

Eisteddfod yr Urdd Sir Gaerfyrddin, 2023

Cystadleuaeth 306: Cyfieithu 19-25 oed

Cyfieithwch y darn isod i'r Gymraeg

UK consumers are switching on to second-hand clothing in ever larger numbers as their interest in fast fashion wanes, a new report claims. In a poll conducted by waste management agency, BusinessWaste.co.uk, a large proportion of the 1,500 respondents (45%) said they would buy clothes that had been pre-owned.

Fast fashion has seen plenty of negative publicity in recent years based on its environmental footprint and conditions for workers in the supply chain. This has shone the spotlight on the second-hand channel, which has transformed itself at the same time. Not so many years ago, it was all about either vintage, or newer pieces bought at jumble sales/boot sales largely because they were very cheap. But with today's consumers more eco aware and various resale sites making second-hand the first choice for some, it has evolved noticeably.

BusinessWaste said "consumers are beginning to shake off their prejudices about wearing second-hand clothing. While just 20% said they currently regularly buy second-hand clothes, a huge number said they could be influenced to start doing so."

Some 90% of people said that if friends or family started buying second-hand, they might do too. A higher percentage, 94%, said they would be influenced by celebrities, and only 6% said nothing would influence them to ever buy second-hand.

Of those who said they would be happy to buy second-hand garments, there was a clear consensus that image played a part – with charity shops still carrying a slight stigma. Only 62% said they would be happy to purchase from charity shops – much lower than the 80% who would buy second-hand from a high street retailer.

Communications director Mark Hall said: "People are turning to second-hand clothing – not just out of financial necessity, but out of choice. There's a huge opportunity here for retailers to improve their green credentials and tap into a growing number of consumers who would like to buy stylish clothing, but without the ethical concerns."