

# Consumption cultures: Findings from citizen surveys

lasting.world

Kirsi Laitala

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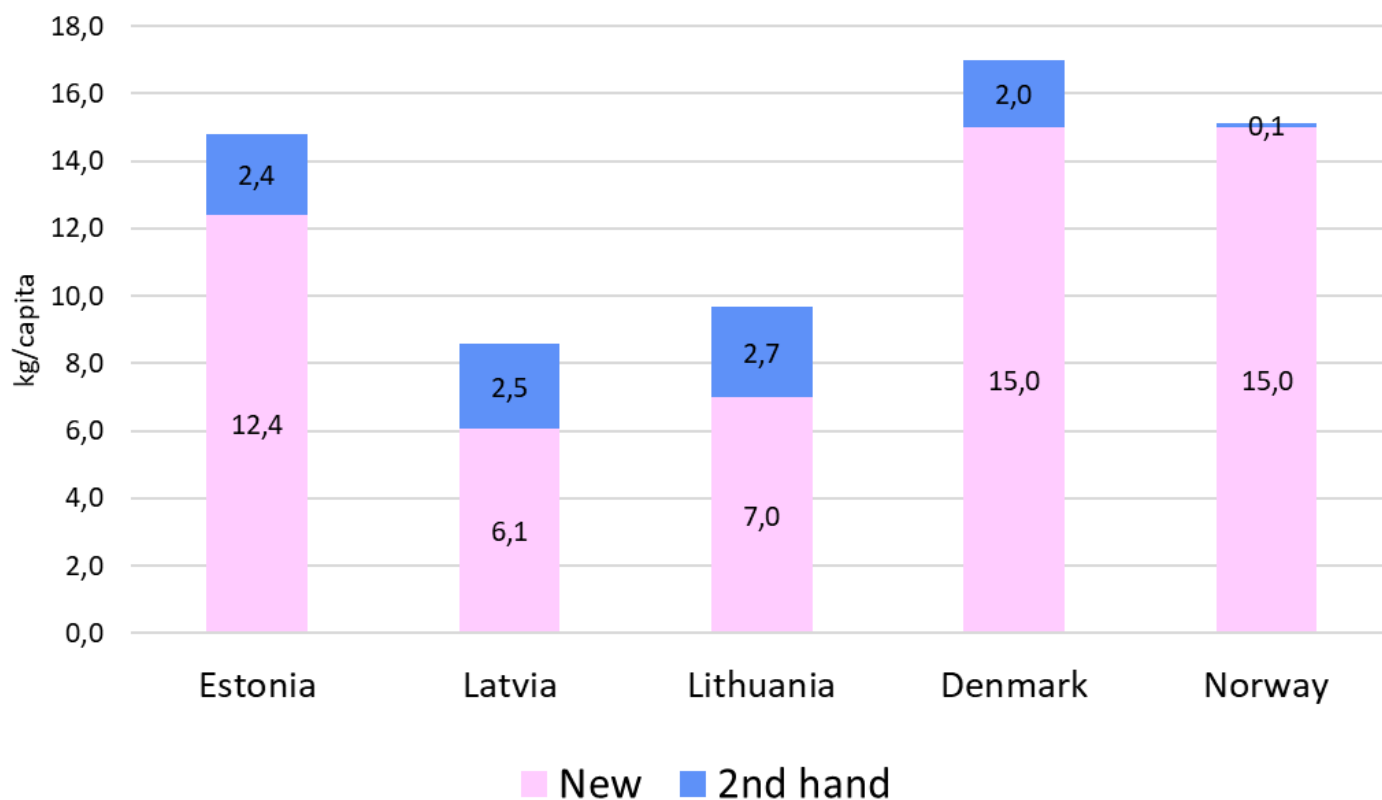
Consumption Research Norway (SIFO) OsloMet



**The Nordic Textile Collaboration:  
influence clothing purchases and use.  
barriers that must be overcome so that citizens seek out  
circular business models such as**

**repairs, rental, reuse and resale**

## Consumption of new and second-hand textiles in the Baltics and selected Nordic countries (2018\*)



\*data for Denmark is from 2016

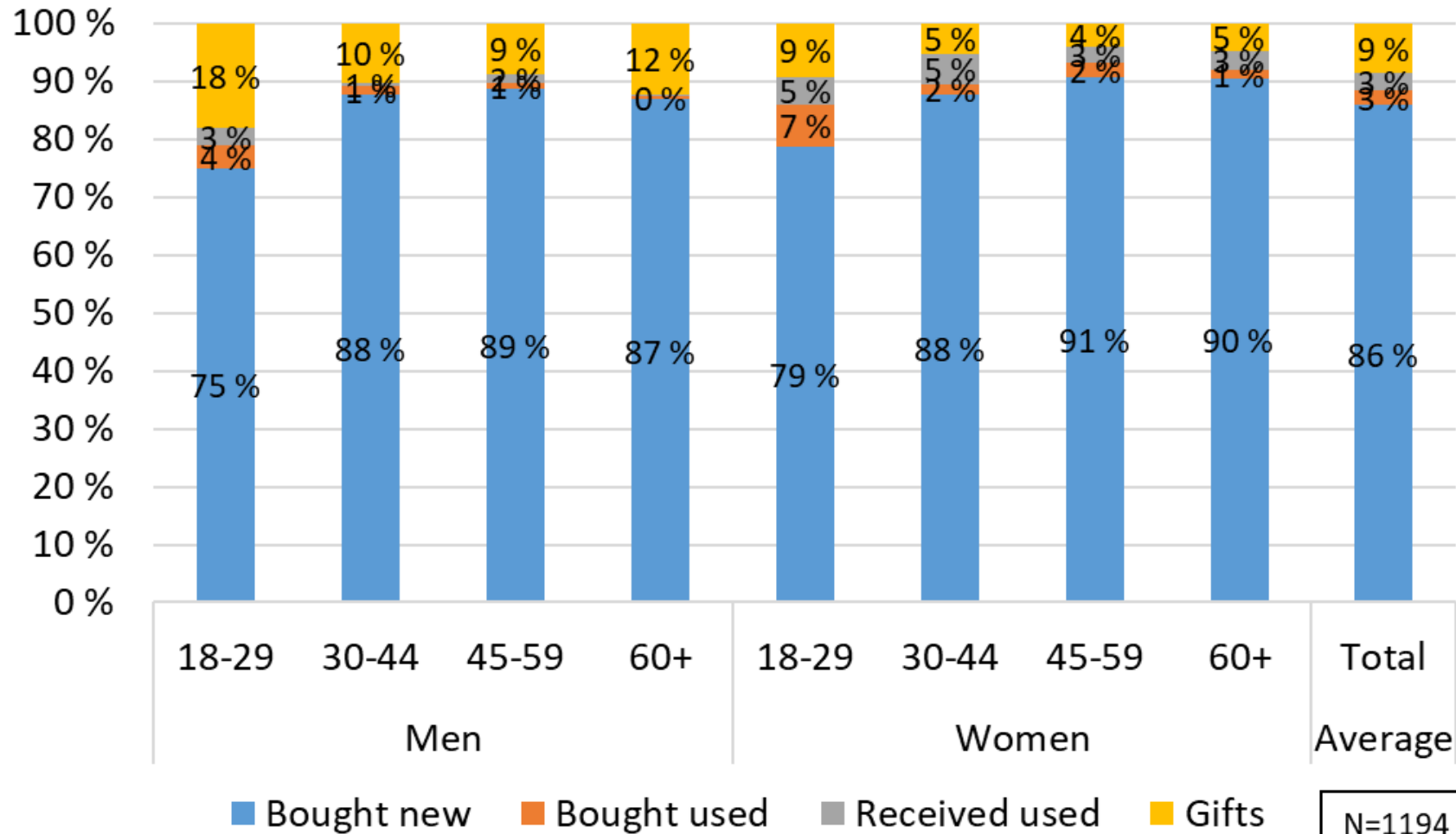
## Post-consumer textile circularity in the Baltic countries

