



FCC Environment Reuse Poll 2025

Second-hand surge: Record numbers of Brits buying pre-loved items

Research carried out by **YouGov**

FCC
Environment

Second-hand surge:

Record numbers of Brits buying pre-loved items

83%

83% of all British adults buy second-hand items, with 52% buying something at least every six months, up from 46% in 2022.



Brits love a bargain as almost three quarters buy second-hand items as they view it as being more cost effective.



'Gen-Z' more likely to visit reuse shops and buy second-hand items than older counterparts.



New polling undertaken by YouGov, on behalf of FCC Environment, one of the UK's leading waste management companies, has found that the number of people buying second-hand items has continued to grow over recent years with 83% of respondents buying second-hand items, compared to 75% in 2022.

The poll found that the main reason for people buying second-hand goods was to bag a bargain, as 72% of respondents said it was more 'cost-effective' than buying new.

The research also revealed generational differences between Brits buying habits:

- 45% of 18-to-24-year-old respondents, who live near a reuse shop, visit at least once a month compared to just 6% of over 55s.
- Younger people were more likely to cite sustainability as the main reason for buying second-hand items (46% vs 37%) compared to over 55s.

Despite these differences, overall support for donating and buying second-hand items remained high, with 86% of all respondents stating they donate items to a charity shop of some sort and 58% of respondents who do not have a reuse shop at their local household waste and recycling centre stating they would be more likely to deposit second-hand items if it had a reuse shop.

FCC Environment has reuse shops at 13 household waste recycling centres across Great Britain, with 2,800 tonnes second-hand goods sold each year.

Some FCC Environment operated household waste and recycling centres also include set up 'repair café' events where people can learn how to repair their personal items

and equipment. The YouGov poll found that 45% of all respondents indicated that they would prefer to be shown how to fix an item, with electrical items (60%), furniture (48%) and garden items (35%) being the items people would prefer to fix.

Reuse shops play a huge role in the local communities that FCC Environment serves. It is vital that unwanted goods and items are conserved for reuse by others to ensure we reduce our waste consumption across the UK and build a stronger, circular economy.

Goods and items that are reused or repaired help reduce the financial burden on the consumer, particularly those who have struggled with the increased cost-of-living in recent years. It is extremely encouraging to see that so many young adult respondents would consider depositing or buying second-hand items at a reuse store. FCC Environment will continue to champion our local reuse stores and repair cafes across our operational sites.

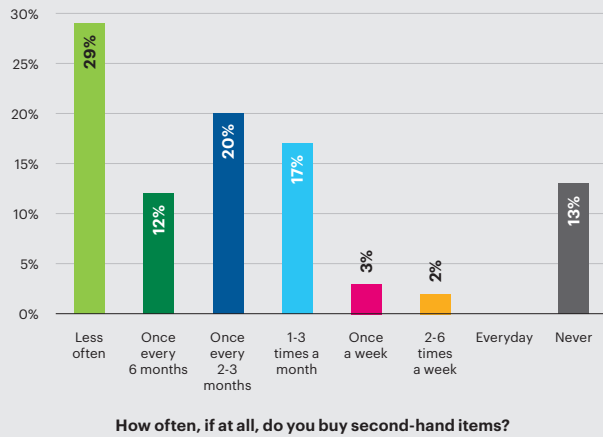
YouGov®

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2073 adults. Fieldwork was undertaken between 4th – 5th September 2025. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

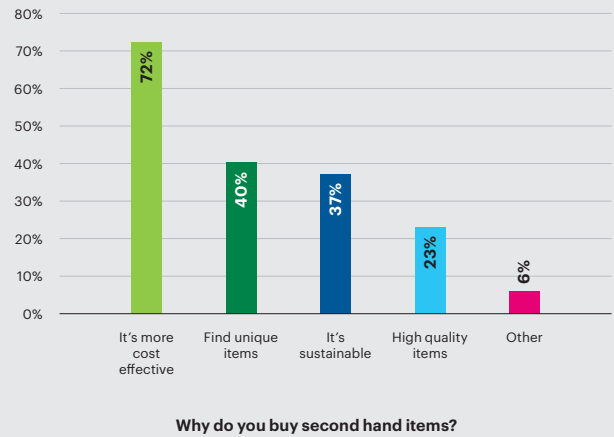
45%

The YouGov poll found that 45% of all respondents indicated that they would prefer to be shown how to fix an item

