

ECOMMERCE PRODUCT RETURNS



18%

of consumers plan to return at least one gift they received this holiday season (Dec 2020)

70%

of consumers make purchase decisions based on return policy of the retailers.

60%

of consumers expect returns to be handled within one to seven days.

34%

of consumers report lack of free return shipping as a top reason for cart abandonment.

7.5%

of returns were fraudulent, equating to \$7.7 billion in lost revenue.

13.3%

On average, retailers expect 13.3% of merchandise sold during the 2020 holiday season to be returned.

\$101 billion

\$101 billion worth of products sold in 2020 holiday season were returned.

50.5%

of holiday shoppers purchased through online channels only.

39.1%

of holiday shoppers made purchase through mixed channels.

10.4%

of holiday shoppers purchased through in-store only.

\$190 billion

eCommerce sales increased by an estimated 36% for the holiday season, crossing \$190 billion for November and December 2020 combined.



\$102 billion

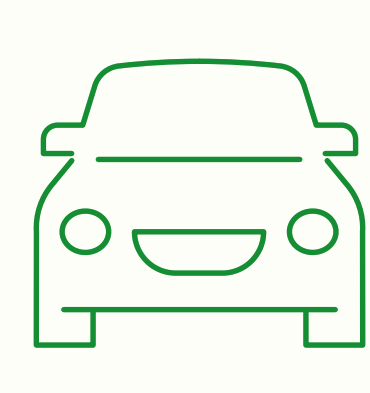
worth of products sold during Oct-Nov period of the holiday season were returned, which is 18.1% of the total \$565 billion worth of products sold online.



RETURN RATE BY RETAIL CATEGORY



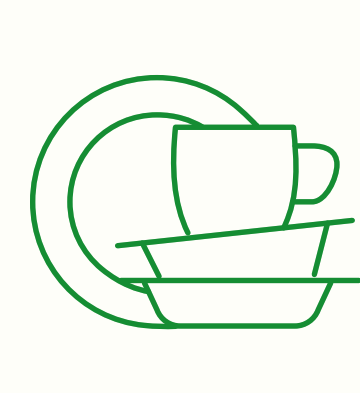
12%
Apparel



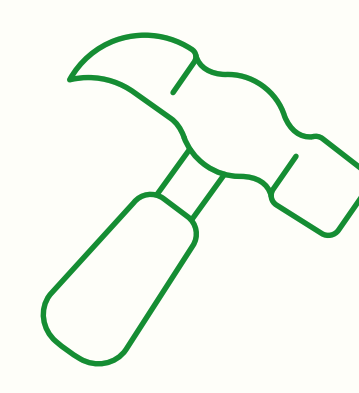
19.4%
Auto parts



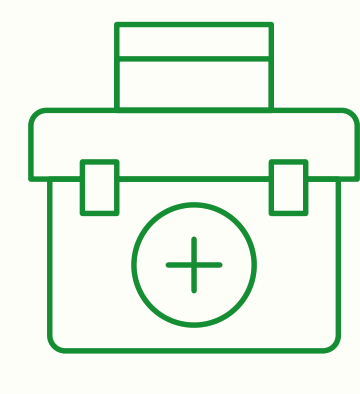
4.3%
Beauty



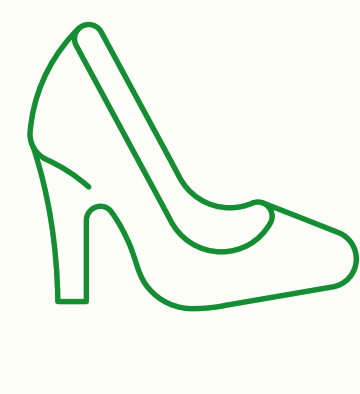
3.8%
Houseware



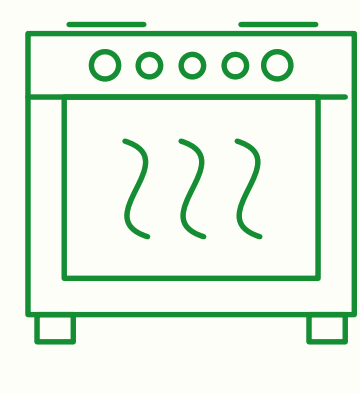
11.5%
Home Improvement



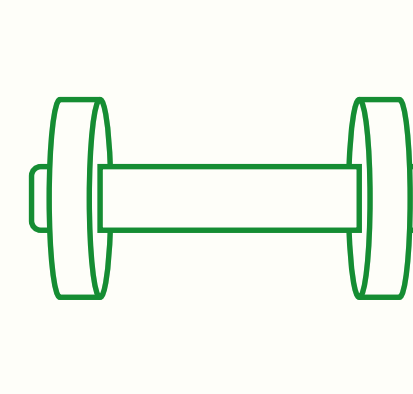
11.4%
Drug Pharmacies



9.1%
Footwear



3.8%
Hardgoods



3.8%
Sporting goods



11.4%
Department stores