current status and recommendations for the future

### Second-hand textiles:

- Latvia and Lithuania 29% of total consumption
- Estonia 16%
- Denmark 12%, leads the Nordics in recirculation of textiles
- Norway less than 1%

## Share of clothing acquired in different ways, by gender and age, Norway 2018



OSLOMET

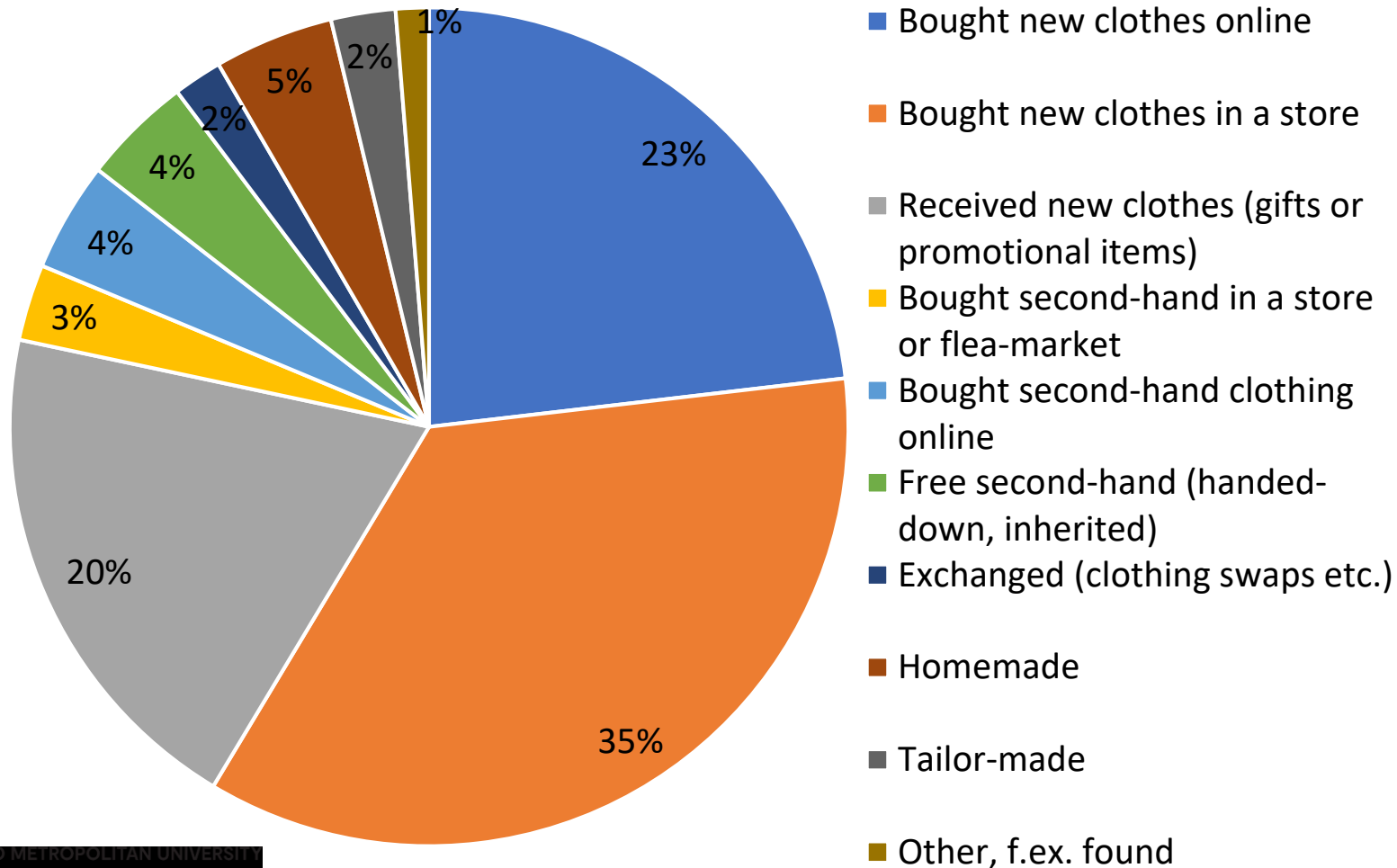
FORBRUKSFORSKNINGSINSTITUTTET SIFO

**Klær og miljø:  
Innkjøp, gjenbruk og vask**

Kirsi Laitala og Ingun Grimstad Klepp

**Norway 2018:  
3% of clothing  
was bought  
