

**OWNICH**

ORIGINAL RESEARCH · SEPTEMBER 2026

# The Ownich Ownership Report 2026

How UK consumers manage proof of ownership —  
and why the current system is failing them at the point of resale.

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SAMPLE SIZE

**300 UK consumers**

PUBLISHED

**September 2026**

METHOD

**Online survey via Prolific**

## Key findings at a glance

**36%**

have bought a fake, stolen, or misrepresented second-hand item

**63%**

say proof of ownership is very or extremely important when buying second-hand

**17.7%**

have lost money on a resale because they couldn't prove authenticity

**83%**

would be likely or very likely to use a digital ownership platform

**70%**

say a verified authenticity certificate is the top confidence builder

**67%**

would pay more when framed around achieving a higher resale price

### Methodology

Online survey of 300 UK adults conducted via Prolific in September 2026. Participants were screened to ensure they had purchased at least one item valued over £50 in the past 12 months. 18 questions covering ownership proof, resale experience, willingness to pay, and business asset tracking.

# Who we surveyed

Sex · Ethnicity · Age · Household income · Consumer self-type · Resale frequency

## Sex

|        |  |              |       |
|--------|--|--------------|-------|
| Female |  | <b>51.7%</b> | n=163 |
| Male   |  | <b>48.3%</b> | n=152 |

## Ethnicity

|       |  |              |       |
|-------|--|--------------|-------|
| White |  | <b>81.6%</b> | n=257 |
| Asian |  | <b>7.9%</b>  | n=25  |
| Black |  | <b>3.5%</b>  | n=11  |
| Mixed |  | <b>3.2%</b>  | n=10  |
| Other |  | <b>3.8%</b>  | n=12  |

## Age distribution

|            |  |              |      |
|------------|--|--------------|------|
| 18–24      |  | <b>10.3%</b> | n=31 |
| 25–34      |  | <b>16.7%</b> | n=50 |
| 35–44      |  | <b>16.3%</b> | n=49 |
| 45–54      |  | <b>16.3%</b> | n=49 |
| 55–64      |  | <b>29.0%</b> | n=87 |
| 65 or over |  | <b>11.0%</b> | n=33 |

## Household income

|                   |  |              |      |
|-------------------|--|--------------|------|
| Under £20,000     |  | <b>6.3%</b>  | n=19 |
| £20,000–£34,999   |  | <b>21.7%</b> | n=65 |
| £35,000–£54,999   |  | <b>21.7%</b> | n=65 |
| £55,000–£74,999   |  | <b>20.7%</b> | n=62 |
| £75,000 or more   |  | <b>24.3%</b> | n=73 |
| Prefer not to say |  | <b>5.0%</b>  | n=15 |

## Consumer self-type

|               |  |              |       |
|---------------|--|--------------|-------|
| Mainstream    |  | <b>65.0%</b> | n=195 |
| Early adopter |  | <b>18.3%</b> | n=55  |
| Late adopter  |  | <b>15.0%</b> | n=45  |
| Not sure      |  | <b>1.3%</b>  | n=4   |

## Resale frequency

|                     |  |              |       |
|---------------------|--|--------------|-------|
| Weekly              |  | <b>10.7%</b> | n=32  |
| Monthly             |  | <b>28.0%</b> | n=84  |
| A few times a year  |  | <b>45.3%</b> | n=136 |
| Once a year or less |  | <b>15.0%</b> | n=45  |
| Never               |  | <b>0.7%</b>  | n=2   |

Source: Ownich UK Consumer Ownership Study 2026. Online survey of 300 UK adults; participants recruited through Prolific.

# Age breakdown: key outcomes

Cross-tabulation of age group against five key survey outcomes

18–24 (n=31) and 65+ (n=33) cells marked — treat as directional only.

| Age        | n  | Bought fake | Lost money | Likely to use | Willing to pay | Proof important |
|------------|----|-------------|------------|---------------|----------------|-----------------|
| 18–24      | 31 | —           | —          | —             | —              | —               |
| 25–34      | 50 | 26.0%       | 28.0%      | 88.0%         | 38.0%          | 60.0%           |
| 35–44      | 49 | 44.9%       | 16.3%      | 89.8%         | 49.0%          | 63.3%           |
| 45–54      | 49 | 42.9%       | 20.4%      | 73.5%         | 32.7%          | 53.1%           |
| 55–64      | 87 | 35.6%       | 13.8%      | 79.3%         | 44.8%          | 66.7%           |
| 65 or over | 33 | —           | —          | —             | —              | —               |

- 35–44 year-olds are the most defrauded cohort: 44.9% have bought a fake or misrepresented item.
- 35–44 are also the most willing to pay: 49.0% positive payment intent vs 32.7% for 45–54.
- 25–34 year-olds have the highest resale loss rate (28.0%) — nearly double the 55–64 rate (13.8%).
- Platform adoption intent is highest among 35–44 (89.8%) and 25–34 (88.0%).
- 55–64 year-olds show the strongest view that proof of ownership is important (66.7% very/extremely).

