

SHEIN

2025

CIRCULARITY

THAT FITS

REAL LIFE

2025 Global Circularity Study

INTRODUCTION: CIRCULAR FASHION THAT IS GROUNDED IN CONSUMER REALITY

Since 2023, SHEIN has conducted an annual Circularity Study to understand our customers' habits, motivations, and preferences regarding participation in circular activities. The study explores the following premise: the adoption of circular practices is more likely when everyday consumers find them easy, convenient, and relatable. Our study aims to provide a data-backed view of how SHEIN customers around the world buy, use, and manage clothing across the product lifecycle, from purchasing decisions through use to end-of-life disposal.

In 2023 and 2024, SHEIN's Circularity Study surveyed over 3,500 SHEIN customers across six countries each year. In 2025, the study was significantly expanded to include insights from more than 15,000 SHEIN customers across 21 markets: Australia, Brazil, Canada, Denmark, Finland, France, Germany, Ireland, Italy, Japan, Mexico, the Netherlands, Poland, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, the United Kingdom and the United States. This expanded survey provides a broader perspective on behaviours across SHEIN's global customer base and enables comparison across geographies as well as economic and cultural contexts.

What circularity looks like in everyday life

The findings from the 2025 Circularity Study offer a different perspective from media commentary and policy discussions that often link affordable fashion with overconsumption and disregard for sustainability goals, including reducing waste, reusing clothing to extend garment lifespans, and recycling clothing as part of responsible end-of-life management. **Instead, the findings show a more nuanced reality for SHEIN customers.** Purchasing decisions are driven by practical considerations such as affordability, fit, and relevance to lifestyle and everyday needs, rather than by trends. Reported consumption levels are moderate, compared to benchmarks of national averages reported in certain markets, and clothing across multiple wardrobe categories is worn repeatedly before being passed on to friends and family or donated. Where participation in circular practices remains limited, the constraints reflect practical considerations – such as a lack of skills, infrastructure, and knowledge – rather than a lack of intent.

These suggest that progress on circularity depends less on changing consumer attitudes and more on designing systems that align with how people already shop, use, and dispose of their clothes. The sections that follow explore what this means in practice, from purchasing to garment use and end-of-life disposal decisions, behaviours, and preferences.



WHAT SHAPES SHEIN CUSTOMERS' PURCHASING DECISIONS?

SHEIN's mission is to make the beauty of fashion accessible to all, and insights from the Circularity Study help inform how we continue to deliver on that commitment. The demographic profile of our survey respondents offers meaningful perspective on the needs of our broader audience. Among those who participated, 60.5% are employed or self-employed while 18.1% are students; 25.6% report earning the national median income and above. For many of these consumers, affordability is an important and practical consideration. These findings underscore our commitment to offering accessible fashion that enables people from all backgrounds to express their personal style in ways that align with their everyday lives.

Purchasing decisions are anchored in value, fit, and lifestyle relevance, not trends

Within this context, purchasing decisions indicate a clear and logical pattern in purchasing considerations, with affordability as the foremost consideration, followed by size fit as well as relevance to personal style, lifestyle, or need, and only then by other considerations.

Affordability is the leading consideration in the decision set. Finding the best price is the top purchasing consideration, with 71.6% reporting that they always consider it and a further 19.2% reporting that they often do so. These responses suggest that affordability plays a key role in determining whether respondents consider purchasing a product. The strong emphasis

on affordability when buying clothing is consistent with findings from other consumer studies, such as those from PwC¹, KPMG² and YouGov Surveys³.

Once affordability is met, consumers consider whether a garment fits them in practical and personal terms.

Functional fit is a key decision driver. Availability of sizes that fit is always or often considered by 89.0% of respondents. Closely intertwined with this is identity and lifestyle fit. 84.3% consider how well an item reflects their personal style or self-expression, while 83.4% consider how well it fits their current lifestyle or changing needs. Together, these factors seem to indicate that consumers seek clothing that integrates seamlessly into their everyday lives and aligns with their personal self-expression.

Quality and craftsmanship are the next most cited considerations.

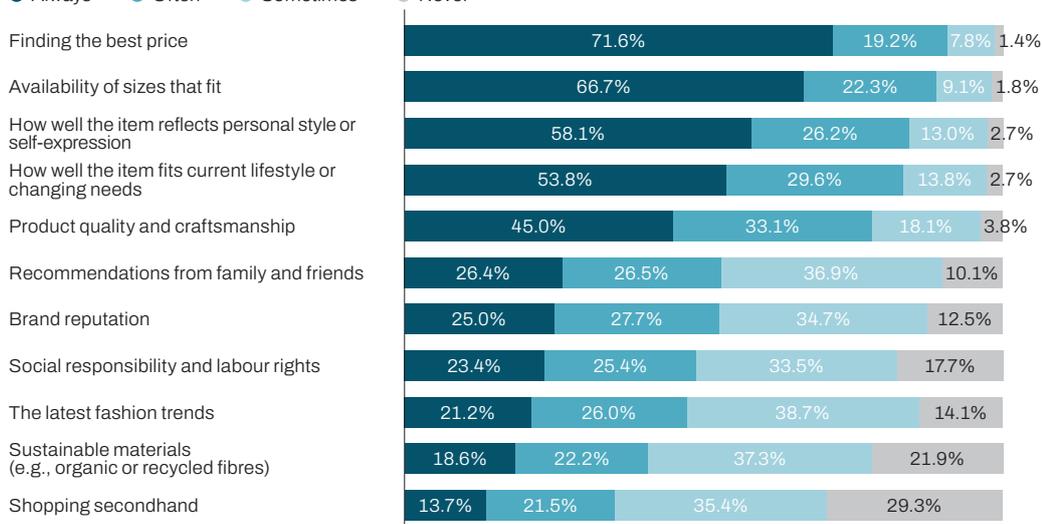
78.1% report that they always or often consider product quality, but it ranks below affordability, sizing, and lifestyle relevance. This suggests that consumers are looking for clothing that is sufficiently durable and well-made for repeated use, but not at the expense of affordability or personal fit.

Finally, social, reputational and sustainability considerations may apply at the point of purchase.

Brand reputation (52.7%), social responsibility and labour rights (48.8%), and sustainable materials (40.8%) are less often considered. Trend relevance is less of a consideration: only 47.2% report that they always or often consider the latest fashion trends, whereas shopping second-hand (35.2%) is the least embedded consideration in purchasing decisions.

Relative importance of purchase considerations in online clothing shopping

● Always ● Often ● Sometimes ● Never



There is a strong emphasis on (1) affordability and then (2) functional fit (i.e., availability of sizes) but also emotional or identity fit (i.e., reflection of personal style, fit with lifestyle or needs), and then (3) the quality of the garment

Social, reputational, or sustainability considerations are less relevant at the point of purchase.

Q. When buying clothes online, how often do you consider each of the following? Total sample n=15,461. Values may not add to 100% due to rounding.

- 1 PwC (2024), 9th Circular Fashion Survey on New Generations. The PwC report, which focuses on the Millennial and Generation Z cohorts, found that price and quality remain the main factors influencing purchasing decisions, with sustainability considered relevant by only 20% of young people.
- 2 KPMG (2021), Sustainable fashion: A survey on global perspectives. The KPMG report focuses on five cities: Hong Kong, London, New York, Shanghai and Tokyo; it found that the top considerations when shopping for fashion items were price/value, followed by size/fit, and then quality.
- 3 YouGov Surveys: Serviced (2023). The poll across 18 global markets found that shoppers were highly price sensitive about clothing and shoes as one product category, behind only groceries and utilities.

Top considerations for consumers when purchasing clothing online

- Finding the best price is the most consistently prioritised factor, being the top purchasing consideration in 18 of the 21 markets. Over 85% of respondents in each of these markets say they always or often consider price. Price considerations are particularly pronounced in South Africa and South Korea, with around 95% of respondents indicating that they always or often consider price in their purchasing decisions.
- However, even in the three markets where price is not ranked first, it is still among the top 3 considerations of consumers in those markets.
 - In South Korea, reflection of personal style or self-expression ranks first at 97.1%, followed closely by size availability (96.2%) and price (95.4%), indicating that price remains highly salient even where it is not the primary filter.
 - In Poland, availability of sizes that fit ranks marginally ahead of price (91.7% vs 91.5%).
 - In Japan, availability of sizes is also the top consideration (90.5%), with price as the second most important consideration (87.9%).
- Availability of sizes is the second most-considered factor across 15 out of 21 markets, while how well an item reflects personal style or self-expression was ranked by consumers in 11 markets as the third most-considered factor.
 - In Canada, Singapore, Sweden, and Finland, consumers prioritised finding clothing that fit their personal style and self-expression over size availability, but only marginally by approximately up to 3 percentage points more.
 - Brazil and Saudi Arabia prioritise product quality and craftsmanship as a top 3 consideration rather than reflection of personal style and self-expression.

Top 3 considerations when purchasing clothes online (by market), percentage of respondents

		 Finding the best price	 Availability of sizes that fit	 How well the item reflects your personal style or self-expression	 How well the item fits my current lifestyle or changing needs	 Product quality and craftsmanship
Americas	Brazil	92.3%	91.4%	88.7%		
	Canada	86.7%	83.8%	81.0%		
	Mexico	92.4%	91.7%	85.1%		
	United States	89.5%	86.7%	84.0%		
Asia Pacific	Australia	90.2%	87.6%	83.3%		
	Japan	90.5%	87.9%	80.9%		
	Singapore	90.9%	84.8%	84.6%		
	South Korea	97.1%	96.2%	95.4%		
Europe	Denmark	87.4%	84.7%	80.8%		
	Finland	91.5%	84.9%	81.3%		
	France	93.3%	84.7%	83.1%		
	Germany	86.2%	85.3%	81.8%		
	Ireland	92.8%	87.6%	84.7%		
	Italy	92.0%	90.5%	89.4%		
	Netherlands	85.5%	83.0%	82.6%		
	Poland	91.7%	91.5%	85.7%		
	Spain	92.3%	91.7%	84.7%		
	Sweden	85.7%	78.4%	75.6%		
	United Kingdom	91.2%	89.4%	83.9%		
Middle East and Africa	Saudi Arabia	89.8%	88.4%	87.0%		
	South Africa	95.1%	92.8%	90.3%		

Q. When buying clothes online, how often do you consider each of the following? Respondents who selected 'Always' or 'Often'. Total sample n=15,461

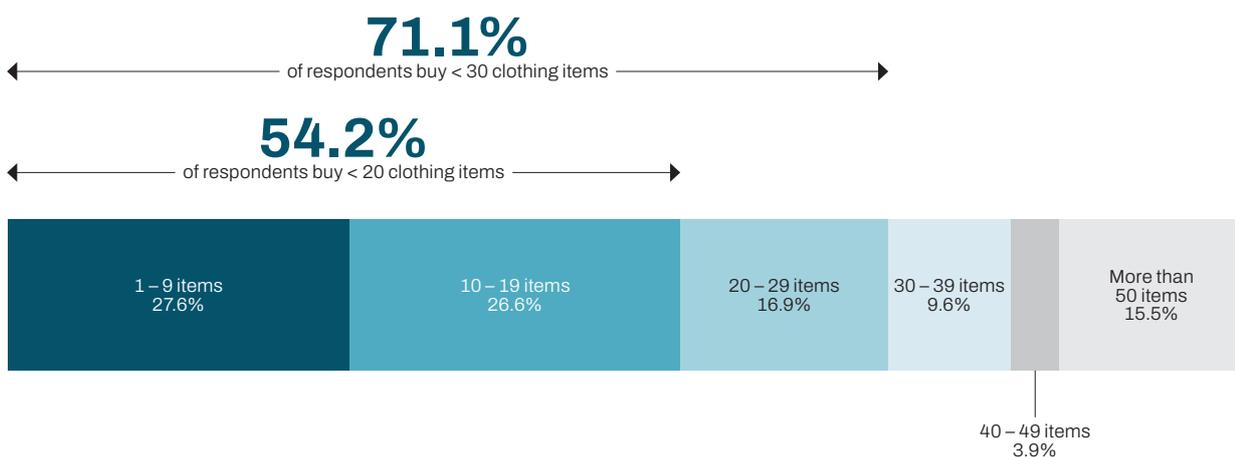
How SHEIN aligns with key decision considerations

Consistent with their key considerations when purchasing clothing, consumers widely perceive SHEIN as offering strong value in price, size inclusivity, availability, and range. 65.1% of respondents rate SHEIN as more affordable than comparable brands, while a further 21.9% see it as equally affordable. Respondents also report positive perceptions of SHEIN’s range of sizes and styles. Around 85% rate SHEIN as better or equal in inclusive sizing as well as product variety and uniqueness, with over 55% rating SHEIN as better than other similar brands in these two areas. These perceptions suggest that consumers see value in SHEIN’s combination of affordability and a broad range of sizes and styles.

Buying in moderation

Notwithstanding consumers’ prioritisation of accessible pricing, they do not purchase excessively when compared to benchmarks of national averages reported in certain markets. **71.1% of respondents report buying fewer than 30 clothing items in the past year, whether through online or offline retail channels in the past 12 months, with 54.2% of respondents reporting purchasing fewer than 20 items and 27.6% reporting purchasing fewer than 10 items.** Only 15.5% report buying more than 50 items in the past 12 months, indicating that high-volume consumption is not representative of a SHEIN customer. These levels are below best available benchmarks, such as estimates from the Australia Institute⁵, which finds that Australians purchase an average of 56 new items of clothing per year, compared with 53 in the United States and 33 in the United Kingdom.

Number of clothing items purchased (online and offline) in the past 12 months, percentage of respondents



Q. In the past 12 months, approximately how many items of clothing have you purchased, both online and offline? Total sample n=15,461. Values may not add to 100% due to rounding.

For the vast majority of consumers, SHEIN is among many retail options: 61.0% of respondents report that fewer than half of their clothing purchases in the past year came from SHEIN, and 38.5% report that fewer than a quarter of their purchases came from SHEIN.

Taken together, these findings suggest that the SHEIN customer is price-conscious, focused on fit and quality, and moderate in how they shop when compared to benchmarks of national averages reported in certain markets. These patterns set the context for understanding how clothing is worn, maintained, and kept in use over time.

⁴ Q: How would you rate SHEIN on the following factors compared to similar brands you typically purchase clothing from? Total sample n=15,461

⁵ Source: Gbor, N., & Chollet, O. (2024). Textiles waste in Australia: Reducing consumption and investing in circularity (The Australia Institute). The Australia Institute. <https://australiainstitute.org.au/wp-content/uploads/2024/05/The-Australia-Institute-Textiles-Waste-In-Australia-Web.pdf>

WHAT SHAPES SHEIN CUSTOMERS' PURCHASING DECISIONS?

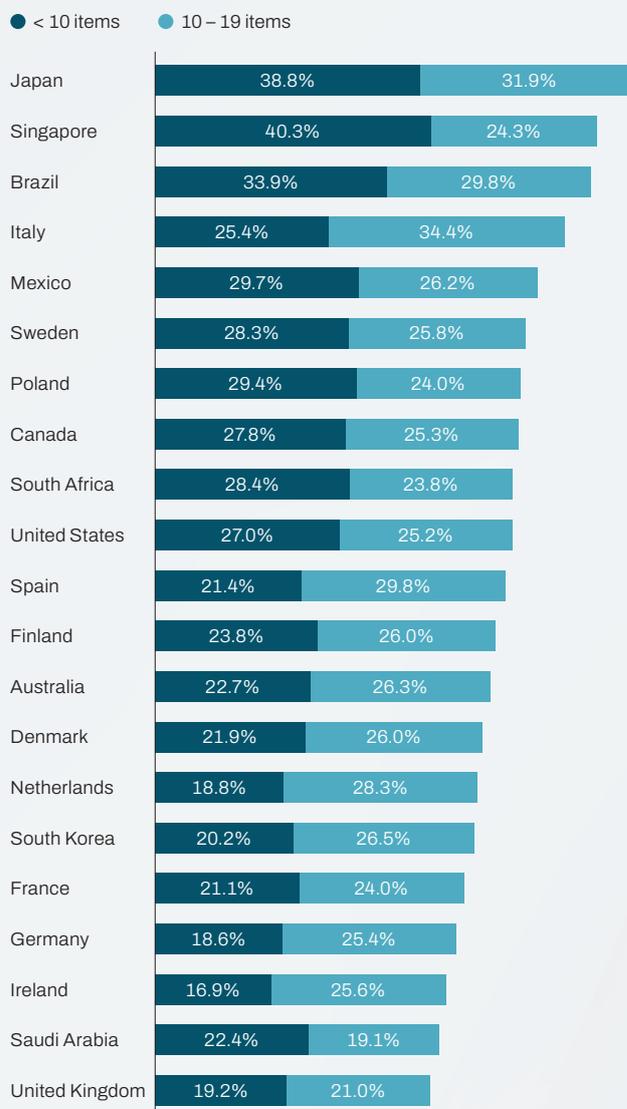
Clothing purchases remain moderate across markets

Across markets, reported clothing purchases over the past 12 months indicate broadly moderate consumption when compared to benchmarks⁵ with 56.9% (Saudi Arabia) to 85.0% (Japan) of respondents saying that they bought fewer than 30 items over the past 12 months.⁶

At the lower end of clothing items purchased, several markets show a high proportion of respondents who bought fewer than 20 items in the past year, with Japan showing the highest proportion at 70.7%, followed by Singapore at 64.6%, Brazil at 63.6%, and Italy at 59.8%. Japan and Singapore also stand out with 38.8% and 40.3% of respondents respectively reporting purchases of fewer than 10 items.



