



REBEL

New Name. More Savings. Shop Smarter.™

5th ANNUAL RECOMMERCE REPORT

2025

We're thrilled to announce our evolution from Rebelstork to REBEL, a testament to our incredible growth and commitment to solving the returns crisis on an even bigger scale.

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Introduction

A Letter From Our Founder

Shopping smarter isn't just a trend - it's the future. That's why we built REBEL, the ultimate destination to Shop Smarter™. We offer unbeatable savings on top brands by keeping open-box returns and overstock products out of landfills and putting them into customers' hands every day. Backed by industry endorsements and recognition, we're leading a new era of retail, where value and sustainability go hand in hand.

Gen Z and Millennials' focus on sustainability, while the returns crisis continues to build, has required the retail industry to adapt. Partnering with third parties has become essential, and REBEL is at the forefront, providing deal-savvy shoppers exactly what they want: incredible value on open-box and overstock finds.

Thanks to our community's support, we've expanded into new returns recommerce verticals, offering a full range of products to help you live your best life at the best price. Our entry into the home goods space and rebranding to REBEL is a reflection of our commitment to solving the \$1 trillion returns crisis.

No longer just quoting experts, we've become the experts in returns recommerce—backed by impressive growth and recognition. While 2025 brings uncertainty with tariffs and inflation, one thing is clear: REBEL is ready for whatever's next.

Emily Hosie
Founder & CEO

REBEL Takeaways

Returns Are a Growing Crisis with Massive Environmental Impact

\$890 billion in products are returned annually. Over 8.4 billion pounds of those returns end up in landfills, equal to 10,500 fully loaded Boeing 747s. It's a major business loss and growing environmental threat needing an industry-wide solution.

Sustainability Is Non-Negotiable for the Next Gen

64% of Gen Z and Millennials are willing to pay more for sustainable products, yet most returns go to landfills due to cost and complexity. Circular retail solutions are critical to close the gap between consumer demand and current retail practices.

Economic Uncertainty Is Reshaping how Young Shoppers Spend

52% of Gen Z say they don't make enough to live the life they want. In a market shaped by inflation, tariffs, and uncertainty, younger generations are prioritizing intentional spending on essentials and every day value purchases over future-focused savings.

Retailers Need Circular Solutions – But Can't Do It Alone

Returns have doubled since 2019, driven by convenience habits like bracketing. While flexible policies boost loyalty, they also create waste. Most retailers lack the infrastructure to manage returns efficiently.

REBEL's Role In Leading a Returns Recommerce Revolution

As the first and largest returns recommerce platform, REBEL proves returns recommerce is the path forward to solving the problem at scale while creating new revenue and customer channels.

2025:
YEAR OF REBEL

The Great Cultural Reset

Navigating A Chaotic Few Years

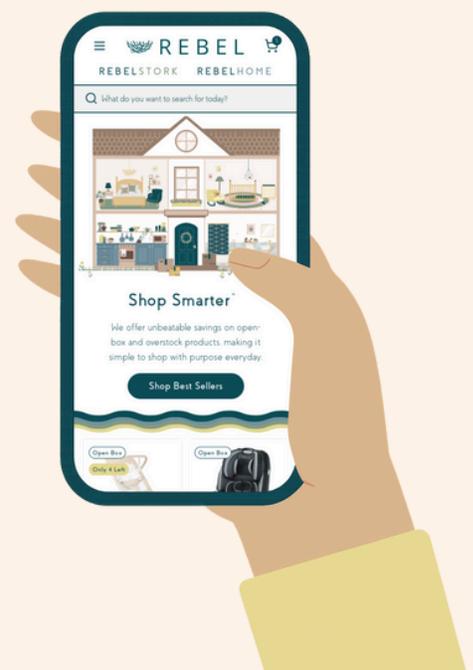
Unprecedented and real-time exposure to everything that is happening in the world has given rise to rebellion and heightened levels of individualism. Never before have priorities and opinions shifted so fast and so publicly, and consumers have discovered their power to vote with their dollars.

Shifting News Sources

With growing skepticism around bias in mainstream news, younger generations are also seeking alternative sources of information like podcasts and TikTok for a more personal and unfiltered connection.

Screen Time Overtime

Gen Zers and Millennials — practically born with a Smart Phone in hand — have played a significant role in pushing the boundaries of what is expected from companies over the last decade, voting with their dollars and readily influenced by trends and culture. This consumer is digital savvy, socially conscious, environmentally concerned and yearning for personalization.





Of Gen Z and Millennial Customers:

64%

willing to pay more to purchase environmentally sustainable products.

25%

stopped or lessened a relationship with a business due to unsustainable practices.

