

How much do return policies impact shopper decisions?

Article

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Attitudes Toward Return Policies Among US Digital Shoppers, Aug 2023

% of respondents

81% review return policies before making a purchase with a merchant for the first time

73% agree that a poor returns experience impacts their decision to shop with a merchant in the future

55% abandoned a purchase because the return policy didn't offer a convenient return option

Note: ages 18+ who returned an online purchase in the past year

Source: Happy Returns, "Returns Happen 2023" commissioned by PayPal, Oct 18, 2023

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Key stat: 81% of US adult digital shoppers review return policies before making a first-time purchase, and 55% will abandon their cart if return policies aren't convenient, per a Happy Returns report commissioned by PayPal.

Beyond the chart:

- Total returns volume will hit \$931.85 billion in the US next year, according to our forecast.
- By 2027, that figure will top \$1 trillion.
- Free and easy returns are one of the features that give Amazon Prime a leg up over many other retailers.

Use this chart:

- Create return policies.

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Methodology: Data is from the October 2023 Happy Returns report titled "Returns Happen 2023" commissioned by PayPal. 2,000 US adults ages 18+ who returned an online purchase within the past year were surveyed online during August 2023. Additionally, 200 US senior-level executives from apparel and footwear merchants with revenues of \$500 million or more were surveyed during August 2023.