

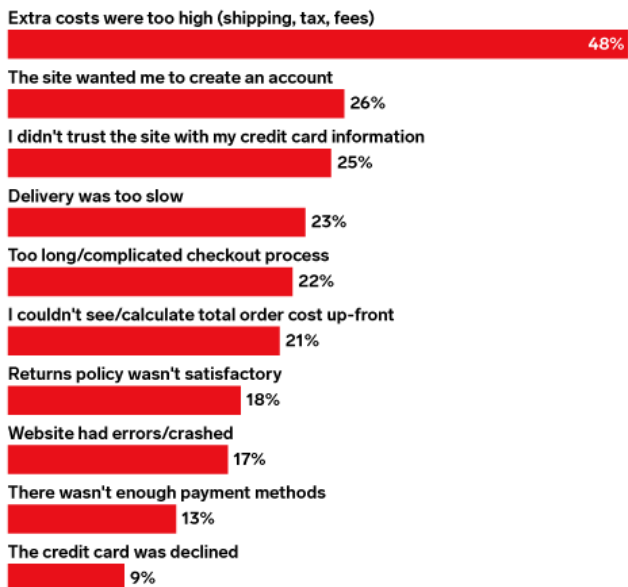
Extra costs are the No. 1 reason consumers abandon online carts

Article



Reasons Why US Adults Abandoned Their Online Shopping Cart During Checkout, Feb 2024

% of respondents



Note: n=1,012; excludes responses of "I was just browsing"
Source: Baymard survey as cited in company website, May 31, 2024

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Key stat: Nearly half (48%) of US adults abandoned their online shopping cart at checkout because the extra costs (shipping, tax, fees) were too high, per a February 2024 survey from Baymard.

Beyond the chart:

- Over a third (34%) of worldwide consumers consider the cost of [delivery](#) the most important consideration factor when ordering online, compared with just 23% who say speed is most important, per a November 2023 survey by ShipStation.
- “Consumers don't want fast shipping. They want free shipping as fast as possible, and that’s becoming the baseline,” [said our analyst Blake Droesch](#).
- Retailers can provide more value to ecommerce customers by promoting bundled offerings, adopting pricing models that cover the costs associated with shipping, or reducing dimensional weight of packaging for best-selling products, according to our [The Ecommerce Delivery Opportunity](#) report.

Use this chart:

- Reduce cart abandonment rates.
- Adjust shipping or other fees.
- Improve the ecommerce experience.

More like this:

- [Three ecommerce delivery challenges—and how brands and retailers can respond](#)
- [Online shoppers demand an easy checkout process](#)
- [4 technologies to help curb cart abandonment](#)
- [Consumers spend more with digital wallets](#)

Methodology: Data is from a Baymard survey. 1,012 US adults ages 18+ were surveyed on February 7, 2024.