second-hand**

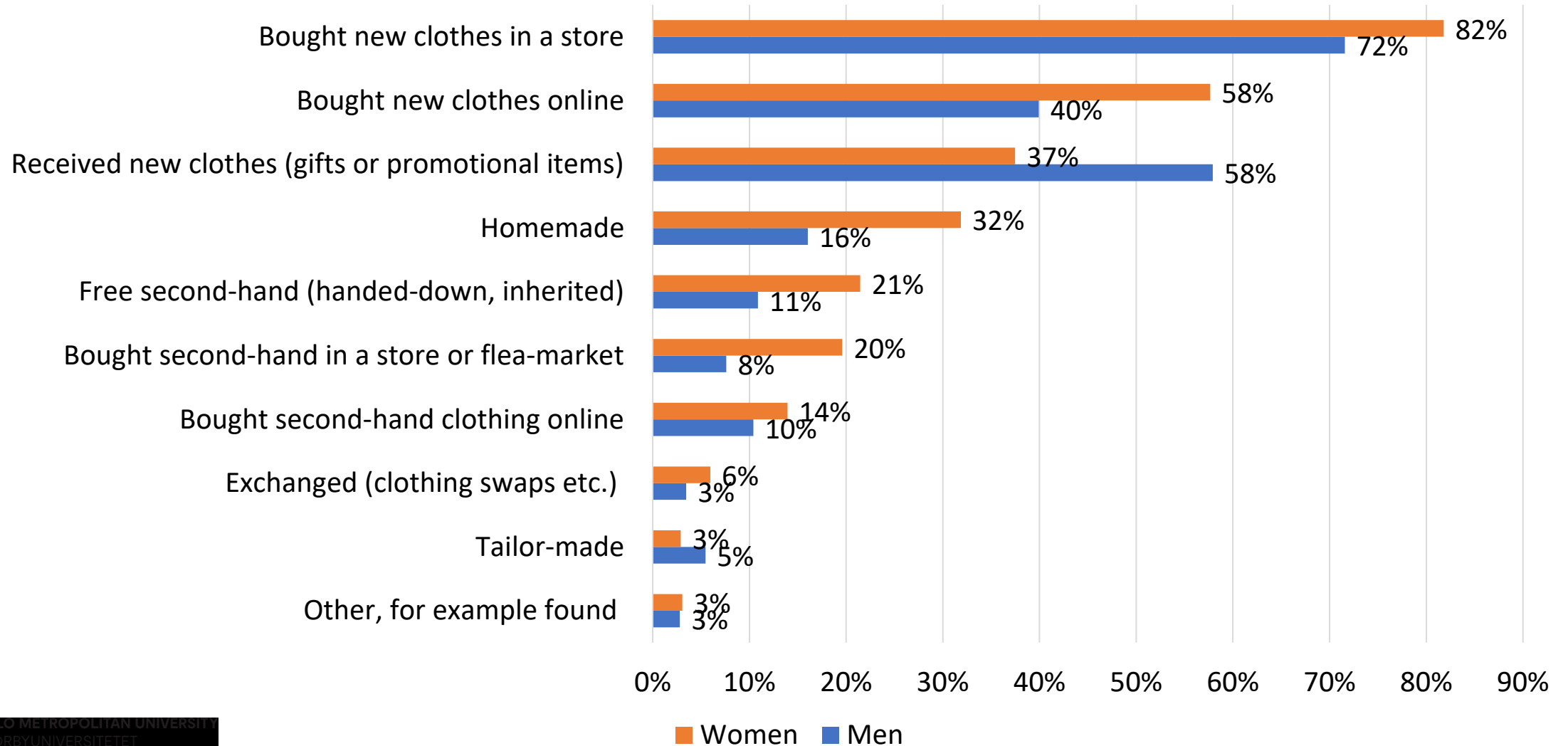
# Share of clothing acquisitions from different sources (Past three months, percentage of clothing)



Share of second-hand clothing in acquisitions:

- Men: 15%
- Women: 23%
- Average all clothing: **20%**

# Own clothing acquisition methods the past three months (Percentage of respondents, N=1200)



<https://www.aftonbladet.se/nyheter/a/O8PAyb/har-dumpas-h-m-kladerna-du-atervinner>

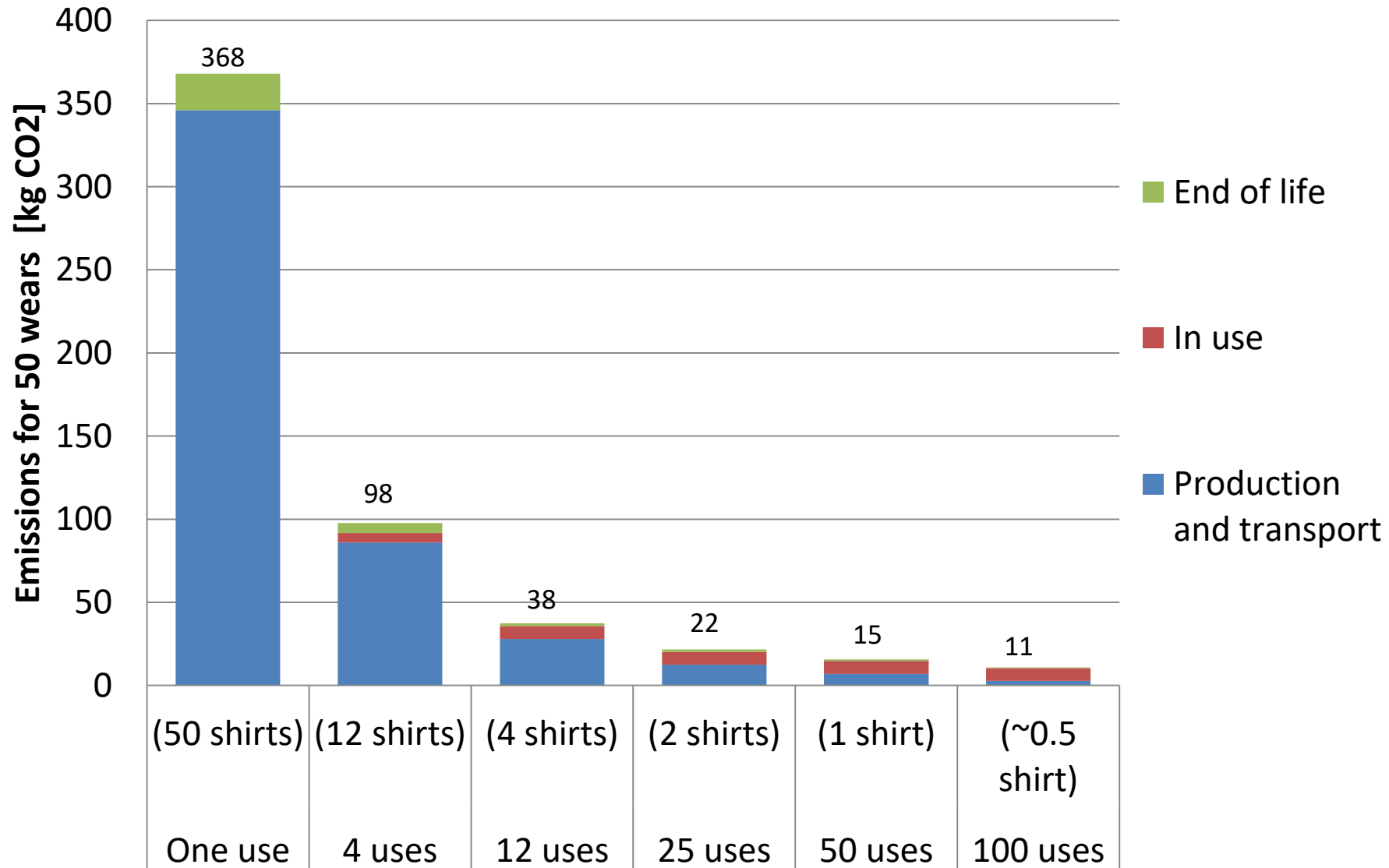
## Här dumpas H&M-kläderna du "återvinner"