## Income breakdown: willingness to pay

| Income band     | n  | Willing to pay | Resale framing |
|-----------------|----|----------------|----------------|
| £35,000–£54,999 | 65 | 44.6%          | 76.9%          |
| £55,000–£74,999 | 62 | 54.8%          | 79.0%          |
| £75,000 or more | 73 | 43.8%          | 61.6%          |

- £55,000–£74,999 shows the highest baseline willingness to pay (54.8%) — the primary paying segment.
- The highest earners (£75k+) show lower willingness to pay (43.8%) — perceived necessity, not price, may be the barrier.
- The resale value framing drives the strongest uplift in the £55–74k band (79.0%).

## 01 Struggling to prove ownership

Have you ever struggled to prove you owned something when trying to resell it?

### Key finding

20.6% of consumers have struggled to prove ownership — and for them the consequences are real: lost sales, lower prices, and eroded trust.

| Response            | %                      | n         |
|---------------------|------------------------|-----------|
| No, never           | <div><div></div></div> | 69.7% 209 |
| Yes, once           | <div><div></div></div> | 15.3% 46  |
| Not sure            | <div><div></div></div> | 9.7% 29   |
| Yes, more than once | <div><div></div></div> | 5.3% 16   |

## 02 Lost money on resale

Have you ever lost money on a resale because you couldn't prove authenticity?

### Key finding

1 in 6 consumers has lost money on a resale due to an inability to prove authenticity — a direct, quantifiable cost of the current system's failure.

| Response                   | %                      | n         |
|----------------------------|------------------------|-----------|
| No                         | <div><div></div></div> | 78.0% 234 |
| Yes                        | <div><div></div></div> | 17.7% 53  |
| I have not tried to resell | <div><div></div></div> | 4.3% 13   |

### 03 Bought a fake or stolen item

Have you ever unknowingly bought a fake, stolen, or misrepresented second-hand item?

#### Key finding

Over a third of consumers have been defrauded in the second-hand market. The combined "affected or uncertain" rate is 43.6%.

| Response | %                      | n         |
|----------|------------------------|-----------|
| No       | <div><div></div></div> | 56.3% 169 |
| Yes      | <div><div></div></div> | 36.3% 109 |
| Not sure | <div><div></div></div> | 7.3% 22   |

## 04 Importance of proof of ownership

How important is proof of ownership when buying a second-hand item?

### Key finding

63.7% rate proof of ownership as very or extremely important. 84.4% consider it at least somewhat important.

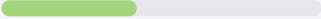
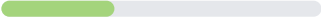
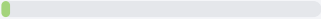
| Response             |  | %     | n   |
|----------------------|--|-------|-----|
| Very important       |  | 35.0% | 105 |
| Extremely important  |  | 28.7% | 86  |
| Somewhat important   |  | 20.7% | 62  |
| Not very important   |  | 12.0% | 36  |
| Not important at all |  | 3.7%  | 11  |

## 05 Confidence builders (multi-select)

What would make you more confident buying a second-hand item?

### Key finding

A verified authenticity certificate is the single most powerful confidence builder — ahead of receipts and seller verification.

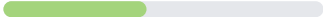
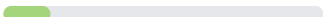
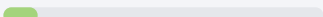
| Response                                 | %                                                                                  | n         |
|------------------------------------------|------------------------------------------------------------------------------------|-----------|
| Verified authenticity certificate        |  | 70.3% 211 |
| Original purchase receipt                |  | 69.0% 207 |
| Proof the seller is the legitimate owner |  | 64.3% 193 |
| Full ownership transfer history          |  | 42.3% 127 |
| Independent valuation                    |  | 35.3% 106 |
| None of the above                        |  | 2.7% 8    |

## 06 Digital record keeping

Do you currently keep digital records of your valuable items?

### Key finding

85.3% of consumers either keep no digital records, keep them only informally, or have never thought about it.

| Response                      |                                                                                    | %     | n   |
|-------------------------------|------------------------------------------------------------------------------------|-------|-----|
| Yes, but only informally      |  | 44.7% | 134 |
| No, I do not keep records     |  | 29.7% | 89  |
| Yes, I keep detailed records  |  | 14.7% | 44  |
| I have never thought about it |  | 10.7% | 32  |

## 07 Likelihood to use a platform

How likely would you be to use a platform that lets you register and certify your items?

