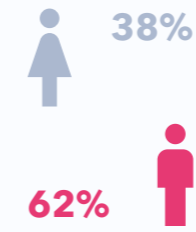


Online Shopping Returns

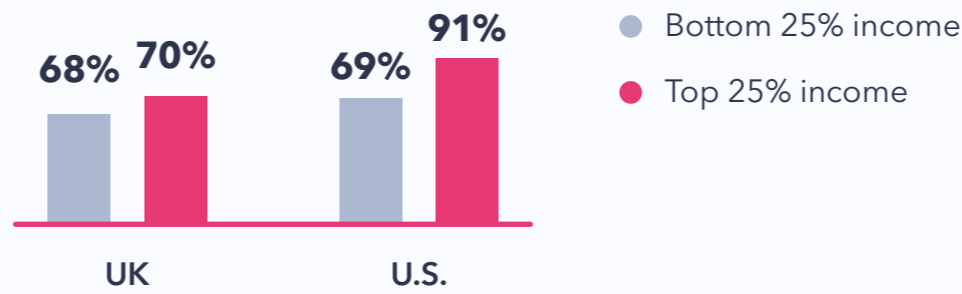


58%

have returned a product they purchased online



More higher-income shoppers check return policies before making purchases online, especially in the U.S.



Free returns surpass free delivery as the main purchase driver for affluent consumers in the U.S.

What motivates consumers to purchase online?

Free delivery	64%
Free returns	56%
Good customer support	50%
Coupons and discounts	47%
Quick and easy returns policy	46%
Next-day delivery	43%
Customer reviews	42%

Next-day delivery and good customer support are the two top purchase drivers for affluent UK consumers

ONLINE RETURNS UNDER THE MICROSCOPE

Why do they return products?

Faulty and damaged products are as common reasons for returns as bad fit

Product was faulty or damaged when it arrived	53%
Size/fit wasn't right/can't try it on before I buy	52%
Product didn't meet my expectations	46%
I received the wrong product	40%
Product looked different in person	33%

Most returned products



HOW CAN BRANDS REDUCE ONLINE RETURNS?

% who said the following features would help them reduce online shopping returns

More than **4 in 10 Gen Zers** say videos of the product would **reduce online returns**



KEY U.S./UK DIFFERENCES

% who have...

Checked the returns policy prior to purchasing



Always/often returned products, compared to how often they purchased them



U.S. consumers are more likely to read returns policies ... and use them.