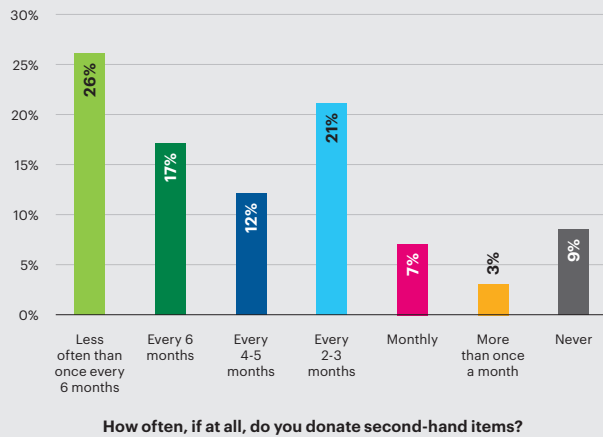
54% of respondents buy second hand items at least once every six months. This is the same as in 2024. Only 46% did so in 2022



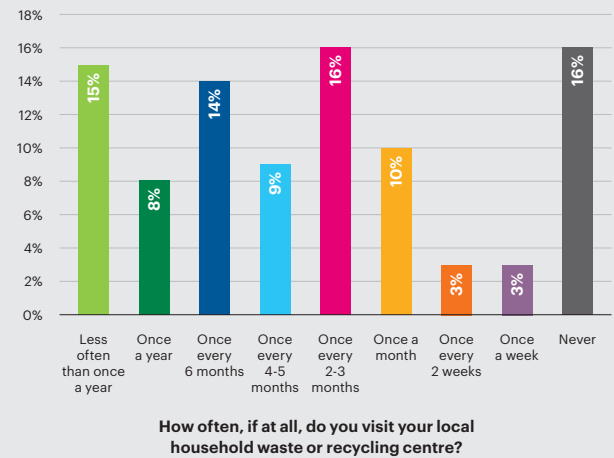
Reasons for those who do buy second-hand items. Cost effective increased 2 points up from 70% in 2024. 37% for sustainability, down from 43% in 2024



86% of respondents donate items to a charity shop of some sort – same as in 2024 – 84% did so in 2022



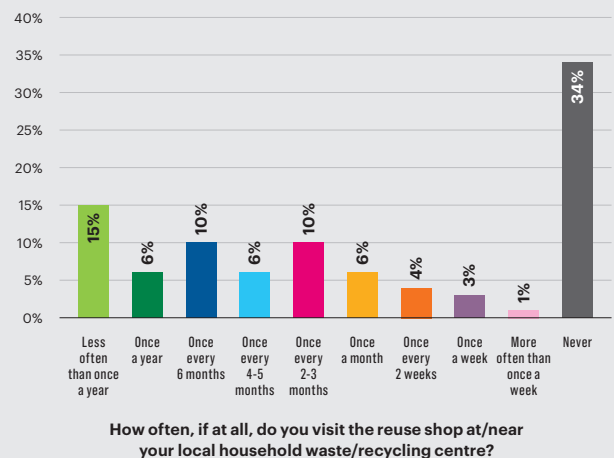
63% of respondents visit their local household waste and recycling centre at least once a year, 62% in 2024 and 58% in 2022



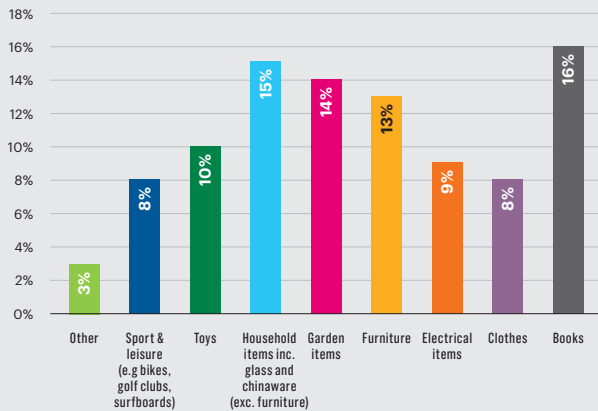
A quarter of people are aware of a reuse shop at their local HWRC. Two fifths are unaware – this is fairly consistently among different demographics



