

# CIRCULAR ECONOMY REPORT

GUMTREE 2023



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# Gumtree's Mission to a Circular Future

Since launching in 2000, Gumtree has established itself as a local trading platform dedicated to making 'Good Finds' happen.

Over the past 23 years this ambition has remained unchanged. However, in the shadow of turbulent economic downturns and a global environmental emergency, now more than ever before, it is powered by the belief in building a sustainable future, with community at its heart.

Gumtree UK currently has **over 1.9 million listings** at any given time, helping users trade locally by making buying and selling simpler, safer and more enjoyable.

The inaugural **Circular Economy Report** will examine the role of the circular economy within the UK, looking specifically at our attitudes towards it, who is engaging with it and its projected forecasts for the future.

The insights gathered will show that far from just being transactional, the secondhand economy is a place with people at its heart. It is a space in which relationships are established, connections are discovered, purpose is driven forward and long-lasting, positive change is enacted to benefit society financially and environmentally.

So take a read, and discover how you could unearth your next Good Find within the circular economy.



# Kate Hardcastle

**Gumtree has teamed up with consumer champion Kate Hardcastle MBE to provide exclusive advice and insight on how everyone can make the circular economy work for them.**



Known as ‘The Customer Whisperer’, Kate is the UK’s leading ‘go-to’ business expert on consumer insight for media and businesses. Kate has added her unique brand of knowledgeable commentary to thousands of interviews and documentaries for BBC, ITV, Channel 4, Channel 5, Sky News and radio channels BBC 2, BBC 4, BBC 5 Live and commercial stations. She appears as part of international business documentaries for BBC World and CNN and is a writer for Forbes magazine. She is also founder of the newly launched Rock n Roll Business platform.

# The Report at a Glance

The circular economy is becoming ever more intrinsic to the fabric of everyday life throughout the UK, with numerous secondhand transactions occurring every week.

This report will delve into the nature of this evolving economy, lifting the lid on how people are using and saving in the pre-loved market - from daily purchases and secondhand side hustles to creative upcycles. Stories from Gumtree users, tips on starting out and expert advice will give even novice traders the confidence to get involved and unlock their next Good Find.

## Key findings



The estimated value of Britain's circular economy is **£10 billion**

**21%**

A fifth of Brits estimate that by selling their unwanted items they could make up to **£500**

**32%**

A third of Brits use the secondhand marketplace to find unique items

**49%**

And that figure is set to grow: almost half of Brits plan to purchase more secondhand items in the future

**56**

Brits are housing **56** unwanted items on average per household

**45%**

Close to half of the nation believe that engaging within the circular economy is an easy way to be more sustainable



Birmingham & Bristol residents are leading the way in secondhand trading

**Gen Z**

Gen Z are set to make the biggest savings from secondhand shopping, saving **£177 - 38%** more than the national average

# What is the Circular Economy?

The circular economy is a way of rethinking how we purchase, how we use and how we dispose of our possessions, for the benefit of society, the economy and the environment.

Put simply, the circular economy is designed to remove waste from the equation and in its place keep products and materials going for as long as possible.

The UK alone generates **26 million tonnes of waste each year\***, and with the increasingly urgent need to take action to protect the environment, Gumtree is on a mission to challenge this traditional linear model of consumption and encourage us all to embrace more considered notions of consumerism. This ranges from the simple acts of swapping, repairing and upcycling, to fully embracing the circular economy through the buying, selling and trading of pre-loved items.



**Every item has another use, another life and another story to tell - this report will show how your current ownership isn't the final chapter.**

\*York Recycling Services, Waste Production in the UK

# Chapter 1: A Focus on Our Finances

The financial strain created by the cost of living crisis means now, more than ever, we're taking extra care to keep a close eye on our cash.

## Who is feeling under significant financial pressure this year?

**59%** of millennials

**57%** of women

**54%** of parents

The current landscape of economic uncertainty and a potential looming recession has left more than half of adults (54%) concerned about how they will pay their bills, while a further 49% admit they would struggle financially if an unexpected expense arose. Additionally, the majority (54%) agree that they feel economic hardship even more acutely at the start of the year.



\*Source: Data conducted by OnePoll on behalf of Gumtree between 12th – 14th March 2022, polling 2,000 adults aged 18+ across the UK.

**Yet in the face of this austere landscape, a sense of entrepreneurship rises and it's here we see the financial potential of the circular economy.**

Nearly two in three (59%) are looking at ways to make money beyond their day job. And, with more than a quarter believing that the circular commerce model offers the opportunity to pay for additional living expenses, it's clear that 2023 could be the year of the sustainable, secondhand side hustle.

“

*As the financial strain takes hold one in 10 would repair a possession in order to sell it on*

”



**Credit:**  
@cyclingupwards

Kate says...

“The drive behind our increased involvement in the secondhand economy may well come from the pressure on our pocket - yet the additional benefits are big - for the community, environment and our future. The ultimate side hustle can start with a clear out at home, so start looking at how you can make the most use out of the stuff you've got stored away.”