Så håller kläderna vi köper på att skapa  
en miljökatastrof på andra sidan jorden

Av STAFFAN LINDBERG och MAGNUS WENNMAN



## Emissions arising from 50 “wears” of a cotton t-shirt, with varying assumptions regarding longevity of the t-shirt



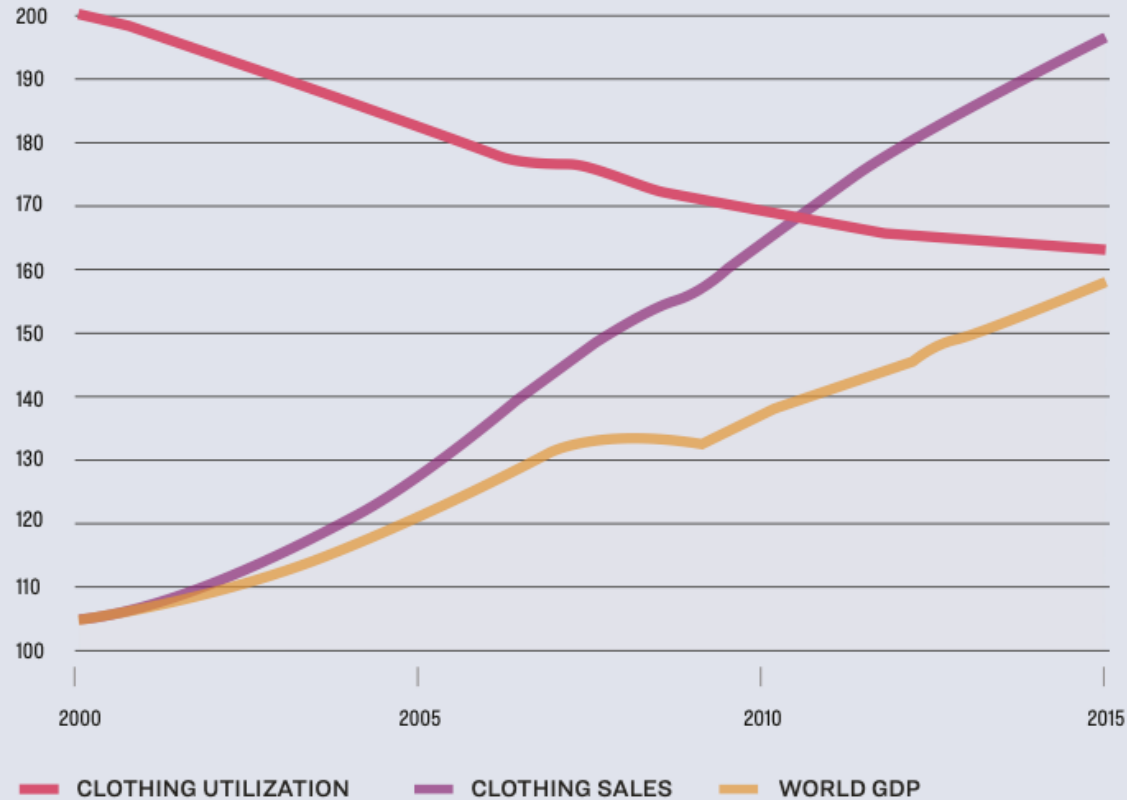


Laitala and Klepp (2021) **second-hand clothes are used 30% less than new clothes.**

Estimations of the **replacement rate** of clothing reuse (the quantity of new purchases that are avoided by recirculation of used garments) range from **28% to 91%** (Farrant et al., 2010; Fisher et al., 2011; Nørup et al., 2019; Stevenson & Gmitrowicz, 2012, Depop 2022).

# THE DECLINE IN CLOTHING UTILIZATION

WE'RE USING CLOTHES LESS AND LESS BUT THE SALE OF CLOTHES HAS GROWN FASTER THAN POPULATION OR GDP



Source: McKinsey and the Ellen MacArthur Foundation

SOME GARMENTS ARE DISCARDED AFTER JUST

7/8  
USES



SOURCE: MCKINSEY

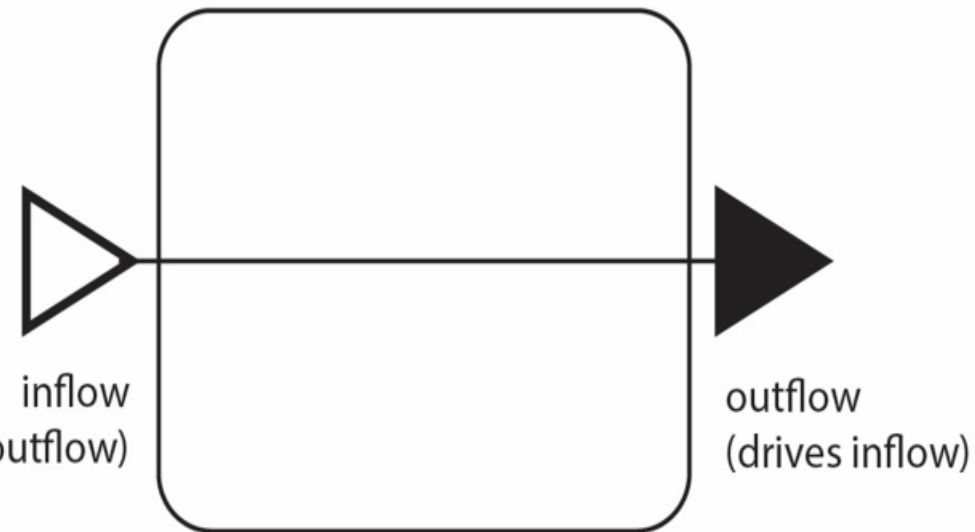
Maldini, I., Stappers, P. J. (2019).

