



While still a relatively new industry, recommerce is emerging as a strategic method for brands to reduce emissions, divert products from the landfill, expand brand reach, and capture resale revenue streams. Our team worked in collaboration with Thule Group LLC to develop the business case for a brand-managed recommerce program for their packs, bags, and luggage line, informed by market trends, consumer interest, competitor benchmarking, expert interviews, and financial modeling.