# Chapter 2: State of the Secondhand Nation

## The face of circular trading in 2023

**56**

The average number of unwanted or unused items per household in the UK

**£186**

How much it's estimated each person could make from selling their unwanted items

**£10 billion**

the total value of items which could enter the national secondhand economy

**51%**

the amount of people who plan to purchase secondhand items to save money

**Apparel\***

The most common category to be bought and sold secondhand

\*Apparel includes clothes, shoes and accessories

## Circular motivations

In the face of ongoing financial pressures, the cost of living crisis and environmental uncertainty, it's clear that circular trading is not only set to surge in the coming years - but is essential for helping to provide security for future generations.

The primary motivation behind the pre-loved movement is certainly financial, with one in two adults (51%) planning to purchase more secondhand items in the future to save money.

Other incentives include ambitions of sustainability, a sense of achievement and the opportunity to source items which are truly unique.

## Why choose secondhand?

Even amongst the Instagram generation (those aged 16 - 34) more than half (52%) agree that secondhand shopping allows them to find items which are 'unique'.



Kate says...

"It is staggering that the average number of unused/unwanted items per household amounts to 56 - just think of the space that takes up. With an estimated £10 billion worth of goods which have the potential to enter the secondhand economy, selling them can be a win-win, as not only can you generate some extra income but also free up valuable space in your home."

# Chapter 3: Communities Coming Together

## Keeping it local

Secondhand sales occur each day in the UK, from clothes in Cornwall to armchairs in Aberdeen. But, one core element is so often key to these transactions: community.

**Insights show that, despite our global footprint, the power of local neighbourhoods cannot be overlooked.**

More than a third (38%) of Brits are members of local neighbourhood groups, either digitally or in person, that regularly post unwanted items to sell or give away. Among these groups, younger generations (16-34 years) are most likely to be involved, as they keenly believe such organisations allow them to feel more connected to their community. While almost half (45%) of those based in Birmingham and Bristol are members of such groups, the highest proportion across the UK.

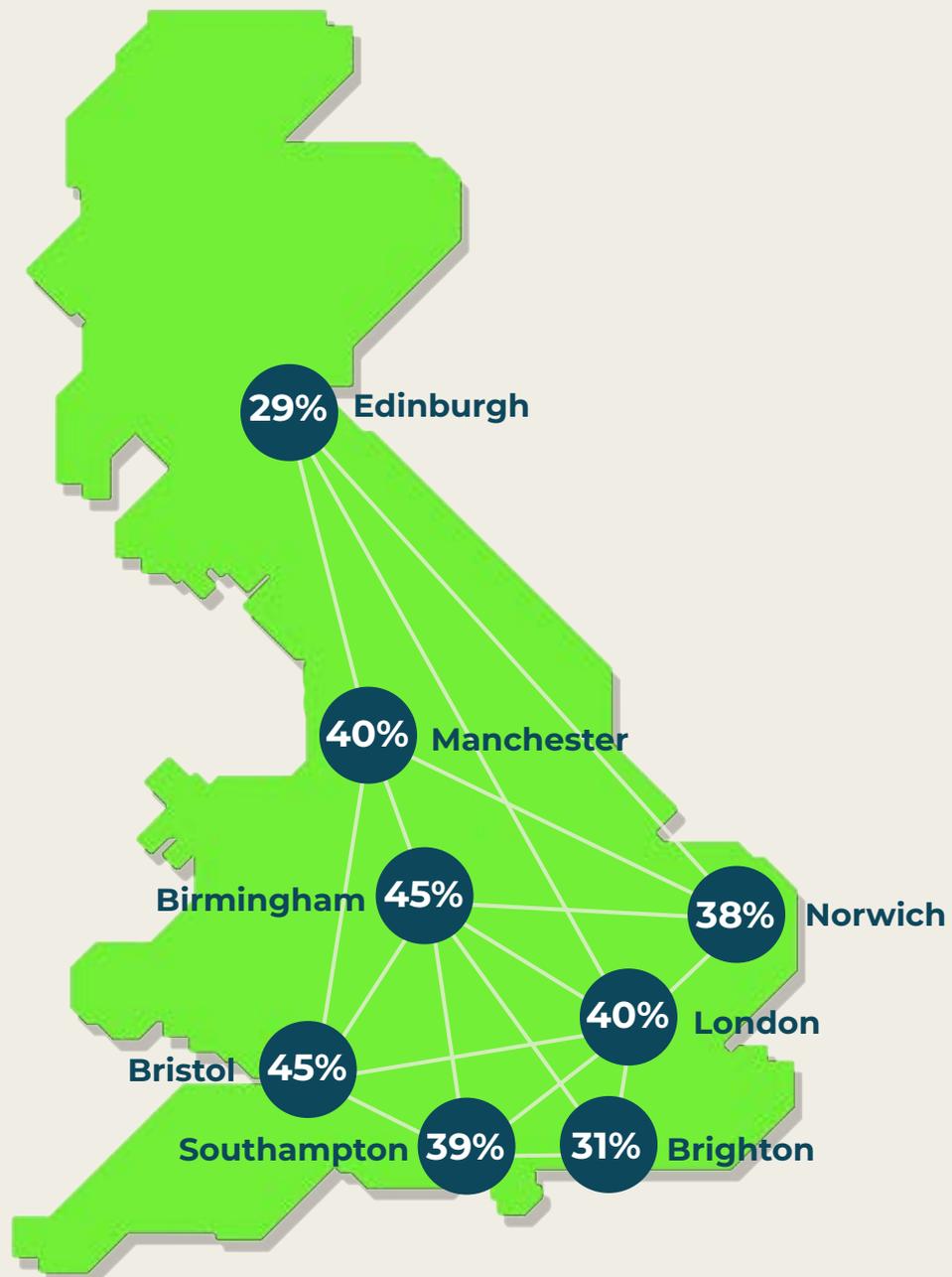
Kate says...

