Brancheverenigingen
Kringloop Nederland

2024

Monitor Kringloop Nederland

Reuse in The Netherlands: Annual Impact Monitor

November 2025

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Reuse in the Netherlands: Annual Impact Monitor 2024

The Dutch Reuse Association (BKN) aims to highlight the impact of the reuse sector and to monitor its development. That is why BKN collects annual data from all reuse organizations in the *Annual Impact Monitor*. In 2024, BKN represented 62 organizations operating 242 stores throughout the Netherlands.

Social enterprises operating in the reuse sector make a major contribution to both an inclusive labour market and the circular economy. This monitor demonstrates the significant impact the sector has on both themes.

The infographic provides an overview of what all BKN-members collectively achieved this year. This report dives deeper into the numbers and shows developments over time. The first section presents the core of that analysis. In the following sections, we explain the data in more detail through charts and tables, structured around the themes of *circularity*, *inclusion*, and *finance*.

In recent years, we have invested in an online tool to gather data for the Annual Impact Monitor. Some of the data for 2024 were collected differently than before, which means the figures are not always directly comparable. As a result, comparisons with previous years are missing in some places. From next year onward, we expect to be able to make those comparisons again.

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Monitor 2024

Brancheverenging Kringloop Nederland

BKN has **62 members** with a total of **242 stores**

Circular

339 million kg CO_2 saved

154 miljoen kilo

Collected (%)

- Material streams 16
- Textiles 15
- Furniture 14,5
- Books and AV-media 6
- Toys 3
- Bicycles 0,5
- Other 11
- Electronics 17
- Small goods/ curiosities 17

Processed (%)

- Export 1
- Residual waste 14
- Recycling 22
- Reuse 63

Inclusion

18.659 employees

8.574 Employees PSO* total

- 4.263 People without jobs
- 2.743 People with work challenges
- 609 People seeking safety
- 959 People in training

7.699 volunteers or fixed compensation

2.386 standard employment staff

** PSO = Social Enterprise Performance Ladder (measures inclusive employment practices)*

Financial

16,7 million customers

Store revenue **€ 155.5 million**

Average customer spendingg **€ 9,28**

Store revenue distribution by product category

- 28% Textiles
- 23% Small goods
- 12% Furniture
- 9% Books and AV media
- 9% Elektronics
- 4% Toys
- 2% Bicycles
- 2% Material streams
- 12% Other

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Summary

In 2024, BKN members collected an average of 747,805 kilograms of goods per store. A large portion of these items was saved from becoming waste and given a second (or even third or fourth) life. Once again, many people chose reuse stores for sustainable and socially responsible shopping.

The amounts of donated textile, furniture, and electrical and electronic appliances (EEA) slightly decreased in comparison to last year. Of all the goods entering reuse stores, 63% were reused — a 7-percentage-point increase compared to 2023. This positive trend corresponds with one of the highest strategies on the R-ladder to which consumers can contribute.

The sector also contributes significantly to other sustainable strategies. Efforts in repair, upcycling, and extending product lifespans are evident in the various workshops: 89 electronics workshops, 59 bicycle workshops, 25 furniture and/or wood workshops, 33 textile workshops, and 29 stores with a repair café or collaboration with a repair café.

As of 31 December 2024, reuse organisations employed 18,659 people. Nearly half of these employees (8,574) belonged to one of the groups 'people without paid work', 'people with a work limitation or challenge', 'people in training', or 'people seeking safety'. This share increased by 9 percentage points since December 2023, bringing the total to 46% of all employees. The employment groups are further explained in the chapter Inclusive Employment.

Overall, these figures show that reuse stores contribute significantly to inclusive employment — and that they serve as an accessible entry point to work for people in need of support. As a result, more people who previously depended on benefits are now active in the sector or have moved on to other paid jobs. In addition, people with, for example, a work limitation or those referred through probation services are supported and can find employment through the reuse sector.

Trends and developments in the reuse sector

BKN-members

The Annual Reuse Monitor provides insight each year into the results achieved by BKN-members. The affiliated reuse organizations operate under the quality label called **'Keurmerk Kringloop Nederland'**. Based on the *Keurmerk Kringloop Nederland Framework*, their operations are audited every eighteen months by an external auditor. With this quality label, organizations distinguish themselves in the sector through professionalism, transparency, integrity, and their contribution to an inclusive and circular society.

In 2024, BKN had 62 members with 242 stores; in 2023, there were 66 organizations with a total of 248 stores. A few smaller members with a limited number of locations ended their BKN membership.

As the map below shows, members and their stores are spread across the entire country, giving BKN a nationwide network.

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BKN Market Share in the Reuse Sector

For this benchmark, the Chamber of Commerce register was reviewed to identify organizations that could potentially become BKN members. After a thorough selection process, 226 organizations remained. This gives BKN a market share of 22%.

It should be noted that no research has yet been done into the size of these potential member organizations. BKN members range from small organizations with one to three stores to large chains with 35 to 50 locations. However, the number of stores among the 226 non-member organizations is unknown. It is expected that many of them are smaller than current members. Therefore, when calculated based on the number of stores rather than organizations, the market share may look different (see the *Accountability* chapter at the end of this report for a detailed explanation).

Beyond the storefront

The 'kringloop' is more than just a store. The table below shows how often specific facilities and services are present at BKN-member locations. The survey revealed that as many as 75 of the 242 stores collaborate with local municipal recycling centres.

Sorting centre without drop-off point	10
Café/restaurant	96
Goods drop-off point	201
Textile workshop	33
Furniture or woodworking workshop	25
Bicycle workshop	59
Electronics workshop	89
Repair café or cooperation with a repair café	29
Building materials reuse centre or department	13
Cooperation with or part of a sheltered and supported employment organisations	84
Cooperation with municipal recycling centre	75
Cooperation with educational institution	63

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Circular Craft Centres

A circular craft centre is a place or network where reuse stores, municipal recycling centres, repair initiatives, education, and social employment come together. A circular craft centre can be located at a single site or is organized as a regional network of partners.

The National Circular Economy Program (NPCE) aims to establish a nationwide network of circular craft centres by 2030. To achieve this, BKN works together with the Ministry of Infrastructure and Water Management, their executive agency (Rijkswaterstaat) and other partners in a core team. Within this team, BKN represents the Dutch reuse organizations.

This year, 35 reuse store locations describe themselves as a "circular crafts centre." An additional 18 locations indicate that they plan to start or join a circular crafts centre in 2025.

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Impact of External Developments

Economic Developments

In recent years, we have seen economic developments that have had a direct impact on the reuse sector. Wages, rents, energy costs, and inflation have all risen. At the same time, prices for residual streams have declined; 2024, in particular, was a crisis year for textiles. The steadily rising costs of rent, energy, and insurance (housing costs) continue to put pressure on the reuse sector. This was felt especially strongly in 2024, when a large volume of textiles was collected, while the market collapsed during the year, resulting in lower revenues.