### Key finding

83% would be likely to use a digital ownership platform. Only 3.3% said "not at all likely".

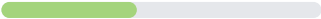
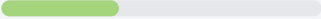
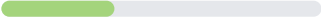
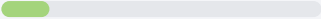
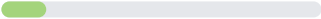
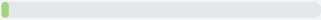
| Response          |  | %     | n   |
|-------------------|--|-------|-----|
| Somewhat likely   |  | 41.0% | 123 |
| Very likely       |  | 30.7% | 92  |
| Not very likely   |  | 13.3% | 40  |
| Extremely likely  |  | 11.3% | 34  |
| Not at all likely |  | 3.3%  | 10  |

## 08 Categories to register (multi-select)

Which categories of items would you most want to register?

### Key finding

Watches, jewellery, and electronics represent the highest-demand categories for digital ownership certificates.

| Response                      | %                                                                                    | n         |
|-------------------------------|--------------------------------------------------------------------------------------|-----------|
| Watches or jewellery          |    | 63.0% 189 |
| Electronics                   |    | 50.7% 152 |
| Art or collectibles           |    | 42.3% 127 |
| Designer handbags or clothing |    | 36.7% 110 |
| Vehicles or bicycles          |    | 35.3% 106 |
| Sneakers or streetwear        |    | 15.0% 45  |
| Musical instruments           |  | 14.0% 42  |
| Sports equipment              |  | 2.3% 7    |

## 09 Willingness to pay

Would you pay for a digital ownership certificate?

### Key finding

40.6% positive intent to pay; 35.3% undecided — a large conversion opportunity for a freemium model.

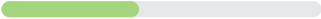
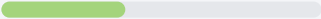
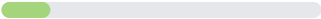
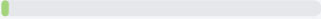
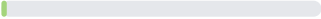
| Response        | %                      | n         |
|-----------------|------------------------|-----------|
| Not sure        | <div><div></div></div> | 35.3% 106 |
| Yes, probably   | <div><div></div></div> | 34.3% 103 |
| Probably not    | <div><div></div></div> | 17.7% 53  |
| Yes, definitely | <div><div></div></div> | 6.3% 19   |
| Definitely not  | <div><div></div></div> | 6.0% 18   |

## 10 Price point

What price point would you consider reasonable?

### Key finding

43% would pay up to £2.99/month — directly validating Ownich's current pricing tier.

| Response              |                                                                                    | %     | n   |
|-----------------------|------------------------------------------------------------------------------------|-------|-----|
| Up to £2.99 per month |  | 43.0% | 129 |
| Free only             |  | 38.7% | 116 |
| Up to £4.99 per month |  | 15.3% | 46  |
| Up to £9.99 per month |  | 2.3%  | 7   |
| More than £9.99       |  | 0.3%  | 1   |

## 11 Resale value incentive

Would you be more likely to pay if the certificate helped you achieve a higher resale price?

### Key finding

When framed around resale value, 67% would pay — a 26-point uplift over baseline willingness to pay.

| Response        | %                            | n   |
|-----------------|------------------------------|-----|
| Yes, probably   | <div><div></div></div> 46.0% | 138 |
| Not sure        | <div><div></div></div> 22.0% | 66  |
| Yes, definitely | <div><div></div></div> 21.0% | 63  |
| Probably not    | <div><div></div></div> 8.3%  | 25  |
| Definitely not  | <div><div></div></div> 2.3%  | 7   |

## 12 Business asset management

Does your business manage physical assets that need tracking?

### Key finding

20% work for or run a business managing physical assets. Of those, 40% have no digital tracking system — a clear B2B opportunity.

| Response                        | %                      | n         |
|---------------------------------|------------------------|-----------|
| No                              | <div><div></div></div> | 79.7% 239 |
| Yes, I work for such a business | <div><div></div></div> | 14.0% 42  |
| Yes, I run the business         | <div><div></div></div> | 6.0% 18   |

# What the data tells us

The second-hand market has a trust problem. Over a third of UK consumers have been defrauded, 1 in 6 has lost money on a resale, and 85% have no structured record of what they own. Yet 83% say they would use a platform that fixes this.

The data validates every core assumption behind Ownich: the problem is real, the demand is strong, the pricing is right, and the resale value framing is the most powerful conversion lever available.

The opportunity is not to convince consumers that ownership records matter — 84% already believe they do. The opportunity is to give them a tool that actually works.

## Create your first certificate free

Join thousands of UK consumers already protecting their valuables with Ownich.

[Get started at ownich.io](https://ownich.io)