15% of 18-24-year-old respondents visit a reuse store once a week, compared to just 1% for over 55s (10% and 0% respectively in 2024). 40% of people visit their reuse shop at least once every six months. (45% in 2024)

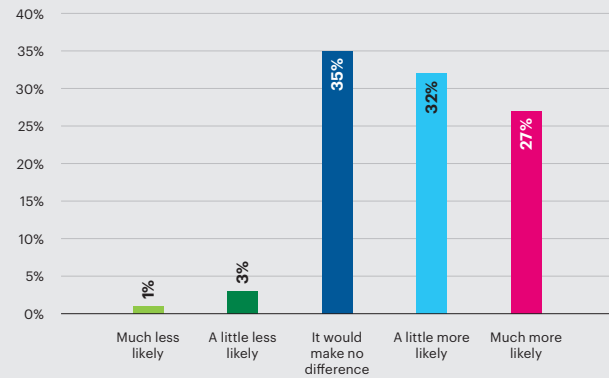


Most popular items bought at a reuse store were books, furniture, garden and household items – consistent across last year. In 2022 clothes were more popular. 18-34 year olds are more likely to buy from a reuse store than older respondents



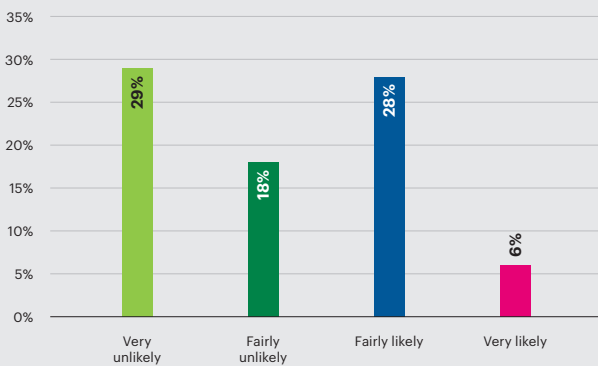
Which of the following items have you ever bought from the reuse shop at/ near your local HWRC?

Of those who don't have a reuse shop: 59% of respondents are more likely to deposit items in a reuse shop if one existed



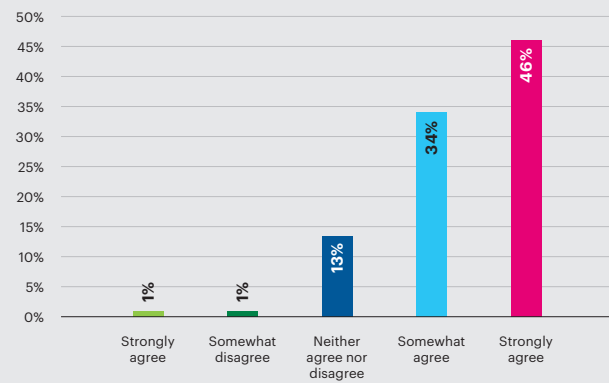
For those who do not have a reuse shop: Knowing that the items you wish to dispose of could potentially be resold in a reuse shop, would this make you more or less likely to deposit items at your local HWRC?

Of those who haven't visited their local HWRC: 34% are likely to purchase something, and 47% are unlikely to



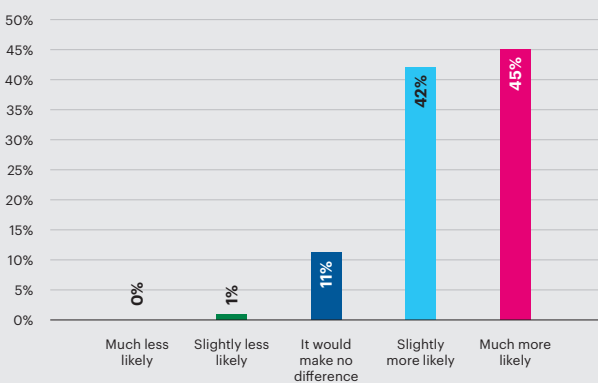
For those who have never visited their local HWRC: If your local HWRC does not have a reuse shop, please imagine that it did. How likely or unlikely would you be to purchase something from a shop like this?