Percentage of respondents who purchased fewer than 20 items of clothing both online and offline (by market in descending order)



Q. In the past 12 months, approximately how many items of clothing have you purchased, both online and offline? Total sample n=15,461

6 See country annexes for further details.

HOW LONG DO SHEIN CUSTOMERS WEAR THEIR CLOTHING FOR?

In addition to examining SHEIN customers' purchasing patterns, the 2025 Circularity Study aims to understand how frequently garments are worn during the consumer use phase of a clothing item's lifecycle. Compared with previous years, the 2025 Circularity Study sought to gain deeper insight into user behaviour across clothing categories, recognising that use patterns may differ by function and purpose.

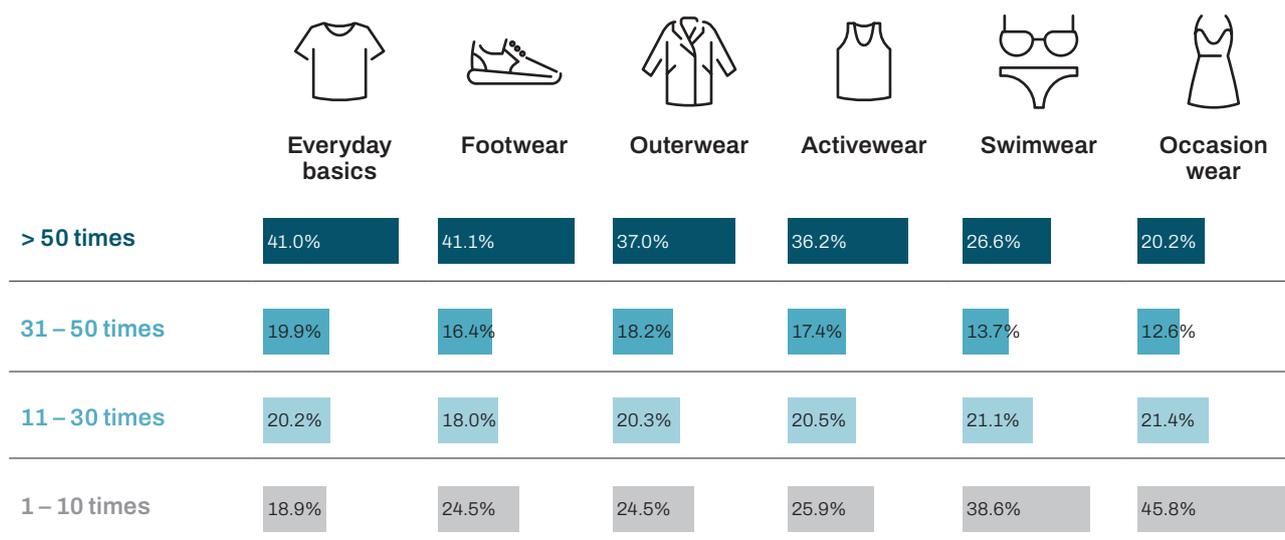
Repeat wear is the norm, not the exception

Against this backdrop, survey respondents report wearing their SHEIN items repeatedly across multiple clothing categories before removing them from their wardrobes.

Core clothing categories such as everyday basics, outerwear, footwear, and activewear show the highest number of wears. Between 36.2% and 41.1% of respondents report wearing these four clothing categories more than 50 times, while 16.4% to 19.9% report using these items between 31 and 50 times. While swimwear and occasion wear show lower usage, between 32.8% and 40.3% of respondents report wearing these two categories more than 30 times (with 26.6% and 20.2% respectively reporting over 50 wears).



Number of times different types of clothing purchased from SHEIN in the past 12 months are typically worn, percentage of respondents



Note: Everyday basics refer to items such as t-shirts, jeans, or casual tops; outerwear refers to items such as jackets or coats; activewear refers to sports clothes, leggings, or gym wear; and occasion wear refers to party dresses or special events wear.

Q. Thinking about different types of clothing you have purchased from SHEIN in the past 12 months, how many times do you usually wear them before passing them on, donating or disposing of them? (Please answer for each category you have purchased; select one option per row? Total sample n=15,461. Percentages for each garment category exclude respondents who did not purchase any items in that category from SHEIN. Values may not add to 100% due to rounding.

Across all markets, everyday basics are worn repeatedly, reflecting regular and continued use

Respondents across all markets report wearing everyday basics frequently. 41.0% of respondents report wearing items such as t-shirts, jeans, and casual tops more than 50 times, and a further 40.1% report wearing them between 11 and 50 times. Only 18.9% wear these items fewer than ten times. This is broadly consistent across markets, though there is some variation across countries.

Several markets stand out with more than half of respondents wearing their basics more than 50 times – France leads the sample, with 55.6% of respondents wearing everyday basics more than 50 times while Spain (52.3%) and Brazil (51.5%) follow closely.

Number of times everyday basics purchased from SHEIN in the past 12 months are typically worn (by markets), percentage of respondents

● More than 50 times ● More than 30 times



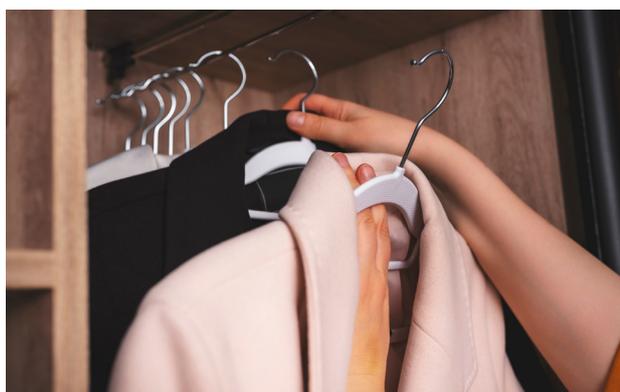
Q. Thinking about different types of clothing you have purchased from SHEIN in the past 12 months, how many times do you usually wear them before passing them on, donating or disposing of them? (Please answer for each category you have purchased; select one option per row. Category = everyday basics e.g., t-shirts, jeans, casual tops.) Total sample n=15,461. Percentages exclude respondents who did not purchase any items in that category from SHEIN.

Benchmarking against established number of uses in clothing lifetime

We compared SHEIN customers' reported use patterns of key clothing categories against the default number of uses in the lifetime of a clothing item, as defined in the Product Environmental Footprint Category Rules (PEFCR)⁷, developed by a technical working group comprising experts from the apparel and footwear industry, NGOs, and national bodies with support from the European Commission. While the PEFCR's methodology for the concept uses assumptions to capture total wear over the clothing's lifetime independent of the number of users, which may include use by the original owner as well as subsequent users through donation, resale, or other redistribution, the Circularity Study captures only the SHEIN customer's reported number of wears as the first user, without subsequent data if the clothing is further circulated for reuse. In addition, the clothing categories that we surveyed SHEIN customers on do not align precisely with all of the defined PEFCR categories, e.g., the Circularity Study asked about use patterns for "everyday basics", which may comprise t-shirts, jeans or casual tops while PEFCR does not include a defined category for jeans or casual tops.

Despite this narrower scope, reported wear levels by SHEIN customers fall within ranges comparable to some PEFCR reference values across several categories. For everyday basics, 41.0% of respondents report wearing items more than 50 times. This compares with PEFCR reference values of around 45 uses for t-shirts, 40 uses for shirts and blouses, and 70 uses for pants and shorts.

A similar pattern emerges for the reported wears for swimwear and footwear. For swimwear, 40.3% of respondents report more than 30 wears, compared to the PEFCR reference assumptions of around 30 wears. For footwear, although the Circularity Study did not distinguish across footwear categories, 41.1% of respondents reported wearing footwear more than 50 times, compared with PEFCR reference values of approximately 100 uses for closed-toe shoes and boots, and lower expectations of 50 uses for open-toe footwear.



Comfortable clothing that fits and lasts gets kept

Consistent with findings from our previous Circularity Study, comfort and fit are the strongest determinants of how long SHEIN customers retain a clothing item. 88.1% of respondents say comfort matters when deciding how long to keep an item, followed by fit at 82.2%. These results indicate that clothing remains in use as long as it continues to work for the wearer's body and daily life.

Durability-related factors follow closely: 64.4% report that visible wear and tear affects how long they keep an item, while 63.3% cite how easy a garment is to care for, including washing, ironing, and basic repairs. Ease of care, therefore, functions as a practical extension of durability, shaping whether clothing remains usable over time or is retired earlier. Physical performance factors rank higher than cost, with 62.4% saying the price they paid influences how long they keep an item.

By contrast, emotional and reputational considerations play a more limited role. 45.8% cite sentimental value as a factor, indicating that emotional attachment remains secondary to comfort, fit, and durability. Brand affiliation is mentioned by only 29.4%, and trend relevance by 44.9%, suggesting that more emotional affiliations rank lower than pragmatic concerns. Resale potential ranks lowest of all, with only 19.4% reporting that ease of resale affects how long they keep clothing.

Overall, the findings suggest that SHEIN customers apply a practical decision framework across the clothing lifecycle. Clothing is purchased when it is affordable, comfortable, and fits well, and retained when it remains comfortable, functional, and durable.

The emphasis on fit as well as wear and tear is consistent with the findings from the literature review of the 17 separate peer-reviewed consumer studies into reasons for clothing disposal included in the PEFCR, where on average, the key singular reasons for disposal were wear and tear (34.1%) and fit (25.8%). While the review also noted that 31.4% disposed of clothing due to low 'perceived value', this is an amalgamation of multiple factors such as fashion, price, dislike of colour or style, lack of space, etc., and would require further studies to identify the relative importance of each specific factor.

The Circularity Study findings, therefore, reinforce findings from other consumer studies⁸ that what drives consumers to keep an item most are *intrinsic factors*, i.e., the product itself – whether it is comfortable, whether it fits, if there is wear and tear, or the ease of care.

⁷ Technical Secretariat of the Product Environmental Footprint Category Rules for Apparel and Footwear. (2025). Product environmental footprint category rules: Apparel and footwear (Version 3.1).

⁸ See Table A.VI 2 - Consumer studies into reasons for disposal in Technical Secretariat of the Product Environmental Footprint Category Rules for Apparel and Footwear. (2025). Product environmental footprint category rules: Apparel and footwear (Version 3.1).

For consumers, circularity and sustainability mean clothing that lasts

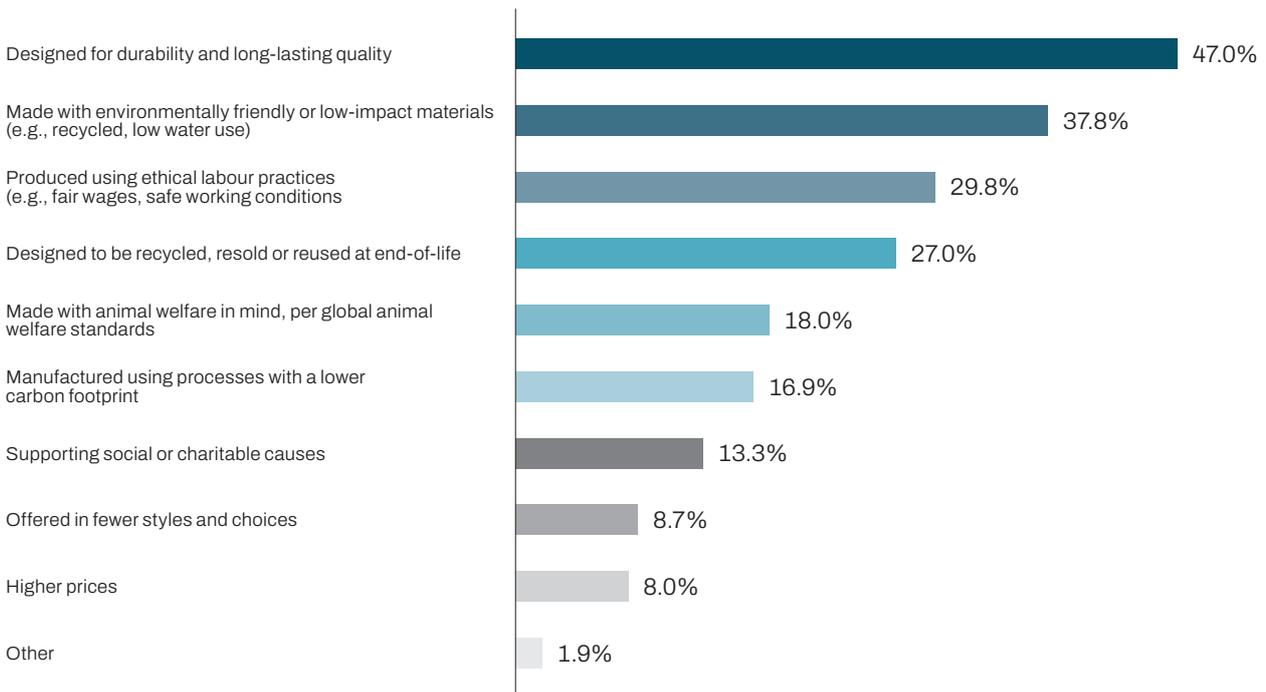
This emphasis on comfort, fit, and durability extends to consumers' understanding of circularity and sustainability. **When asked to define what makes clothing circular or sustainable, the most common response was physical durability and long-lasting quality**, with nearly half of the respondents identifying these attributes as key.

Environmental and social attributes are also commonly associated with circularity or sustainability. Low-impact materials, ethical labour practices, and recyclability are valued, though they are cited less frequently than durability in shaping consumer judgement. This reinforces a consistent message across the study. Circularity and sustainability, as defined by consumers, are rooted primarily in the practical dimension of continued usability.

Importantly, consumers do not equate sustainability or circularity with higher clothing prices or a narrower range of choice. Fewer than 10% of respondents associate circular or sustainable clothing with paying more or having fewer styles to choose from. This reflects not only price sensitivity but also a more specific understanding of what sustainability or circularity means in practice for consumers. **From a consumer perspective, sustainability or circularity is achieved when clothing lasts longer and is worn more often, rather than when access is limited by higher price points or a reduced range of styles.**

This interpretation is broadly consistent across all markets surveyed. In every country, physical durability and long-lasting quality as well as environmentally friendly or low-impact materials are among the top three definitions of circular or sustainable clothing. In contrast, higher prices rank low in every market. Taken together, the findings suggest a shared consumer logic: sustainability is judged by performance in use, not by the price of the clothing.

Definitions that come to mind when consumers think about clothing that is “sustainable” or “circular”, percentage of respondents



Q. When you think about clothing that is “sustainable” or “circular,” which of the following characteristics best defines these terms for you? Please select up to three. Total sample n=15,461.