“Community sharing is community caring and giving back will always benefit the community you call home. If you can afford to make a difference by giving an item to the community, I promise you the knock on effect will last for years and help to contribute to a strong neighbourly support network. I will never forget the kindness of my community when we needed items for our first baby, a kindness I have since passed on as soon as I was in a position to do so.”



In addition to creating a collective community spirit, local trading groups have been identified as being convenient, with easy pick up and deliveries (37%), and more sustainable due to the absence of sizeable delivery costs (28%).

### A map of community trading group hotspots across the UK

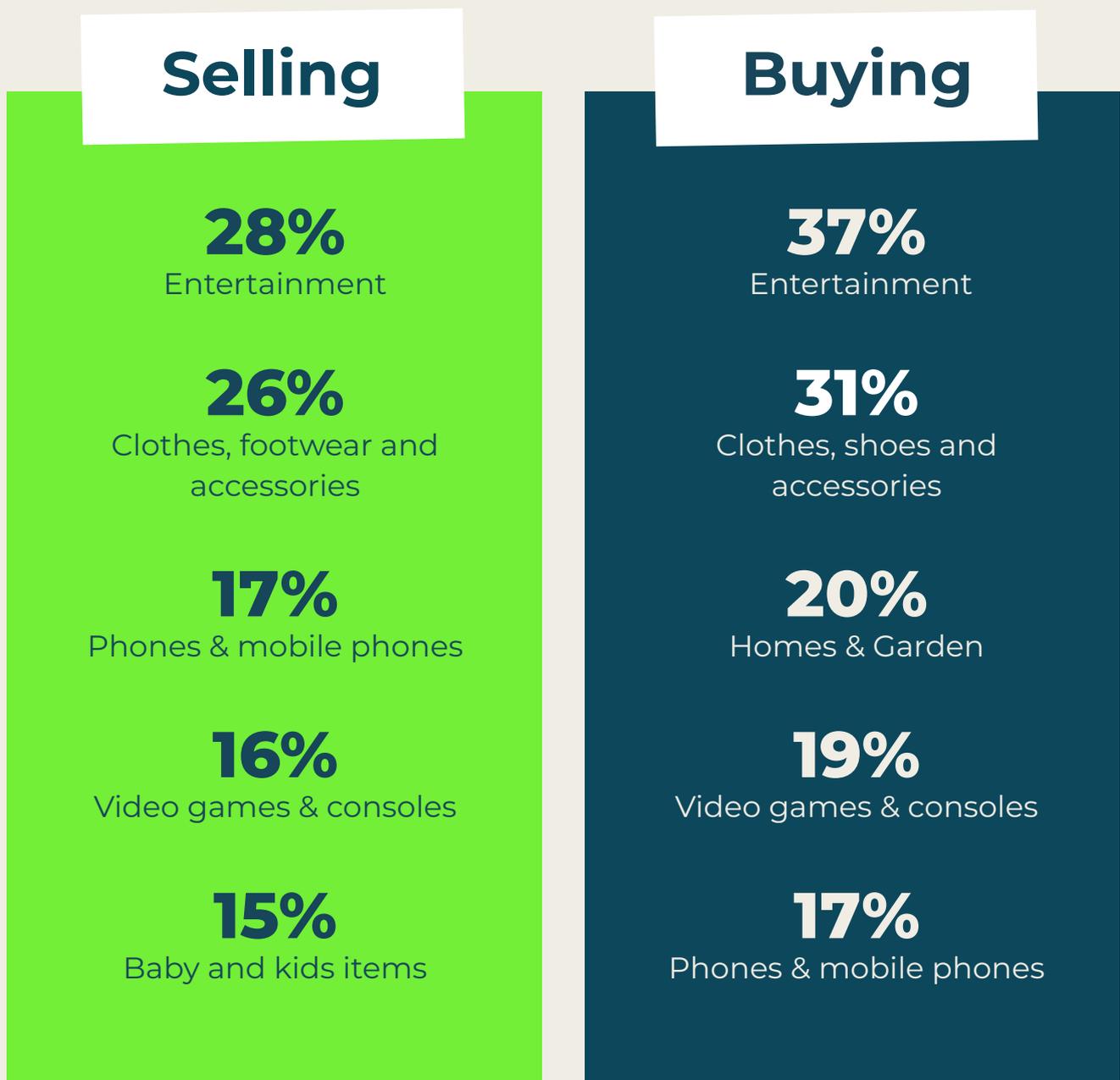


One in seven adults have given items away to others for free because they are part of a community that does this.