This was due to international developments that caused resale channels to "dry up," forcing reuse organizations to either rent storage space or accept much lower payments for their lower grade textiles. In the section on "circular developments," we will take a closer look at these global issues. Altogether, the reuse sector has come under significant financial pressure.

As in 2023, labour market shortages and especially high inflation again led to substantial wage increases in 2024. Employers in the reuse sector also face changing regulations regarding benefits. Moreover, the available programmes are often complex, which means they are not always used effectively. Shifting regional labour market policies do not always help employers and employees either. Work is currently underway on a reformed regional labour market structure, which aims to provide accessible labour market services for employees, job seekers, and employers alike.

Employees themselves also face increasing pressure. People with support needs — one of the most vulnerable groups in the labour market — are hit hardest by inflation and changing tax measures.

Despite these challenges, the figures also show a resilient and active reuse sector. The reuse sector makes a significant contribution to both the circular economy and an inclusive labour market, providing opportunities for many people again this year. Reuse organizations could play an even stronger role if their financial position were less dependent on market fluctuations. That is why BKN continues to advocate for a reduced value-added tax (VAT) rate for reuse organizations. In other European countries, such organizations with a social mission already benefit from a lower VAT rate.

Collaboration with municipalities also remains essential. Municipalities play an important role in the tendering and leasing of locations, as well as in agreements on the collection of bulky household waste. When municipalities establish good arrangements with reuse organizations and provide fair compensation for the services delivered, the reuse sector can invest even more in positively impacting both people and the environment.

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Circular Developments

While we are in the midst of a climate crisis, scaling up non-circular industries, and as a society continue to consume more, it is becoming increasingly clear that we are falling behind in meeting our circular economy goals. The Netherlands Environmental Assessment Agency (PBL) recently concluded that policymakers lack a sense of urgency; the circular economy is becoming a "crisis in slow-motion." In addition, the *Circularity Gap Report* shows that globally the share of recycled materials in products is declining, while overall material use continues to rise. Circular options are lagging behind.

In 2024, it became clear to many that we cannot do without a circular economy: consider the collapse of the textile market, the global competition for (critical) raw materials, and the growing calls from major companies for a circular economy.

One of the biggest circular challenges for the reuse sector was the textile crisis that emerged in 2024. The resale of used textiles came to an abrupt halt. This stagnation was caused by global disruptions such as the war in Eastern Europe, the rise of (ultra) fast fashion, and the worldwide recession, which has hit the European market hard. Together with the Dutch Association for Waste and Cleaning Management (NVRD) and the Textile Recovery Association (VHT), we called on the government to take action; unfortunately, no measures were implemented. RREUSE, the European network that BKN is part of, also issued a call, but concrete actions from Europe remained absent. Against this backdrop, discussions continued about Extended Producer Responsibility (EPR) for textiles, with monitoring set to begin in 2025.

Despite all these challenges, we saw a resilient reuse sector in 2024, where many people worked daily to ensure that all customers continued to receive the same trusted quality. Thanks to effective collection and sorting — and repair where needed — reuse stores were once again filled with high-quality items last year, at fair prices for everyone. We saw a sector making great efforts to remain (financially) accessible without compromising on quality or variety.

Unfortunately, government action to truly advance the circular economy remains insufficient. A clear example is the *Circular Textile Policy Program 2025–2030*, published at the end of 2024. It focuses on visions, descriptions of the necessary cultural shift, and research. These are goals we share, but concrete financial, binding, and decisive measures are still lacking, as we have also communicated to the Ministry of Infrastructure and Water Management (IenW). As is often the case in the circular economy, the link with the social domain — including employer and employee engagement — is still missing. In the reuse sector, where the circular and social economies come together, we see that these policy areas cannot function without each other.

Fortunately, in 2024 we also saw that customers were able to find their way to reuse stores. Together with them, we made a significant impact. After all, the largest negative environmental impact of the average Dutch person comes from the purchase of new goods. This highlights the important role of reuse organizations in the transition to a circular economy: they ensure (local) product reuse.

By selling previously used products, repairing broken items, and making them resalable, the reuse sector is indispensable for achieving a circular economy.

Moreover, reuse stores continue to serve as a place where all layers of society can come together — a meeting place where everyone is welcome. A place where people can continue to buy affordable, high-quality products, now and in the future.

Inclusive Developments

Everyone who wants to participate should be able to take part in society and the labour market. Unfortunately, in 2024, despite labour market shortages, a large group of people in need of support (with a distance to the labour market) remained on the sidelines. Many people with support needs were unable to find work. These (economic) developments call for a labour market transition that revalues work. By considering not only the economic but also the societal value of work, we can move toward a more inclusive labour market. Research shows that work and volunteering contribute to (mental) health and to a sense of social participation.

In addition, the reuse sector contributes to the societal value of work by giving people with support needs opportunities and guidance. According to a 'social cost-benefit analysis' (SCBA) commissioned by Cedris (a Dutch network organization for social employment) and Divosa (the association of Dutch municipal social service directors), the societal benefits outweigh the costs in the long term. Guiding 40,000 additional people to work through wage cost subsidies is estimated to generate €400 million for society. Similarly, a Flemish cost-benefit analysis by Herw!n shows that investing in an inclusive and circular economy pays off: it delivers nearly €15,000 net profit per employee per year, benefiting the government, the economy, and the employee.

The reuse sector has been providing work for people who need some support for decades. This is important for the individuals themselves, for society, and for the economy. BKN members create many jobs for people with support needs who struggle to find a workplace through regular employers—such as people with disabilities, welfare recipients, and those seeking safety, like refugees with residence permits. Despite national agreements for a more inclusive labour market, and various programmes for inclusive employment, in 2022 only one in five employers still employed people with disabilities. We already know that schemes and labour market policies are not always fully utilized by employers. The rules are complex and dependent on temporary subsidies, making them not always sustainable. BKN members want to create accessible workplaces, but at the same time face higher costs due to rising energy prices and inflation, which also increases the minimum wage through price compensation.

BKN believes it is important to prepare people for a labour market with real prospects. In the reuse sector, we connect challenges in the social domain — providing work for people who have difficulty finding a place in the labour market — with the circular economy where practical skills are desperately needed. This also requires the development and training of (circular) vocational skills, to which the reuse sector contributes in many ways. The government's approach, "Leven Lang Ontwikkelen" (LLO, or "Lifelong Learning"), should give everyone the right to sufficient opportunities. That is why BKN is committed to professionalizing LLO for all employees by establishing the Academie Kringloop Nederland.