The wardrobe as a system:

exploring clothing consumption through design fiction

Journal of Design Research, Vol. 17, No. 1, pp.3–25

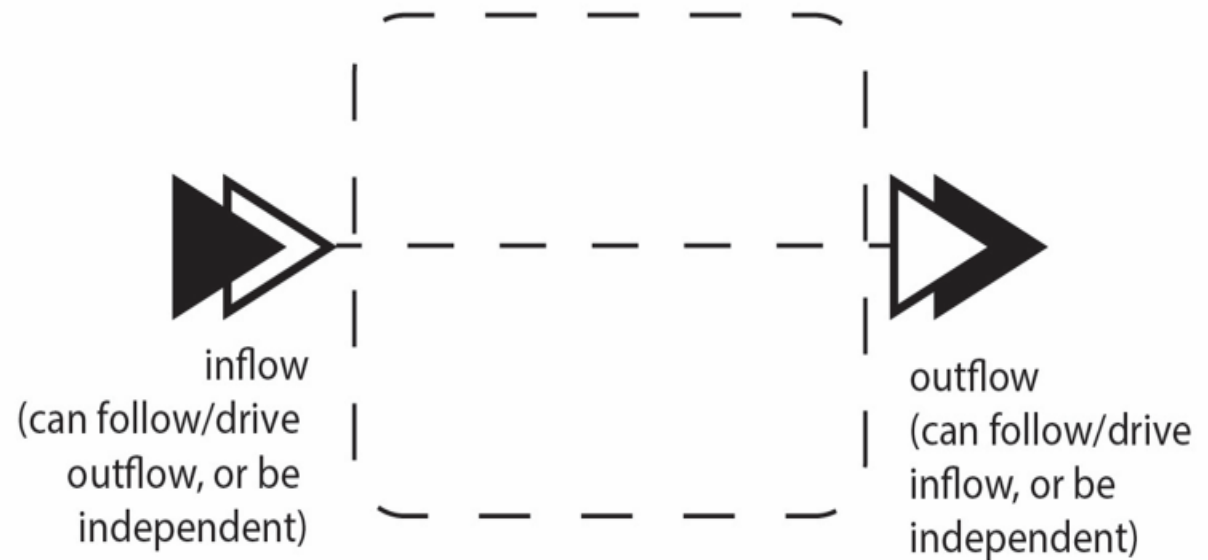
replacement drives only a minority of clothing purchase decisions



UTILITARIAN VIEW OF THE WARDROBE

Permanent number of garments

Driven by PULL force: inflow follows outflow, based on need



PREVIOUS WARDROBE STUDIES

Variable number of garments

Driven by PULL and PUSH forces:

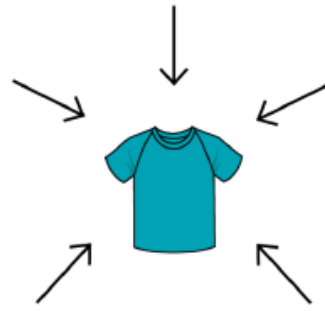
inflow and outflow can be dependent (in both directions) or independent,

based on various factors

INFLOW		
Reasons	Items	Examples
Opportunity	89	“sale more than 50%!!”
Need/Want	60	“needed for summer”
Aesthetic	50	“It is yellow!”
Special occasion	24	“event coming up, wanted
Functional	12	“warm”
Replacement	12	“old sneakers had holes”
Unclassified	89	
Total	312	



**Motivations in clothing acquisition (Maldini, 2019)**



**1) Production on demand**



**2) Sharing systems**



**3) Multifunctional and modular garments**



**4) Design for durability**



**5) Design for repairing**



**6) Personalisation**

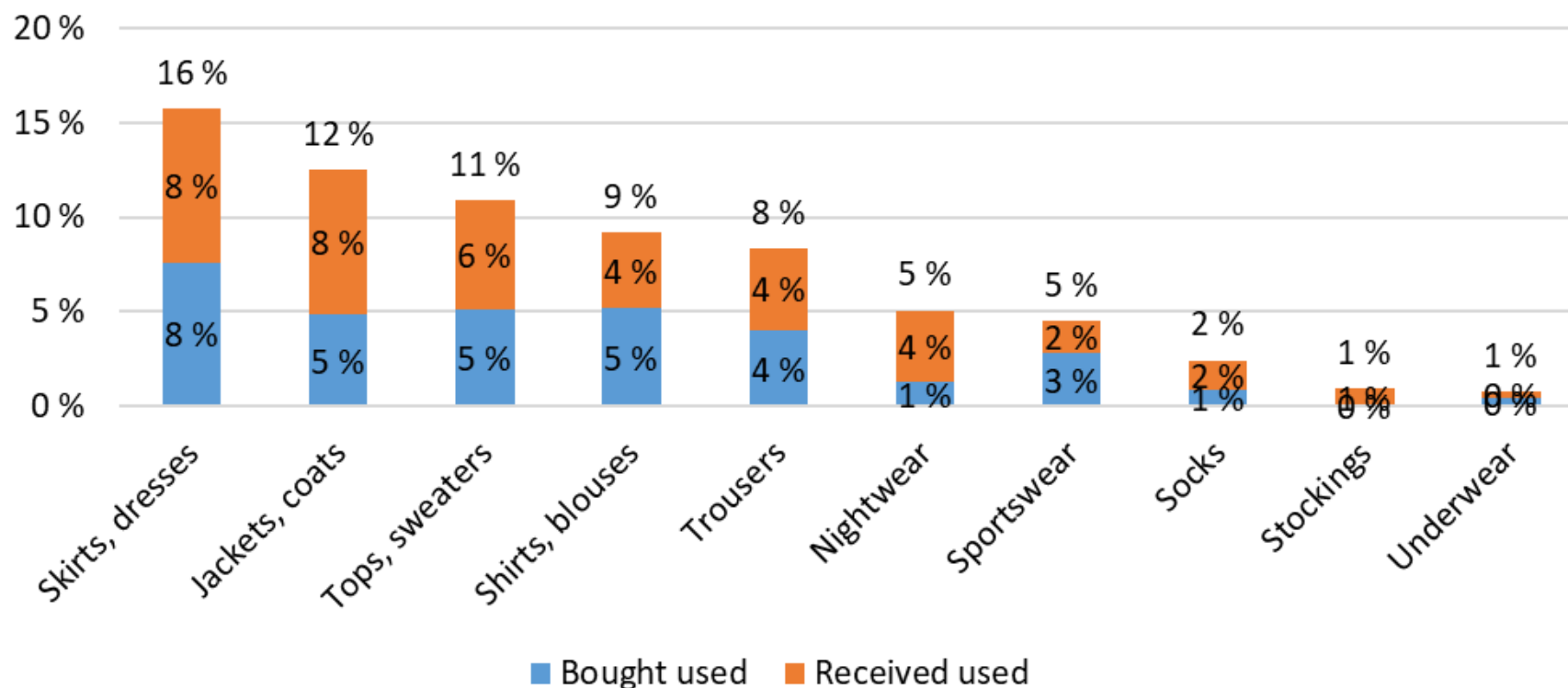
**Strategies to reduce new clothing demand and lack of studies measuring impact  
(Maldini & Balkenende, 2017)**

