

Supplementary Table S1. Background information of the sample.

Company	Company type	Service presence	Founded	Employees	Countries of operations	Revenue (in 2022)	Social media followers
1. Emmy	Decentralized online platform	Virtual, some physical services	2015	46	Finland, Baltics, shipping to EU	3.8 MEUR	Instagram: 9659 Facebook: 28K
2. Vähänkäytetty.fi	Decentralized online platform	Virtual	2014	13	13 EU countries	2.4 MEUR	Instagram: 9843 Facebook: 82K
3. Sellpy.fi	Decentralized online platform	Virtual	2014, in Finland since 2022	246	20+ EU countries	na*	Instagram: 113K Facebook: 41K (International)
4. Zadaa	Peer-to-peer smartphone app	Virtual	2015	13	Finland, Germany, Denmark	1.6 MEUR	Instagram: 7902 Facebook: 10K
5. Tise	Peer-to-peer smartphone app	Virtual	2014, in Finland since 2021	111	Finland, Norway, Sweden, Denmark	na	Instagram: 13.7K (Nordic) Facebook: 241 (Finland)
6. Relove	Self-service flea market (with consignment service)	Both	2016	40	Finland (4 stores), international shipping	2.3 MEUR	Instagram: 37.1K Facebook: 13K
7. Almost New	Self-service flea market (with consignment service)	Physical	2020	1–4	Finland (1 store)	0.2 MEUR	Instagram: 4449 Facebook: 732
8. Flea Secondhand	Self-service flea market (with consignment service)	Physical	2020	1–4	Finland (1 store)	0.3 MEUR	Instagram: 12.8K Facebook: 867
9. Birka	Self-service flea market (with consignment service)	Physical	2021	1	Finland (1 store)	na	Instagram: 825 Facebook: 4.7K
10. Préporté	Self-service flea market (with consignment service)	Physical	2018	2	Finland (1 store)	0.1 MEUR	Instagram: 4325 Facebook: 1K

Supplementary Table S1. Cont.

Company	Company type	Service presence	Founded	Employees	Countries of operations	Revenue (in 2022)	Social media followers
11. OPShop	Self-service flea market	Physical	2021	1–4	Finland (1 store)	na	Instagram: 2840 No Facebook
12. Bella-Kirppis	Self-service flea market	Physical	2020	na	Finland (1 store)	na	Instagram: 3236 Facebook: 10K
13. Luxury Helsinki	Consignment store	Both	2019	2	Finland (1 store), international shipping	1.5 MEUR	Instagram: 16.7K Facebook: 817
14. Ninyes	Curated second-hand online platform	Virtual, some physical services	2020	15	Finland, Sweden, Denmark, Germany	0.04 MEUR	Instagram: 4945 Facebook: 764
15. Secondhand market	Curated second-hand and vintage store	Physical	2022	na	Finland (1 store)	na	Instagram: 1299 Facebook: 699
16. Beyond Retro	Curated second-hand store	Physical	2002, in Finland since 2022	112	Finland (1 store), Sweden and UK (several stores)	na	Instagram: 27.7K Facebook: 20K (Nordics)
17. Pääkaupunkiseudun Kierrätyskeskus	Donation-based company, for-profit	Both	1990	454	Finland (12 stores)	14.1 MEUR	Instagram: 9887 Facebook: 29K
18. SPR Kontti	Donation-based company, charity, non-profit	Both	2001	na	Finland (12 stores)	12.2 MEUR	Instagram: 6657 Facebook: 15K
19. UFF—Foundation	Donation-based charity, non-profit	Physical	1987	350	Finland (22 stores)	na	Instagram: 16.7 Facebook: 11K
20. Fida secondhand	Donation-based charity, non-profit	Physical	1979	203	Finland (23 stores)	8 MEUR	Instagram: 2919 Facebook: 1.2K

Note: *na = information not available.