Deloitte



A REBEL Consumer Is Born

Smart shoppers are skeptical of mainstream marketing and attuned to niche brands that align with their values. They demand transparency — from a product’s origin to its end of life environmental footprint.

The new world is mobile-first, well-informed and ready to switch brands if they sense a lack of authenticity. This isn’t just a shift but a powerful call for brands to adapt, listen, and build real, lasting connections.

Shopify

What Digitally Native Consumers Want

Value

Authenticity

Sustainability

Transparency

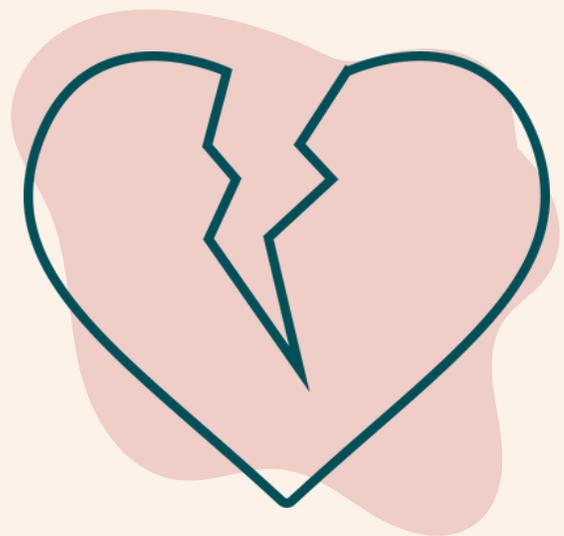
Experience

Superior Value

Ethical Values

Brands Break Up With The Mass Market

We've seen cultural fragmentation and the rise of cult niche brands, splintered by ideology, income and age. Mega brands of the past are finding it difficult to reach "every consumer" and speak to individualism authentically. *Axios*



Brands Infiltrate Daily Life

Influencers are taking partnerships to new heights, making brands a key part of our daily social media experience. Algorithms and ads now dominate our feeds, often overshadowing posts from friends and family.

Society Takes An Inward Turn

Post-Covid, the time Americans spend at home has decreased slightly. We're still TikTok-ing from our bedrooms (and bathrooms), working from home, exercising at home and staying in. Going out is expensive.

Almost every part of our lives is more likely to take place at home.

NY Times

People are sprucing up their spaces for their own comfort, as well as appearances on camera (Zoom and TikTok). *Psychology Today*

Still In Survival Mode

Young Millennials have been running up huge piles of debt, and many share the feeling the American Dream is out of reach.

3 in 10 do not feel financially secure.

6 in 10 are living paycheck to paycheck. *Deloitte*

Soft Savings

TikTok continues to be a revealer of trends for Gen Z and Millennials. A “soft saving” trend is emerging, where they are putting less money into the future and more towards the present, driven by a sense of unease about what the future holds financially. 52% of Gen Zers say they don’t make enough money to live the life they want and as a result, they are choosing to spend now versus save for later. This generation is expected to lean further into intentional, value-driven buying as they look for ways to stretch their dollars in a high-cost world. [CNBC](#)

\$860 billion

total Gen Z spending power

\$200 billion

from direct spending— money
they earn and spend themselves

\$660 billion

from influenced spending. purchases
influenced by recommendations

[Economic Times](#)

The Stress Is Not Subsiding

Gen Z and Millennials continue to struggle with financial burdens and isolation, facing unprecedented levels of stress and anxiety. Jonathan Haidt's *The Anxious Generation* struck a nerve in 2024, staying over 46 weeks on the New York Times bestseller list.



He argues that “the great rewiring of childhood is the single largest reason for the tidal wave of adolescent mental illness that began in the early 2010s,” resonating deeply with parents and sparking debate on smartphones’ impact.

Two-thirds of 18- to 34-year-olds report:

stress makes it hard for them to focus (67%)

no one understands how stressed they are (66%)

these feelings are “completely overwhelming” (58%)

*most days they “can’t function” (50%)

43%* say they felt more anxious in 2024 than they did the previous year. up from 37% in 2023 and 32% in 2022.

2024 American Psychiatric Association annual mental health poll *Some argue the perceived increase may be due to an increase in reporting/oversharing. [APA](#)

Money Isn't The Only Worry

Increasing Costs

Climate Change

Unemployment

Debt

Mental Health

Crime/Personal Safety

Student Loans

Lack of paid leave

Never Owning a Home

Potential for Homelessness

Rent

No Access to Childcare

[Psychiatry.org](https://www.psychiatry.org)

Tariffs Will Force Changed Buying Habits

With essentials already expensive, tariffs on goods from China, Mexico, and Canada add new uncertainty that will undoubtedly change consumer behavior. As everyday items—from groceries to kids' gear—face price hikes, shoppers are shifting away from traditional retail and towards everyday value options. The recommerce market is expected to reach *\$276 billion by 2028*, growing 4.4x faster than traditional retail. Returns recommerce presents a growing opportunity for consumers to explore and adopt an innovative solution that provides affordability without compromise on quality.