Originally, reuse organizations have provided a variety of job opportunities: not only in the store, but also in areas such as goods intake and sorting. Increasingly, work is also available within café/restaurant activities, sewing workshops, bicycle workshops, woodworking shops, or in the repair and upcycling of furniture and other goods.

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Furthermore, there are many opportunities in this sector for so-called "jobs of the future." At present, the current (formal) educational curriculum does not sufficiently align with these opportunities. If we want to train people for the labour market of the future, we must also invest in the circular economy and the circular sector. Examples include expanding vocational education (MBO) programs to train electronics repair technicians — such as the elective *Basic Skills in Repair of Consumer Goods* — and establishing sectoral development pathways with associated training subsidies in the circular economy.

Through these efforts, the reuse sector makes an unmistakable contribution to the transition toward a more inclusive and circular society. For many reuse organizations, providing work for people who struggle to find their place in the labour market is even the primary goal.

Collaboration with Social and Educational Sectors

BKN-members work with various organizations in the social and educational sectors to achieve shared goals in inclusive employment.

Education and Development Opportunities

Many reuse organizations act as learning and training sites, offering opportunities for lifelong development of employees. Staff are trained for future jobs through work-study programs, circular learning paths, practical training, and professional certifications. There are also internships and trainee positions aimed at improving vocational and workplace skills and providing sustainable employment. Reuse centres serve as places for personal and professional development, including programs for young people or those with work challenges.

Social Sector Collaboration

A significant share of locations collaborates with social enterprises or work development organizations to support the guidance and development of employees. Collaboration also extends to supporting the entry of new employees through partnerships with local labour market services.

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Developments in the Reuse Sector: Key figures

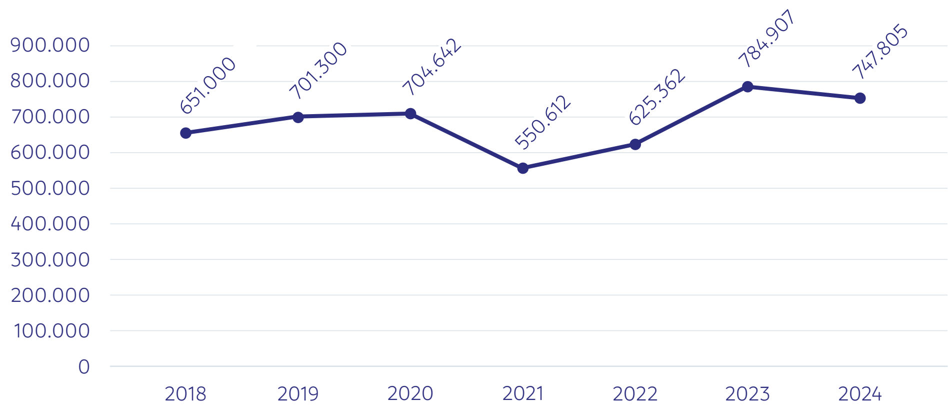
Circular impact

Goods collection

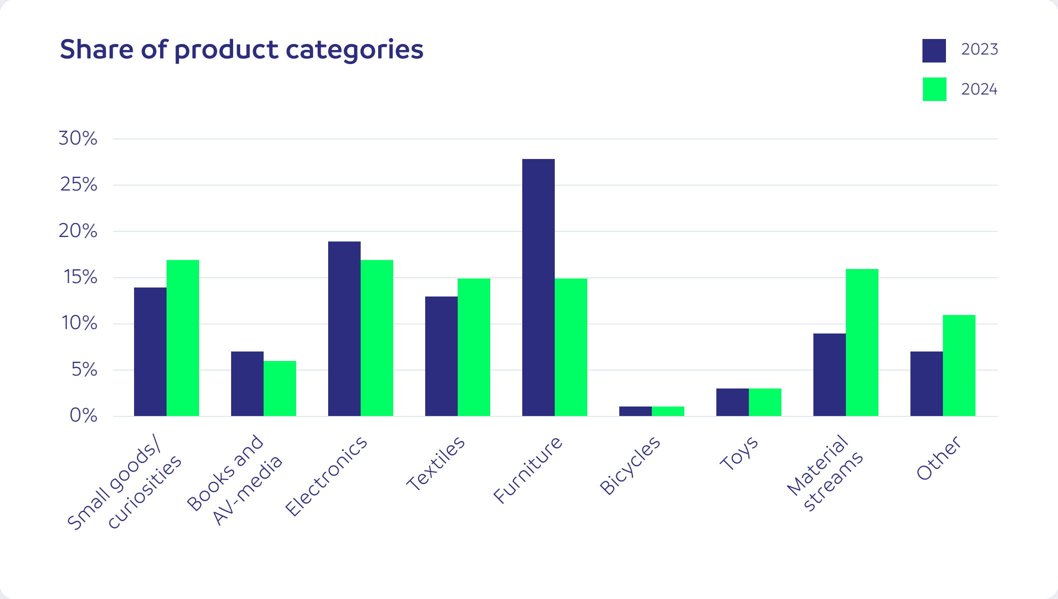
In 2024, BKN members collected an average of 747,805 kilograms of goods. The chart below shows collection volumes since 2018. The steep decline that began during the COVID-19 pandemic now seems far behind us.

TREND: On average, each reuse store collected about 40,000 kilos less than the previous year. Still, this remains well over 40,000 kilos above the pre-COVID average. In absolute terms, this represents continued growth in the total amount of goods being diverted from the waste stream.

Average collection per location (kg)



The next chart shows the share of different product categories in the total kilograms collected in 2023 and 2024.



In the most recent data on the different goods streams, we see several interesting trends that reflect key developments in the circular economy.

» **Textiles:** In absolute terms, the total amount of textiles collected and donated was slightly decreased compared to 2023. However, textiles made up a larger share of all goods collected, increasing from 13% to 15%.

Reuse organizations are receiving very low prices for lower grade textiles (lower-quality textiles that do not make it to the store shelves but are sold for recycling or reuse elsewhere in Europe). This is a direct effect of the textile crisis.

Reuse stores are increasingly receiving (ultra)fast fashion items, which are rarely suitable for resale but still need to be processed — resulting in higher costs. To keep offering customers the same quality, stores are spending more time, money, and energy on sorting and handling residual textile streams, while revenues are declining.

Finally, the data does not yet show the additional costs reuse organizations incurred for storage, extra transport, and other emergency measures needed during the peak of the textile crisis in the summer of 2024.

» **Furniture:** Of all product categories, furniture shows the largest relative drop in share, falling from 28% to 15% — nearly half the weight of collected and donated furniture. The share of furniture in total revenue has also dropped, now representing just 12%.

» **Elektronics:** The share of electrical and electronic appliances collected has decreased slightly (by 2 percentage points) compared to 2023.