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## Klær og miljø: Innkjøp, gjenbruk og vask

Kirsi Laitala og Ingun Grimstad Klepp

Share of second-hand clothing of all acquisitions past 12 months by garment type, Norway 2018. (N=1194)



sokker eller strømper 73%  
 undertøy 73%  
 bukser 71%  
 gensere, t-skjorter 65%  
 treningstøy 46%  
 jakke/kåpe 45%  
 skjorte/bluse 42%  
 skjørt eller kjole 29%

KIRSI LAITALA AND INGUN GRIMSTAD KLEPP  
OsloMet – Oslo Metropolitan University

# Motivations for and against second-hand clothing acquisition

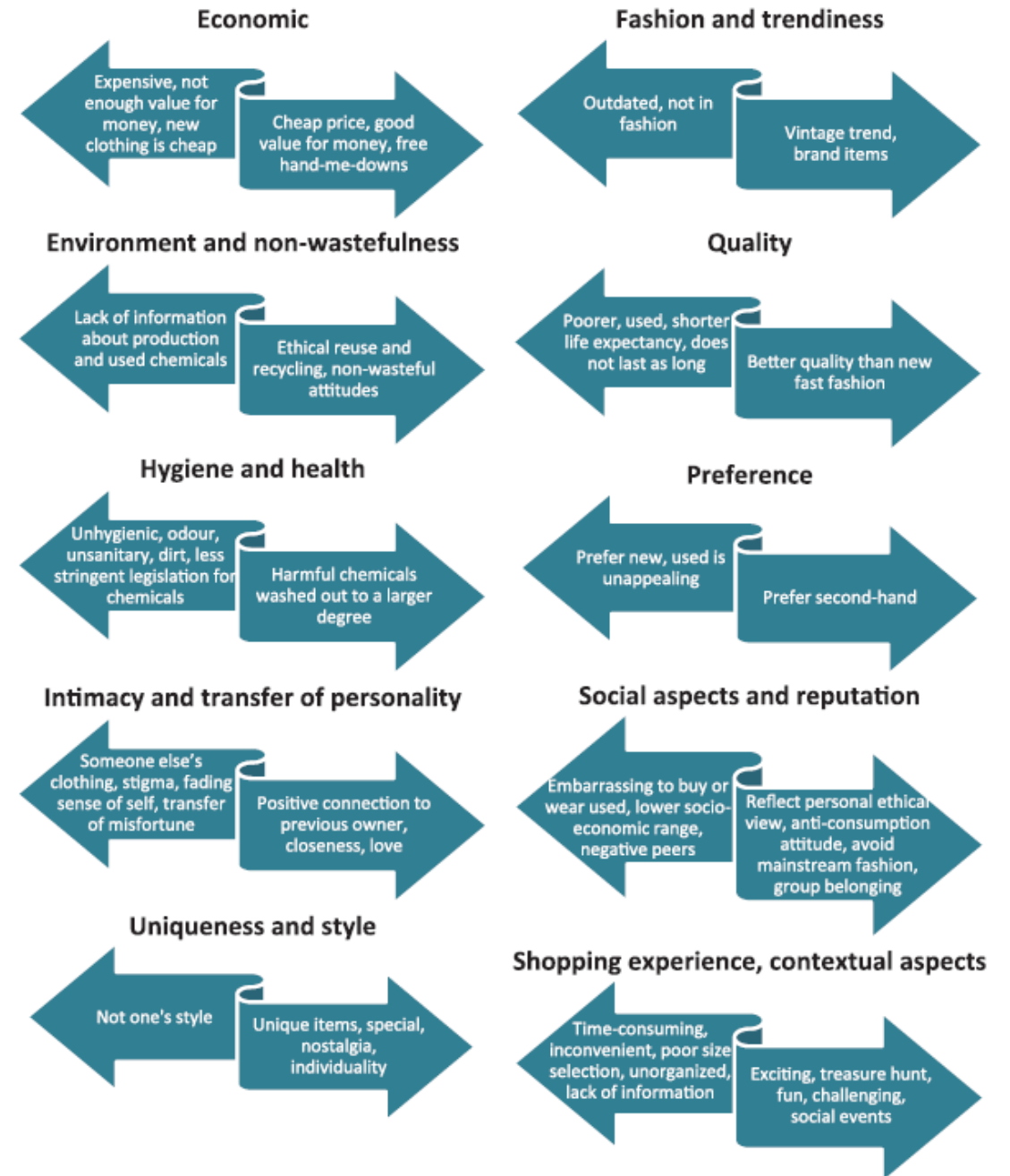


Figure 2: Taxonomy for legitimization of second-hand clothing acquisition behaviour.

## Motivations for and against second-hand clothing acquisition

Grouping of reasons for legitimisation of second-hand clothing acquisition behaviour