80% agree that their local HWRC should have a charity reuse shop on site (83% in 2024)



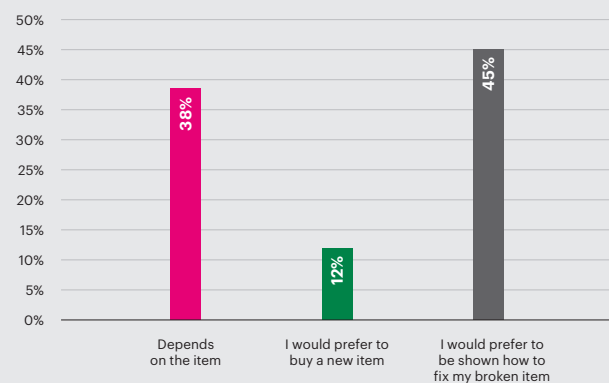
Do you agree that all household waste and recycling centres should have a charity reuse shop onsite/nearby, so that good quality, second-hand items do not go to waste unnecessarily?

People are more likely (87%) to donate items if they knew they would be sold at a charity reuse shop



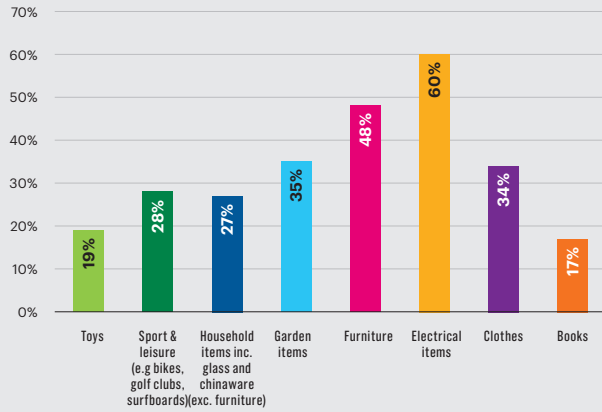
If your used, good-quality items could be sold at a charity reuse shop at/near your HWRC, would this make you more or less likely to take these items to your HWRC?

Most people would like to be shown how to fix broken items



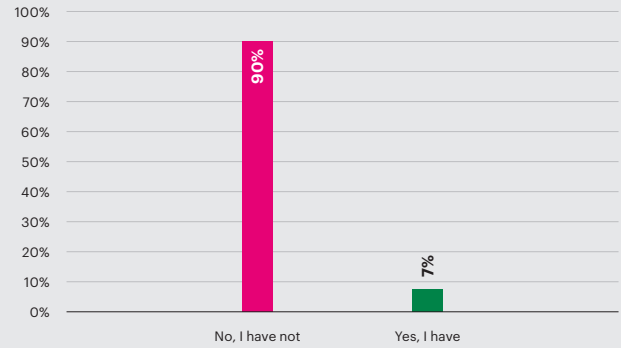
Imagine you had a damaged item such as clothing, furniture, electrical appliance, or bicycle, etc. If you could take this item to be repaired at your local HWRC and be shown how to fix it, would you prefer to do that or buy a new item?

Electrical items (68% – 52% in 2024), furniture (48% – 42% in 2024) and garden items (35% – 30% in 2024) are the most popular items people would like to have repaired or taught to repair



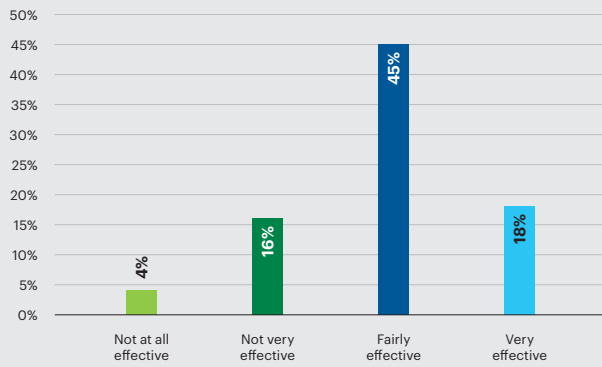
Of those who would answered positively: Which, if any, of the following broken items would you like to be able to have repaired or be taught how to repair yourself?

