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DEVELOPMENT PERSPECTIVES OF RE-COMMERCE IN POLAND AND UKRAINE

PERSPEKTYWY ROZWOJU RE-COMMERCE W POLSCE I UKRAINIE

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Abstract: There is a growing interest in e-commerce channel among buyers and sellers in Poland and Ukraine. The aim of this article is to present the essence of reverse e-commerce and ensure better understanding of its development perspective in both Polish and Ukrainian electronic commerce. In Poland the development of reverse commerce is reflected in customer shopping behaviour and most transactions take place online. In Ukraine, we can see a growing interest in pre-owned trade on the Internet, as sellers and buyers discern the potential of online re-commerce essence in providing savings as well as additional income. As the entire e-commerce sector recovers to pre-martial law level in 2022 and continues to develop, the share of reverse commerce in online sales will be increasing. Electronic commerce in secondary circulation may be a good reaction to geopolitical, economic, social and ecological challenges, both in Poland and Ukraine. Re-commerce practices are beneficial for buyers, for the planet, future generations as well as for sellers. It is worth to implement them on a larger scale in the activities of economic entities on both sides of the border.

Keywords: e-commerce, re-commerce, business entities market, SWOT analysis, Poland, Ukraine

Streszczenie: W Polsce i Ukrainie rośnie zainteresowanie kanałem e-commerce wśród kupujących i sprzedających. Celem artykułu jest zaprezentowanie istoty reverse e-commerce i przybliżenie perspektyw rozwoju handlu odwrotnego zarówno w polskim, jak i w ukraińskim handlu elektronicznym. W Polsce rozwój handlu odwrotnego znajduje odzwierciedlenie w zachowaniach zakupowych konsumentów, a większość transakcji odbywa się obecnie on-line. W Ukrainie można zauważyć rosnące zainteresowanie handlem w Internecie towarami z drugiej ręki, bowiem sprzedawcy i kupujący dostrzegają potencjał, jaki tkwi w istocie handlu odwrotnego w sieci, w zapewnieniu oszczędności, jak i dodatkowych dochodów. W miarę odrodzenia całego sektora e-commerce do poziomu sprzed stanu wojennego z 2022 roku i dalszego jego postępującego rozwoju udział w sprzedaży internetowej handlu odwrotnego będzie wzrastał. Handel elektroniczny w obiegu wtórnym może być dobrą odpowiedzią na wyzwania geopolityczne, gospodarcze, społeczne, ekologiczne zarówno w Polsce, jak i w Ukrainie. Praktyki re-commerce są korzystne dla kupujących, planety, przyszłych pokoleń i dla sprzedających. Warto je wdrażać na szerszą skalę w działalności podmiotów gospodarczych po obu stronach granicy polsko-ukraińskiej.

Słowa kluczowe: e-commerce, re-commerce, rynek podmiotów gospodarczych, analiza SWOT, Polska, Ukraina

Introduction

Polish e-commerce has developed very dynamically: the number of households with Internet access increased from 60% (in 2012) to 96.2% (in 2021), the value of the B2C e-commerce market increased 5 times, the value of the B2B e-commerce market increased 3.5 times, the share of digital sales in total retail sales increased 3 times, the number of registered online stores increased 2.5 times (Decade of Polish e-commerce, p. 4, 18). According to the report “E-commerce in Poland 2023”, 79% of all surveyed Internet users buy online (online buyers include also people doing the shopping in social media), 75% of online buyers shop on Polish websites, 30% shop on foreign websites and 19% of online buyers use social media. Just over half of respondents (52%) declare they have not changed their online shopping habits because of the inflation, 18% claim that they buy online more than before and 30% admit that they buy less. Young people more frequently declare increase in online purchases due to inflation. The best spontaneously recognised brands of online services for shopping are: Allegro – 86% of respondents, OLX – 39%, Amazon – 20%, Zalando – 15%, Aliexpress – 15%, Vinted – 10%, Ceneo – 6%, Shein – 5%, eBay – 5%, Empik – 5%. Highly popular deliveries in Poland are those to a distinct place from residential address – OOH deliveries (Out of Home). The most frequently chosen forms of deliveries are: delivery to a parcel locker – 82% (of which 93% choose InPost Parcel Lockers), delivery by courier to your home/office – 42%, delivery to a pick up and drop off points (PUDO) – 18% (E-commerce in Poland 2023, Gemius, p. 20-93). In 2023, the number of self-service parcel lockers has increased to 11 350, which is a 42.2% increase compared to the previous year and it means a further continuation of the upward trend (Report on the condition of postal market in 2023, p. 9).