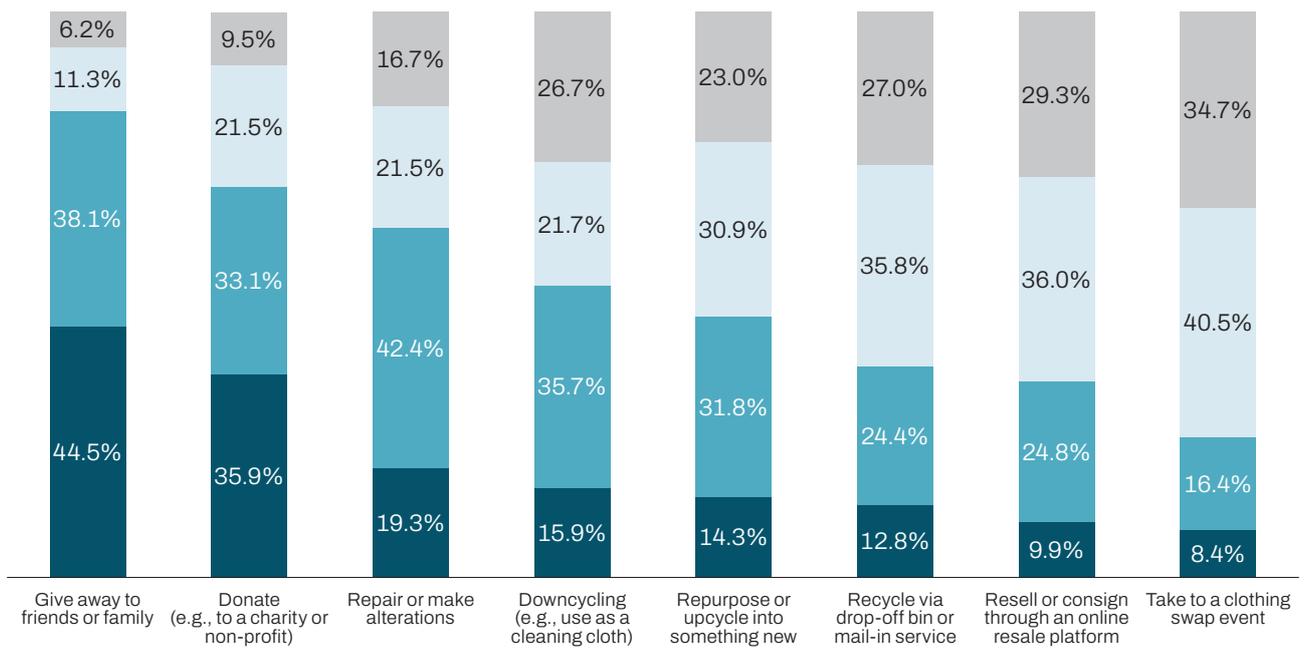
WHAT DO SHEIN CUSTOMERS DO TO EXTEND GARMENT LIFE?

When clothing leaves active use, SHEIN customers favour familiar, known pathways that preserve value with minimal effort. 82.6% of respondents often or sometimes give clothing to friends or family, whereas 69.0% donate to charities or nonprofit organisations. Across all markets, giving away clothing to friends and family was the most common circular fashion activity among SHEIN customers in the past 12 months. Fewer than 10% say they would never consider either option. As giving away clothing to friends or family, or to charities, is a familiar option for consumers, it represents the most accessible form of circularity that can be easily embedded in everyday behaviour.



Frequency of participation in circular fashion activities in the last 12 months, percentage of respondents

● Often ● Sometimes ● Didn't do, but would consider ● Didn't do, and never would consider



Q. In the past 12 months, when you had clothing that you no longer wanted, how often did you do the following? Total sample n=15,461. Values may not add to 100% due to rounding.

Repair is common, but not the default

In 19 of the 21 markets, repairing or making alterations rank among the top three most common circular fashion activities undertaken in the past 12 months when customers had clothing they no longer wanted. The exceptions were South Korea (where giving away to friends or family, recycling, and downcycling are the top three pathways) and Saudi Arabia (where giving away to friends or family, donating, and downcycling are the top three pathways).

However, repair is consistently less frequent than giving away to friends or family, or donation. Of the 19 markets, only three markets record more than 70% of respondents repairing or altering their clothing at least once in the past 12 months when they had clothing they no longer wanted: Brazil (80.0%), Mexico (72.9%), and Italy (72.8%).

Top 3 circular fashion activities undertaken in the last 12 months, percentage of respondents

		 Give away to friends or family	 Repair or make alterations	 Donate (e.g., to a charity or non-profit)	 Downcycling (e.g., use as a cleaning cloth)	 Recycle via drop-off bin or mail-in service
Americas	Brazil	 88.1%	 80.0%	 77.4%		
	Canada	 82.8%	 64.6%	 80.0%		
	Mexico	 87.0%	 72.9%	 68.5%		
	United States	 85.5%	 57.9%	 77.6%		
Asia Pacific	Australia	 87.6%	 56.0%	 81.0%		
	Japan	 51.4%	 24.7%		 25.8%	
	Singapore	 78.7%	 57.7%	 73.4%		
	South Korea	 71.4%			 43.3%	 69.3%
Europe	Denmark	 81.8%	 56.4%	 73.3%		
	Finland	 82.8%	 64.3%	 71.5%		
	France	 84.3%	 59.5%	 75.2%		
	Germany	 81.8%	 59.7%	 64.6%		
	Ireland	 85.7%	 57.8%	 81.1%		
	Italy	 84.1%	 72.8%	 75.7%		
	Netherlands	 81.1%	 62.9%	 73.6%		
	Poland	 83.1%	 57.9%		 67.9%	
	Spain	 84.6%	 66.0%	 70.2%		
	Sweden	 80.0%	 59.5%	 71.0%		
	United Kingdom	 82.6%	 52.5%	 80.5%		
Middle East and Africa	Saudi Arabia	 79.5%		 77.7%	 65.1%	
	South Africa	 91.7%	 68.5%	 77.1%		

Q. In the past 12 months, when you had clothing that you no longer wanted, how often did you do the following? Respondents who selected 'Often' or 'Sometimes'. Total sample n=15,461.

Repair falters due to lack of skills, not will

After giving away clothing they no longer wear, SHEIN customers are most likely to repair or alter their garments to extend their lifespans. Repair sits at a crucial point in the clothing lifecycle, as it has the potential to extend use meaningfully. **61.8% of respondents report that they often or sometimes repair or make alterations, and a further 21.5% would consider doing so.** The data from consumers who repair and those who do not show that the key barrier is not a lack of willingness, but instead whether consumers feel capable of performing the repairs themselves.

Among respondents who often or sometimes repair or alter clothing, personal capability is the most cited driver by a wide margin. 54.6% say they repair because they can perform simple fixes themselves, such as sewing on a button or fixing a loose stitch, compared to those who repair or alter to improve a garment's fit, style, or function (36.8%), or to preserve its sentimental value (29.3%), or because repairing is affordable (35.7%), or convenient (28.9%). Crucially, this pattern is consistent across all 21 markets surveyed. In every country, the ability to perform simple repairs is the single most important reason consumers choose to undertake repairs.

Environmental motivation plays a secondary role. Only around one in five respondents reports that they repair primarily to reduce textile waste. Brand-led tools also have limited influence, with only 10.9% saying that the provision of repair kits meaningfully affects their behaviour. Repair participation, in short, is driven by know-how.

Where repair breaks down

The limits of repair become clearer when looking at the depth of skill; only 23.7% say they repair because they have the skills for more complex alterations such as hemming, patching or resizing. Participation drops sharply beyond simple fixes, suggesting that more complex repairs are less commonly undertaken.

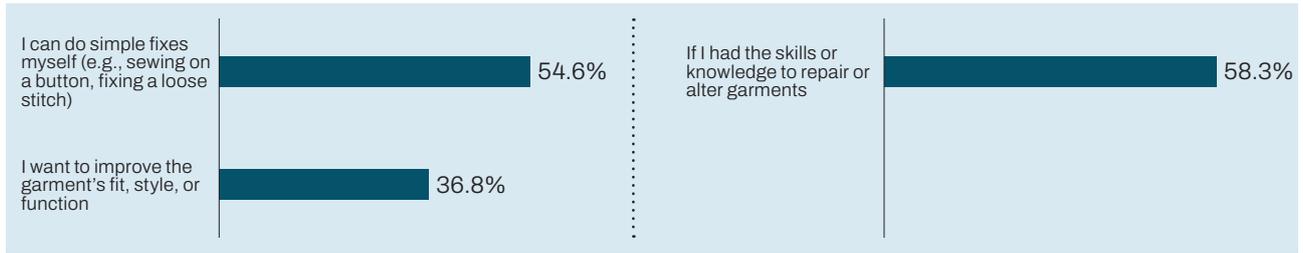
Responses from consumers who do not repair further suggest that a lack of skills is a key obstacle. When asked what would encourage them to repair or alter clothing, 58.3% say they would do so if they had the skills or knowledge. Cost and convenience matter, but they are secondary. 41.4% would be encouraged by more affordable repair services being available, and 37.9% by greater convenience; brand-provided repair kits again rank lower, cited by 25.8%. Social norms (22.0%) and better understanding of environmental benefits (16.6%) have the weakest effect. In 20 of the 21 markets, the strongest trigger that would prompt non-repairers to start repairing is having the skills or knowledge to do so. South Korea is the only exception, where access to more affordable repair or alteration services ranks marginally higher at 55.1%, though skills and knowledge remain a close second at 53.6%.

Taken together, the findings are consistent across markets: repair is constrained less by price or tools and more by skills. Consumers repair when they know how; information about environmental benefits or the provision of tools does little unless paired with practical skills. To encourage consumers to repair more of their clothing, the findings suggest that we should not consider adding repair services or tools in isolation; more importantly, we should pair these with clear guidance and education to teach consumers how to perform basic repairs themselves.

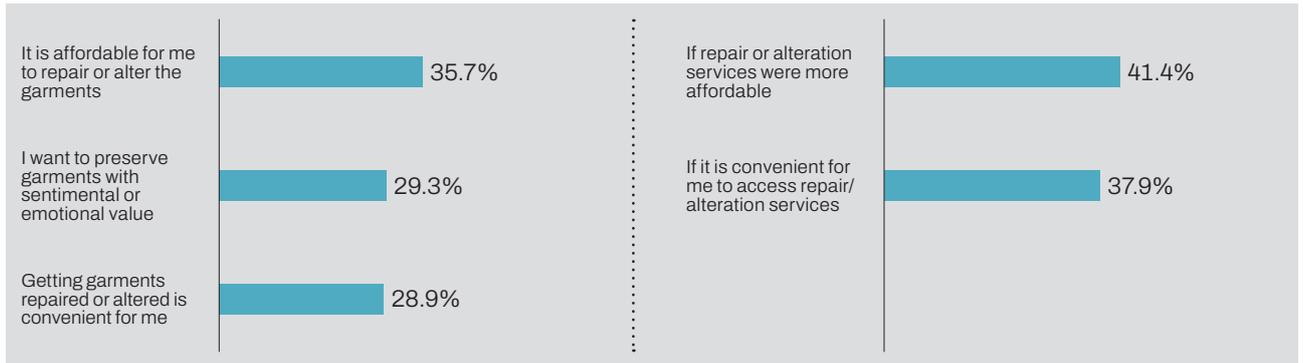


Factors behind customers choosing to repair or alter clothing, percentage of respondents

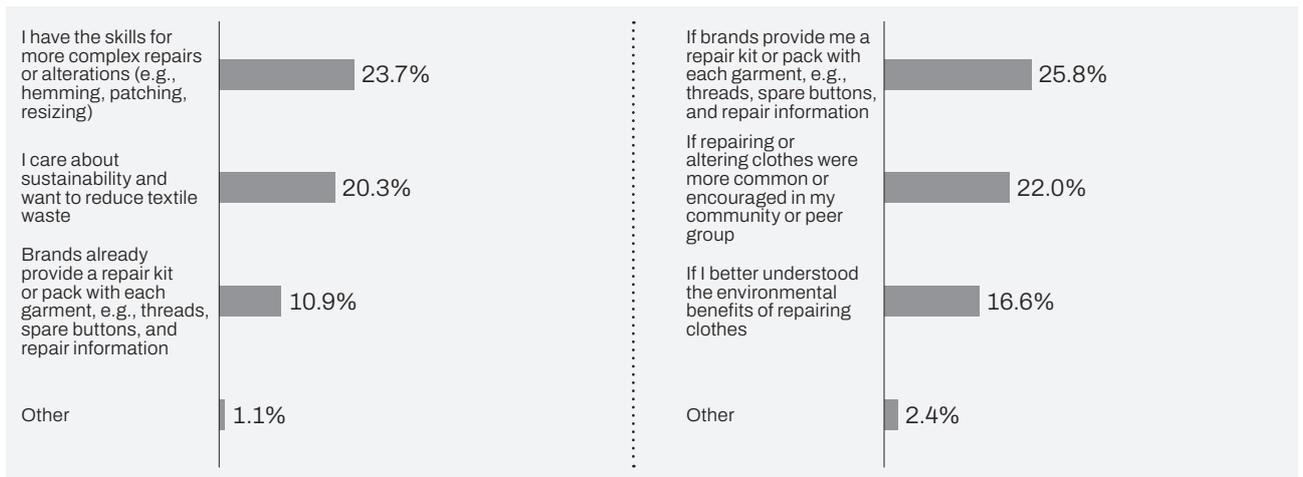
Having the ability to do simple fixes is the differentiator between those who do repair and those who don't



Affordability and convenience are important, but secondary to the ability to do simple fixes



Other factors are less important in influencing customers' decisions to repair or not



Q. You mentioned that you often or sometimes repaired or altered clothing that you no longer wanted or could no longer wear. What motivates you to repair or alter? Please select up to 3 motivations. Subsample n=9,552 (respondents who selected 'Often' or 'Sometimes' when asked how often they repaired or made alterations in the past 12 months for clothing that they no longer wanted)

Q. You mentioned that you didn't repair or alter garments that you no longer wanted or could no longer wear. What would encourage you to do so? Subsample n=5,909 (respondents who selected 'Didn't do, but would consider' or 'Didn't do, but would not consider' when asked how often they repaired or made alterations in the past 12 months for clothing that they no longer wanted)

WHAT DO SHEIN CUSTOMERS DO WITH CLOTHING AT THE END OF LIFE?

As highlighted earlier, when clothing is no longer wanted, SHEIN customers generally seek to keep them in use – passing items to friends, family or donating to charities is the familiar and predominant pathway. Customers with the appropriate skills seek to repair or alter their clothing to extend garment life. As clothing moves beyond the point where repair is feasible, recycling becomes an important action, especially as more markets move to establish a formal clothing collection system for used textiles recycling.

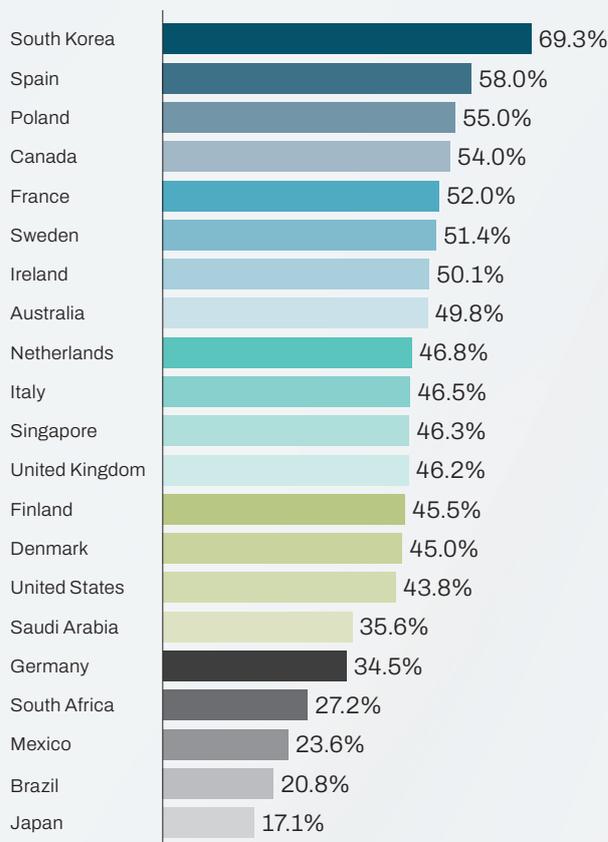
Despite this importance, consumer participation in formal recycling systems via drop-off bins or mail-in schemes is significantly lower and less frequent than participation in other activities. Only 12.8% of respondents report that they often recycle clothing through these channels, with a further 24.4% reporting that they sometimes do so. However, a larger group (35.8%) reports not recycling but would consider doing so, suggesting that consumers may be more open to recycling if barriers are reduced.

