

ABSTRACT

This research investigates why Vinted, Europe's largest second-hand fashion platform, underperforms in Spain despite operating in a large and growing second-hand market, and how data-driven insights can support the development of an effective marketing plan to close that gap. Using a mixed-method design that combines secondary market data with a semi-structured expert interview at Vinted, the study first analyses Vinted's business model and the factors behind its success in France, then examines Spain's underperformance through Hofstede's Cultural Dimensions, the 4P marketing mix, and Spanish consumer behaviour literature. The RACE framework is applied separately to buyer and seller funnels to assess how far Vinted's French approach transfers to the Spanish market. The findings suggest that Spain's underperformance is better explained as a resource allocation issue than a lack of market potential, since download declines coincided with budget being redirected to Vinted's US expansion while the Spanish second-hand market continued to grow. The analysis further indicates that Spain requires a distinct strategy rather than a localised version of the French model, given the fashion stigma tied to Spain's fast-fashion culture, its more collectivist cultural profile, and Wallapop's decade-long first-mover advantage. Non-apparel categories aimed at Gen Z men emerge as a plausible entry point that bypasses the fashion stigma, and peer-to-peer mechanisms such as referral programmes and nano-influencer partnerships appear better suited to Spain's cultural context than the broadcast advertising that worked in France. Based on these findings, the research proposes a phased twelve-month marketing plan structured around the RACE funnel, with recommendations, KPIs, and an implementation timeline intended to be directly actionable by Vinted's marketing team.

Keywords: *Vinted; second-hand fashion platform; C2C marketplace; digital marketing strategy; cross-cultural consumer behaviour; RACE framework; market underperformance; Spain*