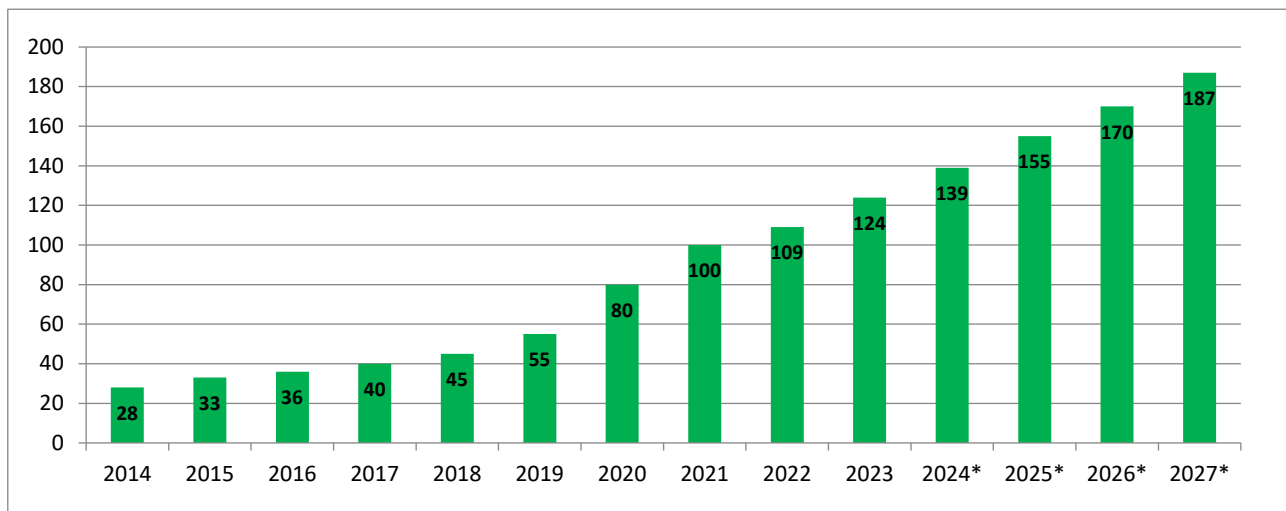


Figure 1. Value of e-commerce market in Poland from 2014-2027 in billion zloty (*forecast)

Source: compiled on the basis of: Report on the condition of postal market in 2021, p. 24; Report on the condition of postal market in 2023, p. 8.

The authors of the report “Development perspectives of e-commerce market in Poland 2018-2027” forecast that in 2027 the Polish e-commerce market will be worth PLN 187 billion. According to experts, 54% of the increase in market value will come from the following categories: fashion, electronics, health (Development perspectives of e-commerce market in Poland 2018-2027).

E-commerce has become an integral part of Ukrainian lives, undoubtedly, especially today - at a time of significant uncertainties in purchasing power, trading centers migration in connection with the martial law. The Law “On Electronic Commerce” (Document 675-VIII), which regulates both rules and features of conducting electronic commerce at the state level, is functioning in Ukraine successfully. This law defines seller’s requirements, among which (in contrast to the classical trade): the mandatory commercial electronic message for direct access by other participants in the relationship; special procedure for the ownership transfer;

objects of the deed as objects that are removed (or restricted) from civil circulation, etc. It is obvious that the concept of “electronic commerce” is innovative in comparison with the commercial activity, which is well known to the average citizen, defined by the Ukrainian Economic Code (Document 436-IV). The concept of “electronic commerce” is broader: this transaction implies a civil rights change, not only the ownership form transformation. Therefore, such transactions require clarification in the enterprise’s accounting and reporting system.

Today, popular online stores in Ukraine use different business models that differ in characteristics. For example, bulletin boards (OLX and Allbiz) allow individuals and businesses to post their product ads. Marketplaces (such as Prom.ua, Bigl.ua and Shafa.ua) provide communication between sellers and buyers, allowing them to conduct transactions in accordance with established rules. Supermarkets and specialized supermarkets (Rozetka, Lamoda, Kasta, Eldorado, Foxtrot and others) sell goods on behalf of sellers, mainly using their own stock.