**On Gumtree alone, 44% of users have used the platform to give items to others for no cost as they want to support their local community.**

# Chapter 4: Buying and Selling in the Secondhand Economy

According to Brits who bought and sold items within the circular economy in the past 12 months, the most popular trading categories were:



## Sellers' savings

On average secondhand sellers estimate they'll make an average of £186 each. For those planning to tap into the pre-loved market, insights show it's worth investigating the dormant tech dominating the cupboards. Mobile phones (25%), video games and consoles (15%) and cameras (14%) are among the most popular items Brits are planning to sell. And with the average working iPhone 11 going for £300, and a good condition Samsung Galaxy s20 fetching £226, there's decent dosh to be made from devices.

## Buyers' bonus

Those purchasing secondhand items estimate they'll save £128, this figure rises to £177 for Gen Z, the generation expected to make the biggest saving from secondhand shopping.



## Gumtree Top Tip

**Got it guaranteed? Shout about it!** One in 14 of us plan to purchase secondhand appliances within the next year, meaning guarantees and warranties have never been so valuable. If you are selling a pre-loved item which has its warranty intact, let your buyer know, as it could help you shift the item faster and for more money. Win win!

Kate says...

"A better sales technique means a better return; so the more effort you put in, the more cash you'll get out. My advice for getting the most out of the secondhand market is to treat it as a serious side hustle and really go for it.

When selling, position the item less about being 'unwanted' and more that it has served its purpose with you well and is now ready for someone else. Make the benefits of the item clear; demonstrate how it will help the buyer, how buying it from you will save them time, make clear the financial 'saving' they're making by buying it from you secondhand, and take your time to show you're a reputable seller."

# Chapter 5: Greener Growth

89% of Brits plan to be more sustainable in 2023, with nearly a fifth turning to recommerce sites such as Gumtree to achieve this.

Brits may be boosting their financial wellbeing through the circular economy, but they've also got another, key motivation: the future wellbeing of the planet.

## What makes a considered consumer in 2023?

**75%**

consider how many times they will use the second-hand items they purchase



**49%**

plan to purchase more secondhand items in future, in order to save them from going to landfill



**64%**

support trends that encourage people to buy less and share more



**37%**

shop locally where possible



**25%**

purchase from small, independent brands rather than big retailers



## Sustainability & Consumption

As the UK falls critically behind its environment goals, wallets are increasingly used as a weapon for change. Consumers are applying their buying powers to challenge the traditional models of consumption, taking a more considered approach to their expenditure by choosing items from smaller, independent and local retailers as well as each other.

It's clear that as we progress further into the year, positive shopping habits will become even more purposeful. In 2023 adults across the UK plan to shop locally where possible (37%), use recommerce sites more often (17%), purchase from independent brands (25%), commit to less deliveries (17%) and, ultimately, buy and consume less (42%).





**Gumtree enables environmentally conscious Brits to reduce their carbon-footprint by channelling their pre-loved items into the circular economy rather than landfill. It's therefore no surprise that three in 10 Gumtree users use the platform in order to be more sustainable.**

This shift towards increased future sustainability is unequivocally being led by women. Compared to their male counterparts, females are more likely to shop locally (47% vs 39%), get involved in waste-reducing initiatives (11% vs 6%) and strive towards consuming less (48% vs 36%).

## What is driving this sustainability?

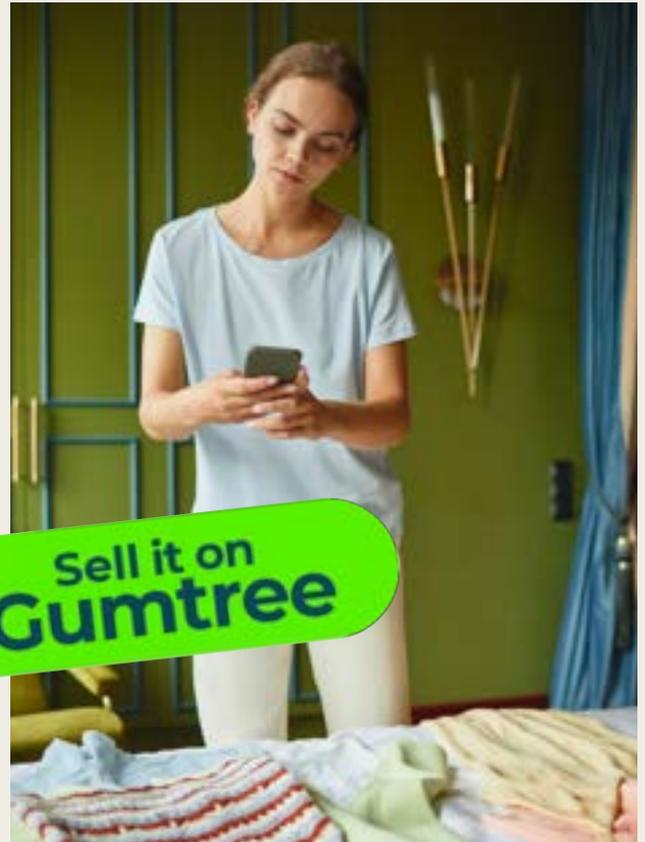
As the sense of responsibility to protect the planet for future generations grows, it's no surprise that our environmental-mindedness is driven first and foremost by our children and other family members (29%).