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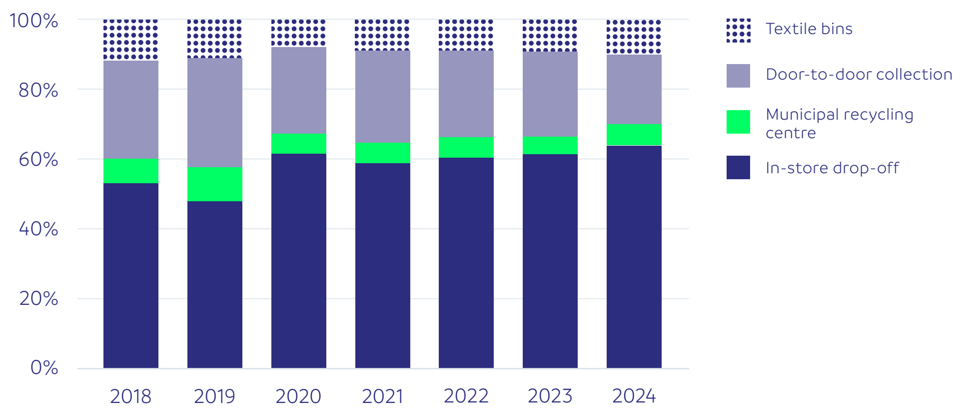
These goods do not simply appear in reuse stores. The next chart shows how reuse organizations collected their goods in 2024 compared to previous years.

Collection methods



In the collection trends, we see a fairly consistent pattern. In 2024, however, there was a slight increase in the share of goods coming in through in-store drop-off at reuse stores, which accounted for 65%. About 6% came via municipal recycling centres, 20% was collected door-to-door from households, and 10% was collected through textile bins.

Processing According to the R-ladder

By collecting goods, enabling reuse and facilitating recycling, the reuse sector plays an essential role in the transition towards a circular economy. A central concept in this transition is the R-ladder. The higher the activities and measures on this ladder, the more valuable and sustainable the processing of a product becomes.

The top two levels of the R-ladder are *R1: Refuse and Rethink* and *R2: Reduce*. These first two steps are mainly in the hands of producers and consumers. The most significant contribution of the reuse sector begins with *R3: Reuse* — the direct reuse of products, which is the highest-value strategy once a product has already been manufactured.

In addition to in-store sales, reuse stores are also exploring other forms of direct reuse, such as online sales and donations to partner organisations. The sector continues to make use of online sales opportunities, but the scale remains limited for now. Online sales are particularly labour-intensive, as every item in a reuse store is unique. Each must be individually listed online and removed again once sold.

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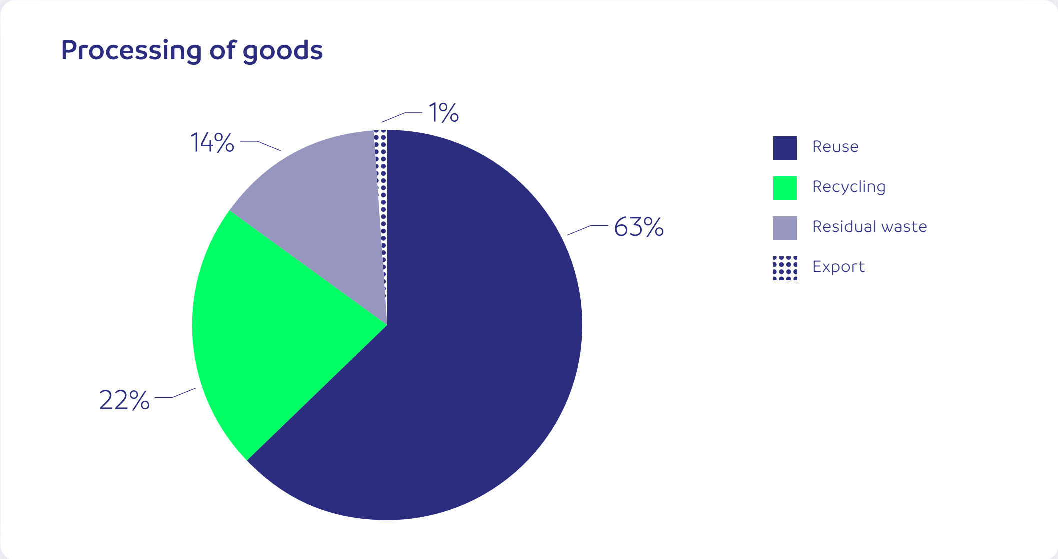
More and more reuse stores are also engaging in *R4: Repair, Remanufacture, Repurpose*, through workshops or craft studios where goods are repaired, refurbished, or upcycled. The reuse sector plays an important role at this level of the ladder. For instance, 89 reuse stores have electronics workshops, where devices are tested, and minor repairs are carried out (those that do not require certification). In addition, 59 stores operate bicycle workshops, 25 run furniture or woodworking workshops, 33 have textile workshops, and 29 have their own 'repair café' or work in partnership with one. Overall, we see an increase in nearly all of these activities; only the number of furniture and woodworking workshops seems to have dropped slightly compared to 2023. By focusing not only on value preservation but also on value creation, the sector strengthens its contribution to a more circular economy.

Finally, goods that cannot be reused are prepared as well as possible for *R5: Recycling*, with materials being carefully separated. *R6: Recover*, the incineration of materials with energy recovery, is kept to a minimum wherever possible.

The following chart shows the processing results. In 2024, 63% of goods entering BKN members' reuse stores were reused. For 22% of the goods, reuse was not possible, so they were recycled. Truly unusable goods ended up as residual waste (14%). Finally, 1% was exported — this may involve reuse abroad, donations, or recycling and waste treatment outside the Netherlands.

