

# Most retailers set up return fees to discourage returns

Article



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## Leading Reason That US Retail Executives Implemented a Returns Fee, Oct 2024

% of respondents

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Source: Optoro, "2024 Returns Unwrapped," Nov 19, 2024

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**Key stat:** Over half of retailer executives say that they implemented a return fee to discourage customers from initiating returns, according to October 2024 data from Optoro. Thirty-nine percent of executives said they launched a fee to discourage excessive or abusive returns, while 20% said it is to make it difficult or discourage customers from returning products.

### Beyond the chart:

- Retail and ecommerce returns will be valued at just over \$1 trillion in 2025, per our December forecast.
- While return value for retail and ecommerce grew 18.8% in 2024, it will grow 5.9% in 2025.

**Use this chart:** Retailers can use this chart to track how successful the industry is at discouraging future return rates and benchmark how well fees impact customer behavior.

### Related EMARKETER reports:

- [Retail and Ecommerce Sales Benchmarks: Q4 2024](#) (EMARKETER subscription required)
- [Advertising Trends to Watch in 2025](#) (EMARKETER subscription required)

*Methodology: Data is from the November 2024 Optoro report titled "2024 Returns Unwrapped." 350 US retail executives were surveyed during September-October 2024.*