Other motivations include social media influencers (15%), the Government (13%) and trading platforms such as Gumtree (11%).

# 18%

**The number of millennials inspired to be more sustainable by resale sites such as Gumtree.**

In a society facing an uncertain environmental future, the power of the purse and how we as consumers choose to spend our money, will likely become an ever greater force in the mission to protect the future of our planet.



**Kate says...**

*"The intensity of the warnings over our planet's health can feel overwhelming - and it can be hard to know how best to help. However, there are many baby steps we can all take that don't require loads of time, but collectively can make a much needed, impactful difference.*

*In the UK we send over 14m tonnes of waste to landfill each year, so I find one of the easiest ways to do my bit is by extending the life cycle of products by selling them on instead of just throwing them away. As more people adopt the pre-loved movement I'm excited to see the greater balance it will generate in what we buy - and how this can help us get closer to our environmental goals."*

# Chapter 6: Make Do and Mend

Breathing new life into items isn't just happening when they're claimed by new owners; three quarters (74%) of Brits are likely to consider repairing and reusing things they already own, to give them a longer life cycle.

Kate says...

"Don't just make do and mend - make do and make better. I've had a love of design for over 20 years and have been to interiors shows all around the world. Yet I haven't always had the budget to recreate what I've seen, so if I wanted something, I had to update furniture I already owned.

I love my local haberdashery, and feel confident with my stapler and glue gun - nothing has been a massive project, but by recycling my existing furniture and updating a room, it has given my house - and often me - a new lease of life without spending a fortune. It's brilliant to see that more and more of the UK public feel exactly the same and with so many video tutorials and guides online - there is much less guess work than when I started, so I'd encourage everyone to get their DIY kits out and have a go."

## The Makeup of Menders

### Baby Boomers

The generation leading the charge when it comes to prioritising repair over replacement are those aged 55 - 73, while Gen Z are the least likely to get behind the trend.

### Women

Women are more likely to repair an object rather than throw it away (77% vs 71%) compared to men.

### Parents

More than three quarters (76%) of parents agree they're likely to repair an item, compared to seven in 10 (70%) non parents.

# Recycling vs upcycling

## Recycling

dismantling an item to reuse its raw material components.

## Upcycling

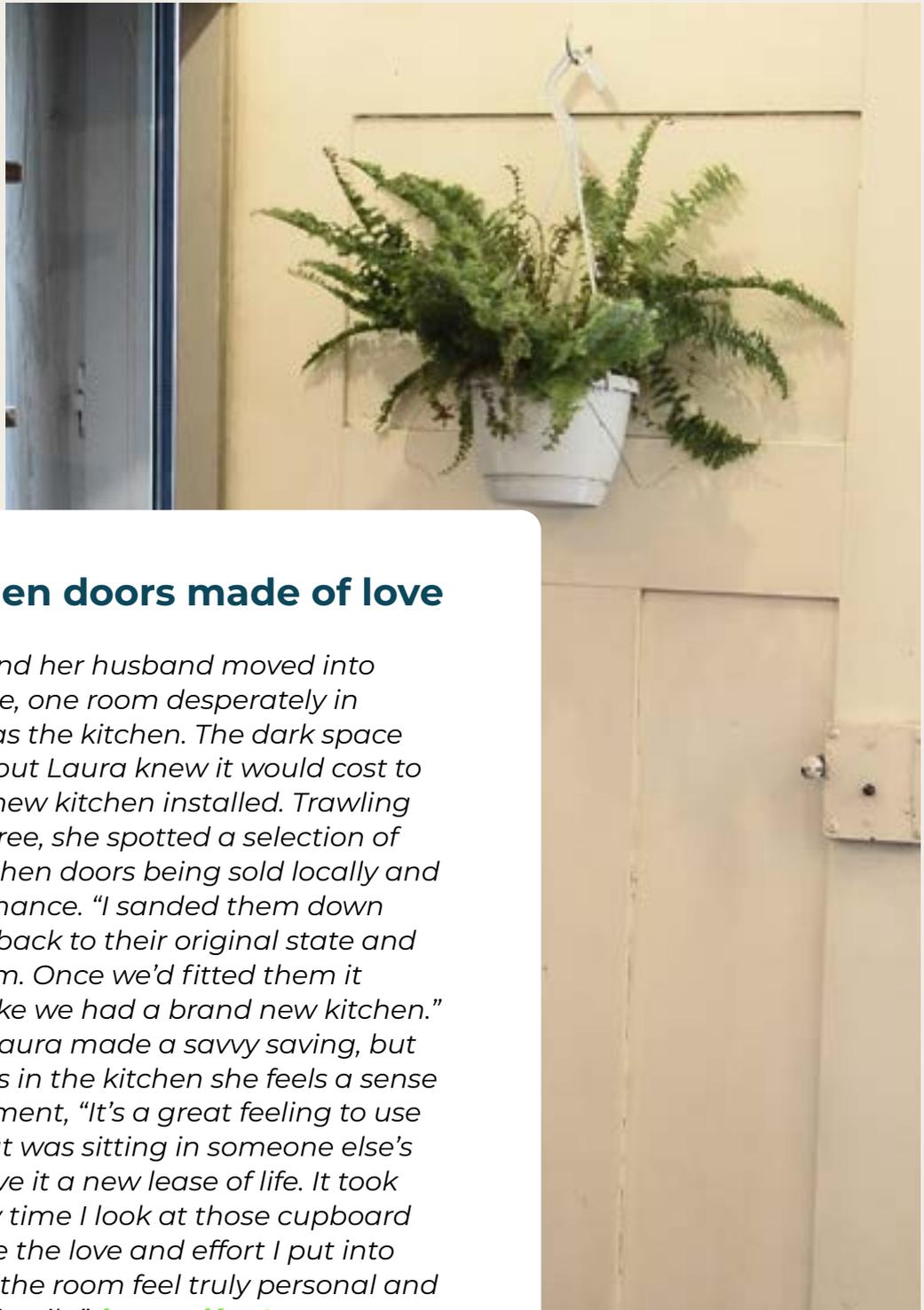
giving an “old” item a second life by increasing its value and/ or function by repairing, restyling or modifying it, and turning it into something “new”.