CO_2-savings

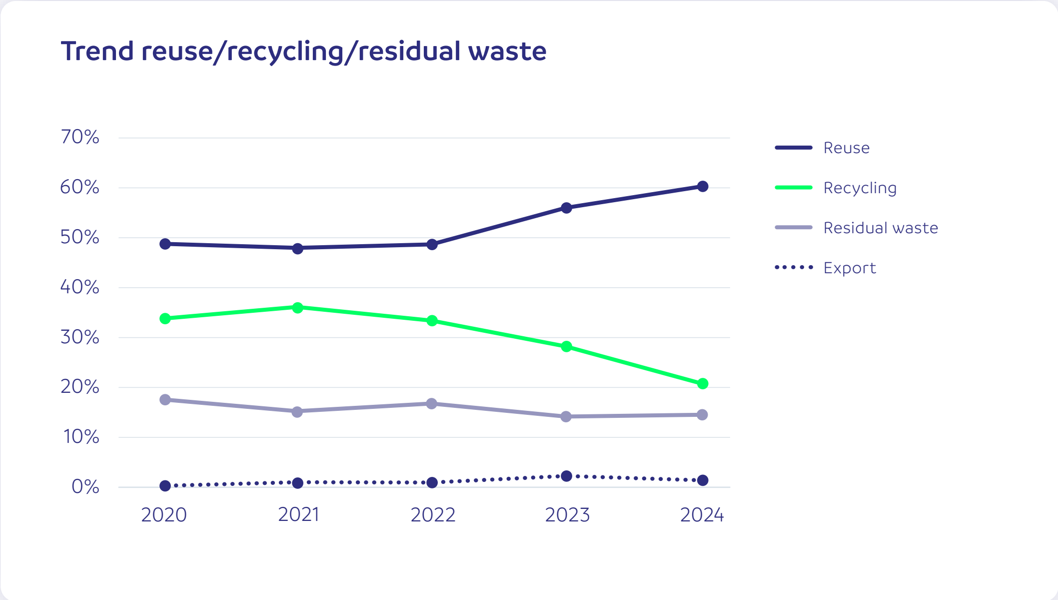
Based on the quantities of goods collected per category, combined with the distribution between reuse and recycling, we can calculate the amount of CO_2 saved. Both reuse and recycling generate different levels of CO_2 savings depending on the product category. This is linked to the relative share of reuse, recycling and residual waste per category.
In 2024, by reusing goods and preparing them for recycling, BKN members collectively saved 339 million kilograms of CO_2.



Processing of Goods

TREND: The percentage of products reused by BKN members rose again in 2024 (63%, compared with 56% in 2023), while the share of residual waste remained stable. The proportion sent for recycling decreased. Within reuse stores, a larger share of products was given a second — or even third or fourth — life, and fewer products ended up as residual waste.

This is a positive development, already visible in 2023, and we aim to build on it in the coming years.



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Inclusive employment

Employment Groups

In 2024, reuse stores once again provided many opportunities for people needing additional support to participate in society and the labour market. Within the reuse sector, we distinguish the following employment groups:

- People without paid work: those receiving social benefits, including participants in the Participation Act (a Dutch law designed to help people with a distance to the labour market find work);
- People with a work limitation or challenge: those with a disability or other employment barrier;
- People seeking safety: such as refugees and status holders;
- People in training or education: including students, interns, and apprentices;
- Volunteers and people with a fixed allowance: including people referred by probation services;
- Standard employment staff: management, supervisors, and other staff on payroll.

As of 31 December 2024, reuse stores employed **18,659** people — 572 more than in 2023. Nearly half of them (**8,574** employees) belonged to one of the groups 'people without paid work', 'people with a work limitation or challenge', 'people seeking safety', or 'people in training'. This share was higher than the year before: 46% of all employees compared to 37% in 2023. These groups are referred to as PSO target groups — PSO (*Prestatieladder Socialer Ondernemen*) is a Dutch certification system that measures and encourages social impact in employment, recognising organisations that actively hire people in need of support (with a distance to the labour market).

Reuse stores clearly contribute to inclusive employment. They offer opportunities to a wide range of employment groups: fewer people remain dependent on benefits, **people with a work limitation or challenge** are supported and can gain meaningful work experience, and **people seeking safety**, such as refugees, find a secure workplace. People referred by probation services also get a new opportunity to access the labour market through reuse stores.

Almost a quarter of all reuse store employees worked under a benefit programme. These **people without paid work** totalled 4,263 employees in 2024. As in 2023, 15% of all employees were in the group **people with a work limitation or challenge**. Another 5% were **people in training**, and 3% were **people seeking safety**.

In addition, 41% of employees fell into the **other employment groups, including volunteers and probation participants**. This category also includes people who might formally belong to one of the other groups but whose specific background is unknown — reuse stores often do not ask for a "label" first when someone wants to work there. These employees are then registered as **other/volunteer**.

Finally, 13% of employees were in the group **standard employment staff**, which includes management and supervisors. This share declined compared to 2023, in favour of employees from the various employment groups. We see this as a positive development, as one of the key objectives of the reuse sector is to provide work opportunities for people needing additional support.

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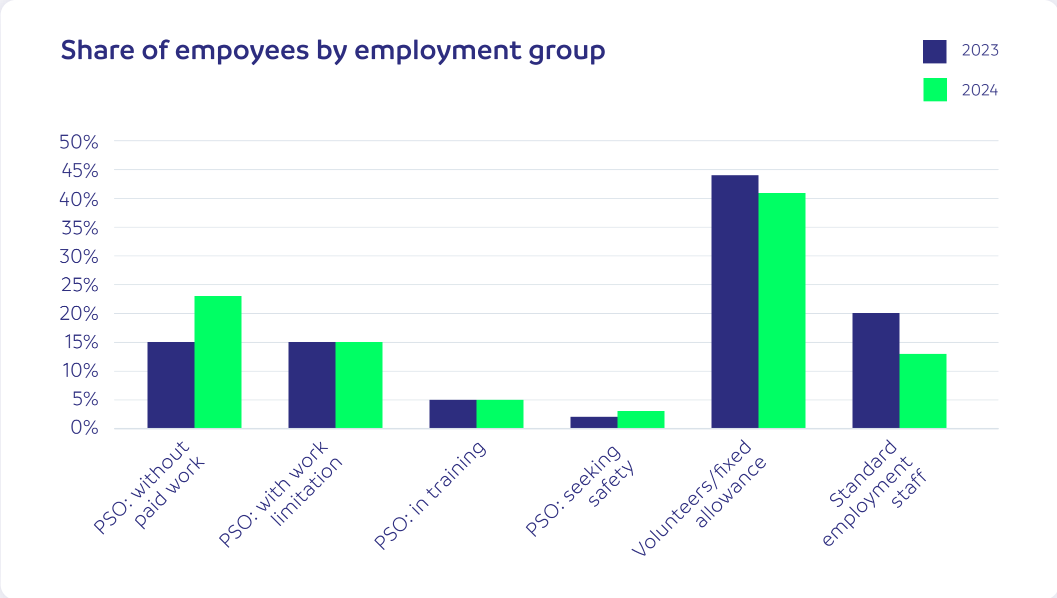
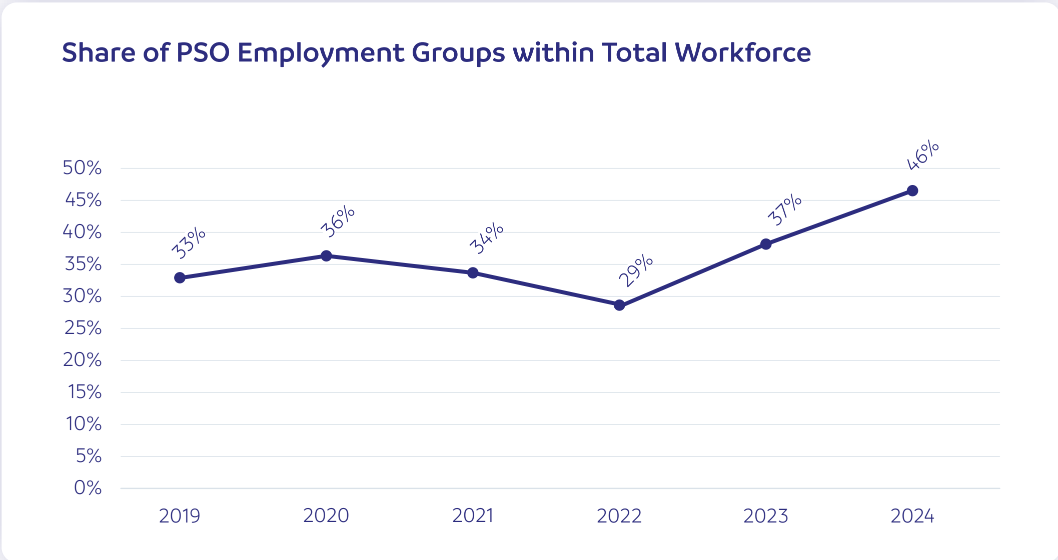
The figure below shows the distribution of employees per employment group in 2024 compared to 2023.