Only a few markets lead in participation in formal recycling systems.

Across markets, participation in recycling clothing via drop-off bins or mail-in services varies widely. The data does not show a clear or consistent pattern of higher recycling participation in countries that have formally designated Extended Producer Responsibility (EPR) schemes for textiles. Instead, higher participation appears to depend more on whether consumers can clearly access and navigate textile recycling infrastructure in practice.

- South Korea stands out as a clear outlier, with the highest reported participation rate among the markets surveyed. Nearly 70% of respondents report that they often or sometimes recycle clothing, the highest rate across all markets surveyed. This likely reflects strong familiarity with recycling behaviours shaped by South Korea's regulated household recycling system for packaging and food waste. Notably, this level of engagement exists despite the absence of a mandatory textile EPR scheme.
- A second tier of markets shows comparatively strong engagement. Spain (58.0%), Poland (55.0%), Canada (54.0%), France (52.0%), Sweden (51.4%), and Ireland (50.1%) all record participation rates at or above 50%. These countries have different regulatory regimes for textile EPR, suggesting that factors beyond regulation may influence recycling participation.

Percentage of respondents who often or sometimes recycle via drop-off bin or mail-in service in the past 12 months, by market



Q. In the past 12 months, when you had clothing that you no longer wanted, how often did you do the following? Total sample n=15,461.

Recycling behaviour reflects asymmetry between motivation and enablement

The comparison between clothing recyclers and non-recyclers suggests that knowledge and convenience are key enablers to encourage consumers to recycle more.

Among SHEIN customers who already recycle clothing, motivation is anchored in a mix of values and practicality. The single strongest driver is belief in positive environmental impact, cited by 45.1%, followed by 37.7% who cite that they recycle because garments are too damaged or worn out to donate, repair or resell. This suggests a group of consumers who are knowledgeable about the environmental significance of recycling, understand that it is an appropriate final option for disposing of clothing at the end of life, once other forms of reuse are no longer viable, and know where and how to dispose of clothing properly. Practical enablers reinforce this behaviour. One-third cite proximity to recycling options, and 30.7% report knowing how and where to properly recycle clothing. Social norms and regulation play a secondary role, while direct financial incentives rank lowest, at 18.4%.

Among customers who do not recycle, responses indicate missing enablers; the most common factor that would encourage recycling is knowing how and where to recycle, cited by 43.6%. Proximity follows closely, with 40.3% saying more convenient or nearby facilities would change their behaviour. Incentives such as rewards or discounts are relevant to some (36.5%), but they do not dominate. Notably, a better understanding of environmental benefits ranks lowest among enablers, at 17.8%.

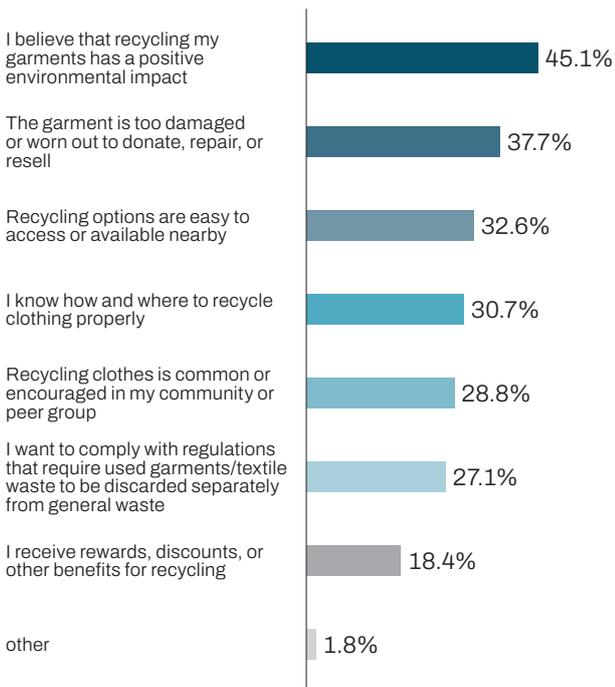
These findings reinforce a broader pattern observed across the study: pragmatism is a cornerstone of consumer choices. Recycling increases when it becomes a practical option at the point when garments reach the end of their usable life, and consumers are clear about where and how they should recycle their clothes.

Factors behind customers choosing to recycle clothing, percentage of respondents

Reasons customers who do recycle choose to do so...

Recycling is led by conviction, but sustained by practicality

Customers who already recycle do so because they believe it has a positive environmental impact, and because recycling becomes a practical option once garments can no longer be reused. Access and know-how reinforce behaviour, but financial rewards play only a minor role.

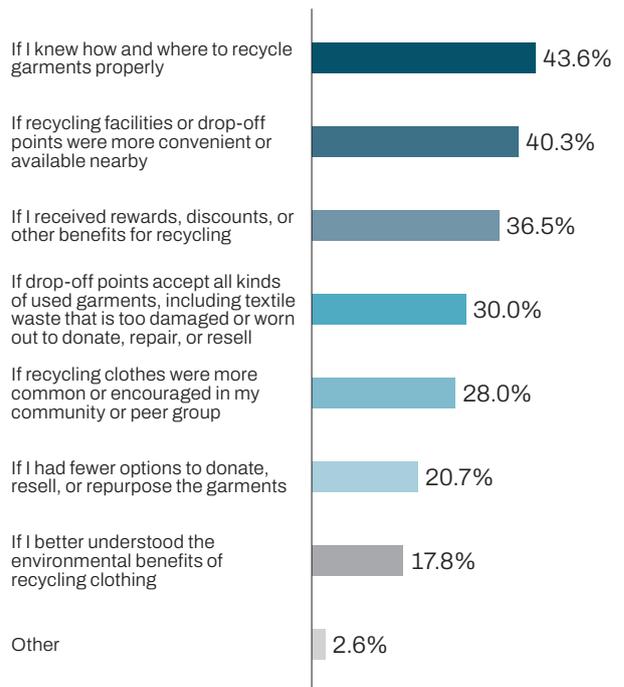


Q: You mentioned that you often or sometimes recycled clothing that you no longer wanted or could no longer wear. What motivates you to repair or alter? Please select up to 3 motivations. Subsample n=5,754 (respondents who selected 'Often' or 'Sometimes' when asked how often they recycled clothing via drop-off bin or mail-in service in the past 12 months for clothing that they no longer wanted)

... versus reasons why customers don't recycle

Non-participation is driven by friction

Customers who do not recycle are held back primarily by uncertainty about how and where to recycle, and by lack of nearby options. Notably, incentives take on greater importance for this group. While rewards and discounts rank among the least important factors for those who already recycle, they become a materially stronger motivator for non recyclers. Environmental awareness alone is not a key motivator, and is insufficient to trigger actions.



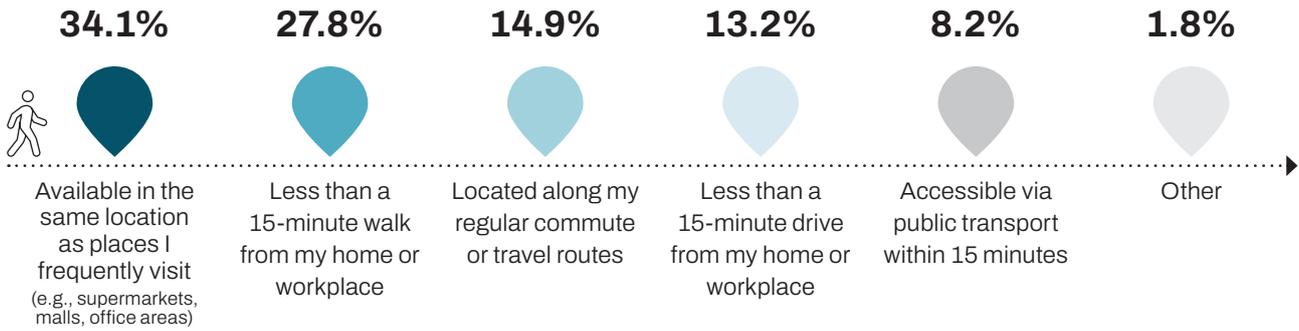
Q: You mentioned that you didn't recycle garments that you no longer wanted or could no longer wear. What would encourage you to do so? Subsample n=9,707 (respondents who selected 'Didn't do, but would consider' or 'Didn't do, and never would not consider' when asked how often they recycled clothing via drop-off bin or mail-in service in the past 12 months for clothing that they no longer wanted)

When asked what would make recycling more convenient, 34.1% of respondents defined convenience as recycling facilities or drop-off points being available in places they already frequently visit (such as supermarkets, shopping centres, or office areas), and 27.8% define convenience as recycling facilities or drop-off points within a 15-minute walk from home or their workplace.

Only 14.9% consider locations along regular commute routes convenient, and only 13.2% are comfortable with a 15-minute drive. Access via public transport performs the worst of all; only 8.2% consider recycling facilities accessible within 15 minutes by public transport to be convenient.

Recycling facilities or drop-off points considered convenient, percentage of respondents

What would you consider to be convenient in terms of recycling facilities or drop-off points?



Q. What would you consider to be convenient in terms of recycling facilities or drop-off points? Subsample n=3,910 (respondents who didn't recycle clothing that they no longer wanted or could no longer wear and selected 'If recycling facilities or drop-off points were more convenient or available nearby' when asked what would encourage them to recycle).

These findings suggest that consumers already show a preference and interest in disposing of clothing at the end of its lifecycle appropriately. To encourage greater recycling, we need to establish systems that make it easy and convenient for consumers to incorporate clothing recycling into their everyday behaviours.



CONCLUSION: CIRCULARITY THAT FITS REAL LIFE

The Circularity Study 2025 offers a grounded view of how everyday consumers engage with fashion and circularity across the clothing lifecycle. It shows that SHEIN customers broadly reflect mass-market consumers, with a predominant share of working individuals. Purchasing decisions are driven primarily by affordability, fit, and lifestyle relevance rather than trend chasing. Consumption levels are moderate when compared to benchmarks of national averages reported in certain markets⁵; use-phase behaviour also reinforces the finding that SHEIN customers are mindful about extending garment life where feasible. SHEIN clothing is worn repeatedly across core categories. Consumers define sustainable or circular clothing as clothing designed for durability and longevity, or made with lower-impact materials and ethical labour, rather than translating into higher prices or reduced choice. Repair plays a role in extending garment life, and participation is constrained primarily by skills rather than by willingness. Consumers also prefer to keep clothing in use, if possible, by passing it on to friends and family or donating it to nonprofits. Finally, in terms of end-of-life management, participation in recycling and take-back programmes is currently limited when systems are unclear or not deemed convenient, with consumers prioritising convenience in terms of fitting into their everyday routines and proximity to their home or workplace.

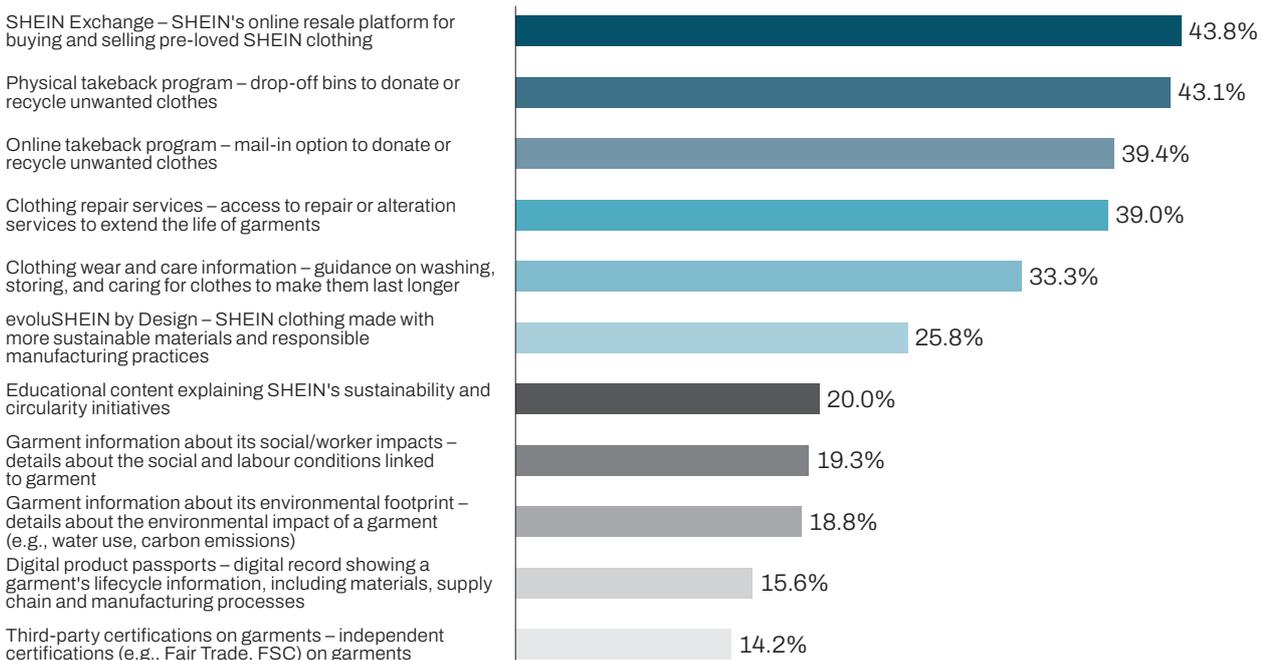
Consumer interest in future initiatives reinforces a preference for taking concrete actions. When asked which circular initiatives they would be most likely to use if offered by SHEIN, respondents show the strongest interest in tangible options that they can easily participate in: 43.8%

select SHEIN Exchange (SHEIN's online resale platform) while 43.1% say they would use physical take-back bins for donation or recycling. 39.0% express interest in clothing repair or alteration services, and a similar share in online take-back options. By contrast, more abstract, informational initiatives attract lower engagement. Only 15.6% select digital product passports, 14.2% select third-party certifications, and around 19% express interest in garment footprint information.

The gap between interest in engaging in practical initiatives that lead to concrete actions and lower engagement with informational or more abstract initiatives underscores a consistent theme across the study. Even where intent exists, participation depends on affordability, ease, relevance to everyday life, and the appropriate know-how. Approaches that result in higher prices, reduced choice, or frictions in adoption risk misaligning with real consumer behaviour and excluding large segments of the population from circular participation.

Ultimately, the Circularity Study 2025 highlights the pragmatism of consumers. Circularity will scale not through abstract ambition, but through systems that work in everyday life. Designing those systems starts with understanding how consumers actually behave and with evidence that guides what comes next. For SHEIN, the study provides a basis for assessing and refining our approach to circularity; it highlights where customers are already engaging and where interventions have the greatest potential to increase participation. It also underscores the importance of collaboration, particularly where progress depends on shared infrastructure or broader education.

Interest in circular fashion initiatives if offered by SHEIN in the country/region, percentage of respondents



Q. If the following initiatives were offered by SHEIN in your country/region, how interested would you be in using them? Please select the top 5 initiatives you would be interested in. Total sample n=15,461.

METHODOLOGY

The Circularity Study 2025 is based on a large-scale online survey conducted between November 2025 and December 2025 through SHEIN's in-app and website Survey Centre across 21 markets: Australia, Brazil, Canada, Denmark, Finland, France, Germany, Ireland, Italy, Japan, Mexico, the Netherlands, Poland, Saudi Arabia, Singapore, South Africa, South Korea, Spain, Sweden, the United Kingdom and the United States. The study was designed to understand how SHEIN customers engage with circularity in practice, including how they purchase, use and manage clothing⁹ as well as their participation in circular activities such as repair, reuse, and recycling.

Circularity and sustainability were examined across the clothing lifecycle, from purchase decisions and use-phase behaviour to end-of-life management. The survey captured both stated attitudes and reported actions, enabling analysis of where consumer intent translates into behaviour and where participation is constrained by structural factors.

A total of 15,461 complete responses were collected, with only responses completed in two minutes or longer included to ensure response quality. The sample largely reflects SHEIN's customer base across markets: respondents were primarily female (89.8%), with 8.6% male and 1.5% who preferred not to self-identify or did not disclose their gender. The age distribution was relatively even across cohorts, with 37.6% aged 18-24, 37.6% aged 25-34, and 24.8% aged 35-44.