WASTE & RETURNS

Solving A Huge Crisis

Flexible Returns = Increased Loyalty

Returns play an important role within the retail ecosystem and offer an additional touchpoint for retailers to provide a positive interaction with their customers.

The convenience of online shopping and customer-centric return policies have fueled a culture of casual consumption, where consumers buy with little hesitation, knowing they can easily return what doesn't fit, doesn't work, or simply doesn't feel right.

Return policies are no longer just a post-purchase consideration – they're shaping how younger generations shop from the start. *WSJ*

In response to consumer demand, retailers continue to enhance the return experience to evolve with new customer behaviors, such as bracketing.



bracketing

/'brakətiNG/ verb

purchasing multiple items with the intent to return the ones that don't work out.

68%
retailers

upgrading their
customer-facing
returns
capabilities.

66%
retailers

consumers
consider return
policy a key factor
in deciding where
to shop.

67%
retailers

say a negative return
experience would
discourage them from
shopping with a
retailer again.

National Retail Federation

A Logistical Headache

From processing expenses to environmental waste, returns represent a logistical headache that drains profitability. Especially in the post-holiday period, these challenges multiply as the sheer volume of returned items overwhelms supply chains and customer service operations. The stakes are even higher as consumer expectations evolve.

Returns Are Rising - And Costly

Returns have doubled since 2019 and are expected to continue to be a significant issue for retailers in 2025. With the explosion of online shopping during and since the pandemic, customers got comfortable with their buying and returning habits, and more shoppers began ordering products they never intended to keep. The financial cost is just one part of the growing returns crisis.

Forbes

Returns by the Numbers

\$890

billion

in total returns
2024 (16.9% of all
retail sales)

\$743

billion

in total returns in
2023 (15% of all
retail sales)

8.4B

pounds of landfill waste
created by returns in 2023

National Retail Federation

Processing a return costs retailers an average
of 30% of an item's original price.

CNBC

From The Shelf To The Landfill

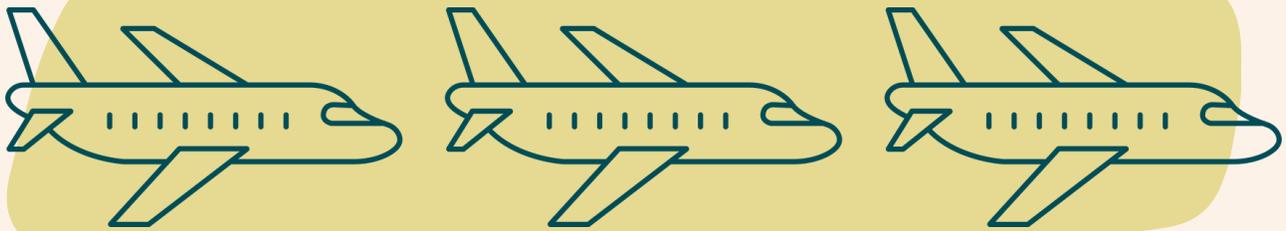
What we don't see, and is even more alarming, is the environmental impact that the returns crisis causes.

For the majority of retailers, the logistical and monetary

challenges of inspecting, repackaging, and reselling returned goods make it more cost-effective to dispose of them altogether. This is especially true for categories like baby gear and home goods, where bulky and high-value items require additional inspection to ensure quality standards are met. As a result, 8.4 billion pounds of returned goods are dumped in landfills annually.



To put that into perspective, this is equivalent to 10,500 fully loaded Boeing 747s of waste each year.



ABOUT REBEL

Leading The Recommerce
REvolution

REBEL

With A Cause

*Transforming excess
inventory and open-box
returns into opportunity*



Consumer-centric return policies are essential and here to stay. Rather than fighting the tide, we've created a solution to the trillion-dollar returns crisis, and that solution is REBEL.

REBEL is the largest returns recommerce and overstock platform for baby gear and home products across North America. Partnering with top brands and retailers, we bring unbeatable savings and the best selection of never-used, open-box, and overstock products right to our customer's doorstep—while saving over 25 million pounds of products from landfills annually.

As the ultimate destination to Shop Smarter™, REBEL makes it easy to shop with purpose every day, offering up to 50% off popular brand names.

Our REVolution

We are the first company to build the necessary technology to handle returns recommerce at scale, processing more than 70,000 unique SKUs each week. Every product is quality-checked prior to listing, so customers can rest assured that their orders meet our high standards. It's our Pinky Promise.