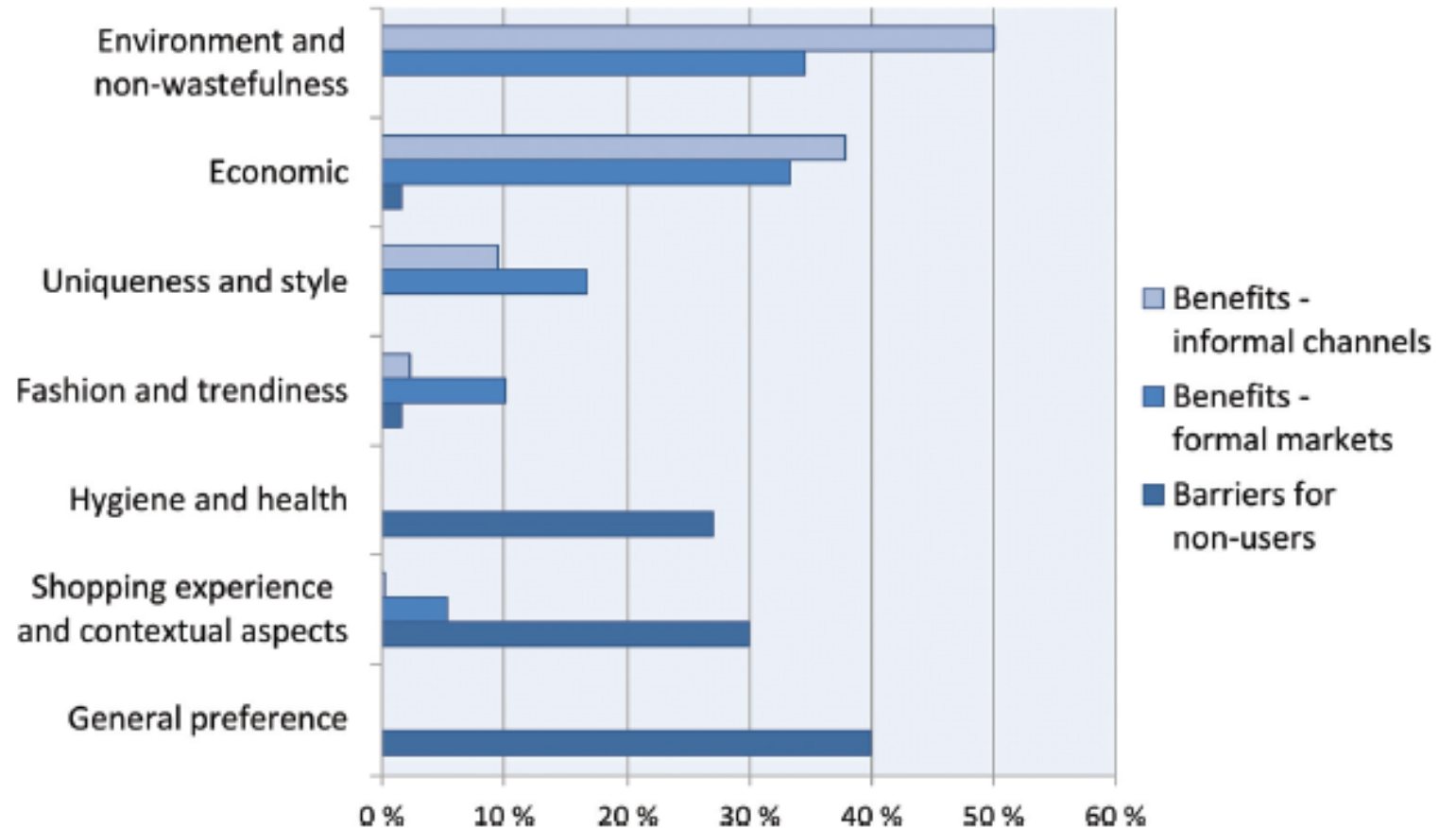
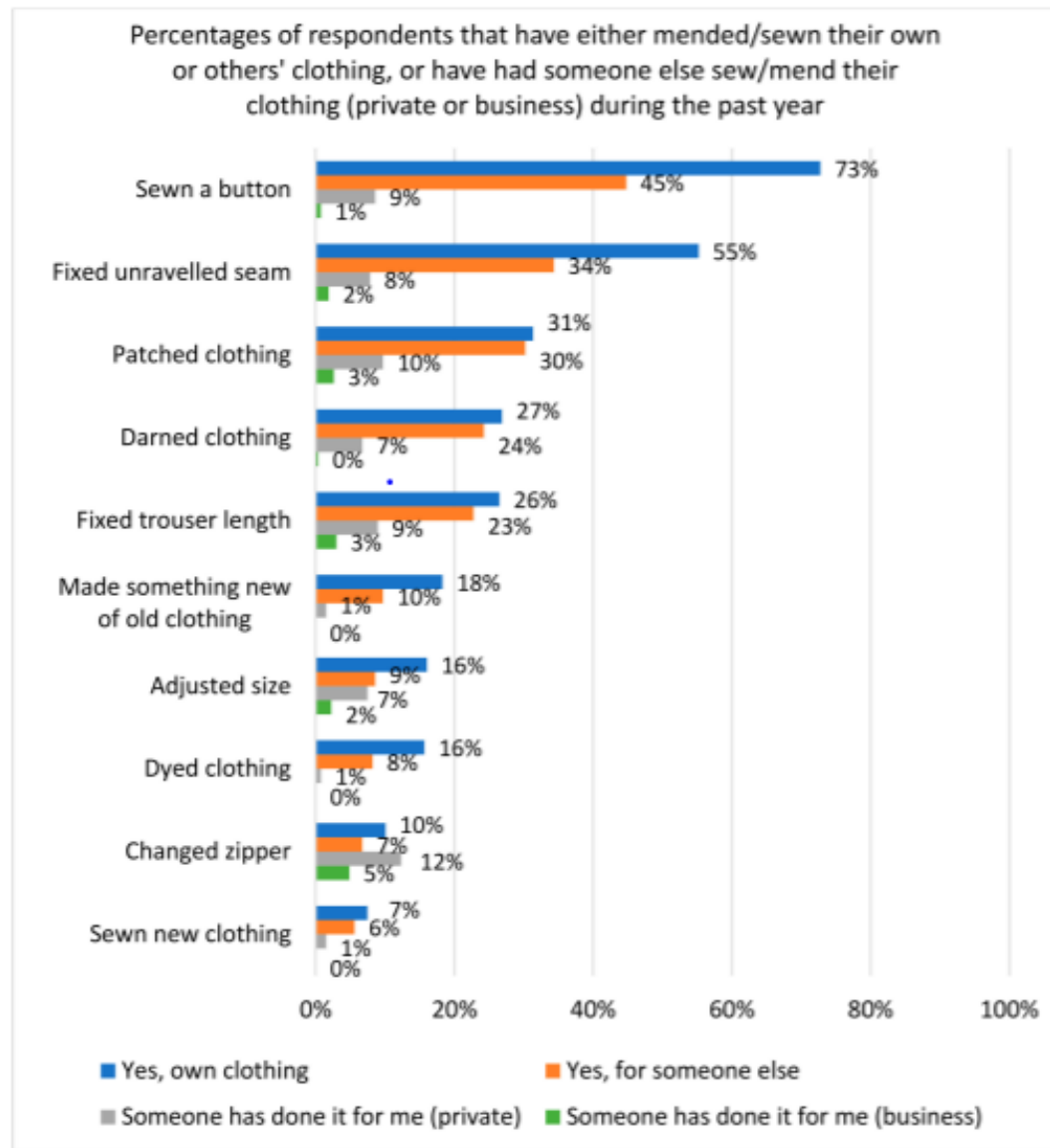


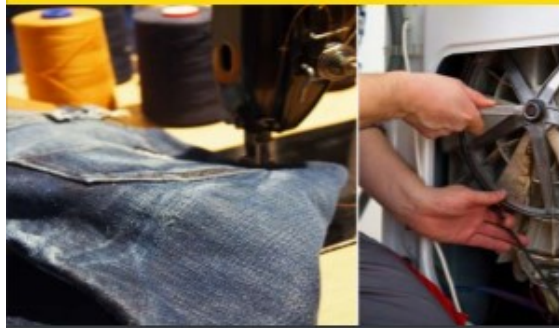
Figure 3: Benefits and barriers consumers associated with the acquisition of second-hand clothing grouped according to the taxonomy (respondents who used both formal and informal channels are left out of the figure).