Respondents were primarily urban and suburban: 46.6% lived in cities or other densely populated areas with populations exceeding 50,000, 35.4% in towns or suburbs with populations between 5,000 and 50,000, 13.8% in rural areas.^{10 11} In terms of income, 74.4% of respondents reported earnings below the national median income.¹²

Global findings presented in this report are population-weighted by country¹³ to ensure appropriate weighting across markets and to support robust aggregate analysis. Country-level findings are reported separately in the dedicated market section.

As with any survey-based research, findings reflect self-reported behaviour and stated preferences, which may differ from observed actions. Participation in the survey was voluntary through SHEIN's in-app and website Survey Centre, and response volumes therefore vary by market. While the overall sample of 15,461 responses supports robust directional insight at the global level, country-level findings are subject to varying margins of error, particularly in markets with smaller sample sizes. Differences between markets should therefore be interpreted as indicative.

Market	Sample size
Australia	653
Brazil	833
Canada	819
Denmark	484
Finland	470
France	805
Germany	559
Ireland	880
Italy	622
Japan	539
Mexico	831
Netherlands	682
Poland	775
Saudi Arabia	1,397
Singapore	395
South Africa	842
South Korea	238
Spain	674
Sweden	714
United Kingdom	728
United States	1,521

9 Unless otherwise stated in the survey, "clothing" refers broadly to clothing and footwear, including items such as tops, jeans, dresses and shoes.

10 These definitions are aligned with the Degree of Urbanisation endorsed by the United Nations Statistical Commission.

11 4.3% of respondents preferred not to disclose.

12 Income classifications are based on national or regional statistics on median individual income. Where median income data were unavailable, median individual salary or average individual income was used as a proxy.

13 Population weighting is based on the United Nations World Population Prospects 2024, using total population estimates for individuals aged 18 to 49.



SHEIN customers in Australia purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



For SHEIN customers in Australia, purchasing decisions are anchored in affordability, fit, and personal relevance.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



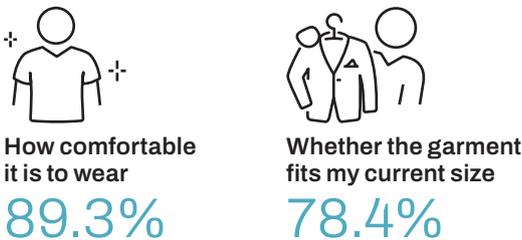
For SHEIN customers in Australia, circularity and sustainability means durability, environmentally friendly materials and ethical labour.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



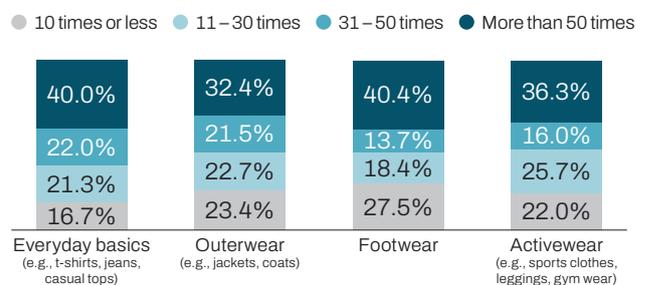
SHEIN customers in Australia keep clothing due to comfort and fit – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in Australia actually do

87.6% of respondents report that they often or sometimes **gave clothing to friends or family in the past 12 months**, while **81.0%** report that they often or sometimes **donated to charities or non-profits**.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 56.0% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in Australia who repair do so as **they can do simple fixes (58.7%)**, while for those who do not repair, the main factor that would **encourage them would similarly be the skills or knowledge to do so (67.9%)**.

Convenience and knowledge are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is significantly lower. 49.8% say they often or sometimes recycled clothing in the past 12 months.

Among customers who already recycle clothing, the **most cited driver is belief in positive environmental impact**, cited by 49.5%. For customers who do not recycle, the **top factor that would encourage recycling is more convenient recycling facilities**, cited by 42.7%, followed by **knowing how and where to recycle (40.5%)**.

The Circularity Study 2025 included 653 respondents from Australia. The sample comprised 91.7% identifying as female, 6.9% as male, and the rest preferring to self-describe or not disclose. In terms of age, 57.1% were aged 18 to 24, 25.1% 25 to 34, and 17.8% 35 to 44. Respondents were predominantly urban and suburban: 35.2% live in cities or other densely populated areas with more than 50,000 inhabitants, 52.4% in towns or suburbs with populations between 5,000 and 50,000, 9.2% in rural areas, and the rest preferring not to disclose. In terms of income, 71.8% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.



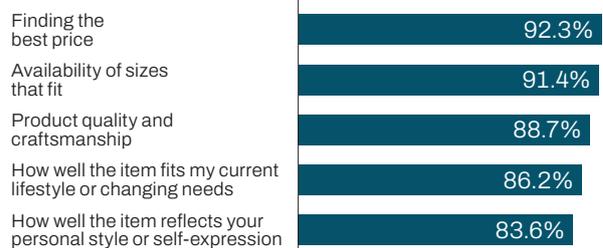
SHEIN customers in Brazil purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



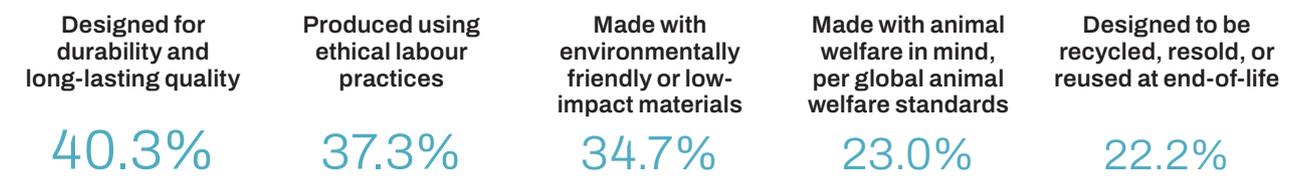
For SHEIN customers in Brazil, purchasing decisions are anchored in affordability, fit, and product quality.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



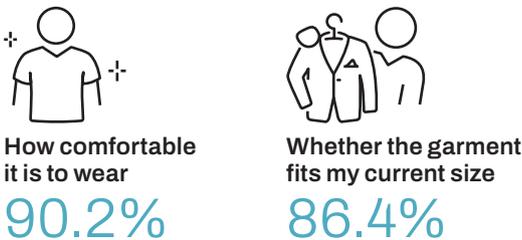
For SHEIN customers in Brazil, circularity and sustainability means durability, ethical labour, and environmentally friendly materials.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



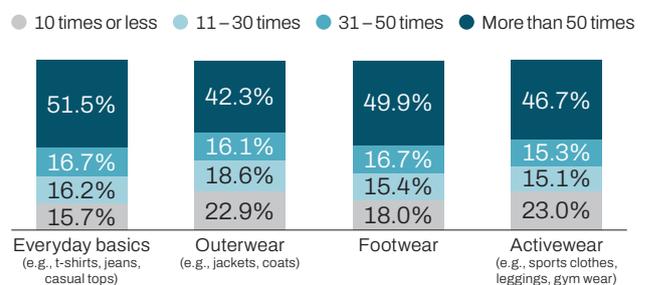
SHEIN customers in Brazil keep clothing due to comfort and fit – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in Brazil actually do

88.1% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 77.4% report that they often or sometimes donated to charities or non-profits.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is high. 80.0% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in Brazil who repair do so as they can do simple fixes (49.5%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (47.9%).

Knowledge and convenience are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is significantly lower. 20.8% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is belief in positive environmental impact, cited by 46.2%. For customers who do not recycle, the top factor that would encourage recycling is knowing how and where to recycle, cited by 52.6%, followed by more convenient recycling facilities (40.5%).

The Circularity Study 2025 included 833 respondents from Brazil. The sample comprised 92.0% identifying as female, 7.6% as male, and the rest preferring to self-describe or not disclose. In terms of age, 45.4% were aged 18 to 24, 37.8% 25 to 34, and 16.8% 35 to 44. Respondents were predominantly urban and suburban: 54.4% live in cities or other densely populated areas with more than 50,000 inhabitants, 35.2% in towns or suburbs with populations between 5,000 and 50,000, 6.5% in rural areas, and the rest preferring not to disclose. In terms of income, 84.5% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.



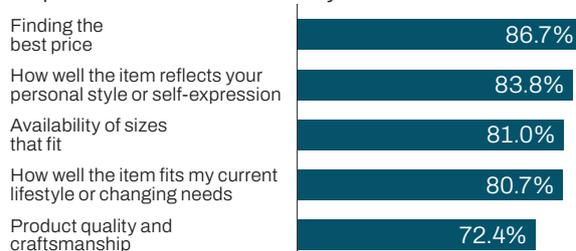
SHEIN customers in Canada purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



For SHEIN customers in Canada, purchasing decisions are anchored in affordability, personal relevance, and fit.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



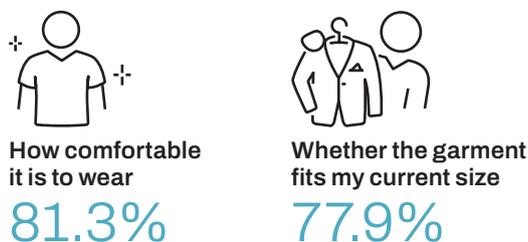
For SHEIN customers in Canada, circularity and sustainability means durability, environmentally friendly materials and ethical labour.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



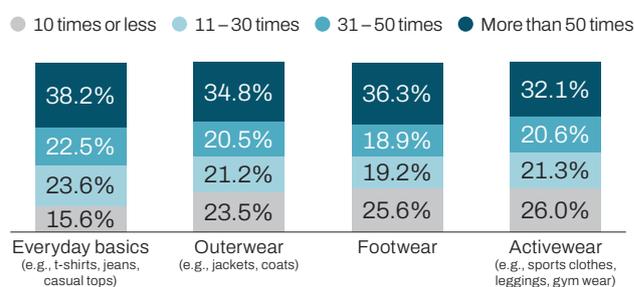
SHEIN customers in Canada keep clothing due to comfort and fit – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in Canada actually do

82.8% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 80.0% report that they often or sometimes donated to charities or non-profits.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 64.6% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in Canada who repair do so as they can do simple fixes (51.0%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (59.7%).

Knowledge and convenience are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is lower. 54.0% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is belief in positive environmental impact, cited by 44.3%. For customers who do not recycle, the top factor that would encourage recycling is knowing how and where to recycle, cited by 41.6%, followed by more convenient recycling facilities (39.3%).

The Circularity Study 2025 included 819 respondents from Canada. The sample comprised 90.5% identifying as female, 8.1% as male, and the rest preferring to self-describe or not disclose. In terms of age, 41.8% were aged 18 to 24, 32.4% 25 to 34, and 25.9% 35 to 44. Respondents were predominantly urban and suburban: 48.2% live in cities or other densely populated areas with more than 50,000 inhabitants, 33.3% in towns or suburbs with populations between 5,000 and 50,000, 13.8% in rural areas, and the rest preferring not to disclose. In terms of income, 62.1% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.



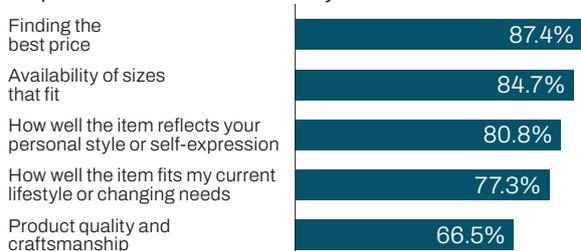
SHEIN customers in Denmark purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



For SHEIN customers in Denmark, purchasing decisions are anchored in affordability, fit, and personal relevance.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



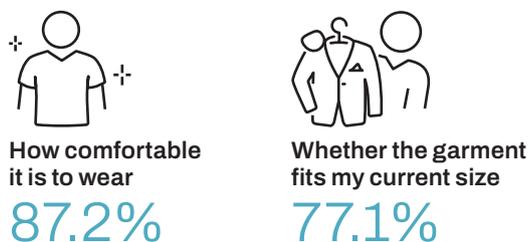
For SHEIN customers in Denmark, circularity and sustainability means environmentally friendly materials, durability, and ethical labour.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



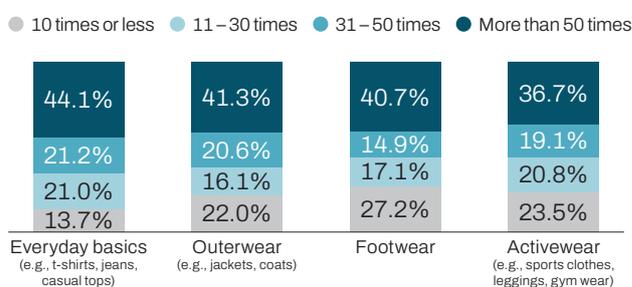
SHEIN customers in Denmark keep clothing due to comfort and fit – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in Denmark actually do

81.8% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 73.3% report that they often or sometimes donated to charities or non-profits.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 56.4% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in Denmark who repair do so as they can do simple fixes (53.1%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (69.7%).

Knowledge and convenience are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is significantly lower. 45.0% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is belief in positive environmental impact, cited by 46.3%. For customers who do not recycle, the top factor that would encourage recycling is knowing how and where to recycle, cited by 34.6%, followed by more convenient recycling facilities (33.5%).

The Circularity Study 2025 included 484 respondents from Denmark. The sample comprised 88.8% identifying as female, 9.5% as male, and the rest preferring to self-describe or not disclose. In terms of age, 55.2% were aged 18 to 24, 28.1% 25 to 34, and 16.7% 35 to 44. Respondents were predominantly urban and suburban: 41.7% live in cities or other densely populated areas with more than 50,000 inhabitants, 33.3% in towns or suburbs with populations between 5,000 and 50,000, 21.3% in rural areas, and the rest preferring not to disclose. In terms of income, 82.9% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.



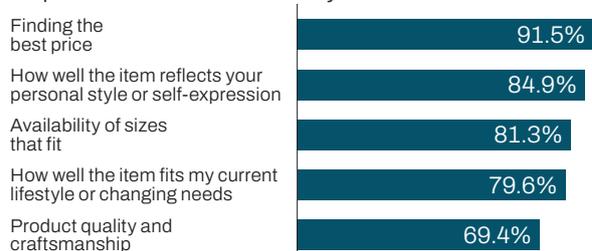
SHEIN customers in Finland purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



For SHEIN customers in Finland, purchasing decisions are anchored in affordability, personal relevance, and fit

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



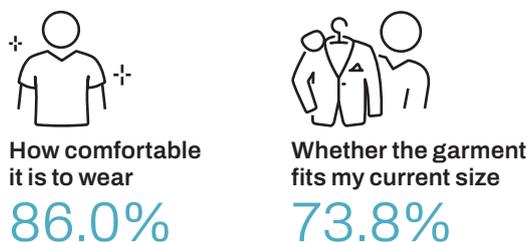
For SHEIN customers in Finland, circularity and sustainability means durability, environmentally friendly materials and ethical labour.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



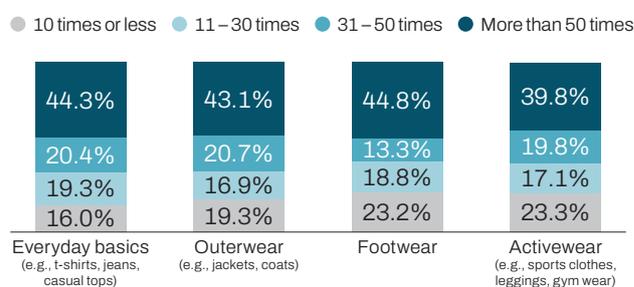
SHEIN customers in Finland keep clothing due to comfort and fit – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in Finland actually do

82.8% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 71.5% report that they often or sometimes donated to charities or non-profits.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 64.3% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in Finland who repair do so as they can do simple fixes (57.9%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (62.5%).

Convenience and greater used garment acceptance are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is significantly lower. 45.5% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is belief in positive environmental impact, cited by 41.6%. For customers who do not recycle, the top factor that would encourage recycling is more convenient recycling facilities, cited by 40.6%, followed by if drop-off points accept all kinds of used garments (32.8%).