Today, REBEL works with 2,500+ brands, helping them recover revenue while reinforcing their sustainability commitments and delivering significant savings to consumers.



Creating a Win-Win

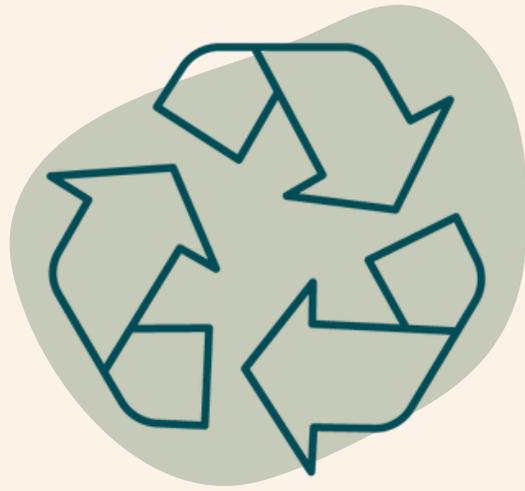
As the only platform equipped to handle returns recommerce at scale, we open up an entirely new revenue channel and customer segment for big brands. Historically, these brands have turned to landfills and salvage jobbers to address all qualities of returns. While these methods provide short-term relief, they come with significant environmental and financial drawbacks.

“We’ve transformed returns into a new revenue stream for brands and retailers, while also minimizing their environmental impact.”

Emily Hosie, *[Inc.com](#)*

Sustainability: It's Not Easy Being Green

Sustainability is a lot harder than companies initially predicted.



Sustainable companies like us (BCorp and proud) walk a fine line between purpose and profit, making each business decision with our planet top of mind. With rising costs and regulations, that hasn't been easy for many companies, who have revised their pledge timelines and lofty goals.

“A variety of logistical, operational and strategic factors play a role into why brands can't manage returns recommerce themselves”

Emily Hosie, *Fortune*

BCorp Proud

Our net positive impact on the environment is widening, year after year. REBEL's unwavering commitment to solving the returns crisis has earned us B-Corp status, the highest standard for socially responsible business. Re-certifying in 2024 with an increased score, we remain dedicated to our original goal: minimizing waste on the next generation.

Partnering To Prevent Headaches

Partnerships are vital to a successful circular strategy. They provide the knowledge and materials to design a circular business model. They can also lower production costs, create economies of scale, and enhance consumer loyalty. *Bain & Company*

90%

companies with a circularity initiative
with at least one partnership.

What Some Of Our Recent Partners Are Saying About REBEL

With over 2,500 brand and retail partners, here is what some of our most recent partners are saying about us.

evenflo x R E B E L

“At Evenflo, we are committed to creating sustainable and accessible products to help make the challenging journey of parenting that much easier. As one of the largest and most trusted baby gear brands, we are excited to collaborate with REBEL, a leader in innovative returns solutions, who too share this commitment to extend the life of our products, reduce waste, and offer families premium, affordable options for their parenting needs.” - Evenflo

MAXI-COSI x R E B E L

“Our partnership with REBEL, the only certified B-Corporation in the industry, makes it easier for parents to access our quality, open-box, and overstock products at a more attainable price. When values align, as ours do with REBEL, great things can happen for more families.” - Dorel Juvenile

& baby jogger x R E B E L

“Rebel, as a certified B-Corporation, enables us to extend the life of our products responsibly, giving families access to brands they trust, while reducing waste and contributing to a circular economy in baby gear.” - Newell Brands

REBEL AI: REV™

Smart Pricing for Smarter Savings

In 2025, the retail landscape will see a new level of AI-driven systems and personalization. From product recommendations to dynamic pricing, retailers are able to tailor their offer to customers at the individual level.



Leading the charge since 2020, our smart pricing technology REV™, guarantees that customers shopping REBEL are getting unbeatable savings on the products they love. REV™ uses proprietary pricing intelligence to measure the market value of products in real time. 60% of shoppers refrain from making in-store purchases until they can do comparison shopping online. *Statista*

4 in 5
Consumers

not using artificial intelligence for shopping would like to see how it can help them research or get product information, look for deals and promotions.

IBM Institute for Business Value

5th Annual REBEL Recommerce Report

Our True Value

Our long game surpasses profit to help people shop smarter and more responsibly. Now more than ever, doing better for our planet and keeping more money in our customer's pocket matters. There is a link between money, our environment and mental health.

Providing people with better choices helps foster a sense of control and optimism for the future.

This is the biggest win for us.

Our partners and customers are excited about what we're doing, and we're excited to be making a significant impact.