In 2023, the online trade volume increased to 151 billion hryvnias, which is 17% higher than the corresponding figure in 2022 (Statista, 2024). The undisputed domestic e-commerce market leaders are 5 main industries today: food products and personal hygiene products are the largest market, accounting for 35.7% of Ukrainian e-commerce revenue; electronics and media market (25.8%); fashion (19.9%); furniture and household appliances (11.1%); toys, hobbies and the DoItYourself (DIY) niche market – 7.6% of the total market. In terms of volumes and growth rates, the domestic e-commerce market ranks 66th among the world’s largest e-commerce markets. Full of difficult challenges for the e-commerce market was 2022. Significant changes also occurred at the individual business entities level. The average market visits rate to stores has fallen by 82.7%, while revenue has decreased by an average of 92%. It is worth noting the growth of the e-commerce segment potential during martial law in Ukraine – the dynamics are positive (Figure 2).

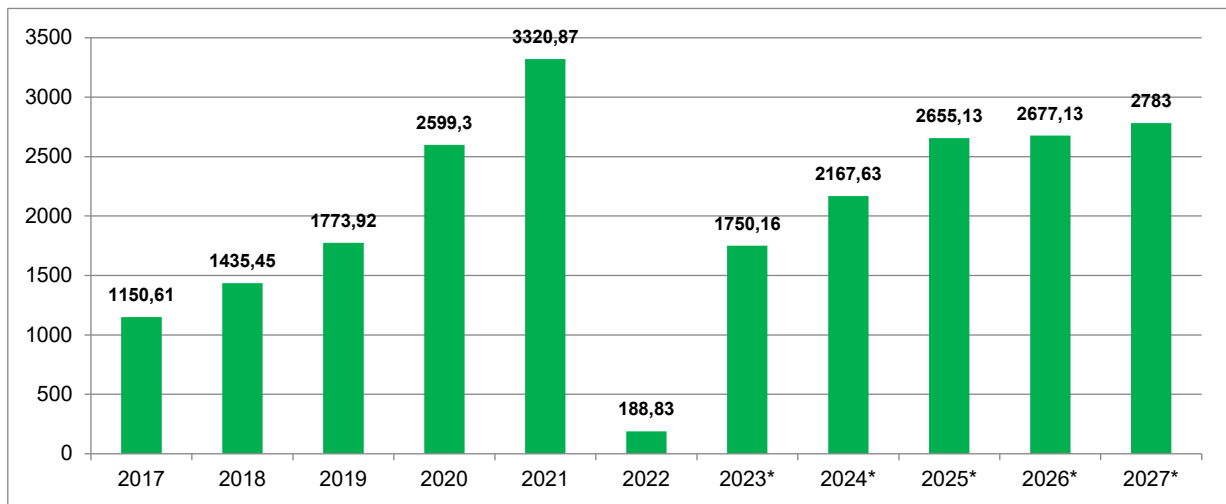


Figure 2. Dynamics of changes in income on the e-commerce market in Ukraine for the period 2017-2027, million dollars (*forecast)

Source: eCommerce – Ukraine, Statista.

Literature review

Domestic scientists and practitioners are actively researching electronic commerce effectiveness in modern business conditions. According to O.M. Yatsenko, “electronic commerce is currently becoming a catalyst for the economic growth of countries, an imperative for the national economies transition to the qualitatively new level of development” (Yatsenko, Hriazina, Shevchyk, 2019), thus emphasizing the electronic commerce role in national economy development stimulating, creating new opportunities for all participants in economic relations. O. Kublitska quite rightly points out that there has been an unquestioned intensification of e-commerce technologies among enterprises, which allow maintaining stability and competitiveness in an

economic uncertainty period. Marketplaces, online stores and social networks remain the most popular business models (Kublitska, 2023).

E-commerce is becoming more and more popular around the world and re-commerce (reverse commerce, reverse e-commerce, re-sale online) is developing along with it. According to B. Chilińska-Lis, the term re-commerce occurred for the first time in a report by Forrester Research. Today it means trading second hand items, both used as well as those that do not enter the primary market for many reasons (Chilińska-Lis, 2024, p. 38-39). The term re-commerce was used for the first time in 2005 by George F. Colony, a founder of Forrester Research (Cyrek, 2023). Digitalisation, intensive development of mobile technologies make the process convenient, easy and fast for consumers and sellers. Reverse commerce is a wide concept and it involves mainly transactions related to buying and selling of second-hand items, things that are revamped, renewed, ex-display, last pieces from a collection, post-leasing, undelivered, returned, unsold and newly processed.