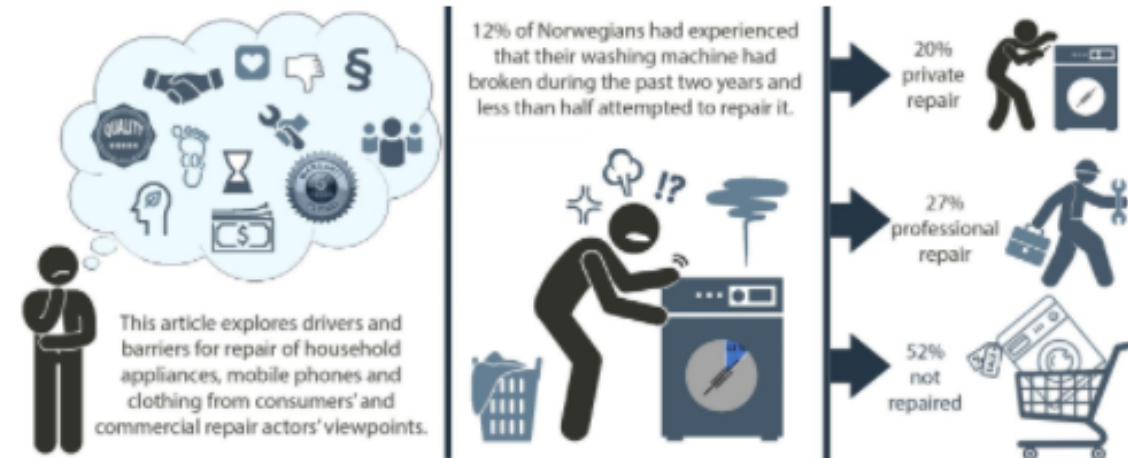
**Figure 4.** Percentages of respondents that have either mended/sewn their own or others' clothing or have had someone else sew/mend their clothing (private or business) during the past year. (Survey 2010, N = 268, 83% women).





# Increasing repair of household appliances, mobile phones and clothing: Experiences from consumers and the repair industry

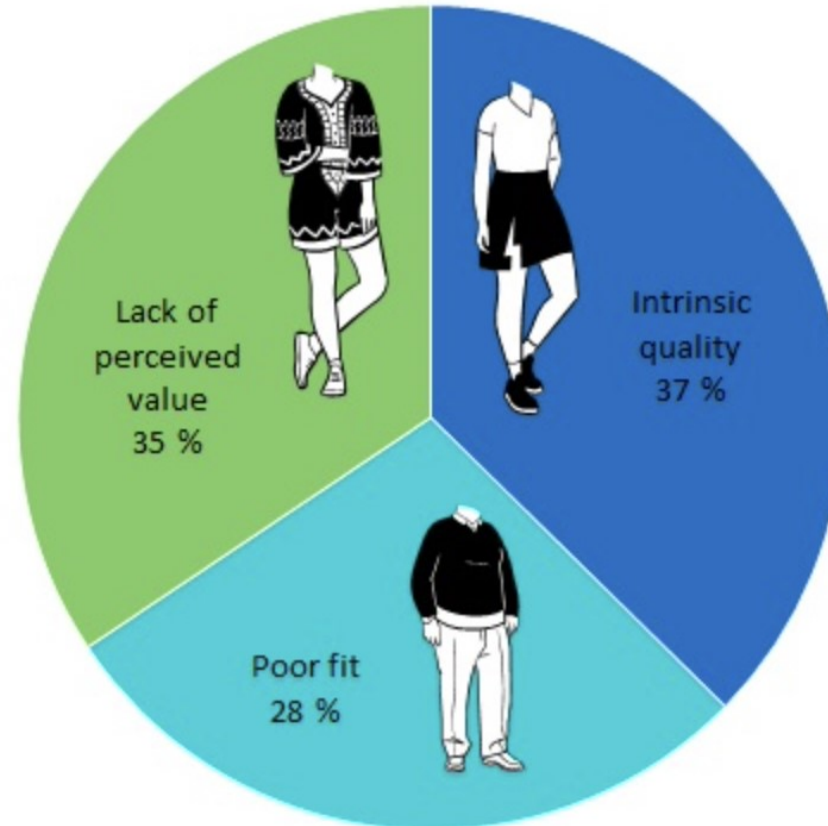
lisbethl på 1. desember 2020



# Main reasons for clothing disposal

Results are based on 17 international studies conducted between 1987-2020

The garment is outdated or out of fashion, or no longer is needed or wanted, or is not valued (e.g. lack of space in the wardrobe)



Wear and tear-related issues such as shrinkage, tears and holes, fading of colour, broken zippers and loss of technical functions such as waterproofness.

Fit related issues: e.g. the user had changed sizes, the garment did not fit well to start with due to unsuitable grading, insufficient wear ease or wrong size



ULU: Viltkolleksjon  
Foto: Bård Gundersen



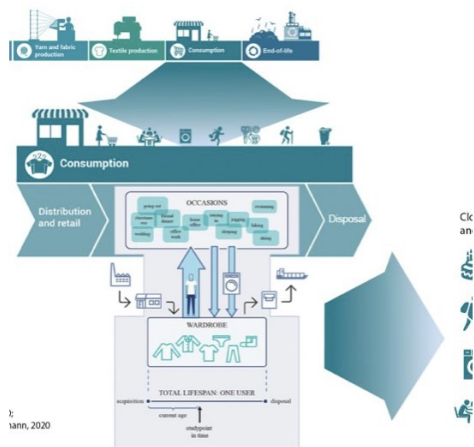


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We develop regional fiber systems that build soil & protect the health of our biosphere.



## Related publications



Critical background paper on PEF for apparel and footwear



New briefing outlining research behind the TPR proposal



Questions related to the TPR proposal



Ecodesign position paper: Textiles and footwear

WASTED  
TEXTILES

<https://clothingresearch.oslomet.no>