General trends

TREND: The total number of employees as of 31 December 2024 was 18,659, compared to 18,086 in 2023.

TREND: Reuse stores offered suitable work to a growing number of people in need of support. The largest share of employees (46%) fell under one of the employment groups recognised by the PSO.



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TREND: The share of **Standard Employment Staff** — including staff and supervisors — decreased from 20% of all employees in 2023 to 13% in 2024. These figures show that reuse stores are contributing even more to inclusive employment, creating opportunities for a wide range of employment groups in need of support. Reuse stores have become even more inclusive employers.

In the Dutch version of the Annual Reuse Monitor, a chapter is included with more detailed explanations and a breakdown by employment group. The first two PSO employment groups — **people without paid work** and **people with a work limitation or challenge** — are highly dependent on Dutch legislation and schemes, so a direct translation is not useful. The other employment groups can be explained as follows:

People seeking safety

This group includes newcomers or refugees (about one-third of this group), people covered under the Temporary Protection Directive (for example, people from Ukraine), and other residence permit holders. From 2023 to 2024, the share of employees seeking safety increased from 2% to 3%.

People in training

Reuse stores offer many opportunities for development and often serve as a stepping stone into the labour market. As in 2023, in 2024, 5% of all employees in reuse stores were in training. In addition, various initiatives focus on education and lifelong learning. In 2024, 58% of BKN members were officially recognised as SBB-certified training companies. SBB recognition certifies that an organization is approved to train and mentor vocational students or apprentices in the Netherlands. About half of the employees in training came from secondary special education (vso) or practical education (pro).

Volunteers or fixed allowance staff

This category includes, among others, people working through probation services, retirees and other volunteers, interns, reintegration participants (not a PSO employment group), and other day activity participants.

Standard Employment Staff

Finally, this category includes paid employees who do not belong to any of the above groups (people with a support need or in training).

If you would like more information about the specific legislation and programmes for the first two PSO employment groups, please contact the BKN office.

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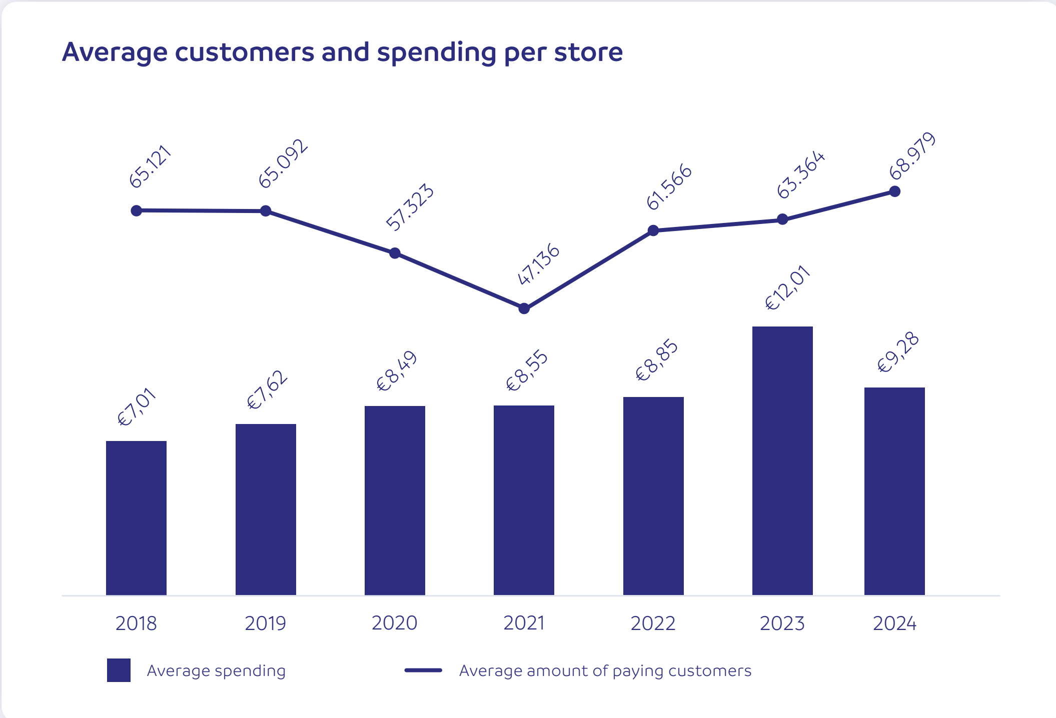
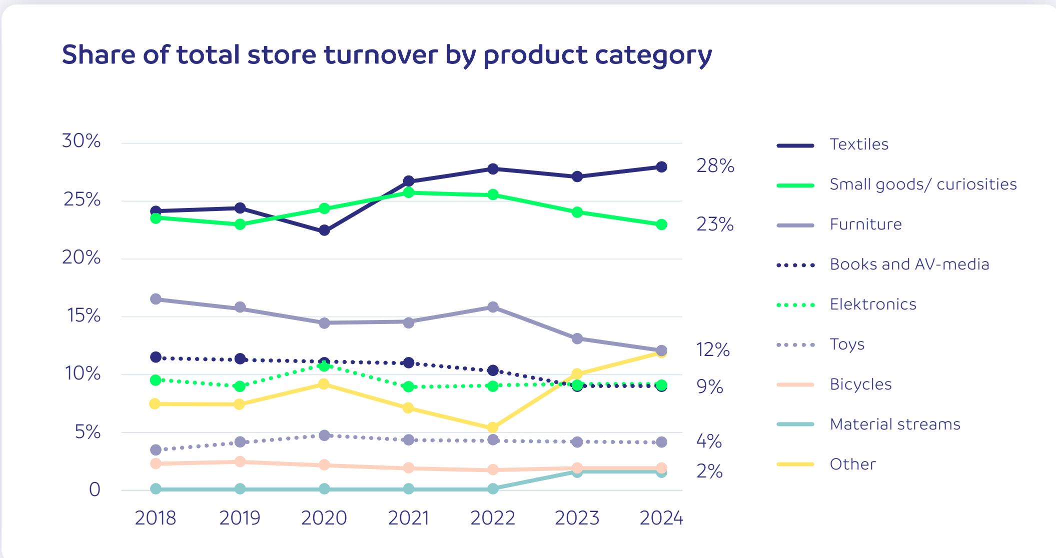
Financial insights

Revenue and Customers

The total store revenue of BKN member organisations in 2024 was €155.6 million, generated by 16.7 million paying customers.