Statista defines the re-commerce market – “refers to the use of online channels to facilitate the selling and buying of pre-owned physical products online. (...) Enabled by a more sophisticated integration of new technological advancements into online shopping, this trend is expected to continue to grow, making its socio-environmental benefits more evident to broader audiences” (ReCommerce-Worldwide). In 2015, M. Laskowski, A. Poszewiecki were highlighting that among few trends, ready to start in the nearest future, there is an idea of reverse e-commerce which is engaging the consumer even more into a highly personalised buying process and reverse commerce has a chance to become a new marketing channel (Laskowski, Poszewiecki, 2015, p. 52). From the report “Analysis of TOP 100 Sustainable Marketplaces operating in Europe” (a study carried out by Cross-Border Commerce Europe in 2022), it can be learned that “ReCommerce is the selling of previously owned items through online C2C marketplaces to buyers who reuse, refurbish, recycle or resell them. (...) In 2021, the EU ReCommerce market was valued at €75B. The market is expected to grow to €120B by 2025 (+60%). Over the next five years, the re-commerce market share will grow from 10% to 14%” (ReCommerce Marketplaces are growing 20 times faster than the broader retail market). Marketplace eBay, winner of the 2022 above ranking, is implementing re-commerce solutions that takes circular approach to consumption. According to eBay “the circular economy is an economic system that aims to keep products and materials in use for longer, increasing the lifespan of things that are manufactured, and reducing waste” (eBay, 2021, p. 2).

Re-commerce is becoming an important trend in electronic commerce around the world. This is confirmed by data from Statista (ReCommerce – Worldwide) as well as a study conducted in 2022 by Visa and Optimum, showing that 87% of surveyed Europeans bought or sold a second-hand item at least once in 2022 (Cyrek, 2023). MarkNtelAdvisors’ global re-commerce market research assesses and highlights key trends, influencing factors, opportunity, segmentation analysis in this market (Global Re-Commerce Market Research Report).

One of the reasons for a growing interest in re-commerce is generation change. As shown in the report by eBay from 2022 an answer to the question “Who’s buying pre-owned goods?” was Gen Z (born between 1997 and 2012) – 80%, Millennials (those born between 1981 and 1996) – 78%. Around 80% of surveyed Gen Z representatives have bought something pre-owned, whereas almost one-third have started selling used goods within a year. The most popular re-commerce categories listed on eBay were as follows: 42% apparel, 42% tech, 36% collectibles, 28% books, 28% toys (eBay, 2022, p. 3, p. 8.). Recognisable global brands implement re-commerce practices through, inter alia, receiving items of their own production in order to refurbish them, repair and enter to the market again with a lower price (Apple). Zalando has implemented pre-owned service – a customer can resell second-hand brand clothes to the company and in return receive funds to be re-used in Zalando stores. Pre-owned goods are priced by a system and then they are put up for sale in a separate tab “Pre-owned” (Zalando). In this way by reusing it is possible to extend a life cycle of products. A top reason for selling pre-loved goods in the world is to make extra cash: in the U.S. – 68%, U.K. – 53%, Canada – 51%, Australia – 50% (eBay, 2024).

We consider development analytical studies of e-commerce to be an urgent issue, allowing us to deepen theoretical and methodological foundations. D. Krylov interestingly used a number of analytical methods, including content analysis, the systematization and classification method, analysis and synthesis, statistical and graphical methods, which made it possible to substantiate the further growth possibilities of e-commerce in Europe in general and in Ukraine, in particular (Krylov, 2024).

Materials and methods

The purpose of this article is to clarify the concept meaning of re-commerce as a type of commercial activity, its functional feature, taking into account social adaptability to buyers' needs and bring forward the prospects for the development of reverse commerce in Poland and Ukraine. During this study, common and unique dialectical cognitive methods were used: comparing the state method of the re-commerce in neighbouring countries; the method of critical analysis – to identify the re-commerce adaptability. The main research methods were analysis and synthesis. Analysis was used in order to present statistical trends, identify development perspectives for the re-commerce sector in Poland and Ukraine. Using a SWOT analysis allowed us to present opportunities and threats for the development of e-commerce in Ukraine, which are crucial for the further development of re-commerce sector in this country. The synthesis allows to generalise certain issues. The article was undertaken mainly on the basis of a review of domestic and foreign source literature, as well as Polish and Ukrainian internet resources.

