



Vinted is Europe's biggest peer-to-peer second-hand marketplace, based in Vilnius, Lithuania. Sellers list for free and pay no selling fees; instead the buyer pays a mandatory Vinted fee at checkout (usually 5% of the item price plus €0.70) and the shipping, and sellers can pay to bump their listings. Vinted also runs its own parcel carrier (Vinted Go) and payments arm (Vinted Pay). FY2025 revenue was €1.1B (+38%) on €10.8B of GMV, with net profit of €62M.

BUSINESS MODEL CANVAS

Vinted

Research date: Oct 14, 2026

Evidence-backed · sources in companion brief

KEY PARTNERS

- Members supply every listing (FACT).
- **Partner carriers** — 500,000+ pick-up/drop-off points (FACT).
- Payment providers, being reduced via Vinted Pay (FACT).
- **Investors** — Accel, EQT Growth, Insight, Lightspeed (FACT).
- TPG-led €340M secondary, Oct 2024 (FACT).

KEY ACTIVITIES

- **Marketplace product** — search, listings, recommendations (FACT).
- Safety, refunds and member support (FACT).
- **Category expansion** — sports, collectables, electronics (FACT).
- **New markets** — Latvia, Estonia, Slovenia, U.S. (FACT).
- Vinted Go carrier and sortation (FACT).
- Vinted Pay wallet rollout (FACT).

KEY RESOURCES

- Two-sided member network (FACT).
- 75M members cited on Vinted's app page (FACT, may be dated).
- Vinted Go carrier in 5 countries (FACT).
- Vinted Pay wallet (FACT).
- 2,000+ employees (FACT).
- €137M free cash flow FY2025 (FACT).

VALUE PROPOSITIONS

- **0% selling fees** — sellers keep their price (FACT).
- Buyer refund if lost, damaged or not as described (FACT).
- Cheap pick-up-point and locker delivery (FACT).
- Fashion plus kids' items, electronics, home, collectables (FACT).
- Second-hand pitched as cheaper and greener (FACT).

CUSTOMER RELATIONSHIPS

- Direct member-to-member chat and offers (FACT).
- Reviews build seller reputation (FACT).
- Support and refunds funded by the Vinted fee (FACT).
- Protection only via Buy now (FACT).
- Many members both buy and sell (INFERENCE).

CHANNELS

- iOS and Android apps (FACT).
- Country websites for each market (FACT).
- Word of mouth and listing shares (INFERENCE).
- Paid marketing, e.g. Germany push (FACT).
- U.S. launch campaign in New York, Jan 2026 (FACT).

CUSTOMER SEGMENTS

- Casual sellers clearing wardrobes (FACT).
- Value-seeking second-hand buyers (FACT).
- Strong in women's and kids' clothing (FACT).
- Business sellers via Vinted Pro (FACT).
- 26 countries incl. U.S. since 2026 (FACT).

COST STRUCTURE

- Payment processing, being moved to Vinted Pay (FACT).
- Member support and safety (FACT).
- **Expansion** — Germany, new countries, categories (FACT).
- Vinted Go sortation and carrier build-out (FACT).
- ~€0.95B costs before D&A, FY2025 (INFERENCE).

REVENUE STREAMS

- **Vinted fee** — usually 5% + €0.70 per order (FACT).
- No selling fees (FACT).
- Paid bumps for sellers (FACT).
- Vinted Go shipping services (FACT).
- €1.1B revenue FY2025, +38% (FACT).
- ~10% of GMV (INFERENCE).

Sources: company.vinted.com/newsroom/financial-results-2025 · vinted.com/about · tpg.com/news-and-insights/vinted-secures-tpg-led-secondary-investment-at-valuation-of-e5b-reflecting-profitable-growth · vinted.com/help/342-buyer-protection-fee · vinted.com/app · vinted.co.uk/help/1653 · company.vinted.com/newsroom/vinted-launches-us-nyc-2 · wsj.com/articles/thrift-app-vinted-has-an-eye-on-americas-secondhand-clothes-96f1b548

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