The Circularity Study 2025 included 470 respondents from Finland. The sample comprised 86.6% identifying as female, 10.4% as male, and the rest preferring to self-describe or not disclose. In terms of age, 61.5% were aged 18 to 24, 26.2% 25 to 34, and 12.3% 35 to 44. Respondents were predominantly urban and suburban: 53.6% live in cities or other densely populated areas with more than 50,000 inhabitants, 34.7% in towns or suburbs with populations between 5,000 and 50,000, 8.3% in rural areas, and the rest preferring not to disclose. In terms of income, 80.4% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.



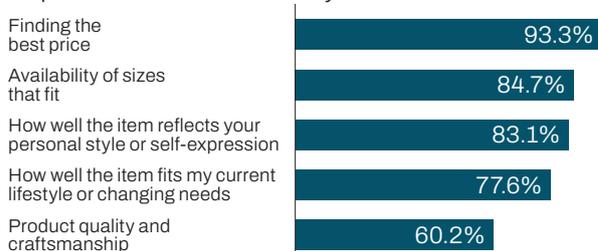
SHEIN customers in France purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



For SHEIN customers in France, purchasing decisions are anchored in affordability, fit, and personal relevance.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



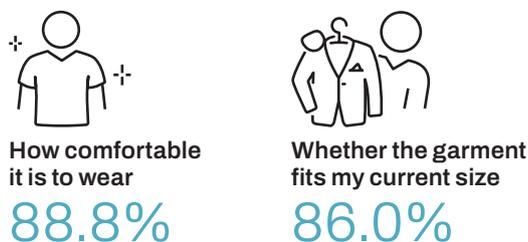
For SHEIN customers in France, circularity and sustainability means durability, environmentally friendly materials, and circular design.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



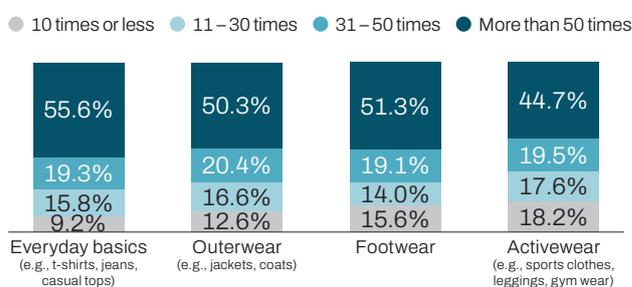
SHEIN customers in France keep clothing due to comfort and fit – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in France actually do

84.3% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 75.2% report that they often or sometimes donated to charities or non-profits.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 59.5% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in France who repair do so as they can do simple fixes (62.4%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (62.9%).

Convenience and benefits are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is lower. 52.0% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is the garment being too damaged to donate, repair or resell, cited by 44.9%. For customers who do not recycle, the top factor that would encourage recycling is more convenient recycling facilities, cited by 39.6%, followed by rewards or benefits for recycling (38.3%).

The Circularity Study 2025 included 805 respondents from France. The sample comprised 94.4% identifying as female, 4.5% as male, and the rest preferring to self-describe or not disclose. In terms of age, 26.5% were aged 18 to 24, 39.5% 25 to 34, and 34.0% 35 to 44. Respondents were predominantly urban and suburban: 22.4% live in cities or other densely populated areas with more than 50,000 inhabitants, 41.5% in towns or suburbs with populations between 5,000 and 50,000, 33.8% in rural areas, and the rest preferring not to disclose. In terms of income, 76.4% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.



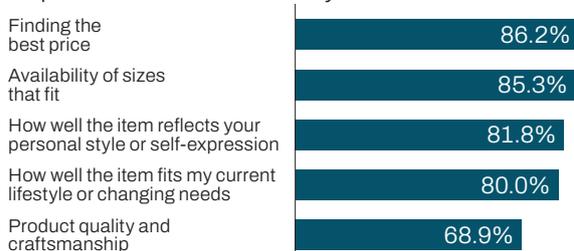
SHEIN customers in Germany purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



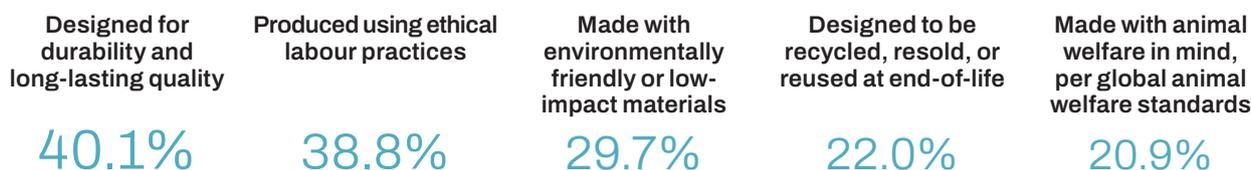
For SHEIN customers in Germany, purchasing decisions are anchored in affordability, fit, and personal relevance.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



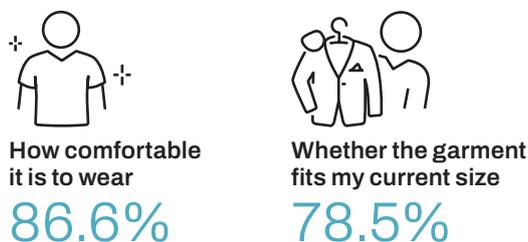
For SHEIN customers in Germany, circularity and sustainability means durability, ethical labour, and environmentally friendly materials.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



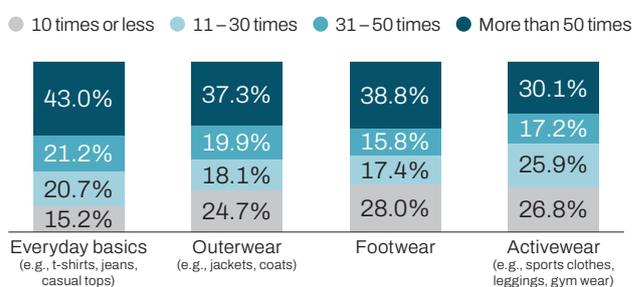
SHEIN customers in Germany keep clothing due to comfort and fit – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in Germany actually do

81.8% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 64.6% report that they often or sometimes donated to charities or non-profits.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 59.7% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in Germany who repair do so as they can do simple fixes (54.8%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (57.8%).

Benefits and convenience are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is significantly lower. 34.5% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is belief in positive environmental impact, cited by 35.2%. For customers who do not recycle, the top factor that would encourage recycling is rewards or benefits for recycling, cited by 40.4%, followed by more convenient recycling facilities (37.7%).

The Circularity Study 2025 included 559 respondents from Germany. The sample comprised 90.2% identifying as female, 8.4% as male, and the rest preferring to self-describe or not disclose. In terms of age, 33.6% were aged 18 to 24, 37.2% 25 to 34, and 29.2% 35 to 44. Respondents were predominantly urban and suburban: 41.5% live in cities or other densely populated areas with more than 50,000 inhabitants, 35.1% in towns or suburbs with populations between 5,000 and 50,000, 16.5% in rural areas, and the rest preferring not to disclose. In terms of income, 62.8% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.



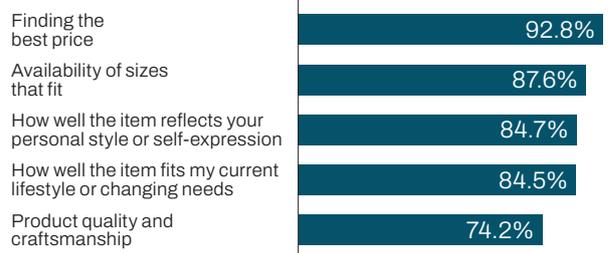
SHEIN customers in Ireland purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



For SHEIN customers in Ireland, purchasing decisions are anchored in affordability, fit, and personal relevance.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



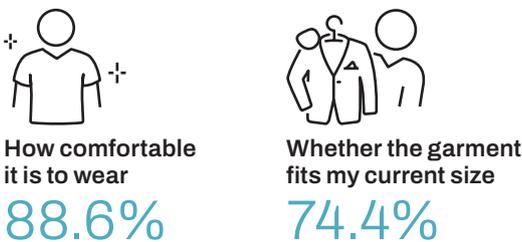
For SHEIN customers in Ireland, circularity and sustainability means durability, environmentally friendly materials and ethical labour.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



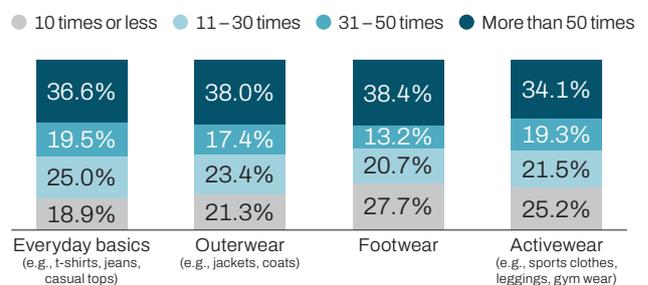
SHEIN customers in Ireland keep clothing due to comfort and fit – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in Ireland actually do

85.7% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 81.1% report that they often or sometimes donated to charities or non-profits.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 57.8% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in Ireland who repair do so as they can do simple fixes (57.4%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (64.4%).

Benefits and convenience are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is lower. 50.1% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is easy to access or available recycling options, cited by 46.0%. For customers who do not recycle, the top factor that would encourage recycling is rewards or benefits for recycling, cited by 41.7%, followed by more convenient recycling facilities (40.5%).

The Circularity Study 2025 included 880 respondents from Ireland. The sample comprised 89.0% identifying as female, 10.0% as male, and the rest preferring to self-describe or not disclose. In terms of age, 51.6% were aged 18 to 24, 26.1% 25 to 34, and 22.3% 35 to 44. Respondents were predominantly urban and suburban: 25.8% live in cities or other densely populated areas with more than 50,000 inhabitants, 44.9% in towns or suburbs with populations between 5,000 and 50,000, 26.0% in rural areas, and the rest preferring not to disclose. In terms of income, 76.4% reported earning below the national median income. Note: Values may not add to 100% due to rounding.



SHEIN customers in Italy purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



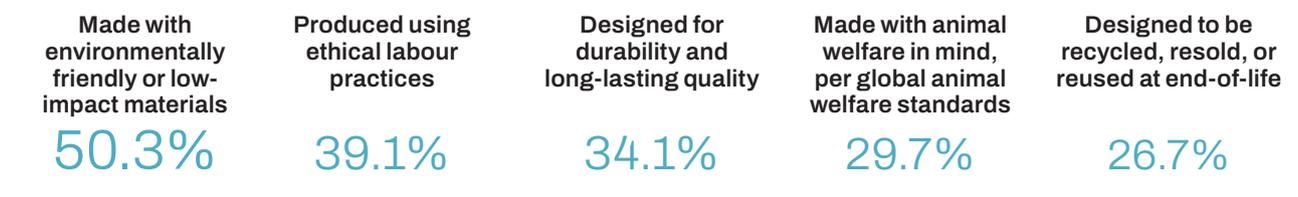
For SHEIN customers in Italy, purchasing decisions are anchored in affordability, fit, and personal relevance.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



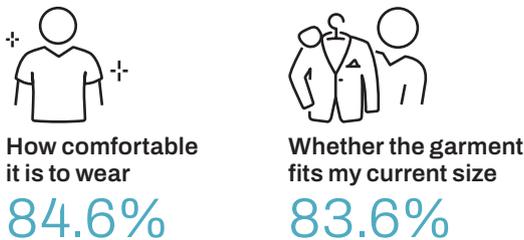
For SHEIN customers in Italy, circularity and sustainability means environmentally friendly materials, ethical labour, and durability.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



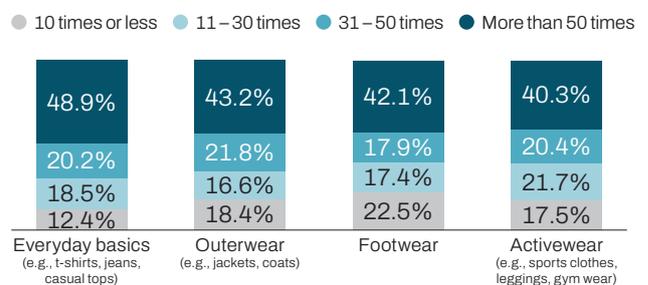
SHEIN customers in Italy keep clothing due to comfort and fit – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



SHEIN customers in Italy keep clothing due to comfort and fit – not trends or brands

84.1% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 75.7% report that they often or sometimes donated to charities or non-profits.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is high. 72.8% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in Italy who repair do so as they can do simple fixes (44.2%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (56.8%).

Benefits and convenience are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is significantly lower. 46.5% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is belief in positive environmental impact, cited by 47.1%. For customers who do not recycle, the top factor that would encourage recycling is rewards or benefits for recycling, cited by 45.3%, followed by more convenient recycling facilities (38.1%).

The Circularity Study 2025 included 622 respondents from Italy. The sample comprised 91.5% identifying as female, 7.4% as male, and the rest preferring to self-describe or not disclose. In terms of age, 29.3% were aged 18 to 24, 40.0% 25 to 34, and 30.7% 35 to 44. Respondents were predominantly urban and suburban: 39.4% live in cities or other densely populated areas with more than 50,000 inhabitants, 44.5% in towns or suburbs with populations between 5,000 and 50,000, 13.7% in rural areas, and the rest preferring not to disclose. In terms of income, 71.5% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.

COUNTRY REPORT – JAPAN



SHEIN customers in Japan purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



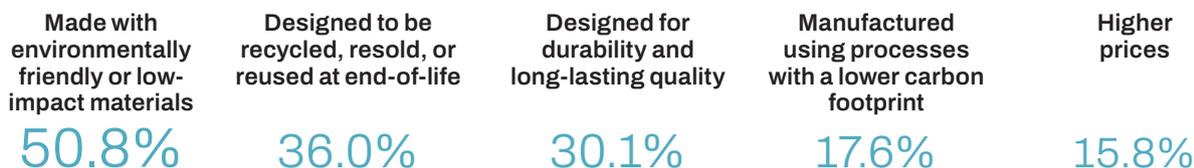
For SHEIN customers in Japan, purchasing decisions are anchored in fit, affordability and personal relevance.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



For SHEIN customers in Japan, circularity and sustainability means environmentally friendly materials, circular design, and durability.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



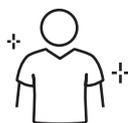
SHEIN customers in Japan keep clothing due to fit and comfort – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Whether the garment fits my current size

85.5%



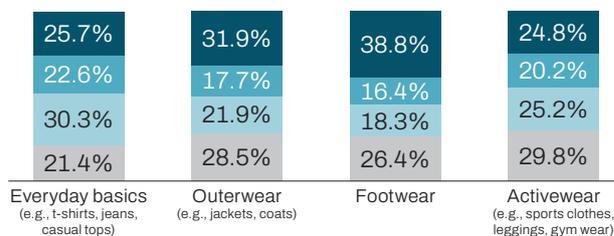
How comfortable it is to wear

83.5%

Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)

● 10 times or less ● 11–30 times ● 31–50 times ● More than 50 times



Extending garment life in practice: what SHEIN customers in Japan actually do

51.4% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 25.8% report that they often or sometimes downcycle.



Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 24.7% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in Japan who repair do so as they can do simple fixes (50.4%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (43.8%) or convenient access to repair services (also 43.8%).



Convenience and benefits are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is significantly lower. 17.1% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is belief in positive environmental impact, cited by 39.1%. For customers who do not recycle, the top factor that would encourage recycling is more convenient recycling facilities and rewards or benefits for recycling, cited by 45.9% each.

The Circularity Study 2025 included 539 respondents from Japan. The sample comprised 85.5% identifying as female, 11.5% as male, and the rest preferring to self-describe or not disclose. In terms of age, 44.7% were aged 18 to 24, 28.9% 25 to 34, and 26.3% 35 to 44. Respondents were predominantly urban and suburban: 51.9% live in cities or other densely populated areas with more than 50,000 inhabitants, 26.5% in towns or suburbs with populations between 5,000 and 50,000, 13.5% in rural areas, and the rest preferring not to disclose. In terms of income, 84.0% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.