Current state of reverse e-commerce in Poland and Ukraine

An interesting trend is observed in the electronic commerce development - re-commerce in Poland and Ukraine. Fashion and second-hand clothing have become a dominant force in the re-commerce sector. Affordability is playing a key role in market growth, attracting budget-conscious and value-seeking buyers who are environmentally conscious also. The choice of such buyers is usually consistent with environmentally friendly methods of consumption, thereby contributing to the waste reduction.

Reverse commerce is developing in Poland and a clear online transformation may be observed in the case of trade in pre-owned products. As OLX emphasises in its report from 2023, re-commerce can take different online forms e.g. as trading platform, marketplace-type platforms in social media, advertising service, mobile applications (Re-commerce without secrets). According to M. Cyrek, 59% of respondents in the country purchase pre-owned items only on the Internet, 9% – in stationary shops, 31% – both online and stationary. Young women are the most common online re-commerce shoppers. Popular websites where people buy and sell pre-owned items in Poland include: Vinted, OLX, Facebook Marketplace, Allegro Lokalnie, Instagram. Returns of pre-owned goods are rare (95% of people do not return) (Cyrek, 2023). In Poland, 40% of Vinted users say that more than half of their wardrobe consists of pre-owned goods (Vinted Impact Report, 2023).

In the report "The last mile for e-commerce" from 2022 it is emphasised that we should not overlook the fact that in recent years the last mile has been activated within parcel deliveries in CEP (Courier, Express and Parcel Services) industry, including C2C (Customer-to-Customer) shipments. This is because of the growing popularity of reselling pre-owned products through re-commerce platforms. The authors estimate that this parcel segment will develop most dynamically in the coming years, as shown in trends from France or other markets in Western Europe (The last mile for e-commerce, p. 29).

The development of re-commerce is reflected in shopping behaviours and a growth of interest in the re-commerce sector in Poland. Here are the main reasons for the growing interest in purchasing pre-owned items:

- Economic ground. Customers change their attitude towards planned spendings at the time of crisis, worsening public mood connected with growing cost of living, a high inflation and intensified business risk caused both by pandemic and martial law in Ukraine. Customers purchase such products which are financially beneficial to them.

- Generational change, the growth of environmental, ecological awareness and sustainable consumption. Youth, mainly from Gen Z, promotes a sustainable lifestyle and looks for new ways for shopping. Supporting secondary circulation of products and buying pre-owned goods is seen as a pro-ecological solution in relation to purchasing new products. On the Polish market, 84% of young people under 25 and 69% of people over 35 in 2022 declared that they buy pre-owned things (Re-commerce: a trend that is revolutionising product sales).
- Development of OOH points simplifies shipment of consignments and their pickup. As indicated in the report “Re-commerce without secrets” by OLX parcel rockers are the most popular form of shipping and order pick-up in Poland when it comes to shopping pre-owned products: 79% of buyers choose parcel lockers, 11% - opt for courier and 10% prefer self-pickup.
- A change of emotional perception of pre-owned items as a sign of resourcefulness. The study conducted in 2021 by Public Opinion Research Center presents a change of approach in the society – in 2008 69% of respondents believed that pre-owned items are used in the case of inability to buy new things because of their price. In 2021, there were 29% of surveyed who shared such an opinion. The percentage of respondents who believe that pre-owned goods are a sign of resourcefulness has increased to 84% in 2021, which was an increase of 8 points in comparison to 2008 (CBOS, 2021).
- Cultural considerations, nostalgia, rareness of products, passion for searching, upcycling new life have become fashionable (Cyrek, 2023).

Online trade is more resistant to the effects of the crisis, which can be observed in Poland in terms of, for example, closing down traditional second hands in favour of the development of online reverse trade. The number of shops with second-hand items in Poland in 2013 amounted to 18.7% and it has decreased to 13.9% in 2022. According to the PMR survey conducted for Allegro Lokalnie, the value of the e-commerce segment in secondary circulation was PLN 5.96 billion. Polish people do not just sell but they also buy pre-owned goods. Transactions between individuals account for 65.3%. Pre-owned items which are most commonly chosen by the Polish are: clothing –58%, electronics – 35%, products from the house and garden category – 30% (Mazurkiewicz, 2024).

