# Vinted launches €5 billion Ventures arm to back Europe’s re-commerce startups



Vinted Group, a prominent player in the second-hand marketplace sector, has officially launched its new investment division, Vinted Ventures, on April 29, 2025. This initiative comes as part of the company's strategic efforts to expand its influence beyond its core marketplace operations, underscoring its commitment to reshaping the European re-commerce landscape.

Valued at €5 billion, Vinted Group aims to leverage its substantial expertise in the second-hand market through Vinted Ventures. By adopting what it describes as an “investor with an operator mindset,” the venture capital initiative seeks to support promising startups in the re-commerce and e-commerce sectors across Europe, including the UK. The UK market, currently worth over £7 billion, presents significant opportunities for innovation, especially with London emerging as a focal point for circular economy initiatives such as those fostered by startups like Depop and By Rotation.

The launch of Vinted Ventures is strategically aligned with the company’s recent financial achievements, which include securing €340 million in funding. This backing marks a significant growth trajectory, with Vinted's valuation rising from €3.5 billion in 2021 to €5 billion by late 2024. The venture aims to cultivate businesses within the re-commerce value chain, targeting a range of areas from logistics and payment solutions to digital tools for traditional retailers, particularly relevant given that 93% of second-hand stores in Europe currently lack an online presence.

Vinted Group's CEO, Thomas Plantenga, articulated the fund's mission, stating, “to make second-hand the first choice, worldwide.” This reflects a broader ambition to reposition second-hand items as primary purchase choices among consumers, tapping into the evolving consumer behaviour that increasingly favours sustainability.

Vinted Ventures intends to focus primarily on Series A to Series C companies, selecting established ventures that demonstrate product-market fit and show promise for growth. By offering investment tickets ranging from €0.5 million to €10 million, the fund aims to support businesses that require capital and operational guidance to scale successfully.

A distinctive attribute of Vinted Ventures is its value-added investment approach. The venture provides portfolio companies with access to expert advisors from Vinted Group, enabling founders to benefit from tailored guidance regarding growth challenges. Milda Jasaitė, Senior Director of Corporate Development at Vinted, conveyed the initiative’s dedication to supporting “ambitious founders whose products and services are solving real problems,” signalling a commitment to nurturing innovative enterprises poised to redefine consumer interactions with ownership and sustainability.

The financial performance of Vinted Group adds further robustness to Vinted Ventures. For instance, in 2023, the company reported a notable 61% growth in revenue, reaching €596 million alongside double-digit EBITDA margins. The company's gross merchandise value has since tripled, reflecting significant transaction activity. Fundraising pressures typically faced by independent venture firms are mitigated for Vinted Ventures due to its solid financial footing and the support from new investors such as TPG and Hedosophia.

This new division is emerging at a time when consumer preferences are increasingly leaning towards sustainability. Approximately 37% of Vinted members report that second-hand items constitute at least half of their wardrobes, indicating a substantial market shift. TPG partner Andy Doyle noted the growing acceptance of second-hand goods within wardrobes, driven by sustainability considerations. This trend presents ample opportunities for innovative re-commerce businesses that adapt to the changing landscape.

Vinted Ventures also plans to expand beyond its traditional focus on fashion, branching into electronics and enhancing services like designer item verification to combat counterfeiting. Such measures reflect Vinted's intention to strengthen the second-hand market across diverse categories and further influence the investment strategy of Vinted Ventures.

As Vinted Ventures marks its entry into the European venture capital arena, it brings a focused approach to re-commerce, supported by a notable marketplace platform. This initiative is poised to nurture the future leaders in the second-hand commerce sector, representing a significant step towards enhanced sustainability and circular economy models in consumer practices. The implications of Vinted Ventures' selective investment strategy may shape the next generation of re-commerce businesses as they navigate the evolving marketplace.

Source: [Noah Wire Services](https://www.noahwire.com)

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