Over half of adults (56%) have upcycled an item to give it a new lease of life. Chests of drawers (14%), clothes (13%), mirrors (11%), bedside tables (10%) and chairs (10%) are the most common items to transform.

Currently on Gumtree there are more than a thousand ‘upcycled’ items listed for sale. With some of these selling for more than £400, and 58% of Brits looking at ways beyond work to make some cash, the world of repairing and upcycling has the potential to be a lucrative one.

# Gumtree seller spotlight



“

## Kitchen doors made of love

*When Laura and her husband moved into their new home, one room desperately in need of TLC was the kitchen. The dark space had potential but Laura knew it would cost to have a brand new kitchen installed. Trawling through Gumtree, she spotted a selection of solid wood kitchen doors being sold locally and grabbed her chance. “I sanded them down to bring them back to their original state and re-stained them. Once we’d fitted them it suddenly felt like we had a brand new kitchen.” Not only had Laura made a savvy saving, but each time she’s in the kitchen she feels a sense of accomplishment, “It’s a great feeling to use something that was sitting in someone else’s garage and give it a new lease of life. It took time, but every time I look at those cupboard doors now I see the love and effort I put into them, making the room feel truly personal and special to our family.”* **Laura, Kent**

”

# Chapter 7: Freebie Finds

In 2022, Gumtree estimated the value of the **freebie economy** in the UK at **£3.69bn** - a figure projected to rise in the coming years.

## The hustle's no hassle

The freebie sector of the secondhand economy brings to the forefront the poignant aspect of circularity most clearly. When asked, Brits' top three reasons for giving items away for free were:

The importance of giving back **33%**

The benefit to the environment **33%**

Giving an item away to someone more in need **55%**



\*Source: Data conducted by OnePoll on behalf of Gumtree between 12th – 14th March 2022, polling 2,000 adults aged 18+ across the UK.

## Older generations are trailblazers within the freebie movement

68% of over 74's have given items away for free because they no longer needed them, compared to only 45% of Gen Z's.

Those taking to Gumtree to participate in the freebie movement evidently have community in mind. Nearly half (47%) of those who give away items do so because it helps them feel good that they've supported someone locally, while two in five (44%) want to support their local community.

### **Meanwhile, 50% of donors get involved to be more sustainable.**

On the flipside, those hunting down freebie finds feel it's easy for them to find what they need (34%), there's a sense of reward (35%) and it's more sustainable (48%).

As a way to get the whole family involved, Kate says "We all know that there are few experiences more satisfying than getting something for free, but actually the same can be said for giving."

Encouraging kids to give their toys to someone who needs it more than them can make the separation easier and free up space in their rooms.

It's actually a lovely way to spend the afternoon and allows you to teach kids that giving to others is a wonderful thing – win win!



#### **Kate's tips for feel good giveaways:**

- **I always love to spruce it up, give it a good clean or even repair**
- **We dressed dolls that have had to endure a very 'cold' stay in the toy box so they have a new outfit for their next home**
- **While cleaning up an item or replacing batteries, enjoy reminiscing about the time that particular toy was popular in your house and the adventures it might go on to have**

# Chapter 8: A Snapshot of Circularity From Big to Small Life Moments

## Renovations

Despite financial uncertainties, home improvements show no sign of slowing down with bedrooms (25%), living rooms (24%) and bathrooms (18%) all set for interior upgrades in 2023.



Gumtree predicts the ‘pre-loved makeover’ is only set to increase in popularity - a theory supported by the fact that 42% of adults would consider sourcing items to decorate and furnish a new home from preloved trading platforms.

This flourishing movement for secondhand renovations also means there has been a shift in the types of interior goods available.