The chart below shows trends in the share of different product categories in total store turnover in 2024. Compared to 2023, the share of textiles in turnover increased slightly, as did the share of the "other" category. The share of furniture and small household items decreased, while the shares of the remaining product categories remained roughly the same.



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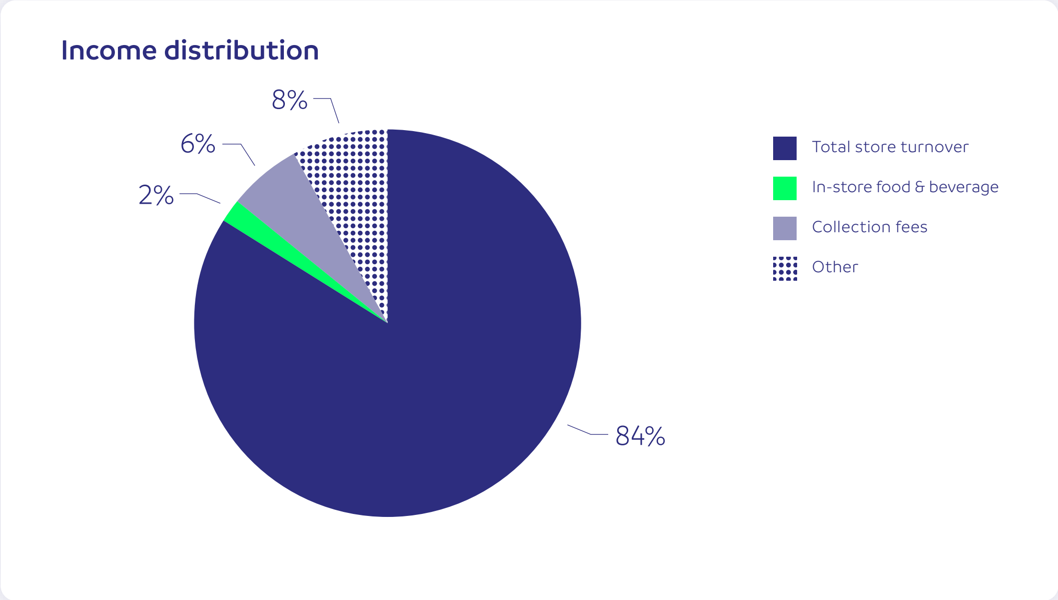
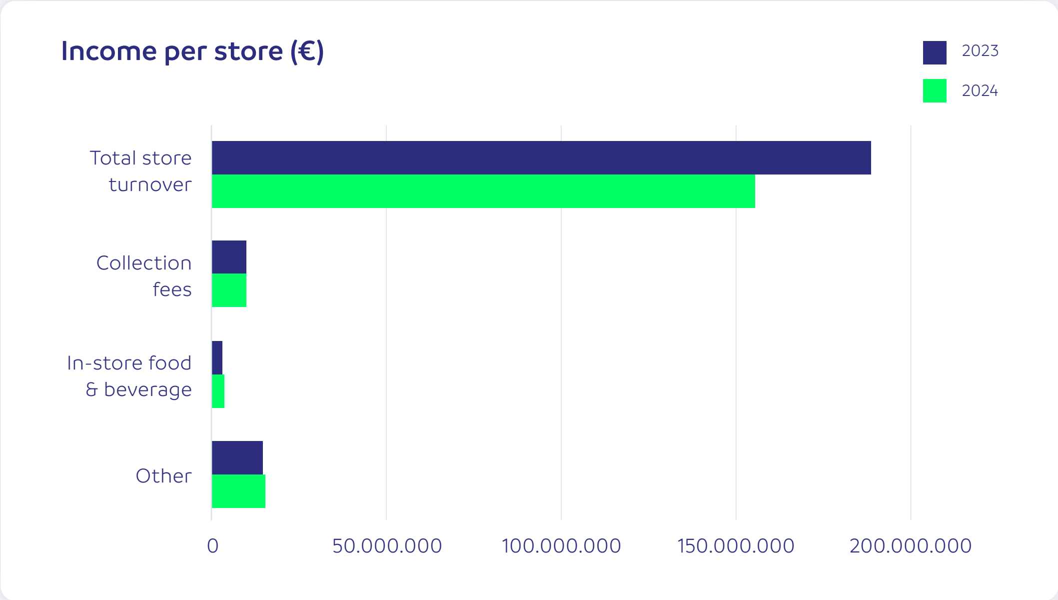
The chart below shows the sources of income for reuse stores in 2024.

