

How Eliminating Free Returns is Impacting Retailers

Less Returns (but Fewer Customers)

In 2023:

81% of retailers implemented return fees

1.1% increase in eCommerce returns (17.6% total)

14.5% decrease in overall retail returns

Source: Insider Intelligence



Retailers that Charged for Returns:

1/3 of retailers lost customers

40% saw decreased sales

55% of customers abandoned carts

Source: eMarketer

The Cost of Returns:*

Cost to process a \$100 online order **\$27**

30% is resold, the rest is discarded, donated, or sold off to liquidators

*Source: eMarketer

Environmental impact:

25% of returns end up in landfills*

6 billion tons of landfill waste per year in the U.S.*

*Source: NPR Business

16.5 billion tons of carbon emissions**

**Source: Brightly



Customer Expectations*

76% of online shoppers want free returns. **Period.**

Consider return policies to be extremely or very important in whether or not they shop with a brand **68%**

26% want longer return windows

*Source: Retail Dive Satisfied With Retailer Shipping? Understanding What Matters Most, Radial

How Will You Balance Return Management with Customer Experience?

Explore a returns strategy with Radial.