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refurbed hits €3 billion in sales and expands into 12 new markets, becoming the largest refurbished marketplace in Europe

Dublin, 3rd March 2026 – refurbed, the leading online marketplace for refurbished products in Ireland, has surpassed €3 billion in cumulative Gross Merchandise Volume (GMV) and expanded into 12 new European markets, doubling its footprint and marking a major milestone in the mainstream adoption of refurbished products.

The company reached €3 billion in the total value of goods sold through its marketplace less than 12 months after passing €2 billion, reflecting year-on-year GMV growth of over 40%. The milestone follows a €50 million investment round in November 2025 and profitability achieved earlier that year, providing a strong foundation for continued expansion across Europe.

"Refurbished is no longer a niche - it's becoming the default for many customers across Europe." said **Peter Windischhofer, co-founder and CEO of refurbed**. *"We've proven that a circular business model can scale profitably. Surpassing €3 billion in GMV and expanding into 12 new markets shows that."*

To date, refurbed has sold 10 million products across their European markets and over 50% of its customers have returned for additional purchases.

Since entering the Irish market five years ago, refurbed has sold more than 400,000 products to over 200,000 customers, contributing over €146 million in GMV. Through the purchase of refurbished devices, Irish customers have saved almost 17 million kilograms of CO_2, more than 5 billion litres of water and nearly 60,000 kilograms of electronic waste.

Pan-European expansion at scale

The company's new markets include Spain, France, the UK, Poland, Slovakia, Slovenia, Croatia, Lithuania, Estonia, Latvia, Bulgaria and Luxembourg, bringing refurbed's addressable market to approximately 486 million consumers.

Leading brands available on the platform include Dyson and Kärcher in home and garden, alongside Apple, Samsung and Google in consumer electronics.

"This expansion is a deliberate next step," Windischhofer adds. *"After reaching profitability and securing fresh investment, we are deploying capital where we see*

clear demand, strong supply infrastructure and long-term value creation. We scale where our model works - and we know it works."

€3 Billion GMV: Refurbishment moves into the mainstream

The acceleration from €2 billion to €3 billion in under a year highlights growing consumer trust in refurbished products and increasing competitive strength against new product sales.

Premium supply is expanding rapidly, with the premium product share of order volume increasing by +113% and the premium share of GMV rising by +90% since the category launched in 2025.

"We are witnessing a clear, structural shift in consumer behaviour," says **Kilian Kaminski, co-founder of refurbed**. "*Smart and sustainable growth is no longer a trade-off. The circular economy is becoming mainstream, and Europe has the opportunity to lead globally by proving that profitability and sustainability go hand in hand."*

To date, refurbed has contributed to saving 445,000 tonnes of CO_2 by offering refurbished instead of new products to consumers.

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About refurbed:

refurbed is Ireland's leading online marketplace for refurbished products. Founded in 2017 by Peter Windischhofer, Kilian Kaminski and Jürgen Riedl, the company is on a mission to empower sustainable consumption at scale and make existing products last longer. The marketplace offers more than 55,000 refurbished products, enabling consumers to save up to 40% compared to buying new. refurbed employs around 250 people and operates across 24 European markets, including Germany, Austria, Sweden, Italy, Ireland, the Netherlands, Denmark, Belgium, Finland, Portugal and the Czech Republic. Since its founding, refurbed has sold over 300,000 products in Ireland and saved an estimated 299,000 tonnes of CO_2 emissions, 983 tonnes of electronic waste and 103 billion litres of water.