Table 1. Selected examples of websites using re-commerce in Poland

Website	Link to the website	Website	Link to the website
Vinted	https://www.vinted.pl	Empik	https://www.empik.com/outlet?qType=basicForm
Allegro Lokalnie	https://allegrolokalnie.pl	AMSO	https://amso.pl/
NoGame	https://www.nogame.pl/pl/i/Wymiana-i-Skup/18	Ikea	https://www.ikea.com/pl/pl/customer-service/services/buy-back/
Amazon	https://www.amazon.pl/b?node=87030138031&ref_=asc_surl_prow	OLX	https://www.olx.pl/
Sprzedajemy.pl	https://sprzedajemy.pl/	eBay	https://www.ebay.pl/
Otomoto	https://www.otomoto.pl/	Luxury Love	https://luxurylove.pl/pl/
RTV EURO AGD	https://www.euro.com.pl/search.bhtml?keyword=outlet	Zalando	https://www.zalando.pl/pre-owned-home/
Archetype	https://archetype.pl/	BasicClothes	https://basicclothes.pl/o-nas

Source: own elaboration

For example, IKEA offers to customers a return of unnecessary furniture of this brand (after completing an online form with an estimate). The company provides financial means on a card or on an IKEA e-card which is valid for unlimited time. After receiving the furniture it is put up for resale in the Bargain corner (IKEA). In the Empik outlet you can buy products which are refurbished, used or have damaged packaging. Such

products can be sold only by selected sellers with the highest quality of service. Items which are sold in outlets must meet defined standards. Their exact characteristics are described by three conditions: open or used products which can bear traces of use; refurbished - products refurbished by the service and tested; damaged packaging – brand new products in damaged packaging (Empik).

Today, consumers often buy used (or rented) things in Ukraine. It also demonstrates the earning potential of participation in the re-commerce economy. As OLX indicates, this niche is far from a saturation point but the competition is constantly growing (OLX). Based on POI visits, mobile apps, various device signals, 39.3% of second-hand shoppers in Ukraine belong to the 18-24 age group (Start.io audiences). The results of the study conducted by Factum Group Ukraine and OLX in spring 2020 showed that 54% of respondents preferred new goods while doing the shopping online, 44% were buying both new and pre-owned goods and 2% opted for second-hand goods (E-commerce trends: research by Factum Group Ukraine and OLX).

Re-commerce as a sales model online is growing in popularity in Ukraine and entities operating in e-commerce are more active in the area of reverse commerce. Selected websites which offer sale of pre-owned goods in Ukraine are presented below.

Table 2. Selected examples of websites using re-commerce in Ukraine

Website	Link to the website	Website	Link to the website
Moddo	moddo.com.ua	Klubok	https://klubok.com.ua
OLX	https://www.olx.ua/uk/	Shafa	https://shafa.ua/
MSH	msh.com.ua	Bantik	https://218001-ua.all.biz/uk/
Bestil	bestil.com.ua	Lux-Vintage	lux-vintage.com.ua
EuroMix	https://secondhand.uz.ua/	Kidstaff	https://www.kidstaff.com.ua/
Rozetka	https://rozetka.pl/ua/pages/about/	Joom	https://www.joom.com/
Allo	https://allo.ua/ua/tradein/	Foxtrot	https://www.foxtrot.com.ua/uk/trade-in
Apple Room	https://appleroom.ua/category/used/	Moyo	https://www.moyo.ua/trade-in-obmen-staroy-tekhniki-na-novuyu.html
Prom	https://prom.ua/ua/Outlet.html	iStore	https://www.istore.ua/catalog/iphone-b-u/
Allmart	https://allmart.ua	Zakupka	https://zakupka.com/uk/all/poisk/?poisk=trade in

Source: own elaboration

In Ukrainian re-commerce there are varied solutions for exchanging. For example, from unnecessary electronic devices to a partial payment for a new purchase in an online shop. These solutions include second-hand, outlet, trade-in. The device should be qualified for exchange, e.g. for points to use with a new purchase. The examples of trade-in solutions are offered by e.g. Moyo (“Sell old – buy new”), Allo, Foxtrot. Ukrainians earn additional income by giving unwanted items a second life.

