eco-consumer base.

Offer exclusive Earth Month  
offers.

## **EU (Germany, UK, France)**

**30%**

Sustainability-driven markets.  
  
Collaborate with local  
refurbishers and launch green  
collection points.

## **Rest of World (India, Brazil, Australia)**

**20%**

India: low-cost mobile resale.  
  
Brazil: electronics & fashion.  
  
Australia: sustainable books &  
education packs.



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# Action Plan

# Global Plan

**Q1 – Pre-launch:**  
Foundation

**Q2 – Launch:**  
Go to Market

**Q3 – Growth:**  
Expand & Retain

**Q4 – Scale:**  
Peak & Optimize

# Q1 – Pre-launch: Foundation

⌚ **Objective:** Establish platform infrastructure, onboard sellers, and prepare logistics and internal teams.

💰 **Budget:** ~\$15M (Platform dev, staffing, logistics setup, onboarding tools).

## 🚀 Key Initiatives:

1. Finalize platform integration.
2. Launch eco-certification and seller onboarding system.
3. Prepare 3 regional FBA reuse QA hubs (US, DE, IN).
4. Sign launch partnerships with 25 brands.
5. Train 150+ internal staff across sales, support, and compliance.

## 📈 KPIs:

1. Platform readiness: 100% by March.
2. 200 certified sellers onboarded.
3. 50,000 SKUs pre-listed.
4. 3 regional QA hubs live.
5. 25 brand partnerships signed.
6. 150 staff trained.

# Q2 - Launch: Go to Market

⌚ **Objective:** Launch Amazon Reuse to the public, drive awareness, and achieve first major sales milestone.

💰 **Budget:** ~\$30M (Marketing, launch incentives, fulfillment readiness).

🚀 **Key Initiatives:**

1. Global launch on Earth Day (April 22).
2. 100+ influencer activations.
3. Prime delivery + app integration for reused items.
4. 3-month zero-commission seller promo.
5. 3-month seller incentive program.
6. “Buy Used, Save the Planet” campaign.

📈 **KPIs:**

1. 3M active users.
2. \$50M GMV.
3. 5,000 new SKUs added.
4. 250M global campaign impressions.

# Q3 – Growth: Expand & Retain

 **Objective:** Grow verticals, deepen engagement, expand internationally, and launch retention tools.

 **Budget:** ~\$20M (Category expansion, international logistics, loyalty programs)

## Key Initiatives:

1. Add 10 new categories (furniture, tools, ...).
2. Expand to Canada and Brazil.
3. Launch gamification (eco badges, carbon points).
4. Launch B2B seller subscription pilot (bulk reuse sales).

## KPIs:

1. 7M active users.
2. \$100M cumulative GMV.
3. 20% repeat purchase rate.
4. 50K users engaging in gamified eco tracking.
5. 500 business sellers in subscription model.

# Q4 – Scale: Peak & Optimize

 **Objective:** Maximize holiday season performance, optimize operations, and prepare Year 2 roadmap.

 **Budget:** ~\$10M (Seasonal campaigns, ops optimization, future expansion)

## Key Initiatives:

1. “Give Better” campaign for Black Friday.
2. Launch holiday eco-bundles.
3. Mobile push notifications and in-app promos.
4. Tune AI engines for pricing, fraud, and recommendations.
5. Visibility of carbon footprint savings at checkout.
6. Conduct end-of-year operational audit.
7. Add France, Australia, and Mexico to roadmap.

## KPIs:

1. \$250M cumulative GMV.
2. 10M total active users.
3. 100K eco-bundles sold.
4. 25% of Q4 orders with sustainability badge.
5. Roadmaps completed for 3 new countries.

# Local Plans: Go-to-market



USA



Germany



India



United Kingdom



# USA

- Launch Focus: Refurbished tech (laptops, smartphones), secondhand books
- Key Partnerships: Dell, HP, Best Buy's refurb program, university bookstores
- Marketing Channels & Campaigns:
  - “Refurb Tech for Every Campus” – back-to-school campaign
  - Amazon Prime homepage banners and Alexa eco-tips
  - Local influencer tours at universities (e.g., UCLA, NYU)
- Localized Strategies & Pilots:
  - Campus ambassador program promoting eco tech
  - Targeted deals in college towns (e.g., refurbished bundles for students)
  - Reuse loyalty rewards for first-time buyers



# Germany

- Launch Focus: Certified home appliances, refurbished electronics
- Key Partnerships: Bosch, Miele, Green Alley (eco startup accelerator)
- Marketing Channels & Campaigns:
  - “Green Living, Smart Buying” campaign on Amazon.de
  - Cross-promotion with sustainable blogs and eco-podcasts
  - Local AR campaigns for appliance demos in Berlin and Hamburg
- Localized Strategies & Pilots:
  - Pilot blockchain-backed product verification for appliances
  - Partner with e-waste programs for source-to-shelf reuse flow
  - Integrate with German sustainability reporting frameworks



# India

- Launch Focus: Refurbished smartphones, school tablets, books
- Key Partnerships: Local refurbishers in Delhi
- Marketing Channels & Campaigns:
  - “Smart Savings, Smart Planet” social media campaign
  - Prime Day India featuring Reuse category
  - WhatsApp Business notifications for reused tech deals
- Localized Strategies & Pilots:
  - Mobile resale pilot in Tier 1 & Tier 2 cities
  - School bundles for public education sector
  - Seller financing programs for local refurbishers



# United Kingdom

- Launch Focus: Secondhand fashion, refurbished electronics, used books
- Key Partnerships: Oxfam, Levi's Secondhand
- Marketing Channels & Campaigns:
  - #ReuseRevolution with top fashion TikTok creators
  - Collaborations with UK eco YouTubers
  - London Tube ads + in-app push during Sustainable Fashion Week
- Localized Strategies & Pilots:
  - Fashion challenges with influencers ("1 outfit, 3 reuses")
  - Local warehouse drop-off points for Reuse-certified returns
  - Expansion of Renewed Electronics store into Amazon UK Reuse

# Thanks!

## Questions?

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