SHEIN customers in Mexico purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



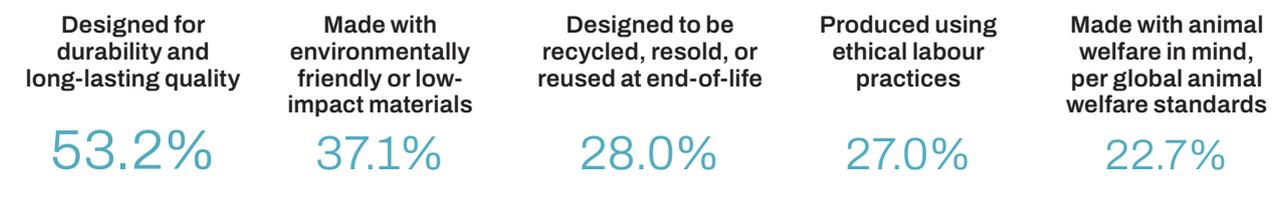
For SHEIN customers in Mexico, purchasing decisions are anchored in affordability, fit, and personal relevance.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



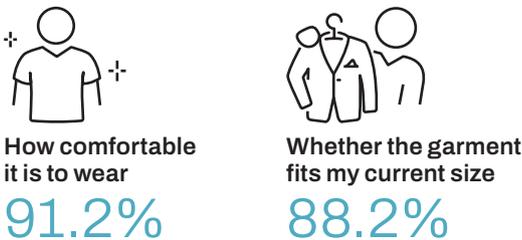
For SHEIN customers in Mexico, circularity and sustainability means durability, environmentally friendly materials and circular design.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



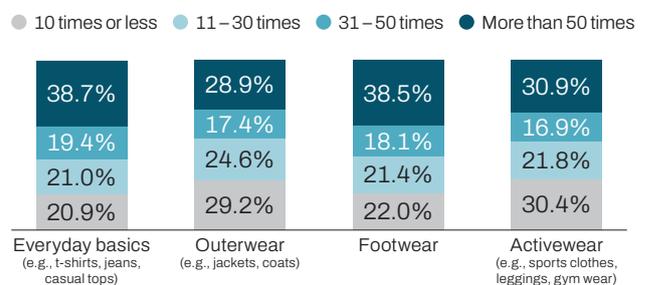
SHEIN customers in Mexico keep clothing due to comfort and fit – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in Mexico actually do

87.0% of respondents report that they often or sometimes **gave clothing to friends or family in the past 12 months**, while **68.5%** report that they often or sometimes **donated to charities or non-profits**.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is high. 72.9% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in Mexico who repair do so as **they can do simple fixes (58.4%)**, while for those who do not repair, the main factor that would **encourage them would similarly be the skills or knowledge to do so (70.7%)**.

Knowledge and convenience are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is significantly lower. 23.6% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the **most cited driver is belief in positive environmental impact**, cited by 49.5%. For customers who do not recycle, the top factor that would encourage recycling is **knowing how and where to recycle**, cited by 59.5%, followed by **more convenient recycling facilities** (43.5%).

The Circularity Study 2025 included 831 respondents from Mexico. The sample comprised 92.7% identifying as female, 6.7% as male, and the rest preferring to self-describe or not disclose. In terms of age, 32.9% were aged 18 to 24, 48.6% 25 to 34, and 18.5% 35 to 44. Respondents were predominantly urban and suburban: 54.3% live in cities or other densely populated areas with more than 50,000 inhabitants, 30.3% in towns or suburbs with populations between 5,000 and 50,000, 11.7% in rural areas, and the rest preferring not to disclose. In terms of income, 59.0% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.



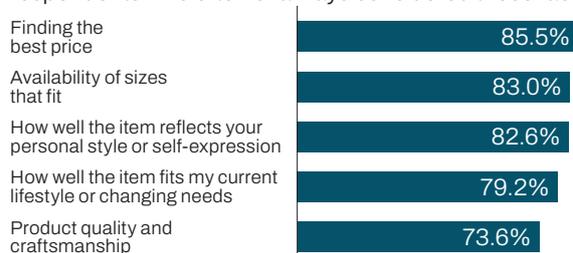
SHEIN customers in the Netherlands purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



For SHEIN customers in the Netherlands, purchasing decisions are anchored in affordability, fit, and personal relevance.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



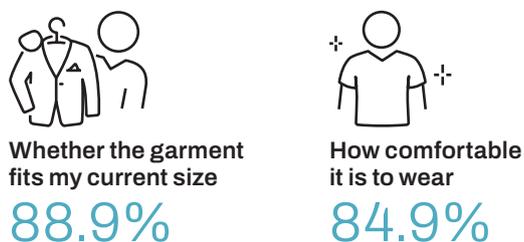
For SHEIN customers in the Netherlands, circularity and sustainability means durability, environmentally friendly materials and ethical labour.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



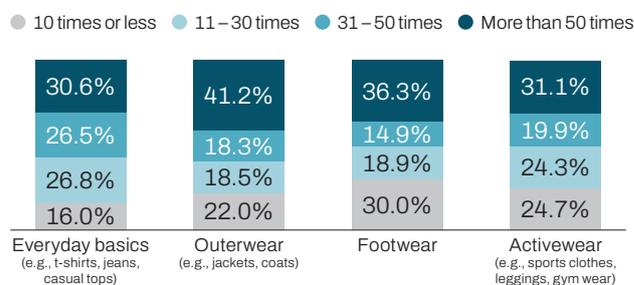
SHEIN customers in the Netherlands keep clothing due to fit and comfort – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in the Netherlands actually do

81.1% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 73.6% report that they often or sometimes donated to charities or non-profits.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 62.9% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in the Netherlands who repair do so as they can do simple fixes (51.0%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (56.1%).

Benefits and greater used garment acceptance are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is significantly lower. 46.8% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is belief in positive environmental impact, cited by 42.0%. For customers who do not recycle, the top factor that would encourage recycling is rewards or benefits for recycling, cited by 40.8%, followed by if drop-off points accept all kinds of used garments (28.7%).

The Circularity Study 2025 included 682 respondents from Netherlands. The sample comprised 91.6% identifying as female, 6.6% as male, and the rest preferring to self-describe or not disclose. In terms of age, 46.2% were aged 18 to 24, 32.6% 25 to 34, and 21.3% 35 to 44. Respondents were predominantly urban and suburban: 38.4% live in cities or other densely populated areas with more than 50,000 inhabitants, 50.9% in towns or suburbs with populations between 5,000 and 50,000, 7.6% in rural areas, and the rest preferring not to disclose. In terms of income, 71.6% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.



SHEIN customers in Poland purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



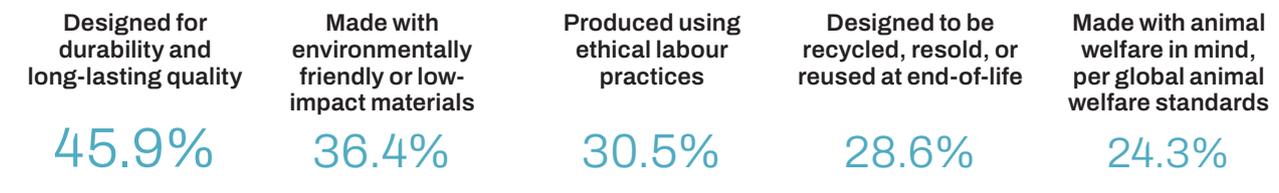
For SHEIN customers in Poland, purchasing decisions are anchored in fit, affordability, and personal relevance.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



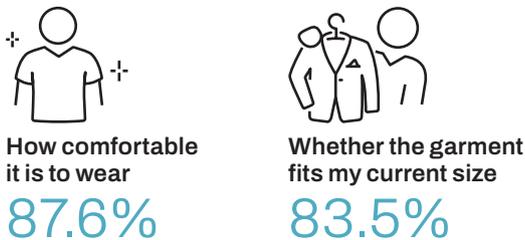
For SHEIN customers in Poland, circularity and sustainability means durability, environmentally friendly materials and ethical labour.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



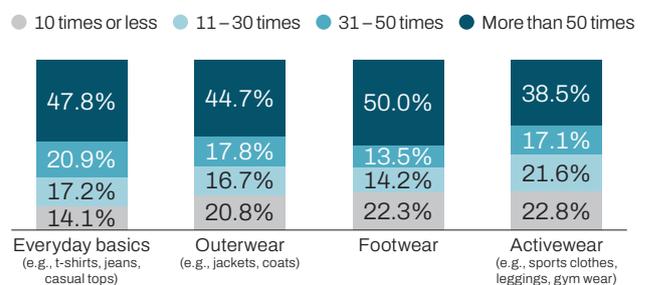
SHEIN customers in Poland keep clothing due to comfort and fit – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in Poland actually do

83.1% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 67.9% report that they often or sometimes downcycled.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 57.9% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in Poland who repair do so as they can do simple fixes (48.6%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (66.6%).

Convenience and benefits are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is lower. 55.0% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is the garment being too damaged to donate, repair or resell, cited by 41.3%. For customers who do not recycle, the top factor that would encourage recycling is more convenient recycling facilities cited by 45.6%, followed by rewards or benefits for recycling (39.0%).

The Circularity Study 2025 included 775 respondents from Poland. The sample comprised 91.5% identifying as female, 7.6% as male, and the rest preferring to self-describe or not disclose. In terms of age, 59.2% were aged 18 to 24, 25.3% 25 to 34, and 15.5% 35 to 44. Respondents were predominantly urban and suburban: 44.5% live in cities or other densely populated areas with more than 50,000 inhabitants, 28.1% in towns or suburbs with populations between 5,000 and 50,000, 25.2% in rural areas, and the rest preferring not to disclose. In terms of income, 65.3% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.



SHEIN customers in Saudi Arabia purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



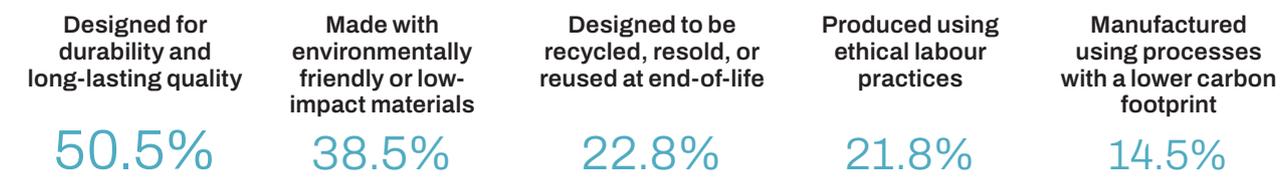
For SHEIN customers in Saudi Arabia, purchasing decisions are anchored in affordability, fit, and product quality.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



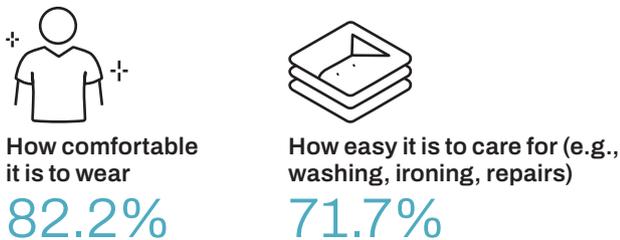
For SHEIN customers in Saudi Arabia, circularity and sustainability means durability, environmentally friendly materials and circular design.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



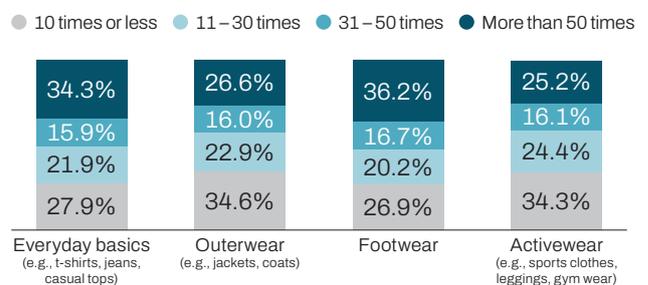
SHEIN customers in Saudi Arabia keep clothing due to comfort and ease of care – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in Saudi Arabia actually do

79.5% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 77.7% report that they often or sometimes donated to charities or non-profits.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 64.6% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in Saudi Arabia who repair do so as they can do simple fixes (48.6%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (49.5%).

Knowledge and benefits are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is significantly lower. 35.6% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is belief in positive environmental impact, cited by 43.3%. For customers who do not recycle, the top factor that would encourage recycling is knowing how and where to recycle, cited by 46.7%, followed by rewards or benefits for recycling (37.7%).

The Circularity Study 2025 included 1,397 respondents from Saudi Arabia. The sample comprised 73.3% identifying as female, 20.7% as male, and the rest preferring to self-describe or not disclose. In terms of age, 32.8% were aged 18 to 24, 42.0% 25 to 34, and 25.2% 35 to 44. Respondents were predominantly urban and suburban: 75.4% live in cities or other densely populated areas with more than 50,000 inhabitants, 11.7% in towns or suburbs with populations between 5,000 and 50,000, 5.8% in rural areas, and the rest preferring not to disclose. In terms of income, 81.4% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.



SHEIN customers in Singapore purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



For SHEIN customers in Singapore, purchasing decisions are anchored in affordability, personal relevance, and fit.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



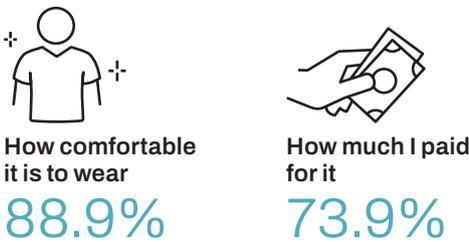
For SHEIN customers in Singapore, circularity and sustainability means durability, environmentally friendly materials, and ethical labour.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



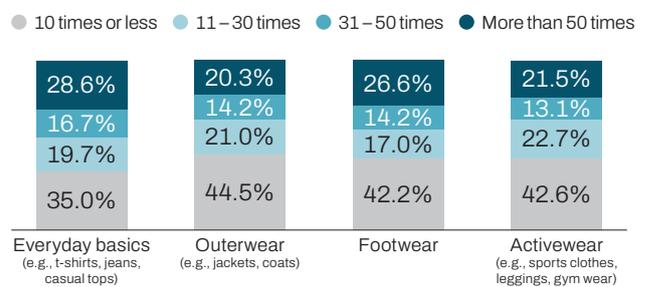
SHEIN customers in Singapore keep clothing due to comfort and price – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in Singapore actually do

78.7% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 73.4% report that they often or sometimes donated to charities or non-profits.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 57.7% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in Singapore who repair do so as they can do simple fixes (46.5%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (64.1%).

Convenience and benefits are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is significantly lower. 46.3% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is belief in positive environmental impact, cited by 48.6%. For customers who do not recycle, the top factor that would encourage recycling is more convenient recycling facilities, cited by 44.3%, followed by rewards or benefits for recycling (42.9%).

The Circularity Study 2025 included 395 respondents from Singapore. The sample comprised 77.0% identifying as female, 20.8% as male, and the rest preferring to self-describe or not disclose. In terms of age, 38.5% were aged 18 to 24, 31.4% 25 to 34, and 30.1% 35 to 44. In terms of income, 84.8% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.



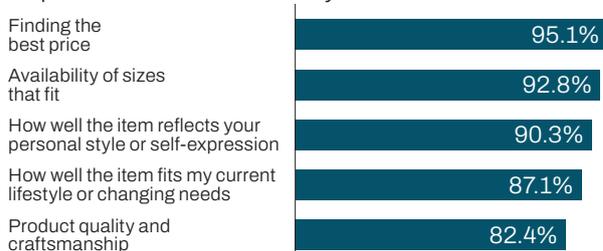
SHEIN customers in South Africa purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



For SHEIN customers in South Africa, purchasing decisions are anchored in affordability, fit, and personal relevance.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



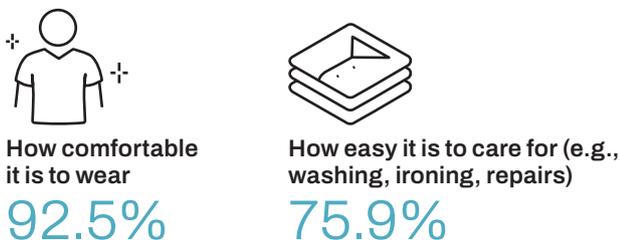
For SHEIN customers in South Africa, circularity and sustainability means durability, environmentally friendly materials and ethical labour.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



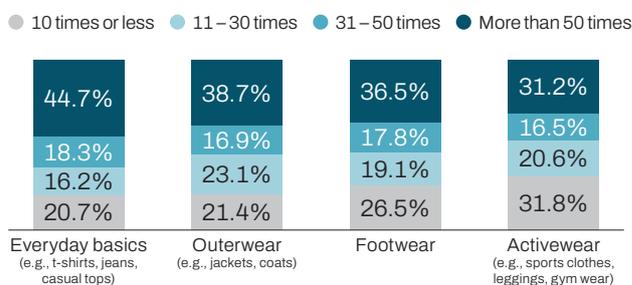
SHEIN customers in South Africa keep clothing due to comfort and ease of care – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in South Africa actually do

91.7% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 77.1% report that they often or sometimes donated to charities or non-profits.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 68.5% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in South Africa who repair do so as they can do simple fixes (55.3%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (61.1%).