Restoration of the damaged courier and postal service infrastructure in Ukraine lead to a decrease in the small operators number in the postal services market. At the same time, “Nova Poshta” LLC, “Ukrposhta” JSC, “MistExpressPoshta” LLC are gradually resuming their operations, which allowed them to establish themselves as leaders in parcel forwarding on 85% of this market (Gamova, Shportiuk, Duginets, Busarieva, 2024). Moyo offers the following re-commerce deliveries in the city of Kyiv: courier delivery, pick-up at the store, “Nova Poshta” parcel locker, delivery to a point of “Nova Poshta”, “Nova Poshta” at a given address (Moyo). Appleroom.ua, in turn, offers its customers the following delivery options: pickup from Apple Room store, points of “Nova Poshta”, Meest Express service (a customer collects an online purchase from the closest Meest point, parcel locker or personally from a courier), courier shipment to Lviv and OLX delivery (Apple

Room). The online shop msh.com.ua delivers goods to points of “Nova Poshta” or “Ukrposhta” in customer’s locality. For the customers’ convenience, payment for goods and delivery is made “cash on delivery” while collecting a parcel from a point (MSH).

Opportunities for the development of re-commerce in Poland and Ukraine

A way to increase revenues in online trade may be re-commerce, which in Poland has a large potential for development. The range of goods available in re-commerce sales is growing. Industry leaders start to offer pre-owned goods. Polish fashion brands should enter more actively in the segment of resale in order to expand their presence on the market, ensure sustainable choice for the customers and increase their customer base. This will also be influenced by the action of the European Commission, the effect of which is, among others, the directive presupposing a significant increase in the number of clothing that is supposed to be reprocessed or resold. Manufacturers are also responsible for this, the regulations will apply in 2025 (Mazurkiewicz, 2024).

As pointed out in the “Global Re-Commerce Market Research Report”, the world was facing varied economic challenges in 2018-2022: recession, financial crisis, and insecure employment. These challenges resulted from, among other, COVID-19 and the conflict in Ukraine. In response to the above mentioned difficulties Polish people are also adjusting their habits in terms of spendings towards budget-conscious buyers. Strengthening this change in customer behaviour, the further development of websites operating in re-commerce that enable intuitive and often comprehensive purchasing, better customer lifecycle management, entry to the market of younger and younger buyers, promotion of re-commerce solutions and good practices for companies operating in varied fields, expanding transactions from the dominant model of secondary trading C2C to B2C and B2B, further stable development of electronic commerce, improvement of the supply chain will significantly contribute to the increase in re-commerce market. Mobile internet communication has made re-commerce platforms easily accessible for a wide group of recipients and its further development will play a significant role in enlarging the size of the secondary market.

Martial law and the economic crisis have substantially affected different aspects of life for Ukrainian residents and business entities. Ukrainian e-commerce market is still recovering to the level before 2022. More enterprises are considering the possibility of adopting e-commerce as a promising direction of business development in Ukraine in recent years, which will be facilitated by the online market’s growth. The opportunities that e-commerce has opened up for Ukrainian entrepreneurs include: increase in sales volumes even under unfavorable conditions in the districts; sales markets expansion, export barriers reduction; minimization of expenses, first of all, for warehouse and logistics operations, rent of premises, wages; increasing convenience for buyers, providing the opportunity in order to buy at any time of the day and from any place; increasing the marketing effectiveness with the digital platforms help; use of new analytical tools, prompt customer reactions detection and quick adaptation to dynamic challenges; formation of personalized offers to buyers; testing new goods/services effectiveness; facilitating access to foreign markets and so on.

In order to understand the potential threats and opportunities, we conducted an online social survey of natural persons - entrepreneurs: 52 of our compatriots who are actively engaged in online trade provided us with information, at the same time, 7 of them were directors of commercial online stores. The results analysis of the survey made it possible both to form an action strategy that was based on strengths and identified e-commerce priority opportunities, eliminating potential threats.