**While simple decorative furnishings once dominated the sector, bigger ticket pieces such as sofas, dining tables and even white goods appliances are now increasingly popular within the circular economy.**

## Number of big ticket items listed on Gumtree\* in 2022



**3,372**  
wardrobes

**3,846**  
doors

**4,729**  
dining tables

**5,107**  
fridge freezers

### Frugal furnishings

Those turning to Gumtree when renovating - just over a fifth of adults - estimate they save an average of £239. That's around 23% of the total average sum people plan to spend on renovations. This rises to a saving of up to £400 for one in 11 people.

The most frugal furnishers are Gen Z's who are most likely to use a platform such as Gumtree when it comes to home improvements (53% vs 26% over 74's)

\*as of February 2023

## Weddings

As the costs of nuptials continue to escalate, more than a third of adults (34%) would now consider using platforms such as Gumtree to source or sell wedding items - giving a whole new meaning to “something old” and “something borrowed”.



Accessories (39%), decorations (34%), wedding dresses (13%) and bridesmaids dresses (12%) are the wedding items brides-and-grooms-to-be would be most likely to purchase from Gumtree.

**Overall, Brits are saving or making back over £200 each by using Gumtree to source and sell wedding goods. With 60,000 weddings expected to happen this summer\*, this could amount to a total saving of £12m nationwide.**

\*hitched.co.uk, 2023

## New families

The average cost of new parent essentials currently totals nearly £3,450 - it's therefore little wonder that growing numbers of families are seeking out secondhand baby items.

In fact, on average, parents now source more than a quarter of newborn essentials from pre-loved sources. For one in eight (13%), this figure increases to half of their baby items.

Further down the line, many parents are selling on the items they no longer need, helping to reduce landfill waste while getting back a portion of their initial expenditure. **Parents make an average £226 selling pieces no longer needed. And it seems dads are driving a harder bargain: they're taking home £352 in sales on average, compared to an average of £220 made by mums.**



## Items parents are most likely to sell once no longer needed:

**32%**

**Clothing**

**30%**

**Toys**

**27%**

**Pram**

**23%**

**Car Seat**

**21%**

**Crib/cot**

## Hobbies

The diversity of categories available across Gumtree and other trading platforms demonstrates that buyers and sellers are increasingly finding ways to integrate their passions and interests into the world of circular trading.

However, insights show that the circular economy isn't just for those with an established hobby, but also a destination for those looking to take up a pastime. More than two in five Brits (46%) are more likely to source items or equipment from a secondhand source instead of buying new when taking up a new leisure pursuit - rising to 60% amongst Gen Z's.



Kate  
says...

“It’s a soul-destroying feeling to see the ‘medals of hobbies failed or past’. Who wants a daily reminder of the time you were going to take roller-skating back up or the gym equipment that never witnessed a bead of sweat?”

Two major lessons I have learned in life:

- If you or the family want to start a new hobby don't buy anything new - there are plenty of people in town who have not succeeded with the very same hobby and have a host of equipment which you can use
- Secondly, if you decide it is not for you - certainly don't hang on to the equipment as a reminder. Sell on what you don't need to make room for the next stage of life.”

# Chapter 9: The Value of a Generation

The importance of challenging the current linear model of consumption towards a circular one is commonplace across the generations. But they get involved in different ways.

Millennials are by far the most likely to use the pre-loved movement to create local trading hubs: 50% of this generation are members of local trading groups. And a whopping 70% have turned to resale platforms such as Gumtree when it comes to furnishing and decorating their homes.

Meanwhile, Baby Boomers are mastering the circular economy by giving away items they no longer need for free (65%) and pledging to buy and consume less (48%). Additionally, when it comes to repairs, Baby Boomers are leading the way with 71% willing to extend the life of their possessions with repairs.

## The Benefits of the Circular Economy

Giving items a second life

**47% Millennials**      **68% Baby Boomers**

Saving items from landfill

**39% Millennials**      **61% Baby Boomers**

Paying for additional living expenses

**28% Millennials**      **24% Baby Boomers**

Making an investment through the purchase

**30% Millennials**      **19% Baby Boomers**

Kate says...

“Generationally we all have our part to play in the circular economy and certainly it’s reassuring to see that this ties in with the different life stages. But I’d really encourage Millennials to tap into their savvy, business sides and use the secondhand economy to their advantage in making some extra cash. Not only does it make good financial sense but will help pave the way for future trading which is going to be vital for our future economic and environmental landscape.”