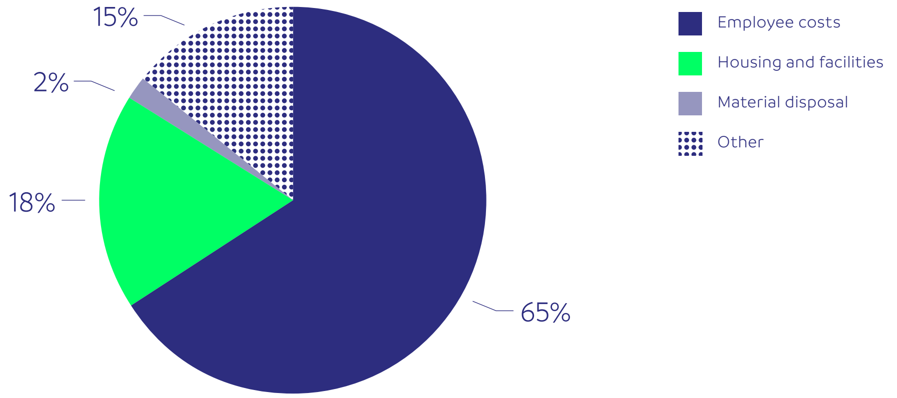




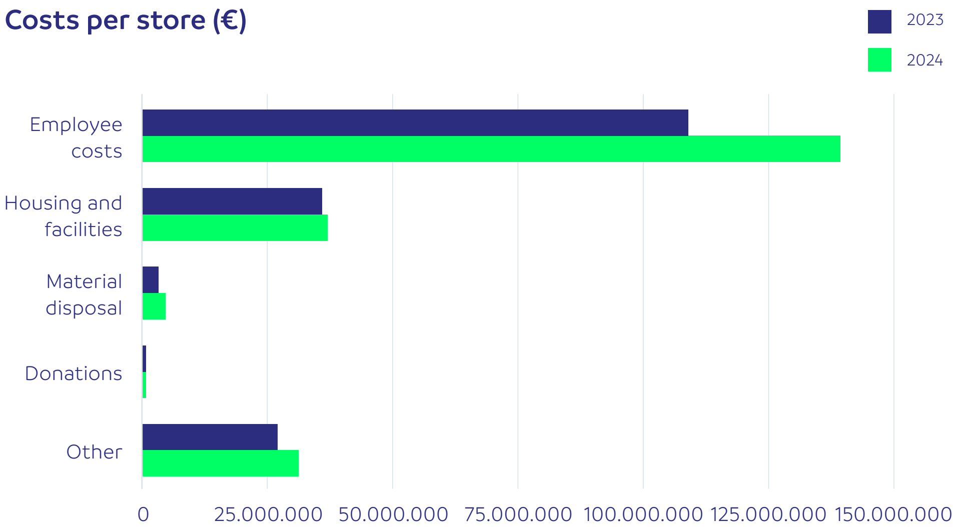
In 2024, 84% of total income came from store turnover, slightly less than in 2023. In contrast, a larger share (6% instead of 5%) came from received collection fees (the fees reuse stores receive for collecting, for example, bulky household waste or discarded electrical appliances). Income from in-store food & beverages also increased (2% instead of 1%). Since 2023, income from wage cost compensations for work related to labour participation is no longer collected. These are included under the 8% other income.

The chart below shows the breakdown of average costs for reuse stores. Personnel costs accounted for 65% of total costs, a significant increase compared to 62% in 2023. This reflects wage increases (collective labour agreement indexation as agreed with trade unions). Housing costs accounted for 18% of total costs in 2024. The share of costs for disposal of residual streams remained at 2%, while other costs made up 15% in 2024.

Cost distribution



Costs per store (€)



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Conclusion

In recent years, we have seen that economic developments continue to impact the reuse sector. Wages, rents, energy prices, and inflation have all increased. At the same time, prices for residual streams collected by reuse stores are under pressure; 2024 was particularly a crisis year for textiles. And yet, our sector provides solutions to some of today's biggest challenges: how to move towards a circular economy and how to ensure that people who stand on the sidelines and want to participate can do so.

The reuse sector shows how it can be done. Once again this year, millions of customers were able to purchase quality products at fair prices for everyone. This was made possible through efforts to improve sorting and organisation. We see that the share of products sold has increased, meaning that a larger proportion of incoming items were reused. In addition, there was more repair and upcycling, supported by the growing number of workshops and repair cafés within the sector.

In 2024, the reuse sector also provided more suitable jobs than in previous years — despite rising wages. While the number of standard employment staff, including administrative and supervisory roles, decreased, more paid employees with a support need and volunteers were working within the sector. These are precisely the people for whom the reuse sector exists. We provide valuable work and workplaces where development is central, especially for people who could use an extra helping hand.

All these efforts were rewarded with a higher number of customers visiting the stores in 2024, even though the average spending per customer was slightly lower than the previous year. In contrast, spending on in-store food & beverages increased, reflecting the reuse sector as an experience and highlighting its growth potential.

Despite complex circumstances and external pressures on the reuse sector, we can conclude that the sector is resilient. The data prove this and give plenty of reason to be proud — particularly when considering what could be possible if the government actively supports the sector. Then reuse, refurbishing, and upcycling can truly become mainstream. No one would have to be left on the sidelines, and consumers could save even more money than they already do.

Method statement

Calculation of BKN market share

Based on market research, a total of 288 reuse organisations have been identified in the Netherlands. Of these, 62 are members of BKN and 226 are not. The market share of BKN was calculated by dividing the number of member organisations (62) by the total number of organisations (288), resulting in approximately 22%.

In creating the selection, sole proprietorships, general partnerships, swap shops, and organisations without a clear reuse or social objective were excluded. The reason is that these organisations are not eligible for BKN membership according to the statutes and internal regulations.
The assessment was based on descriptions of activities and was partly subjective.
Organisations that are not clearly focused on circularity or inclusivity were not considered.
Church initiatives with a strong religious purpose were excluded, unless they also fulfil a social reuse function.

Borderline cases — such as charity shops or stores with a limited product focus — were provisionally included but may require further assessment in a follow-up step. This analysis provides an initial overview of the share of potential BKN members that are already members.

Digital BKN Monitoring Tool

Since 2023, data from BKN members has been collected through the BKN Monitoring Tool (BMT). Thanks to this digital tool, BKN and its members have access to validated data and reports at sector, organisation, and store level.

Some data in the Monitor is based on extrapolation. For product categories, this involves checking how many stores hold a certain category. Financial data is extrapolated based on the total number of organisations or stores that were members of BKN in the relevant year.
The development of new functionalities in the BMT means that some calculations may differ from previous years.

Working with BMT required additional effort from all involved in 2023. By 2024, after the tool's second year of use, we observed a clear improvement. More stores submitted their data, and a larger proportion of non-mandatory questions were completed. We hope this development continues and that the investment in the tool continues to pay off in terms of speed, ease of use, and increasingly accurate and comparable data. This allows us to track trends and developments within the reuse sector more sharply and interpret them more effectively.
It is worth noting that the trend graph of total employment is missing from this year's report.
The question was not sufficiently answered to allow a reliable extrapolation.

From 2024 onwards, BKN and its members are also using the updated, more accurate calculations in the CO2 tool. This tool was updated last year by Ecoras according to the latest Life Cycle Assessment (LCA). Notably, the new method shows a more positive impact of reuse and preparation for recycling than previously estimated.

The figures in this Monitor are based on 62 organisations with a total of 242 stores that were BKN members in 2024. Of these members, 51 organisations, representing 226 stores, submitted their data. These figures were extrapolated to all BKN member organisations to provide a representative overview of the entire sector. Extrapolation was applied to, among other things, the number of employees, kilograms collected, store revenue, and number of paying customers. Averages were calculated from the submitted data and applied to missing stores, providing a reliable estimate of the total impact of all BKN members combined.

None of this would have been possible without the commitment of our members and other stakeholders. We sincerely thank everyone who collected and submitted data — your contribution is essential.

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