Table 3. SWOT – analysis of e-commerce priority opportunities, eliminating potential threats in Ukraine

S (strengths)	W (weaknesses)
1. increase in sales volume, even under unfavorable conditions	1. decrease in the income level of the population
2. sales markets expansion	2. decrease in consumer confidence
3. costs minimization for warehouse and logistics operations	3. lack of IT specialists (in particular, due to their migration and mobilization)
4. increasing convenience at the stages of purchasing	4. significant cost of marketing tools for product promotion in the online environment
5. operational identification of the buyer's need and its solution	5. problems with the consumer rights protection (first of all, at the stages of product return)
6. activities expansion to external ones	6. communication limitation with buyers
7. reduction of the cycle of acquisition – sale	
O (opportunities)	T (threats)
1. development of remote sales and purchase markets	1. proper professional skills lack (in particular, in the IT field) among sellers
2. export barriers reduction of the regulatory field	2. necessary information lack about the mental culture, traditions and preferences of buyers when assortment preparing
3. reduction of cost of sales	3. the sale price does not cover implementation costs
4. expansion of types and sale forms of goods/services	4. loss of trust of buyers/consumers due to limited information that is related to after-sales service
5. increasing the buyers social security of	

Source: own elaboration

One of the incentives for business development is the taxation system. Small and medium-sized online stores, as well as the sellers of goods, mostly use a simplified taxation system, which provides for income limits. The limitation in annual income indicators determines the need for “split income” through the structure’s formation with several natural persons - entrepreneurs. That is why, in our opinion, it is appropriate to revise the taxation system in Ukraine for electronic commerce based on the transition from fiscal instruments to tax stimulating nature instruments.

According to the authors, martial law conditions have had an impact on e-commerce, including re-commerce, in Ukraine, which has seen the following developments:

- decrease in demand due to the transfer of a consumers to other countries; decrease in the income level of the population;
- access restriction to receiving goods in connection with military actions;
- lack of IT specialists in order to support e-commerce due to mass migration and specialists mobilization;
- the one-time transition of Ukrainian entrepreneurs to e-commerce has increased both competition in the market and for a certain time created market uncertainty;
- increased risks for logistics and transport operations, increased costs for their implementation; insufficient infrastructure development level, as well as its partial damage and destruction due to military actions; inadequate logistics and delivery infrastructure, which makes it difficult to quickly and efficiently deliver goods by online stores (this is especially noticeable in rural areas);
- limited access to digital payment systems; an increase in payment crises due to a decrease in the discipline level of payment system operators and an increase in the psychological burden on operators;

- consumer trust in online retailers has decreased due to cyber security problems, such as increasing cases of fraud on the Internet, and insufficient data confidentiality levels in the process of online transactions;
- high Internet costs in Ukraine;
- insufficient level of funds that could be invested in maintaining the enterprise's functioning stability.

The future of reverse e-commerce in Ukraine will depend mainly on overcoming the above-mentioned problems, the state of the national economy and its development perspectives and the level of consolidation of reverse commerce patterns in consumer's behaviour. Customer shopping behaviours are evolving and they may strengthen for a longer time. The changing behaviour is caused, among other, by broken supply chains of goods, shortage and changes in demand for some categories of goods, difficult material standing and reduced purchasing power of residents of Ukraine, price increase.

Conclusions

Buying and selling used things in Poland and Ukraine is gaining popularity due to digitalisation and online platforms operating in a re-commerce model. Second hand trading in Poland currently takes place mainly online and entrepreneurs are starting to see this as an opportunity for further development in the competitive online environment. Perspectives for the development of re-commerce in Poland are promising.

The e-commerce market development in Ukraine in the pre-martial law period and periods of martial law was considered fragmented by scientists and practitioners, therefore we paid attention to the modern development problems of the e-commerce market in Ukraine and the social role of the re-commerce sector, taking into account active migrational processes of the population and business entities. In 2022, the Ukrainian market experienced a shock drop in volumes, however, from 2023, stabilization processes, changes in the buyer's behavior and business entities, intensifying the competitive struggle for the sales markets expansion of goods/services, are noticeable. It is predicted that the income from e-commerce, starting from 2023, will have an upward trend, but over the next number of years it will not reach pre-martial law indicators in Ukraine. Online channels can become not just an extra sales channel but the main sales channel for many entities selling in Ukraine. Currently formed re-commerce habits may condition consumer behaviour in the long term perspective and even lead to permanent changes in the behaviour of residents in Ukraine.

Further research on the issues of e- and re-commerce trends are relevant and timely. Secondary trading can be a good response to the challenges of a geopolitical, social and ecological nature, both in Poland and Ukraine. Re-commerce practices represent a good solution for buyers, for the planet and future generations, as well as for sellers. Therefore, it is worth implementing them on a larger scale in the activities of economic entities on both sides of the border.

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