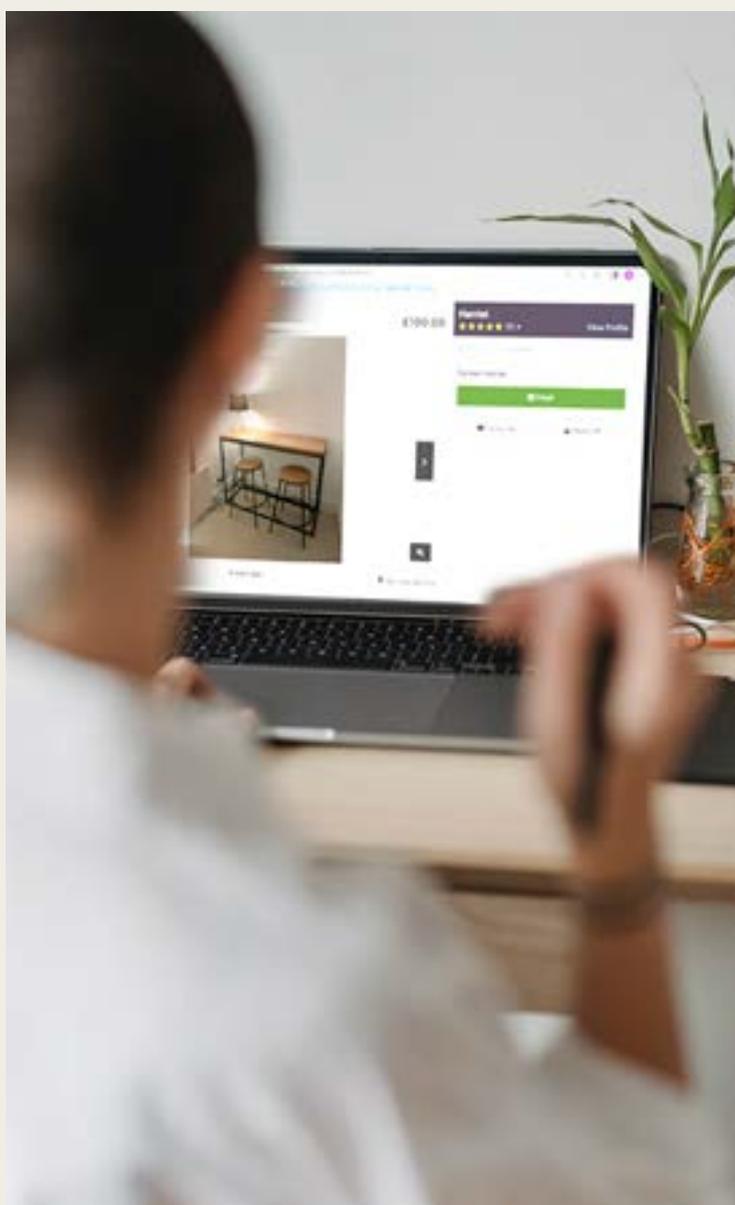
# Chapter 10: Making the Most Of Circularity

As Brits' appetite for more sustainable consumption grows, there's never been a better time to join the pre-loved movement.

Here are some easy tips on making the most out of the circular economy:

## Take pride in your listing

Thousands of items are listed on Gumtree each week, so make sure yours stands out. Photos should be light, bright and clear without any surrounding clutter. And when it comes to your description, go into detail and think about what your buyer might be looking for. Instead of just “bedside table” expand on this to give a sense of the item: “Compact cream bedside table, in good condition and ideal for a small space.”





## Most Wanted

Gumtree's "popular searches" page shows the items and services most in demand. So keep an eye on what people are searching for as you may just have it stashed away in your loft, garage or spare bedroom.



## Conscious Consumerism

When you buy a new or preloved item, think about its next life. Protect the item and save all the original packaging, instructions and receipt. This will add a huge value when you come to sell it on.



## Trust and Safety

Always put your safety first when trading. Do your research, never disclose personal information, meet in person before exchanging payments and, if you can't use cash, make sure you opt for safe payment methods such as PayPal. Ultimately, trust your gut. If something seems off, don't be afraid to walk away. The Gumtree website is full of safety tips and it's always worth taking a look before you get going.



## Join the Community

Whether you've made a sale or got your hands on that thing you've been looking for, don't just leave it there. The secondhand market is all about connections so don't be afraid to strike up a conversation. You may find someone on the hunt for another good find that you own but haven't got round to listing yet. The preloved world can be so much more than just the transaction, so make the most of it.

## Track what's Popular

Kate says her top trick is tracking tools, "there are lots of tools available online that allow you to understand when you can get the peak price for something. We're unlikely to be up to date with every bit of trending fashion, furniture and nostalgia that is having a 'moment' - but using a tracking tool can be a great prompt to get the most cash out of your attic full of stuff. And if you have a bit of a reluctant seller in the house who needs encouragement to get involved in the circular economy, showing them what price they could be getting for their items is always a massive incentive."

# The Future of Circularity

As we look to the future, it's evident that the growth potential for the circular economy is both vast and vital.

As the UK struggles to meet its 2030 environmental goals and economic instability intensifies, there has never been a greater need to understand and tap into this potential; exploring the positive possibilities the pre-loved market can open up.

**The circular economy is so much more than just transactional: it is a marketplace of potential - for individuals, communities and the planet.**

A place where sustainability ambitions are recognised, local communities can come together for good and entrepreneurial side hustles are accomplished.

Put simply, making extra cash with the bonus of helping to create a greener future, that's the buzz of a Good Find feeling. So next time you don't need something, instead of sending it to landfill why not put it back into the circular economy for its next life cycle?

For more details about **Gumtree** and how you can get involved on the platform visit <https://www.gumtree.com>

Research conducted for Gumtree UK by Censuswide in the UK between 16th January 2023 and 23rd January 2023 of 5,000 nationally representative consumers aged 16+. Censuswide abides by and employs members of the Market Research Society which is based on the ESOMAR principles.

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