Knowledge and convenience are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is significantly lower. 27.2% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is belief in positive environmental impact, cited by 55.9%. For customers who do not recycle, the top factor that would encourage recycling is knowing how and where to recycle, cited by 55.6%, followed by more convenient recycling facilities (44.0%).

The Circularity Study 2025 included 842 respondents from South Africa. The sample comprised 89.5% identifying as female, 8.8% as male, and the rest preferring to self-describe or not disclose. In terms of age, 50.6% were aged 18 to 24, 37.9% 25 to 34, and 11.5% 35 to 44. Respondents were predominantly urban and suburban: 30.6% live in cities or other densely populated areas with more than 50,000 inhabitants, 48.8% in towns or suburbs with populations between 5,000 and 50,000, 18.2% in rural areas, and the rest preferring not to disclose. In terms of income, 84.6% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.



SHEIN customers in South Korea purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



For SHEIN customers in South Korea, purchasing decisions are anchored in personal relevance, fit, and affordability.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



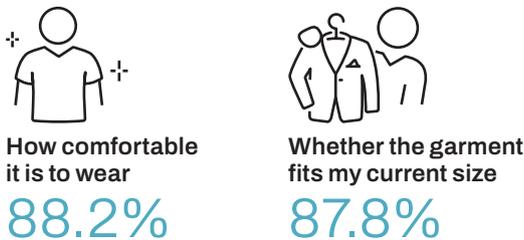
For SHEIN customers in South Korea, circularity and sustainability means durability, environmentally friendly materials and circular design.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



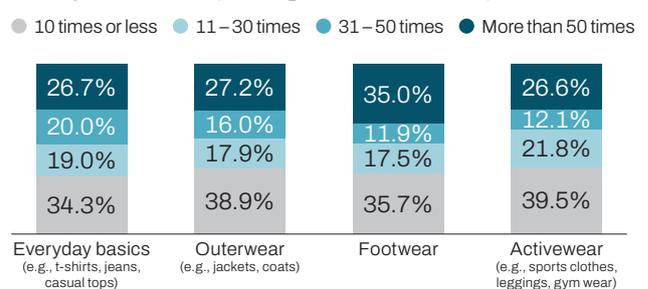
SHEIN customers in South Korea keep clothing due to comfort and fit – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in South Korea actually do

71.4% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 43.3% report that they often or sometimes downcycle their clothing.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 42.0% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in South Korea who repair do so as they can do simple fixes (57.0%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (55.1%).

Benefits and greater used garment acceptance are key to encouraging consumers to recycle more

Participation through drop-off bins or mail-in schemes is fairly high. 69.3% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is compliance with regulations, cited by 41.2%. For customers who do not recycle, the top factor that would encourage recycling is rewards or benefits for recycling, cited by 50.7%, followed by if drop-off points accept all kinds of used garments (39.7%).

The Circularity Study 2025 included 238 respondents from South Korea. The sample comprised 92.9% identifying as female, 6.3% as male, and the rest preferring to self-describe or not disclose. In terms of age, 37.8% were aged 18 to 24, 43.7% 25 to 34, and 18.5% 35 to 44. Respondents were predominantly urban and suburban: 70.2% live in cities or other densely populated areas with more than 50,000 inhabitants, 26.1% in towns or suburbs with populations between 5,000 and 50,000, 1.7% in rural areas, and the rest preferring not to disclose. In terms of income, 89.1% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.



SHEIN customers in Spain purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



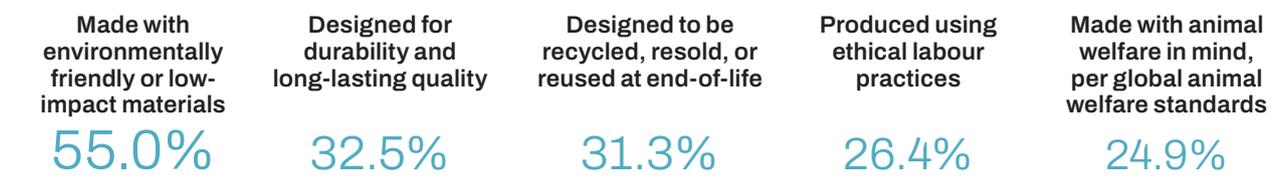
For SHEIN customers in Spain, purchasing decisions are anchored in affordability, fit, and personal relevance.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



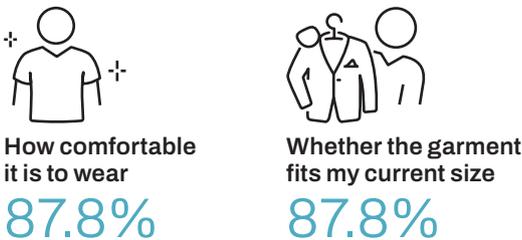
For SHEIN customers in Spain, circularity and sustainability means environmentally friendly materials, durability and circular design.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



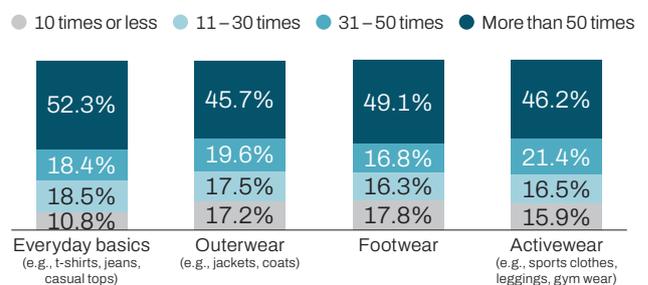
SHEIN customers in Spain keep clothing due to comfort and fit – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in Spain actually do

84.6% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 70.2% report that they often or sometimes donated to charities or non-profits.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 66.0% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in Spain who repair do so as they can do simple fixes (58.4%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (64.6%).

Convenience and benefits are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is lower. 58.0% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is belief in positive environmental impact, cited by 47.1%. For customers who do not recycle, the top factors that would encourage recycling are more convenient recycling facilities as well as rewards or benefits for recycling, cited by 40.3% each.

The Circularity Study 2025 included 674 respondents from Spain. The sample comprised 89.6% identifying as female, 9.1% as male, and the rest preferring to self-describe or not disclose. In terms of age, 19.3% were aged 18 to 24, 40.9% 25 to 34, and 39.8% 35 to 44. Respondents were predominantly urban and suburban: 45.4% live in cities or other densely populated areas with more than 50,000 inhabitants, 41.8% in towns or suburbs with populations between 5,000 and 50,000, 11.4% in rural areas, and the rest preferring not to disclose. In terms of income, 70.2% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.



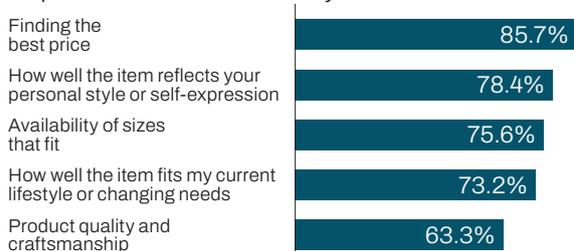
SHEIN customers in Sweden purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



For SHEIN customers in Sweden, purchasing decisions are anchored in affordability, personal relevance, and fit.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



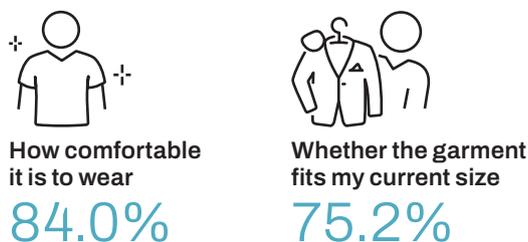
For SHEIN customers in Sweden, circularity and sustainability means durability, environmentally friendly materials and ethical labour.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



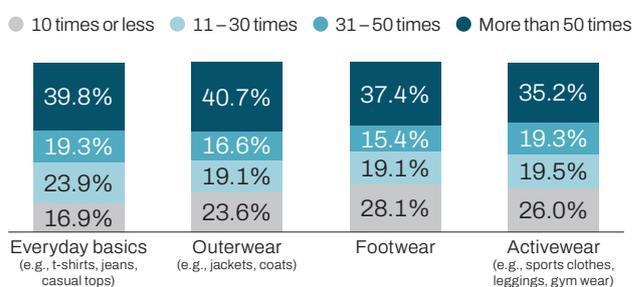
SHEIN customers in Sweden keep clothing due to comfort and fit – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in Sweden actually do

80.0% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 71.0% report that they often or sometimes donated to charities or non-profits.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 59.5% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in Sweden who repair do so as they can do simple fixes (60.0%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (54.0%).

Convenience and benefits are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is lower. 51.4% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is belief in positive environmental impact, cited by 41.4%. For customers who do not recycle, the top factor that would encourage recycling is more convenient recycling facilities, cited by 41.2%, followed by rewards or benefits for recycling (36.0%).

The Circularity Study 2025 included 714 respondents from Sweden. The sample comprised 81.7% identifying as female, 15.4% as male, and the rest preferring to self-describe or not disclose. In terms of age, 46.8% were aged 18 to 24, 26.3% 25 to 34, and 26.9% 35 to 44. Respondents were predominantly urban and suburban: 48.5% live in cities or other densely populated areas with more than 50,000 inhabitants, 35.7% in towns or suburbs with populations between 5,000 and 50,000, 10.5% in rural areas, and the rest preferring not to disclose. In terms of income, 83.2% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.



SHEIN customers in the UK purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months ...



For SHEIN customers in the UK, purchasing decisions are anchored in affordability, fit, and personal relevance.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



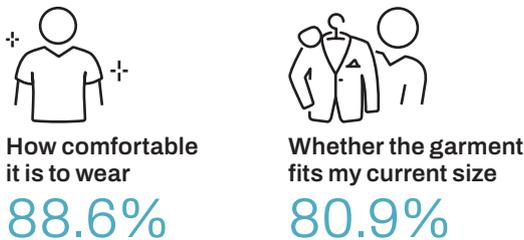
For SHEIN customers in the UK, circularity and sustainability means durability, environmentally friendly materials and ethical labour.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



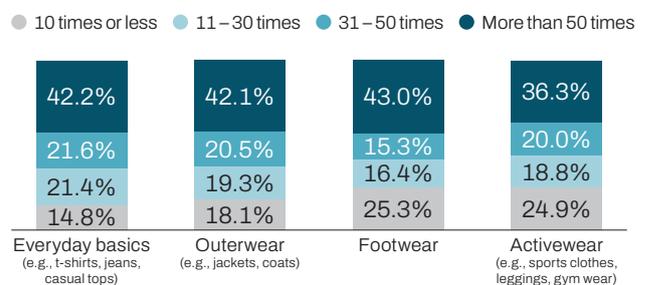
SHEIN customers in the UK keep clothing due to comfort and fit – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in the UK actually do

82.6% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 80.5% report that they often or sometimes donated to charities or non-profits.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 52.5% of respondents say they often or sometimes repaired or made alterations in the past 12 months)

SHEIN customers in the UK who repair do so as they can do simple fixes (68.1%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (66.8%).

Garment acceptance and convenience are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is significantly lower. 46.2% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is belief in positive environmental impact, cited by 52.4%. For customers who do not recycle, the top factor that would encourage recycling is if drop-off points accept all kinds of used garments, cited by 40.1%, followed by more convenient recycling facilities (39.3%).

The Circularity Study 2025 included 728 respondents from UK. The sample comprised 90.1% identifying as female, 8.1% as male, and the rest preferring to self-describe or not disclose. In terms of age, 39.6% were aged 18 to 24, 28.6% 25 to 34, and 31.9% 35 to 44. Respondents were predominantly urban and suburban: 33.7% live in cities or other densely populated areas with more than 50,000 inhabitants, 51.2% in towns or suburbs with populations between 5,000 and 50,000, 10.9% in rural areas, and the rest preferring not to disclose. In terms of income, 81.5% reported earning below the national median income. Note: Values may not add to 100% due to rounding.



SHEIN customers in the US purchase clothing in moderation.

When asked approximately how many items of clothing was purchased, both online and offline in the past 12 months...



For SHEIN customers in the US, purchasing decisions are anchored in affordability, fit, and personal relevance.

Top 5 considerations when purchasing clothing online (% of respondents who often or always considered these factors)



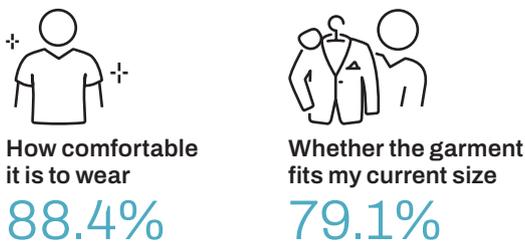
For SHEIN customers in the US, circularity and sustainability means durability, environmentally friendly materials and ethical labour.

Top 5 characteristics that come to mind when respondents think about clothing that is “sustainable” or “circular,” (% of respondents)



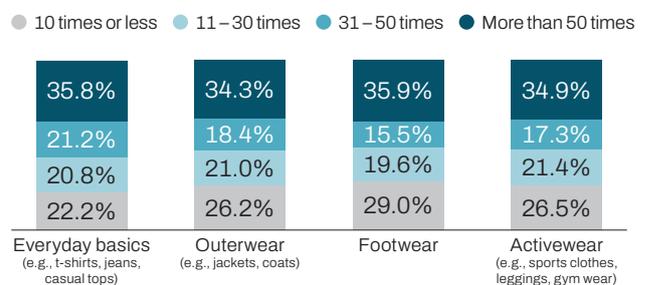
SHEIN customers in the US keep clothing due to comfort and fit – not trends or brands

Most important factors when deciding how long to keep an item of clothing (% of respondents)



Repeat wear of SHEIN clothing is the norm

Number of times SHEIN clothing in core wardrobe categories usually worn before passing them on (% of respondents)



Extending garment life in practice: what SHEIN customers in the US actually do

85.5% of respondents report that they often or sometimes gave clothing to friends or family in the past 12 months, while 77.6% report that they often or sometimes donated to charities or non-profits.

Participation in repair is both driven by and constrained by skills.

Participation in repair and alteration is lower. 57.9% of respondents say they often or sometimes repaired or made alterations in the past 12 months.

SHEIN customers in the US who repair do so as they can do simple fixes (57.1%), while for those who do not repair, the main factor that would encourage them would similarly be the skills or knowledge to do so (62.5%).

Knowledge and convenience are key to encouraging consumers to recycle more

Participation in recycling through drop-off bins or mail-in schemes is significantly lower. 43.8% say they often or sometimes recycled clothing in the past 12 months.

Among SHEIN customers who already recycle clothing, the most cited driver is belief in positive environmental impact, cited by 47.1%. For customers who do not recycle, the top factor that would encourage recycling is knowing how and where to recycle, cited by 43.5%, followed by more convenient recycling facilities (36.8%).

The Circularity Study 2025 included 1,521 respondents from the US. The sample comprised 89.2% identifying as female, 8.9% as male, and the rest preferring to self-describe or not disclose. In terms of age, 29.8% were aged 18 to 24, 38.9% 25 to 34, and 31.3% 35 to 44. Respondents were predominantly urban and suburban: 41.6% live in cities or other densely populated areas with more than 50,000 inhabitants, 35.3% in towns or suburbs with populations between 5,000 and 50,000, 18.3% in rural areas, and the rest preferring not to disclose. In terms of income, 69.6% reported earning below the national median income.

Note: Values may not add to 100% due to rounding.

SHEIN