90% of people haven't visited a repair café (87% in 2024)



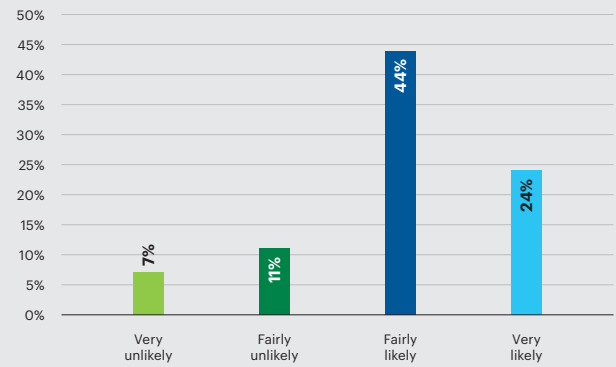
Have you ever visited a repair café to have a broken item fixed?

63% think that prison bike programmes are effective at upskilling prisoners ahead of their release – first time polled these questions



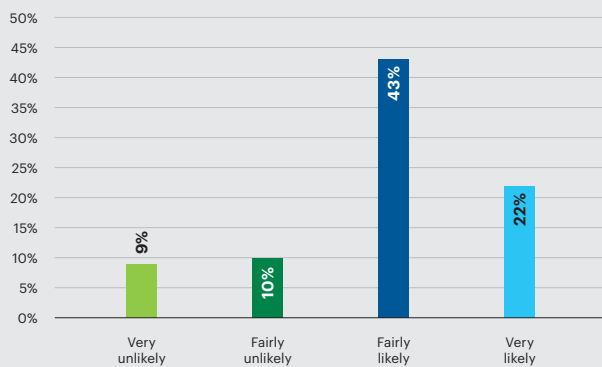
Prison Bike Programmes teach prisoners bike maintenance skills by refurbishing donated bicycles for reuse or sale, stopping them from entering the waste stream. These initiatives aim to reduce reoffending by providing employment-focused training.

68% would support a bike repair initiative if it reduced waste



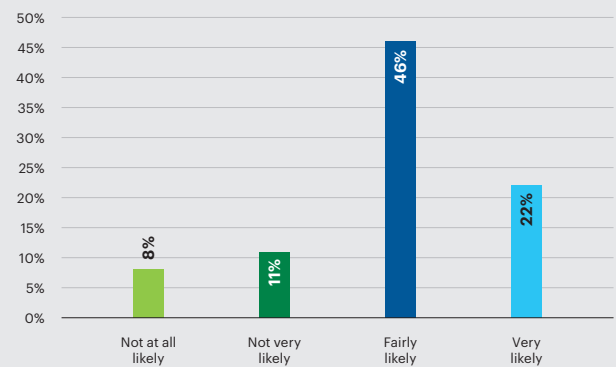
How likely or unlikely would you be to support a bike repair initiative, such as the Prison Bike Programme, if it helped to reduce waste?

65% would be likely to donate their bicycle to a prison repair initiative



How likely or unlikely would you be to use or donate a bike to a repair service run by prisoners?

68% would be likely to buy a bike if they knew it had been refurbished by a prisoner



How likely would you be to purchase a refurbished bicycle if you knew it had been refurbished by a prisoner as part of a skills training program?

About FCC Environment

FCC Environment is one of the UK's leading recycling and waste management companies, providing a range of services, from collecting business and municipal waste to recycling and processing, and the generation of green energy from waste.

Our approach is to minimise the amount of waste that ends up in landfill by transforming it into valuable resources wherever possible, helping local authorities and businesses deal with their waste as efficiently as possible while meeting all statutory and regulatory requirements.

55,000

We employ more than 55,000 people worldwide

4,222

Across the UK, 4,222 people operate a wide range of waste management sites

1.5m

At FCC Environment, we recycle 1.5m tonnes of waste and generate more than 167MW of green energy each year.

Our five core services:





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